

Communication Problem

Group: 12

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We have written the severity of each problem in brackets after the description of the problem.

Legibility (weight: 16.5/40)

Identify at least three labels which do not make sense.

- The link "Package tript" (2)
- The link "Shared package" (2)
- The link "Create package" (2)
- The link "My account / create new" (3)
- The title "Offres du jour" in French (5)
- The title "Recommandation" (2)

How would you rephrase them?

The word "package" is not a good term to indicate the sort of trip you want to sell. Furthermore, there's a mistake in the first link of the menu. For the first three links we can just write: "Trip", "Shared trip" and "Propose a trip".

For the management of the account: to access to your account (My account) you only have to log you in the below of the menu part. So there's no need to keep "my account" in the link. We can write only "Register now".

For the title "Offres du jour", it's important to decide which language we want to use, it's a big mistake to have two different languages on the same page. So we can write "Today's Offers".

Spelling mistake in the titles are inadmissible: “tript”, “recommandation”. We would rephrase them without spelling mistake: “trip”, “recommendation”.

Communication consistency (weight: 16.5/40)

Identify at least three inconsistencies in the use of the language.

- Some link are underlined, some others aren't. (4)
- The information about the holidays is not consistent. Sometimes you have the number of stars of the hotel, sometimes not. This also the case for the price and others information. The different categories of proposition are not clear. (4)
- Some texts in red are underlined in red, others in black, some are bold, other not... (2)
- In the menu, the “Recommendations” part doesn’t make any sense (4), we don’t know if the designer wanted to search/add comments of the user regarding some trip or if he wanted to propose/add trips that are recommended by the site.

Explain your solutions to resolve these consistency issues.

For the different link of the page, we have to choice one style and use it for all links. For example we can use underlined links.

For the information about trip, we can use one template for the four propositions. For example, we can have the name of the trip, a short description and the price. We also can add categories for the four propositions. For example we can have the categories: "Promotion", "Suggestion", "Blow of Heart" and "Last Minute". We also can add icons to clarify the categories. For example: a heart for the "Blow of Heart", a clock for the "Last Minute", a waiter with a menu card for the "Suggestion" and a scissor that cut a bank-note.

We have to decide how to highlight some text and use the same style for all the important text. For example: defining a css class that color and bold the important parts of text

We can remove the « Recommendations » part in the menu. If the intention of the designer was to recommend trips to users, we can use the category “Suggestion” that we added previously. If he intended to share comments on the trips, the user can access these comments on the trips webpage.

Typography (weight: 7/40)

Give some arguments for what might be problematic with the typography?

- We cannot see a real difference between titles, texts and links. (4)
- Even in the website title, there's a mistake, the "r" of travel is in capital letter. (4)
- The designer used different fonts type in the page, for example the login and password texts are not consistent with the rest of page. (4)
- The use of red to make text in evidence is not judicious. It's too much aggressive. (3)

What would you do differently?

- We have to create different level of title to better see the different sections. -> Different size of text
- We have to correct this mistake in the main title.
- We can use another color for highlighting, or simply bolding the font.

Redesign

- Modification of the title from French to English
- Removing the upper left text: "Menu". It adds nothing to the communication, it's obvious that the left part of the website is the menu
- Changed the visual style of the different menu categories, reworked the menu as described upper
- Created a new standard template to present the offers
 - Name of the offer
 - Description with new styles (bold, normal and italic fonts to highlight things)
 - Price
 - Link (find out more) to let the user discover the whole offer and allow him to buy it
- Redesigned the very bottom links (all are now in English, and clearly identifiable as links (Note: placing them at the very bottom is not a clever idea, especially for the contact link which is important, but it is not the purpose of this assignment to redo the design nor the layout...))

