* **Build Revenue**: Build revenues for your new/existing business or
* **Share Information**: Share corporate or educational information or
* **Share Opinions**: Share opinions on a subject
* **Share Personal Interests**: Share personal interests with family and friends

The purpose of this site is to grow our outreach to the community and to those beyond our current reach, which will help our business grow. We will share information about our offerings, and give education to those who do not know about white water rafting, and how to book our trips.

Who are the target customers? Describe their life (or business) situation (age, financial situation, interests, and so on)

The target audience for this site are families or groups of friends. They like to be out of doors and have either been rafting before or would like to try new and exciting adventures. They are someone who does not mind spending a moderate to large amount of money on an outing that will be a memorable experience.

What do they want? They want to have an adventure, and spend time with a large or small group doing something exciting together.

What do they expect to find or what questions will be answered by them accessing the website? On the web site they can find information about the rafting trips, pricing, general information about white water rafting and how to contact us to set up a trip.

What are their needs that aren't being met? The current needs that are not being met are easy access to information to those that are not local to the rafting site.

How will my audience usually access my site (desktop, laptop, mobile device)? Laptop, mobile device