Project Title: Seoul Website

OnYou Kang
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1. Project Overview

The goal of my website is to provide general information to the tourists who choose Seoul, Korea as their destination. I had an impression that most of the tourists go to typical touristy destination rather than the places where the locals do.

2. Resources

History and culture of Seoul: https://en.wikipedia.org/wiki/Seoul
Food: https://www.tripadvisor.com/Restaurants-g294197-Seoul.html
Things to do: http://www.timeout.com/travel/features/1143/20-great-things-to-do-in-seoul
Nightlife: https://hungrypartier.com/ultimate-guide-to-clubbing-gangnam-style/

3. Audience

The audience will be the tourists who are potentially thinking of Seoul as their destination. It is targeting more towards the audience who are age of 18-40ish

4. Message

I would like to inform people about fun things to do and great things to eat in Seoul. Under tourism tab there will be three subsections – food, things to do, and nightlife (title changeable). I want to show how young adults in Seoul live and potentially make the visitors to want to experience the unique lifestyle of them.

5. Tone

I'm thinking approachable, relaxed, but excited tone would be great. The ultimate purpose of the website is to make people want to visit Seoul, so I think it should be informative but also engaging.

5. Visual Style

I want the website to look very clean and modern. The first thing that the audience see when they enter the website is a high resolution, nice picture of Seoul so that they would get a brief idea of what the place that they are planning to visit looks like. The choice of the image will be very important since that will be the first impression. Otherwise, generally it should have vibrant, clean, and modern visual style.