

Subject: HCI class assignment 3

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HCI Homework 3

Group: 3

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Date: 16 May 2007

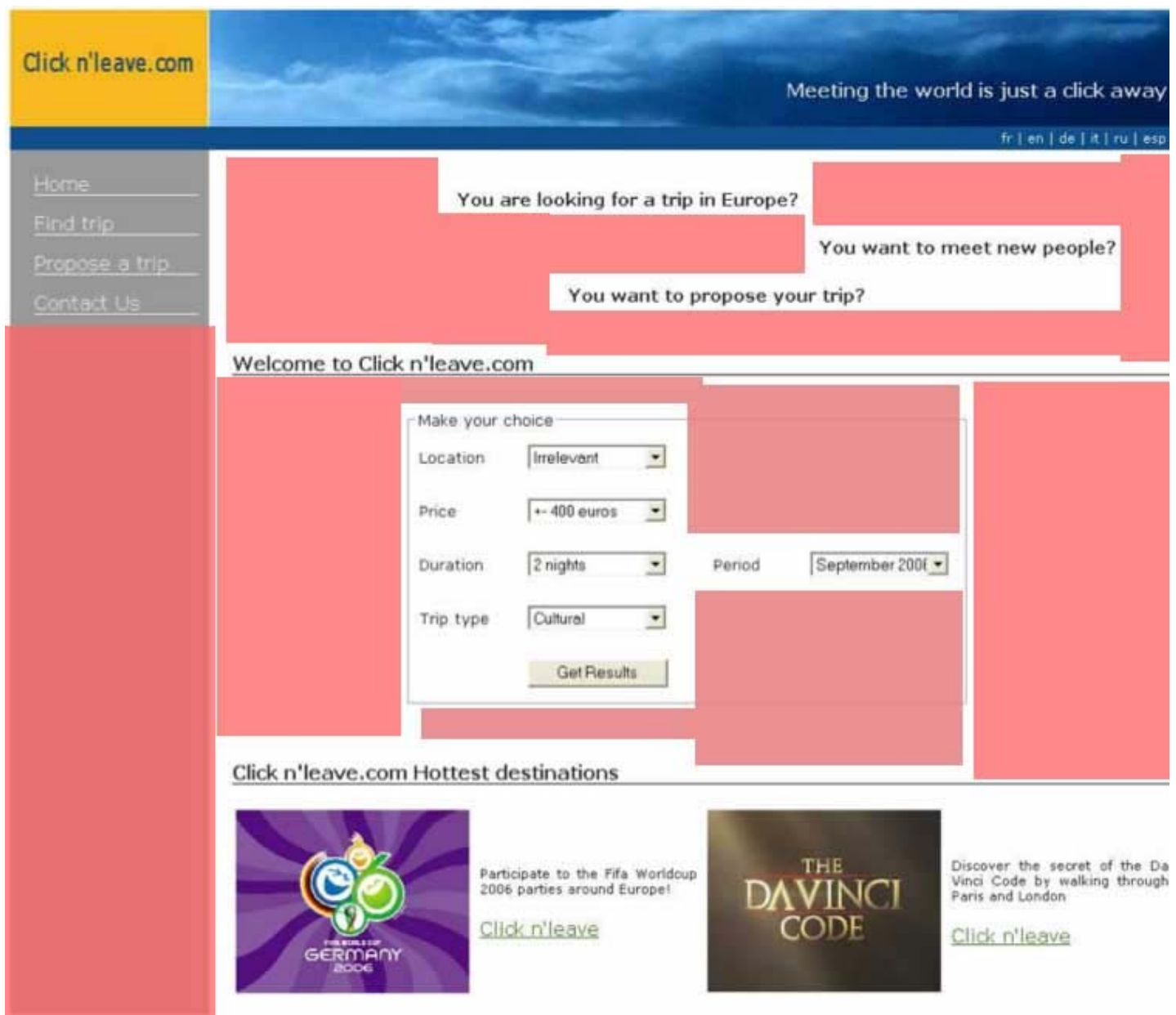
Content analysis (weight: 10/40)

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

1. Title and Banner with language selection.
2. Navigation bar (top left)
3. "Make your choice" pane: Main interaction pane under "Welcome to click n'leave"
4. Questions above "Welcome to click n'leave" (maybe intended to grab attention)
5. Hottest destinations (bottom)

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

To our estimation, white space is about 40% of the page. In the image below, we coloured in red the areas that we consider to be white space.



The excess of white space is a problem because it makes the page unattractive (the page has an empty feel to it). Moreover, the space can be used to display missing elements, as discussed below.

Moreover, there are two sparsely filled content groups below the banner: the "Make your choice" pane and the "Hottest destinations" pane. In both of these the elements are not aligned or balanced.

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)

The following elements can be added to enrich the content of the GUI:

1. Pictures from holiday destinations.
2. Links to articles about holiday destinations with images.
3. Previous user recommendations, perhaps with short user-written reviews.
4. Cultural and sport events: these can be displayed in a news-ticker type of widget, to emphasize that they are transient. For example, a special trip for cycling lovers could be organised during the "Tour de France" race.
5. Special offers: these would typically advertize low-budget trips.
6. Sample user profiles: profiles of other people using the website whom users could potentially meet through this service.

Elements 2,3,5 & 6 could be in the form of a teaser (i.e. beginning of the written material) shown on the home page with more details on another page.

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)

1. **Sample user profiles**, i.e. other people using the website whom users could potentially meet through this service.
2. Links to **articles about holiday destinations**, with image and teaser.
3. **Special offers**.

Because the main goals of the website are to:

- offer travel services to young people (age 18-29)
- match people to travel groups based on their interests and tastes

We think that it is important to have on the home page some elements that encourage and incentivize people to travel.

Putting interesting articles about destinations, we feel, is a good way to catch the user's attention.

Young people would be easily motivated to travel when they see others with similar interests in the site. Also, the desire to meet other people would be a driving social motivation to use the site.

Special offers are important because young people are often on a budget and would appreciate such offers.

Layout design (weight: 20/40)

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

1. Title and Banner with language selection

2. Navigation bar (top left)
3. Hottest Destinations pane and Editor's Picks pane: together their role is to provide quick and interesting travel suggestions to the user. Hottest Destinations provides a statistical feedback based on previous travels. Editor's Picks are subjective recommendations of the Editor.
4. Travel Planner pane
5. Other Users pane: user profiles of previous clients.
6. Special Offers: especially for low budget travelers.

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

To be somehow respectful of the old layout, we kept the banner on top of the page, but we changed the picture to one with brighter colours. We also kept the coloured bar under the banner to provide a frame for the page -- this bar is also useful to separate the banner from the main content, and to host the language selection (already available in the old site).

We used a tone of pink for the website title, for the navigation bar, on the left of the page, and for the "search" button. We chose this colour to appeal to the majority of the users who are women. The navigation bar was reduced to occupy only one part of the column, given that it does not contain many links. The search button was coloured in this way to make it catch the user attention.

We moved the "hottest destination" panel from the bottom to the top of the page and we changed the old pictures to new ones, to make it more attention-grabbing. We changed the pictures in this panel to be more attractive.

Because the target audience is mostly youngsters, we deemed it important to add a panel with special offers -- young people are often on a budget!

We added a new panel that contains pictures and articles about travel destinations available in the catalogue of the site. We hope that this would make visitors curious about these destinations, or provide an extra idea for someone who wants to go on a trip but s/he is not sure about the destination.

We decided to leave the "search" panel at the centre of the page, to give importance to it. We re-arranged the content inside it, so that it is distributed on a symmetric and balanced grid.

Because the website is about travel but also about socialization we think it is important to convey this in the homepage. For this reason, we decided to add a panel with pictures and profiles of existing users.

The 5 panels ("hottest destinations", "Editor's picks", "Travel planner", "Special offers" and "Other users") and the navigation bar are arranged in a grid. The page was initially divided into 3 rows and 4 columns, the 12 resulting "cells" were then grouped into different panels, in a way that is harmonic (we hope). Elements inside each cell are aligned with each other.

In general we were keen on adding many pictures to the page, to suggest or elicit in the visitors the wish to travel.



Click n'leave

Meeting the world is just a click away

EN | FR | IT | DE | ES

Home

Your Profile

Your Contacts

Find Trip

Propose Trip

Contact Us

Hottest Destinations



Madrid, Spain
visited by 514 users in the last 2 months.
From CHF 2000



Paris, France
visited by 451 users in the last 2 months.
From CHF 1700



Rome, Italy
visited by 427 users in the last 2 months.
From CHF 1700

Editor's Picks

The Cape Town Area's Endless Possibilities

There are many places — drive-up beaches, malaria-free open spaces and casual cafes — that make Cape Town an easy place for families to decompress. [More...](#)



Adventures in Dreamland

A chief film critic of The Times takes his family to Los Angeles to explore the myth-making machine of Hollywood, past and present. [More...](#)



[See other Editor's Picks](#)

Special Offers



Ibiza (7 nights) from CHF 319

Mallorca (5 nights) from CHF 217

Rimini (5 nights) from CHF 281

Barcelona (4 nights) from CHF 199

London (2 nights) from CHF 234

Budapest (4 nights) from CHF 311

Travel Planner

Location Price

Period Trip Type

Duration Group

[Search!](#)

Other Users



Beatrice Munroy
21 years old
Student.
Likes to travel with middle-sized groups and people with similar interests



Steve Howe
28 year old
writes his own music, sings lead on his albums, and plays a Steinberger XL bass.

[Browse the profiles of all other users.](#)

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born_to_travel(org).jpg	Content-Type: image/jpeg Content-Encoding: base64
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