Big Drop Outfitters Site Plan

**Purpose**

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.

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.

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.

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.

**Audience**

**Our Target Audience**

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.

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.

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.

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.

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.

**Branding**

**"Big Water. Big Mountains. Big Fun."**

**Style Guide**

**Color Palette**

Palette URL:

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **#396E94** | **#63A7A9F** | **#A43312** | **#49A443** | **#E3642A** | **#EFA765** | **#FFFFFF** | **#050300** |
| #396E94 | #63A7A9F | #A43312 | #49A443 | #E3642A | #EFA765 | #FFFFFF | #050300 |

**Typography - Bookman Old Style**

**Heading Font Example – Dreaming Outloud Pro**

**Big Drop Outfitters Bradley Hand**

**Paragraph Font Example - Big Casion**

The best Whitewater Rafting Colorado has to offer. Big Drop Outfitters offers rafting on the Colorado and Roaring Fork Rivers in Glenwood Springs. Since 1974, we have been family owned and operated, rafting the Shoshone section of Glenwood Canyon and beyond.

**Colored paragraph example**

Trips vary from mild and great for families, to trips exclusively for physically fit and experienced rafters. No matter what type of river adventures you are seeking, Big Drop Outfitters can make it happen for you.

**Navigation**

Home Page2 Contact Us

**Site Map**

Home

[Page2]

Contact Us

W3

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta http-equiv="X-UA-Compatible" content="IE=edge">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Whitewater Rafting Vacations | Dry Oar Boating | Home</title>

</head>

<body>

<header>

<a id="logo\_link" href="index.html">

<img class="logo" src="images/logo.png" alt="Dry Oar Logo">

</a>

<nav>

<a href="index.html">Home</a>

<a href="#">Page 2</a>

<a href="site-plan-rafting.html">Site Plan</a>

<a href="contactus.html">Contact Us</a>

</nav>

</header>

<div id="hero">

<div id="hero-box">

<img id="hero-img" src="images/hero.png" alt="People enjoying white water rafting">

</div>

<section id="hero-msg">

<h1 class="home-title">Have An Adventure</h1>

<h4>Make Memories with Dry Oar </h4>

<div class='button-box'>

<a class='book' href="contactus.html">Book Now</a>

</div>

</section>

</div>

<main class="home-grid">

<section class="rivers-card">

<img class="card-img" src="images/rivers.jpg" alt="river in forest">

<img class="icon" src="images/river\_icon.png" alt="river icon">

<h2>Rivers</h2>

</section>

<section class="camping-card">

<img class="card-img" src="images/camping.jpg" alt="tent in mountains">

<img class="icon" src="images/fire\_icon.png" alt="fire icon">

<h2>Camping</h2>

</section>

<section class="rapids-card">

<img class="card-img" src="images/rapids.jpg" alt="rafting boat">

<img class="icon" src="images/oars.png" alt="oars icon">

<h2>Rapids</h2>

</section>

<img class="mountains" src="images/mountains.jpg" alt="Misty mountains">

<section class="msg">

<h2>More Than Just The Thrill</h2>

<p>Enjoy the breathtaking scenery. From valleys, meadows, canyons, and high peaks; it's way more than just the rapids. It's a great way to get away from it all and relax amongst all the beauty of the great outdoors. </p>

<a class='join' href="rivers.html">Join Us</a>

</section>

</main>

<footer>

<p>Dry Oar &copy; 20XX - Your First and Last Name Here</p>

<p><a href="site-plan-rafting.html">Site Plan</a></p>

<p><a href="contactus.html">Contact Us</a></p>

<div class="social">

<a href="https://facebook.com">

<img src="images/facebook.png" alt="fb icon">

</a>

<a href="https://twitter.com">

<img src="images/twitter.png" alt="twitter icon">

</a>

<a href="https://instagram.com">

<img src="images/instagram.png" alt="instagram icon">

</a>

</div>

</footer>

</body>

</html>

The index.html is for our wdd130 repository's home page. We need a home page for just the wwr project as well. This will be the home page for the White Water Rafting site.

change the title next. The <title> of the page shows at the top of the browser window or on the tab of a browser window and in the search listing for a site.

how do you know if you use a <section> or a <div>? If you look at what a section contains on [w3schools.org](https://www.w3schools.com/html/html5_semantic_elements.asp) it says a section is a thematic grouping of content, typically with a heading. So that fits the hero text but not the image. I also know later that I will be using a grid to lay the page out and these groupings will help with the grid. Here is a [flowchart](http://html5doctor.com/downloads/h5d-sectioning-flowchart.png) that might help to pick out the most semantic element.