

Site Purpose: The purpose of this website is to overall bring more customers to the store. It should give an easy layout for users to follow, to gain information on bikes, bike maintenance, rides etc.

Target Audience: Target audience would be mainly people who are on vacation. So, having an easy guide to rentals and other prices would be important. The Target Audience should be avid bike riders and it needs to be simple enough for the first timers. Everyday trail head, and then even the novice.

Site-Map:

- Homepage: Is brief overview of the other four pages. It will have links so you can click on the pictures to go to those specific web pages.
- Adventure Tours: Choice of different adventure tours ranging in price.
- Events: Link to an upcoming event, it will have a form that can be submitted.
- Sales: picture of bicycles with specs.
- Services: various bike services that you'd expect at a normal bike shop.
- Contact: a form will be located on this page, for general and basic questions.

Typography:

Ubuntu

DESELECT THIS FONT


Glyph

Uu

Characters

ABCČĆDĎEFGHIJKLMNOPQRSŠ
TUVWXYZŽabcčćdďefghijklmn
opqrsštuvwxyzžАБВГГДЂЕЁЄЖ
ЗСИІЇЈКЛЉМНЊОПРСТЋУЎФ
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жзсиііјјклљмнњопрстћуўфхц
чџшщъыьэюяАВГДЕЗНΘΙΚΛΜ
ΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμ
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Designer

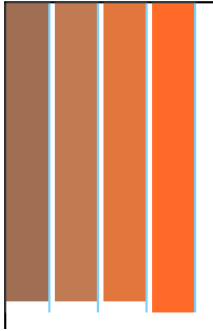
 Dalton Maag
Principal design

Dalton Maag is an international font foundry specializing in type design and digital font production. The company was founded by Swiss typographer Bruno Maag in 1991 and has grown over the past two decades to become one of the world's most respected type foundries. With a multinational and multicultural team drawn from 18 nations, Dalton Maag's clients span all industry sectors and include many of the world's most-recognized brands.

1 Family Selected

It will be used throughout the site.

Color Scheme:



This is an example that im going to use rusty oranges to reds throughout the site. I feel like a warm site received would be inviting.

Wireframes:

