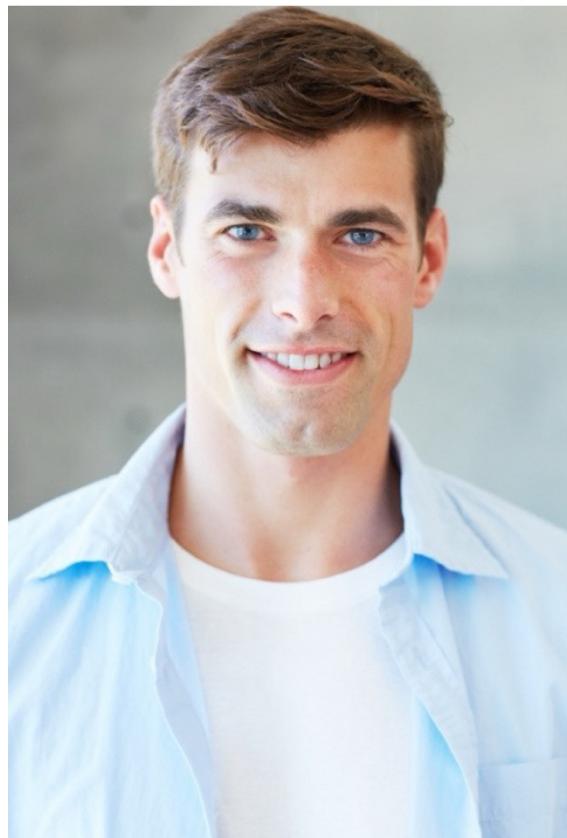


# Web Development Task 1

## Michelle Farrugia 5.1A

### Part 1 – Project Idea and Target Audience

1. I will be creating user-friendly blog for travelers seeking inspiration, information, and connection within the vibrant realm of travel blogging. My aims are to have a user-friendly website, visually pleasing and fun to use. There will be ready made packing list templates for any kinds of temperatures. A community and offering tips and tricks about traveling.
  
2. 3 user Personas



 **Alex**  
Male, 28 years old, single.

#### Background

Alex is a software developer and enjoys taking long trips on his holidays. He has an adventurous spirit and is constantly looking for novel experiences and unusual spots. He likes doing internet research on potential vacation spots and is tech savvy.

#### Goals and Needs

Alex aspires to find hidden gems and unusual travel experiences to get ideas for his future journey. To satiate his wanderlust, he looks to other travellers for helpful advice and pointers and enjoys reading excellent material with breath-taking images.

#### Behaviour

Alex spends a lot of time browsing travel websites, reading blogs, and watching travel vlogs on social media platforms. He values authenticity and is more likely to engage with content that reflects real travel experiences and insights.



## Fiona

Female, 35 years old, married with two children (ages 6 and 8)

### Background

During the summer, Fiona loves to travel with her family and works part-time as a teacher. She gives top priority to family-friendly locations and events that serve both kids and adults. She frequently asks other parents who have taken trips with their children for advice and suggestions.

### Goals and Needs

Fiona is searching for vacation spots and schedules that are appropriate for little children's families. She is looking for helpful guidance on things like affordable activities, packing assistance, and kid-friendly lodging. When she travels with her family, ease and safety are important to her.

### Behaviour

Fiona frequently searches for family travel blogs and forums to gather insights and recommendations from other parents. She appreciates detailed destination guides and reviews that address family-specific concerns and preferences.



## Sarah

Female, 24 years old, recent college graduate.

### Background

Sarah has completed her college studies and is preparing for her first European backpacking adventure. She can't wait to travel, see new cultures, and push herself beyond her comfort zone. Despite her limited resources, she will sacrifice comfort in favour of unusual experiences.

### Goals and Needs

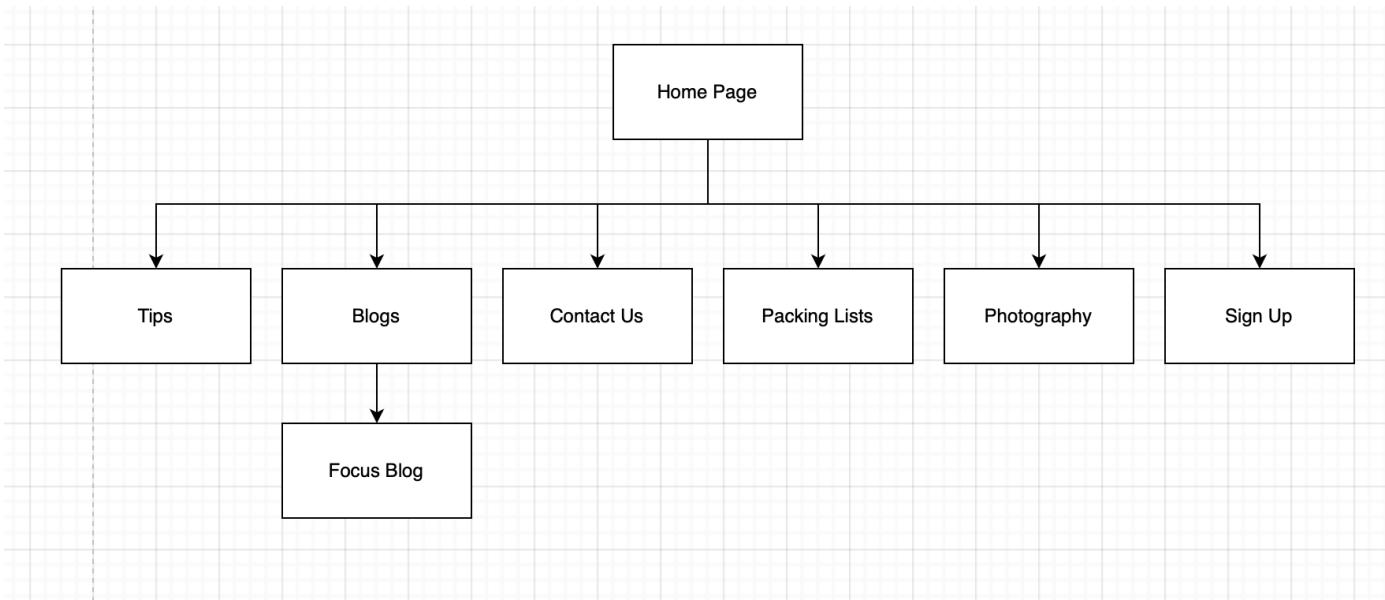
Sarah is seeking inspiration and practical advice for solo travel, including tips on budget accommodation, solo safety, and immersive cultural experiences. She's interested in connecting with other solo travellers to share tips, stories, and travel companionship opportunities.

### Behaviour

Sarah is looking for ideas and helpful guidance for her lone travels, such as recommendations for affordable lodging, safety for oneself, and engaging cultural activities. She's looking to get in touch with other lone travellers to exchange advice, anecdotes, and travel buddy chances.

## Part 2 – Design Planning

1.



2.

### Navigation Bar

Default -	Blogs	Tips	Packing Lists
Hovered -	Blogs	Tips	Packing Lists
Clicked -	<b>Blogs</b>	Tips	Packing Lists

### Buttons

**SIGN UP**

**SUBSCRIBE**

**SUBMIT**

Season	▼
Summer	
Winter	
Autumn	
Spring	

### Colours



### Imagery - Bright Colours

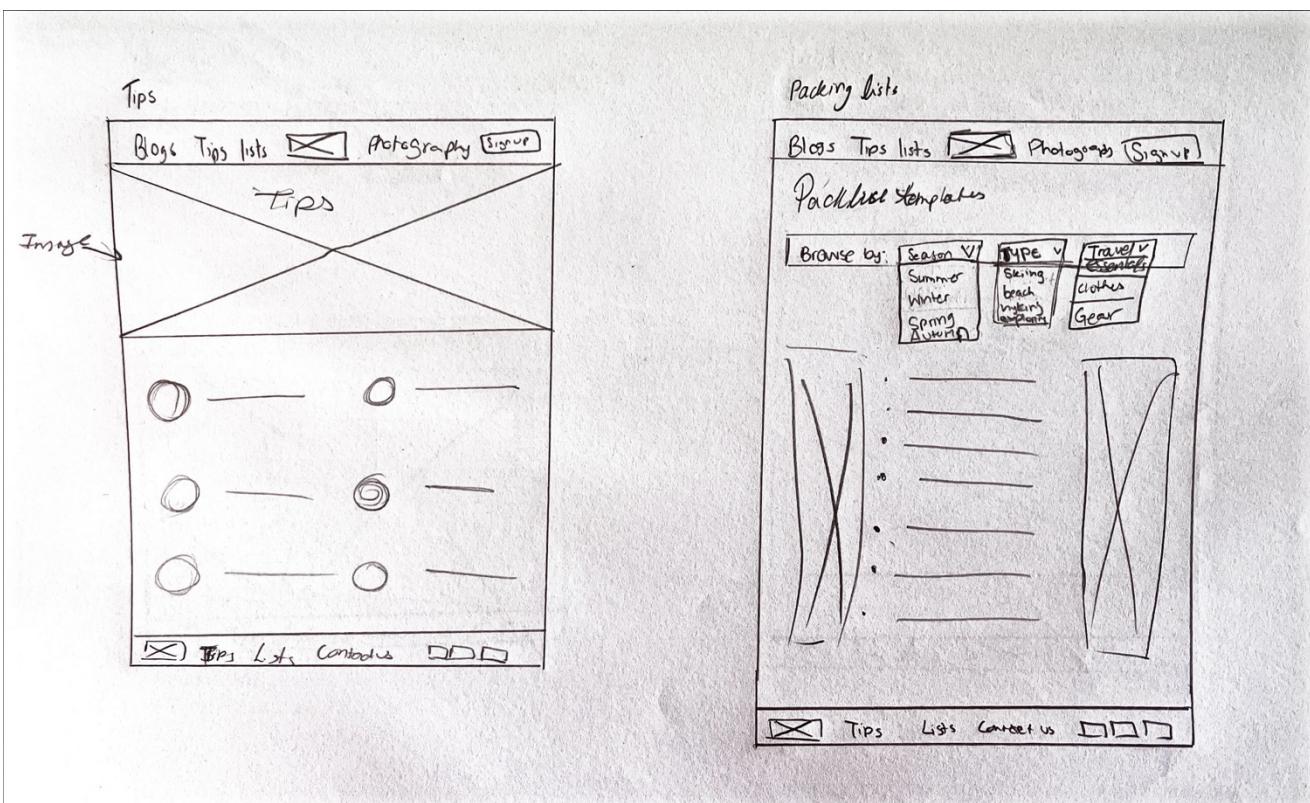
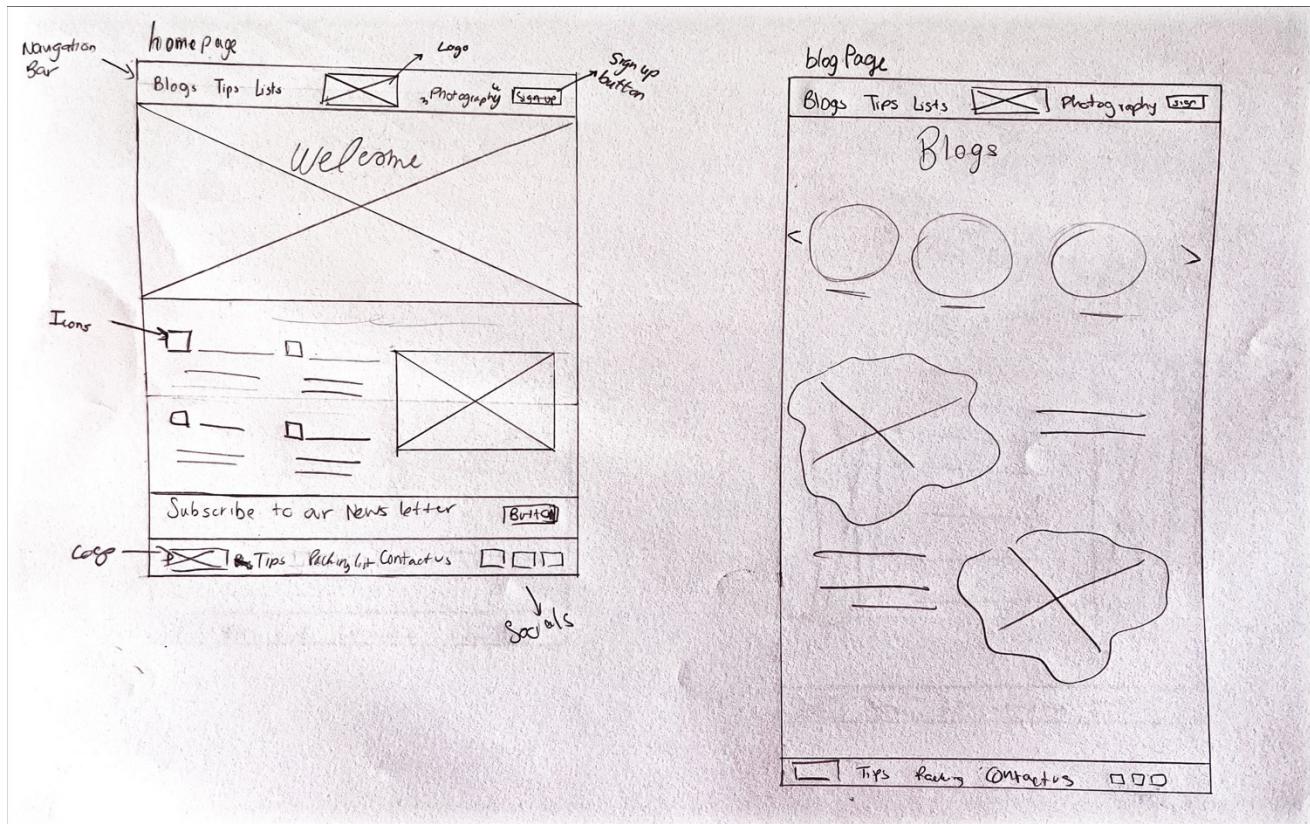


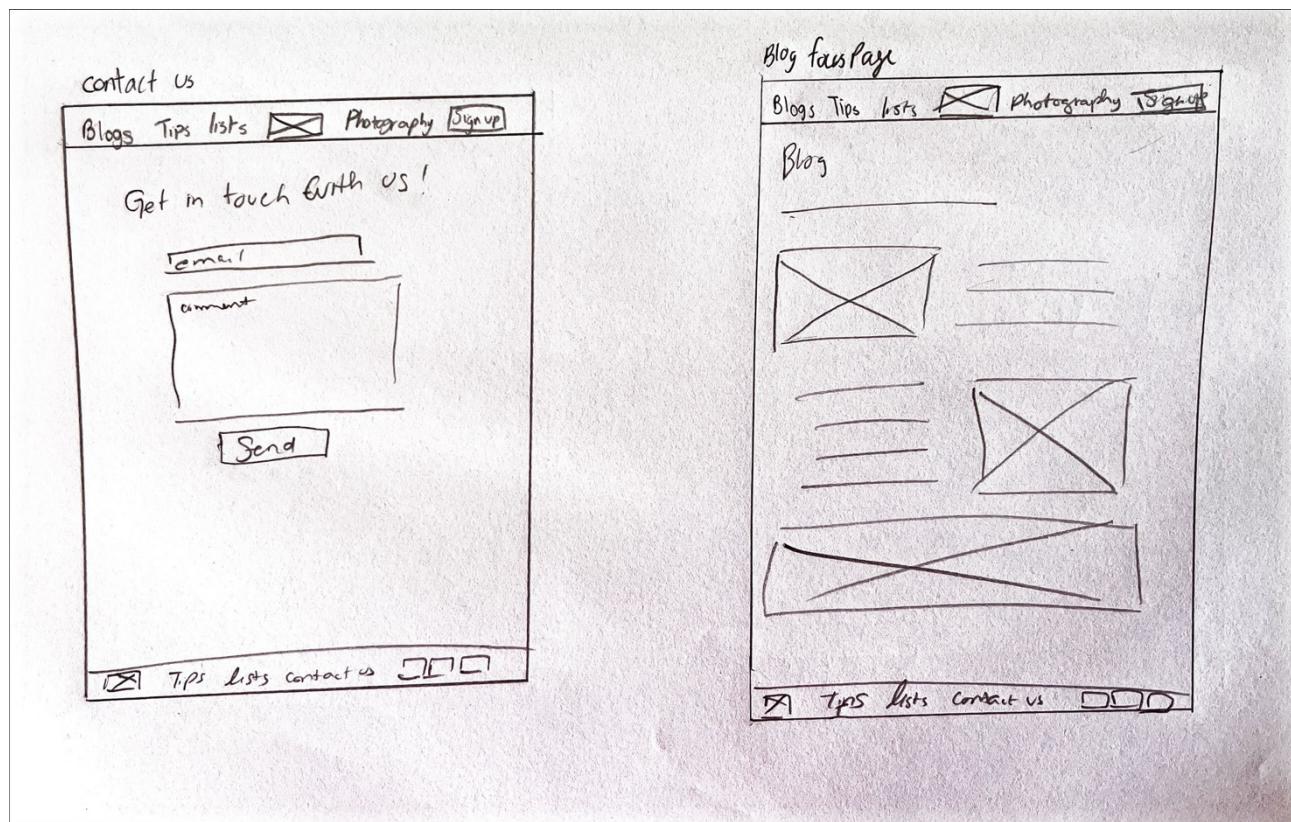
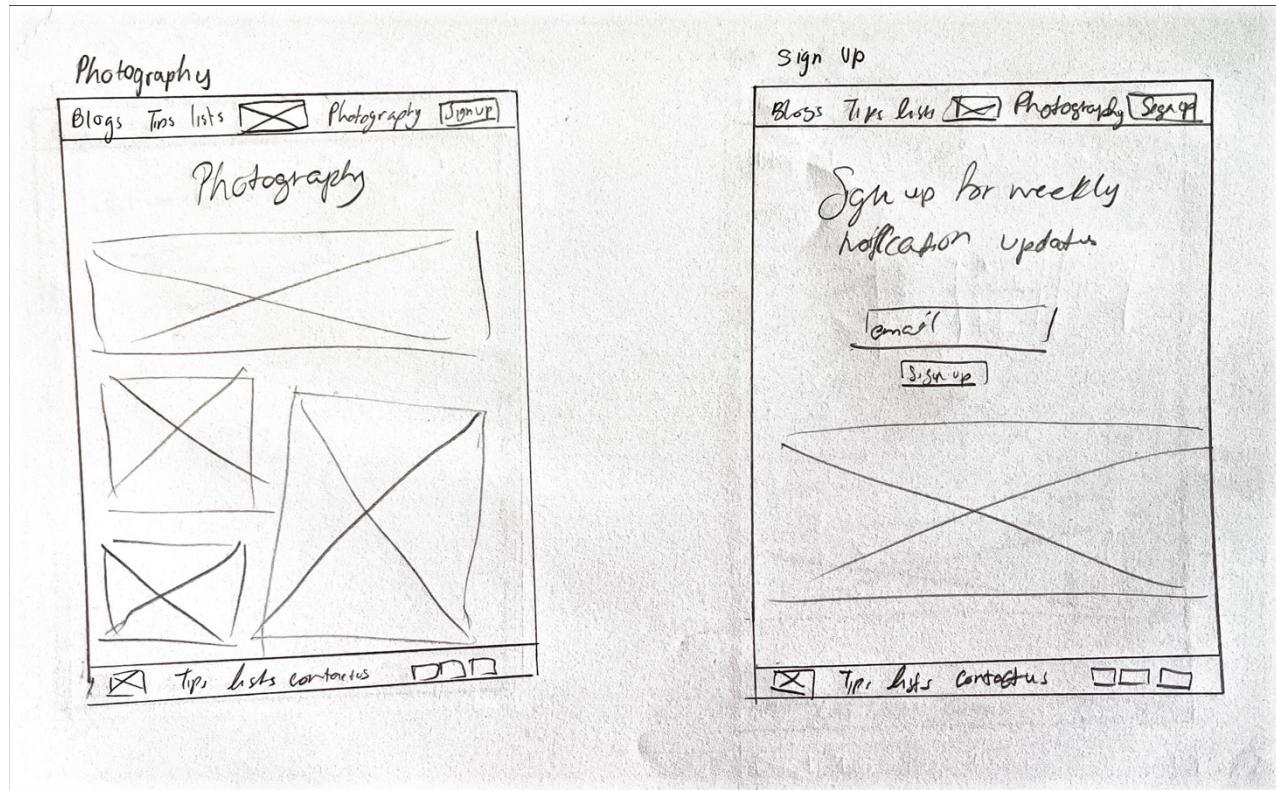
### Typefaces

**Headings**  
Rockwell

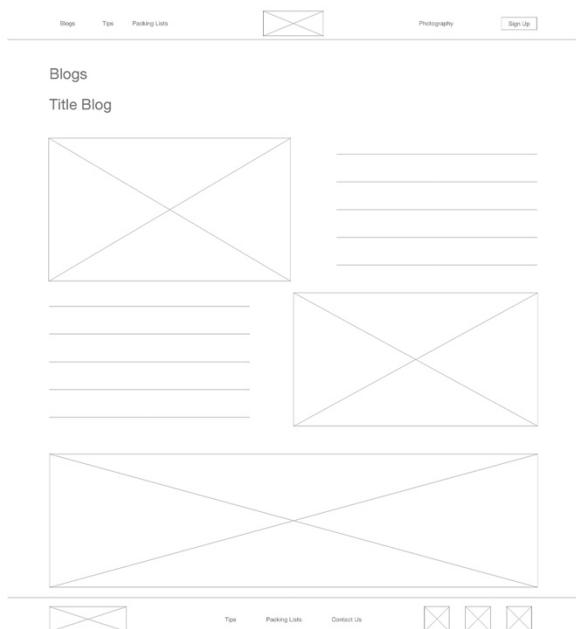
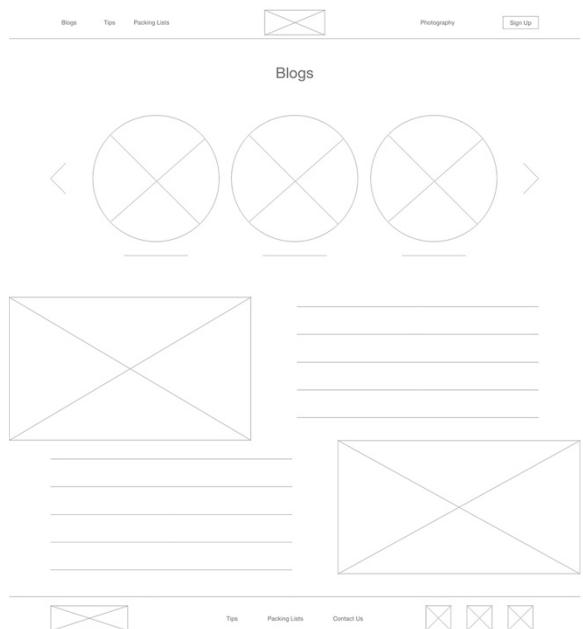
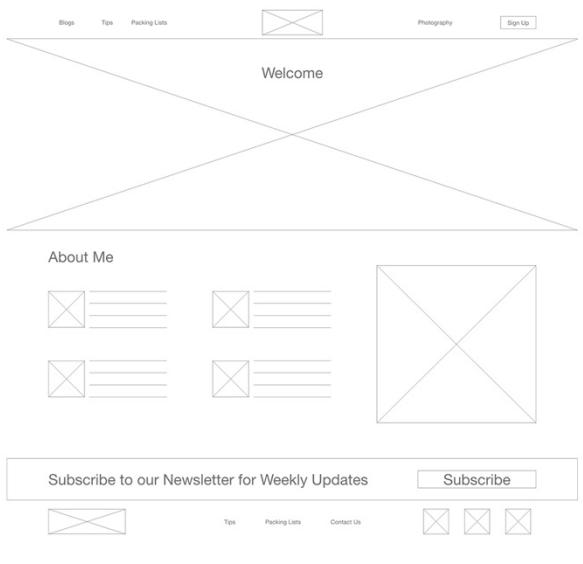
**Body**  
Helvetica

### 3. A. Low Fidelity Wireframes



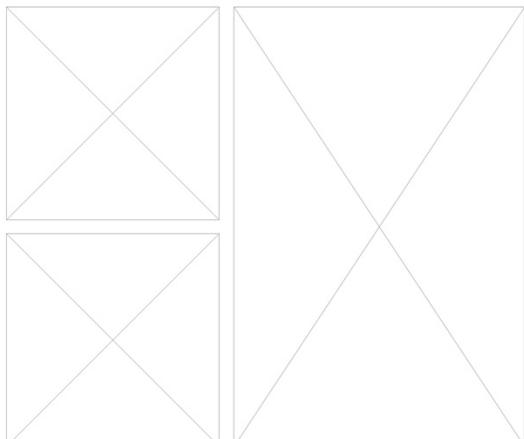
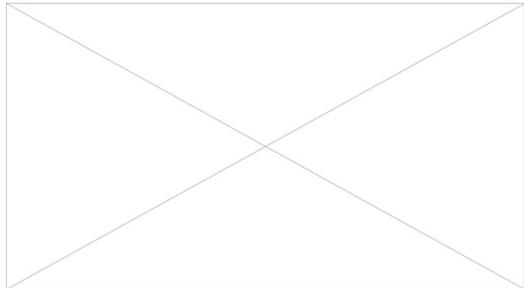


## B. Medium Fidelity Wireframes





## Photography



Tips

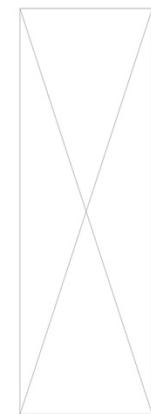
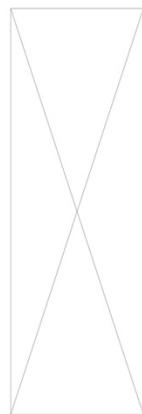
Packing Lists

Contact Us



## Packing Lists

Browse by:



Tips Packing Lists Contact Us



Get it touch will us and we will reply as soon as we can!



Tips

Packing Lists

Contact Us



Subscribe to our Newsletter for Weekly Updates



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Part 3 – Test Plan

1. IPO Chart

<u>Input</u>	<u>Process</u>	<u>Output</u>
User clicks on the blog page link from home page	Website loads to the other page	User is in the blog page
User clicks on the blog page link from tips page	Website loads to the other page	User is in the blog page
User clicks on the blog page link from packing list page	Website loads to the other page	User is in the blog page
User clicks on the blog page link from photography page	Website loads to the other page	User is in the blog page
User clicks on the blog page link from focus blog page	Website loads to the other page	User is in the blog page
User clicks on the blog page link from sign up page	Website loads to the other page	User is in the blog page
User clicks on the blog page link from contact page	Website loads to the other page	User is in the blog page
User clicks on the tips page from the home page	Website loads to the other page	User is in the tips page
User clicks on the tips page from the blog page	Website loads to the other page	User is in the tips page
User clicks on the tips page from the packing list page	Website loads to the other page	User is in the tips page
User clicks on the tips page from the photography page	Website loads to the other page	User is in the tips page
User clicks on the tips page from the focus blog page	Website loads to the other page	User is in the tips page

Michelle Farrugia

User clicks on the tips page from the sign up page	Website loads to the other page	User is in the tips page
User clicks on the tips page from the contact page	Website loads to the other page	User is in the tips page
User clicks on the packing list page from the home page	Website loads to the other page	User is in the packing list page
User clicks on the packing list page from the blog page	Website loads to the other page	User is in the packing list page
User clicks on the packing list page from the tips page	Website loads to the other page	User is in the packing list page
User clicks on the packing list page from the photography page	Website loads to the other page	User is in the packing list page
User clicks on the packing list page from the focus blog page	Website loads to the other page	User is in the packing list page
User clicks on the packing list page from the sign up page	Website loads to the other page	User is in the packing list page
User clicks on the packing list page from the contact page	Website loads to the other page	User is in the packing list page
User clicks on the photography page from the home page	Website loads to the other page	User is in the photography page
User clicks on the photography page from the blog page	Website loads to the other page	User is in the photography page
User clicks on the photography page from the tips page	Website loads to the other page	User is in the photography page
User clicks on the photography page from the packing list page	Website loads to the other page	User is in the photography page
User clicks on the photography page from the focus blog page	Website loads to the other page	User is in the photography page

User clicks on the photography page from the sign up page	Website loads to the other page	User is in the photography page
User clicks on the photography page from the contact page	Website loads to the other page	User is in the photography page
User clicks on the sign up page from the home page	Website loads to the other page	User is in the sign up page
User clicks on the sign up page from the blog page	Website loads to the other page	User is in the sign up page
User clicks on the sign up page from the tips page	Website loads to the other page	User is in the sign up page
User clicks on the sign up page from the packing list page	Website loads to the other page	User is in the sign up page
User clicks on the sign up page from the focus blog page	Website loads to the other page	User is in the sign up page
User clicks on the sign up page from the photography page	Website loads to the other page	User is in the sign up page
User clicks on the sign up page from the contact page	Website loads to the other page	User is in the sign up page
User clicks on a blog from the blog page	Website loads to the other page	User is in the focus blog page
User clicks on the contact page from the home page	Website loads to the other page	User is in the contact page
User clicks on the contact page from the photography	Website loads to the other page	User is in the contact page
User clicks on the contact page from the tips page	Website loads to the other page	User is in the contact page
User clicks on contact page from the packing list page	Website loads to the other page	User is in the contact page
User clicks on the contact page from the blog page	Website loads to the other page	User is in the contact page

Michelle Farrugia

User clicks on the contact page from the sign up page	Website loads to the other page	User is in the contact page
User clicks on the contact page from the focus blog page	Website loads to the other page	User is in the contact page
User clicks on the homepage(logo) from the blog page	Website loads to the other page	User is in the home page
User clicks on the homepage(logo) page from the photography	Website loads to the other page	User is in the home page
User clicks on the homepage(logo) page from the tips page	Website loads to the other page	User is in the home page
User clicks on homepage(logo) page from the packing list page	Website loads to the other page	User is in the home page
User clicks on the homepage(logo) page from the blog page	Website loads to the other page	User is in the home page
User clicks on the homepage(logo) page from the sign up page	Website loads to the other page	User is in the home page
User clicks on the homepage(logo) page from the focus blog page	Website loads to the other page	User is in the home page
User enters email and comment on contact us page	The email with the comment is sent	A sent message will pop up
User enters email on submit page and presses submit button	The user is now on the subscription list	A subscribed message will pop up
User selects wanted filter in packing list page then presses search button	The website sorts the list by the user's choice	A sorted list will be shown
User clicks the right arrow of the carousel in the blog page	The image will scroll to the right	Next image will be shown
User clicks the left arrow of the carousel in the blog page	The image will scroll to the left	Next image will be shown

## Michelle Farrugia

User clicks on subscribe button of tips page	Website loads to the other page	User is in the sign up page
User clicks on subscribe button of home page	Website loads to the other page	User is in the sign up page
User clicks on Facebook icon	Website loads to the other page	User is directed to the Facebook link
User clicks on Instagram icon	Website loads to the other page	User is directed to the Instagram link
User clicks on YouTube icon	Website loads to the other page	User is directed to the YouTube link