

## *Re-Cycling* website Full Design Project Index

1. Client Brief Summary
2. User Personas
3. Brand Summary (Branding Pyramid)
4. Website Features List
5. Content: Mind Map
6. Content: Organization Card Sort
7. Site Map
8. <h> tag Hierarchy Table
9. Wireframes from Balsamiq (single page compilation or home page)
10. Style tile
11. Project Management: Sign-off sheet
12. Reflection Evaluation Statement

# Client Brief

**Company name: Re-cycling (recreational and elite cycling)**

**1. What does your business do?**

Sell and repair bikes, make customizations to bike ie designs and parts. We take trade-ins for bikes.

**2. What do you want your site to accomplish?**

Accurately represent information and provide to the community. Info about our services and events.

**3. Do you already have a website?**

No

**4. What makes your company remarkable?**

We really want to connect with the community, don't want to be a stuffy business, want to provide customer service, offer custom designs on bikes you already own, and order a custom bike from us.

**5. Who are your competitors?**

Other local bike shops.

**6. What websites do you like and why?**

Visual sites, clean sites, cute design elements, bright color schemes very colorful, specifically for this site: warm colors, red, orange, yellow, light pink.

**7. Who exactly are your customers and what are their pains?**

People who enjoy biking on a variety of experience levels, pains are choosing the right bike for them and shops closing too early.

**8. What features do you want your site to have?**

Testimonials, calendar for events, bike color picker, contact form for customizing station, customizing quotes and service quotes. Gallery of customized bikes

**9. How will you record your results?**

Through a simple document, ie excel sheet. Know it's successful when the site starts producing customers- conversion rate. Would show that the site is functioning correctly and is accessible.


**10. Do you have a style guide or any existing collateral?**


Can provide one. Can provide images.

**Core values:** customer service, high quality, reliability.

**Design wise:** retro feel, grunge texture, buttons are simple. Frames on pictures.

Don't have a social media presence yet but I want to start with Instagram. I would like it to connect to a website, maybe the pictures from instagram will be on site, create a hashtag so when people use products they can tag brands.

James	
52 Married	<p>Avid cyclist, wife thinks that he spends a little too much time biking but is happy that he stays in shape and is healthy, prides himself on knowing how to do repairs “in the field”, 2 kids, taught both of them how to ride a bike, they sometimes do biking with their dad, kids got custom bikes from Re-Cycling, loves community rides, owns a lot of biking clothes, has 2 main bikes and a 3rd bike that he only takes out for special occasions.</p>

Liam	
23 Has a girlfriend works full time in IT	<p>All about the customization, wants it to be unique, wants to go fast, mildly reckless, is okay with being mildly reckless because he gets all his repairs done at the shop, girlfriend gets him custom bike stuff for his birthday and Christmas, is always planning his next bike, owns 2 custom bikes but often switches out parts, this is his escape, very proud of his</p>

mountain bike, considers all the scrapes part of the customization and part of the bike's story/adventures.

Addison



37  
single but ready to mingle

New to cycling, just moved from a big city apartment, will need help willing picking out a bike, is looking to grow in her new community, hopes to find comfort in local bike shop, owns 1 bike from Walmart but doesn't like it (it's the wrong fit for her), has a dog, would like to know more about tools for on the go repairs, hasn't ridden a bike in over 3 years, is scared of mountain biking, wants to try long distance rides, is looking for more information on sizing; types of bikes; and which ones would be best for her, doesn't want a bike shop that is intimidating/only caters to people like James. Needs a warm environment that will teach her the ways and will be welcoming to a complete beginner.

# Brand Summary

## Brand Pyramid

Customer	Wants the right gear and community
Product	Quality and Customizations
Benefits	Comfort and safety
Value	Reliability, customer service, and high quality
Personality	Friendly and knowledgeable
Brand Promise	We'll help make your bike your friend.

## Client Features List

- Testimonials
- Calendar for events
- Bike color picker
- Contact form for customizing station
- Customizing quotes and service quotes
- Gallery of customized bikes

## User Feature Needs

James

Feature:

Detailed information on products.

Liam

Feature:

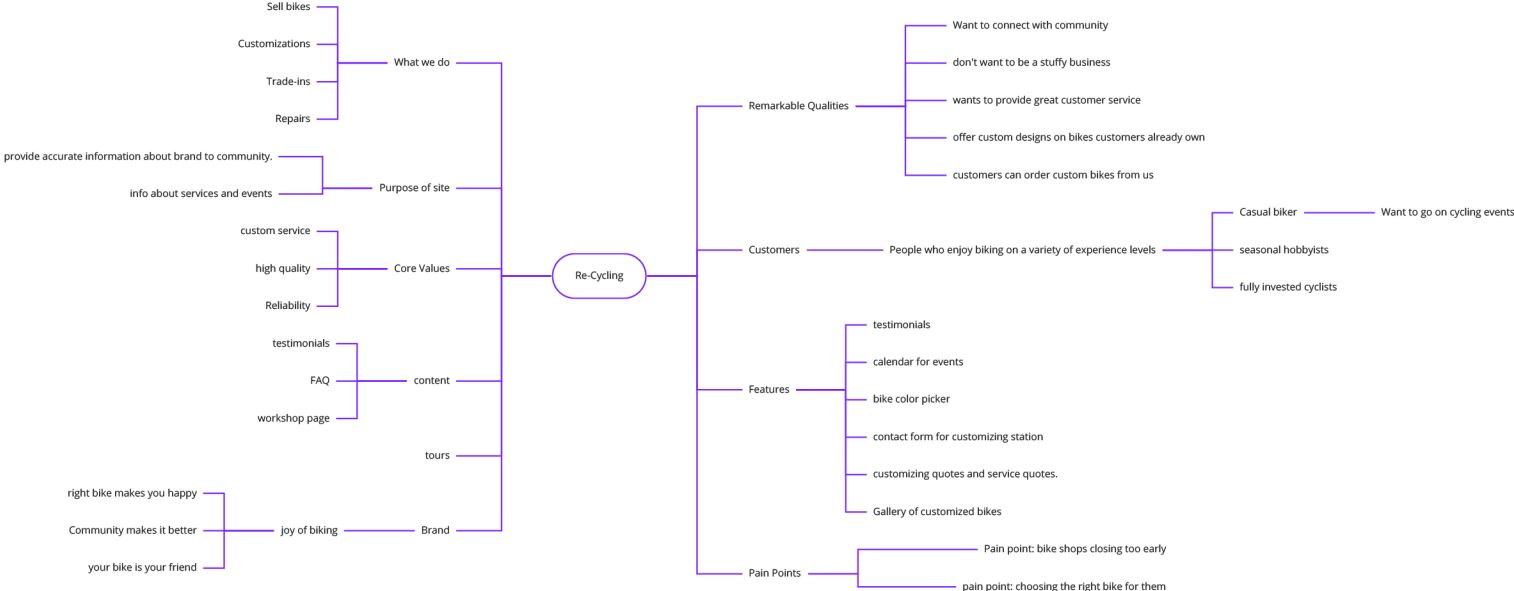
Repair workshops.

Addison

Feature:

Bike fitting service.

# Content Map



# Content Organization

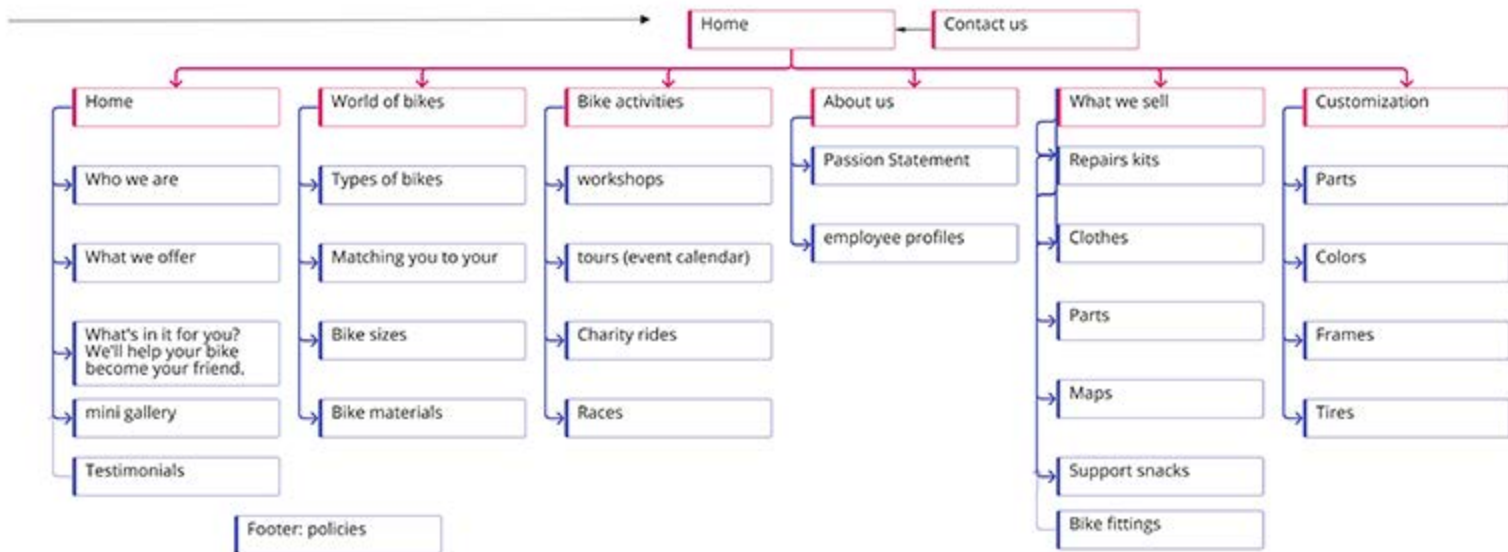
## Strategic Elements

Group content into categories from the mind map





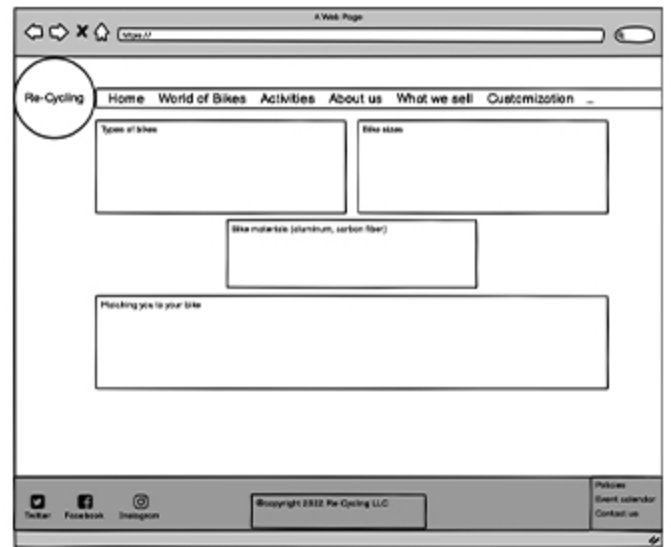
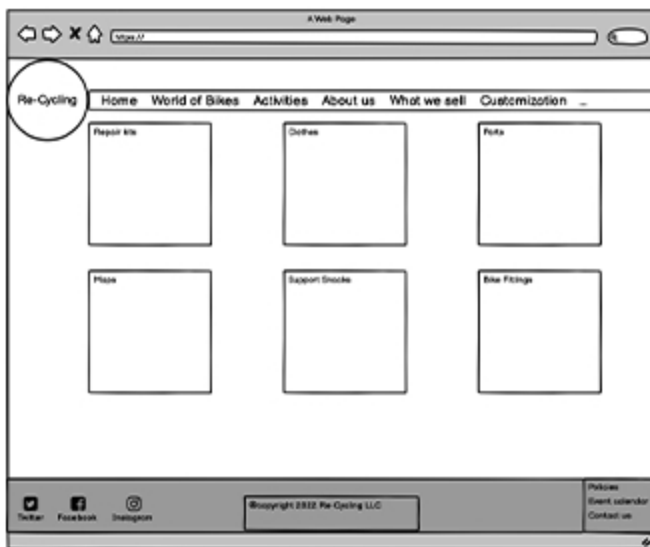
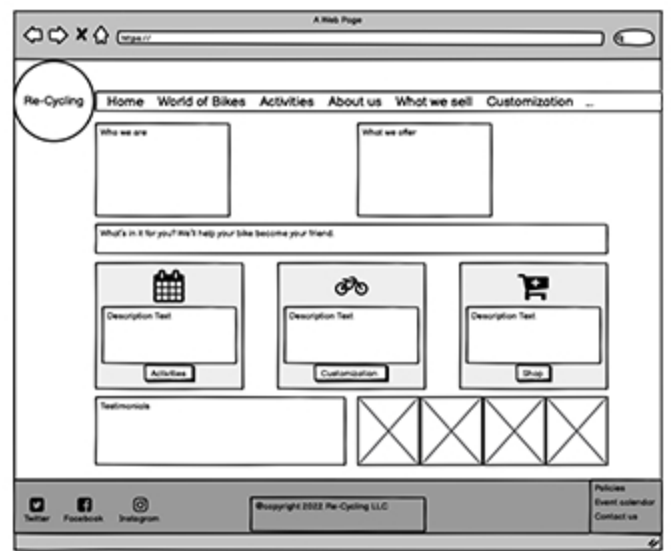
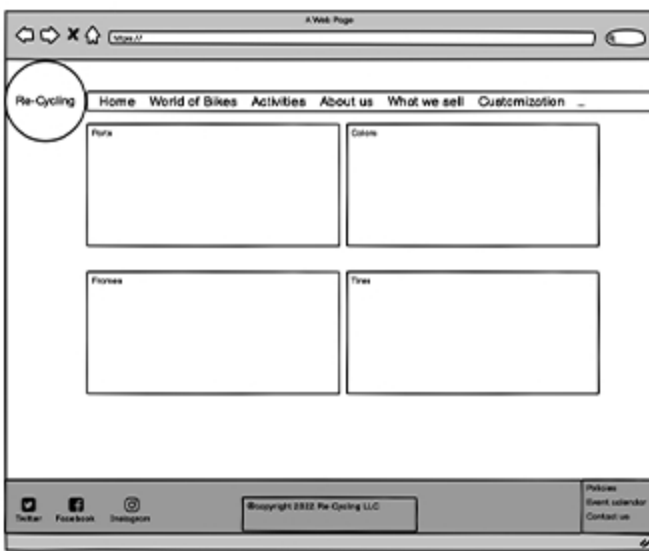
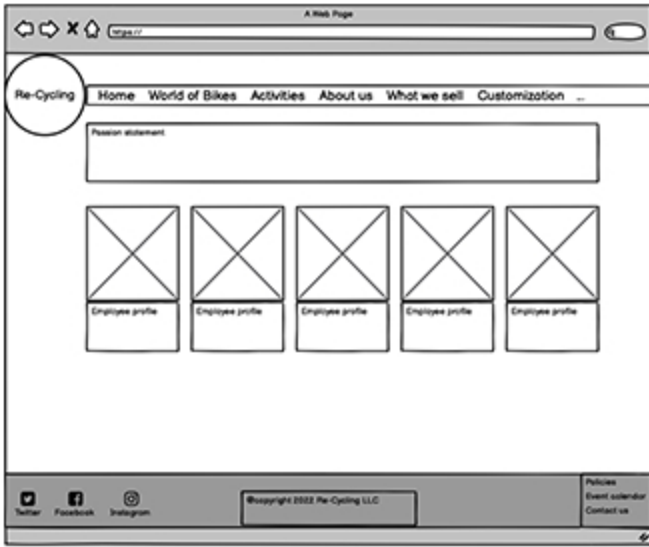
# Sitemap



RE-Cycling  
<h> tag hierarchy chart

HOME			Home
<h1>			Re-Cycling
	<h2>		Who we are
	<h2>		What we offer
	<h2>		What's in it for you? We'll help your bike become your friend.
		<h3>	Testimonials
WB			World of Bikes
	<h2>		Types of Bikes
	<h2>		Bikes Sizes
	<h2>		Bike Materials
	<h2>		Matching You to Your Bike
ACT			Activities
	<h2>		Tours
	<h2>		Workshops
	<h2>		Charity Rides
	<h2>		Races
ABOUT			About Us
	<h2>		Passion Statements
SELL			What We Sell
	<h2>		Repair Kits
	<h2>		Clothes
	<h2>		Parts
	<h2>		Maps
	<h2>		Support Snacks
	<h2>		Bike Fittings
CUST			Customization
	<h2>		Parts
	<h2>		Colors
	<h2>		Frames
	<h2>		Tires

# Wireframes



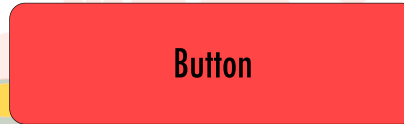
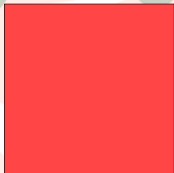
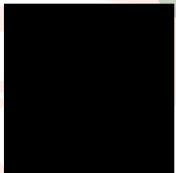
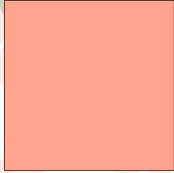
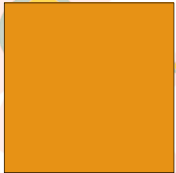


I'm descriptive text.

# THIS IS THE HEADING.

## This is what an h2 would look like.

### This is what an h3 would look like.



# PROJECT MANAGEMENT

## Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas		
User Summary		
<b>Sign off</b>	<i>Amanda Ray</i>	4/26/22
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
<b>Sign off</b>	<i>Amanda Ray</i>	5/2/22
Design		
Desktop Wireframe		
Style Tiles		
<b>Sign off</b>	<i>Amanda Ray</i>	5/2/22
Prototype		
InVision prototype	<a href="#">Invision Prototype</a>	
Navigation		
<b>Sign off</b>	<i>Amanda Ray</i>	4/26/22

## Reflection Evaluation Statement

### As a Designer

I enjoyed being a designer for this project. Being able to communicate with a client and having to see her vision as opposed to already knowing the vision was a new experience. It was fun to collaborate with a client and both be excited about the project at hand. This was a great way to get an insight of what working with others could include.

### As a Client

Being a client was also fun. Being able to describe my ideas and seeing how someone might interpret them was a new way of looking at my ideas. Having to fully explain my thoughts instead of just having them in my brain let me expand on my ideas further than I may have otherwise.