

## 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 is 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:

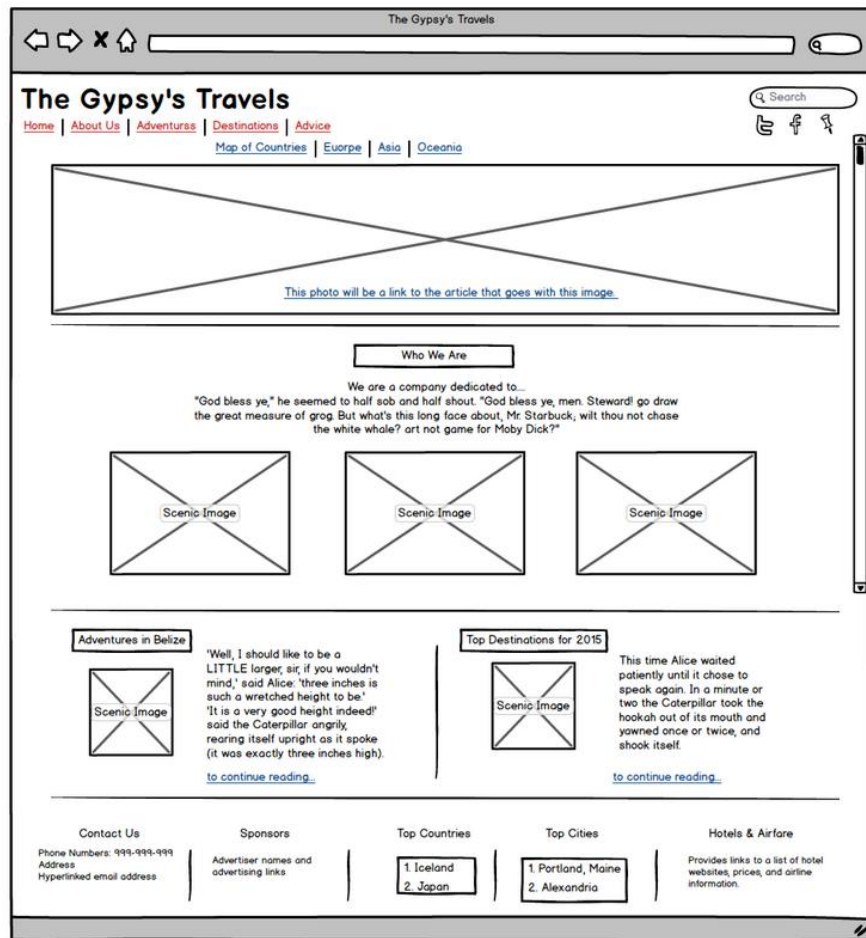
### Home

Mockup history | RSS

The Banner image will change every week and showcase one of the site's "explorers" own photo from one of their adventures. The adventure page leads to multiple blog choices for visitors to choose from. Each blog features the newest story.

The Title of the Site will be the logo of "The Gypsy's Travels."

The secondary navigation is a dropdown menu.



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

# Destinations Page:

## Destination Page

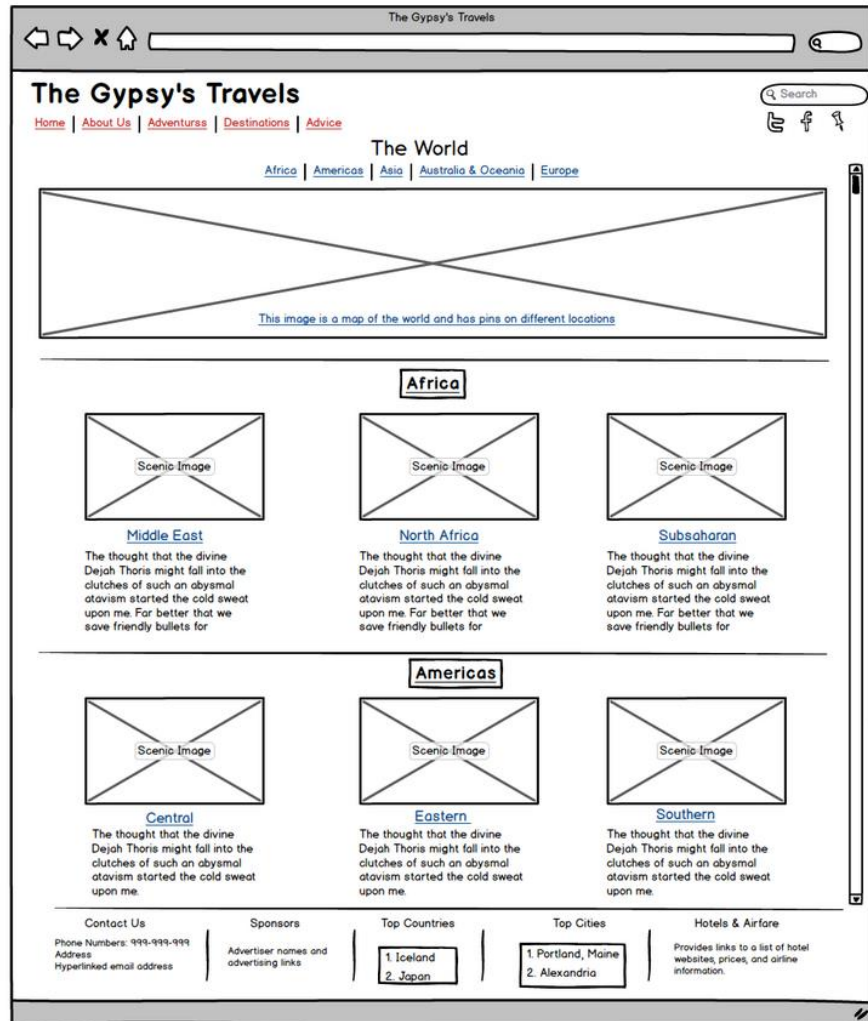
Mockup history | RSS

When a visitor clicks on the "Destination" Page link, it takes them to the "Destination" main page. The top banner is an interactive map of the world, with pins on the location that the "Explorers" have been. These pins leads the "Adventures" subpages. As on scrolls down the page, the user goes through the

The secondary navigation is a dropdown menu.

The Title of the Site will be the logo of "The Gypsy's Travels."

Each continent is divided into regions and the regions provide a link to a similar page with that region's countries.



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

# Search Results Page:

## Search Page

Mockup history | RSS

Top Results appear in a vertical fashion on the left side of the page, while an option to narrow one's search appears on the right side. Horizontally below the top results, other results appear with links in the titles to each article.

The secondary navigation is a dropdown menu.

The Title of the Site will be the logo of "The Gypsy's Travels"

The wireframe shows a browser window titled "The Gypsy's Travels". The page header includes a search bar with the text "Search" and a magnifying glass icon. Below the header, the main content area is titled "You Searched For: Bangladesh".

The "Top Results" section contains three items, each with a "Scenic Image" placeholder and a title link: "Top Things To Do In Bangladesh", "100 Days in Bangladesh", and "Current Political Happenings in Bangladesh". Each item has a short paragraph of placeholder text.

To the right of the top results is a sidebar with a search filter section titled "A row without a checkbox: Reasons for Travel". It includes a list of checkboxes: "Honeymoon", "Business", "Getaway", "Adventure", "How Long:" (with sub-options "A Week", "A Month", "A Year"), "Needs:" (with sub-options "Airfare Information", "Tourist Attractions", "Cultural & Political Information", "Traveling Tips", "Packing", "Itinerarie Ideas").

The "Additional Results" section contains three items, each with a "Scenic Image" placeholder and a title link: "What to pack?", "Bangladeshi Fashion, Food & Culture", and "All You Need to Know Before You Go". Each item has a short paragraph of placeholder text.

The footer contains five columns of information: "Contact Us" (Phone Numbers: 999-999-999, Address, Hyperlinked email address), "Sponsors" (Advertiser names and advertising links), "Top Countries" (1. Iceland, 2. Japan), "Top Cities" (1. Portland, Maine, 2. Alexandria), and "Hotels & Airfare" (Provides links to a list of hotel websites, prices, and airline information).

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