TYPOGRAPHY

QUICKSAND – Bold
HEADINGS – all caps

QUICKSAND
Sub—Headings

Droid Serif
Body copy

COLORS

My approach to color here is a simple analogous one, though the majority of the visuals are photos of maountain scenes with green and earth tones with blue skies. Because of the emphasis on photography, the color on the website is limited to headings and accents in either the purple or maroon analogous tones. The exception is the "Add to Cart" button that is in a neon green for visibility on the product pages.

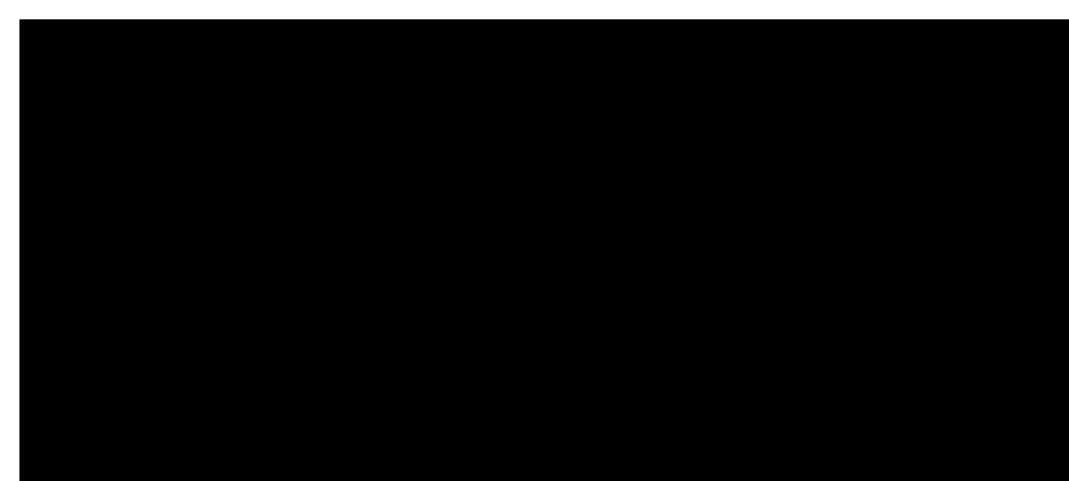# COLORS

RGB {55,13,163}

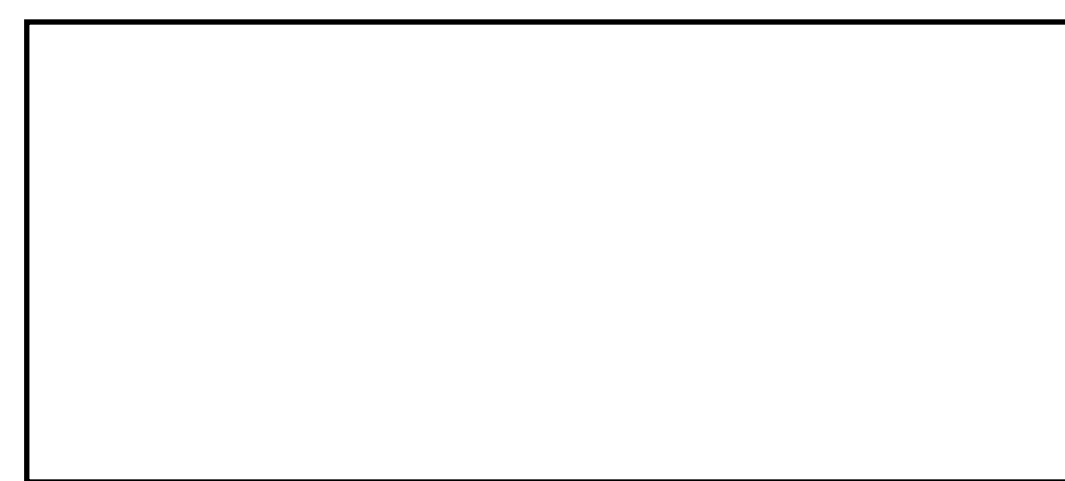HEX #370da3

RGB {213,213,213}

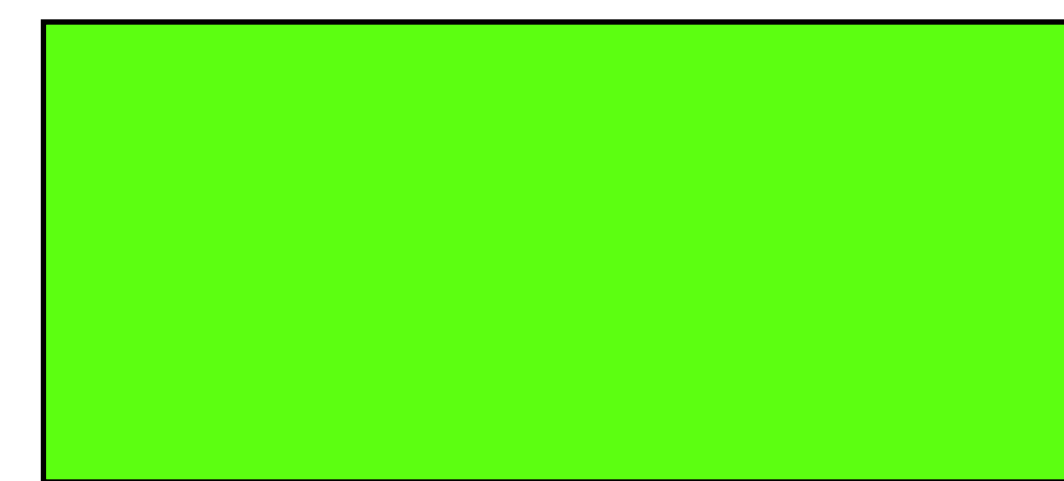HEX #d5d5d5

RGB {145,12,12}

HEX #910c0c

RGB {0,0,0}

HEX #000000

RGB {255,255,255}

HEX #ffffff
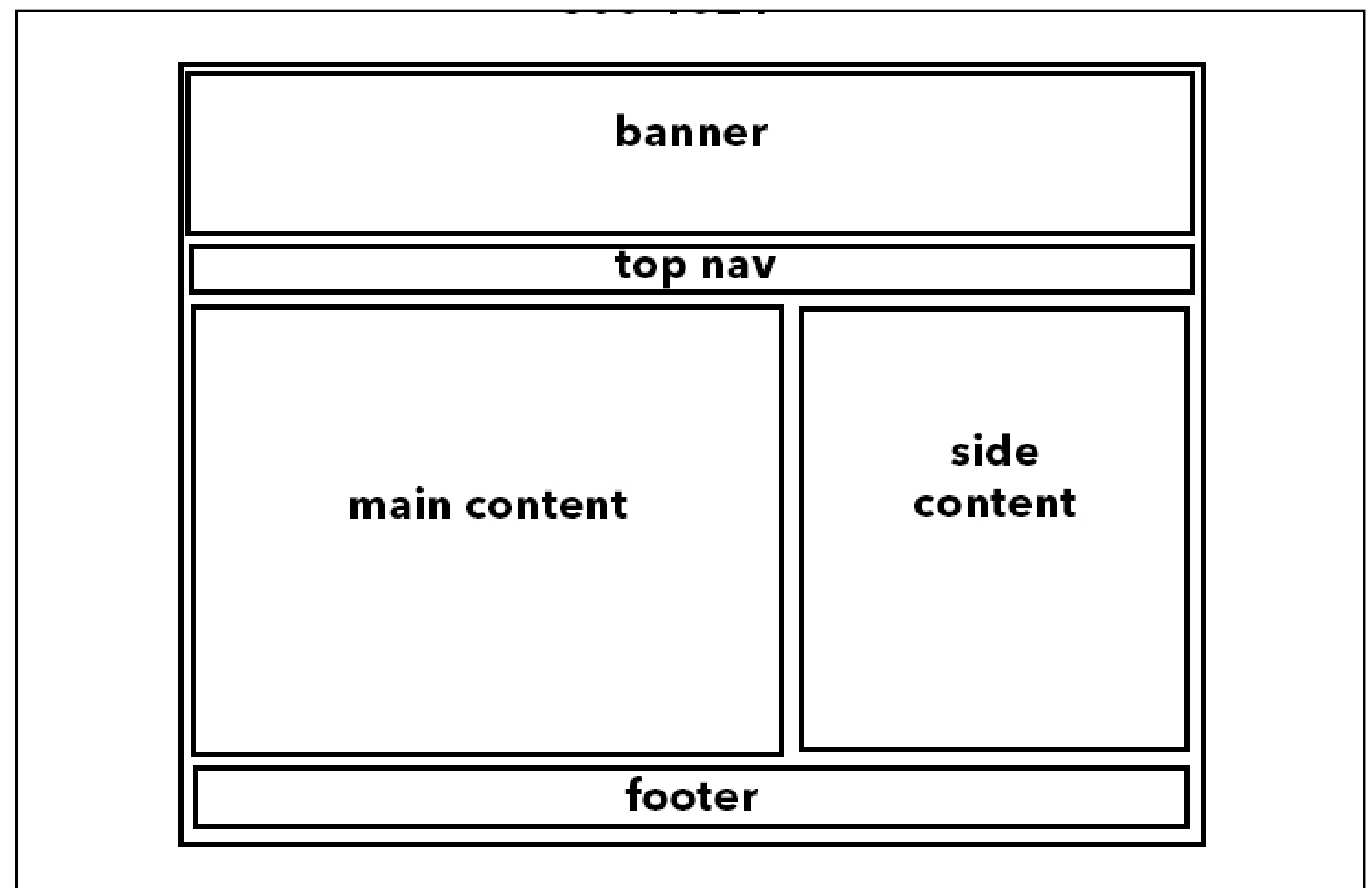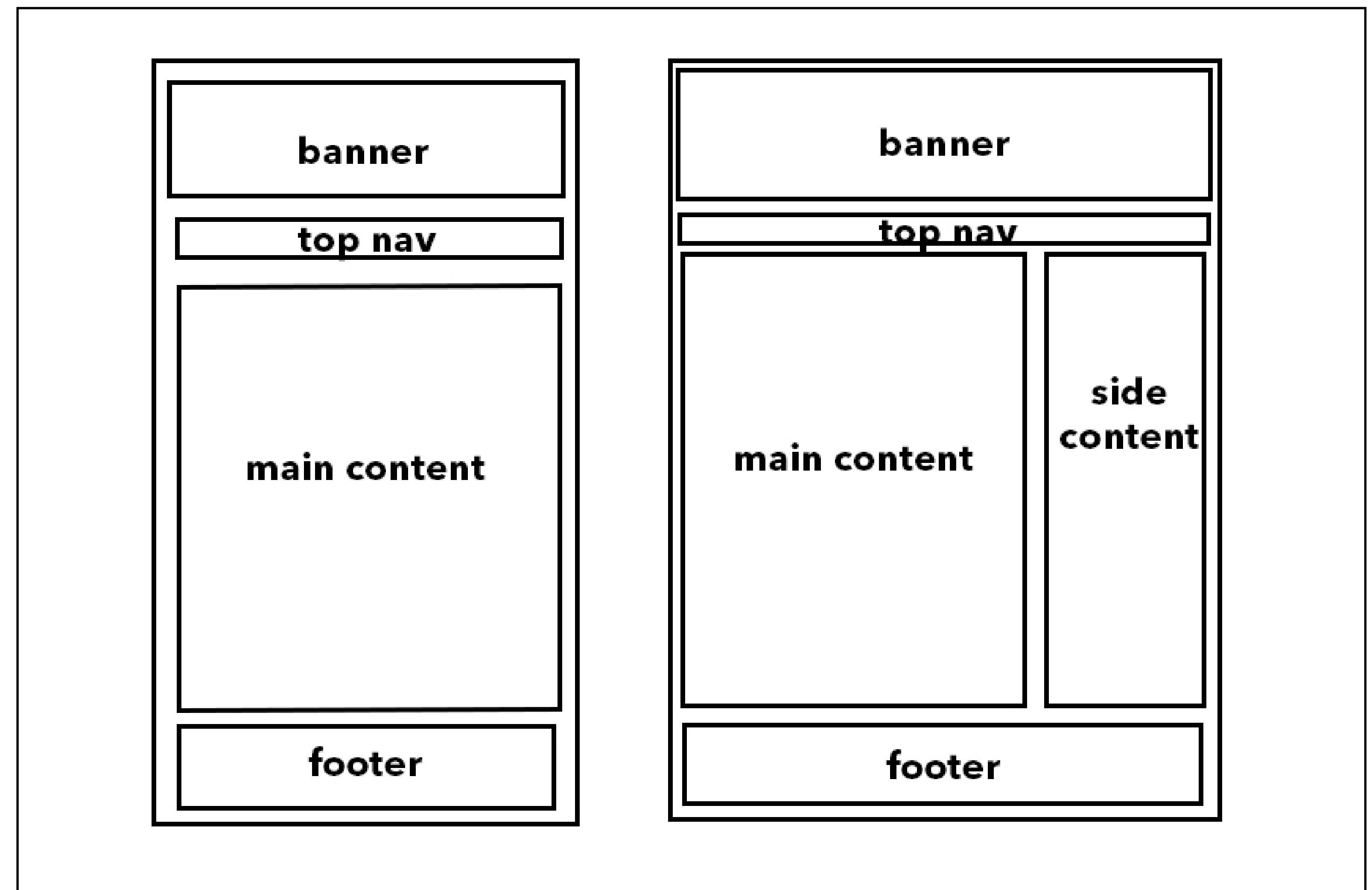
RGB {92,255,17}

HEX #5cff11

The MOUNTAIN

Web Frontend Design
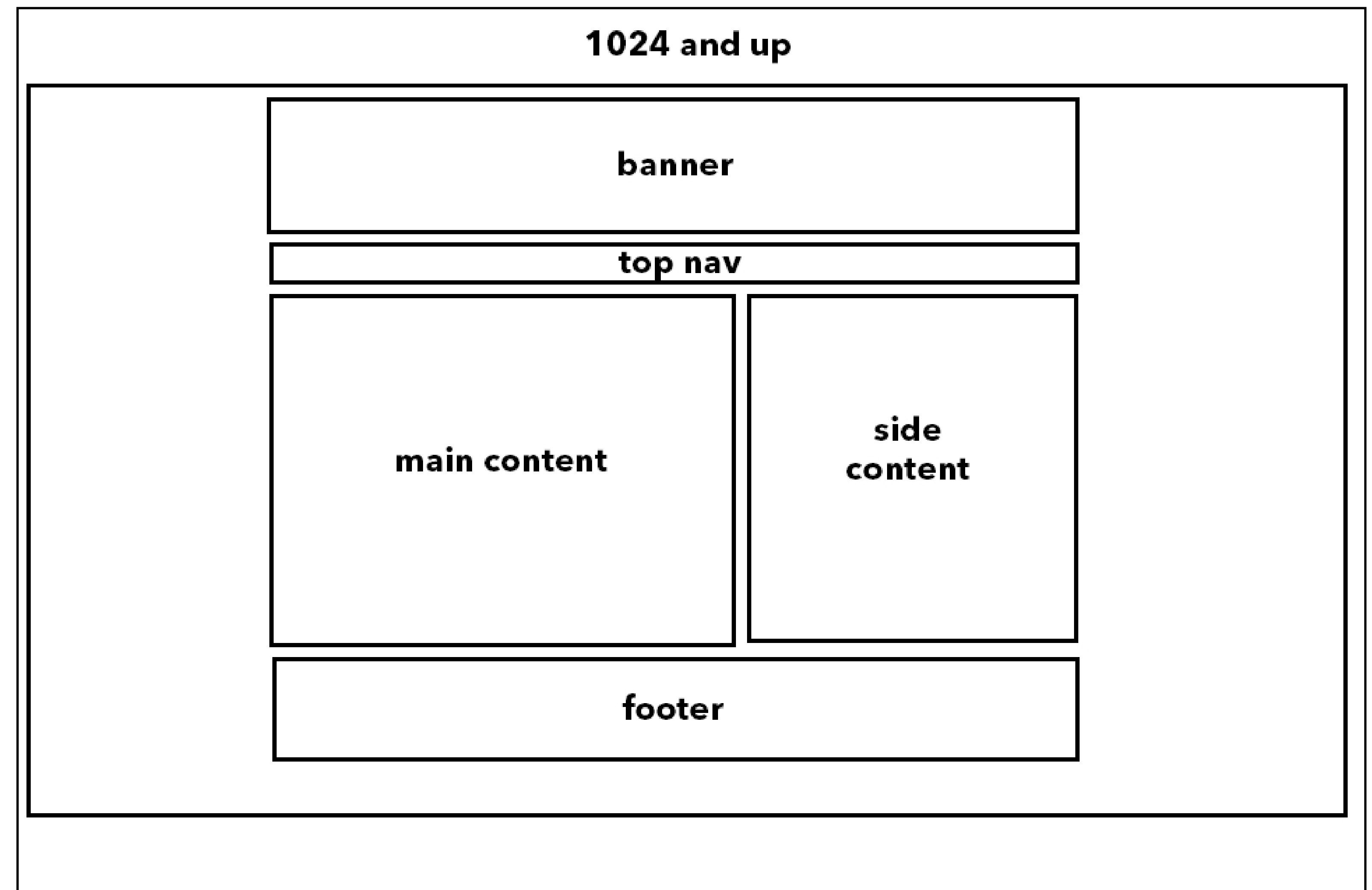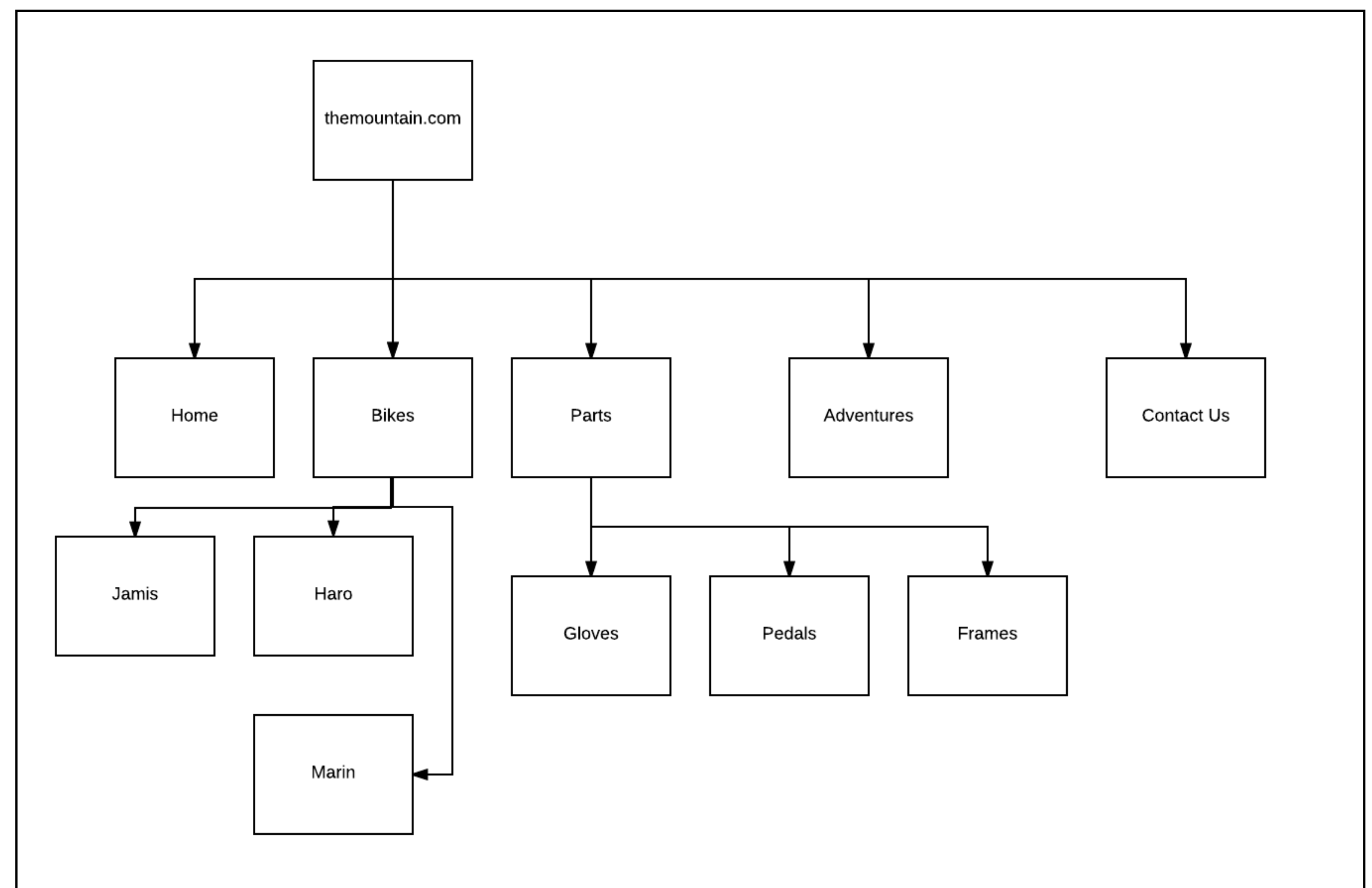
The MOUNTAIN

Web Frontend Design

WIREFRAMES

SITEMAP

The MOUNTAIN

Web Frontend Design

SITE DESCRIPTION

Website and Domain names

My website name is "The Mountain". My domain name is themountain.boydlake.com.

The purpose of my website is to sell mountain bikes and parts, and guided mountain bike Adventures or rides of the fantastic trails. My target audience are mountain bike riders of all levels of expertise from beginners to advanced, who are interested in our products.

Personas

The entry-level mountain biker is my first persona. These are riders who are first exploring the sport. They want to know the essentials and what to spend time with and what to skip. They are looking for information.

Jennifer is a beginner and a new mother. She wants to learn to ride as a way to spend time and get a break from the kids and spend time with friends. Her friends sent her to The Mountain to find all she needs for her bike and gear to get started.

The mid-range rider is my second persona. This rider is wanting to invest more time and money in the good stuff and so are looking to upgrade their equipment and gear.

Braden has been riding for a couple of years and now wants to really get serious about seeing where this great new hobby will go. He has been saving up for a new bike and wants to research by asking someone who knows what to look for to fit his style of riding

The experienced rider is my third persona. This rider knows what's good and what isn't and knows a good trail when he or she sees it. They may or may not be actively racing but usually look to ride all the time. They know what they want.

Amy has been racing for a year now. She is starting to realize her fitness is more important to he success and is researching ultra-lightweight gear and diet for streamlining and gaining strength. She is getting ready for a big race in a couple of months.

The MOUNTAIN

Web Frontend Design

The tourist rider is my fourth persona. This rider is visiting the area and wants a guided tour of the best trails for he/she and a few friends.

Harvey is in town for a conference with a few riding buddies and wants a guide to take them on a ride that he's been hearing about online.

Scenario Questions

"How can this make me a better rider?"

"Why should I listen to you?"

"How much will this cost?"

"Is this safe?"

"Will this make me look good?"

"Will this ride be fun?"

"Will this ride be difficult?"

"Will this ride give me a good story to tell my friends?"

"Is this item essential to the success of my racing career?"

LOGO DEVELOPMENT

Logo Draft

Logo Final