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Creative Brief

The Explore Stuart website is an informational and advertising of the beautiful city of Stuart. I wanted to do my project on this city in particular because it is near another city where I am from and I have been there many times. More than that, I believe that Stuart is a city unlike any other that I’ve been to and I have many memories across the entire city. This project is a five page website including an experience that shows Downtown Stuart life, restaurants, and a gallery to encompass the city. It will display what Stuart should look like and the general theme and feeling that it exudes but using fun styling and images. This website should be used for an audience looking to visit a new place, take a vacation, or explore in south Florida. Using this website will allow visitors to find specific restaurant locations and rate them and see what the strip and the town look like. They will also be able to see the beaches and the beautiful water that Stuart is known for. This website also aims to teach a little bit about the history of Stuart and why it is an important site of south Florida. Overall, the goal of this website is to entice people to go to this place because it seems too good to pass. We need this website because there are no other websites that inform the viewers of the history of Stuart while showing them the opportunities and life that Stuart has to offer. That being said, the top three objectives for making this website include efficiently and effectively delivering the history of Stuart in an organized yet appealing way, showing the aesthetic of the city and its natural beauty, and enticing the audience to pay Stuart a visit. By completing these three goals, this website can become more popular and attract tourism in the area. These goals can be met only if the website is communicated properly. The website should include many images to display the town and give the viewers an idea of what to expect. Color should reflect the aesthetic of Stuart’s relaxing vibe such as blues, yellows, and oranges. The images will be taken from the restaurant websites, as well as other found images of the dock there, sailfish statue, and more. The target audience for this website would be for people who looking to visit in South Florida or even people who live in the region. That is because people who live nearby are more likely to visit these places if they know that these opportunities are available to them. Competitors for us may be other places in south Florida that people are looking to visit. Something that this website has an advantage over these other places is that Stuart is a historical city. Stuart has points of interest that other cities do not have and is very cultured and artistic. Certain threat competitors may be places like Orlando because they have a lot of tourism due to their famous amusement parks. Stuart is different than a place like this because it is more about an experience of atmosphere rather than full of rides and candy. In this sense, Stuart is very practical and versatile which many people may prefer over the other, which is why this website is so important. The audience should be able to look at this site and know what Stuart is and what it has to offer.