

BUSINESS & CULTURAL CONTEXT
+ COMMODITY CRIT



ADI'S

MAJOR PROJECT

25 JAN 2023





PROJECT IDEA

A simple solution to discover India beyond what is out there on web, to help users learn about the hidden gems in the country, and assist them in creating itineraries.

PROBLEMS FACED

AND THE SOLUTIONS

- Inaccessibility
- Categorization of Locations
- Sponsored Content
- Unconcise Information
- Advertisements

SWOT ANALYSIS

	Helpful	Harmful
Internal	Strengths <ul style="list-style-type: none">• My experience of travelling across India• Keeping a simple approach to access information	Weaknesses <ul style="list-style-type: none">• Collecting accurate data in minimum possible time• Compiling free-to-use images for locations
External	Opportunities <ul style="list-style-type: none">• Partnerships/Sponsorships• To automate processes like data collection, images etc	Threats <ul style="list-style-type: none">• Competitors releasing simpler solutions• Web Security



COMPETITOR SPACE



TripAdvisor

- Closest competitor in terms of content provided and the purpose of website
- Good UI Design but a lot of sponsored content
- Does not focus on India, and the regional context

Incredible India

- Information provided is good and accurate, Govt managed
- Lacks of a good UI Design and representation of content
- Good categorization of content

Goal is to create an experience on par with *TripAdvisor* with the vision *Incredible India* tries to push.

TARGET AUDIENCE

My website will be working as a mascot to encourage people around the world to learn about India.

Escapists

- Always on the go, active, love outdoors and seek adventure

Learners

- Lovers of history, geography, culture, always seeking out the interesting and unusual information

Planners

- Take pleasure in the process of planning trips, can scrap plans if things don't work out, low attention span



USER PERSONAS

GAYATRI WANKHEDE, 21, MUMBAI (IN) - LEARNER

An undergraduate student of Journalism in 2nd year of studies, consumes a lot of travel related content.

MORGAN ANDERSON, 29, WASHINGTON DC (USA) - ESCAPIST

A content creator and solo traveller, big social media presence.

SEAN PERKINS, 35, PARIS (FR) - PLANNER

A business owner, married, family man. Struggling with priorities and limited on time.



CONTENT STRATEGY 1/3

Gayatri Wankhede

- Wants to have a one-stop go-to resource for her curious needs about historical, cultural and geographical significance of landmarks
- Wants content in her regional language, Marathi
- Wants to have cultural context of different regions in India for her projects at University

1. Dedicated pages to access relevant information of concerned locations.
2. Regions of India represented with different color designs and typography.
3. Accessibility to regional languages.

CONTENT STRATEGY 2/3

Morgan Anderson

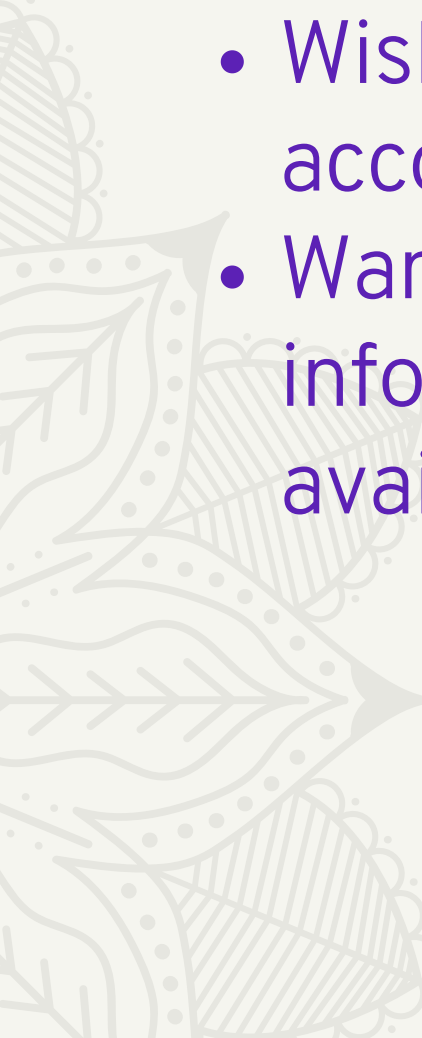
- Wants to create itinerary covering less visited places in India
- Needs brief information only, less text-based content
- Covers experiences for social media



1. To feature less visited locations at the landing page
2. Having a view to provide quick information only on switch of a button
3. Dedicate a page to feature content creators covering the experiences



CONTENT STRATEGY 3/3

Sean Perkins

- Wishes to sort type of locations according to family needs
 - Wants to have insider information for amenities available at and near locations
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1. To have a page to categorically show places of interest (lakes, forest etc)
 2. On the location pages, to show amenities and weather at the location
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LANDING PAGE

A map of India, navigation to other pages, switch to view categories instead of map

CATEGORIES

Show all places of interest sorted categorically by type of the location

FEATURETTE

Space to feature social media content and other external references

ABOUT PAGE

About page to describe purpose, mission behind the website



LOCATIONS

Dedicated pages to access relevant but concise information for the locations featured

INFORMATION ARCHITECTURE





FEEL FREE TO PROVIDE FEEDBACK

**THANK
YOU**

