

Mountain Spoke Website Planning Document

The Mountain Spoke

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Site Purpose

The Mountain Spoke bicycling company is an owner-operated company that caters to bicycle enthusiasts in the Bozeman, Montana area. They specialize in bicycles, bicycle parts, bicycle repair, as well as bicycle tours. Their website seeks to provide useful information to bicyclists about the bicycles, parts, repair services, they offer, as well as the bicycle tours they organize and sponsor. The site should be well organized, easy to navigate, and designed with bicyclists and a high quality UX in mind.

Target Audience

When considering the target audience for the Mountain Spoke Website, I looked around at several websites related to mountain bicycling. Mountain Bicycling is a very popular sport. According to IMBA Canada website, there are nearly 40,000,000 participants in the U. S. annually (<https://www.imbacanada.com/resources/research/demographics-mountain-biking>). The IMBA website, mentions there are more men who participate in the sport than women (<https://www.imba.com/blog/supporting-ladies-womensmtbday>), which makes sense given the nature of the sport. In addition, by observing the images of various websites related to this sport, people who participate in mountain bicycling are likely to be younger; probably most are in the range of 14-35 years old. As mountain bicycling can be costly, it is likely that those who participate have an income high enough to support it. Mostly likely they would have an average to above average income. Given this information and personal observations, I will break this all down into three demographic groups; **young men, young women, and an average or better household income**. Of course these demographic groups overlap, but they will help us to get an idea of our main target audience.

Young Men: To begin with, we will consider the demographic of young men, as they are the most likely group to be involved in mountain bicycling. Young men are adventurous and often interested in highly functional products, which would make them more competitive and capable. These young men would most likely be physically fit, and would enjoy strenuous activities. This group are also frequently very computer savvy, and would be drawn to a website that looks modern, clean,

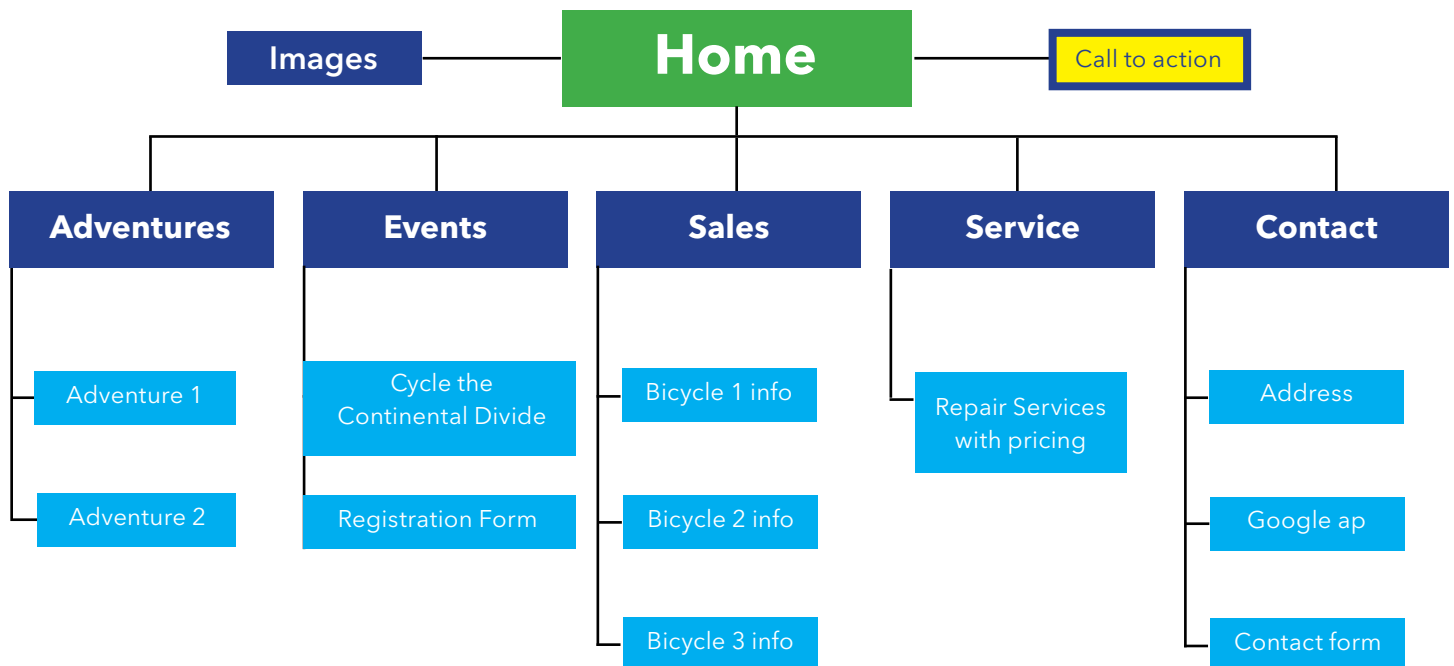
and which is very functional. I would also think they would enjoy some colors found in nature, such as blues and greens.

Young Women: Young women who participate in this type of sport, would also be adventurous and would need to be physically fit as well. They would also be competitive and would want to own the best quality bicycle and equipment they could afford. I assume also that these young women would be tech savvy and would be discriminating when it comes to quality in website design and function. They would probably enjoy even brighter colors than their male counterparts, but would still likely enjoy the brighter earthy colors, such as blues, and greens, even though they might also enjoy even brighter colors.

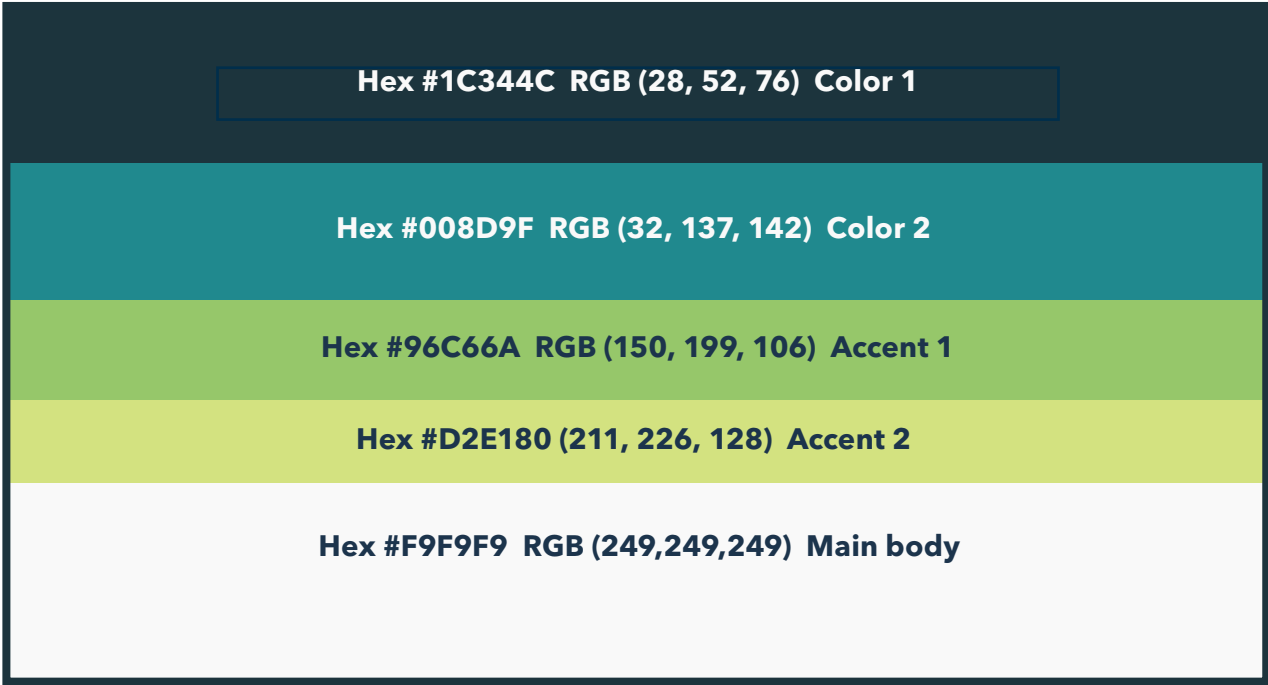
Average or Better Household Income: In order to participate in this type of sport, you would need to have an adequate income to support it. Mountain Bicycles are rather expensive and it would also cost a fair amount to maintain the bicycles. In addition, travel expenses to access mountain bike trails, could add up. Therefore, it is clear that those who participate in this sport most likely have at least an average income or higher.

Through this evaluation of information and personal observations, it is clear that the most important target audience is young men, with an average or better household income. The next most important demographic group would be young women with an average or better household income. The needs of these two groups will need to be a priority when designing the Mountain Spoke Website.

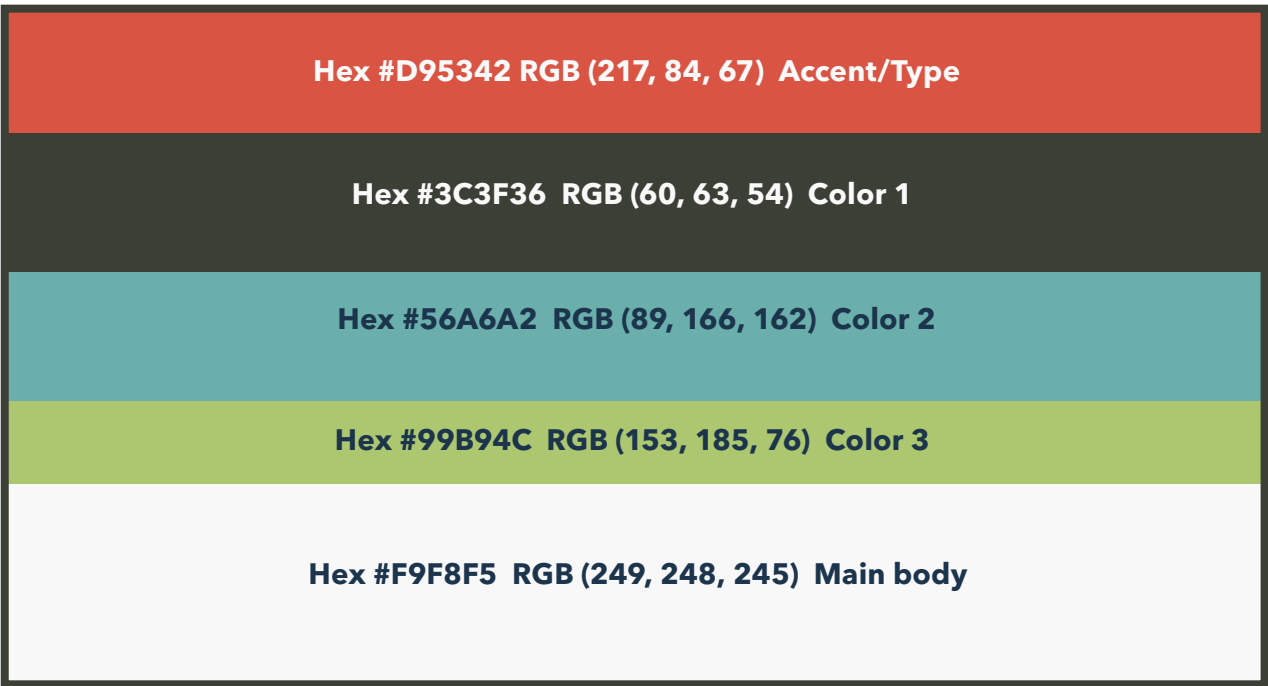
Site Map



Color Scheme 1



Color Scheme 2



Typography

The font choices and colors are still a work in progress, as this is still a rough draft. The site header will go over an image, so the

Site Header	Arvo Bold	40px	#1C344C	Sample
Primary Navigation	Avenir Black	24px	#C6DD72	Sample
Footer	Avenir Black	18px	#1C344C	Sample
Heading -h1	Arvo Bold	36px	#1C344C	Sample
Heading-h2	Arvo Bold	28px	#1C344C	Sample
Heading-h3	Arvo Bold.	24px	#1C344C	Sample
Heading-h4	Arvo Reg.	21px	#1C344C	Sample
Paragraph	Avenir	16px	#1C344C	Sample
Buttons	Avenir Black	18 px	#1C344C	Sample
Highlighted Text	Avenir Black	16px	#E67538	Sample



Image

The Mountain Spoke

Come Along for the Ride!

Join us on our Next Exciting Tour!

Top Mountain Bicycle Brands and Accessories
Scenic Tours - Quality Repairs

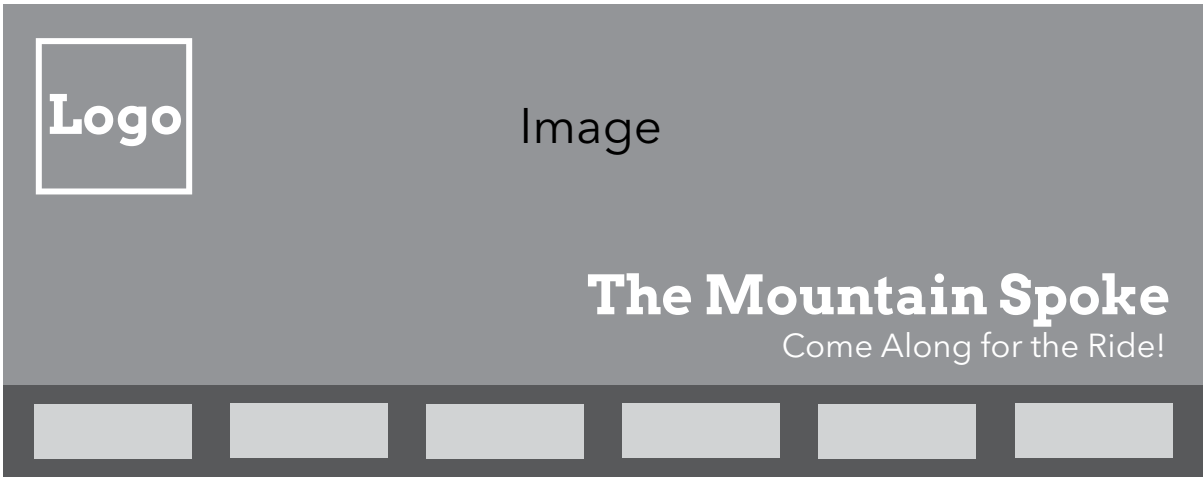
More About Mountain Spoke

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Top Mountian Bicycle Brands and Accessories
Scenic Tours - Quality Repairs

More About Mountain Spoke

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Small Screen -480px wide



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More About Mountain Spoke

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