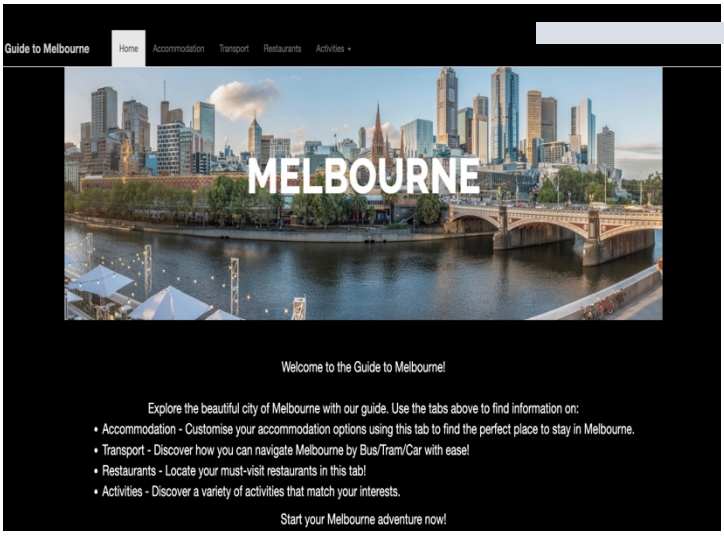
DESIGN SUMMARY – GUIDE TO MELBOURNE

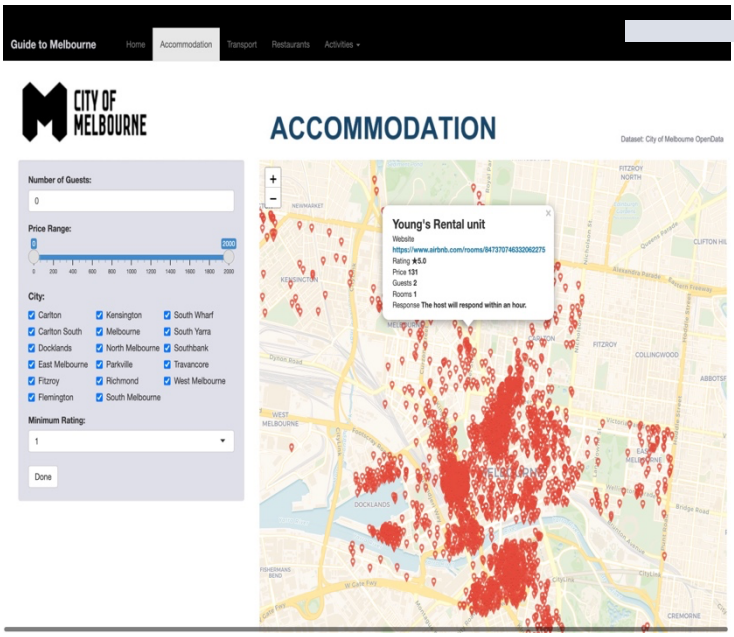
Arial, Combination of Hex Code #244566 and #DBDFE8 were used to be consistent with City of Melbourne Branding



HOME PAGE

Overview on what a user can expect to find on this visualisation!

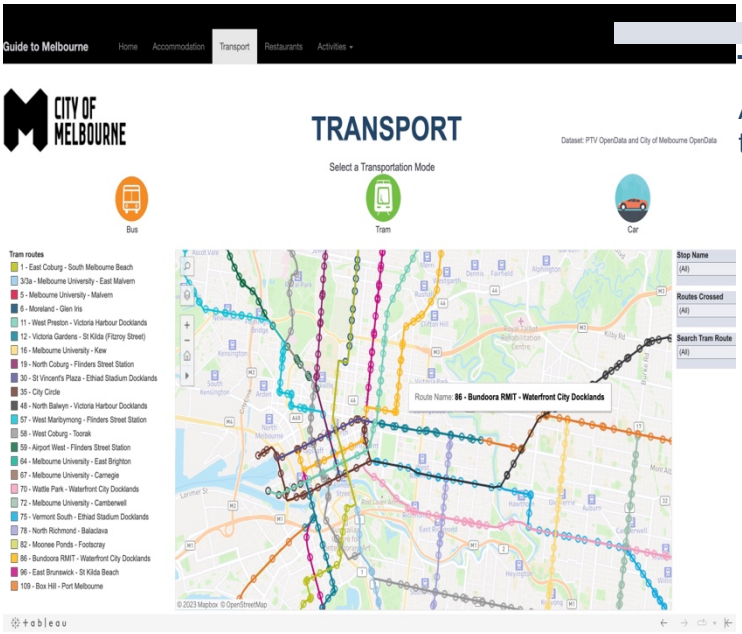
Guide to Melbourne: used pre-attentive processing by bolding the words so users understand what to expect from this visualisation.
Tabs: provide visual feedback to users upon selection, enhancing user engagement and ensuring accessibility for disabled people to navigate with ease.
Image: used pre-attentive processing by making the size of the image and the word Melbourne big so users understand it's about Melbourne
Background: black was chosen to match the City of Melbourne branding – similar to their website.



ACCOMMODATION

Provides users with information on latest Airbnb around them!

City of Melbourne: The City of Melbourne logo is used for branding purposes.
Title and Dataset: different sizes and colours are used to grab user's attention.
Map: placed on half the page to establish the visual hierarchy and for users to easily navigate through the map.
Markers: red markers are chosen to align with Airbnb's branding.
Popup: used linking technique to highlight when a user selects a map's marker. Used different sizes and bold font to grab user's attention on the rental property's name.
Filter: the background colour aligns with the City of Melbourne's branding, and the variety of filters allow users to manipulate the data and only show them what they are interested in/is meaningful to them.



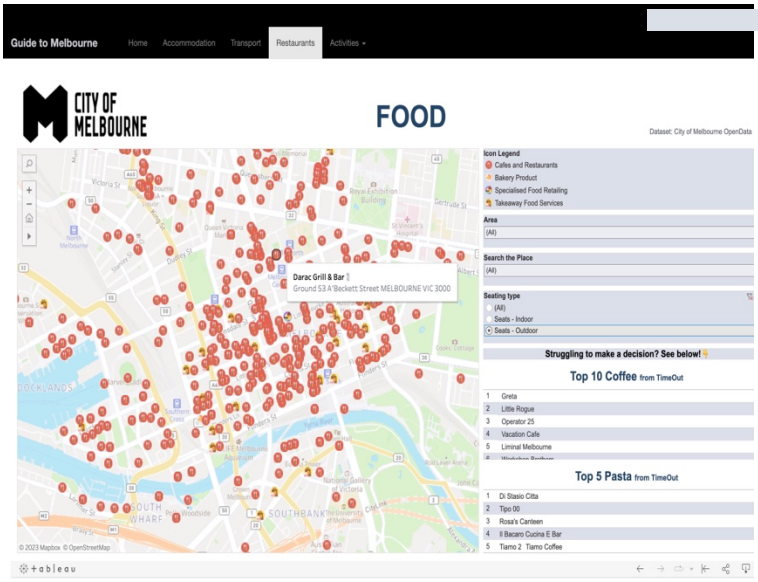
TRANSPORT PAGE

Allows users to navigate through different types of transportation information depending on their needs!

Buttons: The buttons allow users to select their preferred mode of transportation, enhancing usability and user engagement. The descriptive words at the bottom are to help visually impaired users if buttons are not clear for them.
Tram Routes: colours chosen for tram route are the same at the PTV colours for each route, this allows consistency between our visualisation and the public transportation maps in Victoria.
Map: The prominent map placement establishes visual hierarchy to show the routes in a clear manner and uses a 60% washout for better contrast between the map and the routes.
Filters: provide valuable information about tram routes for an improved commute within Melbourne.
Popup: linking technique is used to show users information about a route/stop when hovered over.

DESIGN SUMMARY – CONTINUED

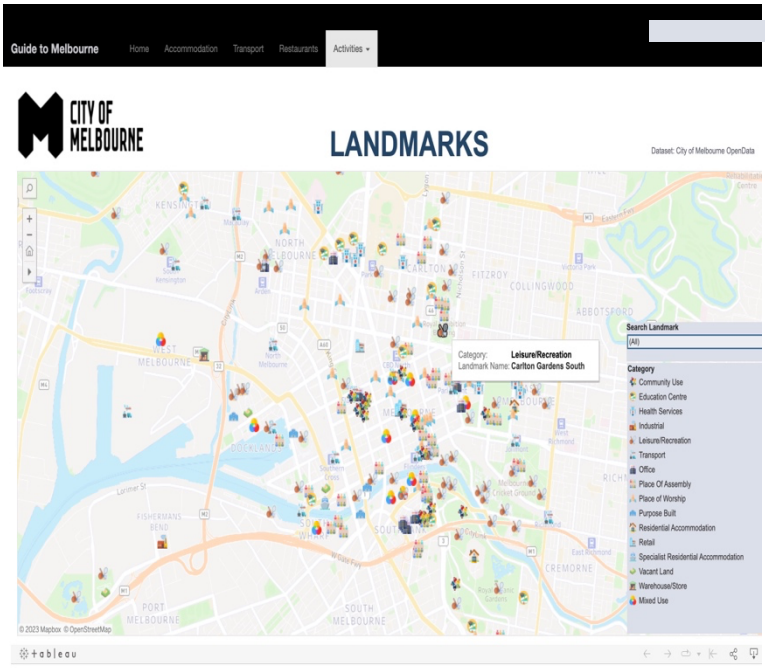
Arial, Combination of Hex Code #244566 and #DBDFE8 were used to be consistent with City of Melbourne Branding



FOOD PAGE

Gives users insights on the food places around the City of Melbourne and helps them decide if they are confused!

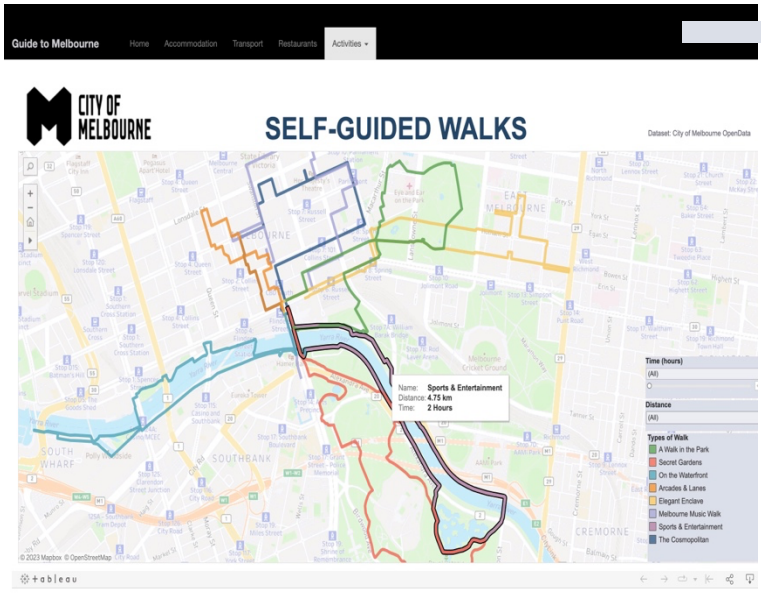
Map: the map dominates over 50% of the page for visual hierarchy. Each food category has a corresponding icon for better user understanding even when they may not know the word.
Filters: The filters allow users to select places according to their preferences, creating a better user experience.
Top 10 Coffee and Top 5 Pasta: different sizes and colours are used to grab users' attention to top 10 and top 5 places, encouraging users to visit these popular places.
Popup: linking technique is used to show information, with written addresses for their chosen restaurants and direct website links for the top 10 and top 5 places which allows users to directly book a place when needed.



LANDMARK PAGE

Shows the landmarks around the City of Melbourne so travellers are never bored!

Tab: The activities tab has been categorised in a drop down for easier navigation and a better user experience. This is also done to maintain a certain level of data density and not to overload information for the users.
Map: The full-page map creates visual hierarchy to focus user attention on this aspect of the tab.
Legend: To assist users to better understand what the icons on the map represents, and icons were chosen with semantic resonance making it easier for users to quickly identify their respective categories.
Filter: Users can search specific landmark names, making it easier to find landmarks of interest even when the user is unsure about the location.



SELF-GUIDED WALKS PAGE

Shows pathways of walk around the City of Melbourne if a user enjoys walking!

Legend: Affective resonance was used to decide the colours that match the theme of the self-guided walks. For example, using colour green for a walk in the park.
Popup: Used linking technique to allow users to identify when hovered over a specific icon and provides them with additional information regarding the walk.
Filters: A slider can be used for users to customise the walk duration, increasing user engagement compared to other filter menus.

CITY OF MELBOURNE

CITY OF MELBOURNE

Summary
Guide to Melbourne

Accommodation

Use Case: A traveller visiting Melbourne wants to find and book for suitable accommodations to ensure a comfortable and enjoyable stay in the city.

Main flow:

1. The user opens the Kiosk.
2. The user navigates to the Accommodation tab.
3. Customise their accommodation preferences, including the number of guests, price range, neighbourhoods, and minimum rating.
4. After setting their criteria, they click the "Done" button to filter accommodations on the map.
5. By clicking on map markers, they can access detailed information about various accommodations and make informed choices, including a link to the accommodation's website on Airbnb, rating, nightly pricing, allowed number of guests, number of bedrooms, and the general response time of the host.

Rationale:
The accommodation tab facilitates the discovery of information in accommodation options in Melbourne by offering customisation, geospatial visualisation, filtering, and detailed information. Travellers can make data-driven decisions that align with their preferences. It simplifies the process of finding the right accommodation, making the trip planning experience more efficient and satisfying.

Transport

Use Case: A traveller visiting Melbourne and looking for efficient and convenient transportation options to navigate the city.

Main flow:

- The user opens the Kiosk.
- The user navigates to the Transport tab.
- Select a transport mode.
- If select **Bus** –
    - User can search for specific bus routes by selecting the corresponding route name.
    - The user can enter the names of specific bus stops to find bus routes that serve those stops.
    - By hovering over the routes on the map, the user can see the corresponding bus number, the name of the first, and the name of the last stop for the selected bus route.
- If select **Tram** –
    - User can locate specific stops by selecting the corresponding stop names.
    - When user is unsure about which tram to ride, the filter "Routes Crossed" can help identify the trams that will reach to the area that they want to go.
    - User can also view the entire route of filtered trams.
- If select **Car** –
    - User can locate a specific car park by entering street names in the filter.
    - User can know whether a car park accept credit card and/or phone wallets by selecting certain filters.

Rationale:
The Transport tab streamlines the process of planning transportation in Melbourne. By offering searching, filtering, and detailed information for three transportation modes. It empowers travellers to efficiently discover and choose the most suitable transportation options. The tool enhances the trip experience by making it more intuitive and enjoyable through customised filters and interactive map. This supports the overall goal of ensuring a comfortable and enjoyable visit to Melbourne.

Restaurants

Use Case: A traveller visiting Melbourne and seeking to discover the best dining options in the city.

Main flow:

- The user opens the Kiosk.
- The user navigates to the Restaurants tab.
- User can customise filters for area and seating type.
- User can search for a specific restaurant to see the location on the map.
- The interface offers a selection of recommended restaurants tailored to travellers.
- When hovering over map markers, user can access additional information such as the restaurant's address. If the restaurant is in the top 10 coffee or top 5 pasta list, a link to the restaurant's website is included in the tooltip for instant access to more information.

Rationale:
The Restaurants tab simplifies the process of discovering and selecting dining options in Melbourne. The interactive map offers a visual representation of restaurant locations, making it easier for travellers to identify options that match their preferences through various filters. The inclusion of top 10 and top 5 filters for coffee and pasta further enhances the user experience, ensuring that travellers can easily discover the best dining experiences in Melbourne. This supports the overall goal of creating a memorable and enjoyable visit to Melbourne.

Activities

Use Case: A traveller visiting Melbourne and wants to discover the exciting activities in the city.

Main flow:

- The user opens the Kiosk.
- The user navigates to the Activities tab.
- Select a specific type of activities in the list (Landmarks, Outdoor Artworks, Self-Guided Walks).
- If select **Landmarks** –
    - User can filter through category or enter specific names of landmarks to locate on the map.
- If select **Outdoor Artworks** –
    - User can search for specific street names and the type of artwork they would like to visit.
- If select **Self-Guided Walks** –
    - User can choose their suitable walk route by filtering the approximate time that they will be able to finish the walk and the total distance of the walk.
- When hover over map markers, user can obtain additional details such as the name of the walk, the distance, and the time needed to finish the walk.

Rationale:
The Activities tab enhances the traveller's experience by providing a comprehensive guide to Melbourne's diverse range of activities. It simplifies the exploration process by categorising activities, providing detailed information, and offering interactive maps for convenient planning. This user-friendly tool assists travellers in making the most of their visit to Melbourne, ensuring they have an enjoyable and well-structured schedule filled with exciting adventures and experiences.

CITY OF MELBOURNE

Group Member Contribution Table

Name	Contribution to project	Percentage contribution
Aadesh Samdaria	• Contributed by seamlessly integrating Tableau dashboards with the R Shiny dashboard. • Designed a navigation panel for the R Shiny dashboard. My Tableau contributions encompass three dashboards, which highlight activities in Melbourne such as landmarks, outdoor artworks, and self-guided walks.	25%
Li-Ti Kuo	• Designed 'Restaurant' page by using Tableau, including searching and cleaning datasets. • Improve the interface of the design and aesthetics for the entire application, including colour usage, font, and map style selection. • Write the summary for each page to introduce how users interact with application and its rationales.	25%
Palak Sharma	• Designed 'Transport' page by using Tableau, including searching and cleaning datasets. • Improve the interface of the design and aesthetics for the entire application. • Write the summary of each page to introduce how we design the application and its functionalities. • Direct and edit the video to present the application.	25%
Casper Lin	• Designed 'Accommodation' page by using R studio, including searching and cleaning datasets. • Improve code so that it adds a JavaScript script tag with the and coding source from the teaching team and Tableau JavaScript API to integrate the Tableau visualisations directly into web pages. • Write README.txt.	25%