

General Airport Taxi



AirportTaxiVan.com IMD 200 Process Book



Kevin Anderson



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Subject:	http://airporttaxivan.com/
Prepared For:	General Airport Taxi Services
Prepared For:	Kevin Anderson Information Architecture IMD200
Description:	Redesign of the General Airport Taxi Services website to make it more easily navigable and less confusing for the user.
Analysis:	This site is a taxi and van service for the Rochester airport in Rochester, NY. All of the information is overcrowded and overlapping. It is difficult to navigate because there is no clear separation between sections of information. There is a confusing mosaic of colored boxes behind everything that have not connection to each other or the information. To fix this site, there needs to be a clear hierarchy of information. The design is outdated and the images are too many and too scattered. All of the links need to be clearly defined and separated into a global menu. The information may benefit from being separated into pages and the text needs to be reformatted all together.
Opportunity:	By clearly defining the hierarchy of information within a clean design, the user will be able to more easily navigate the site and receive pertinent data
The Solution:	The site should be simple and straightforward. The information needs to easy to access since many of the users will be unfamiliar with the city of Rochester and will likely be in a seeking the easiest solution to their ground transportation problem.



General Airport Taxi Services offers travelers ground transportation solutions in to and from the Rochester Airport and surrounding areas. The goal is to provide travelers contact and costs information, payment options, hours of operations and related travel links to enhance the user experience. By delivering comprehensive travel solution, we strive to exceed user expectations.



The primary target market for the General Airport Taxi site is air travelers who are unfamiliar with Rochester. Most of the patrons would likely be from out of town. That could include those who are visiting the city for business and pleasure. The age would range from 18-55+ years of age. Because Rochester is home to a number of Fortune 1000 companies there is a lot of out-of-town business traffic. Due to it's proximity to Niagara Falls and Toronto, there is consistent leisure travel throughout the warmer months. Customers may also be those traveling from the Rochester area who choose to forego parking their vehicles in long-term airport parking.



Laura Krause

Age: 29

Location: Chicago, Illinois

Income: under \$61,500 / year

Marital Status: Single

Occupation: Regional Sales Manager

Audience Profile: Primary User

Scenario

Laura Krause is a business traveler. She has just been promoted to regional sales manager at Xerox's satellite office in Chicago, Illinois and has quarterly meetings at the corporate headquarters in Rochester, NY. She is a young urban professional that juggles a hectic schedule. She flies for work a lot, so she is always looking for the most convenient ways to bundle her travel needs in hopes of saving money and time. She grew up with computers and has a short attention span when surfing the web. Because she also works for a company that specializes in technology related products, she is very web saavy. Due to these factors, it can be assumed that her travel needs require one-stop-shopping on the site that arranges her trips.

Xerox's annual corporate offsite is approaching and Laura While purchasing her plane ticket on a popular air travel website, she notices a link for arranging ground transportation and hotel reservations before arrival. She knows she can pocket the extra per diem if she forgoes a rental car and uses public transportation on her trip. She comes across a site that not only lists prices for shuttles, taxi and van services but also has links to nearby hotels, local weather forecasts, restaurant and nightlife information, attractions and much more. Laura is thoroughly satisfied when realizes that she can take care of all of her accommodations and pay by using a major credit or check card.



Paul Woods

Age: 36

Location: Alameda, CA

Income: under \$83,000 / year

Marital Status: Single

Occupation: Magazine Photographer

Audience Profile: Secondary User

Scenario

Paul is a very worldly man. He is a photographer for an urban lifestyle magazine, which sends him all over the globe to shoot famous artist, models and movie stars. He is extremely literate with computers and the internet. He like to keep up with the trends within his industry, so he travels to trade shows and conventions when he can.

Paul is on his way to the Eighteenth Color Imaging Conference. Because Rochester, NY is the world's imaging capitol, a showcase of technological innovations in the color engineering industry is held there every year. Paul has never been to Rochester and he prefers public transportation to getting lost in unfamiliar places. Knowing that he will need to get around in the city while he is there for the conference, he searches the web for taxis and shuttles in the Rochester area. The first link that appears in his Bing search is the answer to all of his needs. It offer rate information for a number of public transportation alternatives, a map of the city of Rochester, local news and entertainment. There is even a banner that links to the convention center where the conference is taking place, giving Paul even more information about the proximity of important attractions in. He knows that he won't have any trouble exploring all that this city has to offer. He enjoys his interactive experience so much, that he decides to bookmark this site in case he needs to find eateries and other amenities while in Rochester.



Michael Morrison

Age: 19

Location: Rochester, NY

Income: under \$20,000 /year

Marital Status: Single

Occupation: Full-time Student at the University of Rochester

Audience Profile: Secondary User

Scenario

Michael is a sophomore engineering major at the University of Rochester. He uses the web regularly for class and social networking. His aptitude with computers is exceptional, therefore his expectations will likely be higher than most since he is younger and uses technology daily for even the simplest of tasks. There needs to be strong incentives to gain his patronage.

Being originally from Virginia, Michael travels home from time-to-time for holidays and family visits. Christmas is approaching and he is planning to visit his parents. Michael doesn't have a car on campus and he can't be sure that his buddies can give him a lift to the airport. Since the University is one of the places that the taxi service picks up and drops off regularly, Michael has seen their fliers and their banner ad on the university website. The web coupon that offers student discounts is enough incentive to convince him that the General Airport Taxi service is his best option to and from the airport.



Pearl Bennett

Age: 56

Location: Antioch, TN

Income: under 55,000 / year

Marital Status: Widowed

Occupation: Retired Elementary School Teacher

Audience Profile: Secondary User

Scenario

Pearl considers herself somewhat comfortable with computers and web technology, but she isn't a heavy user of either. She does best with sites that are easy to navigate. She is on the edge of a generation that didn't have the technological tools that the younger generation does today. She tends to do things "the old fashioned way".

Pearl is a retired widow with a lot of time to travel. She wants to make a surprise visit to her daughter and grandchildren in Rochester. She searches for transportation from the airport and finds the General Airport Taxi website. It's simplistic layout and menu makes all of the information easy to find and accessible for users with any level of web experience. By checking the online schedule of regularly rotating shuttles she can determine when how much time she has to make it to the baggage claim and then to the van between her flight arrival and the shuttle departure.



The primary purpose and goal of this site is to offer a wide range of travel assistance and information in as accessible a manner as possible. Consumers of the assets on this site are most likely not from Rochester and therefore need as many services in one place as possible to enhance their experience with the site and lead them to spend money on the transportation services offered. By engaging the consumer with value added conveniences we increase the likelihood that he/she will have a better impression of the company as a whole. These positive feeling will translate into profits for the taxi, can and shuttle service.

The target audience for this site is mainly travelers from outside the Rochester area. There is also potential to get local residents who are commuting to catch outbound flights. The best way to gain the potential traveler's patronage is to offer other travel tools to give the consumer more reasons to stay on the site longer and hopefully return for his/her future needs.

A clean design that compartmentalizes the information into logical groups makes the site more readable and allows the user to obtain the needed information without having to search. The shuttle service may be the business product but it is usually something of an afterthought to travelers, or something that they worry about arranging for when they arrive at their destination. For this reason, the company should link in to as many other travel sites as possible to increase traffic.



Communication Brief Communication Strategy



We want to be the site that offers our customers the answers to as many of their travel related questions as possible. The key to gaining return users is to present the information in the most intuitive and easily accessible way possible. Travelers are often on the go and pressed for time. Many of them will forego using sites that are not straightforward due to their urgency.

The company should link in to as many other travel sites as possible to increase traffic.

By simply observing what other value added tools travel sites are offering, we can determine which of these resources would be important to our target market.



Competitors Analyzed:

1. Airport Taxi Service Inc. (<http://www.airporttaxiserviceinc.com/>)
2. Adel Taxi Service (<http://www.adeltaxirochesterny.com/>)
3. TaxiRochester.net (<http://www.taxirochester.net/>)

In analyzing the competitors, a number of factors come into consideration to find innovations to improve our site. The cleanliness of the design is the main thing that separated the legitimate-looking sites from the ones that look less appealing. Airport Taxi Service Inc. had the simplest and cleanest of all of the sites, but it lacked a number of travel tools that could have made the site more engaging. Adel Taxi was a well designed site that also offered a calendar and a number of options for contact through social networking site. TaxiRochester.net left a lot to desire. There was no way to arrange for transportation ahead of time or pay via web. There was no inter-activity at all, but the information was very prominent and easy to find.

None of the sites had many pages. Most of the information was displayed on a single page. Airport Taxi Service Inc. offered discounts for students and airport passengers. The key to the coupon was that it had to be booked through the website and paid in advance. This is a great way to not only drive traffic to the web, but to also monitor how much use the site is getting by keeping track of the coupons redeemed.



weak = ●
strong = ●●●●●

Website	Navigation	Accessibility of Information	Aesthetic	Overall Experience
Airport Taxi Service Inc	●●●	●●●●●	●●●●●	●●●
Adel Taxi Service	●●●	●●●●	●●●●	●●●●
TaxiRochester.net	●	●●●	●●	●●●
AirportTaxiVan.com	●	●	●	●



Airport Taxi Service Inc.

Effectiveness Rating

Navigation:



Information:



Ease of Use:



Overall:



Classification: Vertical

Airport Taxi Service Inc. offers concise information and a simplified design. The navigation is very easy to find and easy to use. Only the most important segments have separate pages. The contact information is prominent and easy to read. The hierarchy of information is logical and pulls the reader into the site. The online coupon offers the user a reason to return and use the site again in the future.





Adel Taxi Rochester NY

Effectiveness Rating

Navigation:



Information:



Ease of Use:

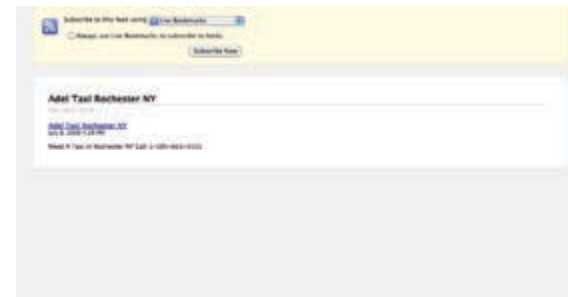


Overall:



Classification: Vertical

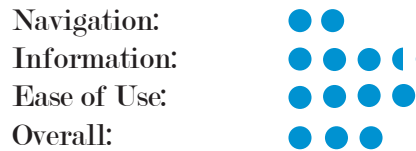
Adel Taxi has a very simple design that is easy to read. The navigation is not as prominent as it could be. The addition of the calendar, though it is a small thing, can enhance the user's experience. Implementing more travel tools for users, similar to the calendar, would give a competitive edge to this site and many other.





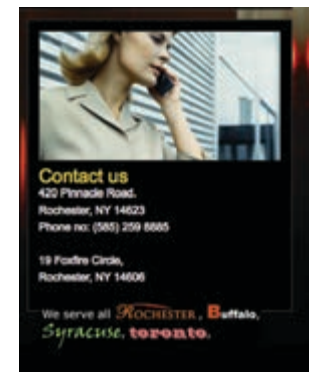
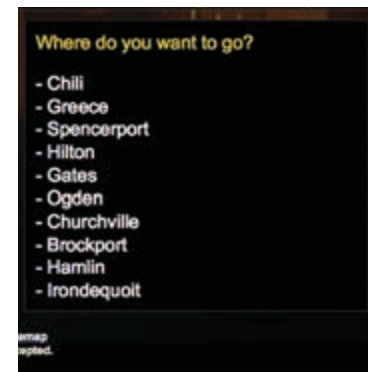
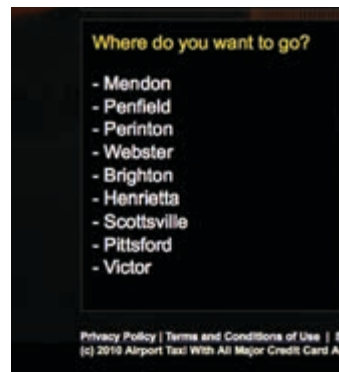
TaxiRochester.net

Effectiveness Rating



Classification: Vertical

Adel Taxi has a very simple design that is easy to read. The navigation is not as prominent as it could be. The addition of the calendar, though it is a small thing, can enhance the user's experience. Implementing more travel tools for users, similar to the calendar, would give a competitive edge to this site and many others.





	<i>Airport Taxi Service Inc.</i>	<i>Adel Taxi Rochester NY</i>	<i>TaxiRochester.net</i>	<i>General Airport Taxi</i>
HOME PAGE	5	4.6	4.6	2.7
Informative and puts the visitor in context immediately.	5	4.5	4	1
Loads in less than 10 seconds.	5	4.5	5	5
Does not feature a useless splash page with multimedia.	5	5	5	2
NAVIGATION	2.5	2.5	0	0
The global navigation should be consistent	5	5	0	0
Large sections should have local navigation	0	0	0	0
LABELS & LINKS	5	3.6	0	1
Labels on section headers should be easy to understand.	5	4	0	1
Links should be easy to distinguish from each other.	5	4	0	1
Links should not be ambiguous or uninformative	5	3	0	1
INFORMATION ARCHITECTURE	4.5	3.7	2.2	0
Content organization should be intuitive, easy to understand	5	4	2	0
Content should match mission of the organization and the needs of the audience	5	3.5	3.5	0
There should be a good mix of in-depth material vs. superficial content	3.5	3.5	1	0



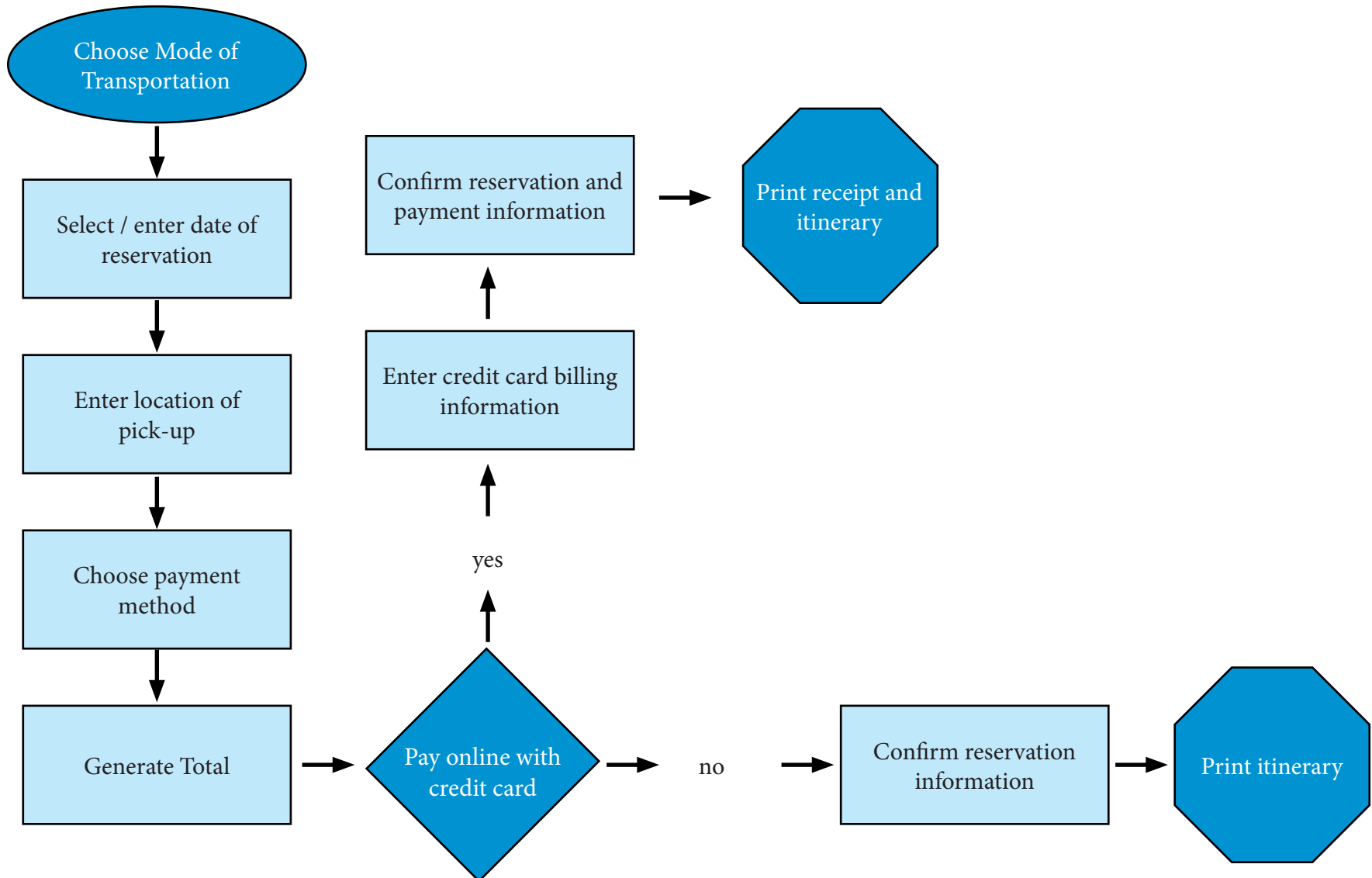
	<i>Airport Taxi Service Inc.</i>	<i>Adel Taxi Rochester NY</i>	<i>TaxiRochester.net</i>	<i>General Airport Taxi</i>
READABILITY	4.3	4.3	4.3	0
Fonts should be easy to read	4.5	5	4.5	0
Text line lengths should be easy to read (not too long or too short).	4.5	4	4	0
Site should be easy to scan, with grouped information instead of solid blocks of text (visual hierarchy).	4	4	4.5	0
PERFORMANCE	2.3	1.8	2.3	2.3
Pages should load quickly.	4.5	3.5	4.5	4.5
Graphics and applications (multimedia, search) should load quickly.	0	0	0	0
TOTAL SCORE	3.9	3.4	2.2	1

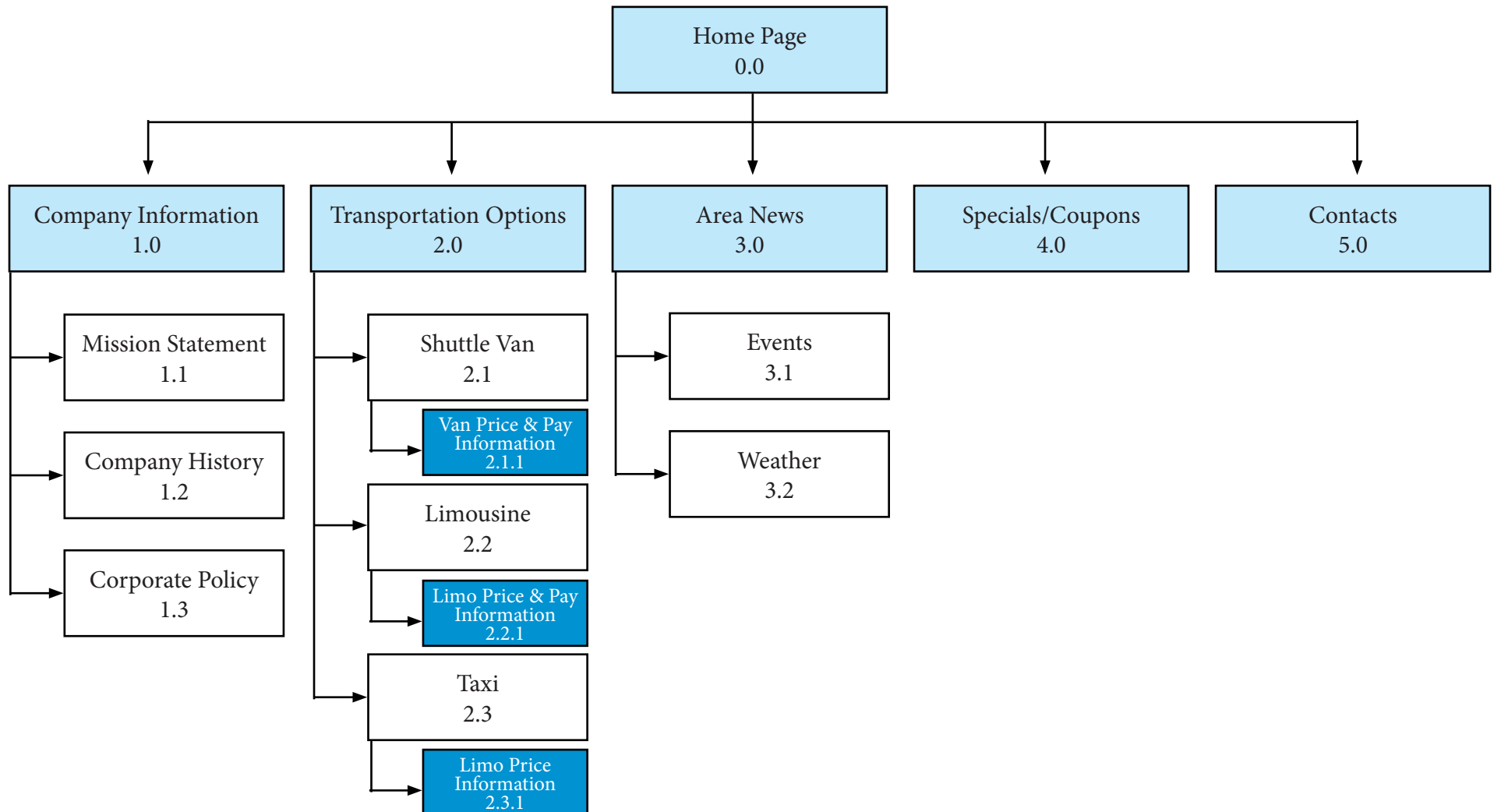


ID	Name	Type	Content	Topics	Notes	ROT Location
0.0	Home Page	Home Page	General Site Information	Introduction to the site	Updated Regularly	http://airporttaxivan.com/index.html
1.0	Company Information	Category Page	Company Specific Information	What services we provide	Static	http://airporttaxivan.com/info.html
1.1	Mission Statement	Sub-Category Page	Corporate Philosophy	What we believe in	Static	http://airporttaxivan.com/mission.html
1.2	Company History	Sub-Category Page	General Company Info	Corporate Highlights	Static	http://airporttaxivan.com/history.html
1.3	Corporate Policy	Sub-Category Page	Rules and Regulations	Cancellations, Refunds, etc.	Updated Regularly	http://airporttaxivan.com/policy.html
2.0	Transportation Options	Category Page	Types of available Transportation	Options/ Vehicle Styles for Transportation	Occasional Updates	http://airporttaxivan.com/options.html
2.1	Shuttle Van	Sub-Category Page	Van Service Information	Capacity, Scheduled Pick-up, Service Area	Occasional Updates	http://airporttaxivan.com/shuttle.html
2.1.1	Van Price & Pay Information	Sub-Category Page	Cost of Shuttle Service	Reservations, Pre-Payment (Online)	Updated Regularly	http://airporttaxivan.com/vanprice.html
2.2	Limousine	Sub-Category Page	Limousine Service Information	Capacity, Scheduled Pick-up, Service Area	Occasional Updates	http://airporttaxivan.com/limo.html
2.2.1	Limousine Price & Pay Information	Sub-Category Page	Cost of Shuttle Service	Reservations, Pre-Payment (Online)	Updated Regularly	http://airporttaxivan.com/limoprice.html
2.3	Taxi	Sub-Category Page	Taxi Service Information	Capacity, Scheduled Pick-up, Service Area	Occasional Updates	http://airporttaxivan.com/taxi.html
2.3.1	Taxi Price & Pay Information	Sub-Category Page	Cost of Taxi Service	General Price Information	Updated Regularly	http://airporttaxivan.com/taxiprice.html



ID	Name	Type	Content	Topics	Notes	ROT Location
3.0	Area News	Category Page	Current Local Information Overview	Events, Conditions, Special Dates, Calendar	Update Daily	http://airporttaxivan.com/news.html
3.1	Events	Sub-Category Page	Special Events in the Rochester metro area	Holidays, Concerts, Athletic Events	Update Regularly	http://airporttaxivan.com/events.html
3.2	Weather	Sub-Category Page	Local Forecast	Temperature, Precipitation, etc.	Update Regularly	http://airporttaxivan.com/weather.html
4.0	Specials/ Coupons	Category Page	Special Promotions/ Coupons	Temporary Discount Offers	Update Regularly	http://airporttaxivan.com/specials.html
5.0	Contact	Category Page	Headquarters Phone/ Email Address	Contacts and Hours of Operation	Static	http://airporttaxivan.com/contact.html







0.0 Home

<Title> General Airport Taxi

<H1> Welcome

URL: <http://airporttaxivan.com/index.html>

Navigation Label: Home Page

1.0 Company Information

<Title> About Us

<H1>Who We Are

URL: <http://airporttaxivan.com/info.html>

Navigation Label: About Us

1.1 Mission Statement

<H1> Mission Statement

URL: <http://airporttaxivan.com/mission.html>

Navigation Label: Mission Statement

1.2 Company History

<H1> Company History

URL: <http://airporttaxivan.com/history.html>

Navigation Label: Company History

1.3 Corporate Policy

<H1> Policy

URL: <http://airporttaxivan.com/policy.html>

Navigation Label: Company Policy

2.0 Transportation Options

<Title> Ground Transportation

<H1> Options for Transportation

URL: <http://airporttaxivan.com/options.html>

Navigation Label: Travel Options

2.1 Shuttle Van

<H1> Van Service

URL: <http://airporttaxivan.com/van.html>

Navigation Label: Van Service

2.1.1 Van Price and Pay Information

<H1> Van Service Prices

URL: <http://airporttaxivan.com/vanprice.html>

Navigation Label: Van Price

2.2 Limousine

<H1> Limousine Service

URL: <http://airporttaxivan.com/limo.html>

Navigation Label: Limousine Service

2.2.1 Limousine Price and Pay Information

<H1> Limo Service Prices

URL: <http://airporttaxivan.com/limoprice.html>

Navigation Label: Limousine Price

2.3 Taxi

<H1> Taxi Service

URL: <http://airporttaxivan.com/taxi.html>

Navigation Label: Taxi Service

2.3.1 Taxi Price Information

<H1> Taxi Service Prices

URL: <http://airporttaxivan.com/taxiprice.html>

Navigation Label: Taxi Price



3.0 Area News

<Title> Rochester Metro News

<H1> Rochester News

URL: <http://airporttaxivan.com/news.html>

Navigation Label: News

3.1 Events

<H1> Local Events

URL: <http://airporttaxivan.com/events.html>

Navigation Label: Local Events

3.2 Weather

<H1> Local Forecast

URL: <http://airporttaxivan.com/weather.html>

Navigation Label: Local Weather

4.0 Specials / Coupons

<Title> Specials / Promotions

<H1> Specials

URL: <http://airporttaxivan.com/specials.html>

Navigation Label: Specials / Promotions

5.0 Contact

<Title> Contact

<H1> Contact Us

URL: <http://airporttaxivan.com/contact.html>

Navigation Label: Contact Us



Banner

[About Us](#)[Travel Options](#)[News](#)[Specials/Promotions](#)[Contact Us](#)

Van Image Link

Limousine Image Link

Taxi Image Link

Welcome

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Calendar

Air Travel links

Air Travel links

Air Travel links

Air Travel links

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Banner

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Travel Options

News

Specials/Promotions

Contact Us

Van Image Link

Limousine Image Link

Taxi Image Link

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Local News Strories

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Local Events

Local Weather Forecast

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Limousine Specials

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Hours Of Operation

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General Airport Taxi

SERVING THE GREATER ROCHESTER AREA



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Welcome

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September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



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Select a Mode of Transportation



Shuttle Van



Taxi Cab



Limousine



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What's Happening in Rochester?



Local News



Local Weather



Events

September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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Discount Coupons

Prepay and Get 15% off
Shuttle Van Service



10% off Limousine
Reservations with
Master Card

September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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To reach a customer service
representative by phone call:

585-654-5555

open 24 hours a day

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Colors



#0091D1



#BFE7FB



#FFFFFF



#58595B

Fonts

Arial Bold

Arial Italic

Modern No. 20

Minion Pro