

# UX Planning Worksheet

## *Using the 5 UX Planes and Design Thinking Process*

Project Name

Use this worksheet to guide your UX planning phase step by step.

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### 1. Strategy + Empathise and Define

**Goal: Understand the problem and user needs.**

Empathise:

Who are your users?

- LGBTQIA+ community holidaymakers,
- Travel industry investors
- Hoteliers evaluating the options for hotels in this Niche

What problem are they facing?

- Traditional OTA's don't provide options for this niche's customers
- There is seldom enough local offer to have a profitable revenue marketplace for OTA's

What is your main goal?

- Quantify the interest among plausible customers for this niche.
- Convince investors and partners that this is a niche with its subsegments, with a future.

 Write a few bullet points based on research or interviews:

→ Most OTA's provide "gay-friendly" as option for hotel selection, but not "only gay", "gay owned", "Queers welcome" or "Rainbow family".

→ Existing OTA's are in reality glorified blogs, with at best aggregate OTA and links – updated manually.

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→ Few LGBTQIA+ destinations have enough hotels of this niche to justify a profitable revenue-based OTA activity.

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### Define:

What problem are you solving?

Launching a framework for hotels to individually aggregate, even if the market isn't ready yet.

 Write your user problem statement:

LGBTQIA+ Traveller User needs a way to get informed of the existence of the project and register so that they can follow.

LGBTQIA+ Traveller User needs a way to show support for the initiative so that they can donate.

Investor Users need a way to book an appointment so that they can meet and get pitched.

Prospective hotelier Users need a way to receive information about hotels of this niche so that they can prepare for what is coming their way.

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## 2. Scope + Define and Ideate

**Goal: Identify the core features and content needed.**

Brainstorm possible functional/content requirements:

- |  |
|--|
| <input type="checkbox"/> Core information about the OTA project                      |
| <input type="checkbox"/> Book an appointment to talk about investment or partnership |
| <input type="checkbox"/> Registration to receive updates                             |
| <input type="checkbox"/> Links to crowdfunding                                       |
| <input type="checkbox"/> Link to show support – “buy me a coffee”                    |
| <input type="checkbox"/> Information about LGBTQIA+ hotels for prospective hoteliers |

Prioritise your ideas:

**List must-have features:**

- |  |
|--|
| <input type="checkbox"/> Core information about the OTA project                      |
| <input type="checkbox"/> Book an appointment to talk about investment or partnership |
| <input type="checkbox"/> Registration to receive updates                             |

**List should-have features:**

- |   |
|---|
| <input type="checkbox"/> Link to reward-based crowdfunding        |
| <input type="checkbox"/> Link to show support – “buy me a coffee” |
| <input type="checkbox"/> Company features - About                 |

**List nice-to-have features:**

- |  |
|--|
| <input type="checkbox"/> Information about LGBTQIA+ hotels for prospective hoteliers |
| <input type="checkbox"/> Technologies involved                                       |
| <input type="checkbox"/>   |

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### 3. Structure + Ideate and Prototype

**Goal: Organise content and user flow.**

Describe how users will interact with the system (step-by-step):

- |   |
|---|
| → Landing page with hero picture, elevator pitch and 2 differentiated CTA – investor/partner and interested user of OTA   |
| → For investors/partners – brief description 10 sentences + “read more” – CTA: “Meet me to hear more”   |
| → Investor+partnership registration with “book timeslot” (ext. link)- If possible, confirmation page with either links back to site or branding                             |
| → Short customer pitch with links to “Register for further developments”, “Crowdfund this project” (ext. link) and “Encourage our initiative – Buy me a coffee” (ext. link) |
| → Detailed business project “Executive Summary” of business plan as “Read more” link destination for Investors+partnership  |
| → Register for more information - form  |
| → Information for prospective hoteliers about LGBTQIA+ hotels – CTA   |
| → About page  |

Site structure or layout ideas:

(Use the drawing insert in the table to sketch or describe page structure)

- Index.html
- Holigays home page – mirror index, for the loading on the Arlesiana website
- Investors and partnerships landing page
- Investors and partnerships registration form, unless embedded appointment interface collects that information too
- Appointment confirmation page, if needed
- Prospective customer landing page with external links to “Crowdfunding” and “buy me a coffee” and link to
- “Register for further information” form
- “Read more” page for Investors/partners
- About page
- Information for hoteliers
- 404 page

### 4. Skeleton + Prototype

**Goal: Create a wireframe layout.**

Think about your layout:

- Where will key interface elements go (e.g., nav, CTA, tasks)?
  - Navbar will be located at the top of the pages. It will contain the page links/hamburger menu and the logo of Arlesiana (link to arlesiana home). Needs to be a light colour, since the Arlesiana Logo is black and white.
  - CTA should be playful and attractive, and available at the bottom of each paragraph of the landing page, whenever the page is going to require a real action. Whenever the destination is an information page, use links.
  - Footer will contain traditional impressum information, copyright and SM links
  - The about page will contain LinkedIn banners
- How will the user interact with these elements?
  - Links and CTA's to be clicked. Forms to be filled. Timeslot to be selected.
- What will the visual hierarchy look like?
  - Traditional F:
  - Navbar
  - Hero image with Header 1 including catchphrase
  - Two Short pitches in parallel columns – one for investors/partners another one for end-users of OTA, both with their respective CTA.
- To fill-up information for hoteliers. Five links in boxes with pics, but with href to bookmarks in the same document to simulate the website being with abundant information and the project more advanced than it is.


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### 5. Surface + Test


**Goal: Apply visual design and gather feedback.**

Design choices (colours, fonts, branding):

 Background: Off-white, Colour swatch from basic colours as used in the official LGBTQ banner – not extended banners

 Font-colour picked from hero picture. CTA colour scheme to be taken from swatch.

 Logotype use Arlesiana logo (black and white) contrast with Holigay swatch. The click on logo takes you to Arlesiana website.

 Not yet Holigays-specific final branding (leave open for investors or partners) or logos. Use generic LGBTQAI+ related branding to not commit too early. Use very light neutral colour filter on assets to simulate uniform branding possibly “Tekhelet” (#075299) or “Egyptian Gold” (#E7C38A)

User feedback questions:

- Was anything hard to find?
- Did the layout feel intuitive?

Write down 2–3 pieces of feedback & improvements:



### Final Checklist

☐ I understand my users' needs

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- ☐ I've defined clear features and structure
- ☐ I've prototyped and refined based on feedback
- ☐ I can explain how each decision meets user goals