

Preston Bateman

CIT 230

## **Salmon River Adventures: Site Plan**

### **Site Purpose:**

The company Salmon River Adventures is rafting company that brings excitement, leisure, and entertainment to its customers. Salmon River Adventures has specialized trips for everyone. Whether that is for the family trip with kids, the trip for the avid outdoorsman, or a trip tailored for the adrenaline seeking adventurer, Salmon River Adventures has something for everyone.

The website is designed to attract the customer to look at the individual trip pages, and then to select that trip and move them on to the reservation page and easily book a trip.

The guides page is created to endure the customer to the company by giving background information on the guide, as well as to create expectations on the level of service they can expect during the trip.

### **Target Audience:**

The target audience consists of 3 separate groups as follows:

#### **Group 1:**

The first group consists as families and larger family groups. This group is usually looking for availability for large groups of 4+. The main decision makers will be parents that are middle aged or older. They will be middle class or higher. They will be most concerned about safety, entertainment, convenience, quality gear, and kind and professional service from the staff.

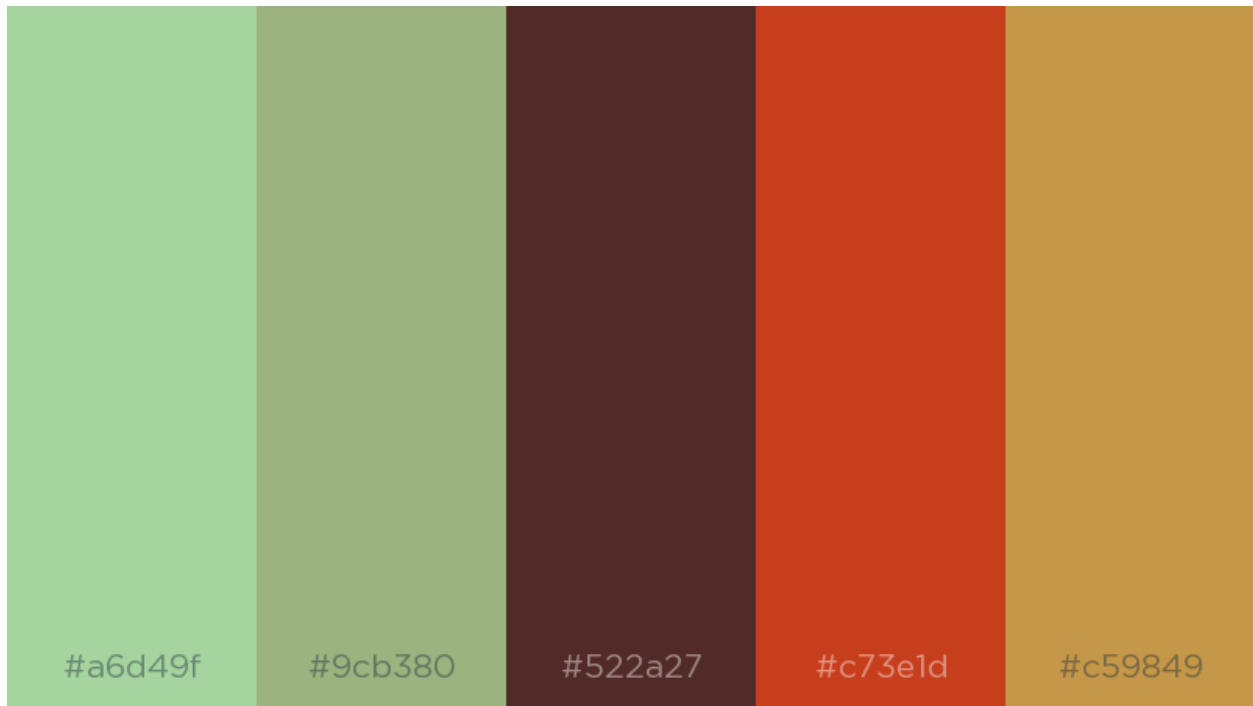
#### **Group 2:**

This group will consist of outdoors men and women. They will range in age from 16 through 65. Most of this group will consist of men. They will be interested in such activities as fishing, outdoors cooking, and medium adventure. They will be interested in the experience and knowledge of the staff, the gear that they will need to bring, and the expectations of their catch and overall experience.

#### **Group 3:**

This group consist of the thrill seekers. They will be men and women between the ages of 18 and 55. They are usually in good shape. They will be those that seek adrenaline. They care most about the quality of the gear, the level of danger and adventure, and the expertise of the guide to show them the best adventures.

## Color Scheme:



coolors

coolors.co/a6d49f-9cb380-522a27-c73e1d-c59849

## Typography

H1, H2:

Bangers Sans Serif

Example:

***BANGERS***

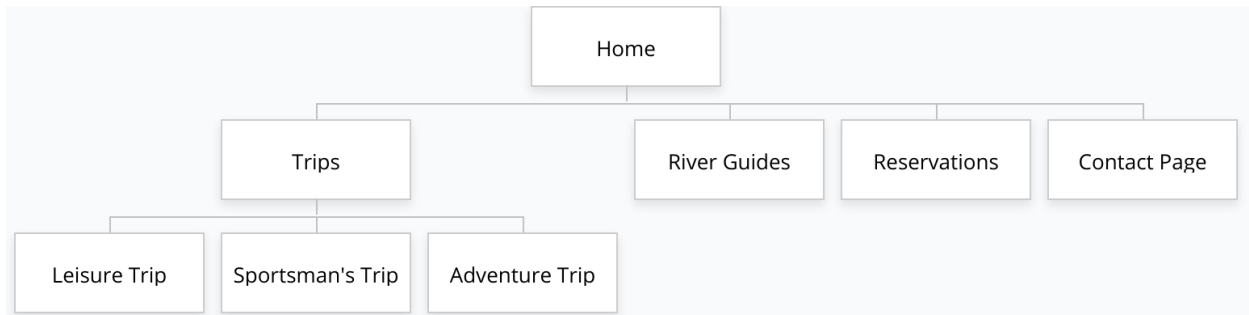
H3, H4, Paragraphs:

PT Sans:

Example:

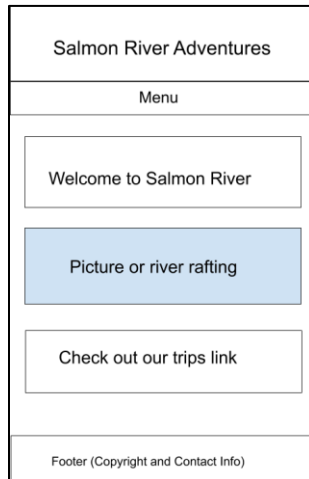
PT Sans

## Site Map:

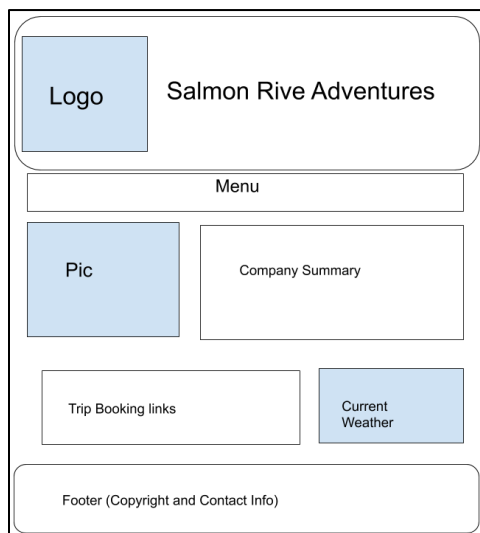


## Wire Frames:

### Mobile:



### Tablet:



Full Screen:

Logo	Salmon River Adventures			Current Date/Time
Trips	Our Guides	Reserve Your Trip	Contact US	
Company Summary				
River Rafting Pictures Slides				
Current Weather	Article on the current conditions for rafting			