

A Trip to
Tuscany

Problem:

Get the client to Italy where there are no problems.

Client (me) wants a personalized web page for their trip to Tuscany this summer with personalized itinerary of locations within a 45 minute drive from their airbnb.

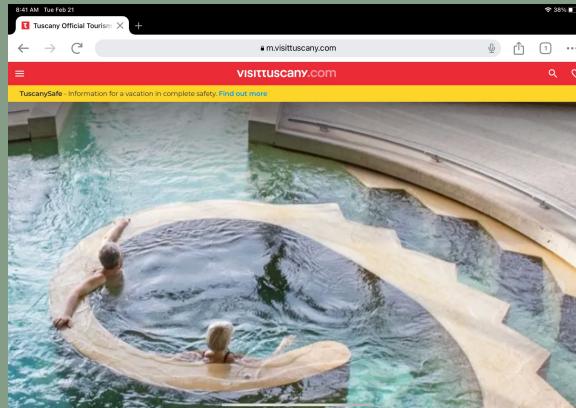
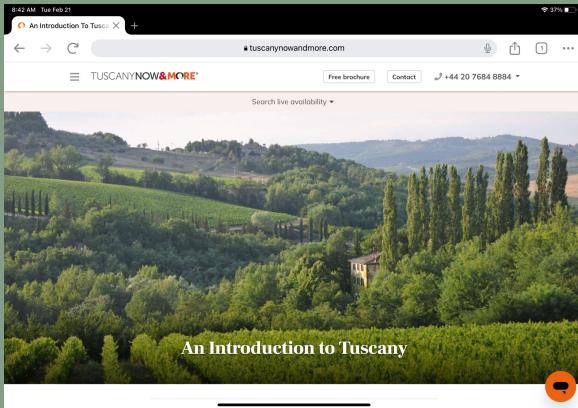
They are tired of having to narrow down information from travel sites and just wants a streamlined “to-do”

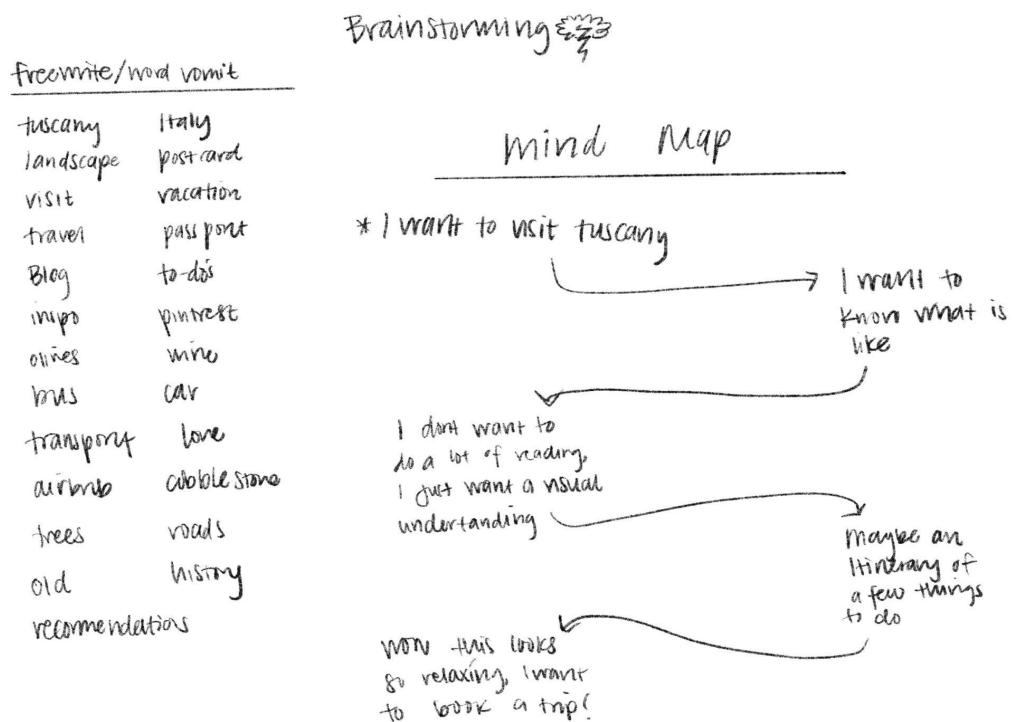
Content Breakdown:

I will provide the client with
5 cities within set travel
limits and curate a
personalized daily itinerary
Of parks, landmarks,
gelatos, and meals.

Competitive and Inspirational Research

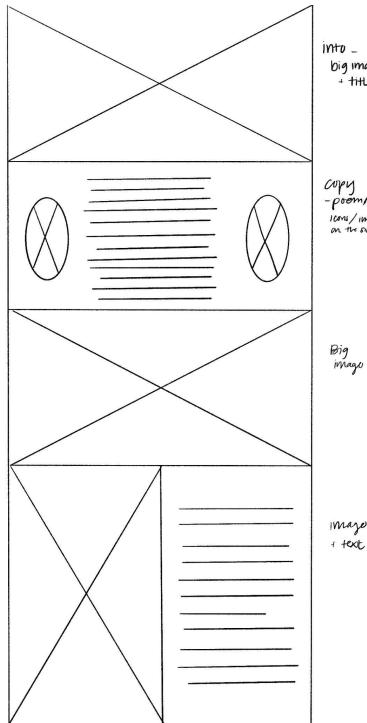
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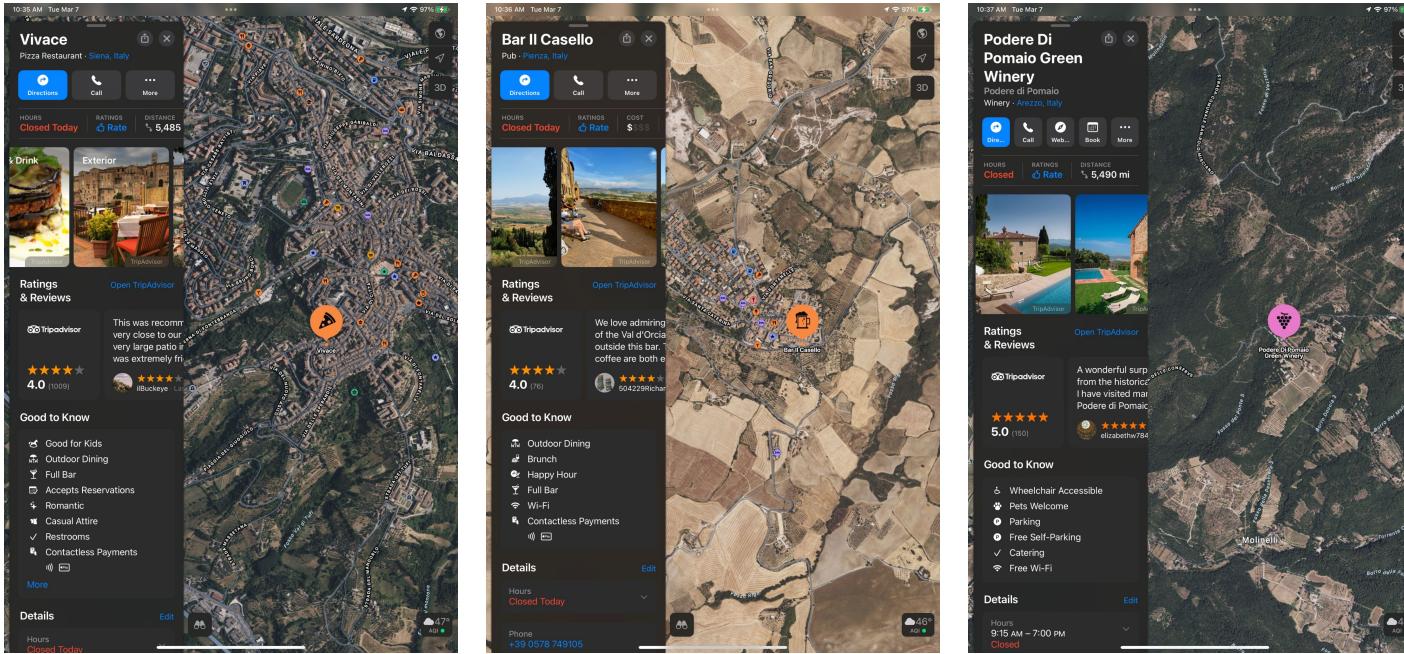
Brainstorming

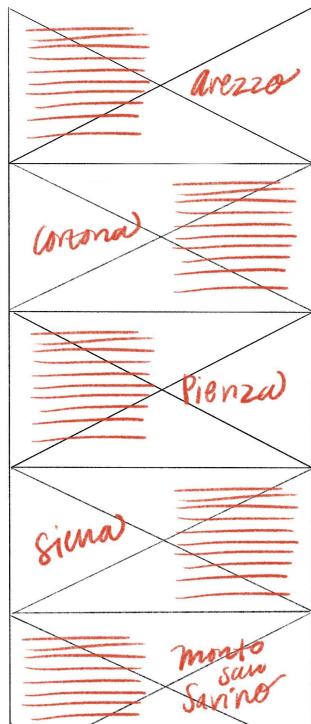
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Brainstorming





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User Experience Testing

After user testing on my peers I needed to work on legibility, and having clearly defined transitions between locations.