

Who is the target audience?

Hikers, families, anybody

How can I tailor the web site to reach that audience?

Advertise the area as a getaway for a fun weekend for little to no cost

What are the goals for the site?

Provide information on the park, ie species that reside, activities to do, hours of operation

How will I gather the information?

Visit the official park website for information readily available

What are my sources for multimedia content?

Visit the park in-person and take pictures myself any maybe record videos if the opportunity arises

What is my budget?

Gas money, really, to go to the park and back

How long do I have to complete the project?

Until the end of the semester, in roughly a month

Who is on my project team?

Just me

How often should the site be updated?

Just enough to get all the information I need

Who is responsible for updating the site?

Again, just me