## **Final Project HIT Designs**

## Survey 1: Initial questionnaire

Objective: Gather locations, descriptions, and photographs

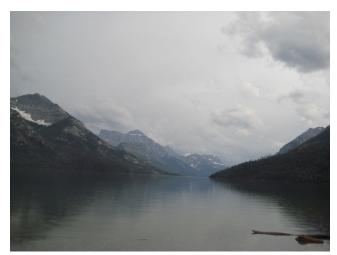
Qualifications limited to specific US states (Example: TX Resident)

Example responses for a Canadian resident in Alberta:

1. Alberta.

2. Waterton Lakes

- 3. Natural/wilderness reserve or area
- 4. Anytime but winter
- 5. Nice views, tranquil scenery, low numbers of other tourists.
- 6. 3



Questions:

7.

- 1. What city do you live in?
- 2. What is a hidden gem in your city/local area? (A restaurant, place, overlooked tourist attraction etc. that isn't very well known) Please provide a specific location.
- 3. What type of location is this? (Radio Button answers with 'Other' text box option)
  - Natural/wilderness reserve or area

- o Beach area
- Entertainment center (for example: music venue, sports center)
- Cultural/heritage site
- Museum
- Historical Landmark
- Factory
- Speciality or Thrift Store
- Food place (cafe, street food stall etc. not restaurant)
- Other: please provide description in text box below
- 4. Best time to visit (if applicable)? (Fill in the blank)
- Please provide a description of why you recommend this hidden gem. (Minimum 10 words)
  - Perhaps provide examples of a couple of descriptions in the instructions tab
- 6. Please rate how popular this location is. (Scale from 1 to 10, 1 being unpopular, 10 being popular)
  - Perhaps provide examples of some ratings in the Instructions tab
- 7. If you are willing for a photograph taken by yourself to be displayed on a website, please upload a photograph you have taken at this location. Please do not upload photographs taken by other people. Alternatively, upload a photograph taken at a location near the location you have recommended.

## Survey for Phase 3: "Upvoting" Locations

-- Given some location --

Limit qualification to people in the same state as the given location

- The above location is a tourist destination in your state. Choose one of the following options that best represents your relation to the destination.
   (Radio buttons)
  - I have been there
  - I haven't been there, but I have heard of it

I have never heard of it

If you have never heard of it, research it online.

- Based on your knowledge, do you recommend/recommend against going there?(Radio buttons)
  - Yes
  - No
- 3. Please provide a description of why you recommend/recommend against going there. (minimum 50 words)

## Surveys for Phase 4(s): Refining Recommendations

- -- Given some location --
  - 1. The above location is a tourist destination in your state. Check all descriptions/images that most makes you want to visit, and check all URLs/links that you'd think would be useful for a tourist.
    - Check boxes for descriptions
    - Check boxes for images
    - Check boxes for relevant websites
- -- Given some photograph --
  - Do you think the photograph above seems to depict the following location: Location
     Name
  - 2. Please rate the photograph. (Scale from 1 to 5, 1 being low quality, 5 being high quality)