

TravelClub.com Web Site Plan

<p>Phase 1: The purpose of the Site Answer these questions to determine the purpose of the web site: Goal (what is the site to do and do for your audience?) What is the site about? What is the site for?</p>	<p>The website is TravelClub.com and the purpose of this website is to provide club members with web access, increased benefits, and increased service by providing club members with on-line resources that are currently available only by talking to a customer service representative.</p> <p>Assumptions:</p> <ul style="list-style-type: none"> • The Travel Club has no website currently. •
<p>Phase 2: Expected Outcome of the Web Site Basically, what does your audience/client expect the site to accomplish?</p>	<p>The client expects the website to increase revenues and eventually decrease operating costs for the Travel Club organization.</p>
<p>Phase 3: Target Market Find out more about the client or target market that you are developing the site for. Start by answering these questions: Who is your audience/client? Who is their competition? Is the web the right medium for your audience/client?</p>	<p>There are several target markets for this site.</p> <ol style="list-style-type: none"> a. Current club members = 600,000+ <ol style="list-style-type: none"> i. Potential = 32 million b. Member Profiles <ol style="list-style-type: none"> i. Mid to late baby boomers (50-65) with managerial jobs and income levels \$120,000+ ii. Retired couples with substantial disposable income, and education levels of college and above. iii. Young professionals between 30-45 with a college degree or higher and an average household income of \$170,000+ c. Internet usage <ol style="list-style-type: none"> i. Nearly 88% of their current members have internet service in their home or business ii. 68% read and send an email daily iii. 18% read and send email at least once a week iv. 63% use the internet to collect information about traveling destinations and services v. 70% surf the web at least 3 hours per week vi. 92% of those with internet service make purchases for travel over

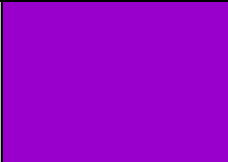
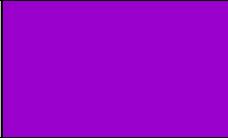


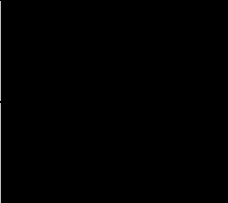
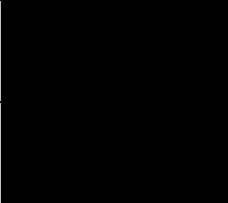
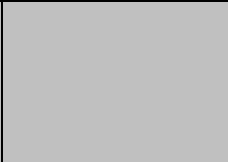


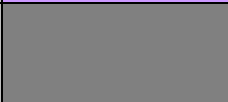

the internet

**Phase 4:
Managing Content**
Make a list of all the content that the site will display to meet the needs of your client's audience. Then, organize the content list by grouping information in logical and manageable sections and subsections – these sections will become your prospective pages.

- Issues of the magazine
 - Make the current issue available in digital form from the website
 - Online ezine
 - Entire magazines in pdf form
 - Individual articles in pdf form
 - Members can browse back issues online
 - Members can order back-issues still in print from the warehouse
- Travel discounts
 - Members can browse the discounts and be connected immediately with the provider
- Members Line database
 - All of the information that is available through the Member's Line is available online
- Made for U Map packets
 - All of the information that is provided in the Made for U Map kits is available online
- Travel resources
 - All of the travel resources are available online
- Promote the Travel Summits
- Members can join the club and manage their membership online
- All of the resources and benefits that are available to the members via the phone will still be available via the phone for those who prefer the more personalized service.
- Content will be available
 - on the website
 - via pdf to download to their computer, tablet or smart phone
-

<p>Phase 5: Mapping Out The Site Show the flow of the site by making a flowchart showing the pages of the site (use a separate sheet of paper for drawing out the flowchart.) Then, once the flowchart is made, determine what the layout will be for each page of the site. These page layouts will show a bit more detail.</p>	
<p>Phase 7: Site Testing This is where you put your development to the test and your design. Test the site on different platforms and use various browsers within the requirements to be sure the site functions and appears as planned.</p>	<ul style="list-style-type: none"> • Site will be tested using the 4 primary browsers, tablets and smart phones <ul style="list-style-type: none"> ○ Mozilla Firefox ○ Safari ○ Internet Explorer ○ Google Chrome ○ Tablets ○ Smart phones • Test Elements <ul style="list-style-type: none"> ○ All pages load ○ All links work ○ All downloads complete
<p>Phase 8: Site Deployment After the site has been thoroughly tested. The final version of all files that make up the web site are placed on the servers for viewing on the web.</p>	<ul style="list-style-type: none"> • The final website will be loaded to the Client's hosting server. <ul style="list-style-type: none"> ○ Initial deployment in 3 months with the website complete and as much information in the online databases as possible and as many back issues of the magazine as possible. ○ New rollouts of data and back issues of the magazine will rollout each month with the new issue of the magazine. • All tests will be performed again to ensure upload complete.

Style Guide

SITE NAME		R: 153 G: 0 B: 204	Font: ArabBruD, Bold Size: 26
PAGE NAME		R: 153 G: 0 B: 204	Font: ArabBruD, Bold Size: 22
HEADLINE 1		R: 204 G: 102 B: 255	Font: ArabBruD, Bold Size: 18
HEADLINE 2		R: 204 G: 102 B: 255	Font: Arial, Bold Size: 14
HEADLINE 3		R: 0 G: 0 B: 0	Font: Arial, Italic, Bold Size: 14
BODY TEXT		R: 0 G: 0 B: 0	Font: Arial Size: 12
BACKGROUND		R: 192 G: 192 B: 192	
TEXT LINKS		R: 153 G: 0 B: 204	Font: Arial Size: 10
VISITED LINKS		R: 128 G: 128 B: 128	Font: Arial Size: 10
ACTIVE LINKS		R: 255 G: 255 B: 255	Font: Arial Size: 10

Wireframes

Note areas of the page that are constant from page-to-page, any text areas and image placements and any elements that link outside of the site itself.

The wireframe diagram shows a page layout with the following elements:

- Logo:** A circle on the left side with a small rectangular box labeled "Logo" overlapping its bottom-left edge.
- Site Title:** A horizontal rectangular box at the top right.
- Page Title:** A horizontal rectangular box below the Site Title.
- Navigation Bar:** A wide horizontal rectangular box below the Page Title.
- Main Content Area:** A large rectangular box containing three paragraphs of placeholder text:
 - Paragraph 1: "Unto excest poressint destruntotat lab inis solestin con perae nienien dandit volendendis nator as earum nimporeresci abo. Dundaectibus volorem quoditiisit enisque velitas ulparch iliqui auda et apiendant."
 - Paragraph 2: "Facest int pellacit lam, tem as aut el intionserum res re nonseque exerum quas nim cum hita erehendam, ius."
 - Paragraph 3: "Ad utet ipsam exceat omnimet vollabo rehentto tatempo restrunt ati ut moluptation nis moluptatet asperch iliquos de nonsend aectis seri nisi beaque quiasi dem ulliquo es de"
- Text Navigation:** A wide horizontal rectangular box at the bottom containing the text "Text Navigation" and "Copyright" centered.