User Research Report

What information does the Travel NZ website need?

After researching travel trends, I found that, in my opinion the best way to categories different tourists is by Demographic and somewhat relationship status to represent the type of people that may be accompanying them. As you will see in my personas list, I have split the tourists into 4 groups. Young solo travelers ages 18 –30, adults in their 30s – 65s, Retirees (65 plus) and young families (mixed ages).

From categorizing these and researching trends in the different demographics, I have found the main essentials for the website are as follows.

- Promotions and discounts.
- Package deals.
- Flights, accommodation and transport all being on the same site.
- Different types of transport.
- Tours of all lengths.
- Information on activities in all destinations.
- A modern clean look.
- Connected to social media accounts.
- Contact page.
- Destinations

Why do we need *this* information on the website?

- Promotions and discounts – These are important for Gen X and Millennials as they are likely earning less money so are looking to save.

- Package deals– A study from Condor Ferries shows that Millennials and Boomers like the comfort of packages because the itinerary is already organized for you.

- Flights, accommodation and transport all being on the same site – This is important to create ease and organization when booking, having it all in one place keeps it simple for the client booking. Making plans that match up can be overwhelming and confusing. This will help aid the struggle.

- Different types of transport - 41% of Boomers are likely to book a cruise according to statistics from Condor Cruises. Also 43% of Gen Xers travel by car. A transport tab will be used a lot.

- Tours of all lengths – Solo/ young travelers are likely to book tours because it is an easy and safe way to meet new people and see their destinations. I say all lengths because people's travel dates can vary, however most people now are traveling for about 3 weeks minimum. There are day tours such as city or hike tours available all around for people with shorter trips or less commitment. Most people enjoy tours as they cover most goals, and they take all the stress of organization away.

- Information on activities in all destinations – Not all people know what the activities available are in their desired destination, so this is an important page. Young families need a lot of flexibility as they must work around the kids and their energy levels. As well as young travelers being favorable to having a lot of freedom in their itinerary. Being able to view activities for spontaneity is needed.

- A modern clean look – Younger generations are doing the most traveling so making the site appealing to that audience is ideal.

- Connected to social media accounts – Under 30's demographic relies a lot on social media, having this connected they will be able to connect with other travelers as well as see reviews and opinions on our products and other travel experiences.

- Contact page - For any customers asking questions to do with bookings made on the site etc. Customers can easily reach out to us with any problems through this feature.

- Destinations - This page is an amazing place to explore where you want to go, helping customers make goals for their travels and showing them options they may not have seen before.

How can I improve the user experience?

The main part of planning a trip is booking everything, so on my home page I would like to have a booking tab similar to when you search for flights, and this will have flights, accommodation, transport or other options. Having it on the front page is straight to the point and easy and having transport accommodation etc., in the same spot means they know where to come back to when planning all the separate parts of their trip.

From my research I have also gathered that tours are used by all age groups. I would like to have a page just for tours and sightseeing packages, this will feature discounted and top-rated options.

I want to design a clean and simple website to fit the modern look. Also booking trips can be stressful, I don't want the website to be complicated or over stimulating. I want it to represent a clean, pure New Zealand, having blues and greens and photos showing off our beautiful landscape that people travel so far to experience.

References:

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