## ****Whitewater Rafting Website Planning Document****

### ****Site Purpose****

The purpose of this website is to establish an informative and engaging online presence for a fictional whitewater rafting business called **Rapid Trails Rafting Co.** The site will serve as a central hub for potential customers to learn about rafting trips, safety procedures, pricing, company values, and booking options. The ultimate goals are to:

* Promote the adventure of whitewater rafting
* Attract outdoor enthusiasts and vacationers
* Provide easy access to booking information and contact support
* Highlight the company's experience, safety standards, and customer satisfaction

### ****Target Audience****

The primary target audience includes:

* **Adventure seekers**: Typically aged 18–45, looking for outdoor recreational experiences
* **Families and groups**: Looking for safe but exciting activities for bonding or celebrations
* **Tourists**: Visitors to the area seeking guided adventures

Scenario Questions to Consider:

* What information does a first-time rafter need to feel confident booking a trip?
* How can the site help families understand safety protocols?
* What reassurances or social proof (e.g., reviews, testimonials) will help convert curious visitors into paying customers?
* What logistics (time, gear, location) do out-of-town tourists need to plan effectively?

### ****Logo****

I chose the following logo from the provided resources:

![Rapid Trails Rafting Co. Logo](Upload your logo here during implementation. Save the image in the /images folder of your wwr directory.)

The fictitious company name from the logo: **Rapid Trails Rafting Co.**

### ****Wireframes****

I reviewed the wireframes provided. I will be customizing mine but using the structure as inspiration. Key pages include:

* **Home Page**: Hero image, call-to-action, overview of services
* **About Us Page**: Company history, mission, staff profiles
* **Trips Page**: List of rafting packages, difficulty levels, prices
* **Contact Page**: Booking form, contact details, map

### ****Color Palette****

Generated from [Coolors.co](https://coolors.co/f7f1e5-8fb8de-254d32-f2a154-1d1e2c)

* **Primary Color**: #254D32 (Forest green) – used for navigation and headings
* **Secondary Color**: #8FB8DE (Sky blue) – used for background sections
* **Accent 1 Color**: #F2A154 (Warm orange) – used for call-to-action buttons
* **Accent 2 Color**: #F7F1E5 (Soft beige) – used for body backgrounds

Palette URL: <https://coolors.co/f7f1e5-8fb8de-254d32-f2a154-1d1e2c>

### ****Typography****

Chosen using [Google Fonts](https://fonts.google.com/)

* **Heading Font**: **Roboto Slab** – Bold, clean serif for authority and clarity
* **Body Font**: **Open Sans** – Highly readable sans-serif for smooth user experience

## Summary of Style Guide Choices

| **Element** | **Choice** |
| --- | --- |
| Primary Color | #254D32 |
| Secondary Color | #8FB8DE |
| Accent 1 Color | #F2A154 |
| Accent 2 Color | #F7F1E5 |
| Heading Font | Roboto Slab |
| Body Font | Open Sans |
| Logo Name | Rapid Trails Rafting Co. |
| Palette URL | <https://coolors.co/f7f1e5-8fb8de-254d32-f2a154-1d1e2c> |