

National College of Ireland

Web Design and Client Side Scripting

Group Project

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Table of Contents

1. Executive Summary.....	3
2. Online Travel Agency.....	4
3. Project Division.....	8
4. Primary Persona.....	8
5. Website Design.....	10
6. Website Testing.....	20
7. Website and Search Engine Optimisation.....	25
8. Addendum.....	27

Link to the website: <https://webca3.github.io/>

1. Executive Summary

The report was created in order to present the whole process of creating a website for the Soul Travelling travel agency, taking into account the current situation related to the pandemic and the high demand for travel after the restriction period.

The report describes the whole process of dividing work between the group members, analysing the needs of the travel market, creating the primary persona, showing the process of designing, testing and improving the quality and quantity of website traffic through implementing search engine optimisation.

A qualitative data collection method was used to gather information on what type of travel is currently in demand on the market. Primary data was collected through descriptive research on the basis of the information collected in the interviews with a customers.

The analysis of the collected data enabled us to design a website that meets the requirements of the market, enables easy navigation, corrects possible errors during the testing phase and ensures better searchability through website and search engine optimisation.

The report describes the optimal solution for creating a website for a travel agency. It was very important for the implementation of the project to properly divide the work in the group, the diligence of all group members and cooperation at all stages of the project.

Due to the scope of the project, functionality of the website was limited, e.g. validation was performed only for the contact form, subpages were created only for booking, packages and contact and functionality of some buttons were limited (book a trip, find out more about a destination, follow us links to social media and subpages to company branches).

2. Online Travel Agency

Solving Post-Pandemic Travel Concerns

Our group is creating a website for an online travel agency. This idea was proposed and then agreed upon by consensus within our group. An online travel agency has a website through which users can research and reserve travel services such as transportation and accommodation online.¹ Given travel repercussions due to the recent pandemic and recent recovering market trends, this seemed an ideal time to get a share in the market for this business model.

During the height of the pandemic, many countries across the world were under ongoing lockdown conditions, during which time severe travel restrictions were in place, both within countries and for international travel.² In Ireland, international travel restrictions lasted from March 16, 2020 through July 2021, with a brief easing period in the beginning of 2021.³ Living in these conditions and experiencing other severely detrimental effects of the pandemic caused many people to re-evaluate their lives in diverse ways. Some of these aspects regarded travel, both in how frequently and the manner in which people travel.

During the lockdowns, people were unable to travel, the aftermath of which has caused many people to value freedom of travel more highly, whether it be to go on holiday or to visit family in other countries. Additionally, the uncertainty of travel and possibility of sudden changes to travel plans have also caused many to be more cautious regarding monetary aspects of travel

¹ The Business Research Company, *Global Online Travel Agent Market*, <https://www.thebusinessresearchcompany.com/report/online-travel-agent-market>, (Accessed April 2022).

² Globe Newswire, *Insights on the Travel Arrangement and Reservation Services Global Market to 2030 – Identify Growth Segments for Investment*, <https://www.globenewswire.com/en/news-release/2021/07/06/2257976/28124/en/Insights-on-the-Travel-Arrangement-and-Reservation-Services-Global-Market-to-2030-Identify-Growth-Segments-for-Investment.html>, (Accessed April 2022).

³ IBIS World, *Travel Agencies and Tour Operators in Ireland – Market Research Report*, <https://www.ibisworld.com/ireland/market-research-reports/travel-agencies-tour-operators-industry/>, (Accessed April 2022).

plans. During the coronavirus pandemic, most planned trips were cancelled due to travel restrictions; for these cancellations, refunds were needed.⁴ Both these trends make travel agencies a very intelligent business model currently.

People want to travel, but are cautious and uncertain, and they see the hassle as an obstacle.⁵ This is something travel agencies can help overcome. While transportation opportunities remain reduced, with the number of planes flying still lower than in pre-pandemic times,⁶ the lessened availability of seats can provide greater reliance on travel agencies. Travel agencies can tap into people's desire to travel and provide greater security and guarantee around both availability and refunds due to changes or cancellations. Travel agencies have always offered an easier approach to booking trips than doing so independently, offering package deals on transportation and accommodation. These benefits are more appealing and in greater demand now. People who regularly rely on guides such as travel agencies appear more prepared and willing to travel again more quickly after the pandemic. According to one article, 44% of people travelling would be more prone to utilise a consultant such as an online travel agency in the post pandemic world.⁷

Market Size and Trends

Recent market trends also support investment in this business model, even considering downtrends during the pandemic. The global online travel agent market declined at steep rates in

⁴ IBIS World, *Travel Agencies and Tour Operators in Ireland – Market Research Report*, <https://www.ibisworld.com/ireland/market-research-reports/travel-agencies-tour-operators-industry/>, (Accessed April 2022).

⁵ Tourism Ireland, *SOAR (Situation & Outlook Analysis Report) November 2021*, PowerPoint Presentation, <https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Research/SITUATION-OUTLOOK-ANALYSIS-REPORT-NOVEMBER-2021.pdf?ext=.pdf>, (Accessed April 2022).

⁶ Tourism Ireland, *SOAR (Situation & Outlook Analysis Report) November 2021*, PowerPoint Presentation, <https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Research/SITUATION-OUTLOOK-ANALYSIS-REPORT-NOVEMBER-2021.pdf?ext=.pdf>, (Accessed April 2022).

⁷ Matt Turner, Travel Agent Central, *Stats: 44% of Travelers More Likely to Use Travel Advisor After Pandemic*, <https://www.travelagentcentral.com/your-business/stats-44-travelers-more-likely-to-use-travel-advisor-after-pandemic>, (Accessed April 2022).

recent years, at a rate of negative 20% from 744.7 billion euro in 2019 to 564 billion euro in 2020. This was due largely to the coronavirus pandemic and the accompanying lockdowns and travel restrictions.⁸ In Ireland, the Travel Agencies and Tour Operators industry increased in revenue from 2015 to 2020, but then took a steep downward trend during 2020.⁹ Online travel agencies were negatively impacted during this time. Prior to these conditions, the market was experiencing strong growth during 2015-2019 and is expected to recover effectively. Strong market growth is predicted from now until 2023, with the online travel agent market predicted to experience the highest gains.¹⁰

The travel market is currently experiencing a great upswing, with arrivals and departures to and from Ireland having experienced a 1690% and 1488% increase, respectively, in the last year, comparing March 2022 to March 2021.¹¹ The Travel Agencies and Tour Operators market in Ireland is expected to experience substantial expansion from 2021-2026, helped by diminished restrictions in travel both nationally and internationally. This will also reflect increased confidence by users in the market.¹² The current market size of the Travel Agencies and Tour Operators industry in Ireland is 2 billion euro, with 1,955 business and 4,722 employees. This is comprised

⁸ Globe Newswire, *Global \$595.8 Billion Online Travel Agent Market Analysis, Opportunities and Strategies 2015-2019 & 2020-2030*, <https://www.globenewswire.com/news-release/2020/11/18/2128883/0/en/Global-595-8-Billion-Online-Travel-Agent-Market-Analysis-Opportunities-and-Strategies-2015-2019-2020-2030.html>, (Accessed April 2022).

⁹ IBIS World, *Travel Agencies and Tour Operators in Ireland – Market Research Report*, <https://www.ibisworld.com/ireland/market-research-reports/travel-agencies-tour-operators-industry/>, (Accessed April 2022).

¹⁰ Globe Newswire, *Global \$595.8 Billion Online Travel Agent Market Analysis, Opportunities and Strategies 2015-2019 & 2020-2030*, <https://www.globenewswire.com/news-release/2020/11/18/2128883/0/en/Global-595-8-Billion-Online-Travel-Agent-Market-Analysis-Opportunities-and-Strategies-2015-2019-2020-2030.html>, (Accessed April 2022).

¹¹ An Phríomh-Oifig Staidrimh Central Statistics Office, *Air and Sea Travel Statistics*, <https://www.cso.ie/en/statistics/tourismandtravel/airandseatravelstatistics/>, (Accessed April 2022).

¹² IBIS World, *Travel Agencies and Tour Operators in Ireland – Market Research Report*, <https://www.ibisworld.com/ireland/market-research-reports/travel-agencies-tour-operators-industry/>, (Accessed April 2022).

of many smaller companies, without any business having a market share larger than 5%.¹³ Our business will align perfectly with this trend.

The global travel arrangement and reservation services market, of which travel agencies comprise 51.4% of the market total, is expected to rebound through 2025 and grow at a rate of 9.3%, from 287,857 million euro in 2020 to 449,785 million euro.¹⁴ This emerging growth is predicted in part due to the decline of the coronavirus.¹⁵ Additionally, the online method of booking travel arrangements, such as our website, is expected to be the most rapidly increasing method of booking in the travel arrangement and reservation services market during the 2020-2025 period, at a rate of 16.2%. Western Europe, including Ireland, in which our agency will be based, is the largest area of the travel arrangement and reservation services market, comprising nearly 50% of the overall market in 2020.¹⁶

Within the travel arrangement and reservation services market, there are many small businesses, of which ours will be one. The best opportunities in this overall market of travel arrangement and reservation services will be in the travel agencies type, which is predicted to achieve 98,277 million euro of global annual sales by 2025. This market size is predicted the

¹³ IBIS World, *Travel Agencies and Tour Operators in Ireland – Market Research Report*, <https://www.ibisworld.com/ireland/market-research-reports/travel-agencies-tour-operators-industry/>, (Accessed April 2022).

¹⁴ Globe Newswire, *Insights on the Travel Arrangement and Reservation Services Global Market to 2030 – Identify Growth Segments for Investment*, <https://www.globenewswire.com/en/news-release/2021/07/06/2257976/28124/en/Insights-on-the-Travel-Arrangement-and-Reservation-Services-Global-Market-to-2030-Identify-Growth-Segments-for-Investment.html>, (Accessed April 2022).

¹⁵ Globe Newswire, *Insights on the Travel Arrangement and Reservation Services Global Market to 2030 – Identify Growth Segments for Investment*, <https://www.globenewswire.com/en/news-release/2021/07/06/2257976/28124/en/Insights-on-the-Travel-Arrangement-and-Reservation-Services-Global-Market-to-2030-Identify-Growth-Segments-for-Investment.html>, (Accessed April 2022).

¹⁶ Globe Newswire, *Insights on the Travel Arrangement and Reservation Services Global Market to 2030 – Identify Growth Segments for Investment*, <https://www.globenewswire.com/en/news-release/2021/07/06/2257976/28124/en/Insights-on-the-Travel-Arrangement-and-Reservation-Services-Global-Market-to-2030-Identify-Growth-Segments-for-Investment.html>, (Accessed April 2022).

highest gain in the UK, a close neighbour to Ireland, at 24,018 million euro.¹⁷ As can be seen, the numbers show that launching a new online travel agency is supported by current market size and predicted trends.

3. Project Division

Project Plan and division are contained in pdf file Project Plan - Web CA3.pdf attached to this report.

4. Primary Persona

We prepared and completed three separate interviews of persona questions from which to construct our primary persona. These interview questions were collated from the module PowerPoint presentation on personas¹⁸ and the Usability.gov page on the same topic.¹⁹ Our primary persona was then created using Hubspot.com's Make My Persona tool²⁰ while referencing guidelines from usability.gov and the module PowerPoint Presentation. Our interview questions and answers can be found as an addendum at the end of this report.

¹⁷ Globe Newswire, *Insights on the Travel Arrangement and Reservation Services Global Market to 2030 – Identify Growth Segments for Investment*, <https://www.globenewswire.com/en/news-release/2021/07/06/2257976/28124/en/Insights-on-the-Travel-Arrangement-and-Reservation-Services-Global-Market-to-2030-Identify-Growth-Segments-for-Investment.html>, (Accessed April 2022).

¹⁸ National College of Ireland, John Ross, "Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Personas," Slide 13-15, PowerPoint Presentation, 12 April 2022.

¹⁹ Usability.gov, *Personas*, <https://www.usability.gov/how-to-and-tools/methods/personas.html>, (Accessed April 2022).

²⁰ Hubspot.com, *Make My Persona Tool*, <https://www.hubspot.com/make-my-persona>, (Accessed May 2022).

Adeline McGuiness



Job Title
Laboratory Assistant

Age
42 years

Highest Level of Education
NFQ Level 9

Social Networks



Industry
Pharmaceutical

"My husband and I need to get away from it all!"

Adeline has been working hard and feels it has been too long since she had a holiday. Since her job is demanding, she wants her holiday to be effortless, including the booking process. Adeline normally researches thoroughly but does not want planning her holiday to take too much time. Adeline is money-conscious and wants to find the most affordable deals, but she also does not want to sacrifice quality. She wants an all-inclusive holiday package that is flexible to cancellations or changes; she had bad experiences with penalty fees during the pandemic. Adeline is excited to explore new destinations and new experiences, but she also wants time to relax on her holiday. She wants to be able to return from her holiday feeling fulfilled and rejuvenated.

Preferred Method of Communication

- Email
- Text Messaging
- Social Media
- Face-to-Face

They Gain Information By

Talking to friends and family
Doing own research
Using search engines to compare competitive offers
Reading reviews

Goals or Objectives

To book an all-inclusive package holiday that is affordable, flexible, and safe
To book a holiday 3-5 times per year
To use a travel agency website to explore and compare different holiday options
To be able to contact the travel agency easily with any questions
To see pictures and read reviews

Biggest Challenges

Frustrated with lack of flexibility for changes or cancellations by most online booking agencies

Motivations

To find a cheap, high-quality, all-inclusive holiday package to share with one another person

Technological Experience

Standard level user
Browses online for about 2 hours a day, primarily in evenings or on weekends.
Requires ease of navigation and clear user interface.
Requires site to be accessible on smart phone and personal computer.
Views this website as a personal tool to book trips

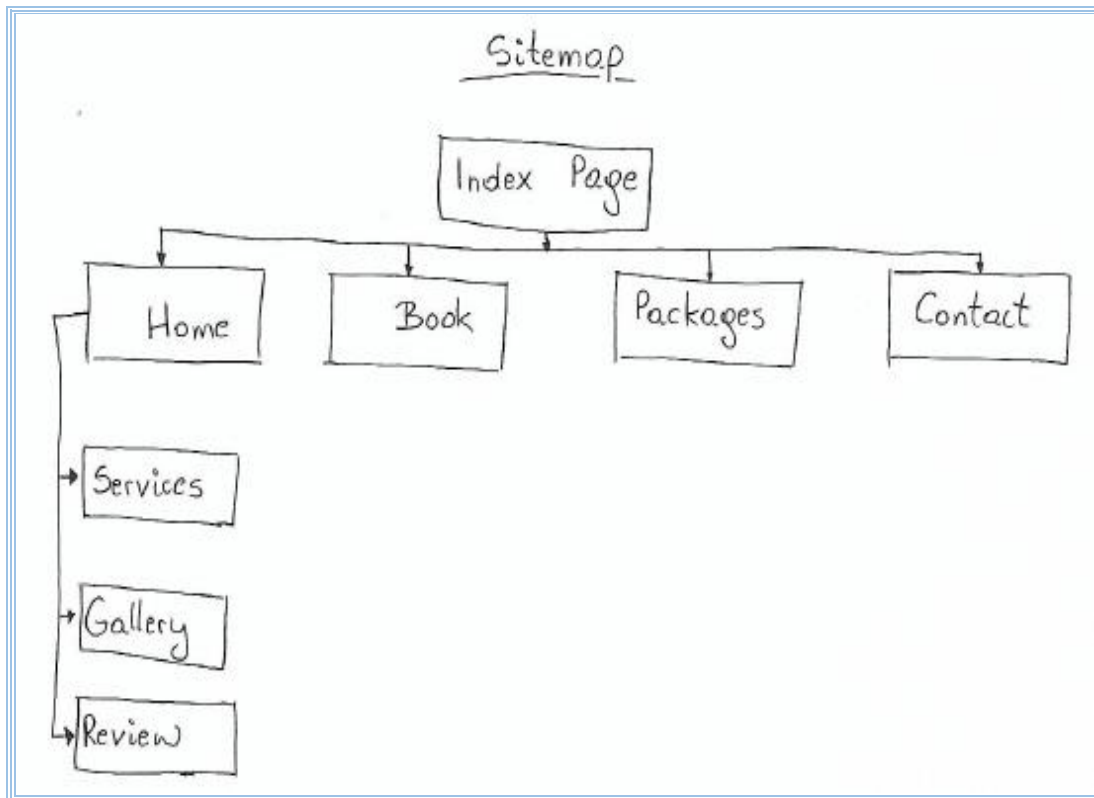
Key Attributes

Intelligent - Low-----X-----High
Experience - Low-----X-----High
Confidence - Low-----X-----High

5. Design Website

Main Elements to be displayed on the Page

- ❖ Header
 - ❖ Footer
 - ❖ Photos
 - ❖ Videos
 - ❖ Navigation bar
 - ❖ Search
 - ❖ Log in
 - ❖ Social media links
 - ❖ About us
 - ❖ Branch locations
 - ❖ Quick links
 - ❖ Reviews
- Home
 - Book
 - Packages
 - Services
 - Gallery
 - Review
 - Contact



Colour Palette for the Website

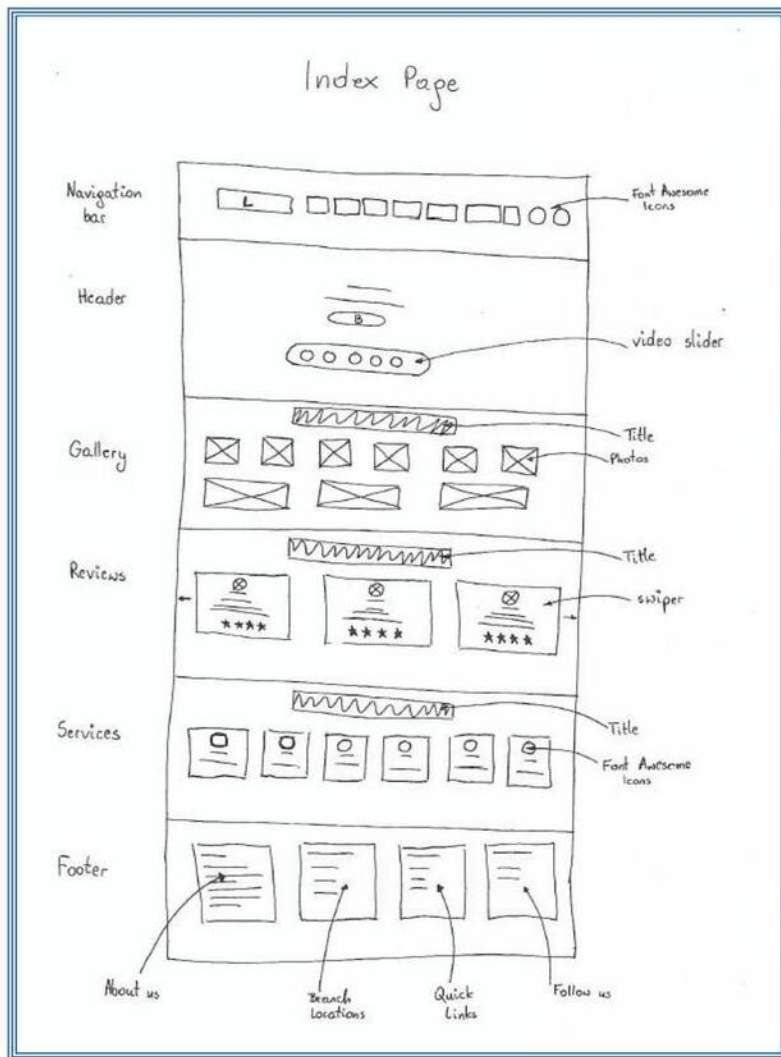


SVG Images

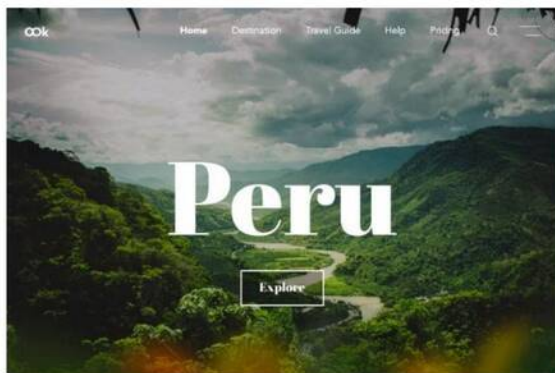
We decided to use some SVG images as they do not lose their quality when zoomed or resized, they have a small file size and are highly scalable.



Wireframe for Index Page



Design Pattern/Inspiration for Index Page





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10 hours ago

★★★★★

Staff made it very easy to book our...

Staff made it very easy to book our holiday

Dermot & Gaeleann

Showing our 4 & 5 star reviews

19 hours ago

★★★★★

The girl's are always real helpful and...

The girl's are always real helpful and lovely ladies 2 deal with

Karen Coombes

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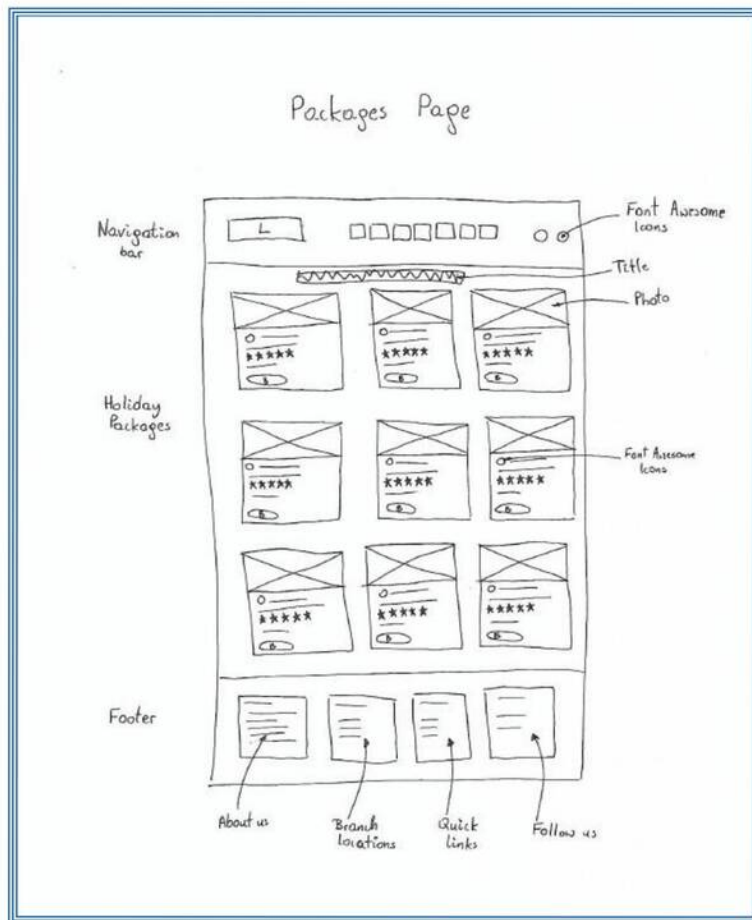
Hotels

All Inclusive

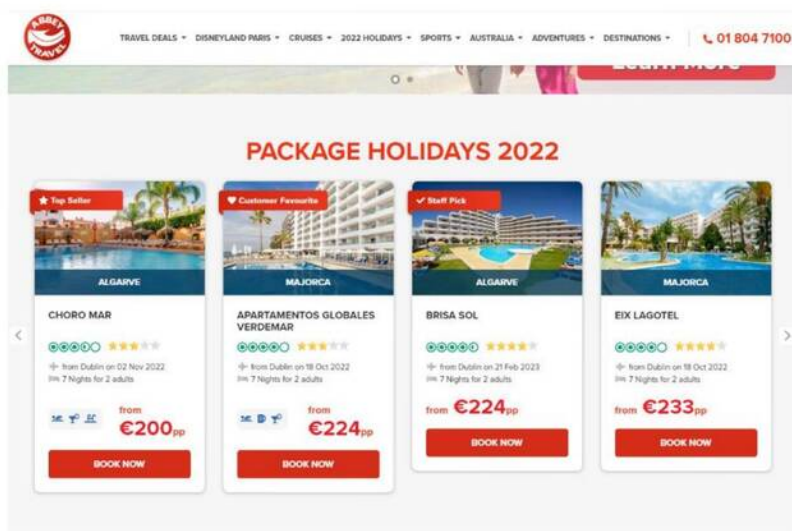
FAQ

14

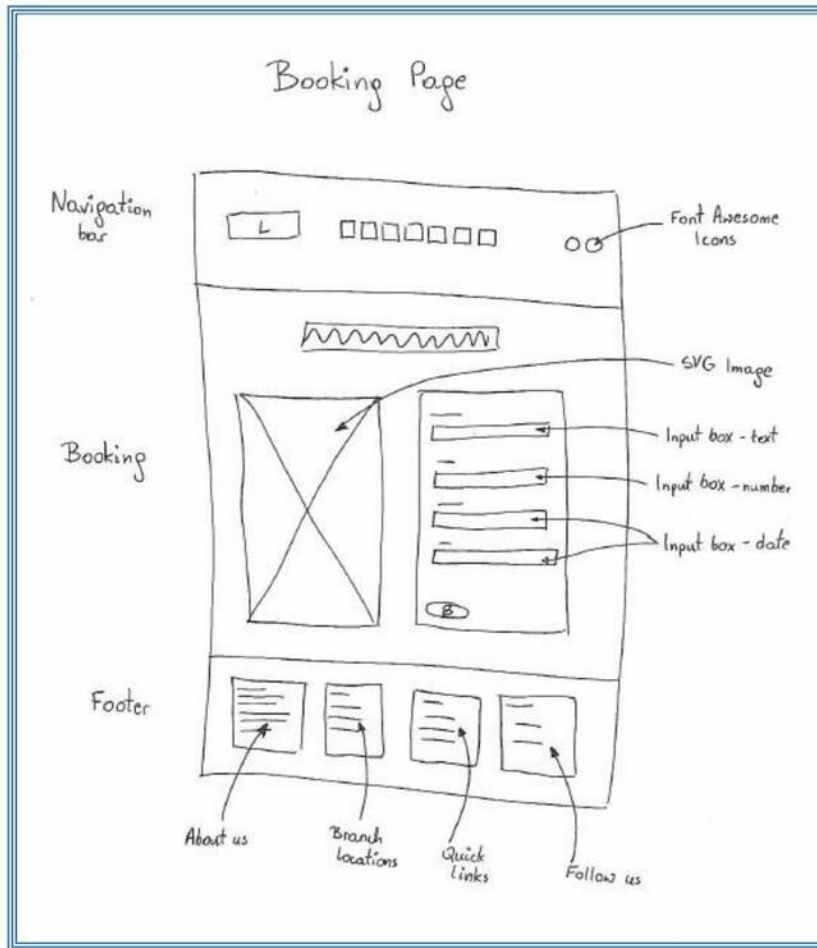
Wireframe for Packages Page



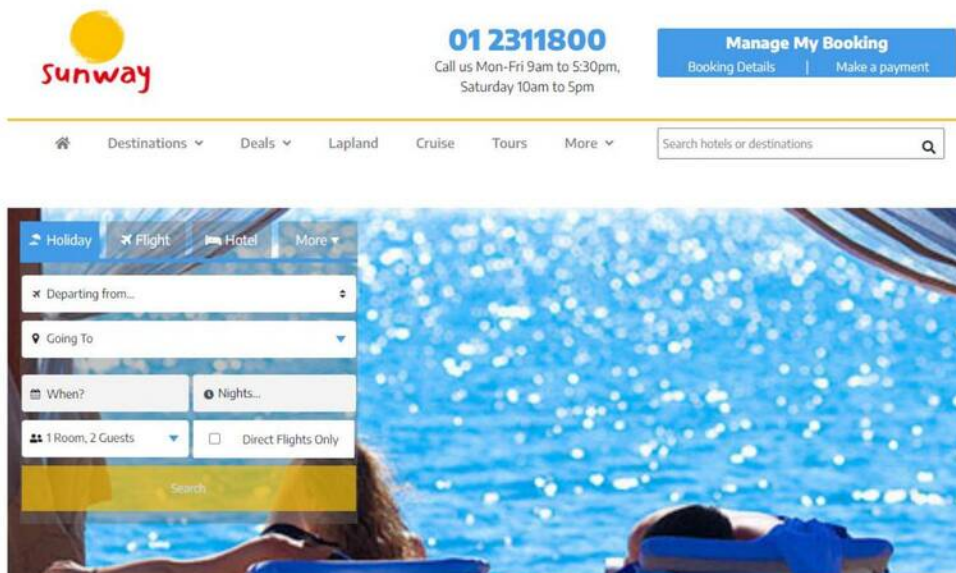
Design Pattern/Inspiration for Package Page



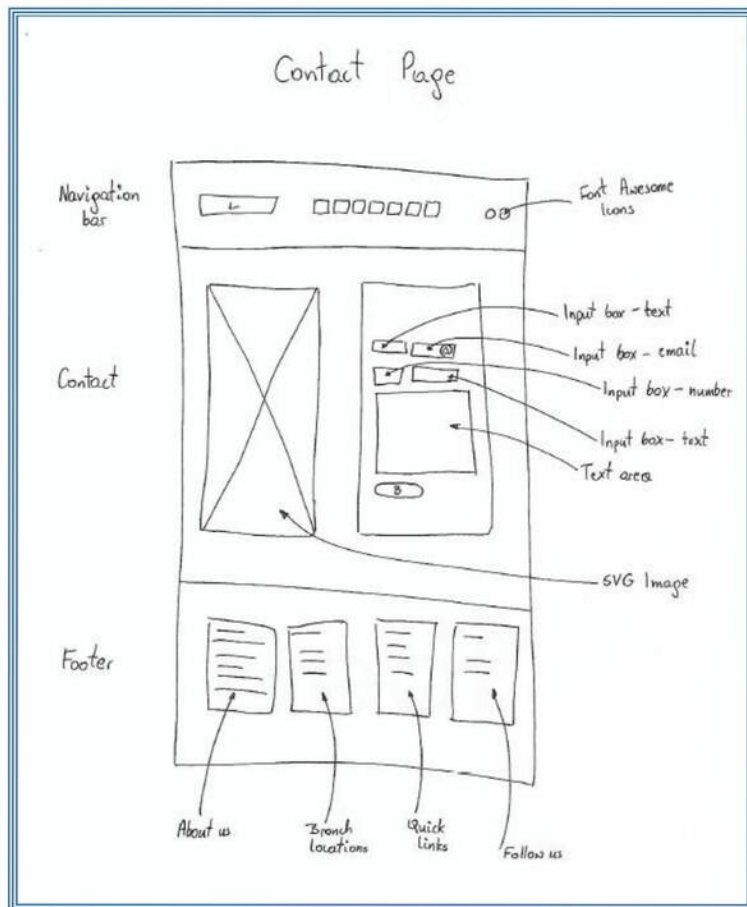
Wireframe for Booking Page




Design Pattern/Inspiration for Booking Page



Wireframe for Contact Page



Design Pattern/Inspiration for Contact Page

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Nature of Enquiry
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Last Name*

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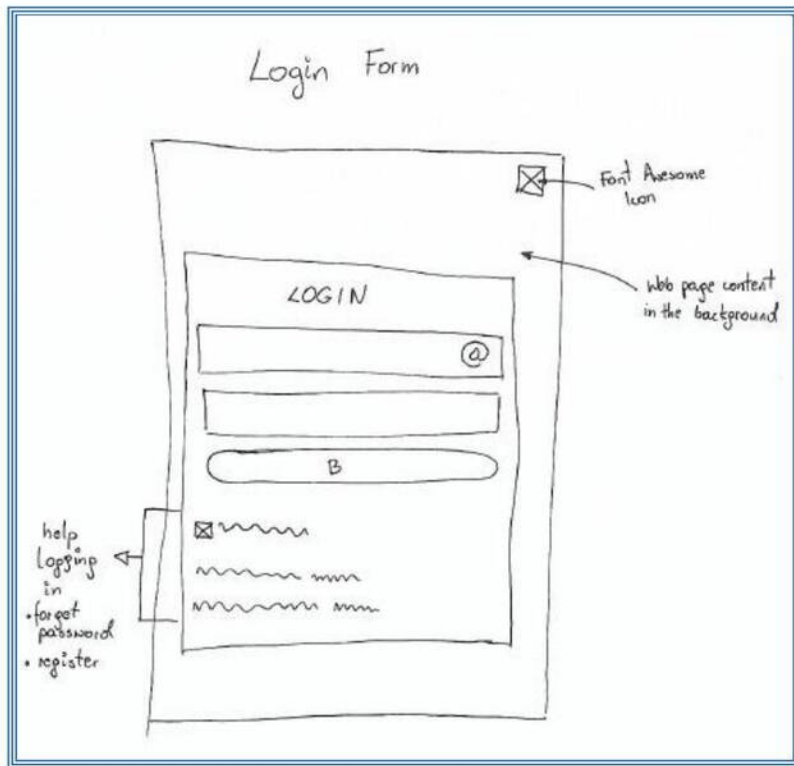
Comment

*Denotes required field

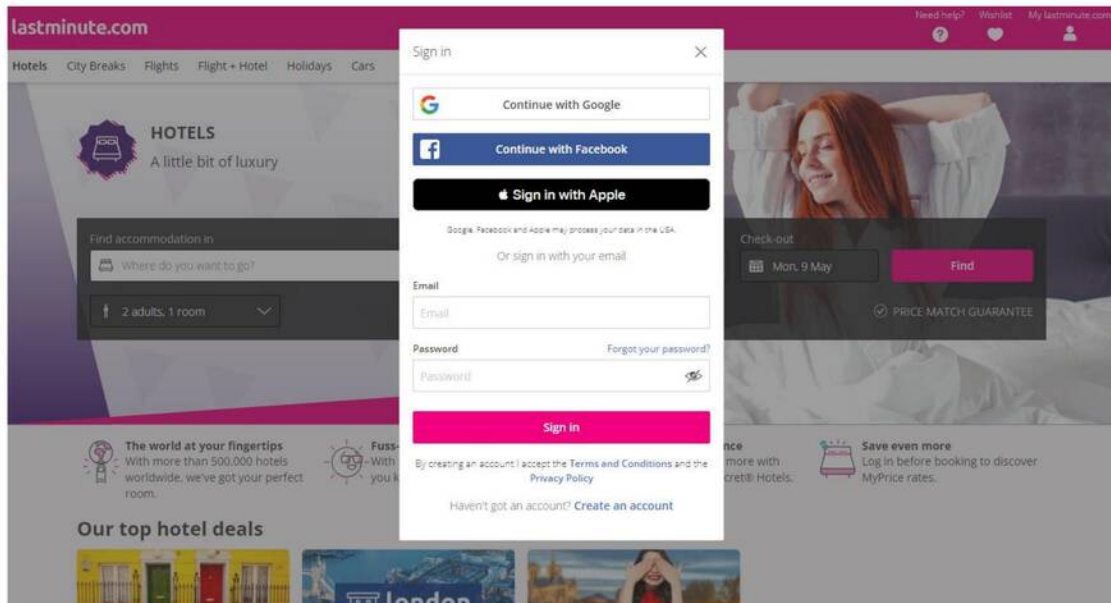
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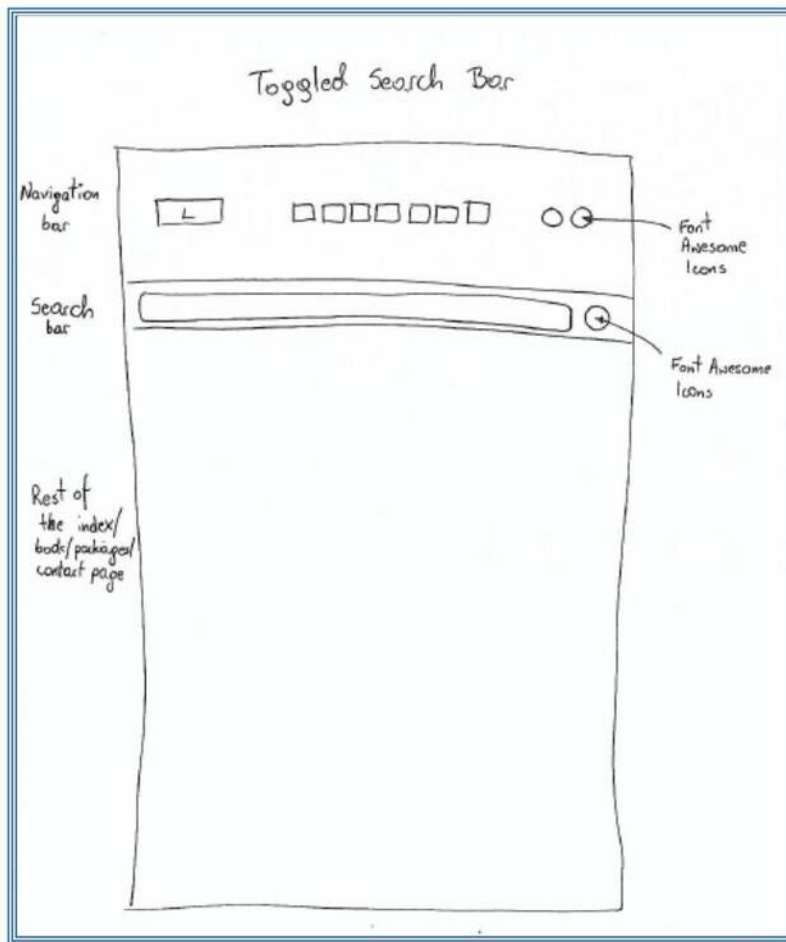
Wireframe for Login Form



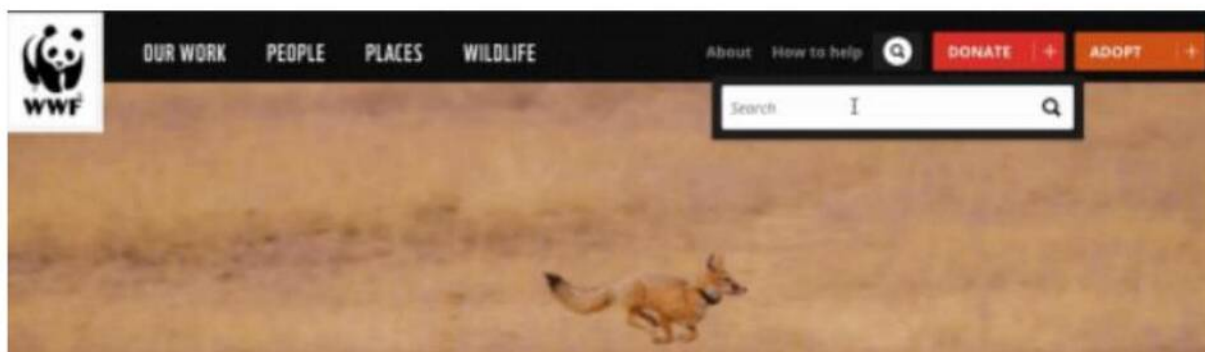
Design Pattern/Inspiration for Login Form



Wireframe for Toggled Search Bar



Design Pattern/Inspiration for Toggled Search Bar



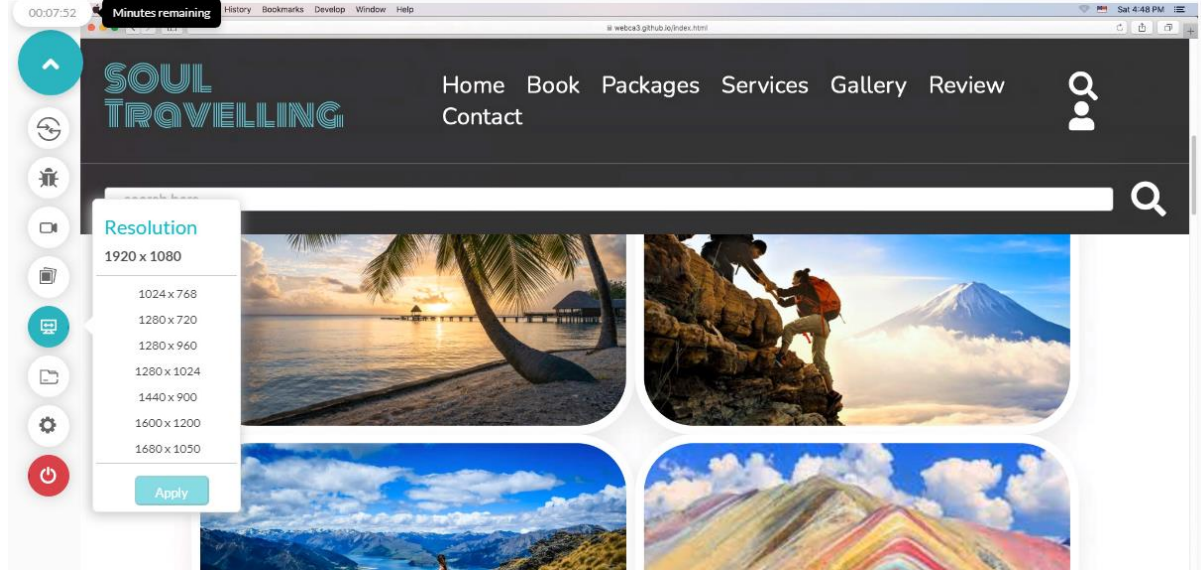
Final Website Organisation and Design

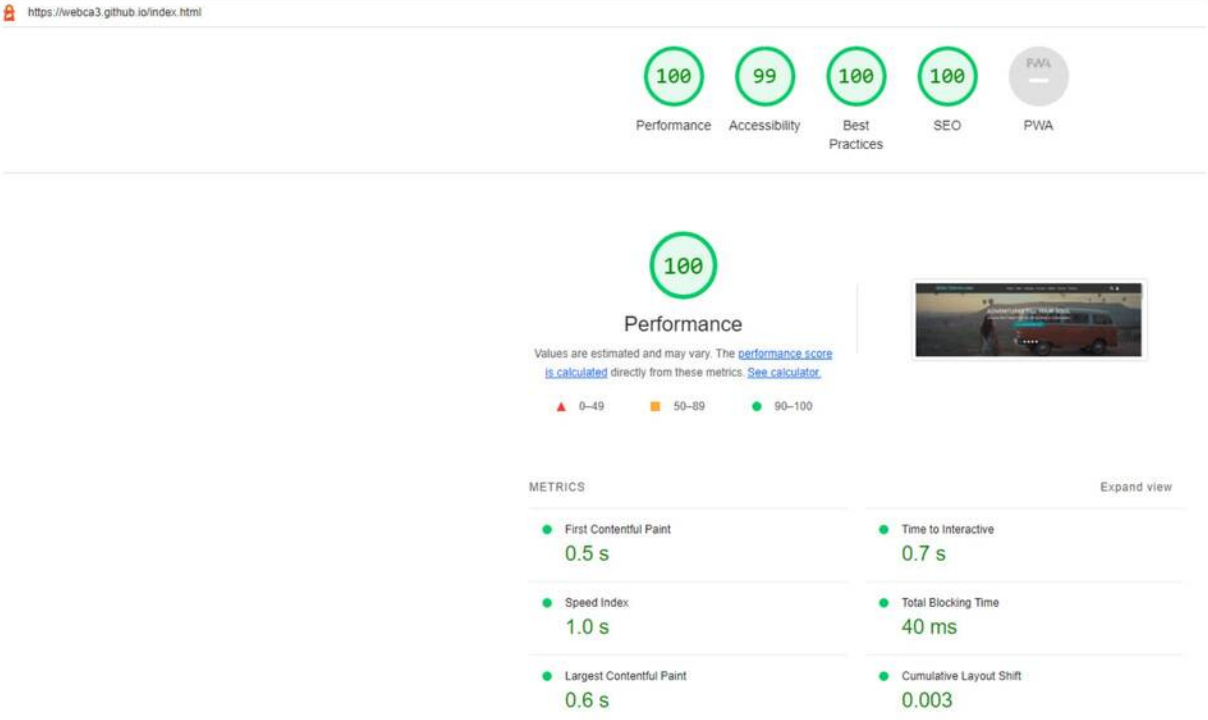
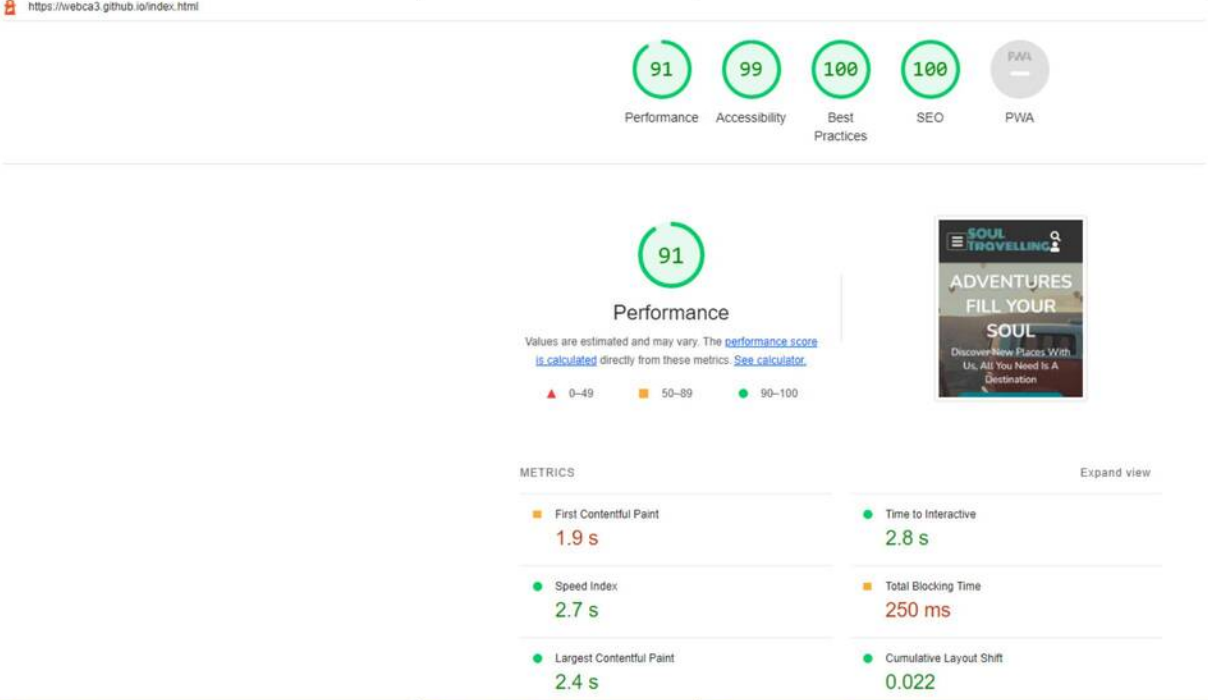
- We decided to keep our website simple and included four pages in total and three additional subcategories with easy access from the navigation bar. We used fixed navigation bar to enable every user to quickly access every page/category of service as needed.
- To give clients an insight into the experience that awaits them when they take advantage of our travel packages, we have included a photo gallery to encourage them to visit these places.
- We placed customer testimonials in prominent location on our website and we paired it with friendly-looking customer pictures that increase the legitimacy of the customer.
- We have also included a summary of the services that the customer can receive when purchasing a travel package on our website, so that the website users can immediately imagine and be assured that these services will be organised for them without any issues after purchasing the travel package.
- At the very bottom of the page, we have included a brief description of the Soul Travelling agency in the About us section, branch locations, quick links to sub-pages and social media links.
- On separate pages we have provided users with the possibility to book a trip, the available travel packages and a form to quickly contact the travel agency. On each of these pages, there is also a fixed navigation bar at the top of the page and a footer at the bottom of the page for quick navigation and to show the consistency of the whole project.

6. Website Testing

TESTING							
Web Testing Items							
Functionality		Pass/Fail		Comment			
Links & buttons		Outgoing links: None Internal links: Pass* Anchor links: Pass Buttons: Pass		No dead end or broken links or buttons and working correctly * Note: Functionality of some buttons and links are limited to the current level of implementation (i.e. "Book now", "Find out more", links to branches, links to facebook and Instagram are not operational)			
Forms		Pass/Fail		Comment			
<ul style="list-style-type: none"> Scripting, error message, CAPTCHA and submit to email checks 		Pass		15 Use Case tests have been conducted and are detailed in Test Cases.xlsx file Example of 1 Use Case Test below:			
TEST CASE ID	TEST CASE DESCRIPTION	PRECONDITION	TEST STEPS	TEST DATA	EXPECTED RESULT	ACTUAL RESULT	STATUS
Contact_Form_TC_01	Successful submit	1. Website is online	1. Insert valid name, email, number, message 2. Click Submit	Sebastian, sebastian@gmail.com, 089365658, This is a message test	Form Validated, user informed	Form Validated, Message pop up "Your contact form was validated successfully"	Pass
Usability testing			Pass/Fail		Comment		

• System navigation and application flow is simple and user-friendly	Pass	
• Menus, buttons or links works as expected	Pass	
• Alternate text for images/video is provided if it cannot be displayed	Pass	Accessibility for handicapped
• There are not spelling or grammatical errors	Pass	
• All fonts are the same	Pass	
• Text is properly allied	Pass	
• Error messages on contact form matches the field label	Pass	
• Tool tip text is present on buttons	Pass	
• All buttons are in the same format and size	Pass	
• Homepage link is on every single page/subpage (header and footer is shared)	Pass	Clicking on “Home” or Logo
• Check the site on different resolutions	Pass	Media queries works properly with dropdown menu in header for displays less than 768px
Tab works properly	Pass	
Database Testing:	Pass/Fail	Comment
• Email address receives data from all forms that passed validation	Pass	Validation is currently on contact form only but all forms are connected to email address

Compatibility testing	Pass/Fail	Comment
<ul style="list-style-type: none"> Check the website functionality on different browsers 	Pass: Chrome, Edge, IE, Mozilla Fail on Safari – issue with resolution	Tool used: https://www.lambdatest.com/
		
Performance	Pass/Fail	Comment
<ul style="list-style-type: none"> Desktop 	Pass	After using optimisation, the SEO score changed from 83 to 100 Tool used: Chrome Developer Tool – Lighthouse Result below:

		
<ul style="list-style-type: none"> Mobile 	Pass	Tool used: Chrome Developer Tool – Lighthouse Result below:
		
Security	Pass/Fail	Comment
<ul style="list-style-type: none"> General security while logging in 	Pass	Password is masked

HTML validator.w3.org/ index.html	Markup	Pass/Fail	Comment
index.html		Pass	7 errors when checked and corrected
contact-soul-travelling.html		Pass	7 errors when checked and corrected
holiday-packages.html		Pass	2 errors when checked and corrected
travel-booking.html		Pass	2 errors when checked and corrected

Example of errors corrected on page contact-soul-travelling.html:

- Error** Bad value for attribute `action` on element `form`: Must be non-empty.
From line 42, column 17; to line 42, column 61
`<form action="" class="search-bar-container">`
- Error** No space between attributes.
At line 59, column 49
`1" name="Email" class="box" pla`
- Error** Self-closing syntax (`/>`) used on a non-void HTML element. Ignoring the slash and treating as a start tag.
From line 85, column 13; to line 85, column 104
`<form action="https://formsubmit.co/webca3ie@gmail.com" class="contact_form" method="POST"/>`
- Error** No space between attributes.
At line 91, column 80
`maxlength="12" class="contact_`
- Error** Attribute `maxlength` is only allowed when the input type is `email`, `password`, `search`, `tel`, `text`, or `url`.
From line 91, column 21; to line 91, column 143
`<input type="number" name="Telephone number" maxlength="12" class="contact_mandatory_input" placeholder="Telephone number">`
- Error** No space between attributes.
At line 124, column 38
`f="/index.html" title="Follow u`
- Error** Non-space character in page trailer.
From line 136, column 1; to line 136, column 3
`</html>`

7. Website and Search Engine Optimisation

Multiple diverse methods and elements contributed to our website optimisation. Usability was an important component of our search engine optimisation (SEO). For search engines, usability is developing greater importance, as quality of user experience on webpages found through a search engine will be transitively associated with quality of user experience for the search engine itself.²¹ To ensure high quality user experience, especial detail was put into our page design and layout by the creation of wireframes for each page, which can be found above, and use of consistent design elements such as colour schemes and font styles. Superb user experience was also safeguarded by thorough testing, which is detailed above. Excellent user experience is also aided by easy, consistent, and user-friendly navigation throughout the webpages. This is achieved within the header section implemented into the separate files, which were linked during the integration process. Each .html file was also created as responsive with media queries within their respective .css files as an additional aide to a user-friendly experience.

A key component of SEO for our website was use of keywords. Keywords are words or phrases utilised by search engines to reflect user entries.²² For our website, we selected optimum keywords through brainstorming and research, including comparison with competitor websites and utilisation of wordtracker.com and trends.google.com to track and compare popularity of keywords and keyword phrases. Keywords we chose were holiday, travel, travel website, travel agency, cheap, best, deals, cheap holiday, best holiday, cheapest package holidays, hotel, flight, book, and destination. In addition to separate uses of individual keywords, we sought to use long tail keywords for greater specificity of search terms, as generic keywords would link to a greater

²¹ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Website Optimisation,” Slide 21, PowerPoint Presentation, 12 April 2022.

²² National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Search Engine Optimisation (SEO),” Slide 15, PowerPoint Presentation, 5 April 2022.

number of results, within which our website could be lost.²³ For this reason, we linked our keywords into phrases with specialised details when possible, including use of Ireland as our location to narrow down worldwide results.

After selecting our keywords, we ensured these appeared appropriately and frequently throughout our files and webpages. We paid attention to the frequency, weight, proximity, prominence, and placement of these keywords.²⁴ Keywords were inserted as alt or title attributes into title tags, div tags, headline tags, anchor tags, image tags, and in the body copy, as well as ensuring to name images meaningfully.²⁵ We utilised SEO copywriting through these placements and ensured to create meaningful copy as viewable to the user within our webpages, including appropriate weighting of keywords.²⁶ Additionally, keywords were utilised within filenames for optimised URL. File names and page titles were kept brief but informative and specific, separating words within files names with hyphens, and making sure to use keywords.²⁷ Finally, keywords were inserted into meta description and meta keywords tags within each of our webpages. Even though most SEO specialists agree metatags are obsolete, it may help to include them, as some search engines still use them for ranking results.²⁸

²³ Kevin Wood, HostGator, *Understanding Why You Simply Need Long Tail Keywords*, <https://www.hostgator.com/blog/understanding-long-tail-keywords/>, (Accessed April 2022).

²⁴ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Search Engine Optimisation (SEO),” Slide 15-16, PowerPoint Presentation, 5 April 2022.

²⁵ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Search Engine Optimisation (SEO),” Slide 17, PowerPoint Presentation, 5 April 2022.

²⁶ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Search Engine Optimisation (SEO),” Slide 6, PowerPoint Presentation, 5 April 2022.

²⁷ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Search Engine Optimisation (SEO),” Slide 10, PowerPoint Presentation, 5 April 2022.

²⁸ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Search Engine Optimisation (SEO),” Slide 20, PowerPoint Presentation, 5 April 2022.

8. Addendum

Persona Interview One

The following questions, in regular text, are from the module PowerPoint presentation on personas.²⁹ The answers, in bold, were provided by the interviewee.

What do your users want to do? (Example – typical goals)

- **Mark would like to book a vacation for 7 days for him, his wife and two children (7-year-old daughter, 9-year-old son)**
- **all-inclusive hotel for a family of 4 with swimming pool**

What is most important to them? (Information, tasks)

- **Non-stop flight**
- **Discounts for children**
- **Cancellation option**

How do they currently accomplish things? (For example, are your users using a rival or similar application)

- **Google research, booking.com, TripAdvisor**

What is their ideal ‘wish list’? (What ideal functionality do they want from the type of app you are proposing)

- **Easy way to compare different option**
- **Option to cancel reservation or change dates**
- **Reserve seats for 4 in advance**
- **Have organised transfer from the airport to the hotel**

How are they frustrated with the current way of doing things?

- **Not many options for trips with children**
- **Cancellation fee**

What is the user’s perspective on your app? (For example, do they see it as a toy, a work tool, a personal tool, et cetera)

- **Personal tool to book a trip with a hotel for a whole family**

How often do they or would they use this type of application?

- **He wants to use the website a few times per year, more than 5**

What is their level of expertise for this type of application?

- **Simple, easy to navigate**

What functionality is the most important or most frequently used?

- **To check pictures from hotel/rooms and restaurant, read reviews**

What strong opinions or beliefs are held by the user about aspects of the system?

- **Most of the pages are not taking into account flexibility, most of them provide limited options for traveling with children**

The following questions, in regular text, are from Usability.gov’s page on personas.³⁰ The answers, in bold, were provided by the interviewee.

²⁹ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Personas,” Slide 13-15, PowerPoint Presentation, 12 April 2022.

³⁰ Usability.gov, *Personas*, <https://www.usability.gov/how-to-and-tools/methods/personas.html>, (Accessed April 2022).

What is the purpose of the site?

-A user can find tailor made packages for a trip, books flights, transfer and hotel for a particular period of time, hassle-free reservation, and feedback from many previous customers

What are the goals of the site?

**- list the best destinations for adventures and activities for a whole family
- indicate culturally significant landmarks, historical places
- include advices/opinions/suggestions from previous customers**

What is the age of the person?

40

What is the gender of the person?

male

What is the highest level of education this person has received?

NFQ Level 9

How much work experience does the person have?

20 years

What is the person's professional background?

Laboratory assistant

Why will they come to the site? (needs, interest, and goals)

He wants to book a trip for his family of 4 with a flexible reservation/cancellation option

Where else (or from whom else) is this person getting information about similar services?

Google research, recommendations from his family and friends, feedback from previous customers, colleagues from work

When and where will users access the site?

He will access the website mostly during weekends between 10am – 10pm

What technological devices does your person use on a regular basis?

Smartphone, laptop

What software and/or applications does your person use on a regular basis?

Email, Pinterest, YouTube, WhatsApp, Facebook

Through what technological device does your user primarily access the internet for information?

Smartphone, laptop

How much time does your person spend browsing the internet each day?

2 hours

What is your user motivated by?

-destinations, recommendations, feedback, prices, safety

What are they looking for?

- To find a great offer for a trip for the family of 4

What is your person looking to do?

- To find perfect destination to travel with children, flexible cancellation option in case children get sick

What are their needs?

He wants to book a trip on a website with easy navigation without extra paperwork. He wants to choose a tailor made package including flight, accommodation, baggage and transfer with fee-free cancellation option.

Persona Interview Two

The following questions, in regular text, are from the module PowerPoint presentation on personas.³¹ The answers, in bold, were provided by the interviewee.

What do your users want to do? (Example – typical goals)

- **They would like to book an all-inclusive trip for 2 with a trusted carrier for an affordable price**

What is most important to them? (Information, tasks)

- **To go for a trip to a desirable exotic destination**

How do they currently accomplish things? (For example, are your users using a rival or similar application)

- **Enquiring competition and making own research on booking.com**

What is their ideal ‘wish list’? (What ideal functionality do they want from the type of app you are proposing)

- **Being able to compare various trip offers, conditions, prices and date availability**
- **Contact the office with an enquiry and make a booking**

How are they frustrated with the current way of doing things?

Not being able to have a free cancellation with sufficient notice

What is the user’s perspective on your app? (For example, do they see it as a toy, a work tool, a personal tool, et cetera)

- **Personal tool to arrange a vacation time**

How often do they or would they use this type of application?

About one per month with about 1-2 booking a year

What is their level of expertise for this type of application?

Standard users and requires simple and clear user interface

What functionality is the most important or most frequently used?

Viewing travel offers

What strong opinions or beliefs are held by the user about aspects of the system?

That internet research is the best way to find a competitive offer

The following questions, in regular text, are from Usability.gov’s page on personas.³² The answers, in bold, were provided by the interviewee.

What is the purpose of the site?

To provide travel services enabling the users to search, compare and book a trip

³¹ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Personas,” Slide 13-15, PowerPoint Presentation, 12 April 2022.

³² Usability.gov, *Personas*, <https://www.usability.gov/how-to-and-tools/methods/personas.html>, (Accessed April 2022).

What are the goals of the site?

Present competitive travel offers in a professional and user friendly manner

What is the age of the person?

48

What is the gender of the person?

female

What is the highest level of education this person has received?

NFQ Level 9 - Postgraduate Diploma / Masters Degree

How much work experience does the person have?

25 years

What is the person's professional background?

Teaching (school headmaster)

Why will they come to the site? (needs, interest, and goals)

She would like to book an all-inclusive trip for 2 with a trusted carrier for an affordable price

Where else (or from whom else) is this person getting information about similar services?

Word of mouth (recommendations from family and friends), internet, advertisements,

When and where will users access the site?

She will access the site from Ireland between 4pm and 10pm

What technological devices does your person use on a regular basis?

Mobile phone (Android) and laptop (Windows)

What software and/or applications does your person use on a regular basis?

Email (gmail), Skype, WhatsApp, YouTube

Through what technological device does your user primarily access the internet for information?

Mobile phone (Android) and laptop (Windows)

How much time does your person spend browsing the internet each day?

45 minutes

What is your user motivated by?

Trip price, accommodation conditions, travel safety

What are they looking for?

To book a trip

What is your person looking to do?

Compare various travel offers, being able to make an enquiry on an offer and book a trip

What are their needs?

Spend a nice and relaxing vacation time in an exotic place

Persona Interview Three

The following questions, in regular text, are from the module PowerPoint presentation on personas.³³ The answers, in bold, were provided by the interviewee.

What do your users want to do? (Example – typical goals)

- **to book an inclusive package holiday for herself and one other person, for seven days for a good price**

What is most important to them? (Information, tasks)

- **Affordability, insurance options, desirability of destinations**

How do they currently accomplish things? (For example, are your users using a rival or similar application)

- **Googling, booking.com**

What is their ideal ‘wish list’? (What ideal functionality do they want from the type of app you are proposing)

- **Easy comparability of different packages,**
- **Contact organisation**
- **Make booking easily**
- **Cancellation or change easy**

How are they frustrated with the current way of doing things?

- **Difficult to change or cancel without penalty**
- **No travel insurance**

What is the user’s perspective on your app? (For example, do they see it as a toy, a work tool, a personal tool, et cetera)

- **Personal tool to book holidays**

How often do they or would they use this type of application?

- **Booking once every few months, though possibly perusing options more often**

What is their level of expertise for this type of application?

- **Standard user, needing simple, easy to navigate site**

What functionality is the most important or most frequently used?

- **See package deals and pictures of exciting destinations**

What strong opinions or beliefs are held by the user about aspects of the system?

- **Flexibility without penalty is important**
- **Searching provides best options**

The following questions, in regular text, are from Usability.gov’s page on personas.³⁴ The answers, in bold, were provided by the interviewee.

What is the purpose of the site?

- **Provide user with various cheap high quality options for package holidays to diverse destinations**

What are the goals of the site?

- **Entice users to book with this site over other similar ones**

³³ National College of Ireland, “Web Design & Client Side Scripting: HDAIML - HDBC - HDSDEV: Personas,” Slide 13-15, PowerPoint Presentation, 12 April 2022.

³⁴ Usability.gov, *Personas*, <https://www.usability.gov/how-to-and-tools/methods/personas.html>, (Accessed April 2022).

What is the age of the person?

37

What is the gender of the person?

Female

What is the highest level of education this person has received?

NFQ level 8

How much work experience does the person have?

20 years

What is the person's professional background?

Social care worker

Why will they come to the site? (needs, interest, and goals)

She wants to book an inclusive and cheap package holiday for herself and a friend

Where else (or from whom else) is this person getting information about similar services?

Recommendations from friends and family, google,

When and where will users access the site?

At home, from Ireland, in the evening after work

What technological devices does your person use on a regular basis?

Her mobile phone and laptop

What software and/or applications does your person use on a regular basis?

WhatsApp, Email, YouTube, Facebook, Twitter

Through what technological device does your user primarily access the internet for information?

Smartphone, laptop

How much time does your person spend browsing the internet each day?

Approximately three hours

What is your user motivated by?

Good deals, inclusive packages, flexibility

What are they looking for?

To book a package holiday for two

What is your person looking to do?

Compare different package, discover exciting new destinations

What are their needs?

She needs a holiday! Somewhere new and exciting, refreshing and relaxing. No hassle, all inclusive. And inexpensive.