عنوان مقاله:

The Analysis of User Interface Design of Shiraz Tourism Applications Based on User Experience

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خلاصه مقاله:

Nowadays, tourism is more than just an industry, and like a dynamic global and social phenomenon. The city of Shiraz has attracted many tourists for its attractions. With the changes that have been made to the way information access is one of the most widely used tools for app tourists; therefore, apps must have many capabilities and tailored to suit user needs so that the user can easily and easily access the information they need. Find and do not get confused.In this research, we define the user needs questionnaire and define different scenarios for user experience, and we have developed a specific model and template. Based on this pattern, we reviewed 15 tourism applications in Shiraz. The results obtained from the analysis can be said that the only thing that is observed in all applications is detailed descriptive explanations. Based on the assumptions of the research, it seems that the existing applications in the tourism area of Shiraz do not have the proper design of the interface; and in designing the user experience of applications in this field many of the needs of users are ignored. According to the results, both hypotheses are confirmed.

کلمات کلیدی:

Application- User experience - User interface - Tourism

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