**ICT SEMESTER**

**PROJECT**

**MAHEEN FATIMA – 232528**

**TANIA KHAWAR – 232378**

**BSCSev-B**

**Planning Phase**

Task1:

**Purpose**

Our travel agency portfolio website is a dynamic online hub designed to showcase our extensive range of travel services and expertise. It serves as a visual gateway for prospective clients offering a glimpse into our diverse destinations, personalized itineraries, and commitment to exceptional customer experiences. With vibrant imagery, insightful content, and user-friendly features, the website aims to captivate, inform, and inspire Wunderlist, fostering trust and facilitating seamless connections with travel enthusiasts worldwide.Top of Form

**Target Audience**

**Potential Travelers:**

Individuals or groups seeking travel services, such as vacation packages, flights, accommodations, and tours. Targeting diverse demographics, including families, solo travelers, business professionals, and adventure enthusiasts.

**Corporate Partners:**

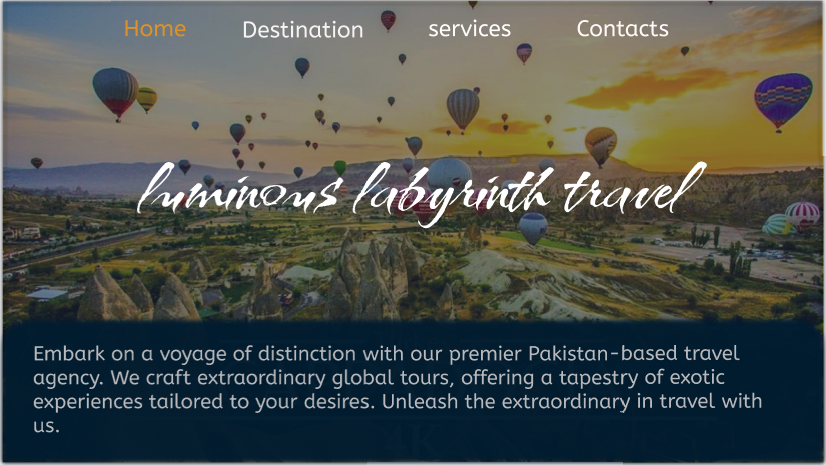
Businesses looking for corporate travel solutions, including event planning, group bookings, and conference arrangements. Emphasizing efficiency, reliability, and cost-effectiveness for corporate travel needs.

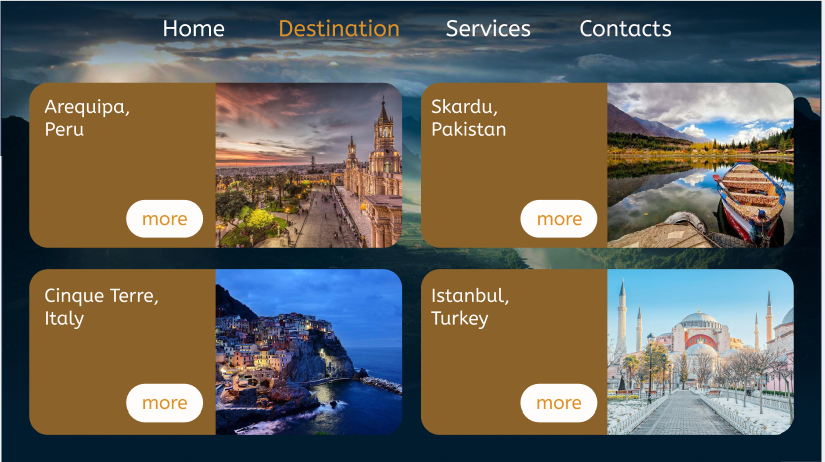
Task 2:

**Website layout on Figma**

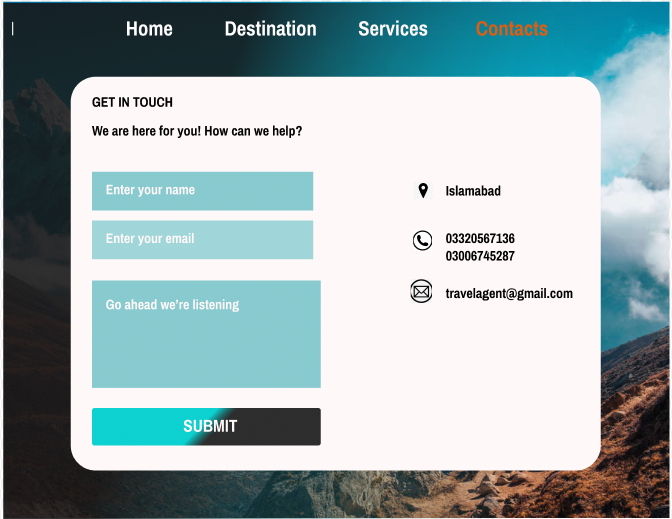
**Website name:**

**Luminous Labyrinth travel**

****

****

****

****