

# Strategy Plane

## **What is it for?**

For user who would like to plan their next holiday trip. Here they can find relevant information regarding every place and type of entertainment.

## **What is culturally appropriate?**

Users between 15 - 85 years old. As some functions don't need to purchase but for purely search of places to go to.

## **Why would a user want to use this?**

It's simple to understand and responsive.

## **What content type would be relevant?**

The content will be relevant, the website will give the user the relevant information they need when requested on the website.

## **What makes it a good experience?**

- Interactive
- Responsive
- Search
- Get the points of interest from a specific city
- Results displayed accordingly with the markers.

## **What does the user expect?**

A nice display, very use to use. Gets the required information I require easily.

1. Increase numbers of viewers
2. Search for a city
3. Choose a type of entertainment.
4. Display results
5. Searching for flights.

Opportunity/Program	Importance	Viability/Feasibility
Increase numbers of viewers	3	4
Search for a city	5	5
Choose a type of entertainment	4	5
Display results	4	4
Searching for flights	4	1

