

**SOUTHAMPTON SOLENT UNIVERSITY**  
**SCHOOL OF MEDIA ART AND TECHNOLOGY**

**MSc Digital Design**

Academic year 2021/2022

**TOURISM WEBSITES: HOW CAN THE USER EXPERIENCE OF A  
TOURISM WEBSITE BE AFFECTED?**

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SEPTEMBER 2022

## ABSTRACT

This paper examines how the user experience currently is on Tourism websites and how can it be improved. Currently, Tourism Website are confusing (they have too much information), sometimes not accurate or up to date and lacking quality pictures from those places.

In this case study it is possible to see data from another parties (interviews, surveys and research) as well as surveys and interviews that were done to users from different levels of educations (with a degree in Tourism, UX/UI, web development) and Tourist. With this information collected it is possible to see that Tourism Website has a lot where it can be improved when it comes to give a better user experience. It argues what the problems are, level of concern when it comes to the priority of improving user experience and how can it be improved. There will be three main topics that will be analysed here and those are adding a weather and accessibility feature and a more simple and clean design. After all the data is collected and analysed, a prototype was made with all the features that the user considered important. The data collected from User Testing shows that the user experience was improved however and as mentioned before there is space to improve even more.

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## ACKNOWLEDGMENTS

It is not possible to show how grateful I am to my course leader Martin Reid for helping me improving my skills on my UX/UI career, to my professor and supervisor Anthony Basiel for giving feedback and being always available to help with this dissertation and the project, to my fellow classmate Bunyamin Kidir for always being available to give his feedback on my prototype and report, to all the study participants who were a part of the interviews and user testing.

I am also grateful for to everyone who answered the survey, to my classmates. Lastly but not least important, to my family who supported me through this journey, words can not express how important they were when I found a more tough obstacle. Their believe in me kept giving me motivation and so I was able to give 120% of everything I have to this project.

To all this people thank you very much.

# GLOSSARY

TERM	DEFINITION
APPLICATIONS (APPS)	Software programs that are designed to perform a specific task directly for the user.
CONTENT MANAGEMENT Systems (CMS)	Software that helps users create, manage, and modify content on a website without the need for special technical knowledge.
GENERAL DATA PROTECTION REGULATION (GDPR)	Data privacy and security laws that organizations around the world need to follow.
INTERNET PROTOCOL (IP)	How the data is sent from one computer to another on the Internet
NATIONAL STATISTICIAN'S DATA ETHICS ADVISORY COMMITTEE (NSDEC)	Established to advise the National Statistician what data can they access, use and share to the public, for research and statistical purposes
SECURE SOCKET LAYER (SSL)	Establishing an encrypted link between a server and a client
USER EXPERIENCE (UX)	The feeling the users has when using a product, application, service or system.
USER INTERFACE (UI)	How a human-computer communicate and interact with a device
WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)	Decides how to make Web Content more accessible to users with disabilities
WEB ACCESSIBILITY INITIATIVE (Wai)	An initiative to improve the accessibility of the World Wide Web for people with disabilities.

## Introduction:

Tourism websites have improved a lot compared to how they were a few years ago, in an article from 2013 made by Dr. Chris Lake, he mentions that those websites had some flaws for example price information, autosound / autoplay, images you could not click, and many more. (Lake 2013). In 2017, another article published by Kristine Ugalde, where it is possible to see that there were some improvements however there were still some big problems with the User Experience in most of the tourism websites. A few that she mentions are: cluttered layouts, counter-intuitive sections.

It is also important to mention that this tourism website will be focus about the Tourism in Cascais (a city from Portugal) however the concept of this project can be applied to every Tourism Website. I decided to do about Cascais since it is the City where I am from and also because it is a very beautiful place and very cheap, also very close to Lisbon (30 minutes travel by train and you are in Lisbon). Cascais is a very nice place to visit, where you can learn a little bit about Portuguese Culture, you also have a lot of beaches with restaurants close by where you can try Portuguese food (like Sardinha or Bacalhão a Brás). (The Crazy Tourist 2017)

## Research Aim:

The aim of this research is focus on analysing the Tourism websites, understanding the problems, what to do to correct them and how to improve the user experience. After doing the analysis a design prototype will be made according to them. The prototype will contain mainly where to stay, what to visit and what to do/activities in a specific city (in this case Cascais, a city in Portugal).

## OBJECTIVES

### Objective 1:

Improving the User Experience by using UX Laws and UX Principles, for example: Fitts's Law, Hick's Law and Occam's Razor.

### Objective 2:

Making the website accessible. Most of the websites that I visited did not took accessibility in to consideration and accessibility is now mandatory on websites (GOV UK 2018)

### Objective 3:

Add a weather feature to the website (every single website that I visited did not have this simple but important feature, it is something that every Tourism website should have).

## BACKGROUND:

### Tourism websites Analysis:

Most of the Tourism / Travel websites are a bit messy. They have a lot of information in every single page, some of the are not well structured. According to a news article from Bev Fearis, she mentions the same. There were two surveys carried out, one from Frommers Unlimited and the other from eDigitalResearch.

The first one (Frommers Unlimited) half of the travellers that answered the survey said that the website was poorly organized, confusing and inaccurate. The second survey (eDigitalResearch) she gives more details about it, from the 1.200 people that did the survey 50% found that the websites were not clear with information hard to find, not enough photos and lack of information about the place (destinations, hotels and so on). 33% of the people who answered the survey said that they were angry by not have a response from the email enquires that they have sent and websites where they could not book a table online. 40% of the travellers reported that they found inaccurate / misleading information and could not find a lot of things to do. 10% said that the websites were perfectly made or had just the right amount of information they needed when searching online. (Fearis 2022)

In another survey the company highlighted the consumer experience problems and also identified what tourist most value when they look online and what information was useful. Also, according to the people who answered the survey they mentioned that online research is considered a very important planning tool with more than 80% of them saying that it is the most important tool for their research and only 18% of the people considered travel agents most important. Providing clear online descriptions of the destination, images and maps was also of big importance according to the survey because more than two thirds of respondents wanted this when planning their travels. (Fearis 2022)

The head of business development for eDigitalResearch (Mr. Dominic Bean) said that they had some concerned regarding the dissatisfaction shown by the travelers regarding their online experience however it did not come as a surprised. He also said that they regularly do research and report on the consumer experience of using major high street retailing websites and found online standards in general retailing transformed in the past two years, however it still has long journey to match the other levels of user experience from others websites. (Fearis 2022)

According to the survey, some the factors that people consider most important when deciding where to go were, is:

- price (86%)
- activities to suit special interests (68%)
- length of trip (65%)
- weather (63%)
- food (58%)
- beaches (38%)
- child-friendly details (20%)
- nightlife (19%)

When searching for a place to spend their vacation most of the travelers said that the following items are important or very important to them:

- online pictures of accommodation and facilities (76%)
- a written description of the destination (72%)
- a destination map (70%)
- destination activities and events (67%)
- weather information (65%)
- travel information such as time zone currency and visa requirements (60%)
- local dining information (51%)
- local sports and leisure information (33%)
- a video of accommodation (30%)
- video of the destination (25%)
- details of family and children's activities (20%).

(Fearis 2022)

## Requirements for a Tourism website:

Tourism websites should contain the following features:

- High-quality photography
- A brief summary of the area, with highlights of important places
- Hotel recommendations with web links to hotel and booking sites
- Information about recreation and outdoor activities
- Guides to arts and culture, including museums, theaters, and other attractions
- Maps and guides
- Public transport information
- Relevant tips on language and local dialect

(David Zheng 2020)

## User Experience:

User experience has some principles and laws that must be obliged so the designer is able to create a better user experience.

- UX Principles:

According to Interaction Design Foundation, UX Principles are *“widely applicable laws, guidelines, biases and design considerations which designers apply with discretion.”* (Interaction Design Foundation 2018).

These principles are:

- Meet the users needs
- Have a clear hierarchy
- Keep the user experience consistent (have some similarities with other tourism websites), this will make it easy for the user to become familiar with the website
- Accessibility.
- Usability first (this is because the main purpose of UX design is to solve the user problems, that means usability is crucial for user experience principles).
- Feedback from surveys, user testing and articles matters

(Springboard 2019)

- UX Laws:

UX Laws are very similar to UX Principles. According to Yablonski website, they are *“a collection of best practices that designers can consider when building user interfaces.”* (Yablonski 2022)

As mention in the smart objectives, the UX Laws that this research will fallow are:

- Fitts’s Law: declares that *“the amount of time required for a person to move a pointer (e.g., mouse cursor) to a target area is a function of the distance to the target divided by the size of the target.”* (Interaction Design 2014) In this case it would be the information and the buttons about where to eat, visit and stay would be clearer than other text or buttons.

- Hick's Law: States that *"the time it takes to make a decision increases with the number and complexity of choices."* (Yablonski 2022). That is why, for example in the prototype there will be a top of 5 best places to eat in Cascais (and if user wants to find more places they will have at the bottom top 20 places). It will also be ranked, being the 1<sup>o</sup> the best option and from the decreases.
- Occam's Razor: Occam's Law states that *"the simplest solution is almost always the best."* (Mads Soegaard 2020) This is a Law that will be taken into consideration when prototyping because one of the complains according to the surveys mentioned before the information were not clear and hard to find. With Occam's Law designing something simple with only the essential will be crucial.

## Ethics:

Ethics is something to take into consideration when designing a website. These are some important rules of legislation that typically apply to using data.

- Personal data:

When using or collecting personal data, it is important that it complies with the principles of the EU General Data Protection Regulation (GDPR) and Data Protection Act 2018 (DPA 2018) which have some aspects of the GDPR.

Regarding what is Personal data, it is possible to find in Section 3(2) DPA 2018 (a wider explanation is detailed in Article 4 of the GDPR).

- Equality and discrimination:

Every decision or analysis must not lead to discrimination, what this means is that the website should not have discrimination of any kind. This is defined in the Equality Act 2010.

- Sharing and re-use of data:

When accessing or sharing personal data, the website must follow the Information Commissioner's Code of Practice for Data Sharing, also with this Code of Practice the developer and the designer should also read the ICO's guide to GDPR alongside with the Code of Practice for Data Sharing. Note that this code of practice needs to be updated because it is not align with the new Data Protection Act 2018.

If the websites re-uses published and unpublished information relating to public actions, it has to follow the Re-use of Public Sector Information Regulations 2015.

- Copyright and intellectual property:

Copyright will have its own chapter since copyright is a very important topic for design.

- Freedom of information:

The use of data might be subjected to the Freedom of Information Act 2000. It should also be taken into consideration the wider publishing of datasets released after a Freedom of Information request, in accordance with the Protection of Freedoms Act 2012.

- Sector specific legislation:

Specific sectors like finance and health have further data use legislation and frameworks, including those relating to the use of non-personal data. Health research has its own UK Policy Framework for Health and Social Care Research drafted by the NHS Health Research Authority (HRA). The NHS HRA also provides

specific guidance for health researchers on the new data protection principles being introduced by the General Data Protection Regulation.

- Statistics:

When using data to create statistics, the designer or the developer must follow the Code of Practice for Statistics.

There is also the National Statistician's Data Ethics Advisory Committee (NSDEC) that helps companies by giving independent and transparent ethical assurance that the access.

- Information governance:

No matter if it is an organization, or a freelancer, they have a responsibility to keep any kind of data collected private and secure.

Regarding how to collect, store, process and delete personal data that is covered by the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA 2018).

The user who data is being collected should be able to access that data as is stated in Articles 13 and 14 of the GDPR.

The Security Policy Framework says that risk assessments should be carried out to find threats, vulnerabilities and define appropriate controls to reduce the risks of people information and infrastructure being taken. For this we have Information assurance (IA) that helps do this by: assessing the information risks and helps define the appropriate measures to reduce these risks.

(GOV.UK, 2020)

## **Ethical Web Design:**

For this chapter, an ethical web design, I will start by quoting this phrase that was found on the website where this information was collected because it states the true objective of an Ethical Web Design as well as an Accessible website:

“While you want a website that connects with your audience from a storytelling perspective, you also want to offer them an experience driven by a series of design and development choices that meet your standards. You want to offer them an ethically driven experience.” (Wilansky 2021)

Ethical web design, what is it? Well, it is about putting the users first. It's a thinking approach that questions how the user experience of the website serves not only who uses the website but also the planet. The main focus is how to evaluate the practices we use to create/design the website.

It's important to think about how the digital space affects the users. If the website includes more people, it also makes what's on the website available to more people. For an Ethical Web design there are five principles that every website should implement when designing or redesigning the website:

- Accessibility:

It is possible to find a chapter just about accessibility since it was an objective of this project.

- Privacy and Security:

When the website collects the user data for a better experience, it's important to be clear of what information is being collected. To ensure transparency, the website can follow some GDPR principles, as mentioned before this are EU's basic regulations and expectations for data protection. These principles allow you to think ahead rather than wait for the user to ask what information is being collected.



Here are a few actionable steps you can take to ensure a more secure and transparent digital experience:

- Obtain Consent to Track Cookies: If the website collects and tracks data, it has to ask for clear and specific consent. By using a pop-up, it can be asked the users to accept or decline the use of cookies on their browser. It is mandatory to give users the option to choose rather than have as default “accept.”
- Limit Data Collection: Make sure that the amount of data collected to a minimum (only the essential) and store the everything just for a while.
- Consider Double Email Opt-ins
- Device-First Design:

When websites were first being built, they were made specifically for desktop screens with low resolutions. Now websites and applications are being built for a wide variety of screens and devices.

Device-first design allows the designer to create consistent experiences across all devices. By taking into account the audience’s preferences when it comes to viewing, it ensures that all parts of the website are optimized for different screens including the website navigation.

Individuals don’t always navigate websites in the same way. Some users might use a keyboard as opposed to a mouse, while others might use assistive technology. Thinking of how the users use the website is imperative to providing an equal experience to everyone no matter the device they’re using.

There are many things to consider when applying device-first design, but here are things to consider:

- Optimize the Images: To make sure your images load quickly on all devices (while also looking good) it’s important to optimize the images. It is possible to do this by creating a couple of versions of the images to cover desktop and mobile devices. Making sure that the scale of the images are in the correct size for the most common devices.
- Simplify the Content: Carefully choose the information that the website is providing to the users and practice bringing users to desired info within a fewer number of clicks. On mobile devices, the screen’s real estate is much smaller and content requires rigorous prioritization. Focus on quality over quantity.
- Using a Minimalist Design: Remembering that little goes a long way. Focusing on keeping the website navigation and layout intuitive and simple, this is the best way to ensure a uniform experience across devices.
- Development Best Practices & Sustainability:

Technology has evolved a lot and it is still evolving that is why it is important to let space for improvements to any website when designing it. Think always about the future, it is possible to create a website where that can be easily maintained and iterated on. There are certain standards you should be aware of:

- Branding Standards
- Navigation Standards: Always check the principles for navigations and see how users navigate through the website or a similar one and with that improve the user experience.
- Coding Standards: This allows a smooth and efficient experience on all devices.

- Consider Headless CMS: Headless CMS is a new technique that loads the website faster and efficiently. It is used in the WordPress community and shows an impressive speed.
- Document Your Website: The website should be well documented. The purpose of this document is so that all future website designers can work on the website.

- Environmental Considerations:

Every technology has huge effects on the environment and since digital designers work at the digital field this means that every UX/UI designer have a responsibility to consider more sustainable tech practices. Anything helps no matter how small it is when it comes to improve or help creating environmentally friendly solutions. So here are a few notes to take into consideration:

- Switch to a Green Web Host The data centers that they use are powered by renewable energy, use eco-friendly cooling for example.
- Reduce the Size of Your Images: Images have a big weight when it comes to loading a website and they might use a lot of energy. When adding an image to the website, ask if it is really important to the users or if it is possible to reduce the size of the same.

(Wilansky 2021)

In conclusion, nowadays ethical design is overlooked or ignored for too many reasons. These concerns can be reduced by thinking about them in the beginning of the project. Because we have a responsibility to the environment and to every as human kind and designer, we have to keep in mind these ethical design principles with your future projects.

## Accessibility:

Accessibility means that a specific technology is design and develop taking in consideration people with disabilities so they can also use them. For example, users with disabilities like: auditory, cognitive, neurological, physical, speech, visual.

Even though web accessibility is focus on people with disabilities it also benefits people without them, for example:

- older people with changing abilities due to ageing.
- people with “temporary disabilities” such as a broken arm or lost glasses.
- people with “situational limitations” such as in bright sunlight or in an environment where they cannot listen to audio.
- people using a slow Internet connection, or who have limited or expensive bandwidth.

How do people with disability use a website?

To answer this question some examples will be shown from the W3C (an website where they created the World Wide Web Consortium (W3C) where it sets the list for international standards of web technologies).

Case 1:

Lee is an online shopper with color blindness and encounters barriers when shopping online. He has a visual disability that is very common among men: red and green color blindness. Lee frequently shops online and he sometimes has some problems on websites and with apps where the color contrast of text and images is not acceptable for someone who has color blindness and where these colors usually are in the required fields and sale prices. When red and green color are used, Lee cannot differentiate between the two them, since both look the same to him (brown). He also complains when product choices that have colors swatches are not labeled with the name of the color.

Lee has better experiences with online content and apps that use adequate contrast and allow him to adjust contrast settings in his browser. He is also better able to recognize when information is required when asterisks are used. Lee can more easily identify the products he would like to purchase, especially clothing, when the color label names are included in the selection options rather than color swatches alone.

(WAI) 2022)

Case 2:

Alex is a reporter who has a disability where it is painful to use a mouse and to type for extended periods of time. He mentions that even though it took a lot of research, time, and commitment to learn, he is able to work with less pain using the following modifications to his work environment: use of an ergonomic keyboard, use of keyboard commands without a mouse, voice recognition software on his computer and mobile phone, assistive touch on his mobile phone.

Alex encounters problems when the user can only navigate through the websites by only using keyboard commands. He frequently encounters web forms that do not have keyboard equivalents. He states that sometimes is very tiring and makes his job harder since he is a reporter and that demands using a lot of websites. As a temporary solution, his employer built several custom devices that provide keyboard support for him when using the company's internal Content Management System, this was done with the intention to implement improved keyboard support to benefit all users on the next release of the software.

(WAI 2022)

How to make the website more accessible?

Nowadays having an accessible website is not only very important but also mandatory. Having an amazing design that is also inclusive the result is an amazing and meaningful experience to every user no matter if they have a disability or if they have access to modern technology.

For this we have Web Content Accessibility Guidelines (WCAG) as a guideline, created by the W3C Web Accessibility Initiative (WAI). The purposed of these guidelines is to show how to make content, code, and design more accessible to users with different abilities. They talk from how users perceive elements on their screens to how they navigate interfaces.

Here it is possible to find a few notes on how to make a website more accessible:

- Write Mindful Copy: When using industry language, expressions, and acronyms, make sure to explain their meaning properly. Some individuals can't infer meaning, so using simple language ensures that everyone understands your message.
- Use Alternative Text: Alternative text, also known as alt-text, is an image description read by screen readers or displayed when there is no internet connection. You can input alternative text within your CMS. Well-written alt-text should be descriptive yet concise.
- Use Contrasting Colors: All your text on images, call-to-actions, and branding materials should use contrasting colors. Individuals don't perceive colors in the same way, so using colors with higher contrast ensures that you cater to a larger audience. Check your color contrast.

(Wilansky 2021)

## Websites with Accessibility Features:

For accessibility it was possible to find some websites that had some accessibility features, for this I have three examples. The first one is Barclays where there is a webpage dedicated for user with disabilities.

However, this webpage is not easy to find and users with disabilities would have a hard time to find this feature. For the user to find the accessibility page he/she would have to navigate to the menu and from there they would have to press the accessibility button.

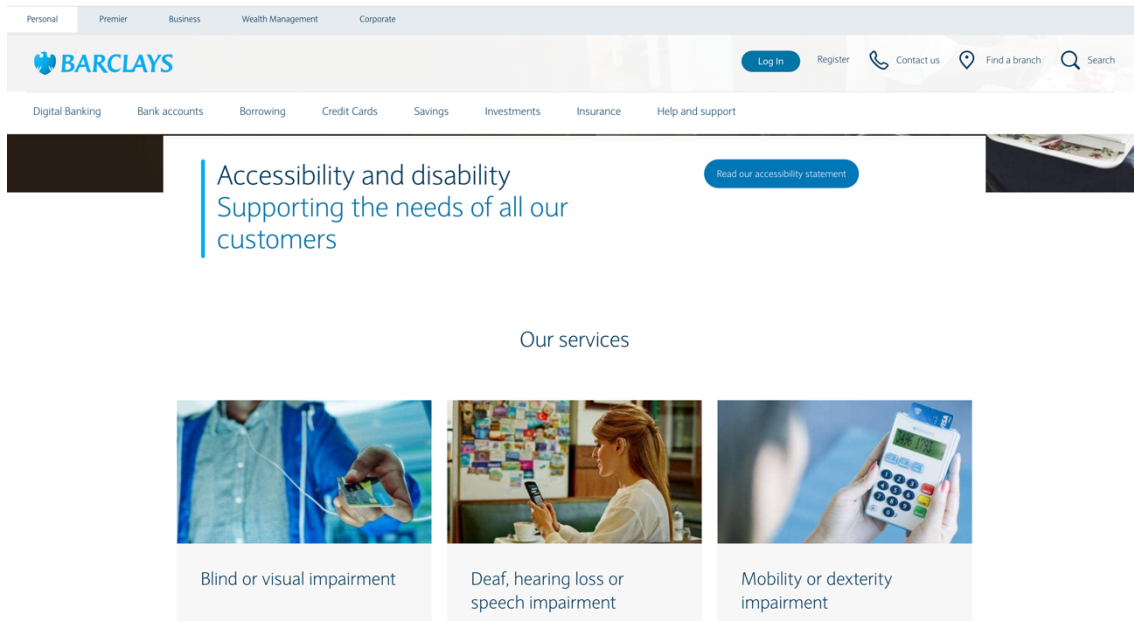


Figure 1: Barclays Accessibility Webpage (Barclays. 2022)

The second example is BBC's website, this company digital team knows the importance of having an inclusive design and they use it very well. With this they assure that accessibility is a big part of user experience design. BBC is committing to show how to:

- put the user first.
- add value for disabled people.
- prioritise familiarity and consistency.
- give control over content.
- provide different ways to interact with elements of the user interface.

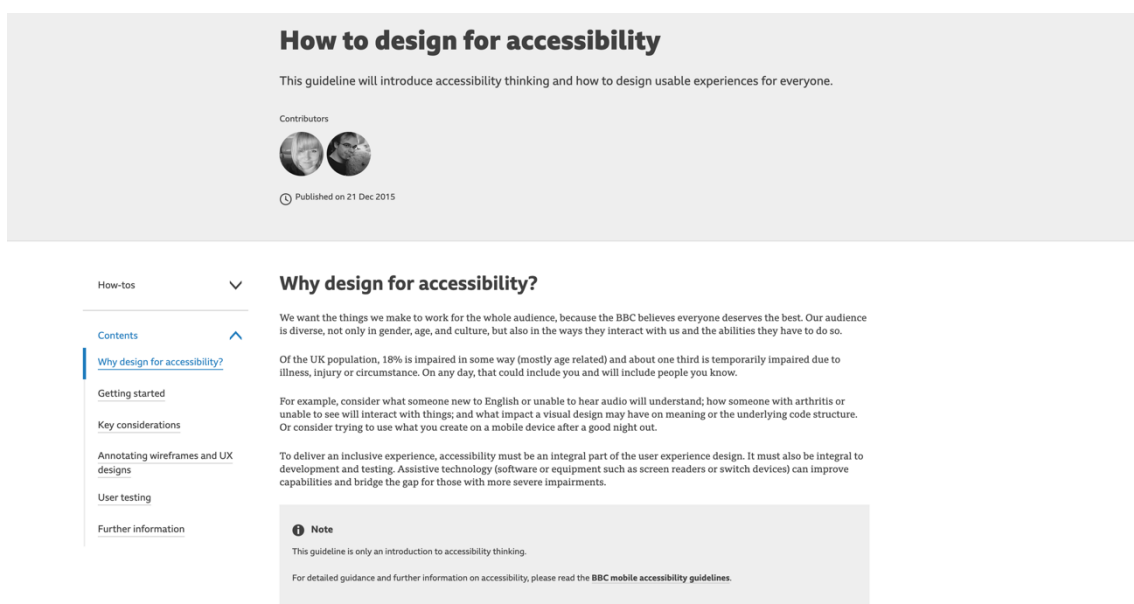


Figure 2: BBC Accessibility (Knight J. 2015)

Last but not least, one of the best accessibility website is British Gas. They have a menu just for accessibility however they do not have all the functions but the majority.

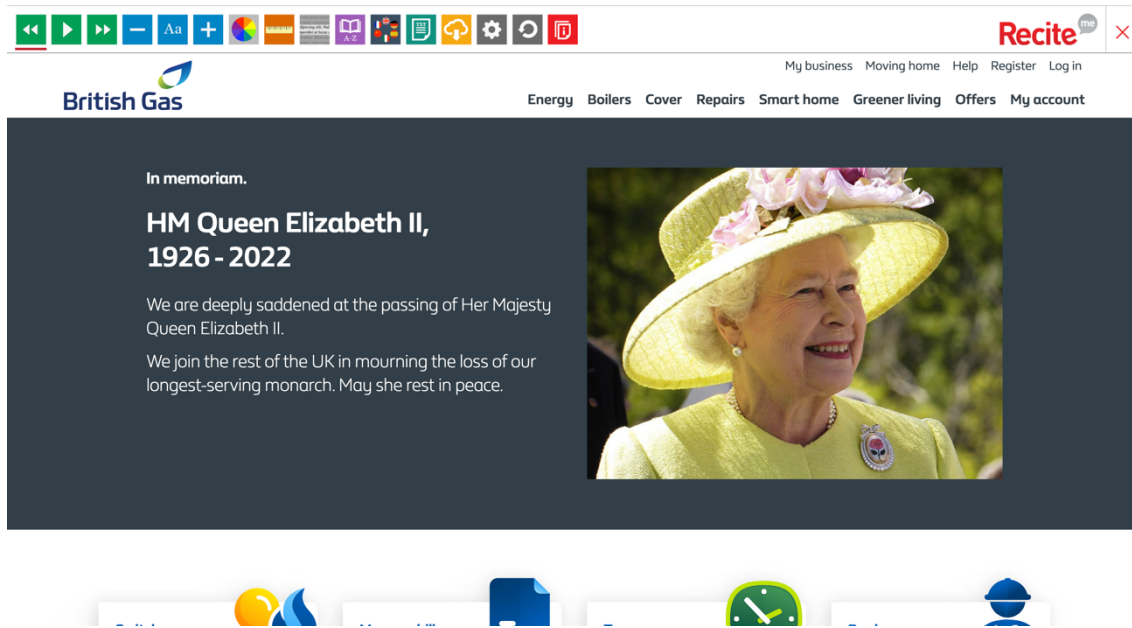


Figure 3: Accessibility on British Gas Website (BRITISH GAS. 2022)

## Copyright:

The “Copyright, Designs and Patents Act 1988” says that the creator of the author from any product, art, poem or product (any creative work) own automatically the rights of the product and can do whatever he/she wants with it (sell, lend, adapt, copy) (Anon., 2022) and it lasts for 70 years after the death of the author (Anon., 2013). It is also mentioned that a third party is allowed for a limited re-use of copyright material. The main purpose of the copyright law is to protect the author from economic interests, it tells when a copyright law has been broken and also to give the owner the right to do whatever he/she please with their work (BKK, 2014) however it can not be said the same for the idea of the product. For example: Spotify and Apple music, both are music streaming platform where the idea is the same, an app where people can listen to music online and offline however, the user experience and user interface of the app (UX/UI) are different from each other, the icons, the structure, everything. (Saraswat, 2021). Because in this company one of the main concerns is copyright, it was made clear that the company owns the right for the product if you’re an employee of the company (Gov.Uk, 2014) as well as third party elements that are being used by the company.

## General Data Protection Regulation (GDPR):

To make sure that the website follows the regulations, several bullet points must be followed. Those steps are:

1. Develop and Publish a Transparent Privacy Policy:

The first it is need to identify what information is being collected. After this, we need to create a statement and publish it, in that statement it is listed the data that is being. The privacy statement has to be clear about what information is going to be stored and how much time will it be store as well. It is important to also state who will be able or who will have access to see the data and it also has to be written what the user has to do so the data be removed.

## 2. Active Opt-Ins Only:

Users must check the boxes; the options must not be preselected (this happens on some websites where the access is already preselected). This Opt-in rule it is mandatory to cookie consent.

## 3. Unbundled Opt-Ins:

Consent to store personal information must not be bundled with other options. What this means is that there cannot just be one opt-ins button for everything (user's acceptance of your terms and conditions with their consent for you to hold their data), it is mandatory that every topic has their own opt-ins button. This is related to user's freedom to consent because if a user cannot accept the terms without agreeing that the data can be held, they are not free to choose (which some websites do).

## 4. Granular Opt-Ins:

Related to the previous topic, tick boxes must be separated also for different types of consent as well (not just (user's acceptance of your terms and conditions with their consent for you to hold their data). For example, if the owner of the website wants to be able to contact a user by phone and or email. Each communication need a separate tick box confirmation as well as all the parties that the website is sharing the data with.

## 5. Easy to Opt-Out:

It must be clear to the user on how to withdraw permission when he agreed to something and there should also be a link for the same purpose on the website, it is possible to locate this usually on the privacy policy page.

## 6. Cookie Consent:

The user has to be asked for their permission when storing cookies on their computer. It should be also possible to see how the website uses cookies on the privacy policy web page and even if the website uses cookies from anonymous tracking software, for example Google Analytics, it has to be written in the privacy policy.

## 7. IP Tracking:

The IP (Internet Protocol) it is the address of a computer and this information is under GDPR. This means that if a website collects and stores IP addresses, this must be written in the privacy policy. If the website uses any third-party plugins and apps that collect the users IP addresses it also have to be stated in the privacy policy.

## 8. SSL Certificate:

It is not stated in the GDPR that every website requires an SSL (Secure Sockets Layer) certificate. However, it does mention about that every website should take appropriate consider checking and improve if needed the security of personal data. By implementing an SSL certificate, it is possible to be met those criteria.

## 9. Named Parties:

Every third party who have access to the user personal data has to be named for the website to be compliant with GDPR. It is not enough just to write "every partner that the company currently has and will have" it will be need to specify which company it is and this has to be in the privacy policy and it has also to be written what data they are able to see.

(Tim 2021)

In conclusion, the main purpose of GDPR is to ensure transparency, security, and choice to the users. They must know what is used for, what information is being stored and for how long it will be stored. Also, the website must allow to give the option to accept or reject the collection and use of personal data. By doing this, follow the GDPR, the result is that it also inspires trust to the people who are using the website.

## Cascais:

This website prototype even though is supposed to be about places around the world, it would be a big challenge to make a prototype about every place in the world, so the prototype will be focus about Tourism in Cascais.

First, I would like to talk about a little bit about this city. This is a city located in Portugal and the word Cascais supposedly comes from the noun “cascais”, which refer to piles of shells and limy remains of crustaceans around a small fishing village, from where the whole city got its name from.

Human presence in Cascais goes very far back, all the way to the times of the Romans, who built here a center for processing fish. In 1364, King D. Pedro I signed a letter separating Cascais from Sintra and a few years after fishing became the town’s main source of revenue.

Because Cascais is right next to the sea, in 1580 Spain tried to invade Cascais with the purpose to conquer Lisbon. The city had some forts around the city however they were not enough to stop the invasion and because of the invasion a few more forts were built after (it is important to mention that these forts became a monument for the city).

In 1755 there was an earthquake where the city had to be rebuilt. A few years after the city being rebuilt, more specifically in 1870, King D. Luís picked Cascais for his holiday vacation and love it. He enjoyed so much that kings and queens started to come along, so does the court. With the court it also came the construction of bungalows, palaces, mansions, theatres and hotels and Cascais became known as the Court Town.

King D. Carlos (who was the son of king D. Luís also loved Cascais and established the nation’s first marine biology lab there. (Time Out 2021)

## Stay:

From Hotels to hostels to apartments or guest houses, Cascais has a variety of options for where the tourist should stay according to what they are looking for. (Emily 2019)

For hostels you have:

- Ljmonade Hostel: It is located about ten minute walk from the train station, this option is best for those that appreciate quiet surroundings and a homely feel. They have an amazing breakfast, nice communal areas (note that these close at 11 p.m.). They also arrange all sorts of tours and activities. (Emily 2019)
- Cascais Bay Hostel: The best part of this hostels is that it is located in the center of the city. They also have fabulous communal areas, a great kitchen, good breakfast and friendly staff. (Emily 2019)

For Hotels:

- Villa Cascais: A boutique hotel in the historical center of the city, right next to the Atlantic Ocean. The bedrooms give a feeling of seascape due to the blue and green that the rooms have and the bar has several walls to a superb selection of regional wines, that are also available in tasting measures for sampling opportunities. Prices for doubles from €120 (£108) (Emily 2019).



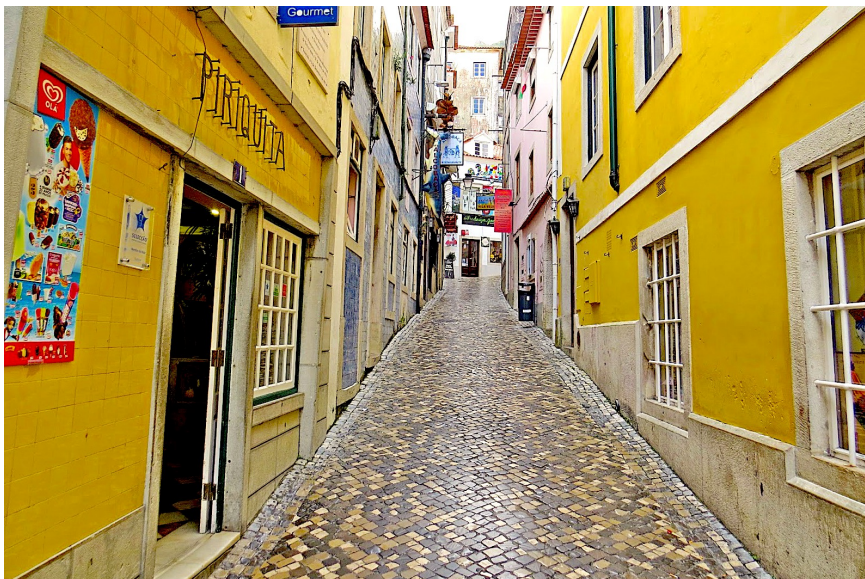
- Pousada de Cascais: is located within the 16th century fortress walls of the Citadel. Many of the 126 bedrooms have been uniquely curated by a variety of international artists including Heberth Sobral, who cleverly uses Playmobil toys to create an azulejo tiled wall in one of the most delightful rooms. Doubles from €165 (£149), B&B (Emily 2019).

## Eat:

Cascais has one of the best foods in Portugal. From great restaurants with typical sweets, dishes and wine to a bar with amazing views to the sea.

Let us start with sweets. We have the famous “Areias de Cascais”, these are small cookies made of flour, sugar and butter, sprinkled with sugar. To tell you a little bit about their origin, it is said that they come from the late 19th century or beginning of the 20th century, and they are usually served in snacks.

The second sweet even though it is not located in Cascais their origin is, this store is located in Sintra and it is recommended going there to taste the two most typical pastries of the village classified as a UNESCO World Heritage Site. One of the sweets is called *travesseiros* and it is sold in a store called “*Casa da Piriquita*”, warning there is usually a big queue due how good these *travesseiros* are. To describe about these pastries, it is stuffed with sweet-egg cream with some almond (among other secrets). The third and last sweet is called “*Queijadas*” and they sell it in a store called “*Fábrica das Verdadeiras Queijadas da Sapa*”, consisting of a well toasted cheesy-cream topping on a crispy crust. (Time Out 2021)



*Figure 4: Casa da Periquita (We Heart Lisbon 2017)*

Changing to wines there is a store in a place in Cascais called Colares. This store called *Adega Regional de Colares* was borned in 1931 and the oldest cooperative in the country. This building has a huge wooden cask that is worth a visit by themselves, however it is also possible to do a wine tasting. (We Heart Lisbon 2017)

Regarding restaurants, this city has plenty of types of restaurants however, the best ones are sea food restaurants and modern tapas. For sea food you have a restaurant called “*Panorama Guincho*” (located in Guincho) apart from having delicious sea food it also has amazing cheese originated from Setúbal called *Queijo de Azeitão*. (We Heart Lisbon 2017)





Figure 5: Panorama do Guincho (Anon. 2022)

Another very good seafood restaurant is called Pescador, it is the second to the best restaurant in Cascais (regarding fish and seafood), this restaurant has a terrace where you can eat appreciate the sunny weather or a inside room. They make typical portuguese recipe for example, clams (amêijoas à Bulhão Pato) or a stuffed crab. (Anon. 2022)



Figure 6: O Pescador (clubenet.com 2022)

### Visit:

The first place that tourist should visit is a Park called “Parque Marechal Carmona”. This place is beautiful, it has amazing landscaped gardens, beautiful flowers, chickens, peacocks, in summary all manner of wildlife. It is located behind Cascais marina, but “Parque Marechal Carmona” mainly is a perfect spot to have a picnic or try to get a ten in a hot summer day. There is also a house inside the park where you can visit called “Museu Condes de Castro Guimarães”, it is a beautiful 19th-century mansion replete with castle turrets and Arabic cloister. It is open from 8.30 a.m. - 6 p.m. in the winter, and during summer it is open until 8 p.m. (Emily 2019)



*Figure 7: Parque Marechal Carmona (Anon. 2022)*

The next place is called “Boca do Inferno” (Hell’s Mouth in English), according to the legend there was a very powerful wizzard that lived in a Castle. He wanted to get married to the most beautiful woman however he did not have her love back and so he locked her in a tower. A knight that always passed by the tower one day decides to save her and when he opens the door it was love at first sight, the wizard finds senses it and filled with jealousy casts a spell for a storm. The tower filled and created what is called now a “Boca do Inferno”. (Cruz 2016) Beside the legend this place has the most spectacular view, one of the best sports to watch the sunset. (Emily 2019)



*Figure 8: Boca do Inferno (Anon. 2022)*

## **Methodologies**

### **Project Research Approach:**

This research approach will be a mixed between inductive and deductive (mix) approach. To be more precise, for this report it was made two interviews with two employees who graduated in Tourism, with this interview it was possible to check their behavior on how they were using the websites, understating and see what they like and did not like so it could improve in the prototype (inductive). It was also created a survey, to know what the users think about a specific Tourism website (this is one of websites where the prototype will be inspired from) plus the data collected from the Background and Literature Review (deductive). (Raimo Streefkerk 2019)

### **Project Methodology:**

This project methodology will be a case study due to the data collected being draw from more than one data source, this methodology also uses mixed methods (inductive and deductive) because it has more



than one form of data (surveys, interviews, observations, big data and many more data sources). (Case 2021) and for the prototyping of the project it will be used the Design Thinking methodology (Interaction Design Foundation 2020).

## Design Thinking Methodology:

Recently I read a book called “The Design of Everyday Things” written by Donald Norman where he mentions that Design Thinking is one of the best approaches currently. He states that the problem the designer is asked to solve is not the real problem but a symptom and that for a product to succeed is to understand and find out the real problem (Donald Norman, 2020). That is where Design Thinking comes in, this is a Human centered design process that teams use to apart from trying to understand the user needs, it changes problems with the purpose to find what the real problem is (as mentioned before) and also create groundbreaking solutions for when the designer is prototyping and testing. This methodology has five phases: Empathize, Define, Ideate, Prototype and Test.

There are a lot of organizations that work in different industries that have a strong opinion about this methodology, they find design thinking very valuable when it comes to problem-solving for people that use their products or services. Design teams use design thinking to discover unknown problems and by doing that they can also change it to a *human-centric* design and focus on what is really important for users. What differentiates Design Thinking from the rest of the methodologies is that when using it, most of the times designers are “thinking outside the box”. With this method comes better UX research, better prototyping and Usability Testing with the purpose to get to the user needs.

As mentioned before there are some stages in Design Thinking, it is also important to mention that these stages do not have any particular order so if the designer wants to start the method by the testing process he/she can. In total they are five and those are:

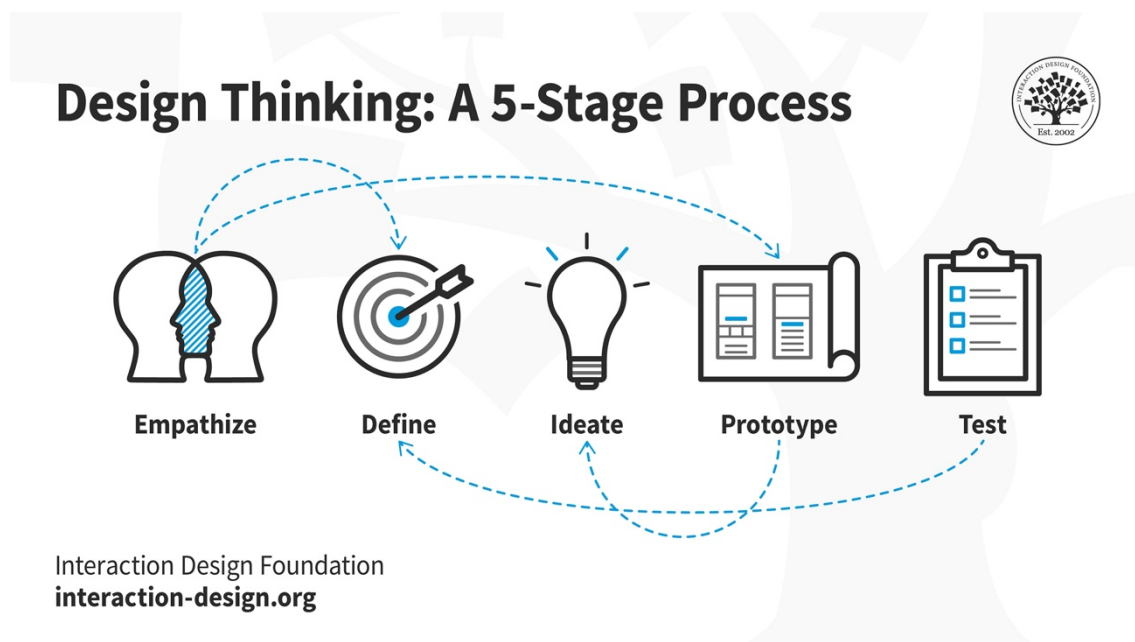


Figure 9: Design Thinking (Interaction Design Foundation, 2022)

### 1. Research Your Users' Needs (Empathize):

Here, the designer will understand what is the problem that he/she is trying to solve, usually through user research. This stage it is called also Empathize because of empathy, it allows put aside the designer assumptions about the website needs and gain real insight into what the user needs. Also, empathy is crucial when it comes to a human-centered design process.

## 2. *State Users' Needs and Problems (Define):*

In this stage the purpose is to analyze the designer observations and combine them to decide the core problems that the designer or designers have identified. This is what is Problem Statements. In this stage is also where the designer creates user personas to help understand what type of users they have before going to the next stage.

## 3. *Challenge Assumptions and Create Ideas (Ideate):*

Here the designer thinks “Outside the box”, trying to figure out an innovative design, trying to look for alternative ways to see and solve the problem statement that was generated. This process it could also be called Brainstorming.

## 4. *Start to Create Solutions (Prototype):*

On this phase is what is also called experimentation. The focus is to find the best possible solution for each problem that the designer has. Here are the first stages of prototyping, called Low Fidelity Prototype, this is an inexpensive, scaled-down prototype of the product. Again, the focus here is to see if the ideas that the designer has are good enough.

## 5. *Try Your Solutions Out (Testing):*

In this final stage the designer has some users who will test the prototypes and give tough feedback if needed. Even if this is the final phase, design thinking is iterative: the feedback that the users give is often used to *reanalyze* one or more problems. So, if needed it is possible to return to any of the previous stages to make further changes or refinements with the purpose of finding out or rule out alternative solutions.

This methodology does not have a sequential step rather these stages contribute to the objective of the project and that goal is to gain the deepest understanding of the users and what their ideal product would be.

(Interaction Design Foundation, 2022)

Even though this methodology has some advantages it also depends on the objectives of the project. But the main advantages of this methodology are:

- **Innovative solutions:** This iterative method allows the designer to have a creative mind when it comes to problem-solving when in some cases that used to be considered impossible to change.
- **Expands designer knowledge:** With this process designer can have a wider option as well as various ways to find a possible solution and with this have new ideas that in the usual/traditional way would not have because they have a more linear approach.
- **Finds new problems:** This methodology has an observational approach to the user, with these designers can find potential answers to their problems that may not be clear when asked, even to the user.
- **Prioritizes the user needs.**
- **Tackles problems that are not clearly defined** because the designer does not have all the data regarding on what problem might the users have with the website and this method helps answering those questions.

(Master Class, 2020)

Design Thinking methodology it also has some disadvantages if the designer does not have a human center design, those are:

- It requires heavy involvement from user participation:

As mentioned before this methodology requires researching, interviewing, co-developing the ideas, and testing on the prototype along the way. According to UX Collective this method is used a lot among businesses who treat it as a corporate checkbox.

However, the main issue is the time the user spends with the designer. It is not just spending one hour or two together with users; even one-day might be. not sufficient. The user has to commit 100% for the project have a good result and he/she continues providing ideas and feedback for the solution. But the main problem is that having real users requires more resources and take some things into considerations (their jobs, transport if it is a person user testing, confidentiality, many more).

- Project duration is longer:

To fully understand and follow the purpose of Design Thinking on the project, the designer needs to spend a lot of time researching, interviewing, synthesizing, and testing with users. The loop process (from when we interact with the user to observe and iterate ideas) requires much more time and resources for a better result. Usually what happens is that eventually, many designers combine the interviews with assumptions, then validate them.

- We may neglect other users who would be part of the solution:

The problem with this is that sometimes the designer forgets about attending to every user who will be part of the ecosystem. An example she gave was focus on giving the costumers best experience they can have on screen and forgot to from the internal staff (sending the information to the staff of what the costumer bought and to where it would be delivered), the result of this was giving much more workload to the staff.

In summary, the designer usually do not think about the end-users, the user who need the information to send the product to the costumer and the result of this is that the designer will possibly shift the pain-points from customers to other users, instead of trying to find the real issues of the website.

- There are system limitation to be considered:

Design Thinking is a better option when the project the designer is working on have an open environment. Having a restriction-free setting, would help generate a faster and more special result to the users.

(Tsoi 2021)

## **Methods:**

First there will be a survey asking user questions related to the user experience of Tourism Websites (a comparison between two different types of Tourism Websites) and what they think about it and analyzing/comparing answers to other articles from previous years. The second part will be a User Testing regarding the prototype that was made for this project, also analyzing what the users feedback.

## **Survey Design:**

A survey base research method is one of the methods that this project follows due to the goal. The data gathered in the literature review (previous project) is from 2018 and Tourism websites have improved a little since then. Two interviews were also made asking the same questions from the survey with the purpose to have an answer from the user where they had very little time to think about their answer, the purpose of this is that the feedback will be different than a survey one.

This survey was done online with google form and the questions that appear in the survey are from several websites that focus on the User Experience and User Interface.

## **Ethics:**

An Ethical release was asked to (Anthony 2022) the Southampton Solent University. The survey follows all the ethics requirements and the only personal question that are in the survey is their age. (It is possible to find in the appendix the ethics form submitted).

## **Instrumentation:**

Quantitative data was used to collect all the answers from the survey and as mention before it was chosen Google form to create the survey because this platform is one of the best and has all the features that is needed, it gathered all peoples answer and it creates statistics of peoples answers so I would not have to transfer to excel and create there the charts and analyze there.

It was created in total 19 questions for the survey regarding User Experience and User Interface in a Tourism Website called Visit Cascais. These questions had the purpose to know all users opinions about the UX / UI website, if they like it or did not and check if it is missing any particular feature that the user would like to see. A few examples of the questions are: asking the user to compare this website among others (for example Tripadvisor), asking about user-friendliness, features they did not like. These questions analyze users opinions and compare their answers. Also, the questions created were simple questions, there were very few terminologies used that the user might not know the meaning however for those terminologies the meaning was explained.

## **GOALS**

The Goal here is to check if there is any feature that the user would like to see on a Tourism website that they do not have, in this case focus on a website called Visit Cascais (where the prototype will be inspired from), also the website will be compared to data collected from the previous report and analyze both of them (see if Visit Cascais has the same mistakes that other Tourism websites have). For this it was used the survey from an article made by Bev Fearis (called *"Travel websites confusing customers, says Frommers survey"*).

## **PILOT**

### **Tourism websites Analysis:**

Most of the Tourism / Travel websites have a lot of information in every single page, some of them are not well structured according to a news article from Bev Fearis. There were two surveys carried out, half of the travellers that answered the survey said that the website was poorly organized, confusing and inaccurate. The second survey Fearis goes into more details, 50% found that the websites were not clear with information hard to find, not enough photos and lack of information about the place. 33% of the people who answered the survey said that they were angry by not have a response from the email enquires that they have sent and websites where they could not book a table online. 40% of the travellers reported that they found inaccurate / misleading information and could not find a lot of things to do. (Fearis 2022)

## Tourism Website Requirements:

### 1. Home page and Landing Pages (essential for a Tourism Website)

First impressions are everything. For this there are three key topics that when designing or developing a Tourism Website the designer or developer has to take into consideration since it is what people that travel consider the most important:

- reliable information.
- enchanting photos and videos.
- reliable partnership.

That is why the website must show professionalism from the start and that is why the home page and separate landing pages are essential.

The home page should display a little information about the company and what they do, without deceiving the visitors, even accidentally. It should show everything that the brand is about being also concise, precise, and captivating. User will need to gain trust with the website and is possible to achieve that by displaying beautiful photos, amazing design, accurate and useful information.

### 2. High Quality Photos and Videos:

There is a famous expression that is very suitable with Tourism Website: “A picture is worth a thousand words”. What this means is that a picture will have more success than text. Even today we have 360-degree images, videos, virtual tours, VR that companies can start using to show how the hotel is in their website. Sharing pictures of the rooms in which guests will stay or a video of the destination or a vlog in which the Tourist shares experiences is a very good idea. Visual content is crucial to Tourism Website since it provides value to the user. It’s shows that they can trust the website and that is also true what is being stated on the website.

Also, big and high-quality photos are a must. However, there are certain downsides with this. The first is the speed of the website can be affected. The second is their layout – if the photos are set not accordingly to UX guidelines the designer might confuse and discourage the user from further exploring the website.

### 3. Subtle Colors and Fonts

The branding color must be in line with the company is (their idea and philosophy). For example, is the tourism website is focus on a cruise the best color options would be the blue color of the sea and beige shades of sand will be perfect.

It’s important that the designer shows what the users mind sees when visiting a Tourism Website and try to recreate the exact same website that they had in minds. If the website represents what the visitors imagined, the loyalty of the user is assured.

It is also important to not overdo it regarding the colors. There is a fine line between the beautiful and the distracting and the designer has to be very careful with the colors. The color palate should be moderate.

### 4. Different Elements for Different Purposes

Clean blocks can give a clear view to the user regarding what the websites is offering to them. It is important that they are organized, visually appealing and have everything (picture, prices, information, experiences).

Websites with dynamic elements will attract the attention of the user rather than a static website. Animations and effects are engaging so it’s always better to include some animations on the website.

## 5. Be Very Informative

If the website does not have everything the user needs then they will leave the website. Therefore, it is essential to include useful and relevant information. Now the question is, what is useful/essential and what is not? For accommodation the basics are, information about the costs, how the rooms look, descriptions and inventory. It is also important to talk about the surroundings, like public transport lines, shops, proximity to important city landmarks, and specially the time it takes to reach the destination. It is also important to show how the surroundings look, so having a map of the city is very helpful.

## 6. A Design That's Trusted

There is a research that states, 94% of cases people do not trust a website because of its design. This shows how important the design of a website is.

(Design Developer 2020)

## Competitors:

The data collected for the competitors was from similar web and the analysis made was according with all the data collected from UX Principles, UX Laws and Accessibility.

## Visit Cascais:

A website that has the same idea of Tourism Website with a simple and clear design. The website follows well the Hick's Law where it states that simple is better because more options makes the user take more time when deciding what action to take and by that might leave the website earlier. (Yablonski 2022). Another Law that the website follows well is Fitt's Law because the website makes clear the options the user have by making the buttons big, for example (Yablonski 2022). However, there are a few laws that could be used on the website that they are not using, one of them is Miller's law that states that the user can only remember what they have seen in 7 (plus or minus 2) items in their memory (Yablonski 2022). We can apply this law in any activity page, in the activity when you selected one they put a lot of options in one webpage as well as the information. They do not have for each activity a webpage of their own and doing this makes the user scroll through the page and because of that it will make the user leave the website earlier.

Going to UX Principles they have a clear hierarchy and a consistent user experience (it is similar to other websites). The information architecture is simple but very good, most of the information is where it is to be expected and the storytelling is clear and elegant on the website and it has some personality on the design, no other website in the tourism area has a design similar to this

Regarding Accessibility it was checked if they have the website accessible and they have it well suited for people with visual impairment, this was done using a software app called Contrast that checks the color contrast of websites. The software gave it the a very good grade giving it an AAA, that means the website have a contrast ratio of 7.0. This website is accessible for people with 20/80 vision. Note that a fully blind person would be 20/200. (Use Contrast 2022). However, the rest of the website is not accessible. When it comes to alt tags for users who might not use a mouse and a keyboard to navigate through the website, they do not have for any of the content (they have declared the alt tag on the images however they did not write what the image was, it is blank the alt tag). Most of the website is also responsive and do not lose any information, the only section that could be improve in the website is how responsive the images are.

The website also has a Privacy Policy with for the user to know what is done with their personal data and also has Term and Conditions where they are showing the terms, rules and guidelines when navigating through the website.



## Cascais-portugal.com:

This website has a simple design, every information is just one page what makes the website not very accurate when it comes to all activities, restaurants and places to stay available, also the way the website is structure is a bit different when comparing to the previous one. This website only has information for just one day trip, who should visit the city and when.

Regarding UX Laws, because of the way that is structure the website uses well Miller's Law, Parkinson's Law and Doherty Threshold. Millers Law is used well because the website has a simple design and not too much information, Parkinson's Law because the user does not have to spent a lot of time when completing the task (looking for some information about Cascais) and Doherty Threshold Law because it is very fast when loading on the screen. However, the website could give a good use of Fitts Law's that states that buttons, for example, should be large enough for users to accurately select them and should also be placed in areas of an interface that allow them to be easily acquired. This last law does not apply with buttons that redirect to another country webpage. (Yablonski 2022)

Moving to UX Principles, the website does not have a clear hierarchy somewhat is a little confusing and it also does not have a menu bar or button. The user has to navigate to the end of the website to see other articles or news or places and with this is goes also to another principle that they do not have it quite right and is the similarity with other websites and does also not follow correctly the UX Design Patterns. (Erdem 2021)

In Accessibility the website has a good color contrast is very good according to the contrast app, people with vision disability should be able to see and differentiate text and images from the background (Use Contrast 2022). Also, the images have an alt tag that makes it accessible to users that do not use a keyboard and a mouse to navigate through the website. The website is also responsive so it is adjustable to any type of screens, the images are also responsive on this website.

Regarding collecting personal data (GDPR) they have a privacy policy however that just it, there is not terms and conditions like visit Cascais website.

In conclusion, this website takes into consideration accessibility and GDPR however, it looks like it is a not so recent website. The website is old and the information in there is not complete. There are a lot of new restaurants, places to stay and eat in Cascais that are very famous and they do not mention it.

## Lisboa.es:

This website is different from the others, this website is focus on users who speak Spanish and want to visit Lisbon a website that has a simple and clear design, well structured. The information however is structure from the previous ones, it is possible for example to download a pdf of the guide they have for Lisbon. However, what they have that stands out is that they have two menus, one of them is a simple basic menu bar with some important topics and the second menu which is similar to a filter and this menu have more options regarding places to stay eat and visit. This is a good idea from them even though the user has to scroll down a lot to get to the button he wants.

Moving to UX Laws, the website has good use of the Law of Uniform Connectedness because the body of the website is very similar to others competitors and so the user will feel comfortable using it. Another UX Law that it uses well is Aesthetic-Usability Effect that states that pleasant designs are also easier to navigate through. However, they have a few UX Laws that should be taken into consideration this is because the second menu on the left side of the websites body has to many options. The first one is Occam's Razor where they should take out from the website all the information that is not crucial (in this case the options that the users do not select as much) this would make the task of selecting one of them not so complex and Hick's Law where the time to make decisions it increases when the user has a lot of options.

Accessibility, for visual impairment the website has the same score as the other two AAA grade. The contrast is clear it has a white background with black text or vice versa. The images have an alt tag as well for people that use other devices to navigate other websites. (Use Contrast 2022) The website is also responsive so that means that there is no text that stay out of the website or an image that does not fill the screen.

They have a privacy policy, cookies policy (politica de privacidad) and terms and conditions (aviso legal), this means that this website takes every ethics into consideration, the user data (how they collect and who they share it with), how to use the website and what the user is allowed to do on the website. This website is a good example of Government Guidelines.

In conclusion the website has a clean design with accessibility in to consideration (although the accessibility can also be improved), the information on the website

## Personas:

The data collected from when creating the personas was from Similar Web, it was not done a survey to collect this data however this website has a monthly update to know how many people visit the website for example.

PERSONAS			
Name	Danielle Smith	Jorge Mendes	Maria Espinoza
Description	Danielle is woman who likes to read books about cities who have history, she likes to visit places that she read on books to see if it looks the same as she pictured from the books	He travels a lot due to work and while he is visiting another city he likes to look for places to visit while he lives in there	Maria uses a lot of social media and is always using specially instagram and Pinterest to look for places to visit because she also loves to travel
Age	38 years old	30 years old	25 years old
Location	She is from Southampton, United Kingdom	He is from Portugal, he lives more in the center of the Country called Alentejo	She is from Madrid, Spain
Occupation	Worker	Worker	Student

Figure 10: Personas

## Persona 1:

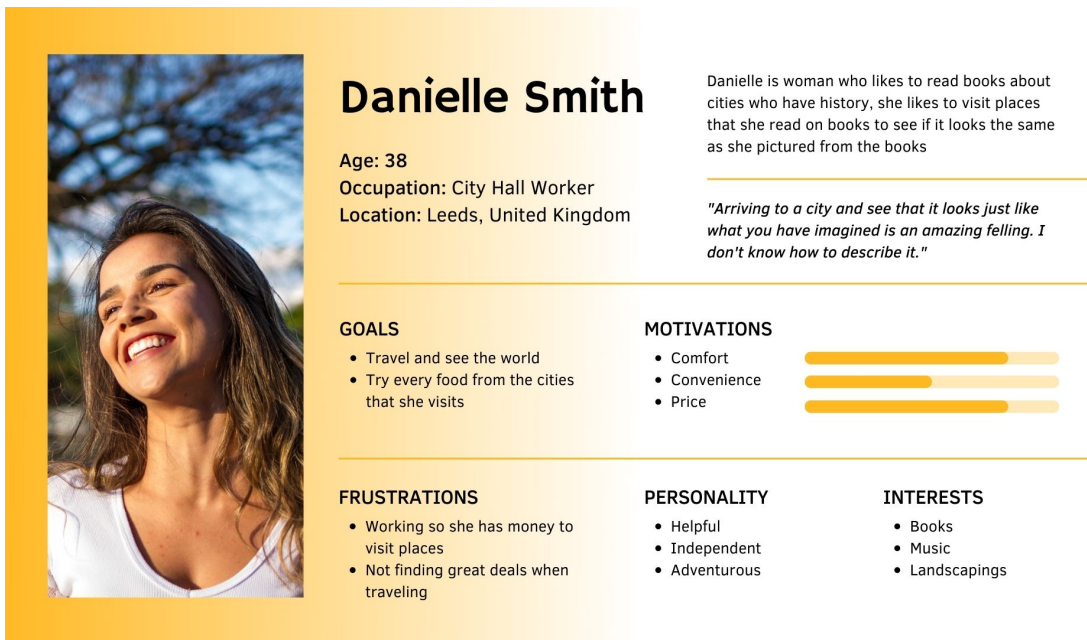


Figure 11: Persona 1 - Danielle Smith

## Persona 2:



Figure 12: Persona 2 - Jorge Mendes

## Persona 3:



### Maria Espinoza

Age: 25  
Occupation: Student  
Location: Madrid, Spain

Maria uses a lot of social media and is always using Instagram and Pinterest to look for places to visit because she loves to travel

*"Travel takes us out of our comfort zones and inspires us to see, taste and try new things"*

---

<b>GOALS</b>	<b>MOTIVATIONS</b>
<ul style="list-style-type: none"><li>• Have a big impact on social media</li><li>• Travel around the world</li></ul>	<ul style="list-style-type: none"><li>• Comfort</li><li>• Convenience</li><li>• Price</li></ul>

---

<b>FRUSTRATIONS</b>	<b>PERSONALITY</b>	<b>INTERESTS</b>
<ul style="list-style-type: none"><li>• Not being a renown influencer</li></ul>	<ul style="list-style-type: none"><li>• Creative</li><li>• Consistent</li><li>• Relatable</li></ul>	<ul style="list-style-type: none"><li>• Instagram</li><li>• Pinterest</li><li>• Music</li></ul>

Figure 13: Persona 3 - Maria Espinoza

## RESEARCH QUESTIONS

The prototype of this project will be inspired from Visit Cascais website, meaning that this survey is focus on the user experience and user interface. This website is very new, it was created two years ago and the department of the city hall had a digital team (UX/UI team). This research will be divided in two sections, the survey and the interview however the questions are the same. The purpose of the interview was so the data collected would be given without try to think, people sometimes do not give an honest answer and in a interview because there is some pressure due to the time they have, their feedback will be more "truthful". The focus of this survey is to have a feedback of this website since the prototype, what features is missing, how is the user experience and user interface.

Note: The majority of the questions were from two user experience articles. (Pragadeesh 2022) (Trista 2018)

## RESULTS

### SURVEY

It is important to mention that the data used in the discussion section will be shown in here, the rest of the data will be on the appendix section.

## USER EXPERIENCE

### Q1. What version did you use?

What version did you use?

10 respostas

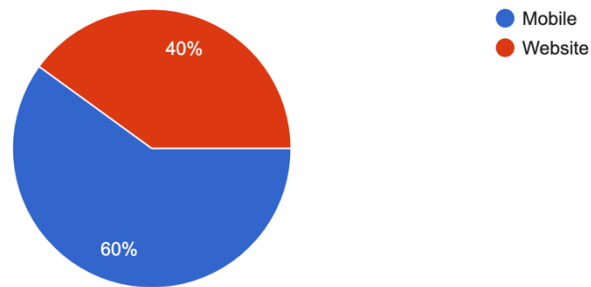


Figure 14: Mobile and Web version of Visit Cascais

### Q3. How would you rate the user-friendliness of Visit Cascais interface?

How would you rate the user-friendliness of Visit Cascais interface?

11 respostas

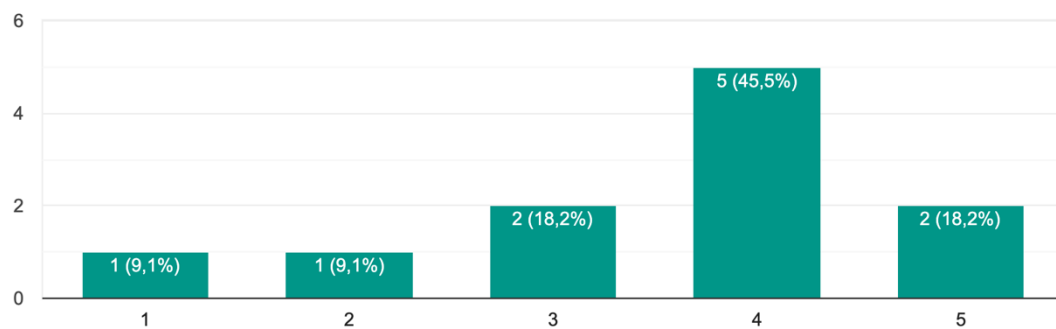


Figure 15: User friendliness of Visit Cascais website

### Q4. How does Visit Cascais compare to Trip Advisor?

A few of the answers were:

- More accurate
- better
- Is similar
- Trip Advisor is more user friendly
- there is a lot of information
- Much better, more user friendly
- Visit Cascais website interface has a better aesthetics in terms of modern design and simpler to use. TripAdvisor has no informative videos.
- It's much better as the website actually tells you in detail about the place.
- More detailed than trip advisor
- Not as good
- Trip Advisor is more user friendly

#### Q5. What do you find most frustrating about Visit Cascais Website?

- The banner about the settings appears all the time
- Massive chat box notification at the beginning, too much text, too much sections in the navigation menu
- little information on popular associations, music
- Nothing everything works as expected
- Time Out Cascais link is connected to another website and there is no back button or link to Visit Cascais Page.
- The homepage was quite long on mobile and there was a Pop up that took up the whole page.
- The live chat Pop up
- Having to scroll down too much
- The multi lingual bot is in the way.

#### Q7. What would you rate the usability?

What would you rate the usability?

11 respostas

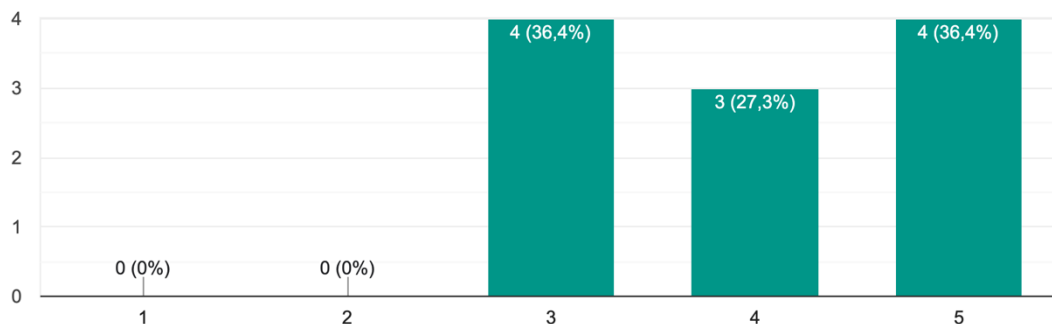


Figure 16: Usability of Visit Cascais

## Why?

- Is easy
- Didn't know how to exit the chat box that popped out, complex navigation
- The information, too much
- All links work correctly and the user can navigate through the pages
- It is simple to use and information is clear and concise. Tittles and topics are relevant with what is offered.
- The dropdown menu was comprehensive and easy to follow. The different sections were also clearly marked. The color scheme was easy to follow.
- Everything was clear
- It was simple
- I did not find it intuitive.

## Q11. What do you find best about the website?

- Simple but elegant
- The design
- Box layout design
- picture quality
- Showing pictures of the description making us users want to click on it and learn more.
- Recommendations are very helpful
- The photography choices were engaging and represented a vibrant visit to the country.
- The promotional video
- The information
- The content

## USER INTERFACE

### Q2. Are there any comments or suggestions that can help improve the user interface?

- The website is too long, buttons are not well designed
- Did not have a very large front page
- Less scrolling
- The user interface has a minimalistic and modern design.
- Remove the ad from start up
- Use a more laid out structure
- I thought the graphics and layout were great.

## INTERVIEWS

### Interviewer n° 1

The first interviewer has worked in Tourism for a few years and has a degree in Tourism. Meaning that has some experience on what the users want and the user perspective. In this interview the version used was the web version from Visit Cascais.

#### User Experience:



Regarding the user experience interviewer number one said that one of the main things she noticed was that the information was not accurate in some of the cases (example they put a place to visit that is in Oeiras and not Cascais) and they do not separate the information (they have combined restaurants with tour bicycles). She also said that there was no button to go to the home page (the user did not know how to go back, it was not obvious), another comment that the user made was that it did not have comments section or a page for people opinion / places they found in Cascais. Regarding usability, she gave a three (out of 5), because there was not many information about Cascais history (culture, industry, history, the habits of the people who lived there) and there were only expensive restaurants. The feeling that the user got was that the website was made for people with money according to what she found on the website. However, it was very easy to use according to what was said during the interview. To conclude she said that it was an average website (with a mediocre design). The only improvement that she would made is a comments section or webpage of people opinions and also a webpage where the Tourist could meet or connect with a local.

#### **User Interface:**

Regarding the user Interface, it had (as mentioned before) an average design (gave a three out of five, there was not anything special for the website design). However, she loved the photos used on the website. The only thing that was requested to improve is the color of the background in the footer section.

## **Interviewer nº 2**

The second interviewer is also a graduate in Tourism however, he graduated two years ago. The difference here is that his opinion is molded according to what he was taught and not by what he learned by experience.

#### **User Experience:**

He said that he really like the overall experience and the usability of the website (gave it a four out of five). The first thing that the user noticed was the Pop up chat bot, he did not like it, he also mentioned that on the mobile version it is a bit annoying because it takes over the hole screen, it is very hard to take it down and it shows up every time you reload the page. He said to make it smaller, for example a small icon just showing if the user needs help the chat is there. Regarding on how easy the website was to use he gave it a three due to the information, it was not clear and according to him it was mixed (where to stay, where to eat and to were some of them were together), he also did not like the restaurants (they are not clear about the restaurants and also the structure, he could not know if they are good or bad). The video at the beginning of the home page on the mobile version (the responsive is not done well), he did not like, it should start with an image/section about Cascais and then he would put the categories that they offer. Regarding trip advisor the interviewer said that Visit Cascais is very different, trip advisor is more focus on comments and people opinion rather than giving information. He gave a 3 on how easy to use the website. However, the website is useful and liked the categories/topics that the website had (on the menu bar and throughout the website. Recommendations that he gave were:

- Improve the mobile version, not having to scroll so much on the website.
- Peoples reviews (that the website does not have), what to look for when going to Cascais, not having a feedback about how good the restaurants are.
- Improve the structure of the mobile version and take out the Pop up bot chat.
- Activities section should specify what type of sports from the beginning.
- Routes: according to him he would change the first thing he sees that is farms route that is something that you do not see often.

#### **User Interface:**

Regarding the Interface the interviewer did not have to say much. He gave a four out of five for the design (he really liked it). the improvements that need to be made the user said that it should be the background



color in the footer, the font (it does not look professional) and improve the photos used on the website in general (good quality photos but some of them were not related to the topic).

## **DISCUSSION**

With the data collected combined with the data from the article that Miss Fearis wrote (Fearis 2022) we can conclude that people also found Visit Cascais confusing when they found information about a restaurant combine with and an activity to do in Cascais or a place to visit when they should not be and also when looking for a place to stay or a restaurant they were not clear (they did not have for example a type of restaurants or type of food in the webpage, they went with a marketing scheme that the users were not a fan to begin with). The data collected from one of the interview/survey and the article also agree that clear images, description and a map from the destination it is very important when searching for a city to visit. Also, with both data it is possible to say that the features the users use the most in a tourism website are prices of everything in general (restaurants, hotels, activities), best places to visit, events.

Regarding only the data collected from the interviews and the surveys made for this project, most of the users liked the user experience (four out of five) and also most of them used the mobile version rather the web version. Moving to the differences between Visit Cascais website and Trip Advisor, I can conclude that most of the users prefer a simple and clear design with only the essential information (and going on detail on that information) and more options for the user. However, a few of them said that trip advisor is more user friendly. It is important to mention that even though the some of the information of the website were together when they should not be (as mentioned before), all the users agreed that the information was accurate, very helpful. The main problem for the website was the chat box, it Pops up every time the user loads any webpage and that is annoying (especially in the mobile version) and the scroll down on the mobile version there were a lot of complaints about it. The users from the survey what they loved the most in the website was the design (simple but elegant), the pictures.

## **CONCLUSION**

Tourism websites are far from being perfect, it has improved however it is not perfect. From all the data gathered, the user experience of Tourism websites it is very confusing and with a not clear design. According to the data, the websites can have all the features that the users need for them to have a good user experience but that does not matter when the information is not accurate and the design is not simple and professional. That is what most of the Tourism websites are missing. For example, in Visit Cascais their webpage about restaurants it was not divided by types of food or how expensive they are. According to the data, all the users agreed that a simple, well organized and accurate information are what is missing from the Tourism Websites, that is why the user experience is being affected when using those websites.

# PROTOTYPE

## Brainstorming:

After deciding what features to design, the next step of the design thinking process was brainstorm ideas. Notes were taken and sketches where designed to keep the ideas visual.

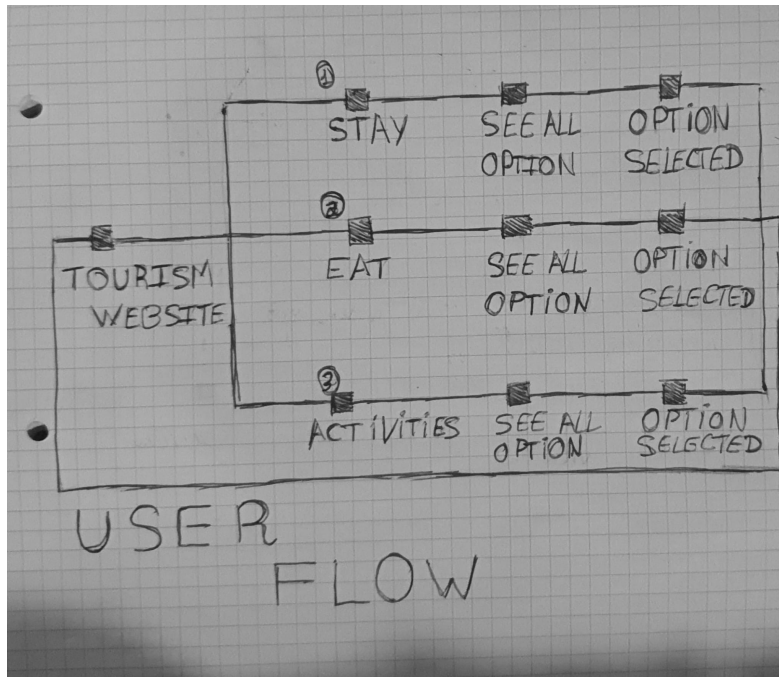


Figure 17: User Flow Tourism Website

## Low Fidelity:

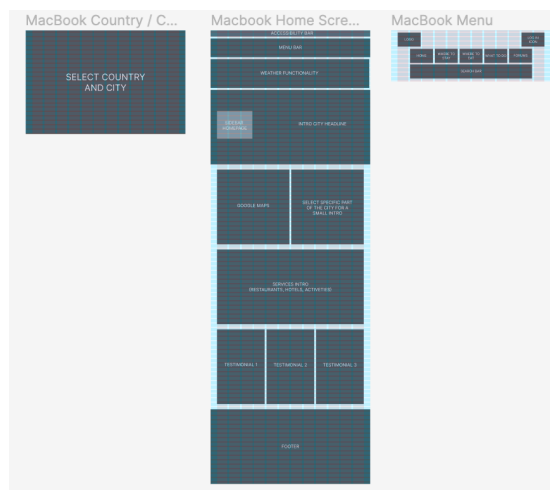


Figure 18: Low Fidelity Wireframe

In my process of sketching I followed the principals as Jose Rojas and took in to consideration some of his sketches methods. (Rojas 2020)

For the sketches I started with a search too other Tourism Websites. Then after comparing them between each other I searched for new Tourism Website Design ideas that others have made. After the final search I started to do the Low Fidelity of the Tourism Website (done with figma).

Link to Low fidelity Prototype: <https://www.figma.com/file/TICyjXMIj0aLeyhP9aITkV/Tourism-Website?node-id=0%3A1>

## Mid Fidelity:

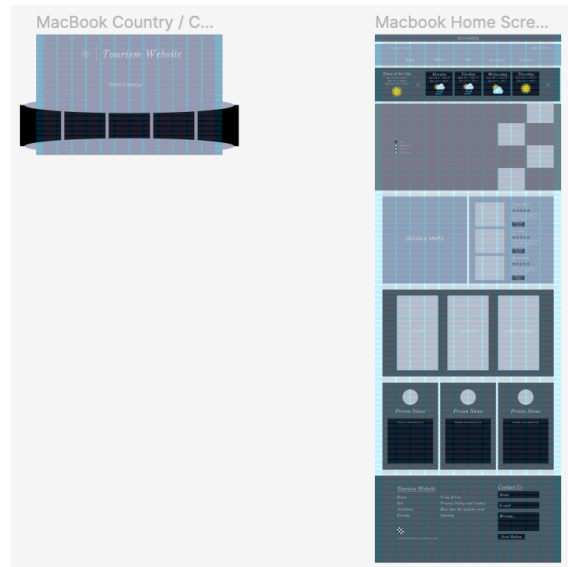


Figure 19: Mid Fidelity Wireframe

I also used Figma to create Mid-fidelity wireframes. Here I show what was the idea that I had for the website, it is possible to see with more detailed and more accurate the essential parts of the website (the new structure of it). At this point the design was final, the idea was clear of what I wanted to be and what I wanted the user to have that they did not had previously.

Link to Mid Fidelity Prototype: <https://www.figma.com/file/TICyjXMIj0aLeyhP9aITkV/Tourism-Website?node-id=0%3A1>

## Accessibility

For the accessibility, one of the parts that was decided it was one of the best options to have was a menu for accessibility with the same idea and functions as in British Gas (mention before), however instead of icons people would have text because it is best fitted for it. It must also be mentioned that was used a website called W3C to search what users with disabilities use or have when navigating through websites (W3C. 2022). You can see below the final result of our prototype.

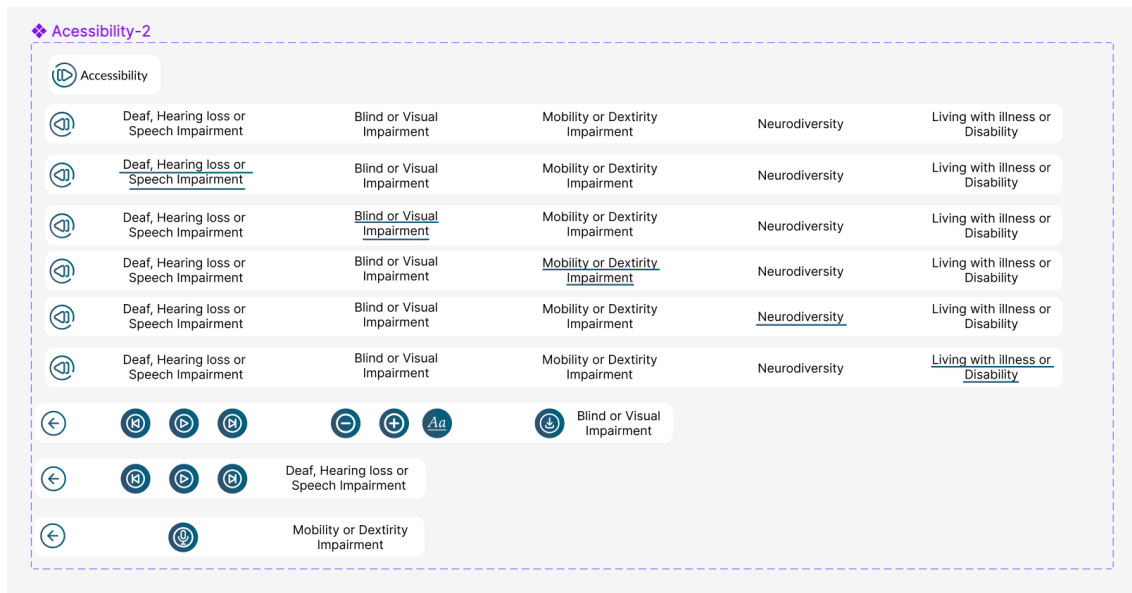


Figure 20: Accessibility Feature for the Prototype

It was also used two plugins in figma for accessibility, the first one called A11y – Color Contrast checker where this plugin checks if the text is readable for users by adhering to WCAG (Web Content Accessibility Guidelines) standards. It analyses the color contrast ratio of all visible text in a frame, and it gives feedback on whether it meets WCAG’s AA and/or AAA level compliance. (Kelly Gorr 2022). The second one is called A11y – Anotation Kit where this one helps designers to document accessibility when they share it with developers after the design is finished. It is quick and easy to add callouts for elements, indicate focus order, or specify keyboard interactions. (Stephanie Hagadorn 2022)

## High Fidelity Prototype:

Here it is possible to find the backstage of the final prototype, all the procedures and how the website is structured.

Link for High Fidelity Prototype: <https://www.figma.com/file/TiCvjxMIj0aLeyhP9aITkV/Tourism-Website?node-id=125%3A4332>

## Style Guide:



Figure 21: Tourism Website Style Guide

The next phase focused on what type of new interface would I want to create (the image that I would want to share with the user) and for that the style guide would be an important part. So, I decide to focus the website design with a blue color so it gives the user the feeling of an elegant website when navigating. The colors used for the website were light blue (1C6180) and slightly dark blue (3B5269).

The font of all texts apart from the menu and titles of the webpages Inter and for the rest Old Standard TT, however the size (Weight, width) were different, these were made depending on what purpose the text had (headlines, body text, call-to-action text and captions). Then the size of the text would be different if it was a Title (48px), menu text and submenu text (36px), the rest of the text (16px), small buttons; the insert e-mail and password text would have the same size as the text (16px).

Link for the Style Guide: <https://www.figma.com/proto/TICyjXMIj0aLeyhP9aITkV/Tourism-Website?page-id=299%3A11880&node-id=299%3A11881&viewport=300%2C107%2C0.3&scaling=min-zoom>

## USER TESTING

The User testing in this project had a deductive approach where it was asked for the user to navigate through the prototype (Tourism Website). It was decided to use a Deductive approach because it is believed that the data collected would be more trustworthy than if it was done an inductive approach and with this approach it was possible to find what users is really looking for when using a Tourism website.

User testing was done with 5 persons. User 1 is a person that has navigated through some Tourism Websites, User 2 is a Web Developer and has some knowledge on how the website should be structured, User 3 and User Number 4 have a degree in Tourism (User 3 has an undergrad and User Number 4 has a master's) and User 5 has a master's in UX/UI (so he would help regarding the user experience mainly).

The user testing is divided in three parts. The first part is focus about the knowledge that the user has about Tourism Websites and more about the user. The objective here is to know user knowledge, how much time they spent online and what devices they use when traveling.

The second phase was monitoring the user using the prototype, the goal here is uncovering pain points within the experience. The questions here were asked while they are using the website so it would be possible to get a real feedback, they would say what they were thinking at that exact moment (trying to get what they really felt about the Tourism Website), this phase was due because the hole user testing

process was an one on one interview so we did not wanted their answers to be influenced by us being there (if they were afraid to give their honest opinion).

The third and final phase goal was to give time for the user to think after using the website and give feedback about the prototype. The questions here are more general rather than about a particular webpage or a particular feature from the website and was also about the task that were asked to the user to do.

## First Phase -Screening Questions:

1- How much time do you spend online?

- User 1: said that he spends between 5 to 6 hours per day online.
- User 2: the user spends 5 to 6 hours per day.
- User 3: 2 hours during the week and 4 or 5 hours during the weekend.
- User 4: Between 5 to 6 hours per day.
- User 5: More than 5 hours.

2- What apps and websites do you use on a regular basis?

- User 1: Instagram, Amazon, reddit, twitter, Youtube.
- User 2: Youtube, Facebook, Instagram, Google Schoolar.
- User 3: Facebook, Instagram, Travel websites.
- User 4: Instagram, e-mail, Whatsapp.
- User 5: Youtube, Twitter, Interaction Design Foundation, Booking, Airbnb, IGN, BBC.

3- How often do you use a tourism website?

- User 1: Once or twice per year.
- User 2: Once a year (very rare to him currently).
- User 3: Two or Three times a year (at least).
- User 4: He uses every day due to work.
- User 5: Three timer per year at least.

4- What tools do you use, if any, to help with when searching for place to visit?

- User 1: Does not use any website, he uses search engines like google or Duck Duck and go.
- User 2: Use search engines, uses websites from word of mouth (from friends and family) and trip advisor.
- User 3: Trivago, Airbnb, local websites.

- User 4: Trip Advisor, Booking.
- User 5: Sky scanner, Lonely Planet, Booking, Airbnb and search engines.

5- Which device do you typically use to search for places to visit?

User 1 uses mostly websites (web version)

User 2: Uses the phone mainly but prefer the computer because it is bigger and can see more details.

User 3: If at home the user the computer because the screen is bigger.

User 4: When he do some research is on the phone and when is to book he uses the computer.

User 5: Use both computer and smartphone.

6- Can you name some competitors of this product?

User 1: Momondo, Trivago, Kiwi.

User 2: Trip advisor.

User 3: Trivago.

User 4: Trip Advisor, Booking, Expedia.

User 5: Lonely Planet.

## Second Phase - In Test Questions:

As mentioned before this in this part we asked questions while they did the interview. It will be possible to check the interviews in the appendix section).

1. What are you thinking as you navigate the website?

- User 1: Likes the homepage (specially the beginning of the homepage), the text could be a bit bigger, likes the map on the homepage and options on the right, change the icons from the weather, the webpage from the submenu in the hotel page should have a filter (for example, cheapest to highest).
- User 2: Does not like the font of the text (prefers Calibri or Arial), the facilities from the hotel are displayed very well, the background color is very strong for the user eyes, highlight the titles, was expecting search bar in the stay webpage and the submenu is not in the right place.
- User 3: The website It is well divided and structured.
- User 4: The layout of the stay webpage is interesting (simple), the layout of the hotel select webpage could be improved (more dynamic, add a video about the hotel), adding more languages to the website.
- User 5: text very small, stars ratings being black and small are not easy to see they should be yellow.

2. What features do you find most valuable and why?

- User 1: The filters on the hotels webpage because he can specify what he is looking for.
- User 2: Stay and eat section (they are essential).
- User 3: Activities and Forums.
- User 4: It is a very complete website (stay, eat, activities and forums).
- User 5: The weather feature and activities.

3. What do you think about the Weather feature and the Accessibility?

- User 1: The weather feature is very helpful and it complements. Regarding the accessibility the user did not give it very importance to it.
- User 2: Likes the weather feature and adds value to the website.
- User 3: The weather feature is very important for the user when she is visiting the city (to know how the weather will be) and she also mentions that accessibility is important.
- User 4: He liked the weather feature, very interesting and smart. Regarding accessibility it is an important feature on the website as well.
- User 5: The weather feature is very useful and very important. The accessibility is also a good feature however the placement of this one is not the best.

4. What are your thoughts on the language used?

- User 1: It is good in general, everything is clear. The font it also looks nice (vintage).
- User 2: Very easy to understand and very simple.
- User 3: Simple and clear positive speaking.
- User 4: The font of the text on the homepage is not the best.
- User 5: Clear, easy to understand and very informative.

5. How easy or difficult was it to navigate?

All users said that it was easy to navigate through the website, they did not get lost or thought that there was something to complicated on the website.

6. What do you think about this design?

- User 1: The design is good, simple and clear.
- User 2: The design is good however the prototype should highlight the title on the menu of the webpage that the user currently is.
- User 3: The user said that likes the design specially because of the blue color, it is a color she really likes.
- User 4: The design is simple and not very dynamic, it could be improved.



- User 5: The design is good, clean and simple. He likes the carousel effect and some other small animations.

### Third Phase - Post Test Questions:

1- How difficult are these test assignments? (1=very easy, 5=very difficult)

Regarding the assignments that was ask the user to do every one of them said that was easy or very easy and not so complicated to accomplish.

2- How would you describe your overall experience with the product? (1=very easy, 5=very difficult)

For the experience every user said that it was had a good experience, nothing to complicated. Everyone gave as a final grade a 2.

3- What did you like the most about using this website?

- User 1: He likes the round corners on the homepage and it should also be on the rest of the webpages and the filters from the hotel webpage.
- User 2: he liked the weather feature and the places (carousel)
- User 3: The information, it is a very complete website. It also has some history about the place and the pictures because it is really important to the user.
- User 4: It is very complete (has everything).
- User 5: He can find everything about the city on the website. From the weather, to activities and restaurants.

4- What did you like the least?

- User 1: the icons of the weather feature.
- User 2: The font of the text, background color, the menu and submenu structure of each webpage.
- User 3: The scroll effect on the options in the eat, sleep and activity webpages. They are not so obvious and also not so easy to scroll.
- User 4: Not being very dynamic (mainly the design).
- User 5: The size and fonts of the text (being italic).

5- What, if anything, surprised you about the experience?

User 1: The map feature.

User 2: he was surprised in a good way with the weather feature.

User 3: The accessibility being available on the website.

User 4: Forums.

User 5: Nothing to add.

6- What, if anything, caused you frustration?

- User 1: Nothing.
- User 2: Nothing.
- User 3: Scroll effect on the eat, sleep and activities webpage.
- User 4: None.
- User 5: The text is a bit small.

7- If you could change one thing in this product, what would it be and why?

User 1: Fixed menu on the website and filters on the hotel submenu

User 2: The background color.

User 3: The color and size of the text in the website.

User 4: The design of the website.

User 5: Put filter in hotels submenu webpage,

8- What do you expect to see in our product in the future?

User 1: Have a map on every menu webpage (stay, sleep, activity webpages) and that map saying how many people have been there.

User 2: Nearby places (cities) and Nearby users.

User 3: How to get there, being able to see cities nearby.

User 4: A 360° feature from the hotels and restaurants.

User 5: An up to date websites.

## USER JOURNEY

### User Journey Map:

With the user journey it was possible to focus what were their pain points and that was mainly the font size and the font were their pain points. However, they all agreed that they liked the prototype. It was very complete and were not expecting the weather feature (all of the users said that the weather feature is very helpful).

Link to the users journey: [https://www.figma.com/file/XduMqjL7tajrPlcTPziXy/User-Journey-Map-Template-\(Community\)?node-id=0%3A1](https://www.figma.com/file/XduMqjL7tajrPlcTPziXy/User-Journey-Map-Template-(Community)?node-id=0%3A1)

# User Journey 1:

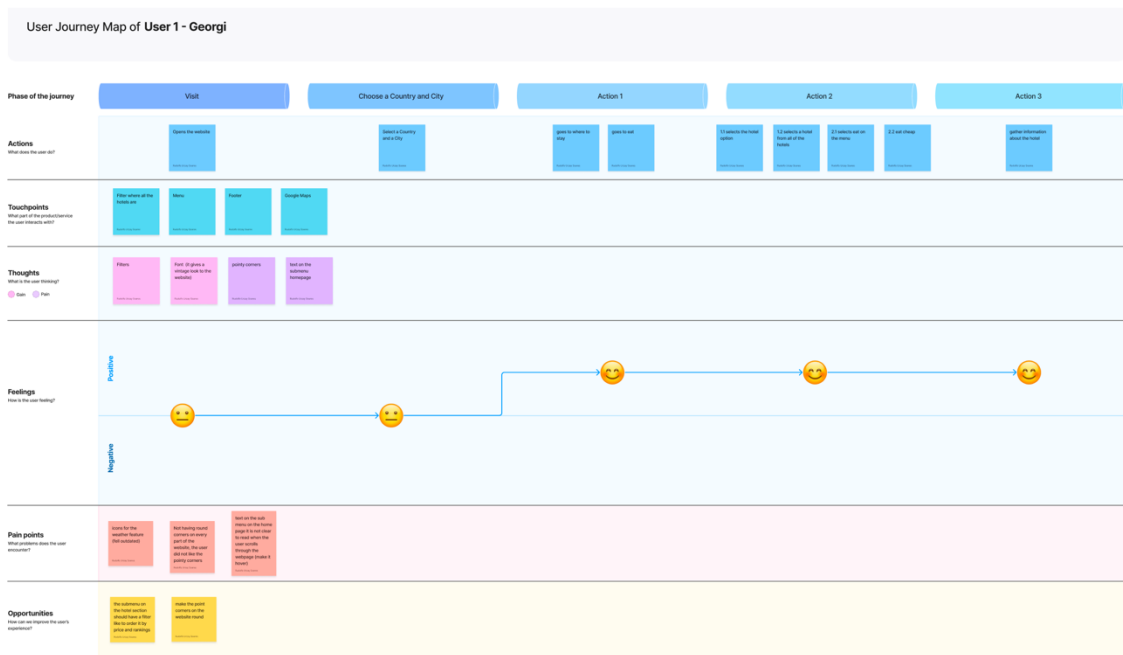


Figure 22: User Journey 1

# User Journey 2:

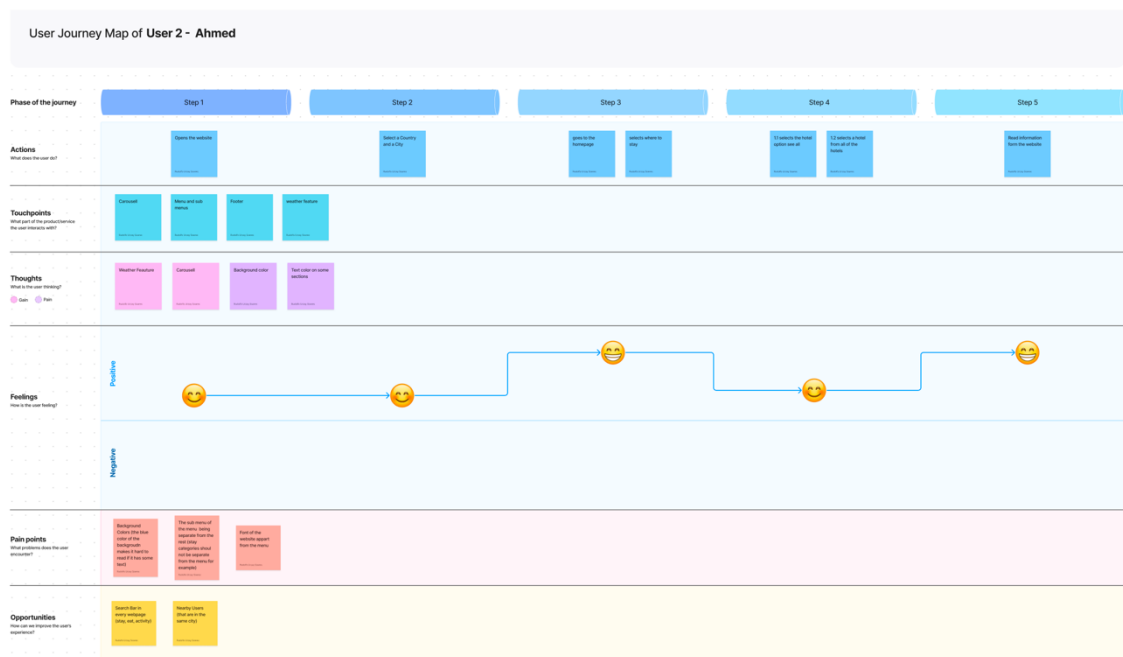


Figure 23: User Journey 2

# User Journey 3:

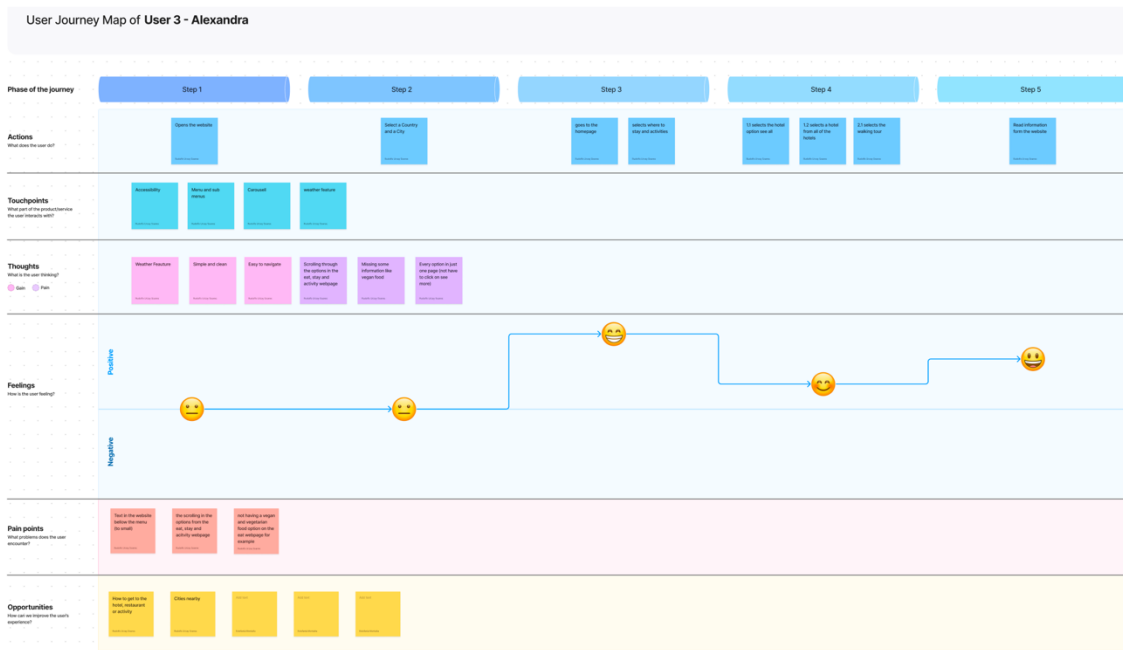


Figure 24: User Journey 3

# User Journey 4:

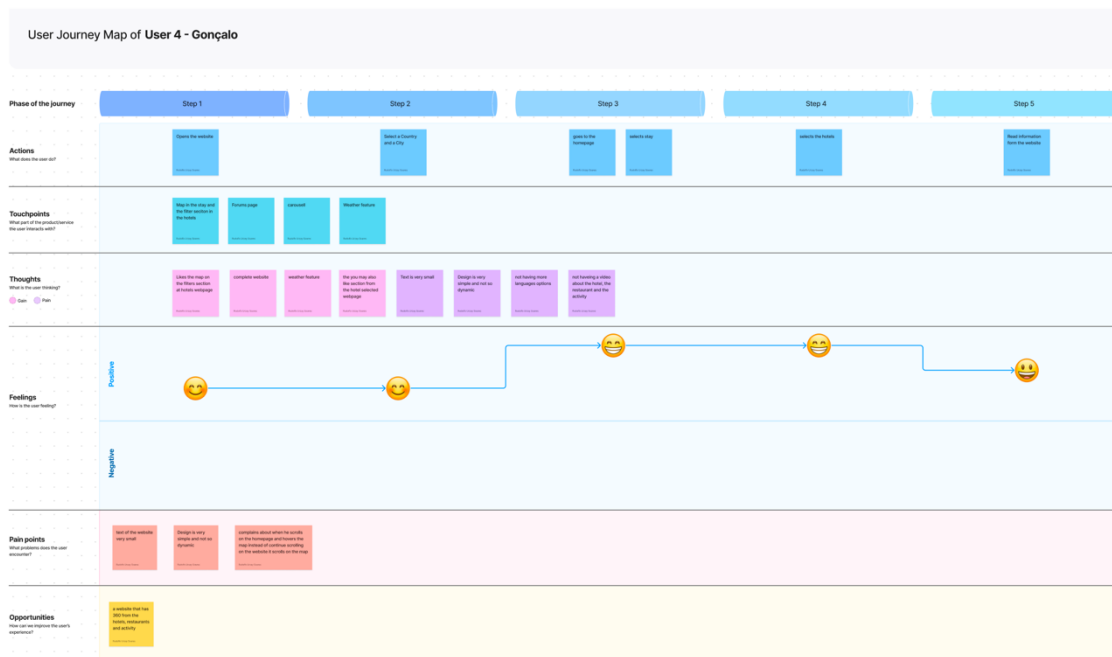


Figure 25: User Journey 4

# User Journey 5:

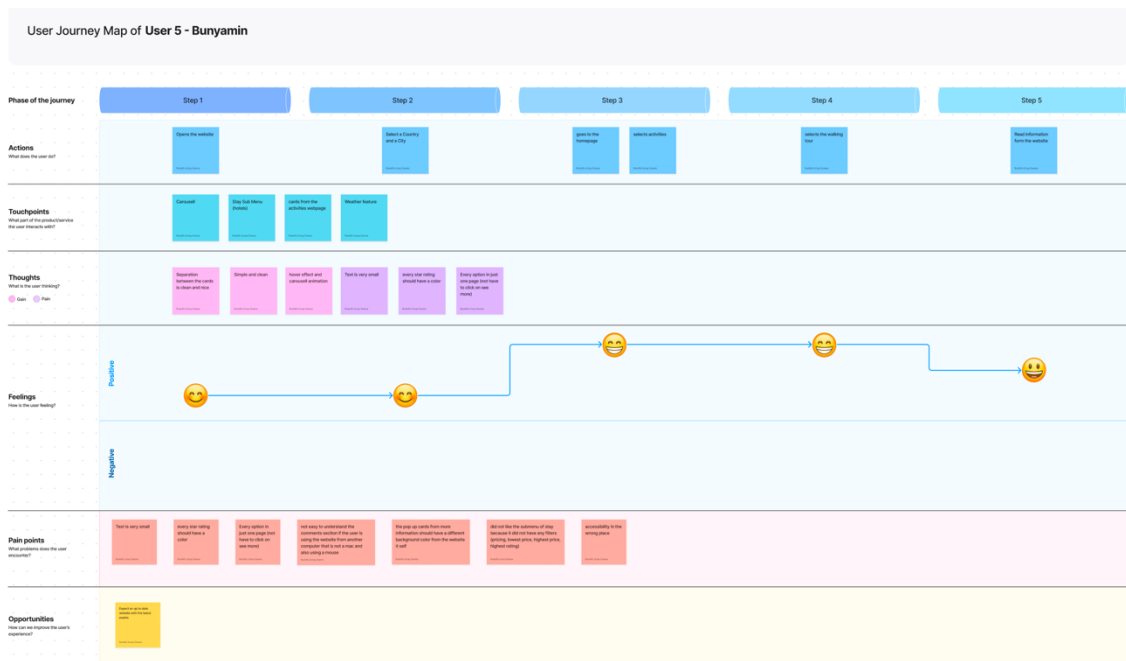


Figure 26: User Journey 5

## Empathy Map:

An empathy map was made for the redesign of the website with the purpose to understand how the user felt when using the website and also to help finding the pain points and creating the user journey. You'll see bellow empathy maps for the 5 users that tested the new design.

Link for the empathy maps: [https://www.figma.com/file/M7eZmAHz0NbflqGBWZHGh7/Empathy-Map-\(Community\)?node-id=0%3A1](https://www.figma.com/file/M7eZmAHz0NbflqGBWZHGh7/Empathy-Map-(Community)?node-id=0%3A1)

### Empathy Map 1:



Figure 27: Empathy Map User 1

## Empathy Map 2:



Figure 28: Empathy Map User 2

## Empathy Map 3:

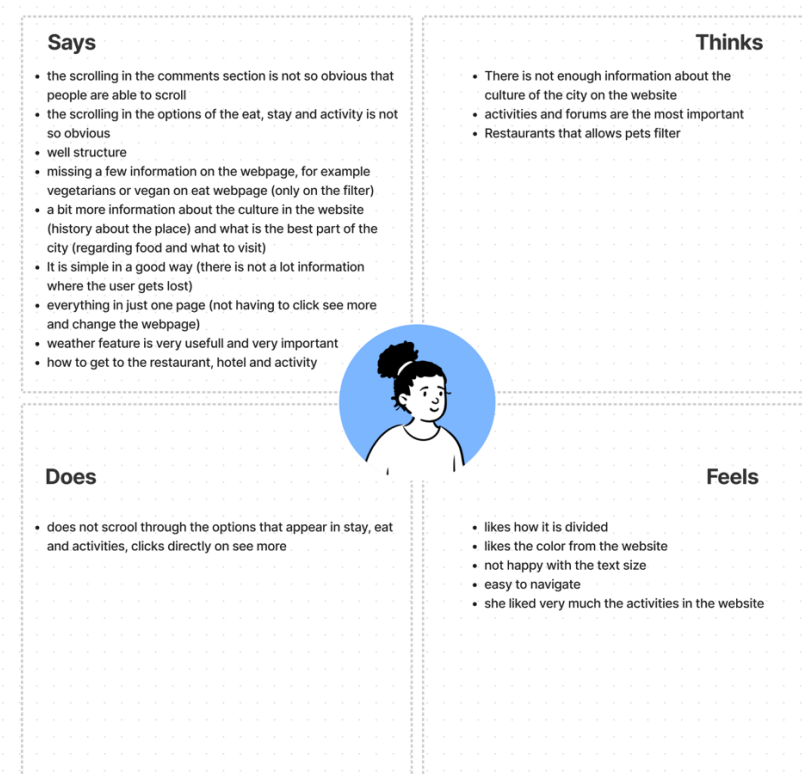


Figure 29: Empathy Map User 3

## Empathy Map 4:

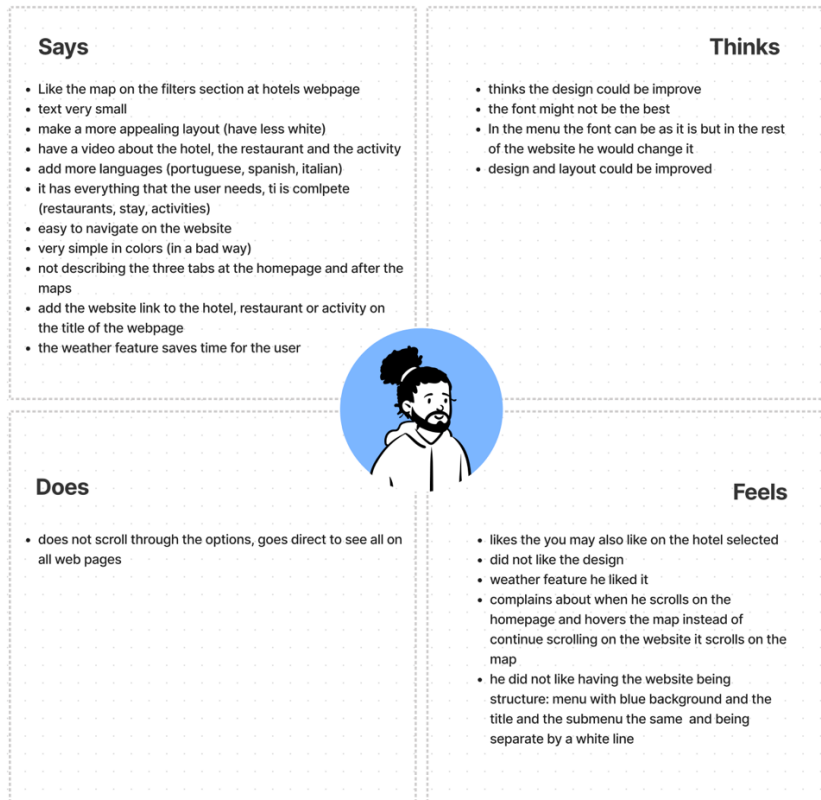


Figure 30: Empathy Map User 4

## Empathy Map 5:

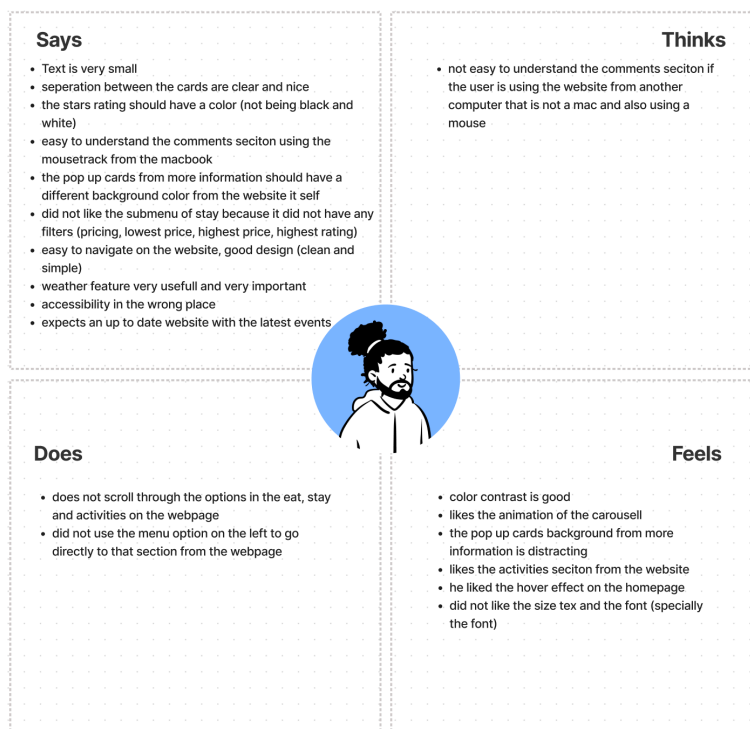


Figure 31: Empathy Map User 5



## Prototype Final Result:

Link for the Prototype running: <https://www.figma.com/proto/TICyjXMIj0aLeyhP9alTkV/Tourism-Website?page-id=2%3A2&node-id=85%3A1070&viewport=432%2C280%2C0.06&scaling=scale-down&starting-point-node-id=2%3A7&show-proto-sidebar=1>

## DISCUSSION

This chapter is focus on providing a discussion from all the data collected as well as all the analysis from the Literature Review, Pilot Study and User Testing. The overall aim of this case study was to find how the user experience could be improved on Tourism Websites (by adding a weather feature and an accessibility feature to those websites). From the literature review we can conclude that most of the Tourism Website are poorly organized, confusing, as well as not having enough photos and lack of information about the place (city). When it comes to when the user is deciding which city to visit, the factors that influence their decision are: price (86%), activities to suit special interests (68%), length of trip (65%), weather (63%) and food (58%). When searching for a place to spend their vacation most of the travelers said that the following items are important or very important to them: online pictures of accommodation and facilities (76%), a written description of the destination (72%), a destination map (70%), destination activities and events (67%), weather information (65%). Most of the Tourism Website have all the essential features (mention before), even if it is not well developed, however there is one feature that they do not have and that the user considers very important and that is the Weather Feature.

On the survey done were asked questions to compared two websites, Trip Advisor and Visit Cascais (to see the difference between them and what features they like and do not liked from each one of them). From this survey we can conclude that simple is better, not having a lot of information on the website make the user experience better (most of the users were complaining how hard it was to navigate on Trip Advisor), the user likes to have information about the city that they are about to visit, Visit Cascais had some information about the background of the place of where to Hotel was located. While Trip advisor did not have any information about the city regarding their history. What they like about. What the user like the most from the Visit Cascais Website was the simple but elegant design, the picture, videos and the content /recommendations of the places (places to stay, restaurants and activities). However, having the chat bot popping up right when the user opens the website and not having just an icon was the main complain of the Visit Cascais Website. There was something unexpected on the survey, none of the users that answered the survey mentioned about either accessibility or weather. Regarding accessibility none of the users mentions it because they do not have any disabilities so they do not need or think about that feature. Regarding the weather feature it is important but not as important as hotels and restaurants for example (as we can see from the first data collected).

As mentioned in with the first data collected stated that most of the tourism websites are poorly organized and confusing that is why the Occam's Razor UX Law is very important in this report. The weather feature has the purpose to save time to the user, for example when the user wants to visit a museum in a certain city they have also how the weather will be that day (everything will be in one place) and on the user testing phase the all users said that it is very helpful, save the time to the user. For accessibility it was done because now it is mandatory by law that websites are accessible however none of them have a feature like this, most of them just have a color contrast checked to see if accessible as well as the images are identified with tag so if there is a blind user navigating the website he/she knows what the image is (describes the images to the user). It is possible to fin on the prototype all the features mentioned before as well as that all parts of the website are tag (described to user as mentioned before who might be blind or who might use other devices to navigate through the websites). It was also found that users would like to see in the future on a Tourism Website a 360º look from the hotel and restaurants, how to get there feature as well as being able to see cities nearby and nearby users.

We can conclude from this case study that most of the Tourism websites are confusing, incomplete, quality images and videos are poor, adding weather feature and accessibility will affect positively on the user experience and what can be added as a new feature to a Tourism Websites. As we can see from the

user testing these features were considered very helpful and useful. However, there are some limitations on this report, the user testing was mainly focus on five types of user, one of the as a tourist, the second as a web developer, the third and fourth as an expert in Tourism (both have a degree in Tourism) and the fifth with a degree in UX / UI. What I mean by just having one user testing as a tourist as incomplete is because just on Tourist does not have the same opinion as the rest, so adding at least two more Tourists users would be the best and give a more accurate feedback. There were also some limitations with the survey, the survey was focus on the problems of Tourism website and also it was not added what features the users were looking for (however in the end the users end up saying what they were looking for on a Tourism Website without asking the question).

There are still a few sections of Tourism Websites that can be improve so the user has a better experience navigating on the website. In total there were three features that users would like to see according to the user testing, the first one and most of the users would like to see is nearby cities and nearby users, how to get there (to the hotel, restaurant or activity) and 360° view from the place where the user is staying as well as a video of the same place. By adding a nearby city and user feature, would give a way for people to communicate in person or for the user to see what is most popular in each city or finding places that the website does not mention, on how to get there this would be a feature that saves time to the user (would not have to go to google maps and search for how to get there and the last but not least feature, the 360° view of the hotel would give a way for the user to see better how the place they are staying is. However, these features need more research regarding if the community would like to see these features, on a website, can it be developed and does any of them already exist.

## CONCLUSION

The research aimed to identify how to improve the User Experience of Tourism Websites.

The central question for this research was: TOURISM WEBSITES: HOW CAN THE USER EXPERIENCE OF A TOURISM WEBSITE BE AFFECTED?

Based on quantitative and qualitative data it is possible to conclude that the main features that users are worried is how the website is structure, if it is complete, as well as if it is easy to navigate through. According to the research users also think that online pictures of accommodation and facilities (76%), a written description of the destination (72%), a destination map (70%), destination activities and events (67%) and weather information (65%) are also very important and from the data collected on survey and the user testing it is possible to agree with this.

One topic that came as unexpected on the surveys was that none of the users who answered the survey mentioned about the weather feature however according to the research weather was a big factor when traveling to another country and after prototyping and do user testing I can concluded that the weather feature even if it gives the user a better experience, it is not as essential as where to stay, where to eat and activities on a Tourism Website. Regarding the design of the website the users like it because it was simple and clear not as confusing (it did not have a lot of information in one webpage) as Trip Advisor for example.

It was also done research on Government Guidelines and from the data collected now all website have to be accessible, this means that all users (user with disabilities) should be able to navigate through the website, as well as the data collected from the user (all data collected should be following what GDPR states). The methodology used in this project, Design Thinking was used not only because in personal opinion is one of the best methodologies but for future research. Thinking about future research it was decided to follow Design Thinking methodology so it would be possible to continue improving Tourism Websites, since technology is always evolving.

Based on these the user testing, the future of this project (how the user experience can be affected) can do some research to these new features: Nearby places (cities) and Nearby users, how to get to the hotel, restaurant or activity and a 360° view feature from the hotels and restaurants.

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# APENDIX

## RESEARCH QUESTIONS

### USER EXPERIENCE

- Q1.** What version did you use?
- Q2.** How was your experience using Visit Cascais Website?
- Q3.** How would you rate the user-friendliness of Visit Cascais interface?
- Q4.** How does Visit Cascais compare to Trip Advisor?
- Q5.** What do you find most frustrating about Visit Cascais Website?
- Q6.** What were your impressions of the onboarding experience within the website?
- Q7.** What would you rate the usability? Why?
- Q8.** What is your opinion about the organization of information on the screen?
- Q9.** How does this website make you feel?
- Q10.** Is it easy to find what you're looking for in the main navigation menu?
- Q11.** Are there any comments or suggestions that can help improve the user experience?
- Q12.** What do you find best about the website?

### USER INTERFACE

- Q1.** How would you rate the interface design of Visit Cascais?
- Q2.** Are there any comments or suggestions that can help improve the user interface?
- Q3.** Anything else you would like to add or share regarding the user interface



# RESULTS

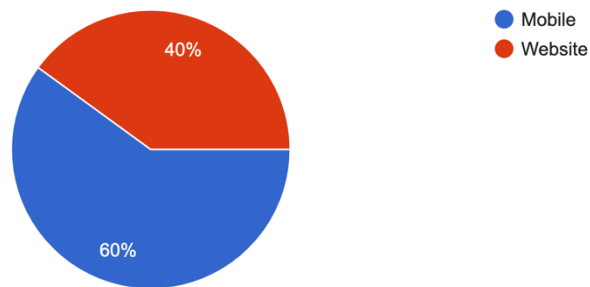
## SURVEY

### USER EXPERIENCE

#### Q1. What version did you use?

What version did you use?

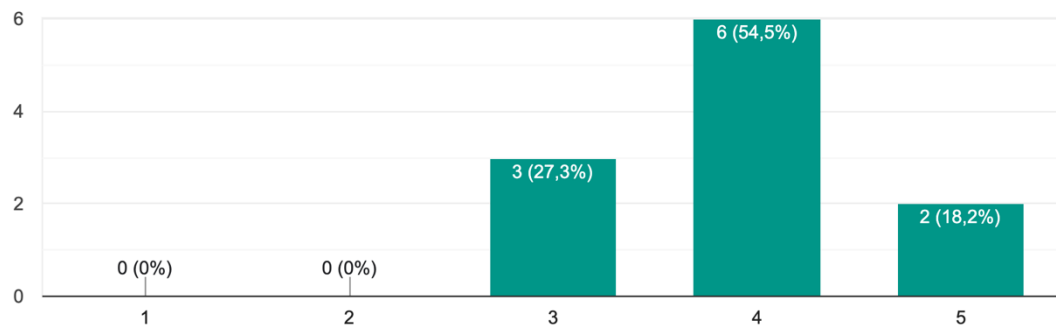
10 respostas



#### Q2. How was your experience using Visit Cascais Website?

How was your experience using Visit Cascais Website?

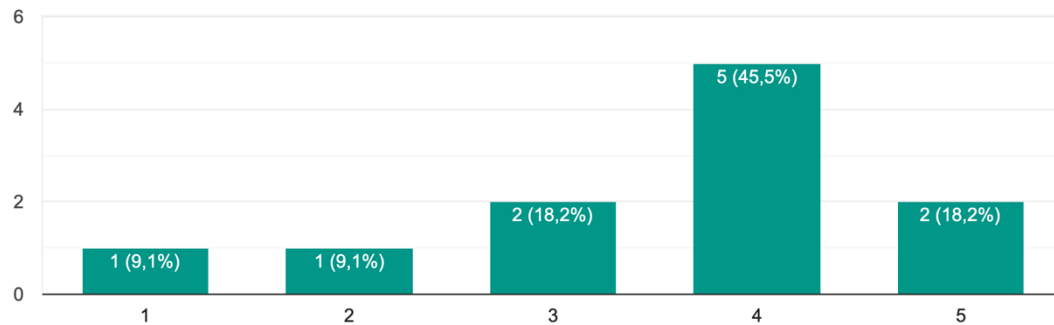
11 respostas



#### Q3. How would you rate the user-friendliness of Visit Cascais interface?

How would you rate the user-friendliness of Visit Cascais interface?

11 respostas



**Q4. How does Visit Cascais compare to Trip Advisor?**

A few of the answers were:

- More accurate
- better
- Is similar
- Trip Advisor is more user friendly
- there is a lot of information
- Much better, more user friendly
- Visit Cascais website interface has a better aesthetics in terms of modern design and simpler to use. TripAdvisor has no informative videos.
- It's much better as the website actually tells you in detail about the place.
- More detailed than trip advisor
- Not as good
- Trip Advisor is more user friendly

**Q5. What do you find most frustrating about Visit Cascais Website?**

- The banner about the settings appears all the time
- Massive chat box notification at the beginning, too much text, too much sections in the navigation menu
- little information on popular associations, music
- Nothing everything works as expected
- Time Out Cascais link is connected to another website and there is no back button or link to Visit Cascais Page.
- The homepage was quite long on mobile and there was a Pop up that took up the whole page.
- The live chat Pop up
- Having to scroll down too much
- The multi lingual bot is in the way.

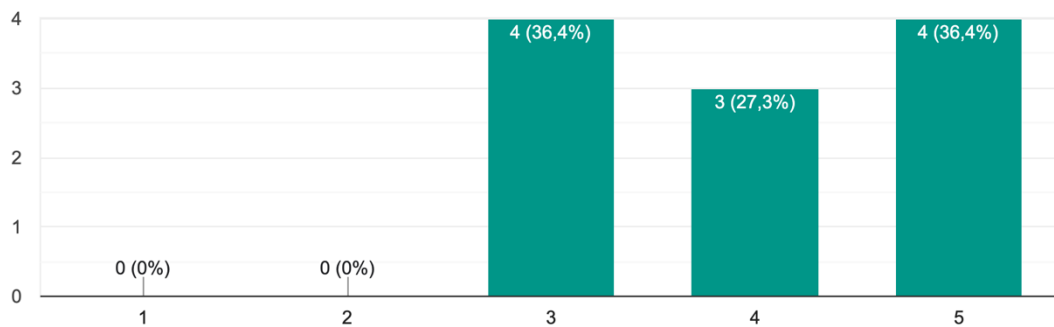
**Q6. What were your impressions of the onboarding experience within the website?**

- Good
- Easy
- Not engaging to stay on the website
- I've been lost with the information
- Very good and straightforward UI
- The website is easy to navigate and understand. Information about Cascais looks sufficient. Informative videos are beneficial for users.
- It was good
- Very informative
- Average
- It was a little more challenging than most.

**Q7. What would you rate the usability?**

What would you rate the usability?

11 respostas



**Why?**

- Is easy
- Didn't know how to exit the chat box that popped out, complex navigation
- The information, too much
- All links work correctly and the user can navigate through the pages
- It is simple to use and information is clear and concise. Tittles and topics are relevant with what is offered.
- The dropdown menu was comprehensive and easy to follow. The different sections were also clearly marked. The color scheme was easy to follow.
- Everything was clear
- It was simple
- I did not find it intuitive.

**Q8. What is your opinion about the organization of information on the screen?**

- User friendly
- good
- Nice
- I actually don't know what is the website about
- Good
- Straightforward making it easy for the user to find what he/she needs
- It is easy to find and understand the information that is looked for. Sections are divided in a clear way.
- Very good, see above answer.
- It's good.
- It could be laid out a bit better

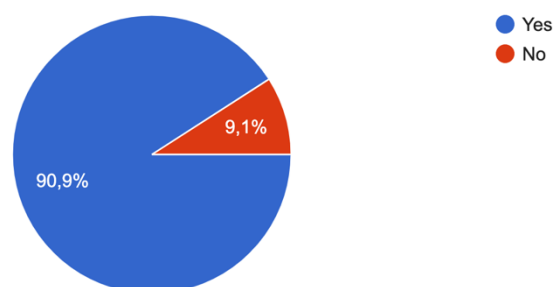
**Q9. How does this website make you feel?**

- Good
- easily organized
- Good
- I am not keen to use it
- Curious
- Like I want to go on holidays
- It makes me feel visiting some places there.
- It makes me want to visit the country and experience the activities.
- Intrigued about Cascais

**Q9. Is it easy to find what you're looking for in the main navigation menu?**

Is it easy to find what you're looking for in the main navigation menu?

11 respostas



**Q10. Are there any comments or suggestions that can help improve the user experience? If you could improve one thing about the website, what would it be?**

- Take off the banner all the time
- Less text, shorter website, more specific, CTA buttons
- Less scrolling
- Time Out Cascais is a confusing link and it navigates to another website. This link might be changed.
- Perhaps make the mobile home screen smaller with links to visit the areas a bit easier.
- Add horizontal scroll
- I would make it possible to minimize the bot
- Making it shorter
- did not have a very large front page
- Less scrolling
- I would add a back button or link to Visit Cascais home page, when I enter Time Out Cascais
- The logo for the website could perhaps be slightly punchy. It looks good, but it isn't the first thing my eye is drawn to.
- Change to more interesting colors
- I would make it more user friendly.

**Q11. What do you find best about the website?**

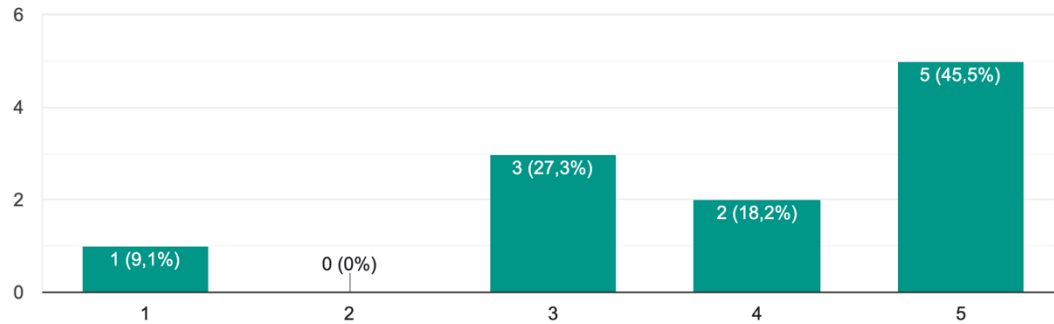
- Simple but elegant
- The design
- Box layout design
- picture quality
- Showing pictures of the description making us users want to click on it and learn more.
- Recommendations are very helpful
- The photography choices were engaging and represented a vibrant visit to the country.
- The promotional video
- The information
- The content

## USER INTERFACE

### Q1. How would you rate the interface design of Visit Cascais?

How would you rate the interface design of Visit Cascais?

11 respostas



### Q2. Are there any comments or suggestions that can help improve the user interface?

- The website is too long, buttons are not well designed
- Did not have a very large front page
- Less scrolling
- The user interface has a minimalistic and modern design.
- Remove the ad from start up
- Use a more laid out structure
- I thought the graphics and layout were great.

### Q3. Anything else you would like to add or share regarding the user interface

- Explore Cascais, for example: What to do and what is on your mind titles might be bigger to realize section separations

## INTERVIEWS

### *Interview n° 1:*

Video: [Entrevista-20220629\\_202212-Meeting Recording.mp4](#)

Rudolfo Gorka Casaca Urzay Soares

Hi.

0:12:35.780 --> 0:12:36.450

Rodrigo UrzaySoares

Hi.

0:12:35.980 --> 0:12:39.90

Rudolfo Gorka Casaca Urzay Soares

So I'm going to ask you to scroll a bit.

0:12:39.940 --> 0:12:40.480

Rodrigo UrzaySoares

OK.

0:12:40.90 --> 0:12:42.770

Rudolfo Gorka Casaca Urzay Soares

So through the website will, through a bit through the website please.

0:12:42.960 --> 0:12:43.400

Rodrigo UrzaySoares

Umm.

0:12:43.650 --> 0:12:45.780

Rudolfo Gorka Casaca Urzay Soares

Just to go to the main page for now.

0:12:46.250 --> 0:12:47.320

Rodrigo UrzaySoares

Hmm yeah.

0:12:47.800 --> 0:12:48.130

Rodrigo UrzaySoares

Yes.

0:12:56.910 --> 0:12:58.360

Rodrigo UrzaySoares

Funding event.

0:13:0.240 --> 0:13:3.330

Rodrigo UrzaySoares

K9 ideas to leave because guys from the fullest.

0:13:4.850 --> 0:13:5.200

Rodrigo UrzaySoares

Yes.

0:13:6.470 --> 0:13:7.330

Rodrigo UrzaySoares

Golf.

0:13:8.520 --> 0:13:10.120

Rodrigo UrzaySoares

Great to stay where? To eat.

0:13:13.190 --> 0:13:13.600  
Rudolfo Gorka Casaca Urzay Soares  
Yeah.  
0:13:11.0 --> 0:13:14.250  
Rodrigo UrzaySoares  
Yeah, in the spot. OK, so I'll Scroll down.  
0:13:22.550 --> 0:13:22.840  
Rodrigo UrzaySoares  
OK.  
0:13:14.380 --> 0:13:28.740  
Rudolfo Gorka Casaca Urzay Soares  
Can I? Can I ask you now to go just to another section? Ohh no, sorry. We can start with the home with the home page for now I'm going to ask you, do you know what? Let me ask you first. Do you know what's user experience?  
0:13:30.960 --> 0:13:32.180  
Rudolfo Gorka Casaca Urzay Soares  
No, so use it.  
0:13:30.20 --> 0:13:36.260  
Rodrigo UrzaySoares  
No user like you user of a website like this.  
0:13:42.410 --> 0:13:42.840  
Rodrigo UrzaySoares  
Umm.  
0:13:50.870 --> 0:13:52.300  
Rodrigo UrzaySoares  
That kind of things, OK.  
0:13:36.40 --> 0:13:54.470  
Rudolfo Gorka Casaca Urzay Soares  
Yeah. So it's how you feel. The website should be like the structure of the website, like for example the video there. Do you like the having the video there or or you don't like it and that the that stuff like that. So let me let me ask you.  
0:13:55.20 --> 0:14:11.150  
Rudolfo Gorka Casaca Urzay Soares  
Uh, going through the the main page, just the main page. How was your experience? How how did you feel? Do you like the website? How they how it was structured like the the video now? Then you have a bit of explore cash guys.  
0:14:11.140 --> 0:14:11.970  
Rodrigo UrzaySoares  
Yes.  
0:14:13.550 --> 0:14:14.100  
Rodrigo UrzaySoares  
In which?  
0:14:13.650 --> 0:14:17.20  
Rudolfo Gorka Casaca Urzay Soares  
How was it? How was your experience from one to five?  
0:14:20.320 --> 0:14:20.650  
Rudolfo Gorka Casaca Urzay Soares  
Mm-hmm.  
0:14:16.340 --> 0:14:24.500  
Rodrigo UrzaySoares



Well, the the the pictures are very appealing. They look very nice. So it's kind of a one to get it in and see more.

0:14:24.810 --> 0:14:25.140

Rudolfo Gorka Casaca Urzay Soares

Yeah.

0:14:36.120 --> 0:14:36.500

Rudolfo Gorka Casaca Urzay Soares

OK.

0:14:44.160 --> 0:14:44.470

Rudolfo Gorka Casaca Urzay Soares

OK.

0:14:28.230 --> 0:14:52.560

Rodrigo UrzaySoares

Yeah, I like it. It's colorful, it's bright and sunny. We always like that and the items are the the, the main things I can explore more what I like or I prefer, I don't know. It is there's much information or not, but first repair should it's it's it's nice it's very.

0:14:53.550 --> 0:14:54.670

Rodrigo UrzaySoares

Appealing.

0:14:55.360 --> 0:14:55.560

Rodrigo UrzaySoares

Yeah.

0:14:55.10 --> 0:15:5.10

Rudolfo Gorka Casaca Urzay Soares

OK. What? What's what grade would you give it from one to five being one very bad and five being very good?

0:15:5.640 --> 0:15:16.370

Rodrigo UrzaySoares

Well, I didn't. I haven't seen that at all. But for this first experience, but let's let's say it with the three to start.

0:15:16.950 --> 0:15:19.460

Rudolfo Gorka Casaca Urzay Soares

OK, three. OK.

0:15:27.90 --> 0:15:27.380

Rodrigo UrzaySoares

Yeah.

0:15:30.890 --> 0:15:31.400

Rodrigo UrzaySoares

Hmm.

0:15:20.890 --> 0:15:32.400

Rudolfo Gorka Casaca Urzay Soares

My second question is, uh, how? Let me, let me explain you first, because this has a word called user friendly. Do you know what that that means?

0:15:32.720 --> 0:15:33.450

Rodrigo UrzaySoares

No.

0:15:33.570 --> 0:15:44.620

Rudolfo Gorka Casaca Urzay Soares

So user friendly is a if the website is designed to be very easy to navigate if if you if it's.

0:15:44.270 --> 0:15:44.970

Rodrigo UrzaySoares

OK.

0:15:53.10 --> 0:15:53.410

Rodrigo UrzaySoares

OK.

0:15:45.390 --> 0:16:0.520

Rudolfo Gorka Casaca Urzay Soares

If you can relate for example and I will mention a in another in another question if you can relate this website, for example with TripAdvisor, because it has some similarities in that way.

0:16:0.950 --> 0:16:1.480

Rodrigo UrzaySoares

Well.

0:16:2.670 --> 0:16:3.220

Rodrigo UrzaySoares

Yes.

0:16:2.220 --> 0:16:16.360

Rudolfo Gorka Casaca Urzay Soares

So my question so my but my question is, do you feel that this website is user friendly from one to five being one not not so not so user friendly and five being user friendly.

0:16:16.950 --> 0:16:40.380

Rodrigo UrzaySoares

Well, this first page of the open page, it seems kind of user friendly because you can see different. You can choose what interests you more so between sports or or gastronomy or culture. So in nature so it's it's it seems not that difficult.

0:16:40.920 --> 0:16:41.760

Rodrigo UrzaySoares

Uh.

0:16:42.730 --> 0:16:43.230

Rudolfo Gorka Casaca Urzay Soares

OK.

0:16:45.260 --> 0:16:45.650

Rudolfo Gorka Casaca Urzay Soares

OK.

0:16:50.300 --> 0:16:50.680

Rudolfo Gorka Casaca Urzay Soares

Yeah.

0:16:54.30 --> 0:16:54.340

Rudolfo Gorka Casaca Urzay Soares

Yeah.

0:16:42.600 --> 0:16:55.100

Rodrigo UrzaySoares

I don't know if there's a lot of information, but then on the top on the the top down.

Then you can choose what you want to find, yeah.

0:16:55.960 --> 0:16:56.410

Rudolfo Gorka Casaca Urzay Soares

OK.

0:16:56.100 --> 0:16:57.790  
Rodrigo UrzaySoares  
Yeah, it doesn't sit and look.  
0:16:58.260 --> 0:17:4.530  
Rudolfo Gorka Casaca Urzay Soares  
Now I'm going to ask you to do a test for me. Can you scroll back up? Going to the menu section.  
0:17:3.400 --> 0:17:6.170  
Rodrigo UrzaySoares  
Yes, OK. OK.  
0:17:6.990 --> 0:17:10.740  
Rudolfo Gorka Casaca Urzay Soares  
If you could go to guide me please.  
0:17:11.180 --> 0:17:12.380  
Rodrigo UrzaySoares  
OK, guide me.  
0:17:12.30 --> 0:17:16.310  
Rudolfo Gorka Casaca Urzay Soares  
And then you have. Let's go to eat and drink.  
0:17:16.780 --> 0:17:19.850  
Rodrigo UrzaySoares  
Eat and drink. Nice. Yes. OK.  
0:17:20.220 --> 0:17:25.250  
Rudolfo Gorka Casaca Urzay Soares  
I'm going to ask you to navigate through their press any any buttons that call you cut.  
0:17:27.420 --> 0:17:29.220  
Rodrigo UrzaySoares  
Got my attention, OK.  
0:17:25.340 --> 0:17:30.30  
Rudolfo Gorka Casaca Urzay Soares  
Yeah, I go to your right. Yeah. That got your attention. Yeah.  
0:17:30.350 --> 0:17:35.480  
Rodrigo UrzaySoares  
OK, they stitches with wines of the region. Check all the restaurants and bars.  
0:17:36.870 --> 0:17:38.420  
Rodrigo UrzaySoares  
But would that shows?  
0:17:40.810 --> 0:17:47.700  
Rodrigo UrzaySoares  
Play roses at sea, Gaetano odd cuisine. Now the best Portuguese gastronomy, for instance.  
0:17:48.640 --> 0:17:50.330  
Rodrigo UrzaySoares  
Let's see the rest, gastronomy.  
0:17:51.700 --> 0:17:58.950  
Rodrigo UrzaySoares  
You will not want to Miss Jackson menu Christine from fish to seafood. It's by a simplicity.

## Interview n<sup>o</sup> 2:

Video: [Screen\\_Recording\\_20220627-191512\\_Zoom.mp4](#)

## ETHICS FORM

Link: <https://ethics.app.solent.ac.uk/Project/GeneratePdf/26494>

ID	Investigator	Project name	Status	Last updated	Option	Download
26494	Rudolfo Gorka Casaca Urzay Soares	TOURISM WEBSITES: HOW CAN THE USER EXPERIENCE OF A TOURISM WEBSITE BE AFFECTED?	●●● Approved with comments	18/07/22 16:48	<a href="#">Edit</a>	<a href="#">Download as PDF</a>

# Ethical clearance for research and innovation projects

## Project status

### Status

●●● Approved with comments

### Actions

Date	Who	Action	Comments
16:48:00 18 July 2022	Tom Slevin	Deputy approved with comments	The panel would first like to apologise for the delay in response; it got held up in the process. Secondly, the panel approves but would recommend that good practice would be to include consent forms when completing study are included or embedded in the process. (It's not clear if this being done in person or remotely so don't know if the issue of disability is really an issue in the last section.) The project doesn't appear to be directed towards people with disability although the student also says that they are only capturing participants' personal data through their age - and therefore wouldn't presumably know if there was disability with any of the participants. Nevertheless, there is good practice in the design and usability of questionnaires.
09:07:00 17 June 2022	Anthony Basiel	Supervisor passed to standing panel	I approve - Anthony Basiel
15:23:00 16 June 2022	Rudolfo Gorka Casaca Urzay Soares	Principal investigator submitted	

[Get Help](#)

## Ethics release checklist (ERC)

### Project details

Project name:

Principal investigator:

Faculty:

Level:

Course:

## USER TESTING:

### User 1:

Link to the recording Part 1: [User Testing Interview - Tourism Website-20220909\\_131713-Meeting Recording.mp4](#)

Link to the recording Part 2: [Tourism Website - User testing-20220909\\_141650-Meeting Recording.mp4](#)

Part 1 with a Solent Account: [User Testing Interview - Tourism Website-20220909\\_131713-Meeting Recording.mp4](#)

Part 2 with a Solent Account: [Tourism Website - User testing-20220909\\_141650-Meeting Recording.mp4](#)

0:0:0.0 --> 0:0:1.480

Rudolfo Gorka Casaca Urzay Soares

Start you got there.

0:0:2.430 --> 0:0:2.940

Rudolfo Gorka Casaca Urzay Soares

Starts.

0:0:2.460 --> 0:0:3.600

Georgi Semerdzhiev

There's some pretty much.

0:0:5.680 --> 0:0:6.70

Georgi Semerdzhiev

Standard.

0:0:5.590 --> 0:0:9.480

Rudolfo Gorka Casaca Urzay Soares

Start recording? No worries, no worries me.

0:0:11.840 --> 0:0:13.110

Georgi Semerdzhiev

As our complete English though.

0:0:17.590 --> 0:0:17.930

Georgi Semerdzhiev

Hello.

0:0:13.370 --> 0:0:19.690

Rudolfo Gorka Casaca Urzay Soares

Yeah. So hi, Yogi. Thank you for doing this.

0:0:20.510 --> 0:0:41.400

Rudolfo Gorka Casaca Urzay Soares

Interview let me start by saying how this is going to work. So the the the interview of the user testing it will be dividing divided in three parts. So the first part is more like a screen questions more about you about what you do about.

0:0:41.480 --> 0:0:41.900

Rudolfo Gorka Casaca Urzay Soares

The.

0:0:42.150 --> 0:0:52.580

Rudolfo Gorka Casaca Urzay Soares

And but this kind of websites questions like that the part is the second part from the user. Testing will be more about the prototype itself.

0:0:54.0 --> 0:0:59.780  
Rudolfo Gorka Casaca Urzay Soares  
And the third part of the user testing will be your feedback after using the website.  
0:1:0.620 --> 0:1:6.550  
Rudolfo Gorka Casaca Urzay Soares  
So, uh, let's start with the first part. Let let me ask you, how old are you?  
0:1:7.630 --> 0:1:8.460  
Georgi Semerdzhiev  
I'm 24.  
0:1:9.670 --> 0:1:12.180  
Rudolfo Gorka Casaca Urzay Soares  
And what's your highest level of education?  
0:1:14.70 --> 0:1:15.260  
Georgi Semerdzhiev  
At this moment, high school.  
0:1:16.620 --> 0:1:22.830  
Rudolfo Gorka Casaca Urzay Soares  
OK. And but I and are you studying anything right now?  
0:1:23.130 --> 0:1:25.50  
Georgi Semerdzhiev  
Yeah, I'm studying.  
0:1:26.270 --> 0:1:27.740  
Georgi Semerdzhiev  
How do I translate it?  
0:1:31.140 --> 0:1:32.810  
Georgi Semerdzhiev  
Engineering but.  
0:1:33.670 --> 0:1:34.300  
Georgi Semerdzhiev  
And.  
0:1:36.40 --> 0:1:37.290  
Georgi Semerdzhiev  
How can you translate it?  
0:1:38.820 --> 0:1:41.650  
Rudolfo Gorka Casaca Urzay Soares  
Something really related to it with the engineering is that it.  
0:1:44.670 --> 0:1:45.230  
Rudolfo Gorka Casaca Urzay Soares  
OK.  
0:1:47.510 --> 0:1:47.930  
Rudolfo Gorka Casaca Urzay Soares  
OK.  
0:1:40.750 --> 0:1:48.200  
Georgi Semerdzhiev  
So yeah, engineering TI and uh, basically technologies programming and.  
0:1:49.110 --> 0:1:54.620  
Rudolfo Gorka Casaca Urzay Soares  
OK. Let me ask you then what happened. What happens? Do you have usually?

0:1:55.780 --> 0:1:56.850  
Rudolfo Gorka Casaca Urzay Soares  
What do you usually do?  
0:1:59.150 --> 0:2:1.380  
Georgi Semerdzhiev  
Day-to-day routine or something different.  
0:2:1.350 --> 0:2:2.780  
Rudolfo Gorka Casaca Urzay Soares  
Yeah, they, they, they routines.  
0:2:4.910 --> 0:2:7.980  
Georgi Semerdzhiev  
Right now I don't have anything but.  
0:2:9.60 --> 0:2:12.190  
Georgi Semerdzhiev  
Do you want the usual at school or just?  
0:2:12.710 --> 0:2:18.410  
Rudolfo Gorka Casaca Urzay Soares  
The usual the usual if it's usually when you have schools. What? What would your routine be?  
0:2:19.320 --> 0:2:22.320  
Georgi Semerdzhiev  
So I wake up, I have breakfast.  
0:2:23.590 --> 0:2:28.830  
Georgi Semerdzhiev  
And I see what I have to do for the day. Then I.  
0:2:30.100 --> 0:2:32.530  
Georgi Semerdzhiev  
Catch the train, then the subway.  
0:2:33.270 --> 0:2:34.930  
Georgi Semerdzhiev  
Go to, go to class.  
0:2:35.730 --> 0:2:36.760  
Georgi Semerdzhiev  
Have lunch.  
0:2:37.950 --> 0:2:40.670  
Georgi Semerdzhiev  
After lunch, more classes or go home.  
0:2:41.500 --> 0:2:43.190  
Georgi Semerdzhiev  
If I have more classes.  
0:2:45.380 --> 0:2:45.850  
Georgi Semerdzhiev  
I.  
0:2:48.10 --> 0:2:54.220  
Georgi Semerdzhiev  
I arrive home very late usually, but if not, I'm done by the evening.  
0:2:54.940 --> 0:3:0.260  
Georgi Semerdzhiev  
Then usually I don't know, maybe read something, read a book.

0:3:2.180 --> 0:3:3.570

Georgi Semerdzhiev

Play some video games.

0:3:6.970 --> 0:3:11.340

Georgi Semerdzhiev

The dealer time after after night usually study.

The rest of the transcript is possible to see also in the video recording link:

Part one: [User Testing Interview - Tourism Website-20220909\\_131713-Meeting Recording.mp4](#)

Part Two: [Tourism Website - User testing-20220909\\_141650-Meeting Recording.mp4](#)

## User 2:

Link to the recording: [User Testing Interview - Tourism Website-20220909\\_164134-Meeting Recording.mp4](#)

Link to the recording with a Solent Account: [User Testing Interview - Tourism Website-20220909\\_164134-Meeting Recording.mp4](#)

0:0:0.0 --> 0:0:3.100

Rudolfo Gorka Casaca Urzay Soares

OK, I think it is, yeah.

0:0:3.760 --> 0:0:13.90

Rudolfo Gorka Casaca Urzay Soares

OK, so let me explain so hi, hi Hamed. Thank you for doing this. User testing let me just.

0:0:13.40 --> 0:0:13.400

Ahmed Ali

Aye.

0:0:13.980 --> 0:0:26.50

Rudolfo Gorka Casaca Urzay Soares

Let me just start by explaining how this is going to work. So this is our testing is going to be divided by three parts. The first parts it's more like a screening questions is it's more about you talking about yourself.

0:0:47.540 --> 0:0:48.10

Ahmed Ali

OK.

0:0:26.900 --> 0:0:52.820

Rudolfo Gorka Casaca Urzay Soares

The second part is more is user testing. You will navigate through the website the prototype sorry and the third part is after you've navigated to the website I will ask a few questions about the same websites. So let's start. Let's start with the first part, the. So let me ask you how old are you?

0:0:56.310 --> 0:0:56.750

Rudolfo Gorka Casaca Urzay Soares

28.



0:0:54.700 --> 0:0:57.20

Ahmed Ali

I AM 28 years old.

0:0:57.440 --> 0:0:59.930

Rudolfo Gorka Casaca Urzay Soares

OK. And what's your highest level of education?

0:1:2.10 --> 0:1:4.410

Ahmed Ali

Master degree in computer science.

0:1:5.180 --> 0:1:10.900

Rudolfo Gorka Casaca Urzay Soares

OK. And what happens? Do you have what's like your routine in a day, let's say?

0:1:12.600 --> 0:1:15.710

Ahmed Ali

My habits are reading.

0:1:16.460 --> 0:1:18.820

Ahmed Ali

Uh table tenants.

0:1:20.220 --> 0:1:20.960

Ahmed Ali

Umm.

0:1:26.360 --> 0:1:26.680

Rudolfo Gorka Casaca Urzay Soares

Umm.

0:1:22.240 --> 0:1:27.550

Ahmed Ali

I like the technology. I like following up the technology and political news.

0:1:29.550 --> 0:1:31.510

Ahmed Ali

Now I'm like talking with friends.

0:1:34.450 --> 0:1:34.880

Ahmed Ali

Yeah.

0:1:34.970 --> 0:1:35.790

Ahmed Ali

And.

0:1:36.990 --> 0:1:37.520

Rudolfo Gorka Casaca Urzay Soares

And that's it.

0:1:37.620 --> 0:1:38.820

Ahmed Ali

I mean, yeah.

0:1:39.420 --> 0:1:44.780

Rudolfo Gorka Casaca Urzay Soares

OK. And do you have any idea on how much time do you spend online?

0:1:47.920 --> 0:1:48.760

Ahmed Ali

Yeah.

0:1:51.680 --> 0:1:57.330  
Ahmed Ali  
I I will try. I'm trying to calculate it. I think between five to six hours per day.  
0:2:0.270 --> 0:2:0.460  
Ahmed Ali  
Yeah.  
0:1:58.240 --> 0:2:6.150  
Rudolfo Gorka Casaca Urzay Soares  
OK, OK. And what and what apps and websites do you usually use on your daily basis  
basis?  
0:2:8.100 --> 0:2:11.110  
Ahmed Ali  
So you was mainly YouTube.  
0:2:12.710 --> 0:2:14.420  
Ahmed Ali  
Facebook and Instagram.  
0:2:16.250 --> 0:2:17.980  
Ahmed Ali  
Google Scholar right now.  
0:2:19.530 --> 0:2:19.730  
Rudolfo Gorka Casaca Urzay Soares  
Yeah.  
0:2:19.440 --> 0:2:21.50  
Ahmed Ali  
Because I'm doing research.  
0:2:22.120 --> 0:2:25.920  
Ahmed Ali  
And the coil boot this website for.  
0:2:27.100 --> 0:2:31.110  
Ahmed Ali  
Her phrasing? Uh and correcting grammar sticks.  
0:2:33.100 --> 0:2:33.360  
Ahmed Ali  
Yeah.  
0:2:34.220 --> 0:2:40.790  
Rudolfo Gorka Casaca Urzay Soares  
OK. And can I ask you also how often do you use like a tourism website or a travel  
website?  
0:2:42.730 --> 0:2:45.80  
Ahmed Ali  
I I use it when.  
0:2:47.70 --> 0:2:51.550  
Ahmed Ali  
Like once a year, it's it's very near to use because.  
0:2:52.420 --> 0:2:55.530  
Ahmed Ali  
I I haven't traveled there recently, but.  
0:2:58.370 --> 0:3:5.660  
Ahmed Ali  
Well, was traveling to Albania you have used to see the good places to visit.

0:3:7.380 --> 0:3:7.620

Ahmed Ali

Yeah.

0:3:6.490 --> 0:3:7.800

Rudolfo Gorka Casaca Urzay Soares

OK, great.

0:3:8.720 --> 0:3:16.820

Rudolfo Gorka Casaca Urzay Soares

And what tools do you use? If you use any in this case to help you with when you are searching for a place to visit.

0:3:19.920 --> 0:3:24.910

Ahmed Ali

Ohh use Google mainly and he directed me to TripAdvisor.

The rest of the transcript is possible to see also in the video recording link: [User Testing Interview - Tourism Website-20220909\\_164134-Meeting Recording.mp4](#)

### User 3:

Link to the recording:

- Part 1: [User Testing - Tourism Website-20220911\\_193658-Meeting Recording.mp4](#)
- Part 2: [User Testing - Tourism Website-20220911\\_195453-Meeting Recording.mp4](#)
- Part 1 with a Solent Account: [User Testing - Tourism Website-20220911\\_193658-Meeting Recording.mp4](#)
- Part 2 with a Solent Account: [User Testing - Tourism Website-20220911\\_195453-Meeting Recording.mp4](#)

0:0:0.0 --> 0:0:0.840

Rudolfo Gorka Casaca Urzay Soares

OK so.

0:0:5.550 --> 0:0:6.210

Rodrigo Soares (Convidado)

OK.

0:0:2.260 --> 0:0:10.610

Rudolfo Gorka Casaca Urzay Soares

It is recording so high. Let me start by saying how this user testing is going to work.

0:0:11.420 --> 0:0:39.360

Rudolfo Gorka Casaca Urzay Soares

This is a testing is divided in three parts. The first part is more like screening screening questions more about you and about what you know on the about on this type of websites. The second part is more about the prototype. You will use the prototype and tell me what you think. And the third part is quite our questions about the website. After you have used it.

0:0:39.980 --> 0:0:43.690

Rudolfo Gorka Casaca Urzay Soares

Yeah, the the website after you have the website.

0:0:42.460 --> 0:0:44.460  
Rodrigo Soares (Convidado)  
OK, OK.  
0:0:44.760 --> 0:0:47.630  
Rudolfo Gorka Casaca Urzay Soares  
So let's start with the first part.  
0:0:48.50 --> 0:0:48.610  
Rodrigo Soares (Convidado)  
Mm-hmm.  
0:0:48.310 --> 0:0:55.900  
Rudolfo Gorka Casaca Urzay Soares  
And as I said this this will be a personal question, so let me ask you, what's your highest level of education?  
0:0:57.320 --> 0:0:58.840  
Rodrigo Soares (Convidado)  
I have a degree.  
0:0:59.870 --> 0:1:1.880  
Rodrigo Soares (Convidado)  
On managing the tourism.  
0:1:3.270 --> 0:1:6.370  
Rudolfo Gorka Casaca Urzay Soares  
OK. And and how old are you?  
0:1:7.160 --> 0:1:8.470  
Rodrigo Soares (Convidado)  
I'm 55.  
0:1:9.510 --> 0:1:12.380  
Rudolfo Gorka Casaca Urzay Soares  
And what habits do you do you have?  
0:1:13.290 --> 0:1:14.0  
Rodrigo Soares (Convidado)  
Habits.  
0:1:13.430 --> 0:1:16.240  
Rudolfo Gorka Casaca Urzay Soares  
On daily basis. Habits. Yeah. What do you usually do?  
0:1:15.180 --> 0:1:17.730  
Rodrigo Soares (Convidado)  
I would besides besides work.  
0:1:18.180 --> 0:1:18.490  
Rudolfo Gorka Casaca Urzay Soares  
Yeah.  
0:1:19.110 --> 0:1:30.260  
Rodrigo Soares (Convidado)  
So I like to go out to news to visit some new places or to have and I live near the sea, so enjoy the sea.  
0:1:30.700 --> 0:1:31.470  
Rodrigo Soares (Convidado)  
Uh.  
0:1:32.620 --> 0:1:39.780  
Rodrigo Soares (Convidado)  
I like to go out for dinner or lunch, movies, culture, theaters, movies.

0:1:40.620 --> 0:1:41.870  
Rodrigo Soares (Convidado)  
That kind of things.  
0:1:42.350 --> 0:1:47.520  
Rudolfo Gorka Casaca Urzay Soares  
OK. And how much time do you spend online? Do you have any idea per day?  
0:1:48.380 --> 0:1:49.170  
Rodrigo Soares (Convidado)  
Per day.  
0:1:50.470 --> 0:1:53.230  
Rodrigo Soares (Convidado)  
Umm like 2 hours maybe?  
0:1:54.810 --> 0:1:55.200  
Rodrigo Soares (Convidado)  
Now.  
0:1:53.650 --> 0:1:57.430  
Rudolfo Gorka Casaca Urzay Soares  
Two hours online, OK, and what apps?  
0:1:56.980 --> 0:2:0.310  
Rodrigo Soares (Convidado)  
During the week it we can I can I can be.  
0:2:1.550 --> 0:2:4.160  
Rodrigo Soares (Convidado)  
It like 4 hours a day, baby.  
0:2:4.830 --> 0:2:5.860  
Rudolfo Gorka Casaca Urzay Soares  
OK and.  
0:2:5.220 --> 0:2:6.210  
Rodrigo Soares (Convidado)  
During the weekends.  
0:2:6.720 --> 0:2:11.70  
Rudolfo Gorka Casaca Urzay Soares  
OK. And what apps and websites do you use on right on a regular basis?  
0:2:16.390 --> 0:2:19.620  
Rodrigo Soares (Convidado)  
Well, I have. I like to.  
0:2:20.860 --> 0:2:21.630  
Rodrigo Soares (Convidado)  
To.  
0:2:21.150 --> 0:2:24.280  
Rudolfo Gorka Casaca Urzay Soares  
Can be video games, social media, anything?  
0:2:22.840 --> 0:2:29.690  
Rodrigo Soares (Convidado)  
Umm, no video games? Social media? Well, not Facebook, but not so much Instagram.  
0:2:30.860 --> 0:2:31.140  
Rudolfo Gorka Casaca Urzay Soares  
Umm.

0:2:31.820 --> 0:2:40.220

Rodrigo Soares (Convidado)

And about to let that sit about to social media. And then I like to to.

0:2:41.890 --> 0:3:0.640

Rodrigo Soares (Convidado)

To visit some when I have some questions or things I don't know and I like to to to spend more time or to know more about that, I don't know. Applies a country that product or whatever. Then I I look I Google it so but I don't use much.

0:3:1.940 --> 0:3:25.170

Rodrigo Soares (Convidado)

Technologies I use it when I travel. I use it a lot because it's easier. It's so much easier than you a few years ago, so before I I visit the country, I can find some information or when I arrive I try to look for information that I need at the time or to spend the spend.

0:3:26.300 --> 0:3:48.90

Rodrigo Soares (Convidado)

Uh, spend time with the without wasting time asking people or like to know where,

## User 4:

Link to the recording with a solent account: [video1003708753.mp4](#)

Link to the recording: [video1003708753.mp4](#)

## User 5:

Link to the recording: [Tourism Website - User Testing-20220913\\_151617-Meeting Recording.mp4](#)

Link to the recording with a solent account: [Tourism Website - User Testing-20220913\\_151617-Meeting Recording.mp4](#)

0:0:0.0 --> 0:0:2.340

Rudolfo Gorka Casaca Urzay Soares

Let me see if it's recording.

0:0:14.720 --> 0:0:15.150

Bunyamin Kidir

OK.

0:0:3.950 --> 0:0:18.400

Rudolfo Gorka Casaca Urzay Soares

And yes, it is so hyper. I'm in. Thank you for doing this user testing. Let me start by explaining to you how this is going to work. So this is this user testing is divided in three parts.

0:0:19.130 --> 0:0:22.440

Rudolfo Gorka Casaca Urzay Soares

The first part will be as I as I said to you.

0:0:22.910 --> 0:0:27.230

Rudolfo Gorka Casaca Urzay Soares

And a bit about screening questions. So it's about yourself.

0:0:31.600 --> 0:0:32.20

Bunyamin Kidir

OK.

0:0:55.100 --> 0:0:55.550

Bunyamin Kidir

OK.

0:0:27.850 --> 0:0:56.960

Rudolfo Gorka Casaca Urzay Soares

And your knowledge about this type of websites. The second part is more is more about the prototype and your opinion or your opinion about the prototype while you are using it. And the third part is post questions post test questions. So it's more like your opinion after you've used the prototype. So let's start.

0:0:57.320 --> 0:0:58.240

Rudolfo Gorka Casaca Urzay Soares

So with the first part.

0:0:59.80 --> 0:1:0.430

Rudolfo Gorka Casaca Urzay Soares

Let me ask you, how old are you?

0:1:1.940 --> 0:1:2.670

Bunyamin Kidir

29.

0:1:3.390 --> 0:1:6.210

Rudolfo Gorka Casaca Urzay Soares

And what's your highest level of education?

0:1:7.520 --> 0:1:8.720

Bunyamin Kidir

Post graduate.

0:1:9.500 --> 0:1:15.630

Rudolfo Gorka Casaca Urzay Soares

OK. And what habits do you have? Usually, what's your daily routine?

0:1:19.130 --> 0:1:19.440

Rudolfo Gorka Casaca Urzay Soares

Mm-hmm.

0:1:17.500 --> 0:1:19.670

Bunyamin Kidir

Daily routine I.

0:1:22.50 --> 0:1:23.900

Bunyamin Kidir

I like playing video games.

0:1:25.20 --> 0:1:26.470

Bunyamin Kidir

I love traveling.

0:1:27.630 --> 0:1:28.350

Bunyamin Kidir

And.

0:1:29.620 --> 0:1:30.670

Bunyamin Kidir

My daily routines.

0:1:31.510 --> 0:1:38.0  
Bunyamin Kidir  
I love reading some books about design or psychology.  
0:1:39.520 --> 0:1:39.960  
Rudolfo Gorka Casaca Urzay Soares  
OK.  
0:1:40.900 --> 0:1:42.260  
Bunyamin Kidir  
And I.  
0:1:44.80 --> 0:1:48.270  
Bunyamin Kidir  
Ohh daily I I watch some TV shows.  
0:1:50.810 --> 0:1:51.230  
Rudolfo Gorka Casaca Urzay Soares  
That's it.  
0:1:49.290 --> 0:1:52.110  
Bunyamin Kidir  
Yeah, that that's my daily routine.  
0:1:52.780 --> 0:1:53.130  
Bunyamin Kidir  
Yeah.  
0:1:52.400 --> 0:1:57.490  
Rudolfo Gorka Casaca Urzay Soares  
OK, OK. And how much time do you spend online? Do you have any idea per day per day?  
0:1:59.680 --> 0:2:0.510  
Bunyamin Kidir  
Uh.  
0:2:2.250 --> 0:2:3.270  
Bunyamin Kidir  
Many hours.  
0:2:3.910 --> 0:2:5.780  
Rudolfo Gorka Casaca Urzay Soares  
Like 567.  
0:2:4.690 --> 0:2:11.160  
Bunyamin Kidir  
No. Like, yeah, yeah, yeah. I I I can say five more, more than five.  
0:2:12.120 --> 0:2:12.650  
Rudolfo Gorka Casaca Urzay Soares  
OK.  
0:2:12.310 --> 0:2:13.790  
Bunyamin Kidir  
More, more than five hours.  
0:2:14.190 --> 0:2:16.260  
Rudolfo Gorka Casaca Urzay Soares  
Can you give me an exact exact number?  
0:2:18.330 --> 0:2:21.300  
Bunyamin Kidir  
Five you week we can say 5-5 hours.



0:2:19.930 --> 0:2:29.80

Rudolfo Gorka Casaca Urzay Soares

Hi, OK, OK. And what apps and websites do you use on regular basis like what the apps or websites do you usually use?

0:2:32.180 --> 0:2:40.850

Bunyamin Kidir

I usually use a some social media like YouTube and Twitter.

0:2:42.830 --> 0:2:44.940

Bunyamin Kidir

And I use.

0:2:45.840 --> 0:2:46.620

Bunyamin Kidir

Uh.

0:2:47.750 --> 0:2:49.560

Bunyamin Kidir

Interaction design foundation.

0:2:50.450 --> 0:2:54.970

Bunyamin Kidir

I I I checked that website a lot and I check.