

## Online Magazine - project 1.2

### Assessment criteria for your research and content creation:

Shortly describe your brainstorm and idea generation – and then a short description of your field and desk research. What did you do?	<p>I like to travel. So, I thought that is a good idea to inspire others to do the same and I've decided to make a blog website about traveling locally, in Denmark. When I arrived here, 4 years ago I had difficulties in finding a good source (in English) where I can find information about traveling locally. So I've created a website about Denmark's points of interest with as many details as possible.</p> <p>The field research was conducted in a cozy space, together with around 20 colleagues and consisted in me interviewing them. Had around 12 questions prepared and I got more than enough info to continue with my project.</p> <p>The desk research was about finding information about Denmark, it's beautiful places and also find websites for design inspiration.</p>
Describe your target group – based on the research that you conducted.	<p>The target group became my fellow students from the class or any student or person in general, usually with a low income, but with a strong desire to travel around the country.</p>
Explain how your articles are relevant and interesting for your persona. Include examples.	<p>Given the fact that my persona is a student from Germany, enrolled in a college here, young and living only from SU and some part-time job, I've tried to make my articles as concise as possible, full of good quality information about places in Denmark in general, but also made some in-depth articles about a specific location, with all its treats - location, weather, accommodations, prices, places to eat and the local points of interest.</p> <p>My only real example on the website it's an article about Lokken, where I describe in 3 short sections, what and why is it interesting to visit this location and what are the possibilities for accommodations (hotels, camping sites), how you can get there, and how the weather is like.</p>

Insert your persona here – below: