

WELCOME



Spring Tune-Up Digital Workshop

Session 1: What Makes a Nice-Looking Website

May 9, 2024

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for DigiPort at <https://nsdigiport.ca/>

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER



Maria McGowan:

- Founder of Sociable Media Inc., Maria McGowan has years of experience developing comprehensive strategies targeting the right audience and driving business growth.
- Her expertise extends to sectors such as tourism, recreation, and economic development, where she has helped numerous clients achieve their goals through effective online presence and branding.
- Her latest passion project is hosting a podcast exploring renewable energy and net zero called Reimagined Energy.

**Presented By:
Maria McGowan**

**Tourism Nova Scotia
Digital Nova Scotia**

SPRING TUNE-UP SERIES

For Nova Scotia Tourism Operators



Introduction to Effective Website Design (UX/UI)

Welcome

I'm Maria McGowan

sqciable
media

reimagined
energy



Agenda

Introduction to Effective Website Design (UX/UI)

01.

**Importance Of Good
Design**

03.

**Designing For
Your Audience**

05.

**Mobile-First
Design**

02.

**Key Components
To Add**

04.

**Visual Hierarchy
And Layout**

06.

**Website
Accessibility**



This is an interactive session



Provide your answers in the chat



Importance of Good Design

Poor Design and Content Drive What
Percent of Web Visitors **Away**:

A: 84%
B: 38%
C: 62%



Importance of Good Design

Poor Design and Content Drive What Percent of Web Visitors **Away**:

A: 14%

B: 38%

C: 62%





User Experience

A well-designed website will make it easier for users to navigate and find the information they are looking for. This can lead to higher engagement and conversion rates.

Importance of Good Design

Why it matters



SEO

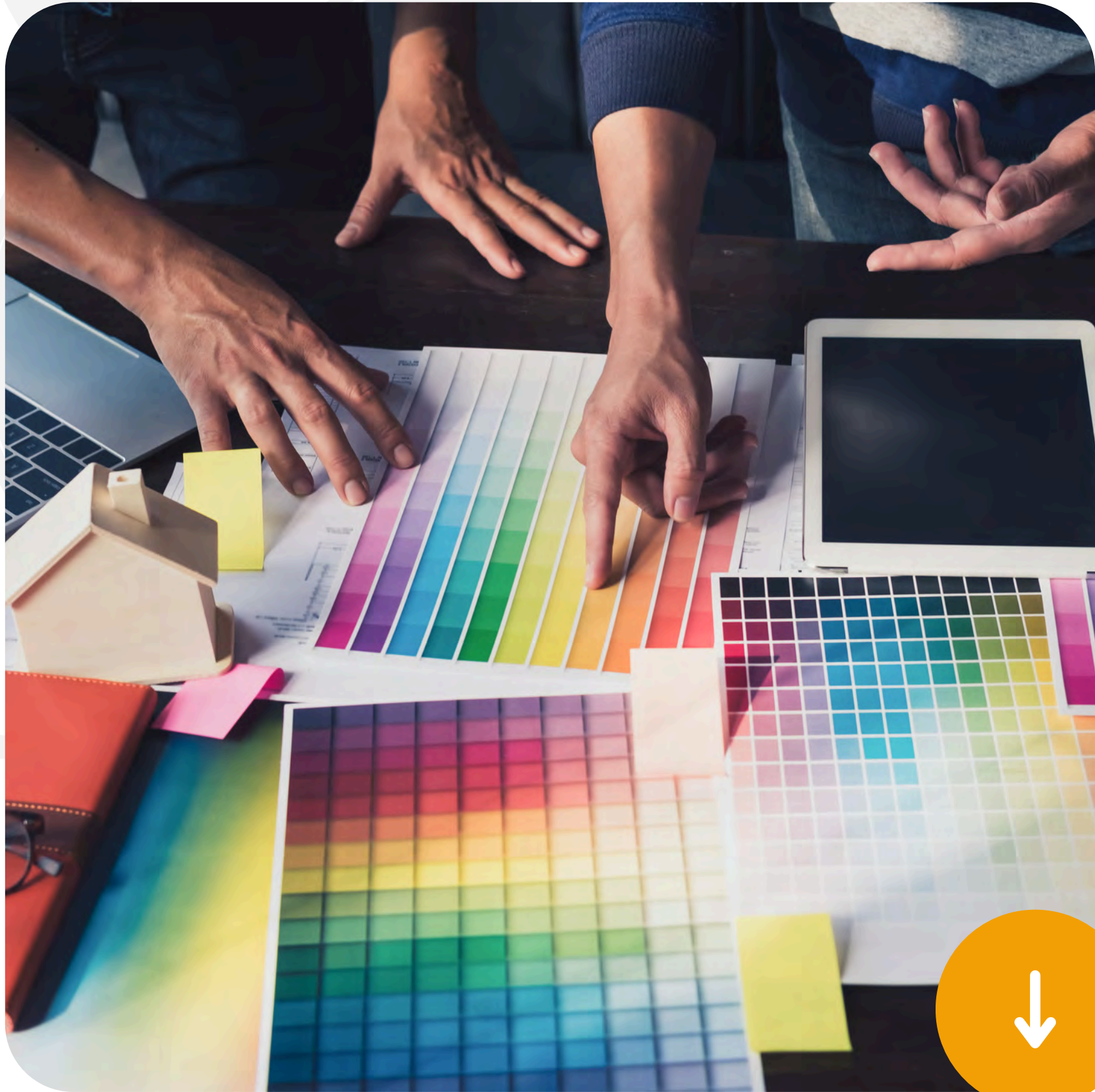
Good design practices, such as mobile responsiveness and fast loading times, can improve a website's search engine ranking. This can help to drive more organic traffic to the site.



Branding

A visually appealing and cohesive design can help establish a strong visual presence and build user trust.





Importance of Good Design

Why it matters



Accessibility

A well-designed website is accessible to all users, including those with disabilities.



Competitive Advantage

A poorly designed website can turn users away and drive them to a competitor's site.

Key Components



01

Things To Do

02

Booking Links

03

Testimonials

04

Images

05

FAQs

01

Things to do



Your things

Examples of how people can get the most from their visit with you

Community things

Events, Farmers Market, Festivals, Sites of Interest

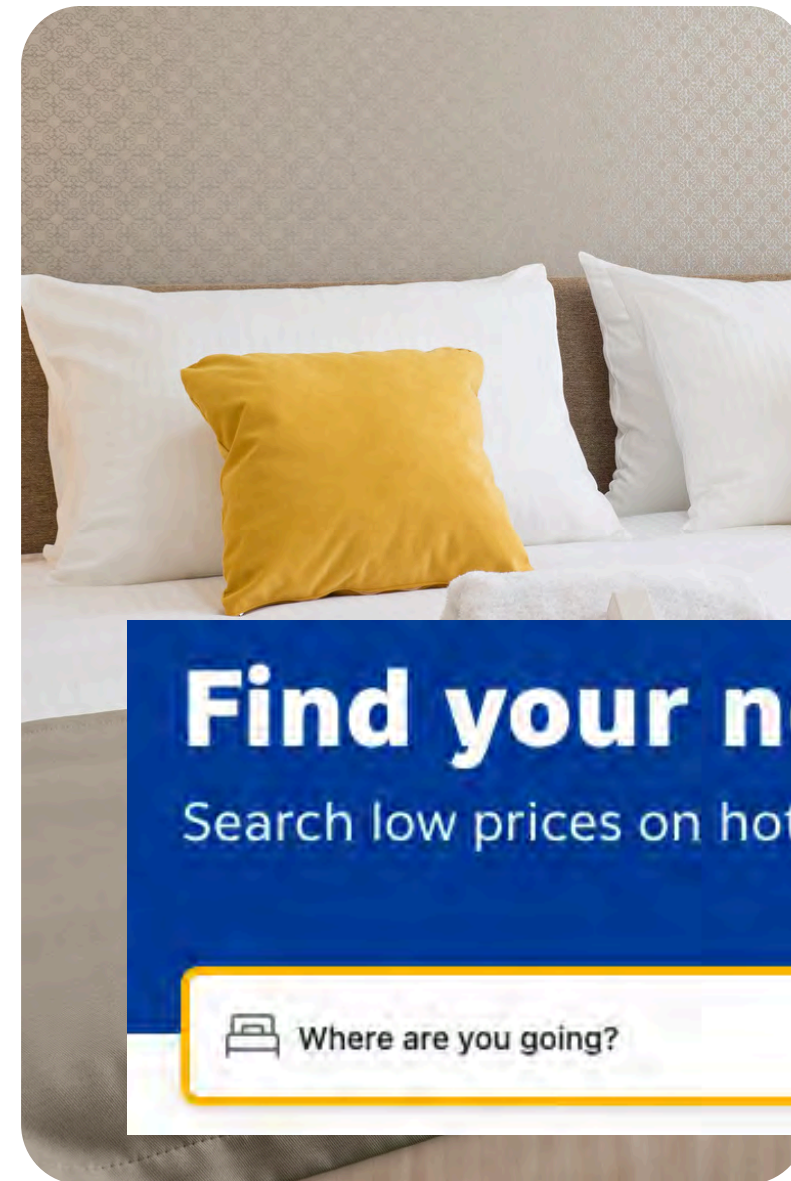


Partner things

Shout out to another tourism business that you can help promote

02

Booking Links



Online Booking

Over 80% of travelers worldwide prefer online booking services.

Find your next stay

Search low prices on hotels, homes and much more...

Where are you going?

Check-in date — Check-out date

2 adults · 0 children · 1 room

Search

Add widgets

Make sure it is mobile-responsive and user-friendly

Link to sales channels

I.e. Expedia, Booking.com, and TripAdvisor to expand your reach and boost bookings.

03

Testimonials

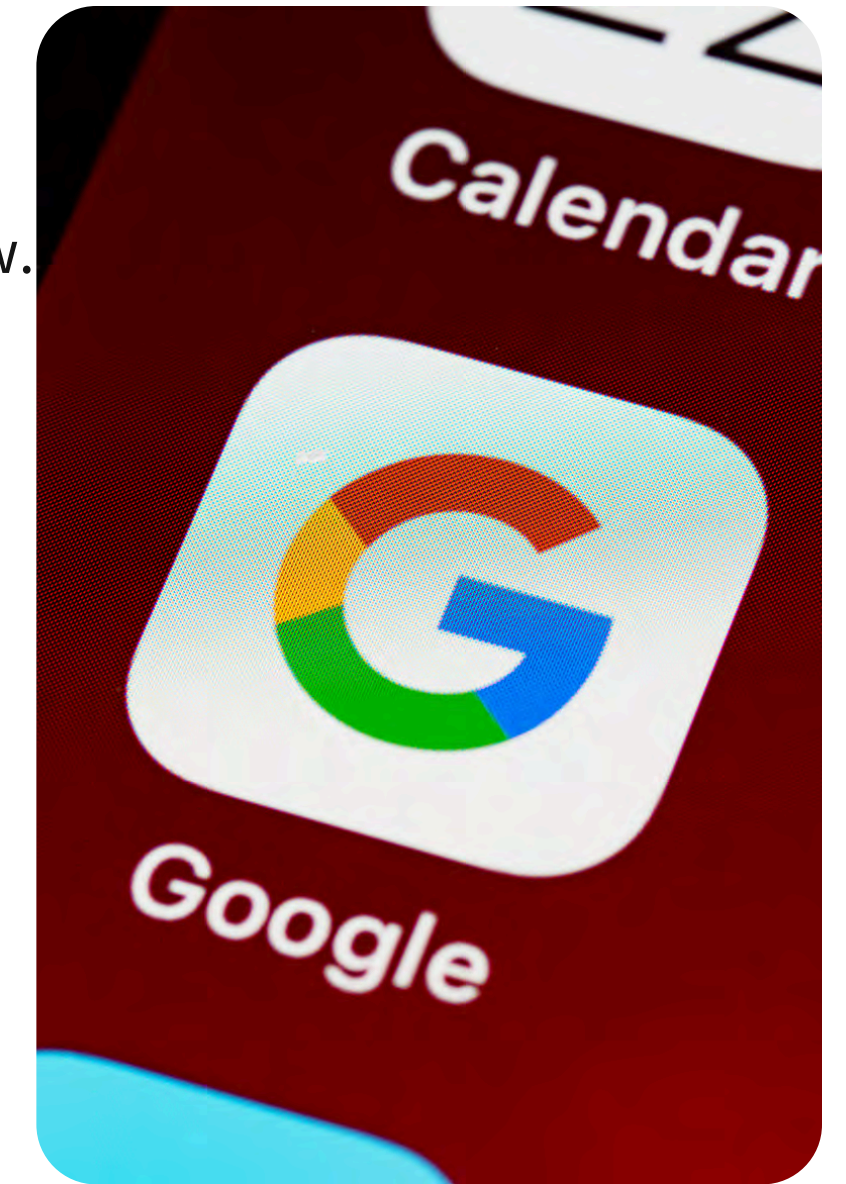


Don't Be Shy

If you ask, people will respond.
People always check reviews.
People go more with what others
say.

Reach Out

Previous guests? Ask for a review.
Make it easy for them.
Always thank.



Where to Ask

Website, Sales receipts, QR codes,
Signage, Social Media.
I.e. Google Reviews

04

Images



Great Quality

No blur zone

Tell A Story

Show in-action pictures of people enjoying your business.

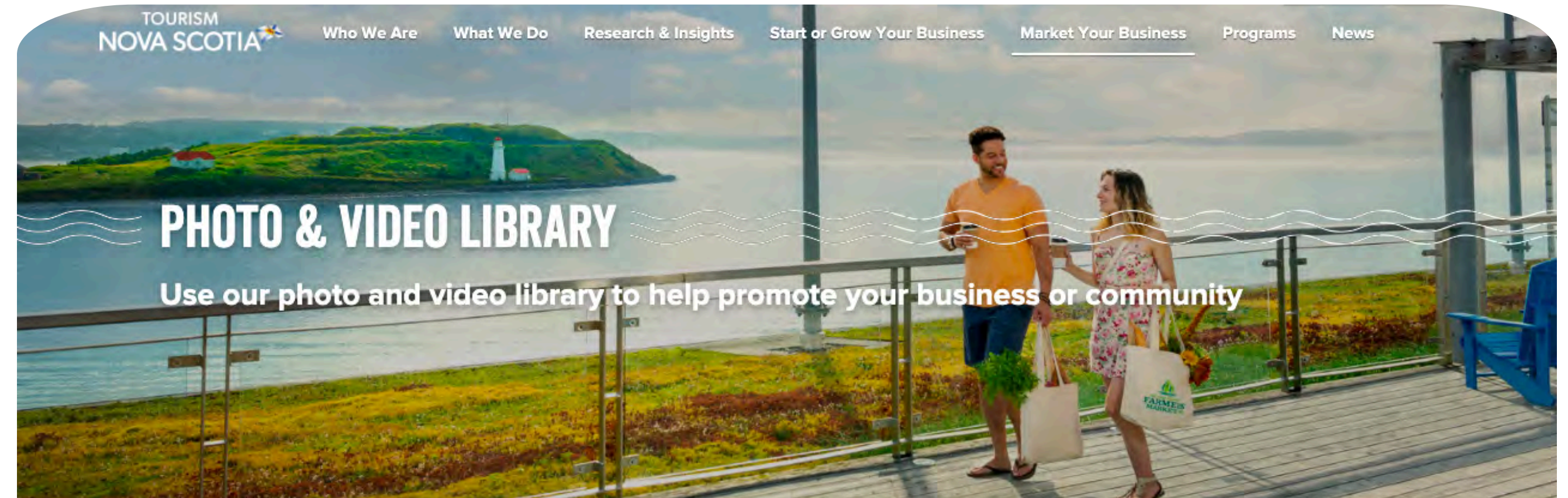


People and Pets

People can associate themselves there by seeing others.

Tourism Nova Scotia Digital Asset Library

Images



[Home](#) | [Photo & Video Library](#)

Photo & Video Library

You can take advantage of Tourism Nova Scotia's extensive library of high-quality photos and videos to help promote your business and/or region. Appealing visuals can help grab a potential visitor's attention and give them a sense of what they can expect when they come to Nova Scotia.

Our library is available to tourism businesses and organizations for the purpose of promoting travel to and within Nova Scotia.

[Register to Access the Digital Library](#)

For more information about using the library, contact:

Emily Hiltz

Marketing Coordinator

902-790-0950

emily.hiltz@novascotia.ca

05

FAQs

Examples

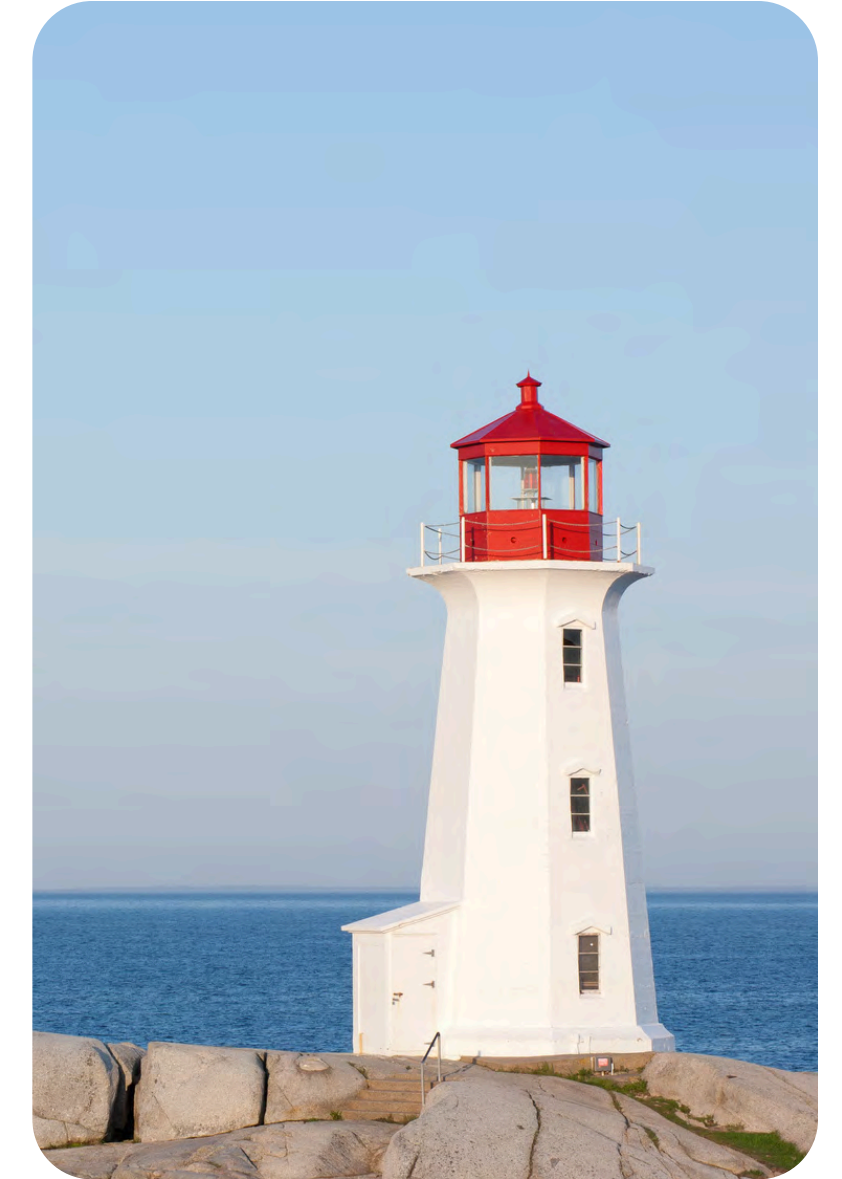


Saves time

Reduces the same questions being asked.

You're listening

Demonstrates that you are organized and care about their experience.



Expectations

An FAQ section is required on all websites, which is often the most visited section.

Importance of Good Design



What Percentage of Consumers Favour Images Over Other Visual Elements on Websites?

A: 25%

B: 35%

C: 40%

Importance of Good Design



What Percentage of Consumers Favour Images Over Other Visual Elements on Websites?

A: 25%

B: 35%

C: 40%



The type of image matters. Original images (no iStock) tend to drive 20% more engagement than stock photos

Websites with images and videos see up to an 80% increase in user interaction.



Designing For Your Audience





The hallmark of a successful product is that it solves a problem for the user.

User-Centred Design

What is it?



It's not about you

User-centred design (UCD) focuses on product users. Seems obvious, right?



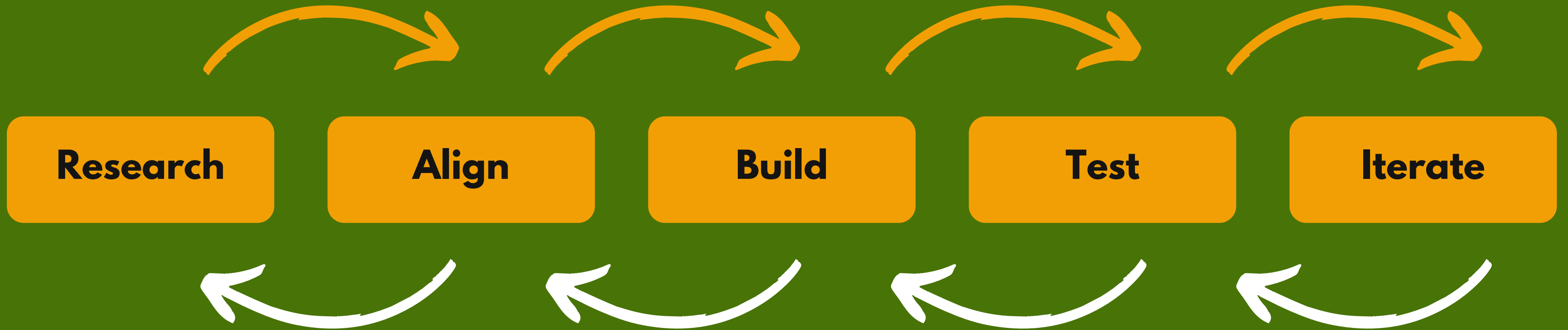
Shifts the focus

Focus is back to the user by prioritizing them and framing all content around their feelings, needs, and goals.

“Are you...?”

“If you have...”

User-Centred Design Steps



User-Centred Design Steps

To design **for** users, you need to design **with** users.

Research

Who are your customers?

Where, When, How your customers engage

Ask questions (surveys)

Align

Benefit users and you alike.

Weigh your features and pick those that provide both user value and a high return on investment.

Build

Go through the steps people take to engage with your business.

Make it easy for them.

Test

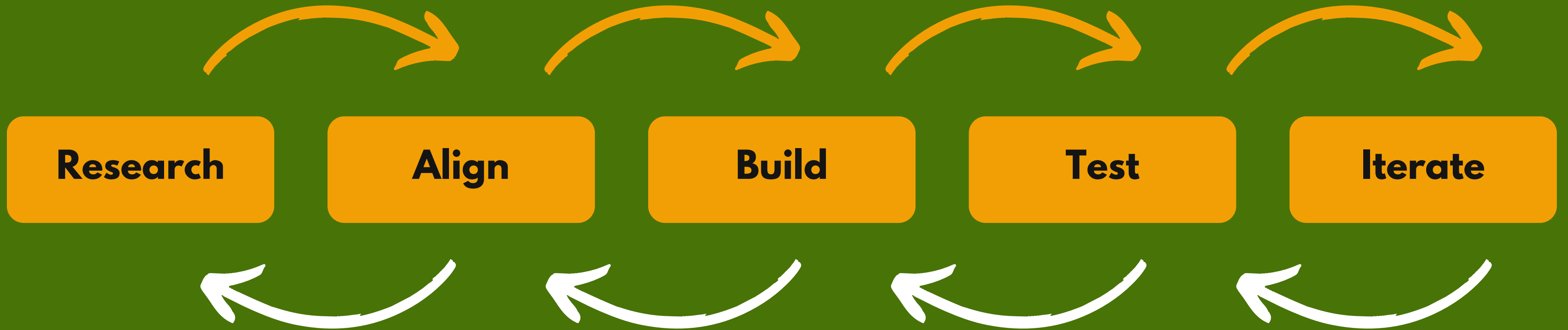
How well is your product addressing the challenges of the visitor?

Get feedback from others.

Iterate

Ask yourself if there are any ways to improve - whether you've taken the visitor fully into account and met your business requirements.

User-Centred Design Steps





Chatbots 2.0

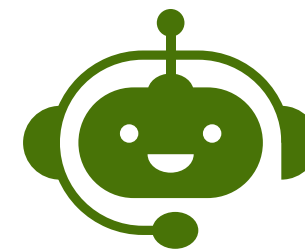
Access slidedeck



Chatbots

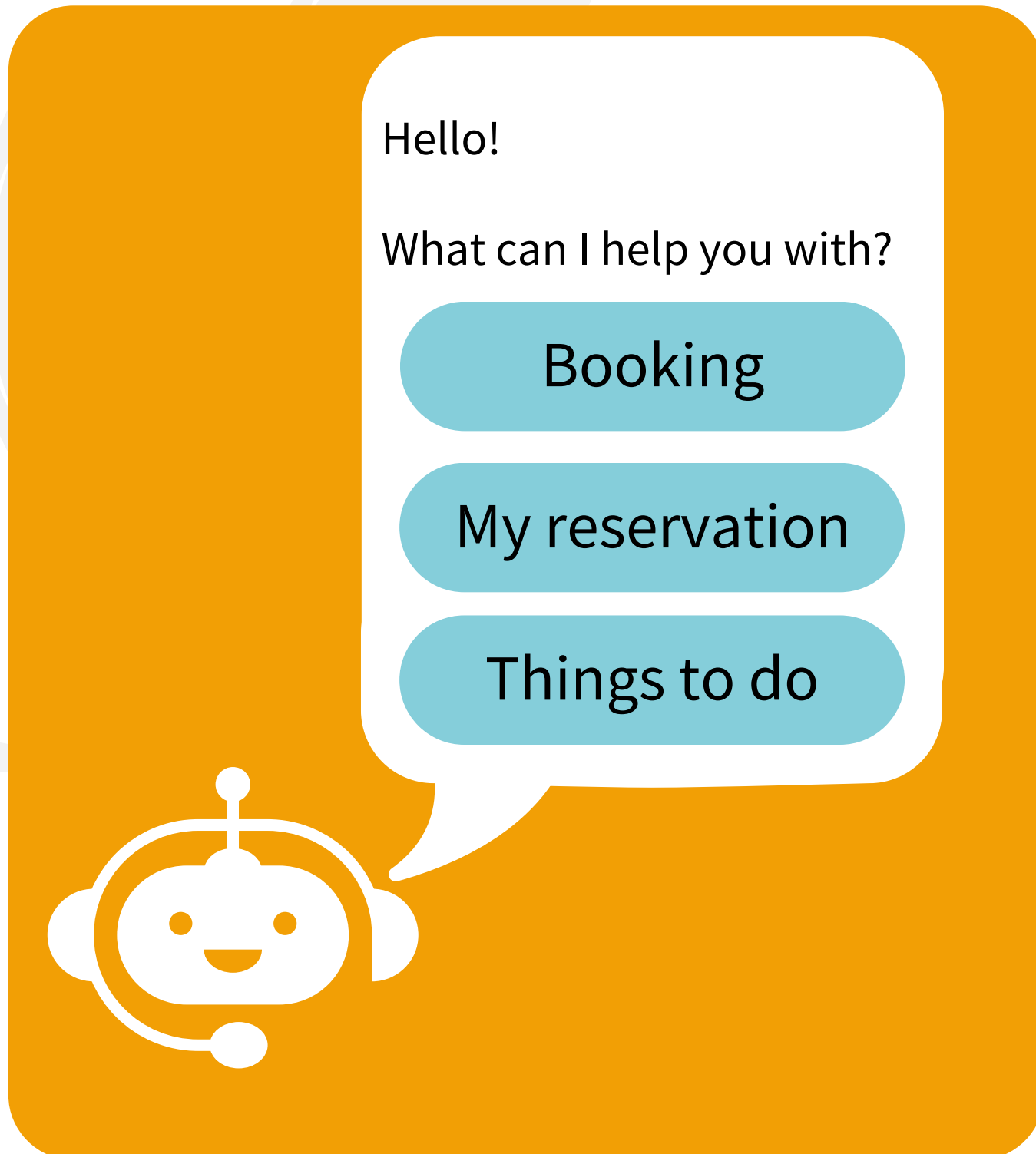
**You use AI everyday and
you don't even know it**

Advantages



- Instant communication
- 24/7 availability
- Cost savings
- Saves time
- Increased revenue
- Powerful insights

How to Build a Chatbot for Your Website



Decide what type of chatbot is best

- Customer Satisfaction
- Booking
- Answer Questions

Give your chatbot a personality

- Casual language
- On-brand emojis
- Inviting images or gifs to accompany the text
- Friendly avatar image
- Creative name for your bot

Create your chatbot conversation flow

You need to create rules and how info can be organized



Visual Hierarchy & Layout

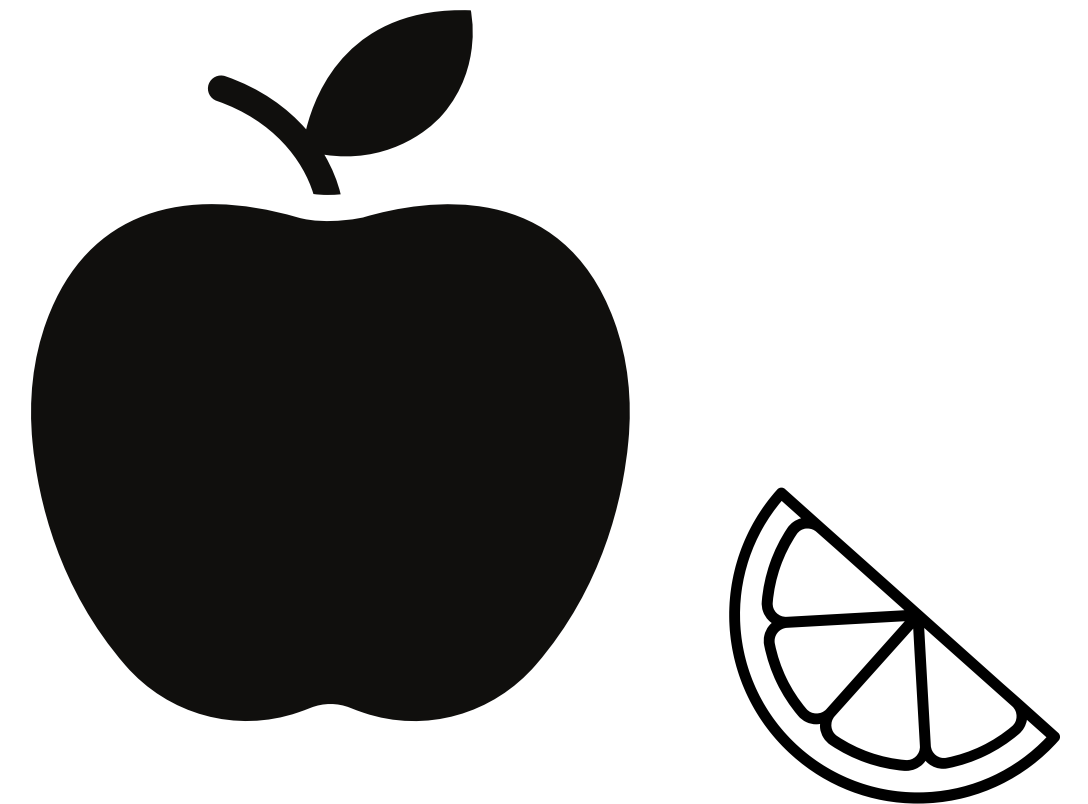
Visual hierarchy is about arranging elements to show their order of importance.

Visual Hierarchy & Layout

What it can look like

Size and Scale

You can place more emphasis on creating larger elements according to importance



Colour and Contrast

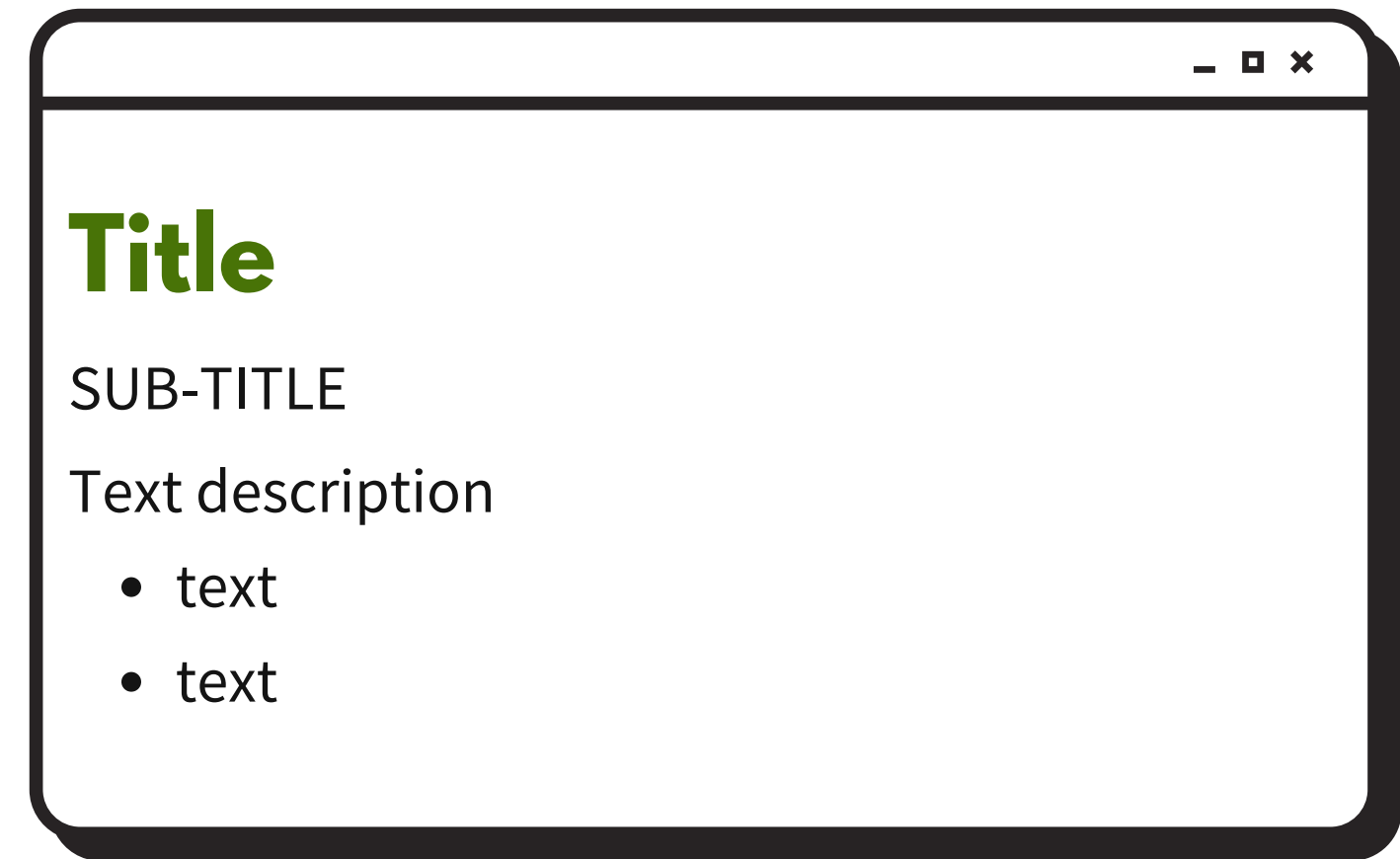
Brighter elements can appear more prominent

Visual Hierarchy & Layout

What it can look like

Typographic Hierarchy

Fonts of different sizes



Alignment

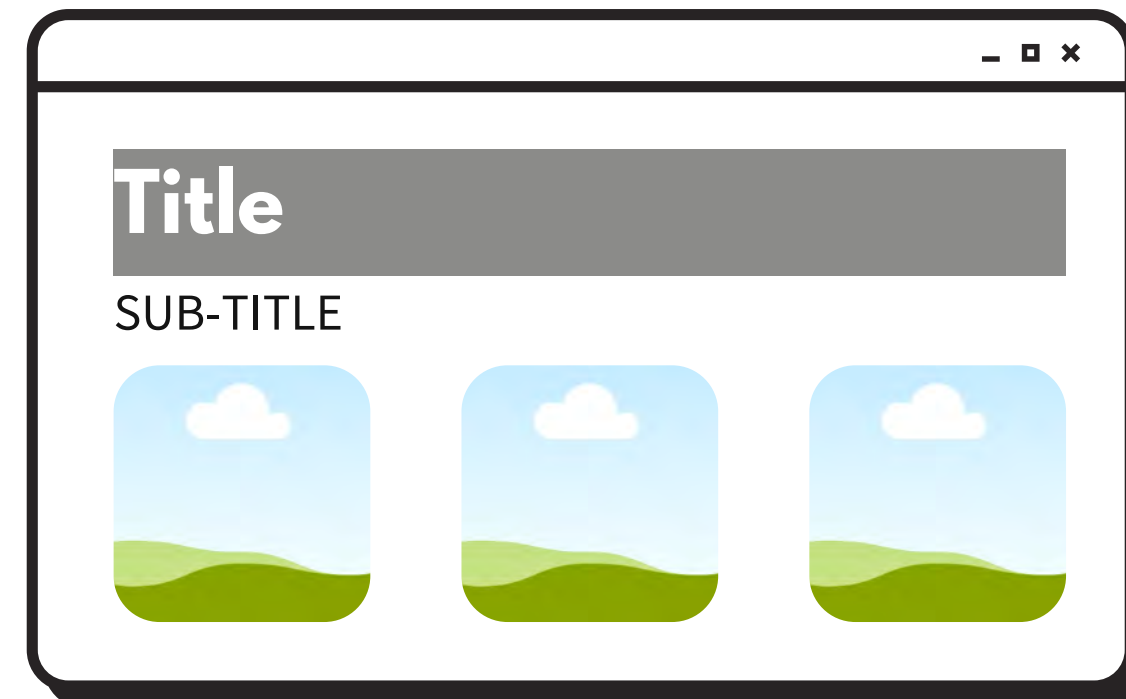
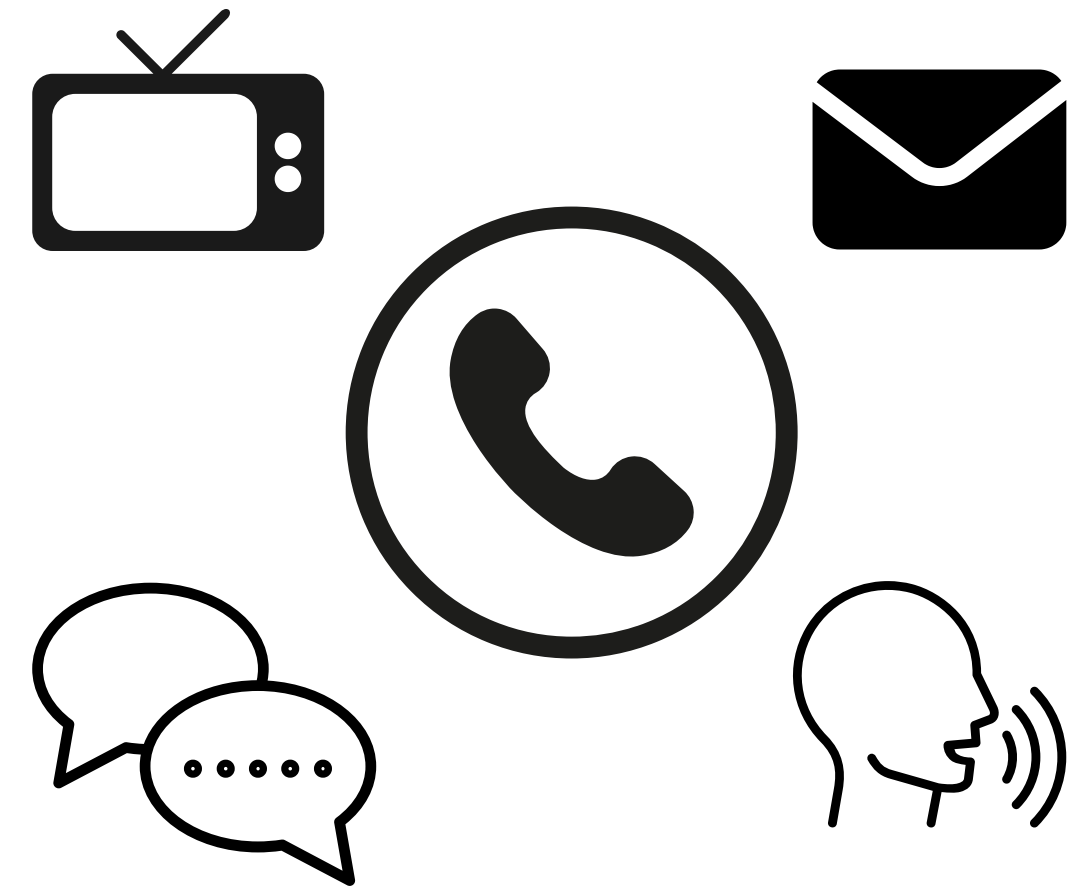
Gives the sense that all things are equal

Visual Hierarchy & Layout

What it can look like

Rule of Odds

Odd-numbered groups of elements look better than even-numbered groups. Think 3's or 5's



Repetition

Repeating headers and colours throughout the website creates a pattern

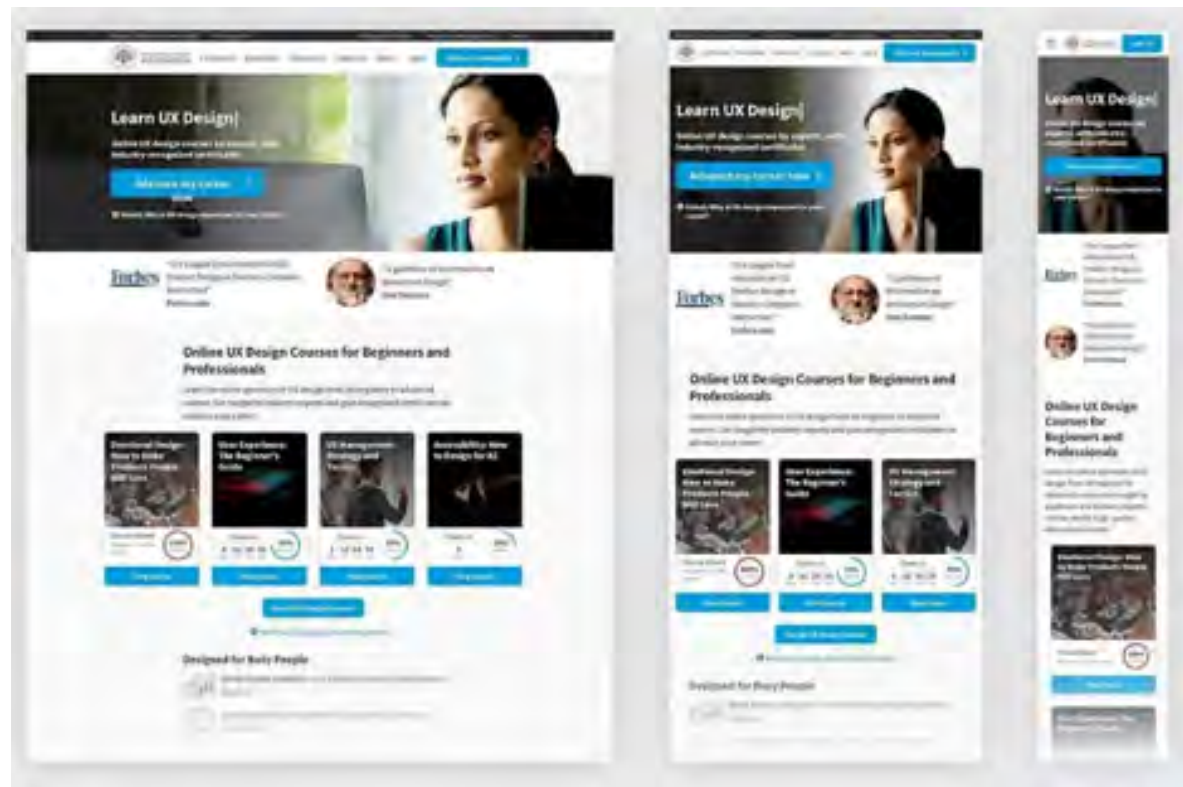
Visual Hierarchy & Layout

Symmetry in design

- Brings a **sense of order and harmony (balance)** to a design, making it easier for users to navigate and understand the content. It helps guide the user's eye and creates a natural flow
- Our brains naturally recognize and appreciate **patterns**. Users are more likely to trust and engage.
- Perfect symmetry in design also promotes **stability and consistency**, giving users a sense of reliability

Examples

- Grids
- use the same size and shape for all buttons (consistency)
- Distribute elements evenly, align text and images
- Ensure colours are evenly spaced, colour balance



Visual Hierarchy & Layout

What it can look like

Focal Point

The most prominent element on a page, and where the visitor “starts” before looking at other elements.

Typically focal points are headlines, call-to-action (CTA) buttons, and other clickable objects.

Plan and organize content

Organize, sort, and list all of your available content on a spreadsheet or document. This allows you to identify which content to include in various devices, and which are better left out.

What would be the Focal Point on **your** website?

Mobile-First Design

Start your website design with mobile users in mind **first** and then scale up to larger screen sizes





The user experience should be optimized for smaller screens because slower internet connections are common on mobile devices.

Mobile-First Design

Key Principles



Prioritize Content

Focus on the most important content and features for mobile users, and progressively enhance the design for larger screens.



Simplified navigation

Use simple navigation patterns that work well on touch screens.



TEST:

Mobile phones have different screen sizes, and so do tablets. Make sure you test how these display before you publish.

Mobile-First Design

Key Principles

Fonts, buttons and links

Strategically place text, buttons and links for easy access. Button position matters (place them at the bottom or at the center of the screen)

Optimize images and videos

Optimizing images and videos for websites is crucial for faster loading times.

Reduce file size for images and use brand colours instead of large images.



IMAGE SIZES:

Anything bigger than 20 megabytes in size can dramatically impact your website speed. Smaller images (up to two megabytes in size, but around 500 kb) are better in most cases.

Mobile-First Design

Key Principles



Give the eyes room to breathe

Try not to cram content - say more with less. Space photos and text.



Free check: amiresponsive

<https://ui.dev/amiresponsive>

Mobile-First Design



Over __% of Visitors Prefer Mobile Websites Over Desktop?

A: 84%

B: 74%

C: 44%

Mobile-First Design



Over __% of Visitors Prefer Mobile Websites Over Desktop?

A: 84%

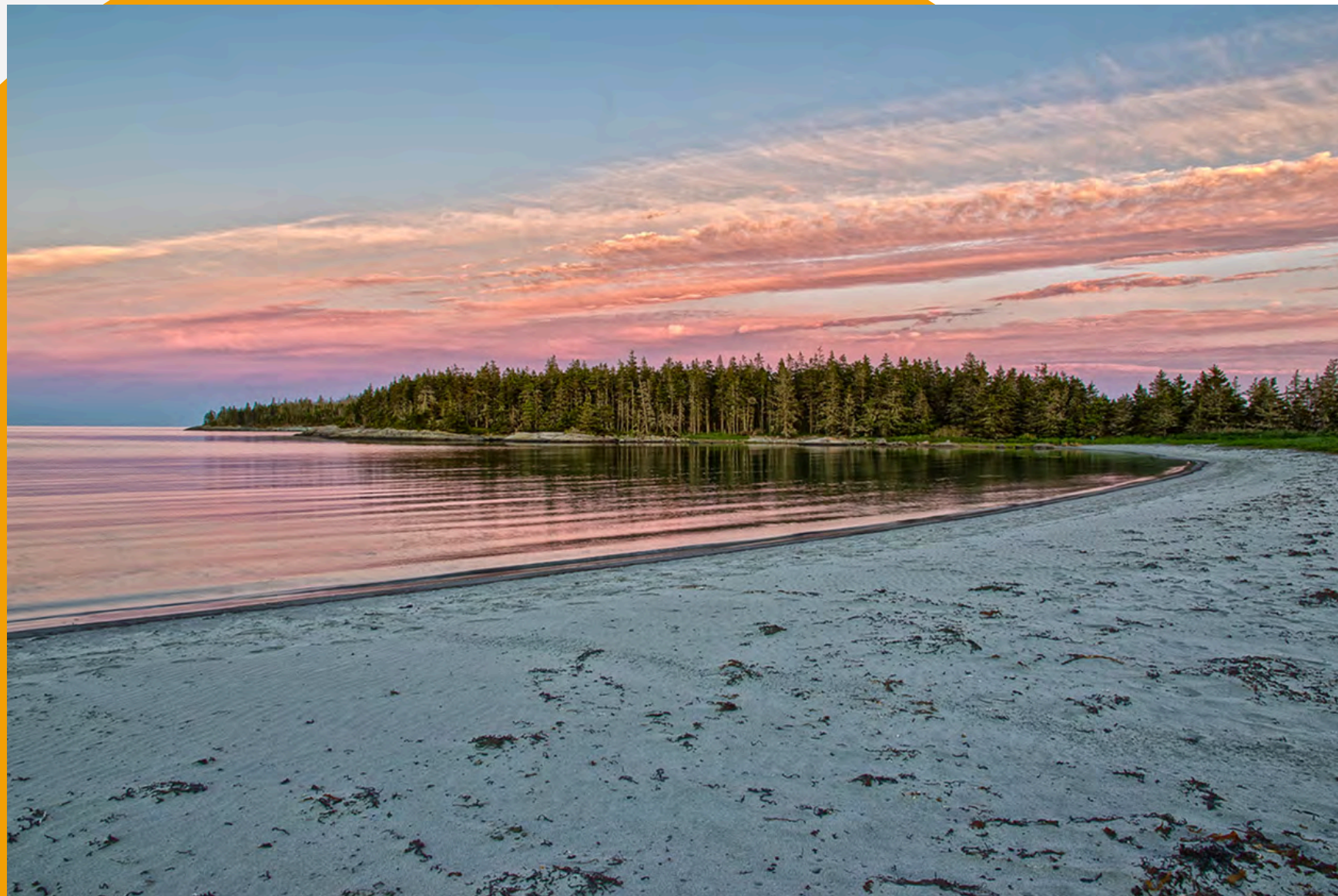


B: 74%

C: 44%

Website Accessibility

Building inclusive websites is **not just good practice but also essential** to meeting international standards.



Website Accessibility



According to the World Health Organization, how many people have vision impairment or blindness?

A: 500 million

B: 750 million

C: 1 billion

Website Accessibility



According to the World Health Organization, how many people have vision impairment or blindness?

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C: 1 billion ←

Website Accessibility

What it can look like

Alt text for images

It's brief description of an image that is used by screen readers to describe the content of the image to visually impaired users. **(SEO)**



Alt text:

✓ Woman practicing yoga **(SEO)**

✗ img1089.png

Provide transcripts for videos



Clear Print Accessibility Guidelines

Print that's easy on the eyes

Source: CNIB

Contrast

Use high-contrast colours for text and background.

Good examples are black or dark blue on a white or yellow background or white/yellow text on a black/dark blue background.

Point size

✓ Minimum 16-18 pts

Letter spacing

✗ Don't crowd your text: keep a wide space between letters.

Font heaviness

✓ Choose fonts with medium heaviness and avoid light type with thin strokes.

✓ When emphasizing a word or passage, use a bold or heavy font.

✗ Italics or upper case letters are not recommended.

Website Accessibility

What it can look like

Text size and colour contrast

Provide a way to increase the text size or change the contrast for low-vision users.

Avoid using flashing or blinking content that could trigger seizures.

Use clear and easy to read fonts and colours



Arial and Verdana are good choices.

Coming up

Thursday, May 16 at 10am **Content Development**

Thursday, May 23 at 10 am **SEO Strategies for Tourism Websites**

Thank you

Maria McGowan 

UPCOMING WEBINARS

- **Spring Tune-Up Digital Workshop** – Presented by Maria McGowan (Sociable Media Inc.)
 - **Thursday, May 16 @ 10:00 am** – Get to the Point: Craft Web Content that Shines (*Session 2*)
 - **Thursday, May 23 @ 10:00 am** – SEO Strategies for Tourism Websites (*Session 3*)
- **Thursday, May 30 @ 10:00 am** – Navigating the Transition to Online Booking. Presented by Jide Adesalu (Microhills Inc.)
- **Thursday, June 13 @ 10:00 am** – Pocket Production: Short Video Mastery for Tourism Businesses. Presented by Will Yang (Differo Marketing)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

RADIATE



Applicants can develop and market up to two fall or winter tourism packages appealing to local and Maritime travellers, and will be supported with development and marketing activities such as:

- Target market research insights
- Coaching and tools for package development and positioning
- Feature on a NovaScotia.com landing page
- Inclusion in seasonal digital marketing campaigns created and delivered by TNS

Application deadline:

Wednesday, May 22, 2024
4pm

<https://tourismns.ca/radiate-tourism-program>

EXPORT Travel Trade Program

The Export Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with tour operators and travel agents to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

Application deadline:

Stream 1 Travel Trade Readiness: **June 30, 2024 at 4:00pm**

Stream 2 Marketplace Support: **May 31, 2024 at 4:00pm**

<https://tourismns.ca/export-travel-trade>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate X (formerly Twitter): <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>