

Unit 5 project - Website brief

[Background](#)

[Page content](#)

[Site map](#)

[Sample contact us page](#)

[Sample About us page](#)

[Sample mockup](#)

[Mockup from Daniel](#)

[Feedback on mockup from Dave](#)

[Second draft mockup from Daniel](#)

Dave Sloan

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GA Circuits class

Background

Type of website: A boutique bike website.

Who will visit your site? Bike nerds. People who are passionate about bicycle craftsmanship.

Who are your competitors in similar industries?

<http://publicbikes.com/>

<http://www.thevanillaworkshop.com/>

<http://budnitzbicycles.com/>

What can make you and/or your product stand out against your competitors?

A super simple, clean website that highlights beautiful bikes.

How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

I would tell them a story of craftsmanship and tradition. I would ask them about their favorite bikes. I would tell them my story, ie how I love bikes and why.

What colors represent your restaurant/business?

Hm, I'm pretty flexible here. Should look modern.

In terms of brand, I would say high end, sleek modern, space age, but artisanal and crafty.

What images illustrate your message?

Can use this test site for 3 images of fancy bikes:

https://dash.generalassembly.ly/dave_sloan/build-your-own-business-website

Step 2: Identify Content

Page content


Site map

Site can have a navigation that links down into the page. **Or just scroll and no navigation.**

Sample contact us page

PUBLIC

OUR RETAIL STORES
PUBLIC DEALERS
CORPORATE & BUSINESS SALES

ABOUT | BLOG | PRESS | CONTACT 888-450-0123  Items: 0

PUBLIC Weekly Newsletter
news, offers, essays, and
more

Enter your email address

JOIN

BUY BIKES

BUY GEAR

BUY E-BIKES

FIND YOUR BIKE

ABOUT OUR BIKES

WE SHIP DIRECT

Search the store

SEARCH

Have a Question?

Call us at 1-888-450-0123 or try our **FAQs**

E-Commerce Customer Service Hours: Monday-Friday, 10am - 6pm PST. **CLOSED FRIDAY JULY 3.**
If you reach our voice mail, please leave a message and we will call you back by the next business day.


Email Us

We read every email but don't work 24 hours a day. We gotta ride too, ya know. Send us a message below and we'll get back to you as soon as we can.

Visit Us

Our PUBLIC retail **stores** in San Francisco, Oakland, Seattle and Portland are a great places to test ride, order our bikes and accessories and chat with us. We love that too.

Find a Dealer



Your first name

Your last name

Your email

Confirm email

Phone

Your wants
please select

Your message:

send it!

Sample About us page



FALLING IN LOVE

When I began creating my own bicycles, I hadn't owned a car in close to 16 years.

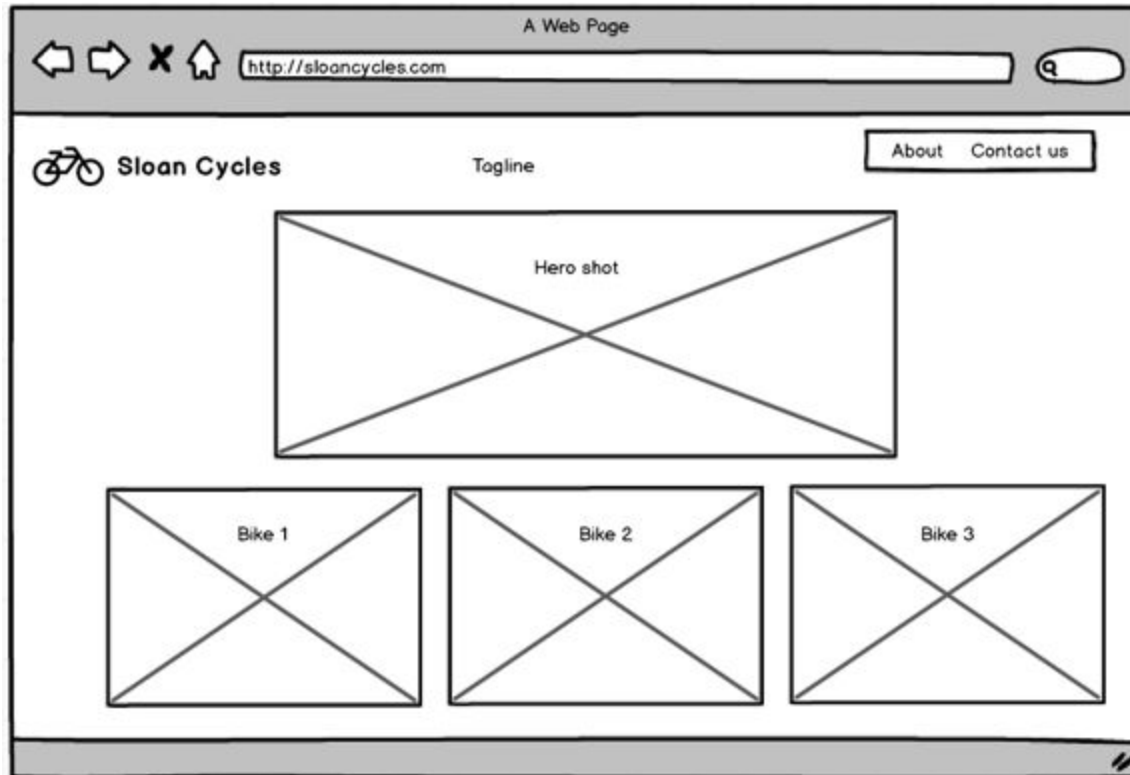
Budnitz Bicycles [Model No.3](#) grew out of the desire for a single, simple, perfect bicycle that I could ride every day of my life — whether crossing town for work, an adventure down a dirt path in the Vermont countryside, or just a bike that looked awesome rolling up to an art opening or performance I'd been invited to in New York City.

Yeah, I know — admitting that I want my bicycles to look good sounds superficial.

But after all, people drive cars and motorcycles simply because they're beautiful. I've been a lifetime fan of vintage Porsches and Alfa-Romeos. Why can't a bicycle look that good?

Sample mockup

(using Balsamiq)



Step 3: Create Mock-ups

Okay. Time to remove your client hat and put on your designer hat. Ready?

Review the document your partner has emailed you. Using lines and basic shapes, create mock-ups for their website. Remember to incorporate boxes for the nav, header, footer, and body.

Think about the meaning and utility of each page, and decide which design patterns will remain consistent across the site and which design patterns will change depending on page-specific content.

As you're creating mock-ups, make sure to keep the design principles we've learned in mind, such as focal point, hierarchy, balance, and grid-based layouts.

Step 4: Submission and Feedback

Email your partner the mock-ups you created for them. In the email, make sure to ask what they would like changed as well as the following questions:

Will the mock-up appeal to the site's visitors?

Are your products or services elevated in your website's hierarchy?

Would the page stand out against your competitor's pages?

Does the style represent your restaurant's / business's brand?

Steps 3 + 4: Completed by midnight within 5 days of beginning the assignment

Step 5: Update Mock-ups

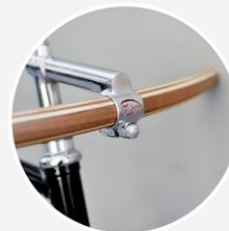
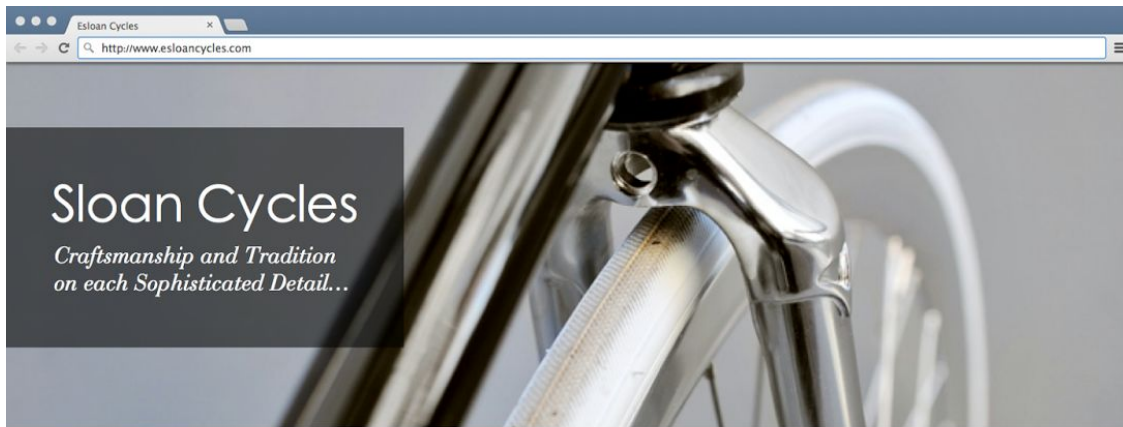
Once you've received your partner's general feedback and the answers to the questions listed above, make revisions to your original design of the mock-ups.

Step 6: Submission

Email your partner your revised version of the mock-ups for their site. Then, similar to the unit 2 project submission, create a folder in your local repository for this unit (title it "unit5"), add your mock-up files to the folder, sync your folder to Github, and share the URL when you submit your project.

Steps 5 + 6: Completed by midnight within 5 days of beginning the assignment

Mockup from Daniel



About Us

When I began creating my own bicycles, I hadn't owned a car in close to 16 years.

Sloan Cycles grew out of the desire for a single, simple, perfect bicycle that I could ride every day of my life — whether crossing town for work, an adventure down a dirt path in the Vermont countryside, or just a bike that looked awesome rolling up to an art opening or performance I'd been invited to in New York City.

Yeah, I know — admitting that I want my bicycles to look good sounds superficial.

But after all, people drive cars and motorcycles simply because they're beautiful. I've been a lifetime fan of vintage Porsches and Alfa-Romeos. Why can't a bicycle look that good?

Reality is that when something we own looks beautiful, and is very well made, we fall in love with it. It becomes part of us.

Have a Question?

Call us at 1-888-450-0123

Email us dsloan@sloancycles.com

Visit us at Sloan Cycles Store

Follow Us!



Feedback on mockup from Dave

Great mockup. I love the aesthetic.

A few comments

1) Font size. The About Us text is too small to read. Maybe larger?

Suggestion. Why don't we make About us an entire section (block element) and Contact us its own section below, ie another block element. That way we have more space for larger text size.

2) Font styling. How about some contrast text styles inline to spice up the copy a bit.

3) Call us and email us should be clickable in HTML.

4) Fine that there is no navigation / menu

Second draft mockup from Daniel