Introduction

Chongqing is located in the west of China which is regarded as the 'Mountain City'. During the second world war, Chongqing built lots of air-raid shelters to survive from the bombings. And these caves saved a lot of people. Nowadays, these shelters are still alive and they are transformed and renewed for different purpose, such as museums, restaurants, bars and places for citizens to rest. In recent years, Chongqing becomes a Internet celebrity city(网红城市) because of its Cyberpunk style. Since I'm keen on trying out different new stores, and living in Chongqing when I was a undergraduate student. Chongqing is my second hometown. However, from my personal experience, people including myself misunderstand the air-raid shelters for these caves are old-fashion and boring, they have no ideas how these caves have been transformed now. Thus the information about these new transformed shelters are fragmented, there is no Chinese website or account that specifically summarizes and posts such information. Therefore, when people wants to go to Chongqing, probably they know little about these shelters and they have to spend lots of time searching the information about these cave restaurants, cave bars etc.

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 and cool-air shelters etc. Providing all related information for people who like to try out new stores, which includes local and international characteristics. In addition, this website also provide the information about some shelters which can avoid summer heat, so residents and visitors can relax when they suffer from the sunstroke. What's more, this website also provide some information about spotlights which are near these shelters, so people can make their visits more efficient. Main purpose for this website is to let people know more about these historical places which combine lots of modern factors and let people have a better plan and arrangement in Chongqing.

Interview Questions

1. Have you ever been to Chongqing, or do you have a plan visiting

Chongqing?

2. Do you like trying out new stores? What kind of new stores do you prefer

3. What attributes do you concern when you trying out new stores?

4. Can you list any local characteristics about Chongqing?

5. Have you heard about air-raid shelters? What's your impression about these shelters?

6. Which websites，APPs or other information sources will you rely on to obtain newly transformed shelters related information?

7. What attributes do you concern when you check the related information?

8. Can you show me how you search the shelters' information by using these websites or APPs?

9. Do you think these websites apply all the information you want?

10. If you want to go to these shelter-themed amusement places, what will you do?

11. What part could be improved and how?

12. What content should be added?

13. If there is a website which can provide all these information, will you think it is useful?

Key Words of Interviews
范

生活在重庆

喜欢探店，喜欢与众不同、有特点的

考虑因素：吸引人的特点、看评价、距离、消费价格

红色文化、火锅、川菜、防空洞

防空洞印象：抗战避难场所、现如今被改造成娱乐场所

小红书、美团、大众点评、抖音、哔哩哔哩

评分、评价（侧重差评）、视频网站上看视频

不是很完整 网站推荐不纯粹 商家推广 没有探索防空洞故事 集合度不够 深度不够

关注 查评分 美团 打电话给商家预约

得用不同软件 想要的所有功能进行整合 做到一条龙服务 区分出推广贴和推荐贴

会用

周

去过两次重庆

喜欢 餐厅 古着

因为探店主要为餐厅 菜品评价 就餐环境 价格

重庆火锅 防空洞

抗战时期 避难场所

小红书 很少使用美团大众点评 询问身边朋友

评价 价格 地理位置 营业时间 需不需要提前预约 支付形式

提供的内容挺全的 但是会踩雷

小红书做功课 如需预约 需要在大众点评上找电话预约 小红书信息延迟 大众点评可以提供现如今商铺的运营状态

会使用

庞

一直都待在重庆(非重庆人)

新店 网红不去 人少 小众 但是质量高

人多不多 位置 装潢

码头文化 火锅 袍哥文化

大轰炸 火锅店 酒吧 文创 历史/文化

大众点评 可以搜索 大数据推荐 本地文娱公众号

地方 在哪儿 店铺建设 店铺文化建设 特色 菜品 酒的质量口味 价格

直接大众点评 或微信公众号推荐 然后去大众点评

重庆特色文化不凸显 信息很散不集中 不能够对比 比如价格区间 以及距离位置

刘

重庆人

吃货 咖啡厅 餐厅

近距离

火锅 防空洞 防空洞火锅

重庆大轰炸遗址 严肃

小红书发现 大众点评具体看信息 菜品 饮料口味评价 服务

不够直观 不是很信任 广告 想要专门人士测评

全是防空洞主题的 明了 地图类型 确切感受到你周围有多少防空洞 不仅是商业用 市民消暑纳凉 避险 多方面呈现重庆防空洞带给人们的好处

李

没去过重庆

适合拍照的 好吃的店 咖啡厅 下午茶

地理位置 能不能拍出好看的照片 菜品

多山 地铁很深

听说过 但不了解

大众点评 美团 小红书看照片 大众点评看具体信息

地理位置 排行 菜品 评论 别人发的图

信息全 但是分高不一定是最好的 买评价 评分与实物不符

小红书做功课 大众点评搜信息

保证的评价信息的可靠 持续性更新

如果有很多人用的话会选择去用

Persona

Persona	
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), Xiao Hongshu (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

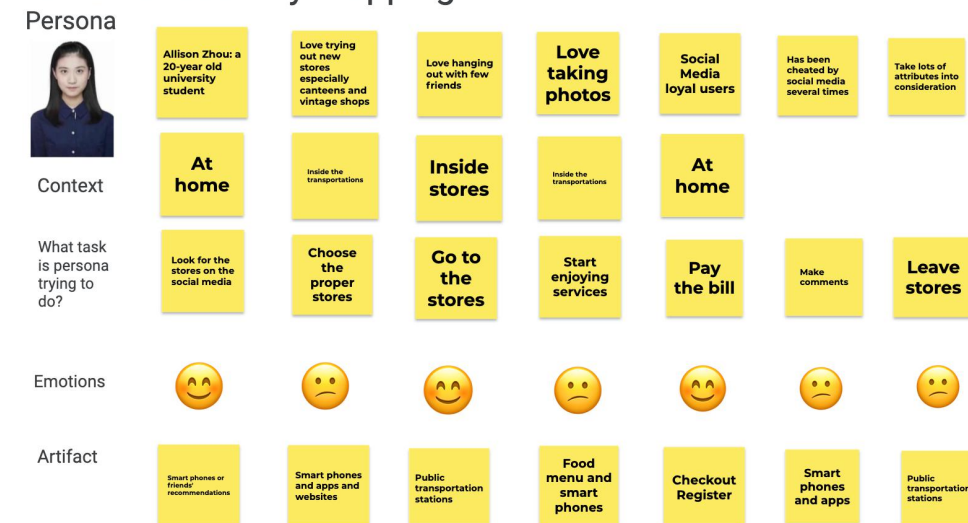|	comments are real while others are paid.
Name: Allison Zhou Age: 20 Sex: Female Education: Bachelor in Translation Job: Student Region: Hong Kong (has been to Chongqing twice) Knowledge of the air-raid shelters: She knows a little.	- Lifestyle: Love hanging out with one or two friends; - Store choosing preference: Love trying out new restaurants and vintage shops; - Media usage preference: Xiao Hongshu (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.
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; 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.
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: Xiao Hongshu (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.
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: Xiao Hongshu (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.

Customer Journey Map

https://jamboard.google.com/d/1G3wc6npKlltrYxD4BSi6crFUIKumDAlyQLAk b6WZ6PE/edit?usp=sharing

Customer Journey Mapping

Persona

	Allison Zhou: a 20-year old university student	Love trying out new stores especially canteens and vintage shops	Love hanging out with few friends	Love taking photos	Social Media loyal users	Has been cheated by social media several times	Take lots of attributes into consideration

Context

	At home	Inside the transportations	Inside stores	Inside the transportations	At home		

What task is persona trying to do?

	Look for the stores on the social media	Choose the proper stores	Go to the stores	Start enjoying services	Pay the bill	Make comments	Leave stores

Emotions

😊 🙁 😊 🙁 😊 🙁 🙁

Artifact

	Smart phones or friends' recommendations	Smart phones and apps and websites	Public transportation stations	Food menu and smart phones	Checkout Register	Smart phones and apps	Public transportation stations

The reason why I choose Allison Zhou's persona type to create the customer journey is that she is the most general symbol of young female visitors from all over China. These users loves trying out new stores, taking fancy pictures and posting to the social media. Thus they love to share the comments with their friends or their group communities. When they come to Chongqing, they will use social media to find some canteens or bars to try. As we can see, she's been cheated by the social media several times, so she would take lots of detailed information into her consideration.

Problem Statement

How might we make a young female pleasure-seeker address the problem of searching the ideal transformed air-raid shelters efficiently when visiting 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.

Story Map

https://jamboard.google.com/d/1qv4PVJt8Cr-STRE_NOT1GujYW-NA1y9cPPp7NyEoy8o/edit?usp=sharing

Card Sort

https://jamboard.google.com/d/11R6XCjCEc8yU9OPoy5VZTzh3JYCjPq09BjZUKaJKPO4/edit?usp=sharing

Position Map

https://jamboard.google.com/d/1SYLTlrPnO8Ql_CXyBBF1qlpBGfvVi573BypbFvbhN8g/edit?usp=sharing