**Stage 1: Project Definition and scope**

Trave NZ provides New Zealand tourism services for travelers from around the world.

The company has asked you to create a professional, responsive web application with a rich, well-designed UI.

After thorough discussions, Travel NZ decide to have at least three pages: Home, Tour and Contact.

**Stage 2: Understanding the problem**

1. As a UI/UX designer, you must complete a user research report, and

For each page, based on your report,

2. create wireframes and

3. prototypes

**Stage 3: UX Research**

1. Write a user research report explaining the information the website needs.
2. Explain, why the information is needed
3. Explain how you can improve the user experience.
4. Include a persona to demonstrate your user research work.

**Executive summary:**

This research tries to provide insights into user preferences and experiences regarding the use of travel websites. I tried to identify the essential information required for a seamless user experience. By understanding what information the user expects, we can tailor the content. Potential users were interviewed,surveyed and were asked to complete usability tests. The goal was to understand strengths and weaknesses of travel websites, improve the user experience by getting feedback on pain points.

**Methodology:**

User Interviews: in depth interviews were conducted with 5 frequent travelers and what were their experiences with different travel websites, their preferences and their habits.

Online survey: A comprehensive online survey was sent out to frequent and not so frequent travelers to gather their experience with travel web sites and the information users expect to find.

Usability testing: 5 travelers were asked to complete a set of tasks on a travel website. The interaction was observed and their feedback noted. An analysis of popular travel websites was conducted to understand standards and identify gaps.

**Key Findings:**

The users reported that they appreciate a clear layout and a well organized menu to help them find the information they need quickly. They also value a responsive website and use their smartphones to access the information. They would prefer less graphics and more responsive web sites. They would like the booking process to be seamless and do not always want to create an account to book, use a guest

checkout for one time users. Value can be added by personalized travel recommendation based on past interactions with the website. Data security is of the utmost importance, using a trusted payment system.

The users would like detailed and up to date information about the destination including weather, best time to visit, highlights, local public transport, local restaurants and local culture. Detailed information on flights and accommodation including transparent prices, schedules and review. They appreciate packages where travel and accommodation is bundled together for easy convenience. Visa and travel documents requirements and health precautions. Medical insurance, customer support and contact are highly valued.

**Opportunities and Improvements:**

The user research has highlighted the importance of having the critical information on the travel website. By providing the user with flight and accommodation details, comprehensive destination information, travel itineraries , essential travel information and user reviews you can enhance the user experience. To build the trust of the user and have him return in the future you need to have reliable customer support, competitive pricing and clear safety guidelines. The travel industry is constantly changing and evolving. Keeping the website updated is essential to meet the user's needs and expectations. The users appreciate a fast and responsive website and are using their mobile devices more. They appreciate having the whole package in one place and like to access this information on the go. Gusset check out and personalized recommendations and promotions are valued.

**Conclusion:**

The research has provided valuable insights in what the user likes. They want up to date, quick responding, mobile responsiveness and intuitive navigation. It can be improved by better filtering options, faster page loading and a focus on personalization. Users want all the relevant information in one place reducing the need to visit multiple web sites. By focussing on this the user experience can be enhanced and attract more visitors and build loyalty. Satisfied users are more likely to return.

**Persona:**

Frequent traveler Jim

Background: Jim is a 35 year old sales manager who loves to travel and explore. He often travels for leisure domestically and internationally with his family and goes on work trips.Jim is tech savvy and does all his travel planning, research and booking online. He values being mobile, efficient and the convenience of the internet.

Goals and motivation: Research and planning. Jim is busy and values the time saved by doing research, planning and booking in one place. He travels a lot and appreciates good deals. He enjoys personalized recommendations based on his past travels. As Jim travels with his family he appreciates safety and relies heavily on user reviews. He prefers a hassle free booking process with everything managed from one place.

Frustartations: Jim dislikes slow loading pages and excessive information without clear organization. Jim gets frustrated with limited filter searches and the lack of personalized suggestions.

User research: During the user research Jim was interviewed to understand his preferences and habits. He relies heavily on travel websites and mobile platforms for efficient planning, personalized suggestions and getting the best deal. He does not like slow, cluttered and out of date websites. He values user reviews and safety information.

Applying research: To cater for Jim’s needs and preferences the website should be personalized content and focus on streamlining the user experience. Implementing clear intuitive navigation, enhancing the search filters and optimizing loading times will improve Jim’s experience. This will increase his engagement with the website. Emphasizing safety and displaying genuine user reviews will build trust and ensure he returns.

Teh travel website can create a more appealing and user-friendly platform that will attract and retain more frequent travelers like Jim by addressing Jim’s pain points.

**Stage 4: Ideation - Sketching and low fidelity Prototyping**

**Attached and link included.**

**https://mockitt.wondershare.com/invite\_member/cno2MnhhOm1lbWJlcjpvbGt1aTBzMmYx?tsi=c3BhY2VfYWRkbWVtLWxpbms=#"cb's Team"的小伙伴等待你的到来，点击链接即可加入！**

**Stage 5: High fidelity Mockups and Prototypes**

**Stage 6: Usability testing**

**Stage 7: Design handoff**

**Stage 8: Quality Assurance/ UX audit**