# **Client Profile**

*Name: Vicious Cycles*

*Industry: Scooter Dealership*

*Products: Scooters and related parts*

*Services: Scooter maintenance*

*Mission statement. “Bringing quality options for enjoyable urban mobility”*

# **Brand**

*Brand differentiator and/or unique selling proposition:*

*Specializing in only the top two competitive scooters – Vespa and Piaggio*

*Brand mission, vision, values, and messaging:*

*To sell high-quality products and bring awareness to the utility of Moped style vehicles.*

# **Goals and Objectives**

* *Increase brand awareness*
* *Improve online presence with a mobile conscious responsive and accessible website*
* *Increase sales and potential customers*

# **Deliverables**

* *A high-quality responsive and accessible website that will generate revenue and interest.*

# **Competitors**

* *Team Powersports – Family-run business out of Garner, NC. Doesn’t specialize and sells more than just scooters/mopeds but has a very clean website with simple and easy-to-use navigation. The client can harp on sticking to only mopeds as what distinguishes them.*
* *Thrills on Wheels Scooters – Motor Scooter dealer in Princeton, NC. Appears to operate out of a home and does not seem like a professionally run business. The client would have the upper hand with a brick-and-mortar establishment.*
* *MotoMax – Used Motorcycle/Scooter dealership out of Raleigh, NC. Offers in-house financing and features an easy-to-use website. The business has a less personal feel and does not specialize in scooters.*

# **Target Audience**

*Male and Female customers, ages 16-60 (driving age)—particularly within the University age group (18-25). Customers will be predominantly students due to the proximity of the schools who value ease of mobility to the campus or throughout the urban area. Customers could also be environmentally conscious and want to help ease carbon emissions. Mobile-friendly website usage would be key for our younger audience as well as a social media presence.*

# **Web Design Requirements**

* *Sticky Top Navigation*
* *Mint/Aqua and Brown/tan (Vespa-themed colors)*
* *Fresh youthful look*
* *Social Media Integration*

# **List the Design Requirements and Specs**

* *Include e-mail newsletter.*

# **Additional Information**

# Contact information was provided for more follow-up. No additional information.

# **Schedule**

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| --- | --- |
| Deliverable | Deadline |
| Home page | 14 Days |
| Additional and Subcategory Pages | 30 Days |
| Testing | 50 Days |
| Launch | 60 Days |

# **Final Project Due:** November 21st