**Czech University of Life Sciences**

**Faculty of Economics and Management**

**Logo

Description automatically generated**

**ICT for Managers**

**Project Documentation**

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Table of Contents

[Short Project Description 3](#_Toc121613699)

[Short Description of the Main Target Group 3](#_Toc121613700)

[Usability Testing - Card Sorting 3](#_Toc121613701)

[Accessibility Analysis 4](#_Toc121613702)

[Social Network and Viral Marketing Opportunities 4](#_Toc121613703)

# Short Project Description

The presentation of a website that is run on the WordPress system will be the topic of discussion for this project. The website itself is a depiction of Galicia, which is a bright and pleasant area located in the western part of Spain. For the most fundamental browsing of the site, five plugins were employed, and pathways were developed. Additionally, one of the objectives is to assist in the growth and development of this region while simultaneously fostering its growth and development.

# Short Description of the Main Target Group

The promotion and advancement of the area that was selected as the focus of this initiative is the primary objective of the endeavour. Naturally, it is rather difficult to make a complete development plan without a full set of functions, such as the creation of a marketing platform and the creation of social networks; however, a site that is a presentation serves the function of being the face of this project and therefore fulfils the role of the project's public face. In addition to the provision of photos of Galicia and the collection of interesting data, the theme elements of the website were also expanded upon to make it more appealing to site visitors and elicit friendly feelings in prospective buyers.

# Usability Testing - Card Sorting

# Accessibility Analysis

Graphical user interface, application

Description automatically generated

# Social Network and Viral Marketing Opportunities

On almost every page of the website, there is a contact form that visitors who are considering making a purchase can use to ask inquiries. There are connections to all of the most popular social networks at the very bottom of the page, as well. These links, had the site been constructed, would have been mentioned on the page.