

Task 1

a. Category: Tourism / Travel & Hospitality

Idea:

A website called "Explore Talgar" – a platform for **booking unique eco-resort experiences, excursions, and event services** in the Talgar region of Kazakhstan.

It will combine **resort discovery, custom itinerary building, and direct booking/contact functionality** for locals and tourists.

b. Aim of "Explore Talgar":

- To help users **explore, compare**, and **book** beautiful resorts in the Talgar region.
- Offer **excursion planning tools** and **event service packages** (like weddings, conferences, children's holidays).
- Inspire trust through **user reviews, detailed resort profiles**, and **visual storytelling** with immersive media (photo & video).
- Promote **local tourism** and **Kazakh culture**, including yurt and tent rentals, traditional food, and scenic activities.

b.i. Similar websites used as a starting point/inspiration

Name of websites	Why it's inspiring:	Inspiration for my website:
1. Airbnb	<ul style="list-style-type: none">• Clean layout with immersive visuals (high-resolution images and videos).• Uses Hick's Law (limiting options at each step to avoid user overload).	<ul style="list-style-type: none">• Resort cards with hover effects and clean grid layout.• Filter system (e.g., family-friendly, wellness-focused, scenic view).

	<ul style="list-style-type: none"> Great use of whitespace, icons, and filters to simplify searching and booking. 	<ul style="list-style-type: none"> Integration of host contact buttons & reviews.
2. Booking.com	<ul style="list-style-type: none"> Excellent search-to-book flow with smart filtering and rating system. Applies the Law of Proximity for grouping related info (price, features, ratings). User-generated reviews increase credibility. 	<ul style="list-style-type: none"> Resort info structure (name, rating, location, summary, availability). Urgency design (e.g., “Only 2 rooms left”). “Recommended for you” section powered by user behavior.
3. VisitScotland.com	<ul style="list-style-type: none"> Focuses on regional tourism with storytelling. Applies Fitts's Law – clickable elements are large, easy to navigate. Seamless combination of attraction highlights, cultural tips, and booking. 	<ul style="list-style-type: none"> “Plan Your Trip” tool. Content-based navigation with vivid regional imagery. Cultural segments like “Stay in a Yurt” or “Traditional Cuisine.”

b.ii. UX laws in each example

Site	UX Laws Highlighted
Airbnb	Hick's Law, Law of Common Region
Booking.com	Law of Proximity, Jakob's Law
VisitScotland	Fitts's Law, Law of Similarity

b.iii. Screenshots and elements to incorporate

Elements	Source	Incorporate in “Explore Talgar”
Image-heavy resort cards	Airbnb	Resort grid with large preview + short info

The screenshot shows the Airbnb search interface with the following details:

- Search Bar:** Shows "airbnb | Vacation rentals, cabins, beach houses, & more".
- Navigation:** Includes "Homes", "Experiences", "Airbnb your home", and a user profile icon.
- Filters:** Buttons for "Cabin", "Guests", "Check-in", "Check-out", "Add dates", "Who", "Add guests", and a search icon.
- Grid Layout:** Displays four resort cards:
 - 1st Card:** Motički Gaj, Montenegro. Rating ★ 4.8. 897 kilometers away. Jul 7 - 12. € 79 night.
 - 2nd Card:** Bansko, Bulgaria. Rating ★ 4.91. Guest favorite. Apr 16 - 21. Business hotel. € 168 night.
 - 3rd Card:** Virak R-14, Montenegro. Rating ★ 4.93. Guest favorite. 890 kilometers away. Apr 23 - 28. € 106 night.
 - 4th Card:** Bansko, Bulgaria. Rating ★ 5.0. Guest favorite. Todorka. Apr 16 - 21. Individual host. € 168 night.

Elements	Source	Incorporate in “Explore Talgar”
Review system with ratings	Booking.com	Allow users to leave feedback + star ratings

Home Viewings, St. Julian's (current 2023 prices)

www.booking.com/hotel/mz/valentina.ru.html?aid=204142&labelgen/73f-1ECAEoggI46AdMigDaJwBAAEhAEPyAEM2AEI96AE8-AEAA/BsgIY... [View places](#)

Guest reviews

8.8 How thrilling - 2,252 reviews [Read all reviews](#)

Category:

Personnel	9,3	Facilities	9,0	Purity	9,3
Comfort	9,2	Value for money	8,8	Location	8,9
Free Wi-Fi	9,2				

Select topics:

[+ Personnel](#) [+ Location](#) [+ Breakfast](#) [+ Number](#) [+ Pool](#)

What the guests who stayed here liked

Oleksandr Germany

«I liked everything very much, and the attitude of the staff, and the cleanliness of the room, it was very pleasant to receive a compliment from the hotel upon check-in as a person who came with expensive and very good attitude and service.»

[Learn more](#)

Yuri Germany

«The hotel is really good, the room is clean and spacious, the plumbing is of high quality, everything was very clean, the sound insulation of the windows is excellent, the water pressure is also good, the cleaning in the rooms is at a high level. The staff is nice and polite, everything went great!»

[Learn more](#)

Renata Austria

«All the girls working at the reception were friendly and ready to help. Good location of the hotel. Quite a clean room, without foreign odors.»

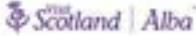
[Learn more](#)

[Read all reviews](#)

Elements	Source	Incorporate in “Explore Talgar”
Cultural/tour itinerary tiles	VisitScotland	Yurt rentals, horse riding, firework scenarios

Horse Riding and Pony Trekking in Scotland | VisitScotland

<https://www.visitscotland.com/things-to-do/outdoor-activities/horse-riding-pony-trekking>

 Places to go Things to do Accommodation Travel & planning

[Home](#) | [Things to do](#) | [Outdoor Activities](#) | [Horse Riding](#)

HORSE RIDING AND PONY TREKKING IN SCOTLAND

Explore wild and rugged landscapes on a horse riding holiday in Scotland. You'll find stables and riding providers across the country where you can book a leisurely trek, an exciting hack or a professional lesson.



Elements	Source	Incorporate in “Explore Talgar”
Clean UI with big buttons	All	Easy navigation for older tourists too

The screenshot shows the Airbnb homepage. At the top, there's a search bar with dropdowns for 'Anywhere', 'Any week', and 'Add guests'. Below the search bar is a navigation bar with links like 'Airbnb your home', 'Filters', and 'Logout'. A prominent 'Lake' button is highlighted in the center of the navigation bar. Below the navigation, there's a section titled 'Continue exploring lake homes' with a 'Show more' button.

The screenshot shows the VisitScotland website. At the top, there's a navigation bar with links for 'Places to go', 'Things to do', 'Accommodation', and 'Travel & planning'. A search bar is also present. Below the navigation, there's a large graphic featuring a hand holding a smartphone displaying an email icon, with a small bull icon to the left. A blue button labeled 'Get the Scotland newsletter' is visible.

The screenshot shows a booking form on the Booking.com website. The form includes fields for 'Room type', 'Number of guests', 'Price for 2 nights', 'Your choice', 'Select', and 'I'm booking'. A note indicates that no prepayment is required. The 'Price for 2 nights' field is highlighted with a 'Genius' label. A note below the form states: 'The number of available places in St. Julian's for your dates is limited: 20 hotels with a 3-star rating like this one do not have places on our website.' A 'View places' button is located at the bottom right.

c. Explanation of the target audience

Primary Target Audience:

- **Domestic tourists in Kazakhstan** (families, groups, solo travelers).
- **Corporate clients** (seminars, retreats, team building).
- **Foreign tourists** looking for **eco-experiences** off the beaten track.

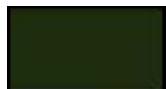
Secondary Audience:

- **Event planners** (weddings, children's holidays).
- **Local tourism agencies** partnering with resorts.

Visual layout of mood board

1. Colour Scheme

Inspired by nature and the Talgar mountain landscape:



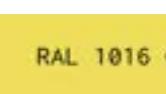
(#2E4A3E)

- Nature, calmness, trust



(#87C7E0)
#15617F

- Fresh air, open space, clarity



RAL 1016

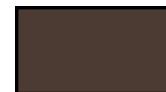
(#E7C39E)

- Warmth, comfort, hospitality



(#FDFDFD)

- Clean layout, readability

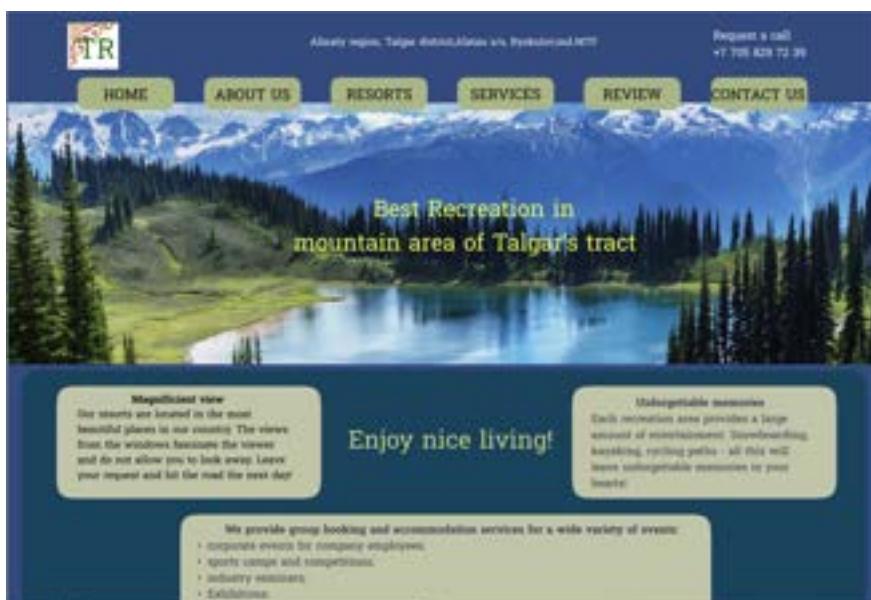


(#6A4E42)

- Authenticity, natural vibes

2. Style

- Clean and elegant, with soft card shadows
- Nature-inspired textures like woodgrain or soft gradients for subtle backgrounds
- Light use of rounded corners to evoke friendliness





3. Layout

- Grid layout for resorts and excursions
- Hero banner with mountain imagery and CTA button
- Sticky header with smooth scrolling nav
- Icons next to services (e.g., tent, firework, camera)

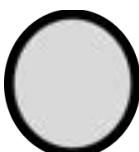
4. Imagery

- High-resolution photos of:
 - Mountains, lakes, yurts
 - Activities (skiing, hiking, horse riding)
 - Cozy rooms, traditional food, group events



5. Icons

- Line icons with gentle curves (Material Icons or Feather Icons)
- Examples: location pin, mountain, camera, tent, fireworks, family, suitcase



Hanuman

IBM Plex Sans Thai

Using consistent font weights
(bold for headings, regular/light for body)

Mood Board Description Paragraph

The visual choices for the "Explore Talgar" website were carefully selected to reflect the region's natural beauty, cultural richness, and relaxing atmosphere. The color palette draws from the local landscape—deep forest greens and earthy browns evoke the serenity of the mountains and woodlands, while sky blue and soft wheat tones create a feeling of openness and hospitality. These colors are both calming and inviting, aligning perfectly with the brand's focus on wellness, nature, and memorable experiences.

The layout follows a clean and structured grid system to help users easily explore resorts, activities, and service packages. A strong visual hierarchy ensures key content like "Book Now" buttons and location highlights are always in focus. Rounded icons and soft shadows create a friendly and accessible interface, welcoming all age groups, especially families and event planners.

Elegant fonts like Hanuman for headings introduce a touch of luxury, while IIBM Plex Sans Thai for body text ensures readability on all devices. High-resolution imagery—featuring real views, accommodations, and events—will immerse visitors emotionally and spark excitement in the book.

This visual design appeals to both domestic and international audiences by balancing professionalism and warmth. Whether you're a family looking for a weekend retreat or a corporate client planning a seminar, the design instills confidence and decides to book easy and enjoyable.

(225words)