Project Name: Travel Buddy Project

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Date of completion: 6/6/2022

Details of your Company or Portfolio :

Name of your company:

Travel Buddy

Logo of your company:

Tag Line :
Good Food. Good Place. Good Recreation

## Describe your target audience :

- *Families / Friends / Anyone who wants to see recommendations of different places/countries to visit*
- *Families / Friends / Anyone who are/is on vacation and love to travel/wants to find something to do*
- *Likes to have fun*
- *Finding a good gift for their parents/families/friends or anyone they want to give to*

Moodboard + style + Design principle :

Monochromatic and Custom Paletter with a mixture of cool and warm colours that complement one another. I will be using a mixture of this colours, however most of the colours I used are the 3rd colour palette shown. I am going with a Fun, Calm, Relaxing, Slightly beach/sea themed.
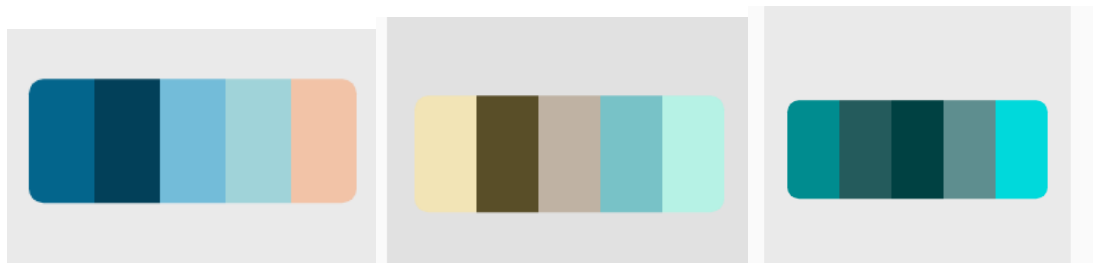
Brand Story :

Tagline: Good Food. Good Place. Good Recreation.

Mission: To offer good recommendations to travel and deliver the best, affordable prices to our customers

Values: Honesty, Service Quality, Customer-Focused

Our deepest purpose as an organization is to find good recommendations, deliver affordable prices to our customers honestly and earnestly with the mind of customers coming first.

Typography :

Cabrito sans Norm, Myriad Pro, Segoe UI [Default Adobe XD]

Cabrito Sans Norm Thin   </>

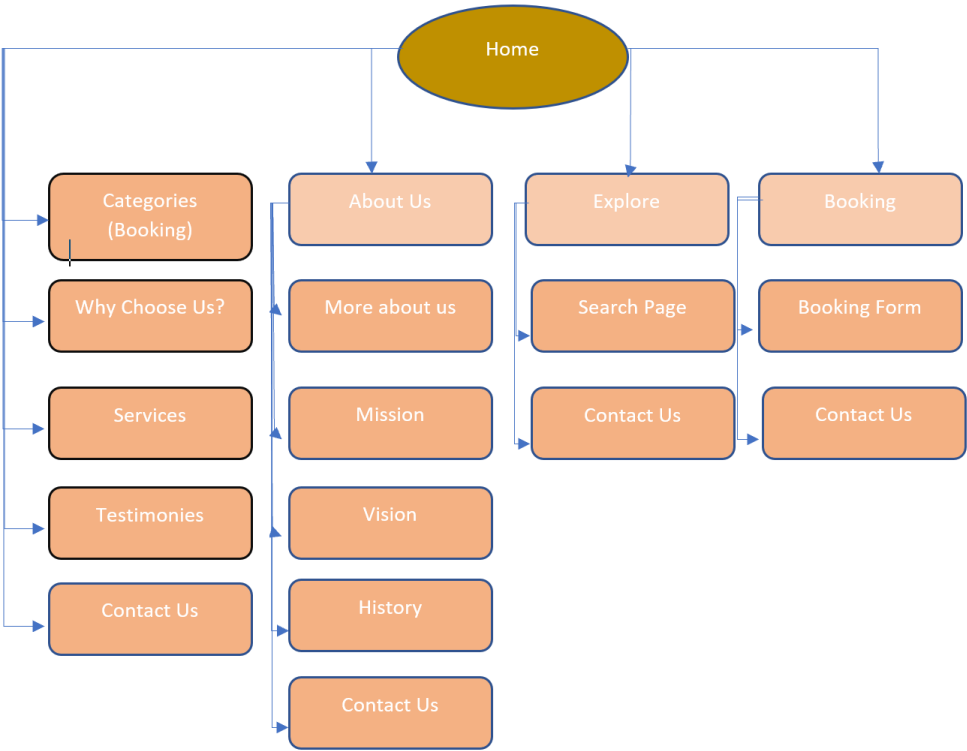The quick brown fox jumps over the lazy dog

Myriad Pro

the quick brown fox
jumps over the lazy dog.
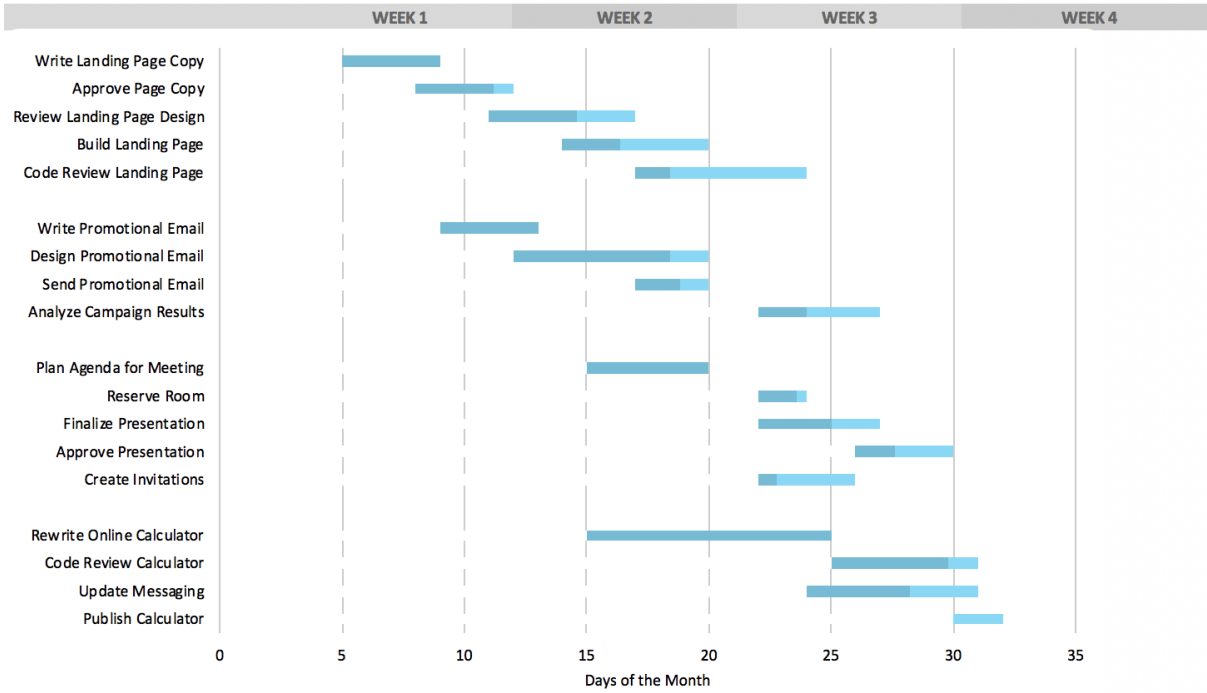THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

Layout Arrangement :

I used a mixed layout but usually, I use a column layout to organize the text as well as the images together.

Sitemap :

```
                                    ┌─────────┐
                                    │  Home   │
                                    └─────────┘

┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│  Categories  │   │   About Us   │   │   Explore    │   │   Booking    │
│  (Booking)   │   └──────────────┘   └──────────────┘   └──────────────┘
└──────────────┘

┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│Why Choose Us?│   │More about us │   │ Search Page  │   │ Booking Form │
└──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘

┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│   Services   │   │   Mission    │   │  Contact Us  │   │  Contact Us  │
└──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘

┌──────────────┐   ┌──────────────┐
│ Testimonies  │   │    Vision    │
└──────────────┘   └──────────────┘

┌──────────────┐   ┌──────────────┐
│  Contact Us  │   │   History    │
└──────────────┘   └──────────────┘

                   ┌──────────────┐
                   │  Contact Us  │
                   └──────────────┘
```
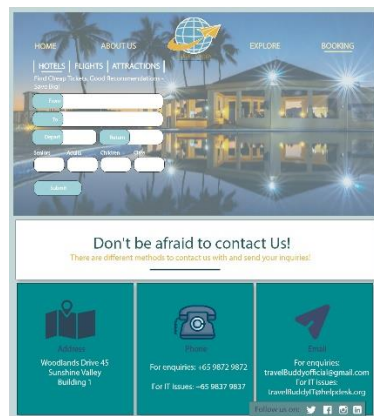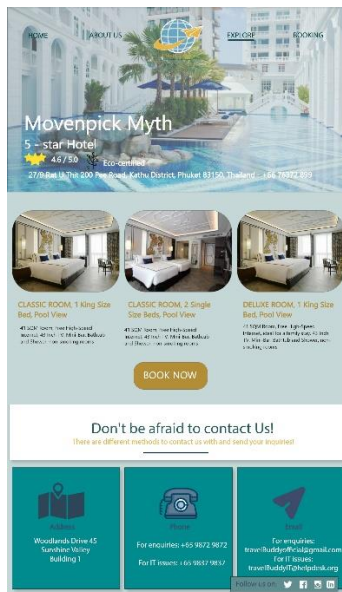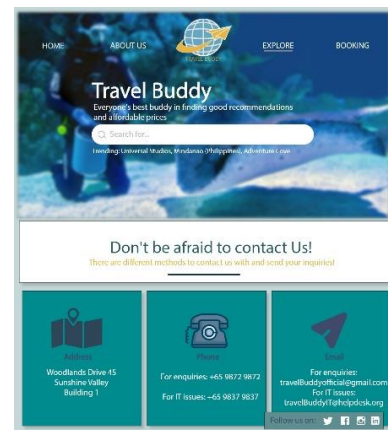
Gant Chart :

Feedbacks :

Jeniffer:

- Inconsistent animations throughout pages, such as in the booking form page and confirmation, payment and thank you pages.
- Most Pictures have animation of them zooming in when we hover over them.

Iteration:

To…

Low fidelity wireframe:

High fidelity wireframe:

Link in XD for your Prototype:

https://xd.adobe.com/view/93580640-c8b1-4a09-908f-b8743ede6fa4-c60b/

Reference sites/ Assets / Plugins:

https://www.movenpick.com/en/asia/thailand/phuket/myth-hotel-patong-phuket.html

https://www.viator.com/Thailand-tours/Attraction-Tickets/d20-g8-c29?dynamicFilters=TAG-21912

https://www.jtgtravel.com/asia/thailand/cheapest-places-in-thailand/

https://www.google.com/travel/hotels/Thailand/entity/CgsIzbCX5Yvem7KyARAB?q=best%20afforda ble%20hotels%20in%20thailand&g2lb=2502548%2C2503771%2C2503781%2C4258168%2C4270442 %2C4284970%2C4291517%2C4306835%2C4308226%2C4515404%2C4597339%2C4649665%2C4722 900%2C4723331%2C4733969%2C4757164%2C4758238%2C4758493%2C4762561%2C4777463%2C4 779393%2C4786153%2C4786161%2C4786958%2C4789857&hl=en- SG&gl=sg&cs=1&ssta=1&ts=CAESABogCgIaABIaEhQKBwjmDxAFGBwSBwjmDxAFGB0YATICCAIgCwoF OgNTR0QaACgI&rp=OAFAAEgCogEIVGhhaWxhbmTAAQM&ap=aAE&ictx=1&sa=X&ved=0CAAQ5JsGa hcKEwj4ls7MgYD4AhUAAAAAHQAAAAAQAw&utm_campaign=sharing&utm_medium=link&utm_sou rce=htls

https://www.expedia.com.sg/

https://www.youtube.com/watch?v=Wm-oW1wAMpw

Icons 4 Design

IconScout

Unsplash

ColorSpark