

# External Proposal

## Introduction - The Design and Development Team

- We are X-Ray, a one-man creative team specializing in web design and development.
- We consist of Richard W. Roach - Design and Strategy Director - who will be handling all aspects of the development process.

## Client, Context, Problem and Solution

- **Client:** The client is Tourism New Zealand, as well as its Māori counterpart, Māori Tourism - *He Toa Takitini*.
- **Context:** After two years of uncertainty in the tourism sector, the reopening of New Zealand's borders at the end of July will bring with it the opportunity to leverage our natural beauty and amenities to recover lost revenue. With the adjustment from completely-closed to reopened borders over the next few months, tourism operators will need support in facilitating accommodation and other necessities for tourists.
- **Problem:** With hotels and traditional accommodation options having been used as quarantine facilities, there is a desire to distance future efforts from the perceived lack of freedom these places are imbued with. In addition, tourism businesses have had to massively scale down their operations, and are struggling to find the resources (accommodation, transport) to facilitate operations.

This means alternative options need to be explored.

How can Tourism NZ and its associates promote these alternative options to tourists, at a fair price point, while also supporting local tourism operators?

- **Proposed Solution:** A lightweight web application that calculates and displays accommodation options to the user given certain inputs (number of people in group, length of the trip). Based on the user's location input (where are you staying?), local tourism business can be promoted through this app, taking a small fee from these businesses for promotion, and using these funds to subsidize tourist accommodation.
  - This Project will be known as the Tourism New Zealand Accommodation Support App (NZASA)

- Project Commencement Date: 20th June 2022
- Projected Completion Date: 29th June 2022

## Visual Design



- The background of the site will feature a slideshow video of images taken around New Zealand by the Director; this will serve as a placeholder during the first release, with additional assets being delivered in future releases.



The colour palette will also serve as the logo for this app, but rotated 45 degrees.

## Colour Usage

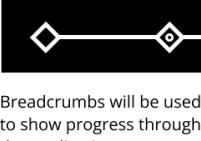
Black and white, paired with earth-tones; Grass Green and Skyblue.

## Typeface - Open Sans

Friendly, humanist typeface with a wide variety of weights and functions.

## Tone of voice

Friendly, good-natured, Kiwiana-inspired. Longing for adventure, and to show you the sights.



Breadcrumbs will be used to show progress through the application.



## NZTASA Logo

Simplified series of blocks corresponding to different biomes, stacked.

**LET'S GET STARTED**

**GO ➞**

## THE TIAKI PROMISE

### Buttons and Links

Uses Open Sans Condensed as well as line to draw attention and show interactivity. Call-to-action elements will have a border with brand colours in a gradient, whereas text links will only have an underline.

## Presentation

Using React, modular interfaces can be built, and tied into the overall strategy of tourists writing their own story.

A summary of their booking will appear as they progress through the app.

The total cost will be calculated as they go, appearing at the bottom.



- Typeface used is Open Sans by Ascender Corp.

## Information Architecture

- The application will consist of a series of pages corresponding to each step of the booking process:
  - **Mihi / Welcome / Home Page**
    - Will feature most structural elements of the page.
  - **User Input**
    - Will allow users to input their details.
    - This information will be used to inform the rest of the booking process.
  - **Accommodation option display and selection**
    - Takes user input and algorithmically returns appropriate options.
  - **Meal option display and selection**

- Asks user what meal option they want provided for them, or if they want to find their own food.
- **Summary screen**
  - Itemizes the sidebar summary in further detail.
  - Prompts user to input email address to have a summary sent to them.
- **Exit screen / ‘thanks’ page**

## Wireframes of all Pages

- Attached here are wireframes for these pages, showing user flow as well as interface elements:





LET'S GET YOU THERE!

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PART TWO

PLEASE ENTER YOUR ARRIVAL AND DEPARTURE DATES (DD/MM/YYYY)

YOUR NAME

DD/MM/YYYY

DD/MM/YYYY

HOW MANY PEOPLE IN YOUR GROUP?  
1 2  
3 4

Where are you staying? (DD Menu)

CONTINUE

# OF DAYS

WITH # PEOPLE

ACCOMODATION / TĀWHARAU

PLEASE FILL IN ALL INFORMATION BEFORE CONTINUING



SO (NAME), HERE ARE YOUR OPTIONS:

×

PART THREE

TITLE \$#  
Description pp/night

TITLE \$#  
Description pp/night

TITLE \$#  
Description pp/night

# OF DAYS

WITH # PEOPLE

STAYING AT #

\$ ##### TOTAL

BACK

CONTINUE

PLEASE MAKE A SELECTION BEFORE CONTINUING





YOU CAN'T HAVE A HOLIDAY ON AN  
EMPTY PUKU, LET US HELP:

×

×

×

PART FOUR

<b>TITLE</b> Description	<b>TITLE</b> Description	<b>TITLE</b> Description	<b>TITLE</b> Description	<b># OF DAYS</b>
Dietary Options: <input checked="" type="radio"/> V <input type="radio"/> VE <input type="radio"/> GF <input type="radio"/> DMO	Dietary Options: <input checked="" type="radio"/> V <input checked="" type="radio"/> VE <input type="radio"/> GF <input type="radio"/> DMO	Dietary Options: <input checked="" type="radio"/> V <input type="radio"/> VE <input type="radio"/> GF <input type="radio"/> DMO	Dietary Options: <input checked="" type="radio"/> V <input type="radio"/> VE <input type="radio"/> GF <input type="radio"/> DMO	WITH # PEOPLE
\$# pp/night	\$# pp/night	\$# pp/night	\$# pp/night	STAYING AT #

<b>WITH # MEAL PLAN</b>
\$ ##### + \$### FOR FOOD TOTAL

**BACK** **CONTINUE**

PLEASE MAKE A SELECTION BEFORE  
CONTINUING



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×

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YOU'RE ALL SET!

THANKS (NAME), HAVE AN AWESOME  
TRIP, MIHARO!



## Mockups of Home and Input Pages

This page shows a landscape of rolling hills and dry grass. A vertical line with diamond markers is on the left. The top marker contains the text "TAIPITIPI / DETAILS". The middle marker contains fields for "INGOA / FULL NAME", "WHAT DATES ARE YOU WANTING TO TRAVEL?", "TO", and "DD / MM / YY". The bottom marker contains fields for "WHERE ARE YOU LOOKING TO STAY?", "HOW MANY PEOPLE ARE TRAVELLING WITH YOU?", and radio buttons for "NONE", "1", "2", and "3", with "1" being selected. At the bottom are "BACK" and "CONTINUE >>" buttons. The page includes a black navigation bar at the bottom with links for "THE TIAKI PROMISE", "ABOUT US", and "CONTACT US", along with social media icons.

## Use Case Diagram

## NZTASA Use Case Diagram

