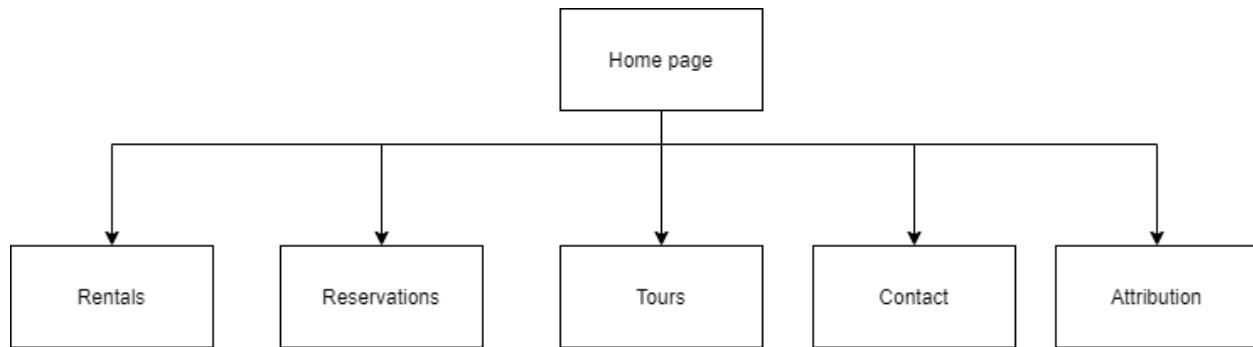


# Site Purpose

1. Caters to locals, walk-in-tourists, enthusiasts, and cruise-based touring groups and partnerships
2. Two location by cruise drop off/pick up locations
  - a. PLaya del Carmen-Cozumel Ferry dock in el Centro de Cozumel
  - b. Terminal Puerta Maya
3. Promote friendly and easy to rent services of motor scooters, jeeps, and side-by-sides ATVs
4. Overall goal
  - a. Promote rental services for those customers that like to do their homework before getting to the island
  - b. Provide information about the services, requirements, and rental process
5. Reflect
  - a. Fun and carefree attitude of the island
  - b. Ability to escape the touristy western part of the island by exploring the vast coasts and inlets on the southern and eastern shores

# Site Map



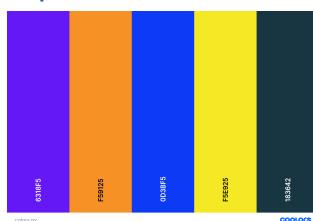
# Color Scheme

The hexadecimal colors I chose are

- #6318F5
- #F59125
- #0D3BF5
- #F5E925
- #00B2F5

Which can be accessed by this link

<https://coolors.co/6318f5-f59125-0d3bf5-f5e925-183642>



I tested those colors against black and white as well as each other and found several good color combinations for text colors.

Here are my list from best to worst (excluding black on white and vice versa)

1.	16.43	#F5E925	#000000	Any font size works
2.	8.89	#F59125	#000000	Any font size works
3.	8.62	#00B2F5	#000000	Any font size works
4.	7.07	#0D3BF5	#FFFFFF	Any font size works
5.	7.03	#6318F5	#FFFFFF	Any font size works
6.	5.58	#0D3BF5	#F5E925	Passes if 18 px, 15+px for bold
7.	5.54	#6318F5	#F5E925	Passes if 18 px, 15+px for bold
8.	3.02	#F59125	#0D3BF5	Passes if 18 px, 15+px for bold
9.	3.00	#6318F5	#F59125	Passes if 18 px, 15+px for bold

As you can see, five color combinations work well enough that it can be used any size for text. This enables me to not make it exclusive to one color that works with text unlike the previous project. Plus the colors I chose seem to fit well for the site's purpose.

## Typography

The two main fonts I decided to use together are Alegreya and Varela. I found that they work together well for the site's plan. Site Header, Primary Navigation, Heading 1-3 will use Alegreya while Footer Navigation and Paragraph will use Varela.

- 1. Alegreya
  - a. Site Header
  - b. Primary Navigation
  - c. Heading 1-3
- 2. Varela
  - a. Footer Navigation
  - b. Paragraph

## Alegreya, Varela

Quick fox jumped over the lazy dog. Alegreya

Quick fox jumped over the lazy dog. Alegreya

Quick fox jumped over the lazy dog. Alegreya

Quick fox jumped over the lazy dog. Varela

As you can see, Alegreya provides eye-catching attention while Varela remains easy to read for small words.

## Wireframes

I designed with a mobile approach first then gradually changed it until desktop view.



# Heading



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## Weather Alerts

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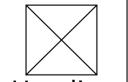
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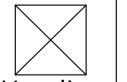
## Weather



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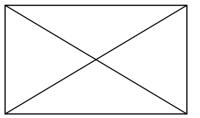
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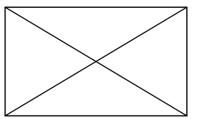
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## Rentals

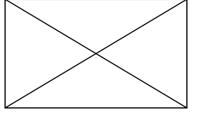
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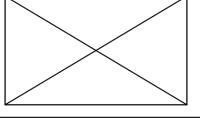
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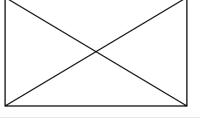
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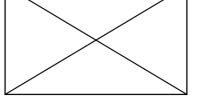
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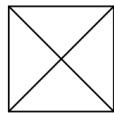


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## Weather Alerts

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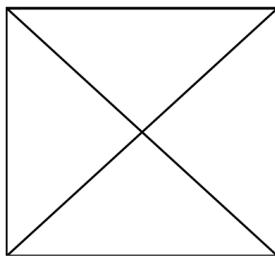
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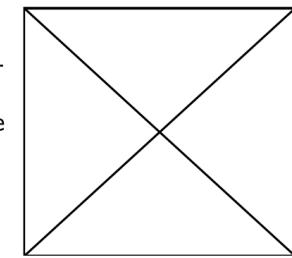
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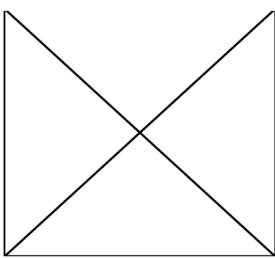
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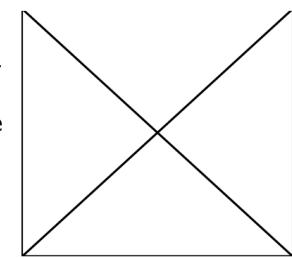
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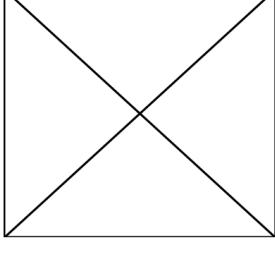
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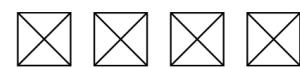
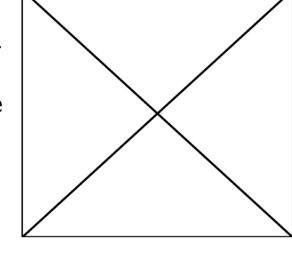
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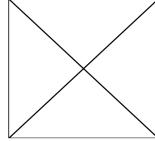
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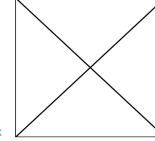
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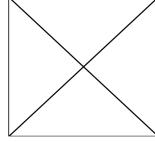
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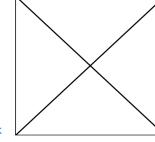
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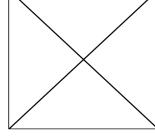
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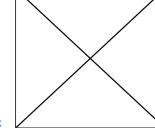
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## Target Audience

Kayden Bates



- Demographics
  - Single
  - 45 years old
  - American
- Goals and tasks
  - CIO of a IT "Move It" company
  - Works all the time

Isabel Allen



- Demographics
  - Single
  - 40 years old
  - American
- Goals and tasks
  - CEO of a small business
  - enthusiastic to have out of America experience

Scott Evans & Addisyn Evans



- Demographics
  - age: 30 & 32
  - parents of 3 children
  - Americans
- Goals and tasks
  - live better life
  - likes movies and outdoors



- Demographics
  - age: 70 & 75
  - Grandparents of 7 children and 42 grandchildren
  - Americans
- Goals and tasks
  - Loves watching sunsets
  - Takes excellent care of their house
  - Loves visiting their children and grandchildren