

# Florence Traveling Tutorial Site

## Background

1. Florence is a historic center and it attracts 13 million tourists each year.
2. It is considered the birthplace of the important movement Renaissance.
3. Florence is the greatest artistic treasures which include arts, architectures, church, fashion and so on in the world.
4. Moreover, another reason of why people like to go to Italy is because of Italian cuisine such as pizza, cheese, wine, coffee, gelato and so on.
5. I have lived in Florence, Italy for 2 months. I think as long term travel or a short liver, my suggestion is more useful or closer to other tourists' requirements.

## **Design objectives & strategy**

1. My goal is to design a clear and useful site for tourists.
2. My site gives tourists good suggestion and a short introduction of my highly recommendable places, store, and restaurants which they should go.
3. Makes the tours easier to organize their time or schedule.
4. From my experiences, I will tell people the important and great tips in Florence, Italy.

## **Site audience**

1. This tutorial site will help people who are the tourist of Florence, Italy or plan to go to Florence.
2. Visitors include people who want to get traveling suggestions from other people traveling experiences especially for people who are going by themselves and don't join the tour.

# Competitors

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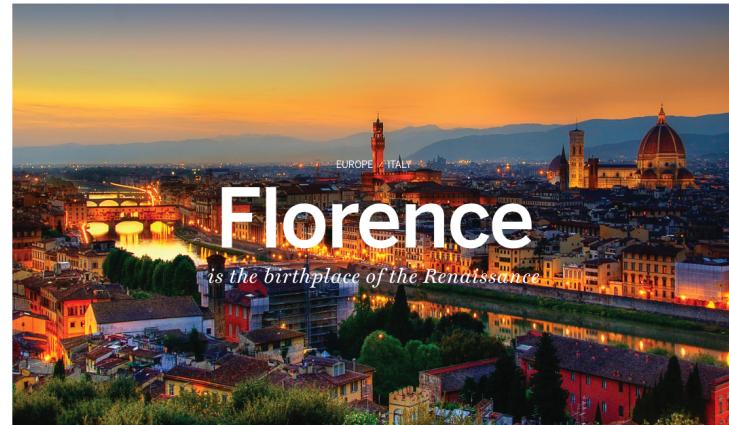


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## Florence, Italy: cradle of the Renaissance

Florence's museums, palaces, and churches house some of the greatest artistic treasures in the world. The most popular and important sites in Florence include the **Cathedral**, the **Baptistery**, the **Uffizi**, the **Bargello**, and the **Accademia**. The churches of **Santa Maria Novella** and **Santa Croce** are veritable art galleries, and the library of **San Lorenzo** is a magnificent exhibition of Michelangelo's architectural genius. Wander some of the oldest streets in the city until you reach the Arno River, cross the **Ponte Vecchio**, and experience the "newest" area of Florence, the **Oltarno**. Be sure to set aside time to see the vast and varied art collection housed in the **Pitti Palace**. When you grow weary of museums and monuments, head outdoors. Spend a day at the **Boboli Gardens** or climb the hill



Visit Florence

**Florence, Italy**

1,070,156 reviews and opinions

- Hotels (421) 273,029 Reviews
- Vacation Rentals (3,541) 7,094 Reviews
- Flights from \$955
- Things to Do (1,109) 250,264 Reviews
- Restaurants (2,561) 513,884 Reviews
- Forum 25,367 Posts

Overview Travel Guides Places to Stay Location Things to Do

Florence is an art historian's dream. The Galleria dell'Accademia bursts with works by Michelangelo, who is entombed within the frescoed walls of the Basilica di Santa Croce. Budding photographers can snap pics of the Ponte Vecchio bridge, and serious shoppers can spend a blissful Read more →

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Italy > Tuscany > Florence

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Virtual travel to Florence, Italy

Top attractions & things to do in Florence:

Signoria Square	Michelangelo's David	Accademia Gallery
Uffizi	Santa Maria del Fiore	St John's Baptistry

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Italy Guides

## **Key Words**

Site should be:

Clear, Relaxing, Organized, Simple, Friendly, Readable,  
Nature, Light

Site shouldn't be:

Disordered, Complex, Busy, Formal, Fussy, Confused

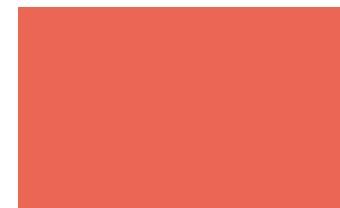
## **Content for the site**

The site should include content like:

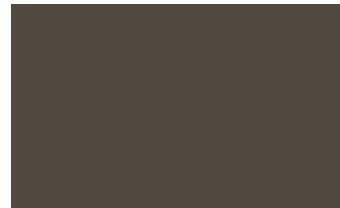
Photos, Text, Map, ...

# Colors and textures

1



2



3

