

Away to Africa



- **Landing pages**

- One mission of Away to Africa is to provide clients with a luxurious experience, and trip landing pages communicate this feel of luxury by detailing the level of comfort/luxury for experiences, accommodations, and travel.
- Another mission of Away to Africa for travelers to be able to experience the culture of Africa, and the trip landing pages communicate this by emphasizing that the guides are local and from the destination country.

- **Home Page**

- The main video that lives on the home screen looks professionally produced and edited (complete with drone footage), is short enough to be engaging, and incorporates African music in a compelling way.

- **Calls to Action**

- Strong calls to action throughout the site.
- Strong call to action for email list with an inspiring and direct tie to the benefit of signing up.
- The email pop up, "Now is the Time to Travel to Africa!" is compelling and relevant to the current post-COVID desire to travel now that travel is allowed.

- **Choosing a Trip**

- Engaging quiz allows users to find a trip specific to them and their needs.
- Trip themes allow travelers to pick destinations based on their ultimate goal for traveling, i.e. the "Goddess" tour for mental well-being.

- **Marketing**

- Embedded videos throughout the website allow users to see what their experience might be like without having to leave the website.
- Has a "collaborate with us" button and an option for travel agents to schedule a call with Away to Africa

- **Social Media Following**

- 5,672 followers on facebook
- 99.3k followers on instagram

- **Website design/development**

- The site is not 100% responsive, and the text goes outside of the buttons at times as the site is adjusting to various widths. Sometimes, pictures and text become too small, making them difficult to see/read.
- Some of the spacing on some of the buttons could be improved, such as the spacing of the "Sign Up!" button on the "Explore Africa with Away to Africa" email pop up.

- **Itinerary/Trip details**

- No specific hotel information.
- Not all itineraries are complete
- Not all dates are complete - some say "Coming Soon"

- **Other**

- It is not immediately clear that guides are local to the countries on the home page.
- Nothing is streamlined, and everything is a prompt to fill out a form, schedule a call, or call them.

Black and Abroad



- **Business goals**

- Black and Abroad's goal is to encourage African American people to go to Africa, and experience Africa in a comfortable way, connecting with the locals and potentially their own heritage. They communicate this with personal testimonials on YouTube and by displaying photos and videos with all African American people throughout their website and social media. At the end of the promotional video on the "Journeys" page, a woman says, "I went on a travel tour before with other groups, and they weren't actually *black* and abroad."

- **Home Page**

- Images under "Embrace the Culture" are consistent and reinforce the brand, because everyone in the photos is wearing a black and abroad t-shirt. They are also compelling, because it looks as though each one is a nice, high-resolution photo of a traveler on one of the trips.

- **Black and Abroad Business Goals**

- Great project with "Black Elevation Map" to support local African American owned businesses

- **Pop Ups**

- Prompt to subscribe to email list takes a little bit to pop up, after one has been on the website for a while, giving users time to find what they need.

- **Marketing**

- Extremely compelling video on Black and Abroad Journey page with a good mix of personal testimonials, footage from the trip, and footage of guides/locals talking.
- Black theme immediately ties in with the name, Black and Abroad.
- B&A has an ambassador program for students to bring brand awareness to the company
- Great customer satisfaction review for the company overall

- **Individual trips**

- Clear layout on destinations page listing specific dates and great photography

- **Social Media**

- 44,613 people on Facebook group
- 122k followers on instagram
- Youtube channel with client testimonials

- **Helpful FAQ section**

- **Pop Ups**

- Has an email campaign sign up pop up, which is distracting and one more thing for users to click through.

- **Global Navigation**

- Global navigation copy seems to require that users are already familiar with Black and Abroad, their mission, and their terminology, which could make navigating the website and learning about the company difficult for new users.
- Global navigation is confusing and most of the categories do not seem related to booking a trip to Africa
- The light text on the light picture background is difficult to read for the global navigation.

- **Home Page**

- The pool photo behind the Black and Abroad Journeys [call to action] does not immediately tie into the going-to-Africa experience, unless most of the travel involves staying at hotels with pools and not leaving the hotel.
- Alignment is poor in the social section of the homepage.

- **Icons**

- Icons are not consistent across the website

African American Travelers



- **Home Page**

- Compelling video, which looks as though actual clients filmed it, immediately draws the user in and feels personal.
- Sitemap lays out a clear hierarchy and prioritizes upcoming trips, presenting the user with a clear list of trips which are obviously clickable.

- **Social Media**

- 64,774 followers on Facebook
- 8,335 followers on Instagram

- **Choosing a Trip**

- Clear and easy to find upcoming destinations page
- Itinerary for upcoming trips is detailed with trip info, including information about/identity of the tour guide

- **Design**

- This website looks as though it was built in 2001 and has not been updated since.

- **Navigation**

- Uses hypertext instead of buttons to indicate opportunities to navigate to other pages in the website.

- **Forms**

- The email submission at the bottom does not have a specific call to action, nor does it make it clear why the user should submit his/her email.

- **Business Goals**

- Claims to be the “The Gold Standard of Group Travel” but has not updated their website, suggesting that they do not put effort into doing the best in whatever it is that they’re working on. If they’re not willing to even try for the “gold standard” in creating their website, how will the user know they’re willing to reach for the “gold standard” in group travel?



- **Business goals**

- Abercrombie and Kent's goal is to provide luxurious travel options for groups, and, throughout the website, words such as "tailor made," "luxurious," "extraordinary," "insider-access," "courtesy," "authentic," "personally designed by," "private," and "exclusive" communicate this sense of luxury.

- **Landing Pages**

- Each landing page for the trip has an extremely detailed itinerary
- Landing pages for the trips have information about the specific hotels
- Clear map of the journey/route that the client will take for each trip landing page.

- **Home Page**

- Layout of home page is visually pleasing
- Global navigation presents a clear hierarchy of information by separating the several different types of travel that they offer - small group journeys, private jets, cruises, and "tailor made"
- The option, at the top of the website, to either call or "Speak to Your Travel Professional" instills a sense of trust by communicating that hearing about the company from a third party will be just as compelling as speaking to a sales person.

- **Itinerary / Trip information**

- Exclusive app has details about the trip and itinerary 2-4 weeks before the trip

- **Calls to Action**

- Home page has a call to action on a button that is immediately visible by its orange color.

- **Choosing a Trip**

- Journey Finder filter options allow travelers to customize by country, continent, etc.
- Has an option to travel in a private group and an option to travel as a single person as part of a larger group.

- **Marketing**

- "Experts in luxury travel" tagline on Google inspires confidence.

- **Travel Agents**

- Has an option for travel agents to create an account / log in

- **Social Media Following**

- 63,305 people following on facebook
- 72.4k followers on instagram

- **Other features**

- Has an exclusive app
- Offers opportunities to visit charity projects.

- **Forms**

- The form to sign up for their email list is a fairly basic design and does not entirely match the feel of the site.
- The forms to sign up for their email lists lack a compelling call to action.

- **Pop Ups**

- A pop up opens when one first visits the site, which leads to a more frustrating user experience when one has to click through it.
- The email campaign pop up is difficult to read - light text on a light picture background.

- **Travel Options**

- No obvious option for couples / two people traveling together.