



TDAG
DESIGN

*UX Psychology &
Interaction Design*
CONSULTANT

619.981.1452

Ethical & Inclusive Design TO INCREASE REVENUE

CULTURAL ITALY UI DESIGN
CASE STUDY

WHAT PEOPLE SAY

Thank you for a wonderful trip! We enjoyed every bit of our 28 days in Italy! We loved our tour guides and drivers. They were so professional and knowledgeable.

Thank you for a wonderful trip! We enjoyed every bit of our 28 days in Italy! We loved our tour guides and drivers. They were so professional and knowledgeable.

A vacation for the soul

A Vacation for the soul

FEATURED PACKAGES

At Cultural Italy you will find expert Italy travel agent trip planners, who will help you with your perfect luxury vacation package. Whether it is a multi-city tour, a destination Italian wedding, an exquisite honeymoon or a more relaxed vacation holiday with free time to explore on your own, Cultural Italy will handle all details of your journey. We select choice hotels, highest rated tours, unmissable destinations and we guide you through all the incredible experiences Italy has to offer. Our expert travel agent planners and advisors are ready to help you.

Don't know where to Start?

LET'S GO

LET'S PLAN

LET'S GO

LET'S PLAN

Color palette:

- #351616 #80927d #c47335 #961b1b #fce5cc
- Occasale (Inhabited): active status on top and on hover bottom
- Milano is ready for Christmas
- Milano is ready for Christmas
- Treat Yourself to a Wonderful Vacation
- Treat Yourself to a Wonderful Vacation

Cultural Italy
Vacations for the Soul

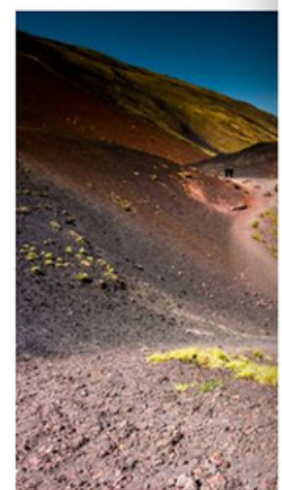
DREAM VACATION AWAITS!

Sicily and

4 NIGHT ADVENTURE TRIP

Experience the energy of one of the most active volcanos on earth. Hike on the trails and enjoy body rafting along scenic canyon walls of the Alcantara caves.

- Highlights:**
- Hike on Mt Etna, Europe's tallest active volcano
 - Mountain bike adventure on Mt. Etna
 - Body rafting in Alcantara Gorges
 - 4x4 jeep excursion on Mt. Etna



Make your dream trip a reality

For centuries, travelers have visited Italy to experience the country's rich culture and to fall in love with the scenic beauty, the art, the cuisine and the people.

At Cultural Italy you will find expert Italy travel agent trip planners, who will help you with your perfect luxury vacation package. Whether it is a multi-city tour, a destination Italian wedding, an exquisite honeymoon or a more relaxed vacation holiday with free time to explore on your own, Cultural Italy will handle all details of your journey. We select choice hotels, highest rated tours, unmissable destinations and we guide you through all the incredible experiences Italy has to offer. Our expert travel agent planners and advisors are ready to help you.

Immerse yourself in the beauty of Italy: a vacation for your soul.

TRAVEL IDEAS: THE FOUR ELEMENTS

THIS WOULD BE A BRIEF EXPLANATION OF WHAT EXACTLY THIS MEANS to experience the country's rich culture and to fall in love with the scenic beauty, the art, the cuisine and the people. to experience the country's rich culture and to fall in love with the scenic beauty, the art, the cuisine

Air - Aria

Earth - Terra

Fire - Fuoco

Water - Acqua

OTHER FEATURED PACKAGES

CLASSIC ITALY 13 days

NORTHERN ITALY 13 days

old

INTRODUCTION

Client

Cultural Italy is a travel company specializing in customized, luxury vacation-planning with Italy as a destination. They offer featured packages, tours, destination weddings and custom vacation planning. They are distinguished by their “concierge services”, and support every step of the way.

Challenge













The current site looked outdated and did not represent, visually, their tagline: “*Vacations for the Soul*”. The textured background, the confusing navigation and the small typeface dated the site. Such an original and classy company needed more than tired cliches. Even if the business was not suffering, they believed a fresh website would be essential to bring more customers.

Solution

The new website has been very successful in bringing new customers and especially in reducing the number of bounce-offs (people who quickly leave the site). It really represented the high-end, luxury experience that Cultural Italy provides.



Italy Vacation Packages – Italian Travel Ideas | Cultural Italy – Holiday Trip Planning

<p>A Journey of a Lifetime</p>  <p>13 NIGHT TRIP This Journey of a Lifetime includes Rome, Florence, Pisa, Siena & San...</p> <p>Info & Booking</p>	<p>Enchanting Italy</p>  <p>12 NIGHT TRIP A Magical Tour of Italy. Explore some of Italy's most famous treasures and...</p> <p>Info & Booking</p>	<p>Classic Italy: Rome, Florence &...</p>  <p>7 NIGHT TRIP Enjoy Italy's Pearls including Rome, Florence & Venice.</p> <p>Info & Booking</p>	<p>Slow-Cooking in Tuscany</p>  <p>6 NIGHT TRIP Enjoy slow-cooking classes in the Italian countryside without missing Rome...</p> <p>Info & Booking</p>	<p>From the Etruscan Civilization to the...</p>  <p>7 NIGHT TRIP Rome, Viterbo, Bolsena, Civita di Bagnoregio, Orvieto, Vulcia, Tuscania,...</p> <p>Info & Booking</p>	<p>Yoga Retn</p>  <p>ITALY WEL How retri prac</p> <p>Info</p>
<p>Italy Custom Trips & Italian...</p>  <p>ITALY A LA CARTE Your Italy dream vacation by our expert travel designers</p> <p>Info & Booking</p>	<p>Cooking, Wine, & Grape Harvest in...</p>  <p>6 NIGHT TRIP Take part in this small group tour in Abruzzo! Experience the grape harvest...</p> <p>Info & Booking</p>	<p>Cooking, Wine, and Truffle Hunting</p>  <p>6 NIGHT TRIP Take part in a truffle hunting session with an experienced truffle hunter...</p> <p>Info & Booking</p>	<p>Italy Tour for the Modern Goddess!</p>  <p>10 NIGHT TRIP A journey designed for the modern Goddess to discover the amazing women in...</p> <p>Info & Booking</p>	<p>Northern Italy Tour</p>  <p>13 NIGHT TRIP Trip includes Lake Como, Verona, Vicenza, Florence, Siena, Pisa, Cinque...</p> <p>Info & Booking</p>	<p>Gran</p>  <p>23 N Crea Malt inclu and..</p> <p>Info</p>

PROCESS

My Role

- Customers identification
- Need recognition
- UX Audit
- Interaction Design
- Visual Design.
- Style guide for hand-off

Project Phases

- UX Audit & Cognitive walk through
- Need identification
- Personas, Emotional Map, Customer Stories
- Critical Tasks, Screenflows, Sitemap
- Clickable wireframes
- Look and feel (Style Tiles, Design Comps)
- Clickable Hi-Fi Prototype
- Style Guides and Hands Off

step 1 — UX Audit

What works and what doesn't?

The first step was to do a brutal UX Audit of the old site. I researched and tested various competitors and then I provided a complete evaluation based on critical tasks execution, and comparing the site to well accepted principles of usability and user experience.

Both positive and negative aspects were noted in details, together with general advice. Based on this research, I provided a detailed written report, including hits and misses, and complete recommendations on how to improve the web presence.

The Report Incl InclAudits of the following

1. Usability
2. Information Architecture
3. Content and messaging
4. Performance analysis of 2 crucial tasks
5. Visual Design
6. User Experience

Results Overview

Heuristic (3 Severity levels)	Severity	Value
1. Visibility of System Status	-	0
2. Match Between System & the Real World	2/3	2
3. User Control & Freedom	3/3	4
4. Consistency & Standards	3/3	4
5. Help Users Recognize, Diagnose, & Recover From Errors		
6. Recognition Rather Than Recall		
7. Flexibility & Efficiency of Use		
8. Aesthetic & Minimalist Design		
9. Error Prevention		
10. Help & Documentation		

10 Heuristics - Details

1. Visibility of system status

The site always keeps users informed about what is going on, through appropriate feedback and within reasonable time.

Legend

- 0 It is not a problem at all
- 1 Cosmetic Problem only- not crucial
- 2 Minor usability :low priority
- 3 Major Usability Problem: high priority
- 4 Usability catastrophe: Must be fixed

Recommendations

- 1) Simplify the main home page: focus on what matters the most and is most persuasive
- 2) Add a pitch or tagline that tells me why I should choose you for my dream vacation
- 3) If using an image, choose a different one: something more original. If you want to use a video, it needs to be loaded really fast, especially for mobile devices.
- 4) I would recommend using a smaller video somewhere else on the page, and a beautiful image at the top (for performance issues)

Detailed Issues Description

Overall impression of existing site – The existing site, as stated, looks a little dated and "cliché". There are many design inconsistencies and many font choices, making it hard to prioritize the most important content. The featured packages are almost hidden. The pull-down navigation is not very usable, especially on mobile devices.

Positive site's aspects – The simple message and main benefits, however, are well stated. The headlines are catchy.

PAGE BY PAGE UX BREAKDOWN (live site)

Sitewide – The header has little hierarchy, and the purple color of links is awkward. It is hard to see the User Panel link, and not very clear what it is. The texture is dating the site. Sub menu makes navigation a little harder. Avoid using flags to indicate language, since many country speak Spanish and Portuguese. Buttons, styles and fonts are inconsistent throughout the site.

Home page – Overall, the home page tries to do too much: there are many sections but they are not connected to each other. The two introductions (on top and in the middle of the page) are conflicting with each other. The search area is hidden at the bottom, and it can be simplified.

Nice call-out, but hard to read over the image. Social media icons are enough: you do not need to repeat the logo. The "Sta'r headline can be reworded a little. The testimonials are a great idea, but the design needs to make them stand out more.

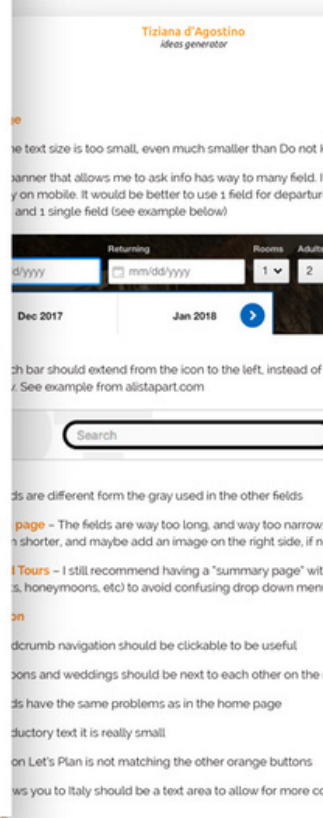
Custom Trips page – The bread crumbs on top of the page, do not match the menu item. The questions are great but listed side by side without answers deter reading and therefore, are not selling the site. The form is not very eye pleasing and a little confusing. Also, all that text with no images is not too enticing.

Travel packages – Overall, I think it could be simplified in one page. The specific details page has way too much text. The small form is a good idea, but should be more prominent and easier to use. The honeymoon/wedding page is not enticing and "dreamy" enough. All details pages should match in design.

Hotels and Services – Overall, there is way too much information with little organization. A customer not familiar with the hotels and locations will get lost here. The hotel details page should sell the hotel more: the small images are not inviting. The services and tips are very useful but they are hidden in the sub menu.

Blog and News – Overall, it is a great addition to the site, but again, the design makes it hard to really want to read it. Contact us takes me to the About page, which is confusing, because of the different name.

About – Overall, once again, there is too much text. The form is not appealing. The slide-show does not add anything, especially because the images look stock photography. Avoid using CAPTCHA.



TDAG DESIGN

Wedding

• The breadcrumb navigation should be clickable to be useful

e: tiziana@tidag.com t: 619.71.1452 w: t-dag.com
4135 Tolowa Street, San Diego, CA 92117



step 2 — Empathizing

Need Recognition

I was provided general psychographic and demographic data about the target users. The budget did not allow for more in depth research, so I used extensively the existing data.

Informal interviews to potential customers, within the same demographics, along with the Audit, made it clear that the content needed to be better organized. The home page was overwhelming and extremely confusing, and the poor hierarchy was not highlighting their unique services.

The navigation was difficult to use, and the all-important testimonials were lost within the home page.

Personas, Emotional Map, Customer Story

Based on the information provided and interviews, I identified 3 different categories of users, with unique goals and needs, and generated a comprehensive persona for each, along with an emotional map for their most critical goal. This allowed me to emphasize with the customers' main pain points and frustrations, as well as their goals.

step 3 – Interaction Design

Critical Tasks, Screen flows, Sitemap

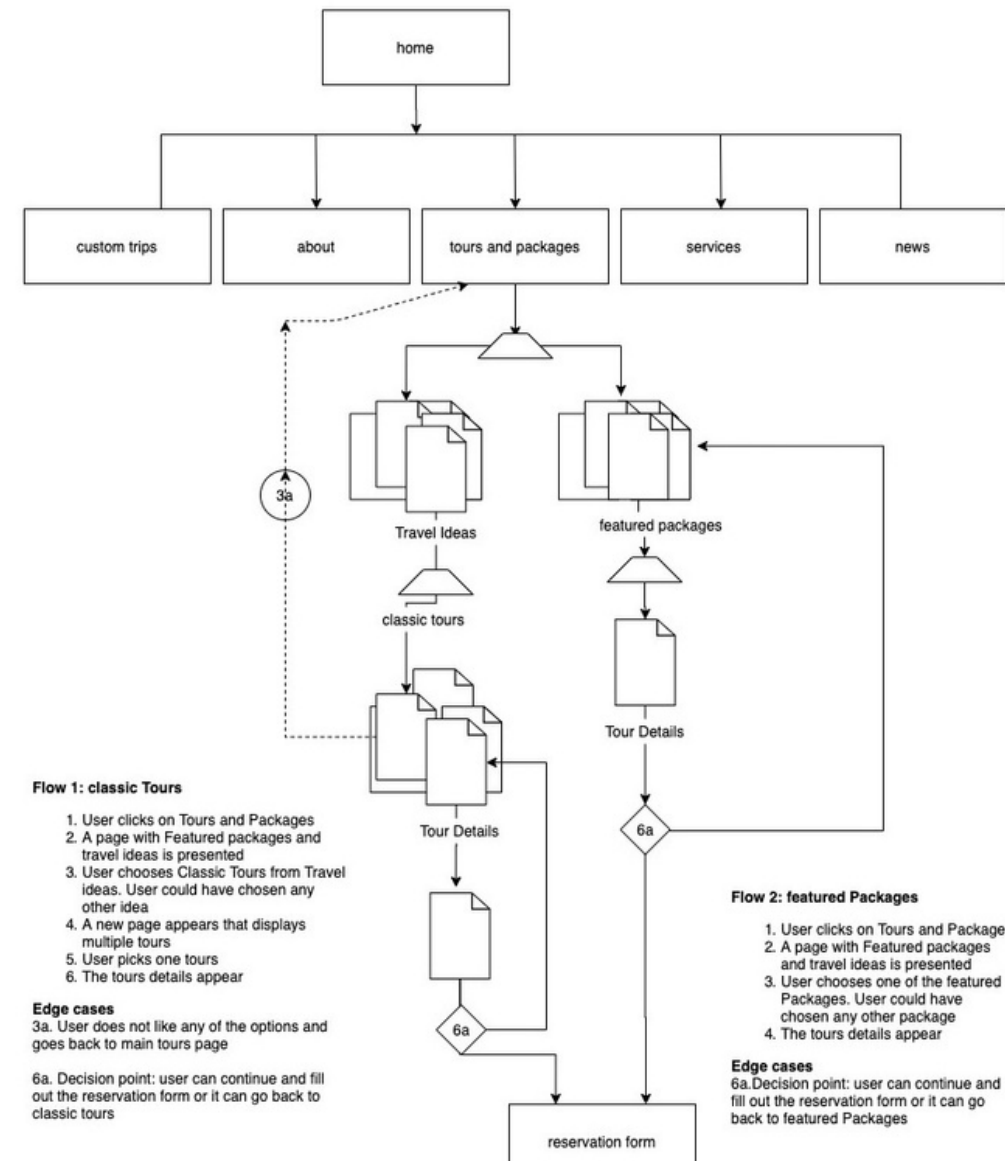
With the main user groups clearly identified, it was time to ideate solutions. I mapped user goals and frustrations and identified the most critical tasks we needed to simplify and render frictionless.

A new architecture, and a more logical organization was developed; the main goal was to eliminate clutter, and to have a clear visual hierarchy. Content was reorganized and moved when appropriate.

I developed screen flows and a site map and presented them to the client. After a few productive discussions, we landed on a site structure that allowed the target customers to achieve their goals in the most efficient way.

Use Case

Customer wants to browse tours



Flow 1: classic Tours

1. User clicks on Tours and Packages
2. A page with Featured packages and travel ideas is presented
3. User chooses Classic Tours from Travel ideas. User could have chosen any other idea
4. A new page appears that displays multiple tours
5. User picks one tours
6. The tours details appear

Edge cases

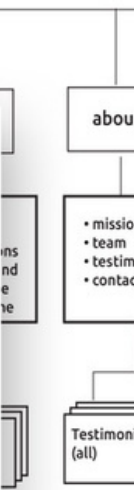
- 3a. User does not like any of the options and goes back to main tours page
- 6a. Decision point: user can continue and fill out the reservation form or it can go back to classic tours

Flow 2: featured Packages

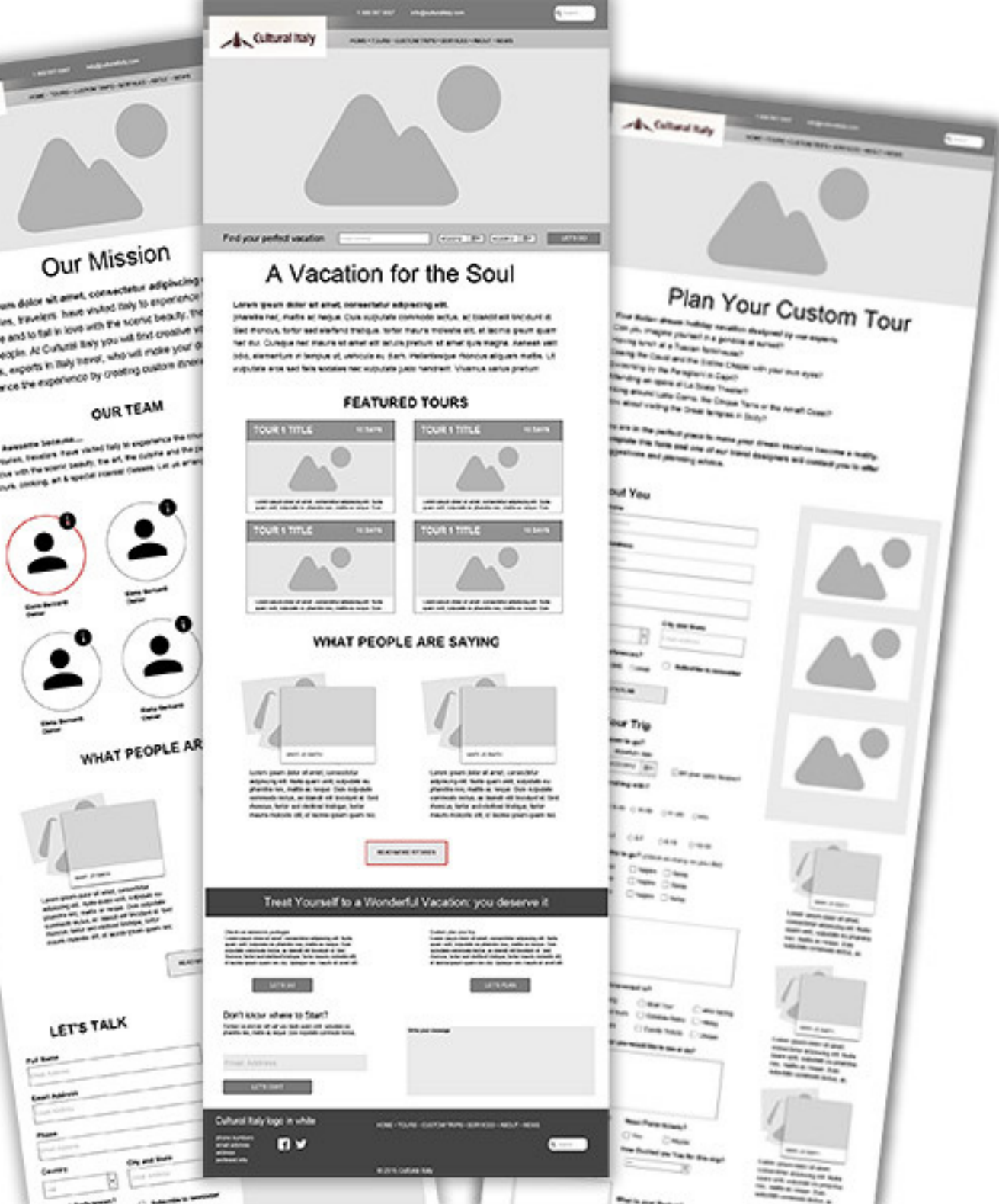
1. User clicks on Tours and Packages
2. A page with Featured packages and travel ideas is presented
3. User chooses one of the featured Packages. User could have chosen any other package
4. The tours details appear

Edge cases

- 6a. Decision point: user can continue and fill out the reservation form or it can go back to featured Packages



- Logo
- conta
- search
- navig.
- client
- Logo
- conta
- newsl
- form
- copyri



step 4 — Clickable Wireframes

Making the interactions seamless

Once the new flow of the site was approved, I created wireframes, to visually demonstrate the new interactions and to finalize design choices and information architecture.

I also presented wire flow (or screen sequences) for the most critical tasks. The developer was consulted and gave us feedback on the interactivity. After a general approval from the client, I generated an interactive wireframe for the final green light.

Some of the interventions were:

- The navigation was re-organized and simplified
- Improved hierarchy and increased negative space
- The testimonials were now front and center
- Featured packages and services were now prominent
- The content organization was now logical and frictionless

step 5 – Visual Design

Style Tiles, Design Comps

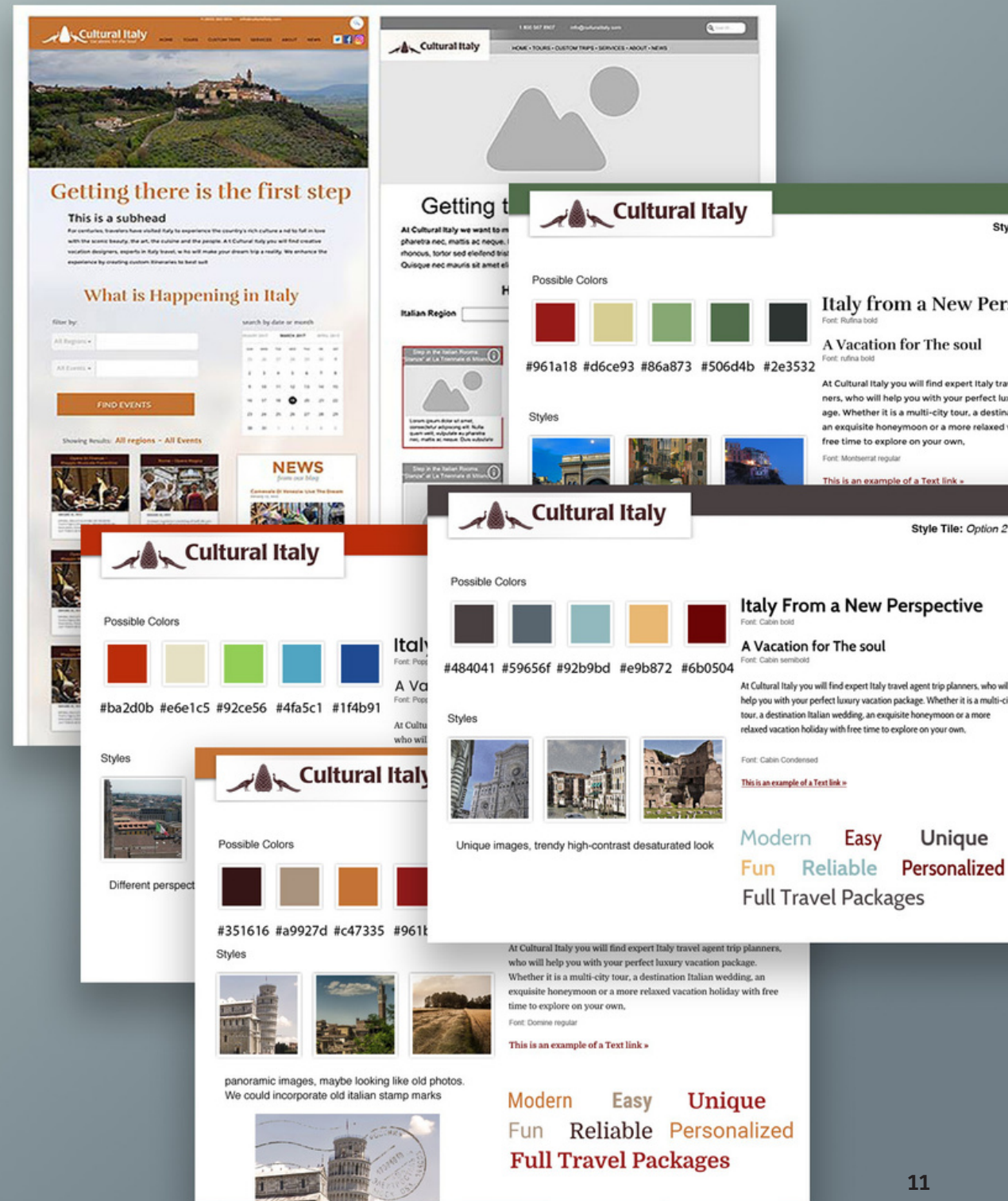
With the basic framework of the site in place, I moved on color palettes and mood boards, to define the specific styles, typefaces and colors for the new site.

The colors were chosen to break the mold from "traditional" colors and typefaces associated to anything Italian, and to convey sophistication, elegance and luxury.

I offered the client 4 different options, and after a brainstorming session, we chose the final look and feel. The client chose a lighter color scheme that made the site look modern elegant, and upscale.

Clickable Prototype

Using the approved wireframes and screen flows as template, I applied the visual styles to a clickable prototype for the client. The main pages and interactions were designed fully to help the developer build our vision. A desktop and mobile versions were presented to demonstrate how the site would look on different devices.



new

old

About You All fields required

FULL NAME

EMAIL **PHONE**

ZIP CODE **CITY** **STATE**

CONTACT PREFERENCE PHONE SMS EMAIL
 SUBSCRIBE TO CULTURAL ITALY MAILING LIST

About Your Honeymoon Optional fields

When do you want to go?

DEPARTURE DATE **RETURN DATE** **FLEXIBLE DATES** YES

Are there more than two travelling?

ADULTS
 18-30 31-50 51-65 65+

CHILDREN
 0-2 3-7 8-13 18-17

Where would you like to go? choose as many as you like

Florence Tuscany Venice Rome Amalfi Coast
 Milan Umbria Sicily Sardinia Cinque Terre
 Puglia Lake Region I'm not sure

Other areas or towns

What services are you interested in? choose as many as you like


Transfers Train Tickets Guided Tours Museum Tickets
 Hiking Boat Tour Cooking Class Wine Tasting
 Opera or concert tickets Gondola Ride Unique Experiences

Is there anything in particular that you would like to see or do?

Travel Details

ACCOMODATION PREFERENCES

5 STARS
 4 STARS
 ROOM WITH VIEW
 CASTLE


Il Sogno di Giallette, Verona - 5 stars

DO YOU NEED A PLANE TICKET? Yes Maybe No

FLYING PREFERENCES

WHAT DRAWS YOU TO ITALY?

WEEKLY BUDGET (excluding air fare)

step 6 — Hands Off

Final Visual User Interface

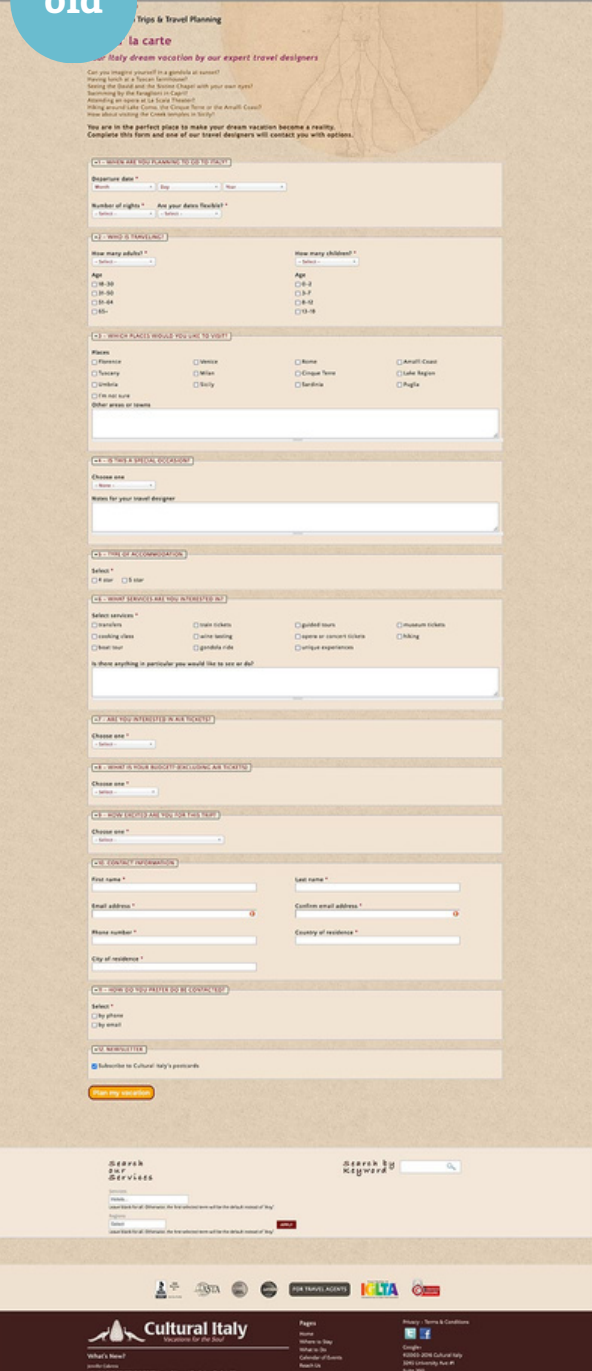
The hi-fidelity prototype provided the feedback for the final tweaks to the User Interface design. All elements, buttons, typefaces were codified and applied throughout.

The forms, one of the most frustrating part of the old site, were given a new look to look less intimidating, and were applied consistently throughout. Using best practices, they reduced friction and highlighted the path to completion.

Style guide and developer hand-off

Closely collaborating with the developer, I created style guides for the main stylistic elements. Responsive design adjustments were discuss to provide the optimal experience on any device.

I remained available during development to clarify and answer any implementation question.



SUMMARY

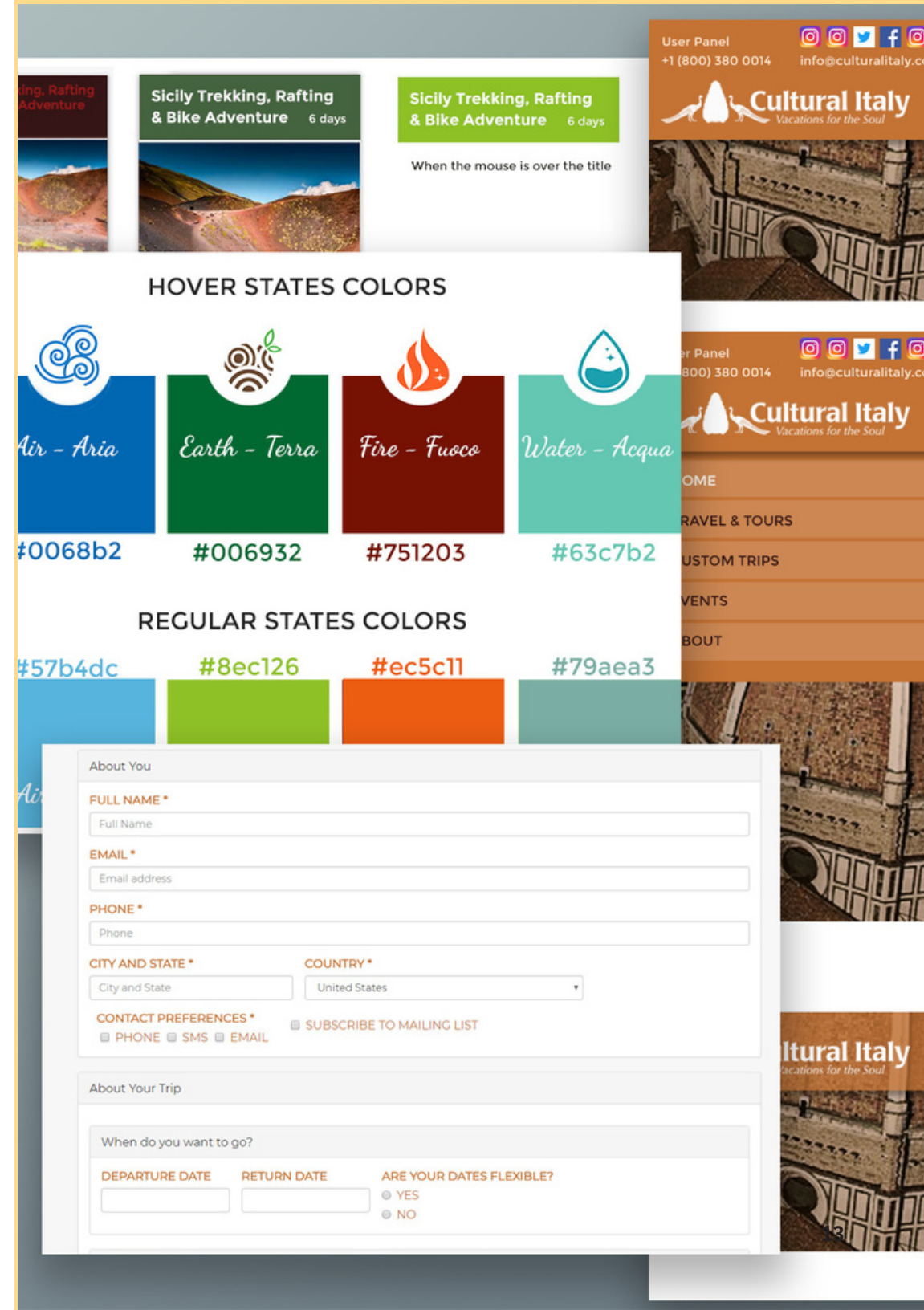
Results

The new website was very successful in bringing new customers and especially in reducing the number of bounce-offs. It really represented the high-end, luxury experience that Cultural Italy provides.

Lessons Learned

The biggest challenge was the very limited budget, which did not allow for more usability testing or user research. I had to adopt some guerrilla tactics to recruit within the desired demographic.

One other thing that proved a bit harder than expected was how to communicate my design ideas thoroughly to the developer. I should have created a style guide earlier in the process: lesson learned.



HOME PAGE



Make your dream trip a reality

Pasta ipsum dolor sit amet cavatappi ravioli lasagnotte bavette cavatappi tuffoli cavatappi torchio lanterne lumache piaci rigatoni gargamelli bucatini. Trenette tagliatelle rigatoni capellini penne alla torchio penne alla coccia spaghetti orzo ricciolatte spaghetti alla chitarra torchio mafalde strozzapreti penne. Sagne 'ncamulate perciatelli spirali foglie d'ulivo gnocchi vermicelli stringozzi bucatini foglie d'ulivo torchio mostaccioli graminia. Lasagne corzatti spaghetti alla chitarra stringozzi maccheroncelli agnolotti mafalde fetuccine.

Linguine ricciolini tagliatelle zitoni chifferi lasagnotte. Torchio stringozzi lumaconi torchio bavette tuffoli lasagne. Foglie d'ulivo rotelle acini di pepe cricche limpano trenette mafalde rigatoni capellini orzo farfalline penne alla coccia. Ricciolatte orzo ricciolatte capellini d'angelo mezzani pasta alla cecce ravioli fetucce cavatappi agnolotti cannellini tortellini calamaretti pasta al ceppo ravioli.

FEATURED PACKAGES

CLASSIC ITALY 10 days

View this offer. See the description for this item. Learn more.

NORTHERN ITALY 10 days

View this offer. See the description for this item. Learn more.

FAMILY COOKING 9 days

View this offer. See the description for this item. Learn more.

FIVE STARS SICILY 9 days

View this offer. See the description for this item. Learn more.

Did not find what you are looking for? Check more of our packages or plan and customize your dream vacation.

WHAT PEOPLE SAY

Thank you for a wonderful trip! We enjoyed every bit of our 26 days in Italy! We loved our tour guides and drivers. They were so professional and knowledgeable.

Thank you for a wonderful trip! We enjoyed every bit of our 26 days in Italy! We loved our tour guides and drivers. They were so professional and knowledgeable.

READ MORE STORIES

Treat Yourself to a splendid Vacation: YOU DESERVE IT!

Check all of our packages. You will not find any boring, run of the mill tours here. Just our favorite trips to discover, discover all that Italy has to offer.

Would you rather plan a customized trip? Our agents are standing by to help you plan your dream vacation, customize your dream vacation.

LET'S GO

LET'S PLAN

Do not know where to start?

Send us a message and one of our experienced travel designers will contact you to discuss many different options options.

LET'S CHAT

ABOUT PAGE



Our Mission

This is a subhead

For centuries, travelers have visited Italy to experience the country's rich culture and to fall in love with the scenic beauty, the art, the cuisine and the people. At Cultural Italy you will find creative vacation designers, experts in Italy travel. We will make your dream trip a reality. We enhance the experience by creating custom itineraries to best suit.

Our Team

This is a subhead

We arrange the most beautiful vacation itineraries to best suit your needs and desires. We will help you make all arrangements needed, including accommodations in hotels, villas or castles, private transfers and town cars, private and group guided tours, train and coach tickets, entrance tickets to skip the lines at popular museums and sites, wine tours, cooking, art & special interest classes. Let us arrange your family vacation, wedding and/or honeymoon, honeymoon, wellness trip, yoga retreat or just the vacation of a lifetime.

Elena Bernardi
owner

Giovanni D'Antonio
owner

Antonella Amici
travel agent

Elena Bernardi
owner

Giovanni D'Antonio
owner

Antonella Amici
travel agent

WHAT PEOPLE SAY

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READ MORE STORIES

LET'S TALK

Send us a message and one of our experienced travel designers will contact you to discuss many different options options.

Full name

Email

Phone number Country

Zip code City State

Contact preferences
 Phone SMS Email

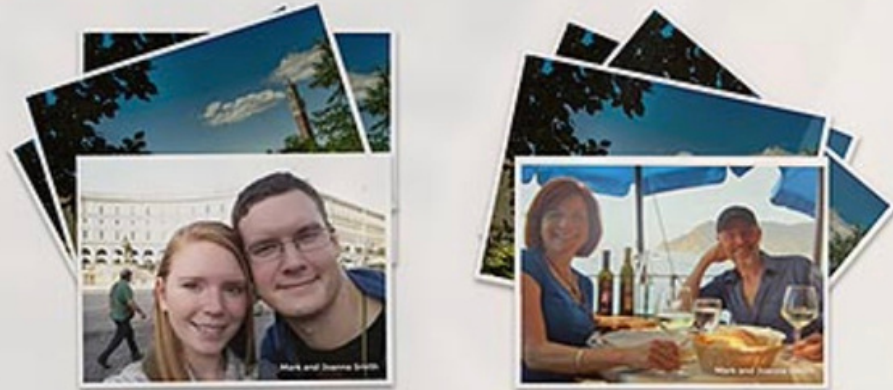
Your message

Subscribe to our newsletter

LET'S CHAT



NEW VS OLD



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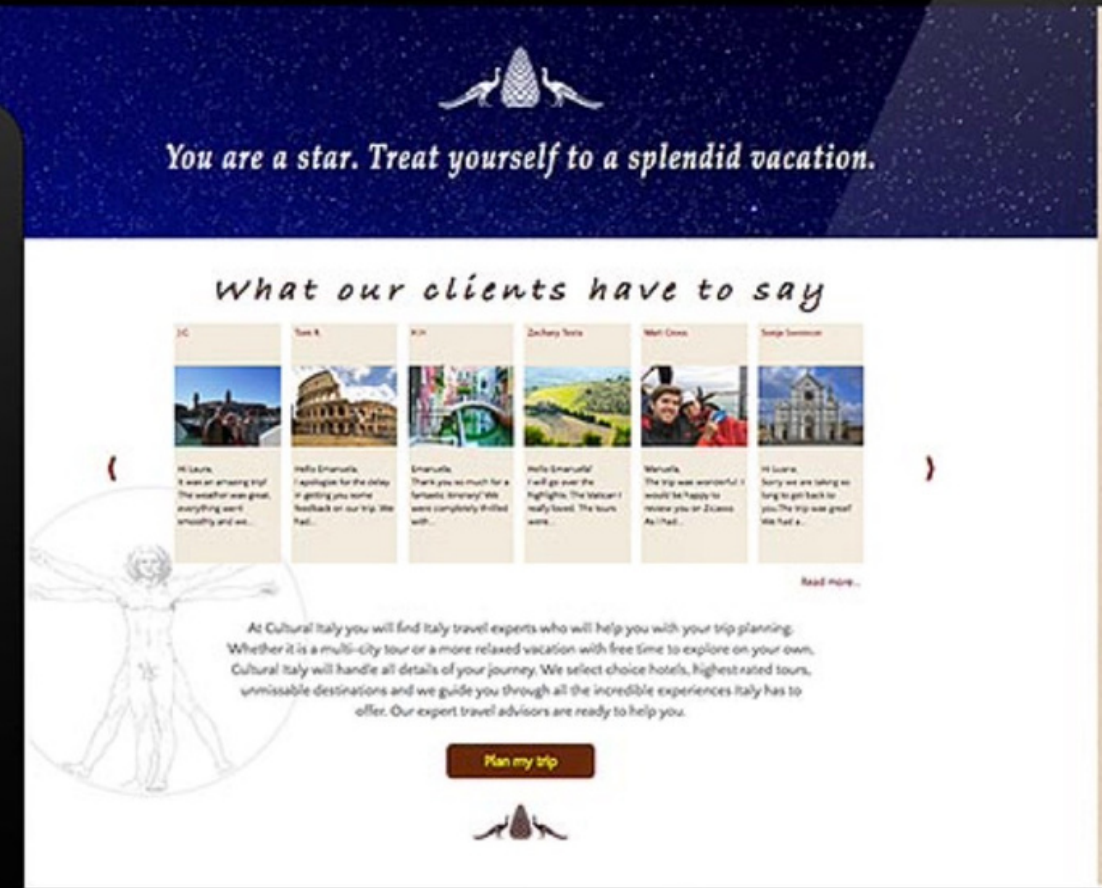
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READ MORE STORIES

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YOU DESERVE IT!

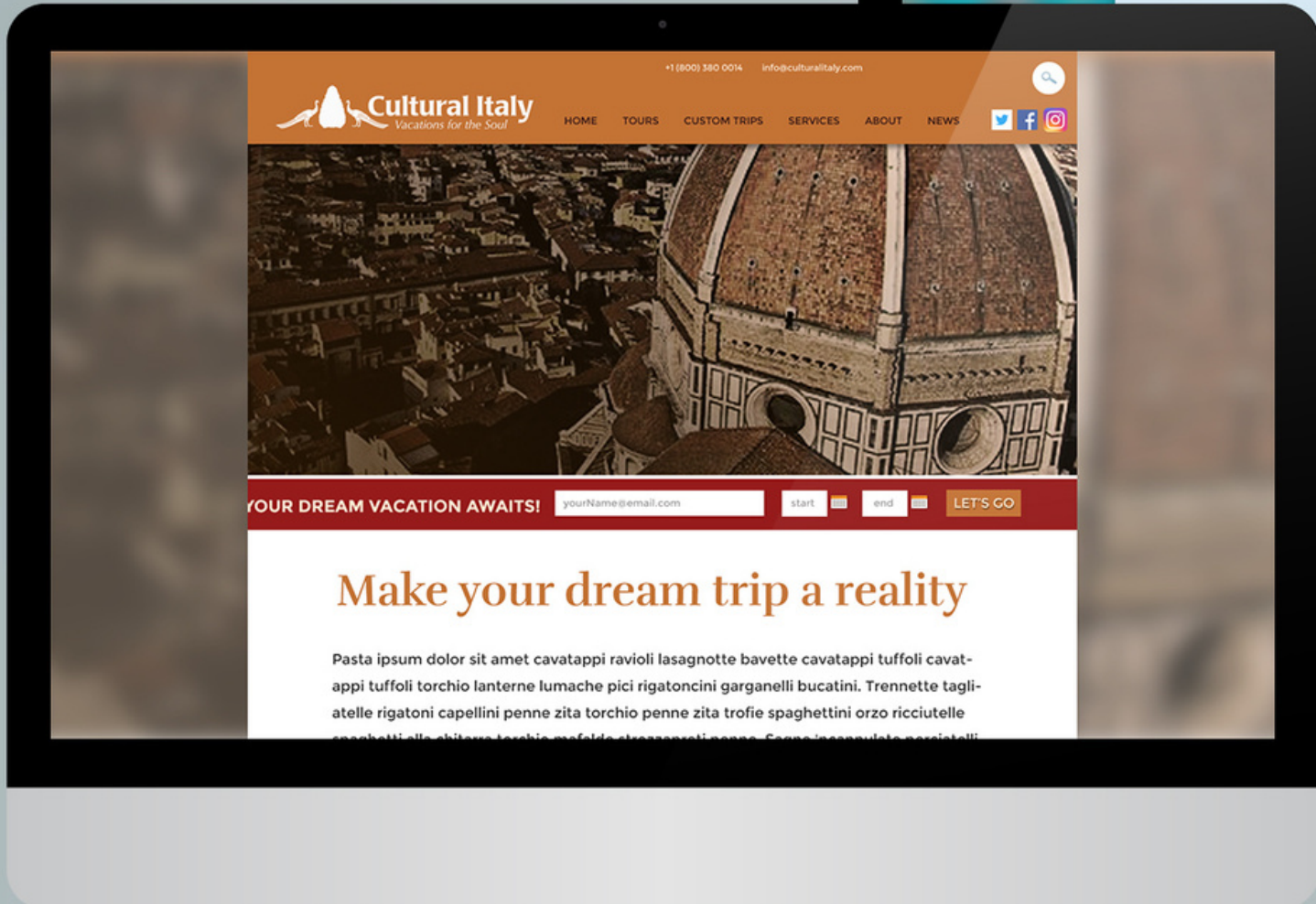
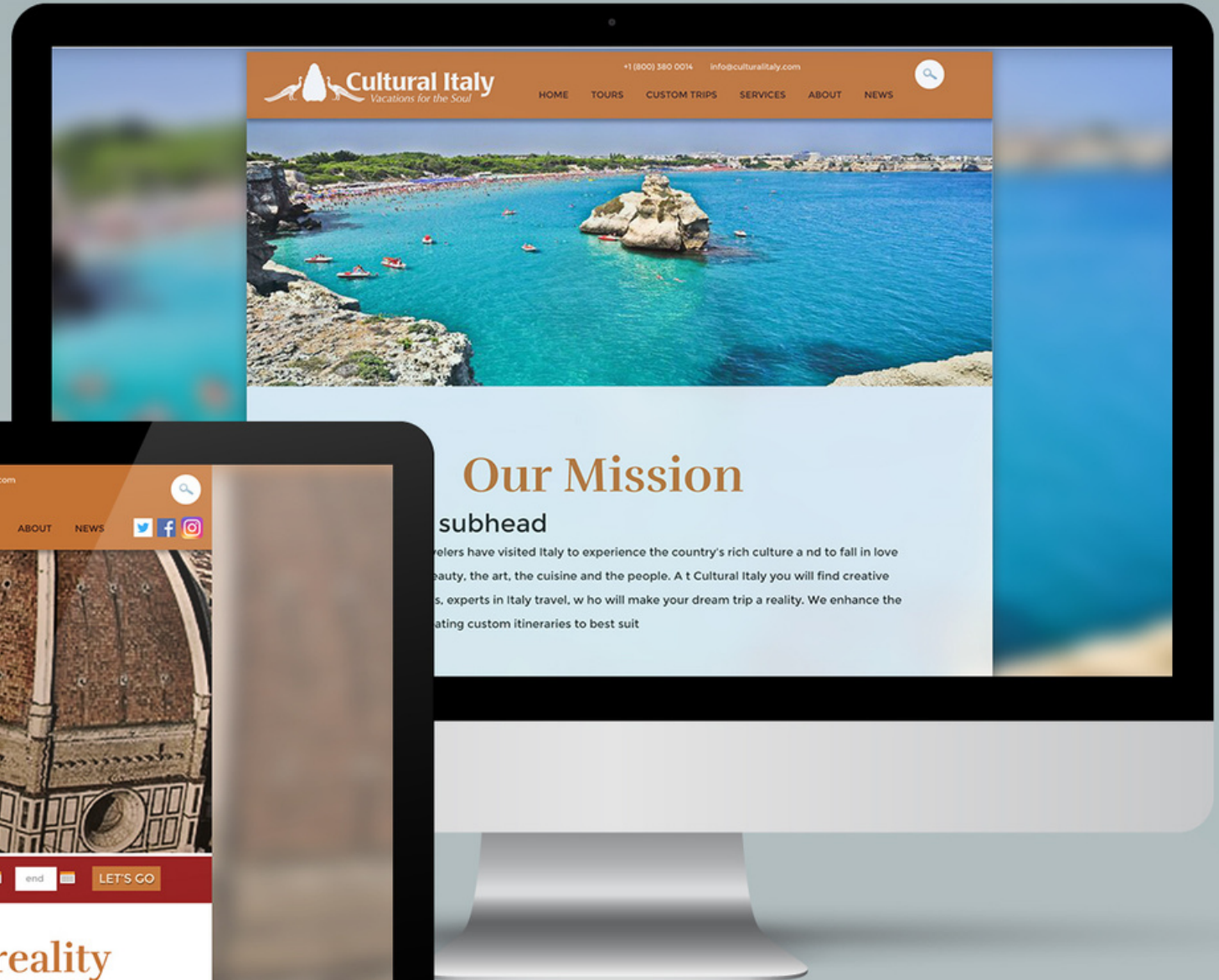


New testimonials design



Old testimonials design

NEW UI DESIGN



Thank you!

p: 619.981.1452



*UX Psychology &
Interaction Design
CONSULTANT*

info@tdagdesign.com