



# Website Design Brief for mysource.com

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## Introducing mysource.com

mysource is the first Global Business Travel Website that provides the most comprehensive destination information tailored to suit the business traveller.

It is a 'one click solution' that offers direct access to all aspects of business travel, including general information on the city, accommodation and transportation options, economic and financial statistics, key business and services contacts, as well as leisure activities, entertainment suggestions, and listings for any personal needs.

Much more than a travel website, mysource.com eliminates the need to buy multiple travel books or visit scores of websites. Most importantly, it is the only website that will cover such an extensive range of destinations around the world, while also featuring cities where information is really scarce. The user-friendly and consistent format for all destinations will allow the business traveller to easily navigate through more than 100 information pages on any destination.

mysource will be simple to navigate, intuitive, unique in design, dynamic, and content rich providing a supreme user experience during navigation of the website.

The website will initially be English and is set to expand to more languages in the future. Hence, it will be built with the multi-lingual functionality in mind.

## Objective

To distinctly position mysource in the market as standing apart as the only dedicated travel source online service for professionals.

Mysource objectives for the City guides are:

- Deliver the best **business** travel information website
- Help facilitate a great business travel experience
- Provide relevant, timely and accurate information
- Establish a channel for revenue generation through advertising, newsletters and other commercial offerings.

## Target Market

mysource is a consumer focused website, offering a wide-range of easy-to-use and interactive platforms, for informative and commercial purposes, while also providing attractive and innovative advertising real-estate for potential business partners. The target audience can be segmented as follows:

### Primary Target: *Professionals travelling on Business*

They require up-to-date reliable information prior and during their travel, as well as facilitation to take action. They need an online Personal Assistant.

The personal characteristics of the primary target group are: busy life, tailored solutions, reliable sources, trusting, caring, and spoiled.

The website will have a membership option (for a small annual fee) which will provide customized information for their demographic and preferences. Sub target groups will include:

1. Business Men <40 years
2. Business Men > 40 years
3. Business Women < 40 years
4. Business Women > 40 years
5. Business People with reduced mobility

### Demographic & Travelling Profile of Business Travellers

- 92% of them use the internet as a source of info
- 54% are males, 38 years old
- 80% holds a college/university degree
- 68% is travelling mainly for leisure and annually 6 times per year
- 52% reserve their ticket through the internet
- 66% is travel internationally

### Secondary Targets:

#### *Executive PA's*

Executive personal assistants who need to plan their manager's travel and provide support information for their trip.

#### *Professionals travelling for Leisure and Partners*

They have most probably used the website for their business travel, but consider it also useful for their leisure travel. The generic website, will include enough information to cover most of the leisure needs, as well as the requirements of their partners.

### Direct Business-to-Business [B2B] Targets

The direct [B2B] targeted audience includes corporations that would like to use a white label solution for their staff, by using all available destinations or a selected number depending on their global network.

### Business-to-Business [B2B] Targets

The [B2B] targeted audience is an indirect audience, for which mysource promotes its services, and a key revenue stream. The B2B audience consists mainly of a diverse range of professional organisations targeting the business traveller (airlines, hotels, travel agencies, tourism authorities, entertainment companies, services, etc.) mysource will be targeting these organisations to advertise on the site.

## Desired Response from Target Groups

The desired response from the consumer targets is:

- Recurrent use of website
- Share content/experience with friends and social networking sites
- Interact on the website's Blog
- Register for newsletters and offers
- Subscribe to Membership
- Be exposed to commercial advertisements on the website
- Provide feedback (in the future) for services
- Use (in the future) online services to purchase products and services

## Competition

Mysource's competition is varied as comprises travel books, magazines and various websites. Examples and their logos are below:

**Business Traveller magazine**




**Concierge**



**Expedia**



**iExplore**



**Fodor's Printed books**



**Lonely Planet guide books**



**Trip Advisor**



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h involved the study of 111 international websites, and their associated mobile applications supports mysource's market opportunity.

The competitors were grouped into four sectors; Local City Guides (20), On-Line Booking Sites (35), International Travel Sites (33), and Hotel Corporate Websites (23) in accordance with their positioning.

## Brand Overview

### Vision

To be 'the trusted source' and travel companion for professionals

### Purpose

Connecting business people across cultures – facilitating global business

### Consumer Insight

In my busy life I want my travel preparations to be smooth and I want to feel confident that I am well prepared with reliable intelligence on each city to make my business trip successful and enjoyable.

### Brand Personality

Intuitive, smart, expressive, loves life, engaging and thoughtful.

### Brand Values

Trust – you can always rely that our information is up-to-date

Care – we care about your travel plans and want you to have the best possible business trip

Discovery – always exploring and providing new information

Connection – helping to break down and smooth cross cultural challenges

### Brand Benefits

One-stop shop

Save time & effort

Easy to access & use

Comprehensive & reliable

### Brand Tone

Confident, welcoming, organised, insightful, smart and fresh.

### Brand Proposition

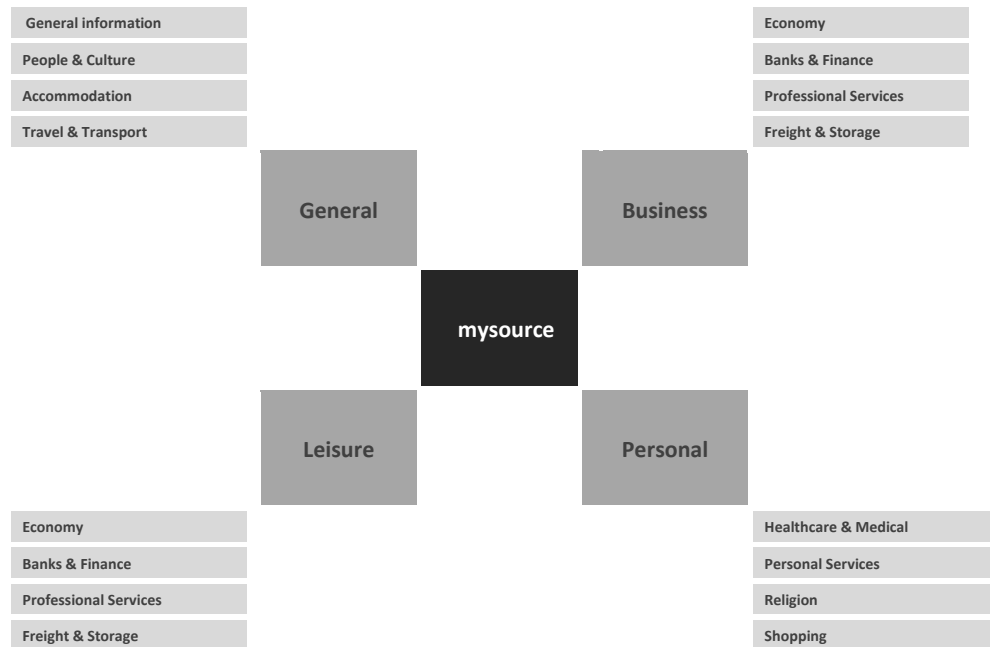
Simplify your business travel preparation and maximise your experience when visiting international cities with mysource as your travel companion.

### Brand Essence

**Trusted source**

## Overview of the Site

The website is divided into four main sections: General, Commerce, Leisure and Personal, each with four subsections as shown in the following chart. Attached separately to this document are six screen shot examples of our raw beta site to provide details of content.



## Key Elements of Website Strategy

- To design a user centric website for business travellers
- To ease the users' education on the website content by using the appropriate color coding and designing designated areas for specific content categories
- To develop clear and distinct content sections
- To provide clear navigation paths as per the target groups' needs
- To provide useful content that anticipates users' needs, following the rule: "you have a question, mysource.com has the answer"
- To cross link/sell content in order to extend the site-"surfing" time
- To provide throughout the site "Smart Space" beyond banners for advertising and sponsorship use

## LOOK & FEEL

### Scope

The design of the site should reflect mysource's corporate and user centric philosophy with the following elements:

- a. mysource corporate image and branding
- b. the promotion of each city destination
- c. mysource being the starting point of travel, while also a partner during travel
- d. the subtle but powerful presence of advertising and sponsorship

All the above must derive from the design outline and elements that are going to be used.

### Design Guidelines

The desired outcome should be:

**Innovative and elegant design, minimalism, simplicity that permits the offering of the required information to be delivered in line with the values of Trust, Care, Discovery & Connection.**

In addition:

1. The usability, navigation and the informative character of the corporate web site should not be compromised by the design.
2. The over-segmented pages and over-crowded content per page should be avoided.
3. The design should not only guide the user in an inviting way to the information required but also to intrigue them for further navigation.
4. Advertising space should be anticipated in line with the design character and IAB standard ad sizes.
5. The use of photos / videos should also encouraged.

### Key Elements

#### a. Branding/Logos

Throughout the website branding should be present as a "guarantee seal" for the content accuracy. Corporate logo should be placed on every page while branding should also characterise any content element and/or tool. Appendix contains the current brand guidelines. Should additional sub-logos be required for specific sections, these should be proposed.

#### b. Fonts

Provided your experience on the website design you are requested to propose alternative font types and sizes always taken into consideration the inviting and user friendly character that the new website should aspire to. The font type that will be proposed must be user friendly in English typography, but also could support other languages in the future.

Given the fact that the majority of the text in the website contains information and listing, the fonts and text layout should not strain and fatigue the reader.

**c. SEO**

The design should be friendly towards the search engines.

**d. Colours**

Colour is considered as an integral part of the brand identity. Mysource.com corporate colours are orange and grey as per the Appendix 1.

Different tonalities of the brand colours, or colours in general, could be proposed and applied, guided always by the above described scope of Look & Feel.

**e. Section Headings**

As presented above, the site's section headings (refer Overview of the Site.) The principle is to label the content following users' needs and mindset. However, the label space should be flexible for changes. The labels should facilitate the user to understand the content they host. This is important and should be applied especially to informative content.

Another function that Headings should perform is that of promoting the website's content, especially when this kind of content will make the user spend more time in the website. This category of Headings should be approached in a more creative and attractive way as to intrigue users to check the content hosted.

**f. Icons**

Icons are considered necessary in order to provide the user extra help to guide them to reach the information they need quick n' easy. Icons not only contribute actively to the creation of an attractive look & feel but, most importantly, facilitate navigation and speed up the users' familiarisation with the website too.

Therefore their design should be eye-catching, comprehensive and dynamic, in accordance to the new site's colour coding and following the latest trends as these were defined by the look & feel of smart phones.

## Key Sections

**To provide more information beyond this brief – the following information is for reference and background.**

The website will be divided in two parts: “Free Content” and “Membership Content”

In the part of “Free Content” the 4 key sections should be present:

1. General
2. Business
3. Leisure
4. Personal

In the part of “Membership Content” the sections included will be the same but customised to the 6 personas described as sub-target groups (Business Men <40 years, Business Men > 40 years, Business Women < 40 years, Business Women > 40 years and Business People with reduced mobility and Eco Conscious):

1. General
2. Business
3. Leisure
4. Personal
5. Exclusive Information & Offers

Upon selection of the preferred concept and the design of the two main categories the following modules should also be designed in order to accomplish the uniformity of the branding and design identity:

**a. Subscription Page**

It will allow the user to subscribe in various news and notices (e.g. promos, new services, newsletters, alerts)

**b. Membership Page**

It will allow the user to subscribe in the Membership Programme

**c. Quick Guide**

Provides to the user an easy and fast way to navigate and get the most important information from the site.

**d. Blog Page**

Provides to the user access to the blog with interaction on news, commentary and suggestions

**e. The Mobile Version**

An abridged version of the main site specifically designed for mobile devices. The mobile version will host exactly the same content as the Internet version.

**f. The Mobile Application**

Design for iphone, android and ovi.

**g. The Multilingual Brief Guides**

Brief guides in 10 languages. The guides will provide brief & comprehensive information for every city

**h. The Interactive Map**

A comprehensive map that will contain present the key locations, as well as the advertisers' and sponsors' location.

**i. Flight tracker**

The user will be able to select the flight about he wants to receive continuous updates

**j. News Feed**

The user will be able to read the latest business related news from one the destinations leading business medium.

#### FUTURE DEVELOPMENTS

The design and development of the new site should be able to host mechanisms that will perform e-commerce applications such as: e-shopping, etc.

## DesignCrowd Requirements

Based on the above, please provide at least two (2) approaches for the following pages – this includes colour palette in line with logo, layout, fonts.

**Initial submissions can just address Deliverable 1 & 2 to fine tune design before proceeding further.**

Please refer sample screenshots separately attached from raw beta site for content – available for **Deliverables 2 -6**.

(REFER examples we like for their creativity: <http://www.alchemy-digital.co.uk/#Background>, <http://www.viamundoeventos.com.br/>, <http://chichesterdesign.co.uk/> )

### **Deliverable 1:** Landing /Home page

- Access log in –
  - o Free Account or via LinkedIn/Facebook etc
  - o Membership Access – Login
- How to use the site
- Allowance for video or animation
- Destination Selection
- Blog & Social media links

### **Deliverable 2:** Destination Landing Page / Template

This is essentially a city guide template to be used for all cities throughout the site.

This page clearly depicts the four information sections

1. General
2. Business
3. Leisure
4. Personal

Also this page should include:

- Business News Feed
- Advertising & Sponsorship Spaces (according to IAB Standards)
- Destination Time, Weather, FX rates (LIVE feeds)
- Tips

**Deliverable 3:** Follow the above format but show an Internal Content Page – text only with subheadings

**Deliverable 4:** Follow the above format but show an Internal Content Page – text and photos

**Deliverable 5:** Follow the above format but show an Internal Content Page – Listing Sections such as Restaurants (this must also include filter categories)

**Deliverable 6:** Follow the above format but show an Internal Content Page – Top 10 Experiences – this incorporates address and contact details, photo and sub-text

**Deliverable 7:** The Membership Landing Page which should include:

1. Intro
2. Advertising & Sponsorship Space
3. The four sections
4. Tips Section