

A Trip to
Tuscany

Problem:

Get the client to Italy where there are no problems.

Client (me) wants a personalized web page for their trip to Tuscany this summer with a personalized itinerary of locations within a 45-minute drive from their Airbnb.

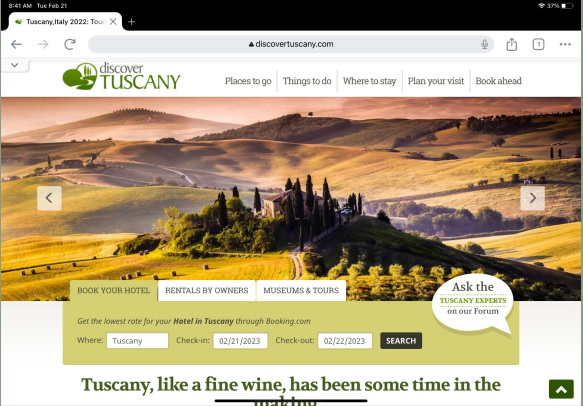
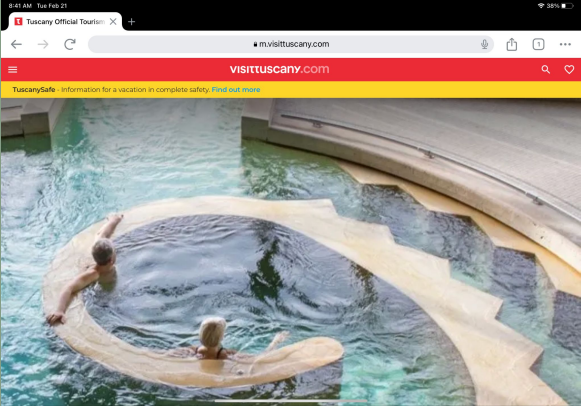
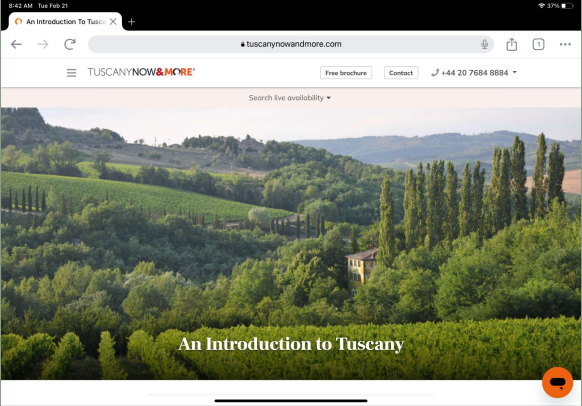
They are tired of having to narrow down information from travel sites and just want a streamlined “to-do”

Content Breakdown:

I will provide the client with 5 cities within set travel limits and curate a personalized daily itinerary Of parks, landmarks, gelotos, and meals.


Competitive and Inspirational Research

0.3

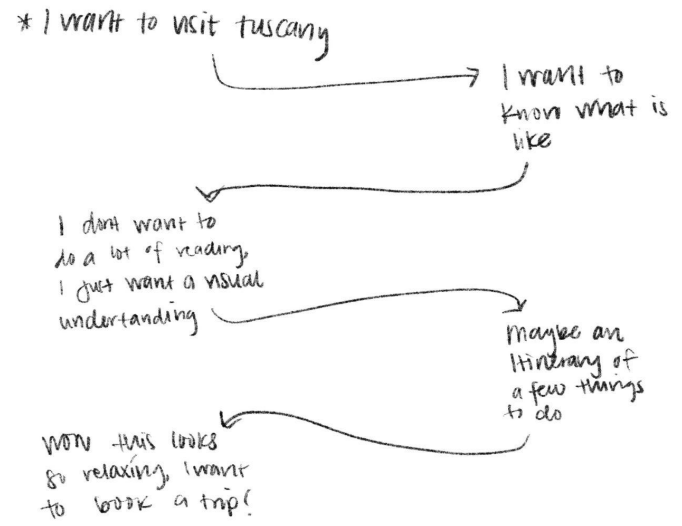


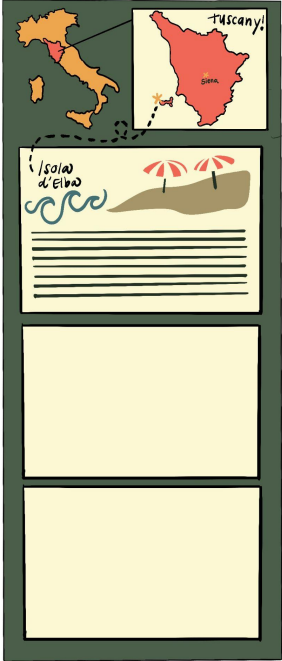
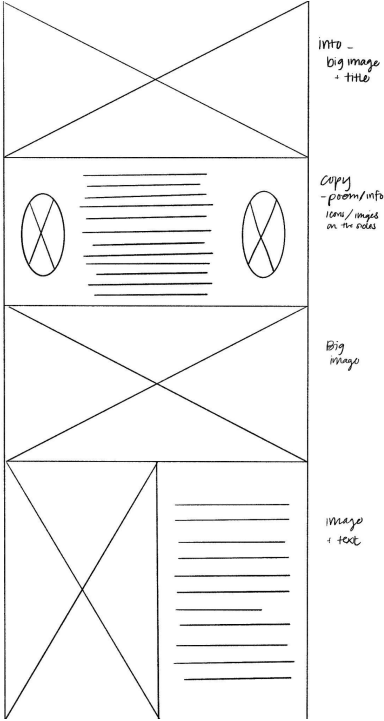
freewrite/word vomit

tuscany	Italy
landscape	postcard
visit	vacation
travel	passport
Blog	to-do's
inpo	pinrest
olives	wine
bus	car
transport	love
airbnb	cobble stone
trees	roads
old	history
recommendations	

Brainstorming 

mind map

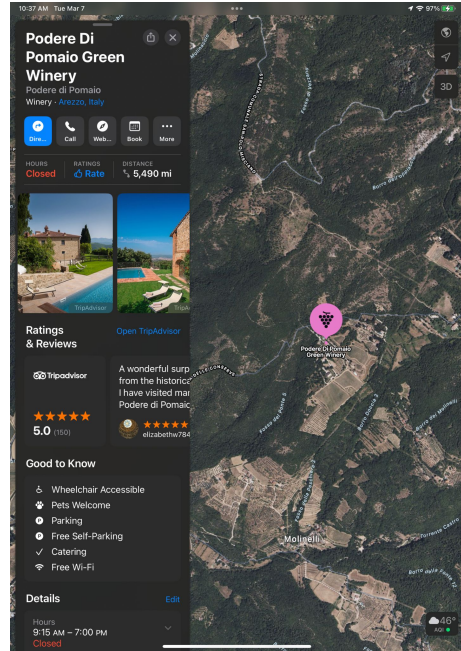
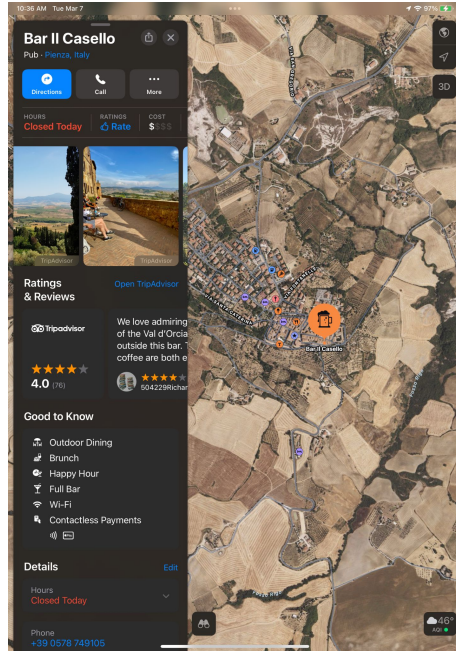
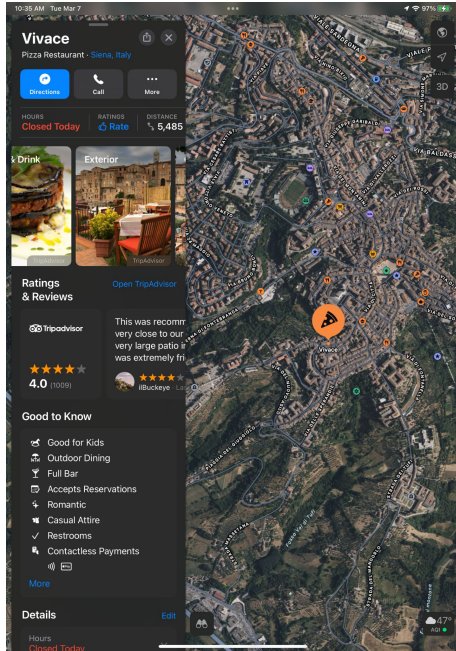


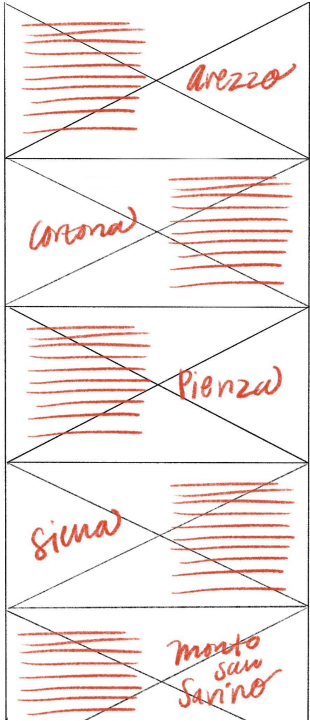


SVG
-
Finn

relative
pos.







Content Breakdown:

I will provide the client with 5 cities within set travel limits and curate a personalized daily itinerary Of parks, landmarks, gelotos, and meals.

User Experience Testing

After user testing on my peers I needed to work on legibility, and having clearly defined transitions between locations.