

# Introduction

This report gives a concise overview of our task: developing and designing a website using the knowledge gained from HTML and CSS. The task is to create a dynamic and user-friendly website that will assist tourists, foreigners and locals of Fiji seeking information and convenient services for travel and entertainment needs. This will enable the users to plan and organize travel experiences and explore various entertainment options.

It is a one-stop destination for users to gather information about accommodations, tasty food centres, attractions and housing. This will help simplify the travel planning experience, improve the entertainment sector and serve as a form of inspiration for people to make new adventures.

## Project Overview

The primary goal of this website development project is to practice what we have learnt so far in our learning. That aside, we also intend to build an online presence for the group by creating a platform that effectively communicates the services we have to offer to our target audience.

These are our goals:

1. Putting Fiji in the mind of people; the website will serve as a pictorial representation of the country, and this will help to increase visibility and attract tourists to the country.
2. Generating Leads and conversing them with potential customers: Our goal is to attract and engage visitors through the available services and information we display on the website, encouraging them to take actions like making enquiries or even choosing Fiji as their country of choice.
3. Improving User Experience: Creating a user-friendly, seamless, easy-to-navigate website. Concise content enables visitors to find the information they need quickly and with less stress.

## Objectives

To achieve our goals as a group, we had to work with the following objectives which include:

1. Improving our design and user experience: To achieve this, we tried to build a simple yet aesthetically pleasing website design that tends to describe what the group have in mind. This was achieved by the use of colours that aligns with our identity while offering a seamless user experience.

2. Offering valuable content: Knowing fully well that content is the bedrock of a brand. We created content that aligns with our task by effectively communicating the services, features and benefits that our users get to enjoy by utilising our offers

3. User Experience Design: We ensured that the website functionality and navigation are precise, with well-organized menus, detailed information and excellent search functionality.

4 Lastly, we designed Responsive to ensure the website is accessible and fully optimised for mobile phones, laptops etc.

## Project Scope

The scope of our project refers to outlining the boundaries and indicating what is included and excluded in the course of our task. It also embodies the deliverables, activities, expected outcome and any constraints that might have influenced the completion of the task.

Boundaries and Inclusions/ Exclusion: our task involved the creation of a concierge website; the focus is on providing travel and entertainment information to users that need the service

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Deliverables: Our website includes a helpful page with features like a Landing page, Service Page, Contact Page and About Page.

Expected Outcome: To get quality leads conversion and improved customer engagement rate by using the information provided on our page.

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### Target Audience

The target audience for our website includes people from all spheres of life who are travel enthusiasts, entertainment lovers and people seeking to explore new adventures. We aim to meet their needs by offering valuable information and resources on our site to cater to locals and foreign travellers.

