Client and Topic

The website I will create is a promotional platform for Bukidnon, my hometown, which is a province in the Philippines. The goal is to showcase its rich culture, stunning landscapes, and unique tourist attractions to a global audience. The website will inspire people, including my friends, classmates, and others, to visit Bukidnon with their families, highlighting its potential as a tourist destination.

Development Process and Engagement

To create this promotional website, I will conduct thorough research on Bukidnon's cultural, natural, and tourist highlights to ensure the content is engaging. The website will target everyone interested in exploring new destinations. I'll gather input from local tourism representatives and use online resources for accurate information. The website's design will emphasize ease of navigation and visually appealing elements to attract potential visitors.

Testing

Before launching the website, I will test it by gathering feedback from a diverse group of individuals, including family members, friends, classmates, and colleagues, many of whom are from different regions. This will allow me to gain varied perspectives on the website's content and user experience. The following areas of the website will be reviewed:

- Home – Does the homepage capture the essence of Bukidnon? Does it evoke the natural beauty and cultural richness of my hometown? Are there any changes that could be made to make it feel more welcoming or reflective of the area?
- About – Does the "About" section effectively highlight Bukidnon's unique cultural and geographical features? Does it convey why visitors should be excited to explore my hometown?
- Attractions – Are the attractions listed appealing? Are there any significant locations in Bukidnon that should be added? Do the descriptions inspire potential visitors to explore more?
- Gallery – Are the images in the gallery representative of the landscape, culture, and activities in Bukidnon? Should additional photos be included to showcase more aspects of the region?
- Things to Do – Are the listed activities suitable for families and tourists? Does the content give potential visitors a sense of what they can do in Bukidnon? Are there any more activities or events I should consider adding?
- Travel Info – Is the travel information clear and helpful? Does it provide practical details on how visitors can travel to and within Bukidnon?
- Contact – Are the contact methods listed clearly and is it easy for users to reach out for more information or inquiries? Should any additional details be provided?

I will also ask for feedback on the website's layout, color scheme, font readability, image quality, and overall appeal. Testing with real users will provide invaluable insights, beyond just my preferences. Lastly, I will test the website on various browsers such as Google Chrome, Firefox, Safari, and Microsoft Edge to ensure that it functions properly across multiple platforms

Description

This website will promote Bukidnon, my beloved hometown, highlighting its culture, attractions, and community to inspire visitors from around the world. The goal is to showcase Bukidnon's beauty, heritage, and hospitality, encouraging families, friends, and adventurers to visit.

The target audience includes individuals, families, and travel enthusiasts who seek unique cultural and eco-tourism experiences. They might be located within the Philippines or internationally, accessing the site primarily via mobile and desktop devices.

To ensure the site resonates with its audience, I will involve my friends and family in Bukidnon to gather insights about the content. I'll ask them about stories, events, and attractions they think should be featured. Additionally, personas of the audience will help tailor the design and functionality to their needs, such as ensuring simple navigation for older users or mobile-friendly layouts for younger audiences.

Content unique to the website will include original images, local event calendars, and blogs written by me and contributors sharing experiences about Bukidnon. I will also use photos, videos, and facts sourced from tourism boards and residents of Bukidnon, ensuring everything is accurate and engaging.

Content updates will happen monthly or whenever major events occur, keeping the site fresh and relevant. Collaborating with friends and family ensures the website is authentic and deeply connected to Bukidnon's identity.

Growth and Maintenance

- **Content Updates**:
  The website will regularly feature updated blogs, event announcements, and user-submitted stories or reviews about Bukidnon. Updates will occur monthly or more frequently if needed.
- **User Engagement**:
  Adding interactive features like forums or discussion boards where users can share their Bukidnon experiences.

Maintenance tasks will include:

- **SEO Improvements**: Reviewing keywords and optimizing content (monthly).
- **Link Checks**: Ensuring all internal and external links work (monthly).
- **Security Checks**: Updating plugins or scripts and ensuring proper functionality (monthly).
- **Design Refinements**: Based on user feedback, improving navigation or layout (as needed).
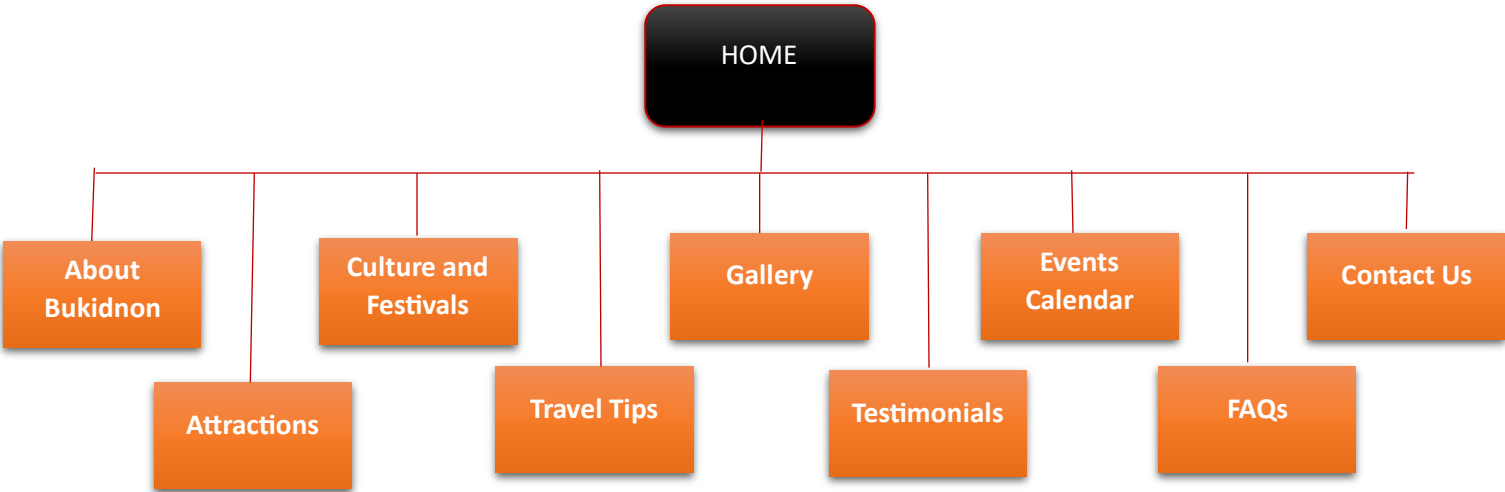
Organization

The website's content will be organized into intuitive sections for seamless navigation. Sub-topics will include Attractions, Culture, Events, Travel Tips, and Testimonials.
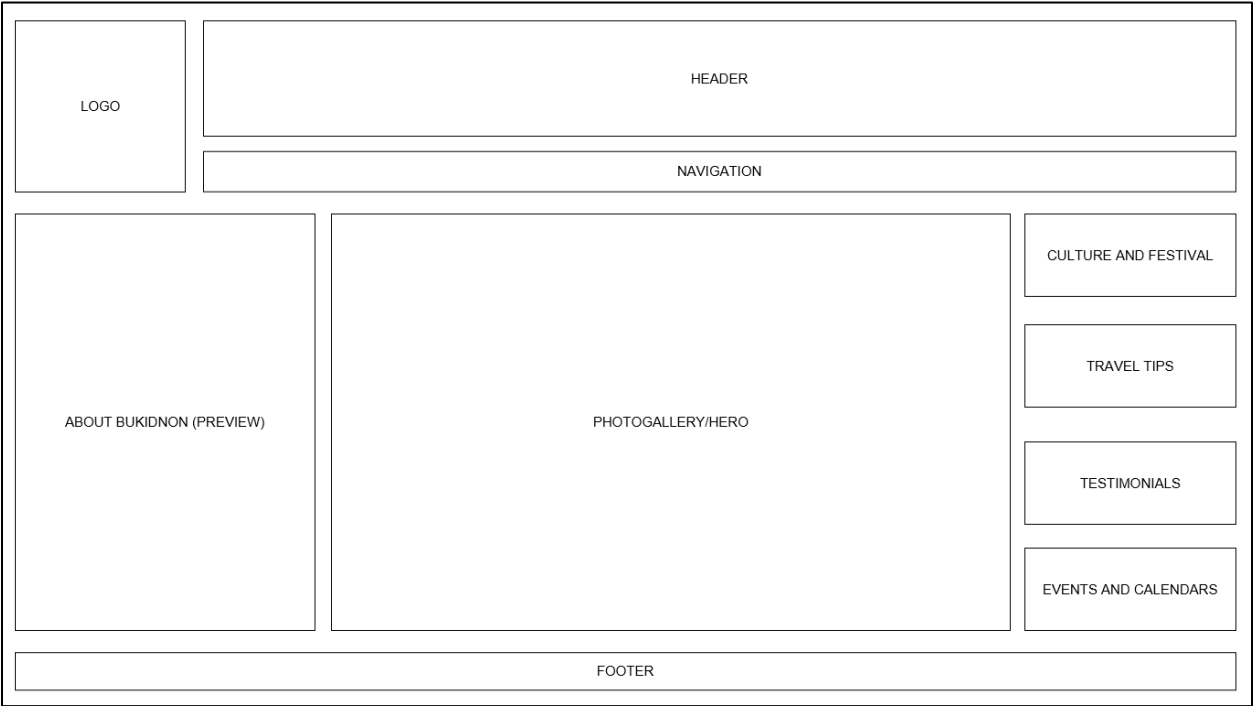
Pages to include:

1. **Home**: Introduction to Bukidnon's beauty and key highlights.
2. **About Bukidnon**: History, traditions, and demographics.
3. **Attractions**: Details about landmarks, parks, and natural wonders.

4. **Culture and Festivals**: Insights into local traditions and annual events.
5. **Travel Tips**: Advice for tourists (e.g., lodging, transportation, and cuisine).
6. **Gallery**: A collection of photos and videos showcasing Bukidnon.
7. **Testimonials**: Stories from visitors and locals.
8. **Events Calendar**: Upcoming festivals and activities.
9. **FAQs**: Common questions about visiting Bukidnon.
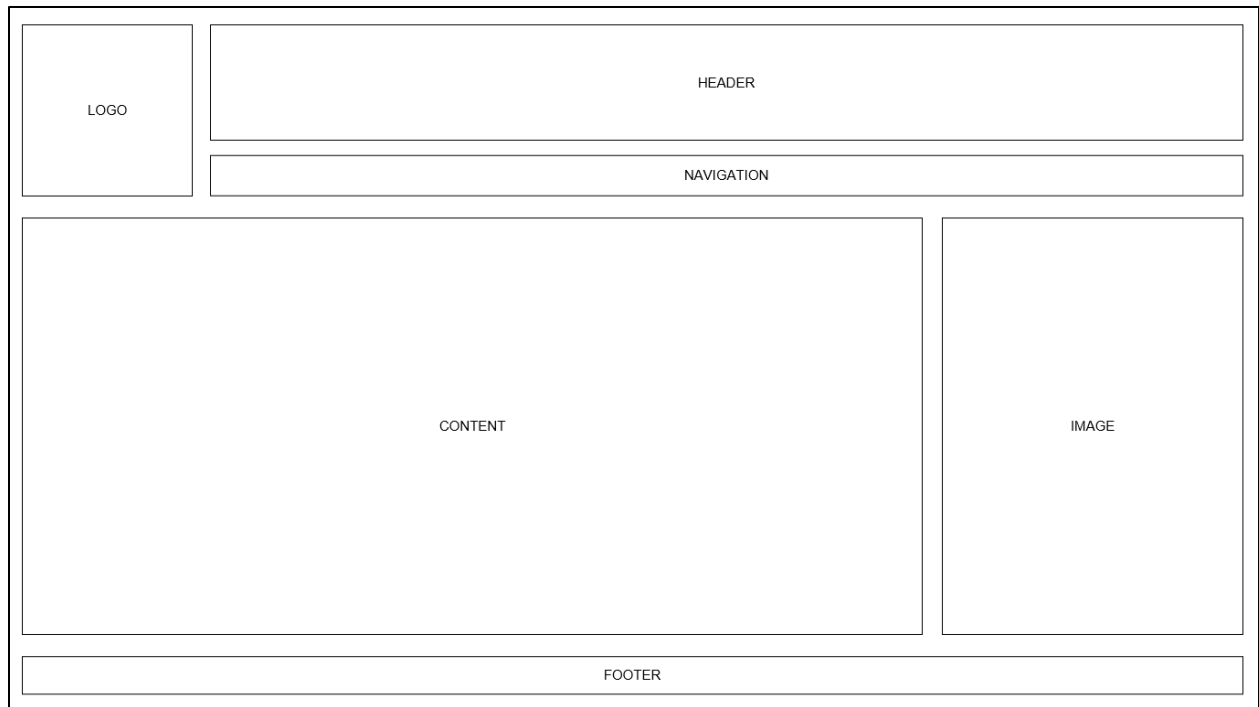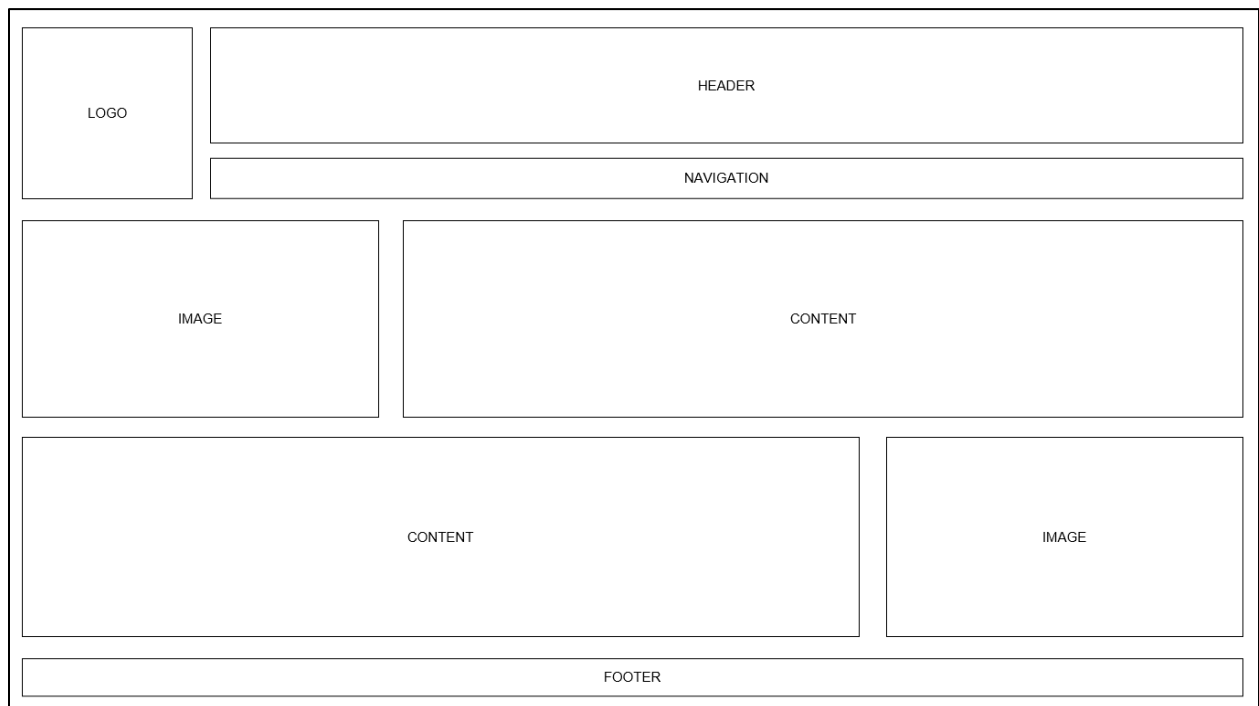10. **Contact Us**: Inquiry form and contact detai

Web flow

Home page wireframe

Interior page #1 wireframe

LOGO	HEADER
	NAVIGATION

CONTENT	IMAGE

FOOTER

Interior page #1 wireframe

LOGO	HEADER
	NAVIGATION

IMAGE	CONTENT

CONTENT	IMAGE

FOOTER

Security

1. Use **HTTPS** to secure all data exchanges.

2. Regularly update website software and plugins.

3. Set strong passwords for the admin area.

4. Perform regular backups to prevent data loss.

5. Use proper file permissions to restrict access.

Web Hosting

When selecting a web host, I will evaluate the following criteria:

1. **Reliability and Uptime:** Ensuring the website is accessible at least 99.9% of the time.

2. **Security Features:** The host should support SSL certificates for HTTPS and provide firewall protection.

3. **Scalability:** The hosting plan should accommodate potential traffic growth.

4. **Ease of Use:** User-friendly control panels like cPanel or Plesk for easy management.

5. **Customer Support:** 24/7 support via chat, email, or phone.

6. **Cost:** Affordable plans with no hidden fees.

Special technologies needed include **SSL certificates** to secure user data and ensure credibility. Although the website won't have an e-commerce component, SSL is necessary for modern web standards. The website will require hosting that supports **HTML, CSS, JavaScript**, and optionally **PHP** for future server-side functionalities.

The domain name I would choose is **ExploreBukidnon.com**. This name is short, memorable, and directly represents the website's purpose of promoting Bukidnon as a destination. I would verify its availability on domain registration sites like Network Solutions to ensure uniqueness and alignment with the project goals.

Marketing

To market the website, I will share it on social media platforms like Facebook, Instagram, and LinkedIn to reach a broader audience, including my friends, classmates, professors, and potential tourists. I'll also collaborate with local tourism pages and groups to promote it. Flyers and word-of-mouth promotion will be additional strategies.

For SEO, I will include descriptive meta tags, use keywords like "Bukidnon tourism" and "Explore Bukidnon," and ensure that all images have alt text for accessibility. The website will have a responsive design and fast loading speed, improving its ranking on search engines. Regularly updating content will also enhance visibility.

Project Reflection

For the wireframes, I used **Justinmind**, a Windows application. I found it to be simple and easy to navigate, with a variety of features to build interactive wireframes. The drag-and-drop interface made creating elements for the wireframes fast and efficient. I also appreciated the real-time preview feature, which allowed me to test how the interactions would function on the website. Overall, I felt that Justinmind offered a solid balance of usability and functionality for wireframing.

In building the flowchart diagram for the proposal, I learned the importance of visualizing the structure of the website. Creating a flowchart helped me understand how the pages would be connected and allowed me to ensure a smooth user experience. It also made it easier to identify where there might be gaps in navigation or redundant pages. I didn't use one of the recommended applications for the flowchart but instead opted to use **Microsoft Word**. I am more comfortable with MS Word, and I found it straightforward to use its drawing tools to create a simple yet effective flowchart.

While developing the main navigation for the final project, I faced a challenge in organizing the content in a way that was both comprehensive and easy to navigate. I wanted to make sure that the most important information was accessible to users without overwhelming them with too many options. After a few revisions and feedback from peers, I was able to balance the navigation structure for clarity and ease of use.

For someone new to web design, challenges might include understanding responsive design, implementing SEO, and ensuring the website is accessible on various devices. Additionally, creating a consistent and functional layout can be difficult for beginners. Getting familiar with web development tools, testing, and iterating based on feedback will help overcome these obstacles and lead to a better project outcome.