

YOUR JOURNEY

NORTH

Turning the tide of over tourism in Nordic areas, to create a safe and delightful experience, which is full of opportunities for both hosts and visitors.

<https://petra-sandbox.github.io/north/>

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INTRODUCTION

In this section I'll write about my personal motivation behind this project and the cooperation with Oslo-based Akademi for Programmering, and what it meant in practice.

Furthermore this chapter includes the problem description, problem formulation, and potential limitations of this project.

INTRODUCTION

The idea for “Your Journey North” formed because of my interest in travelling in the Nordics, and observing how it affects the locals and the area.

It's a personal matter for me, since I've always preferred sightseeing or active holidays, like skiing or hiking, rather than going to the beach. However I've discovered, that many travellers are not entirely aware of the nuances of the Nordic landscape, therefore I see a need for a “travel companion” that offers guidance for visitors and protects the areas' ancient heritage at the same time. This could fulfill multiple purposes:

- Decreasing the number of accidents
- Protecting the environment and the landscape
- Enhancing tourism and business, creating job opportunities in these areas
- Preserving local culture

Norway is one those countries that are affected¹ by the sudden influx of tourists in a relatively short high season. As the first step, I reached out to Oslo-based Akademi for Programmering, to cooperate in working on a solution that would diminish the effects of over tourism in Norway.

In my qualitative and quantitative research I've talked to more locals to see how they are affected by this in different areas, and even different countries.

¹ https://www.nrk.no/tromsogfinnmark/fortviler-over-overturisme_-_turistene_gjor_fra_seg_i_hagene_til_folk-1.14862465

PROBLEM DESCRIPTION

Overtourism is a growing problem in the Nordic region. Since the use of travel agencies has been declining since the 2000s² according to Forbes, most people who book a budget trip and/or go on a roadtrip individually aren't aware of the local habits and rules, or sufficient equipment they need.

This is what Liv Rask Sørensen said to Travel Weekly's article about Norway's resent influx of tourists:

*"In winter, we have tourists in car accidents who don't know how to drive in the snow, **mostly from India and China**," said Liv Rask Sorensen, assistant chief of the Nordland County Council for regional development and head of a group on tourism strategy in an interview with Travel Weekly.*

*"The list is long. It includes **unprepared climbers with poor equipment and inadequate clothing trapped with injuries** on top of mountains. Local helicopters rescue them, and local hospitals care for them, absorbing costs that can run into the tens of thousands of dollars."³*

PROBLEM FORMULATION

How can I educate tourists of different countries or even different cultures about the local rules and habits of the nordic areas making an informative website and a web app?

² <https://www.forbes.com/sites/johnnyjet/2017/11/06/do-people-still-use-a-travel-agency/#3f1f6fb655e6>

³ <https://www.travelweekly.com/Europe-Travel/Arctic-crush-Norway-combats-overtourism>

IN PRACTICE

I will research what visitors do that locals find annoying, then create an informative webpage where tourists can read practical information about their favourite destinations. This means no general information that would take place in Wikipedia or the like, but short and specific bits of information like the do's and dont's of the area, the best time to visit, or the mere fact that visitors can't climb Trolltunga and see the northern lights at the same time, since hiking is forbidden in most places during winter.

My goal is to make this educational app attractive by providing an opportunity for tourists to assemble their own bucket list, save it, share it, use it to find accomodation, or get inspiration for their roadtrips.

In order to make this happen Akademi for Programmering AS, Oslo has provided coaching and sparring for my project, as well as supported me in gathering materials about tourist habits in Norway, and interviewees so I could get more insight into how tourism affects locals.

POTENTIAL LIMITATIONS

The back-end part of the webpage is a limitation for me at the moment, namely how to log in, save their bucket lists and generate a shareable link for it.

Another limitation is making the app popular, this can potentially take months or even years and a good SEO strategy.

MY RESEARCH METHODS

In this section I'll write about how I drew conclusions from my own observations and used qualitative and quantitative methods to verify or disprove them, in order to get rid of my personal biases and get ready for production.

OBSERVATION

The project is inspired by **observation**. I have seen the trash and the queue on Trolltunga and Prekestolen with my own eyes, as well as being up-to-date on the news about it. I have also casually talked to locals and guides back then, who seemed to be very passionate about the mess that occurs in high seasons.

Therefore I had some knowledge about the main **pain points** of both locals and tourists, as well as some **assumptions** about how people prepare for a holiday generally, and how that planning can go wrong when planning for special places, like the Nordics.

However observation may be clouded by my **personal biases**, therefore I formulated 5 specific **assumptions** that I went out to verify or disprove:

1. Locals are affected, or even annoyed by the growing number of tourists
2. Tourists are overwhelmed by the amount of information available
3. People look for where to go the first place
4. Pricing is important to people when planning
5. Most people do book accommodation before travelling

LOCALS ARE AFFECTED, OR EVEN ANNOYED BY THE GROWING NUMBER OF TOURISTS

I conducted 7 interviews (see Appendix 1) with locals. The goal was to get some insight into how locals experience tourism. Interviewees came from both popular and not so popular areas of the country.

As revealed in these interviews, I thought over tourism to be a greater problem for locals than it actually is. While people in not so popular areas (e.g.: Eastern Norway) don't have a strong opinion about the matter, other areas are more affected. Namely, locals in Lofoten are more hostile towards tourists if they see they have camping equipment with them, because some people literally camped in locals' backyards⁴.

I elaborate more on these interview results later in the "Qualitative and quantitative research" section.

⁴ Interview with Sigurd, Alta: <https://docs.google.com/document/d/1QMzRw9YS6IB9NVhMI8LqpTne7j8silcXErPOLD8RhXM/edit#>

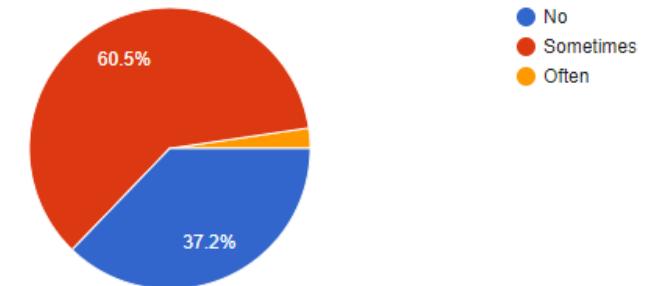
TOURISTS ARE OVERWHELMED BY THE AMOUNT OF INFORMATION AVAILABLE

I included this question in my quantitative survey for holiday planning habits, and this assumption got **disproved**, but not overwhelmingly.

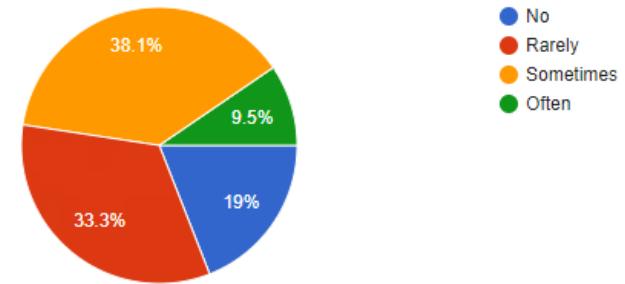
To the question “Do you find it hard to find practical information about the places you want to visit?” 60.5% answered “sometimes”, and 37.2% answered “no”.

To the question “Do you feel overwhelmed by the amount of information at the start of your planning?” 38.1% said “sometimes”, 33.3% said “rarely”, and 19% said no. Only 9.5% answered “often”.

Do you find it hard to find practical information about the places you want to visit?
43 responses



Do you feel overwhelmed by the amount of information at the start of your planning?
42 responses



TOURISTS ARE OVERWHELMED BY THE AMOUNT OF INFORMATION AVAILABLE

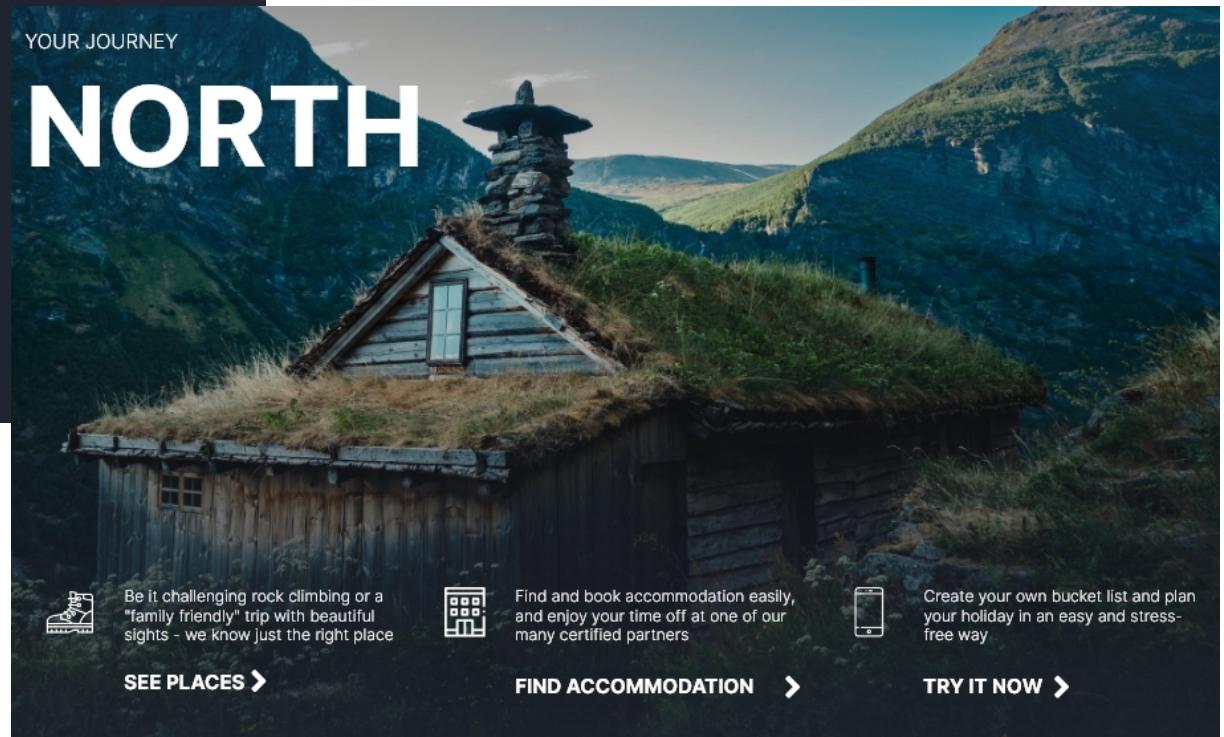
To represent this ratio in my prototype, I removed the initial section about the app on the frontpage, and moved it to the banner as a CTA section.

DO YOU FEEL OVERWHELMED BY INFORMATION?

Planning holiday activities can get stressful, but it doesn't have to be.
Try the new GoNorth Bucketlist app, and plan your holidays stress-free and easy.

HOW DOES IT WORK?

-  Sign up for the bucketlist app.
- 1** Choose the country you want to visit.
- 2** Choose the places you want to see.
- 3** Get first-hand practical information from locals.



YOUR JOURNEY
NORTH

Be it challenging rock climbing or a "family friendly" trip with beautiful sights - we know just the right place

Find and book accommodation easily, and enjoy your time off at one of our many certified partners

Create your own bucket list and plan your holiday in an easy and stress-free way

[SEE PLACES >](#) [FIND ACCOMMODATION >](#) [TRY IT NOW >](#)

PEOPLE LOOK FOR WHERE TO GO THE FIRST PLACE

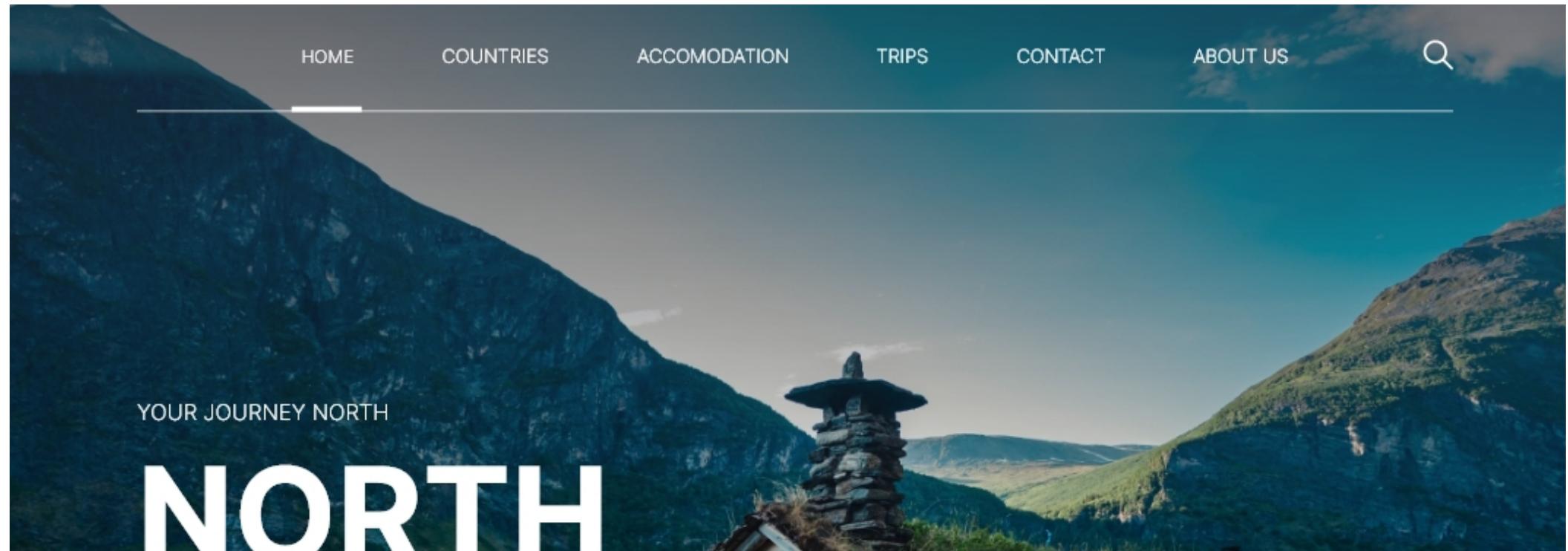
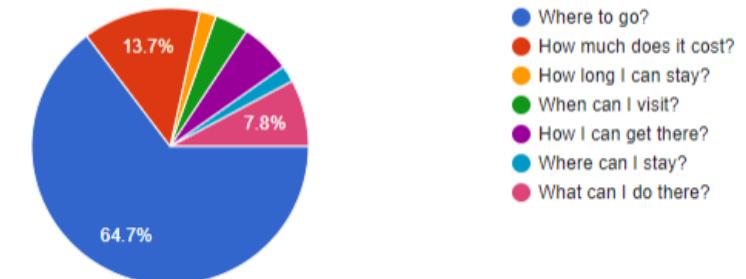
The majority of people, 64.7% said that the first thing they figure out when they are planning a holiday is where to go, so this assumption is **verified**.

This result affected my design upon planning the layout of the navigation bar. In the original design the navigation bar was on top, and the "Countries" would have had a drop-down menu including the destinations.

Since - according to the results - the first thing most people think of when planning a vacation, is the location, I wanted to display the countries at first glance and not hide them in a drop-down.

When you plan a holiday, what's the first thing you figure out?

51 responses



PEOPLE LOOK FOR WHERE TO GO THE FIRST PLACE

In order to **represent this information**, I created a vertical menu on the left side of the webpage that could comfortably contain all this information. The countries are now visible at first sight, catering to the majority of the people who decide on the location first when planning a holiday.

HOME

COUNTRIES

DENMARK

FAROE ISLANDS

FINLAND

ICELAND

NORWAY

SCOTLAND

SWEDEN

ACCOMODATION

TRIPS

CONTACT

ABOUT US

YOUR JOURNEY

NORTH

Be it challenging rock climbing or a "family friendly" trip with beautiful sights - we know just the right place [SEE PLACES >](#)

Find and book accommodation easily, and enjoy your time off at one of our many certified partners [FIND ACCOMMODATION >](#)

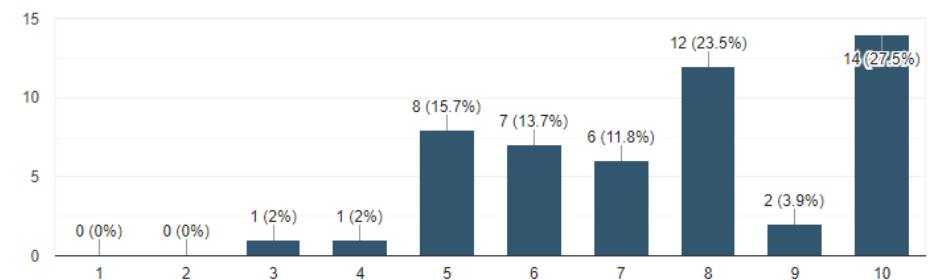
Create your own bucket list and plan your holiday in an easy and stress-free way [TRY IT NOW >](#)

PRICING IS IMPORTANT TO PEOPLE WHEN PLANNING

According to my survey people rather find pricing important, than not. 96% of the responders rated the importance pricing on the higher half of a 1-to-10 scale, and 82.4% does a budget calculation before their holiday. This assumption is **verified**.

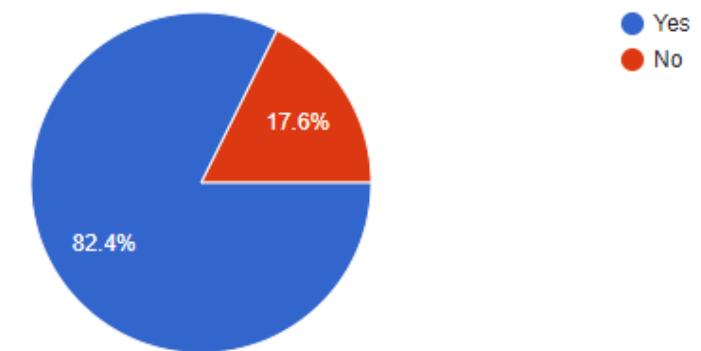
How important is it for you to know how expensive things are in the country you're going to visit?

51 responses



Do you do a budget calculation before your holiday?

51 responses



PRICING IS IMPORTANT TO PEOPLE WHEN PLANNING

In order to **represent this information**, I added colorful borders to the bottoms of the destinations in my bucketlist app. Red means the place is rather expensive, yellow is a mid-way and green is a relatively cheap destination.

I also placed a “?” icon in the top right corner that helps users understand the interface they see.



Trolltunga

Hiking, summer, camping

READ MORE



Preikestolen

Lore, ipsum, dolor, sit.

READ MORE



Flåm

Lore, ipsum, dolor, sit.

READ MORE

How does it work?

+ **Add to my bucketlist**
Click this button to add the place to your bucketlist.


A photo of the place.

Trolltunga The name of the place.

Hiking, summer, camping See the activities, seasons and other categories this place falls into.

Read more Read more about this place.

The colors mark the price range of the area. Red is rather expensive, green is relatively cheap.

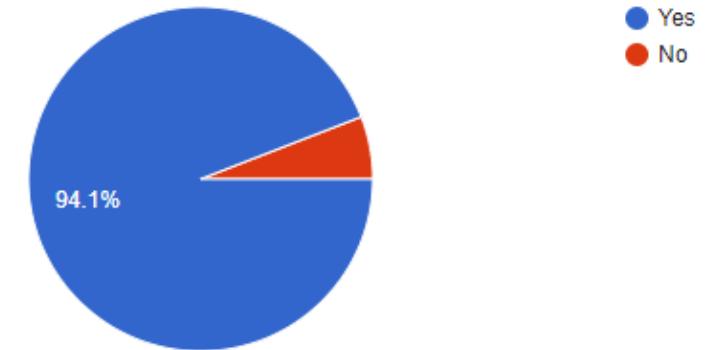
MOST PEOPLE DO BOOK ACCOMMODATION BEFORE TRAVELLING

This assumption was important to me, because on the long term I want this page to be a partnership opportunity for local businesses in the Nordic area. I'd display businesses, e.g.: hotels or cottages who pay a yearly fee for the advertisement spot and whom I can personally also recommend. Since it's a plan that might take several years to work, I need to know if it's even a viable idea, and if accommodation is high on people's priority list.

94.1% of the responders say they book accommodation before travelling, so this assumption is **verified**.

Do you book accommodation before travelling?

51 responses



QUALITATIVE AND QUANTITATIVE RESEARCH METHODS

I used qualitative methods, like personas, interviews and a quantitative method, a survey in order to verify my assumptions listed above. I prepared a survey (see Appendix 2 for the full survey), created 5 personas and conducted 7 interviews.

PERSONAS

I used personas (see Appendix 3 for the full size of personas) to clarify assumptions I had, verify or disprove them in user testing and to be able to refer back to them upon content creation and website production.



RAJ
55, India

A tourist wanting to make the most out of his trip to Europe. His biggest wish is to see the northern lights.

BACKGROUND & INTERACTION
Raj has a knee prosthesis, so he is not one for active holidays but he'd very much like to see the scenic nature and the unique phenomena the North has to offer.
Since he won't be hiking, he can visit outside of the high season. Raj could get himself a good deal via the app based on his preferences.

GOALS
Make the most out of his trip of leisure activities
Be comfortable
Be safe

NEEDS
Needs information about when to visit in order to see all phenomena he wishes to
Knowledge about the culture and the conventions
He will most likely visit during the winter → Information about opening hours
Information about equipment he needs to overcome the challenges of the Nordic landscapes during winter

FRUSTRATIONS
Information is easy to find, but practical information about specific things is elusive
Cultural differences; he doesn't want to come off as rude, but he might.



ØYVIND
42, Alta, Norway

A local occasionally feeling annoyed and overwhelmed by tourism during high season.

BACKGROUND & INTERACTION
Øyvind has been living in Finnmark ever since he was born. He's a typical Scandinavian from the northern regions; reserved, calm, living a slow lifestyle in the scenic tundra nature of North-Norway. Norway's recent influx of tourism caught him off guard. He could contribute to educating visitors about the region by giving useful tips via the app.

GOALS
He doesn't want to worry about tourism, and its effects on the landscape
Living his life peacefully, as he used to, regardless of increasing tourism

NEEDS
He needs tourists to know how to behave on their visit
He needs to see the opportunity in tourism

FRUSTRATIONS
He has a hard time coping with the increased amount of people in the area
Hard to understand and overcome cultural differences
He doesn't really want to deal with cultural differences in his home region
Trash, lack of facilities for tourists affects his everyday life



ANNA
24, Budapest

Enthusiastic about Scandinavia

BACKGROUND & INTERACTION
She knows she wants to visit Norway. She's been interested in the country for a long time now. She's been following pages and groups about Norway and wants to see the most popular landmarks. She will go straight to the app, choose Norway from the drop-down. In the "most popular" section she recognizes the places she often sees on Instagram. She will add them to her bucketlist and inform herself about how to get there.

GOALS
Plan her holiday in Norway

NEEDS
Information about the places she wants to visit
Booking accommodation
Find plane tickets

FRUSTRATIONS
Can she fit all these things in one trip?
What does she prioritize?
Norway is expensive
What can fit her budget?



LI
34, Hong Kong

A tourist wanting to make the most out of her trip to Europe, mostly interested in hiking.

BACKGROUND & INTERACTION
Li knows it very well, that getting to Norway will be a once-a-lifetime opportunity for her. She wants to make the most out of her trip; travel, hike, try local specialties as much as possible.

GOALS
To make the most out of her trip
Be effective with time
Try the most fun, most interesting things
Have an active holiday

NEEDS
Information about the local conventions
Knowledge about the culture
To not be overwhelmed by information she won't use
Information about equipment for hiking

FRUSTRATIONS
Information is easy to find, but practical information about specific things is elusive
Cultural differences; she doesn't want to come off as rude, but she might



CHRISTIAN
28, London

An open-minded travel enthusiast interested in the special places

BACKGROUND & INTERACTION
Christian found cheap plane tickets to the Faroe-islands, and wants to find out what is there to see.

GOALS
To find out if he should buy the plane tickets or not
Plan his holiday with the bucketlist app

NEEDS
Information about the area
Ideas for activities and places to see
To be able to store and share his ideas

FRUSTRATIONS
What if it's not worth the time/money/hassle?

SURVEY

I used the survey to verify or disprove my assumptions about people's holiday planning habits, and map out the general challenges and pain points they have when planning. I needed this data before the early prototyping phase, so I could prepare content accordingly. However, I faced an unexpected cold reception when I tried to get it out in travelling groups of relevant countries. The very same people I know were complaining about clueless tourists didn't want to see this survey and help with the project that would educate tourists.

In order to salvage the idea, I decided to contact friends directly, and reached out to other, relevant target audiences e.g.: Hungarian Viking fan groups that I know would like to see these nordic places, but are not native to the environment and the culture. I managed to get 51 responses eventually.

In order to verify or disprove my assumptions listed above I asked about holiday planning habits, e.g.: what's the first thing people figure out when they go on a holiday, do they plan their activities, do they book accommodation, do they calculate a budget, what sort of activities and accommodation do they prefer and some demographic information like location, gender and age.

COMPETITOR RESEARCH

I did competitor research, and I have found that there are lots of travel agencies organizing Nordic holidays, but upon my research I have also found that the use of travel agencies has been declining since the 2000s. Thus I will need something else to catch the attention of visitors. That's how I came up with the idea of an app.

In my case, the goal is getting people to use the Bucketlist app, collect the places they want to see and then educate themselves about them.

But it's done in a fun and engaging way first. Nobody likes to be lectured, but putting a bucket list together is exciting.

INTERVIEWS

I conducted 7 interviews with locals.

The questions were the following:

What do you think is special to your country that tourists often miss or get wrong?

What would you warn tourists about?

Does tourism affect your everyday life in high season?

Has it changed over the past 5-10-20 years?

Do you find it annoying or do you wish it changed or be regulated?

The main take-away from the interviews was that locals in general **don't feel too strongly** about tourists, however this also depends on the area they live in.

For example an interviewee from Sarpsborg, Eastern Norway is almost not affected by tourists at all, because it's not a popular place for tourism, even though there's a lot of viking heritage in the area. Visiting Eastern Norway could be a good opportunity for people who are more interested in sightseeing and history more than active holidays.

A common thing that came up in the interviews was the price; **locals are affected by how tourism increased the prices in the area**. For example an interviewee from Iceland said that she rarely travels in her home country during the high season, because the prices are higher and there are too many people around.

However, locals also see the **benefits** of tourism, like it **created jobs** and made **businesses**, like cafés and restaurants able to **run year-round**. That's something they also benefit from.

The most common things tourists get wrong according to the interviewees are paying attention to the bike lanes while driving and walking, especially in Sweden and Denmark. The interviews also made groundbreaking discoveries e.g.: that not all Swedes listen to ABBA and only like 50% of their furniture comes from Ikea.

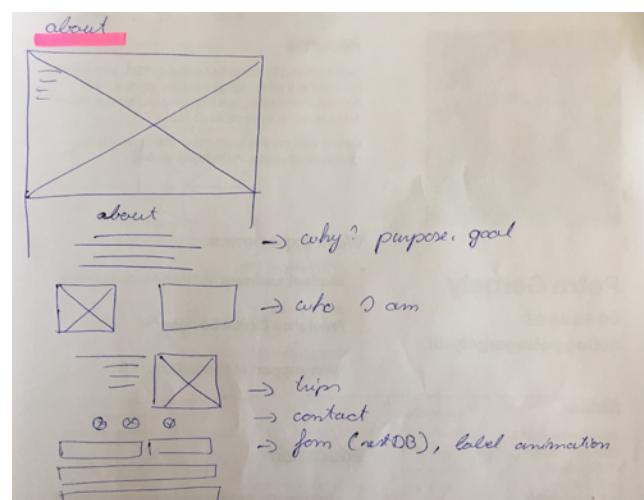
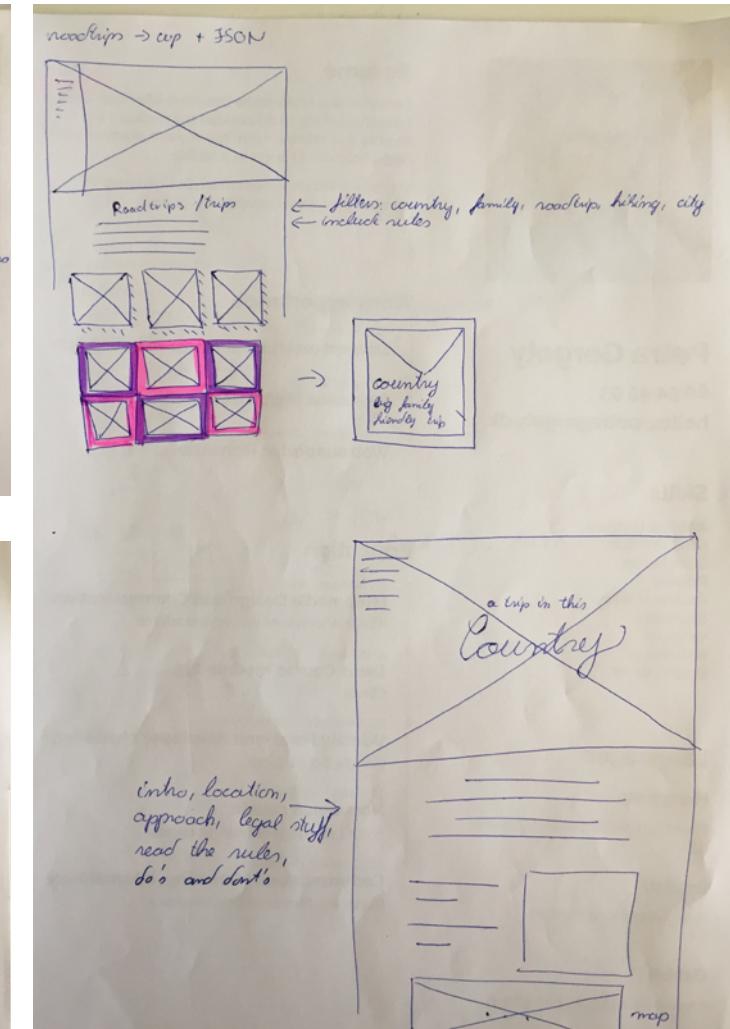
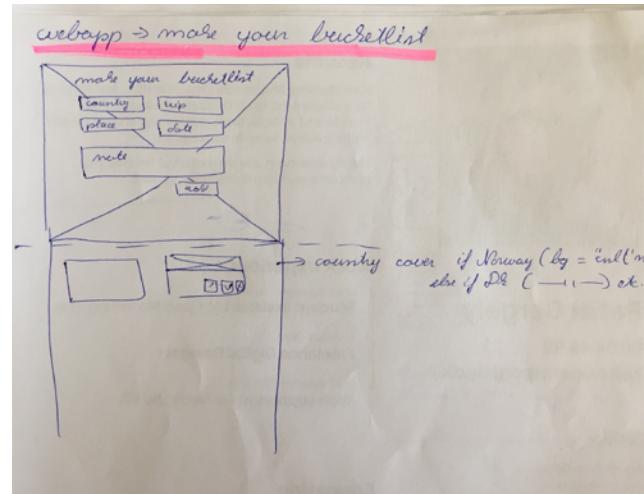
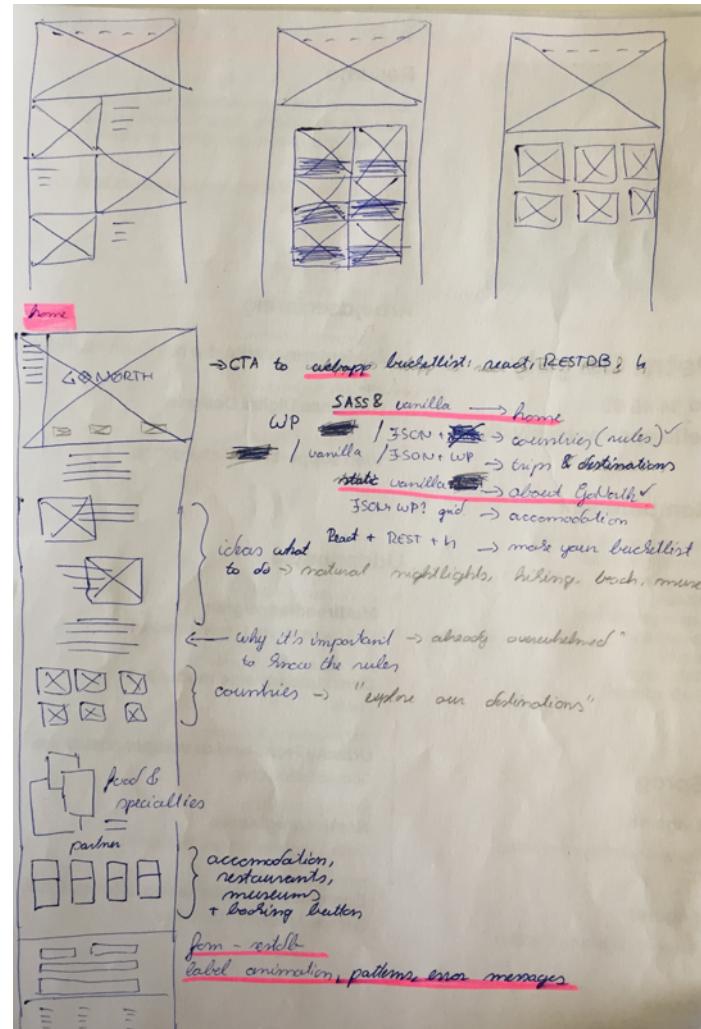
Locals would generally warn tourists about driving during the winter and first-aid kits during hiking, as well as not to ever sit next to someone on public transit if there are seats available that would allow them to sit by themselves.

PRODUCTION

In this section I'll elaborate on the steps I took in the design process, what UI and UX tools I worked with, and technology I used and consider for developing the website and web app.

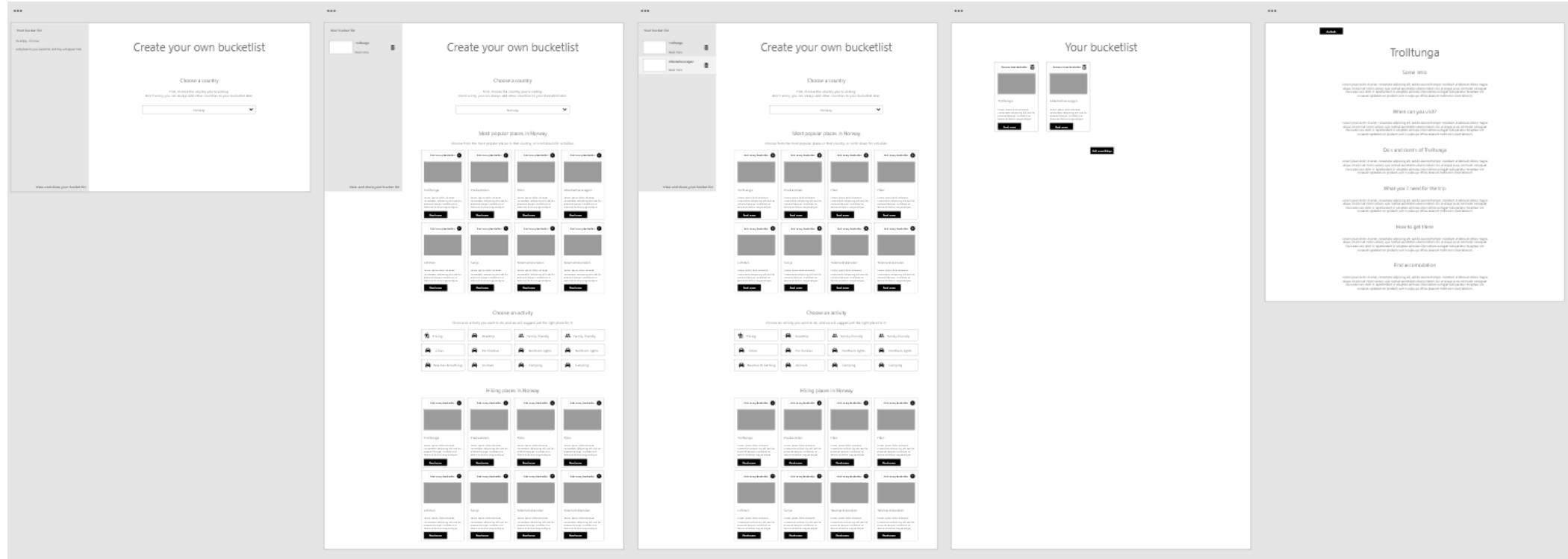
WIREFRAMING

For wireframing I used pen and paper first, to sketch layout ideas and user flow. I wanted to eliminate basic problems like dead-ends in the user journey or inconsistencies in the content. I also wanted to ideate about what technologies would be the best to use in certain cases.



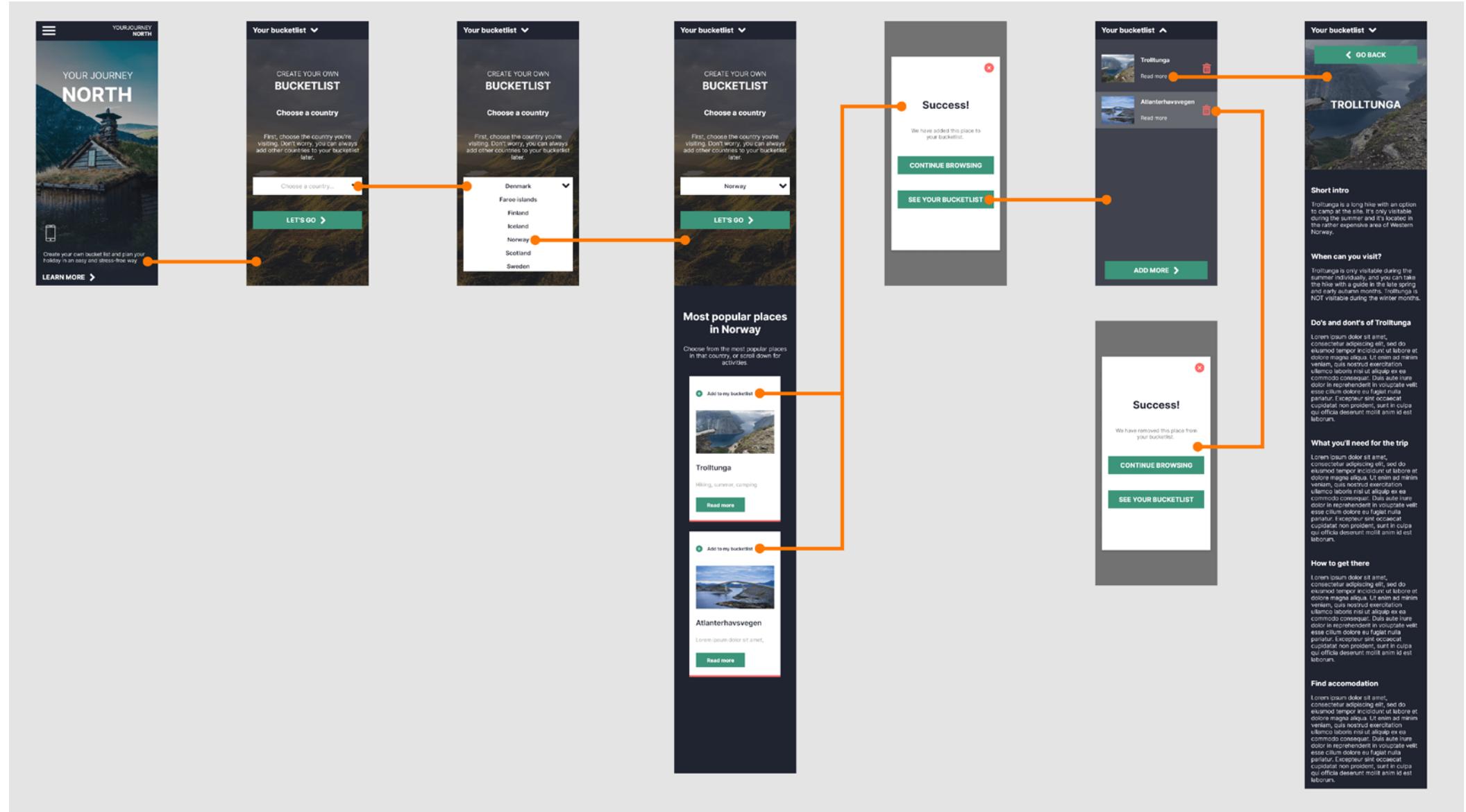
WIREFRAMING

I created a digital wireframe for the bucket list app in Adobe XD, with special attention to the add / remove features. This way I prepared content for production, and the basic logic for the user flow.

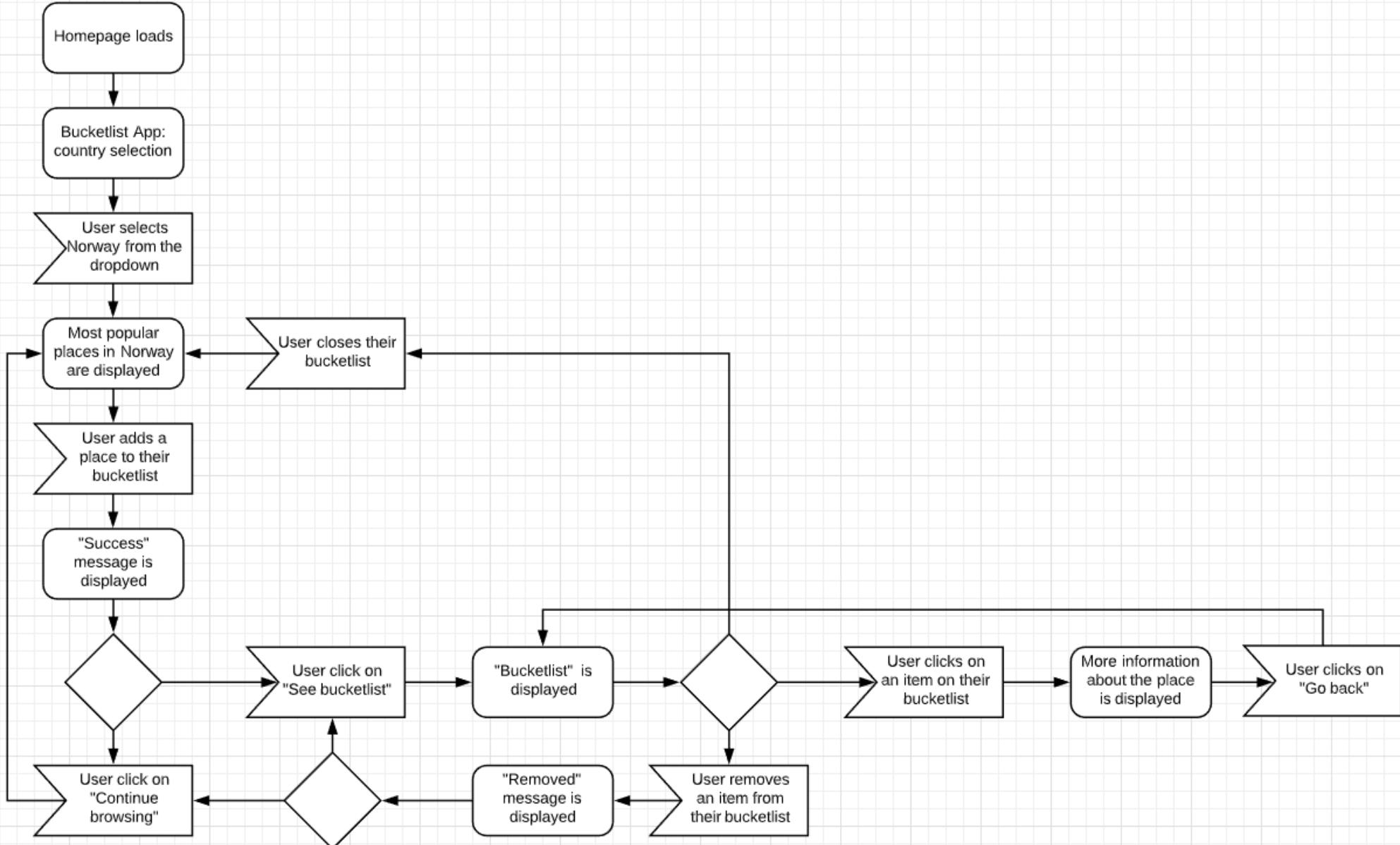


USER FLOW

In order to prepare for development I prepared a user flow and a UML chart of how the interactive app would work. Find the link to the UML chart in Appendix 4.

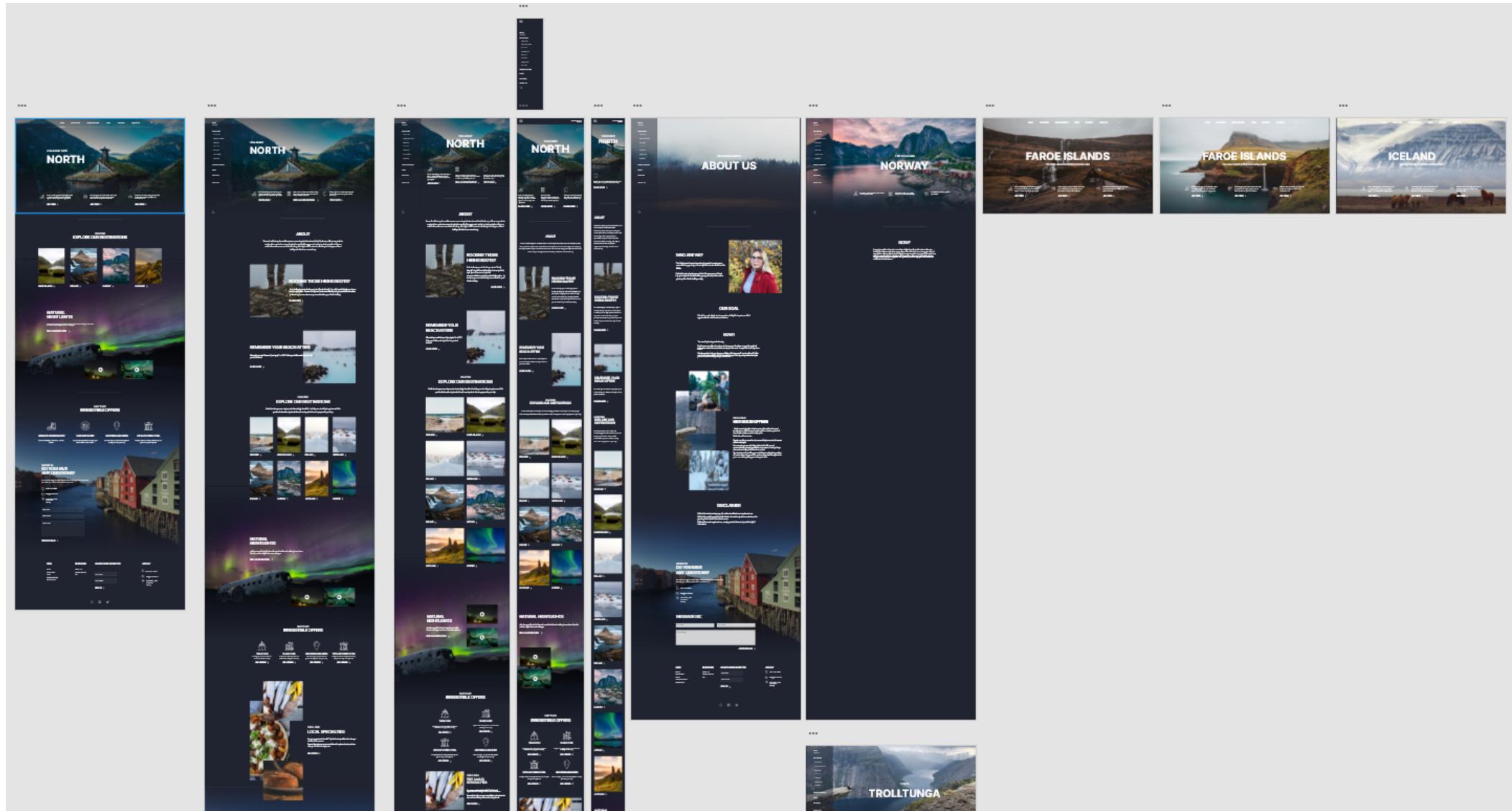


UML CHART



PROTOTYPING

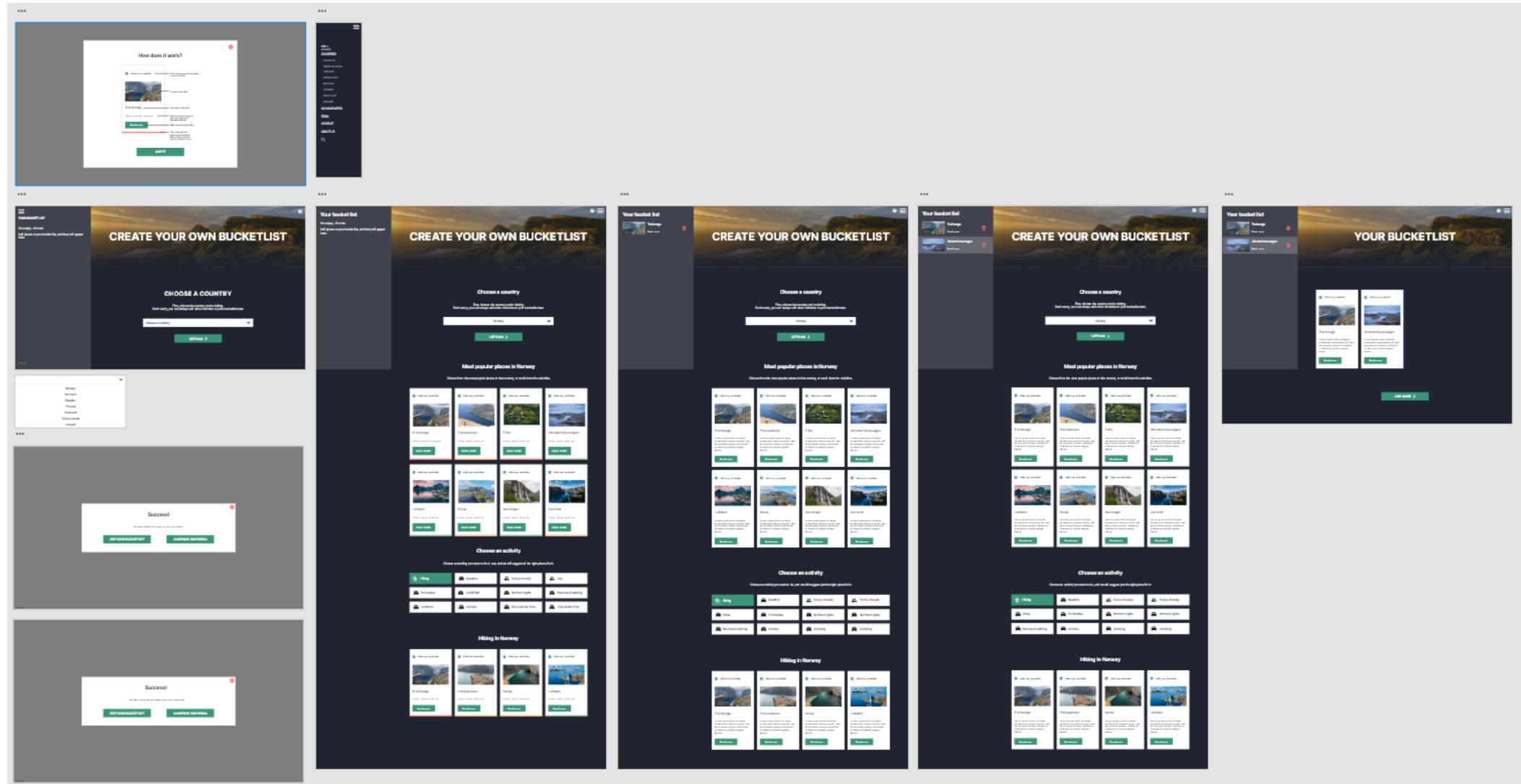
In my prototyping phase I created a prototype that's high-fidelity in design (see link in Appendix 5a) for the web page, where I implemented a more detailed user flow and included content, like the countries and specific places, as well as the bucket list app.



PRODUCTION

PROTOTYPING

I also created a functionally and design-wise high fidelity prototype for the bucket list web app (see Appendix 5b), where I included functionality for the country selection, to view the most popular places in Norway, add and remove items from the bucket list, and view the bucket list in a new window.



UI DESIGN

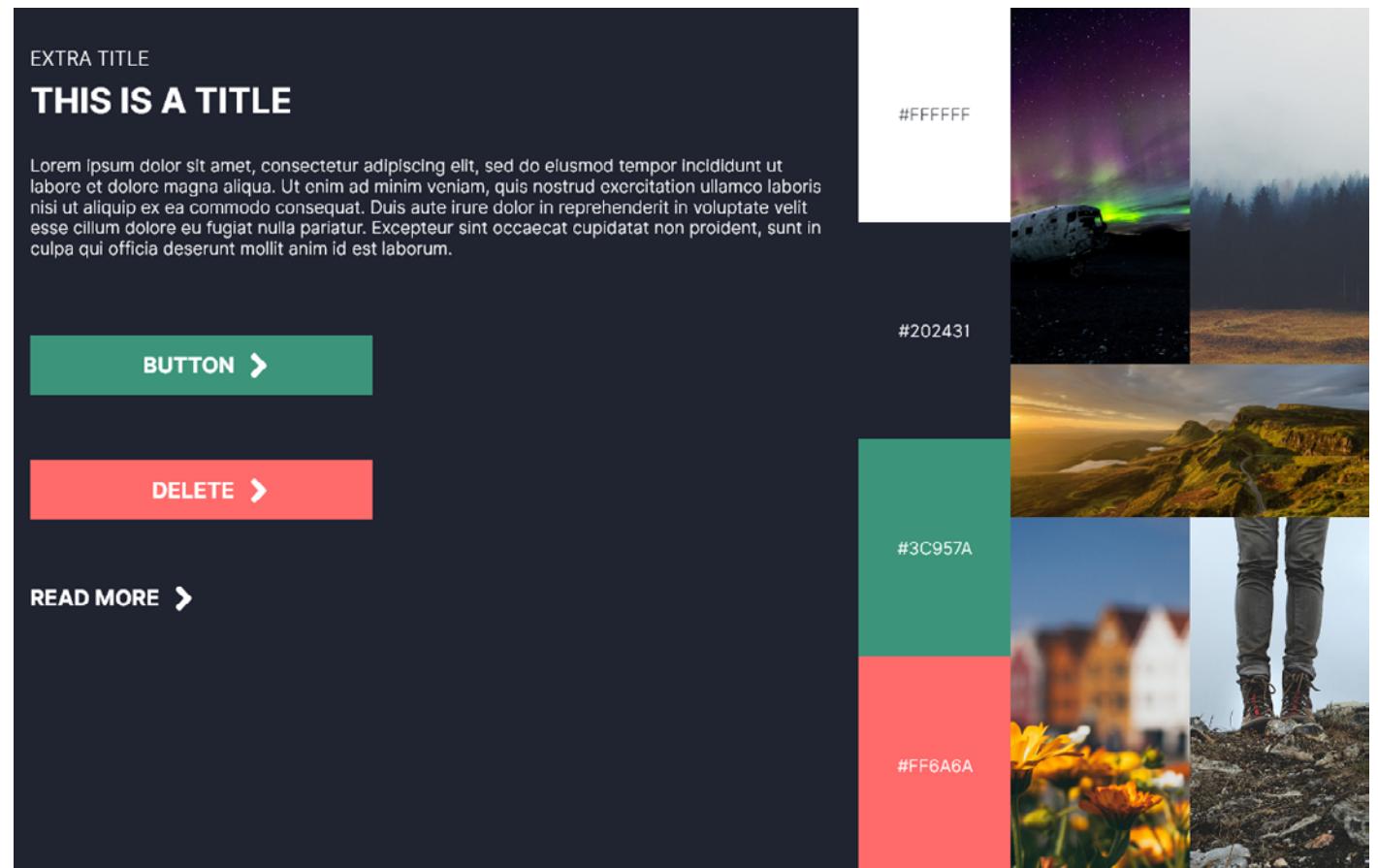
In this section I'll write about my design choices, including colors, typefaces and the general mood for the website and how I translated my layouts into code.

COLORS, TYPEFACES AND SIMPLICITY

I gathered inspiration from the simplicity of Scandinavian design, hence the dark blue and white color schemes spiced up with large-scale imagery of landscapes and all things Scandinavian.

For icons I used flat, less saturated colors that fit the clean design of the dark blue and the white color combination. For typeface I use Inter, which is a sans-serif typeface. It enhances the cleanliness of the design, and it's versatile enough to make it a good choice for both headings and paragraphs using a variety of its font weights. I combined them in the moodboard below.

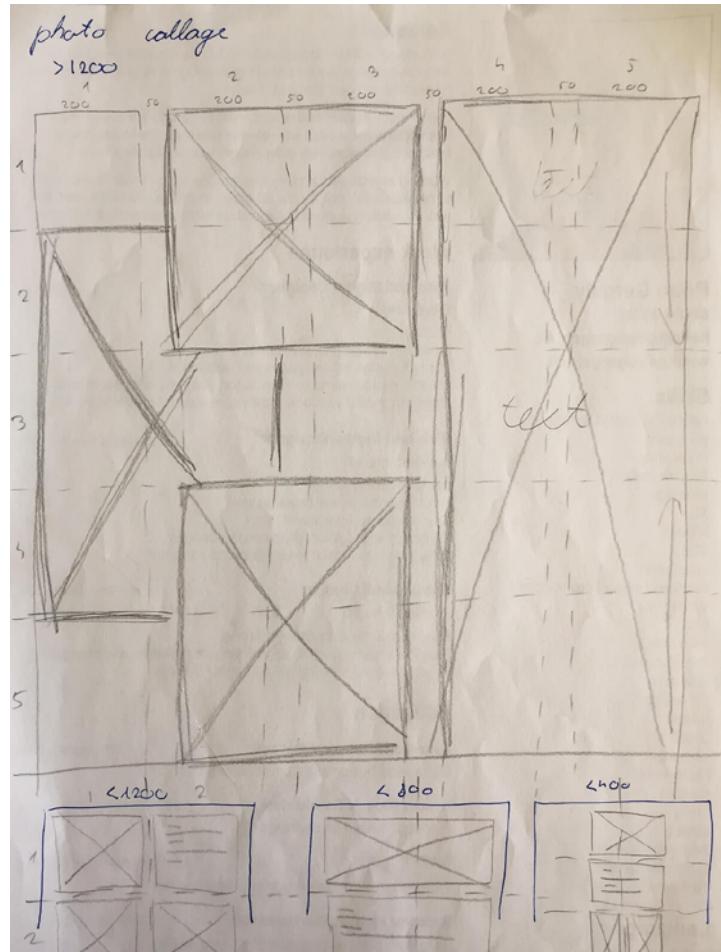
The emphasis is on the travel destinations, therefore the images should be in focus. The simple design with few colors in use and the clean sans-serif font lets the imagery get the attention of visitors.



FROM DESIGN TO CODE

My biggest challenge was that I really wanted to design something visually unique, but reusable and responsive, because I knew I would be working a lot with API later on, and then populate the HTML with fetched data. So I will need scalable and reusable code, and mobile-friendly elements.

Therefore I took a rather lengthy design process, and spent a week on sketching and pseudo-coding the elements to figure out how to make them reusable and responsive with an optimal amount of code. On the illustration below you can see how I sketched the grid structure of the photo collage element on paper and on the prototype, and worked out how to display it on different screen sizes.



UX AND USER TESTING

In this section I'll write about the challenges I faced in user testing in this current pandemic situation, and how I overcame these obstacles, as well as what I changed based on users' input.

USABILITY TESTING

Doing qualitative and in-depth testing with the target audience (i.e.: people who plan to travel to Norway) has proven difficult, due to the pandemic situation at the time of writing this report. In order to salvage the situation, I went out to test my prototype and app with people close, so I could reveal major usability problems at least. I've also conducted a quantitative, 5-seconds test.

The reception of the app was generally positive, users liked the dominant imagery on the site.

The main usability changes I made were:

Making the sidebar of the bucket list smaller

Putting less text on images in the overlapping elements

Change the transparency of forms for better readability

MAKING THE SIDEBAR OF THE BUCKET LIST SMALLER

Initially the bucketlist's sidebar had a fix 500px width, which only looked proportionate on large screens of 1920px width. In order to maintain this ratio on every screen size without having to create several media queries, I changed the width of the sidebar to 26%, since 500px is roughly 26% of 1920px.

It also has a minimum width of 300px until the screen reaches 900px, below which the bucket list becomes a 100% wide drop-down element.

```

/* --- BUCKETLIST --- */
.bucketlistWrapper {
  background-color: #40434E;
  width: 26%;
  min-width: 300px;
  height: 100vh;
  position: fixed;
  top: 0;
  left: 0;
  padding: 68px 0 20px 0;
}
  
```

CREATE YOUR OWN BUCKETLIST

CHOOSE A COUNTRY:

First, choose the country you're visiting.
Don't worry, you can always add other countries to your bucketlist later.

Choose a country ▾

LET'S GO ➔

YOUR BUCKETLIST

CREATE YOUR OWN BUCKETLIST

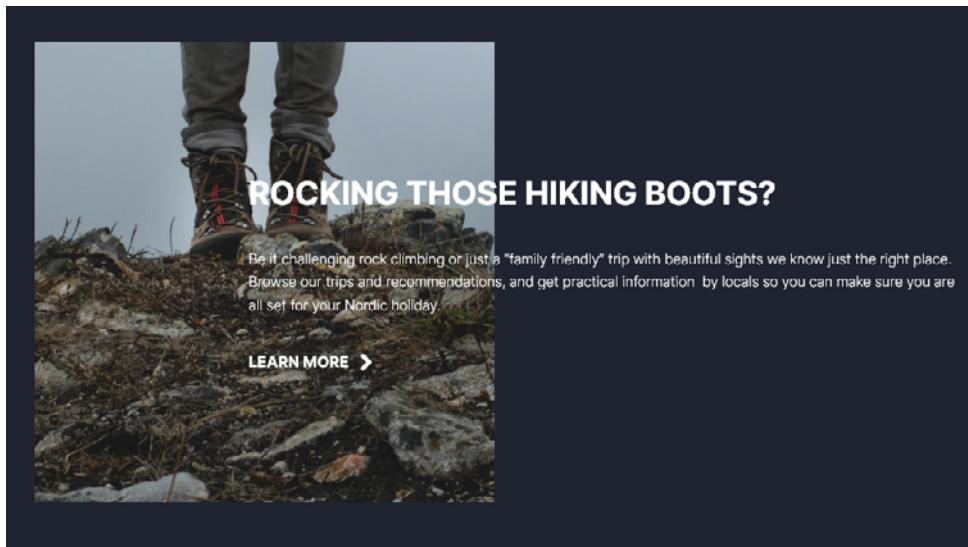
CHOOSE A COUNTRY:

```

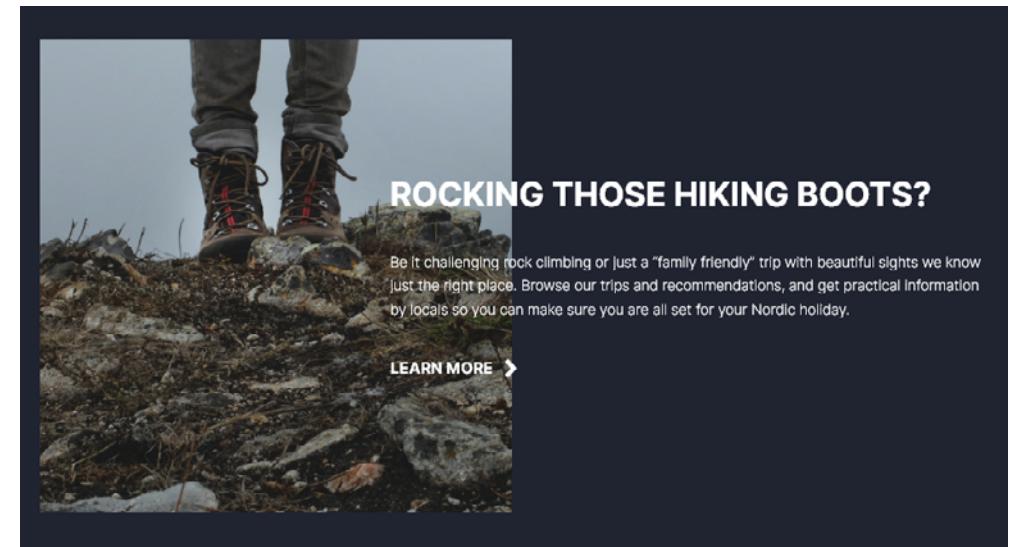
@media all and (max-width: 900px) {
  .bucketlistWrapper {
    width: 100%;
    height: 70px;
    overflow: hidden;
    padding: 25px 0;
    transition: .3s ease-in-out;
  }
}
  
```

PUTTING LESS TEXT ON IMAGES IN THE OVERLAPPING ELEMENTS

Initially the text in overlapping elements was over 50% of the image, simply because I thought that's a nice and round number to be at. But users complained that they don't like it, and that it's difficult to read. In order to preserve the uniqueness of the element I kept the overlapping element, but only a quarter of the image is overlapped by the text to increase readability. Moreover the image's opacity is reduced to 65% in order to be more homogeneous.



Before



After

CHANGE THE TRANSPARENCY OF FORMS FOR BETTER READABILITY

Initially the contact form was highly transparent. However as I started scaling the project, and other forms were placed on different background images it started being difficult to find the right background image for this style. Moreover I saw the background images being in a different position on different devices (like smaller laptops) which completely messed up my initial plan for the form fields.

It was clear that the readability of the form and the scalability of this design is highly questionable. Therefore I increased the opacity of the form fields in order to achieve a good readability on any background image and on any device.

This image shows a contact form with three input fields: 'Your name', 'Your e-mail', and 'Your message'. The input fields are white with black borders and are semi-transparent, allowing the dark blue background image of a body of water to be visible through them. Below the input fields is a large, semi-transparent button labeled 'SEND MESSAGE >'.

Before

This image shows the same contact form as the previous one, but with increased opacity. The input fields ('Your name', 'Your e-mail', and 'Your message') are now solid white with black borders, making the text clearly legible. The 'SEND MESSAGE >' button is also more opaque and clearly defined against the dark background.

After

5-SECOND TESTS

I also conducted a 5-second test on UsabilityHub, to get some insight into how people perceive the first version of my design.

I showed the top of the index page for users for 5 seconds and asked the following questions afterwards:

What do you think the page is about?

What grabbed your attention?

What's your impression about the site?

What is the mood/atmosphere of the site?

What words can you recall?

The overall results are **positive** and **reinforcing**, everyone got it right that the page is about **travelling** and 2 of the responders even mention **Scandinavia**.

Most of the responders said the picturesque **background grabbed their attention**, so my design is achieving its goal: letting the visitor focus on the travel destination by using dominant imagery. One of the responders mentioned that the background is attracting too much attention. If I had the chance to make an in-depth interview, I would ask this user to elaborate on this one; how they feel about it, what would rather spend time paying attention to, etc. Since grabbing their focus on the imagery is my design's goal, I remain unsure if there can be "too much attention" drawn to the images.

Another responder said the design was so **clean**, they easily had time to understand the menu and the text on the banner. It's quite **positive** that the **non-conventional menu placement** is easy to understand and skim through.

The average impression of the site was that it was **modern**, **clean** and looks easy to use. I am especially happy to see "modern" and "clean" reinforced, since that's what I wanted to achieve with my design choices, when I chose the color scheme and the sans-serif typeface. However 2 of the responders mentioned that the site was also was **dark** and **gloomy**, which is something I've heard during my initial usability testing. This is definitely something I need to watch out for, and make sure that the imagery is inviting and not too gloomy.

Most responders could recall "**travel**" and "**north**", and interestingly enough many of the responders remembered Iceland from the countries. It's positive that the message went through, and that they found the countries at first sight.

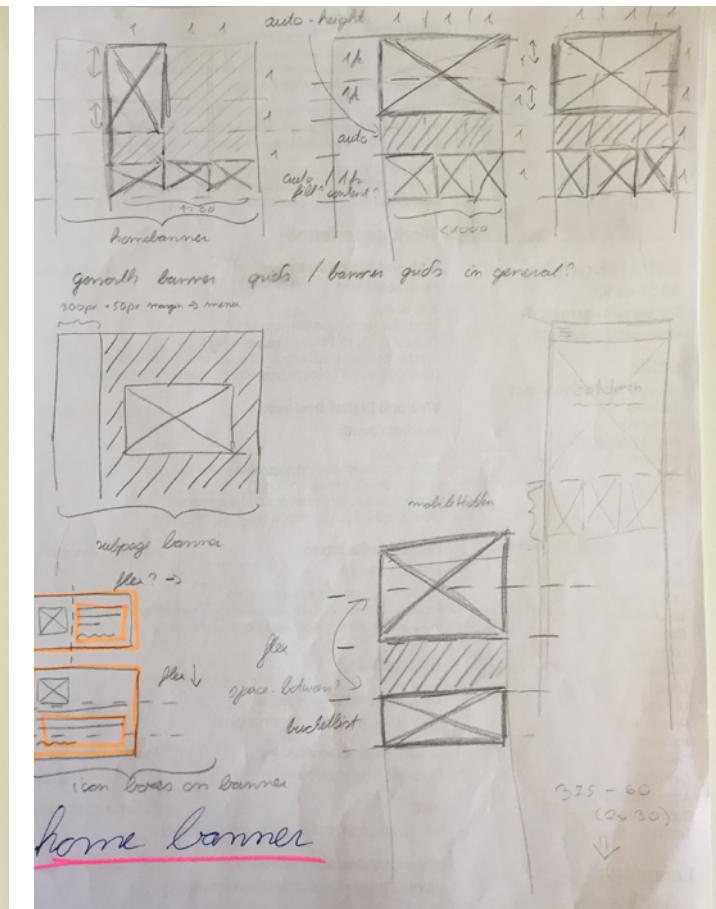
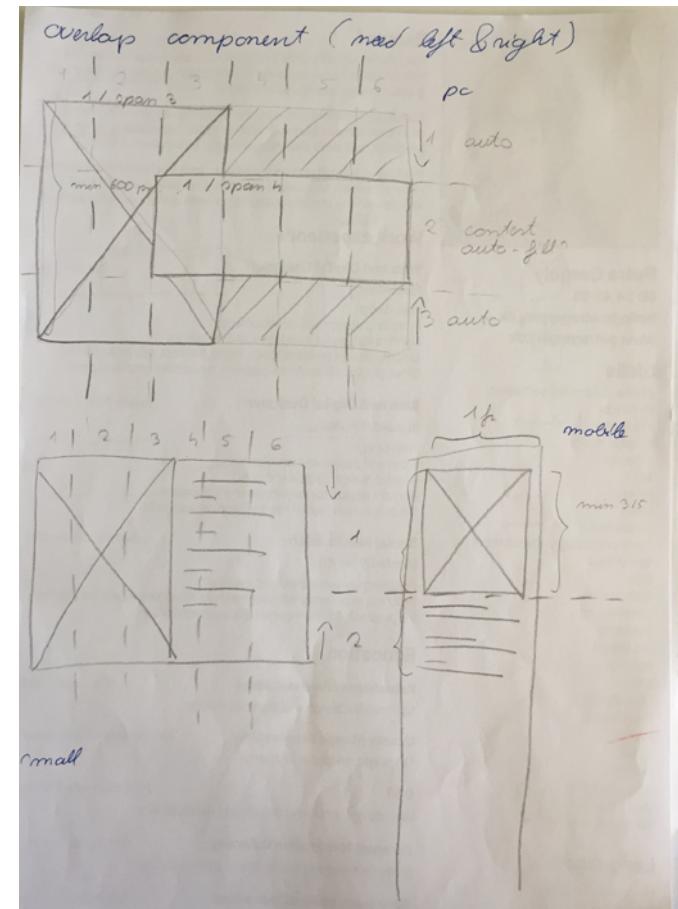
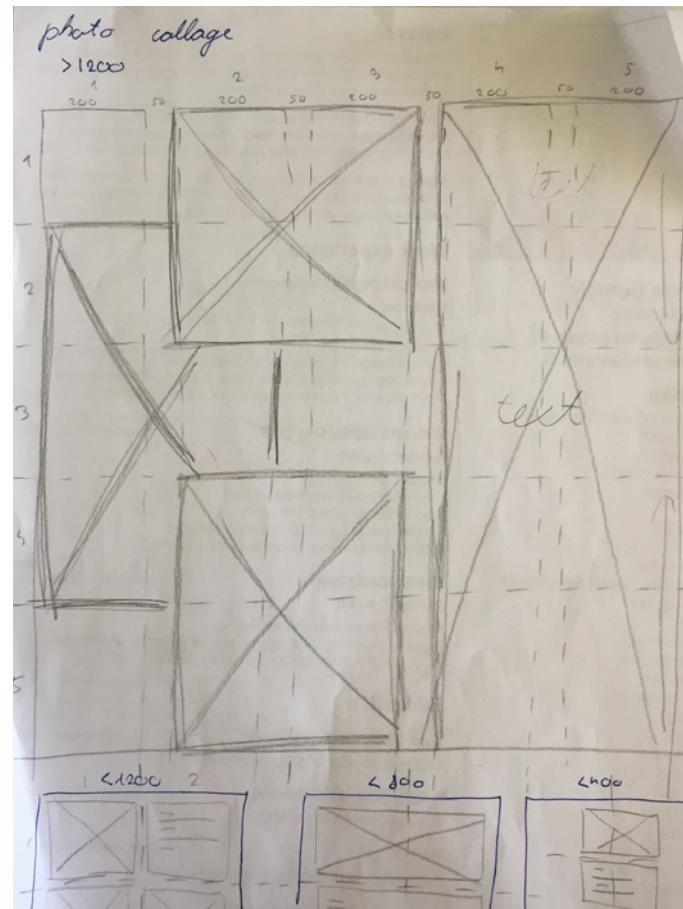
TECHNOLOGY

In this section I'll write about how I worked with reusable HTML elements, multiple CSS files and Google Sheets API.

REUSABLE HTML ELEMENTS

Throughout the whole design process I had a focus on technical feasibility. Based on the prototype I set up different HTML/CSS components I could reuse later in my `<template>` tags for displaying content from an API, or just in general layout.

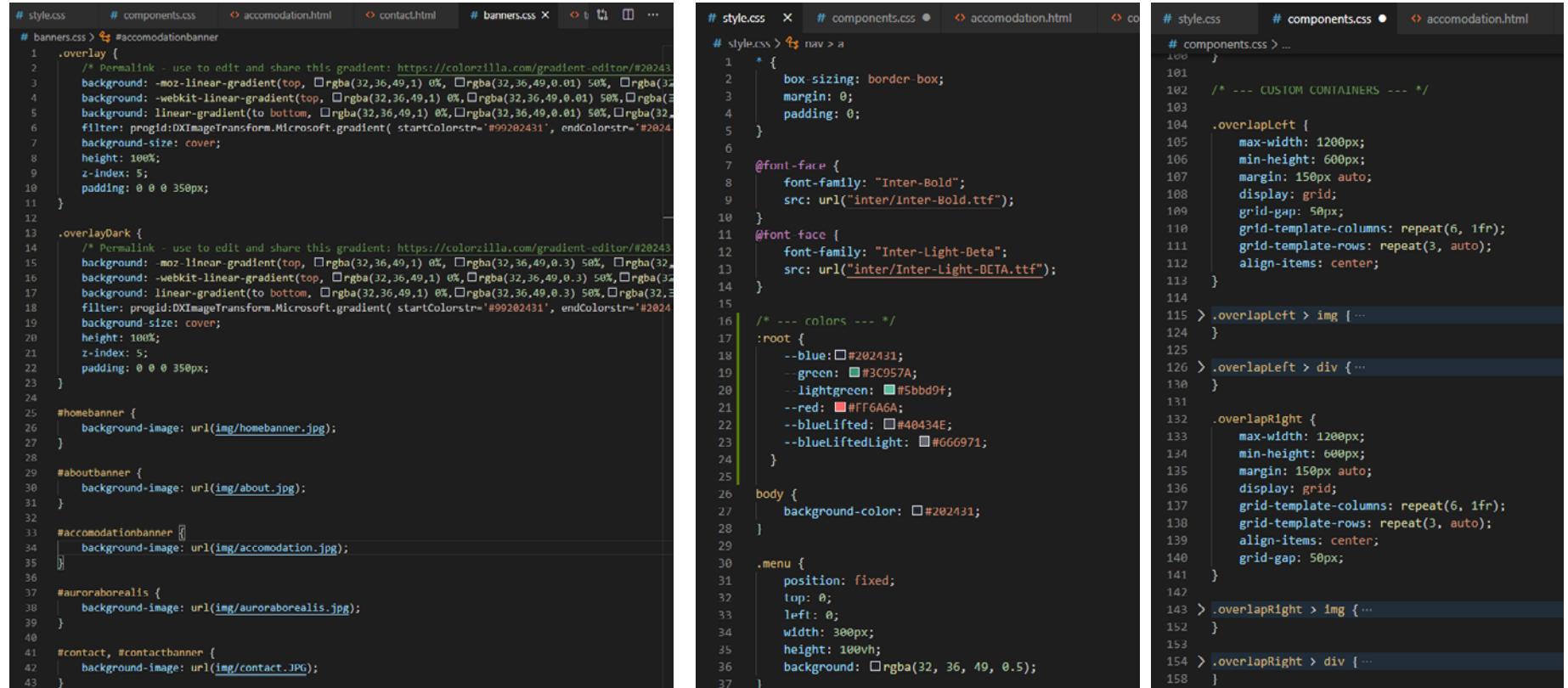
This took a significant amount of time in the beginning, but saved a lot of time in later phases of production. When I started filling the page up with content building the actual page took little time, so I could focus on the content creation. Reusing HTML elements this way also helped keeping a consistent appearance throughout the whole site.



MULTIPLE CSS FILES

I linked a separate CSS file for the reusable HTML elements, so it's easier to change them later on. Other, general styles are in styles.css. I used multiple CSS files, to keep greatly different elements separately, and make debugging and changing easier later on, when the project gets bigger and more complex with potentially hundreds of lines of code.

To keep things clean, I created a banners.css file where I only include the dark overlay that's on every banner, and the background-image for every banner with unique ID-s. Later on, when the project gets bigger and more complex, this should keep my CSS files clean, and easy to find and change a banner picture on any page.



```

# style.css      # components.css      accomodation.html
# banners.css > #accomodationbanner
1 .overlay {
2     /* Permalink - use to edit and share this gradient: https://colorzilla.com/gradient-editor/#20243
3     background: -moz-linear-gradient(top, □rgba(32,36,49,1) 0%, □rgba(32,36,49,0.01) 50%, □rgba(32,36,49,0.3) 100%); 
4     background: -webkit-linear-gradient(top, □rgba(32,36,49,1) 0%, □rgba(32,36,49,0.01) 50%, □rgba(32,36,49,0.3) 100%); 
5     background: linear-gradient(to bottom, □rgba(32,36,49,1) 0%, □rgba(32,36,49,0.01) 50%, □rgba(32,36,49,0.3) 100%); 
6     filter: progid:DXImageTransform.Microsoft.gradient( startColorstr="#99202431", endColorstr="#202431" );
7     background-size: cover;
8     height: 100%;
9     z-index: 5;
10    padding: 0 0 0 350px;
11 }
12
13 .overlayDark {
14     /* Permalink - use to edit and share this gradient: https://colorzilla.com/gradient-editor/#20243
15     background: -moz-linear-gradient(top, □rgba(32,36,49,1) 0%, □rgba(32,36,49,0.3) 50%, □rgba(32,36,49,0.6) 100%); 
16     background: -webkit-linear-gradient(top, □rgba(32,36,49,1) 0%, □rgba(32,36,49,0.3) 50%, □rgba(32,36,49,0.6) 100%); 
17     background: linear-gradient(to bottom, □rgba(32,36,49,1) 0%, □rgba(32,36,49,0.3) 50%, □rgba(32,36,49,0.6) 100%); 
18     filter: progid:DXImageTransform.Microsoft.gradient( startColorstr="#99202431", endColorstr="#202431" );
19     background-size: cover;
20     height: 100%;
21     z-index: 5;
22     padding: 0 0 0 350px;
23 }
24
25 #homebanner {
26     background-image: url(img/homebanner.jpg);
27 }
28
29 #aboutbanner {
30     background-image: url(img/about.jpg);
31 }
32
33 #accomodationbanner {
34     background-image: url(img/accommadation.jpg);
35 }
36
37 #auroraborealis {
38     background-image: url(img/auroraborealis.jpg);
39 }
40
41 #contact, #contactbanner {
42     background-image: url(img/contact.JPG);
43 }

```



```

# style.css      # components.css      accomodation.html
# style.css > #components.css
1 * {
2     box-sizing: border-box;
3     margin: 0;
4     padding: 0;
5 }
6
7 @font-face {
8     font-family: "Inter-Bold";
9     src: url("inter/inter-Bold.ttf");
10 }
11 @font-face {
12     font-family: "Inter-Light-Delta";
13     src: url("inter/Inter-Light-Delta.ttf");
14 }
15
16 /* --- colors --- */
17 :root {
18     --blue: □#202431;
19     --green: □#3C057A;
20     --lightgreen: □#5bbd9f;
21     --red: □#F6A6A6;
22     --blueLifted: □#40434E;
23     --blueLiftedLight: □#666971;
24 }
25
26 body {
27     background-color: □#202431;
28 }
29
30 .menu {
31     position: fixed;
32     top: 0;
33     left: 0;
34     width: 300px;
35     height: 100vh;
36     background: □rgba(32, 36, 49, 0.5);
37 }

```



```

# style.css      # components.css      accomodation.html
# components.css > ...
100 }
101
102 /* --- CUSTOM CONTAINERS --- */
103
104 .overlapLeft {
105     max-width: 1200px;
106     min-height: 600px;
107     margin: 150px auto;
108     display: grid;
109     grid-gap: 50px;
110     grid-template-columns: repeat(6, 1fr);
111     grid-template-rows: repeat(3, auto);
112     align-items: center;
113 }
114
115 > .overlapLeft > img { ...
116 }
117
118 > .overlapLeft > div { ...
119 }
120
121
122 .overlapRight {
123     max-width: 1200px;
124     min-height: 600px;
125     margin: 150px auto;
126     display: grid;
127     grid-gap: 50px;
128     grid-template-columns: repeat(6, 1fr);
129     grid-template-rows: repeat(3, auto);
130     align-items: center;
131 }
132
133 > .overlapRight > img { ...
134 }
135
136 > .overlapRight > div { ...
137 }
138
139
140
141 }
142
143 > .overlapRight > img { ...
144 }
145
146 > .overlapRight > div { ...
147 }
148
149
150
151 }
152
153
154 > .overlapRight > div { ...
155 }
156
157
158 }

```

GOOGLE SHEETS API

I used Google Sheets API for storing content for the “Trips” page and for activities in the bucket list app.

I chose this method, because it's easy to maintain. More specifically, whenever I come up with a new premade trip, I only have to write an extra line for it to appear on the trips page. Similarly, whenever I want to remove a trip, I just remove a line for the sheets, and the content on the website will arrange itself.

Another reason why I chose Google Sheets is because I found the JSON file created from it is easy to navigate.

| id | country | name | description | price | difficulty | image | link | time |
|-----------|----------------|----------------------------|---|--------------|-------------------|-----------------------|------------------------------------|-------------|
| 2 | Norway | Summer roadtrip for hikers | Conquer the most iconic landmarks of Norway, including Trolltunga, Kjerag and Preikstolen | expensive | difficult | trolltunga.png | norway-summer-hiking-roadtrip.html | 10 days |
| 3 | Scotland | The Scottish Highlands | Take a roadtrip around the Scottish Highlands and see the diversity of natural and architectural landscapes | medium | medium | scottishhighlands.jpg | scottish-highlands-roadtrip.html | 14 days |
| 4 | Norway | Sightseeing in Bergen | Experience Bergen and the surrounding fjords year-round | expensive | difficult | bergen.jpg | sightseeing-bergen.html | 1-3 days |

```

<h2 class="centered" id="trips">Trips</h2>
  <div class="grid4col">
    <div>
      <div>
        <img class="halfImg" src="" alt="">
        <h3>Trip name</h3>
        <p>Trip intro</p>
        <a class="buttonWithIcon">Read more</a>
      </div>
    </div>
  </template>
  <div>
    <img class="halfImg" src="" alt="">
    <h3>Trip name</h3>
    <p>Trip intro</p>
    <a class="buttonWithIcon">Read more</a>
  </div>
</template>
  
```

TRIPS



SUMMER ROADTRIP FOR HIKERS

Conquer the most iconic landmarks of Norway, including Trolltunga, Kjerag and Preikstolen

[READ MORE](#)



THE SCOTTISH HIGHLANDS

Take a roadtrip around the Scottish Highlands and see the diversity of natural and architectural landscapes

[READ MORE](#)



SIGHTSEEING IN BERGEN

Experience Bergen and the surrounding fjords year-round and try local seafood specialties at the fish market.

[READ MORE](#)

IMPROVEMENTS

There's room for improvements in certain functionalities, and content. I'll describe what I plan to add below.

REACT.JS FOR <HEADER> AND <FOOTER>

As a potential improvement, I'm working on embedding two React apps into my website, one for the <header> and one for the <footer>. This way I can update them easily, in one .js file, instead of having to revisit and change every HTML file whenever I want to change something in the menu or the footer.

DYNAMIC BUCKETLIST

I'm also working on making the bucketlist app dynamic, where the user can select multiple countries, add and remove places and filter places and activities.

CONTENT

I am continuously working on interviewing more people and setting up content for the premade Trips page, as well as content for the countries and individual places.

CONCLUSION

The majority of my assumptions were correct and the website so far has had a positive reception, therefore I believe educating tourists about the local rules and habits of the nordic areas using this website and the web application is highly possible.

APPENDIX

1. Interviews with locals:

<https://docs.google.com/document/d/1QMzRw9YS6IB9NVhMI8LqpTne7j8silcXErPOLD8RhXM/edit#>

2. Survey

2a. Survey questions: <https://docs.google.com/forms/d/1UbVNuqwQMylMEtBJlr9bA4Xmnhyp8ggYVCuVMOQ2-t0/edit>

2b. Survey answers:

https://docs.google.com/spreadsheets/d/1uMkdC_CFoPAMOQEDYeLMumpQmqbIIAkT9UQ3zzBkIcM/edit?usp=sharing

3. Personas:

https://drive.google.com/drive/folders/16zaEADcFJy_dxEqu3g7ResaMLxMDn0D3?usp=sharing

4. UML chart of the bucket list app:

<https://app.lucidchart.com/invitations/accept/f9229caa-4460-461c-9734-5b6febb06b2a>

5. Prototypes

5a. Prototype for the website: <https://xd.adobe.com/view/9009afac-f986-43c0-64e0-101793c5145f-e638/?fullscreen&hints=off>

5b. Prototype for the webapp: <https://xd.adobe.com/view/ccca01a5-c877-433c-75f9-59025a57b3e0-bafb/>