

# PROJECT PROPOSAL

## PLANNING

### Company Overview

My Website will be developed for a bus company called KBus.ie. My site will be phase one of a two phase redevelopment of their existing website. The company is a family business in existence for almost 100 years. They run scheduled services on a number of routes in Ireland and also provide coach tours, event travel and private hire. The breakdown of the business is 40% scheduled services, 40% events and tours and 20% private hire. I spoke to them about their business and they answered most of the questions included on the attached survey, ref. Appendix B.

The company is located in Co. Kilkenny, their scheduled services run as follows:

- |   |  |
|---|--|
| ▪ Clonmel, Kilkenny, Dublin.            | Local & College Routes:                    |
| ▪ Waterford, Carlow, Dublin             | ▪ Kilkenny, Carlow, Kildare, Waterford     |
| ▪ Shannon, Limerick, Portlaoise, Dublin | ▪ All Leinster Colleges, Galway & Limerick |

In the summer months, tours are approximately 80% of the business, these cover tourist hot spots in Ireland, Britain and Europe. Bus services run to most sporting events and high profile concerts from a number of locations in Leinster and Private Hire is provided to Business, Sporting and Community groups in Kilkenny and surrounding counties.

Business has grown over the past decade and the plan is further expansion including the possible purchase of another coach company. The demographics of their customer base are quite varied and include: students, working commuters, holiday makers of all ages, some corporate groups and the most cherished: Kilkenny hurling team!

### Competition

There is competition from the private sector on half of their scheduled services and from Bus Eireann on all of them. In the areas of events, tours and private hire, there is competition from all other coach companies (within reasonable geographical limits). There are approximately 250 mini-bus and coach companies registered in Ireland, KBus.ie are one of the largest. Generally KBus.ie fares well in relation to their competitors, but there is always room for improvement. Target markets for increased revenue: Tourism and Corporate groups.

### Marketing

They feel that the Web has most potential for them, as it is the first port of call for most when looking for travel information of any kind. They have gotten some feedback from their customers on issues relating to use of the internet, it is attached as appendix C. Currently their facebook page is updated daily, the ability to do the same with the website is a required feature.



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Currently the areas of marketing used by KBus.ie are:

- Local Newspaper
- Local Radio
- Sponsorship
- Tourism groups
- Company website
- Company facebook page

As a bus company, KBus.ie provide a first class transport service and would like a website to match.

The aim for their website is that it will:

- Lead the way in terms of functionality, clarity and SEO.
- Be easy to maintain by administrators.
- Be easy for customers to use no matter what their IT ability.
- Look professional and eyecatching.

The finished website (including phase 1 & 2) should have pages with information on the following:

(Items for phase two are indicated in grey text)

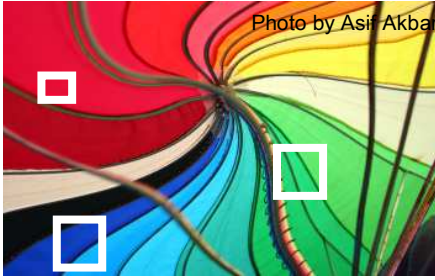
- Home
  - Overview services offered, Service updates<sup>1</sup>.
  - Special Offers & Upcoming Events.
- Scheduled Services
  - Routes, Journey Times, Prices, Timetables, Map, Ticket purchase.
  - Journey Planner with interactive map, printable timetables.
- Events / Tours
  - Destinations, Itinerary, Pick up locations, Prices, Times, Map, Testimonials
- Private Hire
  - Details of fleet, Testimonials.
- Customer information
  - Account set up, Secure Log in, Purchase Tickets, Save for later.
- About Us
  - Company History, Links to the community, Health & Safety, Drivers, Coaches.
- Contact us
  - Email contact form, Phone: Skype button for one click dialling & call back feature.
- Interactive Map
  - Scheduled Services and Tour routes highlighted, zoom & links to service information.
- Service updates
  - Listed by date & time, unscheduled (road-works, diversions etc) & planned changes
- Administration
  - Multi user secure login possible, easy site maintenance.

The structure of the web pages within this website, including all of the information listed here is outlined in a site structure diagram, Fig. 2 on page 4.



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### DESIGN



Blue, Green and White are the dominant colours within the company identity; there is also a splash of red. These colours will inform the colour choice for the website. By request, the amount of white background will be limited. Fig. 1 shows some colour swatches which I may use to within the site.

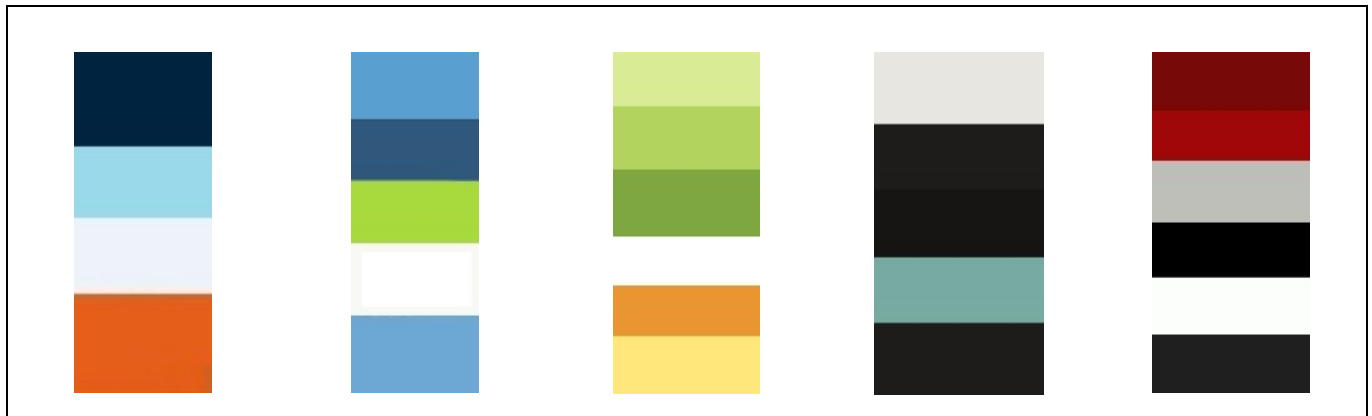


Figure 1 Colour Palettes

The customer has indicated that the following features of the existing site need most improvement:

- Overall style
- Navigation
- Clarity and legibility
- Promotion of all services on Home Page

(reduce to 3 clicks for access to all info.)

The content of the site will be provided by KBus.ie and their staff at will maintain it. Various feature types are required for the site including: images, video, audio and interactive platforms for customer and administrators. The Company Logo and Service Updates will feature on every page.

I propose to use a maximum of two fonts for the site, sans serif fonts are the preferred type. Although a lot of the information KBus.ie communicate to their customers is text based, they feel the current site has too much text. KBus.ie have agreed to source good quality images of their tour destinations and other images relevant to the business. I will use this imagery throughout the site.

The background colour of their existing site is white; they would like to move away from this colour. At this stage I suggest background colours of either: blue, grey or green. Two initial sketch proposals for page layout are attached at Appendix A. The colours used in these layouts are not reflective of the colours suggested for the site, their purpose is to give a feel for the level of colour on the page.



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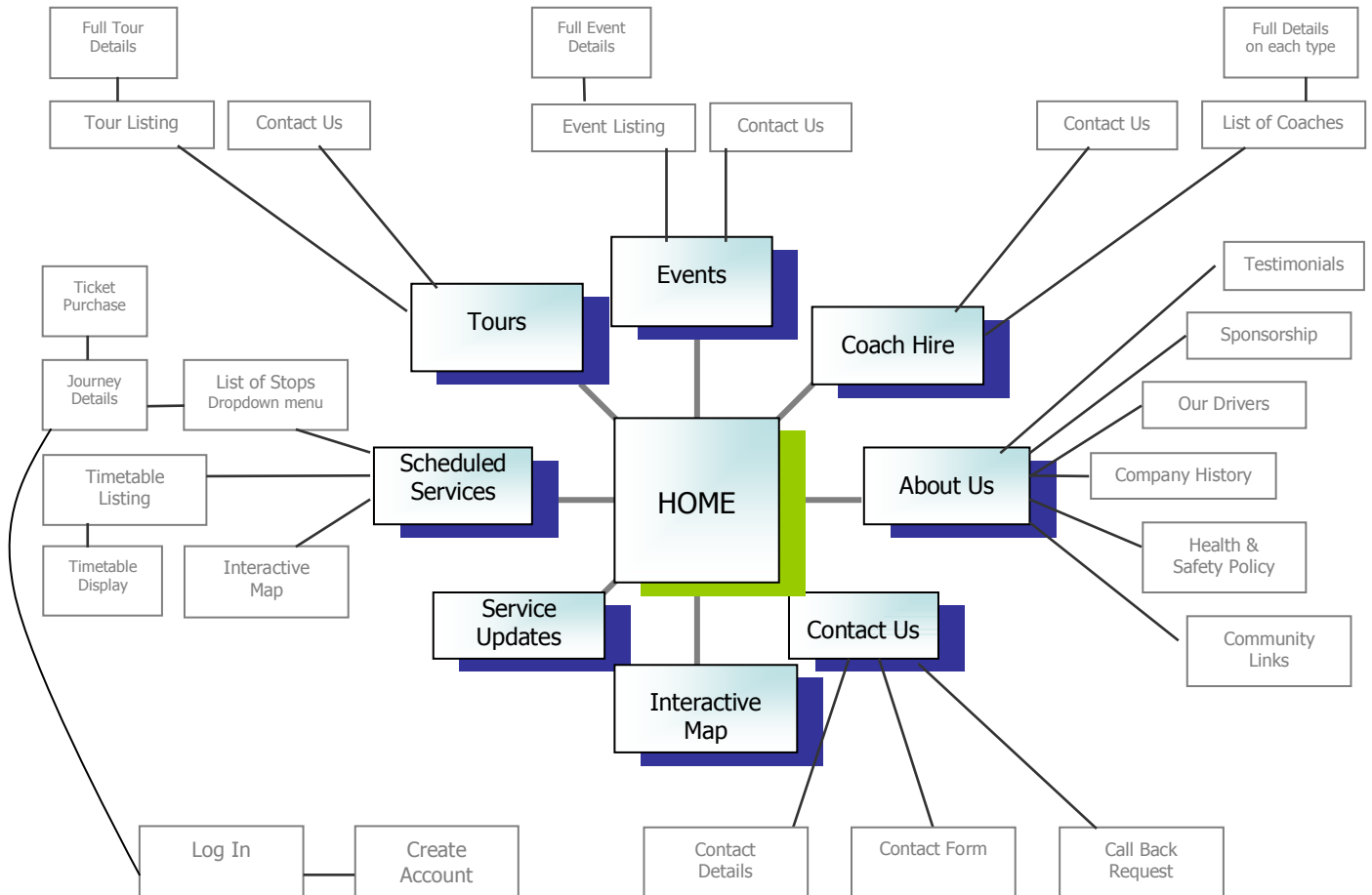


Figure 2 Site Structure Diagram (Items for phase two are indicated in grey)

## References

- Coolhomepages.com (1997) *Responsive Website Template For Sale #41261 - Best Designs Award*. [online] Available at: <http://coolhomepages.com/design-ideas-detail.html?id=12113> [Accessed: 10 Nov 2012].
- Jjkavanagh.ie (2012) *Bus Hire, Coach Hire, Dublin Airport bus, Coach tours of Ireland*. [online] Available at: <http://www.jjkavanagh.ie/> [Accessed: 10 Nov 2012].
- Sixrevisions.com (2008) *30 Beautifully Blue Web Designs*. [online] Available at: [http://sixrevisions.com/web\\_design/30\\_beautifully\\_blue\\_web\\_designs/](http://sixrevisions.com/web_design/30_beautifully_blue_web_designs/) [Accessed: 10 Nov 2012].
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