



Tiare Travel

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TIARE TRAVEL

Tiare Travel is a website for travelers who seek exclusive global travel. The site specializes in luxurious adventures for families, couples, and singles to make a memorable and unique vacation experience.

Our website is a full-service site for everything you need to research and plan a meaningful vacation.



Competitor Analysis #1

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

Abercrombie & Kent

888 785 5379 M-F 8-7, Sat 9-1 CT or
speak to your travel professional

Search

Email Signup

Contact

Agent Login

DESTINATIONS

SMALL GROUP JOURNEYS

CRUISES

PRIVATE JET

TAILOR MADE

OFFERS

JOURNEY FINDER

Discover the World's Finest Luxury
Small Group Travel Experience

View Journeys

JOURNEY FINDER


Clear All >

DESTINATIONS

COUNTRIES

JOURNEY TYPE

DEPARTURE DATE



Select a destination to find a
journey by country

Small Group Journeys
Luxury Expedition Cruises
Tailor Made
Wings Over the World

2019
JAN FEB MAR APR
MAY JUN JUL AUG
SEP OCT NOV DEC

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

Butterfield & Robinson www.butterfield.com—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.

Persona #1



Cal Dominguez

Travel Habits

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

Age

42 years old

Highest Level of Education

Bachelor's degree

Social Networks



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**

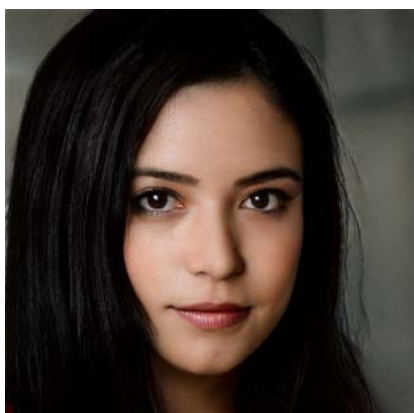


Annual Income



\$10,000

\$100,000



Lucy Grinnwell

Travel Habits

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

Age

22 Years old

Highest Level of Education

Associate's degree

Social Networks



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:

- A. Create a functional travel space for customers wanting to schedule exclusive vacation travel.
- B. Create an informative travel site and request support from a travel agent to begin designing a custom adventure.
- C. Create a site to allow users to search travel locations and resorts around the globe.

Website Features:

1. Product drop-downs	4. Iframe Video
2. Picture Carousel	5. Parallax Windows
3. Contact Form	6. Gallery

Website Content

1. Home	5. Destinations
2. Exclusives	6. About
3. Blog	7. Contact
4. Booking	8. More Blogs

Typography

Poppins script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
'?'“!”(%)[#]{@}/&\<-
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Poppins Medium

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Poppins Bold

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Playfair Display

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Playfair Display Medium

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Color Scheme

Blue – Associated with peace, water, tranquility, and reliability. Blue provides a sense of security, curbs appetite, and stimulates productivity. The most common color used by conservative brands looking to promote trust in their products.

Green – Associated with health, tranquility, power, and nature. Used in stores to relax customers and for promoting environmental issues. Green stimulates harmony in your brain and encourages a balance leading to decisiveness.

I used the color sky blue on the headings and backgrounds where needed and for contrast.

I used this color to represent peace, water, tranquility, and reliability.

Hex: # 87CEEB

RGB: R: 135, G: 206, B: 235

I used the color Kelly green on the main heading and for my accent color.

I used this color to represent health, tranquility, power, and mother nature.

Hex: # 35B518

RGB: R: 53, G: 181, B: 24

Color Scheme

Black – Associated with authority, power, stability, and strength. Often a symbol of intelligence but can become overwhelming if used too frequently.

White – Associated with feelings of purity, cleanliness and safety. Can be used to project an absence of color or neutrality. White space helps spark creativity since it can be perceived as an unaltered, clean state.

I used the darkest color of Kelly green for the nav and all of the copy.

I used this color for readability, represent strength, and to subtly tie in with the main accent color of Kelly green.

Hex: # 071803

RGB: R: 7, G: 24, B: 3

I used the color white for the main background color and the navigation links.

I used this color for readability and to organize white space throughout.

Hex: # ffffff

RGB: R: 255, G: 255, B: 255

Logo Design Process Phases

Phase 1



Phase 2



Bootstrap Template

Name - “Traveler Master HTML5 Travel Agency Website Template Based on Bootstrap 4”

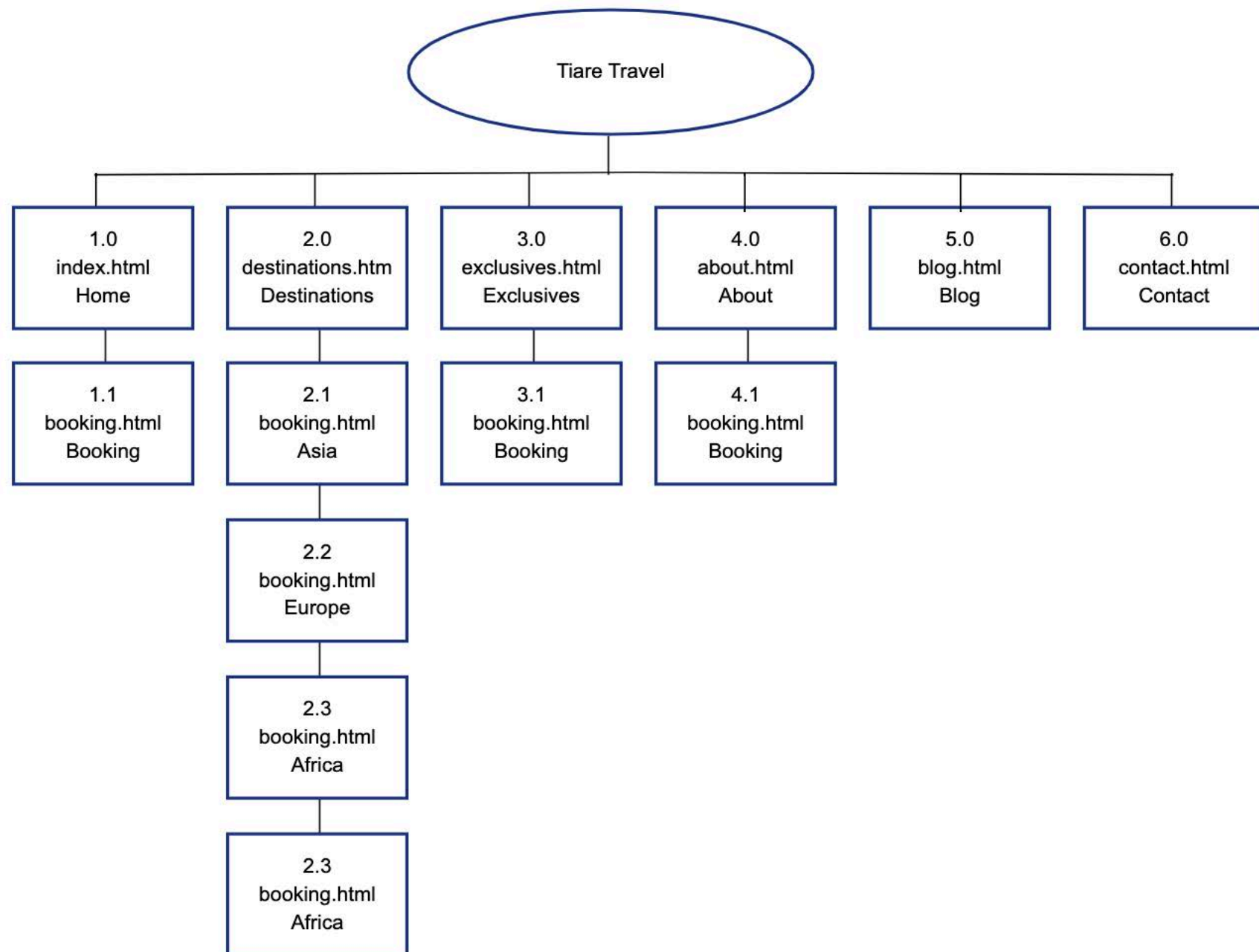
A. Source: <https://themewagon.com/themes/free-html5-travel-agency-website-template-travelers/>

B. Price: Free bootstrap

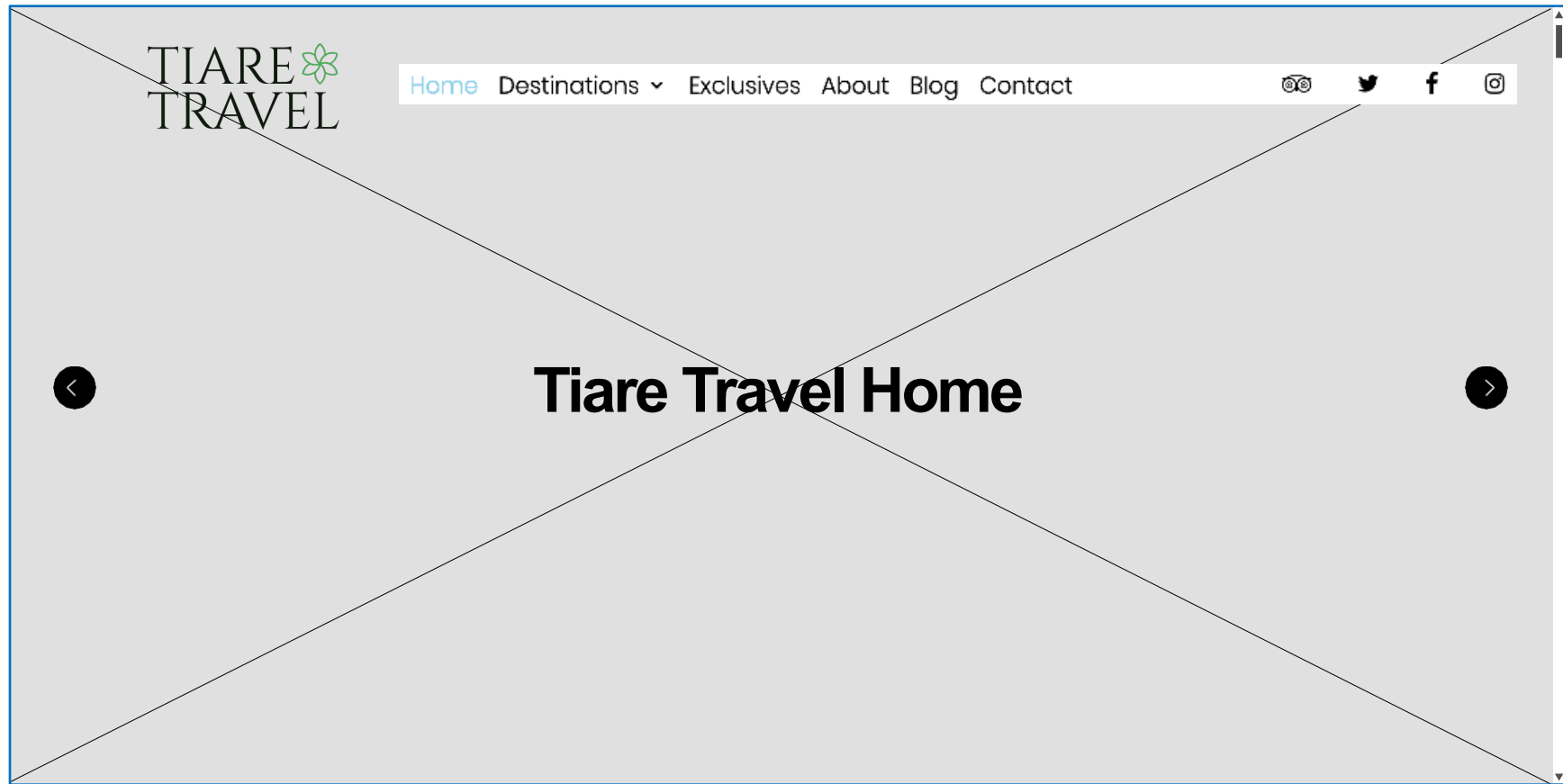
Reasons - I used the Travelers Master template:

1. Clean simple design that allowed me to brand my company as a luxury brand.
2. Multiple JavaScript and CSS elements that allow simple elements to have a unique focus.
3. For the overall variety of pages and differences that it allowed me to have for unique content sections.
4. The template had a lot of documentation and everything was labeled well.

Site Map



Wireframes & Design



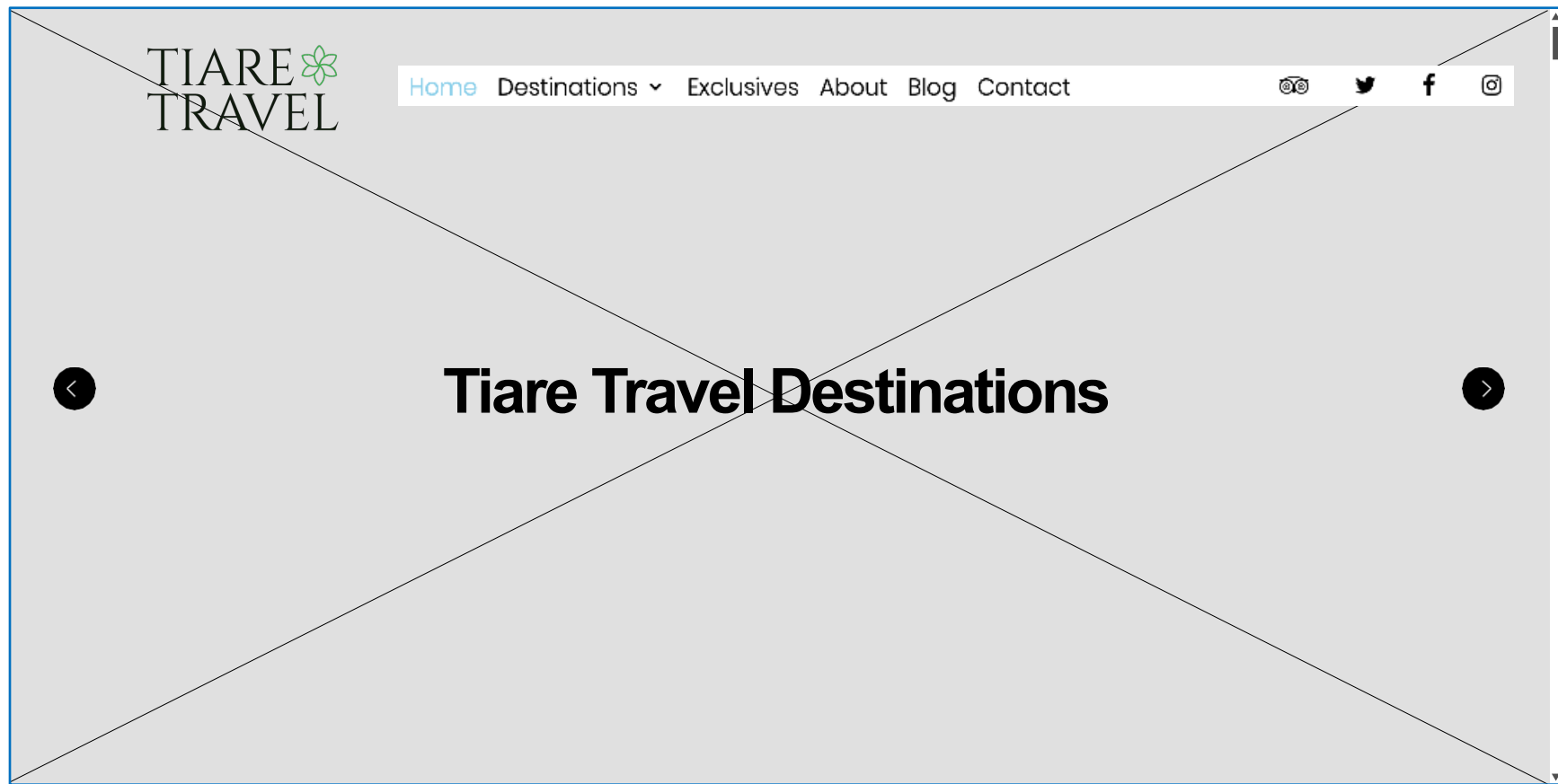


NEVER STOP EXPLORING

Take a journey across the globe to explore fascinating and unique locations.

[Book Now!](#)

Wireframes & Design



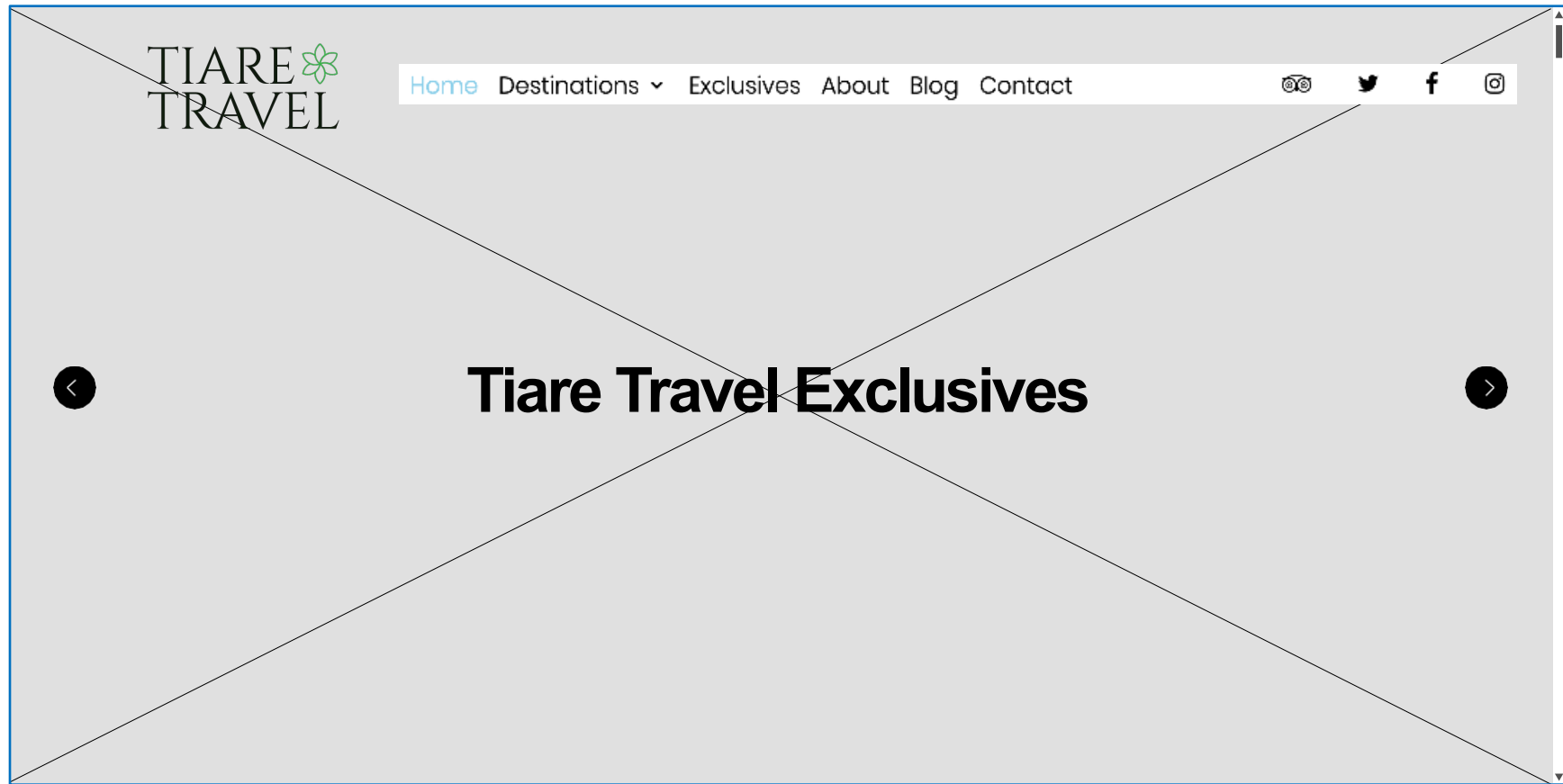
Tiare Travel Destinations



[Home](#) [Destinations](#) [Exclusives](#) [About](#) [Blog](#) [Contact](#)



Wireframes & Design



Tiare Travel Exclusives

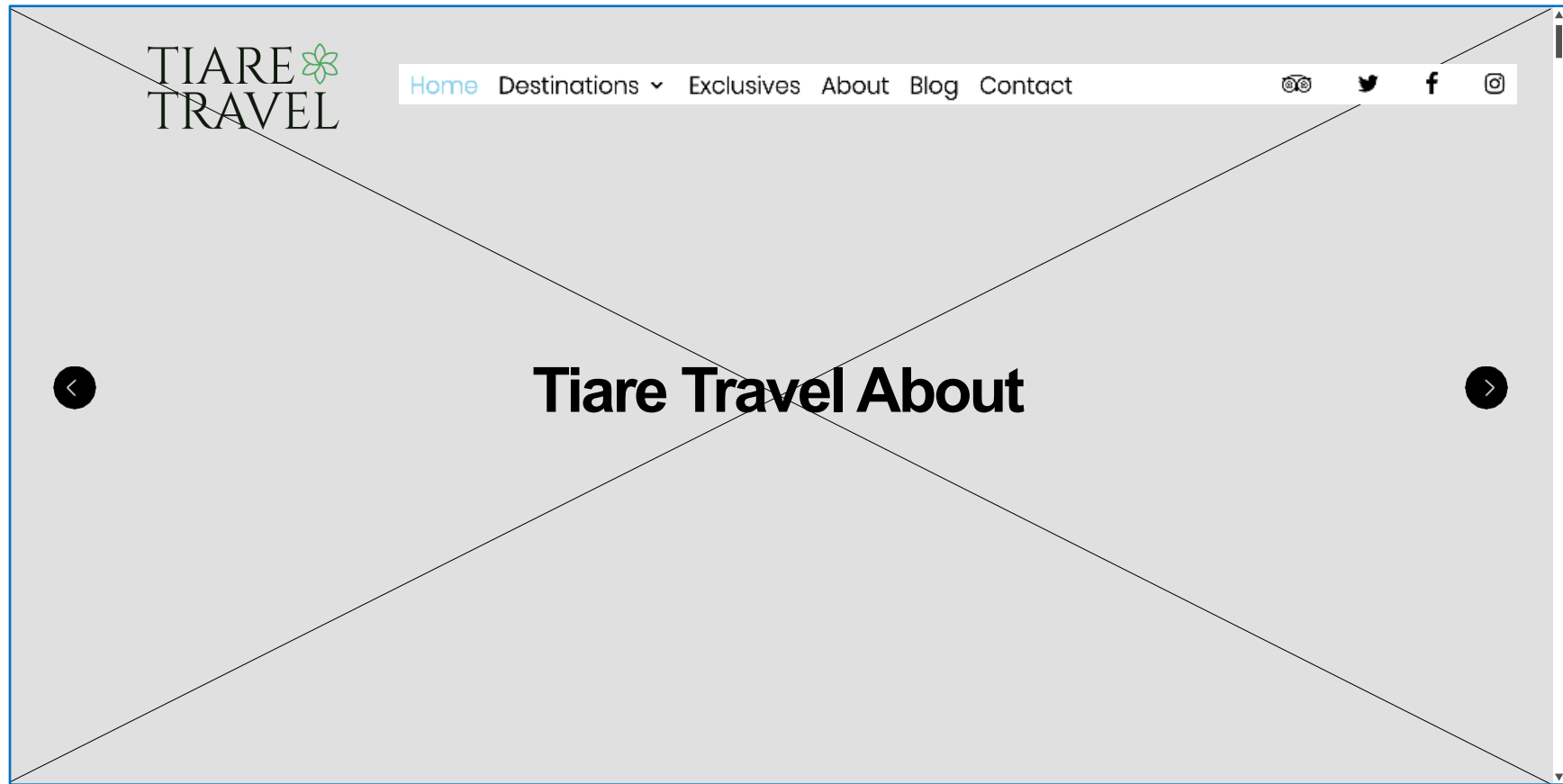


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AVAIL WITH OUR
EXCLUSIVE TOURS

Wireframes & Design



Tiare Travel About



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ABOUT TIARE TRAVEL

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Tiare Travel Blog

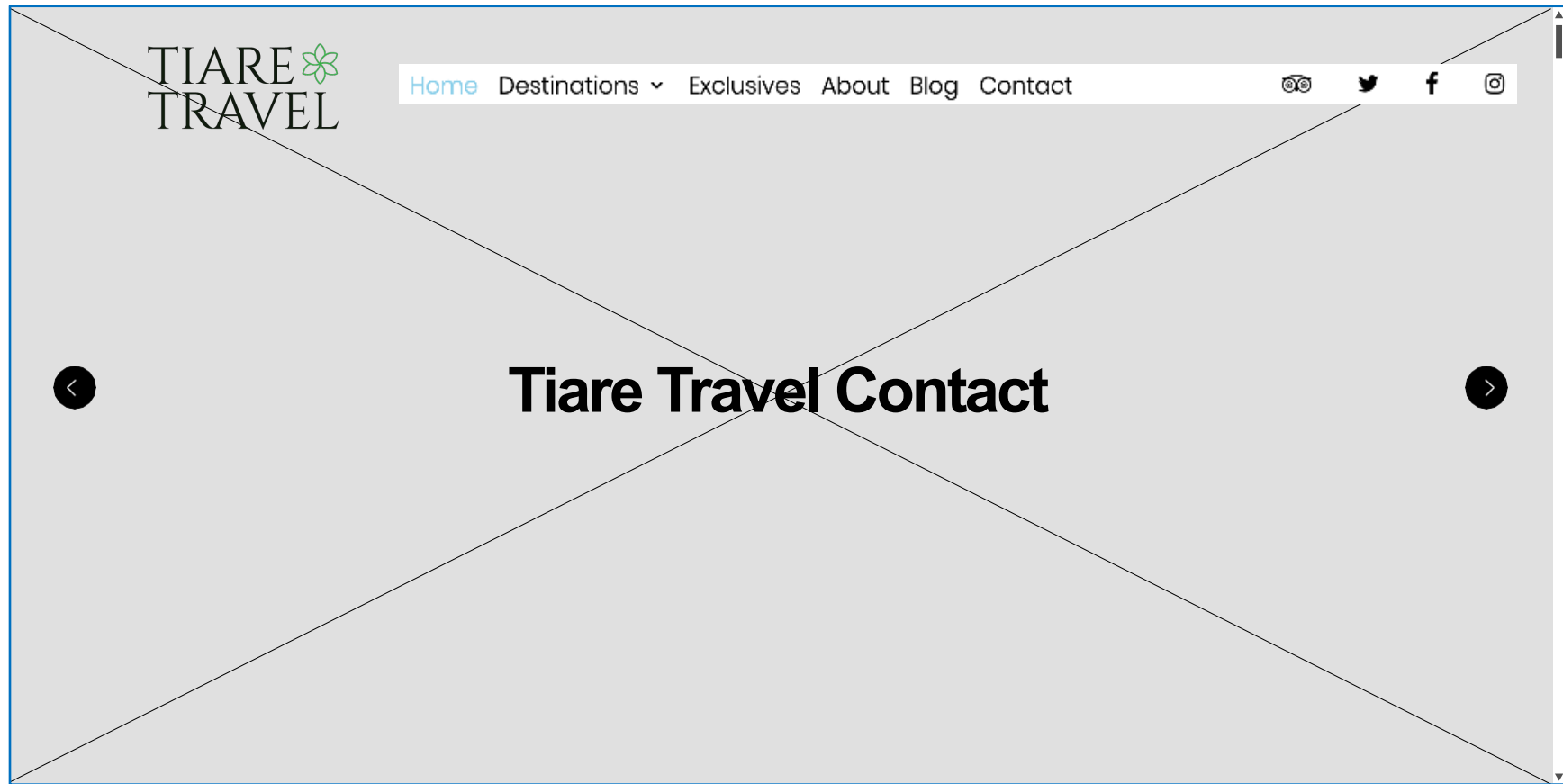


[Home](#) [Destinations](#) ▾ [Exclusives](#) [About](#) [Blog](#) [Contact](#)



BLOG POSTS

Wireframes & Design



Tiare Travel Contact



[Home](#) [Destinations](#) ▾ [Exclusives](#) [About](#) [Blog](#) [Contact](#)

A full-page background image showing a hiker from behind, wearing a black backpack and green shorts, standing on a rocky outcrop and looking out over a vast mountain range under a blue sky with scattered clouds. The text "GET IN TOUCH" is overlaid in the center of the image.

GET IN TOUCH

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