

Design Document

Name of site: Northern Lights Travel

Description of Design concept:

- To highlight on and off-season travel benefits to Iceland
- Show how to tour the island in non-traditional ways such as camper vans, tent camping and more private rural Airbnb's
- To focus driving around "Ring Road" based on the Northern Lights and other natural wonders

What I hope to accomplish with design approach:

- Increase in visiting more rural cities in Iceland
- Base travel off of current months natural wonder events (Northern Lights, waterfalls, cycling, glacier hikes.
- Best times to travel including affordability and weather
- To increase interest in non-traditional vacation stays
- Show family friendly adventures or Adult only travels, self guided or with a guide

Inspirational Websites:

- <https://www.boredpanda.com/images-of-iceland-in-winter>
- <https://www.feedprojects.com>
- <https://insideabbeyroad.withgoogle.com/en> (amazing)
- <http://www.feedmusic.com/> (super amazing)

Websites from other comparable businesses:

- <https://trips.is>
- <https://iceland.nordicvisitor.com>

Target Audience:

- Women and Men
- Families
- All ages able to travel

Motivation:

- Broaden Travel experience

