# Rafting Website Planning Document

**Project Title:**Whitewater Rafting Website Project.

**Purpose:**To create an engaging, user-friendly website that promotes rafting trips, informs visitors about safety and trip options, and allows easy booking, to have a relevant and useful online presence to:-

- Showcase rafting tour packages  
- Educate users about rafting safety and gear  
- Provide real-time trip availability and online booking  
- Build brand trust and generate leads

**Target Audience**

- Outdoor adventure seekers  
- Tourists visiting the area  
- School and corporate groups  
- Families looking for safe recreational activities

**Site Map / Page Structure**

**Home**- Hero image/video of rafting action  
- Quick intro to the company  
- Highlights of popular trips

-Appealing graphics   
- CTA: “Book Now”

**Trips**

This page provides detailed information and examples of the different adventures or trips that the company offerings including available equipment.  
- List of rafting packages (day trips, family-friendly, extreme)  
- Filters: skill level, duration, price  
- Detail pages for each trip

**About Us**- Company story and team  
- Certifications and experience

**Gallery**- Photos and videos of past trips  
- Social media integration

**Booking**- Booking form  
- Availability calendar  
- Payment processing

**Safety**- Info on rafting safety protocols  
- Required gear  
- Age and health restrictions

**Contact**- Contact form  
- Map & directions  
- Phone, email, and social media links

Logo



## 4. Design Elements (Logo and Style Guide)

* The content is custom built with valid, semantic, and contemporary HTML and CSS.
* The design is consistent throughout the site providing ease of navigation, and supporting positive user experiences.

Color Palette  
- Blue (water), green (nature), and white (clean, open space)

* Primary - #3facde
* Secondary - #424a1c
* accent1- #ffffff
* accent2 - #067bdb

https://coolors.co/ffffff-3facde-424a1c-16ca64-067bdb

Fonts  
- Overpass font for headlines  
- Montserrat font for body text

Imagery  
- High-resolution action shots  
- Group photos  
- Maps and diagrams

Layout Style  
- Responsive (mobile-first)  
- Large visuals, short text blocks  
- Grid for trip listings

## 5. 🧩 Functionality Requirements

- Mobile-friendly responsive design  
- Real-time booking with confirmation emails  
- Photo/video gallery with lightbox view  
- Contact form with spam protection  
- SEO optimization  
- Google Maps integration

## 6. 🔧 Technical Stack (Optional)

- Frontend: HTML5, CSS3, JavaScript (or React for SPA)  
- Backend: Node.js / PHP / Python (if dynamic)  
- CMS Option: WordPress or custom build  
- Booking Plugin/Integration: Calendly, Bookeo, or custom form

## 7. 📝 Content Needs

- Trip descriptions & prices  
- Team bios and certifications  
- Safety information  
- Customer testimonials  
- Blog (optional for SEO)