



NEW ZEALAND TOURISM WEB PROPOSAL

26th June 17 - 13th July 17

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PROPOSAL DESCRIPTION

OVERVIEW

Tourism New Zealand wants to build a new campaign that is aimed at visitors staying for short periods and can arrange their own transport from overseas. This will promote Tourism New Zealand in a positive manner internationally.

DESIGN

Tourism New Zealand have partnered with KS Design to create a unique one page web application that allows users to input information and give different transport options based on the information provided. This will include a map that will allow users to plan a route of travel and calculate costs to the user. This project will be created for tablet and desktop

SCENARIO

The first part of this new and exciting campaign involves the user to have the control of planning their route based on different transport options such as motorbikes, small cars, large cars and a motor home. Users will be shown the different transport options based on the number of people and the intended time they will be travelling. Users will then be shown fuel cost, hire cost, distance, time and total cost for the trip.

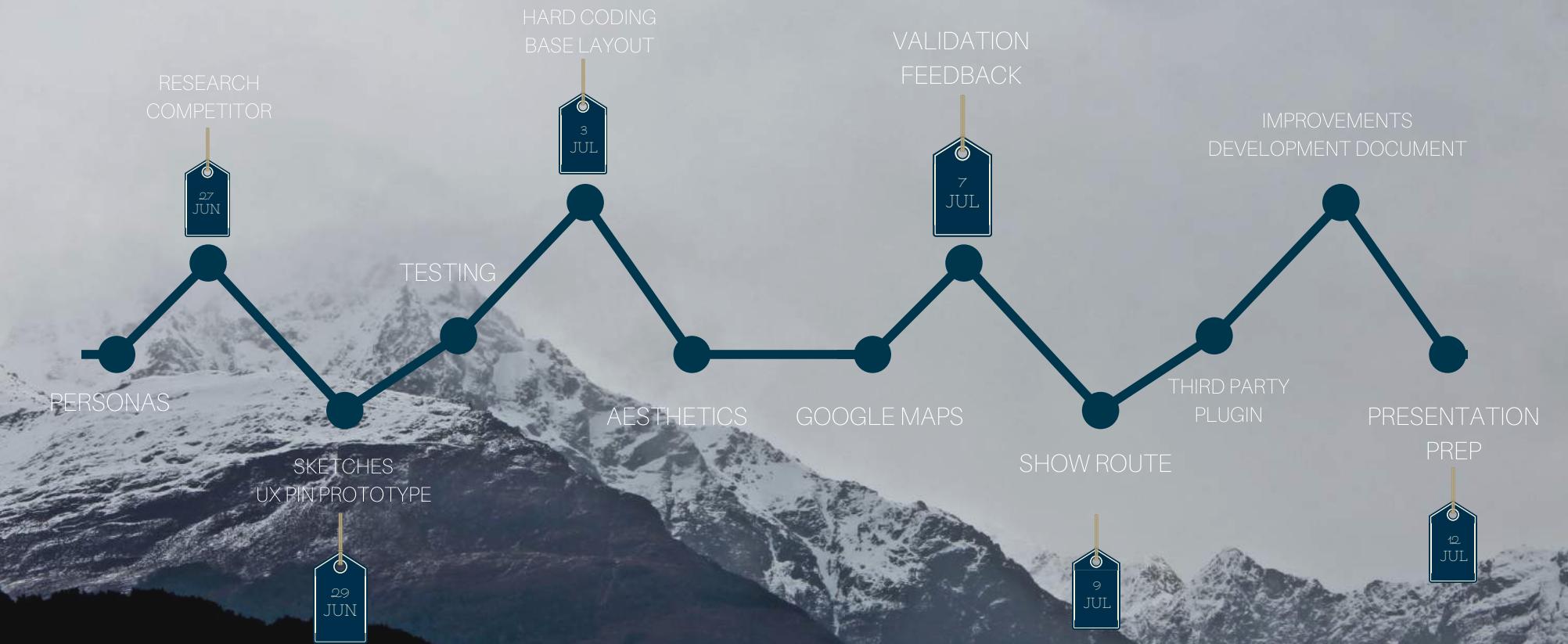
PURPOSE

Why are we creating this web page?

- Easy access to different transport options
- Display informative information
- Promote New Zealand Internationally
- To plan a successful travel route



TIMELINE



WEEK ONE
>>>>>>>>>>

WEEK TWO
>>>>>>>>>>

WEEK THREE
>>>>>>>>>

TARGET AUDIENCE

The target audience for this web application is overseas tourists looking to plan their trip prior to arriving in New Zealand. The target audience will be mainly young adults looking to explore New Zealand and get a feel for what our country is about. This webpage will help users be more organised when it comes to planning their trip as it will have all the necessary information about transport options and costs.



PERSONAS

Hannah Dawson



Tech Savvy

Hardworking

Intelligent

Adventurous

Goals

- Needs to be able to plan her trips accordingly.
- Research in advance so she can make the most of her time.
- Budget well so her business knows all the expenses to cover

Frustrations

- Short of time
- Unsure how much her travel will be costing
- Doesn't know her transport options

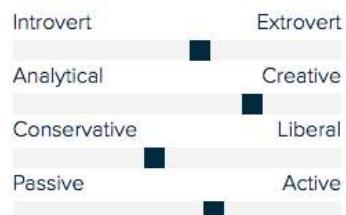
Age: 23

Occupation: Accountant

Family: Married

Location: Munich, Germany

Personality



Bio

Hannah is a 23 year old accountant living in Munich, Germany. Hannah is always travelling around the world for business purposes. Because she travels for work, her time is very valuable so she needs to be very organised. Although she mainly travels for work, she loves getting to know the cultural aspects of the country and enjoys site seeing.

Motivation

Incentive

Fear

Achievement

Social

Media Platforms

Mobile

Desktop

Travel Apps

Facebook

Twitter

Google Maps

Trip Advisor

PERSONAS

James Horne



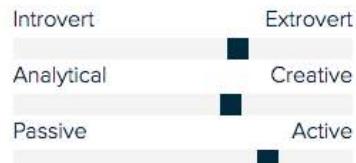
Age: 21

Occupation: Student

Location: Barcelona, Spain

Living Situation: Flatting

Personality



Clever Outgoing Imaginative

Goals

- Travel the world
- Know about different travel options in the area
- Budget for an upcoming OE

Frustrations

- Doesn't know his travel expenses.
- Is unsure how long it is going to take to travel around parts of NZ

Bio

James Horne is a 25 year old male studying in Barcelona, Spain. James wants to go on an OE in New Zealand but wants to budget for how much his trip is going to cost him. He currently doesn't know how to plan for this trip but would love to be able to account for his travel costs as he believes this will be one of his big expenses. He wants to know what different transport options NZ offers as he wants to be able to see the wonderful NZ scenery.

Motivation



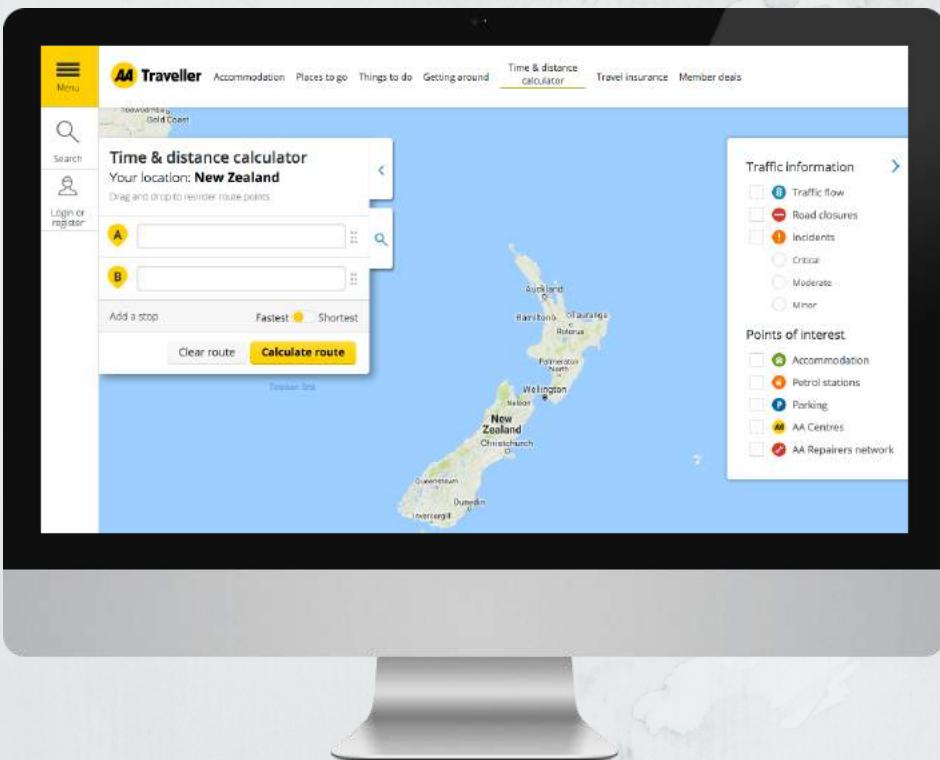
Media Platforms

Mobile
Desktop

Travel Apps



COMPETITOR ANALYSIS



AA TRAVELER

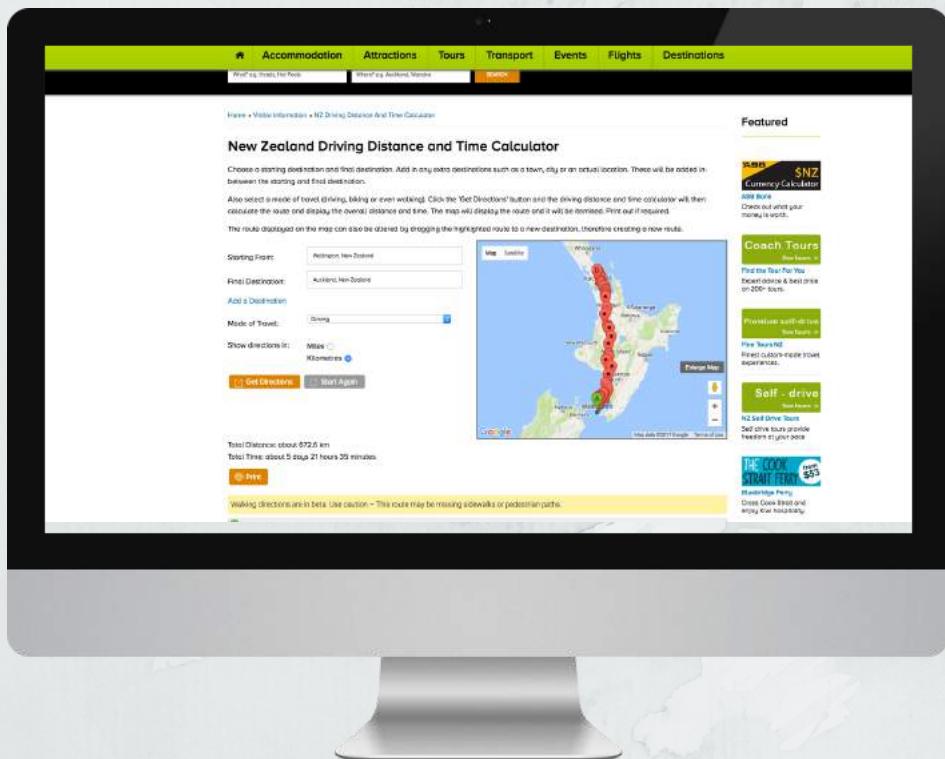
PROS

- Clear and easy instructions
- Full screen map
- Gives the option of fastest route
- Ability to add in stops
- Gives traffic flow
- Gives direct directions

CONS

- Doesn't give many points of interest
- Fastest and shortest switch isn't clear what it does.

COMPETITOR ANALYSIS



NZ TOURISM GUIDE

PROS

- Clear map and instructions
- Different modes of transport
- Gives the directions
- Total distance and total time

CONS

- Doesn't give points of interest.
- Modes of travel are unrealistic eg. walking and biking.
- Doesn't update automatically when and input is entered

COMPETITOR ANALYSIS

NZ TRANSPORT AGENCY



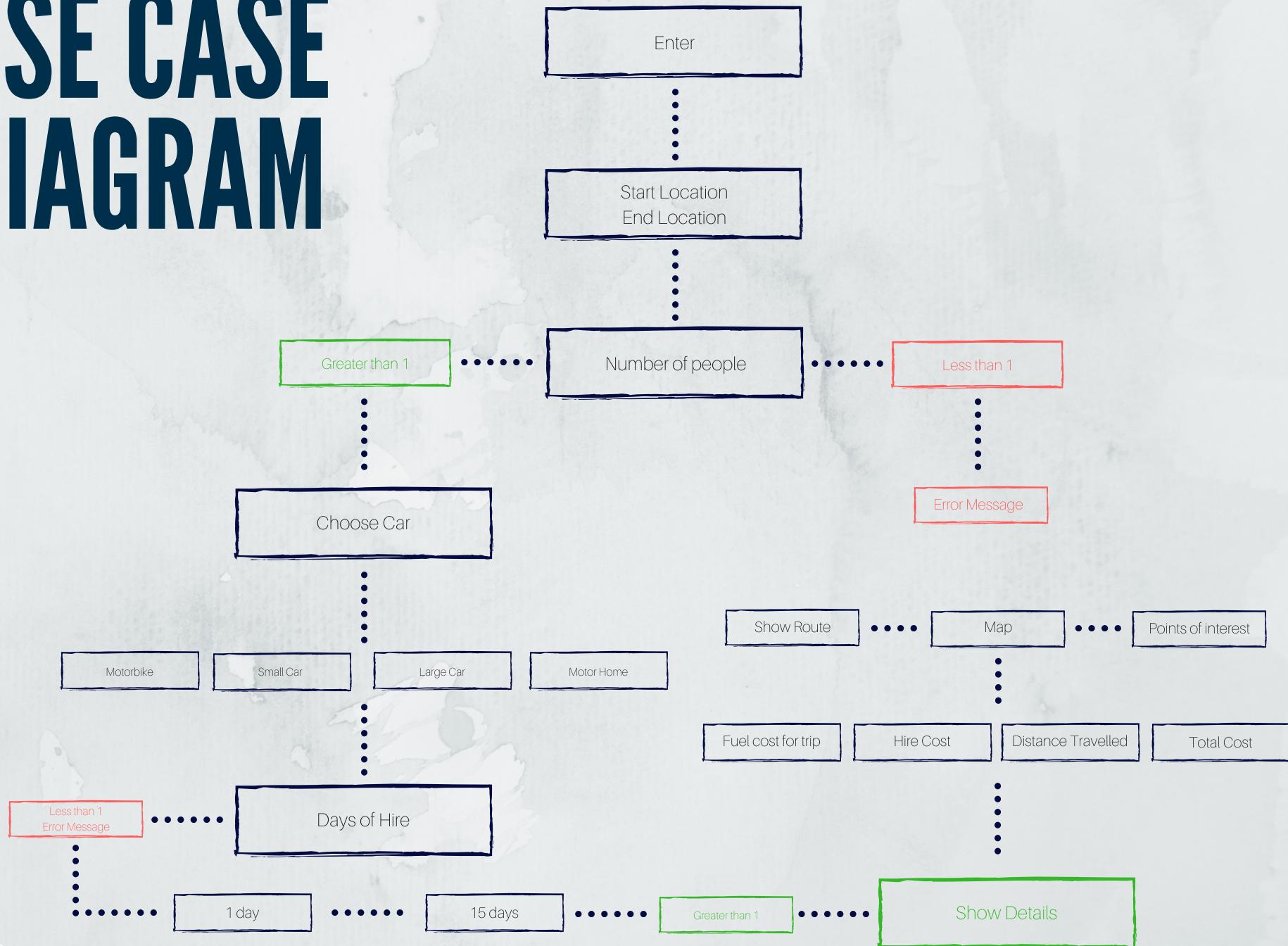
PROS

- Nice looking homepage
- Shows live updates of traffic
- Gives the different route options
- Nice aesthetics

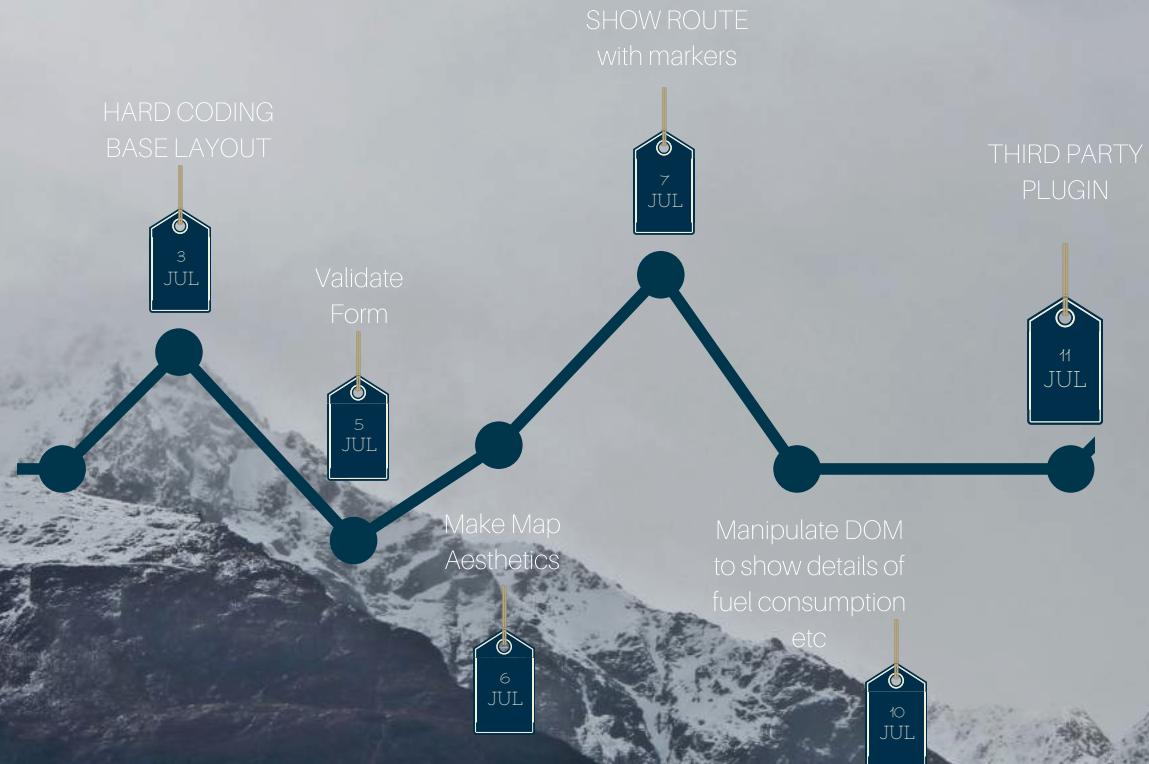
CONS

- No points of interest
- Homepage and the map page aesthetics don't match
- Doesn't give alternative route options eg. only point A to B

USE CASE DIAGRAM



DELIVERABLES



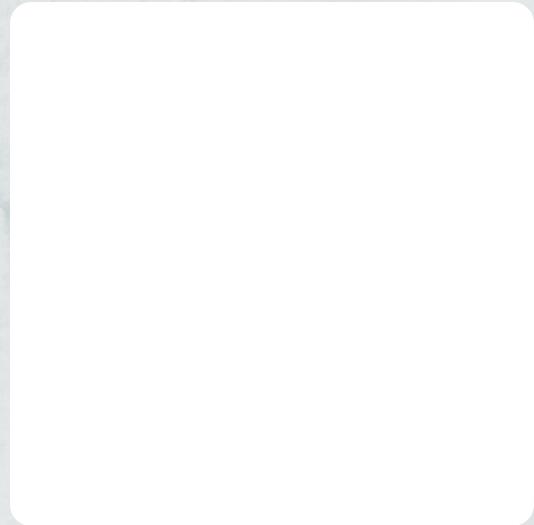
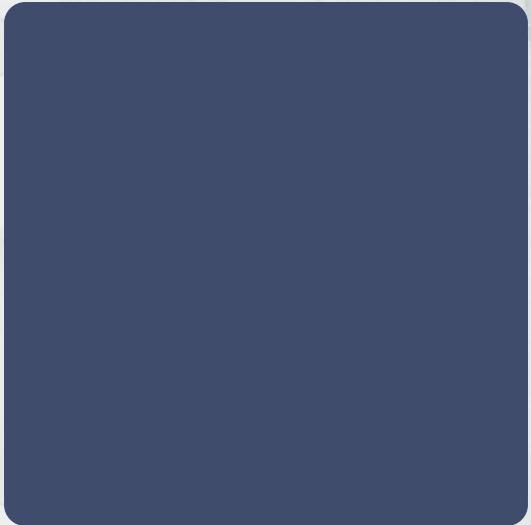
WEEK TWO



WEEK THREE



COLOUR PALETTE



- Shades of blue to represent the colours of our national flag
- Pure New Zealand
- Cool and calm nature of New Zealanders

FONTS

BEBAS

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Avanir

A B C D E F G H I J K L M

N O P Q R S T U V W X Y

Z À Å A b c d e f g h i j k l m

n o p q r s t u v w x y z à å &

1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)

JAVASCRIPT STYLE GUIDE

VARIABLE NAMES

Variable names will always be defined at the top of the page

SPACING

Spacing around operators for example (= + - * /). var operator =
["value1", "value2"]

INDENTATIONS

Indentations will be using tabs. Indenting by 4.

STRINGS

I will use double quotation marks for all my strings

SEMI-COLONS

Closing all statements eg. functions, arrays, objects with a semi-colon

NAMING CONVENTIONS

I will be using camelCasing for my naming conventions

WIREFRAMES

This wireframe shows a search interface for car rentals. At the top is a logo bar with a downward arrow icon. Below it is a map of Paris. On the left side, there are three input fields labeled A, B, and C, each with a plus and minus sign for adjusting values. To the right of the map are three buttons labeled CAR 1, CAR 2, and CAR 3. At the bottom are three icons representing different car types, followed by a footer section.

LOGO

A Washington
B Auckland
C Number of people
D Days of hire
E Your Car

CAR 1

CAR 2

CAR 3

DETAILS

FOOTER

This wireframe is similar to the first one but includes a 'DETAILS' section at the bottom. This section contains three icons representing different car types. The rest of the interface follows the same structure: logo bar, Paris map, input fields, car buttons, and footer.

LOGO

A Washington
B Auckland
C Number of people
D Days of hire
E Your Car

CAR 1

CAR 2

CAR 3

DETAILS

FOOTER

This wireframe provides a detailed view of the search interface. It includes a logo bar, a Paris map, and three input fields (A, B, C) with plus and minus signs for adjusting values. To the right of the map are three buttons labeled CAR 1, CAR 2, and CAR 3. At the bottom are three icons representing different car types, followed by a 'FOOTER' section. The 'DETAILS' section is also present at the bottom.

LOGO

A Washington
B Auckland
C Number of people
D Days of hire
E Your Car

CAR 1

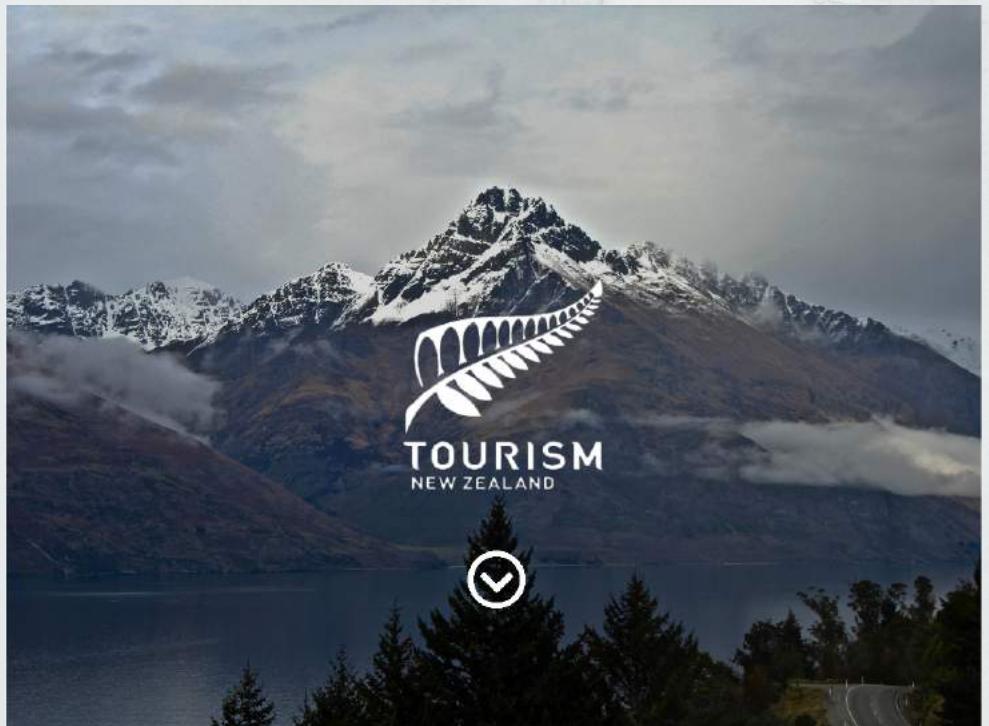
CAR 2

CAR 3

DETAILS

FOOTER

UX PIN MOCKUP



The figure displays a travel cost calculator interface. On the left is a map of New York City with various neighborhoods labeled. A route is highlighted from New York to Brooklyn. On the right, travel details are listed:

- FROM: Wellington
- TO: Auckland
- NUMBER OF PEOPLE: 5
- DAYS OF RENT: 3

Below these details is a section titled "CHOOSE YOUR TRANSPORT" featuring icons for a motorcycle, a small car, a sedan, and a large RV.

At the bottom, summary costs are shown:

	\$90	\$72	180KM	2HRS 30MINS	\$162
FUEL COST					TOTAL COST
HIRE COST					

Small text at the bottom of the map area includes: "Map data ©2017 Google", "Terms of Use", and "Report a map error".