Purpose of creating a website:

The purpose is to introduce our business to people that interested in white water rafting. From visiting the website people know who we are, what we do and the service we can provide. At the same time expand the business presence and attract potential customers.

Audience:

The target audience is tourist that coming to New Zealand. They are interested in sports especially adventure sports. Their average income shouldn’t less than $80,000 per year. They must be at least 13 years old and physically fit. They shouldn’t have any condition or injury that could be affected by attending the activity. They can view the website from their device e.g. laptop, mobile phone.