**Team Travel Stars**

**Typed Synopsis of Interview Notes**

**Updated 4/22 with client acknowledgment of Strategic Brief** (page 3)

**What is the site going to do?**

Host travel blog entries + some articles I write with travel tips. Articles and entries will include lots of pictures from my travels as well. In the future I might decide to have ads or sponsored links/content on the site to create a revenue source.

**Who is the site going to reach? We read that the site will be meant for US or any world travelers but we were not sure if there was anything else to that or just a broad and general group of people that like to travel.**

Broad, general audience of anyone interested in travel. I will write all content in English, so that might be the main restriction on audience.

**How is the site going to do it?**

Provide detailed itineraries and travel advice for different cities around the world. These itineraries are based on my own personal and work travel.

**What is the purpose of the business or organization?**

Help other travelers to take advantage of my almost obsessive level of pre-trip planning, plus share about my own travel experience.

**What are the short and long-term goals?**

Short term – have a website to share my travel itineraries/blog entries

Long term – make money off of the website through ads, corporate partnerships, etc.

**Why will people come to this site?**

Unique type of travel blog – detailed itineraries for what to do and see in cities around the world, hotel & restaurant recommendations, trips for the average traveler who might not be looking for backpacking or thrill-seeking on every trip.

**When users exit the site, what do you want them to think, feel, do & remember?**

I want users to be getting excited about planning their own trip, maybe they click on a link I provide for an external site for follow up, or they start taking some of my tips to guide their own travel.

**What is the tone and manner; what are the overall personality traits the project must communicate?**

Friendly, organized, helpful

**What is the most compelling thing we want the target audience to think after they experience the site?**

Wow, that was helpful, now I feel more prepared for my trip to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Are there any specific features/functions you would like to be included in your website?**

A place for people to subscribe to get updates about the blog. Mobile friendly layout.

**Any preferences on the navigation bar and what you must have included?**

Home, About, Destinations, Contact, search bar, Resources

**Will the website link back to Cascadia or any other organization?**

Not at this time

**Other comments from the Client about website suggestions**

**[Adventures of Mary](https://www.adventuresofmary.com/)**

Liked

· Nice images used for each article tile on the main menu

· The Contact Me page

Didn’t Like

· Main page without any additional navigation or sections headers. After you’ve added too many entries people might never read your first entries if they’re all the way on the bottom.

**[Nomadic Matt](https://www.nomadicmatt.com/)**

Liked

· Menu bar on the top of the home page

· Having latest posts and most popular posts highlighted in some way

· The “Destinations” tab. I might want to have blog entries categorized/searchable by continent

· His blog entry about [Tokyo](https://www.nomadicmatt.com/travel-blogs/tokyo-itinerary/#three) is actually similar to my style of itinerary, and I like how he had a table of contents at the top with shortcuts to different sections on the page.

· Cool logo/website name icon

Didn’t Like

· Overall this site feels a bit too busy and corporate for my tastes.

**[The Insatiable Traveler](https://theinsatiabletraveler.com/)**

Liked

· Cool logo/website name icon

· Having the blog post title, picture, plus a short sample from the entry is nice as a preview

· The scrolling image with links to different posts on the top of the main page is nice (though the scroll timing is too fast in my opinion)

· The Destinations menu option divided by continent and then sub links for specific destinations.

Didn’t Like

· Again, I don’t like just chronological menu of blog entries without any other sorting logic or categorization.

· The design of the top green menu bar is not super attractive or eye-catching

**Client email plus follow up:**

**Client acknowledgment of Strategic Brief**

**From Lisa:**

Hello Travel Stars,

This brief looks great to me – I don’t have any concerns or edits that come to mind after reading it. I think it’s all good to move forward!

~ Lisa

**To Lisa:**

Lisa,

Thank you so much for getting back to us with all of the information. It is perfect and just what we needed to work on our strategic brief. This will give us a really good idea of what we need to try and prioritize for you and your website. We will get on that right away and get back to you with our thoughts and hopefully a time that we can meet up!!

Thanks again,

Travel Stars

**From Lisa:**

Hi Travel Stars!

I like your team name 🙂 Thank you for agreeing to work on my travel blog website project!

I've attached a Word document with my responses to your questions plus feedback on the website samples you provided. Just let me know if any of my responses are unclear or need additional detail.

Here are some upcoming available times coming up that would work for me to meet with your group:

• Wednesday, April 17th (tomorrow) - anytime 11am - 3:30pm

• Thursday, April 18th (non-instructional day) - 9-10am

• Monday, April 22nd - 1-2pm

• Tuesday, April 23rd - anytime 9 - 10:30am or 1 - 3:30pm

• Wednesday, April 24th - anytime 11am - 3:30pm

Please just let me know a specific day and time that works for you all and I will block it out in my calendar.

I look forward to meeting you!

Lisa Jacobson

There has not been a final acknowledgment from our client Lisa yet. She was out of the office starting today-sunday. I am hoping to get a confirmation from her Monday about the strategic brief and to finalize everything.