

W12: Term Website Planning Document

Site Name: Salmon River Adventures

As requested by the assignment the site name will be Salmon River Adventures with a domain of salmonriveradventures.com.

Site Purpose:

The purpose of Salmon River Adventures is to provide information and images about white water rafting and how the company specializes in the industry. This information will include contact information, different trip itineraries with costs, bios of different experienced river guides, and a place to reserve your trip.

Target Audience:

My target audience will be individuals living in Idaho, seeking a low-cost solution to take a small to large group white water rafting. They will be males in the age range of 18-40.

Persona 1: Steve Nelson

Steve is a 23-year-old, college student attending BYU Idaho. On the weekends he likes to explore nature and find good outdoor activities. With the upcoming spring break, he is trying to get a group of friends together to go white water rafting. He will want to explore different affordable options for exploring the river and will be on a tight budget. He hopes he can get a group of at least 6 friends of similar age to go with him.

Persona 2: John Smith

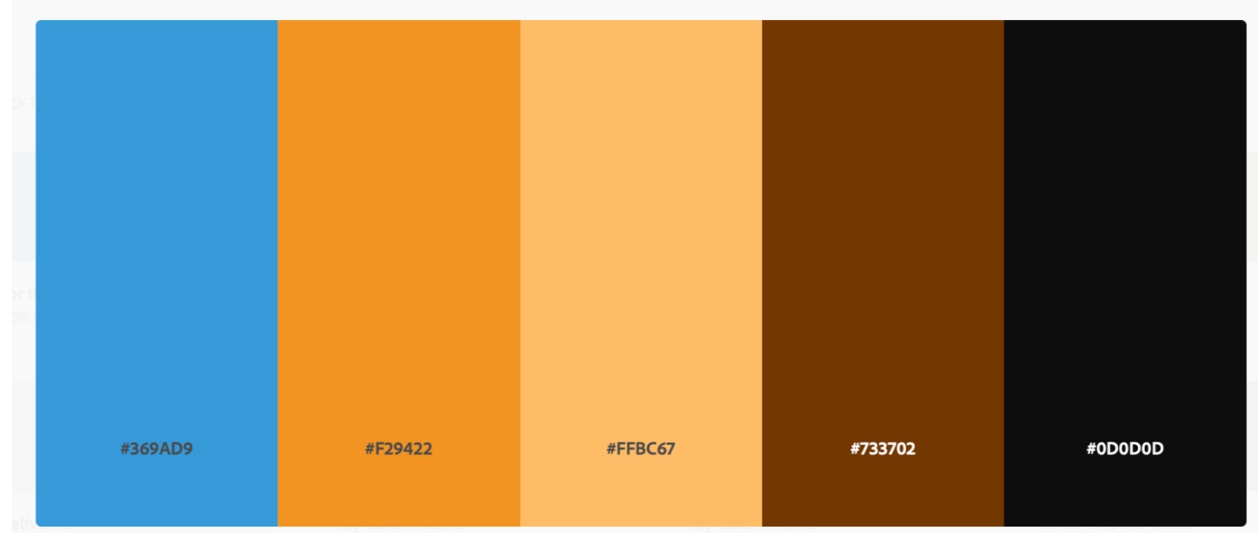
John a 35-year-old man, is a young men's leader for the Church of Jesus Christ of Latter-day saints, seeking a fun high adventure activity for his youth ages 14-18. He will be looking for a good affordable option to take his group white water rafting. He will also be mindful of what safety measures different tour companies take as well as the experience level of tour guides.

Site Map:



Color Scheme:

- #0D0D0D: Body Text
- #F29422: Navigation Menu, & Footer Background
- #369AD9: Page Background
- White: Navigation Menu Text, Footer Text, Container
- #733702: Headers, Page Title



Typography:

- PT Sans: Page Title, Navigation Text, & Headings
- Lora, Serif: Footer Text & Body Text

Wire Frames:

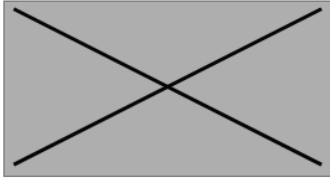
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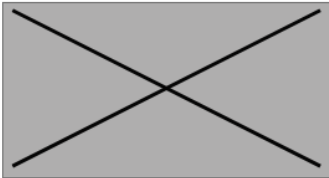
**Salmon River
Adventures**
Adventure at its finest.

≡ Menu

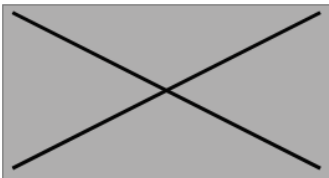
Welcome to Salmon River Adventures



About Us

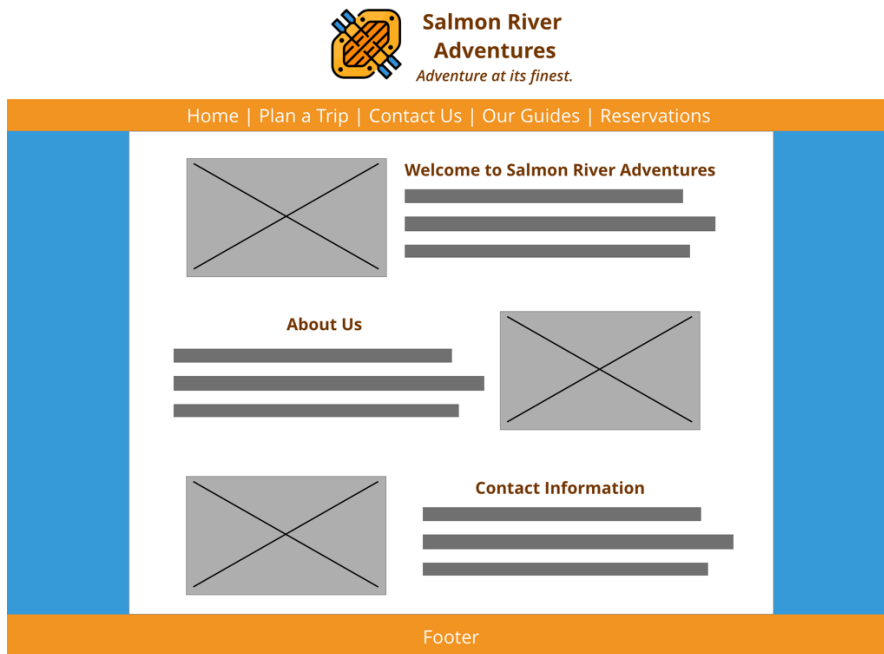


Contact Us



footer

Medium:



Large:

