

HappyTours4You solution

Equipment

The website must be accessible for different devices with different screen sizes/resolutions. The quality and type of equipment (smartphone, ipad, smart TV, laptop and others) as well as the speed of the internet connection are unpredictable.

Operational environment

Marketing staff and developers have preferences. They carry out their work in office environments with the option of adapting their workplace to optimal lighting and room temperature.

On the other hand, the consumer can sit at a desk at home or they can be "on the move", i.e. in trains, planes or other places under noisy conditions (or not) and different lighting conditions (good or bad), thereby approaching the solution in a variety of different environments.

User groups

Consumer

Can be characterised as tech-savvy young adults (21 to 35 years).

Marketing staff

Most staff members are comfortable with digital tools and technology, given their professional environment. Newcomers need training in handling the newsletter subscriptions.

Developer

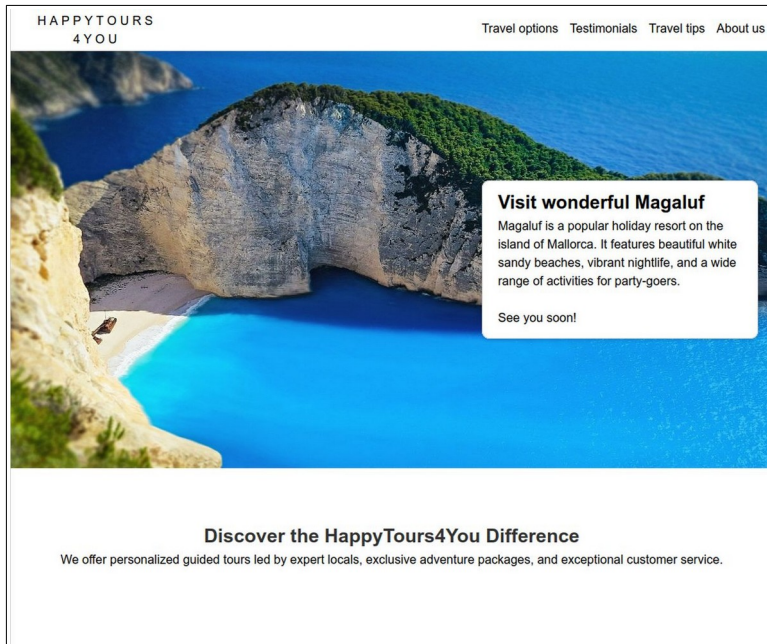
Tech-savvy professional within the area of multimedia design ie. content-, developer- and designspecialist.

Relevant UX principles to apply


- #8 Don't use more than two typefaces
- #9 Users already have fonts on their computers, so use them
- #10 Use type size and weight to depict an information hierarchy
- #11 Use a sensible default size for body copy
- #29 Don't hide items away in a "Hamburger" menu
- #42 Don't attempt to validate email address
- #100 "Does it work on mobile?" is obsolete

Grant, W., 2022. 101 UX principles: actionable solutions for product design success, Second edition. ed. Packt Publishing Ltd., Birmingham, UK.

The solution, desktop and mobile mockup



Our budget-friendly options





Beach Getaway

Relax on pristine beaches with crystal-clear waters.
from only \$1990/week

Bar and food crawl

Experience mediterranean food culture along with excellent cocktails and wine.
from only \$1500/week






Nightclubbing and pool party


Sleep by the swimming pool during the day and live the life at night.
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Testimonials



Amazing service! The agency delivered beyond my expectations.

John Smith

Web Developer



Highly professional and responsive. A pleasure to work with!

Sarah Lee

Accountant



Their attention to detail is exceptional. I'm impressed!

Alex Brown

Teacher



Prompt support and outstanding quality. Highly recommended!

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- Budget wisely
- Stay safe and health
- Get around efficiently
- Respect local culture

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