

WEBSITE PLANNING DOCUMENT

The Mountain Spoke

Author: Cooper Fisher

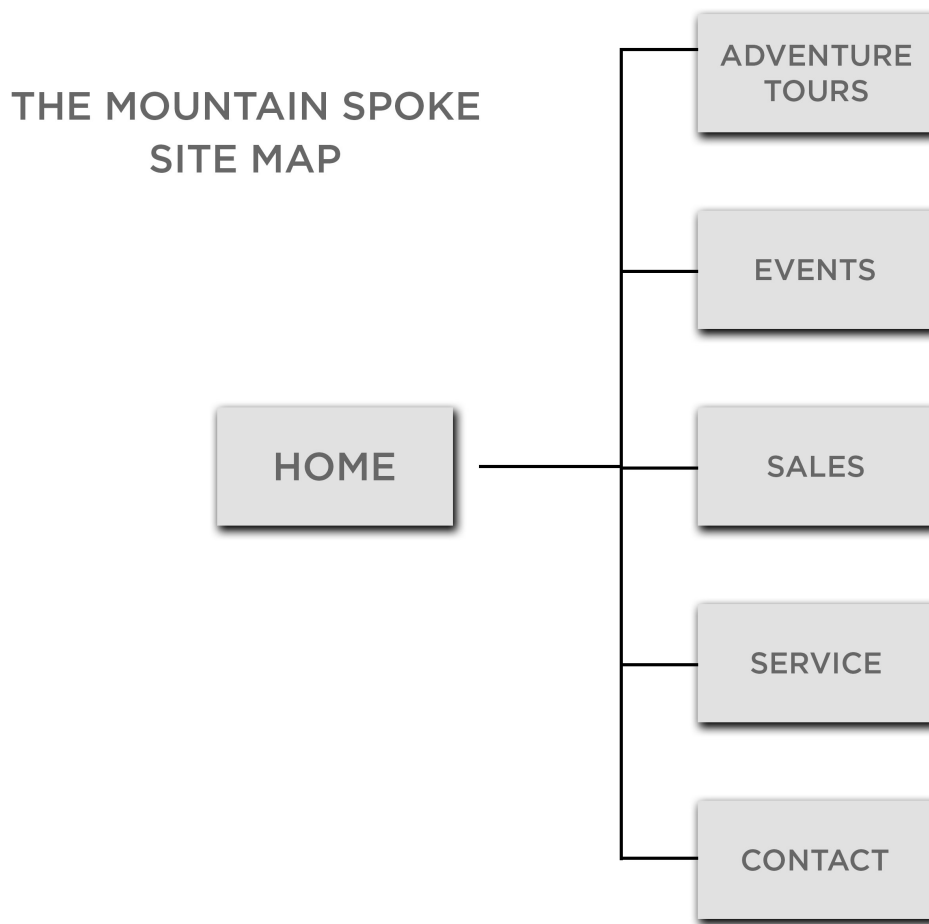
SITE PURPOSE

The Mountain Spoke website purpose is to provide a fresh new website experience for bicycle enthusiasts. Services such as selling products, service repairs, parts, and tour trips will contribute to the success and purpose of the website.





TARGET AUDIENCE

Bicycle enthusiasts; men, women, and children of all ages and skill level. The Mountain Spoke provides repairs for all types of bicycles. Anyone in need of parts or repairs or looking for an adventure through our recommended tours. Tours vary in difficulty; The Mountain Spoke caters to all skill levels.

SITE MAP



COLOR SCHEME

			
#506e55	#548bb0	#84aab7	#12394f

Background - #12394f

Text- #ffffff / #84aab7

Header/Footer- #506e55

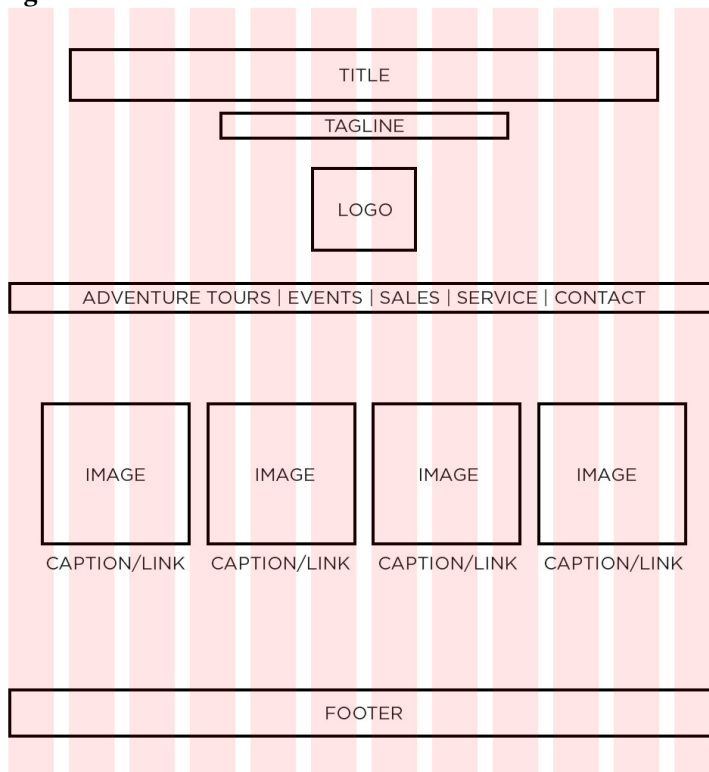
TYPOGRAPHY

Headings- Montserrat (Google Font)

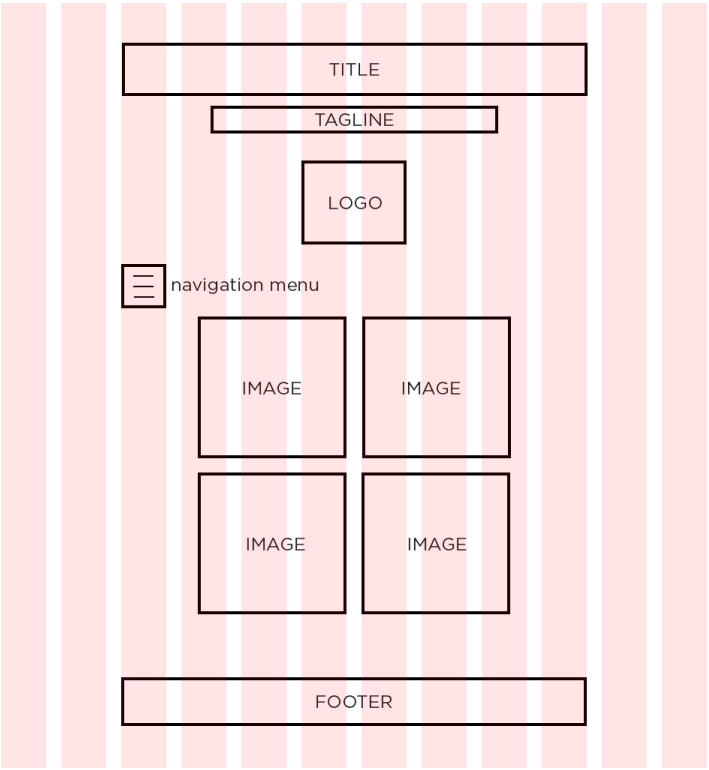
Body Copy- Lora (Google Font)

WIREFRAME SKETCHES

Large View



Medium View



Small View

