

Project: Mountain Biking Informational Website

[Link to meeting recording](#)

Henry - Creative Director

Collin - Designer

1. Project Goal & Target Audience

- Goal: Create a clean, introductory website about the "modern state of mountain biking."
- Target Audience: Beginners and individuals with no prior knowledge of the sport. The site should provide a basic overview to educate and spark interest.

2. Content & Structure

- Layout: The primary navigation should be a "tabular" design, similar to browser tabs at the top of the page, rather than a traditional navbar.
- Pages/Tabs (3-4 total):
 1. What is a Mountain Bike?
 2. Different Types of Mountain Bikes
 3. Types of Mountain Biking Events
 4. History of Mountain Biking

3. Visual Design & Aesthetics

- Overall Vibe: The primary aesthetic should be natural and "earthy." An alternative "vintage/80s mid-century" vibe was also mentioned as a possibility.
- Color Palette:
 - Primary: Earth tones, specifically browns and greens.
 - Secondary/Alternative: A "pinkish-brown" was mentioned for a more vintage feel
- Typography:
 - Headings/Titles: A Serif font.
 - Body Content: A clean, readable Sans-serif font.

4. Imagery

- Homepage: Feature a large, high-quality hero image of a mountain landscape or a scenic bike trail.
- Content Images: Use transparent PNG images to clearly display different bikes and their components without distracting backgrounds.

5. Features & Interactivity

- Interactive Diagram: A key feature is an interactive image of a mountain bike. When a user hovers over a specific component (like the gears or drivetrain), a text box or annotation should appear explaining what that part is.
- Animations: Incorporate subtle micro-animations (e.g., text fading in on scroll) to make the user experience feel smooth and polished. Avoid major, distracting animations.
- Navigation Bar: The tab-based navigation could be "sticky," meaning it stays visible at the top of the page as the user scrolls down.