

Project 1

Bee Hartman

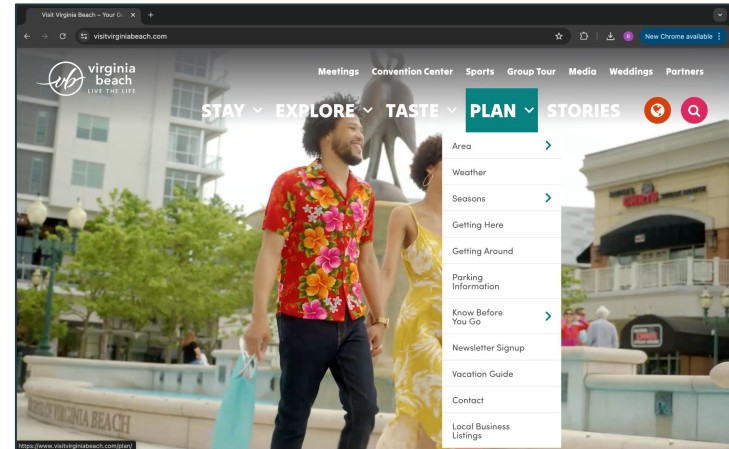


Research

Visit Virginia Beach

<https://www.visitvirginiabeach.com/>

Thoughts: The video is a bit much, I do like the color palette and that they have the weather. There are some alignment issues. It has a great mixture of photos and all kinds of informations about what to do and where. The website works great and had a lot going for it. The stories part though loses me and the main color palette.

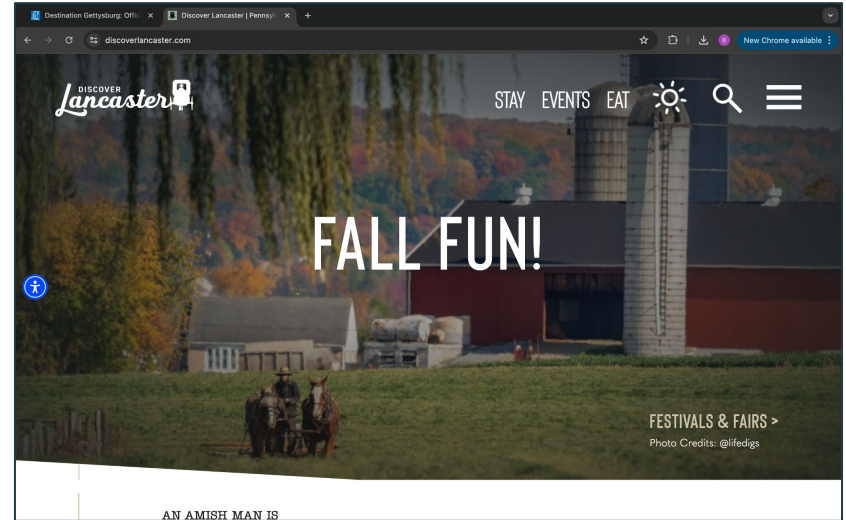


Discover Lancaster

<https://www.discoverlancaster.com/>

Thoughts: I think this is great. The site has userway which helps viewers edit how the site may look to be best for the viewer. The colors are very Earthy and fit well together. Again there is no drop down for users so you do have to click to move through the tabs. There is a drop down through the main menu icon but all the basic information a “visit” site needs are hidden behind the menu icon.

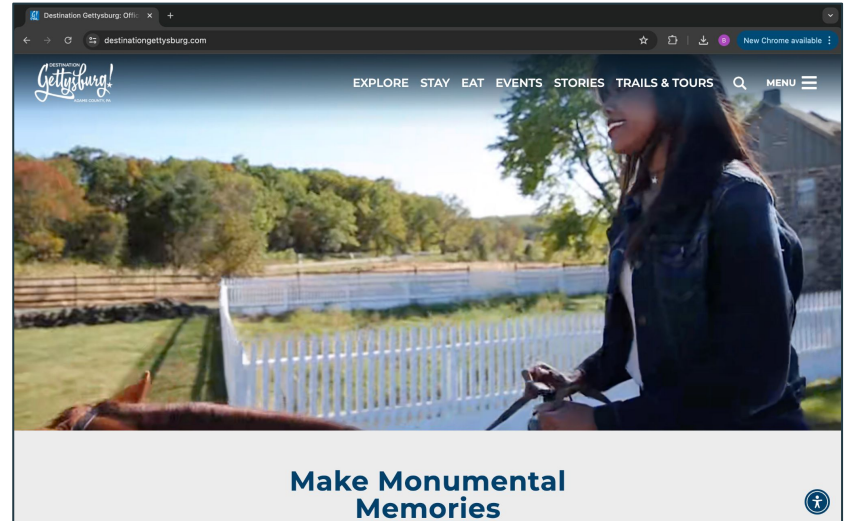
All sites did make the main logotype for the page a “home” button



Discover Gettysburg

<https://destinationgettysburg.com/>

Thoughts: Again the video is a bit much but the “making Monumental Memories” leads u to want to scroll down. I also don’t like that the tabs don’t drop down. You have to click to move to the next page there isn’t an easy drop down menu for viewers. The blue, green, and white are great together and the photos look are high quality.





Personas

Persona 1:

Cole Grock

Gender: Male

Age: 27

Occupation: Youtuber/Influencer

Location: Las Vegas, Nevada

Status: Engaged

Cole lives with his roommate and fiancé in Las Vegas. Cole and his roommate are best friends that ghost hunt together in “haunted” places all over the world while also posting about new restaurants they try while on their adventures. Their most recent series is all about war and battlefields, so they want to visit Gettysburg (mainly the battlefield) and the surrounding areas in central Pa (to hit up the restaurants).

Persona 2:

Veronica MaClark

Gender: Female

Age: 25

Occupation: Journalist

Location: Harrisburg, PA

Status: Single

Veronica is a young aspiring up-and-coming journalist. She is doing an article about central pa towns/cities and the treasures they hide within. Veronica loves the fall foliage in PA and wanted to use a photograph she would take at one of the surrounding areas as part of her article.

Persona 3:

MaryAnne Crystovski

Gender: Female

Age: 67

Occupation: Retired

Location: Erie, PA

Status: Married

MaryAnne is looking for a places and things to do close to her daughter Sabrina's house in the Central PA area. She will be spending the a good bit of time with her daughter as she is helping her plan her wedding in the area for next year at this time. The guest need a place to stay when the wedding comes, as does she while she is helping Sabrina.