

DIS Assignment 1

Total Marks: 10 Marks Date of Submission: 9/02/2024

Instructions:

1. Assignments are to be attempted individually.
2. Submit a .pdf file.
3. Submit the assignment with the name DIS1_Roll number_Name
4. Kindly note that AI-generated text will be rigorously examined

This assignment aims to apply the design principles of Human-Computer Interaction (HCI) to evaluate the usability of a website or app in the domains of education, health, travel, and tourism. You must also conduct a PACT analysis of the app or website as taught in class to understand the interactive system comprehensively.

Instructions:

1) Choose a Website or App:

Select a website or app falling under one of the following domains:

- Education
- Health
- Travel and tourism.

Provide a brief introduction to the chosen platform, including its purpose and target audience. If you have chosen a website, please provide its URL. Provide a link to the Play Store/App Store for an app.

2) Design Principles Analysis :

Identify, explain, and analyze the design principles of your chosen app or website. How many principles does it follow, or how many it does not justify your answer. You can include both positive aspects and areas for improvement, along with proper justification. You may provide screenshots of the platform to explain the various design principles.

3) PACT Analysis:

Conduct a PACT analysis of the app/website to assess the design of the interactive system as taught in class.

Analysis of

Delhi Tourism Official Website

Siddhant Bali(2022496)

1. Introduction:

1.1 Purpose:

The India Tourism official website (www.delhitourism.gov.in) is designed to promote tourism in India by providing comprehensive information about various tourist destinations, cultural heritage, and travel services.

1.2 Target Audience:

The primary audience includes :

1. Domestic Tourists
2. International Tourists
3. Travel Enthusiasts
4. Family Travelers
5. Solo Travelers
6. Adventure Seekers
7. Cultural Explorers
8. Nature Lovers
9. Business Travelers
10. Educational Tours
11. Pilgrims
12. Photography Enthusiasts
13. Historical Researchers
14. Event Planners
15. Investors in Tourism Sector

2. Design Principles Analysis:

2.1 Visibility:

- Positive Aspect: The homepage prominently features popular tourist destinations, making essential information easily accessible.
- Area for Improvement: The navigation menu could be more intuitive for first-time users.

2.2 Feedback:

- Positive Aspect: Users receive instant feedback when submitting queries through the contact form.
- Area for Improvement: Feedback mechanisms for interactive features like reviews could be more visually emphasized.

2.3 Consistency:

- Positive Aspect: Consistent use of colors and fonts across pages creates a cohesive visual identity.
- Area for Improvement: The terminology used for navigation should be consistent throughout the site.

2.4 Efficiency:

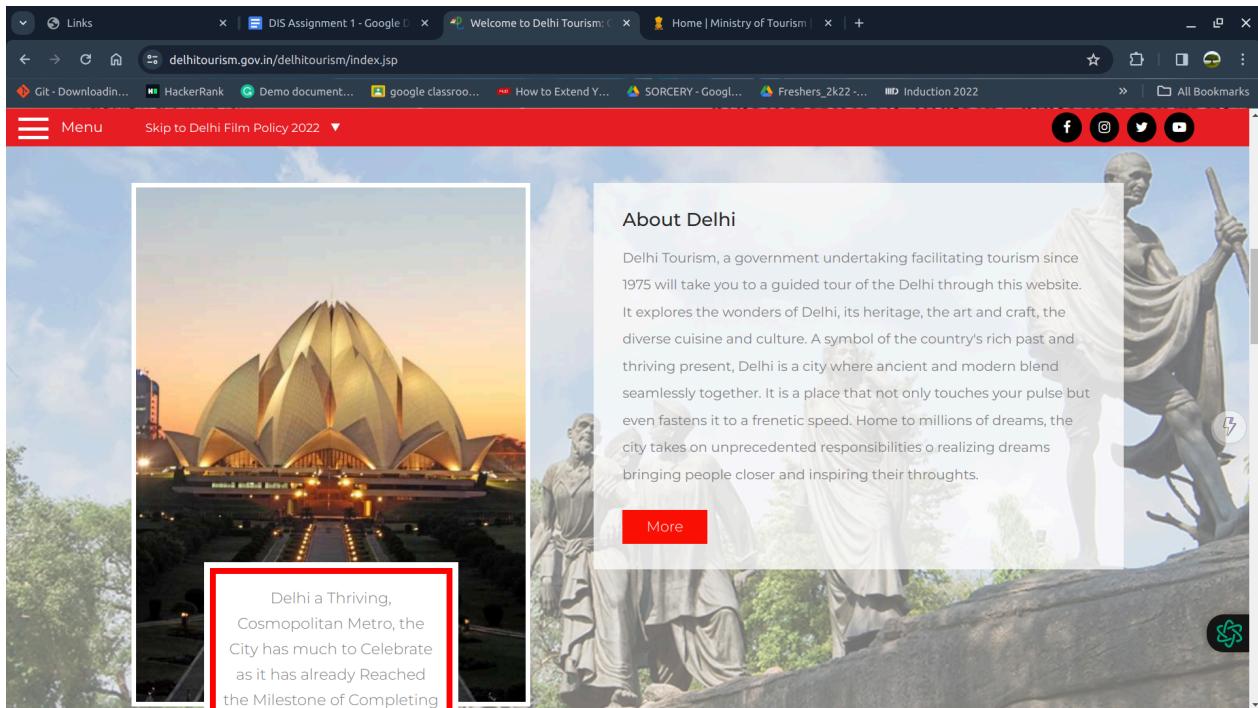
- Positive Aspect: Quick links to popular categories streamline the user journey.
- Area for Improvement: Some pages take longer to load; optimization could enhance overall efficiency.

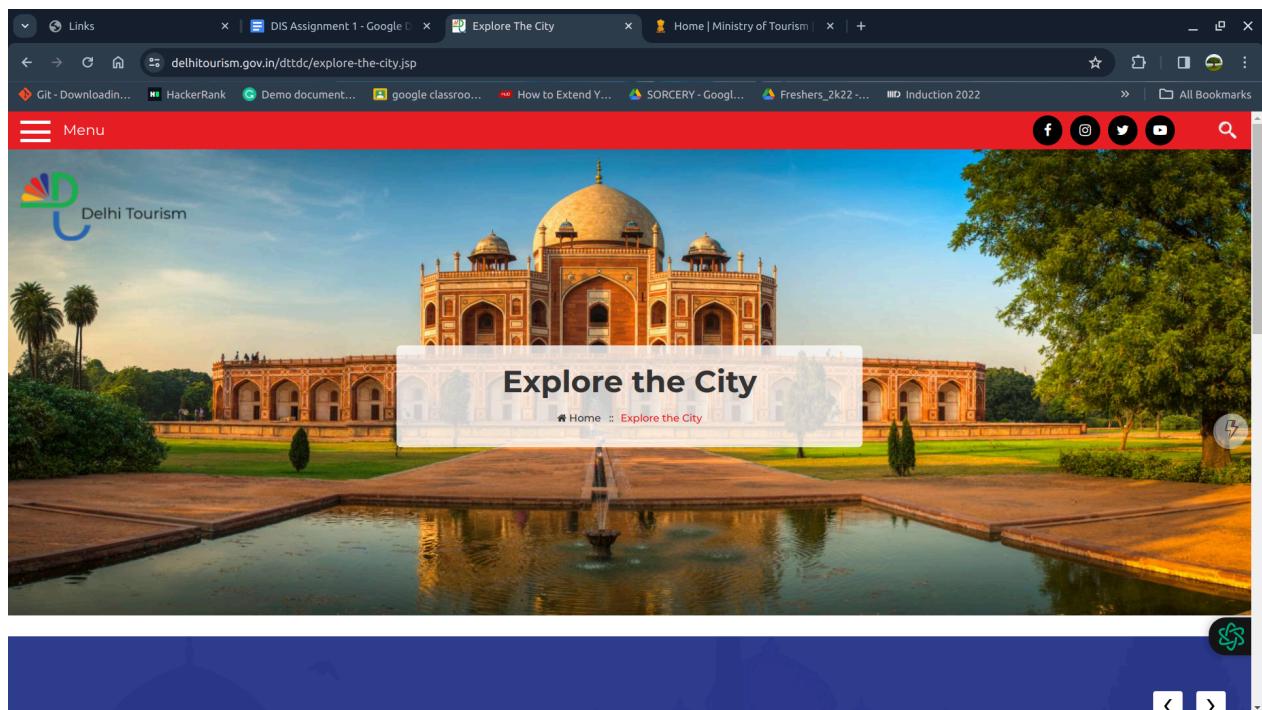
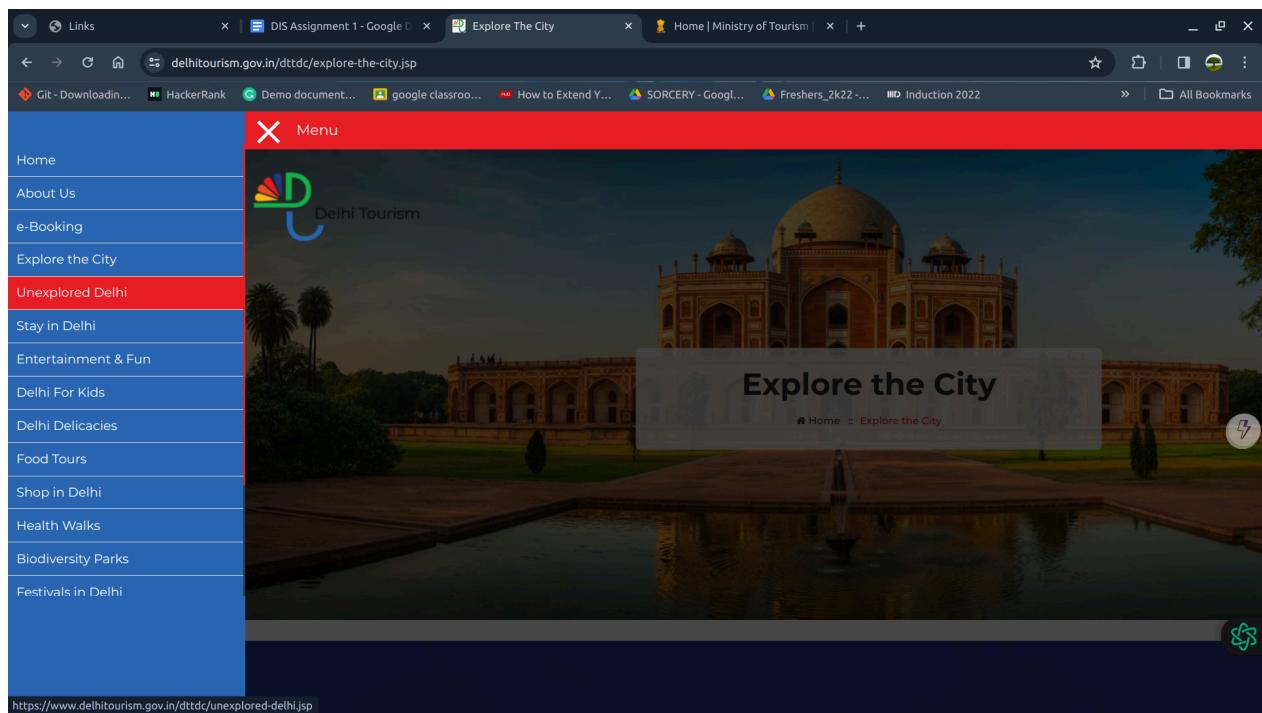
2.5 Error Prevention:

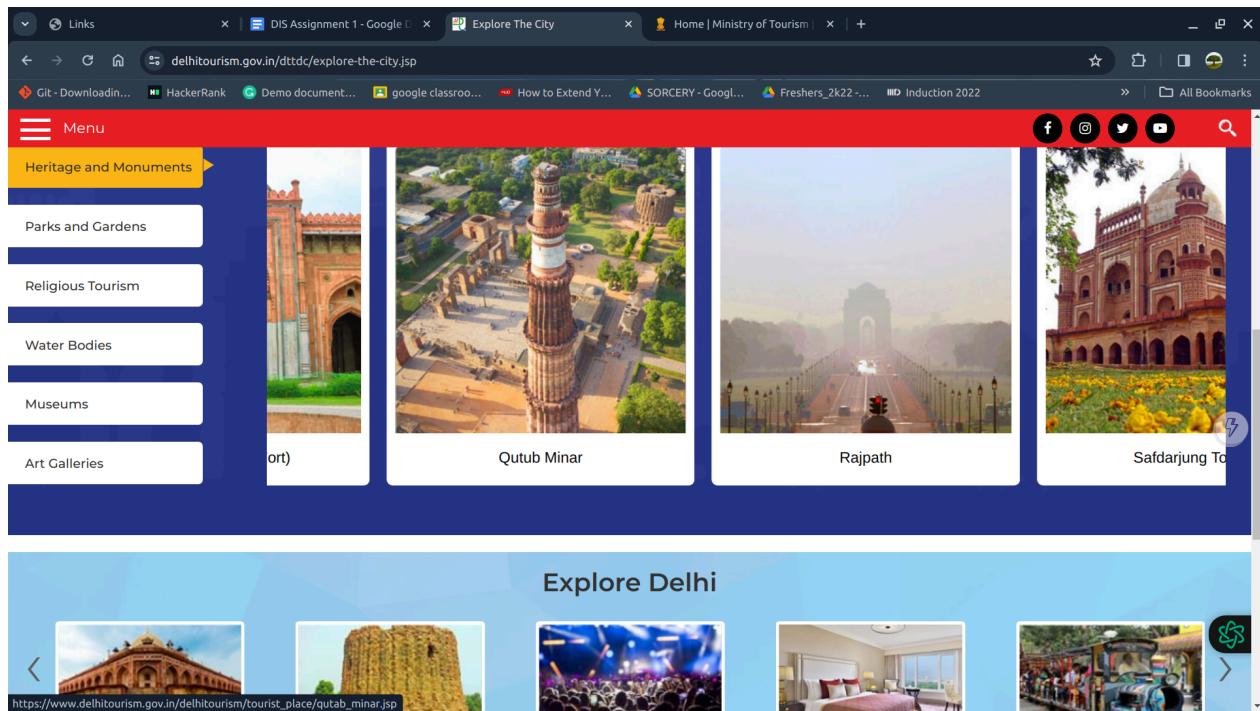
- Positive Aspect: Clear instructions during the booking process help in error prevention.
- Area for Improvement: Improved error messages can guide users more effectively in case of form submission issues.

Screenshots:

- Screenshot 1: Homepage showcasing popular destinations







- Screenshot 2: Contact form with instant feedback

SNo.	Name	Designation	Division	Telephone	Mobile No.
1	Sh. Manish Sisodia Hon’ble Dy. Chief Minister	Chairman			

Get in Touch

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Who is Who

Delhi Tourism & Transportation Development Corporation Ltd.

SNo.	Name	Designation	Division	Telephone	Mobile No.
1	Sh. Manish Sisodia	Chairman		24611712,	24621040
2	Sh. Rakesh Kumar, IAS	Managing Director & CEO		24621040	24624354
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16	Sh. Maniksha Bakshi	Dy. Manager	Information Technology, RTI, Film Shooting Promotion	26467005	9811260507

3. PACT Analysis:

3.1 People:

- Target Users: Tourists, travel agencies, and potential investors.
- Characteristics: Diverse demographics with varying interests and needs.

3.2 Activities:

- Supported Tasks: Information search, itinerary planning, hotel booking, and travel package exploration.
- Effectiveness: The website effectively supports these tasks through a well-organized structure.

3.3 Context:

- User Interaction: Mobile and desktop users; on-the-go tourists.
- Factors: Environmental factors influencing travel decisions, social trends affecting tourism.

3.4 Technologies:

- Responsive Design: The website is responsive, adapting to different devices.
- Interactive Maps: The use of maps enhances the user experience in exploring destinations.

4. Conclusion:

In conclusion, the India Tourism official website demonstrates several positive aspects in its design, catering to a diverse audience. However, there are areas for improvement, particularly in terms of navigation and page loading speed. The PACT analysis provides insights into the user base, activities, context, and technologies, offering a holistic understanding of the interactive system.

5. Recommendations:

- Enhance navigation for improved user experience.
- Optimize page loading speed for better efficiency.
- Implement a more consistent use of terminology throughout the website.

6. References:

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