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MACA 2725

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 | | |
|---|--|--|
| <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p> <hr/> | | |
| Plan | | |
| <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p> | | |
| Design | | |
| <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none">• tone / personality• existing brand items• color scheme• typography• graphics• images | | |

Traveling with People To People

2 Exclusive Opportunities

- Meet a Holocaust survivor's interpreter
- Help build a medieval castle
- make cupfelstrudel
- Watch a performance at Schloss Miratell
- visit American Cemetary
- glass blowing presentation

Homestay

learn a folk dance

book trailer

scavenger hunts

3 Team Building

- group explorations
- medieval olympics
- leadership skills
- communication skills

1 Sightseeing

- Switzerland
 - Swiss Alps
- France
 - Louvre
 - Eiffel Tower
 - chateau de Versailles
 - Notre-Dame
- Austria
 - Schloss Mirabell
- Italy
 - Mauthausen Concentration Camp
 - Pantheon
 - Trevi Fountain
 - Colosseum
 - Roman Forum
 - Leaning Tower of Pisa
 - Piazza Navana
 - Academia Gallery
 - Guggenheim Museum
 - Basillica San Marco
 - The Vatican
 - Sistine Chapel
 - St. Peter's Basillica

7 Making Memories

- sneak out to roof
- playing cards on bus
- bird pooping on Savannah's head
- eating macarons from McDonald's
- where's Holly?
- bus broke down
- getting on wrong train
- squad

4 What is People To People?

- Creates curated trips abroad
- founded by Eisenhower
- Values Safety
- Promotes Connecting with others and the world around you
- Values Education

5 Explore The World

- Insurance
- one time all inclusive payment
- payment plans and fundraising
- Variety of Programs
- link to website

6 Food

- gelato
- Pizza
- snails
- elderflower water
- squid ink pasta
- pasta

**Title Options: Traveling With People To People:
An Unforgettable Experience**

**The Best Parts About Traveling
With People To People**

People To People

Basic overview of what
People To People is

What trip I went on

images of our group

Making Friends

I met amazing people with similar
interests

Without People to People I
wouldn't have met my squad

Everyone has each other's backs
throughout the trip

I relied on my group while
traveling

photos of my friends

Curated Cuisines

People To People prearranges
the meals in advance

can purchase snacks on the side

variety of iconic foods

get a taste of the culture

photo grid of food

Fun Activities

The activities helped
develop my
leadership and
communication skills

scavenger hunts

farmer olympics

making apple strudel

images

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

Explore The World

Variety of Programs offered

all inclusive one time payment

link to website

Goal: Sign Up for a Trip With People To People

Content Hierarchy:

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

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