



**the mountain spoke**  
adventure awaits!

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#d5afbc

#3f4c57

Maria Zubía  
CIT 230:03

# Overview

## Site purpose

The main purpose of the website is help customers find information about bike tours, events, and services.

The most important goal of the website is to help all bike aficionados find tours and events tailored to their needs. At The Mountain Spoke we know adventure is for everyone. We help our customers find the tour of a life time. It could be from a weekend biking through the Grand Canyon to a week of bike-tourism in New York City. Because not everyone's idea of a good biking tour is the same!

## Target audience

Who: The target audience are mainly people who like to bike and are looking for biking related tours and events in nature and in the city.

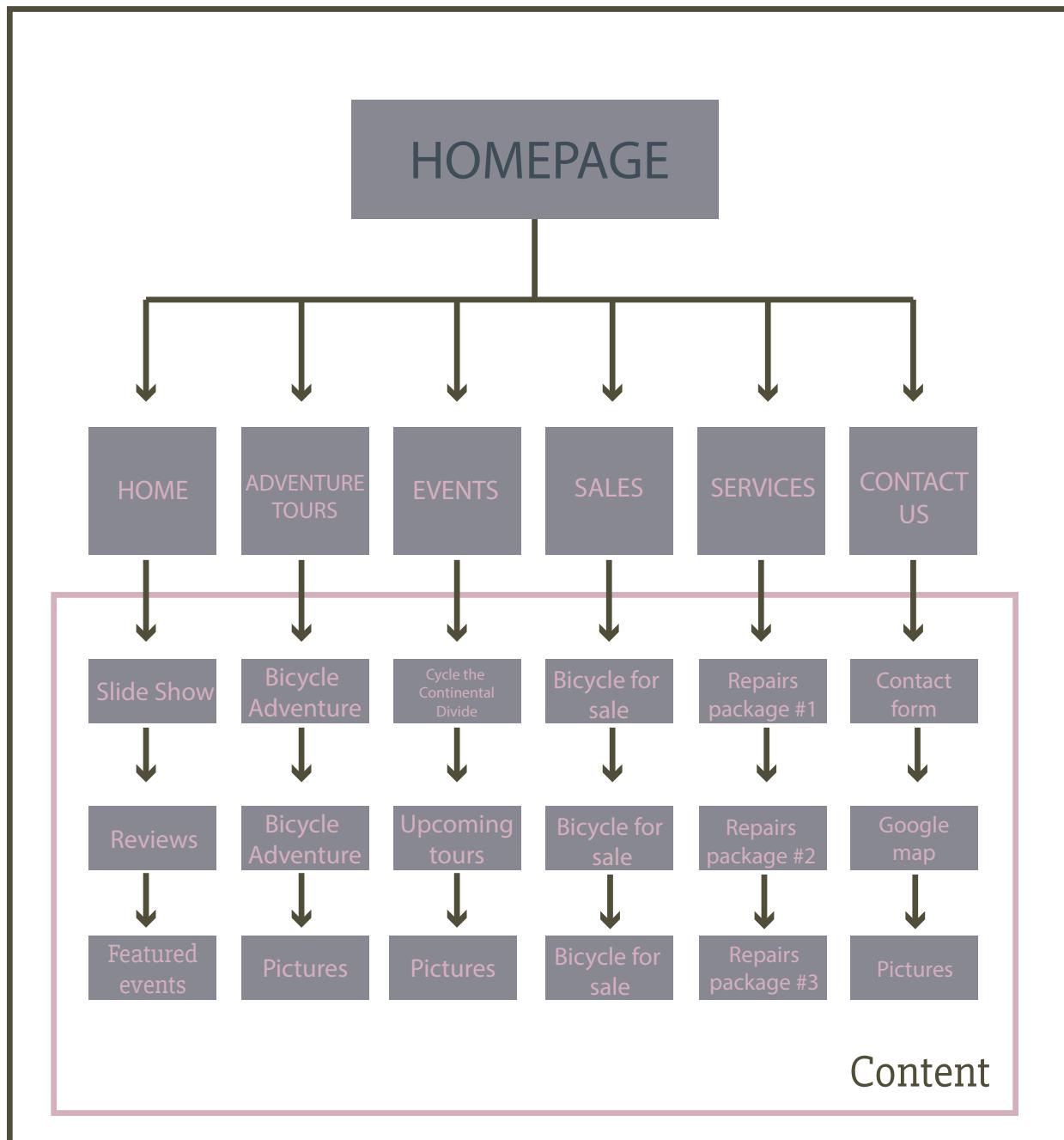
Age: The site will be directed everyone who can ride a bike as we will have tours that can accommodate any range and expertise level.

Income: Since there are various repair packages, bicycles for sale, and tour dates and prices, the site will appeal to customers from all socioeconomic levels.

Technology: The website will be simple as to avoid wasting time and will also be easily accessible on their mobile devices. It will have links to different services we offer and provide descriptions of our services.

Motivation: The users of the website are people who enjoy biking so they will be looking for opportunities to go on tours or participate in events. The thrill of exploring new trails or even discovering new touristic places around a city will attract customers from all over the country.

# Layout



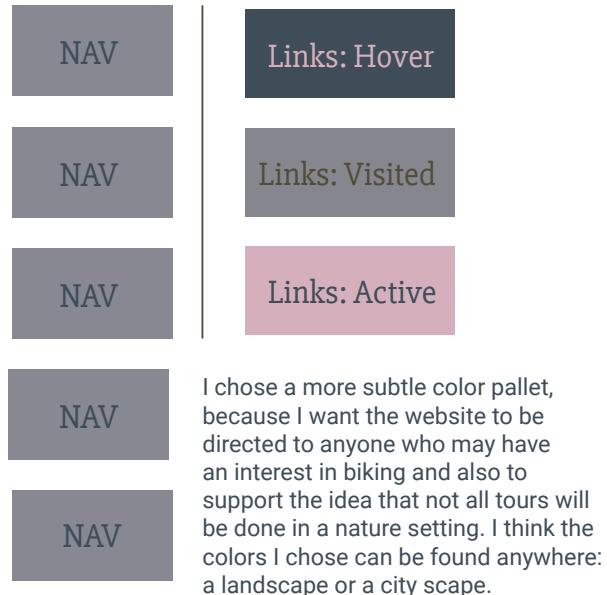
## Site Map

## Style Guide

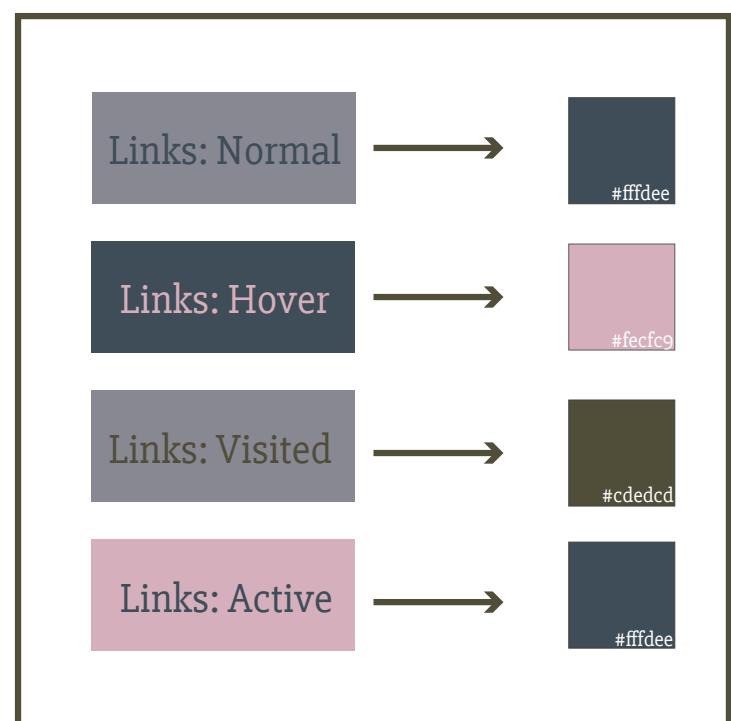
### Color Pallet



### Main Navigation



### HTML Elements



# Typography

## Heading Typeface

Font-family: Lora, serif

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## Body Typeface

Font-family: PT Sans Narrow, sans-serif

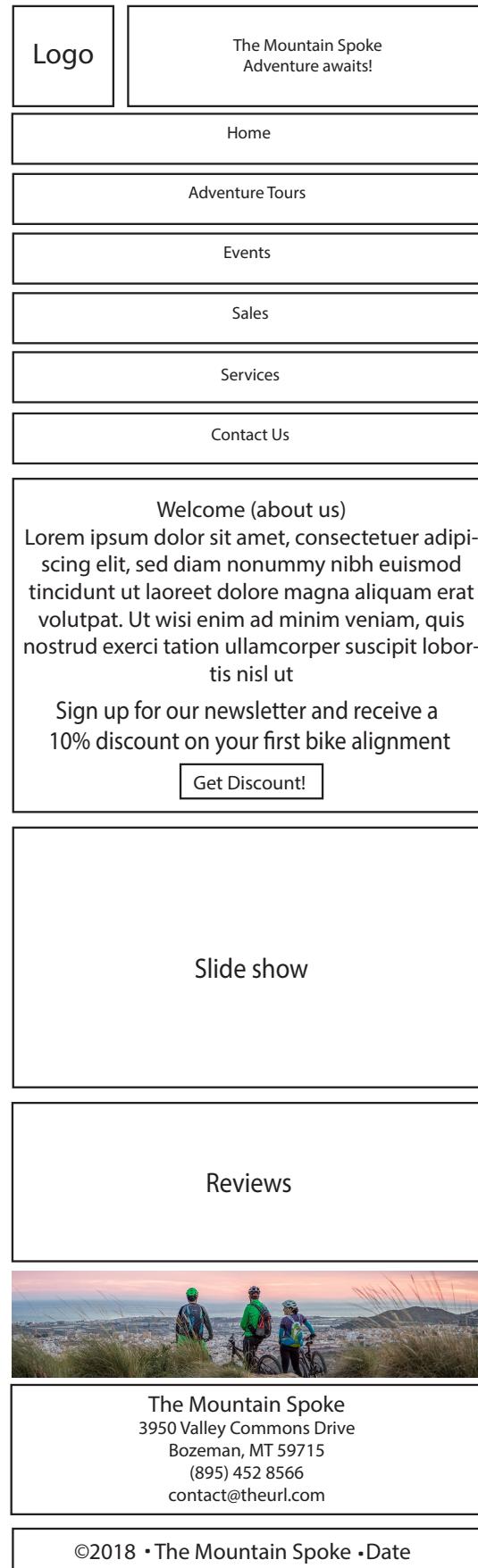
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(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;,..\*

## Stylesheet

<link href="https://fonts.googleapis.com/css?family=Lora|PT+Sans+Narrow" rel="stylesheet">

# Wire-Frames

## Small screen view



## Medium screen view

Logo

The Mountain Spoke  
Adventure awaits!

Home Adventure Tours Events Sales Services Contact Us

Welcome/about us  
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Sign up for our newsletter and receive a 10% discount on your first bike alignment

[Get Discount!](#)

Slideshow

Reviews



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## Large screen view

Logo

# The Mountain Spoke

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Welcome/about us  
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Sign up for our newsletter and receive a 10% discount on your first bike alignment

[Get Discount!](#)

Slideshow

Reviews

Featured event (recap)  
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I revised the colors and used a darker blue. I also changed the gray to a lighter color.

BLUE: #3f4c57

GRAY: #85858e

