



SAIGOKU ROAD

PROJECT SPECIFICATIONS

INTERACTIVE MAP WEBSITE



UNIVERSITÉ
DE TOULON

le cnam

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BAIBAH - Lucas **BONNARD** - Maeva **GOMA**
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PART I

PROJECT SCOPE

I. PROJECT SCOPE

1.1. PROJECT SUMMARY

With the tourism sector in the region suffering a sharp decline, Mme Papini, a professor at Cnam, Naoko Wada, project manager of Uni Project, and the Machinaka West National Highway Promotion Council, decided to launch a project with the aim to revitalize the tourism in the region by developing and creating websites and applications that utilizes VR and AR.

To achieve this, a team of CNAM and Ingimedia students, as well as 3D developers from a wide variety of backgrounds was formed to design a website and applications integrating 3D. Three platforms have been planned: An augmented reality application, a virtual reality application and a website, the latter being the platform we will be designing.

1.2. CONTEXT OF THE ORGANISATION

The Saigoku Road has been one of the most important roads in Japan since the Edo period and is also known as the West Country Road. It allows you to reach several cities, including the infamous city of Hiroshima, and crosses next 33 temples. The goal of the Machinaka West National Highway Promotion Council since 2016 has been to energize and preserve this cultural wealth so that it can be passed down from generation to generation. This can be seen in the different events they organize and they act on different levels such as education and cultural events and even the improvement of the local infrastructure. Their main event is known as Saigoku day, and the last time it took place was on March 14th



2020 in Hiroshima. The event is known to host many cultural activities and traditions such as concerts with instruments specific to the region such as the taiko, the bamboo flute or the shamisen. The event also offers an insight into the traditional tea and gastronomy side of Hiroshima with the multitude of tea rooms and restaurants open for the occasion.

It's hard to ignore the strong commitment this association has for the city of Hiroshima and we can note the presence of many partners. We can conclude that Machinaka West National Highway Promotion Council already has a strong presence and a network anchored in the city, which represents a significant advantage.

1.3. ISSUES AND OBJECTIVES

Our goal is to design a website tracing the historical events of the Hiroshima region using an interactive map of Saigoku Road. For this project, a great preliminary research work will be essential in order to nourish the curiosity of the visitors. This website will thus connect potential tourists and the Saigoku road in an interactive and fun way. The second objective of our project is to put in place a communication strategy in order to publicize the Saigoku road, the Hiroshima region but also the various digital media platforms that will be designed during this project.

1.4. ANALYSIS OF THE EXISTING SITUATION

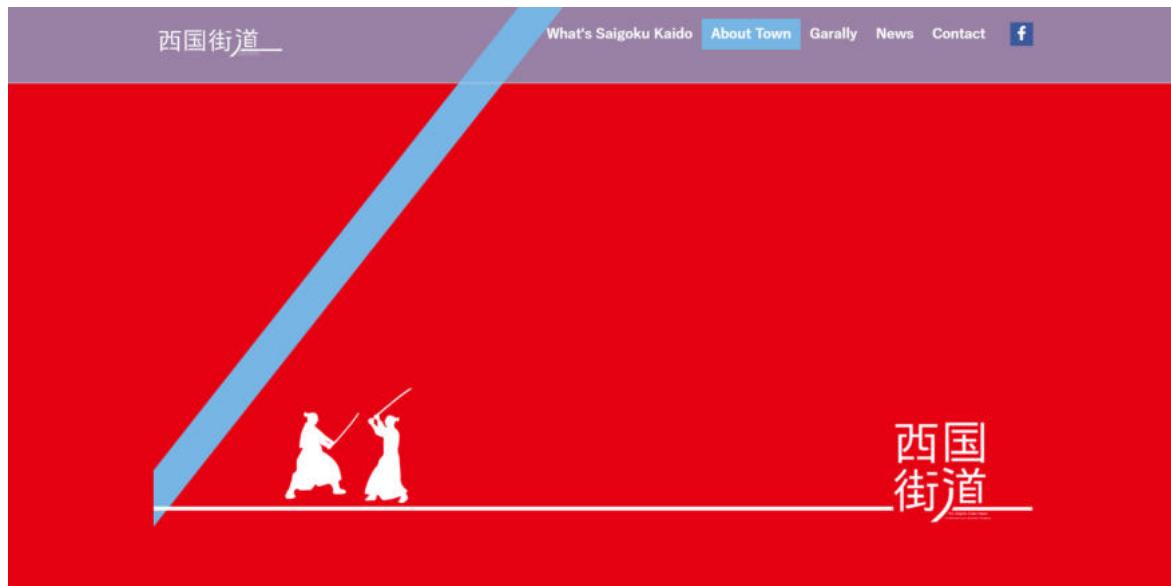
1.4.1. INSTITUTIONAL WEBSITE

The association has an institutional website that first presents the location (Hiroshima and Saigoku Road), the project and the team. There is then a gallery of images from the events of the association. Finally there is a news section with



articles on the latest news from the organization.

Arguably, this site is used as an introduction to the association with clear and concise content. It is used in an editorial and a purely informative manner. It also gives the possibility of contacting the association with a contact form. Finally, there is access to another website known as an “Events” site.



1.4.2. EVENT WEBSITE

As mentioned before, the association has a second site (although it is at the same URL as the other). This website presents “Saigoku Day”, the cultural event organized by the association in honor of the Saigoku road and the culture of the Hiroshima region in 2020. It is possible to find the schedule of activities as well as the various speakers with individual articles written for each intervention. Like the other site, it is concise and allows you to get an overview of the event easily.





1.4.3. FACEBOOK ACCOUNT

On their site it is possible to find access to their social media page on Facebook. named “まちなか西国街道推進協議会” it currently stands at 473 likes as well as 491 followers. The Facebook page hosts posts that present the activities of the association. Very often, it is text about an activity that will be organized with an image or a video. However, we can observe a low rate of interactivity on posts with generally around ten likes and one or two shares as well as a fairly low frequency of posts (one per month). We also find few of the events organized on this page with once again a fairly small number of participants.



まちなか西国街道推進協議会

まちなか西国街道推進協議会
@machinaka.saigoku · Organisme communautaire

Envoyer un message

Accueil Avis Vidéos Photos Plus

J'aime

Évènements antérieurs

MAR 14	西国茶やBar ~御朱印帳・和綴じ製本作り ワ...	新天地公園
	Sam. 13:00 UTC+09 · 23 invités	
MAR 15	Saigoku Chaya Bar :Edo and Kimono Experi...	Shintenchi Park
	Ven. 17:00 UTC+09 · 19 invités	Hiroshima, Japon
MAR 15	The Saigoku Chaya Bar	まちなか西国街道推進協議会
	Ven. 16:00 UTC+09 · 24 invités	Hiroshima, Japon
MAR 15	西国茶やbar ～いざ参らん 西国街道えんた...	東新天地駐輪場 / 広場
	Ven. 16:00 UTC+09 · 112 invités	Hiroshima, Japon
MAR 15	「西国BAR」～まちなか西国街道に酔いしれ...	LIVE Cafe' Jive
	Jeu. 18:00 UTC+09 · 52 invités	Hiroshima, Japon

1.4.4. SWOT

We can conclude that the association already has a web presence with two sites as well as a Facebook page. All three are very essential communication tools. The institutional site serves more the purpose of sharing general information about the association, while the event one only handles communication about the event in question. Facebook is useful for sharing more spontaneous information like the institutional site. However, when we analyze the different tools at our disposal we notice two major weaknesses: their communication is exclusively in Japanese and very little content is available on their different platforms.



From a graphic point of view, one can notice some elements used by the association colors like red or light blue as well as a mixture of traditional illustrations and line art. The choice of the color red is explained by its strong symbolism in Japan. It's the representation of the Shinto sun goddess Amaterasu also present on the country's flag. The illustrations are inspired by the traditional side of Japan, a side the association hopes to highlight. These graphic elements represent possible inspirations and graphic design constraints and they need to be taken into account in order to produce work that respects the values and the universe of the association.

STRENGTHS	WEAKNESS
<p>Existing platforms on the internet</p> <p>Many partners in the Hiroshima region</p> <p>An existing brand identity</p>	<p>Little presence on social networks</p> <p>Communication exclusively in Japanese</p> <p>A lack of interactivity on social media</p>

OPPORTUNITIES	THREATS
<p>A link between Japan and France</p> <p>A very rich cultural life in the Hiroshima region</p> <p>Saigoku is a well-known tourist place in Japan</p>	<p>Coronavirus</p> <p>Other tourist sites in Japan</p> <p>The declining tourism industry</p>



1.5. PRESENTATION OF THE TEAM

THOMAS LAURE

Project leader - Development

THOMAS ARNOUX

Development

ISSMAIL BAIBAH

Design

NICO LAS ANDRES

Development

ANDREW NEMR

Design

LUCAS BONNARD

Design

MAEV A GOMA

Design

WILLY BARROY

Supervising teacher

OLIVIA PAPINI

Supervising teacher

JEAN-MARC ROBERT

Supervising teacher



1.6. DELIVERABLES

To achieve this goal, we will deliver the following elements :

Note of intent	01/11/2020
Graphic Brand Identity	29/11/2020
Project Specifications	29/11/2020
Mock-ups	29/11/2020
Website	29/11/2021



1.7. PROVISIONAL SCHEDULE

Tasks	Deliverable	Resources	Workload	Links	Planned		Updated		Avancement	September				October				November				December									
					Start	End	Start	End		S01	S02	S03	S04	S05	S06	S07	S08	S09	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20	S21	
Project preparation	Team building				09/09/2020	24/09/2020	09/09/2020	24/09/2020	Done																						
Idéation			40 j.h		01/10/2020	01/11/2020	01/10/2020	01/11/2020																							
Step 1	Note of intent	Maëva, Andrew, Lucas	30 j.h		01/10/2020	01/11/2020	01/10/2020	01/11/2020	Done																						
Step 2	Presentation video	Ismail	10 j.h		15/10/2020	01/11/2020	15/10/2020	01/11/2020	Done																						
Specifications			47 j.h		02/11/2020	29/11/2020	02/11/2020	29/11/2020																							
Step 1	Graphic chart	Maëva	3 j.h		01/11/2020	15/11/2020	01/11/2020	15/11/2020	In progress																						
Step 2	Communication strategy	Andrew	9 j.h		01/11/2020	12/11/2020	01/11/2020	12/11/2020	Done																						
Step 3	Storytelling	Ismail	8 j.h		01/11/2020	15/11/2020	01/11/2020	15/11/2020	In progress																						
Step 4	Technical specifications	Nicolas / Thomas A	12 j.h		10/11/2020	22/11/2020	10/11/2020	22/11/2020	Done																						
Step 5	Wireframes	Lucas	7 j.h		17/11/2020	27/11/2020	17/11/2020	27/11/2020	In progress																						
Step 6	Specifications	Thomas L	8 j.h		19/11/2020	29/11/2020	10/11/2020	29/11/2020	In progress																						
Production			100 j.h		30/11/2020	17/01/2021	30/11/2020																								
Step 1	3D : WebGL	Maëva / Lucas	40 j.h		30/11/2020	31/12/2020			To do																						
Step 2	Website skeleton	Thomas L	7 j.h		30/11/2020	04/12/2020			To do																						
Step 3	SEO	Thomas L / Lucas	7 j.h		07/12/2020	13/12/2020			To do																						
Step 4	Timeline	Nicolas	16 j.h		07/12/2020	31/12/2020			To do																						
Step 5	Members page	Thomas A	16 j.h		07/12/2020	31/12/2020			To do																						
Step 6	Projects hub	Thomas A, Nicolas	14 j.h		04/01/2021	17/01/2021			To do																						
Step 7	Translation	Nicolas, Andrew	21 j.h		28/12/2020	17/01/2021			To do																						
Tests			30 j.h		18/01/2021	29/01/2021																									
Step 1	Integration	Thomas A, Nicolas, Thomas L	18 j.h		18/01/2021	24/01/2021			To do																						
Step 2	Website	Thomas A, Nicolas, Thomas L	12 j.h		25/01/2021	29/01/2021			To do																						





PART II

COMPETITIVE INTELLIGENCE

II. COMPETITIVE INTELLIGENCE

2.1. THE “CRABE FANTÔME” PROJECT



<https://www.crabe-fantome.fr/>

The city of Nantes has implemented an innovative concept for the discovery of the city through storytelling and technological devices. The mobile course presents a story of fiction and is called the “Crabe Fantome” A geolocated Vernienne Adventure, which allows you to travel in space-time, to live alongside the characters, an immersive cinematographic experience.

Immersive art expo May 2018 : Workshop at the Musée de la Civilization where artists, writers, sound artists and digital creators from Nantes and Quebec came together to design an interactive map experience of the Ideal City. Nantes and Quebec artists, writers, sound artists and digital creators created an interactive cartography of the Ideal City, giving substance to the project of Charlotte Sémafore, Alcide Lachance and their 19th century explorer friends.

This project by Marie-Laure Cazin, produced by Crabe Fantome, is a virtual reality film which tells of Freud's last hypnosis which led him to the invention of psychoanalysis. The spectator will be able to see the scene either from Freud's point of view or from the point of view of Karl, his patient.



Each sequence lasts about fifteen minutes. The film was shot near Nantes in January 2018, in coproduction with DV Group and with the support of the SCAM (Société Civile des Auteurs Multimédia) grant "Brouillon d'un rêve Pierre Schaeffer". It premiered at the Laval Virtual festival in March 2019.

GOALS:

Created by Jérôme Fihey in Nantes in January 2005, the Crabe Fantome aims to develop, design, produce, distribute and promote works and content for cinema, television and new media. All this through major complementary but not exhaustive axes.

FORMATS :

- Artwork expositions
- Digital workshop (Museum of Civilization)
- VR movie

The Crabe Fantome website lists all recent cultural events around the city of Nantes from all categories. Its objective is to guide tourists and art lovers through fun and innovative experiences. We see a certain similarity with the CNAM project in Japan where the main goal is to make the city, its stories and its culture known by designing a digital experience, powered through sound, 3D, and augmented reality.

However, the site is quite simple, monotonous, devoid of aesthetics, and does not reflect the image that the city of Nantes wants to convey, which is technological innovation, and art. The professionalism of this project is reflected in the innovative concepts, the quality videos and the exhibitions of works that seem very interesting.



~ The strong point of the site relies on the projects presented on the videos broadcast. The main purpose of this site is to invite users to live the experiences offered, by giving indications on how to download the application “Crabe Fantome” what this application is for and how to use it and indicating the places of the exhibitions.

We can take example of this project for the Reaco CNAM globally. Indeed, “Le crabe fantôme” is a set of various experiences put together to create an immersive generale experience. The website has somes weaknesses and we need to be aware of not doing the same like not explaining clearly all different experiences and bring a lot of unbound content. However, it's interesting to see how all experiences are linked and how they bring to users.

<HTTPS://WWW.CRABE-FANTOME.FR/>



2.2. VIVE LE JAPON



[HTTPS://WWW.VIVRELEJAPON.COM/](https://www.vivrelejapon.com/)

Vive le Japon is a website that presents cultural activities to do in Japan and also offers useful tips for tourists.

Its purpose is to facilitate the stay of tourists and visitors. It offers tours for cultural discovery, means of transport, accommodation, services and other useful information (weather forecast and map of Japan with the various points offered). In addition, it has an annex website which presents the activities to do through an interactive Google Map of Japan.

This site is not intended to attract tourists, but to accompany them during their stay. Therefore, he has a multitude of information and circuits that are easy to customize. Because of its more utilitarian it doesn't rely too heavily on the design aspect, we just notice a strong presence of the color red in the brand identity, which is a color very present in most Japan centered branding.

VOYAGE AU JAPON SUR-MESURE AVEC VIVRE LE JAPON

Vivre le Japon, fort de près de 40 années d'expertise, est la première agence de voyage vers le Japon.

Nos experts vous proposent des séjours sur-mesure qui s'adaptent à vos envies tout en garantissant une immersion dans la culture et le mode de vie japonais.

Dossier du mois

VOYAGER AU JAPON EN FRANCE

LE JAPON EN VIDÉO

TOUT SAVOIR SUR LE JAPON



Vive le japon would be a primary source of inspiration for the CNAM website, first by extracting information on the culture, and the activities offered, to find out how they perceive tourists. We can however note some weak points with Vive le Japon such as the design and the sheer amount of information, these will be key elements to try to amend in the design of our website.

2.3. VIRTUAL ECONOMY

L'ÉCONOMIE VIRTUELLE

[HTTPS://ATELIER.NET/VIRTUAL-ECONOMY/?FBCLID=IWAR3OSOF-R4CZIZSV2XRAAHSRFWUM8VYBV8RBCOJZIPTFSADQPUZJ6LLJ4](https://ATELIER.NET/VIRTUAL-ECONOMY/?FBCLID=IWAR3OSOF-R4CZIZSV2XRAAHSRFWUM8VYBV8RBCOJZIPTFSADQPUZJ6LLJ4)

L'économie virtuelle is a workshop created by BNP PARIBAS. It is a “one page” website that presents the virtual economy in all its forms, in several points with concrete examples. There are two kinds of background animations, 2D animations giving an illusion of 3D, more accentuated by movement. We can observe that during navigation, the 3D effects are more and more intense and change according to the articles presented. The strong point of this site is its design which is in accordance with the theme, the effects plunge us directly into a parallel virtual world. The interesting use of 3D mixed with could be used as an example for the CNAM project website.

This site has no business model and is not for profit. This is a technical demonstration and a unique experience like the site we want to create. However, we can note the integration of a newsletter at the end of the operation of the site which allows you to receive emails for BNP Paribas. It would be interesting to consider the use of a similar mechanic on the site to retrieve emails for the association and set up a communication strategy from them. A second important element on this site is the ease of use for site visitors as it is possible to browse the entire site with just the scrolling of the mouse.



2.4. BEAR 71



[HTTPS://BEAR71VR.NFB.CA/](https://BEAR71VR.NFB.CA/)

Bear71 is an interactive site that tells the story of a bear named 71. It comes in different formats:

- A documentary with an introduction video, where the narrator plays the character and tells the story of the bear.
- An interactive map that simulates the bear's environment, using several monitoring devices, its movements and those of other species living in the nature reserve can be seen in real time.



On the map we notice several moving points. Its dots represent all animal species living in the same environment as "THE BEAR 71". Each species is listed and has a tracer which activates the surveillance cameras. By clicking on its points, a popup window appears with all of the animal's information as well as its instantly captured photo.



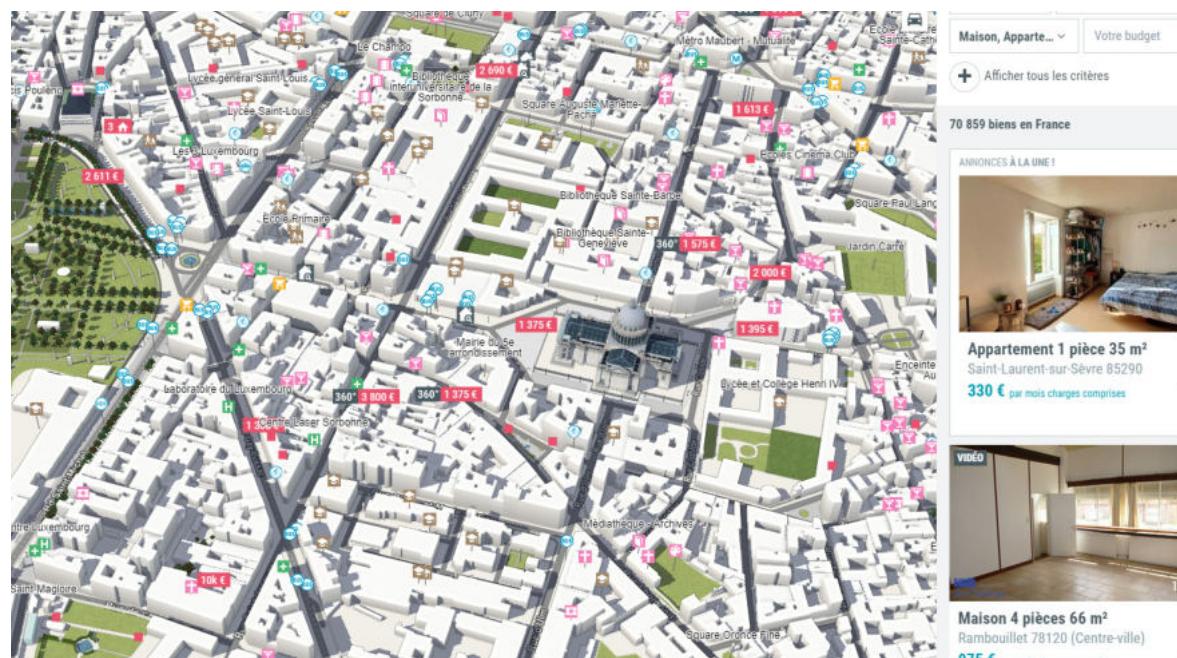
This is a perfect example of the concept sought for the creation of our website, by its cartography and the various key points. The big difference is the animals that will be replaced by the historical monuments of the Saigoku road. The minimalist graphic in flat design gives a simple modern and very aesthetic effect with simple dots of green and blue color, reminiscent of the landscape of a nature reserve.

2.5. BIEN'ICI



[HTTPS://WWW.BIENICI.COM/RECHERCHE/LOCATION/FRANCE](https://www.bienici.com/recherche/location/france)

Bien'ici is a french website of real estate. It's allowed to buy, locate and find a house, apartment or fields. The site is rather modern and provides a lot of advice for users. However, the most notable element is the map used on the website. It's a searching tool to find houses on the map of France. Like google map, we can zoom on the map to see more informations and being more precise.



It's interesting how the map uses 3D. When the user zooms, it changes and buildings become 3D simple shapes with points to indicate if it's interactive. Furthermore when the user clicks on a point, the background becomes darker and more information appears on the right of the screen.

For our project we can take inspiration from the style of the map and the simplicity. This style is effective and allows us to create big maps quickly. However, on the map of Bien'ici, there are a lot of points in opposition to our project who have only fews keypoint.



A scenic view of a traditional Japanese town, likely Arashiyama, during autumn. The foreground shows a crowd of people walking on a path. In the background, there are traditional wooden buildings with tiled roofs and trees with vibrant orange and yellow leaves. The sky is overcast.

PART III

MARKETING CONSIDERATION

III. MARKETING CONSIDERATION

3.1. TARGET DEMOGRAPHIC



FERNANDO

27 years old
Not married
Photographer
Spain

ABOUT

Fernando Barcia is a young adventurer and photographer who loves to explore the world and discover new cultures. 27 years old, this Spanish traveler has already visited 31 countries in five continents. Japan is on this list of countries, he visited in 2016 when he was making his first trip to Asia. During this trip, which lasted only 6 days, Fernando was able to discover several Japanese cities such as Tokyo, Kyoto and Osaka. But he did not have the opportunity to visit other cities and regions to learn more about Japan and its diverse cultures.

During the pandemic lockdown, Fernando remained confined in his home like everyone else. This period was difficult for him since he was deprived of his favorite activity which is traveling. So he took advantage of the free time he had during lockdown to plan his next trip around the world and accomplish his goal of completing his list of 50 countries within the next two years, and revisiting the places that marked him the most. Among those places is Japan, which he would love to revisit to achieve the things he could not achieve on his first trip.

MOTIVATIONS

- Capture his best travel moments on camera
- Meeting and forging new friendships
- Taste for adventure

FRUSTRATIONS

- His batteries draining while traveling
- Missing his morning coffee
- Missing his flight

WANTS

- Discovering new cultures
- Take beautiful photos
- Enjoy the local gastronomy





MAARTEN

54 years old
Married
Accountant
Netherlands

ABOUT

Maarten Kost is a well-experienced Dutch accountant who lives in Amsterdam. the 54-year-old takes a trip every year during summer vacation to a new country.

In the past, he used to go with his wife Sophie, his daughter Lisa and his son Julian, but now he only travels with his wife, his children having grown up and preferring to travel with their friends to destinations more suited to young adults like them.

Maarten and Sophie love nature and beautiful landscapes. So they often go on trips to small towns and places where nature is more present than city life.

MOTIVATIONS

- Loves Asia
- Big fan of Japanese gastronomy
- Is interested in the history of civilizations



GAËLLE
31 years old
Not married
Teacher
France

FRUSTRATIONS

- Disturbing noises and sounds
- Traveling without his wife
- Being harassed by souvenir vendors and tour guides

WANTS

- Escape the stress of everyday life
- Enjoy nature
- Go to festivals

ABOUT

Gaëlle Doret is a French teacher who teaches this language abroad. 31 years old, she takes advantage of her job to practice her favorite profession and to discover the world at the same time. Gaëlle was lucky enough to receive a mission in Japan for a whole school year to teach at the French Institute in Yokohama.

This experience represents a very good opportunity for her to discover a culture about which she does not know much. Since receiving this assignment, she has spent a large part of her time learning Japanese and learning about Japanese culture and traditions.

MOTIVATIONS

- Fully enjoy her trips
- Make a good impression on people
- Going to parties

FRUSTRATIONS

- Getting sick while traveling
- Getting lost
- Losing money while being abroad

WANTS

- Visit as much as possible of places in Japan
- Meet new people
- Getting better at the Japanese language





ABOUT

Hiroko Koi is a young Japanese student, she always wanted to learn about the history of her country and to visit all the Japanese regions. She is 23 years old, and she is in her last year in university, so she was thinking about a way to celebrate her graduation, she just finished her law degree. She's on a budget so she plans on a trip that wouldn't cost too much and shouldn't take more than two weeks because she has a job lined up.

Hiroko has already read about the atomic bombs of Hiroshima and Nagasaki since the second world war. She wondered how her ancestors were able rebuild their land and pursue their life there. So, she always wanted to visit this region and to see how it developed since then. It would be a fun trip, especially with friends tagging along.

MOTIVATIONS

- She loves her country
- Taking nice pictures
- Enjoying her holidays

FRUSTRATIONS

- The effects of the world war
- Losing internet
- Getting sick while traveling

WANTS

- Celebrate her graduation
- Learn more about Japan
- Having a good time with her friends

3.2 USER STORY

Fernando is a young Spanish traveler and photographer who likes exploring the world and discovering new cultures. He is just 27 years old, and has already visited 31 countries in the 5 continents. He is not married yet, but he is with Ava, another traveler from Australia. They travel a lot together.



Ava is 25 years old freelancer Graphic Designer, she works and travels with Fernando. He earns money by selling online photography courses. Also, he works for many clients all around the world. Thanks to his work, he traveled many times for free, and gets paid on top of that.

To gain a following and make his work known and to grow his own community, Fernando uses Instagram, which is a powerful social media platform for content creators and artists. Because it allows you to show your content to a specific public, with a good reach rate. He has more than 30k followers from different countries and different cultures, but they share the same passions, which are photography, filmmaking and travel. Fernando posts on his profile almost every day, except Sunday, which is for him a no social media day. He posts pictures of his trips, footages of beautiful places, tips and tricks about photography and filming using Reels, the new feature of Instagram.

On the other side, Fernando follows more than 300 persons, some of them are just his family and friends, some of them are some influencers, and the rest are content creators like himself, most of them are famous in the domain of photography and filmmaking. They help him to find inspiration and creative ideas. In addition, he learns from them some tricks and techniques, and he discovers through them new destinations and interesting places that he can add to his future trips list.

One night, Fernando was browsing Instagram in bed before going to sleep noticed that one of his favorite travel bloggers had posted a story on Instagram. Alex was announcing that he is going to travel to a certain destination in Japan, but he won't be revealing it until he gets there. Fernando was excited to discover new places in one of his favorite get away destination. He has already been in Japan in 2016 on his first trip around Asia. This journey lasted just 6 days, so he wasn't able to visit lot of cities, he went just to Tokyo, Kyoto and Osaka.

2 days later, Alex posted some stories in the Hiroshima Airport saying that his is going on a trip around the city and he will talk about all the details in the coming



Next morning, when he was preparing for his first activity of his adventure, he posted many stories explaining how he was invited by MACHINAKA WEST National Highway Promotion council to visit the Saigoku Road and to promote this region. In his last story he said that the organization made a new web site to discover this spot and it contain 3 parts, a timeline detailing the history of the road, an interactive 3D Map that showcases many monuments of the road, and a page where we can find two mobile apps, the first one is a virtual reality app and the other is in augmented reality, and they both offer cool features in order to discover more on Saigoku Road, and they can swipe up on the story to go directly to the website. Fernando swiped up directly and he waited few moments for the page to load.

Once the page is loaded, he landed on the main page, were he found the 3D map. On this map, he found many clickable points with titles, each point represents a building (monuments). He navigated on the map by sliding towards any building in hopes to see them all. Then, he clicked on a building to see what happens, a new screen was displayed without changing the page, it contains a picture of the monument and its description. Fernando takes a while to read the small text before clicking on the Back button to go back to the main screen.

He took some moments to discover other monuments. After, he noticed the burger menu situated on the top right of the page, he clicked on it. He found a menu with 3 choices: Map, Timeline, and About Us. He chose Timeline, so he was redirected to a new page, where he found a timeline of the history of the Saigoku Road. For everytime period in history, he found a picture, a title, a small description, and a button to learn more about the date and the event concerned. Fernando swiped down many times to have a general idea about the page before he swiped to the top of the page and click on the Learn More button to see more information about a period of time. Few minutes later, and after reading about time periods of the Saigoku Road, he returned on the burger menu to click on About Us. Once the page is loaded, he found 3 links, one for the Web project, another one for the Augmented Reality, and the last is for the Virtual Reality Project. He clicked on each project to see what they're talking about.



When he was on the Web project page, he clicked on the Discover participants button, and he found every member of our group with his name and a small description.

When he finished visiting the website, he put his phone down to sleep because he was tired due to his long day of work. But he stayed up thinking for few minutes about the idea of visiting Japan during his next trip in Asia.

Next morning, Fernando woke up, and like most people, he took his phone to check his social media. So, he started with Instagram as usual, and he found new stories of Alex, in one of them, he was explaining how to book his journey in Saigoku Road on internet. In addition, he mentioned that there is a discount code for 15% off that can be used over a month to book a visit program of the Saigoku Road for the following year. Now, Fernando has one more reason to visit Japan, he will be able to save some money to travel even more.

Few days after, Alex had finished his trip and posted stories giving his opinion about the journey and the adventure. He expressed his joy about the experience, and he recommended it to every person who wishes to visit Japan in the future. Fernando felt like Alex was speaking to him, and this adventure is probably made for people like him.

After several days, Fernando decides finally to book his trip in to the Saigoku Road. Thanks to the money that he saved; he will be able to visit more places in Japan and to do more activities.



3.3. INTERNATIONAL

In view of the tourist dimension of the site and its location, it is imperative that the site be translated into the following 3 languages: Japanese, French and English.

3.4. SEO

The website will contain the following elements :

- A description tag
- OpenGraph tags for referencing on social media
- A significant title tag
- HTML structure validated by W3C Validator
- CDNs to external resources
- A score of at least 90 on Google Page Speed
- Links to relevant content

3.5. COMMUNICATION STRATEGY

For the promotion of our site, we offer a purely digital marketing strategy to reach an international audience. Our technique is to target people who may be interested in traveling to Japan, using targeted advertising techniques. This method will allow us to have more reliable statistics, in order to follow the progress of our campaigns. We have three advertising solutions.



3.51. PROMOTIONAL VIDEO

Video is a very powerful medium in communication. In 2020, over 80% of businesses are using video as a marketing tool. In addition, a video brings 300% more traffic compared to other media. It is therefore a matter of creating promotional video content in collaboration with other creators in Japan who take care of the shooting in the region concerned. Then this video will be published on several platforms like YouTube, Facebook and Instagram (which we will have to create). If the budget allows it, a promotion on one (or more) of these platforms will be a plus to increase traffic and for the site to have more visibility. The strong point of these platforms is that they allow you to filter the people who will see the advertisement according to several criteria (age, gender, geolocation ...) So we can better cater to our target demographic.

3.5.2. GOOGLE ADWORDS

Google is the leading and most popular search engine on the internet. Thus, it has the largest online advertising network in the world. Thanks to Google AdWords, which is a paid referencing tool, we can target people who are looking for a specific word (such as: visit japan, travel to japan, discover japan ...), and in a specific area (country, region, city). It will also be necessary to work on natural referencing so that the site is visible on the first results. Google offers another tool which is Google Analytics which deals with the collection of information on the campaign to know the nature of the people who visit the site and to understand their behavior.

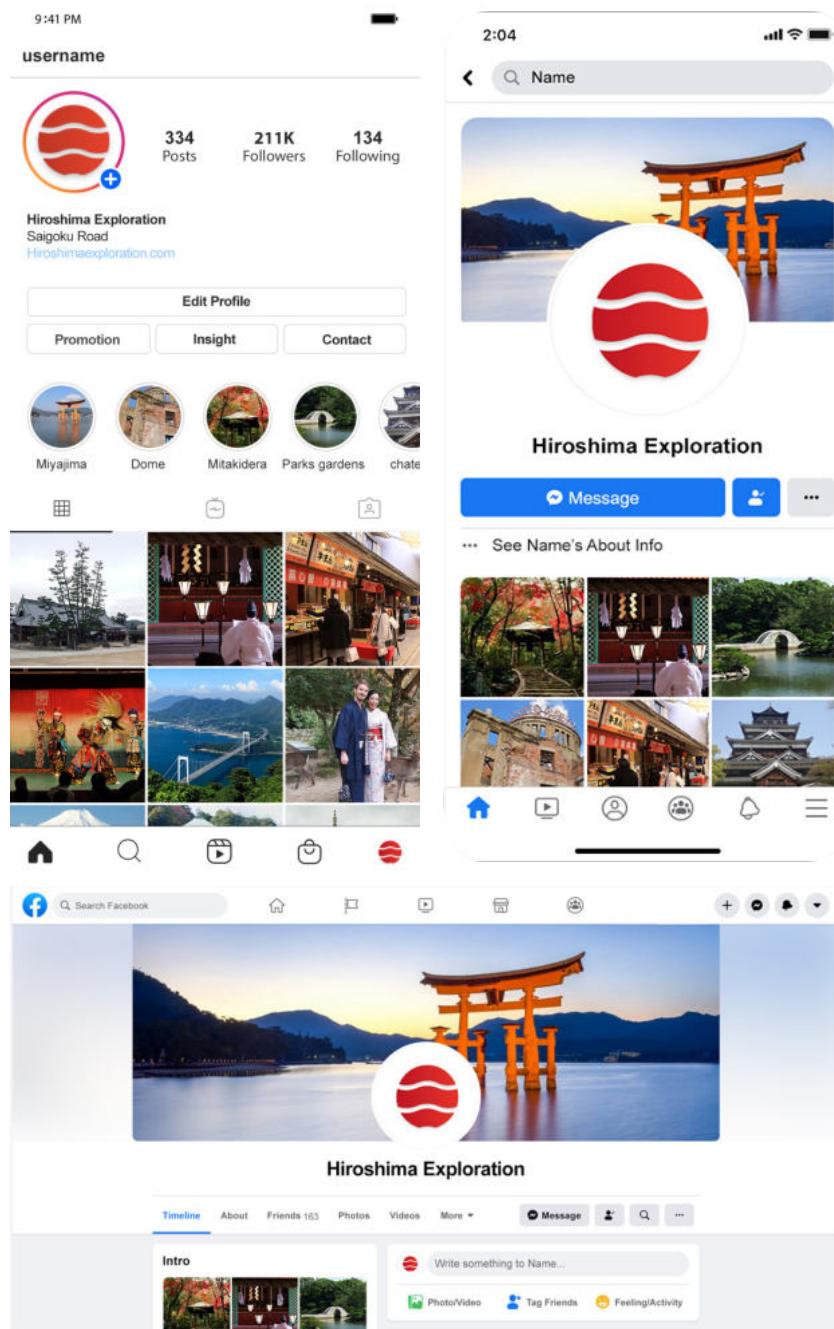
3.5.3. TRAVEL BLOGS AND FORUMS

This method is a free way to bring traffic to the site. Granted, this isn't the best, but it does get free and targeted traffic at the same time. By posting articles on travel and tourism blogs / forums, one can attract the attention of people who want to visit Japan and people who are interested in learning about new cultures.



3.5.4. SOCIAL NETWORKS

Having good social network accounts, with an important number of followers, is very useful when we want to promote something on the internet. So, this is why we propose to create english pages on Facebook and Instagram. These social networks are the most used in the world, and they can provide a good visibility for our website. By posting content regularly in these pages, and by using good social networks practices (using more visual elements than text, using the right hashtags...), we can target more people thanks to the reach algorithms, allowing us to target people interested in such content.



PART IV

GRAPHIC DESIGN



IV. GRAPHIC DESIGN

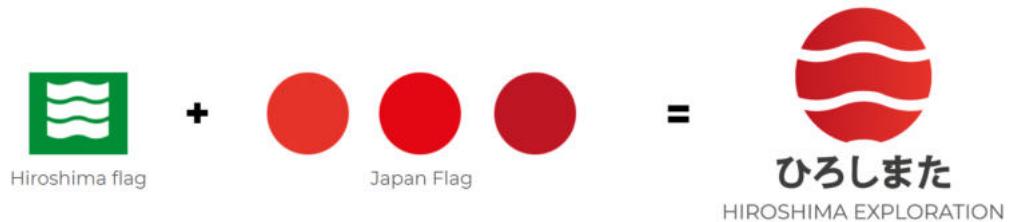
4.1. CREATIVE BRIEF

The graphic design of the site must transcribe the image, identity and history of Hiroshima and the Saigoku Road.

We will therefore seek the balance point, the alliance of tradition and modernity. To do this, we will keep the green colour that we will put on a modern, minimalist and pure graphic style.

4.2. BRAND IDENTITY

4.2.1 LOGO



4.2.2 TYPOGRAPHY

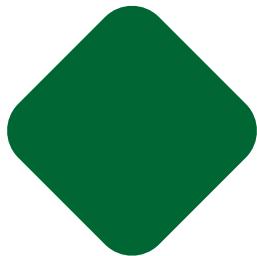
ROBOTO

ABCDEFHIJKLMNOPQRSTUVWXYZ
ABCDEFHIJKLMNOPQRSTUVWXYZ
ABCDEFHIJKLMNOPQRSTUVWXYZ
ABCDEFHIJKLMNOPQRSTUVWXYZ
ABCDEFHIJKLMNOPQRSTUVWXYZ

ROBOTO

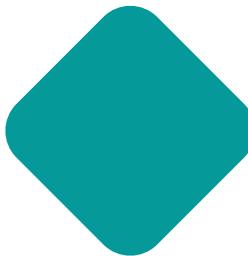


4.2.3 COLOUR PALETTE



#00663

R_0 C_90%
V_102 V_30%
B_51 J_95%
N_30%



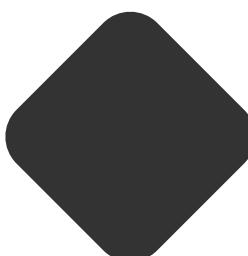
#009999

R_0
V_153
B_153



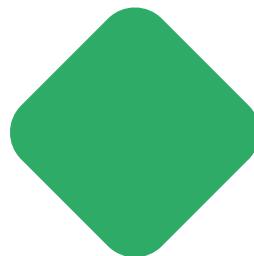
#009933

R_0 C_38%
V_153 V_9%
B_51 J_100%
N_1%



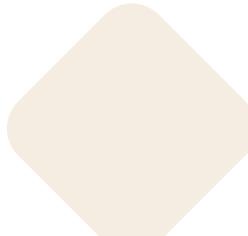
#333333

R_51
V_51
B_51



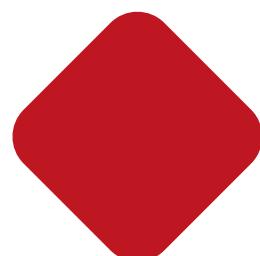
#339966

R_51 C_78%
V_153 V_15%
B_102 J_78%
N_2%



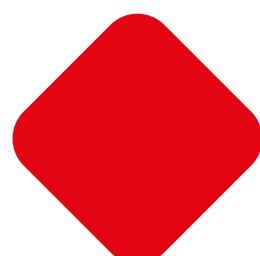
#CC9966

R_204
V_153
B_153



#be1622

R_190 C_18%
V_22 V_100%
B_34 J_100%
N_8%



#e3061 3

R_227 C_4%
V_6 V_100%
B_19 J_100%
N_1%

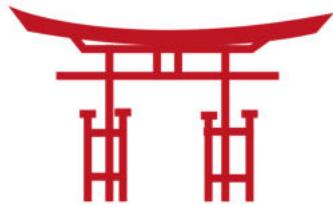
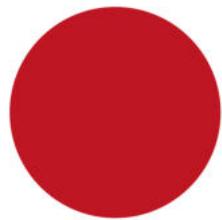
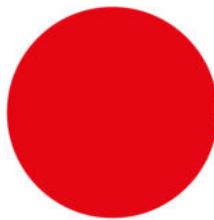
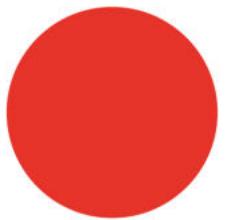


4.2.4 INSPIRATIONS



FLAG OF
HIROSHIMA

FLAG OF
JAPAN



SANCTUARY
ITSUKUSHIMA



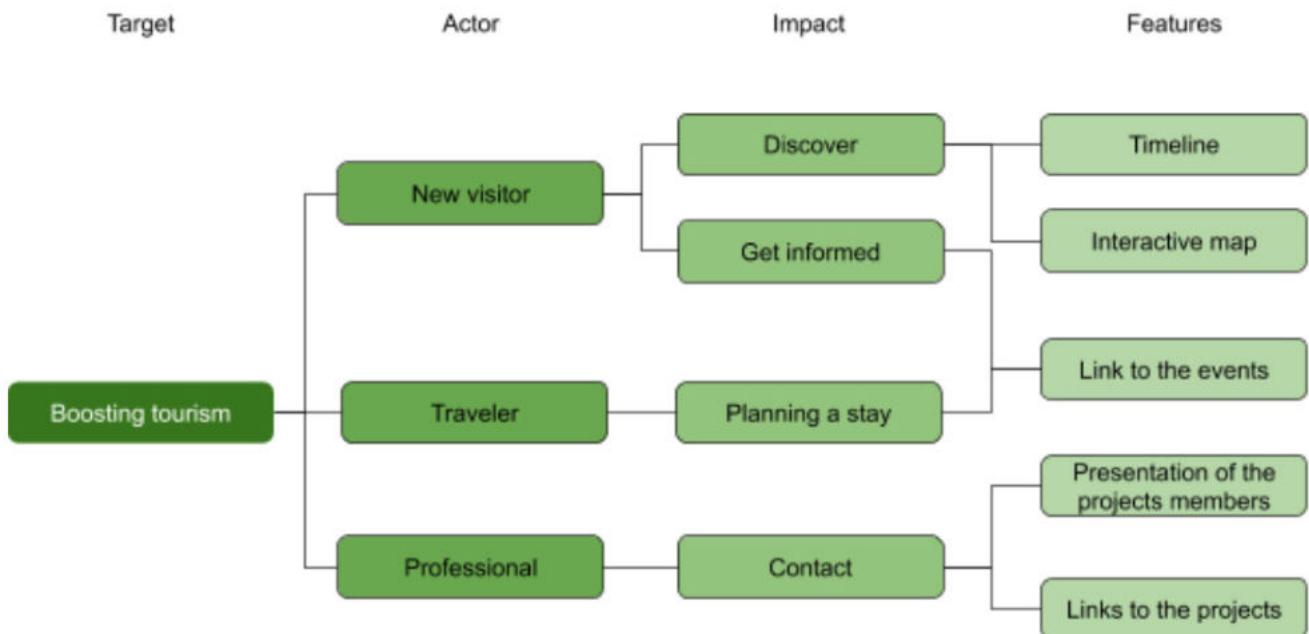


PART V

FUNCTIONAL SPECIFICATIONS

V. FUNCTIONAL SPECIFICATIONS

5.1. FUNCTIONAL SCOPE



FEATURES

ASSOCIATED CONSTRAINT(S)

Introduction/description of the page

No particular constraint

Timeline

Find a JavaScript library

Interactive map

Realization with 3ds Max and integration on the web page.
Should not slow down the opening of the page.

Links to other projects

No particular constraint

Translation

Always on the screen

Page of the presentation of the project members

JSON file with the members and PHP

Link to the events

No particular constraint



5.1.3 CONTENT

The objective of our project is to create an interactive website that allows you to discover the road to Saigoku and discover its history. The purpose of this site is to encourage tourism in Japan, especially in the Hiroshima region, and to offer an original experience that will remain in the memory of visitors. The site will be divided into three parts.

5.1.3.1 TIMELINE

This page will show the chronology of this route during a time interval that will be determined later based on the information available. Each section of the page will present the chosen period with images and texts. The user will be able to scroll the page to move from one section to another while seeing its progress in the timeline thanks to a bar that will appear somewhere on the page and which will fill up as the user scrolls down. Thus, the user will be able to navigate between the pages at any time thanks to a menu. Several animations can be integrated into the page to make the experience more fun and more attractive. The purpose of this page is to tell the story of the Saigoku Road, while learning about the culture and traditions of this region.

5.1.3.2 INTERACTIVE MAP

This is a part of the page that will contain a 3D map of the road to Saigoku. This 3D map will be in the form of a one-way road with the ability to move forward and backward. On both sides of the road will be several buildings that represent either the 33 temples of the Kansai region or other symbolic landmarks in the region. This decision will be made once the need is well defined. Depending on our choice, we will embed clickable buttons in the map so that the user can click and view more information about the building. This page allows visitors to the site to better discover the Saigoku road and the major monuments in the region.



5.1.3.3 LINKS TO PROJECT AND PROJECT PARTICIPANTS

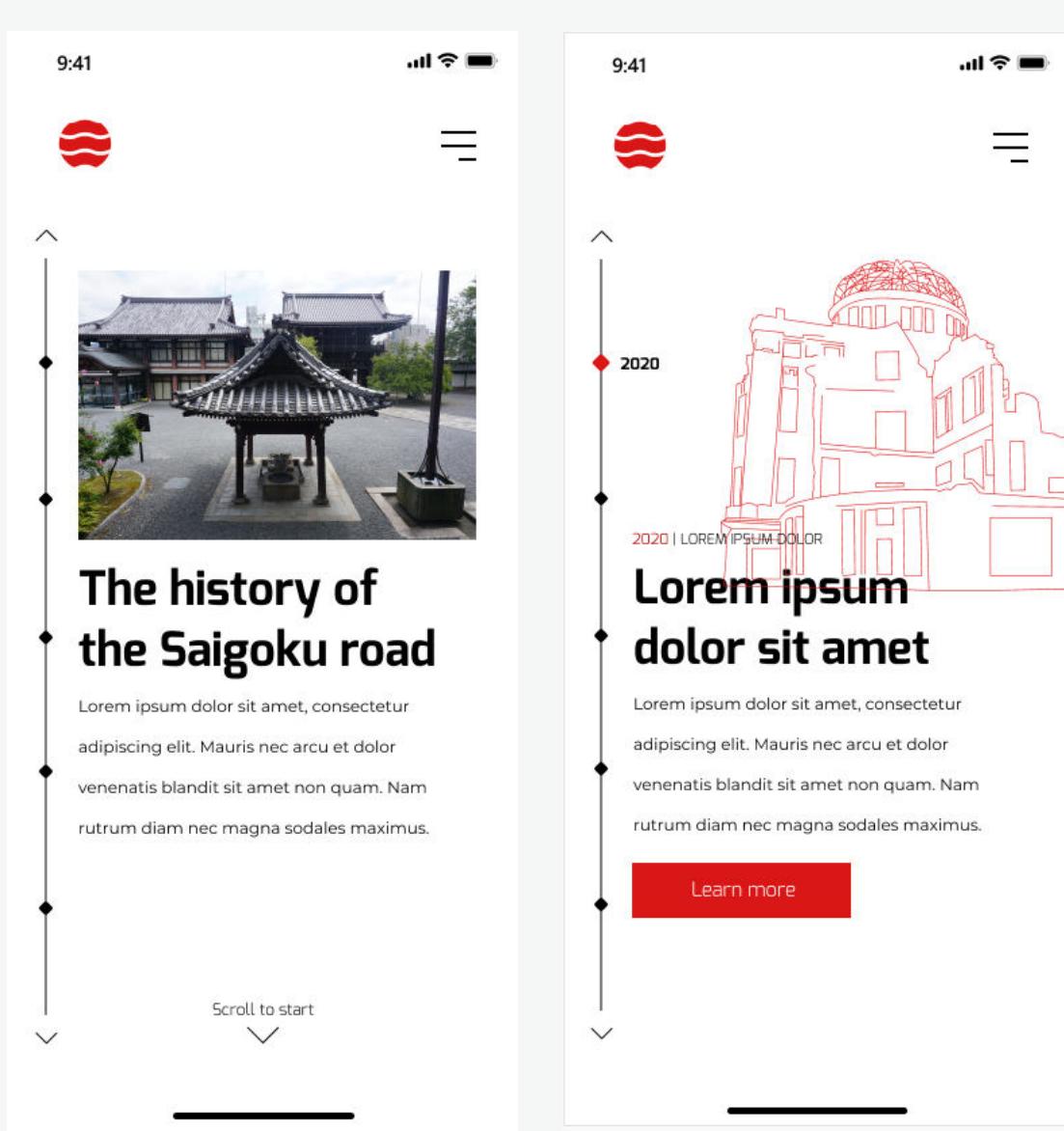
This part will contain the links for all 3 projects. where there will first be a presentation of the members of the 3 groups. The purpose of this page is to group the 3 projects in one place, so that they are accessible to visitors to our site. Since the other projects are a mobile application and a VR application this will allow them to have more visibility.



5.2. MOCK-UPS

The following screens are low-fidelity previews of the site in its mobile and desktop versions. They are therefore deliberately devoid of any form of graphics. These previews are therefore used to list and place the elements on the different pages of the site more than to give an idea of its aesthetics.

5.2.1 TIMELINE (MOBILE)





MOBILE - more informations – 1

5.2.4 INTERACTIVE MAP (DESKTOP)



THE SAIGOKU ROAD

[Go back to the map](#)

[Map](#)

[Timeline](#)

[About us](#)

Temple name

Temple name

◆ **Temple name**

Temple name

Temple name

Temple name

Temple name

▼

[FR](#) | [EN](#) | [JP](#)



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WEB Timeline - more informations-2



THE SAIGOKU ROAD

Temple name

Temple name

◆ **Temple name**

Temple name

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▼

[FR](#) | [EN](#) | [JP](#)

Temple name >

Temple name

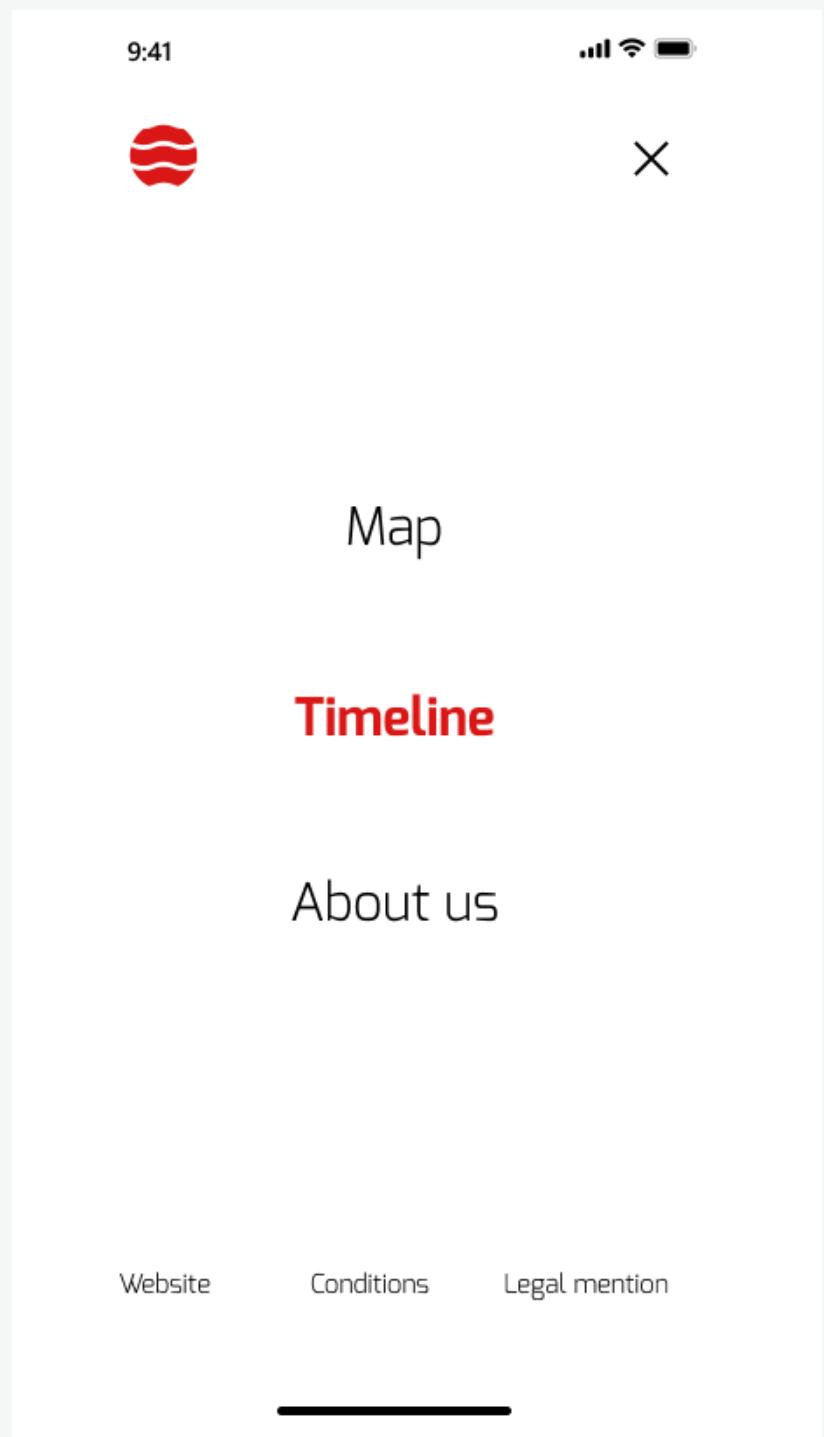
[Map](#)

[Timeline](#)

[About us](#)

WEB Timeline





MOBILE -Timeline



5.2.6 TEAM PRESENTATION (MOBILE)

9:41

Web project AR project



VR project

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec arcu et dolor venenatis blandit. sit amet non quam. Nam rutrum diam nec magna sodales maximus.

[Discover participants of the project](#)

[Link to the project >](#)

9:41

Go back to the project



Ismail Baibah

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[Twitter](#) [LinkedIn](#) [Facebook](#)



Web project



AR project



Thomas Laure

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[Twitter](#) [LinkedIn](#) [Facebook](#)

Maeva Goma

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9:41



Web project



AR project



VR project

MOBILE - About us

MOBILE - About us - The team

MOBILE - About us - Projects



5.2.6 TEAM PRESENTATION (DESKTOP)



< Web project AR project >

Map

Timeline

About us

Project Web

Project AR

Project VR



FR | EN | JP

VR project

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[Discover participants of the project](#)

[Link to the project](#)

WEB About us



< Go back to the project VR

Map

Timeline

About us

Project Web

Project AR

Project VR

FR | EN | JP



Ismail Baibah

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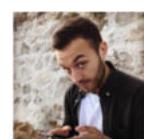
[Twitter](#) [LinkedIn](#) [Facebook](#)



Maeva Goma

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[Twitter](#) [LinkedIn](#) [Facebook](#)



Nicolas Andres

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[Twitter](#) [LinkedIn](#) [Facebook](#)



Thomas Laure

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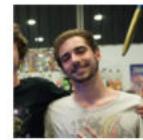
[Twitter](#) [LinkedIn](#)



Andrew Nemr

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[Twitter](#)



Lucas Bonnard

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[Twitter](#) [LinkedIn](#) [Facebook](#)

WEB About us - The Team





THE SAIGOKU ROAD

Project Web



Web project

[Learn more](#)

Project AR



AR project

[Learn more](#)

Project VR



VR project

[Learn more](#)

FR | EN | JP

[Website](#)

[Conditions](#)

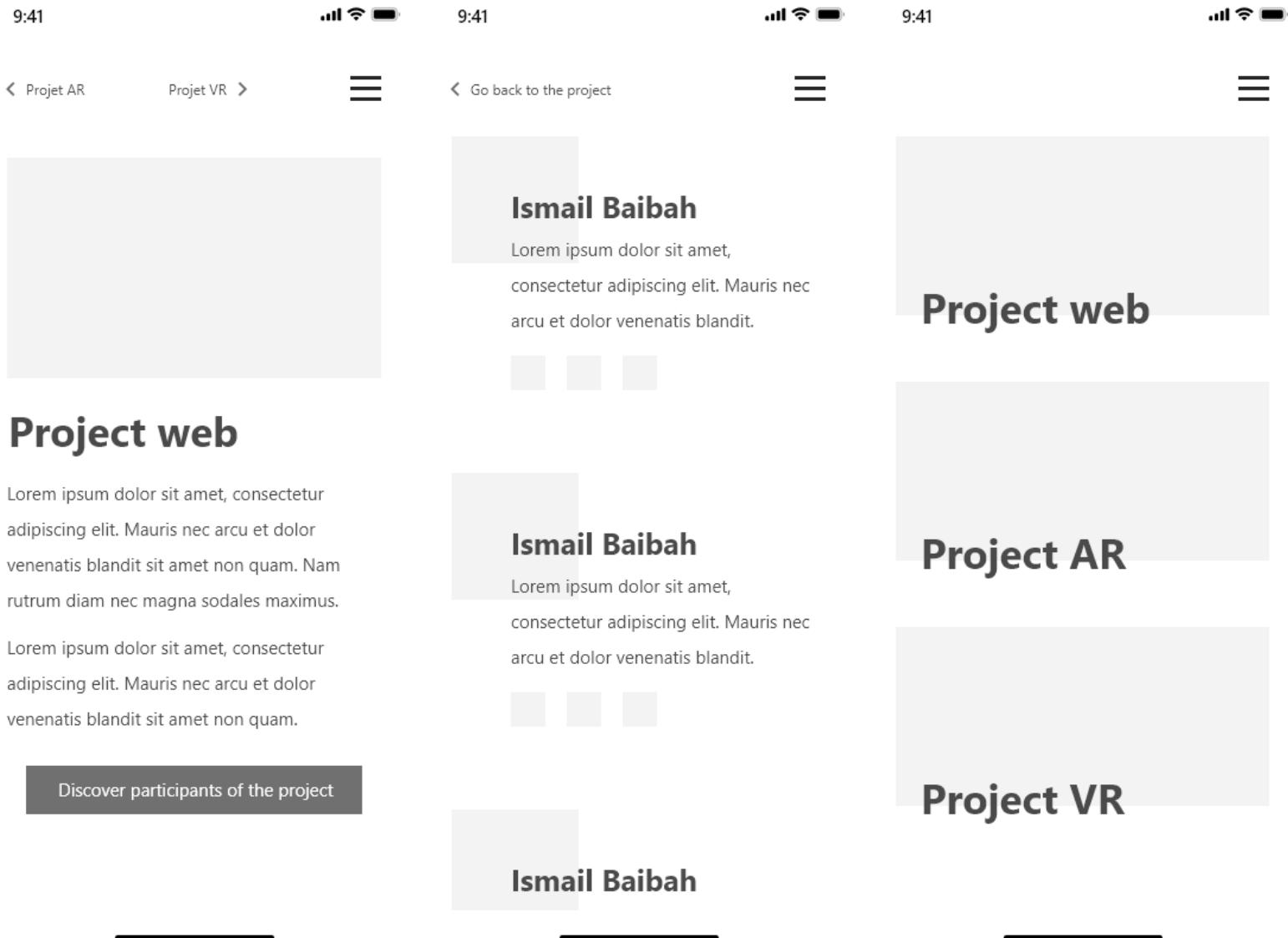
[Legal mention](#)

WEB About us - projects



5.2.7 WIREFRAMES

MOBILE About us - The Team



9:41



Logo



Go back to the timeline

9:41



Logo

9:41



2020

2020 | LOREM IPSUM DOLOR

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[Learn more](#)



2020 | LOREM IPSUM DOLOR

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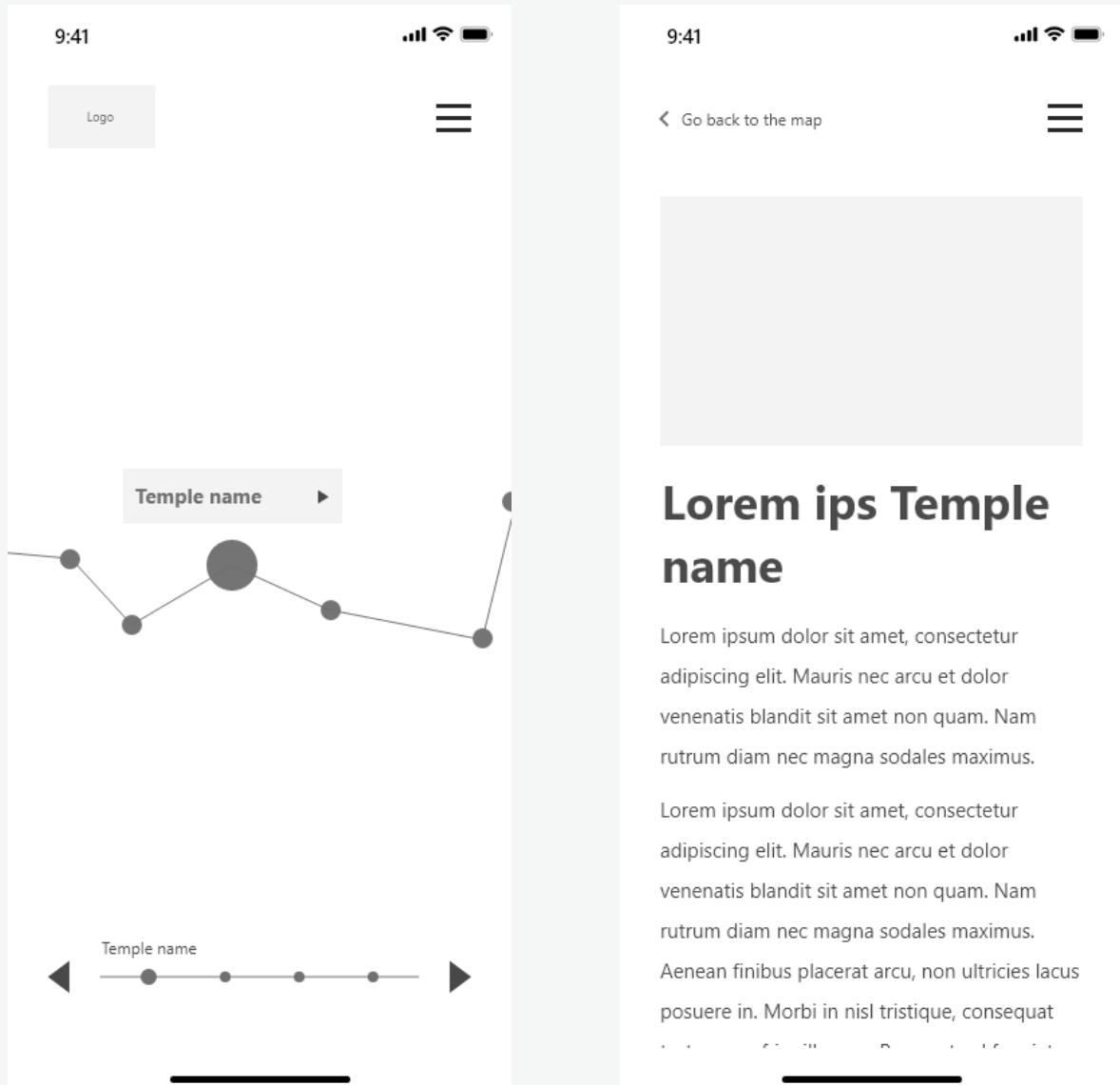
The history of the Saigoku road

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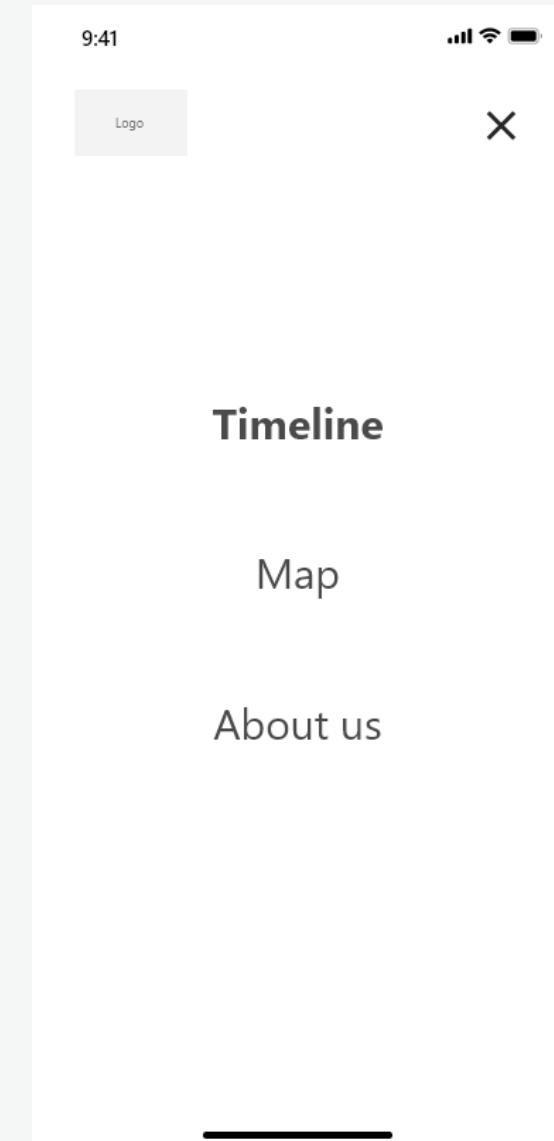
[Scroll to start](#)



MOBILE Timeline



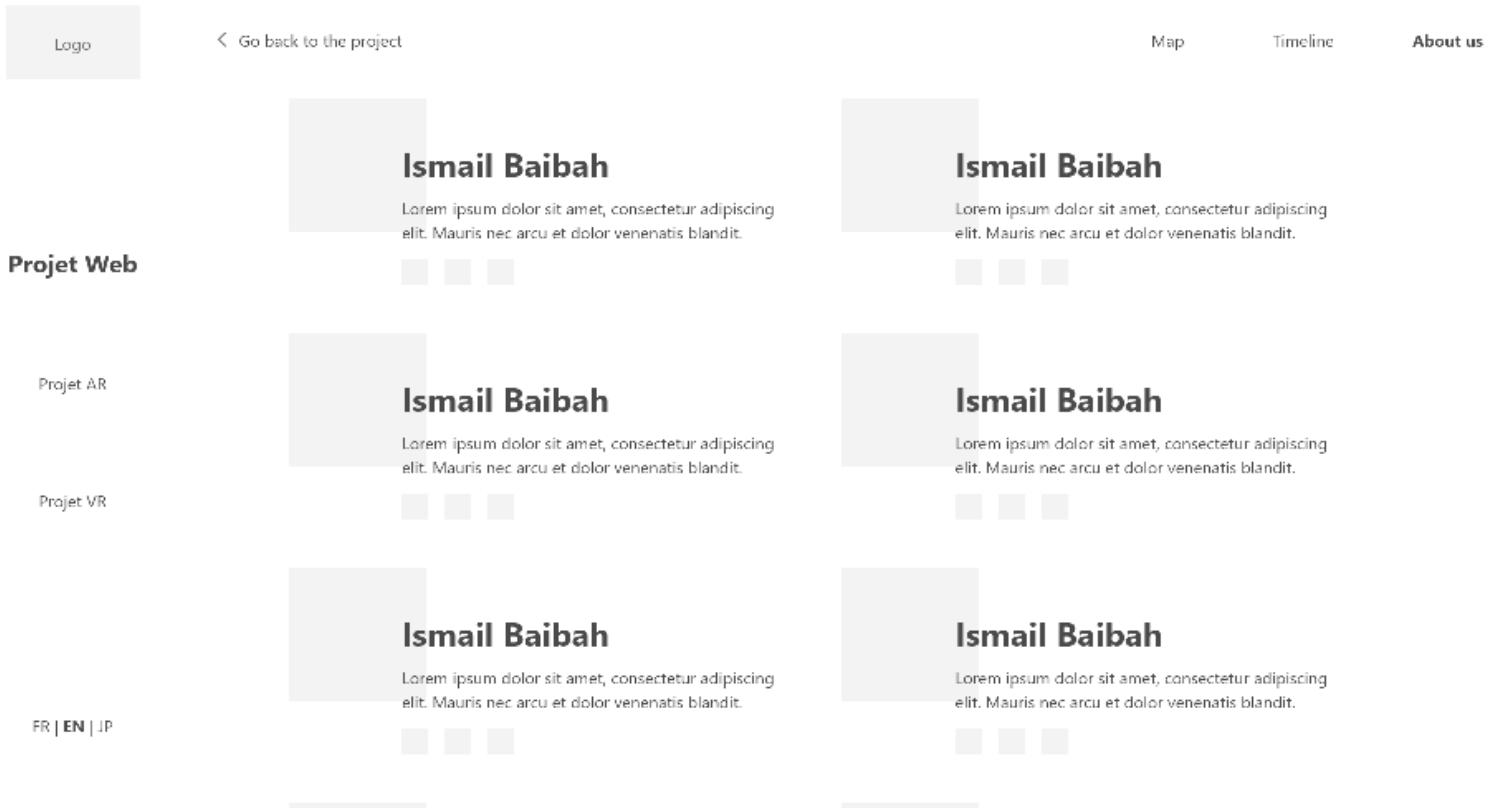
MOBILE Menu



The image shows a website layout with a light gray header bar. In the top right corner, there are three links: 'Map', 'Timeline', and 'About us'. Below the header, there are four project cards arranged in a 2x2 grid. The top-left card is titled 'Project web' with a 'Learn more' button. The top-right card is titled 'Project AR' with a 'Learn more' button. The bottom-left card is titled 'Projet Web' (note the different spelling). The bottom-right card is titled 'Project VR' with a 'Learn more' button. On the far left, there is a vertical list with the text 'Projet Web' and 'Projet AR' above the project cards, and 'Projet VR' below them.



WEB About - the team



[Go back to the timeline](#) [Map](#) [Timeline](#) [About us](#)

[Go back to the map](#)

[Map](#) [Timeline](#) [About us](#)

Lorem ipsum Temple name

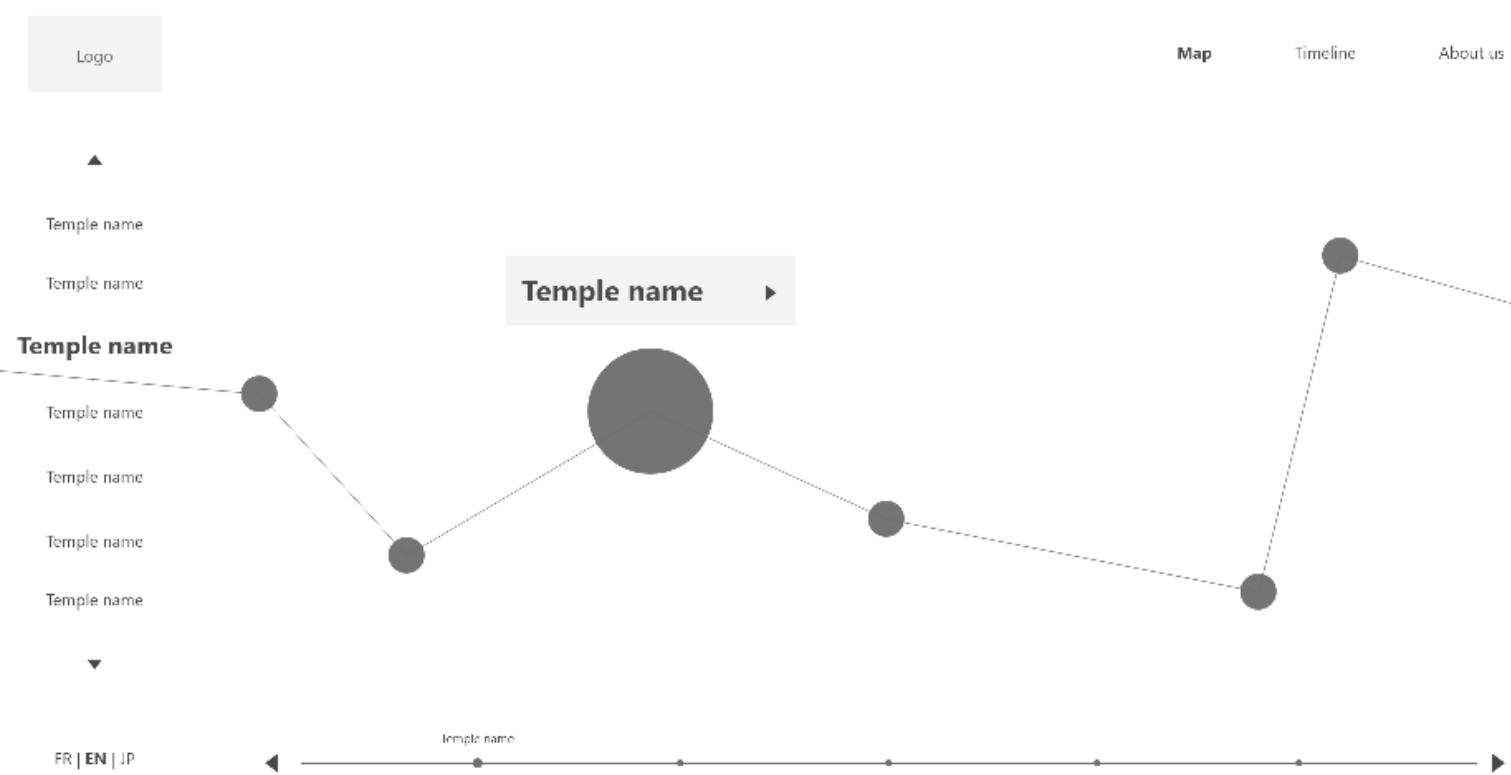
Text 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec arcu et dolor venenatis blandit sit amet non quam. Nam rutrum diam nec magna sodales maximus.

Text 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec arcu et dolor venenatis blandit sit amet non quam. Nam rutrum diam nec magna sodales maximus. Aenean finibus placerat arcu, non ultricies lacus posuere in. Morbi in nisl tristique, consequat tortor non, fringilla sem. Praesent vel feugiat lacus. Cras tempor accumsan massa et egestas. Aenean dapibus, tellus quis elementum euismod, magna orci molestie ex, in fringilla odio dui non lacus. Integer tempus nec sem in placerat. Donec volutpat posuere nisl. Ut quis tincidunt nisi, vel commodo est.

Text 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec arcu et dolor venenatis blandit sit amet non quam. Nam rutrum diam nec.



WEB timeline



2020

2019

2018

2017

2016

FR | EN | JP

The history of the Saigoku road

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec
arcu et dolor venenatis blandit sit amet non quam. Nam rutrum
diam nec magna sodales maximus.

[Discover](#)





KIRIN BEER

PART VI

TECHNICAL SPECIFICATIONS

VI. TECHNICAL SPECIFICATIONS

6.1. TECHNOLOGICAL CHOICES

REQUIREMENTS	CONSTRAINTS	SOLUTIONS
<ul style="list-style-type: none">- Few pages- High flexibility in content editing- No administration page- Simplicity of deployment- Accessibility of technologiesResponsive website	<ul style="list-style-type: none">- Temporal- Little time for training	<ul style="list-style-type: none">- Use of classic web technologies: HTML, CSS, JavaScript.- Bootstrap will be used as a CSS framework to save time and create responsive and mobile-first pages.- Using of JSON file and PHP language to avoid code duplication



6.2. DOMAIN NAME AND HOSTING

We are waiting for information from the sponsor.

To test the project in a production environment, we will use Alwaysdata, which is a French provider of cloud services, including web hosting and database deployment. We will use their free package which offers us 100 Mo of storage, Apache 2, PHP 7, FTP access, MariaDB database, SSH access, for our use, and other technologies.

6.3. ACCESSIBILITY

6.3.1 BROWSER COMPATIBILITY

The website will be compatible with the following browser :

- Mozilla Firefox
- Edge Chromium
- Google Chrome
- Safari
- Opera

<https://caniuse.com/>

6.3.2 TYPES OF DEVICES

The site will be designed in a “responsive” and “mobile-first” way to ensure optimal navigation on all types of devices :

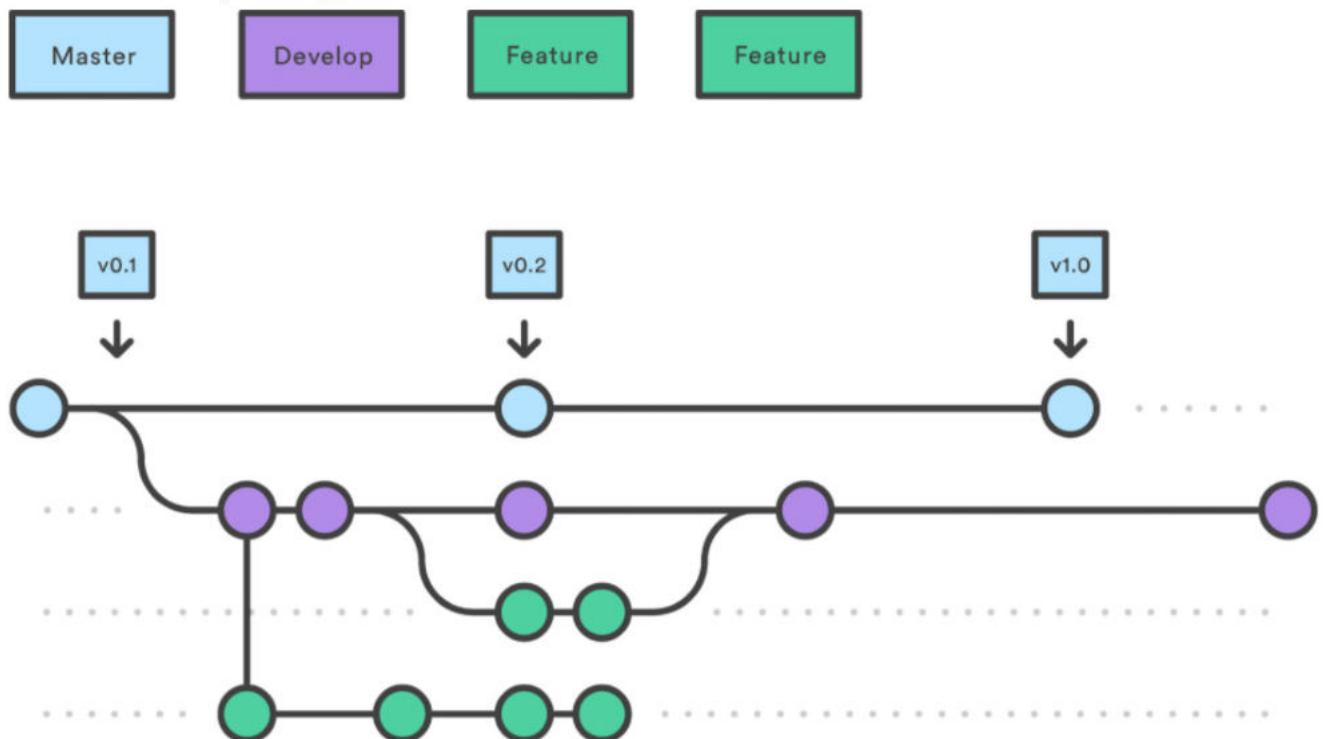
Smartphones

- Tablets
- Laptops
- Desktops



6.4. VERSIONING

Version management of this project will be done with Git and GitHub as a remote collaborative repository, and we will follow GitFlow :



6.5. SECURITY

We do not need a database, nor user space, so security will be on the server side, so no unauthorised persons can access them.

6.6. MAINTENANCE AND EVOLUTIONS

The maintenance of the site will be carried out by the Machinaka West National Highway Promotion Council.





PART VII

BUDGET

VII. BUDGET

WORKLOAD (D.H)	DESCRIPTION	PRICING/ DAY	COST
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 interactive map	214	11.700 €
5	SEO	170	850€
50	Communication	110	5.500 €
15	Graphic Chart	105	1.575 €
TOTAL			33.045 €

