

# Website Planning Document

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## The Mountain Spoke

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### Site Purpose

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'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

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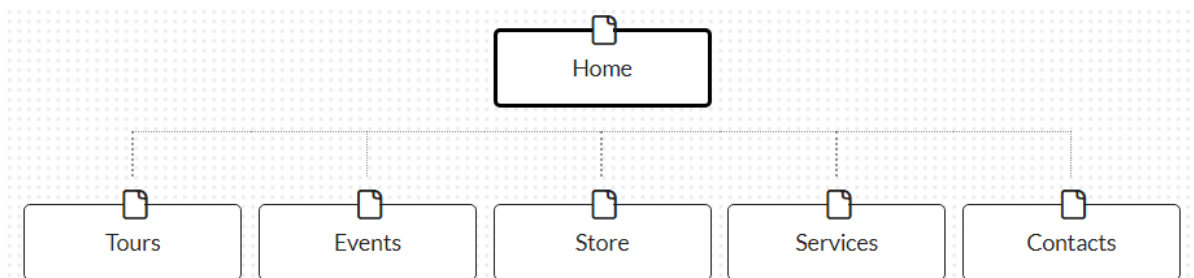
We created this website in order to provide service to the following Audience Groups:

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

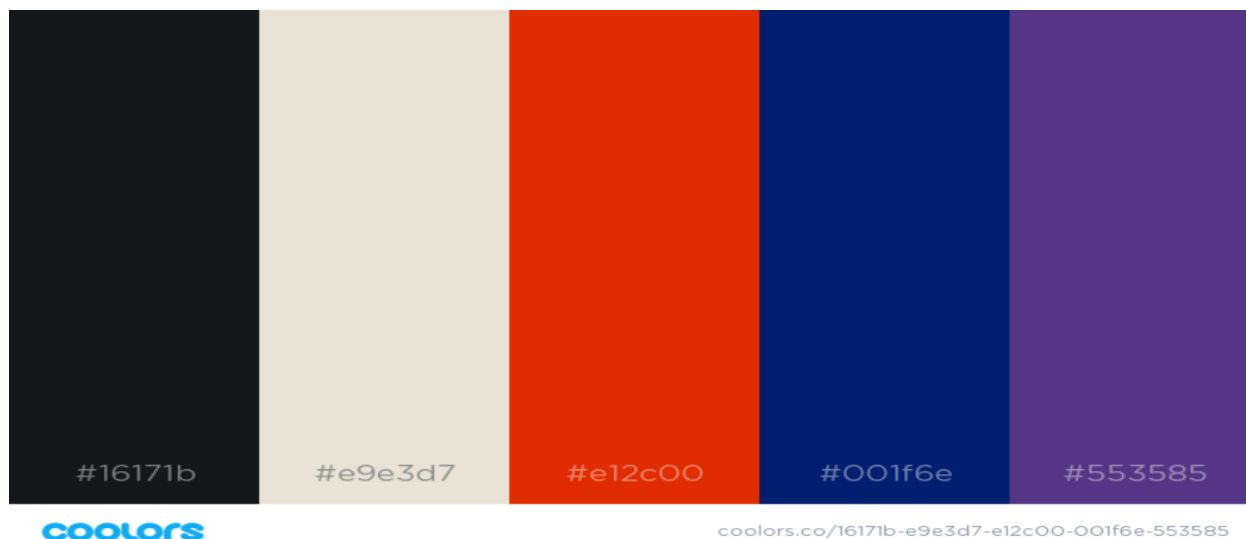
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(<https://writemaps.com>)

## Color Scheme

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<https://coolers.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

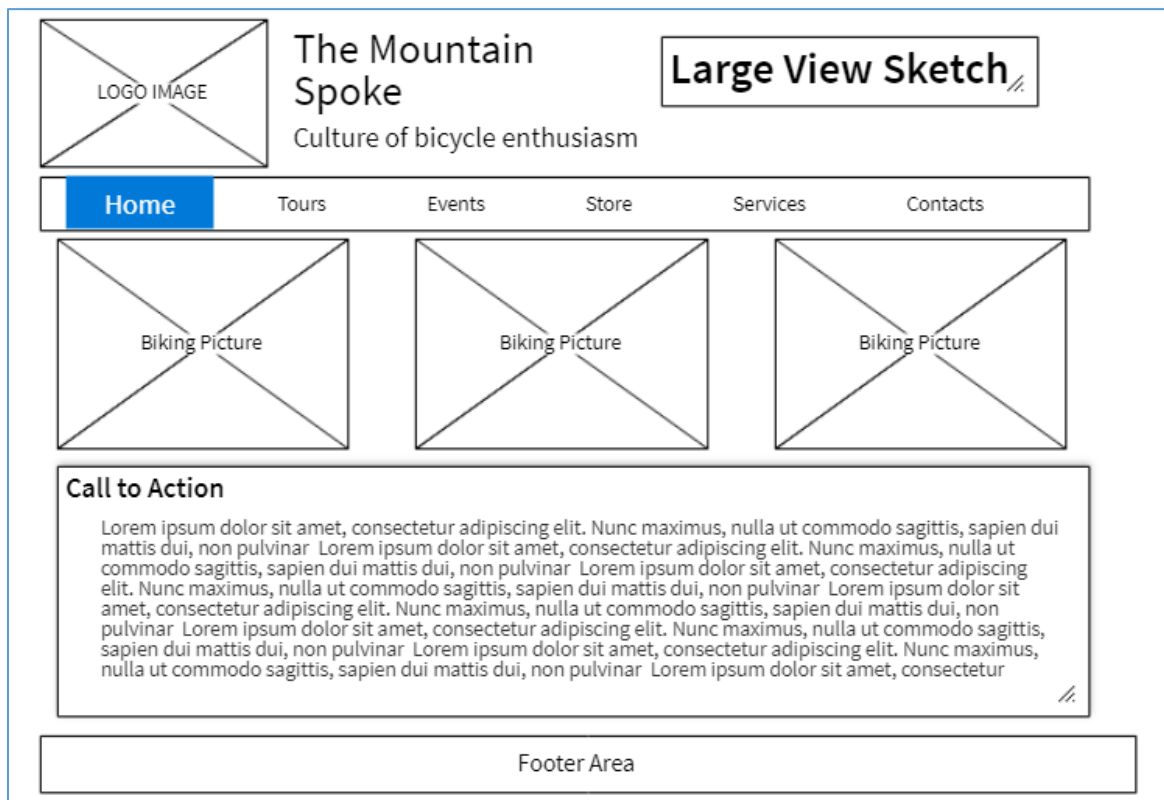
## Typography

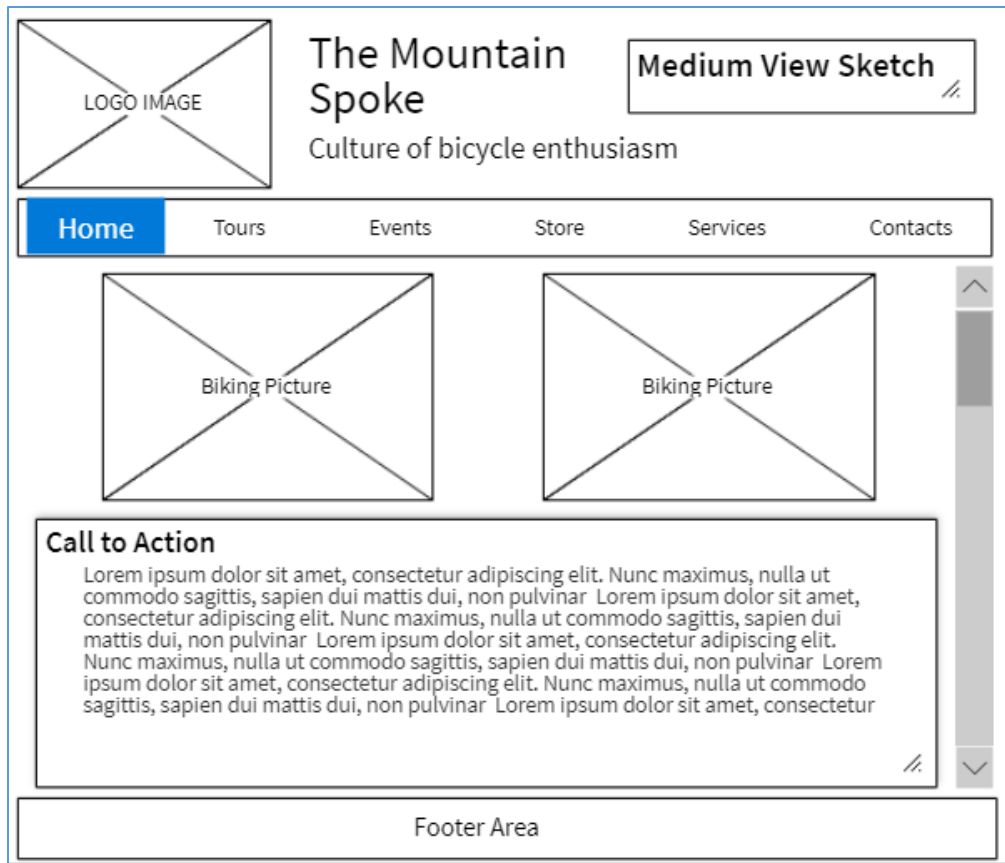
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<b>Main font –</b> Roboto Regular	Main font – Roboto Regular
<b>Title font –</b> Roboto Medium	Title font – Roboto Medium
<b>Footer/motto font –</b> Roboto Thin	Footer/motto font – Roboto Thin

## Wire-Frame Sketches

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### Small View Sketch

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

