

# User Experience Design (UX) Documentation for 'Limitless'

## Five Planes of UX

### Strategy

#### Brief:

*“Create a site that calls on the Google Maps API and/or the Google Places API (or similar) to allow users to search for their next holiday destination.”*

#### Specifications:

- Be able to search for and select a destination city
- Find tourist attractions
- Find accommodation
- Find bars and restaurants

**Target market** are people who have already booked a holiday and want to find out more about where they are going and/or people who are curious about a potential holiday destination.

#### Target market needs:

- Be able to search for a specific location and receive information on establishments specific to this area.
- Be able to see what accommodation, tourist attractions and bars and restaurants are available in my chosen destination.
- Be able to view images of the location I have searched for.
- Be able to search for different locations without refreshing the web page.
- Be able to find accommodation, tourist attractions or bars and restaurants without refreshing the web page.
- Be able to receive an establishment's details, including (but not limited to) the address and a telephone number.

### Scope

#### Features to be implemented:

- Autocomplete input field for users to search for a location
- Radio buttons to filter out accommodation, places to eat and tourist attractions
- A map which will display the search results depending on which filter is checked
- An info window for when a marker is clicked on, displaying establishment details such as address and telephone number
- Features within the map to show images of searched location and also to allow zooming in/out of map
- Social media links (which will remain blank for project purposes – only to provide more user-friendly feel).

### Structure

1. Header - 'Limitless' logo
2. Statement providing context/describing what user should do
3. Input field where user searches for location
4. Radio buttons which will filter out accommodation, restaurants and bars, and tourist attractions
5. Google Maps API
6. Statement describing what user should do with markers displayed on map

- Info window (when any marker is clicked) displaying establishment details
7. Footer - social media links and author name

## **Skeleton**

### **Interface design:**

Website will need to be a single page with a simple, understandable layout of the features that will be used. Features will be set out in chronological order where the user begins their journey at the top and finishes their journey at the bottom. The application will need to be accessible on most device screen sizes as this is a mobile-first approach. The application will need to give the user a bright, positive mood and a holiday feel – colours that compliment each other well will be needed.

### **Navigation design:**

With the help of the interface design, the user's journey will be from the top of the web page (searching for location) to the bottom of the web page (clicking on a marker and finding out more information on establishment).

### **Wireframes:**

[Desktop and laptop](#)

[Mobile](#)

[Tablet](#)

## **Surface**

Since this website is focused on searching for a holiday destination, I decided that it would need a bright, holiday feel to it. To achieve this, I have set the background to a beach (photo credit in Media section of README). To compliment this, with the help of the Bootswatch 'United' theme, I have set the header and footer to the primary colour that is provided by Bootstrap. Additionally, an off-white font colour has enhanced the positive feel that I want the website to have.

The user-interface is needed to be simplistic as the main goal for the website is for the map to be used – keeping it simple means that the user is more focused on using the map rather than the rest of the website. Bootstrap's grid system has helped me keep the features of the website in the very centre and with consistency so that the user knows where to look at all times, making the application easier to use. I decided to use the 'Patua One' Google Font for my logo and not for the rest of the website in order to keep the visual design simple, otherwise there would be complications visually for the user. The rest of the website uses the 'United' theme's default font – with careful consideration, I felt I did not need to change this as it compliments the rest of the website well. The map is in the very centre as this is what the user is going to be focused on for the majority of their time during their visit to my website.

### **Future plans/improvements:**

When self-assessing my website, I feel that there are obvious points of improvements. I could perhaps add a 'rating' or 'review' feature within the information windows that are displayed on the map as this would mean the user spends more time on my website rather than clicking on the establishment name URL and being directed to Google Maps. Another improvement is where I could have implemented a 'Reset' button so that the user can reset the search input field to it's original state.