Web Design details

Live feed [**https://patblau.github.io/wwd130b/**](https://patblau.github.io/wwd130b/)

Purpose Statement

<p>

The purpose of this website is to build revenue for Big Drop Outfitters by promoting our

facility, services, and the unique experiences we offer. Our site provides essential

information such as safety instructions, preparation tips, packing suggestions, details on

equipment, and the river routes available.

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<p>

Visitors can explore camping options in the area with interactive maps for directions,

weather updates, and information on local activities and events. We also highlight our

business partners and share exclusive savings opportunities, along with links to local

businesses to strengthen community connections.

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<p>

To increase revenue and simplify planning, guests can schedule and book their visits

directly through the site. We encourage engagement by allowing visitors to share their

photos, stories, and experiences. A feedback questionnaire with a grading scale will help

us improve our services and showcase customer satisfaction.

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<p>

The website also features a calendar of community events, contests and winners, and

visitor-friendly content such as recipes, camping tips, and activity guides. In addition,

we clearly communicate our rules, mission statement, and motto to ensure visitors

understand both what we offer and what we expect, fostering a safe and memorable adventure.

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Audience

<h2>Our Target Audience</h2>

<p>

Our target customers are families, groups of friends, and outdoor enthusiasts who

enjoy adventure, nature, and community-centered experiences. This includes single adults seeking a getaway with friends, families looking for fun and affordable vacations, and organizations or groups planning summer camping activities.

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<p>

Most of our customers are between their mid-20s and mid-50s, with moderate disposable income they are eager to spend on memorable outdoor experiences. They value connection, adventure, and affordability.

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<p>

Our guests want easy access to safe, well-planned outdoor activities that go beyond rafting. They are looking for options that include camping, local attractions, and events that can round out their vacation.

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<p>

Their unmet needs include affordable group options, clear safety and preparation guidance, and one-stop booking that simplifies the planning process. By offering discounts with business partners and linking to local businesses, we make their trip both easier and more affordable.

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<p>

Most of our audience will access the site through mobile devices while traveling, though desktops and laptops are also common for planning. To meet this need, our website is fully mobile-friendly and easy to navigate on any device.

</p>)

A logo with people in a boat

AI-generated content may be incorrect.

Logo colors

 **Midnight green (text & outlines):** #145169

 **Verdigris (sky & highlights):** #63A7A9

 **Hunter** **Green (mountains):** #3E6B3B

 **Pigment Green (mountain details):** #49A443

 **Flame (raft & people):** #E3642A

 **Sandy brown (raft & people):** ##EFA765

 **Snow (background, wave crests/details):** #FFFFFF

[coolors.co](https://coolors.co/)

Pat Blau

patblau2330

9\*vktyg6H.WF#W6

<https://coolors.co/fffbfe-145169-e3642a-efa765-63a7a9-49a443-3e6b3b>

/\* these colors below should be chosen from among your palette colors above \*/

--headline-color-on-white: #145169; /\* headlines on a white background \*/

--headline-color-on-color: #FFFFFF; /\* headlines on a colored background \*/

--paragraph-color-on-white: #145169; /\* paragraph text on a white background \*/

--paragraph-color-on-color: #FFFFFF; /\* paragraph text on a colored background \*/

--paragraph-background-color: #145169; /\* background color for paragraphs \*/;

--nav-link-color: #145169; /\* color of links in the nav bar \*/

--nav-background-color: #EFA765; /\* background color of the nav bar \*/

--nav-hover-link-color: #FFFFFF; /\* color of links in the nav bar when hovered over \*/

--nav-hover-background-color: #145169; /\* background color of the nav bar when a link is hovered over \*/

}

Choosing fonts

Chosen Fonts Helvetica **Chosen Fonts** Bookman Old Style

/\* Headings: Bookman Old Style, bold, #145169 \*/

h1, h2, h3, h4, h5, h6 {

font-family: "Bookman Old Style", serif;

font-weight: bold;

color: #145169;

}

/\* Paragraphs: Helvetica, regular, #145169 \*/

p {

font-family: Helvetica, Arial, sans-serif;

font-weight: normal;

color: #145169;

}

/\* Optional: special colored paragraphs \*/

p.colored {

background-color: #e6f2f5; /\* light aqua background \*/

padding: 8px;

border-radius: 4px;

}

And then your HTML file just needs to include the stylesheet link in the <head>:

html

Copy code

<link rel="stylesheet" href="style.css">