UX Research Project

Anjali Patel

miro board: https://miro.com/app/board/o9J_kgCWTy4=/

Brief

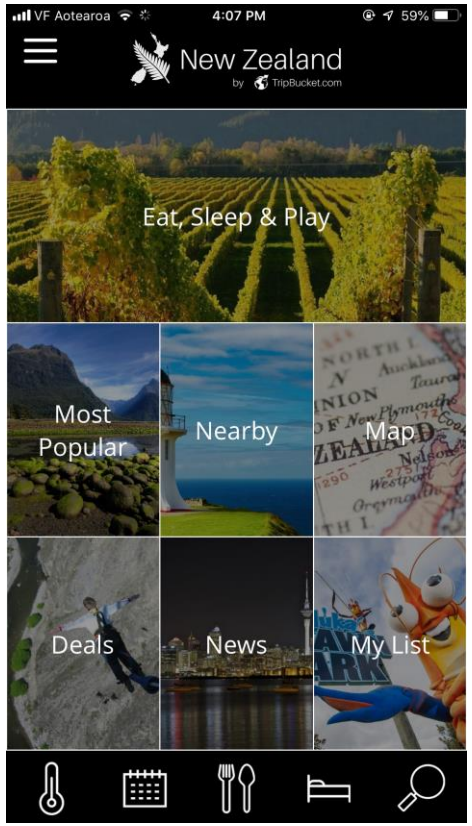
Due to Covid-19, international travel doesn’t seem likely for the next few years. Tourism New Zealand has decided to make the most of this and create a way to showcase New Zealand to our locals. You are to create an application which will help not only showcase what New Zealand has to offer but will help people plan their New Zealand based holidays. You also need to take into consideration that a lot of people have either lost their jobs or have had to take a pay cut.

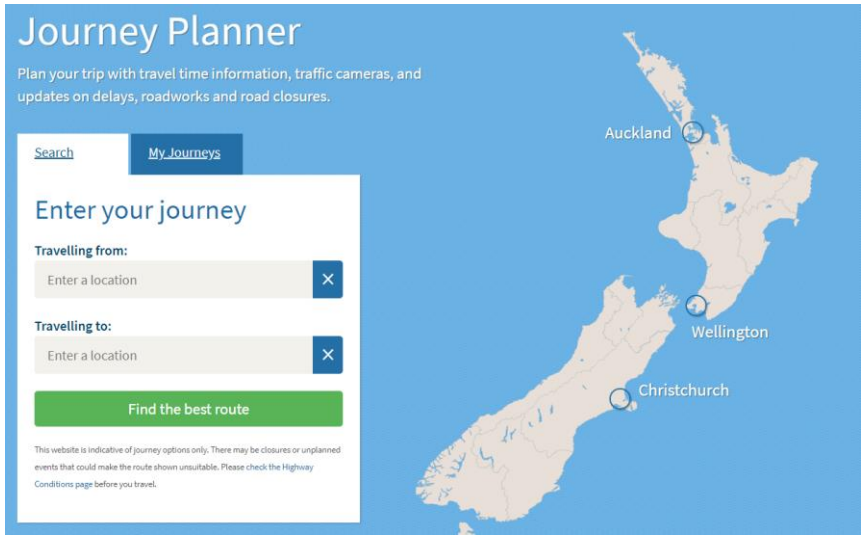
Initial Research

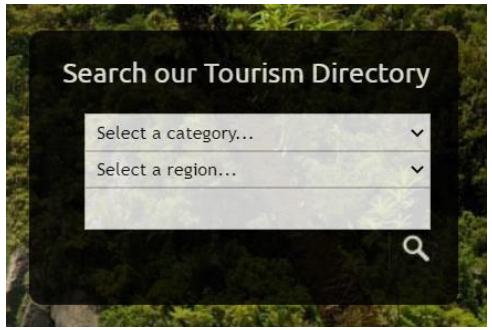
- Map of NZ with key pinned locations
- Working holiday (fruit-picking)
- Touring with a group of people
- Road trip or caravan trip
- Promote small businesses
- Location based restaurants and activities
- List of restaurants and activities grouped by price range
- Swap homes with a family in another city
- Staycation style holiday
- Organised day trips

- Create an interactive quiz to determine what king of holiday the user may enjoy https://www.buzzfeed.com/kirbybeaton/fall-vacation-recipe-quiz
- Guide for South Island https://www.haylsa.com/blog/2018/12/21/south-island-new-zealand-our-7-day-roadtrip-guide
- Guide for North Island https://officertravels.com/places-to-visit-on-new-zealands-north-island/
- Guide for scenic driving routes https://www.findingtheuniverse.com/top-five-scenic-drives-of-new-zealand/
- NZ cruises https://www.newzealand.com/nz/boat-cruises/
- Airbnb https://www.airbnb.co.nz/

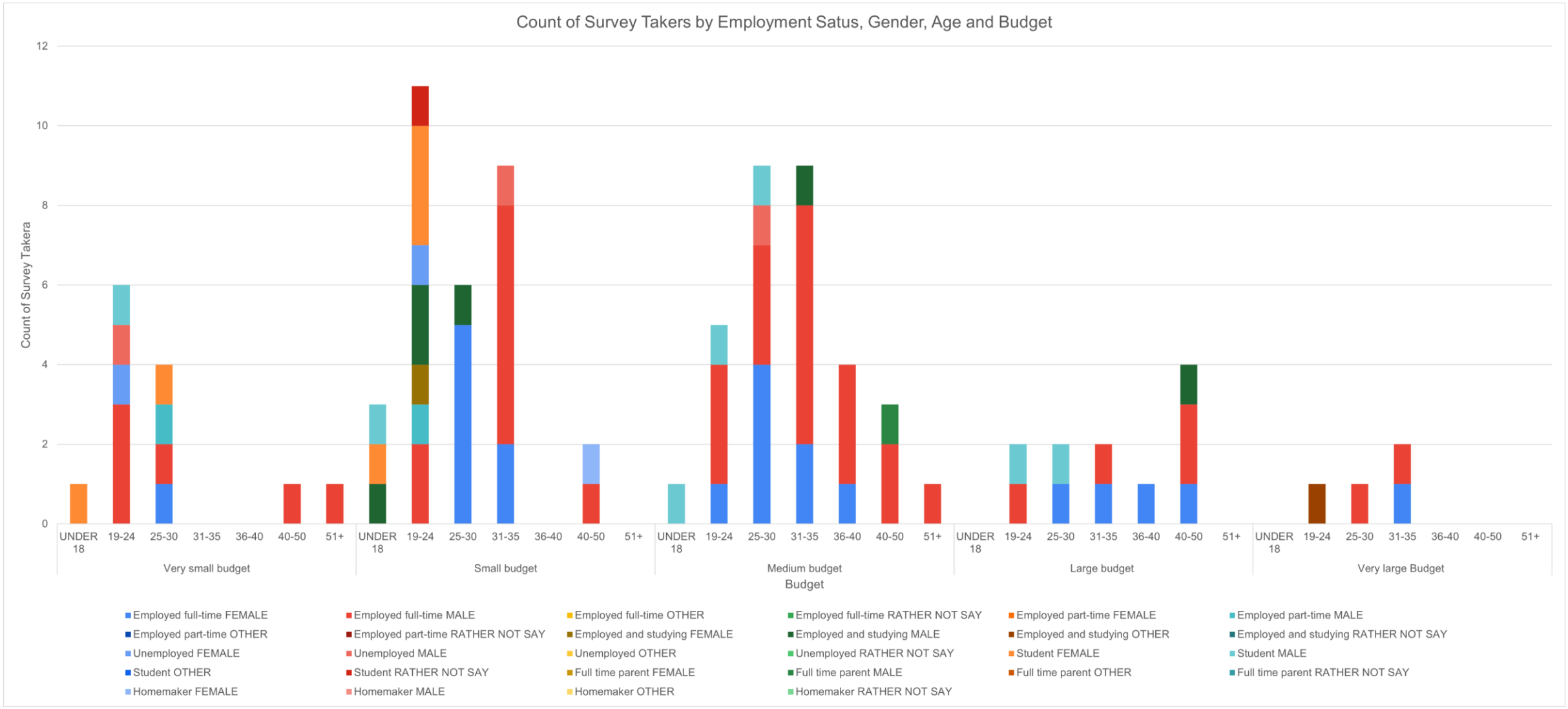
Survey Link: https://docs.google.com/forms/d/e/1FAIpQLSdeziGLysv3gWIHvWyllELcvekUpuA_N8KxRNa3fdD7brGYgA/viewform?usp=sf_link







Survey Summary



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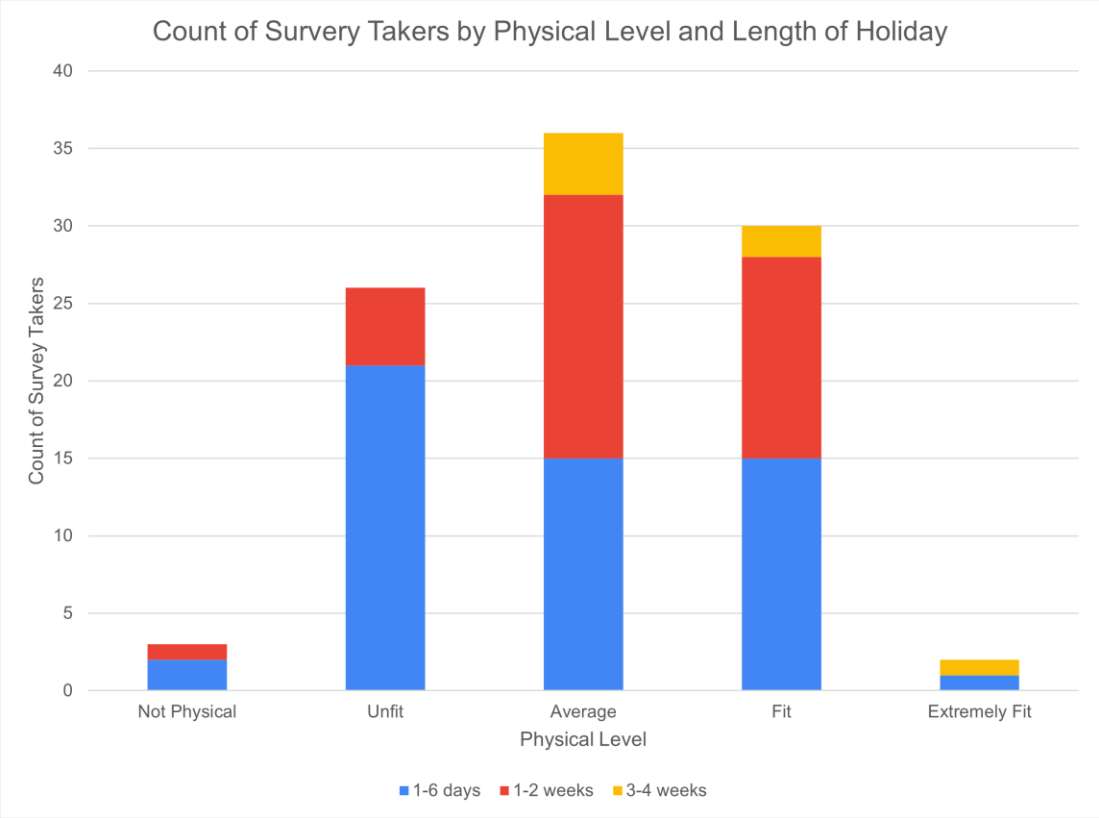

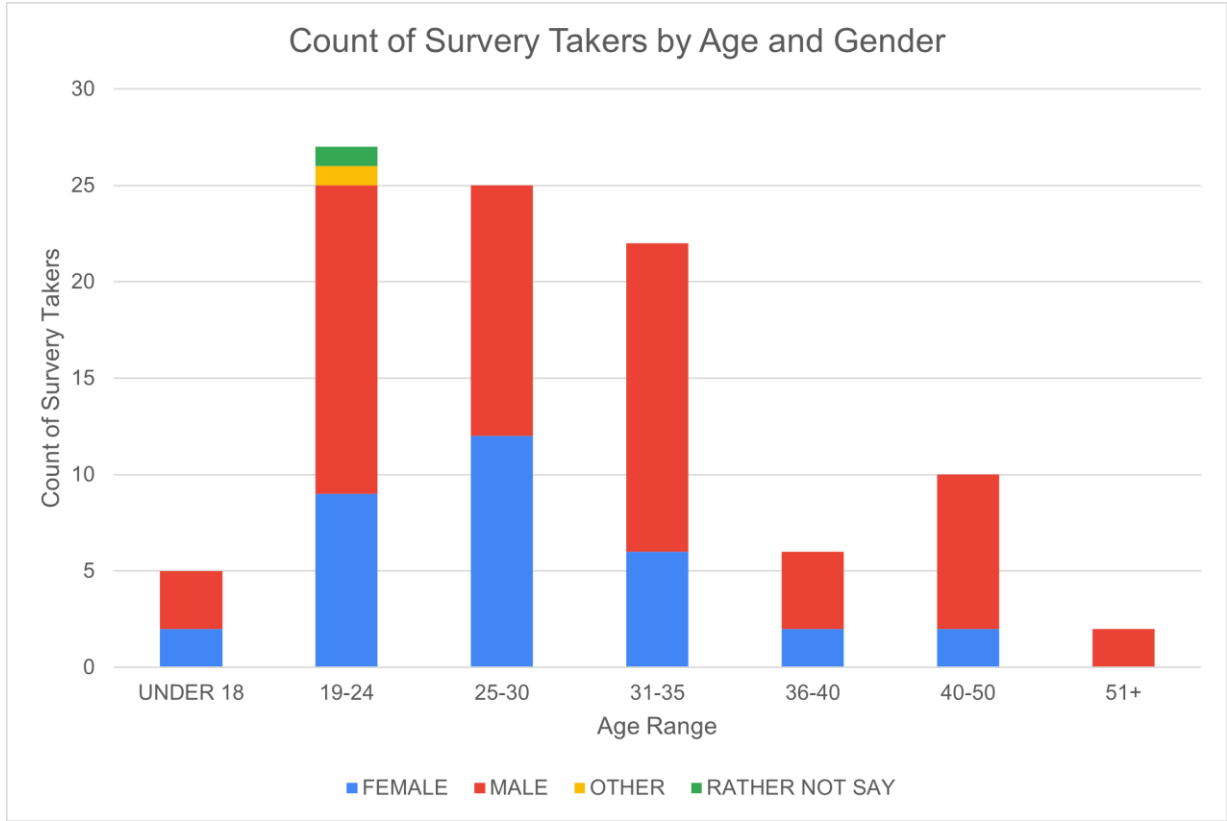

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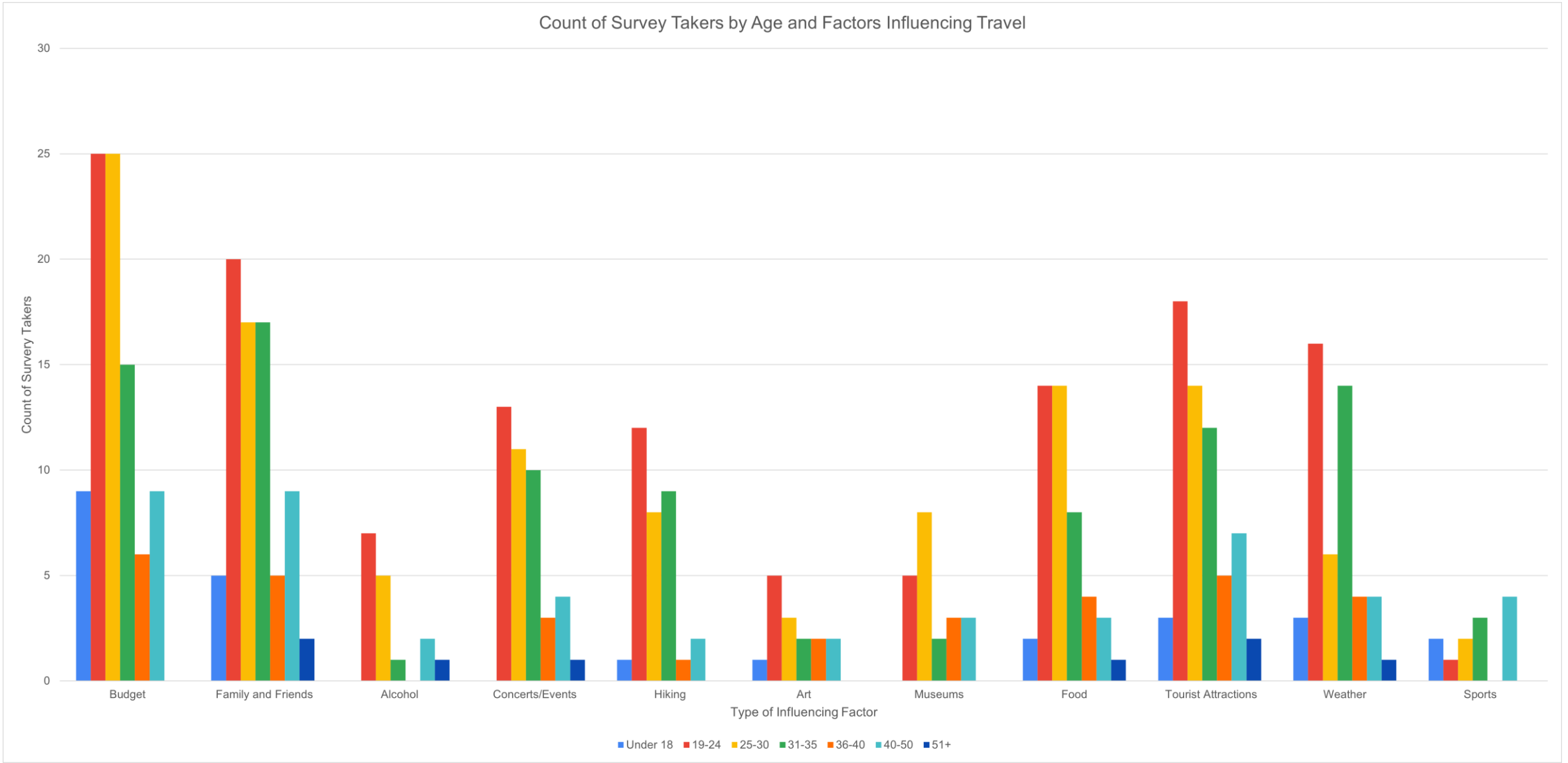


Personas

Darrel
Male 34 Married
Employed full-time

Darrel often needs a break from his hectic life. As an auditor at the office, a parent of two young ones and dedicated husband at home, life can be very full-on. Taking a mental health break and checking out for a couple weekends during the year is well needed and deserved. The best way has proved to be to just get in his car and drive. Darrel could use some suggestions though, as terrain and weather can take up unnecessary time. He admits that some planning ahead could be helpful, as sometimes there is no cell service and finding popular events or restaurants can be difficult.

GOALS/NEEDS
Travel individually and with new people
Travel 1-2 times a year
Travel for 1-6 days
Experience thrilling adventure
Consider budget and concerts/events
Uses through-word-of-mouth advice
Download maps for offline use

Caroline
Female 30 Single
Employed full-time

Caroline has a stressful job and so she does not get to travel often. Generally, she only travels for a holiday with friends or individually when necessary. She doesn't have a large budget, so she likes to make the most of a vacation when she does travel. She wants to organise a girls' trip. Catching up with old friends and experiencing some thrilling adventures sounds perfect after the events of 2020. However, with a group of ladies with varying budgets and big personalities, planning is proving to be very challenging.

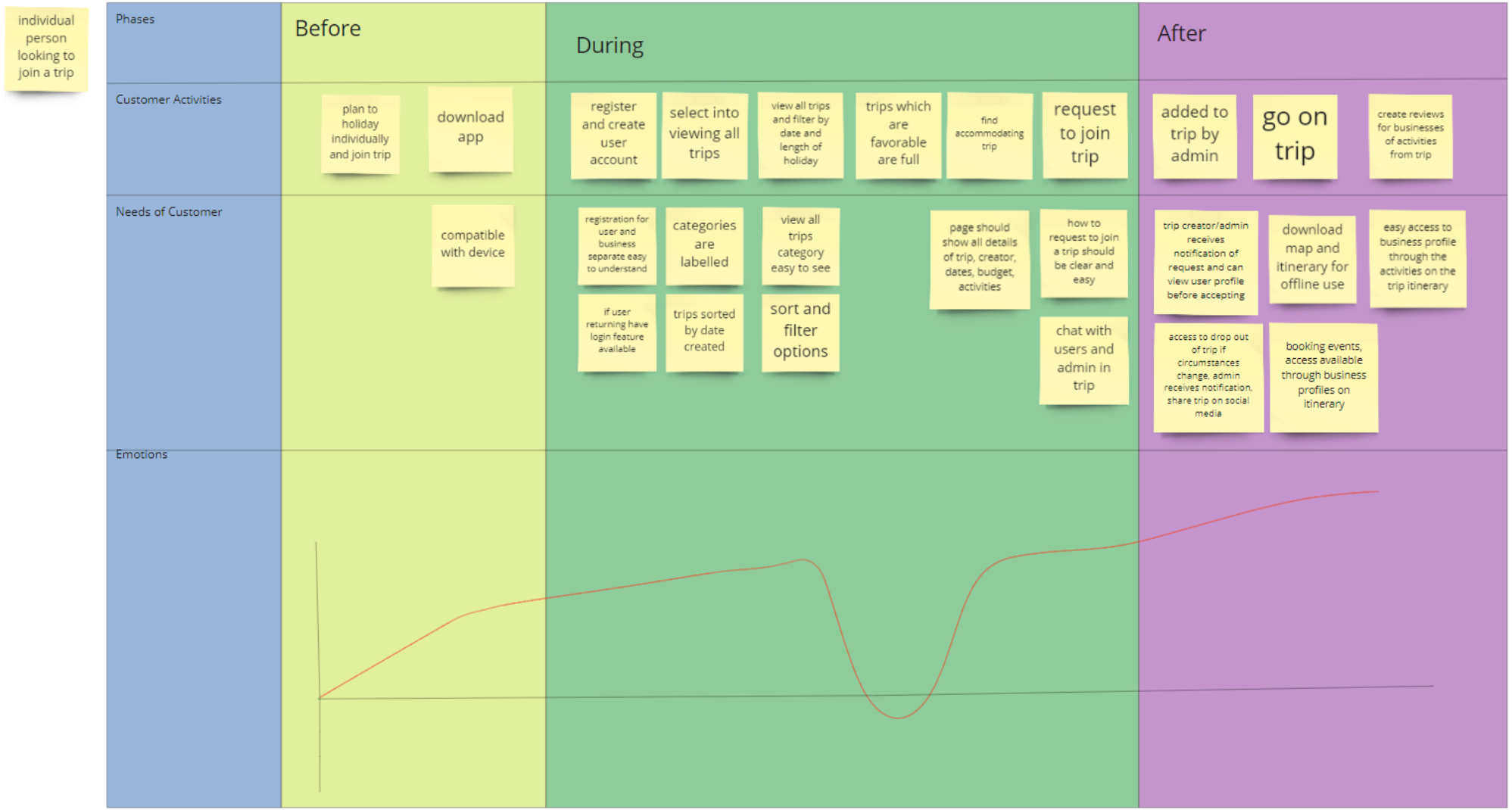
GOALS/NEEDS
Travel with friends
Vacation for 1-2 weeks
Experience thrilling adventure but also relax
Take into consideration budget and tourist attractions
Uses tourist guides and through-word-of-mouth advice
Share plans with friends

Karan
Male 24 Married
Employed full-time

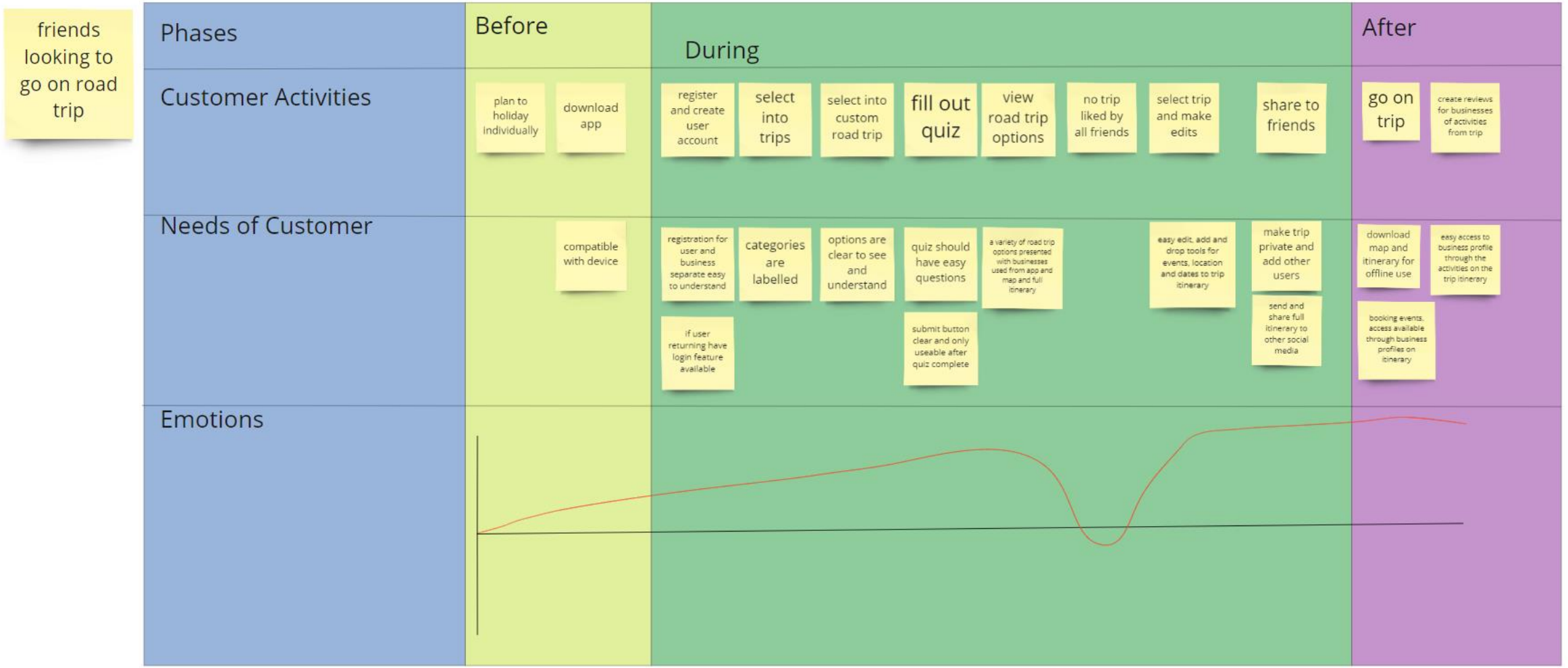
Karan is a small business owner. Moving to New Zealand with his wife only recently, they opened a small bakery. He is tech savvy and has business profiles on all platforms. With the lack of international trade in the pandemic, he needs a way to reach New Zealanders. As a social fellow, Karan wants to create an online conversation between his customers and himself, so he can adapt the way he conducts his business. With the increase in online shopping and restricted travelling, Karan wants to know what his customers like and dislike about his bakery.

GOALS/NEEDS
Suggestions on customer service
Improve business sales
Advertise bakery items
Interact with people from New Zealand
Text is translatable

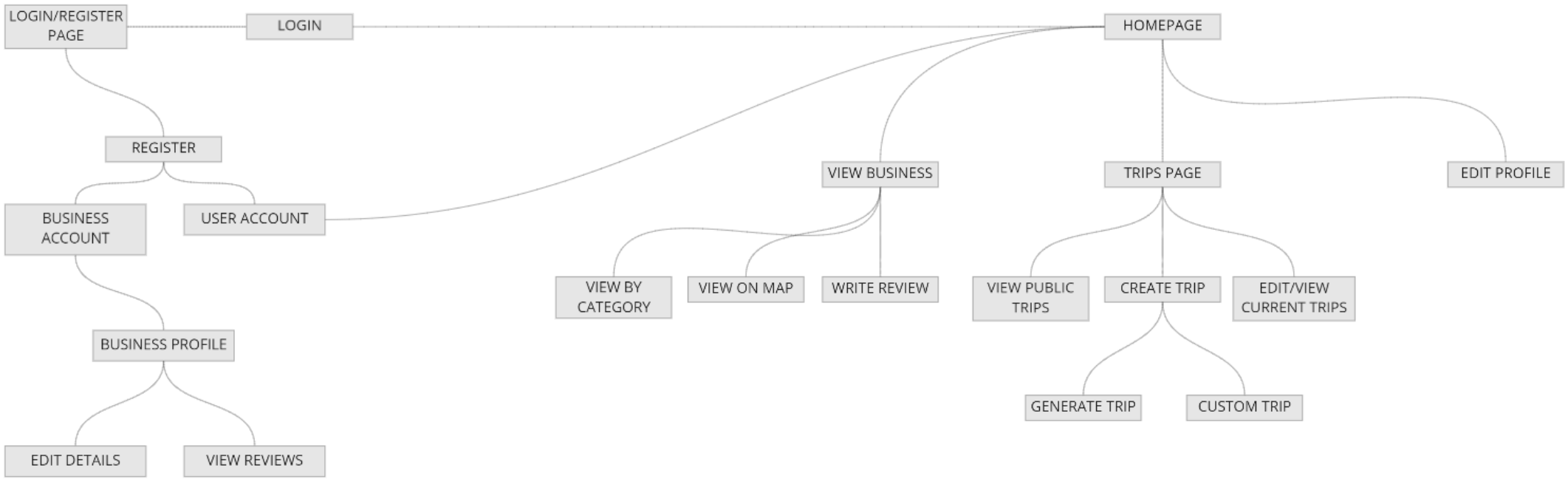
Customer Journey Map



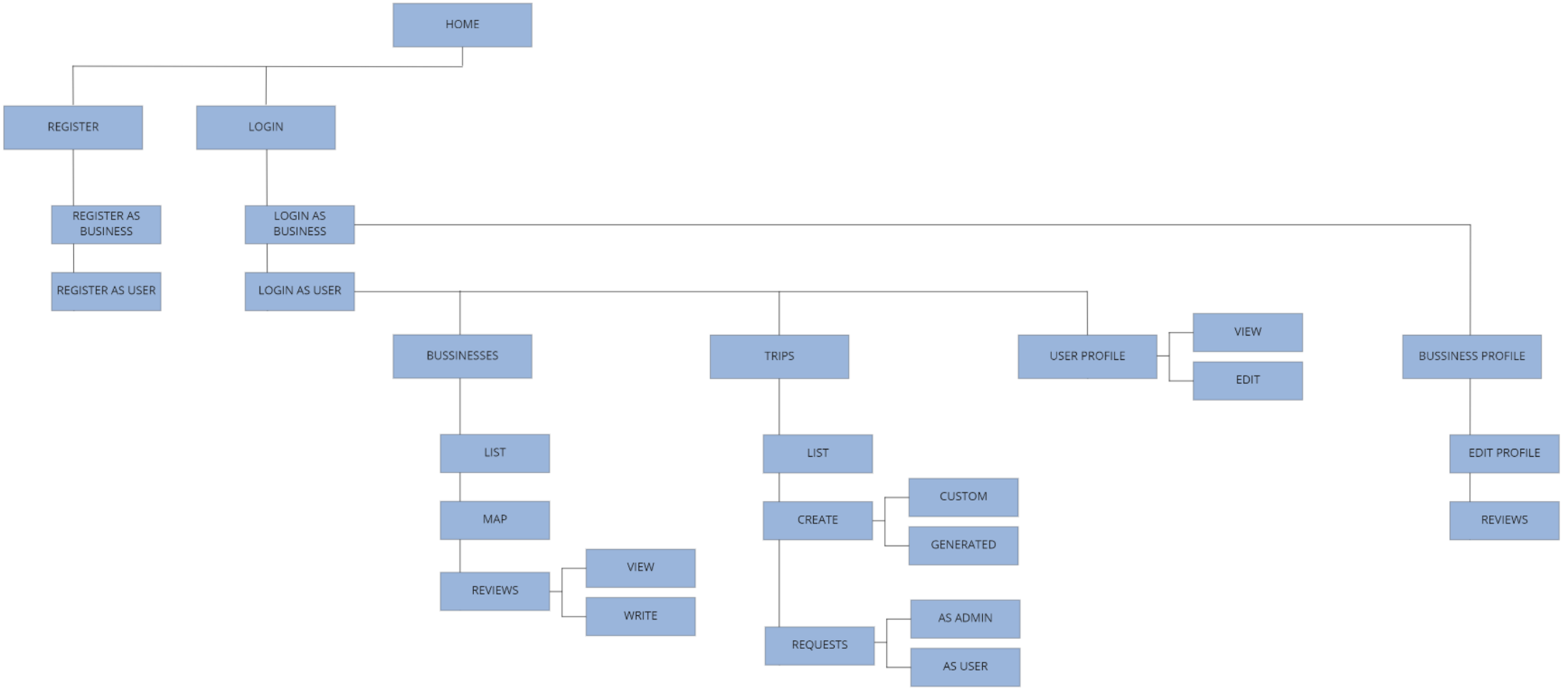
Customer Journey Map



User Flow Diagram



Site Map


HOME
REGISTER
LOGIN
REGISTER AS BUSINESS
REGISTER AS USER
LOGIN AS BUSINESS
LOGIN AS USER
BUSSINESSES
LIST
MAP
REVIEWS
VIEW
WRITE
TRIPS
LIST
CREATE
CUSTOM
GENERATED
REQUESTS
AS ADMIN
AS USER
USER PROFILE
VIEW
EDIT
BUSSINESS PROFILE
EDIT PROFILE
REVIEWS