

Content Strategy



Development Campaign for Explorebreda.nl

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Introduction

Our group has been tasked with conducting extensive research for Handpicked, located in Breda, a company dedicated to assisting small businesses in their inception.

This document details the development and execution of a development campaign for Explorebreda.nl (an online platform highlighting the best of Breda, Netherlands). In the previous project our goal was to attract and engage international University students and drive them to the new upcoming website Explorebreda.nl, **now our goal is to keep engaging them, so they have become fans of the website.**

After our previous research, we decided that we should target international students even though it is a smaller group of targets.

Since after the first project this concept worked, we wanted to still focus on international students, therefore with our easter egg we would like to engage them.

Problem definition and solution vision

Even though a website has a considerable number of visitors, it does not mean that they will continue to stay there or become regular visitors to it.

By making something fun, and playful for the website, we can help them to stay interested in it and stuck in their head for longer so they will know what the website is good for (to do that we need something that they hardly can forget).

We need to make regulars from the visitors for explorebreda.nl.

To manage to do this we need something unique, that keeps their interest (for Gen-Z people a lot of research highlighted that because of the internet and rapid changes, their interest can fade away quickly, so it is not an easy task)

Root cause analysis

Students may lack awareness of the opportunities and benefits associated with visiting other cities, including cultural experiences, networking opportunities, and personal growth. If students do not see the benefits or relevance of visiting a specific city or location in relation to their academic or personal interests, they may be less inclined to go or invest resources in visiting it. Some students may feel more comfortable and secure in their familiar environment and may be hesitant to venture outside their comfort zone by visiting other cities.

Target group and appeal

Our target audience are international students in the Netherlands, around the age of 17 to 23. International students possess a global mindset and are interested in experiencing diverse cultures and lifestyles. They are driven by academic and career aspirations, seeking quality education and personal development opportunities. Open to exploring new environments, trying new activities, and embracing new experiences. They are interested in building connections and networks, both within the international student community and with locals. Adaptability and

problem-solving skills are common traits, as they navigate life in a foreign country. These traits make them a good audience to market to because we can fulfill all these needs.

Project goals & objectives

Goal

Our goal for this project is to make visitors become regulars for explorebreda.nl

Objectives

Prototyping & Developing:

We need to prototype our ideas for the website.

We need to develop our ester egg for the website.

User Research:

Asking for feedback and doing user research helps to make sure that our ideas are working for our target audience, therefore we must make sure that we do enough of user research.

Project scope and deliverables

Scope

- Gather our ideas, and prototype
- Develop an easter egg
- Make sure to do user research between these two.

Deliverables

- A prototype
- Developed website/ easter egg for the website
- Content strategy

Non - deliverables

- Moscow chart

People involved

Aisa

Role: Planning, Designing, Documenting, Developing

Role description:

- Assign tasks to members so they can help the team achieve their goals.
- Encourage others on their team to consider all sides of an idea or argument before concluding.
- Documenting the process of the work, and carry out the documents which is needed for the client.
- Encourage people the think outside of the box, to not go with the flow.
- Make sure that the code is efficient.

Mayca

Role: Planning, Documenting, Designing, Developing

Role description:

- Make sure that the code is efficient.
- Contribute ideas and suggestions for resolving problems within the group.
- Ensure creative ideas, and provide designing solutions for the group.
- Use the information they gather to propose alternative solutions.

Phasing

Week 1-2

- Content Strategy
- Prototype
- User Research

Week 3-4

- User Research
- Developing the code

Methodology

For this project we are going to use 4 different methods of research to further analyze our target users.

Field research

With this method of research, we are going to do it by conducting interviews with clients, and the target.

Research with tests, and surveys.

We are going to analyze the answers and the data so we can come up with a plan, and a way to reach the target. Also, we must make it clear who the customers are, and where to reach them.

Library research

With this method of research, we are going to adopt the method of literature study by looking up for ways to execute our ideas.

Showroom

We are going to use this method to pitch our ideas to the stakeholder, and also use the peer and product review methods to get feedback on our product before finalizing and delivering it.

Workshop

We are going to use this method to generate and develop new ideas by brainstorming, and to further support our ideas and make better visualizations of it, we're going to use the prototyping method.

Risk Assessment

In order to not fall into traps that could damage the group's process and make them lose valuable time. It is important to think about potential risks that the group might face and make rules or agreements to avoid risks.

- We all need to use the same designing tools (Figma (for prototypes) and Adobe (for design) HTML, CSS, JS (for codes), github (to connect)).