

Website Planning Document

Site Purpose:

The purpose of the site is to provide an good experience for customers while they can easily, quickly make a rental reservation. My site is meant to provide the information in a simple way so the format will provide customers with everything they will need to make the decision for their time on Cozumel.

Target Audience:



Persona 1: Christy

Christy has traveled the world enjoying the simple traveling vacation. She is 30 years old, single, and loves travelling to new places and Cozumel is her next stop. She enjoys getting out when she gets any free time on weekends to see the local areas and outdoors sideview.



Persona 2: John

John is going to Cozumel for business once a month, and he is being able to experience the culture of the island and he enjoys going out. He is 28 years old and he enjoys getting to explore Cozumel. He loves to travel by scooter. He especially loves the freedom that the scooter's tours give him.

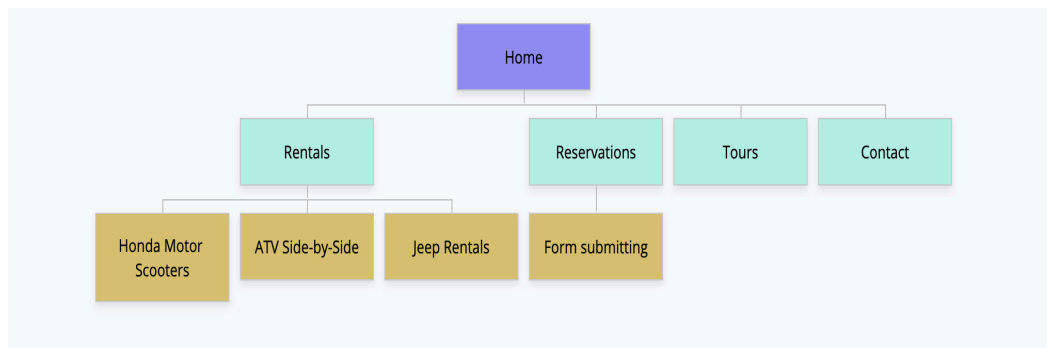


Persona 3: Sebastian

Sebastian is very adventurous and loves the outdoors and loves to explore as much of Cozumel as he can. He loves to go to unknown places and meet new people. He is 40 years old and is enjoying life at most with his newfound hobby that is scooter traveling through Cozumel.

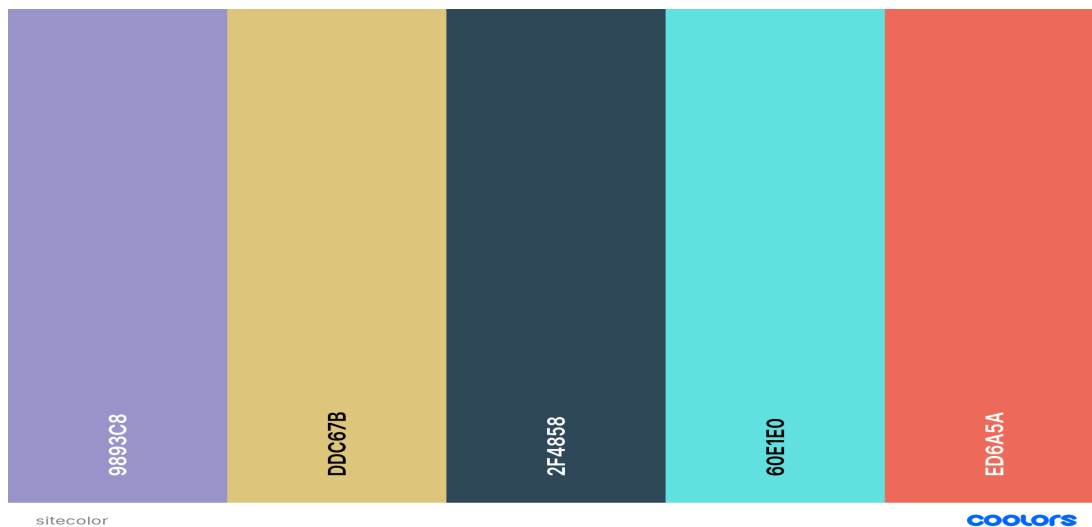
Site Map:

Link: <https://www.gloomaps.com/pmhirH3wtX>



Color Scheme:

Link: <https://coolors.co/9893c8-ddc67b-2f4858-60e1e0-ed6a5a>



Typography:

Headers - Playfair Display

Semi-bold 600 italic

Scooters

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<link rel="preconnect" href="https://fonts.gstatic.com">  
<link href="https://fonts.googleapis.com/css2?family=Playfair+Display:ital,wght@1,600&display=swap"  
rel="stylesheet">
```

css

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font-family: 'Playfair Display', serif;
```

Paragraphs – Dosis

Light 300

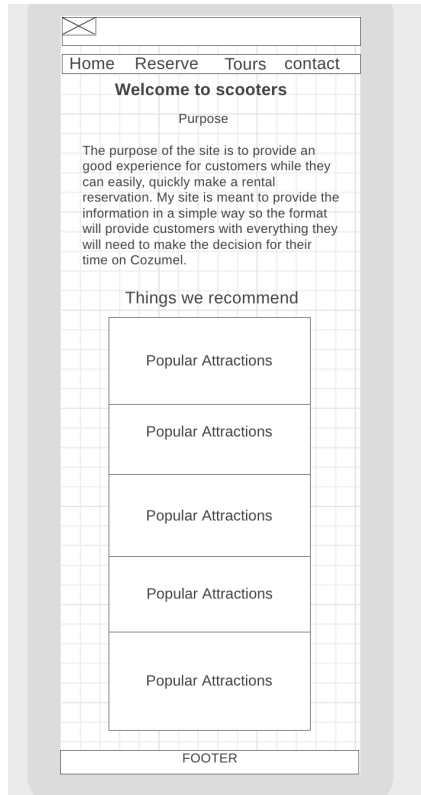
Scooters

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<link rel="preconnect" href="https://fonts.gstatic.com">  
<link href="https://fonts.googleapis.com/css2?family=Dosis:wght@300&display=swap" rel="stylesheet">  
css  
font-family: 'Dosis', sans-serif;
```

Wireframe Sketch:

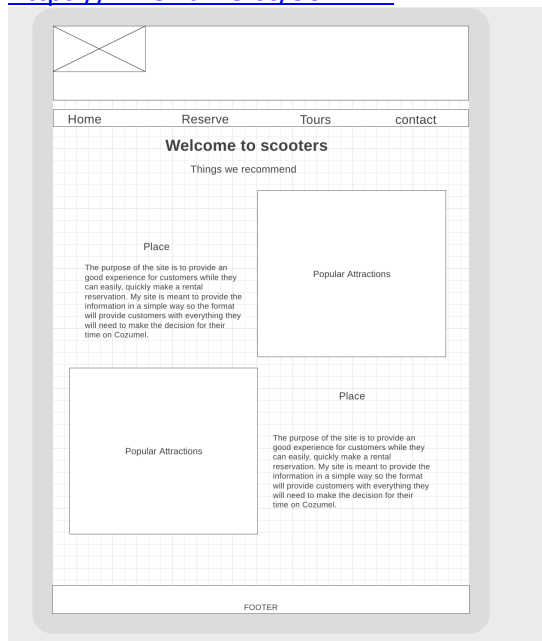
small

<https://wireframe.cc/EsO7lp>



Medium

<https://wireframe.cc/9S72w4>



large

<https://wireframe.cc/RMEXOy>

