Whitewater Rafting Website Plan

Purpose:

To create a beautiful, eye-catching, and easy-to-navigate website for users interested in whitewater rafting. The site will provide clear information and a welcoming experience for anyone looking to enjoy this activity, whether with family, friends, or to meet new people and build friendships.

Goals:

* Enhance User Experience: Design a seamless and intuitive website that makes it easy for visitors to find information, book trips, and explore rafting options without frustration.
* **Inspire Adventure-Seeking:** Create compelling content—such as blog posts, adventure guides, and rafting tips—to spark interest in rafting among beginners and seasoned adventurers alike.
* **Promote Safety and Confidence:** Educate users on the safety measures, training, and professional guidance provided to ensure they feel secure and excited about participating.
* **Encourage Repeat Engagement:** Develop features like trip galleries, rafting journals, and user-generated content sections to keep customers returning to the website even after their first booking.
* **Support Accessibility:** Ensure the website is inclusive, mobile-friendly, and accessible to people with different abilities and levels of technological comfort.

Target Audience:

The more the website can reach as an audience, the better in order to reach as much as possible, and then it could be possible to specialize in only one category:

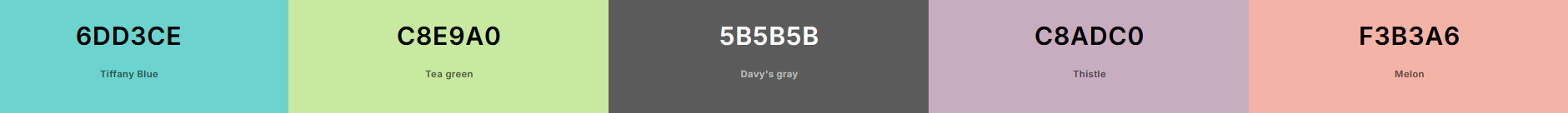
* **First-Time Rafters:** People curious about trying whitewater rafting for the first time, looking for safety, guidance, and beginner-friendly options.
* **Experienced Rafters:** Enthusiasts seeking new locations, greater challenges, or advanced rafting trips.
* **Families:** Parents and children looking for safe, fun, and bonding outdoor activities.
* **Corporate Groups:** Teams searching for engaging team-building experiences that promote collaboration and trust.
* **Solo Adventurers & Social Seekers:** Individuals coming alone who are interested in joining group tours as a way to meet new people, build friendships, or potentially create new relationships while sharing an exciting experience.

Logo:

Style Guide

Color Schema:

Color palette [URL: https://coolors.co/6dd3ce-c8e9a0-5b5b5b-c8adc0-f3b3a6](URL:%20%20https://coolors.co/6dd3ce-c8e9a0-5b5b5b-c8adc0-f3b3a6)



**Primary Color:** **#6DD3CE:** Fresh, vibrant, and aquatic—perfect for a rafting theme. This color can dominate (buttons, headers, highlights) without being overwhelming.

**Secondary Color:** **#C8E9A0:** Soft and nature-inspired, ideal for backgrounds, sections, or secondary buttons. It complements the primary color well withoutclashing.

**Accent 1:** **#C8ADC0:** subtle highlights, callouts, or hover effects. It adds a warm, friendly tone that contrasts nicely with the cool primary and secondary colors.

**Accent 2:** **#5B5B5B:**A deep gray that works well for text, icons, and separators. It keeps things grounded and ensures readability without stark black.

Typography:

**Headings:** Alfa Slab One 400

**Body:** Open Sans 400 and 700