

# Design Brief

Project Goal: Work with business to redesign website. Identify the needs of the business owner/customers and tailor the web design to those criteria.

What will be Delivered: A redesigned website with three functioning web interfaces that showcases the business's repair services, products, and a more definitive brand identity.

Target Audience: People in search of their first bike, or a replacement bike. Bicyclists looking for frame repairs/restoration within the San Diego area.

Timeline: The project will start on April 21 with the final products being delivered on May 17.



## BikeSmith

The BikeSmith has been serving Pacific Beach and tourists alike since 1978. Locally owned and operated, they have affordable pricing to fix all repairs. The shop has had the same owner for over 30 years. The customer base seems to vary from loyal local customers, random locals, and tourists.

### Business Features

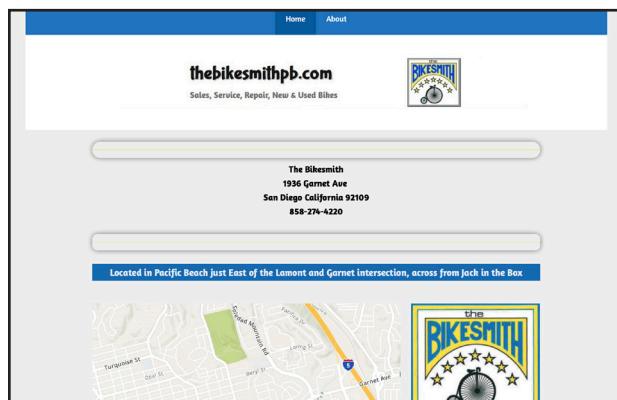
They do custom bike repairs as well as sell bikes and accessories.

### Pain Points

The Website only features contact information and the location. The negative reviews state that the shop is cluttered and the owner can be rude and dismiss certain requests.

### Website Features

Website only has one display page. A Google Maps window shows the store location and a company logo is displayed. Contact information and methods of payment are shown, they include photos of inside store.



## SD Wheel Works

Established in 2014, SD Wheel Works was founded by three friends with a passion for bicycles, design, and adventure. They set out to create a welcoming environment that could function as a hub for cyclists and like-minded people. The owner, Chris, used to work at Q Bikes and decided to make his own shop.

### Business Features

SD Wheel Works offers repairs, bicycles, and bicycle accessories.

### Pain Points

The Business has mostly positive reviews and experiences but there are communication issues for the business with repair time and getting back to people over email.

### Website Features

Has a simple layout with tabs to help navigate through the website sections. You're able to view the inventory and place items in cart for store pickup or shipping.



## Mike's Bikes

Mike's Bikes was founded in 1964 as one of Marin County's very first Schwinn shops. It is rumored that their store in San Rafael was home to some of the first mountain bikes in the country. Cycling has changed dramatically as the decades have rolled by, but Mike's Bikes has never wavered from their total dedication to the sport.

### Business Features

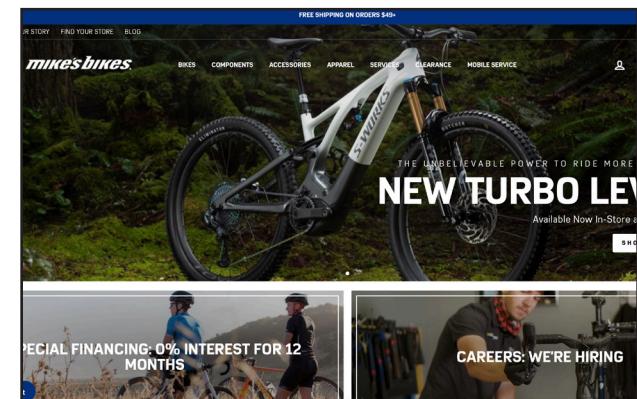
Sells and repairs bicycles. Offer Mobile Bike Repair.

### Pain Points

There are some complaints about the prices of bikes and services.

### Website Features

The website is well developed and offers many different pages to browse product, setup appointments and more.



## Nick

**Age:** 28

**Gender:** Male

**Location:** San Diego, CA

**Occupation:** Marketing

**Education:** B.S. Industrial Design



### Background

Works as a marketing assistant at a product development company in the San Diego area. Nick enjoys spending the weekends outdoors on the road. He'll sometimes go on road trips with friends and mount their bikes on the car so that they can go on rides with different scenery and route difficulty.

Though he is knowledgeable of how to make repairs on his two bikes, he still likes going into the shop to talk with other bicyclists and exchange stories. He will

sometimes check the bike shop website or call to speak with a sales associate to check if they have particular items in stock for his bikes. Also, the bike repair shops do have certain tools that Nick hasn't purchased so he finds that it can be challenging to perform some maintenance tasks at home.

He appreciates shops with friendly sales associates and technicians, as it feels more like a welcoming environment in which he can ask questions about his gear and any upcoming repairs.

### What he looks for in a bike shop

- Extensive part selection
- Wide range of shop tools for repairs
- Website with updated inventory/prices
- Ability to make appointments in store
- Updates on any major bike repairs
- Friendly customer service



# Our customers matter

Company introduction

BIKE PHOTO  
(PICTURE, NO TEXT)

PERSON RIDING ON BIKE

GUY FIXING BIKE

BIKE FRAME



## Our Inventory

MOUNTAIN

ROAD

CRUISERS

BMX



CRUISERS

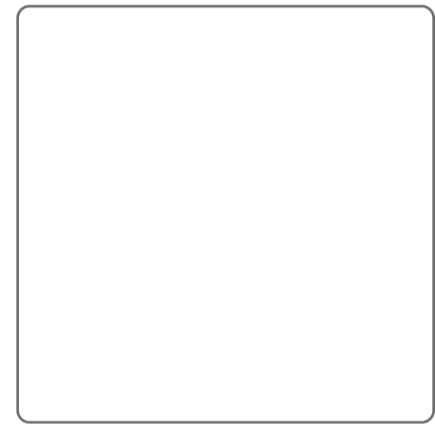
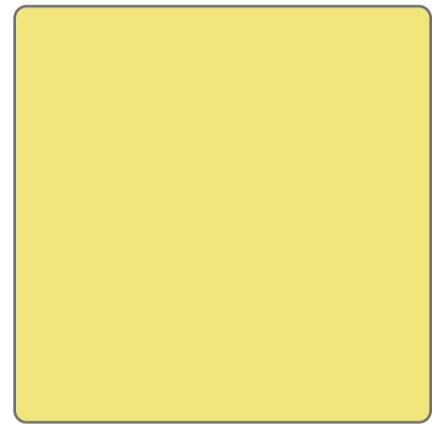
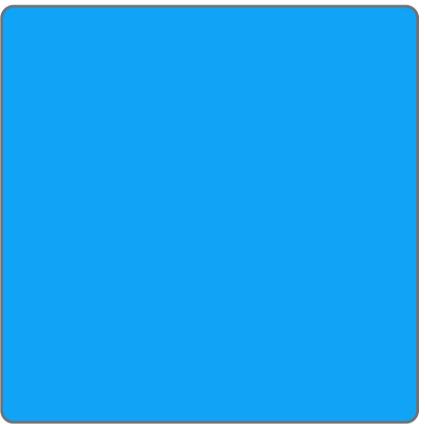
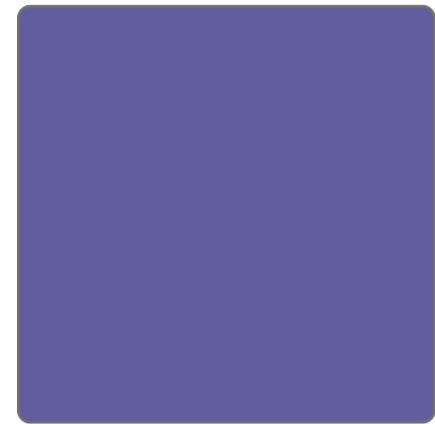
BMX

MOUNTAIN

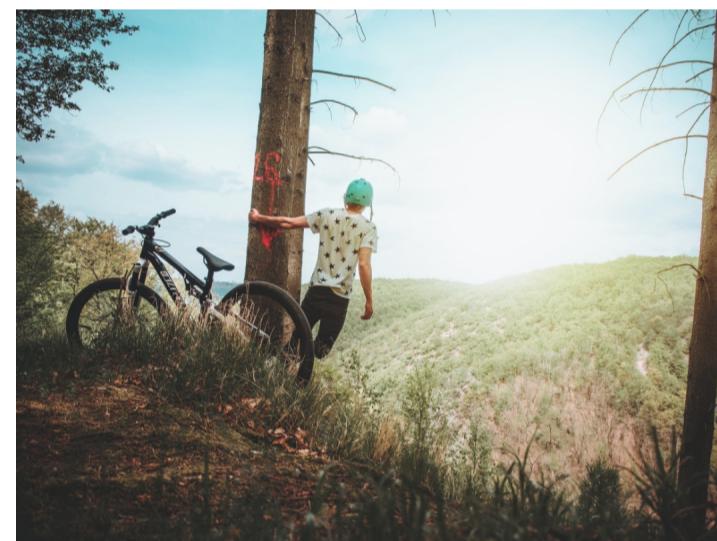
ROAD



## Company colors



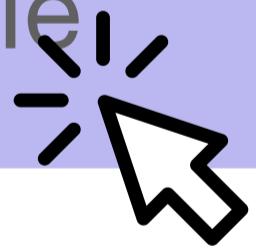
## Company Texture



## Interactive

Click Me

Click Me



## Describing Terms

Straightforward

Clean

Modern

Natural

## Company Typgography

Medium 500

# Sample Text

*Montserrat Medium 500*

## Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras accumsan magna orci, nec convallis quam lacinia a. Ut id risus ultrices, imperdiet est at, commodo ipsum. Pellentesque pulvinar erat nibh, ac elementum quam interdum auctor. Phasellus posuere ipsum non hendrerit varius. Nunc ac tellus iaculis lacus euismod r utrum. Fusce ex magna, dapibus a elit eget, aliquam facilisis velit. Mauris sed egestas urna, sed mollis ligula.

Roboto 30 Reg

# High Quality Bicycle Services

At Qbikes, our mission is simple: improve your biking experience. We've been putting smiles on cyclists' faces since 1972. We are also one of the few shops in San Diego capable of frame repairs.

