1. I’m Tyler
2. I’m Clayton
3. We are website design team for Oviedo high school’s chapter
4. We decided to create escapes.today, our theoretical travel agency. We wanted to create a website that was innovative and easy to use for users to plan their escapes.
5. Before we could begin creating our website we had to determine a company name. We went online and found a handful of available domain names, from which we decided on escapes.today. We chose escapes.today because the name was simple yet catchy and offered a good slogan. We then created a modern yet simplistic logo and a color scheme to match theme of the site. This color scheme would be applied throughout the site.
6. We first started with planning our home page, we drew up storyboards and voted on which looked the best. We decided that our home page would consist of a header, slider and footer. The header and footer would be used throughout the site to provide a consistent look and feel. We decided on using a slider because it provided a simple and clean way to showcase our destinations and what we have to offer to the customer.
7. In order to effectively create the site we divided up areas that called for more experience. I was much more adept with image processing and optimizing, and Clayton was much more knowledgeable in programming languages. While Clayton added his special touch of jQuery to the site, I found content such as images, prices, and details about destinations.
8. Our home page is designed to be fully immersive. The page consists of an image slider, header and footer, both of which sit on top of the slider to avoid taking away from the images. Each slide is comprised of a large showcased destination, with a description in the lower right that links to the page so the user can travel there. The slider provides interactive navigation through the left and right arrows on each side as well as the pagination buttons on the bottom that link directly to a specific slide.
9. After the slider was created we need to fill it with images and content we found a public non attribution image source called Pixabay. Otherwise images were gathered from Wikipedia and other sources using creative commons licenses. The full HD images used in the slider didn’t come without problems. We soon experienced load time issues (in excess of 20sec locally), but I found a solution by optimizing and compressing the images. After this load times were quick and smooth.
10. We provide a second means of accessing our countries through our destinations page which acts as an index of our travel destinations. This page allows a quick and easy preview of all the countries we provide escapes to.
11. We then began work on the individual country pages. We wanted to include at least three main points of interest otherwise known as POIs, a restaurant, a hotel and transportation to take advantage of. We gathered this data other fellow travel agencies. After we decided on what data we wanted to include in the page, we had to decide on how we wanted to present it and concluded on an interactive structure.
12. Each travel plan is comprised of POIs. The POIs are images with descriptions that appear when the user hovers their mouse over it. In order to create a plan the user can drag and drop the POIs to their plan or can simply click the plus button located in the upper right hand corner. Once placed in their unique travel plan the user can remove a POI the same way it was added. By dragging it out or clicking the x in the upper right hand corner. The travel plan system is updated dynamically as the user adds and removes POIs from the plan. Select POIs provide interactive pricing based of the properties of the item. For example a hotel POI has properties such as room type and number of nights that are calculated for the final price. Once the user is satisfied with their unique plan they are ready to fill out a form which we will use to contact them for their information in order to complete the order.
13. Along with their customized travel plan users can chose from premade travel packages that often provide significant savings. We offer two standard packages, an explorer package and a city package. The explorer package includes all there is to discover on ones escape, comprised of three points of interest. The city package offers a taste of local city life, which includes one point of interest, a hotel stay, restaurant and a rent-a-car. When a package is added to the travel plans the package POI automatically adds its items to the travel plan as well as apply the discount.
14. Each country page includes a weather widget located at the top right, which provides local weather as well as the local time all of which is refreshed approximately every 15min from yahoo.
15. We used Italy as a template which we applied for the other two country pages, we then created the about us page which gives background information about escapes today and our goals. Next, we designed a publisher template where we store general information for travel tips for customers.
16. Once we finished the travel tip documents we decided to convert them to the pdf format because it is immensely more accessible compared to the publisher format. The travel tip pages contain a description, common phrases in the local language, as well as currency conversions, a map and a thoughtful quote.
17. Next we had to cite our sources, we designed a simple graphical table to tabulate our sources and their retrospective licenses. Because this page would be low traffic so the design is not as developed as the rest of the site.
18. Finally we verified that the site appeared properly in several browsers and sizes as well as validated for HTML5. Overall we designed this site to provide users with a clear and concise website to plan their next escape.
19. So we have a question for you –
20. Where’s you’re Escape?