

# go adrift.

Paris Whelan - n10326499



**AJ Malloy, 22**  
Occupation: Bartender  
Likes: Unique bars, meeting new people, fitness  
Dislikes: Boredom, poor communication, long drives  
Goals: Make new experiences with new people  
Hobbies: Hanging with friends

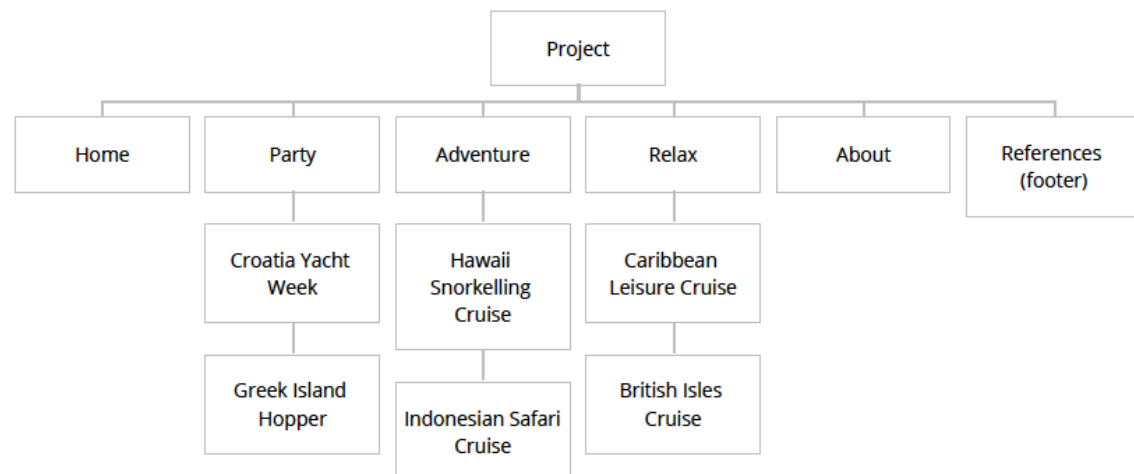


**Abby, 29**  
Occupation: Magazine Author  
Likes: Sustainable living, outdoors, stepping outside her comfort zone  
Dislikes: Being alone  
Goals: Explore the world  
Hobbies: Hiking through the mountains, visiting friends



**Hailey, 26**  
Occupation: Student  
Likes: Trying new things, the beach, time management  
Dislikes: Waiting, spending too much money  
Goals: Go places she's never been before  
Hobbies: Cooking and eating

The target audience for this website is people aged between 20 and 30 who are wanting to travel and explore new places before settling down in their lives. They prefer to travel in tour groups where the entire trip is already planned out and love spending quality time with and meeting new people. The key characteristic of this target market is that they plan their travels based on how they want to spend their trip; ie. partying, adventuring or relaxing. Go Adrift appeals to this demographic as it offers a comprehensive travel plan which is derived from the traveller's desires. I also use youthful terms and minimalistic design styles to engage the young age group of this target audience.



## Colour Theme

The colour palette represents the blue tones of the ocean and links to the cruise aspect of the brand. These colours were used consistently throughout the entire site and became a prominent design style. The lighter colours were incorporated into the background of certain elements whilst the darker colours were used as headings and accents which assisted in establishing key elements throughout the site.



## Typography

The font used throughout the site was called 'Playfair Display' and was downloaded from Google Fonts. I chose to incorporate a serif font as this font is generally easier to read and associated with storytelling, especially in regards to travelling (Abe, D. 2016). This was the only font used so I had to get creative with implying headings and paragraphs. I used different colours, the size of the font, font weights, and italics to demonstrate these differences.

Go Adrift. Go Adrift. Go Adrift.

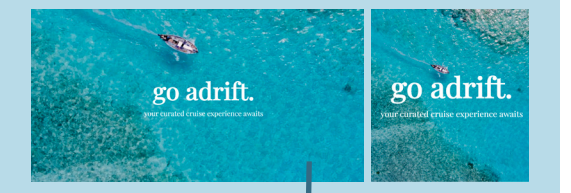


## Responsive Design

Responsive design is a crucial element in building a website and ensures compatability and usability for the audience (Bushell, D. 2014). I designed my site to suit a mobile device first and considered important factors such as needing a larger touch point and the inability to use hover elements. An example of this is evident in the navigation bar, where I have implemented a drop down menu which appears by selecting the grip box. For screens larger than 600px, the navigation bar turns into a horizontal menu which uses hover to display the subpages. This allows the website to be completely accessible and responsive regardless of the device or browser size the viewer is using..



The composition of the hero image focuses on the user and how they will view the site. As seen below, the logo is located in the top left corner as this is the first place the user tends to look. The size of the font is also altered to suit both mobile and desktop view. The image used on the subpages is significantly shorter than the hero image on the title page (shown below) to reflect the hierarchy and structure of the site.



go adrift.



## Hawaii Snorkelling Cruise



### Packages Include



**Day 1 → Molokai**  
The first day begins by being welcomed aboard and familiarising yourself with your new home for the week. Enjoy glasses of champagne as you wave away the shore and finish the day by an early dinner party before the next day begins.

**Day 2 → Molokai**  
Be greeted by the sunrise for an early start in Molokai. Head into the local township to meet with locals and dive into the true Hawaiian culture by hiking up to a picturesque waterfall towering in

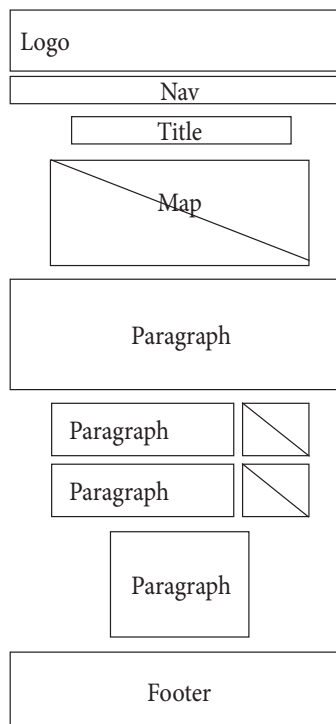
## Learn About Hawaii

**Population**  
1.42 million  
**Language**  
English and Polynesian  
**Location**  
An island north of Polynesia, Oceania  
**Traditional Foods**  
Poi (thick paste made from taro root)  
**Claim to Fame**  
The traditional hula dance and celebrations originated from Hawaii

## Book Now

References  
Reviews  
Pricing Information  
FAQ  
Contact Us  
Terms and Conditions

Created by Paris Whelan



## Wireframe

The wireframe above illustrates the layout for the detail pages. These pages are the most populated with content and therefore it was important to establish a layout which depicted all the elements in a cohesive and complimentary format. The title is positioned at the very top so the user knows exactly what the page is about. This is followed by the map and an amass of content divided into sections. This sequence is to ensure that the user sees the most important element first and then it descends accordingly.

An SVG map of the destination features at the top of each detail page and is the first thing that the user sees when opening the page. It acts as a visual aid for the itinerary and each marker is unique and interactive.

Throughout the site, I repeated specific design elements to ensure it remained consistent. The home page features the same 'Packages' section which can be seen on the detail pages to the right. I used icons to create imagery so the user could easily understand the content. I also wanted to eliminate some of the white space and break up the page, so I placed a light shade of blue into the background of the section for emphasis.

The itinerary is comprised of the most text out of the page and therefore takes up a significant amount of screen space. In order to divide the text, I positioned each paragraph next to an image of the location. This provided the site with more imagery and makes the content easier for the user to view.



I used a shadow effect to accentuate text across multiple different pages. The 'Country Cards' to the right uses the same container styles as the 'Cruise Cards' on the category pages (shown to the left). This was a crucial step in the design process as it connected all of the pages and elements together.

The role of the footer is to provide important links and information in an easily accessible location. The footer is repeated on every single page and remains the exact same throughout the entire site. A darker background colour and smaller text is used to keep attention away from the footer whilst still acknowledging its presence.