

# Final Project Report

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## Bizarre Tour to Italy Website

COMM5961, 2019 Fall  
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## **Introduction**

“Travel to Italy” is a website that is designed for the audience of the anime JOJO’s Bizarre Adventure Part5 (hereinafter called “JOJO5”) and the pop-culture tourism lovers. The anime is set in Italy, with events in the manga and anime happening in Naples, Pompeii, Rome, Venice and Sardinia. This website will collect all locations in Italy that appeared in JOJO5 to help users plan their pop-culture tour.

The idea is initially driven by my interest that I am a fan of JOJO5 and also a pop-culture tour love. When I planned on a pop-culture trip, I needed to search for the destinations in other people’s travel note. This approach is not convenient because the notes won’t show all destinations appeared in the anime, since they were based on personal travel route. And some necessary information like tickets, opening time, weather and transportation was missing. So a website, where pop-culture tour lovers can get as many information as needed, can make the planning process easier and enhance the travel experience.

# Scope

## Problem Statement

How can “Travel to Italy” website help fans of JOJO5 and those interested in going to a pop-culture tourism of the anime to get information on every destination featured in JOJO5 and plan their tour?

“Who”: users who are interested in or planning to go to a pop-culture tourism of JOJO5, including JOJO’s fans and those who don’t know the anime well but are travel companions of the anime’s fan.

“What”: the problem is that when users plan a pop-culture tour featured in JOJO5 the information of the destinations are scattered on the internet. Some fans made a list of the locations but without adding details that help to plan a pop-culture tour. The travel notes posted by pop-culture tour lovers didn’t cover all destinations. Hence, in the tour planning stage, it takes a lot of time and efforts to look for information in different platforms.

“Why”: Pop-culture tourism was born from ACGN culture, which is beyond the mainstream type of tourism. The pop-culture tourists are mostly the fans of ACGN works, movies and literature. In recent years, the popularity and acceptance level of ACGN culture is growing. More young people will consider go for a pop-culture tour to those non-traditional locations. According to Global New Tourists Behavior Research<sup>[1]</sup>, 100% of respondents who were born in the 90s said they were willing to have pop-culture tour. But the accessible travel tips are usually scattered, contributed by individuals.

So the absence of a specific channel that aggregate comprehensive information failed to serve the growing need of pop-culture tour lovers. In order to help fans of JOJO and pop-

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<sup>[1]</sup> Global New Tourists Behavior Research by Mafengwo Data Center: <http://www.mafengwo.cn/gonglve/zt-916.html>

culture tour lovers save time and effort to collect travel information, a pop-culture tourism website is worth creating.

## User Needs

This website is designed for two kinds of people. The primary group is the fan of the anime JOJO5 who want to go for a pop-culture tour. The other group is the pop-culture tour lovers who may not know the anime well but are travel companions of the anime's fan.

Details of respondents are listed in Figure 1.

<b>Group of users</b>	<b>Individual Code</b>	<b>Description</b>
Fans of JOJO5	a	have been to a pop-culture tour; the last travel was 3 months ago, to Japan; 22-year-old female
	b	haven't been to a pop-culture tour; the last travel was 5 months ago, to Nanjing; 24-year-old male
	c	haven't been to a pop-culture tour; the last travel was a year ago, to USA; 20-year-old female
Pop-culture tour lovers and also the companions of the anime's fans	d	have been to a pop-culture tour; the last travel was a year ago, to Japan; 22-year-old female
	e	haven't been to a pop-culture tour; the last travel was 6 months ago, to Xinjiang; 23-year-old female

*Figure 1. Details of Respondents*

When starting to collect information of the destinations, most of pop-culture tour lovers face a general obstacle that the information is fragmented. So this website will primarily serve as an aggregator offering comprehensive information of pop-culture tour feature with JOJO5. To have a deeper insight of user's needs, interviews with following key questions were conducted:

- 1) What difficulties have you met when collecting information of tourist destinations?
- 2) Where do you usually collect the information?
- 3) What kind of places do you want to visit during a pop-culture tour?

Both groups of respondents said that they had suffered from the scattered travel information when they made travel plans. Besides, the information of travel guidelines posted online by other tourists were sometimes incorrect or not updated in time. They needed to look up the information again in some official websites, such as “trip advisor” and official websites of tourist attractions and public transportation. Therefore, it is important to ensure the information in this website is both comprehensive and the latest. Also, providing the link of some official websites can be helpful.

As for the channels for travel information collecting, all of them mentioned *mafengwo.com*. Some of them also used *Zhihu* (知乎) and *Red* (小紅書). These platforms were used to collect general information. The travel notes on these platforms could help users form a preliminary concept about their coming tour. Some platforms like *DaZhongDianPing* (大众點評), *Google Map*, *google.com* and *Airbnb* were used for specific needs including finding restaurants, navigation and accommodation reservation. Respondents used these platform before, during and after the journey to make decision, check information and post comment.

For the third question, anime fans were eager to go to the places that appeared in the anime, including ordinary streets, stores, restaurants and so on. They wanted to stand at the point where the characters in the anime once stood and feel the surrounding environment by their own. A photo reviving the scene in the anime must be taken which can be the most important goal of the pop-culture tour. The pop-culture tour lovers who did not know the

anime well were willing to accompany their friends to visit those destinations, since ordinary places could well reflect the daily life of the local. They said that besides the destinations featured with the anime, traditional famous tourist attractions such as museums and cultural relics were also worth visiting. Information of these places and the comparative pictures of the anime and the destination should be displayed in the website. Meanwhile, because some respondents from both groups mentioned that they had not been to Italy, they may need some useful tips such as the emergency numbers for safety issues, and local chain store for daily shopping. Based on the interview, a user journey map was created. (See Figure 2)

	<b>Interest</b>	<b>Search</b>	<b>Browse</b>	<b>Interact</b>
<b>Persona</b>	<ul style="list-style-type: none"> <li>- fan of JOJO</li> <li>- pop-culture tour lover</li> </ul>	<ul style="list-style-type: none"> <li>- fan of JOJO</li> <li>- pop-culture tour lover</li> </ul>	<ul style="list-style-type: none"> <li>- fan of JOJO</li> <li>- pop-culture tour lover</li> </ul>	<ul style="list-style-type: none"> <li>- fan of JOJO</li> <li>- pop-culture tour lover</li> </ul>
<b>Context</b>	before the tour	before the tour	<ul style="list-style-type: none"> <li>- before the tour</li> <li>- during the tour (destination, hotel, moving with the vehicles)</li> </ul>	before, during and after the tour
<b>Artifact</b>	<ul style="list-style-type: none"> <li>- anime episodes</li> <li>- tourism information like photos on social media</li> </ul>	<ul style="list-style-type: none"> <li>- search engine</li> <li>- social media</li> <li>- online fan clubs of JOJO</li> <li>- people around</li> </ul>	<ul style="list-style-type: none"> <li>- this website (before and during the tour)</li> <li>- especially the City page and Destination page of this website (during the tour)</li> </ul>	<ul style="list-style-type: none"> <li>- social media</li> <li>- online fan clubs of JOJO</li> <li>- interpersonal communication</li> </ul>

<b>UseCase</b>	<ul style="list-style-type: none"> <li>- curious about places in Italy and scene in JOJO</li> <li>- feel like to travel to Italy</li> </ul>	<ul style="list-style-type: none"> <li>- search information of Italy and JOJO</li> <li>- search information of Italy</li> </ul>	<ul style="list-style-type: none"> <li>- to know what destinations are there</li> <li>- compare destination with picture of the anime</li> <li>- to plan the tour</li> <li>- to check the information of destination, and picture of JOJO</li> </ul>	<ul style="list-style-type: none"> <li>- share the website with others who want to have a pop-culture tour</li> <li>- share the website with other who are curious about the destinations and scene in JOJO</li> <li>- offer complementary information about destinations (feedback)</li> </ul>
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*Figure 2. User Journey Map*

Therefore, the website should include the introduction of destinations ( sights featured with JOJO5, and traditional tourist attractions), which is the primary part, travel information (weather, transportation, restaurants and emergency numbers), and feedback and social media share channels (developer's email address and share buttons). Because users will visit the website during their journey, which means there may be without wifi, it will be better to optimize the size of pictures to save users' mobile data, and also the website should be responsive to all screen size.

# Structure and Usability Test

## Site Map and Wire-frames

Here are the sitemap (Figure 3) and wire-frames (Figure 4 to 6) of the website. In the sitemap, the structure of each city page is the same. Users can enter the page of each city from the sidebar on each page, and the “Cities” section in the Home page.

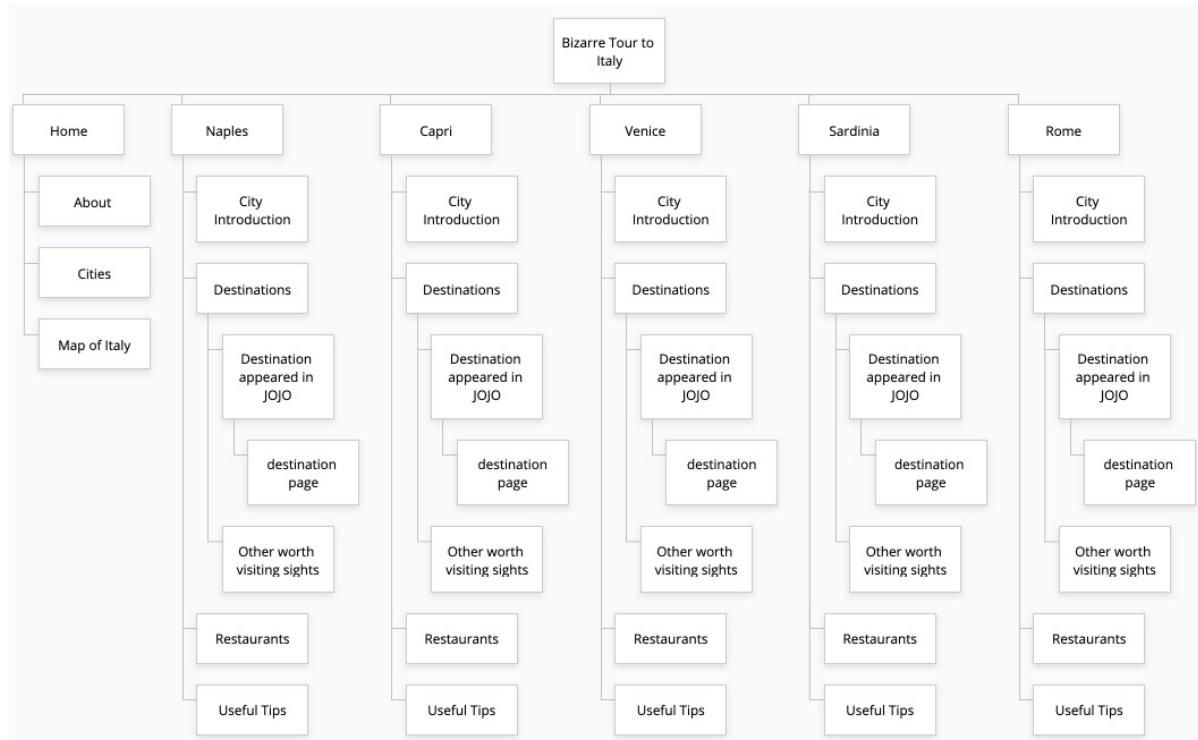


Figure 3. Site Map

**Home**  
**Naples**  
**Capri**  
**Venice**  
**Rome**

**About Cities Map**

Banner & Headline

**JOJO's Adventure in Italy**

Picture of JOJO

Intro of this website: e.g. This website collects 28 destinations that appeared in JOJO's Bizarre Adventure: Golden Wind. etc.....  
Brief introduction to JOJO's Bizarre Adventure: Golden Wind. The story is set in Italy. tbc.....

**Naples** icon  
in episode xx,xx,xx  
Link to Page: Naples

**Capri** icon  
in episode xx,xx,xx  
Link to Page: Capri

**Venice** icon  
in episode xx,xx,xx  
Link to Page: Venice

**Sardinia** icon  
in episode xx,xx,xx  
Link to Page: Sardinia

**Rome** icon  
in episode xx,xx,xx  
Link to Page: Rome

**Map of Italy**

Destinations spread across 6 cities, including Naples, Capri, Pompeii, Venice, Sardinia and Rome.  
You can simply click on the map's orange-bordered area to zoom into specific province, and click on the blue markers to see what place it is and its photo.

Map of Italy with markers

[f](#) [t](#) [g](#) [a](#) [s](#)

Bizarre Adventure to Italy

This website is designed to help you plan your trip to Italy featuring with the anime JOJO's Bizarre Adventure: Golden Wind. etc...

Statement

This is a student project by Ziqiao Li for the course COMM5961 of the New Media Programme of the School of Journalism and Communication, CUHK.

Contact: xxxxxxx@cuhk.edu.hk

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Figure 4. Index Page

**Home / Naples**

Introduction Destinations Restaurant Useful Tips

Agencies

**Home**  
**Naples**  
**Capri**  
**Venice**  
**Rome**

Dates of Naples & Neighbors

**Naples Photo**

Introduction to Naples: history, culture, people, festivals/ local events....

**Destinations Appeared in JOJO**

link to the page of this destination	link to the page of this destination	link to the page of this destination
Name of the Destination	Name of the Destination	Name of the Destination

link to the page of this destination	link to the page of this destination	link to the page of this destination
Name of the Destination	Name of the Destination	Name of the Destination

**Other Worth Visiting Sights**

Airable Gallery View

**Restaurants in Naples**

Tips: Some restaurants offer food appeared in the anime! You can click on the gallery to view details of them.

Airable Gallery View

**Map of Naples**

Show Destinations in JOJO  
Show Other Sights  
Show Restaurants

Map of Naples with markers

**Weather**

Weather Forecast chart of the city

**Transportation**

Transportation options ...  
Opening time, ticket of public transportation ...  
Other transportation tips ...

**Babble**

Local supermarkets  
Emergency numbers

f t w g s

Bizarr Tour to Italy

This website is designed to help you plan your journeys to Italy based on the anime JOJO's Bizarre Adventure: Golden Wind. It is a student project by Zhenyu Li for the course CLOUD91111 (Cloud Computing) at the Department of the School of Journalism and Communication, CUHK.

Stomper

Contact: xxxxxx@xxx.com

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Figure 5. City Page (using Naples as an example)

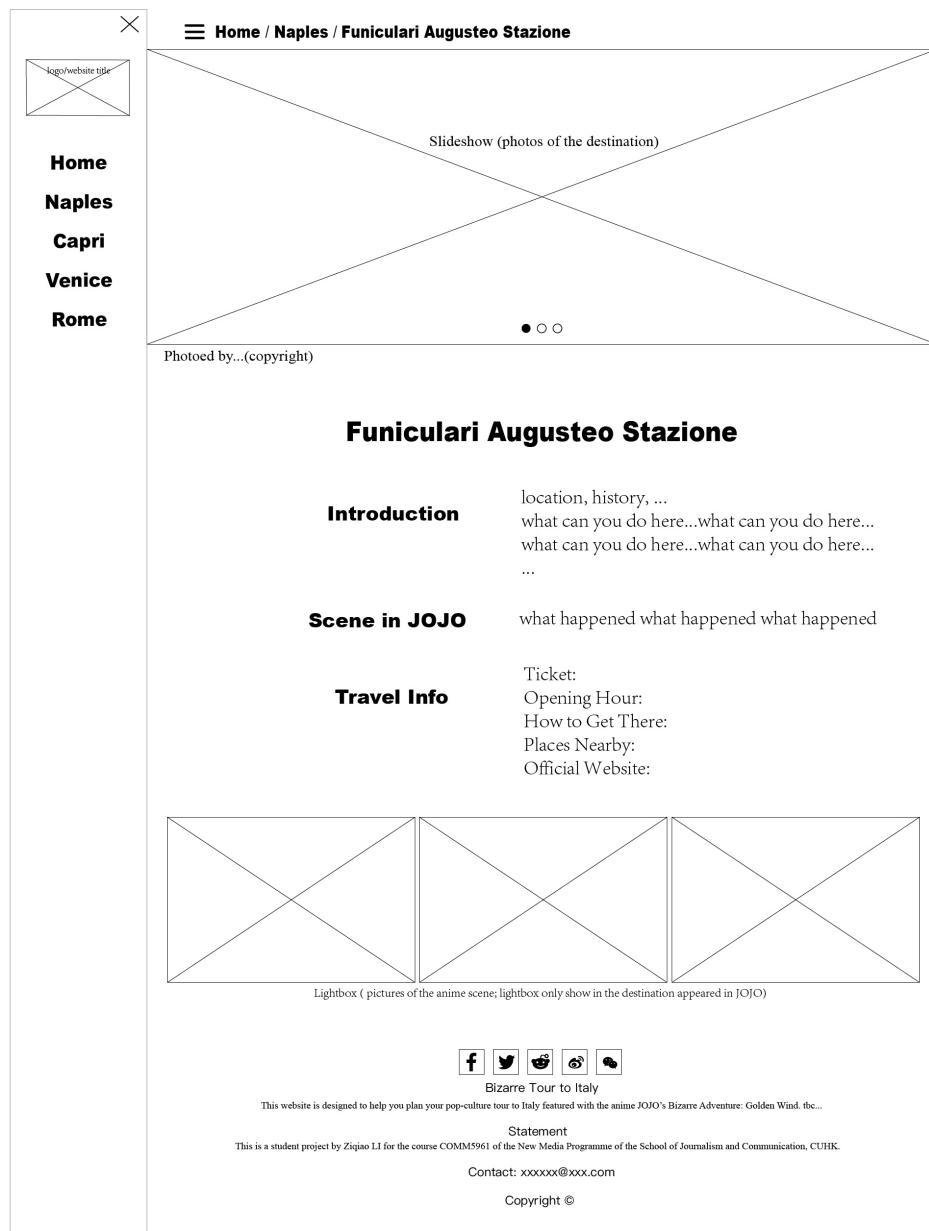


Figure 6. Destination Page (using Funiculari Augusteo Stazione as an example )

## Usability Test

The wire-frames (Figure 4 to 6) were shown to the respondents (see details of respondents in Figure 1) in the interview. The sidebar on the left of each page was not display to the respondents at first. They were told that they could click on every element they want and the result would be shown by sending them another figure. Also they were told that the top navigation bar would still on the top when they scrolled down the page. Respondents were asked to do the following tasks:

- 1) task 1: Find out the information of Naples
- 2) task 2: Find out the introduction of one destination in Naples
- 3) task 3: Compare the destination's real photo with its picture in JOJO
- 4) task 4: Find out the restaurant information in Rome

Not all respondents started the task on Home page, because when searching online they would possibly encounter the City page or Destination page. Therefore, the start page was randomly assign to respondents (respondent *a*, *b* and *e* started from Home page, while *c* and *d* started from City page).

In task 1, respondent *b* and *e* “scrolled down” first to explore the Home page and then they saw the “timeline” with clickable photos of cities. So they clicked on the photo of Naples, successfully went to Naples page and found the information. Respondent *a* clicked on “Map” in the top navigation bar, but the link of Naples page was not applied to the map of Italy. So she scrolled up and down and finally found the link in the “timeline”. None of them clicked on the sidebar icon. Respondent *c* and *d* started from Naples page, so they already had the information

at the beginning. According to the respondent performance, link to the City page should be added to the map markers.

In task 2, respondents *a* and *c* used the navigation bar on top to go to the destination section of Naples page. Others found the section by “scrolling down” the page. Except respondent *d*, respondents directly clicked on the photo and found the introduction of that destination. Respondent *d* clicked on the “name of destination” instead. So the link to destination page should be applied to the “name of destination” too. Respondent *b* and *d* said that they expected the content of introduction would be longer. So more information need to be shown to make sure that the introduction can help users form primary concept of the destination.

In task 3, all respondents clicked on the “Slideshow” to view real photos and clicked on the “Lightbox” to view pictures of the anime. But respondent *a*, *b* and *c* suggested that it would be better if two kinds of image were placed next to each other, so they did not need to view the images by clicking separate areas. They also wanted to download the pictures of anime so that they could use it to take the photo at the same position and angle when visit the destination.

In task 4, all respondent found the icon of the hidden sidebar, but it took longer time for some of respondents to looked for the element that could show “Rome” on the page. The icon should be noticeable enough make users’ switching from one city to another conveniently.

Some suggestions were kindly given by respondents. First, some icons or pictures with a “JOJO style” could be added as decoration. Second, besides from the weather forecast, they also wanted to check the average temperature and rainfall in every month. The climate data are reference to decide when to go to Italy. Third, it is considerate to show restaurants near the destinations. Overall, the design and website structure is clear to them.

## **Surface and Tests**

According to the usability test, the prototype is ameliorated, by changing some local layouts (e.g.: discard the picture in the introduction section of city page), and adding content (e.g.: the climate chart and restaurants nearby the sights). Figure 7 is the screenshot of the index page. For more details, please browse the website via:

[https://joyce630.github.io/BizarreTourtoItaly/BizarreTourtoItaly\\_Index.html](https://joyce630.github.io/BizarreTourtoItaly/BizarreTourtoItaly_Index.html)

A five-second test and an A/B test were conducted to further evaluate the website performance.

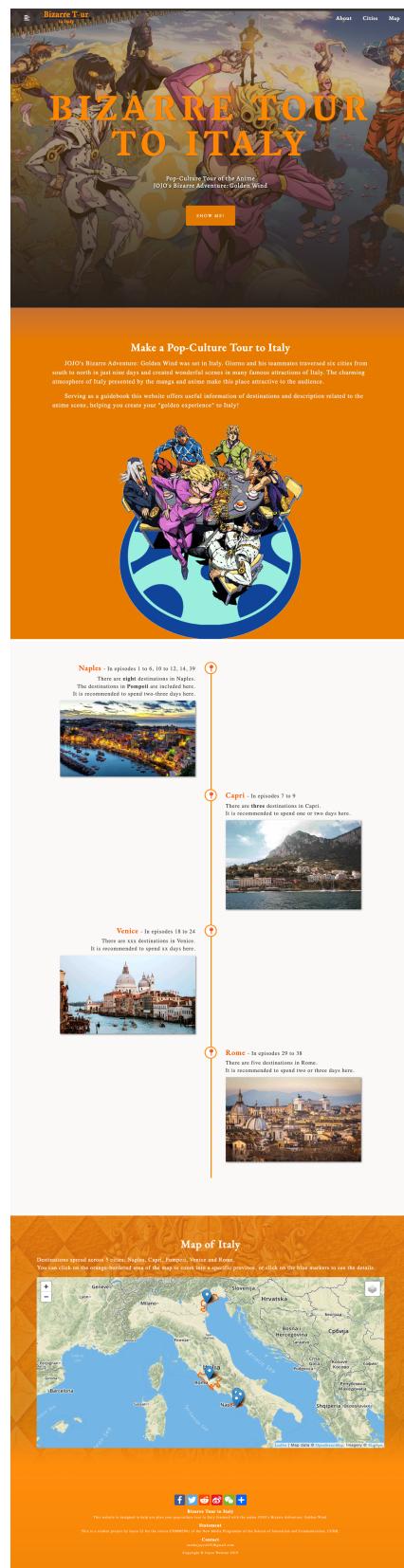


Figure 7. Index Screenshot

## Five-second Test

Many users make judgments about a website within the first five seconds of visiting it. A five-second test can check whether the users have good impressions to the website. To check whether the index page clearly convey the purpose of this website, and whether the introduce article in the city page is too long for mobile users, a five-second test was conducted with three respondents. Here are the details of the respondents (Figure 8):

Respondent Code	Description	Which page is shown and device they used
f	pop-culture tour lover; have been to a pop-culture tour, to Japan; 24-year-old male	Index Page; Laptop
g	fan of JOJO5; have been to a pop-culture tour, to Italy; 20-year-old female	Index Page; Laptop
a (the same respondent in the usability test)	fan of JOJO5; have been to a pop-culture tour, to Japan; 22-year-old female	City (Naples) Page; Smart phone

Figure 8. Details of Respondents

Respondent *a* has seen the wire-frames in the usability test before, so she knew the purpose of this website and it was insignificant to her the index page again. So this time, the city (Naples) page was shown to her. The index page was shown to respondents *f* and *g*. Before the test, a “scenario” that they were looking for travel information was given to the respondents. After browsing the webpage for five seconds, they were told to answered these questions:

Question1 (to respondents *f* and *g*): What do you think this website is about?

Question2 (to respondents *f* and *g*): What information do you think this website can provide?

Question3(to respondent *a*): Does the article interested you?

Question4: What is your impression to this webpage?

For question1, respondents answered that it is about the pop-culture tour featured JOJO5. But respondent *f* mentioned when he first saw the about section, he failed to catch the key point of it(see Figure 9). The about section is designed to tell users the purpose of this website, and also the relationship between the anime JOJO5 and Italy. So as a key word, “guidebook” should be highlighted and the introduction of this website should place before the introduction of the anime.



Figure 9. Up: origin version; Down: changed version

For question2, the two respondents thought the pictures of scenes in the anime and photos of destinations, and the travel information of the destinations would be provided. And respondent *f* also expected this website to offer map of each city.

For question3, respondent a said she did not want to read the article because it was overwhelmed for a mobile screen and she wanted to capture the key points of the whole article at the first glance. Therefore the way to present the article should be refined. The article is shortened, key points are highlighted in orange, and also a “read more” button is added so the whole article will not be shown to the users at the first time and they will not see a screen full of text when scrolling down (see Figure 10).

Welcome to Naples

Naples (Napoli) is raw, high-octane energy, a place of soul-stirring art and panoramas, spontaneous conversations and unexpected, inimitable elegance.

Read More

Welcome to Naples

Naples (Napoli) is raw, high-octane energy, a place of soul-stirring art and panoramas, spontaneous conversations and unexpected, inimitable elegance.

**History**  
Naples' millennia-old backstory could bust a bookshelf. First settled by Greeks in the second millennium BC, Naples is one of the oldest continuously inhabited urban areas in the world. Naples' historic city center is the largest in Europe, including the Palace of Caserta and the Roman ruins of Pompeii and Herculaneum.

**Art & Nature**  
Naples' wealth of cultural assets is extraordinary. You'll find two royal palaces, three castles, and ancient ruins that include some of Christianity's oldest frescoes. The city's Museo Archeologico Nazionale claims the world's finest collection of Pompeian frescoes and mosaics. Naples is also known for its natural beauties such as Posillipo, Phlegraean Fields, Nisida, and Vesuvius.

**Glorious Food**  
Blessed with rich volcanic soils, a bountiful sea, and countless generations of culinary know-how, the Naples region is famous for its glorious food, including pizza, which originated in the city, pasta and espresso, its most appetizing street markets. Also, Naples has the most stars from the Michelin Guide of any Italian city.

Read Less

Figure 10. Up: “read more” not clicked; Down: “read more” clicked

For question4, respondents answered that layout was nice, and the theme color of orange was lively and made them feel cheerful. But respondent g added that it would be better to give visual hint of “Italy”, because, after all, this website was for pop-culture travel

but not the anime. So am image of flag of Italy was added to the background of the about section in index page(see Figure 12).



*Figure 12. Background of the About Section in Index Page*

## A/B Test

The A/B test was conducted to check which version could make the users stay longer in the website. The original version visually stressed more on the anime (more anime related images), and tell users the website is a “tour guide” in the header’s subtitle (see Figure 13). While the version B was more “Italian” with an Italian background in the header (see Figure 14).

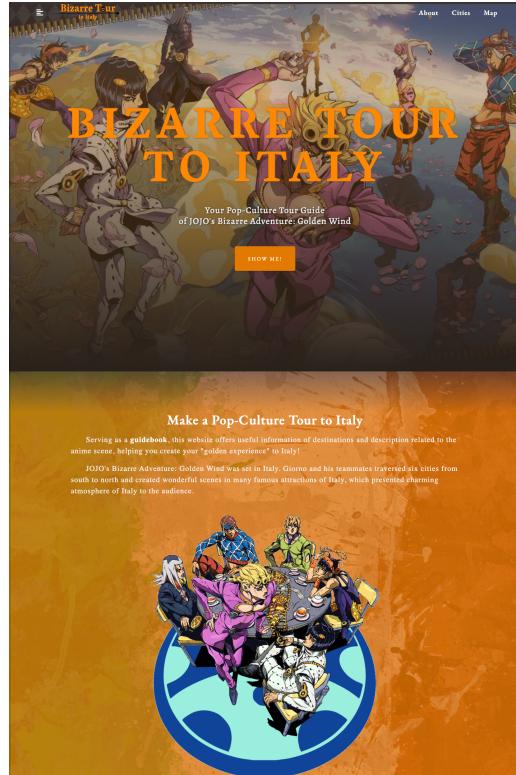


Figure 13. A/B test Original Version

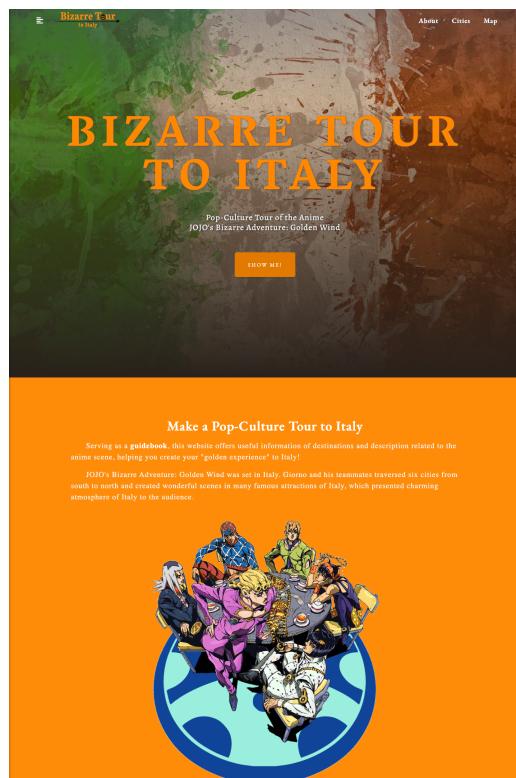


Figure 14. A/B test Version B

The A/B test was stopped on Dec. 8th, but there was no traffic that day. Therefore, in fact, the data was collected from Dec.1st to Dec.7th. Figure 15 and 16 are the GA report of the A/B test. Overall, the original version performed better than the version B. The average session duration demonstrates that users tended to spend more time in the original version.

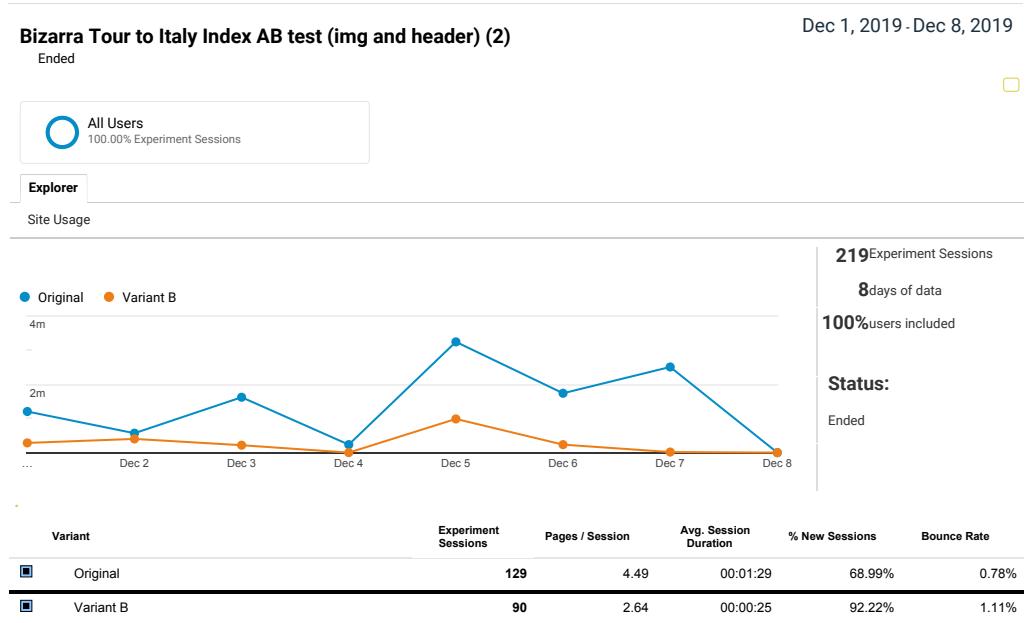


Figure 15. GA Report - Conversions: Avg. Session Duration

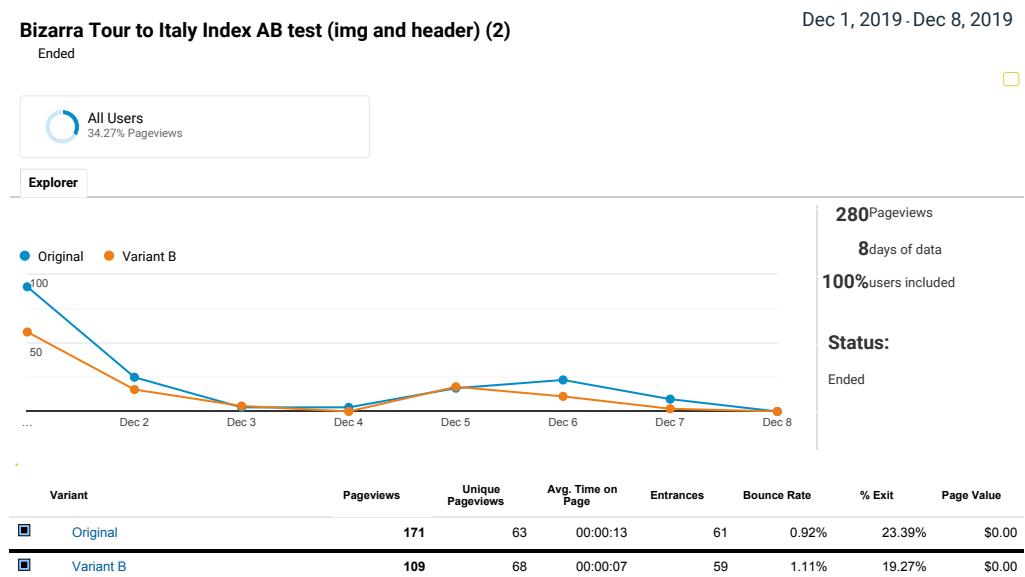


Figure 16. GA Report - Page Metrics: Pageviews

## Performance Analysis

To analyze the performance of the website, a dashboard containing 11 metrics was created (see Figure 17). The left column of the dashboard shows the average time on page, and bounce rate. The right column demonstrates new users, users by source/medium, and pageviews.

According to the “user by device” widget, most users (68.8%) visited the website through their mobile phones, and about a quarter users browsed the website with desktops. Tablet users take up a small ratio. The widget indicates that the design for mobile phone is more important than the design for the desktop and tablet.

The target user of this website is not limited in a specific region, so I promoted it on foreign and domestic media (see Figure 18). But Reddit somehow filtered my post as a spam after posting it few hours, so there may be few traffic from Reddit. So the submits of new users and users are the day that I promoted the website. It is hard to get traffic if I stop to promote it on new channel. Also more users come from the domestic media channels (WeChat and Baidu Tieba). In future development, I should figure out how to reach users from oversea.

Channel	Time	Active
Bilibili - video and article post	Dec.1st, 17:46	<input checked="" type="checkbox"/>
Baidu Tieba- jojo奇妙冒险吧	Dec.1st, 17:59	<input checked="" type="checkbox"/>
Wechat - moment	Dec.1st, 20:47	<input checked="" type="checkbox"/>
Reddit - StardustCrusaders community	Dec.1st, 21:30	<input type="checkbox"/>
Wechat - group	Dec. 5th, 16:07	<input checked="" type="checkbox"/>
Facebook group - JoJo's bizarre adventure fan art and reference page	Dec. 5th, 17:15	<input checked="" type="checkbox"/>
Instagram - post with tags	Dec. 5th, 21:10	<input checked="" type="checkbox"/>
Bilibili - ep20, 21 comment	Dec. 5th, 21:25	<input checked="" type="checkbox"/>
Twitter - post with tags	Dec. 5th, 21:50	<input checked="" type="checkbox"/>

Figure 18. Promote Channels

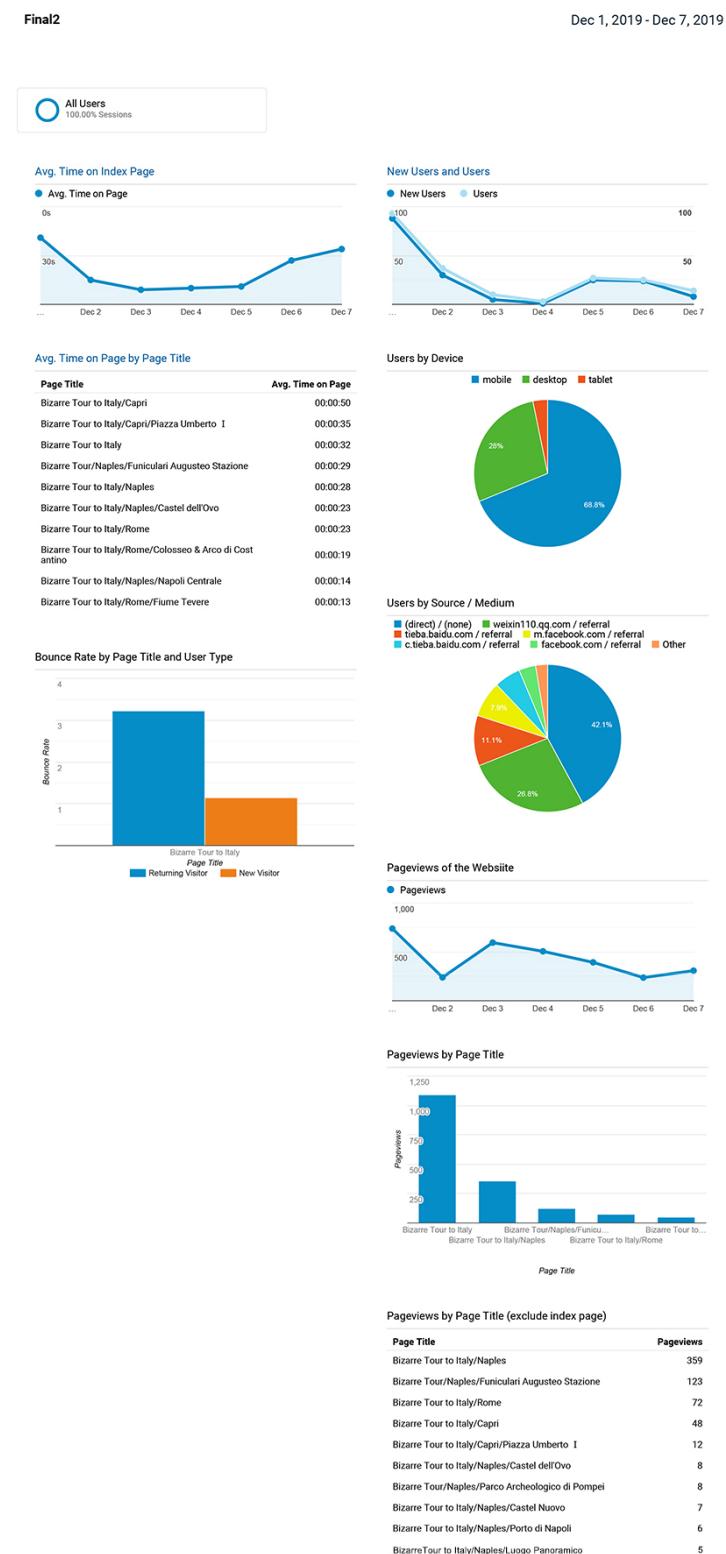


Figure 17. GA Dashboard

The “Pageviews by Page title” widget shows that the index page (Bizarre Tour to Italy) gains most pageviews. And the pages of Naples and destinations in Naples occupy the “Pageviews by Page Title (exclude index page)” table. Maybe it is because Naples is the first city in the city section of the index page, users feel like to explore the website by clicking on the first city that they encounter. The speculation is supported by six users who enter the website from Wechat moment. I asked them which city they browsed, and five of them answered Naples, because they saw Naples first, and the pictures of other cities were still loading. Also, the answers indicate that the loading time of images should be shortened by using images with smaller size.

The average time on index page varies from 9 seconds to 41 seconds. No page keeps users for longer than one minute. The bounce rate of returning user and new users are 3.23% and 1.15%, which is much lower than the “normal” level between 40%-60%. The Google Analytics tracking code is correctly inserted into the “<head>”. I don’t know what reason cause the abnormal low bounce rate.

## **Conclusion**

The “appearance” of the website is impressive to the users, since the users’ comments on the promoting channels like facebook and Baidu Tieba are almost about the layout and the color. Some problems are revealed by usability test, five-second test and the A/B test. First, the respondents of the usability test and the five-second test are Chinese. Since the website is not limited in a specific region, it is better to include respondents from other countries in the tests. Second, to cater users of different languages, versions of different languages should be developed. Third, period of the A/B test experiment is not long enough to make an in-depth analysis. At last, it is a pity that I failed to track the clicks on the sidebar and the breadcrumb navigation. If the data of these events can be collected, I can improve the sidebar and breadcrumb navigation based on the users behavior.