

DDD20015:
INTERACTION DESIGN FOR THE WEB

Brief 1: Site of the Day

Website Research & Prototype Development

Semester 1, 2015

Tuesday 3:30pm - 5:30pm | Vivian

Serena Peregini | 7685718

CONTENTS

TheBrief.....	2
Research.....	3
Brainstorming.....	7
UserTasks.....	8
User Scenarios.....	9
Development.....	10
Wireframes.....	11
Mock Ups.....	19
Mobile Mock Up.....	27
Tablet Mock Up.....	28

THE BRIEF

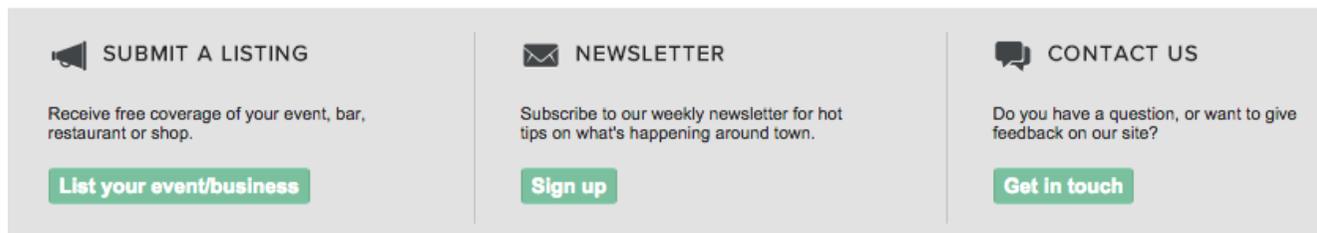
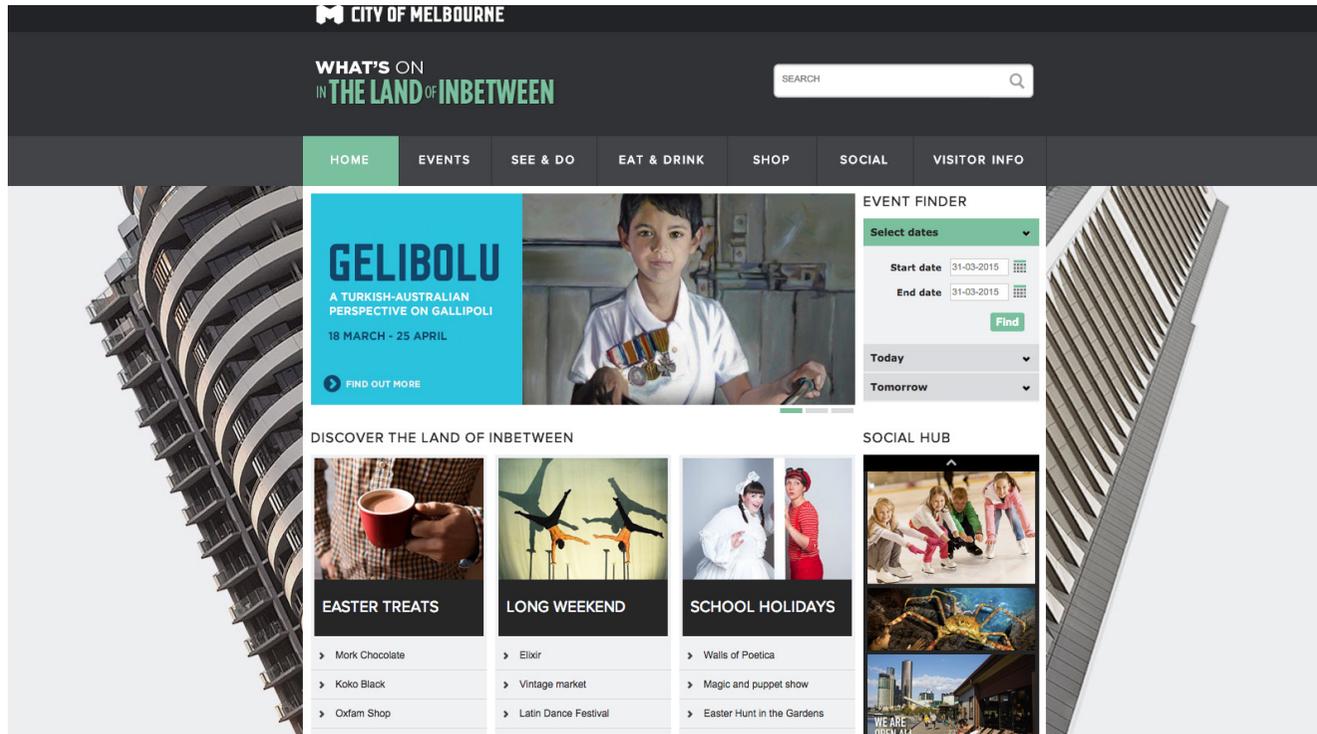
“The focus of the website is an offer that is available only for 24 hours. The central concept for the site is there is an option that is available for 1 day, the next day this option will change. There may be archives of previous offers or content.

- *Recipe of the day*
- *Movie of the day*
- *Restaurant recommendation of the day*
- *Attraction of the day*
- *Band of the day*
- *Or a different topic—check with your lecturer!*

You are to research, document, design and develop a prototype site for evaluation.”

I have chosen to create an “Attraction of the Day” website. My intention is to create a service that allows people to find activities available to do in Victoria, designed for use by locals or tourists. These activities will range from local attractions to full day/week-end trips, as to attract a wider community. There will also be a members section with special deals to keep users engaged and to entice them to return to the site.

RESEARCH



The City of Melbourne site is aimed towards events going on in Melbourne, which is a similar idea to the site I want to create. I feel like the smaller banner works for this site, as there are lots of events they want to feature. The bottom navigation in the footer looks very professional, and clear to understand. I like the images of buildings in the background as well, it shows that the site is about the city, and not the outer parts of Melbourne.

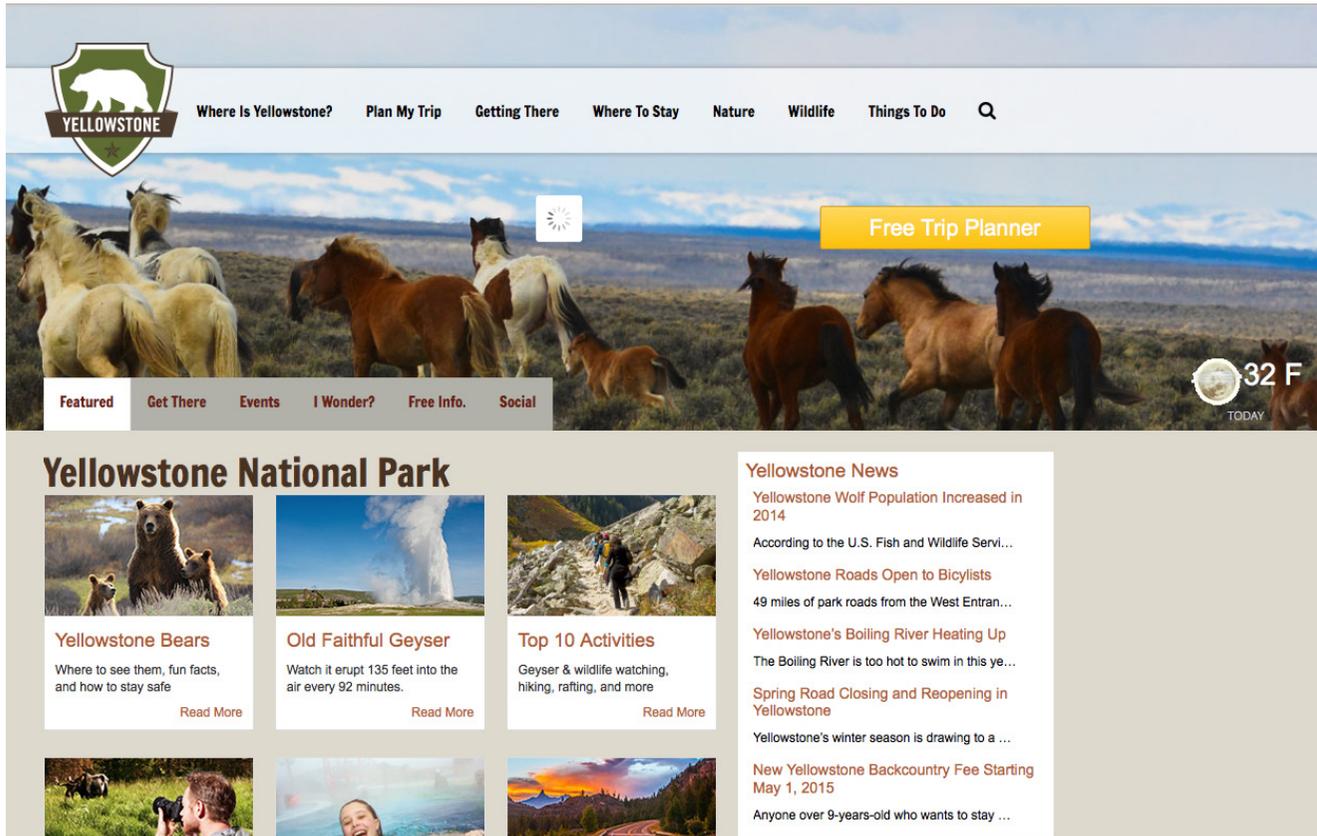
RESEARCH



The site for Phillip Island really stands out to me as a great design.

It's modern, simplistic and easy to navigate. I like the layout of the content below the banner, because though its small its not at all unclear. I like how the logo hangs over the top of the banner, which is a trend I've seen in more modern websites. I also love on the sub-pages the banner is reduced in size, but still has an image which adds to the aesthetics of the page. It helps to promote the location and works as a good barrier between the navigation and content.

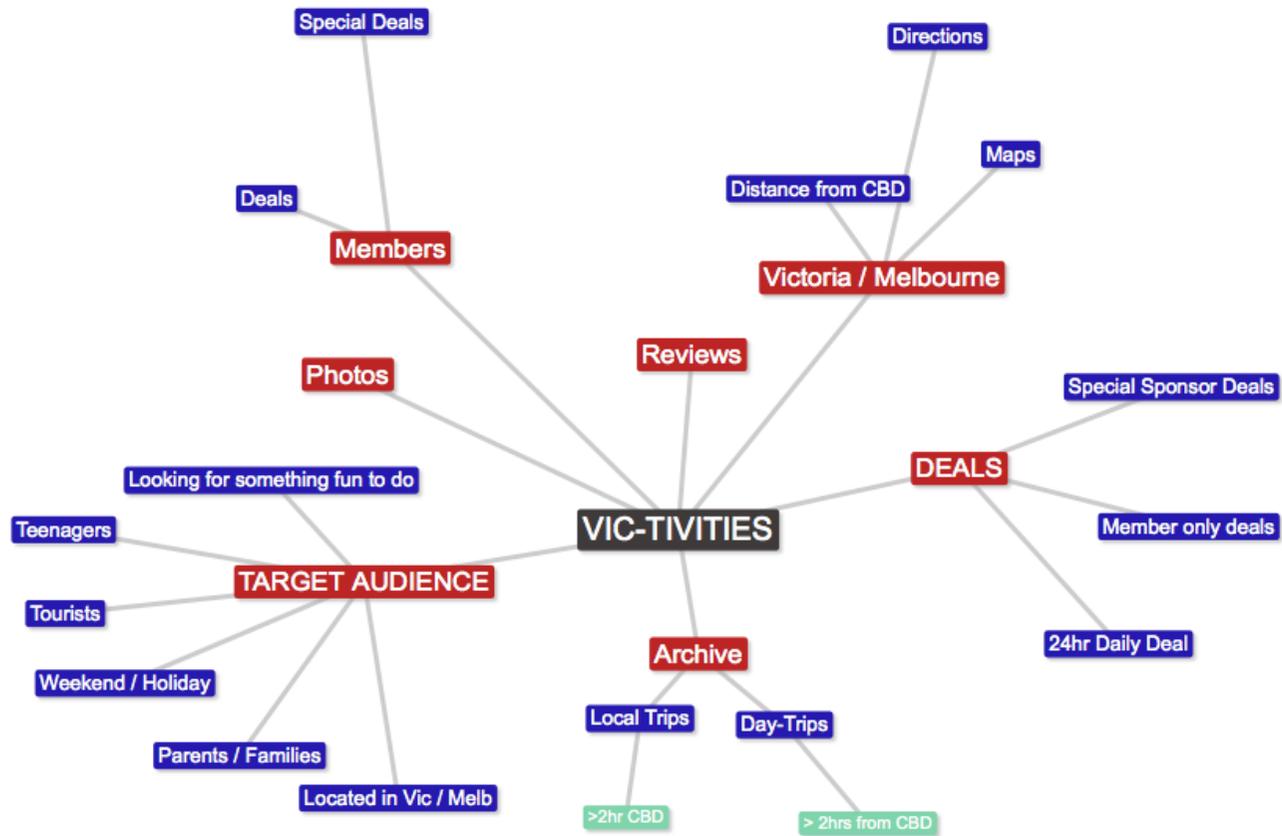
RESEARCH



The top image is of the Yellowstone National Park. I like how the banner image is apart of the header, and the navigation runs on top of the image. I feel like the navigation on the bottom of the banner doesn't work well as it blocks too much of the image, and could have easily been placed underneath.

The bottom image is of the Tourism Fiji websites Footer. I like how the logo is featured again, as well as social media links and the bottom navigation is still featured. I like how it's not too big, so it doesn't take up much of the content on screen.

BRAINSTORMING



NAME IDEAS:

- HOLIDAZE
- SUMMER SITES
- SUMMER DAZE
- DAY TRIPS
- VIC DAY TRIP
- VIC ACTIVITIES

VIC - TIVITIES

USER TASKS

Who are your users/audience?

- Parents/Families
 - > With Children
 - > Planning a weekend trip / Holiday activity
- Tourists
 - > International or Interstate
 - > People with Exchange Students
 - > Wanting to learn about Australian Culture
- People looking for something to do on the weekend
 - > Teenagers
 - > Couples

What computer/Internet skills do they have?

- Low to Mid-level skills

How do you expect them to find out about your site?

- Google/Search engines
- Word of mouth

Do they have any special needs?

- Medium sized fonts

What are their preconceptions?

- Correct information
- Easy Navigation
- Simple Design
- Lots of Photos & Descriptions

What is their motivation to visit this site?

- To get an idea of the kind of attractions in Vic
- To get a price idea of attractions

Is the task done in one session or over time?

- One session

Do different people approach the task differently?

- Some might have planned to do something on this day
- Some might be spontaneous decisions

Office environment or home?

- Home environment

In a public space?

- Possibly if planning trip spontaneously

Standing or sitting?

- Either

How much time does the user have?

- 10 – 25 minutes

Bandwidth?

- Standard

Screen resolution and colour depth?

- Standard

Processing Power?

- Standard

Can you assume any plug-ins?

- No. Maybe Flash Player.

Browser versions?

- All

Will they have graphics enabled at all?

- Hopefully

Development tool?

- Home/mobile environment

Delivery platform?

- Home/mobile environment

USER SCENARIOS

<http://i.huffpost.com/gen/1304641/images/o-TEEN-USING-LAPTOP-facebook.jpg>



A teen is planning an activity for her and her friends to take part in on the weekend. She goes onto victivities.com.au to see what the current attraction of the day is. On the home page she sees a large image for the Melbourne Zoo in the banner. She clicks on the "learn more" button where she is taken to the Attraction of the Day page. On this page she finds a map of the location, pricing and general information about the Zoo. She clicks the link to buy tickets online and is re-directed to the Melbourne Zoo website to purchase tickets. After purchasing tickets, they decide to go back to Victivities, where they noticed a 'Sign up' link on the page. They click on it and enter their details, then receive a thank-you message and a confirmation email.

<http://www.laptopmom.com/images/MomWithKids.jpg>



A mother of 3 wants to plan a day-trip for the family on the holidays. She checks her email where she sees a weekly newsletter from Victivities. She clicks on the link, which takes her to the member's sign-in page. After signing in, she is redirected to the member deals page. On this page, she sees the current deal is food voucher for the Sovereign Hill Café if she books before Sunday at 11:59pm. She notices it says that "You must have booking number in order to redeem the voucher". She follows the link to the Sovereign Hill website to purchase tickets, then returns to the Victivities member page. The Redeem Voucher link leads her to a page asking her to insert her booking number. She is then sent the digital/printable voucher via email.

<http://shethepeople.tv/wp-content/uploads/2015/01/Japan-Tourists-India-Nationalturk-3.jpg>



A pair of Japanese tourists are planning their trip to Melbourne. They find the option at the top of the screen to change the language of the site to Japanese. They go onto Victivities to see what the current attraction of the day is, but it is Kingpin Bowling at Crown Casino. As they want something more unique to Australian culture, they click on "Other Attractions" to see what else has been featured on the site. There they see the option to search by 'Day Trip' or 'Local Activities'. They choose 'Day Trip', and see Healesville Sanctuary pops up. They hover over it, which gives a quick description of the attraction. When they click on it they are sent to the Healesville Sanctuary Website.

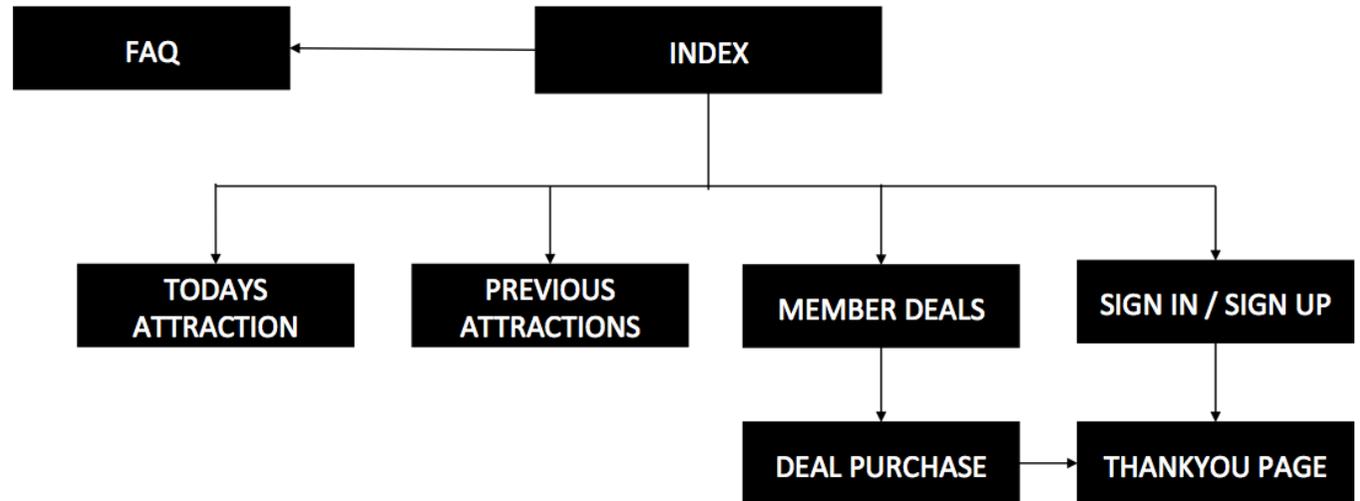
VERY IMPORTANT

- Pricing
- Photos
- Brief description
- Location
- Reviews
- Link to actual site

SITE DEVELOPMENT

IMPORTANT

- Member deals
- Travel details
- In-Depth Description
- Log In / Sign Up
- LOTE
- Archive of other attractions
 > Day Trip v. Local



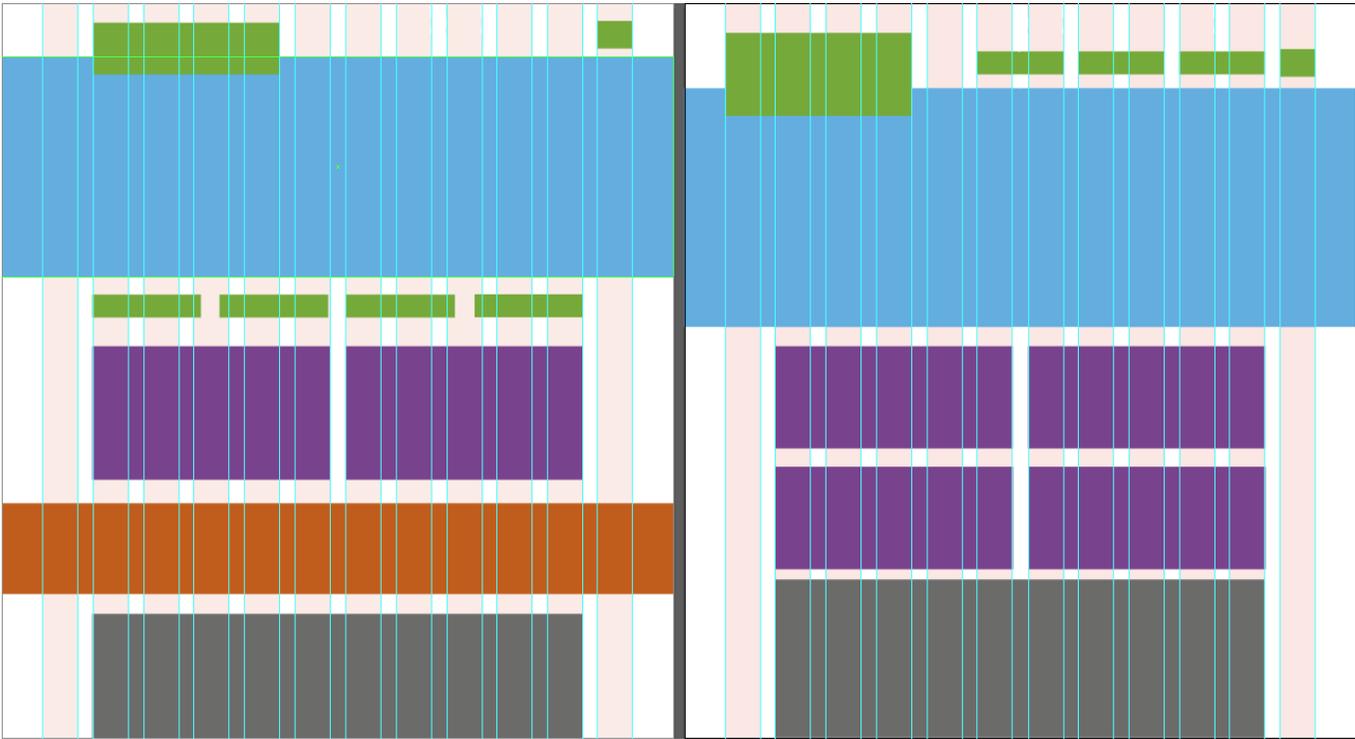
MILDLY IMPORTANT

- Copyright
- FAQ
- Sponsors
- Social Media Links

WIREFRAMES

WIREFRAME A

WIREFRAME B

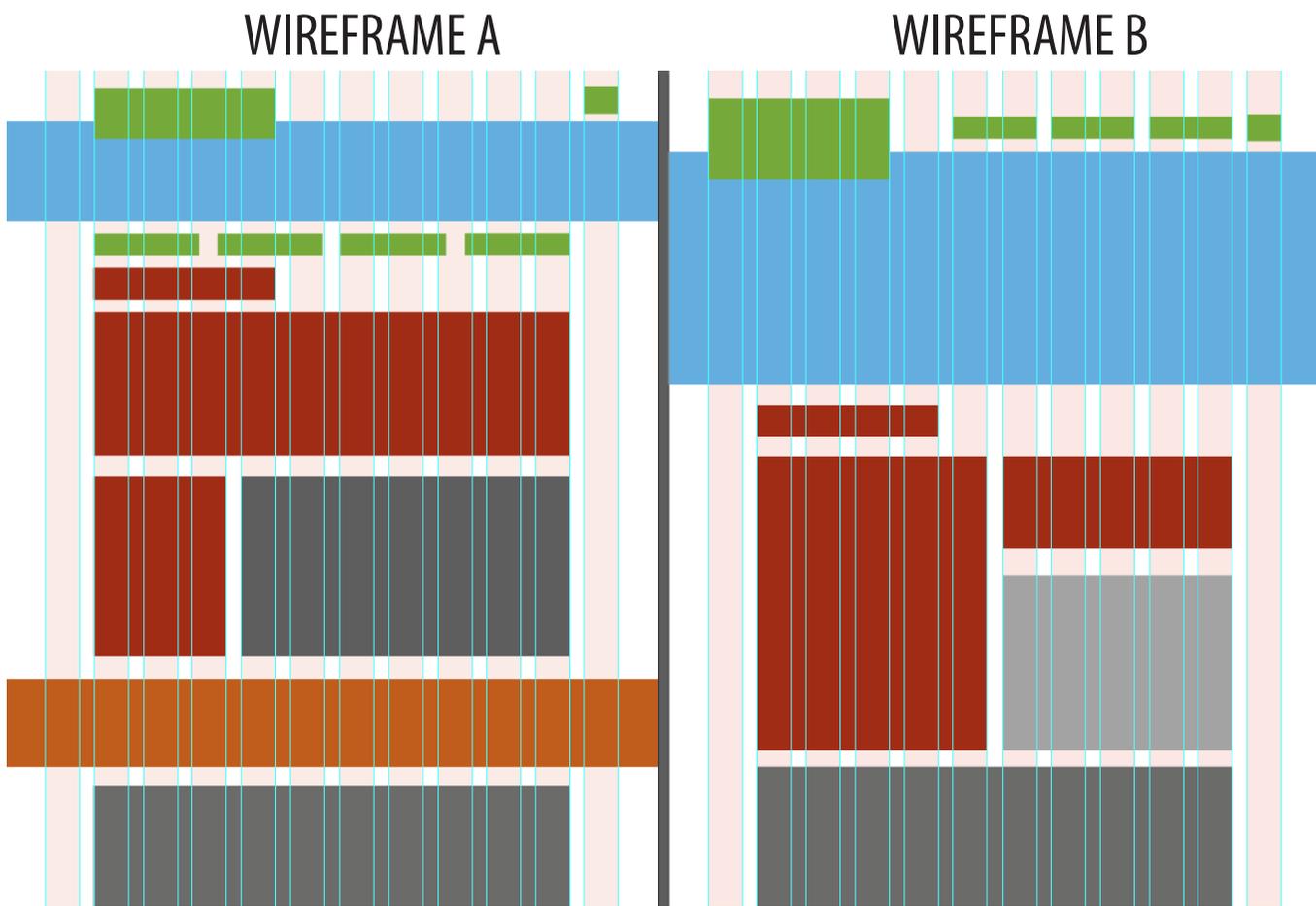


- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

HOME PAGE

I definitely want a big banner for this page, hopefully interactive, featuring the attraction of the day, one previous attraction and a member deal. The blocks below will also feature previous attractions and a member deals.

WIREFRAMES



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

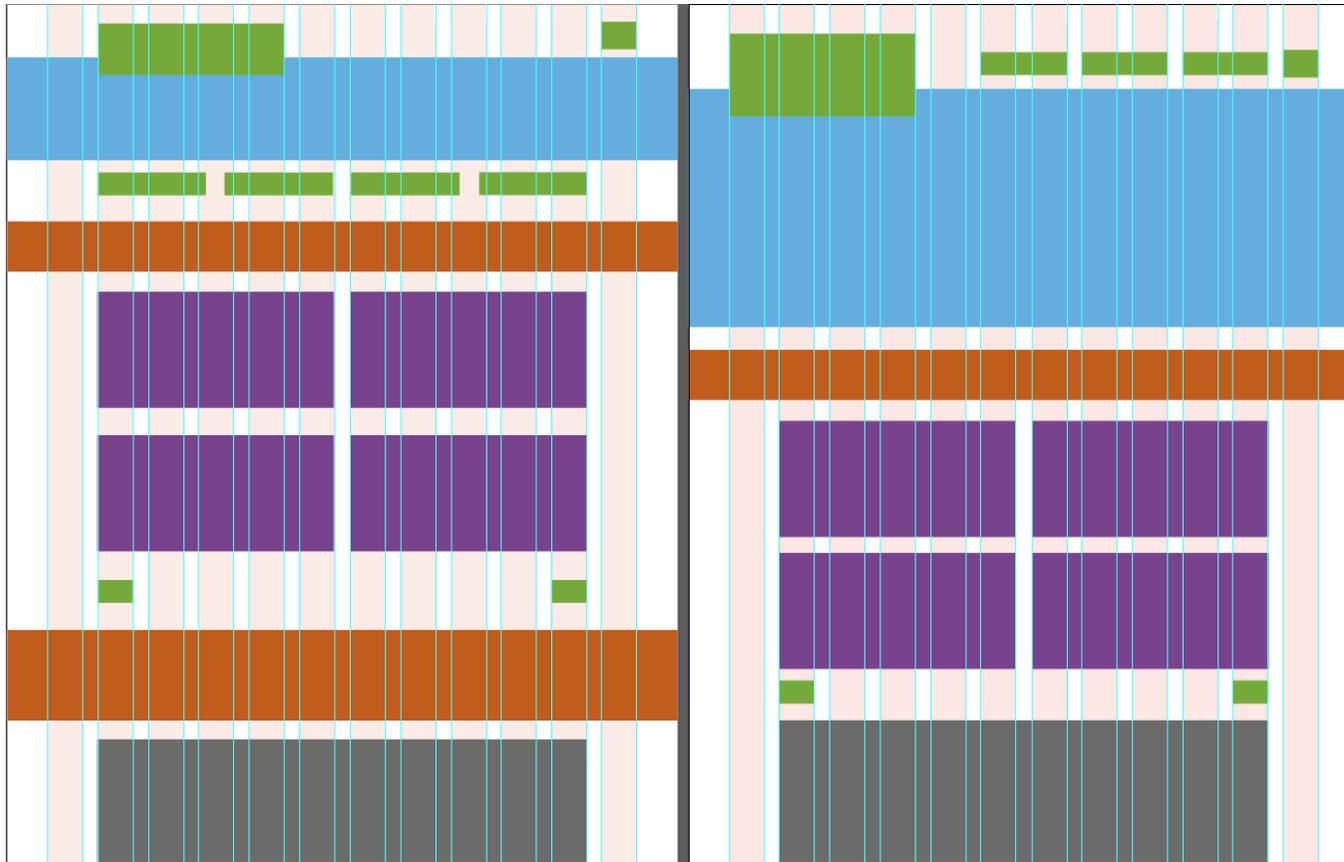
Today's Attraction

This page features the main attraction. I made the banner smaller for Wireframe A like the Phillip Island site. This will be an image of the daily attraction. The grey boxes (not the footer) are Maps, so that people can see where in Victoria the attraction is (also so they can see how far it is from them)

WIREFRAMES

WIREFRAME A

WIREFRAME B



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

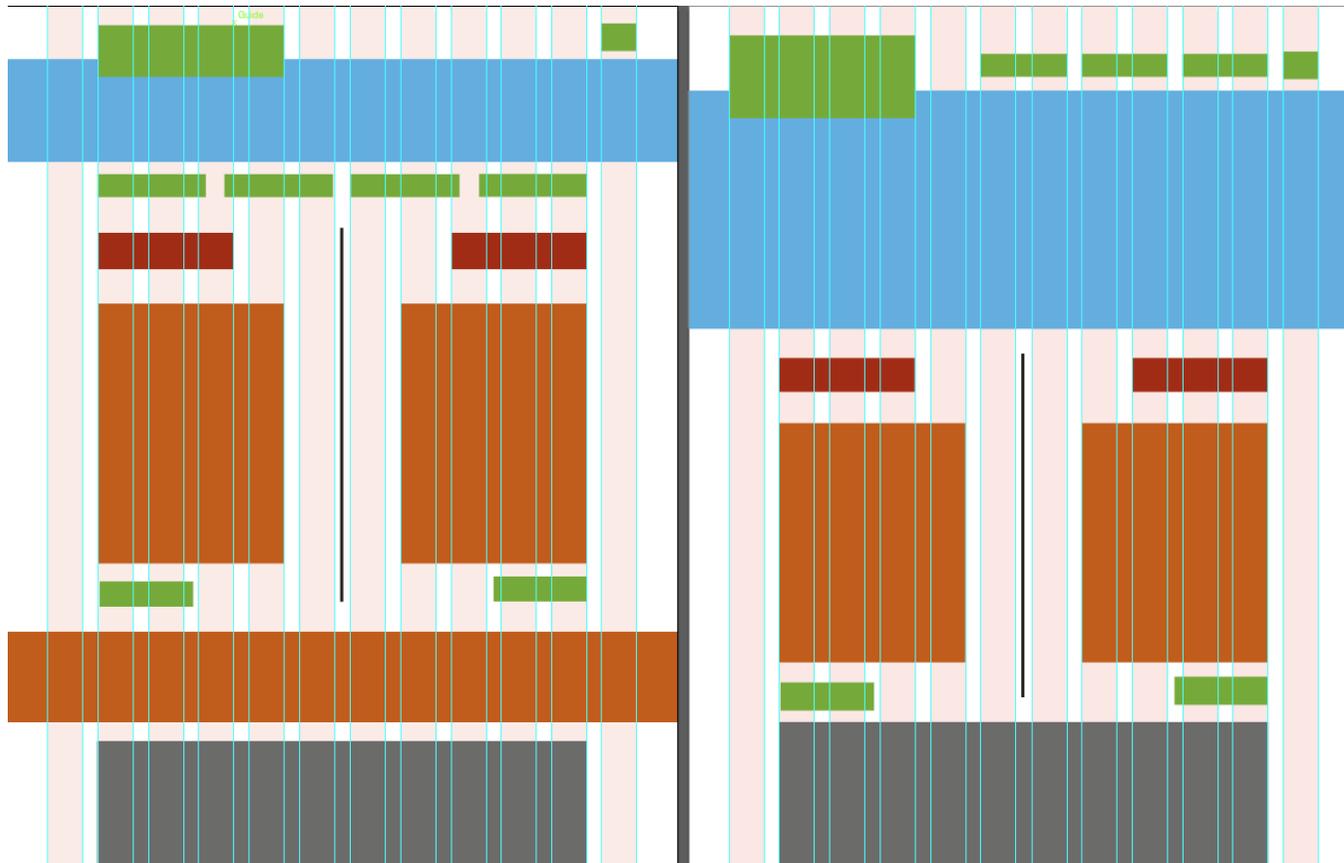
Previous Attraction (Search)

This page features a search bar that people use to sort through the attractions that have previously been featured. I'm not sure how many attractions I want featured, or how to make the search bar function properly in HTML.

WIREFRAMES

WIREFRAME A

WIREFRAME B



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

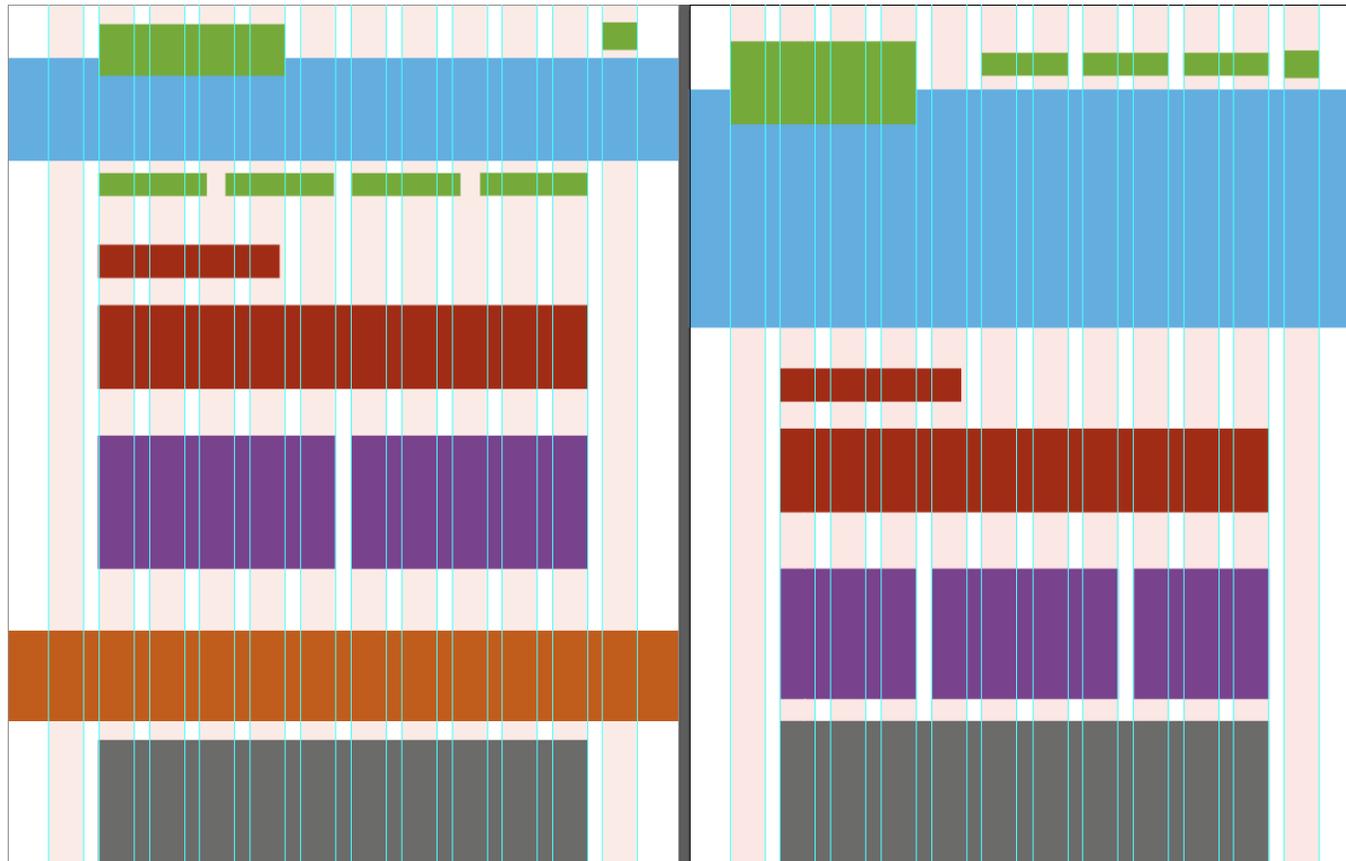
Sign up / Log in

The two columns represent 'LOG IN' and 'SIGN UP'. I feel like these two columns should be aligned to the left, unlike how I have it designed now where they both are aligned to the edges.

WIREFRAMES

WIREFRAME A

WIREFRAME B



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

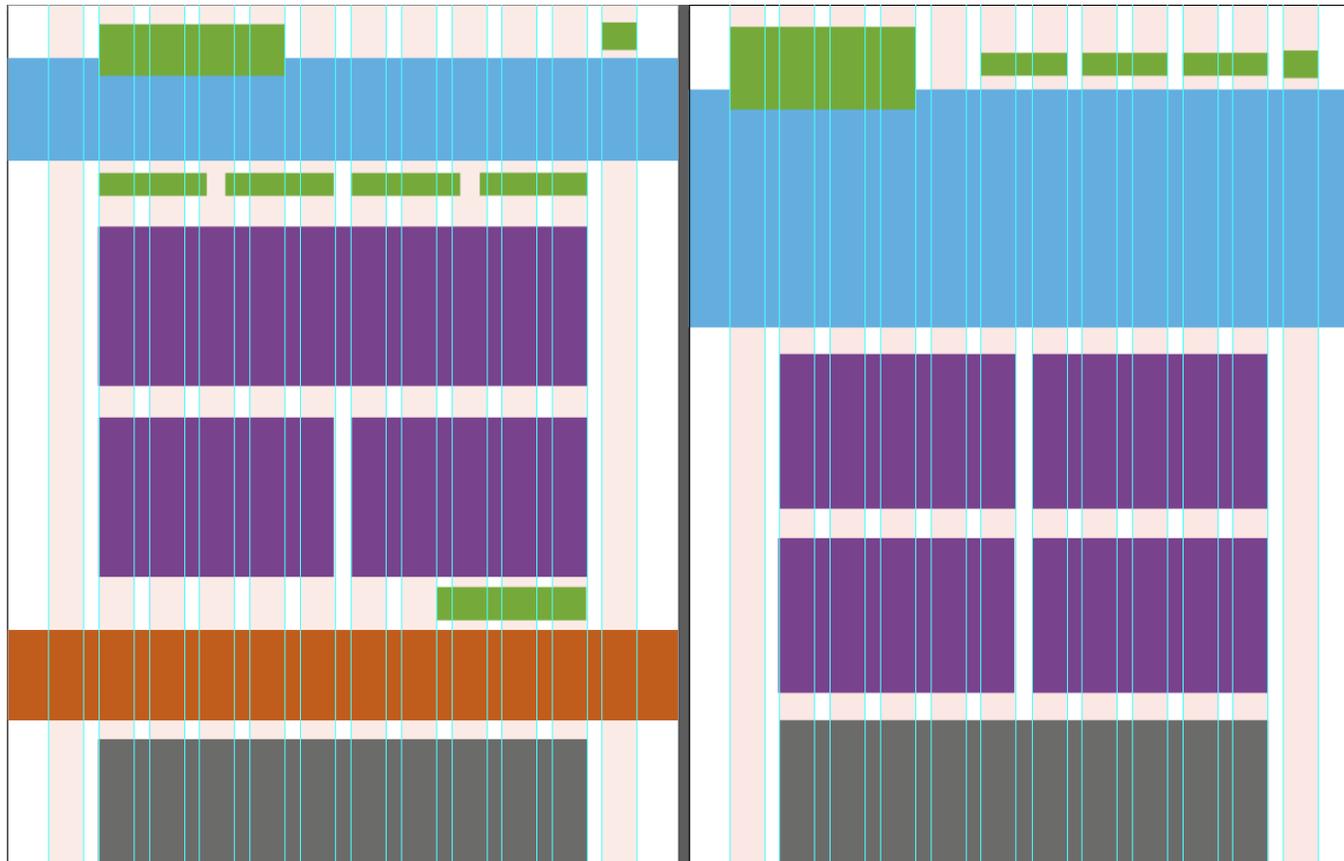
Thank you page

The thank you page will have a message to tell users that an email has been sent to them for confirmation, whether its for purchasing a deal or signing up. Below will be links to other things on the site, like more attractions or deals.

WIREFRAMES

WIREFRAME A

WIREFRAME B



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

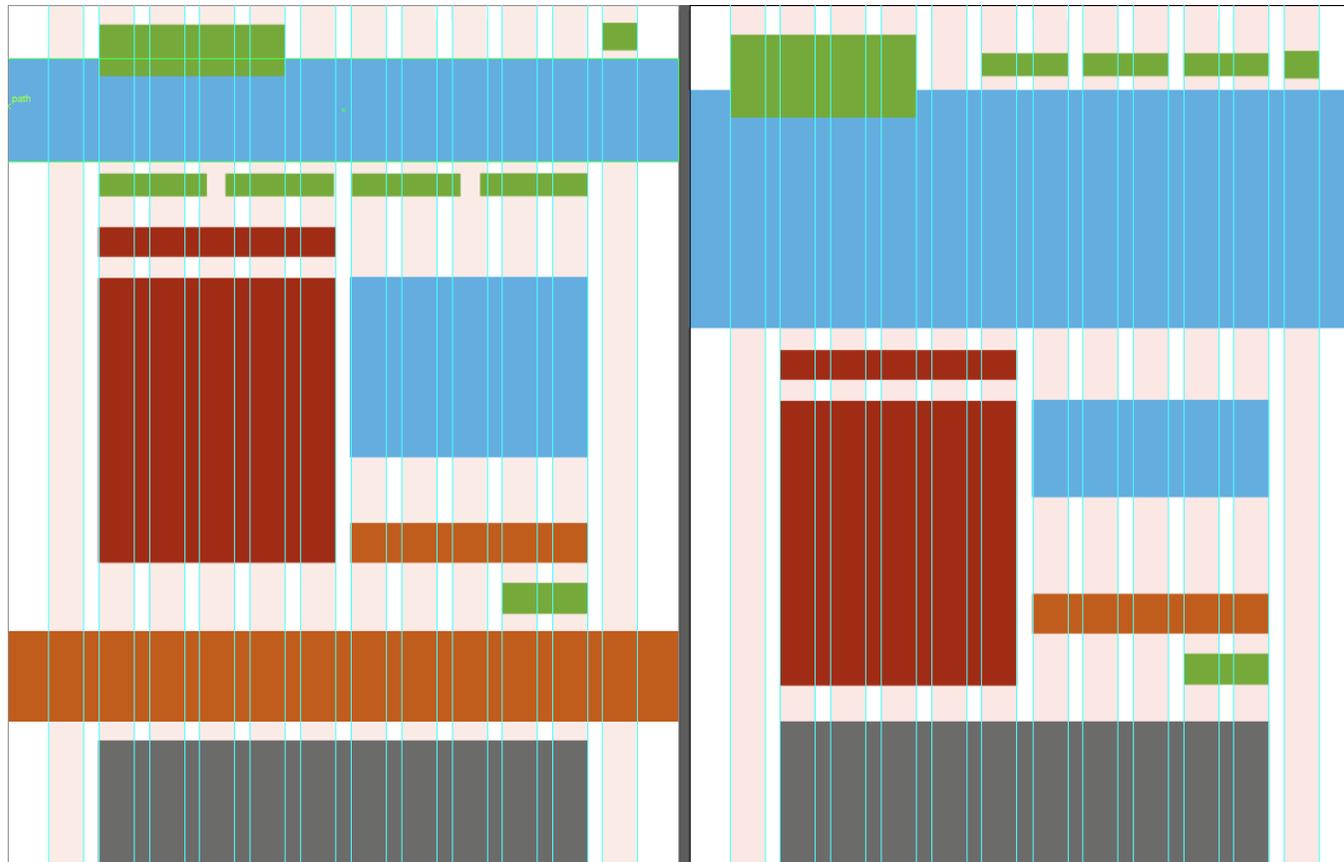
Members Page

This page will contain the members deals going on at the time (3-4). Because wireframe A has no big banner, the highlighted deal needs a bigger space on the page. Wireframe B could have its deal in the banner.

WIREFRAMES

WIREFRAME A

WIREFRAME B



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

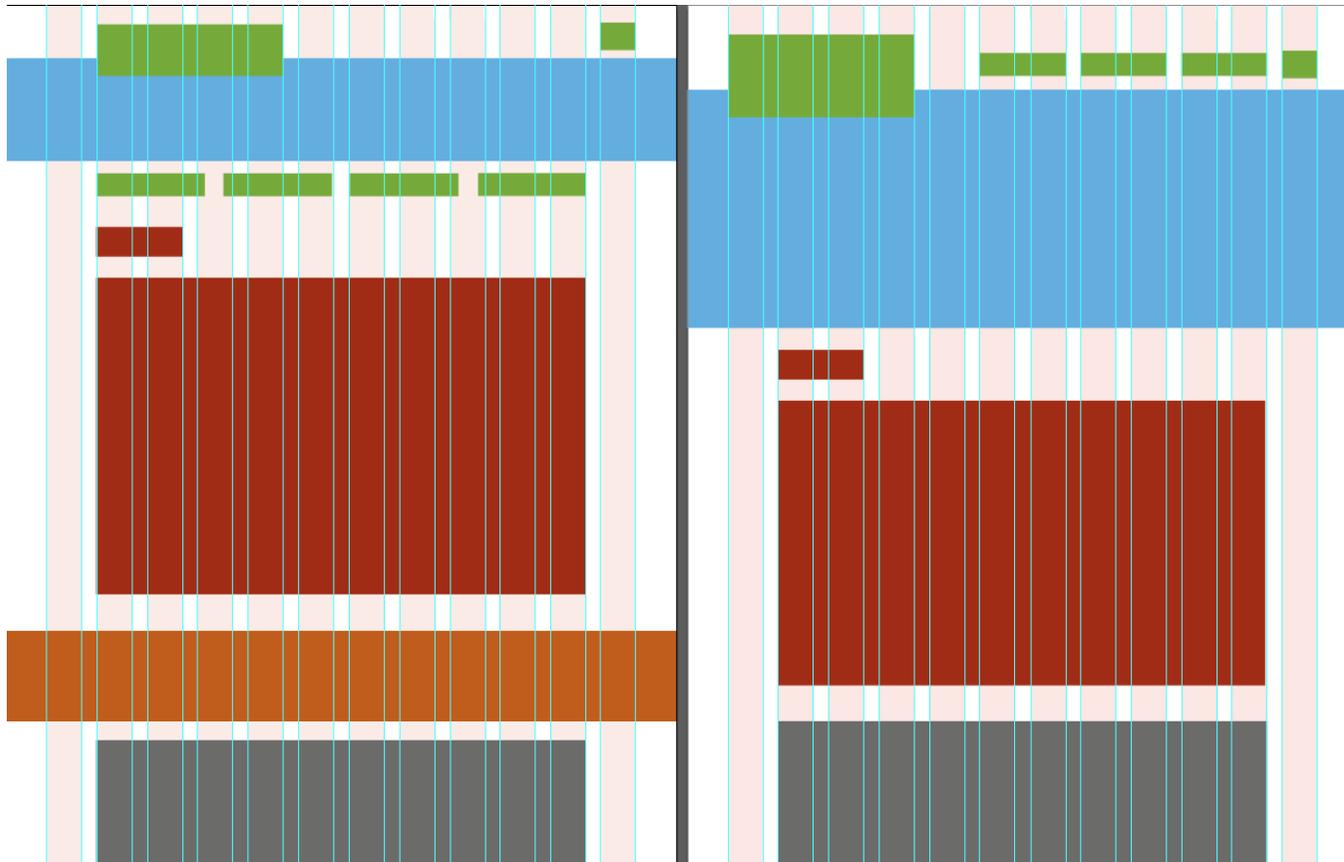
Members Deal Page

This page will contain more details about the deal, including a picture of the deal and/or location. You must be logged in, and you must have a previous booking number for the attraction.

WIREFRAMES

WIREFRAME A

WIREFRAME B



- LINKS
- PHOTO
- PHOTO&LINK
- FORM
- FOOTER
- TEXT ONLY

FAQ

This page will just be a text block. There will be subheadings containing the questions, then paragraphs with answers. Depending on how many questions, it might have a scroll bar, or I'll just let the web-page be longer.

MOCK UPS - HOME

http://upload.wikimedia.org/wikipedia/commons/d/d2/Melbourne_Aquarium.jpg

http://pixabay.com/static/uploads/photo/2013/01/13/08/09/burger-74748_640.jpg

http://upload.wikimedia.org/wikipedia/commons/a/ae/Ballarat_dyli%C5%B-Cans.jpg

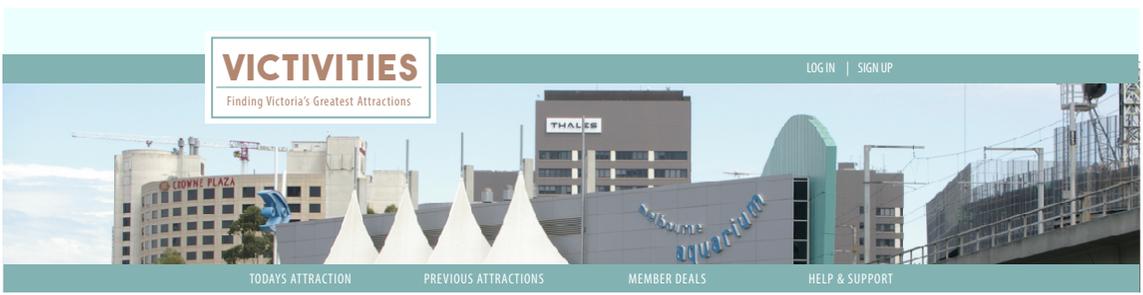


This is my design for the home page of my website. Looking at it now, I think I should have more of a description of what the actual site is (daily/weekly highlighted and changing attractions in Victoria). This could be text in the header, banner or the content section. Also, I haven't included social media links in the footer, which will definitely be added in the final.

TODAY'S ATTRACTION

https://farm7.staticflickr.com/6186/6155634372_a1e570294e_o.jpg

http://upload.wikimedia.org/wikipedia/commons/8/88/Aquarium_Fish.jpg



MELBOURNE AQUARIUM

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Online Saver Pricing
ADULT - \$30.40
CHILD - \$17.60
CONCESSION - \$27
FAMILY OF FOUR - \$79
SINGLE ADULT FAMILY - \$64

FOR MORE PASS OPTIONS FOLLOW LINK TO SITE

[CONTINUE TO AQUARIUM SITE ►►](#)

QUICK LINKS

- > Home
- > Today's Attraction
- > Previous Attractions
- > Member Deals
- > Help & Support
- > Privacy
- > About us
- > Show Site Map
- > Back to Top

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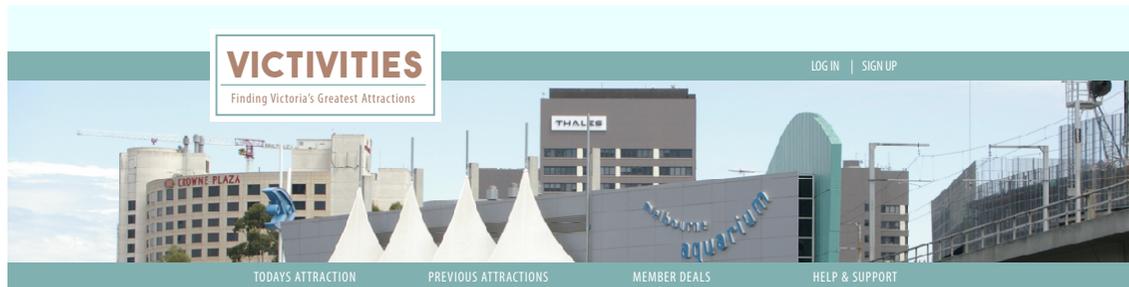
The Attraction of the Day page. The banner has been reduced for the lesser pages, but still features the attraction of the day/week. I'm not 100% on the order of the content on the page. The photos might look better next to the map, and the prices up next to the description. The arrangement of the prices in general could be better as well, possibly laid out more clearly.

PREVIOUS ATTRACTIONS

http://upload.wikimedia.org/wikipedia/commons/e/ee/The_twelve_apostles_Victoria_Australia_2010.jpg

http://upload.wikimedia.org/wikipedia/commons/0/05/Puffing_billy_in_action_2003.jpg

http://upload.wikimedia.org/wikipedia/commons/7/77/Luna_park_melbourne.jpg



PREVIOUS ATTRACTIONS

DAY TRIP LOCAL



Healesville Sanctuary



Puffing Billy



The 12 Apostles



Luna Park



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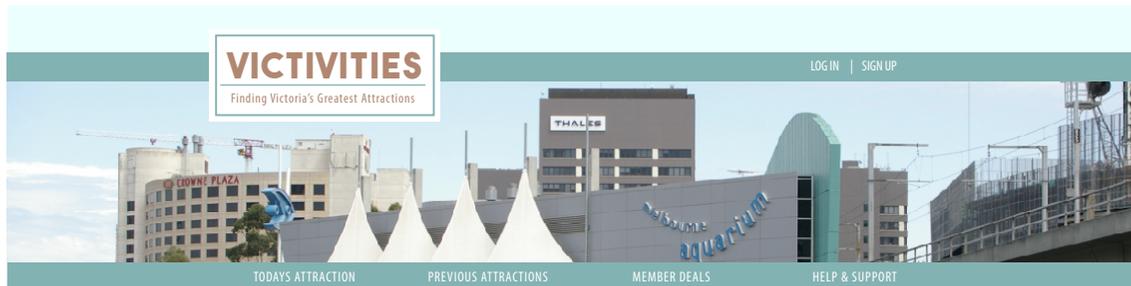
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This is where people can search through attractions that have been previously featured on the site. I'm not sure quite yet how to make a search function actually work on a website, nor how many attractions I want to feature in this section (probably maximum 8). I feel like the brown arrows are a bit too large and cartoon-y. I feel like they can be simplified and made smaller.

MEMBER DEALS

http://upload.wikimedia.org/wikipedia/commons/5/5e/Happy_family_%281%29.jpg

http://images.australiazoo.com.au/shop/products/pi_1353.jpg



CURRENT MEMBER DEALS



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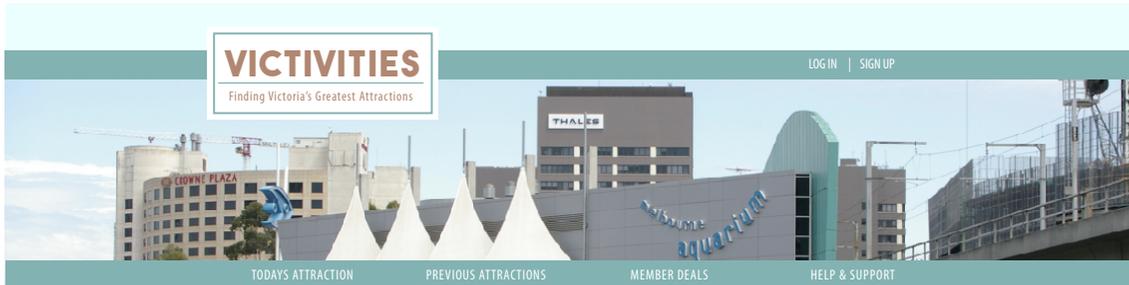
QUICK LINKS

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This page features all the deals available for members of Victivities. I think that this page should feature a link to the Sign Up page. This could replace the paragraphs underneath the smaller deals.

MAIN DEAL



Sovereign Hill Meal Combo

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Want to make your booking for Sovereign Hill? [Click Here!](#)



**You must have a valid booking code from Sovereign Hill in order to redeem your voucher*

ENTER CODE >>

QUICK LINKS

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This is where the featured deals details are displayed. I'm fairly happy with this layout, again not 100% with the brown button, but a smaller one could fit in nicely.

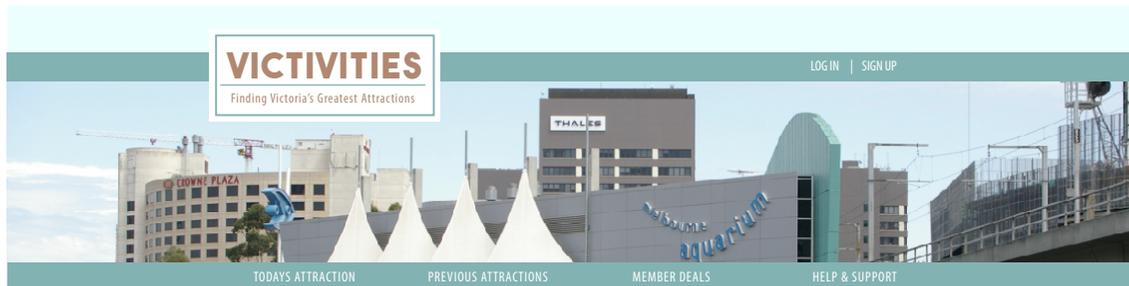
SIGN UP / LOG IN



The sign up page, combined with the log in page. The brown buttons still annoy me, but other than that this layout works well to me. I need to add a "Accept the terms and conditions" button to the sign up page, along with a "I want to receive email updates".

THANK YOU

http://upload.wikimedia.org/wikipedia/commons/a/ae/Ballarad_dyli%C5%B-Cans.jpg



Thankyou!

Lorem ipsum dolor sit amet, et scripserit appellatur vis, ne quo dolore honestatis. Vim in eius iudico electram, in mei paulo mandamus. Hinc isque sea an, ex detraxit periculis assueverit vix. Lorem ipsum dolor sit amet, et scripserit appellatur vis, ne quo dolore honestatis. Vim in eius iudico electram, in mei paulo mandamus. Hinc isque sea an, ex detraxit periculis assueverit vix. Lorem ipsum dolor sit amet, et scripserit appellatur vis, ne quo dolore honestatis. Vim in eius iudico electram, in mei paulo mandamus. Hinc isque sea an, ex detraxit periculis assueverit vix.



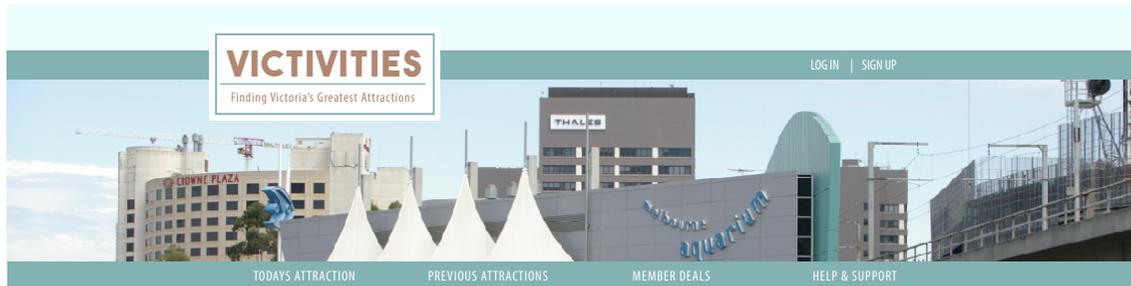
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This page contains the thank you message that people receive after signing up, or redeeming a voucher. This layout is fairly straight forward, and the link below encourages people to explore re the site a little more.

HELP & SUPPORT



FAQ

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Write a comment...



SEND >>

QUICK LINKS

- > Home
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The 'Help & Support' page will feature basic questions from 'users'. There will be a form at the bottom that allows people to submit their questions and queries, as well as a link to somewhere else on this site. I will re-label this page as just 'Help' or 'FAQ' for my final site.

MOBILE

