

SUMMATIVE WEB PROPOSAL

11.11.20 - 04.12.20

Tourism New Zealand

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

Joshua van der Waay
6 Thorby Street, Wellington 6012

Strategy Phase.

Client Introduction

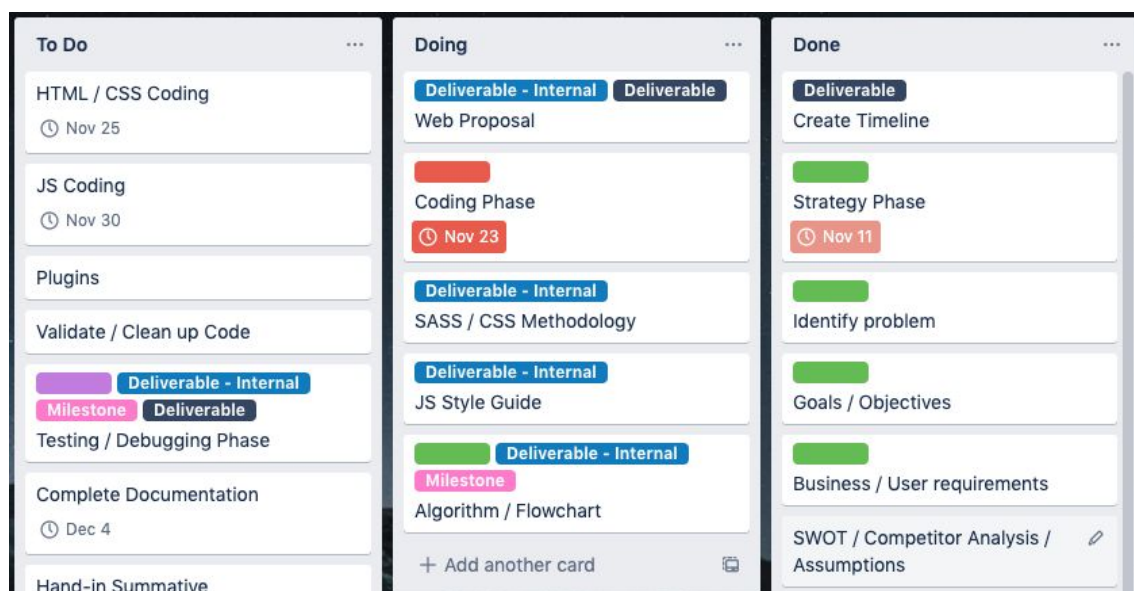
My client, Tourism New Zealand, works closely with the tourism industry to positively promote New Zealand internationally. The major tool they use to do this, is through their 100% Pure New Zealand marketing campaign. Since Covid-19, Tourism NZ has been helping support domestic tourism here in NZ.

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.

Planning

Planning for this project has been done with Trello:

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



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. 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.

Competitor Analysis

I analyzed several competitor websites. Here are the key findings.

- A welcoming homepage banner-image
- Easy and intuitive to navigate
- Use of a cohesive color scheme
- Attention-grabbing CTA buttons
- Spacious, modern layout designs
- Take dates and guests data
- Display relevant info (images, map, facilities, meal options etc.)

Assumptions

- Target audience will primarily be young kiwis looking for a local summer vacation
- Previous travel plan affected by Covid-19
- Primary TA will be urban city-dwellers looking for outdoor activities in nature
- Secondary TA will be older, wealthier AU tourists (trans-Tasman travel bubble)
- Users want a simple, easy to use booking system that's intuitive and familiar
- Users would respond well to engaging background imagery of NZ landscapes
- CTA buttons should attract the users attention and provide clear validation when they engage with it

Research Phase.

UX Research Goals

- Find users geographical location
- Justify whether their previous travel-plans were disrupted by the coronavirus
- What their primary reason is for wanting to travel domestically, and where
- Find out how many are they planning to travel with
- Give insight into their psychographic traits
- Determine the demographic and discover their personality, values and believes
- Gather data on their frustrations / pain-points, especially when booking online
- Their preferred booking and travel planning method

Surveys

<https://docs.google.com/forms/d/e/1FAIpQLSe5OIHbjFTaD92Ng9pRq0Gognvxdx2v1LWluVmurQA-znWVqg/viewanalytics>

Key findings:

- 70% of respondents are in their 20s
- Most work low-income jobs (barista, artist, student)
- Primarily living in cities, such as Wellington
- 66.7% had their travel plans disrupted by Covid
- Most are planning to holiday in NZ, several to Queenstown or elsewhere in Otago
- Visiting friends and family as well as enjoying outdoor activities such as mountain biking or hiking were listed as primary reasons for vacation
- Most users travel together with their friends
- Most users stay in an Airbnb or with friends / relatives
- A whopping 90% of respondents book their own accommodation and transport
- Users found bad user interfaces, hidden costs and knowing whether they have the right deal the most frustrating aspects of booking accommodation online

Interviews

Key findings:

- Both interviewees were in the assumed primary target audience age-range
- Interviewees usually travel in a small party (1-2 people)
- Skyscanner was the preferred booking website for both interviewees
- Interviewees would be more interested in hotels if they were more affordable

Research Analysis

The survey gave me some great insight into my potential user base / target audience. It confirmed my assumption that my primary target audience will be young to middle aged Kiwis. They also aren't high earners due to the occupations they listed.

My assumption that the TA would be primarily urban city-dwellers, and that their previously travel plans were disrupted by Covid, were also correct.

The interview results, although not quite as useful as the survey, still provided some good additional insight into my potential target audience. An interesting find was that both interviewees use Skyscanner as their preferred booking method. I intend to reference their website during the design phase, so that my users feel a sense of familiarity with the user interface.

Design Decisions

For cohesion with the Tourism NZ brand, I'll be using similar fonts as they have on their site

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.

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).

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.

Personas



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.



Name: **Miranda Hay**

Age: **47**

Location: **Brisbane**

Occupation: **Real Estate Agent**

Bio

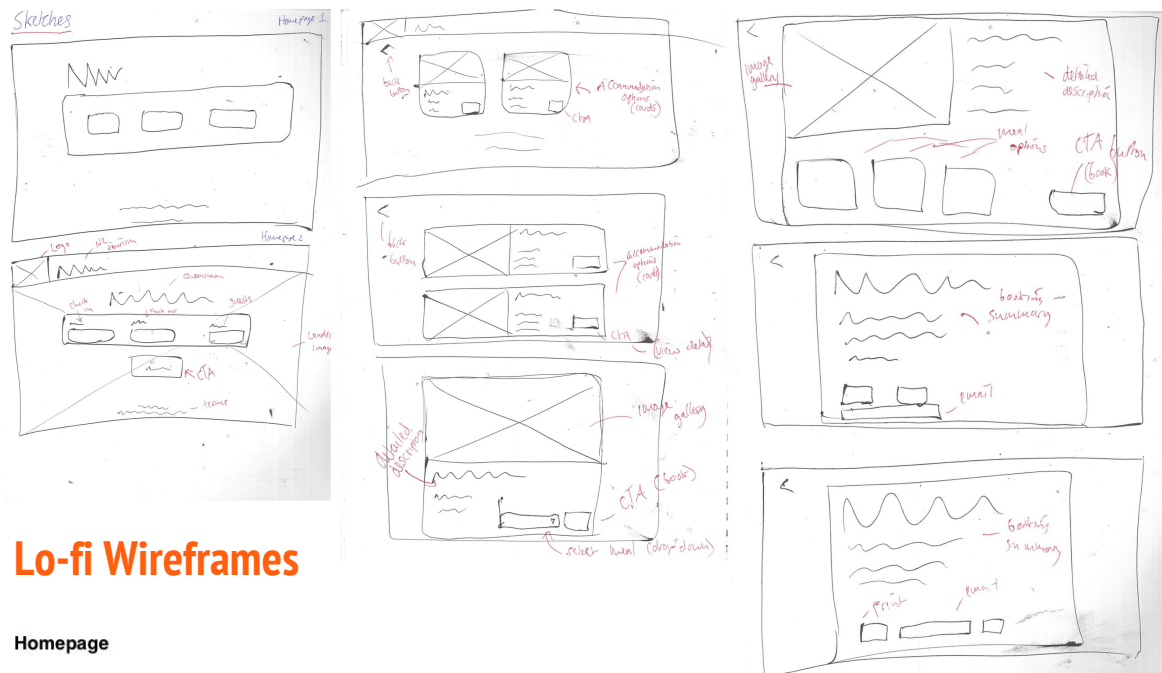
Miranda is a real estate agent from Brisbane, Australia. She's happily married to her husband, Greg and has two kids (who have left home already). She earns good money from her job, often dealing with high-profile / rich clients.

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.

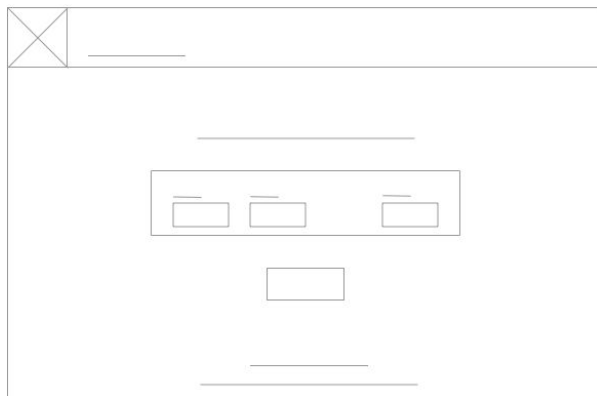
Design Phase.

Sketches

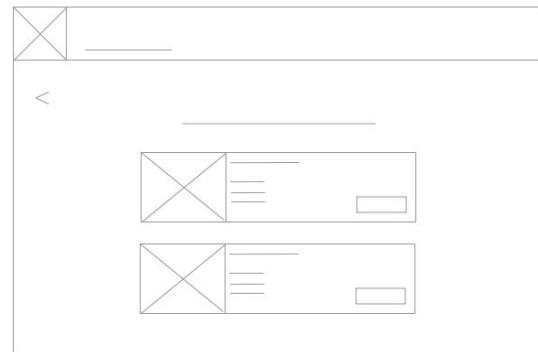


Lo-fi Wireframes

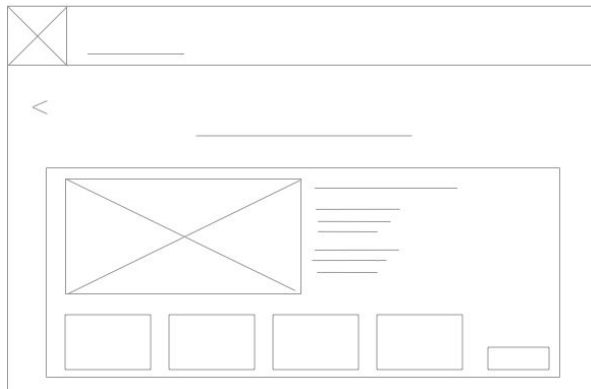
Homepage



Accommodation Options



Meal Options



Booking Confirmation



Visual Design Style

COLOUR PALETTE:



FONTS:

Babes Nue - for headings

Monsteratt - for body / paragraph text

I initially wanted to use the same body font as Tourism NZ (proxma-nova), but I couldn't find a free to use version of it. After some research I found Montserrat, which looks similar.


ICONS:



LOGOS:





100% PURE NEW ZEALAND





MEET THE WORLD


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

CHECK IN
 Nov 18, 2020

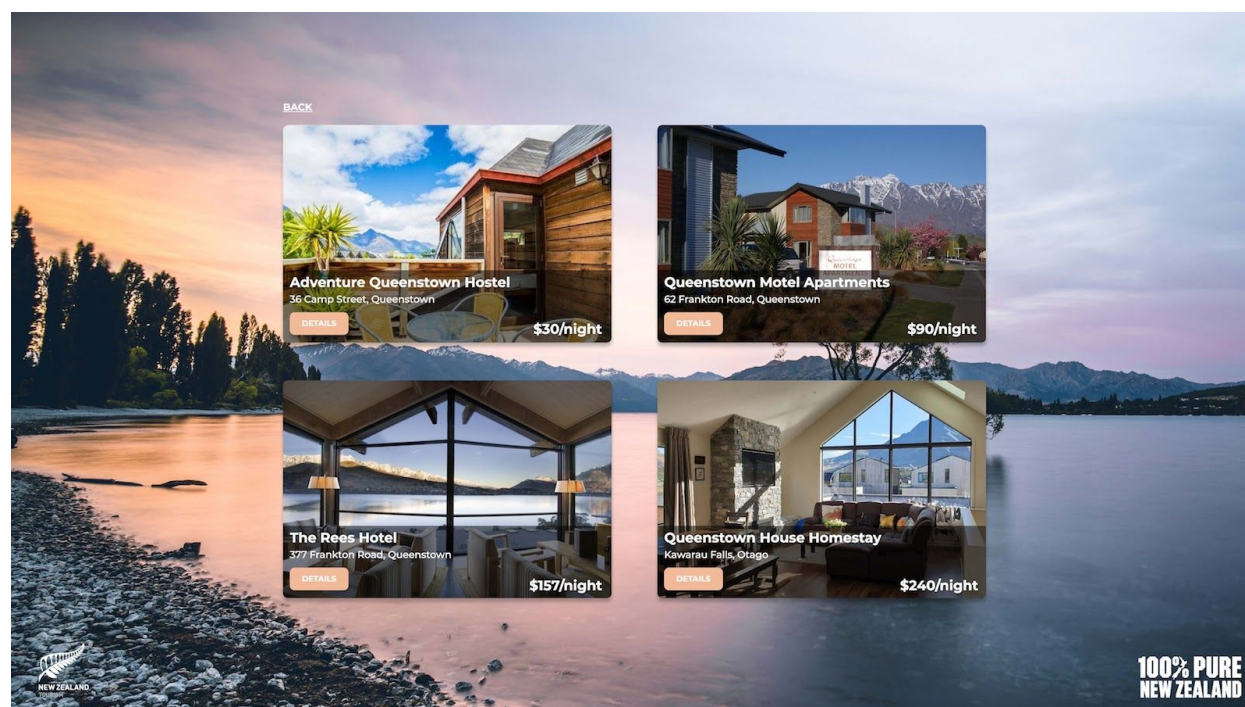
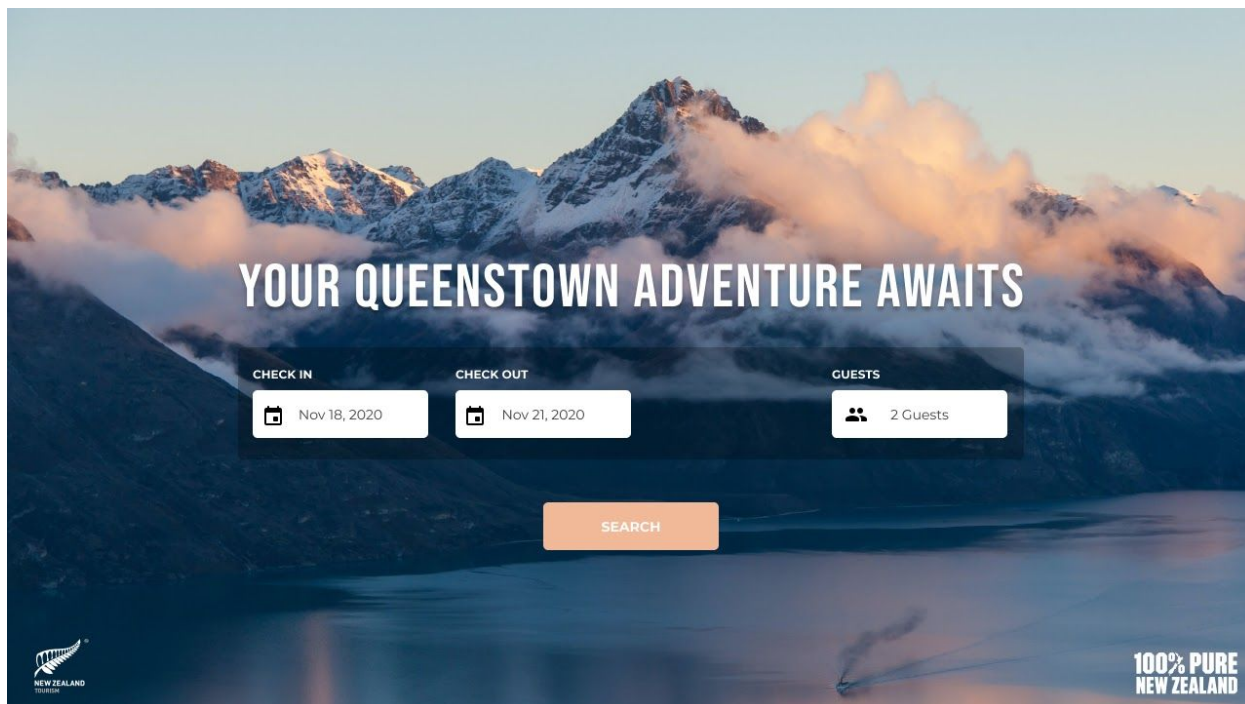
CHECK OUT
 Nov 21, 2020

GUESTS
 2 Guests 

[Let's go!](#)



Prototype - Initial Design



[BACK](#)

Adventure Queenstown Hostel


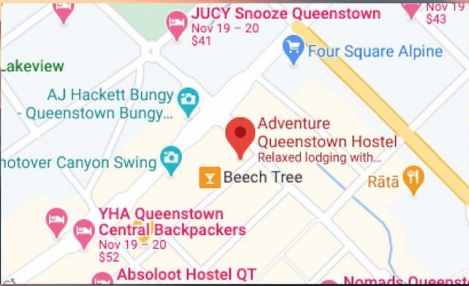
Welcome to Adventure Queenstown Hostel.

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

Wifi
 Washing
 TV
 Shower
 Parking
 Coffee
 Meals
 Landline

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

[BOOK](#)



YOU ARE ALL BOOKED!

Your reservation code is #526849

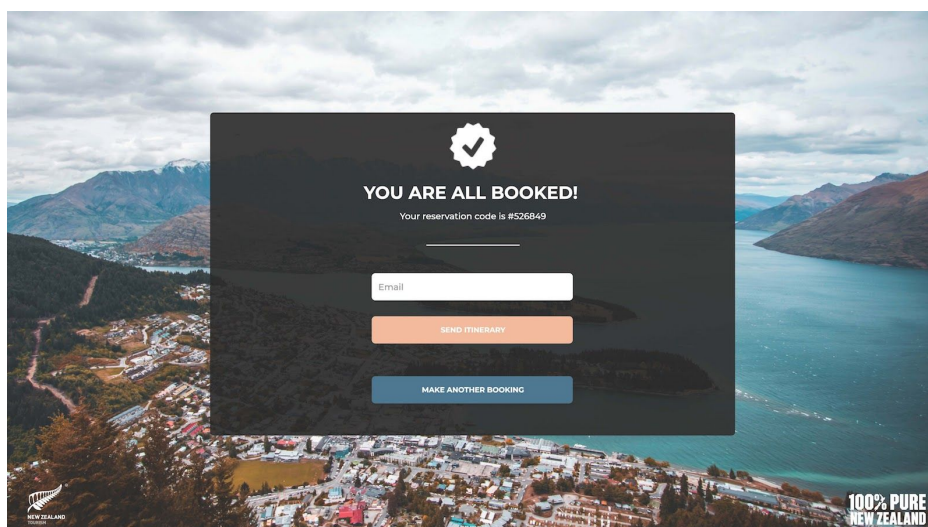
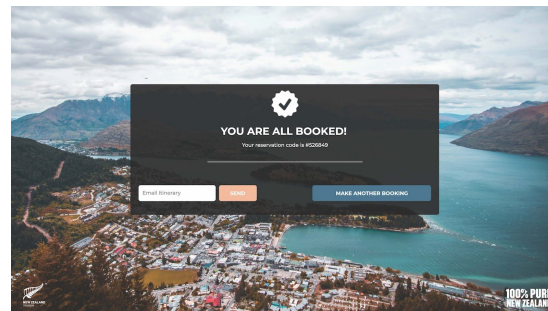
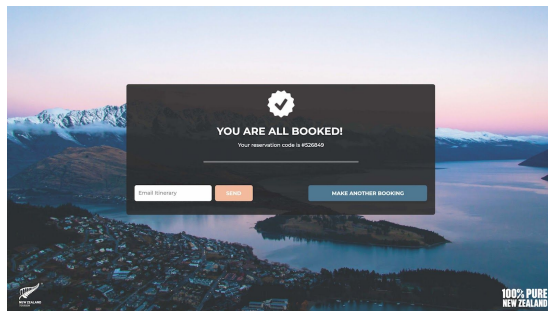
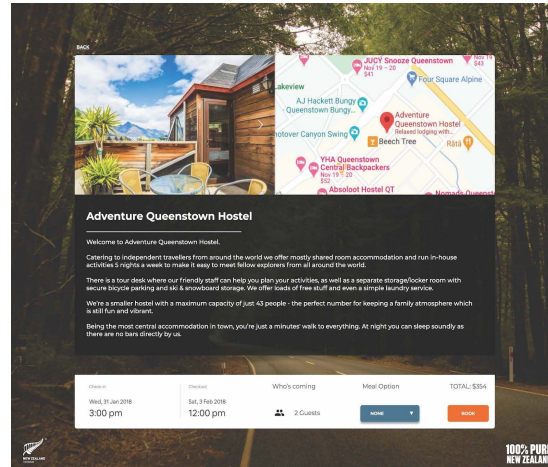
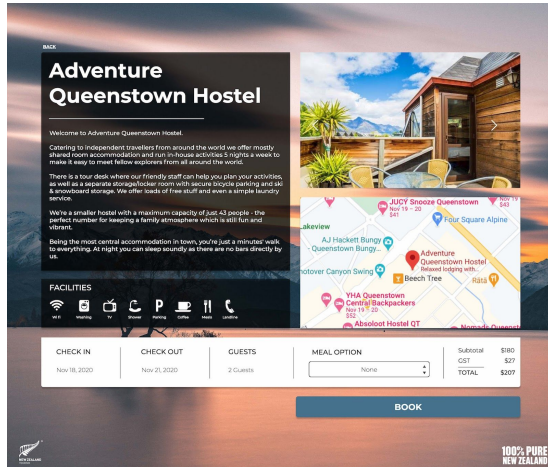
[Email Itinerary](#)
[SEND](#)

[MAKE ANOTHER BOOKING](#)




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.



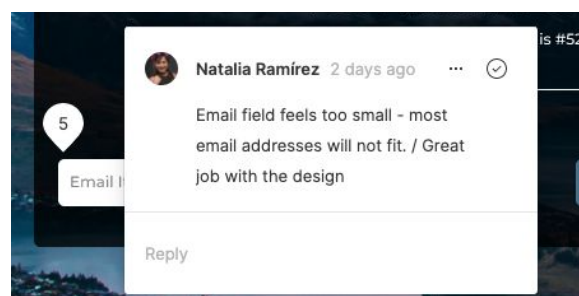
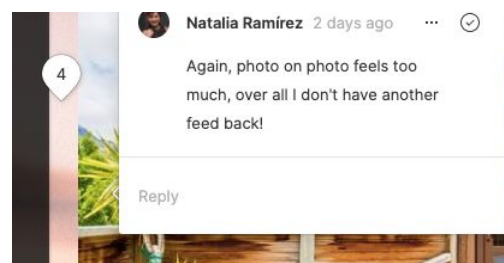
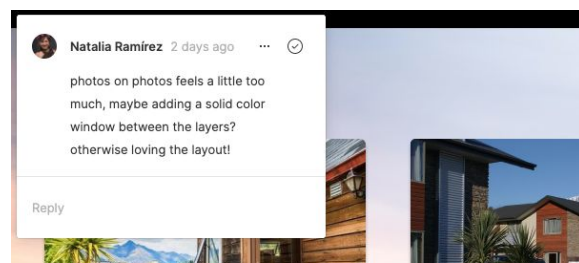
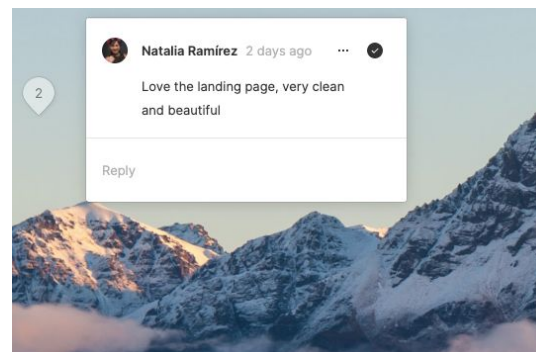
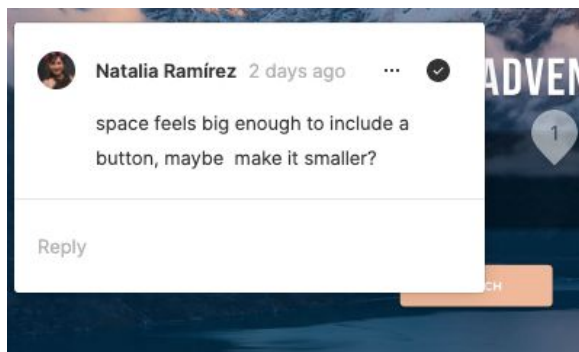
Users preferred the A version (1st image on the left) of both pages more. They stated it's cleaner and feels easier to use. They also noted it fits better with the overall color scheme and theme of the site.

User Testing

I conducted several user tests with the prototype. The key points were:

- Both users found the site intuitive and easy to use
- One user found that the drop down menu for the meal options wasn't very clear
- Both users liked the visual design style of the prototype
- One user found that the booking summary section could be emphasized better
- One user felt there was a ratings number missing from the accommodation options

Other Feedback



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 and 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.

The user tests were also quite useful. The note on the dropdown menu for the meal options not being clear, has made me consider drawing some more attention to it and making the available options a bit clearer. I am planning to change the dropdown menu to a checkbox-style input instead.

Another comment on a review 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.

I am also going to adjust some aspects of the booking summary section and try out some suggestions the user provided to me in regards to emphasizing the booking summary section. This was the part of the site I struggled with the most & it's great to get someone else's perspective on it.

Final Design

The final responsive prototype was done via Figma, here is the link:

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

The Agreement.

This section would usually detail an extensive agreement between the client and developer. It would feature in-depth terms & conditions, as well as a pricing section and lines reserved for both parties to sign.

As this is an educational project and I have limited time, I'm justifying that it's not necessary to write one for this project and that the site will benefit more from me spending this time doing something else, such as starting to code.