PROJETO DMI

TOURISTIC WEBSITE

Projeto DMI – Prof.**Nuno Correia**

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UNIVERSIDADE da MADEIRA

m·iti
Madeira Interactive Technologies Institute

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

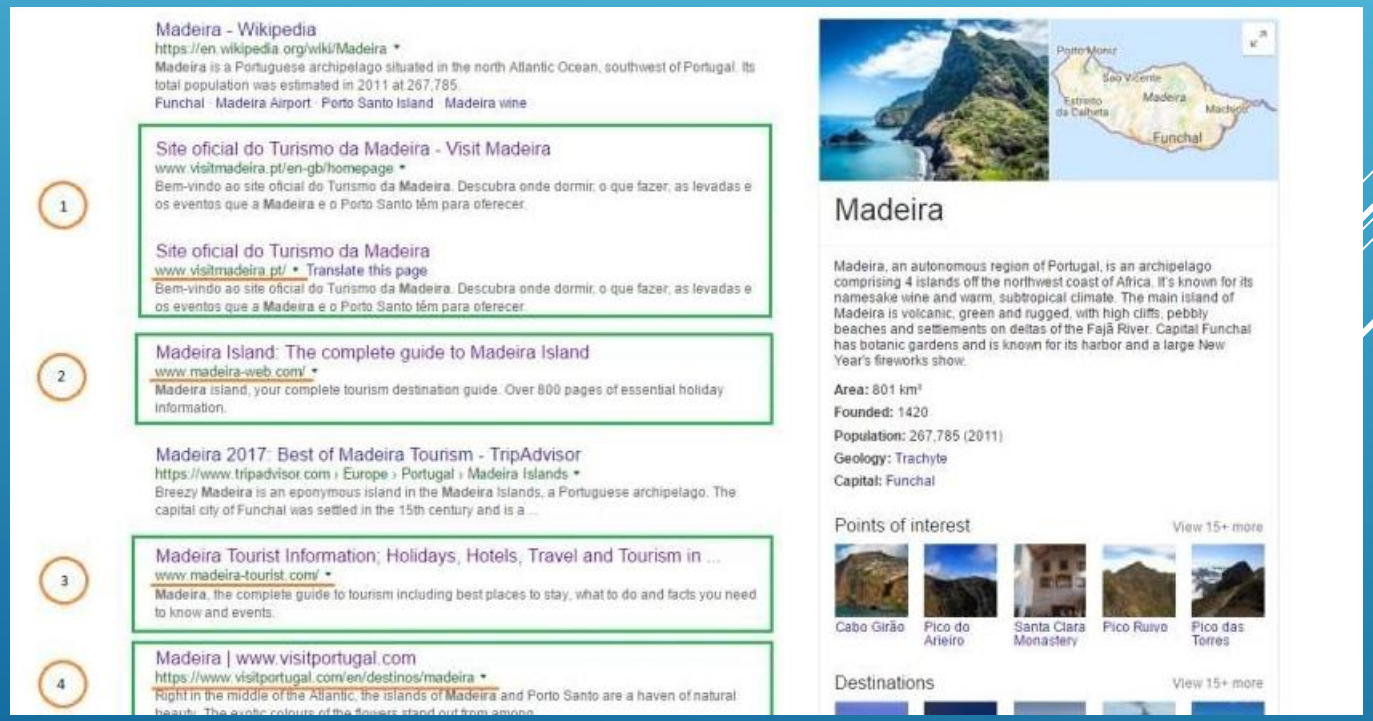
- **AGE RANGE** - 14 to 30 years old

- **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;*
  - *-madeira-web.pt;*
  - *-madeira-tourist.pt;*
  - *-visitportugal.com;*



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.

RESEARCH

BENCHMARKING – CONCLUSIONS(2/3)

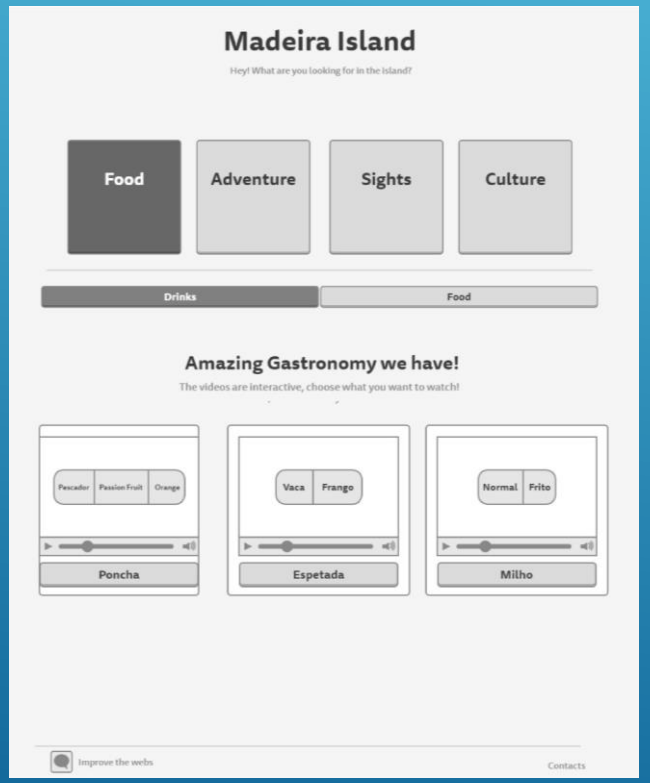
- **Usability:**
- -User engagement without registration.
- -No search bars, because it will have few options.
- -Less thinking of the user by having visual elements.

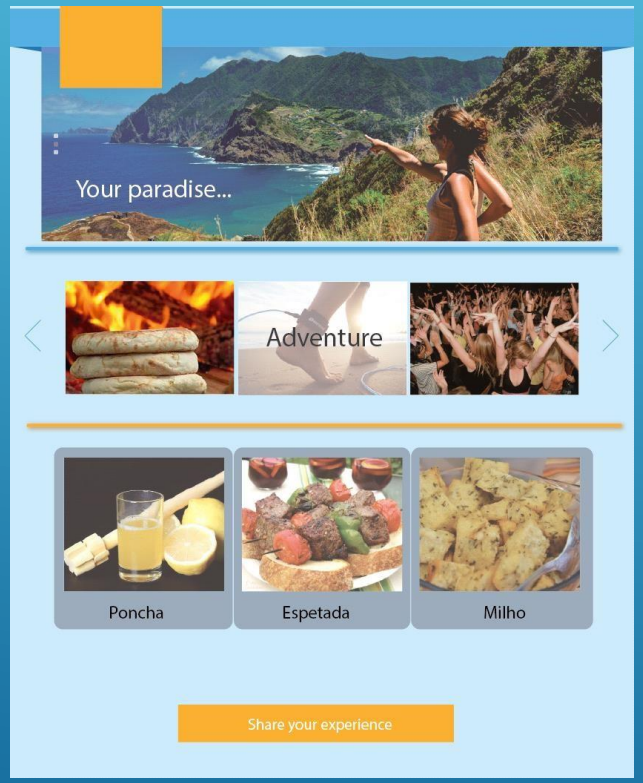
RESEARCH

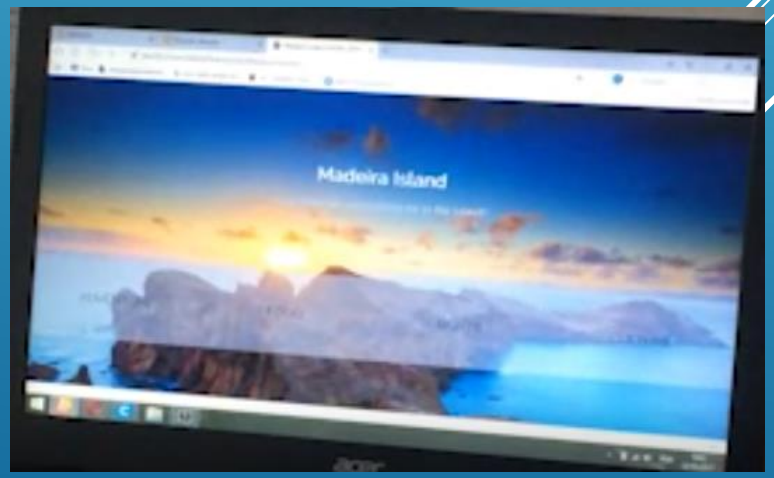
BENCHMARKING - CONCLUSIONS (3/3)

- **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





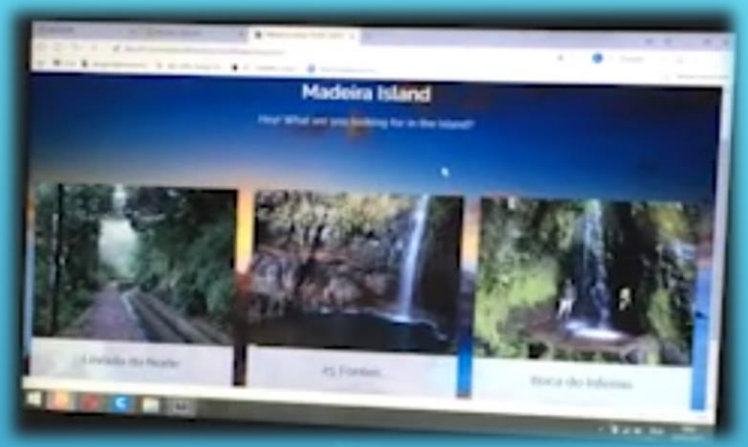


TECHNICAL DEVELOPMENT

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

USER TESTS

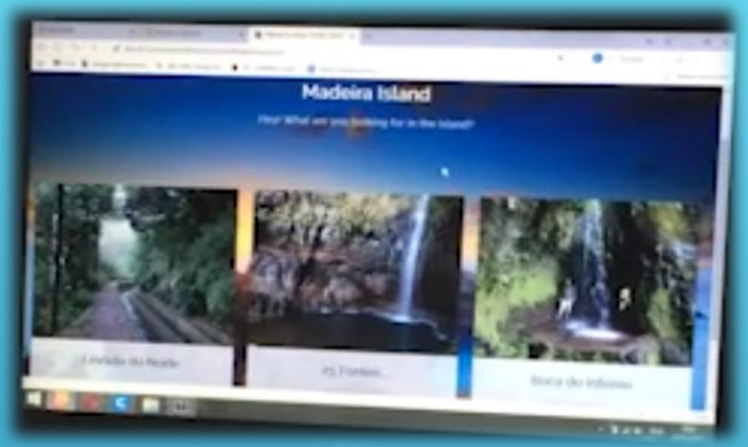
CONCLUSIONS(1/2)



- **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

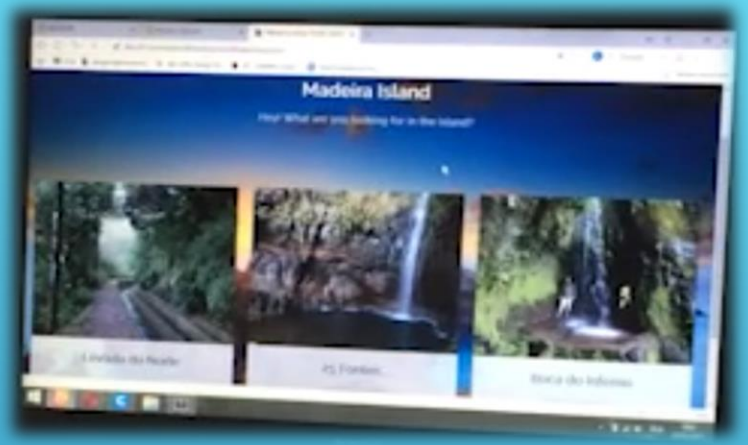
CONCLUSIONS(2/2)



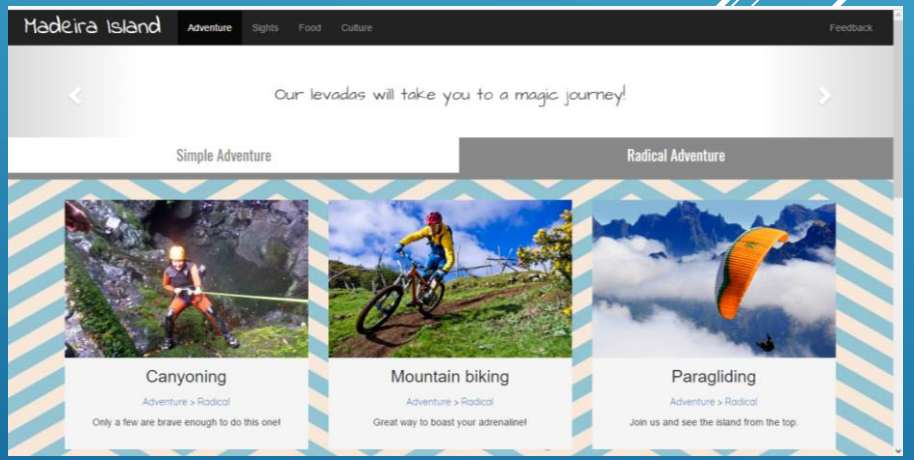
- **User control and freedom**
- "I wanted to go back to the three options that was showing before so I could choose another option of food" - (U2)
- "I can't click on the image?" - (U2)
- **Typography**
- "The font I would change" - (U1)

USER TESTS

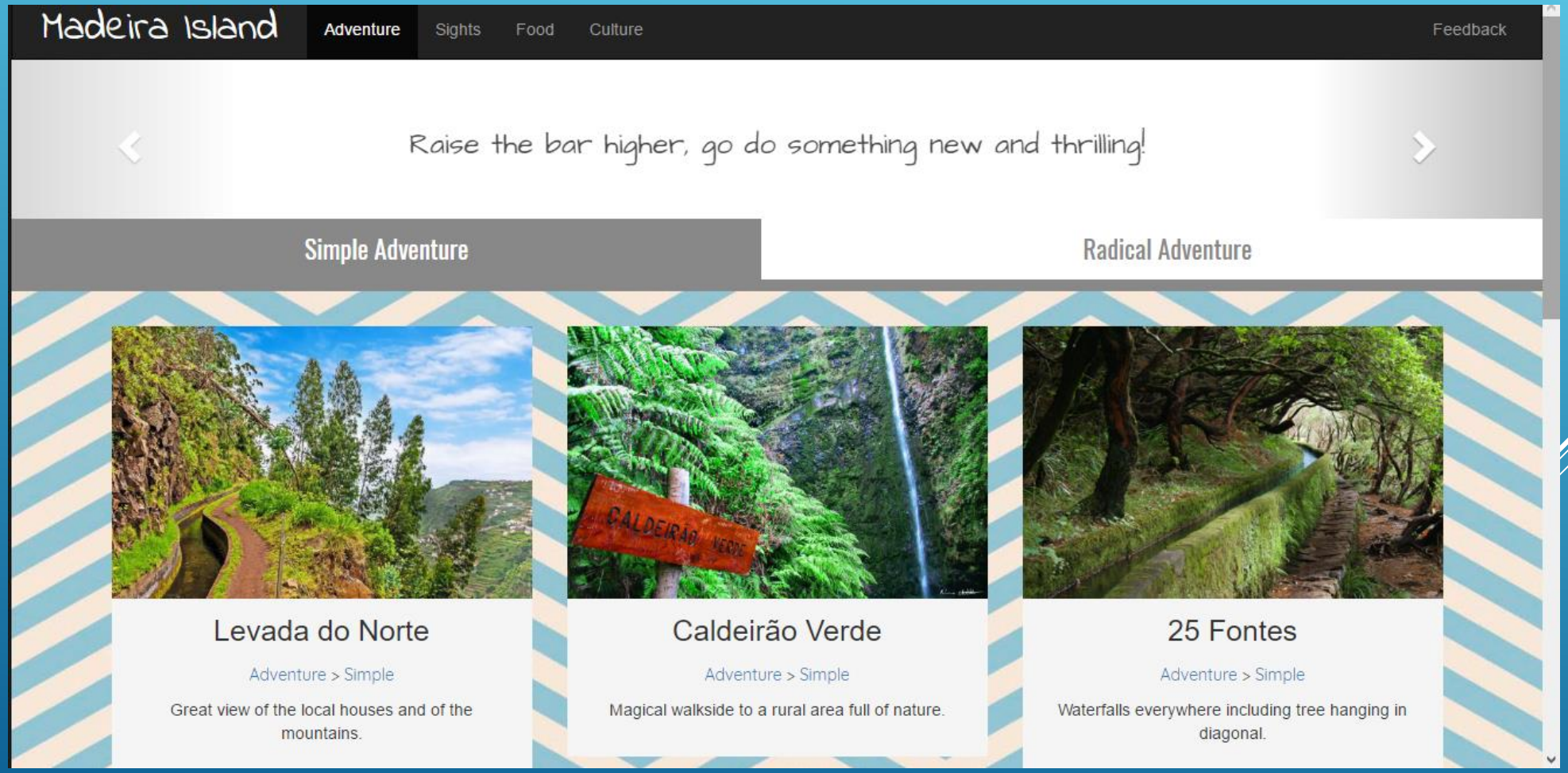
IMPROVEMENTS



- 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



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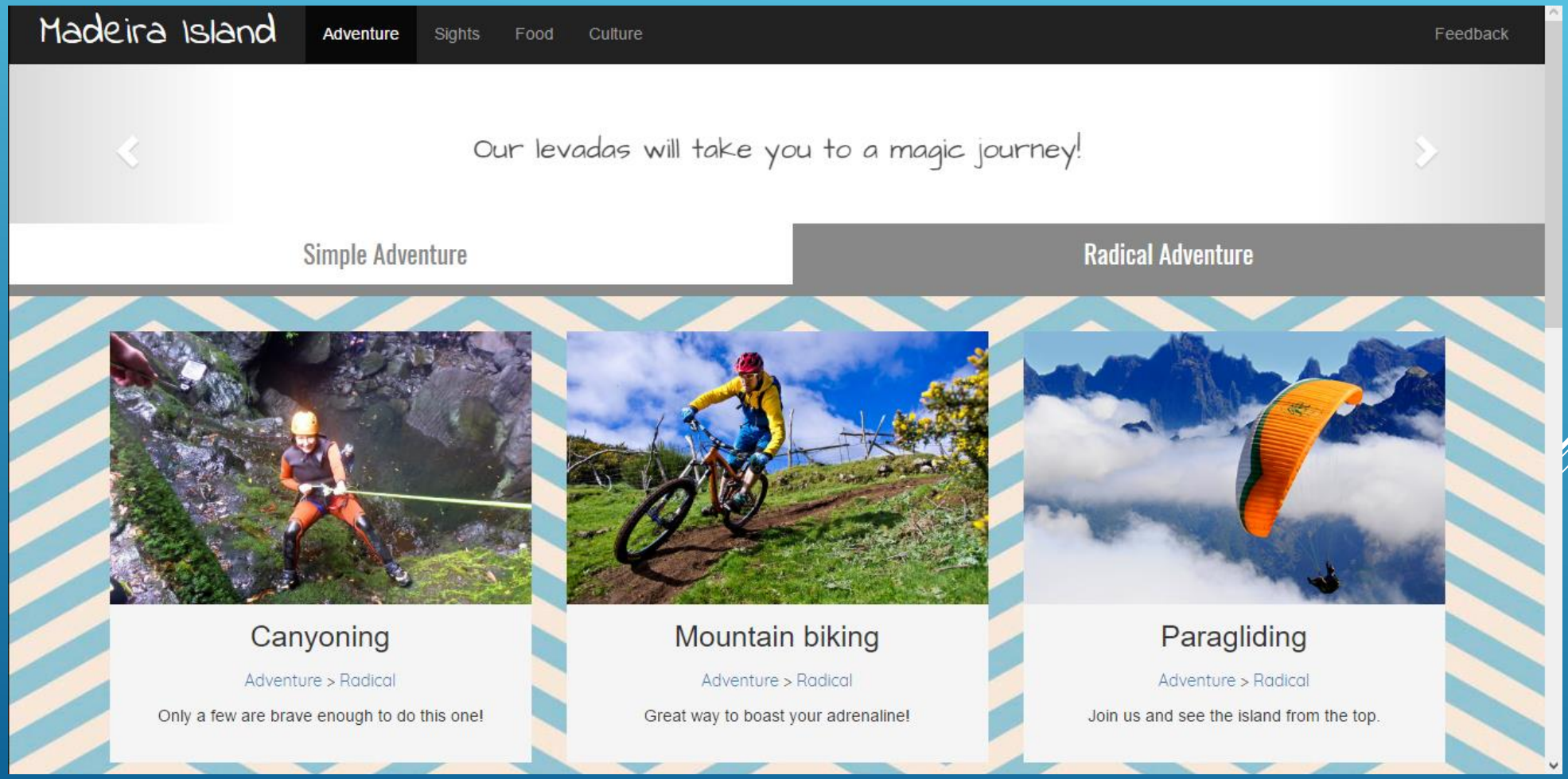

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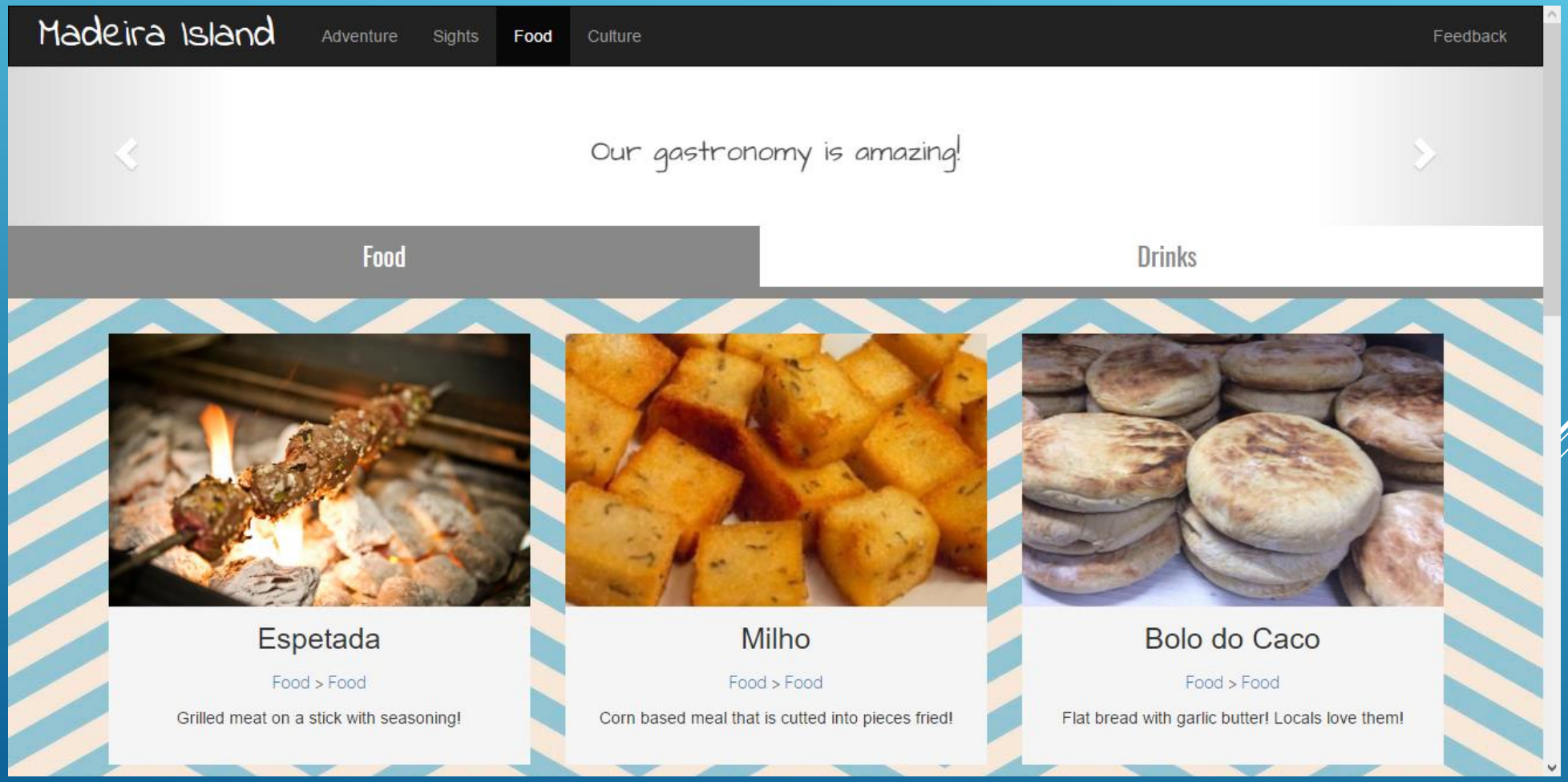


DOCUMENTATION

Sights > Mountains

A recent city that has been reconstructed a village to a city!

Sights > Mountains

A recent city that has been reconstructed a village to a city!

Sights > Mountains

A recent city that has been reconstructed a village to a city!

Cabo Girão

Sights > Mountains

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

Ponta do Pargo

Sights > Mountains

Visit the end part of the island with huge amazing cliffs

Ponta de São Lourenço

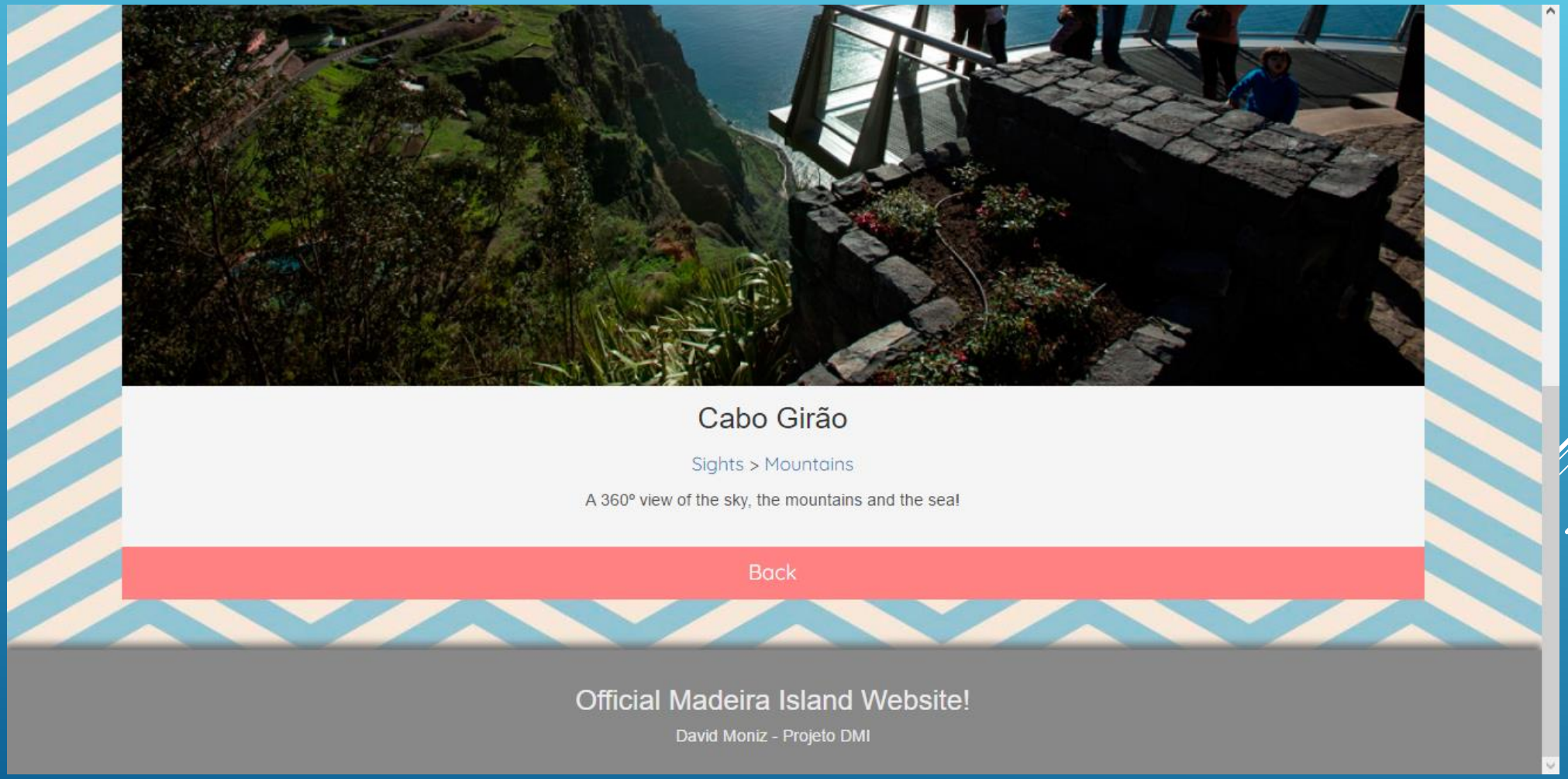
Sights > Mountains

Visit the other end part of the island where you can see both north and south of the island!

Official Madeira Island Website!

David Moniz - Projeto DMI

DOCUMENTATION



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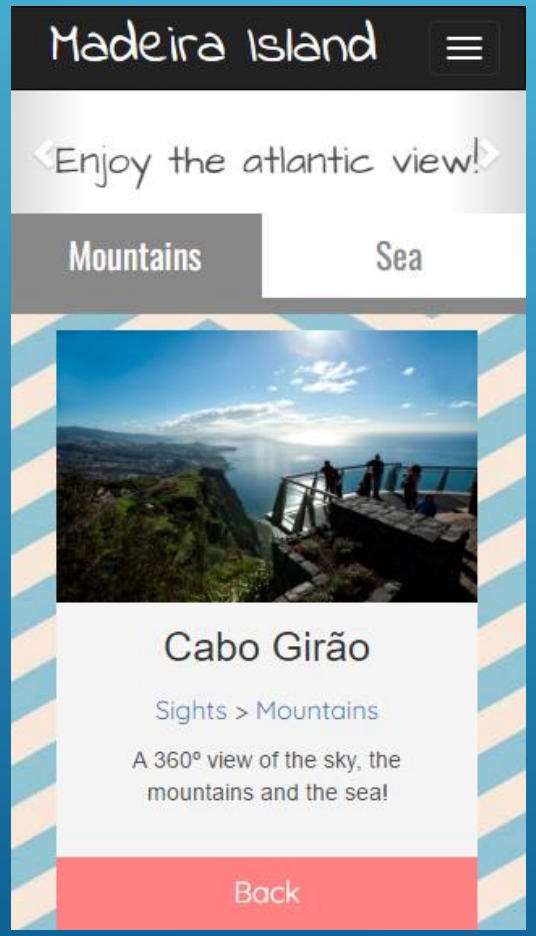

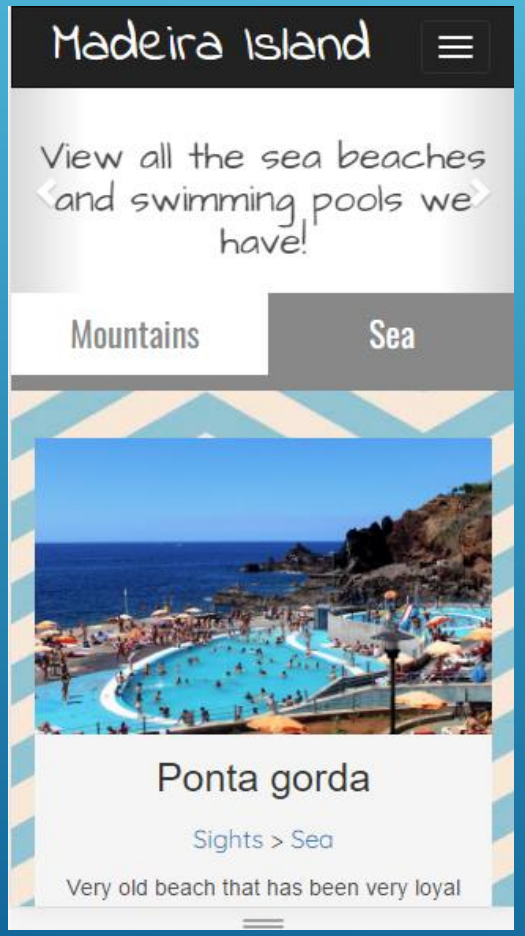

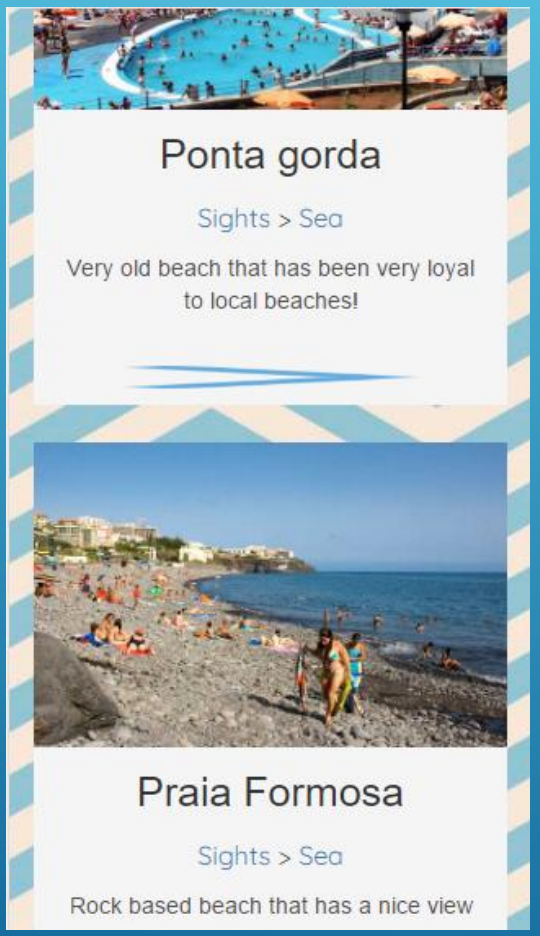

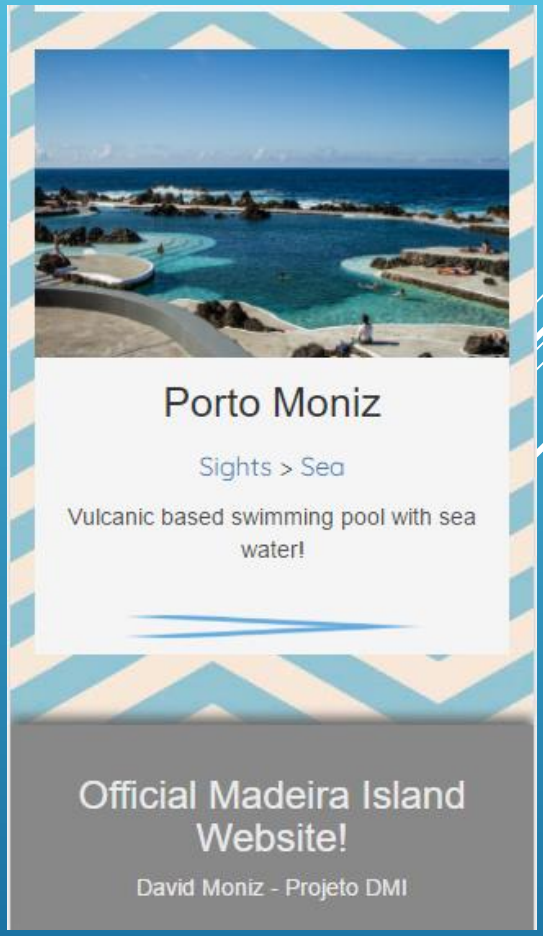

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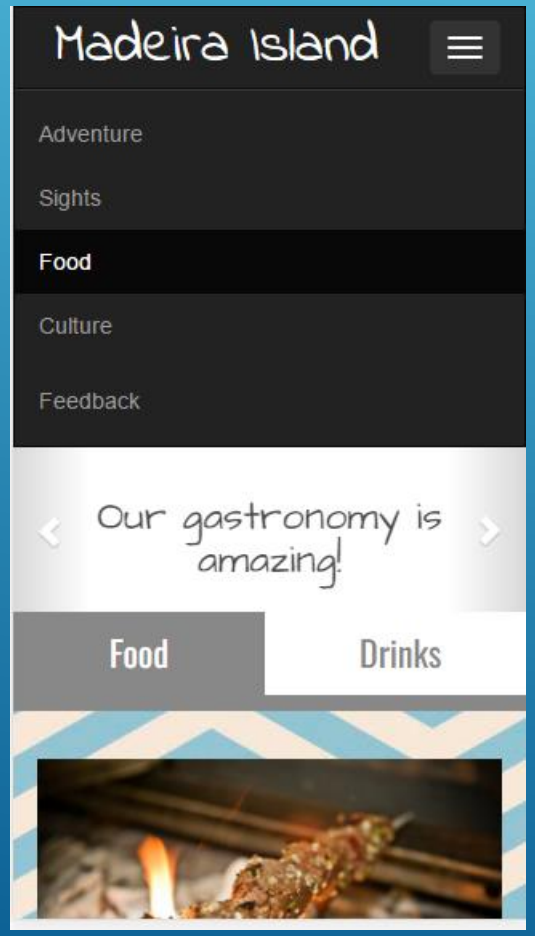
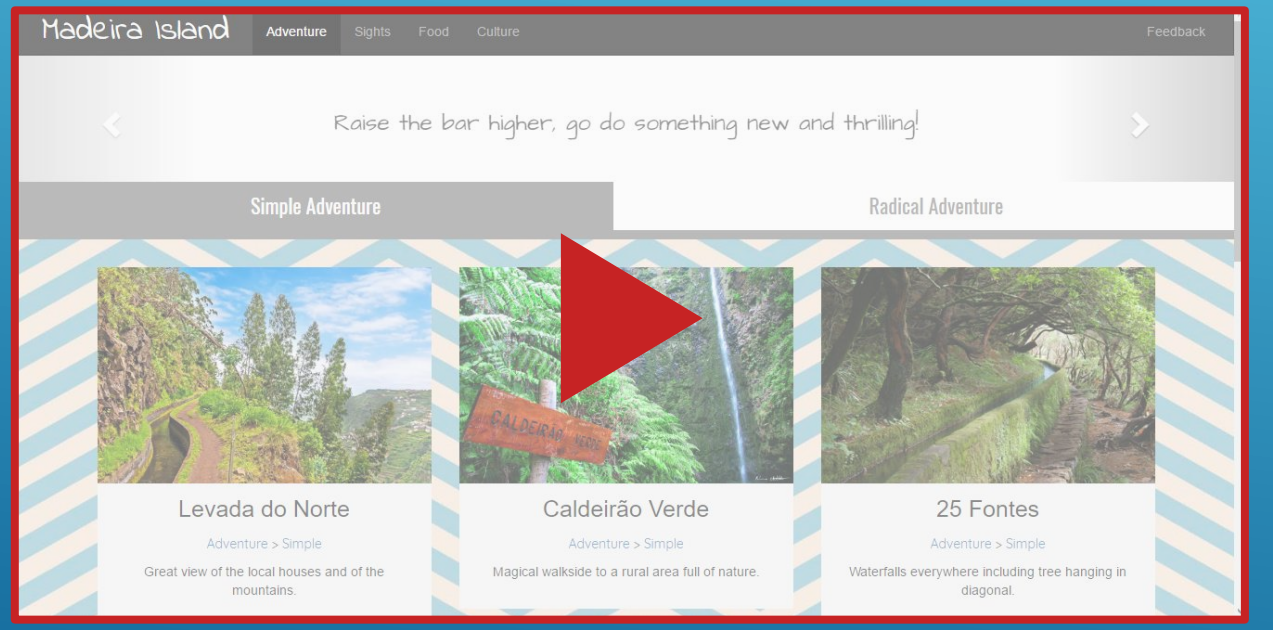


DOCUMENTATION

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.