Course: IT5017 Web Concepts

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# USER RESEARCH

## A. The Goal of this Document

The goal of this document is to provide user research. Part B is to provide descriptions, information and what we need to do for this Assessment. And part C is all about user research, Design Requirements, Interview Questions, Interview Questions.

## B. Assessment 1 Descriptions

TravelNZ provides New Zealand tourism services for travellers from around the world. The company delegates you to create a professional, responsive web application with a rich well-designed UI. After thorough discussions, TravelNZ decide to have at least three pages: Home, Tour and Contact. As a UI/UX designer, you must complete a user research report and create wireframes and prototypes for each page based on your report.

Task 1: User Research (400 words)

Before starting to design, you must write a user research report explaining the information the website needs; why that? And how you can improve the user experience. You can include a persona to help demonstrate your user research work.

Task 2: Create Wireframes

You need to create wireframes for each page based on your user research report completed in Task 1

Task 3: Create Prototypes

You need to create prototypes for each page based on wireframes competed in Task 2

## C. User Research

The user research is the first phase of the UX Design Thinking process.

This section will provide the user research I have done for the TravelNZ website using this process.

### 1. Gather Design Requirements

User-friendly interface: should be clean, clear, intuitive and convenient to use. So that the layout is easy to understand for users.

Mobile responsiveness: the website should be able to adapt to different screen sizes. This will help users access and use the app over many different devices.

Engaging/information design: The website should be designed to be visually appealing and engaging to users: since this is website with travel having images/video of locations and some text about it. Also using google map embeds would help users get to those locations faster.

Accessibility: The website should be accessible to all users, regardless of their abilities or disabilities. This should include good colour contrast and/or a toggle for colour blind mode and bigger text. This will help users with poor eyesight user the app.

Customizable search: the website should allow user to search for places/locations activity's that they would like.

### 2. User Interview Questions

* What's your age in a range? (Radio buttons)
* What sector do you work in? (IT, health care, construction, agriculture, retail, other)
* What do you already know about New Zealand?
* Can you describe your current process for finding new place/location to travel to?
* What are factors/inspirations that make you want to travel to a place/location?
* What devices do you typically use? (computer/laptop, smart phone, tablet, other)
* What haven’t we asked you today that you think would be valuable for us to know?

### 3. User Personas

Sarah is a 23-year-old that works full time as an accountant. She is very outgoing and in her free time she likes to travel and do actives. Some of the actives she like to do is adventure sports, wildlife encounters and Hiking/Nature Walks.

tom, a 50-year-old retiree: tom is a retired surgeon who has plenty of free time: now he likes to go traveling, site-seeing and getting out more: he enjoys walks on the beach and has taken an interest in Nature Walks

### Tsuda Yoshito Owner of a bookshop, self-employed 35 years old, lives in Japan. He is Married and has a 9-year-old child. He would like to travel to other countries and go, site-seeing with his wife and child. He would like to know of places/locations that would be good to go site-seeing at

### 4. Customer Journey Map (CJM)

User becomes aware of the Tavel website through various means such as search engines, social media, or recommendations form family, friends. Emotion: curiosity. Pain point: not knowing if the website is good or bad.

User changes langue/Accessibility settings so they can read it. The website provides a way to change the langue and size of text so that the use can read it if they are from a country that doesn’t speak English. Emotion: Happy. Pain points: unable to find content they like.

The user visits the website and starts browsing. They can search for content; look Places and locations the use must go (recommendations from us), from the image's gallery, or from reading about it on the website. Emotion: excitement. Pain point: difficulty navigating though the website.

The user makes plans and selects some locations on where they would like to go. The website provides information and images about locations and places to go to e.g., how to get there, what they can do there, etc.... Emotion: even more excitement. Pain point: may be hard to a learn about all the different locations on the website.

The user will talk about their time in New Zealand and recommends the website to other people that are coming to New Zealand. Emotion: Engaging with the community

### 5. Competitive Analysis

<https://maoritourism.co.nz/> is a website focused on Māori culture and locations of interests in New Zealand. it has a user-friendly interface that is easy to navigate and experiences tab for common places to go to.

<https://www.newzealand.com/nz/> is a website that is simple broad it what it offers. The website offers, destinations, things to do, itineraries, transport etc and a search bar for the user to find more content. it has a user-friendly interface that is easy to navigate and a language option to change the language.

<https://www.milford-sound.co.nz/> is a website focused on everything about Milford sound it. The website offers info about tours cruises and other things to do there. it has a user-friendly interface that is easy to navigate.

### 6. Problem Statements

#### 6.1 Home page

Main header with logo, search bar, assess ability settings /langue settings.

Nav bar for common pages

Then big video with black bars top and bottom (like how u see in a movie)

Places and locations the use must go (like a recommendation)

an image gallery

Then footer for other information eg

Find us:

Contact us: Contact us directly, site feedback.

Help: FAQs, about, terms of use, privacy policy cookies mange privacy settings

Other; idk

#### 6.2 Tour page

Main header with logo, search bar, assess ability settings.

Nav bar for common pages

Tour page will have information about the tour / location.

Then footer

#### 6.3 Contact page

Main header with logo, search bar, assess ability settings.

Nav bar for common pages

Contact page will have and address branch locations, phone number of people to contact, and email address and a form at the bottom with name, email address and message box, with some extra information on the side.

Then footer