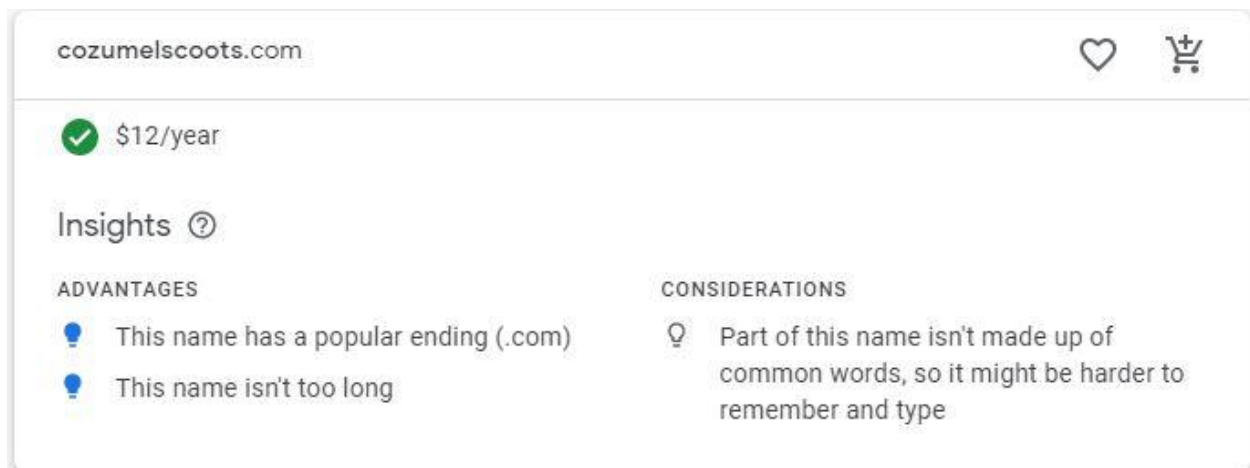


Site name – ~scoots

URL - cozumelscoots.com



Site Purpose - to promote the rental services for those customers that like to do their homework before getting to the island and to provide information about the services, requirements, and rental process. The website should reflect the fun and carefree attitude of the island and the ability to escape the touristy western part of the island by exploring the vast coasts and inlets on the southern and eastern shores.

Target Audience and Scenarios – The target audience is people who are planning their trip ahead of coming to the island and want to get an idea of what they can do around our shops as well as prices of the scooters they can rent from us to go see everything they want to see.

Person	Frank S.	Julie R.
Person	Frank S.	Julie R.
Reason for travel	Planning for 25 th anniversary	Planning college graduation trip
Amount of people	Booking for 2 people	Booking for 5 people
What they want to see	Looking for romantic spots	Looking for tourist places
Where they want to stay	Wants to stay on the coast	Wants to stay in cities near downtown
budget	Budget is pretty high	Low budget and split between everyone
Age	50	22
Job	Software Dev	Recent grad - unemployed

Website awareness	Is very familiar with how to navigate websites	Is more familiar with apps. Doesn't spend much time on a screen larger than her phone.
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Fonts:

Regular text:

Source Sans Pro - <link href="https://fonts.googleapis.com/css2?family=Source+Sans+Pro&display=swap" rel="stylesheet"> - font-family: 'Source Sans Pro', sans-serif;

Headlines:

Merriweather - <link href="https://fonts.googleapis.com/css2?family=Merriweather:wght@700&display=swap" rel="stylesheet"> - font-family: 'Merriweather', serif;

Color Pallet

Background May go lighter	Accent Color 2	Header and Footer		Accent Color 1
EFE5C1 Lemon Meringue	A3C3BE Opal	6699CC Blue Gray	0E6A76 Ming	409D92 Polished Pine

Icons made by Freepik from www.flaticon.com

Wire frames:

Order is Web, Tablet, Phone



Cozumel Scoots

Life is a journey, enjoy the ride



Rentals

Reservations

Tours

Contact

Reserve a Vehicle Now!

Summary of Rentals

Image of the island

Top news articles locally

Current Weather

Puerta Maya forecast

Footer

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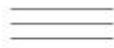
Footer

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Cozumel Scoots



Life is a journey,
enjoy the ride



Menu

Explore the island with style
and ease on our rental scooters!

Summary of Rentals

Image of the island

Top news articles locally

Current Weather

5 Day Forecast

Footer

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