Purpose:

The purpose of this whitewater rafting website is to attract customers while providing them with easily accessible information about the company and a clear and easy path to move forward with becoming a customer and using the service. This is done through the use of good web design principles to give the user a good first impression of the website and clear, thoughtful organization of content. If done correctly, the user will come to the website, ready to either learn more about the business and its services or to proceed with becoming a customer, and the information necessary for the user to do what he or she wants will be clearly accessible and will look good.

Audience:

The target audience for this website is adventure-seeking young adults who want to have fun in the outdoors on a budget. They will probably be accessing the website from desktop or laptop, because they will most likely stumble upon the website while researching things about outdoor activities or while planning a trip; however, because they are young, adventurous people, they probably have a smartphone and could just as easily be accessing the website from there.