Term Website Planning Document: Ficticious Motor Scooter Rental Company

For WDD230, Spring Semester, 2020

By Carlos W. Mercado

Content

Site Purpose

Client: "~Scoots 🛵", Motor scooter rental company.

Funcionality: Provide information about: Services, requirements, rental process.

Goals: The website should be able to promote the rental services for those customers that are likely to do their homework before getting to the island, but it should also be useful for those more spontaneous customers.

Target Audience

Description

- **WHO:** This owner-operator company caters to locals, walk-in tourists, enthusiasts, and cruise-based touring groups and partnerships. These people can be people of different ages, but for the most part is expected that potential clients are teenagers, young adults, families with children old enough to mount on a bike. It is rearely expected that clients are elderly people or peoply with little kids.
- **WHERE:** Island of Cozumel off the coast of Mexico in the Western Caribbean Sea.
- **WHEN:** This is a day-time service for potential clients, that offers 24/7 support for costumers.
- **WHY:** The overall goal of the website project is to promote the rental services for those custom[ers] to do their homework before getting to the island and to provide information about the service[s], requirements, and rental process.

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Personas

Case 1:

- **Name and age:** Michael and Jenisse Johnson Maloy. 23 and 25 years old, respectively.
- **Occupation:** Musicians and artists.
- **Demographics and education:** College Education. USA citizens. Average income. They work remotely and independtly. Music production and distribution.
- **Goals and motivation for using the site:** They use to plan their next step on the fly. They need quick access to reliable information and quick contact with providers.
- **Social:** They travel pretty much on their own. They have some friends on Mexico, so it is possible for them to make a visit to the island with those.
- **Quote:**
  - Michael:"We love traveling light. I don't want to waste my with unnecessary rental procedures. I like to purchase it or rent it quick and neat."
  - Jenisse: "As Michael, I like things quick, but I can take some of my time to choose the correct option. I'm not going to rent or purchase something that later in time I'm going to regret."
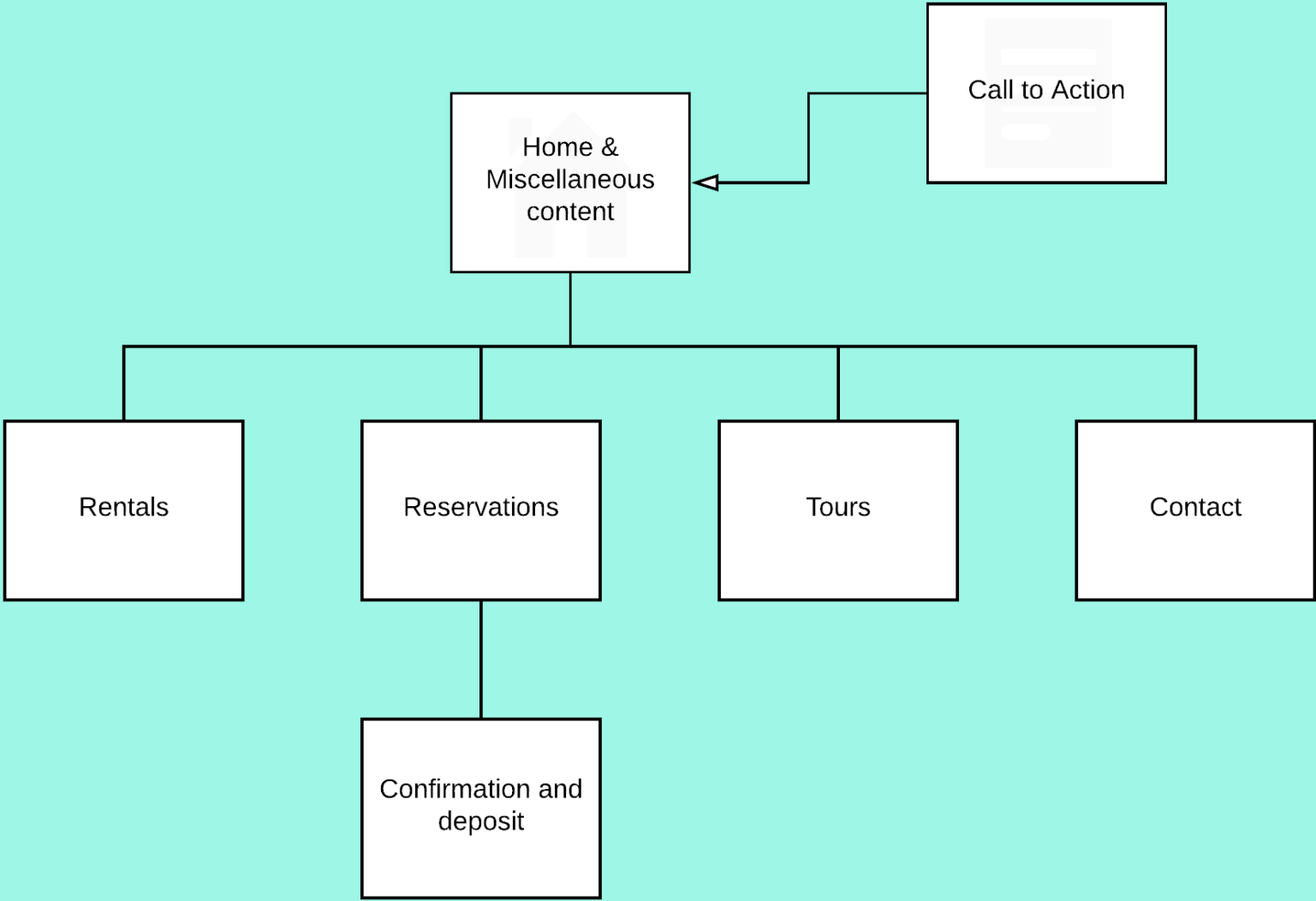
Case 2:

- **Name and age: Marysa Spittale (third woman on the left), age 52.**
- **Occupation:** School teacher, almoste retired.
- **Demographics and education:** College education. Family woman. She likes to travel, and she affords to do it around for times a year. The main support of her household is her husbando, a manager for a middle size business.
- **Goals and motivation for using the site:** She likes to plan her vacations at the beginning of each years, even until the least detail. So she needs services that allow he to book whatever she needs way beforehand.
- **Social:** She enjoys to spend time with her family, and if they do so in vacations outside of the USA, the better. 3 of her children live in Latinamerica, one of them in Mexico.
- **Quote:** "Last time I went to the Mexican Gulf, I had a really bad experience while renting a big car for us (her and her husband) and a couple of friends. I traveled around mid April, and I had made a reser... months before. They were suppose to have more than 60 vehicles on their catalogue. Can you ... they were all rented and nobody told me?"

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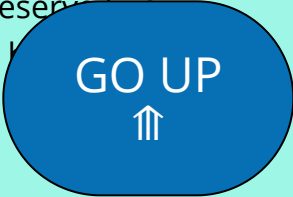
Scenarios

- What is the best transportation I can use to travel quickly through the island?
- We are two people. What can I use to move us to the most touristic points in the island?
- I like adventure! Me and my (family) boys are here looking for danger!
- Me and my retired wife are not really good using technology. How can I get in touch with your rental services?
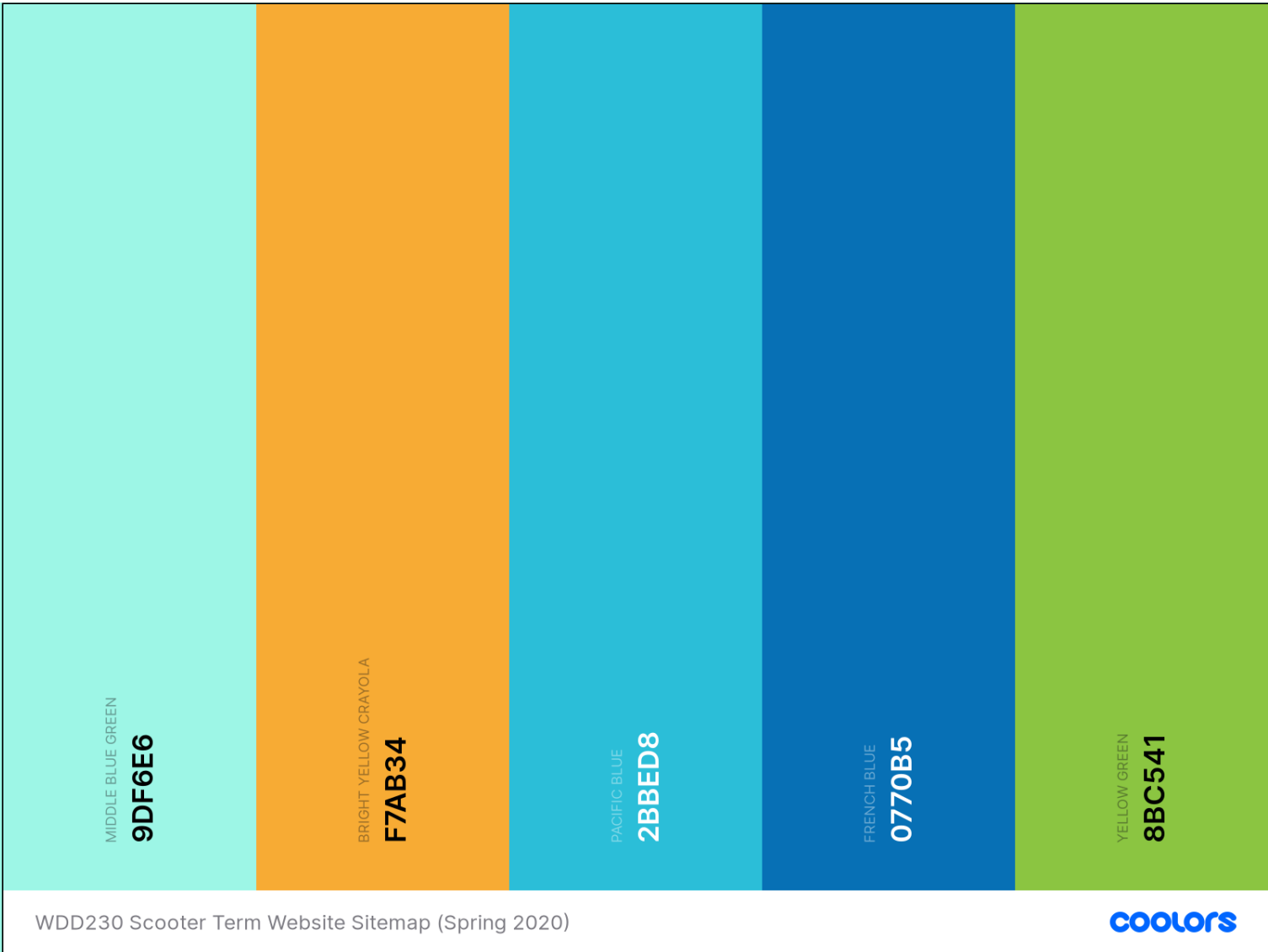- Do you have options for big families?

Site Map

```
                          ┌──────────────┐
                          │ Call to Action│
                          └──────┬───────┘
         ┌──────────────┐        │
         │   Home &     │◄───────┘
         │ Miscellaneous│
         │   content    │
         └──────┬───────┘
   ┌──────┬─────┴─────┬──────────┐
┌──┴───┐┌─┴──────┐┌───┴──┐┌──────┴──┐
│Rentals││Reservat││Tours ││Contact  │
│       ││ions    ││      ││         │
└──────┘└───┬────┘└──────┘└─────────┘
            │
      ┌─────┴──────┐
      │Confirmation│
      │and deposit │
      └────────────┘
```

Color Scheme

Palette URL: https://coolors.co/9df6e6-f7ab34-2bbed8-0770b5-8bc541

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MIDDLE BLUE GREEN
9DF6E6

BRIGHT YELLOW CRAYOLA
F7AB34

PACIFIC BLUE
2BBED8

FRENCH BLUE
0770B5

YELLOW GREEN
8BC541

WDD230 Scooter Term Website Sitemap (Spring 2020)

COOLOFS

Typography

- **Heading font:** Poly, serif. ⤢
- **Paragraph font:** Open Sans.

Heading	Normal	This is a sample header text.
Heading	Italic	*This is a sample italic header text.*
Heading	Bold	**This is a sample italic header text.**
Paragraph	Normal	This is a sample paragraph text.
Paragraph	Italic	*This is a sample italic paragraph text.*
Paragraph	Bold	**This is a sample italic paragraph text.**

- Normal paragraph font is used wherever heading tags from h1 to h6 are not used.
- Italic and bold variations of heading and paragraph types are used whenever necessary.

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Wireframe Sketches

- **Small Screen Size: Smartphones** ↗
- **Medium Screen Size: Tablets** ↗
- **Large Screen Size: Monitors** ↗

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Last updated: 7/10/2020 18:49:42 - GO BACK TO PORTAL PAGE

- **Small Screen Size: Smartphones** ↗
- **Medium Screen Size: Tablets** ↗
- **Large Screen Size: Monitors** ↗

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Call to Action

| Location | ▾ |

| 07/10/2020 | 📅 | | Time | ▴▾ |

| 07/10/2020 | 📅 | | Time | ▴▾ |

| Rentals ▾ | | GO! |

Floating button

Rentals Information

◁ ▷

Rental Type	Price
Rental #1	U$S
Rental #2	U$S
Rental #3	U$S
Rental #4	U$S

Weather Conditions

Currently	etc
Temperature	etc
Humidity	etc
Forecasted Temperature (in five days)	etc

Contact Information and Social Media

Lorem ipsum dolor sit amet.
Duis vulputate commodo lectus
Quisque nec mauris sit amet elit iaculis.
Vehicula eu diam.

BRAND
Website Slogan

| Home | Rentals | Reservations | Tours | Contact |

Picture of the island

Call to Action

Location

07/10/2020 | Time

07/10/2020 | Time

Rentals | GO!

Rentals Information

Pictures of the scooters

Rental Type	Price	Info	Info
Rental #1	U$S	ETC.	ETC.
Rental #2	U$S	ETC.	ETC.
Rental #3	U$S	ETC.	ETC.
Rental #4	U$S	ETC.	ETC.

Weather Conditions

More pictures of the island

Currently	etc
Temperature	etc
Humidity	etc
Forecasted Temperature (in five days)	etc

Our facilites

Maybe a slideshow of their facilities

Contact Information
and Social Media

Lorem ipsum dolor sit amet.
Duis vulputate commodo lectus
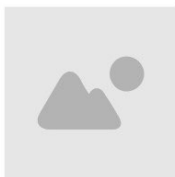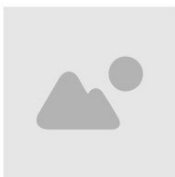Quisque nec mauris sit amet elit iaculis.
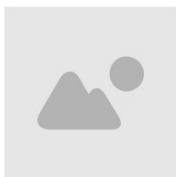Vehicula eu diam.

BRAND
Website Slogan

| Home | Rentals | Reservations | Tours | Contact |

Picture of the island

Call to Action

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| 07/10/2020 📅 | Time ▲▼ |
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| Rentals ▼ | GO! |

Pictures of the scooters

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More pictures of the island

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and Social Media

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Quisque nec mauris sit amet elit iaculis.
Vehicula eu diam.