1. Project Proposal CS318

Proposer: Riley Fisher

1. Website name: Pleasantvalley.com
2. Client: Joe Fisher, Resort Owner

The business that I have chosen is a small business that is family owned. The business is a small “resort” with 4 log cabins available for rent that advertises seclusion and relaxation, along with some fun touristy areas. Each cabin fits a different number of people which can cater to honeymoon couples or large families or groups. Some local activities that are within an hour drive or less include fishing, skiing, snow tubing, canoeing and kayaking, hiking, the Dells, restaurants, and Amish shops and bakeries.

1. Site Goals

**What is the website supposed to accomplish?**

The website will help provide information regarding the cabins and activities to do in the area, along with easy step by step directions about how to rent.

**What is it trying to say?**

The website is trying to get users to either call and rent the cabins or call for more information.

**What should it do for its users?**

The website should provide all the information about the stay, what items are necessary in packing, what activities are around in the area, what the cabins look like and their amenities, and then it should also have a page that answers frequently asked questions.

1. Intended Audience

**Who are you trying to reach?**

Families or married couples interested in a cabin stay for a vacation. Also individuals who enjoy nature or are looking for seclusion and privacy to get away from the everyday hustle and bustle of life.

**Why would they want to visit this site?**

This site would help them find the specific vacation that they are looking for.

**What will the profile of the typical user be in terms of age, gender, education level, work status, web experience, knowledge of the topic, and so on?**

Age: 21-70

Gender: Both

Education Level: N/A

Work Status: Full time Job, able to afford vacation stay

Web experience: Minimal to experienced

Knowledge of the topic: Minimal to knowledgeable

**Where is the target audience located?**

Large Cities (Chicago, Milwaukee, Twin Cities)

1. Test Site Information
2. User Paragraph
3. **What I Learned**

**From these sights I learned that the text on some sights were too small or that there was too much information. With my site I organized it so that all the cabin information wouldn’t be on one page so this would keep people on the site for longer. I also put on a frequently asked questions page because the owner has said that he is always getting phone calls about small questions that could be easily answered by email or by website. This will hopefully prevent unnecessary calls or concerns about the cabins.**