

User Research Document: Travel NZ

Introduction:

The research we conducted on Travel NZ, a provider of New Zealand travel experiences for visitors from throughout the world, offers insightful information. This data directs the development of an efficient website, ensuring it achieves our customers' goals plus draws in the appropriate audience. I would like this theme to be carried out on his website. For us to build an efficient website for our clients and assist them in attracting the right audience for their needs, it is essential to fully comprehend what they want.

Method:

To get an in-depth understanding of the target population and their preferences, a multifaceted approach to user research was used. I have also mentioned conducting the competitive analysis and interview.

Competitive Analysis:

Three websites that compete for visitors to New Zealand were thoroughly examined by us. It was the goal of this analysis to identify advantages and point out weaknesses. These results will guide our strategy as we create an excellent user experience by creating a website that is amazingly effective.

Interview:

I had asked us to add the following features in his home page:

- ☐ What piques your interest in visiting New Zealand?
- ☐ Are there any specific locations you must visit?
- ☐ Travel trends or activities specifically that you would like to try?
- ☐ Interests in food and drink or New Zealand cuisines?

- ☐ Are you travelling alone or in a group?
- ☐ How long do you want our trip to be?
- ☐ What kind of travel do you want?
- ☐ What is your budget?
- ☐ What date are you planning?

Persona:

- ☐ Travel- Junu Shrestha
- ☐ Age: 23
- ☐ Gender: Female
- ☐ Location: Christchurch, New Zealand
- ☐ Job: Travel Agency

- ☐ Professional Status: Student with a secure job as a Travel Agency. Successfully operates a business with a substantial client base.
- ☐ Living Arrangements: lives with family and friends. This results in a hectic lifestyle that puts an emphasis on effectiveness and contemporary methods.
- ☐ Travel Preferences: We will tailor your ideal New Zealand experience based on your favorite trends, cuisine preferences, travel dates, budget, and length of trip, desired places, and objectives for sustainability.
- ☐ Creativity: By enhancing travel, creativity may transform routine journeys into remarkable adventures. Your encounters are made more original and inventive by it.
- ☐ Travel Expectations: Your journey is shaped by your travel expectations, which have an impact on the discoveries and adventures you wish to have.
- ☐ Interests: Enjoys hosting and taking part in fun get-togethers with family and friends.
- ☐ Preferences in Travel Services: They have an impact on the services, accommodations, and support you want while traveling, allowing us to tailor your vacation to meet your unique needs and preferences.
- ☐ Seeks services within the price range of \$1500-\$2000.
- ☐ Challenges: Seeks budget-friendly Travel services to accommodate his clients' financial constraints.

Requires prompt services to enhance his reputation as an event organizer.

How Travel Looks for Services:

- ☐ Current Providers: Depends on already-existing suppliers, running into schedule problems.
- ☐ Online research: Use Google to identify pertinent trips, then visit the companies' websites to evaluate their portfolios, services, and costs.
- ☐ Network Recommendations: Often receives advice from its professional network, which evaluates the services based on the strength of their portfolio.

Conclusion

Insights from user research and client preferences will allow us to design a personalized and exceptional New Zealand travel experience that satisfies each traveler's expectations and preferences.

Pages:

1. Home Page
2. Contact Page
3. Tour Page

- Subin Shrestha





