Explore the Wilderness Website
User Experience Brief
Date: October 9, 2016
Project Manager: Molly Hennessy

Audience
The target audience focuses on three groups varying in degree of importance.
- Individuals interested in learning about the world's climates.
- Individuals interested in learning basic travel tips and survival skills.
- Primarily adults or families with older children.

Objective/Goals:
- To create a website that covers a variety of wilderness topics including travel tips, survival skills and climate types.
- To create a website that is user friendly and uses a variety of styling technologies and animations.
- To create a website that will meet client expectations and can be used as a final portfolio to be viewed by potential employers.

Website Subtopics:
- Climate: The climate pages will cover the main climate types of the world from tropics to tundra.
- Travel Tips: The travel pages will include basic travel tips for travelling in the wilderness.
- Health and Safety Tips: These pages will discuss potential health and safety hazards travelers may encounter and how to resolve these issues.

Measurement Approach:
- Success of the website will be measured by feedback from professor and classmates.
- Additionally success will be measured by feedback of reviewers after a program review expected to take place at the end of the semester.

Design Considerations:
- Text, images and animations will be easy to read and use by all users.
- There will be 2-3 images per page. Each page will focus on text more than images.
- Website will be adaptable to individuals with various disabilities.
- Color and fonts will match the theme of the website as well as not interfere with user friendliness.

Competitive Analysis:
The project manager will review several websites with a similar theme. Some of these websites may include:
- National Geographic
- United States National Parks Service

- Other websites covering varies world climates and travel tips.
- Website covering information related to traveler health and safety.

Website Resources:
The website will use information taken from the fallowing sources:
- http://oceanservice.noaa.gov
- http://wanderlustandlipstick.com
- http://www.who.int
- https://www.rei.com
- http://www.survivaloutdoorskills.com