



Site Plan

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Site Purpose

The purpose of the site is to provide a great experience for bike enthusiasts of all skill levels. The site will reflect the culture for worldwide bike enthusiasts by providing a way for them to book tour trips, buy products, find a repair service, and buy needed parts.

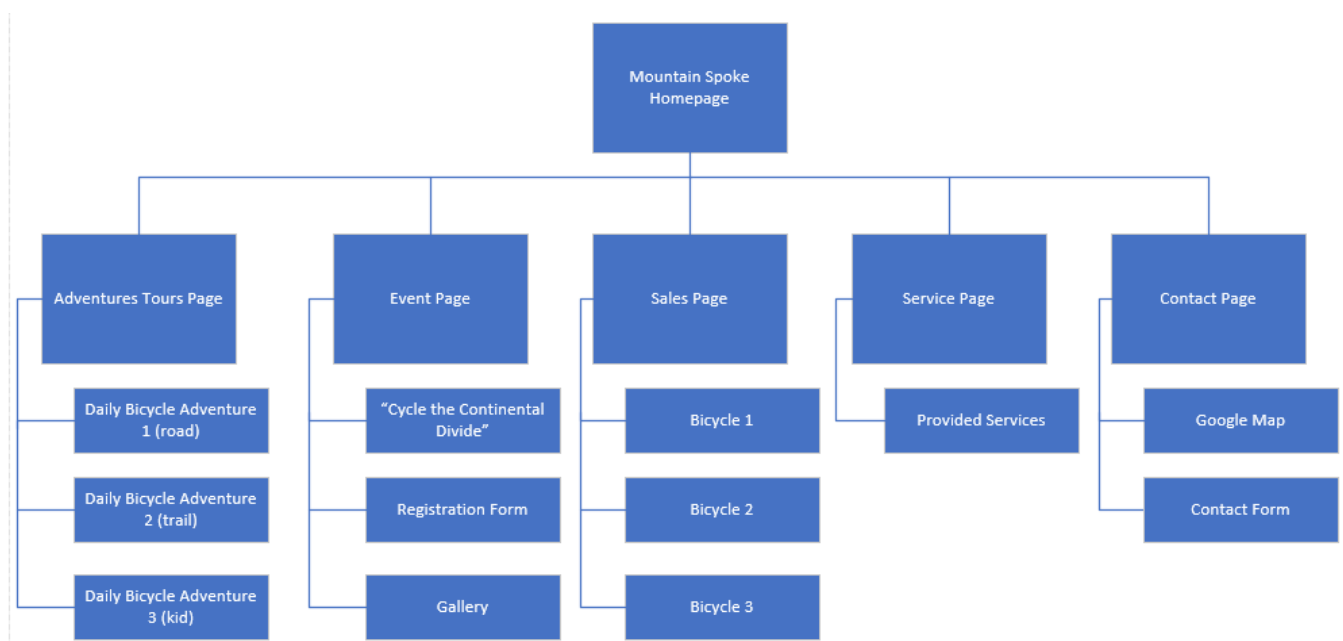
Target Audience

Who: Local residents and visitors to the area who are planning on doing any type of biking activities. In addition, it will be targeted at serious bicyclists from around the world.

Age: 10 – 80 years old

Site Map

Each page will have a navigation bar that will quickly allow the user to go to the Adventures Tour, Event, Sales, Service, and Contact page.



Color Scheme

The colors will be warm earth tone colors that include blue, gray, orange, yellow, tan, and white. These colors are designed to provide a warm and inviting feeling while visiting the site. These are being used in order to relate to what the site is about. Earth tone colors make a user think of sunshine and the outdoors. Orange and yellow associate feelings of enthusiasm, happiness, determination, success, encouragement, and stimulation.



Quick Reference:

Logo = #F7882F

Nav background = #F7C331

Nav Text = #000000

Headings = #BBBBBB

Section Borders/shadow = #DCC7AA

Text = #000000 or #FFFFFF

Buttons = #6B7A8F

Footer background = #F7C331

Footer Text = #000000

Typography

Text will mainly be in black. When text falls on a background with a darker color, it will be in white. Georgia, serif will be the font-family we will be using. This will allow for good readability in both larger and smaller screens. The text will be easy to read for all age groups. We will use the ideal range of 60 characters per line. Leading will be 30% more than the character height for good readability.

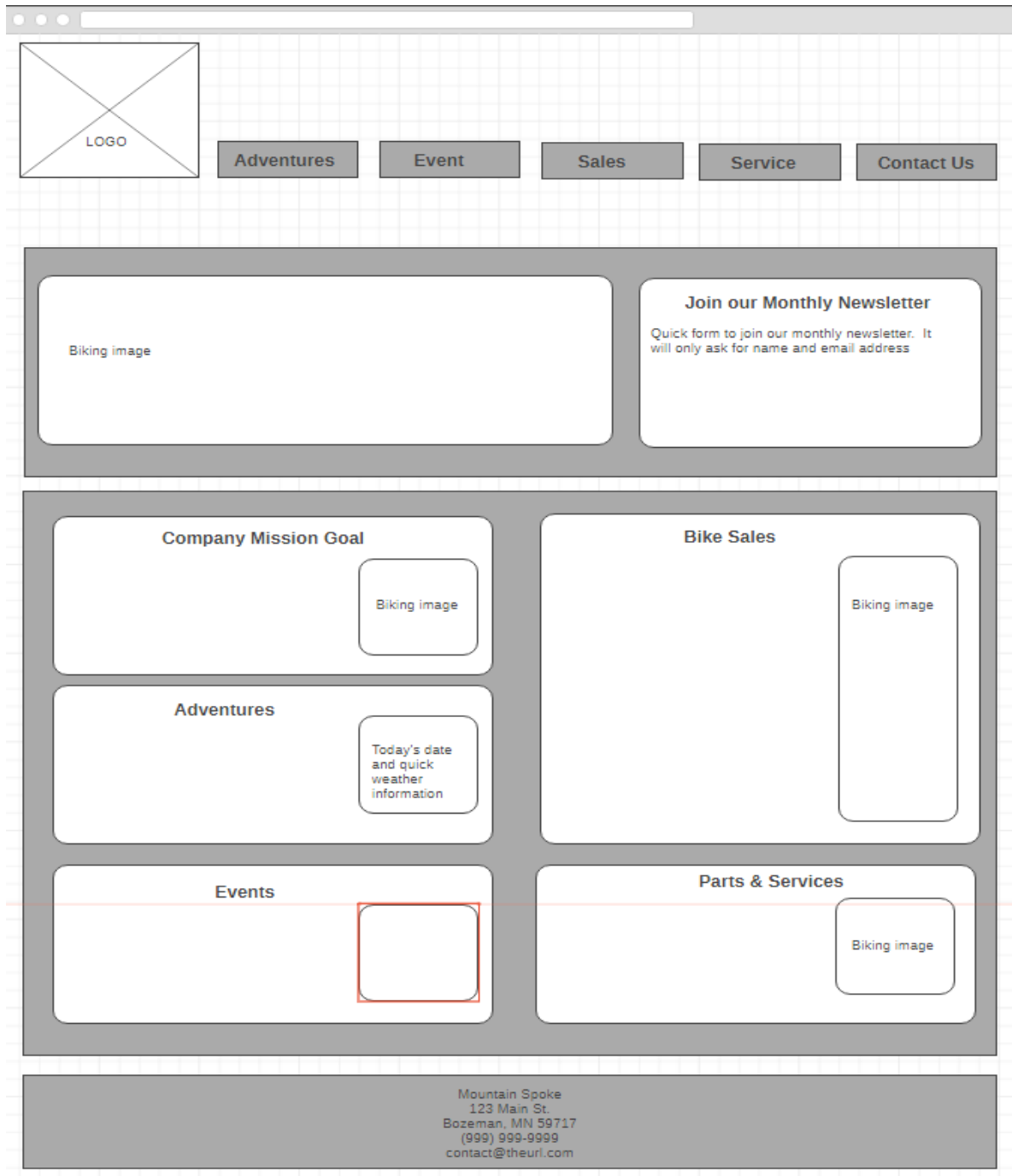
Quick Reference:

Font-family: Georgia, serif

Wire Frame Sketches

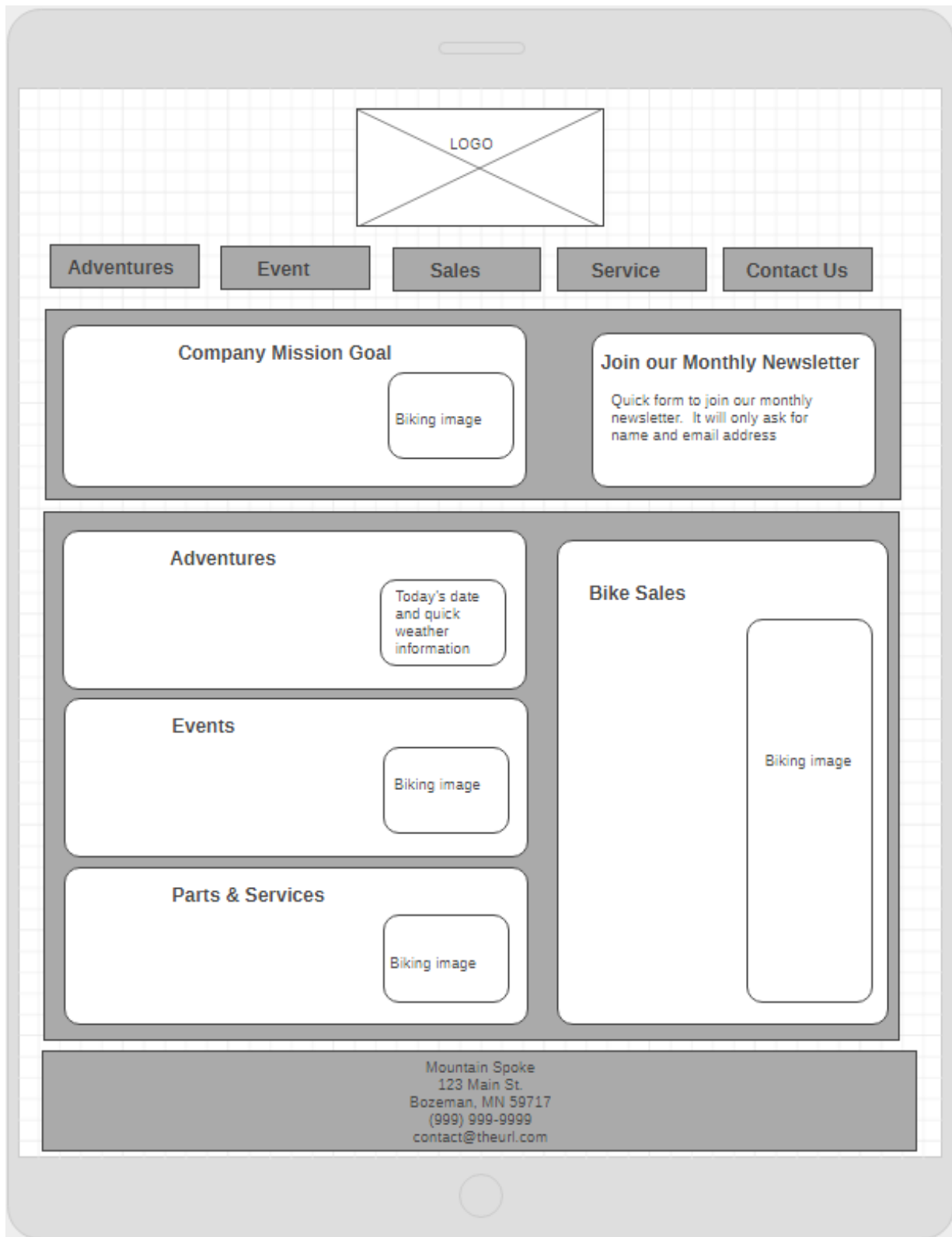
** Note: The red highlights you see in the pictures below are due to the program used to create the sketches and will not be on the page.

Large View



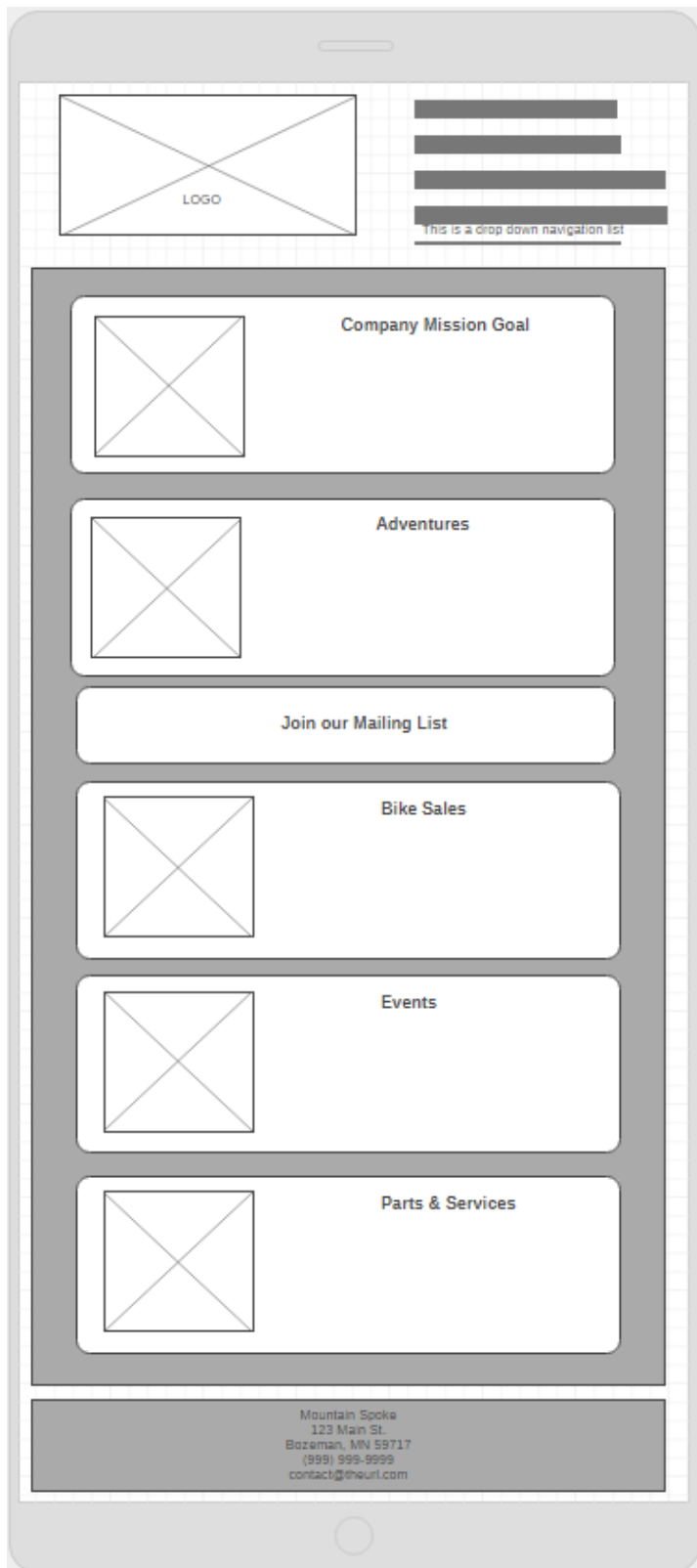
<https://wireframe.cc/FFR2Ki>

Medium View



<https://wireframe.cc/ovMTuj>

Small View



<https://wireframe.cc/thJv0u>