Final Project Plan
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Intro to Web Development
NYU School of Engineering Spring 2016

Project Goal

I plan to continue "the life is the traveler" idea and basic plan from my midterm. Differing from other large, complex, and information oriented websites, I dream to display all cities I visited and enjoyed by providing my photography of the city and its human, some attractions that are not well known but north visiting and recommendation of restaurants I ever tried. The problem always exists since a number of traveling websites and traveler blogs have already attracted many followers and the amount of places I went is not enough to pump the website. But it will remind me of never stopping! Thus, this website is not only a recorder of my travel track and experience but also a platform that shows minority spots and easily reading information and photography gallery.

Motivation

The life is the traveler. The life is the gourmet. The life is the photographer. And I am always chasing the life. Every time I visited a new city, the things impressed most are never the hottest attractions but some places I found in a causal way. To be honest, I was tried of looking through the trivia traveling notes sometimes, but more expected for a simple point or happiness deriving from exploration. And this website functions more as a collection of exploration than information.

Target Audience

People who are similar to me in loving travel, expect to explore less popular but actually worth visiting places, such as finding restaurants, and plan to go to cities that I have already visited. They might visit my website due to the general tiredness of collecting and filtering information from other commercial travel websites and the inspiration of exploration instead of traditional travelling.

Competitive Analysis

Competitors: Trip advisor and other traveling blogs.
I feel like my website is more like a place between the commercial travel website and the travelling blog that highlights the photography and minority attractions with the spirit of exploration. My website is also like a guideline that points out the place with the link of detailed information for people who wants to know deeper about.

Content Inventory

The picture is the most important thing. To articulate it, I plan to list the specific date, places and weather on that time. As for attractions and recommendations, I will show the address and insert map, and surely the reason I recommend or the feeling when I went and the point visitors never miss. Also, in addition to the basic information of

recommendatory restaurants, specialty and its price are expected to provide.
Img/ city /Asia/Vietnam/Saigon
Img/ restaurant/ Asia/Vietnam/Saigon Text/restaurant/ Asia/Vietnam/Saigon

Technical Requirements
Animated map homepage that can move with mouse hovering and can be zoomed in.
Hamburger menu with animation.
Full horizon horizontal page.
Scroll arrow with animation.

Creative Brief
Clean, Simple, interactive, less words but more pictures.
No more than 3 Typefaces

Future Iterations
A similar one to the function of Flicker. A person can click the button to change pictures on the home without jumping to the subpage.

Risks
It might not look good as I imagine due to lack of tech to realize interactive animation.