# **Objectives and Intended Audience of the Site**

## What is the type of the Web site?

It is a Blog website.

## What is the purpose of the site?

The purpose of this blog is to draw attention of people who are interested in travelling or like to travel. It contains our stories about the places we have already visited. As international tourism is very popular in modern world, this topic can be one of the great interests to the large public.

## What are the objectives of the site? To advertise a company or organization, provide information to customers; provide a service, or process orders?

It is for recording the experience of traveling and give information for other people who want to travel.

## What do you want the Web site to accomplish? What results do you want to see?

We want to share our experiences to make it easy for others to have an idea about the places they haven’t visited yet. We would like to see people’s feedback about our experiences to see how it helps them to have a better choice of travel.

We want make the Site friendly for mobile devices, it should have responsive design.

## What information do you need?

We need to collect our stories and photos about our trips around the world. In addition, we need to visit other travel blogs to use them as a reference for our blog.

## What opportunity, problem, or issue is your site addressing?

* Opportunity: If our blog becomes popular, It can generate profits for our next trips.
* Problem: Since we have not traveled enough, we do not have a big pile of experience.

## Who is the intended audience? Will the audience consist of potential customers, current customers, or employees of a particular company or industry?

The potential audience consists of a large number of people which is rather general than particular. Everybody who is adventurous and who looks for other people’s experiences can use our blog. Businesses can use our blog to advertise their services.

## List the working title of each page on your Web site.

* Home
  + Asia
    - Articles…
  + Africa
    - Articles…
  + Europe
    - Articles…
  + North America
    - Articles…
  + South America
    - Articles…
* Contacts
* About us
* Press
* Editorial Policy
* Advertising
* Terms & conditions

## List where you will obtain the content (facts, text, graphics, sounds, and video) for the Web pages you listed above.

We use our own stories to provide the contents of our web pages.