

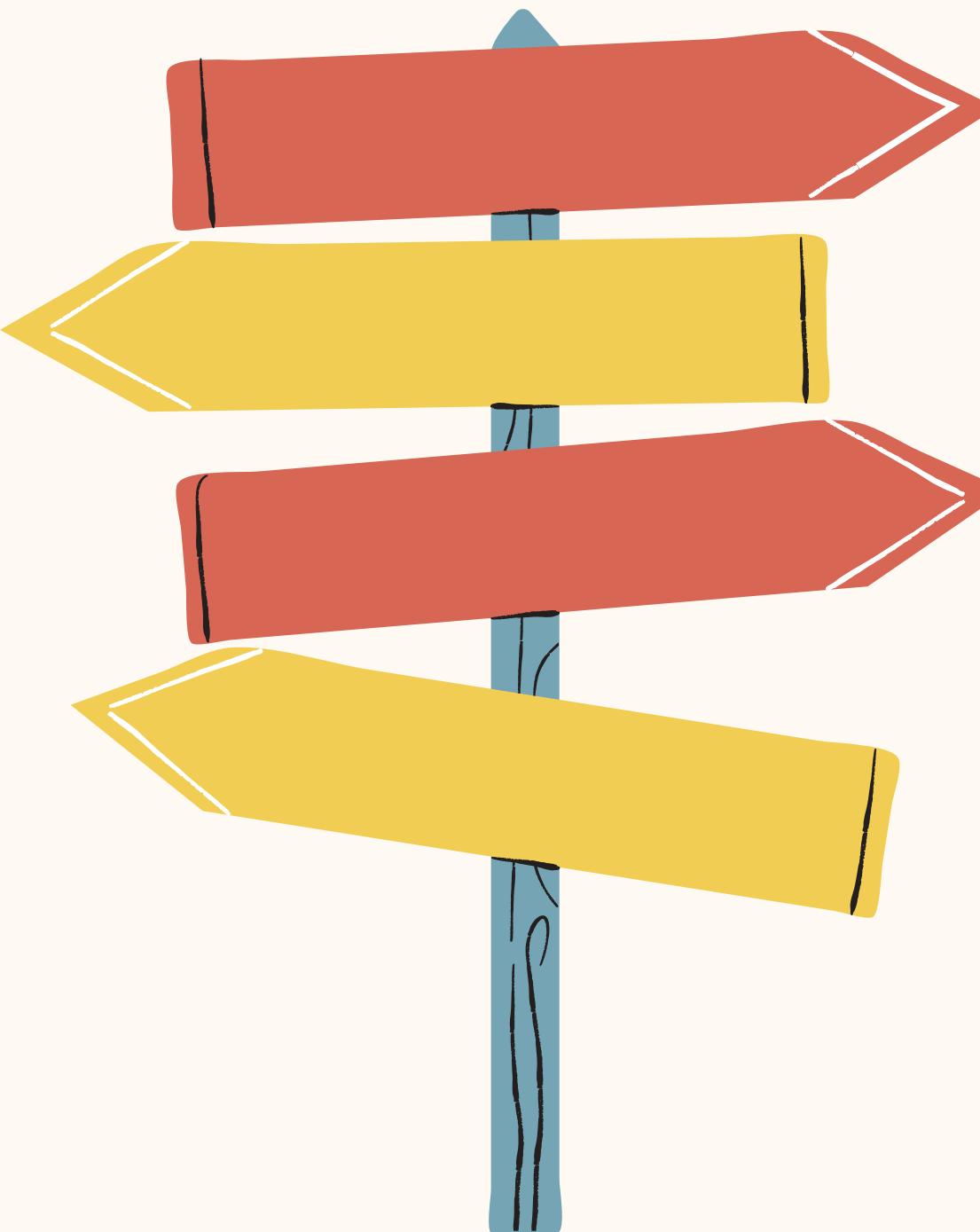


IHC - ASSIGNMENT N.2

DESTINATION MANAGEMENT SYSTEMS

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INTRODUCTION AND OBJECTIVES

INTRODUCTION: MOTIVATION

TOURISM REPRESENTS AN IMPORTANT
ROLE IN MOST COUNTRIES' ECONOMIES

IN THE PRESENT ERA, TECHNOLOGY HAS
BECOME AN INTEGRAL ASPECT OF PEOPLE'S
DAILY ROUTINES, THEREBY SIMPLIFYING THEIR
LIVES.



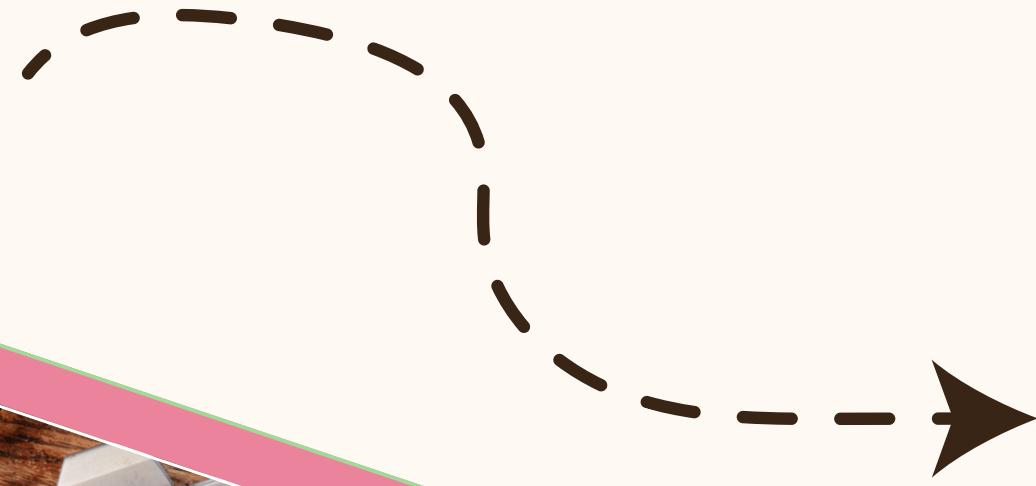
INTRODUCTION: OBJECTIVES

THIS WEBAPP PRETENDS TO INTERCONNECT ALL TOURIST AGENTS RELEVANT TO A DESTINATION, HAVING GREATER IMPACT ON CONSUMERS AND DISTRIBUTORS.

THAT MEANS OUR GOAL IS TO REPRESENT SYSTEMS CAPABLE OF OFFERING AND MANAGING THE NECESSARY INFORMATION FOR A GIVEN DESTINATION.



PERSONAS





PERSONA I: TOURIST

- SANDRA MATOS, 21 YEARS OLD WOMAN
- STUDYING INFORMATICS AT UNIVERSITY OF AVEIRO
- FROM LISBON
- ADORES EXPLORING NEW DESTINATIONS.
- INTENDS TO LEVERAGE THE PLATFORM TO UNCOVER EVENTS, RESTAURANTS, AND ALL AVAILABLE OPPORTUNITIES IN THE LOCAL AREA.



PERSONA II: DESTINATION MANAGER

- PAULO RAÚL, 45 YEARS OLD MAN
- OWNER OF THE RESTAURANT "SAL NA BRASA" LOCATED IN AVEIRO
- PAULO WANTS TO EXPAND HIS RESTAURANT AND ADVERTISE HIS SPACE
- WILL USE THE PLATFORM TO DISPLAY HIS OFFERS

SCENARIOS



SCENARIO 1



- SANDRA WANTED TO ACCESS A DIGITAL PLATFORM THAT HAD ALL THE INFORMATION SHE NEEDED
- SHE DISCOVERED THE WEBAPP
- SANDRA IS USING THE WEBAPP TO PLAN HER DAY WITH FRIENDS IN AVEIRO, THEREFORE WANTS TO SEE RESTAURANTS NEAR AVEIRO SO SHE COULD MAKE AN RESERVATION.

SCENARIO 2



- SANDRA, DURING HER RESEARCH ON THE WEBAPP, DEVELOPED AN INTEREST IN VARIOUS RESTAURANTS AND LOCATIONS IN AVEIRO
- SHE ADDED 'POCCO LOCO' TO HER LIST OF FAVOURITES SO SHE CAN VISIT THEM WHEN THE OPPORTUNITY ARISES

SCENARIO 3

- PAULO, WHO WISHES TO EXPAND HIS RESTAURANT AND PROMOTE HIS ESTABLISHMENT, CAME ACROSS THE WEBAPP AND WAS HIGHLY INTRIGUED.
- PAULO PROCEEDED TO REGISTER HIS COMPANY, INDICATING THE NAME, EMAIL, ADDRESS, NIF, CAE, MOBILE NUMBER, REGION AND WEBSITE LINK.



SCENARIO 4



- AFTER PAULO REGISTERED HIS COMPANY, HE PROCEEDS TO CREATE AN ADD FOR A NEW PROMOTION THAT HE'S GOING TO HAVE ON CHILDREN'S DAY

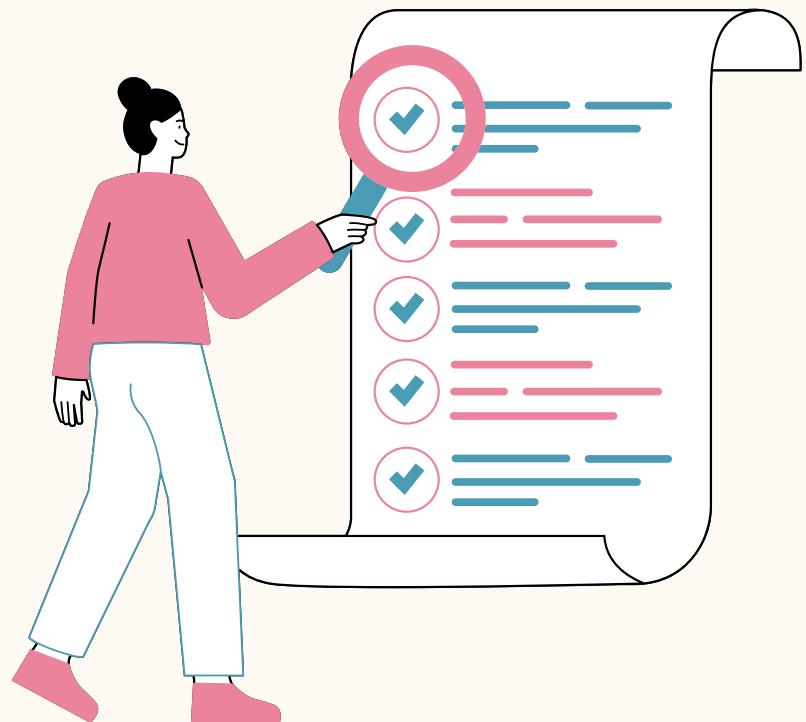
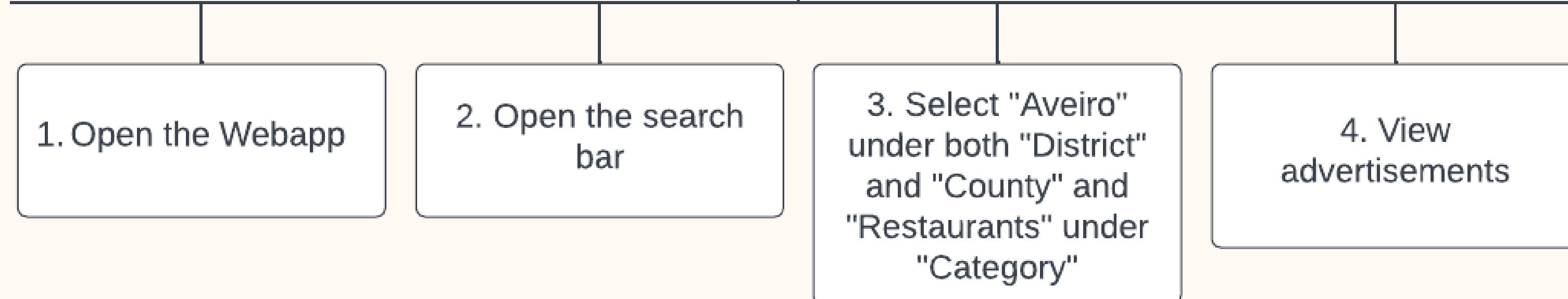


TASK ANALYSIS

TASK I

Searching for Restaurants in Aveiro

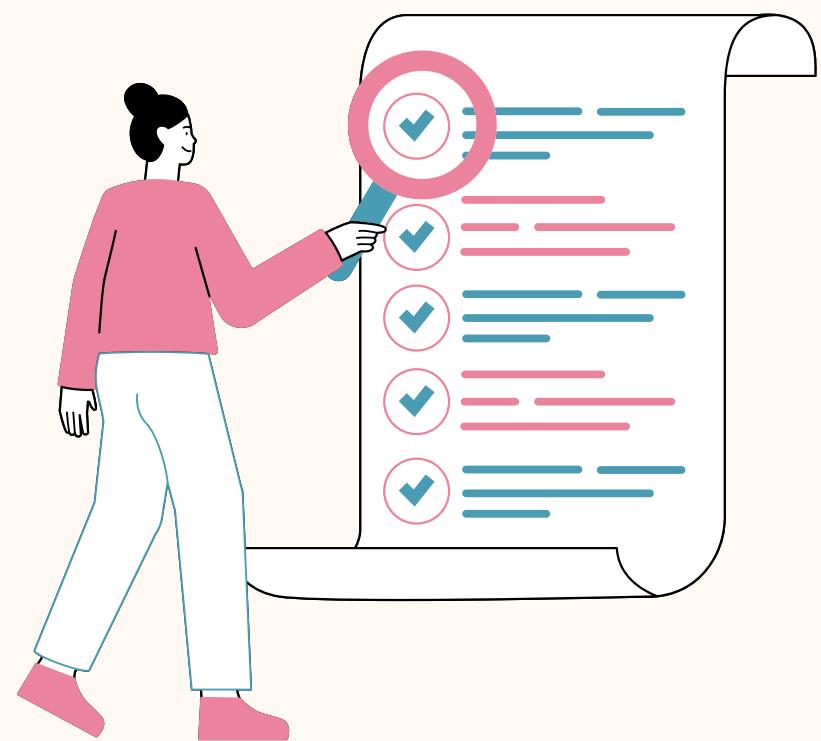
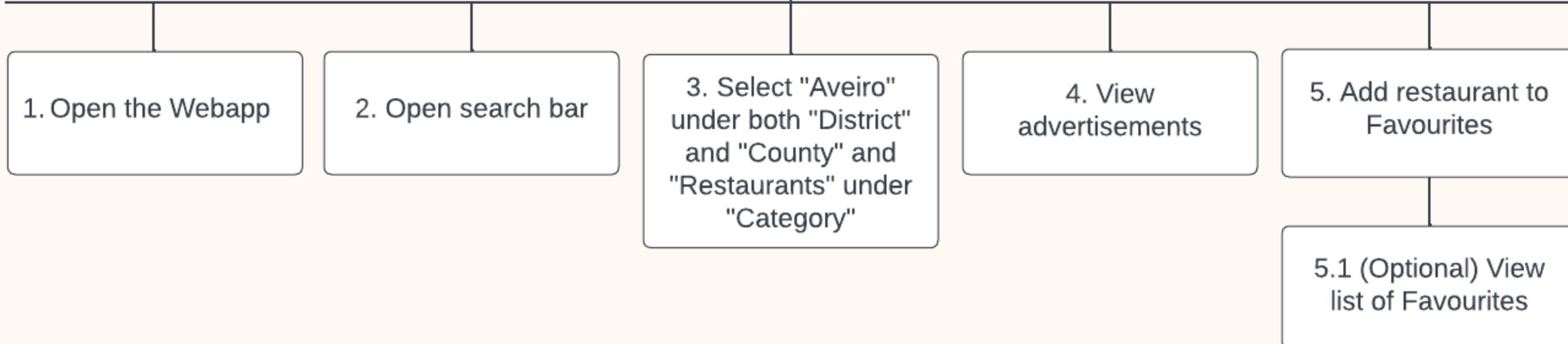
Search for the restaurants



TASK 2

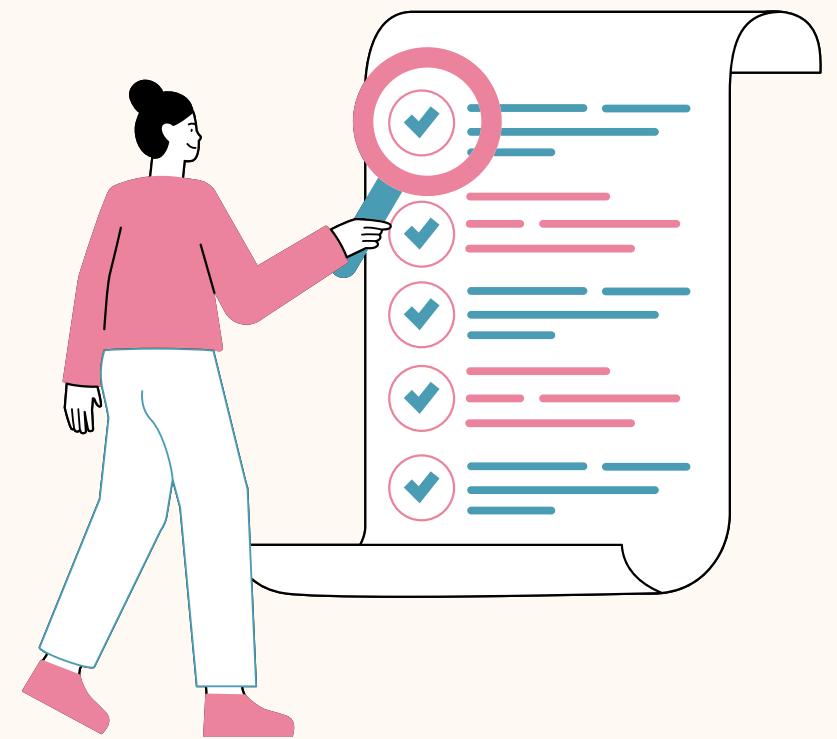
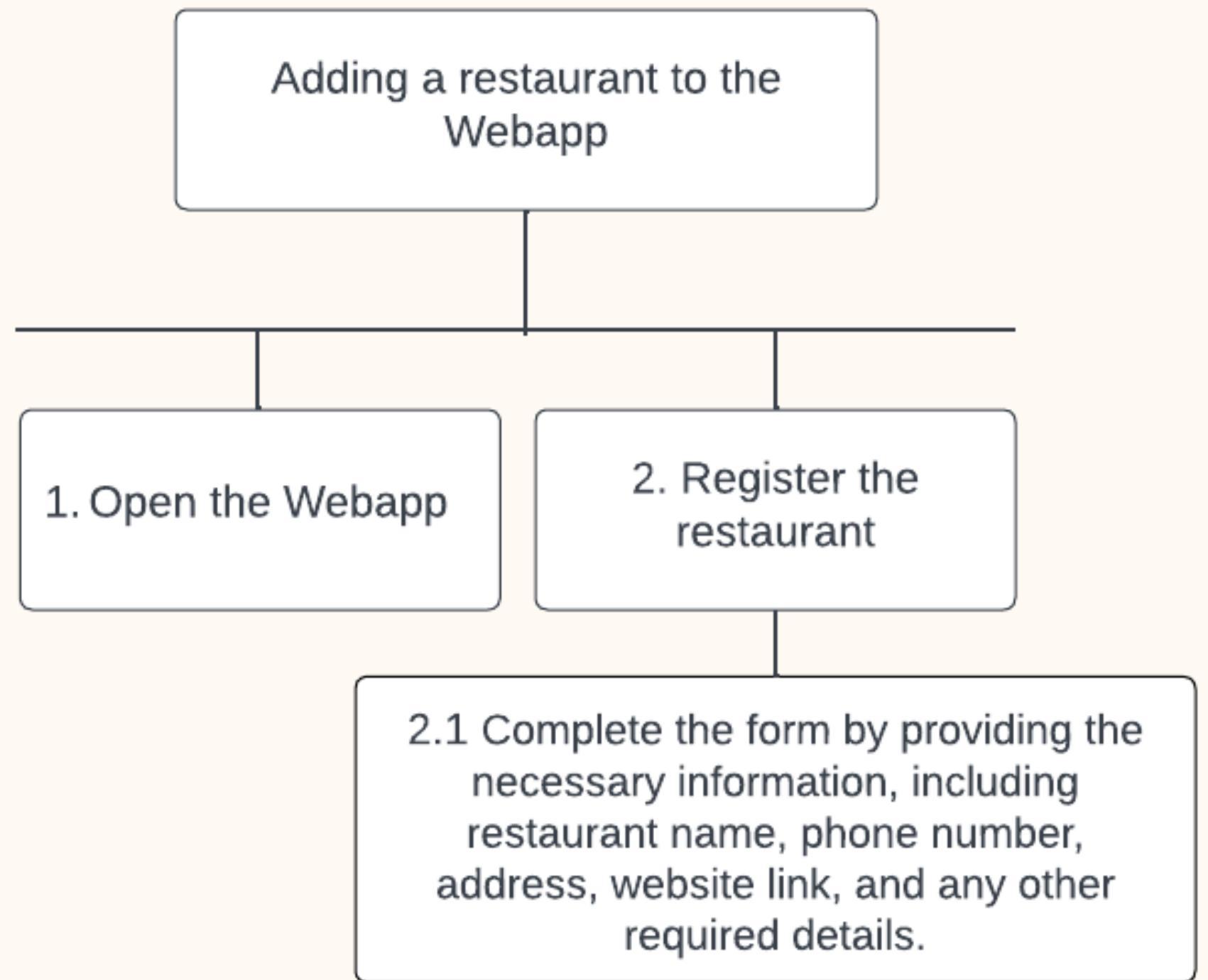
Adding Restaurants to Favourites

Adding restaurants to Favourites



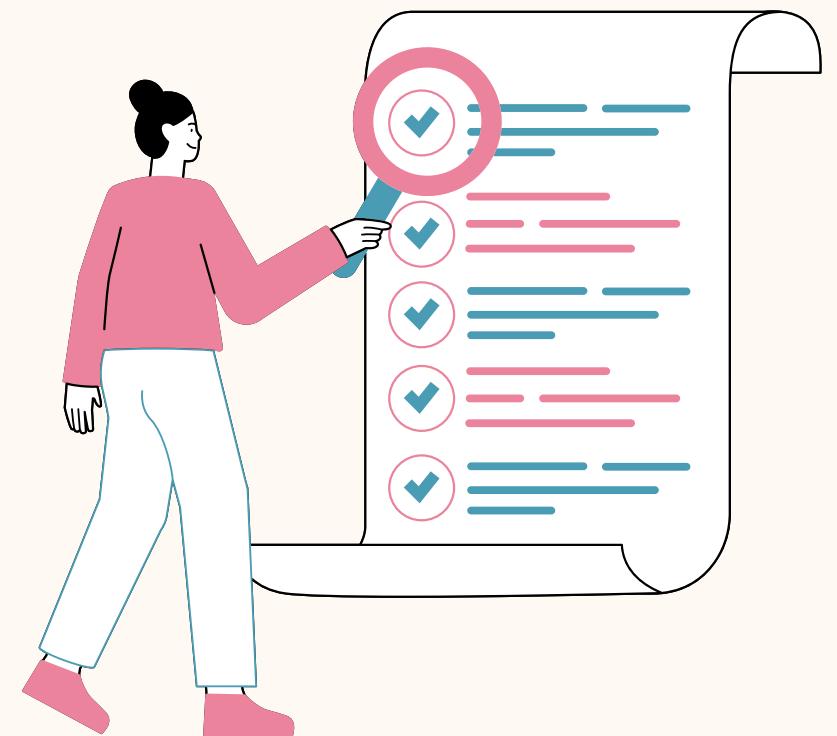
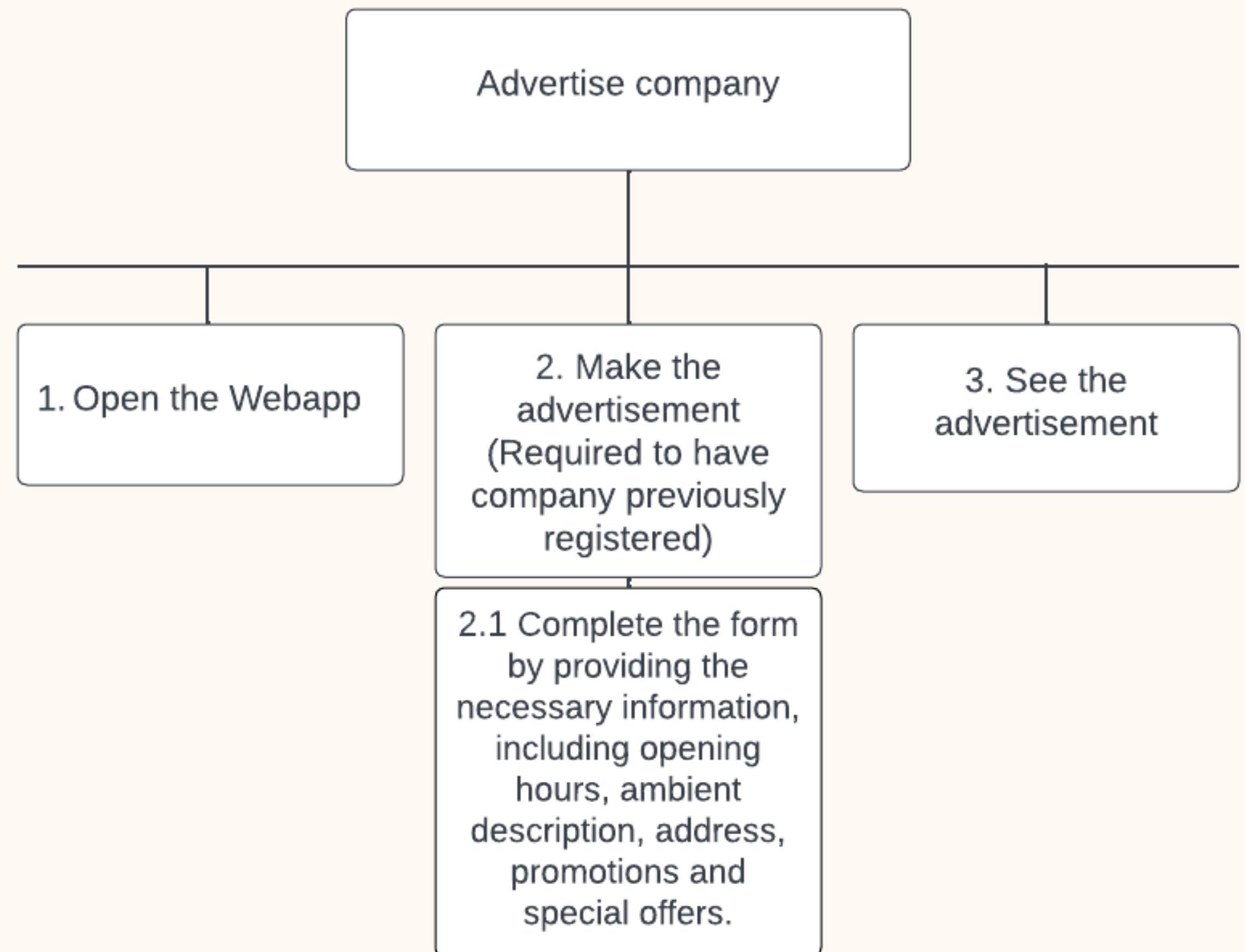
TASK 3

Adding a restaurant to the site



TASK 4

Advertising the company



REQUIREMENTS ANALYSIS

RIO DE JANEIRO

GUATEMALA

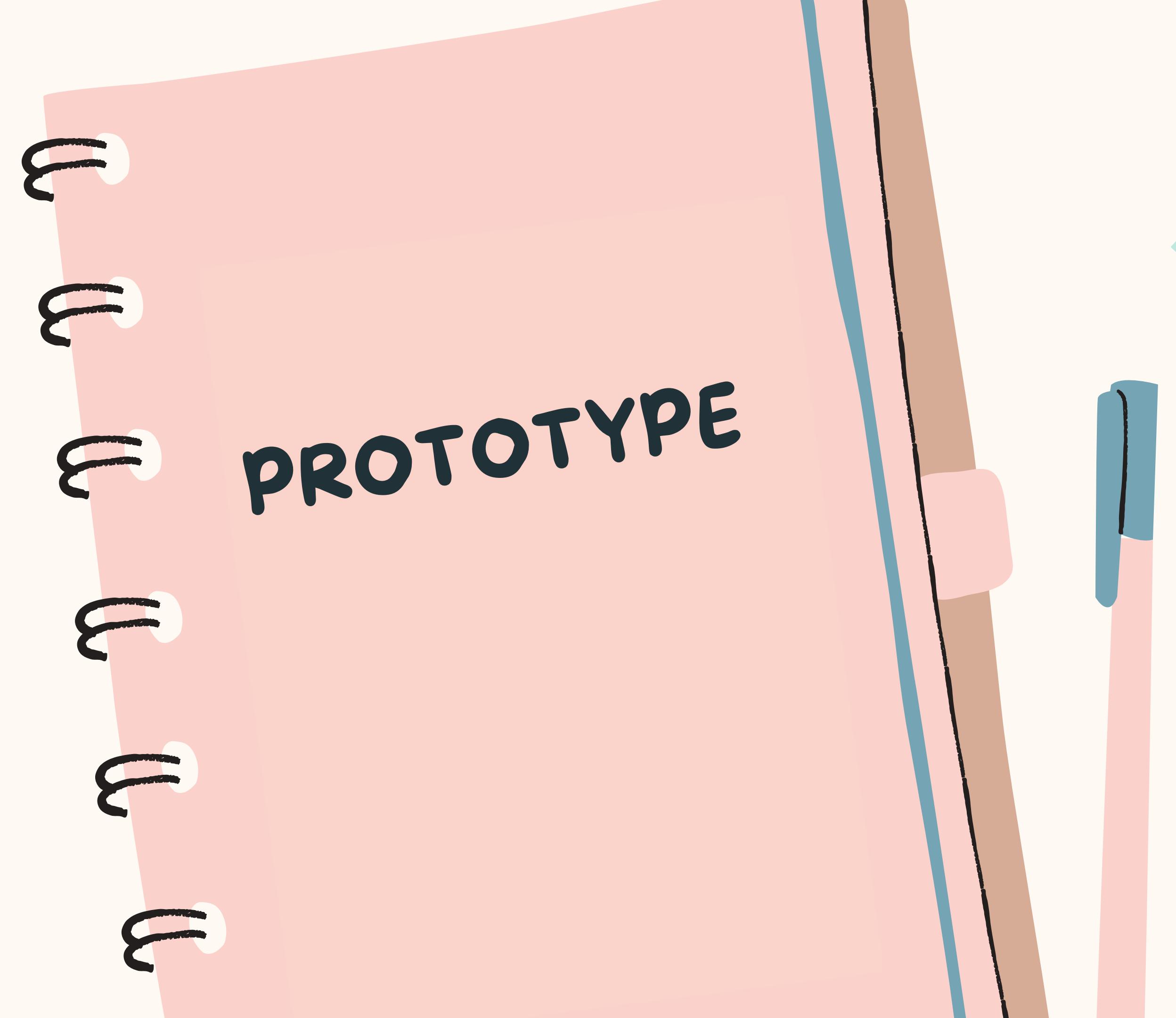
NON-FUNCTIONAL REQUIREMENTS

- User-friendly platform.
- Use fonts and colors that are easy to read.
- Compatibility with multiple browsers.
- Sections must be easily accessible.
- Ensuring that the system has a low runtime for any function.
- The system must be easy to maintain, while also being able to deal with the emergence of new types of services in destination organisations.



FUNCTIONAL REQUIREMENTS

- On the main page of the website, tourists have the possibility to use the section to search for offers.
- Tourists can add places or events to Favorites in order to access them later on.
- Destination managers can add information about their company such as location, link to the website, contacts and others.
- Destination managers have the option to create advertisements for their business locations, which can include restaurants, hotels, sports activity venues, and more.

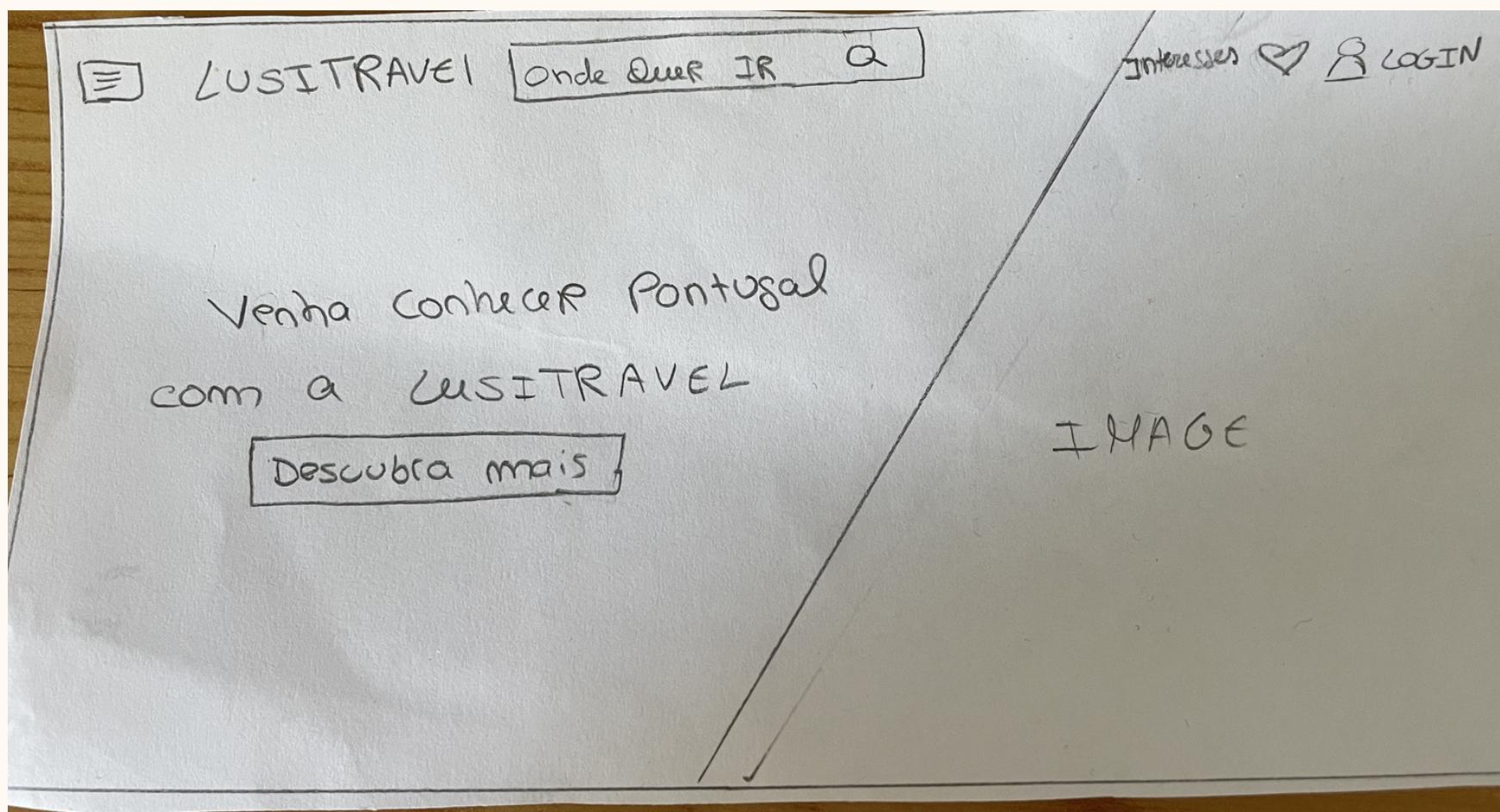


PROTOTYPE

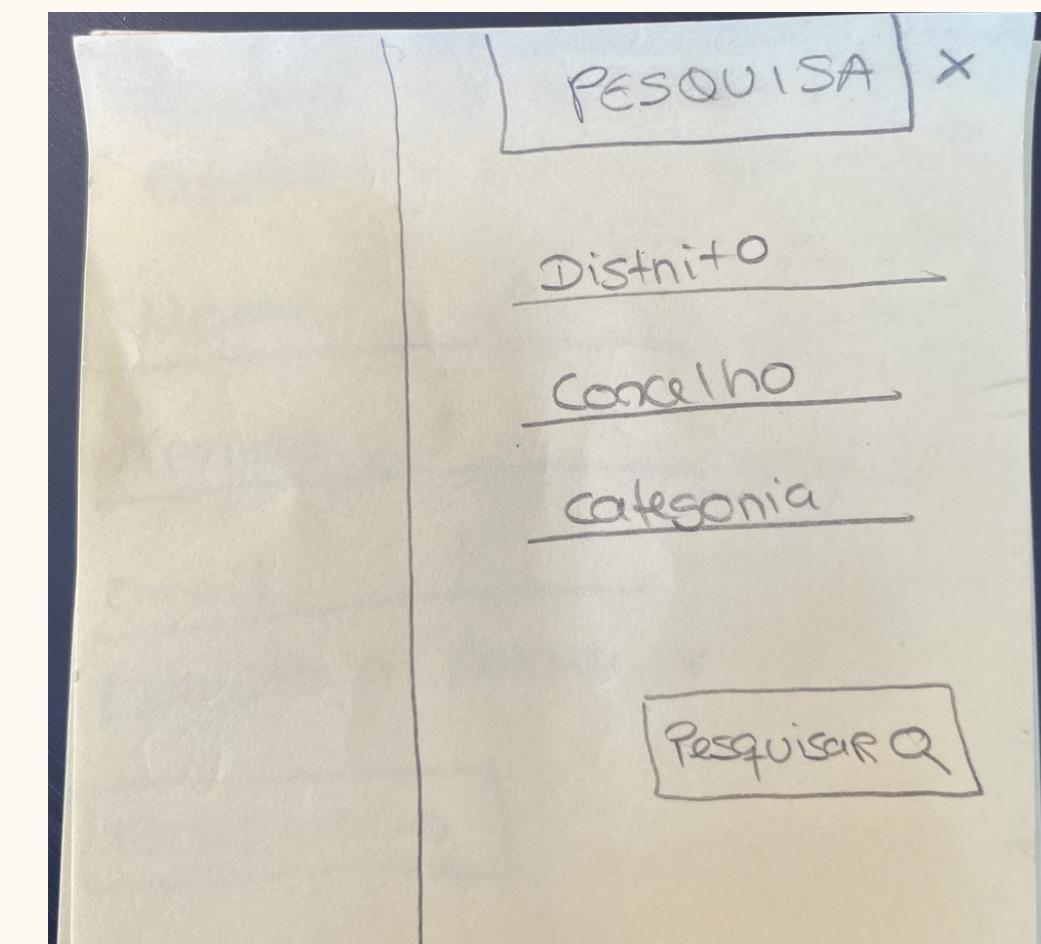


LOW FIDELITY PROTOTYPE (LFP)

For the development of the low fidelity prototype we used paper because it was easier to make any necessary changes.

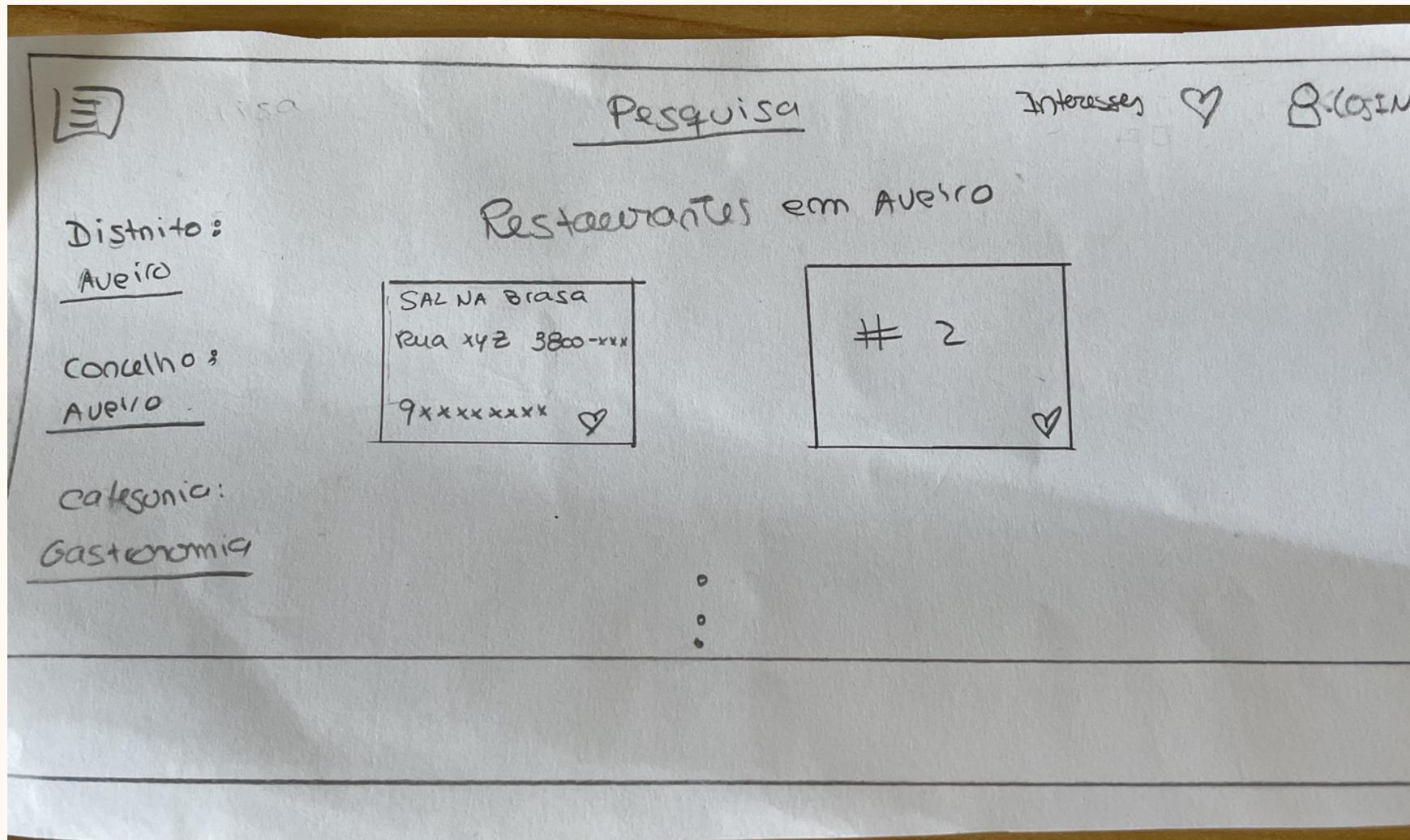


Feature1: Main page

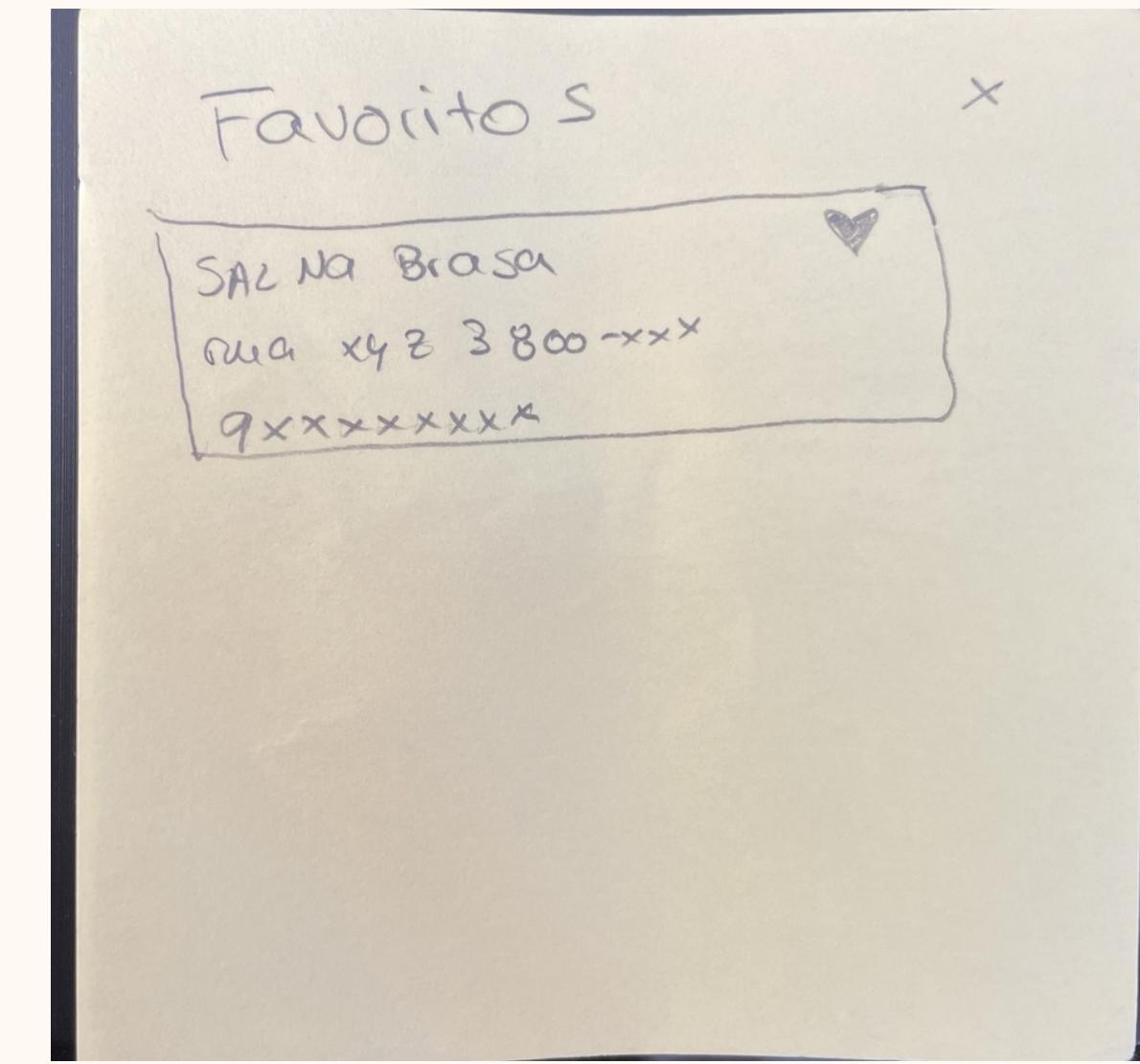


Feature2: searchBar

LOW FIDELITY PROTOTYPE (LFP)

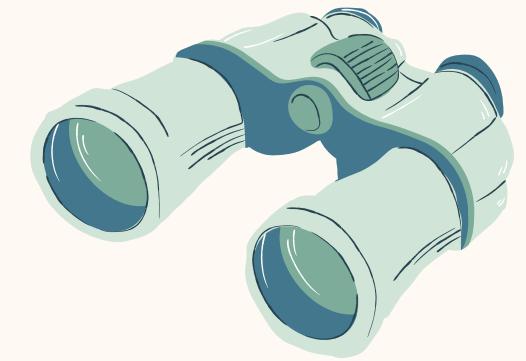


Feature3: Results of search



Feature4: Add location to favourites

LFP USER EVALUATION



During this cycle we wanted to evaluate usability, user experience and intuitiveness. To do the tests, the personas and scenarios used were the ones presented previously.

All participants managed to complete the tasks and therefore we obtained the following results:

- Most participants found confusing not having consistency in the main page (symbols vs text)
- Overall easy to use

PLATFORM USED FOR THE FUNCTIONAL PROTOTYPE

Main Tools used:

- Flutter
- Dart

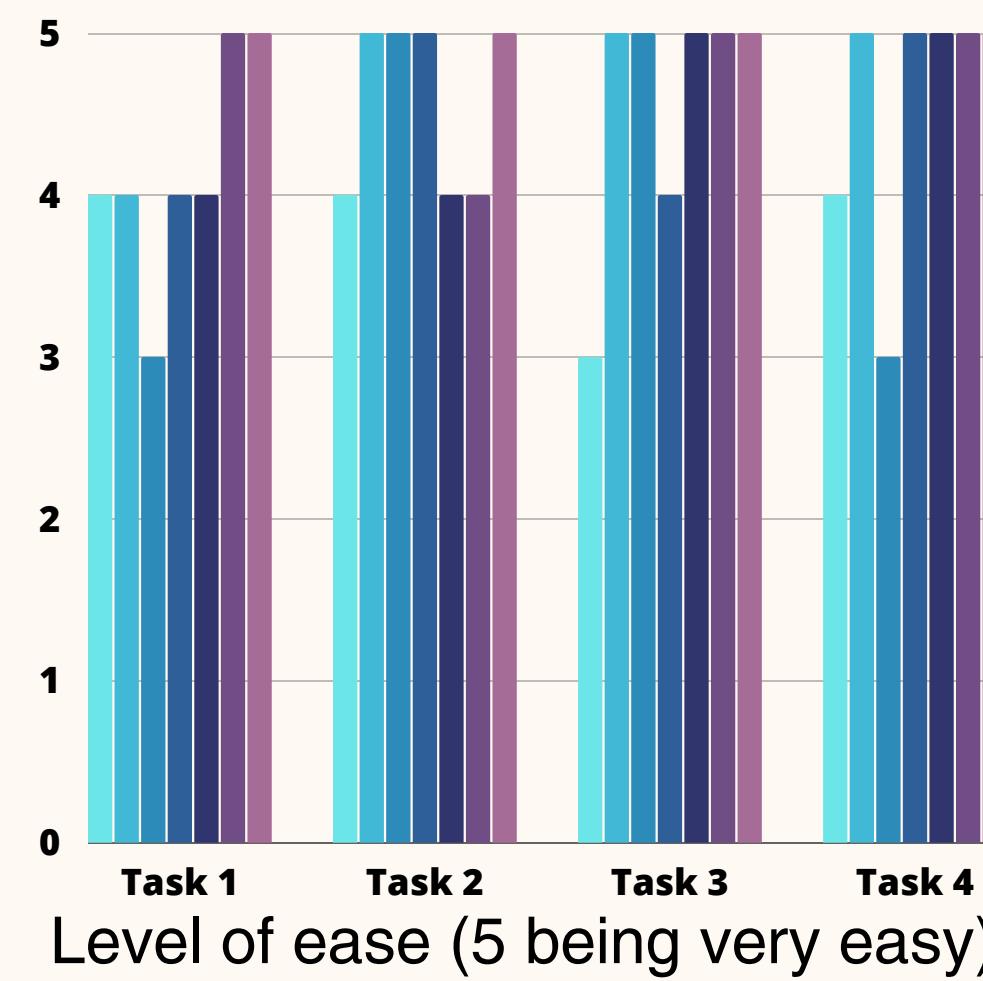
Why did we choose these tools?

- High-performance, open-source framework by Google
- Single codebase
- Cross-platforms apps
- Familiarization of the tool by one of ours team members



USER EVALUATION OF THE FUNCTIONAL PROTOTYPE

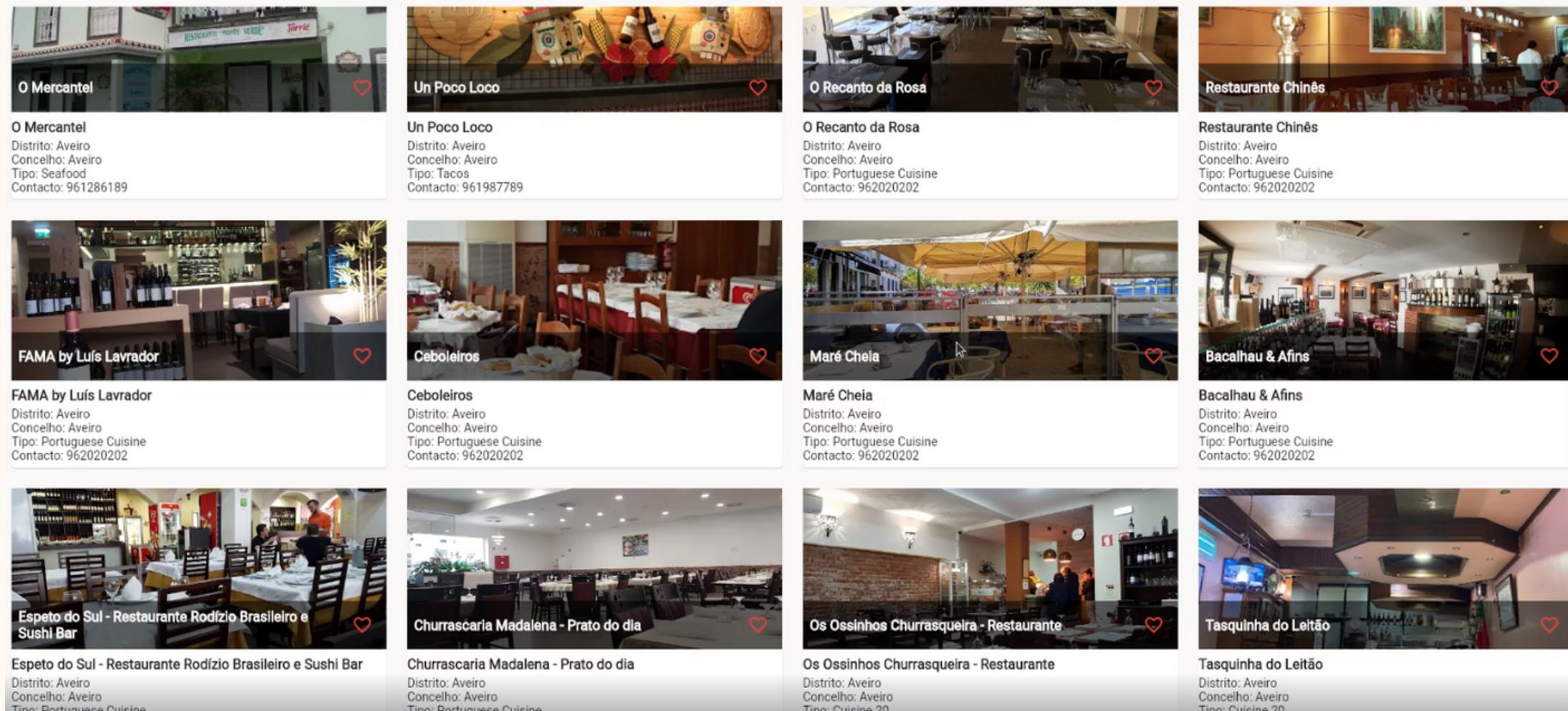
- After the last cycle, we wanted to assess how the changes we made from the paper prototype to the new one affect usability, user experience, and intuitiveness. In addition, we wanted to assess the reliability of the website and its appearance.
- Both personas (1 and 2) and all scenarios were addressed
- 7 participants in total (classmates and the teacher)



USER EVALUATION OF THE FUNCTIONAL PROTOTYPE

Main user issue reports:

- Inconsistency with search bar
- Restaurant cards too large
- Difficulty in finding favorites button at first

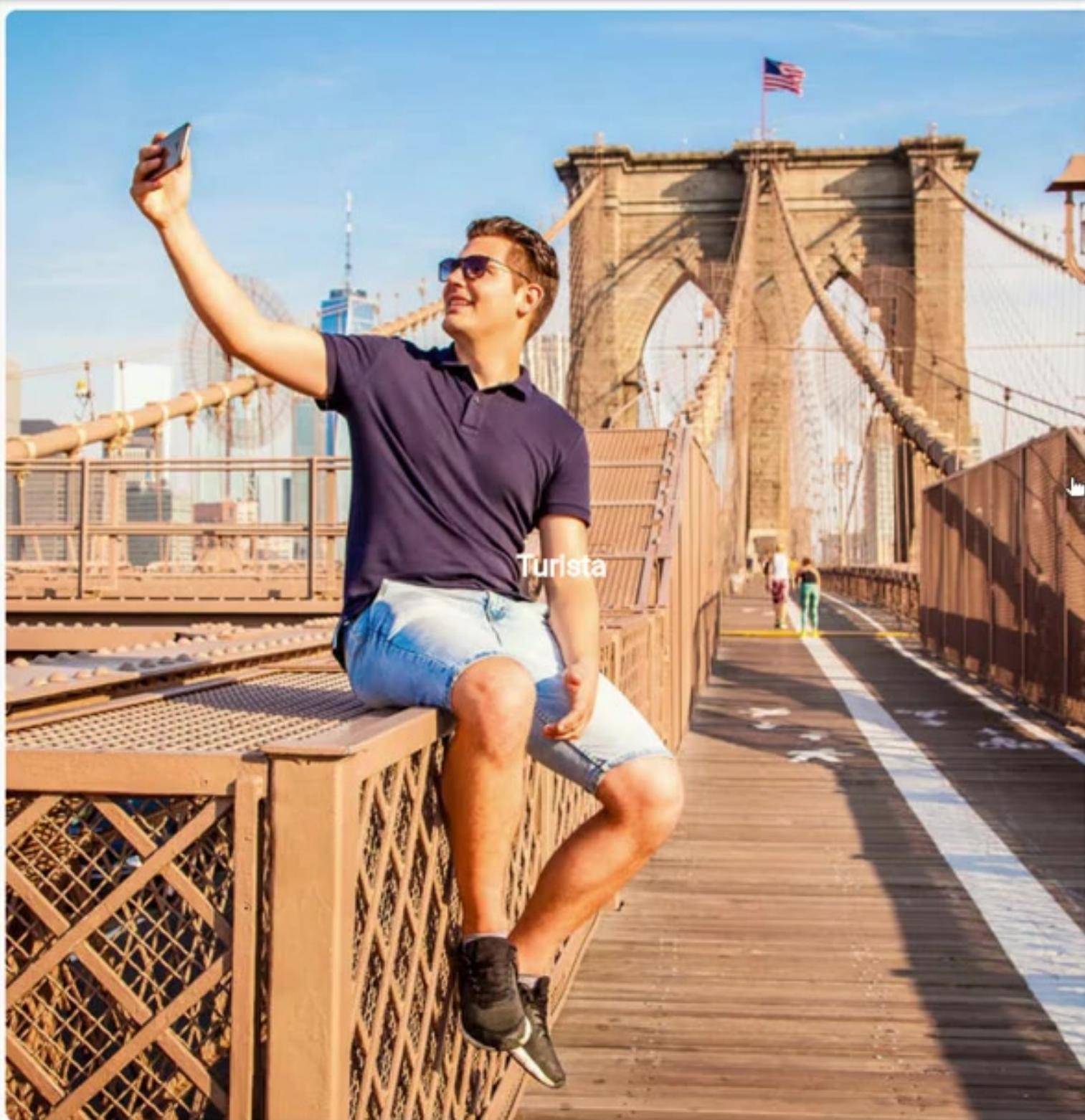


DEMO I

The image is a collage of two photographs. The left photograph shows a man sitting on a wooden railing of the Brooklyn Bridge, taking a selfie with his phone. He is wearing a purple polo shirt, white shorts, and sunglasses. The text "Turista" is overlaid on the bottom left of this image. The right photograph shows a woman sitting at a desk, smiling, while working on a laptop and writing in a notebook. The text "Empresário/a" is overlaid on the bottom left of this image. The top bar of the collage has a blue header with the text "Lusitravel" and a back arrow icon.

DEMO 2

Lusitravel



HEURISTIC EVALUATION LUSITRAVEL

FOLLOWING JAKOB NIELSEN'S
10 USABILITY HEURISTICS FOR USER INTERFACE DESIGN

Issue	Heuristic	Francisco	João	Marta	Median
Search bar leads user to believe that they can insert text, but search dialog shows up instead	Consistency and standards Recognition rather than recall	3	3	2	3
No filters when searching for restaurants	Flexibility and efficiency of use	2	3	3	3
Inability to change language of the website.	Match between system and the real world	2	1	2	2

FUTURE WORK

- Backend integration, including having a database
- Ability for entrepreneurs to see other companies' advertisements
- Possibility to manage advertisements
- Content curation/Ad approval
- Creation of an API that handles ads based on their region



Effort of each group member

- Every member of the group contributed the same

THANK YOU FOR LISTENING!

Don't hesitate to ask any questions!

