Strategy Plane

The aim is to create an interactive frontend site. This will take the form of questionnaire/quiz used to generate recommended pubs/bars for a night out in central Bristol.

Primary aims:
- Create a working quiz that provides a satisfying experience.
- Provide results to the quiz that will vary depending on the answers that are provided by the user. The user's interaction determines the end result.
- Provide results that are practical for someone in central Bristol and are suitable based on the answers provided.
- The results should include information about the venue, such as photos, a website link and a location so that further research is not necessary.

Is the content relevant and culturally appropriate?

First of all, the list of possible venues should be located in and around central Bristol. The selected venues should be appealing to someone who is aged in the 20-40 bracket, as this the audience that is most likely to want to go on a night out to pubs and bars. This also applies to the tone of voice of the questions, which should be slightly informal. Imagery should complement the questions being asked without being too distracting or complex. Likely images include alcoholic drinks, pub food and dance floors. Images of Bristol are a possibility, but not strictly necessary as the results page will be specific to Bristol.

The questions themselves must relate to common attributes of pubs and bars, but must highlight distinctions between venues so that they can be compared. Therefore the venues must not all be too similar. The answers should contribute to the aim of a satisfying quiz experience by "covering all the bases".

The information provided on the results page should be relevant to the venues that are recommended. It should help the user make the leap from being recommended the venue to actually going to the venue. The results do not need to be saved as they are not permanent answers.

What makes for a satisfying online quiz experience?

- Not too long, not too short.
- Results satisfy user expectations.
- Each question feels relevant and is easily understood.
- There are enough different answers for the user to feel that their answer is included, so it is more personal.
- Simple navigation, and the length of the quiz is clear.

- Polished presentation and visual feedback, each question being consistent visually.

What does the user expect?

- To be told how many questions there are, likely on some kind of landing page that explains the purpose of the quiz.
- To answer questions one at a time.
- Not every question is yes or no.
- A results page that appears once the submit results button has been clicked.
- Their results are personal and tied to the answers that they provided.
- Some form of reset button that allows them to retake the quiz.