

# Creative Brief

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## Topic: Oahu Hawaii

### 1. Project Overview

The goal of this website is to inform users who are interested in Oahu about the history and current things to do there. The website is mostly targeted at users who are planning a trip to Hawaii and wish to learn more about Oahu before going. The website includes things to do, places to visit, and foods to eat.

### 2. Resources

Since each page includes a lot of information, many different websites will be used to gather information. The description for each topic doesn't have to be long. Included are sample websites with basic information and the important topics to include on each page:

Home: <https://www.gohawaii.com/islands/oahu>

History/Land: <https://en.wikipedia.org/wiki/Hawaii>

Things to do:

- Snorkeling
  - Hanauma Bay
- Luau
  - Polynesian Cultural Center
- Surfing
  - Waikiki
  - Waimea Bay
- Hiking
  - Seven Falls Hike
  - Three Peaks / Olomana Trail
  - Maili Pillbox Hike

<https://www.journeyera.com/10-best-hikes-on-oahu/>

Iconic Places to visit:

- Pearl Harbor
- Diamond Head
- North Shore
- Ala Moana

<https://www.tripsavvy.com/top-things-to-do-on-oahu-1533563>

Food:

- Hawaiian Plate
- Poke
- Acai

- Poi
- Lau Lau

<https://www.hawaiimagazine.com/content/20-hawaii-dishes-you-must-try-when-traveling-islands>

Topics to talk about aren't limited to these things, but these are the most important ones.

### **3. Audience**

This should be a fun and very informative site. The site should make the user want to visit Hawaii even more. It's mostly for potential travelers and the demographic can be for anyone.

### **4. Message**

I would really like to focus on how Oahu, Hawaii has so many things to offer. You have beaches, you have mountains, you have urban shopping centers. Oahu doesn't have any exposed volcanoes but can be mentioned. The terrain and culture are so extremely diverse, you can truly experience everything if you visit Oahu.

### **5. Tone**

The tone should definitely be adventures and filled with wonder. The only thing I could think of when describing Hawaii after coming back was, *"It's a whole different world."* I want this message to resonate with the users even before they go.

### **6. Visual Style**

Lots of color, bright and vibrant! Oahu's diversity and many experiences is to be celebrated. The website should have a very warm and glowing feel. A feel of paradise is probably something I'm going for. Lots of greens to represent the mountain and forests and lots of blues to represent the infinite sea. Pictures should be "Instagram" worthy, but the overall style of the website should be clean and modern. Words should be easily legible and information easy to find. Images to use can be found on google or other valid sources.