RED AND BLACK ZONE

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PROJECT REPORT

Date: 08/05/2021

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PROJECT DESIGNER:

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PROJECT NAME:

SEOUL INTERNATIONAL VISITORS CENTRE WEBSITE

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PRE-MEETING REPORT

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In view of our upcoming meeting, I have taken the time to summarise all the information we have at this stage.

Look forward to meeting you.

Domain: bigstevelittle.com

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1. **POTENTIAL KEY STAKEHOLDERS IDENTIFIED**

   (to be confirmed at client meeting)

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POTENTIAL STAKEHOLDERS

- Client – Seoul International Visitors Centre.
- Website Administrator(s) – In-office or remote.
- Shopfront Customer Service – Accessing information for in-person visitors.
- Audience - Australian travellers and potential travellers to Seoul.
- Audience – Shop front visitors.
- Tour Operators – Providing pre-planned itinerary packages.
- Attractions – Lotte World, Gyeongbokgung Palace, Bukchon Hanok Village, Seoul Retailers Association etc.
- Accommodation Providers – Hotels, hostels, apartments etc.
- Weather Bureau – Up to date weather information.
- Website Hosting Provider – South Korea or Australian based.
- Website designer – self.

2. BUSINESS PROBLEM OUTLINED
   ## (prior to client meeting)

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INFORMATION KNOWN

Business name: "Seoul International Visitors Centre"

Location: Corner Namdaemun-go and Eulji-go, Yeong-gu, Seoul, South Korea.

Located in the Myeongdong District in the Downtown area adjacent to the Lotte Department Store and opposite the main subway station. The "Downtown" sits in the middle of the north side of the Hangang River which divides the Capital of Seoul North and South.

Core Business: Provision of information for pre-planned travel itineraries to international tourists to Seoul, South Korea, specifically Australian tourists.

Current Situation:
- From a tourist's point of view, Seoul is often overlooked for its more popular counterpart Tokyo.
- Prior to the COVID-19 pandemic travel from Australia to South Korea had increased 14% over previous years.
- A travel bubble Between the 2 countries has been proposed by the Australian Government.
- However, the return of international travel in and out of Australia has been delayed due to issues with the supply of COVID-19 vaccines.

Reasons for change:
- The visitors centre has reported a 150% increase in enquiries from Australia.
- Most of the enquiries are regarding: attractions, shopping, accommodation options, transport, seasonal weather conditions and contact details.
- The centre is looking to take advantage of this increased interest by tailoring an experience specifically for Australians.
- Future plans to sell day trip and accommodation packages from the website.

About Seoul:
- Has many instances of old and modern existing alongside offering many options for tourists with ease of access.
- Is a sister city to New South Wales.
- Has a well-developed subway system for travel around the city.
- Has over a hundred museums.
- The East Asian Monsoon creates hot and humid Summers and short but very cold Winters.
- The 9.86 million population has twice the population density and eight times greater

than Rome.

- The national symbol of South Korea is the ying-yang as featured on the flag .

- The flag of Seoul is .

3. KNOWN SPECIFICATIONS
(prior to client meeting)

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Site Content:

- Copy text provided for: home, attractions, shopping, markets, accommodation, transport, travel tips, contact us and legal policies.
- 17 images provided + copyright information: "About Seoul" logo, 6 x city of Seoul, 6 x traditional Seoul, 1 x lantern festival and 1 x fine dining.
- Home page Identifying the Visitors Centre.
- Social Media Links.
- Centre address, opening hours, contact form and location map.
- Privacy and legal information.

Site Design:

- Colours: pale blue #C8D6F0 and light grey #7D8285.
- Logo to appear at top of each page with a link to the home page. The logo requires a white background.

Site Functionality:

- Compatibility with "common" browsers.
- Responsive design.
- CMS based structure.
- Usability and accessibility tested.
- Meet W3C standards.
- Search engine optimised.

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4. KNOWN PROPOSED QUESTIONS FOR MEETING

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Usage:

- How often will the information on the site be updated?
- What social media platforms are you active on?
- Are you looking to integrate information from the website by sharing to your social media platforms?

Users:

- How many staff will be updating the accommodation page?
- What is the range of experience of staff with computers?
- How much time will staff have to do the updates?

Technical:

- What computer(s) are used or available?
- What internet access is there for the staff?
- Do you require web hosting to be provided?

Customers:

- What type of experience do you envision for customers visiting the accommodation page?
- How much of the interest has been from Australia versus Australians in Seoul?

General:

- Do you have any other information or ideas you would like to share?
- Clarification of the "About Seoul" brand versus the Seoul International Visitors Centre.

5. IDEAS AND POTENTIAL SOLUTIONS

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Design:

- Panelled image-based home page with links to areas of interest.
- Integration of some traditional Korean illustrations and colours to add to the basic corporate blue and grey.
- Graphic based information where possible e.g. general weather information.
- A blog-like feed with articles of information provided by travel stakeholders.
- Depending on social media platforms, integration of #hashtags with blog tags.

Other ideas for content:

- Quick guide to Korean language.
- General travel information such as time differences, arrivals, traveller resources.
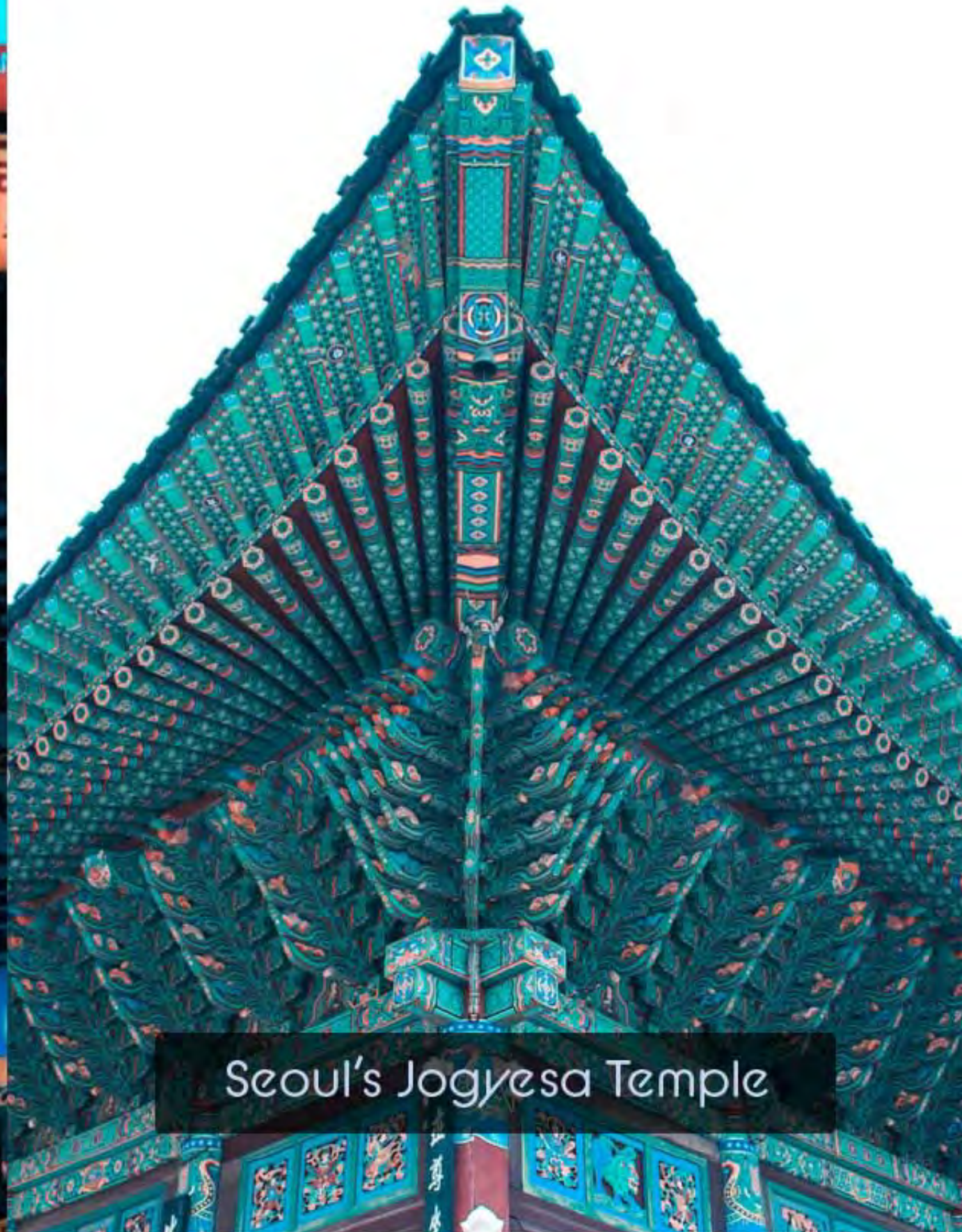
About Seoul
South Korea

Downtown Seoul's bright lights

Seoul's Jogyesa Temple

Seoul's best restaurants

About Seoul
South Korea

Seoul's night-lights

Gyeongbokgung Palace

Birds Eye View Square

Seoul's ancient temples

Traditional costums

Downtown Seoul

Seoul traditional art