

ROUGH RIDERS

Site Plan



Lynnette Beatty
WDD100-01

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Overview

Site Purpose

Create a financially successful rafting business

- Draw thrill seekers

- Provide an adventure of a lifetime

- Create an environment of fun and excitement

- Generate referrals from positive rafter experience

- Build our business through advertisement

Our goal is to attract people who love high adventure. Rough Riders White Water Rafting will appeal to those who work or attend college all week and need a break. Our focus is to generate a love of the outdoors. We will provide friendly, fun-loving guides who will make the experience thrilling, yet safe. The guides will have high quality cameras to take photographs which will be offered for sale to our customers. Selected photos will be featured on our website. The website will also display our high quality rafts, life vests, and equipment for rent or purchase. We will generate income through return customers, word-of-mouth referrals, and enticing advertisements.

Target Audience

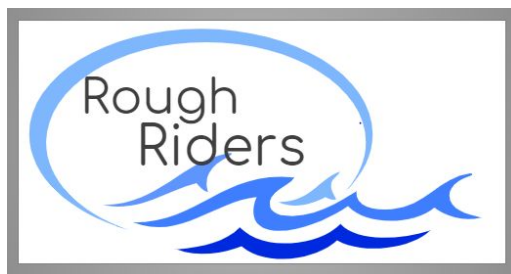
Our target audience is working adults, ages 18-40. These movers and shakers grind away at their jobs all week and need to get away! They need to push aside their responsibilities and immerse themselves in an outdoor adventure. They seek the adrenaline rush we can

provide through white water rafting. As they float down the river, they will laugh, scream, and create memories with their friends. Their Rough Riders adventure will help them experience a clarity of mind and renewal of energy. As the rafters return to the workforce, they will have fun pictures to show and exciting stories to tell. When they share their positive experiences, it will generate new customers and an increase in profits. Our customers will usually access our website through their cellular phones and laptops. Here is the Rough Riders url:

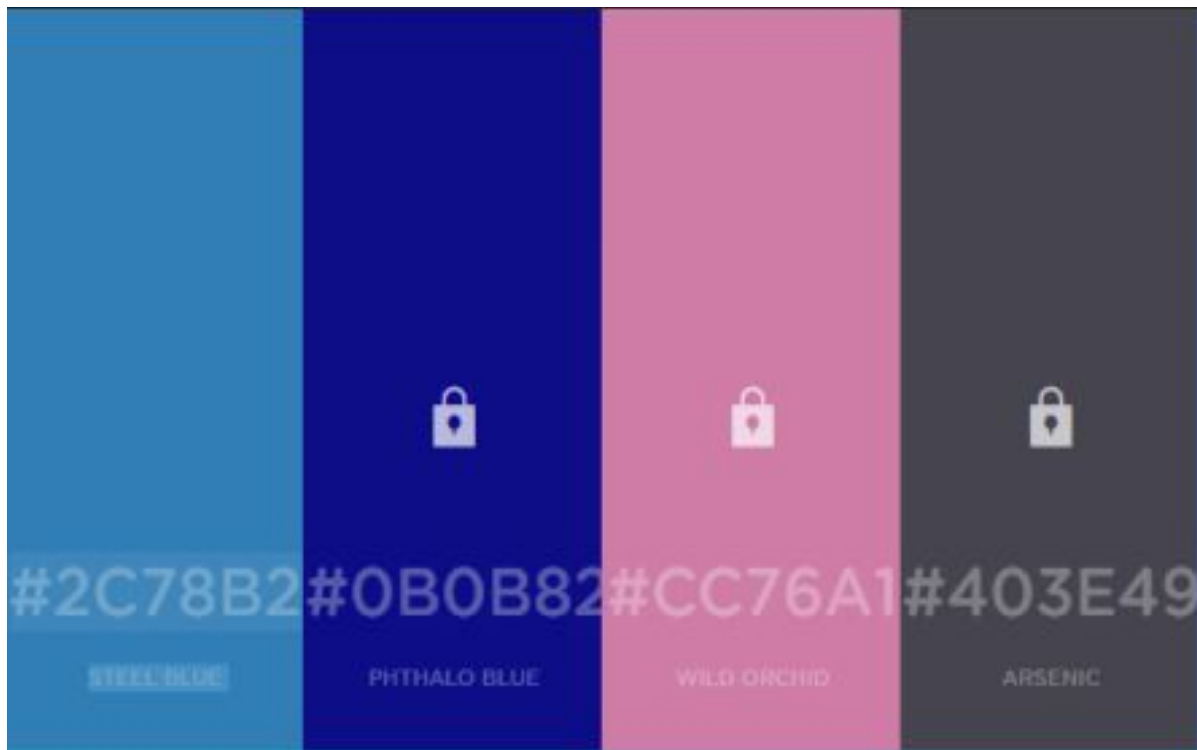
<https://lynnetteaboutme.glitch.me/index.html>

Branding

Website Logo



Color Palette



Primary	Secondary	Accent	Accent	Accent
#403E49	#CC76A1	#0B0B82	#2C78B2	ffffff

Typography

Heading Font

Heading font: Gruppo

Heading font family: 'Gruppo', cursive, sans-serif

I chose this font because it is a Google web-safe font, bold, and easy to read.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*0_+

Brave the Rapids!

Body Copy Font

Body font: Architects Daughter

Body font family: 'Architects Daughter', Helvetica, sans-serif

I chose this font because it is a web-safe font, easy to read, and contrasts the heading font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Feeling stressed? Need a vacation? Wash all your worries away on a Rough Rider white water rafting adventure! Come outside and enjoy all that nature has to offer. Feel the wind in your face as you glide in your raft down the swift river. Experience the thrill of navigating through the rough white water and living to tell the tale! Bring your friends and create some unforgettable memories. Get away from it all and book your excursion now!

Navigation

Main Navigation

The Rough Riders website's main navigation will include the following links: Home, Adventures, and About Us.

Home – This page will show pictures from previous white water rafting adventures. It will entice future customers to join us on a white water rafting trip.

Adventures – This page will feature all of our rafting excursions and their various locations. Posted on this page will be a phone number for making trip reservations.

About Us – This page will feature our rafting tour guides. It will provide a brief introduction for each guide and include some of their interests.

Home	Adventures	About Us
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[Link:normal](#) : #0B0B82

[Link:hover](#) : #403E49

[Link:active](#): #2C78B2

[Link:visited](#): #CC76A1

HTML Elements (optional)

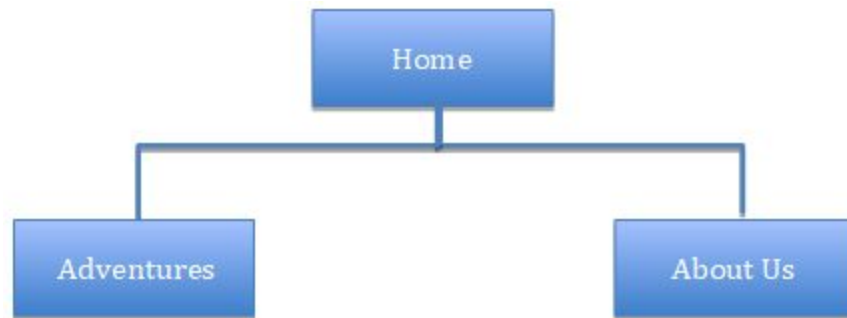
Links

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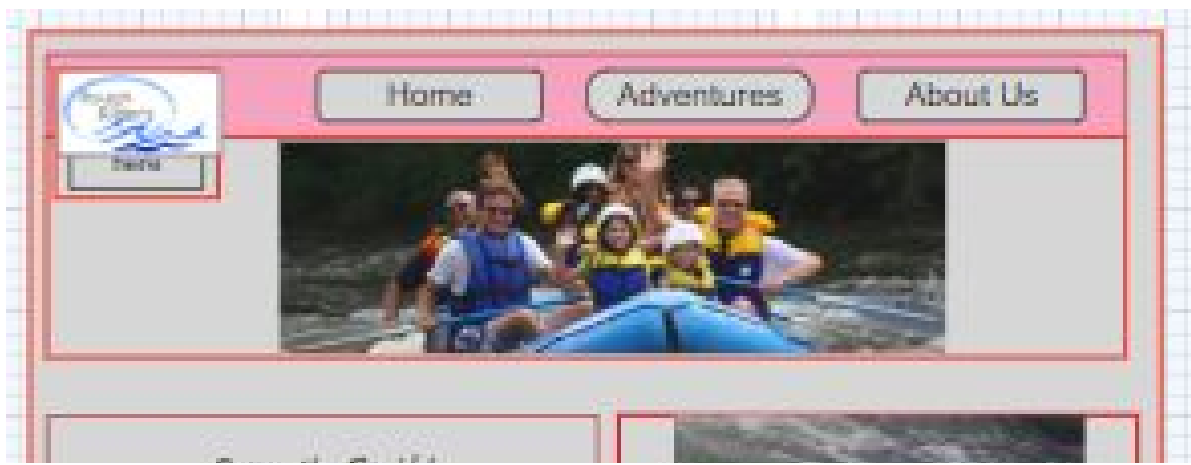
[Link:hover](#): #CC76A1

Layout

Site Map



Wireframes





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[Adventures](#)

[About Us](#)

Your wild

Adventures

Book Your Trip Now!
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Home

Adventures

About Us

You are

About Us

are

Meet Our Tours Guided