

Usability Study

COMM5961

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The usability study was conducted by interviews with 5 respondents. There are two parts of the study. The first part is to have a general understanding of users' needs. In the second part, the wire-frames of this website "Travel to Italy" were shown to the respondents to check whether they could conduct their tasks smoothly.

This website is designed for two kinds of people. The primary group is the fan of the anime JOJO's Bizarre Adventure Part5 (hereinafter called "JOJO") 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. Respondents' details are listed in Figure 1.

Group of users	Individual Code	Description
Fans of JOJO part5	a	have been to pop-culture tour; the last travel was this 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 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. Respondents details

User Needs

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 JOJO part5. 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", 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"("大眾點評"), "Google Map", google.com and "Airbnb" were used for specific needs including finding restaurants, applying for visa, making tour routes 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. 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 number of police for safety issues and also local chain store for daily shopping. Based on the interview, a user journey map was created. (See Figure 2)

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

Usecase (情况)	<ul style="list-style-type: none"> - curious about places in Italy and scene in JOJO - feel like to travel to Italy 	<ul style="list-style-type: none"> - search information of Italy and JOJO - search information of Italy 	<ul style="list-style-type: none"> - to know what destinations are there - compare destination with picture of the anime - to plan the tour - to check the information of destination, and picture of JOJO 	<ul style="list-style-type: none"> - share the website with others who want to have a pop-culture tour - share the website with other who are curious about the destinations and scene in JOJO - give suggestions on the destinations and scene of anime through the developer's email on the website
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Figure 2. User journey map

Wire-frames Test

Here are the sitemap (Figure 3) and wire-frames (Figure 4 to 6) of the website. The wire-frames were shown to the respondents in the interview.

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. Sitemap

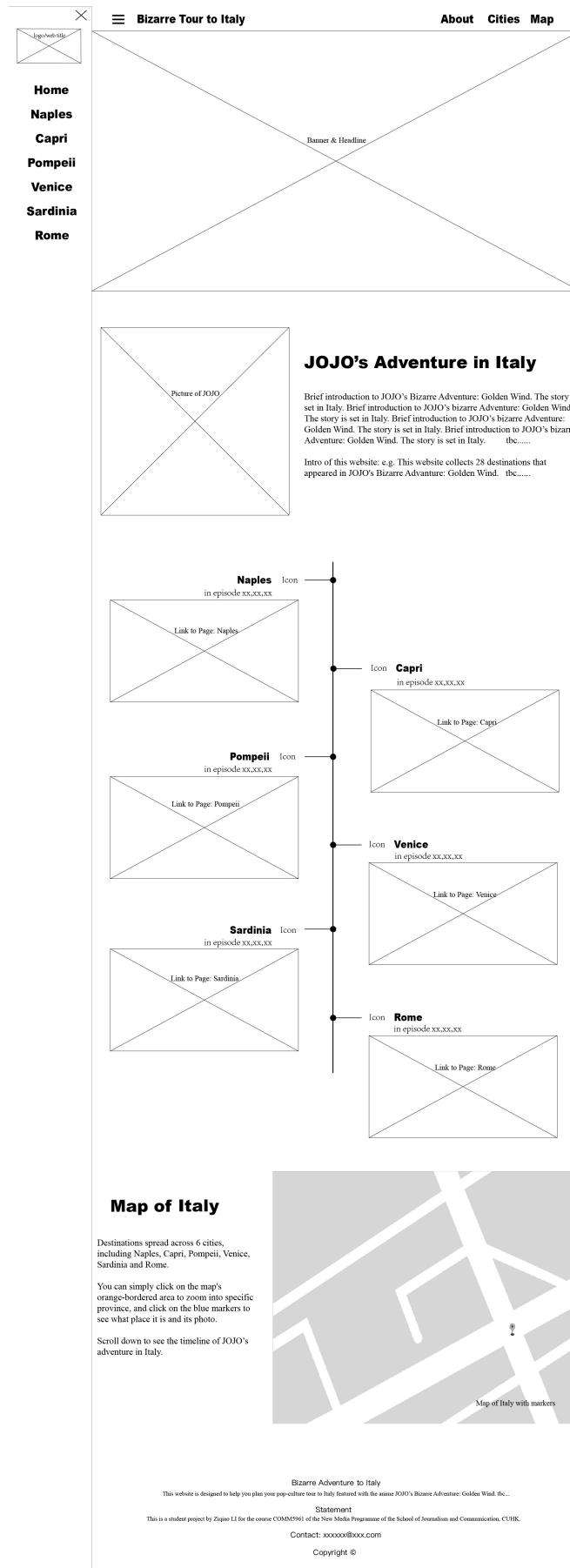


Figure 4. Home Page

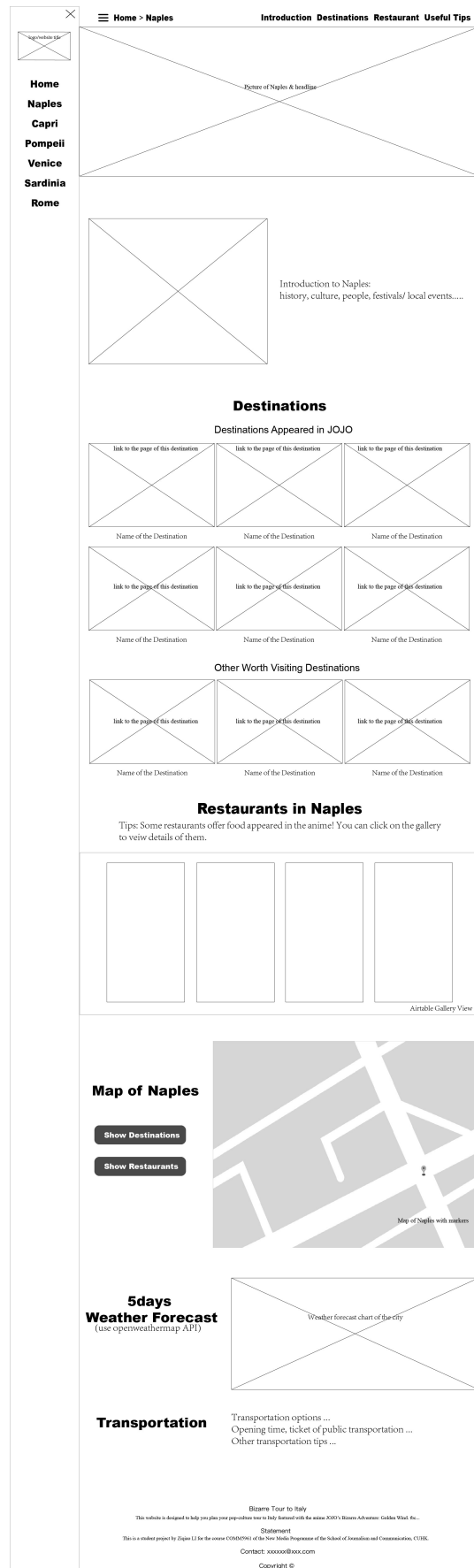


Figure 5. City Page (using Naples as example)

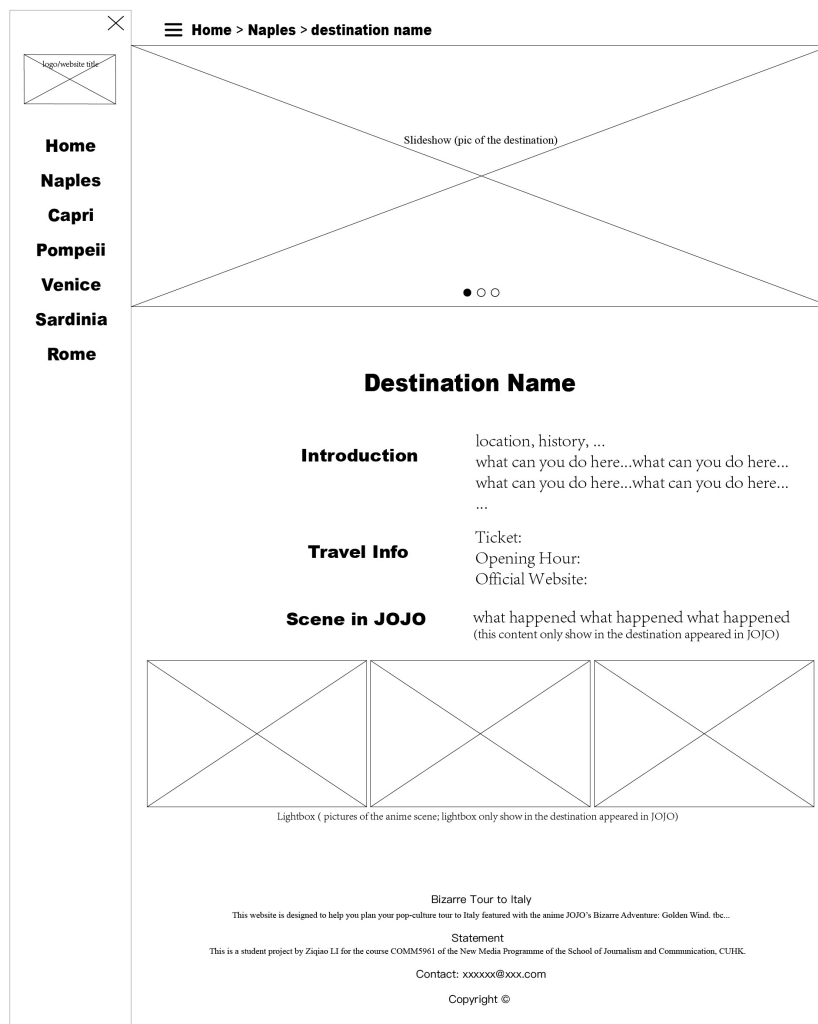


Figure 6. Destination Page

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. Overall, the design and website structure is clear to them.