

## **M30875: WebMD Coursework - Travel Agency (up2244885)**

### **Planning Evidence**

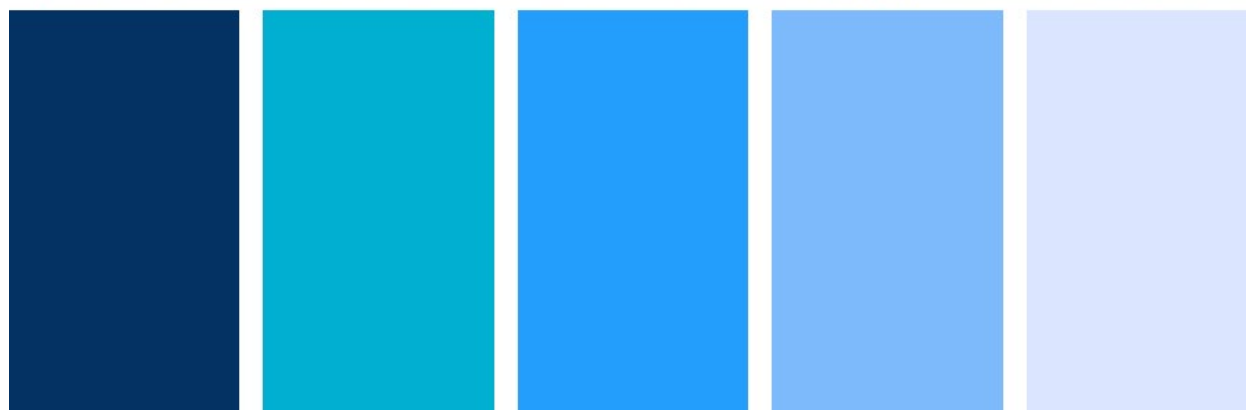
The targeted customers of the company are young, energetic, low to mid income, and interested in a variety of outdoor activities such as surfing, snorkelling, hiking, and cycling. The brand image therefore is young, stylish, and minimalist.

The WP Engine website has analyses and given examples about the colours scheme, “What if your audience is younger? A visually interesting web colour palette that is bright and playful will help them stay engaged. The content of the site will also need to be engaging, but colour will play a big role.” (WP Engine, 2023, para. 16). Colour is a very important key to attract the audience and create a sense of belonging. It also suggests that “Blue: This colour is associated with water, and provides a feeling of calmness and serenity. Blue creates a sense of security and trust, and is often used for corporations”, and “Brown: Friendly, earthy, and commonly represents the outdoors”.

The website demographics for gender distribution is neutral, the age distribution is largely on the age of 18 -24 (22%), 25-34 (38%) and 35-44 (32%), while 65+ is only (1%). The UX design will be based on the user preferences and trend, enlarged font size is not necessary, and mobile/tablet design is at higher priority.

According to Sarah Titus’s analysis on “25 Best Travel Destinations Color Palettes”, a blue based palette extracted from a coral reef in Figure 1, inspires the colour theme which matches the company direction and the customers’ age.

*Figure 1 A wooden dock leading to the ocean.*



*Note.* From Sarahtitus.com, 2023.



**Emily Walker**  
"Travelling should be adventurous!"

## ABOUT

Emily loves to travel and explore new cultures. She enjoys adventurous activities like hiking and snorkeling. Being a fresh graduate and paying off her student loan, affordability is her main concern. She enjoys meeting new people in hostel.

AGE	23
OCCUPATION	Marketing Assistant
INCOME	£22K
STATUS	Single
LOCATION	Southampton

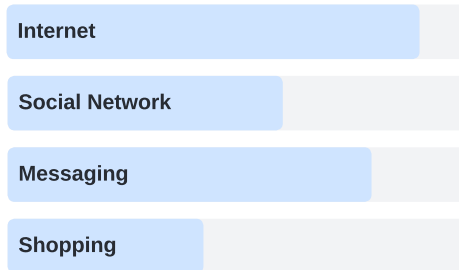
## NEEDS

- Lookout for affordable and exciting travel deals and packages.
- Budget-friendly accommodations.
- Off-peak travel deals.
- Seek recommendations and reviews from fellow travelers to ensure a memorable trip.

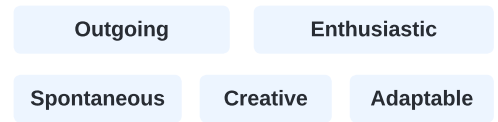
## FRUSTRATIONS

- Hidden costs in travel packages
- Limited budget options or destinations.
- Overcrowded tourist spots.
- Lack of local experiences.

## ONLINE ACTIVITIES



## PERSONALITY



## FREQUENTLY USED APPS





## ABOUT

Satoshi is a stylish and independent photographer who loves exploring the world through his camera lens. He thrives on adventure and seeks to tell captivating stories through his photographs.

AGE	30
OCCUPATION	Photographer
INCOME	£38K
STATUS	Single
LOCATION	London

## NEEDS

- Scenic destinations and diverse cultures for photography.
- Flexible travel schedule for ad-hoc situation.
- Local guides for hidden spots.
- Travel gear accommodations.

## FRUSTRATIONS

- Over-touristed locations.
- Disruption of photography plans by unpredictable weather.
- Restricted photography areas.
- Insufficient information on photogenic spots.

## ONLINE ACTIVITIES

Internet

Social Network

Messaging

Shopping

## PERSONALITY

Stylish

Independent

Adventurous

Storyteller

## FREQUENTLY USED APPS



Design: alexchu Photo: alexchu





## ABOUT

Jack and Sarah are a creative and adventurous couple who share a passion for exploring the world together. Jack's background in architecture and Sarah's expertise in graphic design influence their appreciation for aesthetics and cultural diversity. They enjoy immersing themselves in new environments.

	Sarah	Jack
AGE	30	32
OCCUPATION	Designer	Architect
INCOME	£33K	£67K
STATUS	Married	
LOCATION	Portsmouth	

## NEEDS

- Romantic getaway packages.
- Immersing themselves in local traditions, arts, and cuisines.
- Architectural tours and art galleries.
- High-quality accommodations.

## FRUSTRATIONS

- Inflexible travel packages.
- Lack of cultural depth in tours.
- Poorly designed booking interfaces.
- Limited design-focused destinations

## ONLINE ACTIVITIES

Internet

Social Network

Messaging

Shopping

## PERSONALITY

Culturally Curious

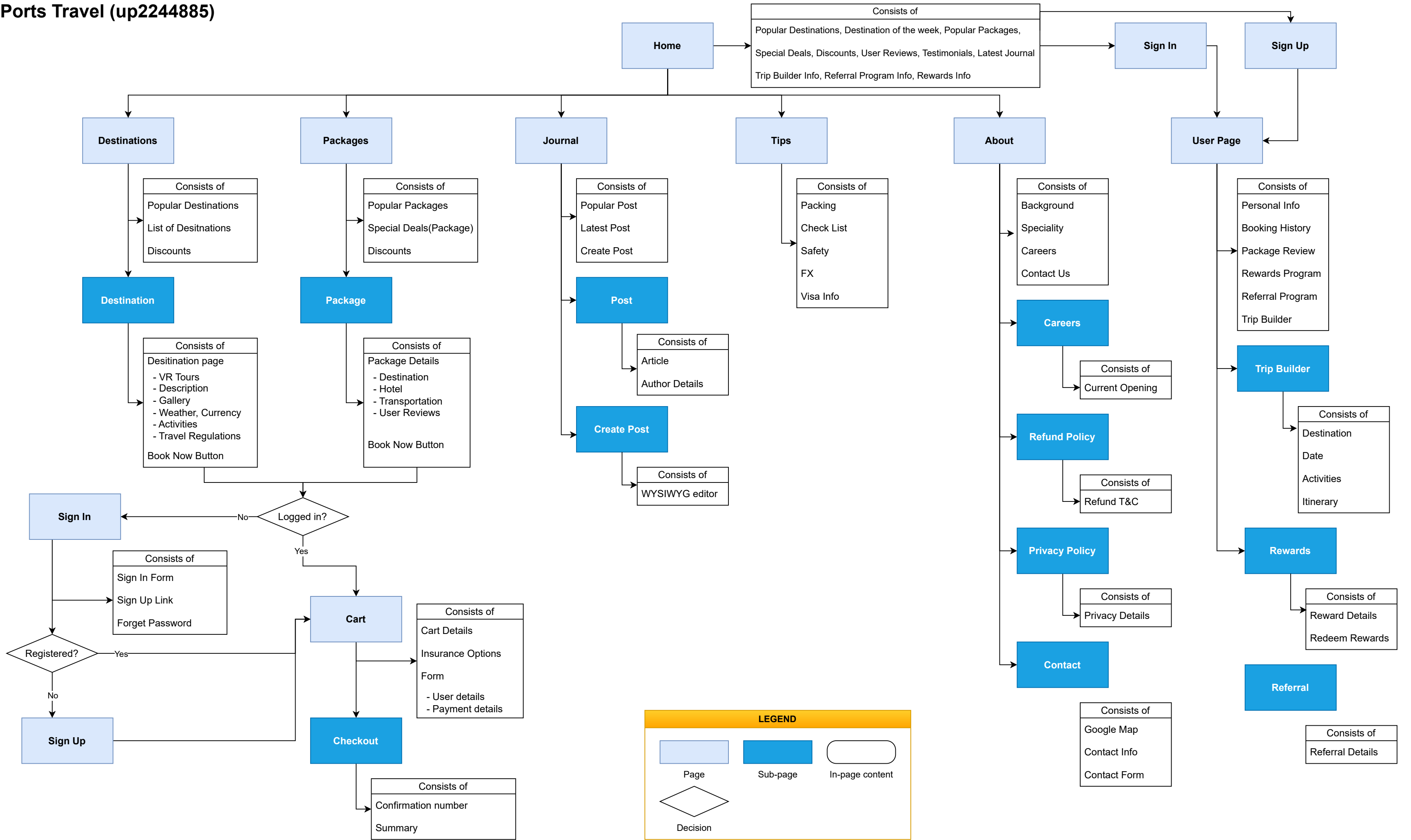
Creative

Adventurous

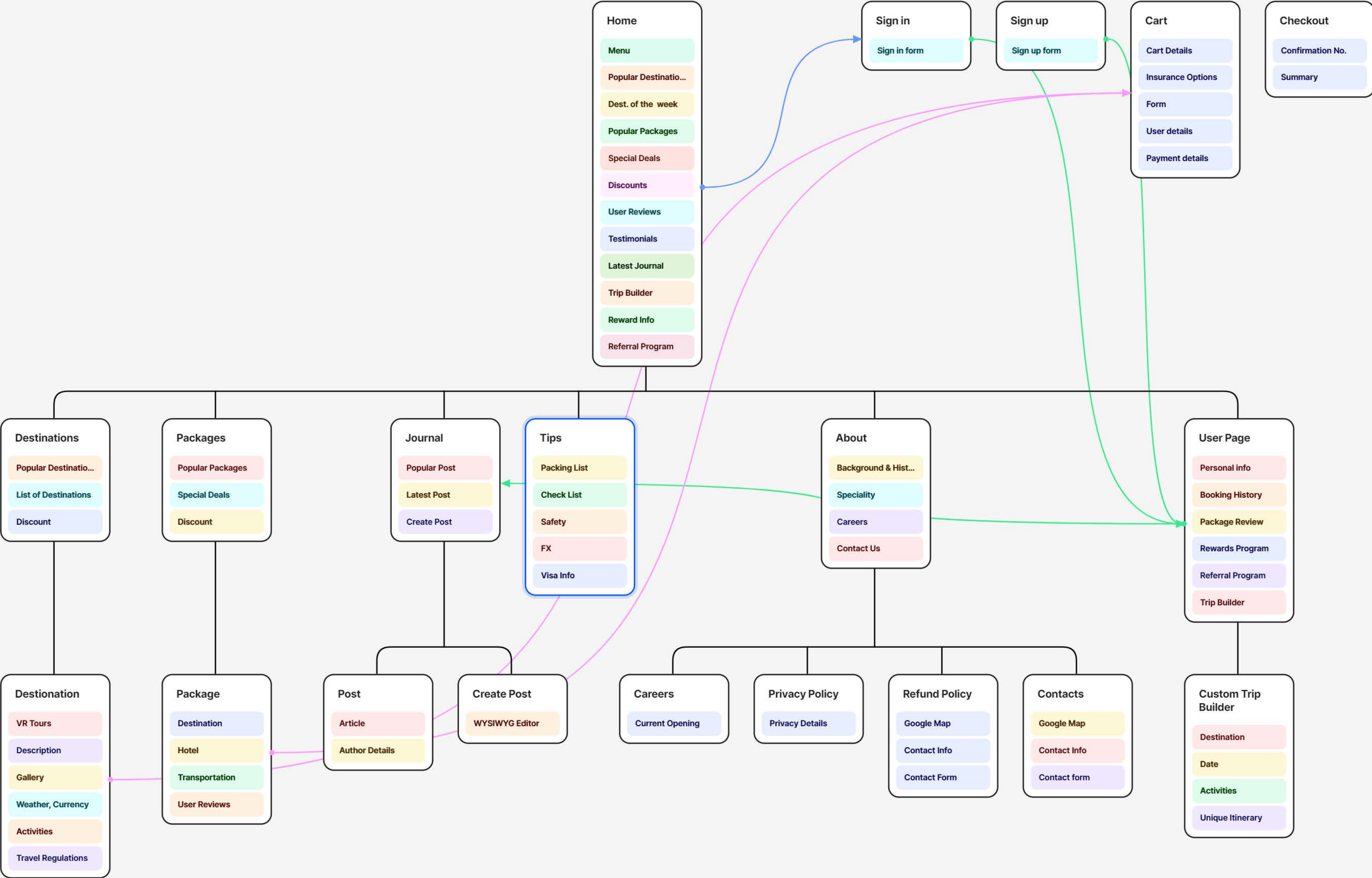
Romantic

## FREQUENTLY USED APPS











Hero

# Your Next Destination

Getting ready for Summer!  
Plan ahead, get the best deal!

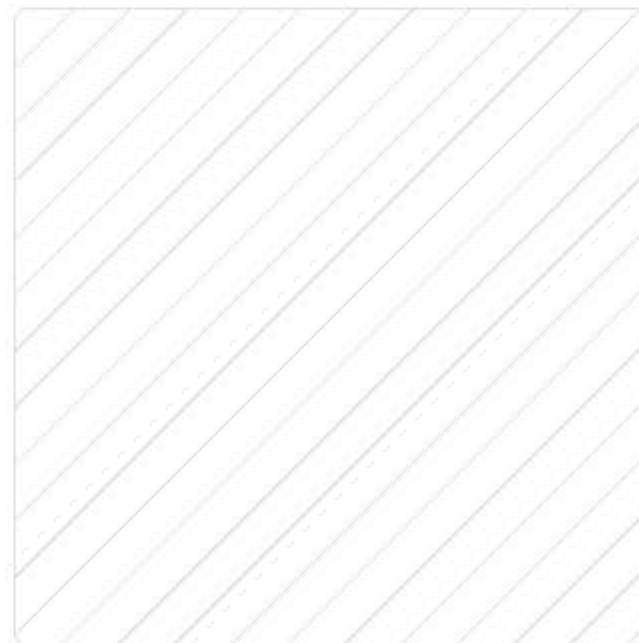
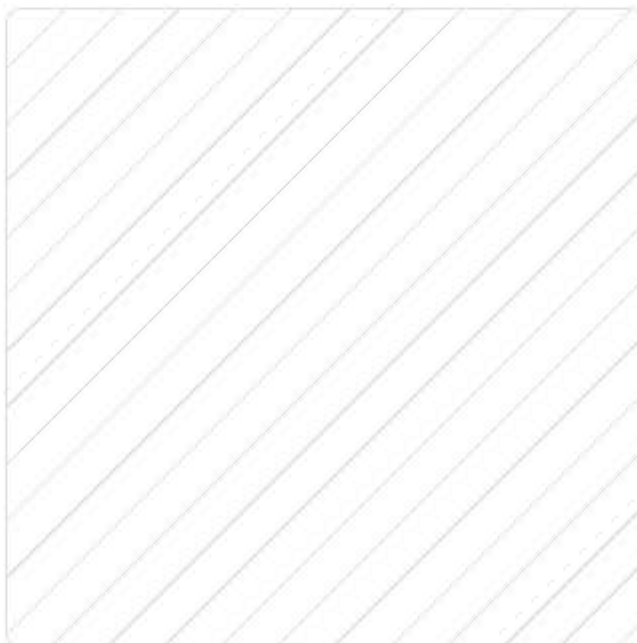
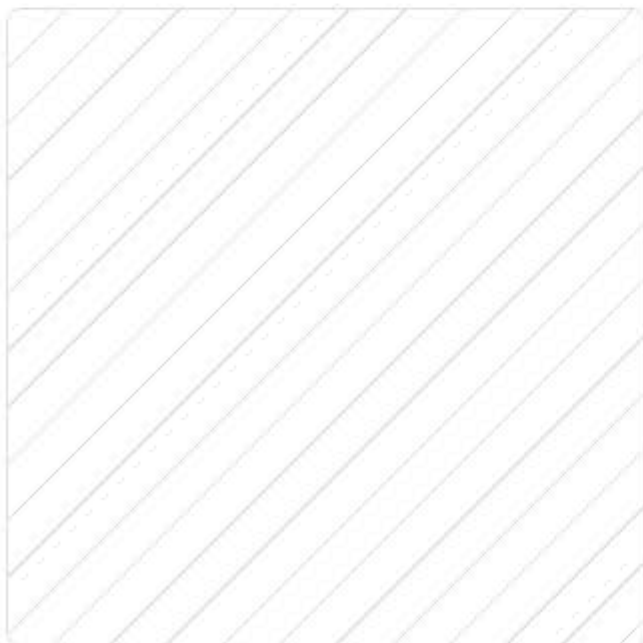
Get Started

Popular Destinations

## POPULAR DESTINATION

人気の海外旅行先

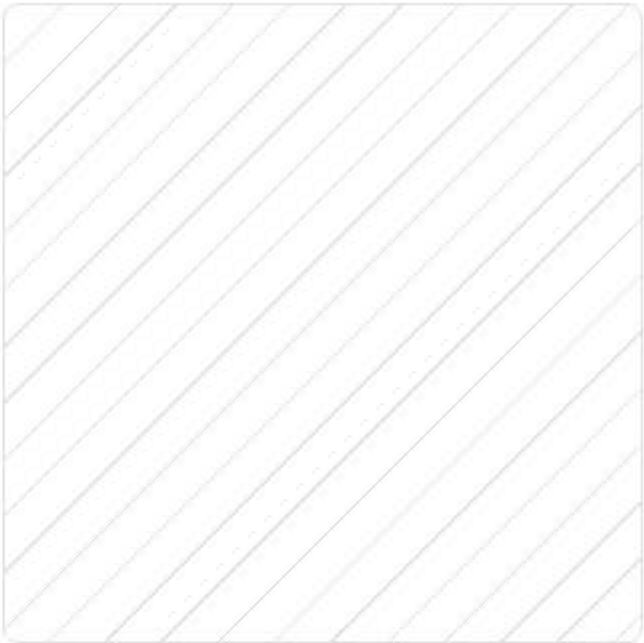
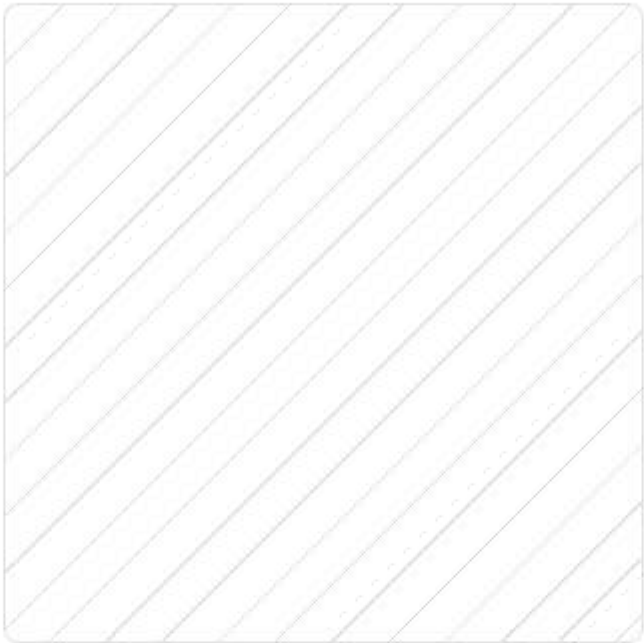
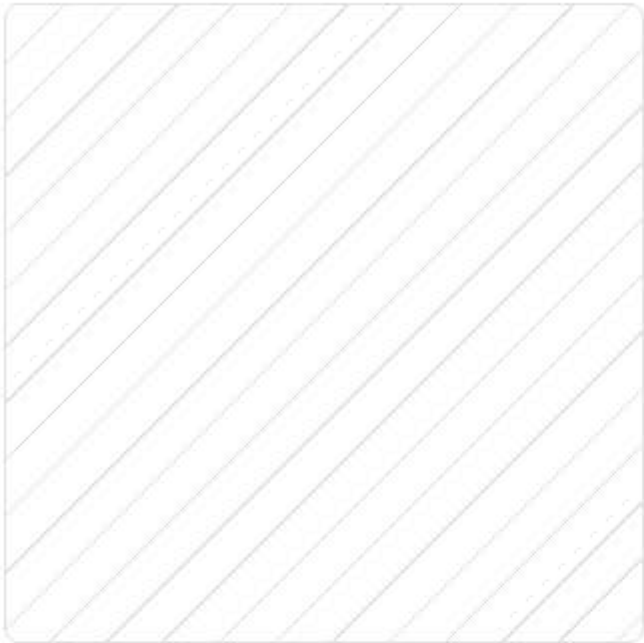
The skeleton plan of a website can be broken down  
into components of information design





Popular Package

POPULAR PACKAGE



Special Deals



KAGOSHIMA

User interface design includes selecting and arranging interface elements

Action link



NEW YORK

User interface design includes selecting and arranging interface elements

Action link



PARIS

User interface design includes selecting and arranging interface elements

Action link

Discount

SUMMER SALE

Usability is attached with all tools used by humans and is extended to both digital

View All



Vietnam  
\$ 999



Maldives  
\$ 2999

## USER REVIEWS

### Summer Vibe



Lorem ipsum dolor sit amet. Et voluptatem adipisci qui amet mollitia et ducimus maxime. Aut velit cupiditate ea possimus beatae ab modi!

### Best trip



Quo quibusdam placeat sed tenetur facere ut doloribus autem vel velit odit et necessitatibus aliquid.

### Nice CS



Aut exercitationem recusandae eum labore quia At expedita voluptas non rerum quam est blanditiis ratione At esse assumenda 33 quod voluptatem.

## Testimonials



### Jane Doe

Sit aliquid quia qui possimus consequatur rem voluptatem tenetur et amet harum sit placeat reprehenderit vel sunt veniam nam laudantium consequatur!



### Family Doe

Et explicabo iste est perspiciatis consequatur sit voluptatem enim in autem possimus et aspernatur esse.

## Journal

03

april

It's a difficult time to be launching a new brand. The world is full of catastrophic events with people forced to re-evaluate their lives

12

april

Workers and customers alike are constantly being told to isolate and work from home, shutting down showrooms and manufacturing

20

april

Design fairs are being constantly postponed or cancelled altogether and global shipping is a basket case. Japanese brand Koyori is finally

## Dest. of the week



## DESTINATION OF THE WEEK

Once created, personas help the designer to understand the user's goals in specific contexts, which is particularly useful during ideation

[Learn More](#)



Wireframes



Content



SEO

PRO

# TRIP BUILDER

Tenetur et amet harum sit placeat reprehenderit vel sunt veniam nam laudantium consequatur.

Let's go

## Reward Programme

User interface design includes selecting  
and arranging interface elements

[Join Now!](#)

Refer your friends and  
earn rewards!

It's a difficult time to be launching a new brand. The world is full of catastrophic events with people forced to re-evaluate their lives and priorities.

Workers and customers alike are constantly being told to isolate and work from home, shutting down showrooms and manufacturing. Design fairs are being constantly postponed or cancelled altogether



## References

WP Engine. (2023, Oct 16). *Website Color Schemes: Theory, Practice, and Inspiration*.

<https://wpengine.com/resources/website-color-schemes/>

Sarah Titus. (2023, Aug 16). *25 Best Travel Destinations Color Palettes*.

<https://www.sarahtitus.com/25-best-travel-destinations-color-palettes/>

Leonardo.AI (2024, Mar 01). AI Generated user images.

<http://leonardo.ai/>