

Whitewater Rafting Site Plan

Purpose

To create an immersive and user-friendly online platform that showcases the thrill of whitewater rafting, while providing a seamless experience for customers to plan and book their adventures. The main message is that rafting is a fun activity and to come and experience it for yourself and bring your family.

Goals

- **Increase Online Visibility:** Establish a strong web presence to attract new customers and increase brand awareness.
- **Showcase Adventures:** Highlight the excitement and beauty of whitewater rafting through engaging visuals, videos, and testimonials.
- **Provide Essential Information:** Offer clear and concise details on trips, pricing, safety guidelines, and company policies.
- **Build Community:** Foster a sense of community among customers and guides through social media integration and customer reviews.
- **Drive Sales:** Convert website visitors into paying customers through targeted promotions, special offers, and loyalty programs.

Target Audience

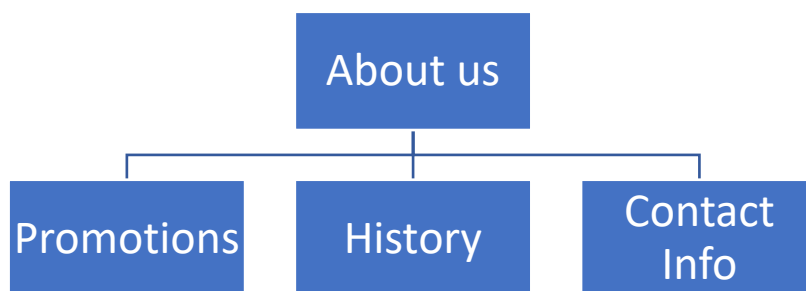
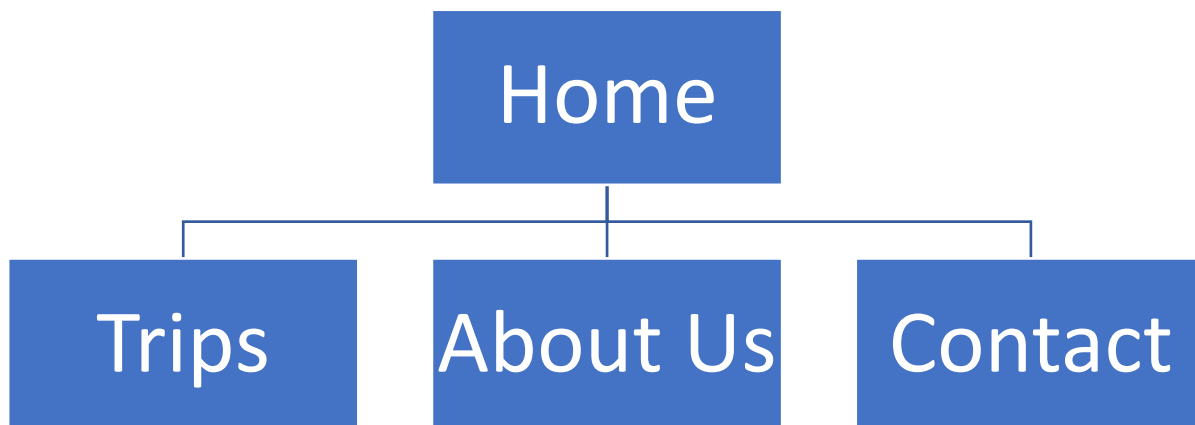
- **Demographics:** Adventure-seekers, outdoor enthusiasts, and nature lovers
- **Psychographics:** Individuals seeking excitement, challenge, and connection with nature
- **User personas:** First-time rafters, experienced rafters, families, and corporate groups

Scenarios

The website should answer the following scenario questions:

- Information on trip levels and difficulty
- Detailed descriptions of what to expect during the trip
- Testimonials and reviews from previous customers
- Information on family-friendly trips and age restrictions
- Details on safety measures and equipment provided
- Options for booking a private guide or group trip
- Recommendations for nearby activities and attractions for non-rafters
- High-quality photos and videos showcasing the trip
- Options for customizing the trip (e.g., private guides, camping)

Site Map



Branding

Logo



Style Guide

Color Schema

Color palette URL: coolers.co/505033-264969-cfcfb4-b4cde4

505033 <small>Drab dark brown</small>	264969 <small>Indigo dye</small>	CFCFB4 <small>Pearl</small>	B4CDE4 <small>Columbia blue</small>
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Typography

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Headings: **Georgia 400, 700, and Black**

Body: **Roboto 400 and 700**

Wireframes

About page

