

Cozumel Scoots

Site Name

Website domain name will be cozumelscoots.com. Site name reflects the location and type of service, so it should be an easy to remember domain.

Site Purpose

The purpose of the website will be to present services available to potential customers, as well as provide information needed to contact us and reserve vehicles.

Site visitors will be able to find all information related to our services, meaning they should not need to consult other websites to understand our operations.

Target Audience

Target audience is described in the project description: Locals, tourists, enthusiasts, cruise-based touring groups. Targeting family groups and touring groups would result in more business, as these groups generally have larger numbers of people.

Personas

Franke Ocean

Occupation:

Tour Event Organizer

Demographic:

Late 30's, in charge of organizing memorable events for passengers of their employer: BIGGIE BOAT CRUISES.

How it will Benefit:

Franke knows that renting "exploration" vehicles generally results in extremely happy customers, as most people don't own scooters/atvs/jeeps so it's a memorable experience. Cozumel Scoots benefits from the large groups, and Franke is almost guaranteed that their whole group had a day to remember.

Alex Xander & Family

Occupation:

9-5 Desk Job

Demographic:

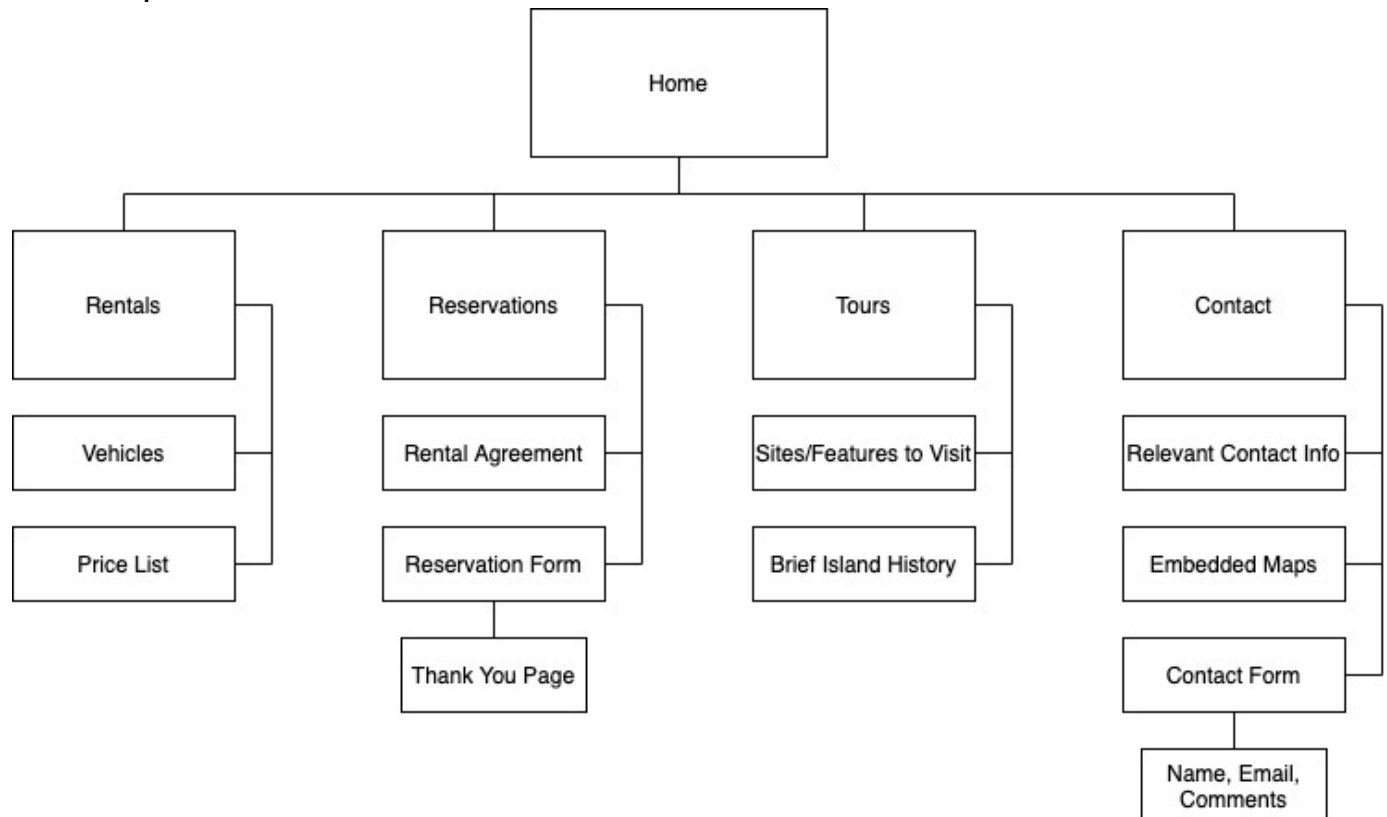
Parents ~35-40, 2 children ~12 and 14. Family on Spring Break, looking for family friendly attractions.

Cozumel Scoots

How it will Benefit:

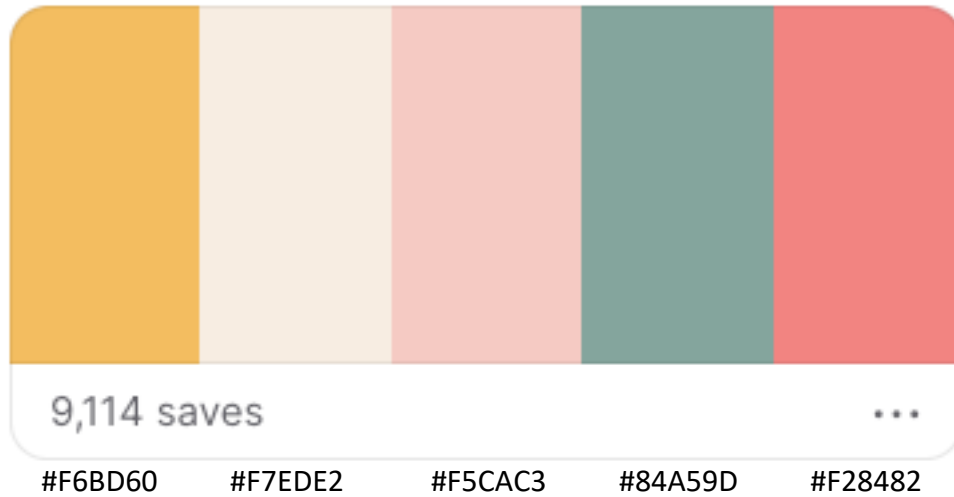
With the majority of his days spend behind a desk, Alex is looking for an adventure this spring break! But nothing too dangerous, as he wants something to do with the whole family. Scooters are the perfect middle ground, balancing a slight adrenaline boost with the safety of a scooter (very little power in engines, less likely to cause an accident). Cozumel Scoots will provide the family with memories of wind in their hair (or what's left of Alex's hair) as they scoot around the island with big smiles.

Site Map



Color Scheme

The following palette was found on [coolors.com](#). I chose this palette because the colors are bright and cheery, and I want an inviting, fun vibe for the website.



Typography

Paragraphs: `font-family: 'Actor', sans-serif;`

Headings: `font-family: 'Raleway', sans-serif;`

This is a Heading

This is a paragraph

Wireframes

Small

Logo

☰

COZUMEL SCOOTS

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Map

Contact Info

Footer

Medium

COZUMEL SCOOTS

Logo

Nav Bar

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Map

Contact Info

Footer

Large

COZUMEL SCOOTS

Logo

Nav Bar

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Map

Contact Info

Footer