One asset that I will use is back buttons. This will be used to navigate the user to the previous page it viewed so they can easily view and access the website which will improve their experience when on the interactive multimedia product.

Another asset that I will use is images of Milton Keynes. This will be used to provide information to the user about the town and what activities and accommodation there is there so they have an idea of what to expect and where to go if they visit there.

Another asset that I will use is a video. This will highlight exactly what there is in the town in a video which will benefit the user and further enjoy their experience when on the website.

Another asset that I will use is sound. I will use sound to introduce the user and welcome them to the website and show them what is available. This will again improve the users experience and provide them with information.

Another asset I will use is a map from Google Maps. This is because the user needs to see where the city is located so they can plan a route to go there and they can also see which other cities are around so they are familiar with it.