

NAME: EAST EXPERIENCE

LOCATION: JAPAN.

CITY: TOKYO.

TARGET AUDIENCE: TEENAGERS AND PARENTS.

BRAND PERSONALITY: EXPLORATIVE

ABOUT

East experience is a budget friendly excursion service that offers Japanese cultural exploration to people from different parts of the world.

We want to target teenagers, parents and toddlers who are interested in exploring sites in Tokyo. We have curated interesting locations for our guests that highlights key aspects of Japan from religion to history and nature.

As a brand that works with your budget to give you the best experience at our tours, we offer different plans to suit your budget. Our plans range from ¥11,000 to ¥24,000.

DESIGN NOTES

HEADER/NAVIGATION:

The navigation bar has two sections, the company name and the navigation items. For the company name I used the Roboto font and for the navigation elements Montserrat font. The background image is Red with hex code #A10101 to contrast with the white of the website body in reference to the Japanese flag.

HERO-SECTION

For the hero section, I used a background image showing a lake, mountains and a Torii gate, to welcome our audience. There's a large welcome text at the top and a destination link at the bottom of the hero section which points the audience in a direction-like style to our destinations, similar to how a visitor would use direction signs on the road. The fonts used for the section are Montserrat and Roboto.

BODY-SECTION

For the body section I used a sliding gallery of our destinations to help our users view and interact with the website and directly under it are the plans in a row, followed by a "Book Now" button.

The link "WHO WE ARE" takes us to our content page and the link is accompanied with a Ninja figure to show spark excitement for the young ones.

The last thing on each page is a footer. On the left, we have useful links for more information and guidelines to assist our users. On the right, they can subscribe to our newsletter and find us on social media. At the bottom our cookie policy, terms and conditions and our contact links. Montserrat font was used for all the items in this section.

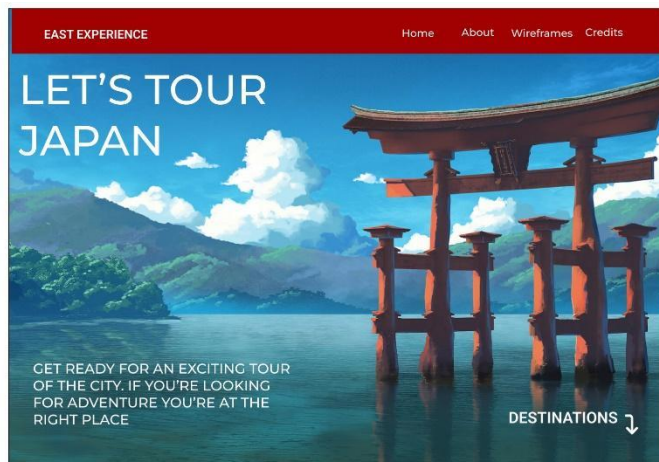
NAV-BAR

HERO

BODY

BODY

FOOTER



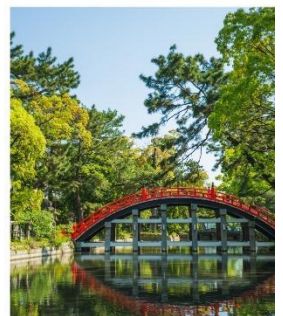
Senso-ji Temple



Imperial Palace



Disneyland Tokyo



Shinjuku Gyoen National Garden

PLANS

1 DESTINATION	2 DESTINATIONS	4 DESTINATIONS
DESIGNATED PHOTOGRAPHER	DESIGNATED PHOTOGRAPHER	DESIGNATED PHOTOGRAPHER
FREE FOOD	FREE FOOD	FREE FOOD
SOUVENIRS	SOUVENIRS	SOUVENIRS + COUPONS
CLASSIC	SILVER	GOLD
¥11,000	¥19,000	¥24,000

BOOK NOW

WHO WE ARE



FAQ
HISTORY
GALLERY
UPCOMING TOURS
COVID-19 UPDATE

SUBSCRIBE TO OUR NEWS LETTER

email address

FOLLOW ON SOCIAL MEDIA



COOKIE POLICY | TERMS AND CONDITIONS | CONTACT US



COLOUR PALLETE

FIG. 1) WIREFRAME AND COLOUR PALLETE OF THE HOME PAGE.

CONTENT PAGE

Our content page tells the user about who we are as a company.

HERO SECTION

This section uses beautiful landscape imagery of Mount Fuji to emphasise on the location of our tours. It also features a large text; 'About Us' in the horizon and more information about our budget friendly services at the bottom left. Fonts used in this section are Poppins and Montserrat respectively.

BODY SECTION

In the body section, we tell our audience about us. I used white spaces here to help the audience focus more on who we are as a company. Font of choice here is Montserrat.

REVIEWS SECTION

The review section immediately follows the 'who we are' section. I made use of a row display to make it easy for our users to see at a glance, what other people are saying about us. To make it more

visible from the rest of the screen, there's a border box around each item. Below the reviews is another call to action button asking the users to book with us. Font of choice for this section is Montserrat.

ABOUT US

JOIN US
AS WE EXPLORE
THE SIGHTS OF TOKYO JAPAN

We have exciting tours for you, no matter your budget we will make sure your visit would be memorable.

WHO WE ARE

East experience is a Japanese tourist service which aims to expose people from diverse origins but have a shared love for Asian and Japanese culture to Japan. Join us for an exciting weekend trip to different sites in Tokyo, Japan.

REVIEWS

“

IT WAS EVERYTHING I
IMAGINED. THE TOUR
GUIDE WAS REALLY
COOL

“

I CANT WAIT TO VISIT
JAPAN AGAIN AFTER
MY EXPERIENCE WITH
EAST EXPERIENCE

“

I REALLY WISH I
COULD VISIT MORE
DESTINATIONS BUT
TIME FLIES WHEN
YOU'RE HAVING FUN

BOOK NOW

FAQ

HISTORY

GALLERY

UPCOMING TOURS

COVID-19 UPDATE

SUBSCRIBE TO OUR NEWS
LETTER

email address

FOLLOW ON SOCIAL MEDIA



COOKIE POLICY| TERMS AND CONDITIONS| CONTACT US



COLOUR PALLETE

FIG.2) WIREFRAME AND COLOUR PALLETE OF THE CONTENT PAGE.

FONTS
MONTSERRAT
POPPINS

WIREFRAME VIEW :

<https://www.figma.com/file/dZJarVPDDTG2zGTdnx9ZkU/EXp?node-id=161%3A13>