



Term Website Project Planning Document

-The Mountain Spoke-

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Site Purpose

The purpose of the site is to increase bicycle enthusiast (client) engagement to the business through a website that allows online shopping of bicycles and bicycle parts, online booking for services offered such as bicycle repairs. The website will have a feature to allow clients to pay online.

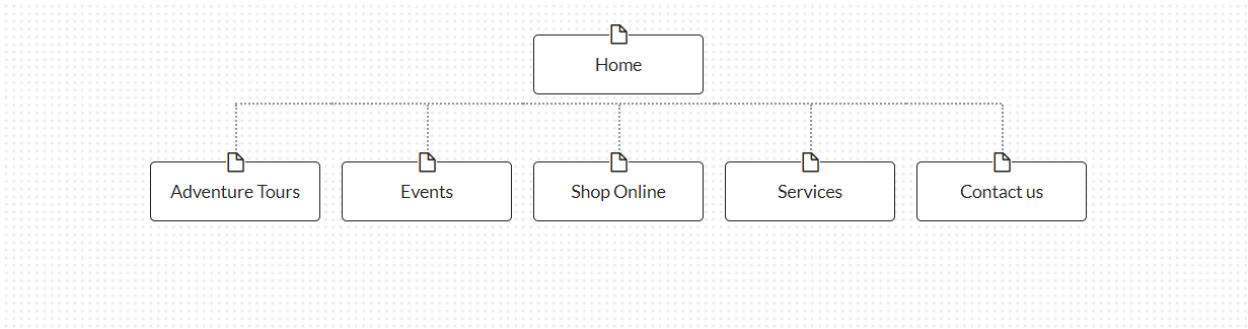
The company also sponsors and organizes tours in the area for cyclist from around the world and so this website will display tour schedules and activities, reservation and booking, and online payment.

Target Audience

The site targets the bicycle enthusiast from around the globe both male and female, young and seniors and who are actively engaging in cycling tours.

The website also targets domestic bicycle owners looking for a bike repair services.

Site Map



Color Scheme

Palette UID: [link](#)



		Base		
6493C1	8BB1D9	B89935	485412	DDC5A3

Typography

Site Header	Rubik	# B89935	Sample
Primary Navigation	Rubik	#000000	Sample
Heading 1 (h1)	Playfair Display	#000000	Sample
Heading 2 (h2)	Playfair Display	#000000	Sample
Heading 3 (h3)	Playfair Display	#000000	Sample
Heading 4 (h4)	Playfair Display	#000000	Sample
Paragraph text (p)	Rubik	#000000	Sample
Footer	Rubik	#FFFFFF	Sample

HTML snippet:

```
<link href="https://fonts.googleapis.com/css?family=Playfair+Display|Rubik" rel="stylesheet">
```

CSS snippet:

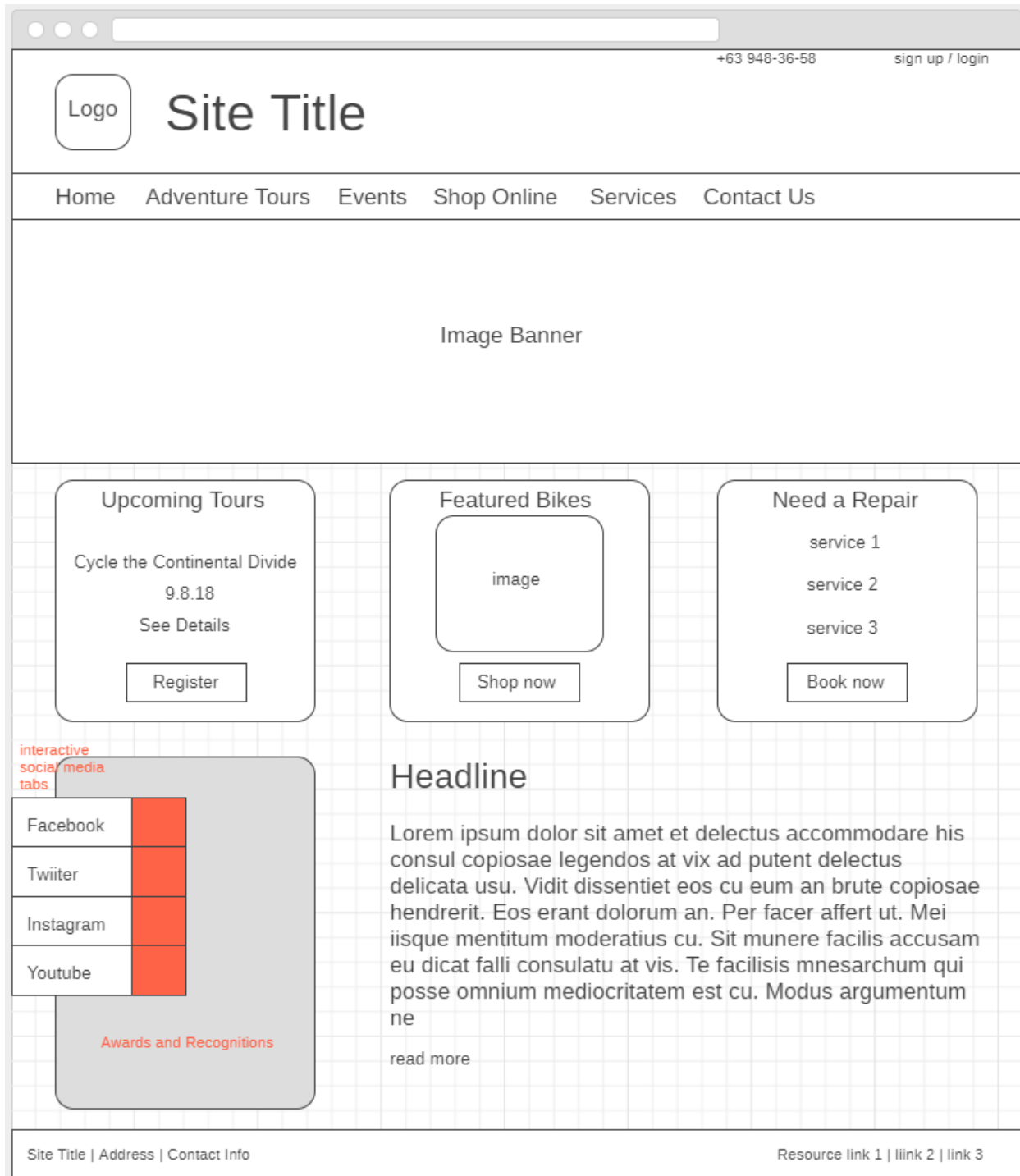
```
font-family: 'Rubik', sans-serif;
```

```
font-family: 'Playfair Display', serif;
```

Wire-frame Sketches

Wireframe created via wireframe.cc: <https://wireframe.cc/obNRqd>

Desktop / Large view



Tablet / Medium view



Smartphone / Small view

