

## INTRODUCTION

I am building a website called "GoSustainableTourism.com", which is an information gateway dedicated to promoting sustainable tourism in small lesser-known destinations.

Sustainable tourism is considered as a effective tool to stimulate local economy, generate new jobs and reduce poverty in developing and the least developed countries / regions, where many small destinations which meet the standards of sustainable tourism are emerging. However, a big portion of them are still lesser-known in the global tourism market.

GoSustainableTourism.com could solve this problem. Its mission is:

- To bridge the tourists with those destinations
- To reduce poverty in those destinations through sustainable tourism
- To arouse the awareness of sustainable tourism among travelers

The website is expected to be:

- A virtual information center for those small lesser-known destinations (Resources for destinations and latest destination news)

## PERSONAS

### MAGGIE SMITH

#### Independent Traveler



**Personality:**  
Adventurer,  
passionate,  
environment  
protector

#### Demographics

Location: New York, United States

Age: 25

Sex: Female

Income: \$ 10k/year

Education: Master's degree

University: Columbia University

#### Needs

- Seek new destinations
- Dedicated to poverty reduction
- Seek Volunteer tourism

#### Background

Maggie loves traveling to lesser-known destinations and is a real adventurer. She travels every summer and winter. She is studying development practice and would like to work on sustainable tourism after graduation.

#### Motivations

- is looking for new destinations and planning for the next trip

### MATT BROWN

#### Tourism Marketing Manager



**Personality:**  
Enthusiastic,  
hard-working

#### Demographics

Location: Washington, D.C., United States

Age: 30

Sex: Male

Income: \$ 40k/year

Education: Master's degree

University: Purdue University

#### Needs

- Information on sustainable tourism
- More deep research of the destinations

#### Background

Matt works in a tourism marketing company who promote sustainable tourism for their clients such as Caribbean Tourism Organization, Ministry of Tourism Ecuador, etc.

#### Motivations

- is looking for potential clients
- is looking for latest travel news

## USER JOURNEYS

### MAGGIE SMITH

#### Independent Traveler

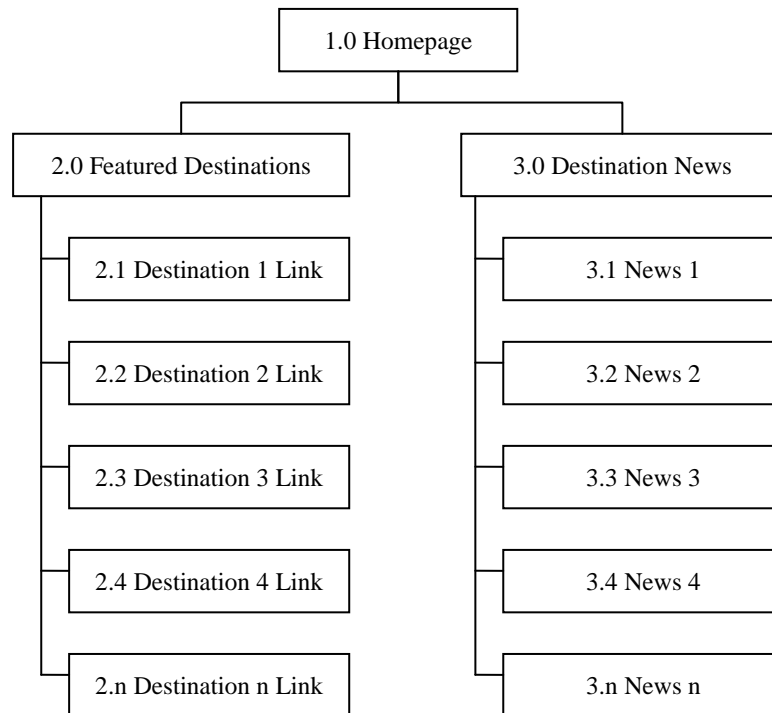
- Step 1: Need to find a new sustainable tourism destination that she has not been to. (Curious, excited)
- Step 2: Search on Google "sustainable tourism" by laptop (Engaged)
- Step 3: Find the website "GoSustainableTourism.com" (Engaged)
- Step 4: Scan the welcome page of the website and click the link of "Namibia" (Engaged)
- Step 5: The webpage is redirected to the official website of Namibia Tourism (Engaged)
- Step 6: Read through the official website and find interesting things to do in Namibia (Engaged, excited)
- Step 7: Go back to the welcome page of "GoSustainableTourism.com" and click the other links of the destinations (Engaged, excited)
- Step 8: Read through the official websites and compare each destination (Engaged, excited)
- Step 9: Finally decide the next destination (Yay! Excited)
- Step 10: Save "GoSustainableTourism.com" in her favorite website folder (Happy, Satisfied)

### MATT BROWN

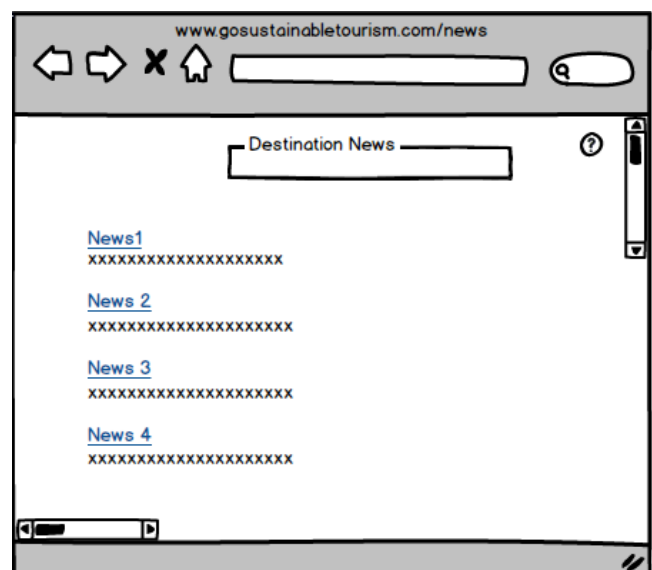
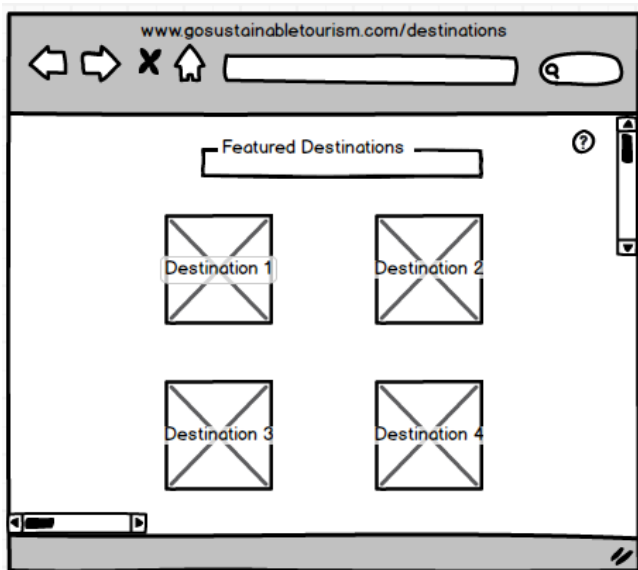
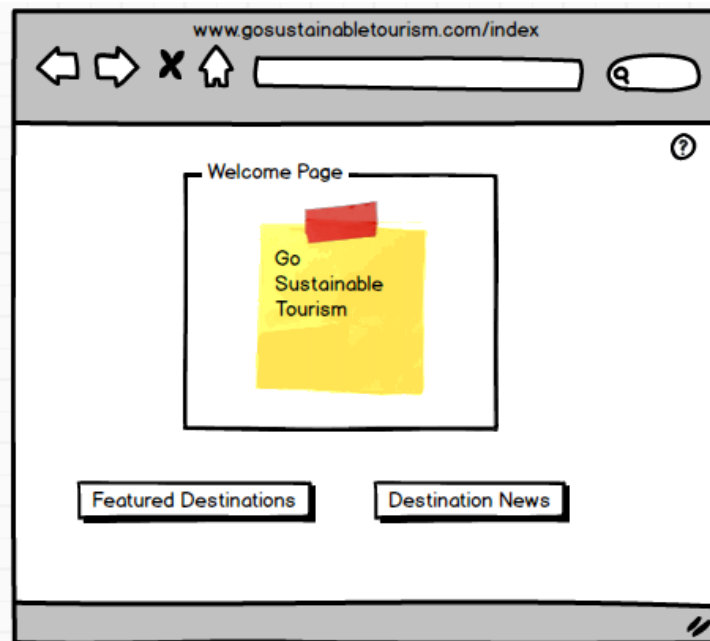
#### Tourism Marketing Manager

- Step 1: Need to find latest news about sustainable tourism. (Curious)
- Step 2: Search on Google "sustainable tourism" by laptop (Engaged)
- Step 3: Find the website "GoSustainableTourism.com" (Engaged)
- Step 4: Scan the welcome page of the website and click the link of "Destination News" (Engaged)
- Step 5: Read through each news and take some notes of the interesting destinations (Engaged, excited)
- Step 6: Search further information about the interesting destinations on Google
- Step 7: Gain some inspiration from the news for destination marketing (Yay! Excited)
- Step 8: Save "GoSustainableTourism.com" in his favorite website folder (Happy, Satisfied)

## SITEMAPS



## WIREFRAMES



## **USER STORIES**

### **MAGGIE SMITH**

#### **Independent Traveler**

As a independent traveler, I want to find out a new destination which is sustainable and with fewer tourists and get more information about it, so that I could plan for my next trip.

### **MATT BROWN**

#### **Tourism Marketing Manager**

As a tourism marketing manager, I want to find latest news about sustainable tourism, so that I could gain some inspiration from the news for destination marketing.

## MVP SITEMAP

