**Site Purpose:** The purpose of this site is to provide the user with enough information they will want to rent something from you. The site will provide the user with all the information they need whether they are a beginner or expert. The main goal will be to have the information easily accessible to access and navigate.

**Target Audience:** The main target audience will be outdoor enthusiasts that want to rent something when they will be in the area. The main two different demographics will be long term campers and people that come to the area with motorhomes and need something smaller to get around the area while they are visiting.

**Site Map:**

**Diagram

Description automatically generated**

**Color Scheme:** The color scheme of this site will be basic as the most important thing will be the information that is presented to the user. The site will have some basic light grey and blue colors with text either white or black to give the site contrast.

**Typography:** The main font on this site will be Poppins and sans-serif. It is a basic easy readable font. The font for headers and area that need to be distinguished can be changed to a bold or event a different color to help the reader know when one area starts and the other ends.