

Strategy Plane

What's culturally appropriate?

Hiker's are generally middle aged from approximately 30 to 65 and have an even split between male and female. They have an appreciation for the outdoors and nature. On that basis the website needs to be kept as simple as possible and let the images speak for themselves.

What content type would be relevant?

The page needs to be simple, yet eye-catching and easy to navigate to cater for the less experienced web surfer.

Why is this so special?

As society becomes ever more health and environmentally conscious the page is designed to encourage people to explore the natural beauty of the outside world and exercise at the same time. Ireland has thousands of miles of tracks and trails which are open to the public. The aim is for the page to encourage people to seek out and hike these well marked paths.

Why would a user want this?

The hiking community is growing but my own experience tells me there are still limited resources and many 'hidden' beauty spots which remain tucked away due to a lack of awareness. The purpose of the website is to act as a gateway to the social media platforms and encourage the sharing of knowledge through the growth of an online community.

As the community grows there is the possibility to add an option to purchase images both taken by me and submitted by fellow users.

What does the user expect?

- 1) As the website is entitled a “Gallery” the user will expect that to be the centrepiece of the page.
- 2) Ease of use and a page that allows the images to be the focus with as few distractions as possible.
- 3) The ability to make contact with the website owner through a contact page.
- 4) Easily accessible links to Facebook, Twitter, Instagram and YouTube to gain access to the wider online community.
- 5) The updating and refreshing of the image gallery to keep the user coming back to the page.

OPPORTUNITY	IMPORTANCE	VIABILITY/ FEASIBILITY
A) Create an online presence	5	5
B) Showcase back catalogue and new material	4	3
C) Increase new longstanding community numbers	5	5
D) Connect on social media	5	5
E) Raise awareness of hiking as a hobby/leisure pursuit	3	1
	22	19

Based on my table analysis above ‘A’ – ‘D’ will be the primary focus of the page. ‘E’ will follow as the online presence grows and the reach of the community expands through referrals and word of mouth.