Rapids Rafting Site Plan

Purpose

The purpose of the rapids rafting website is to provide an engaging and informative online presence for the rafting company. The site will:

* Promote the company’s rafting tours and services
* Offer easy-to-access details about pricing, safety, and booking
* Build trust with potential customers by showcasing experience, testimonials, and clear trip expectations
* Encourage new and returning customers to book online

Goals

* Provide detailed information about available rafting packages
* Allow users to easily make bookings and inquiries online
* Educate visitors on rafting safety and preparation
* Showcase scenic rafting routes through images and videos
* Build credibility through customer reviews and clear contact information
* Drive traffic from search engines and social media platforms

Target Audience

* **Adventure Seekers:** Individuals aged 18–45 looking for outdoor excitement and physical challenge.
* **Families:** Parents and children interested in safe and fun vacation activities.
* **Tourists:** Local and international visitors seeking guided rafting experiences.
* **Corporate Groups:** Companies looking for team-building activities.

Scenarios

* The visitor needs clear information about trip difficulty levels, age restrictions, and safety measures.
* The visitor wants straightforward pricing details and what the cost includes.
* The user needs to quickly check availability and reserve a spot.
* The user is seeking maps, directions, and contact info.
* The user is looking for a checklist or preparation guide.

Site Map

About Us

Home

Trips

Contact Us

Branding



Style Guide

https://coolors.co/264653-2a9d8f-e9c46a-f4a261

Accent 1

# e9c46a

Accent 2

# f4a261

Secondar

#264653

Primary

#2a9d8f

Typography

Headings: **Georgia 400, 700, and Black**

Body: **Helvatica 400 and 700**

Wireframes





