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CS321
Website Vision Statement

1. Introduction

From the unique perspective of the MacKinnon clan, to offer a creative and informative website about the Isle of Skye which not only inspires travel to Skye but promotes a genuine passion and appreciation for the beauty and heritage of all things Skye and MacKinnon related.

1.1 Purpose

Users must have an interest in learning more about travel to the Isle of Skye, MacKinnon clan history, and/or Drambuie history to be inspired to visit and utilize the information from this website.

1.2 Solution overview

The general purpose of this website is to educate and inspire users who have an interest in the MacKinnon clan, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, and/or Scotch whisky learn more about these subjects and/or travel to the Isle of Skye.

1.3 References

- https://www.**isleofskye**.com/**skye**-guide/**map**
- https://www.**isleofskye**.com/**attractions**
- https://www.zigzagonearth.com/**things-to-do-in-skye-island-scotland**
- https://**www.visitscotland.com/**destinations-**maps/isle-skye**/see-do
- https://www.getyourguide.com/**Isle** of **Skye/Isle** of **Skye**
- https://**en.wikipedia.org**/wiki/**Clan_Mackinnon**

- https://www.the**mackinnon**.com/history.html
- https://www.scotsconnection.com/**clan**_crests/**MacKinnon**.htm
- https://**clan**.com/family/**mackinnon**
- https://www.scotweb.co.uk/info/**mackinnon**
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- https://**www.bbc.com/weather**/8299863
- http://www.booking.com/**Isle**-of-**Skye**
- https://www.bedroomvillas.com/**Accommodation**/**Isle** of **Skye**
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- https://**www.tripadvisor.com/Hotels**-g186585-**Isle**_of…
- https://www.watchmesee.com/blog/things-to-**do**-**isle**-**of-skye**

2. User Description

Key problems which could limit the user's productivity include:
- limited user computer technical skills and knowledge;
- technical difficulties with the website in that is is not functioning properly or is down;
- outdated website content;
- links don't work properly;
- travel ban or warning due to the threat of terrorism;
- Lack of appropriate travel documentation.

2.1 User / Market Demographics

This website will be targeted to users who are interested in and/or have a passion for the MacKinnon clan, all things Skye, all things Scottish, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, Scotch whisky.

2.2 User Personas

Primary users will have to have:
- Access to a computer and/or laptop

- Access to the Internet
- Knowledge in the use of a computer and how to navigate through the Internet
- Interest in the MacKinnon clan, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, and/or Scotch whisky which then directs them to this website

Problems which could interfere with a user's success of using this website include:
- Not having access to a computer or laptop
- Not having access to the Internet
- limited user computer technical skills and knowledge;
- technical difficulties with the website in that is is not functioning properly or is down;
- outdated website content;
- links don't work properly;
- travel ban or warning due to the threat of terrorism.
- Not having appropriate travel documentation

2.3 User Environment

User activity on this website will depend on the:
- Level of interest the user has for the MacKinnon clan, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, and/or Scotch whisky
- Availability of a computer or laptop
- Availability of the Internet

2.4 Key User Needs

Key user needs include:
- A desire to learn more about the MacKinnon clan,, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, and/or Scotch whisky;
- A desire to travel to the Isle of Skye.

3. Stakeholder Descriptions

Project Stakeholder	Degree of Involvement	Product Needs	Program Needs
Me (Michele MacKinnon)	High	To provide a popular, fully functioning and informative website containing reliable and accurate information and resources	
Website visitors	High	To access a fully functioning and informative website containing reliable and accurate information and resources	
MacKinnon clan	Medium	To disclose accurate clan information	
Isle of Skye accommodations including hotels/lodging,	Medium	To create interest in and generate revenue	

restaurants, tours, car rentals			
Drambuie	Medium	To create interest in and purchase of Drambuie	

4. Product Overview

This website will:

- Be accessible by any Internet user;

- Provide information and resources to users interested in learning more about the MacKinnon clan, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, Scotch whisky and/or travel to the Isle of Skye.

4.1 Product Perspective

This website will be comparable to other travel-related website but will specialize specifically in Skye's connections with the MacKinnon clan and Drambuie.

4.2 Product Position Statement

For - all worldwide Internet users

Who - have an interest in the MacKinnon clan, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, Scotch whisky and/or travel to the Isle of Skye.

The website - is an informational travel resource

That - From the unique perspective of the MacKinnon clan, to offer a creative and informative website about the Isle of Skye which not only inspires travel to Skye but promotes a genuine passion and appreciation for the beauty and heritage of all things Skye and MacKinnon related.

Unlike -   www.isleofskye.com

www.zigzagonearth.com

www.visitscotland.com

www.the**mackinnon**.com

www.scotsconnection.com

www.scotweb.co.uk

www.**drambuie**

www.booking.com

www.**isleofskye**.com

www.tripadvisor.com/

etc.

Our product - Our website differentiates itself from other travel related websites because it offers a creative and informative website about the Isle of Skye which not only inspires travel to Skye but promotes a genuine passion and appreciation for the beauty and heritage of all things Skye and MacKinnon related from the unique perspective of the MacKinnon clan

4.3 Summary of Capabilities

Solution Features	Customer Benefit
Specialized travel related information as it pertains to the MacKinnon clan, Skye and Drambuie	Combines a unique selection of interests for the user
MacKinnon clan information	Exposure to clan-specific related information
Isle of Skye accommodations including hotels/lodging, restaurants, tours, car rentals	Exposure to Skye accommodations available resulting in an increase to revenue

Drambuie information	Exposure to Drambuie product resulting in an increase to revenue

4.4 Assumptions and Dependencies

The vision for this website will change if:
- There is little user interest in the MacKinnon clan, all things Skye, history, nature, travel, castles, family travel, hiking, exploring, island life, Drambuie, Scotch whisky and/or travel to the Isle of Skye
- There is a ban on traveling due to the threat of terrorism.

5. Product Features

This website inspires travel to Skye while promoting a genuine passion and appreciation for the beauty and heritage of all things Skye and MacKinnon related.

5.1 Feature 1

Specialized travel related information as it pertains to the MacKinnon clan, Skye and Drambuie.

5.2 Feature 2

MacKinnon clan information

5.3 Feature 3

Isle of Skye accommodations including hotels/lodging, restaurants, tours, car rentals.

5.4 Feature 4

Drambuie information