

WATS3010
INTRO TO BOOTSTRAP DESIGN DOCUMENT

Name of Company: *DeepBlue Excursions*

Description of Design/Concept/Approach:

Ocean Excursions- Deep-water shark dive & Coral Reef Snorkeling

Both Excursions are offered in 3-hour mini trips or 6-hour day trips

Purpose:

Provide fun and exhilarating vacation activity for tourists

Educate clients on imperative conservation and restoration processes: impacts of human interference with natural ocean habitats, impacts of global warming, opportunities available for them to contribute to wildlife efforts etc.

Reconnect people with a deeper appreciation for the wonders of mother nature that surround us and need our protection

Site Features:

Emphasis on ease of navigation

Limited content, , direct links available from multiple locations to fulfill call to action, easy access to redirect to any of the 4 pages

Content primarily consists of imagery with text limited to the necessary information for transference from inquiry to completed transaction

Emphasis on picture content and ease of navigation appeals to the target market mentality: interested in fulfilling a vacation objective without being bombarded with heavy site text content and complex navigation layout

Inspiration sites:

<http://marriottgrandcaymanbeachhouse.com/>

<https://www.prideofmaui.com/>

<https://hawaii sharkencounters.com/>

<https://konoceanadventures.com/>

<http://wheelingcvb.com/>

Other Similar Business sites:

<https://sharktours hawaii.com/>

<https://www.freedivewithsharks.com/>

<http://www.oahudiving.com/>

http://www.hawaiisnorkelingguide.com/snorkeling_gear.html

Target Market:

Tourists, Families, couples, groups and individuals

Disposable income

Ages 16-65

Motivations:

Thrill seeking

Interest in ocean-life

Story/Memories to take with and share once you get home(“brag about”)