

LOMBOK TRAVEL WEBSITE SPECIFICATION

1. WEBSITE OBJECTIVE/GOALS

I want to create a website that shows people why Lombok is an amazing place to visit. I think it's way better than Bali but not many people know about it yet

The main thing I'm trying to do is get more tourists in, especially people who want something different from the usual crowded spots. I am particularly going to be targeting adventure lovers and people who actually want to learn more about local culture.

- Show off Mount Rinjani, the beaches that aren't packed with tourists, and the interesting Sasak culture
- Give people a way to plan their trip if they're interested
- Make sure visitors understand how to be respectful tourists - these matters to me after seeing bad tourist behaviour on my other visits
- Convince adventure seekers that Lombok should be on their list

2. KEY AUDIENCE

Main target is adventurous people, probably in their 20s and 30s mostly, who are tired of going to the same places where everyone else goes. Backpackers traveling solo, couples who want to do something exciting together, or friends who are into hiking volcanos and snorkelling.

I'm interested in reaching people who are curious about Indonesian culture - people who want to visit traditional villages and learn about local crafts.

Travel bloggers and tour operators might also find this useful since they are always looking for alternatives to Bali as it gets too crowded.

3. PROVISIONAL SITE STRUCTURE

Homepage (index.html): Some really striking photos of the volcano and beaches and a quick overview that makes people want to explore more.

Destinations (destinations.html): The main content - detailed info about the Gili Islands, Mount Rinjani, Sekotong Peninsula, Tiu Kelep Waterfall, and Kuta Lombok beaches.

Culture (culture.html): Sasak traditions, the villages, local food, and festivals.

Activities (activities.html): like volcano trekking, snorkelling, diving, waterfall hikes, surfing.

Gallery (gallery.html): beaches, mountains, cultural stuff, waterfalls, underwater shots, sunsets.

Contact (contact.html): A simple form where people can tell what they're interested in, when they want to travel, group size, budget range.

4. FUNCTIONAL SPECIFICATION

The site needs to work properly on their handheld devices since most people will probably browse it on mobile while planning for their trips. I'll keep the same header and footer on every page so navigation is consistent, and try to keep the design clean and simple.

For the contact form, I want to collect the important stuff - travel dates, how many people are traveling, what activities they're most interested in, their budget range.

The gallery should let you click on photos to see them bigger and I'll organize them by category so people can find beach photos vs cultural photos.

Focus should be on fast loading times since slow websites are frustrating. I'll compress my photos and use proper heading tags. The HTML should be clean.

5. WEBSITE COMPARISON

Wonderful Indonesia (*Indonesia.travel*, 2024): Has gorgeous photography and covers a lot of ground, but it's trying to promote the entire country and in this case Lombok gets lost. It feels very official which is a good thing, but there's no way to get personalized help with planning.

Bali.com (*Bali.com*, 2024): Is super polished and great for booking your trip, but it's become really commercialized. You really lose that authentic feel, and it's all about selling packages.

Lonely Planet's Indonesia section (*Lonely Planet*, 2024): Has solid, trustworthy information and can use it for research. But it's pretty text-heavy and doesn't really capture the visual beauty of places.

What I want to do differently is make something that feels more personal and shift their focus specifically on Lombok. The inquiry form is the key because I can actually help interested people plan instead of just throwing information at them. I'm trying to combine the visual appeal with the authenticity that the others are missing, while keeping it simple enough that it works well on mobile which is really important.

References:

Bali.com (2024) Bali travel guide and bookings. Available at: <https://www.bali.com/> (Accessed: 28 June 2025).

Indonesia.travel (2024) Wonderful Indonesia. Available at: <https://www.indonesia.travel/> (Accessed: 28 June 2025).

Lonely Planet (2024) Indonesia travel guide. Available at: <https://www.lonelyplanet.com/destinations/indonesia> (Accessed: 28 June 2025).