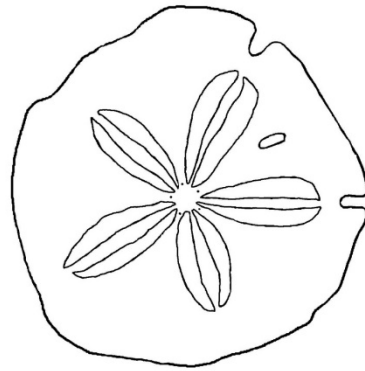


Sand Dollar Resorts

Client is a luxury all-inclusive resort known as Sand Dollar Resorts. The client specializes in offering high-end luxury lodging, services, amenities, wedding packages and activities at a reasonable cost. The client also offers seasonal and loyalty discounts to its patrons. The users' needs are finding information on the resort, being able to easily make a reservation, inquiring about discounts and other special offers. The clients' needs are to increase bookings, establish the resorts brand image, highlight resorts special offers and showcase the resorts amenities.



Relaxing, Fun, Romantic, Warm, Friendly and Elegant

Content Inventory:

Logo, Call to action buttons, resort photos, resort descriptions, service photos with descriptions.

Content Hierarchy:

H1 – Sand Dollar Resorts

H2 – Resort Description

H2 – Special Offers

H3 – Activities

H3 – Lodging

H3 – Weddings

H3 – Dining

Panel w: 100%

Section 1 w:100%

Nav w:100%

Logo w:25%

Button w:25%

Section 2 w:100%

Text w:40%

Special offer w:30%

Section 3 w:100%

Img w:25%

Img w:25%

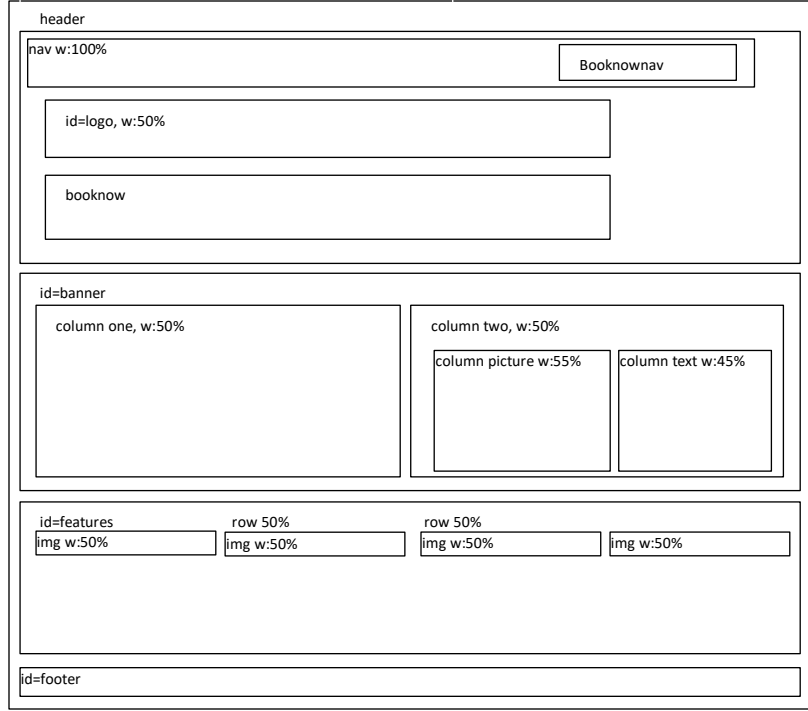
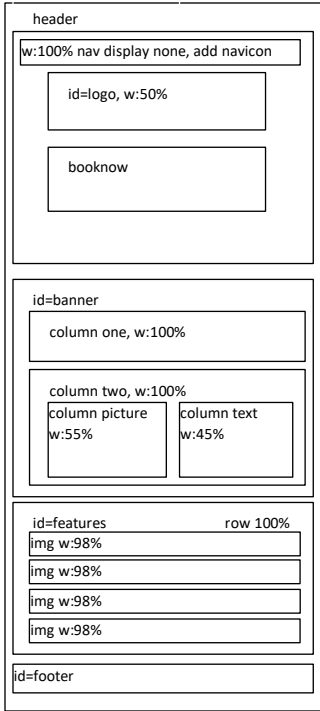
Img w:25%

Img w:25%

Footer w:100%

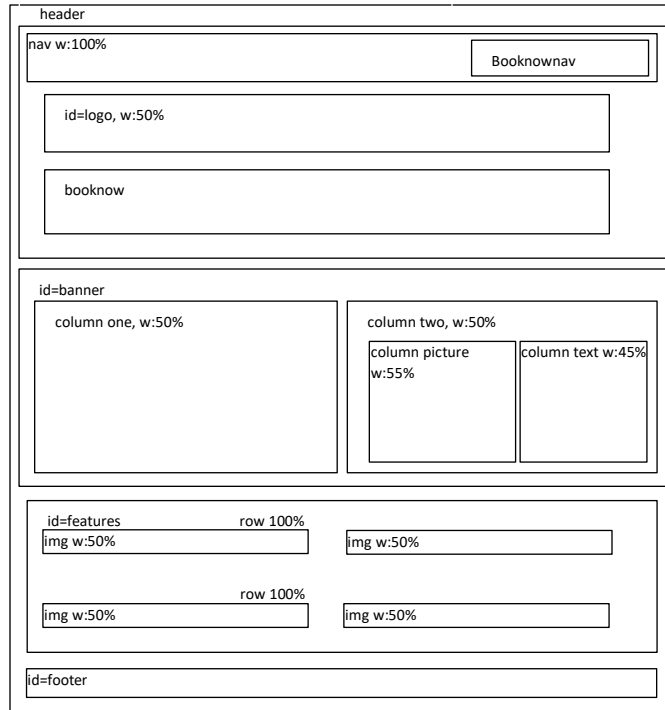
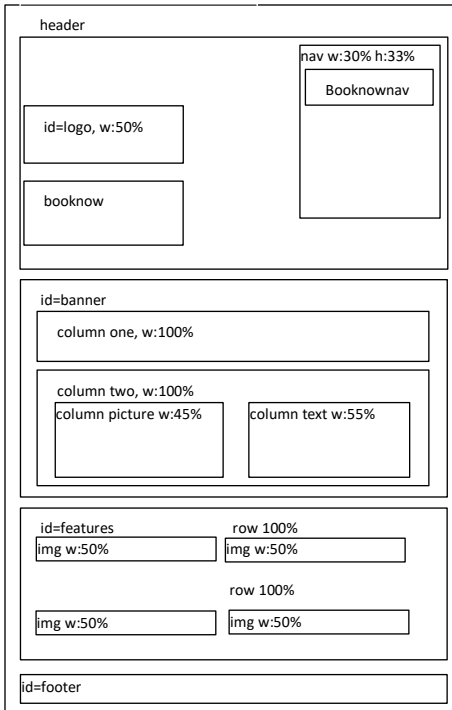
container base

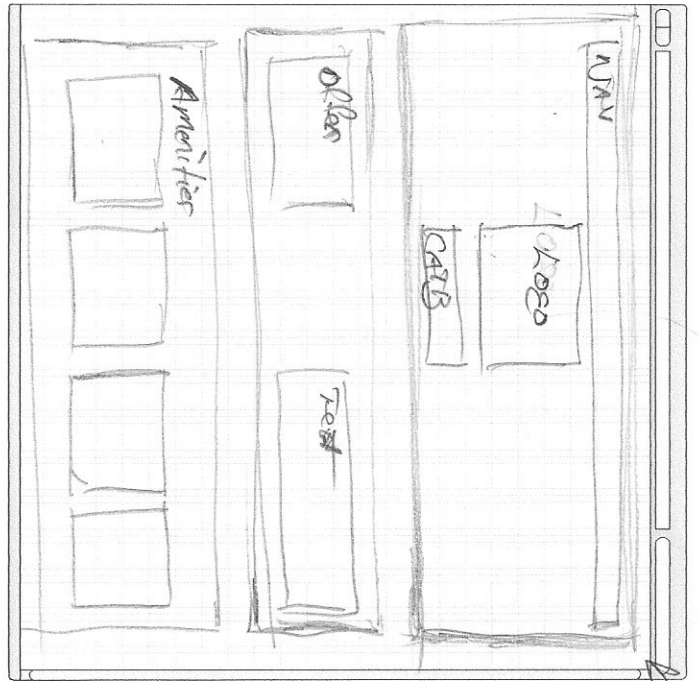
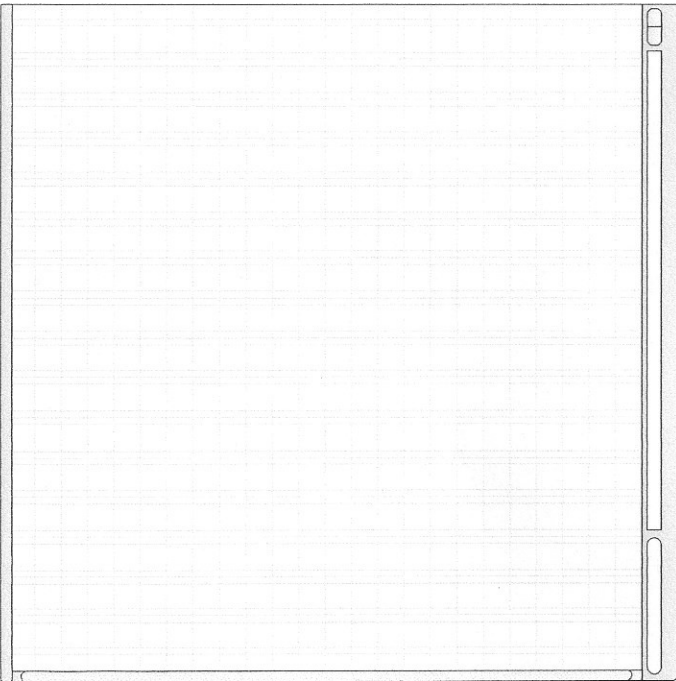
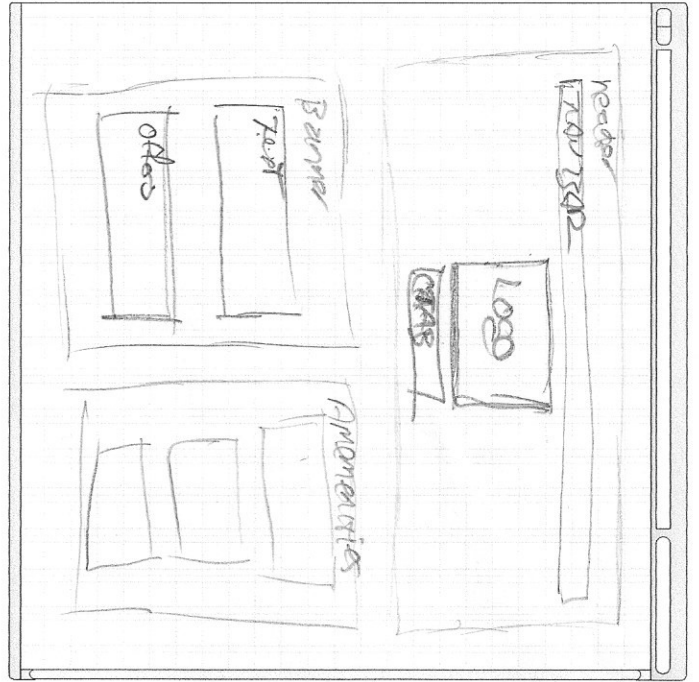
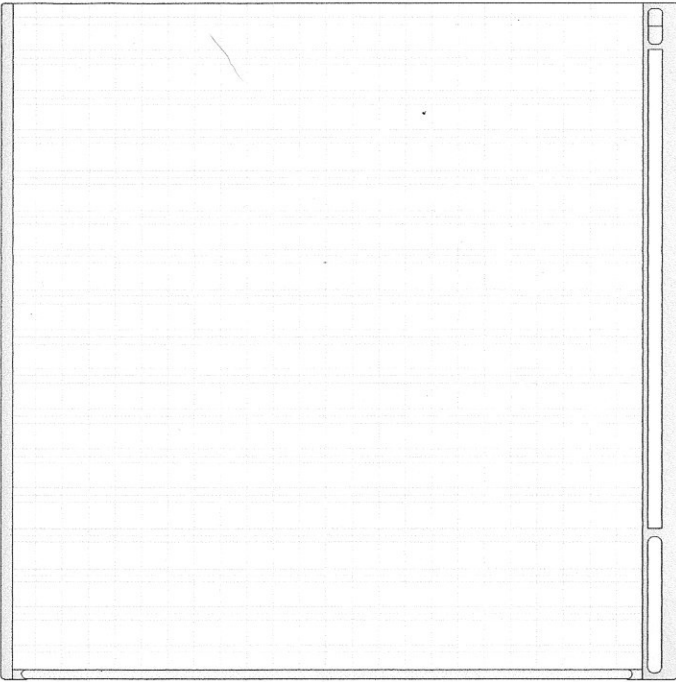
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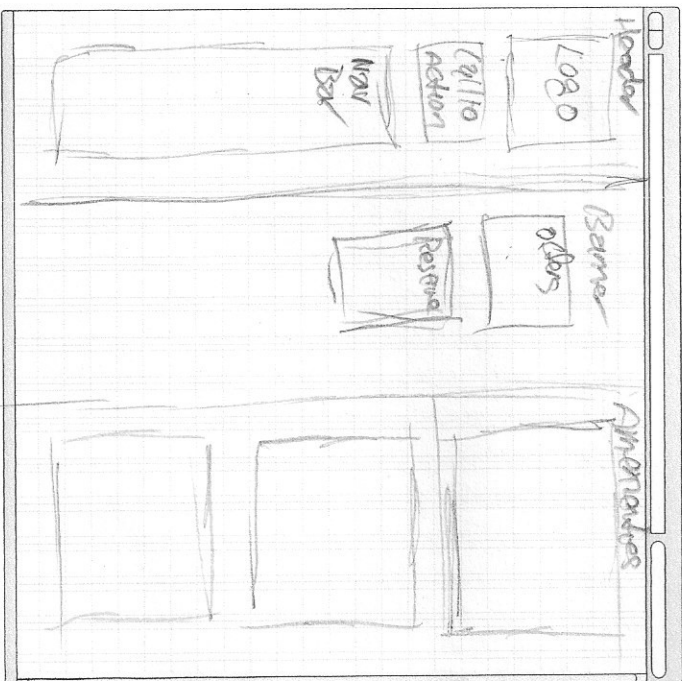
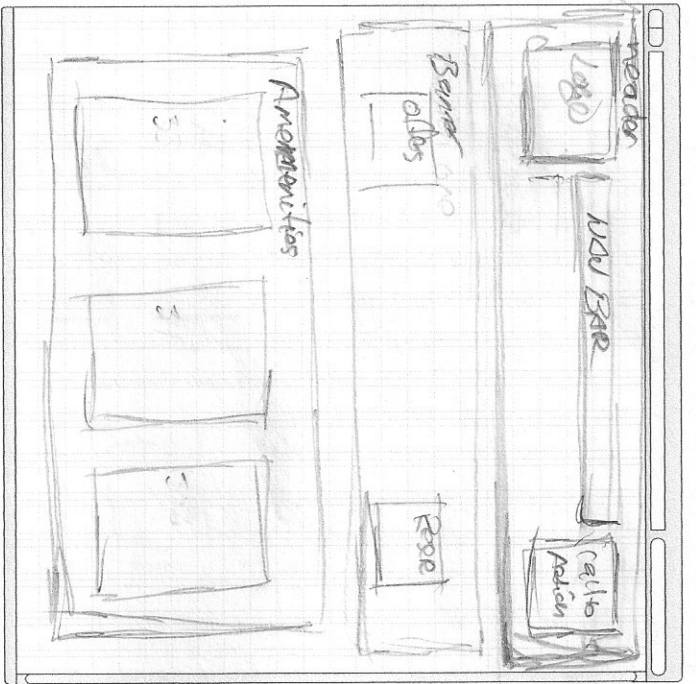
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768

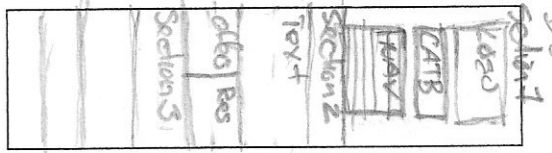




16 columns



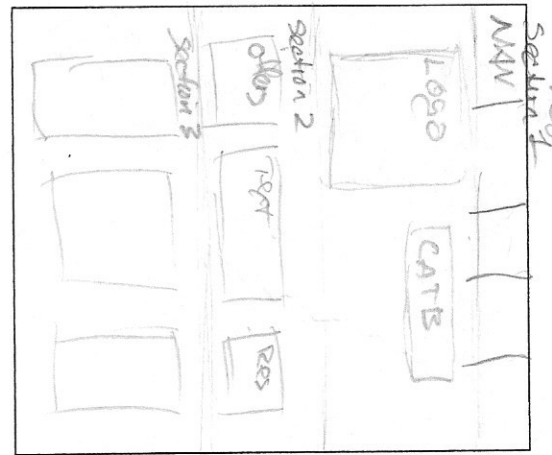
Base



40 PM

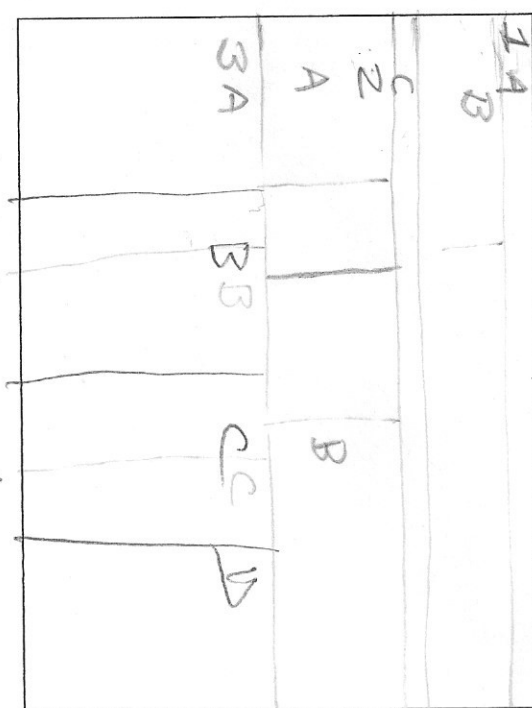
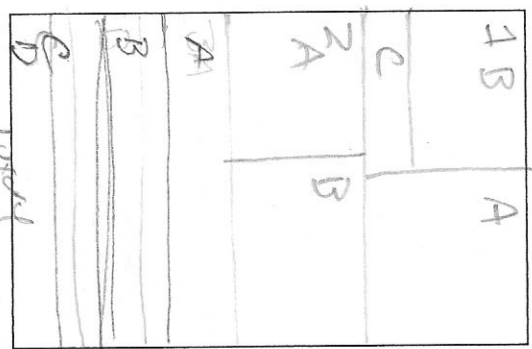
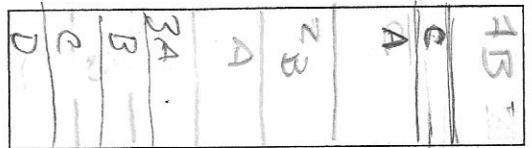


7/8



Section 1

90 PM



PROJECT NOTES

- All inclusive resort called Sand dollar. Client's needs are: 1) increase bookings/reservation.
- 2) Highlight resort special offers.
- 3) Showcase resort's amenities.
- 4) Highlight resort's awards.
- 5) Establish resort brand page.
- USPS needs are: 1) find information on report. 2) easily be able to make reservation. 3) inquire about any clients or special offers.