

# STRATEGY

1. To create a one-page website, where the user can pick a destination for their next holiday.
2. The aim is to make it easy for the user to navigate the page and choose whichever holiday options they require.
3. Each point of interest when chosen populates the google map and the user therefore can acquire the information they request.
4. The band would like to let the world know of their availability for hire, to play at various private functions.
5. The web page must be visually appealing.

## **Relevance of content:**

The content will be relevant, the website will give the user the relevant information they need when requested on the website. There is plenty of scope to enlarge the points of interest area to include newer options for the user.

## **Why would you want this?**

Well with a vast array of cities to choose from, the choices are endless. If it's a holiday destination planner with all the relevant information in one place, then you've come to the right place. When you choose your city, a multitude of results are produced in a drop-down menu list format. From there you can match the result in this list to tagged locations within the map. Each location will have a specific letter which matches the letter beside the result in the drop-down list. Clicking on this result within the map will produce some information about that place, Name, Address, Telephone number, website etc. So effectively all the contact information you would need to contact this place is available.

## **What makes a great experience?**

1. The ability to choose your city you require.
2. Get the points of interest from that specific city.
3. Be completely informed of everything that is available within the city.
4. When the map is populated with the search results it gives the user a visual orientation of the proximity from the hotels to bars to tourist attractions.
5. Don't like what you see in this city? That's taken care of, you can just hit Start Over, and the search process will restart, and you can choose another city to search again.

**Does it offer me what I want?** – Yes, to have the ability to choose the city of my choice or suggested cities but also get the points of interest for that city.

**As a user I expect to see** – A nice visual display, concise layout and very easy to use. Gets the required information I require easily.

**Can I contact somebody?** – No, it is basically an information web page.

**What can I learn?** – I can attain a vast knowledge of locations and places at my finger tips and search for everything I need in the one place.