Activity A1 - Industry Research

In preparation for developing a proposal for the digital solution, you have been asked to carry out research. Your research should consider how digital solutions are used to meet the needs of different users within the tourism and leisure sector, including:

• How hardware and software are used within the context of the industry

• Newly emerging technologies

• How digital solutions could be used to meet different user needs

• The industry-specific guidelines and regulations you will need to follow.

Any notes you produce should be kept and submitted as an appendix.

Defining what type of user someone may be is important for website security and website work to be done. By creating a user role system, we can set what someone does or does not have access to. For example, a customer will have the lowest level of access, where they aren't able to make changes to the website or access private information; but someone like an administrator will have access to nearly all website features, being able to edit and access information.

Ensuring that the website works on a wide variety of devices is vital to create a quality user experience. As devices commonly used by customers will be in a large range of sizes and ratios, any errors found in standard aspect ratios must be tested and corrected. The aspect ratios we should aim to test are 16:9 and 9:16.

Adding accessibility features such as dark mode, monochromatic filter, and text to speech are important features used to ensure a wide range of users can access the site easily.

To guarantee the website meets all legal guidelines, making all user information (Banking Info, Passwords, ect.) secure and making all company policies accessible are both necessary.