Assignment Documentation

**ITP4506 Human Computer Interaction & GUI Programming**

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# Introduction

Happy Travel Ltd is a private travel agency company which provides travel and tourism related services to the customers on behalf of suppliers. The Products including airline, hotels, package tours and travel insurance.

In this project, a website will be built for Happy Travel Ltd. That is a medium-sized travel agent. The company’s target users are the tertiary student in Hong Kong. First, the user will be analyzed. Then, a tailor- made, website will be designed. While the website will be designing, the website designing will be implemented at the same time.

# User Analysis

Before the coding implementation on website, the user analysis process should be carried out. The following table is an outline of research area for listing out the user analysis.

* User Characteristics
* Techniques for observing and listening to users
* Environment Analysis
* Recruiting Users
* Task Analysis (HTA)

In this part, we will list out the research and analysis the data with more details.

## User Characteristics

In this report, we will analysis the characteristics of user from different points of view.

* Learning style
* Tool preferences
* Physical
* Cultural
* Knowledge of job
* Application familiarity
* Primary and secondary users

Later, We will analysis user of this project these different points.

### Primary and secondary users

|  |  |
| --- | --- |
| Analysis Area | Analysis result |
| Primary User | Tertiary Student interested in Travel |
| Secondary User | People with Travel Purposed |

### Learning style

|  |  |
| --- | --- |
| Research Area | Analysis result |
| Learning style | Need common standard icons for the navigation |

### Physical Point

|  |  |
| --- | --- |
| Research Area | Analysis result |
| Age | 19-25 years old |
| Gender | Both |
| Growth place | Hong Kong Mostly |
| Race | Chinese Mostly |
| Physical Limitations | Vision limitations Mostly(shortsightedness) |

### Cultural Point

|  |  |
| --- | --- |
| Research Area | Analysis result |
| Education level | tertiary students |
| Reading level | Chinese,  English (basic English) |
| Culture | Chinese Mostly |

### Tool preferences

|  |  |
| --- | --- |
| Research Area | Analysis result |
| Devices for Surfing | Touch screen devices (mobile phone and tablet),  Personal computer with keyboard and mouse |
| Web Browser | Chrome, Safari, Firefox, Edge, Opera |

### Knowledge of job

|  |  |
| --- | --- |
| Research Area | Analysis result |
| Using computer frequency | Always |
| Net Surfing | Invariably |

### Application familiarity

|  |  |
| --- | --- |
| Research Area | Analysis result |
| Familiarity of computer | Computer Veteran |
| Familiarity of Surfing | Computer Veteran |

## Techniques for observing and listening to users

In this report, we will collect the opinion of user via different techniques.

* Think aloud: talk while doing the job
* Talk right after
* Role playing
* Cueing recall with videotape
* Focus groups
* Mailed/Online surveys

Later, We will analysis user of this project these different techniques.

### Think aloud: talk while doing the job

* Consult IVE student in TY about the mind of using travel agency website. By listening to their think and plan, the design of this project website can be expected.

### Talk right after

* Record the observation about the difficulties of surfing or ineffective in net surfing of ive student because of bad website design.

### Role playing

* Have a role playing with teammate

### Focus groups

* Focus the group of IVE student who is interesting in traveling and always travel

## Environment Analysis

* The speed of Internet in Hong Kong is fast. (design of website can be more animation)
* Computer running speed in Hong Kong mostly is fast. (design of website can be more animation and attractive.)
* Use different browser (Need to consider different display on different browser)
* On a combination cell phone/wireless browser, with a tiny display (Need to consider mobile phone or tablet design and the different OS)

## Recruiting Users

When the product is in use, this project will be test with project team member and invited IVE student.

## Task Analysis (HTA)

Hierarchical Task Analysis – Booking Hotel

In order to Booking Hotel with the website with Happy Travel Ltd:

1. surf to the website
2. sign up an account
   1. input personal information
3. take book to checkout counter

# Web Design Concepts

|  |  |
| --- | --- |
| Design Principles | Description |
| Mental Model |  |
| Affordance |  |
| Content Organization |  |
| Visual Organization |  |
| Navigation |  |