

Week 6 Design Document

- Name of Site/Company: Nomadic Excursions
- Design Concept/Approach Description: A site for a company that is somewhere between Airbnb and a guided tour service. The company offers week long backpacking trips with trained guides. The website needs to feel fun, portray a sense of adventure, but also be professional since new users may be new to such an adventurous activity.
- What I hope to accomplish: An easy to use site that expresses fun, adventure, in a professional yet approachable way.
- Sites used for inspiration: www.switchbacktravel.com ,
- Sites for comparable businesses: www.Hipcamp.com , www.switchbacktravel.com ,