

DISTANT JOURNEYS

Tour Page Concept Redesign

High-level Wireframes · Element Designs · Pre-build Specifications

Client Presentation · Pre-cursor to Full Build

The Very Best of Vietnam & Cambodia

CONFIDENTIAL · FOR CLIENT REVIEW

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What we are presenting today

Structural foundation only.
Visual design & full build
remain separate stages.

01

Project Context & Goals

Purpose of this precursor work

02

Information Architecture

Page structure & hierarchy

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High-level layout specification

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Path to full visual design

Why this precursor stage matters

Client Alignment

Establish shared understanding of structure, hierarchy and conversion priorities before visual design begins.

Risk Reduction

Surface layout and content decisions early so feedback is structural, not aesthetic. Avoid costly rework later.

Clear Handoff

Provide a precise blueprint that development and final visual design can both reference with confidence.

Page structure & content hierarchy

GLOBAL & PAGE NAVIGATION

Primary Header

Logo · Destinations · Tour Types · About · Offers · Brochures
· Contact · My Booking · Phone + Brochure CTA

Secondary (Sticky) In-page Nav

Overview · Holiday inclusions · Itinerary · Dates & prices ·
Extensions · Reviews · FAQs

Conversion Priority

Trip Builder (primary) → Request brochure → Read more /
expand sections

CONTENT FLOW (TOP → BOTTOM)

1. Hero + key stats + special offer
2. Why this journey + Trip Builder
3. Stats strip (nights / freedom / group)
4. What's included (expandable)
5. Day-by-day / Route stages
6. Extend your stay
7. Trust signals + Reviews
8. Final CTA + brand statement

High-level layout · 1920px reference

PRIMARY HEADER · Logo · Nav · Phone · Brochure CTA

SECONDARY NAV (sticky) · Overview · Inclusions · Itinerary · Dates · Extensions · Reviews · FAQs

HERO · Full-bleed image · Title · Feefo · Duration / Dates / Price cards · Special offer banner

WHY THIS JOURNEY
Headline + body + Read more

TRIP BUILDER
(sticky sidebar)
Price + Steps + CTA

STATS STRIP · Nights afloat · Freedom days · Group size

Below fold: What's included → Itinerary stages → Extensions → Trust + Reviews → Final CTA

Max Content Width

1200–1280px centred. Generous side margins for breathing room on large screens.

Hero Treatment

Cinematic full-bleed image (~60–70vh). Dark overlay for text legibility. Stats as translucent cards.

Trip Builder

Sticky within the Why this journey section. Progressive steps. Live price updates. Always-visible primary CTA.

Section Rhythm

Clear visual separation via subtle background shifts and generous vertical spacing. Avoid visual noise.

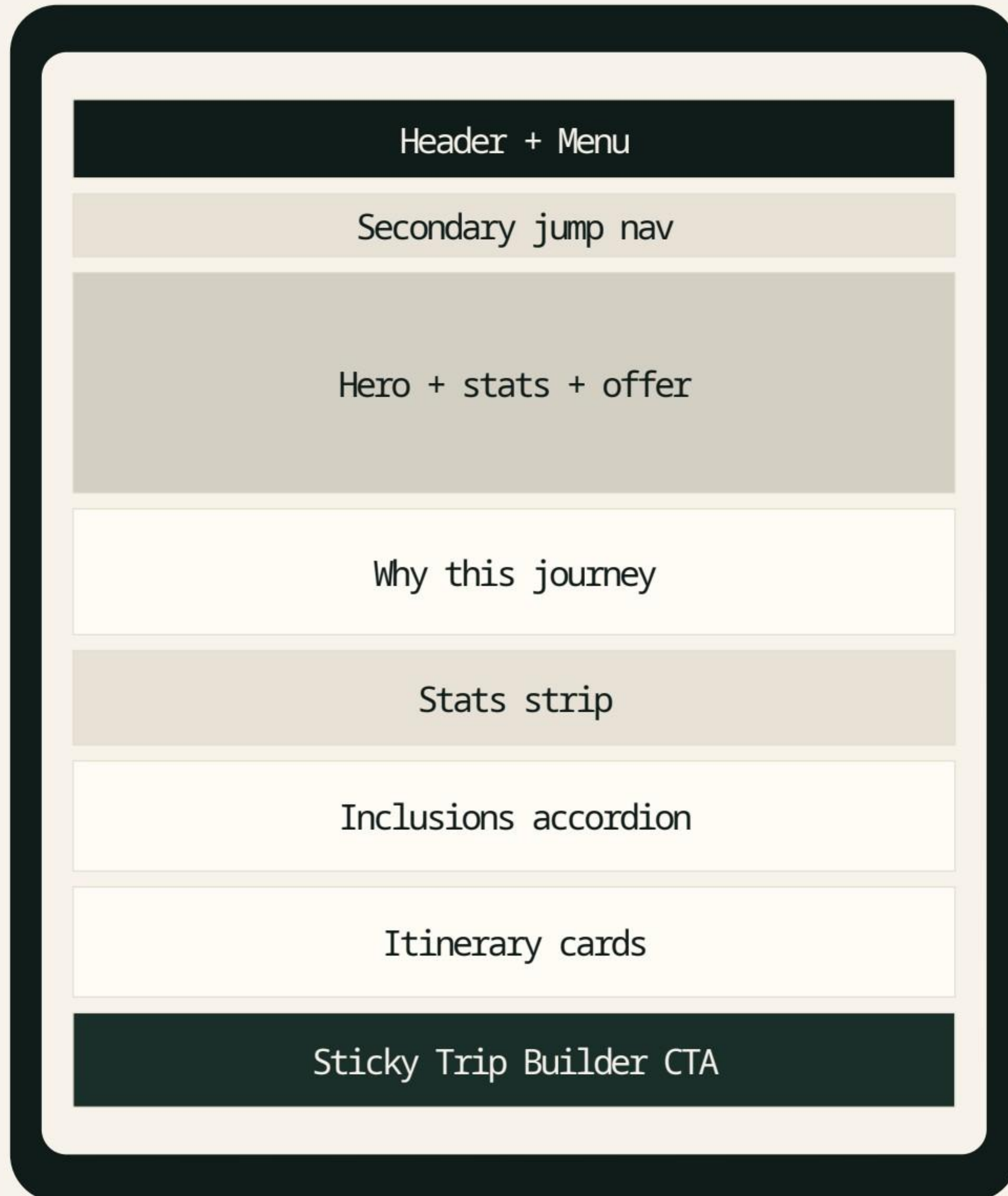
Secondary Nav

Sticky. Active state updates via Intersection Observer. Smooth scroll to anchors.

Progressive Disclosure

“Show full inclusions” and “Show all 23 days” keep initial load focused. Expand on demand.

375–430px · Stacked single column



Trip Builder

Becomes sticky bottom bar or floating action that opens full-screen / bottom-sheet configurator.

Secondary Nav

Horizontal scroll or collapsible jump menu. Active state still tracks scroll position.

Cards & Accordions

All multi-column desktop sections collapse to single-column stacked cards or expand/collapse.

Touch Targets

Minimum 44×44pt for all interactive elements. Generous spacing between CTAs.

Hero, Stats & Trip Builder

Hero Stats Cards

- Dark translucent cards
- Icon + label + dominant value
- Consistent icon system
- Clear hierarchy of information

Special Offer Banner

- Full-width, high-contrast
- Label + short benefit text
- Must not compete with primary CTA
- Persistent visibility below hero

Trip Builder (Critical)

- Dark card, gold accent headings
- Progressive disclosure steps
- Live price update on change
- Primary CTA always visible
- “Based on 2 sharing” microcopy

Inclusions, Itinerary, Extensions & Reviews

Inclusion Modules

- Card or accordion pattern
- Icon + title + expandable body
- Master “Show full” toggle
- Clear visual grouping

Itinerary Stage Cards

- Day range + location headline
- Short teaser description
- Optional small image/icon
- Numbered visual rhythm

Extension Cards

- Consistent aspect ratio images
- Location + short description
- Read more secondary CTA
- Hover/tap state clarity

Review Cards

- Avatar / initials + name
- Star rating + quote
- Tour name attribution
- Feefo branding retained

Key behavioural specifications



Sticky Secondary Nav

Remains visible on scroll. Active section highlighted via Intersection Observer. Smooth scroll on click.



Progressive Disclosure

Full inclusions and full 23-day itinerary hidden by default. Toggle expands without page reload.



Live Trip Builder

Date and option changes update price in real time. No full page refresh required.



Mobile Trip Builder

Persistent sticky CTA. Opens full-screen or bottom-sheet configurator for focused booking flow.



Accessibility Baseline

Sufficient contrast on overlays. Keyboard-navigable accordions & steps. Proper heading structure (single H1).



CTA Hierarchy

Primary: Customise & book. Secondary: Request brochure. Tertiary: Read more / expand.

Recommended narrative order

01	Emotional Hook	Hero title + cinematic image
02	Trust Signals	Feefo rating + awards
03	Key Facts	Duration • Dates • From price
04	Value Proposition	Why this journey narrative
05	Proof of Value	Inclusions + itinerary depth
06	Flexibility	Freedom days + extensions
07	Social Proof	Guest reviews
08	Conversion Push	Final CTA + brand statement

NEXT STEPS

From structure to full build

1

Client review of this document

Confirm structure, hierarchy and component priorities.

2

Visual design exploration

Apply brand system, photography treatment and micro-interactions.

3

High-fidelity prototypes

Interactive desktop + mobile for final sign-off.

4

Development handoff

Annotated specs + assets for the full production build.

Thank you

This document represents the structural foundation prior to visual design and full development.

Ready for your feedback and sign-off.