Defining Audience/Tone:

* Website will be visited by prospective travelers interested in recommendations for activities, accommodations, and restaurants in specified destinations
* This website will be a one stop shop for curated recommendations on a variety of options based on user/critic reviews. This is much more beneficial to users than searching from website to website for travel recommendations
* I would speak to clients/users in a helpful, thoughtful, and unique manner. This could be translated digitally by a using a minimalist style with user-friendly navigation
* The destinations represented in the website will encompass international cities as well as locations in the US. When I think of international travel, I think of traveling across oceans, therefore the website’s style will encompass blues, greens, and earthy tones
* Images of the recommendations included in the websites, such as specific mountains for hiking, restaurants, food, will better represent the message

Identifying Content:

* The 4 pages included on the website will be titled: Destinations, Dining, Activities, and Accommodations
* **Destinations**

--Detailing curated locations for recommendations

Contains:

* + Title
  + Navigation
  + Image
  + Body text: reasons for choosing locations
* **Dining**

--Describes variety of restaurant options for each city

Contains:

* + Title
  + Navigation
  + Images
  + Paragraphs: Brief description of restaurant locations, type of cuisine, price point, recommended lists
* **Activities**

--Suggested activities for each location

Contains:

* + Title
  + Navigation
  + Images
  + Paragraphs: description of activities, level of physical exertion, and price point
* **Accommodations**

--Recommended accommodations for each location

Contains:

* + Title
  + Navigation
  + Images
  + Paragraphs: description of accommodations, location, and price point