

Valerie Christiansen

CIT 230:02

Sister Campbell

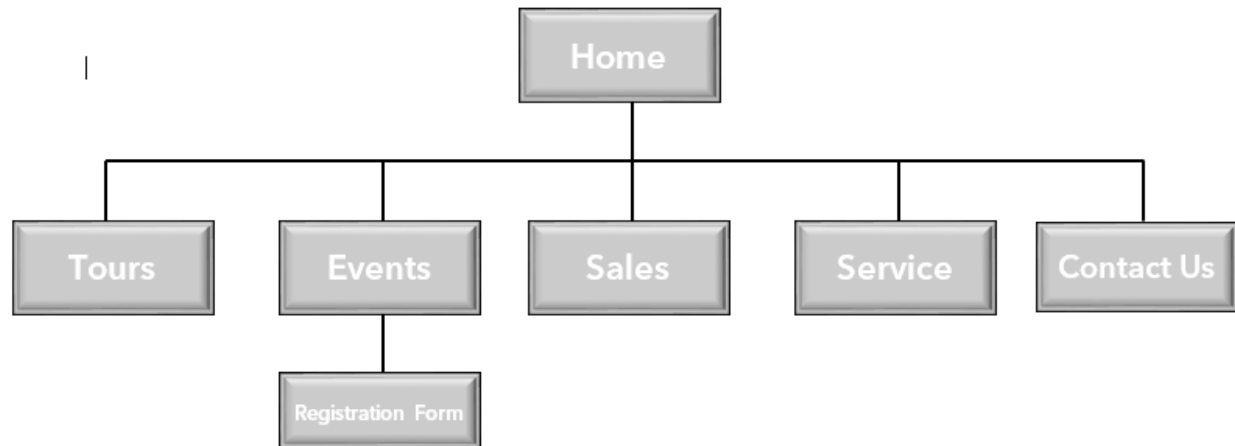
12 July 2018

## **Final: Website Planning Document**

**Site Purpose:** Draw customers through visual appeal, ease of use, and products and services offered. On the site customer will be able to check prices, view available services. They will be able to check tour dates, prices and times as well as register for tours and special events. Registration will be done through a digital form. In addition to gathering information customers will also be able to contact the company (leave a note).

**Target Audience:** Adults, ages 20 to 50, both male and female, varying levels of education, of varying incomes, interests include; outdoors, biking, mountains, trees, sun, fresh air.

**Site Map:**



## Color Scheme:

[Color Hex](#) » [Color Palettes](#) » *tyler pastel*






### tyler pastel Color Palette



 richhomiequynh

★ 0 Favorites    💬 0 Comments    [Login to add palette to your favorites.](#)


### Colors in Palette

Color	Hex	RGB
	<a href="#">#ffce00</a>	(255,206,0)
	<a href="#">#ffffff</a>	(255,255,255)
	<a href="#">#5eaaff</a>	(94,170,255)
	<a href="#">#9bc9aa</a>	(155,201,170)
	<a href="#">#aaaaaa</a>	(170,170,170)

[Facebook](#)
[Google+](#)
[Twitter](#)

## Typography:

## Headings: Merriweather (Serif)

Merriweather 

EMBED

CUSTOMIZE

Load Time: Fast

### Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

STANDARD @IMPORT

```
<link href="https://fonts.googleapis.com/css?family=Merriweather:700"
rel="stylesheet">
```

### Specify in CSS

Use the following CSS rules to specify these families:

```
font-family: 'Merriweather', serif;
```

For examples of how fonts can be added to webpages, see the [getting started guide](#).

## Merriweather

Sorkin Type (8 styles)

Sentence

Regular ...

40px

The spectacle  
before us was  
indeed sublime.

## Paragraphs & Credits: Montserrat (Sans Serif)

### Montserrat

Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral,  
Jacques Le Bailly (18 styles)

Sentence


Regular ...

38px

It was going to be  
a lonely trip back.

APPLY TO ALL FONTS SEE SPECIMEN

Your Selection [Clear All](#)

Montserrat 

EMBED

CUSTOMIZE

Load Time: Fast

### Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

STANDARD @IMPORT

```
<link href="https://fonts.googleapis.com/css?family=Montserrat" rel="s
tylesheet">
```

### Specify in CSS

Use the following CSS rules to specify these families:

```
font-family: 'Montserrat', sans-serif;
```

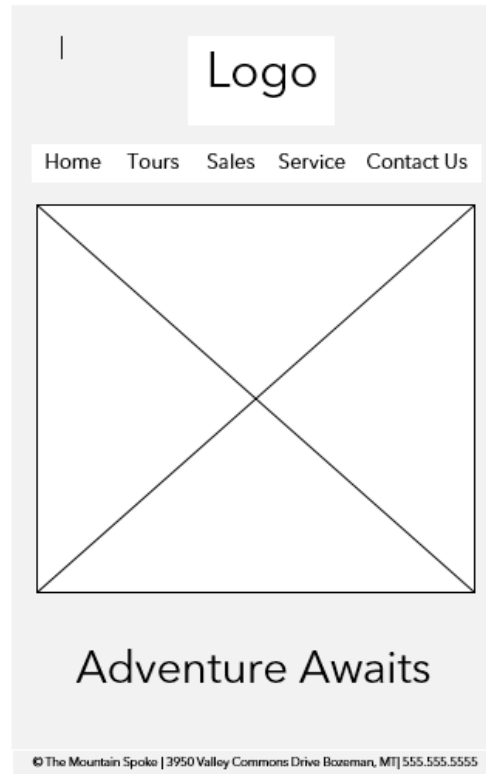
For examples of how fonts can be added to webpages, see the [getting started guide](#).

**Wire Frame Sketches:** Note: The length of the given page depends on the number of "story" sections that are on each page.

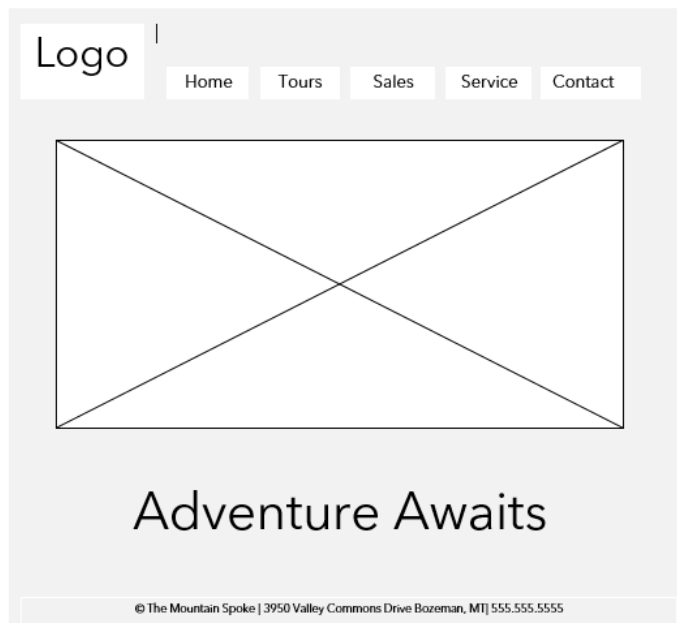
Home Pages Wire Frame, Small



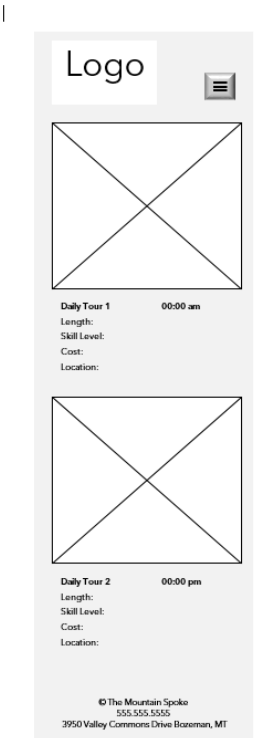
Home Pages Wire Frame, Medium



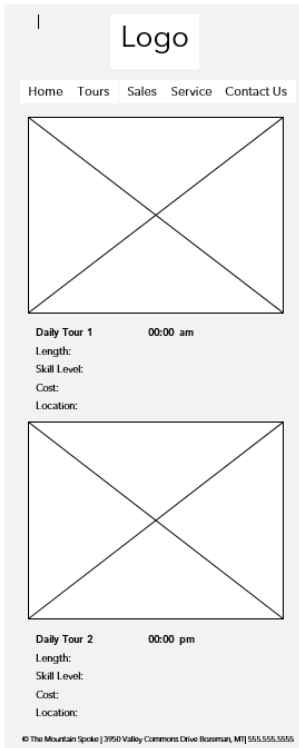
Home Page Wire Frame, large



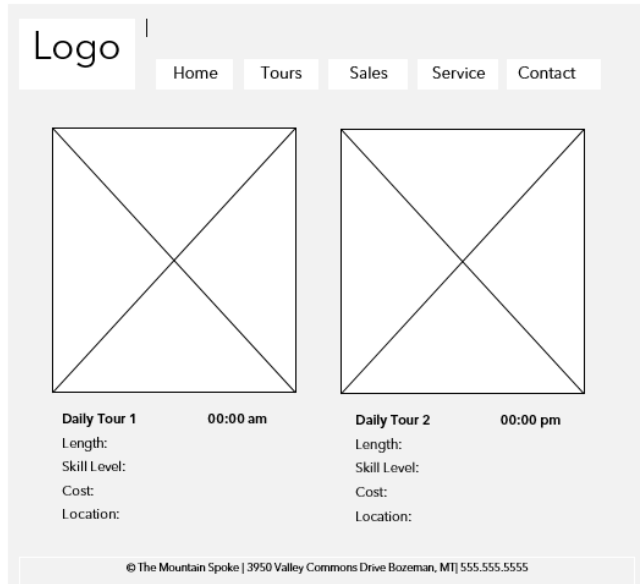
Tour Page Wire Frame, Small



Tour Page Wire Frame, Medium



Tours & Events Pages Wire Frame, Large



## Sales Pages Wire Frame

Sales Page Wire Frame, Small

Logo

Bike  
Specks  
\$\$\$\$

Bike  
Specks  
\$\$\$\$

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3950 Valley Commons Drive Bozeman, MT

Sales Pages Wire Frame, Medium

Logo

Home Tours Sales Service Contact Us

Bike  
Specks  
\$\$\$\$

Bike  
Specks  
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Specks  
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Home Tours Sales Service Contact

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Specks  
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Contact Pages Wire Frame, Small

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