**Trippy Japan Web Design Report**

**Web and Mobile**

Moe Kiuchi

Nguyen Thi Minh Tam

Vrajesh Rawal

Tran Thu Thao

Nguyen Thieu Huy

Ayumi Shoji

**1. Summary**

Trippy Japan is a Japanese domestic travel agency based on a branch office which focuses on designing local tours in Japan. We face a seasonal problem, which is decreasing revenue every year in a specific period. Thus, we offer discount deals during the low season period and created a webpage of Trippy Japan to create the other business platform which also leads to the growth of the overall revenue by getting new customers on an online platform.

Moreover, Trippy Japan started to have a partnership with other companies from various industries which own online platforms so that Trippy Japan can promote the deals of Trippy and the company itself by using ad banners which links to the webpage of Trippy Japan. The webpage of Trippy Japan contains, Navigation bar, photo lists for Tours, bookings of Tours, ad banners and contact includes other social media platforms to gain interests of audiences to make them explore more about Trippy.

**2. Motivation**

Trippy Japan faces a seasonal problem, which is the drought of revenue, especially from January to March as the total number of domestic travelers in Japan decreases during that time. Thus, we decided to offer day tour deals from January to March to attract more customers that have limited budgets and limited time to tackle the seasonal problem.

Moreover, we created a webpage of Trippy Japan so that the company has the other business platform to promote the products online and get the chance to sell products online as Trippy Japan did not have an online platform. Therefore, we created "Day Tour" section in the webpage to introduce our products with deals and to book the day tours through Gmail when one clicks the icon of a letter envelope that links to the company's database to save information as well as to make payment done within the email.

Since Trippy Japan started to have the webpage, it able to have partnerships with other companies from various industries that own webpages to promote Day Tour deals and the company itself by using ad banners which links to Trippy Japan webpage. The ad banners promote both discount deals and Trippy Japan to raise the awareness of the deals and the company itself from potential customers online.

The strategy helps to attractive potential and non-potential customers from various sources and gain more acknowledgment about our brand so that we have high anticipation that Trippy Japan can overcome the seasonal problem, moreover generating more revenue overall.

**3. Web and Mobile Design**

When creating the website, our primary focus was on efficiency and simplicity. Through using HTML, CSS, and basic JS to function our webpage. The webpage is consisted of the "Home" section to present the company's overview and capture the audience's interests, the "Tour" Section to provide information of products and to sell the products and last the "Contact" section to link other social media platforms of Trippy Japan to explore more about the company. The webpage of Trippy thoroughly values white and orange to bring a sense of freshness and sparkles to make audiences feel the desire to travel, which reflects Trippy's logo.

We have created a navigation bar that allows easy access to all our sections with a smooth scroll behavior to make the website user-friendly by using an unordered list in creating four different clickable links that lead to Home, Tours, and Contacts within the homepage which gives a sense of accessibility to customers. In addition, when one hovers a mouse around those sections, it will display an orange box for a more unobstructed view of which part you are about to click for quicker access to other sections.

The home section presents a brief company's overview that we are providing short term tours in Japan. With that, we attached a photo of Sakura behind the company's overview for decoration purpose which represents spring of Japan that gives a sense of the starting of something new and stimulate the audience to explore Japan and to feel the excitement of traveling which highly leads to booking tours.

Tour section carries much value in Trippy Japan's webpage as it contains photo lists of tours that show you the beauty of tours available during that period. We created three box containers, each of which has a photo of a unique place in Tokyo, Kyoto, and Osaka. Also, we added a hover effect that enlarges the tour box, allowing viewers to be captured by each photo they hover across. By clicking on a photo, it will bring you to another web page that gives you more specific information and complete the payment.

Each box container has its own link directly links you to another HTML site which provides more details about each tour's information such as its price, itinerary and coupons available. Moreover, we have an icon of a mailbox on booking page where we added an onclick event listener that changes the mailbox icon to open mail to closed mail to show if customers successfully have sent an email or not for booking. When one clicks the mailbox icon, a Gmail message will come up to take customer information and payment method where customers can book and make a payment through google pay that connects to credit card, debit card, and other online payment methods.

Our contact section allows users to find other options to keep updated with Trippy on other social media platforms. To make it more transparent for viewers, we added icons of each social media platform that attracts audiences' attention. Moreover, we added a hover function on each image so that they turn into orange, which is Trippy's color, and it is easier for viewers to know which one they are about to click. For customers who want to get update tours on Trippy can subscribe to our website by sending us their emails and we will automatically send new tours or discount promotion to them by email. Moreover, to make the most use out of the blank space, we added business location and phone numbers for other methods to contact Trippy Japan.

In order to expand our usage, we made sure to make it mobile friendly. While coding, we continuously check on the responsive design mode. One primary function that we added explicitly for mobile version is our photo list located on the tours webpage. Instead of clicking the next button to view the following picture, we added a swipe function that enables you to view photos through mobile devices. Having this function can allow customers to interact with our webpage sufficiently. Reaching as many people as we can is our goal in order to attract more customers in a wide variety.

The webpage is able to represent Trippy Japan for further business opportunities as it shows the company’s overview and accessibility towards customers within the webpage. Moreover, Trippy Japan links to the other social media platforms so that it’s clear for stakeholders to see how the company is gaining support from customers which leads to the trust between Trippy Japan and stakeholders as well.