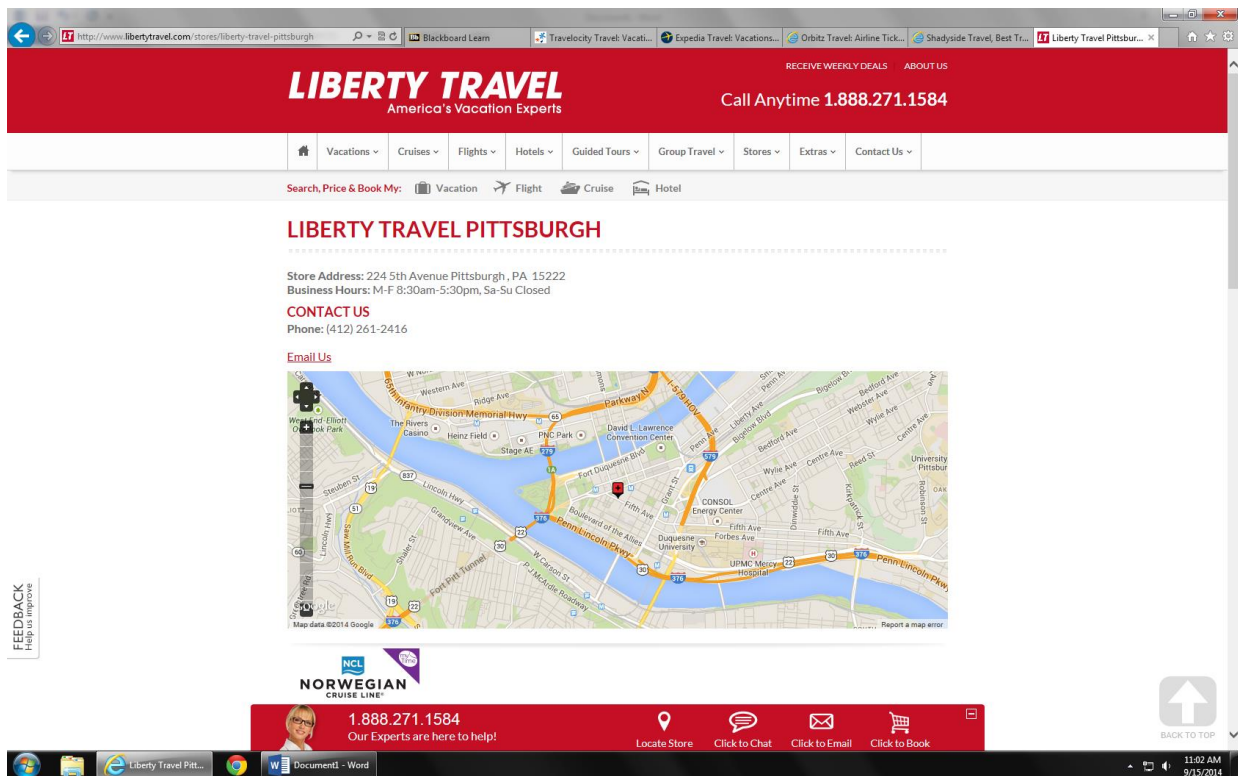


Now that we are in the research phase of your project, we have spent a considerable amount of time performing a competitive analysis of your company against other agencies in your industry. This necessary step of investigating what works and what doesn't work for your competitors was a tremendous help in our inspiration for your project. The following five websites are a mix of large national agencies and local agencies such as yourself. Each screenshot will include a list of pros and cons that went into that site's development.

## 1. Liberty Travel



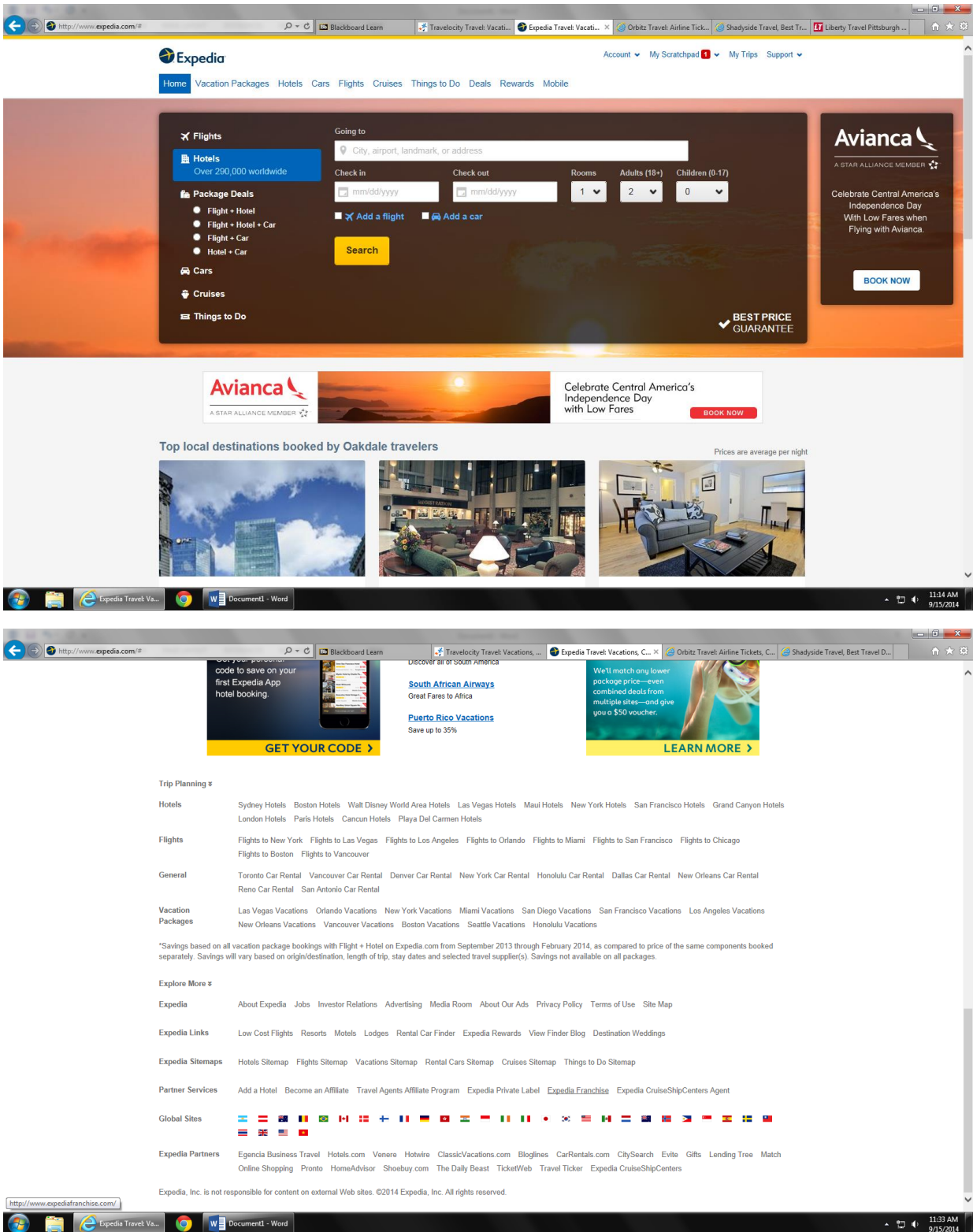
### Pros

- Easy to read navigation.
- Contact information in the header.

### Cons

- Red color scheme is very strong on the eyes and can make you anxious and nervous.
- No exciting imagery to captivate the user.
- While contact information is important, it might have been overdone on this homepage.
- No mobile responsive design.

## 2. Expedia



The screenshot displays the Expedia website interface. At the top, there's a navigation bar with links for Home, Vacation Packages, Hotels, Cars, Flights, Cruises, Things to Do, Deals, Rewards, and Mobile. The main search area features a 'Going to' field, check-in and check-out dates, and the number of rooms, adults, and children. A 'Search' button is prominently displayed. To the right, there's an Avianca promotion for Central America's Independence Day. Below the search area, there are sections for 'Top local destinations booked by Oakdale travelers' and 'Prices are average per night'. The bottom section includes a 'Trip Planning' menu with links to various travel services, a 'South African Airways' promotion, and a 'Puerto Rico Vacations' promotion. The footer contains links to Expedia's About, Jobs, and other resources, as well as a list of global sites and partners.

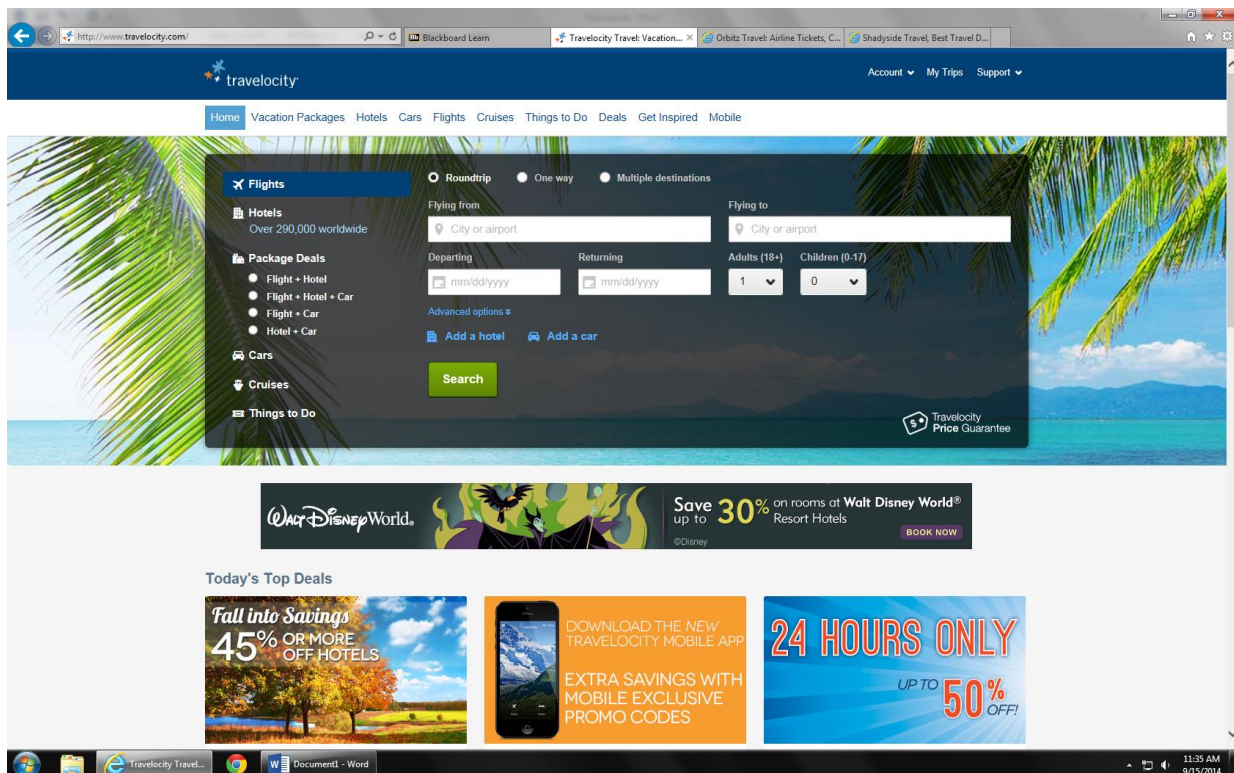
## Pros

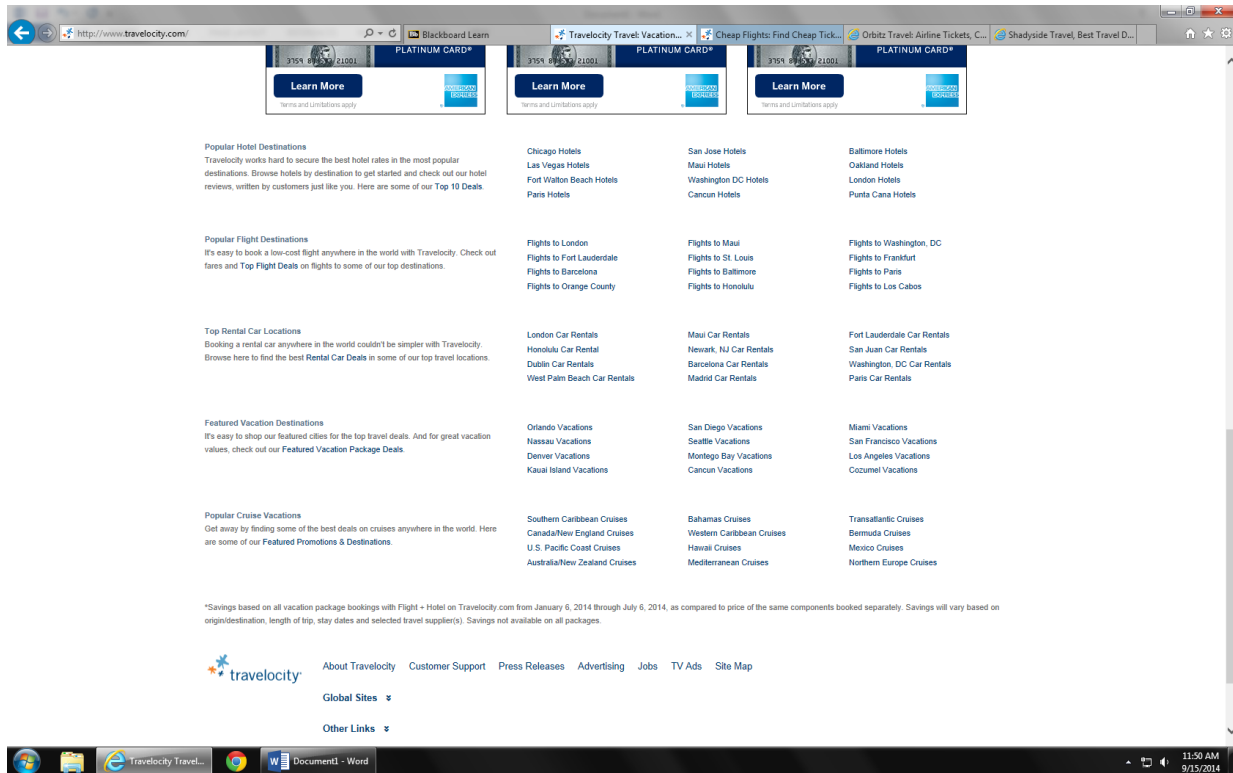
- Soothing, comfortable color palette that is used.
- Mobile ready design.
- Easy to read navigation.
- Page layout makes content very easy to read and sort through.

## Cons

- The image in the top banner is a bit distracting with the form box on top of it.
- Bottom navigation, as seen in the second photo, looks confusing with the amount of options that are offered.

## Travelocity





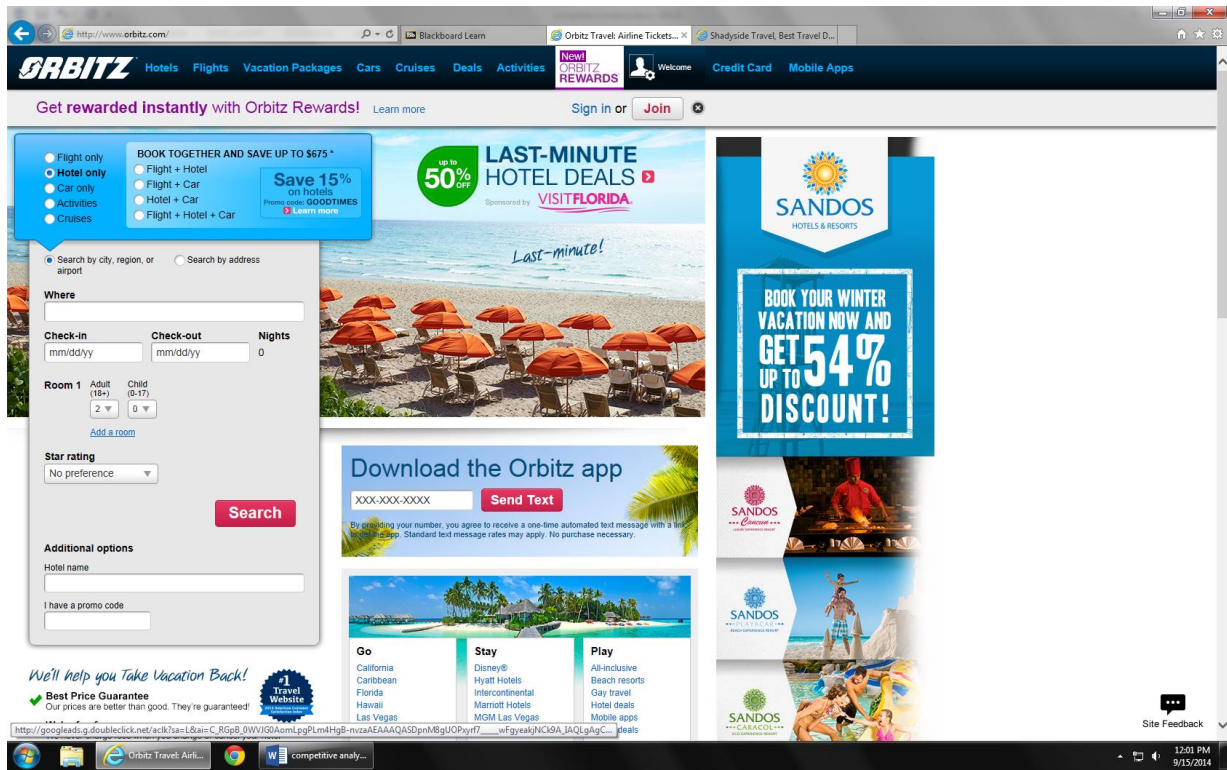
## Pros

- Calm and soothing blue color scheme makes it very easy on the eyes.
- Easy to read navigation.
- Mobile responsiveness ready.
- All content is perfectly aligned.

## Cons

- Bottom links and navigation is way too cluttered.

## Orbitz



## Pros

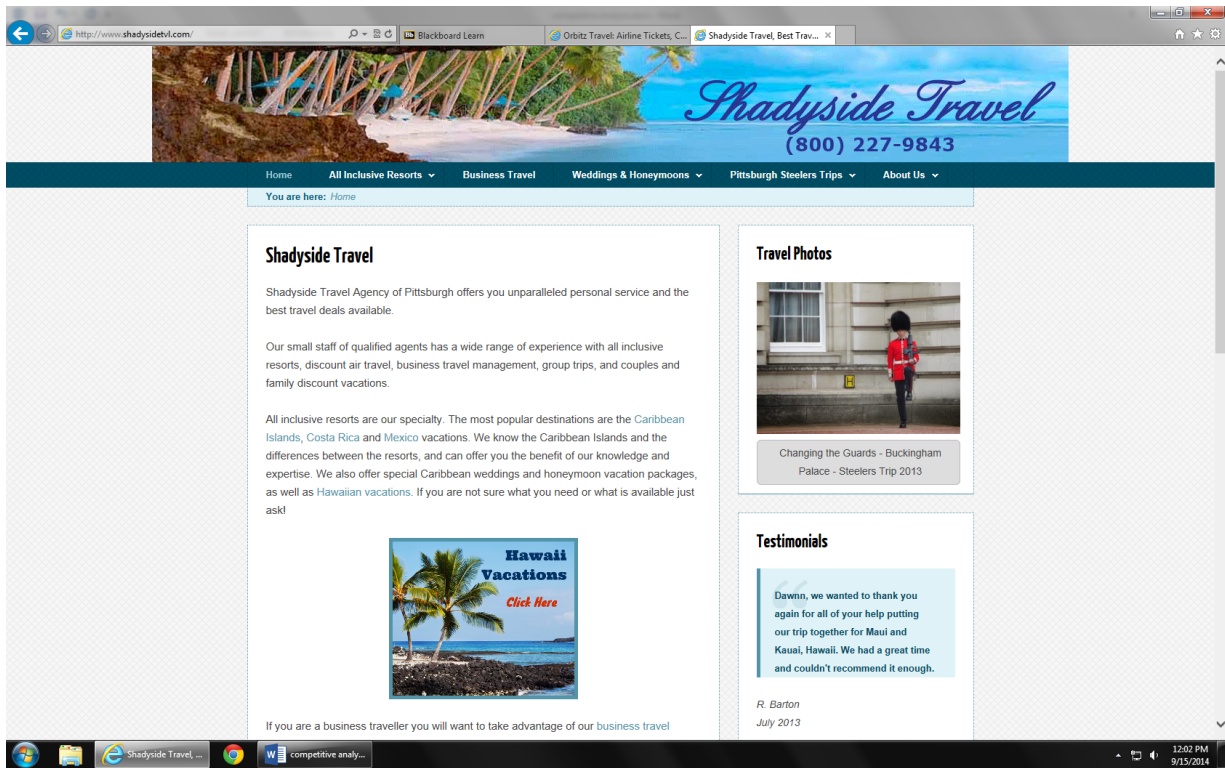
- Easy to read navigation.
- Nice, calming blue color palette.

## Cons

- No mobile responsiveness.
- The content not being centered makes it feel awkward.
- Imagery and text seems cluttered.



## Shadyside Travel



### Pros

- Nice layout that is clean and centered.
- Easy to read navigation.
- Subtle background texture.

### Cons

- Company logo placed on top of the image seems lazy.
- The welcome text seems large and boring for a user's first impression of the site.

In conclusion, our research tells us these sites all share the same common features. They have easy to use navigation, image carousels, and subtle easy going color palettes. They also put an emphasis with displaying testimonials, vacation packages, and having the convenience to book your travel destination online. We also found that some sites can over clutter their space with imagery or excessive navigation links at the bottom of homepages that can be distracting to the user. With your project, we feel that we have utilized the very best features these websites have to offer and used it as inspiration when designing the D&D Travel Services Style and Wireframe layouts.