

cozumelscoots.com

Site Plan

Site Description

The purpose of this document is to describe the scoots website, its purpose and intended audience, scenarios and other aspects such as its organization and structure, elements of style. It is to be used as a planning and elaboration tool for the scoots website developed for the client who wants customers to be happy.

The Site Purpose

The main purpose of this website: scoots.com is to provide users with information about the services scoots.com offers such as renting motor scooters, ATV side-by-side, and jeep rentals. Scoots.com will also help users understand the rental process easily and smoothly, promote the rental services for those customers that like to do their homework before getting to the island, and make users have a fun and carefree time when they visit the island.

Domain Name

cozumelscoots.com

Website Logo



Target Audience

The target audience of the cozumelscoots.com web site is described below:

- **Who:** locals in the island, walk-in tourists, enthusiast, cruise-based touring groups and partnerships.
- **Age:** 12 – (60 – 80) depending on health
- **Technology:** our audience will be good with mobile phones, tablets, and laptops. They will need to be able to access their mobile web browser, safari if on an apple phone and google chrome if on an android.

- **Income:** Income levels will be between \$30,000 and above.
- **Motivation:** This comes from the excitement of wanting to explore the island, the ease of renting and returning the scooter, and the fun in doing it too.

Personas

Name: Fanta Sticalous

Photo:



Occupation: Chief Executive Officer (CEO) at randomthings.com

Demographics and Education:

- 36 years old
- Married
- \$600,000 annual income
- Mother of 4 kids
- B.S. in Electrical Engineering, Masters of Business Administration (MBA), PhD in Phycology.

Goals and motivation for using this site:

As a CEO, Fanta has a lot of responsibilities in her company. She is a very busy and educated woman, being a mother of 4 children. The reason she will use this site is because she cozumelscoots.com provides fast, easy to navigate and straight to the point services that makes her very happy and satisfied. She will also use this site because it offers 5 day forecast and can help her plan her days when she wants to check out the Cozumel island.

Social: Fanta is very bold and over bearing sometimes. That comes from being the boss of a big company. She tries to be social and goes on runs once in a while. She enjoys travel when she can and loves spending money.

Technology: She is very tech savvy and knows her way around a computer, laptop, and mobile devices. She does however, like to use her tablet when she goes on vacation because it fits easily in her purse.

Quote: "Let's get scooting, I'll race ya."

Name: Casanova Charlemagne

Photo:



Occupation: Bouncer at Six Flags, Dallas, TX

Demographics and Education:

- 63 years old
- Married
- Grandfather of 2
- Father of 4 kids
- \$60,000 annual income
- No degree

Goals and motivation for using this site:

Casanova is a father and grandfather. He is basically retired and loves being a bouncer since he studied martial arts. He has so much free time and likes to spend his money with his grandkids, taking them on vacation. One reason he will use this site is that he is a down to earth person and likes customer transparency. He also likes that he can rent scooters and have them delivered to his hotel and picked up when he is done with them.

Social: Casanova is a very shy old man but can be fun when you get to know him. He also loves reading books.

Technology: He is not very tech savvy. He uses a laptop because it is easier for him to navigate. He uses a laptop because he doesn't have to use glasses everytime he wants to rent a scooter because the fonts on the page are legible for him.

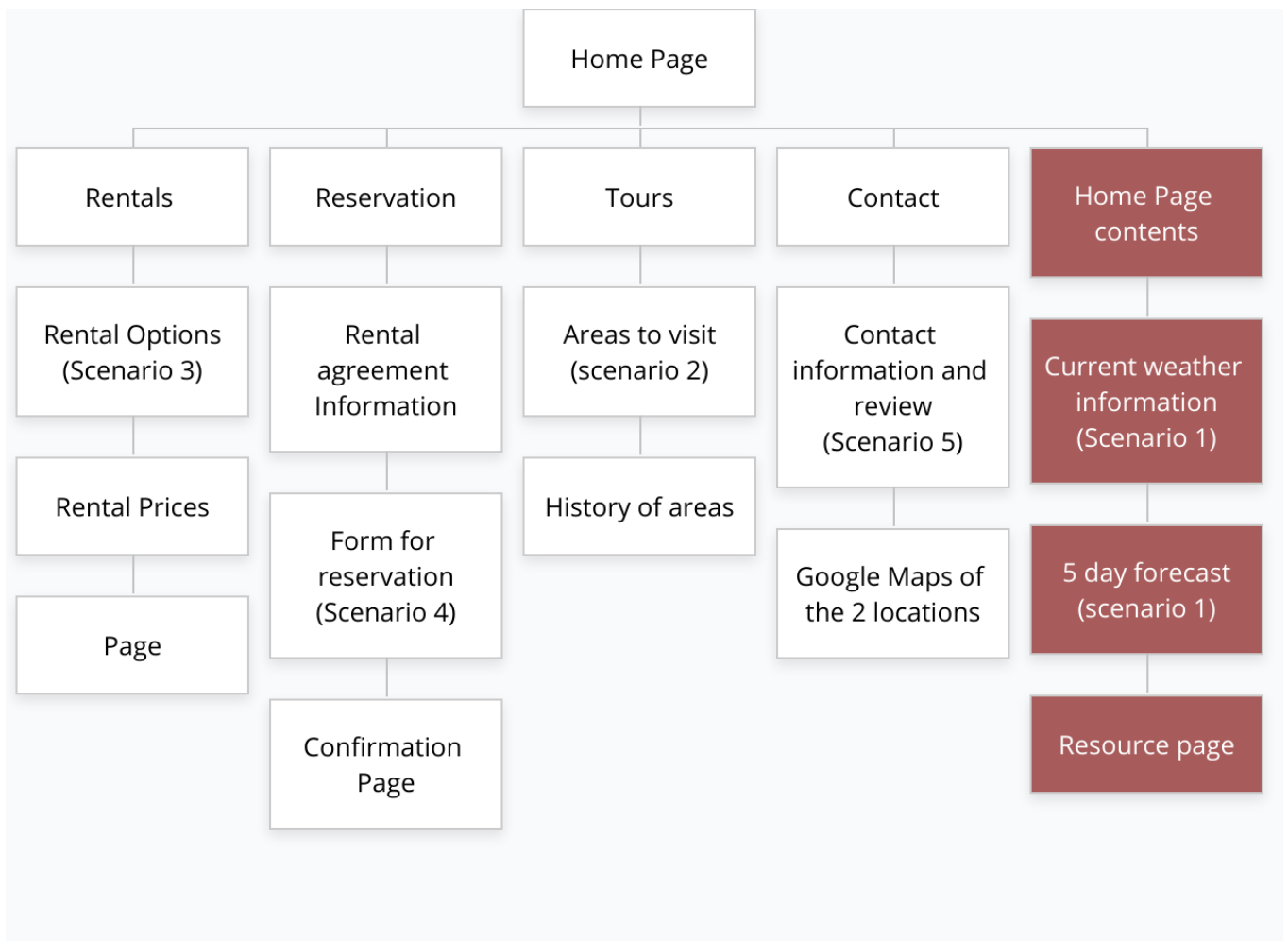
Quote: "cozumelscoots is so simple to use even I can rent a scooter."

Scenarios

- What is the weather going to be the week I want to rent a scooter?
- I need to know what tours I can make around the Cozumel area.
- What kind of vehicles can I rent at cozumelscoots.com?
- What if I want to make a reservation?
- How do I submit a review of the scooter I just rented?

Site Map

This section describes the basic structure of the cozumelscoots.com



Color Scheme

Describes the background, text, links, accents, highlights and logos of the bestweathersite.org on the web.

Primary (header and footer)	#1D3557
Secondary (body)	#F1FAEE
Accent 1 (links on hover)	#E63946
Accent 2 (way finder & home table)	#E7C24F
Accent 3	#A8DADC
Accent 4	#457B9D

Typography

The fonts that will be used will be from google fonts.

Heading Font: Ubuntu Medium 500


The Ubuntu Font is matching new libre/open fonts in development during 2010-2011. The personality of this font gives off a visual and clear vibe to be felt in every menu, button and dialog. It also has a sense of adventure in it. This font is a sans-serif font.

Paragraph Font: Comic Neue Light 300

The Comic new font is very nice. It is an original representation of the classic, comic sans. It aspires to be the casual script choice for everyone. I chose this because of the flexibility it has when I want to switch to a more bold font weight. It pays high attention to detail and will be beneficial in cozumelscoots' pages that require high attention to detail like the reservation, rentals, and contacts page.

Wireframe Sketches

Desktop and Laptop



SCOOTS


HOME

RENTALS

RESERVATIONS


TOUR

CONTACT



WHO WE ARE

WE ARE SCOOTS!!



MAKE YOUR RESERVATION NOW!

WEATHER INFO

CURRENT:
CONDITION
HUMIDITY:


MON


TUES


WED


THURS


FRI

 89F/ 67F

 89F/ 67F

 9F/ 67F

 89F/ 67F

 89F/ 67F

OUR RENTALS

HONDA MOTOR SCOOTERS


asdjfhasjdf;sajdfijas;kdljf;asjd;fkasj;d
kljf;asdjf;asjdjsakd;fjaskfjs;ajkajs;dkjf
;akfsakjd;fsja;dkl;

ATV SIDE-BY SIDE

asdjfhasjdf;sajdfijas;kdljf;asjd;fkasj;dklfj;
asdjf;asjdjsakd;fjaskfjs;ajkajs;dkjf;akfsakj
d;fsja;dkl

JEEP RENTALS

asdjfhasjdf;sajdfijas;kdljf;asjd;fkasj;d
kljf;asdjf;asjdjsakd;fjaskfjs;ajkajs;dkjf
;akfsakjd;fsja;dkl






CONTACT US

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email address

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Tablet




SCOOTS

MENU

WHO WE ARE

WE ARE SCOOTS!!



MAKE YOUR RESERVATION NOW!

WEATHER INFO

CURRENT: CONDITION HUMIDITY:	MON	TUES	WED	THURS	FRI
	89F/ 67F	89F/ 67F	89F/ 67F	89F/ 67F	89F/ 67F

OUR RENTALS

HONDA MOTOR
SCOOTERS


asdfjhasjdf;sajdflijas;kdl
jf;asjd;fkasj;dklfj;asdjf;a
sjdjsakd;fjaskfjs;ajkajs;

ATV SIDE-BY SIDE

asdfjhasjdf;sajdflijas;kdljf;a
sjd;fkasj;dklfj;asdjf;asjdjsa
kd;fjaskfjs;ajkajs;dkjf;akfsa
kjd;fsja;dkl

JEEP RENTALS

asdfjhasjdf;sajdflijas;kdlj
f;asjd;fkasj;dklfj;asdjf;a
sjdjsakd;fjaskfjs;ajkajs;
dkjf;akfsakjd;fsja;dkl







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Mobile

SCOOTS

MENU

WHO WE ARE

WE ARE SCOOTs!!



MAKE YOUR RESERVATION NOW!

WEATHER INFO

CURRENT:
CONDITION
HUMIDITY:

OUR RENTALS

HONDA MOTOR SCOOTERS

aedfjhasjdf;eajdfijae;kdijf;aejd;fkaej;dkifj;aedjf;aejdjsakd;fjaekfje;
ajkaje;dkjf;akfeakjd;feja;dkl;

JEEP RENTALS

aedfjhasjdf;eajdfijae;kdijf;aejd;fkaej;dkifj;aedjf;aejdjsakd;fjaekfje;
ajkaje;dkjf;akfeakjd;feja;dkl

ATV SIDE-BY SIDE

aedfjhasjdf;eajdfijae;kdijf;aejd;fkaej;dkifj;aedjf;aejdjsakd;fjaekfje;
ajkaje;dkjf;akfeakjd;feja;dkl

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