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PERTH TRAVEL WEBSITe  
Documentaton – Year 12 – Applied Information Technology

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# Scenario

In this task, you will be required to design and develop a web page to be included on a local travel agent’s web site. The manager of the travel agent was impressed with your video, and would now like you to create a web page dedicated to this special tour. The web page should include essential information about places to see, activities to be involved in, special events etc. As this web page will contain the video you created for this tour, it should provide more information on the places and activities highlighted in the video. You will need to utilise a range of digital applications to develop your solution such as, graphic and animation production, audio and video editing, web page authoring tools and the many peripheral (hardware) devices available. The web page needs to ‘fit’ the style of the travel agency’s current web site, whilst seizing the attention of the specific audience. The goal of the website is to attract more sales for the tour.

# Part One (16 Marks)

You will need to document the specific requirements of the project that reflect the needs and wants of the set task.

## Statement of Intent

For this project, I intended to create a webpage to advertise and promote the sale of a special offer deal to travel to Perth. To complete this webpage, I will use tools such as HTML and CSS to structure and style my webpage. I may also use JavaScript and various JS libraries to make the page more dynamic and interactive. I will also use project management processes to complete this project on time and with a high quality final product.

## Target Audience

### Identify Target Audience

My intended target audience for a travel website to Perth would be:

* Adults who have a family and are aged from 22-45.
* Can be from both genders as the holiday is not specifically designed for one gender or the other.
* Would consist of people who have never seen Perth before, non-local people.
* There interests should consist of adventure and exploring, this is due to the trip being structured as a sigh seeing adventure.
* They should have an average income and should be able to afford flights, accommodation, food and other trip requirements.
* They should have access to the internet and have a device to use to browse and view the website, this is also generally representative of their socio-economic status.

## Target Audience Issues and Requirements

### Accessibility

* For those who have vision problems it should be expected that the webpage will have captions for all images and content to allow for the use of a webpage reader to read it to them or have the inclusion of an inbuilt webpage reader.
* It should also be expected that for those with vision problems there should be a setting to edit the size of the font, this will allow for them to be able to adjust the font size to how they need it due to their vision impairment.
* There should also be an option to change the colour settings for those who are unable to see certain colours. This would allow the user to the change the colour settings based on what type of colour blindness they are.

### Usability

* The webpage should be optimised for the use on mobile devices. This will allow users from all types of devices to use the webpage.
* The webpage should also have a sense of familiarity to the user, this means using common symbols and layouts to make the user feel as if they know how to use the webpage as soon as they get on to it.
* There should also be a clear structure to the webpage, this will help the user find the most relevant information first, at the top of the page.

### Inclusivity

* To make sure to include people from all cultures and countries I will make sure to include an option to change the language.
* The webpage should also include an option to change the units used on the page to suit either the imperial or metric system.

## Project Management Approach

For my project, there is two options for a project management approach, these are structured or prototype.

The structured approach consists of organising the project in a logical way which follows defined steps, it will take the project through several phases which are characterised by a distinct set of tasks in each. These tasks are broken down into manageable steps to allow for the tracking of resources and timeline.

The prototype approach involves the creation of a model of the project and then modifying and developing it while having constant feedback from the client and end users.

I have decided to choose the structured approach, this is due to their only being one member on the team so there will not be much confusion about the tasks needed to be completed and the fact that there is a solid briefing of what needs to be created already set in place.

## Design Criteria

### Have Easy to use Navigation on Mobile and Desktop

The webpage will need to have an easy to use navigation system on both mobile and desktop devices. There are three main options in this case that could work:

* Header with a navigation bar
* Header with a navigation bar and changes to a burger menu when you are on mobile
* Burger menu

The advantages of having a header with a navigation bar is that the options are very clear and do not require any operation to access them. Although this is a bad setup for mobile devices because it can become very small and difficult to click on.

The advantages of having an interchangeable navigation system between a navigation bar and a burger menu is that it can conform to the needs of both the mobile and desktop devices while not being too different. Although this simple change in navigation can change the entire feel of a website and may negatively affect the design in place.

The advantages of having just a burger menu is that it is easy to use on mobile and not terrible on desktop. It is also beneficial to a design that is trying to focus more on the content and less on the navigation up the top. It is also probably optimal for most one-page websites as these will require no navigation to change sections (only scrolling). For these reasons I decided to go with this type of navigation controls.

### Have engaging Moving Elements and Animations

The webpage will need to have elements that are moving and are somewhat animated to keep the user engaged while in use. For this I plan on using a parallax centre piece at the top of the page and other animated elements such as buttons, burger menus and hover animations. This will help maintain the user’s attention and will in the result in more of the information being passed onto the user and can potentially result in more sales of the same product.

### Have a Consistent Design/Colour Scheme

The webpage will also need to include a consistent design and colour scheme. This will allow the page to feel professional and will aid the user in knowing what the different colours could mean in the future on the website, i.e. darker for heading, lighter for less important text and normal colour and size for paragraph text.

A consistent colour scheme also helps define what the webpage is about. For example, a black webpage could be more serious and could be used for a jewellery website where as a yellow or blue could be more happy and relaxing colours and might be used on a children’s toy website.

It can also help avoid confusion to the user by allowing them to easily recognise you from that point on. This means that if they see a purple background billboard with small text and a big white logo, they would know that it is a certain business since they have become familiar to the use of that format on your website and material.

### Have Detailed Information about the Travel Package

I will also need to include consistent information about the travel package on the page to ensure that the user knows what they will be purchasing, how much it will cost, benefits of the purchase, what the place will look like and how they can pay for and prepare for the trip. This will mostly be useful for increasing sales due to the clarity of the deal.

### Have Accessibility/Inclusivity Options

To accommodate for people with certain disabilities or people who are from other countries, religions or beliefs to us I will be incorporating certain features such as:

* Being able to tab between buttons. This allows for the user to use the website without having to control a mouse.
* Having alt text on images and some elements to provide feedback on images and elements to machine readers.
* Have language convertors.
* Have measurement convertors.

# Part Two (14 Marks)

You will need to develop at least two (2) ideas for your web page design that will satisfy the project requirements identified in your design criteria and the design brief.

## Sketches and Storyboarding

**See:** AIT-Travel Website\Documentation\Diagrams\Sketch1  
**See:** AIT-Travel Website\Documentation\Diagrams\Sketch2  
**See:** AIT-Travel Website\Documentation\Diagrams\LogoSketch  
**See:** AIT-Travel Website\Documentation\Diagrams\BurgerMenuSketch

## Site Map Design

**URL:** <https://go.gliffy.com/go/publish/12580954>

## Sketch Number One Analysis

### Have Easy to use Navigation on Mobile and Desktop

### Have engaging Moving Elements and Animations

### Have a Consistent Design/Colour Scheme

### Have Detailed Information about the Travel Package

### Have Accessibility/Inclusivity Options

## Sketch Number Two Analysis

### Have Easy to use Navigation on Mobile and Desktop

### Have engaging Moving Elements and Animations

### Have a Consistent Design/Colour Scheme

### Have Detailed Information about the Travel Package

### Have Accessibility/Inclusivity Options

# Part Three (31 Marks)

Start work on producing your web page design.

## Gantt Chart

## Flow Chart

# Part Four (18 Marks)

You will be required to analyse your web page design and the production process you used, by answering the following questions.

Did you satisfy the project requirements, design brief and design criteria?

Did you meet your timelines?

What did you do well? and What could you have done better and how?

Do you believe that you challenged yourself to learn new skills throughout the task? Explain.

Explain how and why you incorporated the following concepts into the design of your page:

Usability

Inclusivity

Accessibility

User experience (UX)