**TU858 SDEV2004 Software for the Global Market (5 ECTS)**

**Continuous Assessment Semester 2 2023-2024**

**Individual Project Documentation**

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# Introduction

For this SDEV2004 assignment, I was assigned the [Wild Atlantic Way](https://thewildatlanticway.com/) website, and the following Personas:

* [Persona C](https://brightspace.tudublin.ie/d2l/le/content/286626/viewContent/2616971/View)
* [Persona D](https://brightspace.tudublin.ie/d2l/le/content/286626/viewContent/2616972/View)

To complete the assignment I went through an issue identification step of the assigned website, and ideated through multiple versions of a prototype user interface, while making considerations for my two personas.

This report will discuss and showcase the following:

* The designed personas, and their relevant considerations,
* The design process and some photos of the final prototype,
* The internationalisation (I18n) and culturalization strategy utilised,
* In-detail discussion of the prototype,
* A conclusion of the project.

# Personas

For this project, I was tasked to consider two personas:

* A married parent from Korea named Ji-woo Choi,
* A single mother from the Netherlands named Bethe van der Boor.

As part of the project, we are only given their names, locations, education, motivations, etc.

One of our first tasks is to complete the Psychographics, Communication Style, Behaviour and Social Norms, and Frustrations and Pain Points cells within the persona profiles.

On the following pages are the two completed profiles.

**Ji-woo Choi**

**A person holding a clipboard

Description automatically generated**

Fig 1. A screenshot of Ji-woo Choi’s persona grid.

**Betje van der Boor**

**A person smiling at the camera

Description automatically generated**

Fig 2. A screenshot of Betje van der Boor’s persona grid.

Furthermore, these four cells which were developed are then expanded to ‘How Might We?’ questions, which serve to guide the development of the prototype. They are posed as questions to directly correlate to answers. Then, these questions are further developed into hypotheses which are used as cornerstones in developing the final prototype.

Three ‘How Might We?’ questions were created for each persona, listed in the table below:

|  |  |
| --- | --- |
| **Ji-woo Choi** | **Betje van der Boor** |
| **How might we** account for her focus on family? | **How might we** showcase the culture & eco-friendliness of the Wild Atlantic Way? |
| **How might** we create effective communication for her? | **How might we** advertise the Wild Atlantic Way to individuals and single parents? |
| **How might we** minimise her frustrations? | **How might we** improve the trip-planning experience? |

These HMW questions were modified into hypotheses to act as focus areas for development:

|  |  |
| --- | --- |
| **Ji-woo Choi** | **Betje van der Boor** |
| Familial relationships and shared experiences should be emphasised | The WAW should be advertised as being eco-friendly and having a strong cultural background |
| The messaging should be clear and to-the-point, and assistance should be easily available | Group packages, targeted imagery and content should be used |
| The site should be proactive and give the most sought information first | Provide easy-to-digest information for planning trips |

For the prototype, each HMW question and hypothesis was considered for the relevant section in the prototype. These will be discussed further in the report as they become relevant.

# Design

This section of the report will cover issues identified with the original site design, wireframe designs of the prototype, the impact of personas on the design. Screenshots of the final design will be shown in the Prototype section.

**Original Site:**

There are many noted issued with the origin Wild Atlantic Way site which have been compressed into a list:

* German text on the English site,
* Low-resolution hero image,
* Confusing / seemingly hidden buttons,
* Improperly labelled buttons,
* A blog that is not a blog,
* Very poor cookies & consent toasts,
* Excessive content.

Outside of these issues, the overall layout of the site and some content was enjoyable and well-made, which were kept or used as inspiration. Some text content and images were re-used in the final prototype.

**Wireframe:**

From this, I created a 4-image wireframe of the landing page (The page that was targeted as the prototype:

|  |  |
| --- | --- |
|  |  |
|  |  |

Fig 3. A scrolled version of the wireframe for the Site’s landing page.

The design was deliberately left vague for further expansion, but took inspiration from the original WAW site.

**Differences by Persona:**

I used the HMW questions and hypotheses to design a few differences which are present, the notable difference(s) for each row is *italicised*.

|  |  |  |
| --- | --- | --- |
| **English (Control)** | **Korean** | **Dutch** |
| **English Language** | Korean Language | Dutch Language |
| **Images of nature** | Images of *family* | Images of *single parent / individual* |
| **Dropdown language select** | Dropdown language select | *Flag-based language select* |
| **Title & Arrow Hero** | *Hero also has icons for family, experiences and the world* | Title & Arrow Hero |
| **No chat feature** | *Chat feature* | No chat feature |
| **Discover button** | *‘Adventure Checklist’ feature* | Discover button |
| **2 Paragraphs about WAW** | *Bullet points about the WAW* | 2 Paragraphs about WAW |
| **Start & End location planning form** | Start & End location planning form | *Pre-made trips w/ ticket prices & carbon emissions* |
| **Travel guide talks about car trip** | Travel guide talks about car trip | *Travel guide talks about a bus trip* |

These differences consider all personas and HMW questions.

# Internationalization Strategy

**Language Support:**

To handle I18n, pybabel (package name flask\_babel) was used for in-place language replacement. Translatable texts were marked with a specific sequence and then translated with translation software.

Pybabel is made aware of the language session variable and will replace the text with its relevant language variant during the server-side rendering phase.

Three languages are available to the user, English (en), Korean (ko\_kr) and Dutch (nl). All of the HTML code was written in English to improve the Developer Experience (DX), and then translated through pybabel

A screenshot of a computer screen

Description automatically generated

Fig 4. An in-IDE screenshot of the Korean main section with the text-replacement tags visible.

**Differing Elements / Design Support:**

To support differing elements, the navbars, heroes, and main contents was split by locale in the filesystem. Using the Flask block system, they were easily integrated on a per-language basis.

A screen shot of a computer code

Description automatically generated

Fig 5. An in-IDE screenshot of index.html showing the use of blocks and a partial view of a git commit message.

A screenshot of a computer

Description automatically generated

Fig 6. An in-IDE screenshot of the localised HTML files for the navbar, main and hero elements.

The separated file method was used as opposed to if/else-if blocks in monolith files as I deemed it more organised and better for DX. While repetition was present, the size of the project is 99% the media.

**Folder Structure:**

To support

# Prototype

Document your implementation choices:

* Briefly explain someone can test your web page to verify your design.
* Refer to the relevant aspects of the prototype implemented.