

Website Brief

MyEscapades.ca

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Table of Contents

1.0	Benchmarks	2
1.1	Online Services	2
1.2	“Look & Feel” References	2
1.4	Suppliers	3
1.5	Operators	3
2.0	Website Outline	1
2.1	Site Sections	1
2.2	Section Detail	2
2.3	Site Components	5
3.0	Contact Information	6
3.1	Mailing Address	6
3.2	Email & Website	6
3.3	Questions?	6

1.0 Benchmarks

1.1 Online Services

Company name	Website	Description
Travelocity Experience Finder	http://www.travelocity.com/experiencefinder/	Interactive aggregator
Orbitz My Ideal Beach	http://www.myidealbeach.com/	Interactive aggregator
Trazzler	http://www.trazzler.com/	Travel recommendations
Tripwolf	http://www.tripwolf.com	Travel guide (aggregator)
Tripbase	http://www.tripbase.com	Travel guide (aggregator)
i-Escape	http://www.i-escape.com/	Travel guide (original content)
Tripkick	http://www.tripkick.com/	Hotel guide
Vibe Agent	http://hotels.vibeagent.com/	Hotel guide
TV Trip	http://www.tvtrip.com	Hotel video guide
Triporama	http://www.triporama.com	Travel planner
Zicasso	http://www.zicasso.com	Travel planner (personalized)
Trip Films	http://www.tripfilms.com/	Share your travel videos
Zoom and Go	http://www.zoomandgo.com/	Share your travel videos/pics

1.2 “Look & Feel” References

Company name	Website	Description
Dopplr	http://www.dopplr.com/	Travel guide
Mr and Mrs Smith	http://www.mrandmrsmith.com/	Luxury hotel guide
Luxury Link	http://www.luxurylink.com	Luxury travel + hotel guide
Quintessentially	http://www.quintessentially.com/	Luxury travel service
Trip Harbour	http://www.tripharbour.ca/	Cruise guide
Offbeat Guides	http://www.offbeatguides.com/	Guide books
Wilderness Safaris	http://www.wilderness-safaris.com	Supplier
WOW Travel	http://www.kiwicollection.com/wow_travel.php	Luxury travel magazine
Stop Child Labour '08	http://www.stopchildlabour.eu/africatour2008/	Promotional

1.3 Travel Partners

Company name	Website
Collette Vacations	http://www.collettevacations.com
Vintage Africa	http://www.vintageafrica.com
TourCan Vacations	http://www.tourcanvacations.com
African Travel Gateway	http://www.africantravel.com
African Travel Inc	http://www.africantravelinc.com
Travel Studio	http://www.travelstudio.com
Wild Africa Safari	http://www.wildafricasafari.com/
Reservations Africa	http://www.reservationsafrica.com/

1.4 Suppliers

Company name	Website
Cheli & Peacock	http://www.chelipeacock.com/
Wilderness Safaris	http://www.wilderness-safaris.com

1.5 Operators

Company name	Website
WOW Travel	http://www.kiwicollection.com/wow_travel.php
Adventure Trekking	http://www.adventuretrekking.com/
Ski Alpine	http://www.skialpine.com/
Lake Crackenback	http://www.lakecrackenback.com.au/
Team Green Online	http://www.teamgreenonline.com/
Menlo Travel	http://www.menlotravel.com/

2.0 Website Outline

2.1 Site Sections

The following are the proposed sections for inclusion in the website. Please note that these are sorted by logical grouping only, and do not necessarily reflect the navigation architecture.

Section	Key question to answer
A. ABOUT	<i>What and who is MyEscapades.ca?</i>
B. PHILOSOPHY	<i>Why does MyEscapades.ca exist?</i>
C. SERVICES	<i>What does MyEscapades.ca do?</i>
D. RESOURCES	<i>What does MyEscapades.ca offer?</i>
E. CONTACT	<i>Where and how can MyEscapades.ca be reached?</i>
F. PROMOTION	<i>How does MyEscapades.ca present itself?</i>
G. COMMUNITY	<i>How does MyEscapades.ca connect its customers?</i>

2.2 Section Detail

A. **ABOUT** *What and who is MyEscapades.ca?*

Component	Function	Elements
1. Company information	General overview of MyEscapades.ca as a company.	<ul style="list-style-type: none">• Short or long paragraphs• List of key points
2. Company history	A brief history of MyEscapades.ca: origins, evolution, future growth.	<ul style="list-style-type: none">• Highlights and milestones• Corporate timeline
3. People	Biographies and/or profiles of team members	<ul style="list-style-type: none">• Professional + educational background• Overview of expertise• Professional headshot
4. Q&A	Frequently asked questions (FAQ) or Q&A style discussion of critical issues.	<ul style="list-style-type: none">• Index of common questions• User-submitted questions

B. **PHILOSOPHY** *Why does MyEscapades.ca exist?*

Component	Function	Elements
1. Mission statement	A concise, one sentence summary of what MyEscapades.ca does and stands for.	<ul style="list-style-type: none">• One concise sentence summarizing key values and objectives
2. Core values	A list of the values that define and shape the MyEscapades.ca approach.	<ul style="list-style-type: none">• Point form list
3. Key benefits	Statements that summarize the key benefits MyEscapades.ca can bring to the travel booking experience.	<ul style="list-style-type: none">• Concise sentences, one per benefit• Relevant examples and metaphors
4. Descriptive copy	Long and short copy descriptions that detail aspects of the MyEscapades.ca site features, as needed.	<ul style="list-style-type: none">• Long and short copy

C. SERVICES *What does MyEscapades.ca do?*

Component	Function	Elements
1. Service overview	An overview of what makes MyEscapades.ca unique and valuable to customers.	<ul style="list-style-type: none"> • Key points • Descriptive copy
2. Customer relations	Ways for customers to interact and contact MyEscapades.ca, including live and online channels.	<ul style="list-style-type: none"> • Contact forms • Contact information • Live sales rep • Customer feedback
3. Booking	A detailed or step-by-step breakdown of the booking process.	<ul style="list-style-type: none"> • Breakdown by subsection • Charts + graphics + diagrams + photos
4. Agency referral	Referral service to local agencies	<ul style="list-style-type: none"> • Searchable database by location?
6. Testimonials	Feedback and praising from clients the MyEscapades.ca experience.	<ul style="list-style-type: none"> • Client testimonials for quote • Reviews or news press mention

D. RESOURCES *What does MyEscapades.ca offer?*

Component	Function	Elements
1. Updates	Dynamic blogs, newsfeeds, or featured content updated by MyEscapades.ca staff.	<ul style="list-style-type: none"> • Blog • Past post archive
2. Tour packages	Detailed and interactive breakdown of featured tour packages, including photography, itineraries, maps, and other relevant information.	<ul style="list-style-type: none"> • Descriptive copy • Key highlights • Itinerary • Included perks + features • Location photos • Accommodation photos • Map + illustrated route
3. Property profiles	Detailed and interactive breakdown of featured properties, including photography, itineraries, maps, and other relevant information.	<ul style="list-style-type: none"> • Descriptive copy • Key highlights • Included perks + features • Room and property photos • Map
4. Newsletter	Ability to sign-up to receive <i>Fridays with Firdosh</i> , an online archive of past newsletters.	<ul style="list-style-type: none"> • Mailing list signup • Newsletter archive

E. **CONTACT** *Where and how can MyEscapades.ca be reached?*

Component	Function	Elements
1. Contact information	General contact information (address, phone directory, etc)	<ul style="list-style-type: none"> Contact information Downloadable vCard
2. Email forms	Consolidated contact form for all key team members.	<ul style="list-style-type: none"> Email form
3. Booking inquiry	Customer worksheet for new inquiries and requesting info.	<ul style="list-style-type: none"> Worksheet + customer instructions
4. Subscription	Ways of keeping in touch - RSS feed, newsletter signup, site updates.	<ul style="list-style-type: none"> RSS syndication Mailing list

F. **PROMOTION** *How does MyEscapades.ca present itself?*

Component	Function	Elements
1. "Splash"	Self-promotional graphical summaries of what MyEscapades.ca does and offers.	<ul style="list-style-type: none"> Assets (animation, graphic, video)
2. Mailing list	Email campaigns to mailing list.	<ul style="list-style-type: none"> Newsletter / promo content

G. **COMMUNITY** *How does MyEscapades.ca connect its customers?*

Component	Function	Elements
1. User accounts	Customers membership management retains information and saved tours	<ul style="list-style-type: none"> Membership management tools
2. Peer review	Allows customers to voice their opinion and feedback as testimonials and reviews of MyEscapades properties and tours.	<ul style="list-style-type: none"> Dynamic community features such as comment posting, rating, voting, etc. Allow users to connect with each other to ask questions and receive recommendations

2.3 Site Components

The following is a summary of the components and their related elements.

Component	Function	Elements
1. Content Management System (CMS)	Allows dynamic editing of site components	<ul style="list-style-type: none">• Expression Engine (http://www.expressionengine.com)• Highly customizable• Feature list: http://expressionengine.com/overview/features/
2. Template design	A dynamic site is generated from “templates” that are designed to create the look & feel of the site.	<ul style="list-style-type: none">• Designed to spec look & feel.
3. Blog	“Blog” include any content that is posted at intervals and archived.	<ul style="list-style-type: none">• Content generated by staff.
4. RSS syndication	Keeps users informed of site updates.	<ul style="list-style-type: none">• Generated automatically by CMS.
5. Photos	Engages visitors with visual stimulation and relevant metaphors.	<ul style="list-style-type: none">• Supplier provided resources• Microstock is available for rights-free use for under \$10/image.
6. Video	Video integration streams content seamlessly, if applicable.	<ul style="list-style-type: none">• Various options and standardized formats available.
7. Audio	Audio integration streams content seamlessly, if applicable.	<ul style="list-style-type: none">• Various options and standardized formats available.
8. Smart search	Locate content quickly with intelligent and intuitive search tools.	<ul style="list-style-type: none">• Tagging• Auto-completion
9. Search engine marketing	SEO and site optimization for best search results and listing.	<ul style="list-style-type: none">• SEO techniques• Valid HTML/CSS
10. Navigation / UI	Intuitive and highly usable “user interface” (UI) with latest advances in server-side content management for quick and easy page loading.	<ul style="list-style-type: none">• AJAX support• Keyboard shortcuts• Tooltips
11. Community & membership	Persistent user accounts for saved searches and information.	<ul style="list-style-type: none">• User account management• Facebook connect + Open ID

3.0 Contact Information

3.1 Mailing Address

Please send all cheques, deliveries, and correspondence to:

Graham Huber
81 Norgrove Crescent
Toronto, Ontario M9P3C7
Tel 416.668.1463

3.2 Email & Website

graham@grahamhuber.com
<http://www.grahamhuber.com>

3.3 Questions?

If you have any questions or comments concerning this document, please contact Graham Huber.

Thank you!