The Gypsy's Travel: Wireframe for Website

The Gypsy's Travels employs a team that travels around the world and then posts continuously on a travel blog. In addition to the company's travel blogs, The Gypsy's Travels provides in-depth advice on the places their employees travel and other places that the avid, or even the average, traveler wants to travel. The Gypsy's Travels advises clients on their destination's cultural and social rules, the best places to relax, and what to pack. The company focuses on finding new exciting places to travel to, while also presenting all of one's possible adventures in an easily, navigable site. The company aims to appear fun, playful, and informative; their site is welcoming, but at the same time, it provides great help to clients on planning their journeys.

The website has a set width of 960px, which is many site's typical width. When designing the wireframe for a site, it is important to remember that the structure must come before the design. The three, main wireframes --the homepage, the "Destinations" page, and the "Search Results" page --were designed by using *Balsamiq*, a website that allows users to design basic wireframes through a drag and drop process. To figure out the basic layout of most travel websites, I researched my options. I looked at *Black Tomato* and *Homestays.* These sites focused on images as their main feature. Through this format, the user is invited into a beautiful space with lots of images and minimal text. The images are predominantly scenic; they show all of the wonderful places that the user can travel too. By showing these images, the site invites the user to imagine themselves inside these places, where relaxation, fun, and adventures take place.

According to the article "The importance of wireframes in web design and 9 tools to create wireframes," every site needs a clearly, labelled navigation bar. Based off of that recommendation, the main navigation is placed at the top, left of the webpages, directly underneath the company logo. To maximize the initial loaded page, the search and share options are placed in the top, right corner of the pages. The secondary navigation is a drop-down window. Although drop-down windows often cause problems for users, this design option still has advantages that match The Gypsy's Travels website personality. Providing a more minimalistic design, the drop-down window also saves space for the rest of the pages, which allows for more content and more pictures. For the pages other than the homepage, a third level of navigation appears under the pages' subtitles. On the "Destination" wireframe, the secondary navigation bar hidden, but through this wireframe, one can see the third-level navigation bar, which appears center, below the subtitle --"The World." The "Destination" page is structured to be a scrolling page, but the third-level navigation bar is set near the top of the page and above the picture of the map, so the user has immediate access to all of the sections on the page. This way, the user does not have to scroll through every continent, but can click on a specific continent and be taken directly there.

Mirroring the travel sites *Black Tomato* and *Homestays,* The Gypsy Travels' site focuses on images. Every page, except the "Search Results" page, has a large banner image and a series of smaller images that match each previewed content. These images give the user a sneak peek of future vacation spots, while also inviting them into a space of relaxation. Through the website, the user digitally escapes for a while, before they even leave their home. For the "Search Results" page, the "Top Results" appears on the left side of the page and options to narrow one's search appears directly to the right of these results. Below these vertical columns, there are "Additional Results" that appear horizontally above the Footer. Through this layout, the page presents the most relevant results first, which allows the user to have access to what they want sooner. Finally, the Footer is divided into five mini-sections: Contact Us, Sponsors, Top Countries, Top Cities, and Hotels & Airfare. Originally, *Homestays* presented this format in their Footer as a sort of sitemap that provides users with a simplified list of the site's most important features. Just as the site invites the user to take a quick getaway, The Gypsy's Travels gives the user a sincere goodbye.

See Appendix below
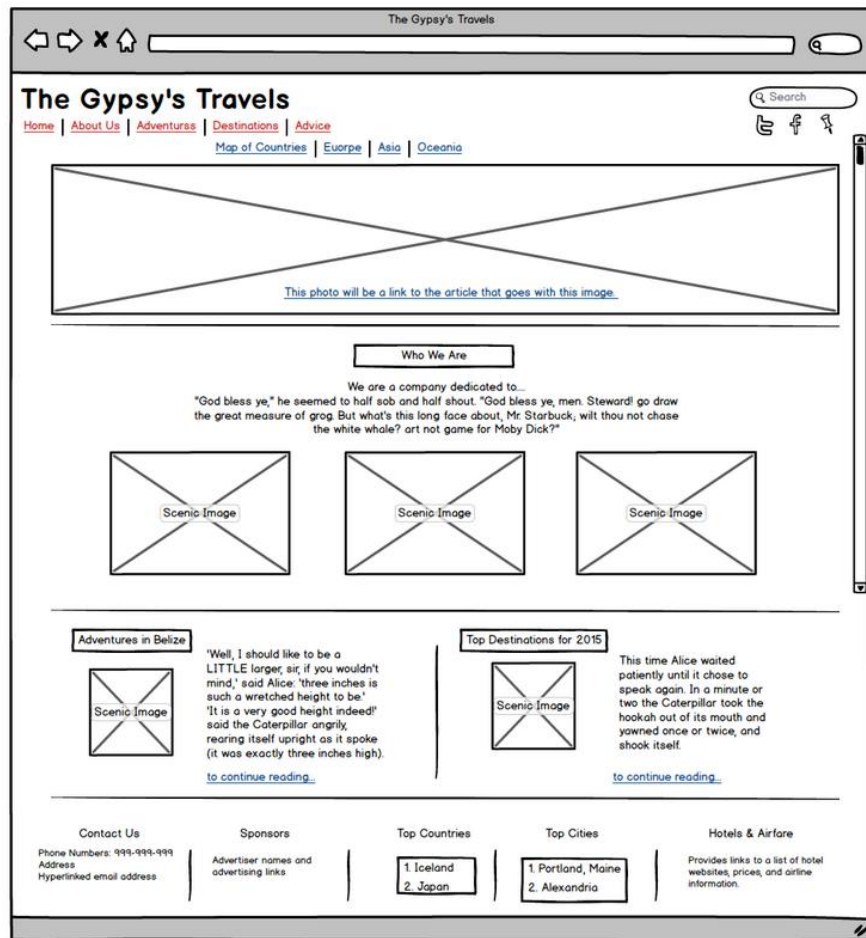
Appendix

Homepage for The Gypsy's Travels website:

This screenshot shows the wireframe for the Homepage for the website for The Gypsy's Travels.
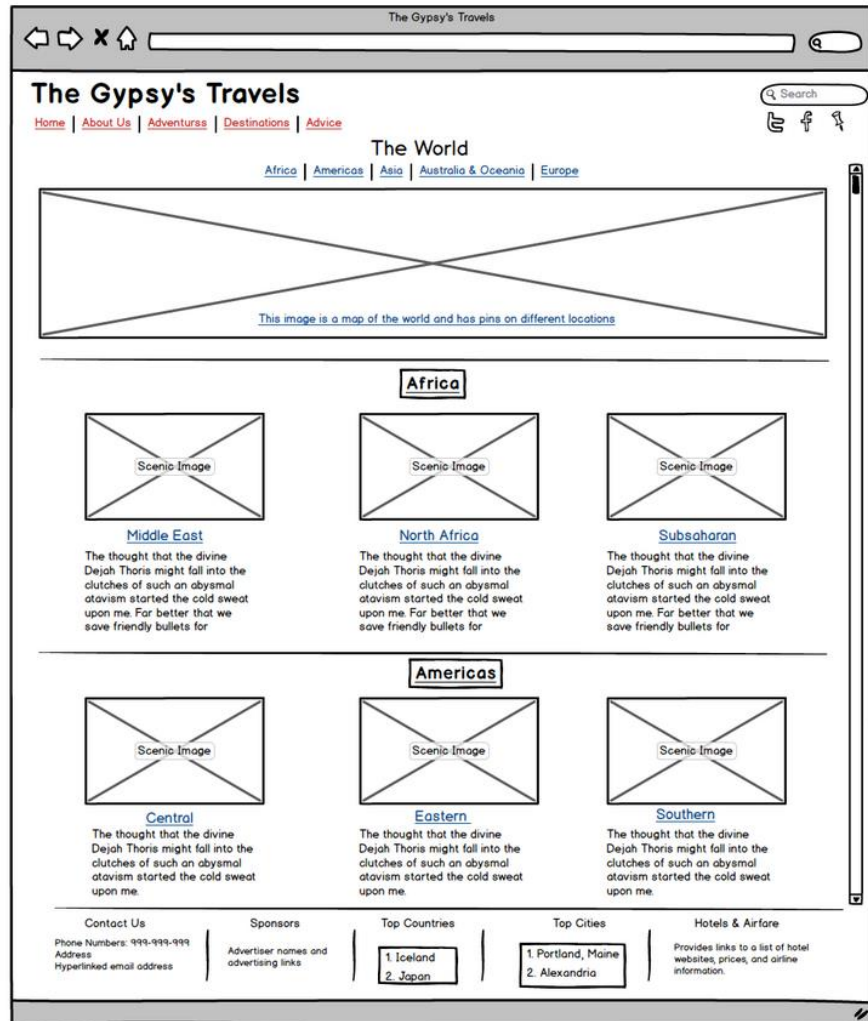
Destinations Page:

This screenshot is of the wireframe for the "Destinations" page for The Gypsy's Travels' website.

Search Results Page:

This screenshot is of the wireframe for the "Search Results" for The Gypsy's Travels.