



100% PURE NEW ZEALAND

Summative 2 Submission Document

Start date - 15/11/19
End date - 6/12/19

Chris Brown



100% PURE NEW ZEALAND

Overview

Our task is to create a single page web application for Tourism New Zealand to positively promote New Zealand internationally. It is aimed at tourists staying for short periods of time who are looking to book their own accommodation and transport. I have chosen to create a page with accommodation options that users will be able to filter through to find an appropriate place for them to stay while they are in the country.



100% PURE NEW ZEALAND

Requirements

Users will be able to view accommodation options based on information they provide, such as how long they are staying, what their budget is, how many people are staying and if relevant, what type of accommodation they would prefer. Additional information will be supplied on each option showing things such as location and food options.

100% PURE NEW ZEALAND



Competitor analysis

The screenshot shows the Booking.com homepage with a search for "Wellington" and a modal for "Check-in". The modal displays two calendar grids: one for November 2019 and one for December 2019. The December grid has several dates highlighted in blue, indicating availability. Below the calendar are three accommodation listings: "Hotel Wellington" (3.5 stars, Good rating), "Hydges Wellington Airport" (Superb rating), and "Boulcott Hall" (Very good rating). Each listing includes a map, a photo, and a "Show prices" button. On the left side, there's a sidebar with "Filter by" options for location scores (Excellent, Very good, Good, Pleasant) and a "Give us your must-haves" section. The top navigation bar includes links for NZD, Flights, Car rentals, Tours & Activities, and Airport taxis.

Booking is an international accommodation website. On visiting a cities page the user is immediately shown two to three modals that cover up some content and clutter up the already busy page. It has three different ways of filtering through options and two different map buttons. Clicking into one of the options is just as busy and cluttered with more modals of reviews over the images and lots of different sections containing frequently asked questions, features, booking section, surrounding locations and more review sections. While the website is packed full of information, it is very functional for some users who are looking for a very specific type of accommodation. Each listing opens in a new tab which could help users to not get lost while they are browsing through the site. The rest of the site has a consistent design and colour scheme with only a slight layout variation when navigating to the home page and other pages before giving specific details.

100% PURE NEW ZEALAND



Competitor analysis

The screenshot shows the trivago website interface for searching hotels in Auckland. At the top, there's a search bar with 'Auckland' and date inputs for 'Check in Mon, 02/12/19' and 'Check out Tue, 03/12/19'. Below the search bar are filtering options: 'Price / night' (set to 'Our recommendations'), 'Select a date' (showing December 2019), 'Hotel location' (set to 'City centre'), and 'More filters'. The main content area displays a grid of hotel listings:

- Auckland Rose Park Hotel**: ★★★ Hotel, 3rd Most Popular 3-Star Hotel in Auckland, 2.1 km to Sky Tower, 7.4 (2687 reviews). Price: NZ\$158 (Booking.com), NZ\$158 (Agoda), NZ\$158 (Expedia). **View Deal**
- SkyCity Grand Hotel**: ★★★★ Hotel, Special Offer, 0.1 km to Sky Tower, 8.9 (4473 reviews). Price: NZ\$350 (Booking.com), NZ\$339 (Agoda), NZ\$359 (Wotif.co.nz). **View Deal**
- Hotel Novotel Auckland ...**: ★★★★ Hotel, 5.5 km to Sky Tower, 6.2 (1078 reviews). Price: NZ\$293 (Novotel), NZ\$293 (Booking.com), NZ\$293 (Wotif.co.nz). **View Deal**
- Waldorf St Martins**: (partially visible)

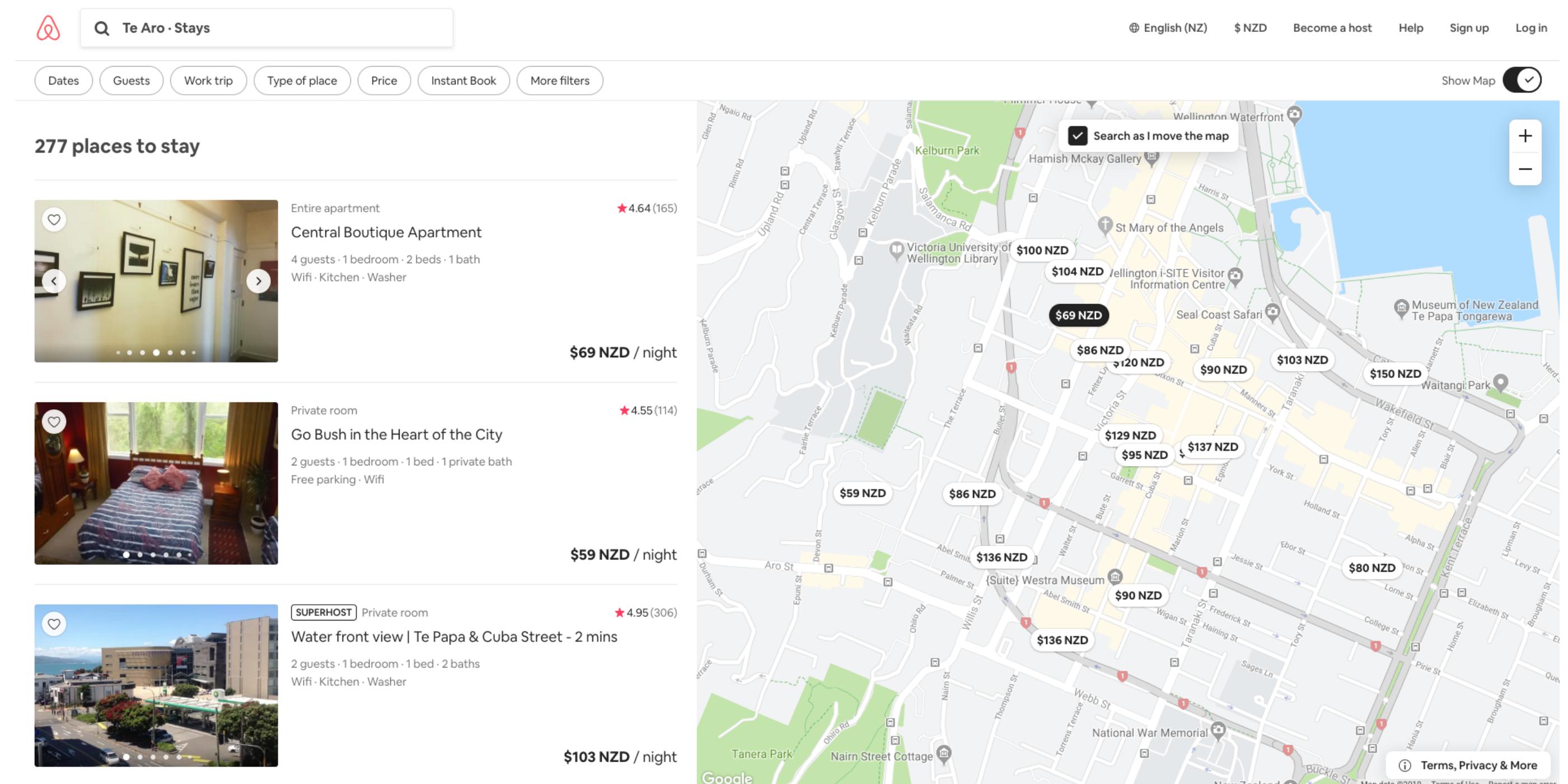
To the right of the hotel list is a map of Auckland showing various neighborhoods and their corresponding average prices per night: Whangaparaoa (\$161), Albany (\$246), Glenfield (\$175), Grafton (\$215), Parnell (\$165-\$293), Mount Albert (\$200), Onehunga (\$160), Mangere (\$149), and Manukau (\$149).

Booking is an international accommodation website. On visiting a cities page the user is immediately shown two to three modals that cover up some content and clutter up the already busy page. It has three different ways of filtering through options and two different map buttons. Clicking into one of the options is just as busy and cluttered with more modals of reviews over the images and lots of different sections containing frequently asked questions, features, booking section, surrounding locations and more review sections. While the website is packed full of information, it is very functional for some users who are looking for a very specific type of accommodation. Each listing opens in a new tab which could help users to not get lost while they are browsing through the site. The rest of the site has a consistent design and colour scheme with only a slight layout variation when navigating to the home page and other pages before giving specific details.

Booking is an international accommodation website. On visiting a cities page the user is immediately shown two to three modals that cover up some content and clutter up the already busy page. It has three different ways of filtering through options and two different map buttons. Clicking into one of the options is just as busy and cluttered with more modals of reviews over the images and lots of different sections containing frequently asked questions, features, booking section, surrounding locations and more review sections. While the website is packed full of information, it is very functional for some users who are looking for a very specific type of accommodation. Each listing opens in a new tab which could help users to not get lost while they are browsing through the site. The rest of the site has a consistent design and colour scheme with only a slight layout variation when navigating to the home page and other pages before giving specific details.

100% PURE NEW ZEALAND

Competitor analysis



Airbnb's browsing page is very similar to Trivago's with the map section on the side, however since it is a different kind of system than usual accommodation, it doesn't require as much information. This has resulted in a much cleaner layout from taking out just a few things like varying prices from different sites because the hosts set their own prices, and no date selection because again the hosts set the availability. Navigating through the website just seems to be a much nicer experience with the use of rounded buttons, a styled map, subtle shadows and a more comfortable font.

100% PURE NEW ZEALAND



Brand Analysis

The screenshot shows the official website of Tourism New Zealand. At the top, there's a navigation bar with links like 'My TNZ', 'Holiday in New Zealand', 'Trade', 'Business Events', 'Media', 'Tourism Business Database', 'Visual Library', and 'Corporate'. A LinkedIn link for social media follows. Below the header is the 'TOURISM NEW ZEALAND' logo featuring a silver fern. The main content area features a large image of Stephen Colbert and a woman in a car, with a caption about 'The Late Show with Stephen Colbert gets 100% Pure NZ Welcome from NZ'. Below this are three columns: 'Research' (Figure.NZ Tourism Data Hub), 'Tools for your business' (Tiaki - Care for New Zealand), and 'Tools for your business' (Visitor Profile Tool).

The current Tourism New Zealand website uses a simple, row and column based layout that is easy to navigate. It has consistent colour, styling and animations with large header images. The layout changes slightly when going into the specific accommodation and transport pages, where it provides a large amount of detail on each option. The New Zealand image is promoted heavily through the site with the large header images and extensive galleries of scenic parts of the country.

These colours and layout is the style that I have decided to stick with or at least take inspiration from for my web application.



100% PURE NEW ZEALAND

Algorithm

User selects from list how many people they are travelling with

User selects dates of when they are travelling which sets a number of days

Filter results

User is shown appropriate results from their input

Clicking on any of the options opens a modal with additional details (more photos, map, contact food options)

User has the option to select from additional food items per night for their stay

Each item selected adds a certain amount to their total

User clicks book now

Modal shows with their room price total for the amount of days they are staying, the food cost and the total of both

Confirm button



100% PURE NEW ZEALAND

Prototypes

I have been using the online tool ‘Figma’ to develop lo-fi and hi-fi prototypes. I have decided to stick with a basic grid based design for two reasons, to keep with the theme of the existing tourism New Zealand website and to take a bit of pressure off spending time on styling and layout so I can spend more time on the javascript side of the site.

Lo-fi prototype

<https://www.figma.com/file/Pj38tKThI4WfoEvcxoogQ9/Summative-2-lofi?node-id=0%3A1>

Hi-fi prototype - mobile

<https://www.figma.com/file/K7MLQXnhWmOysjVTsG2n3S/Summative-2-mobile>

Hi-fi prototype - desktop

<https://www.figma.com/file/u8041uSiLoLeWDH9BhOzs9/summative2-desktop>



Algorithm

Prototypes

I have been using the online tool 'Figma' to develop lo-fi and hi-fi prototypes. I have decided to stick with a basic grid based design for two reasons, to keep with the theme of the existing tourism New Zealand website and to take a bit of pressure off spending time on styling and layout so I can spend more time on the javascript side of the site.

Lo-fi prototype

<https://www.figma.com/file/Pj38tKThI4WfoEvcxoogQ9/Summative-2-lofi?node-id=0%3A1>

Hi-fi prototype - mobile

<https://www.figma.com/file/K7MLQXnhWmOysjVTsG2n3S/Summative-2-mobile>

Hi-fi prototype - desktop

<https://www.figma.com/file/u8041uSiLoLeWDH9BhOzs9/summa-tive2-desktop>

100% PURE NEW ZEALAND



Timeline

A screenshot of a Trello board titled "Timeline". The board is organized into three columns: "To Do", "Doing", and "Done".

- To Do:**
 - Milestone 2: Personas (Due Nov 26)
 - Milestone 3: Presentation (Due Dec 10)
- Doing:**
 - Milestone 3: Submission document (Due Dec 5)
 - Milestone 3: Coding (Due Dec 4)
 - Milestone 2: User testing (Due Nov 26)
 - Milestone 1: Generate use case diagram (Due Nov 20)
- Done:**
 - Milestone 2: Flowcharts (Due Nov 28)
 - Milestone 2: Write algorithms (Due Nov 29)
 - Milestone 2: Prototypes (Due Nov 23)
 - Milestone 1: Competitor analysis (Due Nov 22)
 - Milestone 1: Write proposal (Due Nov 19)
 - Milestone 1: Write a style guide (Due Nov 20)

Each card includes a "Add another card" button at the bottom.

I have been using Trello to arrange tasks and organize my time.
<https://trello.com/b/9G2291rB/summative2>

I have used GitHub to store my files
<https://github.com/chrisawesomeusername/summative-2>

100% PURE NEW ZEALAND



Feedback

Mobile -
<https://www.figma.com/proto/K7MLQXnhWmOysjVTsG2n3S/Summative-2-mobile?node-id=1%3A2&scaling=min-zoom>

Desktop -
<https://www.figma.com/proto/u8041uSiLoLeWDH9BhOzs9s/summative2-desktop?node-id=2%3A35&scaling=min-zoom>

Lemme know what ya think (edited)

 Figma
Summative 2 mobile
Created with Figma

 1 

3 replies

 Val 13 days ago
Hola! Very nice design, just curious how do you filter location? then when going to a modal I guess the background will have some opacity?. Apart of that Is very good using their colours and clean design. :DD (web version)

 Val 13 days ago
Mobile version very well done! 😊

 Alexis A. 12 days ago
is this your font weight and size choice? if so, I would suggest increasing them because it's quite hard to read, especially if they're close together in a paragraph. Being able to see the cost calculations (cost per night, cost x guests, overall price w or w/o meal options) on the modal of the accomodation of choice would also be good before booking. Otherwise!! the design matches well with NZ Tourism's look and is really neat to navigate 

The feedback I got from my prototypes was mainly positive, however one of the main issues was the size of the text as some users found it hard to read. Another issue that was raised was to do with the functionality of the program, because I was mainly using this tool for a design and flow prototype rather than one with lots of features. Other than that, general comments were positive responses for the design of the page.



100% PURE NEW ZEALAND

JS style guide

Collaborative JS style guide attached in this link

https://docs.google.com/document/d/1JAIk_r_JUX3SaC4R93qm-rRe8vKWuLCYzplpHNFzE8s4/edit?usp=sharing



100% PURE NEW ZEALAND

Algorithm

User selects from list how many people they are travelling with

User selects dates of when they are travelling which sets a number of days

Filter results

User is shown appropriate results from their input

Clicking on any of the options opens a modal with additional details (more photos, map, contact food options)

User has the option to select from additional food items per night for their stay

Each item selected adds a certain amount to their total

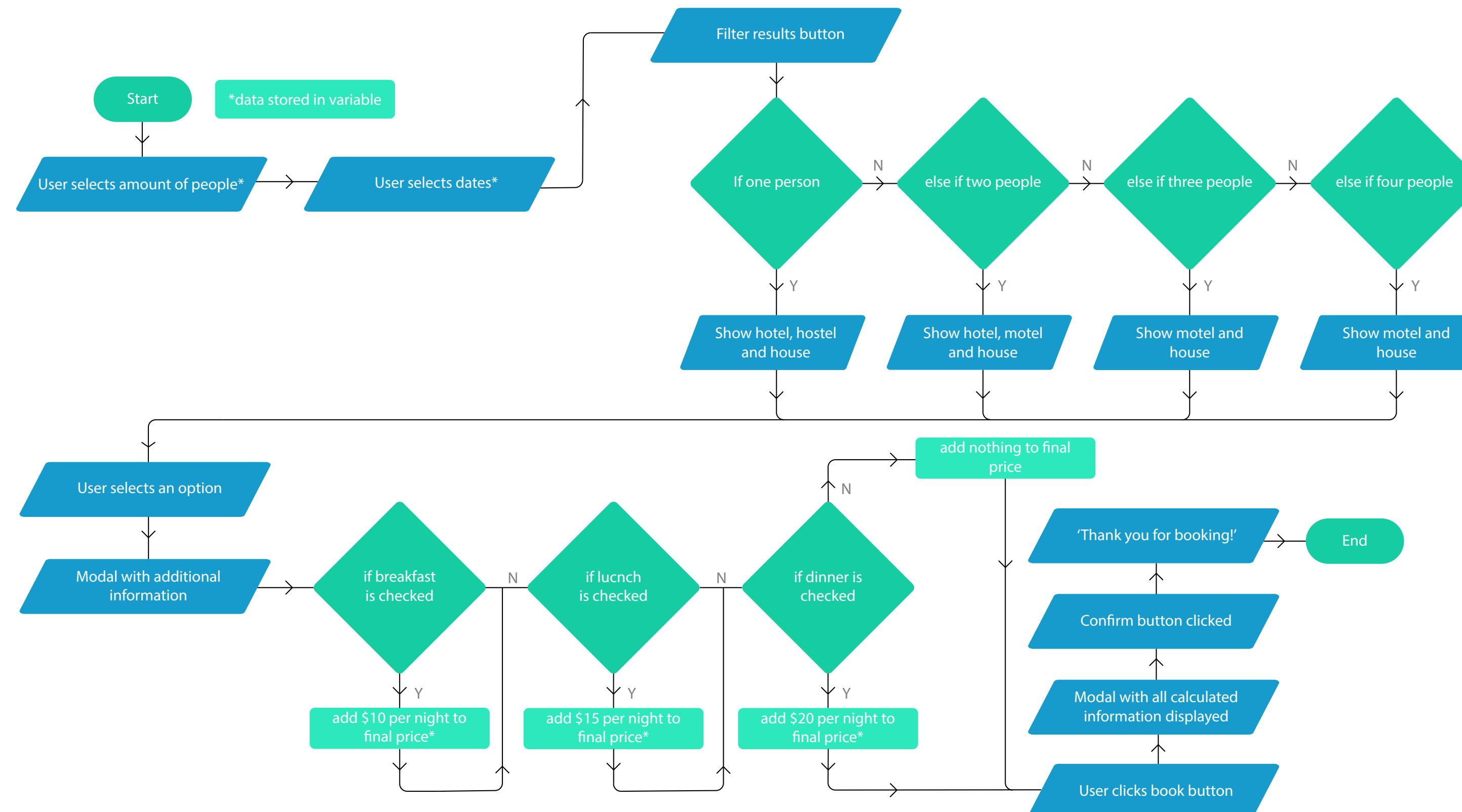
User clicks book now

Modal shows with their room price total for the amount of days they are staying, the food cost and the total of both

Confirm button

100% PURE NEW ZEALAND

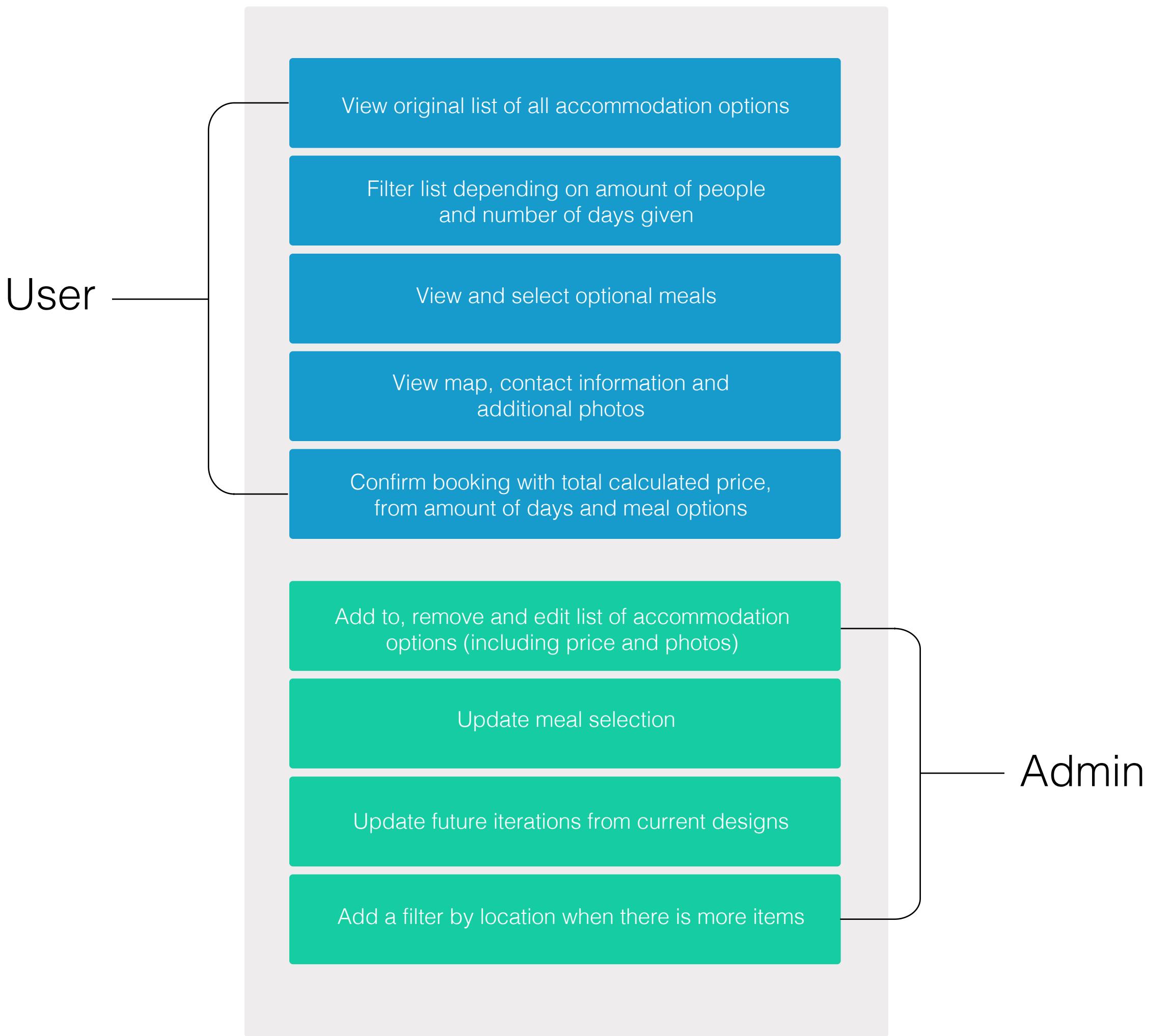
Flow Chart





100% PURE NEW ZEALAND

User Case Diagram





100% PURE NEW ZEALAND

User Testing

I did some quick user testing when my web app was very close to being finished, and the responses I got from that are mainly on the styling side of things. So increased text size, increased size of the close button on the modal. Additional results are functional issues, some buttons were doing nothing so they have been removed, and more prompts for errors on certain inputs. Some of the more positive results were to do with the layout, colour choice and image selection.



100% PURE NEW ZEALAND

User Testing

I did some quick user testing when my web app was very close to being finished, and the responses I got from that are mainly on the styling side of things. So increased text size, increased size of the close button on the modal. Additional results are functional issues, some buttons were doing nothing so they have been removed, and more prompts for errors on certain inputs. Some of the more positive results were to do with the layout, colour choice and image selection.



100% PURE NEW ZEALAND

Reflection

Upon reflection of this project I have realized I need to manage my time more efficiently. I think starting out a JS file with some empty variables at the very start of the project so they start off as global and I can move them around when I need to. I think more time should be spent on figuring out algorithms as that is something I ended up changing over the course of the project. I need to be able to utilize bootstrap more efficiently.