

Name of Company: Salish Sea Charters

Design Concept: A 4-page site consisting of a landing page with 3 image carousel and 6 portfolio images, a nav bar providing links to a pricing page, an “about page”, a pricing page and an FAQ page. All pages will be navigable from each other. The landing page will provide imagery and text communicating what the business does (short term yacht charters), as well as showing images of common charter destinations in the Salish Sea.

The user will be able to navigate from the landing page to supporting pages detailing the rental options on the “about” page, (with images of each boat for rent), The about page will also feature an image of the company’s CEO with short Bio. The user can then navigate to the pricing table to understand costs as well as an FAQ page.

Ideally, this 4 page arrangement will allow a user to identify this business as a yacht charter provider, provide a list of rental options, a list of prices and answers to the most likely questions. The goal is to quickly provide a user with all of the required information to go from passerby to potential customer.

Links for inspiration: <http://sanjuansailing.com/charters.html>

<http://sailthesanjuans.com/>