

Tests UX

1. All sections

- Navigation

As a customer, I want to navigate easily through BoliviAround

In desktop version

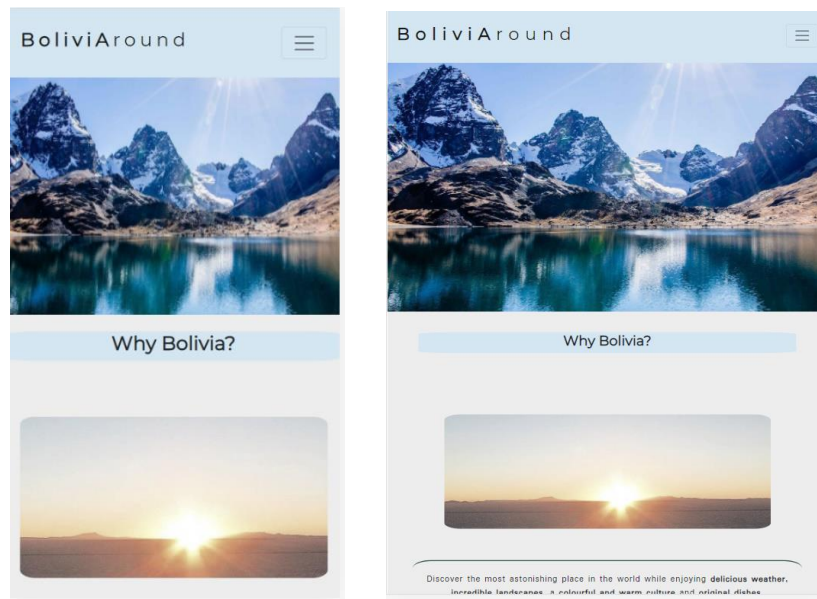
A navigation on the top right of the screen synthesizes the main section of the website Why Bolivia, What to do, What they say and Contact.



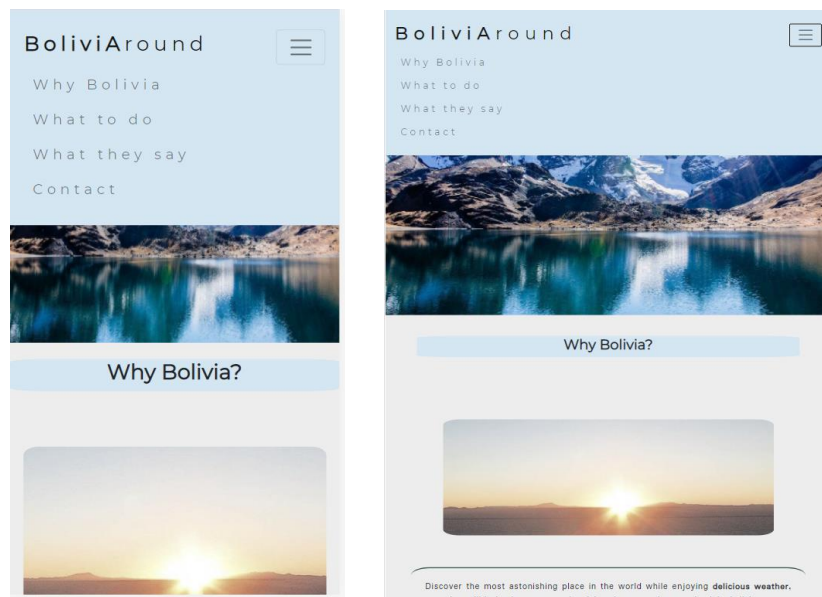
In the phone/tablet version :

A burger button appears on the top right **1)** with the main sections of the website appearing when ou click on it **2)**. After clicking on the button, the user access directly to the section and the navigation bar collapses.

1)



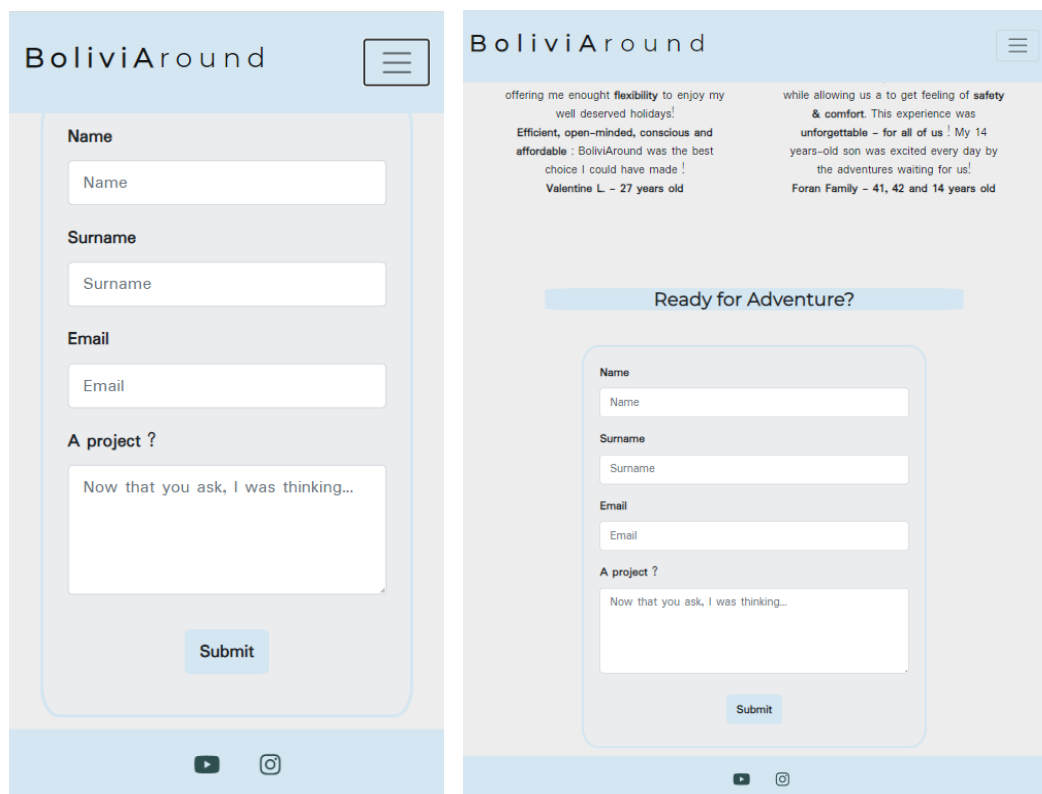
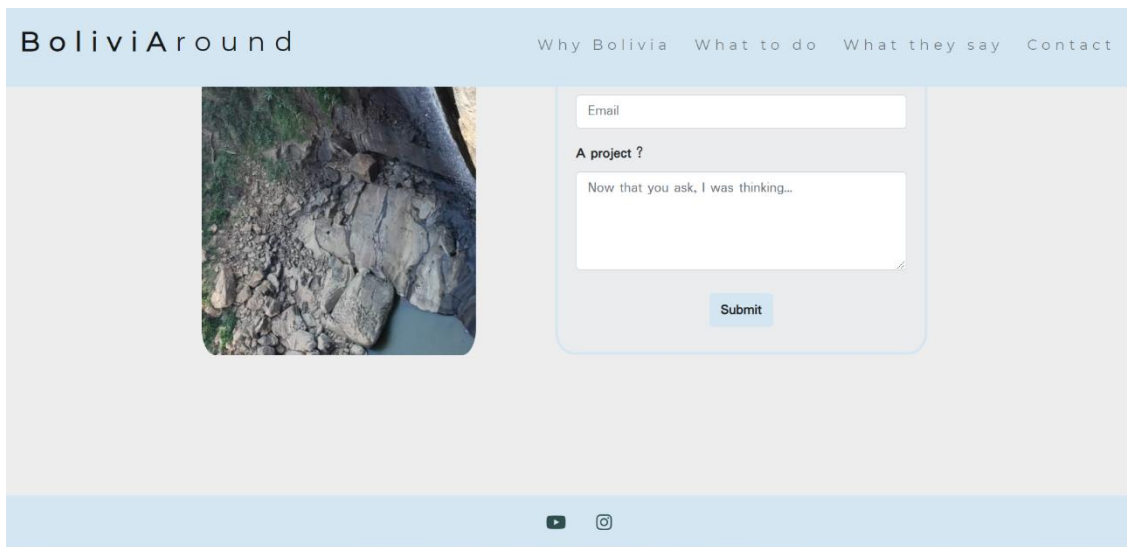
2)



- **Footer**

- **As a customer, I want to easily follow BoliviAround's social networks if I am interested**

The customer can click into one of the social network icon inside the footer of the main page. Clicking on one icon will load another page in the customer browser leading directly to reach social network concerned.



- **BoliviAround Title**

Clicking on the title of the website « BoliviAround » will bring back the user to the website page.

2. Hero Image

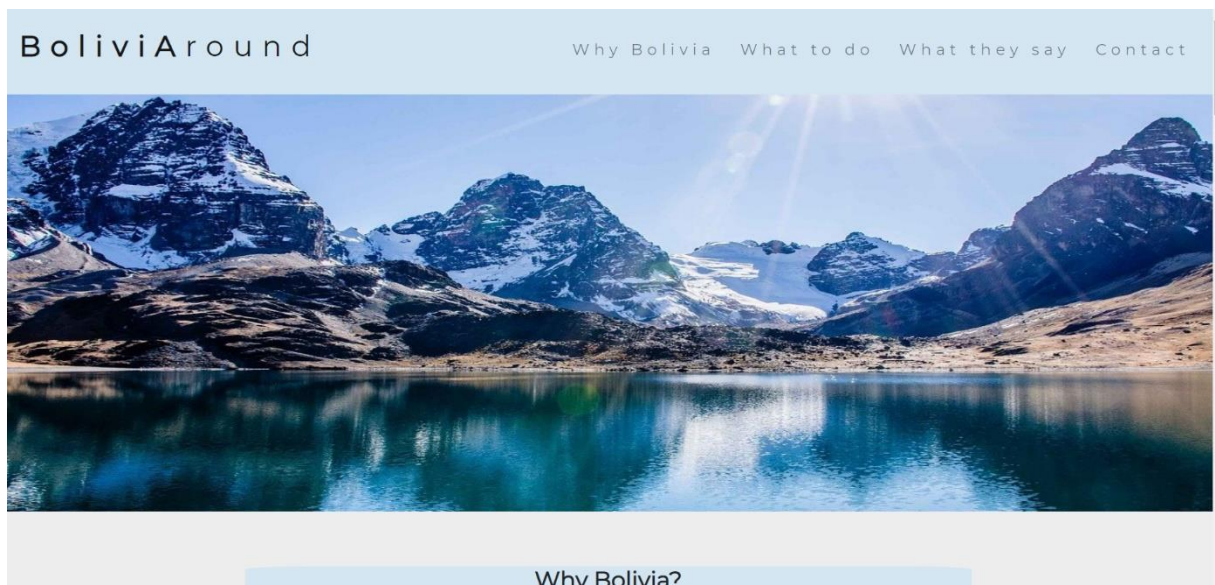
In desktop version :

At first, 1) the image appears in black and white. 2) Then when the user hovers on it, the image appears in color.

1)

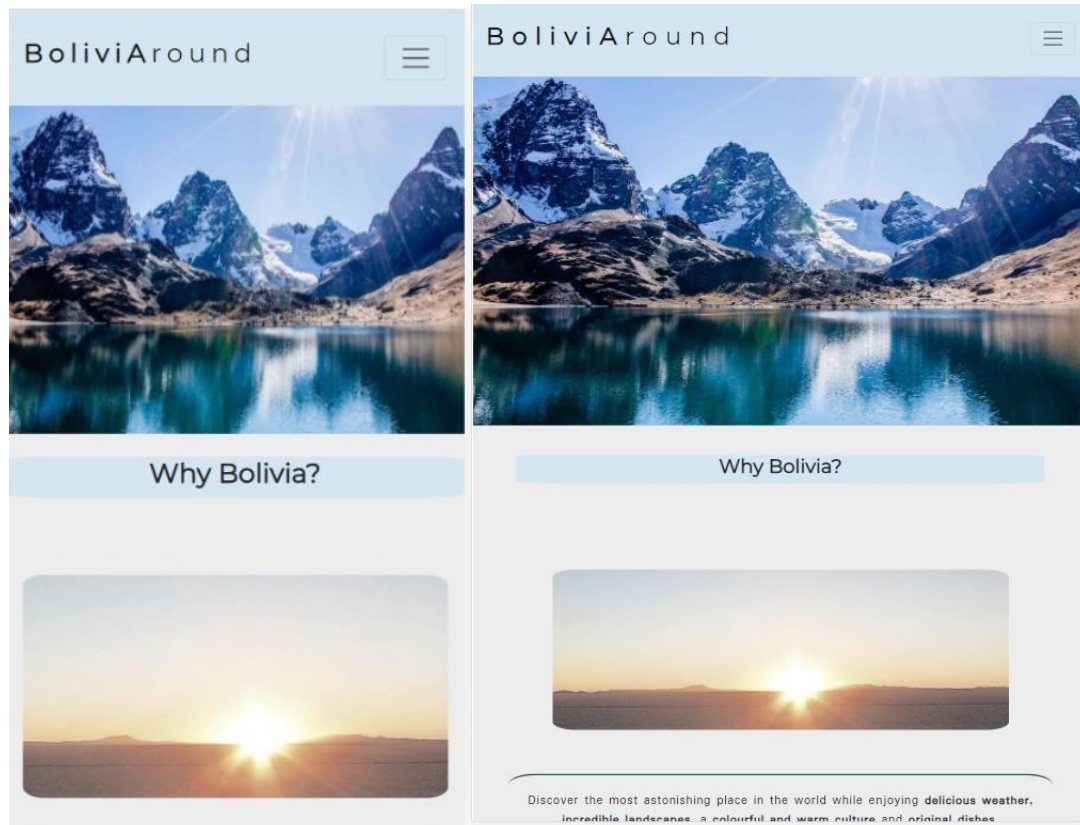


2)



In tablet/phone

The image appears in color because there is not possibility to hover in these circumstances.



3. « Why Bolivia » section

As a customer, I want to understand why Bolivia could be my next travel destination.

This section :

- 1) Explains the main reasons why Bolivia is the best place for your next holidays
- 2) Provide a link to the contact form page for the client to directly contact BoliviAround if he/she wants to discuss the best suitable offer or create a customized one.

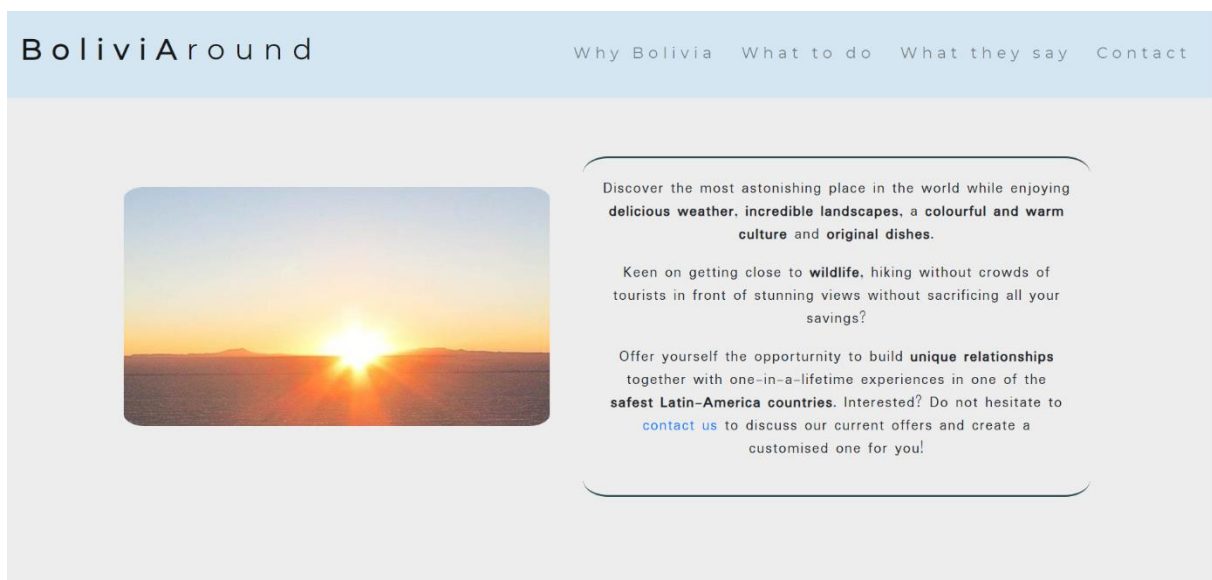
In desktop version :

At first, 1) the image appears in black and white. 2) Then when the user hovers on it, the image appears in color.

1)



2)



In phone/tablet version :

The image appears in color because there is not possibility to hover in these circumstances.



Why Bolivia?



Discover the most astonishing place in the world while enjoying **delicious weather, incredible landscapes, a colourful and warm culture** and **original dishes**.

Keen on getting close to **wildlife**, hiking without crowds of tourists in front of stunning views without sacrificing all your savings?

Offer yourself the opportunity to build **unique relationships** together with one-in-a-lifetime experiences in one of the **safest Latin-America countries**. Interested? Do not hesitate to [contact us](#) to discuss our current offers and create a customised one for you!



Discover the most astonishing place in the world while enjoying **delicious weather, incredible landscapes, a colourful and warm culture** and **original dishes**.

Keen on getting close to **wildlife**, hiking without crowds of tourists in front of stunning views without sacrificing all your savings?

Offer yourself the opportunity to build **unique relationships** together

4. « What to do » section

As a user, I want to discover what travels' offers this agency proposes, especially regarding my own interests (focusing on adventures, parties or foods experiences)

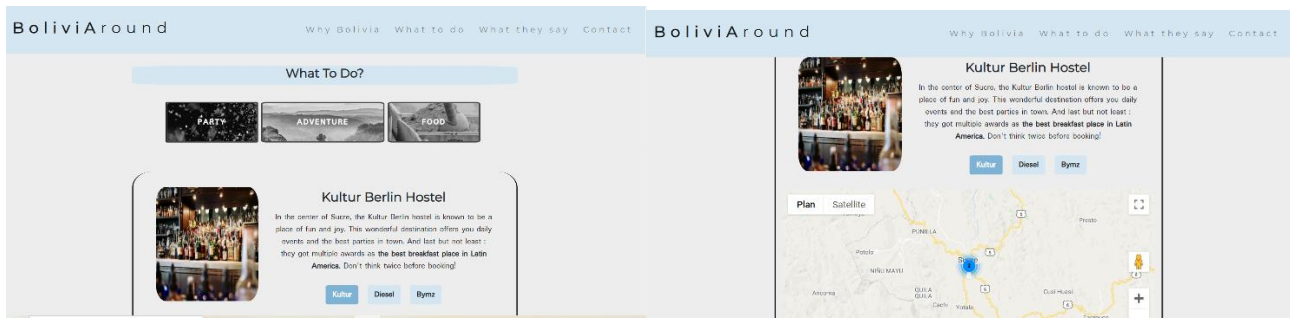
This section is divided in three buttons describing three kind of interests (party, adventure or food).

For each interest, BoliviAround proposes to the customers three activities and describes its as bellow:

- 1) A short **description** of the activity
- 2) Three **buttons** to navigate between the other activities proposes related to this interest
The button related to the activity already displayed is highlighted to be easily visually identified by the user
- 3) A **map** locating where this activity is taking place

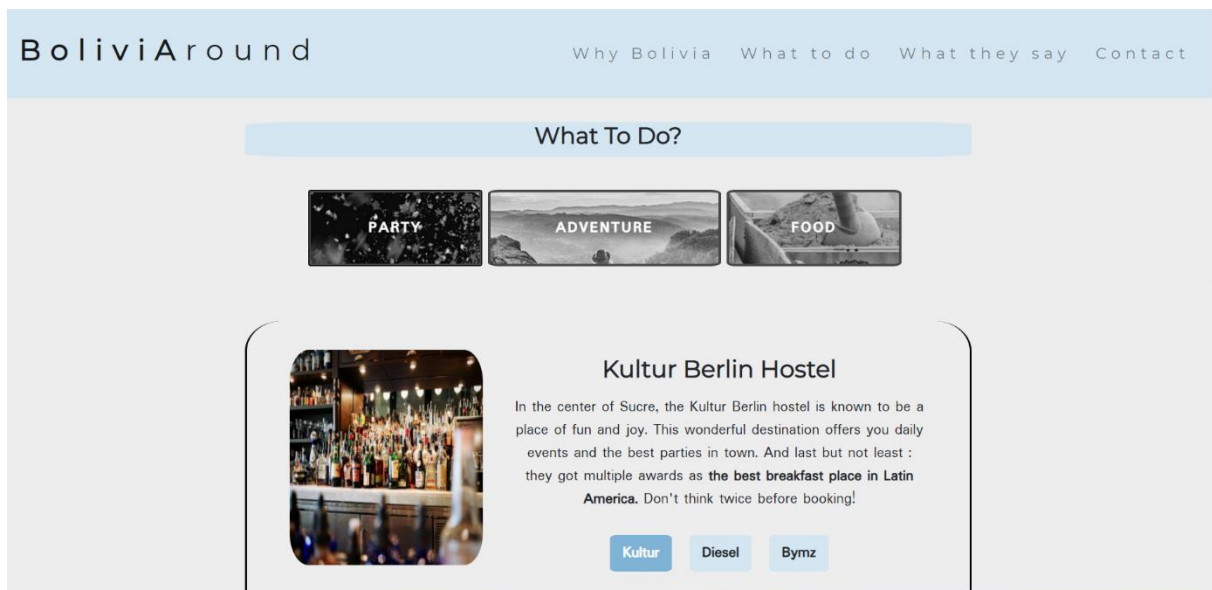
I. General

In desktop



NB : In desktop version, the button 1) first appears in black and white. Then 2) when the user hovers in the button, the image appears in color.

1)



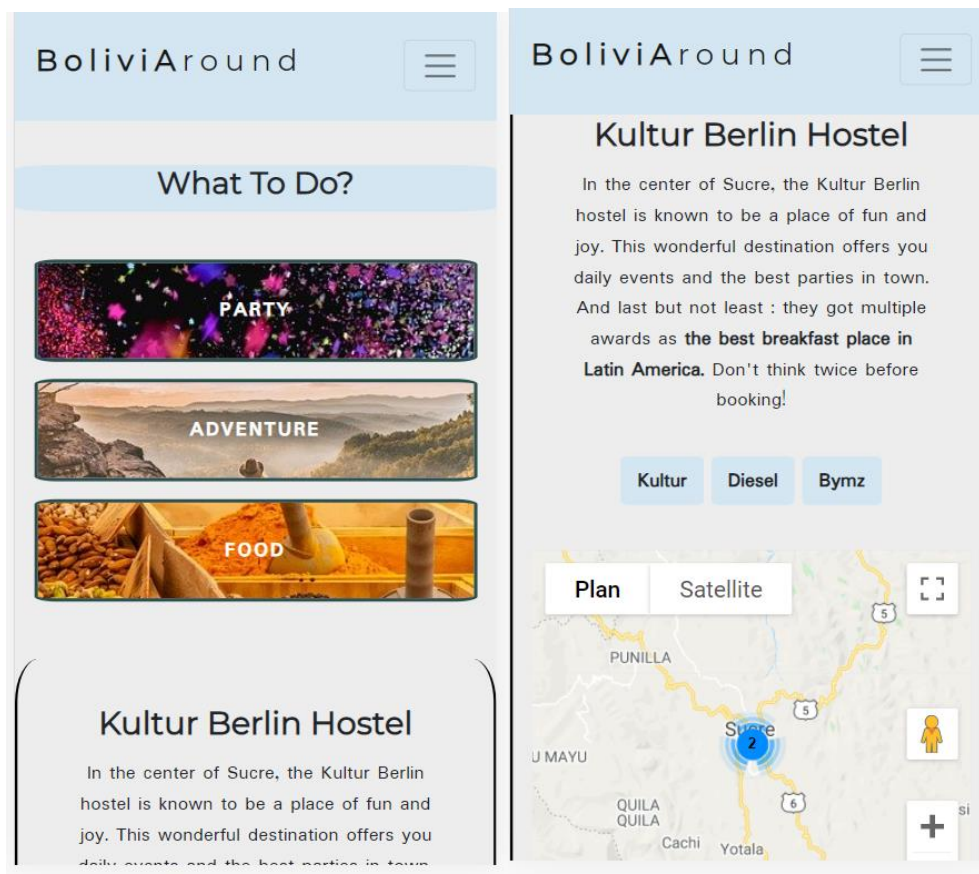
2)



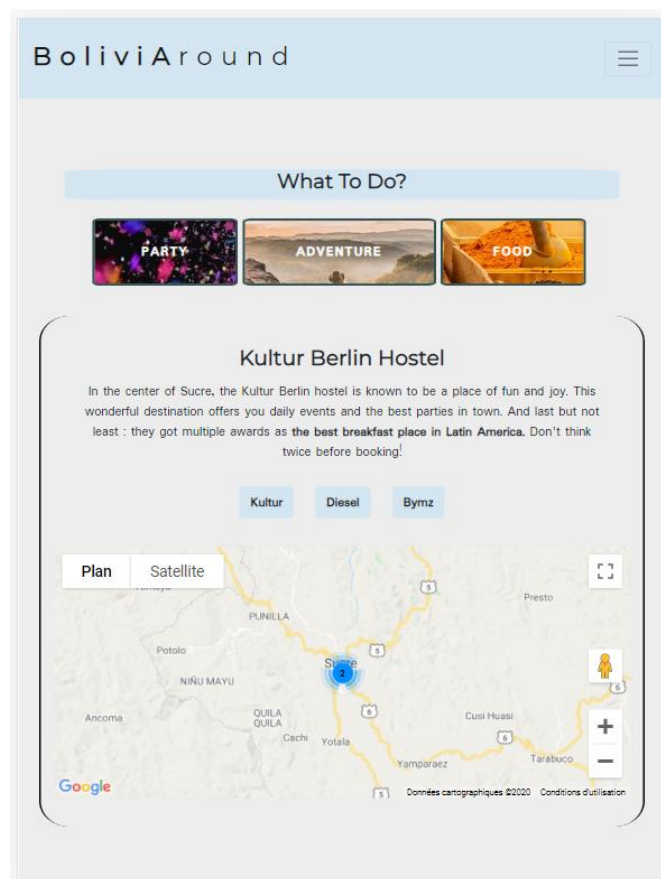
This effect was not reproduced in phone/tablet versions as there is not hovering action in these circumstances.

For phone/tablet versions, I decided not to display the images related to each description as it was taking too much space on the screen :

In phone



In tablet



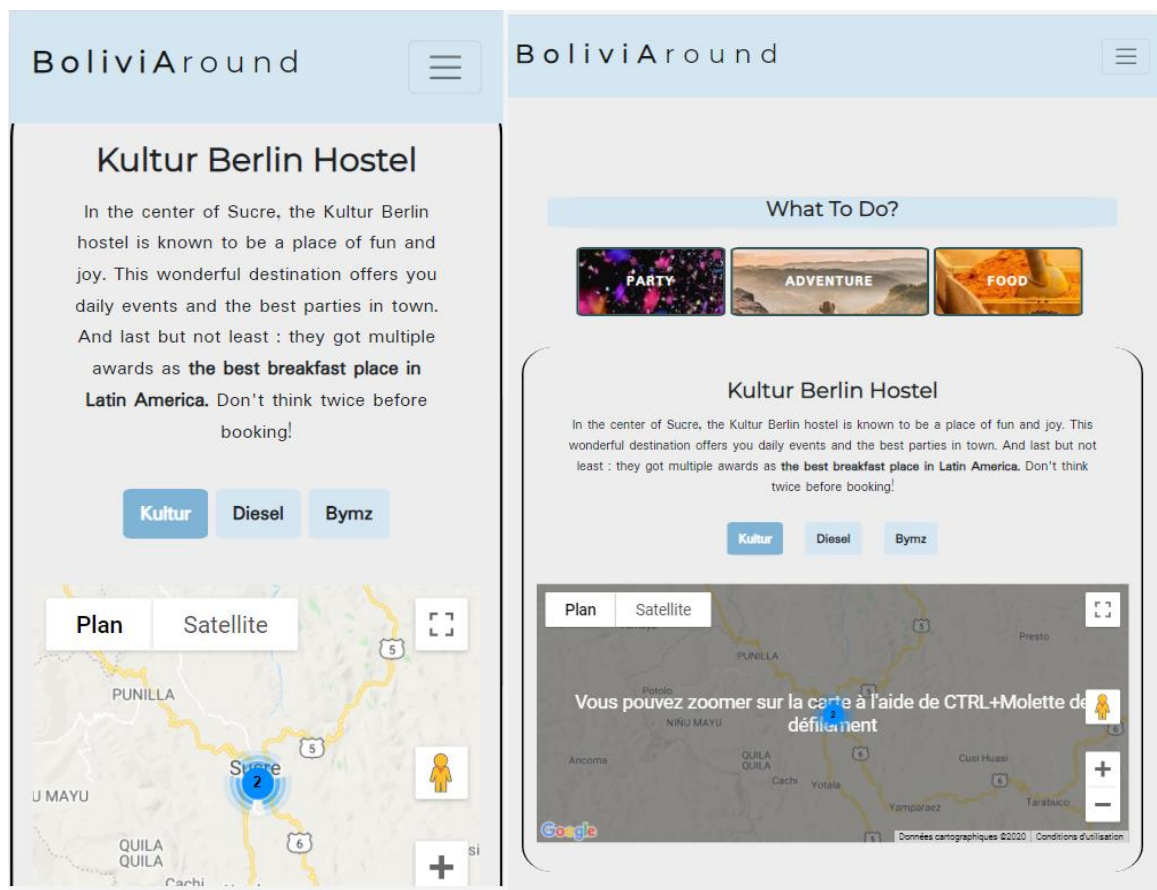
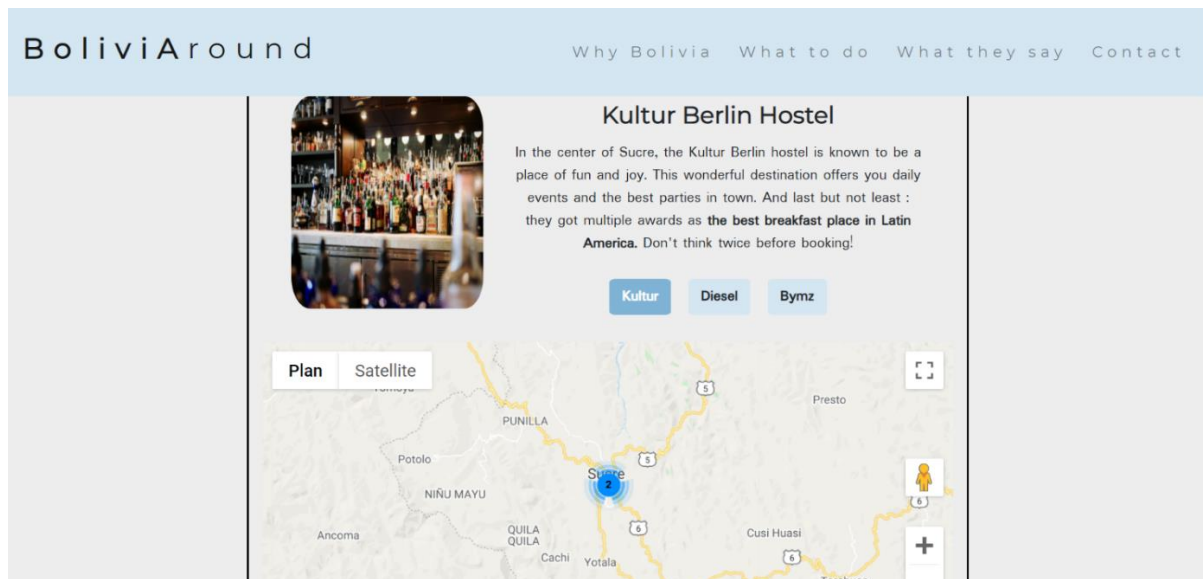
II. By interests :

❖ Party

1) Kultur Berlin Hostel

By default, this activity is displayed when :

- the **page first loads**
- the user **clicks on Party button**
- the user **clicks on Kultur button**



2) Diesel (displayed when clicking on Diesel button)

BoliviAround

Why BoliviaWhat to doWhat they sayContact



Diesel Nacional

Looking forward to party and enjoy every bit of your **lifenight** in Bolivia? Located in La Paz, Diesel Nacional is the place to be for **nice food, affordable cocktails, great meetings, and lifetime experience.**

KulturDieselBymz

PlanSatellite



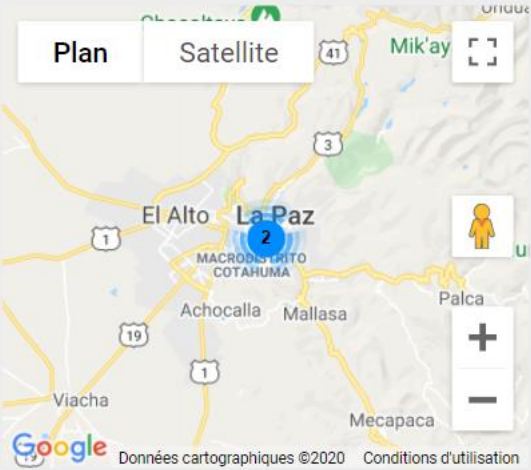
BoliviAround

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KulturDieselBymz

PlanSatellite



GoogleDonnées cartographiques ©2020 Conditions d'utilisation

BoliviAround

What To Do?

PARTY

ADVENTURE


FOOD

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KulturDieselBymz

PlanSatellite




GoogleDonnées cartographiques ©2020 Conditions d'utilisation

3) Bymz (displayed when clicking on Bymz button)

BoliviAround

Why BoliviaWhat to doWhat they sayContact




Bymz Bar

Interested in crazy music as well as great atmosphere to party all night? Bymz Bar is there to welcome you while making **out-of-ordinary cocktails**.

Do not go through Santa Cruz without making a little jump there!

KulturDieselBymz

PlanSatellite



BoliviAround


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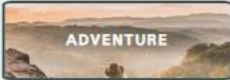

KulturDieselBymz

PlanSatellite



BoliviAround

What To Do?




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KulturDieselBymz

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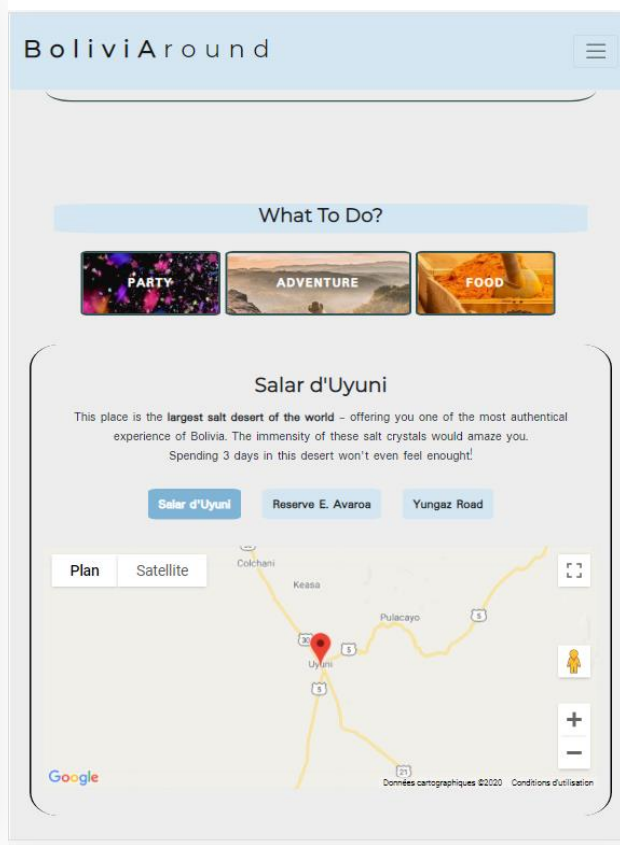
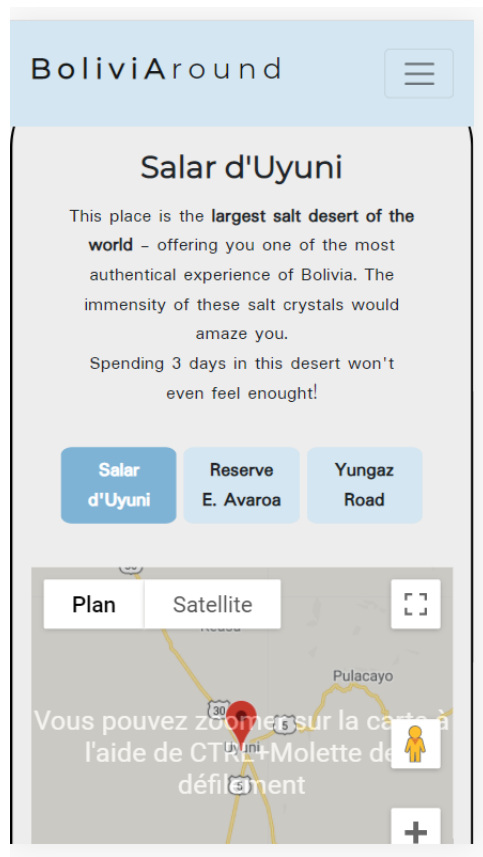
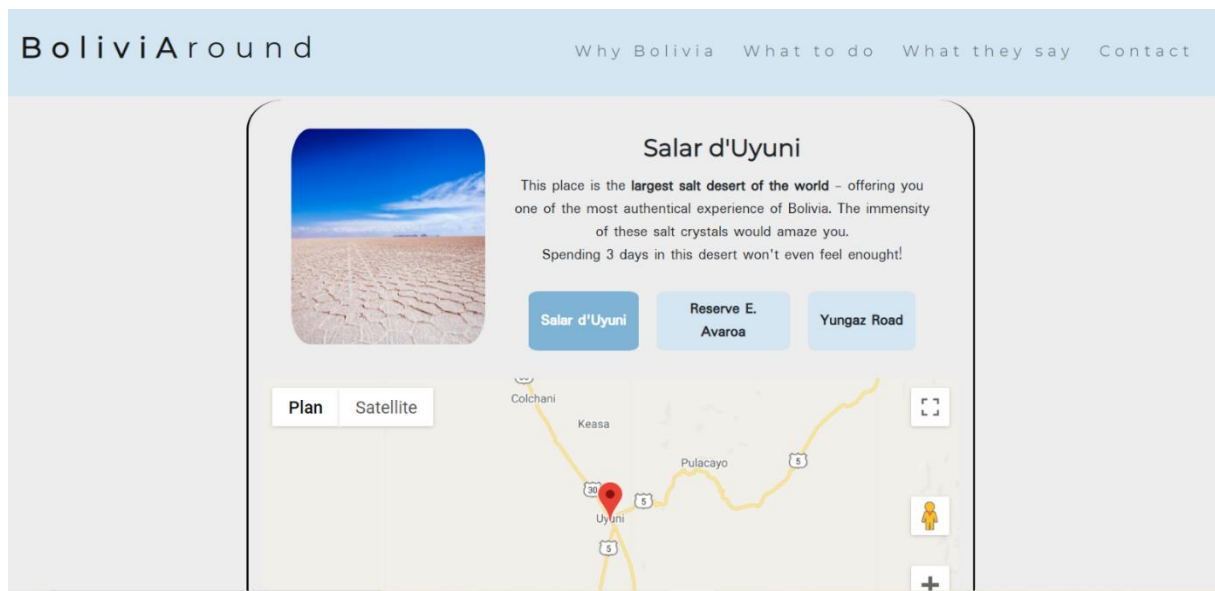


❖ Adventure

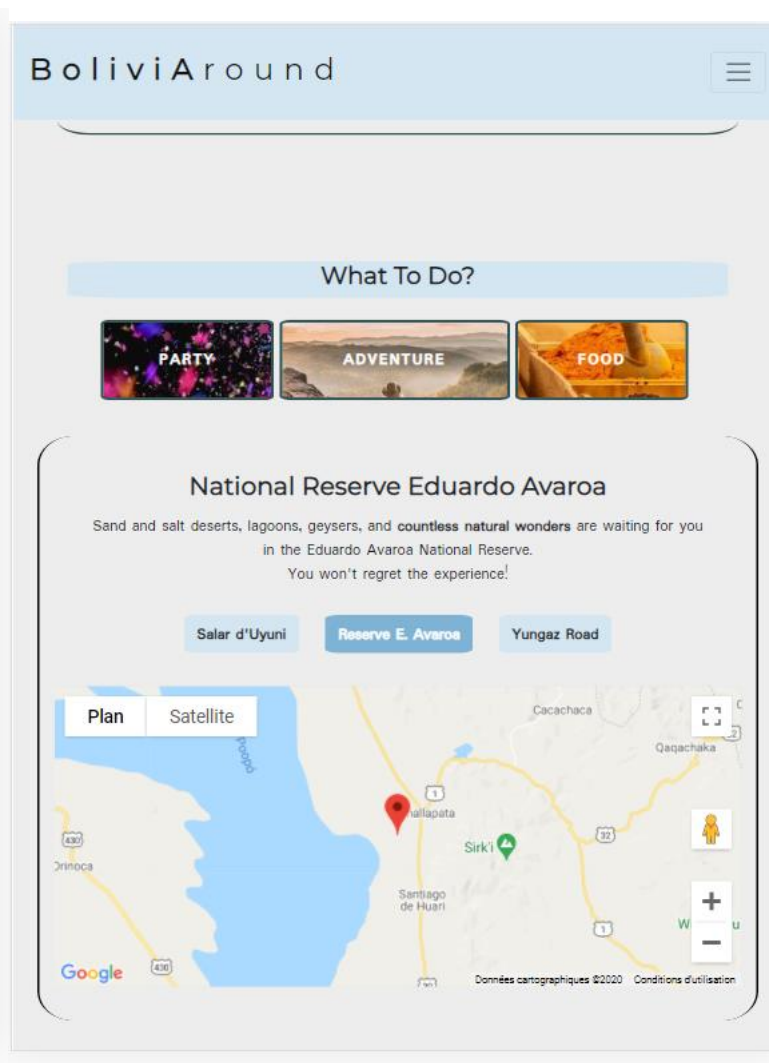
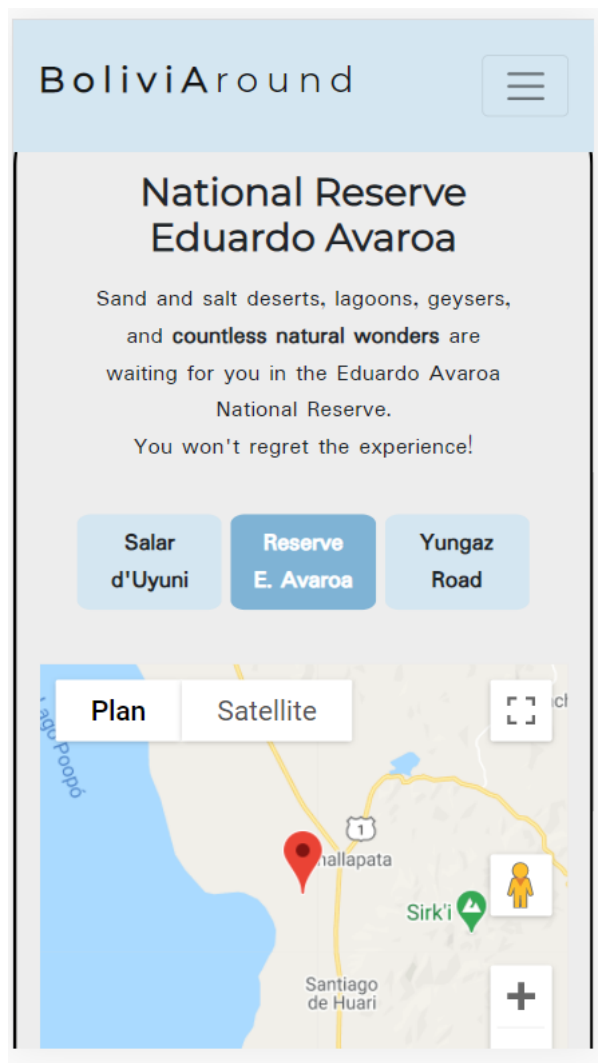
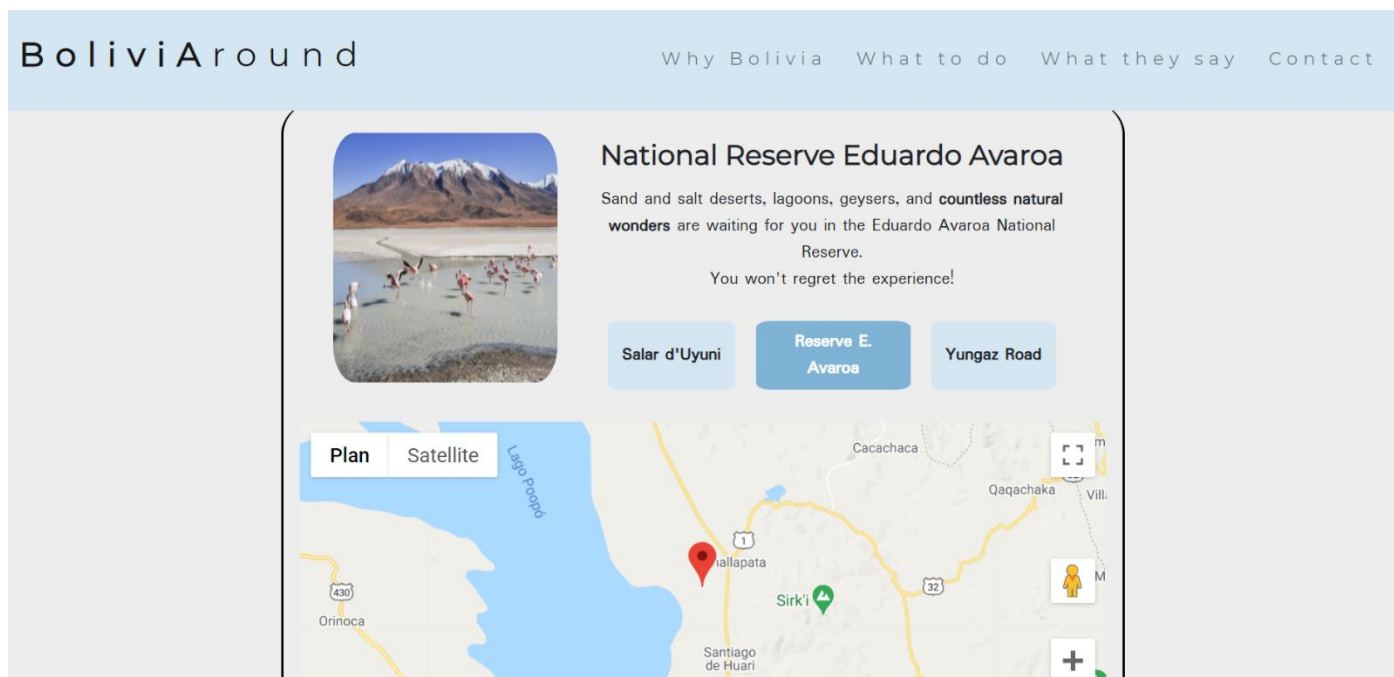
1) Salar d'Uyuni

This activity is displayed when :

- the user **clicks on Adventure button**
- the user **clicks on Salar d'Uyuni button**




2) Reserve Eduardo Avaroa (displayed when clicking on Reserve E. Avaroa button)



3) Yungaz Road (displayed when clicking on Yungaz Road button)

BoliviAround

Why BoliviaWhat to doWhat they sayContact



Yungaz Road


Ready for high sensations while cycling through incredible landscapes? The Yungas Road is an ancient Bolivian road (previously called the **"Death Road"**...) transformed into a cycle path linking La Paz to Coroico. **Ready for the challenge?**

Salar d'Uyuni

Reserve E. Avaroa

Yungaz Road

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BoliviAround

☰

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Yungaz Road

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BoliviAround

☰

What To Do?

PARTY

ADVENTURE

FOOD

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Salar d'Uyuni

Reserve E. Avaroa

Yungaz Road

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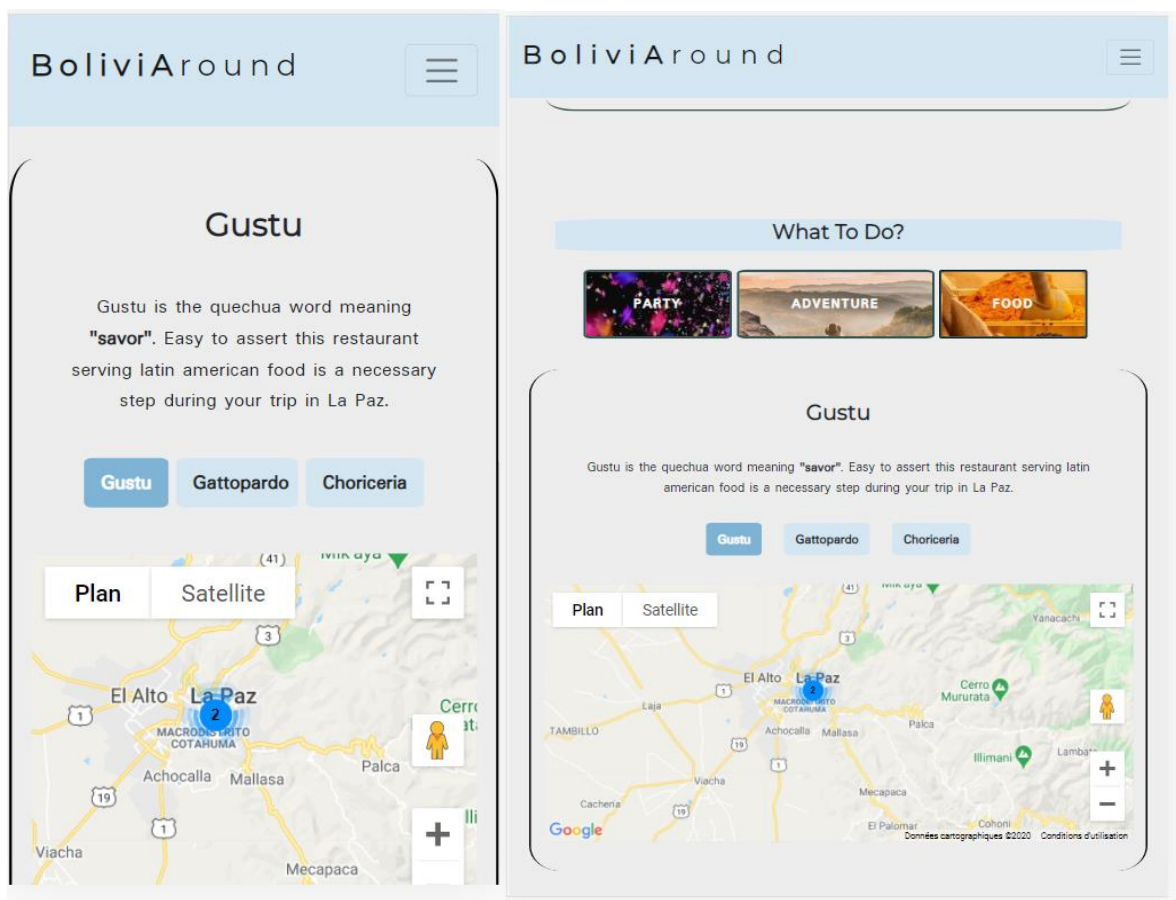
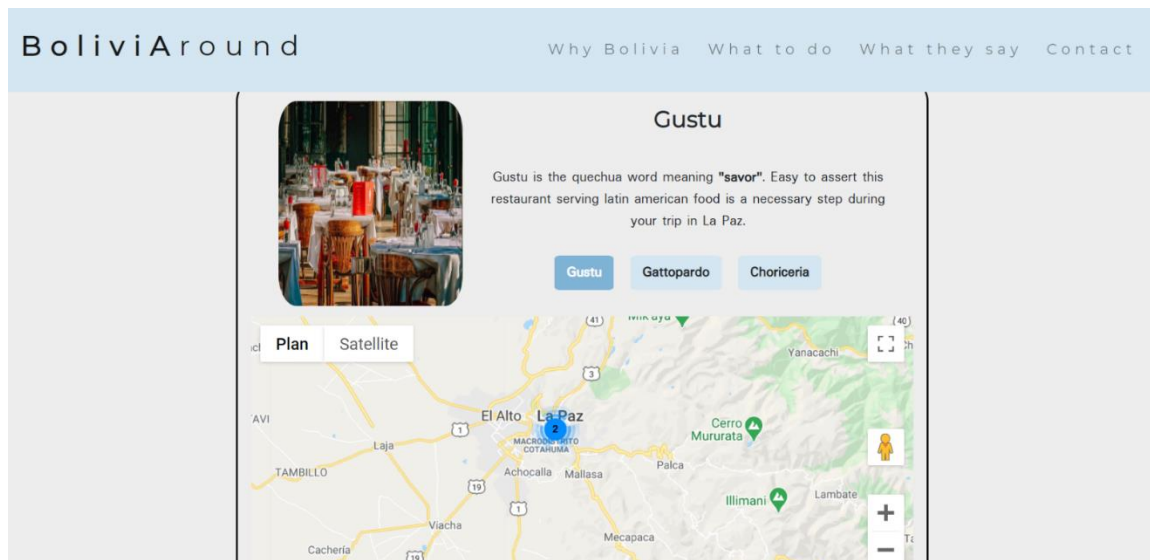


❖ Food

1) Gustu

This activity is displayed when :


- the user clicks on **Food** button
- the user clicks on **Gustu** button



2) Gattopardo (displayed when clicking on Gattopardo button)

BoliviAround

Why BoliviaWhat to doWhat they sayContact




Gattopardo

Craving for a unique experience in the middle of your adventures? Gattopardo is an amazing place to share **unforgettable meals** while enjoying a warming decoration in the center of Tarija.

[Gustu](#)[Gattopardo](#)[Choriceria](#)

PlanSatellite




BoliviAround

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[Gustu](#)[Gattopardo](#)[Choriceria](#)

PlanSatellite



BoliviAround

What To Do?




Gattopardo

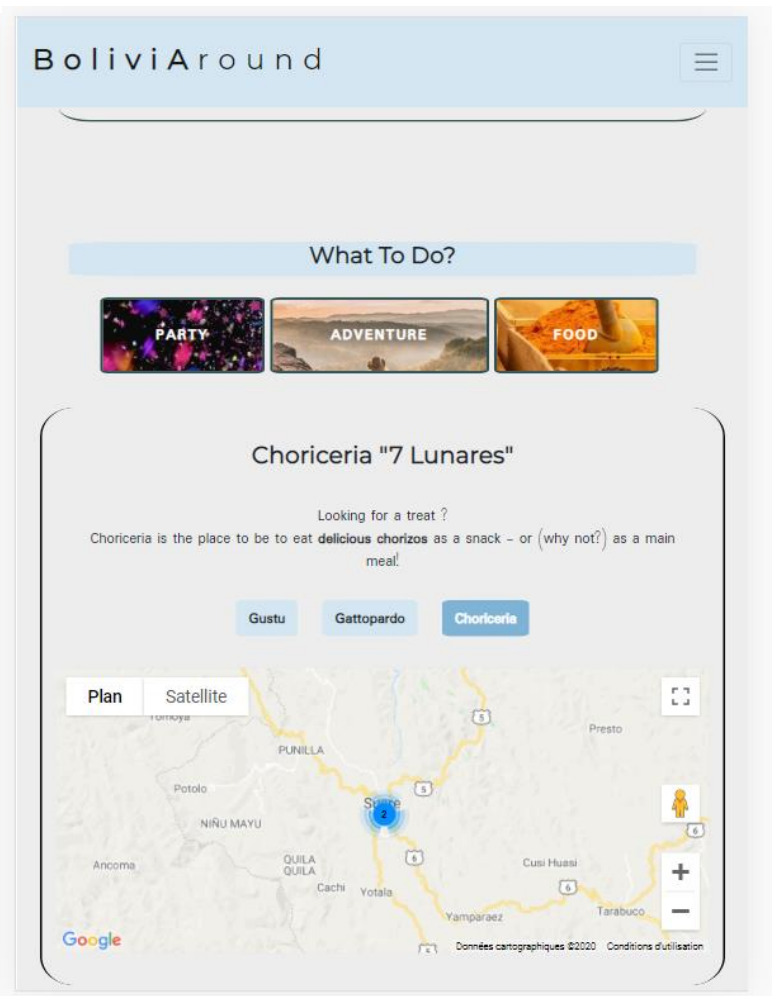
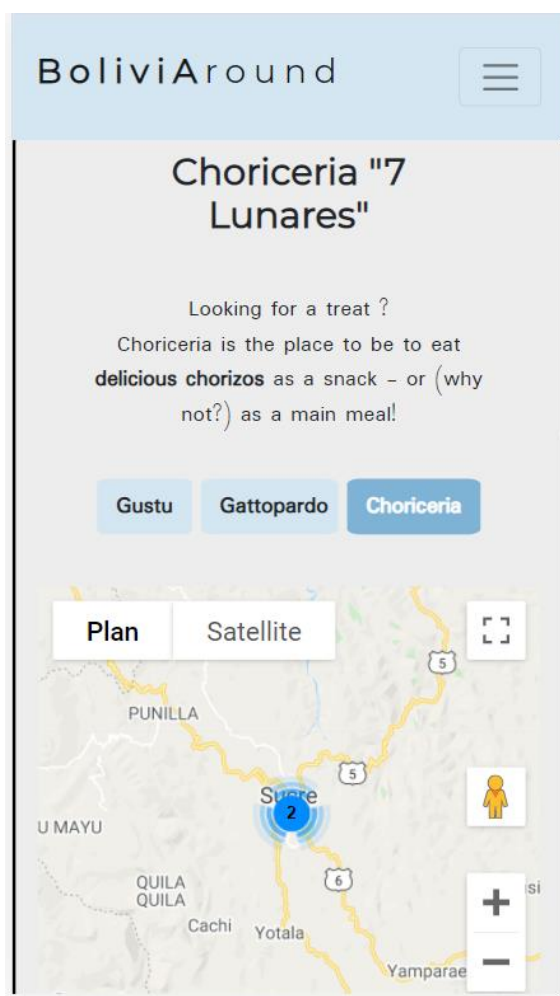
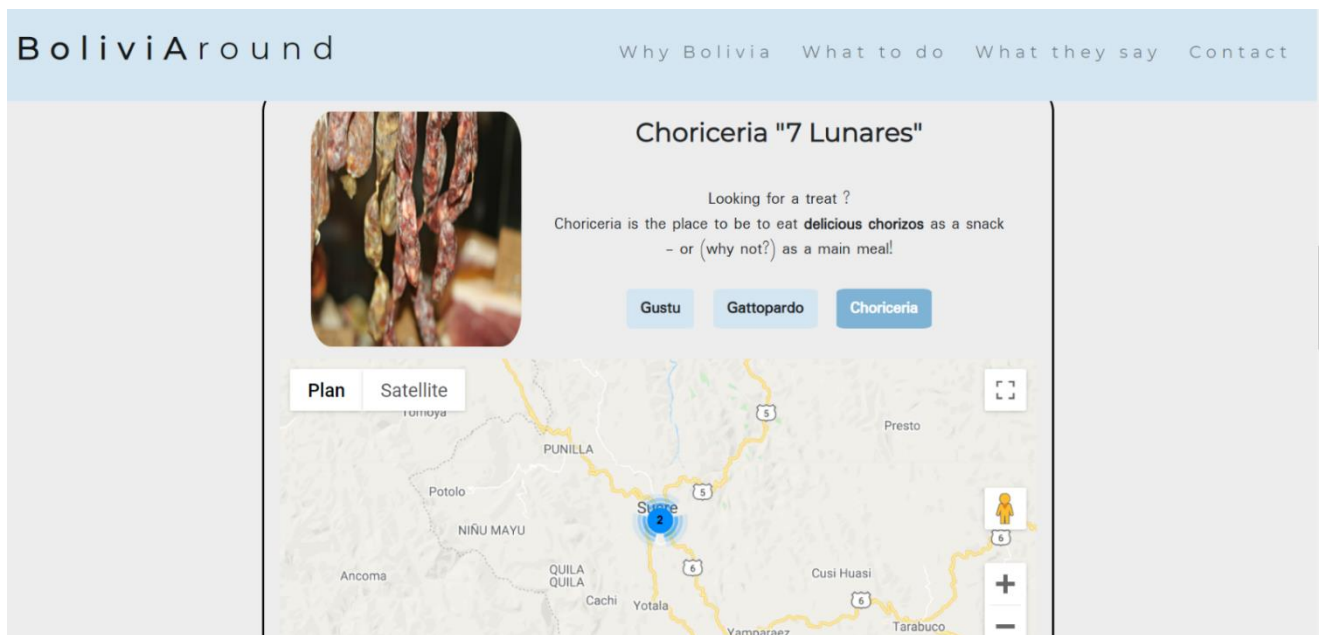
Craving for a unique experience in the middle of your adventures? Gattopardo is an amazing place to share **unforgettable meals** while enjoying a warming decoration in the center of Tarija.

[Gustu](#)[Gattopardo](#)[Choriceria](#)

PlanSatellite



3) Choriceria (displayed when clicking on Choriceria button)



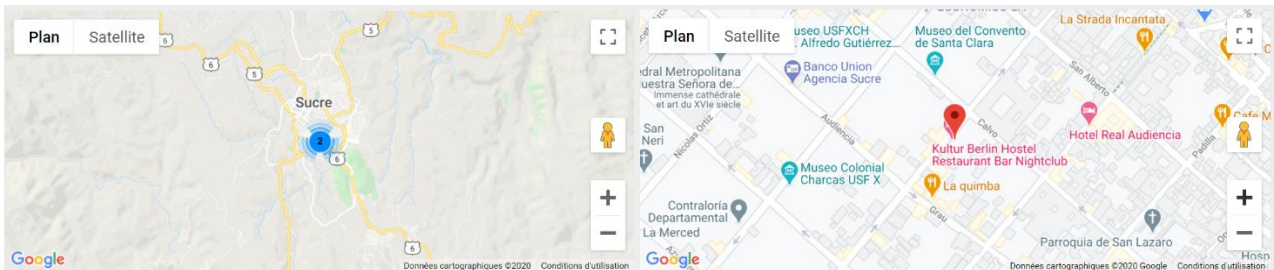
❖ Locations

For every activity, a map is displayed using **Google Maps API** to share the location.

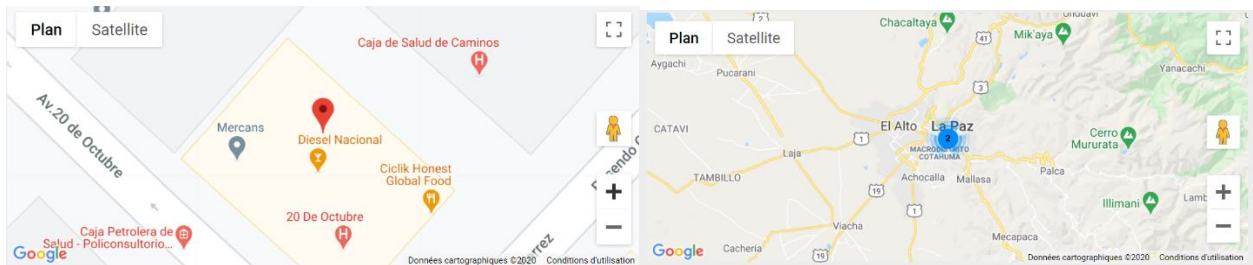
- The first screen locates the main city/area the activity is taken place in.
- By clicking on the « + » button, the user can then see directly the exact place where the activity is situated.

❖ Party

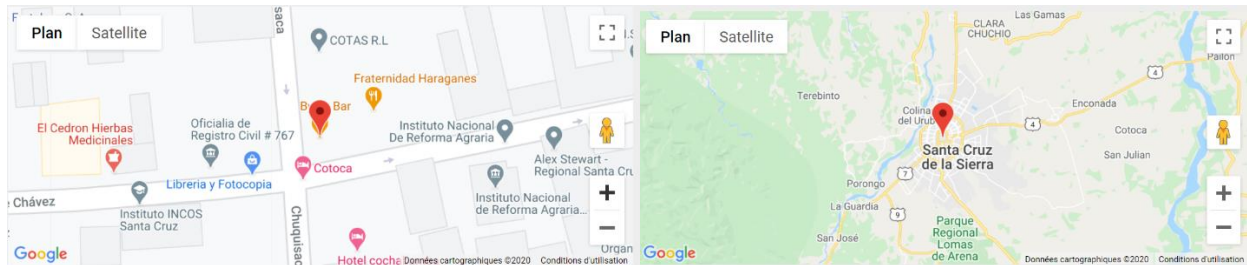
Kultur :



Diesel :



Bymz :



❖ Adventure

Salar d'Uyuni :



Reserve Eduardo Avaroa :

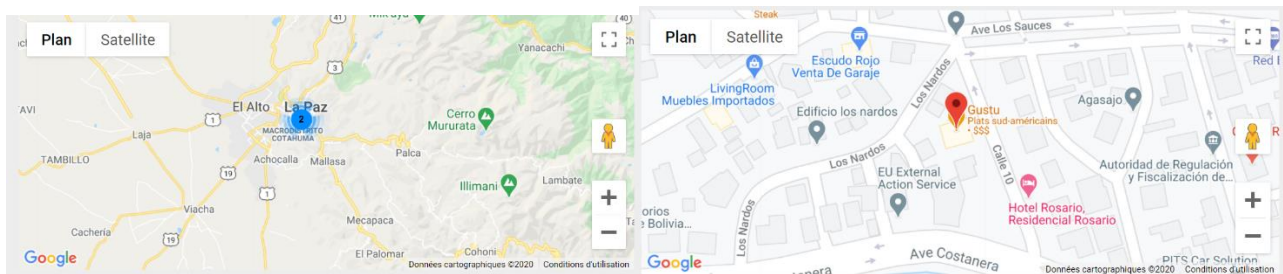


Yungaz Road :

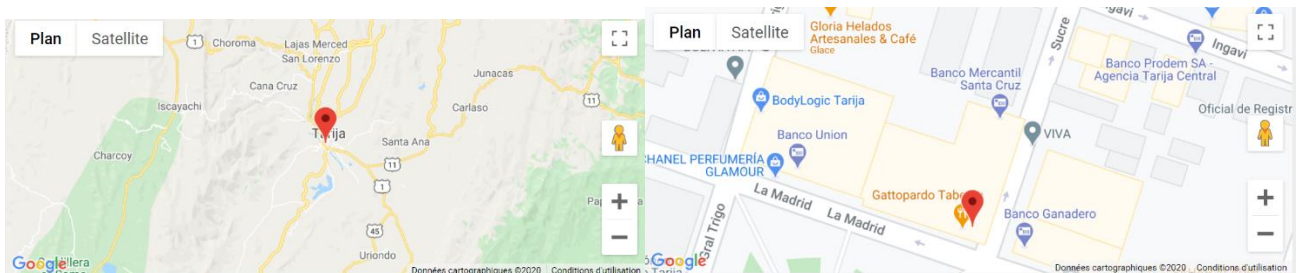


❖ Food

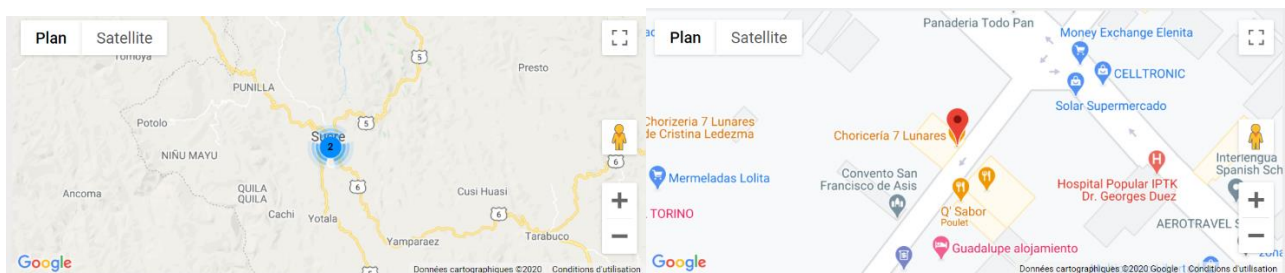
Gusto :



Gattopardo :



Choriceria :



5. « What they say » section

As a user, I want to read customers' testimonies and feedbacks regarding the agency performance/efficiency

This section displays customers' feedbacks and testimonies regarding their experiences with BoliviAround.


In desktop version :

3 testimonies are displayed.


When hovering on an image, the image zooms.

BoliviAround


Why BoliviaWhat to doWhat they sayContact



As a **solo travelling woman**, I was looking for an agency to organize my trip so as I don't have to worry too much – while offering me enough **flexibility** to enjoy my well deserved holidays!
Efficient, open-minded, conscious and affordable : BoliviAround was the best choice I could have made !
Valentine L. – 27 years old



For our first travel to Latin America, we decided to let BoliviAround organizes and selects the **best experiences** on our behalf while allowing us a to get feeling of **safety & comfort**. This experience was **unforgettable – for all of us** ! My 14 years-old son was excited every day by the adventures waiting for us!
Foran Family – 41, 42 and 14 years old



What an amazing experience was this trip to Bolivia!
Cycling through **Yungaz road** (or as they call it there... the "**death road**") with a group of others adventurers like me was just one of the **best experience of my lifetime**!
Christine W. – 41 years old

In tablet/phone versions :


2 testimonies only are displayed – otherwise, three were taking too much space and could be annoying for the user sliding down too long.

The hover effect also doesn't exist in these versions as there is no hovering in these circumstances.


Phone

BoliviAround

What Our Customers Say



As a **solo travelling woman**, I was looking for an agency to organize my trip so as I don't have to worry too much – while offering me enough **flexibility** to enjoy my well deserved holidays!
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Tablet

BoliviAround

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Foran Family – 41, 42 and 14 years old

Ready for Adventure?

Name

Surname

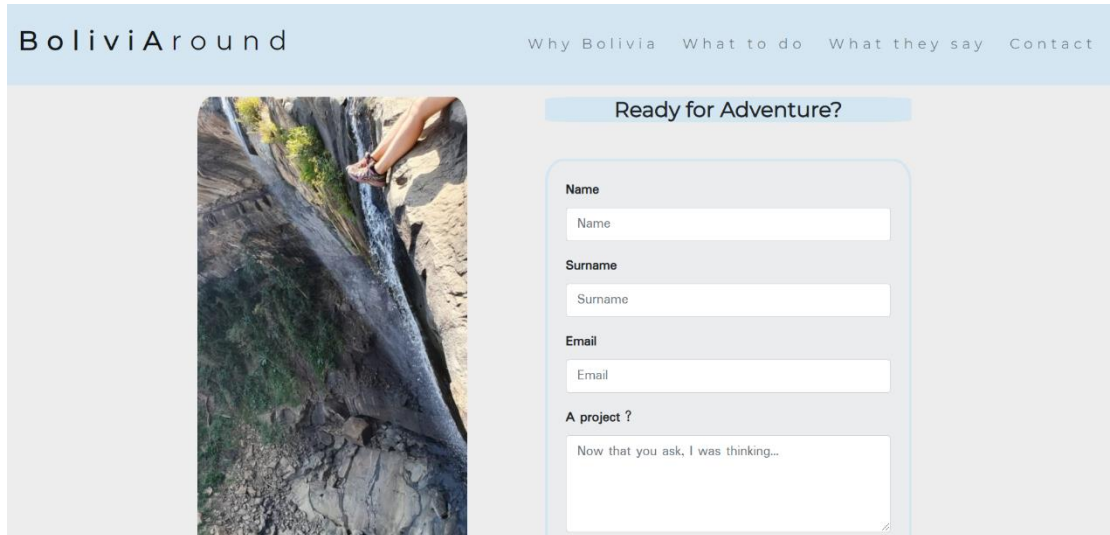
6. « Contact » section

As a user, I want to contact the agency directly to discuss about my project and eventually get a customized offer

This section is composed with a contact form that the user can complete to contact BoliviAround.

Name, Surname and Email information are required – the project is not. In this case BoliviAround can directly contact the customer to discuss about what the agency can propose first.

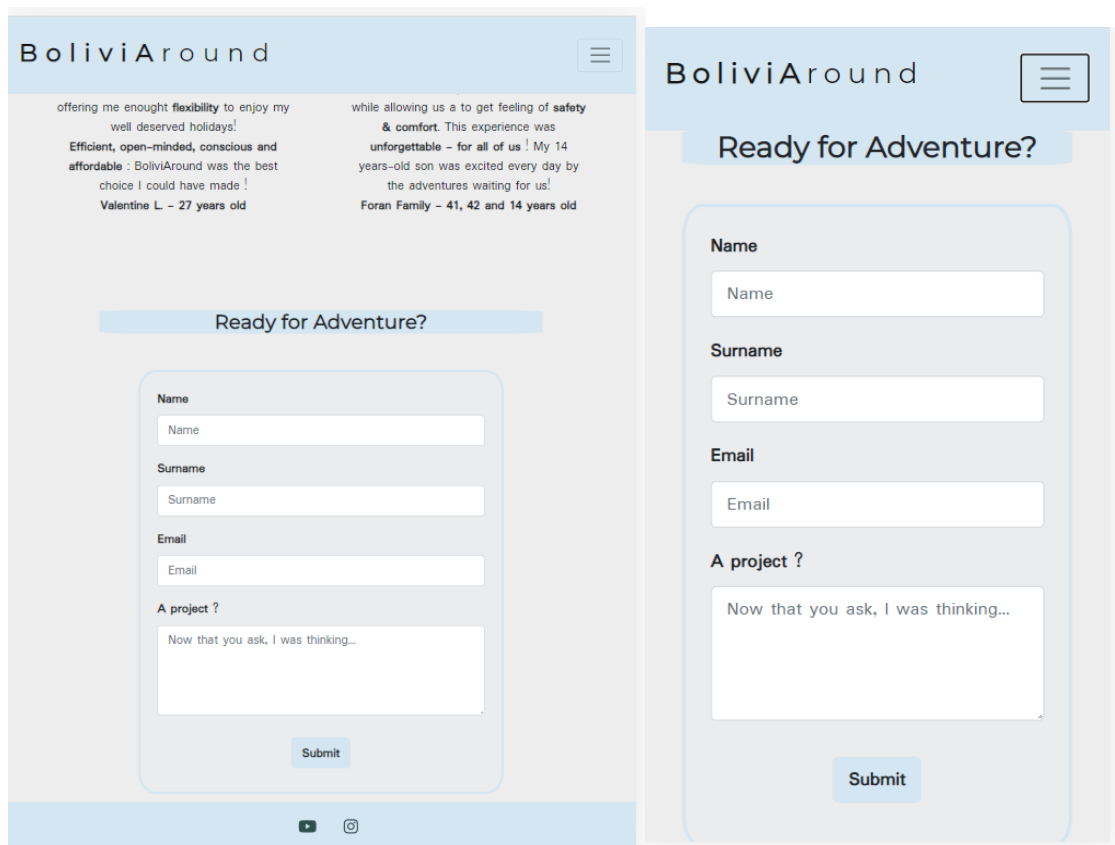
In desktop :



The desktop version of the BoliviAround website features a light blue header with the logo on the left and navigation links (Why Bolivia, What to do, What they say, Contact) on the right. Below the header, a large image of a person rappelling down a rock face is on the left. To the right of the image is a contact form titled "Ready for Adventure?". The form includes input fields for Name, Surname, and Email, and a text area for "A project ?" with a placeholder text "Now that you ask, I was thinking...".

In phone/tablette version :

I chose not to display the image because the screens are not big enough in this versions and it would not permit a nice user experience.

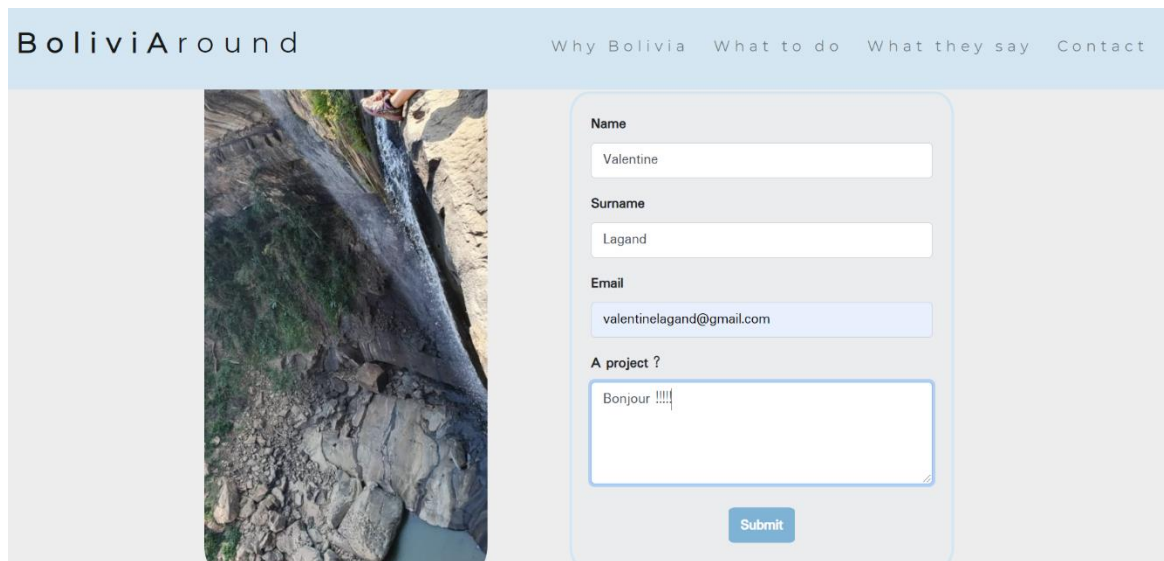


The mobile and tablet versions of the BoliviAround website show a simplified layout. The header is light blue with the logo on the left and a hamburger menu icon on the right. Below the header, there are two columns of text featuring user testimonials. Below the testimonials is a contact form titled "Ready for Adventure?". The form includes input fields for Name, Surname, and Email, and a text area for "A project ?" with a placeholder text "Now that you ask, I was thinking...". A "Submit" button is located at the bottom of the form. The mobile version also includes social media icons (YouTube and Instagram) at the bottom.

This section is linked via **EmailJS** to a mailbox.

If the user completes the form 1) an email is sent to solzinhalgd@gmail.com mailbox 2).

1)



The screenshot shows the 'BoliviAround' website. The header has the logo 'BoliviAround' and navigation links: 'Why Bolivia', 'What to do', 'What they say', and 'Contact'. The main content area features a background image of a waterfall on the left and a contact form on the right. The form has the following fields:

- Name:** A text input field containing 'Valentine'.
- Surname:** A text input field containing 'Lagand'.
- Email:** A text input field containing 'valentinelagand@gmail.com'.
- A project ?** A text area containing 'Bonjour !!!!!'.

Below the form is a blue 'Submit' button.

2)

Message from Valentine Boîte de réception x



solzinhalgd@gmail.com

14:52 (il y a 0 minute)



À moi ▼

Valentine Lagand can be contacted at valentinelagand@gmail.com

Bonjour !!!!!

Email sent via [EmailJS.com](https://www.emailjs.com)