

SUMMATIVE 2.3

The Brief

Client - Tourism New Zealand

Tourism NZ works closely with the tourism industry to positively promote New Zealand internationally. The major tool they use to do this, is through their 100% Pure New Zealand marketing campaign. Since Covid-19, Tourism NZ has been helping support domestic tourism here in NZ.

Brand / Established Style

The Tourism NZ and their 100% Pure New Zealand marketing campaign featuring a simple black and white color scheme with bold fonts and icons, obviously inspired by the internationally recognised brand of the All Blacks Rugby team. The native NZ fern is used in their logo design, and a map of New Zealand is incorporated in the 100% Pure NZ campaign logo.

The Problem

Tourism NZ is launching a new campaign that is aimed at visitors staying for a short period, who book their own accommodation and arrange their own transport.

Specifications / Constraints

The site should have its own distinct look and feel, whilst still remaining cohesive with the Tourism NZ brand.

Goals / Objectives

A single-page web application that allows users to input information, validate it and provide meaningful feedback. The first part of the user experience should display accommodation options and related details based on the number of people in their party and the length of their stay. The second part involves displaying meal options for the chosen option.

Business Requirements

To positively promote / increase tourism in New Zealand & raise awareness to their new campaign which is targeting visitors who stay for short periods, book their own accommodation and arrange their own transport.

User Requirements

To gather information on accommodation options for themselves, as well as their party / friends, and on meal options available there.

Deadline - 4 December

Reference Trello timeline for Milestones / Deliverables:

<https://trello.com/invite/b/pTuNXILW/ad7194186304a5443223220d2292a44f/summative-23>

UX Research

SWOT - <https://www.tourismnewzealand.com/>

STRENGTHS

- Clean, simple style and easy to navigate
- Font style and color palette makes text legible

WEAKNESSES

- The grey bar up the top, ruins the clean visual aesthetic somewhat
- Site initially displayed a pop-up asking whether I wanted to switch to the tourist or corporate version, however, once you pick one I found it difficult to access this same option on the site. The UX could be improved for this.

OPPORTUNITIES

- Could base my design on their clean, simple color palette and font-style, but modify it somewhat to give it its own distinctive feel.

THREATS

- Style is already used by Tourism NZ, the 100% Pure New Zealand campaign and by the All Blacks Rugby Team. If I base my design too much on this style it may have the potential to confuse users.

Competitor Analysis - Tourism Sites

Tourism.net.nz - <https://www.tourism.net.nz/>

STRENGTHS

- Website features a lot of informative data

WEAKNESSES

- Outdated design-style for logo and website in general
- Website loads slower comparative to the others

Sustainabletourism.nz - <https://www.sustainabletourism.nz/>

STRENGTHS

- Welcoming homepage banner-image
- Good use of a cohesive color scheme throughout the site

WEAKNESSES

- Information provided feels a bit cluttered at times

Tourism.australia.com - <https://www.tourism.australia.com/>

STRENGTHS

- Website's visual design and navigation feels modern and up to date
- Welcoming homepage banner-image and videos
- Easy to navigate

WEAKNESSES

- Could not find any weaknesses for this website, its overall design and UX is very good and something to reference for my own project

Competitor Analysis - Accommodation Booking Sites

lastminute.co.nz - <https://www.lastminute.co.nz/Hotels>

STRENGTHS

- Strong, attention-grabbing CTA buttons

WEAKNESSES

- Layout feels a bit cramped, elements are too close together
- Pixelated background image

skyscanner.co.nz - <https://www.skyscanner.co.nz/hotels>

STRENGTHS

- Clean, professional and simple layout
- Easy to use

hotels.airnewzealand.co.nz - <https://hotels.airnewzealand.co.nz/>

STRENGTHS

- Simple and a cohesive theme

WEAKNESSES

- Layout feels odd and a bit cramped
- Pixelated background image

Assumptions

The Target Audience for Tourism New Zealand's new campaign will primarily be young to middle-aged kiwis, who are on the lookout for a relatively local vacation spot for their upcoming summer holiday. My assumption is that they'll mainly consist of urban-dwellers who are looking for an escape from the city, who love nature, culinary-discovery and want to support their country.

Due to the coronavirus pandemic, international travel has grinded to a halt and Tourism NZ has been encouraged by the government to focus primarily on domestic tourism. My assumption is that the secondary Target Audience will consist of Australians tourists, as the trans-Tasman travel bubble now allows them through the border and into New Zealand. These Australian travelers will be primarily high-earning, middle to late aged family-oriented couples who might've previously holidayed elsewhere, but see this as an opportunity to finally get around to exploring their neighbouring country some more.

Based on the SWOT, Competitive Analysis and other research that I've conducted so far, I assume that the TA would respond best to a simple, intuitive booking system, that contains pleasant and relevant background imagery of New Zealand. It should include attention-grabbing CTA buttons and give users engaging / validating feedback on their inputs.

The Hotel Booking system for Skyscanner does this really well and the visual design style of the Tourism Australia website would make a great reference as well.

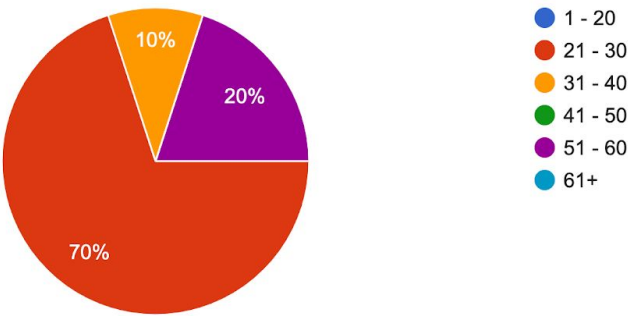
UX Goals

- As I'll be doing my UX research primarily on Kiwis (as that's who I have access to), I'll be focusing on finding out where they live here in New Zealand, to back-up any of my geographic claims
- I should justify whether it's true that their previous travel-plans may have been disrupted due to the coronavirus pandemic and what their primary reason is for wanting to travel here domestically, and where
- Some questions should also relate to the hotel accommodation directly, how many are they planning to travel with? This should also give me insight into their psychographic traits, such as whether they are family-oriented or not
- I should have some questions that help me correctly determine the demographic by asking for their age
- As I found it difficult to assume much about their personality, values and beliefs, some questions need to be targeted at finding this out
- It would be great to gather some data on their frustrations / pain-points

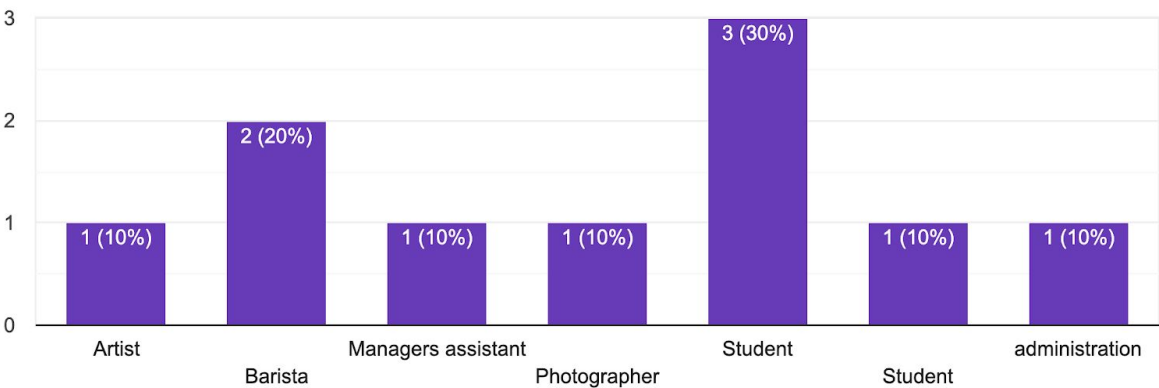
Survey Results

https://docs.google.com/spreadsheets/d/e/2PACX-1vRKzLQqgHdiKaUXMRMuXUBbixik1QTiZgjT5_EMozqTH9rpkoYpdDAsSBtpDSJz3qna9IHim3xnabOL/pub?gid=628464710&single=true&output=pdf

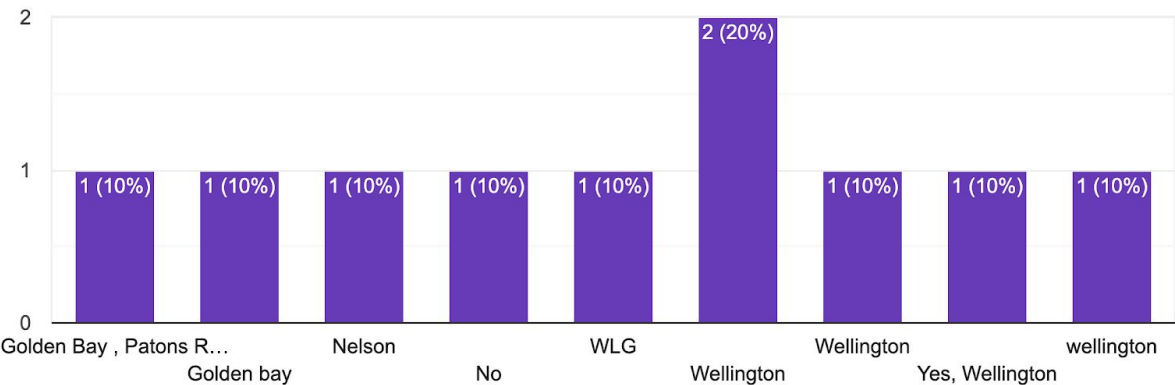
What age group do you belong to?
10 responses



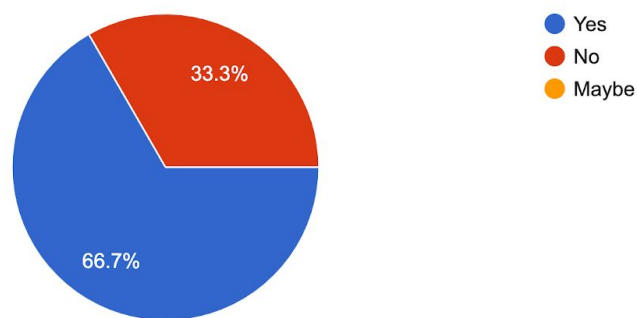
10 responses



Do you live in New Zealand and if so, where?
10 responses



Have you had any past or future travel plans disrupted due to Covid-19?
9 responses



Are you planning to go on vacation this summer and if so, where?
10 responses

Otago
Christchurch and Queenstown
No
QTown
nowhere
Australia
South island, muria springs, Christchurch, akaroa, castle hill, west coast
Yes, Golden Bay
Wanaka

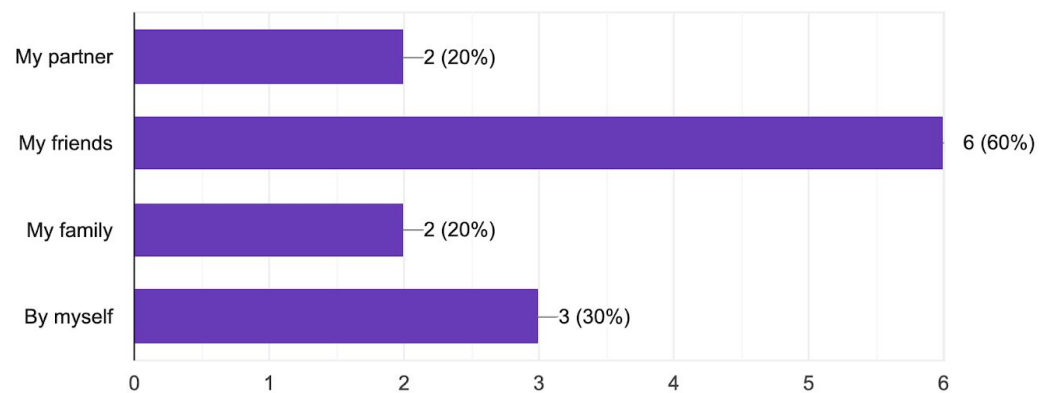
What are your reason for going on vacation there?

9 responses

It's nice
Mountain biking
No reason
Family/Hiking
Photography
Visit friend and enjoying the south island landscape
Visiting family
Festival
Christmas

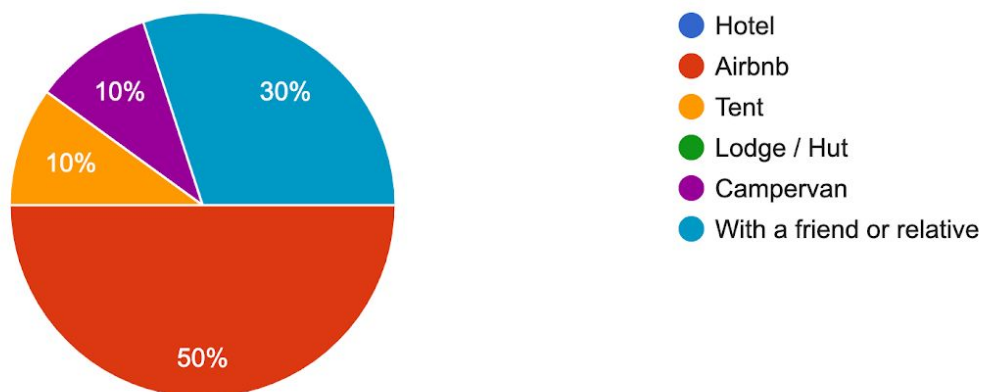
Who do you usually travel with?

10 responses



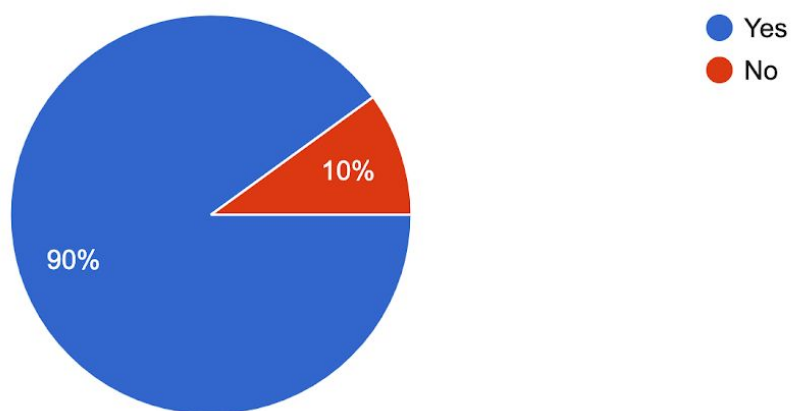
Where do you usually stay on holiday?

10 responses



Do you usually book your own accommodation and transport?

10 responses



What is the most frustrating thing about booking online?

9 responses

Confirm this confirm that

Not knowing if I have the best option

choosing the best deal

Hidden costs

Don't really find it frustrating

When the website is not easy and clear to navigate, or its not clear to see what dates are available to book,

Committing

Time it takes

Bad interface

Finally, whats' your favorite thing to do on holiday?

9 responses

eat, drink, and relax

Ride bikes yo!

Party

Restaurants

Photography

Relaxing, seeing interesting sites, nice food, beautiful landscapes,

Relax

Hang out with friends and party

Read my book

Survey Research Analysis

The survey gave me some great insight into my potential user base / target audience.

Firstly, it confirmed my assumptions that my primary target audience will be young to middle aged kiwis (70% of the correspondents who answered are between the ages of 21 - 30).

Based on the data collected through the survey, I've concluded that the primary TA aren't high-earning and would be traveling on a relatively low budget. This is based on researching the average income of the correspondents submitted occupation responses (barista, student, bartender etc.)

My assumption that the TA would be primarily urban city-dwellers was correct, as 6 out of 10 are from NZ's capital city, Wellington. 66.7% of correspondents had their travel plans disrupted by Covid-19 and 66.7% are also planning to go on vacation in New Zealand this summer. From these statistics I can accurately assume that some of these correspondents had previous international travel plans, but now have to vacate locally instead.

Some of my survey questions were targeted at figuring out a bit more about the user's personality and behaviour. From the results, I could indeed be considered "nature-lovers" (many correspondents liked outdoor activities such as hiking or mountain biking). Many of them stated they usually travel with friends. I initially presumed this question would give me enough of an insight into the potential size of the party, however, I think this area could be explored further and so is something I will research more in my interviews.

Another interesting finding is that 0% of the correspondents usually stay in a hotel, but that 90% of them do their own booking. This, alongside some of the issues they described as "frustrating" (from the second to last question) are things I should keep in mind when making design decisions.

Interview 1 - Kamila Modzelewska

Q1) How old are you?

A1) 30

Q2) Has Covid affected any past, current or future travel plans, and how?

A2) Yes it has, I wanted to go to Europe for 3 months but had to stay here

Q3) Describe how you usually book and plan your vacation?

A3) Check the flights with Skyscanner, for the cheapest. I also check airbnb to find the cheapest combination. The destination has to be sunny.

Q4) What would make you more inclined to stay at a hotel?

A4) If I didn't have a budget, I would stay there, but as long as its close to the places I want to see and things I want to do

Q5) When you travel with others, how many are usually in your party?

A5) Just one other person

Q6) Finally, where would you go on holiday if you could pick anywhere?

A6) India

Interview 2 - Corey Scott

Q1) How old are you?

A1) 25

Q2) Has Covid affected any past, current or future travel plans, and how?

A2) Not really, wasn't planning to go anywhere

Q3) Describe how you usually book and plan your vacation?

A3) I would search Skyscanner, look for flights and then I would book a hostel in that area using the HostelWorld app or airbnb

Q4) What would make you more inclined to stay at a hotel?

A4) If it was cheaper, it's always so expensive

Q5) When you travel with others, how many are usually in your party?

A5) 1 to 2, depends really

Q6) Finally, where would you go on holiday if you could pick anywhere?

A6) Japan

Interview Research Analysis

The interview results, although not quite as useful as the survey, still provided some good additional insight into my potential target audience.

It was useful to find out both the people I interviewed would usually only travel with 1 to 2 people. This is something I wanted to investigate further after my survey in order to more correctly understand the users and gauge their potential party size.

Another interesting finding was that both interviewees would use Skyscanner as their preferred method of booking online, this confirms the competitive analysis research I did earlier and that my plan to reference some of their design elements is warranted.

They also stated they would be more interested in booking a hotel if it was cheaper. This is something I should consider in my design decisions, perhaps appealing to them with a special deal or some other kind of discount option.

Primary Target Audience



The primary target audience consists of young Kiwis aged 20 - 35. Due to their demographic and current occupation they aren't particularly high-earning. However, this does not stop them from travelling regularly, it just means they're often on a budget and have to do it cheaply.

Geographically, the TA is most often located in dense urban environments, such as Wellington, Auckland, Christchurch etc. The reason they often go on vacation is to get away from the city and experience outdoor activities such as hiking, mountain biking and swimming. They value nature and being physically active, as well as spending time with their friends.

They generally have a DIY attitude to life and are liberally left-leaning minded. They believe strongly in the freedom of speech, choice and are frustrated by oppressing managers or bosses they have to deal with at work.

Secondary Target Audience



The secondary target audience consists of older (aged 40 - 60), usually married-couples, from Australia. They earn a good amount of money and can easily afford to stay in an expensive hotel.

The secondary target audience may not travel that regularly, but when they do, it's with style and frequently at hotels with excessive spending. They like to eat out at fancy restaurants and are passionate about authentic / exotic culinary experiences.

They may have previously travelled further away from their home, in Australia, but due to Covid-19 they decided to finally check out more of their neighbouring country.

The secondary target audience values family, stability and polite mannerisms.

Persona 1



Name: **Vaughn Symmons**

Age: **29**

Location: **Wellington**

Occupation: **Barista**

Bio

Vaughn is a barista in Wellington, but his true passion is to be a surfer. He spends every summer away from the city to catch the waves, usually out on the West Coast of the South Island. He also loves hiking and mountain biking.

Extreme sports aren't Vaughn's only interest. He also deeply values nature and its conservation, as well as hanging out with his friends and going on road trips with them.

Vaughn owns a van, which he turned into a campervan himself. However, it's currently at the mechanic being fixed and he's looking for a cheap hotel or airbnb when he goes to Wanaka this summer for vacation.

Persona 2



Name: **Miranda Hay**

Age: **47**

Location: **Brisbane**

Occupation: **Real Estate Agent**

Bio

Miranda is a real estate agent from Brisbane, Australia. She's happily married to her husband, Greg and has two kids (who have left home already). She earns good money from her job, often dealing with high-profile / rich clients.

Miranda loves going on vacation and she usually goes somewhere warm and exotic. Miranda values good comfort and so picks high-class hotels with good ratings. She even writes reviews for the places she stays at herself and greatly appreciates customer service with polite mannerisms.

Miranda also values the culinary arts and is a family-oriented person.

Design Decisions

For cohesion with the Tourism NZ brand, I'll be using the same fonts that they have on their site. Proxima-nova for body text / National for headings.

I will implement a large background-image of a New Zealand mountain landscape. The target audience will respond well to this as a lot of them go on holiday to enjoy outdoor activities such as hiking or mountain biking. This is something I found out through my UX research

I will use a similar, easy-to-use booking system as some of the websites I did a competitive analysis for (Skyscanner and Hostel World). Through my UX research I also found out that these websites are the most popular for booking on and so my users would respond well to a familiar system.

My assumption that the target audience's previous travel plans were disrupted due to Covid-19 deemed true and I will add some kind of promotion banner that speaks to this. Either speaking to them by encouraging them to support domestic tourism and local NZ businesses or ensuring they will be refunded if plans change due to the pandemic.

In order to acknowledge some of the frustrations that my survey correspondents stated, I will make sure there are not too many confirm screens, that they can choose the best option / deal possible, that the navigation interface is clear / easy to navigate and that there are no hidden costs.

Use Case

Name

Booking accommodation and choosing a meal option.

Brief Description

The actor will input the size of their party and the length of time they intend to be staying. The system will validate their information and display accommodation options. The actor will choose their desired accommodation option. The system will display meal options for the chosen accommodation option. The actor will choose their desired meal option. The system will return a confirmation screen / message, to validate their booking.

Preconditions

User has accessed the website.

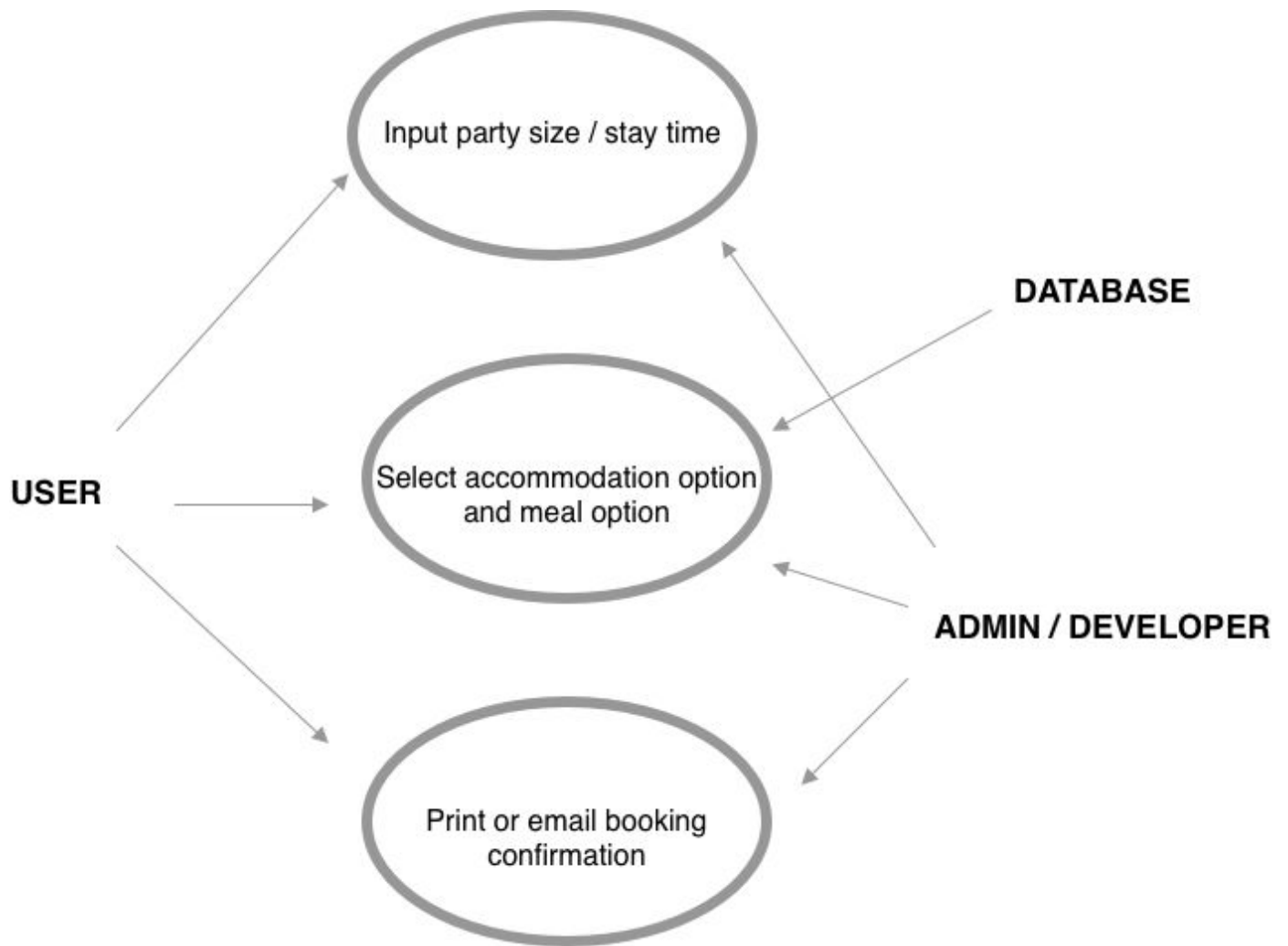
Post-conditions

The actor will receive a confirmation of their booking and can choose to print or get the information emailed to them

Basic Flow

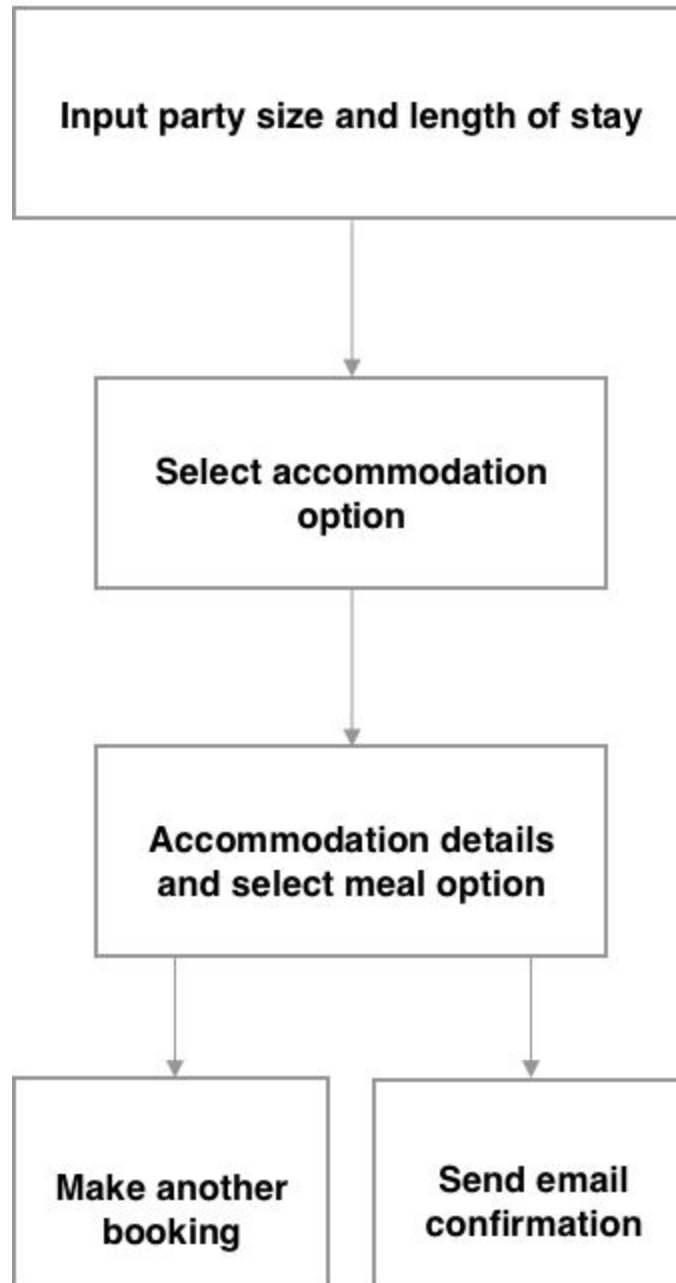
*The actor inputs their party size and stay time
The system validates input & displays accommodation options accordingly
The actor selects an accommodation option
The system displays meal options for the chosen accommodation option
The actor chooses a meal option
The system validates their input & displays a booking confirmation screen
The actor chooses whether to print or get their booking sent to their email
The system displays the print screen or an input field for an email address
The actor hits print, enters their email or exits the website*

Use Case Diagram



Activity Flow Diagram

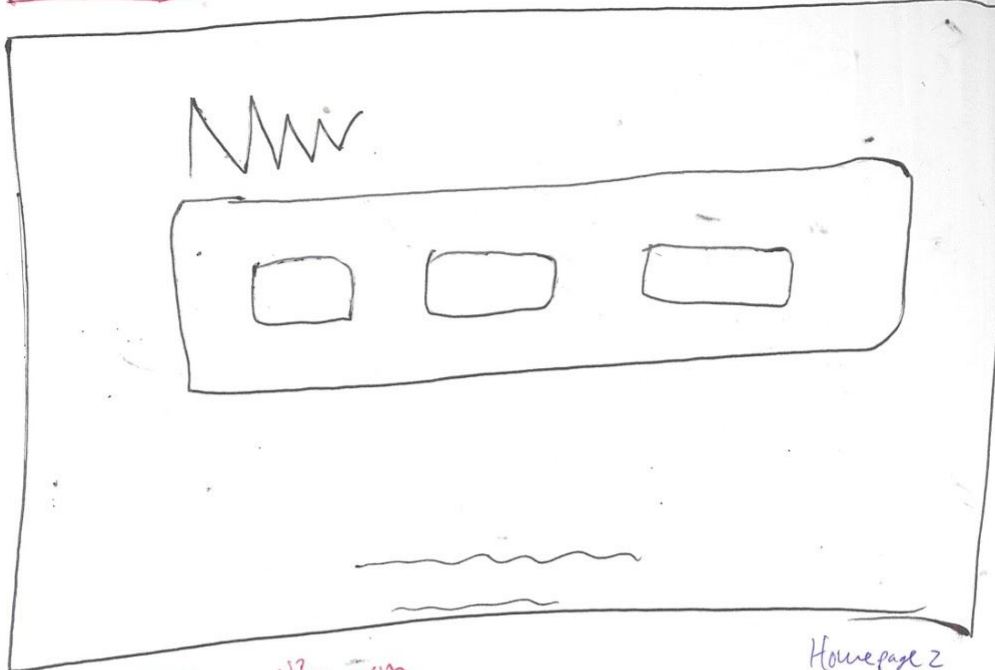
Accommodation Site



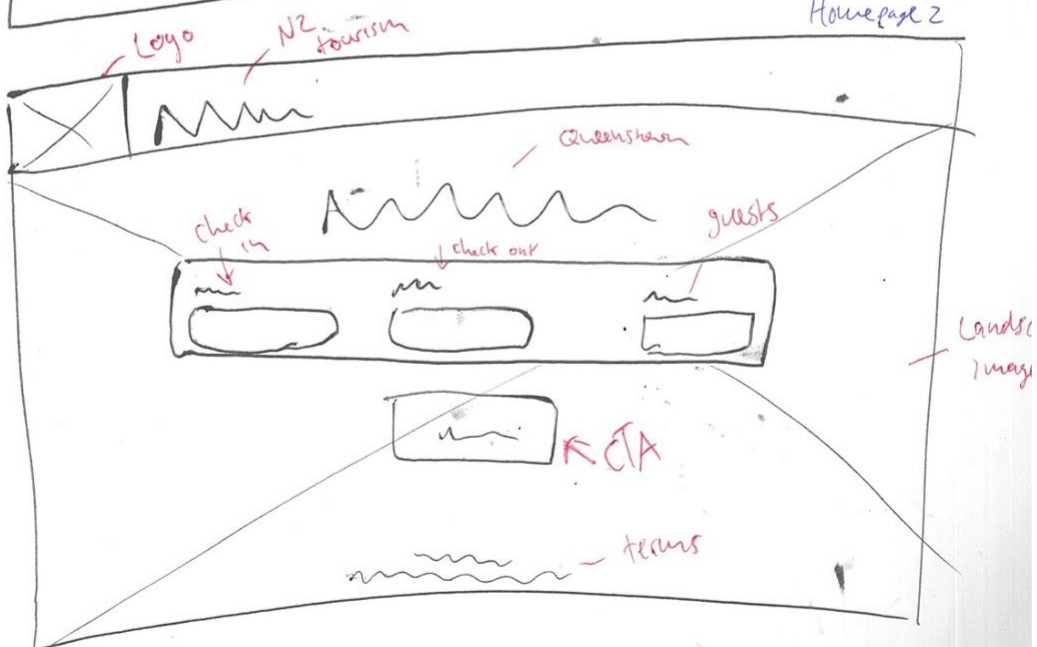
Sketches

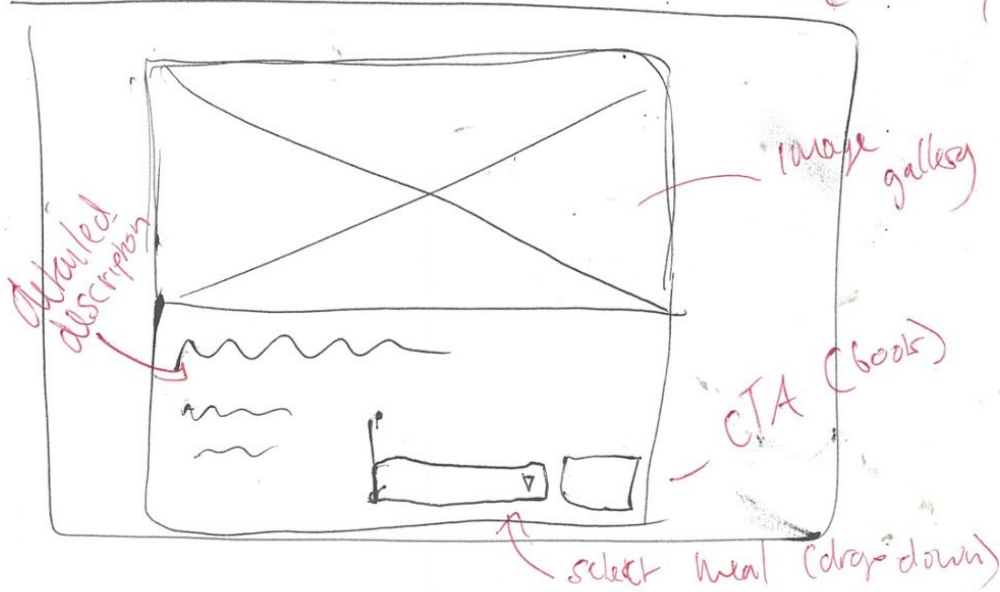
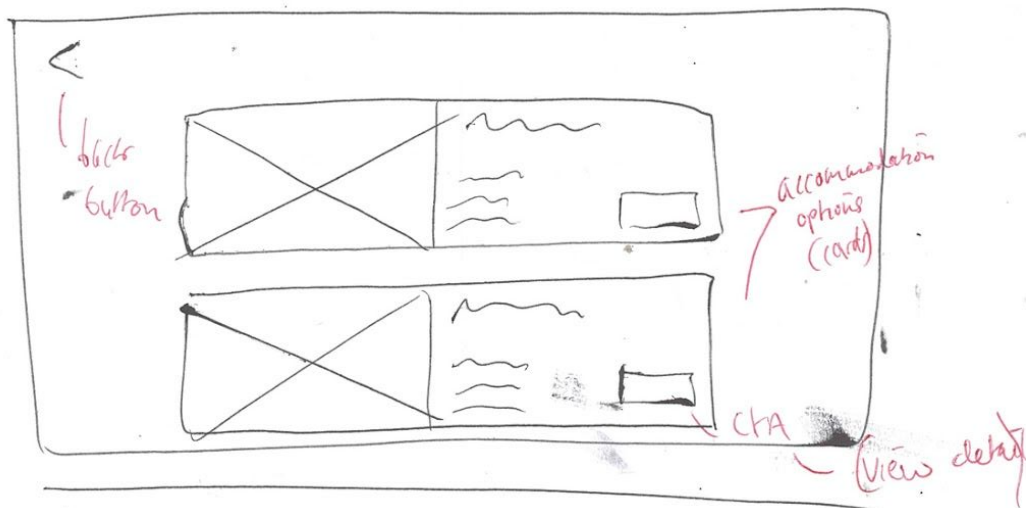
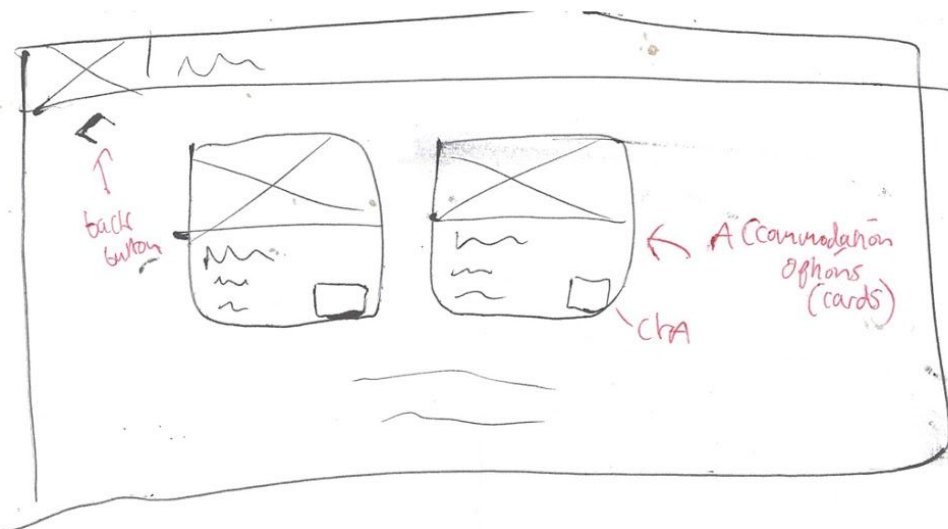
Sketches

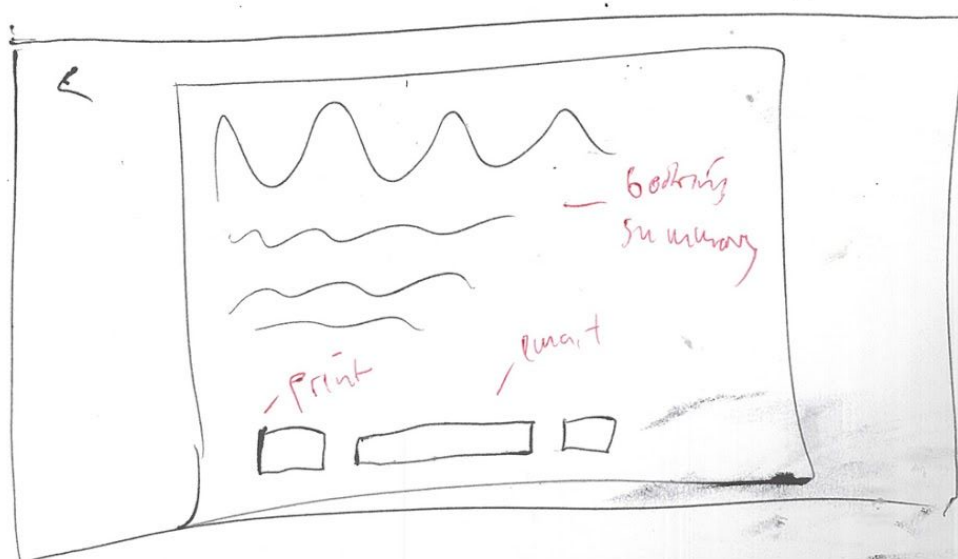
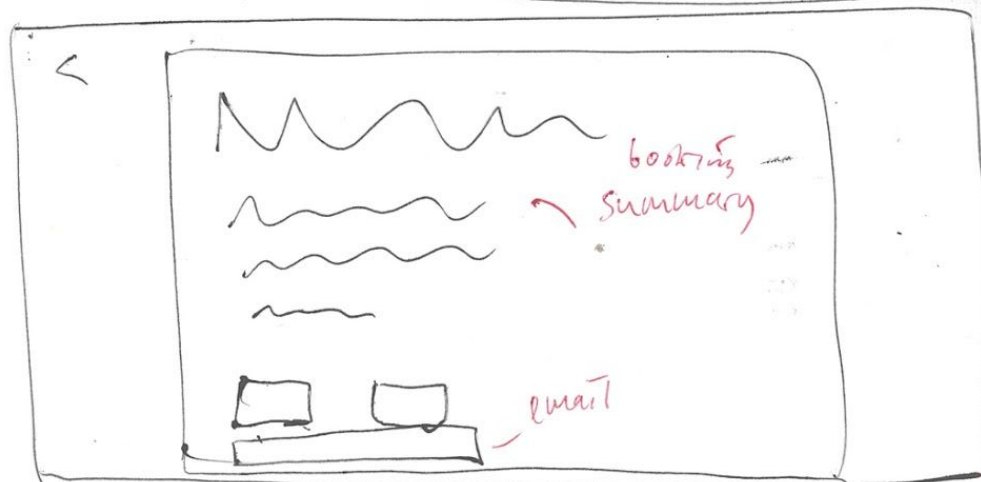
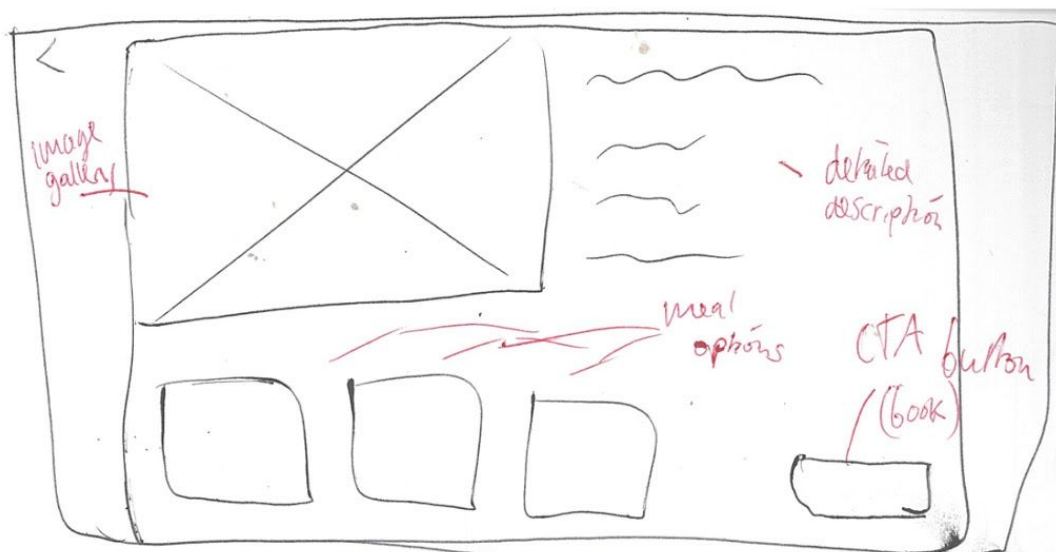
Home page 1



Home page 2

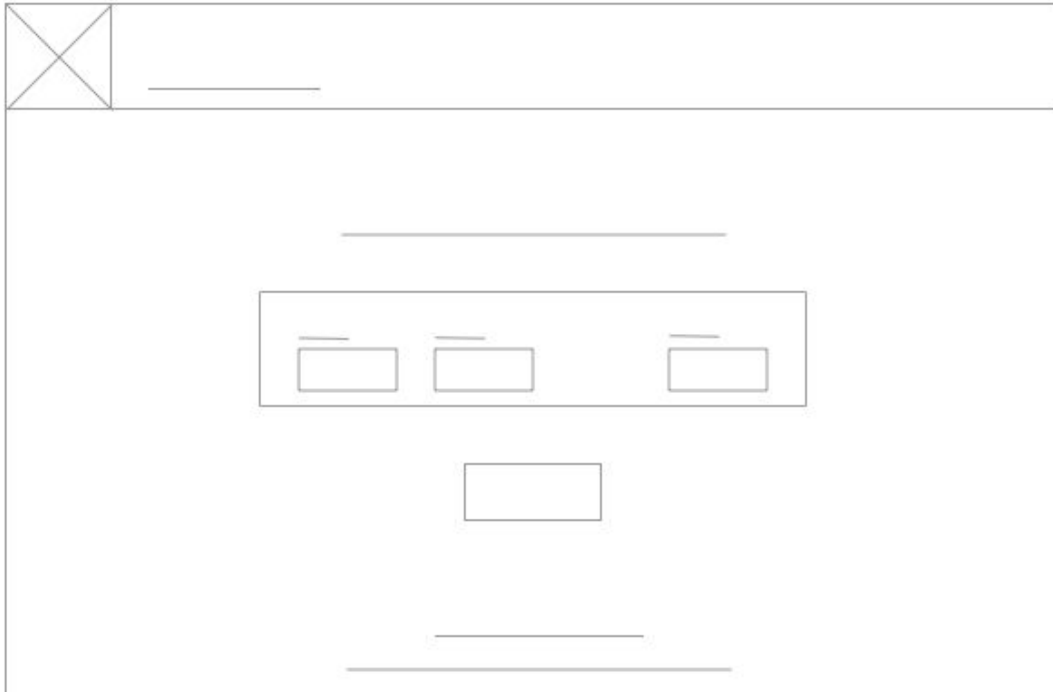




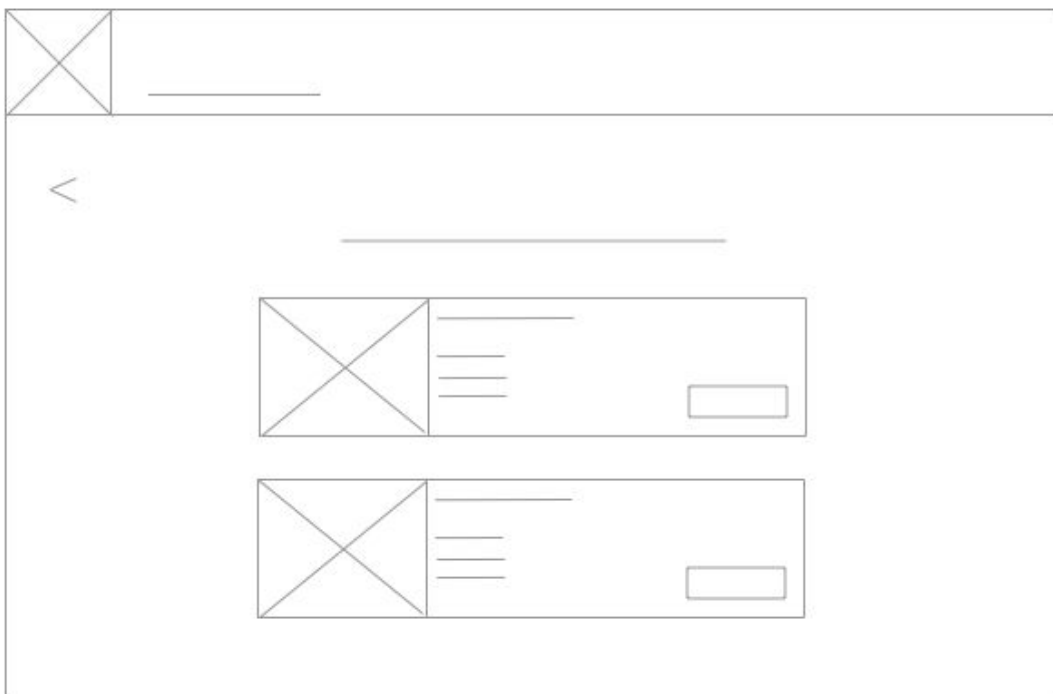


Wireframes

Homepage



Accommodation Options



Meal Options

<

Booking Confirmation

<

Visual Design - Style Guide

COLOUR PALETTE:




FONTS:

- National - *for headings*
- Metropolis or Millard - *for body / paragraph text*

Note: I initially wanted to use the same body font as Tourism NZ (proxima-nova), but I couldn't find a free to use version of it. After some research I found Metropolis and Millard, which look similar enough.

ICONS:

Calendar = 

Guests = 

LOGOS:




Moodboard:

100% PURE NEW ZEALAND



MEET THE WORLD

36,000 properties, 178 countries • Over 13 million verified guest reviews • 24/7 customer service

 Where do you want to go?

CHECK IN

 Nov 18, 2020

CHECK OUT

 Nov 21, 2020

GUESTS

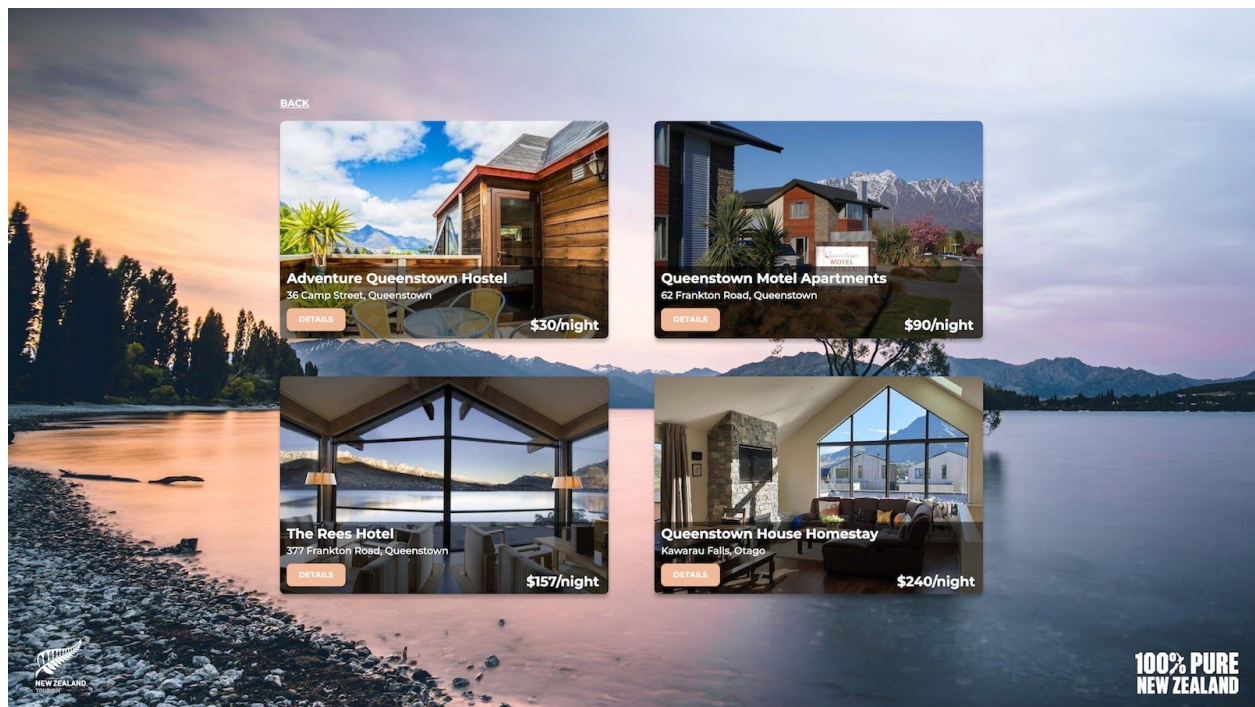
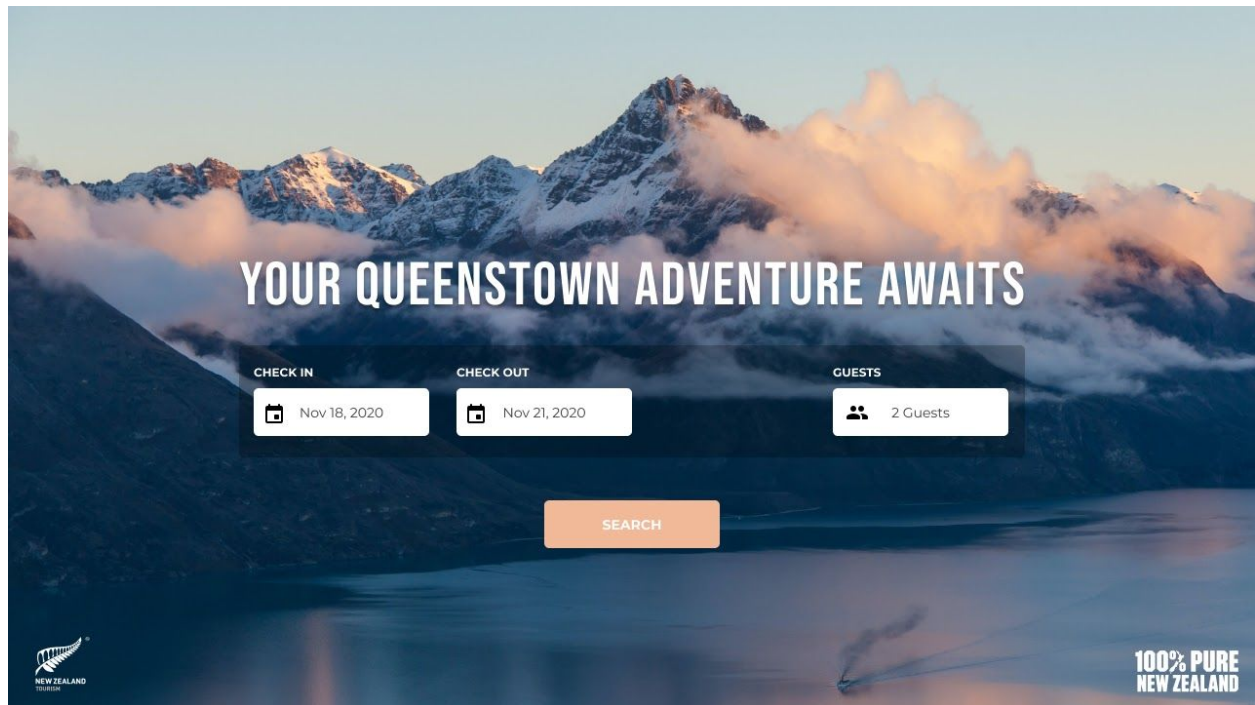
 2 Guests



Let's go!



Prototype



[BACK](#)

Adventure Queenstown Hostel

Welcome to Adventure Queenstown Hostel.

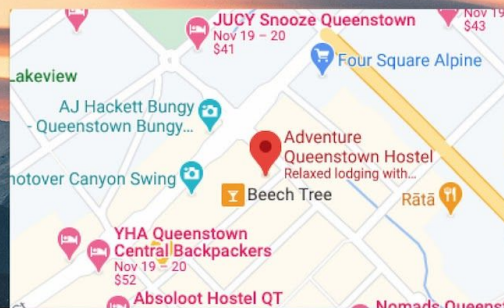
Catering to independent travellers from around the world we offer mostly shared room accommodation and run in-house activities 5 nights a week to make it easy to meet fellow explorers from all around the world.

There is a tour desk where our friendly staff can help you plan your activities, as well as a separate storage/locker room with secure bicycle parking and ski & snowboard storage. We offer loads of free stuff and even a simple laundry service.

We're a smaller hostel with a maximum capacity of just 43 people - the perfect number for keeping a family atmosphere which is still fun and vibrant.

Being the most central accommodation in town, you're just a minutes' walk to everything. At night you can sleep soundly as there are no bars directly by us.

FACILITIES



CHECK IN

Nov 18, 2020

CHECK OUT

Nov 21, 2020

GUESTS

2 Guests

MEAL OPTION

None

Subtotal	\$180
GST	\$27
TOTAL	\$207

[BOOK](#)



**100% PURE
NEW ZEALAND**



YOU ARE ALL BOOKED!

Your reservation code is #526849

[Email Itinerary](#)

[SEND](#)

[MAKE ANOTHER BOOKING](#)



**100% PURE
NEW ZEALAND**

A/B Testing

There were two pages of the website that I wasn't entirely sure about and so I conducted some A/B tests, to gather feedback on what users found more appealing visually and better functioning.

A VERSION

BACK

Adventure Queenstown Hostel

Welcome to Adventure Queenstown Hostel.

Catering to independent travellers from around the world we offer mostly shared room accommodation and run in-house activities 5 nights a week to make it easy to meet fellow explorers from all around the world.

There is a tour desk where our friendly staff can help you plan your activities, as well as a separate storage/locker room with secure bicycle parking and ski & snowboard storage. We offer loads of free stuff and even a simple laundry service.

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FACILITIES

- WiFi
- Heating
- TV
- Shower
- Parking
- Coffee
- Breakfast
- Laundry

Map: JUCY Snooze Queenstown, AJ Hackett Bungy, Adventure Queenstown Hostel, Beech Tree, YHA Queenstown Central Backpackers, Absolut Hostel QT.

CHECK IN	CHECK OUT	GUESTS	MEAL OPTION	Subtotal	\$180
Nov 18, 2020	Nov 21, 2020	2 Guests	None	GST	\$27
				TOTAL	\$207

BOOK

100% PURE NEW ZEALAND

B VERSION

BACK

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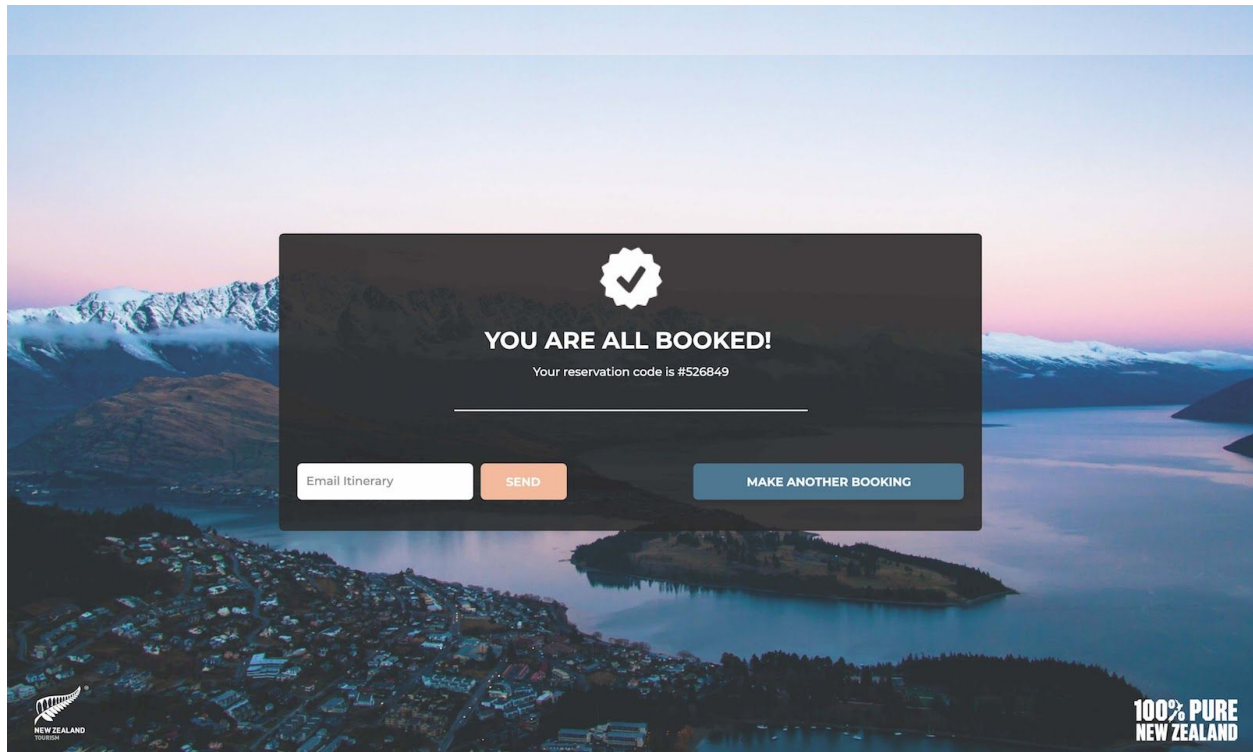
Being the most central accommodation in town, you're just a minutes' walk to everything. At night you can sleep soundly as there are no bars directly by us.

Map: JUCY Snooze Queenstown, AJ Hackett Bungy, Adventure Queenstown Hostel, Beech Tree, YHA Queenstown Central Backpackers, Absolut Hostel QT.

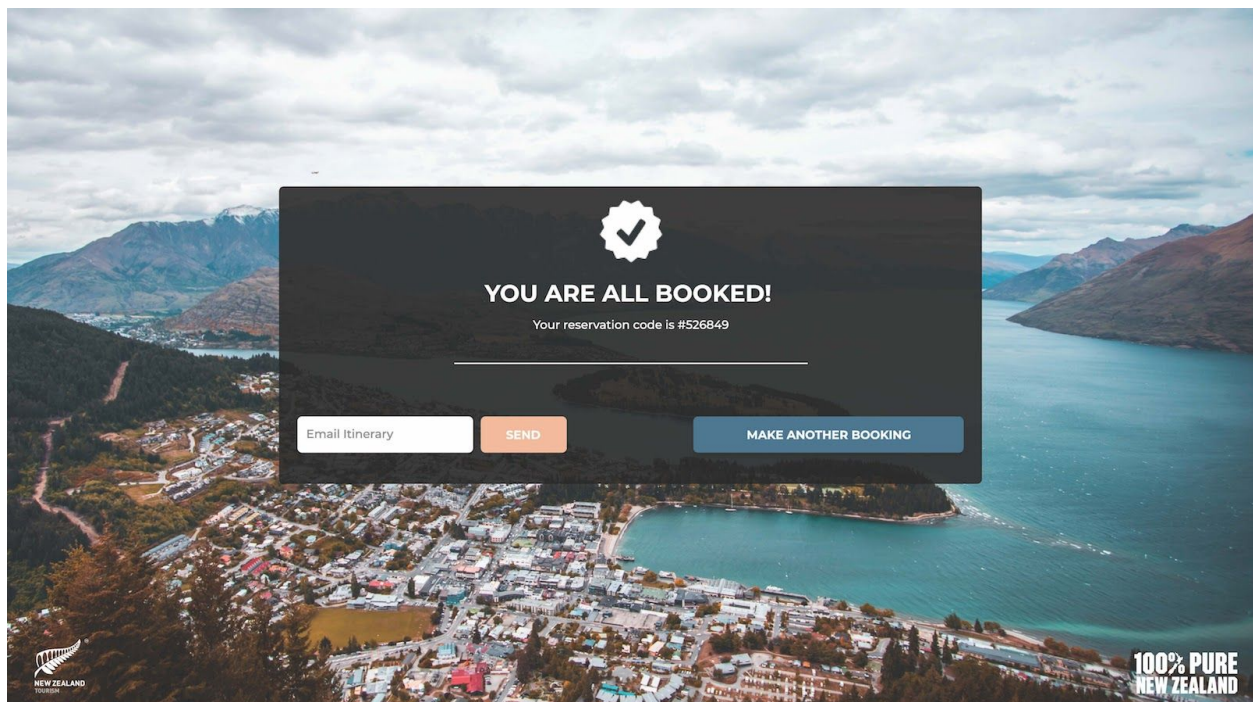
Check in	Check out	Who's coming	Meal Option	TOTAL: \$354
Wed, 31 Jan 2018 3:00 pm	Sat, 3 Feb 2018 12:00 pm	2 Guests	NONE	BOOK

100% PURE NEW ZEALAND

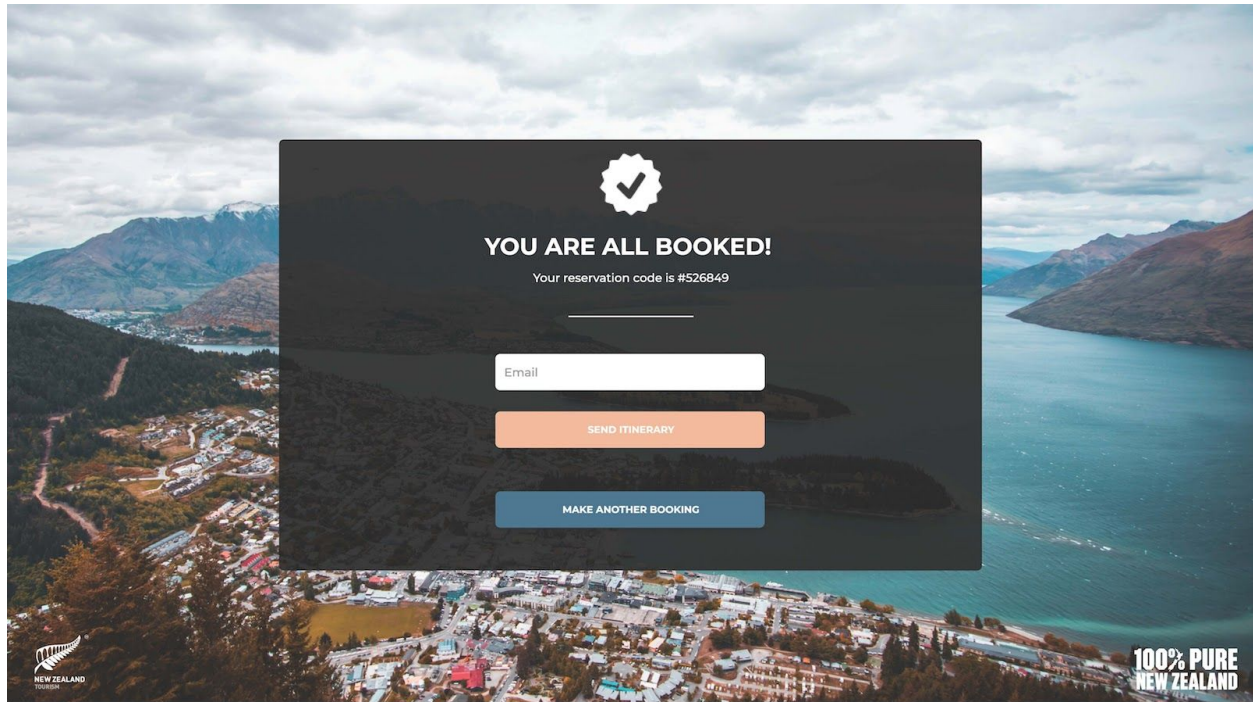
A VERSION



B VERSION



C VERSION



USER 1 A/B FEEDBACK - Kamila Modzelweska

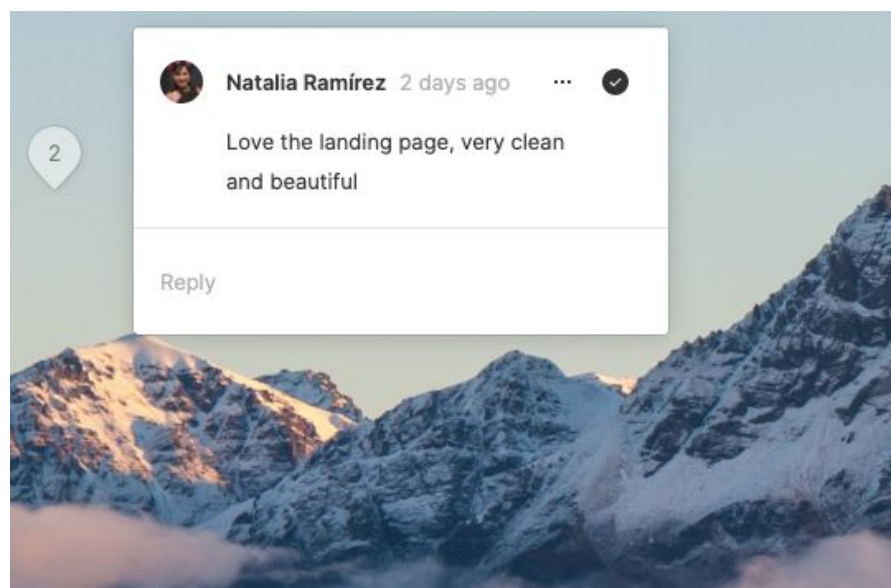
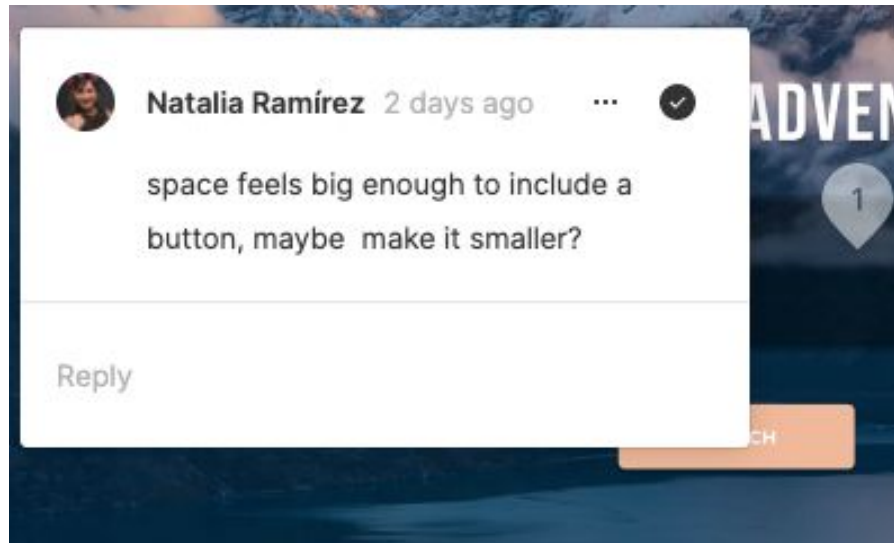
I like the A version of both much better. I think the background image fits better with the overall theme. The layout for the versions seem cleaner and more easy to use as well.

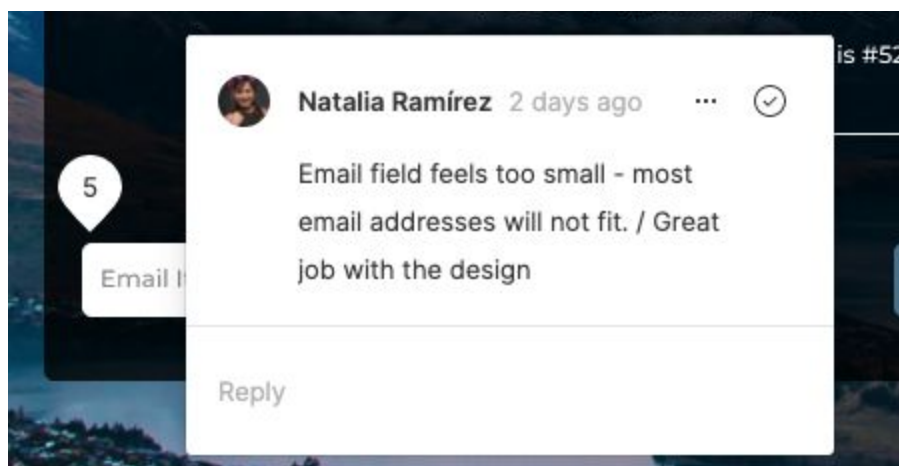
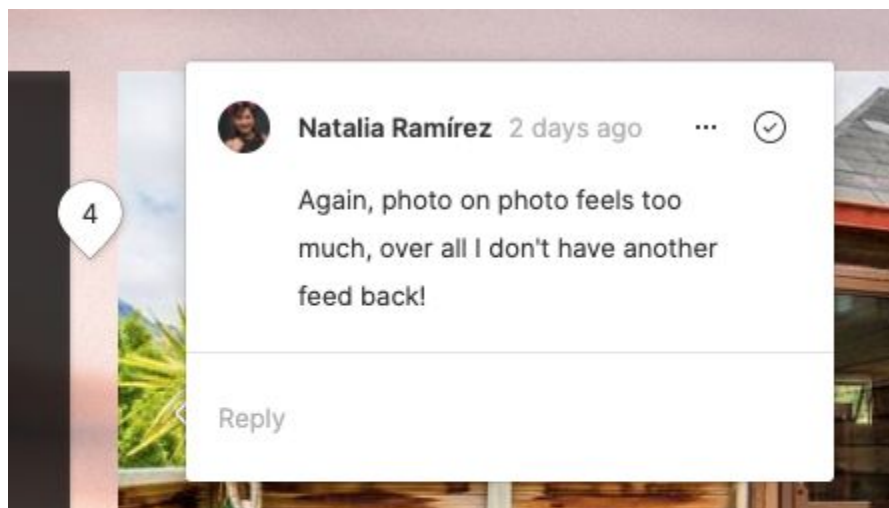
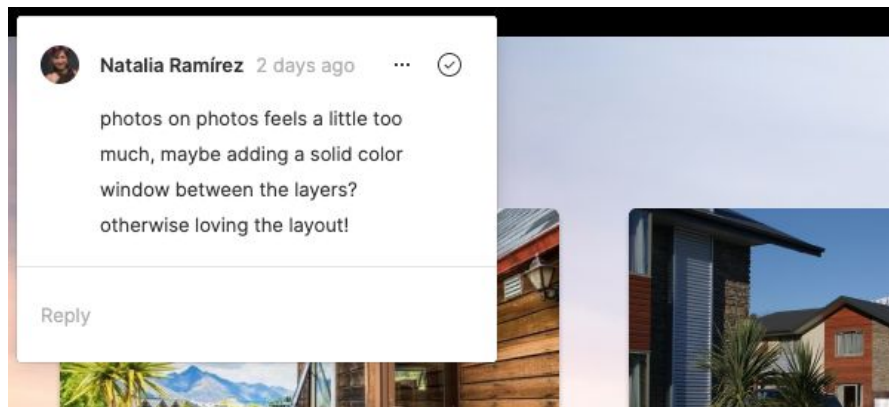
USER 2 A/B FEEDBACK - Corey Scott

I think I like the A version of the first one more. Just looks a bit more professional than the other one. For the second one, I find it hard to decide. I prefer the layout of A and B, but the background image I'm not too sure. The A version probably fits better with the others, but I like the colors in the B and C version the most.

Feedback 1 - Natalia Ramirez

Natalia was kind enough to provide me some comments on my Figma.





Feedback 2 - Lajcee Miller

User Test 1 - Kamila Modzelewska

Q1) Did you find the site easy-to-use and intuitive? Any comments about it?

A1) Very clear and easy to use.

Q2) What did you think of the website's visual style?

A2) I really like it. Feels unique and inviting.

Q3) Was there anything not clear or something that could be improved?

A3) It felt like it was missing ratings / reviews. Also the drop down menu for the meal options wasn't very clear. I think this could be improved somehow.

User Test 2 - Oscar Perry

Q1) Did you find the site easy-to-use and intuitive? Any comments about it?

A1) Yes, everything seemed pretty straight forward.

Q2) What did you think of the website's visual style?

A2) I think it looks great and professional. The font for the body text on the more detailed accommodation page could maybe be reevaluated, as it's a little hard to read. Also, the resolution of the google-maps image is pixelated, but I get that that could just be for the prototype.

Q3) Was there anything not clear or something that could be improved?

A3) I felt like the booking summary section at the bottom of the more detailed accommodation page could be emphasized better. My suggestion is to add some sort of header or more space to separate it better.

Design Adjustments

All the feedback I received, including a/b testing and the user tests I conducted, were very useful and gave me great insight into some changes that need to be made to the prototype before starting to code.

Natalia's comments on my Figma were especially helpful. Her feedback in regards to images on top of images feeling a bit much, is something I need to consider. I plan to keep the layout and style the same as I originally had, but I will try adding a black background border to the images to make them stand out a bit more and reduce the "picture on picture" effect. I will also take her note on the email address input-field being potentially a bit too small on board & make it slightly larger. I will also experiment with reducing the size of the booking dialogue on the homepage, due to Natalia's first comment about there being enough space for another button there.

Kamila's comments were also quite useful. Her note on the dropdown menu for the meal options not being clear, has made me consider drawing more attention to it by making the available options stand out more. I am planning to change the dropdown menu to a checkbox-style input instead.

Her comment on a review / rating system was interesting as it's something I have considered myself too. I think at this point in time, it's not part of my MVP for the website and as I'm a bit limited on time, I'm going to build it initially without it. If I have time left at the end I may consider adding some sort of rating / review system. Perhaps just a number next to the title of the accommodation option, to indicate how it's been rated.

Oscar's feedback after I did a user test on him was very helpful as well. The pixelated google-maps issue is definitely just a prototype limitation and his note on a more legible body font is to be considered, however he was viewing it on a relatively small laptop screen and I think that's more the issue. I am going to adjust some aspects of the booking summary section and try out some of his suggestions. This was the part of the site I struggled with the most & it's great to get someone else's perspective on it.

Updated Prototype

<https://www.figma.com/file/S9ETAfa6kUBwgKjS2UbFcS/Summative-2.3?node-id=0%3A1>

Web Proposal

<https://docs.google.com/document/d/1Hcg5PiwD-m7iqKSGhkLSICZWY51L6ivbmXMuEsAlmOI/edit?usp=sharing>

CSS / SASS Methodology

I will be using the BEM Methodology for the class names.

BEM stands for Block Element Modifier and I'm going to deploy it in my project as its one of the most popular methodologies and the one I personally prefer / am most familiar with.

BEM's goal is to get most selectors using a single class name. It's also used by various CSS frameworks, including Bootstrap.

Syntax:

`block__element --modifier`

Block - *Outermost parent element*

Element - *Children of parent block*

Modifier - *Variation of the block or element*

Example 1

`Btn__back--black`

Example 2

```
<header class = "header">  
  <div class= "header__logo">  
    <img class="header__logo--img">
```


Code Plan

Accommodation Links

Motel 2-4

<https://qma.co.nz/>

Hostel 1

<https://www.hostelworld.com/pwa/hosteldetails.php/Adventure-Queenstown-Hostel/Queenstown/46937?from=2020-11-20&to=2020-11-23&guests=2>

House 1-4

https://www.airbnb.co.nz/rooms/38901066/photos/875393745?source_impression_id=p3_1605744905_lk4Af1hyxWUWiztb&guests=1&adults=1

Hotel 1-2

<https://www.therees.co.nz/en-gb>

Social Links

Twitter

<https://twitter.com/purenewzealand>

Facebook

<https://www.facebook.com/purenewzealand>

Instagram

<https://www.instagram.com/purenewzealand/>

YouTube

<https://www.youtube.com/purenewzealand>

Head-section Links

- Boilerplate
- Responsive Tag
- Favicon
- Google Fonts
- Fontawesome / Icons8
- Bootstrap.css (CDN)
- jQuery-ui.css (theme)
- Sweetalert / Swiper
- Animate.style
- Plugins
- Your own CSS (style.css)

Script Links

- jQuery
- jQuery UI
- Popper
- Bootstrap
- Own Script (script.js)
- Google Maps
- Map Key (mapKey.js)
- Plugins
 - Swiper / Sweetalert

Project Folder

- images
- Js
 - script.js
 - mapKey.js
- sass
 - Style.scss
- css
 - Style.css
- index.html

CSS Transitions

- Background images and content-boxes fade in and out
- Mouse changes to pointer and button-background darkens when hovering over CTA buttons
- Text overlay slides up when hovering over accommodation options
- Automatic fading image carousel for detailed accommodation option

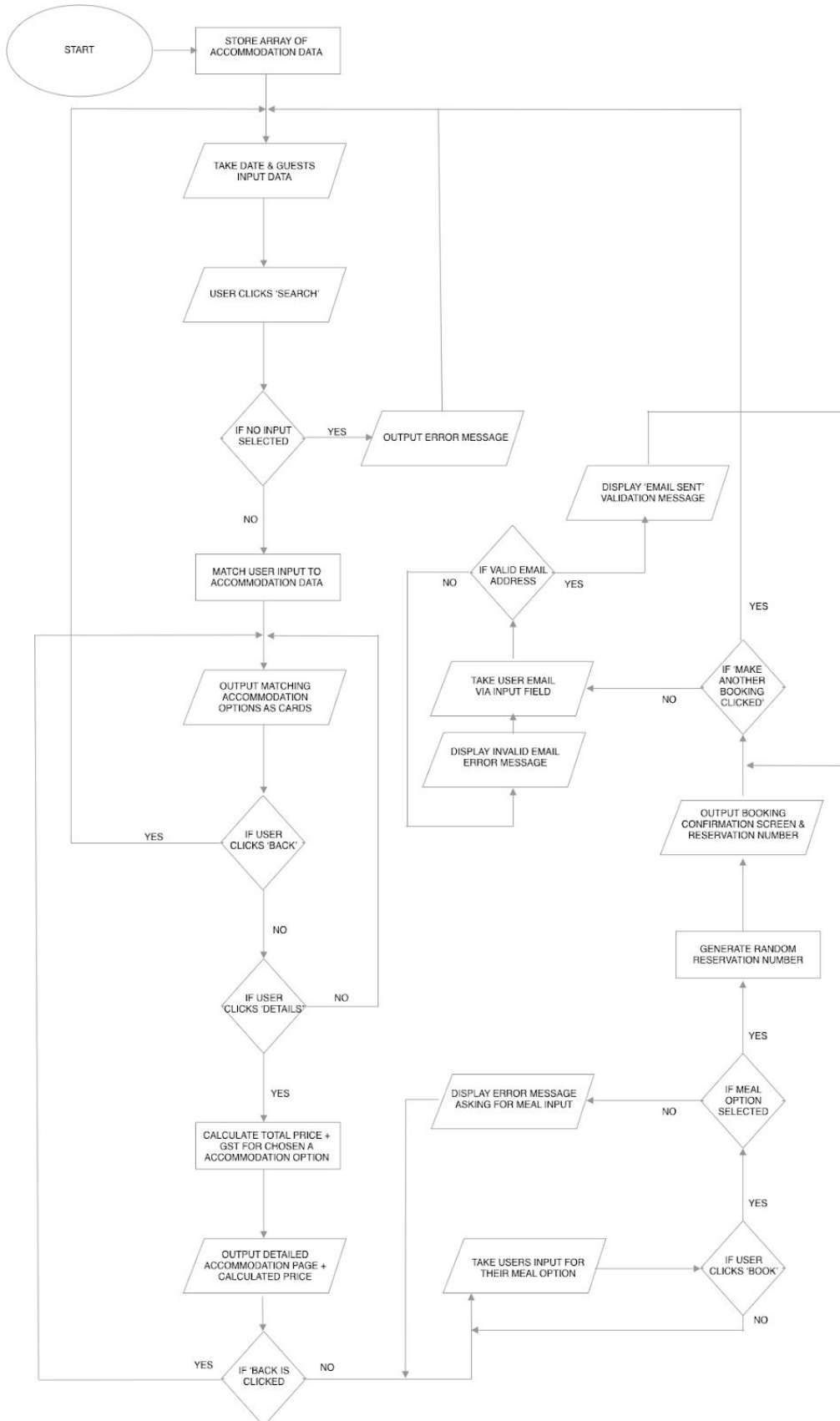
JS Functionality Plan

- Check-in and check-out opens jQuery-ui calendar dialogue
- Guests dialogue opens a drop down menu
- User can only select 1 to 5 guests
- User can only select 1 to 15 nights total
- An error message will pop-up if they select more than 15 nights
- Only relevant accommodation options will be displayed based on the users input
- Their chosen stay-time + guest amount will be displayed on the more detailed accommodation page, the total price + GST will be calculated on the right
- The total price will be recalculated when they select a meal option
- A random reservation number will be generated when the user clicks 'book' and it'll be displayed on the booking confirmation screen
- A small 'email sent' message will pop up when the user clicks on the 'send' button after inputting their email address

Algorithm

1. Store accommodation objects with properties (min / max days, min / max people, accommodation type, price & coordinates) in an array
2. After the user inputs dates, guest amount and clicks search, the system will match their input to the correct accommodation objects and display them in the form of cards. If the user doesn't give any input, the system will display an error message.
3. If the user clicks the 'details' button, the system will match the correct accommodation details and display the relevant information.
4. On the details page, the system will take the user's input from the very beginning (dates and guests) and display it at the bottom, under the booking summary. The system will also calculate the total price, including GST and display that.
5. If the user ticks one of the meal option checkboxes, a new total price and GST will calculate and it will update accordingly.
6. If the user clicks the book button, they will be taken to the booking confirmation screen, but only if they have ticked one of the meal options. If they haven't, an error message will pop up asking them to select their meal option.
7. If the user clicks the book button (and they have selected a meal option), a random number will be generated on the next booking-confirmation screen in order to create a reservation number. This will be displayed back to the user.
8. If the user inputs an email address and clicks the send button, a small message will pop up letting the user know their itinerary has been emailed to them. If the user clicks send without inputting a valid email address, the system will prompt an error message asking for a valid email.
9. If the user clicks 'make another booking', the system will reset and they will be taken back to the homepage in order to start the booking process over again.

Flowchart



Design Rationale

All deadlines, milestones and deliverables were met according to my Trello timeline, apart from my prototype and design adjustments. As you can see on the Figma prototype that I have created, I spent a lot of time on making it very visually appealing and not leaving any area untouched. Due to this meticulous attention to detail, finishing the hi-fi prototype and getting the feedback / design adjustments done took a bit longer than I had initially planned for. I decided this is okay, as I really wanted this project to stand out visually and so taking some more time to get the visual design style right in the prototyping phase is much better than later on when coding.

Another area I could've improved my time management in, is during the coding phase. I should've started working on my JavaScript functionality slightly earlier as this took much longer than I had expected initially.