



# **EXPLORE PAKISTAN.COM**

HUMAN COMPUTER INTERACTION PROJECT PRESENTATION



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# WHAT?

# INTRODUCTION



# WHY?



# USER EXPECTATIONS

While identifying the user needs, we asked ourselves two simple questions, **who is the user?** And **what does the user want?** To answer these questions, we used a combination of data gathering techniques to focus on identifying the stakeholders' needs.

**Online booking form**



Select an answer:

\* Required

1) Your status: \*

- Student
- Businessman
- Government officer
- Other:

2) Your age: \*

- Below 10
- 10-15
- 15-20
- 20-40
- 40-60
- Above 60

3) Have you ever booked any trip online? \*

if your answer to this question is No, leave the form now



We circulated **questionnaires** around the school campus to understand our young audience

# USER EXPECTATIONS



- We visited a branch office of a Telecom company and conducted a **focus group** interview.
- We **researched** three similar ticket booking websites
- We made a **direct observation** of user requirements



Welcome to our website! Dreaming of a romantic getaway to Hawaii or an exciting vacation in Las Vegas? Maybe you're planning your honeymoon. Perhaps taking a cruise in the Mediterranean or diving along the Great Barrier Reef is on your list of things to do before you die. If planning the trip and making the reservations seem like a lot of work just to get some rest and relaxation, you've come to the right place! For over 30 years, the professional travel agents at American Tourist Travel Agency have been planning all-inclusive vacations, charters, tours and vacation packages for individuals, families and groups, and

Featured Specials  
**SPENDORS OF SPAIN 2014**  
American Tourist Travel invites you to experience the spectacular Splendors of Spain. Our flights are non stop from and to Phila.. Eight nights at four and five star hotels will welcome you at each stop on our tour. Daily breakfast,a lunch and three dinners are included. Those stops include Spain's capital of Madrid,Malaga on Spain's Riviera,the Costa Del Sol,vibrant Valencia on the shore of the Mediterranean and Barcelona,Spain's cultural capital. During our

A screenshot of the Booking.com website. The top navigation bar includes links for "Home", "About", "Places", "Experiences", and "Events &amp; Festivals". The main search area has fields for "Search" (Destination/Hotel Name), "Check-in Date", "Check-out Date", and "Guests". Below the search bar, there are promotional banners for "villas.com" and "Dubai 541 properties". A "Search" button is located at the bottom right of the search form.

A screenshot of the Visit Malaysia website. The header features the "visit MALAYSIA 2014" logo and links for "Trip Planner", "Book Your Trip", and "Malaysia in 360°". The main section is titled "Top 25 Experiences" and includes images and descriptions for "Drop off to an underwater universe" (Ipoh, Perak), "World's largest cave chamber" (Mulu National Park, Sarawak), and "A walk through prehistoric rainforests" (Taman Negara, Pahang).



# HOW?

# TASK DESCRIPTION & ANALYSIS

In this part, our team used Task descriptions (scenarios & use cases) to envision the new interface and Hierarchical Task Analysis (HTA) to investigate the existing interface.

**SCENARIO # 1**



One user profile is a young, widowed female aged 30 years who has a son studying in grade seven. She has gone through a lot of pain in her life. After 6 years of struggle, she has now become stable, works in an honorable organization and spends a happy life with her son. She has decided to take her son to Northern areas in his summer vacations. However, her time table is too hectic and she doesn't get the time to go to any travel agency to discuss her trip.

"One day after having dinner with her son and sending him to bed, she switches on her laptop and decides to search for travel agencies online that can help her explore Pakistan and plan a trip. She searches through different web portals to find the best possible holiday plan, which is both safe and affordable for her family.

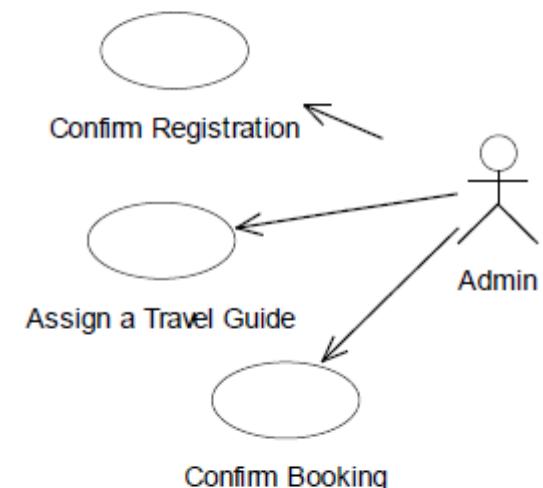
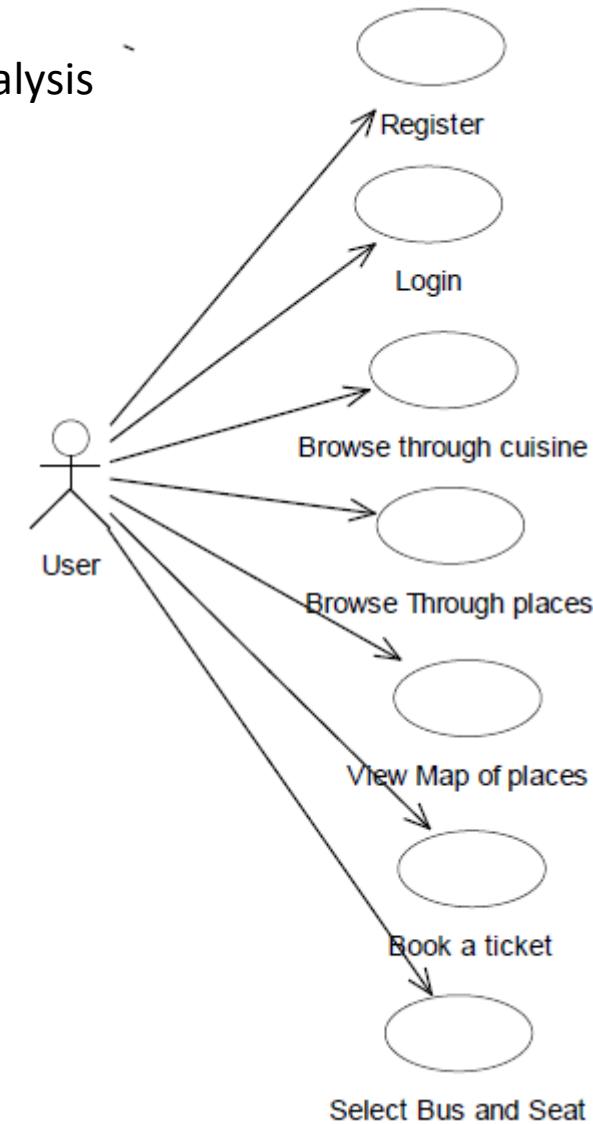
She spends hours searching for the stay, transportation and trekking in her budget until she finds the perfect holiday planner and booking agency. The interface is very eye-catching and easy to navigate. The agency assures her of providing the users tickets in least possible time and takes the whole responsibility of their trip. She books a holiday resort and rents a jeep. Moreover, she makes a trip plan online according to the number of days she decided to stay there. She notes the agent's number to confirm that she is registered properly to that agency and calls them in the morning to confirm."

**SCENARIO # 2**

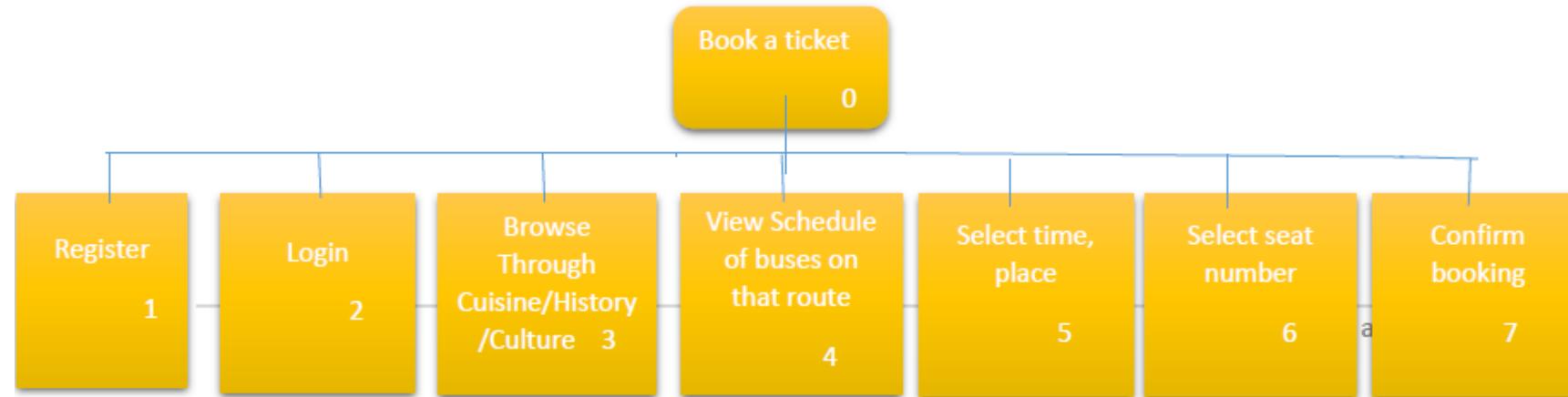


Babar Khan is a Pakistan-born, British brought up who is 26 years old and is the only son of his parents. Currently, he's working at a reputable UK based company, has recently got married and stays with his family in an apartment. He wants to visit his birthplace in Pakistan with his newly married wife this year and wants some assistance in planning and booking a trip because he has never been to Pakistan since his birth.

"One day, Babar gets free at his office and decides to look up at tour trip packages to Pakistan online. He searches through many websites to find the best possible package which can facilitate his family plan their trip safely and cheaply. He spends 2-3 hours searching for it. He finally finds the official tourism portal of the Pakistan government that provides him with sufficient knowledge about tour guides, hotel facilities, food facilities and 2 months stay in Pakistan. He corresponds with the agency online and is assured that the tourism department takes whole responsibility of his wife and him, and asks him to submit their documents and details as soon as possible to their office in UK as the number of seats are limited. He submits the documents the very next day and gives the good news to his wife. They are extremely happy and excited about their trip to Pakistan."



# TASK DESCRIPTION & ANALYSIS



HTA is breaking a task down into subtasks, then sub-sub-tasks and so on. These are grouped as plans which specify how the tasks might be performed in practice.

- 0-book a ticket
- 1-Register
- 2-Login
- 3-View the schedule
- 4-Select time and place
- 5-Select seat number from available seats
- 6-Confirm booking

Plan 0: If registered user do 2-3-4-5-6-7.  
If new user do 1-2-3-4-5-6-7.

# REQUIREMENT SPECIFICATION

Using the data gathered previously and our subsequent analysis, we identified the functional, non-functional and data requirements for the new interface. We represented each of our user and system requirements for the proposed design using the Volere shell.

Requirement # 2

Requirement type: Functional

Event/use Case: Scenario #1

Description: The main feature of the website is Explore by topic that is to allow the user search places to visit by topic on the homepage.

Rationale: The user must be provided with a number of topics to narrow down his search according to his hobbies and interests and map out travel routes.

Source: Interview

Fit criterion: The homepage welcomes the tourist and prompts him/her to select a topic from a list of topics such as adventure, road trips, on the water, cuisine, cultural attractions etc. Upon selection, the interface must show the description about every place and shows its location on map and the nearby places.

Customer Satisfaction: 5

Dependencies: None yet

Supporting material: Use Case Diagrams

Customer Dissatisfaction: 2

Conflicts: None yet

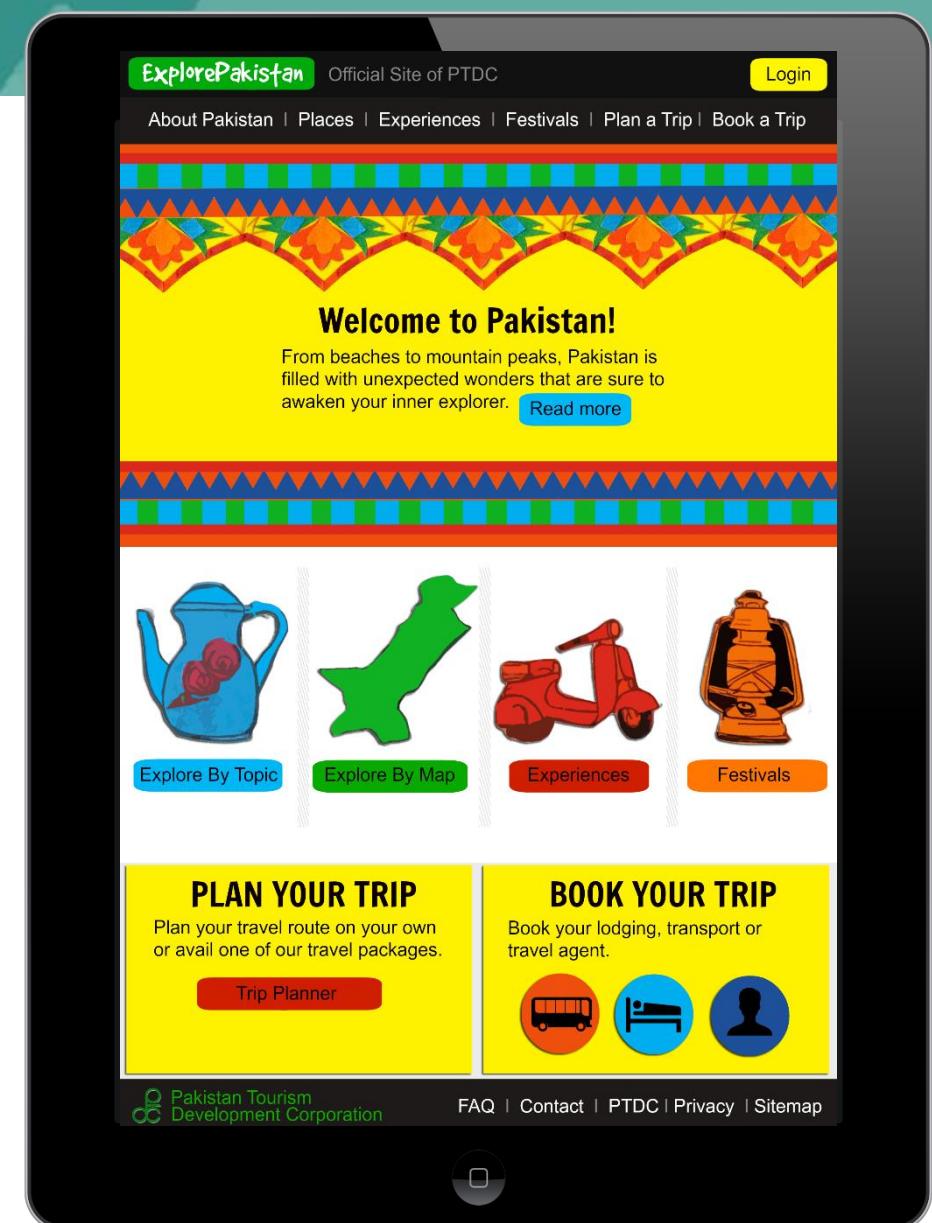
# FUNCTIONALITY

## Homepage

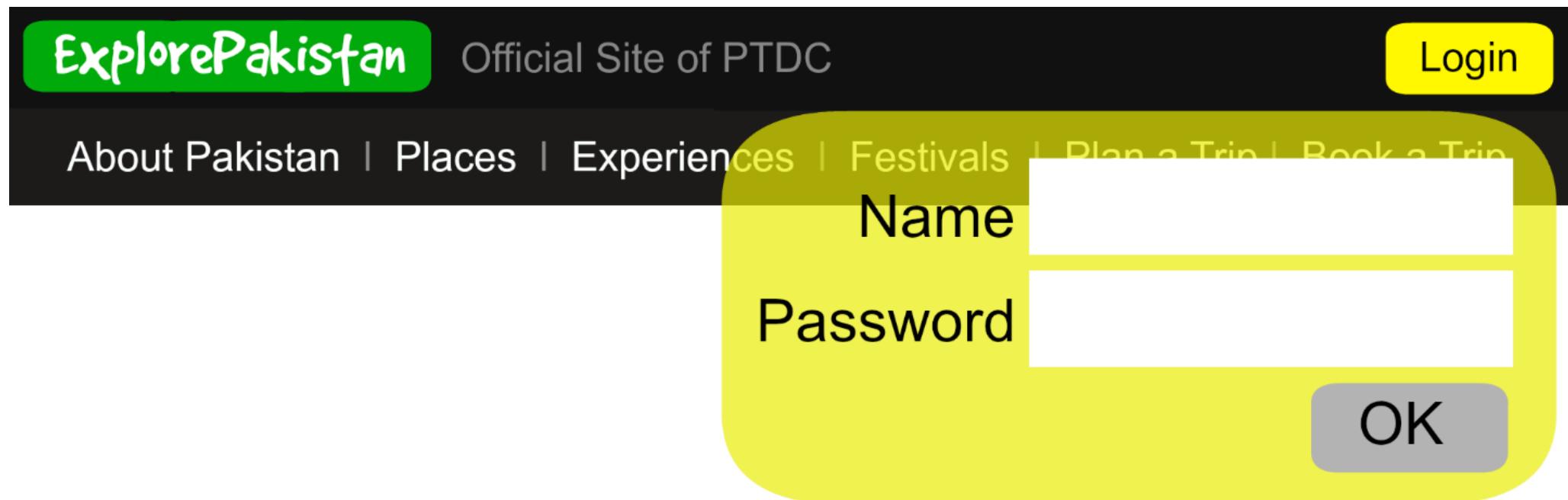
The home-page introduces the website to users and helps them to get on their way on the site. Being the front door of our site, the design team has especially designed the home page to facilitate **introduction (who is behind the site) and entrance (what to find here)**.

The **header** is divided into two horizontal bars, namely the introduction bar and main menu bar.

Besides the bars, the design team has employed **Doormat Navigation** to give users a quick and informative overview of the primary choices they need to make. Nothing important is hidden and all options in the doormat are accessible in one click.



# FUNCTIONALITY



## LOGIN

The signing in process is a two click task. When the user presses the login button, the interface prompts him/her to enter his/her email and his password and if matched, retrieve his saved trips.

# FUNCTIONALITY

## ABOUT PAKISTAN

This webpage facilitates the user to read a brief information about Pakistan.

The screenshot shows the 'About Pakistan' page of the ExplorePakistan website. The header includes the logo 'ExplorePakistan' and the text 'Official Site of PTDC'. A 'Login' button is also present. Below the header, there is a navigation bar with links: 'About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip'. The main content area features a large green title 'About Pakistan' with a decorative background. The text describes Pakistan's history, mentioning its emergence as an independent state in 1947 and its ancient civilization. It also highlights the country's diverse landscapes, from rugged mountains to tropical rainforests and mangroves. At the bottom, there is a note directing users to the Pakistan government's official portal: '\*Further information on the country can also be obtained from the Pakistan government's official portal, [www.pakistan.gov.pk](http://www.pakistan.gov.pk)'.

**About Pakistan**

It's beautiful, It's Pakistan. It emerged on the world map as an independent sovereign state in August 1947, as a result of the division of the British Indian Empire. Historically, this is one of the most ancient lands known to man. Its cities flourished before Babylon was built; its people practiced the art of good living and citizenship before the celebrated ancient Greeks.

Rugged mountains reach dramatically for the sky while their rainforest-clad slopes sweep down to floodplains teeming with forest life. Cool highland hideaways roll down to warm, sandy beaches and rich, humid mangroves. For the perfect holiday full of surprises, the time is now, the place is Pakistan.

\*Further information on the country can also be obtained from the Pakistan government's official portal, [www.pakistan.gov.pk](http://www.pakistan.gov.pk)

 Pakistan Tourism Development Corporation

[FAQ](#) | [Contact](#) | [PTDC](#) | [Privacy](#) | [Sitemap](#)

# FUNCTIONALITY

# EXPLORING

**ExplorePakistan** Official Site of PTDC [Login](#)

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip



## Explore By Topic

Narrow down your search according to your hobbies and interests

Select Topic

Nature & Adventure

| v

1 2 3 >



### Margalla Trail 3

Islamabad, Pakistan

[Read more](#)



### Daman-e-Koh

Islamabad, Pakistan

[Read more](#)

## EXPLORE BY TOPIC

This webpage prompts him/her to select a topic from a list of topics such as adventure, road trips, on the water, cuisine, cultural attractions etc. Upon selection, the interface must show the description about every place and shows its location on map and the nearby places.

Pakistan Tourism Development Corporation [FAQ](#) | [Contact](#) | [PTDC](#) | [Privacy](#) | [Sitemap](#)

## FUNCTIONALITY

# **EXPLORING**

## EXPLORE BY MAP

This webpage prompts him/her to select a location from a simple, interactive map of Pakistan. Upon selection, the website displays information about tourist places that are located in the selected state.

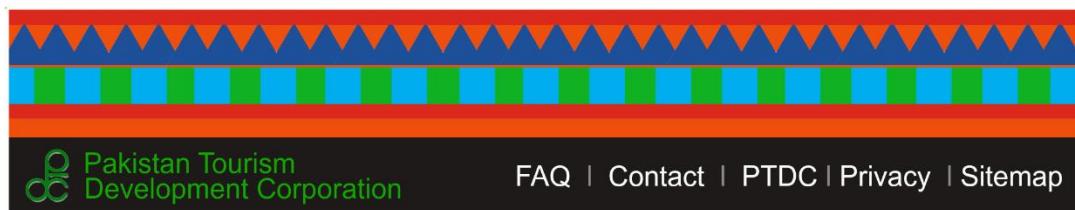


## Explore By Map

Select a location to explore

## Islamabad

or click on the map



**ExplorePakistan** Official Site of PTDC

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip

Login

## Daman-e-Koh

Islamabad, Pakistan



Daman-e-Koh is a viewing point and hill top garden north of Islamabad and located in the middle of the Margalla Hills.

Add to Trip Planner

Getting Here

Where to Stay

Nearby Attractions

## PLACE

Every place logged into the database has a dedicated page in the web portal. When the user selects any place, say Masjid-e-Tooba, Karachi, the following web page is shown that allows him to read about the place, how to get there by car/bus/train/boat, the nearby hotels and other similar tourist attractions in the region using a vertical menu bar.

## EXPERIENCES

This webpage lists down a number of tourist experiences to help the user know what to see, do and experience in Pakistan. Every experience, say mountain/rock climbing, has a dedicated page enlisting details of the activity, key tips to follow and take note of and tourist places to visit to perform the activity.



### Experiences

Read tourist experiences to know what to see, do and experience in Pakistan

1 2 3 >



#### Trekking

It is the thrill about being out in the wilderness with nothing but you, your back pack and the Margalla hills. It is the chipping sound of the birds and...

[Read more](#)



#### Blast from Past

Islamabad is the art and history it exhibits. It is the life size figures of Jinnah, Fatima Jinnah, Iqbal and many others in Pakistan Monument Museum unfolding...

[Read more](#)



#### Art Galleries

the colorful strokes of creativity and imagination painted in the National Art Gallery...

[Read more](#)

# FUNCTIONALITY

## EVENTS AND FESTIVALS

This webpage allows the user to browse through a catalogue of events to catch festivals happening all around the year.

# EXPLORING

ExplorePakistan

Official Site of PTDC

Login

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip



### Festivals

Browse through a catalogue of events to catch festivals happening all around the year.



#### Silk Route Festival

Festival on the Roof of the world where natural environs, landscape, privileged location in the highest mountains of the world, breathtaking spectacles of sheer scenic beauty, wildlife and nature, awe-inspiring...

[Read more](#)

Jan Feb March April May June July Aug Sep Oct Nov Dec



### TRIP PLANNER

After exploring different places by topic and location, the user shall make a list of all the places that he wants to visit on his trip in an online notebook.

# FUNCTIONALITY

## TRIP PLANNER

After exploring different places by topic and location, the user shall make a list of all the places that he wants to visit on his trip in an online notebook.

# PLANNING & BOOKING

The screenshot shows the 'Trip Planner' section of the ExplorePakistan website. At the top, there's a navigation bar with the 'ExplorePakistan' logo, 'Official Site of PTDC', and a 'Login' button. Below the navigation is a menu bar with links: 'About Pakistan', 'Places', 'Experiences', 'Festivals', 'Plan a Trip', and 'Book a Trip'. The main area is titled 'Trip Planner' and features a header with 'Trip Name' (set to '1 Day(s)'), 'Arrival Date', and a 'Day 1' button. To the right of the day button is a 'Packages' section with a 'Drag & Drop' instruction. At the bottom are buttons for 'Retrieve Trips', 'Save', and 'Print'. The footer includes the PTDC logo and links for 'FAQ', 'Contact', 'PTDC', 'Privacy', and 'Sitemap'.

ExplorePakistan Official Site of PTDC Login

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip

Trip Planner

Trip Name 1 Day(s) Arrival Date

Day 1 >

Packages

Drag & Drop items from your to-do list or choose one of our packages

Retrieve Trips Save Print

Pakistan Tourism Development Corporation

FAQ | Contact | PTDC | Privacy | Sitemap



### BOOK YOUR TRIP

This webpage prompts user to book his trip. Once the trip is planned (using trip planner or not), the user can book his mode of transportation and his lodging with the Pakistan Tours Limited (PTL) & PTDC Transport Services by browsing through a number of options for transport and accommodations based on price and quality. He can also browse through a catalogue of different travel agents and grab their contact information if required.

## BOOK YOUR TRIP>BOOKING BUS

This webpage prompts user to book his bus seat with the Pakistan Tours Limited (PTL).

This webpage prompts the user to select his source and destination, his departing time and the number of passengers.

ExplorePakistan Official Site of PTDC [Login](#)

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip

## Book your Trip

Search for

Source	<input type="text"/>   v
Destination	<input type="text"/>   v
Departing Date	<input type="text"/> dd/mm/yyyy
Number of Passengers	1 <input type="text"/>   v

**Search**

Pakistan Tourism Development Corporation

FAQ | Contact | PTDC | Privacy | Sitemap

# FUNCTIONALITY

# PLANNING & BOOKING

ExplorePakistan Official Site of PTDC Login

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip

## Book your Trip

Search for



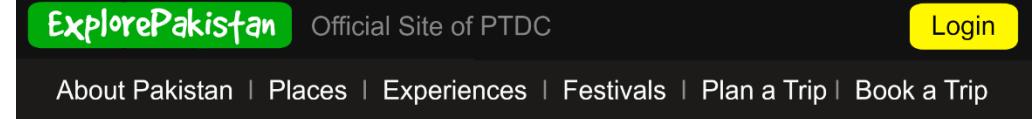
Source: Lahore  
Destination: Islamabad

Departure Time	Arrival Time	Fare	Seats	Stops	Action
00:00	04:30	1,270	41	0	<b>Book</b>
00:45	05:15	1,270	40	0	<b>Book</b>
01:15	05:45	1,500	31	0	<b>Book</b>
01:30	06:00	1,270	41	0	<b>Book</b>
02:00	06:30	1,270	40	0	<b>Book</b>

Pakistan Tourism Development Corporation

FAQ | Contact | PTDC | Privacy | Sitemap

It then filters out the results based on departure, arrival, duration and price. The user can select any time of the particular route bus and book his ticket.



On selection, the user is prompted to register himself with PTDL (if he's not registered already). The Sign Up panel asks him to store his personal information and login details.

## Registration

Full Name	<input type="text"/>
Nationality	<input type="text"/>
CNIC	<input type="text"/>
Contact number	<input type="text"/>
Contact number (opt)	<input type="text"/>
Email	<input type="text"/>
Password	<input type="text"/>
Confirm Password	<input type="text"/>

**OK**   **Cancel**

# FUNCTIONALITY

# PLANNING & BOOKING

ExplorePakistan Official Site of PTDC Logout

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip

## Book your Trip

Search for

**Seat Confirmation**

Source	Destination	Name
Lahore	Islamabad	Zaryab Khan
Source	Lahore	
Destination	Islamabad	
Departure Date	May, 26 2014	Seats
02:00	0	Book
06:30	40	Book
12:00	31	Book
02:00	41	Book
06:30	0	Book

OK Cancel

Pakistan Tourism Development Corporation

FAQ | Contact | PTDC | Privacy | Sitemap

Once done, he is shown a confirmation message to confirm his seat (s).

# FUNCTIONALITY

## BOOK YOUR TRIP>SEARCHING LODGING

This webpage helps the user search lodging services in the places they want to visit. It prompts the user to fill in his details and shows him the search results. The user can browse through a number of hotels, check their ratings and grab their contact details to book a room

# PLANNING & BOOKING

The image displays two web pages side-by-side. The top page is the 'ExplorePakistan' website, showing a search interface with icons for bus, bed, and person, and a search bar. The bottom page is the 'Hotels.com' website, showing search results for Islamabad, Pakistan, with a specific focus on the Islamabad Marriott Hotel, which has a 4.6 rating and USD 225 price.

**ExplorePakistan Book your Trip**

Location:  | v

Search

**Hotels.com®**  
Be Smart. Book Smart.

Home Hotel Deals Welcome Rewards™

Book online or call +65-6818-5637

Customer Service Sign in & Account

Islamabad, Pakistan

Mon 26 - Tue 27, May 2014, 1 night 1 room, 2 adults, Change search

Narrow results: 8 hotels

Name contains

Average Nightly Rate: USD 0 to USD 500+

Star rating:  ★★★★☆  ★★★☆☆  ★★☆☆☆  ★☆☆☆☆

Guest rating: 0 to 5

Neighbourhood

**Islamabad Marriott Hotel** (Last booked 1 day ago)  
Aga Khan Road Shalimar 5 Islamabad, 46000 Pakistan, +65-6823-2329 (Singapore local number)

Outstanding 4.6 / 5  
12 customer reviews

USD 225 average nightly rate

Continue

7 additional hotels are not available on your travel dates.

Want to see more hotels? [Change your travel dates](#) or call us:  
• Speak to a Hotels.com travel specialist: +65-6818-5637, 24 Hours

All prices are per room per night unless otherwise stated. They exclude taxes and fees and are subject to availability.

Just booked in Islamabad, Pakistan:  
Islamabad Marriott Hotel  
Booked 1 day 14 hours ago from United States

ExplorePakistan

Official Site of PTDC

Login

About Pakistan | Places | Experiences | Festivals | Plan a Trip | Book a Trip

## Book your Trip

Search for



**Mr. Muhammad Anwar Sajid, Manager (Tours),**  
Pakistan Tours (Pvt.) Ltd.  
(subsidiary of Pakistan Tourism Development Corporation),  
Room No.15, Flashman's Hotel, The Mall,  
Rawalpindi Saddar, Pakistan  
Tel: +92-51-9272017-18 Fax: 9272020  
Email: ptl@comsats.net.pk & paktourslimited@gmail.com

**Mr. Ashraf Aman,**  
Managing Director, Adventure Tours Pakistan,  
House No.551, Street 53, G-9/1, Islamabad, Pakistan  
Tel: +92-51-2260820-1 Fax: 2252145, 2264251  
Email: Info@Atp.Com.Pk Web: Www.Atp.Com.Pk



## BOOK YOUR TRIP>TOUR AGENTS

This webpage helps the user browse through a number of travel agencies that the user may register himself with. The website only provides their contact information including address, telephone number, email, website URL and the person to be contacted.

# INTERACTION DESIGN : USABILITY GOALS

- ✓ Is the website easy to understand?

SCREEN LAYOUT

LABELS & ICONS

INTRODUCTION & ENTRANCE THROUGH MENU BAR

- ✓ Is the website efficient to use?

REDUCED NUMBER OF BUTTONS

REDUCED NUMBER OF BUTTONS

- ✓ Is the website safe to use?

LOGIN REQUIRED

ACCESS RIGHT POLICY

- ✓ Does the website provide an appropriate set of buttons that enable the user to carry out all his tasks in the way he want to do them?
- ✓ Is it easy to remember how to use the website ?

# INTERACTION DESIGN : USER EXPERIENCE GOALS

Now, we shall consider what the interaction with the website feels like to the users. This is based on our personal experience with the device and through reviewing user feedback.



- It is very **satisfying** to use the website to explore through different options and book a trip. You do not have to remember the places but rather explore and add your travel spot in a planner.
- It is **aesthetically pleasing** to the eye due to its vibrant color combination and placement of the buttons.
- Theme: ExplorePakistan.com is truck art themed. The theme is chosen to present a pleasing aesthetic to the viewer, **keep his interest** in the rich and colorful culture of Pakistan and gives him a clear impression about the website's contents. The web portal provides a brief information about our history, our culture & heritage and facilitate the tourist in tracking down the museums and historical sites that he can visit, or the food outlets where he can enjoy our desi food, take Lahore's food street for instance.

# INTERACTION DESIGN : DESIGN PRINCIPLES

## Visibility:

Yes, It has been made very effective and efficient by reducing the number of unnecessary buttons, using appropriate color combinations and properly placing every button from where it can be easily operated and remembered. As you can see in the pictures, the control buttons for different actions are clearly visible due to both their color and placement, indicating what can be done. The relationship between the way the control buttons have been colored and positioned in the design layout and what they do makes it easy for the user to find the appropriate control for the task at hand.



# INTERACTION DESIGN : DESIGN PRINCIPLES

welcome message			
explore by topic	explore by map	experiences	festivals
Trip planner			Book your trip

## Mapping & Consistency:

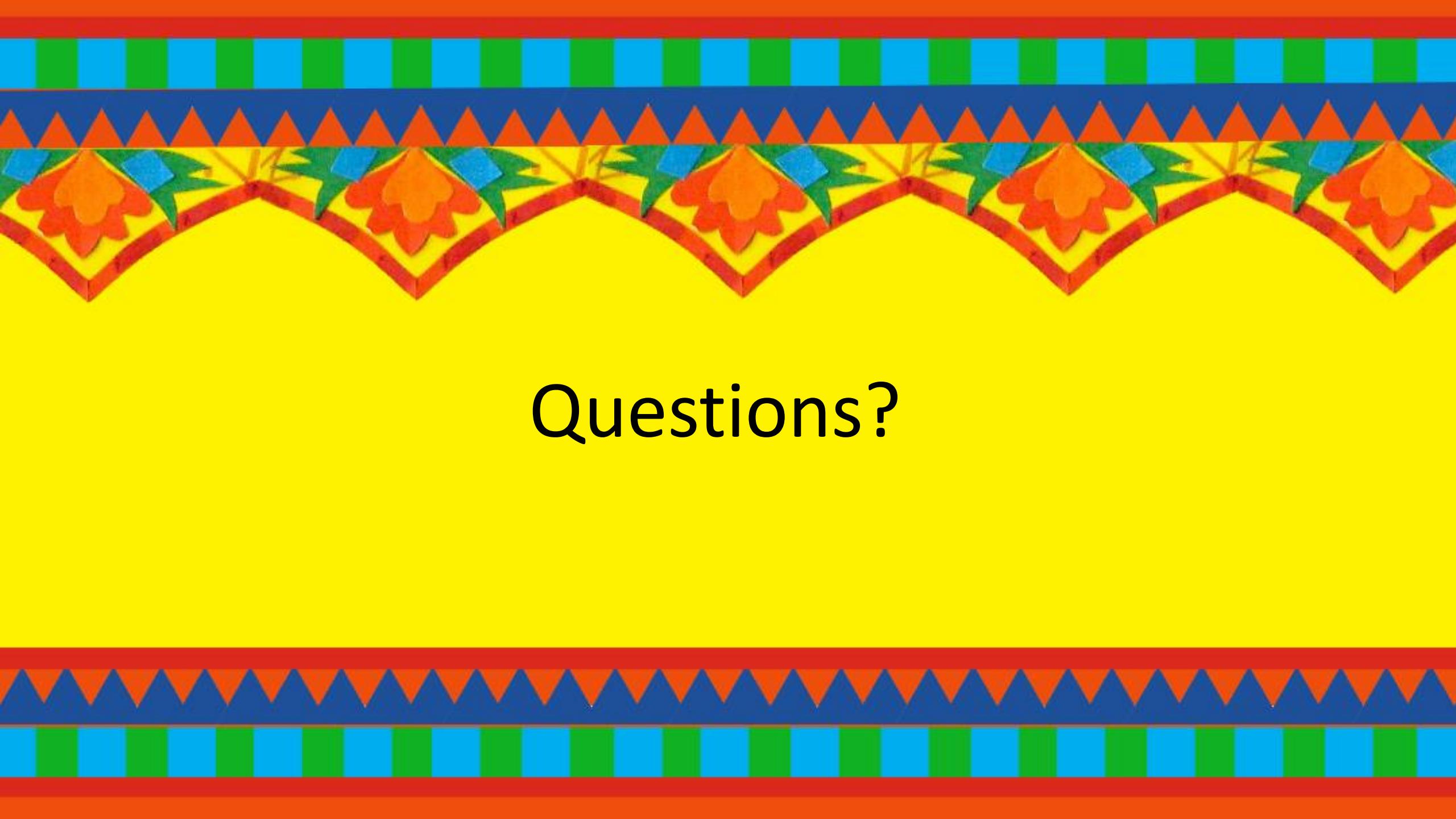
Consider the welcome message spreading horizontally across the screen and being the main attraction when a tourist visits the site. Also consider how all of the exploring options consist of an iconic image and a label to facilitate affordance and learnability, and how trip planner and booking option is directly mapped below the other options. As shown in the picture, the designers have carefully placed every combination of buttons to make sure the user do not find it difficult to perform a task or to get acquainted with the layout. In other words, the interface is consistent. All the buttons that perform related tasks are grouped together for ease and there are only one set of buttons to perform a specific task. No two buttons or a set perform exactly the same task to create confusion to the user and a visual cluster of objects.

# INTERACTION DESIGN : DESIGN PRINCIPLES



## Affordance:

Yes, every button and its easily-recognizable icon allows the user to easily anticipate its usage. Hence, it is easy to know how to interact with every button. The only two exceptions to this case were the two brightly colored buttons, labelled A and B.



Questions?