

Project Name: Travel Buddy Project

Your name : Gabay Lea Louise Adventurado

Student ID: 21025553

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 :

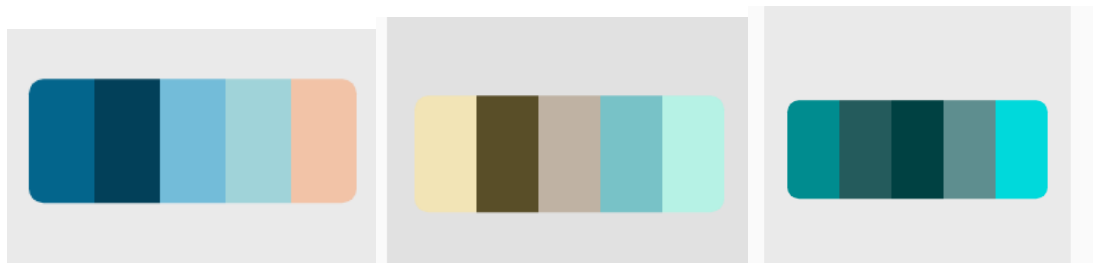
- *Families / Friends / Anyone who wants to see recommendations of different places/countries to visit*
- *Families / Friends / Anyone who are/is on vacation and love to travel/wants to find something to do*
- *Likes to have fun*
- *Finding a good gift for their parents/families/friends or anyone they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

 <p>Name Hailey Riley</p>	<p>Preferred Method of Communication</p> <ul style="list-style-type: none"> • Social Media • Phone 	<p>Tools They Need to Do Their Job</p> <ul style="list-style-type: none"> • Business Intelligence Dashboards • Employee Scheduling Software • Word Processing Programs
<p>Job Title Marketing Executive</p> <p>Age 18 to 24 years</p> <p>Highest Level of Education Bachelor's degree (e.g. BA, B</p>	<p>Job Responsibilities</p> <p>Marketing executives develop and oversee marketing campaigns to promote products and services</p>	<p>Their Job Is Measured By</p> <p>Amount of Strategic Brand and Marketing Objectives met</p>
<p>Social Networks</p> <p>f i t</p> <p>in p</p>	<p>Reports to</p> <p>Director of Marketing</p>	<p>Goals or Objectives</p> <p>Revenue, Recreation</p>
<p>Industry Marketing</p> <p>Organization Size 201-500 employees</p>	<p>They Gain Information By</p> <p>Take Online Courses, Attend seminars, Research about their Job!</p>	<p>Biggest Challenges</p> <ul style="list-style-type: none"> • Collaboration & Creativity • Communication

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

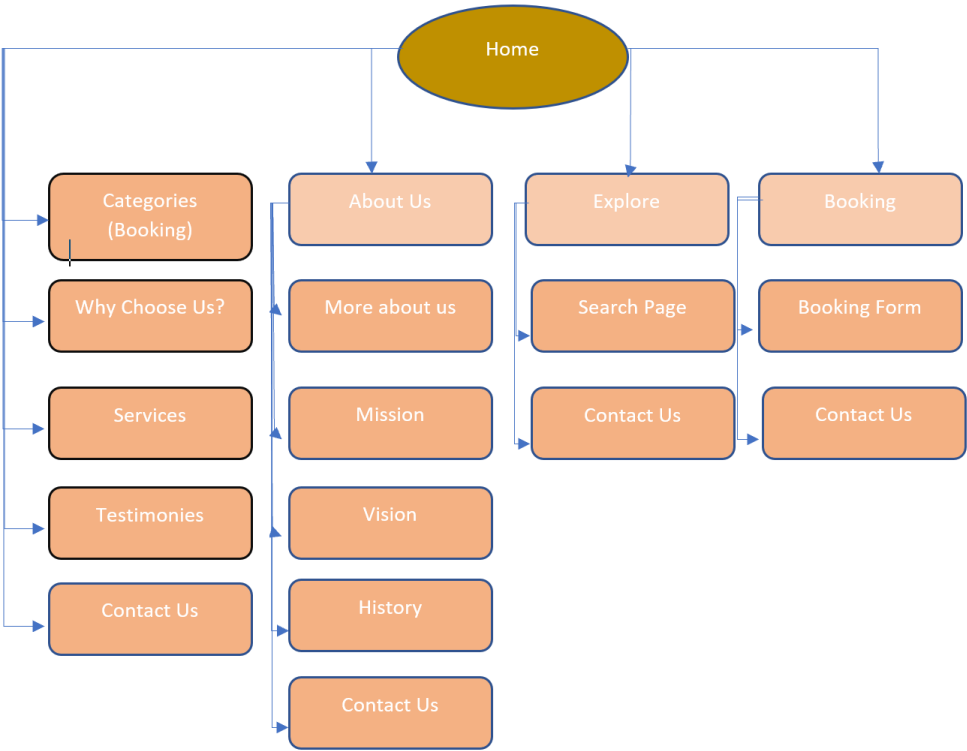
the quick brown fox
jumps over the lazy dog.

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

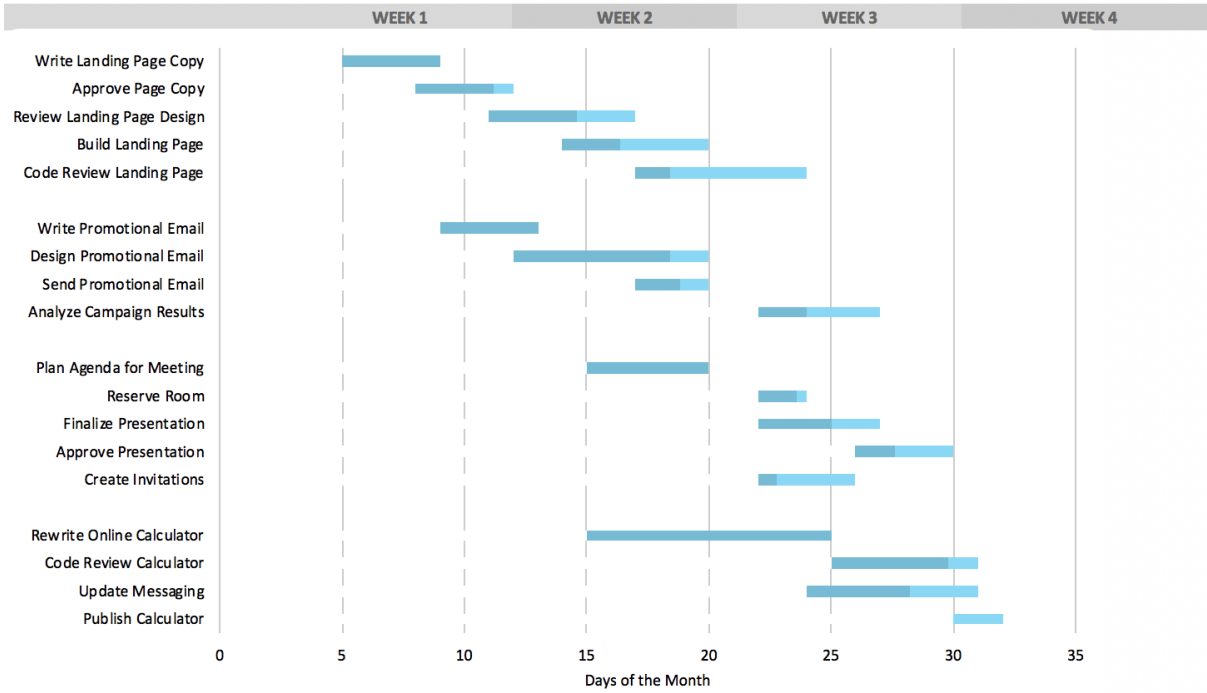
Layout Arrangement :

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

Sitemap :



Gant Chart :

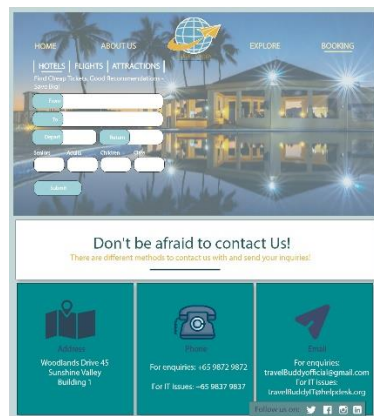
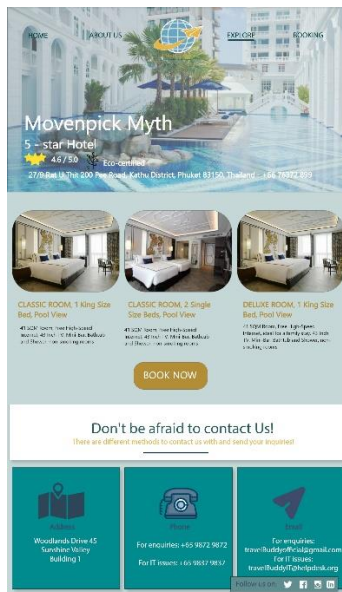
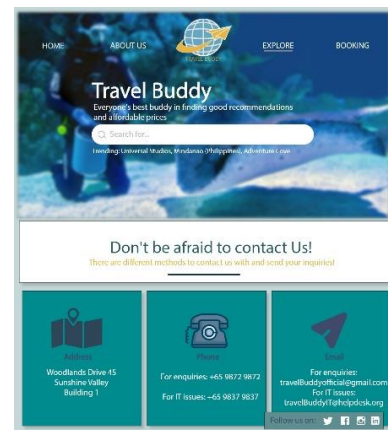


Feedbacks :

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...

The image displays 12 wireframe designs for a travel agency website, organized into three columns and four rows. Each wireframe represents a different page or section of the site, featuring a consistent navigation bar at the top with links for HOME, ABOUT US, LOGO, EXPLORE, and BOOKING.

- Row 1:**
 - Wireframe 1 (Home):** Features a large hero section with the text "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat." Below this is a "BACKGROUND" section and a "Why Choose Us?" section.
 - Wireframe 2 (About Us):** Includes a "About Us" heading, a large "X: 1868.03 px Y: 687.04 px" placeholder, and a "MISSION VISION" section.
 - Wireframe 3 (Home):** Shows a hero section, a "BACKGROUND" section, and a "Don't be afraid to contact us!" section with contact form fields (Name, Email, Phone, Address, City).
 - Wireframe 4 (Home):** Similar to Wireframe 3, but with a different layout for the "Don't be afraid to contact us!" section.
- Row 2:**
 - Wireframe 5 (About Us):** Features a "Why Choose Us?" section, a "NATURE PERSON" section, and a "Our Services" section.
 - Wireframe 6 (About Us):** Includes a "History" section, a "MISSION VISION" section, and a "Don't be afraid to contact us!" section.
 - Wireframe 7 (Home):** Shows a hero section, a "BACKGROUND" section, and a "Don't be afraid to contact us!" section.
 - Wireframe 8 (Home):** Similar to Wireframe 7, but with a different layout for the "Don't be afraid to contact us!" section.
- Row 3:**
 - Wireframe 9 (Testimonials):** Features a "Testimonials" section with a grid of testimonial cards and a "Don't be afraid to contact us!" section.
 - Wireframe 10 (About Us):** Includes a "History" section, a "MISSION VISION" section, and a "Don't be afraid to contact us!" section.
 - Wireframe 11 (Home):** Shows a hero section, a "BACKGROUND" section, and a "Don't be afraid to contact us!" section.
 - Wireframe 12 (Home):** Similar to Wireframe 11, but with a different layout for the "Don't be afraid to contact us!" section.

Each wireframe uses placeholder text (Lorem ipsum) and includes various UI elements such as navigation bars, hero sections, background images, testimonials, and contact forms. The designs are presented in a clean, minimalist style with a focus on layout and structure.

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-q8-c29?dynamicFilters=TAG-21912>

<https://www.jtqtravel.com/asia/thailand/cheapest-places-in-thailand/>

https://www.google.com/travel/hotels/Thailand/entity/CqslzbCX5Yvem7KyARAB?q=best%20affordable%20hotels%20in%20thailand&q2lb=2502548%2C2503771%2C2503781%2C4258168%2C4270442%2C4284970%2C4291517%2C4306835%2C4308226%2C4515404%2C4597339%2C4649665%2C4722900%2C4723331%2C4733969%2C4757164%2C4758238%2C4758493%2C4762561%2C4777463%2C4779393%2C4786153%2C4786161%2C4786958%2C4789857&hl=en-SG&qI=sq&cs=1&ssta=1&ts=CAESABoqCqlaABlaEhQKBwjmdxAFGBwSBwjmdxAFGB0YATICCAIqCwoFOqNTR0QaACqI&rp=OAFAAEqCogEIVGhhaWxhbmTAAQM&ap=aAE&ictx=1&sa=X&ved=0CAAQ5JsGa hckEwj4ls7MqYD4AhUAAAAAHQAAAAAQAw&utm_campaign=sharing&utm_medium=link&utm_source=htls

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

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

Icons 4 Design

IconScout

Unsplash
ColorSpark