

Big Cat Kayaks

Short Elevator pitch: Bringing kayaks to the people at Wildcat Lake

Long Elevator pitch: Big Cat Kayaks needs a website revamp. Their current design is poor, not easy to use, and confuses potential customers on how to purchase or rent kayaks to use out on Wildcat Lake. This website remodel will improve search ability, provide business information, and to showcase their products and services. The website should be modern and easy to use, mobile friendly, and use images to keep visitors engaged. The site should be user friendly and make it easy for visitors to find the information they need, purchase products, or reserve rentals for their visit to Wildcat Lake.

Personas: For this project we will be targeting nature lovers averaging in age from 17 to 55. This age group has the ability to remain active and stay fit and kayaking can help them do so. The users will be able to purchase or rent a kayak for use on Wildcat Lake and our site will make it the easiest to do.

People that:

- Are Active
- Enjoy the water/water sports
- Want an easy activity to participate in
- Enjoy a leisurely pace

Comps: Although there are many kayak shops around Wildcat Lake, Big Cat Kayaks is the only store situated right on the lakeshore, making the location for business perfect. But, we have to watch out for the commercial retailers because they can sometimes have better deals on purchasing than Big Cat Kayaks. Even though most do not offer rentals, they can still hurt business in the form of loss of sales. Creating a website that competes with those of commercial retailers will put Big Cat Kayaks right up with stores like Dick's Sporting Goods, Dunham's, REI and Gander Mountain.

<http://www.dickssportinggoods.com/home/index.jsp>

<http://www.dunhamssports.com/>

<https://www.rei.com/>

<http://www.gandermountain.com/>