







# Website Design Task 1




## Person 1

 <p><b>Caroline</b> She likes to travel and always looks at advertisements on social media</p> <p> Age 45  Location Figueira MT</p> <p>A memory of her when travelling abroad was in Holland because she got to make memories with her parents</p>	<b>Bucket List/ Interests</b> <ul style="list-style-type: none"><li>• She wants to travel to Poland again because she wants to experience comfort and relaxation</li><li>• She is interested to see mountains in Italy and also has a dream to go to Disney because it's her favourite place to visit since she was a child.</li></ul>	<b>Goals</b> <ul style="list-style-type: none"><li>• Try local foods of the country</li><li>• When travelling she prefers to pack a lot</li><li>• Spend time visiting ancient civilisations</li><li>• Inspired by travelling advertisements</li></ul> <b>Motivations</b> (When Travelling) <ul style="list-style-type: none"><li>Read Reviews/Testimonials <input type="text"/></li><li>See What's Popular <input type="text"/></li><li>Get the Best Price <input type="text"/></li><li>Accessible Transport <input type="text"/></li><li>Try Local Foodies <input type="text"/></li></ul>	<b>Pains</b> <ul style="list-style-type: none"><li>• Having to use google translate to speak to local people because of language barriers</li><li>• Hates travelling without her phone</li></ul>
---	--	---	--

## Person 2

 <p><b>Yasmine</b> Student</p> <p> Age 17  Location Queens</p> <p>Two special places that has a place in her heart are Paris and Madrid because she loved how people were friendly</p>	<b>Goals</b> <ul style="list-style-type: none"><li>• She likes to travel with a plane rather than a bus</li><li>• She wants to go to NY and Dubai</li><li>• Packs light</li></ul> <b>Motivations</b> <ul style="list-style-type: none"><li>Read Reviews/Testimonials <input type="text"/></li><li>See What's Popular <input type="text"/></li><li>Get the Best Price <input type="text"/></li></ul>	<b>Bucket List/ Interests</b> <ul style="list-style-type: none"><li>• She likes travelling in tropical places because she likes to experience comfort and relaxation</li><li>• She is interested to go to NYC and Dubai</li><li>• She is interested in shopping in a busy city</li></ul>	<b>Pains</b> <ul style="list-style-type: none"><li>• Doesn't like to try local foods because she's a picky eater</li></ul>
---	---	--	--

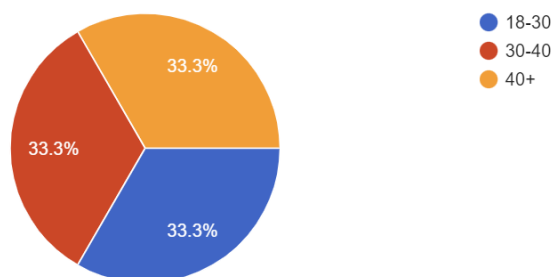
## Person 3

 <p><b>Noemi</b></p> <p> Age 36  Location Praha</p> <p>When she travels she likes to take her phone with her every place in the city because she loves to capture memories in the moment and cherish them</p>	<b>Bucket List/ Interests</b> <ul style="list-style-type: none"><li>• She likes travelling in colder places because she likes to experience the snow and activities she is interested to try</li><li>• She is interested to go to Lapland</li><li>• She is interested in shopping in a busy city</li><li>• She is mostly inspired by social media photos when wanting to travel abroad</li></ul>	<b>Goals</b> <ul style="list-style-type: none"><li>• Her goal is to go to Poland again because she wants to experience the snow again and sled with the snow dogs as it's different from Malia</li></ul> <b>Motivations</b> <ul style="list-style-type: none"><li>See What's Popular <input type="text"/></li><li>Get the Best Price <input type="text"/></li><li>Views <input type="text"/></li></ul>	<b>Pains</b> <ul style="list-style-type: none"><li>• She hates packing</li><li>• She doesn't like that she always has to use translation to communicate with others because of language barriers</li><li>• She also doesn't like when getting lost in the place she visits</li></ul>
--	--	--	--

### 1. Please specify your age

 Copy

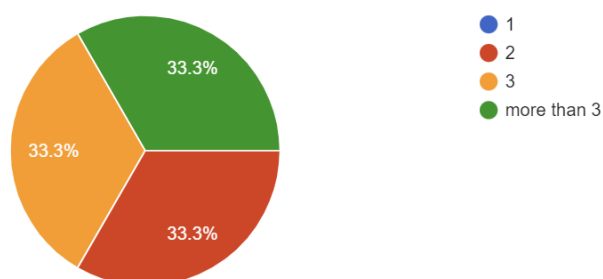
3 responses



### 2. How many countries have you been to?

 Copy

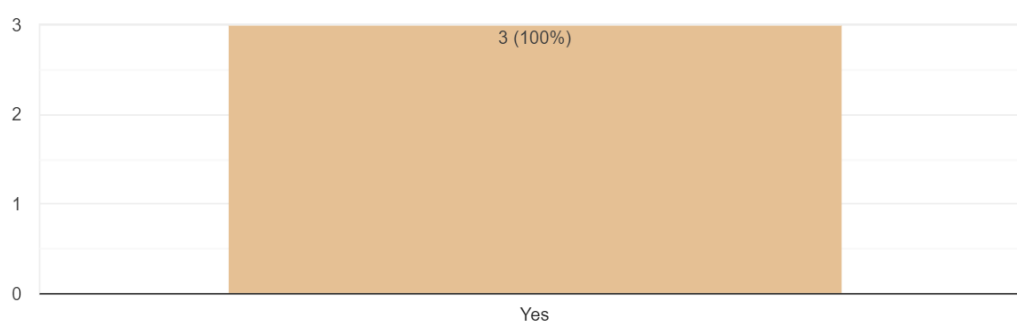
3 responses



### 3. Have you traveled abroad?

 Copy

3 responses



### 4. Where did you go on your last trip?

3 responses

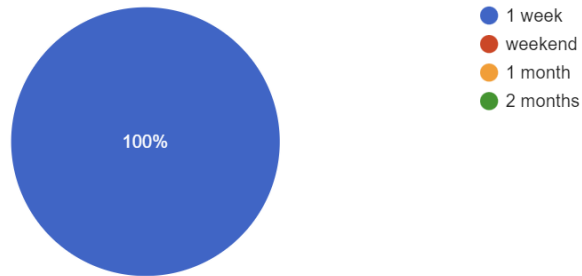
Poland

Paris

5. What is the longest time you have been away from home?



3 responses



---

6. What forms of transportation do you prefer to use when you travel?

3 responses

By plane

Plane

Subways, undergrounds, busses

7. What's more important to you when you travel - comfort and relaxation, or *stimulating* new experiences?

3 responses

Comfort and relaxation

Some bit of relaxation and try new experiences

Comfort and relaxation

---

8. Do you like to try local foods when you go somewhere? Have you ever had something really delicious?

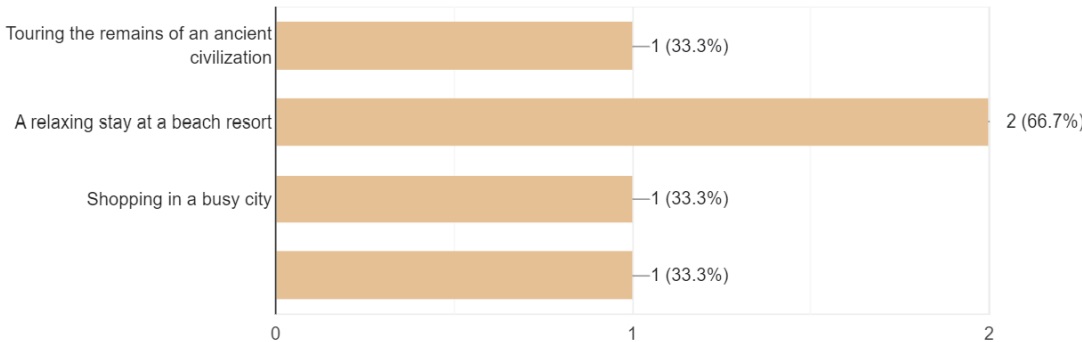
3 responses

- Yes , something delicious was from sicily(pistachio puff pastry)
- Yes
- I don't like to try new foods because I am a picky eater

9. Choose between these holidays and explain your choice

3 responses

Copy



10. Do you take a lot with you when you travel? Or do you try to *pack light*?

3 responses

- I usually pack a lot
- I take a lot
- I try to pack light

11. How do you choose where to go? Are you inspired by other people's travel stories? Or photos? Or advertising?

3 responses

Advertising

Photos

Most of the time we are inspired by social media or adverts

12. Describe a dream travel experience?

3 responses

My dream travel experience would have to be euro disney because it's fun and different

Dog sledging in snow

somewhere near the beach in summer

13. What can you not travel without?

3 responses

My phone

Medicines and mobile

Phone, money and clothes

14. What travel experiences are at the top of of your bucket list?

3 responses

Poland and Austria

Lapland and america

To travel to Dubai and NYC

15. Which places hold a special place in your heart and why?

3 responses

Holland because I made lots of memories with my parents

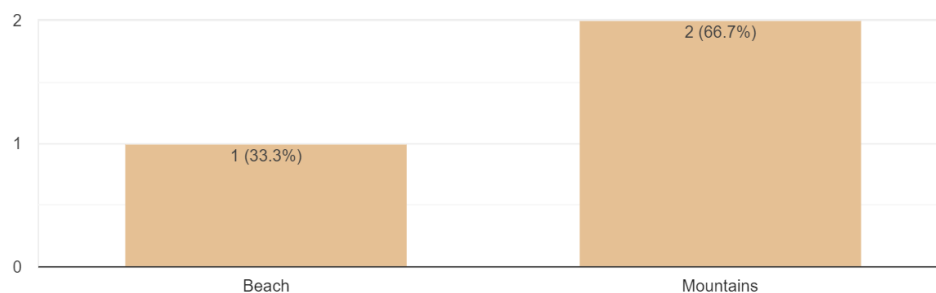
Zakopane we never saw and felt the feeling of snow and Disneyland where you come a child once again

Madrid and Paris because there are a lot of beautiful places that one can visit and people are very friendly

16. What do you prefer beach or mountains

 Copy

3 responses



17. What has been the most stressful part about travel for you?

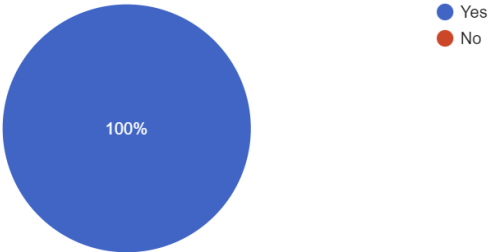
3 responses

- language barriers
- having to use translator to communicate to people from the place or to read the menu
- Packing

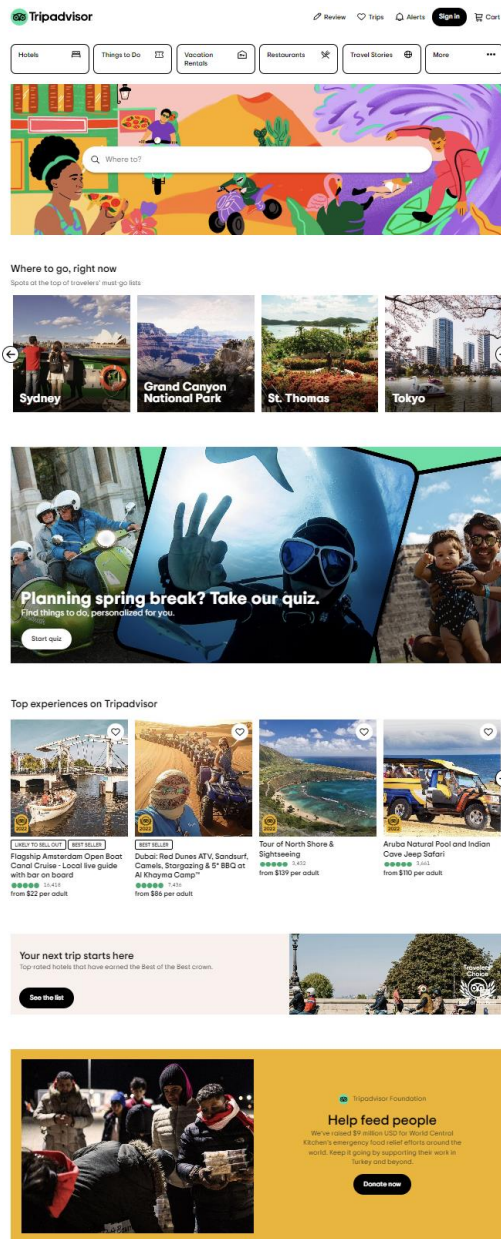
18, Have you ever gotten really lost while abroad?

 Copy

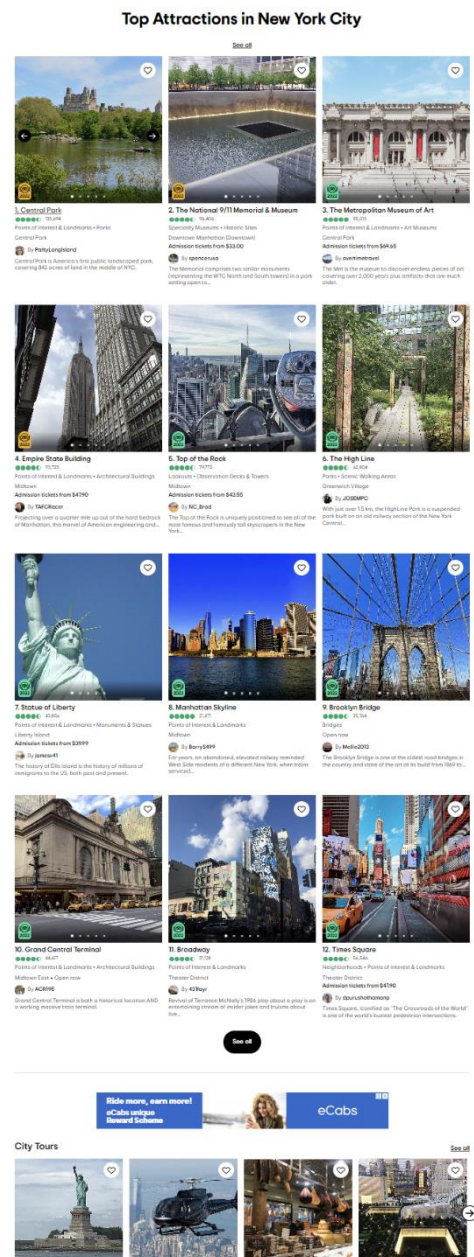
3 responses



## 3 Exsiting Travel Websites



Navigation: The navigation bar is prominent and easy to use, making it simple for users to find what they are



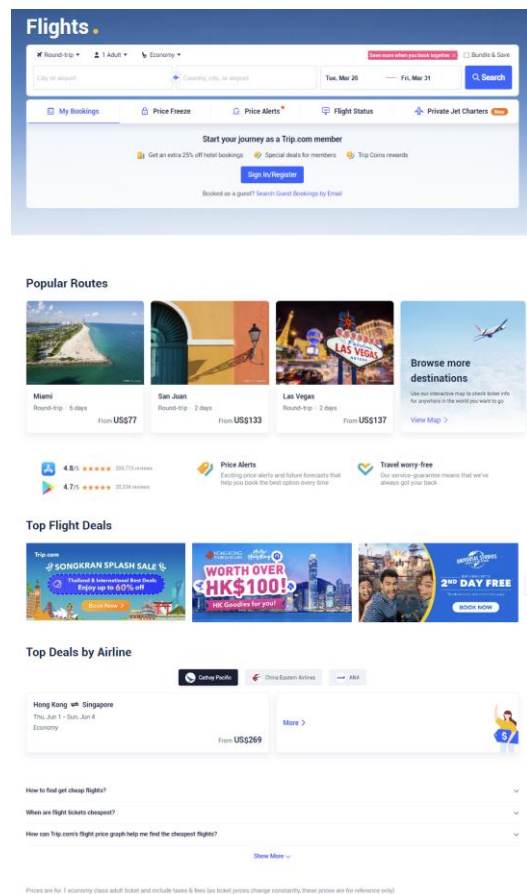
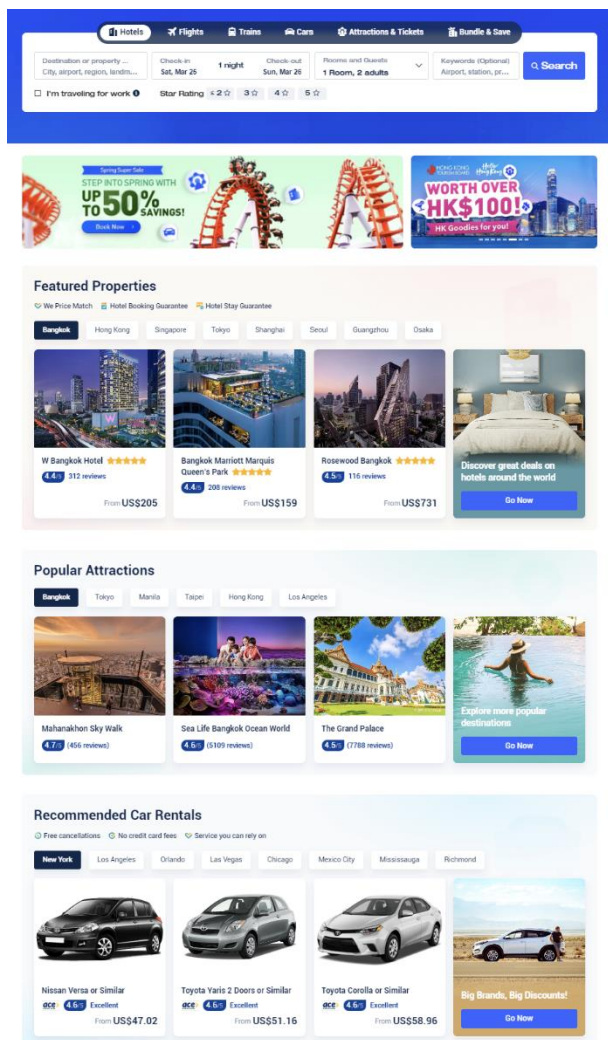


looking for. The categories are well-organized and labelled clearly, making it easy for users to understand what each category contains.

**Search Functionality:** The search function is prominently displayed on the homepage and allows users to search for hotels, flights, restaurants, and things to do in a particular location. The search results are displayed in a clear and concise manner, with options to filter and sort the results based on different criteria.

**Photos:** Photos are a key component of the TripAdvisor experience and are featured prominently throughout the website. The design of the photo galleries is intuitive, allowing users to easily view and browse through photos of hotels, restaurants, and attractions.

**User Interface:** The overall design of the TripAdvisor website is clean, simple, and intuitive. The color scheme is bright and inviting, and the layout is well-organized and easy to navigate.



the design elements of the Trip.com website are effective in providing users with an intuitive and user-friendly experience, making it easy for them to find and book travel-related services. The

modern and professional design, along with the prominent display of reviews and photos, help build trust with users and inspire them to make travel bookings through the website.

Find a flexible flight for your next trip.

Round trip

1 adult

Economy

0 bags

Luxa (MLA) ✕

↔

✈ To where?

Mon 24/4

Mon 1/5

🔍

What KAYAK offers.

**Big names, big offers**  
Search hundreds of travel sites to compare prices.

**Search without worries**  
The prices you see are not influenced by your searches.

**Book with flexibility**  
Easily find flights with flexible booking.

**Safe and free**  
Our service is completely free, with no commissions or hidden costs.

Explore the world from Luqa



**Receive our newsletter.**  
Sign up to receive emails with travel tips and exclusive offers.

Sign me up!

Straight to the point

Avoid stopovers and reach these destinations with direct flights

Barcelona  
from €43

Rome  
from €38

Tel-Aviv  
from €125

Catania, YES  
from €27

Learn more

Your Wishlist starts here

Save all destinations together, even if you want to wait to book

Milan, Milan, Italy  
Round trip from €71+

Paris, France



🔑 Log in

✈ Flights

🏠 Stays

🚗 Car

🏖 Holiday packages

🚆 Trains and buses

🌐 Explore

K Direct flights

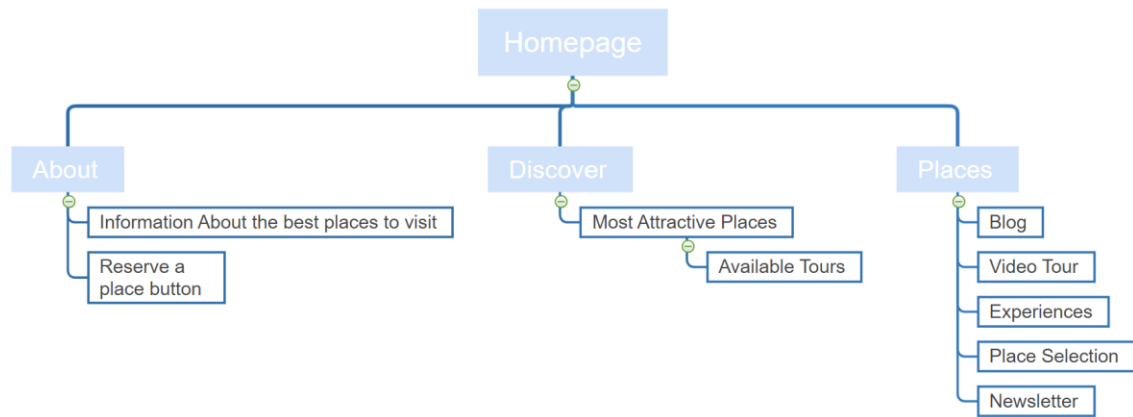
🛡 Travel Restrictions

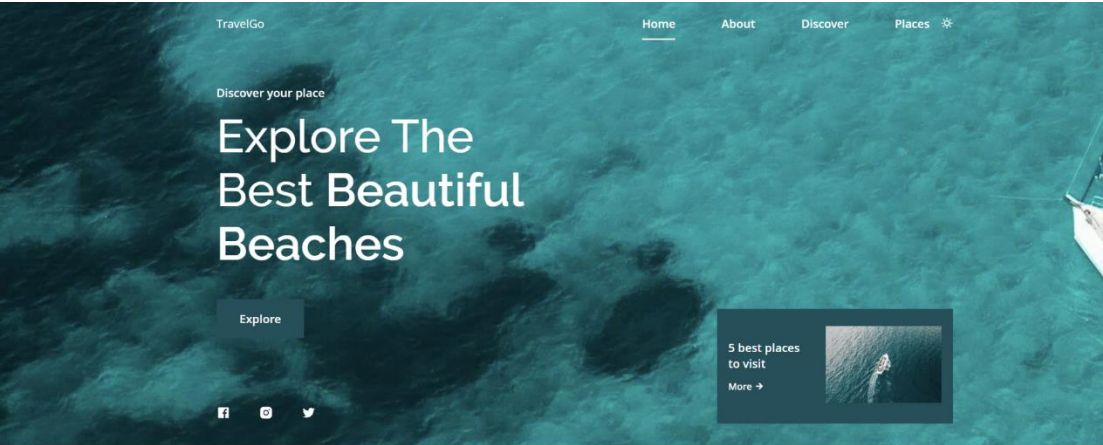
📝 Comments

📁 Trips

the design elements of the Kayak website are effective in providing users with an intuitive and user-friendly experience, making it easy for them to find and book travel-related services. The emphasis on price comparison, along with the modern and mobile-optimized design, helps to differentiate Kayak from other travel websites.

# Travel Site Map





# TravelGO

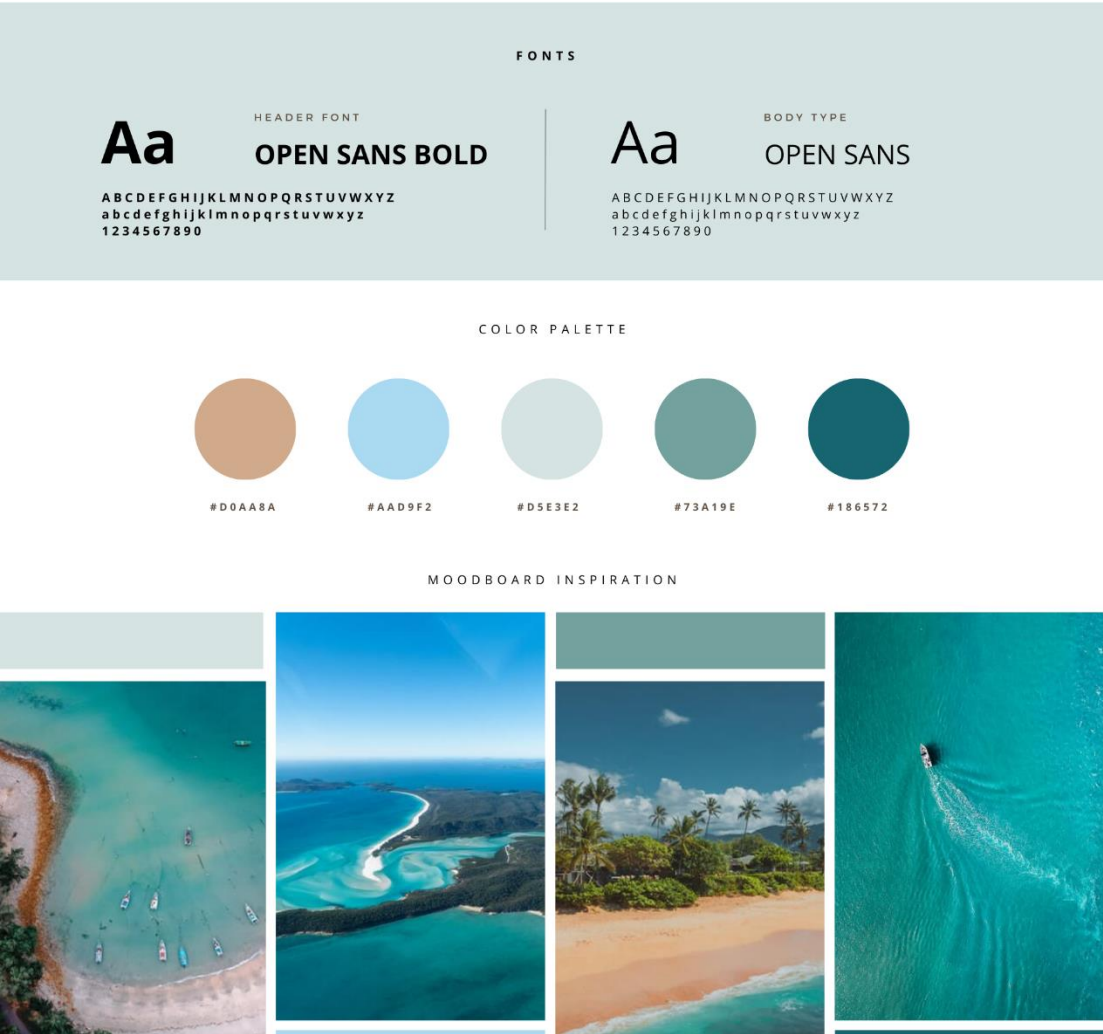


Figure 1 Style Guide

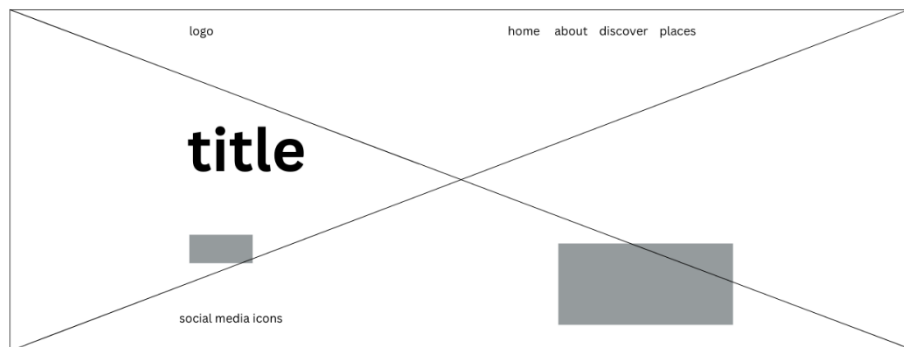


Figure 2 HomePage

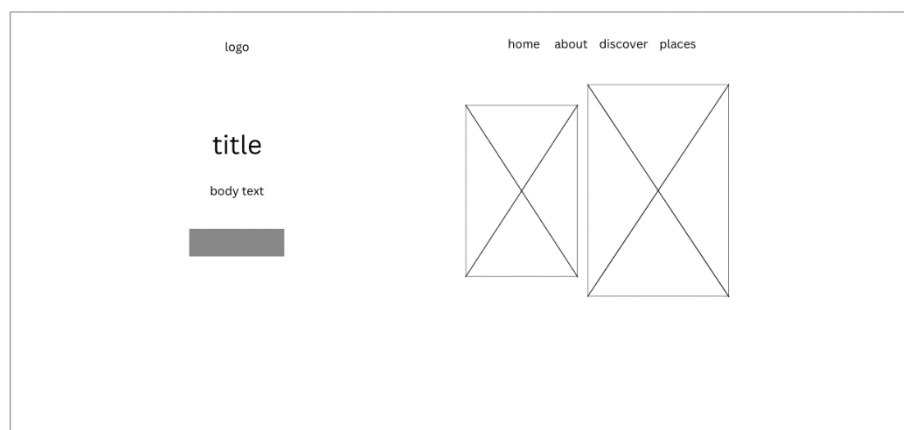


Figure 3 About

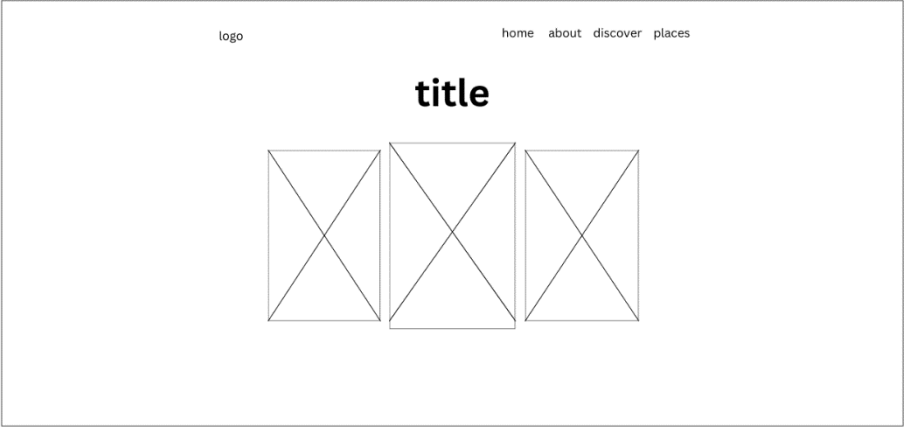


Figure 4 Discover

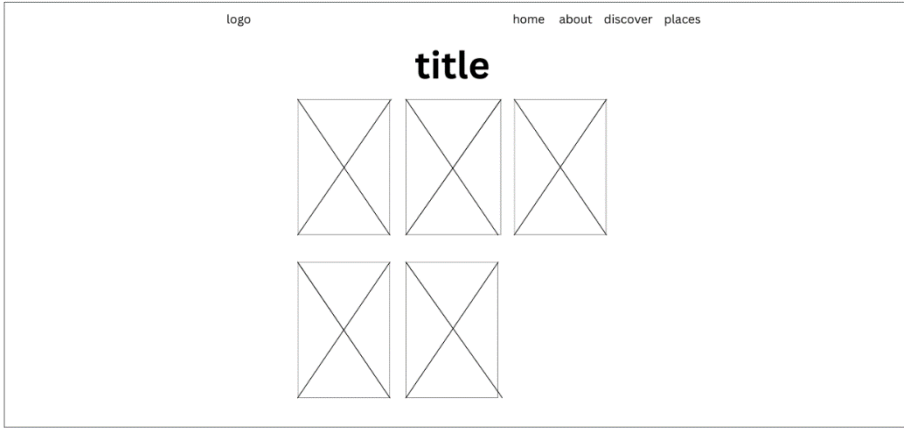


Figure 5 Places Page

