# **Client Profile**

# This sounds like a great project Terrance. I'm not sure if this is on my end or not, but if you go to their "Goods" tab the page shows exposed HTML, and if you leave the page as is, it will automatically go into a ton of spam pages. Their site is also not optimized for mobile and I'm getting the same issues I mentioned. That's a really big oversite and I question the security of the site.

Vicious Cycles is owned and operated by Logan Esquire and his wife, Sandy Esquire. They started their business in 2012 with one vison: “Get more people on the bike.” Logan had a large collection of restored bikes that were periodically sold at trade shows. Logan loves rebuilding broken down bikes and giving them to a new generation of riders.

Logan and Sandy decided to start selling their bikes out of their garage by hosting consistent weekend yard sales. These became very popular in the community and with the number of bikes sold, they decided to make it a full-time business and welcomed Vicious Cycles to downtown Durham.

Between 2012-2020, Vicious Cycles saw huge success in growing their community of riders and got to learn more about who their customers are. VC’s philosophy is “every bike has a story, it’s up to the rider to tell it.” They have learned by getting to know who they are selling to; they can pair the perfect bike with them.

In 2020, the COVID-19 pandemic caused the company to put a hold on physical sales. They struggled to sale their bikes online and lost touch with their community.

The company has a website, but it is out of date, inaccessible, and mainly used to get customers to their store; plans to revamp the site was not considered.

In the digital age, Vicious Cycles is looking for to build a new website that is built around their products and target audience. The company sells used bikes at their location, value trade ins, as well as offering repair and bike customization services to anyone. They provide exceptional customer satisfaction that makes anyone who comes to the store feel like family.

Customers looking to buy from VC can review up to date product information on the website and schedule a test ride before making any commitment. Enthusiasts can see upcoming trade shows Logan and Sandy attend to purchase exclusive bikes not sold at Vicious Cycles.

# **Brand**

Vicious Cycles- Rebuilding the generation

Mission: Provide excellent customer satisfaction that welcomes new and old riders to the freedom and speed of the bike.

Vision: Restoring classic bikes to ride for years in the new generation

Values:

* Customer Satisfaction: We don’t let people walk away unhappy, even if you don’t purchase a bike today, you are still part of our community.
* Staff: Our staff are the bread and butter of Vicious Cycles. They are knowledgeable and passionate about our products and are here to serve our customers and communities.
* The Ride: The ride is not something that can be put into words, you have to experience it for yourself. There is nothing quite like the speed and freedom the bike provides while knowing each bike has a story.

Messaging: Each bike tells a story; come in today to experience the character each bike offers.

# **Goals and Objectives**

# The purpose of the website is to showcase the story of a local motorcycle sales company and the passion the owners have for restoring bikes and seeing them ride again. The company is looking to rebrand amid COVID to boost sells, increase the number of motorcycle maintenance requests and promote upcoming trade shows to see their selection of exclusive motorcycles.

# The website will display up to date products, as well as schedule trade-ins, repair services and test rides. Recent and upcoming trade shows where the restored and exclusive bikes are sold will also be shown. The goal is to improve the company’s online presence by making an accessible website that generates new inquiries.

# To showcase the website’s growth, the following objectives will be executed within the first 6 months:

# Increase website traffic to 20%

# Increase the number of leads for sales to 15%

# Search Engine Optimization to show company’s website on the first page of search engines

# **Deliverables**

Deliverables upon completion of this project will include:

* An updated website with 4 top level pages and 8 subpages.
* Website will be responsive, accessible, and optimized for mobile devices.
* Update brands color scheme and incorporate into website.
* Robust scheduling services to make the process easy on the company and the customer.
* Utilize social media platforms to showcase bikes at trade shows and community events, as well as advertise promotional sales and new bike owners.

# **Competitors**

Vicious Cycles currently has three main competitors. Here are their overall strengths:

* [combustioncycles.com](https://www.combustioncycles.com/): Showcased great reviews on Google, transparent about required costs and maintenance for bikes, shows passionate staff
* [ragingbullhd.com](https://www.ragingbullhd.com/): Optimized for mobile, shows transparent information about their products, has good color scheme.
* [team-powersportsraleigh.com](https://www.team-powersportsraleigh.com/): Has good branding, showcases deals and popular links easily on the homepage.

Here are their overall weaknesses:

* combustioncycles.com: Website is difficult to navigate, text is not displayed well, only shows one photo of products
* ragingbullhd.com: website has too much space and have too much going on, on the home page. There's a trade in value, and a shop now popup on the side along with a long list of menu items.
* team-powersportsraleigh.com: Uses too many widgets that are difficult to get rid of, not optimized for mobile

# **Target Audience**

Demographics include:

* Men and Women between 30-55
* Salary: $70-$100k
* High school diploma or bachelor’s degree
* Target audience has some experience riding and looking to revamp their hobby.
* Casual riders who mainly use the products on weekends.

# **Web Design Requirements**

Additional Design Specifications include:

* Company’s primary color scheme: Orange and Grey
* Images of products and staff working on bikes
* CTA buttons like “sign up for newsletter” or “schedule a test ride today”
* Contact form for newsletter sign-ups
* Database to keep scheduled appointments that sends reminder emails to the company and customer
* Social media integration to generate new content when there is a sale, owners are out in the community or at a trade show.
* Navigation will have simple and meaningful text that opens a new window
* All pages will have unity by using current design principles
* Color scheme and fonts will be consistent
* Images will have a clear purpose to enhance the message and showcase products

# **List the Design Requirements and Specs**

* An updated website with 4 top level pages and 8 subpages.
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* Update brands color scheme and incorporate into website.
* Robust scheduling services to make the process easy on the company and the customer.
* Utilize social media platforms to showcase bikes at trade shows and community events, as well as advertise promotional sales and new bike owners.

# **Additional Information**

# **Schedule**

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| --- | --- |
| Deliverable | Deadline |
| Lesson 9: Create Site Map and Design Brief | 03/09/2022 |
| Lesson 10: Create a Vicious Cycles Project code repository on GitHub | 03/23/2022 |
| Lesson 11: Create a home page + (2) pages of your choosing, update GitHub | 03/30/2022 |
| Lesson 12: Add a form page to collect input from site visitors and add additional pages | 04/06/2022 |
| Lesson 13: Submit your project - (7) pages minimum | 04/13/2022 |

# **Final Project Due: 04/13/2022**