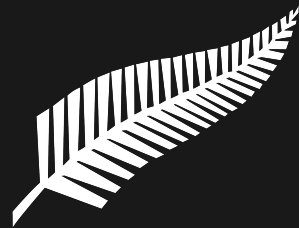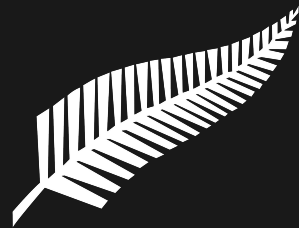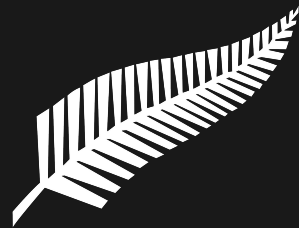# Pitch Presentation

Summative 2.0
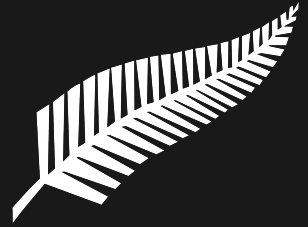
# Client

Tourism New Zealand

# Problem

Tourism NZ have a new campaign that is aimed at visitors staying for short periods, assisting with booking and arranging their own transport while in New Zealand.

# Solution

Create a single page web application that allows users to book Transport for their travels in New Zealand

# Key Results

- Easy and Clear UX design
- Allow users to input information
- 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).
- Increased transport options purchased by international travelers

# Target Audience
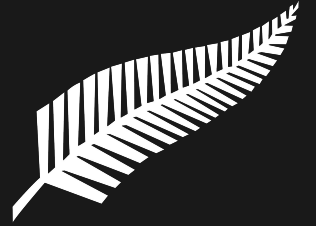
- On holiday/booked holiday in New Zealand
- Wanting to travel around New Zealand via car/motorbike
- Not gender specific
- Has a Full Drivers License
- 30 - 45 Years Old

# Design Style
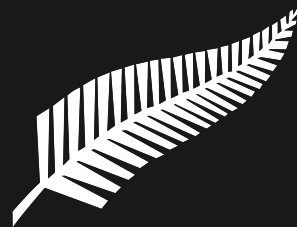
Colour - Pure Black, Cloud White, Pacific Blue

TypeFace - Pure Pākati, National

# Flow Direction