

Website Planning Document

The Mountain Spoke

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Site Purpose

'The Mountain Spoke' is a fictitious online shop located in Bozeman, Montana. It specializes in bicycles, bicycle parts, bicycle repair, and bicycle tours. We support bicycle enthusiasts and organize tours in the area for serious bicyclists from around the world. Our goal is to provide a fresh new website experience for our clients.

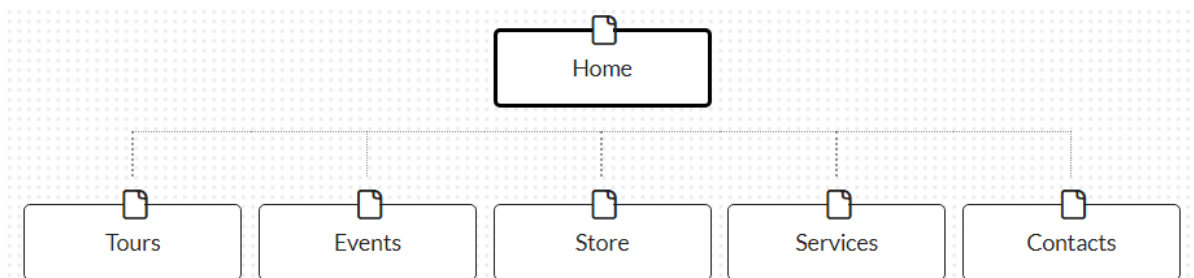
Target Audience

We created this website in order to provide service to the following Audience Groups:

General and private sector audience: bicycle enthusiasts, bicycle owners interested in related products, repair services and parts.

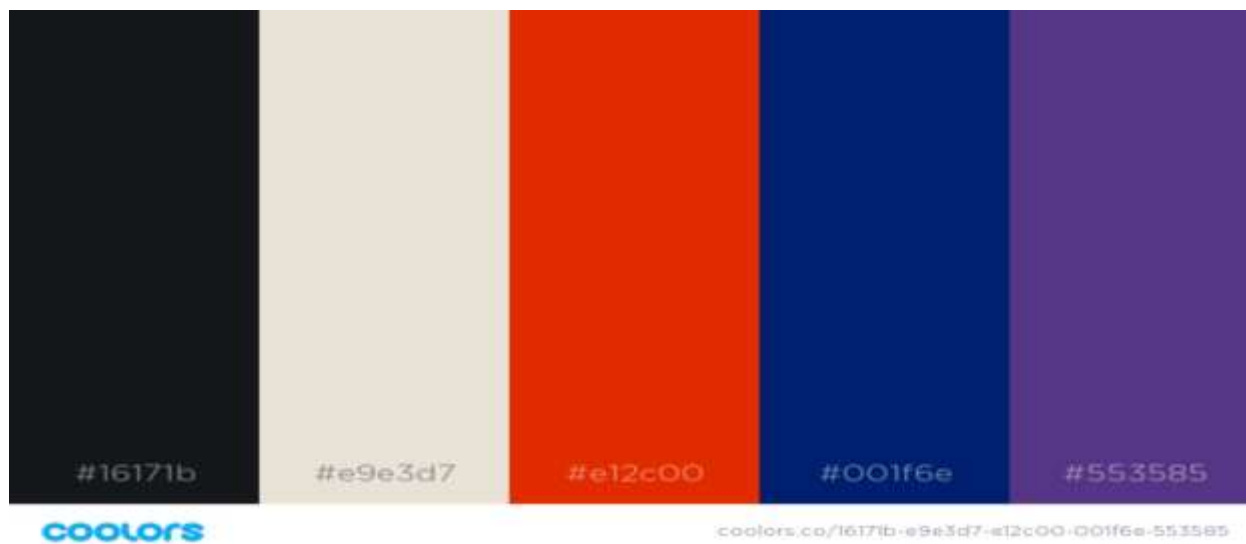
Business related audience: Private bicycle tours in our area. Companies and businesses interested to organize bicycle tours in our area for their employees and/or customers.

Site Map



(<https://writemaps.com>)

Color Scheme



<https://coolors.co/bcddce-00000c-447cba-0049af-4a91d3>)

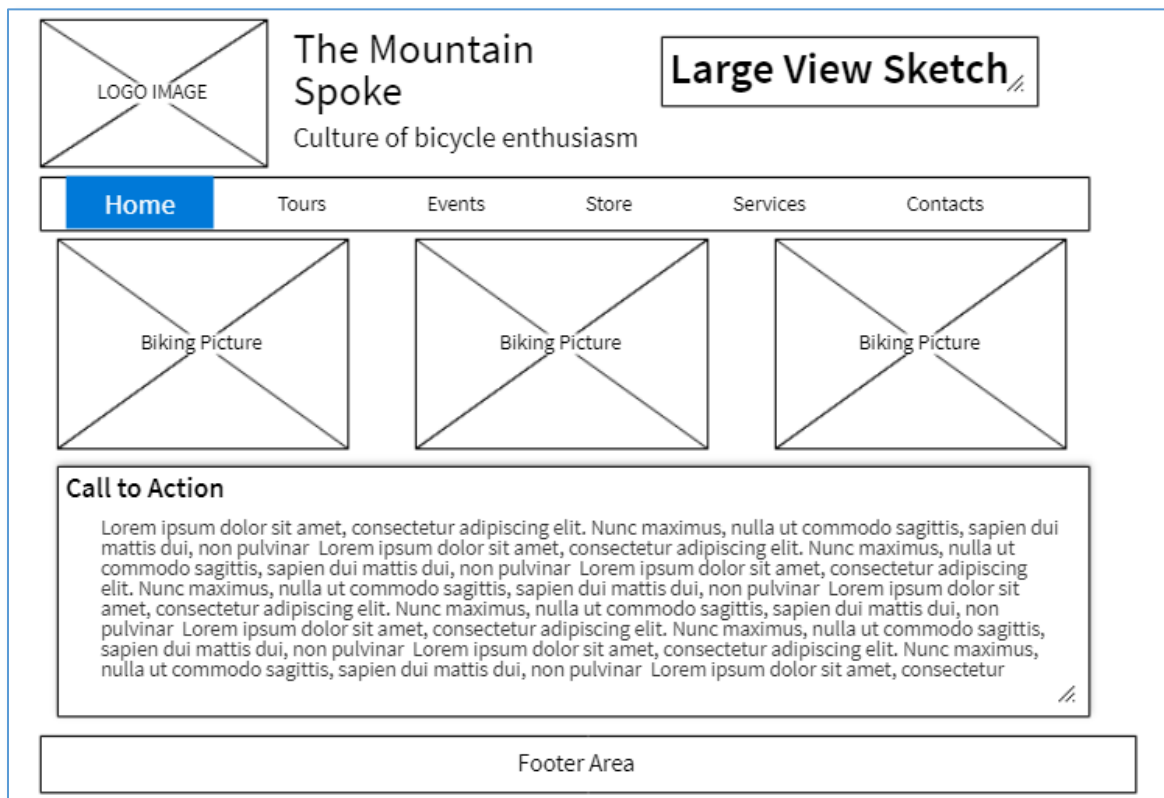
Color References:

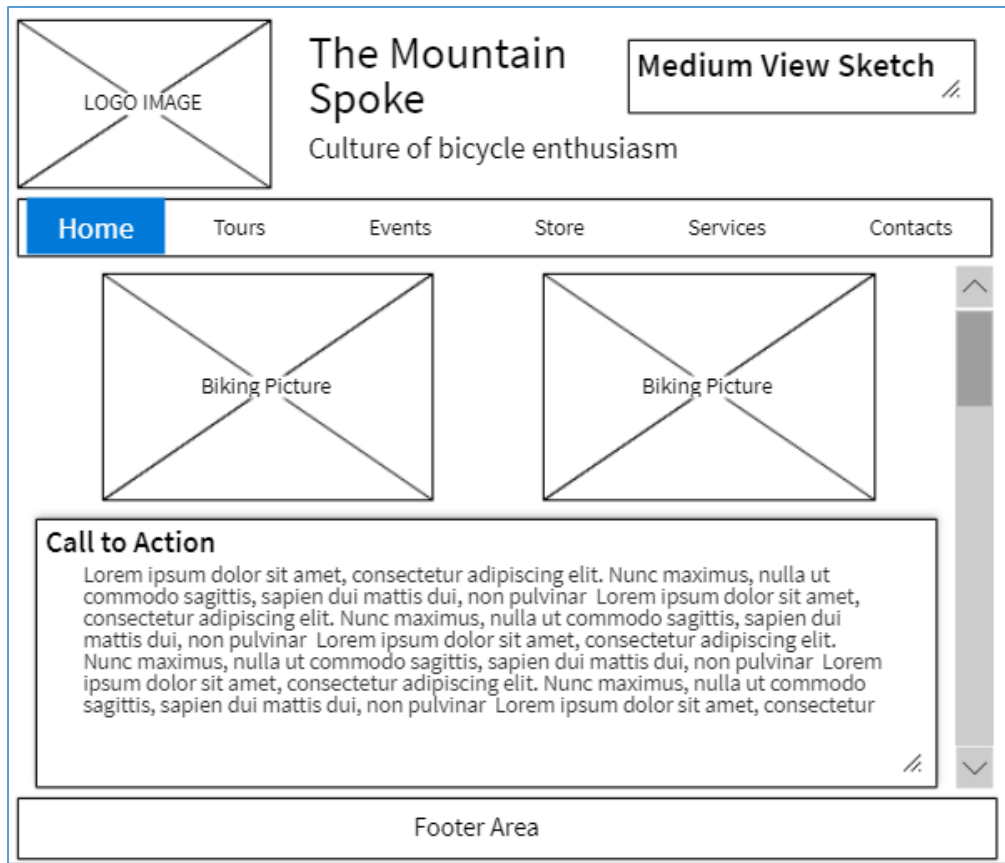
Logo text	#553585
Title Text	#001f6e
Motto, Box Template main, Headers Text	#16171b
Box Template Background	#e9e3d7
Navigation	#e12c00
Navigation Text	#16171b
Footer background	#e9e3d7
Footer text	#553585

Typography

Main font – Roboto Regular	Realigned equestrian
Title font – Roboto Medium	Realigned equestrian
Footer/motto font – Roboto Thin	Realigned equestrian

Wire-Frame Sketches





Small View Sketch

Menu button - opens access to additional menus that are otherwise not available in small view - Home, Storm Center, Gallery, etc.

