# **TERM PROJECT**

**INSTRUCTOR: Cryston Haven**

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**Project Title:**

**A Travel Website**

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| **Section 1 – Planning Checklist** |  |

1. **What is the Purpose of the Website?**

**Horizon Travel** is a comprehensive online platform designed to Provide the needs of modern travelers, offering a one-stop solution for all their travel-related queries and bookings. Whether users are planning a weekend getaway, a family vacation, a business trip, or an adventure across the globe, **Horizon Travel** provides a seamless and user-friendly experience to assist them at every stage of their journey.

The main reason is to provide a virtual gateway for potential travelers, providing comprehensive information on destinations, itineraries, and unique offerings. The purpose of a travel website goes beyond mere knowledge – it enhances the customer experience, empowering them to make informed decisions.

Apart from this, our websites influence tourists' perceptions and impressions, significantly determining their destination plans. Thus, more information should be provided through our websites to affect tourists' perception.

1. **Who is the Target Audience?**

Our target audience comprises a broad spectrum of travelers, each with unique preferences and needs. This includes leisure travelers seeking relaxation or adventure, business travelers requiring efficiency, budget travelers looking for affordability, luxury seekers desiring premium experiences, families seeking family-friendly options, solo travelers, cultural enthusiasts.

On basis of age groups our websites Comprises diverse age groups, primarily focusing on younger adults (18-34) due to their enthusiasm for travel and technological adeptness. Middle-aged adults (35-54) seeking family vacations or business trips are also a significant target. Increasingly, older adults (55+) are becoming more prevalent users as they embrace technology for trip planning and seek more relaxed travel experiences.

1. **How many pages will be included in your website?**

**Homepage:**

As the main entry point, the homepage of your travel website aims to captivate visitors instantly. It features an enticing layout with stunning visuals showcasing popular destinations, travel packages, or special deals. The homepage provides a snapshot of what your website offers, including links to key sections like packages, about us, contact information, and more. It's designed to engage users and guide them further into exploring your website.

**About Us Page:**

The About Us page shares the story, Client Experience, and Accomplishments of your travel business. It introduces visitors to your company, detailing its history, vision, and commitment to travelers. You can highlight your team, their expertise, and the unique aspects that differentiate your travel services. This page establishes trust, helping visitors understand your dedication to providing memorable travel experiences.

**Contact Page:**

The Contact Page is a vital communication link between your website and visitors. It provides essential contact information, including email addresses, phone numbers, and a physical address or a map for your office location. Additionally, you can incorporate a contact form enabling users to reach out with inquiries, feedback, or support requests.

**Packages Page:**

The Packages Page is the heart of our website, showcasing diverse travel offerings. Each package should have a detailed description, enticing images, itinerary highlights, pricing information, and inclusions. Organize packages based on destinations, themes (adventure, leisure, cultural), or types (family packages, solo travel, honeymoon). Users should find it easy to browse through the options and select the package that suits their preferences.

**Packages Detail Page:**

The Package Details page is a crucial part of a travel website where users can find comprehensive information about a specific travel package or deal. The Package Details page should provide a comprehensive yet concise overview of the package, aiming to inform and persuade potential travelers to choose this particular offering. Tailor the content and details based on each package's unique selling points and specifics.

**Booking Details Page:**

The Booking Details Page is where users finalize their travel plans. It provides a comprehensive overview of selected packages, additional services, costs, and any necessary details for travelers to confirm their bookings. Ensure a smooth and secure booking process, offering clear instructions and guidance on payment methods, terms and conditions, cancellation policies, and any other essential information.

1. **What graphics will you use on the website**

**Photographs:**

High-quality images of destinations, landscapes, accommodations, attractions, or people can enhance the visual appeal and authenticity of the website. These photos can evoke emotions and create a connection with the audience.

**Background images or videos:**

Using captivating visuals as backgrounds can create an immersive experience, but it's essential to ensure they don't overshadow the main content.

**Icons:**

Small graphical elements representing actions, categories, or features help users navigate the site easily and understand functions intuitively. They contribute to a clean and user-friendly interface.

**Maps:**

Interactive or static maps can be integrated to display routes, locations, or points of interest, aiding users in trip planning and navigation.

**Logos and Branding Elements:**

Incorporating logos, brand colors, and consistent visual elements throughout the website ensures brand recognition and a cohesive user experience.

**Vector Graphics:**

Scalable vector graphics (SVGs) are versatile and can adapt to different screen sizes without losing quality. They are often used for logos, icons, or illustrations.

**Background Graphics or Patterns:**

Unique background designs or patterns can enhance the aesthetic appeal of the website while maintaining readability and visual harmony

1. **What colors (color scheme) will you use on the website?**

**Main Heading Fonts (#FF7C00 - Orange):**

This vivid and vibrant orange color can be used for main heading fonts. It exudes energy, enthusiasm, and creativity. Orange is often associated with vitality, warmth, and friendliness. It can draw attention and create a focal point for important headings or titles on the website.

**Background Rough White (#F1F8FF):**

This off-white shade serves as the background color. It's a subtle and soft color, offering a clean and modern backdrop for the content. This color choice can help in maintaining readability and ensuring the content stands out against the background without causing visual strain.

**Dull Black (#313131):**

This dark, muted black color can be used for text or elements that require high contrast against the white background. It provides a clear and sharp visual appearance, making the text easily readable.

**Linear Gradient for Card Text (#FFB76B – Light Orange):**

This color brings a unique touch to the design. It's a vibrant and eye-catching purple-blue shade that can be used for text on cards or highlighted areas. This color choice can convey a sense of luxury, creativity, and uniqueness, making the text or highlighted content stand out against other elements on the page.

Utilizing this color scheme effectively involves maintaining a balance between the vibrancy of the orange and purple-blue shades while ensuring readability against the white and dark backgrounds. It's essential to use these colors consistently across the website to maintain visual coherence and create an engaging and visually appealing user experience.

1. **What font styles will you use within the website?**

**Amatic Font:**

It has an informal and playful feel, resembling hand-drawn lettering. The strokes are slightly irregular, conveying a sense of personality and uniqueness.

It can add character and a human touch to the design, but it's crucial to balance its usage with more readable fonts for extended content to ensure an overall positive user experience.

**Nunito Font:**

Nunito font is known for its rounded letterforms, making it appear friendly, approachable, and easy on the eyes. It maintains readability across various sizes and screens due to its well-crafted design.

Nunito's clean and modern appearance, combined with its readability and versatility, has made it a popular choice among designers for various projects where a contemporary and approachable look is desired.

1. **What features will be displayed on the webpages?**

**Destination Guides:**

Detailed information about various destinations, including descriptions, attractions, activities, local culture, best times to visit, and travel tips.

**Photographs and Videos:**

High-quality images and videos showcasing destinations, accommodations, landmarks, and experiences to entice travelers and provide visual context.

**User Reviews and Ratings:**

User-generated content, reviews, and ratings for hotels, restaurants, attractions, and tours, helping visitors make informed decisions.

**Social Media Icons Integration:**

Links or feeds to social media profiles for sharing travel experiences, user-generated content, and engaging with the travel community.

**Travel Package Details:**

Serves as a crucial point of reference for travelers who are interested in specific tours or travel packages. It should be informative, visually appealing, and user-friendly to help potential customers make informed decisions and facilitate easy bookings.

**Contact Information:**

Contact details or a form for inquiries or to get in touch with customer support for further information or assistance.