

# SUMMATIVE 02

## FOUNDATION CODING

### TIMELINE & MILESTONES

In Week 1 I spent most of the time doing formative research and creating my proposal. This involved stylistic decisions (formed by moodboards and style tiles), competitor research, creating use cases and user flows. Writing the project overview and identifying deliverables for the website were key outcomes this week in order to keep the website's main goals in mind moving forward in its creation. I met all set deadlines this week, and pushed user flows to a position in the process that made more sense.

In Week 2 I moved from designing into coding. I created my design in figma, configured the user flows and moved to creating the foundation of my code. This mostly involved the layout setup of html and scss, along with setting up gulp and ensuring the github repo was created properly and used regularly. I also focused on the slick slider screen transitions, to make sure the MVP would move as expected. I met the deadlines that I'd expected to in this week, and was well prepared to go deeper into javascript coding for week 3.

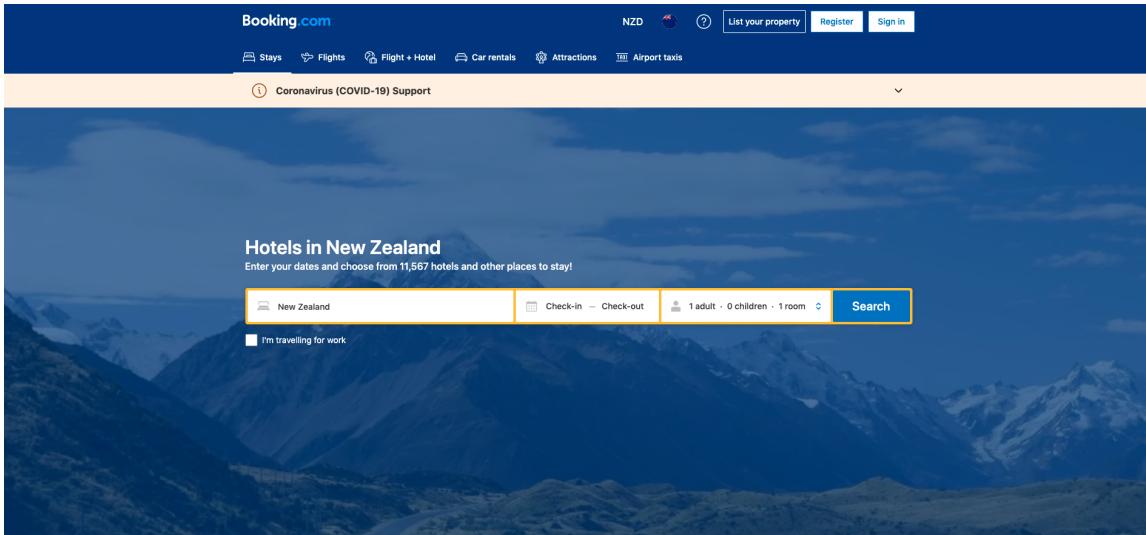
Week 3 I spent coding, fully- functions such as selection of number of people, selection of check-in and check-out dates with the daterangepicker, and setting up the mapbox for accommodation selection that would change depending on the user's selections. These each proved to have their challenges, however coding went fairly successfully. While I wasn't sure how fast to expect functionality to be coded (deadlines were more vague), I was satisfied that the progress I made this week left me in a good spot to finish off my MVP code.

Week 4 was similar to Week 3 in how it was spent fully on coding the app's functionality. As I tested more thoroughly, I was presented with more challenges and small issues to solve, though I managed to push through these obstacles to produce an MVP.

Week 5, the final week, involved cleaning code, validation testing and going over the rubric in detail. I also added a few extras that I thought I wouldn't have time for (images to markers and modal) as I managed to get a little ahead of the deadlines I had set.

# RESEARCH

## COMPETITOR RESEARCH BOOKING.COM



### STRENGTHS

- Simple UI, easy to follow and read
- Clear hierarchy
- Readable fonts
- Effective usage of background image and overlay

### WEAKNESSES

- Possibly a bit too plain
- Colours are quite dull and blend into each other, lacks a good accent colour to draw the eye in

## TRIVAGO

A screenshot of the Trivago website. The header includes the trivago logo, login and menu options, and a currency selector (NZD). The main search bar allows users to enter a destination ('New Zealand'), price range ('Price / night NZ\$900+'), and other filters like property type (All, Hotel, House / Apartment), guest rating (All, 1-5 stars), location (New Zealand), and more filters. Below the search bar is a modal window titled 'Hotels in New Zealand' with three bullet points: '✓ Comprehensive hotel search for New Zealand online', '✓ Find your ideal hotel in New Zealand!', and '✓ Book at the ideal price!'. The main content area displays a grid of hotel listings. The first listing is 'The Dawson' in New Plymouth, rated 4.5 stars, with a price of NZ\$158. The second listing is 'Six On Union' in Rotorua, rated 4.5 stars, with a price of NZ\$95. The third listing is 'Taupo DeBretts' in Taupo, rated 4.5 stars, with a price of NZ\$90. Each listing includes a small image of the hotel, its name, star rating, address, review count, and a 'View Deal' button. To the right of the main content, there is a vertical sidebar with an advertisement for Squarespace: 'Build a website as beautiful as your brand.' and a mobile phone displaying a website. At the bottom right of the sidebar, there is a 'START YOUR FREE TRIAL' button.

## STRENGTHS

- Detailed search bar options
- Tidy grid layout
- Provides fairly detailed hotel overviews right away
- Readable fonts

## WEAKNESSES

- Really busy UI, the eye isn't lead anywhere- it's hard to know where to look
- Colours are very plain, lacks visual engagement

## HOTELS.COM

Your safety is our top priority  
See our travel guidance on COVID-19

Hotels.com™ Rewards

Hotels Hotels in China Linghsui (and vicinity) Hotels

Hotels in Linghsui (and vicinity)

Find a place to stay

New Zealand

Enter a destination or property name

Check-in Check-out

01/06/2021 Tuesday 03/06/2021 Thursday 2 nights

Rooms Adults Children

1 1 0

Aged 16+ 0-17

Show deals

Why book with Hotels.com?

Free cancellation on most hotels\*

Our price guarantee Find out more

Get a reward night for every 10 nights you stay >

Where to stay in Linghsui (and vicinity)?

SEE ALL PROPERTIES

## STRENGTHS

- Process to book is easy to follow, displayed simply
- Website structure is appealing
- Readable fonts

## WEAKNESSES

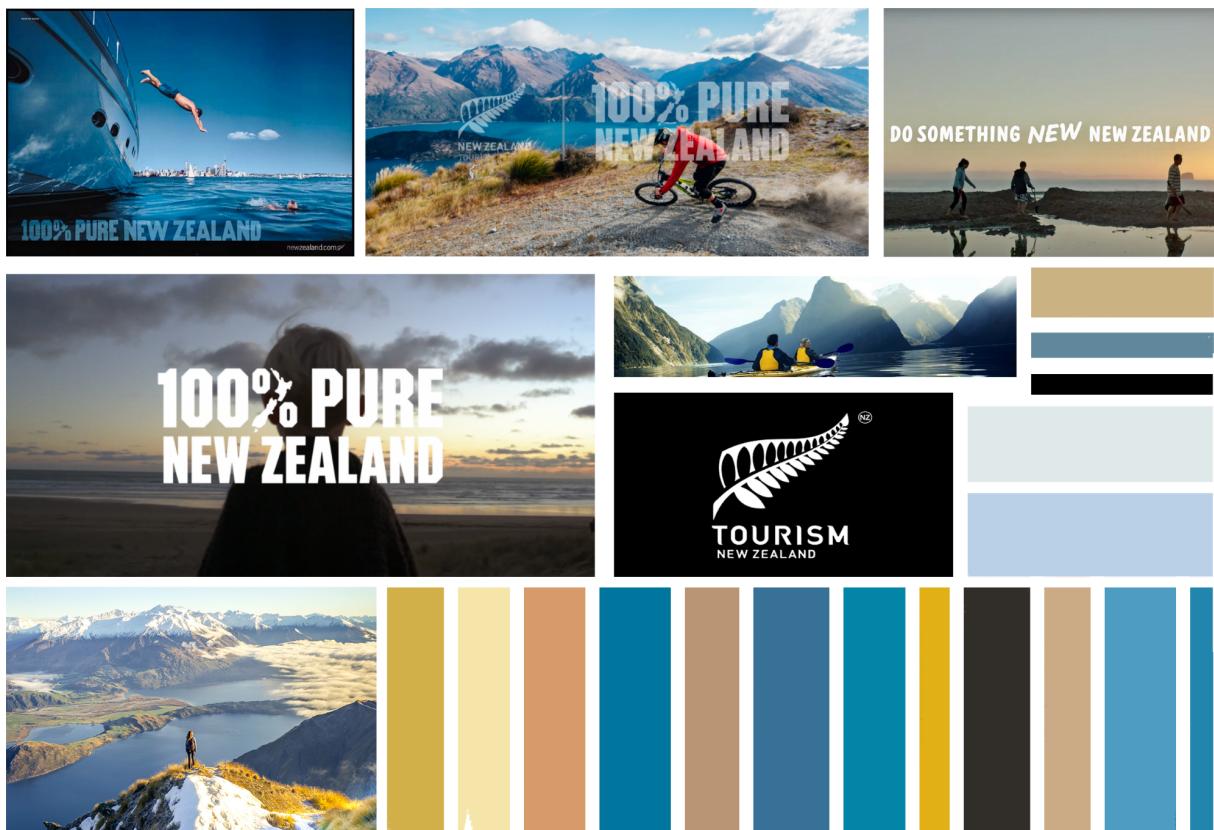
- Hierarchy could be better enforced, font sizes clash with each other
- Colours don't pop, quite bland in design

Overall I found that hotel booking websites placed the most importance on user input fields, placing them either centric or at the top of the page- this is something I should also ensure is emphasized in my own outcome, as it will be the most critical aspect of it. I also found that hotel booking websites tend to stick to quite plain fonts for the sake of readability, which opens an opportunity to explore more exciting fonts in my own outcome as a competitor. When exploring fonts like this, I will still need to take care to ensure that it is still easily readable, as information and content being accessible to the users is of very high importance. One last major element they seemed to have in common was quite bland, plain colour schemes that didn't utilise accent colours, or many colours in general. Despite Tourism New Zealand's own branding being black and white, there is opportunity to

explore and bring a more exciting pop to the website to create more visual interest against competitors.

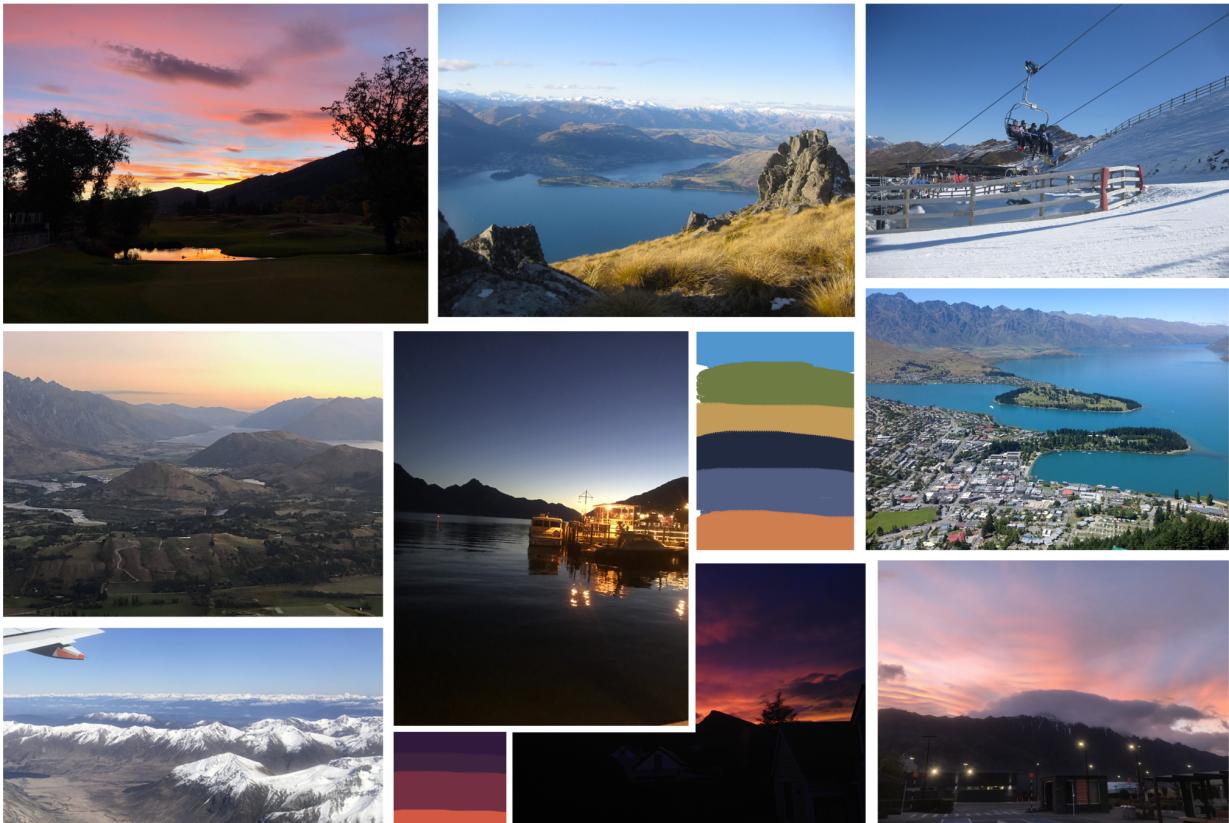
## MOODBOARD & STYLES

I first created a moodboard of Tourism New Zealand's current branding and previous campaign designs in order to get a feel for their stylistic choices and values. When colour picking, due to the promotion of NZ's nature, most of the tones were very muted and natural, including lots of earthy browns and blues.

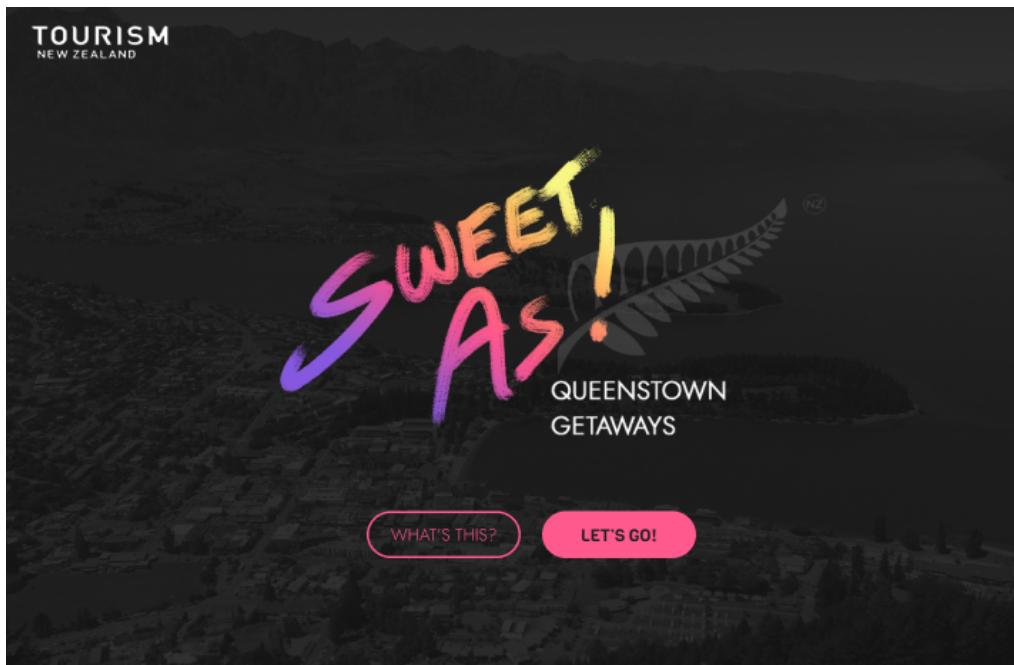


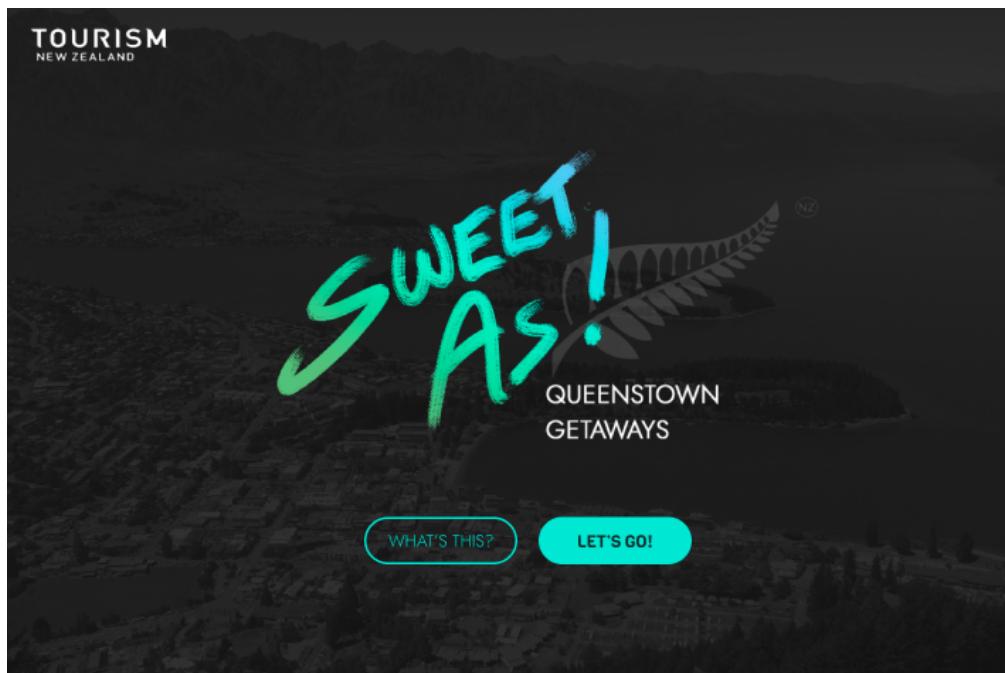
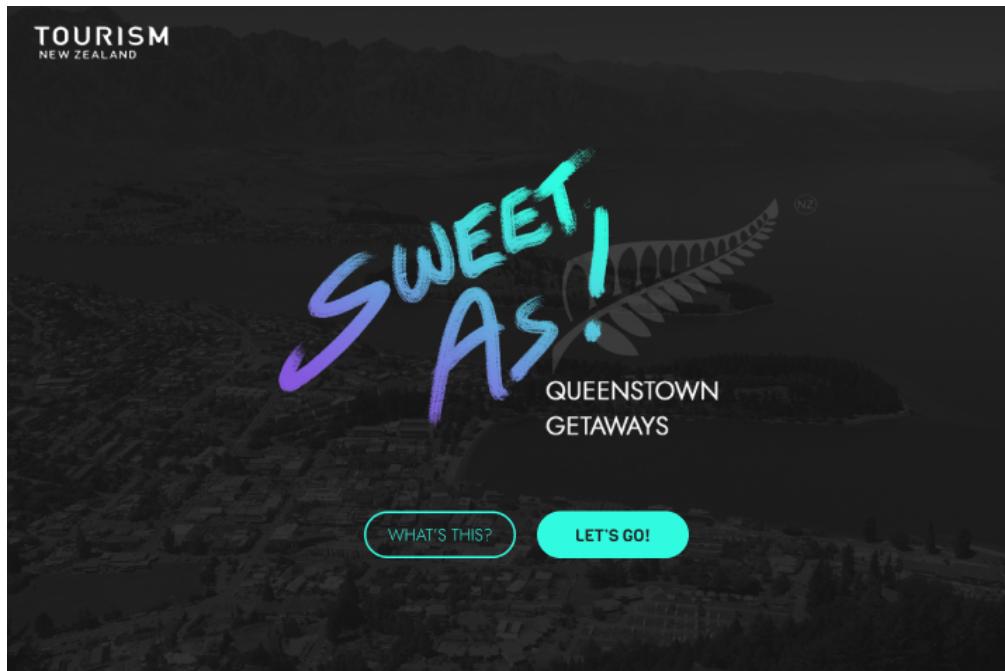
I then created another moodboard of Queenstown specific imagery, photos taken by myself and my Mum. Queenstown itself is very nature-focused, but has a unique charm compared to other places in New Zealand- I found myself wanting to lean more into the night-life of Queenstown and create a campaign that stands out from Tourism New Zealand's previous ones, picking more sunset-type colours alongside the greens and blues

of Queenstown's nature.

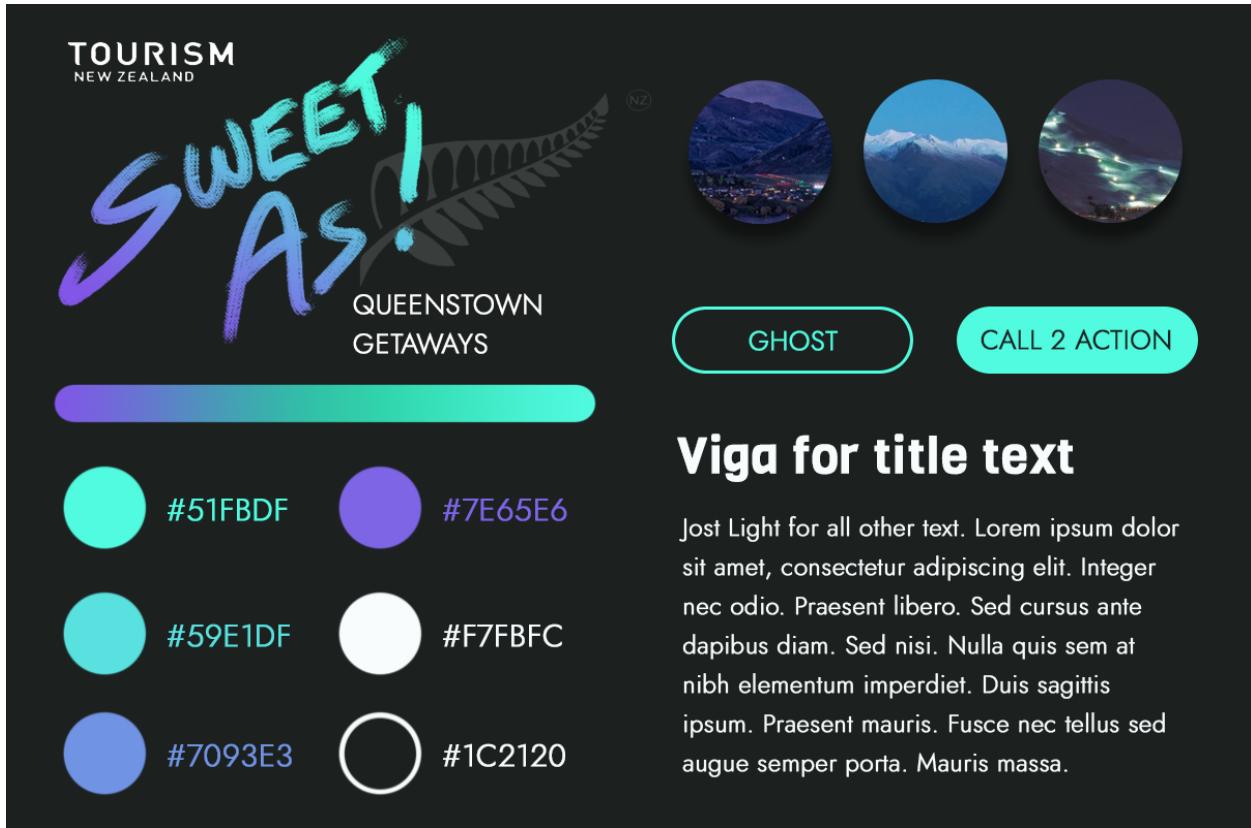


I did a few quick loading screen tests with the night-life style applied, and asked my friends for their favourite of them.





As my friends also grew up in Queenstown, I asked them which scheme most effectively conveyed the night-life of the city, and all friends chose the second one as their favourite. With this style I created a style tile.



**TOURISM  
NEW ZEALAND**

# SWEET AS!

QUEENSTOWN  
GETAWAYS

NZ

GHOST

CALL 2 ACTION

#51FBDF #7E65E6

#59E1DF #F7FBFC

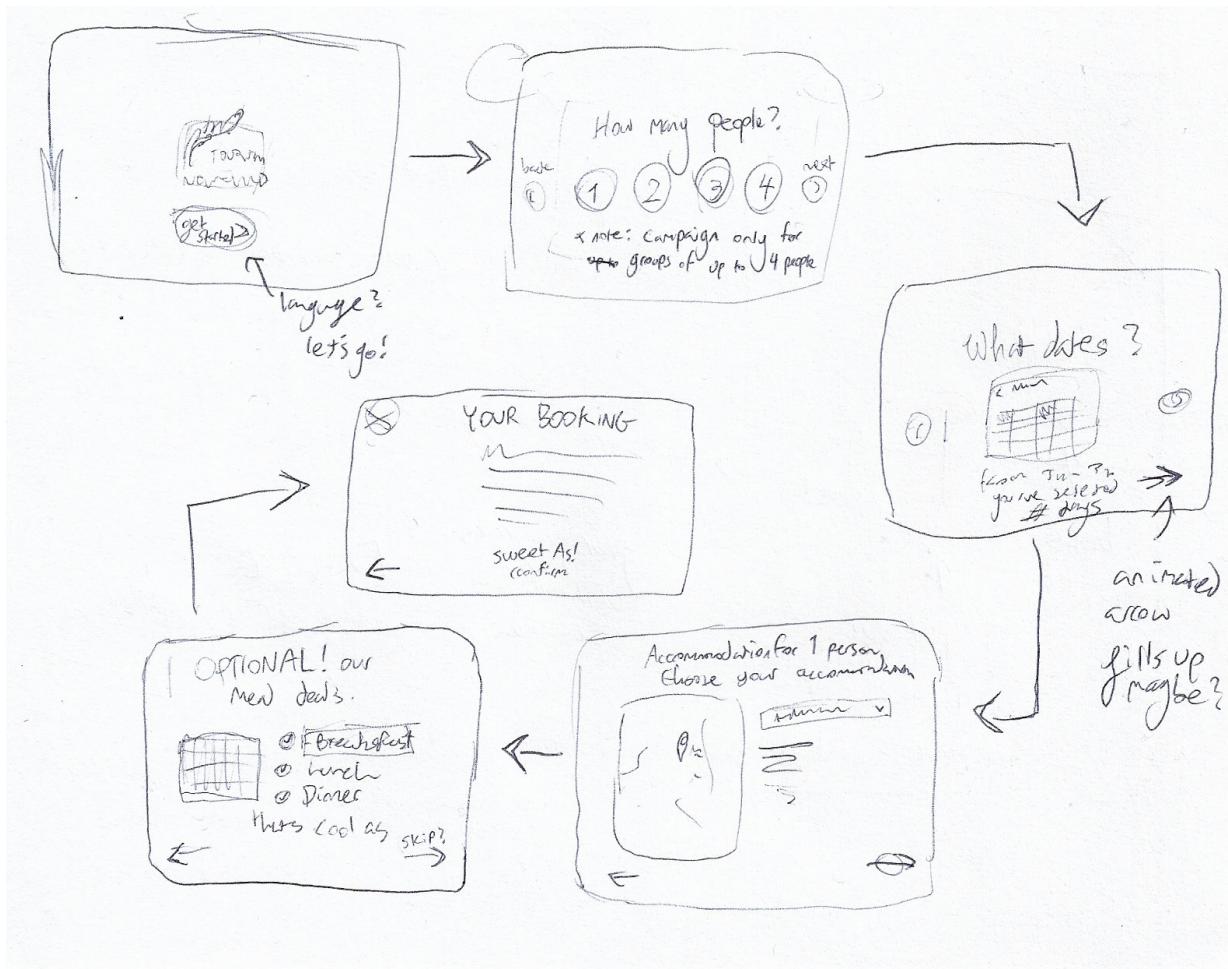
#7093E3 #1C2120

Viga for title text

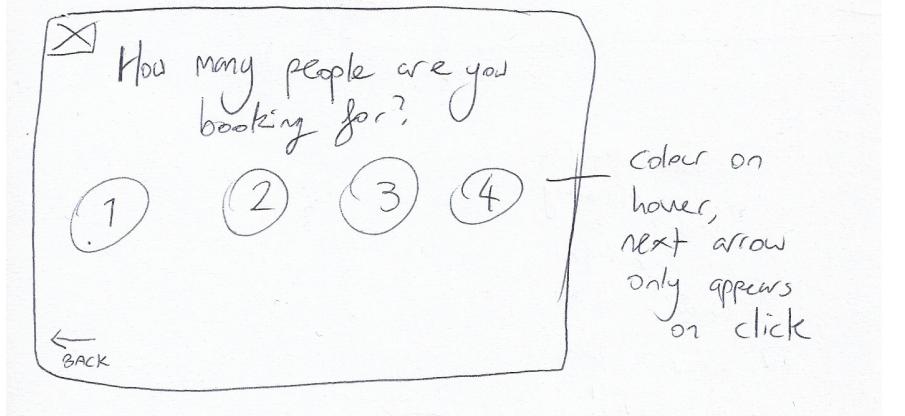
Jost Light for all other text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa.

# DESIGN

## THUMBNAILS



## LO-FIS



OR?

CHECK IN DATE: # JUNE ← BACK

CHECKOUT DATE: # JUNE DAYS: STAYING FROM # JUNE TO # JUNE →  
NOTE: only max of 15 days

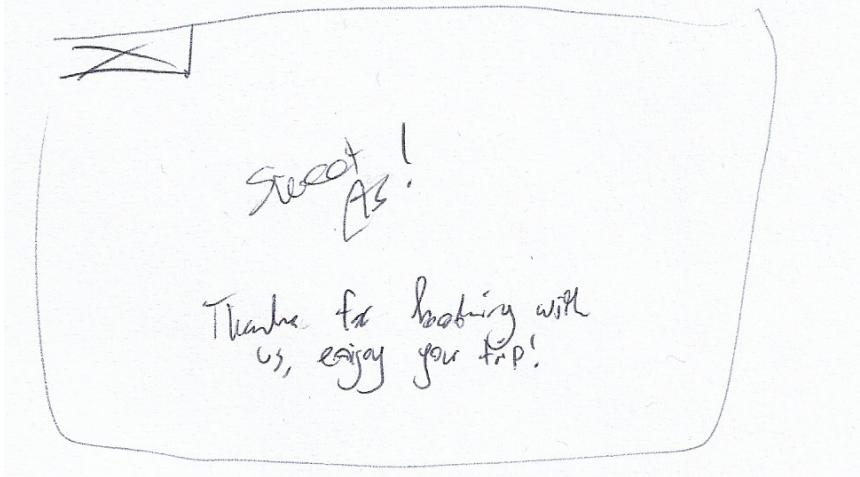
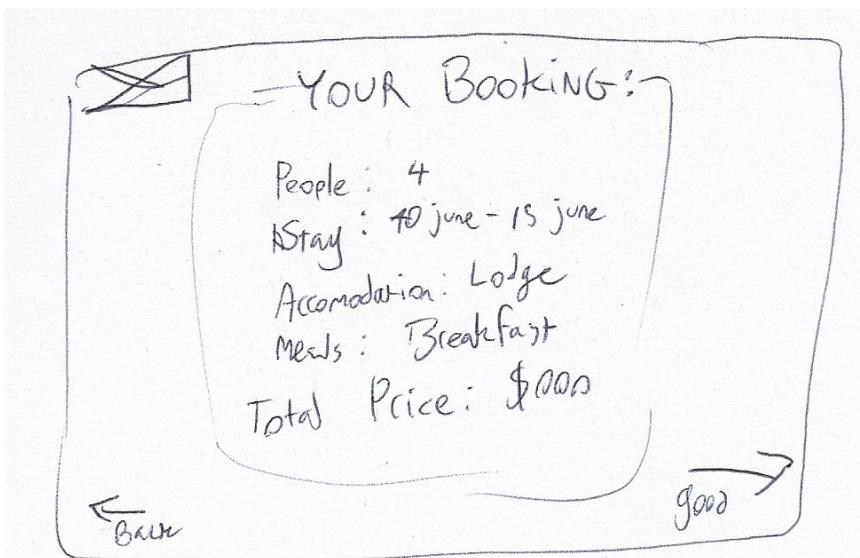
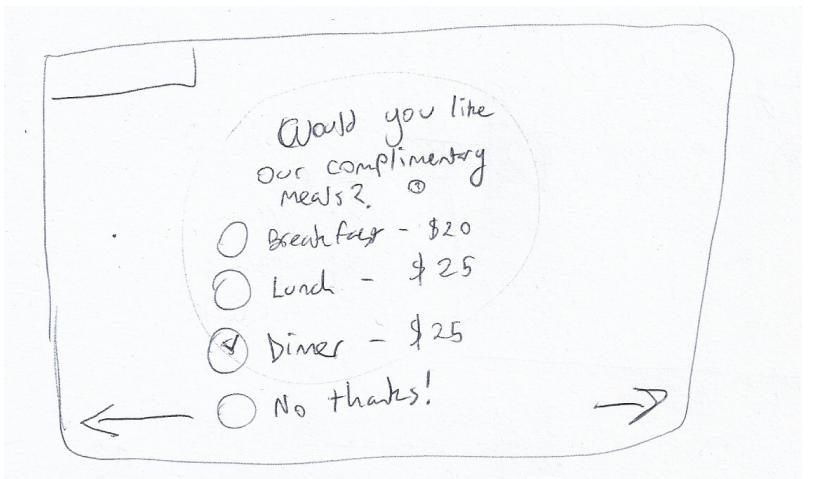
CHECK IN <select> # # ← →

CHECKOUT <select> # # ← →

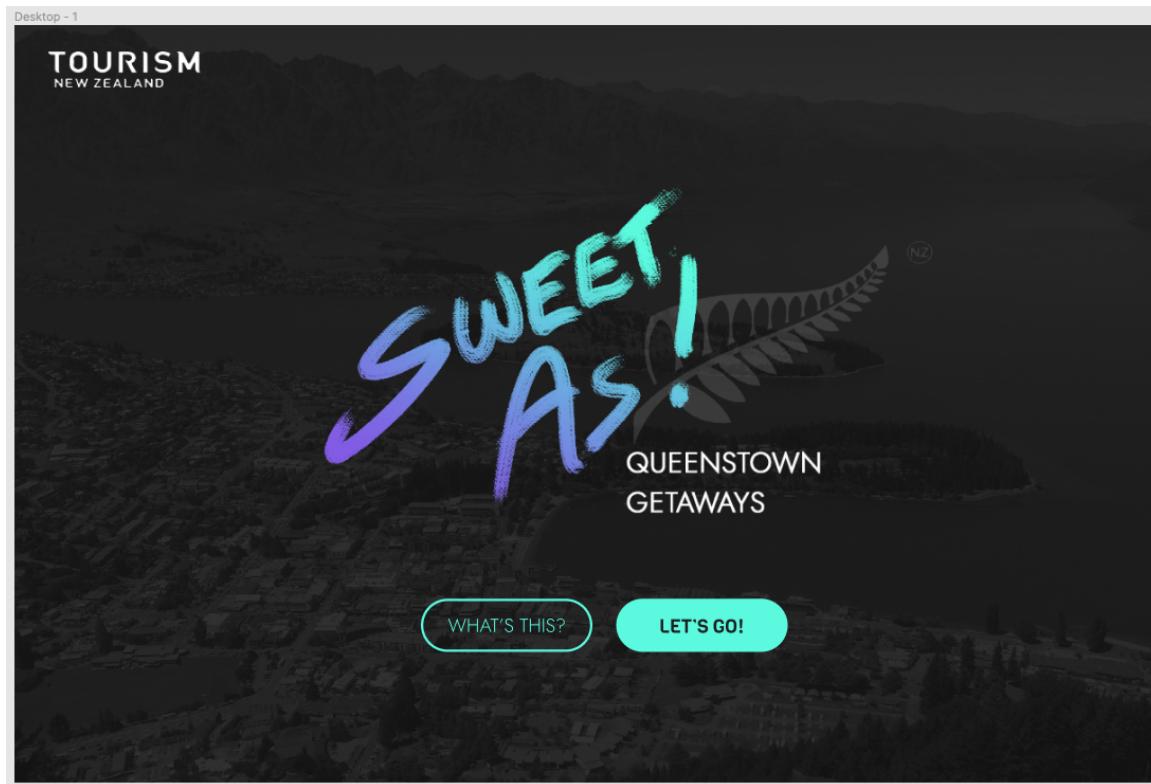
CHOOSE YOUR ACCOMMODATION  
<select> \$100 per night ← →

MAP

Jumps to location on the map.



MED-FIS



Desktop - 4

The page has a dark background. At the top, the "TOURISM NEW ZEALAND" logo is on the left, and the "SWEET AS!" logo is on the right. Below this, the question "How many people are you booking for?" is centered in white text. There are four circular buttons numbered 1, 2, 3, and 4, each in a different color: purple, blue, teal, and cyan respectively. A note at the bottom states: "\*Note: The Sweet As Campaign only accepts 4 travellers booked together maximum." At the bottom left is a "BACK" button with a left arrow, and at the bottom right is a "NEXT" button with a right arrow.

Desktop - 5

**TOURISM  
NEW ZEALAND**

**SWEET AS!**  
QUEENSTOWN  
GETAWAYS

**Select Check-In date:**

October 2021 > < >

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Select Check-Out date:**

October 2021 > < >

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

\*Note: The Sweet As Campaign only accepts 15 days booked maximum. Keep your trips sweet!

You have selected 5 days. From Oct 22 to Oct 26.

BACK ←

NEXT →

Desktop - 6

**TOURISM  
NEW ZEALAND**

**SWEET AS!**  
QUEENSTOWN  
GETAWAYS

**Choose your accommodation**

Arrowtown Lodge ▾

map

\$30 per night

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero.

NEARBY ATTRACTIONS

- Lorem
- Ipsum
- Dolor
- Sit Amet

BACK ←

NEXT →

Desktop - 7

**TOURISM  
NEW ZEALAND**

**SWEET AS!**  
QUEENSTOWN  
GETAWAYS

## Would you like our complimentary meals?

For the first day of your trip, we offer meals day-round. Select those you'd like!

- Breakfast - \$20
- Lunch - \$25
- Dinner - \$25
- No thanks!

**BACK** ← **NEXT** →

Desktop - 8

**TOURISM  
NEW ZEALAND**

**SWEET AS!**  
QUEENSTOWN  
GETAWAYS

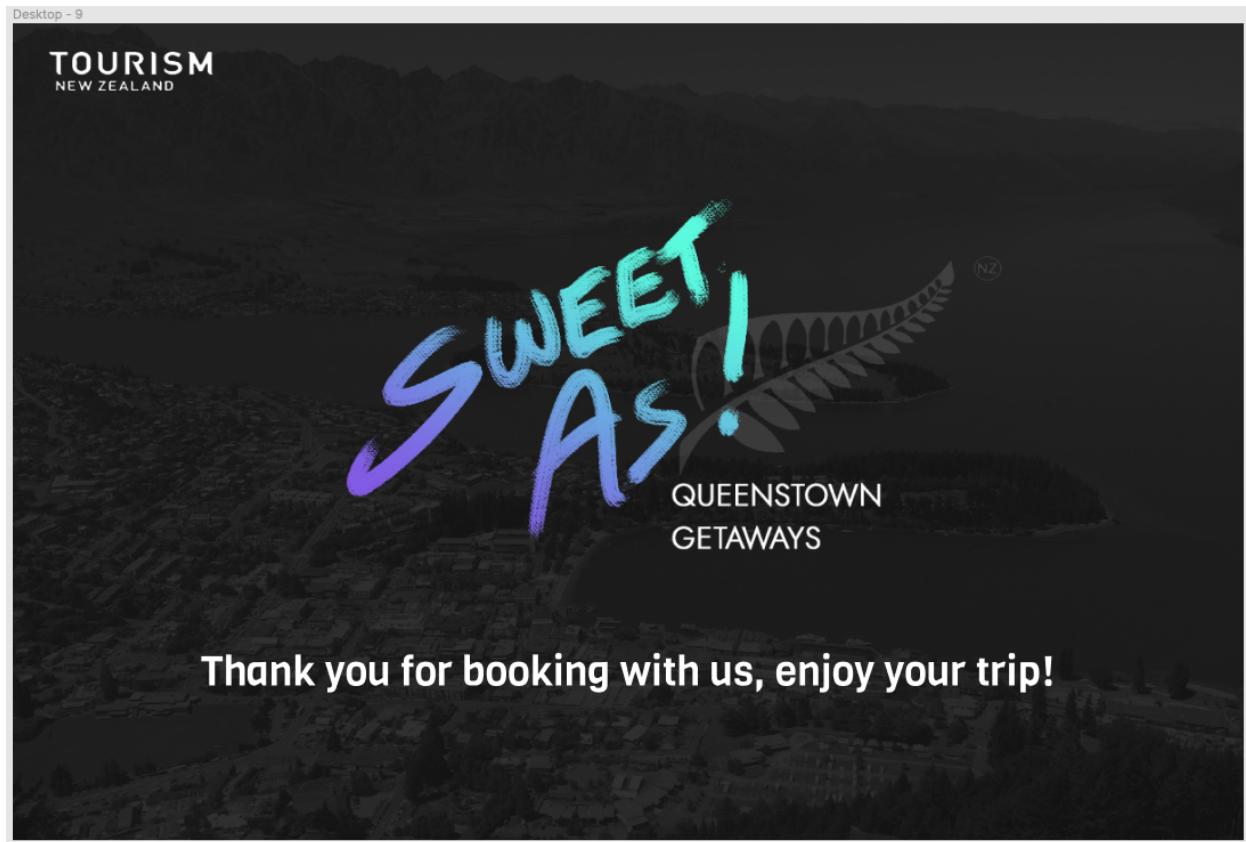
## Your Booking - Review

- 4 People Travelling
- Staying from 22 October to 26 October (5 Nights)
- Accommodation: Arrowtown Lodge
- No complimentary meals

Total price: \$150

Click Next to confirm your booking!

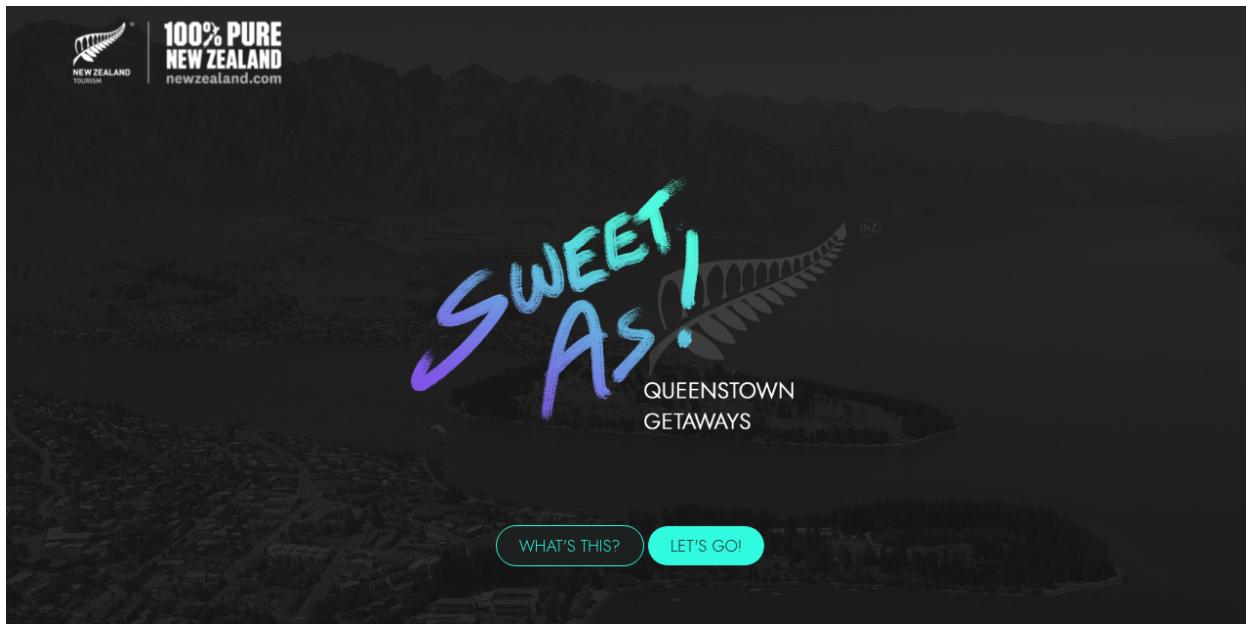
**BACK** ← **NEXT** →



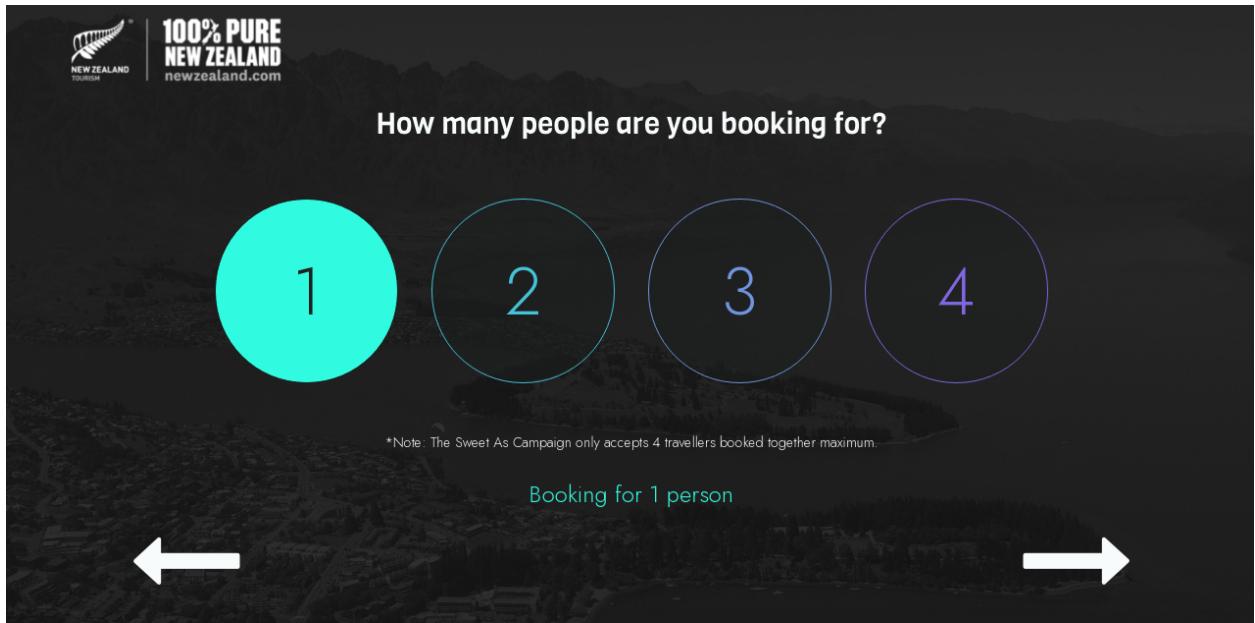
[Figma Link](#)

## FINAL FLOWS

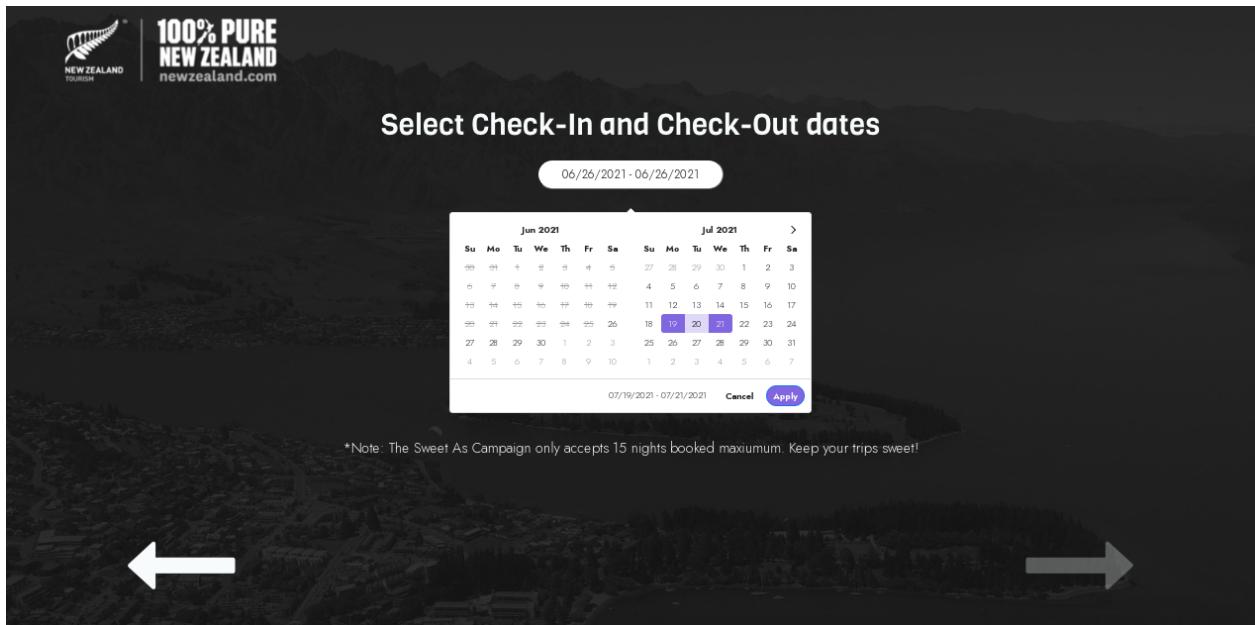
### CASE 01 - SKY



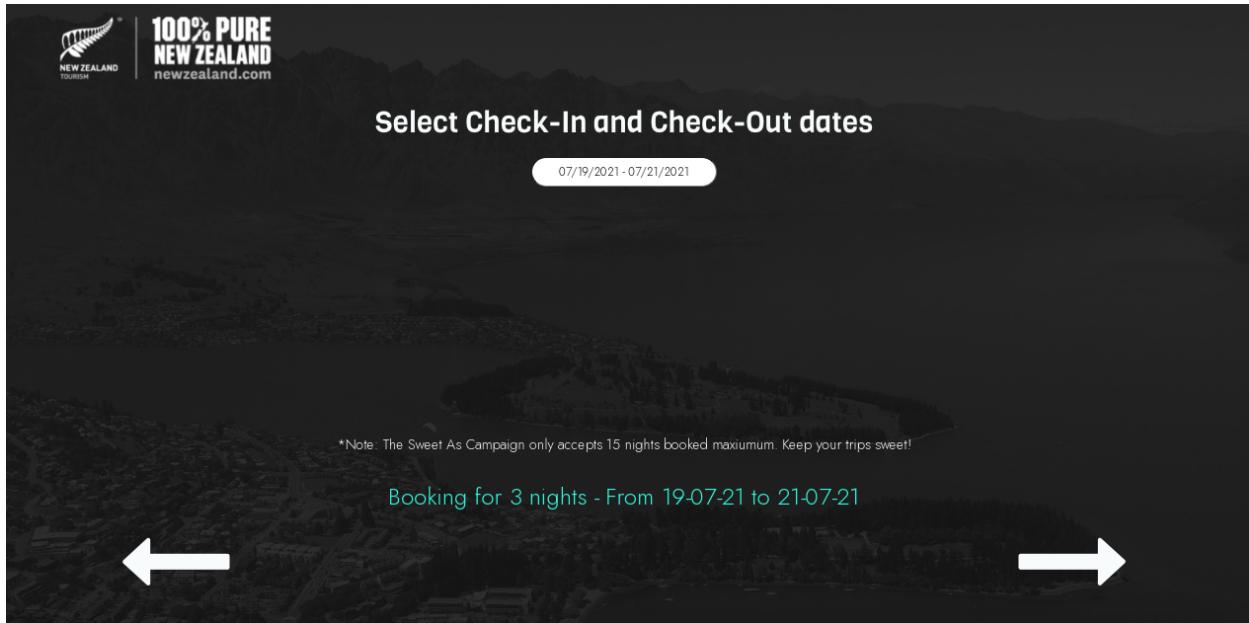
Clicks "lets go"



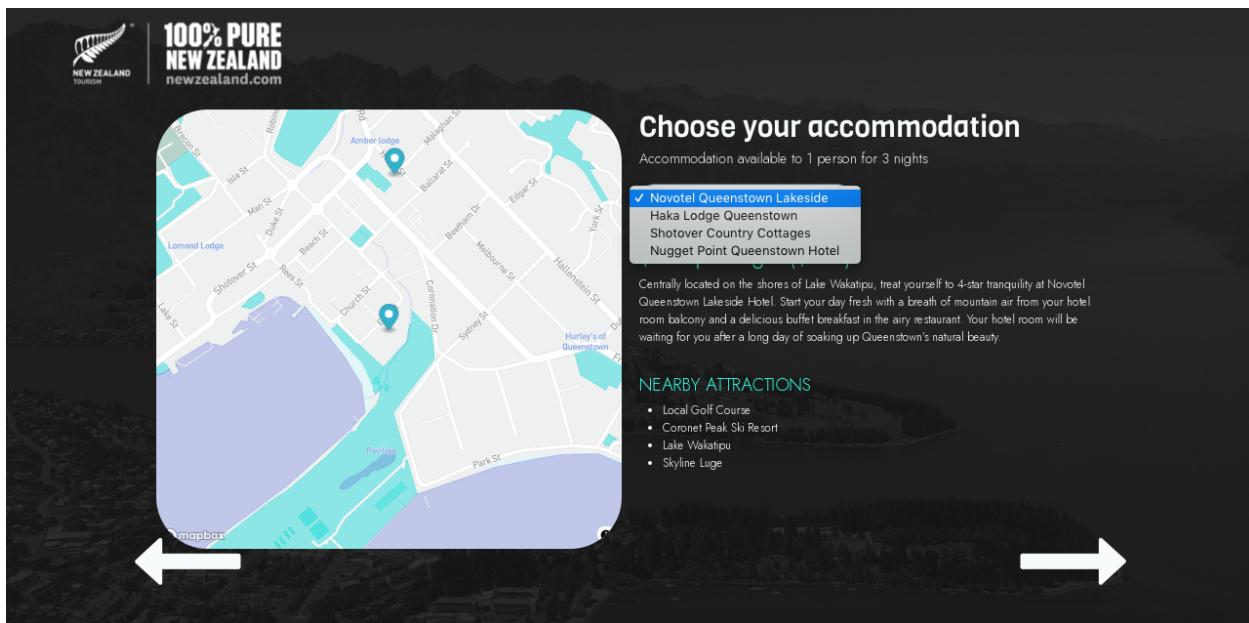
Clicks 1, then the next arrow.



Clicks on the dates to change them, selects 3 days and clicks apply.



Checks the message is accurate (booking for 3 nights and dates to confirm), then clicks the next arrow.



Clicks through each location to check prices and nearby attractions, chooses the one that suits him best.

**Choose your accommodation**

Accommodation available to 1 person for 3 nights

Novotel Queenstown Lakeside ▾

**\$157 per night (\$471)**

Centrally located on the shores of Lake Wakatipu, treat yourself to 4-star tranquility at Novotel Queenstown Lakeside Hotel. Start your day fresh with a breath of mountain air from your hotel room balcony and a delicious buffet breakfast in the airy restaurant. Your hotel room will be waiting for you after a long day of soaking up Queenstown's natural beauty.

**NEARBY ATTRACTIONS**

- Local Golf Course
- Coronet Peak Ski Resort
- Lake Wakatipu
- Skyline Luge

← →

Clicks next arrow.

**Would you like our complimentary meals?**

For the first day of your trip, we offer meals day-round. Select those you'd like!

Breakfast - \$20

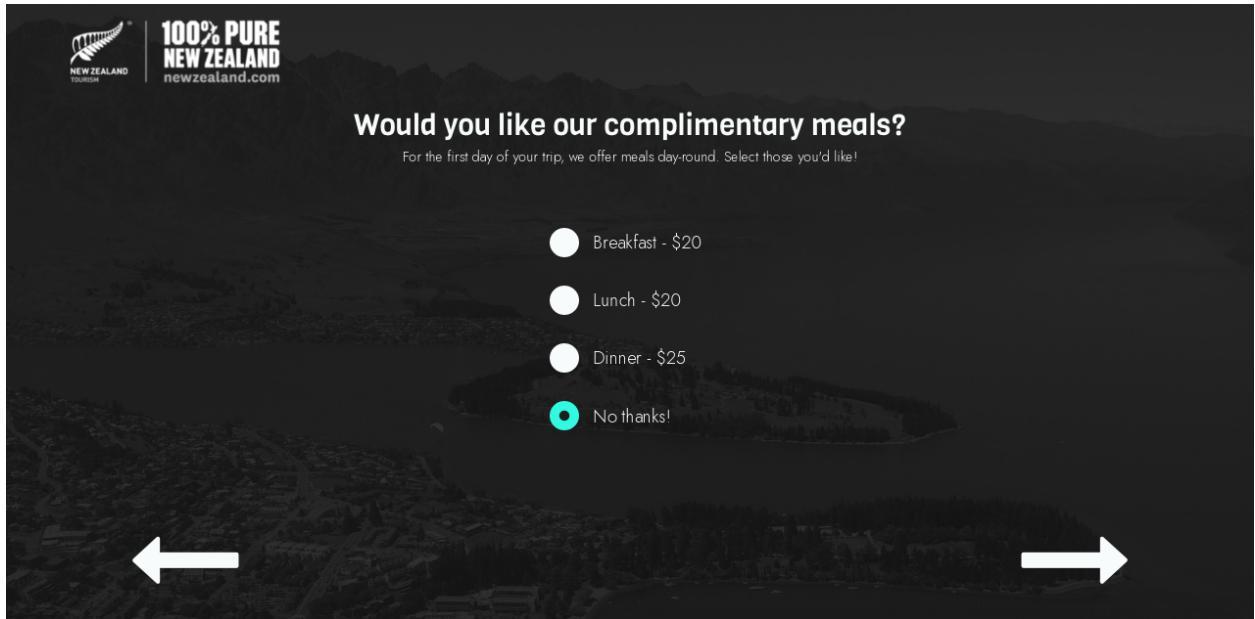
Lunch - \$20

Dinner - \$25

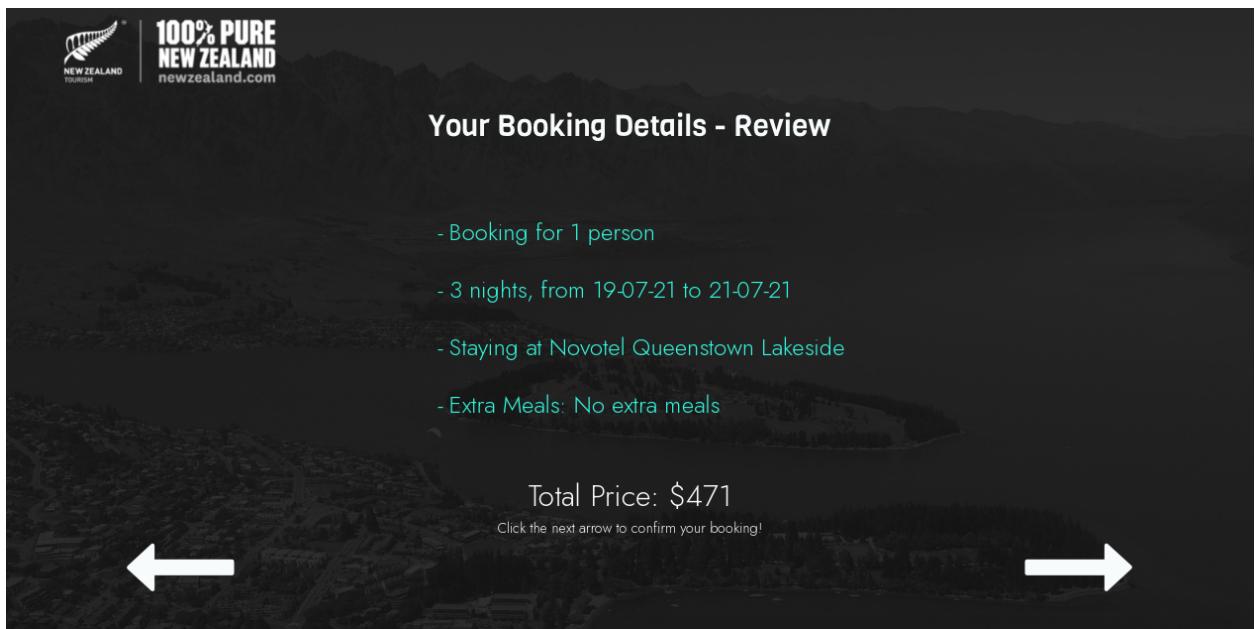
No thanks!

← →

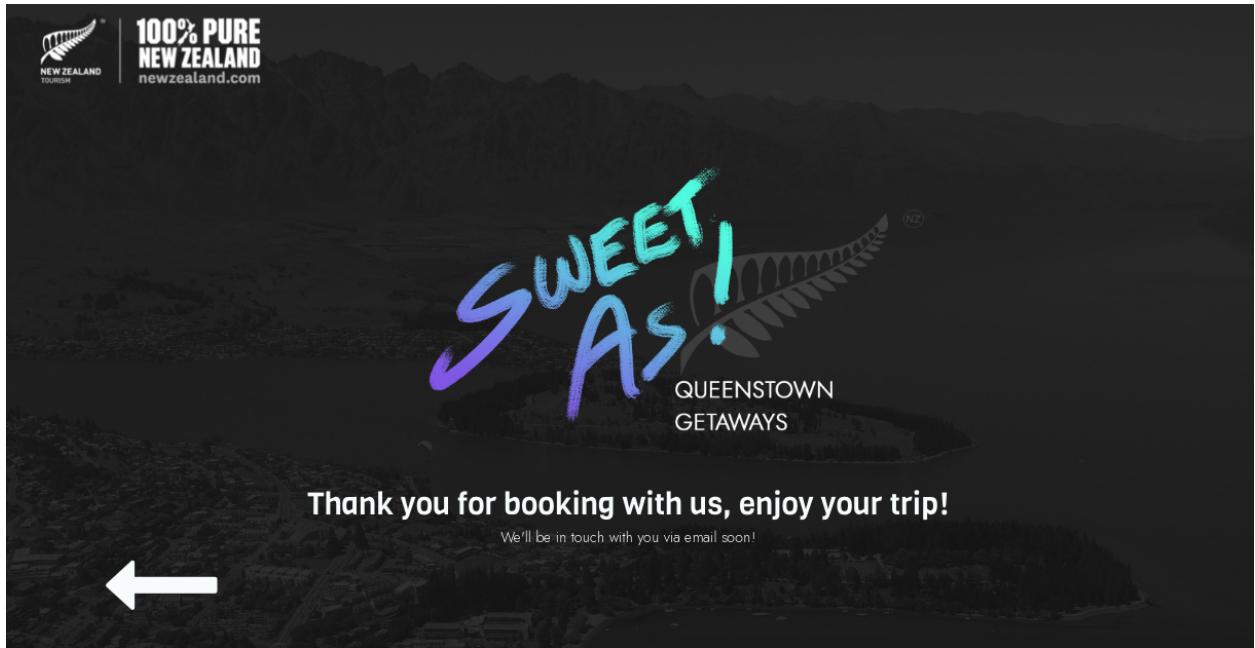
Clicks 'No thanks!'



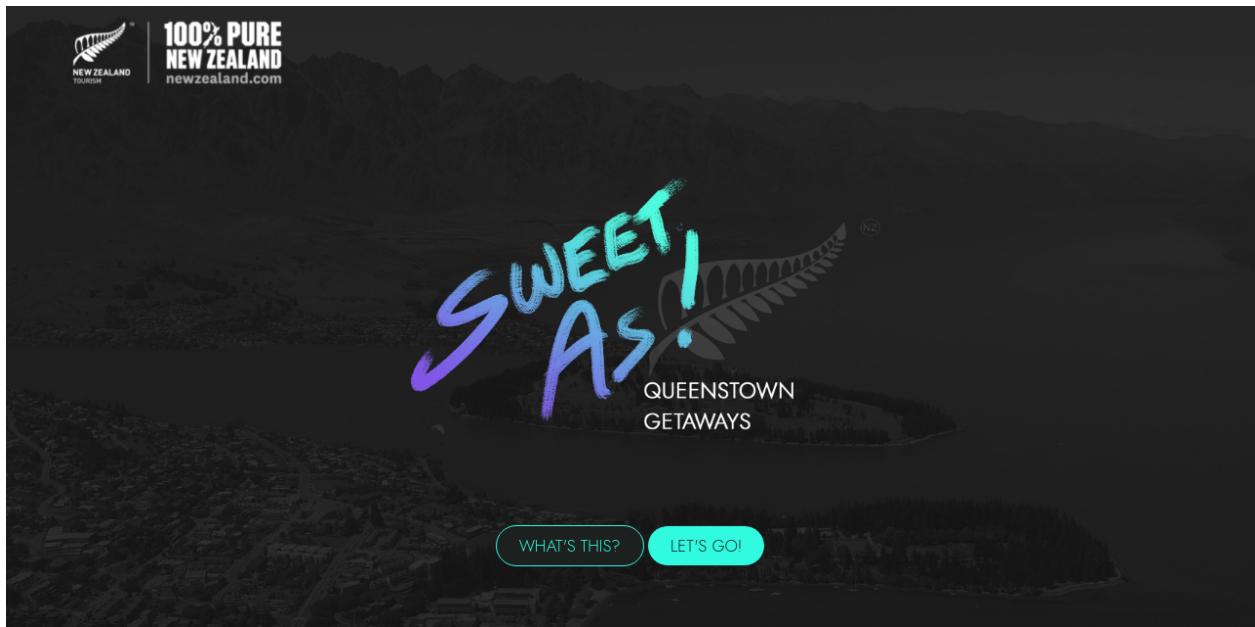
Clicks next arrow.



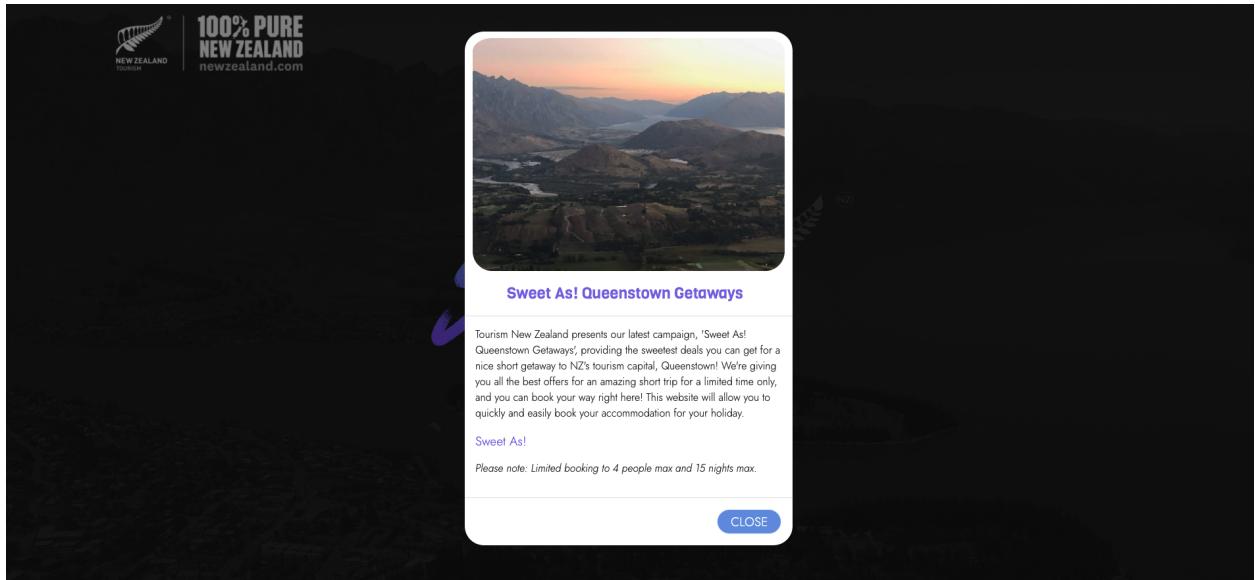
Reviews details to ensure they're all correct, clicks next arrow once again to confirm.



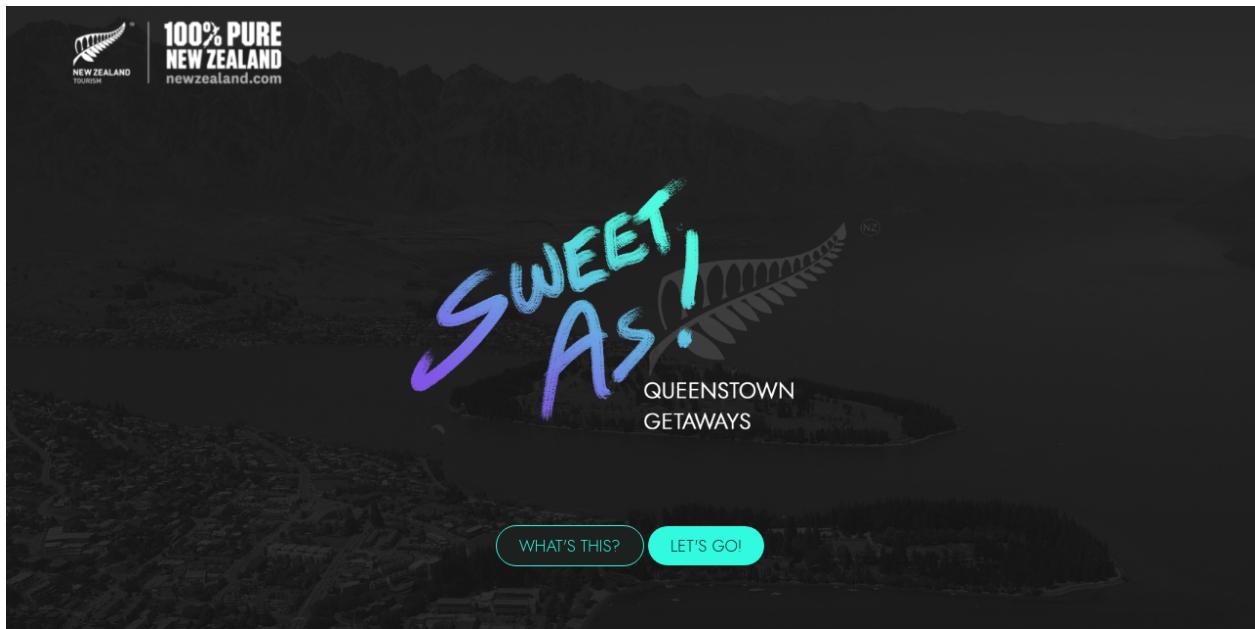
## CASE 02 - MIRANDA



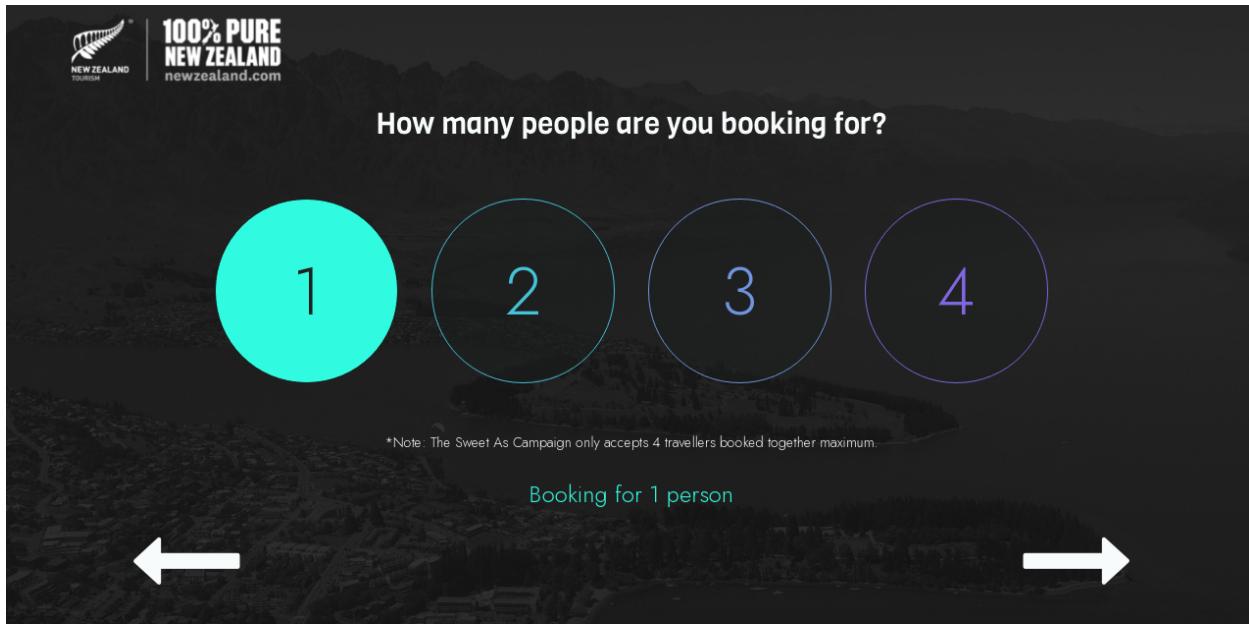
Clicks "What's This?"



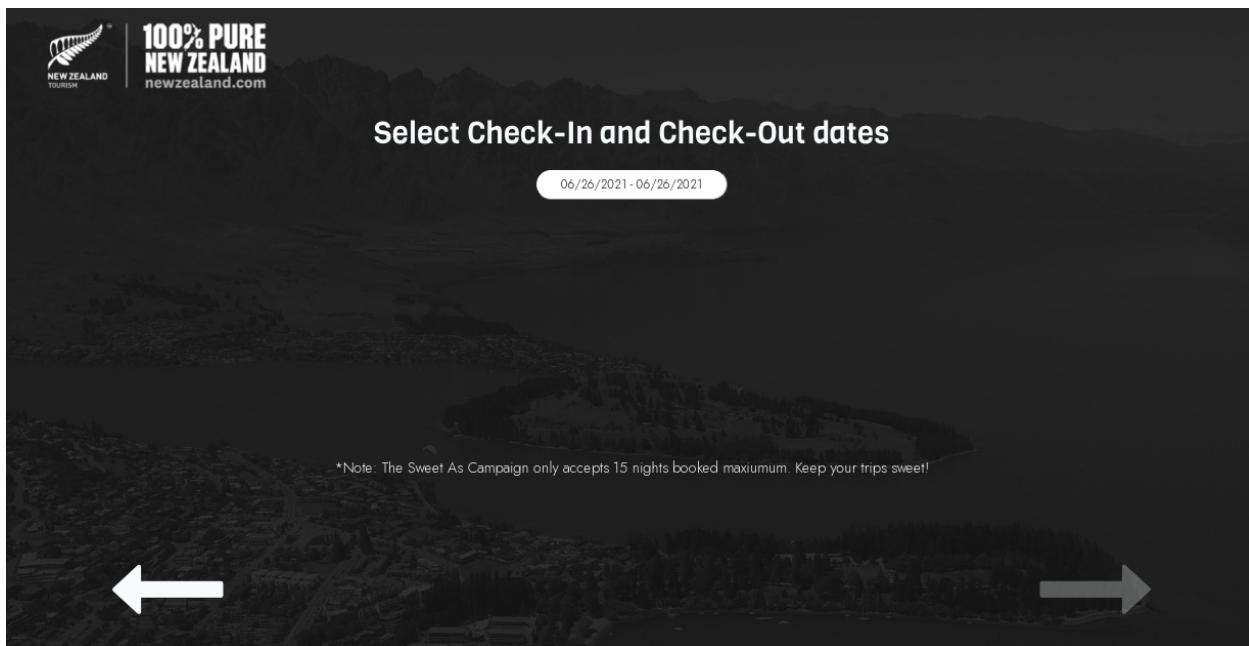
Reads modal, clicks 'Close'



Clicks 'let's go!'



Clicks 1, reads the output feedback then clicks the next arrow too fast.



Clicks the back arrow.



How many people are you booking for?

1

2

3

4

\*Note: The Sweet As Campaign only accepts 4 travellers booked together maximum.

Booking for 2 people



Clicks 2 then the next arrow.



Select Check-In and Check-Out dates

09/20/2021 - 09/24/2021

Aug 2021							Sep 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	31	29	30	31	1	2	3	4
1	2	3	4	5	6	7	5	6	7	8	9	10	11
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30	1	2
29	30	31	1	2	3	4	3	4	5	6	7	8	9

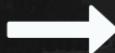
09/20/2021 - 09/24/2021

Cancel

Apply

\*Note: The Sweet As Campaign only accepts 15 nights booked maximum. Keep your trips sweet!

Booking for 5 nights - From 20-09-21 to 24-09-21



Selects the 5 days her son is at camp for, clicks apply, clicks the next arrow.

The screenshot shows a travel booking interface. At the top left is the New Zealand Tourism logo and the "100% PURE NEW ZEALAND" branding with the website "newzealand.com". Below this is a map of a residential area with several streets labeled: Tucker Beach Rd, Healecot Ln, Portree Dr, Lower Shotover Bridge, and Mapbox Dr. A blue location pin marks "Manata Lodge". A large white arrow points to the right at the bottom of the map.

**Choose your accommodation**

Accommodation available to 2 people for 5 nights

Manata Lodge

**\$90 per night (\$450)**

Manata Homestead & Lodge is nestled in the heart of Wakatipu Basin with stunning views of Coronet Peak and the Remarkables. Our beautiful property contains a large 4-bedroom house and 4 self-contained apartments. Manata is perfect for groups of families or friends, small weddings, after wedding BBQ's, family celebrations, ski teams, hiking groups, golfers, family reunions and tour groups.

**NEARBY ATTRACTIONS**

- Shotover River
- The Remarkables Ski Area
- Five Mile Shopping Centre
- Coronet Peak Ski Area

A large white arrow points to the right at the bottom right of the page.

Spends time looking through the map, chooses the accommodation she likes the best and clicks the next arrow.

The screenshot shows a travel booking interface. At the top left is the New Zealand Tourism logo and the "100% PURE NEW ZEALAND" branding with the website "newzealand.com". Below this is the heading "Would you like our complimentary meals?" followed by the subtext "For the first day of your trip, we offer meals day-round. Select those you'd like!"

Breakfast - \$20

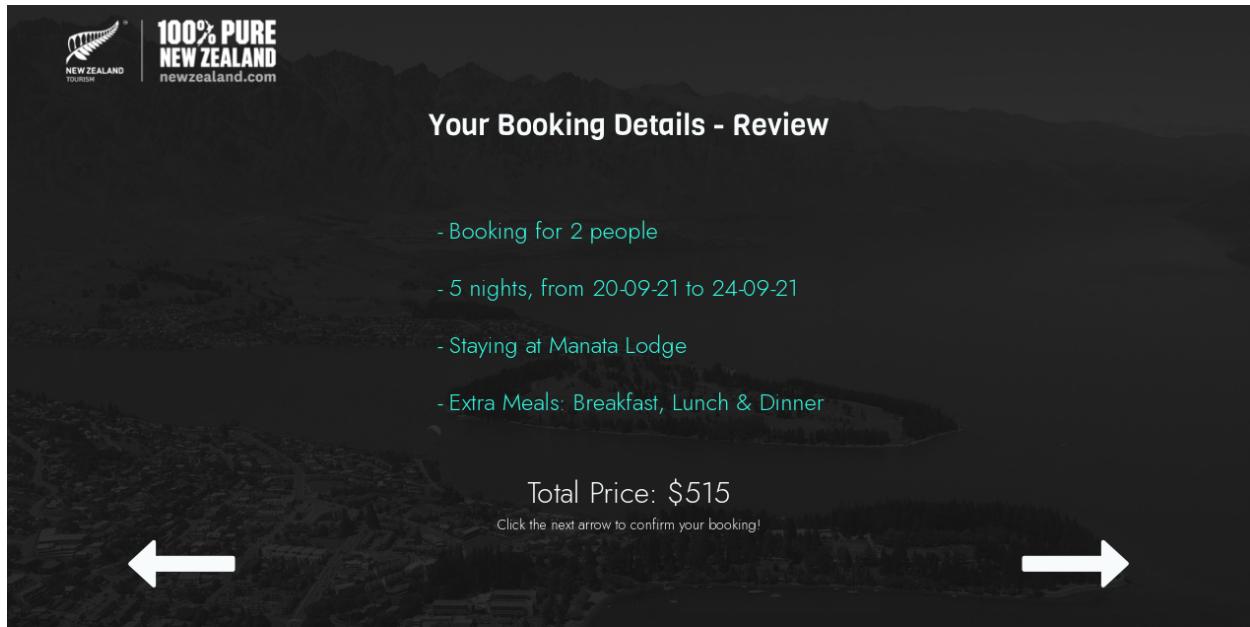
Lunch - \$20

Dinner - \$25

No thanks!

A large white arrow points to the right at the bottom of the page.

Selects all extra meals and clicks the next arrow.

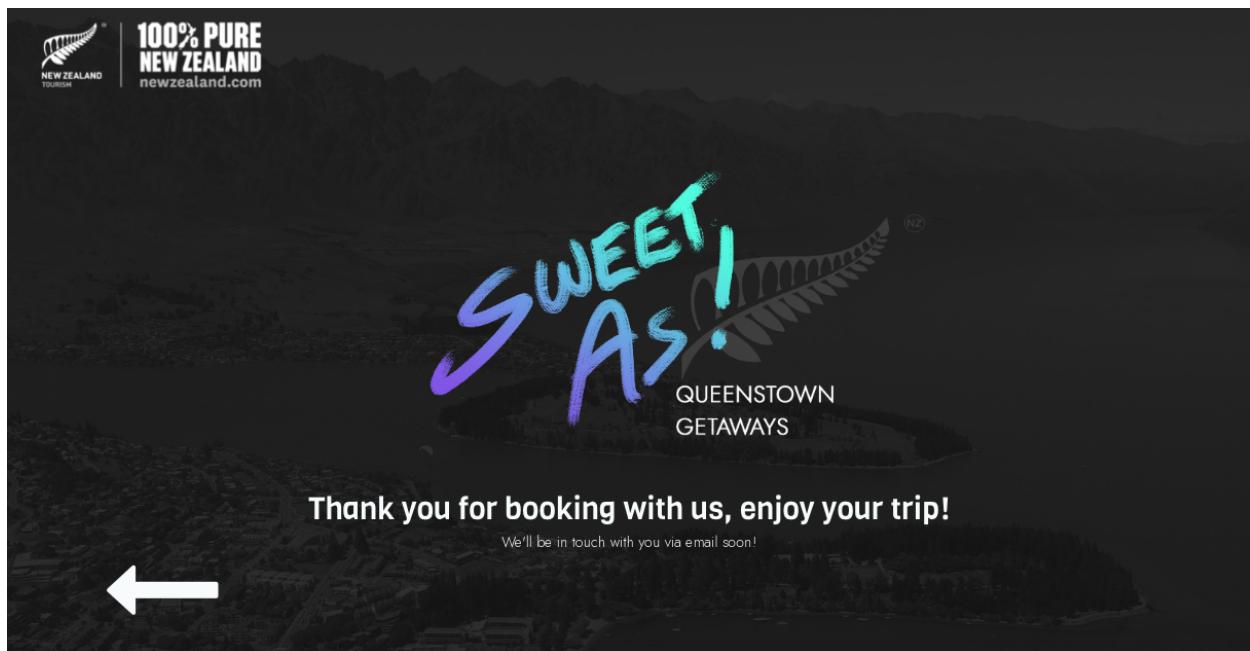


The screenshot shows a booking review page for New Zealand tourism. At the top left is the New Zealand Tourism logo with the slogan "100% PURE NEW ZEALAND" and the website "newzealand.com". The main title "Your Booking Details - Review" is centered at the top. Below it, there is a list of booking details:

- Booking for 2 people
- 5 nights, from 20-09-21 to 24-09-21
- Staying at Manata Lodge
- Extra Meals: Breakfast, Lunch & Dinner

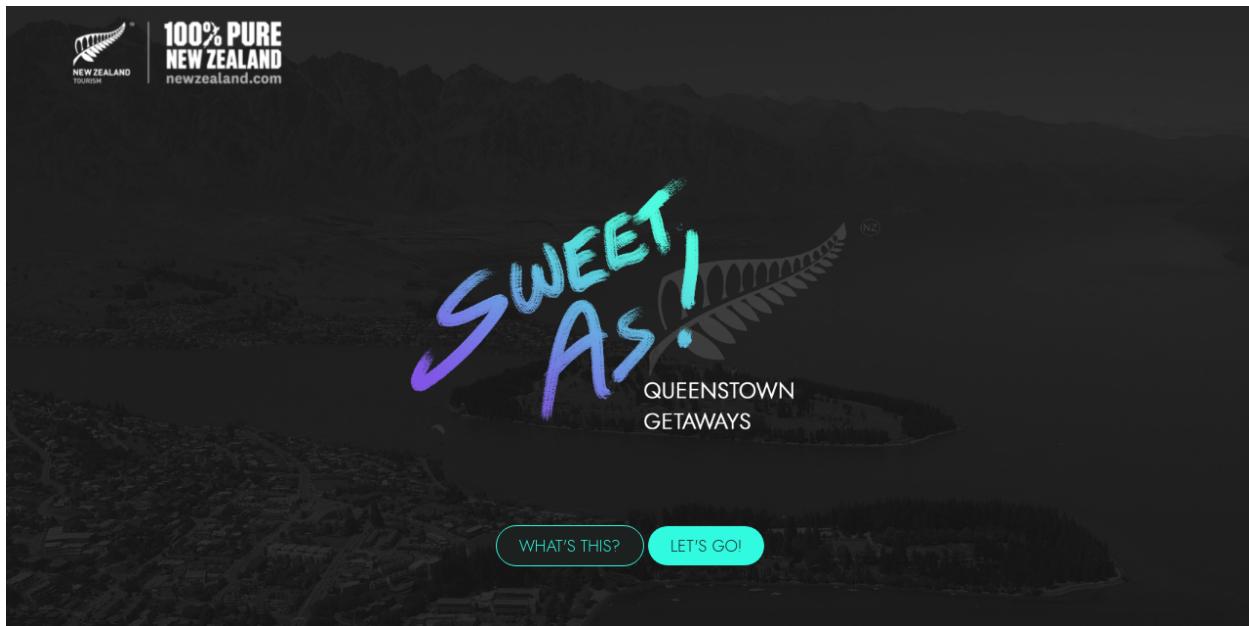
In the center, the total price is displayed as "Total Price: \$515". Below the price is a small instruction: "Click the next arrow to confirm your booking!". On either side of the instruction are large white arrows pointing left and right, indicating navigation between screens.

Reviews all details are correct then clicks the next arrow to be met with a confirmation screen.

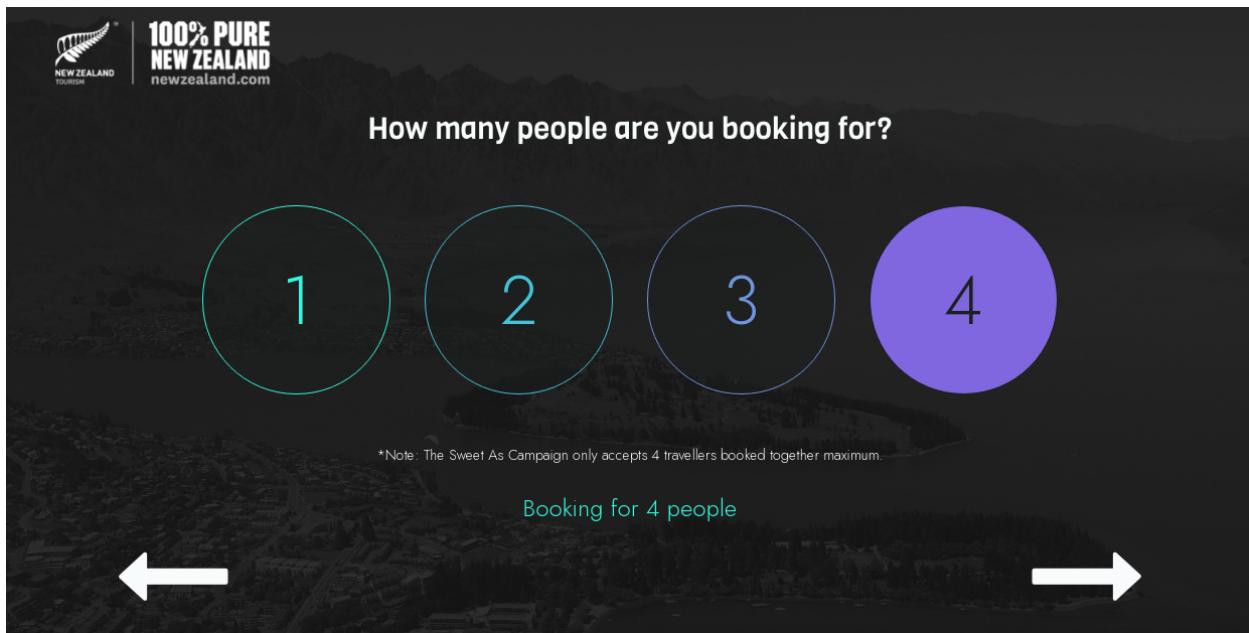


The screenshot shows a confirmation screen. At the top left is the New Zealand Tourism logo with the slogan "100% PURE NEW ZEALAND" and the website "newzealand.com". The central focus is a large, stylized, colorful text graphic reading "SWEET AS!" with a silver fern leaf integrated into the letter "A". Below this graphic, the text "QUEENSTOWN GETAWAYS" is visible. At the bottom, a message reads "Thank you for booking with us, enjoy your trip!" followed by a smaller note: "We'll be in touch with you via email soon!". On either side of the central text area are large white arrows pointing left and right, indicating navigation between screens.

## CASE 03 - MICAH



Clicks 'let's go!'



Realises 4 people is the maximum, so selects to book for 4 people. Clicks the next arrow.

**Select Check-In and Check-Out dates**

07/12/2021 - 07/18/2021

Jun 2021					Jul 2021								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5	27	28	29	30	1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	28	29	30	31			
27	28	29	30	1	2	3	25	26	27	28	29	30	31
4	5	6	7	8	9	10	1	2	3	4	5	6	7

07/12/2021 - 07/18/2021 Cancel Apply

\*Note: The Sweet As Campaign only accepts 15 nights booked maximum. Keep your trips sweet!

Booking for 7 nights - From 12-07-21 to 18-07-21

Selects a week's worth of the school holidays, clicks apply. Checks it's correct then clicks the next arrow.

**Choose your accommodation**

Accommodation available to 4 people for 7 nights

Nugget Point Queenstown Hotel

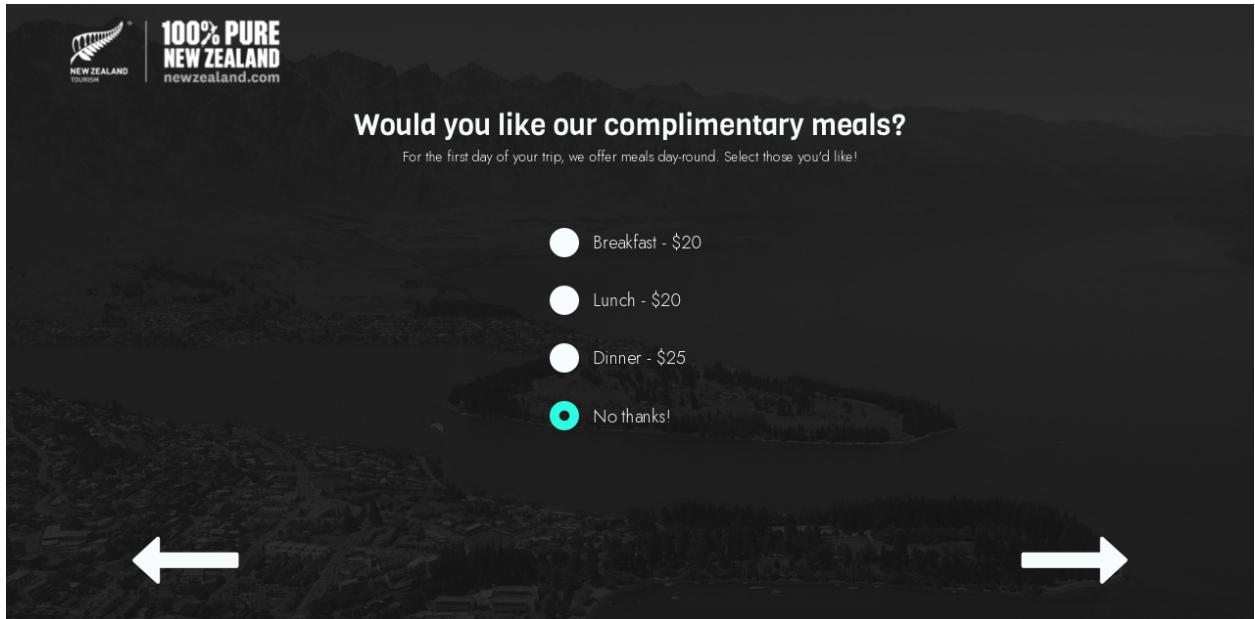
**\$139 per night (\$973)**

Nugget Point, a THC Group Hotel, is located in Arthur's Point, New Zealand. The closest hotel to the stunning Coronet Peak Ski Area, within easy reach of central Queenstown, this property will allow you to experience this destination in a unique and unforgettable way. Our secluded location offers you peace and tranquility to relax during your stay, while also allowing you to enjoy the buzz of central Queenstown – just a 7 minute drive away.

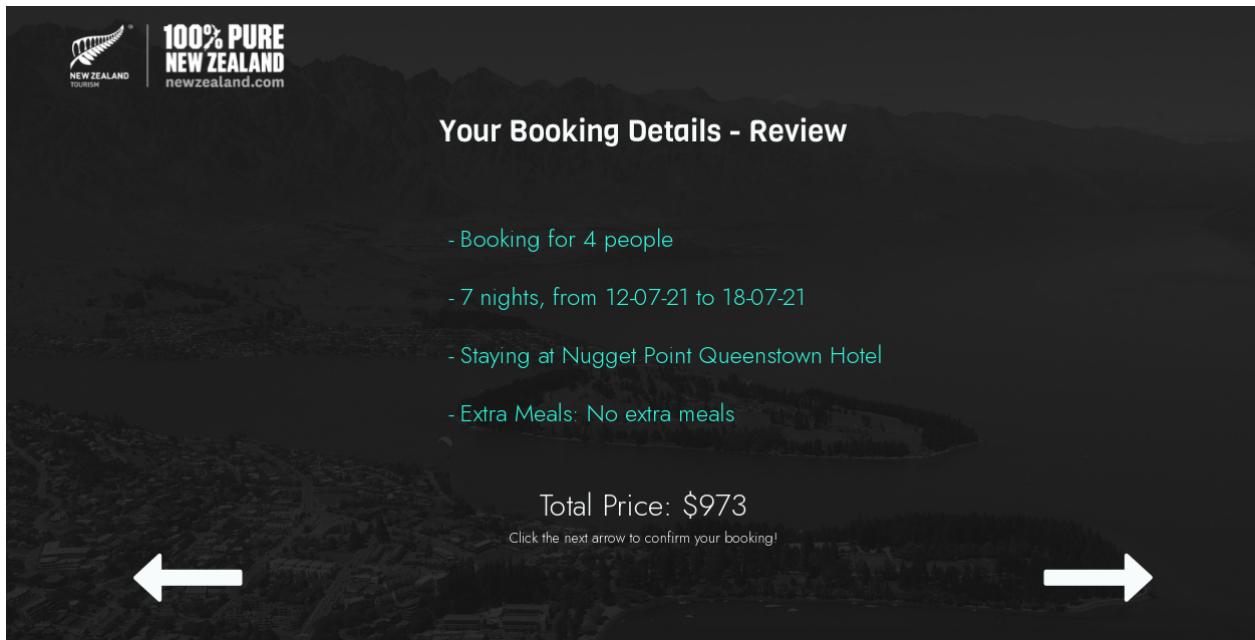
**NEARBY ATTRACTIONS**

- Coronet Peak Ski Area
- Shotover River
- Onsen Hot Pools
- Arthur's Point Gorge Scenic Reserve

Selects the accommodation closest to Coronet Peak available to them then clicks the next arrow.



Selects "No Thanks!" for meals then clicks the next arrow.



Reviews his booking and clicks the next arrow to confirm. Met with confirmation screen.



100% PURE  
NEW ZEALAND  
[newzealand.com](http://newzealand.com)

SWEET AS!<sup>(NZ)</sup>  
QUEENSTOWN  
GETAWAYS

**Thank you for booking with us, enjoy your trip!**

We'll be in touch with you via email soon!

