

FINAL SITE PLAN

The Mountain - Bozeman, Montana

Site Description

Site Name and Domain

The Mountain
www.cyclethemountain.com

Purpose Statement

The website for the The Mountain will provide information to locals, tourists, and online shoppers regarding products and services offered by the Mountain.

Target Audience

- Age: 16-55
- Gender: Men and women
- Economic Range: all
- Education Range: all
- Browsing Device: Smartphone for locals and travelers, smartphone and PC for online shoppers
- Likes: outdoors, cycling, hiking, national parks, nature, camping, high adventure, fitness
- Dislikes: pollution, being confined indoors, television

Personas



Jack Bloomfield

Jack is a single 32 year-old from Portland, Oregon and makes \$45,000 a year as a group sales rep at a local gym. He got an associate's degree after high school, but began working and never finished. He's interested in fitness and enjoys outdoor activities like hiking, kayaking, and recently took up mountain biking. Jack has family in the Bozeman area and brings his bike along when he visits. He's always looking for new trails and areas where he can ride.

Jennifer Helkowski

Jennifer is 26 years old, married, and works at an advertising firm in San Francisco making \$62,000 a year. She enjoys outdoor activities and casually bikes, but hasn't gotten serious with the sport yet. Her husband is an avid mountain biker and introduced her to it while they were dating. They are looking to book a summertime getaway and want to find outdoor activities to do. They'll be flying, so they won't be bringing bicycles with them.



Michael Burlingame

Michael is a recently retired 52 year-old from Chicago, IL and most recently made \$102,000 a year as a local radio personality. Trying to stay busy and healthy in retirement, he has taken up cycling. He's been at it for a year, and wants to take his experience to the next level. He will be driving his family through Bozeman after visiting Yellowstone National Park and will have his bike with him.

Nora Ellsworth

Nora is 48 years old and lives in Bozeman, Montana. She is a stay-at-home mom with kids in junior high. Living in Bozeman, she has a great appreciation for the outdoors, the mountains, and nature in general. She started mountain biking several years ago, when the last of her kids started attending Kindergarten. She knows the trails and the best areas to go mountain biking in and around Bozeman, but needs a good bike shop with quick service and knowledgeable staff. She can change a tire on her bike, but would rather have a professional perform maintenance and regular tune-ups.



Scenarios

What kind of adventure packages do you offer?

What kind of bikes do you sell?

Can I rent a bike to go on an adventure?

What types of parts do you sell?

How do I get to the storefront?

What areas will we explore on an adventure?

How much time do I need to go on a biking adventure?

Do you have offerings for all skill levels?

Site Layout

Content List

What kind of adventure packages do you offer?

- Text outline of what is included in an adventure package
- Text pricing

What kind of bikes do you sell?

- Text of price
- Text descriptions of bike

Can I rent a bike to go on an adventure?

- Text explaining rental policy

What types of parts do you sell?

- Image of parts available for sale
- Text of product description
- Text of price

How do I get to the storefront?

- Text of address
- Image of map

What areas will we explore on an adventure?

- Text description of what will be seen
- Images of the area

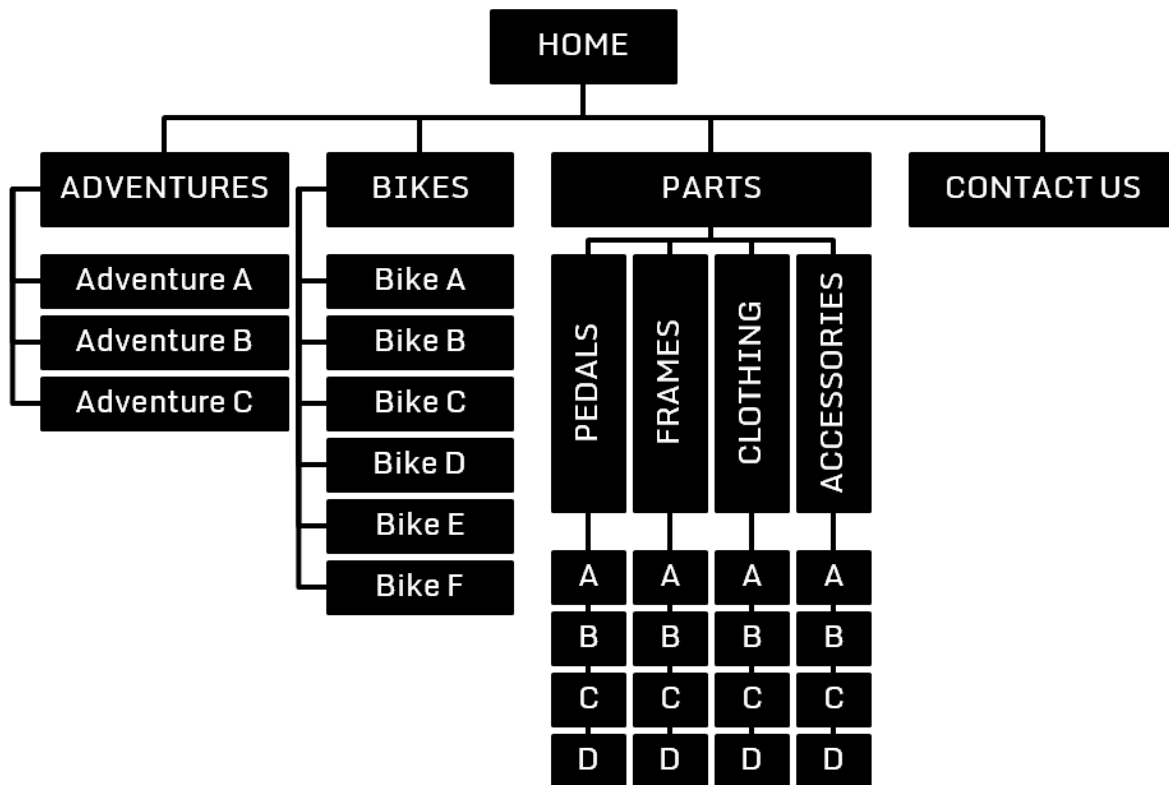
How much time do I need to go on a biking adventure?

- Text in adventure description

Do you have offerings for all skill levels?

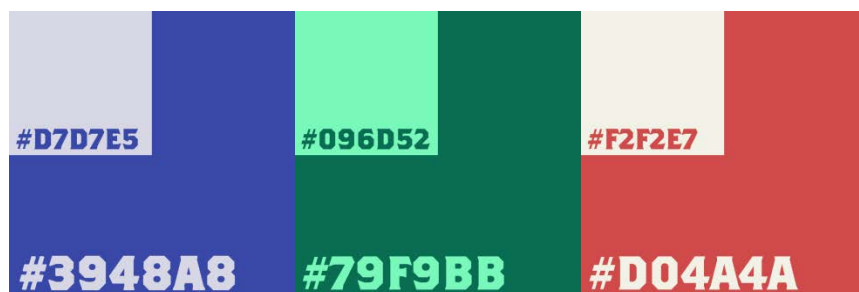
- Text of which adventures are for which skill level

Site Map



Style Guide

Color Scheme



The main colors of the site will be black and white. Additional colors from this palette will provide several contrasting combinations for text and background color of featured items and categories.

Sections and pages of the site will have differing accents based on the selected palette.

Typography

HEADING 1 - MONDA, CENTURY GOTHIC, ARIAL, SANS-SERIF 1.5EM

HEADING 2 - MONDA, CENTURY GOTHIC, ARIAL,
SANS-SERIF 3EM

Heading 3 - Monda, Century Gothic, Arial, sans-serif, 2em

Paragraph - Monda, Century Gothic, Arial, sans-serif, 1.5em

Hyperlink - Monda, Century Gothic, Arial, sans-serif

Hyperlink: hover - underline

Heading 1 will be used as the company name on each page. It will always be presented in all caps. Heading 2 will be the title of each page and will be center aligned. Heading 3 will provide titling for product names and sections on main pages.

Paragraph text will be used for standard text, information about the company as well as product descriptions.

Navigation

HOME ADVENTURES BIKES PARTS CONTACT US

The default navigation method for desktop will be a centered horizontal bar across the top. The nav bar will be persistent across all pages and will highlight the currently selected page or page category.

On smaller displays, a hamburger menu will be used to reveal a vertical version of the same menu items.

HOME

ADVENTURES

BIKES

PARTS

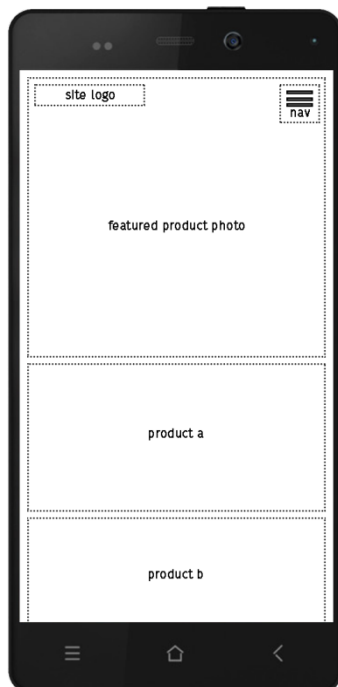
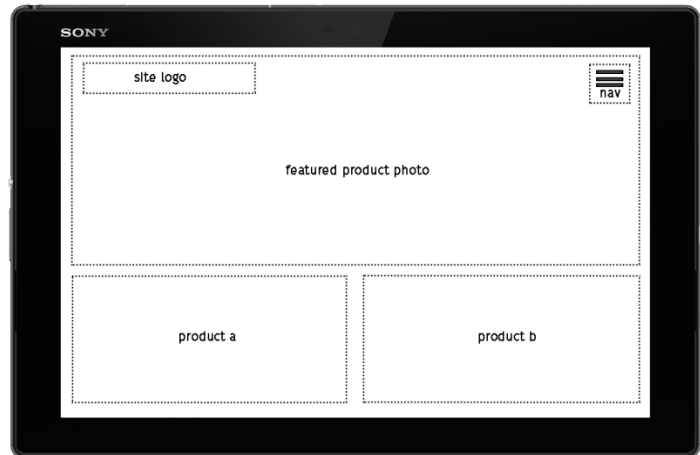
CONTACT US

Responsiveness



The 1250px design for computers will be the primary design. The site width will be rendered all the way to the edges, with the main content constrained. The most important content will be displayed above the fold for standard display aspect ratios.

The 1024px design for tablets will contain the same elements as the computer version, but will render all the way to the sides. The user will experience the navigation bar disappearing in lieu of a hamburger menu in the top corner. All important content will be rendered above the fold for tablets in landscape mode.



On the 480px design for smartphones, the site name will be replaced with a smaller version, and the column beneath the featured product photo will now be arranged vertically and only partially visible above the fold. The layout in landscape will be similar, with a double column, but only the featured product will be visible above the fold.

