Portfolio Assignment Documentation

N299

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**About:**

For the N299 portfolio assignment I decided to create a website for a fictional company named Astrogate Space Tourism. Astrogate advertises and sells space tourism at a commercial level and I wanted to design a website that accommodates the needs of both the fictional company and the theoretical spacefaring passengers.

**Design:**

From a business standpoint space tourism would operate similar to how modern cruise lines operate. All the while still sticking to the rules and regulations that other space industry companies adhere to. This influenced my design choices for the aesthetics greatly as I took inspiration from the websites of SpaceX and Blue Origin. Much of the page layout was determined after looking at the websites of Carnival and Royal Caribbean.

**Page Layout:**

When analyzing a website for a cruise liner you will notice that the first section on the page is a search feature that allows users to search for cruises relevant to their search. This is why I placed the top rated voyages section, destinations section and the ability to search for voyages near the top while pushing the products and other sections on the second half of the page. Having a top-rated section would display the best offers the company has to offer which could peak the interest of potential customers. The way I have envisioned the search port section would allow users to find their nearest port without entering in any personal information, which is always a plus for any user that may just be entertaining the idea of booking a voyage.

When a user visits the site the goal would be to attract the user to the company’s main source of income, which would be the tourism trips/voyages. Searching and booking voyages would be the user’s main attraction to this website, so simplifying the process would greatly benefit the user experience of the website and increase the rate at which voyages are being booked for the company.

If a voyage is selected from the from the destinations or top rated section the site will take you to a modified version of the voyages page that has the search port section at the top. I did this because it is implied that the user has already found their destination and now wants to find a port. The opposite of this is if they choose their port, they will then be directed to the destinations page.

The index page contains all the sections on the website. However, the navigation splits these sections up for easier access. Since the index is long I decided to fix the navigation bar to the top of the users screen that way users don’t have to return to the top of the page to navigate the site. A login/signup button and section was included to present the idea that this is a site that would benefit greatly from user account functionality. Having the ability to create an account on the site would allow users to review, manage and cancel their voyages. A user account feature would also expedite the shopping process for all other products on the site.

Since space tourism is an industry that is not fully fleshed out yet, I included an FAQ section that may address the possible questions users may have while also addressing any skepticism others may have regarding safety issues.