

Scoots Plan

Jessica Shaw

WDD 230

Name

Scoots Escape Rentals

Purpose

To entice customers that are interested in getting off the beaten path and plan ahead to use Scoots’ friendly and easy services by showing them fun vibrant pictures with the ability to reserve ahead of time.

Target Audience

Enthusiasts. Cruise based touring groups & partnerships. Retired couples that want to see something new. College-aged students and young adults.

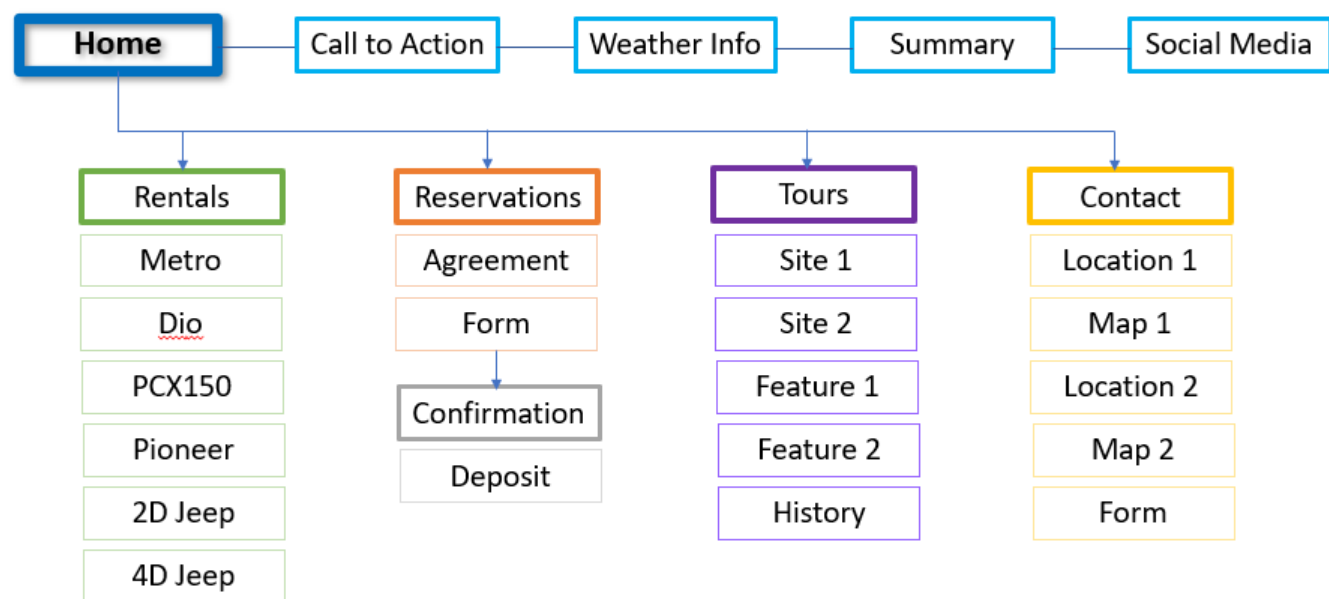
Website Logo



Color Palette & Typography

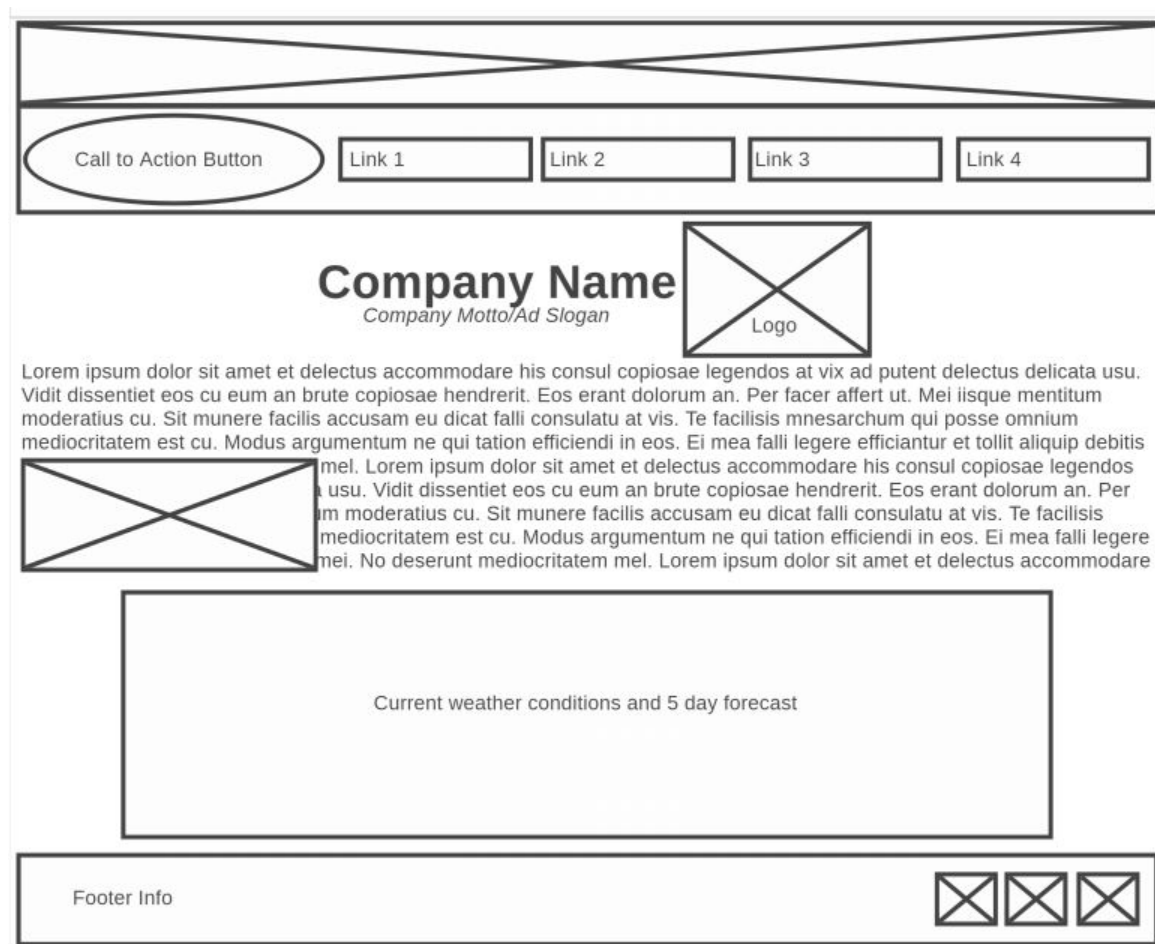
Rock Salt, "Trebuchet MS", Helvetica, cursive	Main Headers	Medium Aquamarine #52EAB5	Eerie Black #1C1C1C
Rock Salt, "Trebuchet MS", Helvetica, sans-serif	Subheaders	Nadeshiko Pink #FFAFCD	Eerie Black #1C1C1C
Open Sans, Arial, Helvetica, sans-serif	Body Text	Canary #FFF784	Eerie Black #1C1C1C
Roboto, "Lucida Sans Unicode", "Lucida Grande", sans-serif	Nav Bar	Eerie Black #1C1C1C	Chinese Yellow #FFB93F
Roboto, "Lucida Sans Unicode", "Lucida Grande", sans-serif	Footer Links	Eerie Black #1C1C1C	Pacific Blue #24A5B5

Site Map

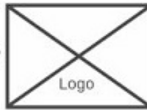


Wireframes

Wide:



Tablet:



Call to Action Button

Link 1

Link 2

Link 3

Link 4



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Current weather conditions and 5 day forecast

Footer Info



Mobile:

