

PART II: IDENTIFYING YOUR CLIENT AND TARGET AUDIENCE

PROFILE OF MY CLIENT

Client:

My client is my mother, a professional travel agent who runs a small travel planning business. She serves individuals, couples, families, and retirees by helping them plan vacations such as cruises, all-inclusive resorts, group travel, and custom trips. Clients work with her to reduce stress, save time, and get expert guidance when planning travel.

Why she does what she does:

Her goal is to make travel easier and more enjoyable for clients by handling the planning details and providing personalized recommendations based on her experience as a traveler, their needs and budget.

Mission statement and website goals:

Her mission is to help clients confidently plan memorable travel experiences without the hassle of researching and booking everything on their own. The goal of the website is to promote her services, build trust with new clients, and make it easy for visitors to contact her or submit a travel inquiry.

Existing website:

She does not currently have a dedicated professional website.

PROFILE OF TARGET AUDIENCE

Primary audience description:

The primary audience includes adults who are interested in leisure travel and prefer working with a travel agent rather than planning trips entirely on their own.

Demographics:

Age range: 25 to 70 years old

Gender distribution: Primarily female, but also male and couples

Country: United States

Urban or rural: Mostly suburban and urban areas, areas near larger airports with a larger array of flight options.

Socioeconomic details:

Average income: Middle to upper-middle income households

Education level: Some college to college degree or higher

Marital or family status: Mix of single adults, married couples, families, and retirees

Occupation: Professionals, healthcare workers, educators, retirees, and office workers

Average work hours: Approximately 35–50 hours per week

WEB BEHAVIOR

Web usage frequency:

Most users use the web daily for communication, shopping, and research.

Devices used:

Both mobile and desktop devices. Younger users tend to use mobile phones, while older users are more likely to use desktop or laptops.

FICTIONAL VISITOR CHART

Name: Marcus Hill

Sex: Male

Age: 34

Location: Chicago, IL

Occupation: Project Manager

Income: \$85,000 per year

Web use: Heavy mobile and desktop user, daily browsing

Name: Denise Carter

Sex: Female

Age: 42

Location: Columbus, OH

Occupation: Registered Nurse

Income: \$78,000 per year

Web use: Daily web use, mostly tablet and mobile

Name: Robert Williams

Sex: Male

Age: 67

Location: Tampa, FL

Occupation: Retired

Income: \$55,000 per year (retirement income)

Web use: Moderate web use, mostly desktop

REASONS FOR VISITING THE SITE AND ASSIGNED TASKS

Reason 1: Looking for vacation ideas

Assigned to: Marcus

Task: Browse destination pages and services to get inspiration for a trip

Reason 2: Planning a family vacation

Assigned to: Denise

Task: Review family-friendly destinations, read testimonials, and submit a travel inquiry

Reason 3: Booking a cruise or group trip

Assigned to: Robert

Task: Learn about cruise options and contact the agent directly for assistance

PART II: PLANNING YOUR CLIENT WEBSITE

WEBSITE DESIGN CONSULT DOCUMENTATION

DEFINE PURPOSE

Primary goal of the website:

The primary goal of the website is to promote my client's travel planning services and attract new clients by showcasing her experience and making it easy to contact her.

Most important action for users to take:

The single most important action is for users to submit a travel inquiry form or contact her directly to begin planning a trip.

KEY MESSAGES AND CONTENT

Main message to convey:

The main message is that working with a travel agent makes planning trips easier, less stressful, and more personalized.

Critical information on the homepage:

Who she is and what she does

The types of trips she plans (cruises, all-inclusive, group travel, custom trips)

Clear contact information, appointment scheduler, or inquiry button

Existing content or text:

She currently has basic descriptions of her services and short bios that can be reused or rewritten for the site.

Photos, videos, or graphics:

She would like to include her prior travel destination photos and possibly client trip photos if available.

Logo availability:

She has a logo which is attached in this GitHub

DESIRED FEATURES

Specific features requested:

Contact form or travel inquiry form

Appointment Scheduler

Service and destination pages

Testimonials section

Mobile-friendly design

Essential features:

Homepage

Services

Contact form

About page

Nice-to-have features:

Blog or travel tips section

Photo gallery

FAQ section

INSPIRATION AND PREFERENCES

Websites admired:

She likes large travel agency websites such as travelleaders.com because they feel professional, trustworthy, and easy to navigate.

Design elements disliked:

She dislikes cluttered pages, pop-ups, and websites that are hard to navigate or confusing.

Desired look and feel:

Professional, clean, welcoming, and relaxing with a travel-inspired feel.

Style guide or preferences:

She prefers neutral colors with blues or greens and easy-to-read fonts. No existing style guide.

NAVIGATION AND STRUCTURE

Key pages needed:

Home

About

Services

Destinations

Testimonials

Contact

Main navigation:

Simple top navigation bar with clearly labeled links.

Subpages or dropdown menus:

Yes, under Services and Destinations to separate different types of trips.

COMPETITOR ANALYSIS

Main competitors:

Other independent travel agents and large online booking platforms.

Likes about competitor websites:

Professional appearance

Clear service descriptions

Easy contact options

Dislikes about competitor websites:

Too much information

Overwhelming layouts

Lack of personal connection

How her site should stand out:

By emphasizing personalized service, one-on-one planning, and real human support instead of automated booking.

AUDIENCE ENGAGEMENT

How people currently find her:

Mostly through word of mouth, referrals, and social media.

Repeat vs one-time visitors:

Many clients return for future trips once they've booked with her.

Social media presence:

She is active on Facebook and occasionally Instagram.

Reliance on referrals or reviews:

Yes, referrals and personal recommendations are a major source of new clients.

MAINTENANCE AND UPDATES

Update frequency:

Occasional updates for destinations, services, or promotions.

Site maintenance responsibility:

Initially maintained by me, with the possibility of training her for basic updates.

Need for assistance:

Yes, occasional help will be needed for content updates or feature changes.

REFINED SDLC APPROACH AND TIMELINE

SDLC MODEL CHOSEN

Agile development model

Reason for choice:

Agile was chosen because the client wants to be involved throughout the process and may change or refine ideas after seeing designs and layouts. This approach allows for regular feedback, small adjustments, and continuous improvement without restarting the project.

CLIENT FEEDBACK INCORPORATED

Based on the consultation, the client emphasized:

- The site must feel simple and not overwhelming
- Contacting her should be very easy from any page
- The homepage should clearly explain what she does within seconds
- Mobile usability is very important
- She prefers a clean, professional look with calming colors

These points were incorporated into the refined timeline by prioritizing wireframes, mobile-first design, and early feedback checkpoints.

REFINED SDLC PHASES AND TIMELINE

PHASE 1: Planning and Requirements (Week 1)

- Confirm website goals and primary user action (travel inquiry)
 - Finalize required pages and features
 - Review client feedback and inspirations
 - Define success criteria for the site
- Milestone: Approved project scope and feature list

PHASE 2: Design and Prototyping (Week 2)

- Refine sitemap based on client feedback
 - Create low-fidelity wireframes for all main pages
 - Focus on clear navigation and strong call-to-action placement
 - Review wireframes with client and collect feedback
- Milestone: Approved sitemap and wireframes

PHASE 3: Frontend Development (Weeks 3–4)

- Build page structure using HTML
 - Apply styling with CSS using agreed color palette and fonts
 - Implement responsive, mobile-first layout
 - Add navigation and homepage content
- Milestone: Functional frontend layout completed

PHASE 4: Backend and Features (Week 5)

- Build contact and travel inquiry forms
 - Add form validation and basic security measures
 - Connect forms to email or storage system
 - Test form functionality
- Milestone: Fully working contact and inquiry features

PHASE 5: Testing and Refinement (Week 6)

- Test usability on mobile and desktop
 - Check accessibility (contrast, labels, navigation)
 - Fix layout or functionality issues
 - Review final site with client and apply revisions
- Milestone: Client-approved final version

PHASE 6: Deployment and Launch (Week 7)

- Deploy website to hosting platform
- Connect domain if available

- Final live testing
 - Walk client through how to use and update the site
- Milestone: Website live and accessible to the public

VISUAL TIMELINE REPRESENTATION (BULLET FLOW)

Week 1

Planning and requirements approval

Week 2

Sitemap and wireframes finalized

Weeks 3–4

Frontend layout and design development

Week 5

Backend features and forms

Week 6

Testing, accessibility, and revisions

Week 7

Deployment and launch