# TRAVELERS

Website Brief

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## 1. About the organization

**Travelers** is a leading Southeast Asia online travel company that provides a wide range of travel needs in one platform, enabling customers to create moments together with their loved ones. **Travelers** offers flights, hotels, trains*, flight + hotel packages*, attractions & activities*, connectivity products*, airport transports*, and buses*.

The company has established partnerships with more than 100 domestic and international airlines, serving more than 200,000 routes worldwide. It also has the largest direct accommodation inventory, varying from hotels, apartments, guest houses, homestays, to villas and resorts. **Travelers** provides more than 40 payment options for customers in Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines, with 24/7 assistance from local customer service in their native languages.

## 2. Website activities and objectives

We would like the general user to engage in the following activities on our website. Items are listed in order of importance:

- Responsive
- Tours (domestic and international)
- Book online
- Quotation
- Subscribe to our newsletter
- Follow us on social media channels like twitter and Facebook

## 3. Navigation structure

The website will contain the following navigation structure. Alternate suggestions on page structure are welcome:

- Home
- Tours
  - Domestic
    - Tour Packages (Tour Details and Booking)
  - International
    - Tour Packages (Tour Details and Booking)
- Ask for a quote
- About
  - History
  - Partners
  - Services
  - Our Team
- Contact us

## 4. Website features

The website should contain the following special features. Additional feature suggestions are welcome:

- **Responsive** – The website must have a flexible layout depending on the user's viewing device. (cellphone, iPad, laptop and desktop)
- Newsletter subscription and HTML mailer
- Carousel, few tours, promos, partners and testimonials should be on the home page (https://www.scorpiotravel.com/, https://colorlib.com/preview/#trips and https://colorlib.com/preview/#travelers)
- **Contact** - Interactive map of the place with ability to zoom in one country and click markers. Contact form. Location and phone numbers
- **Tours** [Domestic and International] - https://astrokiddtravel.ph/domestic-travel-tour-package/ and https://astrokiddtravel.ph/international-travel-tour-package/ see as reference
    - Sample specific tours (includes tour details, itinerary, location, price list, travel sched, photos) https://astrokiddtravel.ph/tours/coron-palawan-3-days-and-2-nights-tour-package-apartelle-de-gabrielle-2/
    - Book tour (includes name, email, contact number, number of person, check in and out, inquiry) https://www.scorpiotravel.com/packages/singapore-tour-package-4d3n/
- **Ask for a quote**
    - https://astrokiddtravel.ph/ask-for-a-quotation/

## 5. Website Reference

Websites worth referencing are:

- https://colorlib.com/preview/#beyond
- https://colorlib.com/preview/#travelers
- https://colorlib.com/preview/#trips
- https://www.travelbook.ph/
- https://www.traveloka.com/
- https://www.scorpiotravel.com/
- https://astrokiddtravel.ph/

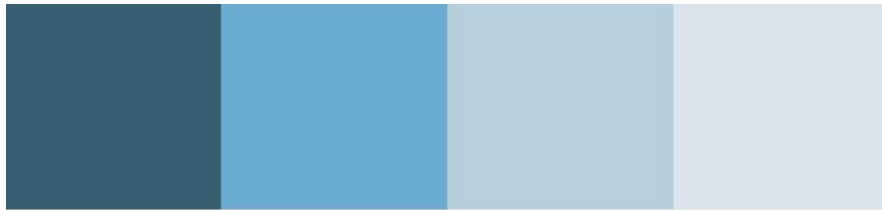Check these websites to get some ideas and inspirations.

## 6. Design

The design should be neat, modern and responsive web design. We are leaning towards **blue** as the dominant hue together with neutral colors like **white**.

The home page design should tie in with our main message, which is:

*Escape life for a little while.*
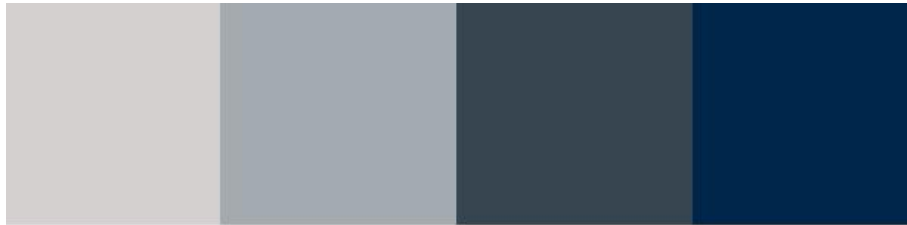
Possible color palette:

**Misty Blue**
#385E72

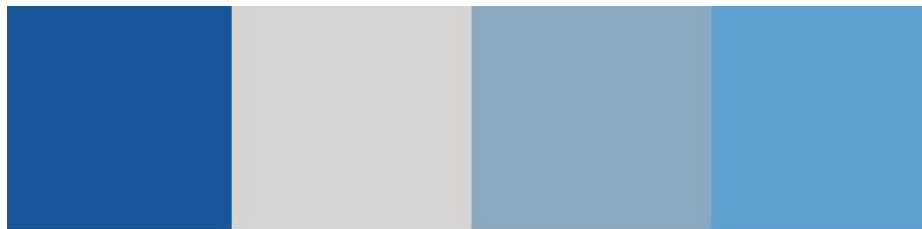**Blue Grotto**
#6AABD2

**Misty Blue**
#B7CFDC

**Blue Gray**
#D9E4EC

**Pewter**
#D4D0D0

**Gray**
#A3ABB0

**Charcoal**
#36454F

**Navy Blue**
#00264C

**Midnight Blue**
#19569A

**Ivory**
#D7D5D3

**Blue Gray**
#8BA9BF

**Baby Blue**
#5CA2D0