



[ScootsRentals.com](https://scootsrentals.com)

# Site Planning Document



Home



Plan



Target Audience



Color Scheme



Typography

## Name and Image

- Domain Name:

[scootsrentals.com](https://scootsrentals.com)



- Logo:



## Description

Scoots Rentals provides a variety of vehicle rentals, from scooters to Jeep Wranglers, for rent from two locations on the island of Cozumel, Mexico. Rentals are available by the hour, half-day, day and week.



## Site Target Audience Document



### Target Audience

#### Island Stay Vacationers

- Families  
Avg. age: 36 Median income: \$47,000  
Education: 2 yrs college  
Family: married, 1 child  
Renting: Wranglers, 2 days.
- College Students  
Avg. age: 20 Median income: \$8,000  
Education: 2 yrs college  
Family: single Renting: scooters, half day.







### Target Audience

#### Cruise Visitors

- Couples  
Avg. age: 53 Median income: \$75,000  
Education: 4+ yrs college Family: married, 2 child Renting: scooters, half day.
- College Students  
Avg. age: 23 Median income: \$5,000  
Education: 2 yrs college  
Family: single renting: scooters, half day

### Scenarios

-  Island Stay Family  
A 30 year-old married couple with 3 elementary school is staying at a resort on sunset beach. They decide to rent a Jeep Wrangler for a day to take the children on a tour of the island.
-  Island Stay College Student  
A group of 6 college students is on the island for their spring break, staying at the Plaza del Oro resort. They decide to rent scooters as a group for 2 days.
-  Cruise Couple  
A married couple, 39 years old, is on a Norwegian cruise that stops in port for the day. They hire a single scooter to use to tour the island.
-  Cruise College Students  
A group of 12 college students is on a Carnival cruise and stops at Cozumel port for a single day. They rent scooters for the whole group, 12 in all.



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## Site Color Scheme Document

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### Elements and Colors

- Nav Bar - #F6D7B0
- Nav Active - #2191FB
- Nav Text - #FF7518
- Nav Hover - #fbceb1
- Nav Hover Text - #FF7518
- h1 - #FF7518
- h2 - black
- Body Text - black
- Article Back - #F6D7B0
- Body Back - white
- Footer Back - #F6D7B0
- Footer Text - #FF7518
- Header Back - #F6D7B0
- Header Text - #FF7518



### Color Palette



Palette URL: [Coolers Palette](https://Coolers Palette)





[ScootsRentals.com](https://ScootsRentals.com)

## Site Typography Document



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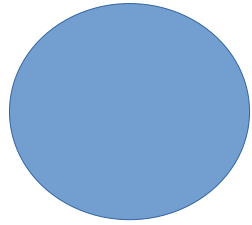
### Fonts

- Primary font: Varela Round
- Backup font: Montserrat
- 2nd Backup font: Proxima Nova
- Default font: sans-serif

phone / tab / desk

- h1 sizes: 0.90 / 1.50 / 2.0
- nav sizes: 0.95 / 1.00 / 1.1
- body sizes: 0.45 / 0.75 / 1.0

All font sizes in given in rem(s).



Nav Bar

Header

Weather  
Summary

Banner

paragraph

image

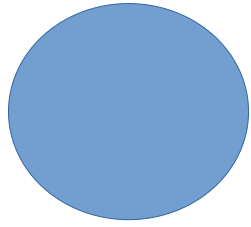
paragraph

image

paragraph

image

Footer



Nav Bar

Header

Weather  
Summary

Banner

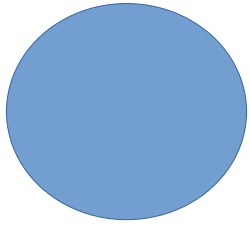
paragraph

image

paragraph

Rental Inventory List

Footer



Nav Bar

Header

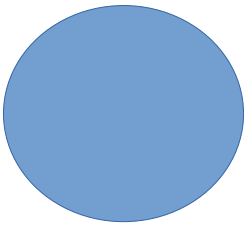
Weather  
Summary

Banner

Renter Information Form Field

Vehicle Information Form Field

Footer



Header

Weather  
Summary

Banner

Paragraph

image

Tour 1: Paragraph

image

image

Tour 2: Paragraph

image

Tour 3: Paragraph

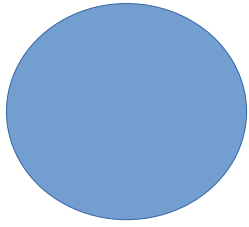
image

image

Tour 4: Paragraph

image





Nav Bar

Header

Weather  
Summary

Banner

Contact Box

Map Box

Message Box

Footer