

Project Reflection

Persona 1 Philip Apostolou

The content on the page is organised in a grid-based layout with clear sections outlining the content in a formal language in order to convey professionalism. All the navigation is at the top of the page as it is predictable and easy to locate. Only necessary information is displayed to avoid ambiguity and clutter on the page. Above the elements, there are endorsements that add a trust factor to the page there are also certifications below the header and above the footer as Philip has a respect for authority. The colours blue and gold are seen throughout the website this resonates with Philips's Greek identity something that's important to them

Persona 2 Freja Clausen

The content on this page is organised in a modular layout with certain sections promoting Freja to learn more this aligns with my personas preference for exploration. each section has a green background colour and leaf icons to give the website a nature theme something that is important to her. There is a dedicated section about eco-friendly travel to show that the website has an ethical responsibility and dedication to sustainability in order to align with her interests. Conversational language is used in order to feel more relatable and at the bottom of the page there is a section with photos taken by locals this authentic imagery will give freja a sense of cultural immersion