

FINAL SITE PLAN

The Mountain - Bozeman, Montana



Site Name and Domain

The Mountain
themountain.com

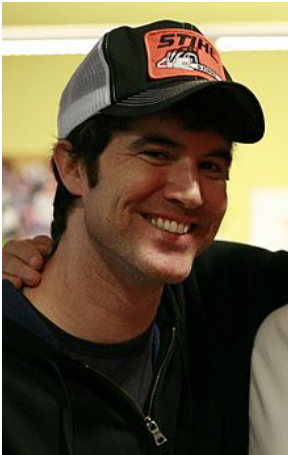
Site Purpose Statement

The website for the The Mountain will provide information about products and services to locals and tourists.

Target Audience

- Age: 12-55
- Gender: men and women
- Economic Range: middle to upper income.
- Education Range: all
- Language: English
- Browsing Device: smartphone, tablet or PC
- Likes: fitness, cycling, nature, camping, high adventure

Personas



Tom Anderson

Tom is 46, single and is a local entrepreneur in Bozeman. Tom studied English and Rhetoric UC Berkeley prior to returning home to take on the family business. Tom enjoys cycling, the outdoors and photography. Tom typically enjoys going on rides where he can bring his camera and get great scenic photography.



Marissa Mayer

Marissa is 41, married and has three children. She balances this all while managing her company. Marissa and her husband enjoy occasional getaways from the city and enjoy the outdoors. The family is looking for a day cycling trip while staying at a cabin in the area.



Mark Zuckerberg

Mark is 32, married and has one child. Mark enjoys the outdoors, sustainable food sources and new adventures. Mark is looking for a new adventure that will challenge him and energize him for his regular work. Mark isn't afraid to take on a challenge that might take a lot of prep work in order to achieve his goals.

Scenarios

What kind of bikes do you sell?

What type of parts do you sell?

Where is the store located?

How would I contact the store?

Where should I go biking?

Content list

What kind of bikes do you sell?

- Bikes page with descriptions.
- Price ranges on price page.
- Pictures on bike page.

What type of parts do you sell?

- Parts page with item names.
- Parts page with item prices.
- Parts page with item pictures.

Where is the store located?

- Address included in header of every page.

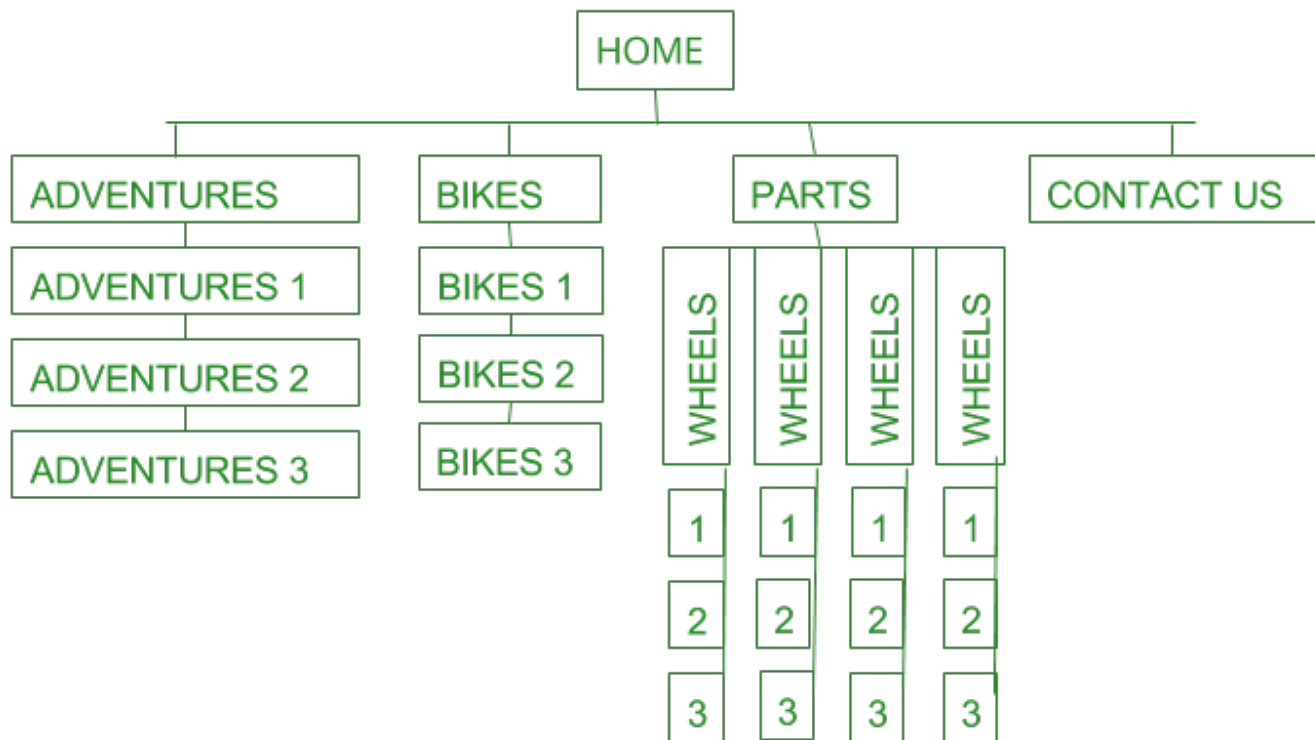
How would I contact the store?

- Address in header.
- Phone number in header and footer.
- Contact page for messaging questions.

Where should I go biking?

- Adventure page with options.
- Pictures on adventures page.
- Prices and other information on adventures page.

Site Map



Typography

font-family:'Futura', sans-serif

h1 font-size: 2em

h2 font-size: 1.7em

h3 font-size: 1.3em

h4 font-size: 1em

h5 font-size: 0.8em

h6 font-size: 0.7em

Color Schema

#000000 - Paragraph text and H3-H6 headings will be high contrast black.

#FFFFFF - Main site will be elegant white.

#228B22 - H1 and H2 headings will be a rustic green.

Navigation

A black navigation bar will be used on desktop and a hamburger menu on tablet/phones.

