

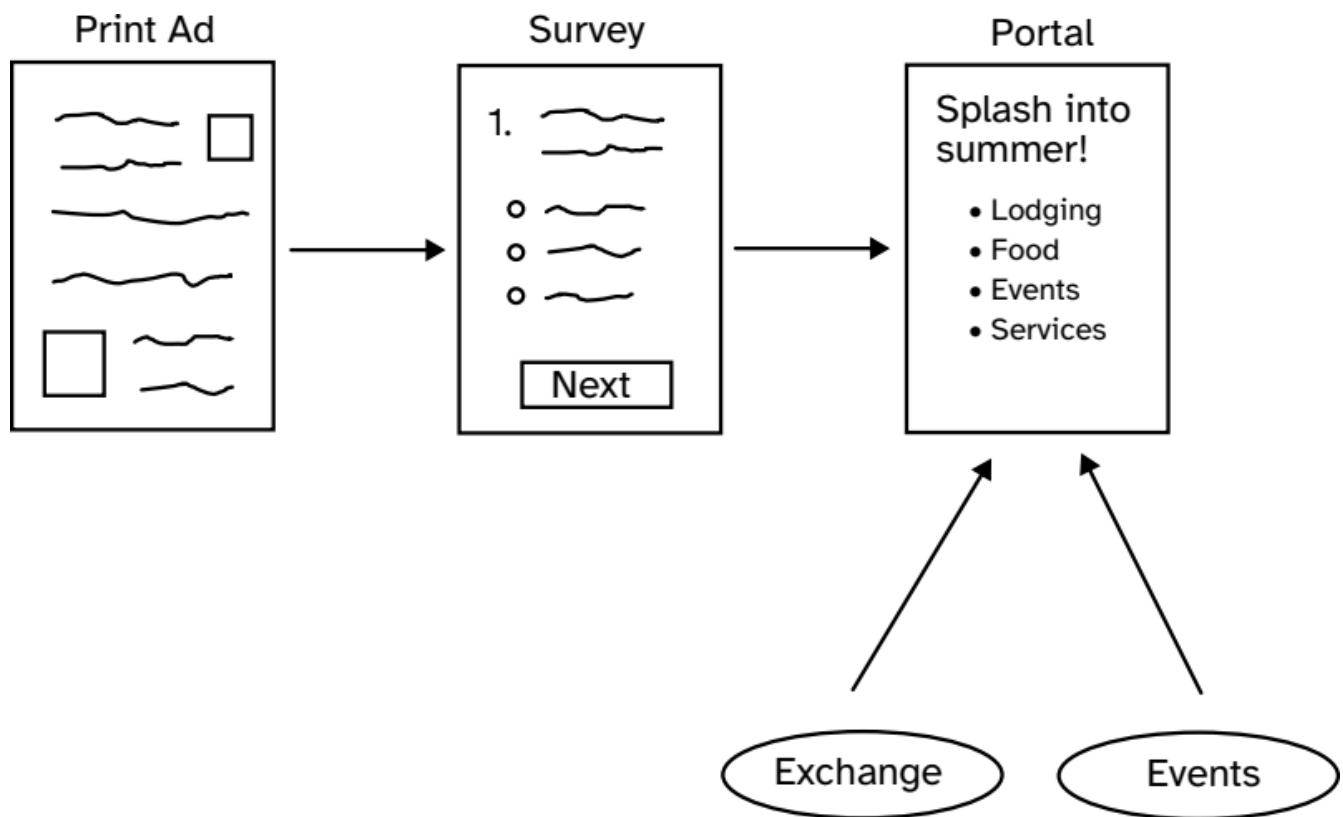
# Personalized Information Portal

## for North Fork Visitors

Visitors to the North Fork right now need to look at disparate sources in order to find the products, services, and experiences they are looking for. What if we come up with a set of “traveler personas” and we organize the information around *their* tastes and preferences?

- Can we increase awareness to local businesses, art, music, and non-profits?
- Can we help our visitors to have a great experience?
- Can we put money in the pockets of the hard working folks here?

Here’s how it will work:



### **Print Ad**

Could be in the print copy of The County Fence, or in Newspaper, Facebook, Radio.

### **Survey**

A fun, easy to answer, story based survey. E.G: You arrive Friday afternoon and check into your: [campsite | AirBnB | hotel ]

The answers tell us what kind of visitor we have, and what they would be most interested in.

## **Portal**

The visitor lands on a page that they can bookmark or add to their home screen on their phone. It pulls dynamically based on the present moment and shows them things that they could go do now. We build the portal page to be comprehensive for a certain type of traveler. For instance, a van life traveler needs:

- laundry
- water refill
- showers
- restaurants
- good camp sites

If we orient around giving them what they need, they will spend more time and money here. Perhaps we can also offer a “guided tour” for a premium price. It could integrate many businesses and locals into providing these services and being legs on the tour.

## **Exchange and Events**

These are categories on The County Fence. If we can get people to add their content here, then it can be incorporated into the custom experience portals.

In addition, Brandon can:

- automate importing from Google calendars so we can get the events from multiple sub-communities into one place
- automate scraping from Facebook pages (with the business owner’s permission) so we can get accurate, up to date business information
- automatically import from the restaurants spreadsheet which a community member is maintaining (with consent and permission of course)

This can form the bulk of the content.

## **What can we do today?**

1. Think about some specific types of travelers and brainstorm what a personalized portal page would look like for them.
2. Are there new services, or new collaborations that could be developed between locals in order to fill the gaps in their experience?
3. Ask/encourage people to post their offerings on The County Fence, in Exchange, as well as post their events, or let Brandon know if they have a Google calendar to share.
4. How can we make artists, musicians and writers feel welcome?
5. Is there anything else missing for you personally to achieve your summer dream?