I. Silva

Bro. Thompson

WDD 100 – 02

Feb. 25, 2017

The main purpose of this website is to inform potential customers about the services we have to offer them. We want to make sure we include everything they need in order to make a decision to visit us. Also, we want to educate those who have already booked with us, so that they will know what to expect before getting here. They will be able to find safety tips, exact location and maps, all the things they will be able to do here, and more. Sometimes, the site will be shared among friends who are not adventurous, so we can even add some attention-getters to try and convince people who would not normally come, to give it a try.

The website will have as target, people who love adventure and want to spend a few days close to nature. They are those who might have a little bit of stress at work and thus, want to get away and experience some adrenaline. They have financial stability and have quite a bit of spending money to enjoy most of what we have to offer. They want to find information that will help them decide on whether to come here or not. This information includes cost, location, photos, safety, and so forth. They will access the site from their laptops or desktop computers at home when planning vacations. They might occasionally view it on their mobile devices to show their friends where they will be spending the next getaway.