Updated as at 30 Dec 2019

CA1 – Website planning & webpage creation

Part I -Website Plan

1. Objective:

* The assigned theme is Travel website. Info to be made available via online.
* Advertise tour packages, top destinations, best sellers and showcase reviews from travelers, etc.
* Include a write-up on agency’s efficiency, reliability and services.
* The intent is to gain trust, attract people to sign up and travel with the agency.

1. Target Audience:

* Age range 18 to 60s+
* planning or intent to go for holidays or tours.

1. Content:

The website consists of a Homepage (Home), and 4 subpages (Tours, About us, Gallery, Contact).

Homepage- comprises of:

header area embedded with main image, agency’s logo, slogan, media icons, telephone number, opening hours and navigation tabs.

2 sections featuring top destinations and best sellers.

Top destinations -‘Read more’ link to ‘Package’ page when hovering on the images.

Best sellers – the titles of the tours link to ‘Package’ and ‘Free & Easy’page.

Footer to state the private policy, all rights reserved and a mini navigation bar for convenience.

search bar for alternative way to search for packages. This search bar is also included in all Subpages.

\*\*A different header image is used for all subpages.

Subpage ‘Tours’ - has 2 sublinks (Package and Free & Easy). The sublinks showcase the different available tours respectively.

Subpage ‘Gallery’- images and video.

Subpage ‘Contact’ – form for enquiry and feedback. Includes google map, address, contact details and opening hours.

Subpage ‘About us’ – elaboration on reliability, services and efficiency of agency. Also include feedbacks and reviews from travellers.

1. Timeline:

|  |  |
| --- | --- |
| **milestone** | **date** |
| Discussion, planning, resources, design mockup | 1/11/2019 to 23/11/2019 |
| Submission of proposal for approval | 24/11/2019 |
| Web coding and trial runs | 25/11/2019 to 4/1/2020 |
| Submission of website for approval | 5/1/2020 |

1. Budget:

Pending a few detailed options for the client. This section will be updated when the budget is finalized, approval obtained and agreed.

1. Structure:

Home

Package

Tours

Free & Easy

Homepage

Gallery

Contact

About us

6) Wireframe:

a) ‘**HomePage**’

Media icons

tel no & opening hours

logo

Home

Tours

Gallery

Contact

About us

Main image

Time for a new adventure?



location

search

Start day Return day

Name of country

Name of country

Name of country

Around the World

**Top Destinations**

**\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_**

Read more

Read more

Read more

Make an inquiry

image

Around the World

**Best Sellers**



Title of tour

Title of tour

Title of tour

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Home | Tours | Gallery | Contact | About us

b) **‘Tours -Package’**

tel no & opening hours

Media icons

logo

Home

Gallery

Contact

About us

Tours

Start day Return day



location

search

**Tours: Package**

View all destinations

Details of tour package

Make an inquiry

View itinerary

Details of tour package

Make an inquiry

View itinerary

Details of tour package

Make an inquiry

View itinerary

Details of tour package

Make an inquiry

View itinerary

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Home | Tours | Gallery | Contact | About us

1. **‘Tours – Free & Easy’**



Media icons

logo

tel no & opening hours

**Tours : Free & Easy**

Start day Return day

location

search

Tours

About us

Contact

Gallery

Home

Details of tour package

View itinerary

Make an inquiry

View all destinations

View itinerary

Make an inquiry

Details of tour package

Details of tour package

View itinerary

Make an inquiry

Make an inquiry

View itinerary

Details of tour package

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Home | Tours | Gallery | Contact | About us

d)**‘Gallery’**

Home

Gallery

Contact

About us

Tours

tel no & opening hours

logo

Media icons

Start day Return day



search

location

**Our Gallery**

message

icon

message

video

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Home | Tours | Gallery | Contact | About us

1. **‘Contact’**

Media icons

tel no & opening hours

logo

Tours

About us

Contact

Gallery

Home

****

Start day Return day

search

location

**Contact Info**

Salutation:

First Name

Last name

Email

Contact number

Subject

Message

I agree with Adventure World’s terms and condition.

**Cancel**

**Submit**

Agency’s address, telephone numbers and opening hours.

Google map

Details of business

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Home | Tours | Gallery | Contact | About us

f)’About us’

Home

Gallery

Contact

About us

Tours

tel no & opening hours

logo

Media icons

Start day Return day



search

location

**About us**

image

Agency’s background

Make an inquiry

**Reviews from travelers**

Image

\*\*\*\*\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Image

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Image

\*\*\*\*\*

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Home | Tours | Gallery | Contact | About us

g) Agency’s contact info:

Adventure World

133 New Bridge Road

#01-02/03

Singapore 059398

Tel: 6123 4567

Email: info@example.com

Date: 30 Dec 2019

Proposal prepared by:

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(WebF CA1 Group 2)