Website Planning Document

The Mountain Spoke

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Site Purpose

Provide the Mountain Spoke experience to clients through electronic access. Allow clients and potential clients to purchase bicycles, register for events, view schedules and details for adventure tours, schedule repairs, and connect with other bicycle enthusiasts. Store contact information will be available to answer customer questions and drive more foot traffic to the sticks and bricks location.
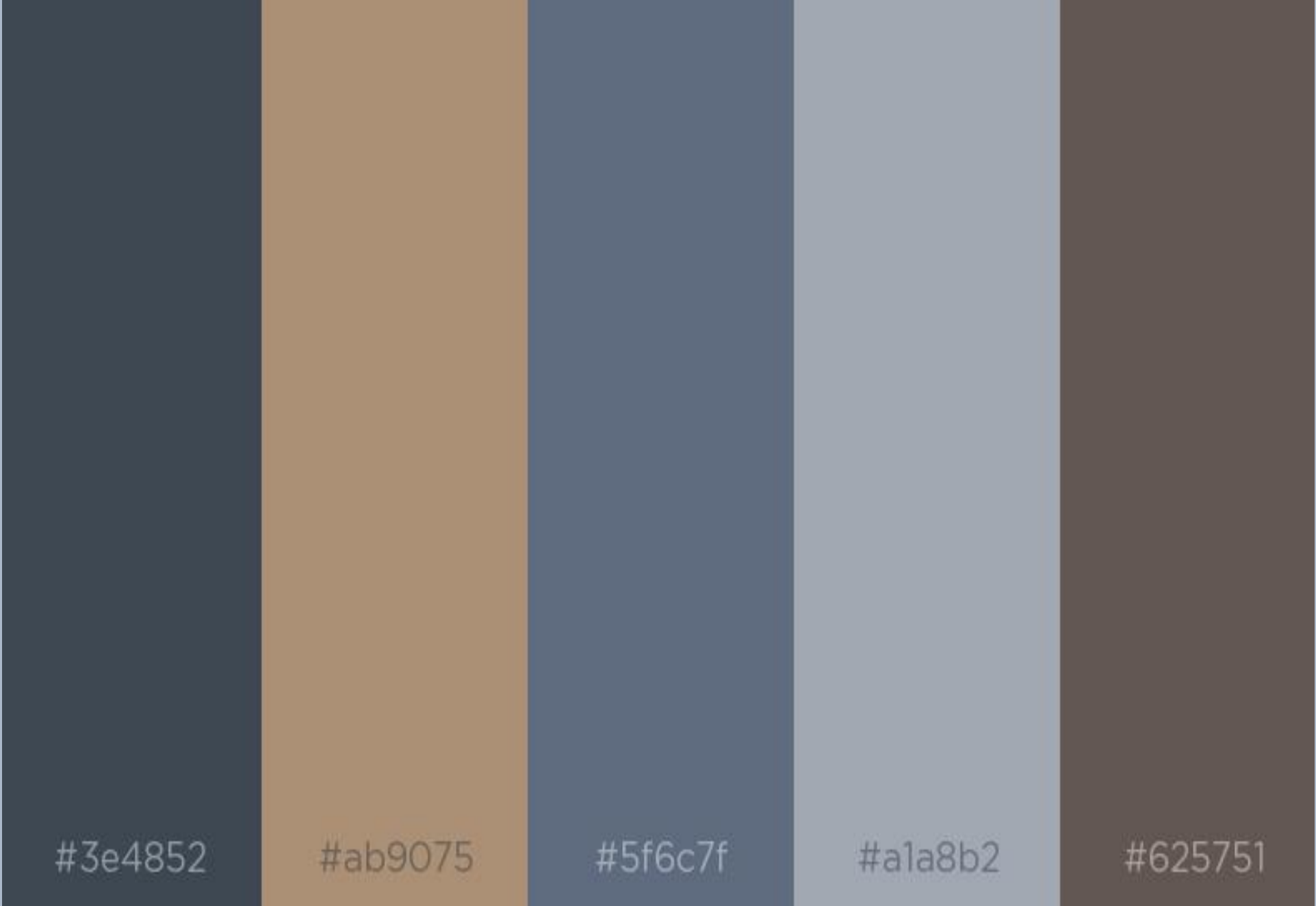
Target Audience

The focus of the site will be towards bicycle enthusiasts who are customers or potential customers of The Mountain Spoke. Median income for the target audience will be $117,000 since The Mountain Spoke sells high quality bicycles. Average age of the target audience is 43 years-old. According to customer surveys most clients are married and often attend cycling events with sons and daughters. The old website statistics shows that 30% of website traffic came from mobile devices (small screens), 20% from tablets (medium screens), and the remaining 50% came from desktop and laptop computers (large screens). It is anticipated that these percentages will remain relatively constant.

Monthly site traffic averages show that site visits consist of 15% repair requests, 20% shopping for new bikes, 55% registering and browsing events, and 10% adventure tours. This shows that the target audience most frequently use the site for cycling events and shopping. The menu will be organized in this order to meet customers' most immediate needs.
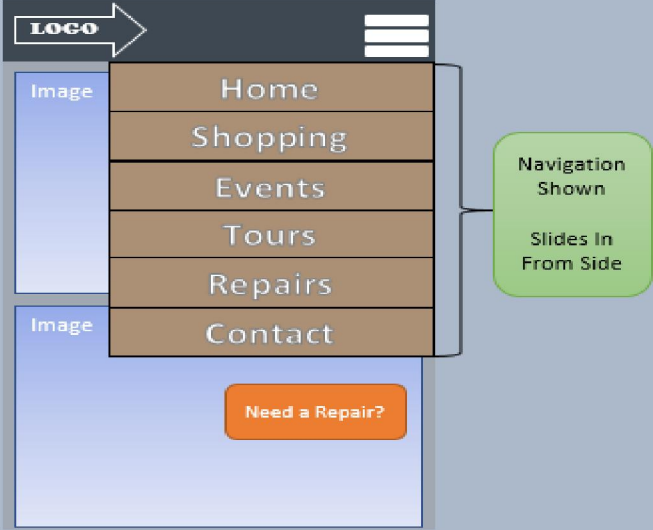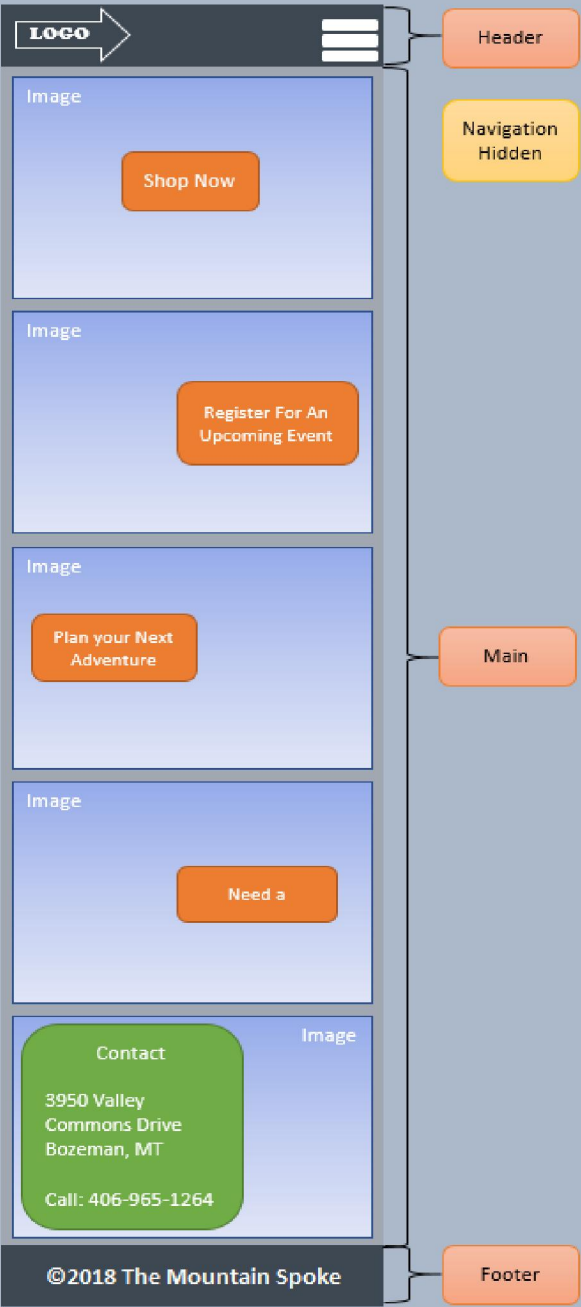
Site Map

Color Scheme

#3e4852   #ab9075   #5f6c7f   #a1a8b2   #625751

Typography

Elements	Font-Family	Font-Size	Font-Style	Background	Font Color	Samples
Site Header	Cooper Black	NA	Normal	#3e4852	#EFF1F5	Sample
Heading 1 (h1)	Arial	28PX	Bold	#EFF1F5	#EFF1F5	Sample
Top Navigation Bar	Arial	20PX	Bold	#3e4852	#EFF1F5	Sample
Navigation Menu	Arial	20PX	Bold	#ab9075	#EFF1F5	Sample
Body	Arial	16PX	Normal	#a1a8b2	#000000	Sample
Heading 2 (h2)	Arial	24PX	Normal	Inherited	Inherited	Sample
Heading 3 (h3)	Arial	20PX	Normal	Inherited	Inherited	Sample
Paragraph Text (p)	Arial	16PX	Normal	Inherited	Inherited	Sample
Footer	Arial	16PX	Normal	Inherited	Inherited	Sample

Wire-Frame Sketches: Small View

LOGO

Header

Navigation Hidden

Image

Shop Now

Image

Register For An Upcoming Event

Image

Plan your Next Adventure

Main

Image

Need a

Image

Contact

3950 Valley Commons Drive Bozeman, MT

Call: 406-965-1264

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Footer

LOGO

Image

Home

Shopping

Events

Tours

Repairs

Contact

Navigation Shown

Slides In From Side

Image

Need a Repair?

Wire-Frame Sketches: Medium View

Wire-Frame Sketches: Large View

LOGO

Home   Shopping   Events   Tours   Repairs   Contact Us

Image

Shop Now

Image

Register For An
Upcoming Event

Image

Plan your Next
Adventure

Image

Need a Repair?

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