<u>Structure</u>
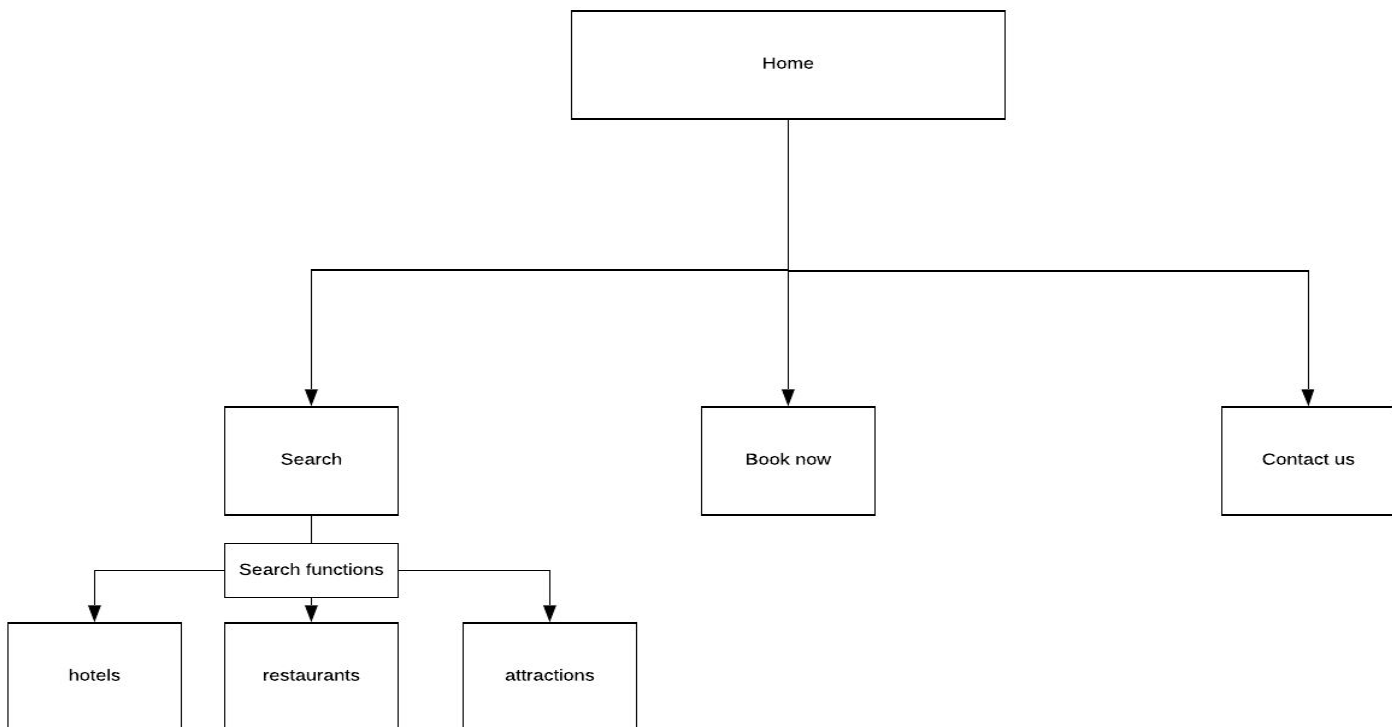
<u>Information architecture:</u>

The structure of the site is a tree structure using a horizontal navigation bar the whole width of the screen.

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                    ┌─────────────────────┐
                    │        Home         │
                    └──────────┬──────────┘
         ┌─────────────────────┼─────────────────────┐
         ▼                     ▼                     ▼
  ┌─────────────┐       ┌─────────────┐       ┌─────────────┐
  │   Search    │       │  Book now   │       │ Contact us  │
  └──────┬──────┘       └─────────────┘       └─────────────┘
    ┌────┴────────────┐
    │ Search functions │
    └─┬──────┬───────┬─┘
      ▼      ▼       ▼
 ┌────────┐┌──────────┐┌───────────┐
 │ hotels ││restaurants││attractions│
 └────────┘└──────────┘└───────────┘
```

<u>Interaction Design:</u>

- The thomson travel icon will bring the user back to the top of the page and the image carousel section.
- Each navigation item in the navigation bar has the same colour change to confirm that clicking it will take the user to the desired location.
- A carousel of images is used in the section at the top of the page to show potential travel destinations, in which will change automatically or the user can also flick through these images.

- The search section has a clear layout and comprises of only two elements to make searching as simple as possible, the first one has a placeholder of "Enter a city" to clearly instruct the user on what to do, the Second has a dropdown when clicked that simply allows the user to choose an alternative country.
- The map in which the chosen destination will zoom in on is clear and can be zoomed in and out of by using the +/- icons and can be made full screen using the button in the top right of the map.
- The search buttons below the map are clear and stand out from the page to show they are there to serve a purpose, once hovered over they darken to prompt the user to know clicking them will complete an action, once clicked the markers associated with each button category will drop down onto the map.
- The location markers that drop down into the map for each corresponding button can then be clicked to present an information bubble showing details relating to the chosen hotel,restaurant or location.
- The booking section has a clear "book here" button which again darkens when hovered over to show the user that clicking this button will take them to the booking page - or in this instance our trusted partner site.
- The contact us form has four clear sections with placeholders describing what information to put into each section.when clicked the section currently being completed will highlight blue to show its in use.
- Once the form is completed there is a clear "send enquiry" button, and staying coherent with the other buttons on the page darkens when hovered over to show the user an action will be completed when it is clicked,