Introduction

The virtual service company I created is called the Lost Lands virtual travel. The main motto of the brand is to make cultures and beautiful locations around the world accessible to everyone. The three main vacation experiences offered are Zoom tours with professional travelers, a location guesser game and a virtual reality (VR) service. I decided to combine more than one type of vacation experience in order to target a larger audience and also more opportunities for the targeted client.

The website does not include much information about the concept of virtual travel which implies that the intended customers are aware of virtual travel and is not a new concept to them. The target demographic for the website is young to middle aged avid travelers who are unable to travel during the pandemic. The website includes VR and travel related games and young individuals are more likely to be interested in online games and VR travel. Since the target audience are travel enthusiasts the descriptions of destinations put emphasis on adventure and cultures around the world.

The website has a clean and modern look in order to appeal to the targeted audience (young-middle-aged travel enthusiasts) since websites recently have been focusing more on the minimalist look and feel. The use of lighter shades of colors like white, blue and green is often associated with a calm and relaxed travel experience. Since travelers can also be interested in adventure, the colors red and black have been used in the destination cards. The color red could also motivate

the client to focus more on the content written and also make the client more likely to book a travel experience.

<H2> fonts have been used for the prices and ratings of travel experiences so that clients get a better idea about the service and there is less ambiguity. The <H2> fonts make the information hard to miss. Lack of information can lead to the client making assumptions which might lead to them not pursuing the travel service. The use of shadows when the cursor hovers over the travel cards is another visual design style that makes the client focus on one portion of the content at a time, making the whole experience more focused and less confusing.

Hierarchy for arranging items in the webpage has been consistently used along with fixed margins. The fixed margins and hierarchy make it easier for the user to read information on the website and not lose focus. All information has been arranged in separate cards which makes the client less likely to be distracted. The website makes use of subjective organization because the company offers three types of vacation services. The use of spacing and padding adds to the clean and minimalist look and does not overwhelm the client when they go through the website.

As mentioned earlier the main motto of the brand is to make travel accessible to everyone. The company increases the accessibility of locations and cultures for individuals that are unable to travel due to physical constraints or other constraints (social distancing).

I have added some user interactions on the website in order to make it more engaging and increase the overall user experience of the client. Implementation of JavaScript interactivity is useful as it can process interactions in real time. Slider: The slider displays different images on each slide and also has some information on each slide. The client can make use of the left/right button to slide through information and pictures. The use of a slider not only saves space by including all images and information in one column but also makes it a more enjoyable experience for the user. There is also a zoom in and out effect whenever the user switches to the next slide, which is visually appealing.

Interactive card: When the user hovers over the card, information about the activity pops up. This feature is useful as the client does not have to see a lot of text unless they are interested in a certain activity which makes the website look cleaner and easier to interact with. The information stays hidden until the client hovers over it. The sliding action of information and shadows also makes the user experience more enjoyable.

References

- The original website template: darkness https://www.os-templates.com/free-website-templates/darkness

- Pictures: https://pixabay.com/ (free to use without license)

- Third party Css font for Social media icons:

  https://stackpath.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css

- Javascript interactive slider: Inspiration from:

  https://www.youtube.com/watch?v=KcdBOoK3Pfw

- Javascript interactive hover card: inspiration from

  https://www.youtube.com/watch?v=2qQxwT-Qm5E and

  https://www.youtube.com/watch?v=pG

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