

Create a website for a traveling company from your own experience.

Create a website from scratch using the modern age of technology. As a starting point, we want to use wireframes, as we did in the UX lesson (you can use Balsamiq or any other tool, including just pen and paper). You can use either your assets or the assets within the following [GitHub repo](#).

The website is for the traveller who is looking to expanding their horizons by taking in different cultures, sceneries.

You have been given the following requirements after interviews with the client's representatives:

- That the site is fully responsive.
- That it uses Google's API

The customer has provided you, the developer, with the following assets that they would like to showcase on their website:

- List of Nature Parks
- Suggested Tours & Places to visit.
- Maps that they would like to make accessible.
- Selection of Photos that have been approved by the customer.

What's culturally appropriate?

Users are generally going to be of a certain social grouping. Taking this into account the overall look and feel of the website should have a certain "*je ne sais quoi*". The demographic is likely to be a mixture of male and female groups from different age groups.

What content type would be relevant?

Font size should be of normal and easy to read size. Navigation needs to be simplistic and straightforward.

Why is this so special?

The user experience from the site would prompt the user to be make contact using the contact form for further information on how to re-create a wonderful experience.

Why would a user want this?

There are so many individual websites that are available on the internet but to have one website which will have a simplistic accessible website, that will leave the user wanting to know more about the trip and experience.

What makes a good experience for the end-user?

Easy to Navigate

Easy to get a sample of the culture

Clean text

Website is not crammed or over powering with information.

What does the user expect from visiting this site?

What is this?

The first picture of Table Mountain View, whereby there is a kite-surfer on the waves this stands out.

Is this what I expected to see?

Logo, clean text font for headings, colour scheme ought to visually portray this and help make it look credible and trustworthy.

Does it offer what I want?

Links to external sites that samples tours and adventure.

Does it valuable enough to stay?

Content especially the pictures and the links to the nature reserves will compel them to stay.

What actions can I take now?

Send a email via the contact form.