

Strategy Plane

What's culturally appropriate?

Finding a suitable eating establishment when in an unfamiliar location isn't always easy and while the typical user is most likely going to be under the age of 55 it is important that the website is and fast and efficient as possible.

What content type would be relevant?

The page needs to be simple, yet eye-catching and easy to navigate to cater for the less experienced web surfer.

Why is this so special?

The idea is to make searching for eating establishments as fast and efficient as possible but also to encourage the user to make different food choices than they might ordinarily consider when travelling by showcasing options which the user might not be able to see on the ground at the time.

Why would a user want this?

While travelling for business or pleasure find eateries and eating establishments can be time consuming and frustrating. The ability to search quickly and easily for all the possibilities in their locality will reduce the need for a general google search and bring all the information together in one place.

What does the user expect?

- 1) The ability to search with as little input as possible.
- 2) Ease of use and a page that allows the map and locations to be the focus with as few distractions as possible.
- 3) Easily accessible links to Facebook, Twitter, Instagram and YouTube to gain access to the wider online presence.
- 4) The information to be live and up to date to avoid being directed to places which are closed.

OPPORTUNITY	IMPORTANCE	VIABILITY/ FEASIBILITY
A) Create an online presence	5	5
B) Showcase back catalogue and new material	3	3
C) Increase new longstanding community numbers	3	3
D) Connect on social media	5	5
E) Raise awareness of local eateries	4	4
	22	22

Based on my table analysis above 'A' and 'D' will be the primary focus of the page. 'E' will follow as the online presence grows and the reach of the community expands through referrals and word of mouth.