

Summative 2 - Foundation Coding

Client - Tourism New Zealand

Website - <https://www.newzealand.com/int/>



Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourist destination. The major tool we use to do this is the 100% Pure New Zealand marketing campaign, a campaign that has evolved over the past 20 years to make New Zealand one of the world's most well-respected and well known tourism brands.

We have a team of around 150 staff in 13 offices across the globe. We are the oldest tourism marketing department in the world. Our marketing activity is strategically focused on a number of key markets around the world and a select group of consumers within those key markets. This is so we get the maximum yield for the tourism industry.

Due to the on-going pandemic of the Covid-19 virus, New Zealand tourism has taken a huge hit. In response, they have launched a new campaign to get the country up and running again, and encourage local and Australian citizens to explore their own backyard. This will come in the form of a new one-page app, which will allow users to access transport options for their travels on one easily accessible platform.

Style Guide

Colour - Pure Black, Cloud White, Pacific Blue (Highlight)

TypeFace - Pure Pākati (Campaign), National (Everyday)

COLOUR

HAKA KAITIARA ATEAROA | TOURISM NZ BRAND GUIDELINES | 38

Colour palette

Primary



Pure Black
C: 50, M: 50, Y: 50, K: 100
R: 35, G: 35, B: 35

Cloud White
C: 0, M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255

The primary palette consists of Pure Black and Cloud White, high-impact colours that are closely associated with New Zealand.

Highlight colour



Pacific Blue
C: 75, M: 12, Y: 3, K: 0
R: 41, G: 173, B: 239

Pacific Blue is our secondary palette colour. It is used sparingly for hotspots and to highlight important information. Use in maps as location spots and place names.

PURE PĀKATI
National

Timeline (First Milestone) - Research

4/11/21 - Timeline, Client Research

5/11/21 - Brief, Target Audience, Moodboard

Weekend - Personas, Content Audit

8/11/21 - **Pitch Proposal**, Research (Competitor analysis)

9/11/21 - Research (Competitor analysis), **Research Complete**

10/11/21 - Wireframing (Lo-Fi, Figma)

11/11/21 - Figma Hi-Fi

12/11/21 - Figma Hi-Fi, **Figma Hi-Fi Complete**

Timeline (Second Milestone) - HTML/CSS

Weekend - Code Map, HTML & CSS

15/11/21 - HTML/CSS

16/11/21 - HTML/CSS

17/11/21 - HTML/CSS (SASS/BEM)

18/11/21 - HTML/CSS (SASS/BEM)

19/11/21 - HTML/CSS (SASS/BEM)

Weekend - **HTML/CSS Finished**

Timeline (Third Milestone) - JavaScript/Submission Document

22/11/21 - JavaScript Functions

23/11/21 - JavaScript Functions

24/11/21 - JavaScript Functions

25/11/21 - JavaScript Functions

26/11/21 - JavaScript Functions

Weekend - Rest/JavaScript Functions

29/11/21 - JavaScript Functions

30/11/21 - JavaScript Functions

1/12/21 - JavaScript Functions

2/12/21 - JavaScript Functions

3/12/21 - JavaScript Functions

4/12/21 - JavaScript Functions Finished

5/12/21 - Submission Document

6/12/21 - Submission Document

7/12/21 - Project Due/Presentation

Problem

Tourism New Zealand works with the tourism industry to positively promote New Zealand internationally. They have a new campaign that is aimed at visitors staying for short periods, booking their own accommodation and arranging their own transport.

Objective

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

Key Results

- Allow users to input information
- Information is validated
- Display data in an appropriate format based on the information entered and provide meaningful feedback when validation has failed or passed
- Display transport options to the user based the information entered
- Calculate and display transport costs to the user
- The App has its own distinctive look and feel (whilst still remaining cohesive with the Tourism New Zealand brand).

Scope

- Easy and clear navigation
- Incorporating Tourism NZ's Colour scheme
- Visually pleasing
- Implement functionality of UI components with appropriate raw JavaScript and/or a library

Target Audience

Primary

- Local Kiwis looking to explore their own backyard
- Looking for a summer get-away
- Wanting to travel around New Zealand via car/motorbike
- Has a Full Drivers License
- Adventurous

Secondary

- Australians that qualify for the Trans-Tasman bubble
- Want to travel around New Zealand via car/motorbike
- Has a Full Drivers License

Mood Board - https://jamboard.google.com/d/1qoDX_i4XQXiBd9Hfv3TGlg_ZQxTCLVquuevNwR-QTss/viewer



BRUNNEN

Colour palette

Primary



Black
Pantone 65-05-02
CMYK 100-00-00-00
RGB 0-0-0



White
Pantone 100-00-00
CMYK 00-00-00-100
RGB 255-255-255

Highlight colour



Blue
Pantone 28-52-02
CMYK 100-90-00-00
RGB 0-100-100

Blue
Pantone 28-52-02
CMYK 100-90-00-00
RGB 0-100-100

PURE PAKATI National



Candid lifestyle

Epic landscapes

Local character

