

Project Document - Puglia Region Promotion Website

Project Summary

The project aims to create a digital platform dedicated to the promotion of activities entrepreneurial and touristic activities of the Puglia Region. The site will be equipped with specific functions to facilitate the registration and promotion of local businesses, improve visitor searches and ensure an optimal user experience on every device.

1. Objective

- Develop an intuitive and functional platform
- Promote services of local Apulian entrepreneurs
- Offer users a smooth and targeted browsing experience

2. Site architecture

2.1 Main categories

- Food and drinks
- Stay
- NCC and Rentals
- Experiences in the area
- Beach Resorts
- Commercial activities

2.2 Manager Dashboard

- Personal dashboard for each Manager
- Features:
 - Add/update activity information:

Description

Address

Images

Map

Social Links

Whatsapp button

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- View key statistics (# views, user interactions)

2.3 Recording system

- Customized registration for Managers
- Select category you belong to
- Category-specific registration forms

3. Key Features

3.1 Geolocation

- Limitation of activities exclusively to the Puglia Region
- Geolocation library to record activities only in the cities/provinces of Puglia

3.2 Search filters

- City filters in each category to make it easier for visitors to find

4. Technical aspects

4.1 Responsive design

- Fully optimized for mobile devices

4.2 SEO

- SEO optimization to improve visibility on search engines

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Process Flow Diagram

