

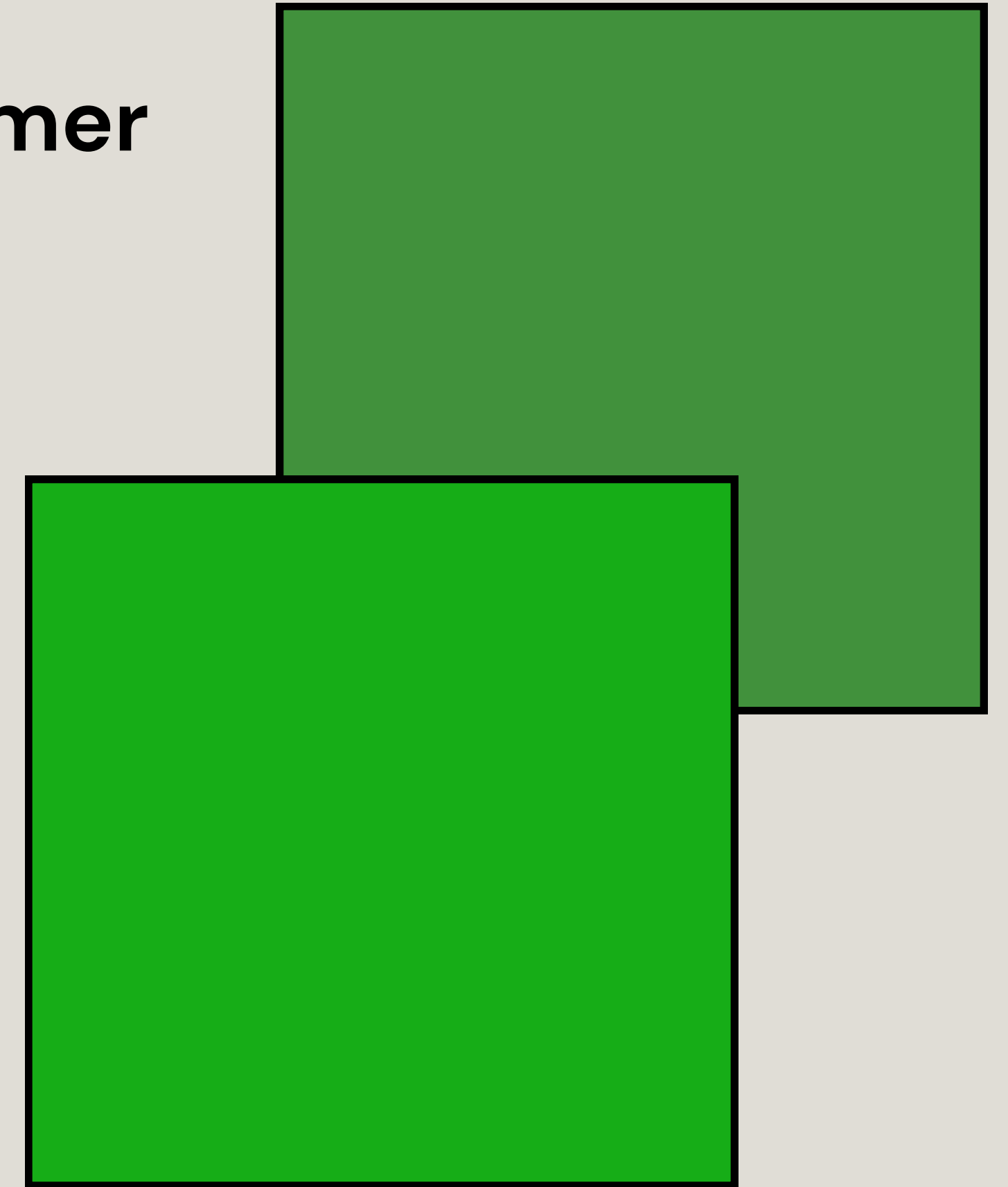
Website Documentation



By Juliana Guimaraes

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Briefing

Tourism New Zealand has recently launched a new campaign targeted at short-term guests who plan their own travel, by booking accommodation and transport themselves.

Our task is to develop a **one page web application** that enables users to submit data, validate the data, and deliver relevant feedback whether the validation succeeds or fails. Depending on the data entered, **show the user their accommodation options**.

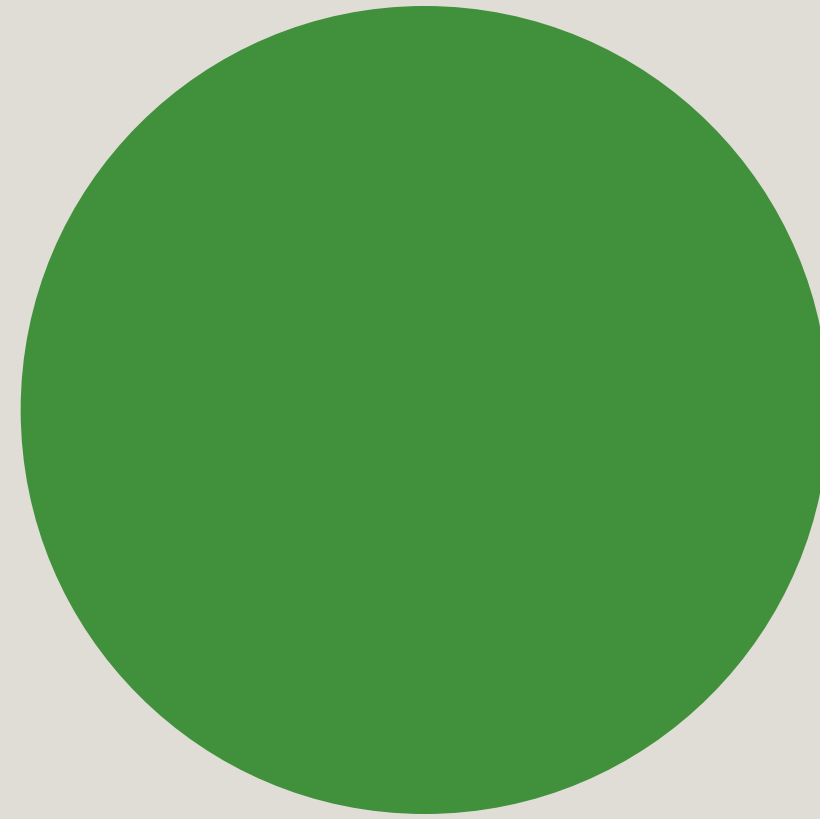
The **cost for the accommodation should be calculated** and displayed to the user.

The app should have a unique appearance and feel while yet adhering to the Tourism New Zealand brand.

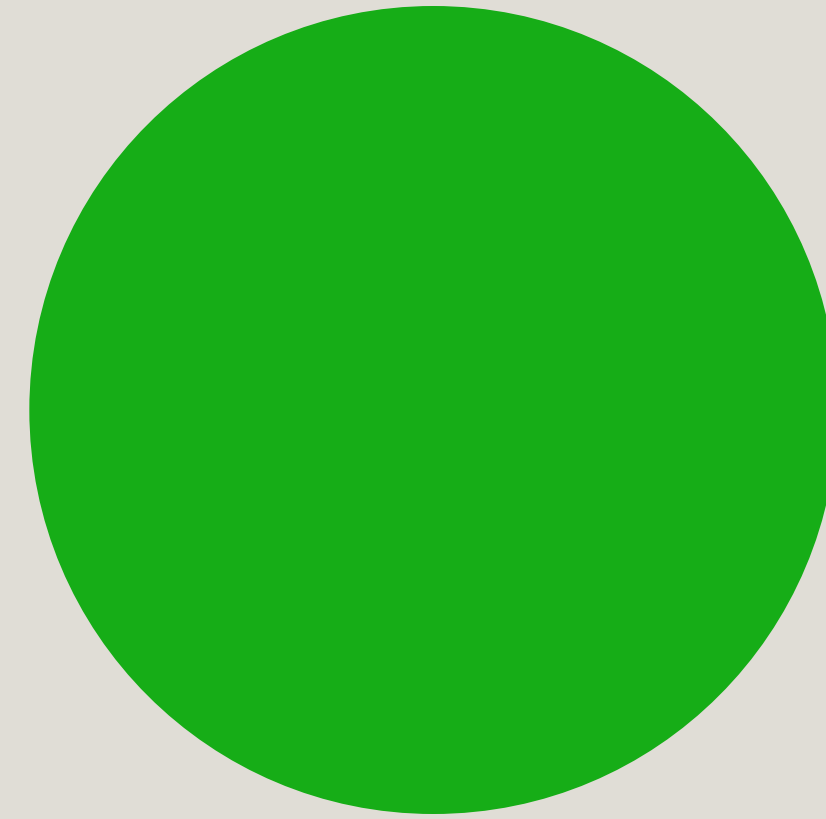
Goals



Build a one page web application with specific accommodation options.



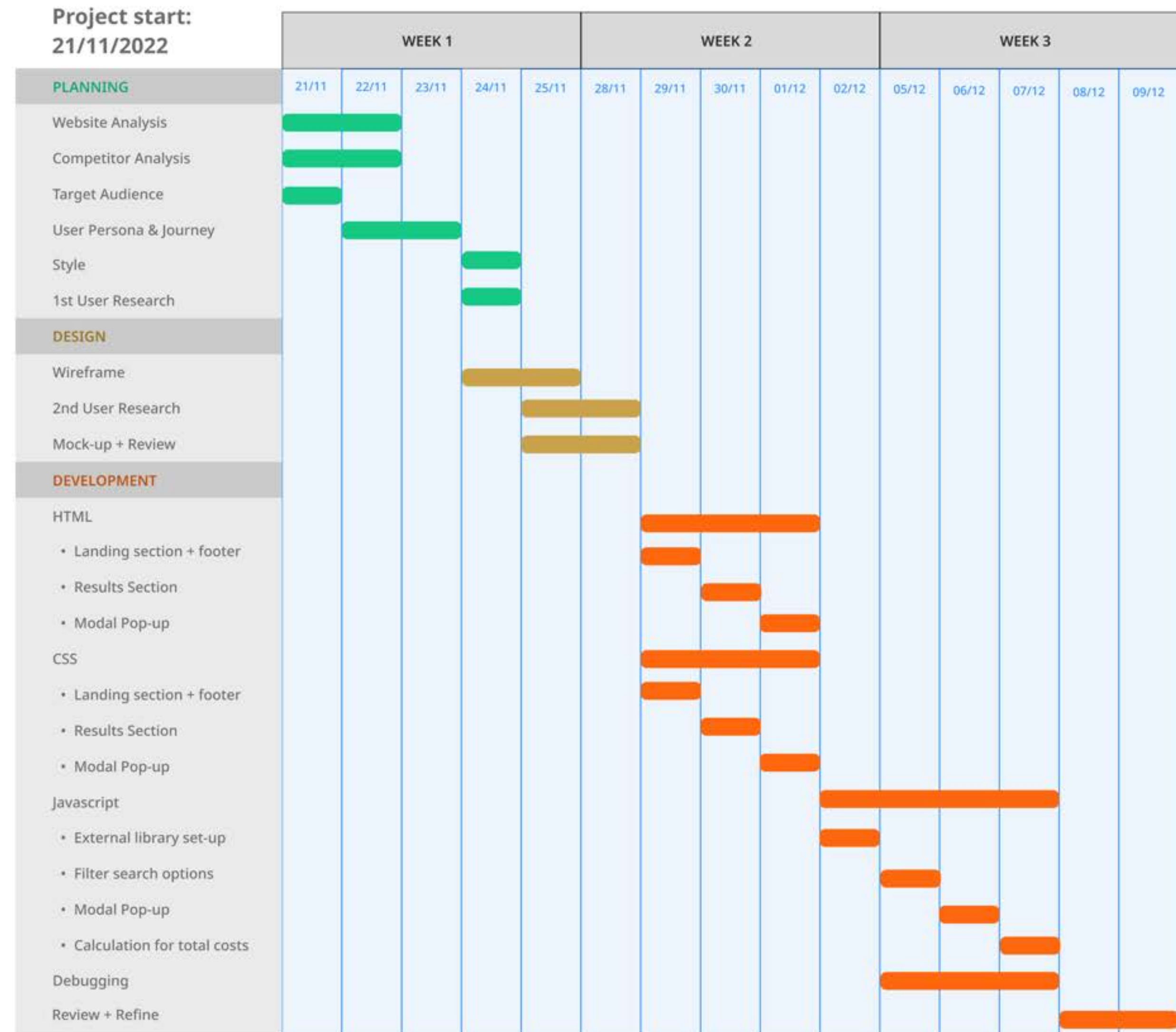
Style the webpage to be unique but cohesive with the Tourism NZ brand.



Ensure the web application is intuitive and easy to use.

Proposal Timeline

The project will take three weeks. We broke down the tasks of everything that needs to be done to complete the project and defined the deadline for each of them.



Competitor Analysis

Keys Observations

The website gives the user a variety of different categories and ways to find accommodation around New Zealand.

Weaknesses

- It can be **overwhelming** to find the right accommodation as there are so many different filtering options, and in different locations of the website.
- There is **no search with dates**, so when a suitable accommodation is found, the user is directed to another website where they can book. That can cause frustration if the desired dates are not available.



www.tourism.net.nz

Competitor Analysis

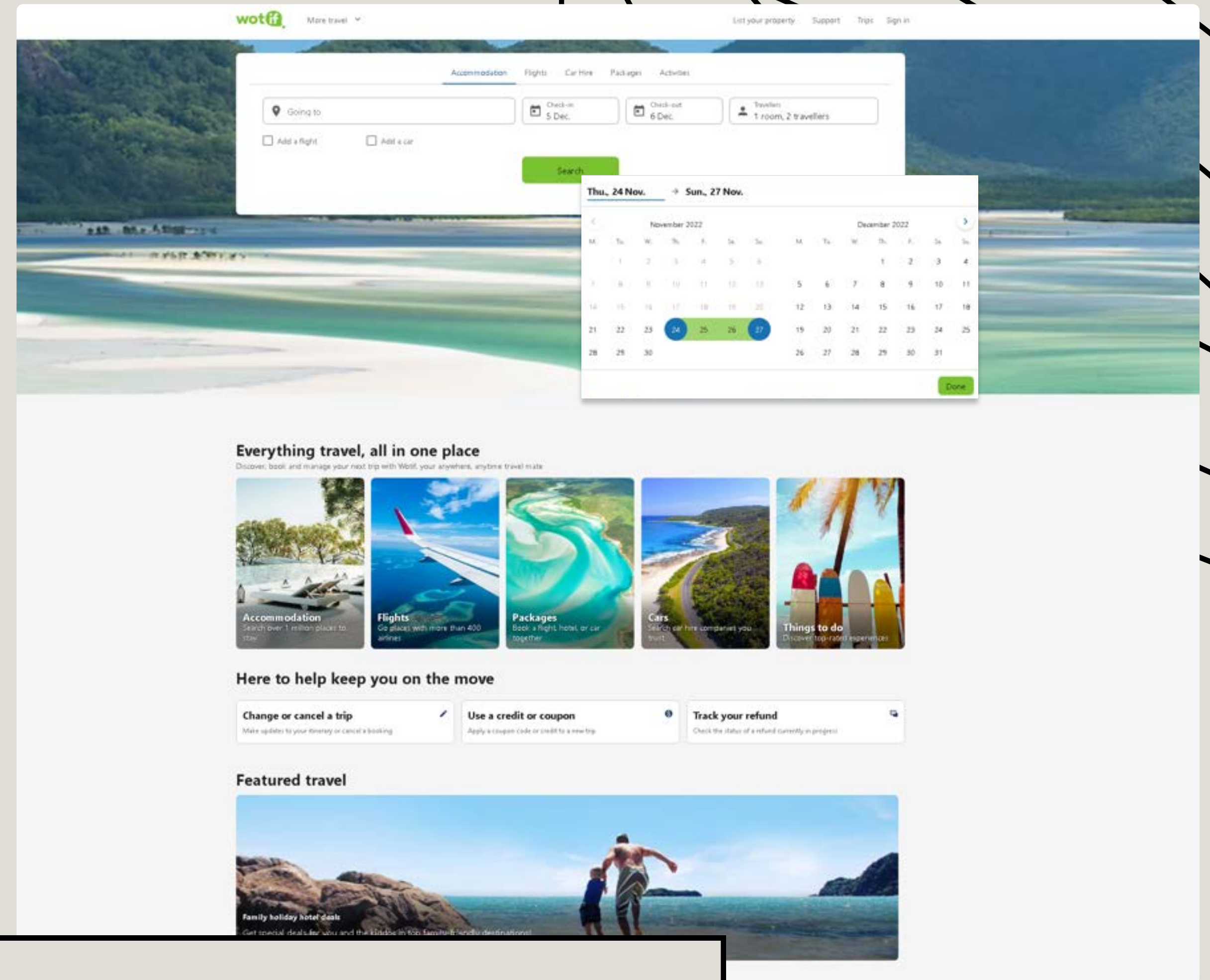
Keys Observations

The website offers a variety of travel logistics around New Zealand.

It is intuitive to use and has a clean layout. The user can search by date, as well as categories and deals.

Weaknesses

- **Low quality** background photo on the landing page. We have noticed they use lower quality photos on other pages as well, this could reflect negatively on the perception the public has on the company.



www.wotif.co.nz

Target Audience

Primary

- Domestic travelers
- 18 – 50+ years old
- Any gender

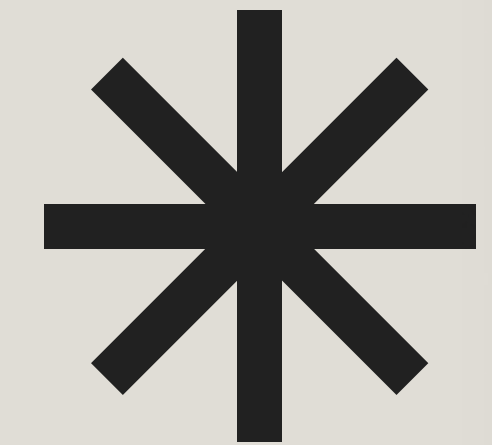
According to Tourism New Zealand, **68% of New Zealanders** plan to take a domestic holiday in the next 12 months. The percentage is very similar for the age groups between 18 – 50+.

Secondary

- International travelers
- 25 – 54 years old
- Any gender

With the borders open up in 2022, New Zealand is attracting international tourism again. Pre-COVID, the majority of international visitors ranged from 25–54 years old.

User Personas



Primary



Tania Marie Brown

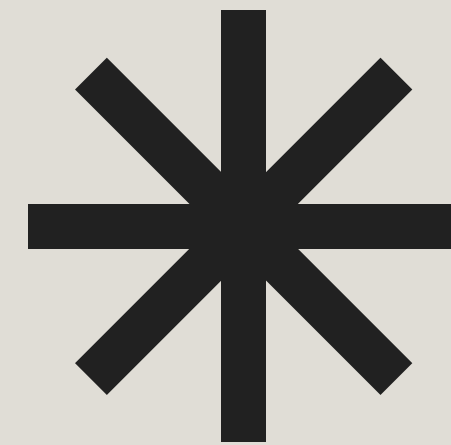
Age 39 Female Married Wellington

Employed University level education Accountant

Busy schedule Low savings No debt Foodie

Loves cooking Extrovert Organized Friendly

Tania is a parent of two, they are 5 and 7 years old. She loves travelling during the school holidays with her family but is restricted to finding children friendly destinations. She believes traveling is a great bonding experience for her family and that it creates valuable memories. She also thinks it is important to explore the country they live in and support locals (especially after COVID). She is always looking for destinations in New Zealand on Trip Advisor.



Secondary



Jimmy Lee

Age 29 Male Single Australia

Employed School level education Self-taught

Designer Busy schedule High savings No debt





Responsible Shy Orders in Loves art and adventure

Jimmy loves the outdoors and doing hikes. He is planning a trip to New Zealand to celebrate his 30th with his closest friends. They have been in and out of lockdown for the past 2 years, so they are looking forward to traveling outside of Australia for a month. They have chosen their destinations however they still need to find suitable accommodation, they don't mind sleeping in different rooms, so they are confident it will be easy to find.

User Journey

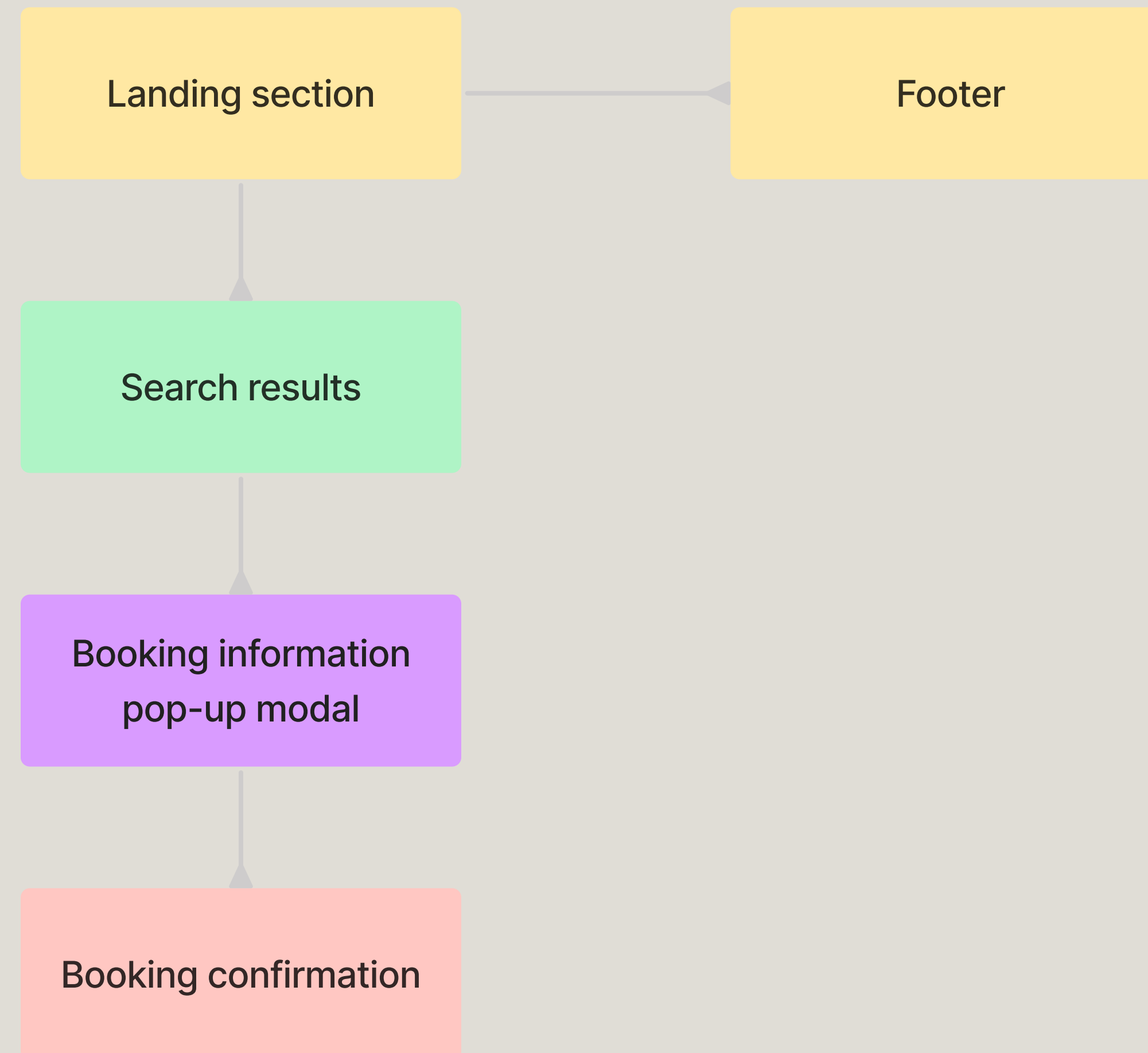
This is the **ideal scenario** for the future users of the one page app application we are building.

Persona: Tania Marie Brown
Scenario: Looking for accommodation for the school holidays.

ACTION	Tania opens Google and searches for accommodations in New Zealand.	Tania clicks on the Tourism NZ accommodation page website.	Tania decides which accommodation suits her needs.	Tania makes a decision and books the chosen accommodation.
TASK LIST	Find a website among the google search that is easy to navigate and offers suitable options.	Search for accommodation options for her and her family.	Choose which accommodation from the options given is best suited.	Book the chosen accommodation. Receive confirmation of the booking.
FEELING ADJECTIVE				
IMPROVEMENT OPPORTUNITIES	Have the Tourism NZ website appear on the top of the search options.	Have a clean and intuitive layout, to make the user experience easy.	Have all information (number of guests, nights, and price) as part of the search result so the user can make a decision with no hidden surprises.	Make sure there are no hidden costs to avoid making the user frustrated. Send a confirmation message after the booking, so the user have the details and proof of booking.

Information Architecture

The one page web application will have a navigation structure that looks like this:





Tourism New Zealand

Style Tile

THIS IS A HEADER

h1: Pure Pakati, 60px, Klim Type Foundry

This is a Sub-Header

h2: National Bold, 40px, Klim Type Foundry

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p: National Regular, 16px, Klim Type Foundry

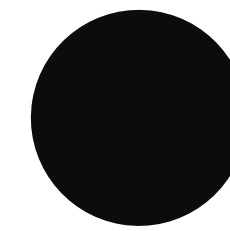
This is an example of a Text link

This is an example of a Text link

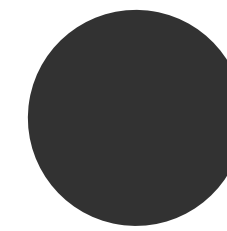
Button

Button

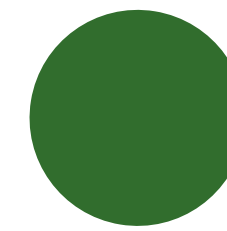
Project Colors



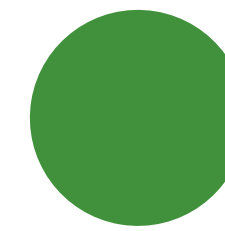
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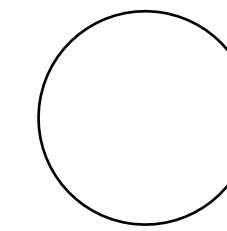
#474747



#316D2D



#41913C



#FFFFFF

Imagery

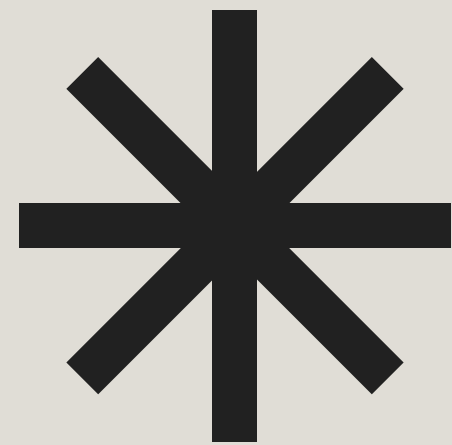


Tourism NZ website style.

User Research

We have asked our **target audience** (potential users) two questions.

1. What makes you **happy** as a user when booking or looking for accommodation online?



User #1: "I like **easy navigation** with **easy layout options** that shows me photos, information and extras that the accommodation provides."

User #2: "I like seeing **price first** so I can look for an option that works for me. I also like seeing **options in a list view** so im not overwhelmed by options side by side. Makes it easier to focus on one thing at a time."

User #3: "A **nice layout** that show the information of the place I want to book."

User #4: "**Simplicity.**"

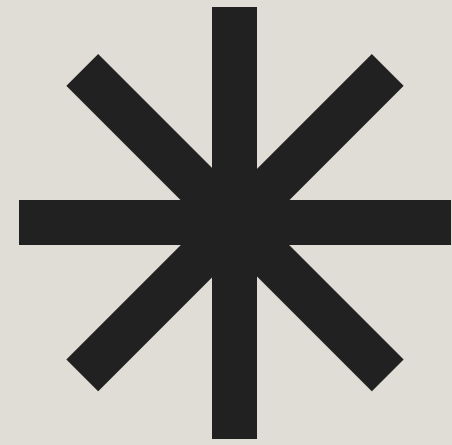
User #5: "**Upfront price** with **no hidden costs** seen until checkout."

User #6: "**Less steps.**"



User Research

2. What **frustrates** you as a user when booking or looking for accommodation online?



User #1: "I hate it when I get **spammed with pop-ups** when I land on a page. I also don't like **information overload** with deals among the suggestions."

User #2: "**Information overload.**"

User #3: "**Added fees** when reaching the checkout that aren't mentioned in the advertisement of the listing."

User #4: "**Unintuitive usability** and bad value."

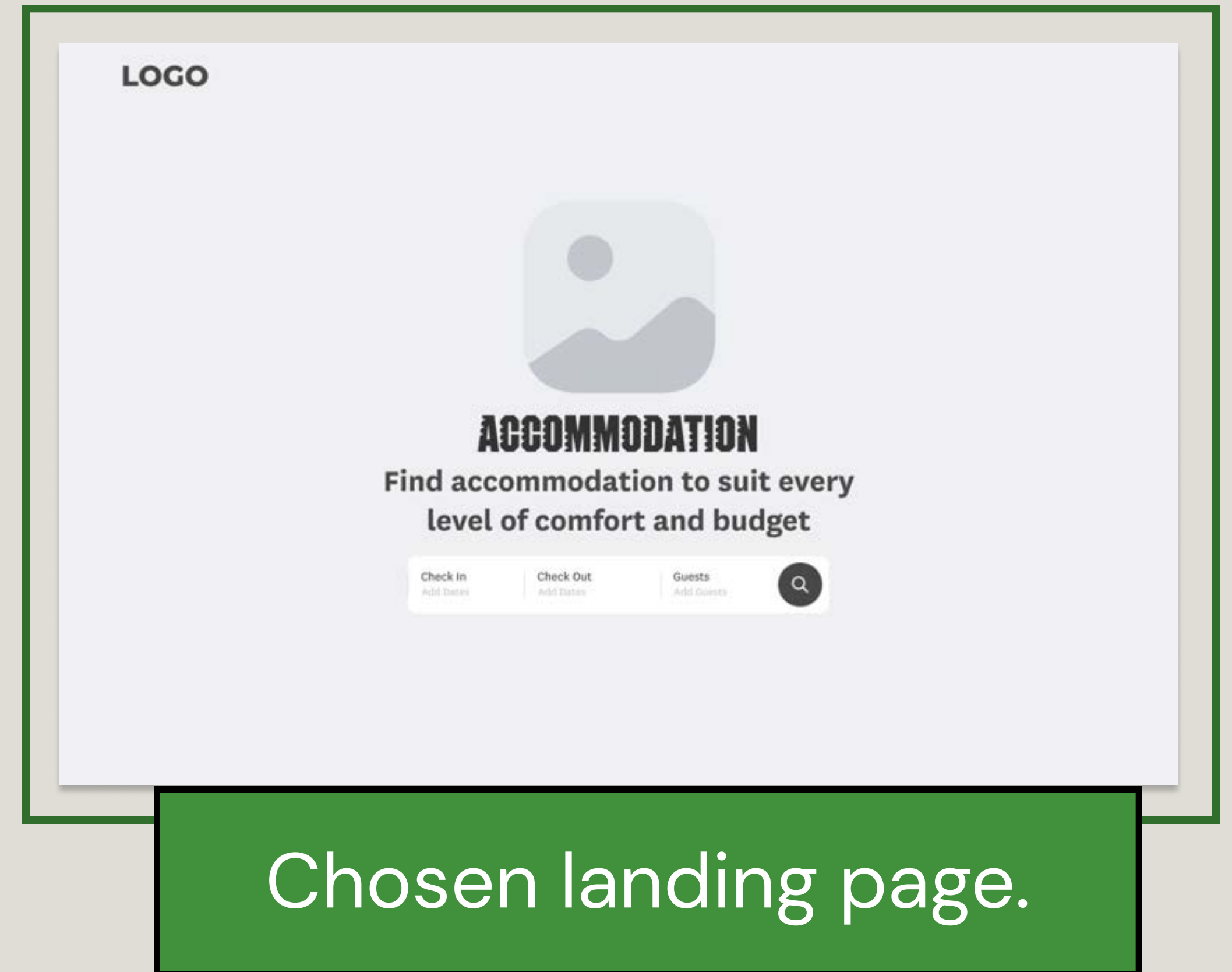
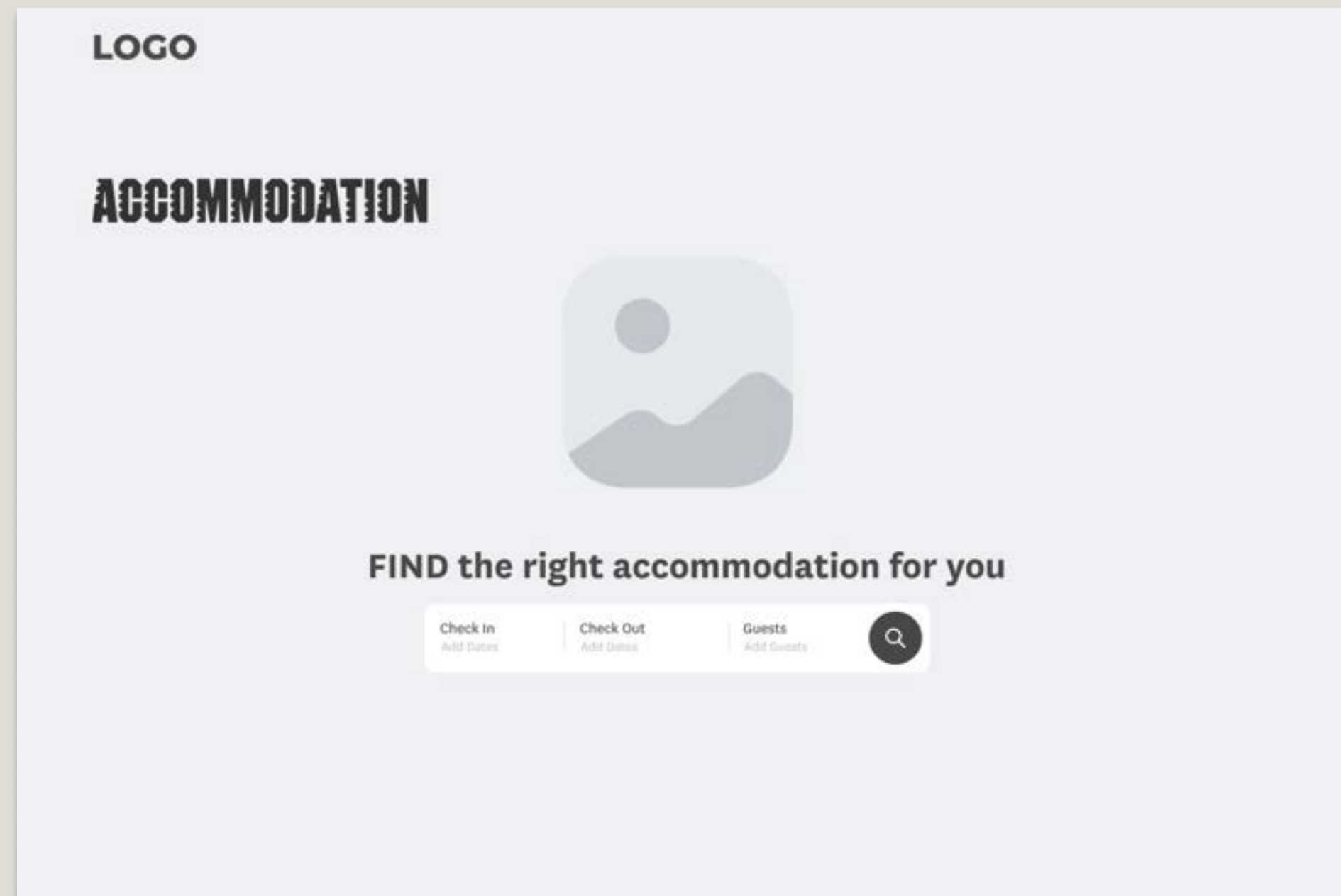
User #5: "**Hidden costs** not seen until checkout, allowing you to select accommodation before dates to then find out it's unavailable."

User #6: "**Lots of clicks**, if nothing works."

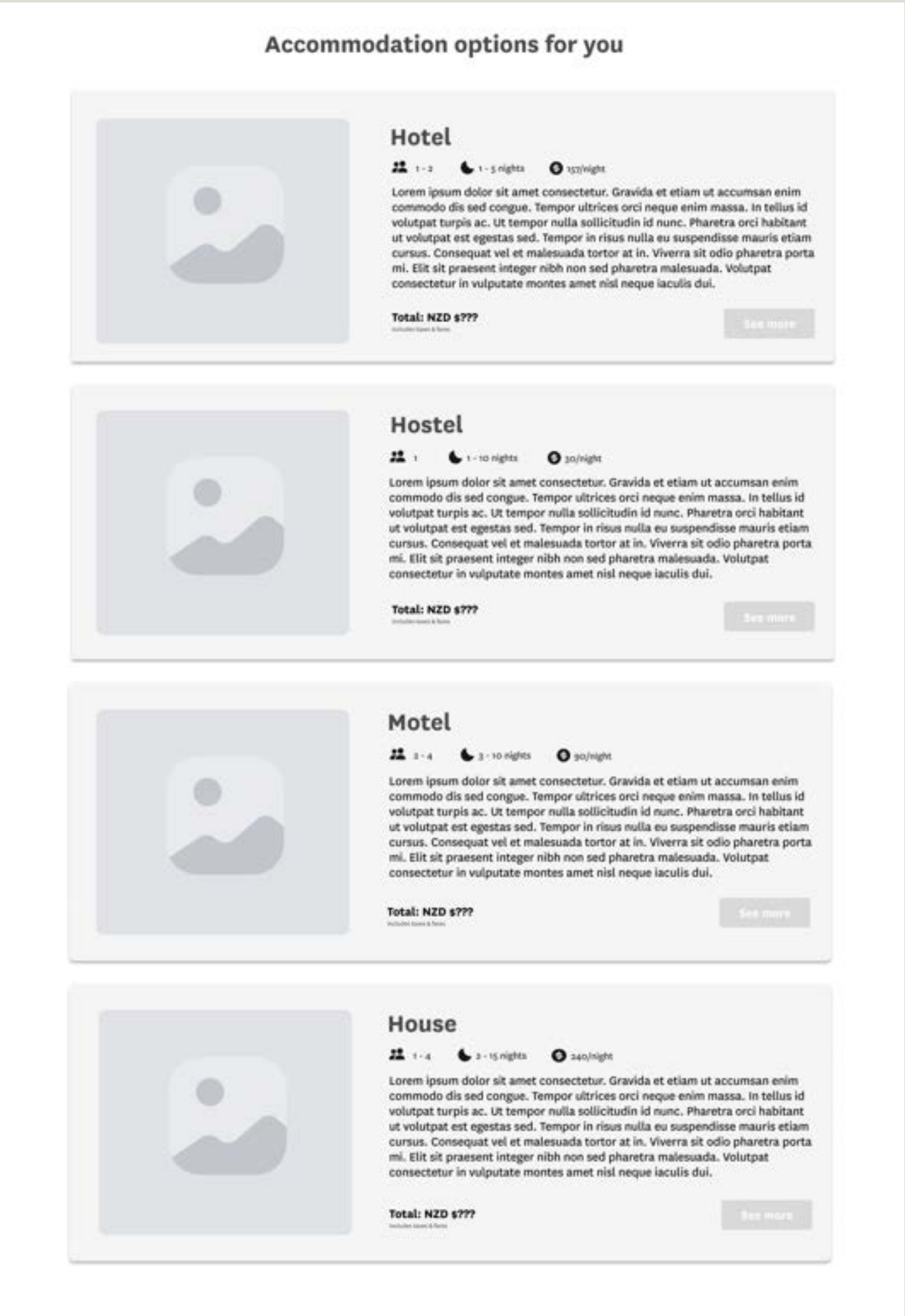
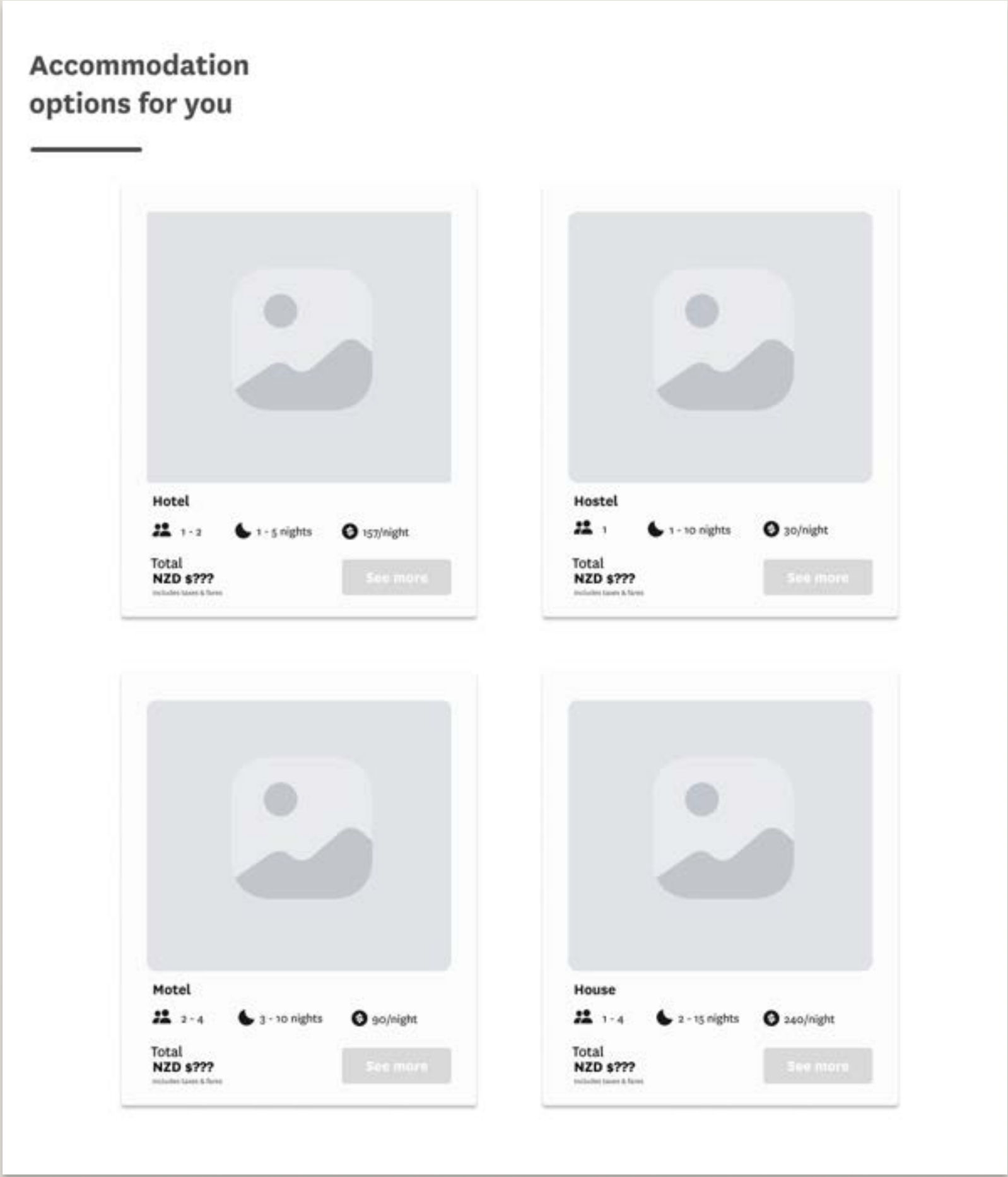
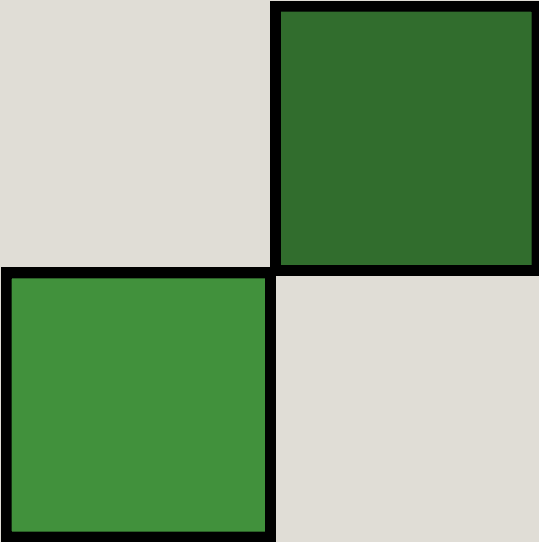


Wireframes

We took the user feedback and designed two options for the users to choose which they like more.

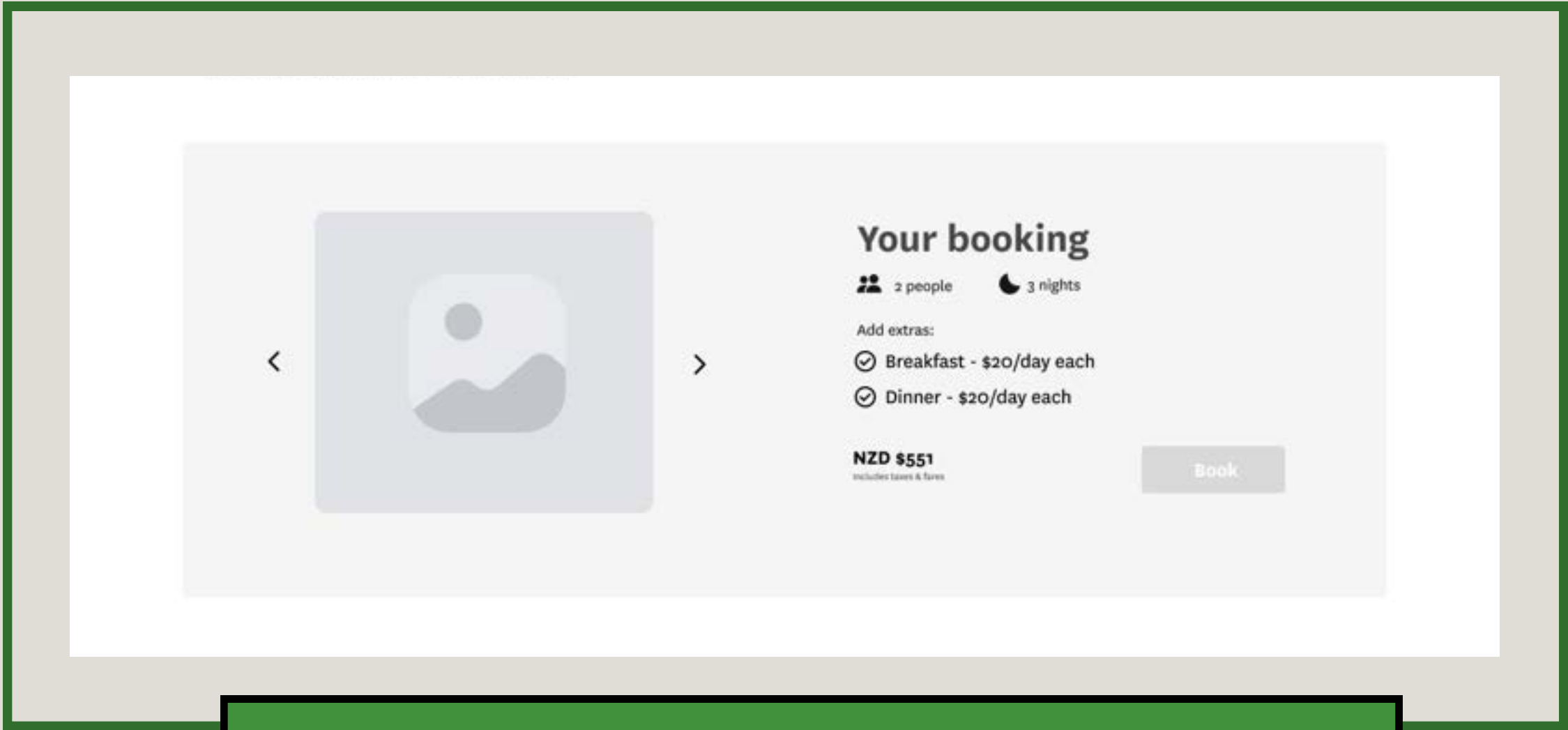
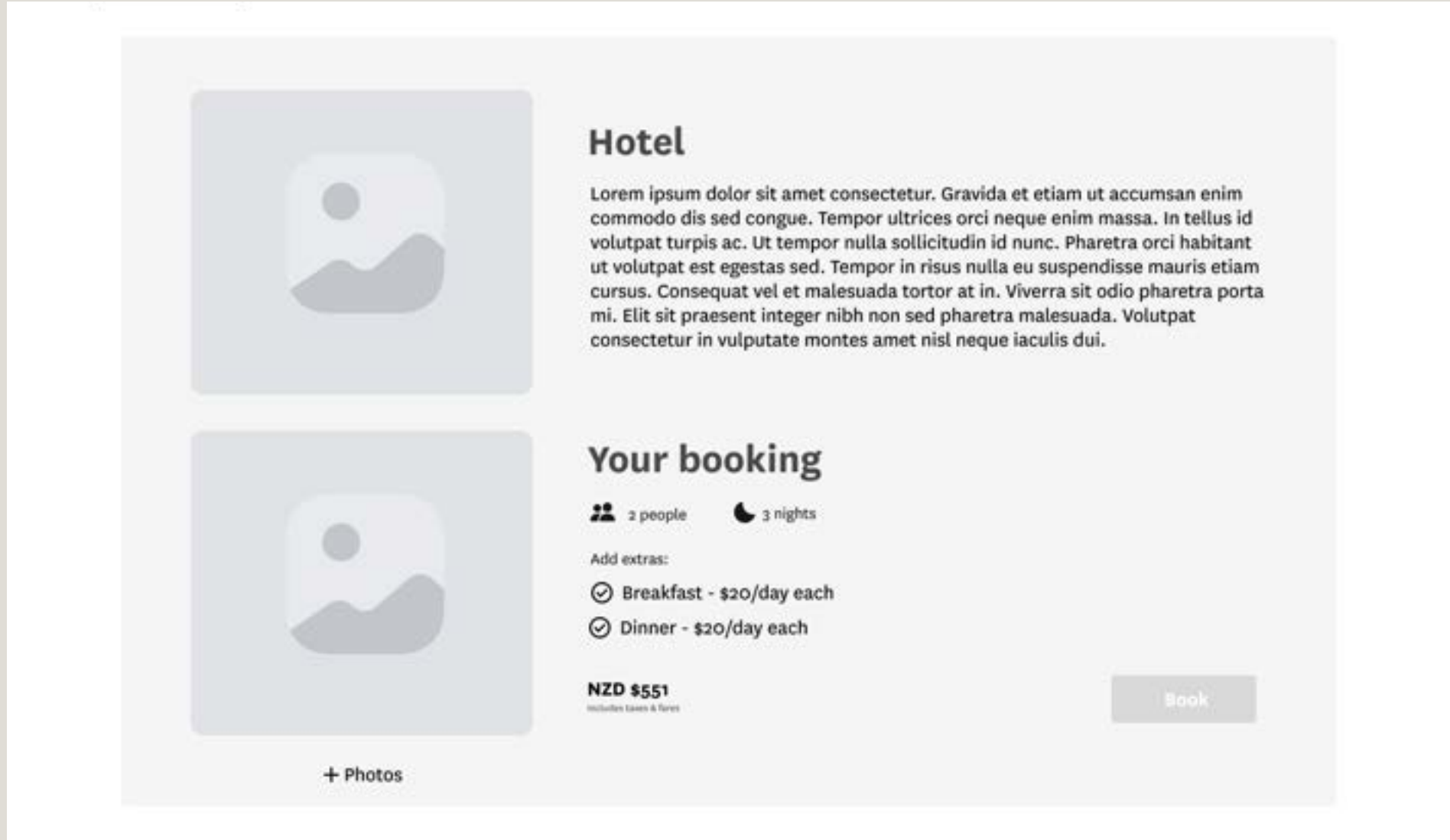


Wireframes

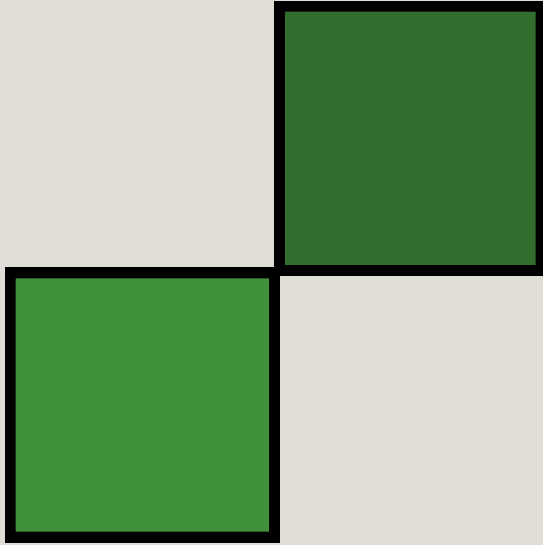


Chosen results section.

Wireframes

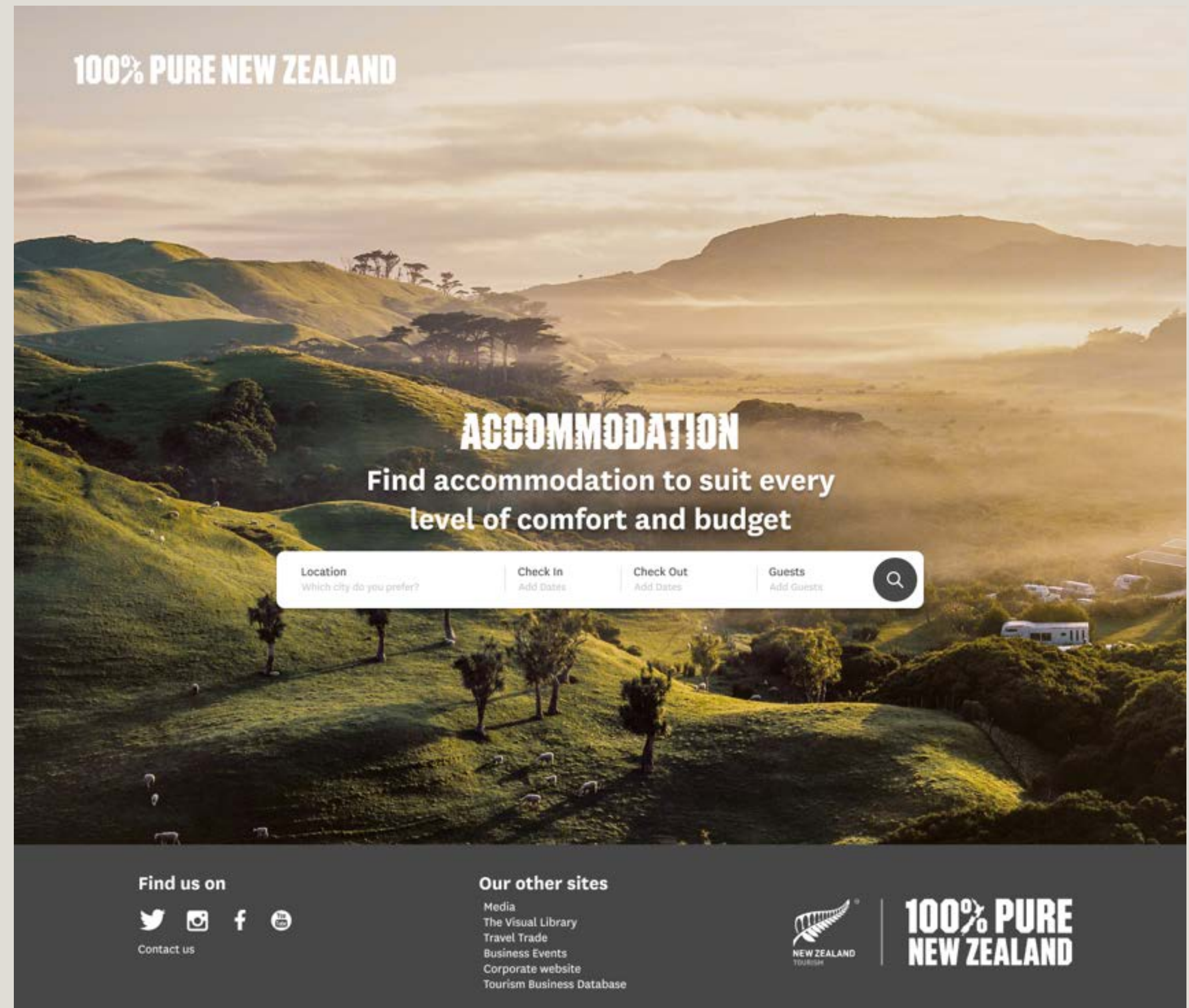


Chosen modal pop-up.



Mock-up

This is the final design based on the wireframes chosen by the users.




Landing page (with footer)

Mock-up

Note: Photos of accommodations may change.



Accommodation options for you



Hotel

1 - 2


1 - 5 nights

157/night

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Total: NZD \$777

Reserve



Hostel

1


1 - 10 nights

30/night

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Total: NZD \$777

Reserve



Motel

2 - 4


3 - 10 nights

90/night

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Total: NZD \$777

Reserve



House

1 - 4

2 - 15 nights

340/night

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Total: NZD \$777

Reserve

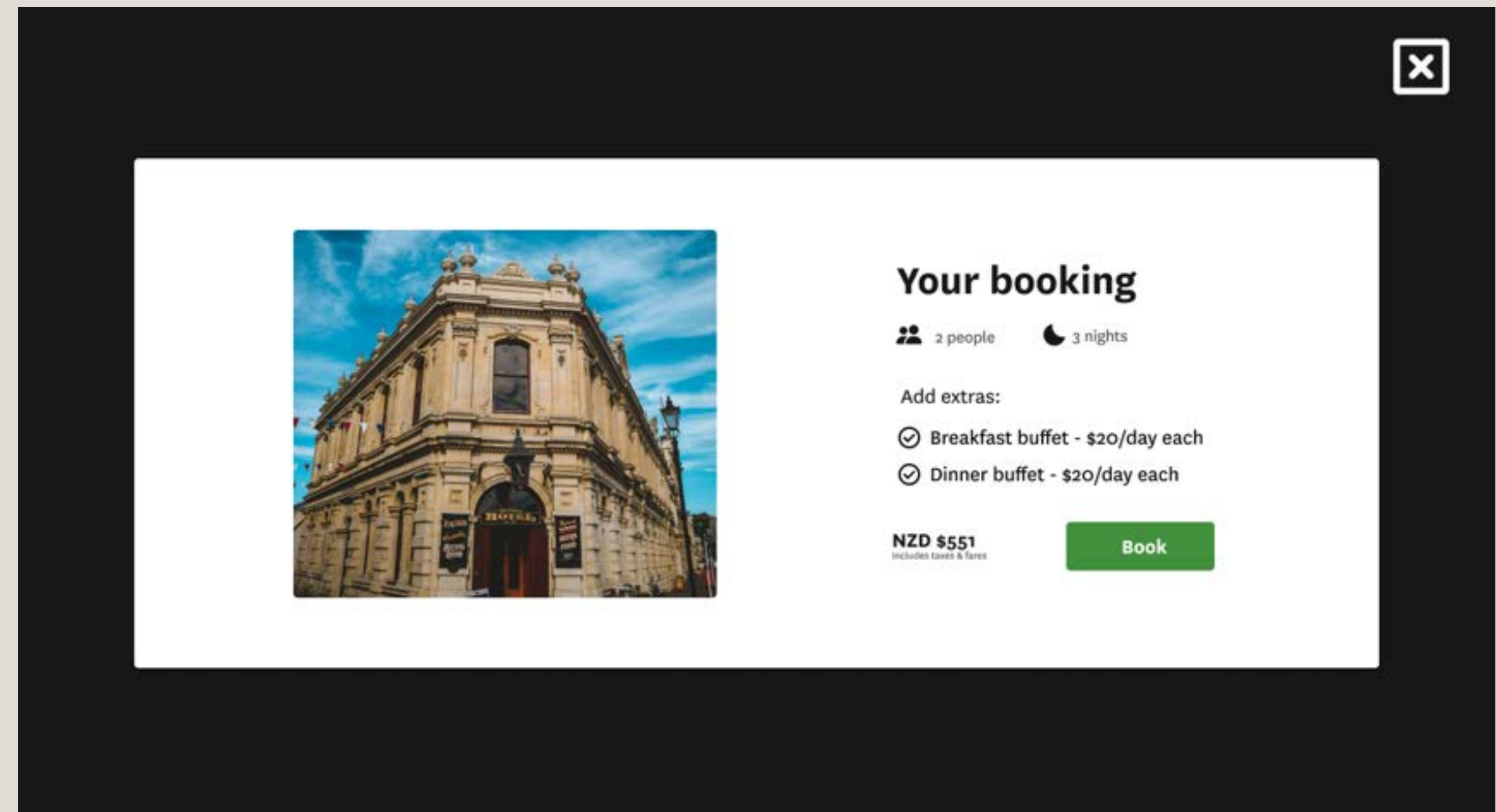
Results section

Tourism NZ

18

Mock-up

Note: Photos of accommodations may change.



Modal pop-up

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