

# 2Gether Travels

Full-Stack Developer

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## 1) Brand System

### 1.1 Brand Palette (derived from the logo)

Note: Use these hex values as **initial tokens**. On day 1, please **eyedrop the supplied HD logo** to confirm/adjust the exact hex codes and update tokens.

- **2Gether Navy** #0B3A5B — Primary brand color (navigation, headings, primary CTAs)
- **Sunset Gold** #E79A2F — Accent color (CTA highlights, badges, dividers)
- **Cape Teal** #0F9CB8 — Secondary/UI color (icons, secondary buttons)

#### Neutrals

- **Ink** #1F2937 — Body text
- **Slate** #6B7280 — Muted text
- **Mist** #F5F7FA — Section backgrounds
- **White** #FFFFFF — Cards, surfaces

#### AFIIA-compatible accents (sparingly, ≤ 10% per page):

- **AFIIA Blue** #1A3D6D
- **AFIIA Green** #80BB00

#### Optional Gradients (subtle, non-dominant):

- **Cape Dawn:** Navy → Teal (e.g., `linear-gradient(135deg, #0B3A5B 0%, #0F9CB8 100%)`)
- **Sunset Line:** thin separators using Gold at 30–50% opacity

### 1.2 Typography

- **Headings:** Inter (600/700)
- **Body/UI:** Source Sans 3 (400/500)
- **Numbers/Stats (optional):** IBM Plex Sans (500)

Web includes:

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?"
```

```
family=IBM+Plex+Sans:wght@500&family=Inter:wght@600;700&family=Source+Sans+3:wght@400;500&display=block;rel="stylesheet">
```

### 1.3 Spacing, Radius, Shadows

- **Grid gap:** 24px default; 32–40px in hero/feature blocks
- **Border radius:** 16px on cards/components; 24px on hero CTAs
- **Shadows:** `0 10px 30px rgba(0,0,0,0.08)` (soft, modern)

### 1.4 Design Tokens (CSS)

```
:root{
  --navy:#0B3A5B; --gold:#E79A2F; --teal:#0F9CB8;
  --ink:#1F2937; --slate:#6B7280; --mist:#F5F7FA; --white:#FFFFFF;
  --afiia-blue:#1A3D6D; --afiia-green:#80BB00; /* accents only */
  --radius:16px; --shadow:0 10px 30px rgba(0,0,0,.08); --gap:24px;
}
```

### 1.5 Iconography & Illustrations

- Line icons with modest stroke; avoid cartoonish style.
- Use teal for icons on light surfaces; white on navy backgrounds.
- Use simple infographics for timelines/steps.

### 1.6 Imagery Guidelines (very important)

- **Diverse, inclusive photography:** Black, White, Indian, and other nationalities represented—no single dominant group.
- **Themes:** Cape Town skyline/Table Mountain, hotels, conference networking, airport transfers, vineyards, Robben Island/Cape Point.
- **Sourcing:** Freely available HD stock (e.g., Unsplash, Pexels) with correct attribution where required. No watermarks.
- **Style:** Bright natural light, authentic professional settings, candid networking moments.
- **Do not** use cliché handshakes or staged corporate tropes.

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## 2) Technical Stack & Project Setup

### 2.1 Framework & Language

- **Next.js 14+ (App Router) + TypeScript**
- **Tailwind CSS** for utility-first styling using the tokens above
- **State:** minimal client state (Zustand or Context) for cart/booking; server actions for forms
- **Forms:** React Hook Form + Zod validation

### 2.2 Hosting & CI/CD

- **Vercel** (primary) with preview deployments per PR
- **CI:** GitHub Actions (lint, typecheck, unit tests, Lighthouse CI on PRs)

## 2.3 Integrations

- **WhatsApp Business** link button (click-to-chat)
- **Payment:** South Africa-ready gateway (PayFast or Peach/Flutterwave). Invoice/PO option for corporates.
- **Email:** SendGrid/Postmark transactional (booking confirmations, invoices)
- **Analytics:** GA4 + Google Tag Manager; cookie consent
- **Map:** Google Maps or Mapbox for hotel/venue pins

## 2.4 CMS

- For speed: **JSON/YAML content files** in repo for static content, or **Sanity/Contentful** for hotels/ tours if time permits.
- Blog/Resources optional (CMS-backed if added).

## 2.5 Performance Targets

- **Lighthouse**  $\geq 90$  (Performance/Access/Best Practices/SEO)
- Ship responsive images ( `next/image` ), prefetch critical routes, and lazy-load carousels.

## 2.6 Accessibility Targets

- WCAG **AA**—contrast-safe (test gold accents), semantic landmarks, focus states, skip-to-content, ARIA for carousels/accordions.
- Screen-reader friendly button text (e.g., “Book AFIIA 2026 Travel”).

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## 3) Information Architecture (IA)

**Top (sticky) navigation:** Home · About · Packages · Hotels · Transfers · Tours · Concierge · Partners · Resources · Contact  
**Primary CTA (persistent):** **Book AFIIA 2026 Travel**

**Footer:** Contact info, WhatsApp button, newsletter, social links, policies, partner logos.

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## 4) Page Blueprints & Key Content

Tone: formal, succinct, warm; auditor-friendly. Style inspiration: polished “expo/microsite” layout with strong hero, clean sections, and trust elements.

### 4.1 Home

1. **Hero** (full-bleed):
2. H1: “AFIIA 2026 Travel, Sorted.”
3. Sub: “Bringing professionals together, one journey at a time.” (*alt A/B: “Beyond Reservations — Creating Memories.”*)
4. Event pills: **25–29 May 2026 · Cape Town**
5. CTAs: **Book Now** (primary), **View Packages** (secondary)

6. **Quick Package Picker (3 cards)**: Budget · Executive · Premium (from-price, inclusions, **Select**)
7. **Why 2Gether (audit-centric)**: Tailored for Auditors · Networking-Friendly · Trusted Partnerships · Peace of Mind
8. **Hotels Near the Venue**: carousel/list + distance chips (e.g., "5-min shuttle"), **Reserve**
9. **Conference Transfers**: airport pick-up/drop-off, daily shuttles, private chauffeur, **Schedule My Transfer**
10. **Signature Tours (networking-ready)**: Networking Safari · Robben Island & Cape Point · Wine & Governance  
· Family options, **Add to Itinerary**
11. **On-Site Concierge**: "2Gether Desk @ Venue", hours & map pin, **Message Concierge** (WhatsApp)
12. **Partnerships Belt**: IIA/AFIIA note; hotels/airlines logos; **Become a Partner**
13. **Cape Town Snapshot**: safety, currency, weather, dress code; **Download Delegate Guide** (PDF)
14. **Testimonials / Logos**: delegations served (placeholder), quotes
15. **FAQ + Support**: top 6 questions; **Chat on WhatsApp**
16. **Newsletter + Contact Strip**: email capture; contact methods

## 4.2 Packages

- **Comparison Table** (Budget/Executive/Premium) with inclusions:
  - Hotel tier & meal plan
  - Transfers (shuttle/private)
  - Concierge access
  - Tour credits
  - Add-ons (nights, partner passes, private tours)
- **Group/IIA Delegations** block with **RFP form**
- CTA: **Book Package**

## 4.3 Hotels

- Filters: distance, star rating, price, amenities
- Hotel cards: gallery, map, room types, cancellation policy, **Reserve Room**

## 4.4 Transfers

- Options: Shared Shuttle · Private Sedan · VIP
- Flight form fields: arrival/departure date, flight number, pax, luggage, notes
- **Add Meet & Greet** toggle
- CTA: **Schedule Transfer**

## 4.5 Tours

- Categories: Heritage · Nature · Wine · Family

- Card per tour: itinerary, duration, capacity, networking suitability, photos
- CTA: **Add to Itinerary** (date picker pre/post-conference)

#### 4.6 Concierge (On-Site)

- What we handle (changes, bookings, local issues)
- Venue desk location & hours (map pin)
- **Message Concierge** (WhatsApp/Chat)

#### 4.7 Partners

- Hotel, Airline (SAA/Ethiopian/Emirates), Tour Operators
- **Partnership Tiers** + inquiry form
- Procurement compliance note (vendor docs)

#### 4.8 About Us

- Story, Mission, AFIIA 2026 focus
- Future Vision (pan-Africa professional conferences)
- Team (trusted faces, optional)

#### 4.9 Resources

- Delegate Guide PDF
- Packing list, safety & etiquette
- Invoice/PO guide, Travel insurance info
- Optional blog

#### 4.10 Contact

- Form: Name, Email, Country, Topic, Message
- Info block: **info@2gethertravels.com** · **+27 (0)XX XXX XXXX**
- Map embed (Cape Town / conference venue)

#### 4.11 Legal

- Privacy Policy, Terms of Use, Cookie Policy, Accessibility Statement
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### 5) Booking Flow (All roads lead here)

**Step 1:** Choose Package → **Step 2:**

Select Hotel & Room → **Step 3:**

Transfers →

**Step 4:** Tours →

**Step 5:** Traveler Details →

**Step 6:** Payment/Invoice →

**Step 7:** Confirmation (+ WhatsApp link)

#### UX requirements

- Persistent right-rail **"Your Itinerary & Total"** (desktop) / sticky summary (mobile).
- Save progress (localStorage).

- Supports corporate **Invoice/PO** flow.
  - Confirmation email with itinerary PDF; wallet pass optional.
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## 6) Data Models (MVP)

### 6.1 Entities

- **Package** {id, name, description, priceFrom, inclusions[], ...}
- **Hotel** {id, name, distanceToVenue, stars, images[], roomTypes[], amenities[], cancellationPolicy}
- **RoomType** {id, name, occupancy, pricePerNight, mealPlan}
- **TransferOption** {id, type, capacity, price, meetAndGreet:boolean}
- **Tour** {id, name, category, duration, schedule[], capacity, price, networkingSuitability:boolean}
- **Booking** {id, packageId, selections:{hotelId, roomTypeId, transferId, tourIds[]}, traveler:{name, email, phone, country}, payment:{method, status, amount}, invoice:{company, vat, poNumber?}}

### 6.2 Content Blocks

- **FAQ** {id, question, answer}
  - **Testimonials** {id, quote, author, role, company}
  - **Partners** {id, name, logo, type}
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## 7) Components Library (reusable)

- **Header (sticky) / Mobile Drawer** with primary CTA
  - **Hero** with pills & dual CTAs
  - **Card** (base): image, badge row, body, CTA
  - **Package Card** with price and inclusions list
  - **Hotel Card** with distance chip and amenities icons
  - **Tour Card** with category tag and duration
  - **Comparison Table** (Packages)
  - **FAQ Accordion**
  - **Logos Belt** (grayscale → color on hover)
  - **Map Module** (pins for venue/hotels)
  - **Toast Notifications** (success/info/warn)
  - **Newsletter Form** (inline)
  - **Footer** with multi-column links & socials
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## 8) Content & Microcopy (examples)

- **Primary CTA:** "Book AFIIA 2026 Travel"
- **Hotel distance chip:** "5-min shuttle"
- **Transfer subcopy:** "From touchdown to takeoff, we've got you covered."

- **Tours subcopy:** "Build connections beyond the conference room."
  - **Concierge note:** "Visit the 2Gether Desk at the venue for real-time assistance."
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## 9) SEO, Social & Schema

- **Title (Home):** "AFIIA 2026 Travel Packages | Hotels, Transfers & Tours – 2Gether Travels"
  - **Meta Description:** "Book your AFIIA 2026 stay in Cape Town with 2Gether Travels. Auditor-focused packages, hotels near the venue, transfers, and networking tours. Stress-free, from landing to departure."
  - **OpenGraph/Twitter:** Table Mountain banner with logo; proper dimensions
  - **Sitemaps & robots.txt**
  - **Schema:** `Organization`, `Event`, `Product` (packages), `FAQPage`
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## 10) Forms, Validation & Security

- Client + server validation (Zod)
  - reCAPTCHA on public forms
  - API keys in server env only; `.env` not checked into repo
  - Sanitize all inputs; rate-limit booking endpoints
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## 11) Tracking & KPIs

- **Core events:** CTA clicks, package selection, add-to-itinerary, checkout start, payment success/fail, WhatsApp clicks
  - **KPIs:** Conversion rate, average order value, package mix, abandonment rate, page load < 2.5s on 4G
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## 12) Responsive & Layout Rules

- **Breakpoints:** sm 640, md 768, lg 1024, xl 1280, 2xl 1536
  - **Grid:** CSS Grid/Flex; 12-col desktop; cards auto-fit
  - **Mobile:** sticky bottom CTA; collapse tables into cards
  - **Accessibility:** focus rings, keyboard-navigable accordions and carousels
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## 13) Deliverables

1. **Repo** (Next.js + TS + Tailwind) with CI configured (lint/test/build/Lighthouse)
2. **Theme tokens** file and Tailwind config using brand palette
3. **Component library** (Storybook optional)
4. **Static content** (JSON/YAML) and page templates
5. **Booking flow** integrated with payment + email confirmations
6. **Demo data** (3 hotels, 3 tours, 3 packages)
7. **SEO basics** (meta, OG, sitemap) and legal pages

- 8. **Documentation:** README with setup, envs, and deployment steps
  - 9. **Image pack** (HD, diverse, properly licensed) with credits file
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## 14) Acceptance Criteria

- Visual alignment with the brand system and expo-style structure
  - End-to-end booking works (package→hotel→transfer→tours→payment/invoice→confirmation email)
  - Lighthouse  $\geq 90$  on all categories (home + booking)
  - Inclusive imagery across pages
  - Forms validated, secure, and accessible
  - No console errors; no layout shifts (CLS < 0.1)
  - GA4 events firing; WhatsApp link active
  - Content manageable via JSON/CMS without code changes
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## 15) Timeline (suggested)

- **Week 1:** Tokens, layout, Home + Packages draft, demo data
  - **Week 2:** Hotels/Transfers/Tours + Booking skeleton
  - **Week 3:** Payments/Invoice, Concierge, Partners, Resources, Contact
  - **Week 4:** QA, accessibility, performance, analytics, content polish, launch prep
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## 16) Notes to Developer

- Keep styles minimal and consistent; avoid over-animation.
  - Use `next/image` with `sizes` for responsive images; preload hero image.
  - Build components first; pages compose components.
  - Document any deviations from tokens in PR notes.
  - Confirm final hex codes from the HD logo on day 1 and update tokens accordingly.
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## Appendix A — Sample Copy (for placeholders)

**Hero H1:** AFIIA 2026 Travel, Sorted.

**Hero Sub:** Bringing professionals together, one journey at a time.

**CTA:** Book AFIIA 2026 Travel

**Why 2Gether:** Tailored for Auditors · Networking-Friendly · Trusted Partnerships · Peace of Mind

**Concierge:** Visit the 2Gether Desk at the venue for real-time assistance.

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**End of Assignment** — Expect a polished, production-ready website and a clean codebase that we can extend to future conferences. Ensure the imagery reflects **diverse nationalities** and Cape Town's character.