
Client: Tampa Bay Beaches ([Click Here for Website](#))
Project: Website Redesign
Designer: James Dow
Document: Project Analysis

Site Intent

The Current Website Goals

The Tampa Bay Beaches current website is being used as a hub, so visitors from all over the world can discover and plan their vacation to Tampa before they step foot out of their home. It tells the visitor what beaches are close by, events going on, local businesses, and more. It is also very helpful with location so you can plan the perfect vacation where everything you need is close by.

It also has a section for consumers looking to move into the area near a beach. It gives them an idea of what to expect, where to start, and where they can find real estate for sale near the beach. It even helps you get started with finding employment if you aren't already set in that area.

Finally, since the site is run by the Chamber of Commerce, the website has a section devoted just to that. Allowing users to login and new users to sign up. It has messages from the members, information on how to contact them and a calendar to keep people up to date on what's going on.

The New Website Goals

The new website needs to be focused more towards the goal of vacation planning. Beaches and local business get most of their revenue around vacation season. I don't think we should get rid of either the relocation section, or the chamber of commerce section, but they should fall more into the background, especially the Chamber of Commerce section because it doesn't help the consumer much at all. Rather, it helps the client, who should already know the ins and outs of the site because they visit it more frequently.

Competitor Analysis

Miami Beaches

<http://www.miamibeachfl.gov/>

The Miami Beach website appears to have a large flow of traffic, but it appears to mostly be college girls specifically looking for Miami Beach. Since Miami is such a large, and popular city in the state of Florida it cuts heavily into the Tampa Beach revenue. Since most users appear to already know what they are looking for when they are searching for Miami Beach, this leaves open an opportunity to rank higher in the general Florida Beach search terms where people aren't sure where they want to go yet.

Traffic Rank

76,228

Audience Snapshot

Based on internet averages, miamibeachfl.gov is visited more frequently by females who are in the age range 55-64, have no children, and are college educated.

Key Terms

miami beach, miami beach fl, miami beach police, city of miami beach

Source: <http://www.alexa.com/siteinfo/miamibeachfl.gov#>

Daytona Beach

<http://daytonabeach.com/whattosee.cfm>

Daytona Beach is more attracted to older women. Their website appears to get more traffic than the Tampa Bay Beaches website, but again people go into it already knowing where they want to go. This again leaves a large opportunity for Tampa Bay Beaches to help people decide who are undecided.

Traffic Rank

140,472

Audience Snapshot

Based on internet averages, daytonabeach.com is visited more frequently by females who are in the age range 35-44 and received some college education.

Key Terms

daytona beach, daytona beach fl, Daytona, things to do in daytona beach, daytona beach florida

Source: <http://www.alexa.com/siteinfo/daytonabeach.com#>

Cocoa Beach

<http://www.cocoabeach.com/index1.shtml>

Cocoa Beach attracts more families specifically the mother in the family. They have a well designed website that appeals to a female and kids. Although it may be a little more attractive in aesthetics, it does tend to be a little more confusing and busy. Like the three competitors before this one, they're consumers already know what beach they want to go to. This again leaves Tampa Bay Beaches an opportunity to reach into the general Florida Beach search key words allowing us the opportunity to help convince the confused consumer to visit Tampa Beaches.

Traffic Rank

209,190

Audience Snapshot

Based on internet averages, cocoabeach.com is visited more frequently by females who are in the age range 35-44, have children, and received some college education.

Key Terms

cocoa beach fl, coco beach, cocoa beach, cocoa beach florida, orlando to cocoa beach

Source: <http://www.alexa.com/siteinfo/cocoabeach.com#>

Target Audience

Allison Gertrude

Allison is a 36 year old stay at home mom with an Associates of Arts degree in Liberal Studies. With her husband and 3 kids, she is looking to find the perfect beach to help her husband relax from his full time job. She is not sure where she wants to go, but her friend Terresa, who reads Melody's blogger site, suggested the West coast due to calmer waters. Melody isn't a computer genius by any means, but she understands the basic functions of a website, and can find her way around the Internet without any problems.

Marissa Porter

Marissa is a 40 year old writer from Atlanta, Georgia. She has a degree in communications and writes from home as a freelance writer for various news websites and blogs. She is divorced with a 10 year old daughter who is her best friend. She is in the middle of a mid-life crisis and needs to get away from her writing for a little while. She's not sure where she wants to go, but remembers how nice her last vacation to Florida was when she was in college.

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Project: Website Redesign
Designer: James Dow
Document: Content Audit

Site Overview

Site Description	Whether you are planning a vacation or planning to relocate to Florida with an ocean front view, the Tampa Bay Area's beaches has what you want.
Site Goals	The Tampa Bay Beaches' current website is being used as a hub so visitors from all over the world can discover and plan their vacation.
Site Keywords	don, ce, sar, hotel, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, madera, commerce, st, pete, condos, rent, rentals, wedding, show
Site Phrases	"don ce sar hotel", "tampa bay beach weddings", "clearwater beach vacations", "clearwater beach vacation", "don ce sar", "vacation clearwater beach", "don cesar hotel tampa", "clear water beach fl", "don cesar hotel", "saint petersburg beach fl"
Mobile-First	My mobile-first approach will be to start with the content and determine what is "most important" to the targeted user. By doing this we can weed out unnecessary content design elements.

Industry Overview

Terms	Vacation Planning, Fun for the Family, Site Seeing and Attractions, Local Businesses, Transportation, Hotel and Resorts, Weddings
Services	Vacation Planning, Attractions, Hotel Locations, Local Business Search, Local Events, Relocation Guides & Help

User-Oriented Overview

Sample Searches	tampa bay beaches, gulf beaches, beaches in tampa, 5100 commerce street pelican bay fl, beaches in tampa florida, tampa bay beaches, tampabay beaches
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Home Page

Page Title	Home Page - Tampa Bay Area Beaches
File Name	index.html
Navigation Text	Home
Page Topics	Featured Event, Plan Your Vacation, Thinking About Relocating?

Content's Original Location	http://www.tampabaybeaches.com/
Page Keywords	tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, maderia, st, pete, condos, rent, rentals, wedding, show
Visual Notes	There is a strange white margin above the header image. See how making the header image larger or smaller effects the pages aesthetics and content because right now it is just awkward where it is trying to go in two directions.
Additional Notes	What if we had some live tweets to the side? It adds testimonials, adds life, and shows we are hip and cool.

Visitor Page

Page Title	Planning a Vacation? - Tampa Bay Area Beaches
File Name	vacation.html
Navigation Text	Planning a Vacation?
Page Topics	Our Beaches, Attractions, Places to Stay
Content's Original Location	http://www.tampabaybeaches.com/visitors
Page Keywords	attractions, visitors, don, ce, sar, hotel, tampa, bay, beach, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, maderia, commerce, st, pete, show
Visual Notes	Header images aren't aligned correctly. Images and videos need to be more consistent. Take a look at the menu, something is messed up with hover background gradient.
Additional Notes	Add a vacation planning guide on this page.

Relocation

Page Title	Relocate - Tampa Bay Area Beaches
File Name	relocate.html
Navigation Text	Relocate
Page Topics	Employment, Real Estate, Retirement
Content's Original Location	http://www.tampabaybeaches.com/relocation

Page Keywords	dtampa, bay, beach, clearwater, clear, water, saint, petersburg, fl, beaches, chamber, maderia, commerce, st, pete, condos, rent, rentals
Visual Notes	Something needs to happen with the ads. Maybe find a better location for them? Maybe cross fade instead fading in and out to white?
Additional Notes	Add the relocation Guide on this page.

Events

Page Title	Beach Events - Tampa Bay Area Beaches
File Name	events.html
Navigation Text	Beach Events
Page Topics	Featured Event, Upcoming Events, Announcements
Content's Original Location	http://www.tampabaybeaches.com/Tampa_Bay_Beaches_Events/Featured_Events.aspx
Page Keywords	attractions, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, maderia, commerce, st, pete, condos, rent, rentals, wedding, show
Visual Notes	Add more visuals. This page should be exciting and fun.
Additional Notes	Add a spot to sign up for news letter, submit events, view/download calendar

Contact Us

Page Title	Contact - Tampa Bay Area Beaches
File Name	contact.html
Navigation Text	Contact
Page Topics	Contact Form, Contact Information, Social Media
Content's Original Location	http://www.tampabaybeaches.com/contact
Page Keywords	don, ce, sar, hotel, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, maderia, commerce, st, pete, condos, rent, rentals, wedding, show
Visual Notes	The comment box should be below their contact information.

Additional Notes n/a

About

Page Title About - Tampa Bay Area Beaches

File Name about.html

Navigation Text History

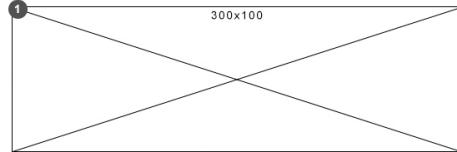
Page Topics History, Chamber of Commerce, Board Members

Content's Original Location <http://www.tampabaybeaches.com/chamber>

Page Keywords tampa, bay, beach, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, madera, commerce, st, pete

Visual Notes Needs at least an image or two.

Additional Notes n/a



640x125

② Planning a Vacation?

640x125

Relocate

640x125

Beach Events

640x125

Contact

640x125

About

640x250

④ Featured Event

⑤ Welcome to the Tampa Bay Beaches Area of Florida!

You won't want to miss our extraordinary sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. On some nights, you can even catch a rare green flash over the setting sun. What a truly magnificent way to end each and every day of your vacation!

⑥ Plan Your Vacation

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Need help planning?

⑦ Thinking About Relocating?

We know that there are loads of questions in any move, so we've provided some helpful information right here at your fingertips.

Thinking about relocating?

Annotation

Home Page

1. Logo
2. Navigation
3. Back to Top of Page
4. Featured Events CTA
5. Welcome Section
6. Page Highlight #1
7. Page Highlight #2

① Contact the Tampa Bay Area Beaches

Visitors seeking additional information for their travel plans can contact the Tampa Bay Beaches Chamber of Commerce.

② Chamber of Commerce

Phone: 727-360-6957
 Email: info@tampabaybeaches.com
 Address: 6990 Gulf Boulevard,
 St. Pete Beach, FL 33706

③ First Name*

④ Last Name*

⑤ Email Address*

⑥ Phone Number

⑦ City

⑧ State

⑨ (choose a state) ▼

⑩ Zip Code

⑪ Have you visited before?

Yes
 No

⑫ What is your topic?*

⑬ Planning A Visit ▼

⑭ Your Message*

Your question or comment goes here...

⑯ Sign up for our newsletters.

Beach Travel Guide
 Upcoming Events
 Chamber of Commerce Newsletter

⑰ Submit

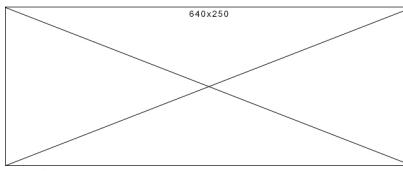
⑲ Back to Top

Annotation
 Contact Page

- 1. Previous Page Button
- 2. Navigation Drop Down
 - a. Reference Home Page
 - Wireframe for Navigation Layout.
- 3. Back to Top of Page
- 4. Short Page Description
- 5. Contact Information
- 6. Contact Form
 - a. Maybe Divide into Three Page Steps.
- 7. List of the United States
- 8. List of Topics
 - a. Planning a Trip?
 - b. Relocating
 - c. Chamber of Commerce

4 Planning a Vacation?

Welcome to the Tampa Bay Beaches, the most beautiful coastline Florida has to offer. From pristine, natural beaches to fantastic nightlife, there's something for everyone here.

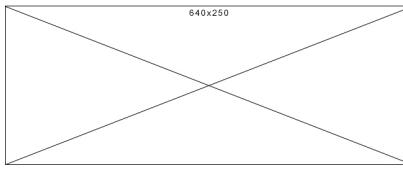


5

Attractions

The Tampa Bay Area abounds with activities to make your vacation here a fun-filled adventure! Our climate means year-round enjoyment of outdoor activities ranging from boating, cycling and fishing, to amusement parks, to just laying on the beach. For those looking for a break from the sun, there are shops, retail stores, museums and enough other activities to find something for everyone in the family.

Also check out our local beach events!
[Click here for more information.](#)



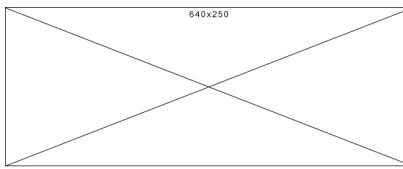
6

Places to Stay

Whatever your preferred accommodations are, you'll find exactly what you're looking for right here on the Tampa Bay Beaches.

If you're looking for a nice spot in the sun, one of the many Tampa Bay beach hotels is just for you. If you're looking for fun activities or a spa, one of our fine resorts will fit the bill. Maybe a more secluded, romantic getaway is your thing. Try a bed and breakfast. Have a LARGE party? Rent a house!

Visitors seeking additional assistance can contact the Chamber of Commerce:
[Click here for more information.](#)



7

Our Beaches

Our reach extends from St. Pete Beach to Treasure Island, and northward to Indian Rocks Beach and Clearwater Beach. The Tampa Bay Beaches Chamber of Commerce is comprised of businesses from the following Pinellas Barrier Island communities:

- Clearwater Beach
- Indian Rocks Beach
- Indian Shores
- Redington Shores
- North Redington Beach
- Redington Beach
- Madeira Beach
- Treasure Island
- St. Pete Beach
- Pass-a-Grille Beach
- Tierra Verde/Isla Del Sol

Annotation

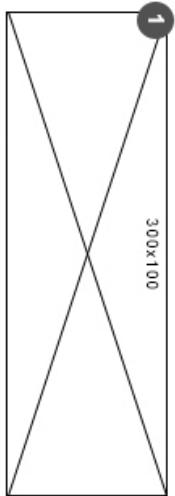
Planning a Vacation?

1. Previous Page Button
2. Navigation Drop Down
 - a. Reference Home Page
 - Wireframe for Navigation Layout
3. Back to Top of Page
4. Short Page Description
5. Topic #1
6. Topic #2
7. Topic #3

Annotation

Home Page

1. Logo
2. Navigation
3. Footer Navigation
4. Social Media Icons
5. Copyright & Contact Information
6. Featured Events CTA
7. Welcome Section
8. Page Highlight #1
9. Page Highlight #2



2 [Home](#) [Planning a Vacation?](#) [Relocate](#) [Beach Events](#) [Contact](#) [About](#)

[3 Home](#) [Planning a Vacation?](#) [Relocate](#) [Beach Events](#) [Contact](#) [About](#)

7 **Welcome to the Tampa Bay Beaches Area of Florida!**

The Tampa Bay Beaches Chamber of Commerce is proud to welcome you to tropical paradise on Florida's sunny and spectacular Gulf Coast! We are a diverse group of businesses throughout the Tampa Bay beach community that takes great pride in the place we live, work, and play - a place we are proud to call home, in beautiful Pinellas County.

6 **Featured Event**

600x220

1

300x100

8 **Plan Your Vacation**

You won't want to miss our extraordinary sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. On some nights, you can even catch a rare green flash over the setting sun. What a truly magnificent way to end each and every day of your vacation!

[Click here if you need help planning.](#)

9 **Thinking About Relocating?**

We know that there are loads of questions in any move, so we've provided some helpful information right here at your fingertips.

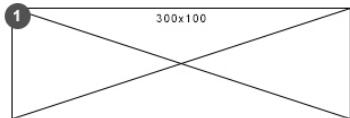
Thinking about relocating?

[Click here for more information.](#)



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5 6990 Gulf Boulevard, St. Pete Beach, FL 33706
Phone: (727) 360-6957 | Fax: (727) 360-2233



2 [Home](#) [Planning a Vacation?](#) [Relocate](#) [Beach Events](#) [Contact](#) [About](#)

6 **Contact the Tampa Bay Area Beaches**

Visitors seeking additional information for their travel plans can contact the Tampa Bay Beaches Chamber of Commerce.

1 **Contact Information**

First Name*

Last Name*

Email Address*

Phone Number

8 **Where are you from?**

2 _____

City

State

9 (choose a state) ▼

Zip Code

Have you visited before?

- Yes
 No

10 **Do you have a question or comment?**

3 _____

What is your topic?*

11 Planning A Visit ▼

Your Message*

Your question or comment goes here...

Sign up for our newsletters.

- Beach Travel Guide
 Upcoming Events
 Chamber of Commerce Newsletter

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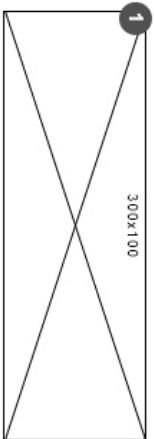
Annotation
Contact Page

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6. Short Page Description
7. Contact Form Section #1
8. Contact Form Section #2
9. List of the United States
10. Contact Form Section #3
11. List of Topics
 - a. Planning a Trip?
 - b. Relocating
 - c. Chamber of Commerce
12. Contact Information

Annotation

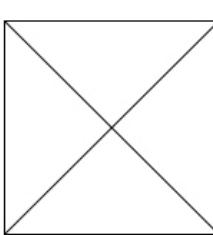
Planning a Vacation?

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2. Navigation
3. Footer Navigation
4. Social Media Icons
5. Copyright & Contact Information
6. Short Page Description
7. Topic #1
8. Topic #2
9. Sidebar/Topic #3



Planning a Vacation?

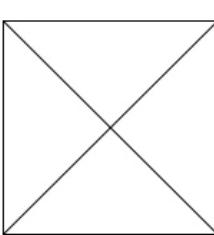
Welcome to the Tampa Bay Beaches, the most beautiful coastline Florida has to offer. From pristine, natural beaches to fantastic nightlife, there's something for everyone here!



Attractions

The Tampa Bay Area abounds with activities to make your vacation here a fun-filled adventure! Our climate means year-round enjoyment of outdoor activities ranging from boating, cycling and fishing, to amusement parks, to just laying on the beach. For those looking for a break from the sun, there are shops, retail stores, museums and enough other activities to find something for everyone in the family.

Also check out our local beach events!
[Click here for more information.](#)



Places to Stay

Whatever your preferred accommodations are, you'll find exactly what you're looking for right here on the Tampa Bay Beaches.

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Client: Tampa Bay Beaches ([Click Here for Website](#))

Project: Website Redesign

Designer: James Dow

Document: Style Tile



Tampa Bay Beaches
Style Tile
version:1

Possible Colors

Textures

This is an example of a Button

Submit Button Example Here

This is an Example of a Header
Font: Arial #343434

This is an Example of a Sub Head

Font: Arial #343434

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Arial #343434

[This is an example of a Text link »](#)

Adjectives

Warm	Fire	Romantic
Soft	Wet	Relaxing



Tampa Bay Beaches

Style Tile
version:2

Possible Colors



Textures



This is an Example of a Header

Font: Arial #1c3f94

This is an Example of a Sub Head

Font: Arial #e5b63c

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NON UMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUPTAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL FEUGAIT NULLA FACILISI.

Font: Arial #343434

[This is an example of a Text link »](#)

This is an example of a Button

Submit Button Example Here

Adjectives

Warm Corporate Romantic

Soft Wet Relaxing

<http://www.styletil.es>

Template by @Samanthatoy



Home

Plan a Vacation

Relocate to Tampa

Beach Events

Contact

About



• • •

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[Start Planning](#)



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[More Information](#)

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- Pass-a-Grille Beach
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Your contact information.

First Name*

Last Name*

Email Address*

Phone Number

Where are you from?

City

State

Zip Code

Have you visited before?

- Yes
 No

Questions or comments?

What is your topic?*

Your Message*

Sign Up for Our Newsletter

- Beach Travel Guide
 Upcoming Events
 Chamber of Commerce Newsletter



Chamber of Commerce

Phone: 727-360-6957

Email: info@tampabaybeaches.com

Address: 6990 Gulf Boulevard,
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- St. Pete Beach
- Pass-a-Grille Beach
- Tierra Verde/Isla Del Sol

[Home](#) | [Plan a Vacation](#) | [Relocate to Tampa](#) | [Beach Events](#) | [Contact](#) | [About](#)

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6990 Gulf Boulevard, St. Pete Beach, FL 33706
Phone: (727) 360-6957 | Fax: (727) 360-2233

Contact the Tampa Bay Area Beaches

Visitors seeking additional information for their travel plans can contact the Tampa Bay Beaches Chamber of Commerce.

Your contact information.

First Name*

Last Name*

Email Address*

Phone Number

Where are you from?

City

State

(Choose a State)

Zip Code

Have you visited before?

- Yes
 No

Do you have a question or comment?

What is your topic?*

Planning a Visit

Your Message*

Sign Up for Our Newsletter

- Beach Travel Guide
 Upcoming Events
 Chamber of Commerce Newsletter



Chamber of Commerce

Phone: 727-360-6957

Email: info@tampabaybeaches.com

Address: 6990 Gulf Boulevard,
St. Pete Beach, FL 33706



Tampa Bay Area Beaches - User Testing Survey

Congratulations! You have been selected to be an elite user tester for the Tampa Bay Area Beaches website. We are excited to have you on board. Your completion of this survey will help us improve the Tampa Bay Area Beaches' web presence.

Please review the website at the following link as you complete the survey:
<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html>

Let's get started!

* Required

Home Page

Navigate to the "Home" page. *

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard Easy

What is the first thing that catches your eye? *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html>

- Logo
- Navigation
- Content
- Other:

Please give me your initial impressions about the layout and design of this page. *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

Plan a Vacation Page

Navigate the "Plan a Vacation" page. *

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard Easy

What is the first thing that catches your eye? *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/vacation.html>

- Logo
- Navigation
- Content
- Other:

Please give me your initial impressions about the layout and design of this page. *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/vacation.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

Relocate Page

Navigate the "Relocate" page. *

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard Easy

What is the first thing that catches your eye? *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/relocate.html>

- Logo
- Navigation
- Content
- Other:

Please give me your initial impressions about the layout and design of this page. *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/relocate.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

Beach Events Page

Navigate the "Beach Events" page. *

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard  Easy

What is the first thing that catches your eye? *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/events.html>

- Logo
- Navigation
- Content
- Other:

Please give me your initial impressions about the layout and design of this page. *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/events.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

About Page

Navigate the "About" page. *

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard  Easy

What is the first thing that catches your eye? *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/about.html>

- Logo
- Navigation
- Content
- Other:

Please give me your initial impressions about the layout and design of this page. *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/about.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

Contact Page

Navigate the "Contact" page. *

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard Easy

What is the first thing that catches your eye? *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/contact.html>

- Logo
- Navigation
- Content

Other:

Please give me your initial impressions about the layout and design of this page. *

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/contact.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

The Website Overall

How would you rate the site navigation? *

1 2 3 4 5 6 7 8 9 10

Bad Good

How would you rate the layout & design of this website? *

1 2 3 4 5 6 7 8 9 10

Bad Good

Overall, what do you feel is the purpose of the site? *

What sex is more likely to use this website? *

- Male

Female

What age group is most likely to visit this site? *

You can select one age group, or a range of age groups.

- 11 - 20 years
- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- 51 - 60 years
- 61 - 70 years
- 71 + years

What kind of device are you using? *

- Desktop
- Mobile
- Other:

Do you have any additional comments?

Never submit passwords through Google Forms.

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Tampa Bay Area Beaches - User Testing Survey (Responses)

Tampa Bay Area Beaches - User Testing Survey (Responses)

Resources

I recommend taking yourself, or hiring someone to take professionally.

<http://fineartamerica.com/featured/tampa-bay-sunset-christopher-holmes.html>

<http://www.tnetnoc.com/hotelimages/390/29390/2631759-Fairfield-Inn-Suites-by-Marriott-Clearwater-Hotel-Exterior-1.jpg>

I recommend buying on stock websites. Either the actual image or similar image.

<http://www.istockphoto.com/stock-photo-6549052-woman-sitting-on-top-of-over-packed-suitcase.php>

<http://www.lifehappens.org/wp-content/uploads/2012/07/couple-on-beach-with-sunset-300x225.jpg>

I found no information on this image. Consider Replacing with a similar image.

<http://www.mangomoving.com/blog/wp-content/uploads/2012/09/moving-van.jpg>

Need Permission. Free Advertising.

<http://www.socialforces.com/wp-content/uploads/2011/12/1024.jpg>