Jonathan Reznik CIS50

Travel Website

1. Site type: Business Travel
2. Site title
3. The goals for my sites are:
   1. Goal 1 (Content delivery)
      1. To offer useful and relevant tips for travelers
      2. To provide travel logs with images from around the world
   2. Goal 2 (Inspire with message)
      1. To inspire people to plan trips
      2. Casually make reference to how the business helps them to do this
   3. Goal 3 (Market business)
      1. And to market the business information such as name, logo and contact info
      2. Provide some links to other places on the web like social media
4. Elements of site
   1. Text and image elements
      1. Images will link to travel logs from landing pages
      2. Travel logs will provide more words with pictures from around the world
   2. Interactivity
      1. Potential for a poll about customer destination preferences
      2. For currency a timestamp at the bottom of each page.
5. Style
   1. Color scheme: blue green yellow and white, soothing and not intrusive
   2. Advanced style sheet should include different styles for:
      1. text and background combinations of:
      2. blue on white or green on yellow.
   3. All buttons, images and site icons should follow the same scheme of colors so white, yellow green and blue, but no white text and links in blue red or purple (not yellow or green).
6. I will address each layout issue separately here:
   1. Balance – symmetry in the page will help to provide standard layout for content in lists, tables and paragraph form
   2. Contrast –size, color and font should ensure each page has a “focus” and is digestable
   3. Unity – pictures and navigational items should not detract from the experience….also the UX/UI will be user controlled for most of the site links
   4. Simplicity – pages should avoid clutter
7. Site content (see assignment 7)