Travel Website, Jonathan Reznik, CIS50

1. My site is going to be a Business Travel site.
2. The goals for my sites are:
   1. To offer useful and relevant tips for travelers
   2. To provide travel logs with images from around the world
   3. To inspire people to plan trips with the help of the business
   4. And to market the business information such as name, logo and contact info
3. In addition to travel logs, pictures from around the world, and other elements the site *will have* good navigation, search features (for destinations/locations), and menus (price or deals).
4. [www.jonsawesometraveldeals.com](http://www.jonsawesometraveldeals.com)
5. The interactive portion of the site is going to contain a poll for customers about areas in the world they would most like to travel to in the future. Also a timestamp will demonstrate the current date at the bottom of each page.
6. The color scheme for this site is blue green yellow and white, soothing colors and not intrusive to enjoyment of site visitors. Links will be blue, red, or purple, but text and backgrounds will be blue on white or green on yellow. The background will incorporate many of the same colors or an image as well. All menus and navigation buttons in the same scheme of colors so white and yellow but no use of green/blue except for text or links.
7. I will address each layout issue separately here:
   1. Balance – for this site to be exciting it may require asymmetry in the look which means menus are either at the right side or on top, but content may be skewed to one side
   2. Contrast –size, color and font should ensure each page has “focus” and is digestable
   3. Unity – pictures and navigational items without detracting from experience
   4. Navigational Bar – the UX/UI will be user controlled for the site
   5. Simplicity – each page will avoid clutter by keeping a consistent layout for pages in site
8. Site content
   1. Paragraph 1:
      1. Summary Heading – **Welcome to Jons Awesome Travel Business Website**
      2. Detailed Bullets
         1. ***Research your next trip or dream vacation from the comfort of your home***
         2. ***See the amazing wonders of the world and experience the personal travel logs of satisfied customers***
         3. ***View images of the countries and cities that are travelled to frequently by many both tourists and non-tourists***
   2. Paragraph 2:
      1. Summary - ***Enjoy the experience of learning about travel arrangements while gaining some tips about your upcoming travels with Jon’s Travel Business.***
      2. Detailed Bullets
         1. ***Take the first step towards booking your trip and contact the offices of our business at xxx-xxx-xxxx.***
         2. ***Review your itinerary or if you don’t have one yet then begin building a custom itinerary online***
         3. ***Provide your name and phone number so that an agent from Jon’s Travel Business will contact you about offers in the coming season for travel.***