Summative 2

Foundation coding assignment

Web & UX level 6

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Brief

Learning Outcomes

Successfully completing this project will show you are able to:

Debug JavaScript code to eliminate errors

Include a Javascript library to meet project requirements
Extend a JS library with a third party plugin

Use a range of production tools to assist in the development of a project

Use JavaScript to manipulate the DOM
Implement functionality of UI

components with appropriate raw JavaScript and/or a library

Write code consistently following a code style guide

Quality assure own code by testing against industry standards

Define deliverables based on use cases prior to production

Write an appropriate proposal for a web project

Set critical deadline milestones for project during the planning stage, and analyse variations from this when signing off the project.

Brief

Tourism New Zealand have a new campaign that is aimed at visitors staying for short periods, booking their own accommodation and arranging their own transport.

Your task is to create a single page web application that allows users to input information, validate the information and provide meaningful feedback when validation has failed or passed. Display accommodation or transport options to the user based the information entered. Calculate and display either accommodation or transport costs to the user.

Tourism New Zealand want the app to have its own distinctive look and feel (whilst still remaining cohesive with the Tourism New Zealand brand).

Accommodation

The first part of the user experience involves visitors to a specially designed site inputting information and being shown accommodation options and related details based on the number of people in their party and the length of time they intend to be staying.

The second part involves displaying meal options for the chosen accomodation option. You will need to create the data for the meal options.

Tourism New Zealand

official tourism website for New Zealand

Purpose
to encourage tourism businesses

Why
features information that is relevant to travellers who are thinking about and actively planning a visit to New Zealand.

What they do
potential visitors will be able to learn about the diversity of what New Zealand has to offer and how to make their visit a fantastic experience.

How

Problem
Tourism New Zealand needs to promote NZ to visitors staying for short periods

Solution
I will be creating a website to attract more attention to NZ sea lions trusts cause and help them gain more visitors

Business requirement
To attract potential new customers to travel new zealand

User requirement
to find and book accomodation

Goal
To attract potential new customers to book accomodation in new zealand

Objectives
- Display options and prices of accomodation in desired locations
-
- Show potential customers accomodation

Site Analysis

Stregnths
large borders and good use of padding on site keep it breathable uncluttered

Direct and bold headers

converts to all languages extremely legible

beautiful and high quality imagery showcasing NZ make it more enticing for users.

interactive animations
small amounts of text

Really well organised navigation bar

bright call to action buttons draw attention

Weaknesses
making the options larger for desktop screen

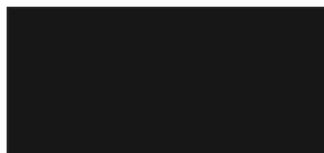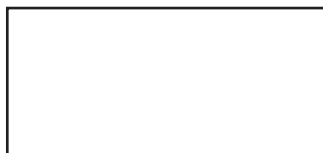navy blue could be changed to a more brighter colour

100% PURE NEW ZEALAND

100% PURE
NEW ZEALAND

NEW ZEALAND
TOURISM

wotif

https://www.wotif.com/Hotels

Stregnths
big filter with suggestive options

neessary info stands out

list of activities shown on
accomoodation site

Weaknesses
home page text is not organised not
legible, big blocks of text

stayz

https://www.stayz.com.au/

Stregnths
large use of padding on website helps
create breathable design

clean look with white space

relaxing feel with light colour palette
greens, white

high quality imagery more alluring

rounded soft corners consistent through
design elements

google maps markers right next to
search helpful

lots of iconography for info

Weaknesses
text spacing too much ofa gap between
text not making use of space ahouuld
compile it more

mobile design has two maps

Booking.com

Stregnths
large use of iconography easy understand website and input/make decisions faster

prominent search filter function first thing you see on the website call to action clear

tagline for personalisation

simple bold primary colour scheme

ratings & review function stands out property surrounding function

image grids help to see lots of features of hotel without clicking through all photos

Weaknesses
info on footer is cluttered

have to click a button to collapse website to mobile/desktop version

Stregnths
large use of iconography easy

Survey

What age range do you fit in?

Have you travelled around NZ?

How often do you travel and stay
somewhere in NZ?

What do you typically travel for?

How do you find places to stay?

What is the most important information
to when looking for accomodation

how do you find places to stay?
Social media, google, friends

What is the most important information
to you when looking for accomodation
Appearance, prices,

https://docs.google.com/forms/d/
e/1FAIpQLScY_

Analysis

Target Audience

Generation Z (10-24) has an average of 29
vacation days per year.

Millennials have an average of 35 vacation days a year.

Generation X has an average of 26 vacation days per year.

Boomers between 55-75 have an average of 27 vacation days a year.

Generation X (40-55) accounts for one out of every three leisure travellers and will average between three and four trips this year.

55-75-year-olds plan to have four or five trips in the next year.
42% of baby boomers plan on both domestic and international vacations

Young people ages 18 to 34 are most likely to spend more money on vacations than other age group.

Millennials are also the generation that travels the most: 35 days a year.

Assumptions

Young adults wanting to see more of NZ and meet people
on an OE or gap year
backpackers affordable accomodation

Families looking for a quick get away during school holidays, christmas break or long weekends
wanting family friendly

Older couples looking to have a break from work
wanting somewhere relaxing to get away from day to day.

Primary
Young adults 20-30

Secondary
55-75 year olds
older people wanting a relaxing getaway
have more spare time, retired or less commitments

Oliver

26

lives in foxton NZ

finished studying to be an engineer

worked part time as a shift manager at a
restaraunt

saved up a bit of money finished
studying and born from smaller town
so wants to travel more and see New
Zealand over the summer.

enjoys hiking trails, bush walks
going away with friends or by him self
and meeting new people

photography
backpacking

wants
affordable travel

Asti

62

lives in Kapiti NZ

worked as a health care professional

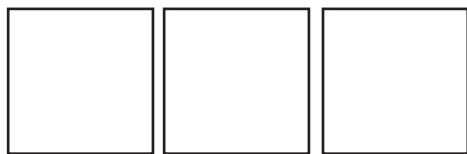wanting to get away somewhere fr a change of scenery and to relax and have quality time with her partner

enjoys beaches, going to new cafes and restaraunts

spends spare time having coffee with friends gardening volunteering for a local shop and baby sitting her grand children.

Design direction

Paragraph
sub header
Header

1. Search for a room located

Wireframe testing

Feedback

Interview

Interview
1. Is the call to action clear?

2. what do you think about the text layout ? (is the information easy to read)

3. What do you think of the colours and imagery used? do you like the design?

4. Does the site make you interested in donating or contributing to their cause?

5. Did you find the website easy to use overall and did you find information you were looking for?

6. Is there anything that could be improved upon and why?

User testing

1. Search for a room located

2. Filter the amount of bedrooms

3. navigate to the contact page

4. navigate to the home page

5. Book a room

6. Is there anything that could be improved upon and why?

Observation Analysis

Resources

https://figure.nz/business/

https://incomputersolutions.com/qa/
which-age-group-travels-the-most.
html

https://www.condorferries.co.uk/
travel-statistics-by-age-group