



# **Project Proposal**

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**Prepared for**

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New Zealand Tourism

**Prepared By**

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Erind Hoxha

**Proposal Date**

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22 November 2019

**Project Completion**

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20 December 2019

**Phone & Email**

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# Client Description



## Tourism New Zealand

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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.

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Tourism New Zealand is a Crown Entity governed by Board members who are appointed by the Minister of Tourism.

Tourism New Zealand's Leadership Teams are responsible for the organisation's business operations and overseas activities in our international markets.

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Tourism New Zealand is a Crown Entity governed by Board members who are appointed by the Minister of Tourism.

# Project Description



## Website Design for New Zealand Tourism

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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.

## Transport

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Show the users the transport options, and the fuel consumption.

## Accommodation

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Show the users the accommodation options, and add the meal options.

# Target Audience



## Characteristics of New Zealand Tourists

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Many people have digital cameras, photography

Some are willing to do long drives to see all the nature of New Zealand

Mostly adults aged 18-55

Conscious of eating organic products, natural food

The price is not a big issue, the distance is

Not too informed in technology

## Who are we targeting?

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Targeting people staying short term in New Zealand

People who want to travel by any type of transport, providing them food & transport by filtering the options based on their plans.

People who want to feel secured and welcomed coming here in New Zealand for the first time.

Travellers, photographers, film makers

# Project Constraints



## Responsive Design

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The site has to be designed so it displays and works effectively into all devices - Phones, Tablets and Desktop sizes.

Usability testing will be carried out to ensure it follows industry standard design principles.

## Brand Design

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Branding and the colours will be used from Tourism New Zealand colours & will be effectively retouched based on the target audience this campaign has to offer, to give a fresh, new look.

## Development

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Once you've approved the design, we'll develop it into the best coding practices.

## User Testing

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Branding and the colours will be used from Tourism New Zealand colours & will be effectively retouched based on the target audience this campaign has to offer, to give a fresh, new look.

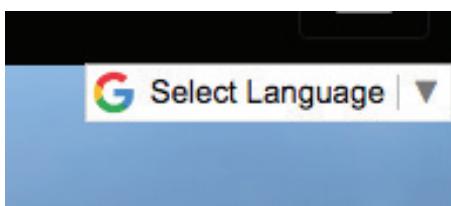
# Competitors



## Competitors Site Analysis



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	Бзилла шеаабеит (Bziala ſeaabit)
Adyghe	Къъбларь (sg) Шъукъъбларь (pl)
Afrikaans	Welkom
Akkadian	𒄩 𒄩 𒄩 (hašanu)
Aklan	Mayad-ayad nga pad-abot
Albanian (Gheg)	Mir se vjen
Albanian (Tosk)	Mirë se vjen
Aleut	Qađaašakung huzuу haqakuශ (Thank you all for coming)
Alsatian	Wellkumma Willkumme
Altay	Эзендер (Ezender)
Amharic	እናኑ ታሳኑ መጣ::: (enkwān dāhna māṭah) m እናኑ የጂኑ መጣ::: (enkwān dāhna māṭah) f
Arabic (Egyptian)	(ahlan wa sahlan) أهلاً و سهلاً
Arabic (Lebanese)	Ahia w sahla
Arabic (Modern Standard)	(ahlan wa sahlan) أهلاً و سهلاً
Arabic (Moroccan)	(mrreħba) مرحبا
Arabic (Oman)	السلام عليكم ورحمة الله وبركاته assalaam alaykum warahmatullahi wabarakatuh
Aragonese	Bienveniu (>m) Bienvenida (>f) Bienvenius (pl) Bienvenidas (pl/f)
Armenian (Eastern)	Բարի գալուստ! (Bari galu'st)
Armenian	

# Competitors



## 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 let 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.

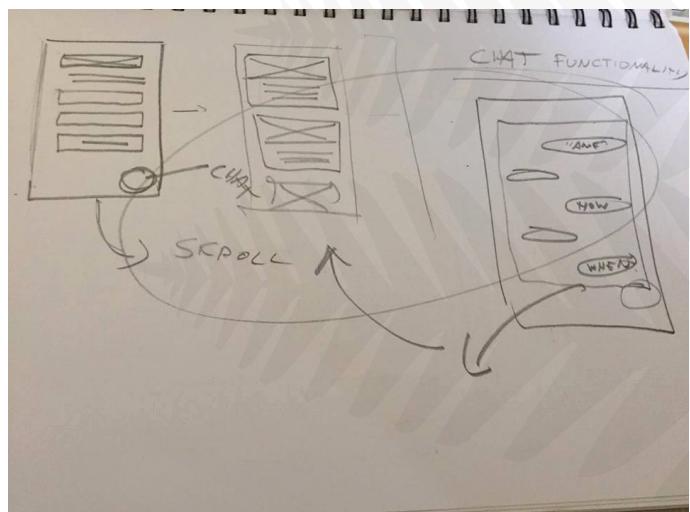
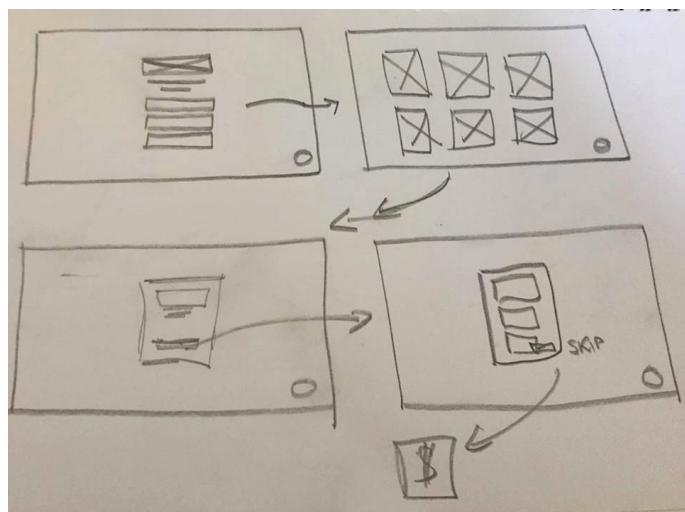
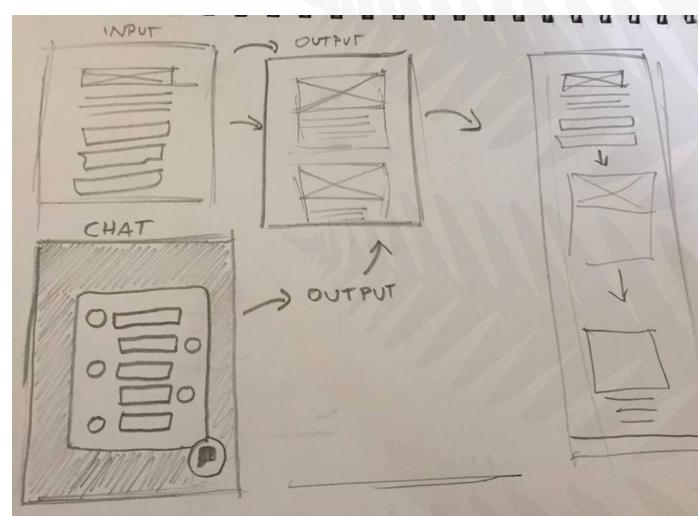
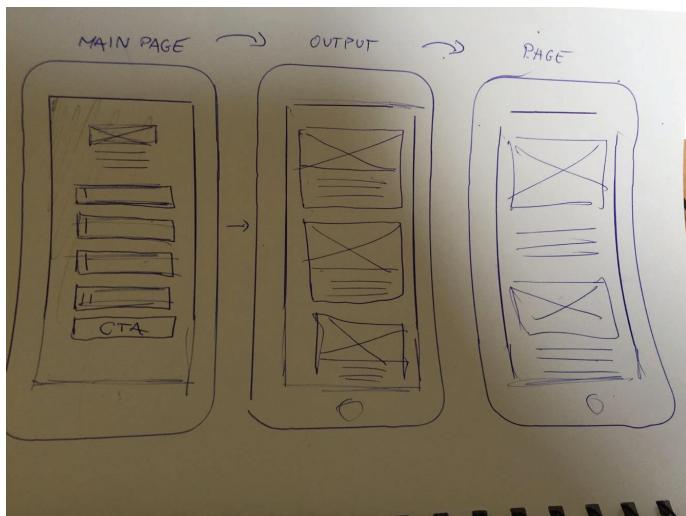


# Sketches



## Sketches

UX Flow, flowchart and the Low Fidelity wireframes that shows the user interaction, the input and output of their current options for this campaign.



# Sketches

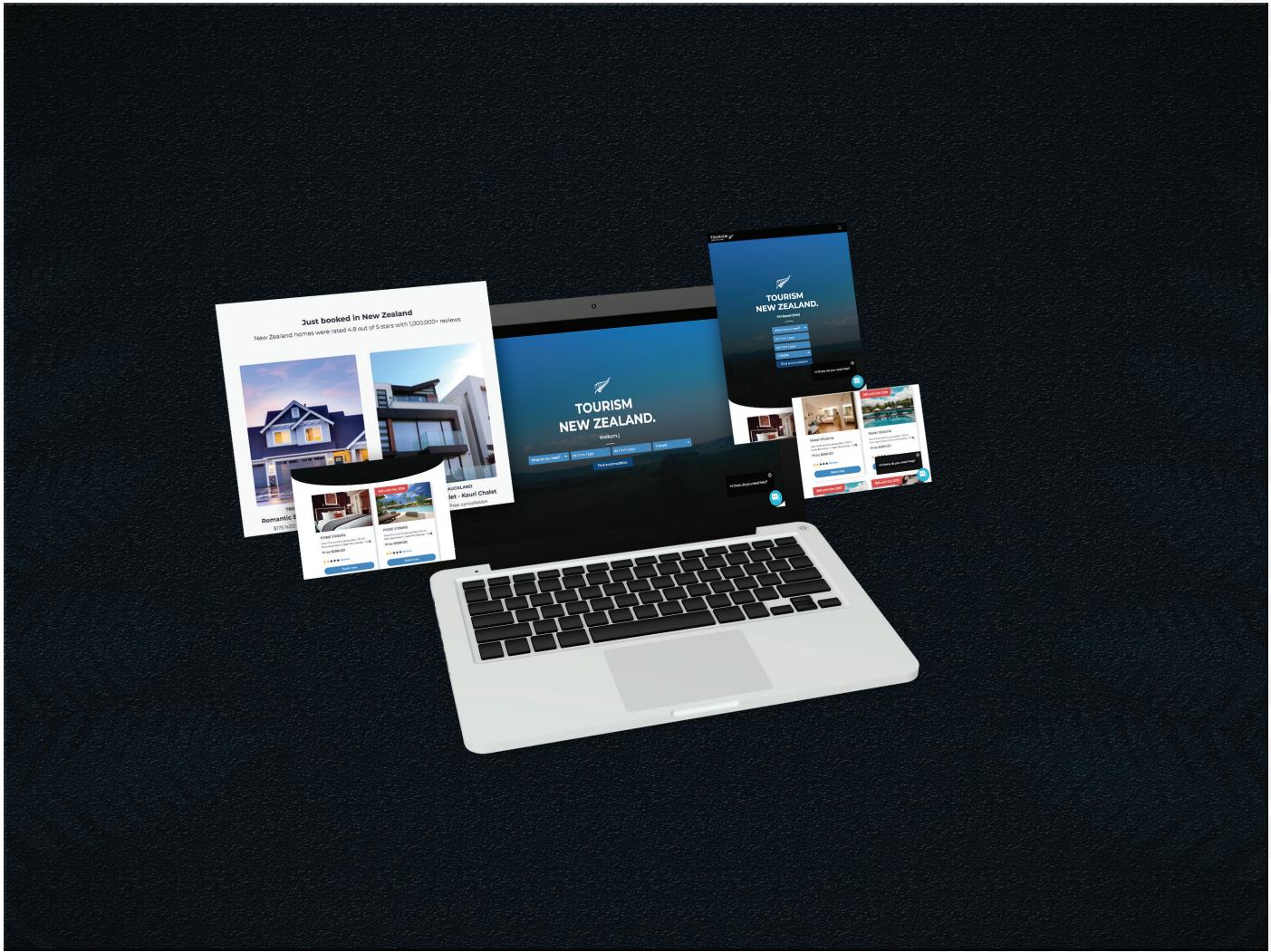


## Wireframes

Tested wireframes and created as a SPA (single page application) which will be dynamic based on the user input.



# Website Mockups



# 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

# Time Plan



## Time Plan and Design Phases

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Below are the phases we will follow to design and develop Tourism New Zealand website in the industry standard processes.

There are four phases which we will use:

**Research Phase** - Researching and planning

**Prototyping Phase** - Wireframing and UX design

**User Testing Phase** - Testing functionality and prototypes

**Technical Phase** - Developing the website

Week 1 2nd Dec	Week 2 9th Dec	Week 3 16th Dec	Week 4 Site launch
Documentation	Prototypes	Coding	Launch
Sketching	Sketching	Developing the website	
Brainstorming	Design of visual elements	Styling	
Project Planning	Digital mockups for the website	User testing	
Gathering site images / content	Prototype testing	Revision	
Competition analysis		Review	
		Redevelop the fixes	

# Cost Estimate



## Cost Estimate for Tourism New Zealand

Please see the chart below for the Cost Estimate.

### Service

Web Development for Tourism New Zealand	\$2500.00
Web Hosting - 12 months	\$180.00
Total	\$2930.00
GST	\$439.50
Total incl. GST \$3366.50	

This fee summary is based on work performed on a fixed cost by ErindHox.

The project constraints will be met, shall the scope of the project constraints be changed, we will provide a detailed project scope change to define additional work and associated costs.

### Payment Terms

50% upon signing of contract and 50% upon launch of the website.

# Agreement



## Website design for Tourism New Zealand

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### Identification of the Parties

This agreement is made between Tourism New Zealand and ErindHox.

### Contract

A contract will have to be signed before the development of the project based on the agreement between Tourism New Zealand and ErindHox. By signing this document you agree that you understand the obligations and responsibilities to the project by both the client and the developer.

### Terms

This project has content that is confidential and should only be used for this specific project.

Any changes made to the content will result to additional charges unless stated otherwise.

This proposal is specifically prepared for Tourism New Zealand. ErindHox owns the copyright of the design in this proposal until full payment has been made for the project.

# Agreement



## Agreement

If the project proposal meets your requirements and you wish for the developer company ErindHox to develop the project, please sign below.

**Client: Tourism New Zealand**

Name:

Position:

Signature:

Date:

**Developer: ErindHox**

Name:

Position:

Signature:

Date: