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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

### Easy to Use Navigation

### Engaging Features

# 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

## Site Map Design

## Design Criteria Analysis of Designs

## Selected Design

# 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)