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I want people to travel through People To People. It is a company that curates trips abroad for students ages 12–26. The focus of the company is to educate students on different cultures, help them develop leadership and communication skills, and to have them make some incredible memories while traveling.

The purpose of my Spark page is a product story.

My story will focus on talking about what happens on a trip with People To People.

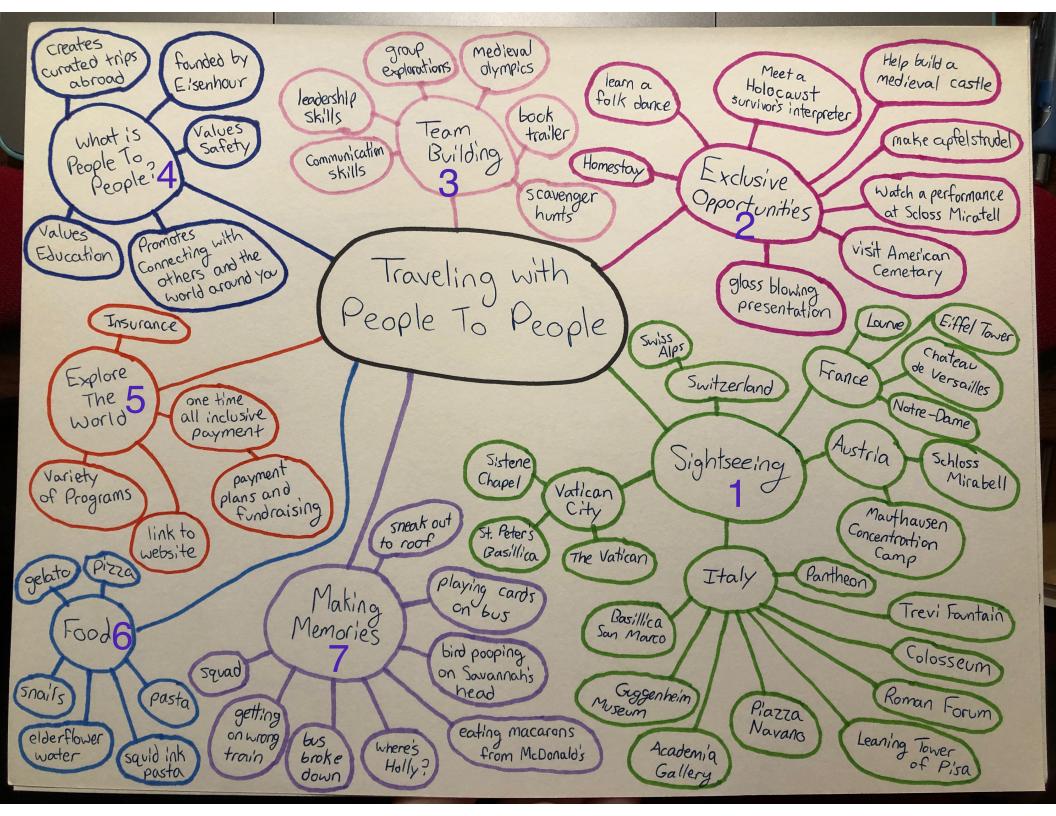
Content

for the Web

Worksheet

Content Discovery: Mapping

Target				
Who is the item for? (audience)	Target Audience: 12 – 26 year olds Product's Job: Tell a story about parts of my trip			
Why: What is the item's job?	abroad Value: learn about different opportunities that can come up when traveling			
Why: What is the value to the audience?				
Plan				
Where will the item be located?	Location: Adobe Spark and peopletopeople.com			
What elements will the content item have? (ex: title, image, date, description, etc. / outline)	Elements: title; descriptions; images; video			
What are the delivery specifications? examples: aspect ratio / dimensions	Delivery+Creation: Adobe Spark			
How will you create the item?				
Design				
Attach layout wireframes – simple squares design thumbnails – graphic detail	Tone: Happy and Fun Color Scheme: Bright Blues; Yellows; Browns Typography: Fun serif for headers and simple sans-serif for body copy Images: Major landmarks; friends; food			
 tone / personality existing brand items color scheme typography graphics images 				



Title Options:	Traveling With People To People:	
	An Unforegettable Experience	

People To People	Making Friends	Curated Cuisines	Fun Activities
Basic overview of what People To People is	I met amazing people with similar interests	People To People prearranges the meals in advance	The activities helped develop my leadership and
What trip I went on	Without People to People I	can purchase snacks on the side	communication skills
images of our group	wouldn't have met my squad	variety of iconic foods	scavenger hunts
	Everyone has each other's backs throughout the trip	get a taste of the culture	farmer olympics
	l relied on my group while traveling	photo grid of food	making apple strudel
			images
	photos of my friends		video - folk dance

Visiting Iconic Places

I get to see a ton of iconic places in a short amount of time

We get to skip the lines

photo grid of different places

Exclusive Opportunities

I got to do things that People To People curated specifically for each trip

Homestay

Build a Castle

Meet a Holocaust Survivor's Interpreter

Schloss Mirabell

photos of us doing the activities

Goal: Sign Up for a Trip With People To People

Explore The World

The Best Parts About Traveling

With People To People

Variety of Programs offered all inclusive one time payment link to website



Worksheet Content Layout: Wireframing

Content Hierarchy:

Content Hierarchy:

Content Hierarchy:

People To People Making Friends Visiting Iconic Places Exclusive Opportunities Fun Activities Curated Cuisines Explore The World People To People

Visiting Iconic Places

Exclusive Opportunities Fun Activities Curated Cuisines Making Friends Explore The World People To People Curated Cuisines Exclusive Opportunities Visiting Iconic Places Making Friends Fun Activities Explore The World