Usability Test Of "HK 電影朝聖" Website

1155136921 Xu Weiran

The "HK 電影朝聖" is an one-page webpage which is responsive to both PC and mobile device. There are five items on the navigation bar: "影片收錄", "拍攝場地", "個性推薦", "分佈地圖", "關於我們".Once user clicks on the item, the screen will automatically scroll down to the specific page for more information.
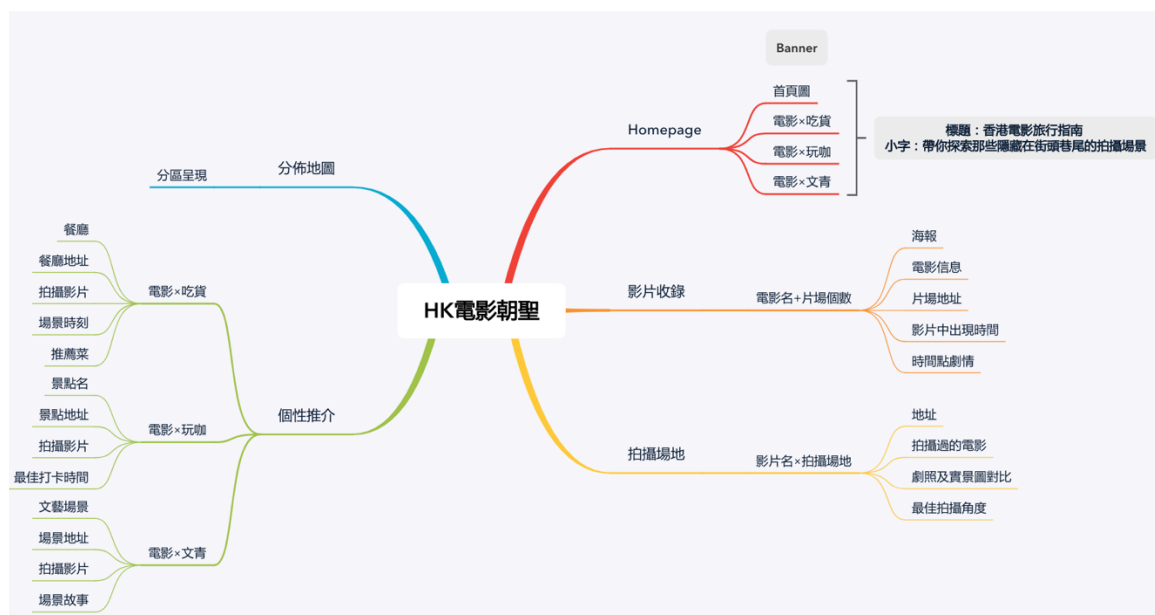

Figure 1.Content Skeleton of "HK 電影朝聖"

In order to have a clearer idea of the content and interface design, I drew several low-fidelity wireframes of each page and invited 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 2. Persona Segmentation Table of Subjects

Following are the first edition wireframes: (See Figure 3 to 8)
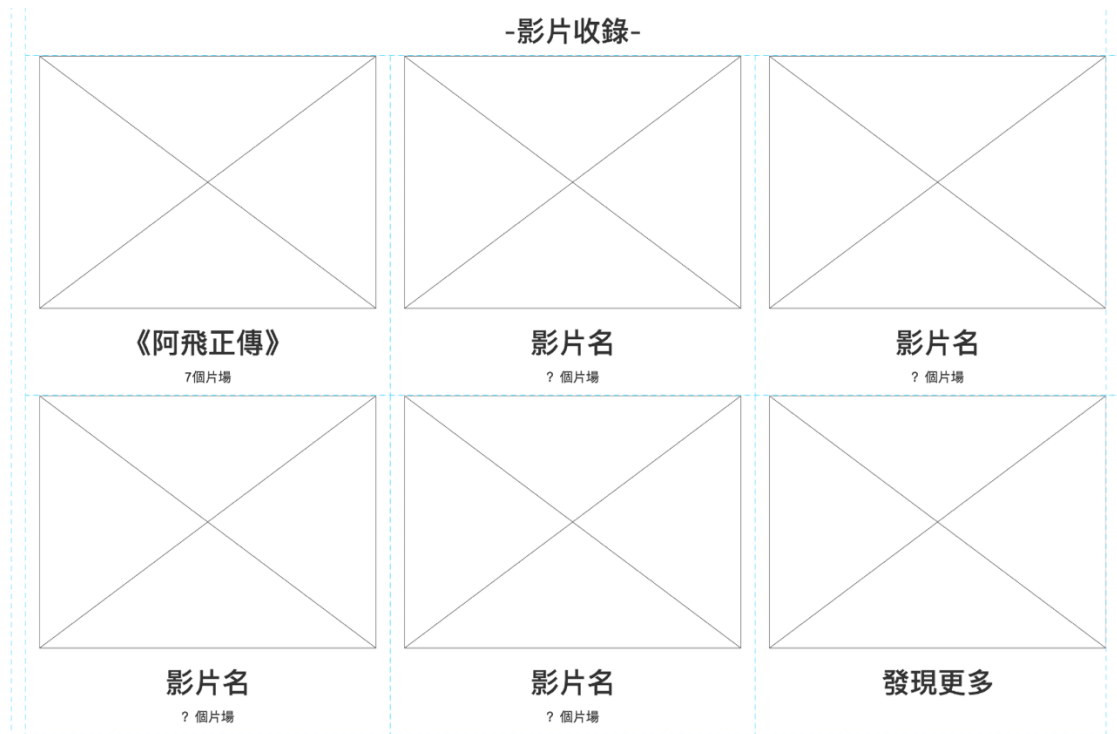

Figure 3. Wireframe-Homepage

-影片收錄-

《阿飛正傳》
7個片場

影片名
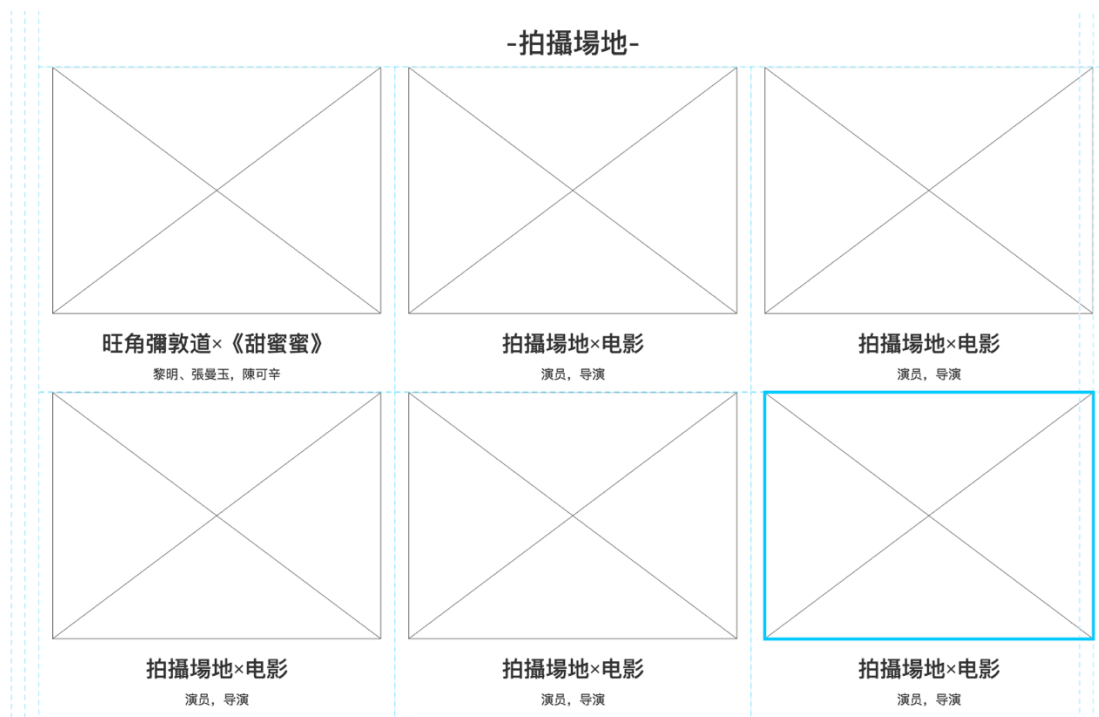? 個片場

影片名
? 個片場

影片名
? 個片場

影片名
? 個片場

發現更多

Figure 4. Wireframe-"影片收錄" page

-拍攝場地-

旺角彌敦道×《甜蜜蜜》
黎明、張曼玉、陳可辛

拍攝場地×电影
演员, 导演

拍攝場地×电影
演员, 导演

拍攝場地×电影
演员, 导演

拍攝場地×电影
演员, 导演

拍攝場地×电影
演员, 导演

Figure 5. Wireframe-"拍摄场地" page

-個性推薦-

電影 × " Who You Are "

電影×吃貨
帶你發現電影中的美味餐廳
出發

電影×玩咖
帶你打卡電影中的有趣景點
出發

電影×文青
帶你探尋電影中的文藝情調
出發
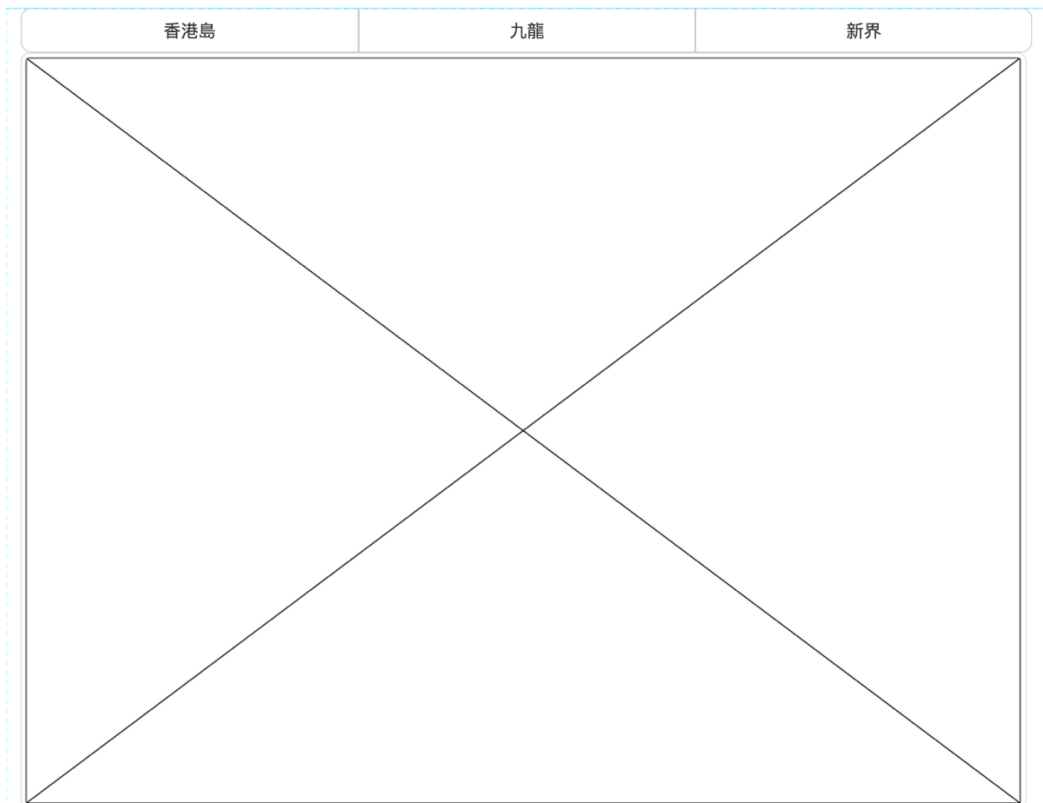
Figure 6. Wireframe-"個性推薦"page

-地圖分佈-
點擊 按區域查看地點分佈

香港島	九龍	新界

Figure 7. 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。

Figure 8. Wireframe-"關於我們" footer

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:

1. 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）：

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

2. 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）:

1. 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 and one of them even hoped the position of the page could be moved to the second tab. However, I think"影片收錄" and"拍攝場地" can help users to better comprehensive what the website is for when they reach for the first time so I have not planned to change the tab position so far.