

Content analysis, filling white space, and layout critiquing

Group: 12

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Content analysis (weight: 10/40)

What are the main content groups found on the current GUI? Please list them below. (5 pt)

There are mainly 2 groups: the search and the popular destinations:

- The forms (Location, Price, Duration, Trip type, Period) and the button, clearly indicates that the user is requested to enter these information to search for a trip, despite the fact that title name and the button name is not relevant.
- The other group can be identified, because of the title which is pretty clear (“...Hottest destinations”), but the choice of the images is not very clever, there is no sign of holidays.

We can see in the menu that the user has the possibility to “propose a trip”. There is actually no GUI element present for this part, but we can imagine that we can fill the space by adding this 3rd group.

To your estimation, what is the percentage of the GUI that is white space? Why is that a problem? (5pt)

Only one third of the space for the menu is used, the half of the title is not complete, and the search part is stretched to fill some place. We estimate that 50% percent of the GUI is white space.

With all the white space, the user can think that he’s limited by the choice and that the website doesn’t have any interesting offers. It also immediately gives the sensation of poor content. Furthermore, the user is lost when he’s arriving on the website, he doesn’t know where and how to find the information.

Content Richness and Completeness (weight: 10/40)

Identify as many elements as you can think of that can be added to the GUI to enrich the content. (5 pt)

To enrich the content:

- We could add pictures that represent travel and trip this will emphasize the fact that we are on a travel website.
- We could add some texts that present the purpose and the specialties of the website.
- We could add a news section about travel.
- We could add a set of GUI elements that would allow the user to “propose a trip”.
- We could extend the search to propose some filters on the interest of the user (sports, cooking, history, etc...).
- We could add a new section, which proposes “Cheapest Destinations”.
- We could also add a new section which proposes “Blow of heart” of the moment.

From the above list, name the top 3 elements that can particularly help the site achieve its functional (business) goals. You may include some explanations for your solutions. (5 pt)

- The website is intended for young people, so the “Cheapest Destinations” section would attract students who have a limited budget.
- The extended search will allow the user to choose a “group based on his interest and taste”, so that he’ll be less afraid of the people that he is going to meet. He knows that he has something in common with the people he’s going to meet.
- With a judicious choice of images, background, foreground, we can make this website more attractive to people and especially to women. For example, we could put images of men on the beach; choose colors like pink or red, etc...

Layout design (weight: 20/40)

With the newly added content, provide a grouping of contents that belong together. (5pt)

With the old content and the new added content we can imagine 3 groups:

- The group “Presentation” which represents a presentation of the website and the news section about travel in general like new destinations of the company or new offers.
- The group “Find a trip” which give you the possibility to find one or many trips that are according to your interest s.
- The group “Recommender Destination” which contain 3 sub-sections, the “Popular Destinations” which are the most popular destinations, the “Good Bargains” which are the cheapest offers for young people and student and the “Blow of heart” which are nice trip of the moment.

Provide a visual rendering of the new content, paying special attention to layout (proximity, alignment, repetition, contrast, typography) (15 pt)

- We have added a presentation of the website, in which we integrated the three interrogative sentences.
- We have added a special offer in this presentation to appeal the user
- We have reconstructed the search module, to avoid blank spaces but to keep the alignment of elements
- We have added a section “Recommender Destinations”, with 3 subcategories as explained before
- We have moved the long empty left menu to the top, because a lot of space was lost
- We have changed the color scheme and the design to make it recall the idea of flying away
- We have added the flags for languages, to add a small touch of colors and graphics (same with the small plane pictogram)
- We have added very light and faded graphics in background of recommender destinations part, to recall the ideas of Popular, bargain and blow of heart travels
- Finally, we have added a black line at the very bottom of the page, to “box” the page content and make it pop out (framing with the top banner)

Welcome to Click n'leave.com

Looking for a trip in Europe?
Want to meet new people?
Want to propose your trip?
Just one click away... have a look at our special offer:

Find a trip

Location

Irrelevant

Trip type

Cultural

Price

+- 400 euros

Period

September 2006

Duration

2 nights

Get Results

- Recommender Destinations
- Popular destinations

☒

Click n'leave to **Barcelona**

☒

Click n'leave to **Paris**

☒

Click n'leave to **Praha**

Good bargains

☒

Click n'leave to **Berlin**

☒

Click n'leave to **Bern**

☒

Click n'leave to **Roma**

Blow of heart

☒

Click n'leave to **Venise**

☒

Click n'leave to **Bruxelles**

☒

Click n'leave to **London**