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.