

Website Planning Document

The Mountain Spoke

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Site Purpose

The Mountain Spoke website is retail store located in Bozeman, Montana that aims to have an online presence and provide a new experience to our bicycle enthusiasts. The website is to reflect the passion and culture of our clients and provide them with information of new bicycle products, accurate cost of service repair, parts and tour trips that are available in our region. The purpose is to have clear and accessible information on our site without having to call the company for prices and clarification. The site is to be accessible and responsive in small, medium and large screen views. Our goal is to have an easy user experience so our clients can easily maneuver through the website in minimal clicks upon going on the home page.

Target Audience

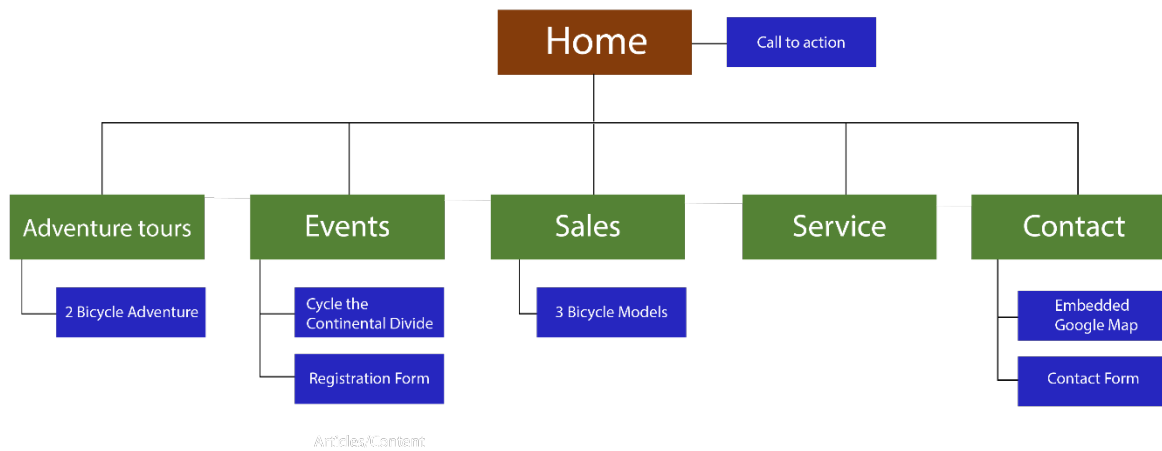
The target audience ages range from 18 to 50. These individuals are working class that know the importance of recreation. After the age of 28 they are established in their careers and are able to set time aside to devote to their passion of cycling either it be for leisure, exercise or touring. This group of individuals can be divided into 3 sections leisure, advanced and professional.

For the people that cycle for leisure, they would be the ones most inclined to use the service repair program. This category would include families as well. Cyclists that go out for leisure want to take their families along to enjoy the outdoors together. They have small children that are hard on their bikes resulting in constant repairs for the tires and brakes. They would be interested in safety for their children especially products like helmets and reflectors.

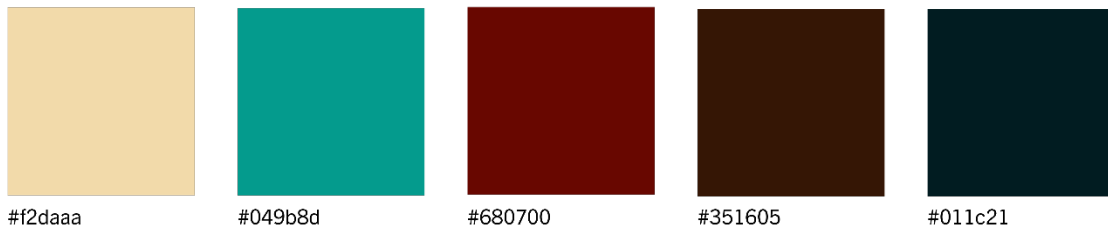
The more advanced group has a basic knowledge of how to change their own bike tires and do simple maintenance on their bikes. They would use bike shops to do annual tune-ups for their bikes for safety concerns. This group has been cycling for a while and have the means to upgrade their bikes if needed. They are concerned for their health and have a very active lifestyle.

The professional group leads a very active life style and are very time conscious of their training between events. These individuals still work but take every opportunity to train. They bike to and from work and have top of line bicycles and gear. These individuals will get up early on the weekends to train in the mountain passes and long stretch of valleys. They go multiple miles a day. This group plans out their year and adjust their schedules to the events they want to participate in.

Site Map



Color Scheme



The header that contains the social icons and contact info, a:hover: #351605

Header and footer text-color, main background-color: #f2daaa

Call to action buttons, submit buttons, nav a:link current page: #049b8d

Container holding the nav icons and logo: #f2daaa

Nav links, h1, h2, h3: #680700

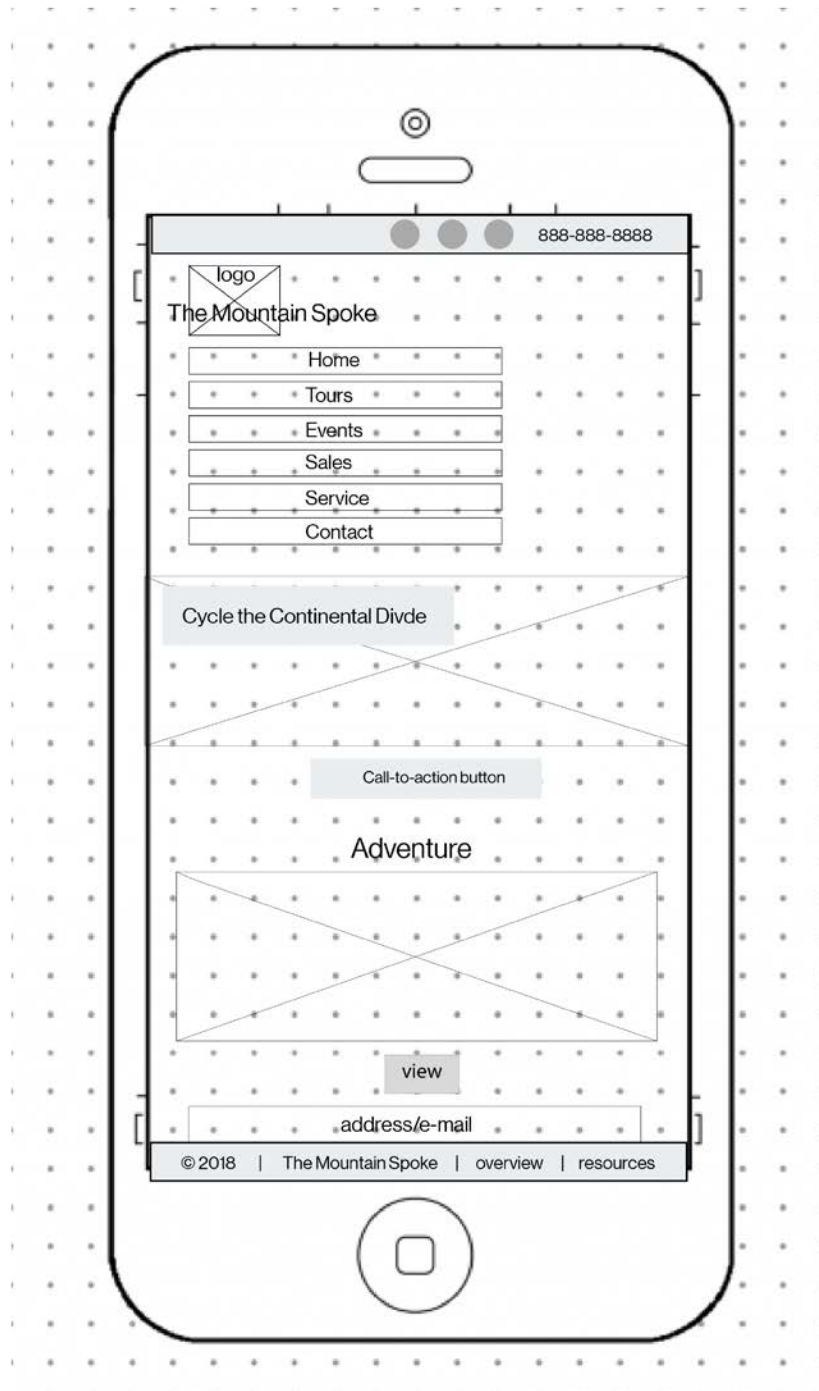
Body copy font-color: #011c21

Typography

Site Header	Kadwa OR slab serif	40px	#6a8b92	Sample
Primary Navigation	Source Sans Pro OR sans serif	30px	#efede6	Sample
Footer Navigation	Source Sans Pro OR sans serif	16px	#efede6	Sample
Heading 1 (h1)	Kadwa OR slab serif	30px	#680700	Sample
Heading 2 (h2)	Kadwa OR slab serif	25px	#680700	Sample
Heading 3 (h3)	Kadwa OR slab serif	20px	#680700	Sample
Paragraph Text (p)	Source Sans Pro OR sans serif	16px	#011c21	Sample

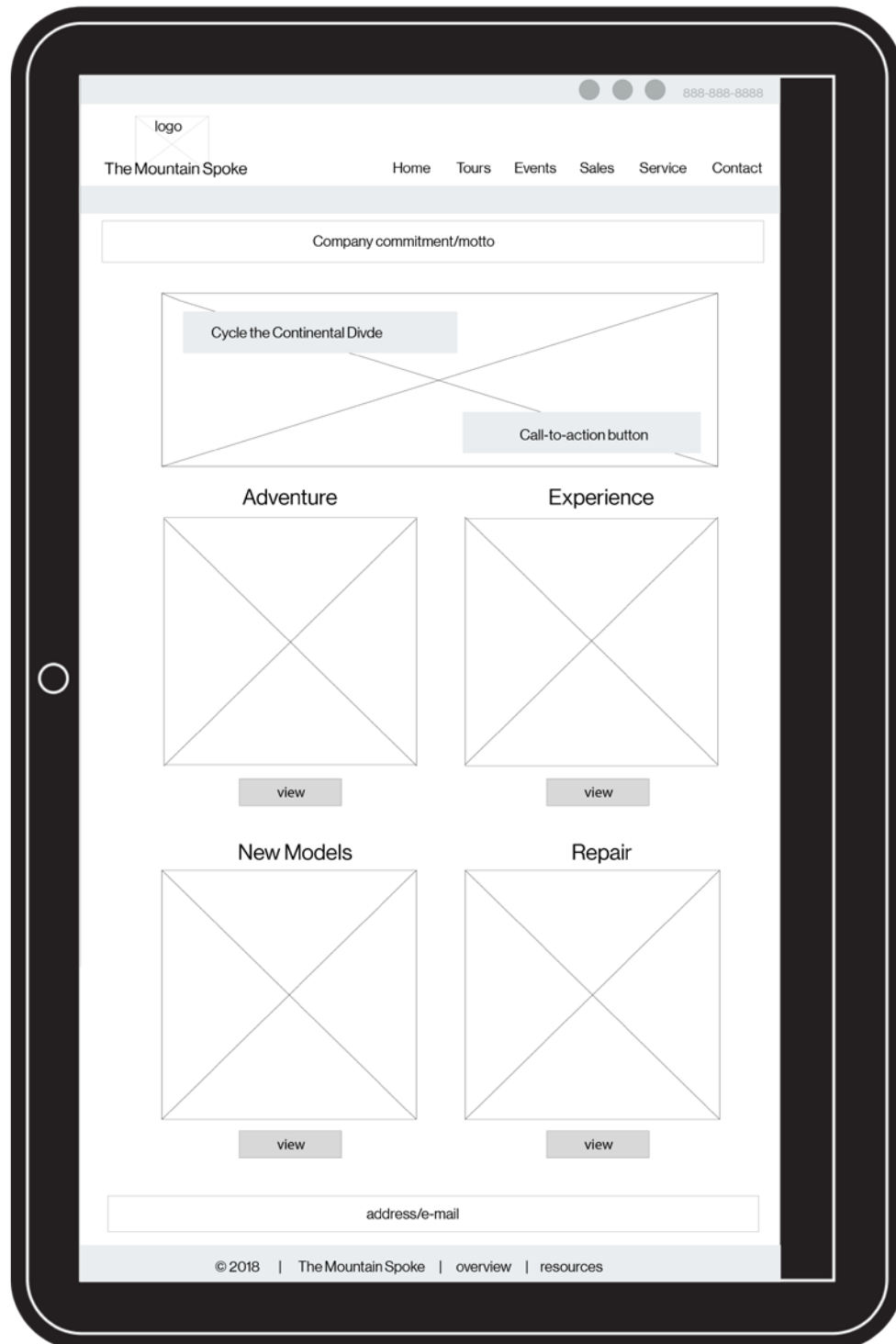
Wire-Frame Sketches

Small screen view



Medium screen view -

Android tablet (large) – (800 pixels wide X 1280 pixels tall): Example – *Samsung Galaxy Tab 2 10"*



Large screen view

Browser Window – (1024 pixels wide X 1200 pixels tall) *For typical desktop or laptop browsers*

