

Purpose:

- To provide the public with the resources they need to explore the wilderness.
- To display nearby places people can explore the forest.
- Show them activities that would be fun to do in the forest.
- To ensure that people are exploring the wilderness responsibly and safely.

Audience:

- Those who are thinking but just haven't gotten the first step forward in exploring the wilderness.
- To inspire those who maybe haven't thought about exploring the forest.

Context:

- America has some of the most beautiful natural parks in the world, something that could be explored more by the general public.

Text:

- The website is split up into 3 sections, Near Me, Activities, Resources.
- There's a lot of graphics that make it really approachable.