Criterium is a site made for cyclists who are interested most in the machine of the bicycle as opposed to other sites which spend more time celebrating the community the machine garners. The demographic is 20 – 30 year old males. They would be utilitarian and interested only in the things that are absolutely necessary for the information they need. This site is effectively tailored to this demographic as it features information that would be of most use to them. Criterium serves to be as useful and efficient as possible to allow its users to do exactly what it is they need. The wide combination of types of information, such as the shop, a dictionary, and a news source, allow for Criterium to serve as a one-stop-shop to satiate every general tool that a bicyclist could want. This site is designed to be informative to both experienced bicyclists, as well as contain information for new bicyclists.