

# Elizabeth Wachiaya – Bootstrap Portfolio Project Outline

## Plebo.com - Creating Custom City Tour Itineraries

### 1. Introduction

For my portfolio project, I will create a website based on one of my design projects, which involved user research, task analysis, sketching and final design processes.

Plebo.com will be a website that enables users to create an itinerary of places and activities while in a particular city. It acts as a personal concierge by suggesting interesting places and/or activities, then guiding the user through the set itinerary on the day of the tour. The website will first be limited to Durham, NC locations with potential to expand to more cities.

The website will users range from Durham locals, tourists, students on field trips, etc. User research was conducted through interviewing people around Durham, and commonality among the interviewed was that they would like to explore what Durham has to offer but don't know where to start. They want straight forward suggestions of where to visit or events happening, they need help planning these visits and guidance when completing their itinerary.

Locations and activities listed in the website will be sourced from locals who are familiar with the city's hidden gems thereby providing visitors with unique experiences, rather than 'tourist traps', and in turn boosting the local economy.

## 2. Expected List of Features

Using information obtained from interviews, the main user needs were summarized as follows:

- Find places in Durham to visit
- Find events/activities happening on particular dates
- Help in planning when to visit places or attend events/activities
- Share tour plans
- Manage tour plans
- Access past tour plans
- Get guidance on the day of tour

Consequently, user needs were categorized into high level features:

- Create Itinerary
  - List locations in Durham to visit
  - List events or activities happening in Durham
  - Show location or event details
  - Plan the dates they would like to conduct the tour
- Manage Itinerary
  - List upcoming and past itineraries
  - View itinerary details
  - Update upcoming itineraries
- Conduct Itinerary
  - Get guidance on day of tour in segments use of a timeline

### **3. Market Survey**

Websites providing a similar service include Vistacity.com, Triphobo.com, Itineree.com, Tripomatic.com and Sygic.com. While studying these websites, it was found that while they offer adequate locations around the world, their UI is not as friendly to navigate due to the volume of information contained on a page. This could prove to be confusing to the users which may lead them to abandon the site all together. Also, majority of locations listed included tourist traps, thereby lacking in the local, personable experience.

Plebo's UI will be clean and uncluttered. Information will be kept straight to the point with no promotions or ads on the page to distract visitors. Also, since location and activity ideas will be sourced from locals, the experience offered to visitors will be tailor-made to their needs, and also feel as if they have a personal tour guide, thanks to the "Conduct Itinerary" feature.

### **4. References**

1. Visit A City: Create Your Personal Travel Guide. (n.d.). Retrieved April 16, 2020, from <https://www.visitacity.com/>
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