

IRON HORSE PERFORMANCE

Website by Kristi Bryden

Iron Horse Performance needs a website to provide easily accessible information to their customers. The website will help promote breeding, training, horse services such as Equi-resp and laser-treatment, mares and geldings for sale, and contact information. All pricing will be provided by contact only. The site will not post any prices.

GOALS

The primary goal for the site is to promote Iron Horse Performance services and sales.

The secondary goal for the site is to provide useful information about the ranch that will help in the promotion and branding of Iron Horse Performance as a business.

SPECIFICATIONS

The site will have four main pages: experience, services, horses for sale, and contact. Each of these pages will feature high-res beautiful images, clean-inviting copy, and useful information pertaining to the main focus of the page.

Experience

There will be a page focused on Renee and her experience with horses.

Services

Services will be a single page dedicated to Renee's services that she offers.

Breeding

The focus of this page will be on Renee's prize stallion Black Jack Perk. We should focus on the horse's pedigree and breeding information.

Training

Barrel horse training will include information about how the horses are trained without giving away any trade secrets.

Equi-resp

Equi-resp will provide information regarding breathing exercises and the equipment used.

Horses For Sale

All assets under this page must be easy to remove/add. Page for mares and geldings will have full images of female horses and a small bio.

Contact

This page will provide basic contact information for customers to use.

DEVELOPMENT

I really want to perfect the grid layout for the horses for sale page.

I also want to add a really cool animation to the grid layout page when the user first visits.

I also want to use Javascript and JQuery for a PDF plugin I found on Github for displaying PDFs. Especially, since my client wants to emphasize the paperwork for her horse. I need to do some research on other horse websites to make sure that having the original paperwork online is a good idea.

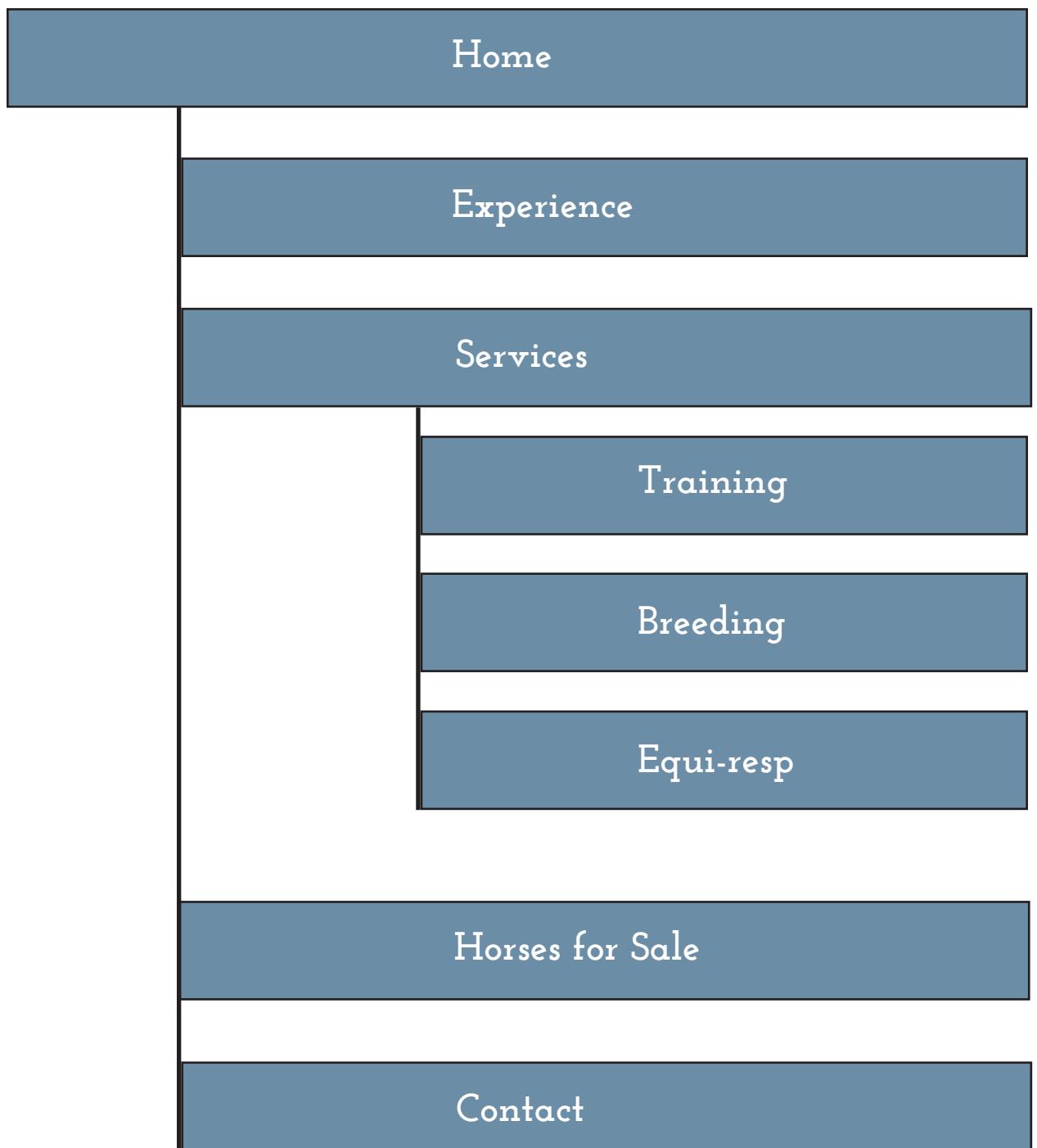
FINAL ASSETS

I will provide a video tutorial on how to add/remove content on the site when the site is updated.



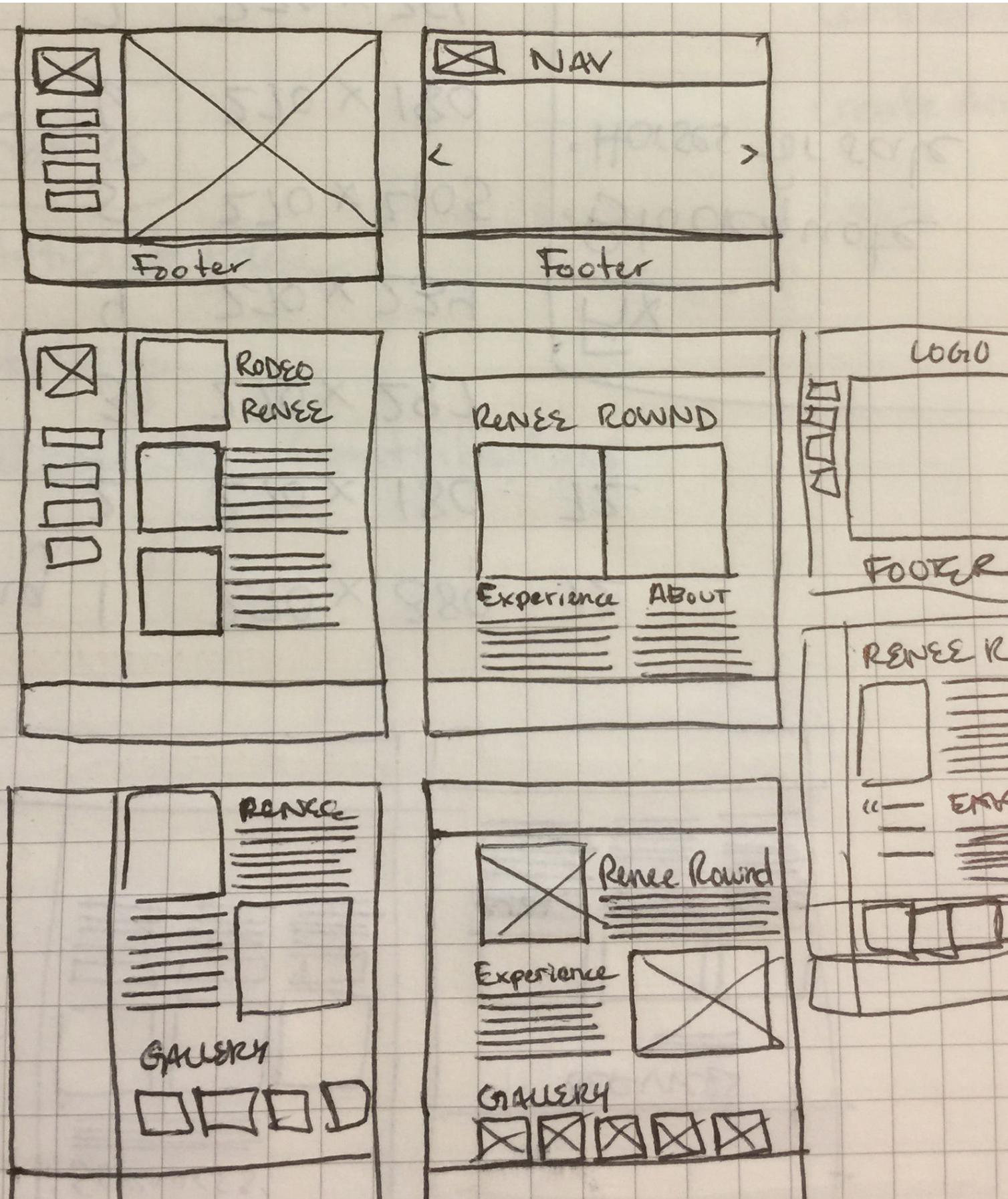
SITEMAP

This sitemap outlines the pages that Iron Horse Performance and I have agreed would best benefit them as a business. It should highlight all of the capabilities of the ranch and it's horses.



SKETCHES

This is an example of sketched site exploration. The idea is to quickly sketch out ideas and directions before getting on the computer.



COMPETITIVE ANALYSIS

There are plenty of horse websites out there. My main findings in my research was that most websites were focused on horse-back riding and ranch visits. My client wants to showcase barrel riding and horse services.

- Most websites offer services but are focused on services for people not horses.
- Only official barrel riding websites feature riders.
- Very few websites are updated.

*We focus on producing gentle horses
that can work long days on a ranch
and thrive on native pasture*



DESIGN INSPIRATION



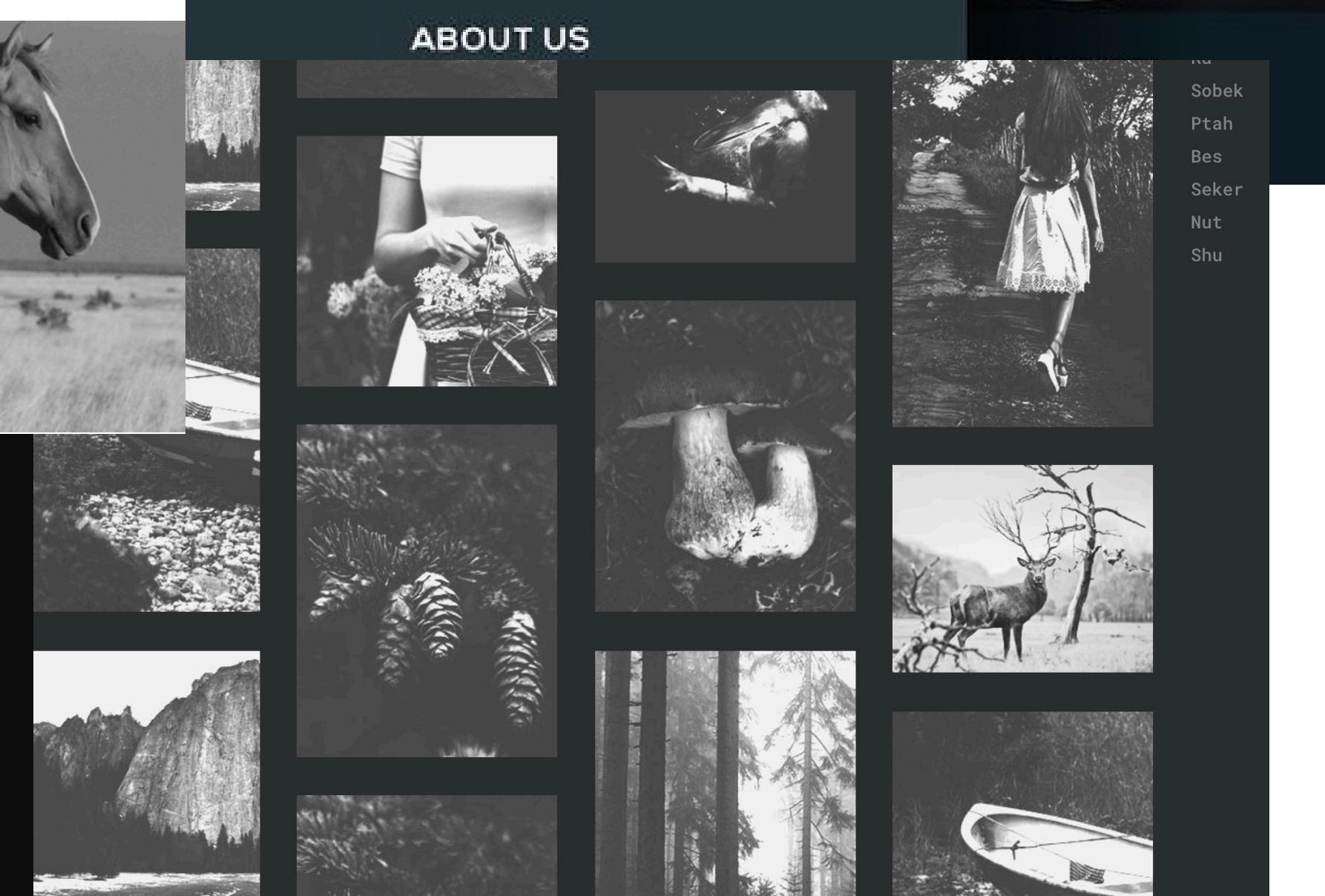
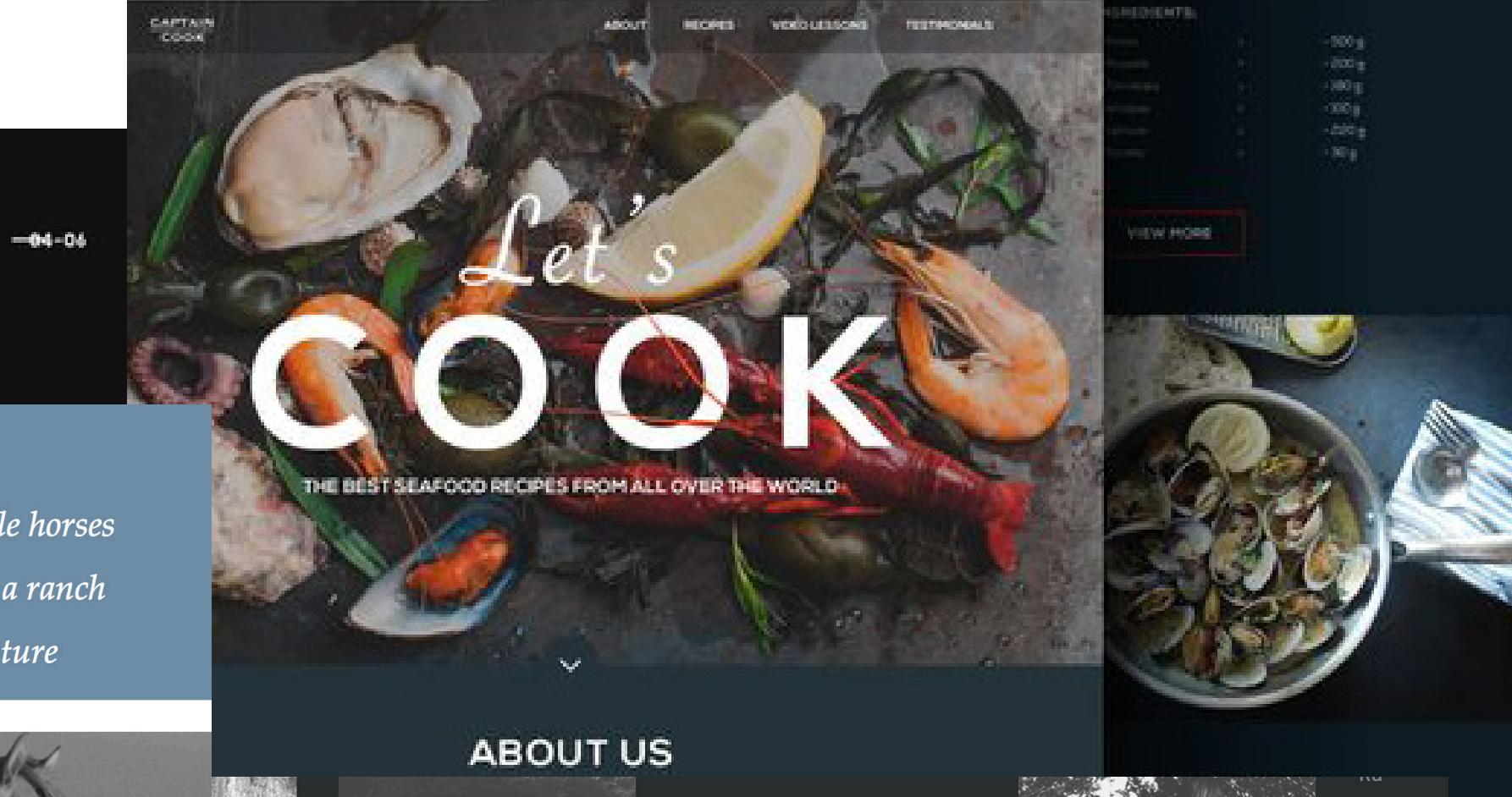
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“
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that can work long days on a ranch
and thrive on native pasture*



Ra
Sobek
Ptah
Bes
Seker
Nut
Shu

STYLE TILES



Possible Colors



A HEADER

Font: Josefina Slab #090609

A SUB HEAD

Font: Josefina Slab #a6ae62

Textures



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BUTTON ONE

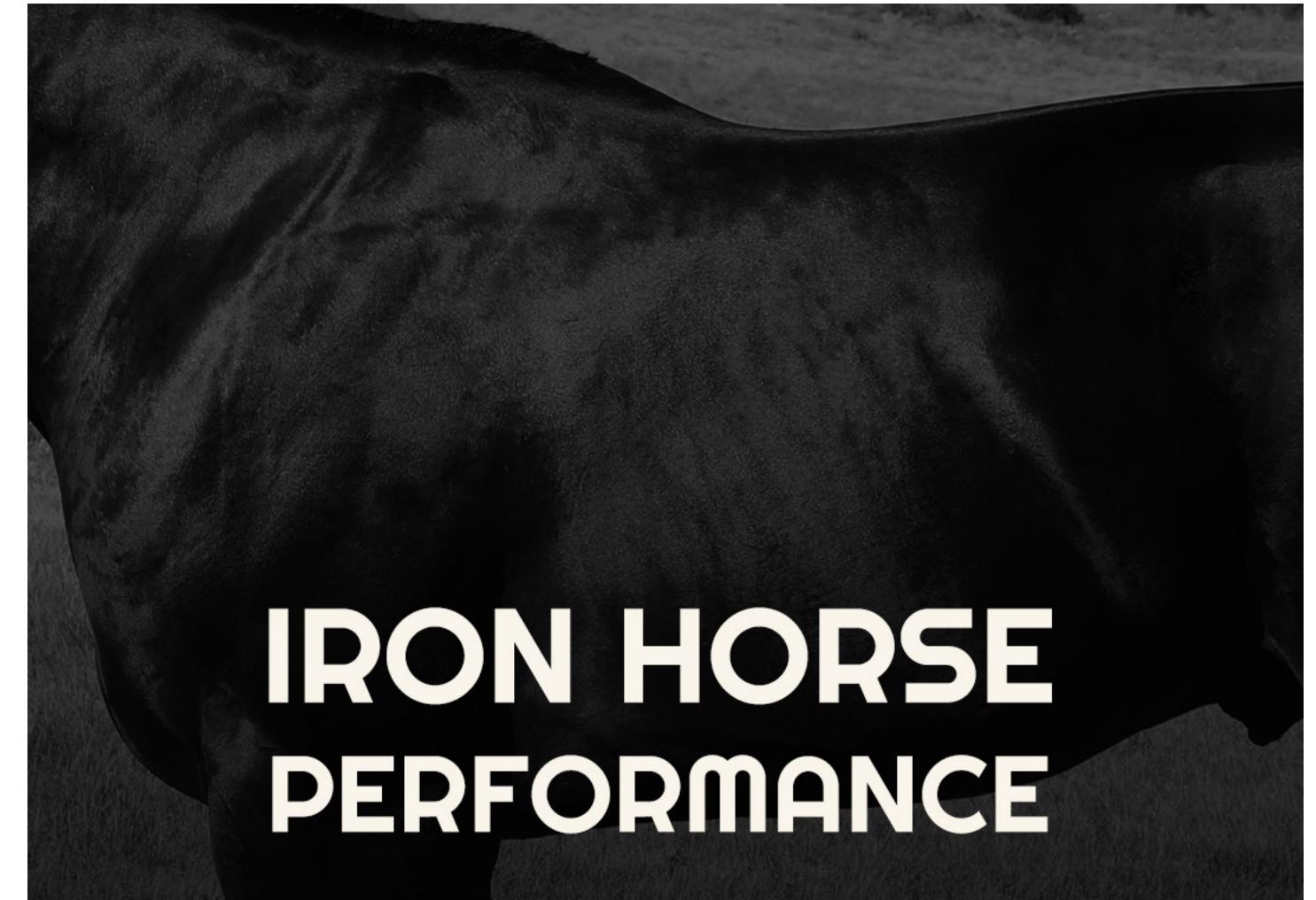
BUTTON TWO - HOVER STATE

Social



Adjectives

MASCULINE STRONG EARTHY
ENDURANCE BEAUTIFUL FAST



POSSIBLE COLORS



A HEADER

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a sub head

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Adjectives

MASCULINE STRONG EARTHY
ENDURANCE BEAUTIFUL FAST

SOCIAL





IRON HORSE PERFORMANCE

Possible Colors



#f2efe2
#9c8e5d
#5f664a
#3d5e63
#182224

Textures



We focus on producing gentle horses
that can work long days on a ranch
and thrive on native pasture

A HEADER

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a sub head

Font: Roboto Mono #5f664a

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BUTTON TWO - HOVER STATE

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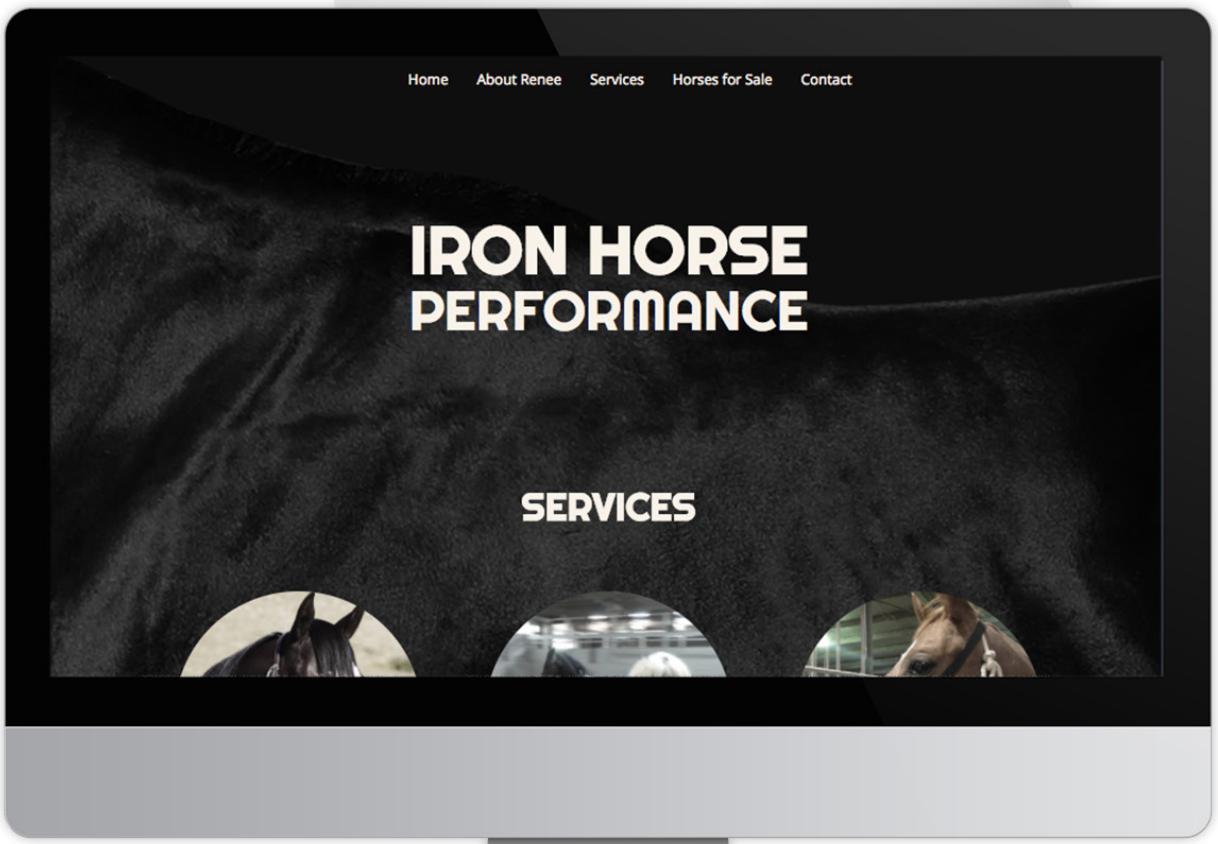


Adjectives

MASCULINE STRONG EARTHY
ENDURANCE BEAUTIFUL FAST

IRON HORSE PERFORMANCE

Final Design



IRON HORSE PERFORMANCE

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SEND US A MESSAGE

First name:

Last name:

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Message:

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