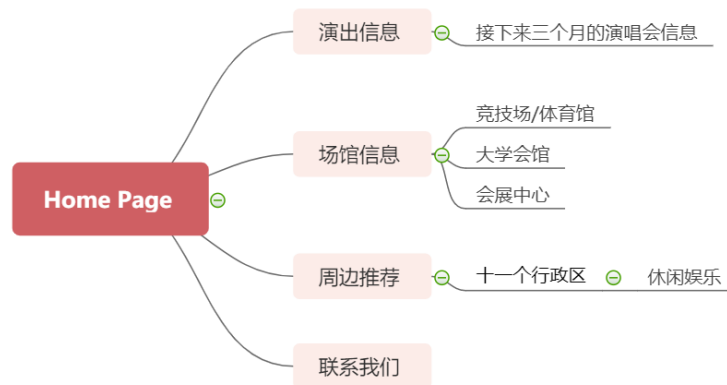


# Assignment 8 – site-map, wire-frames and usability study

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## 1. Site-map before usability study



## 2. Wire-frames before usability study

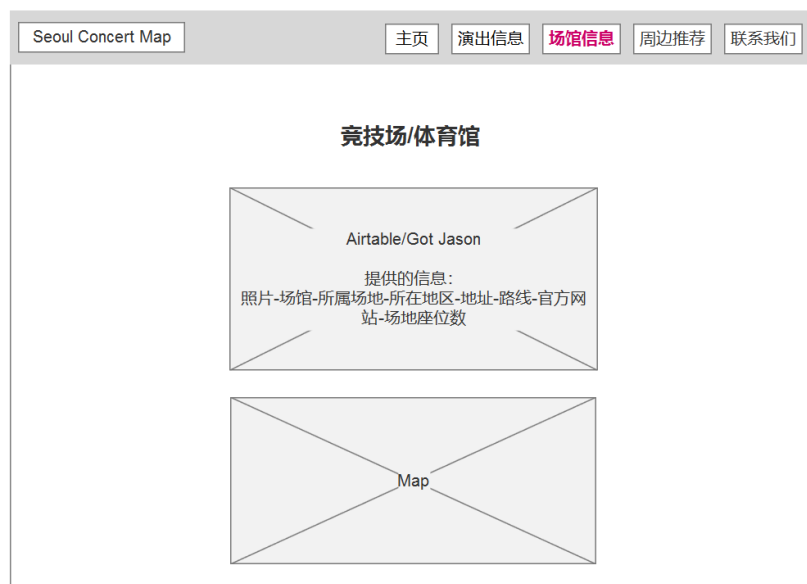
### 2.1. Home Page



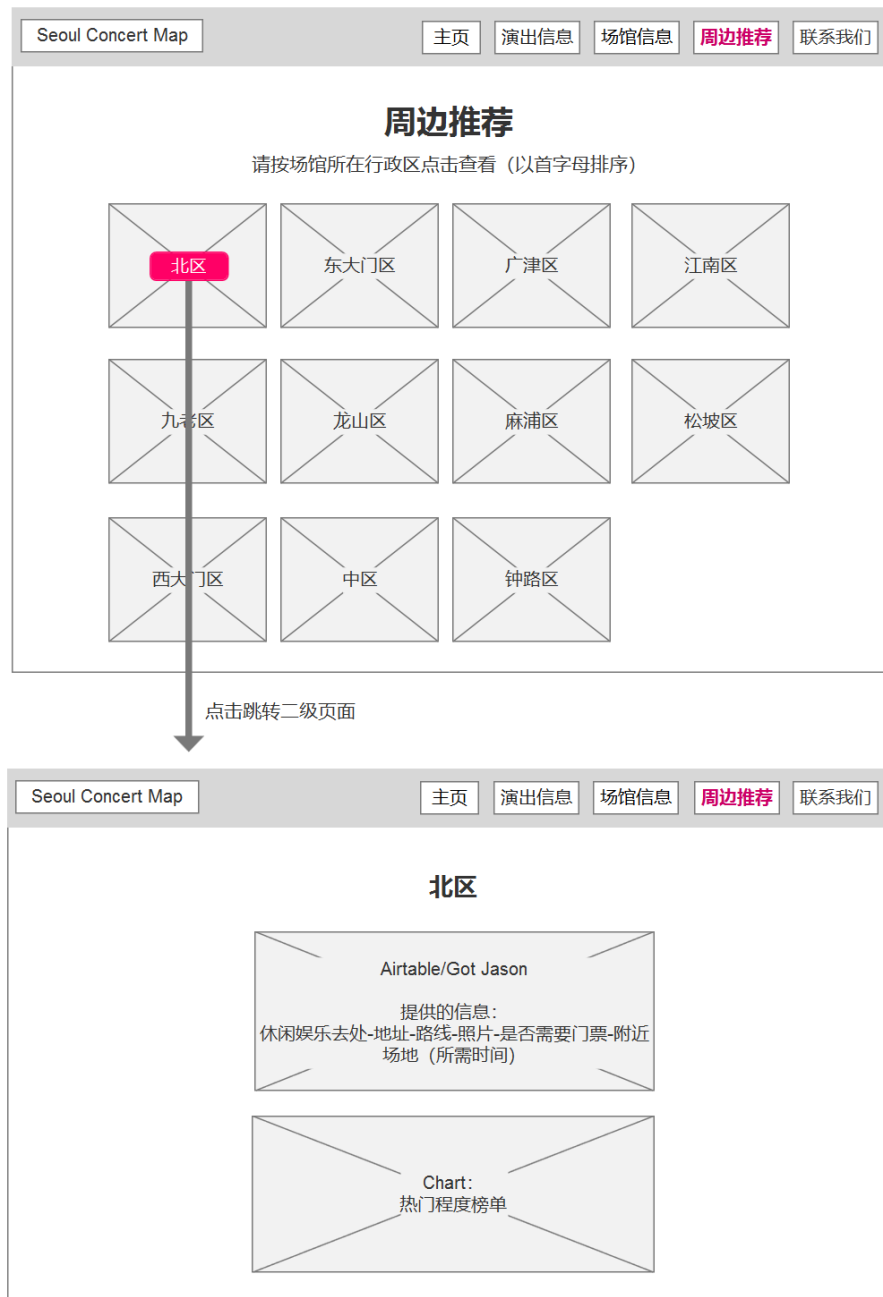
## 2.2. Page【演出信息】



## 2.3. Page【场馆信息】



## 2.4. Page 【周边推荐】



## 2.5. Page 【联系我们】

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

## 2.6. Footer

### 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

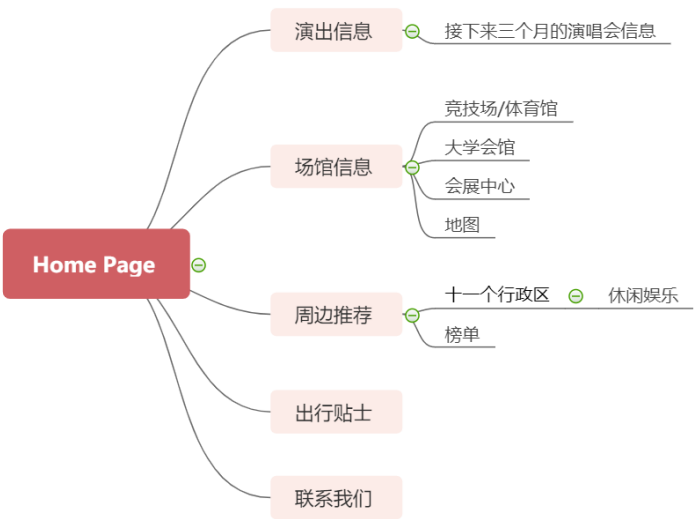
### 3. Usability study

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. The following figure shows all my questions and their answers.

	1	2	3	4	5
Q1: What do you think this website is about when you first see	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: 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
Q3: Is the function of each part clear enough?	Yes	Yes	Yes	Yes	Yes
Q4: 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.
Q5: What content should be added?	Some user-friendly tips, such as weather and reference ticket	Contact us can leave an advertising space	Add weather and ticket tips	/	Add some Seoul travel tips
Q6: Is this website helpful if you are going to watch a concert in Seoul?	Yes	Yes	Yes	Yes	Yes

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. 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. Thirdly, I added a new page called “出行贴士” to provide more useful tips for users. Last and not the least, I moved maps and charts from the two second-level pages to the first-level page, making it easier for users to see more information without jumping to other pages.

4. Site-map after usability study

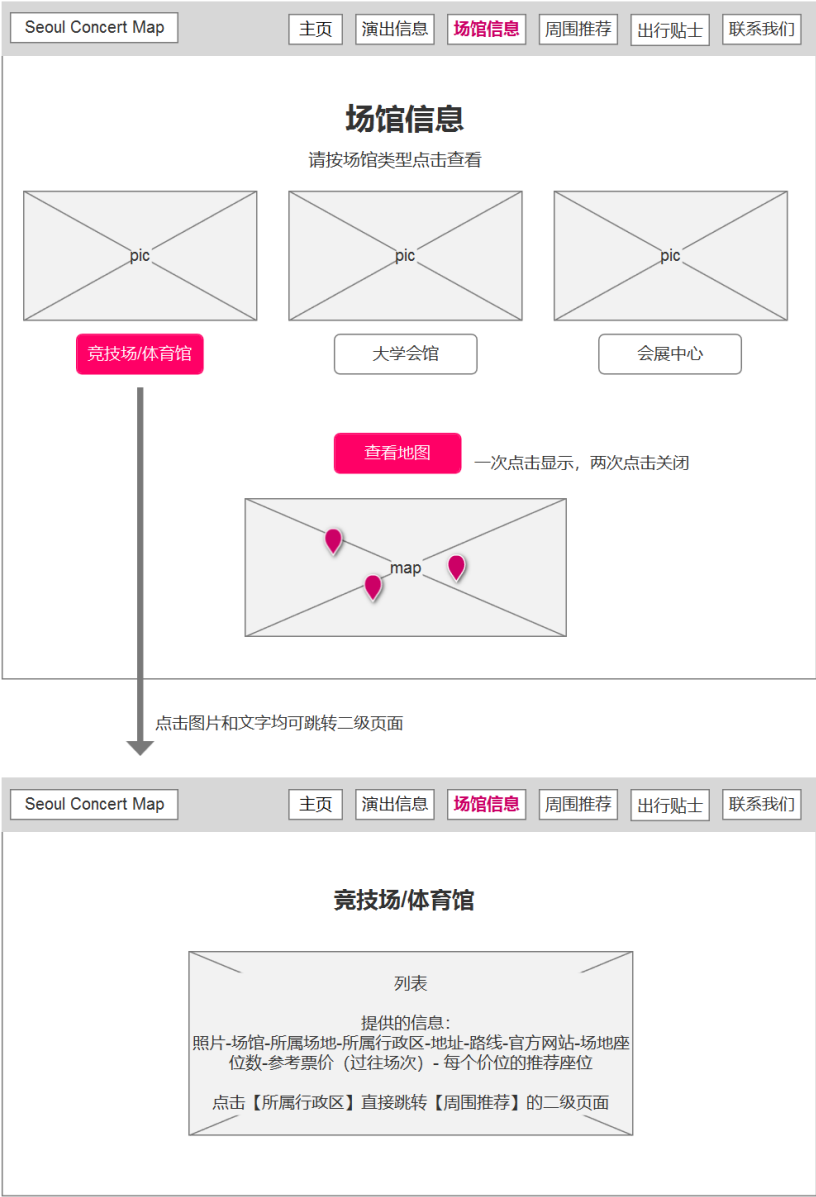


5. wire-frame after usability study (Only modified parts)

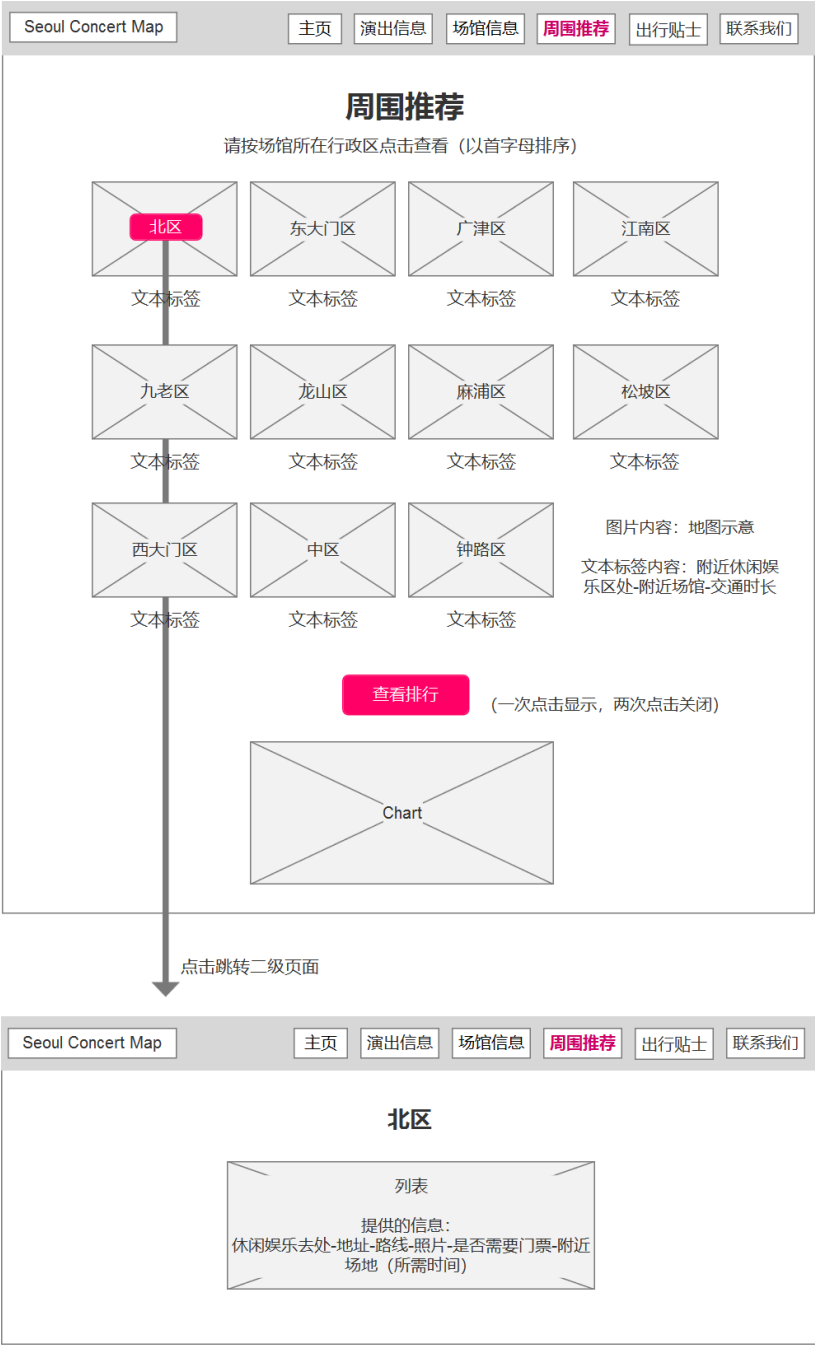
5.1. Home Page



2.2. Page 【场馆信息】



2.3. Page【周围推荐】





2.4. Page 【出行贴士】

