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# User-Centered Digital Transformation in Tourism: A UX Evaluation and Information Architecture Redesign of the MTDC Website

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### **Abstract**

Digital transformation in tourism requires intuitive, accessible online platforms delivering comprehensive destination information throughout the travel lifecycle. Building on prior qualitative fieldwork documenting critical information gaps across lesser-known destinations, this study presents a comprehensive UX evaluation and Information Architecture (IA) redesign of the entire Maharashtra Tourism Development Corporation (MTDC) website.

Through qualitative methods including heuristic evaluation using Nielsen's principles, WCAG 2.2 compliance analysis, semi-structured interviews (n=28), user journey mapping, and card sorting sessions (n=15), we identified systemic IA deficiencies across MTDC's 200+ pages. Thematic analysis revealed consistent patterns of fragmented navigation (73% inconsistency), inaccessible content hierarchies, and poor discoverability, confirming digital platform failures mirror previously documented physical-site information gaps.

The proposed redesign introduces user-validated semantic taxonomies, progressive disclosure patterns, WCAG AA-compliant navigation flows, and mobile-responsive architecture. Iterative design workshops produced a comprehensive framework addressing Maharashtra's diverse tourism offerings, providing state tourism boards with a theoretically-grounded model for inclusive digital transformation.

### **Index Terms**

Digital Transformation, Information Architecture, UX Evaluation, WCAG Compliance, Tourism Websites, MTDC