**Brock University**

**IASC 1P02**

**Assignment 4**

As I am soon to finish my studies at Brock University and found a job that allows me to work remotely recently, I've been focussing my attention on travel worldwide. As a mock-up, I created my travel agency website called "Paola's Airways." This website was inspired by Travel + Leisure and Sungate Tours, where I followed particular outlines from their websites.

I created my logo, where I used different tones of purple and blue that were later included in the text colour of the website. I decided to create a website that represents me. As my personality is minimalistic, I decided that the best decision for my website was to display a white background colour that highlights the light purple in the header as well as in the footer of the website. The font colour was selected using the same colouring as the dark shades of my logo to create a smooth colouring transition throughout the website.

Every page on the website displays the logo of my travel agency in the header, and most of them also include it in the website's footer. At the same time, I decided to have links in my website footer directing to Travel and Leisure's YouTube, Instagram and Twitter account, as they were my main inspiration for creating this website.

The navigation panel in the website includes the following pages: home, about, tour and contact. Simultaneously, a "Get a Quote" button was created. Each button takes the user to a specific page that contains more information about the mock-up business. Images were included for the pages: home, about and tour to provide a better visual experience for the users. A form was created on the contact page and the quote page so users can fill it out for more information or assistance from the travel agency.

To provide a better sense of inspiration and connection with the user, quotes were also cited and included on the pages: Tours and Home. In addition, a video was also embedded on the home page to invite those who enter the site to take a look and get inspired to travel.

Each page on this website allows the user to connect more with the travel agency. The home page represents the first interaction I want to present to the user. I want this to be the first image they get about my travel agency, a page that supports exploring and enriching your soul through travelling. On the about page, users can find more information about the company; this information was referenced in the footer of the page directly to Sungate Tours. The tour pages explain the tour options and the agency's destinations. Lastly, one of the most important aspects of a website is its contact information. Still, I included a paragraph that provides the users with more explanation about our services (24 hours, seven days a week) and encourages them to reach out to us for further information. Lastly, a quote page was included on the website where users can send us specific details on the type of trip they would like to do; thus, we can offer an already established quote for the users.