

How to get the most out of
visiting Iceland

Background

- People would do this when managing their time when traveling to Iceland.
- This tutorial is useful because people will get more out of their visit, save money and save time.

Design objectives & strategy

- *The goal of the design is to make it easy for people to use*
- *...show people how to plan their trip to Iceland*
- *...make the tours easier to find what they are looking for*

Site audience

- *This tutorial site will help people who aren't used to traveling and planning their trips*
- *Site audience are mostly foreigners and travelers around the world.*

Competitors

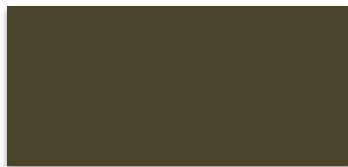
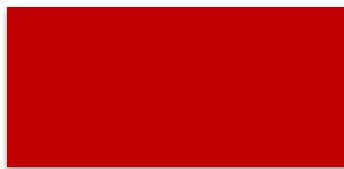
The homepage of Inspired by Iceland features a large, vibrant photograph of a sunset over a rugged, reddish-brown cliff face. At the top, there's a navigation bar with links for 'DISCOVER', 'TO DO', 'PLAN', and 'EX'. Below the main image, there are search filters for 'SELECT CATEGORY', 'SELECT TYPE', 'SELECT REGION', and a search bar with a 'SEARCH' button. A prominent section titled 'INTRODUCING ICELAND ACADEMY' includes a small photo of people in a classroom setting and a brief description of the program.

The homepage of Nordic Visitor features a large, dramatic photograph of a black sand beach in front of a range of colorful mountains. The word 'ICELAND' is centered in bold white letters. Below the image, a sub-headline reads: 'Immerse yourself in ethereal panoramic landscapes and breathe in the pure mountain air of this unspoiled land. Whether it's cool and creative culture, or mesmerizing vistas and adventure you seek, Iceland is where you'll find it.' A 'SEARCH TOURS' button is located at the bottom of this section. Further down, there's a 'BEST SELLING' section with several thumbnail images of travel packages.

The homepage of Lonely Planet's Iceland section features a large photograph of a black sand beach meeting a green, hilly landscape. The text 'Iceland' is prominently displayed in the center, with the subtitle 'is a jewel in the Atlantic'. Below the main image, there are navigation links for 'EXPERIENCES', 'MAP', 'SURVIVAL GUIDE', 'ARTICLES', 'INTERESTS', 'BOOKS', 'ADVENTURES', and 'COMMUNITY'. A section titled 'Why I love Iceland' contains a quote: 'As I flew north to begin my third circuit of Iceland in four years, I was slightly anxious. The number of visitors to Iceland'.

The homepage of Travel & Leisure Iceland features a dark-themed layout with a large image of a person's face. On the right side, there are several news articles and sections: 'Women at Sea', 'Story of the Relief Stone', 'Archaeological Find Updates History', 'Iceland Airwaves 2016', and 'A New Year PJ Harvey Returns'. At the bottom, there's a 'UPCOMING EVENTS' section with a link to 'Iceland Airwaves 2016'.

Colors and textures



Keywords

Site should be

- *Easy*
- *Welcoming*
- *Clean*
- *Informing*

Site shouldn't be

- *Dark*
- *Formal*
- *Clean...*

Content for the site

The site should include content like...

- *Photos*
- *Videos*
- *Places to go*
- *Ratings*
- *Things to see*
- *People to meet*