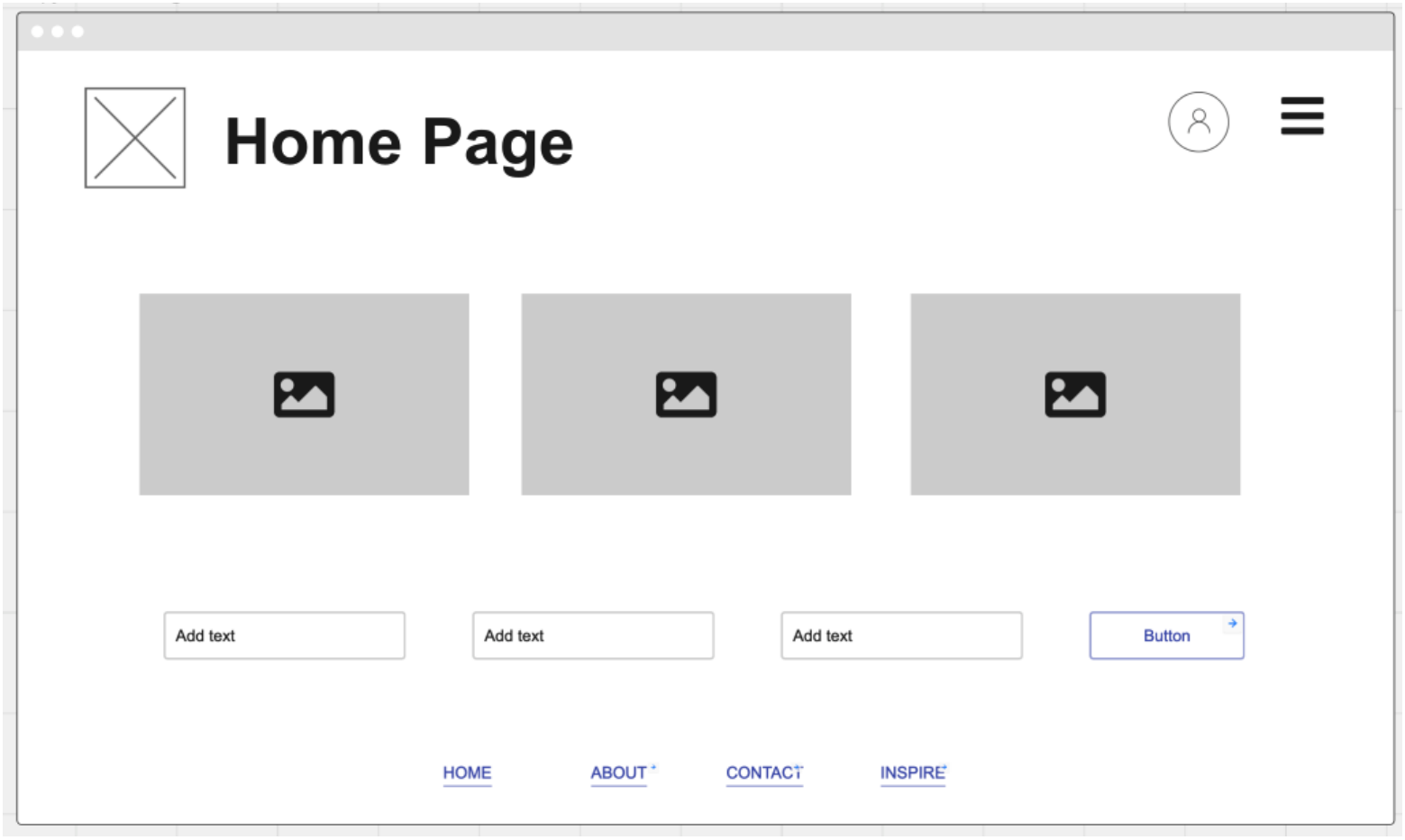
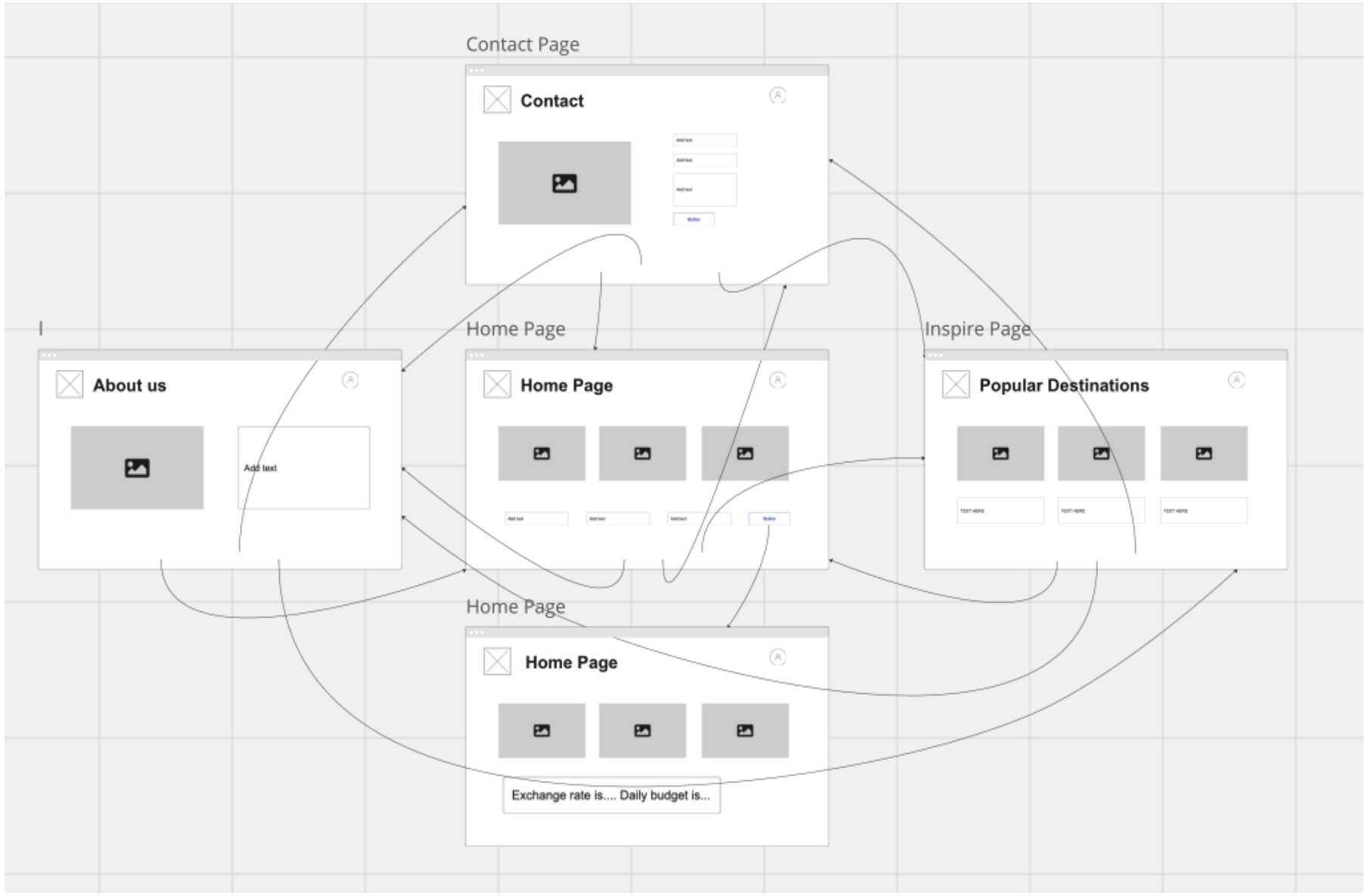
Wire Frames

https://miro.com/app/board/uXjVOsM6sm8=/?share_link_id=187727457077



Above is the wireframe of our Home page. We wanted to keep the page simple, clean and for it to feel familiar for the users. We did not want to overwhelm the user with loads of buttons and text. We have included some consistent features across all our web pages such as the logo in the top left, burger menu in the top right and a footer with links to other pages. We wanted the webpage to look cohesive across all the pages and opted for having 3 images on the ‘Home’ and the ‘Inspire’ pages to help break up the page and keep the user interested. On the ‘Contact’ page we keep the form brief and try to keep the input boxes to a minimum to avoid the user feeling overwhelmed with loads or boxes and a large form to fill out.


Contact Page
Contact
Add text
Add text
Add text
Button
I
Home Page
Inspire Page
About us
Add text
Home Page
Popular Destinations
TEXT HERE
TEXT HERE
TEXT HERE
Home Page
Home Page
Exchange rate is.... Daily budget is...

The link to our wireframes can be found at the top of the page which is interactive to show the flow of our webpages. The static diagram is also a representation of how the pages link together i.e the footer will include links to the other pages on the website.

Colour Choices:

As a team we decided to go for some blue tones mixed in with some yellow. We wanted the webpage to feel bright and exciting as our project is based around going on holiday. The blue would be seen as trustworthy, green as adventurous the yellow gives a pop of colour, but also playing on the holiday theme the blue and the yellow hues represent the sea and beach.
When researching similar web pages we noticed the colour palette was also blue which suggested to us we had chosen the right colour palette.

Limitations:

We know there are limitations to our design, such as not having a back button (which is very familiar to people), we felt the links at the bottom of the page would be easy for the user to navigate. Another limitation could be the webpage could feel too simple and also having too many images on the page can be distracting, however we will be careful in selecting the final images.