Design Summary

Melbourne Tourist Guide (Group 13)

1. Background Problem

Our task is to design and produce an interactive HTML interface for a target audience, to provide them useful information about the city of Melbourne. We have chosen *Tourists* as our target audience and we designed an interface "Melbourne Guide" that provides travelling information to various tourist groups during their stay in the City of Melbourne.

2. Purpose of Report

This report describes and evaluates the design decisions we took to create the user interface. These decisions were important in order to make our interface intuitive and easy to use.

3. Purpose of Design

The City of Melbourne is an international city that attracts millions of tourists every year. To help tourists from different countries, Melbourne Guide aims to provide trip-planning information to these tourists. Various information that is particularly useful to tourists can be found on our web page. Information about leisure activities, art galleries, public buildings, restaurants, accommodations, and transportation information is accessible through the interface. Our guide also provides the latest update about the COVID-19 situation in an area, daily and the hourly weather forecast is also provided to tourists visiting the city of Melbourne.

4. Design Rationale of Melbourne Guide

Overall our design philosophy was to design a simple web page with good aesthetics, for a target audience of diverse backgrounds. We wanted to provide the tourist with the most important information with less interaction. Therefore, the steps to get information in our design are kept minimal. We made sure the tourist gets what they want as quickly as possible with less effort which can only be achieved by a simple design. It is a single page design with no scrolls, so all information you need is on the screen. There are multiple parts of the interface, each part provides some vital information. When a tourist will visit the page, he can gather the following information from our interface.

4.1 Top Navigation

For our top navigation, we bundle up the most useful information a tourist will need. The first tab shows the information related to COVID-19. A COVID-19 tracker is given for tourists to get the latest COVID-19 situation in the area they are visiting. This information is obtained through web service so, it gets the latest update every day. We also provided a link to the official site of the Victorian health department in case the tourist wants to know the guidelines provided by the state they are visiting.

Public transport is very important for tourists as most of them would prefer to use it for travelling in the city. So, we provided our tourists with the most important information only. Such as how to get Myki, timetables, routes, group travelling, and fares. All these links will take the user to specific pages of the PTV official site.

We also added some information related to tourist attractions such as information related to Melbourne Zoo, Melbourne Aquarium, and NGV. Keeping the diversity in mind of our target audience, we made sure that people can have the information displayed on the map in multiple languages. We added 4 different languages other than English. We also provide tourists an emergency helpline number because we think it is very important to know where to get help when you are at a new place.

4.2 Left Navigation and Map

From the left navigation, you can simply choose your desired category and then a subcategory to browse different points of interest in the city of Melbourne map. The search function will also give you the location of the places you are looking for. Hovering over a suggested site icon on the map will get you further detailed information, for example, a booking option under a hotel icon. You can adjust the map by using zoom settings and location function on the right side of the map. The map pan option is restricted by bounds, so you can only move around the map within the boundaries of Melbourne. This is will help users to interact with the map easily. If you want to view the routing information from one site to another, you can put in the starting location A and destination B by either using the search function on the map or choosing from suggestions under categories. The default traffic route is a driving type, but you are free to switch your form of travelling to walking or cycling.

5. Key Design Features

Targeting specifically at international tourists, Melbourne Guide combines tourist attractions, a map of the city of Melbourne, travelling routines, local weather conditions, and other information together to provide tourists with assistance in planning visits to the city of Melbourne. Some key features are listed below.

- Melbourne Guide is a responsive interface design that supports multiple devices such as desktop, tablets, and mobile devices.
- Multiple languages including English, French, Russian, German, and Spanish are supported in our map design to ensure people can read maps in their native language.
- The map can be adjusted according to need by using the tools on the right side of the map, such as location identifier, zoom, and pan. The map is fixed within the boundaries of Melbourne
- This interface provides supportive information under each site, for example, when searching for hotels, a booking option is available.
- Melbourne Guide also provides detailed weather forecast, allowing users to check daily or hourly weather conditions, it shows maximum and minimum temperature along with different images per forecast. The colors change from red to blue according to temperature.
- The interface also provides access to a series of tourist websites including top attractions Melbourne and different Tours information within Melbourne.
- The interface also provides COVID-19 Information and COVID-19-Tracker with live data.
- It provides users with multiple routing types such as driving, walking, and cycling.

Summary

1. **Justifications of Key Design Decisions**
- Recent eye-tracking research shows that most users follow an F-shaped scanning pattern, keeping this in mind, we designed our interface in such a way that most important information is displayed on top and left of our interface.
- We deliberately created our map section bigger than the left section, because it will display some vital information a tourist will need, and a large map will make it easier.
- We used green color with 56 percent saturation, which is very soft on the eyes. While creating the hover functionality we used analogous color harmony. The font on the interface is mostly white because it passes all the color contrast tests which we performed by using converting colors website. We avoided black font color because it fails the contrast test with this shade of green.
- We have chosen the Basic base map from the map box as it gives all the information which we required for our target audience.
- We differentiated the colors of icons on the map from the map background to ensure icons are visible to the users.
- Different images are used to display weather forecasts such as a sunny, rainy, and cloudy day.
- The maximum temperature is displayed in red and has a boldface type in order to get the attention of the user.
- The map pan option is locked within the boundary of Melbourne Local Government Area.
- The search result suggestions are filtered. It only provides suggestions within the state of Victoria.
- The hover styles are change to clickable icons when this display is used in smaller devices.

2. Some important User Case

2.1 Planning Your Trip

A French tourist just arrived in the City of Melbourne for a visit. He plans to stay for several days. So, he wants to know some interesting tourist attractions and make full use of his time in the City of Melbourne. Therefore, he can turn on the laptop and go to the Melbourne Guide website to gather travelling information about the City of Melbourne so he can plan his trip.

2.2 Native Language Support

To start, this tourist can change the Language on the map to French so that he will be able to recognize places that are well-known to him in French. He can also adjust the map by using map tools on the right, which include zoom and pan settings.

2.3 Booking Accommodations

If the tourist wants to find a hotel to stay in, he can do so by clicking the Accommodation icon and ticking Hotels to browse popular hotels in the area on the map. By hovering the cursor over a hotel icon on the map, he will be able to see the detailed information and book the hotel. He can also search for a specific hotel by using the search function to find the hotel he is interested in.

2.4 Finding Tourist Attractions

If the tourist is an art lover. He can select the Art category and choose the Art Gallery to see some great art gallery suggestions in the City of Melbourne. If he is planning to go to an art gallery tomorrow morning and then have lunch at a good restaurant nearby, he can click the restaurant and art gallery to browse both restaurant recommendations and art gallery recommendations on the map simultaneously. Other than site suggestions, sometimes, a tourist would like to know some additional information about travelling in the City of Melbourne, this can be achieved by clicking on Melbourne Tour to access further information.

2.5 Live Weather Forecast

Before finally deciding to go to the Art Gallery Museum tomorrow morning and then have lunch at Piccolo Café, the tourist can check the local weather in the City of Melbourne for tomorrow morning.

2.6 Routing

He can select Art Gallery Museum as a starting point A and Piccolo Café as a destination B. A default driving routine and traffic show up automatically. He can switch to the walking option to see how to walk from the Art Gallery Museum to Piccolo Cafe.

2.7 COVID-19 Tracker

As the coronavirus is still widespread, the tourist may be worried about the COVID-19 situation in the City of Melbourne. He can click on the header COVID-19 Information to see the latest update about COVID-19.

3. Conclusion

Overall our design philosophy was to design a simple web page with good aesthetics, for a target audience of diverse backgrounds. Our goal is to provide the tourist with the most important information with a lot less interaction. Therefore, the steps to get information in our design are minimal. We made sure tourist gets what they want as quickly as possible with less effort. This is the reason we kept our design simple and clear.

Appendix

Data Sources

Map Box

https://docs.mapbox.com/

https://labs.mapbox.com/maki-icons/editor/

Vic Roads

https://www.vicroads.vic.gov.au

COVID-19 Data Sources

https://www.dhhs.vic.gov.au/

https://covid19-esriau.hub.arcgis.com/datasets/active-cases-by-postcode?showData=true

Converting Color Website
https://convertingcolors.com/hex-color-40664F.html
https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/