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Project 2: Tsavo National Park

- What is your business?
Tsavo park is one of the oldest parks in Kenya. Here you can explore much of the nature native to Africa. With our varying safari options and nature areas you can gain knowledge about the African wilderness through seeing it first hand.
- What is the business ethos?
We are Targeted. Unbiased. Direct. We seek to give all people a pleasant and enjoyable experience while also teaching them about Africa.
- What do you produce/make/offer/sell?
We have a variety of guided tours and safaris from which people can choose, allowing people to see animals, wildlife, and habitats that interest them.
- Who is your target audience?
 - *Those seeking to learn more about wildlife in Africa*
 - *Those seeking a safari day trip*
 - *Those seeking to enjoy a beautiful (while also educational) area with astounding scenery, nature, and animals*
- What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?
People will visit our website to find details about our location, what we offer, and general information about what services we provide. To keep visitors engaged, we have a coherent design with natural colors (like green and brown tones) as well as astounding photos which will perhaps motivate people to come visit. We also make our website easy to navigate so people can find whatever information they are looking for and they can contact us in case they are seeking more information.
- Do they want general information / research, or are they after something specific? Are they already familiar with the service or product that you offer or do they need to be introduced to it?
People visiting our site are seeking information about what we stand for and how they can come visit Tsavo Park. We therefore provide details about our safaris and tours, our location, and a means to contact us in case they have further questions.
- Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details.
Should someone need to contact us, we have contact details in the footer of every page and we also have a contact us page where they can message us directly.

- Will visitors be familiar with your subject area / brand or do you need to introduce yourself? Will they be familiar with the product / service / information you are covering or do they need background information on it?

People visiting our site will know general information regarding the services we offer, such as safaris and tours, but will get more information about our specific safaris from the website.

- What are the most important features of what you are offering? What is special about what you offer that differentiates you from other sites that offer something similar?

We are proud to provide a safari that educates people about the beauty of Africa and we try to give that over to our visitors. In addition to the breathtaking views of our area and the wildlife, we hope that people have a better standing about Africa and understand its beauty as well.