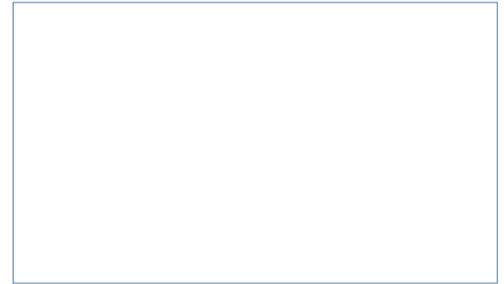# INTRODUCTION TO INTERACTION DESIGN

Lecture 16
Design and Prototyping (Part 02)

Prof. Sonal Atreya

DEPARTMENT OF DESIGN

Design and Prototyping

To gain a clearer understanding, let's examine a case study involving the website design for promoting tourism in Uttarakhand.

Website Design for Uttarakhand Tourism

IDN - 534 Interaction Design
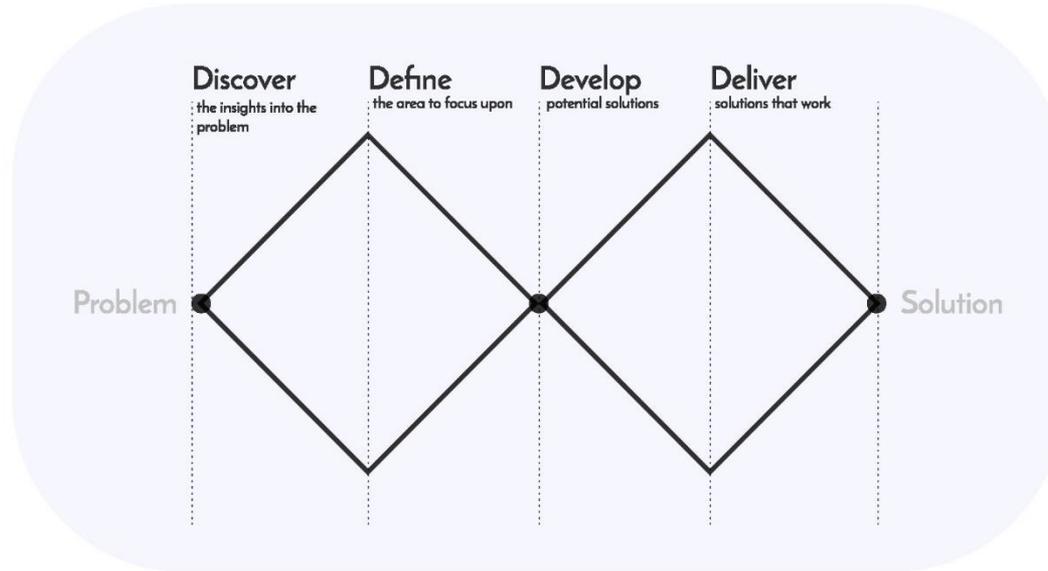
Somya Burman

21712018

MDes Sem II

About

Uttarakhand, a state in northern India crossed by the Himalayas, is popularly known as Devbhumi (land of Gods) due to the presence of numerous Hindu pilgrimage sites. Uttarakhand offers limitless opportunities for tourism and adventure. There is something for everyone - Pilgrimage, Temples, Wildlife tours, Bird Watching, Rafting, Mountaineering, Skiiing, Trekking, Camping, Yoga and Meditation and much more.

In 2019, domestic tourist arrivals in the state was 37.58 million, while foreign tourist arrivals crossed over 0.15 million.

Design Thinking Approach

Discover
the insights into the problem

Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work

Problem

Solution

My design thinking approach is a double diamond method, wherein, I started with the problem space - "Tourism in Uttarakhand" and then researching more in the problem area. In the solution space, I discovered vaious possible outcomes and then narrowed upon one.
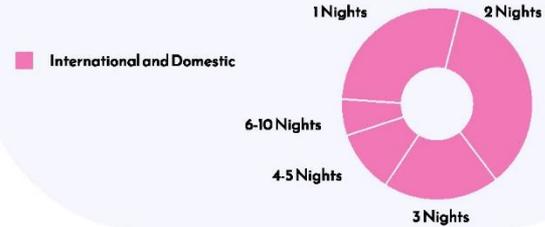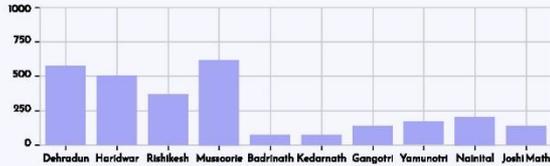
Primary Research Insights

Popular adventure activities

Trekking
Paragliding
Ziplining
Bungee Jumping
Elephant Safari

Canoeing and Kayaking
Skiing
Cable Car Ride
Camping
White Water Rafting

Stay period of visitors

■ International and Domestic

1 Nights
2 Nights
6-10 Nights
4-5 Nights
3 Nights

Popular tousrist spots

Dehradun Haridwar Rishikesh Mussoorie Badrinath Kedarnath Gangotri Yamunotri Nainital Joshi Math

Age group of visitors

55-64 yrs
45-54 yrs
65+ yrs
35-44 yrs
0-14 yrs
15-24 yrs
25-35 yrs

■ International and Domestic
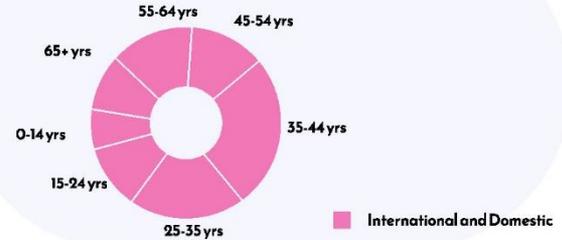
Secondary Research Insights

Incredible India

Less but efficient categorization,
language support
mainly targetting international tourists

Tourmyindia

Too many categories - might be confusing
Trying to target many different types of audience at once

Uttarakhand Tourism

Lacking the cultural aspect
Easy to get itenaries
More focussed on adventure sports

MP Tourism

Showcasing the culture of India
Blogs, vidoes, etc to increase user enggagement

Morocco tourism

no translator on website, not impactful for foeriegn tourist,
showases culture.. single iternary - no variations

Categorization,
Showcases the culture of India
Help users to plan efficient trips
Tourism-of-india.com

- Accessible websites
- Main focus on planning and itenaries
- Cultural showcase
- Help Desk / Chat Support
- Blogs and articles to enggage users

User Interviews

"I often find difficult to plan the trip, what to explore and what not! There is no proper categorization of tourist places and what and when to visit. Also, many a times there are hidden gems near some of the very popular places which we are unaware about."

Vaibhav, 26

"As a female, I face difficulty in finding washrooms and safe resting spots while travelling. It gets really hectic for me to plan a safe trip with my family in terms of food and hygiene. I enjoy having a trip with my entire family - my husband, my children and parents but it gets difficult to plan activities for each age group."

Tara, 34

"I like travelling to offbeat places, food and hygiene is a matter of primary concern. I also need internet connectivity and safe environment to travel. I like everything planned out and know the conveyance, stay, popular eateries and culture well in advance. I do ask my friends who have travelled there about the reviews and things to do beforehand. "

Sourav, 24

"I wish I can customze iternary based on my area of interests. I like indulding in a local experience, understanding local culture, exploring both popular as well as un-popular spots. And ofcourse, the local food :) "

Anubha, 23

How Might We....

How might we design an interactive application for Uttarakhand Tourism Industry

How might we be able to provide customizable itenay planning

How might we be able to enggage user for planning and executing their trips in a flexible way

How might we give users a healthy community of travellers

How might we provide efficient and true feedbacck to users

How might we help users discover the undiscovered

Problem Statement

Designing an application for the Uttarakhand Tourism industry, that helps users discover the undiscovered, and focuses on customizable itenary, reviews and participatory discussions of users to create a healthy community of travellers.

Persona / Scenario

"I would rather explore one good place in a day very well than visit five different places in haste"

Sourav Sharma
25, Software Engineer

- Seeking peace
- Empathetic
- Tech Savvy
- Likes exploring new places
- Nature lover

Goals

- Find an intermediate solution between local and tourist experience
- Visit somewhere peaceful and appreciate the beauty of nature
- Prefers visiting less explored places
- Visits solo or with a close friend
- Likes to plan a budget friendly trip, well in advance
- Wants to compare hotel and ticket prices

Frustration

- Crowded tourist spots
- Unaware of local culture and practices
- Having a demanding work schedule and willingness to travel

Scenario

Sourav has a long weekend next month and wishes to explore the Valley of Flowers National Park in Uttarakhand. Being a nature lover, he wishes to make the most of his 3- day trip. Along with this he wishes to explore the nearby places like a traveler and not like a tourist. He visits certain websites regarding what he can do in those 3 days, how to travel from one place to another, etc. At the same time, he wanted to hear from somone who has visited the National Park to understand the time needed there and what to expect.

After a lot of resrearch, he could find all these places in tids and bits but not in detail.

Affinity Mapping

booking

itenary
hotels
hostels
cabs
train
flights
accomodation
Self drive vehicles
bus
custom travel guide

filters

pricing
age
deals
departure time
ratings
peak time
crowd ratio
safe for women

help and support

help desk / chat bot
email / phone
refer and earn
compare prices

User enggagement

blogs
videos
share your experience

Accessibility

font size increase
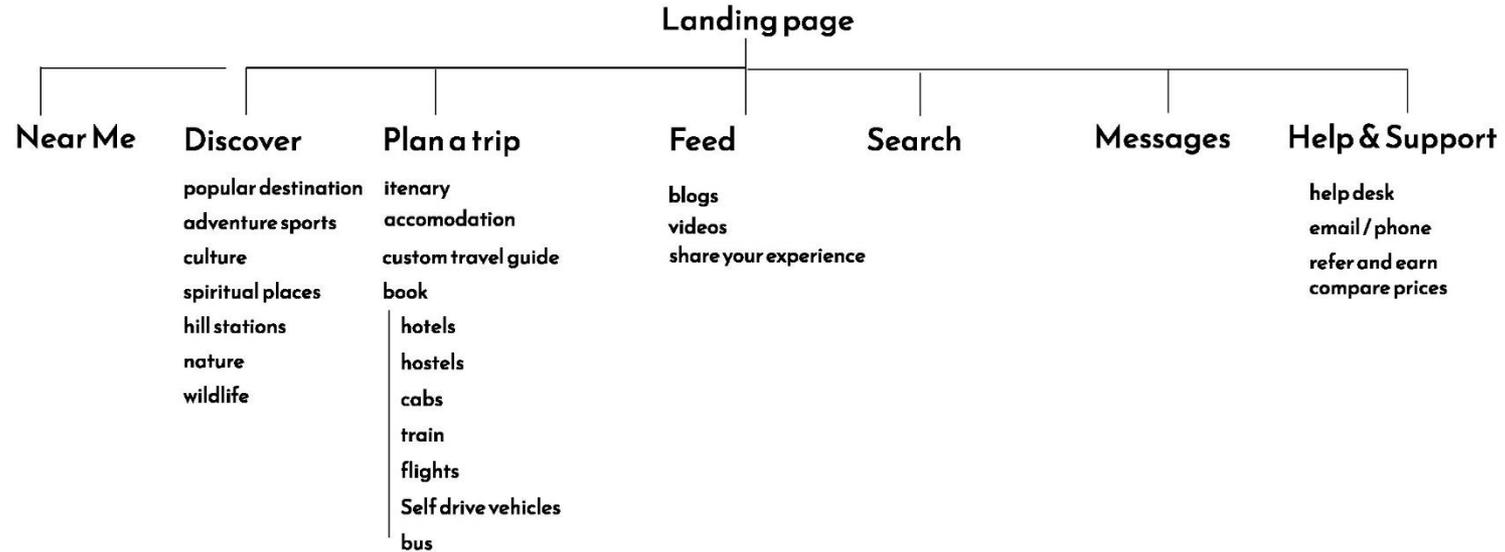contrast
voice search
screen reader

things to do

popular destination
discover   explore
adventure sports
culture
spiritual places
hill stations
nature
wildlife

Information Architecture

Landing page

Near Me

Discover
popular destination
adventure sports
culture
spiritual places
hill stations
nature
wildlife

Plan a trip
itenary
accomodation
custom travel guide
book
   hotels
   hostels
   cabs
   train
   flights
   Self drive vehicles
   bus

Feed
blogs
videos
share your experience

Search

Messages

Help & Support
help desk
email / phone
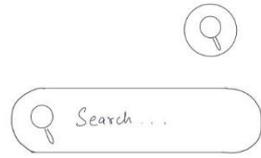refer and earn
compare prices

User Flow Diagram
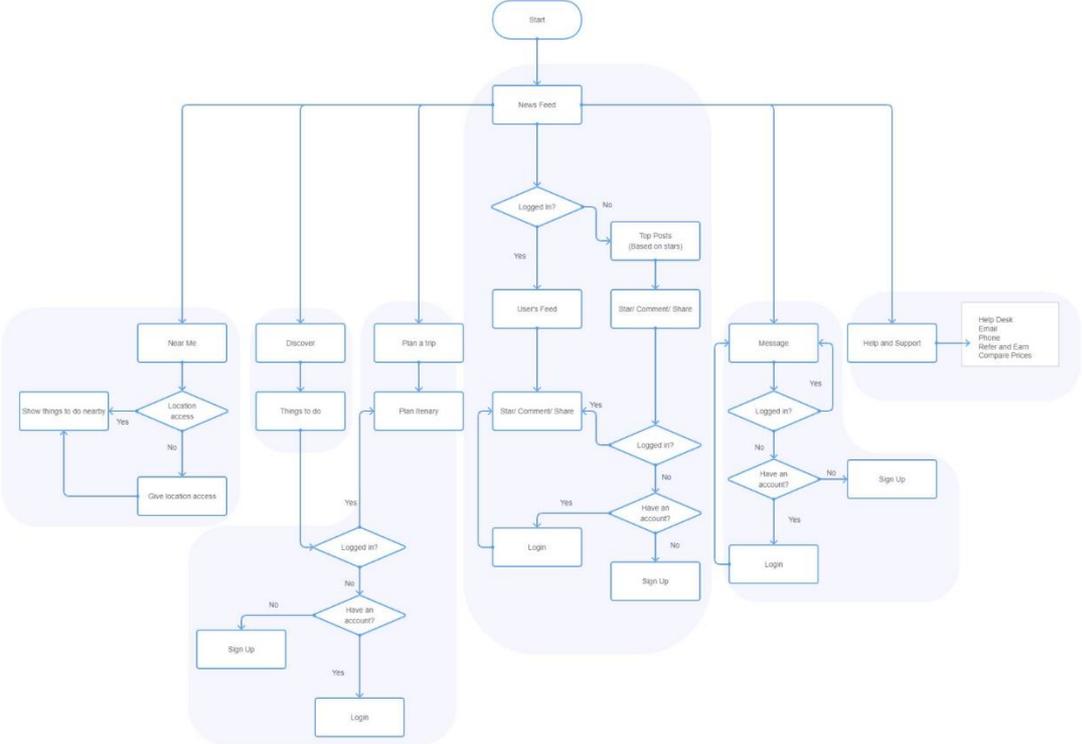
Wireframe - Exploration 1
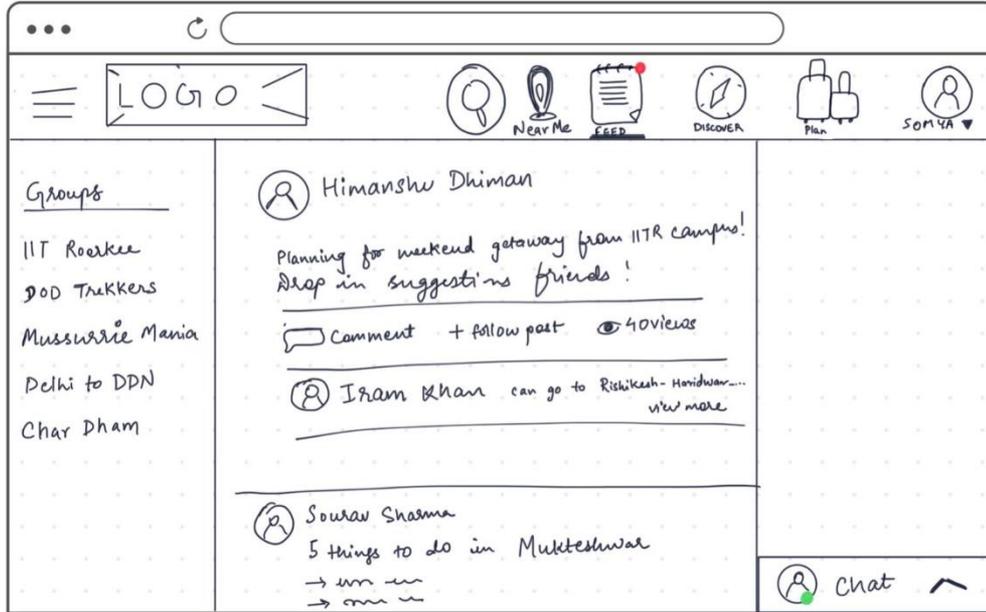
Landing page

Expanding search button

Wireframe - Exploration 1
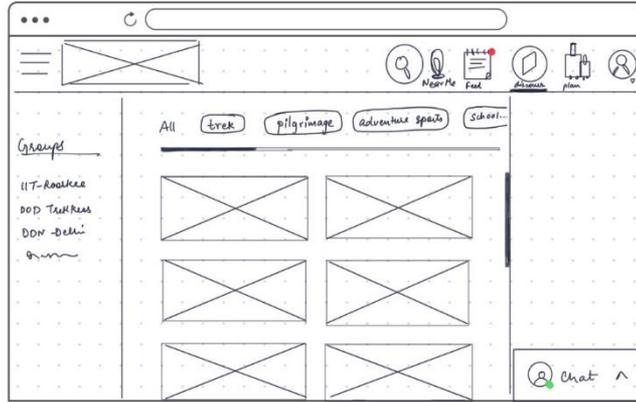
Discover Portal

Discover Portal

Wireframe - Exploration 1

Planning an itenary

Usability Test and Insights [for wireframe1]

- How does post appear on the feed? How and whom do I need to follow?
- What if I want to share my post to some other social media?
- Creating a post here might feel an add-on task. I might just wish to share photos from my Instagram to this platform.
- What does this chat option do? With whom can I chat?
- Discover section looks pretty good but its placement on the webpage looks off.
- Near Me feature is cool! Will be helpful in real time.
- How can I customize my itenary? There is no provision to do that currently.
- How can I look for a particular place? or if I am planning to visit a particular post, how can I read all discussions about that particular topics.

Final Wireframes

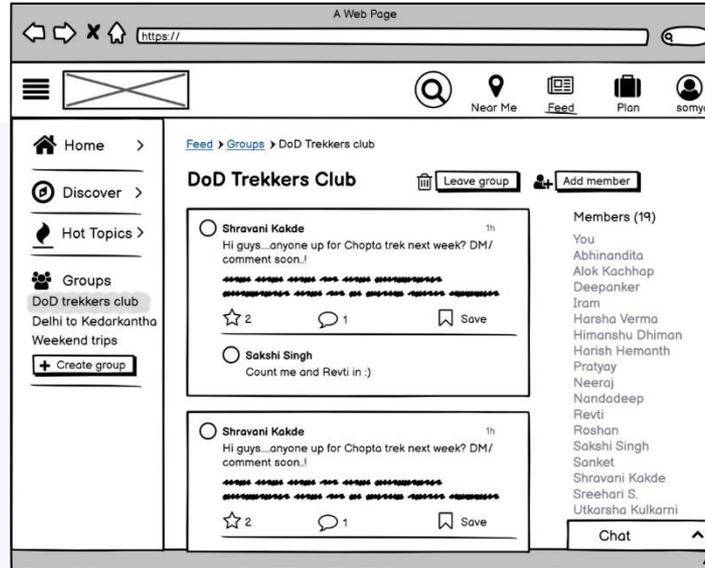- Divided the headings in top header and side-nav for better proximity of related features.
- Added breadcrumb for website navigation.
- Enhanced the landing page feed section and the topic scroll.
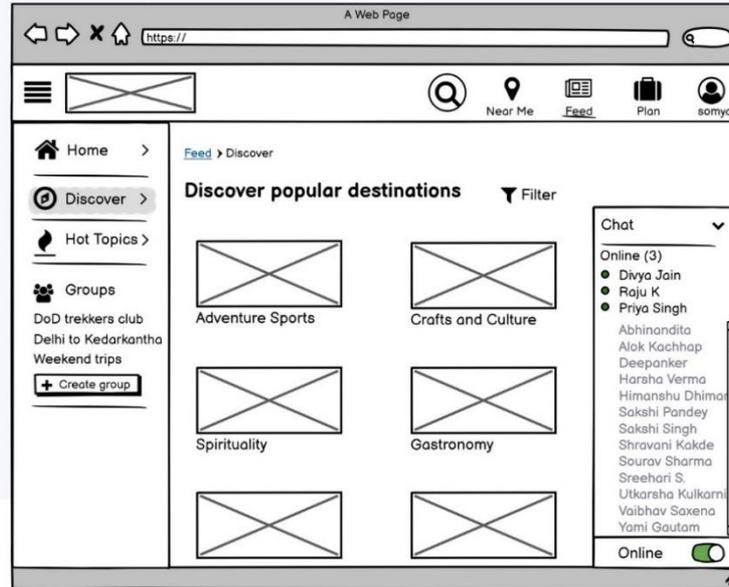
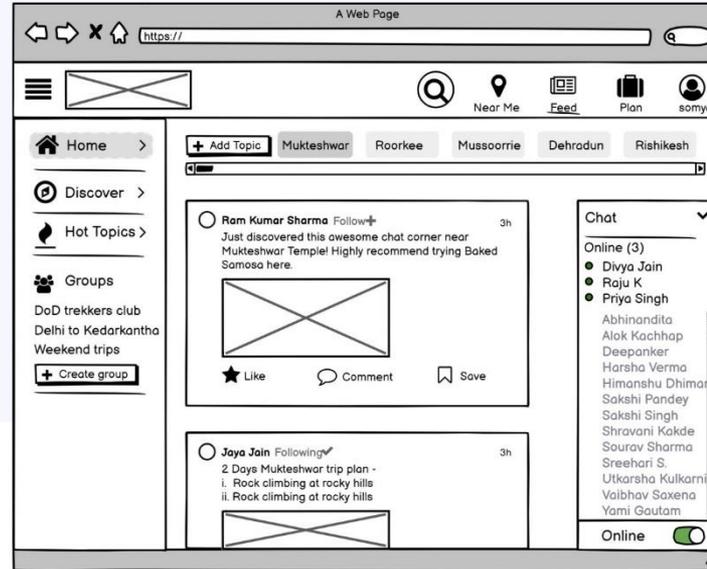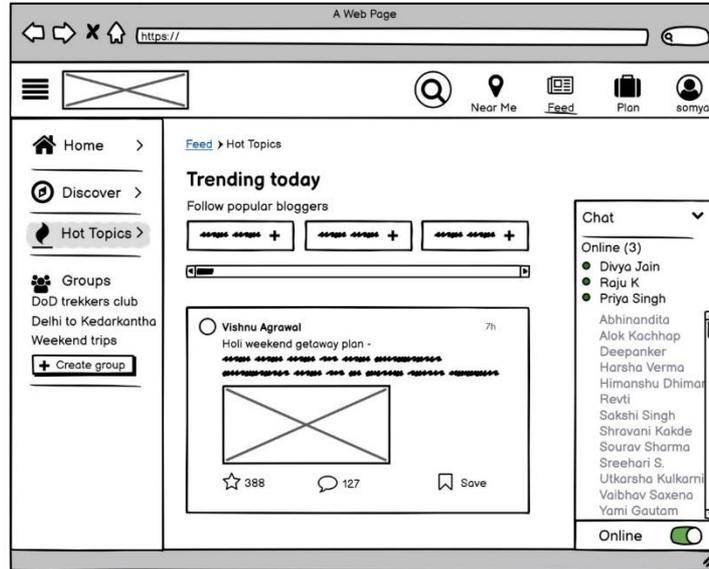# Final Wireframes

Create group with friends and plan trips together

Final Wireframes

Map to help users locate nearby places like local cafes, restaurants, parks, holy spots, wash rooms etc.

Final Wireframes

Trending topics based on occasion or occasion etc

Final Wireframes
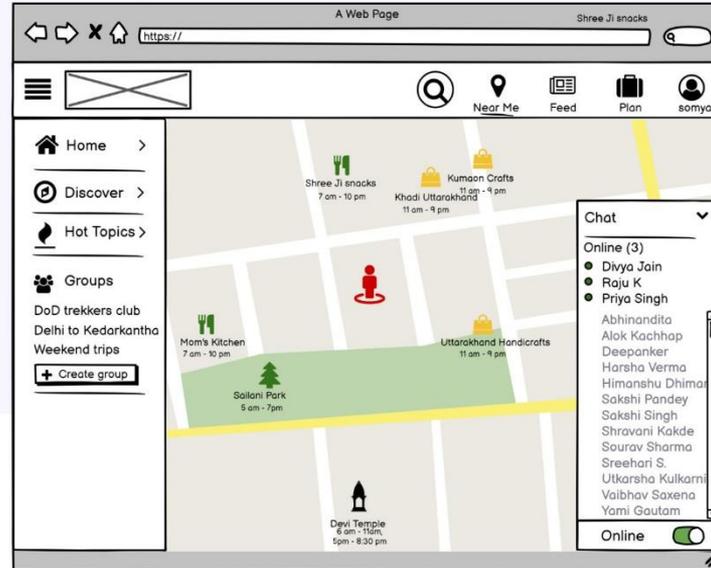
Map to help users locate nearby places like local cafes, restaurants, parks, holy spots, wash rooms etc.

Mind Mapping

Chamoli
Brahma Kamal

Flora and Fauna

crafts
Folk art
Folk music
Folk dance

Culture

Friends
Travellers
Explore
Recommendations
Reviews

honest reviews
things to do nearby

community

Uttarakhand Tourism
Website

Uttarakhand

Travel

Tranquility

Peace
Adventure
Nature

Trip

fun
undiscovered
group planning
unexplored

Safety
Comfort
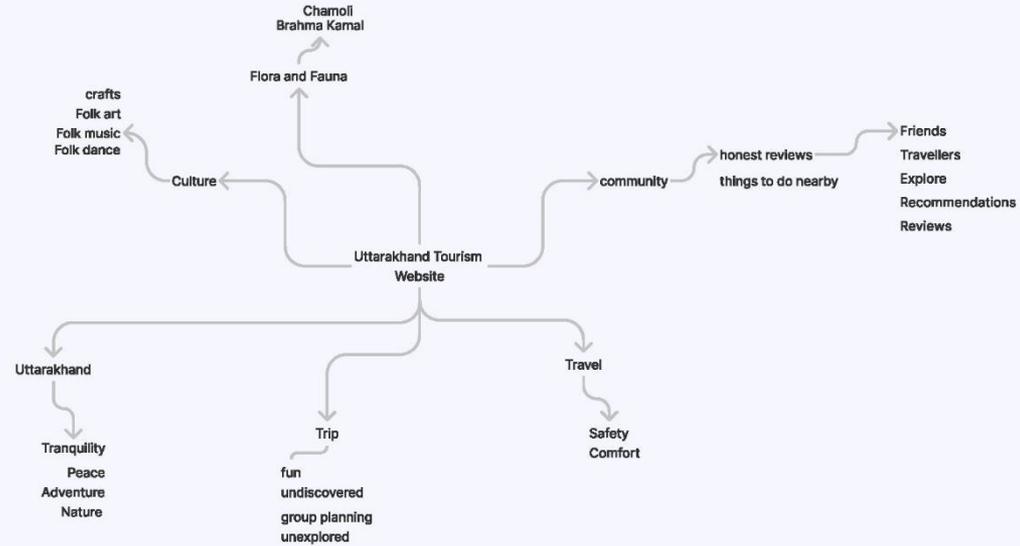
Visual Identity

Raleway

RALEWAY

abcdefghijklmnopqrstuvwxyz

Barlow

BARLOW

abcdefghijklmnopqrstuvwxyz

Logo Explorations

Brand Personality

Dominant

Communication

Aesthetics

Sophestication   Trust

Simplicity   Peace

Unfriendly ——————————— TravelBugs ——————————— Friendly

Submissive
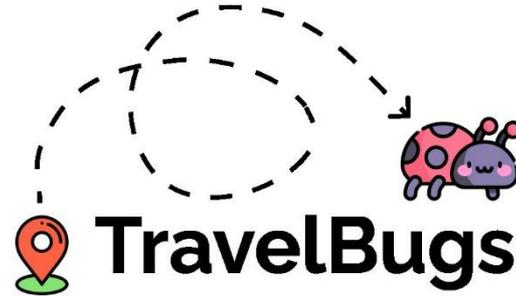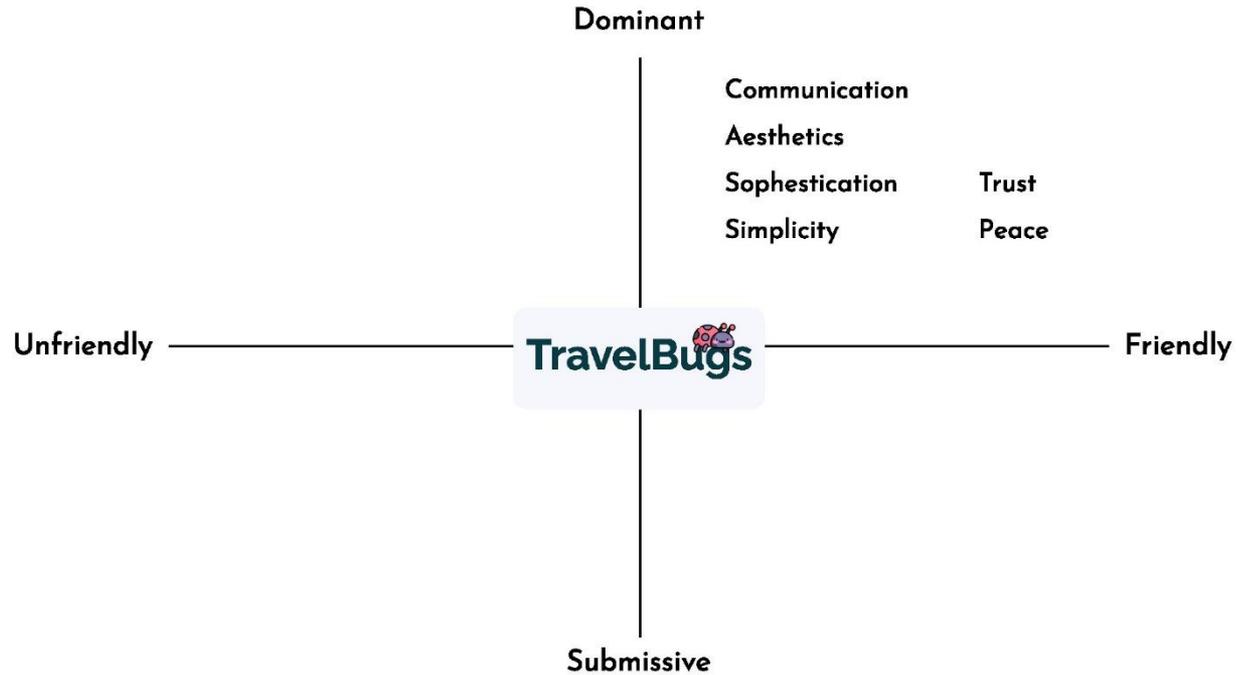
TravelBugs

TravelBugs is a website that caters to the young audience and lets them explore the unexplored places. This website helps users create a community of travellers to interact with and find people with common interests. Users can post updates about their trips, helps planning an itenary, explore nearby options.

Friends

Travellers

Explore

Recommendations

Reviews

Community

UI Exploration 1

on hover interactions
of location tags

Home
Create Post
Add a topic

Topics

Discover

Trending

Groups

Groups
DoD Trekkers Cl...
Weekend Trips fr...
Delhi to Kedarkan...
Photography lov...
+ Create Group

UI Exploration 2

UI Exploration 2

Footer

SignUp Page

Landing Page (Create a post and view posts based on topics and people you follow)

TravelBugs

🔍 | 📍 Near Me | 🧭 Plan | 👤 Somya ▾

🏠 Home
⊘ Discover
🔥 Trending
👥 Groups

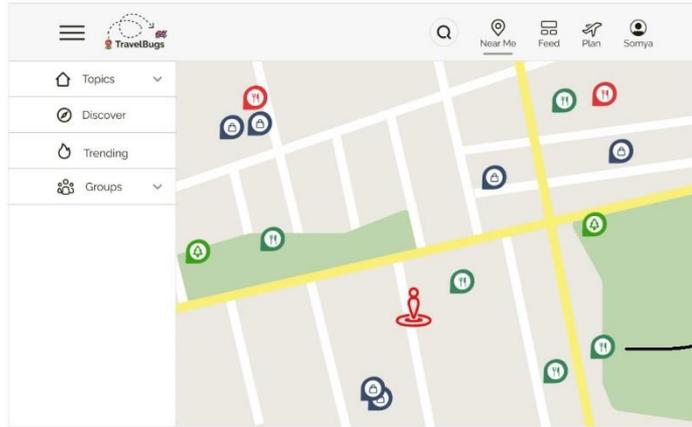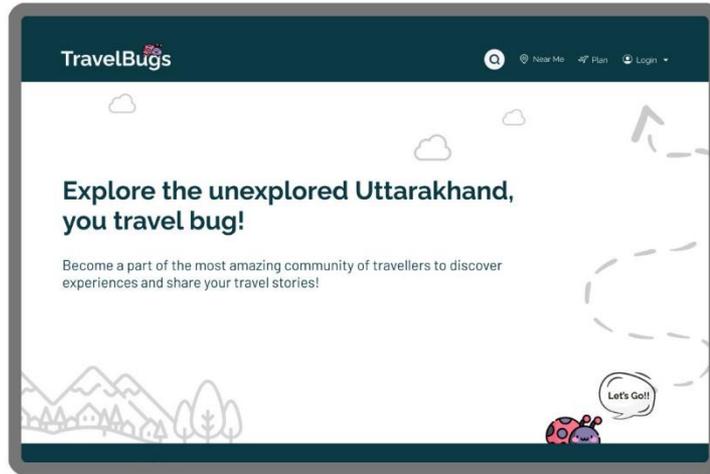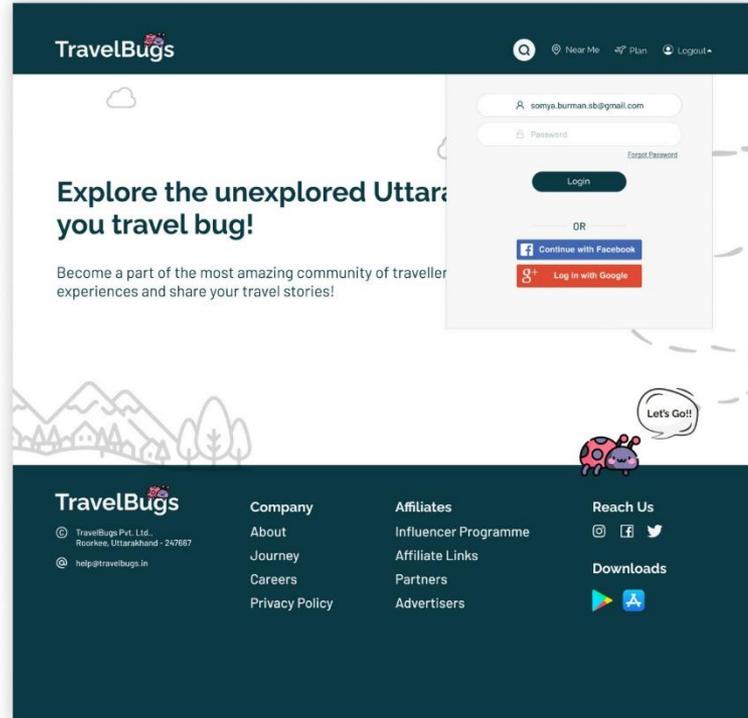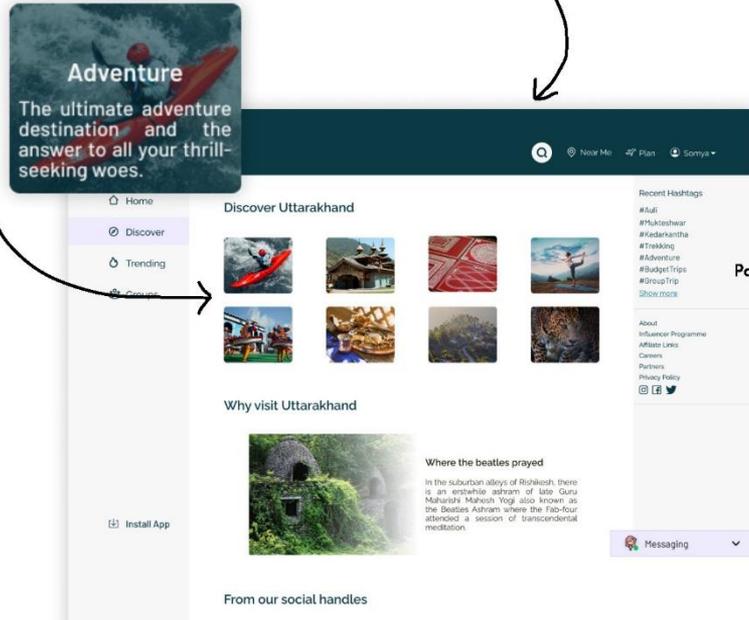Somya, share your travel story!

Topics you follow
#Auli
#Mukteshwar
#Kedarkantha
#Trekking
#Adventure
#BudgetTrips
#GroupTrip
Show more ↓

Ravina Goyal • Follow
Posted about #Rishikesh

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem #Rishikesh has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of......
Continue reading ↓

♡ 134   💬 83

Sarthak Sharma
Posted about #Haridwar

Look what I discovered near Har Ki Paudi, #Haridwar, Radhe Shyam Tea stall in gali no. 4 - highly recommend trying elaichi chai here.

Check on maps : https://maps.travelbugs.com/dir/uttarakhand/hari...

♥ 244   💬 68

📥 Install App

Posted about #Kedarnath
Took my parents for a spiritual journey .. #kedarnath . Here is my list of do's and don'ts for the trip...Lorem Ipsum is simply dummy text of the printing and typesetting industry. unknown printer took a galley of......
Continue reading ↓

♡ 88   💬 24

Sachin Arora • Follow
Posted about #Kedarnath
Took my parents for a spiritual journey .. #kedarnath . Here is my list of do's and don'ts for the trip...Lorem Ipsum is simply dummy text of the printing and typesetting industry. unknown printer took a galley of......
Continue reading ↓

♡ 88   💬 24

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Posted about #Kedarnath
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Continue reading ↓

♡ 88   💬 24

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Took my parents for a spiritual journey .. #kedarnath . Here is my list of do's and don'ts for the trip...Lorem Ipsum is simply dummy text of the printing and typesetting industry. unknown printer took a galley of......
Continue reading ↓

♡ 88   💬 24

Sachin Arora • Follow
Posted about #Kedarnath
Took my parents for a spiritual journey .. #kedarnath . Here is my list of do's and don'ts for the trip...Lorem Ipsum is simply dummy text of the

💬 Messaging ▲

Automatic slider - displaying the prominent facts about Uttarakhand

Discover section - consists of categories on what Uttarakhand has to offer

On Hover interaction

Adventure
The ultimate adventure destination and the answer to all your thrill-seeking woes.

Posts from Instagram handle

Weekly trending posts

TravelBugs

🔍   📍 Near Me   ✈ Plan   👤 Somya ▾

🏠 Home

🧭 Discover

💧 Trending

👥 Groups

Trending this week

#SummersInUttarakhand   #YogaDay   #HunarHaatDehradun   #ChoptaTrek   #MonsoonTrek

SummersInUttarakhand • Trending #1

Deeksha Jain • Follow   ⤴

4 day trip plan to beat the summer heat **#SummersInUttarakhand**
Day 1 : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.Lunch
Day 2 : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
Continue reading ↓

♡ 18.3k   💬 224   🔖

YogaDay • Trending #2

Anuj Tripathi • Follow   ⤴

4 day trip plan to beat the summer heat **#YogaDay**
Day 1 : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.Lunch
Day 2 : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
Continue reading ↓

Recent Hashtags

#Auli
#Mukteshwar
#Kedarkantha
#Trekking
#Adventure
#BudgetTrips
#GroupTrip
Show more

About
Influencer Programme
Affiliate Links
Careers
Partners
Privacy Policy
📷 📘 🐦

👤 Messaging   ⌄

⬇ Install App

34

Card to showcase suggested group options

Adventure sports lovers
12k members
Join Group +

On-hover view of a user's profile

Ravina Goyal • Following
157 Posts   2,504 Followers   1,884 Following
Message

Ravina Goyal

Hi Ravina

Would you mind sharing where you stayed in rishikesh?

Hi Somya!

I cannot disclose rn, will let you know when I get back.

Ok.........

Chatbox

Card to showcase status update on user's feed

Ravina Goyal • Following
Posted about #Rishiskesh

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem #Rishikesh has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of......

Continue reading ↓

♡ 134   💬 83

Near me section - to help users locate what is near them

TravelBugs

🔍 📍 Near Me   ✈ Plan   👤 Somya ▾

🏠 Home
⊘ Discover
💧 Trending
👥 Groups

Discover what's near you

YOU

Add a spot +

Recent Hashtags

#Auli
#Mukteshwar
#Kedarkantha
#Trekking
#Adventure
#BudgetTrips
#GroupTrip
Show more

About
Influencer Programme
Affiliate Links
Careers
Partners
Privacy Policy

💬 Messaging   ⌃

⬇ Install App

Give location access?
Click yes to see what is near you!

No   Yes
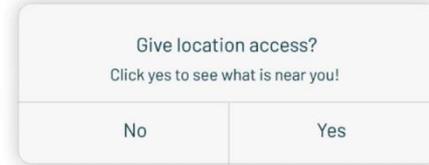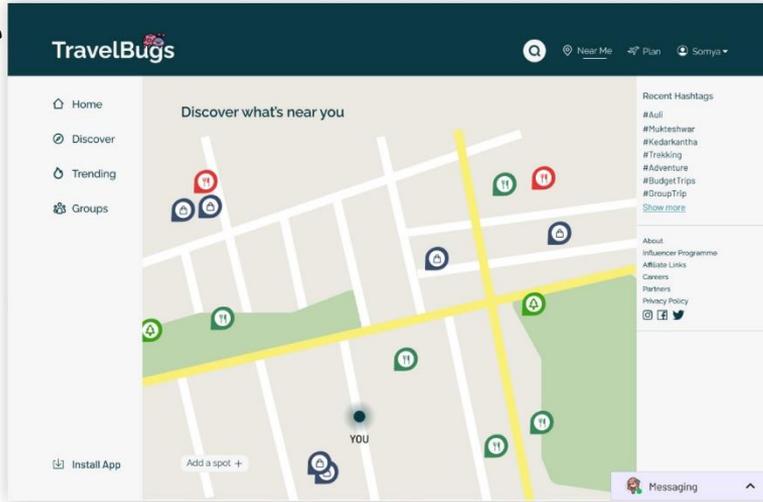
Permission request for users to share location

On hover interaction of the location tags

swayam
FREE ONLINE EDUCATION

NPTEL

36

Add a new and undiscovered location for other user's benefit

Add a new and undiscovered spot   ✕

Place Name *

Category *   ▾

Address *

Hours *   ›

Submit

✓
Submitted

travelbugs.in/location/newlocation/221_34..⧉   Share as post ⊿

Share the added location as a post on your timeline

Customized itenary for users preferences

Optional choices for user's custom itenary

Customized itenary suggestion

Roorkee → Dehradun → Roorkee | 02 Nights ✏️

Day 1	Day 2	Day 3
🏠 ABC Stays	🏠 ABC Stays	🏠 ABC Stays
🥗 ABC Food	🥗 ABC Food	🥗 ABC Food
⛺ Camping	⛺ Camping	⛺ Camping
🥗 Dinner	🥗 Dinner	🥗 Dinner

Edit ✏️   Talk to travel agent

Comment view on group posts

DoD Trekkers Club
Himanshu Dhiman • 4h

Hi guys... let's plan for a trip after exams????
Planning to go Rishikesh - Dehradun.
Who's in?

♡ 10   💬 22

Alok Kachhap
Count me in bro.
Like Reply

Deepanker Mukherjee
Me too bro...
Like Reply

Load more comments +
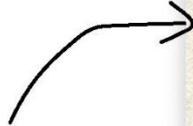
UI Exploration 3

Moodboard

Illustration explorations

Landing Page UI Concept (illustrative / doodled design)

Unconventional button design

TravelBugs

Near Me   Plan   Somya

Textured background to align with the doodled / illustrative UI design

Footer with illustrations - inspiration extracted from the elements of Uttarakhand

Source: https://www.behance.net/gallery/152305519/TravelBugs-UIUX-Project-for-Uttarakhand-Tourism

Thank You