**Whitewater Rafting Website Plan**

**Purpose**  
Create an exciting, easy-to-use website that captures the adrenaline rush of whitewater rafting while making it simple for adventurers to plan and book their trips. The core message: Rafting is an epic experience—whether you’re a first-timer or a thrill-seeker, grab your friends and get ready for an unforgettable ride!

**Goals**

* **Boost Online Visibility:** Build a strong online presence to attract young adventurers and outdoor enthusiasts.
* **Showcase the Adventure:** Use stunning visuals, action-packed videos, and real customer stories to highlight the energy and excitement of rafting.
* **Provide Key Info:** Clearly present trip details, pricing, safety guidelines, and booking options in a way that’s easy to digest.
* **Build a Community:** Engage customers and guides through social media, user-generated content, and interactive features.
* **Drive Bookings:** Turn website visitors into rafters with special offers, group discounts, and easy booking options.

**Target Audience**

* **Who They Are:** Young adventurers, outdoor lovers, and first-time rafters looking for a fun, adrenaline-fueled experience.
* **What They Want:** A mix of excitement, challenge, and a way to connect with friends while enjoying the outdoors.
* **User Personas:** College students, young professionals, adventure groups, first-time rafters, and friend groups looking for a unique experience.

**Scenarios**  
The website should answer key questions like:

* What are the different trip levels, and which one is right for me?
* What should I expect on a rafting trip?
* What do other rafters say about their experience?
* Are there trips suited for first-timers or those looking for an extreme adventure?
* What safety measures and gear are provided?
* Can I book a private trip or go with a big group of friends?
* What else is there to do in the area for a full adventure weekend?
* Where can I find epic photos and videos from past trips?
* Can I customize my trip, like adding camping or making it a multi-day adventure?

Let’s get more people off their screens and into the rapids—because the best memories come from the wild!

**Branding**



**Style Guide**

**Colour Schema**

Colour palette url: https://coolors.co/1b2021-515751-afc0b5-f5f9e9

* primary-colour: #1b2021
* secondary-colour: #515751
* accent1-colour: #afc0b5
* accent2-colour: # f5f9e9

**Typography**

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

**Body:** Roboto 400 and 700