

NOAA Grant #:	NA05NOS4191180	Grant Year:	FY 05	Task #:	51
Agency/Locality:	MPPDC				
Project Title:	Middle Peninsula Coastal Experience Enhancement				

Final Deliverables

V. DELIVERABLES/PRODUCTS

Product #1

Title: Coastal Experiences – Thematic Content 15%

Description: Objective 1: Define criteria for the types of sites that exemplify a “coastal experience” (e.g. working waterfronts, local seafood restaurant and historic coastal towns). PDC staff will take the lead **coordinating** a team of applicable stakeholders from local, state, federal, and NGO’s to assist with developing criteria for sites that will be included as “coastal experiences”. To facilitate scalability, special attention will be given to the long range plan to expand the web site coastal zone wide. Outreach will be initiated using various stakeholders to identify coastal zone wide criteria used to exemplify coastal experience. Coastal zone wide categories will be included and serve as database placeholders for future expansion. Issues that should be considered include: feasibility of inclusion, legality of including private businesses, information availability and consistency with Virginia Coastal Program goals.

Product #1 Deliverable:

Stakeholders included Destination Marketing Organization representatives from six counties and three towns within the Middle Peninsula, staff from the River’s Country Tourism Council, local marketing representatives and staff from the Virginia Coastal Zone Management Program. These stakeholders developed a definition for what constitutes a coastal experience:

What is a Coastal Experience?

A coastal experience site is a destination in the coastal zone that offers the visitor an experience that helps them to understand and enjoy Virginia's coastal resources. Sites have some connection to the water within the coastal zone of Virginia. A connection can be explaining history, natural resources or culture of the coastal areas, providing opportunities for water based recreation or offering the visitor simply a view of the coast, the natural resources and landscapes.

Additionally, the stakeholder group identified broad categories that constitute “Things to do” and “Places to go” within the coastal zone. These categories are representative of typical Virginia coastal tourism activities. Stakeholders identified tourism information database standards to ensure consistency and continuity of information in addition to marketing approaches, target audiences and website features:

CATEGORIES/BROAD HEADINGS

*Basic classification only- for discussion purposes

*Blue	*Green	*Gray
Water Trails	Preserves	Antiques/Antiquing
Marine Salvage	Bike Trails	Museums
Diving	Birding Trails	Art Galleries
Public Access Sites	Camping	Rental
Fishing	Campgrounds	Courthouse
Pier	Tent Camping	Music
Charter	Real Estate (link)	African American
Commercial	Cemeteries	VA Indians
Salt	Genealogy	Military
Fresh	Battlefield	Ghost/Haunted
Coast Guard	Winery	Schools
		Churches

Final categories were set using nouns (e.g. "Places to Go) and verbs (e.g. Things to Do).

Things To Do

Fishing

- Saltwater
- Surf
- Freshwater
- Charter
- Commercial

Boating

- Motor
- Cruises
- Sailing
- Canoe & Kayak
- Rentals

Outdoor Activities

- Biking
- Hunting

- Camping
- Water Sports
- Sightseeing
- Wildlife & Gardens
 - Bird & Animal Watching
 - Nature & Eco Tours
 - Gardening
- Culture
 - Festivals & Events
 - Art, Music & Performances
 - Shops & Antiques
 - Family Activities
 - Relaxation
 - Learning & Education
- History & Genealogy
- Wining, Dining & Lodging

Places To Go

- Water Access & Services
 - Marinas
 - Docks
 - Boat Ramps
 - Piers
 - Public Access
 - Beaches
- Trails
 - Water
 - Bike
 - Bird
 - Walking
 - Historic
 - Capt. John Smith
 - Scenic Areas & Drives
 - Virtual
- Beaches, Parks & Preserves
- History & Heritage
 - Historic Sites & Battlefields
 - Cemeteries
 - Courthouses
 - Schools
 - Churches
 - Military & Coast Guard
 - Ghosts & Hauntings
- Culture
 - Markets & Shops
 - Museums & Galleries

Theaters
Restaurants, Wineries & Accommodations
Campgrounds
Bed & Breakfast
Hotels & Motels
Restaurants
Wineries

Virginia's River Country Coastal Experience Website Types of Information

Required

Destination/Experience Name

Contact Information

911 Address or Closest 911 Address w/ a check box to indicate "closest 911 address"
(this is in the case of destinations that do not have an assigned 911 address. If "closest 911 address" is selected then the Special Instructions/Comments in the optional section below should be required) **FOR EXAMPLE- PUBLIC BOAT RAMP**

Short Abstract (for displaying on search results list)

Full Description

Keywords

CEW Categories

Days/Hours/Season of Operation

Cost

Map

Related/Area Destinations

Date Added (this should be auto filled in by the form)

Date Updated (this should be auto filled in by the form)

County/Town

Contact Responsible for Data

Handicap Accessible (Yes/No checkbox)

Optional

URL

Reservation Phone Number

Picture(s)

Special Instructions/Comments

Payment Methods Accepted

Special Designation/Distinction

Family Friendly (Yes/No checkbox)

Pet Friendly (Yes/No checkbox)

Self-Directed (Yes/No checkbox)

TARGET AUDIENCE?

Is there a target audience or group?
We'll select this via sticking dot approach at Meeting #2. These results will support the selection of a marketing approach.

- Driving In
- Family Size?
- Median age?
- Boating In
- Snowbirds
- Family boaters
- Ecotourist
- History buffs
- Locals/nearby/day trippers
- VTC site

Marketing Approach:

Who could the site be marketed towards?

- Family-friendly
- Pet-friendly
- Casual/relaxing
- High adventure
- Honeymooners/couples
- Disabled-accessible
- others

Website Features-

What are some possible technological features of the site?
We'll select this via sticking dot approach at Meeting #2

- Photos
- Mapping
- Expanding menus
(with marker)
- Essay Travel Log/articles
- Volcano _____
- Mini sites

Product #2

Title: Identify Primary Coastal Experience Sites 15%

*Description: Objective 2: Create a list of “coastal experience” sites. PDC staff will take the lead and **coordinate** a team comprised of the RCTC, Access Authority, Local Govt representatives to apply criteria developed under Objective #1; create a list (and screen) of specific “coastal experience” sites for eventual inclusion in the online resource created to support the project goal.*

Product #2 Deliverable

MPPDC Staff in partnership with the Virginia River Country Tourism Council identified representatives from each project participating jurisdiction (six counties and three towns). The Virginia River Country Tourism Council took the lead to ensure the locality representatives were the appropriate representatives to address tourism database needs. The responsibility of applying the “Coastal Experience Website

Locality Designee

Mathews--Bobbi McElroy	mvcic@mathewsva.com
Gloucester--Jenny Graziano	jgrazian@gloucesterva.info
Tappahannock--Linda Lumpkin	Llumpkin@crosslink.net
Middlesex--Marcia Jones	Mj@co.middlesex.va.us
Essex--Linda Lumpkin	Llumpkin@crosslink.net
King and Queen--Ron Hachey	Rhachey@kingandqueenco.net
King William--Katy Lloyd	klloyd@kingwilliamcounty.us
West Point--Neal Barber	nbarber@west-point.va.us
Urbanna--Diane Franck	Urbanna@gvtech.net

Locality designees agreed to apply definition of what constitutes a coastal experience (definition developed in Product #1) to all data entered into the website.

A coastal experience site is a destination in the coastal zone that offers the visitor an experience that helps them to understand and enjoy Virginia's coastal resources. Sites have some connection to the water within the coastal zone of Virginia. A connection can be explaining history, natural resources or culture of the coastal areas, providing opportunities for water based recreation or offering the visitor simply a view of the coast, the natural resources and landscapes.

Product #3

Title: Coastal Experience Web Publishing 70%

Description: Objective 3: Populate the online resource created above with “coastal experience” sites. A consulting team will be contracted to design and implement a server side-backend application containing relational database of coastal experience content material. Establish a technology advisory committee to assist the consulting team with understanding scalability issues associated with the project. It is estimated that the Middle Peninsula portion of the relational data base will hold 100-200 text based records (video, pictures and other supporting graphics will reside outside of the relational database). The database will be scalable for eight coastal PDC’s at 200 text based records each. It is anticipated that MS Access or MS SQL (database management system) two cost effective tools for relational database management system produced by Microsoft could be utilized for this effort.

Design and implement a web based client side-front-end application facilitating coastal experience trip planning content. Both applications will use best available technological tools such as ASP, XML, Cold Fusion, Java Script, and Flash. These applications will serve as education, outreach and tourism tools. Based on the sites identified under Objective 2, populate the application with information on these sites. Field work will be conducted to the greatest extent practicable to include digital pictures, correct driving directions and other enhancements. Marketing of this site as a **training and outreach** tool will be included. Two workshops will be held with local government officials and tourism specialists to enhance awareness of the tool. Workshop# 1 will allow user comments. Workshop #2 will include site modifications based on the findings of Workshop#1. Once beta testing is complete and the site is live, RCTC will market the site through various electronic and paper media outlets, including local and state travel guides, state travel centers, parade magazine, direct mailing and fulfillment packages. RCTC purpose is marketing; rest-assured the site will be marketed.

The final deliverable will include a functional, user group tested coastal experience web application. A final report on the project methodology, project **coordination, training and outreach, transferability**, lessons learned, Middle Peninsula site content maintenance plan and recommendation for expansion to other regions.

Continued next page-

Product #3 Deliverable- Middle Peninsula Coastal Experience Website

The Consulting firm of Vanguard Web studios was selected to develop the Coastal Experience Website project. The following will be a brief description of the Middle Peninsula Coastal Experience Website Project including a discussion of the functional site, user group tested web application, lessons learned, and Middle Peninsula site content maintenance plan.

Main Coastal Experience Front Page- Temporarily housed at: <http://www.vwebstudios.com/clients/coastal/ProtoType/index.php> until the <http://www.visitrivercountry.org/> website domain is transferred to Vanguard Web studios, project consultant. In small rural communities the simplest technological activity can become complex and problematic. Switching a domain name from a small internet service provider (ISP) to another ISP is slow moving.



Bed and Breakfast example page



Specific Bed and Breakfast Experience: Airville Plantation

COASTAL EXPERIENCE

WHERE TO STAY | WHERE TO DINE | WHAT TO SEE & DO | ABOUT US | TRAVEL SUPPORT | EVENTS & NEWS

Home > Where to Stay > Accommodations > Bed & Breakfasts > Airville Plantation

Airville Plantation

Address
4423 T. C. Walker Road
Gibsonville, VA 23064
804-634-0287
info@airvilleplantation.com
www.airvilleplantation.com

Description
The original gambrel roofed two-story home was built in 1756 by John Dixon Sr, a local dergy man. In the early 19th century, a large three-story addition was erected, including a lowering spiral staircase which begins in the fourth entrance and continues to the third floor. National Historic Register Plantation. Your hosts, Larry and Katie Cohen, are waiting to make your visit memorable. For complete information and photos of Airville Plantation, visit their website. Credit cards not accepted, personal checks welcome. Rates \$125 to \$160.

Other Local Destinations

Where to Dine	What to See & Do
Seaside's Oysters Restaurant & Tavern	Mathen's Antiques
Rivers Inn Restaurant & Crab Dock	Liborne Lane Antiques
888-waters on Rain	Made in Mathews Open Studio Tour
Anna's Italian Restaurant	Holly Hill Antiques
A & H Country Kitchen	Mathews Bicycling Routes

Options
Add to Bag
View Map

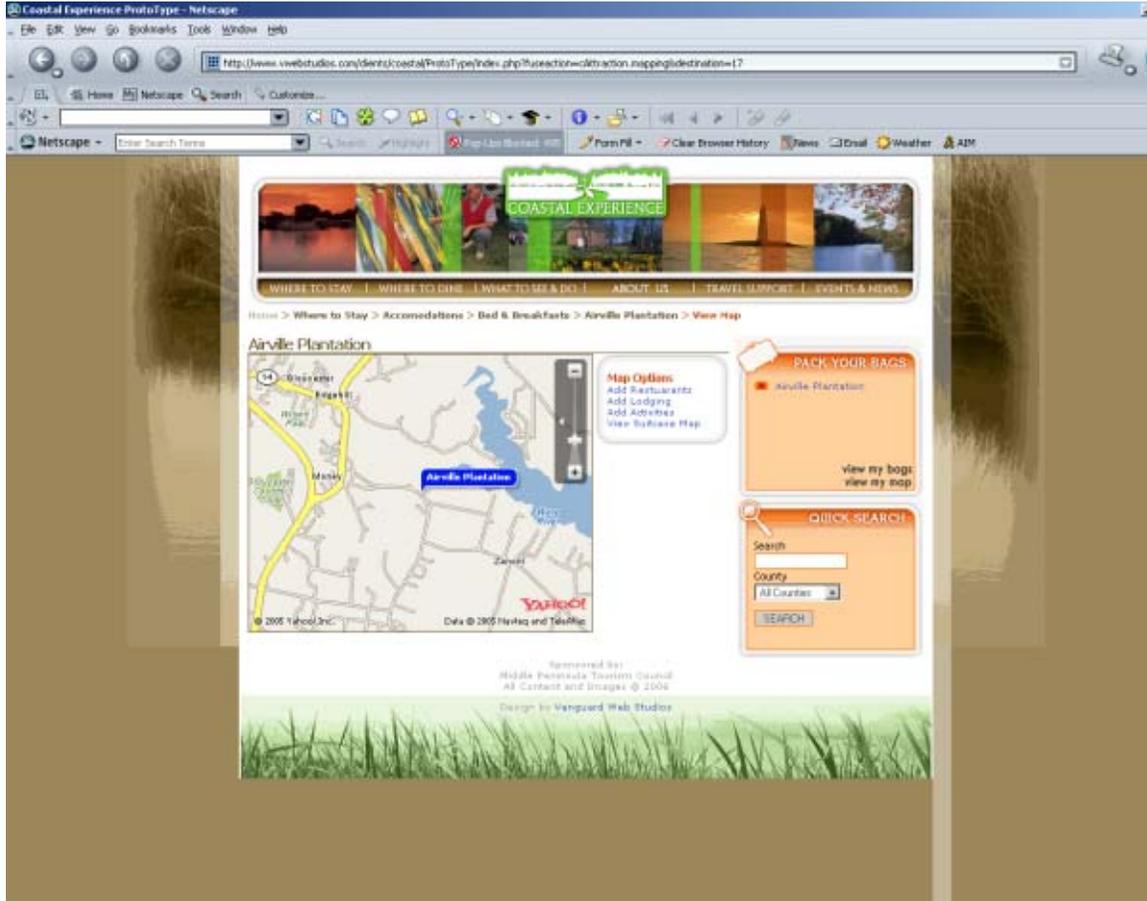
Other Info
Mailing Address: 4423 T. C. Walker Road, Gibsonville, VA
Reservation Info: 804-634-0287
Price: \$555/night
Season Start Month: Year-round
Season End Month: Year-round
Sleeps: 2 beds and owner's cottage
Check-in Time: 16:00
Check-out Time: 11:30
Food Served

PACK YOUR BAGS
Use us to plan your trip!
Simply locate items that interest you...
Add to your suitcase
View your suitcase map
Print your selections or
Email them to friends
...and I'll keep track of your itinerary along the way.
Start by checking out things to do.

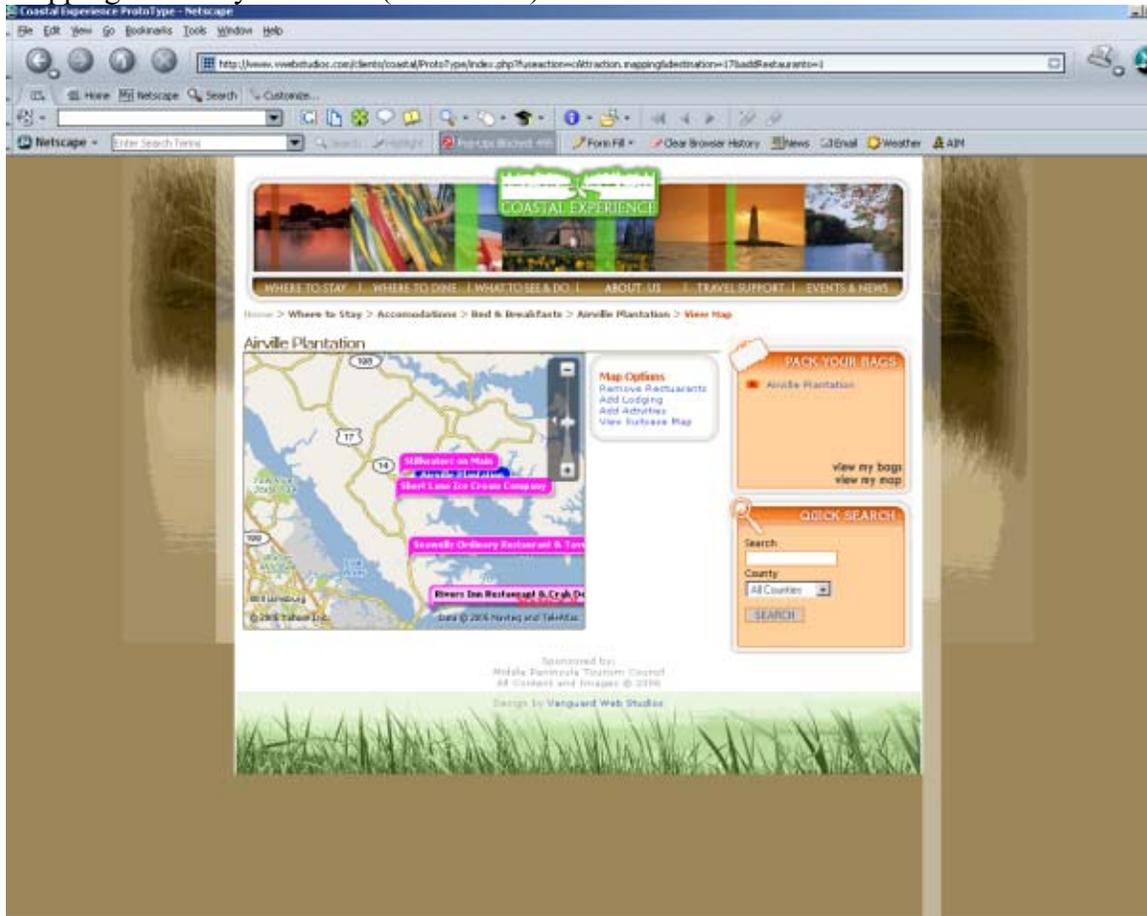
QUICK SEARCH
Search:
County:
All Counties
SEARCH

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Middle Peninsula Tourism Council
801 Carleton and Images © 2006
Design by Vanguard Web Studios

Web Page Tools- Mapping Options for Airville Plantation



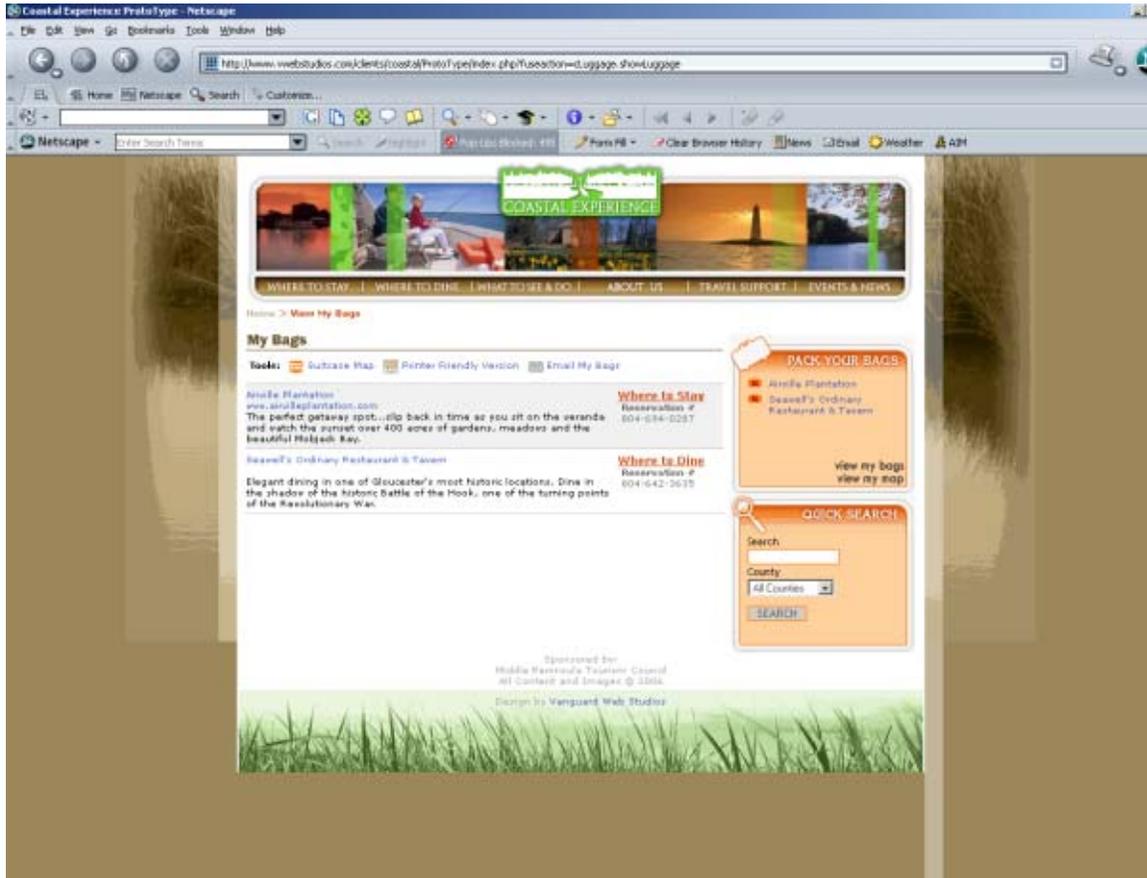
Mapping of nearby activities (restaurants) to Airville Plantation



Illustrating the "Pack your Bags Feature"



Viewing My Bags Utility: Illustrating where to stay and where to dine



My Suitcase Map Example:

The screenshot shows a Netscape browser window with the following elements:

- Browser Title Bar:** Coastal Experience Prototype - Netscape
- Address Bar:** http://www.vwebstudios.com/clients/coastal/ProtoType/index.php?fuseaction=Map.showMyMap
- Navigation Bar:** Home, My Netscape, Search, Customize...
- Search Bar:** Netscape logo, Enter Search Terms, Search, Highlight
- Utility Bar:** Pop-Ups Blocked: 4/95, Form Fill, Clear Browser History, News, Email, Weather, AOL
- Page Header:**
 - Logo:** COASTAL EXPERIENCE
 - Title:** My Suitcase Map
 - Created:** 11/26/2004
- Tools:** Print
- Map:** A map of the coastal region of Virginia, showing roads, water bodies, and two highlighted locations in pink boxes:
 - Acorn Plantation**
 - Swanell, Ordinary Postage and Tavern**
- Map Footer:** © 2005 Yahoo! Inc. Data © 2005 Navteq and TeleAtlas

Example of the Utility: Email My Luggage

The screenshot shows a Netscape browser window with the address bar containing the URL: `http://www.webstudio.com/client/coastal/PhotoType/index.php?function=EmailLuggage`. The browser interface includes a search bar, navigation buttons, and a status bar at the bottom.

The website content features a header with a banner image and navigation links: [WHERE TO STAY](#), [WHERE TO EAT](#), [WHAT TO SEE & DO](#), [ABOUT US](#), [TRAVEL SUPPORT](#), and [EVENTS & NEWS](#). Below the banner is a breadcrumb trail: [Home](#) > [View My Bags](#) > [Email My Bags](#).

Email My Luggage

Email your luggage to a friend, family member, or travel partner. Please don't forget to use our handy note feature to include notes about your luggage.

Your Name:

Email Address to Send to:

Notes:

Options:

Email Type: HTML
 Include Pictures w/ Email

PACK YOUR BAGS

- Avilla Plantation
- Seaside's Ordinary Restaurant & Tavern

[view my bags](#)
[view my map](#)

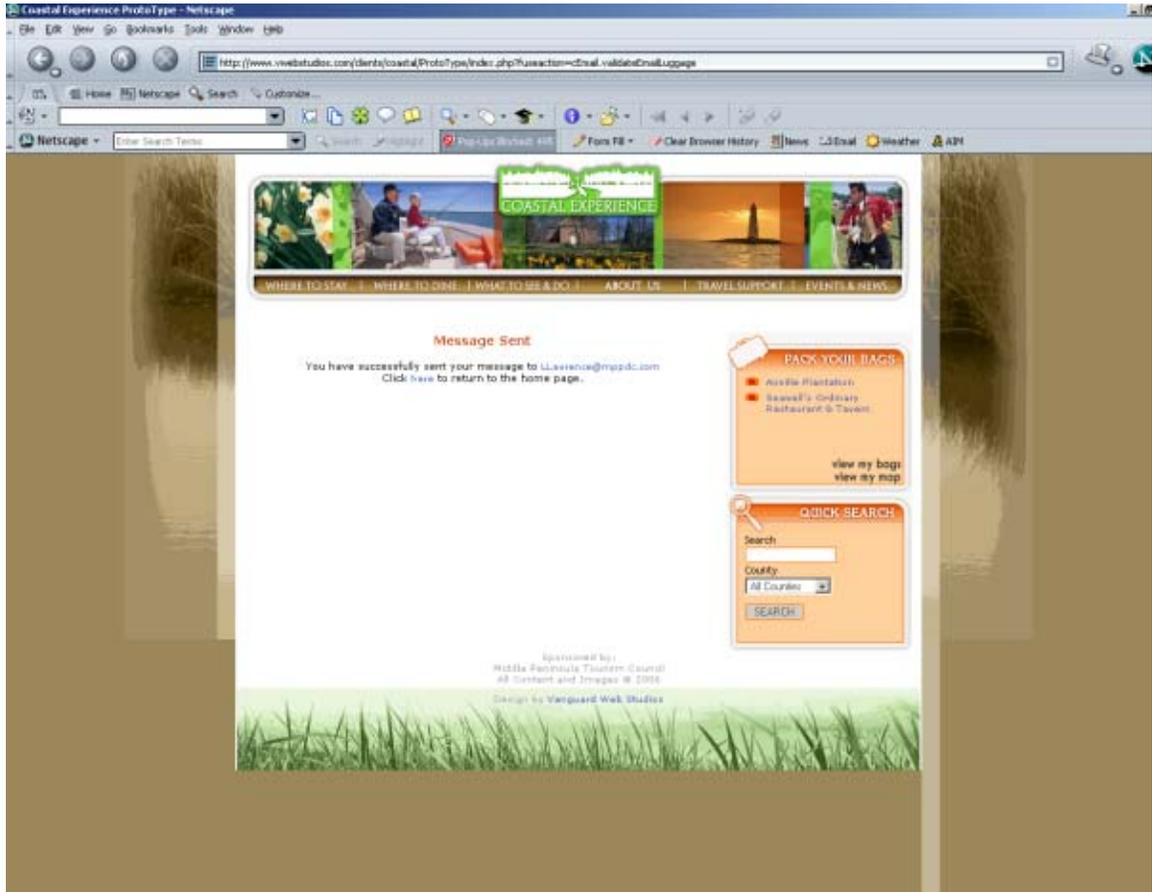
QUICK SEARCH

Search:

County:

Sponsored by:
Middle Peninsula Tourism Council
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Design by Vanguard Web Studios

Confirmation of My E-mail utility



Example of My Bags-Email receipt

Middle Peninsula Coastal Experience Website Luggage Request - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: jasonkoptish@gmail.com
To: Lewis Lawrence; Lewis Lawrence
Cc:
Subject: Middle Peninsula Coastal Experience Website Luggage Request



Welcome, **Lewie** [Revisit Coastal Experience Site](#)

Notes: Great place to stay

[Airville Plantation](#)
The perfect getaway spot...slip back in time as you sit on the veranda and watch the sunset over 400 acres of gardens, meadows and the beautiful Mobjack Bay.

[Where to Stay](#)
Reservation #
804-694-0287
www.airvilleplantation.com

[Seawell's Ordinary Restaurant & Tavern](#)
Elegant dining in one of Gloucester's most historic locations. Dine in the shadow of the historic Battle of the Hook, one of the turning points of the Revolutionary War.

[Where to Dine](#)
Reservation #
804-642-3635

Example of Search Function – “Paddling”

The screenshot shows a Netscape browser window with the address bar containing the URL: <http://www.vwebstudios.com/clients/coastal/ProtoType/index.php?function=search.quickSearch>. The browser's search bar is active, and the search results page is displayed. The website has a header with navigation links: [WHERE TO STAY](#), [WHERE TO DINE](#), [WHAT TO SEE & DO](#), [ABOUT US](#), [TRAVEL SUPPORT](#), and [EVENTS & NEWS](#). The main content area features a search results section with the heading "Search Results" and the text "Your search return 3 results". Below this, there are three search results, each with a brief description and a link to view more details. The first result is titled "Matheux Blueways Water Trails" and describes a self-guided day trip. The second result is titled "Mattaponi Canoe & Kayak" and describes a guided trip. The third result is titled "Matheux Blueways Waterfalls" and describes a peninsula. To the right of the search results, there is a sidebar with a "PACK YOUR BAGS" section listing items like "Acadia Plantation" and "Seaside's Ordinary Restaurant & Tavern", and a "QUICK SEARCH" section with a search input field and a "SEARCH" button. The website footer includes the text "Sponsored by Middle Peninsula Tourism Council" and "Design by Vanguard Web Studios".

Coastal Experience Prototype - Netscape

http://www.vwebstudios.com/clients/coastal/ProtoType/index.php?function=search.quickSearch

Home > Quick Search

Search Results

Your search return 3 results

Didn't find what you're looking for?
Try our advanced search to filter by county, price range, and much more!

PACK YOUR BAGS

- Acadia Plantation
- Seaside's Ordinary Restaurant & Tavern

[view my bags](#)
[view my shop](#)

QUICK SEARCH

Search:

County:

Matheux Blueways Water Trails - Make the most of this paddlers paradise with a Matheux Blueways Guide detailing 90 miles of water trails. The self-guided day trip and extended stay paddling adventures await! Kayakers and canoeists of all experience levels. Purchase full color trail guides from the Matheux County Visitor & Information Center. Use your own craft or rent from a local outfitter, Bas Trails Outfitters.

Mattaponi Canoe & Kayak - Enjoy the peace and beauty of the Mattaponi and Pamunkey, two peaceful, pristine rivers within 45 minutes of Richmond and two hours of Washington, DC. Mattaponi Canoe & Kayak provides canoe rentals, guided trips and paddling instruction from mid-April through the third week in October. Our guided trips emphasize the natural history of the area, taking in the rich flora, fauna, colonial and native american history the region has to offer.

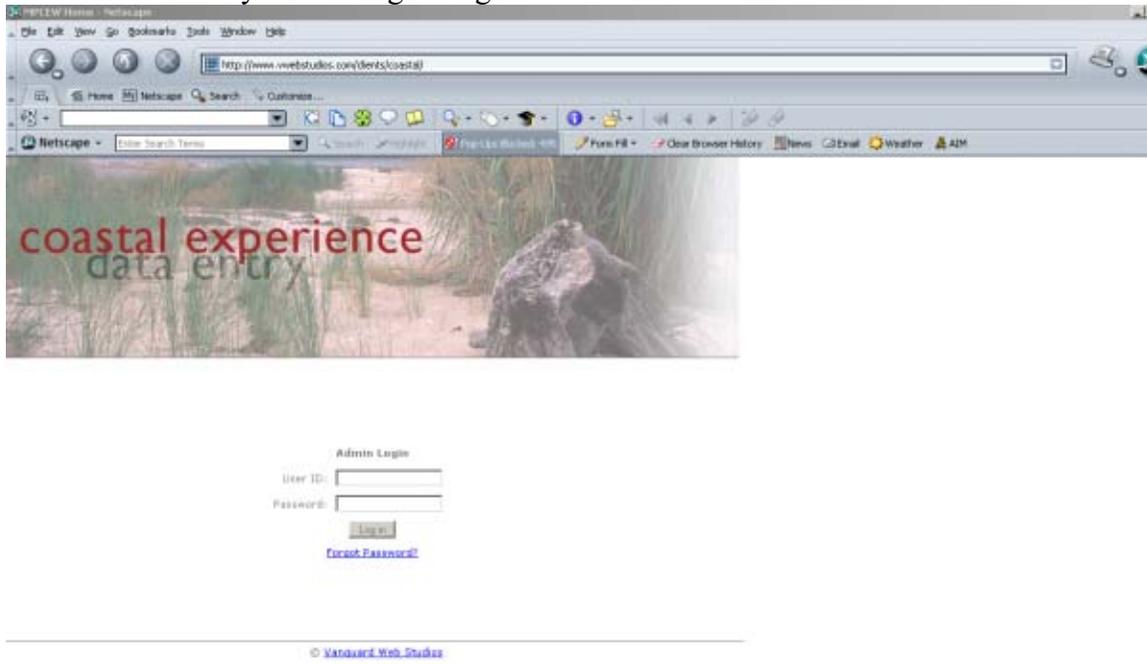
Matheux Blueways Waterfalls - The paddling is exceptional! Matheux County is a peninsula jutting into the Chesapeake and Mobjack Bays. No one knows where the back sea are, and that means lots of unroaded areas to explore. A paddler has a diverse array of settings in which to paddle, as well as historical and natural sights to view, including the third oldest lighthouse on the Chesapeake Bay, a tide mill, steamship shavers, quaint fishing villages and birds galore! Launching is convenient with 18 public launch sites along the trails.

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Project Credit- About Us Page



Website Data Entry Form- Logon Page



User Interface for Data Entry

MPFW Home - Netscape

http://www.mfwstudio.com/beryl/next4/ides.php

coastal experience data entry

Welcome, 5/10 Number of Destinations Added: 11

Type of destination

**Please categorize the destination you are about to enter. We're sure you may have more than one category for some entries. (i.e., a total beach which has boat rentals would select both "Beaches Parks & Preserves" and "Boat Rental")

Accommodations <input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Campground <input type="checkbox"/> Guest Cottage <input type="checkbox"/> Hotels & Motels	Beaches Parks & Preserves <input type="checkbox"/> Beaches Parks & Preserves	Boating <input type="checkbox"/> Boat Rental <input type="checkbox"/> Cruise & Water Boating <input type="checkbox"/> Cruise Boating <input type="checkbox"/> Motor Boating <input type="checkbox"/> Sail Boating	Culture <input type="checkbox"/> Arts, Music, Performances <input type="checkbox"/> Family Activities <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Learning & Education <input type="checkbox"/> Markets & Shops <input type="checkbox"/> Museums & Galleries <input type="checkbox"/> Recreation <input type="checkbox"/> Shows & Exhibits <input type="checkbox"/> Theaters <input type="checkbox"/> Wineries & Vineyards	Dining <input type="checkbox"/> Cafeterias <input type="checkbox"/> Restaurants	Fishing <input type="checkbox"/> Charter Fishing <input type="checkbox"/> Commercial Fishing <input type="checkbox"/> Trolling Pier <input type="checkbox"/> Flyfishing <input type="checkbox"/> Freshwater Fishing <input type="checkbox"/> Saltwater Fishing	History & Genealogy <input type="checkbox"/> History & Genealogy	History & Heritage <input type="checkbox"/> Cemeteries <input type="checkbox"/> Churches <input type="checkbox"/> Courthouses <input type="checkbox"/> Ghosts & Hauntings <input type="checkbox"/> Historic Sites & Battlefields <input type="checkbox"/> Military & Coast Guard <input type="checkbox"/> Schools	Outdoor Activities <input type="checkbox"/> Hunting	Trails <input type="checkbox"/> Bike Trail <input type="checkbox"/> Bird Trail <input type="checkbox"/> Captain John Smith Trail <input type="checkbox"/> Hiking Trails <input type="checkbox"/> State Arch & Drive <input type="checkbox"/> Walking Trail <input type="checkbox"/> Water Trail	Water Access & Services <input type="checkbox"/> Beaches <input type="checkbox"/> Boat Rentals <input type="checkbox"/> Dock <input type="checkbox"/> Harbors <input type="checkbox"/> Piers <input type="checkbox"/> Public Access	Wildlife & Gardens <input type="checkbox"/> Bird & Animal Watching <input type="checkbox"/> Gardening <input type="checkbox"/> Nature & Park Tours
--	--	---	--	--	---	--	---	---	---	--	--

Destination Experience Name

Physical Address

Physical Address City

Physical Address Zip

Physical County

Mailing Address

Mailing Address City

Mailing Address Zip

Secondary County

Cultural Location (i.e. County ID#)

Destination Phone Number

Destination Email

Destination Website

Reservation Phone Number

Short Abstract

Long Abstract

Business Contact

Contact First Name

Contact Last Name

Contact Phone

Contact Email

Web Contact

Date Contact First Name

Date Contact Last Name

Date Contact Phone

Date Contact Email

Operation Hours

Days of operation start

Days of operation end

Hour Open
Hour End

Days of operation start

Days of operation end

Hour Open

Hour End

Days of operation start

Days of operation end

Hour Open

Hour Close

Payment Methods Accepted

Visa
 MasterCard
 AMEX
 Discover

Other Info

water park
 Family Friendly
 Pet Friendly
 Self Directed/Non-Staffed
 Wheelchair Accessible

External Link

External Link Name

Storage Size Range

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Example of Correct User Inputted Data and Images and Website interpretation

Coastal Experience Prototype - Prototype

File Edit View Go Bookmarks Tools Window Help

http://www.vwebstudios.com/dents/coastal/ProtoType/index.php?useaction=cAttraction.showDestination&destination=12

Home Netscape Search Customize...

Netscape - Enter Search Terms Search

Pop-Up Blocker: Off Print F8 Clear browser history News Email Weather ADM

WHERE TO STAY | WHERE TO DINE | WHAT TO SEE & DO | ABOUT US | TRAVEL SUPPORT | EVENTS & NEWS

Home > What to See & Do > Culture > Museums & Galleries > Gwynn's Island Museum

Gwynn's Island Museum

Address

Route 633
Gwynn's Island, VA 23109
804-725-7949
artan@locanet.com
www.gwynn-island-museum.org

Description

Originally established as a Community Project by the Gwynn's Island Civic League in 1991, the Museum was housed in the Cultural Center, formerly the Shiloh Methodist Church. The Museum grew rapidly and by the end of the first year space for the exhibits in the Cultural Center had become quite limited, so plans were made to look for a new home on the Island. In 1992, thanks to a generous donation by the Allen family, the museum was moved to a 100 year old building which originally served as the Odd Fellows Lodge and later was acquired for use as the Island's first public school. After restoration by a dedicated team of volunteers the Gwynn's Island Museum was officially opened during the Annual Gwynn's Island Festival, June 25, 1994. The museum is open Friday, Saturday and Sunday, 1-5pm, May through October. Tours can be arranged year round for groups of 8 or more by appointment.

Other Local Destinations

Where to Stay	Where to Dine
Inn at Warner Hall	Seavel's Ordinary Restaurant & Tavern
Comfort Inn	Stillwaters on Main
Gloucester Point Family Campground	Sonja's Restaurant
Rainbow Acres Campground	Anna's Italian Restaurant
Anella Plantation	Rivers Inn Restaurant & Crab Deck

PACK YOUR BAGS

- Anella Plantation
- Seavel's Ordinary Restaurant & Tavern

view my bags
view my map

QUICK SEARCH

Search

County

Options

- Add to Bags
- View Map

Other Info

mailing Address
P.O. Box 108
Gwynn's Island, VA

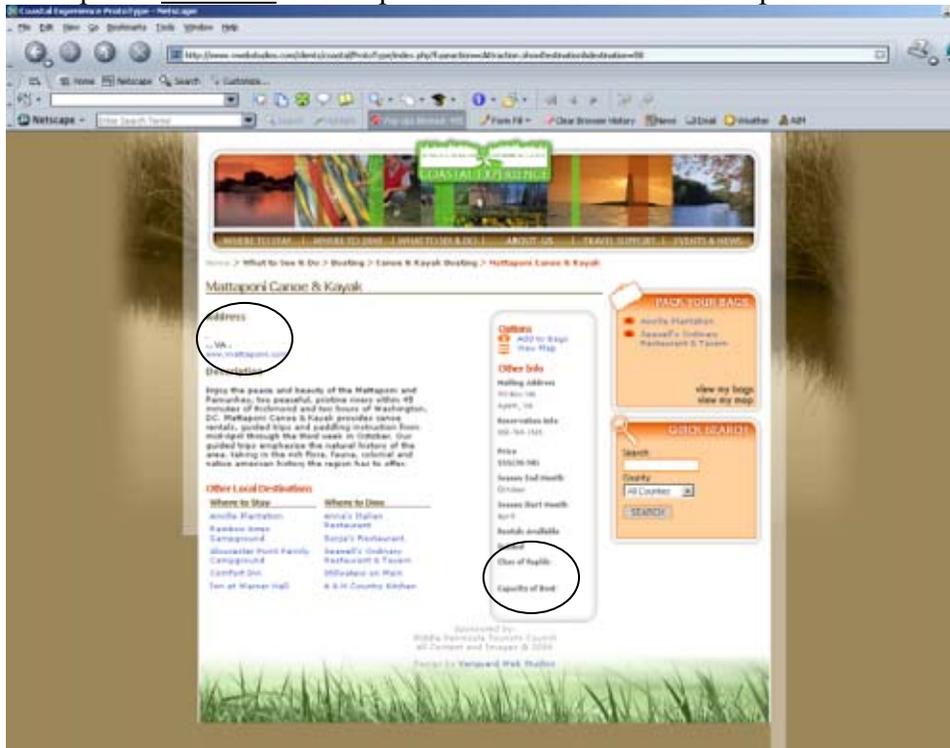
Reservation Info
804-725-7949

Family Friendly
Self Directed
Wheelchair Accessible

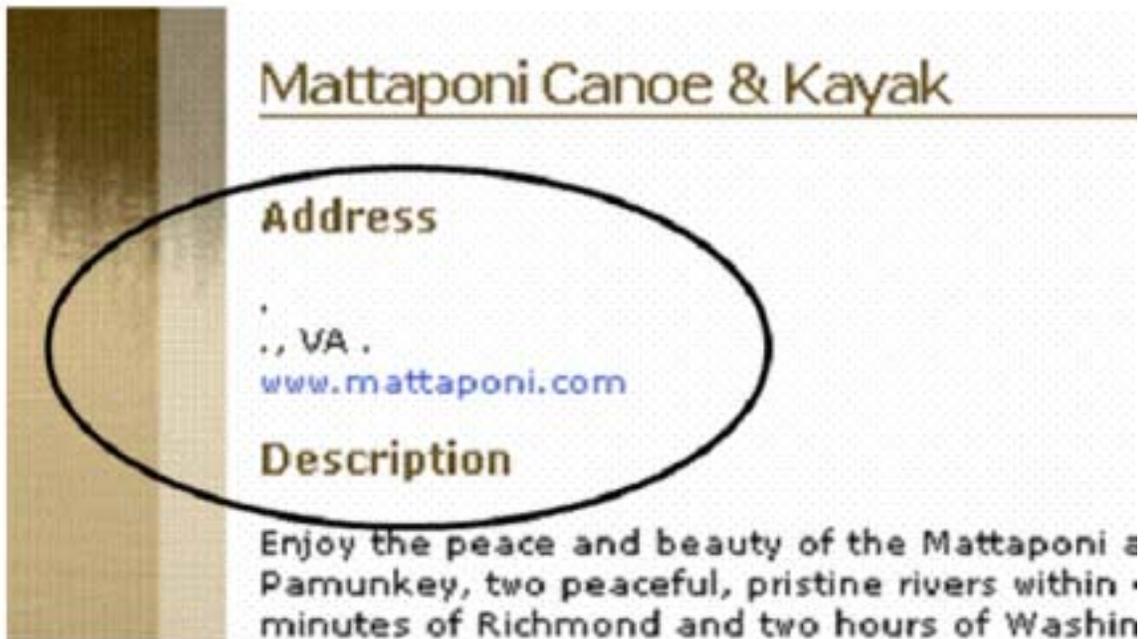
Price
\$18-19

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Middle Peninsula Tourism Council
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Design by Vanguard Web Studios

Example of Incorrect User Inputted Data and Website interpretation



Mandatory data entry bypassed by use of a “dummy” character





Coastal Experience Usability Testing Report

The usability tests performed on the Prototype of the Coastal Experience website were intended to generate useable feedback and suggestions on how to improve the usability and functionality of the website. Feedback was used in developing the final product to ensure a user-friendly website focused on the web habits of the common user.

The tests were conducted in the following manner:

- ∅ Five individuals were selected as website testers and each was tested separately.
- ∅ Sessions lasted about thirty minutes each.
- ∅ For each test session, we had one interviewer which read the script shown below and one note taker that recorded the comments and actions of the test taker.

Attached please find:

- ∅ A listing of outcomes of the usability testing
- ∅ A summary of the results of the usability testing
- ∅ A copy of the script use to conduct the usability testing

Outcomes of Usability Testing

Issue	Action Taken/Planned	Purpose
Header image does not lead user back to the homepage	Added link to header image	Enhance ability of users to navigate through the site
Breadcrumbs were not on all pages	Will ensure that each page has an accurate breadcrumb	Enhance ability of users to navigate through the site
Events are listed under two section. Both under what to do and the events section	None	Users should be able to access information in various ways from the same website. The events section highlights a specific "what to do" that many visitors will be interested in.
Site sponsorship needs to be more prominent on the homepage and the contact page	Tourism Council / MPPDC needs to provide information as the the sponsor of the site. This has already been provided by MPPDC and will be incorporated	Give user a clear understanding of whom they would be contacting for more information if they were to use the contact form. Also gives user a clear understanding of the goal/objective of the site.
Users took some time to understand how to use the pack your bags feature.	Plan to add a highlighted section on the site that explains how to use the suitcase to plan your trip	The goal of this change is to make the site more user friendly and address some of the confusion issues brought about by the current layout.
Users took some time to locate the listing of destinations on the category pages	We are considering readjusting the layout of the individual destination pages so the list displays on the left side of the page to draw more attention to it	Before doing this we will wait to see how the page appears once the Tourism Council provides a brief description for each category page and this description is placed on the page.
Header in Destination list box has similar appearance to other links. Users tried unsuccessfully to click on this text	Removed the underline and increased the font size of the header in the destination box to distinguish it from other text and to remove the appearance that it was a link	Decrease user confusion and distractions.
Featured area was confusion to some users because of its prominence and similarity to the rest of the page	We will consider placing this section in its own separate box to distinguish it from the other sections of the page	Decrease user confusion and distractions.
Lists at the bottom of the destination pages are confusing to users. Our test group did not know why the two lists were there and how they could use them	Added a descriptive header to inform users that the list contains nearby attractions that they might be interested in.	Enhance the feature of the site so that users will feel comfortable using these relevant links to plan their trip.

Users were confused by the difference between History & Genealogy and History and Heritage	Tourism Council should address some of the category headings	Decrease user confusion and distractions.
Users were confused w/ the categories culture and relaxation and outdoor activities	Tourism Council should address some of the category headings	Decrease user confusion and distractions.
Users not clear on the difference between the "view map" link under the destination options vs. the "view map" link in the suitcase	Changed the name of the link in the suitcase to describe the fact that the "view map" link in the suitcase shows a map of those items in your suitcase.	Decrease user confusion and distractions.
No one picked up the fact that the site was highlighting just water/coastal related activities & experiences	Tourism council needs to develop content for the home page to help indicate the purpose of the site	Decrease user confusion and distractions.
Some clients thought the text was too small on some pages	None	Users can set the size of their monitors based upon their preferences. Users in this study worked on a PC will smaller text than the average screen size. All browsers have the capability to increase the font size.
Needs to be a section to download publications	We will add this section to the site. Not sure where the most appropriate place would be but we are leaning toward adding it to the about us page.	This was defined as a priority feature by the Tourism Council
Can we add the ability to add notes to our suitcase	The email function will enable users to email their "bags" and will have a section to include comments in the email	This was defined as a priority feature by the Tourism Council
Users were unclear as to the purpose of the information box at the bottom of each individual page which lists other destinations in the county of the current destination	Added a header to clear up the confusion	Decrease user confusion and distractions.

Coastal Experience Usability Testing Summary

Summary of main points – 5 testers

Our recommendations for possible fixes in italic

Testers' computer use – relatively sophisticated, frequent internet users, w/ exp in using internet for research and shopping, google searching

Looked at first –

Map, then photos at top, then the green section on the left, then scanned nav bar. Boxes on right not looked at in initial visual assessment of site

Implication – they probably could be smaller, freeing up some real estate for content, since users are focused on the other content of the home page anyway

Everybody understood what the name of the site was, nobody knew what it meant.

Recommend a more informative name: Experience Virginia's River Country

All 3 concluded correctly, from seeing nav bar, that this site was for tourists or other people (including locals) interested in doing things in the area shown on the map on the home page. Generally, they got the gist of what it was all about. Testers prior to appearance of the map on the home page were totally consumed with figuring out the “where” of the site, but for testers after the map was added, general location was clear, and their thought processes focused on site's content.

There was some difficulty returning to home page. Breadcrumbs were more likely to be used for internal nav, but somehow they saw other links but didn't see the home option there. Some users tried clicking on the logo to go home. *Home option needs to be more prominent on interior pages and logo needs to lead home.*

Expectations for site contents were clear for what the first three nav bar headings said, but users didn't know what to expect from “travel support” (one thought maybe grants for travel, another thought road conditions or Coleman openings) also some confusion about “events and news” and “special offers”

- ⊘ *Suggest replacing the travel support button with one saying River Country Sampler which leads to a page displaying random featured site entries with thumbnail photos. Page might also contain any “specials” offers (?)*
- ⊘ *One user commented that events belonged under see and do, since they are things to do. He/she did not realize that festivals could be found there under “Culture.” Others seemed comfortable with seeing them alongside news.*

They didn't know who made the site and used the “contact us” button – not in the context of contact, but to try to find out whose site it was. None of the users felt they personally would use the Contact Us form. Once the About Us section was used, this *helped* to answer the question of who produced this site.

Site sponsorship needs to be on the home page somewhere – looks like there is plenty of space in footer area for this info and even an email button – but I have to note that I didn't

see anybody make a point to scrolling to the bottom to see what was there, so this may or may not be effective.

Search utilities –

None of them went immediately to the search box, but all said they might use it to search for something specific. Advanced search confused them, they tried various combinations of checking boxes and filling in blanks and gave up. *(note – when the search boxes are checked in combination, most likely the user wants an “all” search, not an “any” one – but based on these testers, the advanced search box may not get much use and may even confuse and frustrate. Leaving the keyword field blank, but checking a combination of option buttons like “Lodging, family friendly & \$50 & up) seems to pull up all entries in the database with no restriction to those that would conform to all options checked)*

Uses that they thought they might actually make were mostly day uses – where to hike, kayak, dine, etc, look for current happenings in the area

Clicked on first-

Varied. Prior to map on page, clicked on CE logo and Travel Support in attempt to get some geographical orientation/site ownership information. One went to the “start here” in pack bags area, which lead to “see and do” another accessed “see and do” from nav bar.

Output pages from nav bar

Somewhat as expected. Expected to be presented with an informative list of whatever they had selected, possibly with thumbnail photos and some useful information about each.

However, they were drawn immediately to the featured site and clicked on that (even though they were not sure what, if anything, it had to do with the topic of the page), ignoring the list of links on the right, which was what they came for.

- ⊘ *Although none of these three was confused by seeing the title of the page over the fuzzy picture main area and over the list in the box, I sure was. Suggest switching location of list and fuzzy picture area, so the user is presented with what they expect in the prime real estate location.*
- ⊘ *The header in the list box has the same look (color & underlined) as a link. Users often tried to click on this and were confused.*
- ⊘ *Use the main area, left side, for an informative listing of the whatevers, preferably with thumbnails*
- ⊘ *Suggest that topic of page be presented only once, at the top where it would be expected.*
- ⊘ *If general, happy talk promo is wanted, put it where the list box is or at the bottom of the page.*
- ⊘ *Featured site is problematic in both its prominence and its similarity to the header area. It needs to not be so similar to the main heading, and less prominent. Users don’t know which the priority area is. Featured site is different when you return to the page, which is confusing since it is so prominent, and sends the user off on another goose chase.*
- ⊘ *The lists at the very bottom of the page confused them. It wasn’t clear that these are nearby. So their header needs to say something about their being nearby.*

After explanation appeared in “pack your bags” section, they understood that this was some kind of travel planner. But they fumbled around trying to use it, had to look for the link to add items. Confusion when saw “add to suitcase,” wondered if this had anything to do with “pack your bags” and there was also something somewhere about “luggage” she said.

- € *Need consistent terminology, perhaps a little bag icon, too??.*
- € *Can bags be saved? Is it necessary to save after putting something in?*
- € *Can you drag and drop things into your bag?*
- € *Is the bag for buying things? (thinking shopping bag utility)*
- € *Can you put something in by clicking on its name while you are on a page*
- € *Can you get at a delete option by right clicking on items in bag*

Misc issues/questions that surfaced:

- € Distinction between History and Genealogy and History and Heritage not clear
- € What is culture?
- € What is relaxation?
- € Aren't they almost all “outdoor activates” so why is this a category?
- € Indent typography in drop down menu confusing
- € Confusion about pack bags, but one commented that it was really cool after she had figured it out (however, this took her the better part of 20 minutes to do). Also suggested that you really highlight this great tool on the homepage.
- € Request for nomination of resources by locals, person who suggested it sounded like she would actually do this
- € Comment that wouldn't use advanced search filter since that info is available via direct link in menu – obviously did not grasp the idea of searching for a custom combination of criteria
- € Not real clear on difference between map view option in main content section and map view in suitcase.
- € Tool area when viewing bag attracted no spontaneous comment, but once the tools were pointed out they thought they would use it to print and/or email their items.
- € Nobody had any idea how to locate a “family friendly” restaurant, and they were not able to use mapping services provided to find one close to their activity
- € Nobody consciously picked up on the fact that the site was highlighting just water/coastal related activities & experiences in the Middle Peninsula they thought it was general tourism for the area. *Might make this clear in the home page introductory text.*

Overall look

Mixed reactions. Bright, colorful. One thought the pictures at the top were too small to tell what they were. Some found the moving green and red bands distracting (sometimes there's one, sometimes there's multiple bars). Some were unsettled by the brown background, wondering what it was. One noticed the pale decorative stripes next to it and thought that they were scroll bars. Grass at bottom – one thought it served no purpose and didn't match the rest of the site. One thought font was too small in areas

Coastal Experience Usability Testing Script

Intro (Home page not visible on monitor)

We are testing a website today to see how real people might use it on their own. It is the site that is being examined, not you – We have lots of questions, but there are no right or wrong answers, we just want to know what you think. And don't worry that you might hurt our feelings, we didn't design it. You are one of several testers who are helping us look at how visitors might use the site. When we are done, we will summarize our testers' reactions to the site and provide the developers with this information. The session should take about 20 –30 minutes.

As we go along, we want you to think out loud and tell us what is going through your mind.

If you have questions, just ask, we'll answer them when we are done.

Any questions before we start?

€ How many hours a week do you think you spend on the internet – web and email? What sorts of things do you use the internet for?

€ Do you have any favorite websites?

1. Home page reactions: (open home page on monitor)

€ First, we will examine the home page without mousing around.

€ What is the first thing that you noticed about it?

€ What else jumps out at you?

€ What do you think is the purpose of this site?...What makes you think that?

€ What is the name of this site?

€ Who might use this site? ...What makes you think that?

€ What would you expect to find at this site?

€ Do you see different areas on the page with different purposes? Would you point them out to me?

€ Can you think of something that you, personally, might be interested in using this site for? What action might you take first to do it?

€ As you look at this home page, are there questions that come to mind about the site?

2. Interaction with site (Put your hand on the mouse, but don't click on anything quite yet.)

€ What are you inclined to click on first? ...Why?Go ahead and click on it now

- € Is this what you expected or does something in the results surprise you? Follow up with more clicks, if you feel you need to do that to get where you intended to go.
- € Now would you return to the home page to explore some other parts of the site?
- € Please spend a few minutes exploring the home page. You may click off of it, and move around in the site, but please return when you have finished your exploration. As you move around, please talk about what your thought processes are as you decide what to do.
 - i. Did anything in your exploration particularly surprise or confuse you?
 - ii. If the independent exploration did not cover these things
- € Did you notice the suitcase? What do you think that is for? Can you try it?
- € If you were planning a visit to the area, how might this site help you?
- € Without me giving you any hints how might you go about doing the following:
- € Find a fishing pier, a nearby family-friendly place to have lunch, and a place to stay overnight.

Web Hosting and Maintenance Agreement

THIS AGREEMENT made effective as of the _____ day of January, 2007.

BETWEEN:

CUSTOMER

Middle Peninsula Tourism Council
P.O. Box 286
Saluda, VA 23149

OF THE FIRST PART

- and -

Vanguard Web Studios

9370 Deerlake Drive, New Kent, VA 23124
(the "Developer")

OF THE SECOND PART



Overview of Services

Customer desires to engage Vanguard Web Studios to provide hosting and maintenance services for the Coastal Experience Website for a period of three years renewable on an annual basis.

Web Site Hosting

Hosting services will make the Coastal Experience Website available for view from the Internet at www.visitrivercountry.org and will include the following services:

- Unlimited email address with @visitrivercountry.org extension
- 1Gigabyte of storage space for files
- Webmail access to email accounts
- PHP, Flash, 1 MYSQL database
- \$500 / year

Maintenance services will include:

- Ensuring the site is able to be viewed from the Internet
- Weekly file and database backups
- Database maintenance and cleanup
- Correct website defects
- Up to 20 hours of support to Tourism Council staff
- After 20 hours of support has been used, support will be billed on an hourly basis at \$75/hour
- \$1,500 / year

Contract Administration

Each party shall designate the name, telephone, and e-mail address of a person who will act as Contract Coordinator. The Contract Coordinator of each party shall be responsible for arranging all meetings, visits, and consultations between the parties, and for the transmission and receipt of Deliverables and technical information between the parties. The Contract Coordinators shall also be responsible for receiving all notices under this Agreement and for all administrative matters such as invoices, payments, and amendments.

The Contract Coordinator for Customer shall be:

Harla Sherwood
hrsherwood@aol.com

The Contract Coordinator for Developer shall be:

Jason Koptish
jason@vwebstudios.com
757-871-8847 office

Each Contract Coordinator will endeavor to respond within 2 business day(s) of receipt of any requests for information or for decisions that are communicated by telephone between the Contract Coordinators (not over voice mail) or that are communicated by e-mail received and read by the party's Contract Coordinator.

Compensation, Invoicing, Contract Terms

Compensation.

Compensation shall be payable for both hosting and maintenance in the amount of \$2,000 annually. Payment shall be payable at the beginning of each contract year and is subject to the invoicing terms listed below.

Terms.

Once signed, this agreement shall be renewable each twelve months for a period of no shorter than three years commencing from the beginning date of this agreement.

Invoicing.

All invoices are due and payable thirty (30) days after receipt of the same by Customer. On the thirty-first (31st) day, invoices that are still unpaid shall accrue interest in the amount of twenty-four percent (24%) per annum, or two percent (2%) per month. Customer shall be responsible for payment of Developer's attorneys fees that may be associated with the collection of past due invoices.

Payment and ownership upon termination. If this Agreement is terminated for any reason, Developer shall be entitled to the annual contract fee inclusive of both hosting and maintenance fees. The annual maintenance and hosting fees are not refundable for any reason.



Other Terms

Web Site Suspension.

During the time that the Customer's Web Site is located on the Developer's Web Server, Developer shall have the right to suspend Customer's hosting account for non-payment of initial contract fees and/or any invoices. In addition, the Developer, in his sole discretion, may also suspend Customer's hosting account for breach of confidentiality as defined in paragraph 10 of this agreement, content or material believed to be obscene or inappropriate. Customer's hosting account will be restored within forty-eight (48) hours once payment has been received or the content or material deemed obscene or inappropriate has been removed. Customer must notify the Developer that content or material has been removed.

Force majeure. In the event that the Developer shall be delayed or hindered or prevented from performing any of its obligations hereunder by reason of any strike, lock-out, labor trouble, shortage of materials or failure of power beyond that party's control, restrictive governmental laws or regulations, riots, insurrection, war, act of God or for any other reason beyond the reasonable control of the party (other than lack of funds) delayed in performing its obligations hereunder, then performance of such obligations shall be excused for the period of all such delays and the period for the performance of any such obligation shall be extended for a period equivalent to the period of all such delays.

Authority to enter into agreement.

The parties hereto hereby acknowledge and represent that the representatives executing this Agreement on behalf of each of the parties are duly authorized signatories of the parties hereto and have full authority to enter into this Agreement on behalf of the party for whom they are signing.

Section headings and exhibits.

The division of this Agreement into Articles, Sections and paragraphs and the insertion in this Agreement of headings are for convenience of reference only and shall not affect the construction or interpretation of this Agreement. All of the schedules or exhibits attached to this Agreement are incorporated by reference and are deemed to be part of this Agreement.

Alternative Dispute Resolution.

In the event of a dispute between Developer and Customer regarding the terms, construction or performance of this Agreement, such dispute shall first be submitted to non-binding mediation with costs being equally split. If such dispute can not be resolved through non-binding mediation then the dispute shall be settled by binding arbitration held in New Kent, Virginia, according to the rules of the American Arbitration Association, then in effect, for the settlement of commercial disputes. The award or decision resulting there from shall be subject to immediate enforcement in a Virginia court of competent jurisdiction.

Governing law.

This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia, and the parties hereby attorn to the exclusive jurisdiction of the courts of New Kent County, Virginia.

Entire Agreement.

This Agreement and any schedules attached hereto constitute the entire agreement between the parties to this Agreement pertaining to the subject matter hereof and supersede all prior and contemporaneous agreements, understandings, negotiations and discussions, whether oral or written, of the parties and there are no warranties, representations or other agreements between the parties in connection with the subject matter of this Agreement except as specifically set forth herein. Each party to this Agreement further acknowledges that no promises, representations, inducements, agreements, or warranties, other than those set forth herein, have been made to induce the execution of this Agreement by said party, and each party acknowledges that it has not executed this Agreement in reliance on any promise, representation, inducement, or warranty not contained herein.

Neutral construction.

The parties to this Agreement agree that this Agreement was negotiated fairly between them at arm's length and that the final terms of this Agreement are the product of the parties' negotiations. Each party warrants and represents that it has sought and received legal counsel of its own choosing with regard to the contents of this Agreement and the rights and obligations affected hereby. This Agreement shall be deemed to have been jointly and equally drafted by the parties hereto, and the provisions of this Agreement therefore should not be construed against a party or parties on the grounds that the party or parties drafted or was more responsible for drafting the provision(s) in question.

Enforceability.

If any Article, Section, paragraph or provision of this Agreement is determined to be void or unenforceable in whole or in part, it shall not affect or impair the validity or enforcement of any other provision of this Agreement.

Assignment.

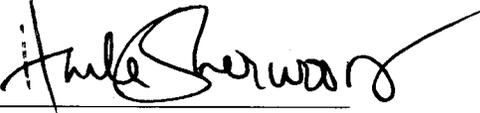
Developer may not, without the prior written consent of the authorized representative of Customer, assign, transfer, subcontract, or sublicense this Agreement or any of its obligations hereunder. Any attempt to do so in contravention of this paragraph shall be void and of no force and effect. Customer may not, without the prior written consent of Developer, assign Customer's performance under this Agreement to a third party. Customer may assign or sublicense all or any portion of its rights in any Deliverable(s) to any third party, without the permission of Developer.



Cancellation. Developer may, at any time, with written notice and full refund of deposit cancel this contract without penalty or obligation.

IN WITNESS WHEREOF the parties hereto have executed this Agreement on the date first above written.

CUSTOMER

By: 

VANGUARD WEB STUDIOS, LLC

By: _____



Invoice

Vanguard Web Studios
9370 Deerlake Drive
New Kent, VA 23124
www.vwebstudios.com
support@vwebstudios.com

Middle Peninsula Tourism Council
Attn: Harla Sherwood
P.O. Box 286
Saluda, VA 23149

1/9/2007

Custom Hosting Package January 2007 - December 2007	1	500.00	500.00
Annual Site Maintenance Agreement January 2007 - December 2007	1	1,500.00	1,500.00

OK to pay *Harla Sherwood*

Total **\$2,000.00**

All balances not paid in full by the due date listed are subject to a 24%/year or 2%/month finance charge.

Lessons Learned

It became obvious that all parties to the project came to recognize the importance of a web based marketing tool, such as the Coastal Experience Website project. Each designated locality representative indicated that website data entry was a priority and that the website would only be as good as the data entered into the database. In the end, only locality representatives that were paid tourism staff of the locality spent time inputting data. The take home lesson, participants will generally indicate that data entry is important, but not a priority unless they are paid to input data. Local elected officials were given the opportunity to view the Coastal Experience Website at the Middle Peninsula Planning District Commissions meeting in January 2007. Those in attendance expressed great pleasure in the tool, and were concerned about the limited data entered into the database. Many localities indicated they would assign someone the task of inputting data. One official indicated “I need to get some on my charter fishing buddies on this site before some other locality steal my business”. Point being, elected officials recognize the power of the internet as an economic development tool, especially one that promotes a natural resource based economy.

Work of mouth and the coconut telegraph will be effective tools to drive database content in the future.