

# Summative 2.0 – Transport App



Level 6 Web and UX Design  
Lewis Midgley

# Timeline

## First Mileseone - 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](#)

## Second Mileseone - 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 Finished](#)

## Third Mileseone - JavaScript/Final CSS/Submission

22/11/21 - JavaScript Functions	
23/11/21 - JavaScript Functions	2/12/21 - CSS Final Styling
24/11/21 - JavaScript Functions	3/12/21 - CSS Final Styling
25/11/21 - JavaScript Functions	4/12/21 - <a href="#">JavaScript Functions/CSS Finished</a>
26/11/21 - JavaScript Functions	5/12/21 - Mobile/Tablet Responsiveness
Weekend - Rest/JavaScript Functions	6/12/21 - Submission Document converted to InDesign Document
29/11/21 - JavaScript Functions	7/12/21 - <a href="#">Project Due</a>
30/11/21 - JavaScript Functions	
1/12/21 - JavaScript Functions (Fuel)	8/12/21 - Presentation



# Introduction



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.

# Proposal

## 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).

# 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
- Adventurous

# Persona One

**Sam Thompson**

**Age: 28**

**Gender: Male**

**Location: Wellington**

**Occupation: Lawyer**



Sam is a 28 year old who has lived in Wellington for the past 10 years, working as a lawyer, specialising in criminal law. Outside of work, he enjoys unwinding by going to the gym, reading a book or taking long nature walks. He likes to take his camera along everywhere he goes as he is also a keen photographer. Sam is at a point in his life where he wants to explore more outside of Wellington as he has been in the city for a long time, and he is looking forward to a long weekend getaway in central Otago where he will travel around to all the scenic spots and walks around that region. He and his good friend are planning to go together to make some good memories now that the country is opening up after strict lockdowns.

## User Story

As someone that loves to take photos and spend time outside, I want to travel to scenic places via car in New Zealand so that I can take amazing photos and be outside in nature.

# Persona Two

## Norah Alberts

**Age:** 37

**Gender:** Female

**Location:** Adalaide,  
Australia

**Occupation:** Baker/Chef



Norah is starting to learn how to brew kombucha and make home-made juices on the side of her full-time work running her bakery, which she co-owns with her husband Andrew. On the weekends she loves to go to the local fruit + veggie and craft markets, go out for a drink at the local winery with her girl friends or to the local art-house cinema with Andrew for date night. Her hobbies include pottery making, keeping up with local art exhibitions and trying new health crazes, especially organic juices and kombucha. She is keen to escape from the Adelaide environment for a wee while and explore these interests in New Zealand. It is her and Andrew's 10th year of marriage coming up so they are thinking of renting a motorhome to go on an extended holiday with their 7 year old daughter, Audrey. They have decided to travel around the length of New Zealand for 15 days, hitting all the hotspots, including art galleries, markets, beaches and wineries.

## User Story

As someone who works very hard all year, I want to make the most of the relaxation of a holiday to explore New Zealand because I have heard a lot about the laid-back culture there, and the cool scenic things you can do.

# Survey

- Have you traveled in the last 10 years? (Domestic or international)
- Did you rent a vehicle on one of these holidays?
- What service (website/app) did you use?
- What features of transport Rental booking sites or apps have you found most helpful?
- What devices have/would you use to book transport while travelling?
- When booking Transport hire online, what are the most important things you want to see?

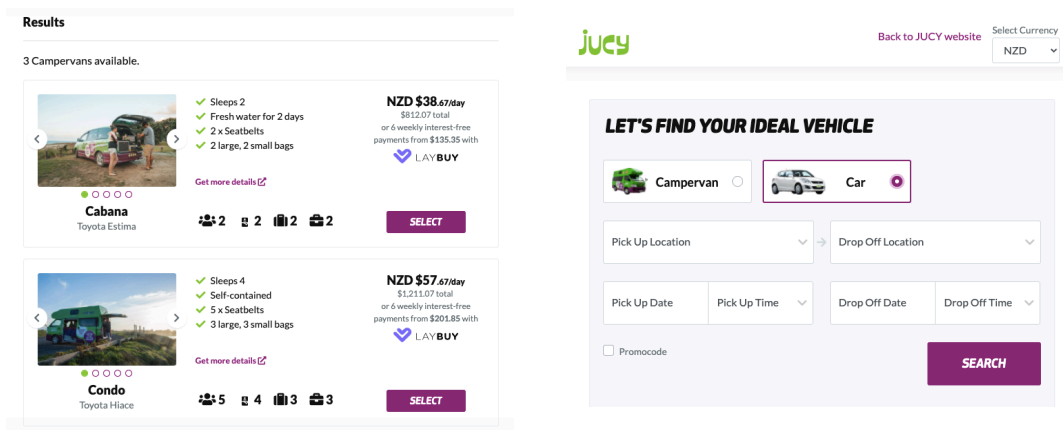
## Conclusion

My Survey really helped shape some key design decisions for my Tourism NZ Transport App. Firstly I found that 57% of people from my survey have rented a car on a holiday before, this helps with justification for building the App in the first place. Secondly the question 'What service (website/app) did you use?' really helped my going into my competitor analysis as i had current rental websites to visit, analyse and take inspiration from. Some other questions that helped going into my Figma lo-fi designs were 'What features of transport Rental booking sites or apps have you found most helpful?' and 'When booking Transport hire online, what are the most important things you want to see?' I kept all these components in mind while designing the App. Finally I found that 92% of people would use either PC/Laptop or Mobile Phone to book the transport online, this needs to be considered in the final prototype being responsive for PC/Laptop and Mobile Phones.



# Competitor Analysis

## Juicy Rentals



- Sticks to colour scheme well
- Easy and clear selection options
- Single page app on first selection of vehicles
- Prompts when information is not correct
- Selected Currency works well with international audience
- Option to use promocode
- Once information is entered slides down page with options available based on data entered
- Sliding photo display of vehicles
- Good use of icons for seats, how many it sleeps and luggage space
- Price per day is used instead of overall price, makes it more appealing
- Name and type of vehicle

# Air Bnb



300+ stays · 12 Nov - 14 Nov · 2 guests

## Stays in Wellington

Free cancellation

Type of place

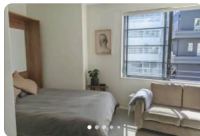
Price

Instant Book

More filters



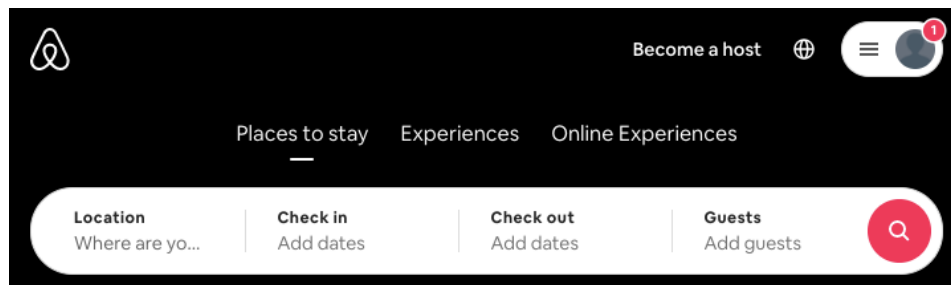
Your trip is coming up in 3 days. Use the Instant Book filter to check out places that you can book right now.



Entire condominium (condo) in Wellington  
**Cute Art Deco Apartment in the city.**  
2 guests · 1 bedroom · 1 bed · 1 bath  
Wi-Fi · Kitchen · Washing machine



**\$96 NZD / night**  
\$200 NZD total



- Easy and clear selection options
- Good key information on Accommodation cards
- Sliding photo gallery on Accommodation cards
- Option to favourite rooms
- More option to filter Accommodation once
- Star ratings on each Accommodation

# Touchdown Car Rentals



The image shows a car rental booking form overlaid on a scenic background of a snow-capped mountain (Mount Cook) and a road leading towards it. A silver SUV is driving on the road. The form is titled 'Pick-up Location' and includes a 'Select a Location' dropdown. Below this is a checkbox for 'Return vehicle to a different location'. The form also has fields for 'Pick up Date' (9 Dec 2021), 'Pick up Time' (9:00 am), 'Drop off Date' (16 Dec 2021), and 'Drop off Time' (9:00 am). There is a 'Promo Code' field with the value '21-25' and a dropdown arrow. At the bottom is a red button labeled 'Find a Vehicle'.

Pick-up Location

Select a Location

☐ Return vehicle to a different location

Pick up Date	Pick up Time
9 Dec 2021	9:00 am
Drop off Date	Drop off Time
16 Dec 2021	9:00 am

Promo Code 21-25

Find a Vehicle

- Easy and clear selection options
- Single page app on first selection of vehicles
- Good use of colour palette
- Really clean background image over form
- Option on age being 21 - 25 or 26+
- Additional filters in car select page
- Progress bar on top is really clear
- Previously entered data on the right hand side of the page
- Good use of icons representing features of the vehicle

## Conclusion

Competitor analysis was a really effective UX research method which helped give me good conclusions, direction and influence while building my Lo-Fi Figma designs. I found some of the best booking apps are the most simple ones, usually only requiring the user to enter minimal but important information in the search form to begin. This is really important to keep the user engaged in the app completing the first step of booking transport. Another thing I noticed in the Websites are the subtle two tone colour palettes often used, the accent colour usually saved for more important things the user will notice such as 'find a vehicle' or 'book' buttons.

## Assumptions

- Form with inputs for Start Date, Finish Date, Pick up Location, Drop off Location, Number of people in party
- Prompt if information isn't inputted
- Auto scroll down to vehicles available
- Colour palette incorporated throughout App
- Icons used throughout App
- Responsive for Tablet and Mobile

# Design Direction

## TypeFace

Neucha 2px Stroke (Header), Neucha (Sub Header) National, Regular (Body)

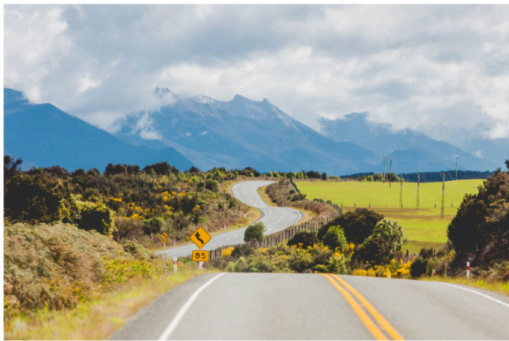
## Colour

Pure Black, Cloud White, Pacific Blue (Highlight)

## Style

Imagery

Minimal Text



PURE PAKATI National



Candid lifestyle

Epic landscapes

Local character





# Figma Feedback

## User One

- Black nav bar so white header stands out more
- Different blue for hover or selected
- Potentially for filter options on Car cards page

## User Two

- Terms and conditions/Full costs(One Way fee)/Kilometer cost
- Return to previous page/Refresh options button
- Lighter blue lets other things stand out better
- White Nav with image

## User Three

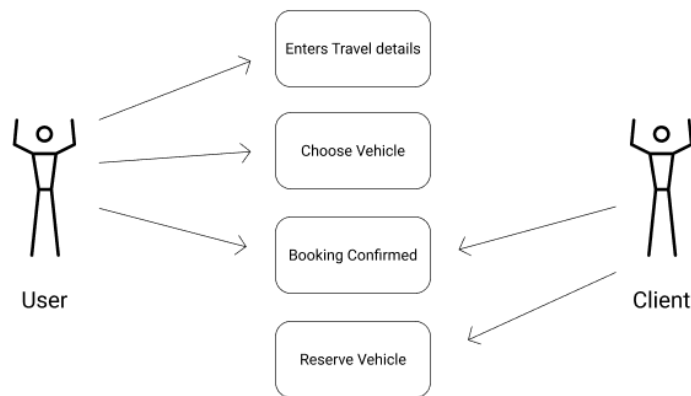
- Potential for no scroll Option on Landing page
- Recommended fixed background image

## User Four

- Easy to use
- Simple design/not too overwhelming

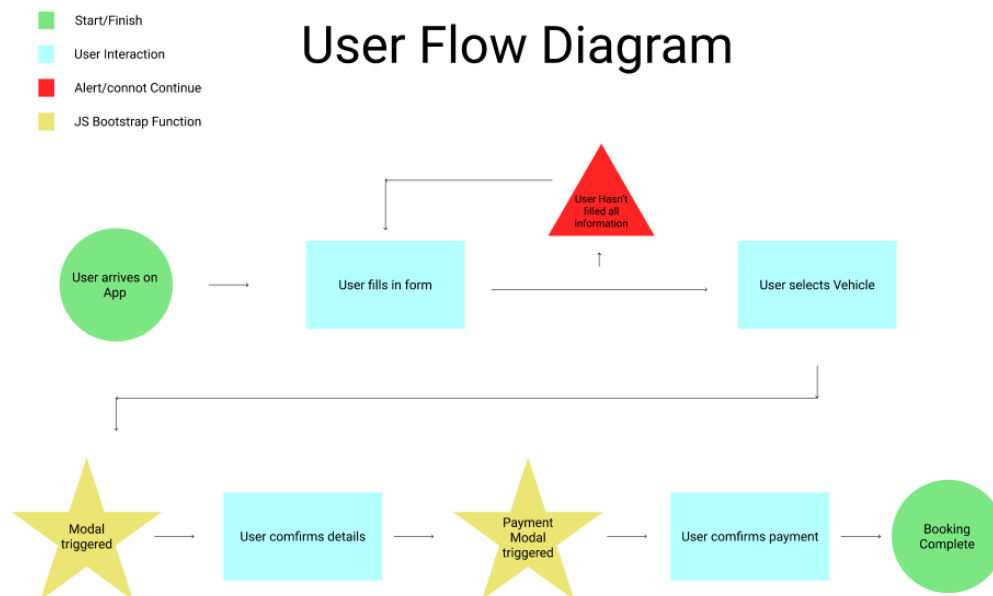
# Use Case Diagram

Use Case Diagram



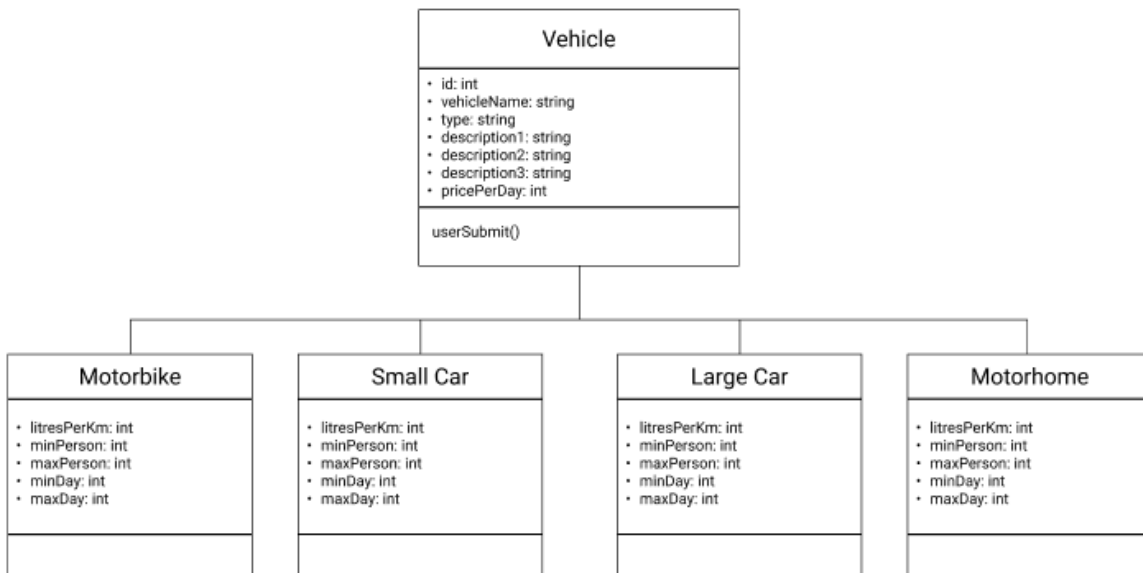
# Activity Flow

User Flow Diagram



# Class/Object Diagram

## Class/Object Diagram



# Code Style Guide

## Data Values - Primitive Types

- Number
- String
- Boolean
- Object

## Naming Conventions

All functions and variables will use CamelCase since element names cannot contain spaces. The camelCase naming convention makes compound names more readable.

### Incorrect naming convention

```
thisisnohowTonaheaFunction(){  
}
```

### Correct Naming Convention

```
thisIsHowToNameFunctions(){  
}
```

All variables will be either const or let. I will not be using var due to it being outdated.

### Incorrect naming Convention

```
var name = 'lewis'
```

### correct naming Convention

```
let name = 'lewis';  
const = 'lewis';
```

# JS Libraries

- JQuery
- Bootstrap 4.5.3

# Production Tools

- Figma
- Google Drive
- Google Survey
- Google Slides
- JSHint
- InDesign
- Visual Studio Code
- GitHub
- Font Awesome
- Google Fonts

All of these production tools helped in my UX research, prototyping and final product, I feel the ones I chose were both powerful and highly rated in the design Industry.



# Code Validation

No errors were found in my HTML, CSS or Javascript code, the console only runs an error when trying to search information being added where it is required.

```
1. Warning The document is not mappable to XML 1.0 due to two consecutive hyphens in a comment.
   At line 51, column 34
   class="navBar--EightSide"> -->

2. Warning The document is not mappable to XML 1.0 due to two consecutive hyphens in a comment.
   At line 52, column 30
   class="navBar--all">--

3. Warning The document is not mappable to XML 1.0 due to two consecutive hyphens in a comment.
   At line 53, column 32
   class="navBar--all">--<script>

4. Warning The document is not mappable to XML 1.0 due to two consecutive hyphens in a comment.
   At line 54, column 30
   class="navBar--all">--<script>

5. Warning The document is not mappable to XML 1.0 due to two consecutive hyphens in a comment.
   At line 55, column 32
   class="navBar--all">--<script>

6. Warning The document is not mappable to XML 1.0 due to two consecutive hyphens in a comment.
   At line 56, column 32
   class="navBar--all">--<script>

7. Warning Section lacks heading. Consider using h2-h6 elements to add identifying headings to all sections.
   From line 194, column 5 to line 194, column 50
   <div class="navBar--all">--<script>

8. Warning Section lacks heading. Consider using h2-h6 elements to add identifying headings to all sections.
   From line 207, column 5 to line 207, column 49
   <div class="navBar--all">--<script>

9. Warning Possible misuse of aria-label. (If you disagree with this warning, file an issue report or send e-mail to www-validator@w3.org.)
   From line 209, column 11 to line 209, column 132
   <div class="navBar--all">--<script>
```

409 Unnecessary semicolon.

208 Missing semicolon.

# Review of Timeline

My timeline was a huge component towards the successes in my project. I decided to split my timeline into three milestones, Research, HTML/CSS and JavaScript/Final CSS/Submission Document. Having these three milestones really helped give me direction and kept me motivated throughout the project. Each morning I would review my timeline and make a plan of attack with what tasks needed completing each day and manage my time based on the tasks.

# References/Copy-right

Royalty free Background Image Website - <https://unsplash.com/>

Vehicle Images - [https://www.sixt.nz/?fbclid=IwARo8AOwWP-jjIwt-jqZ9u81holz7hgzV\\_gvWFoQw7tGynbk1Kkr6TVq3Jqos#/fleet/selectcar/NZ](https://www.sixt.nz/?fbclid=IwARo8AOwWP-jjIwt-jqZ9u81holz7hgzV_gvWFoQw7tGynbk1Kkr6TVq3Jqos#/fleet/selectcar/NZ)

Figma Collaborative Design tool, Lo-fi/Hi-fi Mockups - <https://www.figma.com/file/rHy6PFRQzvvEXbSESfLL1F/Summative-2?node-id=0%3A1>

Google Fonts - <https://fonts.google.com/>

JS Bootstrap 4.5.3 - <https://blog.getbootstrap.com/2020/10/13/bootstrap-4-5-3/>

Font-Awesome - <https://fontawesome.com/>

Logo Image/National Font - <https://www.newzealand.com/nz/>

## Competitor Analysis Websites

<https://www.airbnb.co.nz/>

<https://www.touchdowncarrental.co.nz/>

<https://bookings.jucy.com/obe/direct/create-quote/car>