

## Proposal for The Savvy Traveler Website

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**Client:** Jane Ha  
**Domain:** savvytraveller.com  
**Website Content:** A travel tips website

### Content:

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## >> Target Audience

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The "Savvy Traveler" website is targeted towards a varied age range of individuals that have one thing in common, a love for travel. Most likely this individual will be adventurous, outgoing, creative, curious and educated.

This website will serve as a resource for those who are planning a trip, already on a trip and also a place to share reviews/post blogs on anything travel related.

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// Navigation Design

Item	Collectables	Delivery Date
Site Map	Proposed content by client	December 7, 2006
Style guide	Finalized design document & presentation mat.	Dec 10, 2006

// Website Design

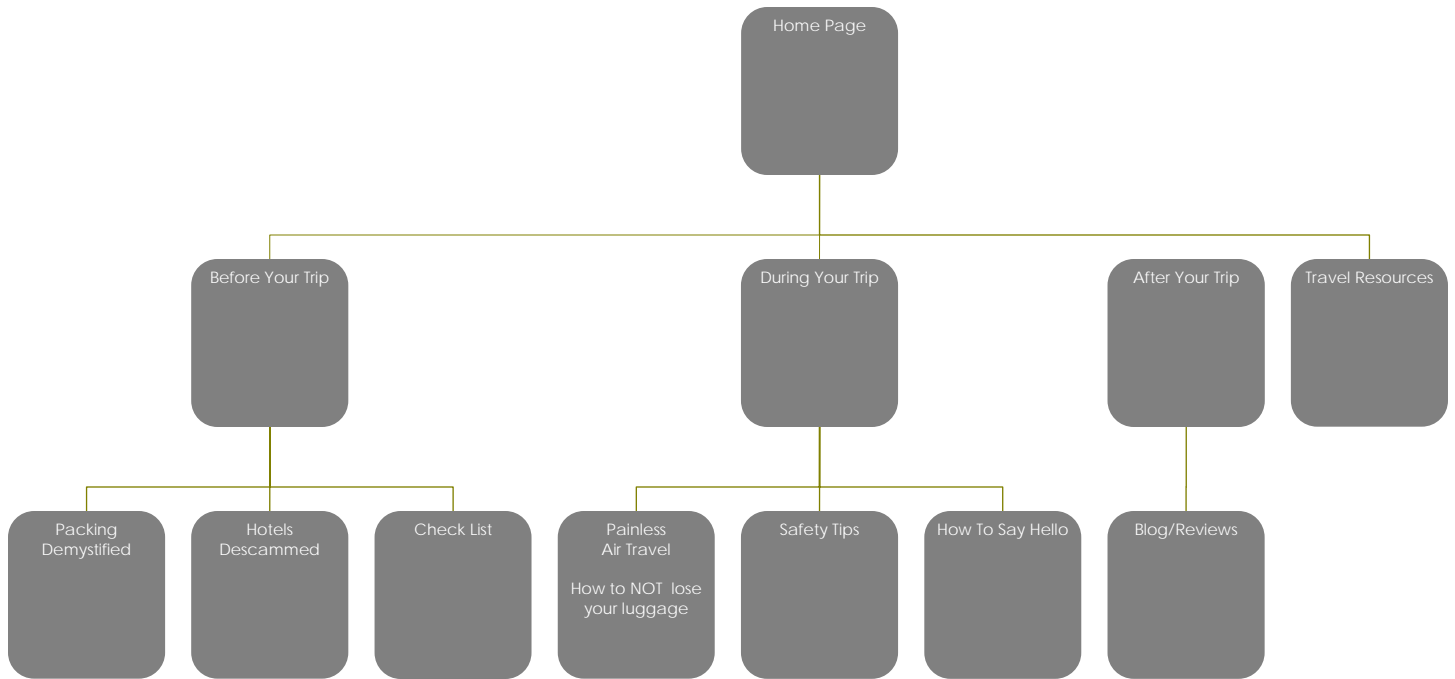
Item	Collectables	Delivery Date
Home Page Comps	Logo & Art Direction	December 7, 2006
Sub Page Comps	Logo & Art Direction	December 7, 2006
Nav Bar Comp	Finalized site map	December 9, 2006

// HTML & CSS Coding

Item	Collectables	Delivery Date
Homepage HTML	Content and layout	Dec 11, 2006
Sub-page HTML	Content and layout	Dec 11, 2006
Flash MP3 player	Design and action scripting	Dec 11, 2006
WordPress Blog	Semi-working prototype	Dec 11, 2006

**// Final Project Due: December 12, 2006**

// site map flow chart



// content inventory

Home Page

- Brief intro to what the website is about – plus important links

Before Your Trip

- Packing Demystified
  - How-to guide for efficient packing
- Hotels Descammed
  - Things to look out for when making accommodation arrangements
- Check List
  - A generic check list section to use as reference when packing

During Your Trip

- How To Not Lose Luggage
  - Basic tips to help reduce the chances of mishandled or misrouted luggage
  - Safety Tips
  - How to say Hello

- After the Trip

- Blog or review section – if I’m able to get it to work...

- Resources

<http://www.tsa.gov/travelers/airtravel/assistant/index.shtm>

<http://www.fodors.com/>

<http://www.lonelyplanet.com/worldguide/>

<http://www.tripadvisor.com/>

<http://www.igougo.com/>

[www.flickr.com](http://www.flickr.com)

<http://www.studentuniverse.com/>

[www.statravel.com](http://www.statravel.com)

<http://www.skype.com/>

<http://www.postcards.org/>

<http://www.embassyworld.com/>

[http://travel.state.gov/travel/tips/brochures/brochures\\_1229.html](http://travel.state.gov/travel/tips/brochures/brochures_1229.html)

<http://www10.americanexpress.com/sif/cda/page/0,1641,18622,00.asp>

<http://www.jjwire.com/search-hotspot-locations.htm>

<http://www.seatguru.com/>

<http://www.wikihow.com/Travel-With-One-Bag>

[http://www.fodors.com/wire/archives/cat\\_travel\\_tips.cfm](http://www.fodors.com/wire/archives/cat_travel_tips.cfm)

<http://www.fodors.com/wire/archives/002062.cfm>

// navigation design

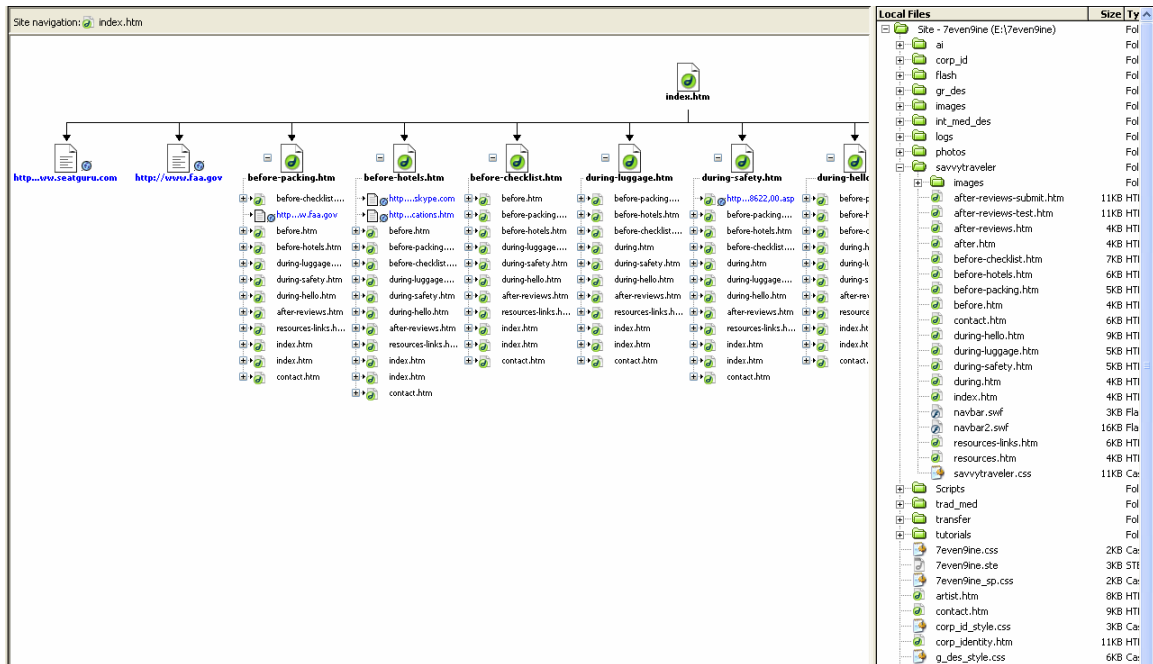
The navigation will need to be easily accessible from each page. Considering the site's content, a guest may not know immediately what he or she is looking for, but probably just browsing for information instead. My goal is to make it as easy as possible to navigate through a content heavy site without having a clear idea of what information needs to be obtained. To do this an intuitive and well worded navigation is necessary.

A visitor to a travel/vacation related site is also most likely NOT to be in a rush and probably is looking to be entertained while researching his/her vacation. To achieve this, animation will be incorporated into the navigation.

// technical challenges

The main technical challenge will be keeping things clean and organized without seeming too content heavy.

>> Site Directory Structure



// Colors, Fonts and Logo



the savvy traveler

Font: Poor Richard 36pts

the savvy traveler

Font: Century Gothic 10pts

// Graphics & Navigation icons

Graphics will try to keep to a retro airline feel. Inspiration taken from vintage airline advertisements.