



MOUNTAIN SPOKE
MOUNTAIN BIKING ADVENTURES
Site Plan

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CIT 230 - 09
BYU-IDAHO

OVERVIEW

Site Purpose

The Mountain Spoke is a fictitious, retail store and shop located in Bozeman, Montana specializing in bicycles, bicycle parts, bicycle repair, and tours. The owner-operated company caters to bicycle enthusiasts in that region. In addition, the company also sponsors and organizes tours in the area to serious bicyclists from around the world. The goal is to provide a fresh new website experience for their clients and potential clients that reflects their culture of bicycle enthusiasm with products, repair service, parts, and tour trips.

Target Audience

Who: The site is targeted towards active individuals who enjoy the outdoors and who are interested in moderate to extreme physical challenges. Most of the customers will be at least somewhat experienced cyclist but a second group will have less experience. The site will offer tours and bicycles for both groups. The more experienced group have interest in the services provided to them.

Age: Men and women between the ages of 20 and 60 years of age.

Income: Customers are in a higher income range of \$80,000+ annual income.

Technology: Technology is important for this group and the use of advanced technology is common. The site should be intuitive for all users but have a modern feel.

Motivation: The outdoors is the main motivation for these clients. Customers are interested in finding adventure outside city-life.

Persona



Brent

Brent is 60 year-old college professor and is a cycling enthusiast. He is on his bike almost daily but is looking for a new riding experience away from his usual scenery. He has a lot of experience repairing his own bike but sometimes needs parts and expert help. When cycling in a new area, he is interested in having detailed information regarding the area and its trails.

Erica

Erica is a 24 year-old graphic designer from Germany. She loves cycling but doesn't have as much time for it as she would like. She is somewhat experienced, but is interested in the tours that are offered to guide her. She needs help choosing a bike and is interested in the selection and expert help in the store.

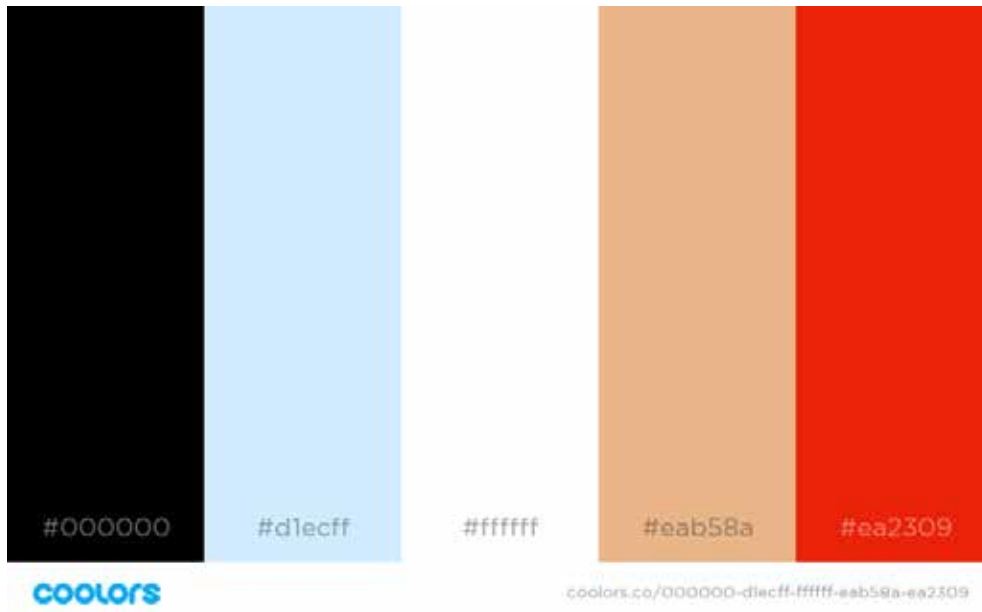


STYLE GUIDE

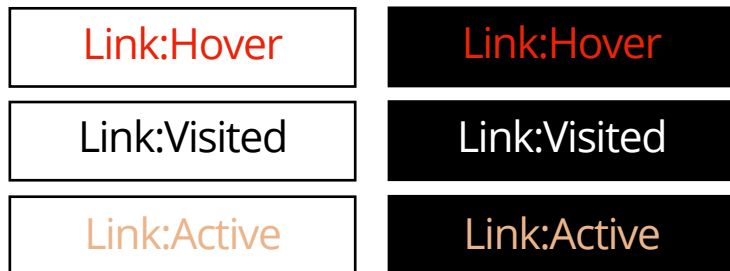
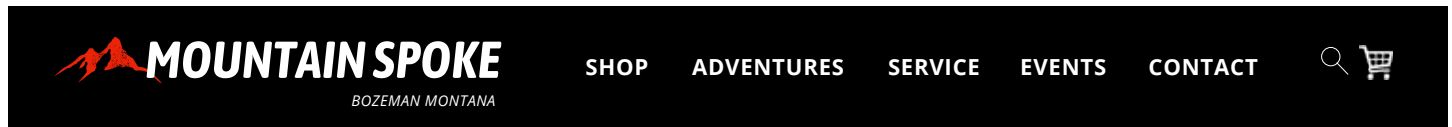
Logo Considerations



Color Palette

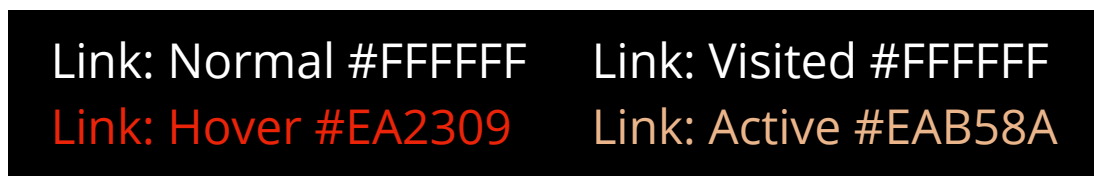


Main Navigation



Colors are a bold, exciting red contrasted with black, a natural tan and an open sky blue. They were chosen to reflect the exciting nature of mountain biking with the open, natural feel of the Montana mountains.

HTML Elements



TYPOGRAPHY

Heading Typeface

font-family: Asap Condensed', sans-serif;;

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abcdefghijklmnopqrstuvwxyz

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Sample Heading

Body Copy Typeface

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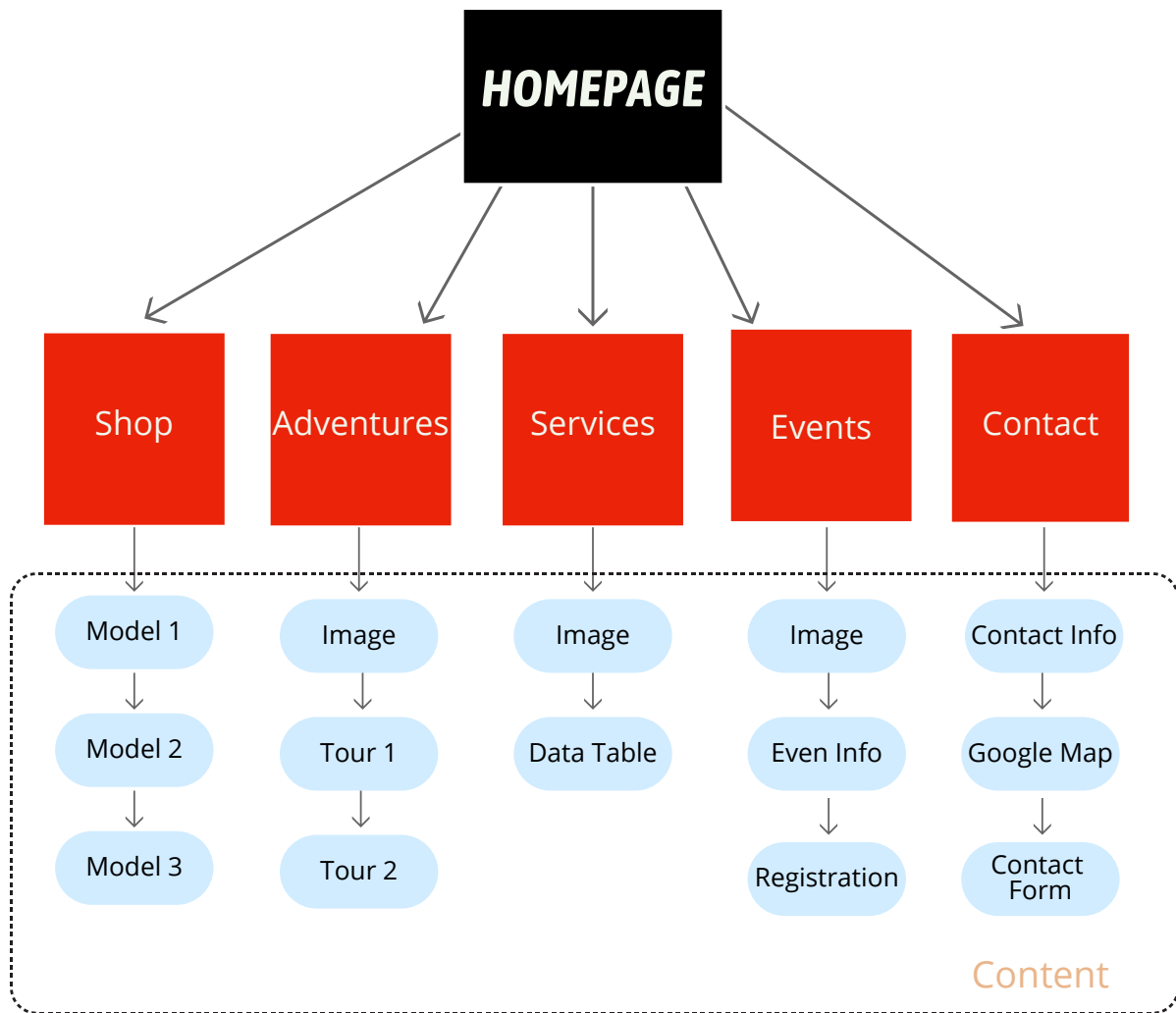
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Style-sheet

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LAYOUT

Site Map



WIRE-FRAMES

Large Screen View



**START YOUR
ADVENTURE**

PLAN

SHOP

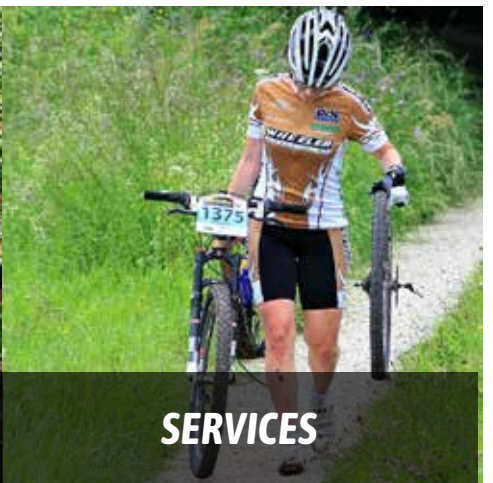
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ADVENTURES



EVENTS



SERVICES



WHAT OUR CUSTOMERS ARE SAYING

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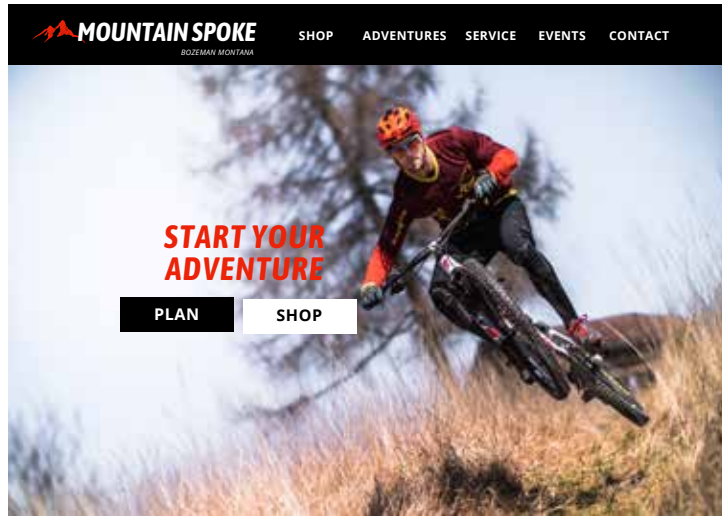
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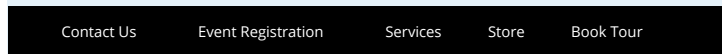
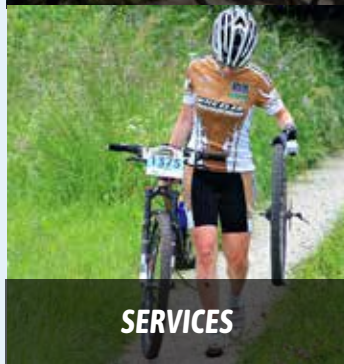
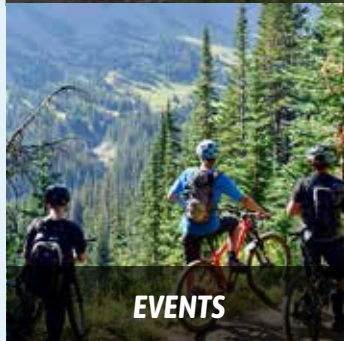
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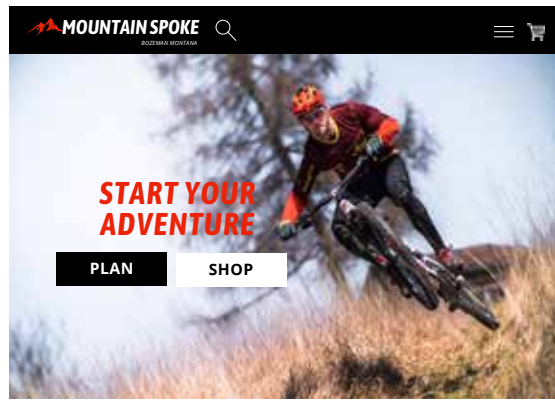
Medium Screen View



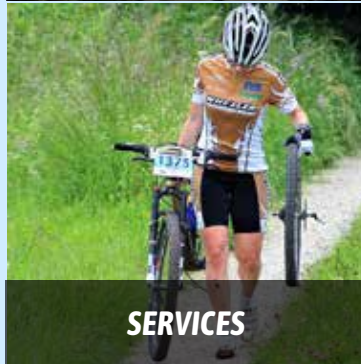
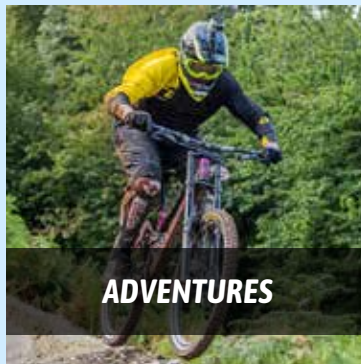
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Small Screen View



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