

Briefly describe what your website does and your target audience

African Safaris Ltd is a bespoke African travel business that specialises in safaris and tours to Southern Africa and East Africa. We have 20 years' experience in the industry. Our clients are 40+ from New Zealand and Australia. We do not cater for back-packers or overland tours.

Describe each page and what you want

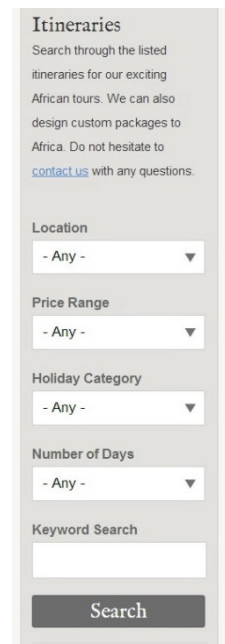
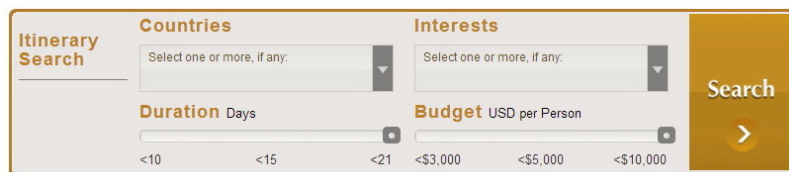
HOME PAGE

Header - Must include a feature image slider, but not too big. Each image to have some text describe the image and/or inspire the client.

Search box - (to ultimately appear on every page) to include the following criteria:

- Number of days
- Destination (where to go)
- Experiences (what to do)
- Price

Examples of search boxes:



Top Navigation – Include drop-down/sliding style

- About Us
- Destinations (where to go)
- Experiences (what to do)
- Photo and Video Galleries
- Giving back to Africa
- Contact Us

Side Navigation - drop-down/sliding style

- Choose your Destination – drop-down/sliding navigation as this could contain 10 + destinations, each of which expands. Refer to <http://www.benchinternational.com.au/destinations/botswana#Overview>
- Choose your Experience – drop-down/sliding navigation as will contain 10+ experiences

Footer – Must contain the following information

- Top Destinations
- Top Experiences
- Contact Information
- Copyright Information, Privacy and Terms & Conditions

Refer to <http://www.benchinternational.com.au/>

TOUR PAGE

Each of the destinations will have a number of tours. This page is where clients will learn about the detail of a particular tour. There will be around 10+ destinations and 10+ tours for each destination. i.e., 100+ tours in total. Tour page needs to include the following detail:

- Highlights
- Location Map (via google)
- Group Size
- Inclusions and Exclusions
- Price
- Starting Point and Ending Point of tour
- Flights Included
- Brief day-to-day summary
- Vehicle logo to show type of transport
- Photos

There will be a form at the bottom of each tour page to allow clients to submit an enquiry. This form will include Name, Email Address, Country and Message, with check box to allow client to request a detailed itinerary.

Have a look at <http://www.expertafrica.com/rwanda/trip/gorillas-and-serengeti-safari> and <http://www.robinpopesafaris.net/safaris/zambia-classic-safari.php#overview> for ideas.

What ideas do you have for the style/theme of your website design?

- Earth colours – i.e. white page, black/dark grey text and earthy background
- Minimal scrolling – I like the idea of boxing information
- Include mouse-over state all buttons

Other information to include throughout the website on each page:

- Social Networking Links (Facebook and Youtube only)
- Sharing, printing and emailing options
- Associations
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Is there anything that should be avoided?

Clients getting lost in a website. Must be easy for them to know where they in the website, so they can easily navigate back to a previous page (without hitting the back button) and forward to any new pages.

Inspirational Websites:

www.africansafaris.co.nz – our current website. I like the left hand side navigation, but it needs to be more dynamic. I like the banner, but it needs to be more dynamic. I like the tour pages

(<http://www.africansafaris.co.nz/10-day-highlights-of-botswana/>) but need more consistency, and to include more details, as mentioned above. Photogallery and Video Gallery need modernising

I like the colours/contrast.

<http://www.andbeyondafrica.com/> - I like the crispness and clarity of this website. I also like the image banner (flash) on each page, with a small amount of text on each image.

<http://www.robinpopesafaris.net/> - I like the navigation font, clarity and drop-down functionality, however, I do not want an image banner across the whole page, only the width of the main body.

<http://www.benchinternational.com.au/destinations/namibia#Experiences> I like how the CHOOSE YOUR SAFARI DESTINATION on the left hand side expands to include same set of information (for each country). I also like the footer and how it lists destinations and experiences.

<http://www.africantravel.com.au/>

<http://www.expertafrica.com/rwanda/trip/gorillas-and-serengeti-safari> Shows a detailed tour page, however I would like to see no 'tabs', if possible, and have all information on same page.

<http://www.peregrineadventures.com/africa/zambia/classic-botswana-2013> - shows a detailed tour page, however again ...prefer not to have tabs. No calendar necessary

<http://www.kuoni.co.uk/africa>

<http://www.normancarrsafaris.com/#!/safari/safari>

<http://www.africaodyssey.com/africa-safari>

Notes:

We are open to new ideas and are flexible with the design style. Think out of the box. Would like to remain down-to-earth, yet professional, but not staid. Sophisticated but simple, visually stimulating, interactive, and easy to navigate.

See uploaded logo, images and design brief to assist with design.

This is a design contest only. No coding is required.

Concrete 5 software to be used.

For the winning designer, there a very good chance for follow-on work.