

# **Ireland Study Abroad Website Planning**

**Kaylan Wood / Fall 2017**

# 01/ Analysis

## Purpose of site

The purpose of the site is to inform JMU students interested in the *Ireland: Media, Culture, and Society* program about what the trip looked like in the summer of 2017, as well as providing a record to those who attended the trip previously. The site will hopefully encourage people to want to apply to the program and give greater detail to what the program entails (i.e. cities and landmarks visited, content of the courses). Getting more information about the program to students in an engaging way will likely increase student applications and up overall interest in the program. As for the students who are alumni of the program, this website will act as an easy reference to look back to for nostalgia sake.

## What does the site offer

The site serves two functions: promotion and acting as a historical record. The site aims to promote the specific JMU study abroad program to undergraduate students. It will act as an informational site regarding the program to give further details that one may not see on the program's page on the Office of International Program's website. The site will offer students a closer look at the program and show them exactly what they can gain from it in terms of it what makes it unique and special compared to the other programs they could choose from. And as for its purpose as a historical record, students who attended the trip in the past can use it to relive their trip, as well as sharing it with family and friends.

## Key messages

The primary message of the site is that the *JMU Ireland: Media, Culture, and Society* program is a once-in-a-lifetime experience that every JMU student should have the opportunity to partake in through its cultural and social impact on students. The secondary message of the site is how amazing of a country Ireland is due to its beauty, culture, and people and should be visited by all. And lastly, the tertiary message is how much fun the previous students on the trip had, as well as the great amount they gained from it. The primary message will be made a focal point through the use of photographs, as well as videos, of the trip as well as personal testimonies from past students to specifically show students the opportunities the program gives.

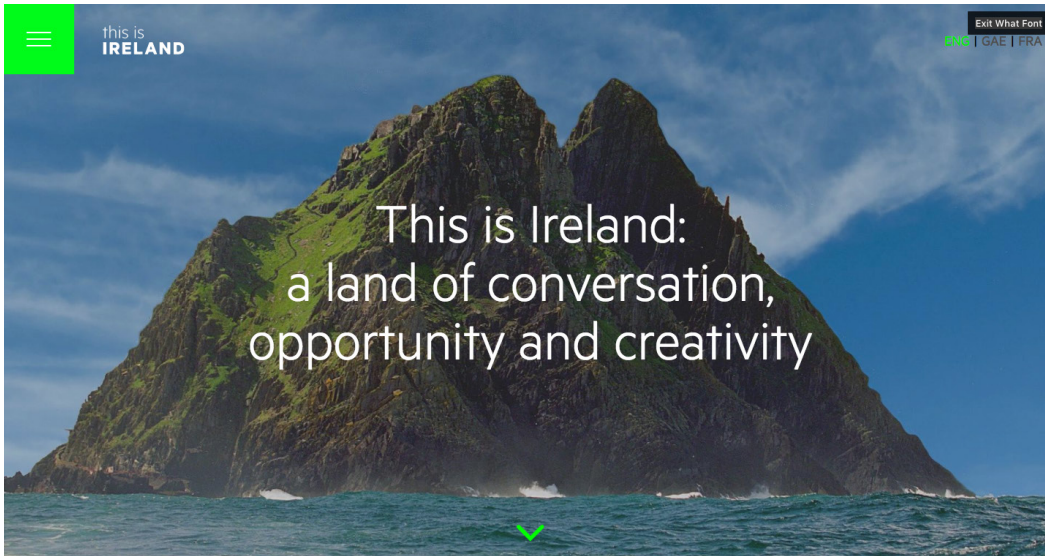
## Competition

Fortunately, since this site is aimed to such a small audience (i.e. JMU students), there isn't a lot of competition. There is the current OIP site with additional information about the program, as well as information about other programs at JMU, but that wouldn't be a competitor to this site, rather more like a complementing site. Not having much competition leaves a lot of room for individuality and creativity with this site and the guarantee that it will be unique. And for the students using it as a record of their past trip, their no competition at all. The site will be one-of-a-kind to them to take them back to their individual experience.

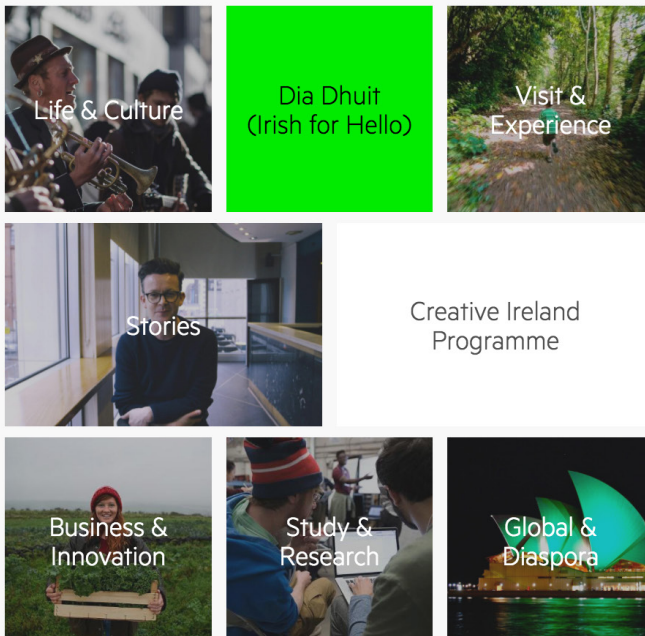
# 01/ Analysis

## Inspiration

[ireland.ie/en](http://ireland.ie/en)



Fáilte. What are you looking for?



# 01/ Analysis

## Inspiration

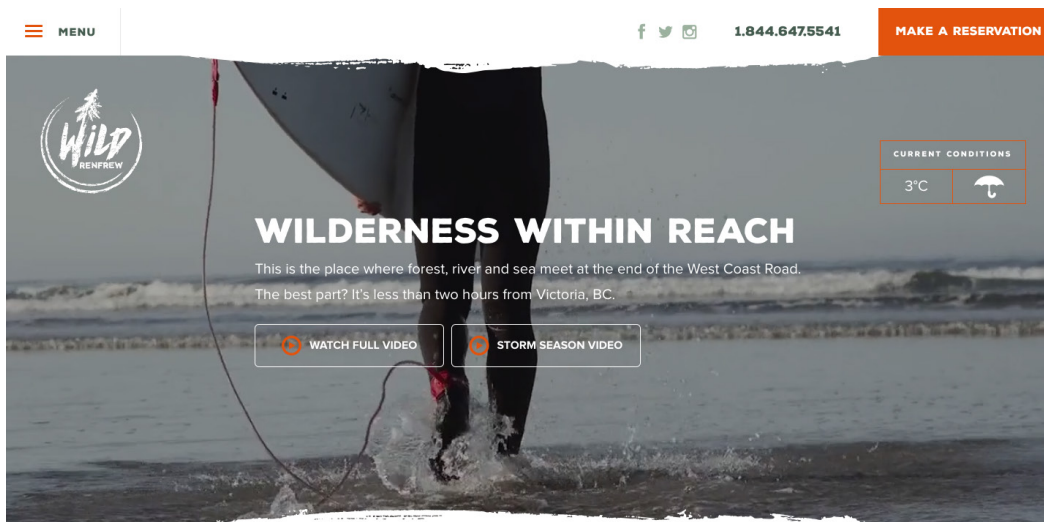
[visithumboldt.com](http://visithumboldt.com)



# 01/ Analysis

## Inspiration

wildrenfrew.com




**WILDERNESS WITHIN REACH**

This is the place where forest, river and sea meet at the end of the West Coast Road. The best part? It's less than two hours from Victoria, BC.

[WATCH FULL VIDEO](#) [STORM SEASON VIDEO](#)

**WILD RENFREW**

[f](#) [t](#) [i](#) **1.844.647.5541** [MAKE A RESERVATION](#)

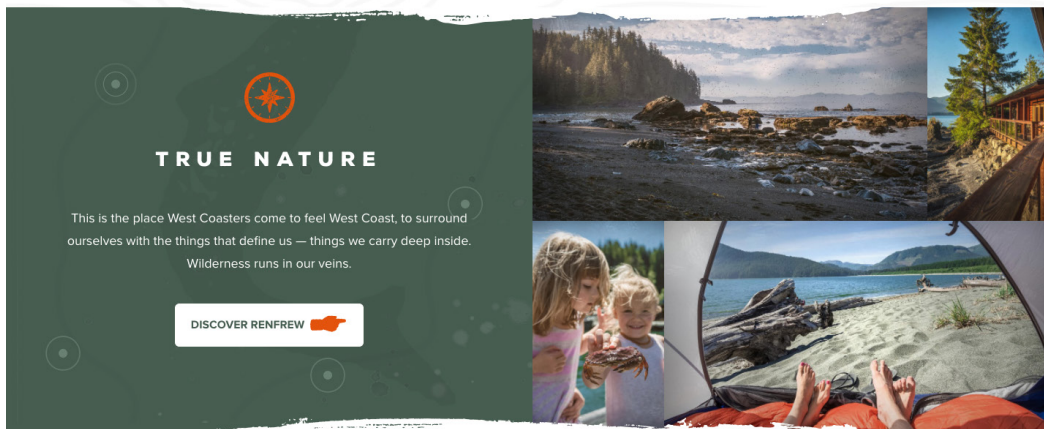
**CURRENT CONDITIONS**  
3°C 



### WHY CHOOSE RENFREW?


Within easy reach of Victoria, Port Renfrew is welcoming, affordable, and wild as you like. Here, you live through your senses: Cedar. Sea spray. Wood smoke. You move with the seasons, currents and tides.


This is gateway to ancient forest, epic hikes and mighty surf — to eagle and Chinook and Sitka spruce. From here, you can trek, paddle, comb the beaches or cast your line.



**TRUE NATURE**

This is the place West Coasters come to feel West Coast, to surround ourselves with the things that define us — things we carry deep inside. Wilderness runs in our veins.

[DISCOVER RENFREW](#) 



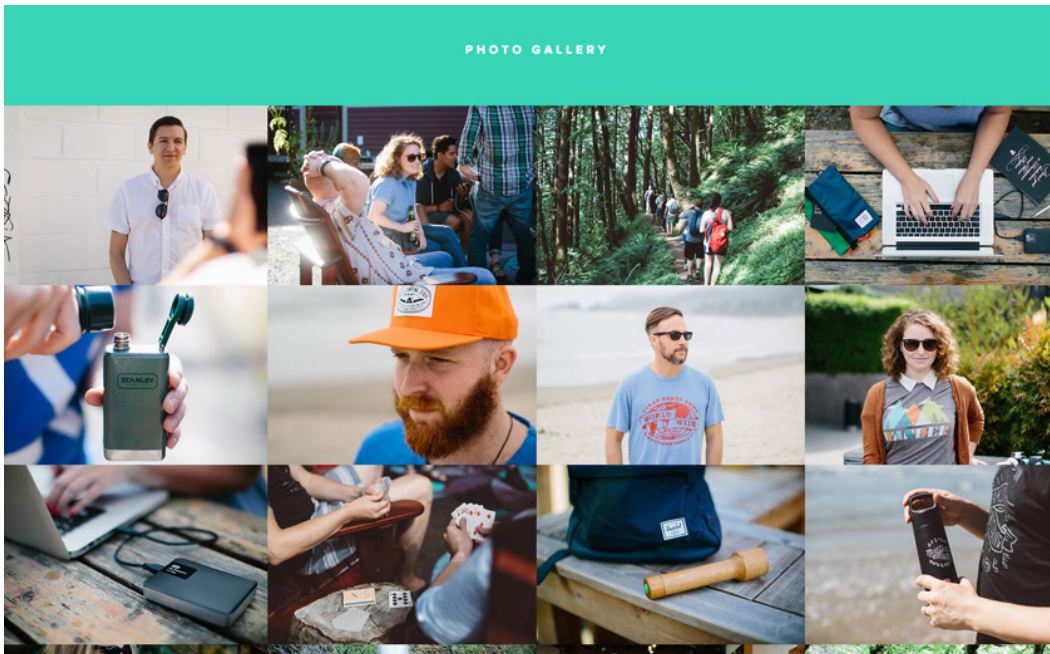


# 01/ Analysis

## Inspiration

### Designer Trek Portland 2015

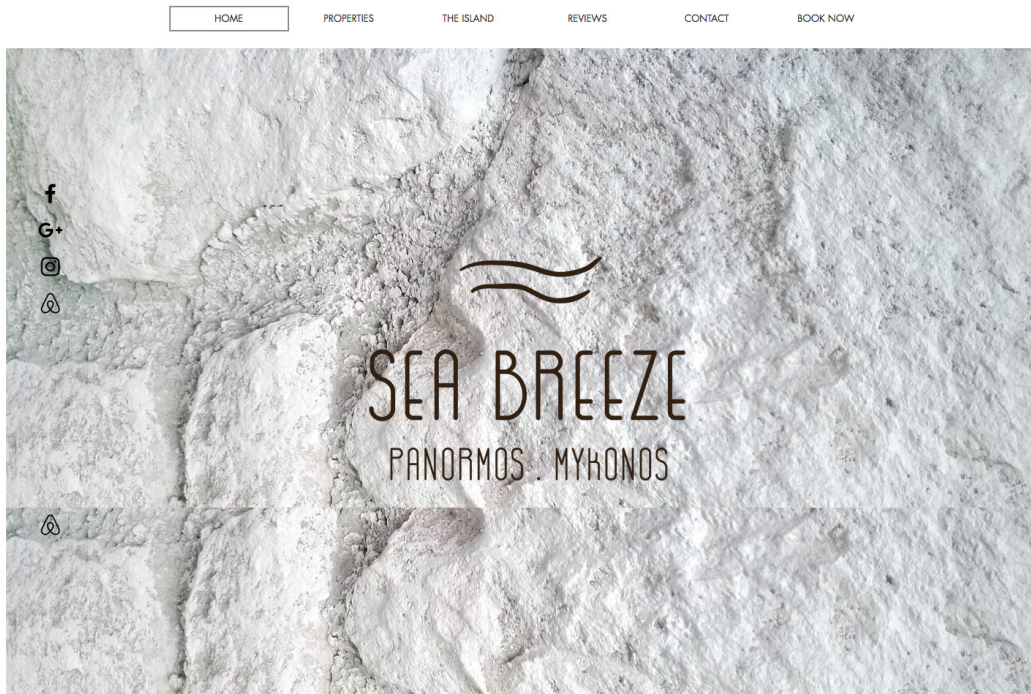
<https://www.thebestdesigns.com/designs/designer-trek-portland-2015-recap>



# 01/ Analysis

## Inspiration

seabreezemykonos.com



Check in: DD MM YYYY | Check Out: DD MM YYYY | Adults: 1 | Kids: 0 | Search



### Properties

Sea Breeze Panormos is comprised of four beautiful properties, designed in classical Cycladic style, with whitewashed walls combined with stone, lending a truly authentic island feel.

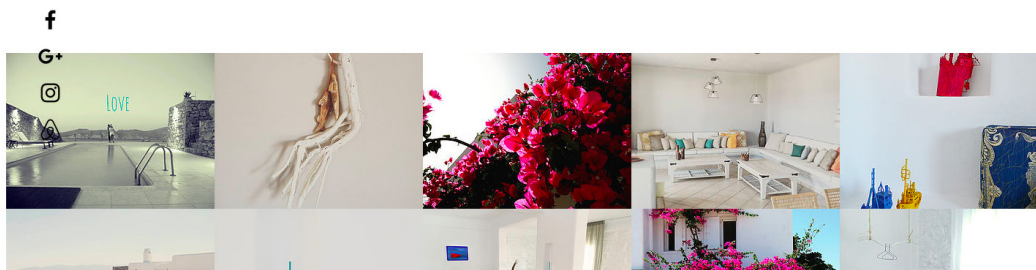
Our properties are a hillside hideaway which captivates guests with its breathtaking location over Panormos beach in Mykonos and the wonderful sea view.

A magnificent pool is located just few steps away on the side of the premises. The tranquil pool lounge furnished with modern stylish sunbeds and a large white pergola, invites guests to bask and enjoy the fantastic scenery and the stunning views of Panormos beach and the Aegean Sea.

Sea Breeze Panormos is an ideal place if you are looking to combine the island's nightlife with the need for a peaceful and quiet place to stay.



Villa Sun Stone Salt Sky



# 02/ Target Audience

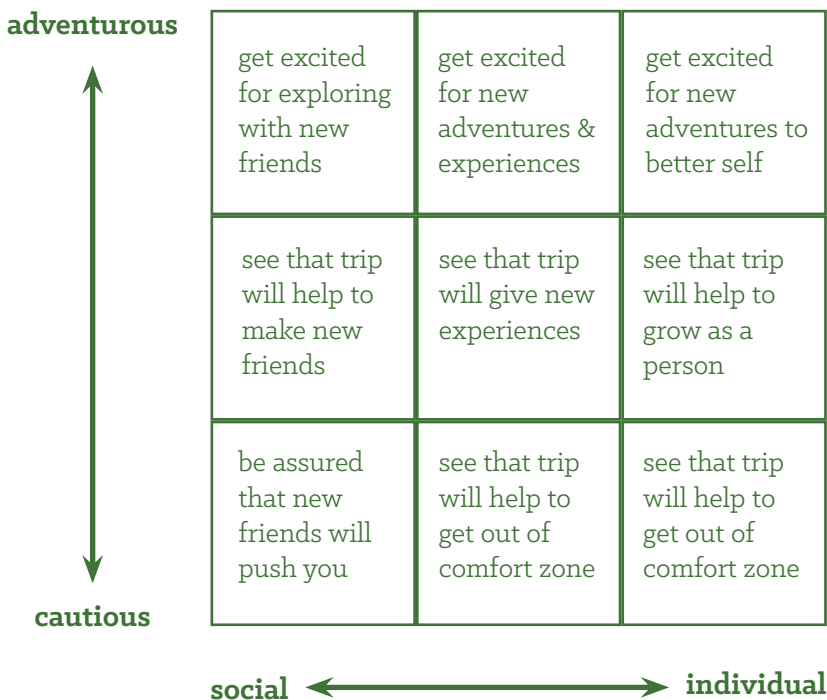
## Target audience

The primary target audience of the site is JMU undergraduate students who are interested in studying abroad. More specifically, JMU students with majors in Media Arts & Design, English, or Anthropology/Sociology since the program is more aimed to those majors, but it isn't limited to those specific majors. The secondary audience is the students who attended the trip previously, who are also JMU students with majors in the same fields.

## Demographics

The typical demographics of the audience are millennials between the ages of 18 and 22 years of age and of all genders. Being millennials, the audience is very Internet savvy and tech savvy as a whole. The audience will most likely have high-speed Internet, since JMU provides high-speed Internet on-campus and most off-campus residences also have it. As a trend, most millennials tend towards using Google Chrome or Safari as their primary Internet browsers, but may vary in the brand of their devices. Most JMU students tend to have more Apple products (i.e. iPhones, MacBooks, iPads), but some do have PCs and Android products. As for socio-economic status, it ranges based on parental financial assistance. Many students receive finances from parents to cover tuition, room and board, textbooks, etc., while many are qualified for financial aid and are responsible for many of their own finances. Because of the variance in financial assistance for JMU students, it's difficult to make overall assumptions as to their general socio-economic statuses.

## User group model matrix





# 02/ Target Audience

## User persona



## Sierra Williamson

**Age: 21**

**Gender: Female**

**School: James Madison University**

**Major: Media Arts & Design**

**Year: Junior**

***“I really want to study abroad in Ireland, but I’m not sure what the trip entails. I’d love to have a clearer idea of what to expect.”***

### Summary

Sierra is a junior at James Madison University who is interested in studying abroad next summer. She is a media arts and design major with a minor in creative writing that would love a trip related to her academic interests as well as something that’s a new adventure. She’s always wanted to go to Ireland, so she researches all the study abroad programs JMU has to offer and finds the *Ireland: Media, Culture, and Society* program, but finds that she has still has questions.

### Goals

Sierra finds that while JMU doesn’t give a ton of information regarding the specifics of the trip and doesn’t just want to take a leap of faith on it. She wants to find out the specific places they’ll visit in each city, as well as where they’ll be staying, what projects they’ll do in the classes, as well as other cultural experiences. She’d love to see a snapshot of what the trip looked like in previous years to get a better idea of what to expect to make the most informed decision about which program to choose for her study abroad.

### More Information on Sierra

#### Technological skills

Expert

#### Technological tools

Mobile Phone  
Laptop

#### Internet use

Very Often

#### Usability Preferences

Engaging  
Informative  
Intuitive

# 03/ Goals & Objectives

---

## Goals

- Provide information to students seeking study abroad opportunities at JMU
- Create a record of the of the Summer 2017 Ireland trip for the students and professors that were a part of it
- Showcase what the country of Ireland has to offer to entice people to travel there

## Objectives

- Use multimedia (i.e. pictures, videos, interviews) to entice students to want to go on the trip and visit Ireland in general
- Create a timeline of events to give a clear idea of what to expect/what happened on the trip
- Give information about how to apply and links to application to make applying to the program easier