Figure 1. Site-map

Figure 2. Wireframe of homepage

Best activities to do in Christmas holiday!

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sed eiusmod tempor incidunt ut labore et dolore magna aliqua.
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Photo Gallery

Local Activities

| Hamburg DOM Fun Fair | TollyWood Festival | Hannkkah |

Performance and Show

| Krampus Night | Circus Krone Performance | New Year Firework |

Christmas Markets

Airtable	Location	Time	Place
1	Mark	Otto	@mdo
2	Jacob	Thornton	@fat
3	Larry	the Bird	@twitter

Footer header

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Figure 3 Wireframe of Christmas Activities Page

Introducing YouTube Trends (Feat. The Gregory Brothers)   Watch later   Share

Discover your travelling experience NOW!

Landmarks

Castles

Churches

Football

Road Trip Route

Romantic Road

Alphs Mountain Road

Hessen Road

Fairy Tale Road
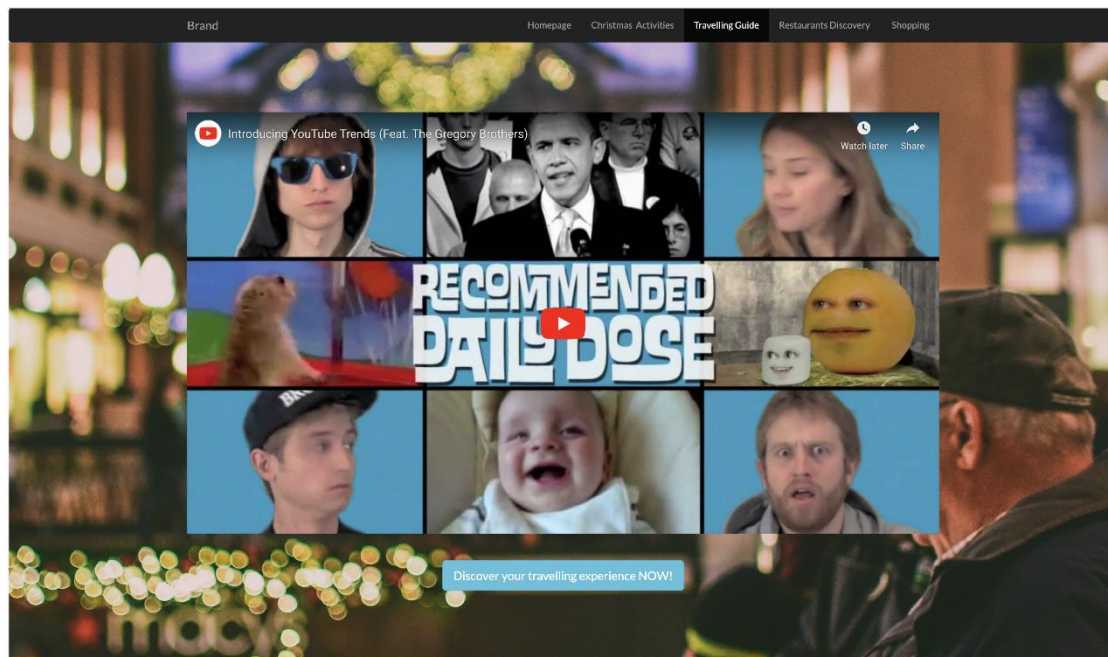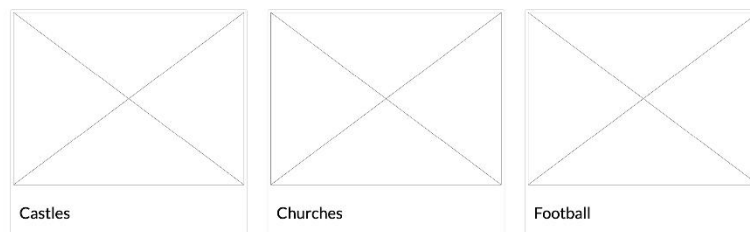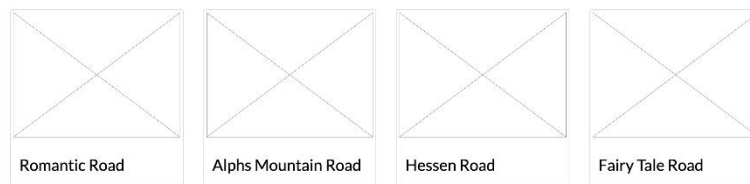
Transporation and Hotel

1. Can you recommend me some transporation ways in Germany?
2. Where can I book the transportation tickets?
3. Where can I book the hotel?
4. What's the average cost for acommendation?

Drop-down Q&A

Footer header

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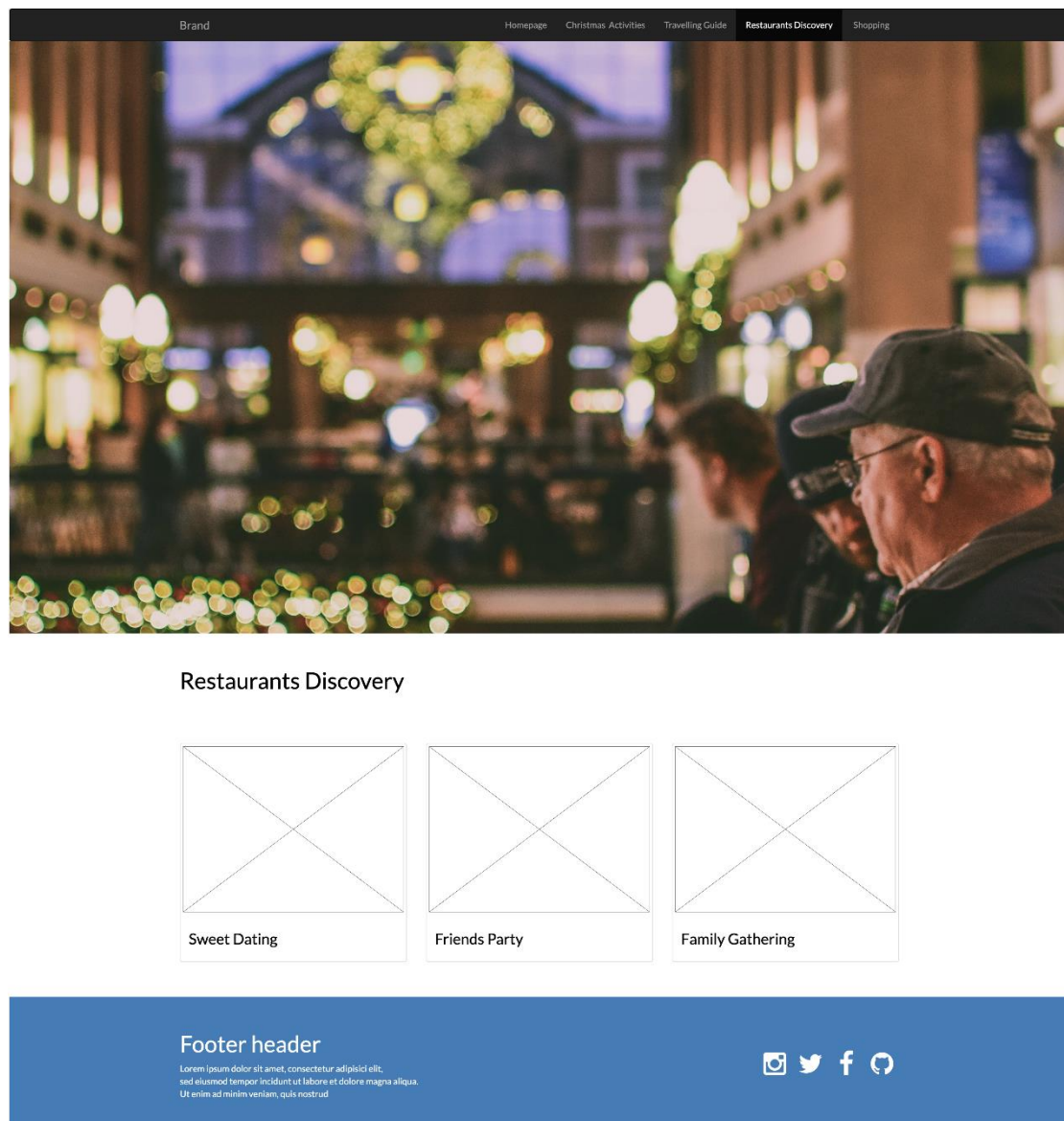
Figure 4. Wireframe of travelling guide page
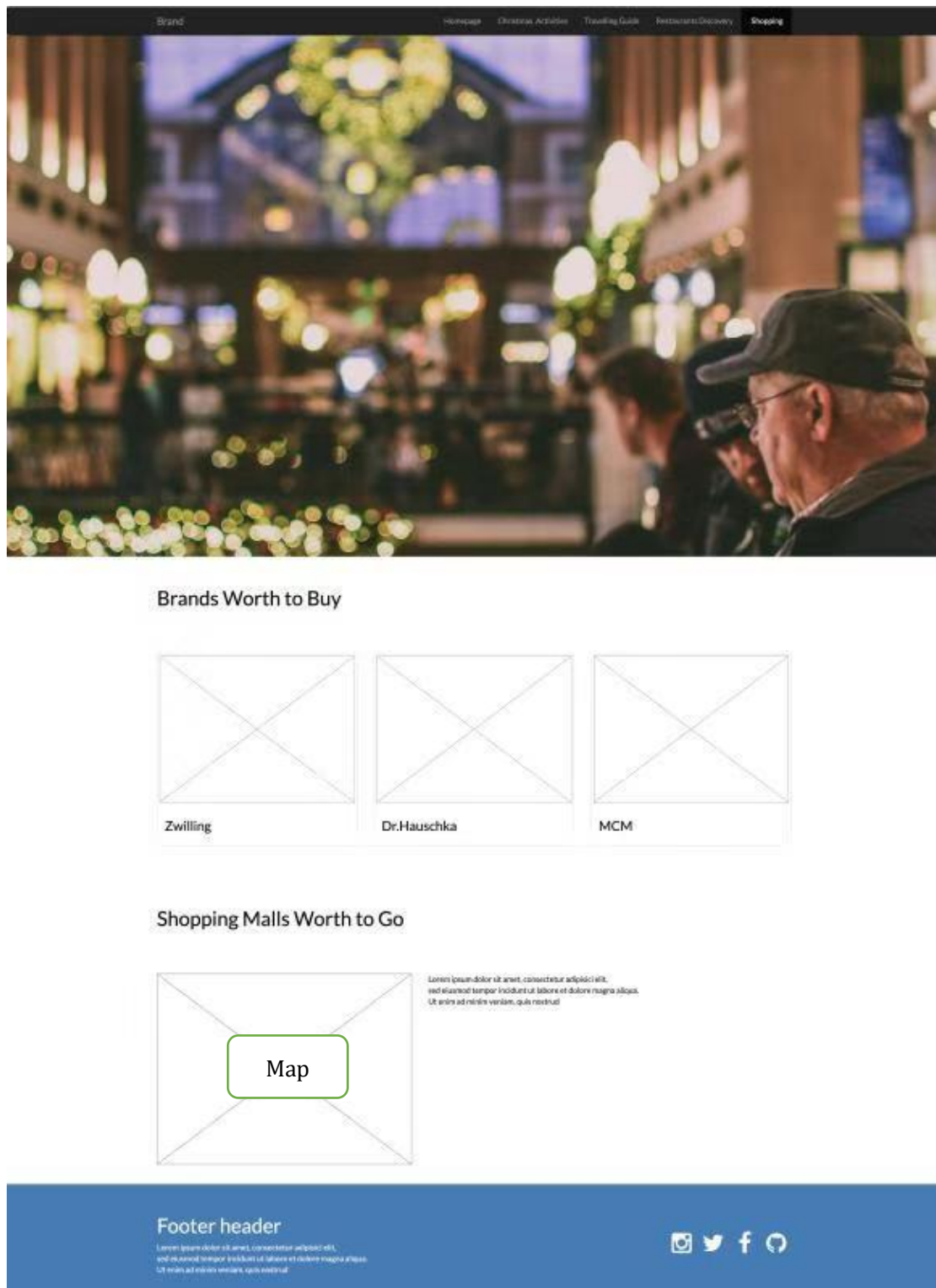
Figure 5. Wireframe of restaurants discovery page

Figure 6. Wireframe of shopping guide page

Usability test

To test usability of my websites, 6 questions are proposed to test audience's impression on my website. Audiences are shown with wireframes of the website and asked to answer these questions. These questions are designed to measure audience's opinions towards theme, content and simplicity of the website and find out to what extent can the website achieve its goal.

In this interview, 5 audience are targeted users of my website who are considering to go to German during December. 3 of them come from China, 1 comes from South Korea and 1 comes from Finland.

Q1	What do you think the website is about?
Q2	Is the arrangement of each section on the webpage logical and reasonable?
Q3	Can you easily find information you need?
Q4	What's your impression towards the layout design?
Q5	If you want to go to Cologne for Christmas market, how can you find information? If you want to buy something for your mother, how can you find tips on it? If you come to German for a road trip, are your demands satisfied by the website?
Q6	What do you think can be improved in the website?

Figure 1. Usability Question List

In this test, I encouraged my interviewees to talk with me about their first impression on each webpage of my website, and they do not need to care about impact of their words on our friendship because it is just a way for me to understand usability. In addition, I also informed them that their opinions will be recorded in my report.

Answers for Q1: What do you think the website is about?

All 5 interviewees answered that the website is about travelling tips to Germany. 4 of them said it is a German travelling guide during Christmas holidays, 1 said that it is a German travelling guide but she didn't pay much attention on "Christmas". Therefore, I'll add more Christmas elements in the webpage layout design.

Answers for Q2: Is the arrangement of each section on the webpage logical and reasonable?
Answers for Q3: Can you easily find information you need?

In these two questions, I received positive feedbacks that each section on the webpage is reasonable and information can be easily found according to categories. Two interviewees mention that they want to have more specific guidelines like how to get a visa, preparations etc., but due to large workload, I

may add this section into a Q&A part.

Answers for Q4: What's your impression towards the layout design?

In this section, I received positive feedbacks that the layout is concise and clear. One interviewee mentions that the sub-titles in each webpage is clear but single, he expects more words' styles can be added. This suggestion will be taken into consideration, I will decide the final style according to the final work.

Answers for Q5:

In question 5, 3 questions are picked up to test real usability of this website. In the first small question "where to find information of Cologne Christmas markets", all 5 interviewees say such information should be in Christmas activities part and it is. But 1 points out that she is reluctant whether such information can be in the "travelling guide" part, so I will try to figure out a way to distinguish it.

In the second question "how to find tips on shopping" part, all 5 interviewees accurately figured out the shopping guide part.

In the last question "road trip" part, 1 interviewee mentioned he wants a daily schedule for the trip route, 1 interviewee mentioned there can be car-rent website guide in this part.

Answer for Q6: What do you think can be improved in the website?

Interviewee 1: I want to find some travelling tips categorized by cities.

Interviewee 2: Rather than special Airbnb recommendation, I want to see overall ways on hotels booking because I used to stay at hotels.

Interviewee 3: Size of carousel is too large and I don't want to click transfer photos.

The rest 2 interviewees say that they think everything is almost fine. I decide to take the three suggestions into consideration, like adding main tourism cities introduction and replacing carousel with photo gallery.

Besides, one interviewee says that if homepage is repeated with sub-webpages, the homepage makes little sense. Therefore, I will insert different content in homepage and sub-webpages to increase usability.