



the mountain spoke

adventure awaits!

#878791

#7996b4

#4f4d38

#d5afbc

#3f4c57

Maria Zubía

CIT 230:03

Overview

Site purpose

The main purpose of the website is help customers find information about bike tours, events, and services.

The most important goal of the website is to help all bike aficionados find tours and events tailored to their needs. At The Mountain Spoke we know adventure is for everyone. We help our customers find the tour of a life time. It could be from a weekend biking through the Grand Canyon to a week of bike-tourism in New York City. Because not everyone's idea of a good biking tour is the same!

Target audience

Who: The target audience are mainly people who like to bike and are looking for biking related tours and events in nature and in the city.

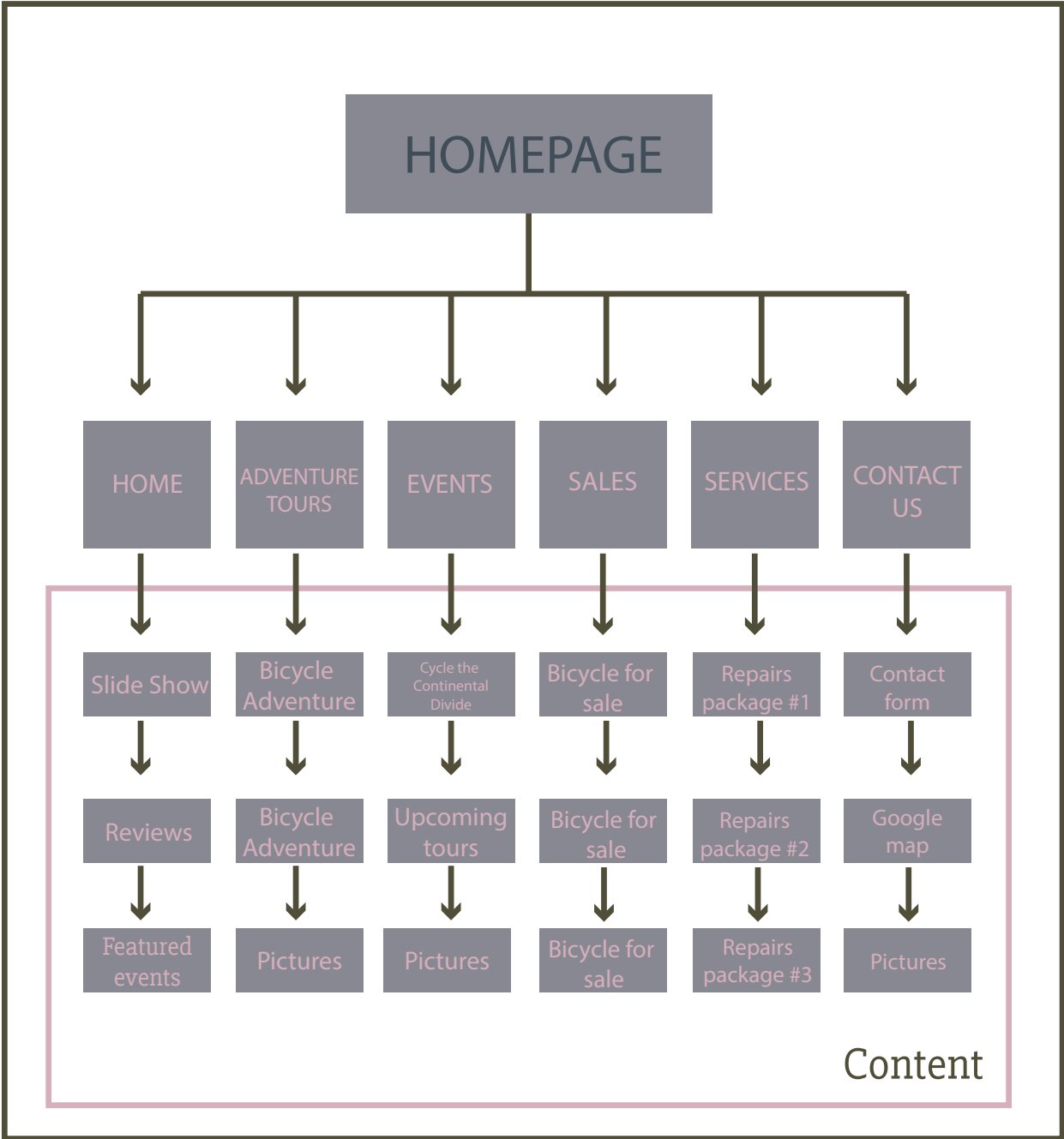
Age: The site will be directed everyone who can ride a bike as we will have tours that can accommodate any range and expertise level.

Income: Since there are various repair packages, bicycles for sale, and tour dates and prices, the site will appeal to customers from all socioeconomic levels.

Technology: The website will be simple as to avoid wasting time and will also be easily accessible on their mobile devices. It will have links to different services we offer and provide descriptions of our services.

Motivation: The users of the website are people who enjoy biking so they will be looking for opportunities to go on tours or participate in events. The thrill of exploring new trails or even discovering new touristic places around a city will attract customers from all over the country.

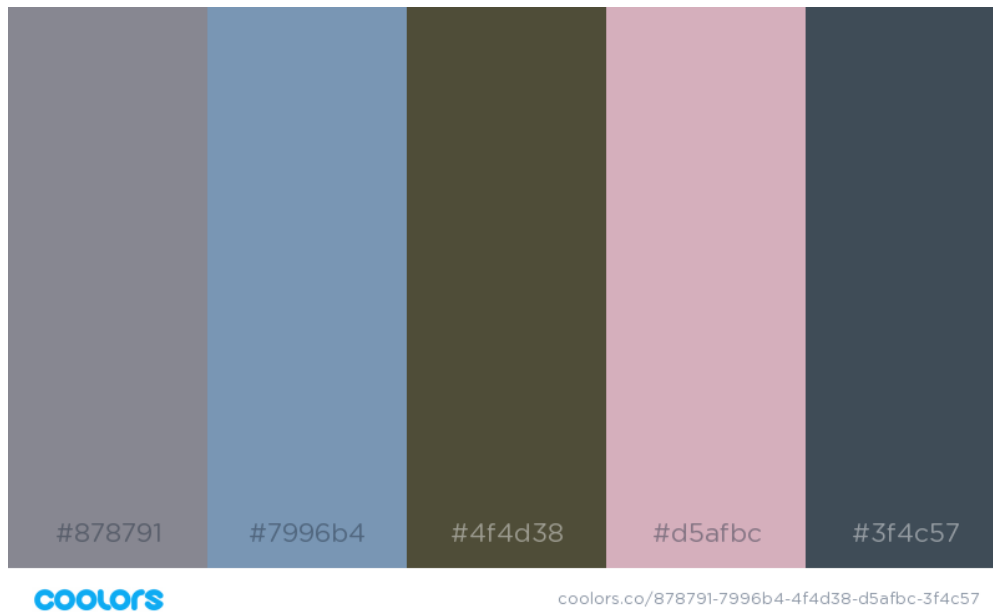
Layout



Site Map

Style Guide

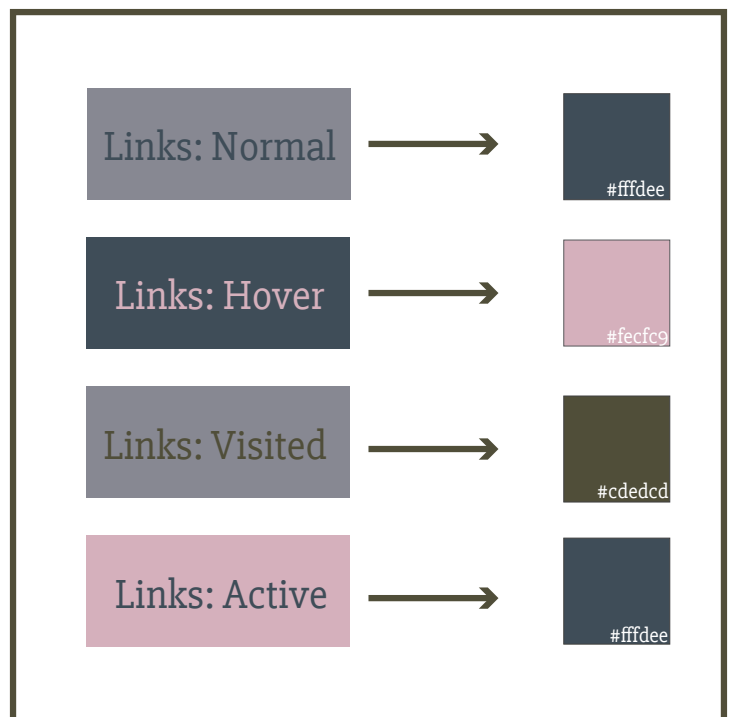
Color Pallet



Main Navigation



HTML Elements



Typography

Heading Typeface

Font-family: Lora, serif

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Body Typeface

Font-family: PT Sans Narrow, sans-serif


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Stylesheet


<link href="https://fonts.googleapis.com/css?family=Lora|PT+Sans+Narrow" rel="stylesheet">

Wire-Frames


Small screen view

Logo	The Mountain Spoke Adventure awaits!
Home	
Adventure Tours	
Events	
Sales	
Services	
Contact Us	
<p>Welcome (about us)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut</p> <p>Sign up for our newsletter and receive a 10% discount on your first bike alignment</p> <p>Get Discount!</p>	
Slide show	
Reviews	
	
<p>The Mountain Spoke 3950 Valley Commons Drive Bozeman, MT 59715 (895) 452 8566 contact@theurl.com</p>	
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Medium screen view

Logo	<h1>The Mountain Spoke</h1> <p>Adventure awaits!</p>
<p>Home Adventure Tours Events Sales Services Contact Us</p>	
<p>Welcome/about us Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut</p> <p>Sign up for our newsletter and receive a 10% discount on your first bike alignment</p> <p>Get Discount!</p>	
Slideshow	Reviews
	
<p>The Mountain Spoke 3950 Valley Commons Drive Bozeman, MT 59715 (895) 452 8566 contact@theurl.com</p>	
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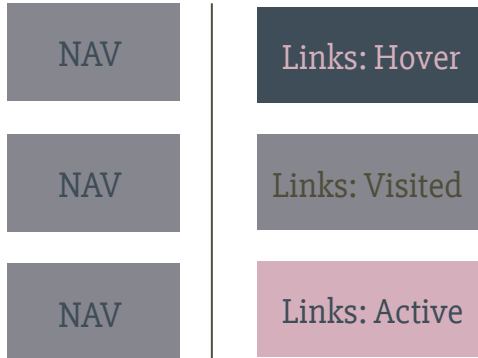
Large screen view

Logo	<h1>The Mountain Spoke</h1> <p>Adventure awaits!</p>
<p>Home Adventure Tours Events Sales Services Contact Us</p>	
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Slideshow	Reviews
<p>Featured event (recap) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut</p>	
	
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I revised the colors and used a darker blue. I also changed the gray to a lighter color.

BLUE: #3f4c57

GRAY: #85858e



I chose a more subtle color pallet, because I want the website to be directed to anyone who may have an interest in biking and also to support the idea that not all tours will be done in a nature setting. I think the colors I chose can be found anywhere: a landscape or a city scape.

