FIND YOUR RIVER

Making a complex lineup of rafting trips easier to explore and book.

PROJECT BY

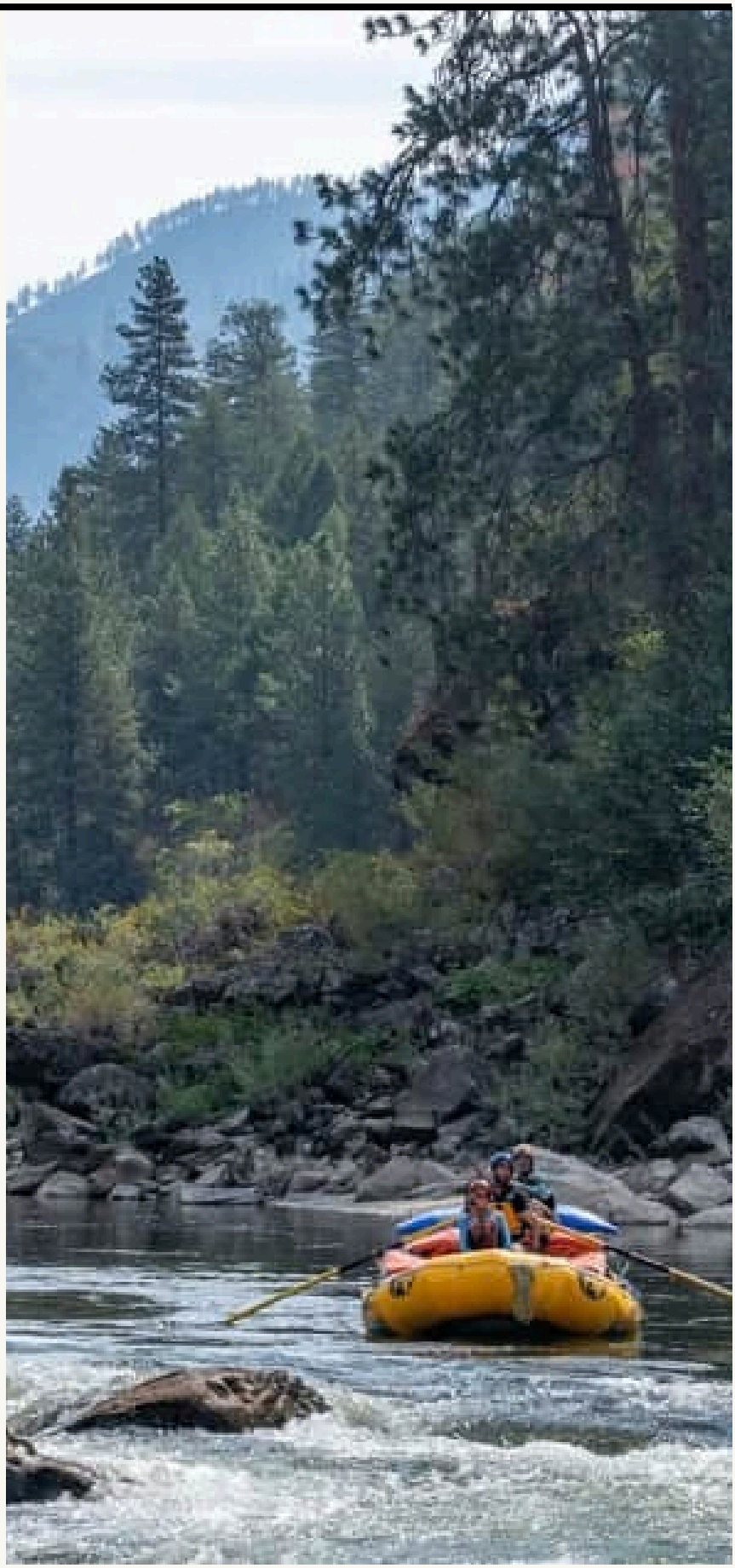
Kayla Roy

ROLE

Web Designer & Developer

TECH

WordPress ◦ UX/UI Design ◦ PHP ◦ JavaScript



Overview

Rebuilt the website for a multi-million-dollar whitewater rafting company operating across three West Coast states, making it easier for customers to understand their options, choose the right trip, and book with confidence.

THE CHALLENGE

The existing site was outdated, slow, and difficult to navigate. With multiple rivers, locations, and trip options, customers often had to dig through pages or call headquarters to figure out which trip was right for them.

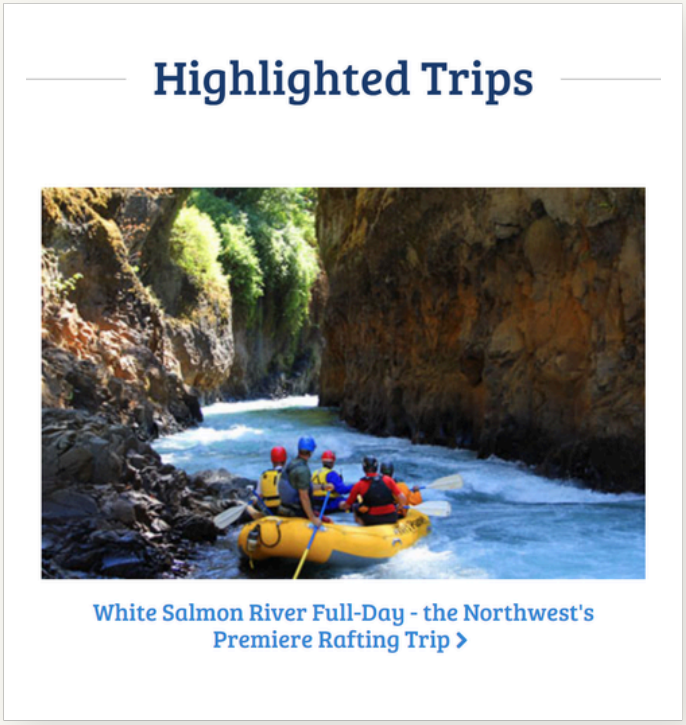
The visual design also didn't reflect the brand. They wanted to come across as professional, trustworthy, outdoor experts rather than a loud, theme-park style adventure company.

MY APPROACH

As I began my wireframe and design I focused on the same core question:

What does someone need to know before they can confidently choose a trip?

I reorganized the sitemap and content around that question, then rebuilt the site in a custom WordPress theme with both desktop and mobile users in mind.

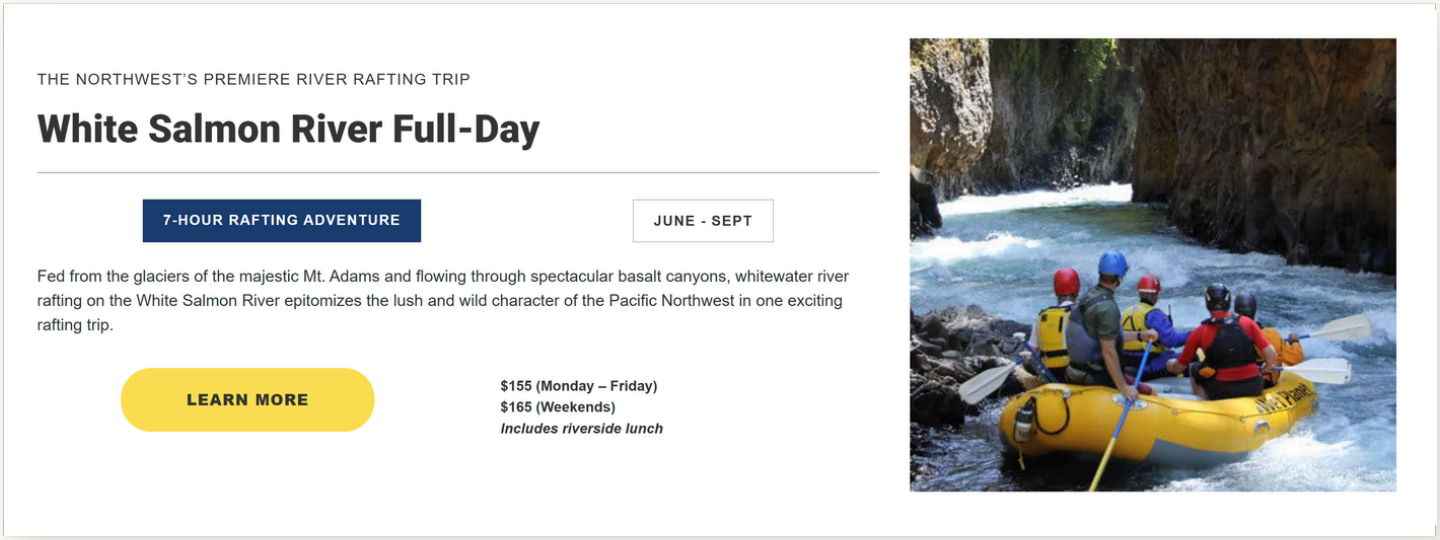


PREVIOUS TRIP OVERVIEW

DESIGN 01

- *Reorganized trip pages and highlights around the information customers actually needed to choose a rafting trip.*

NEW TRIP OVERVIEW

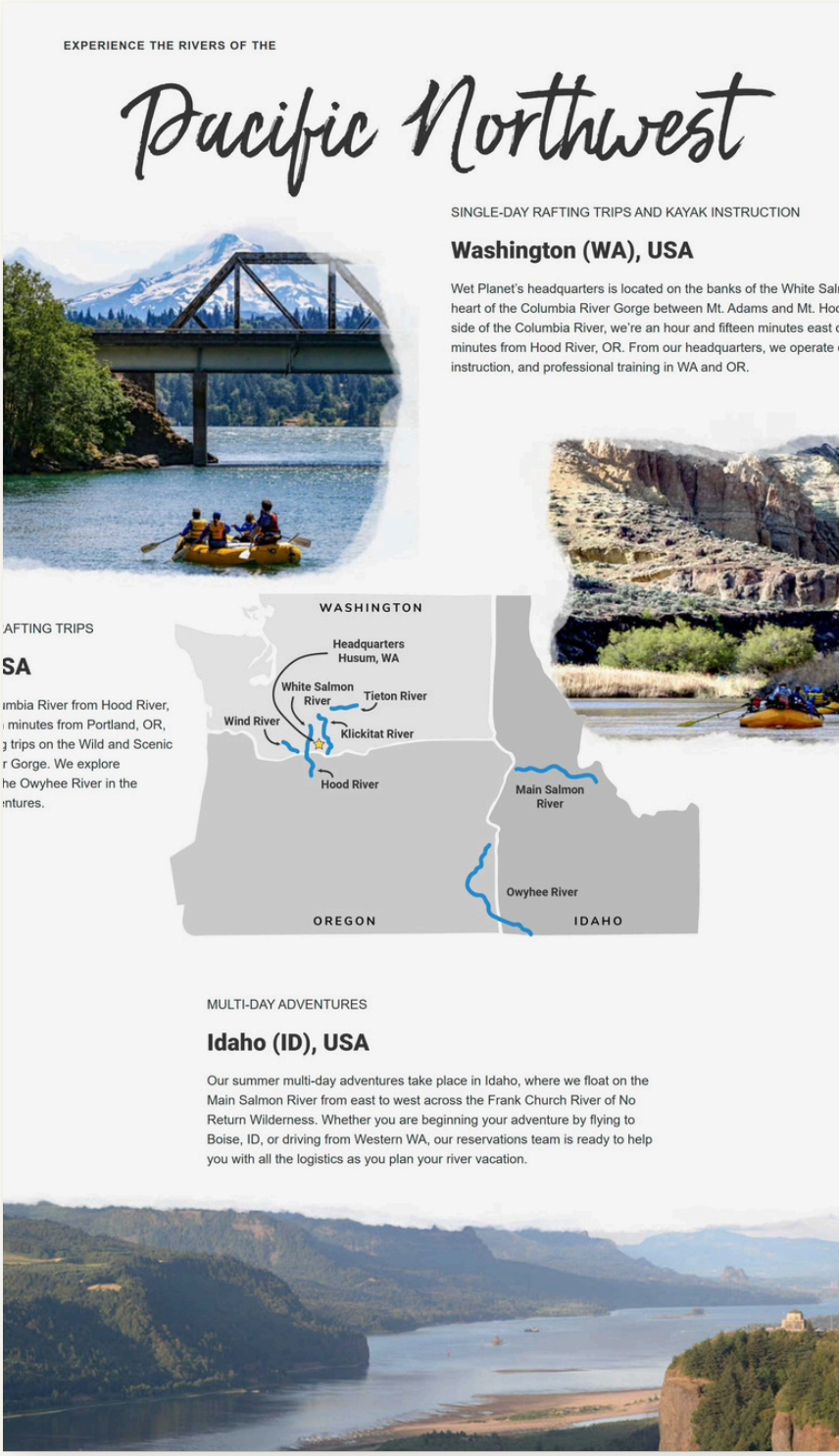


DESIGN

- *Hand-drew an illustrated map to make their headquarters and river options immediately clear.*
- *Utilized “Read more” accordions to hide lengthy trip details to make key information easier to scan.*
- *Used custom textures and landscape photography to showcase the full rafting experience, not just the rapids.*

DEV

- *Built a custom WordPress theme.*
- *Added trip filtering using Custom Post Types and categories.*
- *Integrated the reservation system directly into the website for improved SEO.*
- *Implemented custom lazy loading to improve image performance.*
- *Built engaging team and blog page experiences.*



Results

The new experience made it easier for customers to browse and choose the right trip, resulting in more sales and fewer calls to headquarters for basic information. Three years later, the site is still going strong and helping customers find the answers they need before they have to ask.

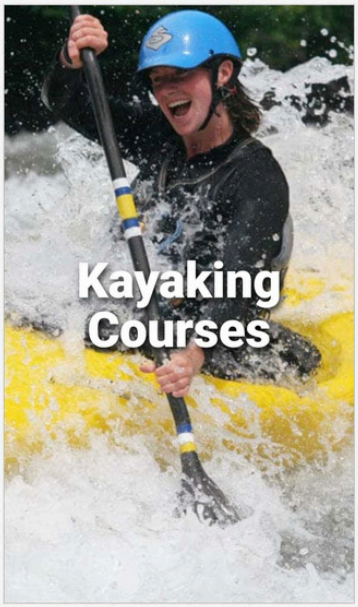
Take Charge! Learn to Kayak

2 or 3-Day Whitewater Kayaking Clinic on the Wild and Scenic Klickitat River

Learn More









TAKE THE PLUNGE!

Featured Adventures

