MEJO187.003

Project 1: UI/UX

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Who is my audience?

There are three primary audiences for the "Step Into History" website. One is 50 to 70-year-old retirees interested in short-distance, non-passport-required travel. A second audience is elementary to middle-school-aged children interested in learning more about the United States and its history. The third audience is people who enjoy traveling/living in RVs, ranging from mid-twenties to retirement age.

What elements would appeal to that audience?

The younger audience might be most interested in the interactive map feature available on the desktop version of the website. Children will find the map feature to be a fun, interactive experience that guides them through various video tours of the unique sites, growing their understanding of the relative locations of these sites and why they are important.

Older and more travel-interested audiences will find the Filter & Discover page to be the most appealing element of the website. This page allows users to curate results to find the best travel destination suited to their individual interests and needs, allowing users to find their next travel location quickly, easily, and efficiently, without the hassle of research and comparison.

How would they likely access the site (mobile or desktop)?

The younger audience is most likely to access the desktop version of the website. Young children often do not have mobile phones but are allowed computer time for games and learning. Parents will find this website safe, fun, and informative, and thus a good fit for their curious child. Additionally, features such as the interactive map, videos, and animations make the desktop version of the website especially appealing to children.

Older and travel-interested audiences, contrastingly, will be more likely to access the mobile version of the site, designed with fewer features and animations so it can be used on the go. When traveling, people may not wish to bring a laptop, so it is important that the website is easily accessible and user-friendly on mobile devices.

What is my competition (i.e. similar projects)?

There are a few interactive map websites for different travel destinations, such as national parks. Furthermore, the National Park Service and UNESCO allow you to filter destinations on their websites, but with limited categorical options. However, there does

not appear to be a website that will enable users to use interactive map and filtering experiences.

How does my visual design fit the themes of the story?

Visual design elements were intended to feel retro, reminiscent of a vintage travel brochure. This is reflected through the font and color choices, monochromatic background images, text animations (desktop), and polaroid-inspired location tiles (on the Filter & Discover page). Furthermore, the pictures of the UNESCO sites look as though they were photographed with a film or older point-and-shoot camera, increasing the retro feel.

Why did my chosen AI-generated centerpiece graphic inspire my design? How did I incorporate the principles of good web design into my prompts?

Generate the homepage for a website. This website will be a travel guide for UNESCO World Heritage Sites in the United States. For the main cover image, have the landscapes of the Sites flow seamlessly into one another. Sites illustrations should include locations such as the Statue of Liberty, Independence Hall, Mesa Verde National Park, Yellowstone National Park, San Antonio Missions, Mammoth Cave National Park, Redwood National and State Parks, Monticello, Great Smoky Mountains National Park, La Fortaleza and San Juan National Historic Site in Puerto Rico, Hawai'i Volcanoes National Park, and Grand Canyon National Park. The cover page should be reminiscent of retro travel brochures, with bold lines and colorful illustrations. The color palette should be limited and include only white, pink, light green, light blue, and yellow. Illustrations should have a whimsical, handcrafted, vintage feel that invites nostalgia. Subtly Include a map of the US from a low perspective angle.

https://chatgpt.com/share/67ac21b1-55ec-800c-b0bc-9619461efbda

I was inspired by the color scheme of my AI-generated graphics to do a cool-and-warm/teal-coral design. I hoped that AI would generate a map I could use for my interactive map feature, but the locations of the sites were too inaccurate.

In my prompt, I could have done a better job asking for the principles of good web design, and although I asked ChatGPT to create a website page, it instead would only generate the main image present on the page, but no other website-like features. It may have been beneficial if I had asked for bottoms, a website title, headers, etc. Furthermore, it may have been beneficial if I asked ChatGPT to focus on the principles of good design, such as contrast and repetition.

What purpose do my interactive features serve? How do they help tell the story?

The website's interactive features serve two differing functions: virtual learning and filtering for in-person travel. The interactive map allows users to see a big-picture image of the different historical sites around the US, shaping their understanding of the

connections between location and heritage. Contrastingly, the filter feature is more personalized, allowing users to curate the available locations to their preferences so they may, in-person, visit these sites and be immersed in the history of each location.

Style Tile