# Whitewater Rafting Site Plan

## Purpose

The purpose of this website is to give people information about our whitewater rafting trips and help them book an adventure. It will show what makes rafting fun and exciting, explain what to expect, and make it easy for visitors to plan their trip with us.

### Goals

* **Attract New Customers:** Help more people discover our whitewater rafting trips.
* **Show What We Offer:** Use photos and short descriptions to highlight our trips and what makes them fun.
* **Share Important Info:** Make it easy for visitors to find details like prices, schedules, and safety tips.
* **Make Booking Easy:** Let people book their rafting trips quickly and without hassle.
* **Support the Business:** Help grow the business by bringing in more bookings and building trust online.

## Target Audience

**Demographics:**

* Adventure-seekers
* Outdoor enthusiasts
* BSA scout groups
* Active individuals
* Tourists
* Adventurous families
* Corporate teams
* Ages 18-45

**Psychographics:** People who enjoy trying new and exciting things, love the outdoors, and are looking for a fun, active experience.

**User Personas:**

* First-time rafters
* Experienced rafters
* Families
* Corporate groups
* BSA scout leaders

### Scenarios

* What questions might someone new to rafting have before booking?
* What kinds of experiences do companies look for in group outings?
* How can we best match the rafters’ experience with their skill level?
* What trip options are available, and what are the difficulty levels?
* What does a typical rafting trip look like?
* What safety precautions are taken?
* Are there trips that are good for families with kids? What are the age limits?
* What are the maximum and minimum group sizes?
* What do past customers say about their experience?
* What does the trip look like? Are there photos or videos?
* What else is there to do nearby for people who aren’t rafting?
* Are there any discounts such as for larger groups or veterans?
* Did others enjoy their experiences with the company?

## Site Map

Home

About Us

Contact Us

Trips

## Logo

A logo with people in a boat

AI-generated content may be incorrect.

## Style Guide

### Color Schema

Color palette URL: <https://coolors.co/fff8ee-567b88-749c75-7f6f62>



* **Primary Color:** 567B88
* **Secondary Color:** FFF8EE
* **Accent Color 1:** 749C75
* **Accent Color 2:** 7F6F62

### Typography

* **Heading Font:** Finger Paint
* **Text Font:** Itim