



Project Proposal

Giza Gawks

Morgan Purcell | Web Development
Lindenwood University, St. Charles, MO
mp565@lindenwood.edu
636-2911-734

Objectives

- Giza Gawks will be a website providing information on different tours we provide and on monuments in Giza, Egypt.
- The website will have information on tours including The Egyptian Museum, The Great Pyramids, and The Great Sphinx.
- The website will have detailed information on tour pricing and how to get in contact with Giza Gawks.
- The website will be aimed at tourists looking to visit Egypt and more specifically Giza.

Solutions

- First I plan on researching the top tourist destinations in Giza and having them as the websites focus.
- I plan to do research on these destinations and include the info on my site.
- I will make a project proposal while doing intense research, then medium to high fidelity paper prototypes, and finally conduct user testing.

- Then I will create my coded website including:

- Home Page

This is the first thing a tourist sees and should be visually appealing and simple. It will give information about Giza, Cairo, and Egypt.

- Egyptian Museum

This page will be dedicated to information about the Egyptian Museum in Giza

- The Great Pyramid and Sphinx

This page will be dedicated to information about the Egyptian Museum in Giza

- Contact Us and Booking

This page will include the phone number, email and social media links. How to book a tour and pricing will be included too.

Market Research

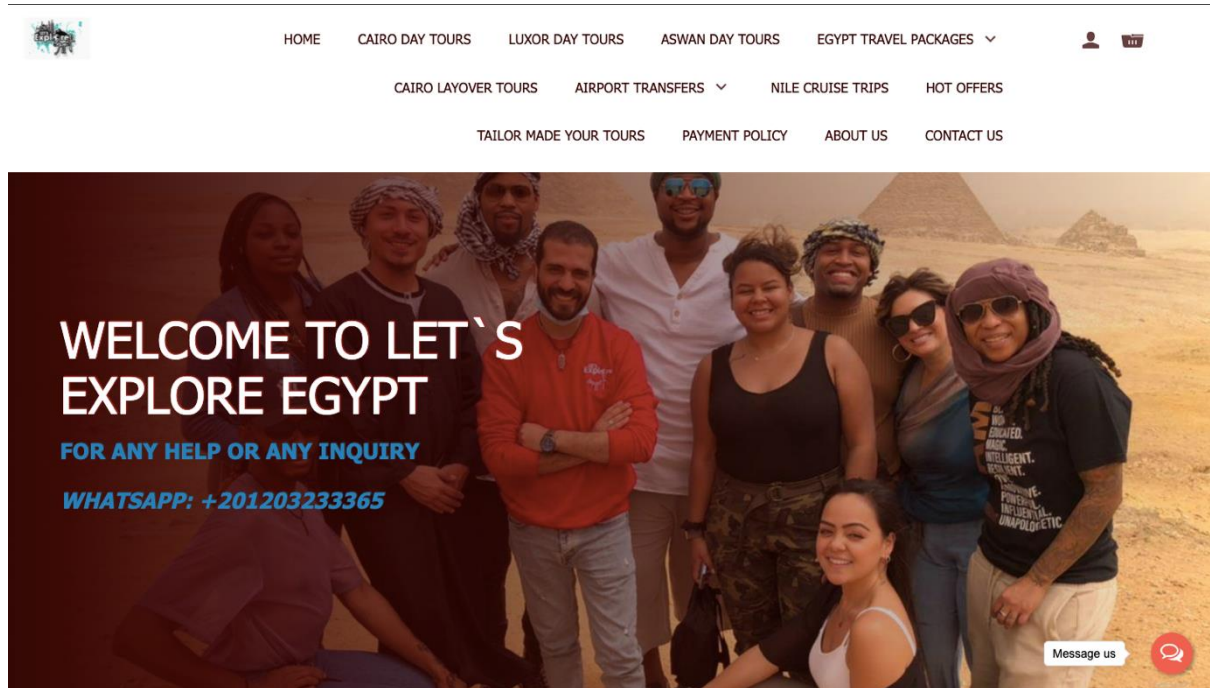
- With Covid restrictions being eased in Egypt and a usual 14.7 million tourists to The Great Pyramids annually according to a study, tourism in Egypt is set to take off once again.

<https://www.breakingtravelnews.com/focus/article/an-overview-of-egyptian-travel-tourism/>

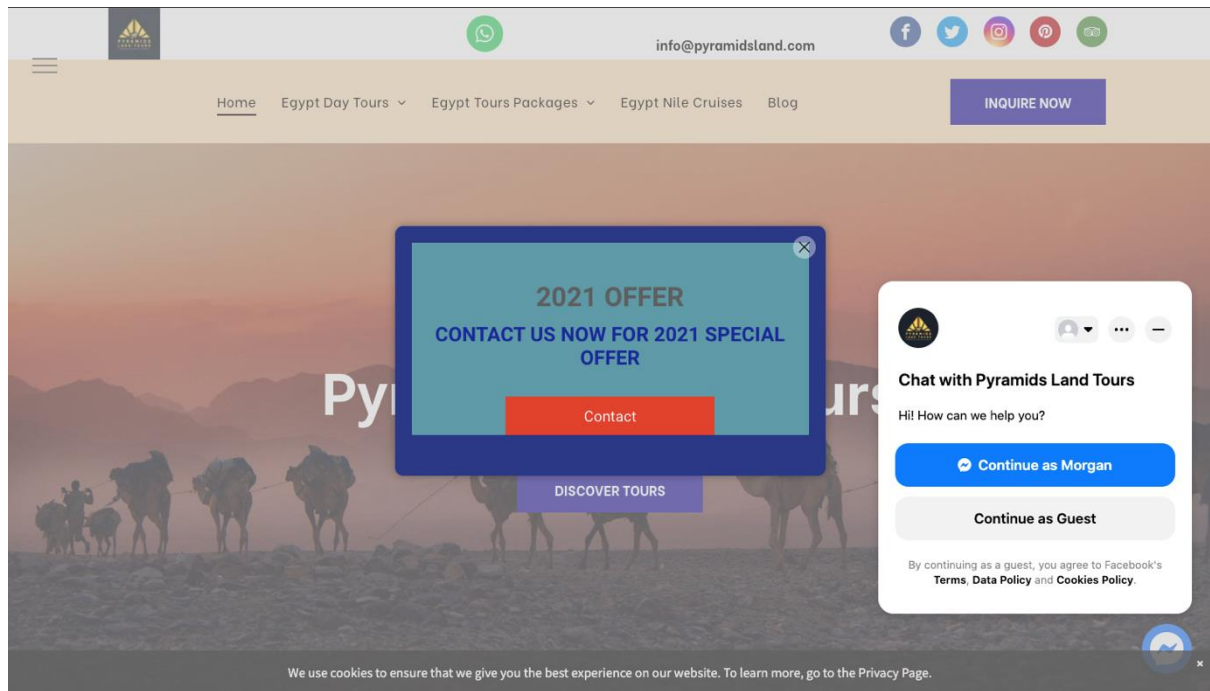
- From used research into the tourism industry it is clear to me that a desktop and mobile version of the website is needed
 - 70% of travellers research travel on their smartphone.
 - 45% of travellers feel comfortable researching, planning and booking trips to new destinations using only their mobile which means desktop is still very relevant

<https://www.condorferries.co.uk/online-travel-booking-statistics>

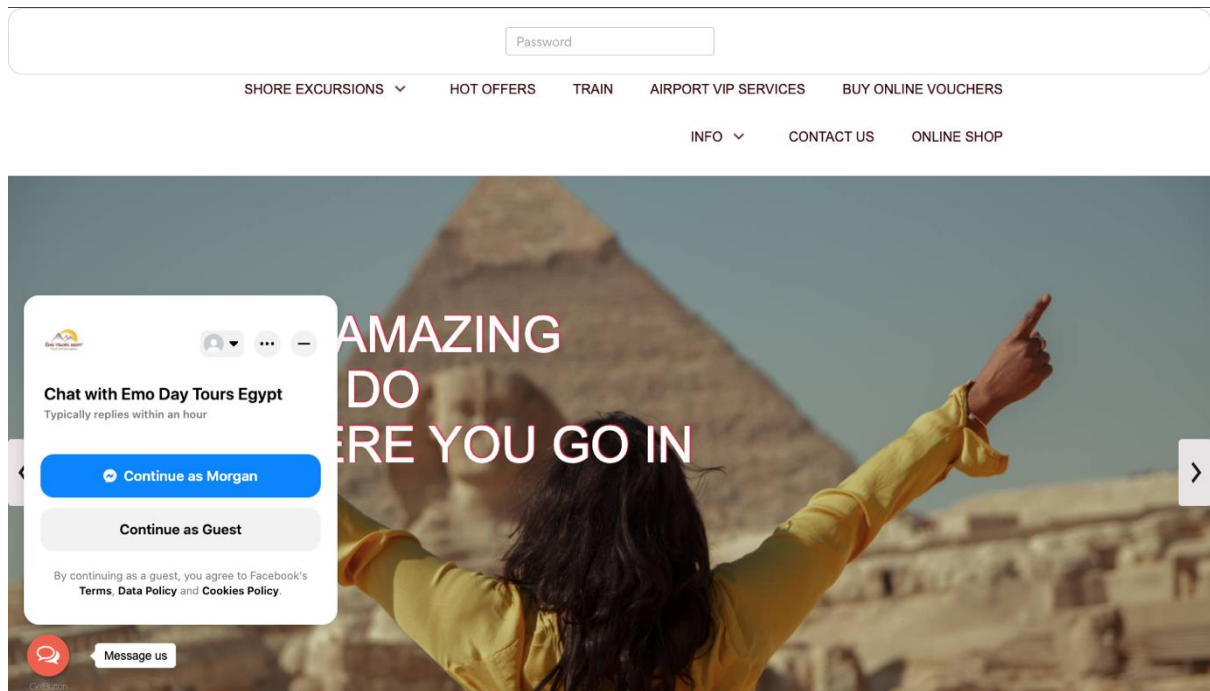
Competitor Research



At <https://www.letsexploreegypt.net/en> I see an option for airport transfers. Not having to worry about a taxi or bus from Sphinx International Airport or Cairo International Airport is definitely something a lot of tourists would appreciate.



At <https://www.pyramidsland.com/> I was immediately greeted with a 2021 Offer. Tourism is just starting to pick back up in Egypt and also as a new tour provider a special offer would appeal to customers.



At <https://www.emotoursegypt.com/en> I was immediately greeted with a pop up to chat with the company on Facebook. I know from personal experience that chatting with a goods or service provider live is a great way to get my questions answered fast and usually means I have a higher chance of buying the goods or service

Budget

- Meeting and Planning: \$200
 - Discussing objectives
 - Discussing layout and aesthetic of the website
 - Discussing deadlines
- Website Design: \$500
 - Designing logo
 - Designing layout
- Website Development: \$4,000
 - Developing images
 - Developing logo
 - Developing web pages

The above comes to a total of \$4,700

Schedule

October 4th - 7th

- This time will be used to conduct tourism research, user research, creating a project proposal, paper prototypes, and conducting user testing
- Contact information, social media accounts, and all relevant information about Giza Gawks will be gathered

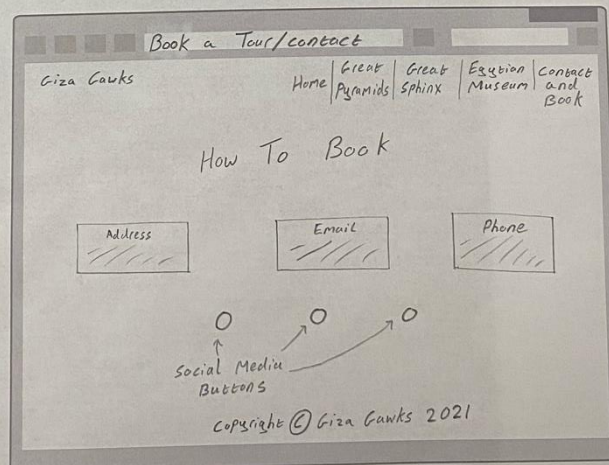
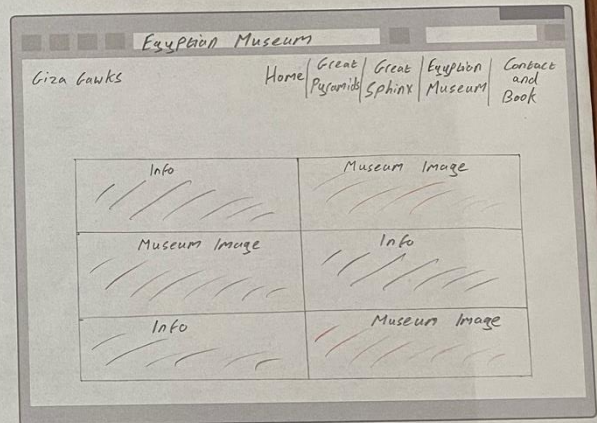
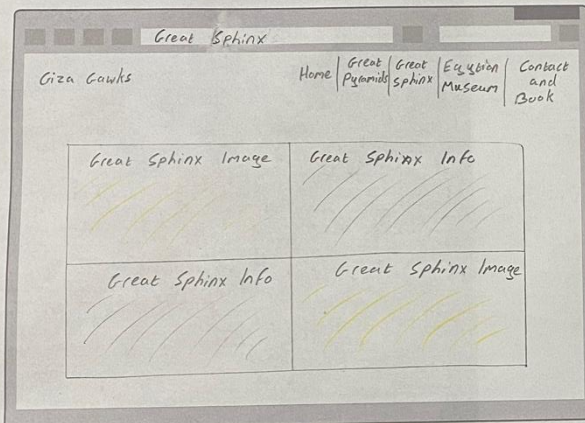
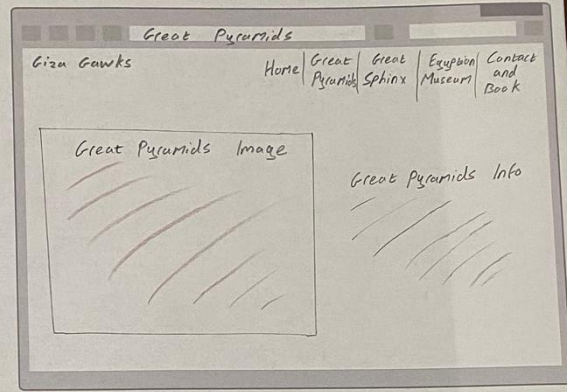
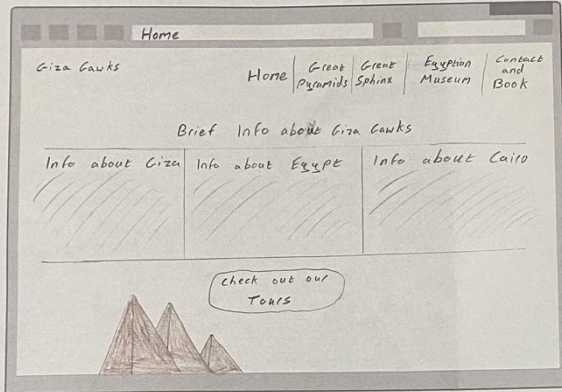
October 7th - 13th

- This time will be used to design logos and images
- The website will then be developed

October 13th - 15th

- This time will be used for user testing and any tweaks that need to be made.
- The website will be up and running

Paper Prototype



User Testing Questions

Part 1

1. Have you visited Egypt before?
2. How much would you be willing to pay for a tour of:
 - The Great Pyramids
 - The Great Sphinx
 - The Egyptian Museum
3. Do you prefer using desktop or mobile to ‘browse’ vacation tours and why?
4. Do you prefer using desktop or mobile to ‘book’ vacation tours and why?
5. Would you prefer to pay for a pre-arranged pick up or taxi from the airport to the tour and why?

Part 2

6. What features of the website are most valuable and why?
7. What parts of the website were hidden or hard to access?
8. Do you think there is enough images used and why?
9. What services would you add to our tours?
10. How is the overall look and feel of the website?

User Testing Conducted

Ryan:

1. I have not visited Egypt
2. Probably 50 dollars each for the Pyramids and Sphinx and 30 for the Museum
3. Usually desktop because that's how I have always done it
4. Desktop because it feels safer to book on
5. Pre-arranges is always easier
6. The booking information page because it's where you go to actually book
7. I don't think any were
8. There could be another image of the Pyramids on the Great Pyramids page
9. Maybe a city trip around Giza
10. It looks and feels good

Tam:

1. Yes, as a kid.
2. Around \$150 for all three
3. Mobile to browse. It easier while just browsing.
4. Desktop to book. It's easier to make the final bookings.
5. Pre-arranged if it costs less. I'd research taxi prices first.
6. The home page because it is the first impression of a website.

7. None, it's a simple website.
8. I can't think of any.
9. Some info on food and drink while on the tours.
10. The website looks and feels like it's going to be nice.

Malik

1. No.
2. I've always wanted to visit The Pyramids and Sphinx so up to 300 euro for all three
3. Mobile, I'm more comfortable on my phone
4. Desktop, I use my laptop for big purchases
5. Pre-arranged to save time
6. The homepage, it gives the additional information
7. None were.
8. I think there could be a few more as it targeting one of the biggest tourist attractions in the world
9. How long the tours are
10. Great