Purpose:

To create an informative, attentive, friendly website to entice people to participate in the nature by way of a whitewater rafting trip through our company. Needs to show it as a team activity, for ages pre-teen to elder, if you can walk and swim you are able to go white water rafting. Perfect for families, business groups, church activities, youth groups, and team building influencers. Perfect place to learn, grow and have fun doing it.

Website will help establish our logo, by way of building our customer base, sharing reviews, testimonials, and pictures to help drive our sales and brand reputation. Show our activity as a new way to add excitement, thrill, and adventure in a safe environment. We will show travel times, safety rating and costs for each trip, completely transparent, and no surprise fees. While providing all laws, rules, regulations, company policy’s, and safety protocols for every trip. Use social media to advertise and build a network of customers, friends, neighbors, to showcase our product and build our brand.

Audience:

Target audience, would be teenagers through adult, adventurous, thrill seekers, outdoors or nature lovers. People need to be able to walk, swim, and communicate with others on the raft. All skill levels welcome and multiple rivers available no two trips will be the same

FAQ

Provides information, difficulties of each river trip.

Guides customer through available river runs by providing detailed overview

Testimonials, reviews, and pictures from previous customers.

Overall restrictions and trip specific restrictions.

Options for solos, couples, and groups.

List local hotels, motels, camping sites, local restaurants, and other activities.

Where the non-rafting people can hang out while their traveling companions go rafting.

Way to customize the adventure, multi-day, multi-trip, camping, guides, site seeing tours.

Site map

Home

Contact Us

About Us

River Runs

Brand/Logo

Styles

Color palette URL :

Primary

Secondary

Accent 1

Accent 2

Typography

Headings:

Body:

Wireframes

(Examples of the website pages)

Home:

About Us:

Contact Us: