DESIGNING
EMOTIONS
IN ONLINE
TRAVEL

Converting visitors into clients.
How to create travel websites that sell!

Soraia Cardoso & René Vaartjes

Designing Emotions in Online Travel

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Preface

Today's business it is not only about hard figures and rational behavior but also about feelings, moods and emotions. Based on this believe we decided to investigate the way people experience online graphical design, and how does it influence their behavior.

The twelve months of investigation and discussions with experts in the field of design, emotion and online travel provided us with a strong solid knowledge on how to apply emotional design in online business environments, namely travel e-commerce. During the research we came across very interesting and innovative developments in the field of online travel and were able to apply interesting techniques that help to evaluate the impact of design in people's perception. A step by step approach on how to trigger positive emotions in online travel environments is the main result of our research and the central theme of this book.

Thanks and acknowledgements

Like in our daily life and work, things get better when we collaborate with specialists. In the course of time, several people contributed to this research in different but equally important ways. The people from Sotopias' network has been a tremendous help in discussing design issues and proofreading this book. Peter Bartels did a fantastic job providing guidance and bringing up topics for discussion. All the people involved were of great help to improve the quality of this book.

Thank you all!

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Abstract

Keywords: emotions, emotional design, travel, senses

Emotions influence our well-being as well as our purchase decisions. From a design perspective, it is worthwhile to know more about how we can elicit emotions through design. We also need to know more about the way we can identify the relevant emotional aspects and how we can evaluate the emotional influences of a particular design.

This book focuses on the design and functions of travel websites. How do they influence the emotions of the visitor? The central question of this book is:

How can graphical elements and online functions evoke positive emotions so that visitors to travel websites are encouraged to book online?

An emotion is a mental state that arises spontaneously rather than through conscious effort and is often accompanied by physiological changes. Expressing emotions does not depend on a person's culture. However, specific communication elements evoke different kinds of emotions in people from different cultures. An online travel a website only evokes any emotion if it is seen as relevant to a visitor's concern.

Through quantitative and qualitative research, this study proves that consumers judge the attractiveness of a product or service based on their own perception, feelings and emotions. Subjects of an online survey defined that the main emotions evoked during their visit to a travel website are: 'curious', 'inspired', 'desiring', 'enthusiastic', 'fascinated', 'attracted to', 'looking forward to', 'satisfied', 'relaxed' and 'stimulated'.

The analysis of photos collected during a qualitative research and the outcome of an expert review analysis of eight travel websites results in a set of recommendations on how to evoke specific positive emotions to improve travel websites and convert visitors into loyal customers.

Introduction

Studies have confirmed that customer satisfaction is down sharply - and frustration levels are up - across the online travel and hotel industry. There is a direct correlation between success in providing a superior online customer experience and success in converting prospects into customers.[i]

Consumers take decisions mainly based on their emotions. Allthough they compare new products and/or services by comparing prices and quality, soft aspects such as aesthetics "how does this product make me feel?" and peer pressure have also a great influence on a person's decision.

Companies have a tough time trying to reach and "touch" their potential customers with their unpersonal messages. It is almost impossible to break through the invisible wall erected by consumers. However, companies are learning how to get in touch with their customers. They found an entrance to their hearts by taking advantage of their emotional needs.

The brand relationship is strongly determined by the emotional attractiveness of a product or services. The Conversion Model of TNS Global[ii] proves that the attractiveness is not based on experiences but on perceptions, feelings and emotions. The Conversion Model measures the commitment of a customer to a brand.

The commitment consists of four dimensions:

- Satisfaction: the satisfaction with the brand people use

- Attitude comparing competitive brands: how attractive are these brands?

- Involvement in the brand preference: how important is the preference for a specific brand in the market?

- Degree of ambivalence: to what extent are consumers attracted to different brands?

With this in mind it becomes important to find which emotions have the biggest effect on the customers' final decisions.

The internet developed from a digital brochure-like environment into an interactive playground where, at times, "online love" is evoking stronger feelings than offline love. The Internet, creates opportunities for companies to strengthen (emotional) relationships with their customers. Whenever a company is able to arouse positive and relevant emotions through the web they can "play" the market with outstanding competitive advantage.

This research explores and provides design guidelines on how companies, in general and online travel agencies, in particular, can exploit and provoke positive emotions. As emotions are motivational characteristics, emotional arousal incites behavior. This tendency is the principle of this study. By touching and evoking the right emotions, we want to influence the customer and the booking process on travel websites in such a way that people get "hooked" to those websites. Not only because of its interesting information but because it offers them a total experience of positive feelings and emotions.

This book is divided into three main parts. The first part is a theoretical framework to explore and define emotions and their different concepts and approaches. This framework will lay the foundation of the second part of this book, a practical research into the type of emotions people experience in online travel websites and which graphical elements provoke them.

Which emotions people experience and their influence on the way they book a trip are the basic answers we are trying to find through this research.

The answer to these questions will lead to the third part of this book which is a compilation of "design guidelines" for travel agencies. Design elements, images, colors, functions that, when intelligently combined, evoke positive emotions – and ultimately lead to the increase of online sales at travel websites.

Defining Emotions

The word 'emotion' derives from the Latin word '*emover* 'which means – "to move away from"

Although we all feel emotions, it is difficult to define them. Aristoteles (300 BCE) defined them as "an experiencing and evaluating stimuli that weights experiences taking into account the potential for gain or pleasure".

Britannica (1986) defined it as "A distinct feeling or quality of consciousness, such as joy or sadness that reflects the personal significance of an emotion-arousing event."

Emotion is a change of militancy arising as a response at occasions that are relevant to the concerns of an individual. When we talk about 'emotion' most of the times, we talk about a response on one or several occasions. Emotions are evoked by occasions. The effect of these occasions arise from their meanings, satisfying or repulsive character. [iii]

As it is almost impossible to describe the color 'red' to a color blind person, it is hard for one to try to explain emotions like inspired or bored. We can feel it, we know how it feels when we are feeling it, but translating into in words is extremely difficult.

As we cannot read minds, we do not know what people are thinking or how they are feeling. We only know what we feel and how we experience a situation by ourselves; sometimes it is even confusing for ourselves to know what we are feeling. Expressions such as: *"I don't know if I should be happy or sad about this"*, are very common. As human beings, we experience the world from our own personal point of view.

Emotions are 'disruptions': occasions that unbalance a person, confuse him or interrupt his psychological status. Emotions arise normally through an external cause and reveal themselves in behavior, physiological manifestations and personal perception. [iv]

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Frijda describes in his book 'Emotions'[v] three phenomena of the concept of emotion: 'phenomena of behavior', 'physiological manifestations' and 'personal perception'. These three concepts are summarized below in an attempt to clarify how emotions manifest in our behavior, psychological manifestations and personal perception.

2.1 The three phenomena of emotion

Emotions as phenomena of behavior

Emotion appears to be a hypothesis in explanation of behavior without a sufficient external goal. The explanation has to be found within the subject. Researchers like Young (1943) and Hebb (1949) defined emotion as a disruption. The interaction with the subject's environment can stop immediately or continue without any goal. In other words, every negative emotion we experience, including depression, anger, frustration, stress, grief, guilt, anxiety, fear, etcetera, is a result of a blockage somewhere in the body's energy system. This energy is carried by the body's meridian system through tiny pathways, in the same way that arteries and veins carry the blood.[vi]

When that energy is blocked or disrupted by a traumatic or unpleasant event (like being beat up by the bully in third grade, getting scared by a spider under your bed, or being humiliated by the boss), we feel a negative emotion like embarrassment, fear or anger.

Emotions as physiological manifestations

Sweating, shaking without physical exercise or heat, blushing or heart palpitation happen after an unexpected or physiological occasion. This happens, for example, when a person is almost in a car accident and he just managed to avoid a tree.

Emotion as a personal perception

People use words for emotions like: "I am sad" or "I am happy" to describe how they feel. The emotional value can be judged on criteria like good versus bad or weak versus strong. Secondly,

there is a subjective reference to a certain condition that the person finds in himself: "I feel happy".

Taking these three phenomena into consideration, the concept of emotion appears as a response to one or several events or occasions. This varies from the behavior of a person that arouses a strong emotion in someone else like getting aggressive or loving resulting in red spots on the person's neck or a flush making people say: "I hate you" or "I love you too".

2.2 Definition of emotion

In this book the following definition of emotion is used: 'A *mental state that arises spontaneously rather than through conscious effort and is often accompanied by physiological changes'*.

2.3 Emotions distinguished

Aesthetic impression is closely related to the concept of secondary emotion (Gaunt et al., 2002), which is different from basic or primary emotion (Ekman, 1992). The primary emotion set includes a small set of emotions such as happiness and sadness that are generic to all humans and even to some animals (Ekman, 1999).

Primary emotions

Primary emotions are brief, intense, and cannot be controlled. You feel them mainly when you are alone. Paul Ekman, professor of psychology at the University of California Medical School defines the following primary emotions[vii]: happiness, surprise, sadness, fear, anger and disgust (Ekman, 1999).

Secondary emotions

Secondary emotions are related to objects and are usually elicited by external stimuli.[viii] Paul Ekman defines the following secondary emotions[ix]: love, guilt, shame, pride, envy and jealousy. For example, people feel happy when they are watching a pleasant movie or when they love someone.

There are many factors comprising the external stimuli that evoke the secondary emotions, such as colors, sounds, shapes and other people.

Secondary emotions are non-basic, individual-dependent, domain-specific, and derived from the primary emotions (Averill, 1994). For example, Doost et al. (1999) identified 21,000 secondary-emotion words used especially by children and adolescents. Examples of secondary emotions are affection, admiration, pride, conceit, nostalgia, remorse, and rancor. Compared to the primary emotions the secondary emotions are quintessentially human, they are felt to be more cognitive, moral, internally caused, and mature.[x]

Secondary emotions are also multi-dimensional like aesthetic responses (Doost et al., 1999), activation and evaluation (Plutchik, 1980) or pleasure and arousal (Rusell, 1997). Thayer (1996) also describes an emotional space using two dimensions, energy and tension, but this space represents a particular type of emotion, which is mood. Cupchik maintained that the same argument could be applied to the theory of secondary emotion and aesthetic responses (Cupchik, 1994). Secondary emotions can be regarded as major types of aesthetic responses that people have to various objects. Tanoue (1997) found four emotional dimensions: roomy, oppressive, confined and relaxed - that were specific to car-interior domains (Tanoue et al., 1997).

Primary emotions are part of our evolutionary inheritance, shared by all normal humans and tied to specific types of stimuli. Secondary emotions are acquired during development, show cultural and individual variation and are sensitive to more complex and abstract features of the stimulus situation.[xi]

Mapping emotions in a space can clarify how these emotions are related to each other and which stimuli evoke a specific emotion. Mapping emotions is also used in a design process that uncovers feelings and attitudes towards products. It gathers information on why people prefer one product to the other. It identifies key attributes, tangible and intangible, overt and subtle, conscious and subconscious, that help connect products and people. This insight can focus a design team's creativity, add power to the creative process, and result in more innovative, radical and successful ideas.

The procedure for gathering this information is simple. Through a paper or computer based survey, people rate their impressions of a product.

2.4 Cultural differences in emotion

Paul Ekman conducted a research project on identifying emotions. He traveled to New Guinea in 1968 to find out that its citizens, who never learn to define the emotional responses from other people (in magazines or TV), express the same poses of emotion as people do in other cultures.

Participants listened to different kinds of stories to evoke a specific emotion. Common emotions like anger, disgust, happiness and sadness were very clear to identify. The difference between fear and surprise was hard to tell. A comparable research with American college students showed similar results.

Variation in facial expression on the same stimulus between different cultures (western versus Asian) can be explained in the culture it self. Japanese and Chinese people, for instance, will not demonstrate strong emotions in public. However, when in private, their response is comparable with that of Western Europeans or Americans.

Of course, people can respond differently to the same stimuli. This can happen even between people from the same cultural background. However, the loss of a loved one arouses a sad feeling, regardless of one's culture.

Specific communication elements such as colors, forms, and images evoke different kinds of emotions in different cultures because these elements have different meanings and values. For example, the color black is associated with death in Western European countries. However, in countries like Suriname people wear white clothes during a funeral ceremony. In Muslim cultures, it is inconceivable to show a picture of a woman in a bikini whereas in the United States it is accepted.

Different affect-groups

Participant within affect-groups experience comparable emotions, whereas those between subgroups, for instance

women, experience different emotions. Like-minded and people with similar spheres of interest, for example, roundtrips to wine *chateaux*, are part of an affect-group. Travel companies operating in different countries should be aware of differences in culture and should develop different design strategies instead of using the same website to attract different markets.

Different people feel different aesthetic impressions even when the same stimuli are applied (Lee, 1998b, Brown and Gifford, 2001). For example, given the same web page of Yahoo.com, younger users might experience it as 'static', whereas older users might derive 'comfort' from it. Past studies show that demographic factors such as age, gender, education levels, prior experiences and religious background affect the variability of aesthetic responses.[xii]

2.5 Emotions and concerns

According to Frijda[xiii] every emotion is related to a concern. There cannot be an emotion when a subject does not have a concern as a point of reference in the appraisal process. An online travel service evokes an emotion only if it is considered relevant to a person's concern.

Stimuli that match our concerns are appraised as beneficial. Those that do not match are harmful to our concerns. Different kinds of concerns are drivers, goals, instincts, motives, needs and values.[xiv] Concerns related to travel are safety, or even more concretely the availability of a room or the need for vacationing in a warm climate.

2.6 Emotions and moods

The most obvious difference between emotions and moods is their duration. Moods can last several days. Emotions can come and go in minutes. A mood is a slight but continuous emotional state. Moods are essentially non-intentional.

When a person is in a "*certain mood",* he shows signs of the emotions that are the foundation of it, for example: "I'm depressed". Moods reduce our flexibility. They bias the way we interpret and respond to our environment (for instance, people in

a "*depressed mood*" tend to react to a certain negative event in a more negative way than those who are in a "*cheerful mood*". Emotions can have the same effect but for a shorter time.

It is easier to describe the reason behind an emotion than it is to explain why we are in a certain mood. Most of the times, we are not even aware of our moods.

Considering these factors, it is understandable that a mood will influence the way a person perceives a travel website or an online booking process. However, in this research we will focus on bringing to the surface the positive emotions, while preventing negative ones.

2.7 Emotions and our five senses

There are several ways to influence a person's emotions. Emotions can be triggered through the operation of the automatic-appraising mechanisms that are continually scanning the world around us. We detect situations that are important to our welfare or to our survival. The memories of a past emotional experience or our own imagination are also paths for accessing our emotions. There are many different ways to touch our emotions, such as talking about emotional events, the violation of social norms or empathy for a person or object.

We perceive the world around us through our five senses: smell, hearing, seeing, taste and touch. To touch our deepest emotional levels and awake our senses we need all sorts of stimuli.

How can the travel industry touch each of our senses via the web?

2.7.1   Sound

Numerous studies[xv] have confirmed that sound has, to a large extent, cognitively unmediated effect on recall and emotions. The sound of waves lapping on a beach can set off an uncontrolled hierarchy of associations within the brain. Activities, such as listening to music, encourage the release of

endorphins in the body, activating the very powerfull pleasure centers of the brain.

Sound can help to construct a strong brand identity and strenghten the communication power in combination with images and internet functionalities. Using sound and/or music on a website will create a specific atmosphere. Through the testing of different sounds it should become clear which emotions are evoked. For instance, how the local music of a new holiday destination sounds.
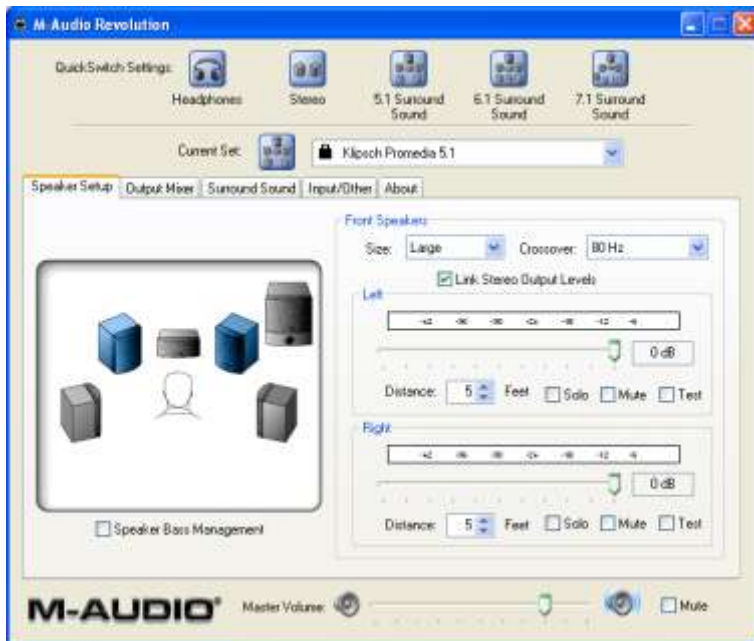
FIGURE 2.1: Surround sound improves the online experience.

2.7.2   Sight

We see the things around us because of the light that bounces off the object we are looking at, into the pupil. The light crosses our lens and the images get focused. Important parts of the eye are the rod and cone cells. They help us to see colors and sharp details. The optic nerve carries the picture we see to the brain.

Digital images and text presented on a travel website differ from those in an illustrated travel guide. Visitors to websites are

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impatient, don't read the complete text but scan pages. They are more attracted to headers and images or graphics. In terms of using images, photos, icons or graphics, the travel industry has a big step to make. A lot of times brochures and websites use outdated images, screaming icons, unclear or unsharp photos.

A research of Harris Interactive[xvi] found that nearly 60% of the visitors to travel websites are dissatisfied with the quantity of hotel visuals available. When people were asked to consider what factors other than price and location are important in selecting one hotel over another, online travelers mentioned the hotel's description (71%) and visuals (69%) as the top two most important factors.

More than one in four persons in this research (28%) rated visuals as "very important," more than the description of the property (23%) and information about the destination (17%). Online travelers are twice as likely to rate visuals as "very important" as they are hotel star ratings (14%), customer reviews and testimonials (13%), the brand of hotel (11%), and loyalty program (8%).

However, only 41 percent of online travelers who search and/or book hotels online report being "satisfied" or "very satisfied" with the quantity of visuals. Visitors to original hotel websites are more satisfied with the visuals available than visitors of third party websites like Travelocity and Orbitz; respectively 51% compared to 34%.

Respondents found various types of visuals important and useful in choosing a hotel. While still photographs rate highest in importance, rich media tours and videos also show broad consumer appeal. Nearly three in five online travelers (59%) say 360º virtual tours would be "useful" or "very useful" in helping them select a hotel that matches their preferences and expectations, while nearly half (48%) believe a short video showing a hotel's features and attractive site would be "useful" or "very useful".

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FIGURE 2.2: Three-dimensional screens will improve the user experience by the end of this decade.

2.7.3 Smell

Smell is the strongest of our senses. Odor has the potential to evoke our emotions with more potency than any of the other senses. [xvii] Scent is not filtered out by the brain. It is instinctive and involuntary. There is also a strong connection between scents and memories. The smell of baked bread, or washed clothes, for example, make us recall our mother or parents' home. "Pleasant fragrances in the air influence human behavior by enhancing individuals current moods" says Robert A. Baron of Rensselaer Polytechnic Institute. In his study he also found that shoppers exposed to pleasant odors are not only in better moods, they are also more likely to engage in amiable and even altruistic behavior. Good research should be used in choosing a fragrance that fits perfectly with the expectations of the subject.

Transferring pleasant scents online might look impossible. However, there are already technical solutions that allow using scent cartridges connected to the computer (Firgure2.3). These cartridges can instantly create hundreds of different scents.

FIGURE 2.3: The USB P@d of Osmooze. An Intelligent aroma diffuser.

Using scents on travel websites and during the online booking process will improve the visitor's experience. A person will be able to smell the flowers in the tropical garden or market at their destination.

2.7.4   Touch

We feel through our fingertips, by scratching a part of the body along an object or through the breeze of the wind. Touch arises from a pressure, pain, temperature or vibration. Materials can evoke different kinds of emotions by the way they feel. Soft, hard, rough, smooth or prickly textures. All influence the way we experience an object.

It is hard to imagine how to translate the feeling of warm sand through our hands on a website. Does the vibration of sound evoke a certain emotion or are we able to develop equipment similar to the gaming industry, transferring pressure, temperature or vibration?

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2.7.5   Taste

Taste buds in the throat and on the tongue transfer details about the chemical combination of what we taste to our brain. There are four primary taste receptors: sweet, salty, bitter and sour. Other tastes arise through a combination of the primary taste receptors and by adding smell impressions.

How do we taste the local cuisine when we book a trip to an Asian country? How does that delicious looking cocktail taste? Is there a way to evoke the sensation during the booking process?

Researching & measuring emotions

It is not only hard to come up with a universal definition for emotions. It is also difficult to investigate them. This chapter describes three kinds of research methodologies applied to emotions.

Desmet[xviii] describes three instruments to measure emotions:

3.1 Instruments that measure emotional expressions

Technical developments make it possible to measure facial and vocal expressions at the same time. They are reliable to measure primary emotions cross-culturally. Technology will prevent the subject from being distracted during the measurement.

Unfortunately, only primary emotions are measured. Measurements of non-primary emotions lack a solid theoretical relationship between expressive patterns and non-primary emotions. During the observation of subjects, it is hard to recognize exactly the same facial expressions. Another problem is how to measure mixed emotions by analyzing expressions.

3.2 Instruments that measure physiological reactions

Several techniques are available to measure the variety of physiological reactions of a person to a stimulus. Reactions can be analyzed by measuring the blood pressure, the heartbeat, skin or papillary responses.

A major advantage of measuring physiological reactions is that the subject cannot control them. Secondly, the subject will not be disturbed during the measurement of emotions. Therefore it is an objective method and useful for cross-cultural research.

The limitations are that this measurement tool cannot reliably differentiate basic emotions or mixed emotions. Additionally, a

subject can also feel warm, cold or hungry. These processes, that are non-related to the subjects' emotions, might cause bias.

3.3 Instruments that measure subjective feelings

One instrument of measurement is the Self-Assessment Manikin (AdSam). As described in Section 3.5, a self-reporting instrument requires subjects to report their emotions on a set of scales. The major advantage of this method is the possibility of measuring any set of emotions or even mixed emotions.

The disadvantage of the instrument is to verbalize emotions. It is difficult for a person to translate his feelings into exact words.

Sections 3.4, 3.5 and 3.6 describe these instruments in detail. It will help to draw an effective methodology to find out which design elements and functions evoke positive emotions.

3.4 PRoduct EMOtion measurement (PrEmo)

One of the most interesting projects to measure emotions is the PRoduct EMOtion measurement instrument (PrEmo). PreMo is an interactive and non-verbal instrument developed by the Technical University of Delft, in the Netherlands.

As said before, it is difficult for a person to clearly describe or express his emotions and feelings. PrEmo solves this problem by showing a set of seven positive and seven negative emotions portrayed through an animated cartoon. This cartoon shows the expression of the face in smooth steps. The face is an enlarged part of the body. The body of the cartoon supports the emotion showing gestures. The animation produces sound to intensify the emotion.
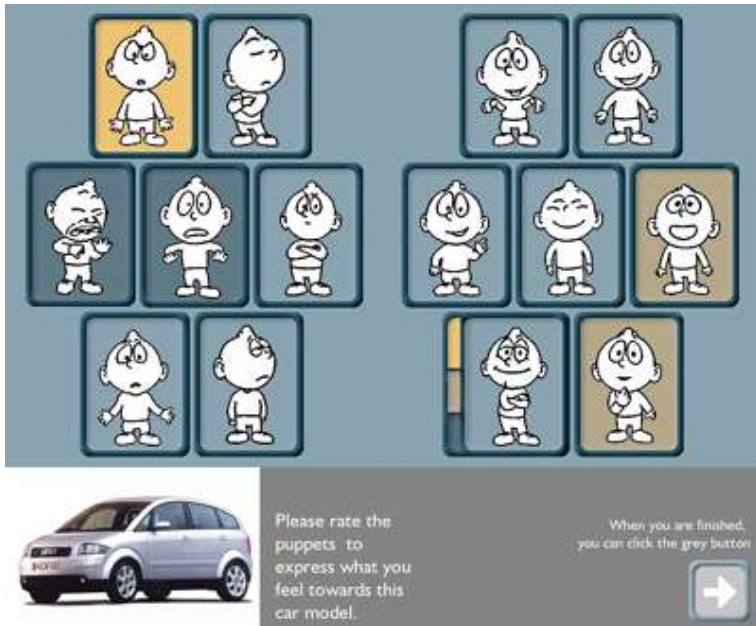
FIGURE 3.1: The PrEmo Interface presents fourteen puppets each of them representing a distinct emotion - ID-Studiolab (Technical University Delft).

After selecting a cartoon, the interviewee can rate the intensity of the emotion by selecting one of the three colored boxes on the left of the cartoon. A comprehensive research of the use and effectiveness of this methodology also proved its suitability in multi-cultural research. The initiators of the methodology found out that the expression of emotions are, apart from some exceptions, the same around the world. Although PrEmo is a very suitable tool to measure emotions evoked by products it is less suitable to measure emotions aroused at travel websites. At travel websites, it is not only about the graphical elements but also about the functions available. The emotions evoked through functions are harder to measure through PrEmo.
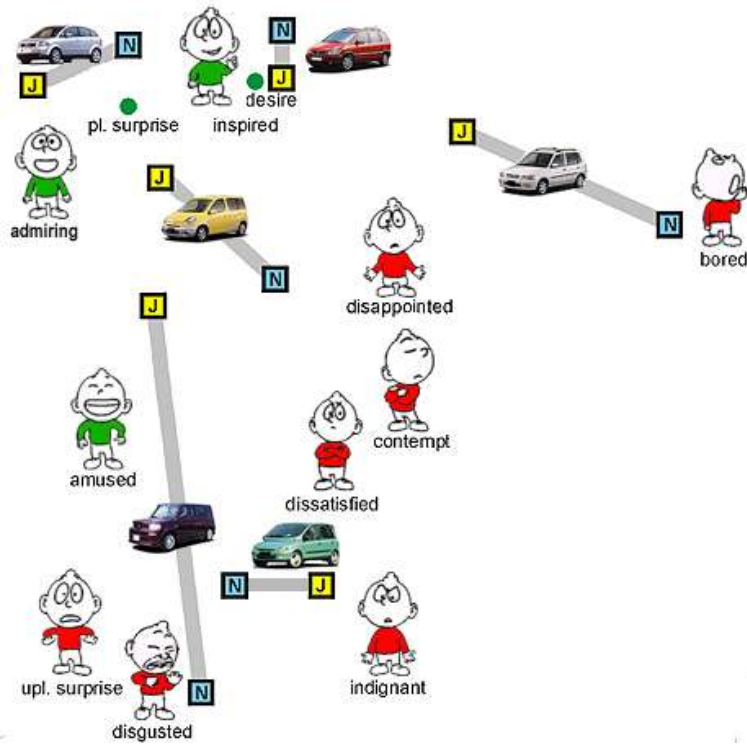
FIGURE 3.2: Twelve Emotions elicited by six car models in Japan (J) and the Netherlands (N) – PrEmo ID-Studiolab (Technical University Delft).

3.5 Self-Assessment Manikin (AdSam)

The AdSam tool uses a nonverbal, cross-cultural, visual measure of emotional response that enables researchers to gather data through qualitative or quantitative methodologies.

This methodology is based on the 'Pleasure', 'Arousal' and 'Dominance' theory of emotion. The measure consists of a graphic character arrayed along three different scales: pleasure, arousal and dominance (Figures 3.3, 3.4 and 3.5).

- **Pleasure:** measures the positive/negative aspect of the feeling
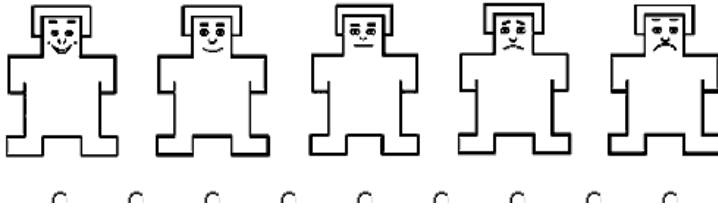
FIGURE 3.3: The first dimension of AdSam questionnaire - represents feelings from completely '*happy*' or '*elated*' to completely '*unhappy*' or '*sad*'.

- **Arousal:** measures the level of intensity or involvement in the feeling
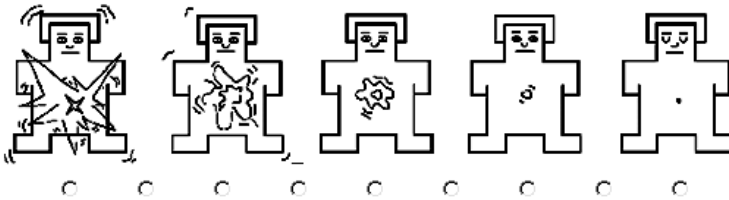
FIGURE 3.4: The second dimension represents feelings from very '*stimulated*' or '*involved*' to very 'calm' or 'bored'.

- **Dominance:** measures the degree of empowerment the respondent feels
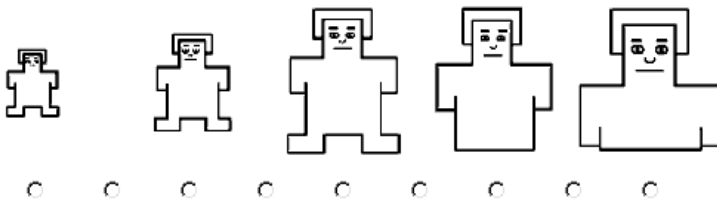
Figure 3.5: The third dimension represents feelings as though one is 'being controlled' or 'cared for' on the left, completely 'in-control' or 'dominant' on the right. This row does not represent positive or negative feelings, just how in-control one feels.

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The AdSam method consists on showing the interviewees images of an object. They then have to select for each dimension by clicking the radio button directly below the picture or between the pictures. If the feelings of the interviewee are "in between", they select the radio button underneath the space between the pictures. This method allows the interviewees to describe, through images, how the item makes them feel.

The measure eliminates verbal bias associated with commonly used adjective checklists and semantic differential scales. This measure should lead to a reliable assessment of the immediate emotional response to research stimuli, bypassing rational evaluative processes.

This research method is used around the globe and cross culturally. AdSam requires no translation.   All emotional reactions are combinations of the three core human emotions, and universal to all people. The method is quick and easy to administer and analyze. The visual nature of the measure allows for a quick and accurate assessment of the emotional response.

The main disadvantage of self-report instruments like AdSam is that they do not measure distinct emotions but only generalized emotional states; another disadvantage is that they can also be subject to socially desirable effects.

3.6 Zaltman Metaphor Elicitation Technique (ZMET)

The ZMET technique starts by defining a clear research goal, for instance, how people think and feel about booking a ticket through an airline website. The Zaltman Metaphor Elicitation Technique consists on selecting subjects based on criteria defined by a client and conducting interviews that take approximately two hours. This technique requires a relatively small sample to produce consistent patterns of thought.

One week prior to an interview, each subject is asked to collect 10 pictures that reflect his thoughts and feeling about the research topic. This procedure makes participants think about the assignment in advance. As a result, participants arrive for their interviews with the benefit of considerable conscious and unconscious reflection about the product or topic.

Interviewees are asked to explain their thoughts and feelings about the research topic, using the pictures as visual cues. Interviewers explore whatever metaphors are elicited and probe, but do not prompt, for deeper meanings.

At the end of the interview, the subject creates a single collage with the images that summarize their thoughts and feelings about the topic, which can be a product or service. Afterwards the complete set of interviews is transcribed and the research team analyzes the data to complete the final report.

The main advantage of this method is that allows researchers to find out unconscious reflections that subjects may have towards a product or service. The main disadvantage is that it requires the subject to translate the emotions grasped from those pictures into words, while trying to describe their own emotions. Only an experienced interviewer can get good results from such method.

Emotional Design

Thanks to researchers such as Donald Norman, designers have started to understand that, products should not only look better but should also be easy to use. Usability is a major concern, not only in products but also in websites. Usability is the effectiveness, efficiency, and satisfaction with which users can achieve tasks in a particular environment of an interactive system. High usability means a system is easy to learn and remember, visually pleasing, fun to use and quick to recover from errors.[xix]

Although usability is a relevant topic, we begin to realize that the beauty and design of a website and its functions is as important. Good design means that beauty and usability are in balance. Of course, websites must be usable, but all the many factors of design must be in harmony; aesthetic appeal, functionality, and pleasure to use are of great importance.

However, how do we define Emotional design? Is it "*hedonic design*", "*affective design*", "*affective human factors design*", "*human-centered design*" or "*empathic design*"? Essentially, it is about the role of human emotions as an influencing factor in the way we deal with and relate to objects. Attractive and usable objects make people feel good while, at the same time, make it easier for them to complete a task such as booking a trip online. In designing for people's emotional needs, we should take into consideration that people need to feel good about themselves and their interactions, and need to feel effective while engaging in meaningful or pleasurable experiences.

Norman[xx] has developed a theory about the impact of emotion or affect on design. Put simply, its essence is: "*Attractive things work better*". According to Norman, there are three levels of affect processes that have an impact on design. Each level requires a different a style of design.

4.1 Norman's Three-level affect model
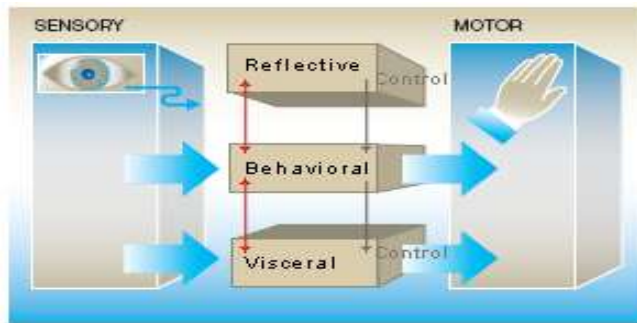
FIGURE 4.1: Norman's three-level affect model.

4.1.1 Reflective

At the reflective level we find our self-image, what other people think of us or of a product, or what message we want to transmit. On this level, the rationales that we need as justification for our immediate buying decisions are created.

4.1.2 Behavioral

The behavioral level deals with actions; this is what most web User Interfaces design deals with these days. It has a focus on usability and task efficiency. We feel what the person on the picture feels; a website tries to involve the user. Through storytelling, we try to make the visitor believe that he is really experiencing it. When an online task is too difficult it will become frustrating; if it is too easy it becomes boring.

4.1.3 Visceral

On the visceral or biological level, we find immediate reactions triggered by factors, such as attractiveness. This level is basic to humans and independent of cultural influences. This is the level that leads some experts to claim that buying decisions are made in less than a minute. A person's affective state is influenced by music, lighting, and camera angle.

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Designing for each of these levels requires different tactics. For example, attempting to satisfy emotional design criteria at the behavioral   level often entails a thorough usability evaluation. Emotional design at the reflective level may require a company to develop a corporate image that reflects its users (e.g., Google's anti-corporate and liberated undertones are expressed by its playful and festive logo changes during holidays such as Earth Day). Visceral design may be the most straightforward, and is clearly evinced by most automobile designs (a car can be described as sleek, cute, sporty, or powerful).

Emotions in online travel

The planning and booking process

One of the favourite things Dutch people do on the internet is booking a trip. In 2005, 41% of all trips were booked online. [xxi] Ninety-six percent of the Dutch tourists use the internet to find information about their destination. [xxii] The internet became the most important information and sales channel.

Not only the dot.com travel organisations but also traditional companies use the internet to offer their customers speed and convenience. Costs of brochures, travel offices and desk clerks can be reduced dramatically. However, traditional travel agent's shouldn't be written off. Travel agencies specializing in specific destinations or adventure travel offer a part of the experience already in their agency. Adventurous environments as the ice wall of travel agent the Globe in The Hague (The Netherlands) evoke emotions such as attraction, fascination and excitement.

Ask a person's favourite activity and most of them will say "going on holiday". The feeling of getting rested, eating different food, sunbathing, swimming, getting together with the people we love, evoke positive emotions. Although holidays can also be stressful, for example, during the check-in procedure or after missing a plane or losing the luggage. The travel planning and booking process arouse emotions that should be aknowledged by travel organisations in order to influence their customers in a positive manner. Travel products are complex and hard to compare. During the (pre-purchase) holiday search period, customers should feel emotions similar to those they would like to experience when on holiday. Organisations that are able to evoke such emotions are most likely to be preferred over those that don't.

It is hard to anticipate the client's emotions and to touch their feelings in a face-to-face situation, let alone in an online environment. Considering that in a web-savvy country like the Netherlands, 70% of the population uses the internet as the major source for information during travel planning[xxiii], travel

organisations need to know which emotions can be evoked online in order to attract customers. Evoking the right emotions should not only result in more clients but also increase the sales of more extensive or profitable holiday packages.

The online travel marketplace is changing dramatically. The first generation travel websites have focused on making online services usable. With the new possibilities of broadband, online travel solutions enter a new era offering lifelike experiences. This might just help the customer choose one holiday destination over another, or choose a travel organisation with a usable website offering lifelike experience over a less usable and boring one.

5.1 Different phases in the online travel planning and booking process

There are different phases in the online travel planning and booking process, and therefore, it is important to get a clear view of each. The travel planning and booking process model (Figure 5.1) will help, in later stage, to identify which emotions can be evoked during each phase. In some phases, it is easier to arouse emotions than in others. The different phases are described next.

FIGURE 5.1: Travel planning and booking process, Sapient Corp. 2000.

Gestating phase

In the gestating phase a person bears a feeling or an idea in his mind. Although it is in his mind he doesn't think about it all time. He can be triggered through a stimuli. The stimuli can be a television commercial, a print advertisement or an interesting conversation. A person moves from the gestating phase to the inspiration phase when the number of stimuli increases or when there are circumstances to book a holiday. These circumstances can be time ("I have to book now otherwise there won't be any hotel rooms available"), budget (last minutes), and weather (escape from a rainy summer at home). After a holiday a person returns to the gestating phase and the process starts again.

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Inspiration phase

During the inspiration phase people get more stimuli, they ask and search actively for input from various sources. This can be done through reading magazines, watching travel programs on television and talking with friends, family or colleagues about interesting destinations. The internet is becoming a source for inspiration. Not only at websites of travel agents but also at community sites where people share experiences. As soon as a person has enough inspiration and his range of possible travel destinations is reduced to a manageable set he will continue to the pre-planning phase.

Pre-planning

Pre-planning is an important phase for travel organisations. In this phase a person is 80% sure of when and where he wants to go on holiday. He also experiences more excitement because he is on the verge of making an important decision. He is looking for more information and details to decrease the risk of selecting the wrong destination or accommodation. Travel organisations have to support consumers with useful information to take away doubts and minimize uncertainty.

Planning and booking phase

Trust and convenience play an important role during the planning and booking process. In this phase the consumer needs online tools to plan his trip efficiently. For instance, by using online calendars, flight schedules, or providing information about the availability of accommodation. Instead of separate elements, transportation and accommodation should be geared to one another. In the booking process a customer should feel secure and in control. At this stage there shouldn't be questions such as:"Is this payment process safe?", "Did they receive my payment?", "When will I receive my tickets?". After the planning and booking phase it is important to keep in touch with customers in case they need to make changes or contact the travel organisation for questions.

Post-book and pre-trip phase

During the post-book phase travel organisations should keep the contact with their customers. They should be available for questions or comments. The internet offers perfect solutions to give clients insight about their booking status 24 hours a day. Clients want to feel secure in their choices. After the booking process customers can be supplied with online information and travel services. The pre-trip phase offers a perfect opportunity to strengthen the relationship with the customer. Customers should find at the travel websites the information they need to prepare themselves for the trip and to get into the holiday mood.

Trip phase

People visiting new destinations or experiencing trouble in a foreign country might need support. Online or phone services can be of great value to travelers. A travel organisation can implement an 'after sales service' to take care of their customers while they are away. An important question is: "How do people experience their trip, their accommodation and their destination comparing to the impression they had during the booking process?" The moment a person experiences all these aspects of a holiday, different kinds of emotions will arise. Travel organisations hardly have any influence on the drivers that influence these emotions. Useful advice beforehand will decrease the risks of disappointment and increase the chance of a pleasant holiday – like it was promised.

Through a quantitative and qualitative research we will be able to define which positive emotions are evoked during which phase of the travel planning and booking process. The connection between the different stages and the diverse emotions is described in section 7.1.

Quantitative & qualitative research

6.1 Introduction

After defining emotions and describing some of the most important methodologies used to research emotions related to objects, we will now focus on applying some of these methodologies to measure people's emotions in relation to online travel websites.

In this field study, we applied three different research methodologies; each of them with a specific goal and objective.

6.2 Research methods and objectives

In order to get acquainted with the positive emotions people are inclined to feel when they "think about holidays" the first method used was quantitative, and consisted of an "O*nline Survey*". The central questions of this survey were "what are the emotions do you like to experience while visiting a travel website?" and "what is their level of importance" on a scale from 1 (Not important) to 5 (Very important). The objective of this survey was to find out which emotions people experience while visiting a travel website, and how important these emotions are to them.

The results gathered from this survey were used on the second methodology (qualitative) the "*Zaltman Metaphor Elicitation Technique*" (Section 6.4.2). The research goal was to find out what images and/or objects capture people's thoughts and feelings about holidays. These thoughts and feelings should be based on the arousal (stimulation) of the ten positive emotions predifined from the outcome of the survey.

Both research methods provided essential information to be used at the third method, an "Expert Review" of different kinds of travel websites. In chapter 8 some of the world's most popular travel websites are analysed based on their visual elements and online functions.

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6.3 How can graphical elements and online functions evoke positive emotions so that visitors of travel websites are encouraged to book online?

In order to translate this central question into measurable elements, let's first define a few terms:

Graphical elements

Graphical elements are all the items presented at a website. These can be:

- logotypes
- pictures/images
- maps
- lines
- buttons
- icons
- animations
- videos
- illustrations
- typography
- html elements (fields, radio buttons, check boxes)

Online functions

Online functions are tools on travel websites that enable visitors to find information about destinations and accommodations; book transportation, excursions, holiday packages, hotel rooms or appartments. Examples of online functions are:

- vacation finder (a wizard that enables people to find their favorite destination through question asking)
- interactive maps
- games
- virtual reality
- 360° views of destinations and accommodations
- real time weather conditions and updates
- reviews of hotels and restaurants
- e-vouchers (print flight tickets, excursions, hotel vouchers online)
- language courses
- video and photo sharing

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- personal trip journals
- route planners
- seat reservations (planes, trains, buses)
- travel alerts (delay of a plane)
- e-mail newsletters

Positive emotions

Positive emotions stimulate a happy and encouraging mental state that arise spontaneously, rather than through conscious effort and is often accompanied by physiological changes.

Visitors

A visitor is a person visiting and using a website. Visitors can be detected through a login procedure or by the use of cookies. A cookie is a small file or part of a file stored on a user's computer connected to the internet, created and subsequently read by a website server, and containing personal information (as a user identification code, customized preferences, or a record of pages visited).[xxiv]

Travel website

A travel website is a collection of web pages (documents built in a HTML – HyperText Markup Language) containing information about destinations, geography, climate or accommodation. Besides information, travel websites can offer planning and booking functions using reservation and payment systems.

Online booking

Instead of visiting a travel agent, consumers can book a holiday online. For that they can visit a travel website, select a period, a destination, accommodation and means of transportation. Online booking can be indirect, through completing an online form that will be settled by a travel advisor, or direct, through booking a trip in real time using the booking systems of travel agencies or airline companies.

6.4 Research methodology

Based on the parsing of the central question the following sub questions are formulated:

- Which positive emotions does a person experience while visiting travel websites?
- How important is it for a person to experience these emotion while visiting a travel website?
- Which travel websites are able to evoke emotions through specific functions and/or graphics?
- Which images evoke emotions that are important to visitors of travel websites?
- Which characteristics of the selected pictures/images evoke a certain emotion?
- What are the favourite travel websites?

6.4.1   Quantitative Research – Online questionaire

A total of 113 participants were randomly asked, via an email invitation, to complete an online questionnaire. The questionnaire had only six questions, to avoid major drop outs and was executed in March 2006. Participants were, for the great majority, Dutch. The profile of the of participants is described in Graphic 6.1, below.

The survey's questions and answers are integrated in appendix C.
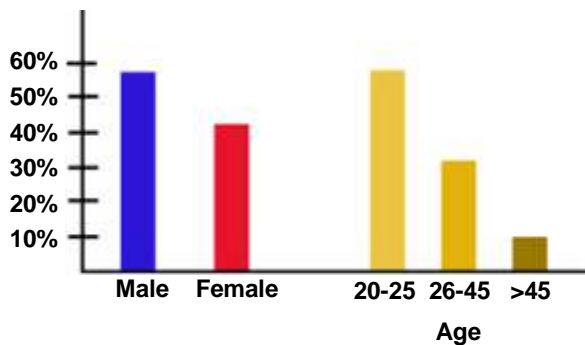
GRAPHIC 6.1: Profile of participants - quantitative research.

6.4.2 Qualitative Research: Zaltman Metaphor Elicitation Technique (ZMET)

Based on the results of the quantitative research a qualitative research was prepared. The qualitative research consisted of 200 interviews with subjects from the predefined target group (males and females between 20 and 45 years old) using the Zaltman Metaphor Elicitation Technique (ZMET).[xxv]

Each ZMET interview consisted of a one-to-one discussion, approximately two hours long. In preparation for the interview, participants were asked to spend approximately 2 to 3 hours thinking about the topic and collecting as many pictures as possible that captured their thoughts and feelings about holidays. These thoughts and feelings should be based on the arousal/stimulation of the following emotions: 'inspired', 'desiring', 'enthusiastic', 'fascinated', 'attracted to', 'looking forward', 'satisfied', 'relaxed and stimulated'. These emotions, chosen by the participants of the online survey, classified as stimulators for searching and booking a holiday.

Because of this pre-interview work, participants arrived for their in-depth interview at an advanced stage of thinking, ready to discuss their thoughts and feelings. Which, ultimately helped to achieve the main goal of the interview: to find the pictures and images that "revealed their deepest feelings" and the reasons and emotions behind that.

The research was done using the ZMET technique because most human communication is nonverbal, and a great part of it is visual. Cognitive scientists have learned that human beings think in images, not in words. Most of the time, the knowledge of what we need lies so deeply embedded in our brains that it rarely surfaces. A lot goes on in our minds that we are not aware of, most of what influences what we say and do occurs below the level of awareness.[xxvi]

This technique is more helpful in a category that is not 100% rational, where there are many emotional elements – making decisions, spend the time and money on something one has been looking forward all year. The ZMET interview technique allows subjects to reach to their hidden knowledge and to get at what they do not know they know.

ZMET findings are also consistent with research showing that people use sensory experience to make decisions and to express abstract ideas. This indicates that sensory images are an important medium of communication.

During the interviews, the storytelling technique was employed to elicit participant's key thoughts and feelings. Storytelling encourages participants to describe how each picture they brought to the interview represents their thoughts and feelings about traveling and holidays. Because much of our knowledge and memory takes the form of stories, stories are excellent sources of metaphor and important sources of insight about participants.

Research results

7.1 Quantitative results: the top ten emotions

One hundred and three of a total of one hundred and thirteen participants rated twenty nine different kinds of positive emotions they experience while visiting a travel website. Ten of these emotions were selected by at least 50% of the participants.

The ten best scoring positive emotions are described below.

Curious
When people are curious, they are eager to know or learn something. They want to deal with something strange or unusual. Something they are unfamiliar with and that arouse their interest. The more unusual the stimulus the bigger the curiosity (Berlyne 1960) till we reach an upper limit of oddity or complexibility. Most of the times curiosity incites explorative behavior. People are looking for new and varied stimuli.

In travel there are a lot of ways to incite curiosity. People like to explore new destinations and cultures.

Inspired
We are inspired when we are filled with the urge or ability to do or feel something. It is the stimulating influence upon the intellect or emotions leading to creativity. Using elements and functions that stimulate people to start a thinking process like "By seeing a picture or reading an inspiring review I want to visit that specific place."

To inspire we have to develop engaging online features that brings to life the excitement of a weekend in Paris . This should also encourage customers to plan a last-minute weekend getaway.

Desiring
Desire refers to the willingness to come to a state of satisfaction or at least to get closer to it. Desire is strongly related to yearning and eagerness. It is a state of readiness to take action

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focused on satisfaction and achieving a goal. Desire is evoked by the thought of meeting with an object that fits us, while it is not in our possession we desire it to become ours or to experience it.

After making people curious about (new) destinations and inspiring them through a diversity of graphic elements, functions and information, desire should arise. Visitors should feel the desire to book a travel destination because they want to explore a place they haven't visited before. They might want to relax or they just desire to get the same feeling they had before visiting the same destination. Evoking desire at a travel website depends on the reason why a person wants to go on holiday. Does he desire to eat special food or explore unspoilt nature?

Enthusiastic
Enthusiasm in an intense enjoyment, or interest in something that inspires zeal or fervor. To incite enthusiasm or interest in a subject or cause it is important to know a person's interests.

Talking about a previous holiday, showing holiday pictures, sharing information about great restaurants and beautiful beaches, makes people enthusiastic if they have the same interests or like to explore the same things. At travel websites there is an opportunity to share experiences by storytelling and thus enciting enthusiasm.

Fascinated
Fascination is a responding emotion. It is evoked by the quality of the stimulus. It is also an aesthetical emotion satisfying desires in a person's fantasy. Fascination is strongly related to beauty. A fascinating subject can be extremely interesting or charming and irresistibly attractive.

In the different stages of the travel planning, booking or post-booking process and the trip itself, fascination only take place during or short after a person has experienced the holiday. Only then, it is possible to build a certain fascination for a destination or culture. Therefore, we need to help visitors of a travel website to convey their fascinations.

Attracted to

We are attracted to something when we are drawn to it, either by its appeal and aesthetic sense or because of a natural emotion. Mystery, sensuality and intimacy should be used to attract people and make them enthusiastic about a travel destination. By offering dreams, transmitting passion and appealing to the five senses.

Looking forward

We anticipate with pleasure or satisfaction our holiday. We are in a state of happiness thinking about the pleasures we will experience. Our fantasy enables us to dream about a holiday. Travel organisations are balancing in presenting and selling a dream and delivering the same dream. In one way the graphic elements and functions have to convince the visitor that "this is the perfect holiday spot". On the other hand it might be experienced in a completely different way by the holidaymaker when he arrives.

Satisfied

When we fulfill a need, want or desire we experience satisfaction. Satisfaction makes us feel happy and entices pleasure. We can be satisfied after solving a problem or moving from a negative to a positive status.

During the pre-planning and online booking process a visitor can reach different levels of satisfaction. This depends on:

- The quality of the offered information, does it fill the knowledge gap?
- The available destinations compared to the preferences of the visitor
- The price of the trip compared to the visitor's budget.
- The ease to book a trip
- The experience of the trip itself compared to the visitor's expectations

Relaxed

A person is relaxed when he gets relieved from a nervous tension, when he becomes less intense or severe or when he seeks rest or recreation. Emotions can evoke tension or excitement. It is important to offer relaxation through a calming and carefree environment.

The use of color, a well organized page, clear and attractive images can transmit a relaxed feeling. Travel websites have to define the right equilibrium between tension and relaxation. On some occasions the visitor has to feel excitement, energy, the need to move, on others, for instance during the payment process, he should feel relaxed and carefree.

Stimulated
A person can be either negatively or positively stimulated. To stimulate positively we try to excite a person. It can be by teasing or shaking-up a person. The stimulus should be experienced as positive with a call to action.

Stimuli should be closely related to a person's preferences. Stimuli can be a discount, an attractive price or free information. We can be strongly stimulated by design. The way a hotel room is photographed or a resort is shown should stimulate the person to look for more information, share it with another person and ultimately book a room.

When we map the ten different emotions at the travel planning and booking process we see that some emotions return in different phases (Figure 7.1).

In the survey, participants rated the described emotions as being important to experience while visiting a travel website. These ten emotions are used as the point of departure for the qualitative research.

FIGURE 7.1: Mapping emotions at the travel planning and booking process, Sapient Corp. 2000.

7.2 Qualitative results: images that elicit emotions

A camera is the perfect travel companion. It encourages travelers to discover the environment and later on, the images gathered will provide tangible memories of their trip. Showing people exciting places, wonderful sceneries, and the great people they will be able to meet, makes the use of images a strong medium to arouse emotions. Our minds are triggered by images and viewing photographs helps everyone to create a perception or stirr up a memory. Pictures convey statements: "Here we are in ...", impressions "This is what it looks like", or just strong emotions about past events, the so called memories.

During the research, 200 people were asked to select images that evoke the positive emotions: attracted to, inspired, curious, stimulated, relaxed, satisfied, looking forward, fascinated, enthusiastic and desiring. Subjects were also asked why those

images enticed an emotion. Based on the quality of the picture, its meaning, and the relevancy to travel, a total of 211 images were selected from the participants "image portfolio" put together for the interview.

A first analysis yield spheres of interests such as:

- Sports (skiing, diving, sailing, parachuting)
- Nature (animals, moutains, fields)
- Beaches and sea
- Transportation (airplane, train, boat)
- Aerial photos and maps
- Architecture ((ancient) buildings and skylines)
- Food and beverages
- Shopping and markets
- People (children, women, locals)
- Culture and traditions
- Accommodation

For each category a collage was made to get a clear overview of the selected images. By adding a number, related to each emotion, it is possible to see which category evokes which emotions.

7.3 How to evoke positive emotions through photography

Through the analysis and evaluation of the images it became possible to develop a framework to define how emotions are evoked, using aspects like light, composition, viewpoint, colors, dynamic diagonals, shapes, and depth. Each category is evaluated to gain insight about which principles should be followed to deploy photography in travel websites in a way that conveys positive emotions.

FIGURE 8.2: Inspired

Architecture
Associated emotions: Inspired

Interviewees came up with a mix of images related to skylines showing skyscrapers, high tech city centres or ruins. Subjects showed preferences for famous architecture (Gaudi, the Chinese Wall) and recognisable enviroments. They usually selected images with a complete overview of their surrroundings, instead of a close up. People seemed to be attracted to the past and fascinated about how buildings were constructed in previous centuries. The main emotion evoked in this category is 'inspired'.

Most of the selected images have the subject in the center of the picture. Some tall buildings are photographed from below, which creates an interesting vantage point. Most of the selected pictures have different brown tones because of the stone buildings, and hardly show the sky. (Figure 8.2)
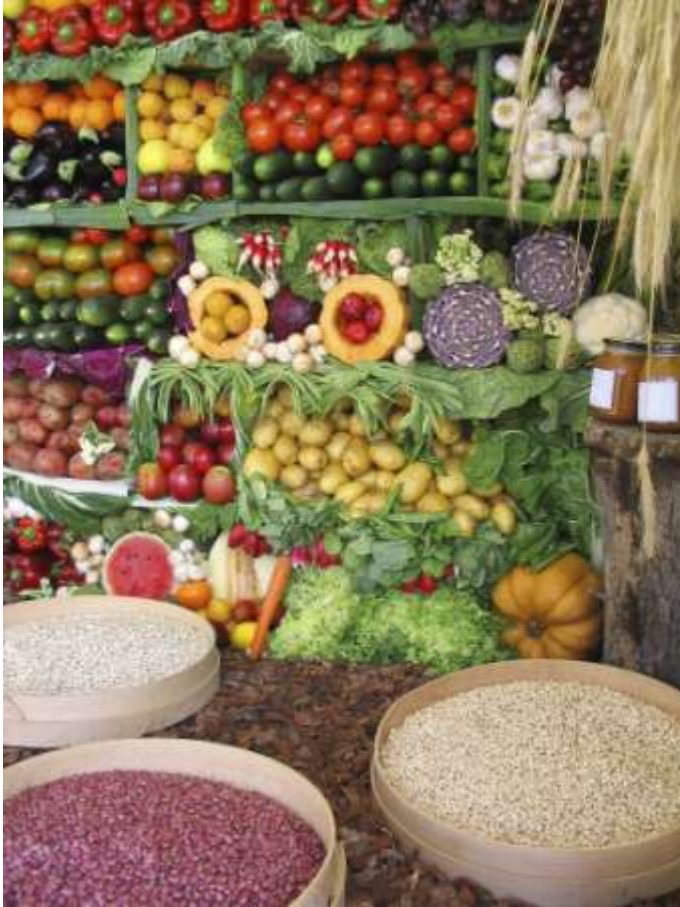
FIGURE 7.3: Attracted to

Shopping
Associated emotions: <u>Attracted to</u>, <u>Fascinated</u>, <u>Curious</u>

Images of products at markets and shops evoke a wide variety
of emotions: attracted to, fascinated and curious. Selected
pictures of food products, flowers and spices are usually very
colorful and contain warm tones. Images of local markets and
fresh products are attractive to the interviewees. Handwritten
price tags seems to make it more personal. Image compositions
show mosaics of colorful fruits and other products presented in
the shops in an attractive way.

FIGURE 7.4: Enthusiastic

Sports
Associated emotions: Attracted to, Enthusiastic, Desire

The sports category contains images of people flying in a ballon, parachuting, scuba diving and sailing. Sports one doesn't do every day but most likely are available to do at a holiday destination. Beautiful diving spots, adventure and excitement are attraction factors for most people. They get enthusiastic and feel desire while anticipating the pleasure of experiencing something they had not done often or never before.

Most sports images focus on the people doing the sport. Since most holiday sports are outdoors, skies and seas appear

repeatedly . Blue tones are dominant in sport images. Some of the objects included in the pictures have red tones to increase contrast. Scuba diving and parachuting require a different expertise in photography. When done well it offers the opportunity of panoramic views with beautiful and colorful compositions, attracting people to the possibility of experiencing the same feeling of enthusiasm.

FIGURE 7.5: Curious

Nature
Associated emotions: Inspired, Curious

Pictures of nature arouse a wide set of emotions but most of them evoke feelings of inspiration and curiosity. Nature is often a source of inspiration as it makes the head clear of daily worries and common problems. Interviewees selected compositions using either clear lighting or a foggy setting. In these compositions people are a small detail comparing to massive mountains or streching lakes. Subjects preferred images with distinguishing forms like squared rocks, frozen waterfalls, or suprising objects such as a house between two rocks.

Like nature, the selection of images contains a broad set of colors. Tones vary from snow white, sunflower gold to grey

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cobble stones. Combinations of vallies and high rising mountains give depth to the images.

FIGURE 7.6: Relaxed

Beach
Associated emotions: Relaxed, Desire

Images of beaches should be part of every travel website that offers sun holidays. People love to see the typical image of a white sandy beach with palm trees and a pastel green blue transparent sea. Relaxation and desire are emotions strongly evoked by these tropical sceneries.

Prominent in the selected images, is the use of beach props like umbrellas and beach chairs. The position of people in the images, playing or floating in a pool, laying in a hammock, strongly translate a state of relaxation. In the division of the surface 60 to 70% of the image shows the sky and sea in high contrast with sandy beaches. Desire is evoked through the warmth of the sun, the freshness of the sea and the prospect of doing nothing.

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FIGURE 7.7: Stimulated

Aerial photos and maps
Associated emotions: Stimulated, Looking forward, Attracted to

Looking at the world from above stimulates people. They look forward to exploring a destination closer. When people fly above a landscape or city they are looking for points of recognition. Something similar happens, when a person is at the top of a mountain and observe the world below. Because pictures are made from a great distance they don't show details. Depth and an interesting interplay of lines makes aerial photos more attractive. City lights in a picture create a cosy view of small towns and a dynamic view of big metropolis.

Maps appeal to the imagination of people for centuries. In our minds we travel to the other side of the globe in a split of a second. Maps give a good overview of the place to visit. Political maps only give an overview about how areas and cities are positioned in relation to other geographical objects.

Topographical maps show more details about the geographical objects but only a close up of a specific area will work; otherwise the map will be cluttered and loose its exploratory value.

FIGURE 7.8: Satisfied

People
Associated emotions: Satisfied

How can a travel website bring emotions of satisfaction to its visitors? How can it make them feel confident that they will find their peers at the holiday destination? From the image collection of the interviewees it came as a pattern that images of like-minded people, doing the same things they like to do, eating and drinking and locals, give them a feeling of satisfaction. Interviewees were relaxed by viewing others in a relaxed environment or situation, or by seeing locals taking care of them.

The picture's composition show people in "normal" activities such as eating and drinking or simply relaxing. Some people appear in groups, which is said to convey the sense of community, like minded individuals getting together and enjoying themselves.

Similar to pictures of nature, images of people contain a broad mix of colors. People's skin, clothes and the environment surrounding them define the color palette. In most pictures people are positioned in the center.

FIGURE: 7.9: Enthusiastic

Transportation
Associated emotions: Enthusiastic, Desire

Interviewees seemed to be fascinated by trains. They selected images of trains driving through hilly landscapes and said it evoked emotions of enthousiasm and desire. It seems that

people get enthusiastic to go on holiday when they see a transportation vehicle. Trams, cable cars, trains, boats and planes evoke the desire of exploring a new destination.

Most transportation is photographed from a side angle to give the impression of movement. Trains, the rail system and the landscape they are passing offer an interesting line pattern to make the picture more exciting. Filtering techniques that are used on some of the selected images create a foggy sky resulting in romantic scenery. Cruise ships are photographed diagonally at the front side to seem even bigger than they already are.

Figure 7.10: Satisfied

Food
Associated emotions: <u>Satisfied</u>

Images of colorful food and round forms of plates, cigars, tomatos, sushi rolls, tables, bottles and glasses make people feel satisfied. Food is photographed in close up or against a pleasant atmosphere in the background. Pictures taken in black and white are said to give a mystic feeling, they lead the visitor of a travel website to look more carefully and explore what is going on.

Interviewees selected images of food and drinks with a wide set of colors, where red, purple, blue and green tones were predominant.To get a clear view on the food products most compositions are photographed in bright daylight.

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FIGURE 7.11: Inspired

Culture
Associated emotions: Fascinated, Inspired

Foreign cultures were said to arise feelings of fascination and inspiration. Pictures show locals in their daily environment, wearing colorful clothes and, in many cases, involved in religious activities.

Next to religion, cultural events like performing arts (music and dancing) have a strong connection with local cultures. Cultural images show mainly people or historical places.

People often occupy a central position in the image compositions. Historical places or buildings are photographed with depth and mystic lights add a certain drama.

FIGURE 7.12: Satisfied

Accommodation
Associated emotions: <u>Satisfied</u>

Participants selected a small set of pictures related to accommodation where it is shown exotic or luxurious rooms with attractive beds and relaxing decor. This was said to make people feel satisfied, especially because they will not be unpleasantly surprised when arriving at the chosen accommodation. Special details like a shower made of a shells fascinated people because it was so much different from what they have at home. These pictures usually have soft light brown or ocher tones.

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7.4 Photography and colors that arouse positive emotions - an overview
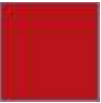
After analysing the interview results, and associating the different spheres of interests with the related images and subsequent emotions, it is useful to do a brief summary analysis to explain how the ten major emotions related to travel can be aroused through images. For each emotion a short description is formulated, specifying which elements, colors and spheres of interest are commonly associated with it.

Attracted to

R	174	26	0	0	249	239
G	197	117	61	178	166	66
B	231	188	115	116	26	62

Blue, green, yellow-orange and red-orange tints and tones in images make people feel attracted to holiday destinations. Sports like diving, sailing and alpinism attract visitors of travel websites. People are also attracted to be part of nature. Attractive pictures often show skylines of popular cities.

Curious

R	93	162	243	186	249	174
G	47	36	122	19	166	197
B	145	143	113	26	26	231

Selected images in this group are mainly selected based on historical sculptures, skylines or aerial photos. Images contain violet, red-violet, reds, yellow-orange, and ice blues tones. Images invite visitors to explore the story behind the picture.

Inspired

R:	174	26	0	253	194
G:	197	117	61	197	131
B:	231	188	115	120	18
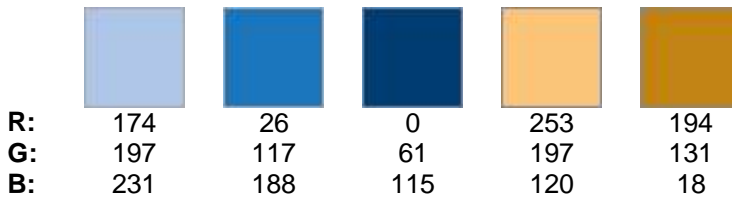
Different kind of cultures and food inspire people. Architecture, unusual forms and signs open people's eyes. By inspiring a visitor at a travel website the person will be more open to suggestions from the travel agency. Inspiring images contain a lot of blue tints and tones and yellow-orange colors. Composition of pictures evoking inspiration shows a lot of details and are usually assymetric.

Desiring

R:	174	26	0	88	1
G:	197	117	61	198	136
B:	231	188	115	199	139
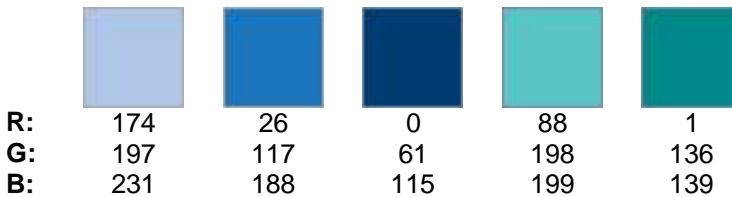
Pictures arousing desire contain tropical settings and sunny environments. Images show people having fun doing sport or having dinner. Blues and blue-greens are often used in pictures evoking desire. Selected images have a lot of depth to make it look more real.

Enthusiastic

R:	188	253
G:	198	197
B:	199	120
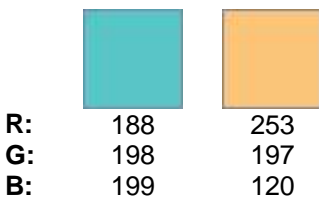
Children often appear in images that evoke enthusiasm. Motion in images expresses this emotion too. The selected pictures contain a wide range of colors but green-blues and yellow-oranges tones and tints are often used. Bright colors are prefered over dark colors by the interviewees. Active people are part of most image compositions.

Fascinated

R:	26	0	239
G:	117	61	66
B:	188	115	62

Visitors of travel websites get fascinated through images of locals in their natural environment. Cultural aspects and beautiful pictures of nature arouse fascination. Blues and red-orange colors are often used.

Looking forward to

R:	0	253	139
G:	101	197	199
B:	179	120	101

Islands, the sea and lakes are important ingredients that make people look forward to. People also look forward to having food (especially the local treats). Subtle pictures like flip-flops make people look forward to walking around on a beach. Blue, yellow-green and yellow-orange tones and tints are dominant.

Satisfied

R:	0	0	186	152
G:	61	106	19	80
B:	115	58	26	6
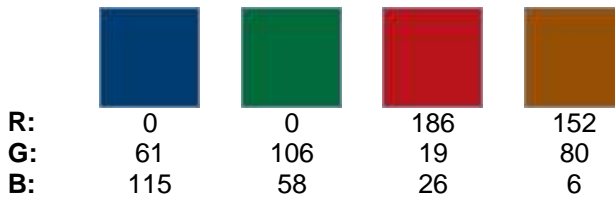
People resting, having dinner or a drink express a state of satisfaction, which is ultimately transmitted to those who see it. These images usually contain darker tones of blue, green, red and brown. People caught in this images hardly look at the camera, they are registered in a natural manner.

Relaxed

R:	174	26	88
G:	197	117	198
B:	231	188	199
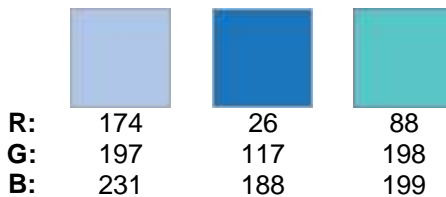
Soft light and calming environments relax people. Waterfalls, sea and lakes calm down a person. Therefore, these images tend to have a lot of blue tones and tints. Selected images are calm with little details.

Stimulated

R:	26	0	249
G:	117	61	166
B:	188	115	26
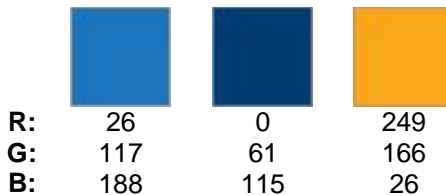
Stimulation can be evoked through images of attractive women, active sports and aerial photos or maps. Food and drinks can also stimulate people. Most tints and tones used are blue or yellow-orange.

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7.5 Conclusion – how to use images and colors in travel websites

Primary factors in successful travel photography are thoughtful image compositions using visual harmony, dynamic tension, and effective image design. Taking care of these elements definitely improves the way visitors of a travel website will experience and evaluate it. A badly composed photograph will lessen the appreciation of the website and the destination.

To create a well-balanced picture, the framing of an image should be divided in three horizontal and three vertical grid lines like in a tick tack toe game. Normally the center of any picture is not a usual resting place for the eye and a central composition is static, not dynamic.The subject in the image should be placed at one of the intersecting points, this more effective than a dead center, bull's eye composition.

Most cultures read from left to right, and tend to scan a picture in this manner as well. Therefore, placing the primary subject closer to the left side of the frame is usually appropriate. If it is in the center, a visitor of a travel website is less likely to explore the other areas. Simplification is, in general, the main compositional goal in photography, excluding too many extraneous elements will help as well.

Analysing architectural pictures teach us to choose images photographed from a different point of view. Images are more attractive when taken from below or using an interesting line pattern. Dramatic lightning offers the possibility to enhance architectural highlights. Famous buildings help people to find a point of departure during the planning of their trip. They will get inspired by the forms and the use of different materials, which they are not used to see in their daily lives. Ancient buildings and architecure imply posing questions such as: "How did they build it?" and "What happened during all these centuries?"

Attractive images of products in markets and shops can make it as if they were reachabale through the screen, it may look as almost touchable. If the pictures are colorful and exotic it may even feel like one can smell them. Well taken photographs of foreign products make the visitor curious to explore and seek more information about a specific destination.

Showing food and drinks not only gives visitors the opportunity to get to know the local gastronomy, but it also provides the possibility to evoke emotions like satisfaction. Atrractive pictures makes people feel like they can smell and taste the food already.

Sports give people energy. It is a positive activity that makes people enthusiastic both by watching or participating in it. By showing sport activities that are accessible for travelers, a travel website is providing a genuine purpose to book a specific destination. Highlighting these sports and showing people having fun easily arrouse pleasant emotions.

Images of nature and places never visited before introduce new worlds to people. Nature offers the opportunity to display colorful pictures that are attractive to the eye. Unusual natural phenomena tingle the senses of the website visitor whereas showing calming landscapes will make visitors more relaxed. The same relaxed feelings can be evoked by showing pictures with clear blue skies and dazzling beaches. Objects like hammocks, beach chairs and umbrellas can increase these feelings.

Aerial photos and maps experience a great development these day's. One of the best examples is Google Earth™ and MSN Virtual Earth™. Both web-based services offer stunning detailed satelite maps. As a layer above the satelite maps, travel websites can offer travel information like the position of accommodation, night life, musea etc. Interactive maps in Macromedia Flash™ have the ability to incorporate travel information depending on a selected area in the map. The helicopter view or aerial photos can give people almost the same feeling as actually visiting the place. A zoom in function, as used in Google Earth™, offers a visitor the right level of detail.

People also play an important role in pictures, because of our natural tendency to identify ourselves with those who reflect the things we like or aim for.

Using special filters in photograpy offers the possibility to create a completely different atmosphere. It gives a mystical touch and evokes a fascination for the past. A good example is the picture of the train in motion (Figure 6.13).

FIGURE 7.13: Using special filter in photography

After aknowledging these various conditions, its obvious benefits and the increasing the elevel of emotional empathy towards a website, why are most pictures at travel websites unattractive? Most websites' pictures show bad compositions, pale colors, too much elements and are usually too small.

Like in travel brochures, the images available in travel websites are a minor issue in the eyes of the travel agency owners. They are so focused on the booking process that they forget to take care of the art of seduction and emotional arousal preceding any booking process.

An interesting point of discussing is the use of pictures made by travelers themselves. Websites like Tripadvisor[xxvii] provide images of accommodations and surroundings which are uploaded by the travelers. These pictures aren't optimized or photoshopped. The visitors of Tripadvisor see the "real" picture of a destination, as well as testimonials and independent reviews from different people about the same place. As the internet offers more and more of these kind of functions, travel agencies have to decide if they should use optimized original images at a travel website or perhaps offers the rich combination of both worlds.

Expert Review analysis

8.1 Introduction

As the third research methodology, an expert review analysis of online travel functions and graphical elements was performed.

These functions and graphical elements were collected during several browsing session on the world's most visited and popular travel websites. Selected functions are innovative tools that support visitors during the inspiration, pre-planning, planning, booking, post-book and pre-trip phases.

8.2 Objectives

The main goal of the expert review of travel websites is to identify graphical elements and functions that improve the usability of a site and evoke positive emotions as described in Section 7.1. The expert review should also result in an overview of similarities between travel websites that are able to arouse positive emotions and from that formulate some guidelines.

8.3 Which graphical elements and online funtions may evoke visitor's positive emotions and subsequently encourage online booking?

This part of the research is strongly related to the qualitative and quantitative parts. The elements of the central issue are parsed in section 7.3.

8.3.1   Sub questions

- Does the website have the functionality and the appropriate content necessary to serve the user's needs?
- How long does it take to download the webpages?
- Can a user find his way at the website? Are there parts missing?
- What are the user's tasks, and does the site reflect the structure of these tasks?
- Does the design of the website have simplicity, consitency, and focus? Which elements evoke a specific emotion?
- Does the system prevent the user from entering inappropriate values? Is error recovery quick and efficient?
- Does the website put the user's security or privacy at risk?

8.4   Analysis methodology

An expert review is normally a detailed review of a website that aims to pinpoint major problems in the design (i.e. color, layout, wording) and navigation (menus, search engines, etc.). The review involves examining the interface and checking its compliance with standard usability principles.

As implicit in the name, an expert reviews doesn't involve users in the evaluation process. Therefore, in certain cases, an identified problem or design issue might not reflect an actual problem for a specific user.

During a period of six months a wide variety of online travel tools and a diverse set of graphic designs were collected. For the purpose of this research a selection of 8 travel websites have been reviewed. Selected functions include interactive maps, travel planning tools, video, weather forecasts, traveller reviews, communities sharing pictures, trip journals, route planners, and booking/reservation systems. The list of selected websites including online travel tools and visual elements can be found in Appendix D.

Each visual element and online function is judged based on a small checklist to make the review more effective and objective. The criteria are:

- **Navigation:** How clear is the organization of the online function?
- **Appropriateness to task:** What are the user's tasks, and does the online function evoke any particular emotion?
- **Visual design:** Does the design have simplicity, consistency and focus? Is it attractive and uncluttered? Does it enforce the tone and message of the site?

An expert review takes advantage of the collective knowledge of usability specialists who have facilitated multiple reviews. Through passing questions that are formulated in advance it is clear what the points of departure are. It is easier to compare websites and find similarities among them.

In the expert reviews of the different travel websites, the main findings regarding content, usability, design and emotion are described. This three elements are rated with the symbols '+' being '+++' the maximum rate and '+' the minimum.

Only serious flaws are discussed and a possible solution is provided. However, tangible solutions are only integrated in the overall recommendations in chapter 9.

8.5 Analysis results

8.5.1 Tripadvisor®

Ratings:
- *Content: +++*
- *Usability: +++*
- *Design and emotion: +++*

FIGURE 8.1: Homepage Tripadvisor.

Tripadvisor is a global travel information and advice destination on the internet, with 5 million unbiased reviews and opinions covering 220,000 hotels and attractions. Tripadvisor is an operating company of Expedia, Inc.[xxviii]

The website offers functions like reviews of hotels, resorts and vacations written by registered users. A travel planner, insight information about destinations including transportation, things to do, dining, attractions and maps. Tripadvisor has local websites

in France, Germany Ireland, Italy, Spain and the United Kingdom.

Tripadvisor integrates travel planning functions to book a flight, rent a car or browse special deals of travel agencies. The "goLists" are a compilation of places and activities as experienced by travelers. The website offers a personalized e-mail newsletter. One can add destinations and hotels to a newsletter. The forum is a meeting point of travelers looking for information and useful tips. The biggest assets of Tripadvisor are the reviews of registered users and the self-made pictures they upload.

Tripadvisor definitely offers all the functionalities and content necessary to serve a visitor. There is hardly a destination or hotel that isn't listed. A personal profile makes it easy to select the 'ingredients' one needs to plan a trip during the pre-planning and booking periods.

FIGURE 8.2: Bread crumb path, Tripadvisor.

The website's content and pictures download quickly. The enormous amount of content is unlocked in a simple and clear way. The main categories (Overview, Hotels, Flights, Attractions, Deals, Forums, Maps) are available in a sub-navigation on each page. The bread crumb path (Figure 8.2) on top of each page helps the visitor to navigate through the website and know precisely where he is.

Tripadvisor is one of the most comprehensive travel websites on the internet. As additional functions, can be suggested a video upload service of a holiday experience to share with other travelers and satellite maps of the destinations.

The homepage of Tripadvisor doesn't provide a main navigation, visitors are immediately directed to the search function. The visitor can search for a destination, hotel or attraction. After selecting a destination, hotel or attraction the sub-navigation makes it easy to select additional information, read reviews or make a booking. A visitor is able to book a hotel room through online partners like Hotels.com or Expedia. Selected dates are copied automatically. Unfortunately is it not possible to add the address and credit card details to a profile. This would prevent a visitor from having to enter his personal details several times at an airline or travel agency website. Tripadvisor can perfectly act as trusted third party.

FIGURE 8.3: Sub-navigation, Tripadvisor

Tripadvisor focuses strongly on the evaluating process before planning a holiday. Therefore the comprehensive set of information inspires visitors to select a destination. The candid traveler photos uploaded by registered visitors that have visited a destination or hotel before, show the real environment from an objective perspective. Together with the extensive reviews it makes one curious how the new visitors will experience the destination and rate the hotel room. It invites the visitor to come back to read more reviews and look at new pictures.

During the pre-planning phase Tripadvisor can make any holiday seeker satisfied through offering the correct information to decide where to go and which place to book. It relaxes a person when reading positive reviews of a hotel, it reassures him that he made the right choice.

The website prevents entering incorrect information by using drop-down menus. Errors are displayed by showing a clear red graphic with an exclamation mark inside.

Tripadvisor has an extensive privacy policy. They state clearly that they log the IP-address and put cookies on the visitor's computer to measure their behavior. The website offers an option to dismiss all the marketing communications and to cancel the registration as registered user of Tripadvisor.

8.5.2 Djoser.nl

Ratings:
- *Content: +*
- *Usability: +*
- *Design and emotion: +++*

FIGURE 8.4: Homepage Djoser Reizen.

Djoser is a subsidiary of the English organisation Holidaybreak plc. Djoser specializes in active and adventure trips around the globe. 'Djoser Junior' is a holiday concept for families. 'Djoser Wandel' (Dutch voor walk) targets active hikers.[xxix] Djoser has a physical shop in Leiden, The Netherlands.

After entering www.djoser.nl in the address bar of the browser the homepage shows three main sections of Djoser: 'Djoser Reizen', (Dutch for travel) 'Djoser Junior' and Djoser 'Wandel'. On top of the page an animated photo header shows attractive

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pictures related to the trips available.The visitor has several options to navigate through the three different sub websites. Selecting a destination from one of the three drop-down menus results in a webpage with general information about the selected trip. The page contains a combination of photos and drawings, a link to the weather predictions, actual news, travel reports, a photo library and the possibility to book the trip. Unfortunately some of the pages behind these links don't contain information (actual news and travel reports). The available links 'Select a trip' and 'Book a trip' are confusing. 'Select a trip' links to a webpage with details about the route plan. It offers a clear schedule per day and a drawn map. The page also offers a link to 'Book a trip', detailed information of the route plan for each day, practical information (visa, transportation, climate etcetera), rates, departure dates and frequently asked questions.

The online booking process contains six steps. The layout of the booking form doesn't really fit the design of the Djoser website due to different kind of font colors and styles. In some cases it is possible to book a trip in the past, which can lead to errors further in the booking process. A visitor may experience a feeling of disorientation. At one of the forms Djoser asks for the client's occupation; such a question is unnecessary.

The homepages of the sub sites contain a lot of links. It is hard to choose a certain direction. The drawings at the homepages create a pleasant atmosphere, though, and distinguish strongly from competitive travel websites.

FIGURE 8.5: Online booking process Djoser.nl.

The function 'Mijn Djoser' (Dutch for "My Djoser") is an important feature on the website. Customers who booked a trip and provided their e-mail address get access to their own profile. Through 'Mijn Djoser' clients receive a newsletter, can download brochures, receive information about the destination, and it is possible to create a personal photo album.

The navigation at Djoser.nl is confusing. It is not always clear where one is, there is no bread crumb path, several links don't work or only show blankpages. Some pages don't have a navigation at all. It is hard to navigate to Djoser.nl because the links that should lead to the main homepage, leads to the homepages of the sub websites. The top navigation at the homepages of the sub websites are helpful but disappear when a visitor selects a destination.

The website downloads the pages quickly. Some fields at the online booking form don't explain the correct format to enter. It is easy to make mistakes entering the date of birth. The website

doesn't use a secure internet connection during the online booking process. The privacy statement is hidden behind the subject 'vade mecum', which is just a short statement that Djoser will not share the visitor's data.

Djoser offers an attractive and distinguished environment mainly through the use of soft colors and the appealing combination of beautiful photos and charming drawings. The website definitely stimulates the visitor to discover destinations. The 'handwritten' fonts at the Djoser.nl inspire and make the website more attractive and personal. A nice option at the website is the e-card function. Depending on the travel destination a visitor can send a beautiful picture including text to a friend or family member. Instead of sending a straightforward designed e-card it is smooth, warm and personal. It stimulates the receiver to explore the destination as well.

Obviously the site's design is the main point of attraction of the site, since its poor usability makes it unlikely that one can have a proper and stimulating experience while browsing throught it.

8.5.3   Newzealand.com

Ratings:
- *Content: +++*
- *Usability: +++*
- *Design and emotion: +++*

FIGURE 8.6: Homepage Newzealand.com.

The Tourism New Zealand website is an introduction to tourism in New Zealand. Through this website, potential visitors will be able to learn about the diversity of what New Zealand has to offer and how their visit can become a fantastic experience.[xxx]

FIGURE 8.7: Interative map of New Zealand

The website provides a great diversity of subjects. It offers information about destinations, sights and activities, conferences, accommodation, getting to New Zealand, transportation, and digital souvenirs. A very useful and interesting feature is the 'Travel Planner'. Each time a visitor finds an interesting destination, attraction or hotel, he can add it to the 'Tavel Planner' and add, if desirable, personal notes. The 'Travel Planner' lets the visitor sort the selected holiday elements, which then can be viewed in a map of New Zealand or on a calendar.

There is also a possiblity to send the complete schedule to a travel agency or airline to book. The 'Travel Plan' can be used as a bookmark tool to collect the visitor's most favourite spots.

The website has an easy to use navigation structure on the top frame. It is always available and obvious to the visitor where he is and where he can go next.

The New Zealand website provides helpful tools to prepare a visit. It starts with a drop-down menu to get a travel deal from a local travel organisation in the visitor's own language. The website contains interactive maps (Figure 8.7) that allow visitors to orientate themselves, select destinations and attractions.

To get a clear view of the beautiful scenes of New Zealand a lot of feature presentations are included on the site. Tens of travel journals decribe short trips illustrated with pictures and maps. A comprehensive events calendar helps visitors to select from a huge variety of annual festivals, concerts, shows and events during their stay in New Zealand. The 'Souvenirs' section add an extra emotional element to the site. Devotees of New Zealand can send an e-card to a friend, install a screensaver or a wall paper with images of New Zealand.

Newzealand.com provides the visitors all the information needed to make their visit to the country a succes. Not only in terms of functions but also because the way they make a person feel welcome. Although it isn't possible to book an accommodation directly there is a direct link to the website of the selected hotel.

The website is not only easy to navigate, pages download quickly and have a consistent structure. The site does not contain any error page, broken link or functionality. This definitely improves the satisfaction a visitor experiences when using the website.

Newzealand.com shows how the country is fascinating and it evokes the required desire and enthusiasm to plan a visit and explore it. The use of beautiful thematical maps and panorama pictures attracts a person to plan a holiday to New Zealand. The 'Travel Planner' makes it even more relaxed as it allows the visitor to save all the activities to do and the destinations to visit.

The sign up process of the website contains a privacy policy and the terms and conditions of using the sign up function, which clearly explain that Newzealand.com will not share the visitor's details with third parties.

8.5.4 The City Hotel

Ratings:
- *Content: +++*
- *Usability: +++*
- *Design and emotion: ++*

FIGURE 8.8: Booking a hotel room in 3 steps, The City Hotel.

TravelCLICK[xxxi] develops web applications for the tourism industry. They work together with hoteliers to implement proven industry best practices and optimize asset utilization. TravelCLICK developed a demo application for a fictitious hotel: The City Hotel.

The booking process of the City Hotel is an unique example of how a travel organisation can offer a client the complete search and booking procedure in only one page. (The function is programmed in Macromedia Flash 8™) .

All the identifiers influence each other during the booking process. The first step in the process provides a calendar to select the check-in and check-out date. It shows immediately if it is possible to book at a specific date or not. After selecting the check-in and check-out date a visitor enters the number of adults, children, infants and rooms.

The second step asks a visitor to select a room. The availability of the room is connected to the data entered in Step 1. It checks, in real time, if the selected room is avaliable for the number of people requested. A photo of the selected room is displayed below the list of rooms.

Step 3 of the booking process sums up all the entered information and the amount to pay, including taxes and the resort fee. An handy extra feature is the currency converter. If a visitor haven't book a room before, he can enter his address and credit card details. The Verisign logo provides an extra mark to inspire trust so that visitors feel confident about making an online payment.
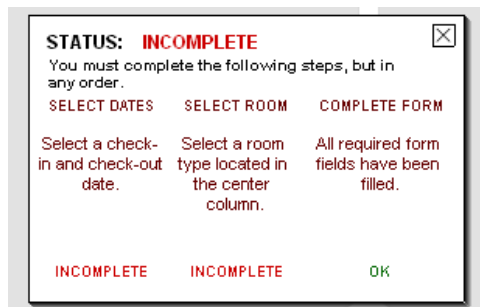
FIGURE 8.9: Error message, The City Hotel.

Due to the real time data check, errors and availability, the website is extreme user friendly. In one way it is even fascinating how all these processes and functions work together offering the visitor a very satisfiying experience. The straightforward design of the three steps and the design elements within the steps improve the efficiency and effectiveness of the booking procedure. Only the most necessary elements are included. The three columns contain one step each, this makes it possible for the visitor to focus on one step at a time, regardless of the full view of all steps. The chance to enter incorrect information is reduced to a minimum. If incorrect information is entered or a visitor forgets to complete a field, an error message is shown (Figure 8.9).

The refreshing of a page after completing a field is quick and efficient. The website has a privacy statement declaring that the personal data will be handled with care to complete the booking.

8.5.5   Made in Montreal

Ratings:
- *Content: +++*
- *Usability: +++*
- *Design and emotion: +++*
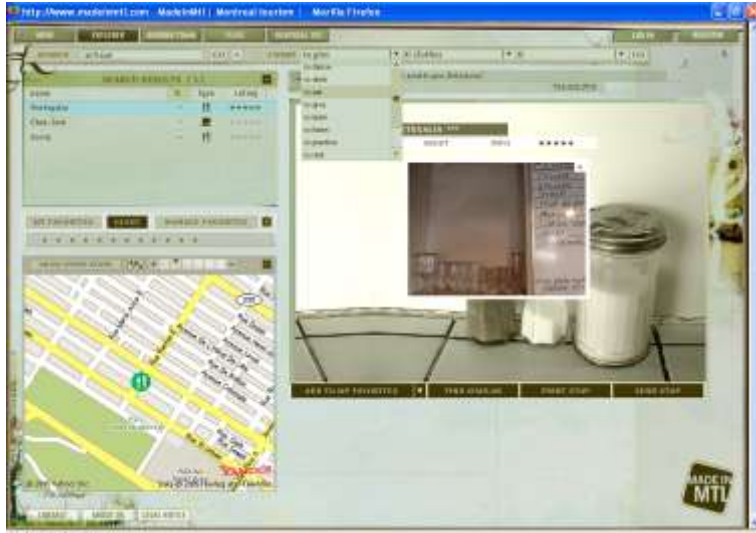
FIGURE 8.10: Selecting a place to eat in Montreal, Made in Montreal.

Made in Montreal is a rich media application website that enables the user to explore the city through 15,000 photographs, 400 texts, 50 hours of video, 40 sound bites, as well as 25 short films that truly capture the spirit of Montreal in a unique virtual experience.[xxxii]

Made in Montreal is both an environment and an exploration tool. Its user navigation seamlessly exhibits multiple windows where users can select, search and view urban itineraries in an organic environment that reflects not only the essence of the city, but also of its producers and collaborators. In fact, Made in Montreal is the accomplishment of over 50 local artists that offer their personal preference of destinations, ranging from a tempting restaurant to the specialties of the neighborhood butcher.

The fascinating combination of drawings, movies, sound and pictures inspires visitors to explore the city. There is a playful tool to combine words to describe an activity. This is fun and makes an user enthusiastic to try it several times. Selected activities, places to stay or to eat are pin-pointed on an interactive map.

The design elements at Made in Montreal are a charming combination of mystery images and 360° views of environments. Photos are authentic and original. They exude an atmosphere that relaxes the visitor, although he is exploring a metropolis.

A log in function at Made in Montreal provides extra tools like reading and writing reviews of attractions, hotels or restaurants. Registered users can save their favorites to explore them in the next visit.

Although the website contains a lot of images and videos the pages download quickly. The confidentiality statement of Made in Montreal explains that all information submitted to the site remains protected and confidential and that it will not be used in any other manner than that for which it was submitted to the website and to those specified by the user.

8.5.6   Disney Cruise Line

Ratings:
- *Content: +++*
- *Usability: +*
- *Design and emotion: +++*
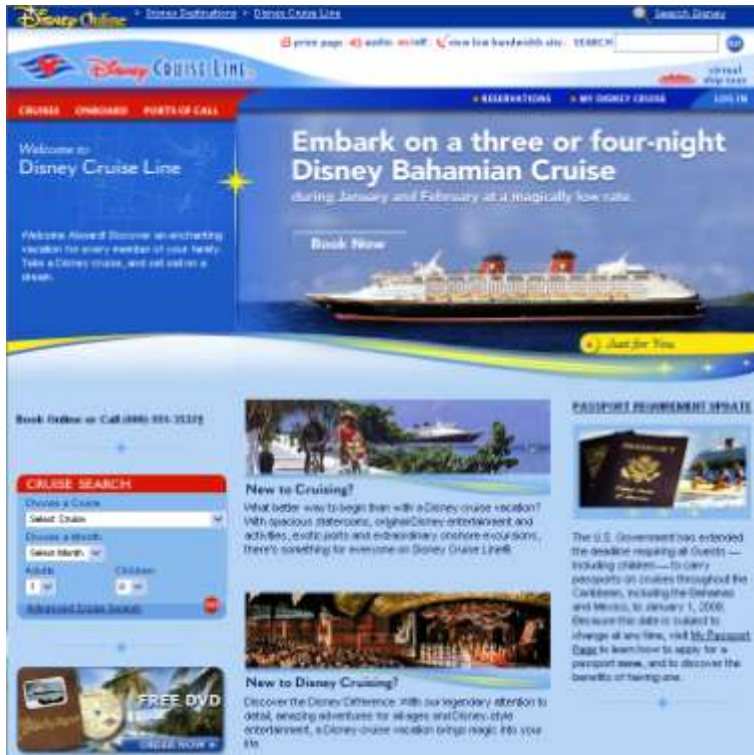
FIGURE 8.11: Homepage Disney Cruise Line.

The world famous entertainment company known for Mickey Mouse and Donald Duck offers activities and experiences for cruisers of all ages. Favorite Disney characters in Broadway-style shows, dining at extraordinary eateries, fabulous family-size staterooms, a private island paradise, and amenities and service that define Disney.[xxxiii]

As a well-oiled concern, Disney's marketing strategy focuses on different target groups: Kids: Little Kids, Big Kids, Teens; Adults: Active Fun, Romance, Rest & Relaxation and Families. Through a function 'Just for you' the website provides information about the Disney Cruise Line vacation activities organized by age, lifestyle, and cruise experience.

For each of the target groups Disney touches the right emotion. Married couples celebrating their 10th wedding anniversary will recognize themselves in a 'guest-imonial'. A video testimonial shows a couple describing their cruise experience.

The main navigation of the website is simple and effective. It is possible to choose between different kinds of cruises, on board and which ports the ships call. The 'cruises' section describes the different kind of cruises. The information includes rates, ports of call, and information about each port, island or city, local weather and the cruise itinerary.

The 'onboard' section describes activities, entertainment, dining, the different suites, on board services and facilities. The virtual ship tour (Figure 8.12) helps the visitor to explore the whole ship from the belly till the upper deck. The floor plans, photos, descriptions and 360° images are fascinating and makes the visitor enthusiatic about their stay on board. In each section of the website there is a description of the target group that is most likely to enjoy visiting or using it.

FIGURE 8.12: Virtual ship tour, Disney Cruise Line.

In addition a visitor can select his family situation or preferences to view a listing of possible activities and excursions. The Disney Cruise Line website contains many multimedia elements. The 'interactive tours' (Figure 8.13), including Caribbean tones and animated maps, make people look forward to being on a cruise and visiting the tropical islands.

The option 'My Disney Cruise' simplifies how to board a ship, how to plan a cruise online, and how to make a reservation for special treatments or excursions. At 'My Disney Cruise', it is possible to view and print the details of a reservation.

Unfortunately, the booking process does not work smoothly. After finding the right cruise trip, the steps in the booking process are shown on top of the screen. Only the available suites are listed. It is a pity there are no pictures of the selected suite in the description.

The Disney Cruise Line website is clearly a Disney website. Pictures of Disney characters are all over. The Disney logo and design, similar to the other Disney websites, inspires confidence. By showing happy people at panorama pictures, a positive

atmosphere is created. The images evoke a relaxed feeling and the desire to be at the cruise ship or in a tropical island.

The website contains a very extensive privacy policy and a section about internet safety to increase the level of trust of their visitors.

FIGURE 8.13: Interactive tour, Disney Cruise Line.

8.5.7 Thomas Cook

Ratings:
- *Content: ++*
- *Usability: +*
- *Design and emotion: ++*

Figure 8.14: Video presentation, Thomas Cook Broadband

The broadband travel website of Thomas Cook is quite unique. It starts with an introduction video that explains the working of the website. There are three main ways of navigating. A visitor can choose directly a destination, select his personal situation or check the deal of the week. After selecting one of the sixteen destinations, a video starts playing so visitors can have an impression of the facilities available at that specific destination. Second, a resort can be selected from a drop-down menu. Again a video starts presenting the highlights of what to do or see. Third, a drop-down menu shows the available hotels and apartments. A video shows the hotel rooms and its facilities. A price quotation is shown below the video including the number of stars (Figure 8.14).

These three steps are very conveniently arranged. It is easy to skip a video by selecting a resort or hotel. Unfortunately, the

videos do not have a control panel or a time scale so the user has no control over it. The videos are high quality and the stories are exploratory and credible. The videos transfer the right atmosphere that evokes the desire to book a specific destination.

The possibility to select a destination from the perspective of a family situation, as a couple or single and the option to choose something special will give a feeling of satisfaction: "Thomas Cook takes care of my own situation".

Next to the main navigation it is possible to book a trip. Alas, the website does not transfer the selected hotel automatically to the online booking process. The link to the travel shops opens a website without any style elements of Thomas Cook. The link 'Talk to us' opens a fixed window lacking the possibility to navigate or contact an agent. These two "errors" create a reverse image of the website.

The privacy statement is probably hidden at the page behind the link 'Legal notices'. However, this webpage opens in a fixed small screen hard to navigate or read text.

8.5.8   Expedia

Ratings:
- *Content: +++*
- *Usability: +++*
- *Design and emotion: +++*

FIGURE 8.15: Booking a hotel at Expedia.com

As a travel portal Expedia serves many different consumer segments, from families searching for a summer vacation to individuals trying to arrange a quick weekend getaway. Expedia provides travelers with the ability to research, plan, and book their comprehensive travel needs. The Expedia-branded Websites feature airline tickets, hotel reservations, car rental, cruises, and other services from a broad selection of partners.[xxxiv] Expedia has local websites in the United Kingdom, Canada, Germany, France, Italy, the Netherlands and Australia. Besides the language and some design elements, all websites have the same structure and a strong visual identity.

It is easy to select a trip or destination and book it online. A visitor can use his Microsoft Passport to sign in at Expedia. For a first time visitor this gives a relaxed and secure feeling. A visitor can book combinations of a hotel room and a flight, a car and a flight, a car and a hotel room or all of the three. This option makes it easier and quicker to book.

Expedia offers an express booking services to move a visitor through the travel planning process more quickly. Because they use the person's travel preferences stored in a profile, the visitor can skip several pages and purchase the ticket or make the hotel reservation much faster than usual.

A nice feature of the lodging is to project the location of the hotels in a map. This option presents a clear overview of the hotels available in a specific area. Besides the map, Expedia provides information about the hotel features, photos, rates and traveller's opinions.

The Expedia website offers a direct link to Customer Support at the homepage. The Customer Support answers the frequent asked questions and offers tools like: travel alerts, flight status, airport information, a currency converter, weather information and passport information. A link to a contact form is also available.

FIGURES 8.16: Cash back after booking a hotel room, Expedia.com.

The website loads quickly, is easy to use and has a clear structure. It uses attractive photos and icons to make it easier to navigate. Its user-friendliness evokes a strong feeling of satisfaction.

Expedia.com has an extensive privacy statement available on their website. It explains what they do and don't do with the personally identifiable information from their customers.

Designing Emotions

Conclusions & recommendations

What is good emotional design?

Different cultures have different aesthetic sensibilities towards art, architecture, fashion, and so on, which are reflected in the way they design online experiences. However, not only due to the internet, but also because the ease with which people travel and 'consume' another culture, our taste in design has become varied and eclectic.

Travel organisations should pick the best ingredients to combine and define new design experiences. This presents a great challenge but also an opportunity for companies to expand their vocabulary and communicate with their customers in new ways. For designers the world becomes a great source of inspiration. Satisfying every user is tough; success with a predefined segment of the population is a reasonable goal.

Online travel organisations obtain more and more (web) technologies to decrease the distance between them and the customers. Online chat and buddy browsing can replace the personal contact at a travel agency.

How is the booking process changing?

Women and young travelers search on activities, not on hotels and carriers. Most travel websites focus on pricing and location because that is how their linking technology works. Travel organisations that want to grow with the online market must offer a good balance of information, usability and design on their sites. This includes an 'emotional' component, which extends beyond pricing, chain and carrier metrics. Travel organisations should focus on making emotional connections with and between people. Studies suggest that people are happier investing their money in experiences rather than in durable goods. Travel experiences should start on travel websites by

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providing an overview of the many possibilities that allow visitors to envision a collection of wonderful future memories.

The research answered the central question of this book: "How can graphical elements and online functions evoke positive emotions so that visitors of travel websites are encouraged to book online?" Although each human being has a different holiday experience, needs and expectations, the use of specific design elements and functions can, without doubt, evoke emotions that ultimately will influence the booking process.

The following section presents an overview of the most relevant website elements and the deployed actions to evoke specific emotions as described in 7.1.

Below is an overview of the icons used in the next section to illustrate each emotion.

| Attracted to | Curious | Desire | Enthustiastic | Fascinated |

| Inspired | Looking forward to | Relaxed | Satisfied | Stimulated |

FIGURE 9.1: Emoticons used to illustrate the ten emotions

9.1 Navigation

Emotion	Recommendations
	A travel website should provide an easy to to use navigation, with clear vocabulary. For instance by using a combination of a verb and a noun: 'book a hotel'.
	It has to be clear to the visitor where he is on the website. This can be done by providing a bread crumb trail so that the visitor can easily navigate back and forward in the website.
	(Bread crumb example: <u>Home</u> > <u>Caribbean</u> > <u>St. Lucia</u> > <u>Soufriere</u> > <u>Soufriere Hotels</u> > Hotel search results)
 	Add navigation based on the traveler's needs. This can be done through personalization and customization or through selecting and combining active tags. These tags rotate. The visitor selects the tag fitting his interest and combines an activity like: "I want to <book> a <hotel> in <Rome>" Or provide a naviagtion based on the family situation, kind of transportation or the background for traveling. It is a different way to inspire people and stimulate them to book.

9.2 Design

Emotion	Recommendations
	Take care that the design elements are consistent through the website, this should Include the booking process, to retain a high level of trust and make visitors feel relaxed about the settlement of their bookings.
	The emotional effect of color is undeniable. The color of an object has a strong impact on the feeling of the person observing it. Since people associate particular colors with different emotions, the colors used on your website can have a psychological effect on the visitors. By using specific colors geared towards the emotion you want to evoke, you can actually increase the sales of holiday trips. In general, red, orange, and yellow are exciting colors while purple, blue and green are calming ones. These different colors should be used in the correct pages throughout the different phases of the booking process. Its is important to use the color that symbolizes the emotion you want to convey as the primary color on your website. Add one or two other colors to reinforce this emotion. The colors used for the background, header, graphics, text, highlighting, headlines, etcetera will all contribute to influence your visitors emotions and decisions.

	Based on the Color Harmony Workbook[xxxv] a set of interesting color combinations is defined to use on travel websites. The color combinations are described in appendix A.
	Use panoramic photos on the homepage. Slowly rotating photos showing happy people in an attractive environment stimulates visitors and evoke desire.
	Use authentic and realistic photos instead of stock photography. Ask travelers to help building your photo library. Photos should contain bright colors and little detail to prevent it of becoming an obscure picture.
	Use logo types of trusted third parties for the payment and booking systems. Consumers will feel more relaxed when they know the booking and payment is settled through a party they can trust.
	Personalized design through webtechnologies like AJAX[xxxvi] helps a person to change a travel website into his own website or portal. This will increase the commitment. The visitor will be stimulated to choose specific travel content and functions that are important to him.
	New technologies can be used to touch the senses of the visitors: - offering environments (hotel rooms, attractions, etcetera) in 3D (three dimensions). - adding aroma through aroma diffusers to smell the sea, the food or a tropical garden. - add Dolby surround sound to improve the experience of the visitor.

	Touching all the senses of visitors will evoke most of the emotions discussed in this book.
	Test all design elements and their position in the webpage in different web browsers and on different operating systems.

9.3 Content

Emotion	Recommendations
	Add reviews of travelers; allow visitors to rate the value of these reviews.
	Let visitors share images and videos of a specific destination to provide customers with an objective opinion. Offer content in various languages.
	Add 360° virtual tours of hotel rooms, restaurants and overall attractions to give visitors a bit of the real life experience. They will get enthusiastic with the possibility to explore the site and its features.

	Add additonal information about the destinations, like real time weather forecast, actual news and a photo library. Add practical information (what visitors need to know) about: - Visa - Vaccination - Currency (converter)
	An updated calendar with local events increases the depth of news and valuable information. It inspires people when they are planning their holiday activities
	The frequently asked questions are a must on any travel website. It not only helps visitors to answer common questions/concerns, but it can also be used in specific situations regarding special travel news.
	Include options to sellect the bandwith of the visitor's internet connection (low/wide) and provide the possibility for the visitor to choose to turn audio on or off when multimedia applications are offered.
	Add images of local drinks and food to the destination's page so people can "taste" their holiday. Drinks and food are often the first elements a person gets in contact with in a different culture.

	It is also interesting to offer local recipes to prepare at home so travelers can experience the local food both before and after the holidays.
	Photography
	Photos are an important part of a travel websites. It provides the ultimate way to evoke a specific emotion. Suggestions are: - Show happy people, exciting places and wonderful scenery without using stock photos. Visitors should feel: "This is real!". - Take care of the composition using visual harmony, dynamic tension and effective image design through finding lines in the scene or use a wide angle lens to create a three-dimensional feeling. - Start a photo competition (selected the most attractive pictures and ask for permission to use them online). - Show (local) food and drinks. - Provide tools that allow locals and tourists to communicate.

- Don't use pictures with too much detail.

- Use pictures with the minimum size of 150x100 pixels (and provide an option to enlarge it).

	Text

- Define the target groups of the travel webiste to decide the style of writing (formal / informal) and tone of voice.

- Use short copy during the booking process and if necessary long copy to inform a customer more in detail about a destination, hotel facilities etcetera.

- Write short sentences (12 /15 words).

- Paragraphs should contain a maximum of five lines.

- Use a spacing between lines of 1.2 times the used font size.

- Use a text color which clearly contrasts with the background.

- Captivate the reader through one message in a sentence by using an active style and contemporary words.

- Address the visitor with a personal text.

- Use bullets to enumerate possibilities, for example, the facilities of a hotel.

- Add structure to the text through using sub headers.

Connect locals with travelers. Let travelers ask questions to local citizens. Tell stories to lure visitors to a destination. These stories should include three essential ingredients: mystery, sensualty and intimacy.[xxxvii]

Mystery taps into the dreams and tell great stories. It's what engages us, feeds our curiosity and makes us want more. Who is going to do what, and when?

Sensuality is about how we experience the world around us through: smelling, hearing, seeing, tasting and touching.

How does a story touch each of our senses?

Intimacy is shaped by the deeply emotional qualities of passion, empathy and commitment. How can we touch you personally through our stories? How can we make the audience feel as though this is their story?
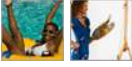
This can be done through:

- Commitment (bounding emotionally/intellectually to the person(s) we are telling the story to).

- Empathy (perceiving, identifying and understanding their own feelings and motives).

- Passion (showing a strong feeling about the story that is being told).

9.4 Functions & booking process

Emotion	Recommendations
	If applicable, offer a webpage with details about the route plan.
	Personalization and customization
	Offer visitors the possibility to save, edit and modify their profile, including address and financial data. The visitor only has to sign in to connect his data to the booking form. It prevents errors and irritation.
	With a complete visitor profile it is possible to get to know his preferences and to customize the holiday offers based on that knwoledge. It decreases the chance of the customer being bothered with useless promotions.
	A travel planner function at a travel website offers the visitor to drag and drop interesting holiday items like hotels, attractions, restaurants etcetera to it. It helps the visitor to plan his own trip when he doesn't book a complete holiday package. This will also increase loyalty to your site.
	If applicable, offer a 'one page booking process'. The whole booking process is completed at just one page. It prevents the holiday maker from getting lost and provides a clear overview of what to do to complete the booking successfully.
	Online newsletters can be personalized with specific offers and information about a new destination to visit.

	Provide drop-down menus, online calendars and user friendly forms that prevent a visitor to enter incorrect data. This can be accomplished through form fields accepting different data formats, showing examples of data entry or offering an help icon.
	Add a function to upload holiday pictures and share them with other visitors. Add a travel diary or blog function. Travelers can share their experiences and inspire other visitors. Travel information from other consumers will be judged as more objective.
	An e-card function provides the visitor the possibility to share the holiday he is planning with relatives and friends.
	Attractions, hotels, transportation and restaurants can be projected on an interactive map. This will make people look forward to their holiday. They can already browse and scroll through the map like a real explorer. Including satellite images makes it even more real and fascinating. Panning and zooming the maps are usefull functions for showing details. A search function can use an interactive map as the point of departure to find a hotel room or other facilities in a specific neighborhood.

	If applicable, offer a webpage with a complete and detailed overview of the total amount to pay for the trip. It is really annoying to find out that the promotional offer of € 500 is excluding taxes and service costs.
	Add an online chat and buddy browsing (viewing the same website in real time but in different physical spaces) to provide personal help and support during all phases of the booking process.
	Offer different kinds of packages or 'building blocks' to compose a customized holiday package. For instance a flight, with rental car and apartment.
	Implement a self-learning search function. It returns only results in the correct context. It provides the user with suggestions that might be of interest.
	Add the ability to inform the travel organisation about the special occasion a website visitor might be celebrating, such as anniversaries, birthdays, etcetera.
	Potential customers will be happily surprised with a postcard or other special treat to congratulate them.

9.5 Privacy, trust and security

Emotion	Recommendations
	Explain to the visitor how his personal data will be stored, that it is only used to provide him with the best offers and to prevent from errors. Hand over the control of his personal data to the registered visitor. Make sure that the personal information is not shared with third parties or only with permission of the visitor. Explain the use of cookies, IP-address, log-in and the way you measure the behavior of a visitor at the website. Explain how a visitor can unsubscribe from a mailing list, erase his profile or undo his registration. Show the company's contact address and phone numbers so the visitor can contact you via other ways than e-mail.
	Add testimonials of customers. Use video to let them express their positive experiences. Convince visitors to book online.

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APPENDIX **A**

Using color in design

Based on the Color Harmony Workbook[xxxviii]the following interesting color combinations can be used in the design of travel websites.

Romantic
Special for romantic destinations or honeymoons a color scheme should contain pastel pink combined with stronger blues, blue-greens, and greens.

Vital – Asian influence
Travel organisations promoting Asian travel destination should use a set of vital colors. A vibrant cinnebar-red, combined with its complement or neutral gray and black.

Earthy
A focus on ecology and the envirionment can be translated by using 'earthy' colors. Natural materials like bamboo, wood, rice paper, canvas enhances the relaxed energy of the earthy color scheme in graphic design.

Friendly
To communicate a sense of hospitality we use a friendly color scheme containing warm and comforting colors like orange and yellow.

Welcoming
How do we make vistors feel welcome? What color combinations invite people to book a hotelroom? Yellow-orange makes a person feel welcome.

Refreshing
Holiday, refreshing your mind by using clear and energetic blue-green color combinations. These colors give a calming, relaxing effect. They imply physical fitness, health, and mental clarity. In these colors there is a strong hint at Ocenia and Native America.

Tropical
The color scheme of tropical is almost the same as the one of refreshing. However white is added to result in more pastels. This creates the reflection of water, a brilliant sunshine, sunny beaches and transparency. Tropic colors are the natural choice for the travel industry.

Energetic
The energetic color scheme can be great for creating a moment of excitement. It should make a person enthusiastic about a destination. Energetic colors should attract a young audience.

Next to the fitting color combinations for the travel industry it is useful to know which emotions some colors stimulate:

White
Purity, innocence, peace, perfection, chastity, sterility, cleanliness. In general, white creates a cool and refreshing feeling.

Red
Love, excitement, warmth, heat, fire, blood, passion, power, aggression, action. Use red as an attention grabber. It works better as an accent color rather than a background one.

Pink
Romantic, affection, sensuality, tenderness, calm, soft hearted, softness, femininity. Pink tends to reduce aggression.

Blue
Sky, ocean, water, temperature, ice, coolness, mist, shadow, travel, freedom, truth, solitude, wisdom, trust, loyalty, peaceful, calmness, intelligence, dedication, masculinity. Different shades of blue convey opposite meanings.
Light blue is peaceful while dark blue is depressing.

Purple
Royalty, dignity, luxury, wealth, sophistication, feminine, passion, romance, sensitivity, coolness, mist, shadows, mysterious, mystic.

Green
Money, calm, envy, greed, nature, life, youth, renewal, hope, vigor, fertility, rebirth, freedom, guilt. Different shades of green have different meanings. Dark green-cool. masculine, conservative, wealth. Emerald green- immortality. Olive green- peace. Green is the easiest color on the eye.

Yellow
Light, purity, understanding, brightness, warmth, playfulness, creativity. Lemon yellow is the most eye fatiguing color. Yellow can increase irritability so yellow should not be used as a main color, only as an accent. Yellow enhances concentration.

Orange
Autumn, youthful, fire, warmth, contentment, fruitfulness, wholesomeness, strong, generous, endurance, strength, ambition. Orange is the color most associated with appetite so it would be a good color choice for a website selling food products. Orange also makes a product seem more suitable for everyone and more affordable.

Brown
Wood, comfort, strength, earth, solid, reliable, credible, maturity, humility, conservancy. Light brown conveys genuineness.

APPENDIX B

Emotions (positive) used in the online questionnaire

Dutch:	English:
Nieuwsgierig	Curious
Verbaasd	Amazed
Geprikkeld	Stimulated
Begerig	Longing
Verbluft	Astonished
Gretig	Eager
Geïnspireerd	Inspired
Verlangend	Desiring
Verliefd	Loving
Enthousiast	Enthusiastic
Uitbundig	Jubilant
Aangenaam verrast	Pleasantly surprised
Geboeid	Fascinated
Geamuseerd	Amused
Bewonderend	Admiring
Blij	Joyful
Aangetrokken tot	Attracted to
Gelukkig	Happy
Uitziend naar	Looking forward
Verleid	Seduced
Tevreden	Satisfied
Vertederd	Softened
Warm	Warm
Gezellig	Sociable
Ontspannen	Relaxed
Behaaglijk	Comfortable
Voldaan	Fulfilled
Kalm	Calm
Passief	Passive

APPENDIX C

Overview of results from the quantitative research

1. Which of the emotions bellow do you like to experience while visiting a travel website?

Emotion	Percentage(%) of the repondents (n=103)
Look forward	67
Enthusiastic	67
Inspired	61,2
Curious	61,2
Attracted to	60,2
Relaxed	57,3
Satisfied	56,3
Desiring	56,3
Fascinated	52,4
Pleasantly surprised	45,6
Stimulated	43,7
Warm	38,8
Joyful	36,9
Fulfilled	35
Amused	31,1
Admiring	28,2
Sociable	27,2
Seduced	27,2
Happy	26,2
Jubilant	14,6
Calm	14,6
Surprised	11,7
Eager	11,7
Astonished	11,7
Longing	10,7
Comfortable	10,7
Loving	5,8
Passive	4,9
Softened	3,9

2. How important is it to experience the emotions mentioned below, while visiting a travel website?

N = 103	Not important				Important	Response Average
Curious	0%	3%	18%	41%	39%	4.15
Surprised	23%	25%	32%	18%	3%	2.53
Stimulated	19%	10%	21%	30%	20%	3.22
Longing	38%	31%	26%	4%	1%	1.99
Astonished	22%	19%	40%	14%	6%	2.64
Eager	32%	24%	28%	16%	1%	2.31
Inspired	3%	4%	17%	38%	38%	4.04
Desiring	24%	33%	31%	9%	3%	2.34
Loving	65%	23%	10%	1%	0%	1.47
Enthusiastic	1%	8%	21%	50%	21%	3.81
Jubilant	32%	27%	33%	4%	4%	2.21
Pleasantly surprised	13%	13%	25%	33%	17%	3.28
Fascinated	3%	2%	15%	33%	47%	4.19
Amused	5%	5%	23%	50%	17%	3.69
Admiring	7%	15%	31%	35%	13%	3.32
Joyful	10%	21%	37%	29%	4%	2.96
Attracted to	9%	16%	30%	27%	19%	3.31
Happy	18%	22%	36%	22%	3%	2.70
Looking forward to	18%	17%	31%	25%	9%	2.90
Seduced	33%	30%	27%	6%	5%	2.21
Satisfied	6%	3%	16%	34%	41%	4.01
Softened	49%	25%	22%	3%	1%	1.82
Warm	35%	30%	25%	7%	3%	2.13
Sociable	20%	26%	36%	17%	1%	2.53
Relaxed	3%	12%	27%	40%	18%	3.58
Comfortable	29%	28%	29%	9%	4%	2.30
Fulfilled	12%	9%	27%	32%	19%	3.37
Calm	15%	16%	33%	25%	11%	3.02
Passive	42%	24%	27%	3%	3%	2.00

3. Please give exampels of websites that are able to evoke positive emotions through online functions or design? (top 3, n=78)

- Google
- nu.nl
- thefwa.com

4. What is your favorite travel website? (top 3 n = 81)
- www.dreizen.nl
- www.klm.nl
- www.anwb.nl

5. What is your gender?

57,5% Male
42,5% Female

6. What is your age?

20 to 25 years old   58%
25 to 45 years old   32%
45 years old or older 10%

APPENDIX D

Overview of the travel websites used in the Expert Review analysis

http://www.tripadvisor.com

http://www.djoser.nl

http://www.newzealand.com/travel

http://reservations.ihotelier.com

http://www.madeinmtl.com

http://disneyworld.disney.go.com / disneycruise.disney.go.com

http://www.thomascookbroadband.com

http://www.expedia.com

FOOTNOTES

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xxv Olson Zaltman Associates, Boston MA, USA

xxvi Olson Zaltman Associates, Boston MA, USA

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xxxi www.travelclick.net

xxxii www.madeinmtl.com

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xxxiv www.expedia.com

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xxxvi Asynchronous JavaScript and XML, is a web development technique for creating interactive web applications

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