

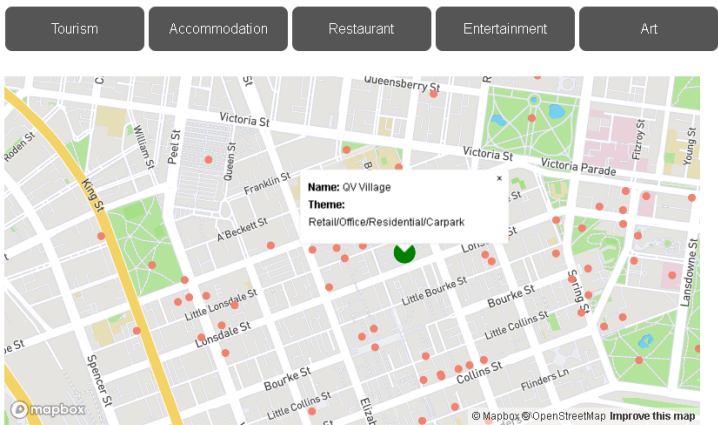
In this project, we aim to develop a useful tool for tourists, to help them plan their trip to Melbourne. On the one hand, for those who have already decided to visit Melbourne, this website can help them to make a plan of which places can be visited, where can they live and what is the most suitable period for their trip. On the other hand, our website will also target those who do not decide to visit Melbourne, for attracting them to come and visit Melbourne.

Our website could provide the following information to users. Firstly, we display some photographs with some descriptions, to give them a brief understanding of Melbourne. Next, we provide a map and allow them to discover any further information they might wish to know. At last, we provide some analysis on weather, and allow users to find out which periods they might wish to come based on their preferences.



We designed our travelling guidelines in three parts. We roughly introduce the basic information about Melbourne to let travellers have a general impression. As most people will be attracted by the images, we also attached some scenery pictures to show the culture of the modern city in Melbourne. We hope our users could have a good impression of Melbourne and they would never be disappointed with their travelling

decision. As the following is shown, on the left side, we introduced the Melbourne basic information with multiple scenery pictures.



As most travellers would like to explore the points of interest in Melbourne by themselves, for example, tasting the local delicious, enjoying the local custom, seeking some fun place such as bar and clubs, sightseeing the historical interests, as well as planning their accommodation, we plan to design a travel helper to provide comprehensive information of Melbourne to make their self travel planning convenience. So, in the second section, we integrated a map with a variety of optional layers to

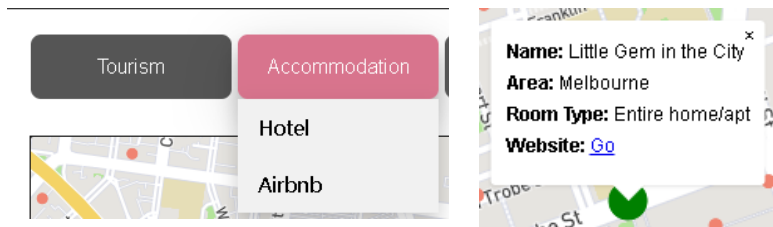
visualize the kinds of interests that our target market might be interested in. We provided 5 categories of points of interest including popular tourism, restaurant, accommodation, entertainment and art. For each category, we provide a corresponding map to plot the related points with popping up key information. We

also highlighted the clicked point in green with a bigger size to locate the place obviously.

Queen Victoria Village, generally known as **QV Melbourne** or just **QV**, is a precinct in the central business district of Melbourne, Victoria, Australia. Covering the city block bounded by Lonsdale, Little Lonsdale, Swanston, and Russell Streets, and located directly opposite the State Library of Victoria and Melbourne Central, QV comprises a large shopping centre, a central plaza, an underground food court, Melbourne central city's first full-size supermarket and apartment buildings.

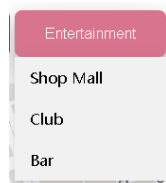
For the tourism map, we integrated a Wikipedia API to obtain the corresponding points (popular insights) description as

shown below. As most of such places are famous and worthy to travel to, we would like to let our users know a brief introduction when they plan their trip.

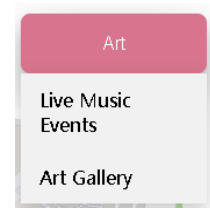


We designed accommodation, entertainment and art categories as dropdown buttons so that users could get more detailed sub-theme related corresponding categories. For example, for Accommodation, we considered that some visitors prefer

to stay in hotels for the convenience and short vacations. For the other people who are on a long holiday and looking to learn from the local custom, they might prefer living in a homestay. So we also provide Airbnb lease information where the points are distributed on a map with addresses as well as the rent booking websites (Go link).



For the Entertainment category, we provided types of shopping mall addresses to let travellers free to buy anything as souvenirs. As we all know, bar culture is famous in Melbourne, so we offered some clubs and bars address, as well as the capacity to travellers choose.

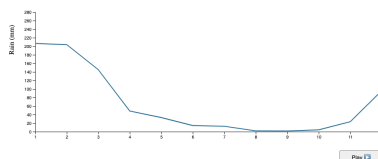


As Melbourne is famous for its art and music, we don't want our travellers to miss them. So we designed two maps for visualizing live music and art galleries positions respectively and recommend users to feel free to enjoy them via the popping up links.

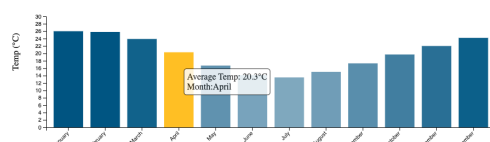
Color schema: Since we visualized much information and we don't want our users to distract their attention on other things, we designed our website in classic style that combined with dark and light to show a concise style travel information helper. We also added some dark pink on the small components such as buttons and navigation bar to make our website fancy with a whole black and white background.

Rainfall & temperature charts design

For travelers to Melbourne, temperature and weather are very important information, because it will affect their next itinerary and plans. So, we designed a set of Rainfall & temperature charts to help them. Using a line graph to show the monthly rainfall changes, visitors can easily determine where to travel and whether they need to bring an umbrella based on the rainfall in different months.



Using bar chart to reflect the temperature in different months can also provide a reference for tourists to dress out.



In order to provide convenience to customers, there is a system on the right that allows users to select the month. After the user selects, the relevant data can be highlighted on the temperature and rainfall graphs at the same time to enable users to quickly obtain information, as shown in the figure below.

The 'Visit Melbourne' website has two primary functions. One is a map of tourism, accommodation, restaurant, entertainment, etc., and the other is a statistical map of weather and temperature in the Melbourne area.

The interactive map provides a "Landmarks" tab for visitors to explore all the options around the CBD. Visitors can quickly obtain information about landmarks through the display panel below the map. From the interactive map, the following findings can be quickly drawn:

For accommodation, the number of hotels in the suburbs a little farther from the city center is less, while there are more hotels in the city center and the number of hotels in the city center is more evenly distributed. Airbnb, an alternative to hotels, is also distributed in the city center, and there are two very dense areas, namely Elizabeth St and Spencer St, as shown in the following figure:



Tourists can choose the appropriate accommodation method and location according to the attractions they want to visit.

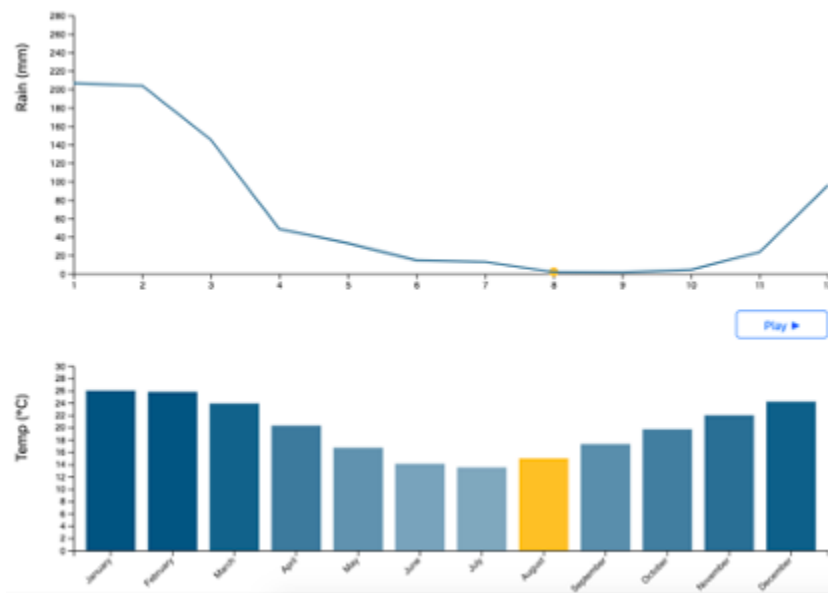
For tourism, the city center is slightly dense, and the surrounding area is slightly sparse, but in general, it is relatively evenly distributed and similar to the distribution range of hotels. Therefore, it can be inferred that the location of the hotel is closely related to the tourist location, as shown in the figure below.



And through the wiki panel below, it can be seen that in the city center are mostly Clubs, churches, museums, etc., while the surrounding areas of the city center are mostly parks, hospitals, colleges, etc. This will help tourists choose a hotel or Airbnb location according to their preferences

Through the second main function of the website, the weather temperature chart, it can be seen that Melbourne has more precipitation in summer. It can be seen from the line chart of rainfall and the bar chart of average temperature that Melbourne's winter rainfall from June to October is very small, and the temperature is the lowest throughout the year. The precipitation began to rise rapidly in October, and the temperature continued to rise. Therefore, it can be found that Melbourne is rainy in summer and drier in

winter. For tourists visiting Melbourne in the summer from October to April, special preparations or travel plans need to be made in consideration of rain and high temperatures.



In order to maximize the utility of space, in other words, reach a higher data-ink ratio, we design some buttons close to the map, and the map will only display the selected type of locations. This trick avoids multiple maps on the website, not only giving users a clear view but also reducing the loading time.