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Comm 5961

21 November 2019

Final Website Design Report

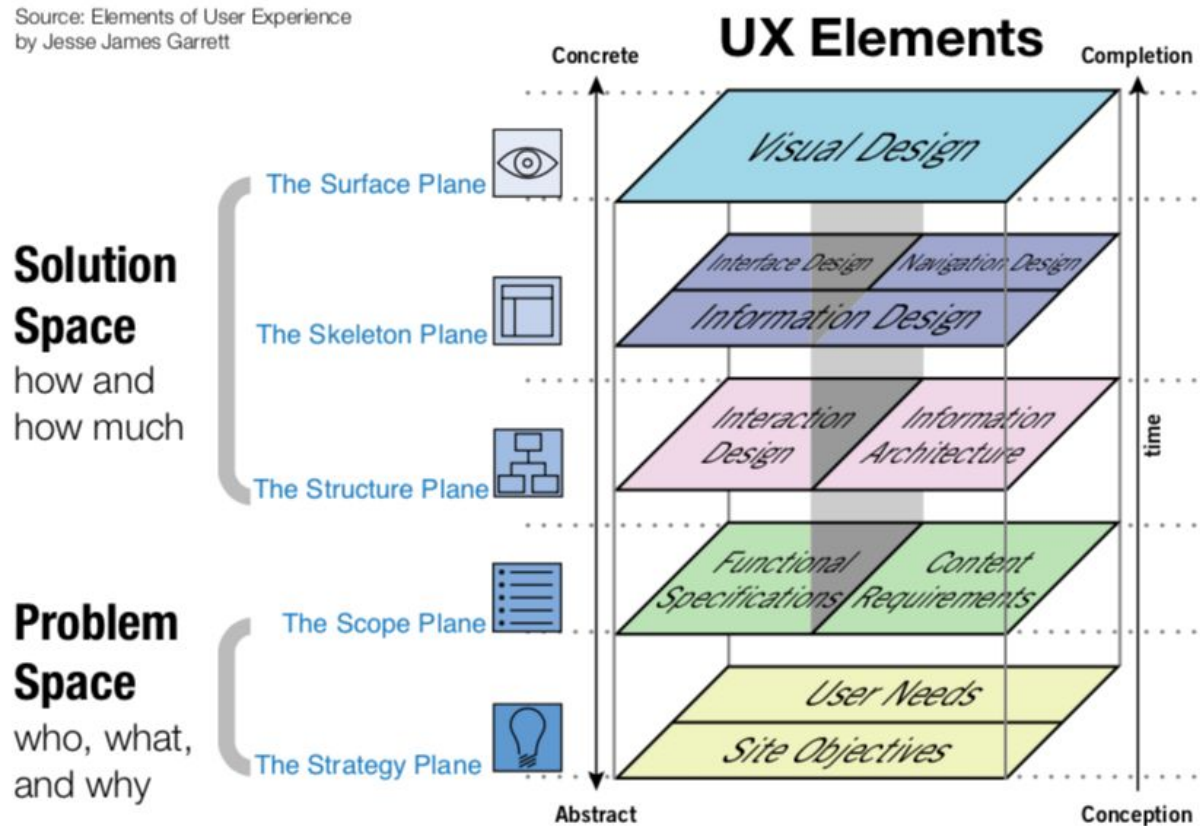
Introduction

My major in undergraduate was Media Studies and now in graduate is New Media. The difference of “new” is a technology-based improvement; new media mostly has an online version, and the ability for data management and coding are essential to get for this field. Since I have taken the master of new media for three months, I have systematically learned that new media workers need to have good content to create a new media product, the distribution and expression of the product do need computing technique, the long-term-profit guarantee does need business strategies. In comm 5961, the method of data handling and coding is the technique to make an online platform to realize the contents that I learned in the past. A good website combines design thinking, abundant content, aesthetic design, and advanced technique. Abundant content and aesthetic design are the humanity-background knowledge that I used to learn in the past; the design thinking and advanced technique are new things I learned in comm 5961. In this report, I will explain how I realize my website assignment by design thinking and data technique.

A good product always aims at solving a social problem, design thinking is the first step that follows the process of user experience. As we can see from the UX Elements chart (pic1), the basic step is to consider what is the user needs, functional specifications, and content requirements. In other words, figure out who, what, and why in a certain problem. Then, we turn to the solution step, specifically, the solution consists of information structure,

navigation plane, and visual design. The last visual design is the same as the concept of aesthetic design that I mentioned. From the top to the bottom, we tend to think more about why we get such a design thinking, from the bottom to the top, we tend to think more about how might we actualize that design thinking.

Source: Elements of User Experience
by Jesse James Garrett



PIC 1

After learning the systematic design thinking and its meaning of solving social needs, I came out with an idea to design a website that targets a certain group of people and problems. In the following paragraph, I will introduce my design experience of my website about traveling in North America, which is called SHADOWHERE.

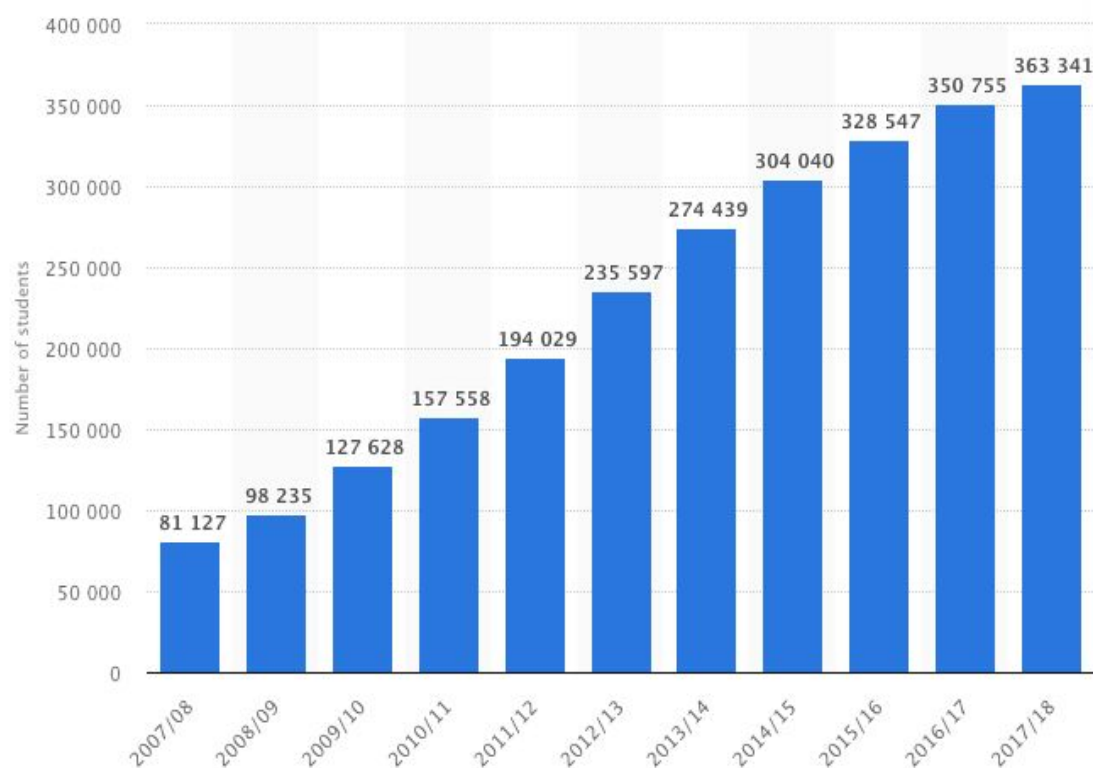
SHADOWHERE is a compound word of shadow and where, “shadow” is my name and “where” implies where to go, in another word, travel. Therefore, I combined these two words with the same letter W. The reason why I put my name in the website name is eighty percent of the contents are based on my self-experience; especially, I have the authorship of most of the attractive pictures in this website. My inspiration came from my four-years-university experience in California. In America, there are so many holidays, a three-day holiday such as president day, a five-day holiday such as thanksgiving, and nine-days holiday such as spring break. Once the holiday is approaching, Chinese students there would be so excited to make a travel plan a few weeks ahead. However, they do not have exact ideas about where to go base on their specific circumstances, and how much is the implementability. This increasing demand with the increasing quantity of Chinese study abroad students in America will bring a big market for my website. However, I know there already exists some matured apps such as Little Red Book. It is an application mostly composed of user-generated contents, each user can share her life to the public via this platform, such as tips for skin protection, suggestions for a new milk tea store, and also, a lot of travel experience share. The keyword of Little Red Book is microcelebrity, in Chinese is网红. However, this is not a specialized platform that typically for Chinese young adults who live in America wants to travel nearby. For these groups of people, the searching process in Little Red Book is complicated, also, Little Red Book nowadays is not allowed to redownload anymore. Therefore, there should be a new media product to replace it to feed the future market.

Market Analysis

According to some data from <https://www.statista.com/> that, the number of Chinese oversea students is rapidly increasing year by year, from 179800 in 2008 to 662000 in 2018.

Specifically, shown in PIC 2, the number of college and university students from China in the United States from 81127 in the academic year 2007/08 to 363341 in 2017/18; also, there are nearly 186000 in Canada in 2018. In other words, 363341 plus 186000, then divide 662000, nearly 80 percent of the oversea students choose North America to spend their golden age. Additionally, as America and Canada are two leading immigration countries, except students, there are also increasing numbers of Chinese immigrants. All in all, travel in North America is a permanent and booming topic among Chinese.

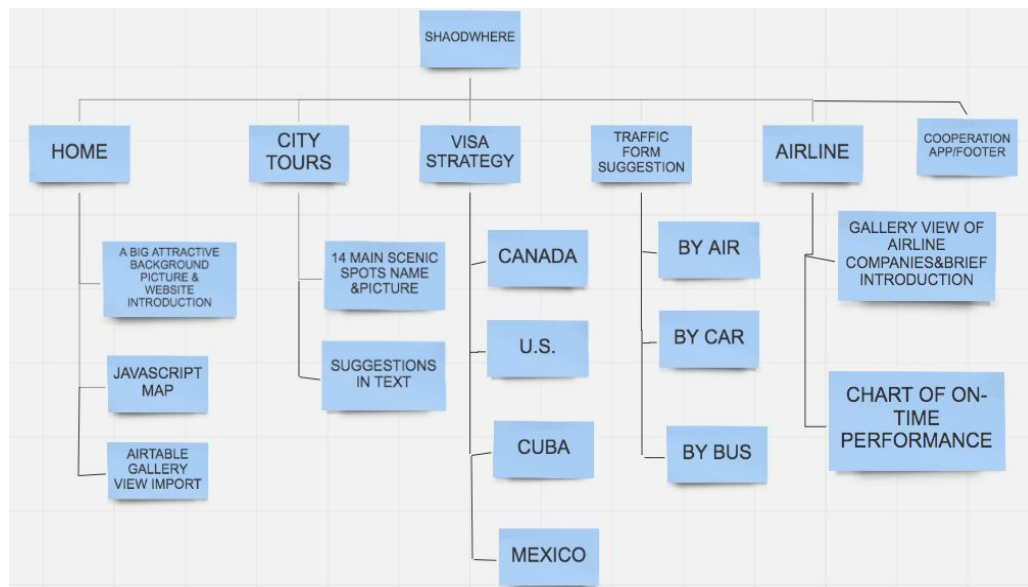
The online microcelebrity and key opinion Leader (KOL) are booming, and traveling around the world and photography are increasingly reachable for more and more young people. I hope that my target audience will visit my web preferentially as it is a regional collection specifically for North America, and I hope I can act as a KOL that my selfies there are attractive, and my personal experience and suggestions are acceptable to their preparation.



PIC 2

Structure

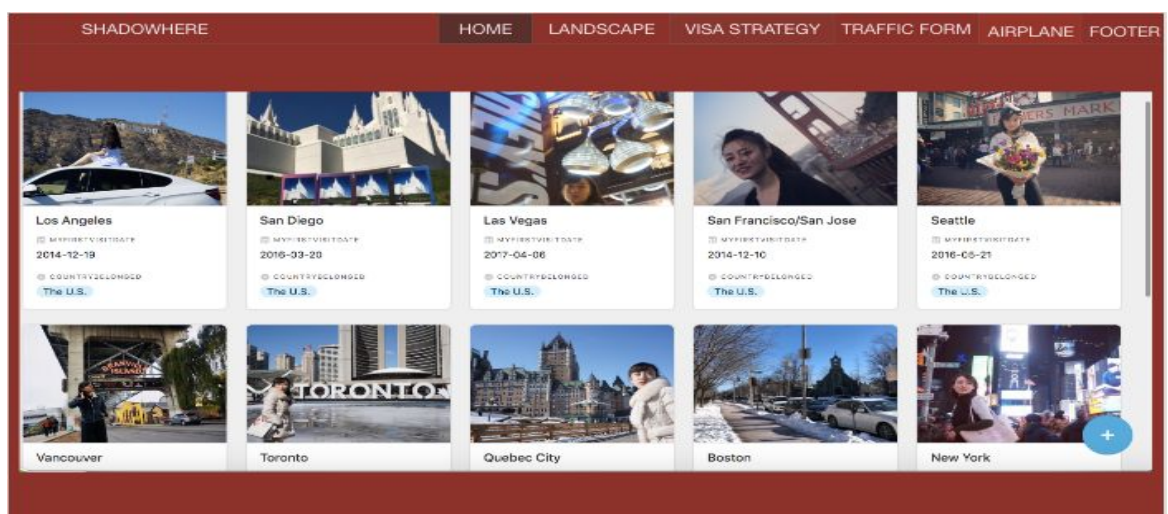
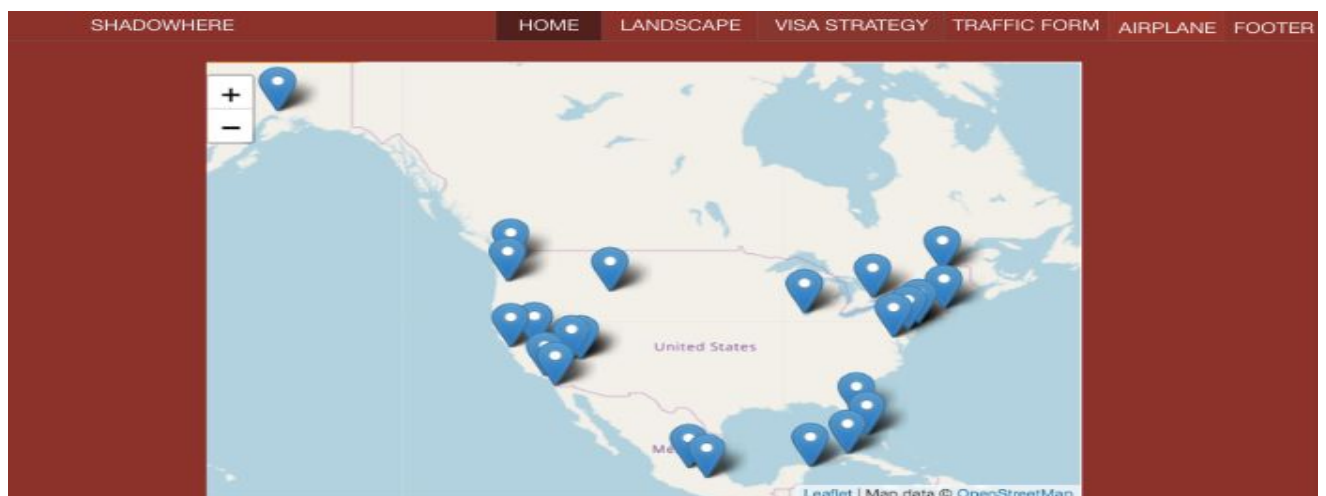
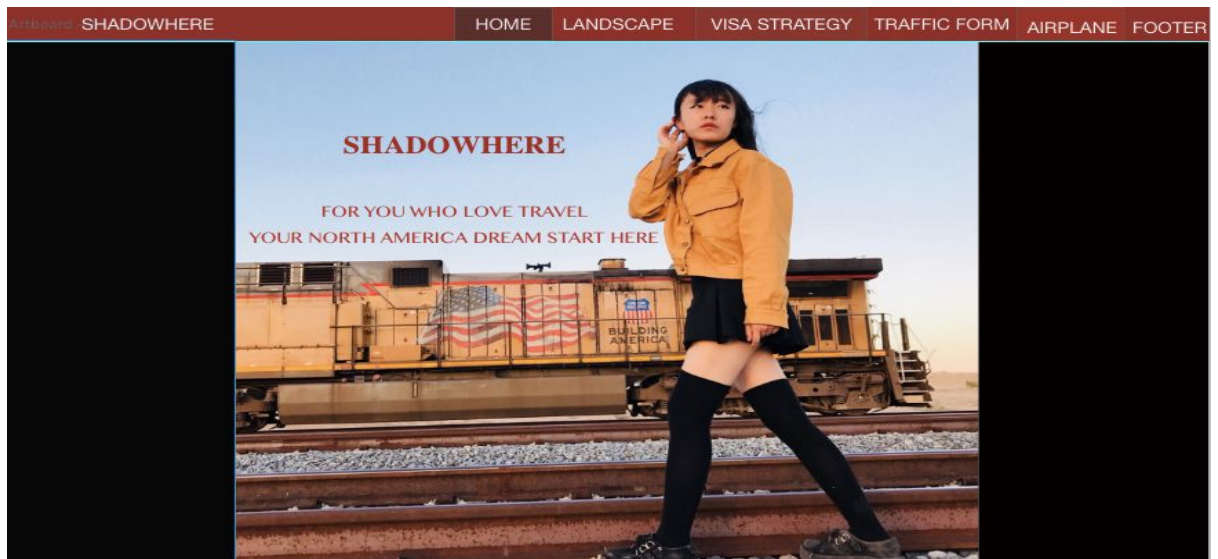
After I confirmed my topic and target audience, I start to think about the structure of my website, i.e. how many specific steps do they need to actualize a travel plan. The structure of a website should base on users' journey, therefore, I recall the circumstances every time I make a travel plan from five elements why, when, where, what, how. Why travel? Because the world is big! I should go somewhere to have a look! Imagine every time a holiday is coming, you want to waste time in the dorm while peers are play outside and have fun? NO! This is the intention to open my website. When travel? of course when a holiday is coming, Thanksgiving and spring break are two peak times. After clarify why and when before they browse, my websites formally start with "where", as a javascript map with twenty-three markers and an outline form of fourteen recommend cities on the home page. Next for "what", what specific place I will go and what specific activity I am gonna do in such a city? the corresponded part on my web is landscapes. Lastly, for "how", it is a most annoying part, before are all imagination, however for how, you should think of the path, i.e. the visa strategy; the traffic, i.e. self-drive, bus, or airplane; the tickets, i.e. the comparison of the airline companies. Therefore, after analyzing the journey of make a travel plane from why, when, where, what, and how, my sitemap was designed as PIC 3.



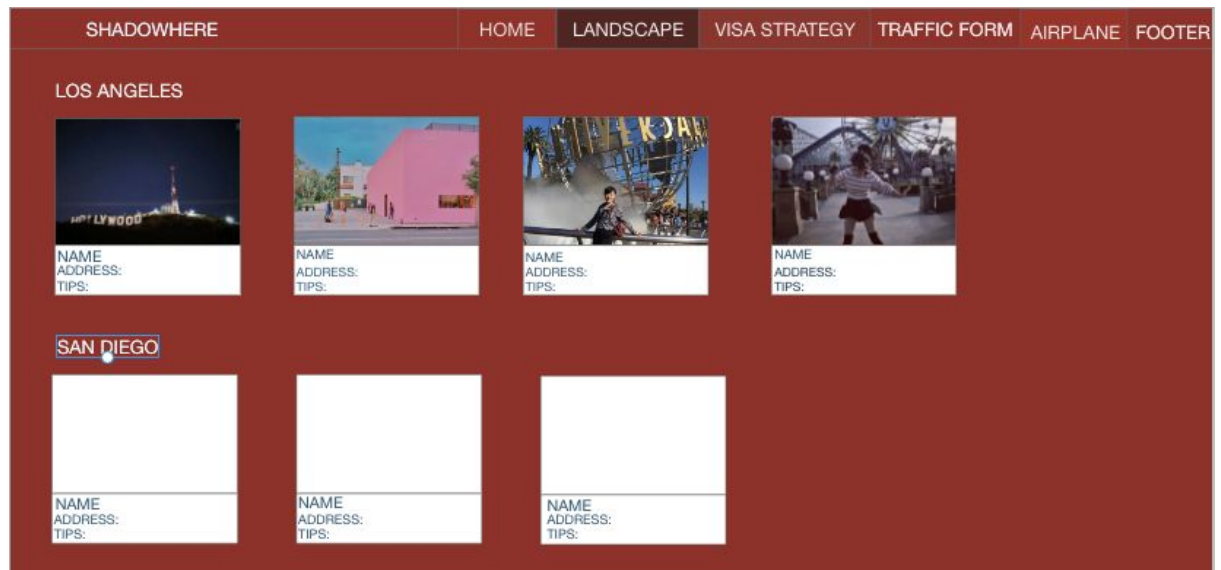
Skeleton

After the sitemap has been set up, I need a wireframe to embody the content. In other words, the wireframe is the layout design, therefore, I will use some of the knowledge from Micheal's class to write this part. I set a fixed navigation bar on the top, which is obvious and easy to guide them. Then, it has a big attractive picture that I took in America with myself inside, as it works to impress the audience in the first view to motivate them to continue to browse my web. The big picture contains my brand name, and a short description to let the audience know what is my website about. the content of the big picture is also discussable, as it expresses a feeling of self-esteem or freedom, the same as the meaning of travel because travel is a high-class topic that has symbolic value. Also, on the homepage, I will put a javascript map with 34 city markers, to establish an overview of the scale that my website cover. also, the map is a responsive part that interacts with the viewer. When they put the mouse on each marker, it will show the pictures of that city and click it with a link to the Wikipedia webpage, which makes them feel engaged. Additionally, the last part on the homepage is an embed Airtable with brief information of 14 core cities, the purpose is to list the city in an outline, also works as a self profile of me because all the pictures in the Airtable

are my selfies. It may push the audience to increase the audiences' willingness to create their own profiles like mine, therefore, motivate the audience to continue to browse my website.



To actualize what to do of the travel plan, I design the next navigation to be city tour, I list the scenic spots by cities, and attached my personal suggestions, simply designed like the part of the below picture, total of fourteen rows.



For the visa strategy, I design to embed an Airtable that shows steps and types.

SHADOWHERE

HOME






LANDSCAPE

VISA STRATEGY

TRAFFIC FORM

AIRPLANE

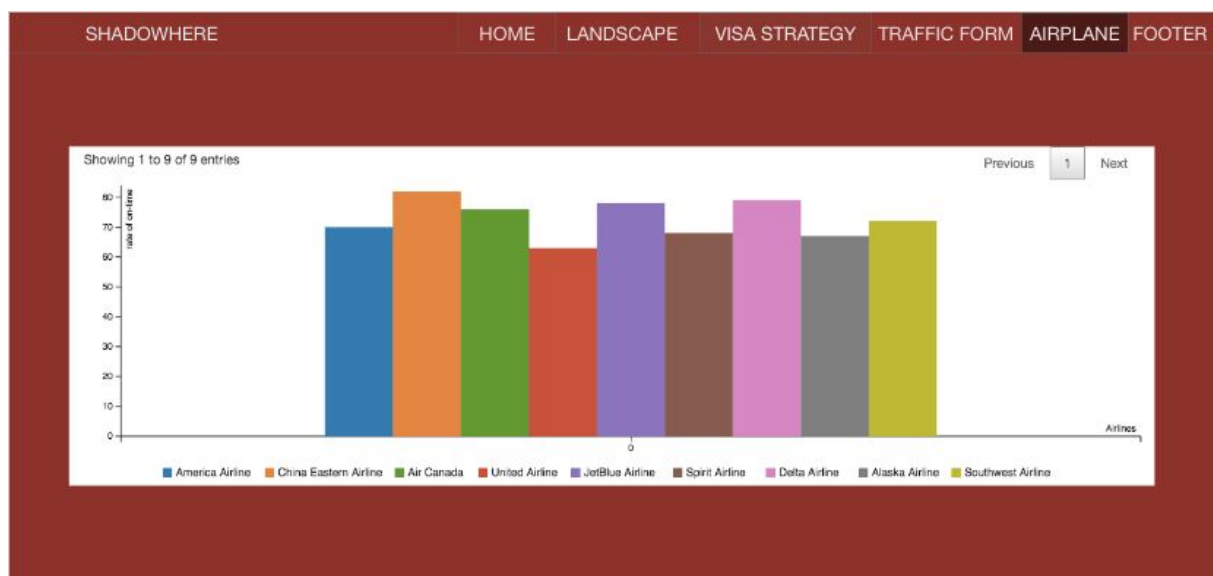
FOOTER

<input type="checkbox"/>	<input type="checkbox"/> A Name	<input type="checkbox"/> travel VISA needed?	<input type="checkbox"/> A location to get it	<input type="checkbox"/> Notes	<input type="checkbox"/> Attachments	<input type="checkbox"/> A period time allowed	<input type="checkbox"/> Visit times allowed
1	From China to The U.S.	Yes	Beijing, Shanghai, Guangzhou	apply the visa at lease 2 ...		10 years tourism (usually)...	Multiple
2	From U.S. to Canada	Yes	LA, Seattle, New York	apply the visa at least 2 ...		0.5-10 years, depends on...	Single Multiple
3	From China to Canada	Yes	Beijing, Shanghai, Guangdong	apply the visa at least 2m...		0.5-10 years usually, max ...	Single Multiple
4	From U.S. to Cuba	Yes	New York, Miami, Havana	no beforehand preparatio...		7 days once	Single
<input type="checkbox"/>	<input checked="" type="checkbox"/> From China to Cube	Yes	Beijing, Havans	no beforehand preparatio...		7 days once	Single

For traffic form, I also design to embed an Airtable for some nearby cities that can take various transportations and explain the details.

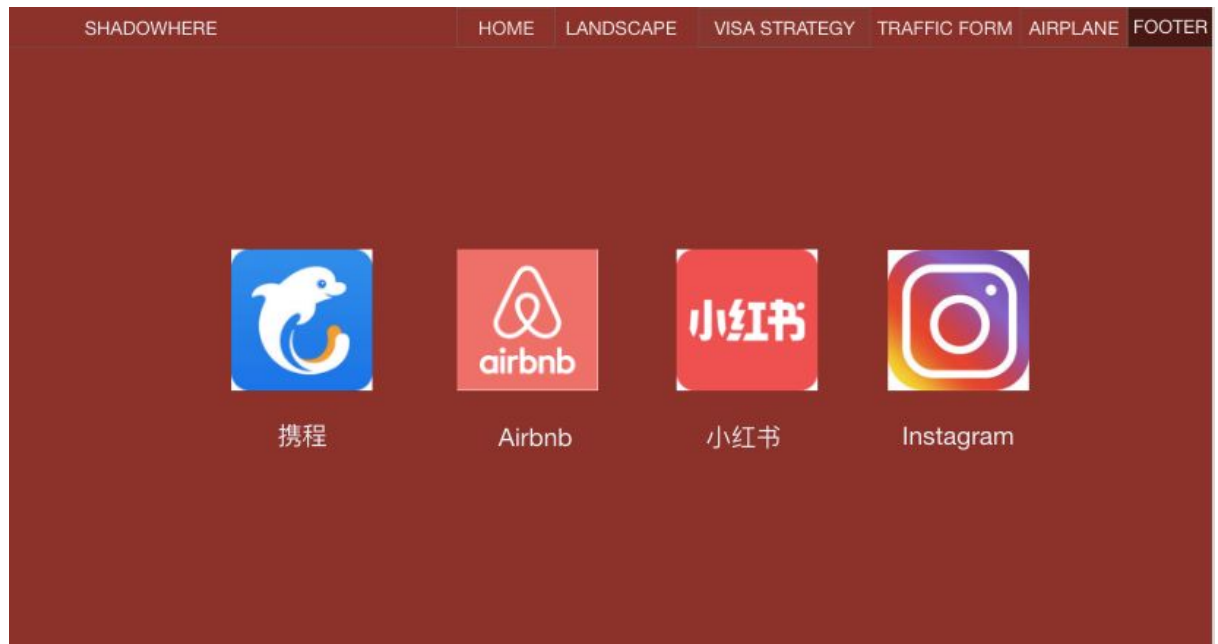
SHADOWHERE	HOME	LANDSCAPE	VISA STRATEGY	TRAFFIC FORM	AIRPLANE	FOOTER
checkbox	Name	Traffic form	Time peri...	notes	North American travel cities	
1	LA to LV	CAR	4-4.5 hrs		Las Vegas	
2	LA to SD	CAR	1-1.5hrs		San Diego	
3	LA to SF	CAR	6-6.5hrs		San Francisco/San Jose Los Angeles	
4	NYC to Philly	BUS	1.5-2hrs		New York Philly	
5	Miami to Orlando	CAR	3.5-4hrs		Miami Orlando	
6	Seattle to Vancouver	CAR	4hrs	Bring your visa and line up for checking at the border	Vancouver	
+						

Next, is a button for Airplane, because it is the main transportation form among city to cities among North America, and some air companies may be strange for Chinese people, therefore, I design to list nine popular air companies with researched data and my personal experience for viewers to choose, as the simplified layout shows below. In this part, I also design to input a JSON chart to show the technique that I have learned from the class.



Lastly, the footer is designed to get some brand links that can supplement the purpose of my website, as these applications are all matured that have the oligopoly market in their

field. Specifically, these applications are to solve the problem of buying air tickets, getting accommodation, showing more pictures, and giving more life tips. I designed them to be clickable images.



Usability Test

After I have done my wireframe and prototype, I want to know whether my design guides the audience very well. Usability is the term that describes how easy is the web to use the features that users need and want. As I am not the target of this product, the response of users is very important. As we learn from the class that the sample size is best to be five, therefore, I randomly asked five of my classmates to help me to do this test. The context was during the break time of class, so the atmosphere was casual and comfortable. My prototype has printed a total of four pages. Before they take the test, I explained to them that just go read the paper like browsing the web page and feel free to say whatever they think about. Typically, I designed five questions to guide their browse. As shown in the table.

QUESTIONS & PARTICIPANTS	1	2	3	4	5
What do you think this webpage about when you firstly see the homepage	travel				
In what sequence when you check about the city tour page?	left to right first, then top to down	top to down first to see what cities you specifically introduce	left to right to see what scenic spots it has	top to down to see how many cities	top to down
Do you feel clear about the function of each buttons on the navigation bar when you firstly see them?	yes	yes	confuse about "city tour"	confuse about "traffic"	yes
What do you think is the best part of this page	the js map	the visa strategy because it is practical	the chart	the chart	the map
how do you think of the text and picture balance	good	good	good	good	yes
Which part you think can be improve	the visa strategy because she only need to know how can get there from China, so	the traffic suggestion part, this guy suggest me to change the table form to search form.	nothing	good	good

	path not start from china for her is useless				
--	--	--	--	--	--

As shown in the table that five subjects all gave me usable feedbacks. First, they all figured out what is my website about, which is travel. The second question is about my core part of the web, which is the city tour. Two of them browse from left to right and three of them browse from top to down as one explains the reason is she want to know which cities I introduce first. For the third question, I wonder how my navigation bar works, as to whether the name of each button has a clear meaning or understandable. therefore, they two of them point out that city tour is a little ambiguous and suggest me to change to landscape or scenic spots; also, for traffic and airplane, one is confusing that airplane should be one of the traffic, so I may change the “traffic” to “traffic form suggestion”. The fourth question is their favorite part, they love the chart and map, which are two JSON functions, at the same time, they like the two grid table less as they think it is hard to read than the image part. The fifth question is how was the text and picture balance, and I am very glad they all think it is good. The last question is an open question, just to give me some improvement suggestions. One

user said the visa strategy is useless for her as she only needs to know how to get a visa from China to each country, however, in my opinion, she is not my target audience. My target audience is people who are staying or will stay in North America for a long while, so the start point has a high possibility to be in the U.S. instead of China. Another suggestion is to change the table form of traffic suggestion to search form as people often come with their start and destination already, it will lose their time to read the whole table to find their tour plan. I think the second suggestion is constructive.

A/B Testing

After finishing the website editing, I need to get the performance of my design. the tools I use are Google Analytics and Google Optimize. I set two goals, they are:

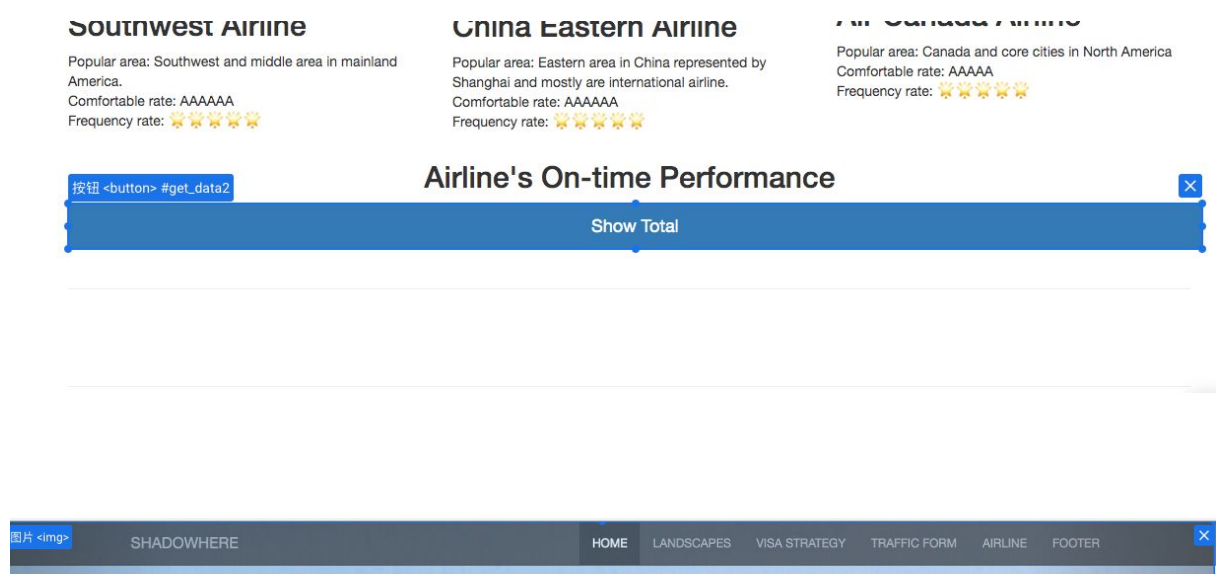
1. the duration of staying in the Landscapes page
2. times of clicking the visa strategy.

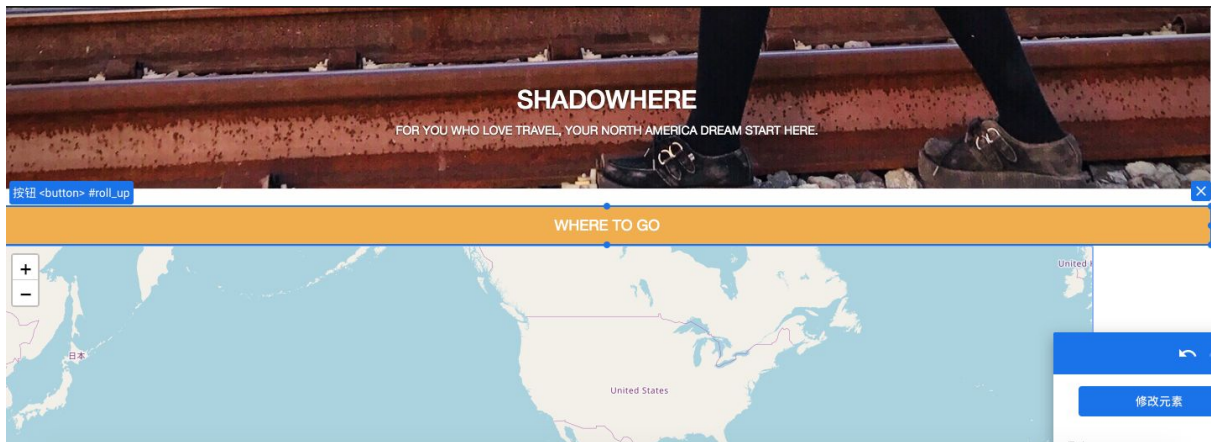
The reason why I set these two goals are the Landscapes page is the page that has the most contents, the duration of staying that pages can measure how attractive my website is.

Similarly, the visa strategy is the first step to actualize the travel plan, if the audience clicks this button, it implies they are willing to get my suggestions.

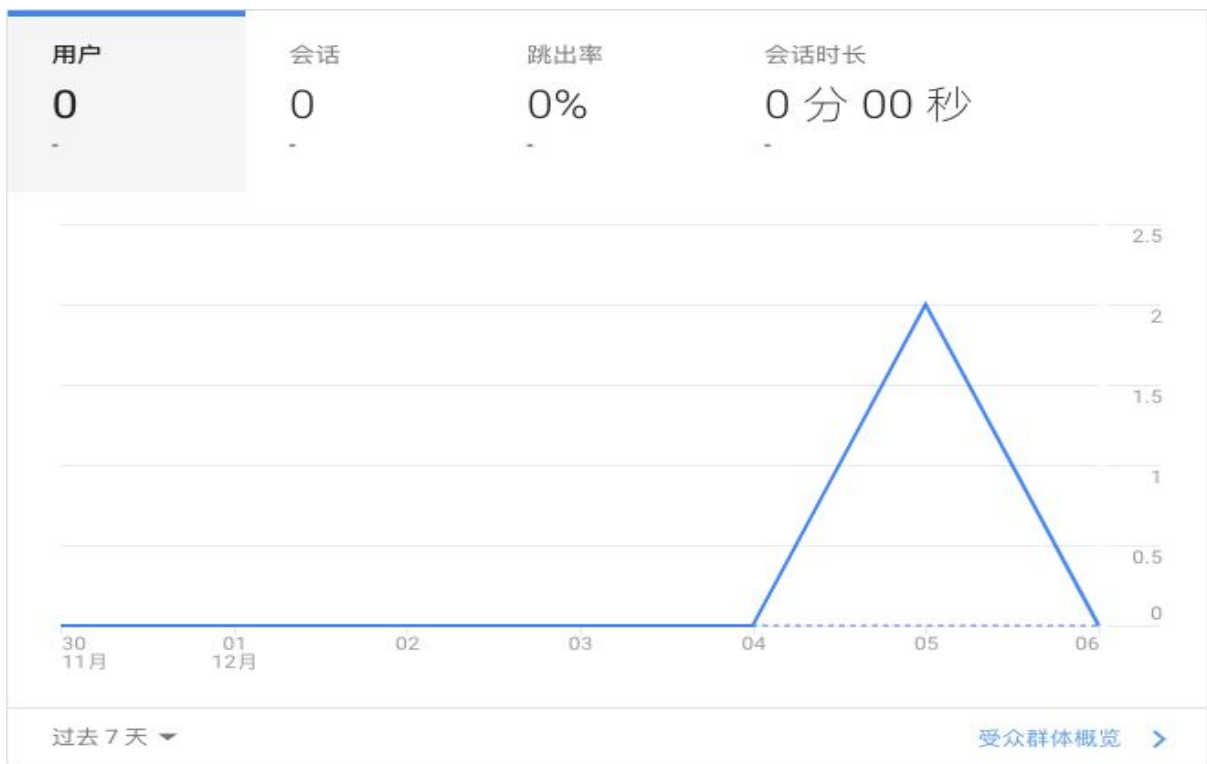
For A/B testing, I set a few changes in the variant website, I felt it is similar to Pingendo that you can directly click one part of the element in the website and change its attributes.

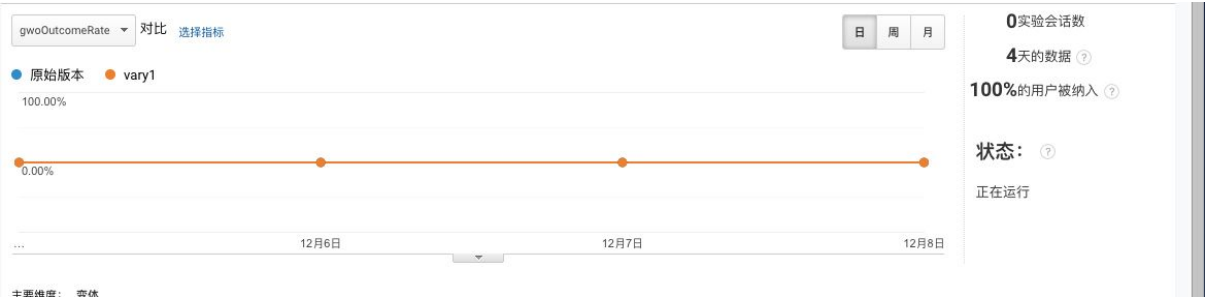
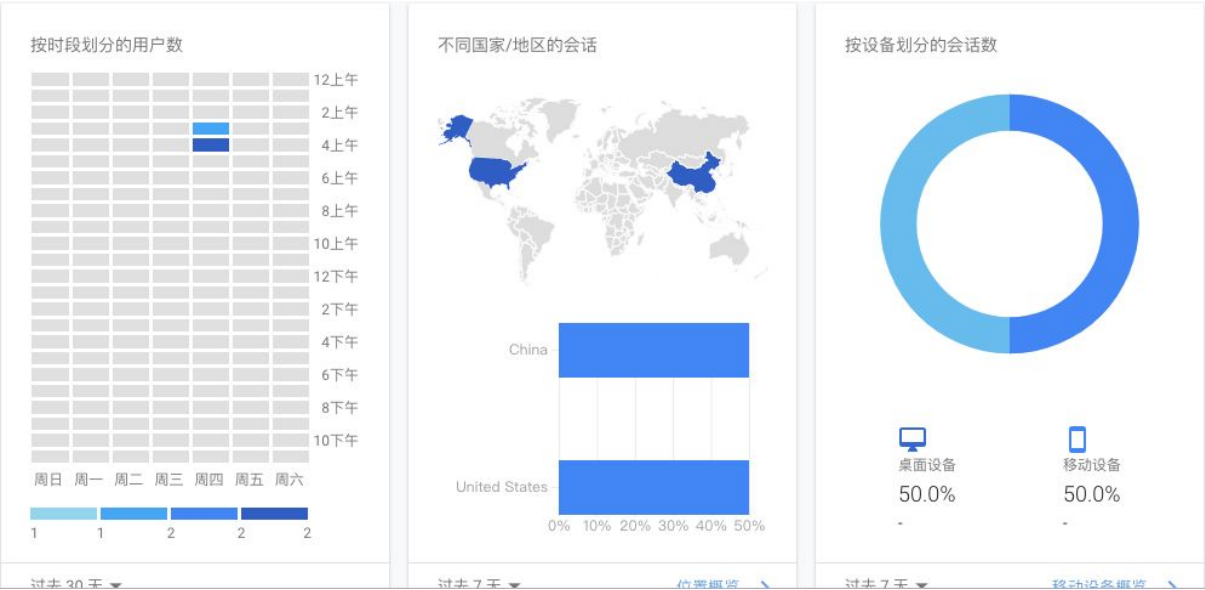
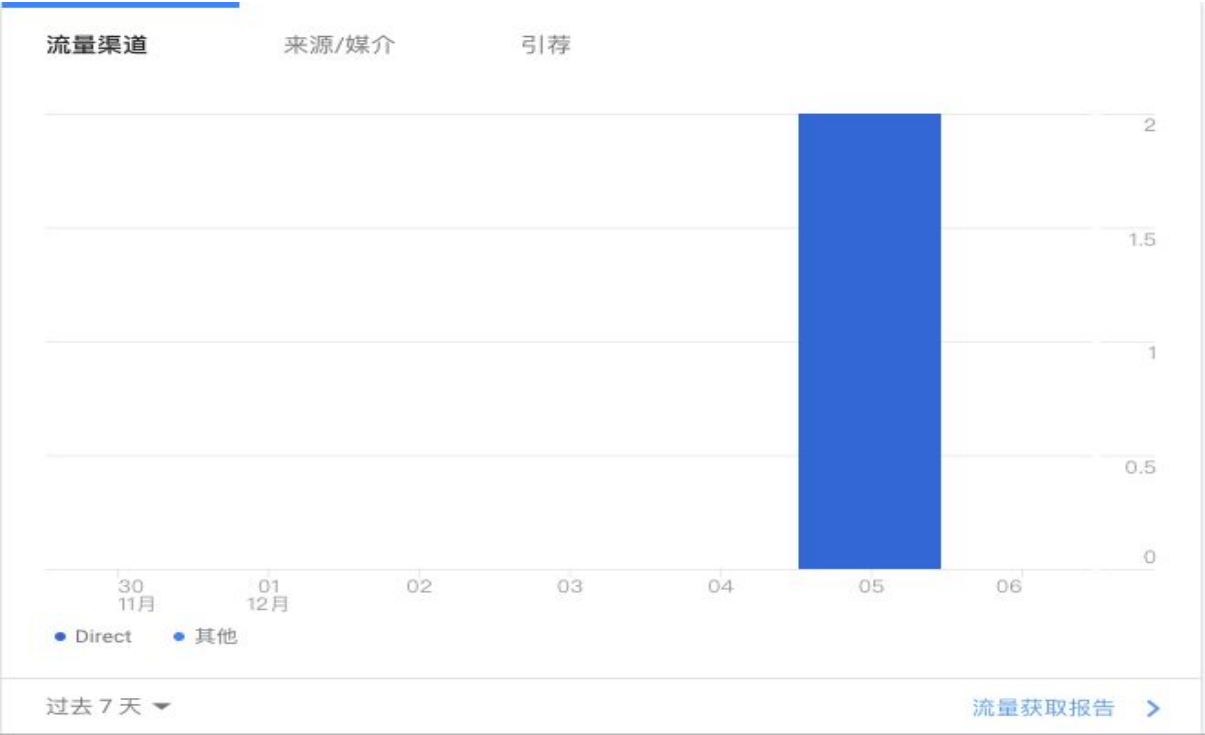
Specifically, I did three changes below:





However, after finishing all the steps of using Google Analytics and Google Optimize, and asking my friends to browse my website link, I did not get ideal data after it has been running for four days, the data outcome until now is like below:





I only get two visitors' data after they have run for four days. Although I cannot analyze any characteristic based on the data I collected so far, I had known how these two websites work as tools to help me do further data analysis of new media products.

In conclusion, I faced so many detail problems behind the running websites, such as the first time I set the javascript map by using JSON and Airtable, the markers did not come out, at that moment I was so annoying as I cannot figure out where did the problem exist. I refreshed a few times later and check the code for many times, the markers appeared but only four, instead of all. I was so confused about that phenomenon. However, just a few days later, I turn on my laptop and open the website, as usual, all the markers appeared, I was speechless about that. The process of learning coding is really challenging, but I feel proud after surviving this semester and appreciate Professor Bernard. more about my thoughts about this class will be in my self-reflection paper.