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**Title of Website**

Picture of website could go here

Include the link to your deployed website

Names of students

Date

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**1. Executive Summary**

**Why did you decide on this idea, what problem are you solving, what is the market size, etc.?  Provide an overview of your chosen company.**

The idea of designing a travel website specifically dedicated to New Zealand was born out of my passion for photography and travel, coupled with a deep appreciation for the unique beauty and culture of this incredible country. The photos I captured during my visits to New Zealand are a testament to its natural wonders and captivating landscapes, and I wanted to share these experiences with a wider audience. By using my own photographs, I eliminate any potential copyright issues, ensuring that the content on the website is authentic and original.

The primary problem I am addressing through this website is the lack of a comprehensive, visually appealing, and user-friendly platform that highlights the diverse range of travel experiences available in New Zealand. With so much to see and do in this country, from its majestic mountains and glaciers to its vibrant cities and charming rural communities, it's crucial to have a resource that helps travelers navigate and plan their trips effectively.

In terms of market size, the travel industry in New Zealand is thriving, attracting millions of tourists every year. This number is expected to grow in the coming years, especially with the increasing popularity of eco-tourism and adventure travel. By targeting this expanding audience, my travel website has the potential to reach a significant number of users, providing valuable information and inspiration for their travels.

My chosen company, let's call it “Woah.Trip" aims to be the premier online destination for travelers seeking information and inspiration about New Zealand. Through a user-friendly interface, engaging content, and stunning photography, we will showcase the best of New Zealand, from its natural wonders to its cultural experiences. We will also provide practical travel tips, accommodation recommendations, and itinerary suggestions to help travelers plan their dream trip to this incredible country.

In conclusion, "Woah.Trip" is a travel website designed to solve the problem of a lack of a comprehensive and visually appealing platform dedicated to New Zealand travel.

**2. Project Work**

How did your team split the project work? Show work packages with milestones and deliverables.

**3. Design Process**

The colour palette for my website primarily consists of shades of blue, inspired by the deep blues and pristine landscapes of New Zealand. The background is a deep blue hue, creating a visually appealing contrast with the white fonts used throughout the site. This contrast ensures that the content is easily readable and provides a clear, crisp visual experience for users.

The web page framework features a prominent navigation bar and an eye-catching New Zealand landscape image to draw users' attention. A scrolling text feature, achieved using marquee, adds dynamism and draws focus to important information. The main webpage's content is presented using Bootstrap's card component, which highlights key locations in New Zealand. Visitors can click on "see more" to access the second page, “Tour.html”,for additional details.

On the second page, the navigation bar remains consistent with the first page, while the main content utilizes galleries to showcase several scenic images. When users hover over the images, hidden descriptive text is revealed, providing additional information about each location. The footer section adopts a minimalist approach, including the company name, slogan, and contact information for easy access.

In terms of design patterns, each wireframe references at least one established pattern to ensure a user-friendly and intuitive interface. The navigation bar follows a standard pattern for easy navigation, while the card-based layout in the main webpage adheres to a popular pattern for presenting information in a structured and visually appealing manner. The hover effect on the images in the galleries also adheres to a widely recognized pattern for providing additional information without overwhelming users.

**4. Testing & Responsiveness**

Talk about website responsiveness here along with **Optimisation, SEO and Testing**. You can talk about how you made your website responsive. You could also mention how you used JavaScript: loops, if statements, etc. How you deployed your website?

**5. Conclusion**

We have divided the work very well, with each person responsible for their designated pages. We discuss and negotiate the finer details together. If I have time, I will make some changes, such as using a video or pictures scrolling on the homepage. This will make the entire page appear cleaner and more straightforward for users to understand.

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**6. References**

Finance, B. &., 2015. *Flexible working worth €2.5bn to Irish economy.*[Online]    
Available at: http://businessandfinance.com/news/flexible-working-worth-e2-5bn-to-irish-economy/    
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