

# **Elizabeth Wachiaya – Bootstrap Portfolio Project Report**

## **Plebo.com - Creating Custom City Tour Itineraries**

### **Introduction**

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 project will initially 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.

### **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 on 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.

## **Navigation Structure**

The main navigation will be comprised of two options:

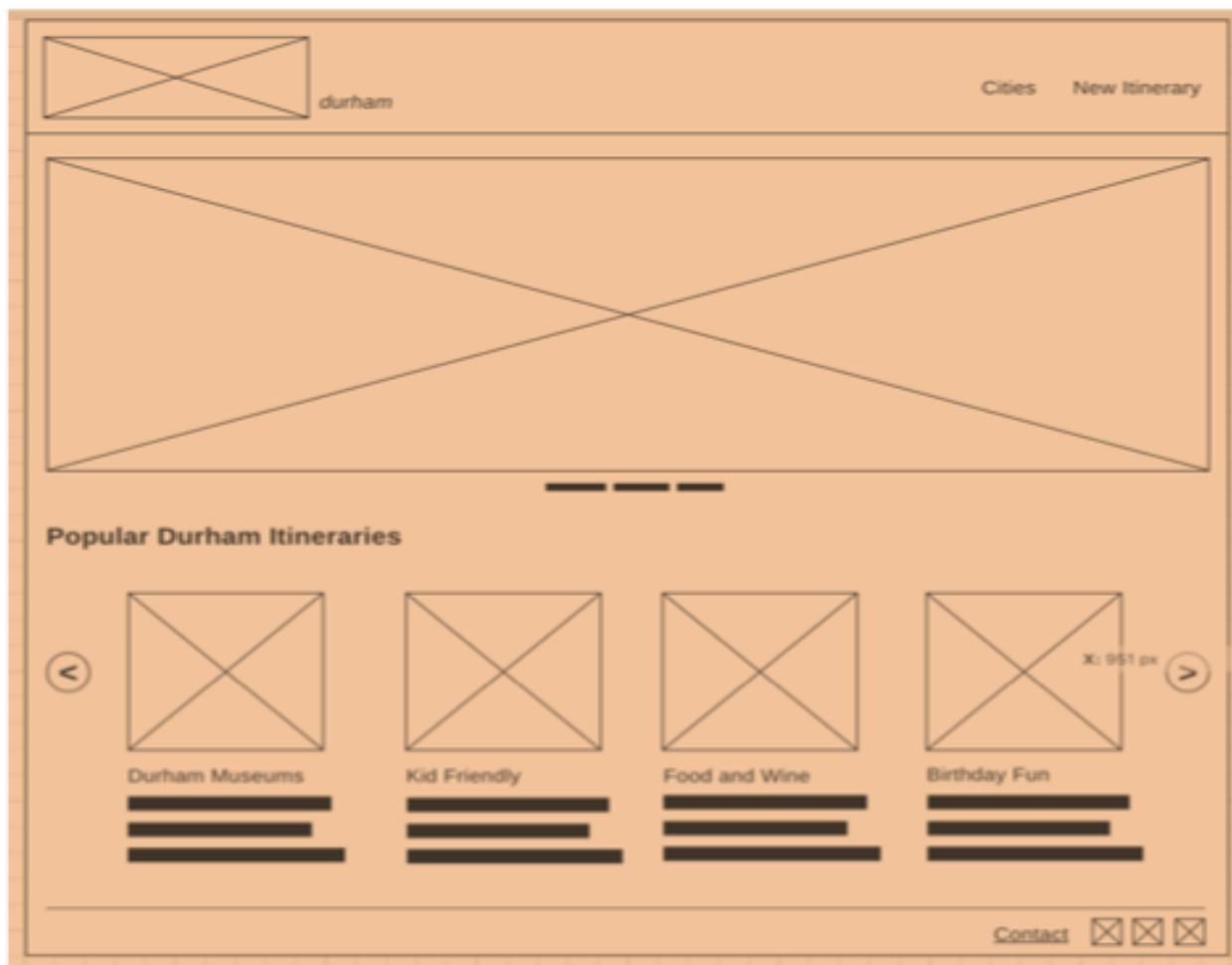
- Cities – Allow user to switch between different cities
  - This will present to the user a list of cities they can switch to browse city-specific locations and activities
- New Itinerary – To create an itinerary for both existing users and guests
  - Users will be presented with a list of locations and activities in the particular city. They can view a location's details and add them to their itinerary from the list or detail page.
- Current Itinerary – To view the locations/activities already added to the itinerary.
  - Users will be presented with a modal which will list the locations selected, which can also be cleared.

In addition to the main navigation, users will be presented with recommendation carousels which highlight popular itineraries and locations that they can add into their own itinerary

# User Interface Design and Prototype

The following are initial wireframes of the static content that will be developed in this project.

## Home:



## Location and Activities List page:

The wireframe shows a user interface for a travel planning website. At the top, there is a header with a logo (a square containing an 'X') and the word "durham". To the right of the logo are links for "Cities" and "New Itinerary". Below the header is a section titled "Locations & Activities". This section contains seven identical items, each representing a location. Each item has a logo, the name "Museum of Life and Sciences", a short description (represented by three black bars), and an "Add to Itinerary" button. The "Add to Itinerary" button for the first item contains the text "X: 811 px". Below this section is a heading "Popular Durham Itineraries" followed by four itinerary cards. Each card has a logo, a title, and a short description (three black bars). The titles are "Durham Museums", "Kid Friendly", "Food and Wine", and "Birthday Fun". Navigation arrows are located on either side of the itinerary cards. At the bottom of the page are links for "Contact" and social media icons.

durham

Cities New Itinerary

### Locations & Activities

Museum of Life and Sciences

Add to Itinerary

X: 811 px

### Popular Durham Itineraries

Durham Museums

Kid Friendly

Food and Wine

Birthday Fun

Contact

## Location Detail page:

The wireframe illustrates a user interface for a travel itinerary planning application. At the top, there is a header bar with a logo containing a square and an 'X', the city name "durham", and a user profile "Terry.M" with a circular "X" icon. Navigation links "Cities", "New Itinerary", and "My Itineraries" are also present. Below the header, the main content area features a title "Museum of Life and Sciences" above a large, empty rectangular placeholder with a diagonal cross and a note "X: 1017 px". A dashed horizontal line follows. The next section contains several thick black horizontal bars of varying lengths, suggesting a list of items or sections. To the left of this list is another logo with a square and an 'X'. To the right is a vertical list of five short black bars. An "Add to Itinerary" button is located at the bottom left, and a note "X: 1017 px" is at the bottom right. Below this is a section titled "Popular Durham Itineraries" featuring four cards with logos and names: "Durham Museums", "Kid Friendly", "Food and Wine", and "Birthday Fun". Each card has a small circular arrow icon (left for Durham Museums, right for Birthday Fun) and a row of three small square icons at the bottom right. At the very bottom, there is a footer with a "Contact" link and three small square icons.

durham

Terry.M X

Cities New Itinerary My Itineraries

Museum of Life and Sciences

X: 1017 px

---

Add to Itinerary

X: 1017 px

Popular Durham Itineraries

Durham Museums

Kid Friendly

Food and Wine

Birthday Fun

Contact

## **Implementation**

The wireframes were implemented using the Bootstrap framework, and although it is currently static, the list of locations added to the itinerary is stored using the localStorage property, which allows temporary data storage and access in the browser.

Some of the bootstrap features used in this project include bootstrap grid, navigation, carousel, icons, cards, card columns, modal, together with jQuery.

A major change I made from the design was to exclude the user account features, which include managing and conducting an itinerary. This was primarily because of the lack of an API and also time constraints. This will however be included in the next phase.

The following are some screenshots of the project:

# Home



[Cities](#) [New Itinerary](#) [Current Itinerary](#)



## Popular Itineraries



### Museums in Moscow

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

### City and Game

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### Wide Unparalleled Views

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### Exquisite Art Tours

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## Cities



[Cities](#) [New Itinerary](#) [Current Itinerary](#)

### Cities



Berlin



Helsinki



Nairobi



Denver



Moscow

### Popular Itineraries



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# New Itinerary



Cities [New Itinerary](#) [Current Itinerary](#)

## Locations & Activities



### Museum of Life and Science

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[Add to Itinerary](#)



### Eno River State Park

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[Add to Itinerary](#)



### Sarah P. Duke Gardens

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[Add to Itinerary](#)



### West Point On The Eno City Park

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[Add to Itinerary](#)



### Nasher Museum of Art

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[Add to Itinerary](#)



### Duke Lemur Center

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[Add to Itinerary](#)

## Popular Itineraries



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## Location Details



Cities New Itinerary Current Itinerary

### Museum of Life and Science

Add to Itinerary



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Add to Itinerary

- It has survived not only five centuries, but also
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### Popular Itineraries



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# Current Itinerary

plebo  
durham

## Locations & Activities

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**Current Itinerary**

[Clear all](#)

Museum of Life and Science

Eno River State Park

Sarah P. Duke Gardens

West Point On The Eno City Park

[Added to Itinerary](#)

[Add to Itinerary](#)

[Add to Itinerary](#)

## Popular Itineraries

**Museums in Moscow**  
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Contact [@](#) [f](#) [t](#)

## Contact



[Cities](#) [New Itinerary](#) [Current Itinerary](#)

### Contact Us

Receive updates to your email?  Yes  No

[Send](#)



## Conclusion

This project helped me grasp Bootstrap better and I enjoyed the journey from concept to implementation. The website has a clean interface, with only essential content, which will not confuse the user because of information overload.

Ideally content should be delivered dynamically from a data source, including, in this case, the locations, images and details. Currently the site has placeholder content, which will in future be changed to contain dynamic data. It will also be optimized to be used across different devices. Because of time constraints, dynamic features will be implemented in the next phase. I also look forward to adding features, like the ability to clear one location at a time from the itinerary, as opposed to clearing all of them, and also the ability for user to create accounts to better manage their itineraries.

All in all, it was an exciting and enriching project to work on in a short time.

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