**Vancouver Pub Reviews**

Team # A07   
Chris Holisky & Andrew Burian

**Introduction**  
Our blog is with the intention of reviewing the finest licenced establishments a thirsty person may seek to state their thirst. We are talking, of course, about Vancouver’s fine selection of pubs.  
Our reviews will be broken down into several categories, including selection, service, atmosphere, etc, and the pub given an overall score. Each review will be accompanied by a photo or 2, taken by ourselves, or provided by the pub itself.

**Audience**  
Our target audience is anyone who finds themselves in Greater Vancouver looking for a pub. These could be tourists, or locals seeking to expand their familiar grounds. The reviews should be complete enough to offer something to a local who knows something of the surrounding area already, yet accessible enough for a brand new visitor to make use of.

**Goals and Strategy**

We plan to allow people that are interested to post their own food reviews in the future.  
We aim for our site to be a widely respected resource for everyone in Greater Vancouver. We will only post honest reviews that we ourselves have witnessed firsthand.  
Our reviews shall be written in such a way that both locals and visitors can make good use of them. Our summaries should be short, informative, and as honest as possible. We will make an effort to note anything that may have affected our experience once, but may not be indicative of the overall performance of the pub.

**Keywords**

Keywords for our reviews will be the location of the establishment in review, and then the parameters of our ratings. We may also expand these to include any specific things that stood out during the course of our review, such as special events or other noteworthy things. These will hopefully be sufficient for any person looking for specific type or service or event.

**Wireframe**

Blog Entry 1

Blog Entry 2

Blog Entry 3

body

Footer

Page Title

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TITLE BAR

**Webpage Mockup**

Sometimes, a mockup of the finished page helps. An example: