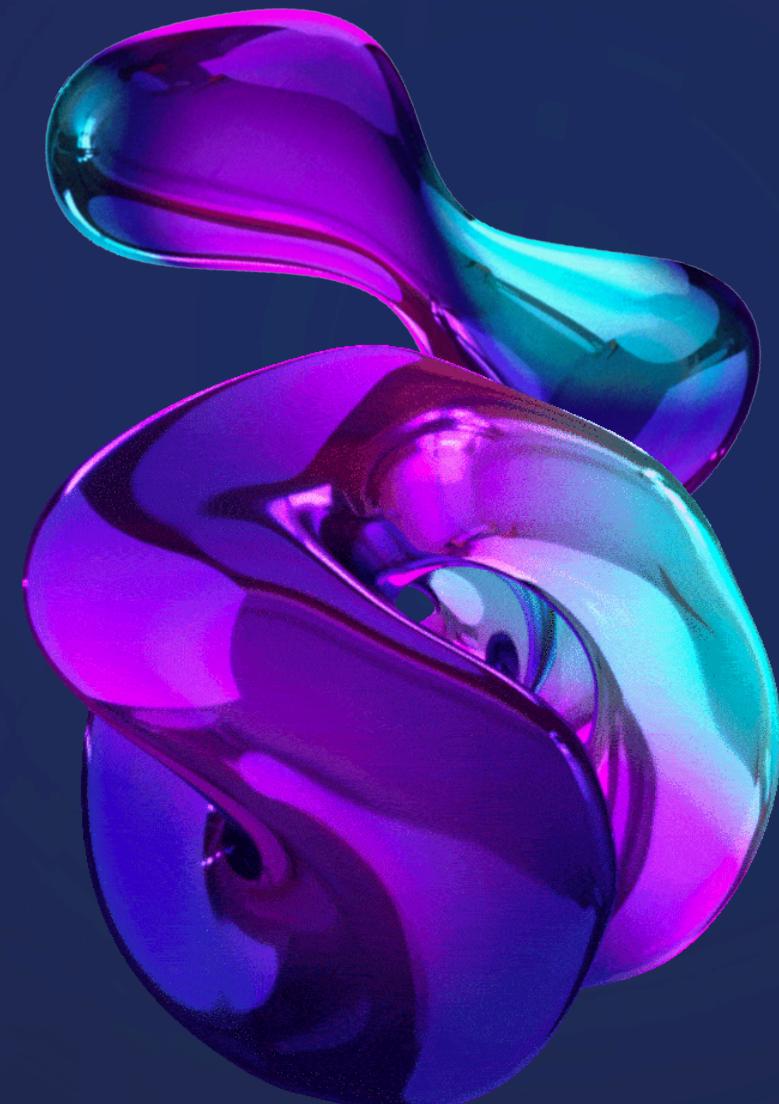


PRESNTATION

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Project Overview



- Scope: Define the project scope and deliverables
- "Creating a user-friendly, visually appealing, and fully functional website that allows guests to explore our hotel, view rooms, and make bookings easily."
- Timeline: Key milestones and estimated timeline
- Project phases: Planning, Design, Development, Testing, Launch

Research and Planning

Competitor Analysis: Review of competitor hotel websites

Show examples of competitor websites and highlight their strengths and weaknesses

Target Audience: Define the target audience and their needs

Families, business travelers, tourists, etc.

User Personas: Create user personas to guide design decisions

Present a few detailed user personas

Website Structure

Sitemap: Overview of the website's structure and navigation

Show a visual sitemap diagram

Wireframes: Initial sketches of key pages (homepage, rooms, booking, etc.)

Present wireframes for key pages

This website is designed by
AYESHA TASLEEM
with figma

The screenshot displays a hotel booking website template. At the top, there's a header with a logo, navigation links for 'HOME', 'ABOUT US', 'ROOMS', 'SERVICES', 'GALLERY', 'BLOG', 'CONTACT', and a 'BOOK NOW' button. Below the header is a large banner featuring a sunset over a swimming pool and palm trees, with the text 'Welcome to Hotel' and 'THE PLACE WHERE YOU LOOKING TO'. A 'EXPLORE NOW' button is located at the bottom of the banner. The main content area has a title 'WELCOME TO HOTEL' and a quote: 'There is no one who truly loves himself who really after it and wants to have it, simply because it is pain.' Below the quote are three images of hotel rooms. A 'View All' button is positioned below these images. The next section, titled 'WHY TO CHOOSE US?', features a grid of six images showing food, a pool, and a night view. Another 'View All' button is here. The final section, titled 'UPCOMING EVENT', shows three images of a living room, a city street at night, and a hotel reception desk. Each event image includes a date (27 APRIL) and a small text box with event details. At the bottom, there are footer sections for 'ADDRESS', 'INFORMATION', 'MY ACCOUNT', and 'NEWS LETTER', along with social media icons and a newsletter sign-up form.

Design and User Experience

Visual Design: Key design principles and elements

Color scheme, typography, imagery

User Interface (UI): Design of interactive elements

Buttons, forms, menus, etc.

User Experience (UX): Ensuring a seamless and intuitive user journey

Focus on ease of navigation and accessibility



Visual and Interactive Elements



Mockups: Visual representations of the website design

Include high-fidelity mockups of key pages

Interactive Prototypes: Clickable prototypes to demonstrate user flow

Provide a live demo or video walkthrough
Charts and Graphs: Visual data representations (e.g., project timeline, user personas)

Use visuals to make data more engaging