Lesson 12 Planning Document

Mountain Spoke Website
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Site Purpose

The purpose of the **Mountain Spoke Website** site is to provide clients and potential clients with a fresh new website experience in buying bicycles, bicycle parts, bicycle repair, and finding tours in Bozeman, Montana and surrounding areas. The company offers a large line of products and services to bicycle enthusiasts as well organizes and sponsors many bicycle tours.

Target Audience

The specific target audience for this site is anyone living in or near the surrounding areas of Bozeman, Montana and bicycle enthusiasts throughout the world. The target age is 12-55. The brand of bikes is especially suited for on and off-road mountain adventurers.

Site Map

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                        Home
       ┌──────┬──────────┼──────────┬──────────┐
    Service  Event     Service    Tours       About
```
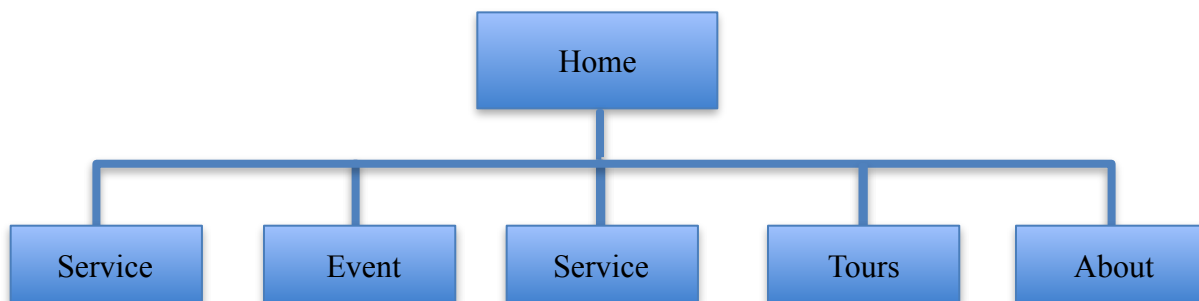
Color Scheme

The color scheme for this site will be a simple black and white with photos in muted tones.

Navigation

Bar: #013095
Link:normal : #FFFFFF (white)
Link:hover : #33FD57
Link:visited : #4881FC
Link:active : #FF93234

Typography

Type to enter text

Rogue Serif Light for Title and Headings:
Large Site Titles: 18 pt, Medium Site Titles: 14 pt, Small Site Titles: 12 pt.

Verdana Regular for body copy:
Large Site Body Copy: 11 pt, Medium Site Body Copy: 10 pt, Small Site Body Copy: 9 pt.

Wire-Frame Sketches

The site must be responsive to small, medium, and larger, wide screen views.

The design is consistent throughout the website providing ease of navigation and supports excellent user experiences. The owners want a design that reflects the regional area of Bozeman and enthusiasm for bicycling at all levels.

The home page is a contemporary, exciting landing page providing images of mountain biking and related activities, including a call to action and readily available navigation and contact information.

The adventure tours page describes the details for at least two bicycle adventures that the company supports daily with guides throughout the season. Include information about the length, skill level required, cost, and location of the tours.

The event page should highlight the "Cycle the Continental Divide" annual event with information about the dates, route, costs, and basic requirements. Be sure to include a registration form on the page that collects information including the registrant's full name, email, phone, date of birth, home state or country, and special accommodations/comments.

Include one sales page displaying a minimum of three bicycle models of different makes and provide some basic specifications.

A simple service page listing the repair services offered by the company using a data table format.

The contact page will contain essential contact information including an embedded Google map showing the company address at 3950 Valley Commons Drive Bozeman, MT and a basic contact us form.

Developmental Specifications

The following development specifications are required in addition to the customer specifications in order to receive full credit on the Term Website Project.

Reference the assessment criteria below for details.

Structure the site with valid, standards-based, semantic markup that is responsive to small, medium and large screen views.

Ensure that all browsers render elements consistently by referencing a normalization or reset CSS on all pages.

Design a logo to be used at appropriate levels and locations throughout the website.

Follow PARC principles and typography best-practices throughout the website.

Implement an appropriate font of your choice, using a fonts.google.com reference or equivalent resource.

Read the current service pricing information from a JSON file to be used on the service page. You will need to create the JSON file and store it under a data directory on your site.

Use the practice of wayfinding to improve the user experience of understanding where they are on the website.

Implement an accordion menu or a horizontal slide experience to display the bicycle sales images and specifications one at a time on the sales page using jQuery.

Ensure that each page weight does not exceed the 400k benchmark.

Ensure that there are no spelling or grammatical errors.

Include a resource page that references outside content, if necessary, as a link in the footer.

Publish the complete, working site to its own directory/folder on your Github Pages site.

Create a site overview video that provides a brief (~5 min), narrated overview of the site with references on how the site meets the specifications and is responsive. This video should be placed in a separate page using HTML5 video element and linked in the footer of your term website.

NOTE: This is a web course intended to help you learn how to construct websites using the core web technologies of contemporary HTML, CSS, and JavaScript. Outside templates are NOT

allowed. Pages built from site builder software or drag-and-drop tools or that are based on existing sites are not allowed and will lead to a failing grade on the Term Website Project.

Assessment

All course objectives and documented specifications are assessed in the Term Website Project. Use the following matrix to guide your development and testing before final submission. The point allocation on the right of each statement indicates the maximum points possible.

Grading Criteria

100 points possible

Objective 1: HTML: Develop fluency in the application of contemporary Hypertext Markup Language

All pages are HTML5 valid.   6 points

All pages use proper HTML5 semantic elements.   3 points

Heading elements are used in the proper order, levels, and elements on all pages.   3 points

Objective 2: CSS: Develop fluency in the application of contemporary Cascading Style Sheets markup.

All pages are CSS valid.   6 points

Media queries are used to ensure proper styling in all views.   5 points

The site uses CSS normalization or equivalent. 3 points

Objective 3: JavaScript: Apply JavaScript browser interactions, get JSON data, and utilize popular libraries and frameworks.

The sales page uses jQuery to display a minimum of three bicycle models of different makes, one at a time, with an appropriate interface.   5 points

The pricing data on the service page is read from an external JSON source and presented appropriately.   5 points

Objective 4: UX: Plan, design, and develop visually appropriate, usable, and find-able user interfaces (UI) and content.

The visual appearance of all pages in the site must be responsive, uniform, and consistent at three view levels.

This includes using a Google font reference or equivalent resource.   10 points

All folders and files follow web naming rules and are friendly/semantic.   5 points

The website follows PARC and typography design principles. 8 points

The pages have a page weights at the 400k or less mark.   5 points

Images, including the custom logo, and other graphical and functional elements are the appropriate type and size and enhance the UX.   5 points

The registration form is complete, validates input, and utilizes the flex display property for layout. 5 points

All pages are given appropriate titles that not only reflect the website but also the content of the page through keywords.   5 points

Objective 5: Professionalism: Work effectively and independently, communicate clearly on your design and specification report, and facilitate a positive experience regardless of any self-perceived shortcomings.

The site is complete containing all of the functional specifications including all required content pages. 8 points

The site is free of spelling and grammatical errors.   5 points

The video overview is linked in the footer of the website and meets the specifications as outlined. 8 points