SOUTH-EAST GLAMPING

Progress Report 1

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Submitted by

Anna Dowling

Student Number

08453713

EXECUTIVE SUMMARY

**The purpose of this project is as follows:**

1.   To design and implement a website for the company *South-East Glamping.*

2.   To analyse user response to this web product at every point in the design life cycle, in order to make a successful application.

3.   To ensure that all company requirements are met for this product from the criteria provided by the management of *South-East Glamping.*

4.   To gain a more structured approach to User Experience and Design concepts through the implementation of this project.

Project Design Methodology

The design approach of this project is as follows:

The methodology chosen for this project is an agile approach. My experience as a Software Engineer has typically been in an agile development process, so I plan to harness this experience and apply that to a UX focused project. UX concerns and agile methodologies have sometimes been argued to be in opposition to each other. According to Page Laubheimer(2017, p.1) 'typical Agile processes don't take into account the time, resources, and scope that UX people need in order to deliver user-centered products'. This quotation reflects the sometimes differing concerns centering upon what is needed to have a successful agile ux design approach. However, it is my opinion that an agile approach can work for UX as what is needed in any user focused design is flexibility, which is at the centre of the agile movement.

The following diagram summarises the design approach which will be used within this project. This diagram by Matt Borghi on the incorporation of lean agile into UX, emphasises the approach to swiftly produce good quality front end work within the confines of a project.
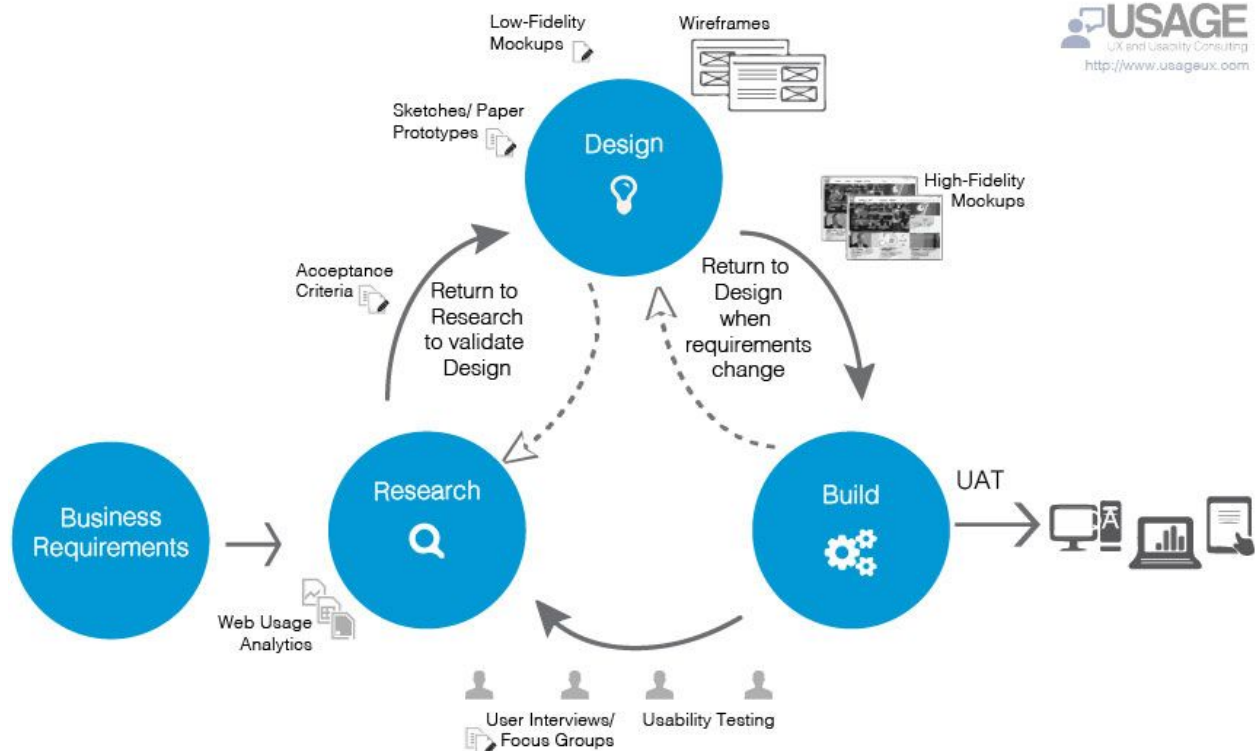
Matt Borghi, (2018), *Lean UX and agile* [ONLINE]

The core principles within this particular agile approach are as follows:

1. **Business Requirements** - Gathering the customer requirements and constantly re-iterating and refocusing these requirements with the customer.
2. **Research** - User focused research both before, during and after each implementation phase.
3. **Design** - Designing the product at every stage from a low fidelity prototype such as sketches, paper, and wireframes right up to the high fidelity mockup stages.
4. **Build** - The implementation phase which is iterative and constantly being refocused from feedback gained from the other steps in this process.

These tasks occur in an iterative and cyclical process and are constantly repeated in order to produce the most validated design from the business and user requirements provided.

Target Audience Analysis

Survey Details:

Survey tool used:	https://www.surveymonkey.com
Number of people surveyed:	5
Gender stats:	1 male, 4 female
Survey Results link:	https://www.surveymonkey.com/results/SM-MN5MKTHF8/

Key Findings:

The survey results for the potential end-users of the website *South-East-Glamping* are represented in the following section of this report. They provide an insightful design starting point for engaging with and obtaining the preferences of the website user from the outset of the project. This in turn will influence the core design features and considerations to be implemented for this website. The below summary topics represent the main feedback given by the 5 target audience members who were surveyed. These topics will be central to the projects user experience.

Audience Knowledge:
- From the wide range of ages surveyed, all participants asked knew what the term glamping referred to. Ages surveyed ranged from the 18 to 70 years age bracket.

Social Media Inclusion:
- The majority of participants surveyed considered facebook to be their primary social media platform. With this knowledge in mind the website should include a facebook link to a corresponding business facebook page.
- Secondary social media platforms mentioned were instagram and snapchat. The argument was made that these were "*quick and easy*" to use and that "*photos can catch a person's interest a lot more than text can*". As these answers came from the 18-30 age bracket of the surveyed users, links to these social media types may increase the inclusion of this market.

Performance Considerations:
- Ease of usage of the site was a popular answer from the participants surveyed. The site should be intuitive in order to be a popular choice for the user and to encourage the user to revisit and make another booking.
- Reliability was at the core of what made for a good website in the opinions of the target users. Factors such as site availability, links working and general speed of loading should all be incorporated into the design of this booking tool.

Design Considerations:
- Consistent design was highlighted as a significant influence in what the target audience determined to be a "good website".
- Useful features which were highlighted by the target users in reference to booking sites included the following:
  - Intuitive navigation of the site.
  - Clean, uncluttered display.
  - The ability to store data for the user, so that input is not required multiple times. For example dates should be stored so that each time one is changed it does not deselect all other dates.

- Web based applications were mostly used for making bookings. They were determined by the target audience surveyed as being easier to use for things like entering data for payments and other user details.
- Mobile applications were mentioned as typically used for managing a booking as opposed to making a booking in the survey results.

Popular Reservation Sites
- From the participants surveyed two popular examples of reservation based websites which trended between the majority were booking.com and hotels.com. As such these websites will be reviewed during this project as examples of successful websites in this genre. They will be observed to review how they cater to users making a booking, ui(user interface) design points for ease of usage and any improvements which can be made to how they operate which could be incorporated into this website.

Survey Results:

Do you know what glamping is?
Answers
Yes
Yes
Yes
Yes
Yes

What age range best describes you?
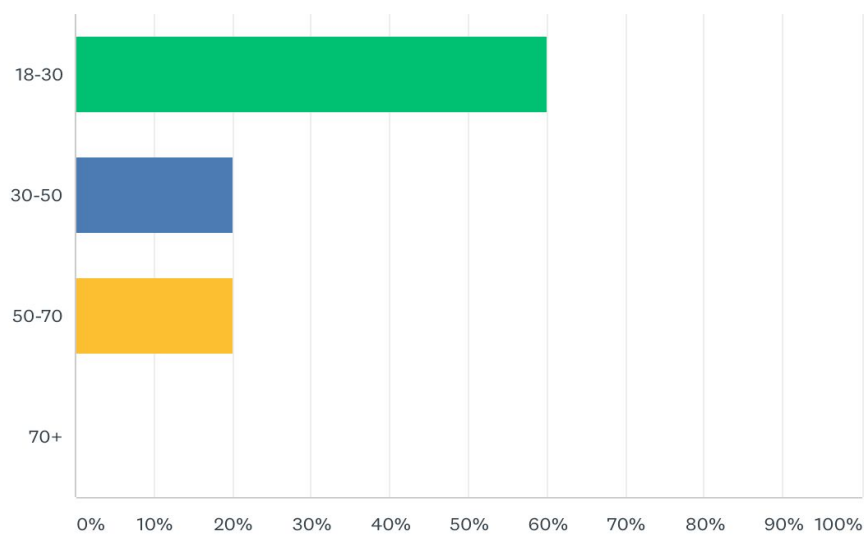
What is your profession?
Answers
Manager
Clerical Officer
Zookeeper
Digital Marketing
Test Engineer

What is your primary social media platform and why?
Answers
Facebook
Facebook
Snapchat - quick and easy
Facebook, it combines multiple options for social engagement i.e. messaging, video, pictures, commenting, posts etc
Instagram, photos can catch a person's interest a lot more than text can. Taking and editing photos also allow for more creativity.

What is your primary social media platform of choice and why?

Instagram
20.0%

Snapchat
20.0%

Facebook
60.0%
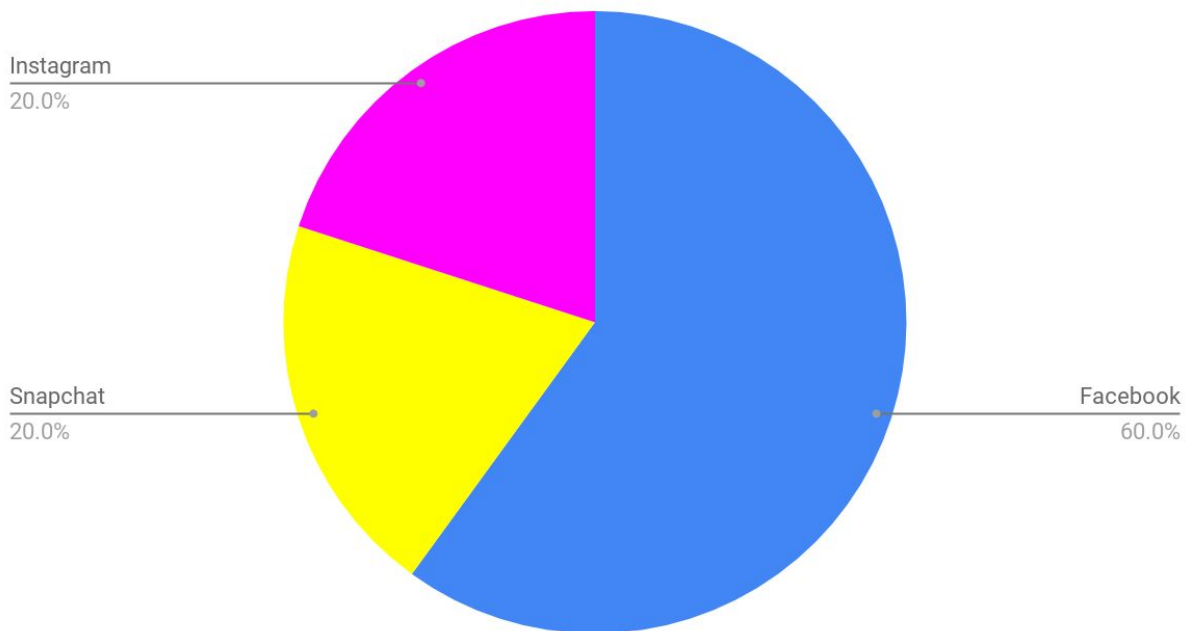
What is your primary device for booking things and why(Mobile, Web Tablet)?
Answers
Web
Web
Laptop - bigger screen, prefer saving info on my laptop.
Web (desktop) generally provides an easier UI for entering data such as shipping, payment etc. I also feel more at ease with the security.
Most of the time its web, with the odd booking on mobile. Tends to be easier to see all relevant information in a browser, some info can get lost when viewing the same page on a mobile, or in an app. Some apps are very good, and I tend to use these more for managing a booking than making one. i.e Ryanair's app.

What makes a bad website in your opinion?
Answers
Clutter - bad links - not easy to navigate
Lack of clarity, links that don't work.
Confusing, too much going on, no headings/tabs.
One that makes navigation difficult and information tough to find.
Having to click too much to get the information you need. When booking, if a website doesn't store your dates etc. it can be frustrating to use.

What features do you think are essential for a website?
Answers
Call to action button Mobile ready website Easy navigation Relevant Content
Clear and attractive home page . easy to navigate and links that work . not too much links for spam.
Good, easy to manoeuvre layout.
Consistent UI/UX. Reliable and easy to locate information. Good navigation.
Easy to use, not too cluttered, very obvious where to go for the necessary information, nice overall look and feel.

Give some examples of other reservation making websites that you frequently use (i.e. hotel, spa, campsite etc)?

booking.com

hotels.com

airbnb.com

skyscanner

Beauty Treatments

Siblu

Galahotels

hotel/spa/campsite's own websi

Gym bookings

Hotel

trivago.com

Aer Lingus

Booking

What makes you want to visit a website more than once?
Answers
Value, Selection, Interests, Necessity
When its attractively laid out and easy to follow links.
Easy to use, reliable.
Reliability
Easy to use, good value, helps me find what I want.

What makes you recommend a website to a friend?
Answers
Content Promotions Introduce a friend and receive a discount/voucher.
If all the links work, contact details are clear if there is a problem that you can phone someone and it's a good homepage full of information and good layout.
I never have.
Good experience with the site.
For booking, if they have cheaper prices than other sites and if they are easy to use.

Personas

Introduction

'A **user persona** is an archetype or character that represents a potential user of your website or app. In user centered-design, personas help the design team to target their designs around users'. (Just In Mind, 2017)

This description summarises the need for development of personas of the users of the website SouthEast-Glamping. The following section outlines 3 personas developed with this website in mind.

Persona 1 - *The Frequent Traveller:*

Ciara Reddie

Bio

Ciara is a 27 year old ZooKeeper in Tayto Park Ireland who enjoys travel both abroad and within Ireland. She currently lives in Dublin and commutes to work. She often organises weekends away with her friends and is quite interested in organising a glamping trip as an upcoming event. She has found it challenging to find a suitable location online as many of the websites she has come across have not been very modern or easy to use to make a reservation. She is also concerned by the look and feel of the website as an influence and has not yet found an attractive looking site to entice her to make a booking.

"I'm looking for a modern, easy to use website for booking a weekend away glamping with my friends."

Age: 11-30
Work: Zookeeper
Family: Single
Location: Dublin, Ireland
Character: The Frequent Traveler

Well Travelled
Adventurous
Organized

Goals

- To search a site quickly and effectively to make a choice.
- To find an attractive location for the trip using a trendy, well laid out website.
- An easy way to manage my booking should I need to make changes quickly.

Frustrations

- When a websites navigation is difficult and information tough to find.
- Confusing websites with too much going on.
- Websites with no clear headings or tabs.

Motivation

Price

Location

Presentation of website

Images of location on social media

Brands & Influencers

Preferred Channels

Instagram

Chrome search

Referral

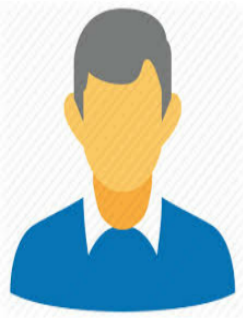Anna Dowling, (2018), Persona Templates

Persona 2 - *The Birdwatcher:*

John Doe

Xtensio

Bio

I am a retired civil engineer living in Brighton with my wife and two children. I have an interest in birdwatching and am looking for a location for a solo weekend break in Ireland to undertake my hobby. I would like somewhere that I could regularly visit and become a member if possible. I do not have much experience making online bookings. I use facebook for looking up birdwatching groups and activities.

"I'm looking for a nice weekend break in Ireland to do some birdwatching."

Goals

- To find a reliable, easy to use website to make a booking for my trip.
- To find with ease any workshop related timetables and other information necessary for my trip.
- To have secure payment methods and proper currency conversions present on the booking page.

Age: 50-70
Work: Civil Engineer
Family: Married, with 2 kids.
Location: Brighton, U.K
Character: The birdwatcher

Introvert

Logical minded

Easy Going

Frustrations

- When there is very little information about the facilities and I end up having to ring the company to double check details.
- I do not make many online bookings and would like reassurance that my payment details are secure.

Motivation

Price

Loyalty schemes for members

Secure Reliable Website

Easy to use for inexperienced

Brands & Influencers

Preferred Channels

Traditional Ads

Referral

Anna Dowling, (2018), Persona Templates

Persona 3 - *The Management:*

Mary Manager

Xtensio

Bio

Mary is a manager for the company South-East Glamping and will as such be a management user of the website. Attracting new business opportunities and the productivity which the website adds to her role are her central concerns. Mary's day to day interaction with the tool will be for managing the day to day running of the business and all of the operability associated with gaining and maintaining a customer base.

Goals

- To have a platform which aids her day to day running of the business.
- To be able to run reports which provide analysis to improve business operations.
- To manage new and existing bookings and memberships.
- To upload and print content via the website.
- To have an accompanying mobile tool.

Frustrations

- When a management tool hinders productivity through poor layout.
- When a tool is difficult to use and has a steep learning curve.

"I want to be able to manage the businesses bookings, content and data reporting in an optimal manner."

Age: 30-40
Work: Manager at South-East Glamping
Family: Married, kids, etc.
Location: Wexford, Ireland
Character: The Management

Organized

Business Focused

Analytical

Motivation

Job Security

Growth

Improved management tools

Brands & Influencers

airbnb | Facebook | B.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

PR

Anna Dowling, (2018), Persona Templates

User Tasks

Introduction

The following section deals with user tasks, which represent the various steps a particular user persona will take in their interactions with the website. This aids the project design by identifying scenarios and questions relating to how the user is likely to interact with the tool.

User Task Scenario 1:

User Task Analysis - Ciara wants to book a weekend glamping trip.

Step	Step	Step	Step	Step	Step	Step	Step
Ciara visits south-east-gl amping.com	Ciara navigates the homepage	Ciara goes to search the gallery.	Ciara views the pricing for a weekend stay.	Ciara views the calendar to check available dates	Ciara checks for an instagram or facebook link to get a feel for the company.	Ciara registers for the website	Ciara makes her booking.
Where has Ciara discovered the url, is it a top google result?	How much does she see on the homepage?	Where will the search bar be placed, top, side, bottom, left, right?	Should the pricing be displayed with filters for cheapest available?	Where is the calendar, seperate page/ available from landing page, all pages?	Where should these links be placed?	Is registration a button on the landing page? How prominent is this?	After registration is she redirected to make the booking?
Look into search engine optimisation of url	Keep the homepage as clean as possible.	The top of the page would be most prominent.	Multiple filters: best available, by price.	I think the calendar should be available on all pages, as should the search bar.	Top right hand corner under nav bar to draw the users eye.	login/ register buttons on nav bar	Yes, with any details filled out on booking prepopulated.
Is this feasible without a hosted domain name?	Explore navigation bar options that are not cluttered, don't overwhelm the user with options.	Review asos search bar positioning (asos.com)	Ciara wants choices for value as well as the best facilities available for her chosen dates.	Ease of use and having core features "to hand" is important to Ciara.	Icons should be sufficient as they are intuitive.	Navigation on left and login/register on right, repeatable per page.	Required to register during booking with the option of chrome sign in/ guest booking.

- step
- question
- idea
- comment

User Task Scenario 2:

User Task Analysis - John is searching for a birdwatching trip in Ireland.

John visits south-east-glamping.com	John navigates the home page to find information about workshops.	John clicks on the birdwatching workshop entry.	John explores the workshop result page for more detail about the classes available.	John checks the available dates for the workshop.	John checks the pricing for the available dates.	John reviews whether any discounted rates are available.	John makes a booking for the birdwatching workshop.
How obvious is it that the site is not just glamping, but also for workshops?	Where on the page are the workshops advertised?	Where is this entry available?	How many filters should be applicable to the results page?	How do we handle unaviable dates?	Should conversions be available for multiple currencies?	Where and how eye catching should this promotion be in the registration.	What does the payment page look like?
Should the name be changed?	Seperate/ clearly marked navigation for searching workshops.	Potentially a search facility to search workshop types.	Price, date, time, workshop.	Grey out and show alternative results underneath or in pop up.	Conversions should be available for $, £, €	Advertise a discount code/ package deal with registration as a member.	Provide a multi step process for register, book, pay
The name south-east-glamping could be a deterrent to some markets.	Workshop navigation should be clear to the user from homepage.	Incorporate dropdown list of workshop types and dates available into list.	Search ability of results is important.	We want to ensure that the user is given multiple options so does not have to re-input all details.	We want to incorporate the core currencies.	The user is looking for value, so would expect to see some sort of discount or package on sign up.	Keep this as simplistic as possible and be conscious of security.

step   question   idea   comment

User Task Scenario 3:

User Task Analysis - Mary wants to manage business operations for south-east-glamping.

step	step	step	step	step	step	step	step
Mary logs in to her account on south-east-glamping.com	Mary navigates the management landing page.	Mary runs a report on how many bookings have come in for the past week,	From these report results Mary reviews and manages the bookings.	Mary prints the report she ran earlier.	Mary uploads a new brochure to the site.	Mary sends a promotional email via the site to its members.	Mary updates the recruitment page with a new job posting.
What does she see as her landing page?	What does Mary's navigation bar look like?	What filters are available for generating this report?	Should we display the result in clickable items?	Where is this print option?	How and where do we present this?	Should this be a templating tool or open into the users mail client of choice?	Is this a simple form with job spec and attachments upload?
Summary of new bookings / members	Operations focused navigation.	Date range, limit on results, filter by, downloadable.	Display little detail with the option to expand.	Print icon, at top right hand corner of results.	Upload represented by icon.	Open into mail client, maybe gmail by default.	Incorporate a recruitment section in the navigation interface.
This landing page should be operations focused with the latest items requiring attention to the fore.	The search bar should also be incorporated at the same position as the member user for consistency.	Review what format this report is exportable in.	Do not want to clutter the results page with data, keep it streamlined.	Also include a download option here.	Also include an upload review and assignment page.	Assess having secondary option to open desktop mail client.	This page may not be required but should be planned for.

Legend:
- step
- question
- idea
- comment

Anna Dowling, (2018), *User Tasks*

Low Fidelity Wireframes

Introduction

The following section presents the low fidelity wireframe page designs for the South-East Glamping website. Initially fluidui.com was used, however the free trial for this site was quite limited in its features, so the wireframe tool was switched to balsamiq-cloud. As the title suggests, these are low fidelity mockups which serve the purpose of identifying initial page layouts and positioning of various items. These do not represent the finalised design of the pages and do not have any style features applied to them. They are a useful tool to implement in the initial design phases for use with customer feedback sessions. The following wireframes include the site map, and the majority of the main pages needed for the application.
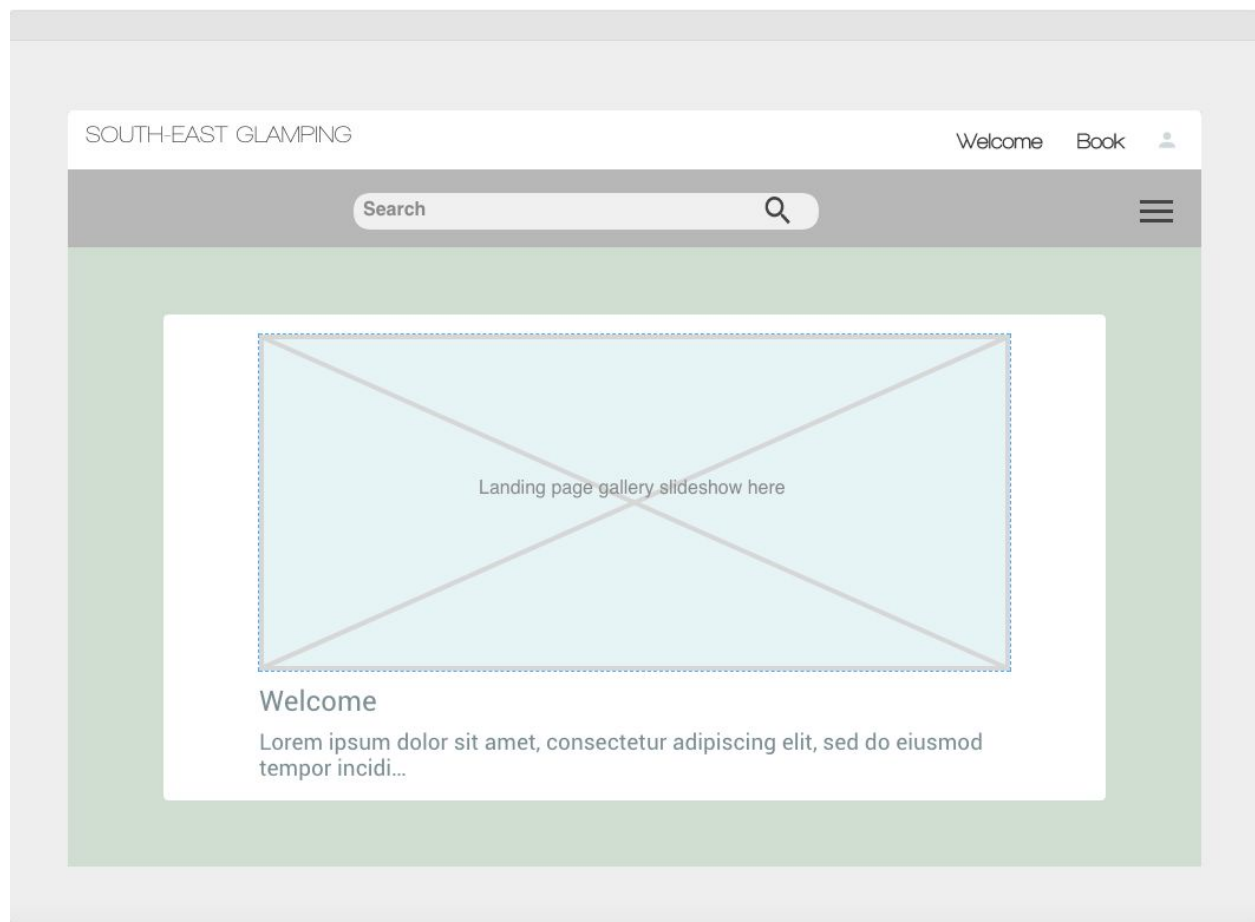
Anna Dowling, (2018), *Fluid UI Wireframes*

Site Map

Below is the site map showing all of the main features and sub features associated with South-East Glamping.
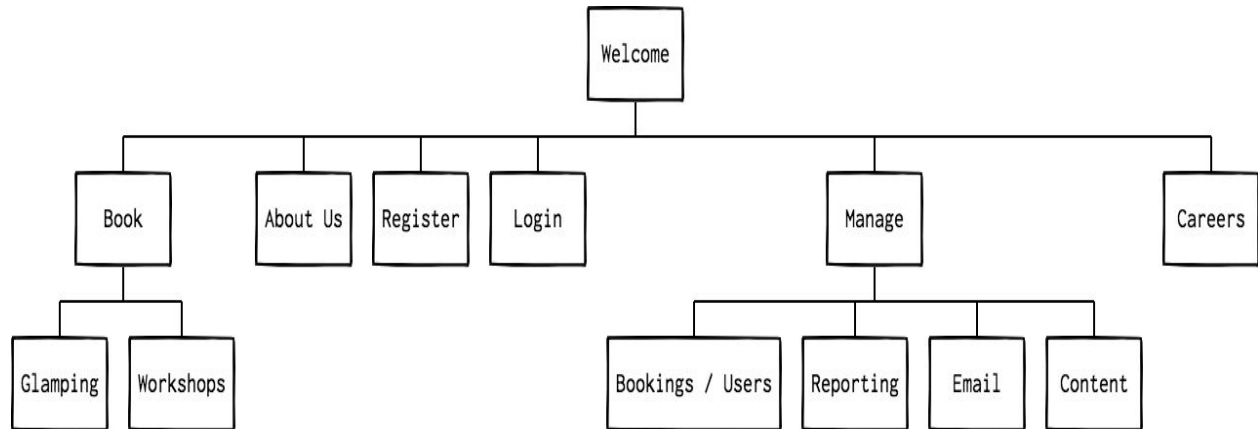
Anna Dowling, (2018), *Balsamiq Wireframes*

Welcome Page

Below is the Welcome Page, which is the landing page for South-East Glamping. The purpose of this page is to give the end-user enough information about the site to be able to navigate it effectively and to make a booking. Notice that the UI is quite bare of text beside the welcome text below the gallery. The galleries purpose is to communicate the company's purpose to the end user with the potential for minimal text being included on each image. A quick search bar and quick check in bar are available on every page. The main user tasks have their own navigation buttons with the rest being hidden in the burger menu. Social media links are easily identifiable and the user icon represents user actions for account holders, such as logging in or registering.

Anna Dowling, (2018), *Balsamiq Wireframes*

Navigation Menu

Below is the Navigation Menu, which is included on all pages for South-East Glamping. The purpose of this menu is to hold the additional information aside from Welcome and Booking details. The Register/ Login may be removed if the user icon is deemed as intuitive enough to represent these functions.

```
About Us
Register / Login
Careers
```

```
      Burger Menu
 includes additional
 options aside from
 Welcome and Book.

 About Us provides
 further detail on
 south-east glamping
    the company.

 Register/ Login is
 also available from
 the user icon, but
    this provides
 another method to
 find this for less
 experienced users.

 Careers section is
    planned for
 advertisng jobs
 within the company.
```

Anna Dowling, (2018), *Balsamiq Wireframes*

Register Page

Below is the Register Page for South-East Glamping. The purpose of this page is to pop out when clicked on from the menu and centre on the current page. Options are available for normal or quick register through facebook or google.

Anna Dowling, (2018), *Balsamiq Wireframes*

Login Page

Below is the Login Page for South-East Glamping. The purpose of this page is to pop out when clicked on from the menu and centre on the current page. Options are available for normal or quick login through facebook or google.

South-East Glamping

https://south-east-glamping.ie

South-East Glamping

Welcome   Book
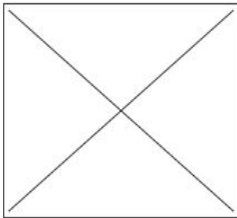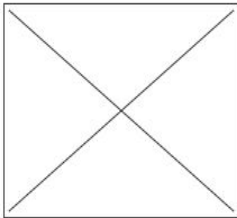
search

Login is a pop up page which centres over the current ui.

Options to login with details or use facebook or google account to minimise input by the user.

Login

Email

Password

Login

Or

Login with Facebook

Login with Google

Welcome

Anna Dowling, (2018), *Balsamiq Wireframes*

Booking Page

Below is the Booking Page for South-East Glamping. The purpose of this page is to provide a means of searching for booking dates and availability and also for filtering by booking type, with the available options of Glamping and Workshops. There are also navigation components integrated into the page to provide further detail on both groups i.e. Glamping and Workshops.

Anna Dowling, (2018), *Balsamiq Wireframes*

About Us Page

Below is the About Us Page for South-East Glamping. The purpose of this page is to give the user further information about the company South-East Glamping, along with contact and location details. Once again, the quick booking feature is available from this and all pages presented to the user, to keep the business focus of achieving a user booking at the forefront. A youtube video is also available on this page which allows the user to learn about South-East glamping in a more visual manner.
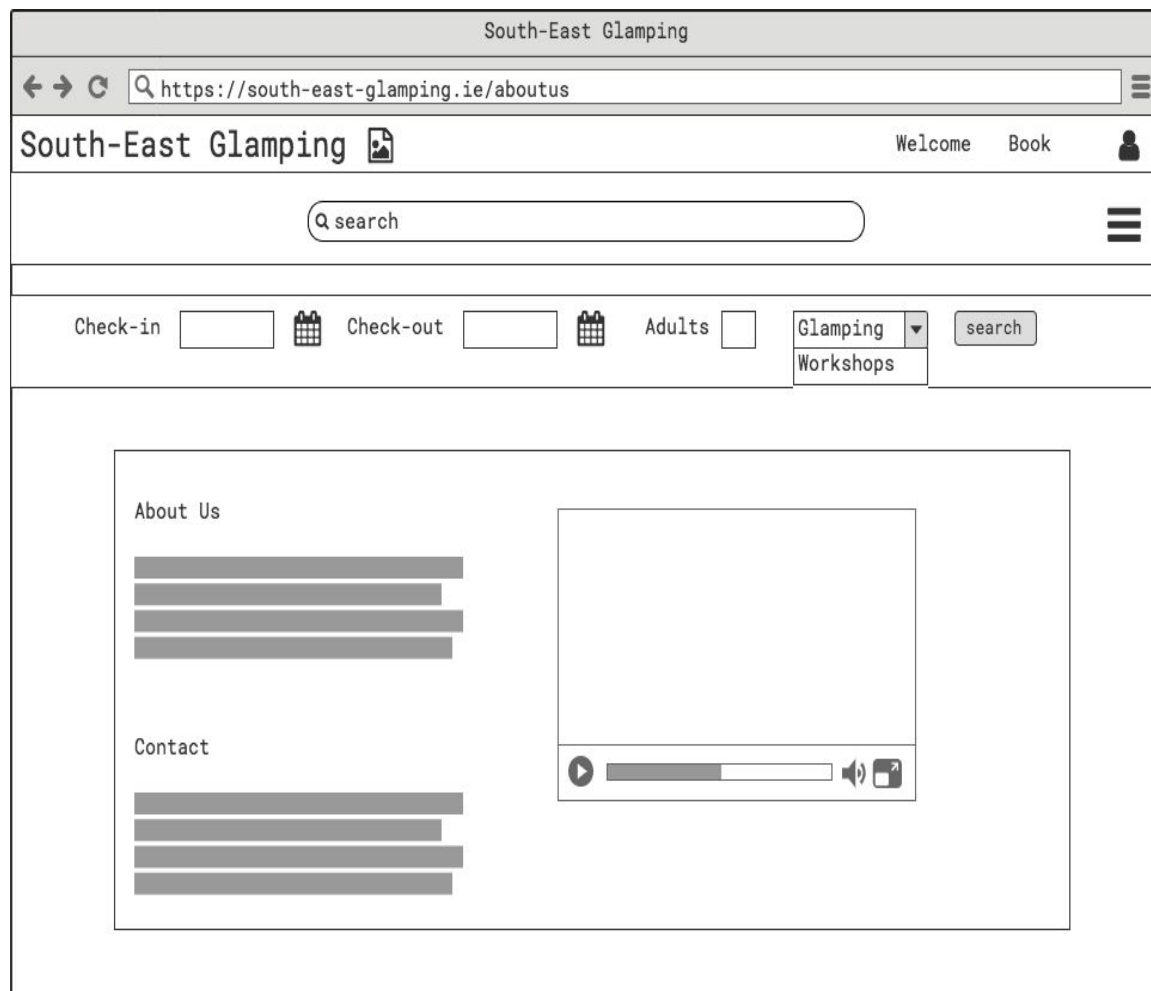
Anna Dowling, (2018), *Balsamiq Wireframes*

Manage My Booking Page

Below is the Manage My Booking Page for South-East Glamping. The purpose of this page is to allow the user to manage both their booking details and also their basic user details. Once again, the quick booking feature is available from this and all pages presented to the user, to keep the business focus of achieving a user booking at the forefront.

Anna Dowling, (2018), *Balsamiq Wireframes*

Admin Management Page

Below is the Admin Management Page for South-East Glamping. The purpose of this page is to give the admin users of the website a place to perform business operations actions. These include the following: Managing Bookings and Users, Manage Content uploads, Reporting and Message Management(email and text message). This is the landing page for those actions and is only available to users who login with the admin role.
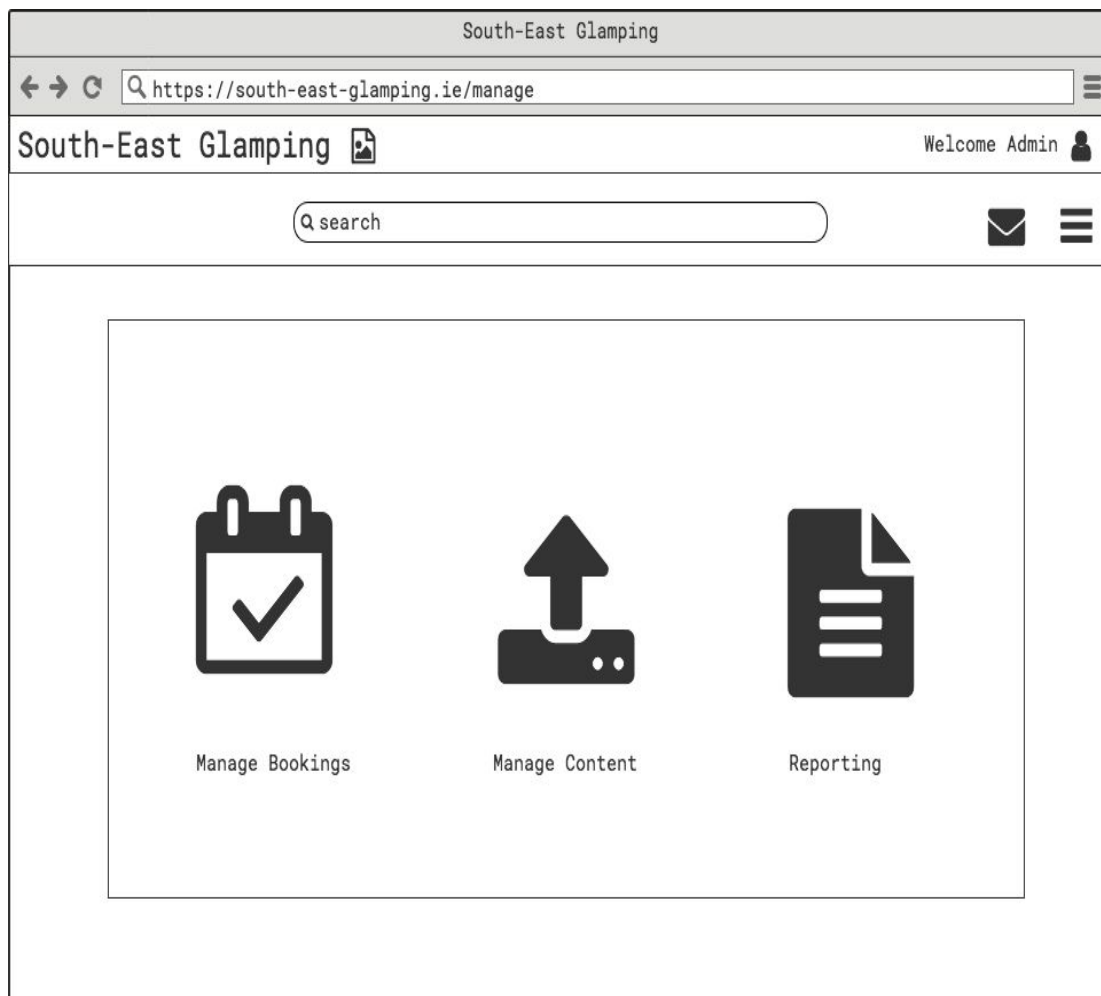
Anna Dowling, (2018), *Balsamiq Wireframes*

Reporting Page

Below is the Reporting Page for South-East Glamping. The purpose of this page is to give the admin user an intuitive way to run reports for various filters demonstrated below. The report will generate in a specified format and will download automatically upon run. There is also a reports dashboard on this page which will represent the most up to date data trends for specified groupings. The print option is also available to generated printed copies of the report.

Anna Dowling, (2018), *Balsamiq Wireframes*
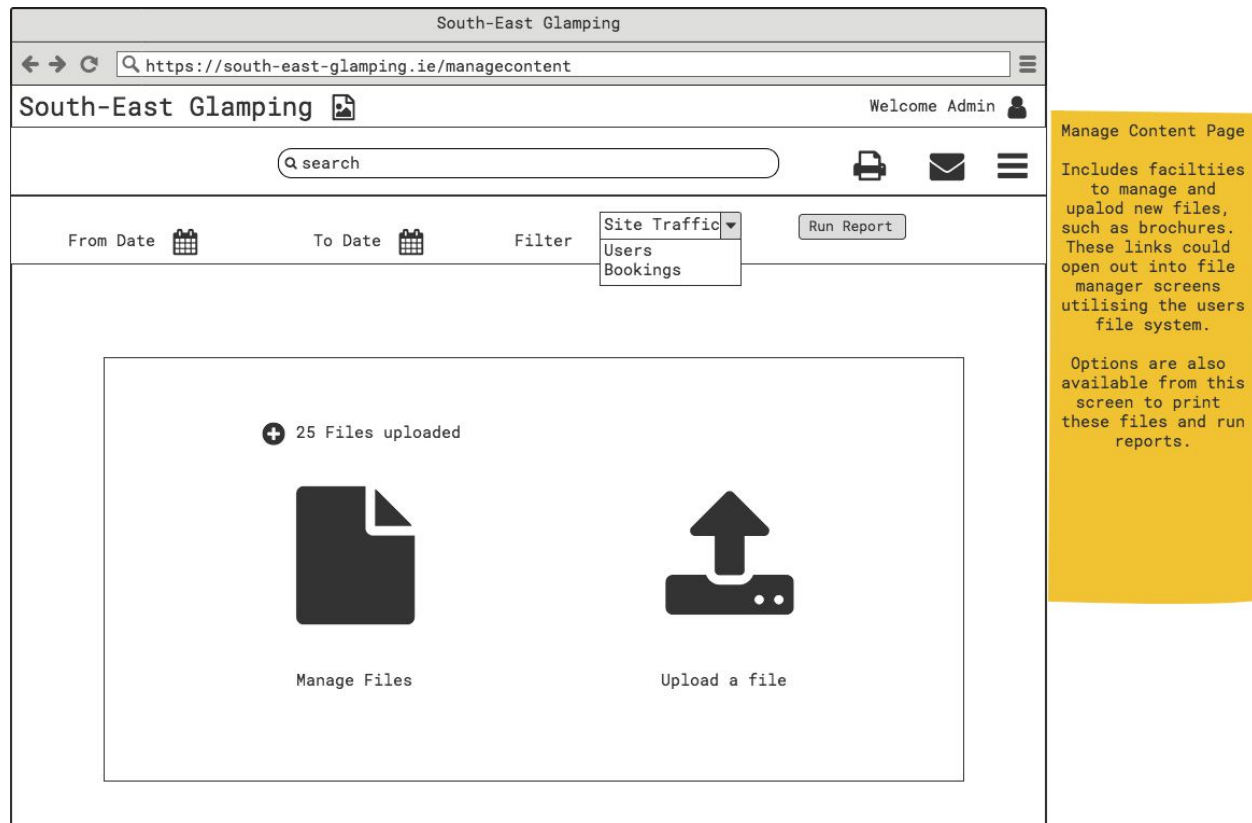
Manage Bookings Page

Below is the Manage Bookings Page for South-East Glamping. The purpose of this page is to allow the admin user to quickly view new bookings and memberships. They will have the options to view these in greater detail should they need to amend these bookings or memberships or make approvals. A report is also available on this page to quickly gather data on current users or bookings.
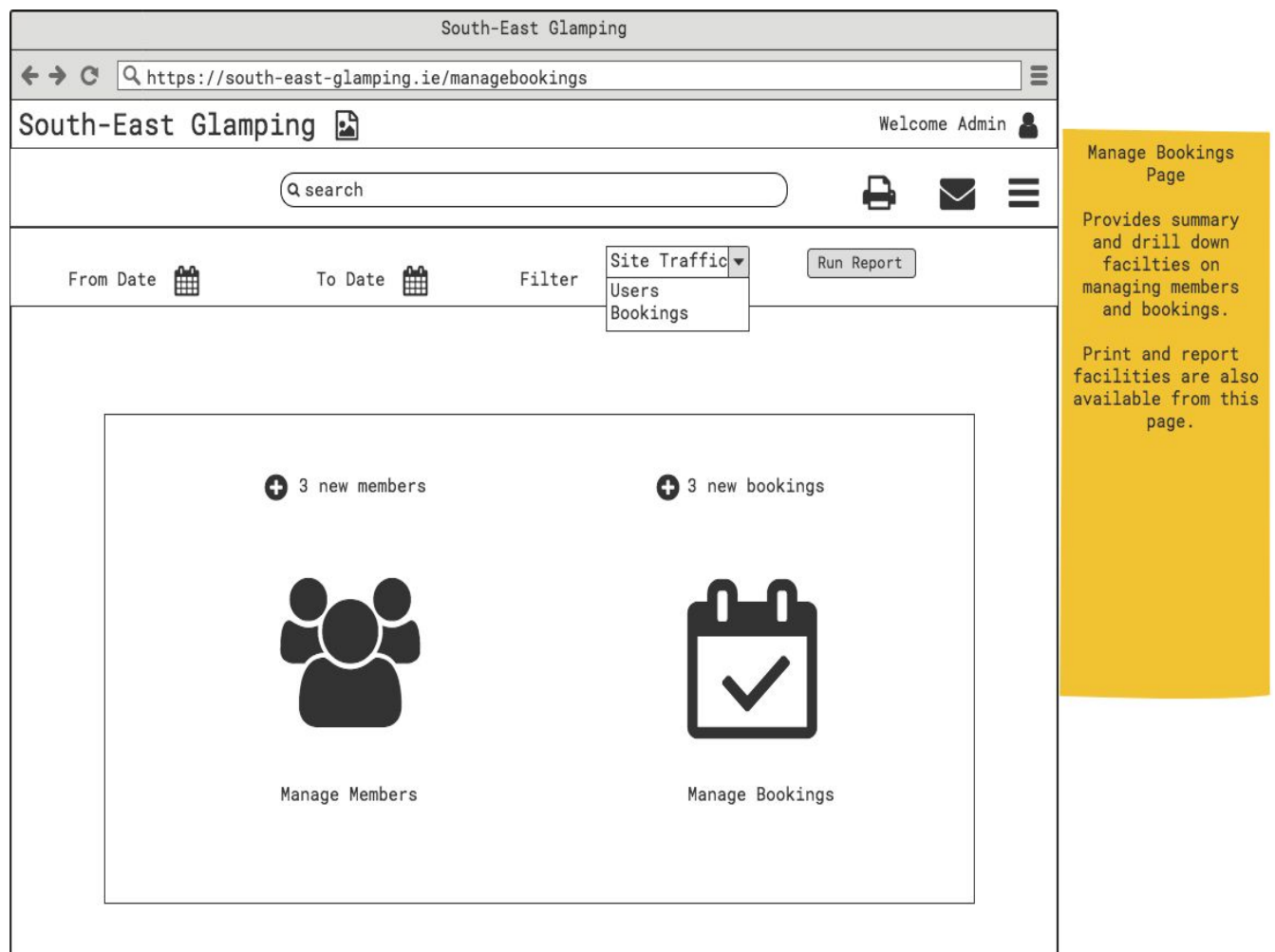
Anna Dowling, (2018), Balsamiq Wireframes

Manage Content Page

Below is the Manage Content Page for South-East Glamping. The purpose of this page is to allow the admin user to manage currently uploaded site files and to upload new files to the site, such as the brochure example provided in the project specification.

Anna Dowling, (2018), *Balsamiq Wireframes*

Other planned pages:

- Booking payment page.
- Email send pop up from mail icon.
- Text send pop up from mail icon.
- Careers page.
- Manage members pop up from icon.
- Manage bookings pop up from icon.

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- Just In Mind, (2017), *User personas, scenarios, user stories and storyboards: what's the difference?*[ONLINE]. Available at: https://www.justinmind.com/blog/user-personas-scenarios-user-stories-and-storyboards-whats-the-difference/ [Accessed 26 January 2018].

- Matt Borghi, (2018), *Lean UX and agile* [ONLINE]. Available at: https://usageux.files.wordpress.com/2016/06/usage_lean_ux_agile_diagram.jpg [Accessed 31 January 2018].

- Page Laubheimer, (2017), *Agile Is not Easy for UX: (How to) Deal with It* [ONLINE]. Available at: https://www.nngroup.com/articles/agile-not-easy-ux/ [Accessed 30 January 2018].