scooTs

SITE PLAN

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Purpose

To help tourist that are planning on or are visiting Cozumel Island make the most of their time by providing them rental scooter or vehicles, weather report, and a summary of the island's features.

Target Audience

We aim to target those who are foreign to Cozumel Island, and those that want to make the most out of their trip to Cozumel Island. We cover all genders, race, and age group. We also cater to those that are not planning to rent out scooters. Basically, our website targets those who are seeking to enjoy their stay in Cozumel Island.

Color Scheme

Main color

#FF3333

Secondary color

#FFBA0A

I am only using these two colors because I am aiming to make a clean and simple website. By limiting myself to two color palettes, I believe I can do so. I also chose the #FF3333 as my main color because of the logo that I used, and #FFBA0A as the secondary color because it compliments well the main color.

Typography

Main font

Urbanist, sans-serif

Following the same reasoning with my color scheme, I believe a single font with multiple weights can achieve a simple and clean website. I chose a sans-serif font because it is the cleanest out of all font family styles.