**Scoots**

**Site Purpose**: The goal is to get visitors to the site reserve a tour or rental scooter/atv/jeep. The secondary goal would be to give visitors enough information to choose Scoots above any alternative options while they are visiting.

**Target Audience**: Research who the website visitors will be by discovering the industry, visiting similar sites and asking your friends, family or acquaintances through an informal survey about the industry. You may elect to develop [personas (Links to an external site.)](https://www.usability.gov/how-to-and-tools/methods/personas.html) for the distinct type of site visitors. This section should describe the target audience being judicious about the selection of the most plausible demographics.

Target Audience: The majority of the target will be people visiting during their cruise. The average age of a cruise passenger is 46.7 years old however it is worth noting that 18% are between 50 and 59 and 19% are between 60 and 69 years old making up the larger quantity of passengers.

Over 75% of cruise passengers are also from the United States and due to the proximity to the United States and home ports being in in Miami Florida and New Orleans Louisiana we can estimate that percentage being higher.

From the demographics the best targeting seems to be US Citizens over the age of 40 -69.

**Site Map**:

Top Level: Home | Reservations | Tours | Rentals | Contact

Top Level Subpages: Attributions/Resources | Partners | Privacy Policy

No subpages of internal pages.

**Color Scheme**:

Primary Color: #2f4a7a  
Secondary Color: #ffe701  
Main Text Color: #1b223a  
Accent Color 1: #00eaff  
Accent Color 2: #ff7d7d  
Accent Color 3: #6aff86  
Accent Color 4: #ff00ea

Fonts  
Text: Roboto  
Headings: Cambria

