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CSCI 355: Internet and Web Technologies
February 28, 2023

Project 1: White Paper

White Page for OUR SITE:

The business that we chose is a summer camp called “Adventure Peak”. As a business, we strongly believe that being in an outdoor stimulating environment will greatly benefit kids and teens. Being in a safe space with peers in their age group allows them to gain confidence and new skills. With the support from trained counselors and the constant learning from new experiences, we can nurture kids to be at their fullest potential.

Within our state of the art facility, we provide educational and recreational activities for kids and teens during the summer months. From sports, music, arts, crafts, to activities such as nature walks, our camp allows kids to engage in new experiences and develop new skills all while enjoying themselves. Our older pupils also have the chance to receive certifications in various life saving training courses. Our target audience consists of students ages 8-17 who are looking to occupy their time with fun and educational experiences. Within this grouping are sports enthusiasts, creative minds, nature lovers, and thrill seekers. In terms of staff, we look for enthusiastic, nurturing, patient, outdoorsy, and fun loving individuals who also happen to be patient with kids.

We expect people to interact with our website when looking for programs to enroll their children during the summer months. Or when people take an interest in one of our many certification courses. We will attract people to our site by actively proposing our services at schools, community groups and social media. We will provide all necessary information about our programs on the website within a detailed “Frequently Asked Questions” page. This includes information about our pricing, hours of service and age requirements. We will also have a page dedicated to all our services, events, and training courses.

The only form of time sensitive information we would put out would be our registration periods, open house info sessions, or drop-off/pickup days for students. Located within the Adirondack mountains, people are free to visit us during our camp's open house or they can schedule an appointment to talk with one of our counselors. They can contact us at adventurepeak@gmail.com. We are open Mon - Fri from 9am - 5pm (September - May) and Mon - Sun 8am - 10pm.

Some of our services and programs can be a bit new to parents who have never been involved with places such as our own. All will be explained in detail within our website's pages meaning most clients do need some form of background information. Some important features within our summer programs include wilderness survival skills, various co-ed sports, arts and crafts, etc. We offer room and board and have scholarships and/or payment plans available for parents who are struggling financially.

Our camp offers programs that lets preteens and teens be certified in helpful potentially life saving skills. Some include lifeguard certifications (14+), CPR certifications, first aid classes etc. These courses are not mandatory but they are extremely important for kids to learn at an early age. Some questions people tend to ask are:

- What is the tuition cost?
- Is room and board separate from the tuition cost?
- Are the cabins co-ed or are they separated by gender? By age?
- Who is teaching the course certifications?
- Is there a nurse or doctor at the facility?
- How many counselors are assigned to each cohort?

And all will be answered within our camps website.

In each page of our website we really tried to implement visual hierarchy to the best of our abilities. We did so by making the main premise of each page be the main content of said page. Adding any other content beyond, would be added around so as to not take away from it. When creating all of our pages, we wanted to make it visually appealing to the user. So using cohesive color palettes, relevant images and a consistent font was one of the first things we

wanted to incorporate. In our wireframes, we made the design have similar features within each page so as to have a pretty similar grouping of components. For example, we incorporated cards in some of our pages and tried to keep them together so the design looks clean. Overall, the visual appeal and usability played a big role in our process since we are a business catered to children.

White Page for OTHER SITE:

Website: <https://visitbearmountain.com/>

The business that we chose is an Inn called Bear Mountain Inn. Within a national park, the business caters to making memorable experiences with family on its premises. The Inn offers venues for special events such as weddings, birthdays, or even simple getaways with loved ones. They also offer lodging for rustic experiences as well as fine dining, spa locations and various festivals held throughout the year.

The Inn's target audience is people, ages 5 - 65, who want to get away from the bustle of cities and enjoy a rustic trip with the family. As well clients who want to plan big events like weddings, banquets, corporate retreats, etc. at their venues. The park in general is known to attract nature lovers and athletic people who can easily hike up their many trails and mountains.

The key motivations as to why people would want to visit this website would be to begin planning their getaways/events from the ease of their home. The website simply gains traffic by being the second result after searching for "bear mountain". Seeing as inns, bed & breakfasts, and motels have been around for a while most people are already familiar with what they offer. The most important features within the website are the options for lodging and booking their venues for special events.

With the different links and banners inside the main page, it is fairly easy to navigate from a user perspective. The navbar labels allow the user to find information on the product they want without any confusion. The website can give you all the information you need and allows the user to book their trips without needing to physically contact anybody. That being said, they

do offer an option to contact them with any questions that someone may have. The user has the option to fill out a form, visit their social media pages, call or visit them in person if needed.