

# CLASS PROJECT 01 - KECHTOURS



## Client :

KechTours is a new travel agency that specializes in offering tours in Marrakech, Sahara desert, and Atlas mountains.

## Primary objectives:

To build a Travel website where people can book tours in marrakech from all over the world

## Target Audience:

see: Persona KechToursPersona.pdf

## Feature List (Product requirements) :

### HEADER SECTION :

- LOGO
- TITLE + SUBTITLE
- CALL TO ACTION BUTTON

### TESTIMONIAL SECTION :

- 2 TESTIMONIALS
- READ MORE BUTTON (LEADS TO TESTIMONIAL PAGE)

### NAVIGATION :

- ABOUT KECHTOURS
- YOUR BENIFITS
- POPULAR TOURS
- STORIES
- BOOK NOW

### BOOKING SECTOIN :

- BOOKING CARD (FULL NAME & EMAIL ADDRESS)
- NEXT STEP BUTTON (LEADS TO ANOTHER PAGE TO COMPLETE BOOKING INFO)

### POPULAR TOURS:

- THREE CARD (PRICING ON FLIP)
- CALL TO ACTION BUTTON
- POP WITH TERMS

### FOOTER SECTION:

- LOGO IN THE MIDDLE
- COMPANY
- CONTACT US
- CARRERS
- PRIVACY POLICY
- TERMS
- WEBSITE DESCRIPTOIN

## Competitors & Product Inspiration :

<https://appdesign.dev/en/website-design-for-travel-agencies/>  
<https://www.pinterest.com/hangphantt/travel-website-design/>

## Deliverables :

- Wireframes for client approval
- High fidelity prototype
- User Testing - We'll be using Hallway testing
- UI Assets for developpement

## Cost :

- \$4000 total with \$93 p/hour for any additional work outside our brief
- 50% payment required to begin work

## Timeline :

- 22 January- UX research to be completed
- 23 January- First wireframes delivered
- 24 January- Feedback from wireframes
- 25 January- High Fidelity Prototype
- 27 January- All design elements ready for development purposes
- 28 January- Start Developing the website base on the given UI design