**Project Coding Framework**

**General Information**

* **Purpose** – I am an independent travel agent. This website would be great for marketing my services, while doubling as CRM.
* **Motif** – Utilize themes and designs from websites like Bootstrap, Font Awesome, WordPress and others that are available for public use or purchase. Mix and match designs and themes. Something worldly, bright, chic, modern, clean, streamlined. Business but with personality. For background, use real photos from personal travels.
* **Navigation Bar (Top)**
  + Home
  + About (About, FAQs) – Need Drop-Down Function
  + Services (All Services, Request a Trip)
  + Blog (Maybe create a better name for this)
  + Profile (Log-In, Register) – Need Drop-Down Function
  + Contact
* **Navigation Bar (Bottom)**
  + Footer Icon: Administrator Log-In (Hidden from Public if Possible)
  + Contact: Name, Phone, E-Mail, Social – Where should I place this info, exactly?
* **Theme Colors**
  + Gold, other soft earthy color and jewel tone
* **Text Style**
  + PT Sans Serif
* **Home Page**
  + Navigation
  + Background: Static Background, One Image from Travel (Need to create background, then <div> the heading and <div> the body.)
  + Header – Business Name
  + Body: “Enter” Button with Picture Background (Create button that goes to About page. Will need to update the location, size and borders of this background object, as well as the location, size and style of the button)
  + Footer – Contact
* **About**
  + Navigation
  + Background: Scrolling Images from Travel
  + Body (Split Screen into Two Sides)
    - Left Side – <div> and stylize the column itself
      * Top Column: Purpose/Mission Statement/Call to Action (Come Up with This Content)
      * Bottom Column (Below): Doing Business – what clients/potential clients should know, business process (Copy and Paste Current Rules)
      * “Questions? FAQ” Link (Goes to FAQ Page)
    - Right Column (Lower): Reviews (Added manually by the Admin)
  + Footer – Contact
* **FAQ**
  + Navigation
  + Background: Static Image from Travel
  + Body – Centralized, set padding and borders, white or light-colored body, black font
    - Account (Bolded: Title, Q, A, and a List Format of QA. <div> each QA pair, <br> between each section)
    - Payment (Bolded: Title, Q, A, and a List Format of QA. <div> each QA pair, <br> between each section)
    - Communication (Bolded: Title, Q, A, and a List Format of QA. <div> each QA pair, <br> between each section)
  + Footer – Contact
* **Request a Trip**
  + Navigation
  + Background: Static Image from Travel
  + Body (Split Screen into Two Sides)
    - Left Side Top: Drop-Down Menu (When Choice is Made, Survey Displays)
      * “Choose Request Type” (Grey Box with Arrow)
        + Individual Client Travel Survey (Lighter Color than “Choose Request Type”)
        + Group Client Travel (Lighter Color than “Choose Request Type”)
        + Special Event Survey (Lighter Color than “Choose Request Type”)
    - Left Side Bottom: Separate Field for Survey
      * Scrolls, set padding and borders, white or light-colored body, black font
        + Title of Survey
        + Entry Fields and Check Boxes (Must Include Hard Stop for Important Fields/Info)
        + Send/Register/Log-In Option (Alert When Send Button Is Pushed)

All Important Fields Must Be Filled (Need Code for this)

If logged in: Submit Button, no alert appears, info is sent to profile, and Admin is alerted.

If not logged in: Submit Button, Alert Gives Option to Set Up or Log-Into Account. They will be required to enter their e-mail, so their filled e-mail and form will either be connected to an existing account in the database if existing client has decided to link the request with an existing account, or the e-mail and form will be sent into the database, and will be linked after the client creates a profile. OR maybe, I can have them hit Submit, and once it’s submitted, ask if they would like to link this request to an existing account or if they would like to create a new account, then once it’s created, the request can be automatically linked to the new account)

* + - Right Top: Travel Inspiration
      * Set padding and borders, white or light-colored body, black font
      * “Need Some Inspiration?”
        + “See where I’ve been!” Link to Blog
        + “See what’s out there!” Link to Lonely Planet (**Note:** Good, but clients can book there. Going to have to express the value of services on the About page.)
        + “Feeling Adventurous? Surprise Yourself!” Link to Earth Roulette (**Note:** Jantaroo is good, but it leads to Expedia)
        + “Google It” Google Search Bar (Create a search bar: see this [link](https://www.wired.com/2010/02/add_a_google_search_box_to_your_site/#Implementing_The_Basic_Search_Engine) for instructions )
  + Footer – Contact
* **Blog (Entry List)**
  + Navigation
  + Background: Scrolling Images from Travel
  + List of Posts (Each Post will have its own separate html path – revisit website assignment)
  + Search by Keyword (revisit bookmark assignment)
  + Search by Month/Year (Section)
  + Footer – Contact
* **Customer Profile (Register/Log-In)**
  + Navigation
  + Background: Scrolling Images from Travel
  + Register
  + Log-In
  + Footer – Contact
* **Customer Profile (Access)**
  + Navigation
  + Background: Scrolling Images from Travel
  + Manage Account (Name, Preferred Port of Departure, E-Mail, Phone, Preferences, etc.)
  + Messages (from Agent and System)
  + Access Itineraries (Proposed, Purchased)
  + New Itinerary Request
  + Make Payment
  + Footer – Contact
* **Contact**
  + Navigation
  + Name
  + Phone
  + E-Mail
  + Social Media
  + Request Information
  + Footer – Contact (Optional)
* **Administrator Log-In**
  + Manage Customers (Add, Delete, Update)
  + Manage Trip Details
  + Manage Payments
  + View New Itinerary Requests
  + Manage Messages (from Clients and System)
  + Add/Edit/Delete Blog Post

**Notes:**

Should Itinerary Request be a part of the Contact navigation bar drop-down?

Should the Blog and FAQs be part of the About navigation bar drop-down?

Going to need sub-pages for:

* + Profile Pages:
    - Register
    - Messages (from Agent and System)
    - Access Itineraries (Proposed, Purchased)
    - New Itinerary Request
    - Make Payment
  + Administrator Log-In
    - Manage Customers (Add, Delete, Update)
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