

VirtuaVay is an online virtual vacation service provider based in Melbourne, Australia. To provide “extra-ordinary” and distinguishable services, VirtuaVay decided to provide its customers with the experience to “visit” fictional areas from well-know movies and cartoon series. This includes Gotham City from the Dark Knight Trilogy, Lake Town from The Hobbit, Asgard from Marvel’s Thor, and Bikini Bottom from Spongebob Squarepants. Hence, it is safe to assume that VirtuaVay’s main target audience are children & young adults.

The moment the site is accessed, the header, which acts as a brief “introduction” to the business, will welcome the users. As they scroll down, they will be greeted with more introduction on “About The Company”, view VirtuaVay’s vacation “destinations” and pricing plans on “Destinations” and “Pricing” respectively, and send queries in case there are any via the “Contact Us” menu.

For design, the site tries to apply images with high contrasts to improve their appeal. It’s content were well-arranged and “neat” to improve alignment. One interesting aspect of the site’s design is its coloring, where there are only three dominant colors: Black, White and Grey. This was done to promote simplicity, which, as most users agree, is an important element of a website. In addition, the site is consistent in terms of typography, where it minimizes the usage of variety of fonts. Words are also colored and sized to make it visible and understandable for all users.

Next, the website utilizes Subjective organization schemes and Hierarchical structure of information for its content, where information which are considered to be more important (such as the “About Us” and “Destination” menu) were placed on top of the less important ones. For its navigation, the website features four primary navigation menus on the top-right corner of the page. Labels and

supporting information were optimally sized and kept simple and concise to ensure understandability.

Finally, the website has several unique features to break “barriers of entry” and promote accessibility. Putting aside colouring, typography and sizing of words and the clickable primary navigation menus discussed above, images, icons and tables were also reasonably sized and positioned. Since texts are kept to a minimum, only the important ones will be displayed. On the “Contact Us” section, the form field labels were enlarged to avoid typos and misinterpretation from the users. On the other hand, via the usage of third-party scripts, users can interact with the website via its clickable primary navigation menus and the “To The Top” icon, which enables users to jump right into the section they are interested in, or return to the top of the page without scrolling. The “Destination” section also features a slideshow of “destinations”, where users can click the arrows to browse at the featured images.

Reference list:

Images:

[https://batman.fandom.com/wiki/Uptown Gotham City](https://batman.fandom.com/wiki/Uptown_Gotham_City)

[https://spongebob.fandom.com/wiki/Bikini Bottom](https://spongebob.fandom.com/wiki/Bikini_Bottom)

<https://scifi.stackexchange.com/questions/75572/whats-under-the-crystal-bridge-in-asgard>

<https://lotr.fandom.com/wiki/Lake-town>

Website Template:

https://www.w3schools.com/w3css/w3css_templates.asp

Third-party Linked Resources:

<https://www.w3schools.com/w3css/4/w3.css>

<https://fonts.goggleapis.com/css?family=Raleway>

<https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-awesome.min.css>

<https://www.w3schools.com/w3css/default.asp>

Third-party Script:

https://www.w3schools.com/howto/howto_js_slideshow.asp