**Overview**

* **Task:** Create a site plan to lay the groundwork for the site development.
* **Purpose:** Prepare your website with the proper foundational information and guides.

**Background**

Developing a site plan is a critical step in any web design process. Site plans help establish the purpose of the site, the voice, and overall look and feel, and then they help you apply those consistently across your site.

Site plans come in many shapes and sizes and in varying levels of detail. Here is a list of common elements in a site plan:

* Statement of purpose and goals
* Definition of audience
* Personas and scenarios (Who will use the site and how will they use it?)
* A style guide:
  + Branding information (how to use the branding for the site correctly)
  + Typography choices and justification
  + Color palette
  + Specific styling of elements on the site (headings, lists, paragraphs, forms, links, buttons, and so on)
  + A site map
  + Wireframes showing general layout and content for major pages

We will be making a simplified site plan for our web site. Ours will focus on the sections for purpose, audience and a partial style guide.

From the beginning, websites have always been about displaying content. This is the underlying purpose behind every site on the Internet, or at least it should be. In order to determine which content you should put on the site, it is critical to determine the purpose or goals of the site. The content should support that purpose. At a high level these purposes can take many forms:

* **Build Revenue**: Build revenues for your new/existing business or
* **Share Information**: Share corporate or educational information or
* **Share Opinions**: Share opinions on a subject
* **Share Personal Interests**: Share personal interests with family and friends

All websites should have a purpose, and that purpose should be more than 'My teacher is making me do this.' I choose to do it about sharing information (more educational)

**Audience Statement**

Another important factor to keep in mind when planning a website, is the audience for the site. Remember, that websites are all about content. The purpose helps define what content you should include, and the content should target your specific audience or audiences (websites can have more than one).

**Write a statement specifically identifying your target audience**. Try to answer these questions:

* + Who are the target customers? Describe their life (or business) situation (**Young Adults (Ages 18–35)**, financial situation, interests, and so on)
  + What do they want?
  + What are their needs that aren't being met?
  + How will my audience usually access my site (desktop, laptop, mobile device)?

Add your Audience to your site plan just like you did for the Purpose above.

**Site Plan for Dry Oar Rafting Co.**

**Purpose Statement**

The purpose of this website is to share information about Dry Oar Rafting Co., a fictional whitewater rafting company. The site will educate potential customers about rafting opportunities, safety guidelines, tour options, and what to expect on a rafting trip. The content is designed to build trust, provide helpful tips for beginners and experienced rafters, and highlight the excitement and beauty of rafting adventures. The goal is to inform visitors so they can confidently decide to book a trip or learn more about outdoor water recreation.

**Audience Statement**

Our target audience includes young adults ages 18–35 who are adventurous, nature-loving, and often looking for weekend getaways or outdoor recreational activities. Many of them are college students or young professionals with moderate disposable income. They are interested in exploring the outdoors, spending time with friends, and trying new experiences like rafting. Some may be beginners who want to learn more before committing to a trip. Others may be repeat adventurers.

This audience typically accesses websites through mobile devices while on the go, though many will also use laptops for planning and booking trips. Therefore, the website must be mobile-friendly and easy to navigate. Their needs include finding safe, exciting, and affordable outdoor experiences with clear guidance and trustworthy information.

**Style Guide**

**Branding Information**

Dry Oar Rafting Co. represents outdoor adventure, safety, and excitement. The brand uses a combination of playful and strong visuals to appeal to an active, fun-seeking audience. The logo features a paddle and a flowing river, reinforcing themes of motion, water, and outdoor activity. The design should be clean, modern, and nature-oriented.

**Typography ideas**

* **Headings:** Use a bold, modern sans-serif font like **Montserrat** or **Raleway** to capture attention and convey strength.
* **Body Text:** Use a clean, readable font like **Open Sans** or **Roboto** for clarity, especially on mobile screens.
* **Justification:** These fonts are chosen for their readability and modern look, which supports a professional yet adventurous tone.

Dry Oar Rafting Co (raleway)

Dry Oar Rafting Co (Montserrat)

Dry Oar Rafting Co (roboto)

Dry Oar Rafting Co (monaco)

**Dry Oar Rafting Co (Oswald) HTML code below:**

**<link href="https://fonts.googleapis.com/css2?family=Lato&family=Oswald:wght@400;600&display=swap" rel="stylesheet">**

**Color Palette**

Based on the logo, here is a suggested color palette:

* **Dark Blue** (#003B6F): Used for headings, logo text, and buttons. It conveys trust and professionalism.
* **Sky Blue** (#7EC8E3): Used for backgrounds or highlights. It represents water, calm, and nature.
* **Soft Yellow** (#FBE497): Accent color from the paddle, used for call-to-action buttons or highlights.
* **White** (#FFFFFF): Background or contrast color for readability and clean layout.

**Element Styling**

* **Headings:** Bold and dark blue. Centered or left-aligned. Use spacing to give a clean look.
* **Paragraphs:** Standard line height, dark gray or black on white background for easy reading.
* **Links:** Dark blue with underline on hover.
* **Buttons:** Sky blue background with white text; hover turns soft yellow with dark blue text.
* **Lists:** Clean bullet points with spacing between items for readability.
* **Forms:** Simple, with blue borders and soft yellow submit buttons.
* **Navigation Bar:** Horizontal layout with sky blue background and dark blue text.