

Carson's Digital Travel Diary

Carson's Digital Travel Diary is an online blog that consists of an author's own unique perspectives on travel destinations. This website and blog aims to inspire others who may want to begin traveling, entertain those who enjoy reading and learning about travel, and inform travelers of places they shouldn't miss on their own journeys.

Blogs are a great way for authors to practice their writing styles, garner an audience for their work, and feel a sense of accomplishment. On the other side of the spectrum, audience members often enjoy blogs for their concise and friendly writing style, unfiltered honesty, and consistent uploads. Blogs can be a very symbiotic way to form relationships online, while also serving a variety of interests both for the author as well as for the viewer. Additionally, travel is a popular hobby among individuals, meaning that a large percentage of the population often consumes travel content or media. By providing helpful blurbs and stories about my own travels, this blog can help inspire and educate viewers on various travel destinations and activities.

Personas:

1. Uninformed traveler
 - a. Justin Park, 18, is a recent high school graduate who is taking a gap year before university to travel a bit. Outside of a school field trip and some small summer vacations with family, he is inexperienced with travel, especially solo travel. Using this blog can help indirectly educate him about what to do (and not to do) while solo traveling.
2. Budding adventurer
 - a. Rebecca Peters, 34, is an avid traveler who loves to read other people's experiences in a country before she goes herself. This blog can give her a better idea of what landmarks and activities she should plan to visit.
3. Content viewer
 - a. Terry Smith, 65, is not much of a traveler himself and doesn't enjoy being too far away from home and family for too long. However, he adores watching and consuming travel content, as he thinks it helps him experience new places and cultures from the comfort of his home. This blog can help him do just that.

Comps:

1. Nomadic Matt (<https://www.nomadicmatt.com/>)
2. Hey Nadine (<https://www.heynadine.com/>)

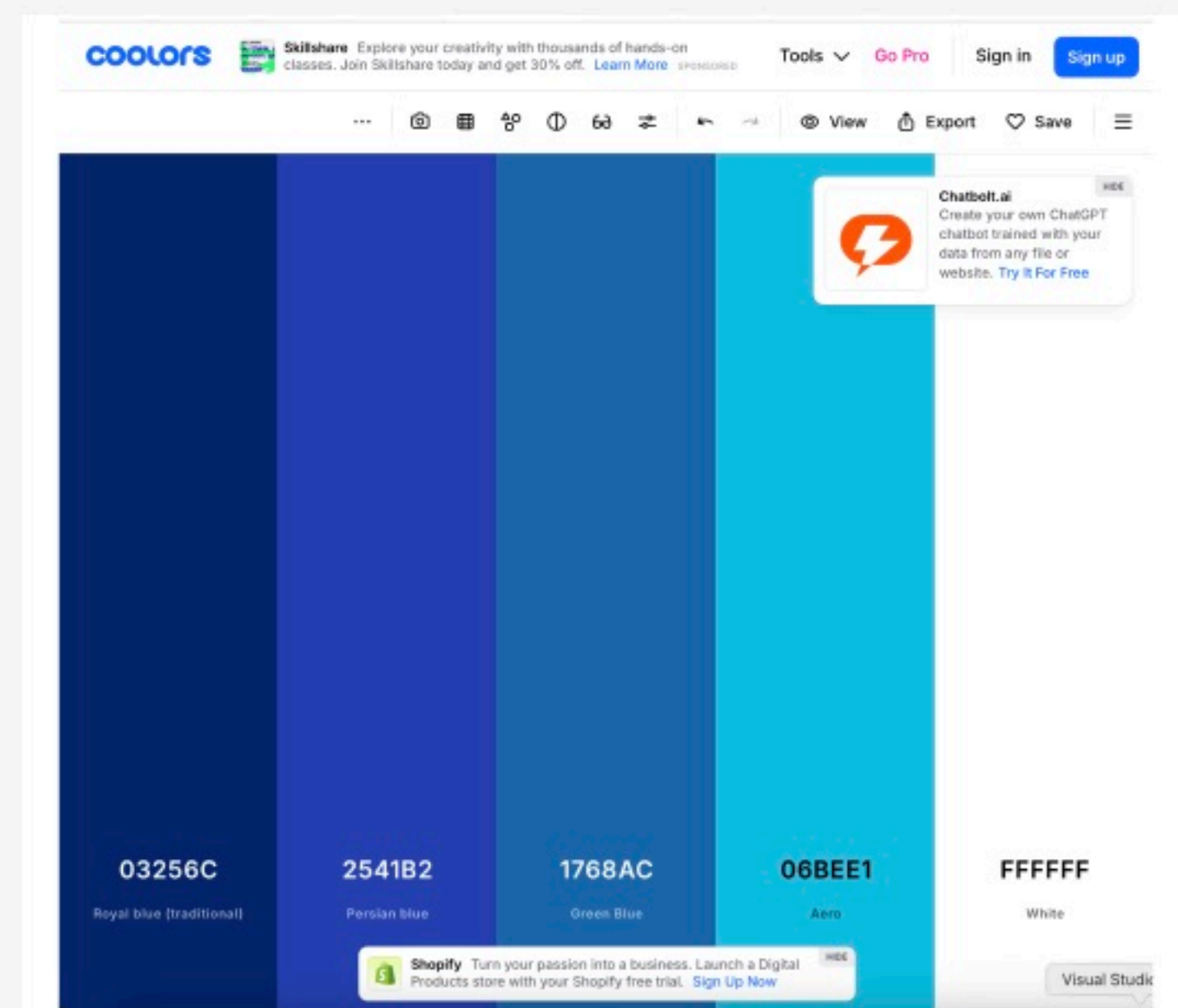
Layers

 Color Scheme

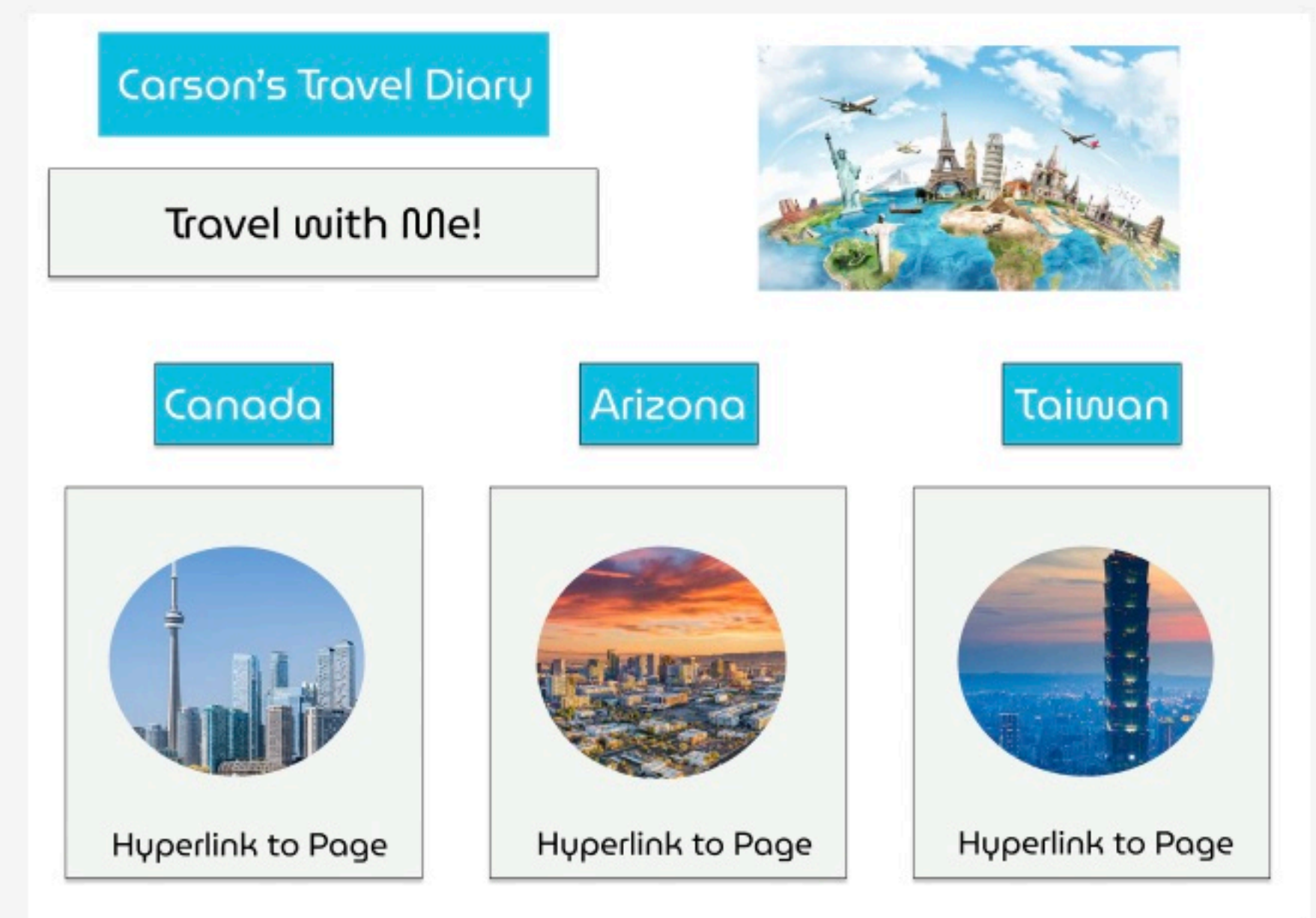
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 Frame 1

Color Scheme



Frame 1



CARSON'S TRAVEL DIARY - 1ST PAGE WIREFRAME

