

FortWorthLife.org

Project Workbook

Vanessa Vitte

Brand Website Purpose Statement

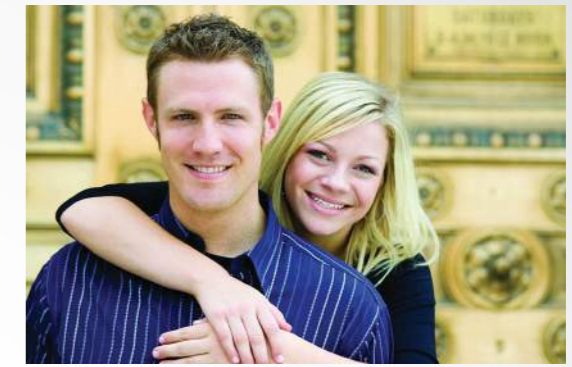
- FortWorthLife.org provides information on attractions, events, restaurants, and night life for people that live in or are visiting the fort worth area and want to do something new.
- FortWorthLife.org provides a list and information on popular attractions events, restaurants, and night life that are going on throughout the city. Users can rate attractions and events and give their own personal experiences at the listed locations.

Project Goals

(SMART Goal Characteristics: Specific, Measurable, Actionable, Relevant, Timely)

Term	Goal	Desirability	Obtainability	Total
L	Generate traffic on a regular basis of 5,000 site visitors a year.	8	8	16
M	1 out of 10 visitors rating the locations that they have visited	6	7	13
S	Provide reliable information on locations so visitors can make easier choices on what locations to visit.	9	9	18
S	Add google maps API to the location pages	10	10	20

"DMO Websites And The Role Of Complementary Media In Tourism Advertising."
Journal Of Hospitality Marketing & Management 17.1/2 (2008): 216-236. Hospitality
& Tourism Complete. Web. 16 Apr. 2014.



Demographic: Josh and Tammy

- **Story** (6 lifestyle motivations to use website- be specific):

- They have been together for 3 years and want to get away.
- They live in Washington and want to Visit Texas because they have never been.
- Read on livability.com that Fort Worth is ranked #1 in the best downtown of 2014 so they want to visit.
- They have not been on a vacation together in 2 years

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- They live in a one bedroom apartment in Washington
- Josh is 29 and Tammy is 27
- They are engaged and going to marry in 2015
- Combined income of \$65,000
- No children yet but plan on one after they get married

- **6 Goals** (of what to accomplish on the business website):

- Provide attractions for them to look into visiting
- Provide current events like shows, concerts etc
- provide reviews from previous visitors
- Provide night life locations
- Suggest hotels for them to stay
- Link to helpful websites on discounts for attractions

- **6 Needs** (motivations user building website business relationship):

- Needs the ability to look up attractions
- Needs the ability to look up events
- Needs the ability to look up restaurants
- Wants to learn more about the history about fort worth
- Needs to be able to see review on places to visit while in fort worth
- Needs help finding hotels close to attractions

"DMO Websites And The Role Of Complementary Media In Tourism Advertising."
Journal Of Hospitality Marketing & Management 17.1/2 (2008): 216-236. Hospitality
& Tourism Complete. Web. 16 Apr. 2014.



Demographic: Jones Family

- **Story** (6 lifestyle motivations to use website- be specific):
 - Family Vacation time
 - Kids are on summer break
 - They are from San Antonio and want to be able to drive with their two kids on vacation. It's cost effective
 - They have family in the Fort Worth Area they would like to visit while in town.

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):
 - From San Antonio
 - Parents are in their mid 30's with two kids 10, and 8.
 - Combined income is \$52,000
 - They have been married for 11 years
 - Mother is a teacher and father is a fire fighter

- **6 Goals** (of what to accomplish on the business website):
 - Provide attractions for them to look into visiting
 - Provide current events like shows, concerts etc
 - provide reviews from previous visitors
 - Provide night life locations
 - Suggest hotels for them to stay
 - Link to helpful websites on discounts for attractions

- **6 Needs** (motivations user building website business relationship):
 - Needs the ability to look up attractions
 - Needs the ability to look up events
 - Needs the ability to look up restaurants
 - Wants to learn more about the history about fort worth
 - Needs to be able to see review on places to visit while in fort worth that are kid friendly
 - Needs help finding hotels close to attractions

Brand + User 1 Goals = Features

- *Provide attractions for them to look into visiting*
- *Provide current events like shows, concerts etc*
- *provide reviews from previous visitors*
- *Provide night life locations*
- *Suggest hotels for them to stay*
- *Link to helpful websites on discounts for attractions*
- *Needs the ability to look up attractions*
- *Needs the ability to look up events*
- *Needs the ability to look up restaurants*
- *Wants to learn more about the history about fort worth*
- *Needs to be able to see review on places to visit while in fort worth*
- *Needs help finding hotels close to attractions*

Generate traffic on a regular basis of 5,000 site visitors a year.

1 out of 10 visitors rating the locations that they have visited

Provide reliable information on locations so visitors can make easier choices on what locations to visit.

Add google maps API to the location pages

Integrate SEO into the website to bring traffic to the website

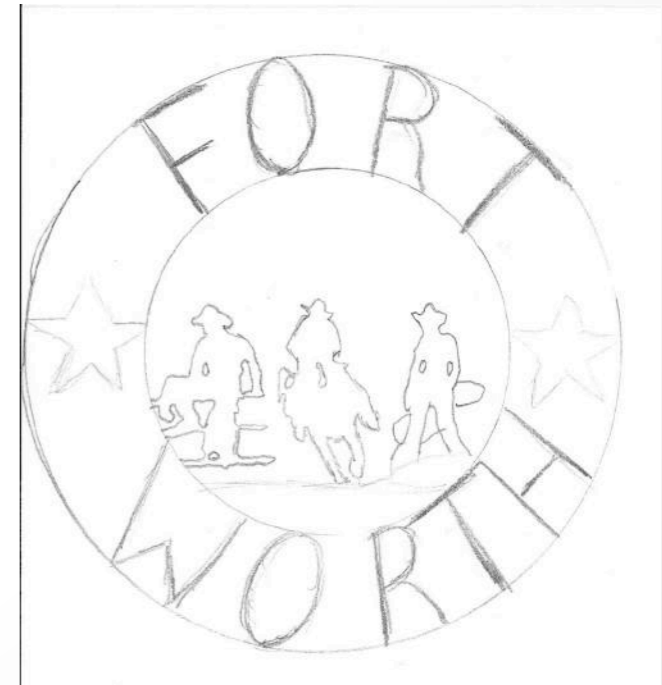
Integrate a rating system for people to rate locations and events

Add a log in so people can rate locations and events

Create all the content for attractions, events, restaurants, and night life

Brand Characteristics – minimum of 10 keyword descriptors

- Fort Worth Cowtown
- Things to do in Fort worth
- Stockyards
- Fort Worth Events
- Fort Worth Attractions
- Fort Worth Night Life
- Restaurants in Fort Worth
- Fort Worth Tourist Attractions
- Visiting Fort Worth
- Fort Worth Arts District



Brand Identity thumbnails for (Business name)

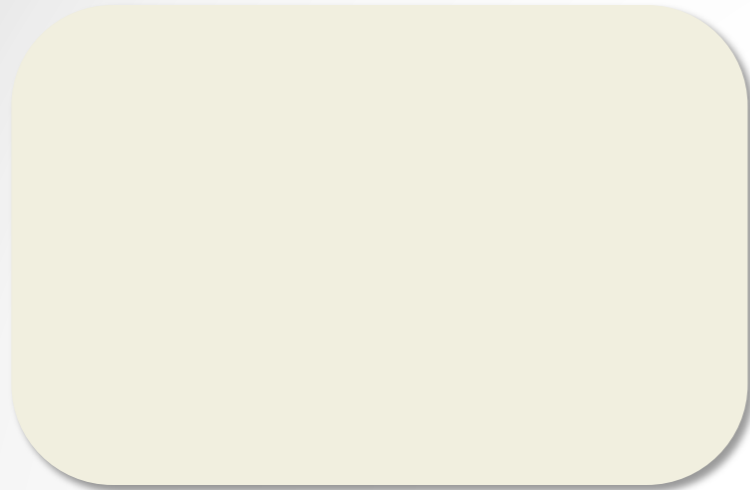
Brand Identity COLOR logo with
spacing requirements on website.

Brand Identity

FORT
Worth

Brand Style Guide for (Fort Worth Life)

Project color scheme



RGB (242,239,228)
Hex (F2EFE4)

Background



RGB (59,39,30)
Hex (3B271E)

Primary



RGB (172,34,38)
Hex (AC2226)
Secondary



RGB (203,140,29)
Hex (CB8C1D)



RGB (94,71,61)
Hex (5E473D)



RGB (217,177,114)
Hex (D9B172)
Accents

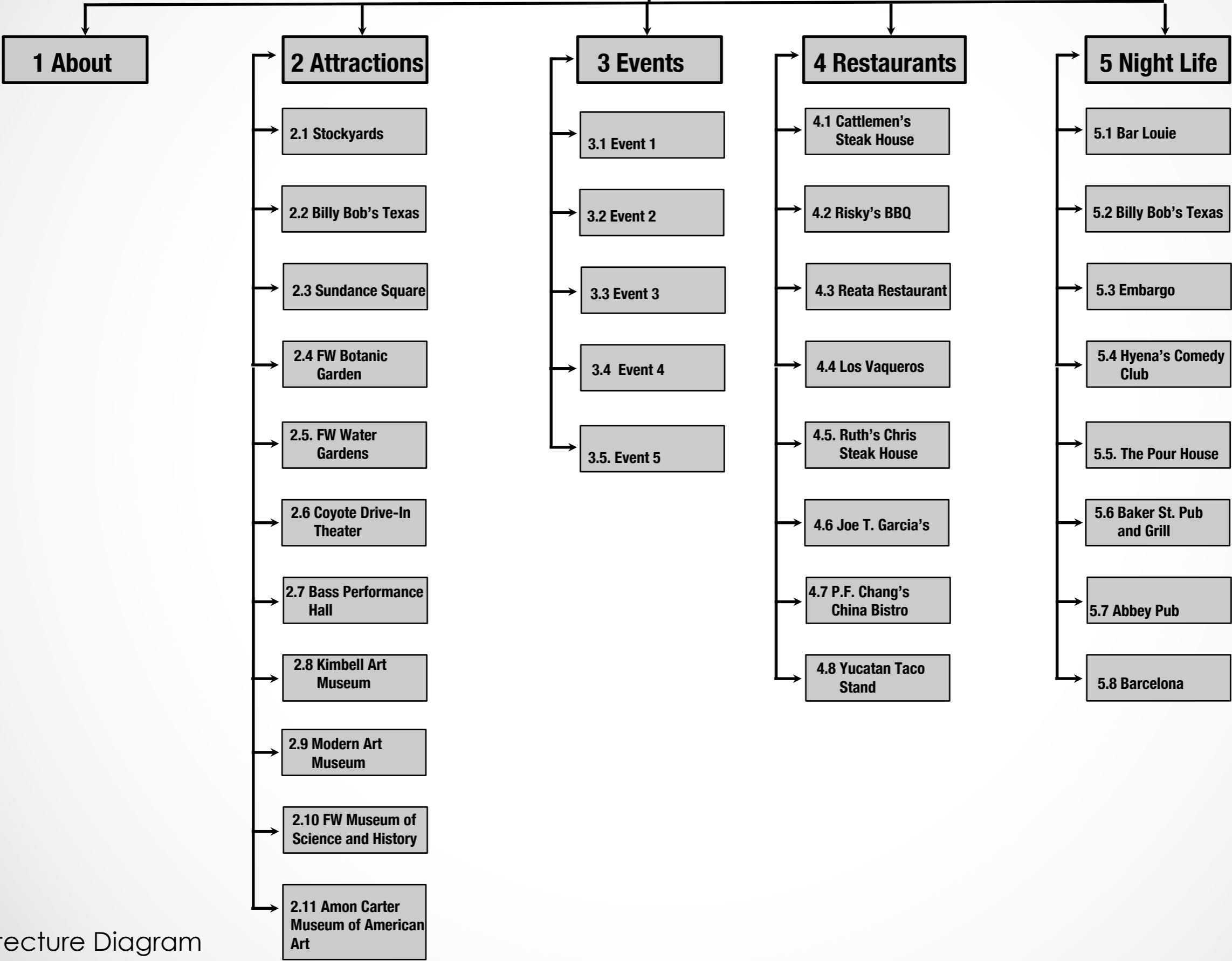
Type selection to be used for promotional elements, Headlines, subtitles and body copy. Label what each typeface will be used for.

Rokkitt (titles)

Montserrat (paragraph text) The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested.

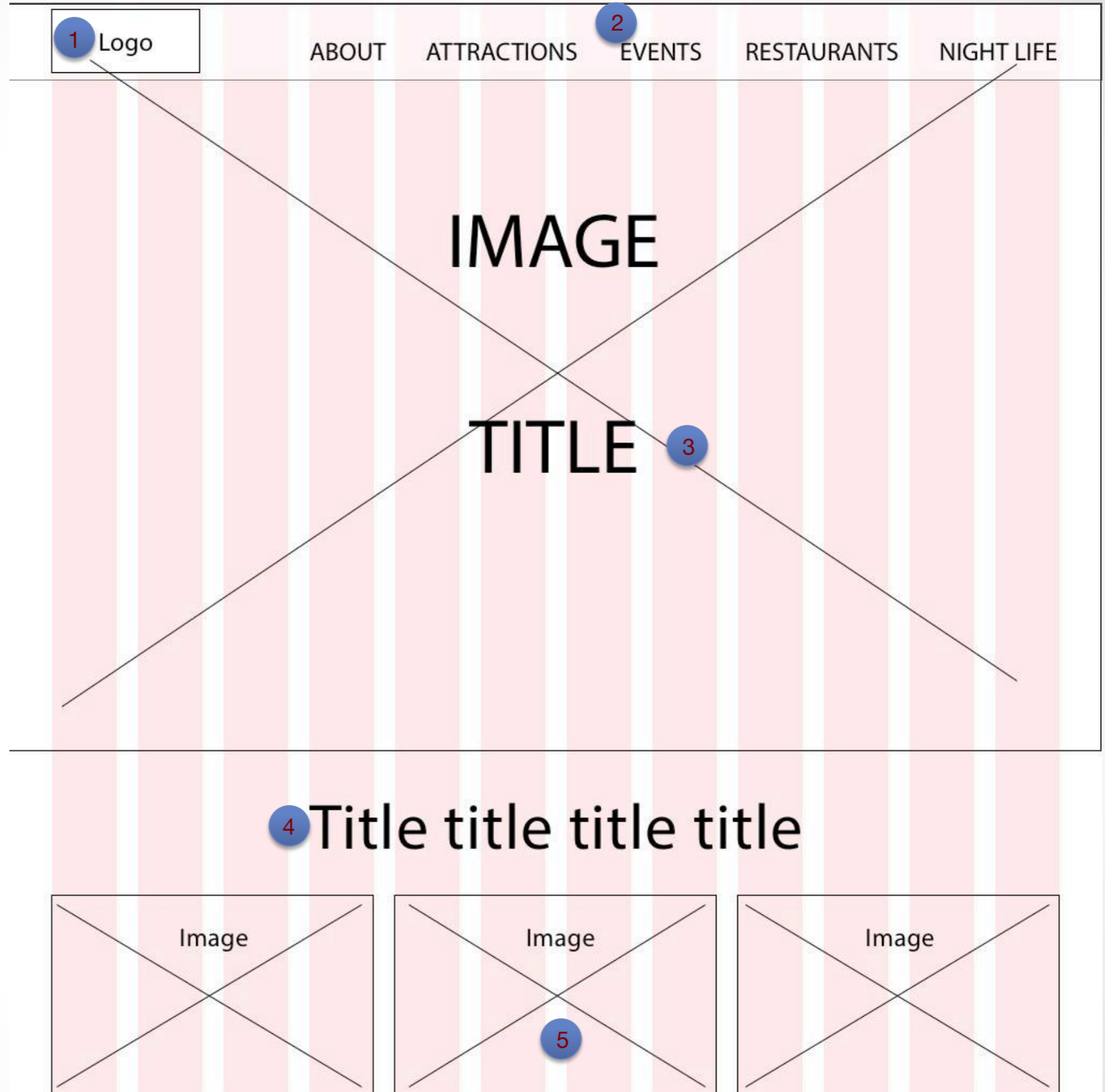
Note for font
Check on the font weight and styles with google fonts

0. FortWorthLife.org



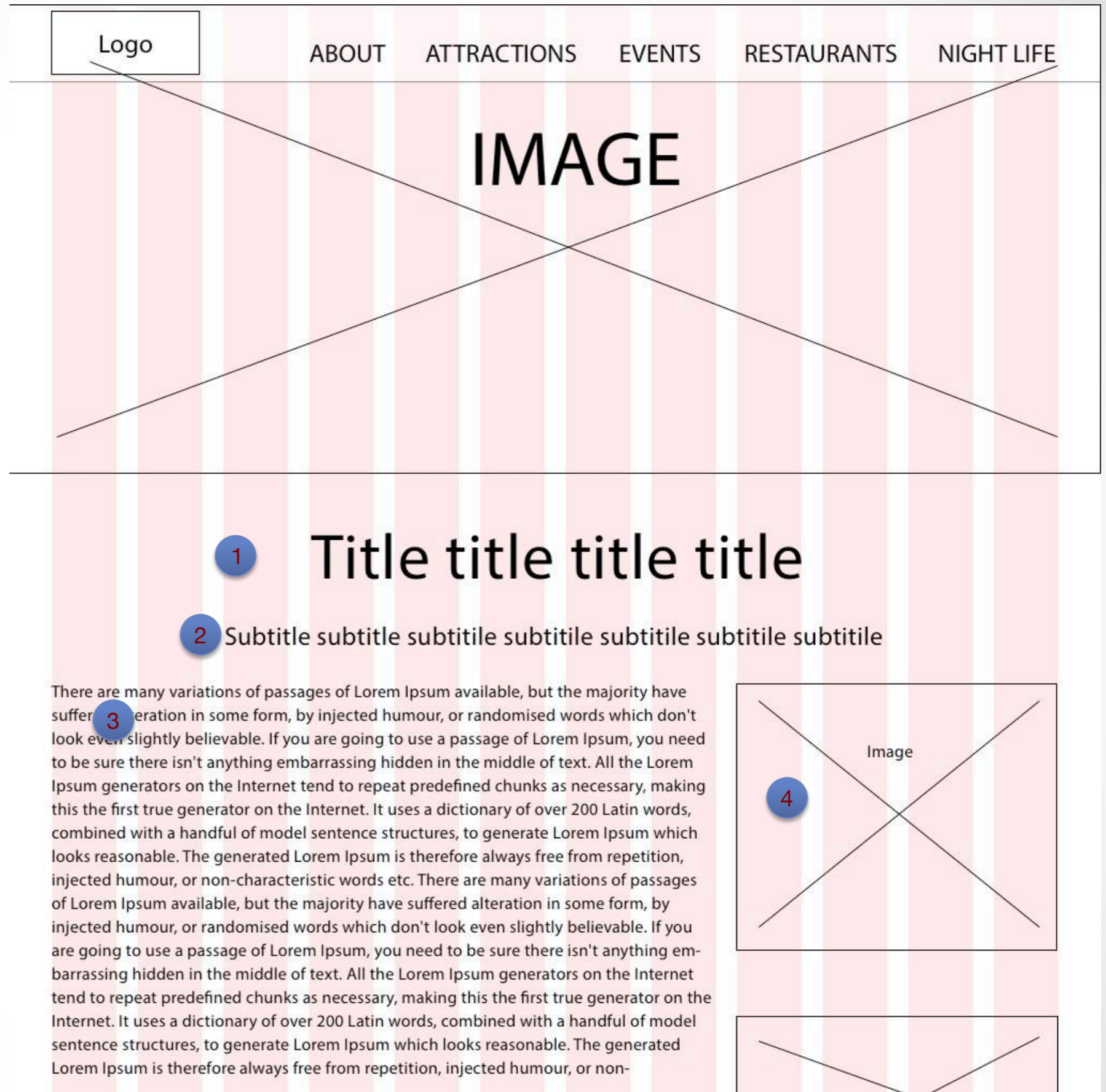
(Page ID: 0.0) Homepage
Wireframe Notations:

- 1. Fort Worth Logo
- 2. Navigation
- 3. Main Fort Worth Image with Title in reference to the image
- 4. Welcome title for Fort Worth
- 5. Featured location image and title



(Page ID: 1.0) Landing Page Wireframe Notations:

- 1. Title for the about page
- 2. Subtitle for the about page
- 3. Information on fort worth
- 4. Images about fort worth
- 5.
- 6.



(Page ID: #.#)

Wireframe Notations:

- 1. Title of the page you are on
- 2. Subtitle of the page
- 3. Image or logo of the location
- 4. Name of the location
- 5. Rating of that location
- 6. Address of the location
- 7. Link to the website of the location
- 8. For more details link to next page
- 9. Brief information on the location

Logo

ABOUT ATTRACTIONS EVENTS RESTAURANTS NIGHT LIFE

IMAGE

1 Title

2 Subtitle subtitle

3 [Image Placeholder]

4 Name of the location

5 ☆☆☆☆☆

6 Address

6 Address

7 Phone

7 Website

8 Details

9 There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you

Name of the location

☆☆☆☆☆

Address

Address

Phone

Website

Details

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you

Name of the location

☆☆☆☆☆

Address

Address

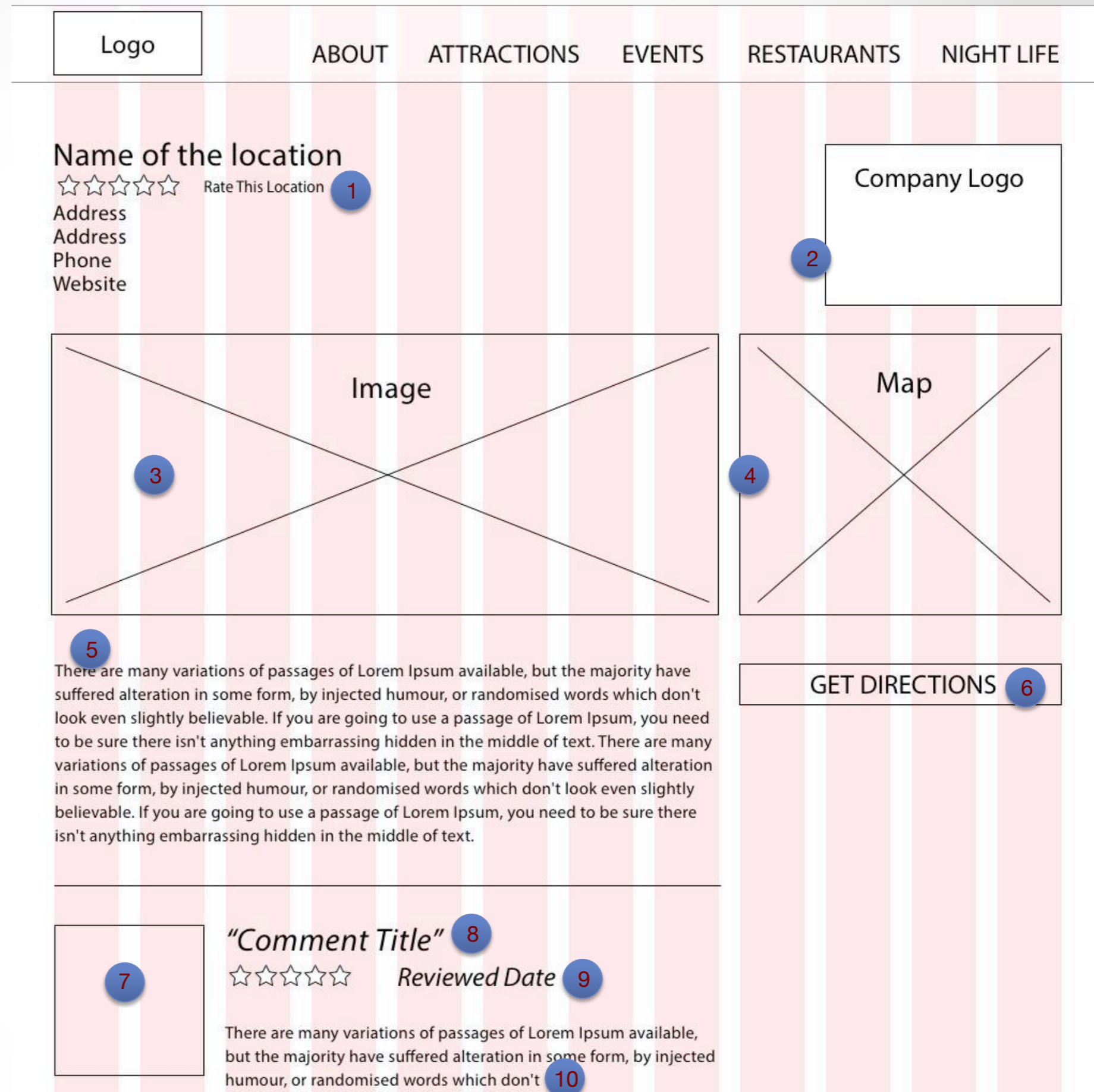
Details

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(Page ID: #.#)

Wireframe Notations:

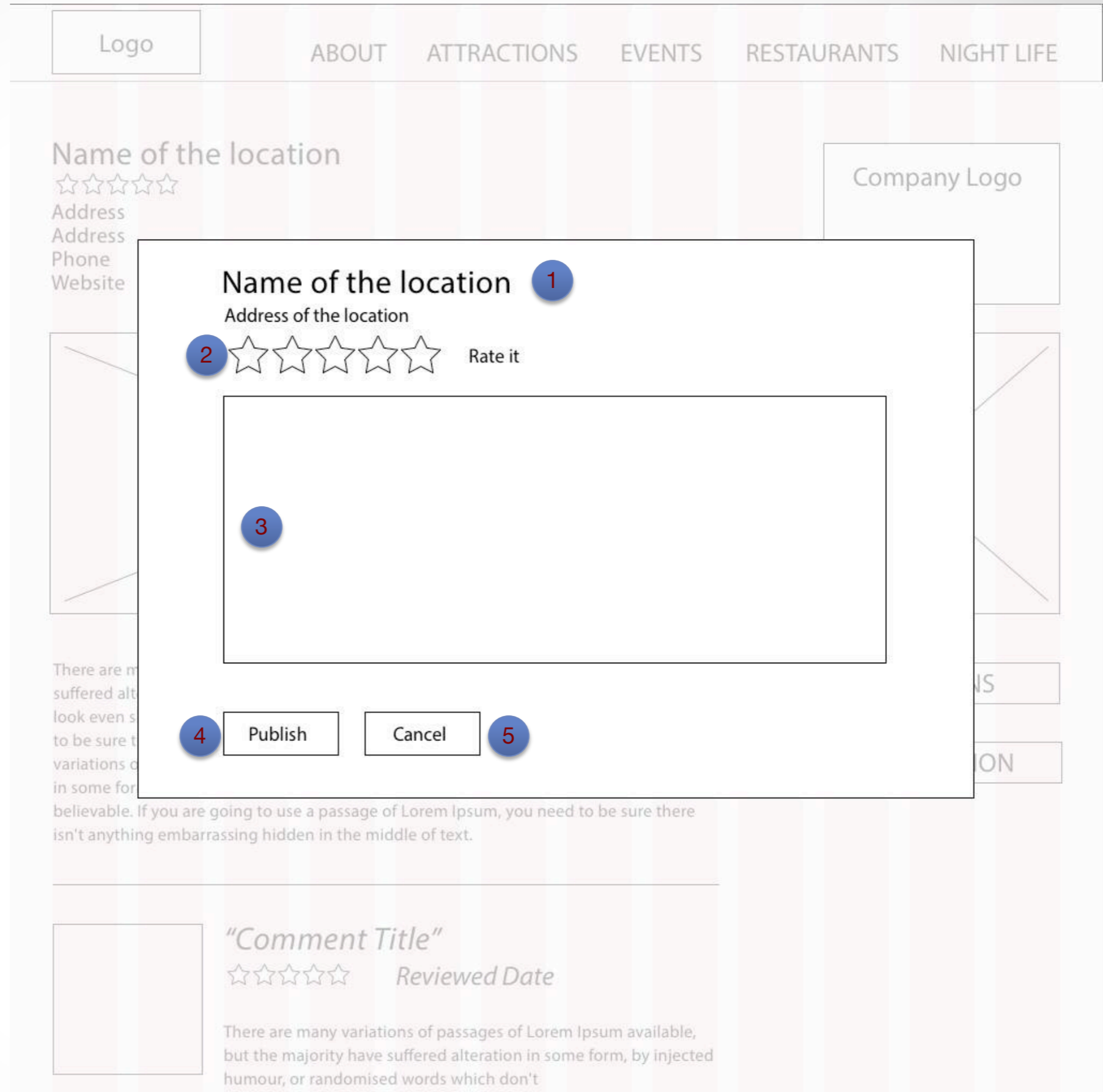
1. Link to rate the location
2. Logo of the location
3. Image of the location
4. Map of the location
5. Information on the location
6. Button to link you
7. Avatar on the person rating
8. Title the person
9. Date that the review was created
10. Review the person created



(Page ID: #.#)

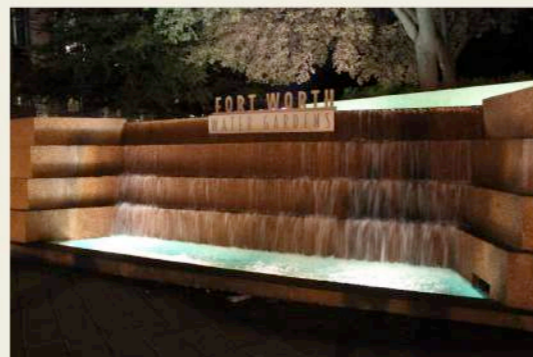
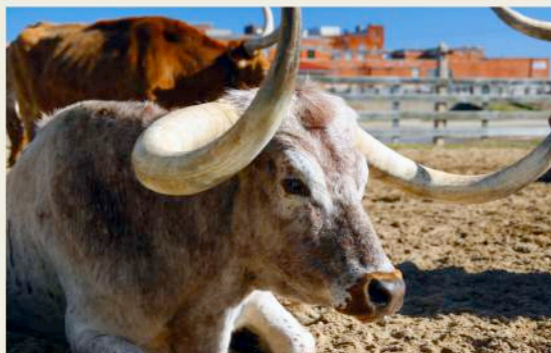
Wireframe Notations:

- 1. Name of the reviewing location
- 2. Rate that you can choose
- 3. Text box where people can input their review
- 4. Button to publish the review
- 5. Button to cancel the review





Welcome to Fort Worth's Visitors Website



Bar Louie

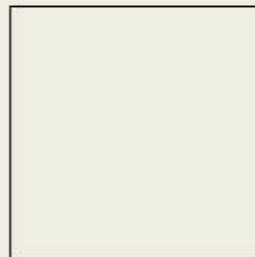
☆☆☆☆☆ Rate This Location

2973 W 7th St,
Ft. Worth, TX 76107
(817) 566-9933
Website



There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

GET DIRECTIONS



"Comment Title"

☆☆☆☆☆ Reviewed Date

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't