Strategy

Main goals of the site:
The main goal of the site is to as simply and easily as possible allow a customer to search for a specific destination and narrow their search down to specific aspects within that area ie - restaurants, hotels or tourist attractions.

Who are we building it for?:
I am building this site for a travel company who specify in city breaks, and want to stand out from the crowd and allow their customers to search for future destinations quickly and easily.

What are the goals for the user?
The goals for the user of the site it to with ease find their next travel destination and just as quickly narrow their search down to locations of interest ie hotels,restaurants or tourist attractions and view these results as to determine their next trip based on their findings.

What are the goals of the business?
The goal for the business is to allow users to quickly find and select a travel destination based on there search terms, allow the user to select and view locations that they think would be perfect for them and then direct traffic to their partner booking site to book their next trip.

Is the content relevant?

The content should be warm and welcoming to encourage users to stay on the site and informative so they know precisely what the site is going to do for them. The layout should be clear and navigate the user in a way that makes finding the results they are looking for easy.

What makes the site so special?

What makes this site so special is how it presents the information to the user in the search section.it makes being to search the top rated hotels,restaurants and tourist attractions as simple as clicking a button and presents the user with the top 20 rated items for the chosen field, in a matter of seconds a user can search for a specific city within the most popular countries in the world, have chosen which hotel they are staying in,where they are eating dinner after they check in and what tourist attraction they plan on seeing the next morning.

Why would this Benefit a user?

This benefits the user massively as it not only stops needlessly searching multiple sites for different aspects of there trip but also saves them a lot of time and energy, they can find everything they need to know in one place.