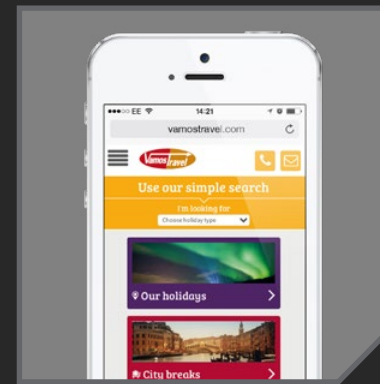
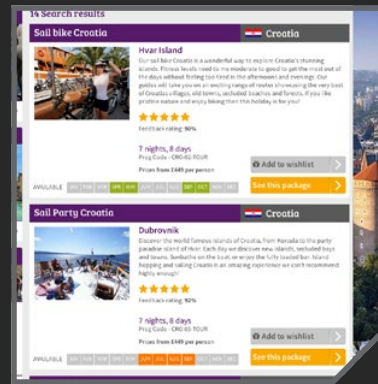
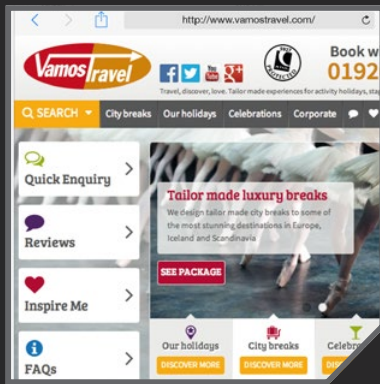


## LAB ANALYSIS



# VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES

Ad Aw Br Em Ic We

ENTER

## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



### THE BRIEF

Well established midlands based Vamos Travel have been chartering holidays and adventures to the far flung corners of Europe for ten years, specialising in adventure, corporate and stag / hen do's. Which sadly means they have to travel to sweltering Turkey and awe inspiring Iceland for market research. It's a hard life! Back to reality, and they needed to update their 6 year old website to cater for the modern market.

### THE CHALLENGE

To compete against the plethora of travel firms, their site needed to excel the customer journey, provide great search results, and incorporate lots of features such as a wishlist, package builder and content managed reviews system. In our research we found that almost no travel sites use a responsive framework - which we felt was critical to ensure a great customer journey regardless of the viewing device.

[SEE MORE WORK FOR VAMOS](#)[GET IN TOUCH](#)[BACK TO WEBSITE](#)

# VAMOS TRAVEL

## NEW WEBSITE AND SATELLITE SITES

### Homepage

#### Our Tours

WP 'Type' Taxonomy - Content from Taxonomy with Tours specific search options

#### Search Results

Search results of 'Holiday' post type for 'Our Tours' holidays

#### Holiday Details

Details of 'Holiday' post type - single-holiday.php

#### Short Breaks

WP 'Type' Taxonomy - Content from Taxonomy with Short Break specific search options

#### Search Results

Search results of 'Holiday' post type for 'Short Break' holidays

#### Holiday Details

Details of 'Holiday' post type - single-holiday.php

#### Activity Holidays

WP 'Type' Taxonomy - Content from Taxonomy with Activity Holidays specific search options

#### Search Results

Search results of 'Holiday' post type for 'Activity' holidays

#### Holiday Details

Details of 'Holiday' post type - single-holiday.php

#### Stag Weekends

WP 'Type' Taxonomy - Content from Taxonomy with Stag Weekends specific search options

#### Search Results

Search results of 'Holiday' post type for 'Stag Weekend' holidays

#### Holiday Details

Details of 'Holiday' post type - single-holiday.php

#### Reviews

WP 'Reviews' post type displayed on page or in archive

#### Blog

WP Blog Pages

#### FAQs

WP 'FAQ' post type displayed on page or in archive

#### About Us

## VAMOS TRAVEL BUSINESS REQUIREMENTS

The first stage was to map out the site and discuss the customer journey. We needed the process to be seamless and intuitive for the user whether on mobile or desktop and not jumping around the site too much. Simplicity with some subtle animation was just the ticket.

Working with their existing branding, we wireframed the sites throughout the responsive breakpoints.

### 2 GENERATE ENQUIRIES FOR HOLIDAYS

This is the primary business objective of the website, to generate enquiries for holidays. Content must be clear and compelling and CTA's must be carefully positioned to maximise effectiveness.

### 3 CAREFULLY DISSECT AUDIENCE EARLY SO THAT ACCESS TO UNSUITABLE CONTENT IS LIMITED

Holiday types range from Stag weekends to family orientated activity holidays. A major consideration is restricting the availability of Stag orientated content only to those visitors who have said that that is the type of holiday that they are looking for. This forces the 'holiday type' selection to top priority.

### 4 MAINTAIN OR IMPROVE CURRENT SEO PERFORMANCE

area with lots of big companies with large resource pools dominating the generic keywords. Vamos Travel has rightly concentrated on more niche keyword phrases with some

Following initial layout presentation and subsequent discussion we have designed the home page at all three break points.

Our main design considerations are:

Clarity of information

Use of imagery to sell the holidays

Flat, responsive design cues.

### 5 TO HAVE THE ABILITY TO EASILY UPDATE EVERY ASPECT OF THE WEBSITE

This requirement relates to the Content Management System which has been discussed at length. Ease of use, a logical structure and provision of complete control over every aspect of the website are important. WordPress has been identified as the CMS of choice. WordPress is renowned for its user friendly and according to some current research is currently used in one capacity or another by 40% of the world's websites. Adoption of such a widely used platform as the CMS for Vamos Travel guarantees the long term viability and ensures the company is not locked into any particular vendor for ongoing maintenance and support.

### 6 PROVIDE VISITORS WITH ENOUGH INFORMATIVE CONTENT ABOUT HOLIDAYS TO MAKE DECISIONS

A potential customer's decision about whether to enquire about a particular holiday is governed by the content provided. The more able visitors are to assess the suitability of a particular holiday to their requirements, the more likely they are to respond positively and enquire. Potential customers also place great value on what other people who have experienced the holiday have to say; comments and reviews are essential tools.

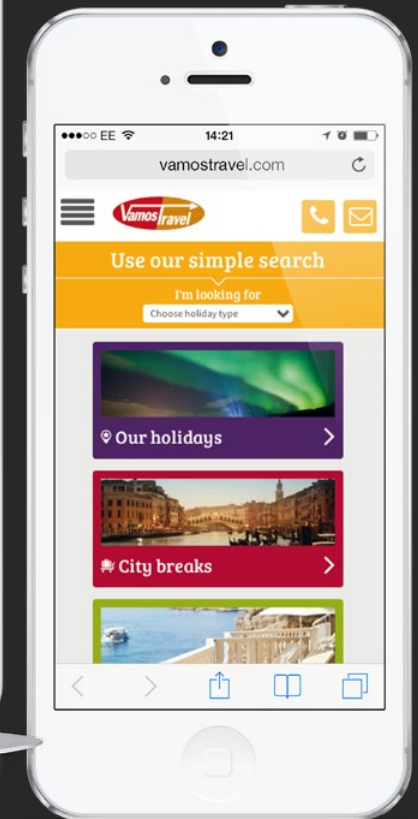
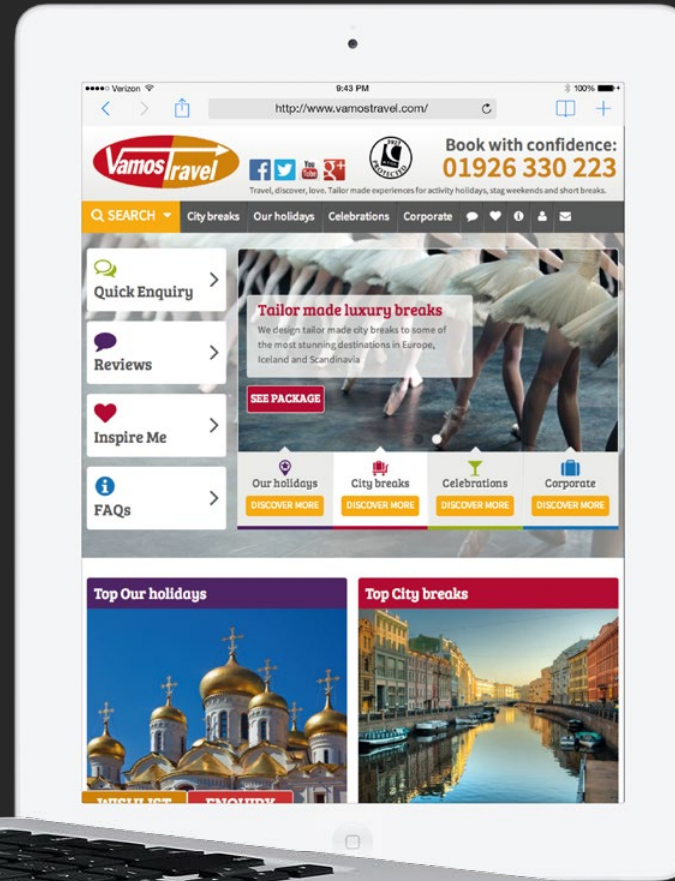
### 7 TO OFFER PROMOTIONS OR SPECIAL OFFERS IN PROMINENT LOCATIONS

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# VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



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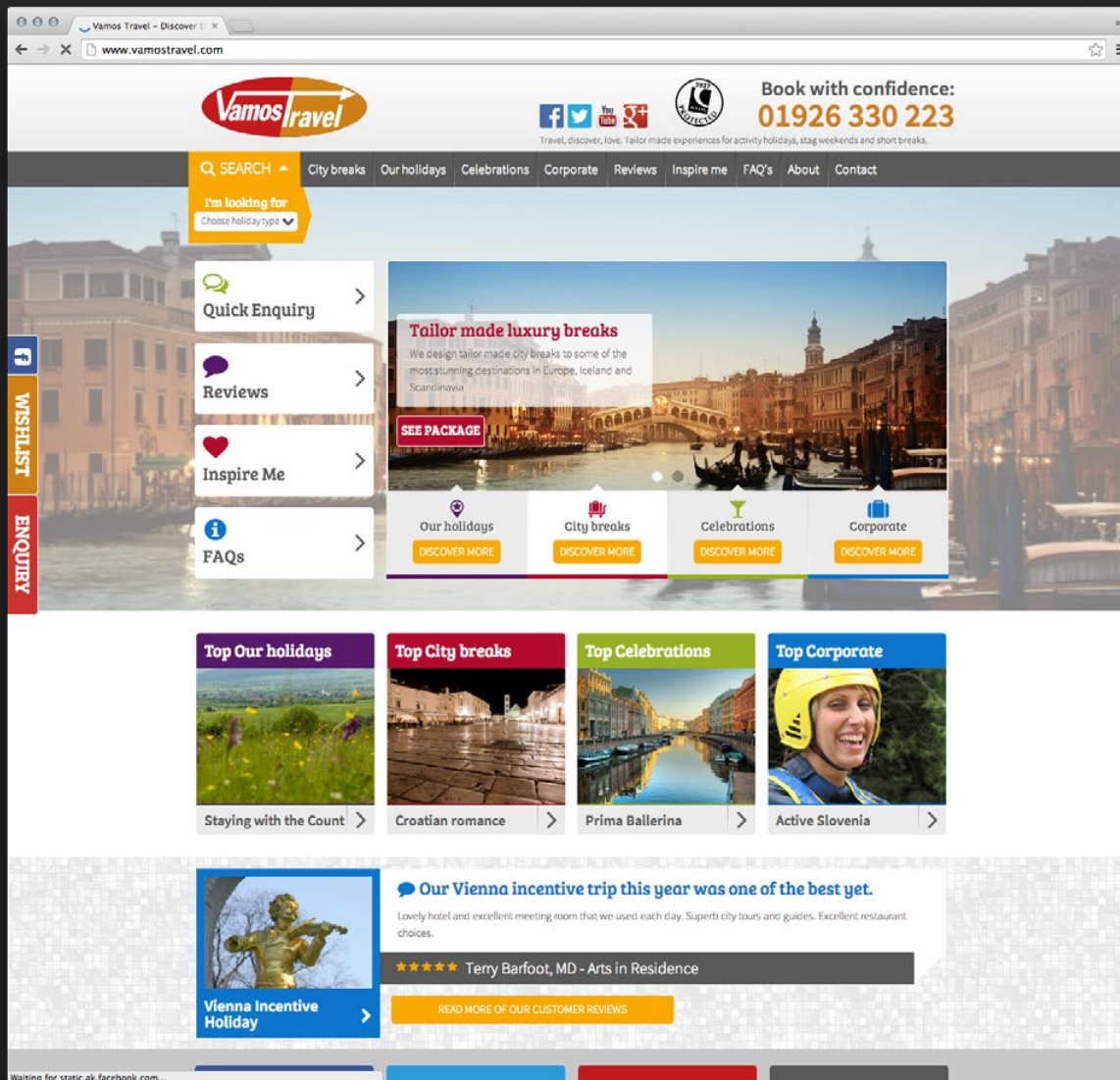
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# VAMOS TRAVEL

## NEW WEBSITE AND SATELLITE SITES



The main homepage imagery runs through a custom carousel, changing the background as it cycles through the tabs. This was a great way of keeping lots of content on the homepage, but not all at once - no one likes being bombarded with imagery but in this format we still had lots of choice.

Upsell boxes appear underneath, and the left hand bar prompt quick actions - the Inspire Me link in particular is popular with users who want something out of the ordinary suggested to them.

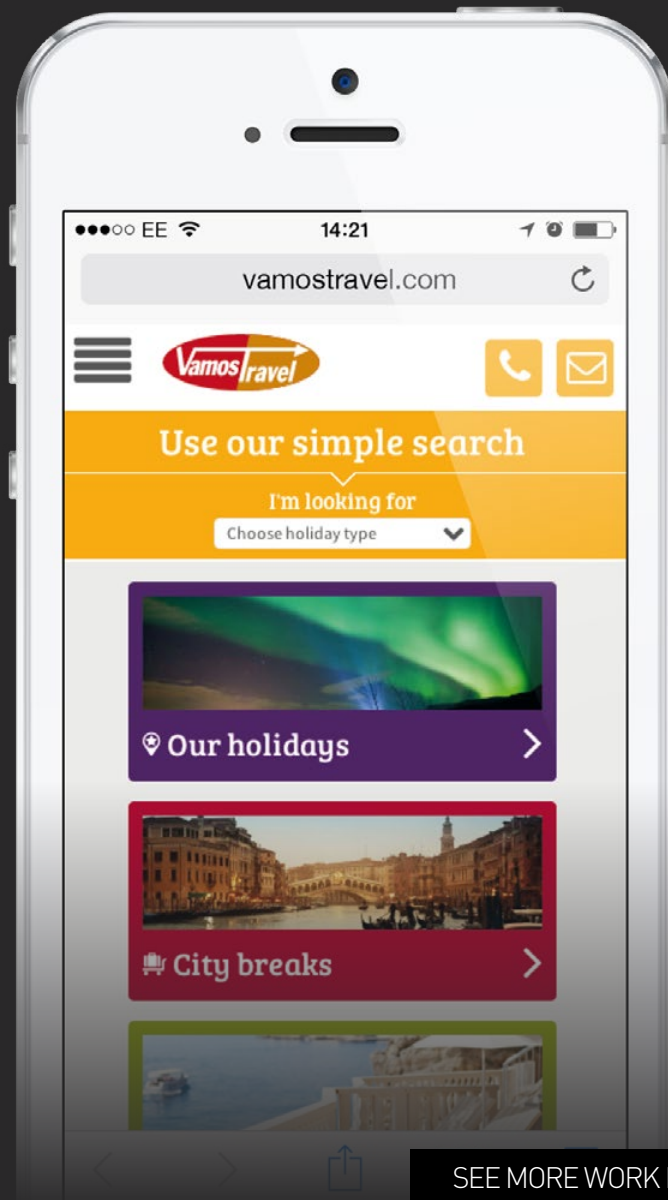
Customer reviews cycle through on a carousel underneath, each clicking through to the relevant package type.

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## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



From the initial design phase we developed the mobile responsive framework to simplify the process for the user, diving straight to the property search. The yellow search fields open up as each dropdown is selected, narrowing the search for accurate results.

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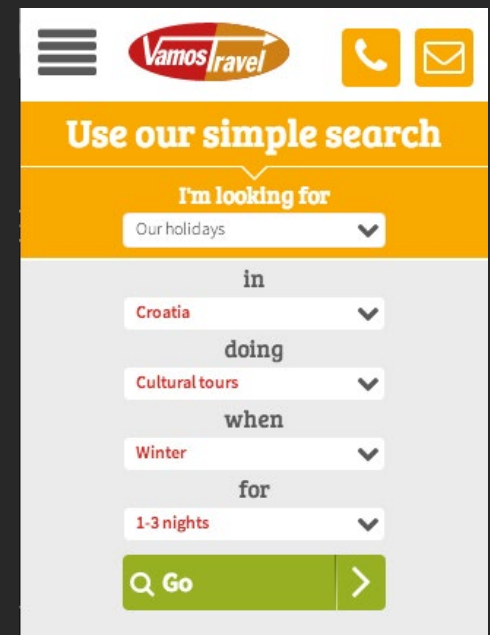
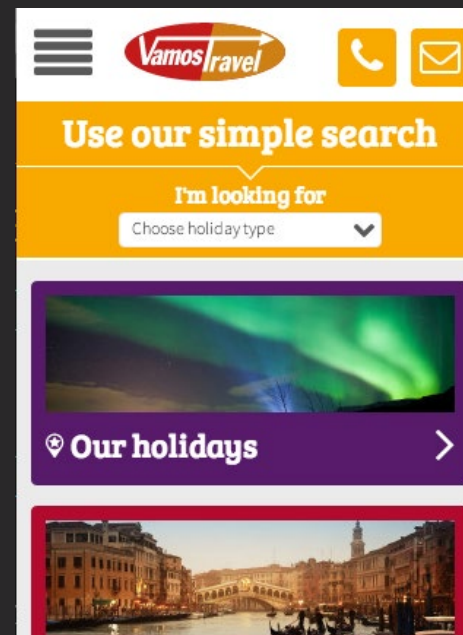
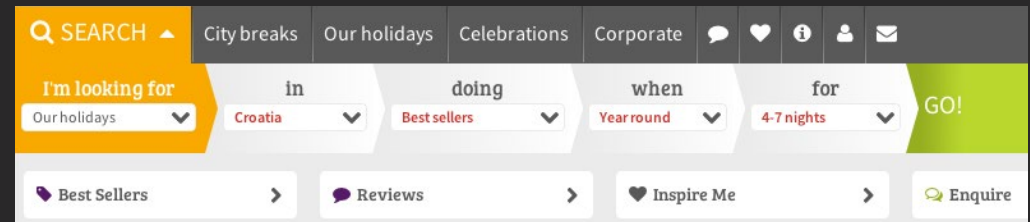
BACK TO WEBSITE

## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES

Typically search engines on holiday websites that allow visitors to select options will often fail because they try to match every option a visitor chooses resulting in the dreaded 'zero matches'. We addressed this common problem by developing our own search engine algorithm which solved the problem in two crucial ways.

Firstly we never show a search option which isn't actually available in a holiday package. Secondly, we developed a unique scoring system so that holidays are ranked from the closest match downwards, so even if only one option is matched, we still include it in our search results – it just appears lower than packages that match more options.

The end result is a much more useful and visitor friendly search facility.



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## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



OUR HOLIDAYS



STAG



SHORT BREAKS



ADVENTURE



WINTER



SUMMER



INSPIRE ME



FAVOURITE



REVIEWS



CORPORATE



CELEBRATIONS



QUICK ENQUIRY



FAQs



WISHLIST



CONTACT US



FAMILY



ADULT



SOLO



SINGLE PARENT



TEENAGER

To aid the user and de-clutter the pages, we developed a series of icons to become synonymous with holiday types, and menu items. This meant we could have an icon key in place of long text – great when space is tight, especially on the mobile layout.

We made sure they were legible even at very small sizes, and to ensure they remained crisp on retina screens and able to scale smoothly, we created these as a custom font.

In fact every part of the site apart from the images is built in CSS3 or as a scalable vector graphic / font. No more pixelated images when zooming in!

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# VAMOS TRAVEL

## NEW WEBSITE AND SATELLITE SITES

The screenshot displays the Vamos Travel website interface. At the top, the logo and navigation menu are visible. The search bar shows a query for "Croatia" with filters for "Best sellers", "Year round", and "4-7 nights". Below the search bar, there are buttons for "Best Sellers", "Reviews", "Inspire Me", and "Enquire". The search results section shows 14 results, with the first two highlighted: "Sail bike Croatia" and "Sail Party Croatia".

**Sail bike Croatia**

**Hvar Island**

Our sail bike Croatia is a wonderful way to explore Croatia's stunning islands. Fitness levels need to be moderate to good to get the most out of the days without feeling too tired in the afternoons and evenings. Our guides will take you on an exciting range of routes showcasing the very best of Croatia's villages, old towns, secluded beaches and forests. If you like pristine nature and enjoy hiking then this holiday is for you!

★★★★★  
Feedback rating: 90%

7 nights, 8 days  
Prog Code - CRO-02-TOUR  
Prices from £449 per person

AVAILABLE JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

**Sail Party Croatia**

**Dubrovnik**

Discover the world famous Islands of Croatia, from Korcula to the party paradise island of Hvar. Each day we discover new islands, secluded bays and towns. Sunbathe on the boat, or enjoy the fully loaded bar. Island hopping and sailing Croatia is an amazing experience we can't recommend highly enough!

★★★★★  
Feedback rating: 92%

7 nights, 8 days  
Prog Code - CRO-03-TOUR

**WISHLIST** **ENQUIRY**

The search results show a snapshot of each holiday, with scrolling thumbnail imagery, a short description along with a star rating auto generated by customer reviews, as well as a smart calendar indicator showing whether the holiday is all year round, just summer or selected months.

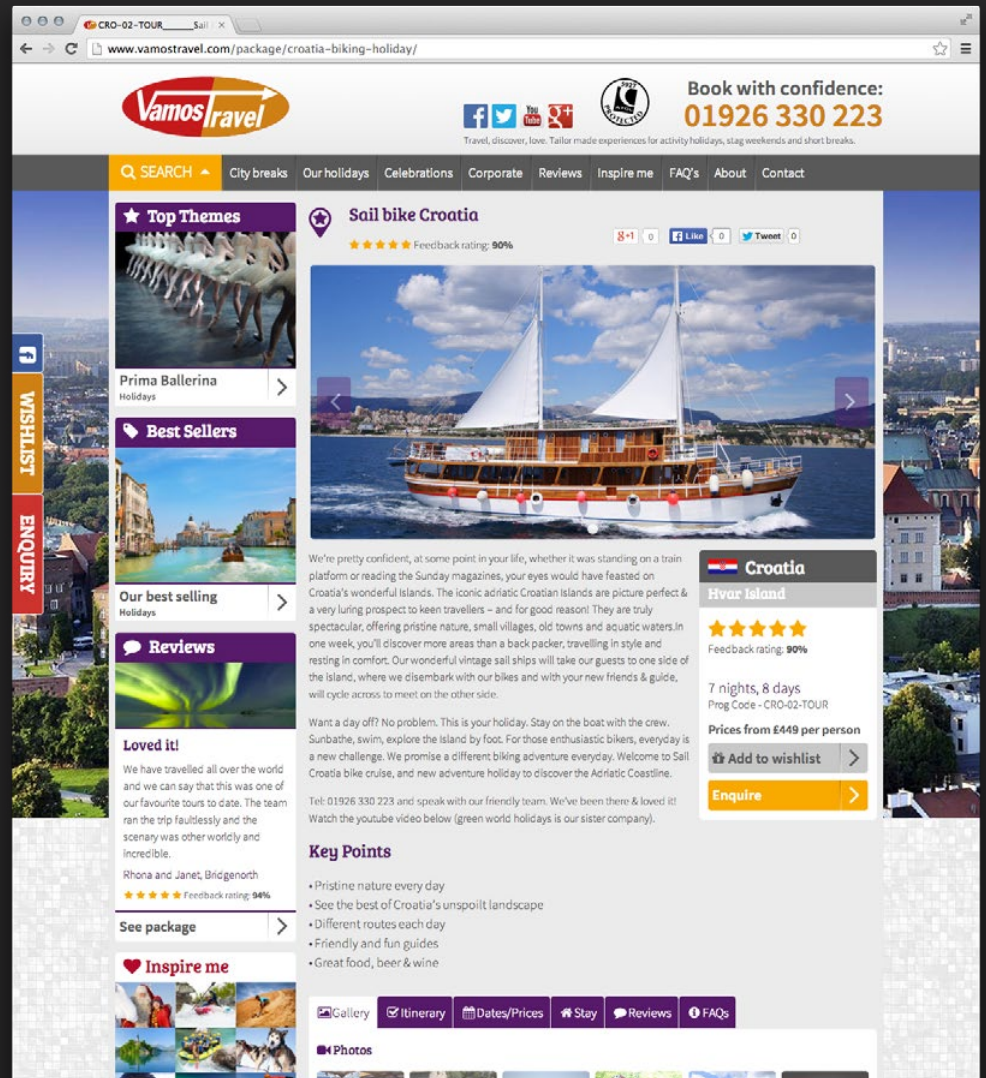
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# VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES

Once the user has clicked through to the packages, a large image carousel greets the user, with a full description and key points. Prompts in the sidebar draw in related and popular results.



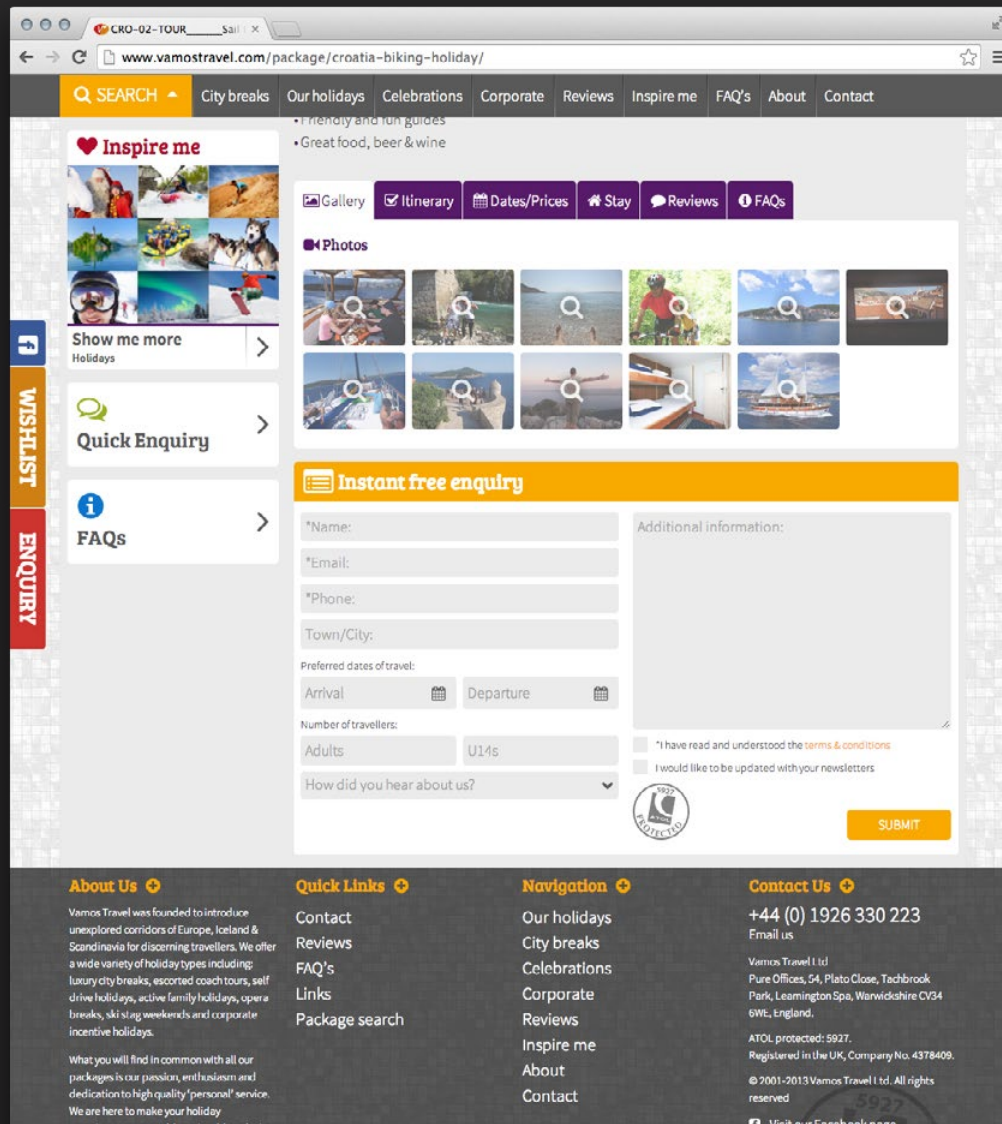
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# VAMOS TRAVEL

## NEW WEBSITE AND SATELLITE SITES



A tabbed area beneath the summary allows a great deal of information to be contained on the page, without becoming a visual overload. Gallery, Itinerary, Accommodation info, Reviews and FAQs are all available within the page to save dragging the customer around the site.

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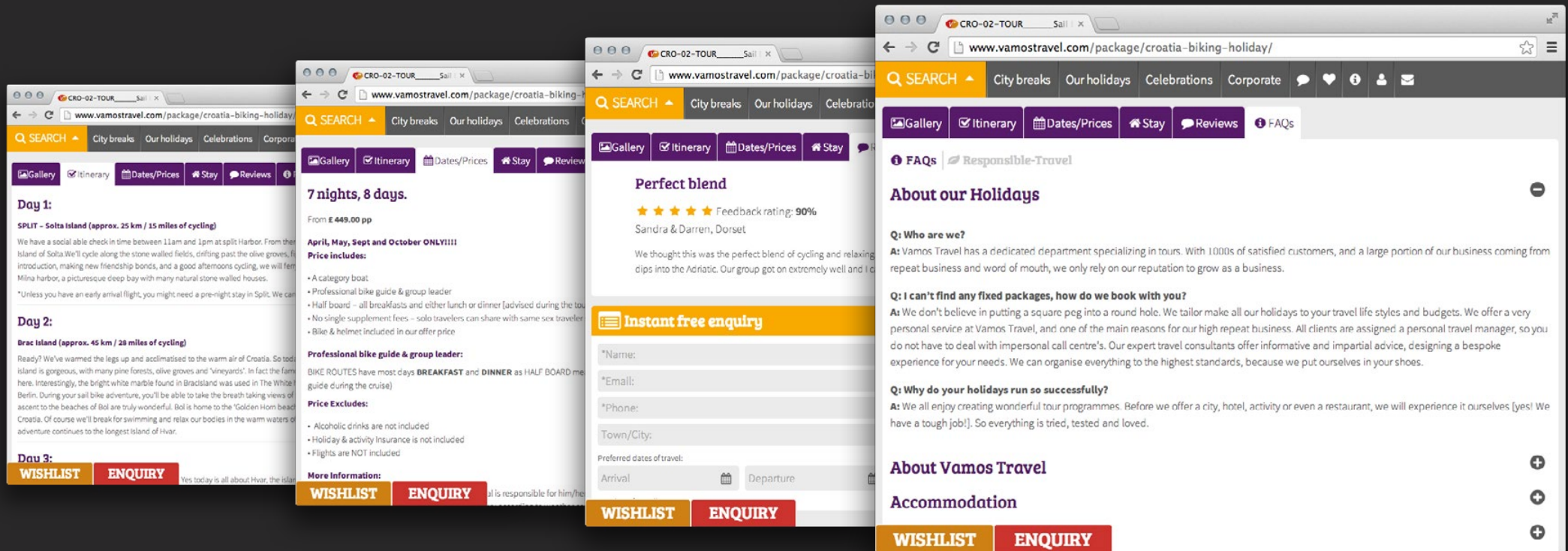
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# VAMOS TRAVEL

## NEW WEBSITE AND SATELLITE SITES



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## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES

The simple enquiry form generates the package details with the customer's info, so the Vamos team can finish the booking details with the customer.

Vamos pride themselves in their customer service, and as such wanted control over the booking rather than handling any transactions online. This also means they can offer up to date deals and tailor the package in great detail to suit their customer.

The screenshot displays a web browser window with the URL [www.vamotravel.com/package/croatia-biking-holiday/](http://www.vamotravel.com/package/croatia-biking-holiday/). The page features a navigation bar with links: City breaks, Our holidays, Celebrations, Corporate, and a search icon. Below the navigation bar is a prominent orange banner that reads "Instant free enquiry". The enquiry form includes fields for \*Name, \*Email, \*Phone, and Town/City. It also has a section for "Preferred dates of travel" with "Arrival" and "Departure" date pickers, and a "Number of travellers" section with "Adults" and "U14s" options. A dropdown menu asks "How did you hear about us?". To the right of the form is a large text area for "Additional information:". Below the form, there are two checkboxes: "I have read and understood the terms & conditions" and "I would like to be updated with your newsletters". A "SUBMIT" button is located at the bottom right of the form. The footer of the page is divided into four columns: "About Us" (describing the company's mission and services), "Quick Links" (Contact, Reviews, FAQ's, Links, Package search), "Navigation" (Our holidays, City breaks, Celebrations, Corporate, Reviews, Inspire me, About, Contact), and "Contact Us" (phone number +44 (0) 1926 330 223, email address, company address, ATOL protection number, and copyright notice). At the bottom of the footer, there are links for "WISHLIST" and "ENQUIRY".

CRO-02-TOUR\_Sall x

www.vamotravel.com/package/croatia-biking-holiday/

Q SEARCH City breaks Our holidays Celebrations Corporate

**Instant free enquiry**

\*Name:

\*Email:

\*Phone:

Town/City:

Preferred dates of travel:

Arrival  Departure

Number of travellers:


Adults  U14s


How did you hear about us?

Additional information:

☐ I have read and understood the [terms & conditions](#)


☐ I would like to be updated with your newsletters

 **SUBMIT**


**About Us** 

Vamos Travel was founded to introduce unexplored corridors of Europe, Iceland & Scandinavia for discerning travellers. We offer a wide variety of holiday types including: luxury city breaks, escorted coach tours, self drive holidays, active family holidays, opera breaks, ski stag weekends and corporate incentive holidays.


What you will find in common with all our packages is our passion, enthusiasm and dedication to kindness.

**Quick Links** 

Contact  
Reviews  
FAQ's  
Links  
Package search

**Navigation** 

Our holidays  
City breaks  
Celebrations  
Corporate  
Reviews  
Inspire me  
About  
Contact


**Contact Us** 

+44 (0) 1926 330 223  
Email us

Vamos Travel Ltd  
Pure Offices, 54, Plato Close, Tachbrook Park, Leamington Spa, Warwickshire CV34 6WE, England.

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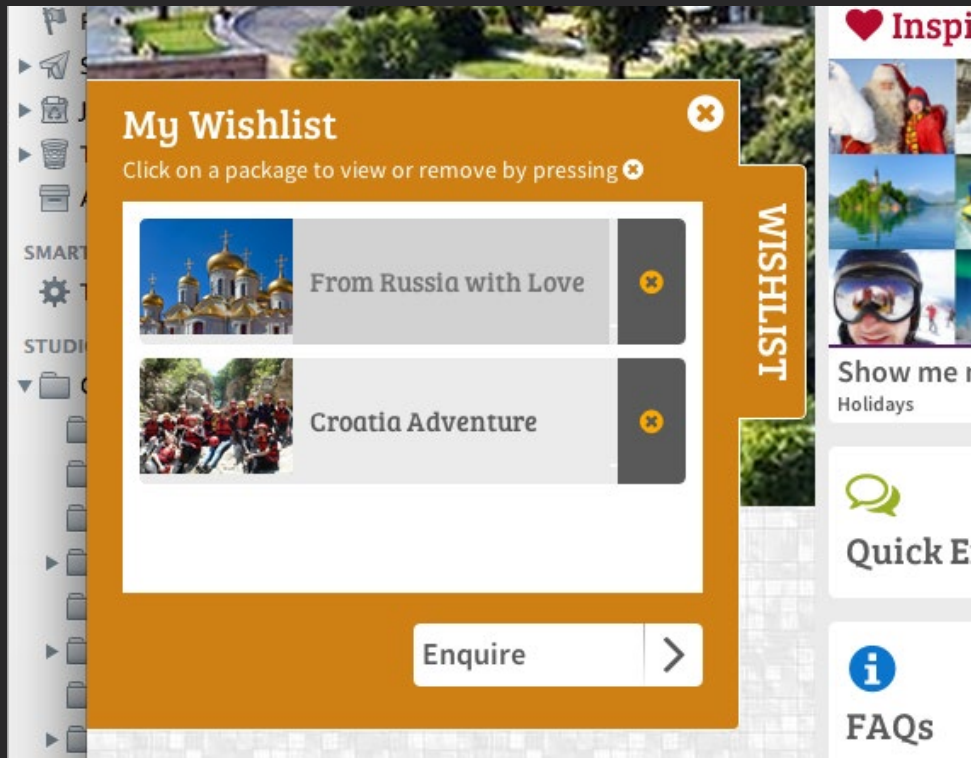
**WISHLIST** **ENQUIRY**

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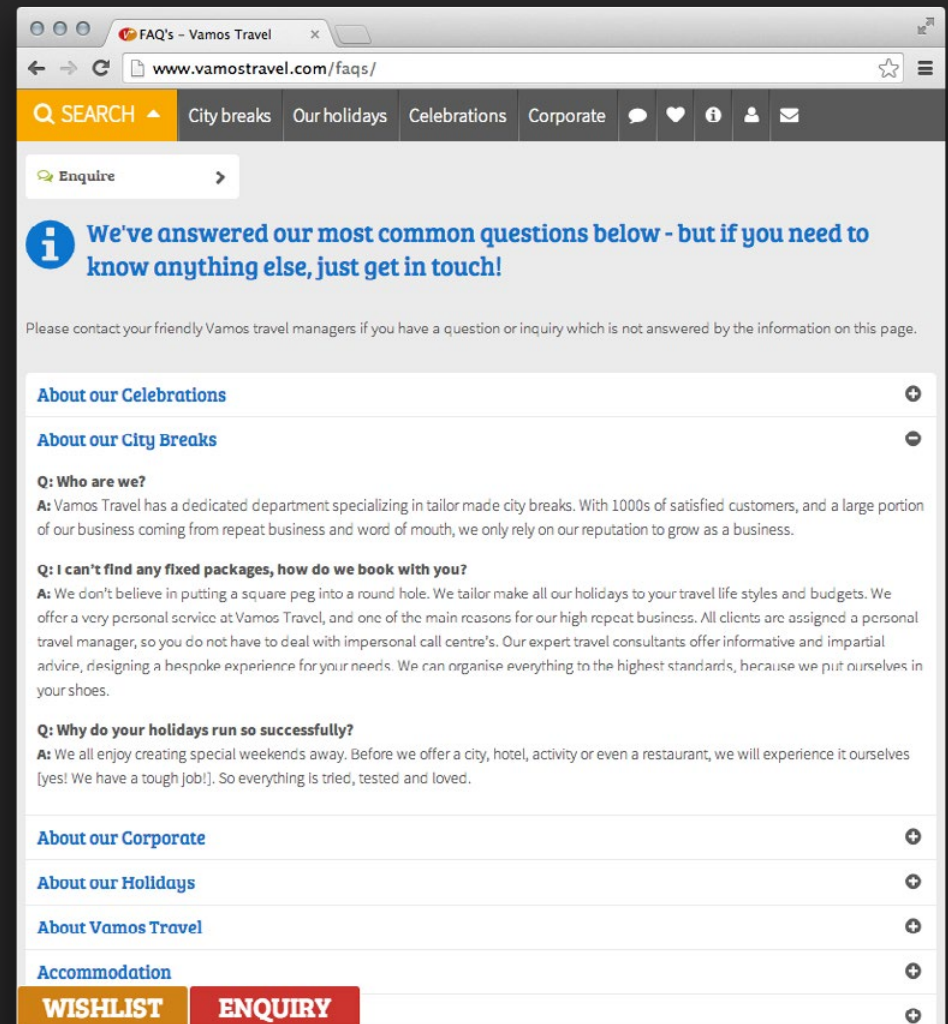
## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



Extra features such as the wishlist were built in allowing the user to add items to a wishlist on a session basis, without needing to sign in or register to the site until ready to proceed with an enquiry. The package is added to the wishlist tab which slides out, ready to add, remove or proceed with booking from one widget.

# VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES

A comprehensive FAQs page shows a great deal of information in a simple accordion menu, making it easy to find the answer without scrolling through tons of text.

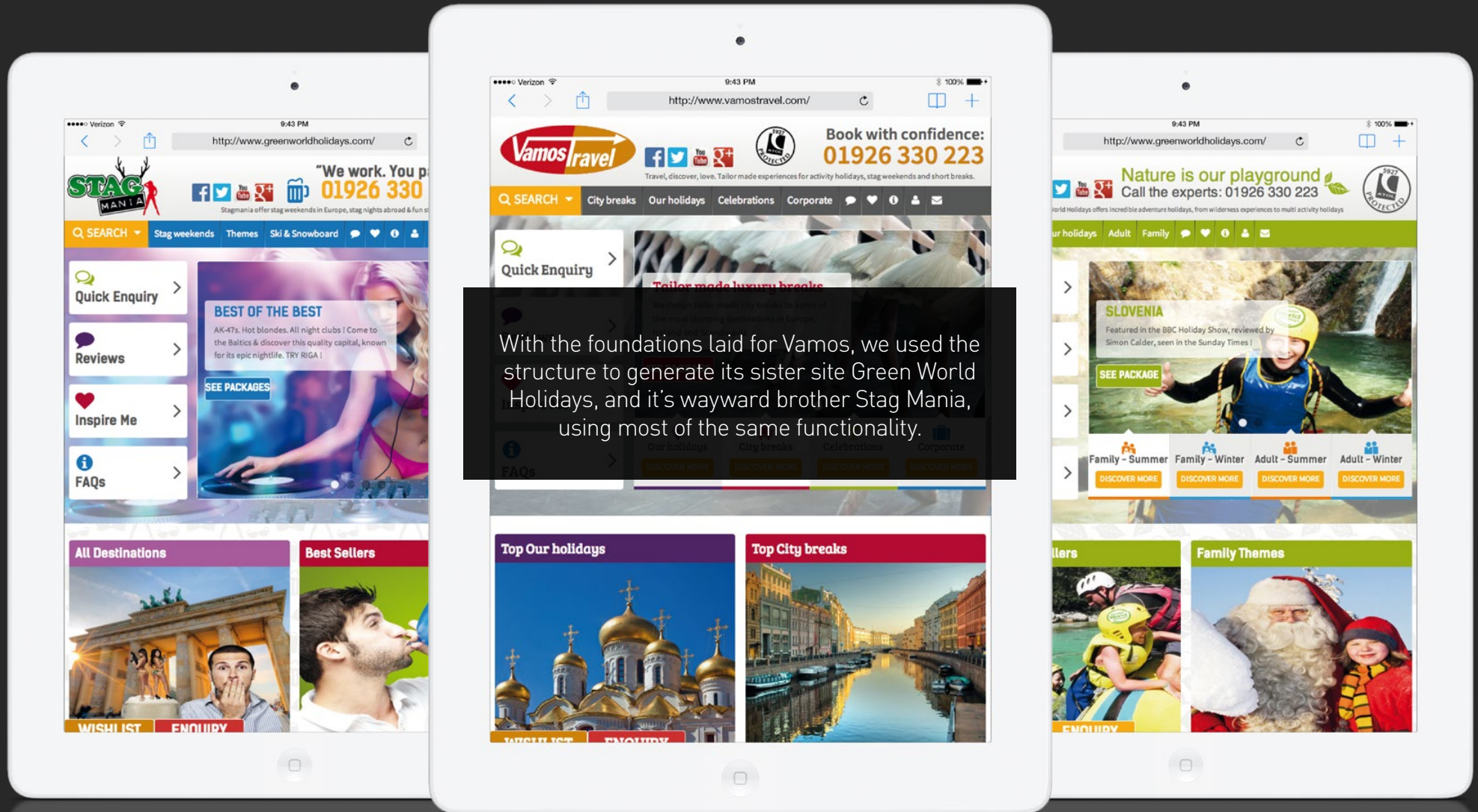


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# VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



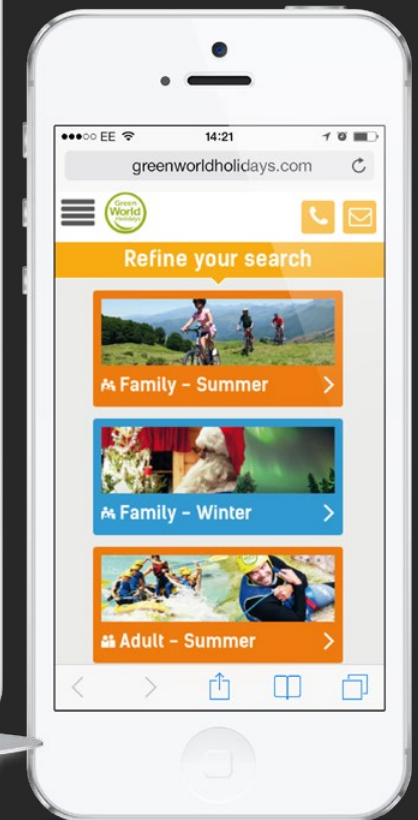
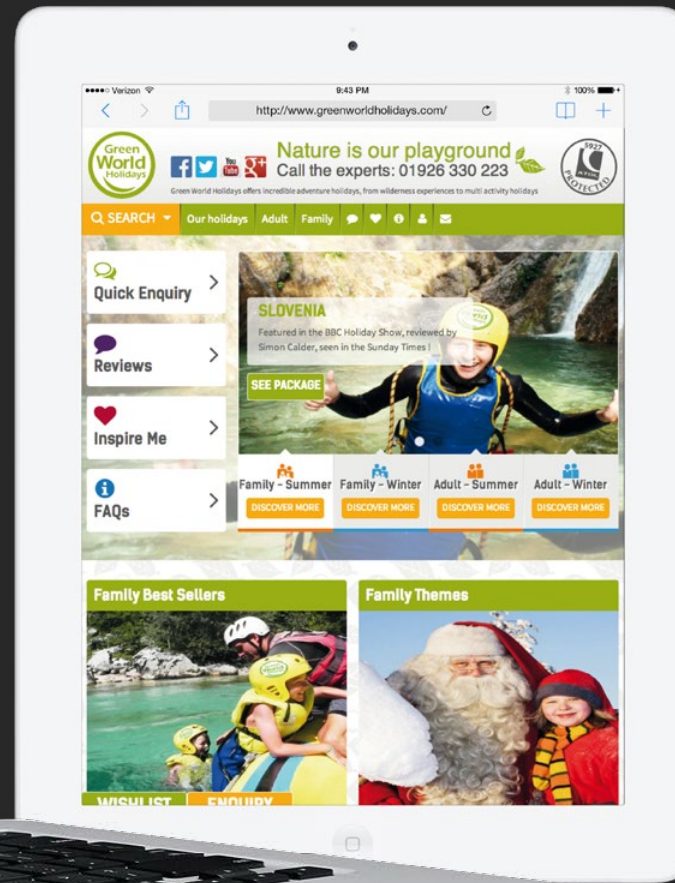
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# VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES

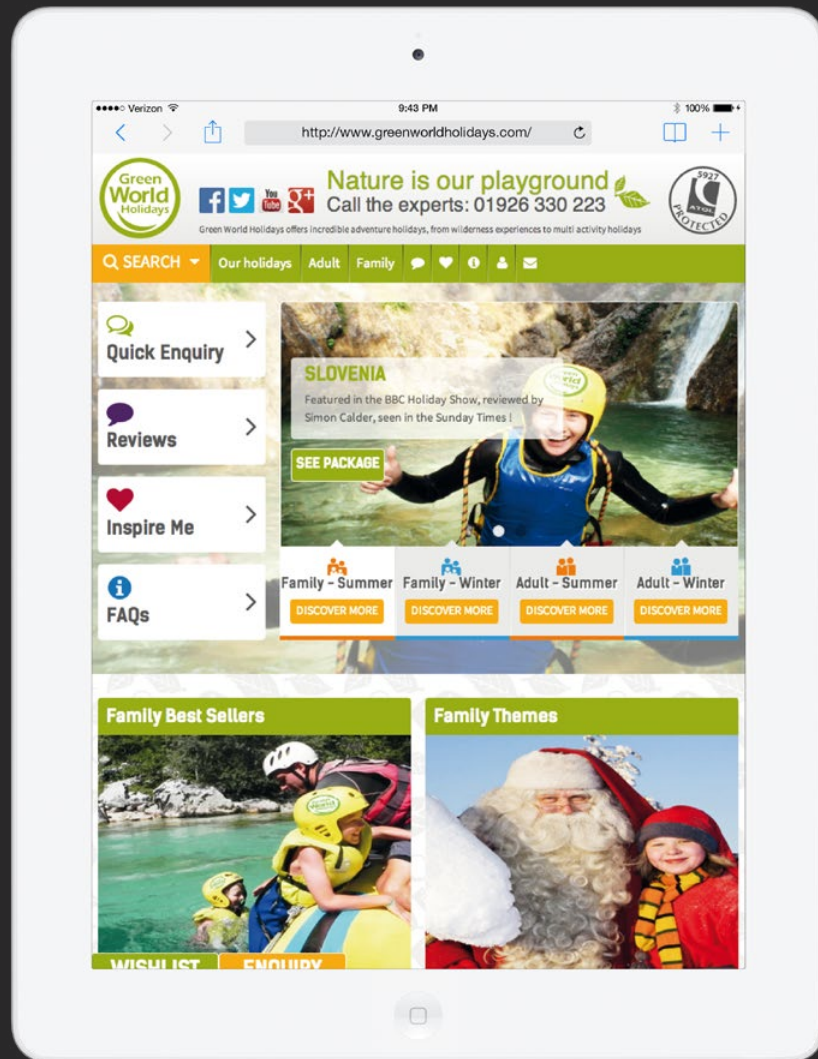


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## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



Green World Holidays is a sister site to Vamos Travel, focusing on the thrill seeking adventurers who want more than sun, sea and sand. From kayaking in Turkey to igloos and seeing the Northern Lights, Green World Holidays offer a range of packages to break away from the traditional package holidays, categorised by Family, Adult, Summer, Winter and all year round.

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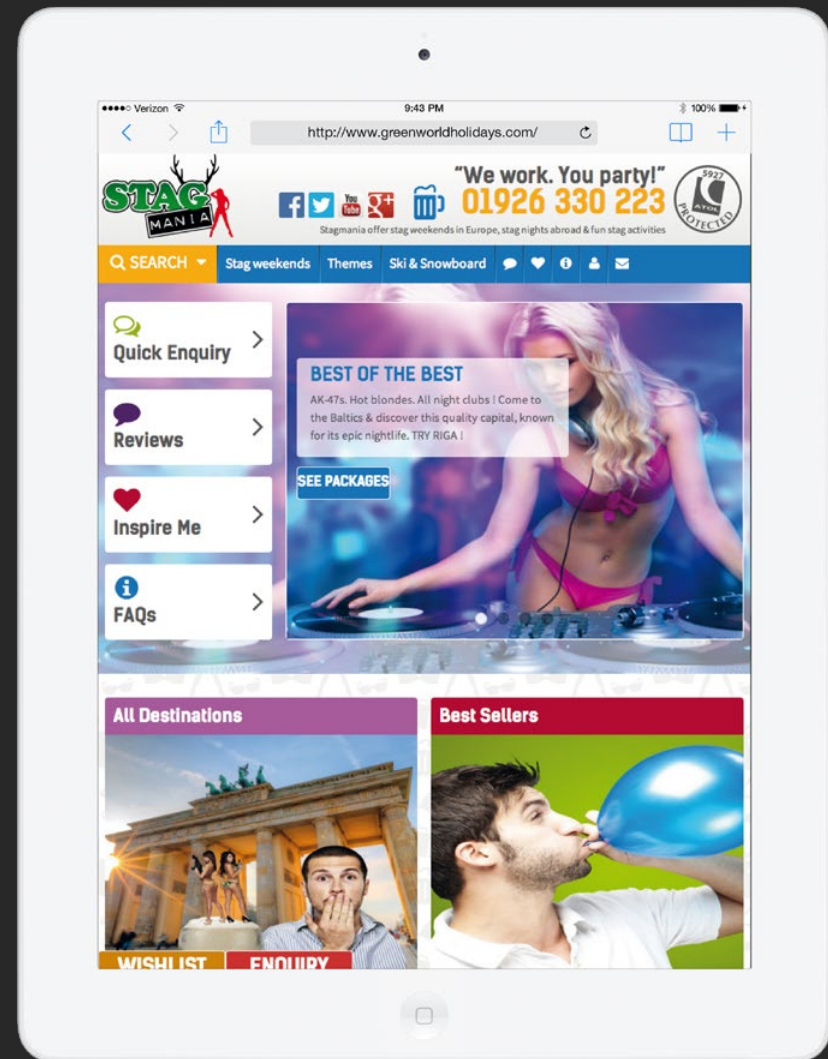
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## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



Stag Mania (women and children - avert thine eyes!) - awash with the crazy things you'd expect to see on a stag weekend, is loaded with lager, ladies and lunatics. As with Green World Holidays, it's built on the same foundation as Vamos Travel with a comprehensive search function and all the bells and whistles of its parent site.



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## VAMOS TRAVEL NEW WEBSITE AND SATELLITE SITES



Stag Mania also utilises a package builder so the user could build their 'dream' stag weekend (though we think the best men orchestrate closer to a nightmare for their stag...).

A multi-stage step by step 'shopping cart' displays the available options for each package, animating them into the enquiry form. A handy thumbnail appears when hovering over each selection to fill the user with glee (or horror) when making their choices.


The screenshot shows the website [www.stagmania.com/stag-weekends/riga-stags-best-of-the-best/](http://www.stagmania.com/stag-weekends/riga-stags-best-of-the-best/). The interface includes a search bar, navigation tabs (Start, Transfers, Stay, Activities, Nightlife, Gallery, Reviews, FAQs), and a grid of activity options like BBQ, Beach Day, Beer Bike, Bobsleigh, Brewery Tour, Clay Pigeon, Football 5-a-side, Go-karting, Golfing, Kayaking, Off Roading, Paintballing, Quad Biking, River Cruise, Shooting Guns, Ski / Snowboard, Zorbing, Jet ski, High ropes, Pool day, and Laser Quest. A section titled 'Instant free enquiry' shows a 'You have chosen...' summary with selected options: Transfers required, Luxury styling, Beer Bike, and Quad Biking. Below this is a form with fields for Name, Email, Phone, Town/City, Preferred dates of travel (Arrival and Departure), Number of travellers (Adults), and How did you hear about us?. There is also a checkbox for 'I have read and understood the terms & conditions' and a checkbox for 'I would like to be updated with your newsletters'. A 'SUBMIT' button is at the bottom right. A thumbnail image of a man with his hands on his face is visible on the right side of the enquiry section. At the bottom, there is a section for 'Going deep' with a link to 'Ljubljana' and a 'WISHLIST' button.

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Chemical Code opened our eyes to responsive web technology — they have been a pleasure to work with and have acted as business consultants as well as designers at times. We can certainly recommend working with the CC team!



**BRETT SMITH**  
DIRECTOR  
VAMOST TRAVEL



Digital | Print | Brand | Applied Design Science



© 2012 CHEMICAL CODE LTD. COPYRIGHT EXISTS  
ON ALL PRESENTED IDEAS. THIS APPLIES TO  
ALL CREATIVE CONCEPTS, ARTWORK, STYLES  
INCLUDING THE 'DRAWING OF INSPIRATION' FROM  
SUCH CREATED CONCEPTS, ARTWORK AND STYLES.

BACK TO START