Creating a website for Zuri Tours & Safaris

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This thesis is a report about the planning and implementing a website for a Tanzanian company Zuri Tours & Safaris. The goals were to get the website for the commissioner and ease their marketing through that. For me the aim was to develop as a website planner and maker. The project was commissioned in March 2015 and doing the website was started in 23rd of March. The publishing was in 22nd of June. The thesis consists of the theory part and the part about implementing.

The part of the commissioner has the basic information about the company. On top of that it includes the products that are offered. Also the safari and tour market in Africa and Tanzania and the ways of competition are covered. The chapter about the marketing communication has the theory and subheading goes deeper to the marketing via website. The theory of making a website again has the practical theory about details, how the website should be planned and implemented. There will be discussed one by one each part of a website. The chapter about the preparations for the website is empirical while it explains the steps of selecting the tools, how the communicating with a Tanzanian commissioner worked out and the benchmarking. The last chapter is strictly about the implementing and it is synchronized with the chapter of the theory of making the website. It has all the same elements explained how in this case was done.

The website was made in Wix, a platform for making the websites. Apart from the content and the texts the commissioner did not effect on the project, except forwarding the material that was possible to be used. Some ideas about how the things would be possible to do easier or better came out in a chapter of discussion. Mainly the small practical things were planned a bit worse as they could have been.

| **Keywords** |
| Website, safaris, tourism, marketing communication |

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1   Introduction

The commissioner for this thesis is Tanzanian Zuri Tours & Safaris. The commission was created when the need of the new website for them and my ability to develop websites came together. Since the company is a small newcomer, they are in a big need of a website. The contact person is my classmate and the only person from the company in Finland. Since we were in different cities during the project, the communication worked mainly via social media and phone sessions.

The objective of the commissioner is to get the website to market their company and in that way develop their marketing. They want their website to reflect their ability to create not only services, but experiences. Informative and visually tempting website is the thing the commissioner is waiting for. Zuri Tours & Safaris need the website to create mostly visibility and reliability. They need a clear website, which reaches people all over the world. It needs to be accessible easily and the information needs to be straight forward and trustworthy. My objective is to develop myself in creating the websites. Since my only tool for now has been a Finnish website platform Kotisivukone, I look forward to find a new tool. We will start the planning from a scratch so I will have a freedom of planning and implementing. The new tool comes with some challenges but that is only way to get better. Since the websites I have done till now have been really simple, for a strict and professional target group and far from my own field, this project is a great opportunity. It gives me possibility to learn about marketing in tourism. Also it will be fascinating to create a website for an operator which highlights experiencing so much. Getting information of how to make the website attractive and clear is the biggest thing I learn during this project.

During this project there will be challenges of how to make the website better than the competitors' ones. To get attention in a field which can be very competitive, the website needs to get lots of views and it needs to be available easily. Also as a local company, the website needs to show how responsible and safe the company is. When making the website for Tanzanian company, a big problem might be communicating. In Tanzania internet access is not as obvious everyday thing as in Finland. It will be not so easy to contact the commissioner himself in any time. Also the new tool which will be used as a platform of making the website will be a challenge. Picking a platform is the first thing, but probably the commissioner will choose it because the payment depends on the platform. After picking the platform it is time for me to learn how to use it. For now I have used only Finnish Kotisivukone and I am not really familiar with any others. These challenges are still something that can be solved. The competition with other companies is just about learning about other websites and making ours better. Communicating with Tanzanian commis-

sioner is a thing that just needs a right attitude from the beginning and patience. Learning how to use a new platform will maybe take some time but I know my strength and how to be really patient in this kind of projects so in the end there will be no problems unsolved.

When the theoretical part is done, it will be taken into practise. Using the information found, the website is created for the commissioner. The purpose is to get the website done during June 2015. For a start the basic things for the website were planned: what kind of structure it will have, how it will look like, what are the main headings and so on. That is the most crucial phase of planning and the most important phase to have support from the commissioner. The next steps are more about the details and more up to creator. After the planning there is the implementing phase. That is mostly personal work of the creator and the commissioner is only obliged to check the work and give comments as often as possible. After making the website there is the publishing. After that it still needs some fixing. There is always something that comes to commissioner's mind after publishing and they are not able to make it themselves. Below there is a schedule where are the dates when everything finally happened.

27.4.	First meeting with Pulli	What the website should consists, how to communicate.
5.5.	The basis of the website	The visual platform got its first shape, first pictures were added and some texts.
5.5.-22.6.	Making the website	The texts, the pictures etc. were added. The whole website was made.
22.6.	Publishing	The last important things were added and the website got published.
26.10.	Ready on my behalf	Last changes from me, basic information how to edit the website were given for Zuri employees.

Table 1. Schedule of the project

The thesis consists of six main chapters. At first there is more information of the commissioner. There are basic information and lots of details that will be used in website too and are important for me to know in an early stage of this project. The theory of marketing communication and creating a website are important parts, where the reader finds justifiable information of how and why modern companies need website or other kind of online marketing. Knowledge from books, websites and professionals of the field will lead the theoretical parts of the thesis. There are large totalities like why to use Internet, how to impress customers and what is the part of the online communication in tourism companies. Furthermore also smaller pieces of the creating website are covered: modifying the text in the right form, choosing the right pictures and creating a layout which will show all the small details of the strictly planned aggregates. Of course the actual process of making the website is included. There will be detailed information what we ended up choos-

ingto be the ways to market Zuri Tours & Safaris: everything from begging to small details of the website. Discussion part gathers up the thesis and the whole project.

2 Zuri Tours & Safaris

Zuri Tours & Safaris is a tour and safari operator in Tanzania, Kilimanjaro area. The staff consists of the local professionals. It was established 2014 by the owner Emmanuel Mafie. The company is small and all of the employees have experience of many years in the field of tourism. They are all local and know the region well enough to serve informative and reliable tours and safaris. (Pulli 30.6.2015)

Zuri Tours & Safaris has a main goal to provide trustworthy and safe experiences for tourists. They want to get profit from this business. (Pulli 30.6.2015.) Also many of the employees name getting information about other cultures and a life experience as goals. (Pulli 8.5. 2015.)

Main mission is to provide not only tours and safaris but lifetime experiences for the customers. (Pulli 8.5.2015.) It is the job of every employee to give the best service for the customers. Trust and safety are also the values that the company wants to highlight. To give tailor made experiences is important for Zuri Tours & Safaris. By creating unforgettable experiences they get the good reputation, which is needed. (Pulli 30.6.2015.)

2.1 The products

Amount of tourists in Tanzania is increasing all the time. (Trading Economics 2012) That is a good reason to create a new company for safaris and tours. As it is mentioned in Services Marketing: Integrating customer focus across the firm, it is really important to focus on customer's point of view when marketing. For example seeing the website, which is created, in the eyes of customer, is really important when it is wanted to get effective marketing. (McGraw & Hill 2003, 27.)

Zuri Tours & Safaris names all nationalities as their target group. Since they have good connections in Finland and there are Finnish customers already, Finnish people are one target group that Zuri Tours & Safaris invests. Also the website will be translated to Finnish. There are products for all ages and group sizes. There are some tours which are suitable for families, even for the smallest ones. Alternatively there is a possibility to get challenging and adventurous trip. (Pulli 30.6.2015.) Already the point where a person or a group is going to Tanzania for a tour or a safari tells about adventurous, curious and experience central mind-set. That is why already the marketing needs to show how amazing a trip with Zuri Tours & Safaris can be.

As the owner of Zuri Tours & Safaris says: "Zuri Tours & Safaris is a safari company offering more than just safari holidays, climbs and day trips in Tanzania; we offer unforgettable experiences." (Pulli 8.5.2015.) In practice the company offers services with the whole baggage. The main categories are safaris, mountain climbing trips and day trips. With Zuri Tours & Safaris the trips are always tailor-made. The customer can affect to the route, to the length and therefore to the price. (Pulli 8.5.2015.) According to Pulli safaris are the most popular product of Zuri Tours & Safaris. It is a possible option for every age and can be planned exactly how a customer wants. (Pulli 30.6.2015.)

Safaris are divided into Southern and Northern Safaris. (Pulli 8.5.2015.) In Tanzania-book it is said that many visitors concentrate their trip and activities to Northern Tanzania where Mt. Kilimanjaro and Mt. Meru, Serengeti National Park and Lake Manyara are located. (Fitzpatrick 2008, 11.). But Zuri Tours & Safaris try to reach also the Southern Tanzania where are located more national parks and for example Selous Game Reserve and Mafia Islands. As said before all safaris are possible to fix as a customer wants. It is possible to get free time and get own interests fit to the schedule. Ready-made itineraries are from three days till ten days. Accommodation in safaris can be chosen between lodges and tents. In Northern safaris departure place is Moshi or Arusha and in Southern ones always Dar es Salaam. (Pulli 8.5.2015.)

For now Zuri Tours & Safaris make climbing trips to Mt. Kilimanjaro and Mt. Meru. They are near to Moshi, the company's head office and safaris' departure town. Kilimanjaro is the highest mountain in Africa and Mt. Meru the fifth highest. Climbing to Mt. Kilimanjaro is pretty challenging and therefore suits for fit travellers. With Zuri Tours & Safaris the customers get to choose from three different routes, from four nights to seven nights trips. It also depends on the route how demanding and how well equipped the trip is. Mt. Meru is lower and therefore also less demanding than Mt. Kilimanjaro. It takes at least three or four days to get to Mt. Meru and back. (Pulli 18.5.2015.)

Shorter and somehow easier trips that Zuri Tours & Safaris offers are beach holidays in four beautiful places of Tanzania: city of Dar es Salaam, which has beaches near-by, Zanzibar, Pangani and Mafia Island. Also day trips are shorter. There are cultural experiences of Maasai and Hadzabe tribes. In these trips you get to know old cultures of Tanzania which are still there alive. There are also trips to Prison Island to get to know history of the place, spice tour and coffee tour and hike to the waterfall. Pure nature hikes are to Maji Moto – hot springs, to lake Chala and a day trip to Mt. Kilimanjaro. These day trips take a traveller near to African nature, culture and history. (Pulli 20.6.2015.)

2.2 Market in Africa and in Tanzania

Tourism in Africa overall is increasing all the time. From 1990 to 2011 the amount of tourists has increased from 6.7 million to 33.1 million. According to The World Bank the developing countries are able to increase the tourism a lot more effectively than the rest of the world. Most of these countries are African and Tanzania is one of them. The World Bank report highlights how important it is to get good support from government so that the tourism can keep growing. After couple of countries have worked for their tourism numbers and been ready to try it, the fear of the problems that tourism can bring is fading slowly away. Now already 1 in 20 jobs in Sub-Saharan Africa are tourism-based. Still one of the problems in increasing the tourism in Africa is the scepticism among the local people. The fear of especially destroying the nature is in the way of development. (The World Bank 2013. 1; 21.) Olli Marttila has observed that many countries in Africa have lost their wild-life areas because of tourism. There are many risks in people discovering new countries. But according to Marttila Tanzania is the biggest winner in that situation, since it has many large nature reserves which protect the amazing nature and also old heritages in Tanzania. (Marttila 2008, 64.)

Safari Bookings names Tanzania one of the top 8 safari countries. In customer based rating Tanzania is the most liked one, with 4.8 stars out of five. In this site, only con that experts named was that Tanzania has too many highlights to fit in one safari. (Safari Bookings 2015.) The most famous attraction in Tanzania is Mount Kilimanjaro. Since Tanzania offers so many places to visit and tourism is increasing, the safari industry has gotten really competitive. That also feeds the operators that are not so safe and honest, but their prices are cheaper. (Fitzpatrick 2008, 36.)

When searching for tours and safaris in Tanzania, over 2000 results come up. The tours can be categorized in many different ways: Duration, price, destination, customization, comfort level and ratings. The budget trips can be found even under 200 euros. Longer and more luxurious trips can be up to even 10 000 euros. The price is always dependent of the accommodation, comfort level and all different factors. (Safari Bookings 2015.)

2.3 The ways in competition

The biggest strength of Zuri Tours & Safaris is the ability to plan the tours and safaris exactly the way a customer wants. There are ready suggestions for customers to start with, but final decision is up to them. The ability to plan the safari or the tour with a customer comes from the size of the company. Because Zuri Tours & Safaris is a small company

with fewer customers, every customer can be served as an individual and the service is more personal that way.

Destination can be picked from the lists that are available in the website. Zuri Tours & Safaris operate trips to all of the most popular destinations and as everything, a customer can pick those places that are the most interesting. The duration depends on how many and which places are visited. Also comfort level differs. For example climbing to Mount Kilimanjaro the customer can choose if he wants accommodation in a tent or sleeping huts. (Pulli 18.6.2015.) It is advisable that the customer reserves enough time to every destination, but if the customer want can the trips be gotten tight schedules too. (Pulli 30.6.2015)

Zuri Tours & Safaris prices are not informed in the website because there can be so many different variations of the trips. The prices start from under 200 euros and from there it changes depending on the reasons mentioned above. (Pulli 30.6.2015) Although Tanzania can be visited in any time of the year, July and August are the highest seasons. That is when the hotels are their fullest. Since from March to May it is rain season, the prices are lower. (Fitzpatrick 2008, 12.)

Zuri Tours & Safaris have the head office in Moshi, which is the capital of Kilimanjaro area. It is situated right next to Mount Kilimanjaro. (Fitzpatrick 2008, 12.) The staff is available there. Main marketing happens online. The website and different travel sites are the most important ways to reach the customers. Booking a trip happens with straight communication with the company. There is no booking program in use. (Pulli 30.6.2015.) In the website there is the template the customer can fill and get in touch with Zuri Tours & Safaris through that. Also there are the address, e-mail address, phone number, WhatsApp and Skype. Via those a customer can contact the company. (Pulli 8.5.2015.)

According to Zeithaml and Bitner physical evidence consists of the concrete things that determine the image that the customer gets about the company. Seeing and analysing the physical evidences starts already before the service. The customer might make the buying decision based on them: comparing the visible signs of quality. During the service customers observe all the time and make conclusions about the company based on the physical evidences. Afterwards it is important for the customer to get something to remind about the business: business card, online questionnaire about the service or something else. (Zeithaml & Bitner 2003, 282-335.)

As a safari company, Zuri Tours & Safaris' most important physical evidences are landscape and environment, the equipment, such as safari cars and climbing equipment, employee uniforms and the website. Secondary comes the design and access of the office. Since the safaris start from outside, not the office, many customers do not even go to the office. Still especially when told in website that the office is located right next to Mount Kilimanjaro, it creates the feel of safari already. The landscape and the environment are logically the most important thing in the safaris themselves. It is all based on that and Tanzanian nature takes care of it. The equipment, uniforms and website are in a big role of creating feeling of safety. When travelling in sub Saharan Africa it is necessary to make customers feel safe and professional. At the same time especially the clothing of employees need to be African-like. For example suit will not convince. The most important thing in the website is of course to make that safety feeling, but also advertise the experiences that Zuri Tours & Safaris are able to offer. (Pulli 20.6.2015.)

Service process in Zuri Tours & Safaris starts when a customer finds out about the company. First expression needs to give the promises which can be filled and convince the customer that right this safari company is the best one to choose. When the customer contacts the company, answers need to be clear, informative and fast. Since the tours and safaris are fixable depending on the customer's wishes, communication might continue for a long time. After making the deal, instructions needs to be clear and all questions need to be answered. The service itself begins when the customer arrives, warm welcoming and safe feeling from the beginning are important for the first impression. Taking care of the customer throughout the trip consists of many things. Safaris need to include the animals that promised and fulfil the expectations. All promised refreshments and goods need to be offered and for example hydration is important thing for safety to take care of, especially with tourists from countries, where they are not used to the hot climate. Working with the wild animals, safety with them is also the responsibility of an employee. After the service delivered, the company needs to take care of the post-service activities. The feedback and really memorable things need to be taken under consideration. Afterwards those reviews might come really handy and help the company to improve their actions. (Pulli 20.6.2015.)

3   Marketing communication

Marketing communication is a part of marketing mix, which defines 4 P's: product, place, price and promotion. Marketing communications is a big part of promotion. It defines how a company wants to be seen by customers. (Management study guide 2013.) Promotion consists of advertising, personal selling, sales promotion and public relations. (Brown 2013.)

Advertising is impersonal, but it reaches a big amount of people in a small effort. It is also warned that even though cost per one contact is low, advertising might get really expensive. For example television commercials are pricy. Especially the old ways of advertising can be expensive, like television, newspapers etc. But for example websites and especially social media can be really cheap option. Even though internet advertising has some disadvantages such as it is difficult to measure how effective it is and people cannot concentrate to everything that is online. But if an online advertise is well planned, it reaches the target groups; it has short lead time and can be cheap option. (Brown 2013.)

While choosing which media to use, a company needs to consider cost per contact, reach, frequency and audience selectivity. Cost per contact means how much money it takes to reach one person of the target market. Reach is the amount of people of the target groups which are reached at least once. Frequency consists all times than advertise reaches a customer. Selectivity means the ability to reach exactly the right people, who are part of targeting. All of these points need to be taken under consideration so that the numbers of each section is high enough but not too high so the customers get the message but will not get annoyed by it. (Brown 2013.)

To make effective marketing communications the company needs to know the customers. Some kind of stereotypical customer could be thought so the hopes, expectations would be clear. It would also be important to know what channels the customers use to find the service the company is offering. To go forward with the marketing communications starts with the first goal, informing the customer. For that the company can have advertising which will lead to the website. The second goal is to persuade the customers to choose the service of the company over the others. The website is number one tool to do that. Third goal is to remind the customers to use the company's services again. In that point it is important to use more personal way to contact the customer. (Gray 2012.)

3.1 Marketing via website

A website is one of the most beneficial ways of marketing. The quality-price ratio is good, since the website is pretty cheap to have, but it reaches a large amount of people all the time, in a small effort. It is highlighted that almost all of the B2B decisions start online. About 93% of them begin with online research, like Google or Yahoo. It is estimated that also when people themselves are searching for services, they use online searches a lot. (Keller.)

For a company which chooses to use a website there are plenty of opportunities and advantages. It is a way to communicate with people anytime and anywhere. It is always there when the possible customers want some information or get in touch. It is also easy to add, delete and moderate the information. Everything is always updated with just a little effort, unlike for example the brochures which need to be made again even for a little change. (Neeley 2010.) A website is also a way of marketing which is permanent. Once made, it lasts. Unlike all paper marketing, like brochures, newspaper adds, posters and also television and radio advertisements, it doesn't need to be redone or repeated. Website is also the best way to make the business worldwide. Through internet it is easy to reach people all over world. (Keller.)

For a customer a company without a website is almost always the same than a company that doesn't exist. People nowadays need the possibility to find information from internet, easily and widely. In top of being a company in some listing, it is important to have the real website. Being in a list with dozens of other companies might give the name and some contact information to the consumer. Still the possibility to click the name and go straight to the website is often wanted. That is how some companies are automatically eliminated from possible options. Also visibility in Google and other search engines is important. That is the easiest way for a possible customer to find the company. Via website it is also possible to offer easier customer support, which leads to the better customer service. (Keller.)

4   Making a website

The first and the most important thing when starting to plan a website is to specify the theme of the site. It depends on what company it is for, what are the purpose and the target group. The different categories of websites are for example commercial, informative and conversational sites. That is normally pretty clear for the one who wants to get websites made. After that it gets more complicated. In this point the target group is important to recognize and know well. Also the product needs to be analysed. Is it something anyone can buy or use: cheap and/or simple or is it more expensive or meant for some expert group. This all defines the market the website is aimed to. From that the style of the website starts to take a shape. (Crowder 2000, 10-17.)

After defining the theme and purpose of the website, it is time to get familiar with the audience. The basic thinking will lead to the questions of who they are, what they are like: nationalities, cultural backgrounds, etc. Also for example level of the audience needs to be taken under consideration. It makes no sense to have an advanced website for an audience which is only at the beginner level, or vice versa. Everything, content, visual-design, navigating, depends on who is it for. When the target groups are set, some questions still need answers. The style of a client can determine the style of the website. Way of communicating can be brought to a website to, the way they talk or communicate in social media. Also the clothing style of a customer tells a lot, what kind of website they will feel comfortable. Worldview is also important. The style of the website should match the way a customer sees the world. (Crowder 2000, 16-20.)

All visual planning is about sending some message for a customer. Tools can be pictures, texts, graphics, materials, colours and shapes. The one in charge needs to understand the message clearly to be able to send it forward. Even the tiniest detail should be planned and support the aim. Every platform of marketing should remind one another so that the big picture is controlled. (Korkeila, Lammela & Paananen 2010, 18.) When designing a website it needs to be seen as a developer: such critic and knowledge can become only from that perspective. But the important thing is to see the work as a visitor: the simplicity and clearness can be reached only by acting like not-professional, who does not know anything about the structure and the mechanics of the site. (Crowder 2000, 11.)

Making a website includes planning and implementing layout, availability and usability, content and visuality, such as colours, pictures and fonts. Layout is the first thing to think to a pure canvas. It defines the looks of the website. Planning availability and usability is important and for visitor it is one of the most important things to be able to navigate

through the website easily. Content is what will be included to the website; every piece of information to be used. Visuality is about detailing the website, making it to look welcoming, clear and whatever it is supposed to message for the visitor.

4.1 Layout

To make a website welcoming, tempting and engaging, the layout, the structure of a site must be well planned. The layout is the frame for the whole website. It keeps pages, sections, topics, links, graphics and texts all tight together. It needs to be planned the way that people pay attention to the thing a creator wants them to.

The website layout needs to be first of all lean and clean. There are no simply and exhaustive rules how to fit together all the components. The creator just needs to trust himself. It is also recommended that the website would be shown to someone the creator can trust and then do by his recommendations. The website needs to be interesting and it can have some unusual features, but too much clutter needs to be avoided. Also same layout through all pages inside the website is important thing to not stress or annoyance the visitors. (Crowder 2000, 11-23)

The pages might be done in same structure, but the all the pages can also have the same template. It is clearer if fewer templates are used. (Sklar 2009, 75.) When starting the layout plan, it should be thought as the simplest possible way. In the end it always gets more complicated, even messy. Each page has to include a story, a reason why the page is there. It should always be thought from the visitor's point of view: what is this page here for. (Creative Bloq 2015.) The balance between the amount of the pictures and the amount of the texts is a tricky thing to achieve. When done right, the pictures can support the importance of the text and make the view of the page more structured. (Crowder 2000, 101.)

Basic things in layout are choosing the background and arranging the text and the pictures. Background needs to be chosen so that it doesn't disturb anything, especially the text. Still if possible it should be chosen so that it still is in sync with the theme of the page. (Crowder 2000, 11.) The layout of the important things needs to be thought so that the visitors' natural instincts are taken under consideration. The studies have shown that the glance is the most likely to move in a shape of F: from the top to the bottom and from the left to the right. When so, the most effective way to organize the website is to put the most important things to the left-up-corner. (Shortie Designs 2014.)

To get started with planning the layout it is important to make a draft to the paper. Design of the website is aimed to solve problems and it happens through a good layout, not the small details. That is why it needs to planned before making it happen online. (Creative Bloq 2015.) It is a lot easier to predict the problems in this point, while drafting it to the paper than after it is online.

4.2 Usability and navigation

The navigation is the way to make sure that the visitor never gets lost in the website. Nowadays people have many options and they are used to easy way. If the website is not simple enough, people will just close it and find another one, probably from some other company. (GoDaddy 2013.) It is important to plan the navigation to the people who want to find the information as fast as possible and the people who want to explore and concentrate to everything the website can offer. So the first group requires some fast way to navigate through the website, such as search engine and the clear structure. The other group needs easy way to explore throughout the site. (Crowder 2000, 61.) Of all times the visitor must have the understanding about where he is, where he can continue, how and how to get back where he started. (Sklar 2009, 92.)

The biggest thing while planning the usability is the navigation bar. It includes the information what is found in the website. It should be the same in every page. That way navigating stays clear and it will not be confusing. For example the link to home page should be in every page and rather at the same place. (Crowder 2000, 62.) After that the clear stating where the customer is at the moment is important. Every page should have a clear name, which tells what a visitor can find there. Links forward need to be well placed and thought. The planner should have some vision what question pop up to visitor's mind and answer them offering the links to next pages. Hyperlinks ease this and give possibility to click words which can be explained more detailed in other location. A browser has a back-button which can be used everywhere. But still the pages should have individual option for that. Also every page should have option to get back to starting point, home page. That highlights the fact earlier mentioned, that every page should have that link and to make it clear, at the same location. (Sklar 2009, 91-94.)

A flat hierarchy is a clear option in many cases. Three click-policy states that a visitor should be able to find the information they are searching for the most of the three clicks. That is why the totality that a website offers needs to be put to smaller pieces. Clear sharing helps to keep the website easy to use. (Sklar 2009, 93.) If there is lots of information and it needs to be put more complicated way on display, the search engine is a good idea.

If some exact information is needed fast, the websites that have a search engine has a big advantage to those which don't have. (Crowder 2000, 61-63.)

4.3   Content

As picking the content to the website it is really important to set boundaries and stay in them. The topics need to be stable and well structured. The writer needs to have good guidelines. (Crowder 2012, 10.) The text is not supposed to be like online brochure. It needs to answer to the visitor's question, not just state what the maker wants. Fulfilling the customer's needs is the most important thing, why the website is there. This requires that the website includes the straight information: clear, truthful and relevant. Information also needs to be always changing and increasing. Content needs to be active. (Fletcher, 2010.)

In top of professional information, a website which purpose is to sell, needs some marketing content too. A story of a company is really well selling thing. It would be good to tell who are you and why are you doing the specific thing you are marketing. This part should be really personal and show how unique the company is and how passionate it is to offer best it can to the client. All this is there to build trust and credibility, relationship with the visitor. It makes the visitor decide: this is the company I want to get my product from. (GoDaddy 2013.)

Showing the other parties recommend the company it is good to include the testimonials, certificates and licenses to the website. The recommendations show that the company is not the only one thinking it is the best option. Other people's good experiences make the visitors believe it is worth it. It gains the trust, the reliability and the feeling of safety. Links to official certificates and licenses show that you are hardworking, trustworthy and simply have willingness to go through the trouble of getting the stamp of trust. (GoDaddy 2013.) Address info has to be in the website for many reasons. It is a nessecity for google and other searche engines to see the physical place of your company and exact address to be able to locate the company. Nowadays it is more and more common to do local searches with the mobile devices. That highlights the importance of having the address public. Also this gains trust among the visitors. (Fletcher, 2010.)

4.3.1   Texts

Text is normally a really big part of the website. The style of writing can shape a picture of the company really harshly to the visitor's mind. As it is said earlier even slang can be

used in some of the websites if the audience is strongly on it. It gives personality and might even get readers more convinced about the one behind the website. The style of text also defines the professionalism and relevance. If it is supposed to cause trust, the text should be really proper. The text also determines other elements. If it is really business-like, the other parts like pictures should be too. If the slang is used, then the forms and charts probably shouldn't be used. (Korkeila, Lammela & Paananen 2010, 110.)

The text should be built really unambiguously and without too much decorativeness. Working with the words, not with everything else is necessary to give the right impression. Words are the first thing the most of the visitors pay attention, pictures and others just highlight the importance of the text. The most crucial things should be highlighted by locating them to the top of the page and maybe giving them extra attention via some color or matching pictures. The key elements in making the text attractive are also easy terminology and spelling. Terms used should be a kind which can be understood by average visitor. If the website is planned only for doctors for example, the special terminology can be used, but if the site is meant also for people without further education and knowledge, all more difficult words should be explained. Of course the spelling is the thing people notice. If the writing is really bad and has lots of mistakes, it is not as credible as hoped. (Jerz, 2010.)

Some details that are vital when making a website should be mentioned. The headings are really upfront. It is always the first thing that pops up to visitor's eyes when he opens a new page. The heading needs to be a fast and short description about what the page is all about. (Korkeila, Lammela & Paananen, 2010. 110-113.) Different kind of hyperlinks are not that crucial, but if they exist, it brings more usability, clarity and it shows that there has been effort to make the site easier to read for the visitor. Links should hide to the normal text. They are not supposed to be highlighted, like "click here", but rather just one word in a sentence with a different color than the rest of the text. Also really detailed info should be hidden under the links. For example in a marketing website, the basic info can be visible, but the really specified information can be in forms which can be easily printed too. (Jerz, 2010.)

4.4 Visuality

Planning the visuality is an important step towards an impressive website. It defines the clarity of all information included. Everything needs to have the own spots, so the visitors won't get confused. The meaning is to create a hierarchy to the important and less important things, set the limits for every category and build similarity to the connected things. For example pictures are often acting not that important part. Still they can rise to very

meaningful, if they are well used and are managed to highlight the important messages. Colours can be really effective at bringing some things up from the content. (Web Style Guide.) In this part it is really important to think in the visitor's point of view. What things are expected to be found in the website? Visual contents can either hide the most important parts or be successful and pop them up so the visit in the website is pleasant and easy. (Sklar 2009. 36-43.)

The style of the website is determined strongly by the concept of the company. Whole visuality, colours, fonts and pictures, should adapt the topic. (Lynch&Horton.) All webpages should have the same theme. It can be made easily with the banner, which should be the same through all pages. Colours should be planned carefully to avoid a messy look. Also fonts should be combined so it is easy to read and the words or parts that need to be highlighted can truly pop up. Also the style of the pictures needs to be same throughout the pages. (Sklar 2009. 36-43.)

4.4.1 Colours

Colours are a big part of the visuality and basically all the other elements are based on the choosing of the colours. Well-planned theme of the colours prevents the chaos and confusion. With colours it is possible to make the important information more visible, some colours get automatically more attention than others. Creating structure is easy with the colours. It doesn't always need to be just lines, fonts and boxes to divide different parts from another; colours can be creative, beautiful and clear way for that. Still it needs to be carefully planned. Done wrong, colours can cause lots of disturbance and annoyance. That again easily leads to lose of the customers. (Sklar 2009. 243.) The colours need to be picked carefully and a colour circle is a good help for that. Typically there are two to three colours used in a website. If there is some kind of logo, the colours are easy to pick from there. In top of these couple of main colours there can be some supporting colours which can be different shades of the main ones. (Korkeila, Lammela & Paananen 2010. 24.)

First at planning the colours it needs to be taken under consideration that what all parts need to be thought. The background colour or picture is the one under everything else. It is such a big part of the website that it might even define the whole colour world of the site. That is why it needs to be well-thought. As said earlier the colours need to be synchronized with the topic of the website. This is the part where this should be done. For example a site about the nature should probably be based on some earthy colours; then again a website for a strictly professional use should be planned otherwise. The background colour layer is on top of the picture background. It is mostly defined so that the text on top of that can be easily read. It should also be in sync with the background image.

The content colour is the fonts. That needs to be clear enough from the colour behind it. (Sklar 2009. 245-248.)

The next step is just to choose the colours. The message and the topic need to be defined in this point so that the colours can be used to highlight the impression and feeling as wanted. Cold colours, like blue and grey, are often attached to calmness and safety. Then again warm colours, like red and yellow, are cheerful, energetic and positive. When picking the support colours there needs to be enough contrast especially in fonts. That increases the easiness of reading. Exact colours should be chosen by using for example a colour circle. Those colours can be the ones next to each other in the circle or complementary colours. (Rönnberg 2015a.)

4.4.2 Fonts

The visitors in a website are always readers. The fonts should be planned a way which in pleasant in that point of view, legibility is the most important thing while choosing the fonts. That is why there should preferably be only one type. Changes between body, page headings and section headings can be made by changing the colour, writing in bold and enlarging. Font can be used to express feelings, tone and structure, but there should still be careful, since fonts are also one thing that can make the website really messy looking. (Sklar, 2009. 187-188.) Long texts should be as clear as possible, but the headings are places where is able to add some personality and be playful; especially parts which are wanted to be more noteworthy. (Rönnberg 2015b.)

There are even named fonts that are the best in Shortie Design –website. Sans Serif – fonts seem to be the clearest ones and the easiest to read. Such as Arial and Verdana are pretty basic fonts to choose. Ideal size for body font is 16px. It is big enough to be easy to read, but not too big to make big picture look good. It is also recommended that there would be only three different fonts and three different sizes to keep it clear. (Shortie Designs 2014.)

4.4.3 Pictures

They say that a picture is worth of a thousand words. Exactly that is why every website should have pictures. Just one picture can have lots on information in it, and these times when people are more likely to just scan through the pages than really to read it, it is really important to draw attention. (Shortie Designs 2014.) The pictures also strengthen the message. For the visitors it is easier to scan through and read only the really important parts. That is also how to keep the visitors from becoming blunt. (Crowder 2010. 101.)

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The pictures help to build a brand. While making the website the pictures can be chose so that the correct message is sent. Pictures of smiling people and cheerful things are messaging different image than serious people in suits. The pictures are also a possibility to connect with the visitors, find things in common and make people think they are on the same wavelength. (Shortie Designs 2014.)

The arrangements of the pictures should be thought through. Pictures can either make impression of messy chaos or ease the reading. Also the amount of the pictures effects on this. Wrong amount of the pictures in wrong places can make big problems for the visitors. The pictures should be there to support the text, not drawing all of the attention. Also the size is important. It needs to be big enough that the reader can see and perceive it thoroughly, but small enough to give space for the texts. The size needs to be put into perspective depending on the amount of the pictures and their importance. Only the most important pictures should be kept big. Smaller pictures can be used as a separation of different topics. (Crowder 2010. 100-102.)

Own pictures are always good to be used. It is the safest way to avoid the problems with the use permissions. The problem is that everybody doesn't have a possibility to take good enough pictures. For that there are free and chargeable websites where the pictures can be picked and used freely. On top of normal pictures it is strongly recommended that the info graphics and videos would also be used. (Shortie Designs 2014.) Videos are great way to interact. It attracts people more and they are eager to play a video. It makes people to stay a longer time in a website. It is also one of the fastest ways to effect and it is really personal and can be done really interesting. (Fletcher 2012.)

5   Preparations for the website

5.1   Selecting the tools

The tool selection was made together with the commissioner in a meeting with the contact person. Since we both lived in Finland but the different cities we decided to handle the communication mainly through Facebook. The e-mail was agreed to be the way to send the bigger files such as pictures and the documents. All other planning like layout, was talked about in Facebook. That is a good way to communicate, because all of the partici- pants of the website is in and we all use it anyway daily basis. That is why it is fast way to communicate and the orders of the commissioner get fast to me. Also for the commis- sioner in Tanzania, where the internet connection is not always that good, Facebook, which is easily opened, is a good way to go. E-mail for the bigger files was an obvious choice, since there it is possible to send those and for me and connect person from Zuri Tours & Safaris it was easy to manage that way.

As a platform to make a website, Wix.com got chosen. The websites I have done before were made by kotisivukone.com. That is a Finnish platform and we figured out that the site cannot be translated to English, so it was out of consideration. Since after the making the website, the administration would be handed over the Tanzanian employees, the pos- sibility to English is a necessity. The Wix.com was found by Pulli and fast I agreed since it seemed to be as easy to use as Kotisivukone.com. There were also lots of good tools which the use doesn't need to pay. In many platforms of making a website, every little thing requires paying more. For a company that has just started, like Zuri Tours & Safaris, it is important that the website is quite cheap. On top of a possibility to edit a website in English, as important thing while choosing a platform was the ability to translate the web- sites into other languages. Duplicating the website in other languages is really important for a company which main target groups are foreigners. On top of the reasons which af- fected in the decision of the commissioner while choosing the platform, my requirements fulfilled too. After a little while off making the website I got convinced that the Wix.com is a great way to make websites. It was easy to use, but not too supervised: Wix.com offers the user the free hands and lots of tools to make the website look exactly like planned.

5.1.1   Wix

Wix was founded in 2006. Three founders got the idea while they found out how difficult time consuming and expensive it is to create a own website. They created the Wix.com which makes the process of getting online easier and cheaper. The founders are Avishai Abrahami, Nadav Abrahami and Giora Kaplan. For now the management level has grown

with nine professionals and total there are about 1000 employees in Wix. There are nine offices in five countries: two in Israel, three in the USA, two in Brazil, one in Lithuania, and one in Ukraine. Wix had already a million users only three years after the founding the company. In 2014 there was 50 million users and now over 73 million, so the growth is really big. (Wix 2015a.)

Wix promises to offer a website platform where users can implement their plans without limits or coding. It is the only drag n' drop platform which offers HTML5 capabilities, hundreds of designer made templates, top grade hosting and lots of free apps and other features. In the website there are many mentions how creating a website is free with Wix. (Wix 2015a.) It might be a bit misleading, since using Wix is only free thing. Getting a domain and keeping the website open have always yearly costs. With a yearly paying plan the prices are between four euros to 17 euros a month. (Wix 2015b.)

After making the website of Zuri Tours & Safaris it is easy to agree with the promises that the introductions of Wix. The website was really easy to use and even though I had not even known about it before I was able to start editing the website as soon as I logged in. Also the freedom was obvious and there were no limits in editing the layout, stating the pictures and creating text. While planning the different language pages, the instructions were really easy to follow and the action was cut in to really small steps. Also the contact person of the commissioner had to ask one question from Wix and the answer was immediate and clear. Wix was a right choice and the both creating the website and the editing afterwards were made easy for a user.

5.2   Communication with the commissioner

As said the communication tools during the project were mainly Facebook and e-mail. With the connect person Pulli we also met couple of times and had meetings about the website. The chain was clear and I got almost all of the information from Pulli, who got the orders and suggestions from the commissioner himself. It worked well since Pulli is had been working with Zuri Tours & Safaris and knew the basic things and the hopes of the owner regarding the website. All the bigger decisions she needed to ask from commissioner and wait for the answer before answering for me. Most of the decisions came from Tanzania. Some, especially the decisions about the looks Pulli was able to make. Then again in the times when I could not get in touch with the commissioner I made the decisions by myself, implemented, informed them and asked them to tell me what changes they want, if so.

Normally we had exchange of thoughts and messages couple times a week, but in the most active times even many times a day. That of course created some problems, since we all had different schedules, especially the commissioner in Tanzania. Sometimes the answers were waited many days and since some questions were quite critical and important, making the website always stopped during those times. The biggest problem was the internet access in Tanzania. That postponed many things, since the commissioner was not able to check the progress in website, send the material or give any comments. Despite the problems the communication was pretty well organized and because I and the contact person were familiar with working with a multicultural environment, the challenges were expected. The website was published in time and the communicating was as smooth as expected.

5.3 Benchmarking

We did some benchmarking before starting to make the website. We had couple companies that are comparable to Zuri Tours & Safaris. Roy Safaris and Good Earth Tours and Safaris are really appreciated tour operators, which have same basis as Zuri Tours & Safaris: they are local tour operators, have same town to start the tours and safaris and have the same price range. They both have the website too, so we were able to compare them and have some guidelines from beginning, what we want from our website and how should we start to implement it. (Good Earth Tours & Safaris; Roy Safaris 2009.)

As a company Roy Tours is an old and a traditional tour operator. It is established in 1989. As Zuri Tours & Safaris they highlight their local employees, but also long experience in the field. Roy Tours offers walking safaris, mountain trekking, beach holidays and Tanzanian safaris to pretty much the same destinations as Zuri Tours & Safaris. (Roy Safaris 2009.) Good Earth Safaris have the same tools to get customers. They also have a long experience since the company was founded in 1995. Nowadays they have offices in Canada and in the USA too. This company has safaris in other countries too, like Kenya and Uganda, but the main market is Tanzania and also the headquarters is located in Arusha. (Good Earth Tours 2015.) Both of these companies have really high appreciation in safari markets and they are recommended by many people. (TripAdvisor 2013a.) Also in the section of Outdoor activities in Arusha in TripAdvisor these two companies are really well located. According to reviews Roy Tours is in a place two and Good Earth Safaris in a place four out of 115 companies. (TripAdvisor 2015b.) According to these facts it seems like these two companies are successful enough to learn from their example.

What comes to the websites of Roy Safaris and Good Earth Tours, the website of Roy Safaris is absolutely the underdog.
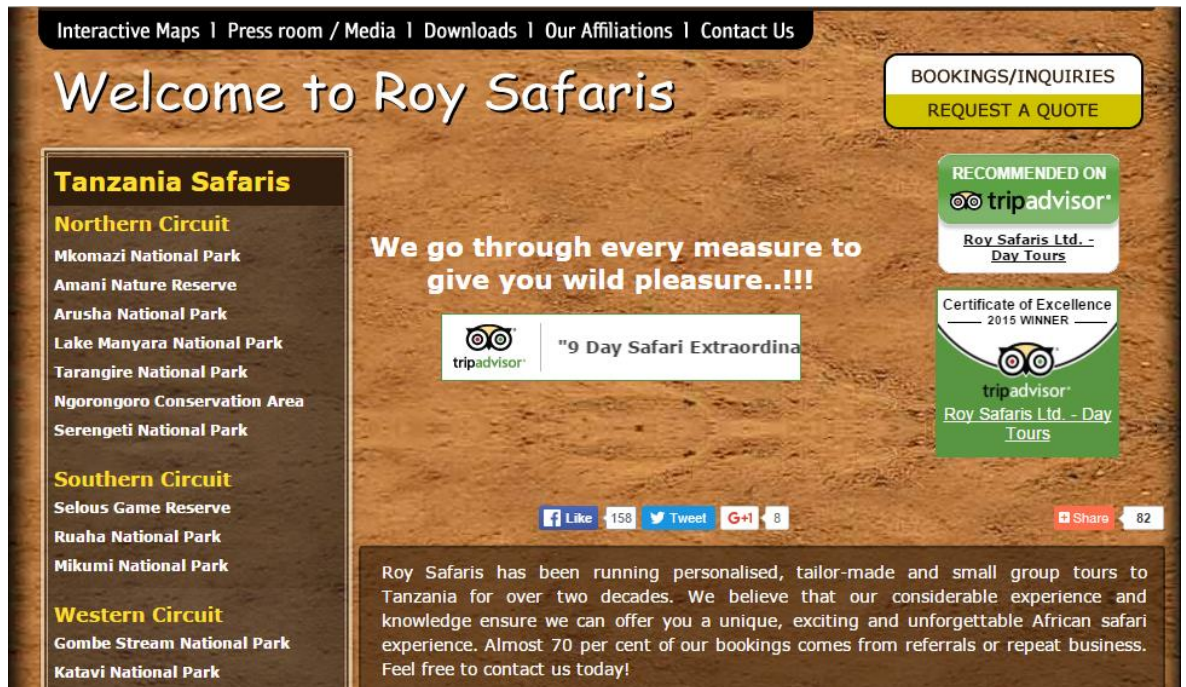
Picture 1. Roy Safaris website.

Particularly the home page, the most important page, is really messy and confusing. What is good, all of the most important things are there in the home page: Trip Advisor-recommendations and certificates, logo, pictures, links to all important channels like Facebook and even a video about the company. As it can be seen all the important parts are in the home page, with different highlight techniques. Some have a different font, some are moving (for example the TripAdvisor -advertisement in the middle of the picture) and some are in bright colors. That makes it really hard to read and even though everything important is there, nothing stands out, but everything drowns to each other. When moving in the website, the menu cannot be found in the same place all the time. Other problem is that the parts of the menu can be found on top of the banner picture and under it, additionally there are some links on left side of the page too. It all can be really confusing to the visitor. Also the logo which is there in every page is a link to home page in some pages, when again in some pages the visitor cannot click the picture and home page –button is in a different place. The website of Roy Safaris is really confusing. The thing that was wanted to website of Zuri Tours & Safaris was the amount of the pictures, better placed though. Mostly what was learnt from this website was the things that are not wanted, such as many menus. Only one, clear menu is really important and a logo which takes to the home page every time. Also a basic plainness is essential.

The website of Good Earth Tours & Safaris is really well planned and implemented.

Picture 2. Good Earth & Safaris website.

Compared to the website of Roy Safaris, the small things were in their places: the menu was located to the top of the page, always in the same place and the logo took always to the home page. Even though Good Earth Tours & Safaris had as much content in their site, everything was just planned better. For example too large menu was cut into pieces and the drop-down menu was there to make it clearer and simply to save the space. Just like website of Roy Safaris, this website had some moving components. That little thing was also planned better and it made a huge difference. Moving pictures in this website were only there to draw some attention, make people interested and make them possibly stay on the website. A good example is the TripAdvisor -mentioning, which can be seen in both of these picture. In Roy Safaris -website it was in the middle of page and moving. It was more disturbing than nicely getting the attention. In Good Earth Tours & Safaris eye catches the recommendation easily, but it does not steal all the attention. Only con in the website of Good Earth Tours & Safaris, which draw the attention was the gallery. It was really interesting and personal with the slide show and the music, but those made it pretty slow to load. On top of that mostly things to learn were quite positive in the website of Good Earth Tours & Safaris. There were many things to be picked to Zuri Tours & Safaris. The clearness was the most important thing. The website was professional, but interesting and safari-like. The pictures were there to control the page and get the visitor watch were

wanted. The Contact us –page had both contact information of the company and the form which can be filled and sent easily. Also the small but important notion was that the background picture was really right one to the safari atmosphere, but still pretty muted.

After all, both of the websites were really important to visit. Lots of things stand out both in a good way and in a bad way. Also the fact, how much the website effects is really important to notice. For example, no matter how much more experienced Roy Safaris is than Zuri Tours & Safaris, they might easily lose customers just because of their website. It gave more ambition to create great and selling website to increase the interest and knowledge about Zuri Tours & Safaris.

6   Creating the website

Planning the website for Zuri Tours & Safaris started from defining the purpose, the target group, the product that will be sold and the theme. Almost all of them were decided by the company itself and my job was mostly to specify them, think of a way to impress them and implement. Only the theme was more up to me. It all started with the basic information from Pulli, the contact person from Zuri Tours & Safaris. It included the purpose why the website will be made, the products that are sold and the requests that what the site should have and how it could look like. Only the products were all clear. They were listed with all details and that was my main guideline later when choosing the theme for the website. Products are all safari and tour trips to African nature. That automatically draws picture of adventurous and nature-based site.

Criterions for evaluation were really poorly decided and there are not too many external or even internal ways of evaluating. Zuri Safaris & Tours were not interested in measuring the numbers of the visitors. There was no way to measure the amounts without the commissioner. That is why only opinions of the creator and contact person and some friends were possible to be collected. The most important things to evaluate are the clarity, readability and functionality: it needs to be made sure that everything works. As mentioned before, three steps to everywhere is a maximum. That needs to be checked so the navigating is kept simple.

The purpose and the target group were told loosely. The purpose is to get more visibility and advertise the company. Clear guidelines with the purpose were needed to make an effective website. Target group was told to be everybody from everywhere. It was left so open that I needed to limit myself. The sample customer was created by what I thought to be average person to use services of Zuri Tours & Safaris. The company had already lots of Finnish customers so the site was planned to fulfil the needs of Finnish people: clear, informative and professional text with lots of fact. The age and the marital status do not affect, because there are products for all people, not depending on the age. It took a lot more to specify the lifestyle and the style of the possible customers. The customers using the services of this company are often experienced travellers and somehow adventurous. They want new experiences, see the life of the local people, not just tourism side of the destination and they are not afraid to try new things. They most likely appreciate the nature and want to learn about it from the local people with a good now-how. In the website the readers need to see that these things are achievable with Zuri Tours & Safaris.

When the basic customer was specified the purpose and the goal of making a website needed to be defined. Since Zuri Tours & Safaris already has a Facebook page, reviews in TripAdvisor and it is somehow known already as a tour operator. Increasing the visibility is one of the main goals, but it is not straight depending on the planning of the website. Of course it needs to be clear but nowadays other channels are more valid to spread the information. The other channels need to be active on sharing the address to the website, because they already have followers. The website will be online for those who want information and need to be tempted to buy some services. Those who come to the website need to be convinced that they want that company to operate their trip and there is no better option. Also the website is there to give a change to contact the personnel and book a trip.

6.1 Layout

The layout is the first thing when starting to create a new website. The plan for this is a crucial thing to do. It gives the base for everything that will be located in the website. In this point I met with the connect person, Pulli so we were able to decide these concrete things for the website. There is really basic structure I use in websites and Pulli approved. The structure would be kept really clear with the menu top of the pages and the pictures keeping the structure. All of the pages are also organized in a clear, old-fashioned way: reader can scan the pages through from up-left to down-right. The pictures separate the sections from each other. The plan for the website of Zuri Tours & Safaris can be seen here. It is really simple and there are no details. It is just a draft so the creator can make sure that the company will get what they want from the beginning.
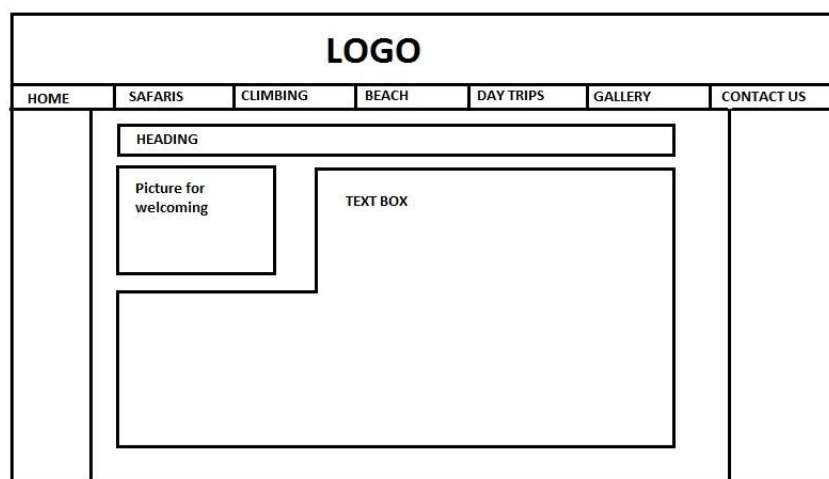
Picture 3. Draft of the layout

As it is recommended all of the pages remind each other. The structure and reading order is always the same. Also the banner and the footer are exactly the same. That makes it clearer and keeps the readers from the confusion. The banner has the same picture and clicking it will lead back to the home page. Under the banner picture there is menu. The footer has the most important information in every page. That way it is easy to find but also because the search engines need repeating. Since the background pictures are a big part of the look of the website it needed a lot of time to plan. At first the plan was to have the same picture in every page. With the time there came up the pictures that illustrates every subject. Since the main way to reach the goal of the website is to create a need and a will to experience the Tanzanian nature, the pictures are one of the most effective ways. That is why the different backgrounds were picked. The picture below shows what kind of structure there is in every page of the website.
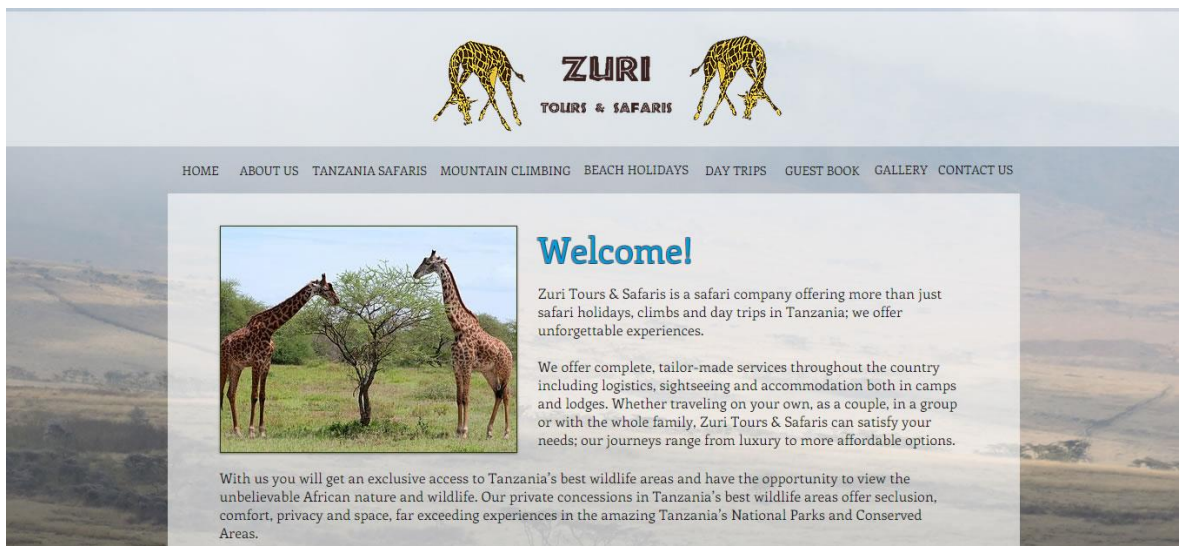
Picture 4. Structure of the website.

6.2 Usability and navigation

As said in the theory part, the visitor needs to always know where he is, where he can go and how to get back where he started from. In the website of Zuri Tours & Safaris, it was taken under consideration. In the top of the every page there is the title which tells the location. The titles are obvious and clear, like in the page where is told about the climbing to Mt. Kilimanjaro and Mt. Meru, the title is "Mountain Climbing". The titles are always in the same place and really imposing font. The navigation is made easy by menu. Every page has the same order, place and font in the menu. The hyperlinks are situated to the words that might awake some questions, that also eases the navigation. The Zuri Tours & Safaris –logo is in every banner and by clicking it the visitor gets to the home page. There is the back-button in the pages which are not under the main titles. The "three clicks" –rule

was followed and the flat hierarchy was tried to be created. That is why there is so many pages. Navigating bar is situated under the banner. The picture below shows what the menu looks like. There the visitor can choose the page he wants to move. The headings are really clearly planned and tried to get into form which tells exactly what can be found in each page.

Picture 5. Menu.

The decision to make their own pages to all of the topics could create some problems too: it was warned that too many pages can get a visitor confused. Still in this case we decided to make many pages, because the topics are really clear an otherwise the pages would have had too much text and they would have gotten really messy. Because all the services have their own pages, the search engine seemed like unnecessary. All of the things are at least behind three clicks and the pages are really clear. If the visitors start asking about the search possibility it can be added easily.

6.3 Content

What comes to the content, it was mostly decided by Zuri Tours & Safaris. I didn't have much to say in it, just couple of suggestions what could be added. However, the content was planned so that it would include all the information of the trips. Since there can be too much information and it is really criticized, it needed to be really well planned, to not confuse the visitors. Still we ended up to this conclusion, because in this case, all of the information needs to be found in the website, because it is the main channel for possible customers to find information. In the picture below can be seen how the main information is there in the main page and detailed information is hidden under "Read more" –button.

Picture 6. Information boxes.

Overall there are four pages about the services: Tanzania Safaris, Mountain climbing, Beach Holidays and Day trips. They include the information what kind of routes are possible and a reminder that they all are fixable with the wishes of the customers. Some information about the destinations is available and the detailed itineraries are in the PDF-files. That was way to make them easily readable but out of sight, so they will not cause confusion. Also some draft about what are included, such as food and equipment, is available for the most of the trips. Prices are not there, because the routes and itineraries can differ a lot depending on the customer. One page of the website is "About us". It tells about the company and about the staff. The people in the company were wanted to be presented. It makes the website and the company more personal and hopefully more trustworthy. Un-

derneath there is a picture about how the staff is introduced with a picture.

Picture 7. Meet the staff.

The Gallery is there to show some of the greatest moments of Zuri Tours & Safaris: Some of the most wanted animals, great views and people. Contact Us –page includes all information.The Guest Book is there to show the honest comments from previous customers.
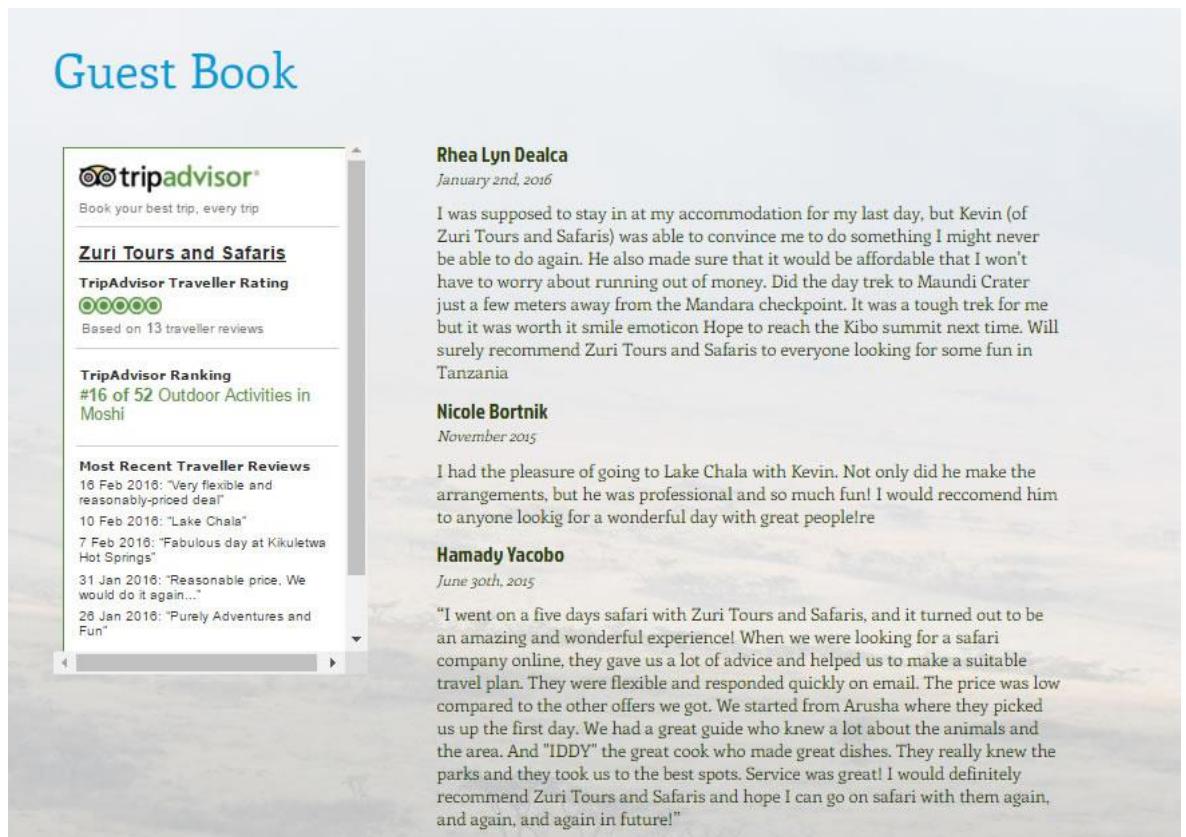
Picture 8. Guest book.

There is also many small but really important parts in the content of the website. The Trip-Advisor –link is found in the footer of every page. The quotes of the customers can be seen in the section of Guest Book. These things show that the company is not afraid to show what previous customers think about the trips and it is supposed to gain more trust. The quotes are from Facebook and a window for Trip Advisor –comments is also there. There are the address and the map in Contact Us –page. The address needs to be in the footer too, so the search engines can find it easier. Contact Us –page includes all information that can be given, such as an e-mail address, the phone number, WhatsApp, Skype and the address.

6.3.1 Texts

While writing the texts the first thing is to take care of a good level of English. It needs to be easy to read and the grammar needs to be good. That way the imago of the company gains trust and in this case, it is also a proof that the personnel know English and can service in English. The texts to this website was written by the staff in Tanzania, then Pulli read it and I also went everything through before adding anything to the website. The words needed to be picked so that they are really selling but still familiar to anyone. Everything needed to be relaxed and easy-going but still tempting and selling. Nothing is supposed to be too business-like and the texts and the pictures need to have same style.

As it was said before the headings were planned to be really visible and the whole point in one or two words in every page. The body text is smooth and there is not much highlighted. That way the things that really needed to be popped up, can be noticed. Just some words or sentences were written in bold. The text was also arranged in a really simple way. The sections were made with pictures and only the Contact Us –page has a box of text where is all of the most important information. The detailed information of the trips was tried to always get to the PDF –files so that they are not in a way but still really available and easy to print if needed too.

6.4   Visuality

In the website of Zuri Tours & Safaris the main goal for visuality is to create temptation, clearness for the company, trustworthiness and a need for travel. Besides the tempting, the website is tried to be kept controlled so the information is easily found. When the visitor comes to the website, some kind of idea of travelling is normally there: either a concrete plan to travel or just a will to make it happen. The website needs to build a desire to get to Tanzania, see the nature and pick Zuri Tours & Safaris to be a company to experience this all with. The visuality is the best way to do this, since it effects on people more than just words. The backgrounds and the colours are there to keep the same theme throughout the pages, the pictures are there to show what all Zuri Tours & Safaris can offer. Since the services of this company are mostly based on experience, the pictures are really important to create expectations which are tempting enough but also true. Even though the webpages are different and have different backgrounds, the basic layout is tried to be kept alike in every page. Everything is planned to be "safari-like", the colours fit in and the pictures are all from the tours of Zuri Tours & Safaris. Everything has also a goal to share the texts. The picture below shows how the pictures share the text and gives a structure.

Picture 9. Pictures in the layout.

6.4.1 Colours

All the colours are kept controlled and simple. The backgrounds have pictures and therefor are colourful. Also the big amount of the pictures keeps the pages interesting. That is why the texts were tried to be kept simple and not too colourful. Only way to get attention to the words is to bold them, not colour. All of the colours in the backgrounds are earthy-like, all of the pictures are views from Tanzania, and so the colours came pretty much automatically. The background for the texts is translucent white, which calms the colours, easies the reading and gives more integrity for the pages. The text is black just so the reading is easy. In the website the dominant colour is blue and different scales of it. Basically earthy blue, not any bright colours were used. Blue is discovered to cause a calming effect and that again creates trust. Lots of the safari pictures have the blue main colour and since it is such a calming colour it got picked. It is also a good colour to be in background since it is not too bright and distracting.

6.4.2 Pictures

Lots of pictures got picked to the website. All of the pictures in the website are taken by the employees of Zuri Tours & Safaris or their friends. Only two pictures were picked to be backgrounds from the picture bank of Wix. The background came to be pictures, not just colour and then lots of pictures just for the visibility in between the texts. All together there are lots of pictures that are tried to be made as meaningful as possible. The logo is in every page's header. It shows what company the website is for and in every page by clicking it the visitor can get into the home page.


Picture 10. Logo.

The pictures of the employees are there to gain some trust and just to make the website more personal. It shows that the people in the company are real, shows how many people there are at a service and just show with who the people with be if they chose Zuri Tours & Safaris. The map in the Contact Us –page is maybe the most informative picture. It is just for the information where the company can be found and also one way to gain some trust. It is from the Google, trusted site and not just some drawn or otherwise suspicious looking map. On top of these obvious and really important pictures it was chosen that there will be a gallery where is more bigger pictures to get to know what kind of experiences the customers of Zuri Tours & Safaris can get. Also the pictures between the texts are mostly there to create a desire to travel and also just to keep the texts and readability clear. A video was supposed to be added to the website, but since the local technology and time of the employees are limited, it hasn't been possible to get yet. The video would be an excellent addition. It would be even more personal and people are eager to watch them. That adds the time in the website and would probably get more attention. The pictures in the website are after all mostly for connecting with the people and creating the bath of the sight.

6.4.3 Fonts

The fonts were planned to be as plain as possible. They weren't wanted to be any ostentatious. The body-font is really normal and simple. There are very few attention points and they were all made by bolding not colouring. Hypertexts are made by blue and underlining which is really simple and common way. The headings are a bit different. Welcome –text

is bigger and bolded, but also both coloured and there are borderlines. Other heading are bolded and coloured. The main headings are the biggest and subheadings are a bit smaller. They are otherwise the same just to keep it as clear and not confusing as possible. Font that got picked is Enriqueta. The size of the body text is 16px, headings 40px and subheadings 24px. Both heading are light blue. The fonts got picked just by what felt right, what was easy to read and what was available. Below there is a capture of the main fonts that were used.
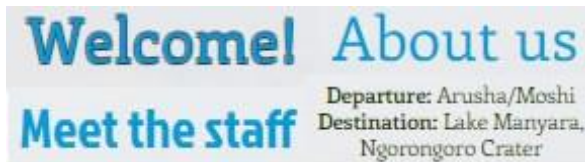
Picture 11. Fonts.

6.4.4 Self-evaluation

After working with this project my own opinion is that the website got really good. Also the contact person seemed to be satisfied. The website got really visual which is really good. It also consists lots of information and it is in there really clearly and easily readable. The things I have heard from the contact person are positive and what she has heard from the customers everybody is really happy about the website and the things it offers.

The navigating seems to be simple enough and it is easy to find everything There are no messiness or too much information stocked in one place. As much as I know everybosy is happy: the commissioner and the customers and that is good enough.

7 Discussion

The project of creating a website for Zuri Tours & Safaris started when the contact person, my classmate got to know that I am able to make websites. She knew that this company needed a cheap planner and maker for their site and I promised to do it as my thesis. We came to understanding of what schedule we are trying to make it and planned that the website would be ready to be published during the summer. The making process went ahead from writing thesis and the site was ready as planned. During the thesis and making the website the importance of couple of things were highlighted many times. The most important thing came to be a theme of the website. Without that even the starting is hard. The world of colours and other things about looks are all depending of the theme of the whole site. Clearness in usability and navigation are also really important and during the process many questions popped up. Such as should there be a search and how to organize the links and the menu. Even though content and text were not in my hands, going them through and making sure they are good enough to be published are something every website maker should take under consideration. Besides the theme, overall picture is really important especially in stage of planning. The layout defines how readable the website is and does a visitor experience it easy enough to stay. All these things need to be really strictly planned to make the whole website work.

During the project there were not so many challenges. The communication with the commissioner was one of the most problematic things. Since the commissioner was in Tanzania where we knew to be connection problems, it was predictable, so it did not cause more problems than just waiting time. Some differences of opinions were also the challenges, but pretty fast they were all solved by just giving the reasons why to prefer one way over another. For a future there are some small practical things I would do different next time in same kind of project. The idea of different background pictures for every page seemed a nice visual addition and the commissioner got keened to it. Still I would not do that again since it makes the loading time for visitors a bit longer. One a bit bigger problem was that the contact person had the access to Wix too. She was able to make some changes without me. That was a bit distracting since sometimes I went in there had been changes that I did not know about. Later we agreed about the rules about it. Later on I will not let the commissioner do any changes during my process. I will make the website as ready as wanted and later the owner can do the changes and I can teach how to use the website platform. This way it just made my working more confusing and I had to get contact with the person who had done the changes before I was able to continue. Also from now on I would rather take a project of planning whole online marketing. Of course it is not often possible since social media is often first created. Still being able to effect on the use

of the social media of Zuri Tours & Safaris would have been good. That way I would have been able to synchronize these all fields, because the connection between the all channels of the company is really important thing nowadays.

Even though I have done couple of websites before, this was the most detailed one and the only one with research. The importance of notes just for me got a new perspective since the commissioner was not always to be reached and I had to have all of the things that had been discussed written down. Also planning to the paper was a crucial thing since we saw only a couple of times with the contact person and all my thoughts had to be drawn so I was able to show them. Writing the important things as visible place as possible rose to be an important thing too. Because people reading the websites nowadays want easy and fast answers the text needs to be well managed to catch people's attention. Since the website of Zuri Tours & Safaris had lots of pages, hyperlinks came to be a main factor in navigating. That is an easy way for a maker to make the visitors' reading more pleasant. Linking other sources like a window for Trip Advisor was a new thing for me too. That is really practical thing to learn because normally even the smallest company uses many channels and they are good to be linked together. Learning how to get more visibility for search engines like Google was also new for me. That would have not come to my mind without the research I did for the thesis. Of course the biggest thing that was great for me to learn while making was to use Wix. Earlier my only tool had been Finnish Kotisivukone, but now I can say to be advanced user of Wix too.

The whole project ended up going really smoothly. I found it interesting to find out real facts about how to make the website more attractive and tempting. Also small advices how to keep it clear and easy for the visitor will be really practical for the future. The commissioner is pleased with the website and they got what they were looking for. I did not get the possibility to create any system for the follow-up, how many visitors there are and how the website is going to affect the success of the company. The website is shared in the Facebook page of Zuri Tours & Safaris and by many people. Hopes are that the website makes the job it was made for.

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