

# UX BRIEF

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YOOBEE: School of Design  
Diploma in Web and UX Design  
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# Existing Website Analysis



Existing website has a consistent navigation menu, and it fits their brand, and the non-negotiable requirements for this project was to match the brand into the same website, so for this reason I've researched the website and analysed their key points which I should use. One of them was the Navigation menu:

The screenshot shows the top navigation bar of the Tourism New Zealand website. It features a dark background with the silver fern logo on the left. To its right is the text "Corporate Website" above "TOURISM NEW ZEALAND". Below this are four main navigation items: "News", "Markets & Stats", "Events", and "Tools for your business". A search bar with a magnifying glass icon is located on the far right.

And the engaging content as the images of New Zealand & tourism details:

The screenshot shows the main content area of the Tourism New Zealand website. At the top is a large, scenic image of a coastal road winding through lush green hills. Below this is a horizontal slider showing a close-up of a road trip scene. On the left side of the slider, there's a call-to-action button with the text "courageous responsible summer". On the right side, there's a link to "Media Releases | Updated 07 Dec 2018" and the text "Tourism empl".

Below the slider are three rectangular cards with images and text:

- Research**: An aerial view of a beach with people.
- Tools for your business**: An image of a tropical forest with a tree trunk in the foreground.
- China Market Development**: An image of a family walking along a beach at sunset.

At the bottom of the page, there are two small lines of fine print: "Tourism New Zealand has partnered with" and "New Zealand is a special place, and we're proud of it".

# Project Timeline



Stages	Duration	Week One						Week Two						Week Three						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
<b>Documentation</b>	<b>3 Days</b>																			
Project Timeline	1 Day																			
Project Overview	2 Days																			
<b>Research</b>	<b>4 Days</b>																			
Client Research	2 Days																			
UX Research	3 Days																			
Competitor Research	2 Day																			
Style Research	2 Days																			
Target Audience / Persona	2 Days																			
Accessibility	1 Days																			
<b>Prototypes</b>	<b>8 Days</b>																			
IA / IxD	1 Day																			
Wireframes	2 Days																			
Sketch Mockups	5 Days																			
User Testing & Feedback	4 Days																			
UML Diagram	1 Day																			
<b>Coding</b>	<b>8 Days</b>																			
Coding	8 Days																			
Linting	1 Days																			
User Testing & Feedback	1 Days																			
Coding Changes	1 Days																			
<b>Closure</b>	<b>3 Days</b>																			
Review	2 Days																			
Presentation	2 Days																			
Hand-in	1 Day																			

[https://drive.google.com/open?id=1\\_FCygaBQI0i\\_wdhVWutlFnP3RCDqx\\_nZEwu9X1UBJSw](https://drive.google.com/open?id=1_FCygaBQI0i_wdhVWutlFnP3RCDqx_nZEwu9X1UBJSw)

# Client Overview



Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourist destination. The major tool we use to do this is the 100% Pure New Zealand marketing campaign, a campaign that has evolved over the past two decades to make New Zealand one of the world's most well-respected tourism brands.

International tourism has grown to become New Zealand's largest earner of foreign exchange, pumping around NZD14.5 billion annually into the nation's economy. Over 3.7 million visitors arrive in the country every year. (updated December 2017)

# Project Scenario



Web designing a single page web application, which is responsive for all type of devices, they have a new campaign that is aimed at visitors staying for short periods, booking their own accommodation and arranging their own transport. A single page web application which allows users to input information, and provide feedback with Accommodation or Transport options, calculating their cost and displaying the price and a payment option.

For this project we've chosen to do Transport and Accommodation to help their needs in one go, so they can book their vehicle & the place of stay within one website.

# Specs and Constraints



Documenting and planning the production by writing a project or website proposal, and it must include a use case diagram that shows who the users of the application are and how they interact with it.

A set of deliverables to develop from the use cases.

A timeline or burndown chart for development of each deadlines identified.

Using JavaScript libraries, creating functional interface that meets the clients needs.

Desktop, Mobile or Tablet view.

Deadline: 14th Dec

# Business Goals



Tourism New Zealand goals are for this campaign to reach the target audience as much as they can for this timeframe, which when summer / or suitable travel times come, tourists can come and book accommodation& transportation through Tourism New Zealand web-app.

During my analysis of the website, it became apparent that the Tourism New Zealand website would need the following aspects:

**Brand consistency**

**Brand credibility**

**Ease of use**

**Responsive**

**Improved usability for a broad target audience through the use of a Chat Bot**

**Align final design with company values**

**(ensure user experience is as good as tourism experience)**

# Daily Plan



Daily, the project timeline was checked and to meet the requirements per each day.

Planning consisted of 3 phases.

**Design/Code**

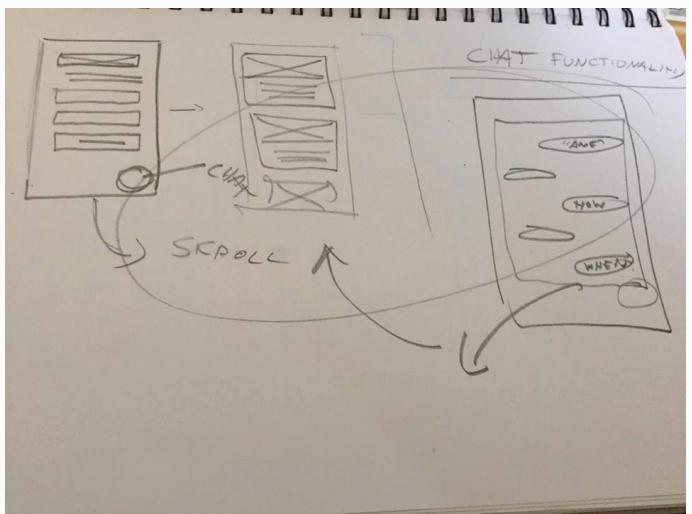
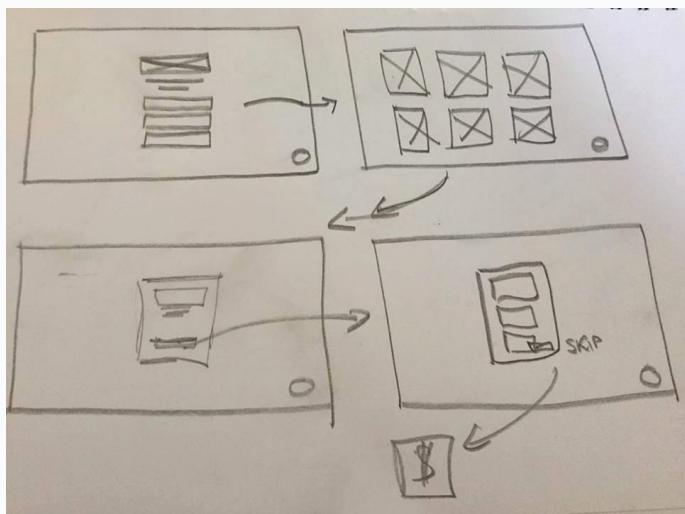
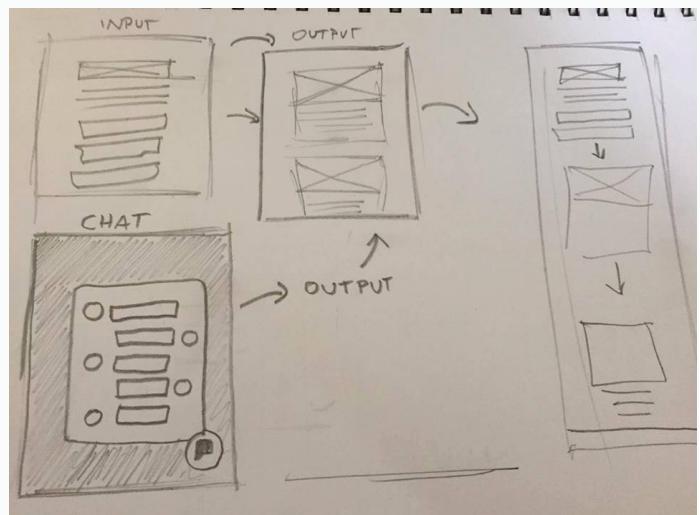
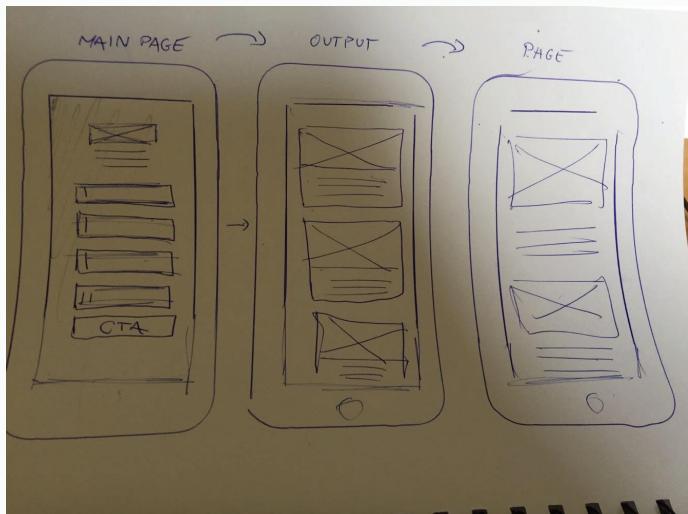
**Review**

**Redesign/Revision**

# Brainstorms / Moodboard



The brainstorm ideas started with the mobile view, reaching to the end point which the user chooses one option, then is offered as an upsell of “Meal options”.



# Sketches



As soon as we knew the mobile version, I've sketched and user tested the wireframe, to see if any checks were missing. From here, the development started then we reached to the sketch/website result.



# UML Diagram



BROWSE THE PAGE

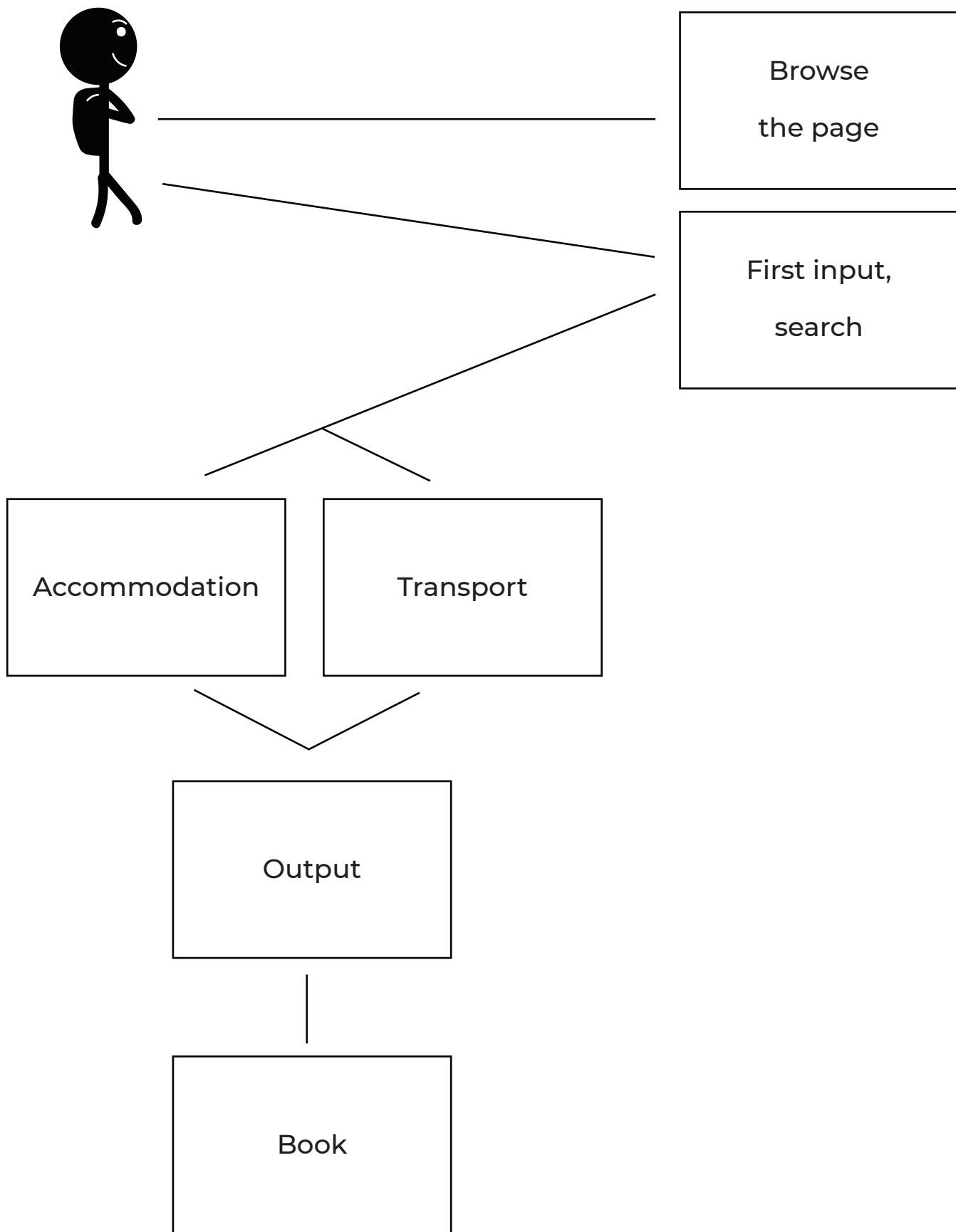


SEARCH, FIND



BOOK, TRAVEL

# Information Architecture



# User Research



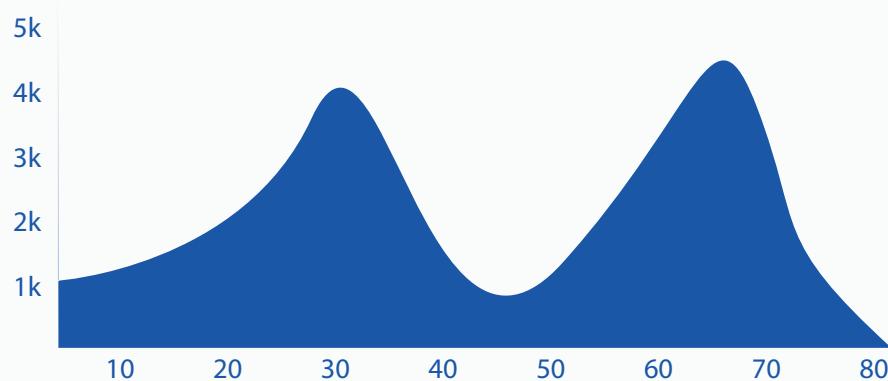
By the result of the search of user researching for Tourism New Zealand I've found out that mostly users from overseas will be using this app, and their language varies from place to place.

People aged 18 to 33 - 80%

People ages 33+ - 20%

The stats are important when pre-developing the project since it gives an overview of the age group and the type of users which will interact with it.

Overseas visitor arrivals are increased by 9 percent since 2015.



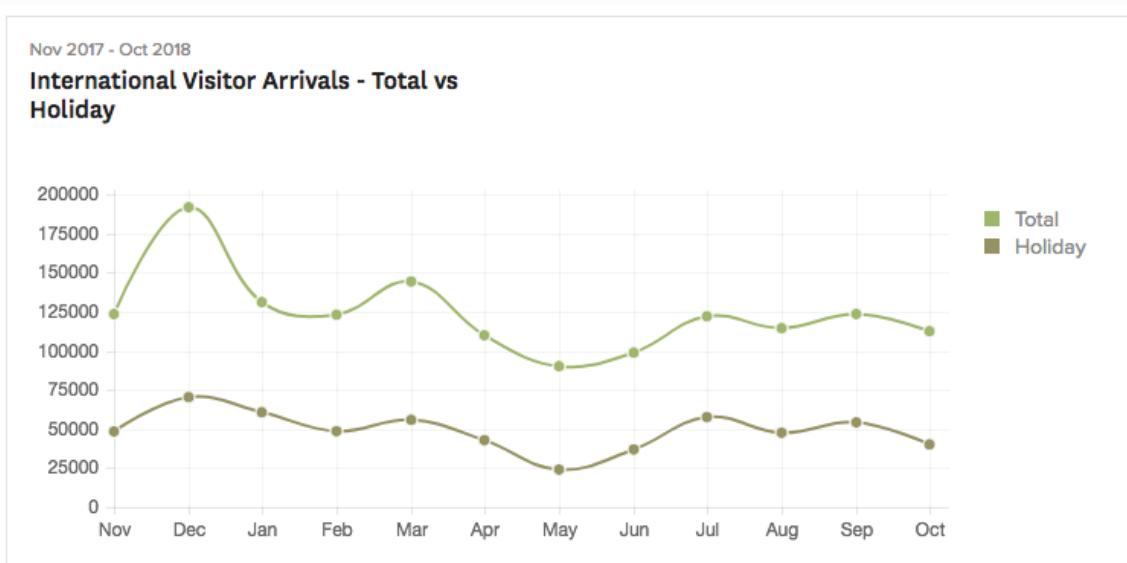
New Zealand is known for beautiful places to visit, and mostly backpackers will use the website, so for that matter the website is responsive for Mobile, Tablets and Desktop, and every file is minified to help their needs to download / see the website.

# User Research



Language	Welcome
Abkhaz	Бзила шәаабент (Bziala šeaabeit)
Adygehe	Къеблагъ (sg) Шүкъеблагъ (pl)
Afrikaans	Welkom
Akkadian	𒄩 𒄩 𒀭 (hašānu)
Aklan	Mayad-ayad nga pad-abot
Albanian (Gheg)	Mir se vjen
Albanian (Tosk)	Mirë se vjen
Aleut	Qaġaasakung huzuu haqaku <small>h</small> (Thank you all for coming)
Alsatian	Wellkumma Willkumme
Altay	Эзендер (Ezender)
Amharic	እናወን የሆነ መጣዎች፡ (enkwan dähna mätäħ) m እናወን የሆነ መጣዎች፡ (enkwan dähna mätäħa) f
Arabic (Egyptian)	أهلاً و سهلاً (ahlan wa sahan)
Arabic (Lebanese)	Ahla w sahla
Arabic (Modern Standard)	أهلاً و سهلاً (ahlan wa sahan)
Arabic (Moroccan)	مرحبا (mrehba)
Arabic (Oman)	السلام عليكم ورحمة الله وبركاته
Aragonese	Bienveniu (>m) Bienvenida (>f) Bienvenius (pl) Bienvenidas (pl/f)
Armenian (Eastern)	Բարի գալուստ! (Bari galu'st)
Armenian	

Added the languages for different nationalities across the world and New Zealand.



# Target Audience



Target audience from my research is divided into two main demographics:

Primary target audience - 17-33 years old

Secondary target audience - 55-75 years old

Primary target audience are known as backpackers and they travel around New Zealand each year, and they likely don't earn much income and such spending their savings / family funds.

Secondary target audience would be the group which are already retired and they want to visit a quiet place which they can enjoy the nature peacefully in New Zealand since this country is known for to be one of the top safe places to travel around the world.

The young group audience would be 44% of the visitors, while the older group 56%.

# Persona One



Mary is a 34 year old nurse from Melbourne, but her daughter studies in Auckland

## Demographics

Mary  
34 year old  
Married  
Lives in a big city

## Behaviours

Eats healthy food  
Very social  
Likes travelling  
Smart

## Needs & Goals

Less stress  
Quiet time with herself  
Modern tech tools  
Knowledge  
Funding

## Technology

Tablet, Phone & Desktop

# Persona Two



Gary is a student from Croatia, he nearly finishes the studies and want to travel around New Zealand.

## Demographics

Gary  
23 years old  
Single  
Lives in a small town

## Behaviours

Eats junk food  
Not very social  
Likes travelling  
Plays music

## Needs & Goals

Internships  
Travelling & meeting new friends  
Staying up to date with the world  
Technology

## Technology

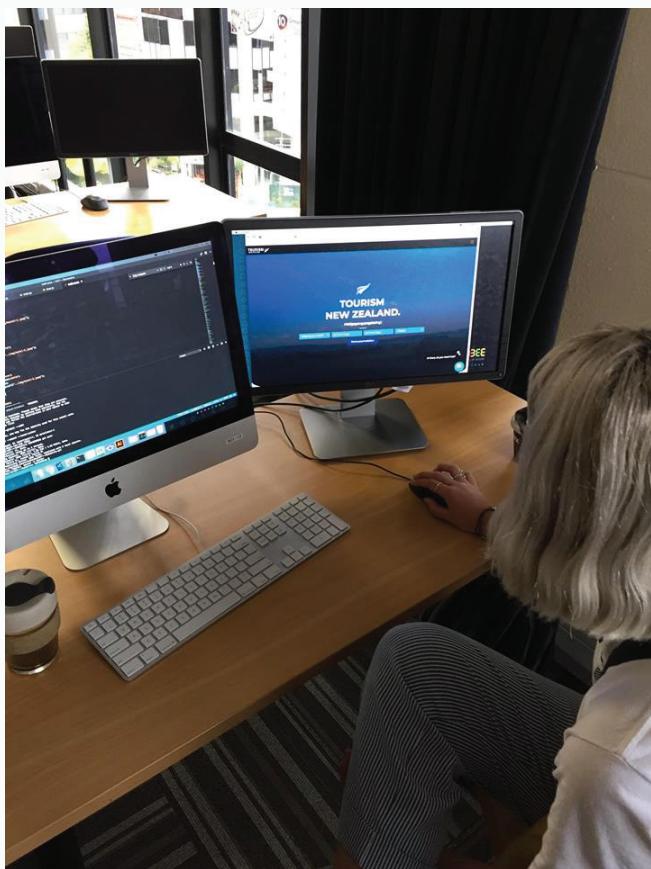
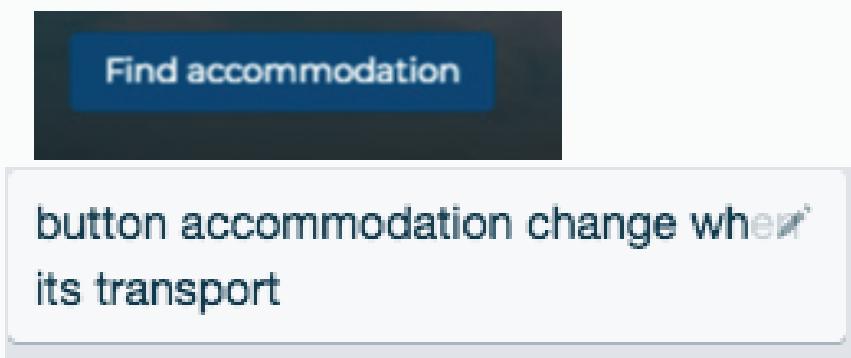
Tablet, Phone & Desktop

# User Testing

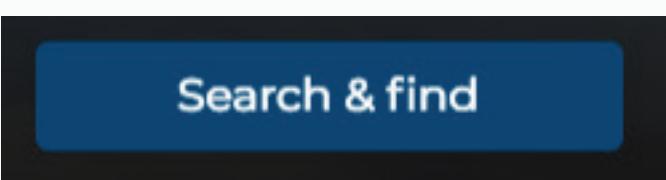


Ella

While user testing the website and sketch, the button was announced to have only find accommodation, instead of accommodation/transport and renamed it to “search” instead.



Final fix:

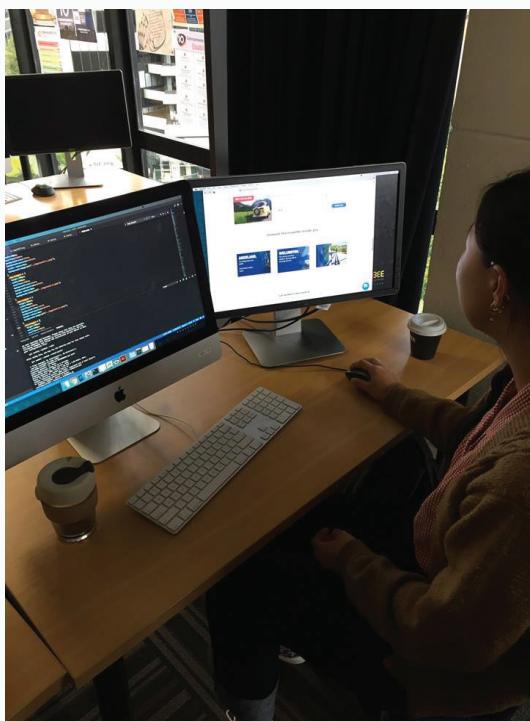
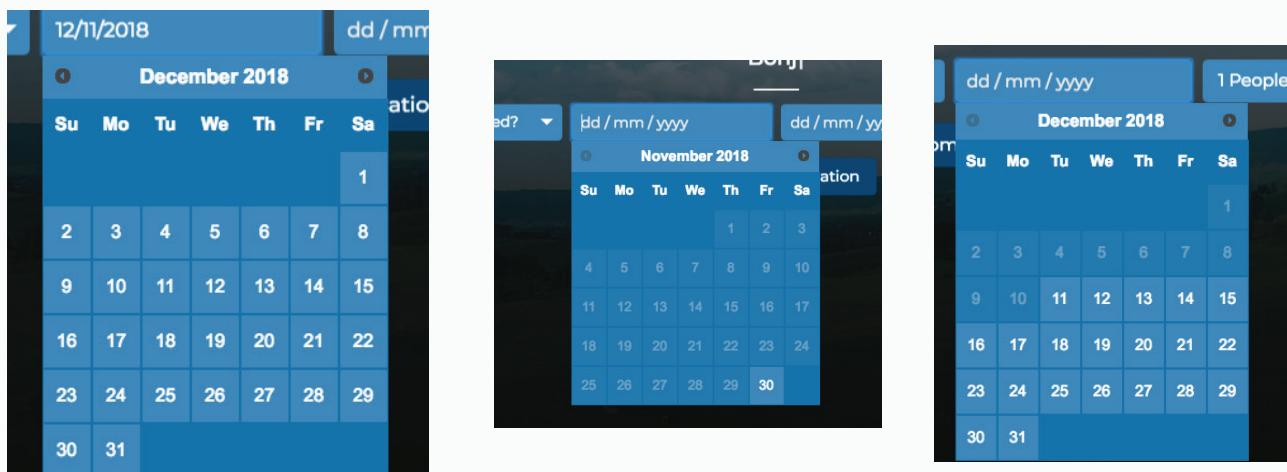


# User Testing

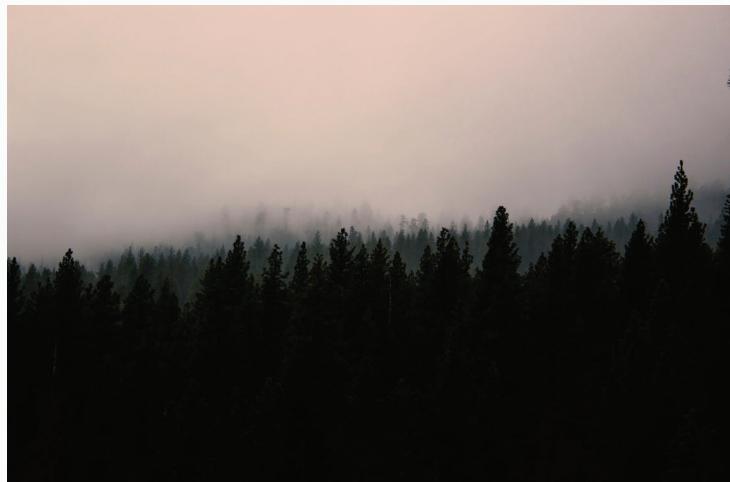


## Louella

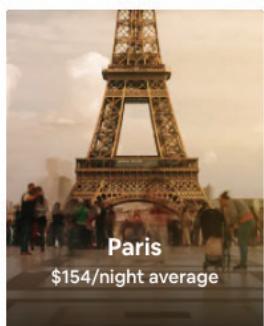
Testing with Louella I saw a problem with the input of the date which she was confused whether she has pressed a button or not. For this reason, from allowing users to input any date as soon as they pick one day the other datepicker will start from the date they have already picked “from” to “to”.



# Moodboard



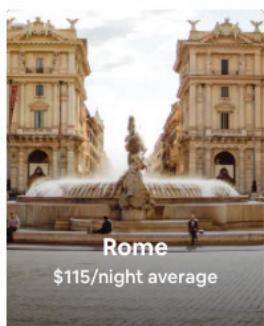
## Take a city break in Europe



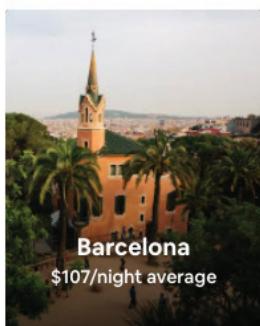
**Paris**  
\$154/night average



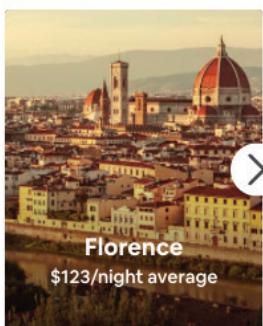
**London**  
\$172/night average



**Rome**  
\$115/night average



**Barcelona**  
\$107/night average



**Florence**  
\$123/night average

## What guests are saying about homes in New Zealand

New Zealand homes were rated 4.8 out of 5 stars with 1,000,000+ reviews



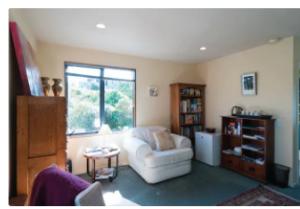
★★★★★

Loved the place very much. It's about a 15-20 minute walk into the city. The host, Jan & Jennifer, we're absolutely lovely! They...



★★★★★

Our stay with Anna & Linda was just perfect. There is literally not one thing that could be improved. Best hosts ever. The perfect way t...



★★★★★

We spent three days in Jennifers place. It was nice place and location was really good - 5 min walk to trainstation and 15 min train trip to cit...

**Stephanie**  
Malaysia

**Liesbeth**  
Belgium

**Anni**  
Finland

# Competitor Analysis



## Competitors Site Analysis

HOUSE OF TRAVEL

Website is responsive, have deals and flights on sale - which I've thought to put it also in our website but their aim is globally helping kiwis to send people through Europe and other continents, so the only way to make their competition level lower was to make it more about New Zealand and make it that way that people from other countries can change their language, which House of Travel doesn't have. I've chosen House Of Travel as a competitor to analyse owing to Tourism New Zealand and House Of Travel having a similar product and a similar target audience.



Language	Welcome
Abkhaz	Бзила шәаабенит (Bziala šeaabit)
Adyghe	Къеблаль (sg) Шъукъебланы (pl)
Afrikaans	Weikom
Akkadian	𒄩 𒄩 𒄩 (hašānu)
Akian	Mayad-ayad nga pad-abot
Albanian (Gheg)	Mir se vjen
Albanian (Tosk)	Mirë se vjen
Aleut	Qađaašakung huzuua haqakuš (Thank you all for coming)
Alsatian	Weilkumma Willkumme
Aitay	Эзендер (Ezender)
Amharic	አንበኑ የእናት መጣሁ:: (enkwan dähna mätjah) m አንበኑ የእናት መጣሽ:: (enkwan dähna mättaš) f
Arabic (Egyptian)	(ahlan wa sahlan) أهلاً و سهلاً
Arabic (Lebanese)	Ahla w sahla
Arabic (Modern Standard)	(ahlan wa sahlan) أهلاً و سهلاً
Arabic (Moroccan)	(mrehaba) مرحبا
Arabic (Oman)	السلام عليكم ورحمة الله وبركاته
Aragonese	Bienveniu (>m) Bienvenida (>f) Bienvenido (pl) Bienvenidas (pl/f)
Armenian (Eastern)	Բարի գալուստ! (Bari galu'st)
Armenian	

# Competitor Analysis



## Competitors Site Analysis



Similar to House of Travel, STA Travel offers flights round the world and is focused on flights, hotels, tours and insurance. They have stores New Zealand wide, and have newsletters which lets them subscribe and get offers and deals by this company. For this reason, Tourism New Zealand offers a checkbox which asks for permission to receive letters from NZT. I've chosen STA Travel as a competitor to analyse owing to Tourism New Zealand and STA Travel having a similar product and a similar target audience.



# SWOT Analysis



## Strengths

Tourism New Zealand is a highly valuable website & has a great brand and trust since it's connected with the government, which allows users to book & shop freely without stress.

## Weaknesses

Weakness of Tourism New Zealand is that the competition of the other companies are focused for this campaign's needs, which causes a problem for other customers to shift between other websites and Tourism New Zealand's one.

## Opportunities

Opportunities of Tourism New Zealand are extendable to a grade which not only the company is responsible for the NZ tourism but can offer many of the cheapest and best accommodation and transport for their customers.

## Threats

As New Zealand has bus tours and they offer accommodation and transport within the same package, some travellers especially backpackers might choose those companies to travel, because of the safe way to book everything at once.

# Project Management



Finishing the project within the deadline is easier when the tasks are written and going with the plan.

For this project I've used Trello board to keep on track about the tasks incoming and finished/archived.

L6 Summative Assignment Two

Have to do

+ Add a card

Doing

Competitors

Sketch Prototype

+ Add another card

Done

Mockups

1

Website design for Tourism New Zealand

Identification of the Parties

This agreement is made between Tourism New Zealand and addACoCompanyHere Ltd.

Contract

A contract will be signed before the commencement of the project based on the agreement between the client and the developer. Signing the contract reflects the understanding of obligation and responsibility to the project by both the client and the developer.

Terms

A contract will be signed before the commencement of the project based on the agreement between the client and the developer. Signing the contract reflects the understanding of obligation and responsibility to the project by both the client and the developer.

Agreement (contract)

1

dd / mm / yyyy dd / mm / yyyy

Code the algorithm for the website

2

Debugging

2

+ Add another card

Archived

My team

+ Add another card

Back-Burner

+ Add a card

+ Add another list

Show Menu

<https://trello.com/b/l6UrVeX6/l6-summative-assignment-two>

The deadlines were divided into 4 milestones

Documentation - Milestone 1 - 2nd Dec

Prototypes - Milestone 2 - 9th Dec

Coding and User Testing - Milestone 3 - 16th Dec

Closure & Review - 16th Dec

# Debugging



There was a bug which was showing the style is showing as null, because the navbar which is showing the error was shown only on Mobile, but on Desktop it showed this error. The debugging fix was to put this inside a function, and then when we enter “Mobile mode” to call the function

```
3 Uncaught TypeError: Cannot read property 'style' of null          main.js:173
    at window.onscroll (main.js:173)
26 Uncaught TypeError: Cannot read property 'style' of null          main.js:170
    at window.onscroll (main.js:170)
> |
```

```
/* When the user scrolls down, hide the navbar. When the user scrolls up, show it. This allows the page to scroll normally without the navbar getting in the way. However, this only works if the page has enough height to cover the height of the navbar and the transition effect is completed */
var prevScrollpos = window.pageYOffset;
window.onscroll = function() {
    var currentScrollPos = window.pageYOffset;
    if (prevScrollpos > currentScrollPos) {
        document.getElementById("navbar").style.top = "0";
        document.getElementById("navbar").style.transition = "0.3s";
    } else {
        document.getElementById("navbar").style.top = "-55px";
    }
    prevScrollpos = currentScrollPos;
}
```

Fix:

The solution of this problem was to create a function which wraps the whole code and use it whenever the screen is lower than 768px, for mobile view.

```
function scrollWindow() {
    var prevScrollpos = window.pageYOffset;
    window.onscroll = function () {
        var currentScrollPos = window.pageYOffset;
        if (prevScrollpos > currentScrollPos) {
            document.getElementById("navbar").style.top = "0px";
            document.getElementById("navbar").style.transition = "0.3s ease";
        } else {
            document.getElementById("navbar").style.top = "-57px";
        }
        prevScrollpos = currentScrollPos;
    }
}
```

# Prototype Testing



The screenshot shows the Tourism New Zealand homepage with a dark background image of a mountain range above clouds. The logo is at the top right. A search bar is centered, containing four input fields: 'What do you need?' (with a dropdown arrow), 'dd / mm / yyyy' (with a dropdown arrow), 'dd / mm / yyyy' (with a dropdown arrow), and '1 People' (with a dropdown arrow). Below the search bar is a blue button labeled 'Search & Find'. To the right, there's a small graphic of a person looking at the mountains and a chat bubble icon.

From the usability testing I performed using Dane (my fellow classmate) we saw that mostly the users know what to click and how to interact with it, but instead of making the image static I've decided to make it a carousel so they can change the image

The image displays a vertical stack of three identical hotel listing cards for 'Hotel Victoria'. Each card includes a photo of a room, the hotel name, address, price (\$288NZD), a five-star review rating, and a 'Book now' button. The second card in the stack has a red circle around its 'Book now' button. The third card also has a red circle around its 'Book now' button. The bottom card includes a small 'Hi there, do you need help?' chat bubble.

# Prototype Testing



Based on the testing, users wanted to interact with the website before they searched an option, so adding the most featured accommodation / transport options, and make it as a “live” website instead of just input/output, boosted the output of the users and clicks within the website.

**Just booked in New Zealand**  
New Zealand homes were rated 4.8 out of 5 stars with 1,000,000+ reviews



**TREEHOUSE - AUCKLAND**  
**Romantic Bush Chalet - Kauri Chalet**  
\$175 NZD per night · Free cancellation  
★ ★ ★ ★ 373 · Superhost

[See more](#)



**TREEHOUSE - AUCKLAND**  
**Romantic Bush Chalet - Kauri Chalet**  
\$175 NZD per night · Free cancellation  
★ ★ ★ ★ 373 · Superhost

[See more](#)



**TREEHOUSE - AUCKLAND**  
**Romantic Bush Chalet - Kauri Chalet**  
\$175 NZD per night · Free cancellation  
★ ★ ★ ★ 373 · Superhost

[See more](#)



**TREEHOUSE - AUCKLAND**  
**Romantic Bush Chalet - Kauri Chalet**  
\$175 NZD per night · Free cancellation  
★ ★ ★ ★ 373 · Superhost

[See more](#)

Hi there, do you need help? 



## What guests or saying about homes in New Zealand

New Zealand homes were rated 4.8 out of 5 stars with 1,000,000+ reviews

★ ★ ★ ★ 373 · Superhost

[See more](#)

★ ★ ★ ★ 373 · Superhost

[See more](#)

★ ★ ★ ★ 373 · Superhost

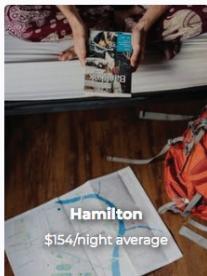
[See more](#)

★ ★ ★ ★ 373 · Superhost

[See more](#)

## Recommended for you

Our recommendation are based on your search, cookies & data which you have provided to us



**Hamilton**  
\$154/night average



**Dunedin**  
\$154/night average



**Wellington**  
\$154/night average

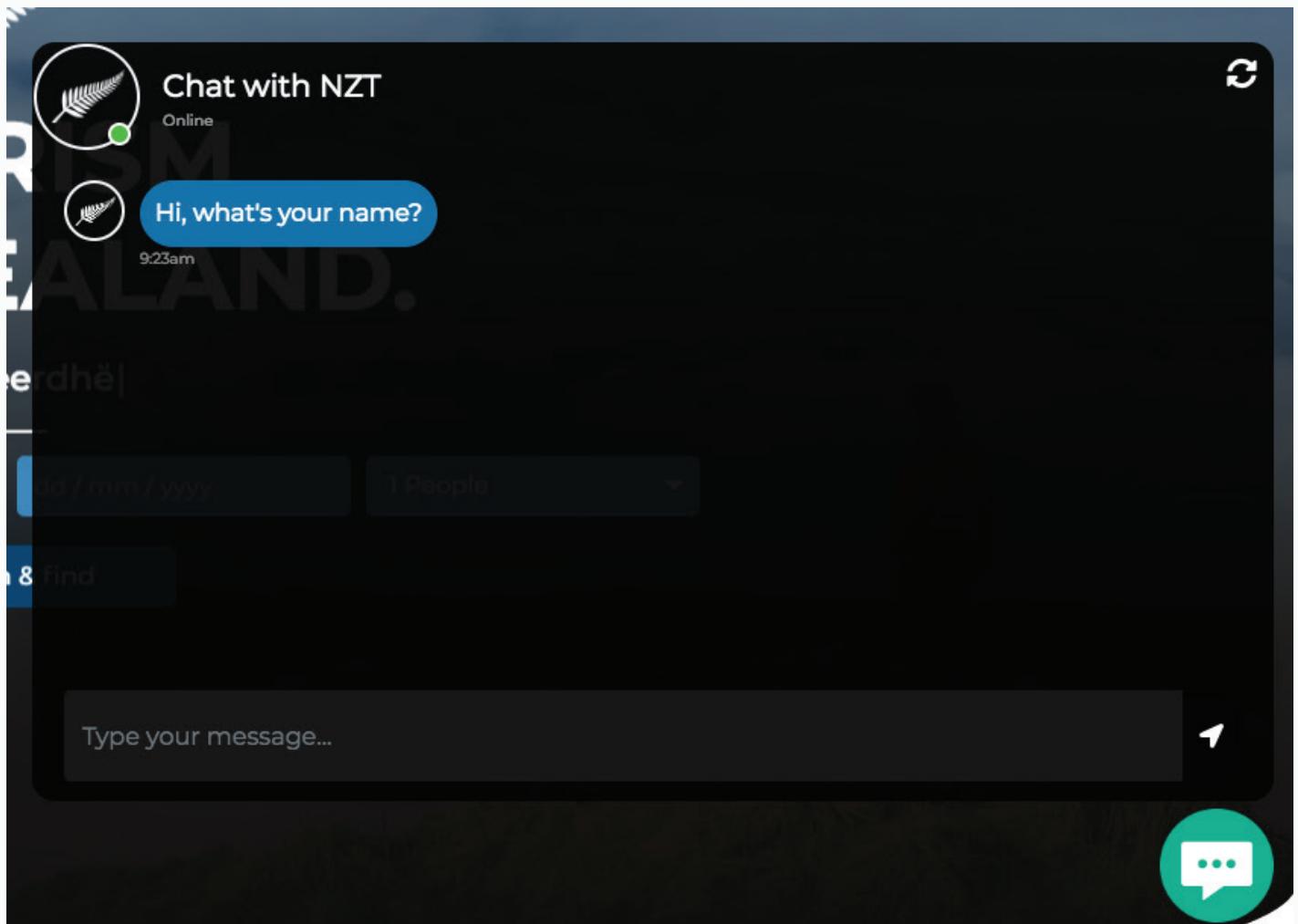
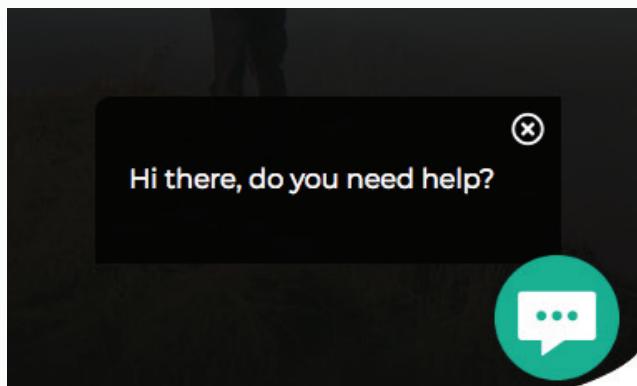


**Auckland**  
\$154/night average

# Chatbot



For this website I've decided to create a website the majority of users that I've researched will be using tablets and phones and they would want to chat for their options rather than searching on the input and around the web, making it easier for them to get to the final results and choose between the cards.



# Chatbot



A screenshot of a chatbot interface. The user's message "I'm downtown | Near the subway - 1-2" is at the top. Below it, a blue message bubble from "Erind" says "Hi Erind, are you interested for Accommodation or Transport?". A green button labeled "Transport" with a kiwi icon is visible. The user responds with "Sweet, so you need Transportation. Could you let me know, for how many people?".

A screenshot of the chatbot interface. The user's message "Sweet, so you need Transportation. Could you let me know, for how many people?" is shown. A green message bubble from "Erind" says "Sweet, you've chosen: 4 days. By the answer you've given us, we'll send you through the results.". A green circle with the number "4" and a kiwi icon is displayed.

Then the website will go into loading phase, and then loads to the results.

# Usecase Deliverables



For Tourism New Zealand, I've tried to use minimalistic jQuery plugins because of their brand which is minimal and "serious" which the colours black is associated with mystery, strength and the blue the sky, sea, loyalty and trust.

## jQuery UI - Datepicker



### Datepicker

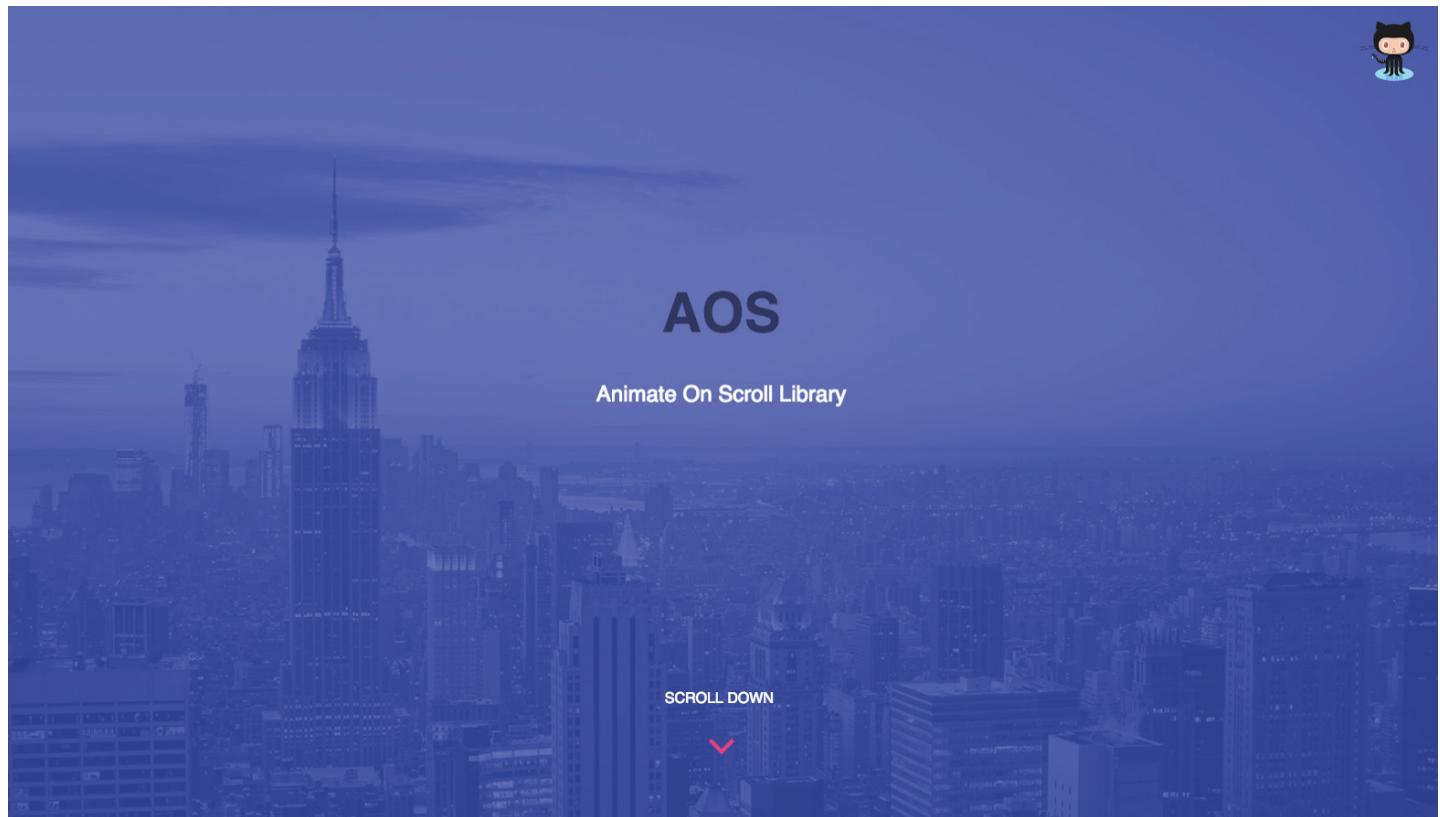
Select a date from a popup or inline calendar

Date: 01/05/2019

dd / mm / yyyy

dd / mm / yyyy

# Usecase Deliverables



Using AOS has given a good polished look throughout the website which when scrolling down the images would have a “parallax” effect animating on scrolling.

Used it on the cards on the main page.

```
<div data-aos="fade-up"></div>
```

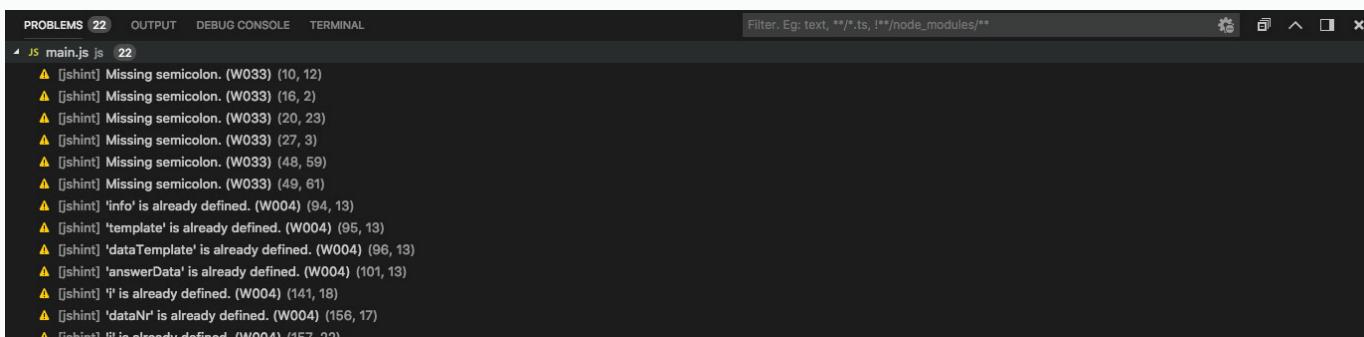
```
<div data-aos="fade-down"></div>
```

# JavaScript Linting



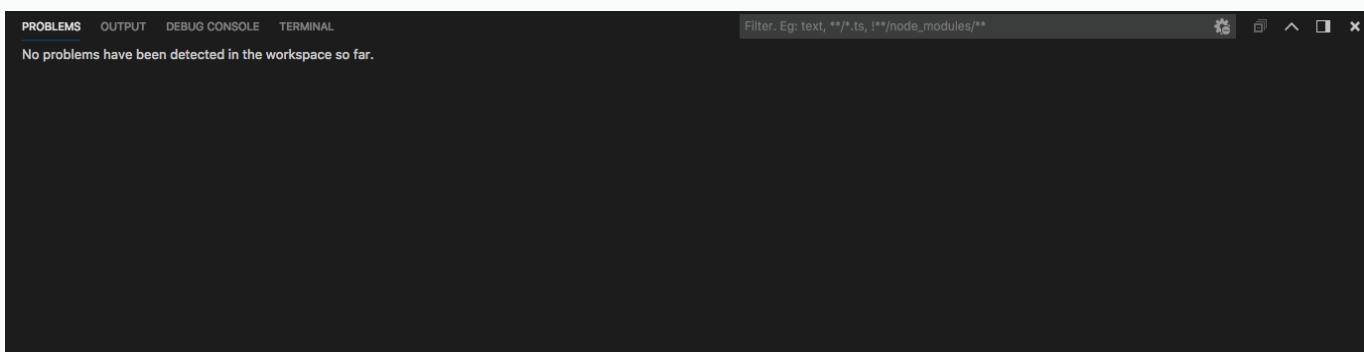
For JavaScript Linting, I've first used the website called JsHint, but then I realised I could install an extension (plugin) on VSCode which was easier to find the errors/warnings.

I've had no errors but tried to minimise the warnings as much as possible, but some of them were that some functions are used out of scope, since it's a handlebars template and a render engine, I had to use it into 2 different statements in order to render Transport or accommodation.



The screenshot shows the VS Code interface with the 'PROBLEMS' tab selected. The title bar indicates there are 22 problems in the file 'main.js'. The list of errors is as follows:

- ⚠ [jshint] Missing semicolon. (W033) (10, 12)
- ⚠ [jshint] Missing semicolon. (W033) (16, 2)
- ⚠ [jshint] Missing semicolon. (W033) (20, 23)
- ⚠ [jshint] Missing semicolon. (W033) (27, 3)
- ⚠ [jshint] Missing semicolon. (W033) (48, 59)
- ⚠ [jshint] Missing semicolon. (W033) (49, 61)
- ⚠ [jshint] 'info' is already defined. (W004) (94, 13)
- ⚠ [jshint] 'template' is already defined. (W004) (95, 13)
- ⚠ [jshint] 'dataTemplate' is already defined. (W004) (96, 13)
- ⚠ [jshint] 'answerData' is already defined. (W004) (101, 13)
- ⚠ [jshint] 'i' is already defined. (W004) (141, 18)
- ⚠ [jshint] 'dataNr' is already defined. (W004) (156, 17)
- ⚠ [jshint] 'i' is already defined. (W004) (157, 22)



The screenshot shows the VS Code interface with the 'PROBLEMS' tab selected. The title bar indicates there are 0 problems in the workspace. A message at the top of the panel states: 'No problems have been detected in the workspace so far.'

# JavaScript Linting



```
var info = document.getElementById('summative-template').innerHTML;
var template = Handlebars.compile(info);
var dataTemplate = template(accommodation);
var templateWrite = document.getElementById('card-container').innerHTML += dataTemp
```

## CONFIGURE

### Metrics

There are 19 functions in this file.  
Function with the largest signature take 1 arguments, while the median is 0.  
Largest function has 49 statements in it, while the median is 2.  
The most complex function has a cyclomatic complexity value of 9 while the median is 1.

### 26 warnings

16 Missing semicolon.  
20 Missing semicolon.  
27 Missing semicolon.  
45 Missing radix parameter.  
48 Missing semicolon.  
49 Missing semicolon.  
94 'Info' is already defined.  
95 'template' is already defined.  
96 'dataTemplate' is already defined.  
97 'templateWrite' is already defined.  
101 'answerData' is already defined.  
141 'I' is already defined.  
156 'dataNr' is already defined.  
157 'I' is already defined.  
165 Missing semicolon.  
177 Missing semicolon.  
179 Missing radix parameter.  
213 Missing radix parameter.  
216 'totalPriceCoupon' is already defined.  
217 'totalPriceSubtracted' is already defined.  
218 Missing radix parameter.  
224 'totalPriceSubtracted' used out of scope.  
226 'totalPriceSubtracted' used out of scope.  
246 Missing semicolon.  
259 Missing semicolon.  
262 Missing semicolon.

# Technology



Technologies used for this project are:

-  HTML5
-  CSS3
-  SASS
-  JavaScript
-  jQuery
-  jQuery UI
-  Handlebars.js
-  Sketch
-  Adobe Illustrator
-  Adobe Photoshop
-  Git
-  Gulp

Text Editor used for this project is:

-  Visual Studio Code

# Coding Approach



For the cards to render and the results for Accommodation and Transport, I've chosen to do both of them because of the handlebars functionality, which was making it easier for me to do it so.

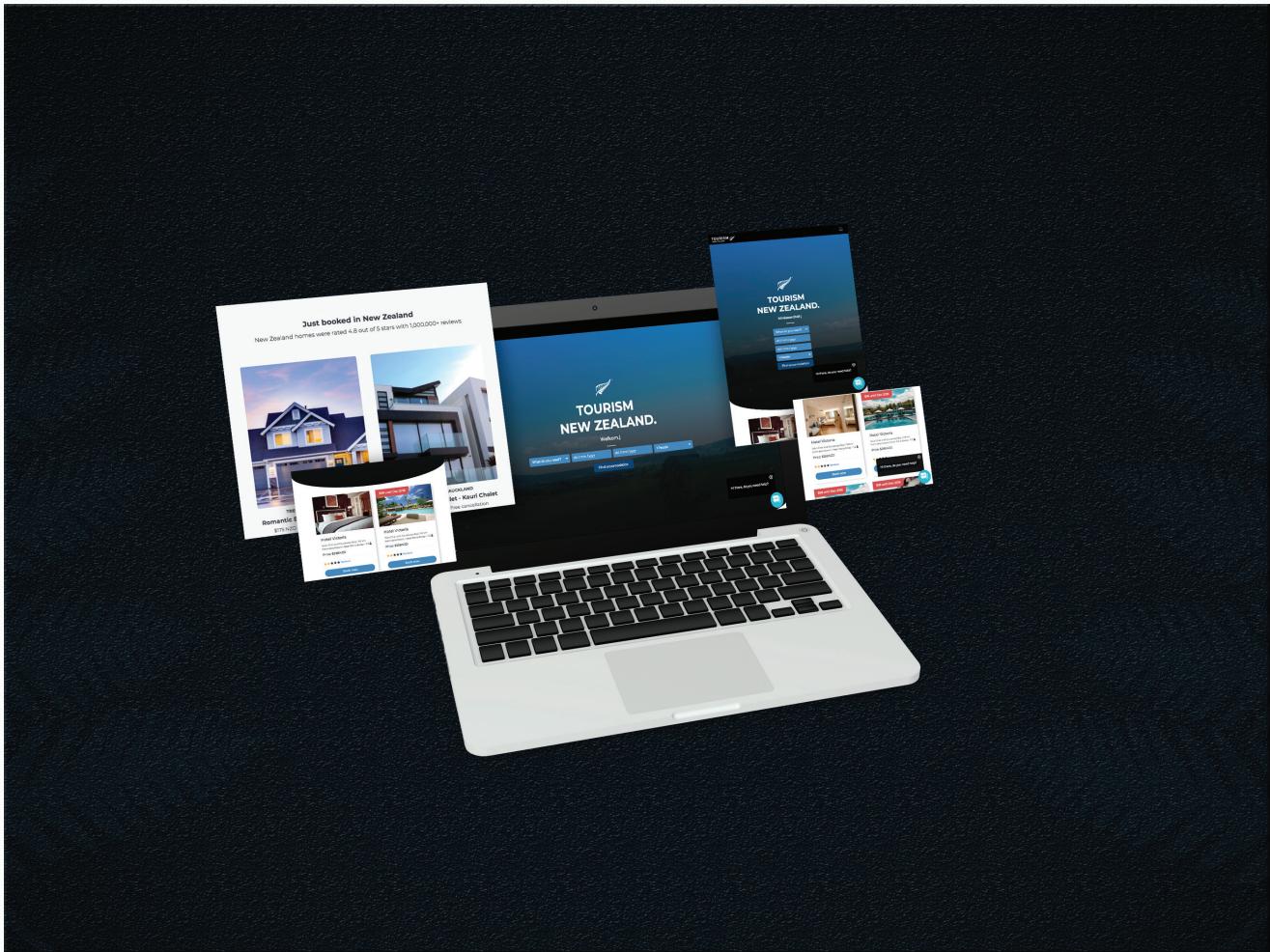
For this project I've used handlebars to render the data from my js files.

```
<div class="carousel-inner">
  <div class="carousel-item active">
    
  </div>
  {{#each images}}
    <div class="carousel-item">
      
    </div>
  {{/each}}
</div>
<a class="carousel-control-prev" href="#{{id}}" role="button" data-slide="prev">
  <span class="carousel-control-prev-icon" aria-hidden="true"></span>
  <span class="sr-only">Previous</span>
</a>
<a class="carousel-control-next" href="#{{id}}" role="button" data-slide="next">
  <span class="carousel-control-next-icon" aria-hidden="true"></span>
  <span class="sr-only">Next</span>
</a>
</div>
```

```
var info = document.getElementById('summative-template').innerHTML;
var template = Handlebars.compile(info);
var dataTemplate = template(accommodation);
templateWrite = document.getElementById('card-container').innerHTML += dataTemplate;
```

```
var info = document.getElementById('summative-template').innerHTML;
var template = Handlebars.compile(info);
any dataTemplate = template(transport);
templateWrite = document.getElementById('card-container').innerHTML += dataTemplate;
```

# Mockups



# Accessibility

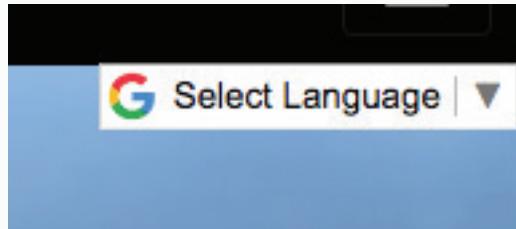


When it comes to paying, we want to be very secure & confidential to keep every credit card / password safe.

And for accessibility reasons we added the “cursor - help” when they hover into the CVC section.

```
.help-cvc {  
  cursor:help;  
}
```

Since this website has to be accessible for anyone, and the language they choose will be read to them in any language for people with hearing impaired.



```
<div class="col-lg-12">  
    
    
    
    
</div>
```

And the inputs have an alternative text whether they have typed the visa card, mastercard, discover or american express

# Minifying the files



Since Tourism New Zealand will be interactive to search, and wait for results and book, there are 3 things which the company has to be efficient. Good price, fast & trustworthy.

For the website to load smoothly and to not spend data on the backpackers mobile phones, or as we know the hostels charge them for MB on wireless, I've decided to compress every image until it reaches around 500kb ~ download to load.

pexels-photo-374710.jpeg?...	200	jpeg	<a href="#">index.html</a>	593 KB	64 ms		
adventure.jpeg	200	jpeg	<a href="#">jquery-1.12.4...</a>	259 KB	55 ms		
bootstrap.css	200	styles...	<a href="#">index.html</a>	169 KB	59 ms		
handlebars-v4.0.12.js	200	200 OK	<a href="#">index.html</a>	163 KB	57 ms		
jquery-ui.js	200	script	<a href="#">index.html</a>	122 KB	335 ms		
bootstrap.js	200	script	<a href="#">index.html</a>	121 KB	13 ms		
jquery-1.12.4.js	200	script	<a href="#">index.html</a>	85.6 KB	332 ms		
fa-solid-900.woff2	200	font	<a href="#">index.html</a>	72.5 KB	475 ms		
fa-brands-400.woff2	200	font	<a href="#">index.html</a>	68.4 KB	481 ms		
motor-van-1.jpg	200	jpeg	<a href="#">index.html:10...</a>	50.5 KB	61 ms		
car-5.jpg	200	jpeg	<a href="#">index.html:10...</a>	47.8 KB	58 ms		
index.html	200	docu...	Other	47.0 KB	10 ms		
person1.jpeg	200	jpeg	<a href="#">index.html</a>	46.2 KB	30 ms		
data.js	200	script	<a href="#">index.html</a>	43.3 KB	9 ms		
core.js	200	script	<a href="#">index.html</a>	40.9 KB	45 ms		
smallcar.jpeg	200	jpeg	<a href="#">index.html:10...</a>	39.6 KB	58 ms		
house-4.jpeg	200	jpeg	<a href="#">index.html</a>	36.9 KB	38 ms		
main.css	200	styles...	<a href="#">index.html</a>	36.3 KB	37 ms		
hotel-4.jpeg	200	jpeg	<a href="#">index.html</a>	32.1 KB	41 ms		
jquery-3.3.1.min.js	200	script	<a href="#">index.html</a>	30.0 KB	496 ms		
hostel-1.jpeg	200	jpeg	<a href="#">index.html</a>	29.3 KB	38 ms		
pexels-photo-724955.png?...	200	jpeg	<a href="#">index.html</a>	29.3 KB	49 ms		
jquery.min.js	200	script	<a href="#">index.html</a>	29.3 KB	143 ms		

# Minifying the files



## BootstrapCDN

The recommended [CDN](#) for [Bootstrap](#), [Font Awesome](#) and [Bootswatch](#).

Star 893

Follow @getbootstrapcdn

Tweet

Secure | <https://tinypng.com>

HOME PHOTOSHOP DEVELOPER API THIRD-PARTY ANALYZER LOGIN

Drop your .png or .jpg files here!  
Up to 20 images, max 5 MB each.

Like to compress more? [Go Pro!](#)

### Smart PNG and JPEG compression

More than 1 billion PNG and JPEG images optimized and still counting!

What does TinyPNG do?  
TinyPNG uses smart lossy compression techniques to **reduce the file size** of your PNG files. By selectively decreasing the number of colors in the image, fewer bytes are required to store the data. The effect is nearly invisible but it makes a very large difference in file size!

Why should I use TinyPNG?  
PNG is useful because it's the only widely supported format that can store partially **transparent images**. The format uses compression, but the files can still be large. Use TinyPNG to shrink images for your apps and sites. It will use less bandwidth and **load faster**.

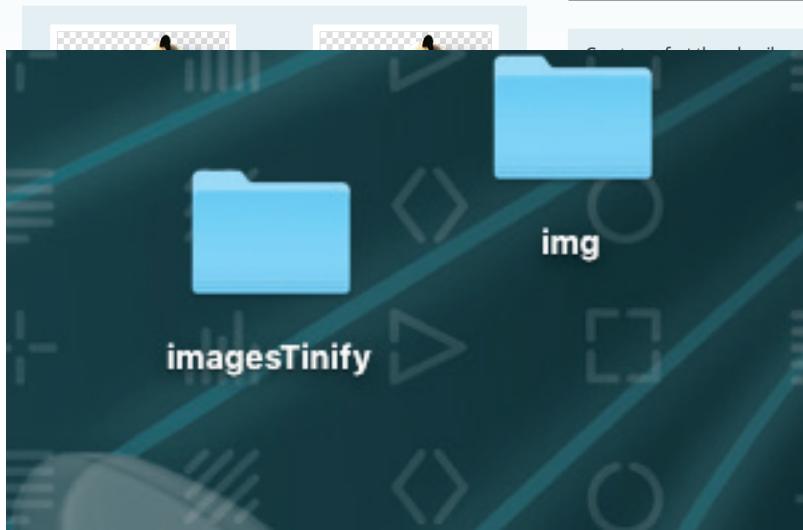
Introducing  
TinyPNG Pro

Drag and drop all your files at once and have the 5 MB limit removed!

Can anyone tell the difference?

Panda says: Excellent question! Let me give you a side by side comparison. Below are two photos of my cousin. The left image is saved as 24-bit PNG directly from Adobe Photoshop. On the right is the same image processed by TinyPNG. **Spot any difference?**

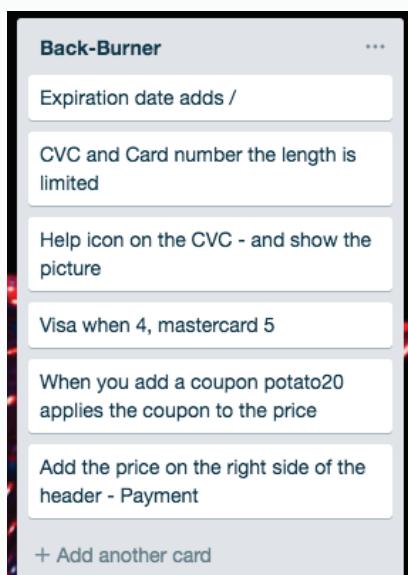
slack All the tools your team needs in one place. Slack: Where work happens.  
ADS VIA CARBON



# Feedback



I had some feedback from Karl (our tutor), as an option to add more code into the payment input because there would be the main point for them to have the best UX to sell or buy. As soon as the credit card starts with the company's number it pops up. (e.g 4 for Visa, 5 for MasterCard)



Name

Email

Phone Number  
+64

Address

Card Number  
 1234 1234 1234 1234

EXP  
 MM  YY

CVC   
 XXX

COUPON CODE  
 Enter your coupon code here

Subscribe for Tourism New Zealand newsletter

Name

Email

Phone Number  
+64

Address

Card Number  
 4242 4

EXP  
 MM  YY

CVC   
 XXX

COUPON CODE  
 Enter your coupon code here

Subscribe for Tourism New Zealand newsletter

Total Price:  
**\$576 + \$70 Lunch option = \$646**

# Detail Work



```
Places favicons in the root directory, etc.
<link rel="icon" type="image/png" sizes="32x32" href="/favicon-32x32.png">
<meta name="description" content="Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourist destination. The major...
```

Every website, which is refined into the last detail has more credibility from their clients, which results to more sales. I've decided to create the favicon, and the SEO descriptions for google search results and the Facebook metadata to boost more traffic & sales from the clients of this campaign.

The website that I used to create the favicons is:



# Github Commits



147 commits

Commits on Dec 12, 2018

index fixed the transport js

Erind Hoxha committed 12 hours ago

6fd0ab5

fixed the merge

Erind Hoxha committed 22 hours ago

c0570cf

idk

Erind Hoxha committed 22 hours ago

4cdd528

Commits on Dec 11, 2018

fixed the issue when the button transport or accommodation was invalid

erindhoxha committed 2 days ago

97c04c9

Commits on Dec 9, 2018

Merge branch 'master' of https://github.com/erindhoxha/NZT---Summative

erindhoxha committed 4 days ago

813e8b0

Commits on Dec 8, 2018

added the favico

Erind Hoxha committed 5 days ago

3480310

added checkbox

Erind Hoxha committed 5 days ago

0bcda9b

Commits on Dec 7, 2018

Merge branch 'master' of https://github.com/erindhoxha/NZT---Summative

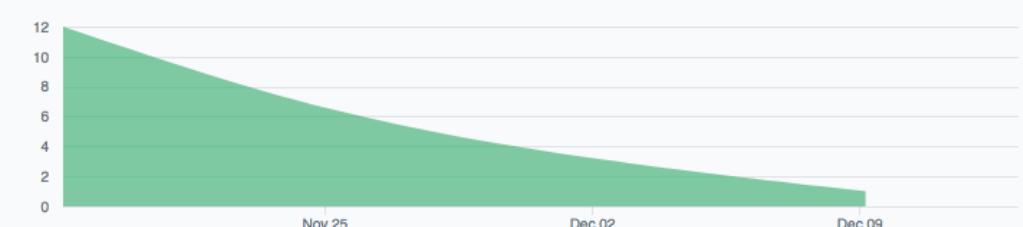
erindhoxha committed 6 days ago

fa3f94f

Nov 18, 2018 – Dec 13, 2018

Contributions: Commits ▾

Contributions to master, excluding merge commits



# Appendix



**All images are used from:**

[www.pexels.com](http://www.pexels.com)

**iPad and iPhone mockups:**

<https://www.mockupworld.co/free/iphone-and-ipad-presentation-mockups/>

<https://creativebooster.net/collections/all-freebies/tablet>

<http://www.mediafire.com/file/kbp90ju7g5tr499/FreeMacbookProMockup.zip>

[https://pngtree.com/free-icon/print\\_38507](https://pngtree.com/free-icon/print_38507)

**Chat Icon**

<http://icons-for-free.com/>

**Descriptions and copywriting**

New Zealand Tourism & AirBnB

# UX BRIEF

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**Thank you.**

YOOBEE: School of Design  
Diploma in Web and UX Design  
Erind Hoxha