WATS 3010 Intro to Bootstrap

Design Document

Name of site/Company: Know the City

Description of design concept/approach

- Know the City is touring company with the mission of highlighting the best cities have to offer in one day.
- The website needs to have a blog with different travel tips and a separate links for the clients to connect their social media accounts to share photo and experiences.
- We show top destinations from different cities to include food, drinks and historical sites.

Hope to accomplish with design concept/approach

- Increase interest in travel
- Make it easy for customers to learn about a city so they can go off on their own
- Offer discounts with our partners for food drinks and events in different cities
- Make a website that is easy to navigate and easy for customers to get the packages they need.

Other websites for inspiration

- https://www.theatlantic.com
- http://www.travelandleisure.com
- https://www.theguardian.com

Other website for comparable businesses

- https://www.tourguides.viator.com
- https://www.toursbylocals.com/
- http://city-tour.com/en

Target audience

- Demographics
  - Open to all adults
  - Travelers
  - People on layovers or business trips who have time off
- Motivations
  - Travel
  - Entertainment
  - Social Engagement