

Kaze Bike

兌換你的運動能量

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Kaze Bike 網站概念

單車騎乘紀錄兼購物網站

兌換你的運動能量

主要功能: 上傳騎乘紀錄
可將騎行公里數兌換成購物金K幣

對象: 愛騎單車並且有單車周邊需求

目標: 藉由購物金促進單車騎乘風氣，
並增加網站銷售成績

兌換、單車、無限、K



Logo 設計：無限的符號象徵單車騎行探索是永無止境的，中間鏤空結合了交換的理念，代表網站主要功能里程數交換購物金，最後將品牌代表字K加入形成單車的形象。

KAZE：日文有風之意，意即騎乘就像風一樣無拘無束。



Logo 主要色彩：



#364f6b

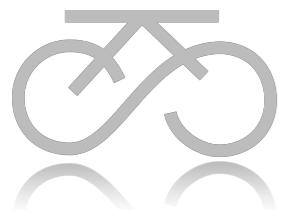
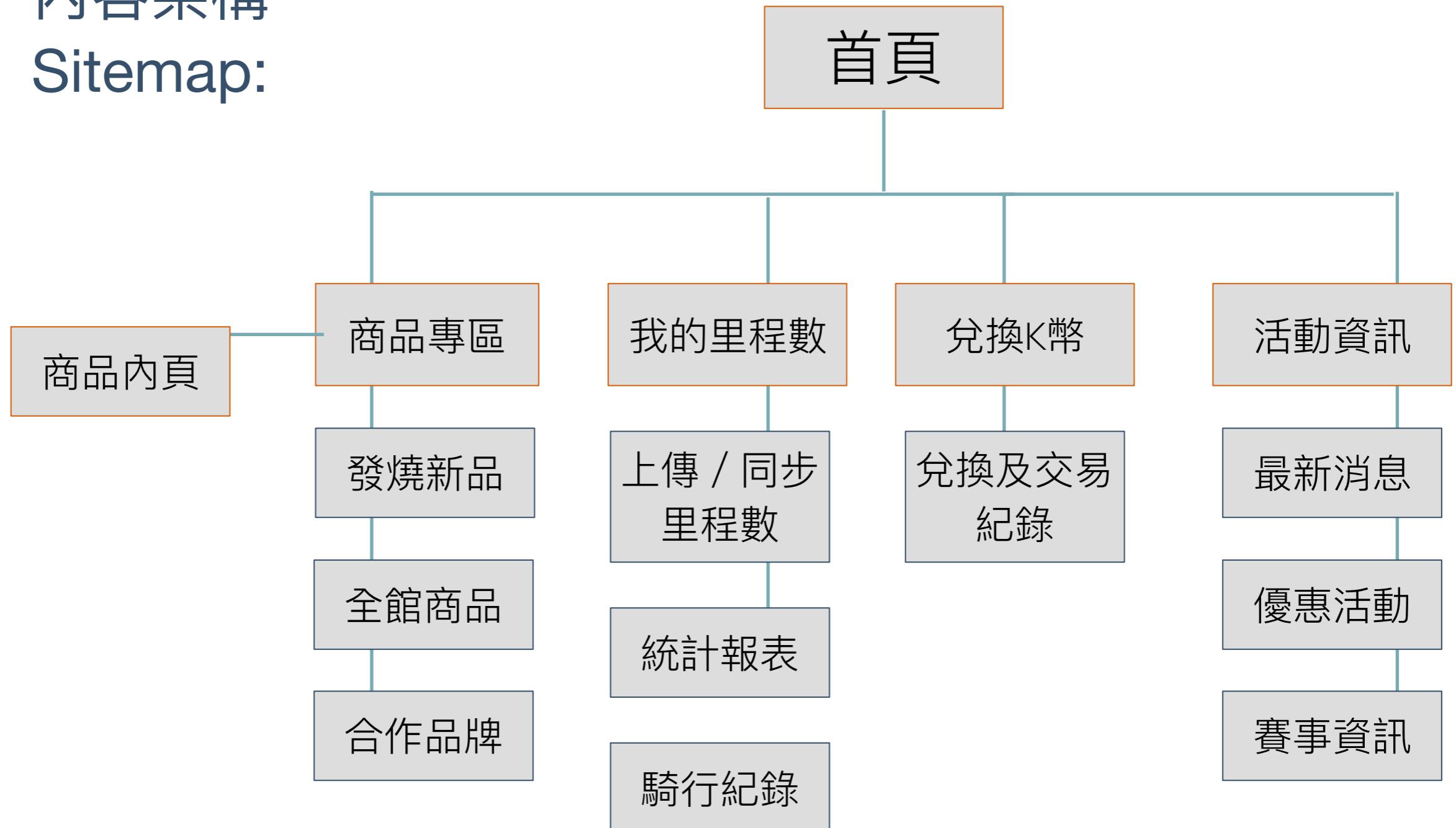


#3fc1c9

主要使用深色藍及藍綠色，帶出單車的質感與速度感。

內容架構

Sitemap:



文字計畫：

英文字體：Lato

中文字體：微軟正黑體

色彩計畫： 主色



#364f6b

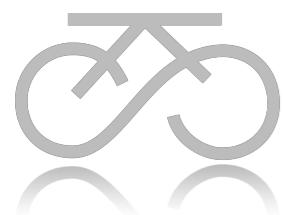


#f4f4f4

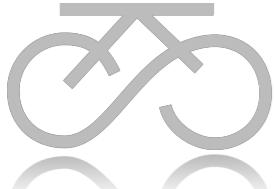
強調色



#ea5455



首頁：



Banner

如何兌換購物金？

1. 登入Kaze
2. 上傳或同步里程資料
3. 兌換並領取K幣購物金

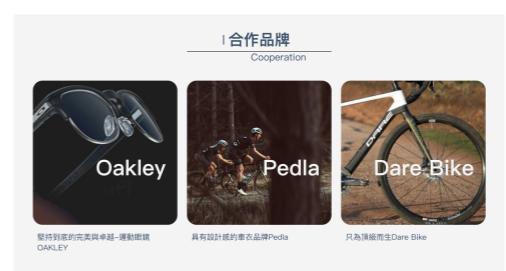
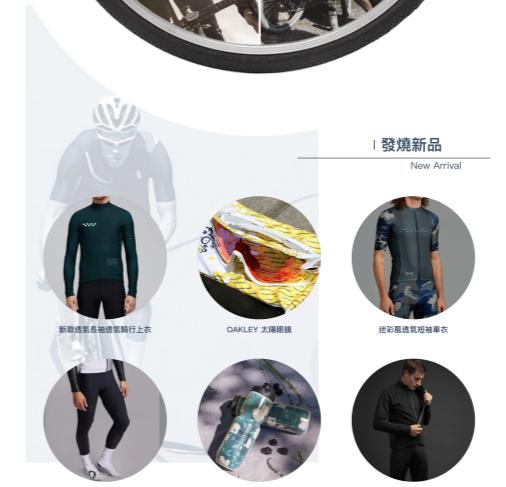
最新消息

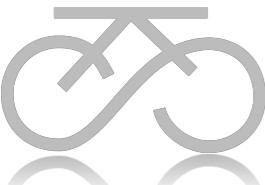
近期活動

| 新品到貨

| 賽事資訊

footer





商品專區：

發燒新品

熱銷排行

合作品牌

The wireframe shows a mobile application interface for a cycling gear store. At the top is a header bar with the Kaze Bike logo, navigation links for '我的里程' (My Miles), '兌換K幣' (Exchange K幣), '活動資訊' (Promotions), and '商品總覽' (Product Catalog). Below the header is a secondary navigation bar with categories: 車衣 | 車褲 | 安全帽 | 眼鏡 | 子套 | 油套 | 腿套 | 其他. The main content area features a large 'banner' placeholder at the top, followed by a grid of four items. Each item has a placeholder image, a title, a color swatch, a size selector (S-XL), a price (\$2180 or \$2580), and a red 'buy' button. The bottom section is labeled 'footer'.

The screenshot shows the 'Product Catalog' page of the Kaze Bike website. The top navigation bar includes the Kaze Bike logo, '商品總覽' (Product Catalog), '我的里程數' (My Miles Points), '兌換K幣' (Exchange K幣), '活動資訊' (Promotions), and a shopping cart icon. A large banner image at the top features two cyclists. Below the banner is a search bar and a 'New Arrival' section titled '發燒新品' (New Arrival) featuring a cyclist in action. Further down are sections for '熱銷排行' (Top Selling Products) and '合作品牌系列' (Cooperation Brand Series), each displaying products from brands like Oakley.

This screenshot shows the 'Top Selling Products' section of the Kaze Bike website. It displays three products: a cycling water bottle, a windproof leisure jacket, and two cyclists in action. Each product has a placeholder image, a title, a color swatch, a size selector (S-XL), a price (\$1080 or \$5980), and a red 'buy' button.

This screenshot shows the 'Cooperation Brand Series' section of the Kaze Bike website. It displays three products from the Oakley brand: a cyclist in action, a pair of Oakley sunglasses, and a close-up of the sunglasses. Each product has a placeholder image, a title, a color swatch, a size selector (F), a price (\$7280 or \$8880), and a red 'buy' button.

Kaze Bike

商品總覽

我的里程數

兌換K幣

活動資訊

關於我們 常見問題 退換貨說明 聯絡Kaze

我的里程數 Miles
還差 249.29KM 升級 銀牌騎士

我的里程數:

統計報表

騎行紀錄

我的里程

本月騎行里程 25 km

更新里程

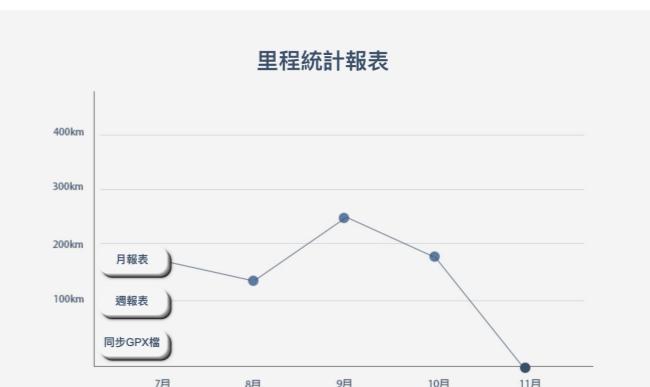
上傳 同步

馬上兌換K幣

統計報表

騎行紀錄

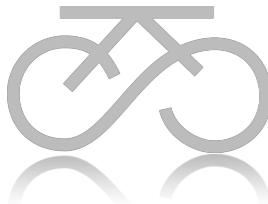
footer



騎乘紀錄

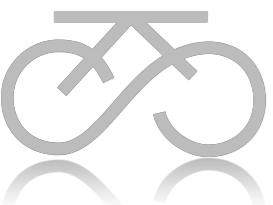
本月查詢 歷史紀錄

騎乘日期	騎乘里程	騎乘時間
10/30 17:35-19:22	15.21Km	107分鐘
10/22 07:00-08:32	8.25Km	92分鐘
10/02 17:22-18:16	7.25Km	54分鐘
09/25 16:33-17:38	7.11Km	65分鐘
09/22 17:25-18:15	6.45Km	50分鐘



K幣專區:

K幣餘額
兌換紀錄



logo 我的里程 兌換K幣 活動資訊 商品專區

K幣

目前 K 币數量
108
1K = 1NTD

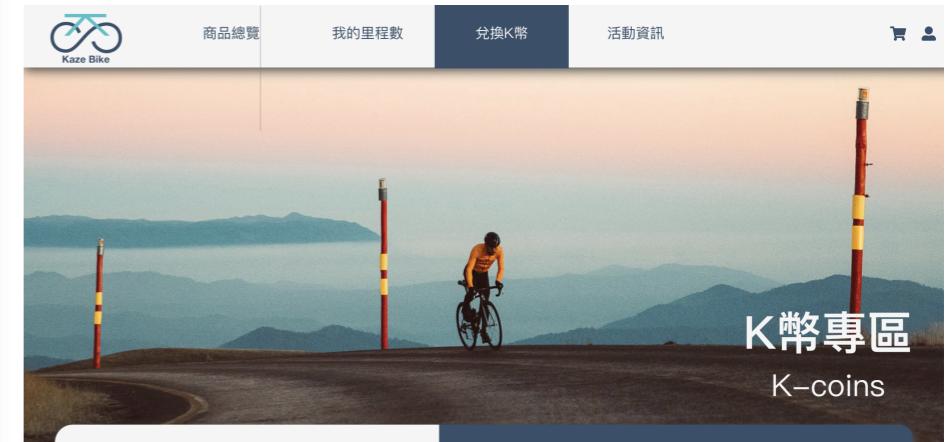
尚有 10 km 可兌換 K 币
立即兌換

兌換紀錄

近期 5 筆紀錄

為你推薦

footer



商品總覽 我的里程數 兌換K幣 活動資訊

Kaze Bike

尚有 10KM 可兌換

手刀兌換 查詢里程數 上傳GPX檔

兌換紀錄

本月查詢 歷史紀錄

兌換日期	兌換數量	餘額
01 2018/10/22 換取K幣	10KM換10K	餘額:108K
02 2018/10/22 換取K幣	5KM換5K	餘額:98K
03 2018/10/22 換取K幣	5KM換5K	餘額:93K
04 2018/10/22 換取K幣	10KM換10K	餘額:88K
05 2018/10/22 使用K幣	使用50K	餘額:78K

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活動資訊：

最新消息

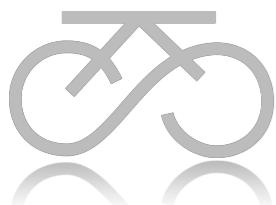
優惠活動

賽事資訊

The diagram illustrates a website layout for 'Kaze Bike'. At the top, there's a header bar with a logo, navigation links for '我的里程' (My Miles), '兌換K幣' (Exchange K Points), '活動資訊' (Event Information), and '商品專區' (Product Zone). Below the header is a secondary navigation bar with links for '最新消息' (Latest News), '優惠活動' (Discount Activities), and '賽事資訊' (Event Information). The main content area features a section titled '優惠活動' (Discount Activities) with three placeholder boxes for content. To the right, there's a large image of three cyclists on a bridge, with a 'News' overlay. The sidebar contains a news feed with five items:

- 最新消息: 兩千萬人都驚呆了！不老騎士環島，勇闖5000K幣挑戰賽 (2018/10/31)
- 優惠活動: 寶可夢大遊行，單車族gogo (2018/10/25)
- 賽事資訊: 一日雙塔不夠看，試試一日雙起司塔 (2018/10/20)
- 最新消息: DARE 自行車展發表新品 (2018/10/18)
- 賽事資訊: 5000K幣挑戰賽開始報名 (2018/10/15)

The footer area is labeled 'footer'.



商品內頁：



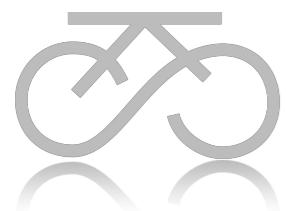
參考網站: the pedla

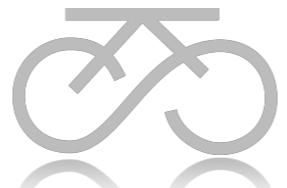
<https://thepedla.com/>

Dare-bikes

<https://www.dare-bikes.com/>

Oakley





Thank you :)