

Reflection on Client Feedback

How My Mom's Input Shaped the Travel Website Design

Specific Changes Based on Client Feedback

Timeline Acceleration: Mom emphasized launching before the end of spring travel season (April-May), compressing our timeline from 12 weeks to 8-10 weeks. We established weekly Tuesday meetings to maintain momentum. This ensures the website launches when potential clients are actively booking spring and summer vacations, maximizing business impact.

Color Palette and Visual Appeal: My neutral corporate colors shifted to ocean blues and sunset tones based on her feedback. She wanted visitors to immediately feel vacation excitement.

Mobile-First Design: When my client stressed that clients browse on phones during commutes, I switched from desktop-first to mobile-first development. Her insight about busy professionals, and retirees using mobile devices meant prioritizing responsive design from the start, ensuring the site works perfectly where her clients actually are.

Pricing Transparency: Mom requested clear messaging that she doesn't charge extra fees and explaining the booking process. I will add a section detailing her commission-based model and step-by-step process overview.

How These Updates Improved Alignment

Building Trust: The pricing transparency, process explanation, testimonials section, professional photo, and warm color choices all work together to establish an approachable, trustworthy persona. Without her feedback, the site would have looked professional but felt impersonal.

Easy Contact: The enhanced contact form captures all information Mom needs (travel dates, destinations, budget, travelers) to provide personalized responses. Adding her 24-48 hour response time sets timely expectations.

Business Seasonality: The accelerated March launch aligns with peak spring booking season, a significant revenue opportunity. This taught me to consider the client's business

cycle, not just the development timeline. The seasonal timing ensures maximum impact when launched.