WATS 3010 Intro to Bootstrap

Design Document

Name of site/company: Salish Sea Sailing

Description of design concept/approach

- Salish Sea Sailing charters small sailboats for day, weekend, and weekly use for all levels of sailors, specializing in introducing the basics of sailing to those with little or no experience
- Make sailing approachable for beginners

Hope to accomplish with design concept/approach

- Make sailing appealing for those with little or no experience
- People will not feel intimidated by this website
- Introduce people to the waters of the Pacific Northwest

Other websites with bootstrap framework for inspiration

http://www.windowsontuscany.com/arezzo_cortona/

https://thespaces.com/

https://www.backcountry.com/

https://bluebottlecoffee.com/

Other websites for comparable business:

https://dreamboatadventuresailing.com/

https://sailingseattle.com/

http://www.sanjuansailing.com/

Target audience

Demographics

- Outdoor enthusiasts
- Ages 25 and up
- Small groups, couples, families with children, tourists
- With disposable income
- Limited time to spend on recreation/a few hours to a week

Motivations

- Interested in sailing
- Looking for a way to try sailing without a major commitment of time or money
- Tourists or vacationers interested in exploring Puget Sound/Salish Sea by boat