



MAJOR PROJECT REPORT

SEPT 2023

MA Web Design and Content Planning
Adi Jain
University of Greenwich
London

TABLE OF CONTENTS



1 Concept

Twitter Description	4
Project Origins	4
Elevator Pitch	4
The Problem	5
The Solution	5
Unique Selling Proposition (USP)	6
Manifesto	6

2 Business & Cultural Context

Business Environment	7
Cognate Competitor Sites	8
Non-Cognate Sites	10
SWOT Analysis	11

3 Commodity

Problem / ‘How Might We’ Statements	12
Identifying Target Users	13
User Personas	14
Content Strategy	17
Empathy Mapping	18
Information Architecture	19

4	Delight	
	Logo Development	20
	Mood board	22
	Colours Palette	23
	Typography	24
	Wireframes	25
5	Firmness & Prototype	
	Technical Context	26
	Technology Path	26
	Domain & Web Hosting	27
	The Prototype & Project Planning	28
6	Implementation	
	User Research	29
	Content Creation	32
	Site Development	34
	Version Control	36
	Website Launch	37
	Branding, Social Media & SEO	37
7	Review & Analysis	
	Site Testing	39
	Google Analytics	40
	Final Crit Feedback & Changes	43
8	Conclusion	
	Learning Outcomes	44
	Future of the Website	45
9	Appendices	
	References	46

1 CONCEPT

Twitter Description

A simple solution to discover India beyond what is out there on the web. To help users learn about the hidden gem of destinations in the country which are quite often underrated. (177 characters)

Project Origins

The inspiration for this project was a long-time dream to put the underrated destinations in India on the map of the world.

Coming from a family with a transferable background, and being an avid traveller and adventurer myself, I've had the privilege of journeying through some of India's most remote and unexplored corners. These experiences sparked a fire within me to uncover hidden gems that often escape the tourist radar.

India is a land of vast cultures, traditions, and landscapes.

Recognizing the shift in travel trends towards more meaningful, offbeat experiences, I was inspired to create a platform that would empower travellers to do so. I envisioned a website that would not only catalogue these places, but also inspire others to embark on their own transformative journeys, or just learning something fresh about the country they know so much about, and yet so less.

Elevator Pitch

The travel industry has never been a small market. India's domestic travel industry alone sees over 2 billion tourists according to a recent study. India attracts over a million travellers from abroad each year, with the numbers steadily increasing. The contribution to India's GDP is 9-10%, making it a significant economic sector.

Even with access to all the technology, many hidden gems in India remain obscure because they are not widely covered in mainstream travel guides or websites. As a result, travellers may not even be aware of their existence. These locations often lack the marketing and promotional efforts that popular tourist spots receive. This makes it challenging for travellers to stumble upon them.

This is where I want to tap in. The goal is to bring such locations to the front page. The term ‘Khoj’, is a Hindi word that means ‘search’ or ‘discovery’ in English. It can also refer to a quest or exploration for knowledge or truth.

The Problem

While there are a lot of travel-genre websites on the web, many of them severely lack behind in a lot of aspects. One of the biggest issues that runs across is sponsored content and advertising. It's not a hidden fact that these factors severely affect the User Experience (UX) of a website. Since travel websites are content heavy; multimedia dominates the design language, they often skip the factor of accessibility on their websites. Slow-loading times, lack of mobile optimization are just a few worries to mention.

A lot of times a user might want information in a concise format, and these websites bombard the user with extremely longform text-based content and an average to poor level of visual experience. It is quintessential that for a website that focuses on destinations and travel, it weaponizes form and function in terms of design and layout.

Probably the most obvious downside to the travel websites market is the severe lack of personalisation. The destinations are usually not curated, and instead the space is given to promote sponsored content. While at a global level a few websites do achieve to address this issue, that has not been the case when it comes to a rich and diverse country like India.

I believe there should be a comprehensive resource to explore such uncharted places and drive curiosity.

The Solution

Since there are many problems with the current websites focusing on travel in India, my site aims to provide solutions to users by hitting those exact pain points. Although my website does not aim to be the last stop resource and guide for the locations included, it serves the purpose to bring them to the limelight and create an awareness and generate curiosity among the users.

The website also aims to give a concise yet brief description about those curated destinations.

The site aims to give an intriguing, confident, playful, colourful, friendly and informative experience to the user. The goal is to serve a well-designed interface with both form and function given an equal amount of care.

Unique Selling Proposition (USP)

- Only the destinations that evade traditional tourist routes with no inclusion of crowded and burdened sites.
- Content tailored to the ones learning at home, ones planning and the ones travelling on-the-go.
- Promoting the content creators discovering and exploring India through their lens.
- An interactive map to be the one-stop solution to navigate to any location.
- Curated imagery and subtle illustrations to enhance visual experience.
- Creating a passionate community of like-minded explorers via social media.

Manifesto

The overall goal of this project is to create a useful online resource for users to learn and explore about hidden gem of locations in India. The completed site will have a high level of accessibility and usability. It should appeal to a wide range of users.

The site should have clear navigation, well-organized content and user paths, well-maintained visual excellence, and should appeal to the avid explorers, travel enthusiast and anyone who takes interest in India. It should provide a great user experience overall. Must I accomplish these set goals in the final version of the website and provide a useful resource to even a small number of users, I will consider this project a success.

2 BUSINESS & CULTURAL CONTEXT

Business Environment

In recent years, there has been a noticeable shift in travel trends towards more meaningful and offbeat experiences and destinations. This shift is driven by changing traveller preferences and a desire for more authentic and enriching travel experiences.

The travellers are moving away from mass tourism and crowded tourist hotspots in favour of destinations where they can immerse themselves in the local way of life. They are venturing off the beaten path to explore lesser-known and undiscovered destinations. These hidden gems offer a sense of adventure and the thrill of exploration, away from the typical tourist circuits.

Cultural Immersion

Cultural immersion has become a central theme. Travelers want to engage with local communities, participate in cultural activities, and learn about the traditions and heritage of the places they visit. On top of this, they are increasingly conscious of the environmental and social impact of their journeys. They seek to support local businesses and engage in responsible tourism practices to minimize their footprint.

India, with its emerging tourism sector, and rich cultural heritage and historical sites continues to be a major draw for tourists. Emerging destinations with lesser-known historical and architectural wonders are becoming popular among history buffs and cultural enthusiasts.

Atithi Devo Bhava (Guest is God)

Rural and offbeat destinations are expected to grow in popularity as travellers seek to escape crowded urban areas and explore unspoiled natural beauty. Community-based tourism initiatives will thrive. As the country's middle class is expanding, the disposable income is on the rise. Subsequently more Indians are exploring their own country.

Government policies and initiatives, such as "Atithi Devo Bhava" (Guest is God) and "Incredible India," will continue to promote tourism and create an enabling environment for growth, which in turn is leaving the market to be expansive.

Streamlined visa policies, growing healthcare facilities, digital transformation to enhance experiences and improving infrastructure has played a huge role in the increasing global tourism to India.

Cognate Competitor Sites

I analysed several cognate sites in order to assess and identify the strengths and weaknesses of the competition in the market, as well as categorising the similarities and differences of those sites with each other. Upon completion of the analysis, I classified the cognate websites based on the resemblance of their goals and aims with what I had in my mind.

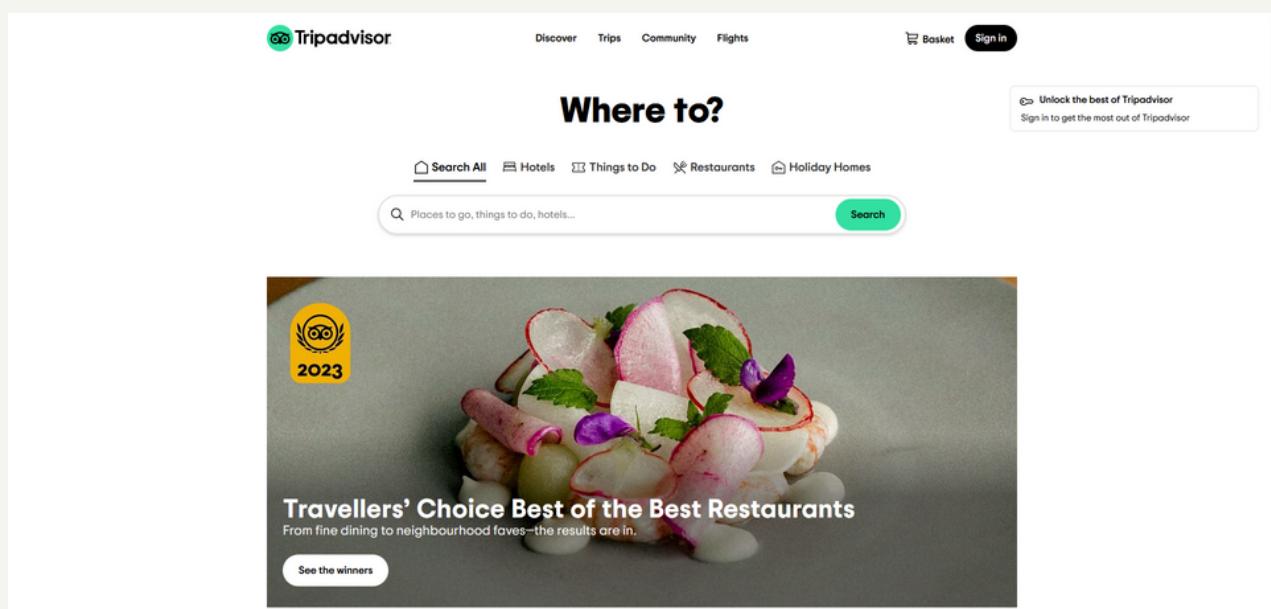
By examining their traffic sources, page ranks and site visits I was able to note down their success and popularity. The websites I classified as my cognate competitor sites were of TripAdvisor and Incredible India.

TripAdvisor

<https://www.tripadvisor.com/>

Average Monthly Visits: 180M

Google Page Rank: 9/10



- The main strength of TripAdvisor website is that it is one of the most popular travel websites on the web. It has an extremely well-done branding and UI design.
- It has its fair share of weaknesses and issues. When comparing to my plan for the project, TripAdvisor is not curated towards India and the design language does not fit the cultural context of the country. The colours are subtle and apt but nothing to ride home about.
- Aggressive advertising is one of the other issues with the website, severely impacting the user experience. The pages are full of sponsored content promoting tours and packages even when the user might not be interested in one. This in turns affects the personalised touch to the website.
- Algorithmic Flaws: TripAdvisor's ranking algorithms can sometimes lead to skewed results, where listings with a few highly positive reviews may outrank those with many moderately positive ones. This does not help when one of the criticism the website gets often is having fake and manipulated reviews.

Incredible India

<https://www.incredibleindia.org/>

Average Monthly Visits: 202K

Google Page Rank: 6/10



- The main strength of Incredible India lies in several factors. Firstly, the website is resource rich, since it is managed by the Ministry of Tourism under the Indian Government. The information is sourced by the tourism departments of the state governments which ensure accurate data. The categorisation of various regions and locations is very good. The website has an excellent language support, supporting 10 languages, 8 of which are foreign to India.
- When comparing with website to my plan for the project, Incredible India catalogues all the destinations including the ones that are traditionally popular with tourists and are usually part of a packaged tour. This does not help promote the more obscure and unexplored places. In order to gain traffic to the website the focus seems to be on the tourist hotspots for the most part.
- The UI design as well as multimedia presentation can be rated average at best. The representation of content is dull for the most part. The layout has irregular spacing, badly aligned content, and an uninspiring theme overall.

Non-Cognate Sites

After identifying and analysing the cognate competitor websites, I searched for non-cognate websites from where I could incorporate features and other design ideas. For the thesis, I established a non-cognate website the one which functioned as a resource as well as having prominent background visuals with easy navigation and content management.

The Teacher's Guild

<https://www.teachersguild.org/>

The Teacher's Guild is a professional community of educators that addresses some of the most critical challenges in education. It is a 2016 Webby Awards winning website. What makes this website amazing is how it balances diverse content types – programs, solutions, approaches, and collaborations – without overwhelming visitors.

The Teachers Guild x School Retool has launched a new Co-Designing Schools Toolkit

CHECK IT OUT



Teachers are the innovators
education has been waiting for.

Preparing our students to be the problem solvers of tomorrow

One of the main features of the website that I planned on utilising was the perfect balance between images and content. The navigation design language was also something that I immediately decided to emulate for my website. The way the visuals are handled is elegant and yet able to address the aim of the website. I decided to mimic that elegance in my code and design to give a visual message to the user.

SWOT Analysis

Undertaking a SWOT analysis prior to working on the project helped me in the formulating strategies and assess business environment's strengths and weaknesses. It facilitated better decision-making by offering a comprehensive view of both internal and external factors, enabling informed choices. Plotting down the SWOT analysis for my project in a concise manner helped my take the next steps on the ladder.

Internal Strengths that might be helpful

- My background and experience of travelling across India.
- Keeping a simple approach to access information.

Internal Weaknesses that might be harmful

- Collecting accurate data in minimum possible time.
- Compiling free-to-use images for locations.

External Opportunities that might be helpful

- Partnerships/Collaborations and donations.
- To automate processes such as data collection, images etc.

External Threats that might be harmful

- Competitor websites releasing simpler solutions.
- Web Security is an increasing potential threat.

3 COMMODITY

Problem / ‘How Might We’ Statements

A great learning from Chris How's workshop during the course was the HMW or ‘How Might We’ research method that can help define the goals & objectives for the major project. It is a simple yet powerful way to reframe challenges or problems as opportunities for creative solutions. The method encourages open-ended and exploratory thinking, allowing individuals or teams to generate innovative ideas. Here is the compilation of some of the HMW statements I had established based on the problem statement at hand:

- HMW... use the map to show relevant locations.
- HMW... help user with images of locations.
- HMW... guide the user to different types of places of interest.
- HMW... help user create interest in discovering new locations.
- HMW... help user look for a particular location based on a category.

HMW... use the map to show relevant locations	HMW... show relevant content of a particular location	HMW... help user with images of locations
HMW... help user to search for a specific location	HMW... help user to build an itinerary	HMW... guide the user to different types of places of interest

Identifying Target Users

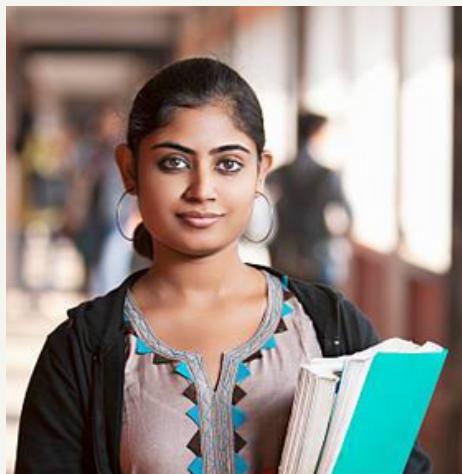
This phase included decoding the target user group, which I had kept very open-ended. The user group I had established; I had broadly put them under these categories:

- 1. Escapists** – These are the group of people which are always on the go. They tend to be active, love the outdoors and seek adventure. They are open to discovery and exploration. All the travellers and travel-seekers to India can be put into this category.
- 2. Learners** - These are the group of people who seek out destination and activity information in massive amount. They are lovers of history, geography, culture and are receptive to interesting, unusual information. All the people around the world interested in Indian culture, history, and tourism can be put into this category.
- 3. Planners** – These are the group of people who take pleasure in the process of planning a trip and are not afraid to scrap an entire plan if things don't seem quite right to them. They might spend more time planning activities and travel experiences and will not execute it until they are 100% satisfied with their effort. This is the reason they have high expectations.
- 4. Others** – My website will be working as a mascot to encourage people around the world to be educated about India as a whole, while trying to eliminate prejudices and create an intrigue about the rich culture in the country. Hence, it is essential to not leave others out, even if they are not actively searching for India.



User Personas

Based on this identification of target users, I was able to establish 3 User Personas by the names of Gayatri Wankhede, Morgan Anderson, and Sean Perkins.



Gayatri Wankhede

21

Mumbai, India

Learner

- Gayatri is an undergraduate student of Journalism, currently in her second year of studies.
- She is an enthusiast in the space of history, culture and geography and is always reading up and consuming travel related content.
- While online, she often ends up disappointed while trying to fetch information about certain places.
- She ends up having to gather information by surfing and bouncing around different websites which takes a lot of time.

Gayatri's Criteria for Success: To have a go-to resource for her curious needs about historical, cultural and geographical significance of landmarks in India.

Needs: To be able to retrieve relevant information from a vast pool of content at one-stop. To be able to have more images to give context to places.

Wants: Something that can help her get cultural context of different regions in India for her projects at the University. She wants to be able to access content in her regional language, Marathi.

Values: Time Saving, Data Privacy online, Simple UI and colours

Fears: Having to go to different websites to get a particular information. To be bombarded with ads and content that consumes a lot of her internet data.



Morgan Anderson
29
Washington DC, USA
Escapist

- Morgan is a content creator and a solo traveller who shares his experiences via the social media platforms.
- He travels to different countries for long trips to cover the experiences in depth.
- Whenever he travels to India, he is only made familiar with the popular destinations and can only find relevant information about those places online.

Morgan's Criteria for Success: To be able to promote his content on niche platform and to be able to create an itinerary which covers places of interest in India that are not well advertised by travel websites and are less travelled.

Needs: To spend less time looking for places of interest other than popular travel destinations.

Wants: Wants to be able to cover locations for his social media content.

Values: To have a way to get a brief information about the places he picks to travel eventually.

Fears: Too many ads breaking his experience online. Being misguided to unsafe locations. Too much text-based information.



Sean Perkins

35

Paris, France

Planner

- Sean a business owner juggling with many priorities in life, handling his business and family at the same time.
- He goes on a vacation once in a year with his family and heads the planning for it.
- Having very less time out of work, planning is a nightmare for him.
- His children and wife have different priorities while on a vacation, and he must look for appropriate types of places in the destination country.

Sean's Criteria for Success: To be able to search for places to visit by categorizing them by the type of location in order to fulfil travel needs of his family.

Needs: He needs tangible results to cater to his requirements. He needs to know the weather at the places during different times of the year, as well as the best time to visit.

Wants: To be able to get insider information about amenities at the locations. To be able to see nearest big cities, and connections via air, rail and road to the locations for ease of travel.

Values: Detailed planning, concrete expectations, decisions backed up by analysis or data.

Fears: Overspending on scam tour packages. Being too hasty with decision making.

Content Strategy

Laying out the User Personas gave me a clear path for establishing the Content Strategy for the project. Each user profile clearly indicated the diverse user base my website was going to have. My goal was to target their pain points and layout a content plan accordingly.

Based on each user persona, I proposed a Content Strategy for the Business & Cultural Context + Commodity crit. Each of the needs are addressed as follows:

Gayatri Wankhede

“Wants to have a one-stop go-to resource for her curious needs about historical, cultural and geographical significance of landmarks.”

Proposal: Dedicated pages to access relevant information of concerned locations.

“Wants content in her regional language, Marathi.”

Proposal: Accessibility to regional languages.

“Wants to have cultural context of different regions in India for her projects at University.”

Proposal: Locations of India represented with use of different colours.

Morgan Anderson

“Wants to quickly access less visited places in India.”

Proposal: To feature important paths of website at the landing page with easy access to location categories.

“Needs brief information only, less text-based content.”

Proposal: Having a view to provide quick information only on switch of a button.

“Covers experiences for social media.”

Proposal: Dedicate a page to feature content creators covering the experiences.

Sean Perkins

“Wishes to sort type of locations according to family needs.”

Proposal: To have a page to categorically show places of interest (lakes, forest etc).

“Wants to have insider information such as best time to visit and reachability.”

Proposal: On the location pages, to show nearest transit options and best time to visit the location.

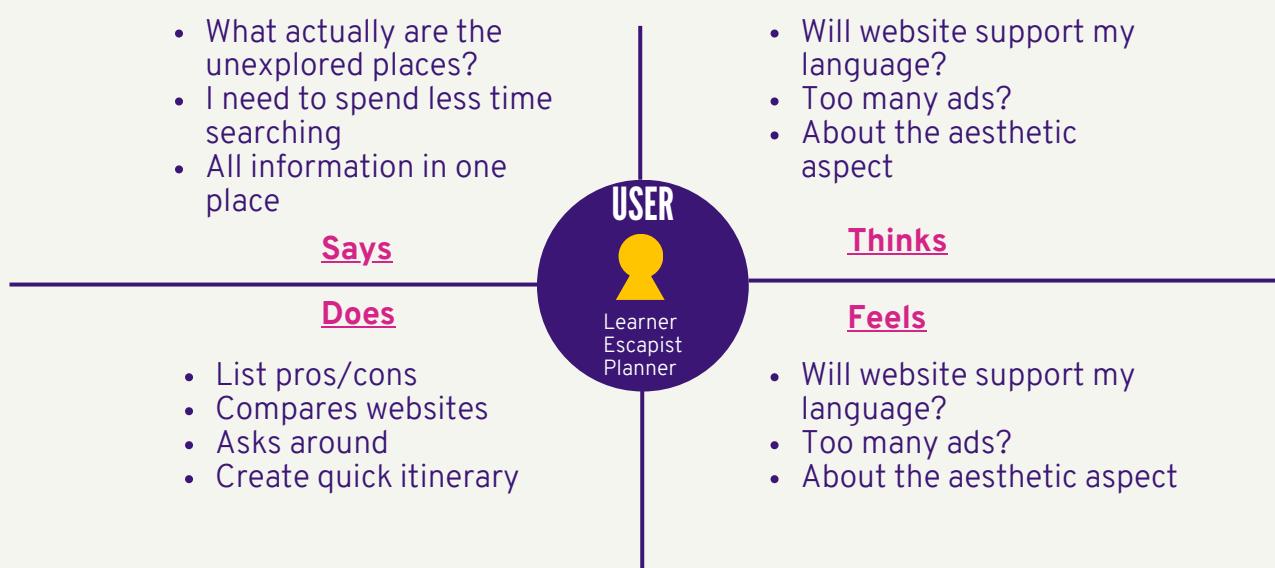
The content strategy proved to be a vital point in the journey since it set the bases for the way the users were going to navigate on the website eventually. Planning it out made it clear what users might be interested in when they first visit the website.

Empathy Mapping

Based on the problem statements and the target users in the process, I was able to create an empathy map that was going to help in a collaborative visualization to articulate what I know about a particular type of user. It would externalize knowledge about users in order to:

1. Create an understanding of user needs.
2. Aid me in decision making.

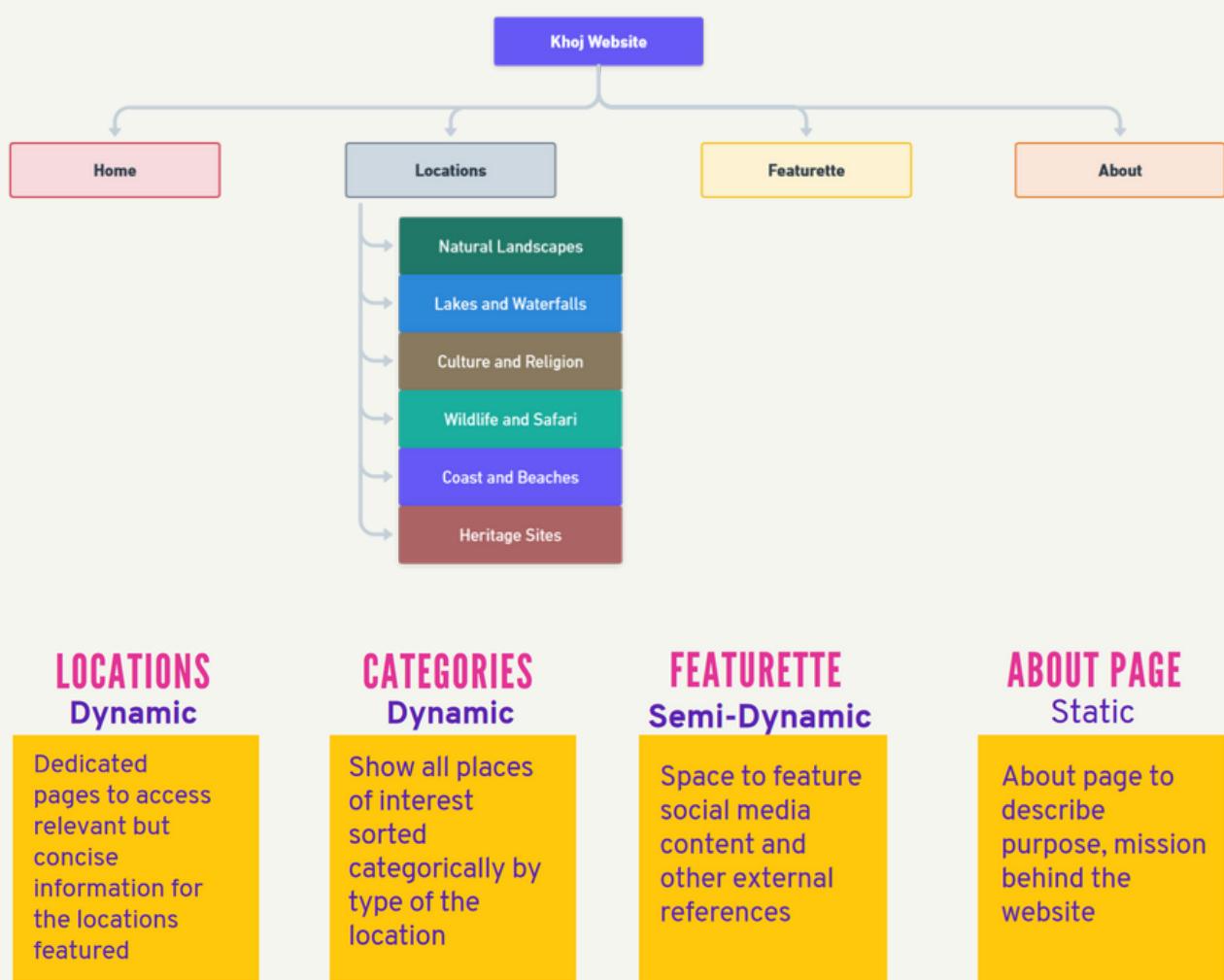
Based on my learning of the topic, it was understood that Empathy Mapping could be captured for one user, as much as it can be used to reflect an aggregation of multiple users. For this project, I ended up using the Multiple-Users Empathy Map.



It is worth noting that the whole purpose of creating empathy maps is to understand what drives user behaviour. It also helps in discovering weaknesses in the research.

Information Architecture

Based on my extensive coverage of business and cultural context, as well as work done on the understanding of the commodity for my project plan, it was finally time to layout the information architecture. While taking care of the needs and pain points of my user personas, I proposed a site map that will eventually shape the structure of my website.



Landing Page: A map of India (which would eventually develop into its own page – Interactive Map). A navigation to other pages, switch to view categories instead of map (which would eventually be part of Interactive Map page).

Categories (later renamed to Locations Page): Show all places of interest sorted categorically by type of the location.

Featurette: Space to feature social media content and other external references.

About: About page to describe purpose, mission behind the website.

Single Location Page: Dedicated pages to access relevant but concise information for the locations featured.

Later Additions - Not part of the initial proposal

Interactive Map: An interactive map of India with all the curated locations marked out with links going back to the dedicated location pages. Can be accessed from site map.

Community Page: A dedicated page with links to all the social media profiles as well as the website itself. Can be accessed from the landing page.

4 DELIGHT

Logo Development



The very initial stage of logo design included hard drawn ideas and thoughts. The plan was to integrate the word “Khoj” as written in English with Hindi. The results were quite satisfactory, although a few feedbacks suggested a simple alternate could be used.



The second logo, which was eventually also used in the first prototype, and the first to be created on Illustrator, represented Khoj written in English, but the typography was given the flair of a flag. I made the ‘O’ in Khoj red to give it a unique appearance as well as a sense of marker on a map. The logo was liked by peers but suggested about enhancements that could be made.



In the third logo I introduced the tricolours and the Ashoka chakra from the Indian flag. The idea was to form a ‘K’, with a succeeding text written as Khoj in English but with an Indianized font called Samarkan. This setup a good base for the later iterations.



For the fourth, and the penultimate logo, I removed the ‘K’ formed by the tricolour and moved the Ashoka Chakra inside the ‘O’. This logo then became part of the first logo at launch before being re-branded one last time.



The final iteration of the Khoj logo, also included a shorter square version. The 'K' is now surrounded by a circle which can independently be used as a short version of the logo. The circle represents globe, and in turn travel. The Ashoka chakra is now moved within the 'K', and now also represents sunrays, as well as peacock feathers. For context, peacock is the national bird of India.



I also created the monotone versions of the logo for versatility.

To sum up, I wanted the logo to have the taste of Indianess, the colours to represent the website design plan and give it an immediate sense of branding.

Mood board

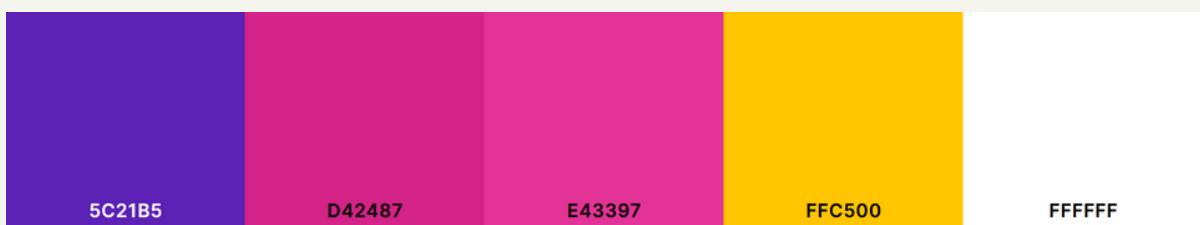


Creating the mood board was a vital step that helped me to set the intended aesthetic, mood, and style of the project. India is rich and diverse in colour traditions. The mood board helped me in capturing the essence of Indian culture, while also making me realise how difficult it is to incorporate culturally relevant colours into my design. Eventually it did guide me towards the idea of using location specific images to set the mood of specific locations on their pages.

Colour Palette

It is no secret that according to colour theory the whole idea of using a shade of purple, yellow and pink together on a website is very unlikely to succeed. They are all bold and saturated colours. When used together without careful consideration, they can clash and create a chaotic or overwhelming visual experience. Without careful attention to colour placement and balance, the design may appear uneven or disjointed.

During my various crit session my presentations carried a colour scheme that included these colours and yet somehow managed to receive very positive feedback. I was motivated to test these colours out for the first prototype.



While it garnered a positive response, it was clear that the contrast between text and background was crucial for readability. The shades of purple, yellow, and pink chosen initially, there were legibility issues, since the text was not adequately contrasted against the background. Ensuring sufficient contrast became essential for accessibility and user experience.



After a rework, along with feedback from my Mum and friends, I introduced a definite colour palette that suited the branding as well as cleared the contrast checkers. I was able to achieve a balanced and harmonious design without the colour placement appearing to be uneven or disjointed.

The new colour palette is the same set of colours as the proposed one but with a different shade. The colours are set to be more saturated, easy on the eyes, and much easier to use on web. They are essentially a darker counterpart to the original palette.

Typography

Just like the colours, the typography that I ended up using was the same as I used in all the crits till that point. The fonts are the combination of sans-serif type Google Fonts and Web Safe Fonts which work as fallback. Mostly for the headings, the font used is League Gothic. For content though, the font being used is a combination of Overpass and Overpass Light. As a web safe font, I picked Tahoma for its close resemblance to the Overpass font. I decided to use these fonts due to various factors.

LEAGUE GOTHIC

Overpass

Overpass Light

Tahoma

LEAGUE GOTHIC

Overpass

Overpass Light

Tahoma

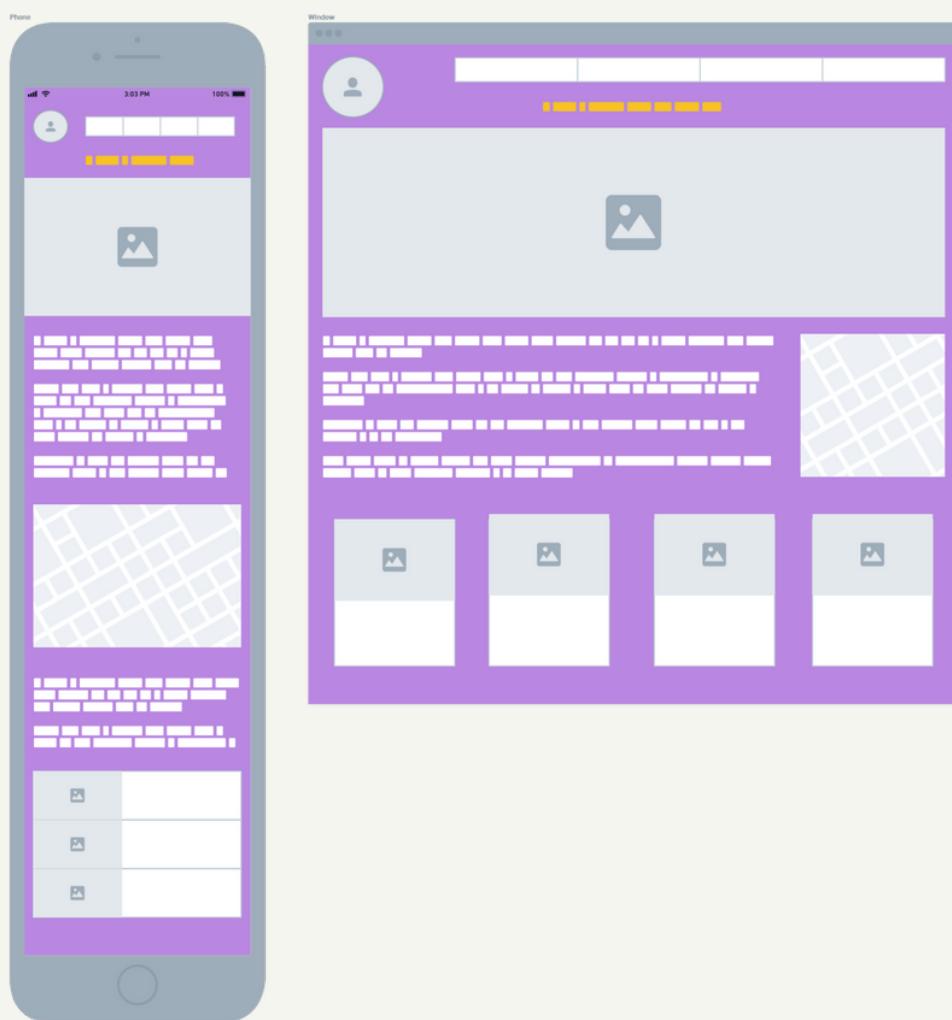
League Gothic is a versatile and can be used in a variety of design applications. Its bold, condensed style makes it particularly well-suited for headlines, titles, and bold statements where impact and readability are essential.

Overpass font has a modern and clean appearance with rounded corners, making it a friendly and approachable font. Its legibility and balanced design make it suitable for both body text and headlines. It is often chosen for websites, mobile and apps, where clarity is essential.

One of the fonts is bold and condensed while the other is versatile and legible. This results in the fonts complimenting each other well on the web.

The lack of Samakaran font (as used in the logo) on the website is due its complex and unusual letter forms that can hinder readability, especially in body text. Users might find it challenging to read content displayed in such fonts. While Samakaran is good to set the tone of the website as being focused on India, it is quite limited for use as a web font as it can lead to compatibility issues with most of the users.

Wireframes



Though still in very early stages, the wireframes created on Whimsical were incredibly helpful to get an idea of how much space areas would need and how the content would guide the design down the line.

5 FIRMNESS & PROTOTYPE

Technical Context

Before a firmness could be established, it is important to understand the technical context to the project I has proposed during the crit. There were many changes along the way starting with the type of website, which was proposed to be Database Driven, but instead I changed path to create it as a Content Driven website.

I decided to have the Single Location and the Location categories page dynamic. The Featurette page and home page to be semi-dynamic, that is, with limited control over content on the admin side. Other pages were proposed to be static in nature. I decided to go for the Kebab case (kebab-case) naming convention across the development cycle.

Techonology Path

The journey of choosing a final tech path for my project was an eventful one. Initially, I had planned to go for a non-CMS approach, that is, not to use a Content Management System. I had decent amount of experience with front-end languages and frameworks and choosing that was a no-brainer at the time.

During the firmness crit, I proposed a big challenge which was to present two individual prototypes developed on different technologies. The paths were still going to be non-CMS.

Firstly, I had planned on developing the site on Angular 15 for Client-side, Node.js for Server-side, and mySQL for DB. This path was in tune with my experience working on these technologies before.

The second path was going to be HTML/CSS/JS for Client-side, PHP for Server-side, and mySQL for DB. This path was in tune to our course curriculum, as tutored by David, our Course Head.

I dropped the Angular version of the prototype plan, since I realised for it to be too resource heavy for the context of my major project plan. The website would have had delays, optimisation and storage issues down the line.

Upon feedback and conversations with Prisca, I was suggested to use a CMS approach for my project since it suited the plan that I had proposed till date. I was new to CMS, and WordPress theme development, but I decided to take that as a learning challenge for the development of my project.

Domain & Web Hosting

On the domain front, there was a lot of options I had to pick from. A few of those that were available were khoj-india.in, khoj.today, khoj.international, thekhoj.world and so on.

khoj-india.com

Website Name Country in Focus General Domain

Eventually I decided to pick khoj-india.com. The rationale behind the domain was very clear to me. Khoj was the name of the venture, India was the country in focus, and '.com' is the most popular domain on the web. A '.in' domain (for websites focused on India), was incompatible with my vision as my project was aimed global popular instead of just locally.

I purchased and registered the domain with Namecheap for their affordable price, and a good customer service.

My initial proposal for the web hosting purchase was Bluehost, but I decided to make the last-minute switch over to Clook, since it had proven to be a very reliable web host for a very long time.

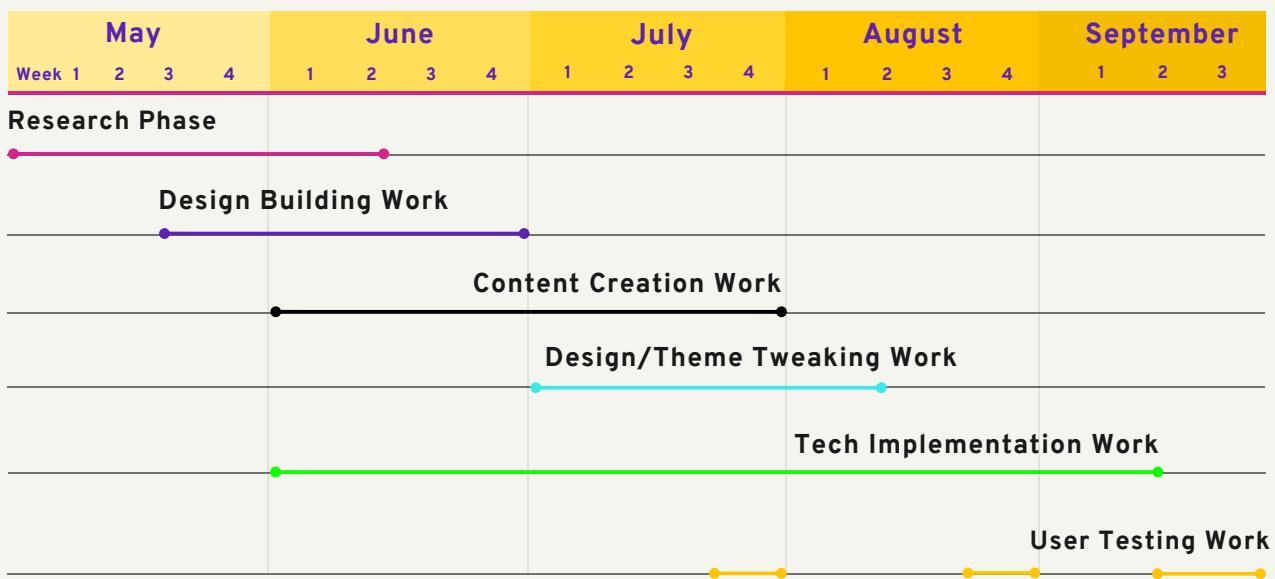
The Prototype & Project Planning

For the prototype I developed a single static page, which was representative of single Location page, for Gurez Valley in Jammu & Kashmir region in India. Also, during the prototyping phase, the domain and hosting decision were concrete. It was quite evident to me that I would end up building the website as a WP Theme, instead of a non-CMS approach. I slowly realised and understood the role of a CMS in my project.

One of the first things I introduced during the prototype development was the initialisation of a repository on Git. The initial versions of the prototype were built on Angular which was scrapped and replaced with a static HTML/CSS code. I had eventually completely dropped the plan of going with a non-CMS approach.

To round up the prototyping journey, I took up the challenge to learn WordPress Theme Development from scratch while also trying to understand the working of the WordPress content management system.

PROPOSED PROJECT PLAN - GANTT CHART



The planning of the project was never going to be easy. Between the first week of May and the last week of September it was difficult to allocate time to different aspects of project planning.

I set the research phase to take up to 6 weeks till mid-June. Planned to work on a solid design between mid-May and end-June. The content creation work, which I had marked down for two whole months of June and July, ended up getting completed in September first week. I allocated the theme development for July till mid-August which was eventually completed in time. I had also set aside time frames for user testing work at the end of July, August and the entire month of September. At the time I was confident that this would give me an opportunity to make tweaks on the website based on feedback received.

6 IMPLEMENTATION

User Research

The user research was the first part of my website implementation phase. While there were many types of Research Methods that I was made familiar with during the workshops, I had decided to pick a range of those methods to assist in the UXD of my project. To make sure I got the best of the data I collect during my user research phase, I planned to have Quantitative based methods to better understand the user requirements focusing on how users think and behave.

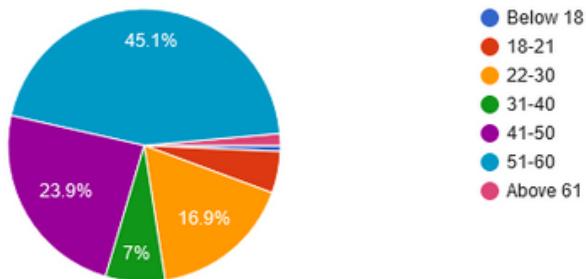
Eventually I setup a plan to use two of the most popular quantitative methods of user research:

1. Surveys via Google Forms
2. True Intent Studies. A true intent study is a type of survey in which I intercepted live visitors and asked them to use my website on their device and browser of choice. I would track their user journeys and ask them questions based on that.

For the Survey I created a Google Form asking the participants various questions which included their age range, travel frequency, their knowledge on unknown places in India, as well as the viewport size of their current device.

What is your age range?

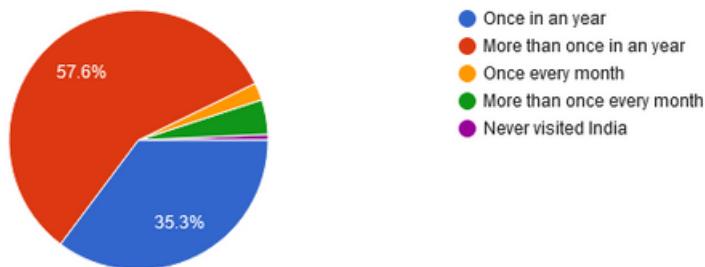
142 responses



Knowing the age range of my participants provided insights into their preferences and interests. For example, younger users might be more interested in adventurous and offbeat destinations, while older users may prefer cultural and heritage sites. Tailoring content and recommendations based on age groups could enhance user engagement.

How often do you travel as a tourist in India?

139 responses



Knowing how often the participants travel gave me insight to influence the type of content I provide. Frequent travellers may be interested in a wider range of destinations, while occasional travellers may seek more in-depth information on specific places. I could adapt my content strategy to match these preferences.

Lastly, I would like to request you to open <https://whatismyviewport.com/> and enter the viewport dimension of your current device (for e.g. 1920px x 965px, please check the Reference below this question)

109 responses

390x844

393px X 660 px

437px X 748px

412px x 784px

360px x 780px

And most importantly, understanding the viewport size of the user's device was crucial for responsive web design. It helped ensure that my website was optimized for various devices, including desktops, tablets, and phones. Responsive design is essential for providing a seamless user experience, regardless of the device used to access the website.

What are some of the **most unknown and underrated gems of places that you have visited or know about** in India? (Please list the names of the locations) they could be mountains, temples, beaches or anything rare and unknown to the mass population

143 responses

Sakleshpur, Bangalore
 Chunchi Falls, Bangalore
 Sidwarkoot, Madhya Pradesh
 Mandavgarh
 Panchmadi

Bhopal lake

Every part pf India has hidden gems to explore. In my experience, Sikkim is one of the most underrated place I have ever been. Be it beautiful himalayan landscape, very welcoming people or their culture.

Baneswar mahadev satara pune

North east states of India

North East India especially shillong meghalaya is that place where very few have visited. It's such a natural beauty that u may not have seen. It's also known as mini Scotland. The local population mostly khassi tribals love to keep there houses clean and maintain themselves too.

To put in numbers, my survey received over 140 responses. Looking at the demographics, around 45% people participating were in the age range of 51-60, followed by 24% aged between 41-50. Roughly 16% participants contributed to 22-30 age bracket. Rest was filled in by ages 18-21, 31-40, and above 61. I received over 200 locations in India as a suggestion to be included in the project.

Over 90% of the survey responses had filled in the view port size of their current device. I had put up the link to <https://whatismyviewport.com/> for quick reference, which participants seemed to use very well. The responses gave me a lot of insight into responsive development aspect of my site.

Content Creation

Right from the Day 1 of project idea proposal, it was evident that the content creation phase for the website will be a herculean task. India, being such a diverse country in every aspect, it was a huge challenge to be able to categorise all the locations in a meaningful number of types. Upon research of a lot of locations as well as the data from user research, I established six categories for the destinations.

Those six categories were then finalised as Natural Landscapes, Coast and Beaches, Culture and Religion, Wildlife and Safari, Lakes and Waterfalls, and Heritage Sites. It was clear at a very early stage that not all the locations will fit in just one category. Hence, the plan was to put locations in multiple categories if it was the case. For instance, Hampi in state of Karnataka is apt for Culture and Religion category, but also Heritage Sites category. In order to catalogue all the locations, I decided to create a spreadsheet with the locations, along with the region of India they are in, categories they qualify for, as well as a column for Google Maps link which would be handy for their post page.

62 Triund	Himachal Pradesh	Natural Landscapes		
63 Virasat-e-Khalsa	Punjab	Culture and Religion		
64 Mandvi Beach	Gujarat	Coast and Beaches		
65 Surya Lanka Beach	Andhra Pradesh	Coast and Beaches		
66 Marine National Park	Gujarat	Wildlife and Safari	Coast and Beaches	
67 Athirappilly Falls	Kerala	Lakes and Waterfalls	Wildlife and Safari	Natural Landscapes
68 Kanchipuram	Tamil Nadu	Culture and Religion	Heritage Sites	
69 Kalo Dungar	Gujarat	Natural Landscapes	Coast and Beaches	
70 Koteshwar	Gujarat	Culture and Religion	Coast and Beaches	
71 Butterfly Beach	Goa	Coast and Beaches		

Out of 200+ locations initially, I curated 80 locations based on their fit for the website as well as looking at the content creation deadline on the schedule. These 80 locations required 3 images each on their pages in accordance with my design, which totalled to around 240+ images for locations, not including the images on other pages of the website. The images have various royalty-free sources such as Unsplash, Pexels and Pixabay. For a lot of locations, I had images clicked by myself when I visited those places. For image optimisation, I carefully edited every single image for dimension, file size as well as quality before uploading on the media library on WordPress.

An incidental side story happened with me during the content creation phase that I would like to share. To give context, High Commission of India, London, which is the Indian embassy in the UK, planned to organise a contest “Let’s Discover Hidden Gems of India” as a part of Indian Independence Day celebration on 15th August. Since the theme of the contest matched my project and interest, I decided to take part in this month-long online competition. Small clues were being given about the unknown locations in India, and we were to guess the places. Coincidentally, I was getting a lot of ideas and valuable amount of content plans for my project.



Long story short, I ended up being the runner-up in the contest, and was felicitated by the High Commissioner of India to UK, H.E. Vikram K. Doraiswami. The felicitation event also premiered a talk with Bettany Hughes, a renowned English historian, and broadcaster who covered India in her Channel 4 series, “Exploring India’s Treasures: Bettany Hughes”.



I got the opportunity to show my website to Bettany, which she appreciated and gave valuable feedback. This filled a lot of confidence in me for my project.

Site Development

As mentioned earlier, by the end of prototyping phase I had decided upon learning the ways of WordPress Theme development and handling the WordPress CMS dashboard. I used a lot of references in order to understand the in and outs of theme building starting with multiple re-watches of our Theme Building session with Prisca. I also used Prisca's theme building resources over at eyelearn.org/seewp.

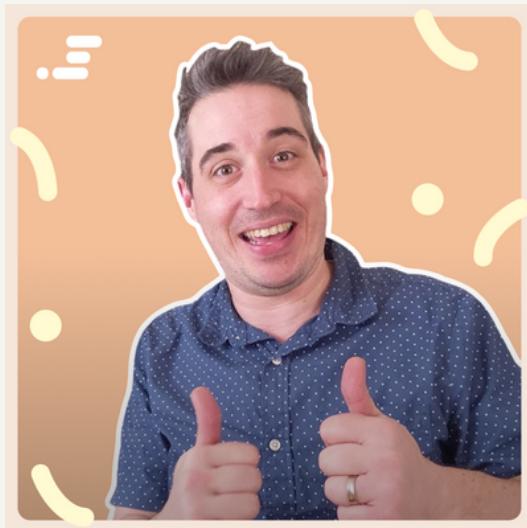


Design/build: WordPress themes
from design prototype to theme : how to get started

[the tutorial](#) [articles](#) [about this site](#) [FAQ](#)

Upon encountering issues during theme building, the Easy WP Guide manual was my friend. It is an online, free to download PDF, containing simple, and easy to read guide for HTML, PHP and creating WP Themes.

Since I had a very specific blueprint in my mind for the site's functionality, the development started slowly as I was trying my best to convert that vision into reality. One of the very first principles I made sure to follow was a mobile-first approach. Although difficult to begin with, it made sure that I would end up in least number of problems down the line.



For the CSS woes I faced, especially during the development of the hover effect on the locations category page, along with other CSS related issues, Kevin Powell's YouTube channel was my best buddy. The way he explains complex topics such as grids and flexbox, is nothing but exceptional.

ACF Plugin - A lifesaver

One of the biggest hurdles I came across was to take control of the content on my pages and posts. I tried various techniques in order to sort that out for a very long time, but it was a stalemate.

While my goal was to keep the plugin count to minimal on the site, using the ACF (Advanced Custom Fields) plugin was like a lifesaver to me. It let me take full control of the WordPress edit screens and let me put custom field data on any pages or posts. The core of the ACF plugin is very simple and intuitive, especially for developers.

Overall, I am satisfied with minimum plugin integration on my website, which is 3. ACF is one of them, Yoast SEO is the other one, as well as a plugin called Menu Icons for navigation.

Features

While the focus was to get the MVP (Most Viable Product) content out on the shelf, I was parallelly working on the feature pages such as the Interactive Map and Featurette. For Interactive Map I wanted to refrain from using a plugin. I ended up using GoogleMyMaps which helps in marking various locations category-wise onto a Google Maps interface which can be embedded as an iFrame to any website.

For Featurette page, where I would promote content creators, I initially used multiple iFrames which severely affected the performance of that page. Hence by using the techniques of lazy loading and replacing the videos thumbnails with images upon loading of the page increased performance by 90%.

Version Control

GitHub was my primary version control and backup tool. The first repository was created for the development of the HTML Prototype Temple of Khoj. Subsequently, I initiated a second repository for WordPress Custom Theme for Khoj, aptly named khoj-india-template. First version of the Khoj Theme was 1.0.1 Alpha.

The screenshot shows three GitHub repository pages:

- khoj-india** (Public): This repository is for HTML Template part for Khoj. Visit [khoj-india-template](#) repository for the Wordpress Custom Theme Development for Khoj. It has 1 star and is in the PHP language.
- khoj-india-template** (Public): This repository is for Wordpress Custom Theme Developement for Khoj. Visit [khoj-india](#) repository for the HTML Template Part Development for Khoj. It has 1 star and is in the PHP language.
- featurette-page-updated**: A series of commits from idesignwebapps on Sep 9, 2023, including:
 - featurette-page-updated-1.5.2
 - g20-content-update
 - home-btn-hotfix-1.5.1-update
 - re-arranging-khoj-logos
- featurette-page-updated**: A series of commits from idesignwebapps on Sep 8, 2023, including:
 - home-images-hotfix
 - homepage-section-responsive-hotfix
 - home-page-update-1.5.0-stable
- featurette-page-updated**: A series of commits from idesignwebapps on Sep 7, 2023, including:
 - featurette-intro-fix

A summary at the bottom indicates 131 contributions in 2023, with a scatter plot showing activity from July to October.

The development of Khoj Theme went back and forth with the prototype and custom theme repository getting consistent updates, until my entire development migrated to the custom theme repository.

Over the period of 100+ commits and various version iterations later, the website reached at Beta testing level with the 1.3.9 Beta update. This is where I started the True Intent Studies as discussed earlier. Working on that feedback and several iterations later I declared my website to be stable at the 1.5.3 Stable update, which it achieved on 12 September 2023.

Currently, at the time of submission of this report, the website is at 1.5.7 Stable version with various recent updates after the final presentation.

Website Launch

I soft launched the website on 2nd September. It was a soft launch since a lot of content upload work was still incomplete. The design was finalised although there were a few tweaks to be made here and there. Fortunately, the social media was setup by the time I did the initial launch. The reason for doing a soft launch was to start tracking analytics so that I could begin the final review phase of the project

I eventually did a full-scale launch of the website on 22nd September, upon having the content up to date as well as design and technical issues resolved. Between the soft launch and full-scale launch, I made sure to keep up the social media activity to build interest and intrigue in the branding of Khoj. It also helped keep up the data for analytics and review.

Branding, Social Media & SEO

The branding of Khoj was powered by a consistent effort of keeping up the curiosity of the website to the users between the soft launch and full-scale launch. I made sure to keep the social media profiles up to date with the changes being made over at the website. For example, on 7th September I shared a post across all the platforms about the inclusion of Interactive Maps feature on the website.



The social media platforms I chose were Instagram, X (formerly Twitter), Threads and a page on Facebook. All these platforms have different user base and different reach. As an accelerated effort to increase the reach of my website, I had clubbed in links to all these profiles under a Linktree page (a tool to create personalized page with multiple links to different social media profiles) and rebranded that as “Khoj Community” on the landing page. A sense of community creates more trust towards a brand and helps in growing an organic user base.

For SEO (Search Engine Optimisation), it was essential to get the basics right, such as having appropriate title tags, meta tags, and link names. I ensured each of the 240+ images on the website had an appropriate and meaningful text alternative, which is not only good for SEO reasons, but is essential in terms of the accessibility of the website. In order to further improve the SEO standards of the website, I included the Yoast SEO plugin. It is considered as one of the top SEO plugins on WordPress. Yoast helped me identify and add meta descriptions as well as focus key phrases (an exact keyword or the key phrase that we want our specific page to be found for in search results) for each post and page.

One of the issues I was struggling with was the Readability SEO rating given by Yoast on my posts and pages. For some reason, it was giving a very poor analysis even with all the content put appropriately. I did some research and realised that Yoast SEO plugin does not recognise ACF blocks. For that to work, there is another plugin called ‘ACF Content Analysis for Yoast SEO’ developed by the Yoast Team. Upon installation of this plugin, Yoast started recognising the content and gave analysis appropriately.

Custom Structure

<https://khoj-india.com> /%category%/%postname%/

I also made sure to make the best use of appropriate permalink structure for making the links and navigation easy to understand across the website.

The screenshot shows the DuckDuckGo search interface with the query "khoj india" entered. The results page is displayed with the following details:

- Search Bar:** Shows "khoj india" with a magnifying glass icon.
- Filter Bar:** Includes "Q All", "Images", "Videos", "News", "Maps", "Shopping", and "Settings".
- Location Filter:** Set to "United Kingdom".
- Search Options:** "Safe search: moderate" and "Any time".
- Result 1:** A link to <https://khoj-india.com>. The snippet reads: "Discover India with Khoj. Unlock India's Hidden Treasures. Your Passport to Uncharted Adventures. Get Started Explore from 80+ carefully curated destinations awaiting your discovery. Six Categories Discover from the beautiful mountains in Kashmir, to marvelous ruins of Hampi, to the Tigers in Ranthambore and more. Open Locations Explore Beyond".
- Result 2:** "Locations" with a snippet about coastal paradise.
- Result 3:** "Interactive Map" with a snippet about marking curated locations.
- Result 4:** "Natural Landscapes" with a snippet about various natural sites.
- Result 5:** "About" with a snippet about the project being developed by Adi.
- Result 6:** "Featurette" with a snippet about the space promoting lovely content.
- Result 7:** "Coast And Beaches" with a snippet about various beaches.

Due to careful moderation of the SEO of my website, I was pleased to see Khoj showing up as the first search result on the DuckDuckGo search engine after 2 weeks of SEO improvements, the search keyword being “khoj india” which was also set as the focus key phrase with Yoast SEO.

7 REVIEW & ANALYSIS

Site Testing

Even during and after my project’s development, I made sure to repeatedly test the site pages using W3C’s HTML and CSS validation to make sure my code was correct. HTML validation brings up a few warnings which are due to presence of CookieYes plugin, and some due to WordPress itself. It is to be noted that the website shows no error upon validation, just a few warnings that are out of my control.

Browser Testing

I made sure to have access to various browsers during my development phase for consistent testing. It was essential to ensure the users on different systems would have the same site experience. I frequently switched and tested the site between Brave, Chrome, Firefox, Edge and Safari while primarily developing on Firefox Developer Edition. On mobile, it was the same story, as I tested the website on various browsers on devices such as Brave, Chrome, Safari, and Firefox Nightly. I also used browserling.com to check the website on Opera. Fortunately, all these tests were successful and indicated that the site displays and functions well across various platforms.

Google Analytics

In the weeks following my site's launch, I checked Google Analytics intermittently to see how the site was doing and monitor how the data changed as I continued to make improvements on my website.

First Week Report

 Views	Users	Views per user	Event count
All events ▾			
343 100% of total	42 100% of total	8.17 Avg 0%	835 100% of total

In an initial analytics report, for the first week after soft launch, my content wasn't ready completely and there were still a few functions to be implemented. I assumed it would negatively impact my analytics. However, I was quite surprised at my initial Google Analytics report when I discovered a more than 40 unique users had visited my site and spent an average amount of time on it, considering I had not worked on the SEO till that point, as well as the branding and social media profiles were not set up yet.

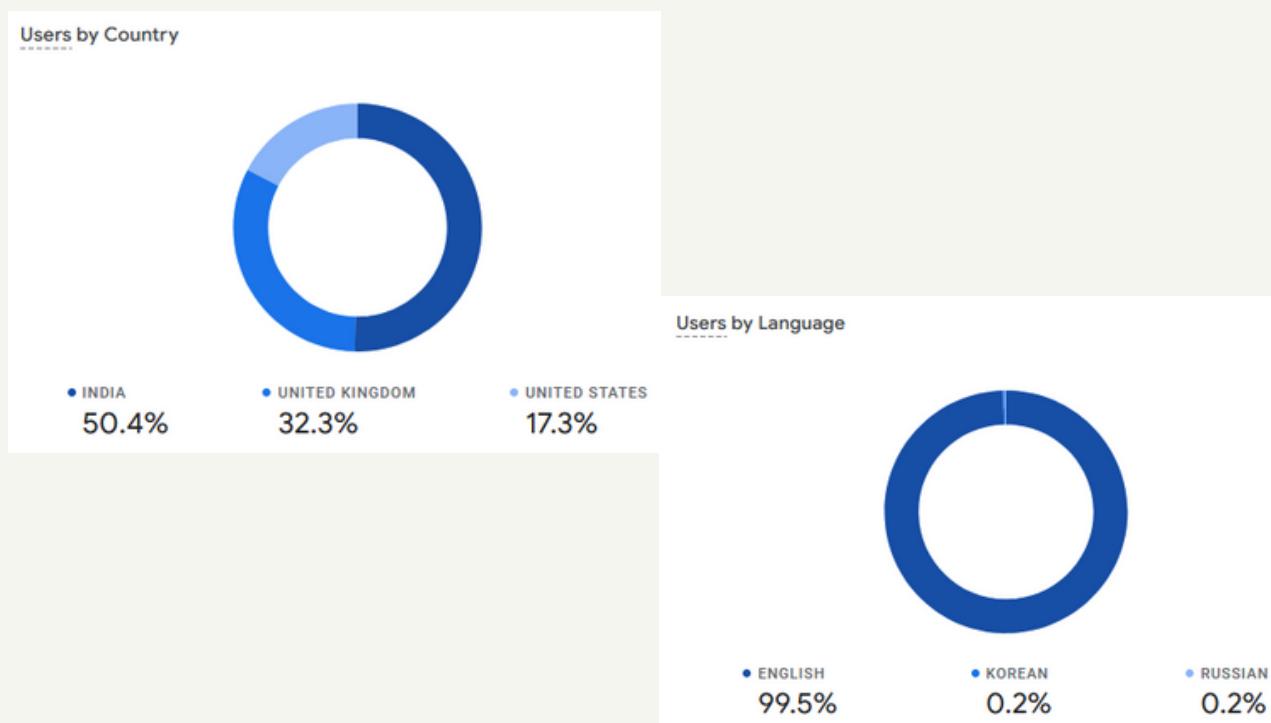
Recent Week Report

 Views	Users	Views per user	Event count
All events ▾			
1,412 100% of total	334 100% of total	4.23 Avg 0%	3,437 100% of total

In the latest week, after the full-scale launch along with my branding having been setup, the number of unique users visiting my website has scaled numbers I had never expected to happen. Roughly more than 330 users have visited my website, which has exceeded my expectations. Not to mention the overall number of unique users ever since the soft launch is more than 430 till date.

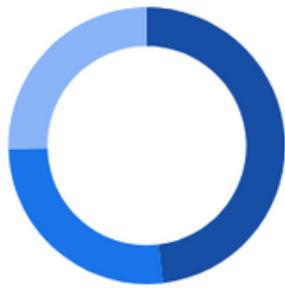
User Demographics

It was interesting to look at the user demographics of the site, since for the first time I could get a picture of the people accessing my website. Unfortunately, at the time of writing the thesis the age and gender metric is still put on data threshold, even with 400+ unique users having visited my website till now. Nevertheless, there were other metrics available to explore such as city, country, language, device category, and browser used.



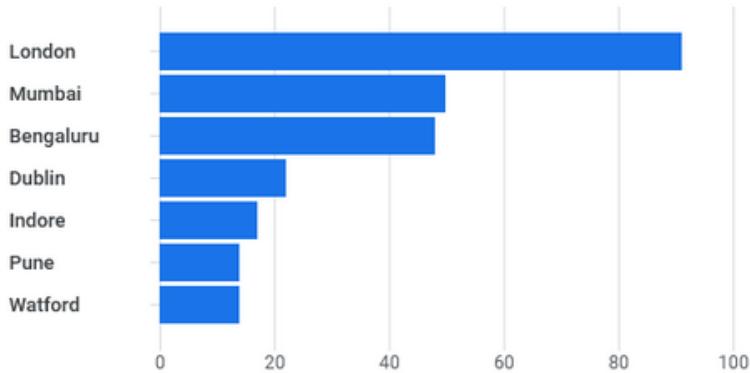
A language and country analysis revealed that 99.5% of my user base has English set as default language on their device. This is no surprise when we look at the country metric that suggests that maximum users come from English speaking countries like India, making roughly 50% of the users, the United Kingdom, making up roughly 32%, and the United States, making up roughly 17%. Remaining share of user base is mostly from Ireland and Canada with a couple odd users from Pakistan, South Korea, and Russia.

Users by Town/City



• LONDON	48.1%
• MUMBAI	26.5%
• BENGALURU	25.4%

Users by Town/City



While the UK had only 32% share in countries, London alone as a city has a 50% share overall. This is primarily due to my website being used from various cities in India during the past month. Some of the top cities in India were Mumbai and Bengaluru, both having roughly 26% of share each. Indore and Pune userbase helped adding to India's metric as well. Within UK, Watford has the highest number of users after London. It is worth noting that Dublin in the chart is in California, United States and is not the one in Ireland.

Users by Browser



• CHROME	52.4%
• SAFARI	35.8%
• ANDROID WEBVIEW	11.8%

Users by Device category



• MOBILE	81.4%
• DESKTOP	18.2%
• TABLET	0.4%

Looking at the Tech metrics, it's evident that Chrome is by far the most popular browser with my user base, with Safari coming a distant second with roughly 36% of the share. This can be statistically correct since Chrome is the most popular browser in the market currently.

The metric on the device category shows no surprise. My user research survey had revealed that roughly 80 percent of participants were using a mobile device primarily. Coming to today, that statistic is still holding true since roughly 81% of my user base is using a mobile device, with 18% being on a desktop sized screen. It is surprising to see that there is a 0.4% shared by the tablet users as well.

Overall, I'd say my site's performance has exceeded my expectations. My goal from the beginning has simply been to create a site that is useful for others to discover India in a visually beautiful way. If even a handful of people visit and benefit from the site, I will consider having achieved my goal and be satisfied with the result. Of course, it may take some time and a lot more refinement to reach a larger audience, but I believe this analytics data indicates I'm on the right path.

Final Crit Feedback & Changes

On September 13th, we had our final presentation which was a huge opportunity for me to receive some valuable feedback from my tutors and peers. This did end up happening and I was made aware of a few critical and non-critical issues with my website after the presentation. On the presentation day I was on the 1.5.3 version of Khoj.

1. On the Locations page the categories cards were updated so they could be accessed by clicking the entire card not just clicking on the Discover button. This was pointed out as an accessibility issue during the final presentation.
2. Featurette Page changes: Load speeds of YT embeds were increased by 90%. On mobile, the YouTube videos were updated to cover the entire screen's width, and on the desktop, they were updated to a 2-column grid now, so they cover more screen space than before.

3. The nav toggle was severely lacking in design and function. Based on the feedback, I updated the nav toggle to cover the entire width on mobile and the colors/style were updated to match the website.

With these changes and a furthermore tweaks my website was updated to version 1.5.7 Stable, where it stands currently.

8 CONCLUSION

Learning Outcomes

As I had mentioned in my original manifesto, the overall goal of this project was to create a useful online resource for users to learn and explore about hidden gem of locations in India. It is a little too early to conclude whether if it will become popular or an essential resource to the users. While its true that the analytics reports give an indication of user base appreciating the effort and usefulness of the website, it will depend on the future reports if the standard and user retention is kept.

As for my personal goals, I believe this project turned out to be life changing. There are two major reasons for that.

Firstly, even with having had the opportunity to visit across India, there were a lot of places I was made aware of during my research that I would wish to travel to. This made me grow a deeper sense of love and respect towards the rich culture and landscapes of India. On top of this, I felt like a blessing to have been able to share my passion for travelling in India with the world.

Secondly, and most importantly, the biggest learning outcome for me was to learn WordPress Theme Development. Taking up the challenge to learn WordPress and its theme building with so limited time for the website development, and then implementing it was a tiresome, and yet the most rewarding aspect of the project.

I learnt how to de-bug issues relating to WordPress PHP functionalities, as well as understood the working of a CMS in-and-out. There are still a lot of improvements I aim to work on, but I feel super confident in adding this site to my portfolio

To sum up, I must admit that development of Khoj was one of the most rewarding experiences of my life, and I can be proud looking back at the challenges I overcame.

Future of the Website

I feel I have achieved most of the goals I set out initially and left the project in a good space for the near future. I plan on continuing to monitor site usage and statistics. Now that Khoj Community is established over social media, I will keep working on receiving user feedback and suggestions while keeping them updated with changes as well as addition of new content. It is important to continue to monitor user behaviour and interactions on the site to help me make decisions about future improvements.

As per functionality, I plan to add a bespoke search functionality to my website soon. I would also like to work on an itinerary creator of sorts to enable users to save a set of locations for their use.

Addition of new type of content, other than YouTube videos, on the Featurette page is also I am planning to work on soon. The goal, in the long term, will be to increase Khoj's presence online and to generate more inbound traffic. By continuing work on the site, the content and layout organization, I hope to increase its trustworthiness among users.

9 APPENDICES

References

- “11 UX Research Methods for Better Product Experiences”, Maze, <https://maze.co/guides/ux-research/ux-research-methods/>
- “Can I Use... Support Tables For HTML5, CSS3, Etc”, caniuse.com, <https://caniuse.com/>
- Cote, C 2020, “How To Create An Effective Value Proposition”, Harvard Business School Online, <https://online.hbs.edu/blog/post/creating-a-value-proposition>
- “Easy WP Guide WordPress Manual for WordPress 6.3”, Easy WP Guide, <https://easywpguide.com/wordpress-manual/>
- Gibbons, S 2018, “Empathy Mapping: The First Step in Design Thinking”, Nielsen Norman Group, <https://www.nngroup.com/articles/empathy-mapping/>
- “Google My Maps”, Google Maps, <https://www.google.com/maps/about/mymaps/>
- “Incredible India”, Incredible India, <https://www.incredibleindia.org/content/incredible-india-v2/en.html>
- Miller, M, “4 Starter Personas for Tourism & Travel Content Marketing”, LinkedIn, <https://www.linkedin.com/pulse/4-starter-personas-tourism-travel-content-marketing-miranda-miller>
- Newcomer, C, “WordPress Template Hierarchy Explained”, WPShout, <https://wpshout.com/wordpress-template-hierarchy/>
- Powell, K, “Kevin Powell YouTube Channel”, YouTube, <https://www.youtube.com/@KevinPowell>

- Ralph, B, “An Introduction to User Experience Design”, MarvelApp, <https://marvelapp.com/blog/introduction-user-experience-design/>
- Schmarsow, P, “Design/build: WordPress themes”, eyelearn.org, <https://eyelearn.org/seewp/>
- Schmarsow, P, “Learn web design”, eyelearn.org, <https://eyelearn.org/>
- “Similarweb.Com—Digital World Market Intelligence Platform”, SimilarWeb.com-Competitive Intelligence Tool, <https://www.similarweb.com/>
- “UX Design Process – An Actionable 7-Step Guide”, Studio by UXPin, <https://www.uxpin.com/studio/blog/design-process-ux/>