

# User Design Challenge (Apr 2023)

## Context Scenario:

Wilson is excited to hear that his friend Leiko is planning to visit Melbourne in October. To ensure that Leiko has an enjoyable visit, he decides to use his local knowledge to prepare a short list of specific attractions, restaurants, events, and accommodation options that he believes Leiko would love. However, he is aware that Leiko, who is still practising her English, would benefit greatly from having this information available in both English and Japanese.

He plans to use the Visit Melbourne website, a resource he trusts to find up-to-date information about his shortlisted items in both languages. His goal is to find detailed, accurate information about the operation hours, pricing, special features, and historical or cultural significance of these locations, and verify that they will be open and available when Leiko is in town. Wilson needs to find this information efficiently and ensure it's available in English and Japanese so that he can provide direct links to Leiko, allowing her to explore these recommendations in depth with ease.

## Key Path Scenario:

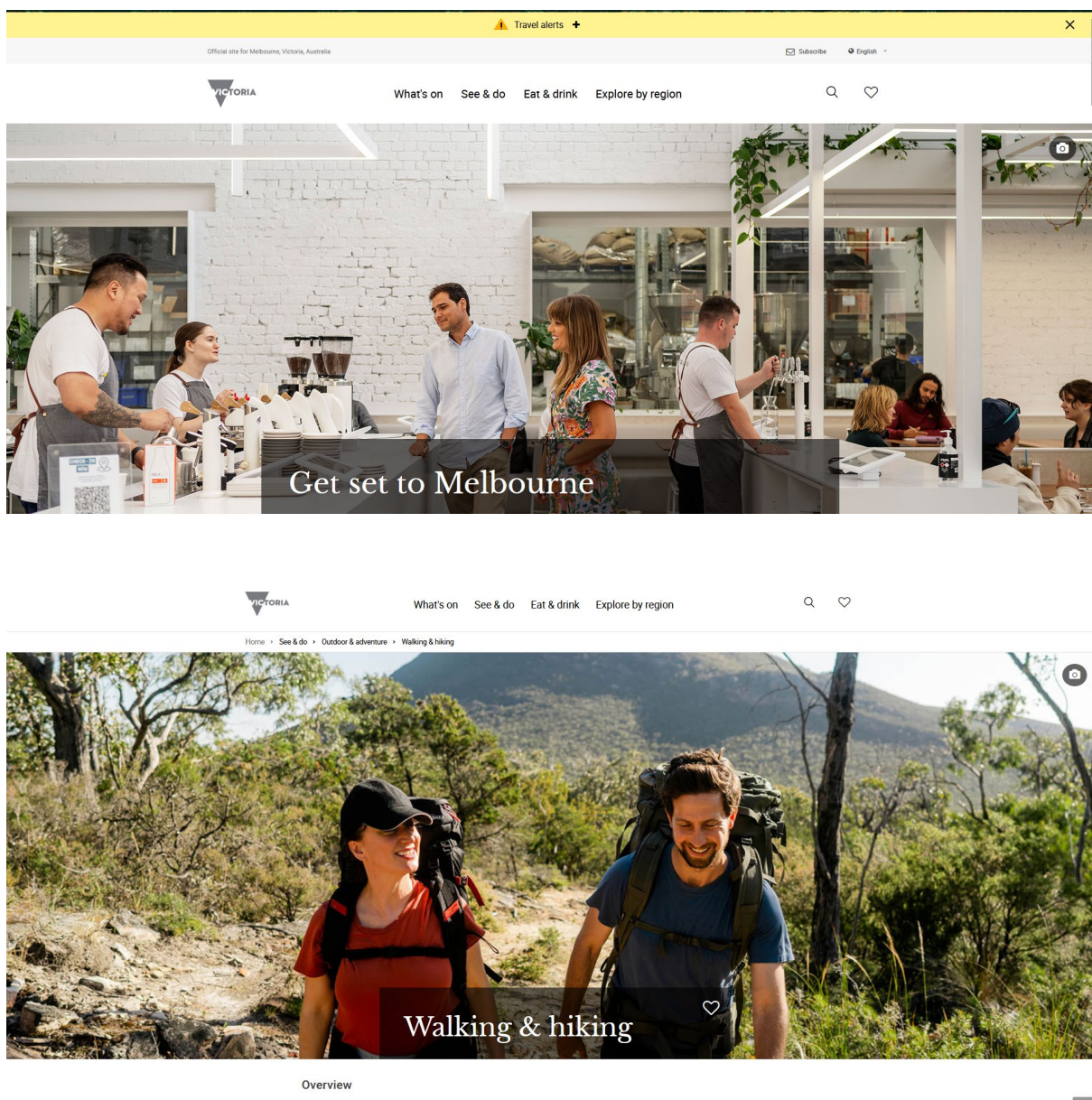
1. Wilson logs into his computer and opens a web browser of his choice
2. He googles for the Visit Melbourne website and clicks on its link taking him to the front page
3. Once on the website, he uses the drop-down menu bar located on the top right of the page to change the language to Japanese
4. Using the top navigation bar to select categories, he selects relevant categories
5. In the category picked he uses the search bar to find attractions, restaurants, events, etc that he thinks Leiko would enjoy doing
6. He clicks on the detailed information page and ensures that all of the details are matching his expectations and that the location will be open during Leiko's visit
7. He copies the link and pastes it into a document he is preparing where all of the links will be saved
8. After gathering all of the information and getting all of the links to the Japanese pages he switches back to English using the drop-down menu
9. He repeats the steps of finding the same information pages in English and copying the URLs to the corresponding Japanese URLs.
10. Once all of the links and information are gathered the document is ready to be sent to Leiko so she can view all of the information for herself

## Design Patterns

### Navigation Design Pattern: Fully Connected Navigation

The Visit Melbourne website has a top navigation bar for the categories “What’s on”, “See & do”, “Eat & drink” and “Explore by region” that is always at the top of the page no matter where in the website. A user can go back to the top and select one of the categories when inside an information page for an activity in a completely different category. This significantly improves the efficiency of being able to navigate throughout the website and makes navigation a lot easier.

This pattern is well-designed and beneficial to Wilson as it enables him to quickly navigate the site and find the required information about the attractions, restaurants, events, and accommodations on his shortlist. This is particularly beneficial for Wilson as he seeks to find specific, up-to-date information about a variety of attractions, restaurants, events, and accommodations for his friend. The fully connected navigation design pattern directly supports Wilson’s efficient use of the site and effectively assists in the completion of his Key Path Scenario.




## Page Layout Design Pattern: Card Layout

The Visit Melbourne website uses a card layout design in the category pages. These cards are used for different attractions like events, restaurants, accommodations and activities. The cards contain an image of the attraction and a brief description of what the attraction involves.


This pattern is beneficial to Wilson. The brief descriptions allow him to quickly confirm if the item matches his shortlist, and the images can provide additional confirmation. The card layout also makes it easy for him to scan through a large number of options quickly, and it works well on both desktop and mobile devices, giving him the flexibility to work on his list from anywhere. The card layout design organises the information in a clean, clutter-free manner that is easy to navigate. This aids Wilson in his information-seeking process, reducing cognitive load and promoting a more enjoyable user experience. By supporting both quick scanning and deep reading in a user-friendly manner, the Card Layout design pattern is well suited to Wilson's needs and contributes effectively to his completion of the Key Path Scenario.

### Highlights


From the High Country and Gippsland's endless coastline to the rugged Great Ocean Road, there are plenty of hiking and bushwalking trails for visitors of all fitness levels.




**Grampians Peaks Trail**  
Walking & hiking  
Set off for 13 days of hiking the rugged landscape of the Grampians Peaks Trail, camping overnight in exclusive, sustainable camps.




**Great Prom Walk**  
Walking & hiking  
Set up camp and spend time walking around Wilsons Promontory National Park on the southernmost tip of the Australian mainland.



**Great Ocean Walk**  
Great trails  
Journey from Apollo Bay to the 12 Apostles along the Great Ocean Walk, weaving through national parks, deserted beaches and rugged coastal scenery.



**Murray to Mountains Rail Trail**  
Cycling  
Wander through the beautiful and peaceful Ovens River Valley, enjoying views of the rugged landscape of Mount Buffalo and the Victorian Alps.



**Mount Buller to Mt Stirling Trail**  
Walking & hiking  
Walk the scenic trail from Mt Buller to Mt Stirling taking in the glamour of a popular downhill resort and the quiet of a cross-country skiing Mecca.

### At your own pace

Take a slow stroll along coastal walks with stunning views. Hike the full 104 kilometres of the Great Ocean Walk or head south to Wilsons Promontory National Park for a more

## You may also like...



### Wine regions around Melbourne

Wine regions

From the Mornington Peninsula to the Macedon Ranges, explore five wine regions close to the city.



### Bars

Food & wine

Take an unexpected turn, duck into one of Melbourne's famed laneways, scamper up some stairs and take a tippie in a bar with a distinct personality.



### 10 dining hot spots on Chapel Street

Food & wine

Do a lap of Chapel Street and feast the day away along the famed south-side street that runs through Windsor, Prahran and South Yarra.



### 10 top Smith and Gertrude street dining spots

Food & wine

Embark on a culinary journey along Fitzroy and Collingwood's Smith and Gertrude streets, and discover the best food this side of Melbourne.