

Website Planning Document

Salmon River Adventures

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Site Purpose

The purpose of the Salmon River Adventures website is to provide adventurous individuals with the ability to research and book river activities on the Salmon River. Here they can find information about the company, background information about your river guides, and a detailed list of river adventures available to your site visitors.

Visitors to your website can also book their own reservations, thus providing them an easier approach to realizing their next river adventure!

Target Audience

The target audience for the Salmon River Adventures weather site will cater to multiple personas. They are as follows:

- Thrill Seekers
- Family/Groups
- Locals

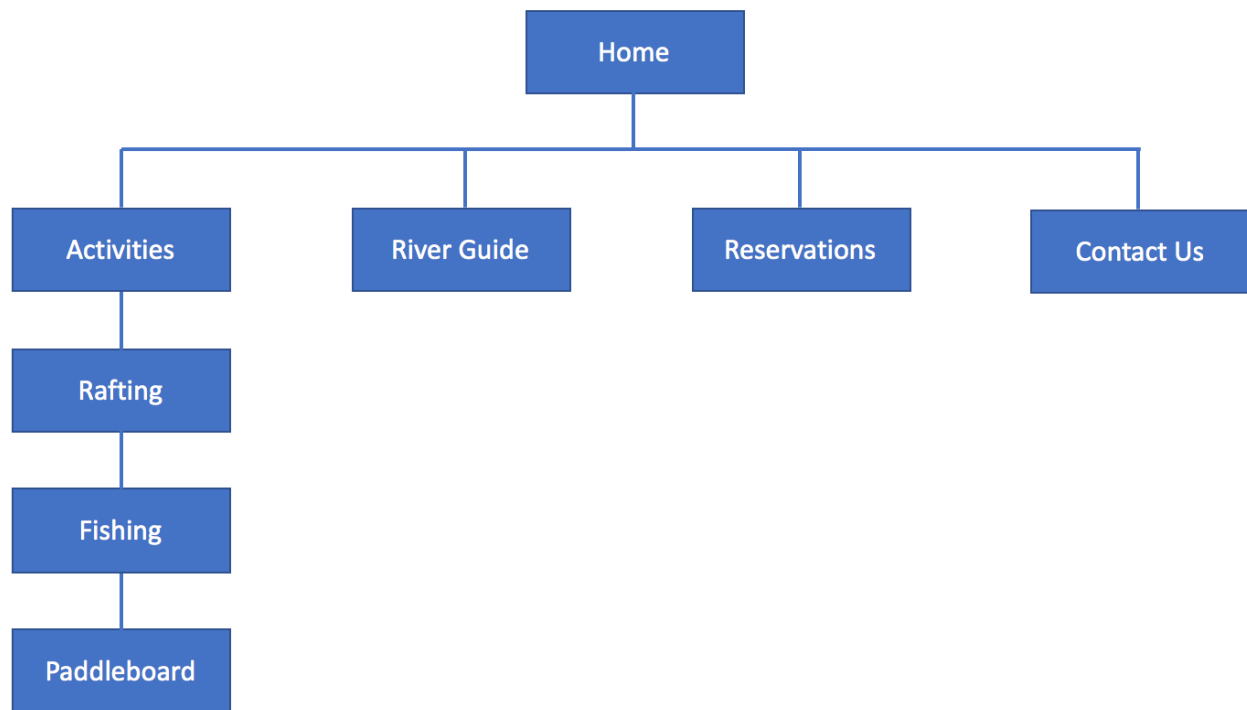
The Salmon river provides challenging white water rapids which will be a driving force with Thrill Seekers. Your typical thrill seeker can be of any age and gender, and is only defined as someone seeking stimulation or excitement. However, your typical thrill seeker is not one to plan a detailed excursion, and tend to live in the moment. Their interest in your website would be more centered on services provided and would benefit on a quick online reservation model. They are more likely to visit your website via a mobile device since their research maybe while away from home.

Family/Groups are those who are more detailed oriented and are more willing to research and find the best opportunity and deal. While an online reservation model may provide convenience, they are more willing to pick up the phone and call your store directly for more detailed information. They are also more likely to access your website via a desktop and would benefit more from a large screen display.

Locals are already familiar with what the Salmon river has to offer and may have specific adventures in mind. They are more likely to research your website to understand what

adventures you offer and at what price. Availability dates may not be as big of a concern and are more likely to be flexible with their plans. Locals likely would visit your site via a mobile or desktop device.

Site Map



Color Scheme

Primary - #217F04

Color scheme based on those most complimentary to the outdoors.



Typography

The primary text fonts are **Raleway** and **Petrona** (stacked in that order)

Site Header	Raleway	40px	# 4C210A	Sample
Primary Navigation	Raleway	30px	# 66402C	Sample
Footer Navigation	Raleway	20px	# 0A4C49	Sample
Heading 1 (h1)	Raleway	30px	#113307	Sample
Heading 2 (h3)	Raleway	25px	#113307	Sample
Heading 3 (h3)	Raleway	20px	#113307	Sample
Paragraph text (p)	Petrona	16px	#000000	Sample

Wire-Frame Sketches

Large Browser

Logo	Navigation Menu
Salmon River Adventures	
<div>Call to Action</div> <div>Main Body</div>	
Contact Info	
Footer	

Logo	Navigation Menu
Salmon River Adventures	
Main Body	
	
Contact Info	
Footer	

Small Browsers

