**BIT113: User Interface Design** B. Bansenauer © 2010

**Strategic Brief: Assistant Director’s Travel Blog**

**Site Mission Statement:** Our website will provide travel blog entries, travel itinerary and travel advice to the user based on the client’s experiences. The website will interest those who are looking for or are currently planning their own trip and looking for information and ideas. Our website will aim to have multiple site pages that provide travel information to the user and which they can browse through. There will also be room to update the site for possible advertisement in the future.

**Site Objectives** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Host travel blog entries of trips

2. Provide detailed plans and travel advice for different cities around the world

3. Bring in all people who are interested in travel

4. Make visitors excited about planning their next trip

5. Be able to subscribe to updates about the travel blogs/website

6. Make money off of website through ads, corporate partnership, etc

**Target Audience** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any US or world travelers (Because elderly people like traveling once they retire I think it’s important to look at this side of it too making it easy for them to use as well)

**Site Concept Questions** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Site Personality**

QUALITY – organized, attention to detail, clear and clean

FRIENDLY – personal, small-scale, ease of use

HELPFUL – make a difference, provides insight, makes users feel good

**Key Target Audience Insight** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name pending) is a travel website ran by Lisa Jacobson that hosts organized and detailed travel itineraries and personal travel stories. This site inspired and helped plan the next trip.

**Call to Action**

1. **Pick your destination** - provides a menu of travel itineraries sorted by destination
2. **Subscribe for updates** - provides an email to the user upon content being added to the website
3. **Find a story** - provide a search feature to look for blog entries based on a specific search