

**Company Profile**

Vicious Cycles, located in Durham, is a cyclist’s haven. It is a one-stop-shop for customers to purchase bicycles, parts & accessories, or build a customer bike to suit their exact needs. It also serves as a local hub (no pun intended) for the cycling community.

**Target Audience**

Vicious Cycles target audience are clients who want their bikes. As a local cycling storefront and custom shop, it’s website should appeal to the Durham cycling community at large to encompass their current base while appealing to those in the community who share similar interests. This group of people is likely:

* Between the age of 20-55
* 50% likely to be male, 50% likely to be female
* Active & enjoys nature
* Lives in Wake, Durham, Orange, or Chatham County
* Passionate about cycling – They know the product and want specs over descriptions.
* Active on social media – Especially Facebook and Twitter.
* Will access site primarily by smart phones and tablets (or smaller laptops) with occasional viewing on a desktop with monitor.

**Objective**

To build a website that takes everything great about the Vicious Cycles storefront and makes it easy to access online. This website will act to foster your current client base while providing room and avenues for growth as the cycling community expands. This means that customers will be welcomed by and have the ability to:

* Responsive design that is adaptable to all viewing methods (i.e. phone, tablet, laptop, desktop).
* Stylish UX/UI that conveys quality, speed, and freedom:

1. Utilize images in most scenarios. Text information should be limited to what is absolutely needed (i.e. pricing, specs, etc.)
2. Easy to navigate & Communicate – consistent nav bar across all pages, social media icons & email/phone links on footer of all pages
3. Consistent coloring and design styling throughout website.

* Purchase Parts & Accessories
* View bicycle inventory (new & used)
* Image portfolio with gallery of customer builds

1. Form for scheduling appointment at the store to discuss custom builds.

* Quickly view any newly added & stocked inventory (bikes + parts)
* Events page to post Vicious Cycles and affiliated events to promote local biking community.

**Competition & Industry Examples**

|  |  |
| --- | --- |
| * <https://durhamcycles.com/> | * <https://bullseyebicycle.com/> |
| * <https://www.cervelo.com/en_US/> | * <https://www.specialized.com/us/en> |
| * <https://www.commencalusa.com/> | * <https://www.vitalmtb.com/> |

**Schedule**

Please refer to the tentative schedule below for general expectations on timeframes:

**Step 1:** Design wireframe and siteplan after finalizing

**Step 2:** Write HTML website framework

**Step 3:** Write and apply CSS and backend functions as needed

**Step 4:** Test functionality and apply final changes

**Step 5:** Launch website and make changes as needed

**Technical Requirements**

|  |  |  |
| --- | --- | --- |
| * HTML5 (Web-frame) | * CSS (Style) | * Javascript (Interaction) |
| * High Quality Images (provided by Vicious Cycles) | * Access to Vicious Cycle’s product inventory data | * I will provide training to the person in charge of maintaining website |

**Expectations & Deliverables**

When I complete your website, you should expect a modern, user friendly website that is adaptable to users on any device. It will highlight your products and services by showcasing how you fit in and are an essential service to the Durham, NC cycling community. Users will find a website that utilizes images rather than lengthy text blocks of product descriptions. Users will be able to quickly see any newly added products, search your current inventory of new and used bicycles, and shop for parts and accessories. Most importantly, users will have easy access to all of this (along with contact info and social media links) in a navigation bar and footer that will be consistent throughout all pages.

**Additional Information**

Sample site map to build upon after input. Ordering, titles, format is subject to change but, this can help serve as a jumping off point for when we discuss the exact layout of your website in the planning phase:

