

Comp 266

Assignment #1

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Journal

The website I decided to make is about the city of Ottawa, Canada. I decided to make my website on Ottawa because I live in Ottawa and know all about the city. It is a website for anyone who wants to visit the city and see what it has to offer. It is for anyone who is going to Ottawa to do business, for locals and young professionals, for people with layovers, and anyone who just wants to enjoy the city. The website emphasizes the beauty of a city that has all the amenities of a metropolitan city with the contrast of nature and outdoor activities at its doorsteps. The website has an Ottawa homepage, about Ottawa, arts and nightlife, restaurants and bars, museums, a festival calendar, nature and outdoors, Gatineau Park, biking, and skiing, and where to stay.

As for personas, I have created three:

Tourist: Tourists would be coming to my site to see what is going on in the city, accommodation, weather, what to do, where to visit, and where to eat. This persona would be a casual visitor to the site. They would need the site to be a very well-organized structured website to find all the information they require quickly. They could be of any gender, religion, cultural group, or religion, but they would be 18 years or older. The reason for their age requirement would be to secure a hotel room. They would need a credit card to do so.

Couples: Couples would visit the site looking for activities to do together in Ottawa. They would be looking for common interests or something romantic to do together. This could include skiing, biking, going to Gatineau Park, going out for dinner, booking a romantic hotel room, or going to a festival together. This persona would be a casual visitor to the site. They would need the site to be a very well-organized structured website to find all the information they require quickly. They could be of any gender, religion, cultural group, or religion, and aged 16 plus.

Young Professionals: Young Professionals would visit the site for accommodation, location of Ottawa, and restaurants. They would need to book a hotel near their place of business and eat near there too. This persona would be a casual visitor to the site. They would need the site to be a very well-organized structured website to find all the information they require quickly. They could be of any gender, religion, cultural group, or religion, but they would be 18 to 35. The reason for their age requirement would be to secure a hotel room. They would need a credit card to do so.

Scenario 1: A 35-year-old, male tourist from Toronto is looking at my site. They find the About Ottawa page and look at the distance between Ottawa and Toronto. They now know that they do not have enough time to drive to and from Ottawa on the same day. They would investigate the “Accommodation” page to find a suitable hotel. The site would give them a clear description of the hotels and provide a hyperlink to their website. Since the tourists are in Ottawa for the weekend, they would want to look for a few activities to do, and some restaurants as well. This would entice them to investigate the “Arts and Nightlife” page of the website. This section includes information on upcoming arts and cultural events in the city. They would also want to investigate the “Restaurants and Bars” page to find exceptional cuisine and have a few drinks. The “Museums” page would also be an excellent option to explore the many Museums the city has to offer.

Scenario 2: A 25-year-old, female tourist from Montreal is looking at my website. They find the “About Ottawa” page and look at the distance between Ottawa and Montreal. They now know that they do not have enough time to drive to and from Ottawa on the same day. They would investigate the “Accommodation” page to find a suitable hotel. The site would give them a clear description of hotels and provide a hyperlink to hotel websites. The 25-year-old tourist is interested in live music, nature walks, and art. She decides to investigate the “Festival Calendar” page to see if there are any live music festivals, or art festivals on the weekend of her stay. She is also a vegan and goes to the “Restaurant and Bars” page to see if there are any vegan restaurants mentioned. She also investigates the “Museums” page to see if there are any art museums she can visit. She would investigate the Gatineau Park page to investigate all the hiking trails, beaches, and other outdoor activities it has to offer.

Scenario 3: A couple in their 50’s is looking at my website. It is their 25th wedding anniversary and they want to do something special together. They would investigate the “Arts and Nightlife” page of the website. This would allow them to look for something fun and romantic to do, and they could investigate the many descriptions of ongoing ballets and theater performances for their anniversary. They would also investigate the “Restaurants and Bars” page of my website. This would give them a clear description of the most romantic restaurants in the city, and they could click on the hyperlink to look at the restaurant website.

Scenario 4: A couple in their late 20’s is looking at my website. They have come across it because they are looking for a winter activity to do together in Ottawa. They would come across the “Nature and Outdoors” page that would describe activities you can do in the winter in Ottawa. They would also want to investigate the “Gatineau Park” page to see what they offer in terms of winter activities. They then would investigate the Skiing page where they would find information and a hyperlink to Ski Camp fortunes Website.

Scenario 5: A 20-year-old female young professional is looking at my website. She is from Montreal and just landed an interview with the Federal Government of Canada. She investigates the “About Ottawa” page and sees that Ottawa is about a 2-hour drive from Montreal. This would prompt her to investigate the “Where to Stay” page of the site to see if there is a hotel located near her place of interview. She would be able to read descriptions of the hotels to see if any are in the government building district of Ottawa, and she could click on the hyperlink to the hotel's website if she wishes to book with them. She would investigate the “Restaurants and Bars” page to find somewhere close by to before and after her interview.

Scenario 6: A 35-year-old male young professional is looking at my website. He has a business meeting with a startup technology company, and he is looking to invest in it. He is from Toronto and wants to know if he should fly or take a plane to Ottawa. He investigates the “About Ottawa” page. The allows him to know that it would take him over 4 hours of driving to get to Ottawa, on a good day. He would then investigate the “Where to Stay” page to see if he should stay in a hotel closer to the airport, or closer to the Kanata Networker (Canada’s largest technology park). The last page he would come by is the “Restaurants and Bars” page. This way he could investigate places to eat while on business in Ottawa.