Travel Website, Jonathan Reznik, CIS50

NOTE: See assignment 5 for some additional Site Content already developed

1. Methods
   1. Attracting customers is going to attempt to brand the site with logo, name and contact at the top of each page of the site.
   2. Providing travel logs is tricky because these will need a dedicated layout and structure for pages within the website. The easier way would be to provide each one on a separate page.
   3. Travel tips for the site is easily implemented with simple web document or page with links back to a home page and a good navigational structure
   4. Placeholder1
   5. Placeholder2
   6. Site Map?
   7. Contact Page?

NOTE: there are likely to be more goals and more objectives or methods to complete for here as well.

1. Content
   1. In order to develop the content for the travel site it will probably make sense for the travel logs and pictures, to be piecing it together somehow (since I do not have actual testimonials at this time or available content for now). Pictures can be attained of sites around the world from free sources, and descriptions of these sites can be used to fill in the rest of the information based on some minimal research effort about the destinations.
   2. Travel tips should be content previously developed and repurposed for the site. Of course being careful of copyright (just like with all of the content)
   3. The logo should be some free and available image that already exists, so I will not need to create anything new.
   4. The buttons and graphical elements are likely to be whatever programming capabilities become available at the time of developing and designing the site for this class (not sure how yet).
2. Target audience
   1. The site’s targets are Independent Adults, Friends and Groups of people looking for travel information and wanting to make a trip with help in destination selection, travel arrangements, and cost effective planning (in general)/
   2. The client need and expectation will include their safe and enjoyable time and a smooth experience from start to finish with completing the plans for their trips.
3. Design elements
   1. This site is going to combine the content models for *hierarchical* and *linear web design*
   2. In general the site is hierarchical but in the specific sections (travel logs) it will be linear structure with content on a single page or possibly sequence of pages for each one.
4. The color scheme is blue, green, white and yellow. The visual consistency of the site is going to be provided via page elements mostly text and images in a consistent location throughout the site. The layout of pages are (a) home page, (b) an about us page, c() a 1 pager of Travel tips, and (d) several more pages for each travel log. Links back to home page as well as contact information and logo will provide a consistent look and feel to the site.
5. There will not be many links in this site, other than the navigation buttons there will be a Home and About Us link on each page and that’s it. To determine other links, menus or tabs will happen later once design is underway. The goal is to provide good user-controlled navigation. Maybe another thing will be to include a site map, if the site gets large enough to have to incorporate one.