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Creative Brief

1.The client are mainly going to consist of people going on vacation to an area they are unfamiliar with.  The website provides a service which consists of information and opportunity. Strengths: Simplicity, many features, availability, easy to use and optimistic and inviting.  Weaknesses: Could be set up better with more features. Opportunities would consist of people using the site and spreading it to others so more people would use it. Threats: other travel sites that have the same layout.

2.This project is a site to help people access information about the availability and general information about the beaches around them to help them get a better overall experience. I am designing a computer/mobile website that makes vacation easier. People need this because when going on vacation you have to plan events out and this does some of the work for you.  The opportunity is to simply help people take a short-cut to the information they want.

3. My goal is to create a well built website that is easy to use, nice to look at and somewhat interactive.

* 1. Finish the website to the best of my ability.
* 2. Ensure that it functions as well if not better then a normal website.
* 3. To learn

4.We are talking to the general public. I don’t know. They should care because the website is for them, only to benefit them.

5. The competition are sites like expedia.com, travelocity.com, kayak.com,etc.  They are telling the audience that they're business is easier, cheaper and more convenient than anyone else.  What’s different between them and us is that they are funded and have more resources to promote their business.

6. We should be communicating with a very friendly/optimistic website that makes your vacation even more enjoyable because you have to do less work. Soft, warm, beautiful, clean, happy, nice and thankful.

7. We are saying that we’re here to make your life easier at no cost or inconvenience. We need to develop them. We want audiences to take away  happy or relieved thoughts due to using the site.

8. Picking up existing ones. I am picking up existing ideas and images because vacation is a common event for many people therefore companies have already created very well done websites and ideas.  In response to that, I would like to use some of their ideas and specify it to one category and that’s beaches.

9. If I were to pursue this and get better I would like to make a more interactive website and I would also like to put live feed in it like weather, activity etc.

10. They are primarily reporting to themselves because once again the success of this website relies purely on the customers and the feedback. No one needs to be informed of our progress except the professor.

Inspirations:

1. <https://www.travelocity.com>
2. <https://www.kayak.com>
3. <https://www.orbitz.com>
4. <https://www.expedia.com>
5. <https://www.airbnb.com>