

BUFFALO RIVER ADVENTURE CO.

Team: Digital Natives

Date: May 1, 2025





Ayat Alkhatib: Lead
Programmer



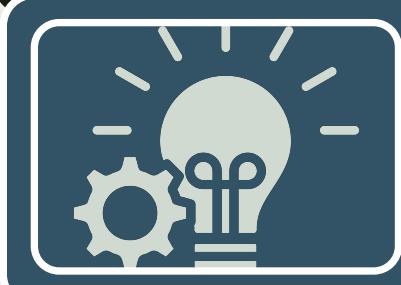
Wesley Carr: Lead Content
Dev



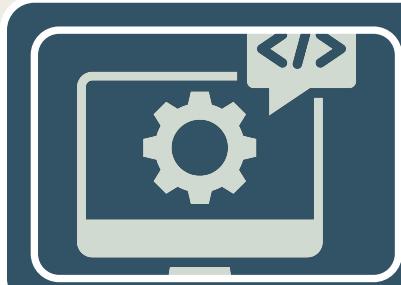
Kristena Merritt: Team Lea

DIGITAL NATIVES

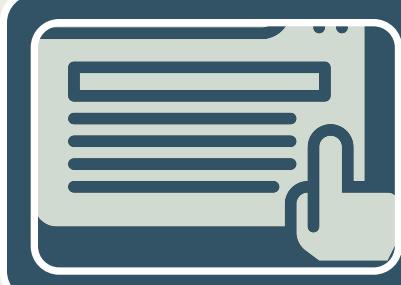
Outdoor Adventure Website Project



Conceptualization

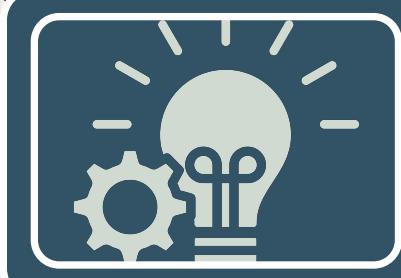


Development

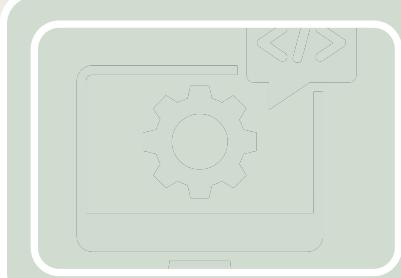


Website Demo

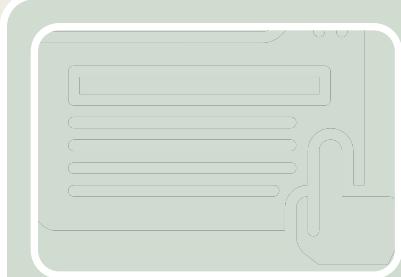
Outdoor Adventure Website Project



Conceptualization



Development



Website Demo

Planning and Conceptualization

Understanding the Client & Audience
Needs



Planning and Conceptualization

Content Strategy & Research



Planning and Conceptualization

Shaping the Brand Journey



Adobe Color

CREATE EXPLORE TRENDS NEW LAB LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility Tools

Extract using Color Mood

Deep

Buffalo River Adventure Co.

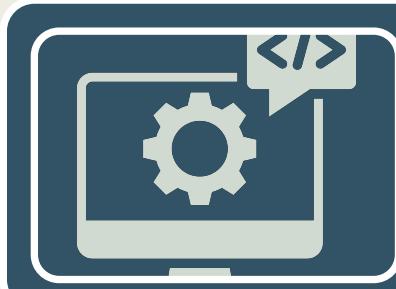
#0476D9 #0487D9 #3E5902 #593B02 #F2F2F2

A screenshot of the Adobe Color website interface. At the top, there's a navigation bar with "CREATE", "EXPLORE", "TRENDS", "NEW LAB", and "LIBRARIES". Below that is a sub-menu with "Color Wheel", "Extract Theme" (which is selected), "Extract Gradient", and "Accessibility Tools". On the left, there's a section titled "Extract using Color Mood" with radio buttons for "Colorful", "Bright", "Muted", "Deep" (which is selected), "Dark", and "None". To the right, there's a preview area showing a landscape image with various colors and a color palette below it. The color palette consists of five large colored circles: blue (#0476D9), green (#0487D9), tan (#3E5902), grey (#593B02), and brown (#F2F2F2). Below each color is its corresponding hex code.

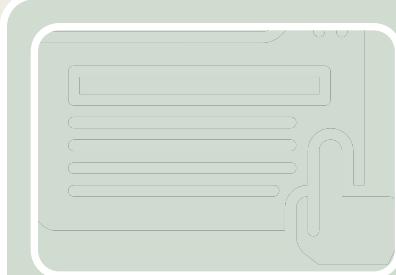
Outdoor Adventure Website Project



Conceptualization



Development



Website Demo

Development

Writing & Curating Content

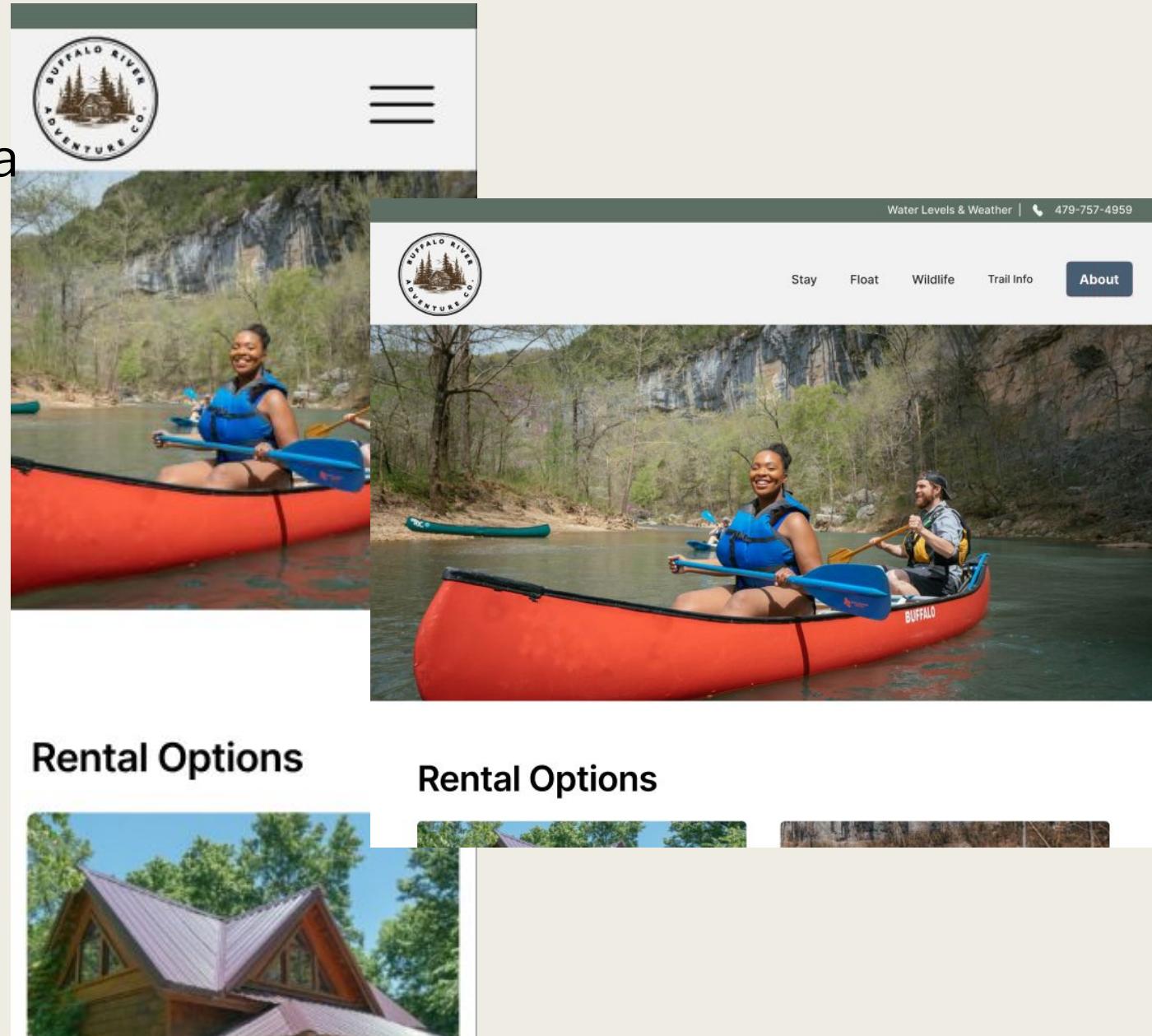
- Content Creation & Wireframe Design
 - Audience-focused writing
 - Used *imagery* for color pops



Development

Design Tools: Learning Figma

- Wireframe Design Guide
 - *Help us stay consistent*
 - *Easier collaboration*



Development

Learning by Doing & Undoing...

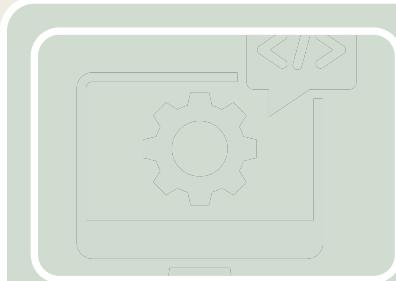
- Technical Implementation
 - *Collaborative coding*
 - *Mobile-first design*
 - *Enhanced interactivity w/ JavaScript*



Outdoor Adventure Website Project



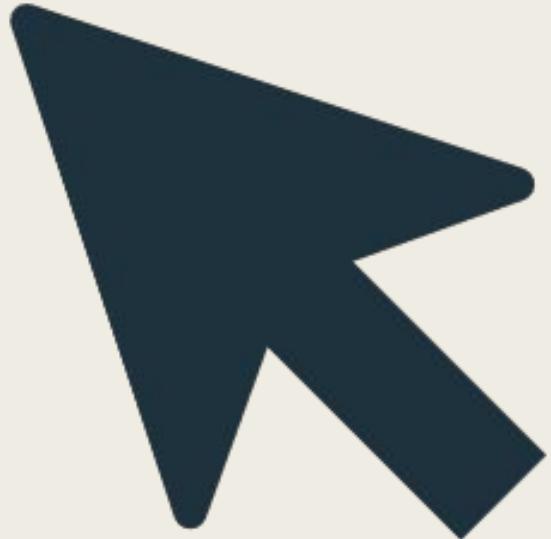
Conceptualization



Development



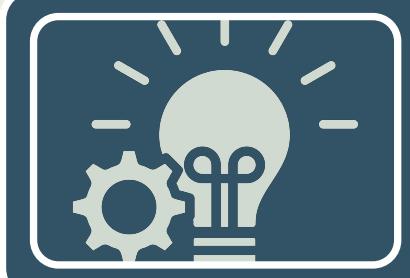
Website Demo



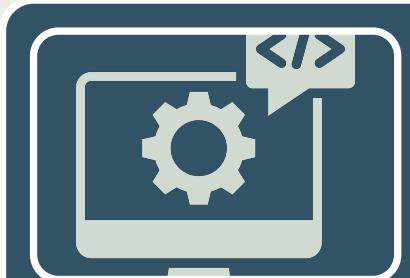
LET'S
GO!

[digital-natives-rule.git
hub.io/buffalo-river-a
dventure-co/](https://digital-natives-rule.git-hub.io/buffalo-river-adventure-co/)

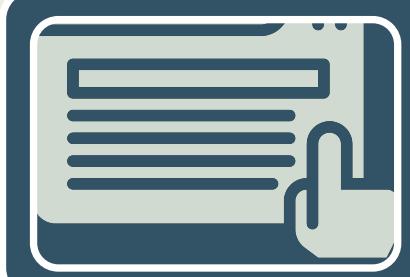
Outdoor Adventure Website Project



Conceptualization

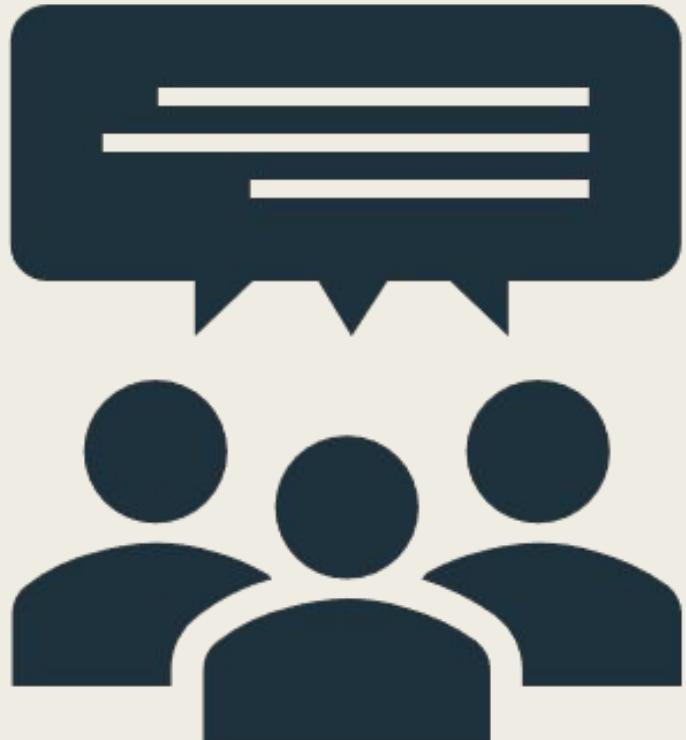


Development



Website Demo





QUESTIONS ?

digital-natives-rule.github.io/buffalo-river-adventure-co/

Inspiration sites:

- buffaloriveroutfitters.com
- buffaloriver.com/float-the-buffalo