

A photograph of a large, illuminated letter 'B' at night. The letter is brightly lit from within, casting a warm glow on the surrounding area. It is positioned in front of a dark, curved wall that appears to be part of a building's exterior. The sky above is dark, suggesting it is nighttime. The overall atmosphere is mysterious and dramatic.

# Final Project Report

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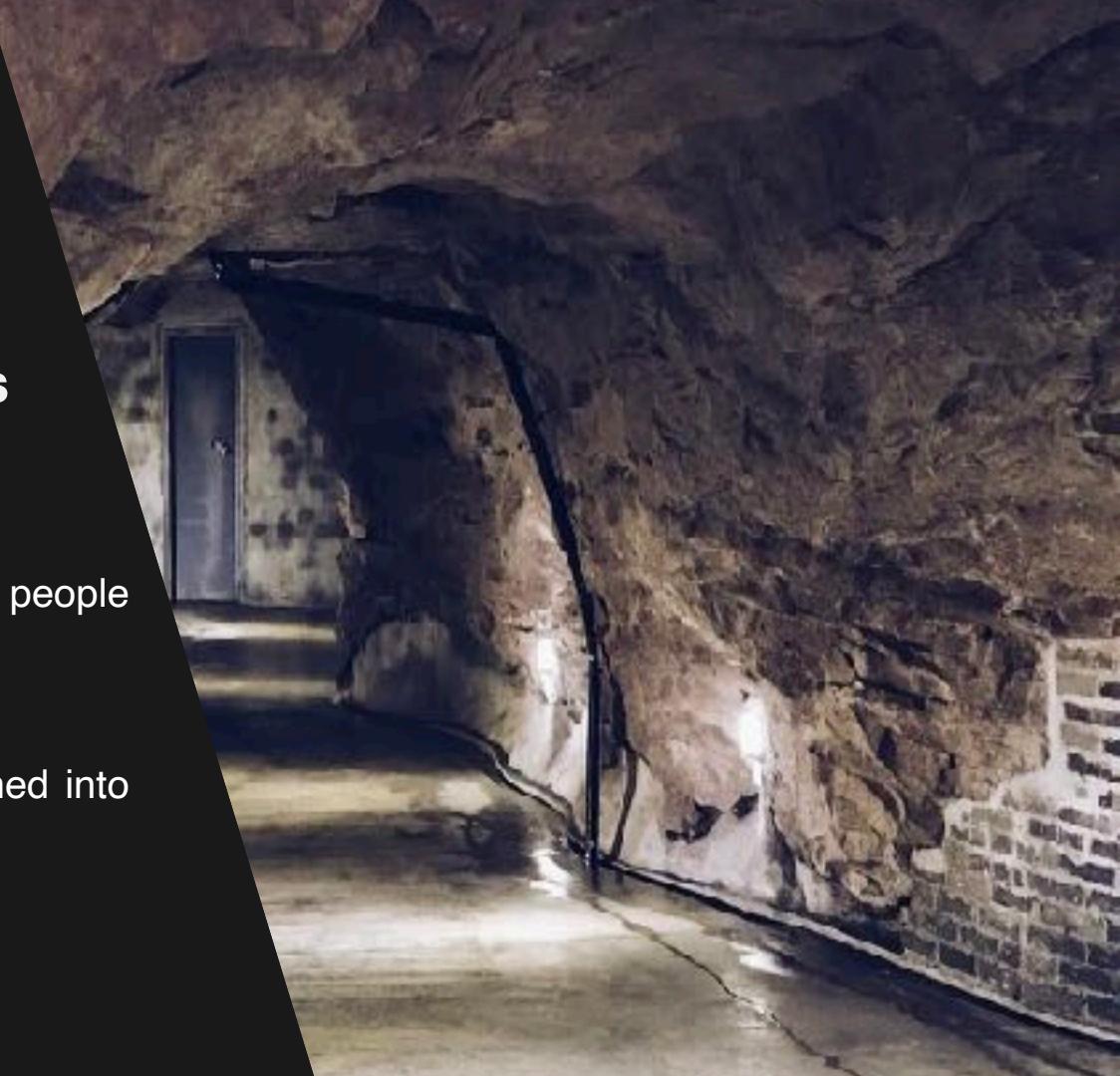
The background of the slide is a photograph of a dark brown wooden interior space. On the right side, there is a window with blue horizontal blinds. A small portion of a yellow object, possibly a pen or a piece of tape, is visible near the top center. The overall lighting is dim.

01

## Problem Background

## Chongqing Air-raid Shelters

- Built in Second World War to protect people from bombings
- Nowadays are still In use and transformed into different various places



## Newly transformed air-raid shelters

### Examples



Canteen



Pub



Library

## Intended Problems -- From Demand Side

**1 There is no web or APP focusing specifically on air-raid shelters in the market so far**

**2 The information on the existing platforms is fragmented and incomplete**

**3 Users need to cross various platforms to collect the information which is not convenient**

**4 It's hard for visitors who are curious about this city feature to collect information on the existing platforms**

## Intended Problems -- From Supply Side

1 Overly board information about Chongqing on existing platforms which can't highlight the city's characteristics

2 More exposures are needed for these shop owners

3 Due to the special terrain feature, the stores are difficult for customers to look for

**So I want to build a website focusing on these newly transformed shelters, mainly for entertaining and cultural communication purpose, such as restaurants, bars, museums etc. So my web integrates the information about the newly-transformed shelters for users who are curious about this unique city feature and likely to try out, which includes local and international characteristics. Main purpose for this website is to let people know more about these historical places which combine lots of modern factors.**

A nighttime photograph of a modern building entrance. The entrance features a large, light-colored, curved archway. Below the arch, there are several steps leading up to the entrance, which is highlighted by a warm, glowing orange light. To the left of the entrance, there is a wall with a textured, grid-like pattern. A single street lamp is visible on the left side of the frame, casting a soft glow. The overall atmosphere is dark and moody.

02

## Requirement

# Interview

- Conduct interviews to find their needs and requirement
- Participants: 5 people
- Aging: 20 - 23 (Young generation)
- Gender: 3 females; 2 males
- Geographic segmentation: 3 locals who know about air-raid shelters; 2 visitors

# Interview Questions

- Have you ever been to Chongqing, or do you have a plan visiting Chongqing?
- Do you like trying out new stores? What kind of new stores do you prefer?
- What attributes do you concern when you trying out new stores?
- Can you list any local characteristics about Chongqing?
- Have you heard about air-raid shelters? What's your first impression about these shelters?
- Which websites, APPs or other information sources will you rely on to obtain newly transformed shelters related information?
- What attributes do you concern when you check the related information?

# Interview Questions

- Can you show me how you search the shelters' information by using these websites or APPs?
- Do you think these websites apply all the information you want?
- If you want to go to these shelter-themed amusement places, what will you do?
- What part could be improved and how?
- What content should be added?
- If there is a website which can provide all these information, will you think it is useful?

# Interview Report

**Name:** Fan Cong

**Age:** 22

**Sex:** Male

**Education:** Bachelor in Films

**Job:** Company employee

**Region:** Chengdu ( currently lives in Chongqing )

**Knowledge of the air-raid shelters:** He knows them quit well.

**- Lifestyle:**

Love gathering with friends and hanging out;

**- Store choosing preference:**

Love trying out stores with their own characteristics; something distinctive;

**- Media usage preference:**

Meituan (美团), Dianping (大众点评)、Weibo (微博), Douyin (抖音), Red (小红书), Bilibili;

**- Attributes he concerns when trying out new stores or transformed shelters:**

Characteristics, Comments(especially negative comments), Short videos, Distance, Price.

**- Attitudes towards these Media APPs:** use them as reference but with doubts, want the related information can be integrated, want to distinguish what comments are real while others are paid.

# Interview Report

**Name:** Allison Zhou

**Age:** 20

**Sex:** Female

**Education:** Bachelor in Translation

**Job:** Student

**Region:** Hong Kong ( has been to Chongqing twice)

**Knowledge of the air-raid shelters:** She knows a little.

**- Lifestyle:**

Love hanging out with one or two friends;

**- Store choosing preference:**

Love trying out new restaurants and vintage shops;

**- Media usage preference:**

Red (小红书), Dianping (大众点评), WOM from friends;

**- Attributes she concerns when trying out new stores or transformed shelters:**

Comments, Environment, Price, Location, Opening hour, Reservation or walk-in, Payment method;

**- Attitudes towards these Media APPs:** rely on them but sometimes can be cheated;  
information is not the latest.

# Interview Report

**Name:** Pang Qihao

**Age:** 22

**Sex:** Male

**Education:** Bachelor in Films

**Job:** Student

**Region:** Xi'an(currently live in Chongqing)

**Knowledge of the air-raid shelters:** He knows them quit well.

**- Lifestyle:**

Love gathering with friends and hanging out, alcohol lover;

**- Store choosing preference:** Love trying out new stores which only few people knows them, but the quality is high;

**- Media usage preference:**

Dianping (大众点评), WeChat official account;

**- Attributes he concerns when trying out new stores or transformed shelters:**

Passenger flow, Location, Environment & Decoration, Cultural building, Quality, Price

**- Attitudes towards these Media APPs:**

information is fragmented; these APPs can't highlight the characteristics of Chongqing; can't make comparison between the related restaurants, such as the distance, location and cost.

# Interview Report

**Name:** Liu Lingyi

**Age:** 22

**Sex:** Female

**Education:** Bachelor in Films

**Job:** Student

**Region:** Chongqing

**Knowledge of the air-raid shelters:** She knows them very well.

**- Lifestyle:**

Love gathering with friends and hanging out which is not so far from her home;

**- Store choosing preference:**

Love trying out new stores especially canteens and cafes;

**- Media usage preference:**

Red (小红书), Dianping (大众点评);

**- Attributes she concerns when trying out new stores or transformed shelters:**

Distance, Quality, Comments, Service

**- Attitudes towards these Media APPs:**

not straightforward, untrustworthy, want someone comments professionally, want some more information at cultural level rather than commercial value.

# Interview Report

**Name:** Li Ruining

**Age:** 22

**Sex:** Female

**Education:** Master in New Media

**Job:** Student

**Region:** Wuhan (never been to Chongqing)

**Knowledge of the air-raid shelters:** She rarely knows.

**- Lifestyle:**

Love gathering with friends and hanging out;

**- Store choosing preference:**

Love trying out stores especially canteens, cafes and afternoon tea which are suitable for taking beautiful pictures;

**- Media usage preference:**

Red (小红书), Dianping (大众点评);

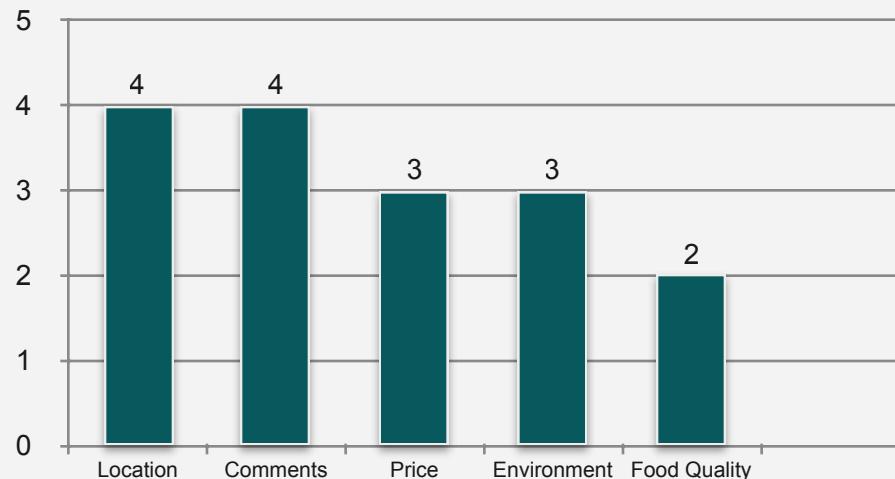
**- Attributes she concerns when trying out new stores:**

Location, Ranking, Food menu, Comments, Pictures posted on the social media

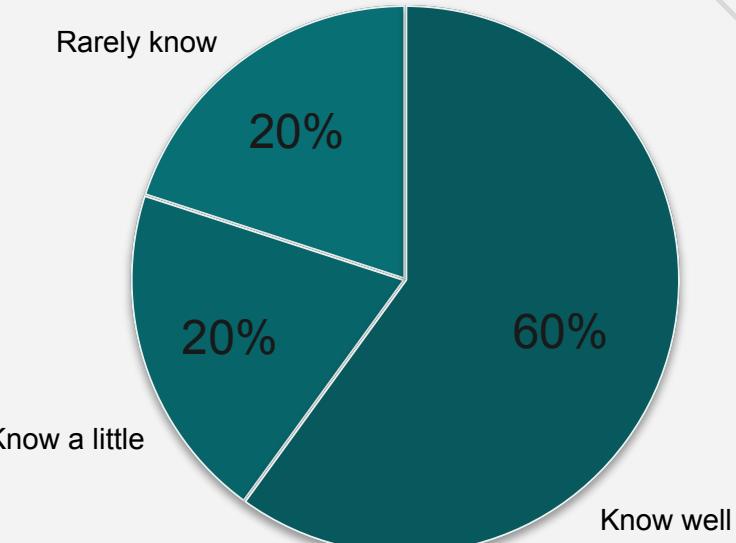
**- Attitudes towards these Media APPs:**

refer to them but with doubts, restaurants with high-score may not reach her appetite.

# Interview Results

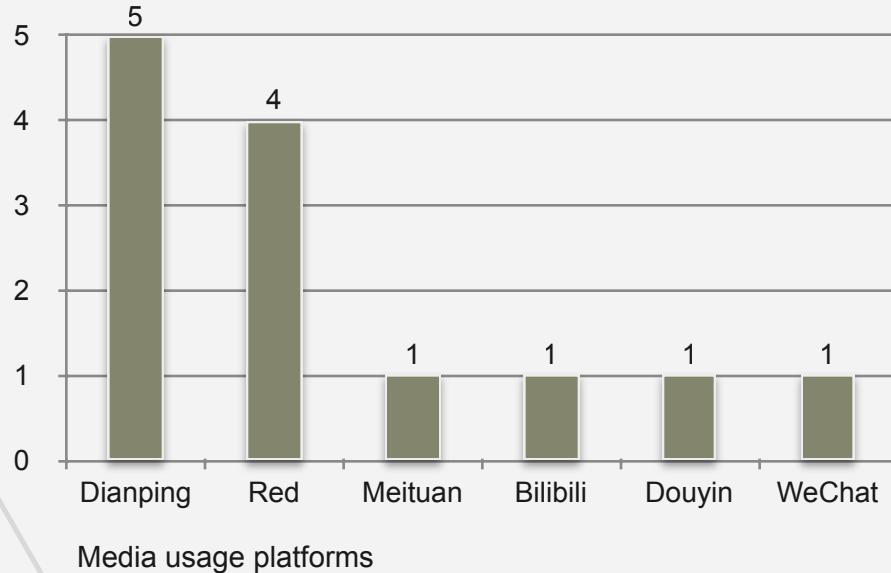


Top 5 attributes they concern when they try out new stores



How much they know about air-raid  
shelters

# Interview Results



## Attitudes toward existing platforms

- Use them as reference but with doubts
- Information needs integrate
- Need more comparison
- Should add some cultural elements
- Restaurants with high-score may not reach her appetite

Etc...

## Problem Statement

**How might we make a young female pleasure-seeker who are interested in trying out new stores with city features address the problem of searching the ideal transformed air-raid shelters efficiently when they are in Chongqing and to achieve the goal of making good use of her time and money to make her feel pleasure when experiencing and understanding the Chongqing's local culture.**

# Persona

## Profile

**Age:** 20-25

**Status:** Single

**Location:** Chongqing

## Personality

Adventure



Extrovert



Sportive



Attentive



## Occupation

**Job:** Student

**Media Usage:** Loyal user

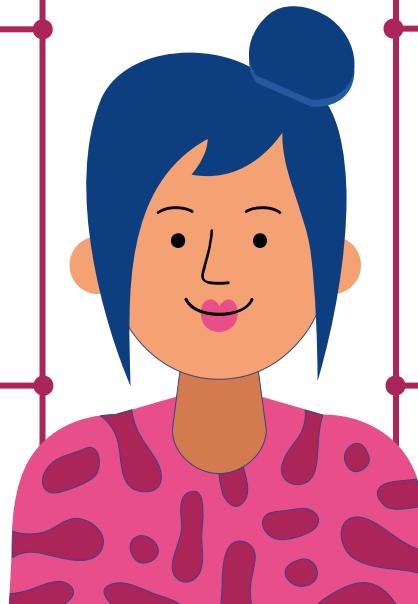
## Interests

Try out new stores with unique city feature

Hang out with friends

Currently in Chongqing

Take photos



# Customer Journey Mapping

## Persona



Billy: a 20-year old university student.	Love trying out new stores with unique city features	Love hanging out with few friends	<b>Love taking photos</b>	Social Media loyal users	Has been cheated by social media several times	Take lots of screenshots for consideration
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## Context

<b>At home</b>	Inside stores	<b>At home</b>
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## What task is persona trying to do?

Look for the stores on the social media	Choose the proper stores	<b>Go to the stores</b>	Start enjoying services	<b>Pay the bill</b>	Makes comments	<b>Leave stores</b>
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## Emotions



## Artifact

Smart phones or Smart transportation	Smart phone and apps and websites	Public transportation stations	Food menu and smart phones	Checkout Register	Smart phones and apps	Public transportation stations
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# Canvas business model infographics

Partners	Activities	Values	Relationships	Customers
				
Shop Owners Meituan Dianping	Information Integration Technology Development  <b>Resources</b> 	Information Integration Updated Information One-stop Service	Seeking Reliable Information Booking Service Humanize Customer Support  <b>Channels</b> 	Love trying out new stores with special city features  Young females  Currently in Chongqing  Know something about Chongqing
<b>Costs</b>  Web Operation Cost Technology Improvement Cost				<b>Revenues</b>  Shop settle-in fees

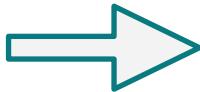
# 03

## Design



# Front End & Back End

Front End: Html, Css, JavaScript



**Layout, Content of my web**

(Since Meituan and Dinning don't allow me to scrap Information of stores, I need to input the information manually)

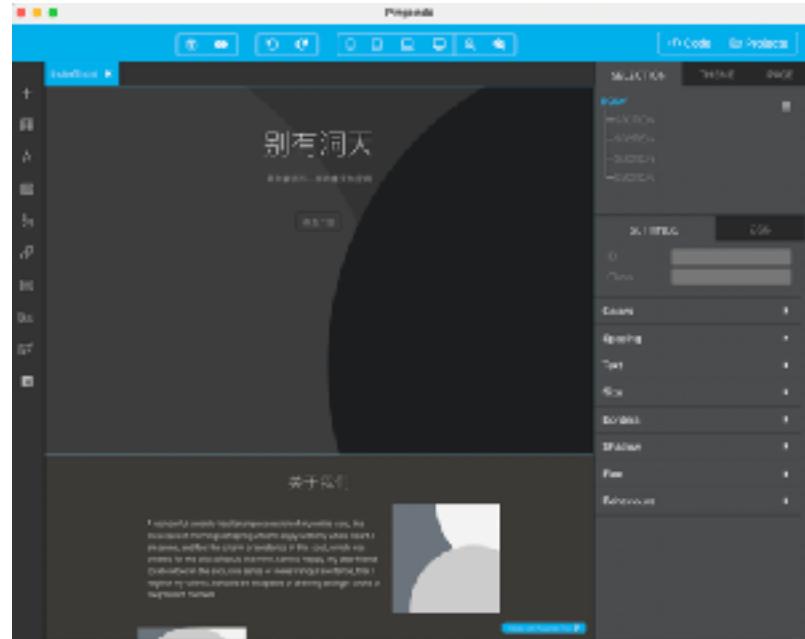
Back End



**Geodata Mapping**

# Use Pingendo to design the layout

Based on the previous card sort and usability tests(which I will mention later). I improve and design my main website layout by Pingendo instead of using Bootstrap or other templates. Here are the specific information about my web design...



The link of my website: <http://panyiyi.pythonanywhere.com/>

# Home Page

## General Part



# Home Page

## About Us

### 关于我们

重庆防空洞承载着山城人们的时代记忆。山城特殊的地理环境和战时的特殊历史条件，促使了重庆防空洞的产生。曾经为万千百姓提供安全场所的防空洞现如今被不断重新改造或不同类型的公共场所。让履行着新时代种种‘职责’的防空洞与重庆人民融为一体。



本网站整合了现如今存在的防空洞主题场所，涉及美食、酒吧以及文化娱乐等领域。带人们探索不一样的防空洞，为人们带来沉浸式的防空洞之旅。防空洞的改造并未停止，本网站也会不断进行探索与更新，为人们带来实时新讯息。

# Home Page

## Category

分类

美食

点击探索

Click and jump to the 'Food'

小酌

点击探索

Click and jump to the 'Pub'

文娱

点击探索

Click and jump to the 'Culture&Entertainment'

# Home Page

## Contact Us

联系我们

姓名  Email

主题

留言

发送

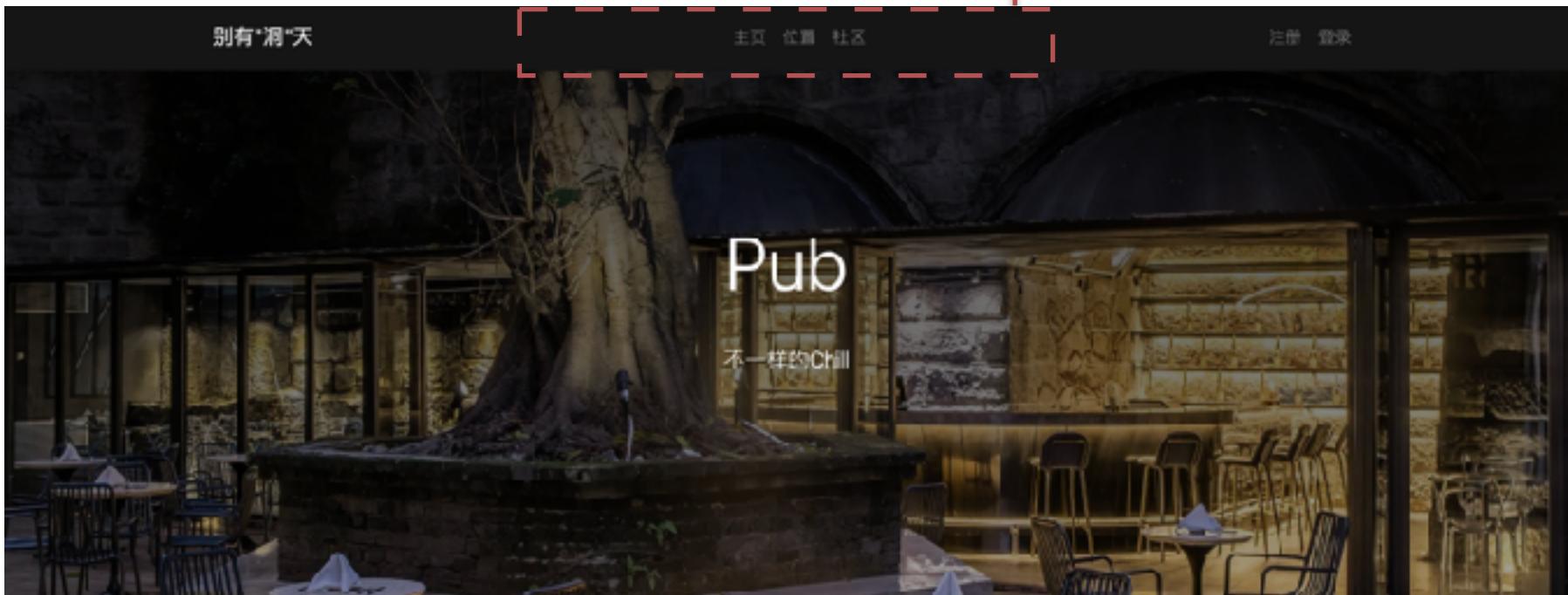
Click and send message

主页 分类 位置 联系我们

Footer

# Category Page

Eg: Pub page



# Category Page

Eg: Pub page

Store display, click and jump to check the detail information of the pub

Caver  
4.7分 酒中区

The Lounge 几许町  
酒中区

Footer

主页 分类 位置 联系我们

Facebook Instagram Twitter

# Detail Information Page

Eg: Pub detail page

Navigation Bar

The screenshot shows a dark-themed detail information page for a pub. At the top, there is a navigation bar with links for '主页' (Home), '位置' (Location), and '社区' (Community). A red arrow points to the 'Navigation Bar' label above the bar. Below the navigation bar, the page header reads '私有“洞”天'. On the left side, there is a 'Cover' section showing a photo of a room with bookshelves. Below the cover, the rating is listed as '评分: 4.6分' and '人均: 108元'. The operating hours are '营业时间: 周六-周日18:00 - 22:00 周一-周五 19:00 - 01:00'. The contact information is '联系商家: 17338208851'. A red dashed box highlights the address '地址: 李子坝正街21号' and the text 'Click to check the map'. Another red dashed box highlights the booking button '预订' and the text 'Click the booking button to make reservation (only for registered users)'. To the right of the address, there is a small thumbnail image of the pub's interior.

# Detail Information Page

Eg: Pub detail page

招牌



苔柏记 杜麦IPA



紫苏桃子姜 酸艾尔



酒制蟠皮 古斯



裸趣万花筒 淡色艾尔

# Detail Information Page

Eg: Pub detail page

## 评价

座为之打分: 5.0

距离李子坝非常近，是开在防空洞里的店。白天不开，只有晚上营业。里面真的是别有洞天，非常有人气，里面的空间利用非常好。精酿也很推荐。

推荐 素苏柿子姜酿艾尔

名堂多 打分: 4.5

终于打卡心心念念好久的酒吧。老板推荐的一款麦芽精酿口感非常惊艳！朋友送的陈皮搭配味道也很好！

爱吃约原仙一 打分:  
4.5

防空洞里氛围很棒，坐在洞内感受不到外面天色的变化，很放松，适合三五好友小酌一杯。

推荐：caver招牌鸡翅、caver招牌汉堡

sagefiji 打分: 4.0

终于来接单了这家网红酒吧。正好碰上一周年店庆，全场88元非常值得。他们家主要经营各种精酿，没有调酒，味道很好。但是食物略微乏善可陈。整个餐厅氛围很好。

# Location Page

Navigation Bar



# Location Page



渝中区

点击查看



Click and jump  
to the district



渝北区

Coming Soon



沙坪坝区

点击查看



九龙坡区

点击查看



江北区

点击查看



南岸区

Coming Soon

Footer

主页 分类 位置 联系我们



# District Page

Eg: Yuzhong District page

The screenshot shows a district page for Yuzhong District. At the top, there is a navigation bar with links for "主页" (Home), "设置" (Settings), and "社区" (Community). To the right of the navigation bar is a red arrow pointing to the text "Navigation Bar". Below the navigation bar is a large, dark city skyline background image. In the center of the background, the text "渝中区" (Yuzhong District) is displayed in large, semi-transparent white characters. A red dashed box surrounds the entire background area. At the bottom left, there is a card for a restaurant named "洞洞里吃火锅" (Hot Pot in a Cave). The card includes a rating of "评分: 4.8分" (Rating: 4.8 points), a purchase count of "人均: 108元" (Average price: 108 yuan), and a "查看更多" (View more) button. A red dashed box surrounds this card. At the bottom right, there is a small thumbnail image showing the interior of a restaurant with tables and chairs.

Navigation Bar

渝中区

用 the picture of the district as background

洞洞里吃火锅

评分: 4.8分 | 人均: 108元

查看更多

Click the button to check more details

# Detail Information Page

Eg: Canteen detail page

Navigation Bar  
↑

别有“洞”天

洞洞隐火锅

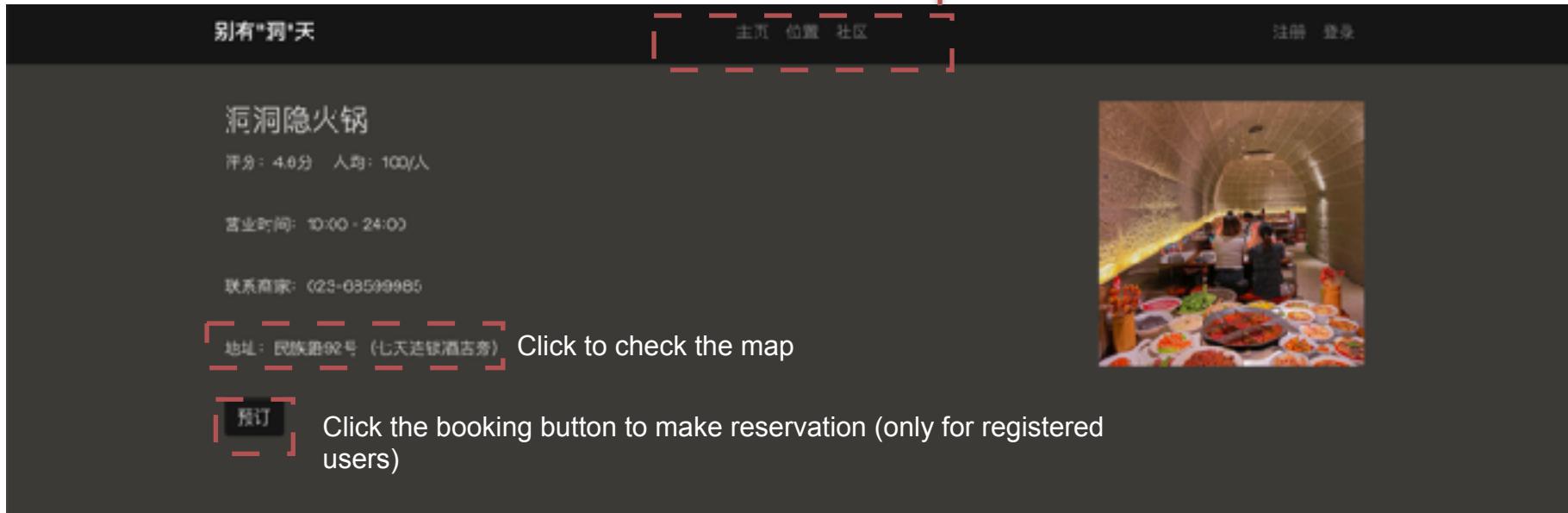
评分: 4.6分 人均: 100/人

营业时间: 10:00 - 24:00

联系商家: 023-03599985

地址: 民族路92号 (七天连锁酒店旁) Click to check the map

预订 Click the booking button to make reservation (only for registered users)



# Detail Information Page

Eg: Canteen detail page



# Detail Information Page

Eg: Canteen detail page

## 评价

鹿为之 打分: 5.0

距离李子坝非常近，是开在防空洞里的店。白天不开，只有晚上营业。里面真的是别有洞天，非常有人气。洞里的空间利用非常好。喷饭也很推荐，

推荐：紫苏壳子姜酸艾尔

名堂多 打分: 4.5

终于打卡心心念念好久的酒吧了。老板推荐的一款春芽西班牙口感非常惊艳！朋友选的薄皮据说味道也很好！

发吃的原仙一 打分: 4.5

防空洞里很闹腾，坐在这里感受不到外面天气的变化。很放松，适合三五好友小酌一杯。

推荐：cover招牌鸡翅、cover招牌汉堡

sagefuji 打分: 4.0

终于来拔草了这家网红酒吧，正好碰上一周店庆，全场99元非常值得。他们家主要经营各种鸡尾酒，没有调酒，味道很好。但是食物略显乏善可陈。整个餐厅氛围很好。

# Community Page

Navigation Bar



# Community Page

防空洞种草贴

前天和朋友打卡了洞洞隐火锅，非常不错！洞内氛围很好，老板服务也很热情。鸭肠和麻辣牛肉力推！

一用户 2021.10.23

拆火锅还有人没来讨论？

拆火锅真的很划算呐！价格很好，味道也很正宗！人均不到100！真的值得去打卡！就是位置有点点不好找。

一小田 2021.7.26

题目

写下分享

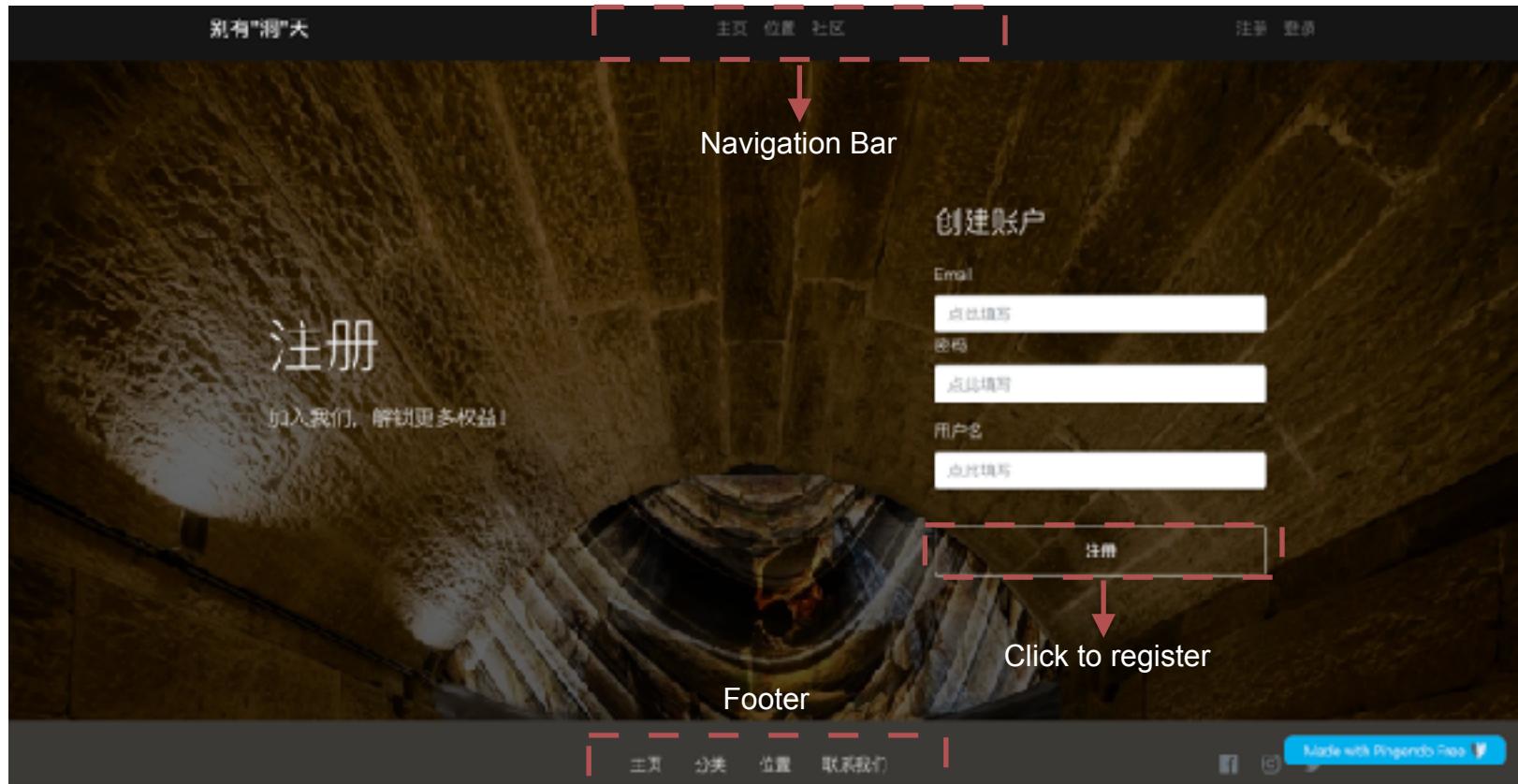
发送



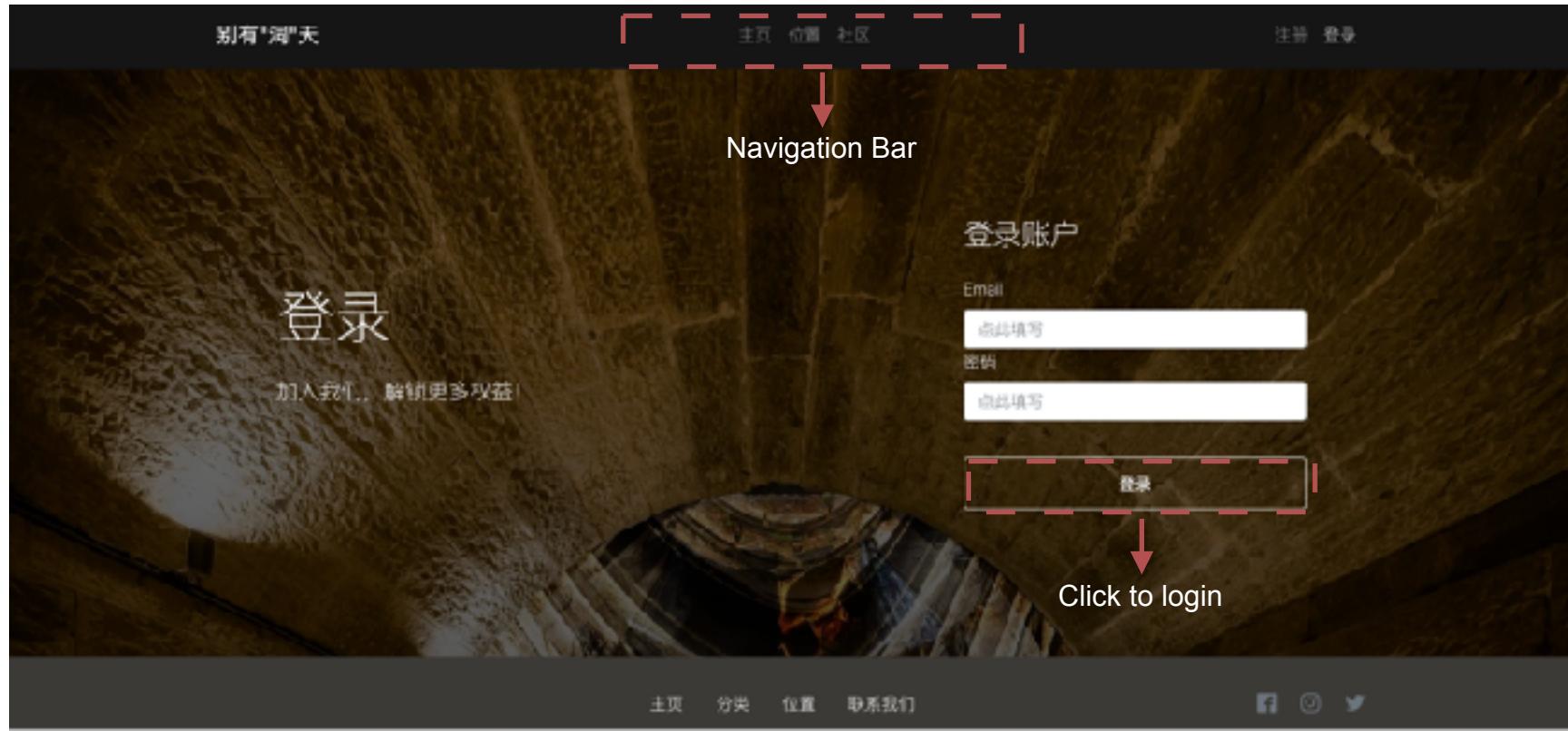
Click to post the comments

Made with PhoenixUI Free

# Register Page



# Login Page



## Features

**Integrated:** As mentioned earlier, the information about air-raid shelter is fragmented, so my web integrates information through different platforms like Dianping, Red and WeChat official account. Users can get the related information about these shelters in my website. I divided these venues into 3 categories — Food, Pub, Culture & Entertainment. Users can choose the stores they like, check the details and even make a reservation. (Of course, only registered user can make reservation the function will be improved this week.) After that, users can even post reviews and chat with others. What's more the venues are also decided by district, people can find their ideal places by selecting the district.

## Features

**Cultural dissemination:** This web narrows the theme and focus on one of the most famous Chongqing specialties which is air-raid shelters. The venues include entertainment places like what the other platforms do, and also include cultural and historical places while those platforms don't. So to some extent, not only does the web meet users' material needs, but also their spiritual needs.

**Promising:** The government publish related regulations that a large number of air-raid shelters are to be renovated. So there will be more and more transformed shelters in the future which will become a trend and big hits in Chongqing.



04

## **Test & Evaluation**

# USABILITY TEST PLAN DASHBOARD

AUTHOR	CONTACT DETAILS	FINAL DATE FOR COMMENTS	
PAN Yini	Usability Test	2021.11.7	
PRODUCT UNDER TEST	PARTICIPANTS	TEST TASKS	RESPONSIBILITIES
The test will let 5 users finish two tasks without intervening in order to test the usability of the web. The business and experience goal is to fulfill the users' needs when they want to find out some information about new shelter-theme stores they are going to trying out.	There are 5 people in this test. All of them are at 20s and interested in trying out new stores especially with unique characteristics.	1. Find a air-raid shelter-theme restaurant you like and make a reservation. 2. Find a place with high scores and add to wish-list.	PANYini: Eyetracker Time measurement Usercentered Techsupport
BUSINESS CASE	EQUIPMENT	LOCATION & DATES	
The test will give me the feedback about this website especially the shortcomings and drawbacks. This is what I'm going to improve my website.  If we don't do testing, this web will fail to reach the users' needs and become a wrong product.	Laptop with eyetracking  All the steps will be recorded by zoom.  Clock to measure the time spending on each task and the frequency of the error they make.	2021.11.5~2021.11.7 By Zoom (HongKong, Chongqing)	The result will be concluded in the analysis paper
PROCEDURE	<pre> graph LR     A[Introduction to my web and test.] --&gt; B[Carry out test tasks]     B --&gt; C[Watch and record them do the test]     C --&gt; D[Do the test interview]     D --&gt; E[Fill the questionnaire]     E --&gt; F[Thank the users]   </pre>		

# **Usability Test (Web & Phone)**

## **Executive Summary**

- Measure if this web provide the information that users need
- Measure if the logic of the web match the users
- 5 users

Two tasks

- Find a restaurant you like and make a reservation
- Find a shelter-theme place with high scores and add to wish-list

# Usability Test (Web & Phone)

## Phone page results

Users	Task 1's time	Task 1's bug	Finish task1?	Task 2's time	Task 2's bug	Finish task2?
User 1	30s	None	Yes	34s	None	Yes
User 2	30s	None	Yes	15s	None	Yes
User 3	40s	None	Yes	20s	2 bugs	Yes
User 4	80s	None	Yes	120s	2 bugs	Yes
User 5	50s	None	Yes	70s	1 bugs	Yes

# Usability Test (Web & Phone)

## Web page results

Users	Task 1's time	Task 1's bug	Finish task1?	Task 2's time	Task 2's bug	Finish task2?
User 1	50s	None	Yes	25s	None	Yes
User 2	30s	None	Yes	20s	None	Yes
User 3	40s	1 bugs	Yes	90s	4 bugs	No
User 4	70s	None	Yes	30s	None	Yes
User 5	120s	None	Yes	35s	None	Yes

# Usability Test (Web & Phone)

## Users Feedback

Users	Phone Score	Responses	Web Score	Responses
User 1 (visitor)	4	<ul style="list-style-type: none"><li>• Information is comprehensive.</li><li>• It is better to put 'Location' belonging to 'Search', because people are willing to search by district.</li><li>• Function needs to be improved, there are still some button that can't be pressed.</li></ul>	4.2	<ul style="list-style-type: none"><li>• Information is comprehensive.</li><li>• Easy use than phone version.</li><li>• The layout is clear.</li><li>• 'Location' is repetitive with 'Search by district'.</li></ul>

# Usability Test (Web & Phone)

## Users Feedback

Users	Phone Score	Responses	Web Score	Responses
User 2 (visitor)	4	<ul style="list-style-type: none"><li>• The position of 'menu' needs to highlight.</li><li>• Put 'search' into the navbar.</li><li>• Location needs to be specified into business district if necessary.</li></ul>	4	<ul style="list-style-type: none"><li>• The content of 'Category' needs to be added.</li></ul>

# Usability Test (Web & Phone)

## Users Feedback

Users	Phone Score	Responses	Web Score	Responses
User 3 (local)	4.5	<ul style="list-style-type: none"><li>The information of Home page is clear. But there is no key point.</li><li>The ‘recommend’ content needs improving because of her using habit.</li><li>‘Location’ is the first attribute that she take into consideration.</li></ul>	4	<ul style="list-style-type: none"><li>Can’t get the logic of navbar.</li><li>There is no need to put ‘About Us’ page, the concept of web design or the slogans in the web is enough.</li></ul>

# Usability Test (Web & Phone)

## Users Feedback

Users	Phone Score	Responses	Web Score	Responses
User 4 (visitor)	3.5	<ul style="list-style-type: none"><li>• Function and content needs to be improved</li><li>• Booking process is convenient.</li><li>• Information is comprehensive</li><li>• Layout is clear</li></ul>	5	<ul style="list-style-type: none"><li>• Logic is same with phone version.</li><li>• Layout is clear</li><li>• Navigation class is clear.</li><li>• Put ‘recommendation’ into ‘About Us’.</li><li>• ‘预约’ can be changed into ‘订座’.</li><li>• Misunderstand with ‘加入我们’</li></ul>

# Usability Test (Web & Phone)

## Users Feedback

Users	Phone Score	Responses	Web Score	Responses
User 5 (local)	4.7	<ul style="list-style-type: none"><li>• ‘Search’ needs to put in the navbar.</li><li>• Like phone version better.</li></ul>	4.5	<ul style="list-style-type: none"><li>• The position ‘我的’ needs to move to the right side.</li><li>• Search by score needs simplify, just display all the store in an ascending order.</li><li>• Add some detail information of each store at ‘Location–District’ page.</li></ul>

# Card Sorting

So after the usability test, I redo the card sorting and change the layout just like the previous I mentioned.



Initial card sorting



Redo card sorting

# A/B Testing (Dec.7th-Dec.12th)

## Original Version



别有“洞”天

带你解锁不一样的重庆防空洞

点击开始

### 关于我们

重庆防空洞承载着山城人们的时代记忆。山城特殊的地理环境和战时的特殊历史条件，促使了重庆防空洞的产生。曾经为万千百姓提供安全场所的防空洞现如今被不断重新改造，成不同类型的公共场所。让履行着新时代使命“职责”的防空洞与重庆人民融为一体。

本网站整合了现如今存在的防空洞主题场所，涉及美食、清吧以及文化娱乐等领域。带人们探索不一样的防空洞，为人们带来沉浸式的防空洞之旅。防空洞的改造并未停止，本网站也会不断进行探索与更新，为人们带来最新的讯息。

## Variable Version



别有“洞”天

带你解锁不一样的重庆防空洞

点击开始

### 分类

- 美食 点击探索
- 小酌 点击探索
- 文娱 点击探索

# A/B Testing (Dec.7th-Dec.12th)



The average viewings of the original version is higher than the variable version.

# Google Analytics (Dec.7th-Dec.12th)

## Users Overview

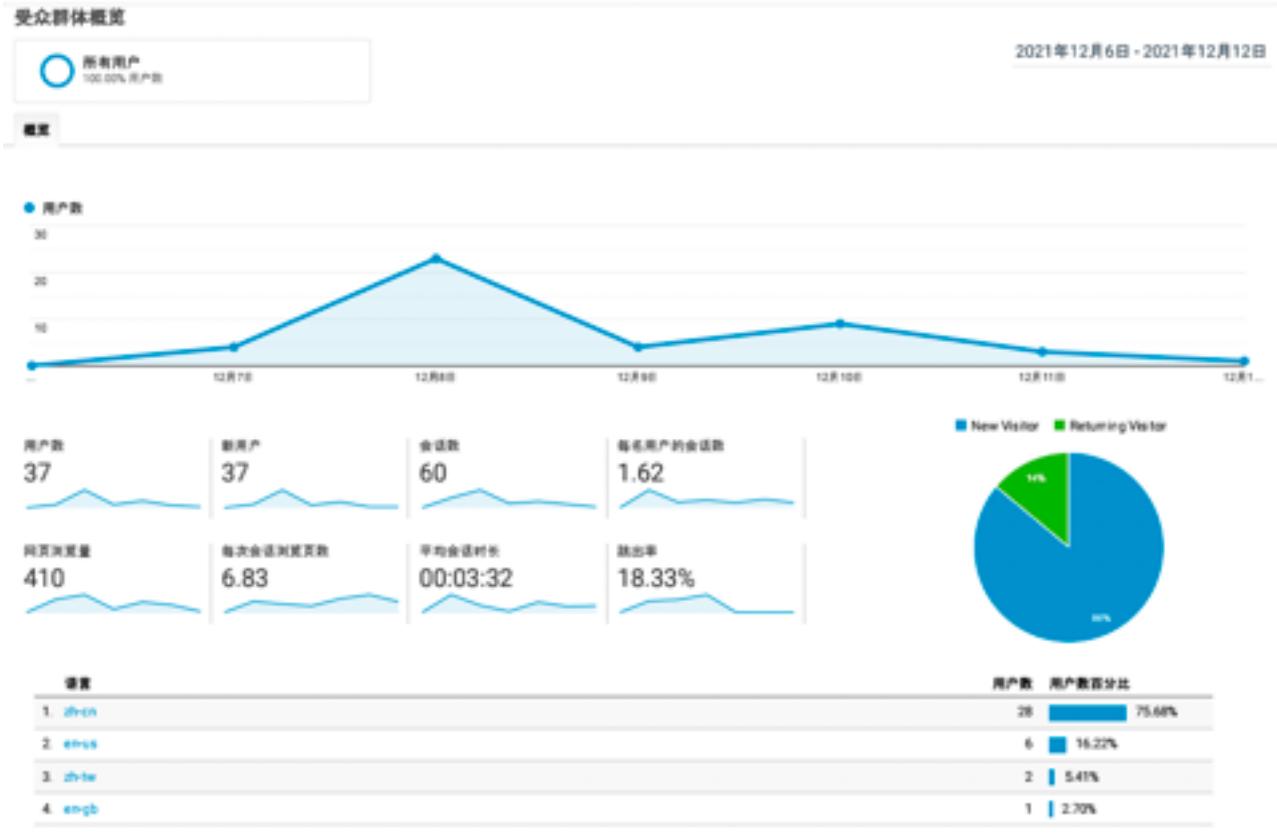
37 users

60 web session

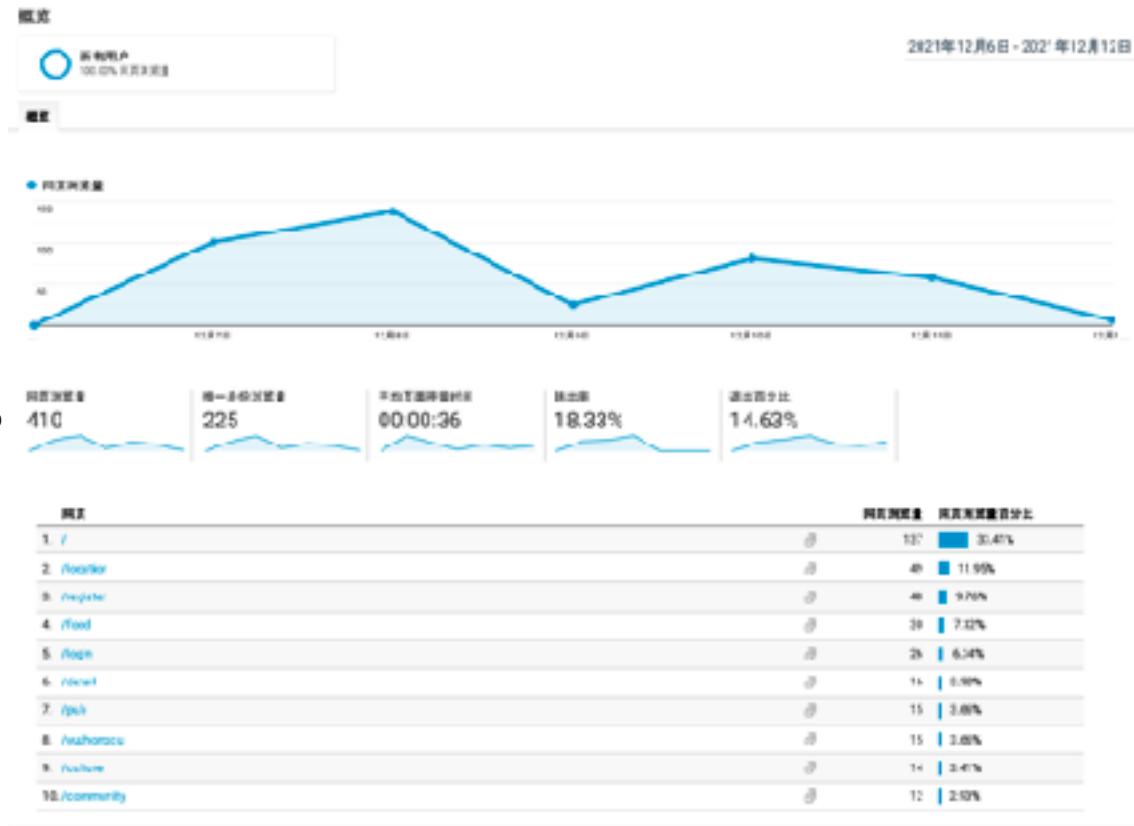
6.83 average viewing pages

86% new visit

14 returning visit



# Google Analytics (Dec.7th-Dec.12th)



## Overview

410 net viewings

18.33% web session

Homepage gets highest percentage 33.41%

Location page ranks second with 11.95%

Register page ranks third with 9.76%

# Google Analytics (Dec.7th-Dec.12th)

## Event Tracking Overview

32 in total

Register gets highest percentage 50%

Canteen reservation ranks second with 18.75%

Exhibition booking ranks third with 15.62%



# Google Analytics (Dec.7th-Dec.12th)

## Behavior Flow Overview

Highest churn rate is the landing page with 23.3%



## **Ask the supply side**

**I contact the owner of the art gallery to have a try on my web and tell my business model asking him if they would like to settle in my website. After he tried, he said the concept of the web is logical and completed, but he doubt if there is a need to have such a website because he thought users don't feel upset when crossing different channels especially seeking some high-quality UGCs for further information and recommendation. He said if there is no costs settling in my web, he would like to settle in.**

**So, the business model and the strategy of my web needs to change and improve. For example, I should also improve my UGC community etc.**

The WeChat number of the owner: Z-SPACEzaokongjian



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## Recommendation

# Recommendation

- Improve the content and function of my community, try to add some high-quality UGC from Red to accumulate some contents for users to review at first and accumulating reviews at my own web to operate the community in the future; To really form a closed-loop of my website. From viewing reviews to booking;
- Change the strategy of my web. At the very beginning, to attract the supply sides settling in, the first month is free of charge, they can have an experience and then make a decision if they will stay here;
- Then, to make the product sustainable enough, it's necessary for me to add the recommendation area and even the algorithm to meet the users' personal needs. The recommendation area can add some advertisement for the shop owners and this can increase the web's revenue.

# Canvas business model (Future)

Partners	Activities	Values	Relationships	Customers
 Shop Owners	 Information Integration Technology Development Data Analytics	 Information Integration	 Seeking Reliable Information Booking Service Humanize Customer Support	 Love trying out new stores with special city features
Meituan	 <b>Resources</b> Updated Information	One-stop Service	 <b>Channels</b>	Young females
Dianping	Shops Licenses Red Licenses	UGC Community	Web, Phone	Currently in Chongqing
Red	Web Operation Cost Technology Improvement Cost			Know something about Chongqing
Costs			<b>Revenues</b>	Shop settle-in fees Advertisement fees



**Thanks for watching!**