Whitewater Rafting Site Plan

# Purpose

Create a clean, modern website that makes it easy to learn about and book a whitewater rafting trip. The site will focus on clear information, mobile-friendly design, and a fast booking process. Visitors should feel confident, informed, and excited without feeling overwhelmed.

# Goals

* Let users quickly book a trip
* Offer simple descriptions based on difficulty and duration
* Build trust through clear safety info and customer reviews
* Drive conversions by keeping the design minimal, clean, and fast

# Target Audience

* Busy adults planning a weekend escape (ages 25–55)
* Parents looking for family activities
* Beginners who are unsure what to expect

# Scenarios

|  |  |  |
| --- | --- | --- |
| User | Goal | Solution |
| First-time visitor | Quickly find an activity | Display high quality media. Use description tags: Trip Type, Duration, Skill Level, etc. |
| Concerned parent | Learn about safety | Provide safety information, guide bios, and customer reviews |
| Returning customer | Find previous booking fast | “My Trips” page with past and current bookings |

# Site Map

* Home
  + About Us
  + Activities
  + My Trips
  + Contact

# Branding

## Logo

## Sample Logo

## Color Schema

A blue and yellow rectangle

AI-generated content may be incorrect.

<https://coolors.co/023047-219ebc-ffb703-fb8500>

* **Primary #023047**
* Secondary #219EBC
* Accent 1 #FFB703
* Accent 2 #FB8500

## Fonts

* Headings: **Aptos Serif**
* Body: Roboto