



Barack
Obama
National Park
Kauai, HI

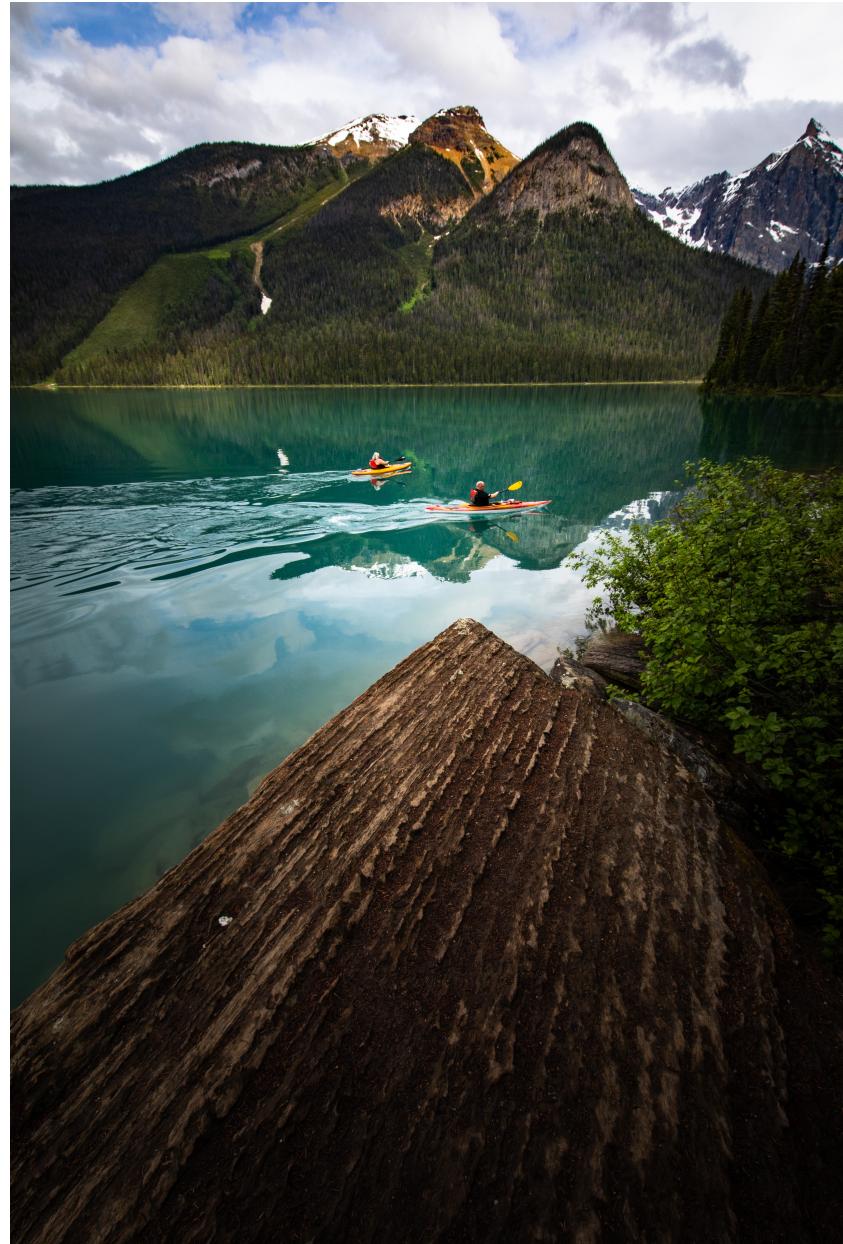
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Site Concept

B arackObamaNationalPark.com

is the website for travelers who seek the aloha spirit. The park specializes in luxurious tropical adventures for families and singles to make a memorable and unique vacation experience. This national park is located on the island of Kauai in the Hawaiian Islands. Visitors are true lovers of mother nature and seek adventurous and beautiful locations to share with their families and loved ones. BarackObamaNationalPark.com will give consumers a place to connect with the Hawaiian spirit of aloha and the people who cherish and safeguard the Polynesian cultures that thrive on the islands. Our website is a full-service site for everything you need to research and plan a meaningful vacation or wedding.



Competitor Analysis 1

www.abercrombiekent.com **Abercrombie & Kent** is an award-winning luxury travel company, offering luxury vacations, private tours, and small-group adventures on all seven continents.

The image shows the homepage of the Abercrombie & Kent website. At the top, there's a navigation bar with links for DESTINATIONS, SMALL GROUP JOURNEYS, CRUISES, PRIVATE JET, TAILOR MADE, OFFERS, and JOURNEY FINDER (which is highlighted with a yellow box). Below the navigation is a large banner featuring a photograph of a woman walking up a set of wide stone steps towards a massive, sunlit rock formation. The text "Discover the World's Finest Luxury Small Group Travel Experience" is overlaid on the banner, along with a "View Journeys" button. Below the banner is a "JOURNEY FINDER" section with four input fields: DESTINATIONS (with a world map icon), COUNTRIES (with placeholder text "Select a destination to find a journey by country"), JOURNEY TYPE (listing Small Group Journeys, Luxury Expedition Cruises, Tailor Made, and Wings Over the World), and DEPARTURE DATE (a calendar showing the month of May 2019). The overall design is clean and professional, emphasizing luxury travel.

SWOT 1

Strengths

Good initial site selection choices that allows the user to find unique destinations that will fit into their lifestyle. Vibrant images and logical layout to view all the important services you need to research luxury travel.

Weaknesses

The site offers services throughout the globe which may be daunting for vacationers who want an agency to specialize on a specific continent or country.

Opportunities

The site could allow for an integrated communication system that would allow for notifications of destinations that they would like to view and request quotes.

Threats

Vacation companies may easily enter the luxury vacation industry. Competitors may quickly offer equivalent destination packages with thorough research on the most-wanted locations and extravagant services.

Competitor Analysis 2

www.butterfield.com Butterfield & Robinson—the world's premier active travel company—designs incredible, immersive and experiential journeys to the world's most amazing places.



“ B&R is widely recognized as one of the world's best luxury active travel companies, has won endless awards and acclaim, and I have traveled with them three times on high-end cycling trips throughout the world and can testify to their excellence. ”

Forbes

SWOT 2

Strengths

Good initial site selection choices that allows the user to find adventurous destinations that will fit into their lifestyle. Vibrant images and logical layout to view all the important services you need to research active travel.

Weaknesses

The site offers services and group adventures to a limited number of continents which may not offer vacationers the locations that they desire.

Opportunities

The site could allow for an integrated communication system that would allow for notifications of destinations that they would like to view and request quotes.

Threats

Vacation companies may easily enter the adventure vacation industry. Competitors may quickly offer equivalent destination packages with thorough research on the most-wanted locations and experimental journeys.

Personas 1



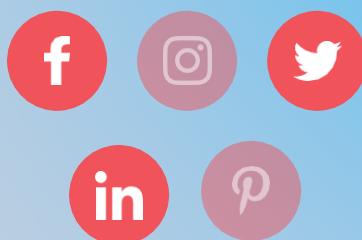
Age

28 to 42 years

Highest Level of Education

Bachelor's degree

Social Networks



Cal Dominguez

Travel Habits

- Summer vacations
- Budget pricing
- Adventure and nature seeking locations
- Family attractions for adults and children

Cal is a user that enjoys travel outside the continental United States. He wants his children to experience the history of his country and understand how much mother nature plays an important role in our lives. Cal is always looking for new ways to show his family how wonderful this big beautiful blue ball is in the Solar System.

Family:

Married w/Children

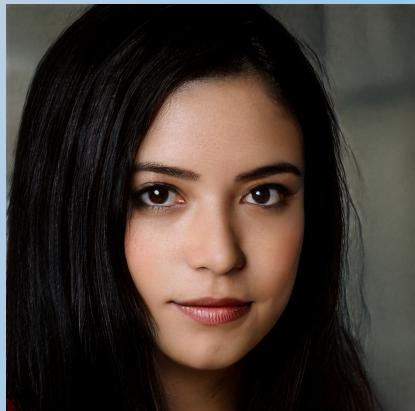


Annual Income



\$10,000

\$100,000



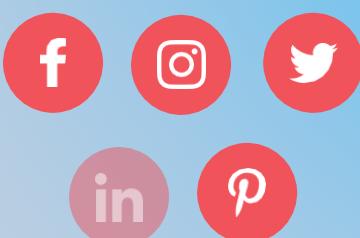
Age

22 to 30 years

Highest Level of Education

Associate's degree

Social Networks



Lucy Grinnwell

Travel Habits

- Summer vacations
- All-inclusive packages
- Destination weddings
- Tropical climates

Lucy enjoys tropical vacations to exotic and warm locations. She is planning her upcoming summer wedding and would like to have a beautiful and safe local like Hawaii where she can find all the modern amenities in which she is accustomed, to make her day a memorable one.

Family:

Young Single w/out Children



Annual Income



\$10,000

\$100,000

Objectives, Features & Content

Website Objectives

- 1.** Create a functional adoption space for customers wanting to adopt a new shepherd. Space should be informative but not overwhelming. This part of the site will allow the user to see very quickly what they need to know about the breed.
- 2.** Create an informative section about how to care for the shepherd breed. This blog section would allow our care specialists - veterinarians, nutritionists, and behaviorists - to give quick or in-depth tips about the breed.
- 3.** Create a shop that would allow users to shop for everything their puppy pals need from the cutest toys to yummy treats when they are good doggies. This section would have all the information pertinent to allow the customer to make an informed decision.

Website Features

- | | |
|------------------------------|----------------------|
| 1. Product Drop-downs | 4. Blog Posts |
| 2. Picture Carousel | 5. Filters |
| 3. Contact Form | 6. Gallery |

Typography & Color Scheme

SH
Bergen Sans

Bold/Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # \$ ^ & * () _ + ? [] ;
Grumpy Wizards Make Toxic Brew
For The Evil Queen And Jack.

SemiBold/Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # \$ ^ & * () _ + ? [] ;
Grumpy Wizards Make Toxic Brew
For The Evil Queen And Jack.

Regular/Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # \$ ^ & * () _ + ? [] ;
Grumpy Wizards Make Toxic Brew
For The Evil Queen And Jack .

Bergen Sans - Used as the main font for all headings 18pt and higher and the logo using Bold . Bergen Sans gives the brand a solid clean, fresh feeling that is readable but still striking .

SH
Acumin Pro

Light/Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + ? [] '' ;
Grumpy Wizards Make Toxic Brew
For The Evil Queen And Jack.

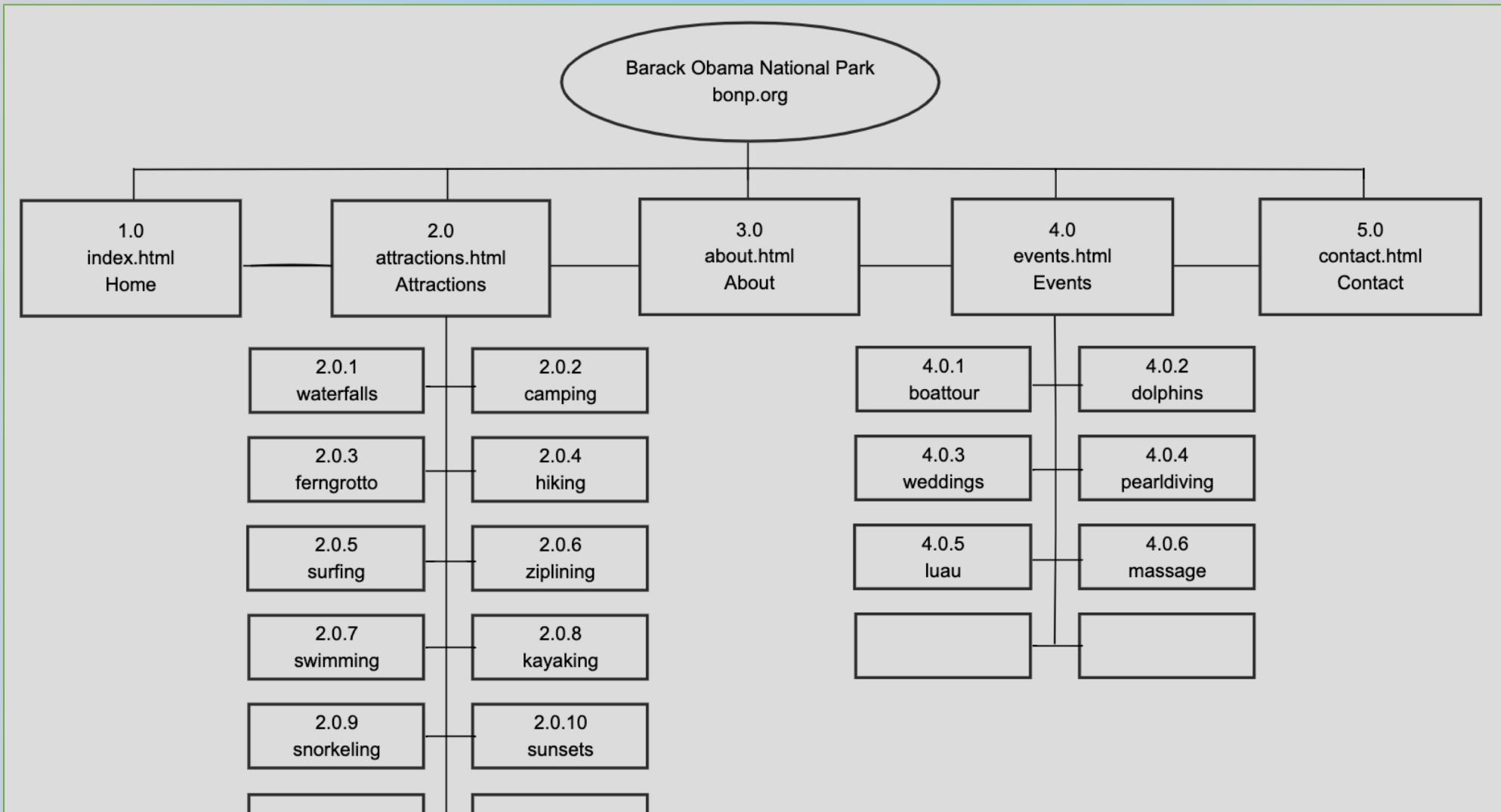
Extra Light/Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + ? [] '' ;
Grumpy Wizards Make Toxic Brew
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Thin/Italic

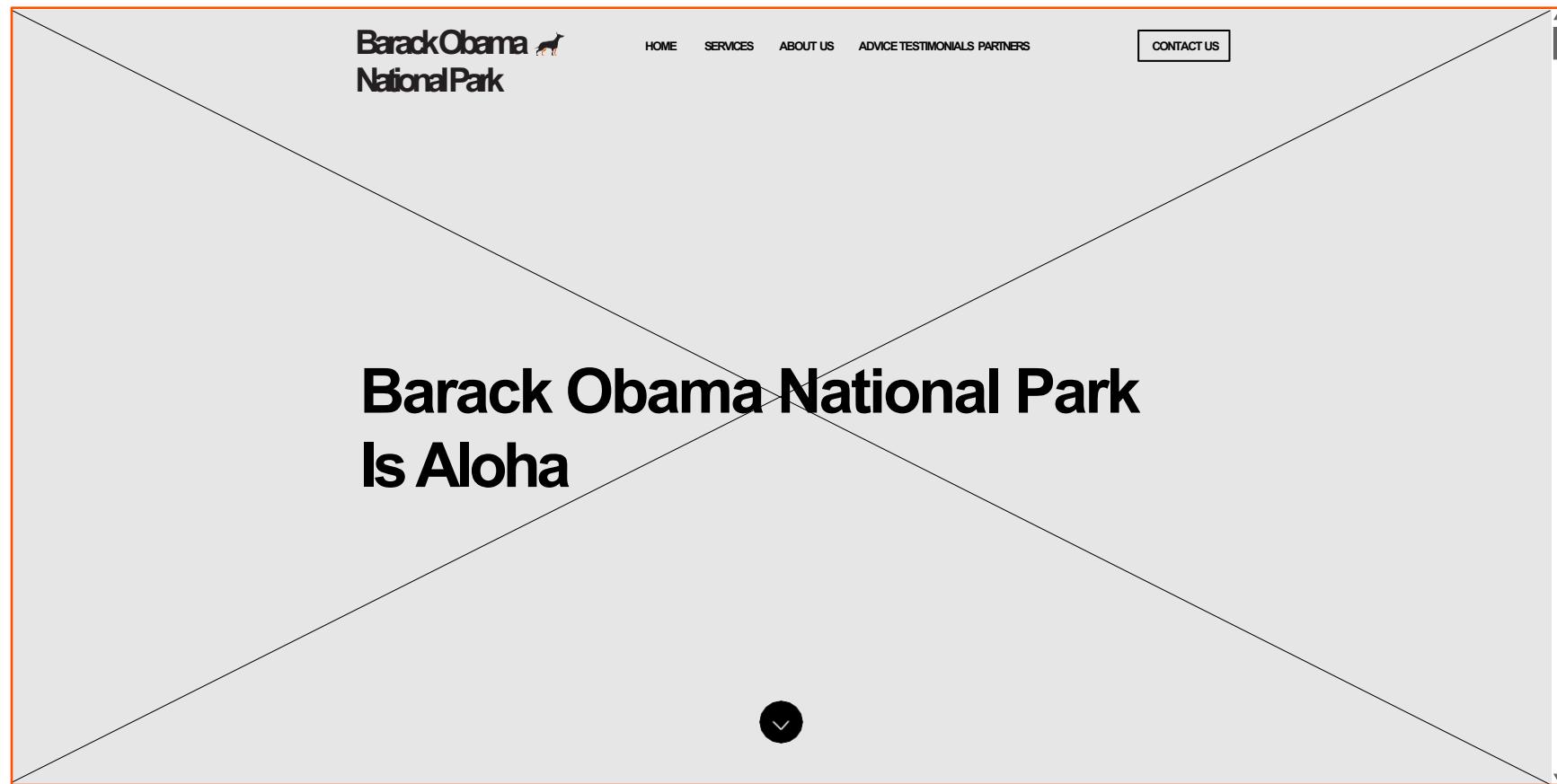
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + ? [] '' ;
Grumpy Wizards Make Toxic Brew
For The Evil Queen And Jack.

Acumin Pro - Used as the secondary heading and the main body font. Light, Extra Light or Thin are used when necessary, from 10pt to 50pt. Acumin Pro give the site a modern feel while still keeping the readability high.



Site Map

Wireframes & Design Comprehensives



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