

# PROJETO DMI

TOURISTIC WEBSITE

Projeto DMI – Prof.**Nuno Correia**

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# PROJECT STATEMENT

- ▶ **WHAT** - In this project I will build and design a website about the Madeira islands. The purpose of this website is to promote the Atlantic island, but in a modern way.
- ▶ **WHY** - Touristic websites are full of options and have poor affordance for users since there's options for everything in one single page. In order to create one with rich affordance, it will require more visualization and simplicity and less options than the average touristic websites(full of options).

# TARGET AUDIENCE

- ▶ **AGE RANGE** - 14 to 30 years old
- ▶ **WHY** - The target audience are youngsters, ranging from 14 to 30 years old that will be visiting Madeira as a tourist or for active locals. My goal is to give these users a fresh and great experience of interactivity and affordance.

# RESEARCH

## BENCHMARKING - STUDY

► **Four main websites** that were promoting the tourism of Madeira:

- -[visitmadeira.pt](http://visitmadeira.pt);
- -[madeira-web.pt](http://madeira-web.pt);
- -[madeira-tourist.pt](http://madeira-tourist.pt);
- -[visitportugal.com](http://visitportugal.com);

**Madeira - Wikipedia**  
<https://en.wikipedia.org/wiki/Madeira> \*  
Madeira is a Portuguese archipelago situated in the north Atlantic Ocean, southwest of Portugal. Its total population was estimated in 2011 at 267,785.  
Funchal Madeira Airport Porto Santo Island Madeira wine

**1** **Site oficial do Turismo da Madeira - Visit Madeira**  
[www.visitmadeira.pt/en-gb/homepage](http://www.visitmadeira.pt/en-gb/homepage) \*  
Bem-vindo ao site oficial do Turismo da Madeira. Descubra onde dormir, o que fazer, as levadas e os eventos que a Madeira e o Porto Santo têm para oferecer.

**2** **Site oficial do Turismo da Madeira**  
[www.visitmadeira.pt/](http://www.visitmadeira.pt/) \* Translate this page  
Bem-vindo ao site oficial do Turismo da Madeira. Descubra onde dormir, o que fazer, as levadas e os eventos que a Madeira e o Porto Santo têm para oferecer.

**3** **Madeira Island: The complete guide to Madeira Island**  
[www.madeira-web.com/](http://www.madeira-web.com/) \*  
Madeira Island, your complete tourism destination guide. Over 800 pages of essential holiday information.

**4** **Madeira 2017: Best of Madeira Tourism - TripAdvisor**  
<https://www.tripadvisor.com> » Europe » Portugal » Madeira Islands \*  
Breezy Madeira is an eponymous island in the Madeira Islands, a Portuguese archipelago. The capital city of Funchal was settled in the 15th century and is a ...

**Madeira Tourist Information: Holidays, Hotels, Travel and Tourism in ...**  
[www.madeira-tourist.com/](http://www.madeira-tourist.com/) \*  
Madeira, the complete guide to tourism including best places to stay, what to do and facts you need to know and events.

**Madeira | www.visitportugal.com**  
<https://www.visitportugal.com/en/destinos/madeira> \*  
Right in the middle of the Atlantic, the islands of Madeira and Porto Santo are a haven of natural beauty. The exotic colours of the flowers stand out from among ...

**Madeira**

Madeira, an autonomous region of Portugal, is an archipelago comprising 4 islands off the northwest coast of Africa. It's known for its namesake wine and warm, subtropical climate. The main island of Madeira is volcanic, green and rugged, with high cliffs, pebbly beaches and settlements on deltas of the Fajã River. Capital Funchal has botanic gardens and is known for its harbor and a large New Year's fireworks show.

**Area:** 801 km<sup>2</sup>  
**Founded:** 1420  
**Population:** 267,785 (2011)  
**Geology:** Trachyte  
**Capital:** Funchal


**Points of interest** View 15+ more

Cabo Girão Pico do Arieiro Santa Clara Monastery Pico Ruivo Pico das Torres

**Destinations** View 15+ more

# RESEARCH


## BENCHMARKING – CONCLUSIONS(1/3)

- ▶ **Design(UI):**
  - ▶ -Simple -Visual elements in the beginning, whether a video or an image.
  - ▶ -Coherent colour throughout the website, no more than four major colours.
- 
- Several white lines of varying lengths and thicknesses are positioned diagonally in the bottom right corner of the slide, creating a modern, abstract graphic element.

# RESEARCH

## BENCHMARKING – CONCLUSIONS(2/3)

- ▶ **Usability:**

- ▶ -User engagement without registration.
  - ▶ -No search bars, because it will have few options.
  - ▶ -Less thinking of the user by having visual elements.
- 
- Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

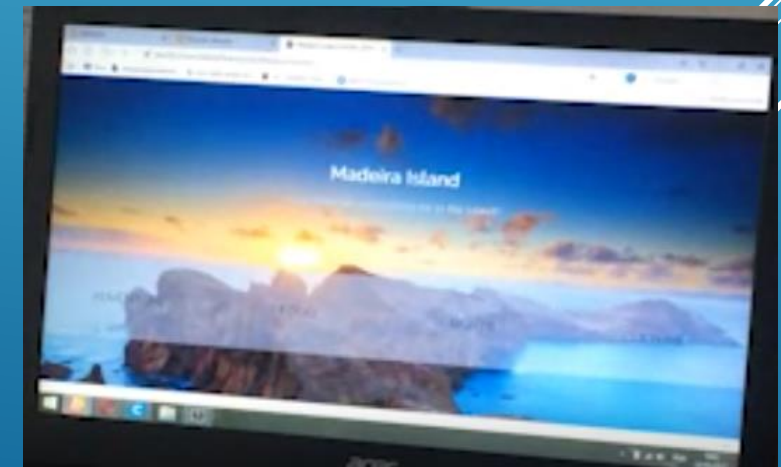
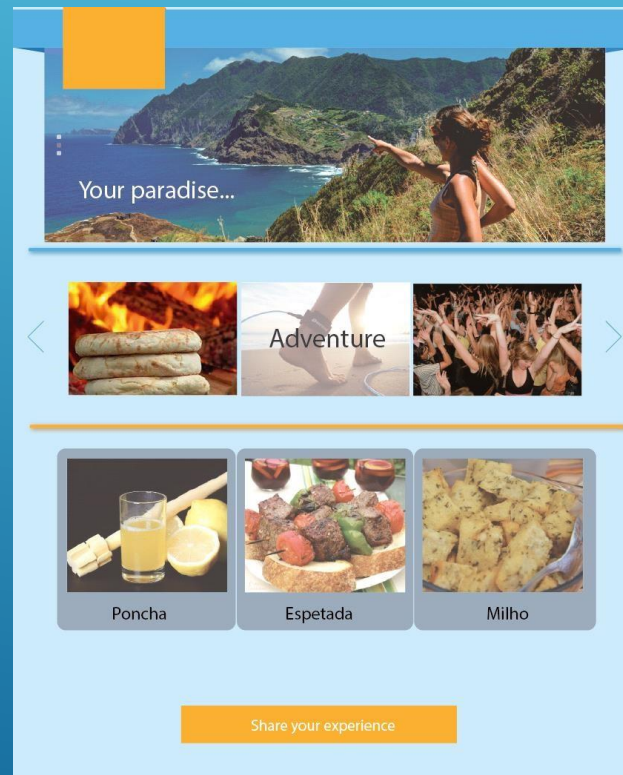
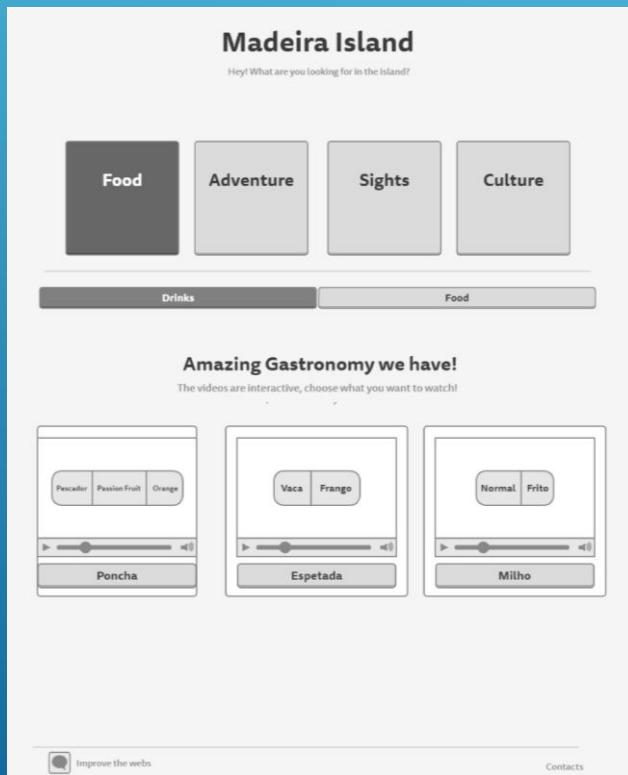
# RESEARCH

## BENCHMARKING - CONCLUSIONS (3/3)

- ▶ **User experience:**
- ▶ -Reduce the number of buttons to avoid confusion/frustration.
- ▶ -Prioritize the interests of the user to avoid distraction.
- ▶ -Interactive interface without reloading or opening new windows to avoid boredom.
- ▶ -Remove any tiny clickable buttons and have medium or large buttons that gives feedback for user satisfaction..



# PROJECT SKETCHES





# TECHNICAL DEVELOPMENT

► UI, HTML, CSS, JAVASCRIPT, JQUERY, BOOTSTRAP, SUBLIME TEXT, ILLUSTRATOR



# USER TESTS

## CONCLUSIONS(1/2)



- ▶ **Misleading Content**
- ▶ "I would click on the Image, the Title or the subtitle of the squared info display" - (U1)  
"Where's the button to click for the video?" - (U1)
- ▶ **Design**
- ▶ "I couldn't even read the subtitle, so I basically ignored it" - (U1)
- ▶ "The buttons look strange, the grey on top of the nice background looks very amateur" - (U2)

# USER TESTS

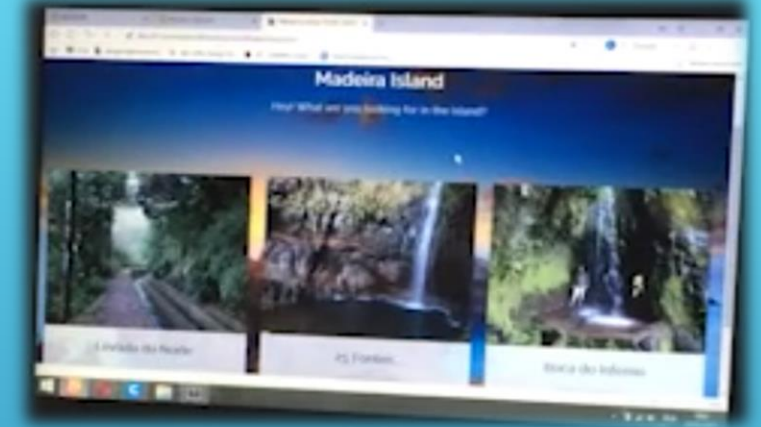
## CONCLUSIONS(2/2)



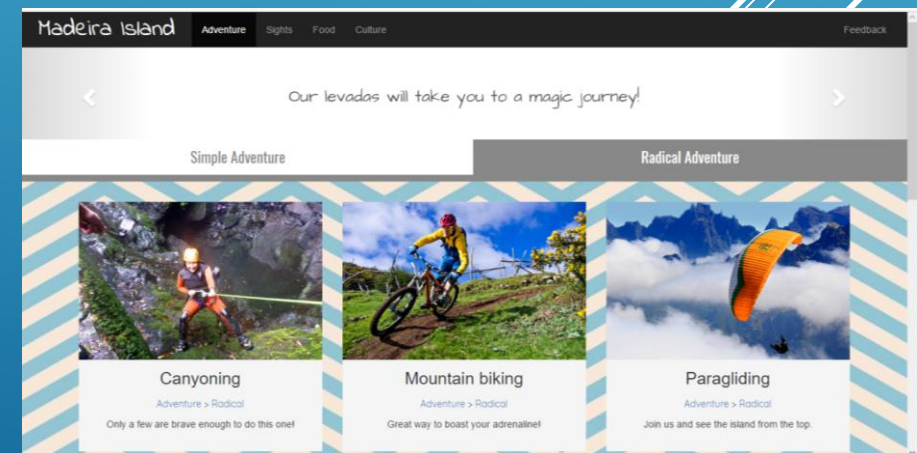
- ▶ **User control and freedom**
- ▶ "I wanted to go back to the three options that was showing before so I could choose another option of food" - (U2)
- ▶ "I can't click on the image?" - (U2)
- ▶ **Typography**
- ▶ "The font I would change" - (U1)

# USER TESTS

## IMPROVEMENTS



- ▶ New UI interface - minimalist design
- ▶ Interactive text interface
- ▶ Repetitive pattern background
- ▶ Visibility of system status - Section identification
- ▶ User control– jumping to other section in one click
- ▶ Contact information in the bottom





# DOCUMENTATION

Madeira Island

AdventureSightsFoodCulture

Feedback


<

Raise the bar higher, go do something new and thrilling!

>

Simple Adventure


Radical Adventure



Levada do Norte

Adventure > Simple


Great view of the local houses and of the mountains.



Caldeirão Verde

Adventure > Simple

Magical walkside to a rural area full of nature.



25 Fontes

Adventure > Simple

Waterfalls everywhere including tree hanging in diagonal.

# DOCUMENTATION

Madeira Island

AdventureSightsFoodCulture

Feedback


<

Our levadas will take you to a magic journey!

>

Simple Adventure


Radical Adventure



**Canyoning**

Adventure > Radical


Only a few are brave enough to do this one!



**Mountain biking**

Adventure > Radical

Great way to boast your adrenaline!



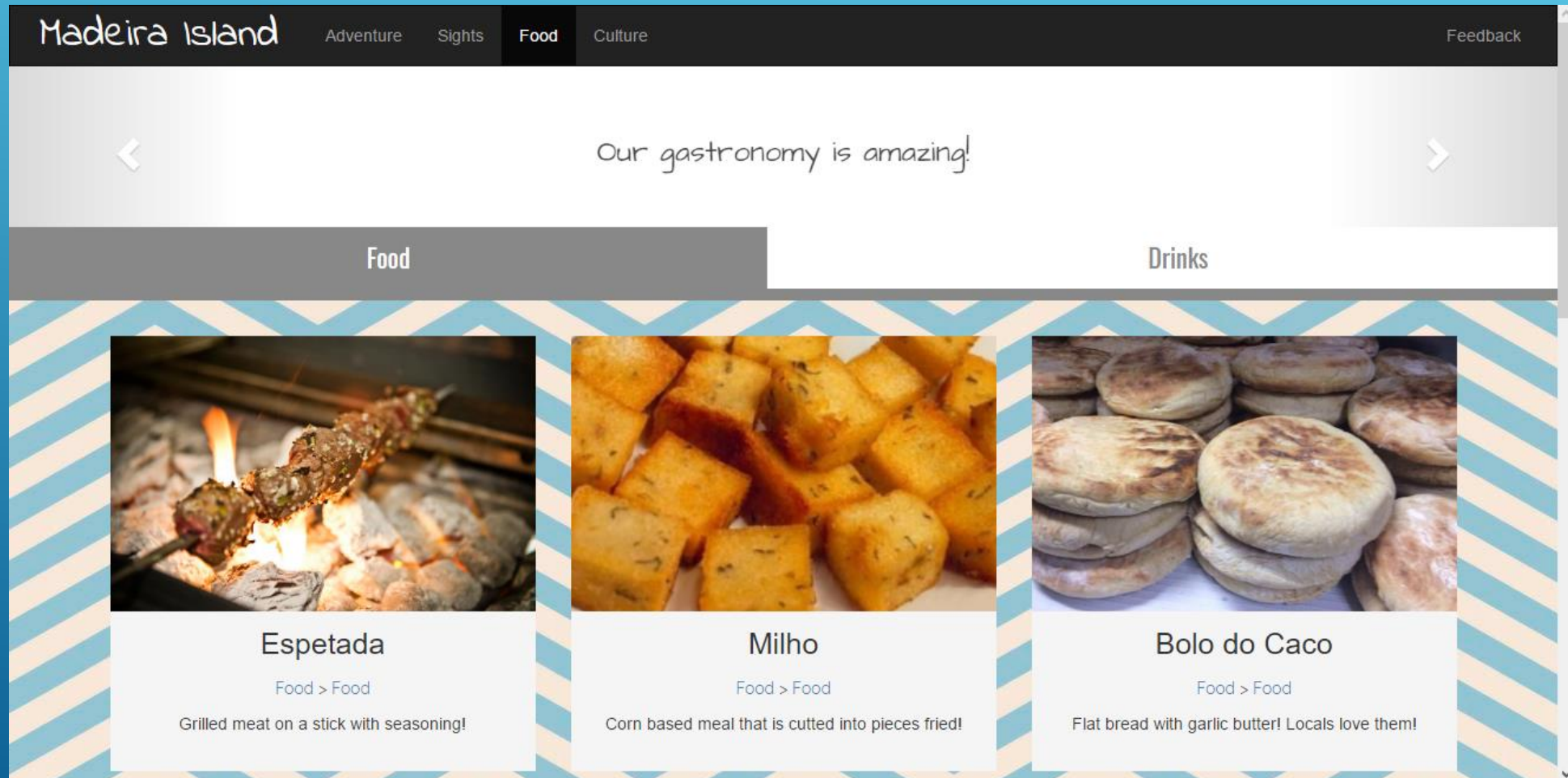
**Paragliding**

Adventure > Radical

Join us and see the island from the top.

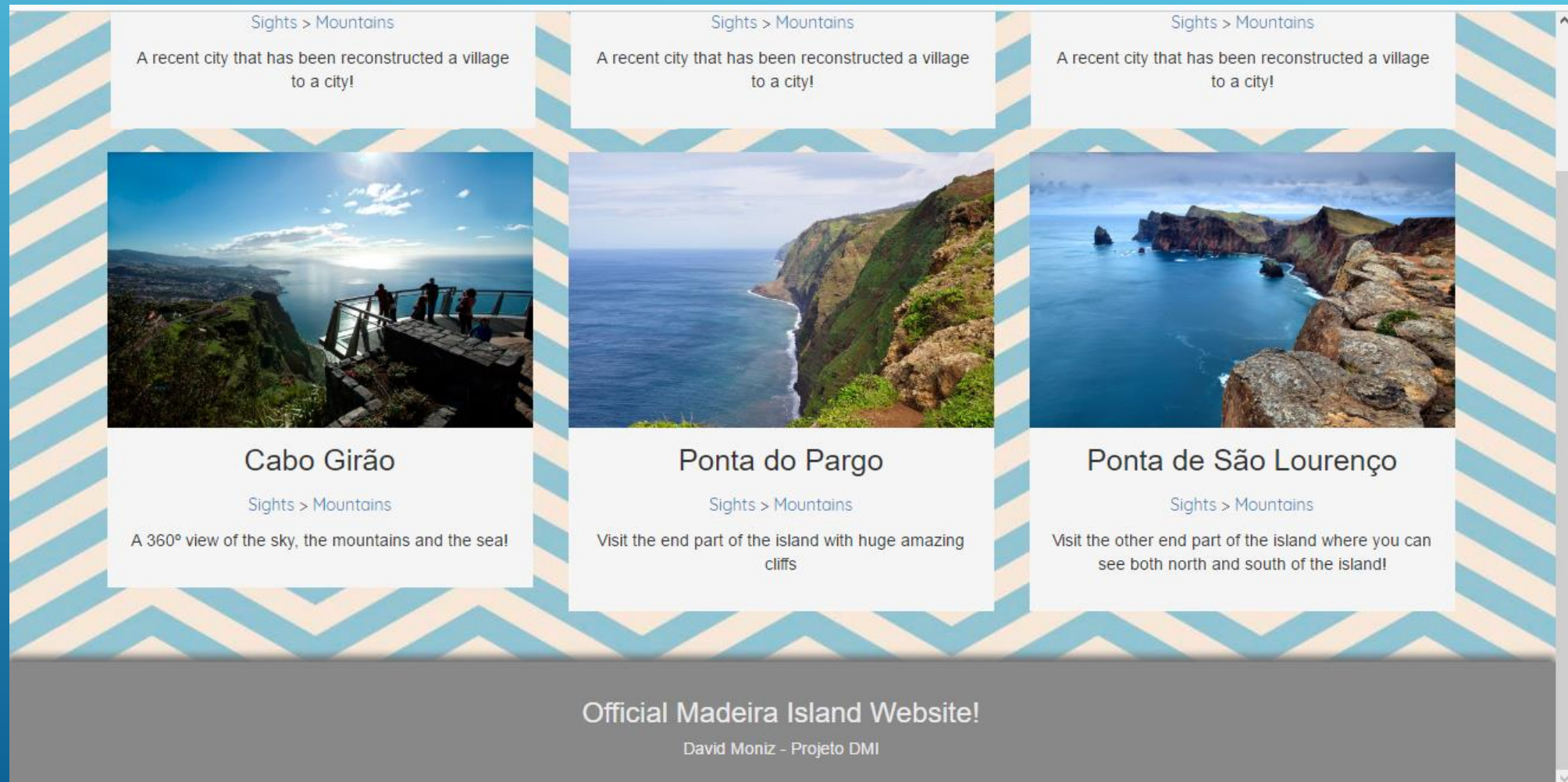


# DOCUMENTATION





# DOCUMENTATION



# DOCUMENTATION



## Cabo Girão

[Sights > Mountains](#)

A 360° view of the sky, the mountains and the sea!

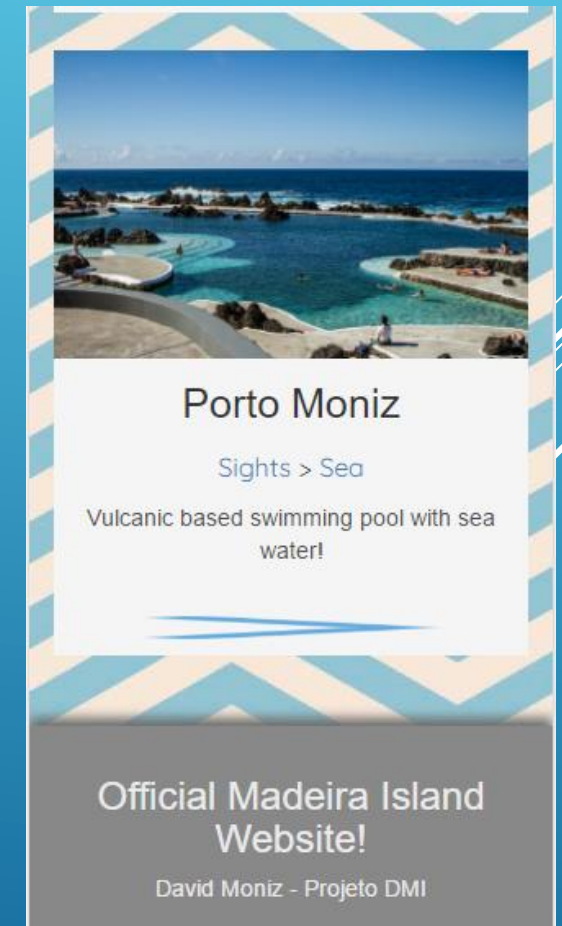
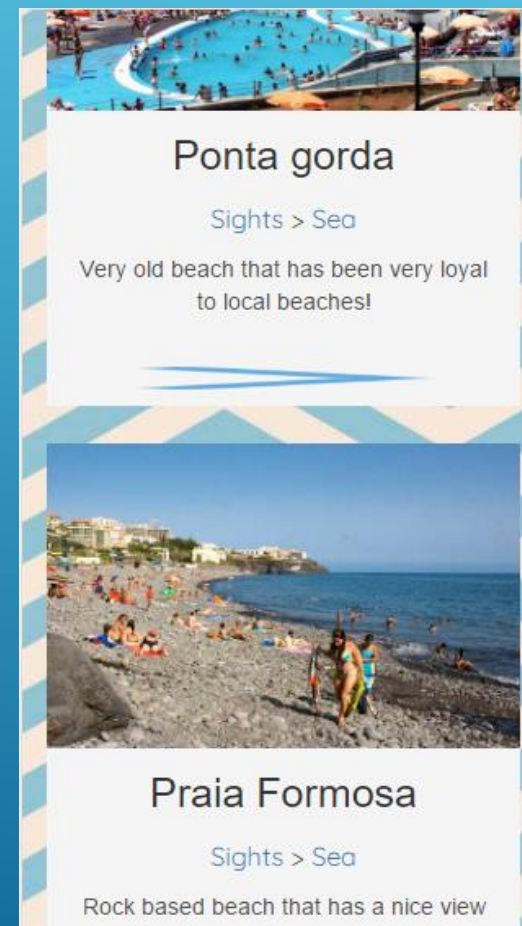
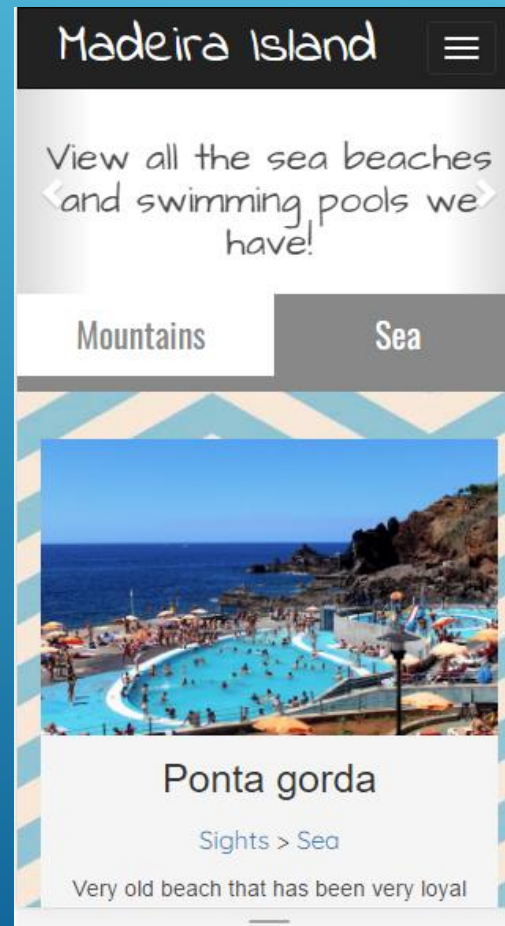
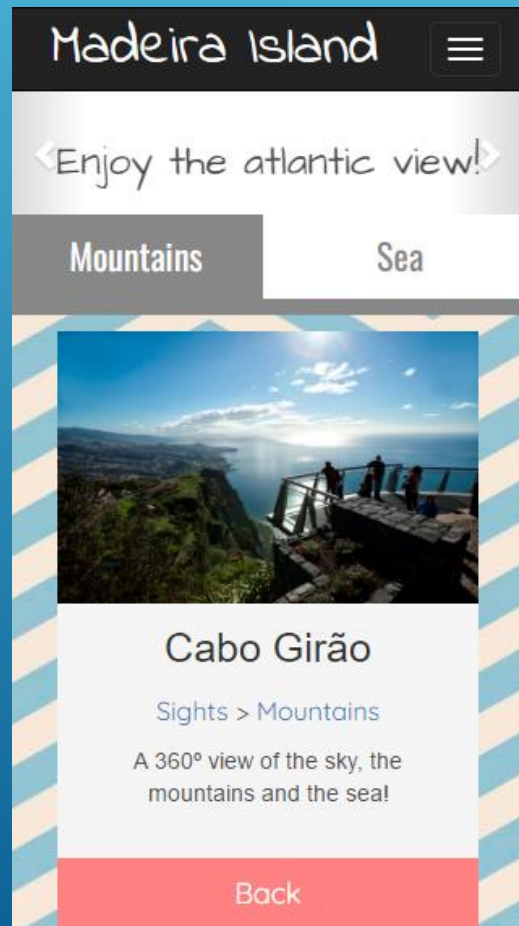
[Back](#)

Official Madeira Island Website!

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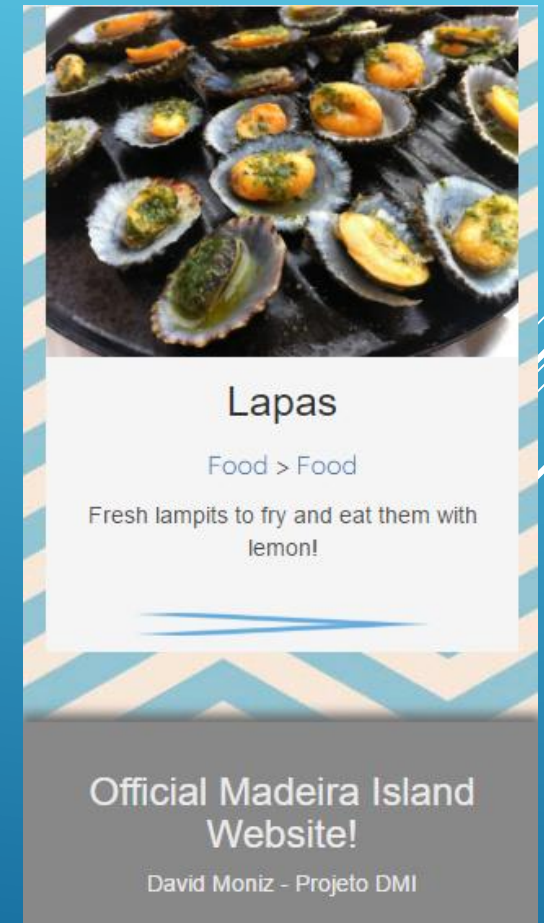
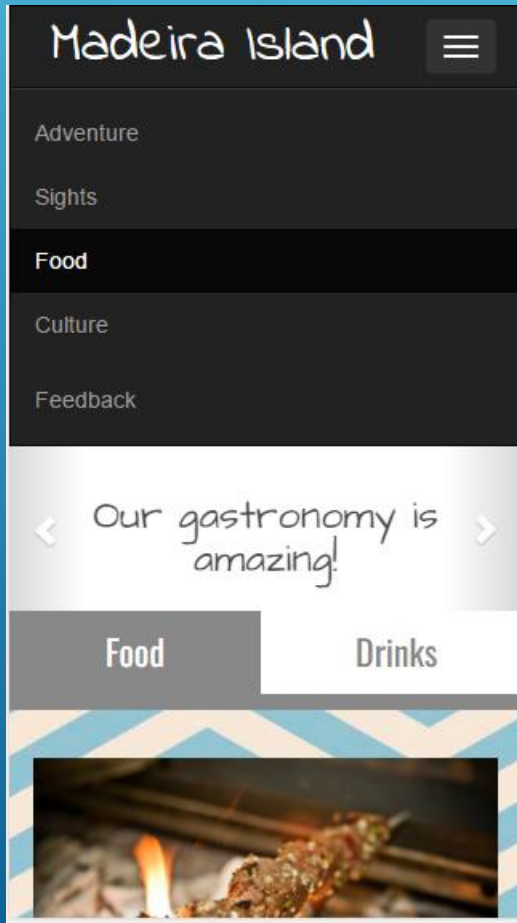
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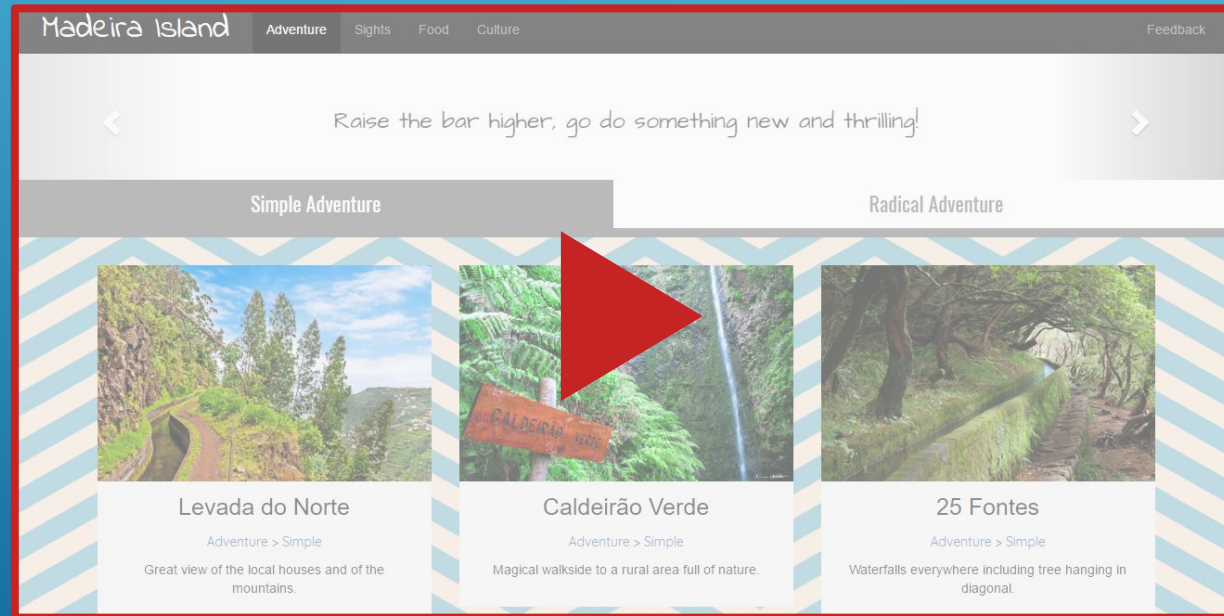
# DOCUMENTATION





# DOCUMENTATION

## CONCLUSIONS – VIDEO



► <https://youtu.be/ikioL14Fi3w>

# DOCUMENTATION

## CONCLUSIONS – FUTURE IMPROVEMENTS

- ▶ Improve the content of the website:
  - ▶ Google Maps of locations.
  - ▶ References of places or brands.
  - ▶ External links to improve guidance.
  - ▶ Add another language.
  - ▶ Add more information about each event
- ▶ Add database to get Feedback.