



WEBSITE

HIROSHIMA EXPLORATION

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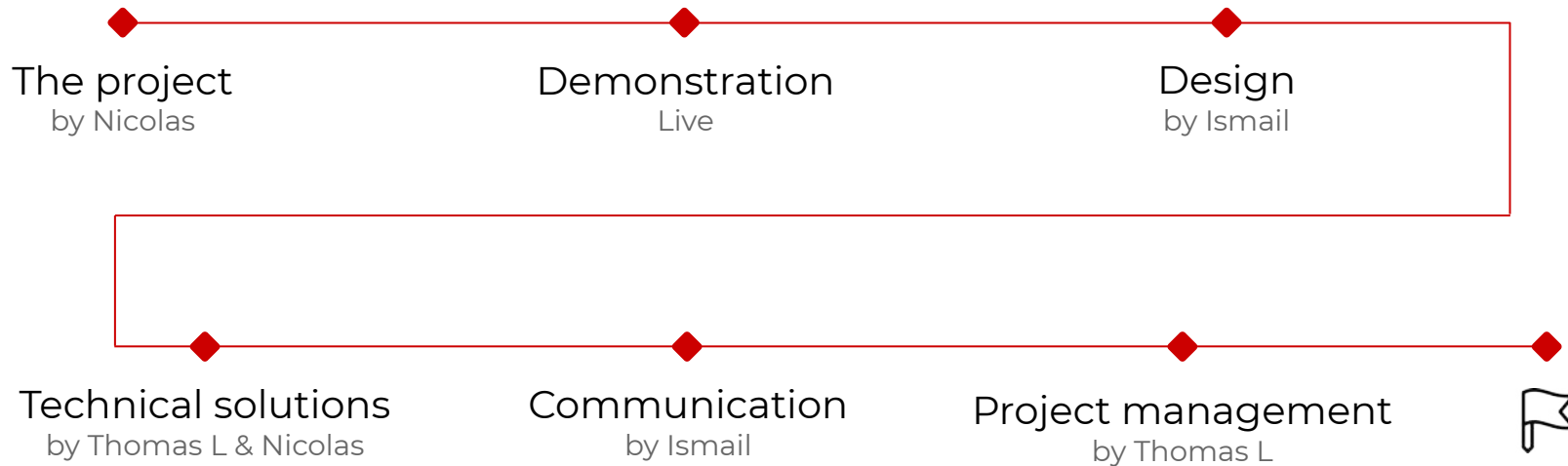
Nicolas ANDRES - Thomas ARNOUX - Lucas BONNARD





INTRODUCTION

◆ PLAN



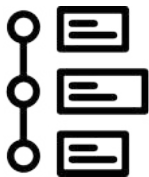
◆ CLIENT



- ◆ Machinaka west national highway promotion council
- ◆ Brought by Olivia Papini and Naoko Wada

◆ OUR PROPOSAL

ONE PAGE WEBSITE



Timeline
History of Hiroshima



Interactive map
Buildings of Hiroshima



Our projects
All ReaCo projects

◆ TARGETS



- ◆ Travelers
- ◆ Culturally Curious
- ◆ Japan lovers
- ◆ Japanese people



DEMONSTRATION

◆ GRAPHIC IDENTITY



Hiroshima flag

+



Japan Flag

=



ひろしま

HIROSHIMA EXPLORATION

◆ TYPOGRAPHY

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ
abcdefghijklmnopqrstuvwxyz
1234567890&é"(-è_çà)=

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890&é"(-è_çà)=

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890&é"(-è_çà)=**

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&é"(-è_çà)=

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&é"(-è_çà)=

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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◆ WEBSITE DEVELOPMENT



- ◆ No database
- ◆ As few external dependencies as possible
- ◆ Compatibility with Firefox, Chromium, Safari, Opera

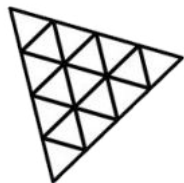
◆ SEO

- ◆ 70% of web traffic → mobile devices
- ◆ Bootstrap → Responsive / mobile first



- ◆ W3C recommendations
- ◆ OpenGraph for social networks

◆ 3D AND TRANSLATION



Three.js



tinoni/translate.js

◆ SOCIAL NETWORKS

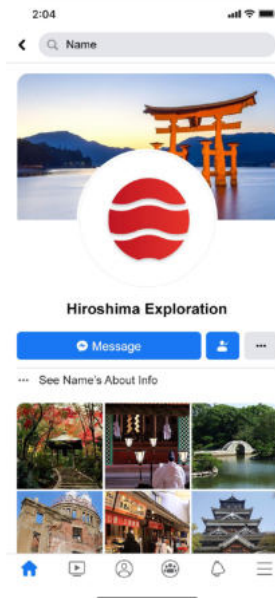


Facebook

The most popular social network in the world

Low-cost marketing strategy

Bring more traffic to the website



◆ SOCIAL NETWORKS

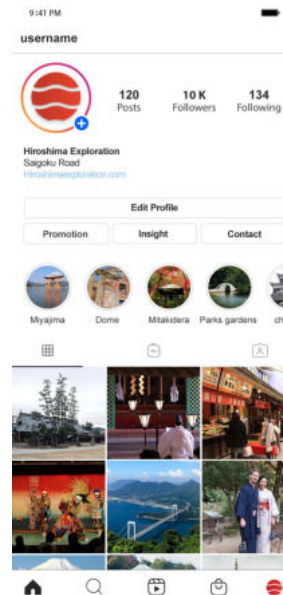


Instagram

The most used social network
by travelers

Free ways to target users
(hashtags, location, ...)

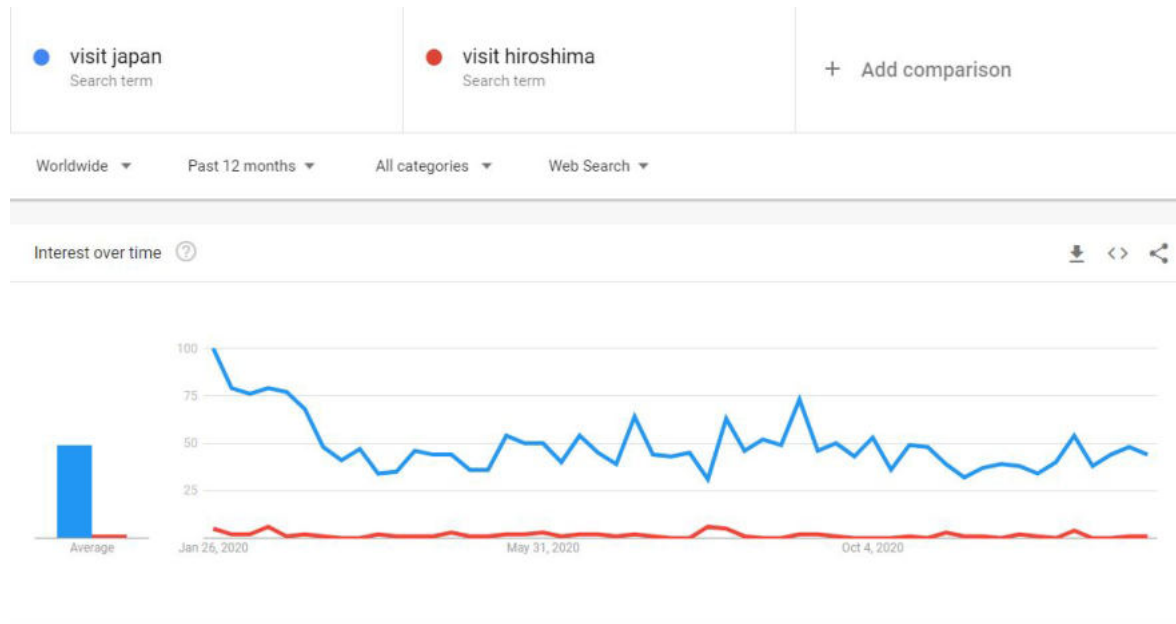
It's in growth, new people are
joining everyday



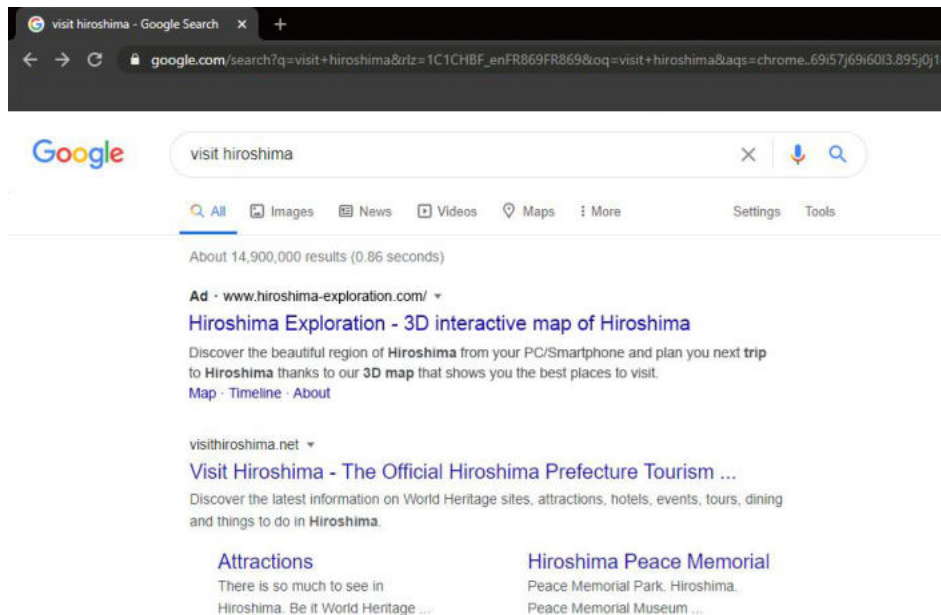
◆ **PROMOTIONAL VIDEO**

- ◆ More than 80% of marketing professionals use video as a marketing tool
- ◆ Viewers claim they retain 95% of a message after watching a video
- ◆ By 2022, online videos will make up more than 82% of all consumer internet traffic

◆ GOOGLE ADWORDS



◆ GOOGLE ADWORDS

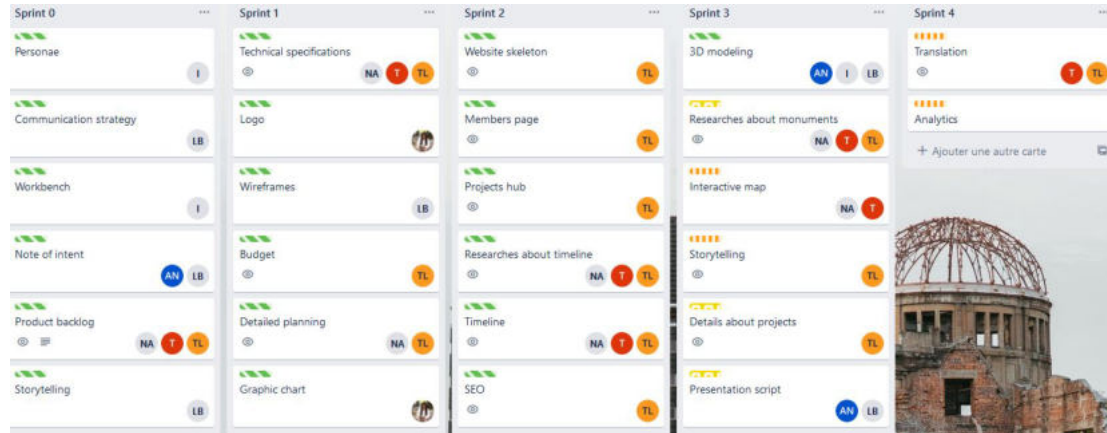


♦ TRAVEL FORUMS

Fodor's Travel



WORKFLOW



- ◆ Kanban
- ◆ Notion for documents
- ◆ Regular meetings on Discord

◆ BUDGET

1j.h = 3 h of work a day

WORKLOAD (j.h)	DESCRIPTION	PRICING PER DAY (€)	TOTAL COSTS (€)
80	Creation of a showcase site adapted to all screens	125	10 000
15	Editorial staff	110	1 650
20	Translation into french English and Japanese	85	1 700
55	3D and interactive map	214	11 770
5	SEO	170	850
50	Communication	110	5 500
15	Graphic chart	105	1 575
Total			33 045



CONCLUSION