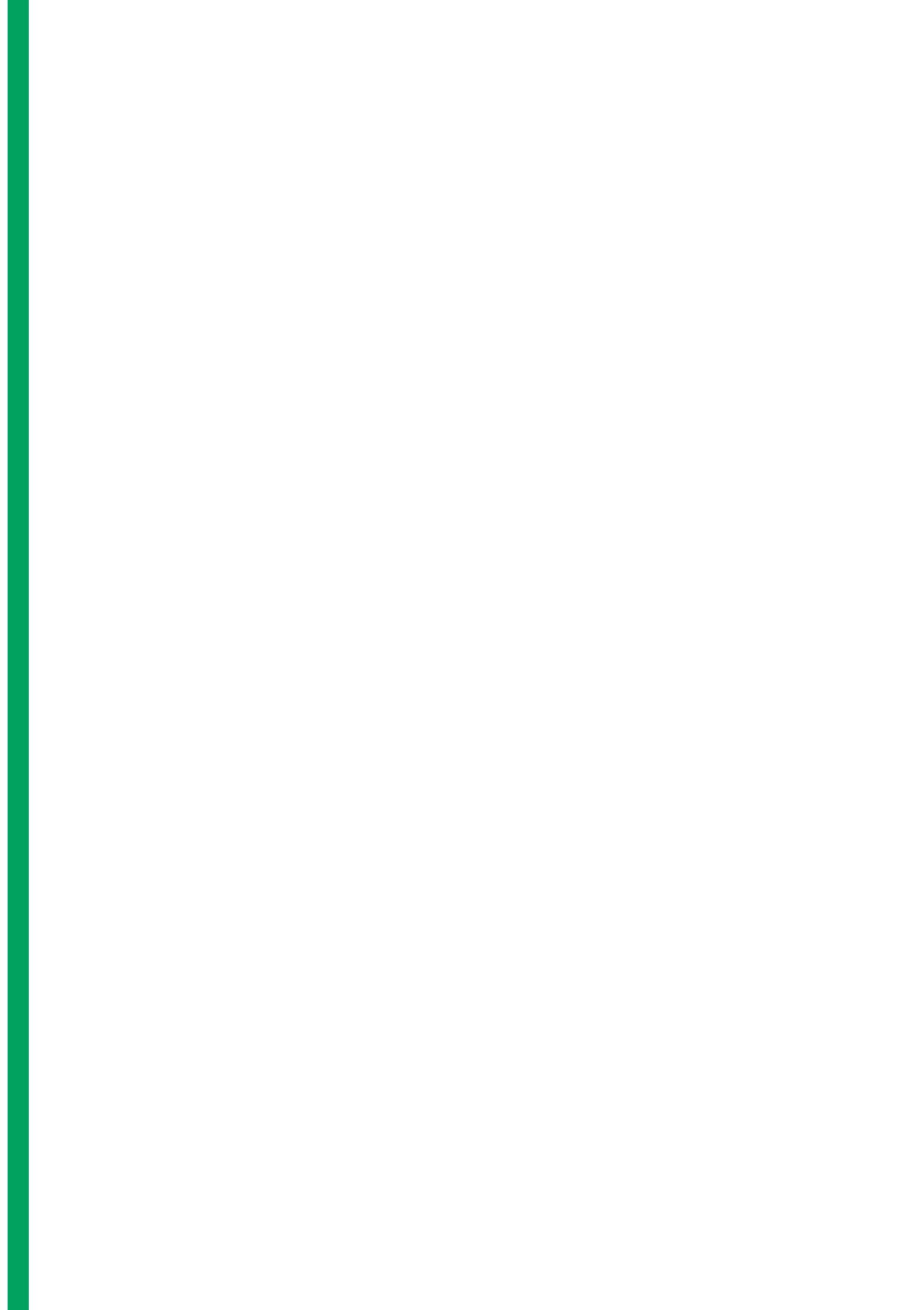


Digital Concept Development
Team 12, Semester 1, Project 2, Group 8

Visit Vestsjælland
Solution Report
5 Nov 2015 - 12:00pm







Anna Bak has an experience in customer service, B2B sales, social media marketing and administration. In future wants to work with user experience.



Lisa Eringa is almost finished with her degree in Business Administration. I have skills in communication and love to take up on challenges.



Rauno Stein is an experienced recruit of advertising and PR industry from London and Copenhagen. He has skills at social media advertising and has a background in Branding & Marketing, that he acquired at VIA Design in Denmark.



Maria Kisant is a problem solver, who believes in a magical combo of creativity & hard work. My professional background comes from retail & fashion industry; I have a degree in Retail Design & Management, also I have an experience a merchandising & VM intern.”



Chrisstopher Eadie has experience in Digital Media and Interactive Media (Adobe Creative suite)



Together with his pixel army, **Liviu-Andrei Amarandi** is a 23 years old guy from Romania enjoying to make the medium of web and mobile more useful, understandable, engaging, human & helpful.

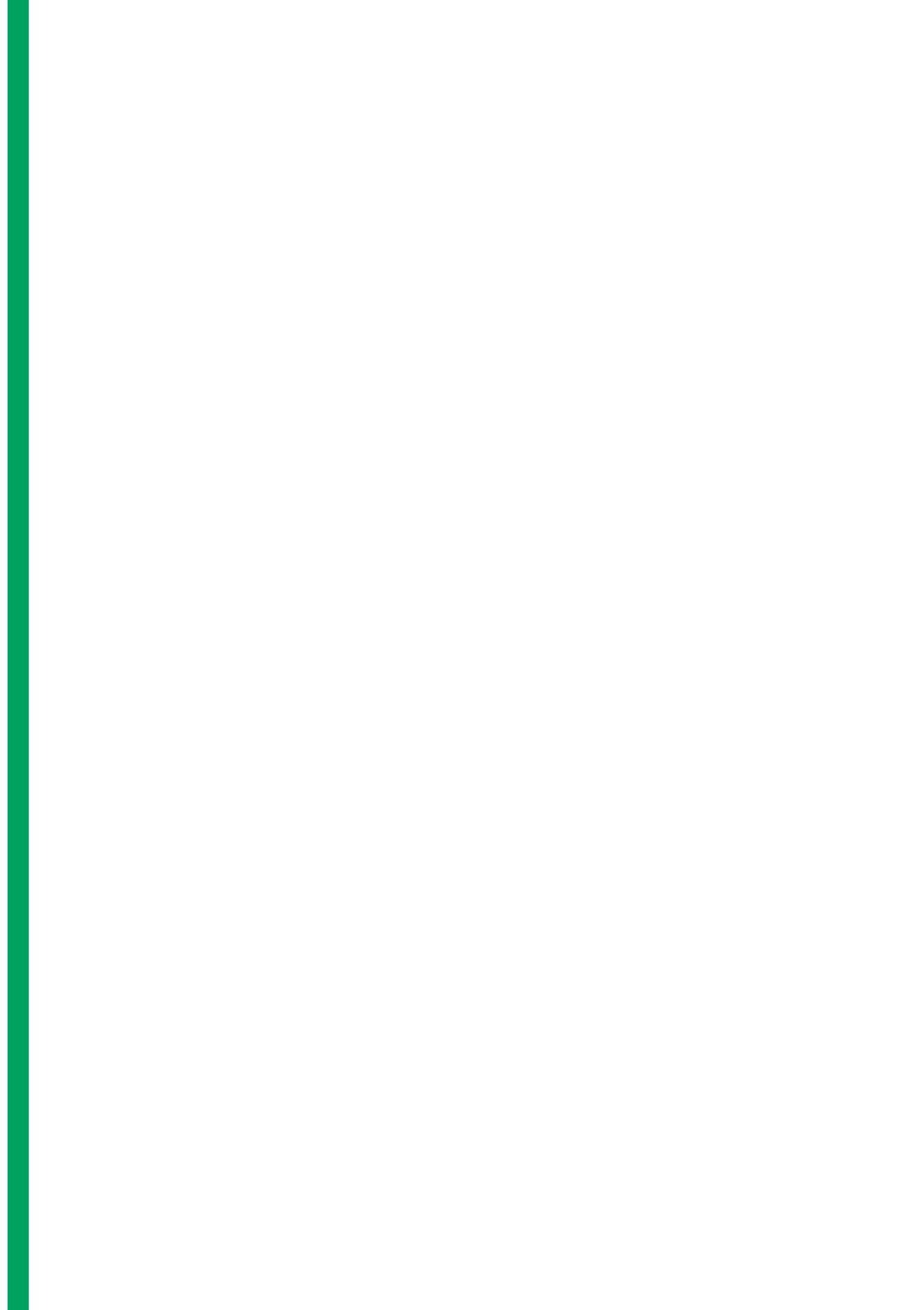
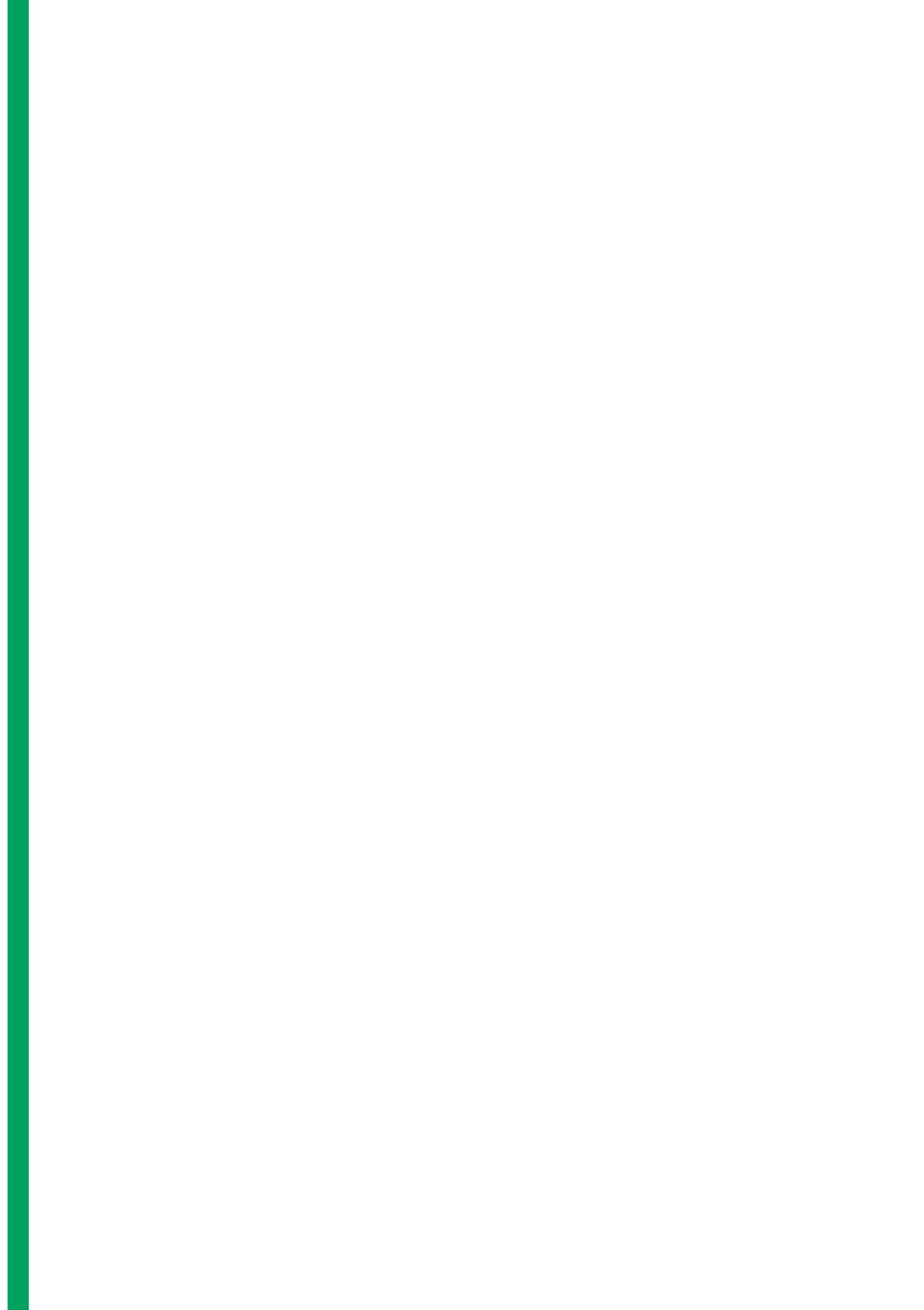


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1. CLIENT GOALS

To attract more tourists in order to generate more income in the west coast of Zealand through a re-formatted website. New strategy should be ready to be implemented by May 2016 within a budget of 250.000 DKK.

2. EXECUTIVE SUMMARY

VisitVestsjælland, requested a content strategy that will make Vestsjælland more appealing and bring more visitors to the region. The research process included desk research, interviews and usability test. Investigation showed that the main target group of the website are International families with small children and couples traveling without offspring. Both segments rely on recommendation while planning their trips and are the most interested in ready packages or already grouped attractions suggestions. They expect the webpage to provide them with booking option, have a strong visual features and be easy to understand. During the research, it came out that visitwestzealand.com has overall navigation problems, confusing layout on the accommodation page as well as lack of mobile support. It also does not have strong social media presence.

The solution is therefore to redesign the navigation of the website. Making the menu shorter and more compact so that it is easier to understand and adding additional features that are more relevant to the visitor. The content will be integrated with already existing social media accounts, aiming to create the overall visual frame.

3. CONCEPT DESCRIPTION

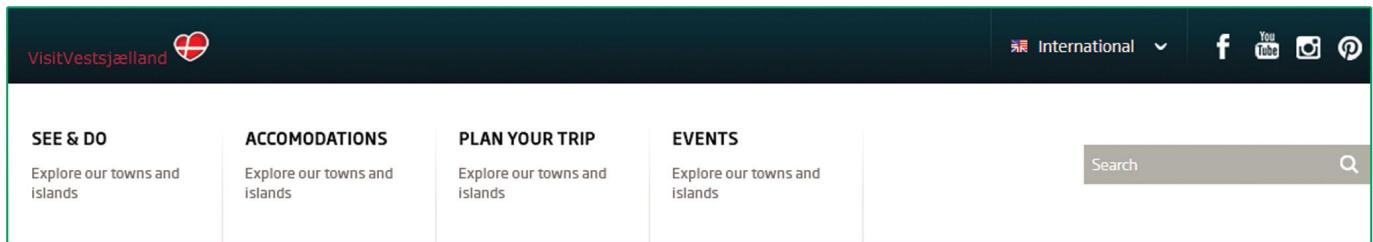
Let us introduce you to a new and fresh concept called: "Planning a vacation has to make you feel like you are already there." With this new content strategy concept for VisitVestsjællands international webpage it is aimed for a solution that will meet tourists needs while they plan their vacation, look for information and inspiration. The idea is to maximize the user experience, make it very easy, simple and understandable.

The strategy is created for VisitVestsjælland including redesigning the navigation of the current website (www.visitwestzeland.com), its content as well as its integration with social media. To have a better understanding what the main touchpoints are of the new content strategy it is divided into different parts.

3.1. THE NAVIGATION OF MENU BAR AND HOMEPAGE

After entering the homepage, visitor will be presented with an interactive map of the whole region divided according to already existing “Discover” drop down menu. Selecting one of them, the user will get a chance to get a visual overview of the area, its attractions, activities and accommodation possibilities (see Appendix 1). In contrast to the prior solution this feature allows international tourists to have a better geographical understanding of the place and makes the separate cities more identifiable.

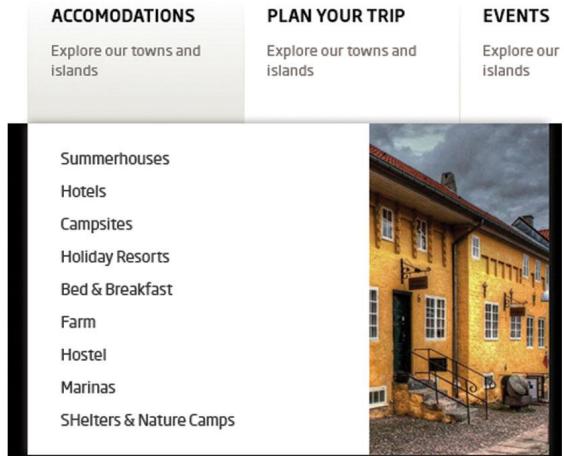
In order to optimize the menu, the number of sections is reduced and each of them renamed. By clicking on one of them, the user will see a drop down menu with subcategories which are carefully chosen, making the navigation smoother and quicker.



“See and Do” is a section where visitor can explore different options available for them, grouped into themes such as family adventures, discover culture, relax, into the wild and couples retreat. This way VisitVestsjælland is reducing frustration and time connected with a planning process.

Additionally, the new option “I want to find...” is added, allowing the user to use custom filters in order to narrow down the choices so that they are left with activities and events that they are interested in. All attractions will have Tripadvisor reviews attached as for many of them opinions are huge decision influencers.

“Accommodation” is divided according to the type of sleeping arrangements with summer houses and camping on the top as they are most popular within the international audience. This will narrow down the amount of results the user need to go through in order to find what he/she is looking for. The list of available options will be an integrated part of VisitVestsjælland, providing relevant description, Tripadvisor reviews and a possibility of booking without being redirect to another website.



“Events” is the only section without a further menu. Visitor simply enter a subpage with a calendar where they can see upcoming events together with a “how to get there” description. The idea is to spare the visitor the chaos experience where he/she needs to click on a single event to see the data and then try to google the location themself.

“Plan Your trip” gives tourist the option of seeing currently available deals, each having a list of things that are included (e.g. accommodation + attraction or activity) with the price and booking option. The second section is a filter where the guest controls different aspects of their holiday, such as: number of people arriving, what kind of attractions and activities they are interested in, how long they are staying, where they would like to stay etc. The website will produce custom package deals that include all the things that the user put in earlier..

3.2. MOBILE FRIENDLY VERSION

New concept strategy will also include a new and improved mobile version of a website. The reason for implementing this is because during the benchmarking process it came out that VisitVestSjælland’s mobile site is not user friendly. Therefore, to make it reflect the new content strategy that is to make the whole user experience very easy, simple and understandable the following implementations are:

- ∞ Menu bar that slides in from the right
- ∞ Customized menu bar, that is more relevant for a situation when people use it on their phone.
- ∞ Search bar on the top of the page
- ∞ Layout in one column that is easy to scroll and reminds a blog (see Appendix 2)

During making the following implementations it was kept in mind that people do not use their phones when they plan their trip, they use phones when they are already on a vacation and looking for some specific information.¹

3.2. SOCIAL MEDIA & NEW HASHTAG #VISITWESTZEALAND

When it comes to social media it is decided to focus on Instagram and Facebook. As it came out during the benchmarking, VisitVestSjælland’s social media channels are not integrated and not very active. Therefore, the new concept focuses more on how to integrate all the channels together.

¹ - Personal interviews (insight report)

When it comes to social media it is decided to focus on Instagram and Facebook. As it came out during the benchmarking, VisitVestSjælland's social media channels are not integrated and not very active. Therefore, the new concept focuses more on how to integrate all the channels together.

When it comes to Instagram there has been made a decision to start posting in English and promote a new hashtag #visitwestzealand. The idea of a new hashtag is to have content from 'visitors' and reblog pictures that people have taken while crediting them for it. In that way VisitVestSjælland does not have to create their own content, so reposting a picture is way easier. Also, it creates more engagement with people, because their 'own' pictures will be shown on the account. Furthermore, Instagram pictures and content will also be displayed on the bottom of the web page and photos under the hashtag could also be used on Facebook.

When it comes to Facebook there will be more active posts that show different content. The idea is that Facebook page will now support the webpage by telling the target group if there are any changes or updates on a webpage. Also, it will be used as an inspirational tool, where different visual content could be shared in order to get people to engage more easily.

4. LAUNCH PLAN

The following implementation plan (Table 1) shows an example of how the implementation could be done after a launch of a 'new' international web page. It shows how the promotion of the new webpage can be done, how and when the content can be updated and how all the content in all the channels will be integrated. It was chosen not to name a specific week or date, so it is rather an example how the social media could be used after a launch of a webpage.

So, as Table 1 shows after the launch of a 'new' international webpage there will be a special post about it on VisitVestsjællands international Facebook page to let target group know about the renewed webpage.

Example of launch week	1	2	3	4	5	6	7
Day							
MEDIA SOURCE							
Launch of a new International webpage	X						
Web page lauch post on Facebook	X						
Visual content post on Facbook			X				X
Promotion post on Facebook					X		
Post on a Instagram		X		X		X	
Update on a webpage					X		

Table 1

Also, there will be regular posts on Facebook and Instagram to engage people more, inspire and keep them updated. Social media on Facebook are divided into different kinds of posts to have a bigger variety.

Also, all the active social media channels will be shown, as a live feed on the bottom of a webpage to make it even more accessible and integrated. Facebook posts are recommended to publish between 1-4pm to have the higher engagement.²

It is also considered to have a check up of information on a webpage and see if there are any relevant new events/ information to post. Right now, there is place left for it once a week in the implementation plan, but it might not be relevant to do every week. So, it could be taken more as a recommendation and thing that has to be kept in mind.

5. BUDGET

Budget gives a economical overview of the whole project in order to show how much each step costs during the project development. Within the project the aim was to keep the costs low in order to keep the realistic solution that can be implemented in an easy way. A budget sets the framework for policy formulation and a means for legal control. The budget for concept strategy that was created for VisitVestsjælland is 250.000,00 DKK.

	Units	Price/Unit	Price Total
Graphic/Web Design	16h	1.000,00 DKK	16.000,00 DKK
User Testing	2h	200,00 DKK	400,00 DKK
Content creator	8h/week	200,00 DKK	1.600,00 DKK
Translator from Danish to English	45.000,00 words	0,85 DKK / word	38.000,00 DKK
Translator from English to German	45.000,00 words	0,85 DKK / word	38.000,00 DKK
TOTAL			94.000,00 DKK

6. PROJECT MANAGEMENT BREAKDOWN

At the beginning of the project, the group decided to use the Kanban board. This was to make sure that the group could easily keep track of how far the project was. The members worked together at school to ensure the progress of the project. It was important to be in online with each other, because there was no actual project leader.

² - <http://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph>

During the project, the Kanban board gave the opportunity to keep track of all the important tasks that had to be done each week. This gave a really good overview of where the project was and what there was to be done. Every morning the group held a meeting about what was on the program for that day. The workflow in the group went well. Most of the times the members of the group agreed on the decisions. If that wasn't the case, the members would try and explain the ideas and compromise.

6.1. ROLE ALLOCATION

At the start of the project, the role allocation was not divided. Everybody was able to choose tasks that fitted the most to his or her skills. All the members contributed equally with the decision-making. Disagreements or different opinions were solved by gathering all the opinions of each group member.

6.2. COMMUNICATION & RESOURCE MANAGEMENT

Throughout the project communication between the members was divided in two categories: verbal and written communication. Since, we had meetings every day from 9:00 verbal communication was the important communication form for the group. This way, it was easy to discuss and explain ideas to each other, because in many cases we could use sketching or other ways of visualization to make 'ourselves' more understandable. In addition, for more effective information exchange, two written communication platforms were used. Firstly, Google Docs: to organize all of the documents and secondly a private Facebook group for communication and sharing information.

To have a more detailed overview of the divided tasks and the whole process planning, the Kanban board was used throughout the whole project. (see Appendix 3)

6.3. DECISION MINUTES

27.09.2015 - discussing the client's brief and goals, formulating problem statement and sub-questions.

28.09.2015 - agreeing on what methods and tools to use to answer the sub-questions. Creating an interview guide.

29.09.2015 - conducting personal interviews with a target group to get an insight about how they plan their vacation & what are their 'travelling habits'.

02.10.2015 - brainstorming/ sketching and idea concept development.

04.10.2015 - visualising of the idea + creation of mockups.

6.5. REFLECTIONS

To sum up, project had its ups and downs. To be honest it was agreed in a group that the workflow could have been better structured and more focused on the project at some points. Time to time it was also, hard to synchronise our schedules due to the different lifestyles and ‘everyday tasks’ of each group member. But despite of that, we were still able to find a way how to motivate each other to work in order to produce a solution that satisfied everybody. Also, there was a good general atmosphere in a group- all the members were open-minded towards other and their opinions.

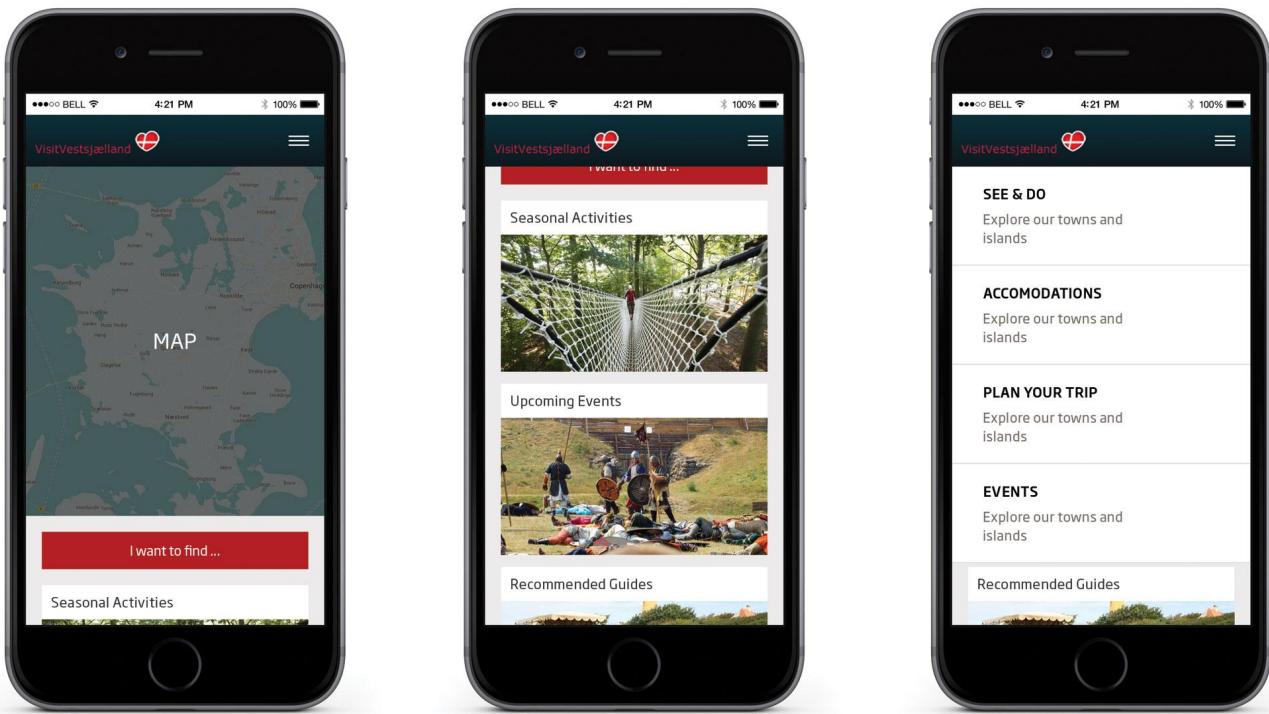
APPENDIX 1

The screenshot shows the homepage of the VisitVestsjælland website. At the top, there's a dark header bar with the logo "VisitVestsjælland" and a red heart icon. To the right are links for "International" (with a dropdown arrow), social media icons for Facebook, YouTube, Instagram, and Pinterest, and a search bar with a magnifying glass icon. Below the header, there's a navigation menu with four main categories: "SEE & DO", "ACCOMODATIONS", "PLAN YOUR TRIP", and "EVENTS". Each category has a sub-link: "Explore our towns and Islands". A large, dark rectangular area covers most of the page content, with the word "MAP" centered in white capital letters. Below this, there are several sections with images and titles:

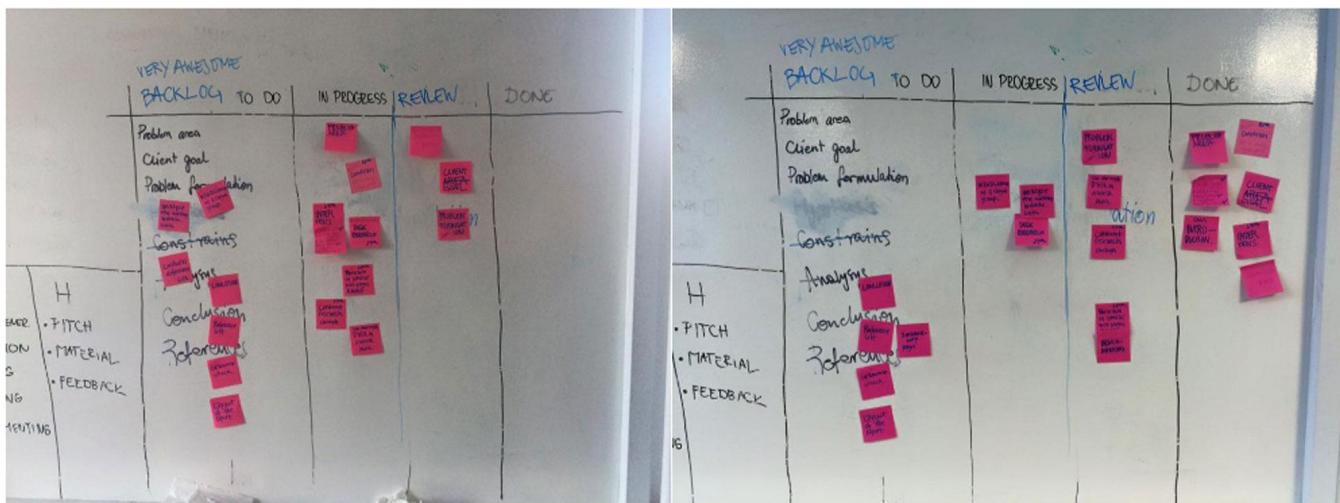
- Seasonal Activities**: An image of a person walking on a suspension bridge over a river.
- Upcoming Events**: An image of several people in medieval-style armor gathered around a campfire.
- Recommended Guides**: An image of a man standing next to a horse-drawn carriage.
- Top 10 Visited Locations**: A grid of ten images with location names: Kalundborg, Skælsker, Slagelse, Korser, Ome, Neksele, Borreby Manor House, Bruuns Corner, Guldagergård, and Kultukajen 4230.

At the bottom, there's a footer bar with links: "See & Do" (with a red heart icon), "Accomodations", "Plan Your Trip", "Events", "Accessibility", "Cookies", and "Disclaimer". It also includes a link to "Follow Us on Instagram" and a series of small images showing various scenic landscapes and animals.

APPENDIX 2: MOBILE DESIGN

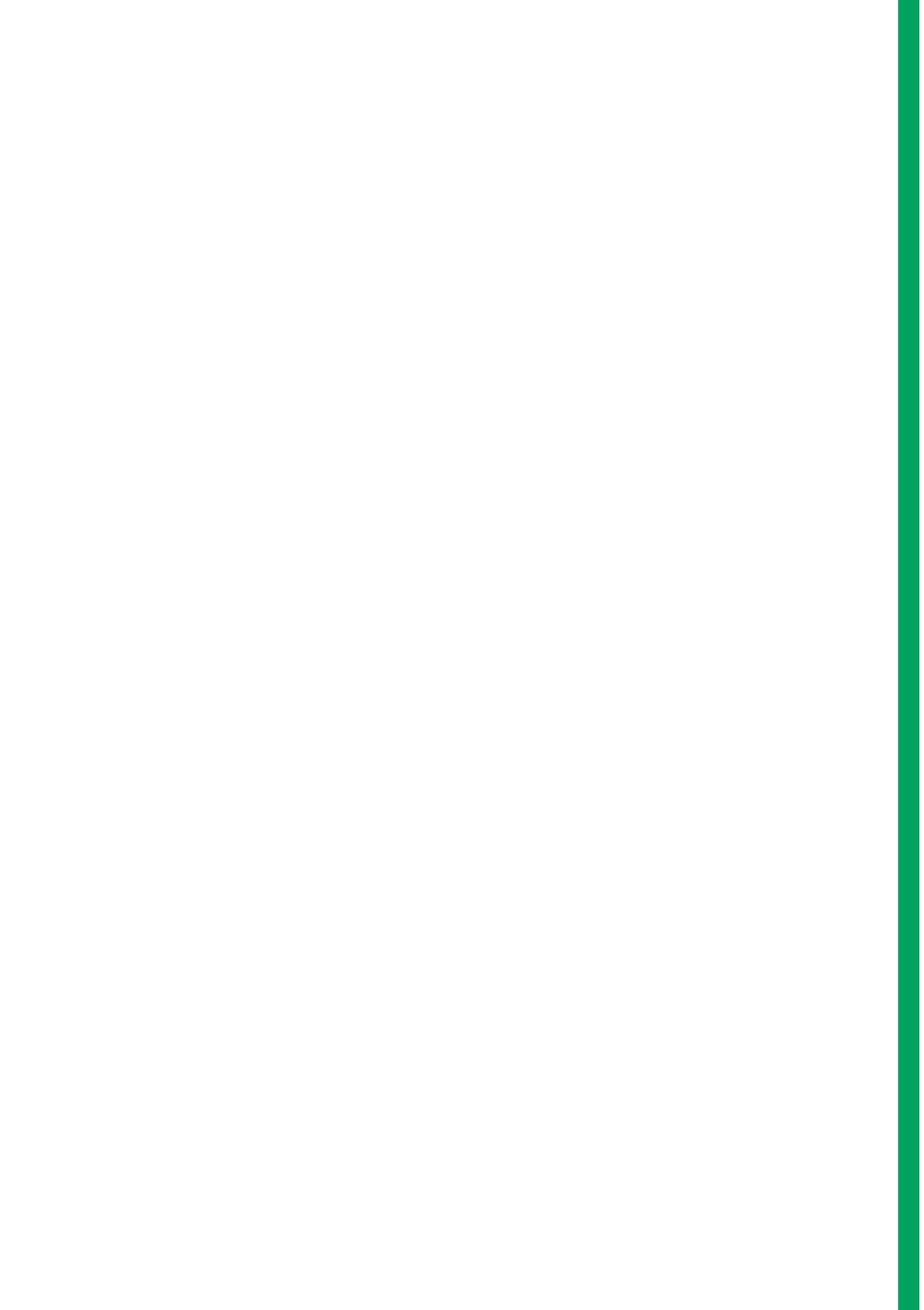


APPENDIX 3: INSIGN AND SOLUTION KANBAN



REFERENCES

1. The Best (And Worst) Times to Post on Social Media (infographic). ONLINE Available at: <http://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph#7>
2. Personal interview, 2015. Insight report. Group 8: Copenhagen.





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