

Website Planning Document

The Mountain Spoke

Author: Rachel Bichsel

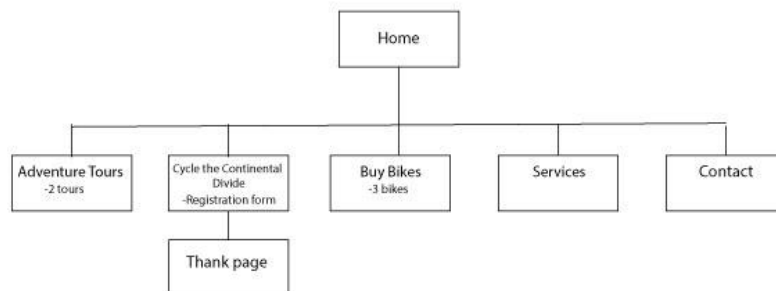
Site Purpose

The purpose of this site is get people excited to buy our products and go on our tours. The site should have a sense of adventure to it.

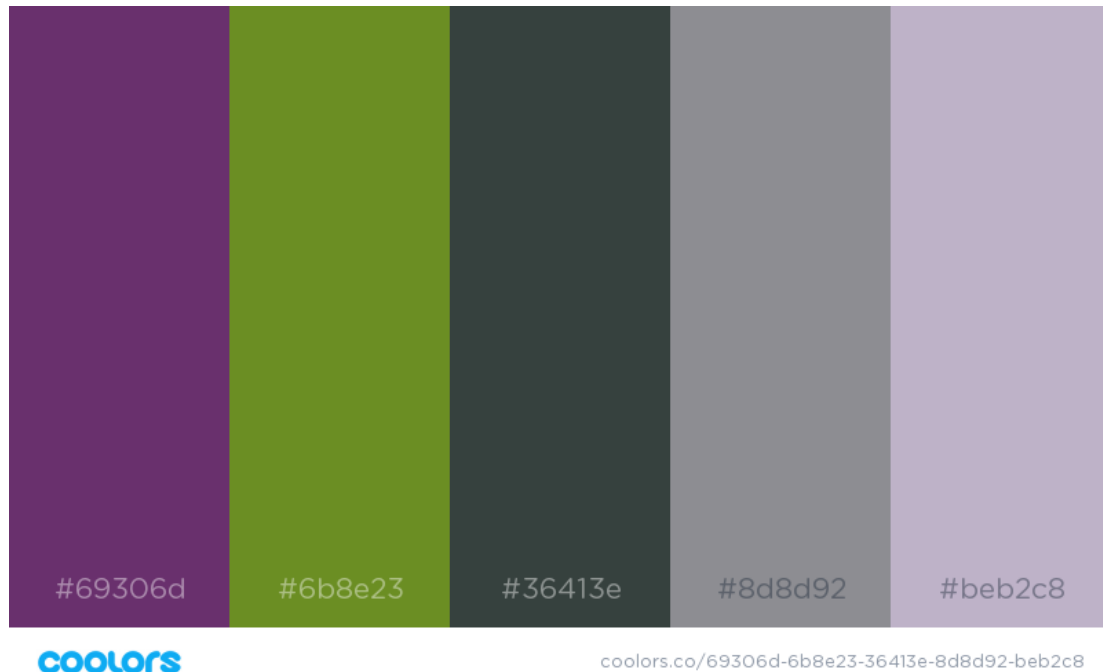
Target Audience

Our target audience will range from about 21-45. These are individuals who are very serious about biking. They also seek opportunities that will get their adrenaline pumping. They also don't mind spending a little more money if it means that they will get reliable gear that will last their bike ride. They don't like to waste time on things.

Site Map



Color Scheme



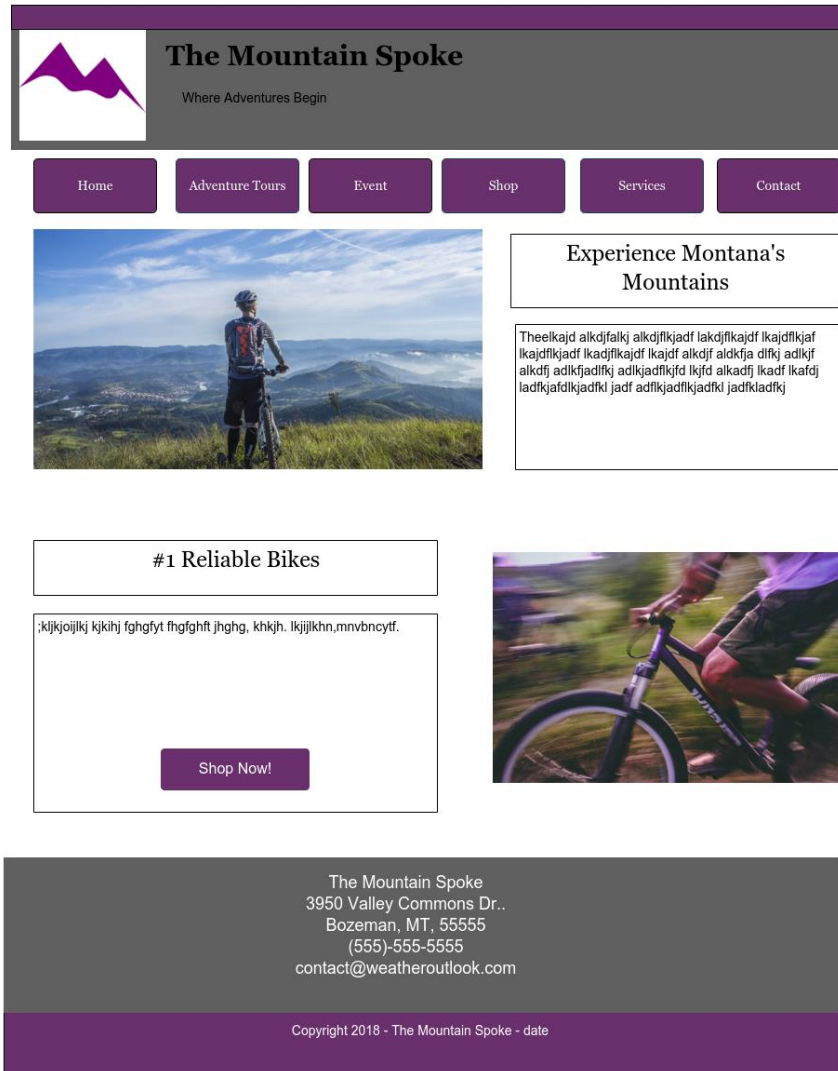
The main accent color of the website will be purple. I will use this purple for the logo, which will be a mountain with a bike spoke behind it. The second main color will be the dark grey. I will then use the green as an accent throughout the website.

Typography


The main body font will be Noto Sans (or sans serif) and headings will be stoke (or serif)

Site header	Stoke	48px	black	Sample
Primary Navigation	Noto Sans	20px	#ffffff	Sample
Heading 1	Stoke	36px	#000000	Sample
Heading 2	Stoke	30px	#000000	Sample
Heading 3	Stoke	24px	#000000	Sample
Footer	Noto Sans	14px	#000000 or #ffffff	Sample
Paragraph text	Noto Sans	14px	#000000	Sample

Wire-Frame Sketches




Large



The Mountain Spoke

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Experience Montana's Mountains

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#1 Reliable Bikes

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Bozeman, MT, 55555
(555)-555-5555
contact@weatheroutlook.com

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Medium



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#1 Reliable Bikes



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Small