CEN 334 INTRODUCTION TO HUMAN-COMPUTER

INTERACTION PROJECT PLAN

URBAN ADVENTURES

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1. Introduction

1.1. Motivation

Our goal is to design the app that allows the customer to view and manage personal travel tours. "Pack your bags. We're going on an adventure!" - that's what an effective tour guide website should make users feel. So, our goal is to make a web application whose design is gonna make a traveler's decision to take a certain tour or even visit a city altogether.

Further, once a user is convinced, our goal is to make it easy for them to tour the adventure. This means that we plan to develop the site with straightforward tour information, helpful logistical details, and tips that will help users simplify the process.

1.2. Research Questions

Before starting, it is important to create a research plan in order to help keep us aligned to the necessary steps that we need to take to complete our goal. There are some of the key questions we have:

- What motivates people to use personalized tour guide services?
- How often do they communicate with a tour agent? In person or online?
- What influences a customer's decision in purchasing a trip tailored by an agent?
- What are people's motivations when planning and managing a trip?
- What features would they expect when booking a trip online with a tour guide company?

2. Target Audience

2.1. User Groups

The target audience are people that take trips 2+ times a year, use tour booking applications, and are between the age group of 25–65.

2.1. User Groups Interaction

We plan to create a survey using GoogleForms to better understand the users needs and to gather information about user's likes and dislikes when planning and booking tours online, and the likelihood of using a service such as Urban Adventures. The survey will also include some open ended short answer questions.

3. Planned Innovations

Once we have a research plan in order, we will try to understand the trends and best practices in the tour guide market. Our plan is to begin by completing a market analysis as well as a competitive analysis. We are gonna review travel booking applications and companies that offer similar solutions like our application. We will then look into each company to see what made each of them special and write down strengths and weaknesses of each of them which could use us when designing the app.

4. Interface Design Specification

In terms of design, we plan our app to be clean, modern, and visual-focused. Our goal is to make it all about providing an incredible service, which means creating an app that will feel trustworthy and reliable.

4.1. Design Consistency

Consistency is a key principle in design. Without it we could not get far. We plan to use color, typography and element sizing consistency in our design.

5. Functional Design Specification

5.1. Technology Stack

When it comes to implementing UI, we plan to use HTML, a hypertext markup language designed to structure a web page and its content. For the design part, we plan to use CSS for describing the presentation of our application, including colors, layout, and fonts. In terms of logo design for our app we plan to use Adobe Photoshop and Gravit Designer.

6. Usability Specification

In order for users to be possible to effectively, efficiently and satisfactory complete a task when using our application, when designing our app we plan to stick to our criteria:

- Users should be able to easily view and modify a booked tour.
- Navigation design elements such as menu, links and buttons should be well-designed, with clearly expressed actions, so that less time and effort are needed for the user to make navigation and action choices

7. Timetable

WEEK	TIMEFRAME	PLANNED ACTIVITY
1	11.04. - 17.04.	Project plan
2	18.04. – 24.04.	Collect user feedback (research question)
3	25.04. – 01.05.	Construct wire frames
4	02.05. – 08.05.	Develop Home Page, Information Page
5	09.05. – 15.05.	Develop Tours Page, Feedback Page
6	16.05. – 22.05.	Develop Booking Tours Page
7	23.05. – 29.05.	Validation, Optimization
8	30.05. – 05.06.	Test & Optimize UX
9	06.06. – 12.06.	App testing
10	13.06. – 19.06.	Completion & Launch