

## THINKING LIKE A TRAVELLER

1. What are your interests and motivation for travel? Why do you travel and when? What kinds of locations, and what activities provide the benefits you are seeking when you travel? What kind of people would you like to encounter?
  
  
  
  
  
  
  
  
  
  
2. Which search engine do you use? \_\_\_\_\_
3. List five keyword combinations, in the order you would use them, to search for your Ideal Trip
  - (a) \_\_\_\_\_
  - (b) \_\_\_\_\_
  - (c) \_\_\_\_\_
  - (d) \_\_\_\_\_
  - (e) \_\_\_\_\_

If the search engine delivered the ideal search result:

3. What would the Headline be?
  
  
  
  
  
  
  
  
  
  
4. What sort of things will lend credibility to the experience provider?

5. If there was the ideal picture on the page, describe it in as much detail as possible?

6. If there was a video on the site, what would you hope to see and hear when you press play? How long would it be?

7. What sort of Web site content would really disappoint you as you plan this experience?

***Reflection:***

Who are your ideal guests? Why?

How well does your Web page empathize with your Ideal Guest? Some of the people in this room? What sorts of web content can you add to your site to enhance the visitor "Experience?" What resources do you need?