

PROJECT IDEA AND TARGET AUDIENCE

Travel Bug is a travel website that provides users with information about various destinations around the world. The website offers destinations tab, about, blogs/articles etc for travellers looking to explore new places. Its purpose is to inspire and assist individuals in planning their next adventure to their dream destination and making the most of their travels. Overall the website will simplify the users travel experience by making the website organized.

PERSONAS



Adventure Enthusiast - Stef

Demographics: Stef is a 28-year-old female from Seattle, USA. She works as a software engineer and earns a decent salary. She is single and loves adventure travel.

Interests & Goals: Stef is passionate about outdoor activities such as hiking, rock climbing, and scuba diving. She loves exploring off-the-beaten-path destinations and experiencing different cultures. Her goal is to embark on at least two adventurous trips each year.

Behavior & Preferences: Stef prefers budget-friendly destinations. She relies heavily on user-generated content and reviews to plan his trips. She's tech-savvy and often looks for destinations online.

Needs from the Travel Website: Stef is looking for comprehensive guides to adventure destinations, including information on popular destinations, blogs and contact information. She also seeks deals and discounts on adventure tours.



Family Vacationer - Yasmin

Demographics: Emily is a 35-year-old married woman with two children, aged 8 and 10. She lives in Atlanta, USA, and works part-time as a freelance writer. Her husband works in marketing.

Interests & Goals: Emily's primary goal is to plan memorable vacations for her family that cater to both adults and children. She enjoys destinations with family-friendly attractions.

Behavior & Preferences: Emily prefers tropical destinations, family-friendly destinations. She relies on travel websites to find suitable destinations and plan her trips efficiently.

Needs from the Travel Website: Emily is looking for family-oriented travel blogs and articles. She also seeks deals on family vacation packages.



Budget Backpacker - Nicole

Demographics: Nicole is a 22-year-old college student from Barcelona, Spain. She's studying economics and works part-time as a waiter to save money for traveling. She loves exploring new cultures and meeting people from around the world.

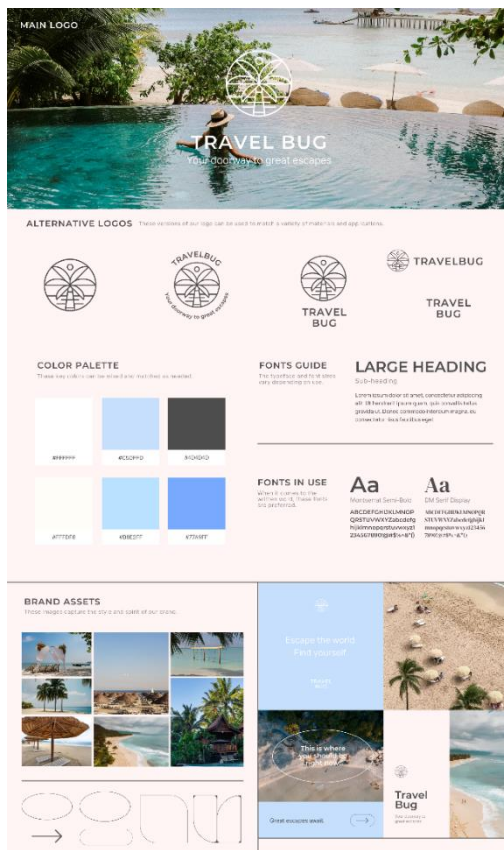
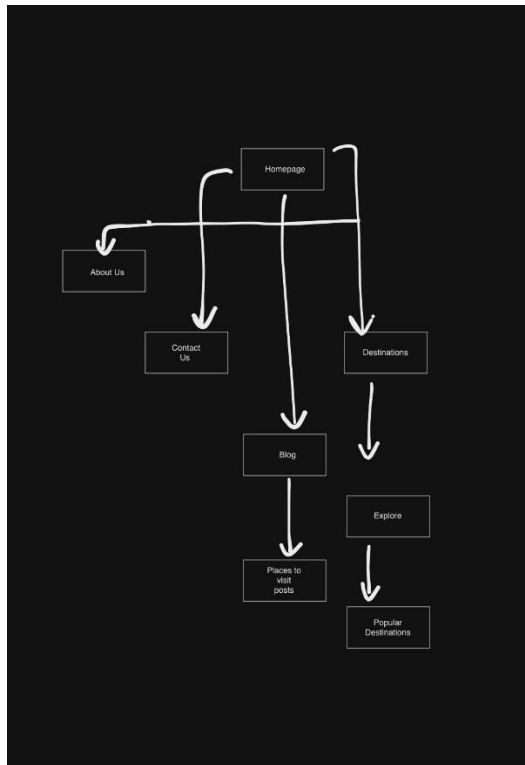
Interests & Goals: Nicole is passionate about budget travel and prefers to spend as little as possible on her destinations so she can stretch her travel budget. She enjoys travelling to destinations with eye-catching views where she can enjoy herself.

Behavior & Preferences: Nicole is active on social media platforms, where she exchanges pictures from her destination. She often plans his trips spontaneously and is flexible with her travel dates to take advantage of the cheapest fares.

Needs from the Travel Website: Nicole is looking for budget travel blogs with tips on cheap destinations, budget-friendly attractions. She also seeks information on backpacker-friendly destinations.

DESIGN PLANNING

SITE MAP:



STYLE GUIDE:

Here is the style guide I compiled which includes the main logo for the website, it also includes so alternative logos for extra options. Then it includes the color palette I will be using and the fonts which I decided to choose DM Serif Display and for paragraphs I chose to go for a simple font Montserrat Semi Bold. This guide finally includes some brands assets.

LOW-FIDELITY WIREFRAMES

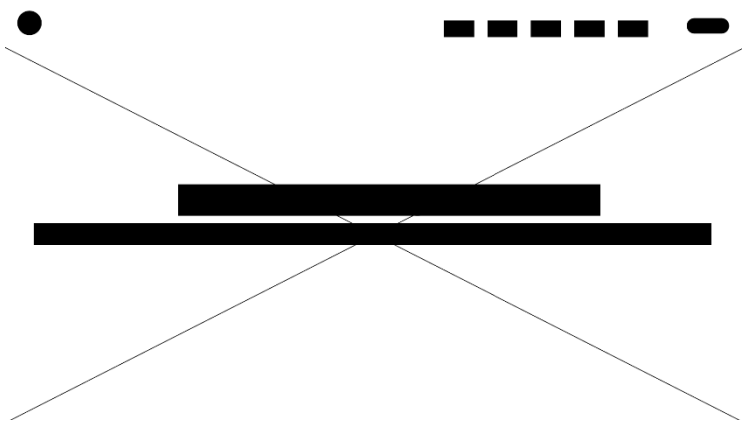


Figure 1 HOMEPAGE

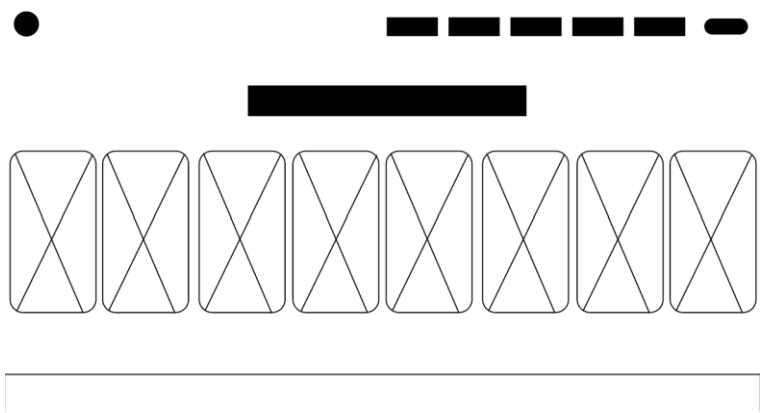


Figure 2 DESTINATIONS PAGE

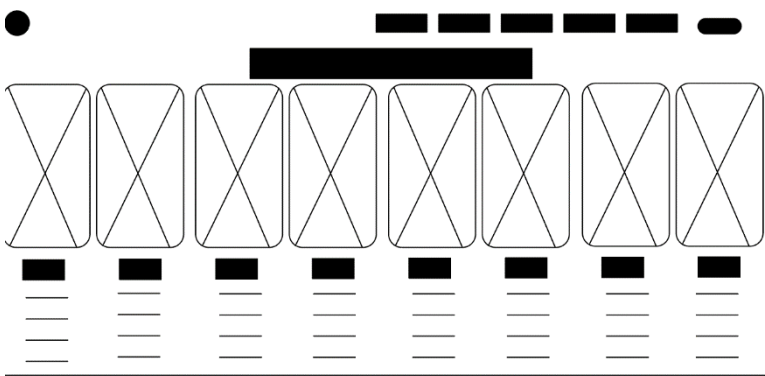


Figure 3 DESTINATIONS EXPLORE PAGE

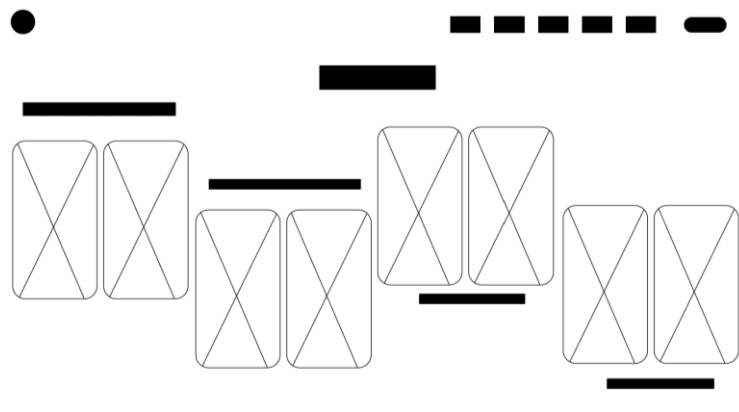


Figure 4 BLOG PAGE

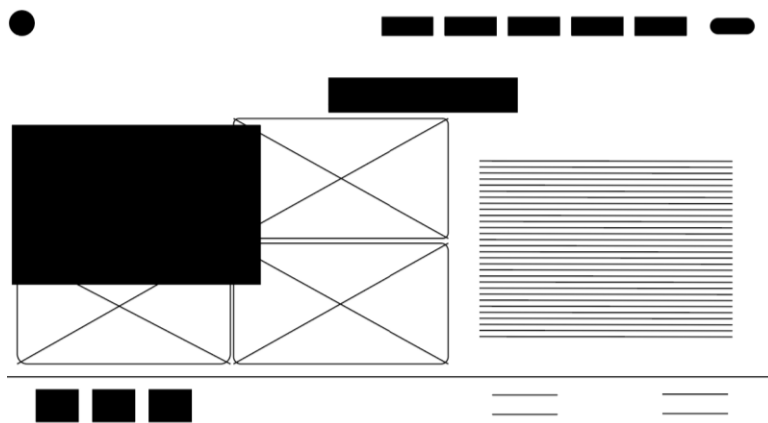


Figure 5 ABOUT US PAGE

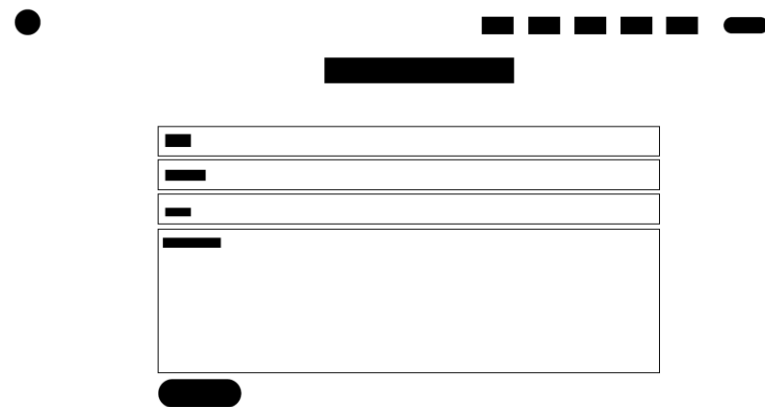
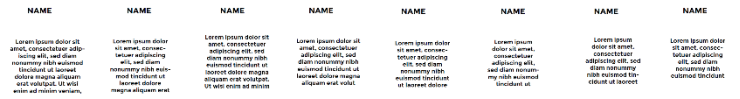
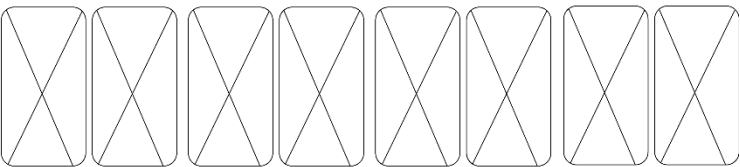
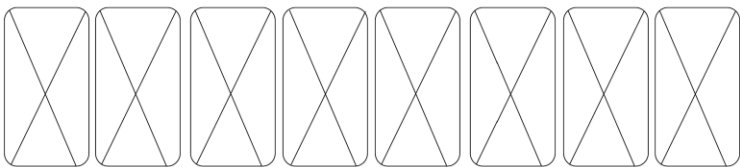


Figure 6 CONTACT US PAGE

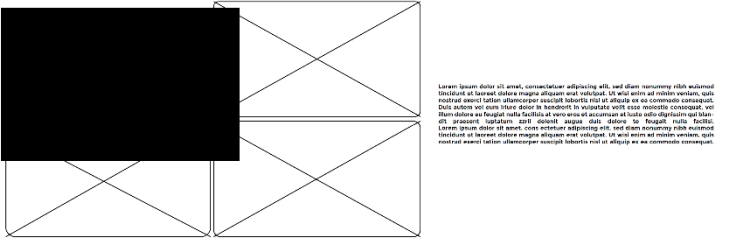
MEDIUM-FEDILITY WIREFRAMES



DESTINATIONS



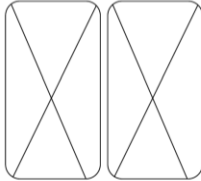
ABOUT US



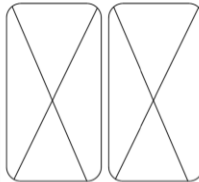
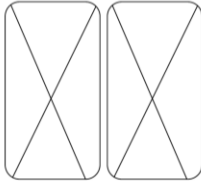


BLOGS

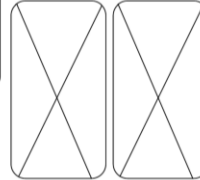
BEST PLACES TO VISIT IN EUROPE
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HIDDEN GEMS AROUND THE WORLD
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POPULAR DESTINATIONS
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AFFORDABLE PACKAGES
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CONTACT US

NAME
SURNAME
EMAIL
YOUR MESSAGE

SUBMIT

IPO CHART

INPUT	PROCESS	OUTPUT
user hovers over the search bar	a specific destination is being searched	the user finds destination displayed
user goes to the navigation menu	the menu is being processed/loading	the user finds the content displayed accordingly (e.g. destinations)
user clicks on the contact us in the menu	the contact form is loading	contact form displayed and user will be able to view it and fill it out
user clicks on social media integrations	the social media tab is being loaded	user view the social media accounts
user searches through the multimedia content	multimedia content loading/processing	user views images, text and other interactive elements being displayed