

Journey Bly

Prof. Gehl

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### Client Needs Assessment

My client, Natalie, is a travel agent. She helps people plan vacations through assisting them in finding transportation, lodging, food, and attractions in a particular destination. She is well-experienced in this area of work and wants a website that shows potential clients that she can “set up a vacation for anyone and anywhere.” She already has a couple of sites that she uses for her job and would like to link them to this one all-inclusive site. These sites are (1) the site of the travel company she works for (Cruise & Travel Masters), (2) the site where her clients leave reviews, and (3) her travel Instagram page that documents her personal travels and travel tips. Natalie already has a small client base with loyal customers that have come back to use her services multiple times. However, she is currently only listed on a couple of travel agent websites and would like one of her own that will allow potential clients to find her more easily and to learn more about her experience as a travel agent.

Natalie wants the site to be geared toward adult clients (18+) who have the means to plan and pay for a vacation. She wants the site to be inviting for this demographic and as such would like it to have a more elevated style. However, while she doesn’t want the site to be childlike, she does still want it to be fun and colorful. In addition to just adult users, the site will more narrowly target users who are seeking help making travel plans. So, the site should have a relatively

simple layout that makes it easy for them to find what kind of a trip they are looking for and to contact Natalie to consult with them on planning it.

For the layout of the site, she would first like a home page that includes her name and title as a travel agent. She would also like this page to be colorful with lots of travel references and pictures. To incorporate an adventurous feel, there could be a world map as the background of the page. This page could also include icons of a globe, an airplane, or passport stamps. Basically, Natalie just wants the design to get potential clients excited about travel. It should feel fun and inviting to the users as it will be the first thing they see. Additionally, she wants the key features and navigation of her site to be similar to those of her company's website, Cruise & Travel Masters, which includes different types of vacations (cruises, land, family, destination weddings, "foodie" destinations, etc.) as well as somewhere to search a custom vacation if the client already has a specific destination in mind. She would also like a box where customers can submit information about their prospective trips and receive a quote to get an idea of how much the total cost will be. Finally, she would like to include information about herself in a blog section referencing her travel experiences in addition to her contact information and social media. She hopes that having a more personalized site will help to set her apart from other travel agents. With a personal site, potential clients will be able to find her more easily when looking for a travel agent online rather than through her company's website, or another third party site.

Natalie is a great travel agent who is passionate about what she does. All of her reviews online are 5-star and it is evident that she always puts her clients first. She would like her website to convey the great work that she does and to share her love of travel with her clients. In order to do this, she would like to emphasize the blog section of the site so that her clients can get to

know her a bit better. It is important to her that her clients are put first and have the best experience possible. She wants the tone of the site to be inviting with shades of light blue and a style that mimics scenic travel destinations like coastal cities or beaches. She would also like to include brighter colors as well as pictures of beautiful vacation spots, such as Rome, Santorini, and Hawaii. She hopes to have a website that will spark the wanderlust in people. Something that makes people want to travel and to provide them with an escape from the stresses of their daily lives. Sometimes as amazing and relaxing as a vacation sounds, the excitement can be masked by the stress of having to plan everything out. Natalie strives to eliminate that stress from her clients so that they can solely focus on having a great vacation. Through her website, she hopes to market this and to give her clients a more personalized experience.