

What's culturally appropriate?

Customers most likely would be age 30-45. It is possible that mostly customers would be single or young couples without kids.

What content type would be relevant?

Minimalism easy to read and book for busy people.

Why is this so special?

Page can help people who does not know from where to start and what they need to go to specific place. On the page they can choose if they want to go by themselves or with someone. They can connect to social media and easy follow.

Why would a user want this?

Now it is easy to be scammed online, many people looking for website where they can easy and safe way travel.

What makes a good experience?

Seeing all pictures and comments,

Watching video and listen music,

Being able to contact in any time,

Being able to send query

What does the user expect?

- Is this what I expected? -delicate colours helps focus on content
- Does it valuable enough to stay? – content is organised in the way that they will stay.
- What actions am I take now? -enquire (sending the message regarding future holidays)

- Connect to social media(bottom of the page)

How do I contact them?

- Social media
- Enquiry page
- Contact number on the bottom of the page

Opportunity/problems	importance	Viability/feasibility
Create an online website	5	5
Increase booking	5	3
Increase new customers	3	1
Connect social media	3	4
Knowledge of the company	2	3
Total	19	15