

# Term Project Planning Document

## *The Mountain Spoke*

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## *Site Purpose*

To allow potential customers to find everything they want to know about bicycles, parts, tours, and special events. Providing information on the daily tours, as well as other cycling events that will taking place. They will be able to sign up and book their tours, or schedule appointments for repairs, and get potential clients excited about the Mountain Spoke experience.

## *Target Audience*



Jerry, Tom and Earl age 35, former college roommates that plan yearly bicycling tours to get re-acquainted and enjoy the great outdoors together.

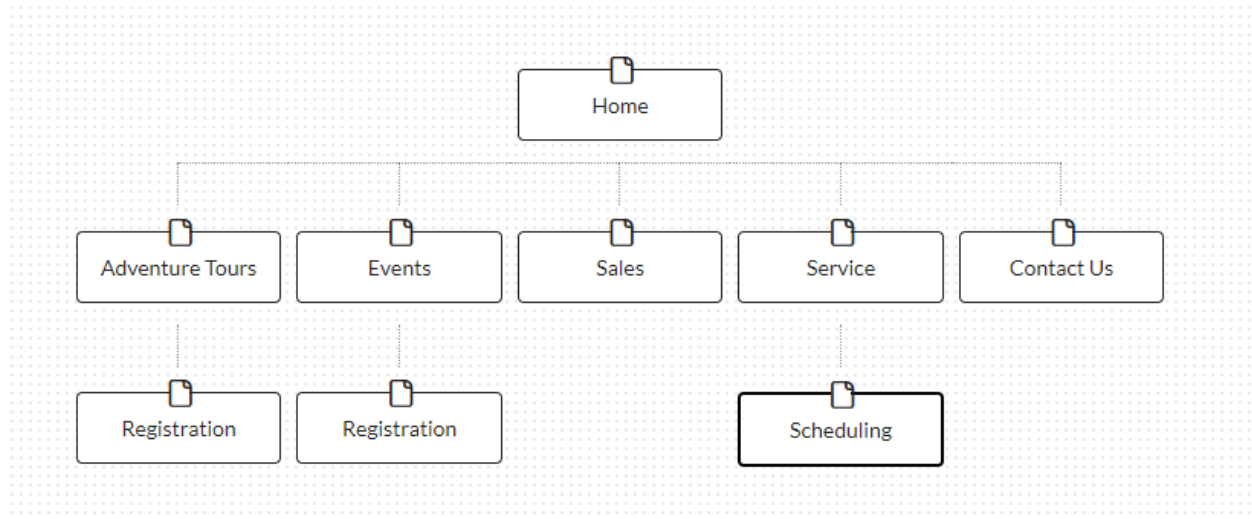


Natasha, age 20, is looking for someone who can help her get started with her new journey of bicycling. She needs someone to help her find the right bike, and a place she can get regular tune ups, and pointers on becoming a cyclist.

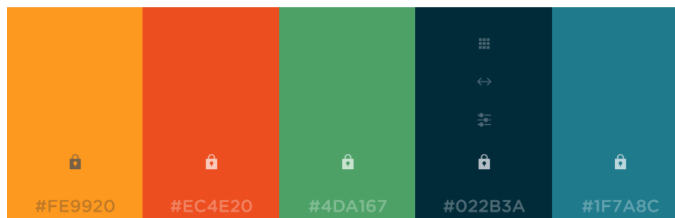


The local adult cycling club trains all year for their races and look for various paths and tours to help them to train in various terrain, and paths.

## Site map



## Color Scheme




Header/Footer background: #02283A

Navigation: #4DA167


Accents: #1F7ABC, #EC4E20, #FE9920

## Typography

Main Title-Company Name, headings/subheadings:

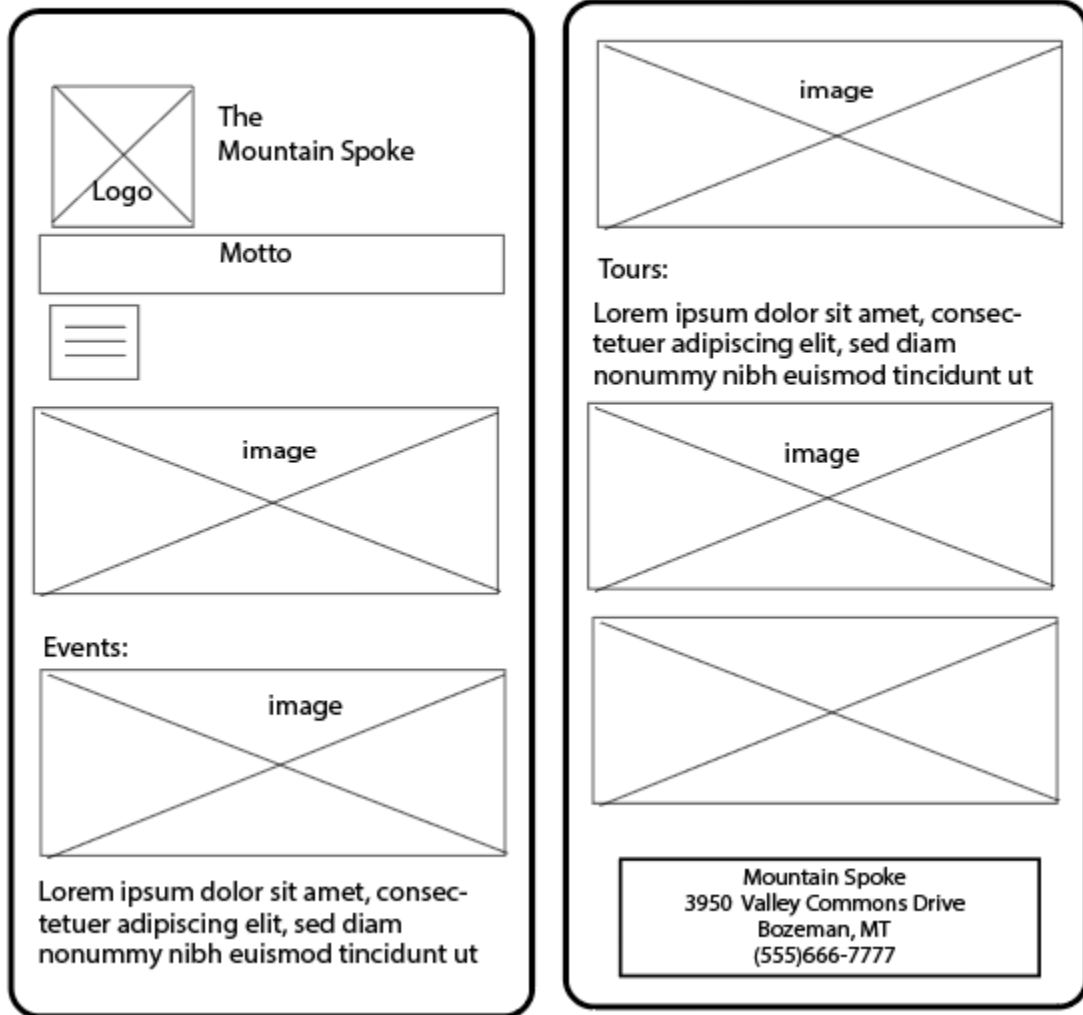
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Main Body:

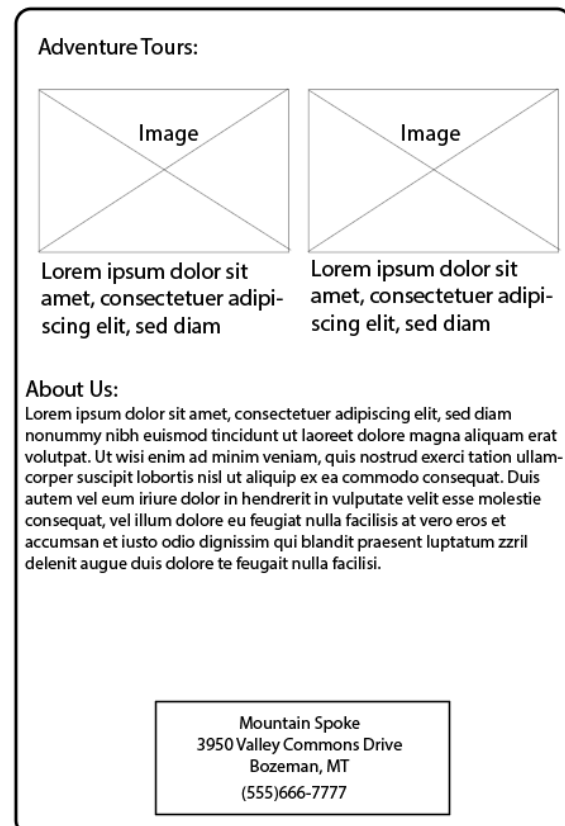
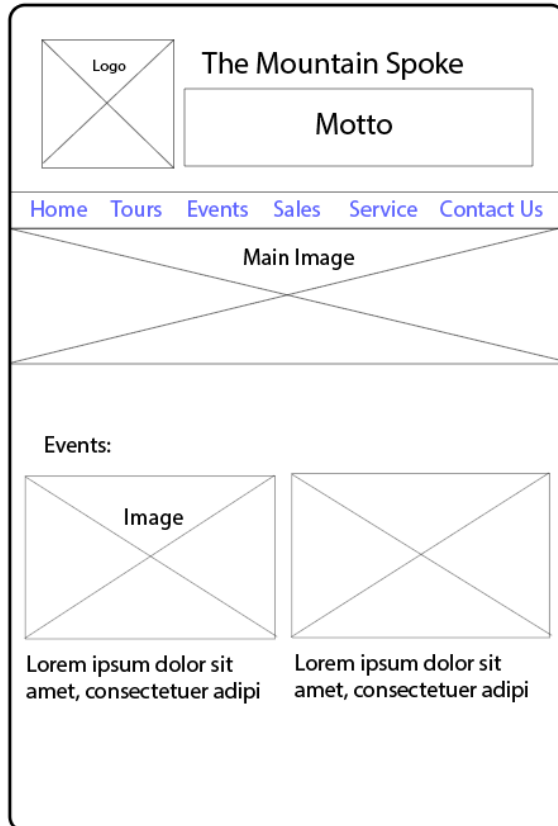
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## Wire-Frame Sketches – Phone Size (small)

Small View



## Wire-Frame Sketches –Tablet Size (medium)



## Wire-Frame Sketches – Computer (large)

