

Project Proposal[Vondelpark]

Target group: Outgoing people

Specific sub target group: Teenagers, middle age, and old people those who live in Amsterdam-South.

This group of people will be able to find the information about the Vondelpark and which activities are to do in this park.

Characteristics of the target group:

- Age between 10 to 60
- Any income levels
- Lives in the south part of Amsterdam
- Want to connect with nature and love outdoor activities

Subject: Vondelpark is one of the largest park in Amsterdam. The scenic beauty of this park attracts the people to visit the park over and over again. Moreover, there are lots of activities to do like running, skating, cycling ,playing football, doing BBQ party with friends and family etc. Besides, there are some spot for children where they can play.

Objectives of the website:

- Share the information which things to do in Voldelpark
- Inform the people about the rules of this park
- Share the information which things not to do int this park
- Attract people to visit the park more

Questions:

- How can I go to the park?
- When is the best time to visit this park?
- Do I need to buy a ticket for visiting this park?
- Can I play sports there?
- When this park gets closed?

Sources:

www.google.com,

<https://www.hetvondelpark.net>

