

# Rongai Rafting Site Plan

## Purpose

Providing safe, enjoyable, and memorable experiences while promoting environmental stewardship and teamwork through a variety of river trips suited to different skill levels, prioritizing safety through trained guides and proper equipment, and fostering a culture of respect for the natural environment.

## Goals

**Offer Diverse River Trips:** Provide a range of rafting experiences, from gentle floats for families to challenging rapids for experienced adventurers.

**Maintain High Safety Standards:** Implement comprehensive safety protocols, including pre-trip briefings, qualified guides, and appropriate safety equipment.

**Educate and Inform:** Provide participants with information about river safety, paddling techniques, and Leave No Trace principles.

**Promote Environmental Responsibility:** Encourage responsible behavior on the river, including proper waste disposal and minimizing environmental impact.

**Foster a Positive Culture:** Create a welcoming and inclusive environment where all participants feel comfortable and encouraged to participate.

## Target audience

### Demographics:

While adventure seekers are a primary focus, demographics can vary.

### Outdoor Enthusiasts:

Individuals who enjoy spending time in nature and actively seek out outdoor recreational activities.

### Families:

Families looking for bonding experiences and fun, safe vacation activities,

### Tourists:

Travelers who are interested in unique and challenging experiences, particularly those who enjoy exploring new destinations and engaging in local activities.

### Corporate Groups:

Companies team-building seeking activities or incentive programs, that promote collaboration and communication.

### Skill Levels:

cater to both novice and experienced rafters, offering trips with varying levels of difficulty and intensity.

## User Personas:

### The Adventure Seeker:

A young, active individual looking for thrilling experiences. They might be interested in challenging rapids, long trips, and unique rafting locations.

### The Family on Vacation:

Parents planning a fun, safe activity for their children. They'd prioritize family-friendly options, shorter trips, and well-maintained equipment.

### The Scenic Tour Enthusiast:

Someone who enjoys nature and peaceful outings. They might prefer calmer waters, beautiful scenery, and informative guides.

### The Experienced Rafter:

An individual with previous rafting experience looking for advanced trips and challenging routes.

## Scenarios:

### Booking a trip:

A user persona, like "The Family on Vacation", would use the website to find suitable rafting trips for their family, compare dates, and book a trip online. They would need clear information on age restrictions, safety measures, and trip duration.

### Researching safety:

Any user persona might need to research safety guidelines before their trip. The website would provide information on what to wear, what to expect, and how to handle potential hazards.

### Finding information on difficulty levels:

"The Adventure Seeker" might be looking for information on different difficulty levels (e.g., class II, III, IV rapids). The website should clearly explain what each level entails.

### Planning a trip:

"The Scenic Tour Enthusiast" might use the website to find information on the best time to visit, what to bring, and what to expect from the scenery.

### Finding accommodation:

The website might offer information on nearby hotels, campsites, or other lodging options, especially for multi-day trips

## Site Map



## Branding

### Logo



**Rongai Rafting**

## Style Guide

### ColorSchema

<https://coolors.co/251d67-edad4a-3993b0-5c5d67>



## Typography

Headings: **Lato 700, bold and Lato 900, Black**

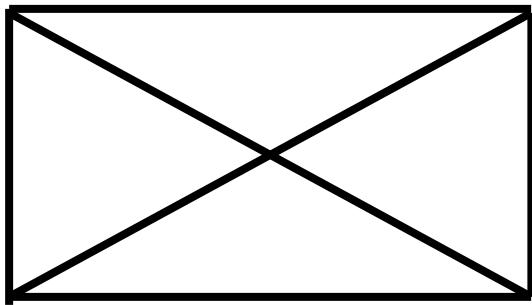
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# Wireframes

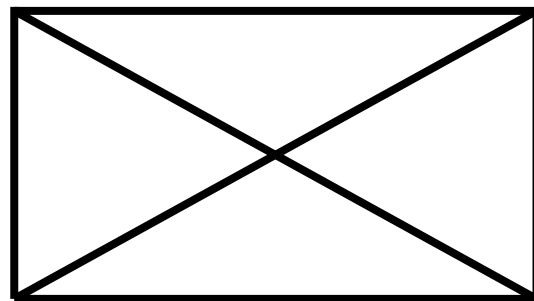
homepage example



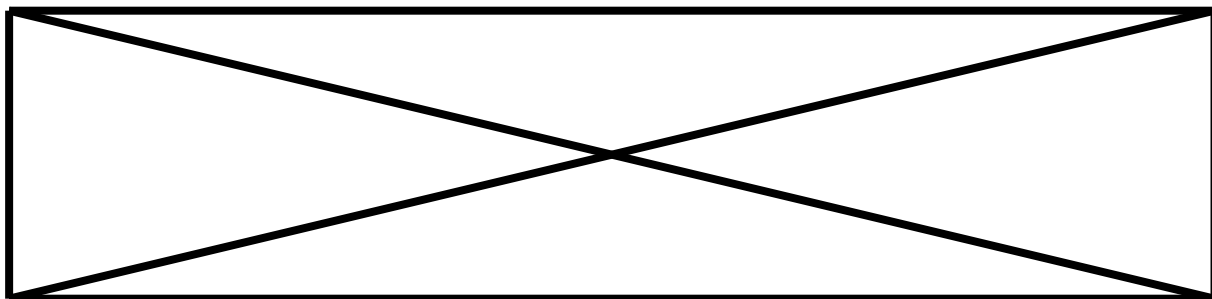
Boating



Nature Walk



Camping



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