

LET US MAKE YOUR  
DREAMS A REALITY

FLYING FROM

city or airport

FLYING TO

city or airport

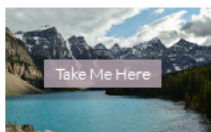
DATES

in

out

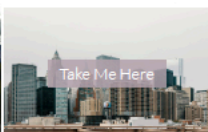
BOOK NOW

## FEATURED DESTINATIONS



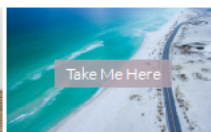
Take Me Here

CANADA



Take Me Here

NEW YORK



Take Me Here

FLORIDA

## ABOUT US

We are Fancy Air Flights, a brand new luxury airline. We are fully inclusive and super cheap, giving you the best of both worlds. Our goal is to get you to your destination as soon as possible and as easily as possible.

## WEBSITE DESIGN

We have designed our website in a way that effectively guides users to booking their vacation.



On the header, the title "Let Us Make Your Dreams A Reality", will be a button that takes you to the page of destinations. By using these words instead of "Book Now", users will be subliminally suggested to browse the destinations and will therefore be closer to making a purchase through our company. Therefore even people that may just be browsing the website are going to feel like they deserve a vacation and will be more inclined to book a flight.



By placing the form where people choose their destination so clear and prominent on the website it is also more likely that users will book a flight with us. In order to streamline this process I created a very bold contrast by switching the colours of the form and the book now button. Therefore users are drawn to the button and feel compelled to make a purchase or book a flight.



My destination packages also include effective user-flow. By including photos of featured destinations I compel people to browse destinations that they may not otherwise consider. I also make it seem like these locations are special packages or may be discounted, when in fact they are not. By clicking the "Take Me Here" button, users will be directed to a page where they can learn more about the destination before booking. This helps users to feel confident in their decision, but still makes the process efficient.

Home

Destinations

Featured Destinations

Book Now

Hotel Packages