

Salmon River Adventures Site Plan

Anastasiya Yazvinskaya

CIT 230

Site name: Salmon River Adventures

Site purpose:

Introduce the client to the company and river rafting. Give an opportunity to independently evaluate their capabilities and reserve a place. A site is necessary to attract new customers and facilitate contact with old ones.

Domain: www.salmonriveradventures.com

Icon:



Target Audience:

- Who: Everyone who loves or wants to try a river rafting.
- Age: 18+
- Motivation: The desire to leave the usual urban environment and feel part of the wild

Personas:

- Christine B. Shore
 - Occupation: Chief Operations Officer (COO)
 - Demographics: 45 years old.
 - Motivation: She loves nature and trying something new also she is finding a new way of family trips.
 - Technology: Uses tablet and phone.
- Sahay Kondipali
 - Occupation: Junior Enterprise Solutions Architect
 - Demographics: 35 years old.
 - Motivation: He loves extremal sport.
 - Technology: Uses desktop and phone.

Scenarios:

1. I want to try something new and extremal.
2. Where could we go as a family to get even closer to each other?
3. I love river rafting. I wonder what new routes I can visit?
4. I want to try to go rafting on the river and I want to be sure of the professionalism of the company.

5. My friends and I decided to go rafting on the river and this is our first time, so we need the easiest route.

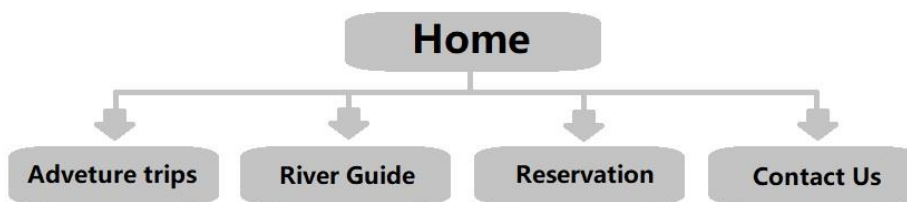
Color scheme:

Element	Color
Header	#35d2ab
Navigation & Footer	#4282d3
Navigation hover & current	#05326d

Typography:

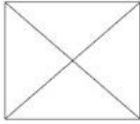
Element	Font	Size	Color
Heading 1	Pasifico (cursive)	27px (- 13px)	#006c51
Heading 2	Special Elite (cursive)	35px	#70ed3b
Heading 3	Special Elite (cursive)	25px	#70ed3b
Text	Istok Web (sans-serif)	16px	#000000

Site map:



Wireframe sketches:

Desktop view



**Salmon
Rivers
Adventures**
Discover the wildlife with us.

Home

Adventure trips

River Guide

Reservation

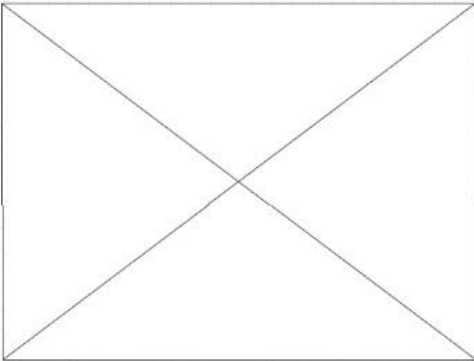
Contact Us

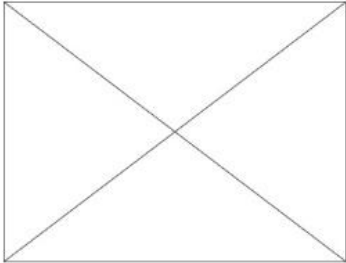
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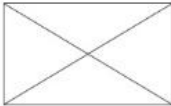
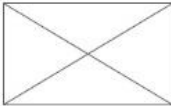
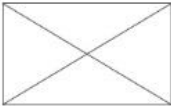
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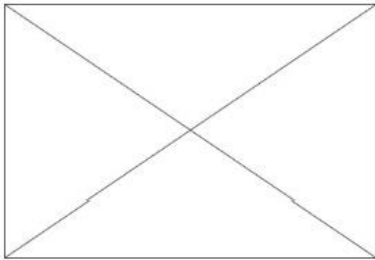
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Riggins, Idaho

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Wind Speed:

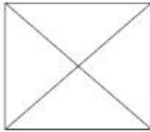
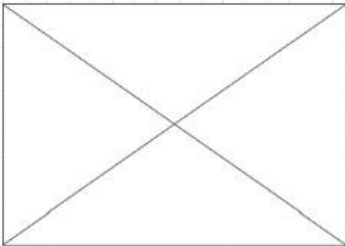
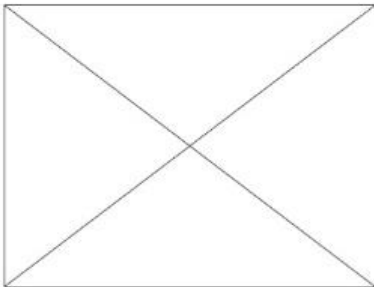
Reservation




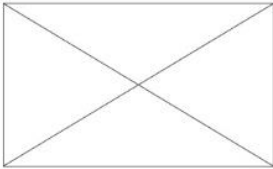
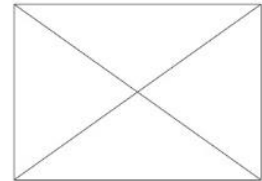
Salmon River Adventures
1000 S Main St., Riggins, ID
999.999.9999
salmonriveradventures@tws.com

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Laptop view

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Menu	
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Phone view

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