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Site Theme & Visual Metaphor

My client, Natalie, is a travel agent and has asked me to create a website to promote the work she does. This site will allow current and potential clients to set up a consultation with Natalie, as well as help them to get to know her better. The core theme, however, is to spark wanderlust in the users. More than anything Natalie wants to get her clients excited about traveling by sharing her love of travel with them. Her job is to take care of the planning involved in going on a trip, which is often quite stressful for people to do on their own. Natalie would like her website to take that stress away from her clients by showing them that she is easy to find, contact, and set up a meeting with.

The visual metaphor we plan to use to achieve the theme will consist of certain colors, pictures, and layout. For the colors, Natalie has expressed that she would like shades of light blue throughout the site. This will invoke thoughts of travel and relaxation by mimicking the colors of the sky and the sea, both of which are often tied to a relaxing vacation in nice weather. Additionally, Natalie would like to tie more colors into the site through pictures of desirable travel destinations such as the Amalfi coast, Kauai, or Santorini. The blue skies and ocean views in these pictures will tie in our blue color scheme while also adding pops of color to the site. This will be both aesthetically pleasing to the user, as well as spark their excitement for travel. Finally, while Natalie wants the site to be a place where she can share her love for travel and get clients excited about it, she also wants it to be the place where clients are able to contact her to set up a

consultation or get a quote for a trip. As such, the final component of the visual metaphor will be a very clean and simple layout. A simple navigation bar with logical labels for each page will make the site clean, elevated, and easy to use for those who are hoping to contact Natalie.