

Final Web Design Report

2019 COMM 5961



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Website: “HK 電影朝聖”

https://azurexwr.github.io/final_project/indexpage.html

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I. Introduction

Hong Kong is an ideal travel destination for both film lovers and travel enthusiasts. Lots of classic and famous films are filmed in this region and many travelers come to Hong Kong for visiting those charming and beautiful filming sites. However, finding these filming sites information is not an easy thing. We can easily search for film-related information by searching for film names while the filming site information is lacking and scattered on search engines. To solve this problem, I decided to design “HK 電影朝聖” website to provide travelers and film lovers with specialized filming sites information. In this report, I will show the whole design thinking process by applying the UX elements framework to solve users' pains and problems. Besides, the usability test results will also be presented and analyzed for further improvement of the website.

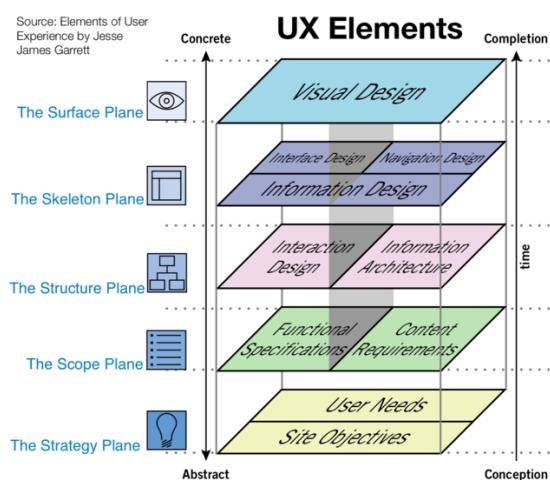


Figure 1. UX Element Framework

II. Problem Definition

i. Strategy

1. User Needs

The target audience of “HK 電影朝聖” can be divided into the film audience and travel enthusiasts. After watching films, the audience usually be attracted by those beautiful shooting sites. They want to try tasty food in films, visit the attractions have ever been filmed and experience the actual filming scene like film actors. They need to try to find information about filming sites by searching for the film names. However, the search engine cannot provide integrated filming sites information and do not have detailed information such as the exact scene time and scene plot which are necessary for us to refer conveniently. For more travel enthusiasts, they chase for a unique travel experience with niche attractions and personalized travel routines. In this way, traveling like movies is an attractive way for them to experience. When they travel to Hong Kong, they have the demand to visit those classic filming locations that appeared in Hong Kong films and want to know the best photo-taking angles and time to take fancy photos like film stills.

2. Site objective

To satisfy the needs of film lovers and create a new travel experience for travel enthusiasts, there are two objectives of “HK 電影朝聖”. The first one is to provide a platform with detailed and

comprehensive filming site information for film lovers to refer conveniently. The second objective is to create a new demand for travelers to travel to those filming sites by providing personalized travel routines. The personalized travel routines can be categorized by travelers' characters: foodie, adventurer, and artsy dudes which may be film lovers' another attribute. These three categories record filming sites recommendation of restaurants, attractions, and niche artsy attractions respectively.

ii. Scope

In order to choose the contents for “HK 電影朝聖”, I drew two user journey mappings and conducted an interview with two types of users to know what information do they need in the whole journey.

| Persona | Film Lovers | | |
|--------------------|--|--|--|
| Stages | Watch Movies | Want to visit the film site | Visit the filming site |
| Try to do/ Will do | Be attracted by a filming site and want to find where is it | Want to know more information about the filming site | 1) find more attractions nearby 2) find some recommendation |
| Content Needs | film information, scene time, scene plot, scene character, filming site location | Site introduction, Site attribute, Detailed location information | Map, Personalized routine recommendation |
| Function | Search exact | Search function | Show map markers in the |

| | | | |
|-------|---|--|------------------|
| Needs | filming sites by the exact film name and scene time | | specified region |
|-------|---|--|------------------|

Figure 2. Film Lover's Journey Mapping

| Persona | Travel enthusiasts | | |
|--------------------|--|--|-------------------------------------|
| Stages | Want to travel | During travel | After travel |
| Try to do/ Will do | 1. Find where to visit 2. Confirm how to travel | 1. find the attractions is a filming site in a film 2. eat the same food in films 3. want to know more about the film and the attraction 4. take a photo like film stills | Find more attractions nearby |
| Content Needs | good routine and travel experience recommendation | The story behind the filming site, Recommend restaurants where produced films Detailed film information, Specific shooting angle guidance | / |
| Function Needs | / | Search function to find more information about the attraction | Show map markers in the same region |

Figure 3. Travel enthusiast's Journey Map

According to the user journey mappings, the information needed by target users can be summarized into four categories, including:

- film information
- filming site information
- personalized routines recommendation
- map which can show filming sites in the same region

III. Problem Solution

i. *Structure and Skeleton version 1*

Based on the needs of my target users have defined, I decided

to categorize these contents into four navbar items namely “**影
片收錄**”“**拍攝場地**”“**個性推薦**”“**分佈地圖**”. I also decided to make my website to be an one-page webpage which can be responsive to both PC and mobile device which is similar to an app. After forming this conception, I drew the initial version of the detailed site map and wireframes.

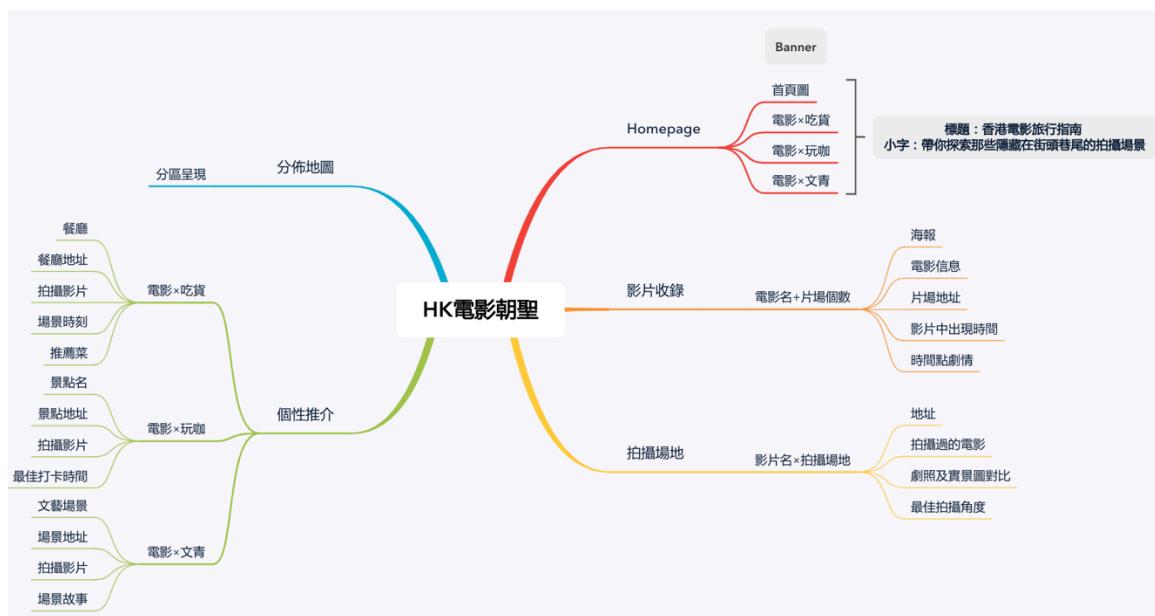


Figure 4.Content Skeleton version 1 of“HK 電影朝聖”

And following are the first edition wireframes: (See Figure 5 to 10)



Figure 5. Wireframe-Homepage

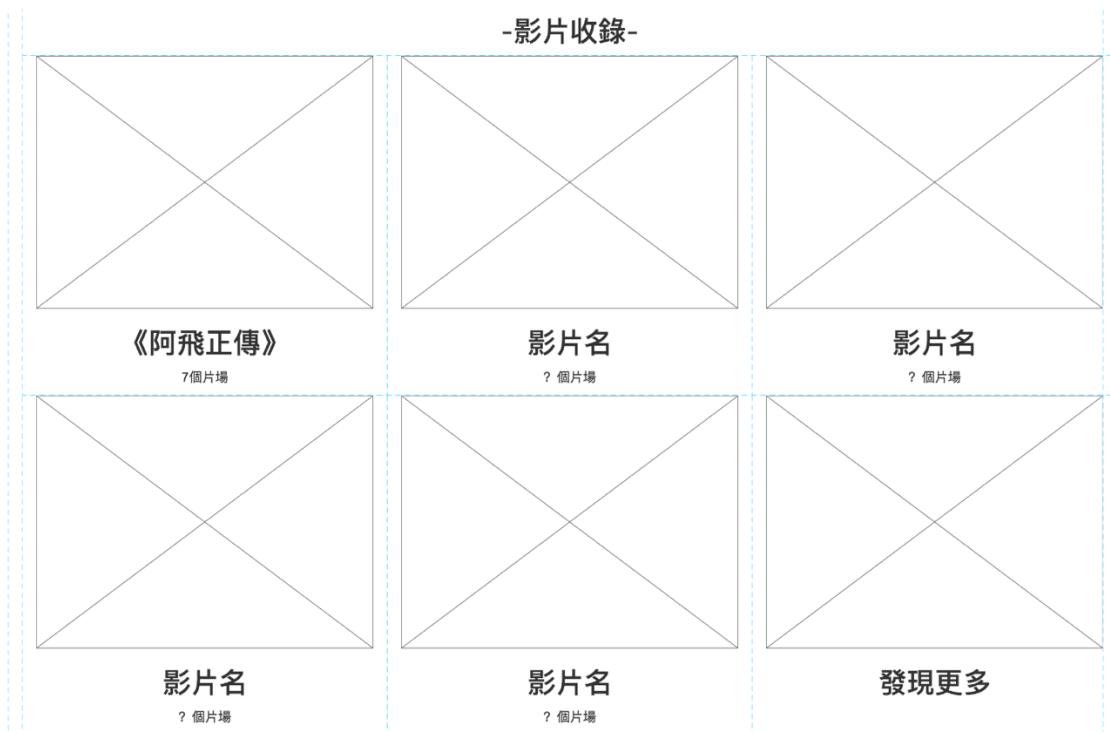


Figure 6. Wireframe-“影片收錄” page

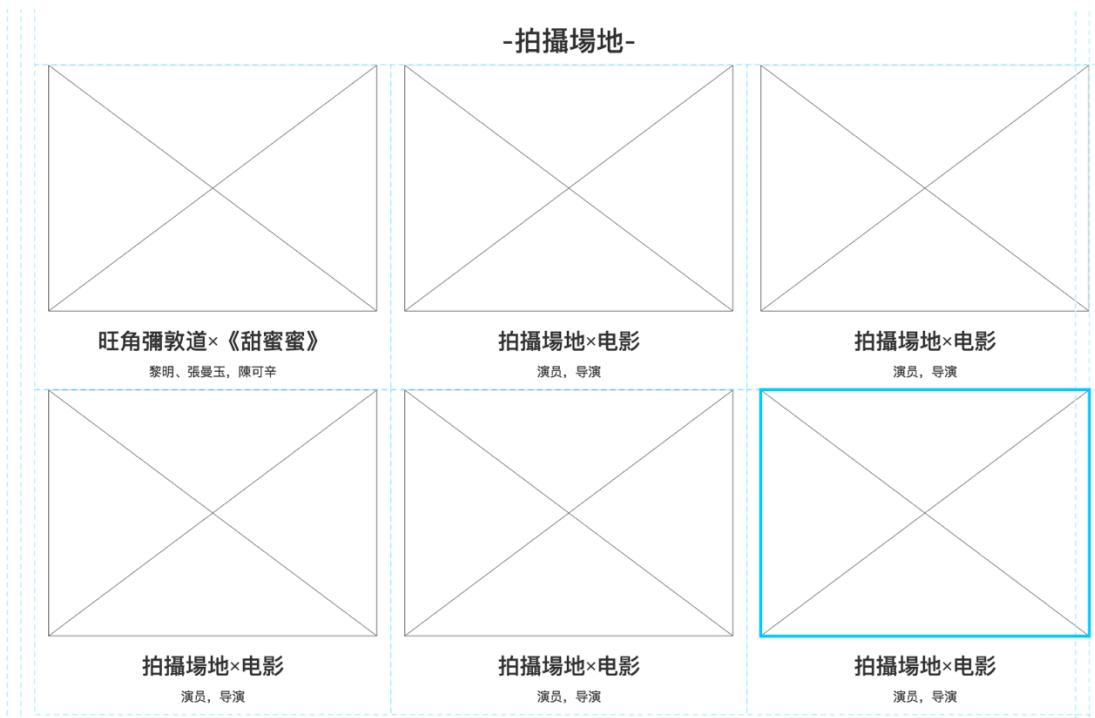


Figure 7. Wireframe-“拍攝場地” page

-個性推薦-

電影 × “Who You Are”



Figure 8. Wireframe-“個性推薦” page

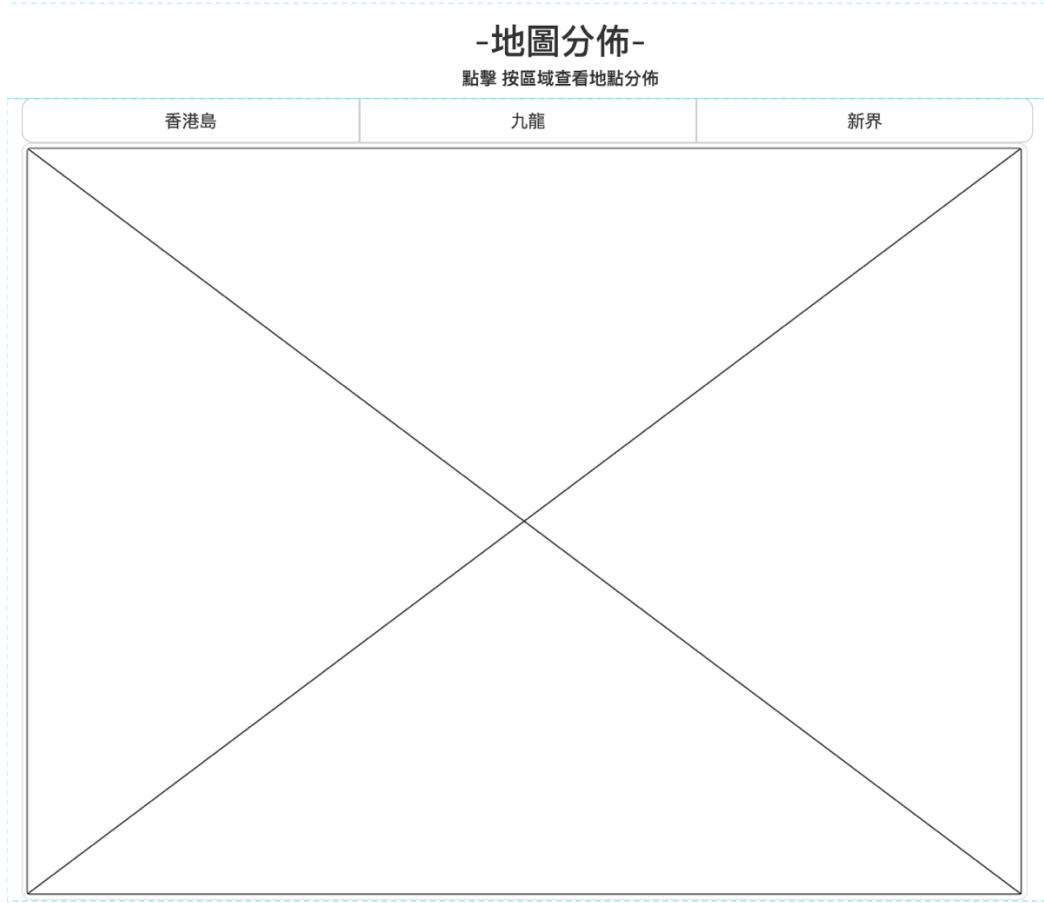


Figure 9. Wireframe-“地圖分佈” map page

關於我們

hk電影朝聖收录了电影拍摄场地信息，为电影爱好者提供电影旅行打卡参考。

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Figure 10. Wireframe-“關於我們” footer

ii. Usability Test

In order to make sure whether the interface design is user-friendly and enrich more content, I invited another 5 film lovers of different gender, major/job, age group to attend the usability test.

| | Age | Gender | Major/Job | Film Type Preference | How many times has he/she ever been to HK? |
|---|-----|--------|------------------|----------------------|--|
| 1 | 23 | M | Computer Science | Feature film | 2 |
| 2 | 22 | F | Marketing | Suspense film | Study in HK |

| | | | | | |
|---|----|---|-----------|---|-------------|
| 3 | 22 | M | Design | Literary film (esp. prefers 许鞍华's films) | 1 |
| 4 | 50 | F | Housewife | Comedy | 3 |
| 5 | 23 | F | New Media | Literary film | Study in HK |

Figure 11. Persona Segmentation Table of Subjects

After they scanned the webpage, I asked four questions for subjects:

Q1: What do you think the website is about?

Four subjects supposed the website would provide filming location information for tourists come to Hong Kong but one thought it is a film comments sharing platform similar to 時光網.

Solution for the problem:

Add a short description under the main title on the banner picture.

Q2: How to find restaurants which is filmed in movies?

Two subjects said they would click the “個性推薦” for this information but three of them thought they may need to go to “拍攝場地”page and scroll down for more efficient information. And all of the subjects supposed the “個性推薦” page is the most attractive one for them.

Solutions for the problem (if achievable) :

Add a second-level list in navigation bar for “個性推薦” which contains these three personalized routines .

Add these three personalized recommendation links onto the homepage banners for more exposure.

Q3: How to get the location information of Central-Mid-Levels

Escalator filmed in 重慶森林 ?

All the subjects mentioned they would go to “影片收錄” page to find 重慶森林 and click for more information. And they hope to have a search function for this page.

Solution for the problem (if achievable) :

Add a search function.

Q4: What other information do you expect to be found in this website?

The most frequently mentioned information is the comparison pictures of the film still and the realistic picture. Two subjects also hope to get the information of the best photo taking time and the story behind the screen.

According to the test, the website function was basically clear to users. The skeleton and content were reasonable too. One thing that surprised me is that many of the subjects were more interested in the “個性推薦” page. Besides, they all mentioned that they want to know the stories and other anecdotes about the filming sites so I also decided to add another category to record background story contents.

iii. Final Version of Detailed Skeleton

According to the usability test results and users' suggestions, I refined the website prototypes, added the “場景故事”category and completed the final vision of the content skeleton with detailed information. Besides, I also hope to develop the website to become

a social community for film lovers to share their reviews. Users can join the database maintenance, upload more film locations photos and post their film comments. Due to the technical limitation, the website cannot be produced to a specialized community so far, therefore, I only added the “新增收錄” page for users to join the website maintenance.

In general, “HK 電影朝聖” will provide users with both basic information of films and filming locations. When users search for a film, they could easily get the information about filming location, the stories behind the filming sites, the map with regional categories. Special travel routes classified by the same themes will also be provided. More story-related information and specific shooting angle guidance will also be attached. Users could follow the guidance and experience the same scenarios in films.

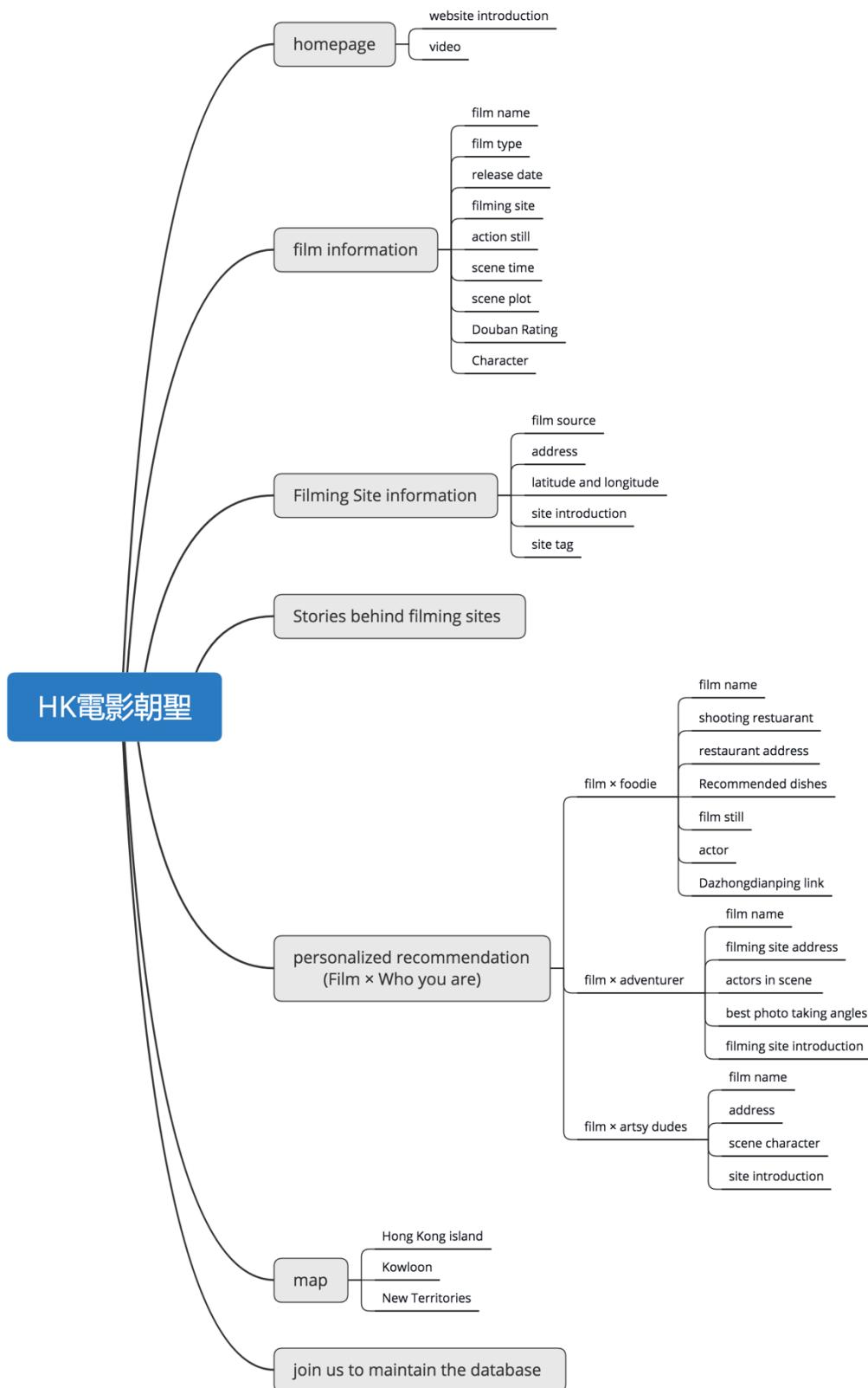


Figure 12. Final version of content skeleton

iv. Surface

After confirming the skeleton, I started to code. Without using templates with animation, I want my website to have a simplified design so I only used Pingendo to create a one-page website. I chose black as the main color to create immersion like watching films in cinemas. The following are screenshots displaying how “HK 電影朝聖” looks like on PC. More details can be found on the website:

https://azurexwr.github.io/final_project/indexpage.html.



Figure 13. Screenshot - Homepage



Figure 14. Screenshot - Introduction Page

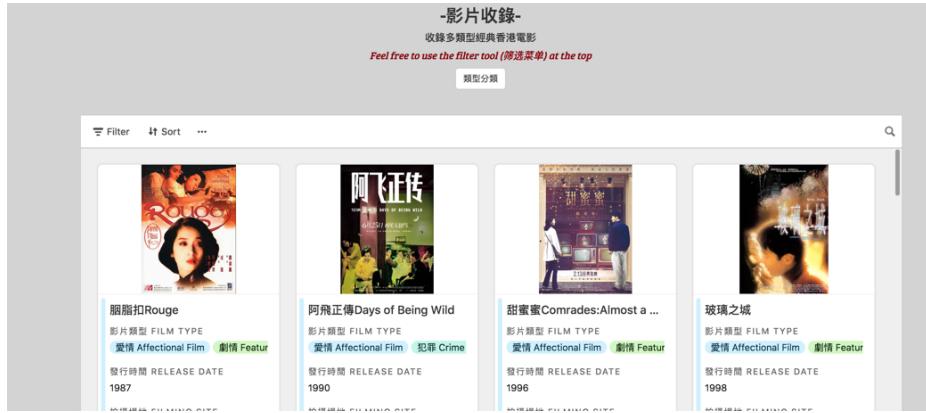


Figure 15. Screenshot – Film Information

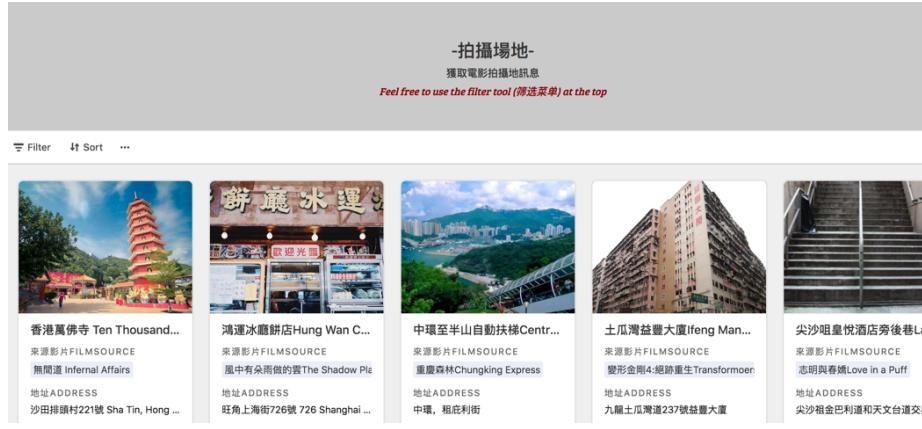


Figure 16. Screenshot – Filming Sites Information



Figure 17. Screenshot – Stories behind the filming site



Figure 18. Screenshot – Personalized Recommendation

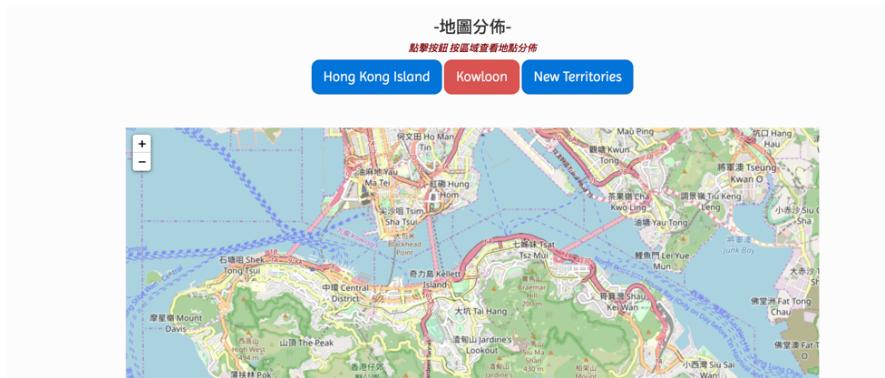


Figure 19. Screenshot –Regional Map

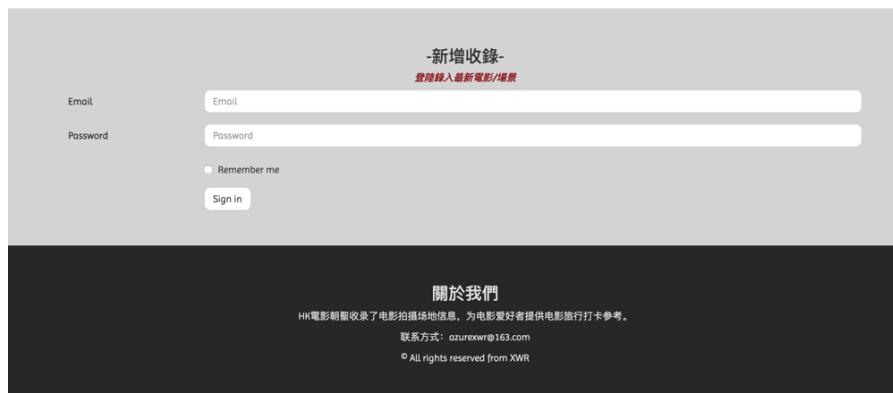


Figure 20. Screenshot – User Generated Content & Footer

IV. Quantitative A/B Testing

The homepage is the most important section for a website, only if users are attracted by the information on the homepage, they will keep on scanning the website. To increase the homepage attraction,

I conducted an A/B test with the tool of Google Optimize. I changed the literal explanation under the main text more detailed but longer on the homepage photo. (see figure 21&22)



Figure 21. Version A “帶你探索那些隱藏在街頭巷尾的拍攝場地”



Figure 22. Version B “收錄電影拍攝場地訊息，帶你打卡影片同款景點”

After running the experiment for six days, I collected the data as is shown in figures 23 and 24. It can be observed that version B attracted users to view more pages and clicked more buttons with more sessions. It also performed better in terms of the conversion rates of my goal to make users stay on the website for more than five seconds. Besides, it performed better in average session duration and had a lower bounce rate too. Therefore, I will choose version B as the final version due to the overall better performance.

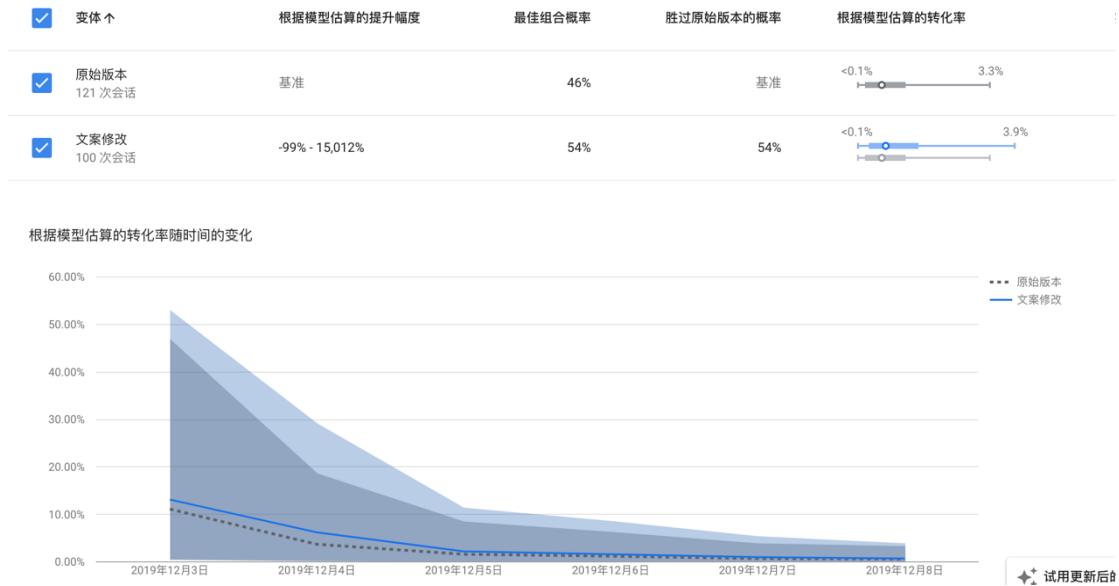


Figure 23. Comparison based on viewed pages

| 变体 | 实验会话数 | 每次会话浏览页数 | 平均会话时长 | 新会话百分比 | 跳出率 |
|------|-------|----------|----------|--------|--------|
| 原始版本 | 102 | 1.39 | 00:01:17 | 74.51% | 78.43% |
| 文案修改 | 124 | 1.40 | 00:01:53 | 53.23% | 78.23% |

Figure 24. Comparison based on experiment sessions and average session duration

V. Dashboard

In order to attract more users to experience and collect data for further usability improvement, I posted my website link on different

platforms including WeChat Moments, WeChat Groups, Hupu and V2EX.com. As the dashboard is a straightforward and convincing reference to show the performance of a website, I monitored the data for seven days and generated a dashboard form with twelve metrics. As the figure 25 showed, there were 158 users who created 255 sessions in the past days. Most of the users are from China mainland, Hong Kong which meets my expectations to focus on Chinese film audience. It is noticeable that 62% of users viewed the website by mobile devices and they were more likely to click on the referral link provided on WeChat and open the page directly by the Safari in app instead of another copying and pasting. It means the website layout needs to be adjusted to a more mobile-friendly version.

The average-page-time showed a satisfactory number which means once users became to view the information they were more likely to spend more time to read detailed content. However, the bounce rate of the website is too high which reflects although the content is high-quality, users may have left directly due to the homepage is not attractive enough for them. Besides, the average loading time of the website is 3.47 seconds which is also a little too long for users to wait. Therefore, apart from the A/B test, more homepage optimization needs to be tested and applied.



Figure 25. Dashboard

VI. Conclusion

Based on the interviews, usability test and data feedback, several limitations regarding the design were revealed and more improvements can be implemented in the future. First, the homepage still needs to be optimized. Second, users want to watch film directly on the website so more film links can be attached. Third, the website cannot be produced to a specialized community so far because of the technical limitation. In the future, I will try to continuously improve the website so that it could truly become a useful travel website specialized for film lovers.