

# Website Plannig Document

## Site name

Willka Rafting Adventures

## Purpose

To promote rafting tourism in Huancavelica by providing information about the rivers, available tours, booking options, safety tips, and complementary outdoor experiences (like hiking, camping, and local gastronomy).

## Goals

- **Increase Local & Global Visibility:** Establish a strong online presence to promote Huancavelica as an emerging rafting destination and attract adventure-seeking tourists from Peru and abroad.
- **Showcase Unique River Adventures:** Highlight the natural beauty and excitement of rafting in rivers like the Mantaro and Pampas through high-impact images, videos, and client testimonials.
- **Provide Clear Information:** Deliver organized and accessible content about rafting routes, pricing, safety measures, schedules, and available packages.
- **Build a Passionate Adventure Community:** Encourage connection between guides, local communities, and visitors using social media, reviews, and shared travel stories.
- **Boost Bookings:** Convert web visitors into paying customers through special offers, seasonal discounts, group packages, and loyalty benefits.

## Target audience

### Demographics:

Adventure-seekers, outdoor lovers, local and international eco-tourists, youth groups, and family travelers.

### Psychographics:

Individuals and groups looking for adrenaline, nature connection, unique off-the-beaten-path experiences, and eco-cultural immersion.

### User Personas:

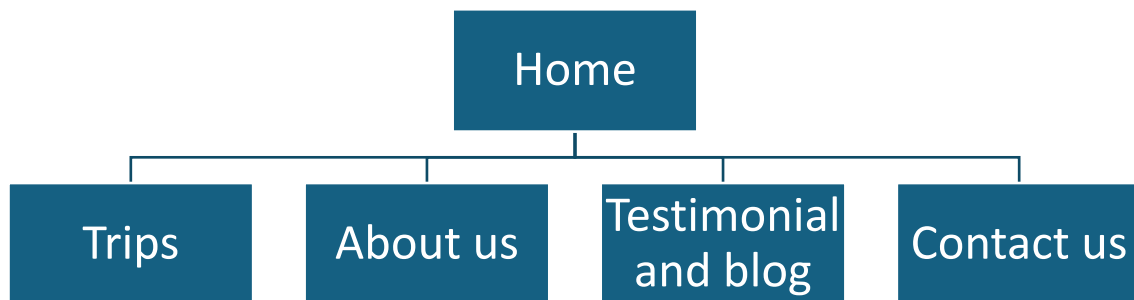
- Sofia, 28, an adventurous traveler from Lima visiting the Andes.
- Hans, 34, a European backpacker exploring Peru's less-known natural wonders.
- Juan & Rosa, a local couple seeking a weekend outdoor activity.
- School group, students on an educational nature trip with teachers.

## Scenarios

- What rafting difficulty levels are available (beginner to advanced)?
- What does the experience include (duration, equipment, guide)?

- Are there real customer reviews and photos?
- Are there family-friendly options and age restrictions?
- What safety protocols and equipment are included?
- Can I book a private guide or group package?
- What nearby activities exist for those who don't want to raft?
- Are there photos and videos that show what it's like?
- Can I customize my trip (e.g., camping, bilingual guide)?
- Where can I book a rafting tour near Huancavelica?
- Is rafting safe for beginners?
- What other activities can I do around the rafting area?

## A site map



## Branding

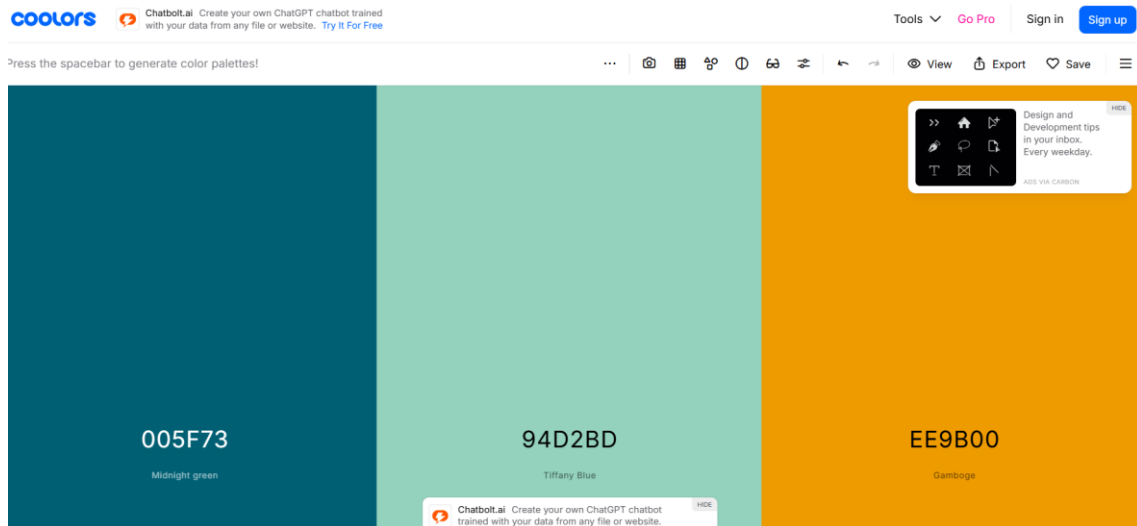
### Logo



## The style guide

### Color Schema

<https://coolors.co/005f73-94d2bd-ee9b00>



## Typography

Using <https://fonts.google.com>

Headings: **Montserrat**

Body Text: **Roboto**