Client and Topic

My final website project will be a website for the Circle JK Ranch. My family has always wanted to purchase a ranch in Wyoming near our favorite town of Jackson Hole. We have said that if we could do that, we would need it to be a destination ranch or "dude ranch" and additional income could be generated from guests staying at the ranch for vacation.

Development Process and Engagement

I am creating the website for my family and me. I will research information about the area of Jackson Hole, Wyoming and also successful "dude ranches" (which are highly rated by guests) to help me create the content of the website. Since we have traveled to Jackson Hole many times, we have already discussed some of the amenities that our ranch might have such as activities (fly fishing, float trips, etc.) and groups (weddings, family reunions, etc.), but I will talk with family and discuss the topics with them to verify the content of the website. I will use the website Jackson Hole Traveler to help with the research about the Jackson Hole area. Its proximity to two national parks makes Jackson Hole a wonderful family destination. Grand Teton National Park is very close and Yellowstone National Park is about an hour away. Yellowstone National Park is our first national park and there are many things to see and do in Yellowstone. I will use the National Park Service Yellowstone website to help with the research on activities. Research will need to be done in terms of the target audience for the website. By creating personas it will help me to understand what the target audience wants and expects from the website.

Testing

Prior to launching the website, I will test the website by having my family review the information on the site to make sure that we have confidence in the information that is shared. Since our family and friends have also traveled to Jackson Hole, I will share the website with them to gain feedback on the information shared on each of the pages on the website. I will focus specifically on the following areas of the website:

- Home – Does the page evoke a feeling of being in Jackson Hole? Are there changes that could be made to make the Home page more welcoming and seem more like a ranch or more like Jackson Hole?

- About – Does the information about the ranch make it sound like a family-friendly place to visit? Does it sound inviting and like a place where there would be something for everyone in the family? Are there revisions that could make this page more reflective of the area?

- Groups – Are the groups included viable groups for the area? Would the ranch be a destination for these groups (weddings, family reunions, etc.)? Are there other groups who could be included?

- Lodging – Are the descriptions of the lodging accommodations clear? Would they want to stay in the lodging? What would make the descriptions better?

- Activities – Is there enough variety in the list of possible activities? Are there enough activities sponsored by the ranch? Are there activities to accommodate all family members? Would they want to participate in the activities? What could be added to make it better?

- Gallery – Are there additional photos that I should include to showcase the beauty of the area or a particular activity?

- News – Is a monthly news article interesting to those who would view the site? Is that the correct frequency for the articles or should they be done more often?

- Reservations – Is the reservation page easy to navigate? Is it clear how to make a reservation? Is there a way to make this page easier to use?

- Contact – Are all of the methods of contact included? Should anything be added or made clearer?

I will ask for specific feedback from family members, and friends on the layout of the content, the colors included on the website, the content included on each of the pages, the images included, any audio or video, and the font selection and readability. It is important to test this information with real users and not just rely on my own preferences. Finally, in order to make sure that the website displays as it was designed, I will test the website on the following browsers: Chrome, Edge, Safari, and Firefox.

Description

The business is a "dude ranch" destination that will earn income from guests who will pay to stay at the ranch and participate in the activities provided there. The goal of the business is to create one-of-a-kind vacation experiences for ranch guests in a location near beautiful Jackson Hole, Wyoming.

The purpose of the website for the business is to share information about the ranch accommodations and activities and make it easy for guests to determine that this is the location they need to reserve for their trip to the Jackson Hole area. The goal of the website is to increase the number of guest reservations at the ranch by 25% during the first twelve months after the website is up and running.

The intended target audience would include guests such as families visiting the area during a family vacation. Jackson Hole is the perfect place for a family vacation as there are activities available for all ages. Also, the proximity to two national parks makes it a popular place to visit. There are outdoor activities in the summer and in the winter, which makes it a great location for outdoor enthusiasts. Due to its breathtaking scenery, Jackson Hole is a popular location for destination weddings. Because of this, wedding planners (or a bride and groom)

looking for a location for a destination wedding would also be a target audience for the website. There are so many things to see and do during a visit to Jackson Hole that most visits take at least a week or more. This makes retired travelers a strong target audience for the website. The following personas will be helpful in creating the design of the website.

Harold Wilson
Male
62 years old
Retired from Ford Motor Company
White
High School Education
Middle class
Lives in Toledo, Ohio
Hobbies: fishing and outdoor activities
Uses his home desktop computer to access information
Plans the annual outing for his small group of retired friends

Dr. Joe Garcia
Male
44 years old
Pediatrician
Hispanic
Several college degrees and M.D.
Upper–middle class
Lives in Tallahassee, Florida
Hobbies: family activities, outdoor activities
Uses a desktop computer and a laptop to access information
Plans the annual vacation for his extended family

Staci Andrews
Female
36 years old
Wedding Planner
White
College degree in hospitality planning
Middle class
Lives in Cheyenne, Wyoming
Hobbies: reading, travel, photography
Uses her laptop and mobile phone to access information
Always in search of beautiful venues for weddings

The impact of the identification of the target audience (Harold, Joe, and Staci) will have a tremendous impact on how the website is developed. It is important to understand the target audience and design for them in order to create a connection with this audience. It is important to understand what motivates the target audience. It is important to understand what the problem is, how they feel about it, and what they need to do to solve the problem.

Understanding the motivation of the target audience helps to know what is important and what is not important in the creation of the website.

The website will include images (photographs) that were taken by me during our trips to the Jackson Hole area. I will also write the content that will be included on each of the pages of the website. I may need to use video content from other sources, as my personal Jackson Hole video resources are limited. I may need to use images of accommodations from other sources, since the ranch is not an actual location for us at this time. We do have a cabin in the Smoky Mountains, so I might be able to use images from the cabin for our accommodation images. Finally, I will need to use event photos for the Groups webpage, since I do not have access to wedding photos or photos of large groups in this location.

The website's content will need to be updated at least monthly, particularly on the News webpage. The content of the other pages could be updated as needed, but it would be important to reflect the seasonal changes on the website to attract guests interested in seasonal activities. My hope is to have the News webpage specifically reflect the seasonal changes at the ranch.

Growth and Maintenance

I believe that the website will continue to grow and evolve over time. For example, the About page will grow as the ranch grows and expands to include more activities or personnel. The News page will continue to grow each month as new articles are added to the website. The Lodging page and the Reservations page will grow as accommodations are added and as rates change. The Activities page will continue to grow as activities are added.

While developing the site, I can include comments to be able to quickly locate where the news articles can be added within the page each month. The comments will not be visible on the site, but can serve as a marker/reminder for this addition. Planning ahead for this monthly update will make site maintenance easier.

The site will require some maintenance, mostly on the News page to keep the page current. If other information or contact numbers change, those details will need to be updated also.

The News page will need to be updated monthly. The other areas should be updated seasonally and as information changes.
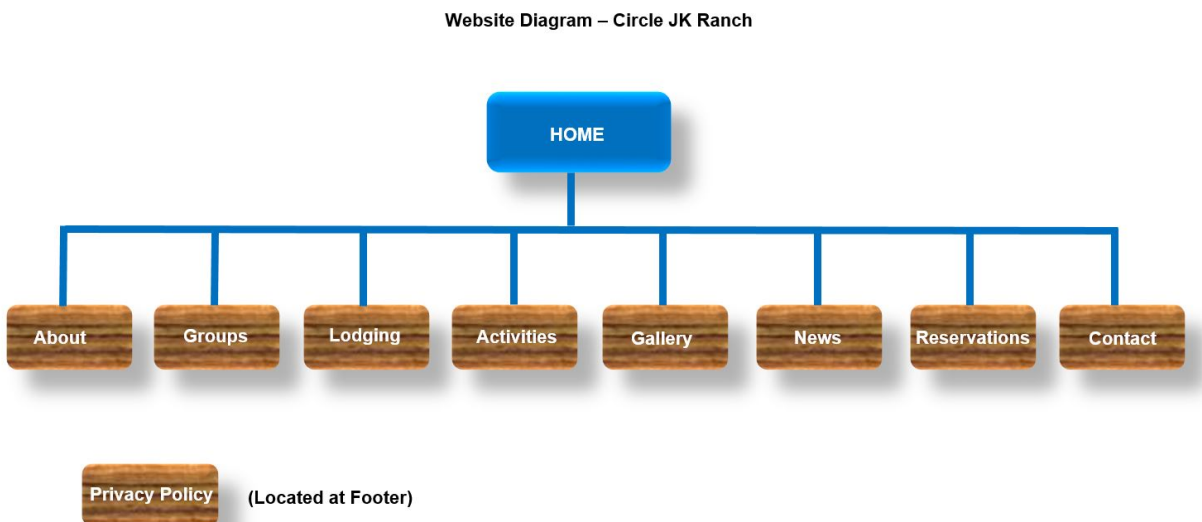
Organization

The website will be organized in a hybrid structure. The hybrid structure works best for this project since all pages should be accessible to the home page and to each other. This structure allows the most flexibility and ease of navigation for the user.

The content will be organized into ten webpages with the following main topics – Home, About, Groups, Lodging, Activities, Gallery, News, Reservations, Contact and the Privacy Policy which will be included in the footer.
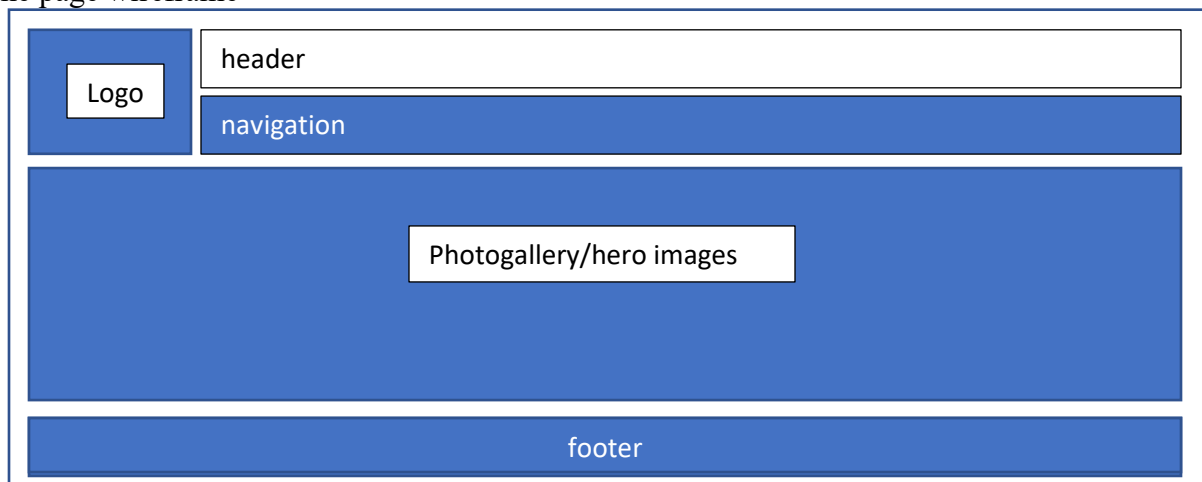
There are a variety of sub-topics that will be covered under each of the main webpages. Under the Groups page the subtopics will include Weddings, Family Reunions, and Corporate Retreats. Under the Activities page the subtopics are the descriptions of the activities offered at Circle JK Ranch (e.g. fly fishing, day trips to Yellowstone, guided wildlife viewing, float trips, etc.). The subtopics under the Contact page include the various ways to contact Circle JK Ranch.

The page layout and navigation that I am considering are shown on this proposal page. It will include the header with the ranch name and location and the navigation at the bottom of the header. For ease of use, each page will be accessible from the current page where the user is located. The content for each page will be included under the header and the footer will be included at the bottom of the pages.
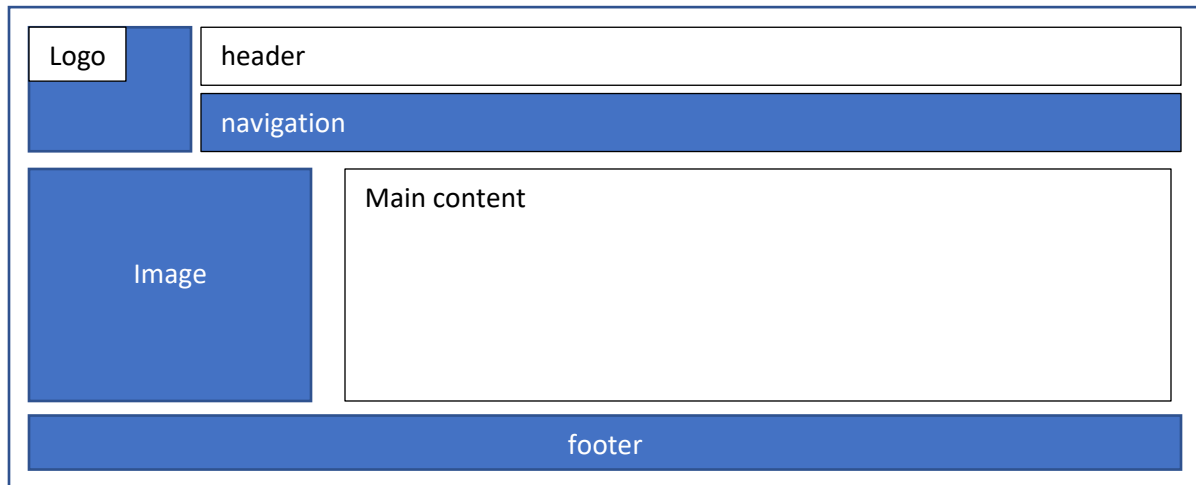
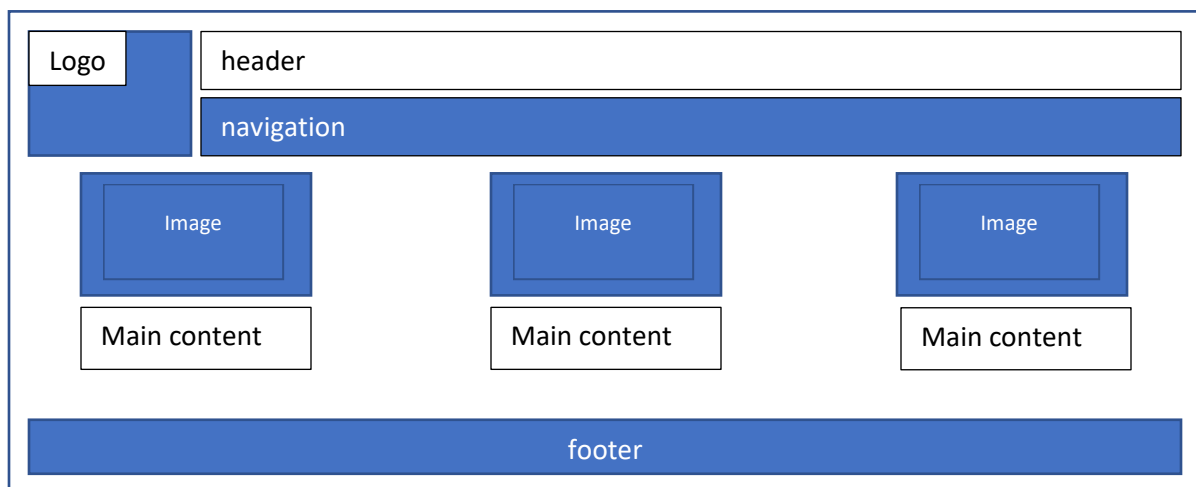I have included the diagram of the Circle JK Ranch website below.

Website Diagram – Circle JK Ranch

Home page wireframe

Interior page #1 wireframe

Logo	header
	navigation

Image	Main content

footer

Interior page #2 wireframe

Logo	header
	navigation

Image	Image	Image
Main content	Main content	Main content

footer

The layout of each page will use the features of alignment, proximity, contrast, and repetition.

- Alignment – the pages will be well planned and the text and graphics will be aligned.
- Proximity – I will make sure that parts of the pages that are related are located close together to make them look similar (i.e. activity descriptions).
- Contrast – I will separate items on the pages that are not related to make them look different (i.e. navigation section and footer).
- Repetition – I will be consistent throughout the pages with alignment, headings, etc. I will use principles of good design in choosing font styles, font sizes, and colors for the website. For example, I will use a sans-serif font for the content sections since that is a better font choice for readability online.

Web Hosting

I will use a specific rubric to select a web host for the Circle JK Ranch website. The rubric will include the areas of: server reliability, security features, initial cost, renewal fees, website response time, support, ability to upgrade and cost, uptime score of 99%+, customer service, e-commerce options, and site backups. I will assign a specific number to each of the areas on the rubric and rate each of the web hosting companies. When I have narrowed the group down to the top three web hosts, I will read available information and reviews to determine which host would be the best for the Circle JK Ranch website. Since guests will have the ability to make reservations online, it will be very important to select a web host that has extensive security features.

Since many guests will want to book their reservations online, the website will require special technologies such as online payment processing, reservation confirmation email, and SSL for data sent online. The website will need to have JavaScript supported as it can be used with HTML5 and can also allow interaction on the part of the user, such as form completion or providing messages that data is incomplete that the user is trying to share.

An available domain name that would work for the website that I am planning would be circle-jk-ranch.com. This domain name would be a good choice for the website as it is the name of the ranch and would be easy for the guests to remember and use to find information about the ranch. There were other choices available, but they did not include the .com ending. I believe that when most people are searching they still use .com as the ending for the website name.

Marketing

The website will be marketed using several different techniques. Search engine optimization, Facebook advertisements, YouTube videos, use of social media (Facebook, Twitter, Instagram, etc.), and reviews on travel sites will all be important parts of the marketing plan.

During the website planning and building process, several search engine optimization elements can be covered. I can choose unique titles that match and describe the content on the page, use a meta-tag description that is informative and interesting, use keywords that match the content on the pages, use specific meta-tags (description, keywords, robots, author, and copyright), use heading tags to indicate important text, and use clear navigation for the website.

Security

The Circle JK Ranch website will have an e-commerce component as some guests will choose to make an online reservation.

There will be content on the website that will be password protected as the guest data and payment information will include sensitive personal information.

The website will need to have users create accounts. This will be used for reservations, and also during their time at the ranch to view activities selected and updated account information

(charges). It will also be easier for returning guests to access their information with an account.

Some of the specific steps that I can take as a web designer and developer to help secure the website are as follows: validate both the HTML5 and the CSS3 which is used on the website, implement a custom error page within the design to limit hackers' access to information, and use https rather than http on the website to keep guest information secure.

References

[How to Design a Website for a Specific Target Audience](#)

[12 Essential Tips to Picking a Website Color Scheme](#)

[How To Define Your Target Audience](#)

[Search Engine Optimization (SEO) Starter Guide](#)

[11 Factors to Consider Before You Choose a Web Hosting Company](#)