Developing a Website for Nordic Inn Travel Oy by Wix

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The purpose of this thesis project was to develop a website for Nordic Inn Travel Oy. The case company is a small company, which provides travel services for Chinese tourists. The company wants to attract more customers and extend the Chinese market. In this project, the objective was to design and develop the layout and content for the website of the case company using Wix, an online website builder. The website should meet the case company's requirements, containing the required features and functionality.

The online website builder, as a convenient and user-friendly platform, allows people without professional IT knowledge to build a website. It is suitable for small companies so that companies can manage and update the website by themselves.

In the theoretical background, this thesis report justifies the importance of websites for small companies. At the same time, the process of web development is introduced, which supports the author in building a website for the case company. Based on the features and functionality of the website, some technical tools and platforms were selected to facilitate website design and development. Both quantitative and qualitative research methods were used for collecting data. A semi-structured interview was conducted with the employer of case company and a survey was carried out for usability testing.

The web development project began with gathering information about detailed requirements from the client company. Then, in the planning phase the structure and interface were designed. In the design phase, both visual content and text content were confirmed. After the design phase, all web pages were created in the development phase and the content and functions were added to the website. The last two phases were testing and maintenance. In this project, all processes of website development went well. The client company participated in some processes and gave useful suggestions and feedback. Finally, the entire website could work correctly and meet the client company's needs. The company was satisfied with final product.

Keywords: Online website builder, Nordic Inn Travel Oy, Website development

Contents

1 Introduction

With the booming development of Information Technology in recent years, as one of the most important IT products, the internet is playing an essential role in business. The internet has been the most straightforward approach relating companies to customers, which brings huge benefits to the company. The company can utilize internet tools, such as social medias and websites, to complete a commercial activity. (Vijay 2016) Lorraine Stickley (2016) indicates that the website can establish a connection between small companies and the increasing number of online customers. One benefit of having a website is that the website can bring small companies profits by selling more products or providing more services. Another benefit is to make a distinction between the companies and competitors who do not have a website. In this project, Nordic Inn Travel Oy, as a traveling service company, prefers to build a website for increasing competitiveness.

1.1 Case company

Nordic Inn Travel Oy is a small company which provides traveling service for customers in the Nordic area. The company established in 2017 and is located in Vanta, Finland. The employer of this company is Chinese, and almost all customers served are from China. So, China is the primary market that Nordic Inn Travel Oy is focusing on. As for the service that Nordic Inn Travel Oy provides, unlike general traveling agency, this company does not provide group tour guide service for both the short and long term. The providing services include consultation service, ticket service, shuttle service and booking service, involving hotel booking, car rental booking, restaurant booking, etc.

Since established in 2017, with smooth development and operation, now, Nordic Inn travel Oy have some stable customers source from China. In 2019, the average number of customers that the company treated per month was over 100 persons. The total revenue in 2019 at Nordic Inn travel oy was about 300000 euros.

Two main channels support the customer source of Nordic Inn Travel Oy. Firstly, this company is cooperating with the traveling agency in China stably. In China, the local travel agency is responsible for looking for customers who want to visit the Nordic area. Then, Nordic Inn travel Oy will serve those customers in the Nordic area. Another channel is those previous customers that Nordic Inn Travel Oy served will recommend their family or friends to visit the Nordic countries and choose this company.

Chinese overnights in Finland

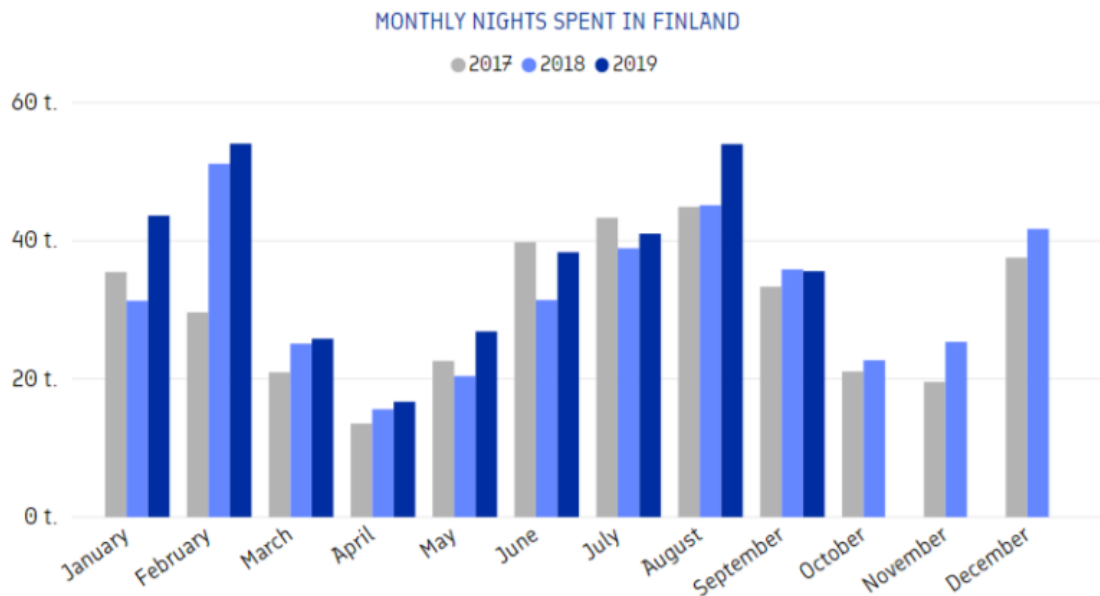**MONTHLY NIGHTS SPENT IN FINLAND**
● 2017 ● 2018 ● 2019

Figure 1 Chinese overnights in Finland

According to the data published in CHINA 2019-2 VF Market Report, the monthly nights Chinese spent in Finland in 2019 is higher than the number of every month in both 2017 and 2018. It means, compared with 2017 and 2018, in 2019, more Chinese preferred to visit Finland and would stay in Finland longer. The trend indicates that more and more Chinese tourists are willing to visit Finland in the future. Therefore, in order to catch more potential customers in Chinese market, Nordic Inn Travel Oy decided to build a website. Especially after researching the competitors in Helsinki, none of the competitors have their websites. So, having a website for Nordic Inn travel Oy is necessary to keep unique advantages.

1.2   Objectives

The primary objective of this project is to design and develop the layout and content of the website for Nordic Inn travel Oy. The staff of the case company does not have professional knowledge of IT or Coding. The employer has requirements on the web development platform. The platform should be ease-operating so that the staff without IT experience can manage the website and update content in the future. Therefore, using an online web builder is an optimal choice. According to the requirements of the case company, the website structure should be logical and the layout should be clear. The content should be accessible and attractive as well. Therefore, to complete this project successfully, the author not only needs to have relative web design knowledge but also can carry out the research to gather

information. By combining with valid information, the author can design and development a website which is meeting case company's demand.

There are several specific objectives of the web development project.

- As a functional website, the website can work without any error and can keep stable operation.
- Since the website is facing Chinese market and is used by Chinese Customers, the language of the website should be in Chinese.
- The website interface needs to be easy-read and use-friendly to provide users a convenient experience.
- The service or product that Nordic Inn Travel Oy provides should be introduced clearly on the website, and the customers can find them easily.
- All the elements applied in website, such as logo, medias, graphics and favicon, need to be relevant, which are relating to the subject of the website.
- Contact us, as an essential feature of the website, is necessary.
- The function like the chat system need be designed for providing a better communicating approach between company and its customers.

1.3 Limitation

The main limitation of this project is the limited time. There are only a few weeks to collect and analyze data. The design and development of the website also need to be done in a short time. So, the author will mostly focus on the demand of the case company. The information about customers' demand for the website is limited, which may impact the final content of the website. Meanwhile, Nordic Inn Travel Oy, as a small company, cannot provide enough materials like a logo and other image materials for content design. The author needs to collect and process a large number of elements related to the content, such as pictures, graphics, the text content, etc., which is a massive job for author.

2 Theoretical background

In the theoretical background, there are three parts. The first one is to justify the importance of the website for small companies. The next part is about the process of a website development project. The final part is to introduce the tools and platforms that are applied in this project.

2.1   The significance of a website for small business

As Michelle Delgado (2018) claims, according to Clutch's data in 2018, nearly 64% of small companies have own websites. However, percentage of small companies having a website in 2017 is only 48%. That means more and more owners of small companies realize that websites are important for developing the business. In 2018, over two-third of small companies think the website has been the most critical approach to connect them with their customers. A small company can have a new and convenient model to communicate and make e-commerce with existing customers through the website. At the same time, the website can attract new customers by promoting good services and products. With further design and development to the website, such as an absorbing logo and an easy-memorize slogan, Company can make the website have a highlight, which helps website to be found by customers more easily.

64% of small businesses
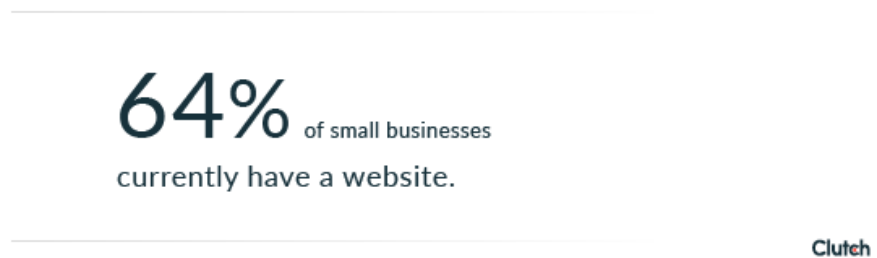currently have a website.

Clutch

Figure 2 Percentage of small companies having a website in 2018

According to the customer behavior research (Lorraine 2016), nowadays, when people have the demand for one product or service, they prefer to search firstly online by computers or smartphones. If the company has a website, the company will have more chances to expose themselves to potential customers, promoting their business and service. With optimization for algorithms in search engines, if a website can bring users better experience by providing more useful content, the website will be shown at a priority position in users' search results list. For the physical store, the position of the store is a critical factor. Correspondingly, the visibility of the website to customers is the most important factor for small companies. With frequent exposure to customers, the website can bring company a lot of potential customers, then, completing the potential deal. (Dan 2020)

As Dan Fries (2020) claims, building a website is to establish the online brand credibility for small companies. One benefit of the website bringing to the brand credibility is that the website provides a platform for small companies to share corporate culture to customers, including company history, operating model, management strategy and further development. Through reviewing the history of company, customers understand the time that the company works in this industry, and the contribution they made for this field. Meanwhile, the website

can introduce a future developing plan for customers. Customers can not only know the new product or service coming soon but also know specific targets in the future. The company presents its ambition and confidence to customers by this method, reminding customers that the company has a long-time plan of development. Through building the brand credibility, small companies can catch existing customers and attract new customers.

2.2 Process of website design and development

According to Svetlana (2015) published in the article, Information Technology, such as HTML, CSS and programming language, helps to define the shape of a web and define the interacting method between people and information. Although coding is a crucial part of building a website, the coding process is not the only critical process in a website design and development project. During the life cycle of website design and development, what is equally essential is the phase of information collection, planning and maintenance after launch.

Differing from building a website, developing a quality website should be included in a project with detailed processes. The competence of the project management of developer can be presented in the project. The work and skills of developing a website in the project are shown to clients as well. In general, clients want to see a clear, detailed and possible plan of a website development project. Therefore, having a plan and presenting all project processes to the client are necessary. A good web-based project plan can promote communication between the developer and client in each phase and makes sure the final website can meet clients' requirements. (Kristen 2019)

Svetlana (2015) indicates that the project of website design and development involves following 6 phases:

- Information Collection
  This phase primarily focuses on research and collecting useful information, which will determine the following phases. Developers should have a clear understanding of clients' requirements for the website. Meanwhile, understanding the final purpose of the website can help make a suitable strategy for managing the whole project. Figuring out the target audience is also necessary. According to different kinds of audiences, the website provides different functions. This method can avoid spending more resources on unexpected problems.
- Planning
  The sitemap and wireframe need to be created in this phase. According to the sitemap and wireframe, the client can know the general shape of the entire website. The sitemap can present the general topic of each page and help to understand the relationship between each page. Sitemap facilitate clients to know the structure of

the website. The wireframe is used to describe the user interface, but some designed elements like pictures and logos are not involved in the wireframe.

- Design

  The part of visual content is completed In this phase. Some visible elements, like pictures and videos, are shown to clients. Meanwhile, the text content should be done as well. The website layout can present visible functions and designed elements for clients. Clients can have a basic understanding of the website and give the developer some feedback. (George 2010, p53)

- Development

  According to the previous sitemap, wireframe and content, the website can be developed in this stage. After building a homepage, all sub-pages can be created. Then, designed visual elements and text content are applied to the website. What is most important in this phase is the Search Engine Optimization (SEO). Through setting SEO, the website can get a priority place in the user's searching list. (George 2010, p53)

- Testing and Launch

  The test should be done in this phase. All small elements need to be checked, such as single links, form, script, etc. All codes need to be checked by code validators without any error. After uploading the website to a server, doing final test is also necessary.

- Maintenance

  Developers should make sure the website can still work finely after serving users. Adding a feedback system can help report possible problems from end-user experience. Then, the problem should be solved quickly, which avoids damaging the user's experience. Meanwhile, regular updating can be valid to prevent potential security risk and bug.

2.3   Tools and platforms

As Matthew (2011) claimed, while developing a website, choosing suitable tools can support website design and development. Using tools not only can help understand website better but also save the time and energy. It is important that some tools can help avoid some mistakes in the development process. In this project, according to the case company's demand, following tools and platforms are used to support website design and development.

2.3.1   Sitemap

While developing a website, after gathering enough information about the website, a sitemap should be created in the planning phase. The primary function of the sitemap is to introduce the relationship inside the website. According to different functions of each page, the general topic of every page should be defined. Besides the home page, every sub-page has a

correspondent responsibility that reflects the client's requirements. Moreover, the relationship between each page should be clear. Through the sitemap, the end-user experience can be simulated, which can help judge whether the website's navigation is user-friendly. (Svetlana 2015)
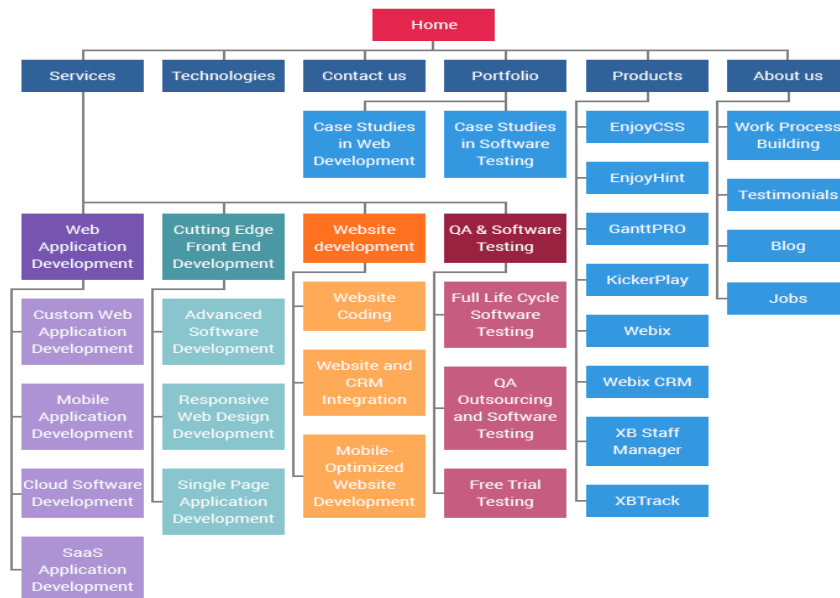
Figure 3 Example of sitemap

2.3.2   Balsamiq Wireframes

As Peldi (2020) released in Balsamiq Wireframing Academy, the wireframe, in general, is one kind of blueprint or schematic. According to information that clients provide about the website, the developer designs the interface of the website by wireframes. Usually, the interface of the website can be design in various editions. However, only a few designs can satisfy both clients and the developer. The layout design of the website by wireframes is not the final design, which just contains harsh lines and less color. The purpose of low fidelity in wireframes is to help the developer focus on designing the interface of the website, which is easy to think and discuss. Overall, the benefits of using wireframe can be summarized as:

- Wireframes can present the developer's ideas about the interface directly.
- Wireframes save time on user interface design.
- Wireframes are easy to make some adjustments.
- Wireframes are convenient to be discussed between clients and the developer.

In the project, Balsamiq Wireframes is a kind of web-wireframes tool that is used to design the interface of the website in the design process.
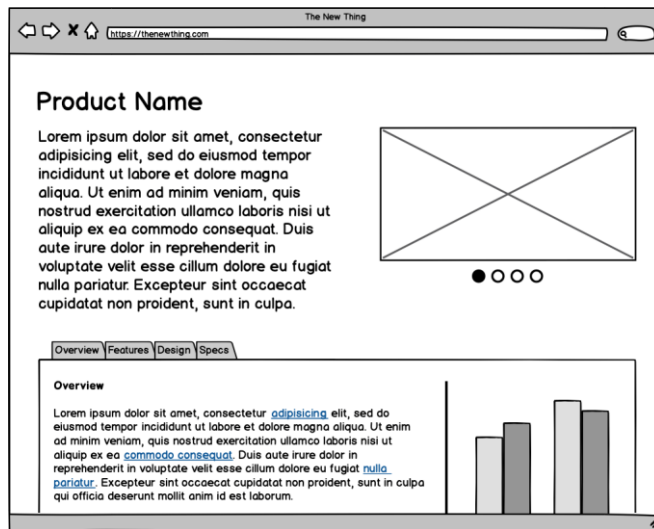
Figure 4 Example of Balsamiq Wireframes

2.3.3 Adobe Photoshop

Adobe Photoshop is one kind of raster graphics editor. Since published in 1988 by Adobe Inc., now Photoshop becomes a prevalent software for picture processing. As Jason (2018) said, photoshop usually are applied by photographers and designers mostly. As a tool of image process program, Photoshop can accept and deal with digital images in all traditional formats, like jpeg, raw, etc. Therefore, almost all of the digital photo issues can be solved by Photoshop. Meanwhile, Photoshop can complete very complex photo processing. As for beginners, the basic functions of Photoshop are easy to study. All people are able to deal with the picture on Photoshop by themselves.

George (2010) indicated that, depending on the client's demand, the developer needs to choose one editor from many kinds of image software while considering website design. Photoshop has a high rank among all kinds of image editors, which has the most comprehensive functions and high price. Photoshop can be used for full-page design and complex design. In this project, the resource that Nordic Inn travel Oy can provide is limited. Especially for the image resource, most images cannot be applied to the website directly, because of size and quality issues. Therefore, Photoshop, in this project, is a suitable tool for image processing.

2.3.4 Online website builder -- Wix.com

A website builder is a tool or platform that users are allowed to construct a website, but users do not have to code by themselves. Generally, the Website builder can be divided into two categories, online website builder and offline software. The operating of an online website builder needs the support from a web hosting company, which provides cloud server and cloud storage for an online website builder. (website builder 2020) Unlike offline software,

the online website builder does not require users to download and install the software into devices, which rely on a web browser and internet connection. It means users can develop a website online without limitation from device and place limitation. (website.com)

The primary advantage of an online web builder is that it is used easily. Even people without related experiences, such as coding and web design, still can build a website. Usually, online website builders offer many kinds of support to users, like helping file and teaching videos. The service that online website builders provide covers a wide range, including a basic personal website, establishment of social net and support for e-commercial function. Most online website builders can provide an entire template for users, which helps start building quickly. (website builder 2020)

In this project, according to the interview with the employer of Nordic Inn Travel Oy, the staff in the company does not have any experience with IT or website design. While considering the platform for building the website, in order for the company to manage and update the website by its staff in the maintenance process, the employer requires that the platform is used easily, especially for people who do not have experience with website development. As a result, the online website builder is an appropriate tool for Nordic Inn Travel Oy to build a website.

As Editorial (2020) indicates, compared with other competitors, Wix has its own advantages.

- Users need not pay hosting fee for websites in Wix.
- There are more than one hundred templates that users can use.
- There are a lot of free and paid apps that can be utilized in websites for functionality.
- Wix provides customers with free and limited storage.
- It is convenient to design the interface of the website on mobile devices.

In this project, Wix is decided as a platform for website development by client company.
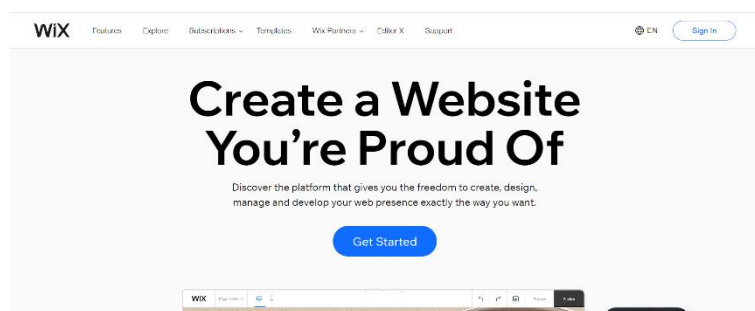

Figure 5 Interface of Wix.com

3   Research Methodology

As Mark (2015) claimed in the book, although the research is widely applied in work and study, most of the research cannot be defined as a real 'research'. Firstly, despite of that the information gathering is one part of research, collecting information is not only to read some books or articles, or to communicate with people, or to ask some questions. In real research, before collecting information, having the specific target is critical and essential. Then, collected data must be conducted with a systematic method. Secondly, there is a common mistake in the data analysis process in research. Although much data is collected from many sources or channels. Those data are just assembled in a file or listed as a sheet without any demonstration. Interpreting the data is the most important part. The research without interpreting data is not a research. Overall, real research can be defined as:

- There is a primary objective.
- Collecting information or data in a systematical way.
- Interpreting information or data in a systematical way.

Many books or articles about research define the research as a project with multiple processes. (Mark 2015, p11) In general, research starts with clarifying a precise topic. Then, according to the decided topic, reviewing related literature is critical. The next stage is to design the research, including identifying target audiences and research methods. After the design phase, collecting information or data should be conducted in a systematical way. The following step is to analyze and interpret information and data systematically. The last one is to get the result and record it.
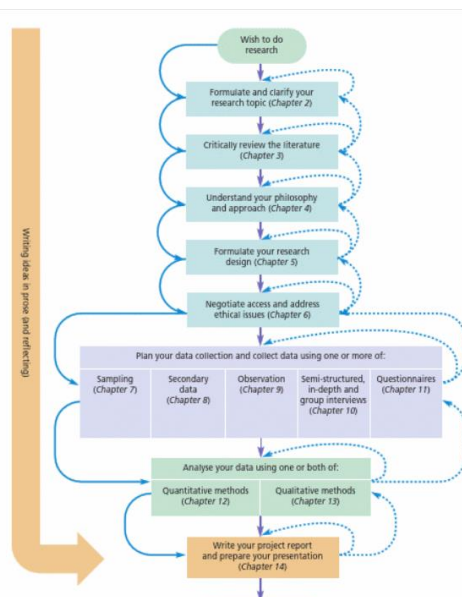

Figure 6 Process of research

Generally, the research strategy can be described as a plan that is utilized to complete the research objective or figure out the question of research. (Mark 2015, p177) In principle, the research strategy is related to different methods, like quantitative, qualitative and mixed reasearch methods. While considering the research strategy, the choice should be based on the objective or question of research. Meanwhile, the chosen strategy needs to have a connection with philosophy, methods, and other research elements.

In this project, in order to figure out what kind of website Nordic Inn Travel Oy demands, in the research phase, the author should have a deep understanding of the website's requirements from the employer of the case company. Information and data sample is from the case company. Therefore, the qualitative reasearch method is used to collect information. On the other hand, In the final testing phase, the purpose is to test the usability of the website from the user's experience. There will be many data samples collected from a group of users. So, the quantitative research method is applied in testing the website usability.
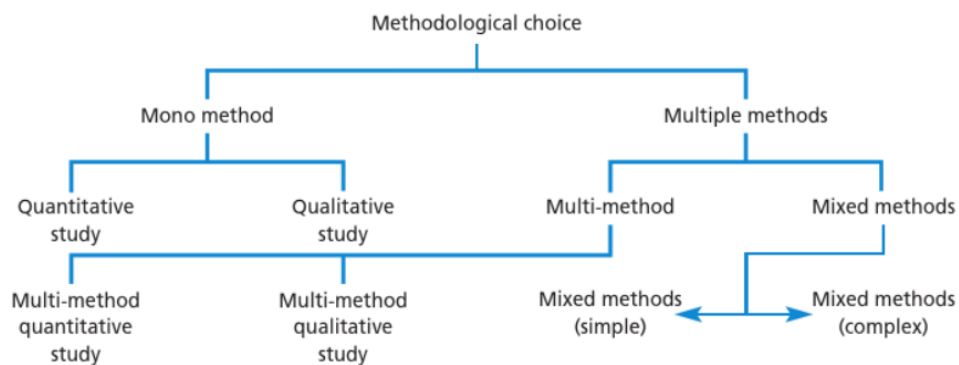

Figure 7 Methodological choice

3.1   Quantitative research

Mark (2015) indicates in the book that quantitative research studies the relationships between different factors. Those factors are also called variables. Those variables are usually meas-ured in a numerical way, facilitated with the statistical method and graphical techniques to complete analysis. In order to ensure the data is valid, quantitative research controls the re-sult in planned standards. For example, in a questionnaire, while rating the function of an app, participants can grade it from 1 to 5. The number 1 means very bad and the 5 means ex-cellent. The participant can give other answers. Because the collected data are controlled in a planned standard, it is necessary to present questions clear so that every participant can understand questions in the same way.

In the design of quantitative research, the general method of quantitative study can be divided into two categories. One of them is the mono method quantitative study, which is a skill to collect single data, such as a questionnaire. The other one is multi-method quantitative study. For example, while gathering quantitative data, researchers use observation methods and questionnaires or add opening questions in the questionnaire. (Mark 2015, p166) In fact, as one branch of multiple methods, multi-method does not use both qualitative and quantitative methods in mixed. That means multi-method use more than one method in the only qualitative method or quantitative method.

3.1.1 Survey

In research of business and management, the survey is a common strategy. It contains a deductive approach. The questions, like 'what', 'how' and 'why', are answered most frequently in the survey. So, the survey is more suitable to be applied in the research of exploring or describing things. The questionnaire is a popular method applied in a survey, which can collect many data in standards from a group of participants in an efficient way. Meanwhile, because the survey can be explained in a simple method, the public can accept it and understand it easily. So, the survey always is seen as an authority to applied in some reports and news to illustrate things. Since the survey is used to gathering quantitative data, statistical and graphical techniques can be used to analyze data. While choosing samples of participants, it is vital to ensure they are representative, which can present the target audience of research. (Mark 2015, p183) In this project, the survey strategy is used to describe the website usability in the test phase.

3.2 Qualitative research

Mark (2015) points out that the qualitative research study is to understand the ideas of participants profoundly and to find out the relationships between ideas. Unlike Quantitative research, qualitative research does not set a standard or a range for collecting data. That means that, during the process of qualitative research, the researcher can have some adjustments to the question and the procedures, which is based on the interaction between the researcher and participants. For example, during an interview, according to the answer of participants, the interviewer can add unprepared questions for understanding participants' meanings deeply. What is essential is, whatever alteration happened in research, the objective of the research is confirmed. All alterations should follow the objective. In qualitative research, the role of the researcher is critical. The researcher is dependent on participants, which requires the researcher to have a connection with participants physically and build a harmonious relationship with them. Then, illustrating sensitivity is also important, which helps to understand ideas better.

The skill to collect single data, such as the interview and related analysis procedure, is one kind of mono method study in qualitative research. The other technique collecting data using more qualitative methods and analysis procedures is called multi-method qualitative study. (Mark 2015, p168)

3.2.1 Interview

As Mark (2015) claims, the interview, in fact, is a conversation with strong purposes. It can be conducted between two or more people. The interviewer asks questions, according to the confirmed objective of the research. Then, the interviewer listens or records answers from the interviewee. Building rapport between interviewer and interviewee is necessary during the interview. The related answer questions are usually valid and reliable because questions of the interview are designed about the research objective. Through exploring the answers, further valid information or data can be found.

The types of the interview can be divided into three categories by formality and structure. (Mark 2015, p391)

- Structured interview
  This kind of interview can be called a quantitative research interview, which is standardized. The question of the interview is confirmed and the answer can be pre-coded. The interaction between interviewer and interviewee has really happened. The interviewer needs to make a simple demonstration for the interviewee about this interview. Then, the interviewer reads questions in order and records the related answers. So, structure interview is always used for quantifiable data collection.
- Semi-structured interview
  This interview is unstandardized, also called a qualitative research interview. In a semi-structured interview, there are themes listed and several core questions prepared. It means, according to the content of the conversation, the order of question may be adjusted, or some new questions may be added in the interview. The alteration should be relating the theme of the interview.
- Unstructured interview
  As the same as the semi-structured interview, the unstructured interview is also unstandardized and is one kind of qualitative research interview. It can be understood as an in-depth interview. The interviewer does not prepare the theme or questions. In the process of the unstructured interview, any interesting topic can be involved in the conversation, but it requires both interviewer and interviewee should have a basic understanding of topics at least.

In this project, a semi-structured interview is conducted to collect information or data with the employer of the case company, which can help understand the ideas of website development deeply.

4 Design phase

In this phase, valid information must be captured from the interview, which contains the ideas and requirements about website design and development from Nordic Inn travel Oy. Then, according to the requirements of the case company, the website's sitemap and interface wireframe are designed. Corresponding features and functions need to be defined as well. Meanwhile, there should be a basic understanding of the content of the website.

4.1 Interview analysis

The author organizes an interview with Zhang Yuxin, the employer of Nordic Inn Travel Oy, by video call. The detailed record of the interview is posted in the Appendices section at the end of this thesis. The type of interview is a semi-structured interview. The author has a theme of the interview and prepares some key questions. According to the content of the conversation, the author adjusts the questions and adds some new questions in the interview. The interview not only covers general questions, like motivations, purpose, budget, etc. of website but also involves expected features and functions. As for the layout and content, the interviewee also gives some detailed requirements and suggestions. The valid information can be summarized as the following part:

a) General information of website:
   From the perspective of Nordic Inn Travel, the primary purpose of the website is to attract more Chinese customers and extend the Chinese market. As for the target audience, the website is facing Chinese tourists. So, the language of the website is in Chinese. The budget for the website is under 50 euros per month. The company does not have the ideal domain name of the website but requires it must contain the company name and be memorized easily. The case company does not have a logo and wish the author can design one.

b) Content of the website:
   As the requirements of the case company, in general, there are four parts that the case company hopes the website can bring to customers. The first one is to recommend Helsinki to customers. Through introducing beautiful Helsinki, more customers are attracted to visit Helsinki. So, the basic information is essential and the company also suggests recommending some tourist spots and restaurants of Helsinki. Secondly,

there should be a page on the website, like a blog page, where the company can post articles and share traveling strategies or suggestions. The next part of the content is the critical part. The website needs to demonstrate the services that the case company can provide for customers and explain why customers chose Nordic Inn Travel Oy. The last part is to introduce the case company to customers. In this part, the introduction is necessary, but what is most important is the contact method of the case company. So, if customers wished to be served, they can try to contact the case company.

c) Structure and layout of the website:
   According to the requirements of the case company, the structure of the website should be clear and understood easily. Therefore, fewer pages should contain on the website, and the relationships are simple and clear. As for the layout, the case company requires there are more pictures on the home page with less text content. In other pages, while describing one thing, the pictures or videos should be used as well. The detailed structure and layout of the website are illustrated in the following section (4.2 Sitemap and interface design) in this thesis.

d) Features and functions:
   From the perspective of customers, the website is easy to read and use. On the home page, customers can know the meanings of the website immediately. Through navigation, customers can find what they want quickly. Providing multiple communication channels between the case company and customers is the most function. In that case, the chat system, feedback system, and comment system are required in the website's function design.

4.2 Sitemap and interface design

Both sitemap and interface are designed in this phase. According to the sitemap, the case company can understand the structure of the website. The interface design shows the layout of the pages. The case company gives some comments based on the design. Then, the developer makes some adjustments.

4.2.1 Sitemap

The sitemap can reflect the structure of the website and the relationships or the content between each page. According to the requirement of Nordic Inn travel Oy, the following sitemap

(Figure 8) is designed. After discussing with the employer of the case company, this sitemap is approved by the case company.
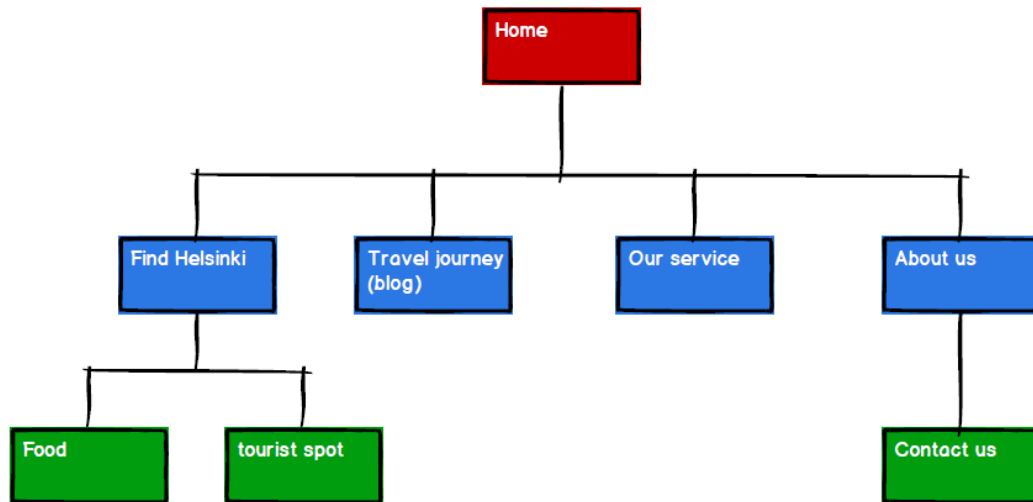

Figure 8 Sitemap of the website

According to the requirement of the case company, the content on the website presented to customers should include four parts. They are the introduction of Helsinki, blog area, service introduction and information of Nordic Inn travel Oy. Therefore, corresponding four contents, four pages are divided. As the reflection in figure 8, the four pages are Find Helsinki, Traveling journey, Our service and About us. Meanwhile, there are two sub-pages under Find Helsinki, which are Food and Tourist spot. In order to attract more customers, those two single pages are used to recommend famous restaurants and tourist spots to customers. Similarly, as the case company claims that how customers contact the company is a very important part, the Contact us, as a part of its introduction, is designed as an individual sub-page under the About us page. According to figure 8, all pages are connected with the Home page. The structure of the website is clear. It is easy for end-users to find the information they need on the corresponding page from the home page.

4.2.2　Interface

While designing the interface of the website, the wireframe is a suitable method. By combining the requirements of the case company, the developer can use wireframes to transform the idea and plan in mind to the layout of the website's interface. Balsamiq wireframes is the software used to design interface in this project. After discussing with the employer of the case company and having some revisions with the design, the following interfaces on each page of the website are accepted by the case company.
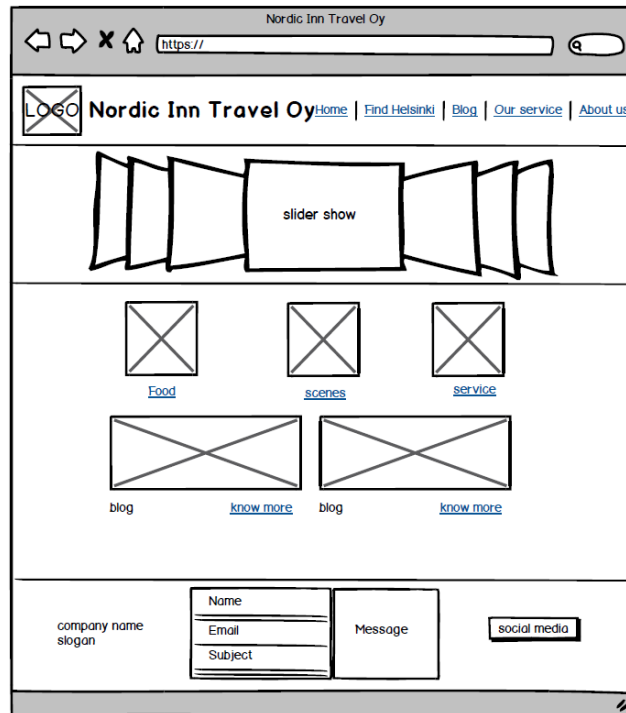
i.   Home page

Figure 9 Home page

Every page on the website has fixed and same parts, which are header and footer. According to the figure 9 Home page, the header contains the company logo, company name and horizontal navigation. The navigation is the menu with links, connecting each page. While putting the mouse on the specific link of navigation, the sub-page will be shown. In the footer, from the left side to the right side, there are three parts, which are company name with the slogan, feedback form and social media link buttons of the company.

There is a slider show for playing pictures in the body of the home page under the header. Then, there are three small pictures with links connected with other pages. After that, there are posted blogs and services with the picture, title and link.

ii.   The page of Find Helsinki
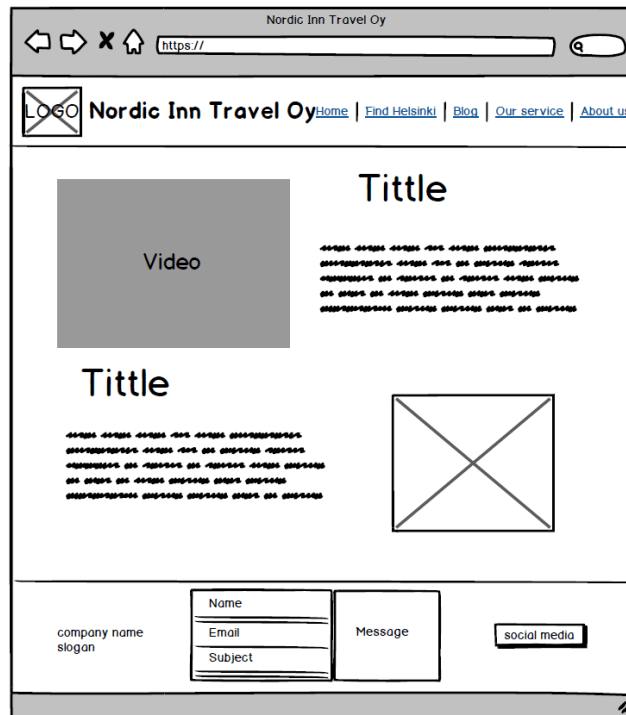
Figure 10 Find Helsinki

Besides the fixed header and footer, as can be seen in figure 10, on Find Hel-
sinki page, the block of video, picture and text is prepared in the body of the
page. According to the requirements of the case company, this page is used
to introduce Helsinki. So, the video and pictures are applied to support text
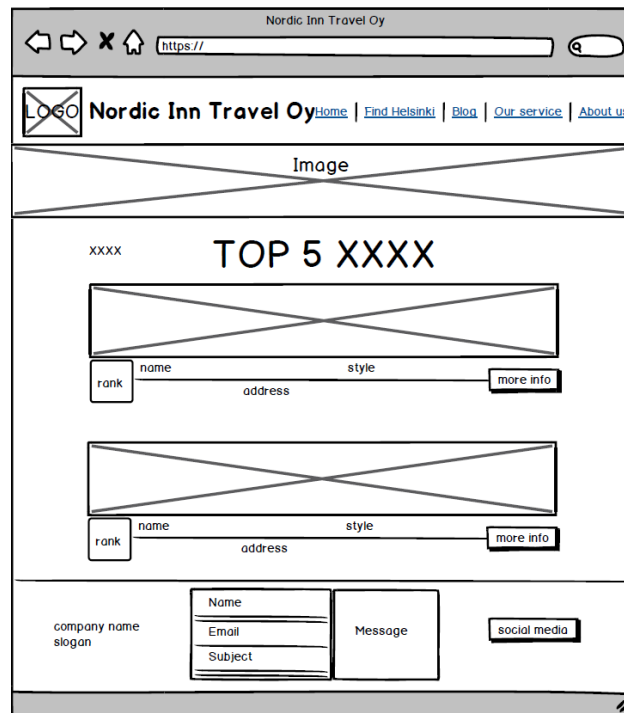introduction, making it vivid.

Figure 11 Food/tourist-spot

Figure 11 is the design of the sub-page that belonged to Find Helsinki. There are two sub-pages, which are used to recommend food and tourist spots separately. Two sub-pages use similar layout design. As can be seen in figure 11, a large picture is placed under the header. Then, there is the title of this page. The following part presents the popular restaurant or tourist spot, which contains a picture, the rank, name, address and a link with more information.

iii. The page of Travel journey

Figure 12 shows the interface of the page of Travel journey. It is also a blog page. From figure 12, it can be seen that posted articles are listed on this page. Every article is shown with one picture, a title, a brief introduction, the published date and comments. By clicking one article, the full article is presented. Meanwhile, at the top right corner of the body part in the page, there is a search bar for searching previous posted articles.
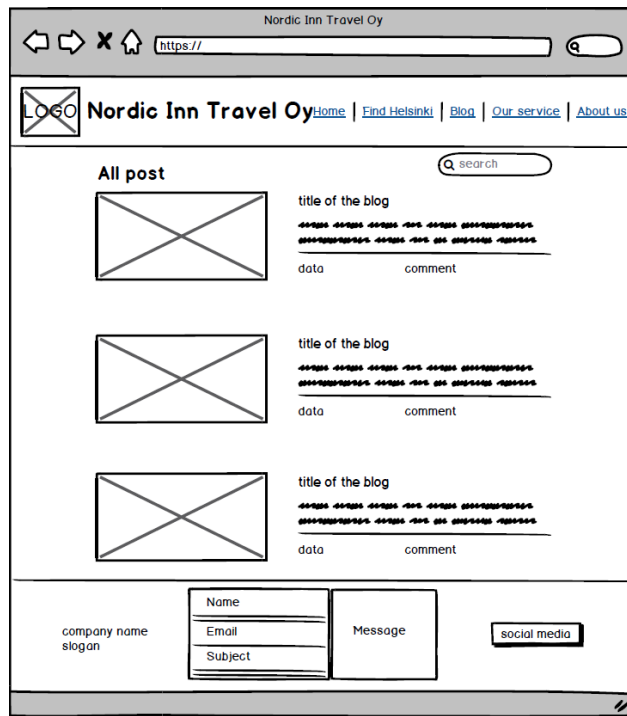
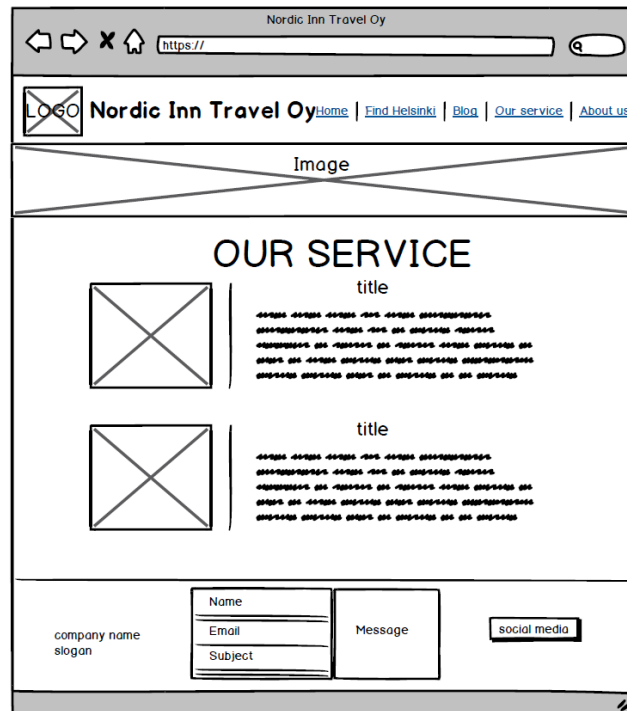Figure 12 Travel journey

iv. The page of our service

Figure 13 Our service

From figure 13, in the body of this page, there is also a large image under the header. Then, it is the title of this page. All services provided by the case company are listed. One kind of service has a detailed description with a picture.
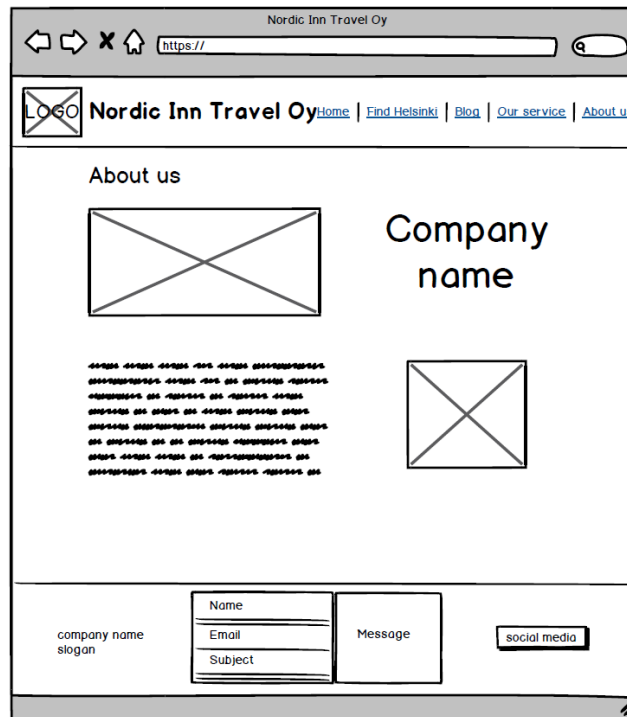
v. The page of About us

Figure 14 About us

Figure 14 is the design of the page of About us. The layout of the body is pure. Under the title of this page, there is the block of text to describe the case company with some pictures. The name of the case company is presented with large size.

The case company's particular contact method is presented on an individual sub-page that belongs to About us page. As can be seen in figure 15, on Contact us page, there are various contact methods. Besides regular contact methods, like address, phone number and email address, there is a feedback form for customers to provides some feedback. Meanwhile, as the most popular communication tool in China, WeChat can be used to contact the case company. Through scanning the QR code, customers can talk with the case company on WeChat immediately.
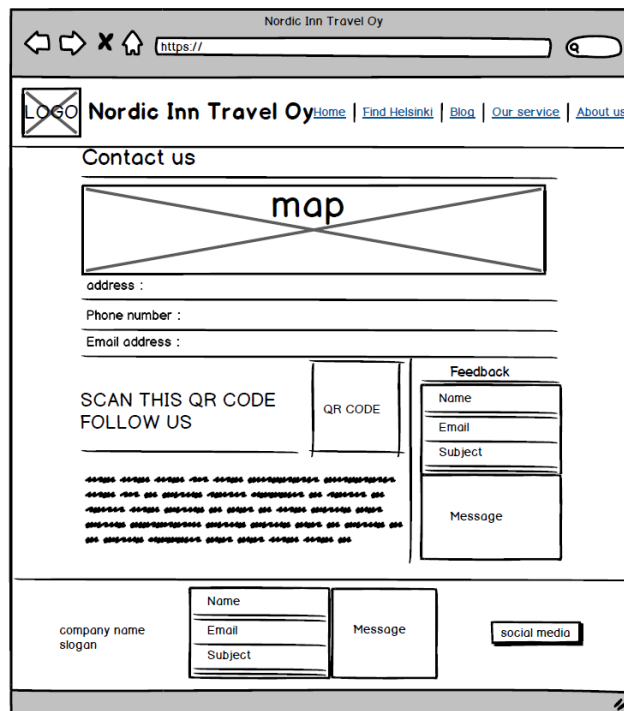
Figure 15 Contact us

4.3 Features and functions

As the employer of Nordic Inn Travel Oy indicates in the interview that the nature of the company determines the features and functions of the website. The case company mainly provides services for customers instead of producing and selling products. So, the case company does not need an online trading system to complete e-commerce. The case company wants to reach two targets through the website. The first is that customers get information from the website quickly and easily, which requires the website to be user-friendly for the end-user. This target can be completed by simplifying the structure and layout of the website. The other target is providing as more as possible channels for communication between the case company and its customers, which is also another feature. To reach this feature, according to requirements case company, besides conventional contact methods collected into the page of Contact us, the following functions are designed into the website.

- Comment function: customers can give some comments to the articles that the case company posted. While designing the layout of the blog page, the function of comment is open for customers.
- Online chat system: through the chat system on the website, customers can consult any questions at all times. The online chat system is applied to the website.
- Feedback system: customers usually complete the feedback by fill a form on the website. After receiving the feedback, the case company can respond to the feedback. A

feedback form is designed into both footer and contact us page. End-user can find and fill it easily and quickly.

4.4   Content design

In this part, both visual content and text content needs to be confirmed. Nordic Inn Travel Inn will facilitate the author to provide related materials. If some contents, especially the text content, are lacking on the website, the case company will supplement the missing part at a later period.

4.4.1   Visual content

- Logo design
  Figure 16 is the logo designed by the author for Nordic Inn Travel Oy. This logo contains the company name. It is approved by the case company.

Figure 16 Logo of Nordic
Inn Travel Oy

- Picture selection
  While selecting the picture, there is some notification. Firstly, the picture should be related to the corresponding subject. Then, before applied to the website, the picture without a suitable size or quality should be processed by Photoshop, which can ensure the effect displayed on the website.

4.4.2   Text content

The case company supports to provide text contents about the following pages.

- Find Helsinki and its sub-pages
  The introduction of Helsinki is applied to Find Helsinki. The introduction can involve many topics, such as necessary information, history, culture, etc. As for the sub-pages, the content is about some restaurants and some tourist spots, which includes name, address, styles, price and brief introduction. It is better with links to detailed information.

- Traveling journey

  On this page, the case company will post the articles about traveling. The category is not limited, which can be a travel strategy, sharing experience, journey, recommendation, etc.

- Our service

  On this page, the detailed information relating services of the case company will be posted.

- About us and Contact us

  On the page about us, the text content introduces the necessary information of the case company. According to the content type that the company provides, it can be related to history, corporate culture, management strategy or planning in the future, etc. All methods that can contact Nordic Inn Travel Oy will be posted on the Contact us page.

5   Implementation

The implementation phase is to build the website. Based on the designed structure and interface in previous phases, all website pages are created on the decided platform. Supported by related tools, all designed contents and elements are inputting into corresponding pages. According to the client company's requirement, required features or functions are applied on the website. The process of building a website and the outcome of created pages are introduced in this phase.

5.1   Building the website

In this project, Wix is the platform for building the website. After creating an account at Wix, the author can start to build a website. Firstly, it is vital to choose a suitable template for the website for Nordic Inn Travel Oy. One unique advantage of Wix is that it can provide hundreds of templates of the website with different subjects. Considering the nature of the case company, the author chooses a template with a travel subject. The current address of the website is 'https://449391994lh.wixsite.com/nordicinn'. This address is used in building and testing phases. As the planning of the case company, a new domain name of the website will be confirmed, when the website is working officially in June 2020.

After having a domain name of the website, the first step is to confirm the structure of the website. According to the structure designed in the design phase, the structure of the website

is made in figure 17. According to figure 17, the are 5 pages and 3 sub-pages on the menu. Those pages are Home page, Find Helsinki with sub-pages Food and Tourist spot, Traveling journey, Our service and About us with sub-page Contact us. Meanwhile, there is a file page, which is only visible for administrators of the website. According to the client company's requirements, the style of the entire website is decided as a warm-toned style. So, relating background images is applied.

Figure 17 Menu structure

Before building the interface of each page, it is essential to build the fixed parts of every page, which are header and footer. As can be seen in figure 18, the heater contains a pattern, case company name in both Chinese and English, and the main menu. Figure 19 is the footer of the website, which includes the slogan of the company, feedback form and social media buttons. The next step is to build the layout of the interface on each page by the previous design. Then, the visual elements of layout, such as color and shape, are adjusted to coordinate with the website style. After that, all media and text content are inputting into the corresponding area. The interface and content on each page will be present in section 5.2 in this thesis..

Figure 18 Header of the website

Figure 19 Footer of the website

According to the client company's requirements, some functions are designed on the website to communicate better between customers and the company. The first one is the comment system. The user can write a comment under the published article on the blog page. After logging in with a Facebook account, Google account or creating a Wix account, as can be seen in figure 20, the user can start to write a comment. All visitors can see the comment, but only the administrator and the user who writes can manage the comment. The comment can be shared, deleted and edited. The comment system can promote discussion about articles between users. At the same time, since the user needs to log in before commenting, the client company can collect users' information for accurate promotion in the future.
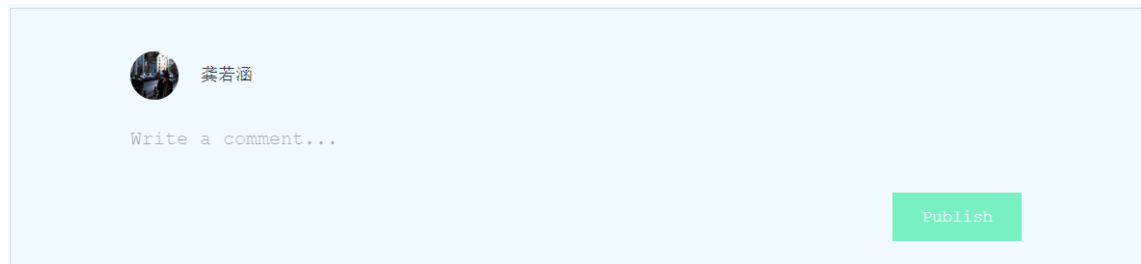
Figure 20 Comment area

Another function that the client company requires is the feedback system. The user can find a feedback form at the footer of each page and on the Contact us page. As can be seen in figure 21, the form requires the user to fill name, email, subject and message. The user can reflect problems or give suggestions to the company by filling a form quickly. The feedback system is significant for the case company to collect information from users. Thus, the feedback form is placed in the apparent footer so that the user can quickly and easily find it. After completing the form, the user will receive an auto-reply email from the company. This email expresses thanks for the user's feedback and has a button linked with the website. After receiving feedback from users, the company can make relating actions immediately.

Figure 21 Feedback form

The most critical function on the website is the online chat system. Similarly, before using online chat, the user must enter the name and email address or log in firstly. The chat bar is placed at the bottom right corner of the whole page, which is evident and easy to find. As can be seen in figure 22, the user can chat with the staff through the chat bar. Meanwhile, there is also a button on the chat bar for uploading a file. The staff can receive and reply to a message by the Wix app on a smartphone. After the staff reply to the message, there is a warning tone for notice on the website. If the staff is not online, the chat bar will show of-fline status and a message. The message is that the staff is not here now and will reply to you as soon as possible. Meanwhile, the chat bar displays the time of messages.

Figure 22 Online chat bar

The Wix app can greatly help the administrator's work on the website. Firstly, the app can no-tify the administrator when someone visits the website, showing visiting time and visitor's IP place. At the same time, the app can monitor how many people browse the website in real-time. Besides notice of receiving comments, emails and feedbacks, the administrator can online chat with users by the app. The status of the online chat bar can be changed in this

app as well. Meanwhile, through the Mix app, the administrator also can manage the website, like booking and plans. The Wix app can support the administrator's work on the website. That means the administrator can manage the website in any place and any time through the Wix app.

5.2   Outcomes of the website

This section demonstrates the layout and the content created on each page.

5.2.1   Home page

As can be seen in figure 23, the home page shows the style of the entire website. The header and the footer and the background on each page are the same. There is a slider show on the home page under the header that presents pictures of Helsinki. In the middle part of the home page, users can have a basic understanding of the website by viewing the pictures and titles. Each picture with a title and a button, which links to other pages. On the footer, three suggestions about travel are given.

Figure 23 Home page

5.2.2   Find Helsinki

Figure 24 is the body layout of Find Helsinki. There is a video that is used to present a beautiful view of Helsinki. The text content is the introduction of Helsinki, which includes basic

information and history. The client company can replace video, pictures and text as the demand of the company.

Figure 24 Body part of Find Helsinki

As for the sub-pages of Find Helsinki, there is Food and Tourist spot. On the Food sub-page, figure 25 is the content layout of one recommended restaurant. The big title is the top 5 restaurants in Helsinki. While introducing one of them, the basic information includes name, style, price, address and telephone number. Meanwhile, there are two pictures of dishes and a button that links an outgoing website for gathering more information. Other recommended restaurants have the same layout of introduction. Figure 26 is the content layout of one tourist spot on the Tourist spot sub-page. While introducing a tourist spot in Helsinki, there are four pictures, a brief introduction and a button. The button connects a website with detailed information about this tourist spot.

Figure 25 Content layout on Food

Figure 26 Content layout on Tourist spot

5.2.3   Travel journey

The Travel journey page is a blog page. All published articles are listed on this page, like figure 27. The cover, author, published time, title, abstract, viewing times and the number of comments in an article are shown to users. Before reading the whole article, users can have a basic understanding of this article. At the top right corner, there is a search bar. Users can find what they want to read on the blog page. After clicking one article from the list, users can read the whole article and can leave a comment at the end of the article or share it with social media buttons.

Figure 27 Published article

5.2.4 Our service

Our service page introduces all services of the case company. The content layout is simple. As can be seen in figure 28. One kind of service has a title and an introduction with a picture.

Figure 28 content layout of Our service

5.2.5 About us

About us page mainly introduces the case company. The body layout is similar to Find Helsinki, which contains slider show, the logo and text content. The text content introduces the development of the company simply. Contact us, as an individual sub-page, covers all contact methods of the case company. As can be seen in figure 29, there are various contact methods. It includes address with a map, phone number, email and feedback form. The most important method is the QR Code for WeChat, which is the most popular chat tool and social media tool in China. Since the client company does not have other social media pages yet, there is no more social media link, like Facebook or Twitter.

Figure 29 Contact us

6   Website testing and evaluation

Testing is one essential process of website development. Some errors or problems may be found in this process. Meanwhile, this process can verify whether the planned purpose of the website has been achieved or whether the function of the website is working properly. In general, website testing focus on testing functionality, usability, performance, security, and compatibility. (Guru99 2020) In this project, the website does not support e-commercial trade online. Meanwhile, the website of the case company is built by the online website builder. Thus, there are fewer issues about security and compatibility. The website testing concentrates on functionality and usability in this project.

6.1   Functionality testing

Functionality testing is used to check whether the website reaches the expected standard and whether characteristic functions reach requirements. Usually, web functionality testing includes link testing, forms testing, cookies testing, and HTML and CSS testing. (Guru99 2020) Since the website of the case company is built by using the website builder instead of coding, all links and functions are primarily tested.

On the client company website, all internal links, like the navigation, picture links, and buttons, are working successfully and connecting to corresponding pages and areas. Each restaurant and tourist spot in the sub-pages have a button with an outgoing link. After clicking the button, the user can open a page of another website that records more information about the restaurant or tourist spot. Those links work correctly.

Comments on the blog page are a required function by the client company. The function works successfully on the website. A user can have a comment under an article after login. The login method includes Facebook or Google account. The user also can register a new account by any valid email. The comment is shown to all users who read the articles. Meanwhile, only the administrator of the website can manage all comments.

The feedback system is working correctly on the website. The user can give feedback by filling the feedback form at the footer or on the Contact us page. The form requires the user's name, email address, subject and message. After submitting successfully, the user receives an auto-reply email from the case company for thanks.

The online chat system is working successfully as well. At the bottom right of the website, there is the online chat bar. After inputting the name and email address, the user can chat with the website's staff.

6.2 Usability testing

Usability testing is a critical part of a web development project. Usually, the web developer or a small group of people representing the target audience of the website can carry out usability testing. The usability testing, in general, contains two parts. The first one is to test web navigation. To be specific, all menus, buttons, or other kinds of links on the website should be easily found by users. There is no error or broken links in the site navigation. The other part of usability testing is the content testing. It includes spelling and grammar check. Meanwhile, the content on the website should be readable. (Guru99 2020)

In this project, a web usability survey is carried out by a small group of people representing the target audience of the website. The staff of the case company also takes part in the survey. In this survey, a questionnaire is designed. The participant is required to visit the target website before filling the questionnaire. The question of the questionnaire refers to visual effect, navigation, layout, content, function and contact method of website. The questionnaire is attached in the appendices section of this thesis.

The author receives 38 respondents of the questionnaire in total. As can be seen in figure 30, while rating the website's entire visual effect, 94.8% of participants think the website's visual effect is good or more than good, and nobody thinks it is terrible. Similarly, while rating the layout of the website (figure 31), there are 92.1% of participants that think the layout is good or more than good. Those data prove that the majority of testers can accept visual effects and approve the website's layout design.
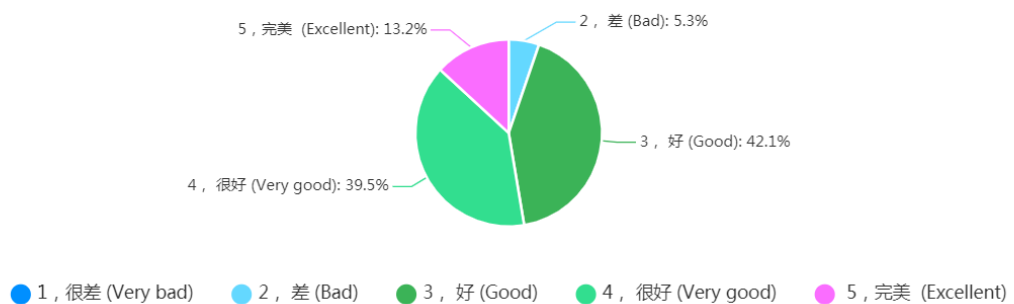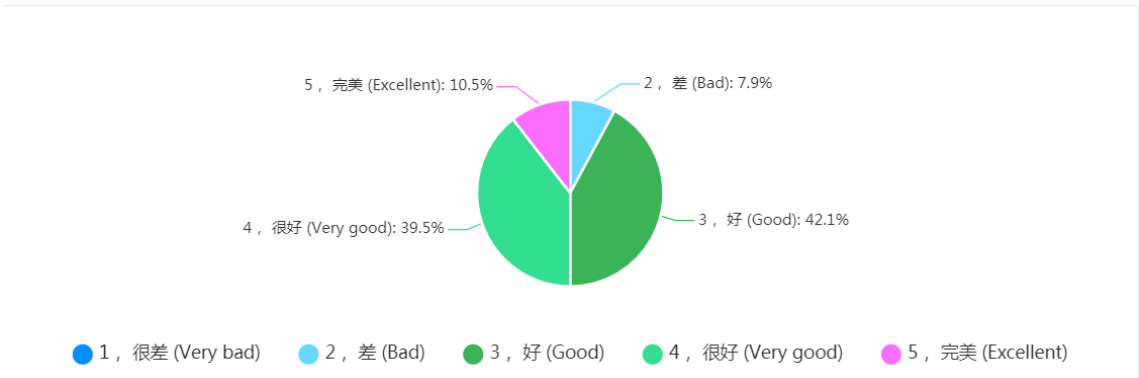

Figure 30 Rating of visual effect

Figure 31 Rating of layout

As can be seen in figure 32, while asked questions about find information by using the navigation on the website, all participants can find valid information from the navigation. The result proves that the website structure is simple, and users can find expected information easily. Meanwhile, with regard to the readability of content, figure 33 shows that 94.7% of participants think they can easily understand the content on each page of the website. It means audiences approve the content.
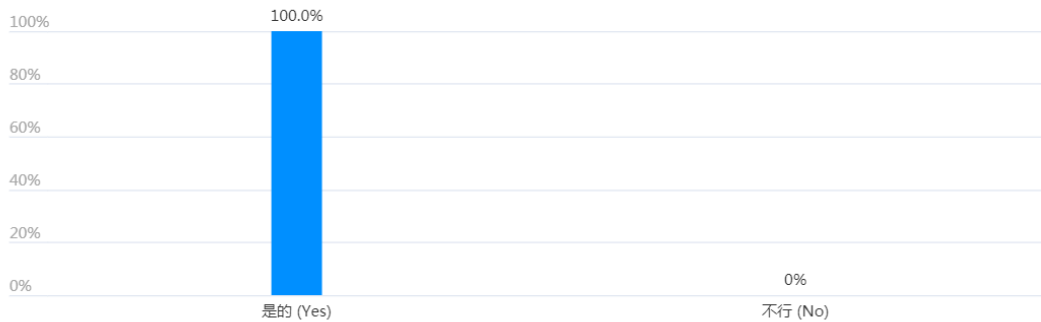

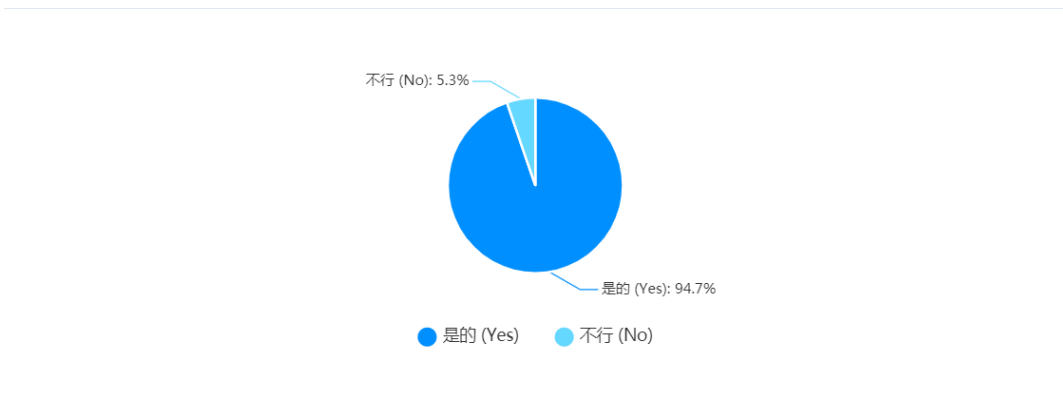Figure 32 Information accessing

Figure 33 Content understanding

This survey also covers the question of the contact method. All participants think they can find a contact method used frequently on the Contact us page. There are two participants who give opinions about the website. One person suggests that the website should set a button for users to share this website with others. Another one said it is complicated for users to fill names and emails before starting the chat system.

6.3   Evaluation

Nordic Inn Travel Oy takes part in website design and development from the initial stage to the testing stage. In all processes, the author keeps active communication with the case company. While facing problems, the author actively discusses with the case company and find solutions. In the entire project, the company always cooperates with the author's work and can give the author feedback in a timely manner, which saves a great time for the entire project. Therefore, the website design and development has never been separated from the requirements of the company, which avoids wasting much time on massive revisions. With the active participation of the company, the author believes that the entire project is successful.

According to the case company's plan, the entire website will be officially released in June 2020. So far, the case company is satisfied with the design and development of the website. The case company thinks the requirements of the website are reached in this project. The required features and functions can work correctly on this website. According to the result of the survey, the case company believes the website can be accepted by target audiences. As for the management of the online website builder, after guidance with the author by video call, the company employees think that the web builder is easy to study. The employee without professional knowledge can also manage the website.

7   Conclusion

The website has many significant meanings for business or company. Especially for a small company, the website brings more opportunities and a new communication model between small companies and customers. In this project, the main objective is to design and develop a website for Nordic Inn Travel Oy. With strong support from the client company, the author can complete the project in a short time successfully. The company provides detailed requirements and valid information in the information collection stage, which helps reduce the time spent in gathering information. In the design stage, the case company participates in the structure and layout design of the website. The case company gives feedback and provides some useful suggestions, which helps to design a good structure and layout of the website in a short time. At the same time, the company provides many materials for content, like pictures and text content. Overall, with frequent communication and cooperation, the website can be

built in a short period and meet the client company's requirements at the same time. Finally, the client company is satisfied with the demo website and can manage the website by themselves.

In this project, the author has a new understanding of website development projects instead of only building a website. The web-based project involves many phases, from gathering information to maintenance. Every phase needs to be completed with investing time and energy. The author also understands the importance of the preparation phase in a project. With sufficient preparation, the whole project can proceed smoothly, which can help save much time and reduce the period of a project. Meanwhile, strong cooperation and frequent communication are also beneficial for a project. The massive workload in a project can be done quickly because of intense cooperation. Frequent communication can avoid many mistakes in a project, saving time. Through this project, the author has a deep understanding of project management, which is beneficial for a future career.

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Figures

Appendices

Appendix 1: Interview

Interview with the employer of Nordic Inn Travel Oy

Because of the coronavirus, the interview was conducted by video call. Interviewee is the employer of Nordic Inn Travel Oy. The language of whole conversation is in Chinese. So, this file summarizes and translates the content of interview. Not all details of the interview are recorded in this file. Only key information about questions are recorded and translated in English.

Interviewer: Li Hang

Interviewee: Zhang Yuxin – employer of Nordic Inn Travel Oy

Time: 13.00 to 14.00   Data: 09/05/2020

1. **Why do you want to build a website?**
   Because many companies have its own website, I think website is good platform to promote products and services to customers. Now, people prefer to search a company or product online before buy it. I wish our company can be found by customers while they try to search us or search relating services. Then, people can find us online easily. It is more like a market strategy. I want to extend market in China. I hope the website can bring us more customers. On the other hand, it is important that other competitors in Helsinki do not have a website. So, it may be a very good advantage.

2. **What is the objective of website?**
   There most primary objective of website is to promote our service though website. Other targets include attracting customers and building brand credibility.

3. **Who is the target audience of website?**
   Chinese market is our target. So, I think every Chinese who want to outbound tourism or visit Nordic area is our potential customers. So, the website is facing Chinese tourist. The website is presented in Chinese.

4. **What is your budget about website?**
   Under 50 euros per month for both building period or maintenance period.

5. **What do you want your customers can find/do in this website?**
   Through the website, I hope customers can have a basic understanding about Helsinki, such as some famous restaurants and some tourist attracting points in Helsinki. Then, customers can be attracted by introduction of Helsinki and want to visit here. On the other hand, customer also can know what we can help them in Helsinki. It is very important let customers know us services Then, they can consult us.

6. **Why does your company want to recommend Helsinki in website?**
   Although our business is distributed in Nordic area, Helsinki is the majority place we work. We have stable cooperating partner, like restaurant, hotel and gift shop. We have confidence to satisfy customers' demand in Helsinki. Meanwhile, Helsinki is also a test point that we can how much help the website can bring to us. If website is good for

business. We also consider recommending other Nordic cities to our customers in websites.

7. **What services does your company provides?**
We don't like most traveling agency. We do not provide group tour guide service for short or long term, such as 5 days for visiting Lapland. The services we can provide include consultation service, ticket service, shuttle service and booking service including hotel booking, car rent booking, restaurant booking and etc. we also can give tourist some advices when they are in troubles.

8. **What content or feature do you wish shown in website?**
Firstly, I hope there can be one or more pages to introduce Helsinki, such as basic information, famous restaurants and some tourist attracting points, combining with pictures and videos better.
Then, there is better have an individual page to show tour guide or strategy, traveling journey or weblog. We can update some articles or other things continuedly.
What is most important is there should be a page to show our services in detailed. Similarly, there should be a page to introduce our company also. And customers can find us contact method in any way, such as phone number, email address, location, wechat and etc. (contact us)

9. **Do you have some detailed requirements about specific pages?**
Let me think. About home page, I want it looks clean. This means there should be less text on home page. More pictures are better. I am afraid that too much text at home page makes people want to close website immediately. Clean home page can tell the key information of website that is Helsinki and our services. What is more, I have to say I want the structure of website is simple and easy-understand. Layout of content pages also should look cleans and easy-understand.

10. **What kind of functions does your website have? (necessary function)**
Chat system and feedback system. Chat system can make customers chat with staff online through some tool in website instead of software downloaded. Feedback system is more like that customers fill a form in website about service, suggestions or something else. Then, our company receive it and response it. It is better there is area for customers comments. Of course, we are able to control this.

11. **Do you want your website can complete a deal online? E-commercial website.**
No, I do not want. I think it is not necessary. Because our company prefer to provide services for customers. We do not sell physical products. completing trade online will make us like a cheat company. during service phase, we need to contact with customers very frequently. So, through the website information, customers can contact us actively is enough.

12. **Do you have any idea about domain name of your website?**
Not very clear about domain name. it is better to contain company name.

13. **Does your company have logo now?**
No. I hope you can design one for us. I hope the logo is clear and contain company name. If you can give me some samples, I can tell you what I prefer.

14. **Do you have an ideal website or template? Give an example**
No, there is no ideal website. But I hope the navigation of website is clear. From end-user's perspective, the experience of website should be simple. Customers can find what they want immediately.

15. **Can your company provide material for website content design, like picture or text content?**
It is a serious problem. The company almost do not have materials support for content design. So, you have to solve the problem by yourself. But do not worry. As for the text content, if it is still lacking, you can leave a space for that. Our can add them in later period. What is most important is to design the layout and visual content. Text content is not necessary.

16. **Why do you choose Wix.com as a platform for web builder?**
Wix.com can provide Chinese option in language selection. It is convenient to operating it for us. And I really like it, because interface on smart phone can be also edited on website.

Appendix 2: Website usability survey

网站使用性调查（web usability survey）

您好，为了提升客户体验，北欧小栈旅游服务公司现推全新网站（ https://449391994lh.wixsite.com/nordicinn ）。新网站目前处于测试阶段, 非常感谢您的宝贵意见。请在填写问卷前仔细浏览网站。

Hello, in order to improve user's experiences, Nordic Inn Travel Oy builds a new website.(https://449391994lh.wixsite.com/nordicinn) The website is in test phase. We appreciate for your opinion. Please visit website before filling the questionnaire.

1.您的年龄是？ *

What is your age?

○ 18岁以下 (under 18 years old)

○ 18岁至25岁 (18 to 25 years old)

○ 26岁至40岁 (26 to 40 years old)

○ 40岁以上 (over 40 years old)

2.您觉得网站整体看上去效果怎么样？ *

What does entire website look like?

○ 1，很差 (Very bad)

○ 2，差 (Bad)

○ 3，好 (Good)

○ 4，很好 (Very good)

○ 5，完美 (Excellent)

3.您觉得网站的布局怎么样？ *

What do you think of the layout of the website?

○ 1，很差 (Very bad)

○ 2，差 (Bad)

○ 3，好 (Good)

○ 4，很好 (Very good)

○ 5，完美 (Excellent)

4.在主页，您是否能轻松理解网站的意图？ *

Can you understand the purpose of website easily at home page?

○ 是的 (Yes)

○ 不行 (No)

5.通过菜单，你能轻松找到你想要的内容吗？ *

According to navigation, can you find the infomation you want easily?

○ 是的 (Yes)

○ 不行 (No)

6.网站每页的内容容易理解吗？ *

Can you easily understand the content of every page in website?

○ 是的 (Yes)

○ 不行 (No)

7.您觉得网站的一些功能用起来怎么样，比如说在线聊天和信息反馈表？ *

How do you rate the function of the website, such as chat system and feedback system?

○ 1，很差 (Very bad)

○ 2，差 (Bad)

○ 3，好 (Good)

○ 4，很好 (Very good)

○ 5，完美 (Excellent)

8.在联系方式里面，有您会使用的联系方式吗？ *

As for contact method, do you find the method you prefer to use?

○ 有 (Yes)

○ 如果没有，请在最后的评论区告诉我们 (If not, please tell us at comments area at the end of survey.)

9.你还有关于网站的建议吗？

Leave your opinion about website.