



Website Revamp

Phase 1 : Website Designs Demo

**Travel Food Services
X
Coconut Media Box**



Introduction

- **Coconut Media Box, an organization which caters to various needs of the media and entertainment industry**
- **We believe in serving clients with strategically sound creative ideas. Our expertise drives us to deliver the best solutions to our clients across every sector**
- **Our vision drives us to deliver the best solutions to our clients across every sector**



**It could be a trip to a city or country you have never been to.
Who served you along the journey with healthy nourishments
and relaxing experiences?**

Travel Food Services



Current Major Challenges



Present Day : <https://www.travelfoodservices.com/>

**Can be more
user friendly**

Static Media

Common Layout

**Placement of
CTA**

**No user
transaction**

**UX can be
better**



Objective of new website

To enhance user experience and enable transactional interaction with customers



Our Solutions

Design

UI/UX

Tech

**Current TFS
Media**

**Modify Index
positioning**

**Enable Booking
feature**

**Better Content
Placement**

**Relevant
placement**

**Integration &
development**

**Engaging look &
feel incorporation**

**Incorporating
additional widgets**

**Strategic
Management**





Our Approach



**Key goal is to make the user/customer stop and stare
when they visit the TFS website**

**Enabling customer journeys to retain un-sure
or lost customers & add new customers**

**Flexible tech development service to add more
features on the website**

Roadmap and timeline

Laying down the timeline to achieve the set benchmarks as per brand standards



Website Development

Once Design is approved **40 working days** to go live from there on

Feature Development & Tech Integration

Enable booking for users – (TBD)

Feature Development & Tech Integration

Integrate Loyalty program on the website to enable user reward redemption (TBD)

Timeline (Working days)

Phase 1: **40 days**
Phase 2 : TBD
Phase 3 : TBD

Technology and Development



Website

Cloud - AWS
HTML
CSS
JS
Word Press
Google Analytics

Booking Feature

API Integration
Payment Gateway
CRM integration
AI Chat bot
(TBD)

Loyalty Program Mapping

TBD

Customization

As per requirement TBD



TFS Website 2.0

Let's shake things up a bit with our new look



Option 1 [TFS site](#)

Option 2 [TFS Site](#)

Option 3 [TFS Site](#)

Responsiveness, Marketing and Security



Mobile responsiveness & optimization

Equal responsiveness enabling diverse audience ease of accessibility ensuring inclusivity

Content Strategy

Media oriented website with key highlights being the part of the content on the site

SEO/ Digital Marketing

To enhance the visibility & up the ranking of the website & driving traffic and engagement

Security & Compliance

Security measures to be implemented for protecting website and user data, ensuring compliance with relevant regulations and standards.

Next steps

1

Seek client's approval for advancing on this project

2

Initiate work on website & feature development with the idea to add more functions that will serve organization's goals

**Get the site
ready**

**Complete
testing and
Go Live**

**Initiate feature
development,
do testing and
Go Live**

**Win over
customers by
enabling online
booking**

3

Loyalty program integration

Thank you

karan@coconutmediabox.in | +91 9004565646 | Karan Darji

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