Site Needs & Goals

Project Summary – Project 2
State general project information and goals for the site design. This should be an overview of the project as a whole.
1. What is the basic overview of the project?
> **To redesign an existing, poorly designed website.**

2. What is the single purpose of the site?
> **To showcase my abilities to manage and design a live site.**

3. What are the secondary goals of the site?
> **To showcase increased design, html, and other web skills as compared to Project 1.**

Audience Profile
Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information.
1. Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.).
> **Target audience are middle class, all ages, who like to go on cruises as their form of vacation.**

2. What is a typical task the user might perform on the site? (register, log on, search for information, buy
a specific product, send their e-mail address, call for more information, etc.)
> **Research a cruise and book a cruise.**

3. What do you want them to think, feel and do while visiting your site?
> **Relaxed and confident that the site can help them find the vacation they are looking for.**

4. What adjectives can be used to describe the way the website should be perceived by the target audience?
> **Informative; inviting; relaxing**

Communication Strategy or How will you convince the target audience?
1. What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.)
> **Informative and reliable. The target audience should feel as though they can book their trip with confidence.**

2. How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)
> **Design is a big factor. If the site does not look inviting or relaxing, they won't want to use it. Also, getting younger people to cruise is not going to be easy of the site looks "old" and out o fashion. Navigation is key: simple and straightforward – able to access the "meat and**

potatoes" easily so to speak. A few nice images of cruising helps to get them excited to book a trip.

3. What are some specific visual goals the site should convey?
That cruising is exciting and hip.

4. How will you measure the success of the site?
If the traffic increases compared to the old design.

Competitive Positioning or How the website will differ from the competition and the factors that will make it a success. (Specify name and url of at least 2 competitor sites you compared.)
1. Who is the competition?
http://www.travelunlimited.net/ **Reno based travel company**

http://www.wildsierra.com/ **Another Reno travel company specializing in outdoor activity**

2. How will this website be different from the competition?
This site will focus specifically on booking cruises and shore excursions.

3. What specifically does the competition do/use that your site will incoporate?
Vivid imagery helping to entice the visitor.

4. If redesigning a site, what areas of the current site are successful and why?
Not much is successful. The current site is overly cluttered and out of date. There is a lot of relevant information regarding specials which translates well to the new site.

Targeted Message
State a word or phrase that will appropriately describe the site once it is launched.

21st century cruising!