

Strategy Plane

Who is the target-audience?

Users are generally going to be cycling fans. The southern part of Holland has a lot of them and they will know Breda and will probably know how to get to where they want to be. But La Vuelta will also attract people from other parts of the country. They might not know Breda, as it is not that big a city, and those are the people this site will help.

As the event will take place on a weekday and because of cycling being a sport that is popular with people over 50, they will be the target-audience. Retired people interested in cycling and citytrips and with time on their hands.

What's culturally appropriate?

The target-audience is into cycling. Most of the people wanting to visit La Vuelta are men, but as they have to travel to get to Breda and since they have spare time they like to stay for a day or two with their wife. The website should show the beauty of Breda in a calm and clear way.

What content type would be relevant?

Font size ought to be easy to read. Navigation needs to be obvious and simple. The website must contain images of the nicest places in Breda, make clear how to get to Breda and explain how to get to start and finish. In time it will show which roads are closed. The target is not to persuade people to come, but to inform them.

Why is this so special?

Most sports are held in a stadium, which make them easier to visit. Just buy a ticket and go to the stadium. Cycling is different as it is on public road and stretches for miles. A cycling event like La Vuelta in Breda really takes over the city center. The buses of the teams will be parked near the start, so people can see the riders get ready for the race, there will be entertainment like live music and foodtrucks. All in all it can be quite overwhelming, so a website that shows you the way will be very helpful.

Why would a user want this?

To get the most out of their visit to La Vuelta in Breda.

What makes a good user experience?

- Looking at photos of the highlights of Breda.

- Watching a video of the route.
- Reading what's where during La Vuelta in Breda.
- In time it will show which teams and riders will start (startlist).

What does the user expect?

- What is this?
 - Combination Breda and La Vuelta must be clear.
- Is this what I expected to see?
 - Calm and clear look and feel make it credible and trustworthy.
- Does it offer what I want?
 - Video and photos show the combination between Breda and La Vuelta.
- Is it valuable enough to stay?
 - Content will compel them to stay.
- What actions can I take now?
 - Sign up as a volunteer.
 - Contact us through our social media.
- How do I contact someone
 - Through our contact-form or/and connecting on social media.

Opportunity / Problem	Importance	Viability / Feasibility
A. Create an online presence	5	5
B. Show people what Breda is like	4	4
C. Show people how to get to Breda and the start.	5	4
D. Increase interested people	4	4
E. Connect on social media	3	5
F. What is La Vuelta	2	3
TOTAL	22	22

