

Website Planning Document:

The Mountain Spoke

Motto: Cycling life on an uphill slope

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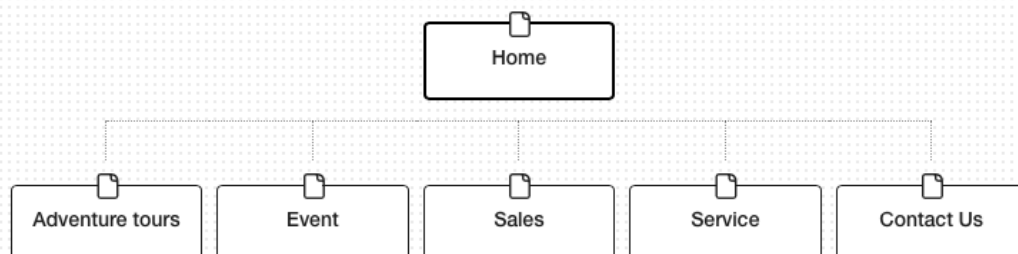
Site Purpose:

The purpose of this website is for the user to be able to clearly find anything bike related in the area. Whether it's buying a new one, repairing an old one or just being interested. The website is to inform other about the many trails, events, and products.

Target Audience:

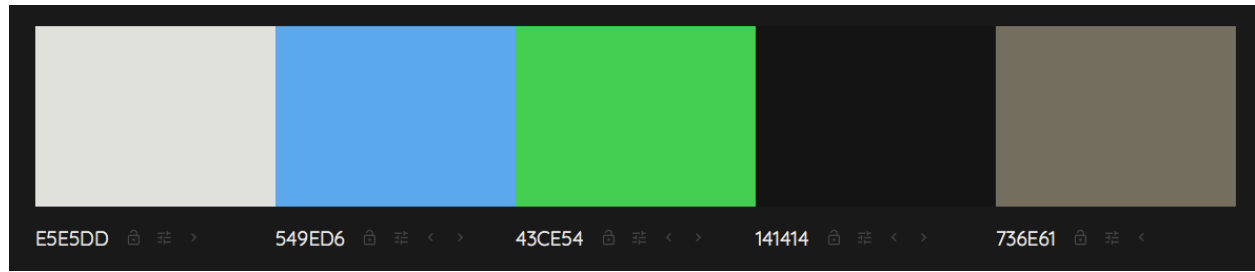
There will be a lot of people that will stumble upon the website. However, the website's target audience are biking enthusiast, those looking for a new bike or bike repair and/or those who are interested in a new hobby. Most people visiting the site will be looking for a quick glance at products and prices, while others could be looking for biking events happening around the city or popular biking trails they can go on.

Site Map:



Color Scheme:

I chose this color scheme because I like the idea of having neutral colors for the website. The shades of green and blue give a hint of color to the website. I want the images on the website to pop, so have these simple yet appeal colors will bring the webpage to life.



Typography:

For my titles and heading I'm going to use a sans serif type of font. I've added a couple of examples of the type of fonts I'm planning to use:

Anton
Vernon Adams (1 style)

**I watched the
storm, so beautiful
yet terrific.**

Barlow Condensed
Jeremy Tribby (18 styles)

Senten... Regular ... 40px

A red flair silhouetted
the jagged edge of a
wing.

Source Sans Pro
Paul D. Hunt (12 styles)

She stared through
the window at the
stars.

Wireframes:

Ipad, Desktop, Phone: <https://wireframe.cc/UXiPul>

The Moutain Spoke
Logo

Navigation Bar

