Travel Website

A case study or a long description of the travel agency created in Figma

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Project Short Overview

This is my latest Figma Project before I created my portfolio website which I designed for a travel agency I not created this website for a person or company I just designed to improve my skills and getting better day by day. This website I designed individually.

Objectives & Goals

- I try to keep the website very easy to use so that anyone can use this website of any age without anyone guidelines.
- As compared to my other website designed this website with more exciting colors. I know visitor are in chill mood and its very important to increase their excitement and no other things can work other than colors!
- I spent a lot of time to find these images because images play very important role to make a website alive.
- I desigined this website in layout grid of 12 columns all columns are of 81px and aligned in center so that developer team can develop this website very easily.

What Users Need

If someone is planning to travel, he or she can contact the travel company through this beautiful and very easy to use website. The company will guide that person to plan their visit This beautiful website has a lot of very helpful features includes_

- A Person can plan their visit after proper consultation by company agent through the website.
- A person can book the hotel and can book air tickets to any desired destination he or she want.
- A person can get a budget detail for a tour.
- A person can get details of the top destinations or can explore other places or can get advice from the company agent.

Our Process

Discover

Define

Ideate

Design

User Data

Most of time a travel agency website is used by all 20+ years old people and by all genders and religions. Means travel company website target all people planning to travel.

Challenges

- Complex Booking Process
- Competition From Leading Companies
- Easy to use for all age people

Quantitative Research

Observations are the most frustration but main part to design a website and or me it take more than 3 days to research the right and helpful content to design the right and actual need desgin.

Observations

80%

80% People just contact a travel agency just for air tickets booking and hotel booking

70%

70% People need help of travel company to choose the best destination.

50%

30% People contact a travel company just to get a idea about travel budget.

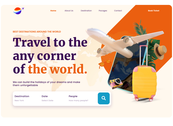
80%

80% people visits the travel agency website for knowledge that will help them in future planning.

Fonts and Color

In this website basically I used four colors Orange(E85F10), Sky Blue(1498C6), Purple(390B5D) and last I not know but its like white(FFFBEF) which basically I used for background. And font Basically I used Merryweather for big headlines and poppins are for paragraphs and other details.

Screens



Hero Section

Website started with beautiful hero page here we can give animations to navbar and the main texts.

Testimonial

On our Testimonials section we can make components of these cards and give them hover effect and can easily improve user experience.

How we work?

In our next section We give a short description of what we offer and I try to keep this very straight forward. This not only save the user time but also remove the frustration which he or she got from other websites after reading a lengthy poragraph.

Top Destination

On our Travel Type section a user can get a straight idea of which places and services we are focusing on and we can add as cards as we want after give them horizontal scrolling effect.

Footer Section

And in our last sections A user can subscribe our newsletter so that he can get every notification about our new service or any discount if the company is offering and it ended with the footer section where he can get information about company, privacy policies and FAQs

Thank You