

Creative Brief

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Project Title:

Expedia Website

1. Project overview:

The goal of my website is to create a user-friendly UI with functional purposes. Users can learn about the company while planning their trips.

2. Resources Copy

is available at https://en.wikipedia.org/wiki/Expedia_Group, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience:

this website is for everyone, especially those who want to plan their trip, or learn about our company, or participate in commercial cooperation.

4. Message:

I want to inform the users about the company's information. In addition, I want to give the information about the trips and flights available. For potential commercial cooperators, I want to let them know the steps and contact methods.

5. Tone

The tone here I think should be functional and informative. The user should not only gain information about companies, resorts, trips but also use the website as a functional tool to book trip and air tickets.

6. Visual Style

My instinct is to go one of two ways – 1. Visually appealing by a fair combination of colors. Travel makes life colorful, so the website is colorful as well. 2. For the part that calls to user's action, there must be fancy styling that attracts the user to use this website.

