SALMON RIVER ADVENTURES

WEBSITE PLAN

FINAL PROJECT
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CIT 230 – SECTION 14 – MICHAEL ODOM
BYU-IDAHO – WINTER 2020

Overview

Site Purpose

Salmon River Adventures is a nature aware company that serves the needs of those who are also earth aware and desire to make memories on the Salmon River, but don't have the knowledge or equipment to do so.

There are two main reasons for the existence of a website for Salmon River Adventures. First, we wish to increase visitors' awareness of the nature's bounties and how to preserve them while they are creating moments to remember. Second, we need to increment traffic on the website as well as the number of conversions, resulting in an upswing in package bookings to increase income.

We will accomplish these goals through gaining the attention of our audience by using a bold call-to-action on the home page. This will encourage and aid site users in booking their memorable trips.

By providing easily accessible information about our trips and guides on the site, we will promote connection between our visitors and our company, thus earning their trust.

Our inviting, responsive pages will entice users on any type of device to fulfill their weekend or vacation river trip dreams.

Target Audience

Our target audience is healthy, active adults of any age, marital status or gender. They may or may not have children, but we have a minimum age of 8, for the family tour packages only.

They have a high level of education, and thereby strong financial power and habits of purchasing what they want, regardless of the cost.

These individuals and families live in cities and work indoors, thus the preference for outdoor late spring, summer and early fall weekend and vacation activities. Some desire to push their physical limits, others just wish to spend time communing with nature and creating memories with their loved ones.

They are invested in having fun, in having adventures. They have a desire for repeated experiences to make memories for the rest of their lives, especially for their children.
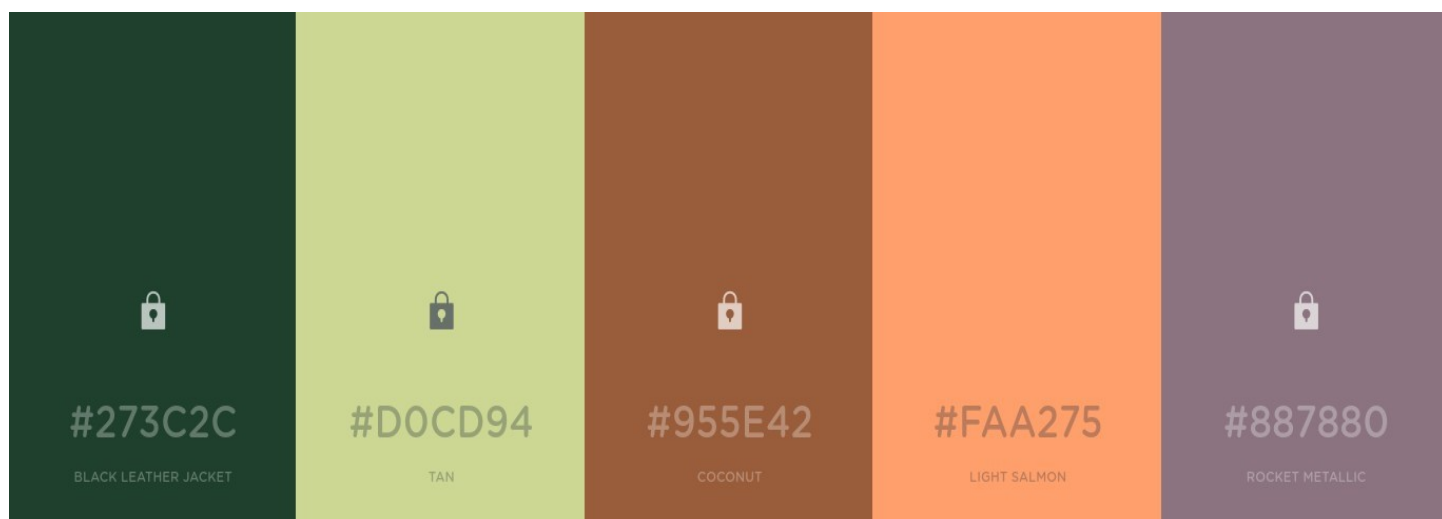
Our audience will be looking for information mainly on mobile devices, especially smart phones, but also on laptop and desktop computers.

Branding

Website Logo

Color Palette

#273C2C	#D0CD94	#955E42	#FAA275	#887880
BLACK LEATHER JACKET	TAN	COCONUT	LIGHT SALMON	ROCKET METALLIC

Primary Color	Secondary	Accent	Accent	Accent
#faa275 (light salmon)	#273C2C (black leather jacket)	#955e42 (coconut)	#D0CD94 (tan)	#887800 (rocket metallic)

Typography

Heading Font

Calligraffiti

Reasoning

This font is read easily and has an attention-grabbing look which is perfect for headlines for this sassy, adventurous company/website.

Body Text Font

Sriracha

Reasoning

Using Sriracha for body text will give continuity with the lower level headlines and easy readability to the page content. This spicy font also gives more sassiness and adventure to the site.

Samples

Heading 1 – Salmon River Adventures – Get wild, get wet, get on cloud nine!

Heading 2 – Salmon River Adventures – Get wild, get wet, get on cloud nine!

Heading 3 – Salmon River Adventures – Get wild, get wet, get on cloud nine!

Heading 4 – Salmon River Adventures – Get wild, get wet, get on cloud nine!

Heading 5 – Salmon River Adventures – Get wild, get wet, get on cloud nine!

Heading 6 – Salmon River Adventures – Get wild, get wet, get on cloud nine!

Paragraph - Salmon River Adventures - Get wild, get wet, get on cloud nine!

Navigation

Main Navigation

Main page: Home (About Us)

Sub-pages: River Guides, Contact Us, Get Native (reservations), Adventures (trip packages)

Main colors: background - #d6aa42 (light salmon)   text - #273C2C (black leather jacket)

Normal Navigation Link Color(s): text: #2c6c7c (rocket metallic)

Hover Navigation Link Color(s): text: #D0CD94 (tan), background: #273C2C (black leather jacket)

Active Page Navigation Link Color(s): background: #955e42 (coconut)

HTML Links

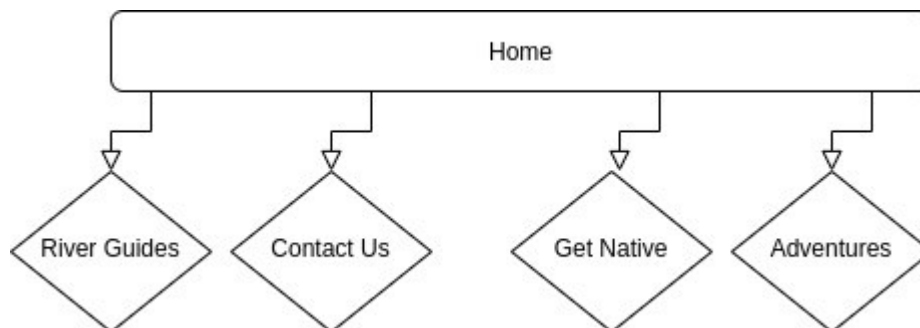Normal Link Color: #2c6c7c (rocket metallic)

Hover Link Color: #955e42 (coconut)

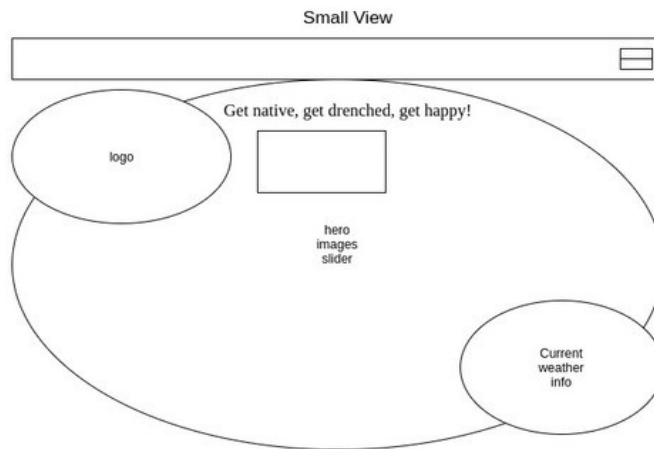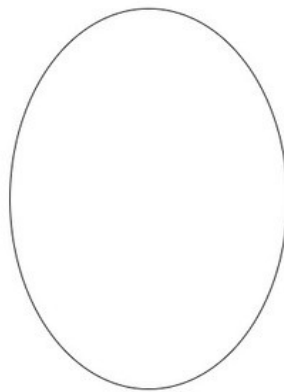Visited Link Color: #273C2C (black leather jacket)

Layout

Site Map

Wireframes

Small View

Get native, get drenched, get happy!

logo

hero
images
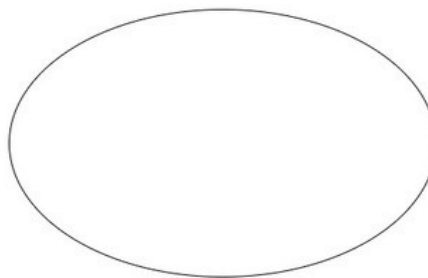slider

Current
weather
info

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.

Home	Trips	Meet our Guides	Reservations	Contact

logo

Salmon River Adventures - Get native, get drenched, get happy!

hero
images
slider

Current
weather
info

Heading

Lorem ipsum dolor sit
amet, consectetur
adipisicing elit, sed do
eiusmod tempor incididunt
ut labore et dolore magna
aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur
adipisicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur
adipisicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Today is Wednesday, 8 April 2020