1. Overall Design & Brand Identity

Current Observation

The current website structure is functional but visually basic. It does not yet reflect the richness, professionalism, and emotional appeal expected from a travel brand operating in the African tourism space. The colour usage is minimal, imagery impact is low, and branding is not clearly defined.

Recommended Changes

- Introduce a defined brand colour palette inspired by African landscapes (natural greens, warm earth tones, and subtle luxury accents).
- Apply colours consistently across headings, buttons, links, and sections.
- Improve visual contrast for buttons and call-to-action elements.

Benefit to the Business

A stronger visual identity improves:

- Brand recognition
- Trust and perceived professionalism
- Emotional connection with potential travellers

2. Website Structure & User Flow

Current Observation

The website includes all essential pages (Home, Gallery, Brochures, Pricing, Bookings, Contact), however the layout is mostly text-driven and lacks a clear visual flow that guides users naturally toward making an enquire

Recommended Changes

- Add a strong hero section at the top of the homepage with a high-quality image and a clear call-to-action.
- Break content into visually distinct sections (featured destinations, services, testimonials).
- Reduce long text blocks and replace them with short, scannable content supported by images or icons.

Benefit to the Business

Improved structure:

- Keeps visitors engaged for longer
- Reduces confusion
- Increases enquiry and lead conversion

3. Imagery & Visual Storytelling

Current Observation

Imagery is limited and does not yet showcase the full beauty, adventure, and uniqueness of African travel experiences. In the travel industry, visuals are one of the most important selling tools.

Recommended Changes

- Replace generic or low-impact images with high-quality destination photography.
- Use consistent image sizing and layout to maintain a clean appearance.
- Include images that show experiences (safaris, landscapes, culture, accommodation), not only places.

Benefit to the Business

Stronger imagery:

- Creates emotional impact
- Encourages trust
- Helps visitors imagine themselves on the journey

4. Calls to Action & Conversion Elements

Current Observation

Calls to action exist but are not visually prominent or strategically placed throughout the site.

Recommended Changes

- Add clear and repeated call-to-action buttons such as:

"Plan My Trip"

"Request a Quote"

"View Packages"

*NB-Ensure buttons are visually distinct and easy to find, especially on mobile devices.

Benefit to the Business

Clear calls to action:

- Guide users on what to do next
- Increase enquiries without aggressive sales tactics

5. Booking Process & Client Communication

Current Observation

The booking page functions as an enquiry form rather than an automated booking system.

- Clarification on AI & Bookings
- AI does not complete or manage bookings
- All bookings remain manually reviewed and confirmed
- AI may assist by guiding users or collecting enquiry details, but final processing is done by the business

Recommended Changes

- Clearly explain the booking process to users (enquiry → consultation → confirmation).
- Improve form layout for ease of use and clarity.
- Add confirmation messaging to reassure clients after submitting enquiries.

Benefit to the Business

- Transparency in the booking process
- Builds trust
- Reduces misunderstandings
- Improves client confidence

6. Mobile Experience & Accessibility

Current Observation

The website is accessible on mobile but can be improved for touch interaction and readability.

Recommended Changes

- Increase button sizes for mobile users.
- Improve spacing between sections.
- Ensure text is readable without zooming.

Benefit to the Business

A better mobile experience:

- Serves the majority of modern users
- Increases enquiry completion rates

7. Overall Outcome of the Proposed Changes

By implementing the above improvements, the website will:

- Appear more professional and premium
- Better reflect the African Travelogue brand
- Engage visitors emotionally
- Convert more visitors into enquiries
- Maintain full human control over bookings while using AI responsibly as a support tool

Final Statement

These recommendations are focused on strengthening African Travelogue's online presence, credibility, and customer journey, without over-complicating the system or introducing unreliable automation. The website will remain client-focused, transparent, and human-driven, while benefiting from improved design, structure, and digital presentation.