LIO
LOST IN OVERLAND

Project Proposal

Project Specifications: Landing Page Development for "Mastering Off-Road Adventures"

ARRANGED BY

Mariah Martin

University of Central Florida ● ENC4294

Table of
Contents

Project
Summary

Lost in Overland, a business dedicated to providing resources and guidance for off-road enthusiasts, is launching a new online course: "Mastering Off-Road Adventures: A Beginner's Guide to Off-Roading with Environmental Awareness." This course is designed for beginners, particularly families, who wish to engage in off-roading while ensuring environmentally responsible practices. To support the launch, this proposal outlines the development of a landing page that will serve as the primary marketing tool to attract and educate potential customers about the course.
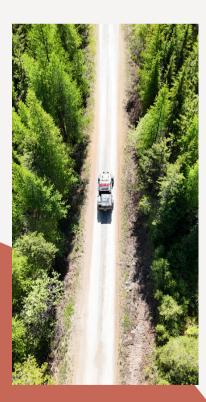
Figure 1 and 2. Photos from Lost in Overland's adventures.

Project
Objectives & Scope

Project Objectives

The landing page will serve several key functions:

- Attract new customers by showcasing the value of the course.
- Educate visitors on responsible off-roading techniques.
- Encourage engagement through a clear call to action (CTA) to enroll in the course.
- Establish credibility for Lost in Overland as a trusted source for off-road education.

Scope of Work

The landing page will feature:

1. **Course Overview** – A concise introduction to the course, covering topics such as off-roading basics, safety tips, and environmental awareness.
2. **Target Audience** – Explanation of who the course is for (families, beginners, and eco-conscious off-roaders).
3. **Key Benefits** – Information on the value of the course, including confidence-building, skill acquisition, and sustainable off-roading practices.
4. **Call to Action** – A compelling invitation to enroll, with a visible registration button.
5. **Visual Appeal** – A user-friendly design that incorporates engaging images and a clean layout to align with outdoor adventure themes.
6. **Potential Interactive Features** – Consideration of video content, testimonials, or quizzes to enhance engagement.

Project

Audience, Experience, & Considerations

Target Audience & User Experience

The design will prioritize accessibility and clarity, ensuring:

- **Simple Navigation** – A structured layout for intuitive user interaction.
- **Responsive Design** – Compatibility across devices (mobile, tablet, and desktop).
- **Engaging Visuals** – High-quality images of off-road adventures and environmental conservation practices.

Technical Considerations

- **Platform –** The landing page could be developed using Wix, WordPress, or a custom-coded solution, depending on budget and technical feasibility.
- **Hosting** – Options include integrating with Lost in Overland's existing website or using an independent hosting service.
- **SEO Optimization** – Implementation of relevant keywords to improve search engine visibility.
- **Potential Challenges** – Ensuring site performance and load speed, especially if video content is integrated.

Project
Timeline & Resources

Milestones 01

Initial Planning & Wireframing

Weeks 1-2

Milestones 02

Content Drafting & Design

Weeks 3-5

Milestones 03

Development & Testing

Weeks 6-7

Milestones 04

Final Review & Deployment

Week 8

Figure 3. Timeline of project.

Resources & Requirements

To execute this project, the following resources will be necessary:

- **Content Writers** – To craft compelling text for the landing page.
- **Web Designers** – To ensure a visually appealing and functional layout.
- **Developers** – If a custom-coded solution is chosen over a website builder.
- **Client Input** – Feedback from Lost in Overland on branding and content alignment.

Project

Wrap Up & Benefits

Wrap Up & Next Steps

The development of this landing page will significantly enhance the visibility and reach of the "Mastering Off-Road Adventures" course.

The next steps involve gathering feedback from Lost in Overland and finalizing the content direction. Additionally, securing resources for design and development will be crucial for successful implementation. If Lost in Overland expresses interest, further refinements can be made to ensure the best possible user experience.

Key Benefits of the Project

- **Enhanced Credibility** – Establish Lost in Overland as a trusted authority in responsible off-roading education.
- **Increased Course Enrollment** – A well-designed landing page can boost sign-ups through strategic calls to action.
- **Improved User Engagement** – Interactive elements like videos, testimonials, and quizzes can encourage visitors to explore course content.
- **SEO Optimization** – Proper SEO strategies can increase organic traffic and attract more potential learners.
- **Mobile-Friendly Design** – Ensures accessibility for users on all devices, including smartphones and tablets.
- **Lead Generation** – The page can collect user emails for future marketing efforts and course promotions.
- **Stronger Brand Identity** – A professional, visually appealing landing page reinforces Lost in Overland's brand and mission.
- **Social Media Integration** – Easy sharing options can increase visibility and attract a broader audience.
- **Analytics & Performance Tracking** – The page can include tools to track visitor behavior and improve marketing strategies.
- **Sustainability Messaging** – Reinforces the importance of eco-conscious off-roading, appealing to environmentally aware users.