

FIT1050 Supporting Documentation

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Virtual Service and Type Of Holiday Experience

The virtual service is selling subscriptions to a virtual reality simulation that offers unusual adventure kind of holiday experiences.

Target Demographic

The target demographic that the site is designed to appeal to is sell virtual extreme adventure simulation package for people who are interested.

Site Content

The site contains five different section where the first section talks about who founded the company and about their targets and goals for making this company to make it clear on what the purpose of the website is all about. It talks about how the company offers an unusual extreme holiday experience of adventures through virtual reality simulation. The second section shows the type of adventures the site has to offer and the normal price of each adventure so that users know what type of adventures are being offered in the website. The third section shows the promotion that the site has to offer to attract users to subscribe to their package and to promote it as users are usually interested in offers. The fourth section display their contact on how they can be contacted and where their company is located at for users to make more enquiries. The last section shows the ratings given by people who have bought the website's packages. The footer shows social media accounts the company has to allow users to follow them for more updates.

Visual Design Style

The visual design style that I have implemented is a black-yellow theme. Images of the adventure are show in the adventure section and about section that shows a picture of the core team of the company. I also added glowing visual effects on the name of the company and prices and words that are important to attract users.

Information architecture

The information architecture of the web has a primary navigation that allows user to access main sections of the web. The navigation structure is made as a flat menu structure. The sections that provides information are all centralize to remain consistency on the organisation structure. The label of the company name will have a glowing effect to represent it as the head. The labels of each section are in black and will have a glowing effect.

Accessibility

The site gives accessibility to people who cannot see well by implementing a zoom in hover that allows user that can't read at the text properly to just hove their pointer to the text and it will zoom in to make the text bigger for them to see. It also allows user to switch to dark-mode where some users find dark-mode much better.

User Interaction

The user interaction allows users to click on the navigation bar elements to bring them directly to the section they clicked on. It allows user to also switch between dark-mode and normal-mode. The navigation section will always be there no matter how much you scroll down as it allows user to click on it directly without scrolling up again. The contact section interacts with users to ask them to fill in their information if they have any enquiries and will alert the user if there has been form not filled in yet.

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