

Final Project Report: Seoul Concert Map

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Website address: <https://jasmine1022.github.io/SeoulConcertMap/>

1. Introduction

The website is called Seoul Concert Map. It collects all valid information about Seoul concerts based on concert venues, helping K-pop fans better plan and arrange their concert journey to trips.

This report illustrates whole process of building the website with both design thinking and computational thinking, using UX design approach.

2. Strategy

I. Site Objectives

As a K-pop fan, from my personal experience, current information about Seoul concerts provided to Chinese K-pop fans is fragmented and unclear. There is no Chinese website or account that specifically summarizes and posts such information. Therefore, when people come up with the idea of going to Seoul to watch a concert, they have to spend a lot of time looking around for information from enormous websites, such as venue's specific location, transportation, ticketing, accommodation, etc. More importantly, until the end, they may not be able to obtain correct and comprehensive information,

affecting trips plan.

Thus, I want to build a website based on concert venues, providing all valid information of related aspects that people need for their concert journey to Seoul. Main purpose for this website is to help people better plan and arrange their trips, first finding venue conveniently and enjoy concert itself, then having a great time in Seoul.

II. User Needs

Target audience for this website is K-pop fans in China who would like to go to Seoul to watch concert, especially those who have never been to Seoul.

Therefore, in order to capture user needs more accurately, on one hand, I interviewed three friends who fully meet above conditions, asking “What information would you want to get if you are going to Seoul to watch a concert?” On the other hand, I interviewed other two K-pop fans who have already been to Seoul before, asking how they collect information and arrange their trips. According to their sharing, I summarized user needs and draw a user journey map (see Figure 1).

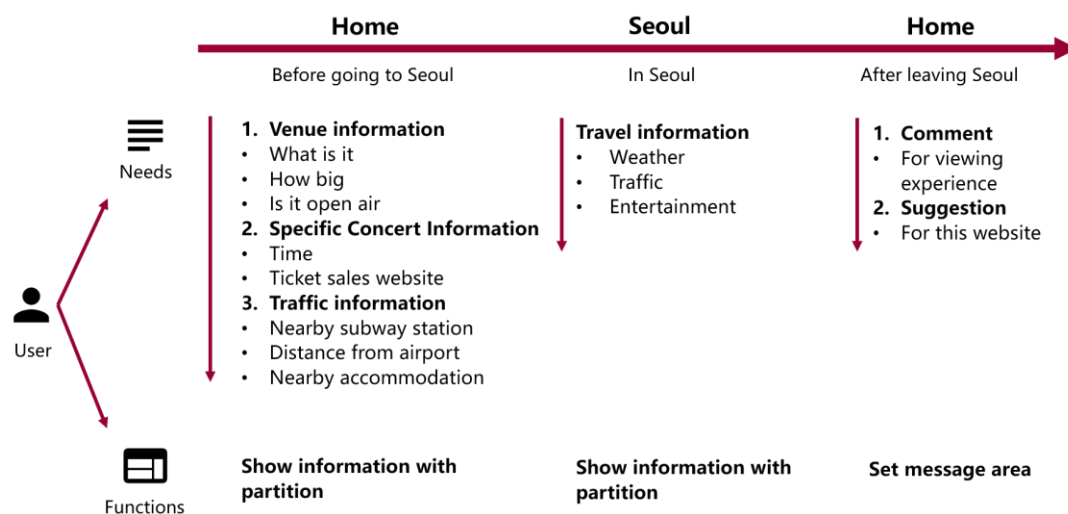


Figure 1. User Journey Map

3. Scope

According to user journey map, this website will mainly provide information needed in the first two phases: before and during the trip. The following information are considered to be presented:

I. Venues information:

- a. venues: all venues in Seoul that have a capacity of more than 500 people and have ever held concerts;
- b. venues information: outfield and infield appearance, capacity, district, specific location, nearby subway station, directions and time required from Incheon Airport, recommended accommodation area, examples of previous concerts or plans of upcoming concerts;
- c. visualization: map view showing specific locations of all venues, bar chart view comparing venue capacity by categories.

II. Upcoming concerts information: date, performer, concert name, ticket price and website, corresponding venue.

III. Nearby entertainment information: distinct, specific location, nearby subway station, corresponding venue, directions and time required from venue, introduction, TripAdvisor comments, opening hours, suggested tour time.

Additionally, there is also a “Contact Us” section to collect user suggestions and feedback.

4. Structure & Skeleton

Based on the above, I created the site map (see Figure 2) and wireframe prototypes (see Figure (see Figure 3-8).

Considering that most Internet users now use mobile devices to browse websites, I decided to build a mobile-first responsive website, presenting most of the content on one first-level page with details on several second-level pages.

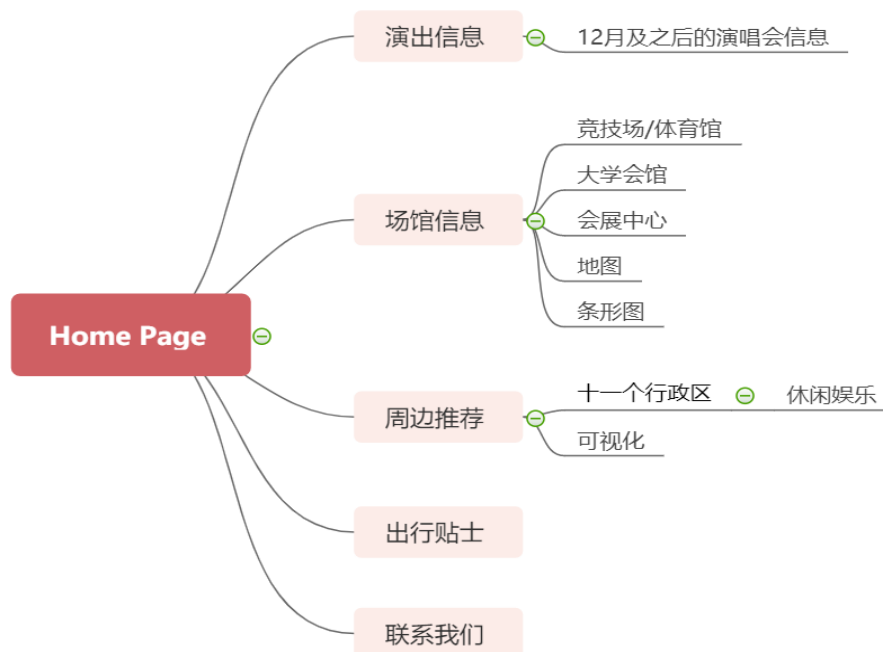


Figure 2. Site Map

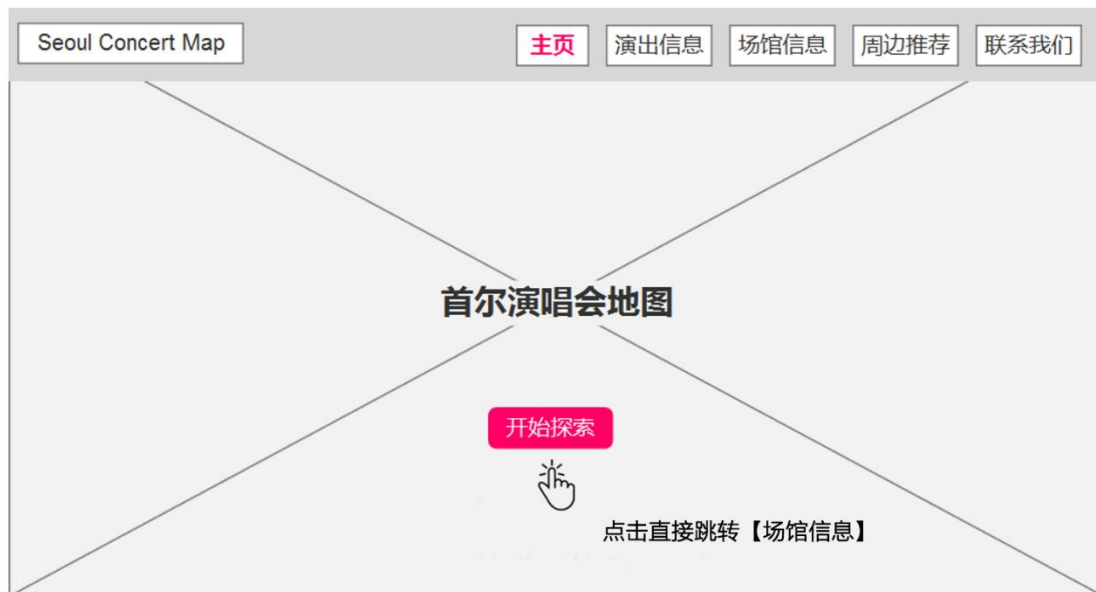


Figure 3. Wireframe-Header



Figure 4. Wireframe-Upcoming concert information

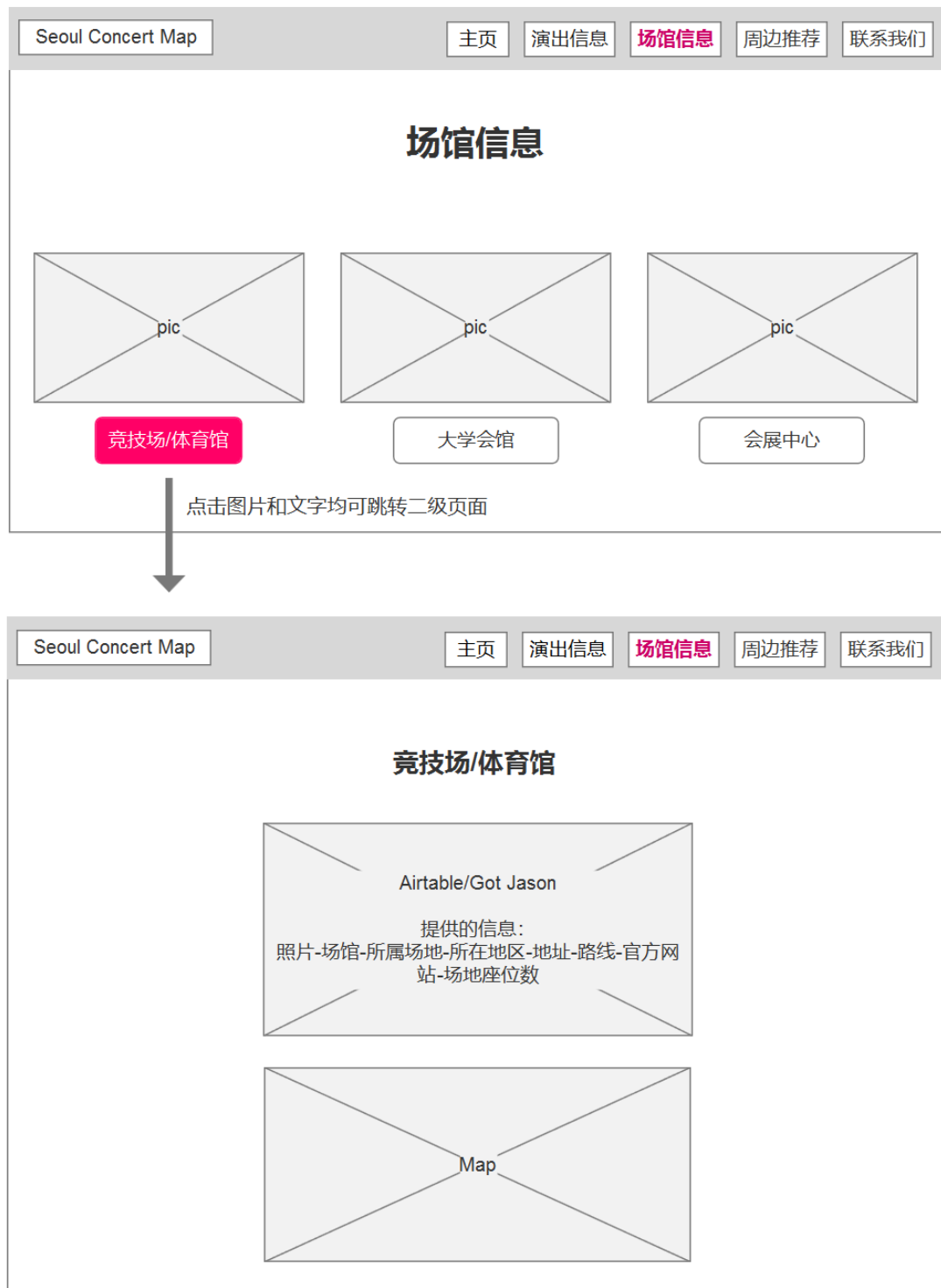


Figure 5. Wireframe-Venue information

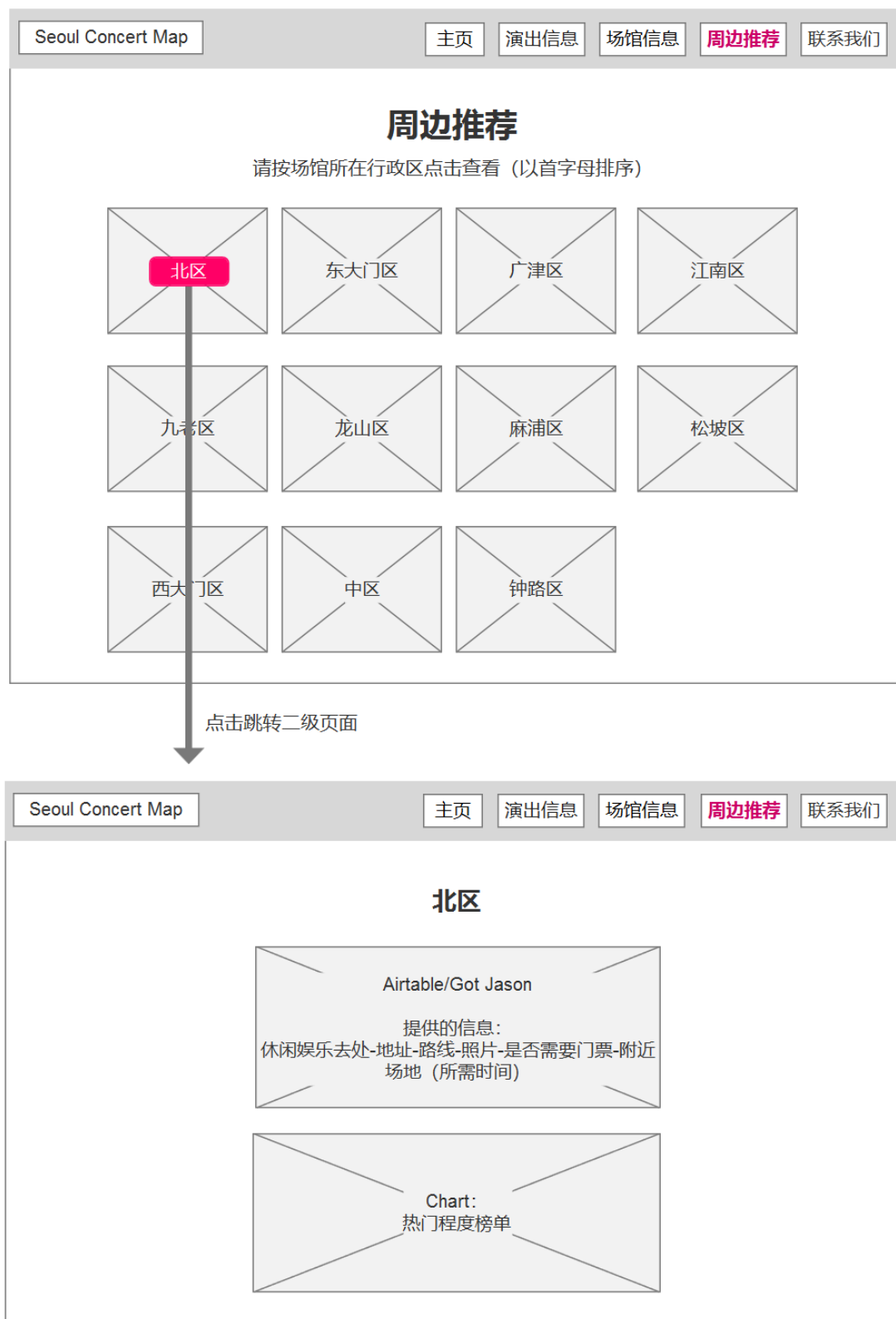


Figure 6. Wireframe-Nearby entertainment information

Seoul Concert Map

主页演出信息场馆信息周边推荐联系我们

联系我们

请告诉我们您的任何需求和问题

姓名

邮箱

主题+内容

提交信息

Figure 7. Wireframe-Contact us

首尔演唱会地图

一段对本网站的描述性文字。介绍面向对象+目的+功能。

Useful Links

如：首尔旅游网站等。

Contact us

联系邮箱

Figure 8. Wireframe-Footer

5. Usability Test

After I made all wireframes of this website, I invited five friends to do the usability test to help me know whether my design is user-friendly. All those friends are young Chinese girls who love K-pop and also would like to watch concert to Seoul. Accordingly, they are the typical representatives of this website's target group. Before the test, I told them to follow their general logic and think aloud. The following figure shows all my questions and their answers (see Figure 9).

	1	2	3	4	5
Q1: What do you think this website is about when you first see homepage?	Provide concert-related information based on venues	Serve people who are going to Seoul to watch concert	Show Seoul's venues	Show Seoul's venues	Provide concert-related information based on venues
Q2: How do you find out one specific concert's information about ticketing?	Click 【演出信息】	Scroll down to find it	Scroll down to find it	Click 【演出信息】	Click 【演出信息】
Q3: How do you know if you need to bring rain gear on the concert day?	Click 【场馆信息】 and enter the second-level page to see details.	Scroll down to find out if weather information is available	Scroll down to find out if weather information is available	Scroll down to find out if weather information is available	Click 【场馆信息】 and enter the second-level page to see details.
Q4: How do you choose your accommodation?	Click 【场馆信息】 and enter the second-level page to see details.	Click 【场馆信息】 and enter the second-level page to see details.	Click 【场馆信息】 and enter the second-level page to see details.	Click 【场馆信息】 and enter the second-level page to see details.	Click 【场馆信息】 and enter the second-level page to see details.
Q5: How do you choose where to go on the concert day?	Click 【周边推荐】 and enter the second-level page to see details.	Click 【周边推荐】 and enter the second-level page to see details.	Click 【周边推荐】 and enter the second-level page to see details.	Click 【周边推荐】 and enter the second-level page to see details.	Click 【周边推荐】 and enter the second-level page to see details.
Q6: Is the navigation bar clear enough?	Yes	Yes	The name 【周边推荐】 is ambiguous, which might be misunderstood.	Button 【开始探索】 directly jumped to Page 【场馆信息】, here may need a short discription.	Yes
Q7: Is the function of each part clear enough?	Yes	Yes	Yes	Yes	Yes
Q8: What part could be improved and how?	page 【周边推荐】: Chinese are not familiar with Seoul district, so it will be better if there is a brief description on the first-level page.	Page 【周边推荐】: The first-level page can provide a map-image.	/	Page 【周边推荐】: The second-level page should also include venues nearby.	Maps and Charts can be put on the first-level page.
Q9: What content should be added?	Some user-friendly tips, such as weather and reference ticket price	Contact us can leave an advertising space	Add weather and ticket tips	/	Add some Seoul travel tips
Q10: Is this website helpful if you are going to watch a concert in Seoul?	Yes	Yes	Yes	Yes	Yes

Figure 9. Usability Test

Based on those results of usability test, I made several improvements to the website.

Firstly, for the home page, I changed the button name “开始探索” to “探索场馆” and added a short description under the button to make it more clear (see Figure 10).



Figure 10. Wireframe-Header(update)

Secondly, for the page “周边推荐”, I changed the name to “周围推荐” and modified both first-level and second level content of the part, moving map to the first-level page (see Figure 11) to make it easier for users to see more information without jumping to other pages.

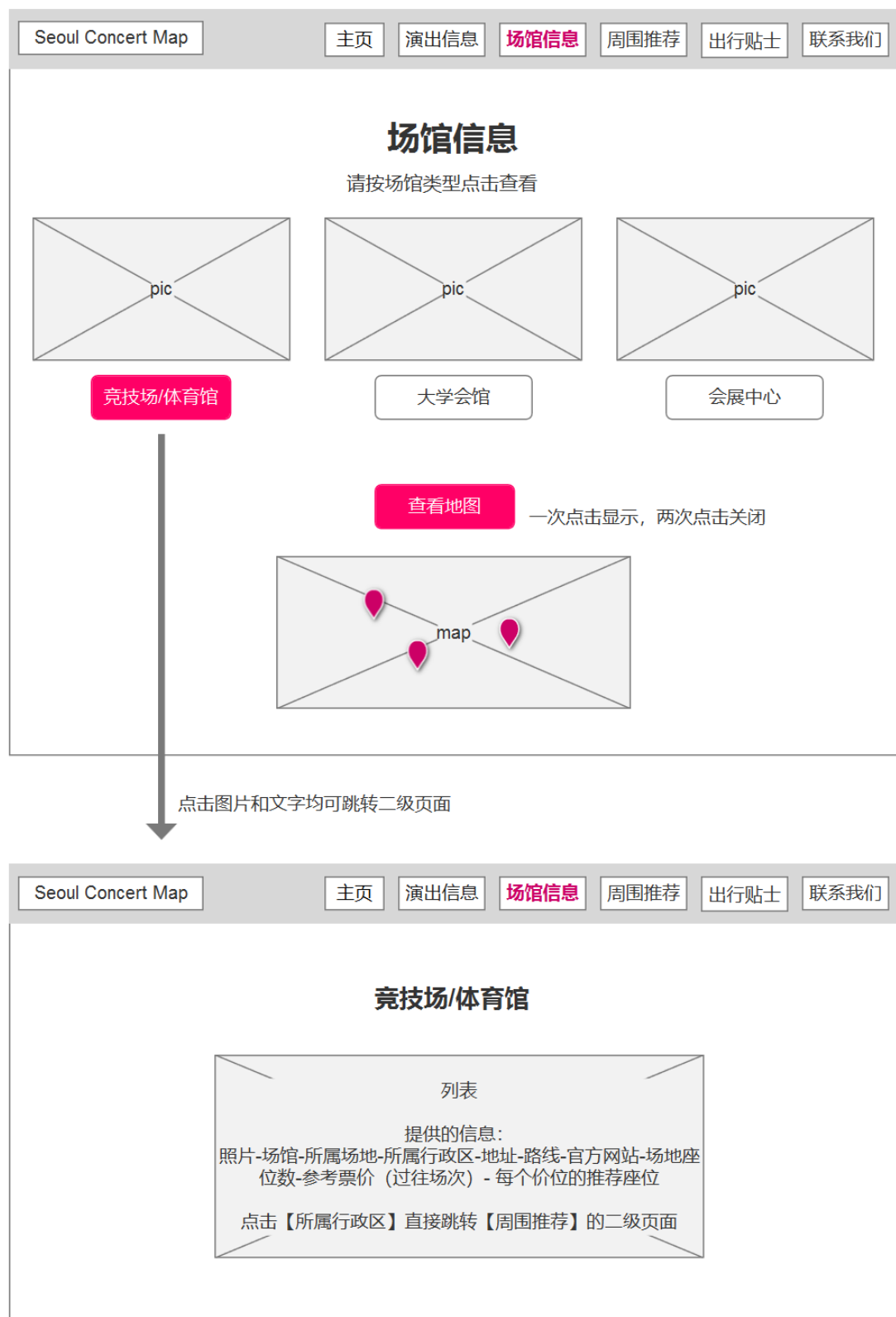


Figure 11. Wireframe-Venue information(update)

Last and not the least, I added a new page called “出行贴士” (travel tips) to provide

more useful tips for different stages of users' trips, including visa processing, useful applications recommendations, foreign currency exchange, traffic cards, the most concerned weather information, and concert-watching tips (see Figure 12).



Figure 12. Wireframe-travel tips

6. Surface

After reviewing usability test and optimizing website prototype, I finally worked on the visual design, using bootstrap and referencing some templates. Please click the link for more details: <https://jasmine1022.github.io/SeoulConcertMap/>.

Following are PC views of this website (see Figure 14-21).

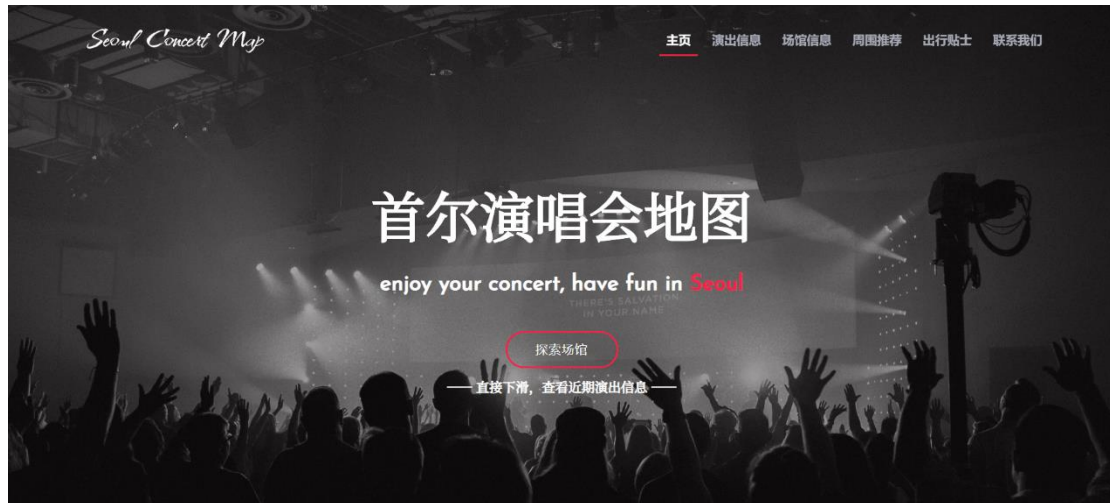


Figure 13. Surface-PC-Header



Figure 14. Surface-PC-Upcoming concert information

场馆信息

请按场馆类型点击查看场馆具体信息、交通及住宿指南



竞技场/体育馆

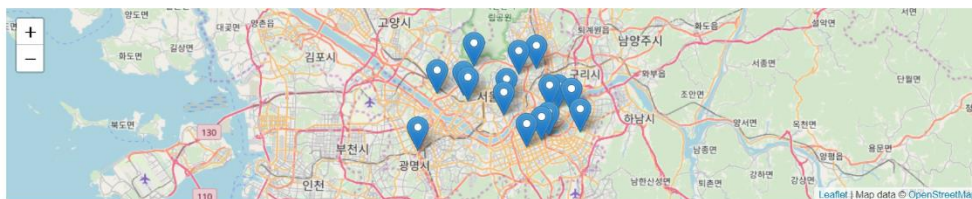


大学会馆



会展中心

点击查看所有场馆具体位置



点击查看场馆最多容纳人数

500-1499 100-2999 3000-9999 10000以上

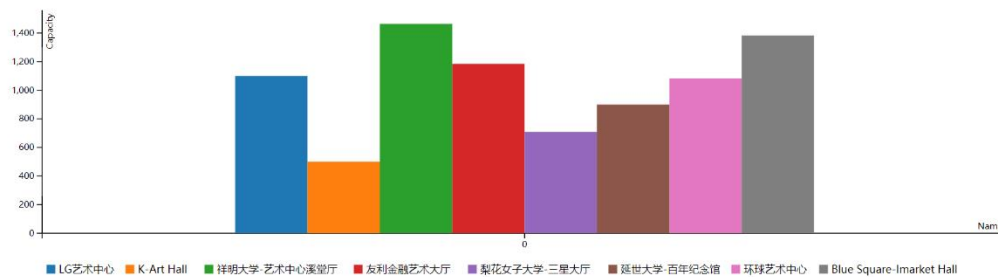


Figure 15. Surface-PC-Venue information (first-level page)

Seoul Concert Map

主页 演出信息 场馆信息 周围推荐 出行贴士 联系我们

竞技场/体育馆

点击所属行政区，可直接查看周围推荐

首尔综合运动场 - 蚕室奥林匹克主竞技场 (Jamsil Olympic Stadium)



所属行政区: 松坡区

[进入官方网站](#)

场地类型: 大型场地 (露天, 请关注实时天气)

座位数量: 69,500

最多容纳: 100,000

具体地址: 首尔松坡区蚕室洞10号



过往演出:

2017.05.27-28 EXO

2018.08.26-27 BTS: KRW99,000-110,000(约RMB670-740)

附近地铁:

2号线/9号线综合运动场(Sports Complex)站6/7号出口

仁川机场出发:

约2小时, 机场铁路至麻谷渡口(Magongnarueok)站换乘9号线

推荐住宿地点:

2号线江南(Gangnam)站附近较为便利, 共4站距离

首尔综合运动场 - 蚕室室内体育馆

首尔综合运动场 - 蚕室奥林匹克辅助竞技场

奥林匹克公园 - 奥林匹克体操馆 (KSPO Dome)

奥林匹克公园 - 奥林匹克SK手球场

奥林匹克公园 - 奥林匹克大厅

首尔世界杯体育场 (Seoul World Cup Stadium)

高尺天空巨蛋球场 (Gocheok Sky Dome)

奖忠体育馆 (Jangchung Arena)

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Figure 16. Surface-PC-Venue information (second-level page)



Figure 17. Surface-PC-Nearby entertainment information (first-level page)



Figure 18. Surface-PC-Nearby entertainment information (second-level page)



Figure 19. Surface-PC-Travel Tips



Figure 20. Surface-PC-Contact Us



Figure 21. Surface-PC-Footer

Following are mobile views of this website (see Figure 22-24).



Figure 22. Surface-Mobile-Header, Navigation bar, Footer



Figure 23. Surface-Mobile-Upcoming concert information, venue information



Figure 24. Surface-Mobile-Nearby entertainment information, Travel tips, Contact us

7. A/B Testing

I conducted an A/B Testing with Google Optimize. I want to know that how I can make the header part of my homepage more appealing to users, so in the B version, I modified the leading sentence directly below the website title from “enjoy your concert, have fun in Seoul” (see Figure 25) to “更轻松地规划您的首尔之旅” (see Figure 26).

From my perspective, the combination of Chinese title and English sentence combinations of A version is more visually beautiful, while the B version is easier to understand.

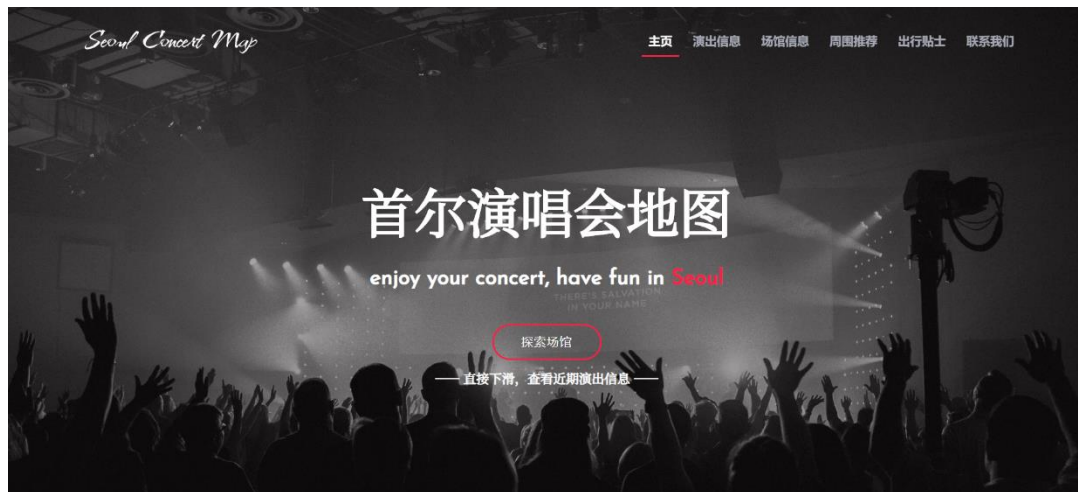


Figure 25. A/B Testing-A version



Figure 26. A/B Testing-B version

After running the experiment for six days, I got the following data (see Figure 27-29).

As is showed in the report, the B version performed better on most attributes, including page views, pages per session, average session duration and new session percent.

Therefore, the B version can attract people to browse more pages and stay longer on the website. So, I finally chose the B version.

主要维度: 变体

绘制选定行

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
<input checked="" type="checkbox"/> 原始版本	114	2.54	00:01:00	77.19%	0.88%
<input checked="" type="checkbox"/> 修改文案	102	2.84	00:02:27	79.41%	0.98%

Figure 27. A/B Testing-Comparison

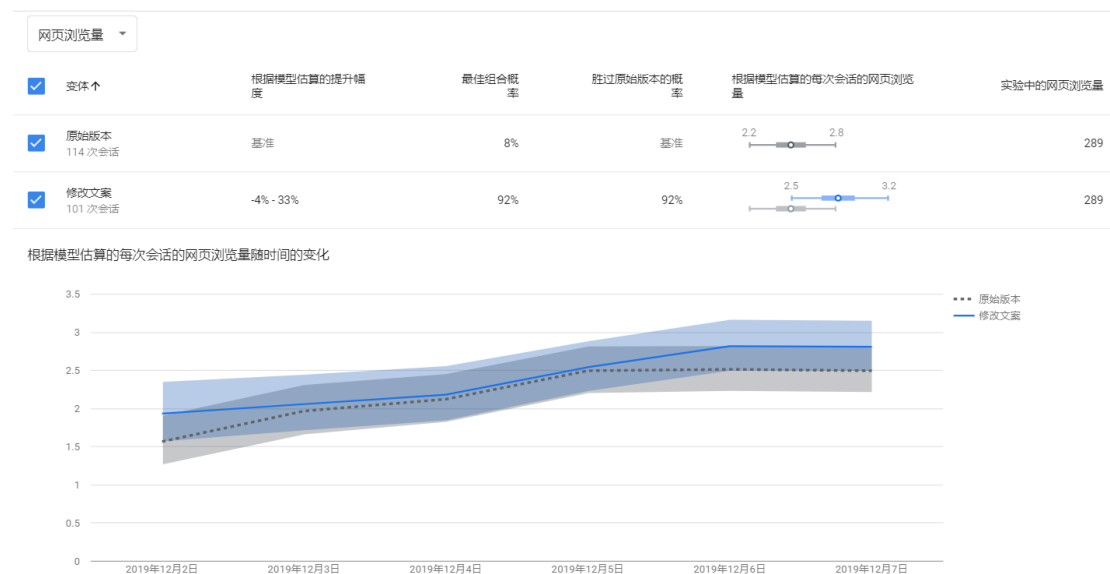


Figure 28. A/B Testing-Comparison on page views

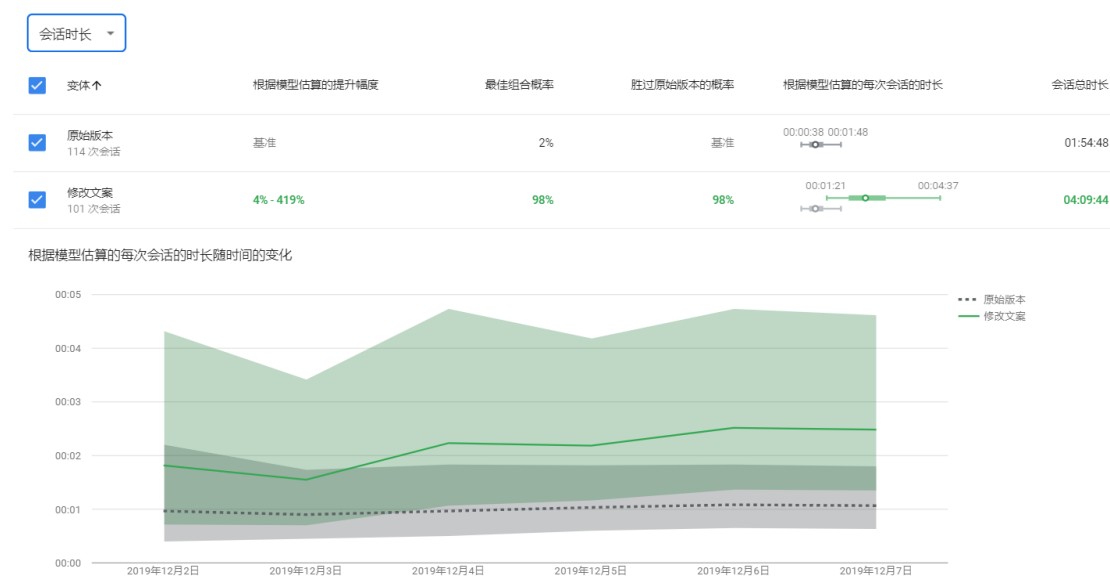


Figure 29. A/B Testing-Comparison on session duration

8. Web Analytics

When I started to promote my website, I measured its performance with Google Analytics. I want to know how my website performed and how I can improve it. The analytics starts from December 1 and ended on December 7.

During this week, 176 visitors visited my website with 245 sessions and 937 page views.

Additionally, average session duration is two minutes which is lower than I expected, and 10.2% of all users visited my website more than one time (see Figure 30).

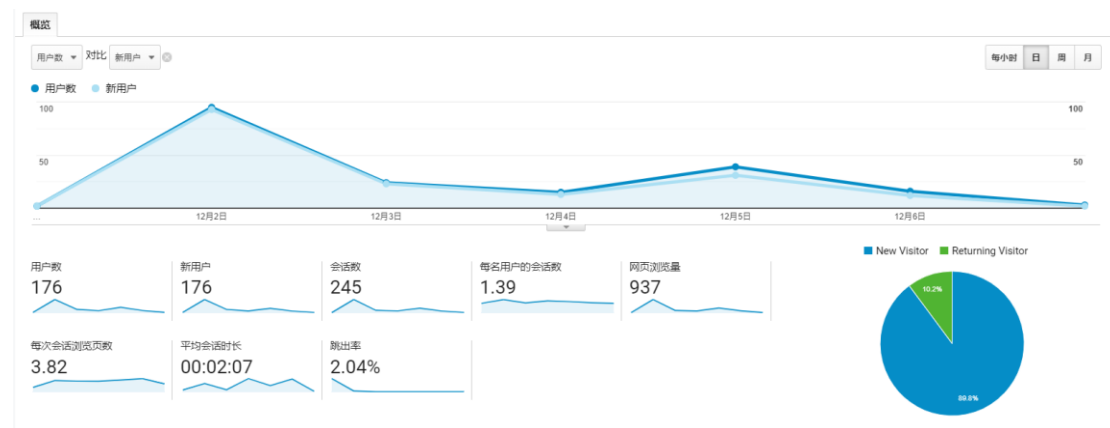


Figure 30. Web Analytics-Traffic overview

To get more detailed user information, I created a dashboard (see Figure 31). In terms of device, 86.9% of all users use mobile and only 11.4% of all users use desktop. Therefore, the mobile view of a website is much more important than the computer view. When it comes to country, most users are in mainland China as I expected. Additionally, the website goal I set is to browse the website more than three minutes. The goal was achieved 109 times, accounting for 61.93% of the total number of visitors.

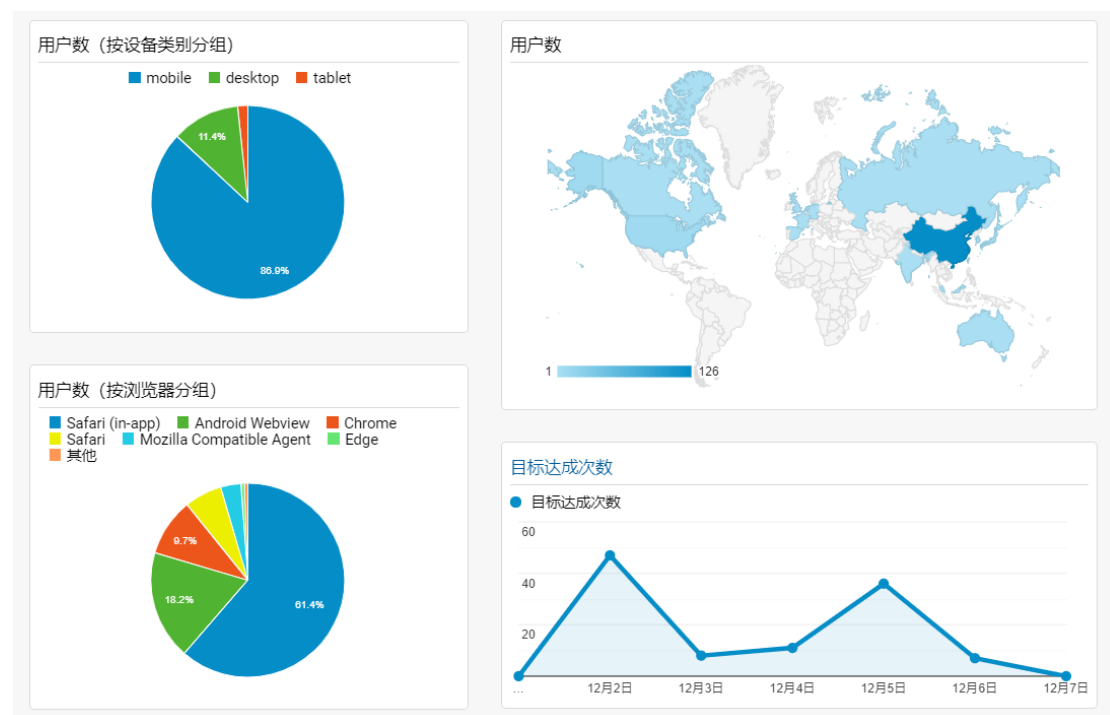


Figure 31. Web Analytics-Dashboard

I promote this website mainly from two channels: my weibo account and my wechat friend circle (see Figure 32). As is showed, my weibo account which shares Kpop-related content and has many followers brought 71.5% of all users because it can reach many target users.



Figure 33. Web Analytics-Channel

9. Conclusion

There are several limitations of this project. Firstly, my usability test should be conducted again after finishing my web design to attain more detailed target users' suggestions. Secondly, I did not have enough time for A/B Testing and Web analytics. I only conducted them for one week, which is definitely too short to get an accurate result. Lastly, due to limited time and skills, the amount of information provided by the website is not comprehensive enough. For example, search bar, real-time weather and traffic information, comment area where users can communicate with each other are very important for users.

However, I still learned a lot from the whole process of building a data-driven website, especially know the importance of combining design thinking and computational thinking when develop a new media product.