

Site Information:

Salmon River Adventures

www.redonks.com

Site Purpose:

The purpose of this site is to present current information to the public regarding adventure travel services provided by Salmon River Adventures. The site will include information about the company, our guides, and current trip options with pricing, as well as an opportunity to book an adventure trip. Trip options will include whitewater rafting, kayaking, and canoeing, as well as hiking, biking, and mountain biking.

The intent of this site is to convert site visitors into customers by presenting the information in a relevant and visually appealing way. Business goals for the site include increasing branding awareness by 50% over last year and being the source of 75% of all booked business within one year of launch.

Target Audience:**Who is using the site?**

- Adventure travel websites are accessed by people generally 16 years and up.
- Individuals, families, and groups who seek outdoor adventure activities that include whitewater kayaking, canoeing, or rafting, as well as camping, hiking, and mountain biking
- People from Idaho, as well as throughout the United States and internationally
- Outdoor recreation is the third largest economy in the United States, generating \$646 billion in consumer spending, according to the Outdoor Industry Association website.
- Idaho generates \$6.3 billion in consumer spending and at least 74% of Idaho residents participate in outdoor recreation each year.
- According to the August 2013 Adventure Tourism Market Study completed by The George Washington University and the Adventure Travel Trade Association, adventure travelers:
 - are more likely to use professional services such as guides, instructors, tour operators, or other services
 - have an average age of 36
 - 69% plan their trips by researching online
 - 57% are male and 48% are single or never married
 - 37% have at least a four-year degree
 - have an average income level of \$46,800
 - read publications such as National Geographic
 - value international travel, with 71% having a valid passport

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- 21% travel with friends, 37% travel with a spouse or partner, and 30% travel with family (including children)
- ranked time with family as a low priority
- ranked available activities as the second most important factor in choosing a destination
- 68% planned their trip four or fewer months before departure, and 22% planned their trip less than a month before departure
- 73% plan to participate in an adventure activity on their next trip
- 45% plan to use a tour operator on their next trip

What is the user doing when they visit the site?

- Users are usually consciously researching information to plan an outdoor adventure trip.
- Users can be doing anything from sitting at home, in bed, commuting to work, at work, in class, on a plane, or out with family and friends.
- Users are not out for a quick check of information, like a weather site. Users are interested in more extensive information, so they will be spending more time on the site if the information is relevant and appealing.

What actions or content is the visitor wanting?

- How long has the company been in business?
- What type of adventure travel does the company offer?
- When are trips available?
- How much does a trip cost?
- How long does a trip last?
- How many guides do they have?
- How much and what kind of experience does each guide have?
- Where are the trips located?
- Can I pay for the trip through the website?
- How can I contact the company if I need more information or have more questions?

Where is the user located?


- Because adventure travel is a global industry, users can be located anywhere in the world, however due to proximity of travel, the primary focus will be for people within North America.

When is the site being visited?

- Highest traffic occurs during lunch, in the evenings, and on weekends.
- Increases in traffic can also occur when seasons change and trip schedules become available.

How are users accessing the site?

- Desktop
- Laptop
- Tablet
- Smart Phone

Persona:	Mr. Outdoors
Photo:	 A man with short brown hair, wearing a yellow and black jacket, is holding a small fish (likely a salmon) in his hands, showing it to the camera. The background is a cloudy sky and a body of water.
Fictional Name:	Markham Thomson
Job title/major responsibilities:	<p>President (Owner of small financial planning firm)</p> <p>Major responsibilities include:</p> <ul style="list-style-type: none"> • Running his company. • Managing his clients' financial interests. • Making money for his clients, resulting in his success.
Demographics:	<ul style="list-style-type: none"> • Male • Single • 29 years old • Lives in condo in suburban area

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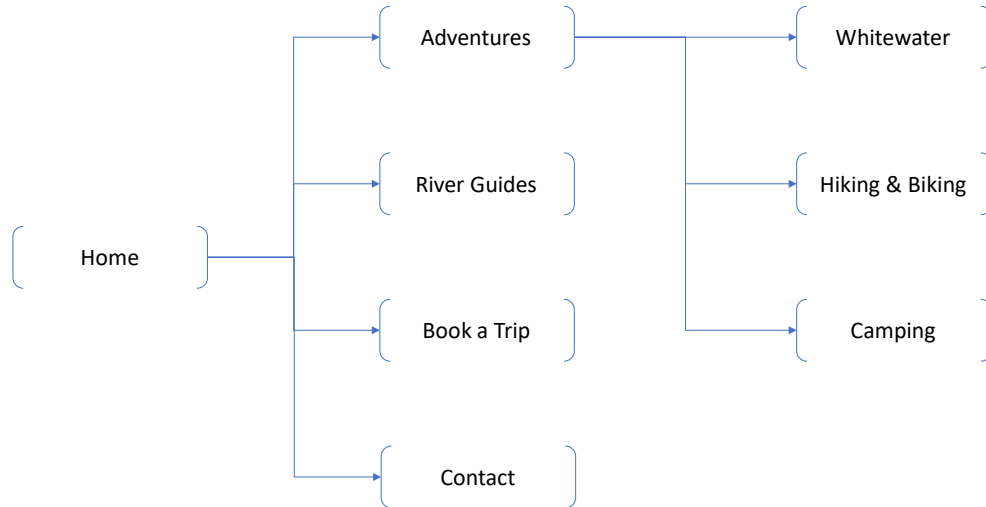
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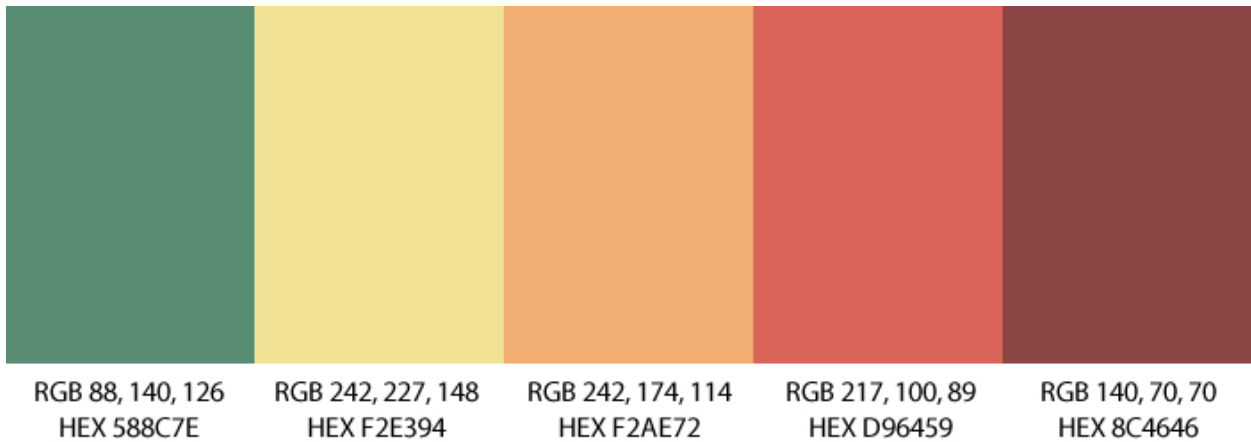
	<ul style="list-style-type: none">• Successful entrepreneur• Financial Planning Professional• Bachelor's Degree• Actively dating
Goals and tasks:	<p>He is focused on two things: having a successful business and enjoying life to the fullest. YOLO (You Only Live Once) is his motto. His biggest concern is making sure he gets the most out of life each day. Marriage and settling down are NOT on his radar screen.</p> <p>Spends his days:</p> <ul style="list-style-type: none">• Running his business,• Staying abreast of financial and world news,• Staying connected with his clients and gaining new ones,• Hanging out with his buddies after work,• Working out and staying in shape.
Environment:	<p>He is glued to his mobile phone and social media mostly for current financial and world events, and only partially for personal reasons. He spends almost every waking moment managing his clients' financial interests. He uses other forms of communication, including email or phone calls.</p>
Quote:	<p>"What would you do if you couldn't fail?"</p> <p>People don't buy what you do, they buy WHY you do it.</p>

Site Map:



Color Scheme:

The color scheme chosen was based off typical colors for outdoor activities.



Typography:

- All headers and page titles will use the Montserrat font

What Are You Waiting For?
(Page Title)

What Are You Waiting For? (H1)

What Are You Waiting For? (H2)

What Are You Waiting For? (H3)

What Are You Waiting For? (H4)

What Are You Waiting For? (H5)

What Are You Waiting For? (H6)

- Navigation and Footer text will use Roboto Condensed

Home
Adventures
River Guides
Book a Trip
Contact

- Body text will be Open Sans

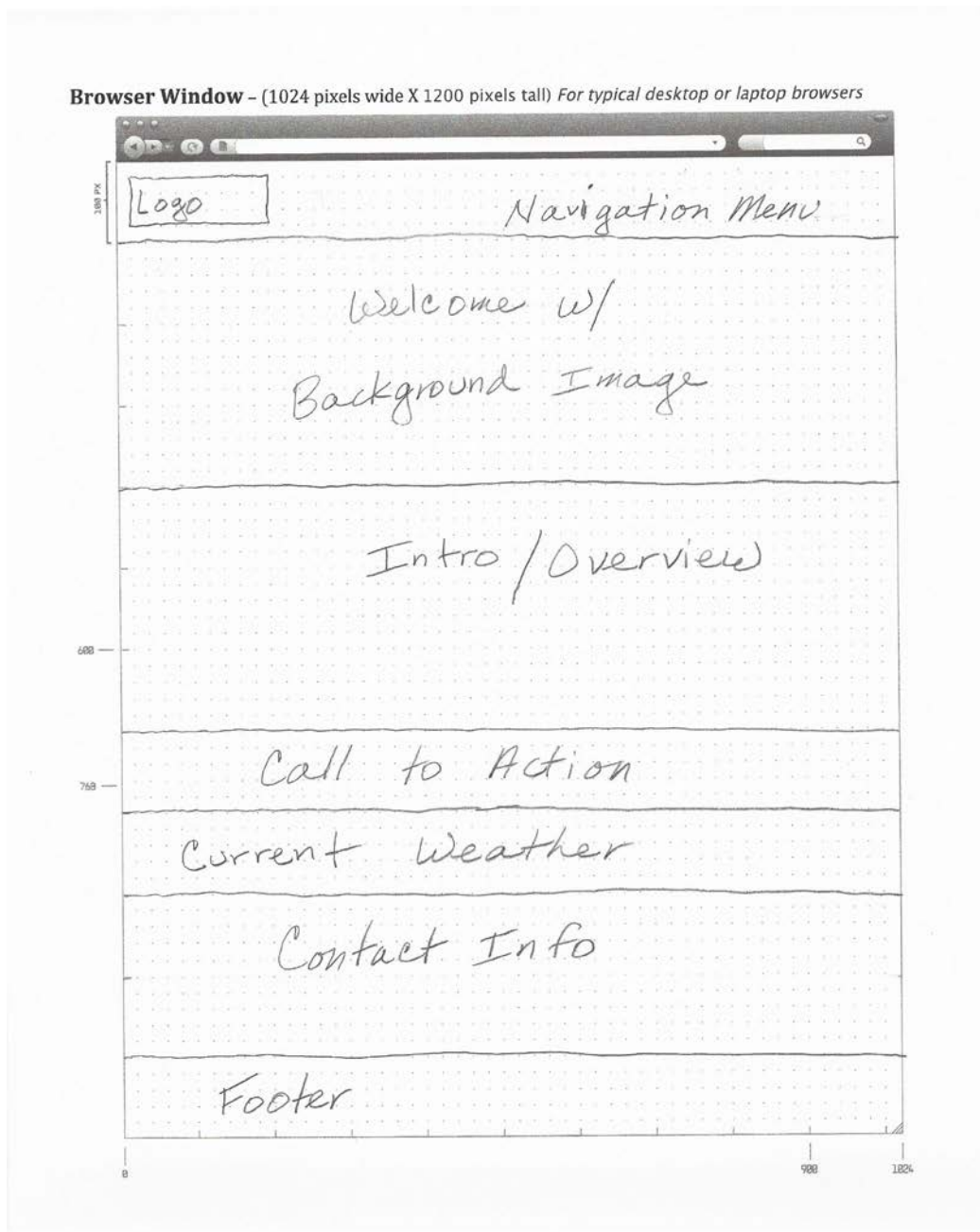
Welcome to the Salmon River Adventures website! We hope you find what you're looking for.

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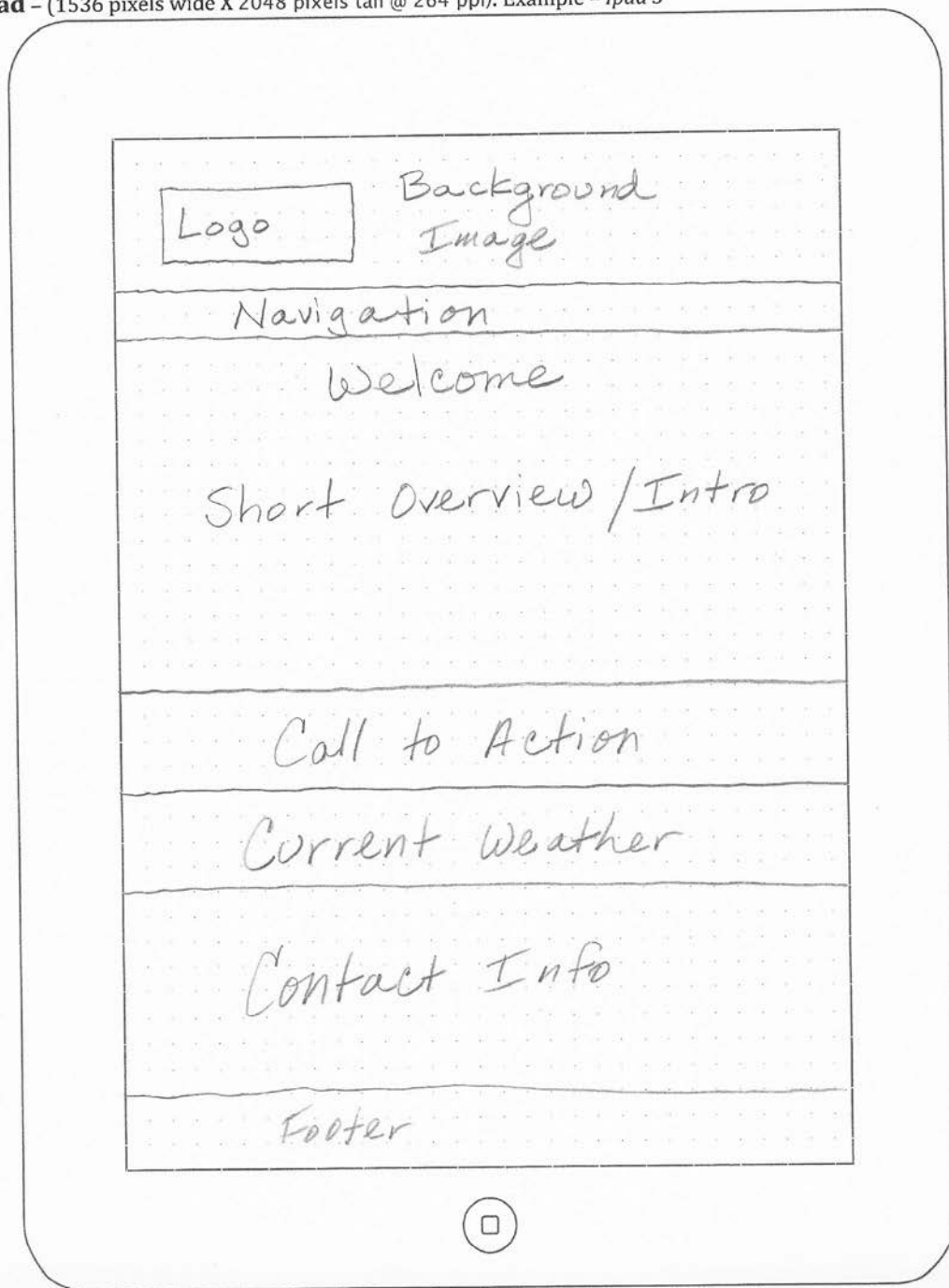
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Wire-Frame Sketches:



IPad – (1536 pixels wide X 2048 pixels tall @ 264 ppi): Example – Ipad 3



iPhone - (640 pixel wide X 960 pixel high): Example - iPhone 4S actual size

Notes:

- 1) The page will be longer than the actual screen size and will scroll
- 2) Colors are defined in the Color Scheme section of the Planning Document
- 3) Fonts/Typography are defined in the Typography section of the Planning Document

