Internal Proposal

Project Overview

Tourism New Zealand works with the tourism industry to positively promote New Zealand internationally. They have a new campaign that is aimed at visitors staying for **short periods**, booking their own accommodation and arranging their own transport.

Your task is to create a **single page web application** that allows users to **input information, validate the information**, and provide meaningful **feedback** when validation has failed or passed. Display accommodation or transport options to the user based on the information entered. **Calculate and display** either accommodation or transport costs to the user.

Tourism New Zealand want the app to have its own **distinctive look and feel (whilst remaining cohesive with the Tourism New Zealand brand)**.

Transport

The first part of the user experience involves visitors to a specially designed site inputting information, and being shown accommodation options and related details, based on the **number of people** in their party, and the **length of time** they intend to be staying.

The second part involves displaying meal options for the chosen accommodation option. You will need to create the data for the meal options.

Project Requirements

- **single page web application**

- **distinctive look and feel (whilst remaining cohesive with the Tourism New Zealand brand)**

- Documents

  - Internal proposal - process/milestones/outline

  - External proposal - business-facing/pitch/

  - Timeline analysis - post-project reflection

Assessment Criteria

- JavaScript contains no errors, or errors are justified.

- An appropriate JavaScript library has been included and is being used effectively.

- An appropriate plugin has been included and used.

- Appropriate tools are used to enhance production workflow and are documented.

- JavaScript manipulates the DOM to fulfil a use case.

- An appropriate UI component is chosen for the use case and functions without errors.

- Follow JavaScript best practices as defined in the Yoobee Best Practices document.

- HTML and CSS validators show no errors or errors are justified. Make sure there aren't any JavaScript errors in the console.

- Appropriate deliverables are based on identified use cases and have been defined prior to production.

- The proposal documents (internal and external) include appropriate sections in accordance with the Yoobee Website Proposal Best Practices.

- Deadlines (project milestones) have been set and variations noted.

Project Name

- Working title is the Tourism NZ Accommodation Support App (TNZASA)

Deadlines

- Project to commence on the 20th of June, 2022.

- Project to cease development and be ready for release by the 29th of June, 2022.

Business Goals

- Support tourists staying for short periods.

- Allow tourists to book their own accommodation.

- Intelligently suggest options based on length of tourist visit and number of people in a group.

- Connect with accommodation providers. - *out of scope of this project*

- Fit this solution into the wider TNZ strategy.

Initial Research

- https://www.1news.co.nz/2022/06/17/nz-still-lagging-behind-on-opening-up-flight-centre-boss/

  - Borders are fully opening at the end of July.

  - Operators predict two to three years of recovery before tourism is back to normal.

  - Need to leverage shorter stays to capture more of the market, engage domestic tourists.

- https://www.stuff.co.nz/national/politics/300508270/tourism-nz-restarts-global-advertising-while-the-border-remains-closed

  - Efforts are being made to advertise; since February New Zealand has been advertised as an international tourism destination despite the borders being closed at the time.

  - This has been done to build and renew interest in New Zealand as a destination so that when the borders do reopen, tourists will be familiar with NZ.

- https://www.stuff.co.nz/travel/experiences/accommodation/300617751/is-the-golden-age-of-the-staycation-coming-to-an-end

  - Domestic tourism has been the sole source of income for many accommodation providers over the course of the pandemic.

  - With restrictions loosening, domestic tourism has dropped as Kiwis are able to travel overseas, instead of taking a 'staycation'.

  - To mitigate these losses, accommodation providers will need to engage the international market.

Conclusions

- Majority of users upon first release will be domestic tourists.

- They will have access to their own transport, so facilitating this will be **out-of-scope** for this project.

- They will be time-limited, with many needing to return to work, so a smaller range of dates will be offered (15 <)

- Marketing this app and its functions to international tourists will be required going forward; a consideration for future budgets and strategy. - *out-of-scope of this project.*

User Stories

1. ***As a domestic tourist, I only have a couple of days to see the sights, so I need an app that will handle booking suggestions for me so I have as much time as possible to enjoy myself.***

2. As the head of a large family, booking a trip for my husband and I would be great! I'm not very good with technology, however, so I need a simple, easy-to-use solution.

3. As a student, I'm used to roughing it and living cheap; I want a range of options so I can choose the most affordable.

4. As a motel owner, I want to make sure not just anybody can book accommodation. With every booking mattering I can't afford for people to not commit to their choice.

Highlighted user story represents the core user story, which will be focused upon.

Acceptance Criteria

1. ***By creating a simple-to-use solution that forwards user details to accommodation providers and keeps the booking process in one place for the user, less time is spent planning, lowering the engagement barrier.***

2. Acceptance criteria #1 also covers this user, with the addendum that the solution have a big focus on user-friendliness, requiring minimal onboarding to use.

3. By partnering

4. As a motel owner, I want to make sure not just anybody can book accommodation. With every booking mattering I can't afford for people to not commit to their choice.

Deliverables

- Documents for Assignment

- - Internal proposal - process/milestones/outline

  - External proposal - business-facing/pitch

  - Design Document - look/feel/included technologies (include in Internal Proposal?)

  - Timeline analysis - post-project reflection

- Website (Single Page Application)

  - Accompanying assets (photography, text, descriptions)

  - Tech Stack (HTML + CSS + JS + Framework + Library)

  - Functionality involving:

    - Listing accommodation and meal options

    - Taking and logging user choices

    - Providing assistance

  - *Note: the scope of the first release does not include partnership efforts with accommodation and tourism activity providers. We recommend this be an area of focus in future app iterations and ongoing tourism strategy.*

Look and feel

Current system:

- Look and feel of current Tourism NZ & Māori Tourism (He Toa Takitini) focuses on natural aspects of New Zealand, it's varied landscape as well as the proximity to bodies of water.

  - Suggest continuing the photographic presentation approach, already demonstrated by these organizations.

  - Ideally, assets would include high-quality video and still images.

    - However, due to time and budget considerations, sourcing these assets would be difficult owing to this project being manned by one person.

- Look and feel of these sites is somewhat feature-rich, and quite busy:

  - https://www.newzealand.com/nz/

  - https://maoritourism.co.nz/

- Suggest paring down visuals, keeping photography as core visual asset while providing a feature-rich, but visually simple user interface.

Style Tile

Colour Usage

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

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.

He Toa Takitini
New Zealand Tourism

He Toa Takitini
New Zealand Tourism

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 interactibility. 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.

YOUR PLAN:

THREE PEOPLE

FOR TWELVE DAYS

IN A HOTEL

WITH DINNER PROVIDED

Your total is:

$400

Mockup of home page

LOGO	TOURISM NEW ZEALAND HE TOA TAKITINI - AOTEAROA	ACCOMODATION / TĀWHARAU

⊗ PART ONE

WELCOME TO AOTEAROA

TRAVEL TO WELLIN|

⊗

⊗

CTA (LET'S GO!)

⊗

THE TIAKI PROMISE	ABOUT US	CONTACT US			

TOURISM AOTEAROA
HE TOA TAKITINI

EN   MĀ

MIHI / WELCOME

WELCOME TO AOTEAROA

TRAVEL TO WELLIN|

LET'S GET STARTED ≫

THE TIAKI PROMISE   ABOUT US   CONTACT US

Tech Stack / Technologies to Use

- HTML, CSS & JS - Core Web Development Technologies

  - Using these technologies is taken as a given - they form the foundation of modern web development while remaining relatively accessible to in-house / client staff.

- JS library: React.js https://reactjs.org/ - For building responsive UI components.

  - React will be used as the ability to create interfaces at scale is paramount to this project. Future iterations of this app may require the extension of existing assets, something the React library was designed around.

  - React library is open-source, meaning no ongoing budgetary considerations.

- JS plugin: TypeIt-React https://www.typeitjs.com/docs/react#installation - For extending JS & React functionality

  - To add personality to the site, the TypeIt plugin can be leveraged to make the user experience feel more like an **experience**.

  - This plugin works by presenting pre-defined text elements as though they were being typed in real-time as the user views the page.

  - Having TypeIt elements on the page will allow the visual presentation to tie into the core strategy of the TNZASA, to let users "write their own story".

Criteria for presenting options to User

Key:

House

People =< 4 && Nights => 2
&& Nights =< 15

Motel

People =< 4 && People => 2
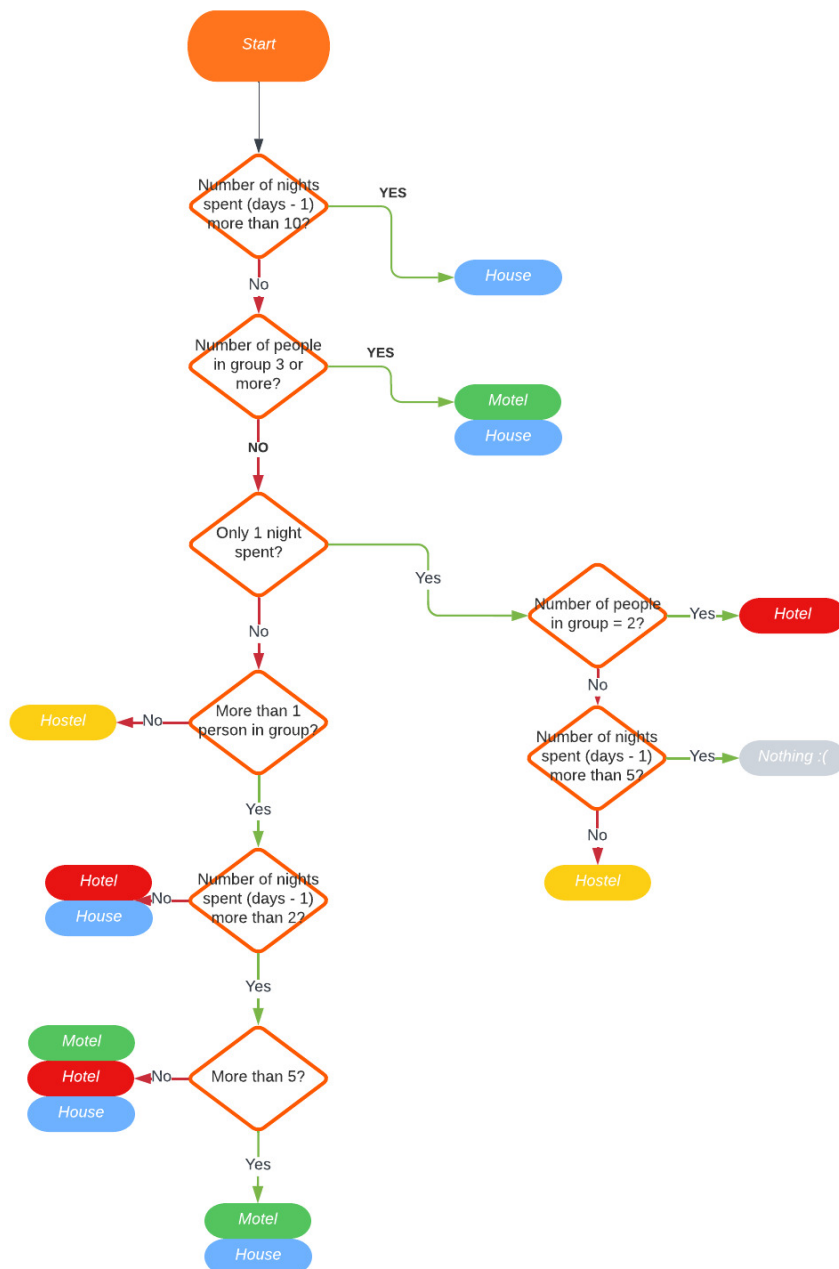Nights => 3 && Nights =< 10

Hostel

People = 1 && Nights =< 10

Hotel

People =< 2 && Nights =< 5

Nothing :(

All other cases.

Milestones

- **Define business goals**

- **Define requirements and deliverables**

- **Internal proposal**

  - Research

- User Roles

    - Identify user stories

    - Identify user acceptance criteria

    - Define user functions

  - Visuals

  - Competitor Research (visuals + technology)

  - Strategy + How solution fits into overarching strategy.

  - Design document

    - Inspiration

    - Moodboard

    - Style Tiles

    - Visual / Brand Guidelines

    - UX/UI elements

- **Finish external proposal**

  - Use case diagram

  - Wireframes of main page + functions

  - Mockup of main page

  - Functions provided by

  - UI principles followed

- Research JavaScript frameworks and libraries

  - Leverage to business needs, using these to fit business goals

  - Choose framework and library

  - Decide where these technologies can be implemented (see internal proposal, wireframes and mockups).

  - Download into source/root file

  - Begin implementation

- Setup HTML / CSS boilerplate

- Setup views for each core function

- Implement behaviour through JS, library and framework.

- Perform unit testing of functionality

  - Check if acceptance criteria of user stories have been met

  - Check if conditional functionality has been met

- Implement styling

- Perform unit testing of finished product.

- **Export & delivery of final product.**

- Reflection

- Development notes to be included in the markup and code.