

Planning Document

Website Objective: Create a travel website for newcomers to Bentonville, AR

What information: A list of recommendations of things to do, food to eat, reasons to do business in the area.

To Whom: Travelers and newcomers to Bentonville, Arkansas and Northwest Arkansas

Why: Travelers need access to a list of consolidated activities on the area, acts as an online “ambassador” to the region.

Style: Use Twitter Bootstrap

- Responsive to window resizing

Landing Page

Clickable Modals bar at top of page

1. Business
2. Outdoors
3. Food and Drink

Scenic photos of Bentonville

“Inspiring quote about Bentonville”

1. Business

Header: Small region, endless business opportunity
List businesses in the area

2. Outdoors

Header: Experience the Ozarks
Tons to do like hiking, camping, and mountain biking

3. Food and Drink

Header: From food trucks to avant garde... the region has it all
Here is a list of amazing restaurants that we recommend.
Casual Dining:

8th St Market (Choose your own adventure)
Oven & Tap (Pizza and Pints)

Fine Dining:

Preacher’s Son (Experience Farm to Table in a restored church)
The Hive at 21c (Elevated Southern fare)

Drink:

Header: Caffeine up with these award-winning coffee roasters
Onyx Coffee Lab

Airship Roasters

Images: Hosted locally on server