Project Design Document

1. Domain

The main focus of knowledge of this website is related to animal lovers, travelers and adventure seekers. The reason as to why I choose this topic is because I come from a background which is rich in wildlife, scenarios, and of good climate.

1. Objectives

The objective of this website is to help anyone interested in traveling and wildlife find their way around, and also give ideas to someone looking for a vacation trip.

The main objective is to market the travelling agency that is involved in taking people to those places and making sure they have accommodation available.

1. Audience

Families that are looking to go on a vacation, retirement, group getaways and mission trips. Most of the audience visiting this site need a one stop website where they will get all their requirement, rather than having to go through different websites.

1. Design/ Structure

The design of the website will be a “F” shape concept where It will have two navigation tabs and title bar. One on the top of the page, one on the left side, the other below the top one.

The navigation bar will include: Home, Flights & Hotels, Places & To Do. The Home page will be an overview of what the website/company is about. It will include the reasons as to why the audience browsing show use the website as a guide and the many benefits it will have. It will also elaborate why one should go to Kenya for a vacation with the main objective being to persuade the audience to go. The next page will be the Flight & Hotel booking, and on this page the user will be able to book a flight and a hotel if they wish to. The hotels will have links to the items on the places and things to do link, and this will help the audience to know what will be around the hotel they choose. The last page will be Places & To Do, and this page will help the user to see what they do when in Kenya or places where they can go.