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| **Project title and brief background**:  *TITLE : QuickTravel*  *-------------------------*  QuickTravel was founded in August 2016. The company aims to help those who find travelling daunting to have an easier time choosing activities for their trips. The staff is currently made up of CEO Craig Deeney and 5 administrative staff. One staff is assigned to monitor each city and curate each that cities page in order to ensure that the pages are always up-to-date with the best events in each city. The company was initially run from an office in Dublin. The company have since chosen to open a website in order to help reach a broader audience. All staff are avid travellers and love to help others discover the world. |
| **Aims of the site:**  1.  The main aim of the website will be to broaden the scope of people that QuickTravel can help. This will help promote the business as it is must easier to visit a website when looking to travel than to go to an office.  2.  The site will be used to entice travellers to visit the cities on show as well as the attractions that have been chosen as the best that city has to offer. Each city page is constantly being updated by our hard-working staff, this is to ensure that these pages are never out of date so as to maintain the professional look of the business  3.  The email sign-up sections of the website will continuously remind members of the site in order to bring them back to the site. Members will receive periodic travel offers via emails based on their preferences. |
| **Target market:**  The website will be of use to anyone and everyone who wants to travel, from young solo travellers who want to experience the world to families looking for a vacation, to business people looking to break up the monotony of a boring business trip. There will be multiple events offered in each city, these events will be intentional priced in different ranges as to accommodate all tourists, no matter their budget. For instance, our New York page will advertise Central Park as a possible site to visit during a New York trip if you are on a tight budget but it will also recommend ticket to a concert in Madison Square Garden if you have a bigger budget. |
| **Business Objectives:**  1.  The first business objective of the site will be to charge an agency fee for facilitating travel. Members who sign-up for the paid email subscriptions service will have to pay a monthly fee in order to receive emails from our team that are curated tho their preferences. This monthly fee will be in the range of 10 - 20 euros a month.  2.  The second business objective of the site will be to charge a fee to advertise certain events on our page. For instance, if there is a concert in New York on a certain date, the promoters of this concert can pay us to advertise their concert and to give a direct link to buy tickets on our website. These promoters can pay extra if they wish to advertise for a longer period of time or if they wish to have a bigger screen presence on the website. These advertise will be carefully selected by our staff to ensure that we only accept the best events to advertise.  3.  The final business objective of the site will be to bring more traffic to the office in Dublin by displaying opening times in the footer of each and every page. Their will also be an increase the amount of phone call inquiries the the Dublin office as the office helpline number will also be in the footer of each page. |
| **Content:**  Page 1:  **Home Page**  The home page will, of course, be the first page that a potential customer will see when they arrive at the site. This cutsomer will be greeted with vivid pictures of each city that is on offer on our site. This will entice the user to click on a page that they like the look of. The customer will also be offer the chance to sign-up for our subscriptions email service in order to show the customer that the site has a paid service for a more individual look at travelling.  Page 2:  **New York**  This page will advertise New York finest establishments and events. Here the customer will be spoilt for choice will all the wonderful events that are constantly going on in The Big Apple. The customer will be shown a picture for each of the events advertised on the page as well as a small description of the event and the price for the event.  Page 3.  **Paris**  Paris is the city of love and our Paris page will reflect that. There will be many events offered in order to showcase to beautiful and unique areas of Paris, from a romantic dinner for to bicycle tours through the city and guided tours through many of Frances museums and culturally significant areas. All of these options will be great choices for a romantic getaway. As with all our pages, there will be images throughout the page in order to display just how beautiful Paris is as soon as a customer land on the page.  Page 4.  **Milan**  This page will advertise and the beauty and intricacy of the art, culture and history in this iconic Italian City. From the many tours that traverse their way through the intricate architecture from the Colosseum to the stunning St. Peters Basilica Rome has many, many places to see while you are there. The marvellous beauty of Rome will allow for the pictures on this page to really pop off the screen to catch a customers attention.  Page 5.  **London**  London is one of the world's most diverse cities and our page will demonstrate that. The offers will range from visits to Buckingham Palace to a reservation at the best chicken shop in London to tickets to concerts at Wembley. This wide variety of events will shine a spotlight on just how unique London can be. The opening image to this page will show an image of the London Eye at New Years while the fireworks are being set-off.  **Page Layout/CRAP Principles:**  Contrast:  When a user clicks to a new page they will be met with a large and striking image of the city they are viewing. Each city page will have a large birds-eye view that spans a majority of the city in order to the user know which page they are on immediately. The offers on display in each ciyt will also be different. For instance, New York's offers will be highly commercialised whereas Paris' offers will be more romantic and geared towards two people.  Repetition:  The layouts of the pages will be identical. I will use a linked CSS page to achieve this.  There will be a large image at the top of each page. Below this image will be that navigation menu and below the menu will be the content of each page which will include offers and events. Finally at the bottom of each page their will be a footer that includes the same information - Contact Details, Office Opening Hours, Phone Number and Social Media Links.  Alignment:  Alignment is key to demonstrate the professional look of the site. A majority of text will be aligned to the left, the text that will be aligned to the middle will be mainly titles. There will be a margin of around 80% site wide in order to keep the consistent look of the site on all monitors, regardless of their size. On all city pages the image boxes will be lined vertically in order to keep a customers eyes flowing down the screen until they see something they like.  Proximity:  Proximity is a key feature to utilise to make sure the page isn't too packed with content that will confuse a customer. My page will be mostly squared divisions that connect without any gaps in between them middle but the text in these divisions will be short and sweet and centered vertically in each divisions to give space between the text in the divisions above and below. |