

# Website Planning Document

## The Mountain Spoke

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- **Site purpose**

The sites purpose is to be another way for clients to access their stock of bicycle repair parts, promote their in-shop repair, and give info on their bicycle tours, and overall increase their businesses profits though enhancing these services with a fresh new easy to use website.

- **Target Audience**

Target audience is Male or Female young and middle aged athletic adults who don't have children or who's children are in their upper teens or older. Audience has an income of \$50,000+ a year and 2 to 4 years of college. Audience enjoys being outdoors, are free spirited and bicycle enthuses.

### Color Scheme



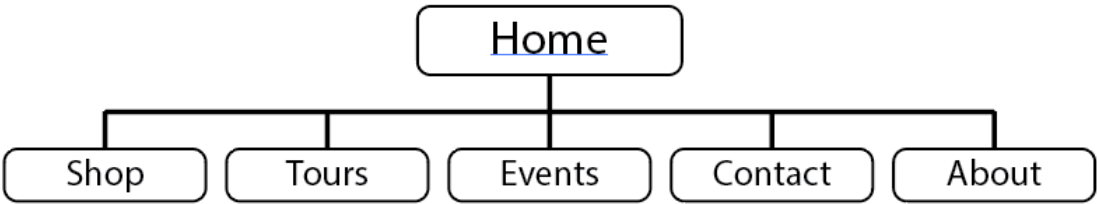
#617087

#6B9DB2

#C4CB23

#9C9DA2

Site Map



Typography

Site Header	Asar	48pt	#C4CB23	Sample
Primary Nav	Quicksand	18pt	#C4CB23	Sample
Footer	Quicksand	14pt	#617087	Sample
h1	Asar	36pt	#C4CB23	Sample
h2	Asar	28pt	#6B9DB2	Sample
h3	Asar	22pt	#6B9DB2	Sample
p	Quicksand	16pt	#617087	Sample

## Wireframes

