

# SITE PLAN

## *Scoots Rental Website*

### SITE PURPOSE

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This sites purpose is to provide locals and visitors to the island of Cozumel in Mexico the ability to rent vehicles such as scooters/mopeds, ATVs, and Jeeps to visit and tour the many sites and wonderous ruins of the island. The company owns two rental locations and caters to tourists and locals, as well as the visitors who come in through the cruise lines. This site will provide tour and island information and pricing information as well as the ability to make a reservation for vehicle use.

### TARGET AUDIENCE

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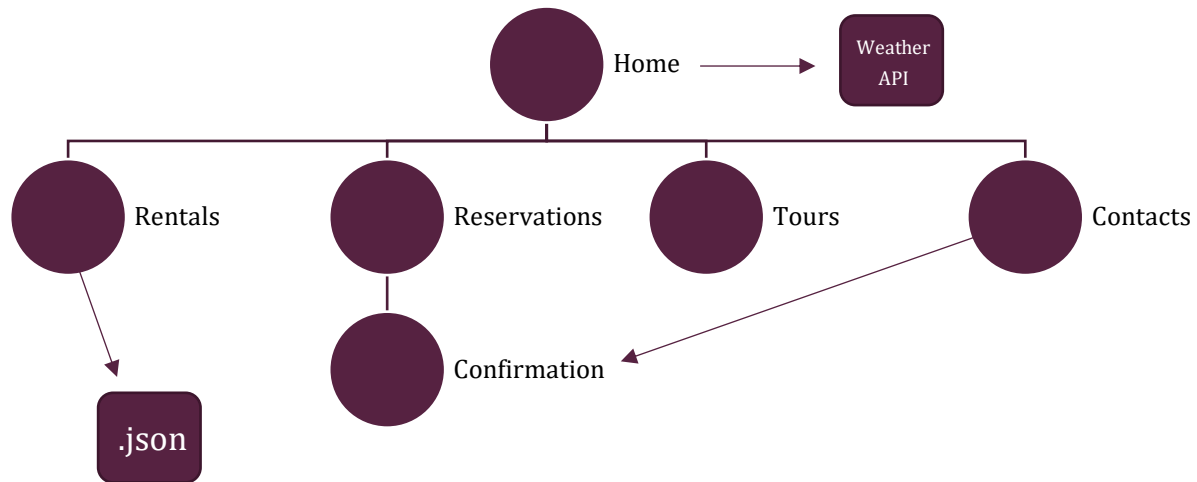
Visitors to this site will include those who want to explore the mysteries of the island without feeling too “touristy.” These individuals will want to feel like explorers and typically include locals from surrounding areas near the island or visitors who wish to experience the culture of Cozumel.

#### **Site Personas**

1. Young man from southern California who is backpacking through South America and wants to visit the ruins of Cozumel.
2. Young couple on their honeymoon spending quiet getaway visiting the historical sites, such as the lighthouses of the island.
3. Local youth needing to rent vehicle for a date with another youth.

# SITE MAP

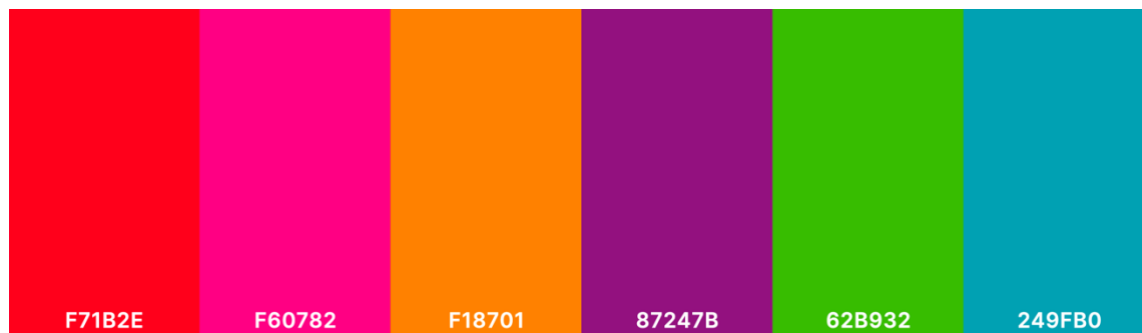
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## COLOR SCHEME

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The color scheme chosen for this site is a combination of the colors below and the contrast of dark gray and white. While the majority of the site will be the standard dark gray and white, pops of color will be added throughout the site with the below colors featured on the logo and throughout the various pages of the site itself.



# TYPOGRAPHY

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I have chosen a relaxed handwritten font to represent my headers, Amatic SC, and for my standard paragraph font, I will use Oswald.

Examples:

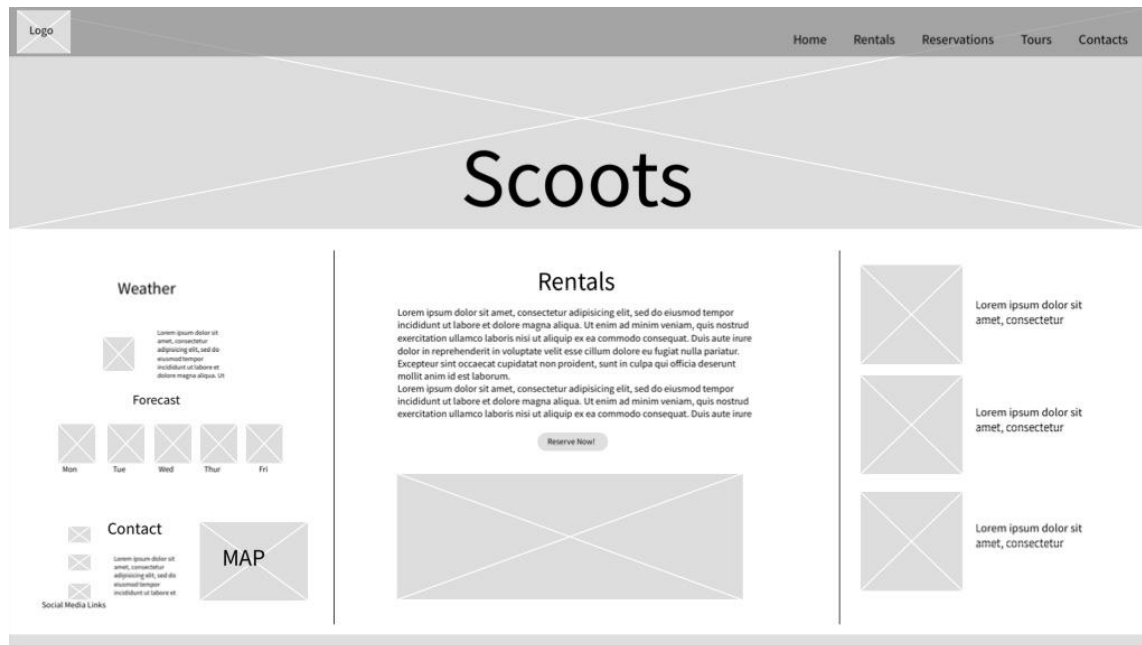
# HEADER

Example of paragraph font to be used on the Scoots website and what it will look like with the above specified fonts.

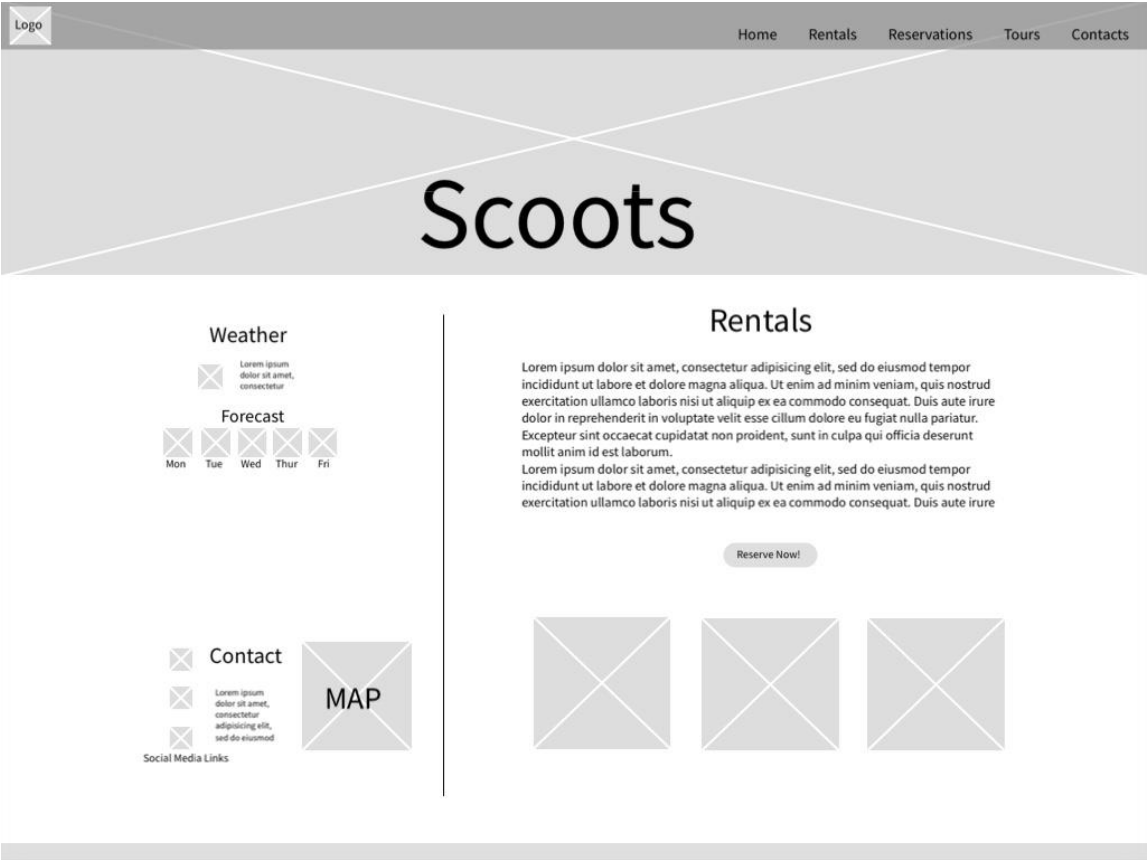
## WIREFRAME SKETCHES

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### Large View



Medium View



Small View

