

WATS 3010 Intro to Bootstrap
Design Document—November 2018

Name of site/company

Wise Owl Travel Co.

Description of design concept/approach

- Custom design and build of travel tour website, complete with store front.
- Unique pages dedicated to travel destinations, tour descriptions, and tour booking.
- Large clear pictures of travel destinations to draw the viewer in.
- Pictures of families and couples enjoying themselves on holiday.
- Easily navigated pages to make for a relaxed, user friendly experience.
- Toll-free number and functional search bar available.

Hope to accomplish with design concept/approach

- Promote packages and tours for people who wish to have their travel completely arranged for them.
- Have the organizational ability of the tour company reflected in the organization of the website.

Other websites for inspiration

- <https://www.lonelyplanet.com/>
- <https://www.classicjourneys.com/>
- <https://www.trafalgar.com/en-us>

Target audience

- Families and couples with expendable income
- Individuals who wish to have their travel details arranged
- Single people who wish to travel in a group and meet new friends.