

## **Project Brief: Big Cat Kayaks**

Big Cat Kayaks are a new kayak retail and rental shop located on Wildcat Lake. Big Cat Kayaks needs a new website to 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.