Web Application Design Report

Overview

This web application is designed for EcoQuest Adventures, an eco-friendly travel company that offers sustainable tourism experiences. The site presents users with three adventure packages: Diamond, Silver, and Gold. These packages are carefully tailored to suit different experience levels and durations. The design aims to provide a clean, intuitive interface for users to explore packages, book their trips, and get in touch with the company.

Design Decisions

Usability Considerations

The main focus for the usability of this website was simplicity and clarity. Users are primarily seeking information about different travel packages, so it was important to make the navigation process as straightforward as possible. For example, the navigation bar features clear links to the homepage, package details, booking, and contact pages. Each section is clearly labeled, with a sticky navigation bar for easy access.

To improve user experience, I used a responsive design approach. This ensures that the website looks and functions well on a variety of devices, from desktops to mobile phones. Below is the CSS code snippet for the responsive design used:

```css
/* Responsive design */
@media screen and (max-width: 768px) {
    .navbar {
        flex-direction: column;
        align-items: flex-start;
    }

    .hero-content h1 {
        font-size: 2.5rem;
    }

    .about p {
        font-size: 1rem;
    }
}
```

This code ensures that the navigation and content adjust based on the screen size, improving the mobile experience.

Visual Aesthetics

I opted for a simple, clean color scheme with light, neutral colors like white and soft grays to create a calming and natural atmosphere. The primary highlight color is a fresh green (#4CAF50), which is associated with nature and sustainability. This color is used for buttons, links, and hover effects, providing a pleasant contrast to the soft background colors.

Here's a snippet from the CSS where I applied these aesthetics:

```css
/* Button Style */

.btn {

    display: inline-block;

    padding: 12px 30px;

    background: #4CAF50;

    color: #fff;

    font-weight: bold;

    border-radius: 50px;

    text-decoration: none;

    transition: background 0.3s;

}


.btn:hover {

    background: #3e8e41;

}
```

The button's background color changes on hover, creating an engaging and interactive experience for the user.

Framework and Template Choice

For the design and structure of the website, I decided not to use a heavy framework like Bootstrap. Instead, I built the site from scratch using plain HTML, CSS, and minimal JavaScript. This decision was made to ensure more control over the design elements and to reduce the page load time, which is crucial for performance and user experience.

A key advantage of this approach is that it allowed for a customized layout that perfectly fits the eco-friendly and adventurous brand of the company. The following code illustrates the basic structure for the navigation menu:

```html
<!-- Navigation Bar -->
<header class="navbar">
    <div class="logo">
        <img src="images/logo.png" alt="EcoQuest Logo" class="logo-img">
        EcoQuest Adventures
    </div>
    <ul class="nav-links">
        <li><a href="index.html" class="active">Home</a></li>
        <li><a href="packages.html">Packages</a></li>
```

```
        <li><a href="booking.html">Booking</a></li>

        <li><a href="contact.html">Contact</a></li>

    </ul>

</header>
```

Reflection

The design of this web application was driven by usability and the brand's focus on eco-tourism. I opted for a minimalist design to avoid overwhelming users with unnecessary elements. The choice to avoid using a framework like Bootstrap allowed me to have full control over the layout, which helped to create a unique and tailored user experience.

I also used responsive design principles to ensure that the site looks good on any device. This was especially important because many users might access the site from mobile devices while on the go.

Overall, this project was a great learning experience, allowing me to explore different aspects of web development such as layout design, interactive forms, and responsive styling. The decisions made were all based on research and aimed at creating the best possible user experience for visitors looking to explore sustainable adventure tourism.

References

1. W3Schools. (2025). "CSS Flexbox". Retrieved from

https://www.w3schools.com/css/css3_flexbox.asp.

2. MDN Web Docs. (2025). "Responsive Web Design Basics". Retrieved from

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