





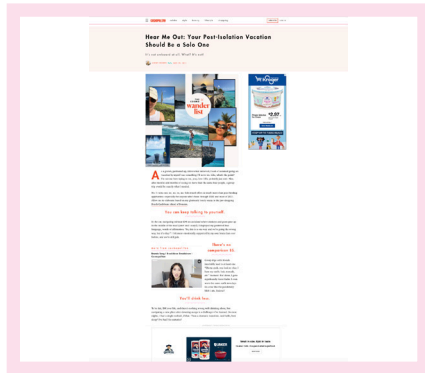
# Introduction:

For my How-To page, I am planning on creating a step-by-step guide on how to bring a vacation home to you, based off a blog post, "Creating An At-Home Escape: How To Have An Immersive Travel Experience At Home, Part 1", that I wrote for Thread Magazine here on campus. My inspiration for this project comes from my interests in traveling, culture, language-learning, etc., which also is the source of my decision to pursue a second major in Spanish. In my free time, I love learning about different places, through a wide range of media, whether it is with a written itinerary from Condé Nast Traveler, a video itinerary from Expedia, or a more narrative journey as present in Cosmopolitan's "The Cosmo Wander List". When I look for step-by-step guides as a user on the web today, I tend to want to find things that will help me experience something that will boost my mental wellness in three ways, by: 1) allowing me to turn my home/room into a more inspiring and relaxing place; 2) boosting my happiness in the form of an activity, or through the senses like music, dancing, food; and 3) immersing me into a different experience to the best of its ability, giving me more knowledge about a topic than what I knew beforehand. For those reasons, I want to create my How-To website, "How to Bring a Vacation Home to You" that follows roughly seven steps that will give the potential user an experience that will satisfy all three of these requirements. The steps within the page which consist of: Step 1: Pick up a meal, Step 2: Pick your media, Step 3: Pick your music, Step 4: Pick your decoration, Step 5: Pick your activity, Step 6: Pick your setting/company, and Step 7: Pick/invest in your next adventure, will each contain a header, subhead, and body text, with corresponding linked imagery for an interactive experience.

# Competitive Analysis(s):4

<https://www.cosmopolitan.com/lifestyle/a38168151/solo-travel-covid-19/>

1.



## Findings effect own design:

From this, I want to make sure that my titles in my own work have color to separate them from body text. I also want to keep my body content short in order to keep the attention of the user. In addition, my photos/videos should make sense together. I will not be doing a collage of my visual content, instead, I will be using a blue tint, inspired by this example, to blend them all together as a unit. I do also believe that I will be removing the "Step--" note from my titles, following this example, and instead, using intriguing headlines, as the steps are not necessarily chronological.

**User Experience:** Each section is clear for user, strong separation of content exists within style guide, like color, etc.

**Aesthetic:** Follows orange and pink tone throughout to stay on brand with *Cosmopolitan*.

**Content:** Quick and to the point. One major collage streamlined photos at beginning for hook, then written content and opportunity to book similar vacation.

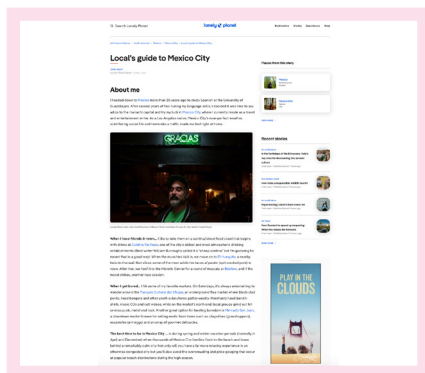
**Function:** No direct reference to step-by-step, but titles of each area of text imply the feeling. Trip functions as what was learned (beginning to end), with the end reflecting the theme of the trip- going alone.

**Well:** Knows attention span.

**Improve:** Intense amount of ads, etc. Makes it hard to focus on reading, but user is always inspired to stay on and pick something else to read/watch.

<https://www.lonelyplanet.com/articles/where-do-the-locals-go-in-mexico-city>

2.



## Findings effect own design:

From this, I want to make sure that my content is inspiring and purposeful. This author had a very narrative voice, and I hope to have the same in my own project. I also liked how emphasis (blue highlight) was placed on important places. I will be including that. Finally, I will be creating contrast by bolding my main body headings, like this example does.

**User Experience:** Minimal ad distraction, and extremely inviting layout. Easy to read with subheadings.

**Aesthetic:** High quality photographs aligned with corresponding written content.

**Content:** Knowledgeable about subject, changes up regular step-by-step. Discussing seasons, parks, etc.

**Function:** Strong lead-ins on what to explore, gives information about altitude, etc. that is often left out.

**Well:** Written content was exactly what I felt like I needed to know as the user, unique in all the ways you can find similar content.

**Improve:** Maybe include own photographs next time, instead of *Getty Images*.

# Content Plan:

5

## Content:

### "How to Bring a Vacation Home to You"

By: Grace Miller

### Pick up a Meal: Grocery Shop or Take-Out?

Use your meal as the starting point to your at home vacation. Select your destination, and see what places in your area serve food from that location! For a Latin American inspired dish, I chose *Casa Nueva* for a delicious cheese quesadilla!

### Pick your Music: Radio, Stream, or CD?

Music is essential to your experience, and you can start listening to it in the car on your way to pick up your meal! Support your local radio when possible for your music choice, and in the case of Latin America, I have chosen to listen to Central North Carolina's Spanish radio, *La Ley*!

### Pick your Media: Digital or Print?

The night would not be the same without something to read or watch. My go-to for any traveler, is the *Expedia Youtube* page, where they have virtual tours/itineraries of different cities. Watch one that interests you while you eat your meal (like one on Mexico City)!

### Pick your Decoration: Homemade, Online or Local?

To make the setting a reality, make sure to pick up some decorations for the space you will be enjoying your vacation at. If it is your kitchen, try dinnerware, if it is your room, try trinkets. The decorations can be homemade (which you can use as your activity) or you can shop locally, or online, perhaps at *Etsy*! I love the trinkets that I have in my dorm from Mexico.

### Pick your Activity: Dancing, Cooking, or Crafting?

Immerse yourself to the best of your ability in the culture of the region of your desired vacation. Want to cook something for desert, or maybe breakfast the next morning? Buy, rent (at your local library) a cookbook, or find a recipe online. I love the "pan dulce" from my favorite bakery, *Carolina Cravings*, and I hope that one day I can learn how to make it myself!

### Pick your Setting/Company: Indoors or Outdoors?

While not all seasons allow for good outside weather, inside can be just as relaxing. A summer night on the patio, is always my go to, but if you are staying inside, try playing with different lighting and scents. The candle company, *Homesick Candles*, has you covered with candles that smell like countries/cities around the world!

### Lastly, prepare for your next adventure: Inspiration galore!

This stay-at-home vacation experience is sure to prep you with the knowledge and inspiration you'll need for your next out-of-the-house escape! After being able to explore the culture, and perhaps even the language from home, the world awaits you to turn your first glance into a wider global-view!

## Code/Styles:

```
<video src "---" width= "---"
height= "---" controls > ---
</video>
```

```
<img src "---" class= "round-
ed-circle" alt= "---">
```

```
<div class= "container-fluid"
</div >
```

```
<div class= "row" </div>
```

HowToStyles.css

```
.row { align-items: center;
}
```

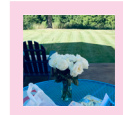
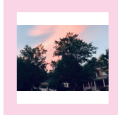
```
.h1 {color: palevioletred;
font-family: "Verdana---";
font-style: "bold";
}
```

```
.h2 {color: pink;
font-family: "Trebuchet MS---";
font-style: "bold";
}
```

```
.h3 {color: plum;
font-family: "Verdana---";
font-style: "bold";
}
```

```
.h4 {color: plum;
font-family: "Verdana---";
font-style: "italic";
}
```

```
.p {color: black;
font-family: "Times---";
font-style: "normal";
}
```



# Personas (x2):

1.

**Name:** Claire Grennery**Age:** 25**Occupation:** Broadcast Journalist**User Goals:** Treat herself to a night in, but also maintain it as a learning experience, perhaps she can use it as inspiration for a story later. Likes to read/absorb different media for fun and work. Bilingual in Spanish and English, can read/watch/listen to content in both.**Level:** Prefers to be in-front of technology instead of behind. Uses *Microsoft 365* for work. Outside of work, absorbs most information in the format of *Instagram* reels, but doesn't mind reading, if content is engaging.**Topic:** Always looking to explore her own community of Charlotte, N.C., and loves all things themed. Is an advocate for self-care at home, and loves her home too much to take many outside vacations.

Claire Grennery



Sia Sampson



2.

**Name:** Sia Sampson**Age:** 28**Occupation:** Tourism Entrepreneur**User Goals:** Looking for something that will make her feel more connected to her new home in San Diego, California. Believes that photography is the ultimate story-telling media. Prefers sites that are multifaceted with extensive navigation for broad content availability.**Level:** Has medium proficiency in *Adobe Creative Cloud*, uses it to build small business. Prefers video and photo editing in *Premiere Pro* and *LightRoom*. Has a professional Instagram account for personal architecture/tourism photography.**Topic:** Has gotten to explore the world, so is ready to explore her new residence and treat it the same as a vacation, meet new people, etc.

# Next Steps:

The decisions I have made on how I want to design my "How To Website" based on my analysis, are to start, I want to make sure that my content is unique. I learned from my two competitive analysis examples that the world of travel information/journalism is large, so you have to be unique and knowledgeable to pull the user onto your page/site instead of the others. I also learned that you want to keep your written content short with direct correlation to specific examples, as you want to know, as the user, how to complete your steps with examples to start you off, etc. Finally, I learned that it is important that the visuals of your page relate aesthetically in color, etc., and that they align well with the written content that corresponds to them. I am excited to have the opportunity to build a page based on something I am passionate about, as I discussed in my introduction. Overall, I hope that I have a chance to work on combining elements aesthetically in this project.