

TU858 SDEV2004 Software for the Global Market (5 ECTS)

Continuous Assessment Semester 2 2023-2024

Individual Project Documentation

C22307066

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Include a table of contents here (If you use the headings in this document you can just update the table below. If not and you use headings styles you can generate this in Word: go to the References -> Table of Contents choose an automatic style).

Introduction

Project Title: Ireland's Ancient East

Overview: Design and develop a page as part of a user-friendly and informative website to promote tourism in Ireland's Ancient East region.

You can choose to focus your page on providing a guide for tourists interested in exploring the historical or cultural or culinary or natural attractions of the region.

The page should adapt to fit the preferences of the two personas you have been allocated and should implement translation into the languages used by those personas.

Personas

Ji-woo - Korean C

Language: Korean

Culture: High Uncertainty Avoidance, Collectivist



Age: 30

Location: Soeul, South Korea.

Education: Masters in Business Administration

Occupation: Marketing Manager

Income: ₩₩80M

Pronouns: She/Her

Lifestyle: Married with one young child, strong work ethic, enjoys activities with family and friends.

"Strength lies not in the absence of fear, but in the ability to navigate uncertainty with wisdom and unity, safeguarding what matters most – our family's well-being. In every

journey lies the opportunity to weave new bonds between family and discover the beauty of connection anew.”

Motivation

Travelling with her husband and child, Ji-woo is motivated by a desire to ensure a seamless, safe, and culturally enriching experience for everyone. She wants to build connections to new surroundings but seeks familiarity when travelling permitting everyone to have a worry-free experience. She conducts extensive research in advance and likes to work out detailed plans in advance of travel.

Brand Affiliations

Prefers brands that offer reliability, assurance, family-friendliness, cultural connection, and comfort. Prefers family run restaurants that offer a family-friendly environment. Uses transport companies with a reputation for good time-keeping and punctuality.

Psychographics	Communication Style
<ul style="list-style-type: none"> Cultural Appreciation and Connection: Ji-woo values cultural experiences that enrich her understanding of different societies and traditions. She seeks out opportunities to immerse herself and her family in local customs, cuisines, and festivities during travel. By embracing cultural diversity, Ji-woo aims to cultivate empathy and appreciation for people from various backgrounds, reflecting her collectivist orientation and respect for societal harmony. Work-Life Balance and Family Integration: Despite her strong work ethic, Ji-woo prioritizes maintaining a healthy work-life balance, ensuring ample time for family activities and relaxation. She strives to integrate her professional responsibilities with her family life seamlessly, finding ways to involve her loved ones in her career achievements and aspirations. 	<ul style="list-style-type: none"> Ji-woo prefers indirect communication, often relying on non-verbal cues and context to convey her message effectively. She values harmony and avoids confrontation, preferring to maintain a polite and respectful demeanor in all interactions. Ji-woo tends to prioritize listening over speaking, taking time to understand others' perspectives before expressing her own thoughts.

<ul style="list-style-type: none"> Community Engagement and Social Responsibility: Ji-woo actively participates in community initiatives and social causes that align with her values of compassion and social responsibility, reflecting her collectivist mindset and altruistic tendencies. 	
<p>Behaviour and Social Norms</p> <ul style="list-style-type: none"> Respect for Authority and Hierarchical Structures: Ji-woo respects authority figures and adheres to hierarchical structures, both in her professional and personal life. She values clear roles and responsibilities within social settings Group Harmony and Consensus Building: Ji-woo prioritizes maintaining harmony within groups and seeks consensus when making decisions, especially in family and social settings. She values collective opinions and strives to ensure that everyone's needs and perspectives are considered before reaching a conclusion Etiquette and Politeness: Ji-woo observes social etiquette and demonstrates politeness in her interactions with others. She pays careful attention to social cues and norms, ensuring that her behavior aligns with cultural expectations of respect and decorum. . 	<p>Frustrations and Pain Points</p> <ul style="list-style-type: none"> Ji-woo finds it stressful when faced with ambiguous or uncertain situations, preferring clear guidelines and structures. She may feel anxious when plans deviate from what was initially agreed upon or when unexpected obstacles arise during travel. Ji-woo values collective opinion and may feel uncomfortable making decisions independently, especially if it involves her family's well-being.

Language: Dutch

Culture: Low Uncertainty Avoidance, Individualist

	<p>Age: 45</p> <p>Location: Rotterdam, Netherlands.</p> <p>Education: MSc. In Software Development</p> <p>Occupation: IT Project Manager</p> <p>Income: €60,000</p> <p>Pronouns: She/Her</p> <p>Lifestyle: Divorced with two children (16 and 18), career-focused, health-conscious, self-motivated</p>
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“Embrace the unknown, for in the uncharted lies the adventure of a lifetime. Let your individual spirit guide you through the wonders of our world, where every step is a discovery and every moment a testament to your courage.”

Motivation

Betje will be travelling with her two children. She wants to expand her own and her children's cultural knowledge. She sees travel as an opportunity for her children to build resilience which she views as central to building a successful future. As a family they like to undertake a lot of outdoor activities and are keen wild swimmers. Betje sees travel as an opportunity to meet interesting people, make new friends and try new activities. Through her travels she has built a network of friends globally and she regularly makes return trips to many countries, staying with friends.

Brand Affiliations

Prefers local artisan brands that offer unique and local experiences, focusing on sustainability and eco-friendliness. Prefers local and independent boutique style hotels and cafes preferring to receive personal attention and tailored experiences.

Psychographics	Communication Style
<ul style="list-style-type: none">Openness to Experience:Betje embraces new experiences and sees travel as an opportunity for discovery.	<ul style="list-style-type: none">Directness and Transparency:Betje appreciates direct and transparent communication.

<ul style="list-style-type: none"> She values cultural knowledge and seeks to expand her and her children's horizons. Focus on Resilience and Personal Growth: She views travel as a means to build resilience in her children, preparing them for successful futures. She believes in the importance of stepping out of one's comfort zone to foster growth and adaptability. Value for Connection and Community: She values inclusivity and appreciates opportunities for open dialogue and brainstorming. Betje encourages a collaborative environment where diverse opinions are welcomed and valued. 	<ul style="list-style-type: none"> She values honesty and straightforwardness in interactions with others. Intellectual Engagement: She enjoys engaging in meaningful conversations that stimulate her intellect and curiosity. discussions that delve into deeper topics and exchange of ideas. Collaboration and Inclusivity: Betje prefers a collaborative communication style where everyone's input is respected and considered. She values inclusivity and appreciates opportunities for open dialogue and brainstorming. Betje encourages an environment where diverse opinions are welcomed and valued.
Behaviour and Social Norms <ul style="list-style-type: none"> Betje prioritizes quality time with her children and values family-oriented activities. She seeks opportunities to bond with her children and create lasting memories together. She values independence and self-reliance, encouraging her children to develop these traits as well. She believes in fostering autonomy and decision-making skills in her family. Betje respects diversity and different cultural norms. She approaches new experiences with an open mind and a willingness to learn from others. 	Frustrations and Pain Points <ul style="list-style-type: none"> Betje may feel frustrated by rigid schedules or overly structured environments that limit her freedom and spontaneity. She may find it challenging to balance her career ambitions with her desire for quality family time and personal pursuits. Betje may feel disappointed by experiences that lack authenticity or fail to live up to her expectations of sustainability and eco-friendliness. She values genuine connections

	and experiences that align with her values.
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Design

Briefly explain how your design choices address the sections in your persona. Framing these as How might We Questions with associated Hypotheses would make sense.

Ji-woo - Korean C

How might we ensure Ji-woo feels secure and comfortable during travel while embracing new cultural experiences?

Hypothesis: By providing Ji-woo with comprehensive travel guides and resources that highlight cultural customs, local cuisines, and family-friendly activities, we can help her navigate unfamiliar environments with confidence and enrich her travel experiences.

2. How might we support Ji-woo in maintaining a healthy work-life balance while integrating family activities seamlessly into her schedule?

Hypothesis: By offering flexible work arrangements and digital tools that facilitate remote collaboration, we can empower Ji-woo to balance her professional responsibilities with quality family time.

Additionally, organizing family-friendly events and activities within the workplace can encourage a supportive and inclusive environment for Ji-woo and other employees with similar priorities.

3. How might we promote community engagement and social responsibility among Ji-woo and her family members?

Hypothesis: By partnering with local charities and community organizations, we can offer Ji-woo and her family opportunities to participate in volunteer activities and social impact initiatives. Providing platforms for sharing stories and experiences of community involvement can inspire Ji-woo and others to make meaningful contributions to society, fostering a sense of purpose and fulfilment within the collective.

Betje - Dutch D

1. How might we encourage Betje to embrace new experiences during her travels to enhance cultural knowledge and personal growth?

Hypothesis: By providing Betje with personalized itineraries that include off-the-beaten-path destinations and immersive cultural experiences, we can foster her sense of adventure and curiosity.

2. How might we stimulate Betje's intellectual curiosity and foster meaningful conversations during her travels?

Hypothesis: By offering guided tours led by knowledgeable experts, organizing interactive workshops, or facilitating discussions with locals on topics of interest, we can provide Betje with intellectually engaging experiences that enrich her journey.

3. How might we ensure clear and transparent communication with Betje and other travelers?

Hypothesis: By providing detailed information about travel experiences, accommodations, and local customs upfront, we can meet Betje's preference for direct and transparent communication, enhancing her overall travel experience.

Include wireframes to support your discussion.

Internationalization Strategy

What folder structures were used?

- **Where are localized stylesheets be stored?** stored within the CSS directory, organized by language code, such as /css/en/style.css for English, /css/ko/style.css for Korean and /css/nl/style.css for Dutch.
- **Where are localized images be stored?** stored within the images directory /images/en/image.jpg and /images/nl/image.jpg. /images/ko/image.jpg
- **Where are localized templates/template content be stored?** stored within the templates directory. /templates/en/home.html, /templates/nl/home.html, /templates/ko/home.html

- **Where are localized messages be stored?** stored within a separate directory, such as /messages, organized by language code, like /messages/en.json and /messages/nl.json. /messages/ko.json

How have ensured the correct localised content appears for users?

- **How have ensured the correct localised stylesheet is used?** Use Flask's template system to dynamically load the appropriate stylesheet based on the user's language preference within your template files.
- **How have ensured that the correct localised images are used?** Similar to stylesheets, use Flask's template system to dynamically render images based on the user's language preference.
- **How have ensured that the correct localised templates/template content are used?** Use Flask's template system to render the appropriate templates and content based on the user's language preference.
- **How have ensured that the correct localised messages will be used?** Use Flask-Babel or Flask-BabelEx to handle message translation and retrieval based on the user's language preference.

How will you manage user language selection?

- **How/where in the application have you set a language on startup?** Determine the user's preferred language from settings, browser settings, or user preferences stored in cookies or the database. Set the language accordingly during application initialization using Flask's request context or session management.
 - **What was required in terms of implementation?** Implement logic within Flask routes to handle language selection and update user preferences accordingly in the database or session.
- **How/where in the application can a user be able to change their language preference?** Provide a language selection menu or settings page where users can choose their preferred language. Upon selection, update the user's language preference in the database or session and refresh the page to reflect the changes.

Prototype

Document your implementation choices:

Similar sites:

<https://www.discoverireland.ie/irelands-ancient-east>

<https://www.ireland.com/en-us/destinations/experiences/irelands-ancient-east/>

https://boynevalleytours.com/tour_location/irelands-ancient-east/



Text





Text



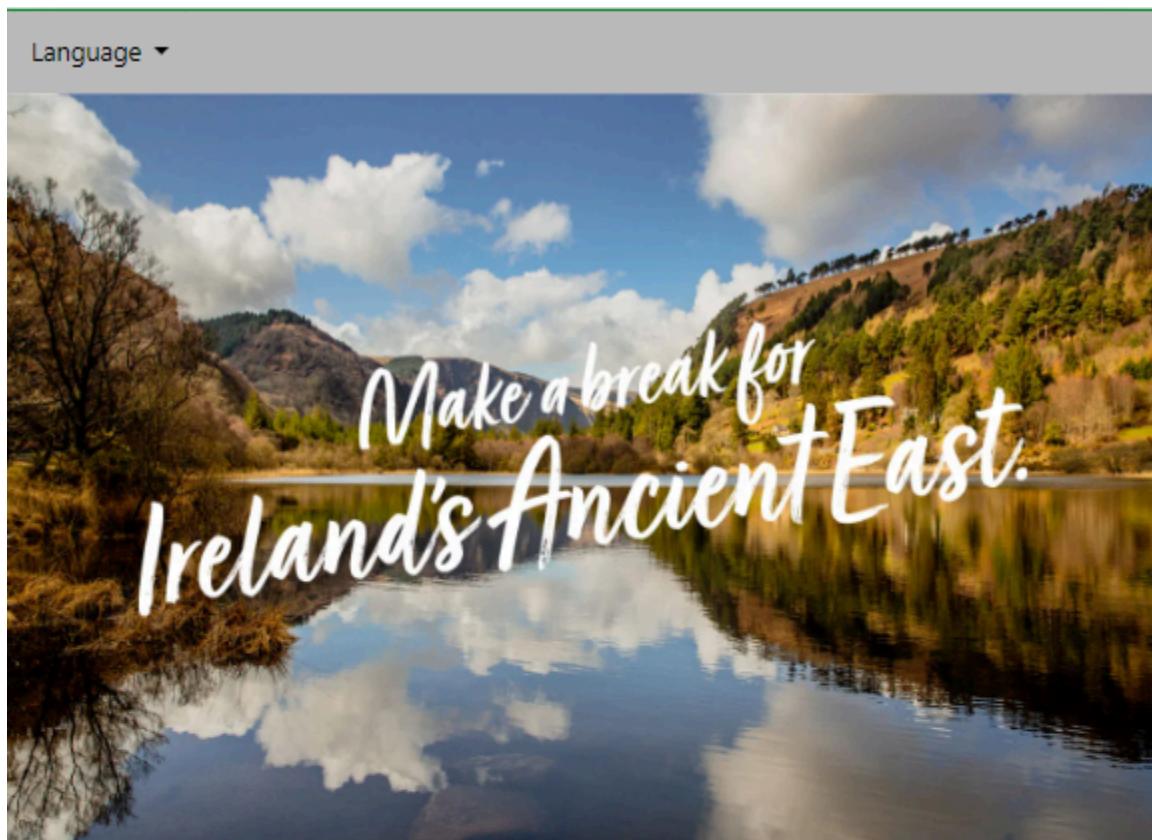


*Make a break for
Ireland's Ancient East.*

Text



Final result



Explore Ireland's Ancient East!

Nestled within the heart of Ireland lies a land of timeless allure known as Ireland's Ancient East. A serene panorama unfolds before the eyes, where emerald hills roll gently, towns exude charm, and tranquil waters whisper tales of old, all cradled by the majestic River Shannon and the Irish Sea. Yet beneath this tranquil facade lies a tapestry woven with over 5,000 years of captivating history, where each undulation of the landscape holds secrets untold.



English -en locale



Verken het eeuwenoude oosten van Ierland!

Genesteld in het hart van Ierland ligt een land van tijdloze allure dat bekend staat als het eeuwenoude oosten van Ierland. Een sereen panorama ontvouwt zich voor de ogen, waar smaragdgroene heuvels zacht gloeien, steden charme uitstralen en rustige wateren verhalen van weleer fluisteren, allemaal gewiegd door de majestueuze rivier de Shannon en de Ierse Zee. Maar onder deze rustige gevel ligt een tapijt geweven met meer dan 5000 jaar boeiende geschiedenis, waarbij elke golving van het landschap onnoemelijke geheimen herbergt. Ga op pad en je zult een rijk ontdekken waar de echo's van het verleden resoneren in het heden. Dwaal door middeleeuwse stadjes, waarvan de geplaveide straatjes de voetstappen van voorbije eeuwen weerklinken, en verdwaal in de betoverende omhelzing van weelderige tuinen. Hier verweven het verleden naadloos met het heden en bieden onvergetelijke ervaringen die een brug slaan tussen oude tradities en moderne geneugten. Dompel jezelf onder in het levendige tapijtwerk van het eeuwenoude oosten van Ierland, waar op elke hoek een verhaal schuilt dat wacht om ontdekt te worden. Neem deel aan een levendige wandeltocht en hoor lokale legendes fluisteren in de wind, of ga terug in de tijd op een oude kloosterlocatie, waar de stenen zelf lijken te spreken over vervlogen tijden. Begin aan een epische bergwandeling, waar de ruige schoonheid van het landschap de geest van avontuur van binnen doet ontbranden, voordat je je verdiept in de culturele rijkdom van levendige steden die bruisen van leven en geschiedenis.



Dutch - nl locale



아일랜드의 고대 동부를 탐험해보세요!

아일랜드 중심부에는 아일랜드의 고대 동부로 알려진 시대를 초월한 매력의 땅이 자리잡고 있습니다. 에메랄드빛 언덕이 완만하게 구불구불하고, 마을이 매력을 발산하고, 잔잔한 물이 장엄한 새년 강과 아일랜드 해에 둘러싸여 옛 이야기를 속삭이는 고요한 파노라마가 눈앞에 펼쳐집니다. 하지만 이 고요한 외관 아래에는 5,000년이 넘는 매혹적인 역사를 엮은 태피스트리가 놓여 있으며, 기복이 있는 풍경 하나하나에는 말할 수 없는 비밀이 담겨 있습니다. 앞으로 나아가면 과거의 메아리가 현재에 올려 퍼지는 영역을 발견하게 될 것입니다. 중세 마을을 거닐며 수세기 전의 발자취가 올려 퍼지는 자갈길을 거닐고 무성한 정원의 매혹적인 포옹에 빠져보세요. 이곳에서는 과거와 현재가 매끄럽게 얹혀 고대의 전통과 현대적인 즐거움을 연결하는 잊을 수 없는 경험을 선사합니다. 구석구석 발견되기를 기다리는 이야기가 있는 아일랜드 고대 동부의 생동감 넘치는 태피스트리에 끝 빠져보세요. 활기 넘치는 도보 여행에 참여하여 바람에 속삭이는 지역 전설을 듣거나, 돌 자체가 지나간 시대를 말해주는 것처럼 보이는 고대 수도원 유적지에서 시간을 거슬러 올라가 보세요. 험준한 풍경의 아름다움이 내면의 모험 정신을 불러일으키는 서사적인 산악 하이킹을 떠나고, 삶과 역사가 고동치는 활기찬 도시의 문화적 풍요를 탐구해 보세요.



Korean - ko locale

! The updated Korean webpage has the images displayed in a vertical grid as I thought this would better tackle Ji Woo's pain point of ambiguity. She can now focus on just one image at a time. This content layout is unique to the Korean locale.

- **Briefly explain someone can test your web page to verify your design.**

-in the navbar there is a drop down button clickable, which displays 3 language options in their respective languages. On click, the user can change the website's localisation option.

-when clicked the language settings for the Nav bar options should change to the respective language. The pictures displayed below the text should also change to match the locale. If there is additional text, it should also change.

Unique Interaction:

Korean:

Validation fields for user can interact with. Enter and submit contact information. Opt into updates on charity and community events by checking checkboxes. Inspired by Ji-woo's values in regard to community engagement and social responsibility. Tackles the 3rd HMW Question

Itinerary guides and travel documents are also available for download. User can choose depending on the length of their trip which can be toggled with the radio buttons. Tackles the 1st HMW question for Ji woo

Email	<input type="text"/>
Password	<input type="password"/>
Desired Itinerary	<input checked="" type="radio"/> 1-2 days <input type="radio"/> 3-5 days <input type="checkbox"/> Subscribe to local charity newsletter <input type="checkbox"/> Get updates on community events
<input type="button" value="Submit and Download File"/>	

Dutch:

Embed Google Maps to allow the user(Betje) to visualise and plan out her journey in advance while not being too coordinated or rigid which is in line with the 1st HMW question. Allows her spontaneity and fosters sense of adventure. Button under the map, allows for Betje to save locations she wishes to visit

À video embedded showcases some historical and archaeological sites and allows for some intellectual curiosity exploration. Tackles the 2nd HMW question.

