

# Proposal: Photography in HK

HUANG Shuqi 1155155806

## Problem statement:

(1) For user:

How might we help photography enthusiasts from mainland studying or traveling in Hong Kong to collect the required information to complete the shooting plan in Hong Kong, so that they can be well prepared for taking pictures and learn more about Hong Kong and its local culture.

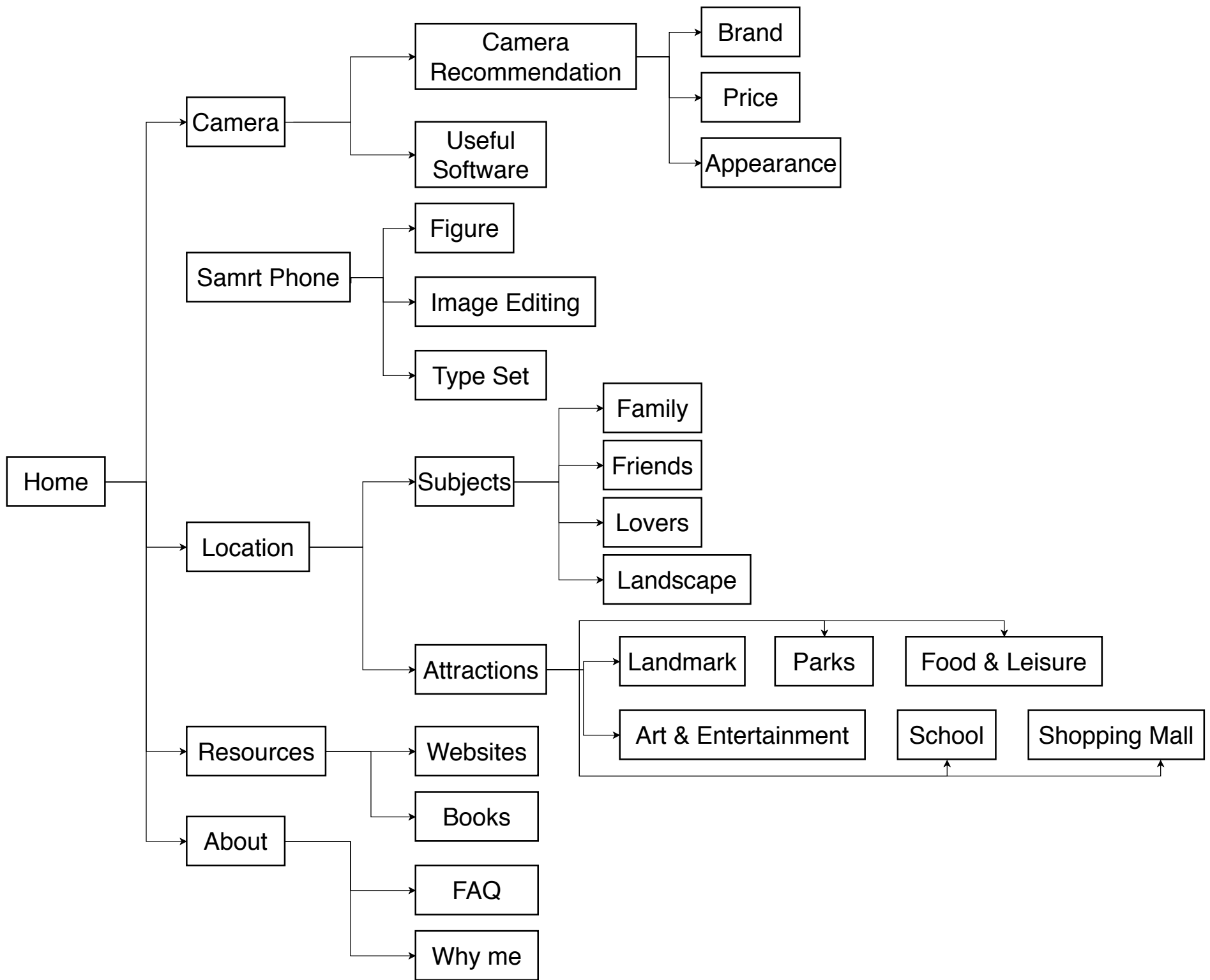
(2) For web producer:

How might we help people from mainland who like photography and come to Hong Kong for studying or traveling, and help them acquire the required information to complete their journey and the shooting plan, so that this web producer can learn more about topics and interest of photographers, expand the scope of influence and social networks.

## Pain points:

- ✓ Conduct research on cameras or other shooting equipment.
- ✓ Download some applications in smart phone for photo taking.
- ✓ Search for some easy and useful books or websites to learn how to take and process photo well.
- ✓ Choose a favorite shooting location.
- ✓ Choose different suitable scenes for traveling with family and friends.
- ✓ Check the weather, traffic, and accommodation before the travelling.
- ✓ Contact the website producer for more personalized recommendations or suggestions.

# Information Architecture



# Customer Journey Map

**Attractions**

Search for Hong Kong-related attractions and choose your favorite location.

**Smart Phone**

Install related software.

**Computer**

Provide some learning resources for beautifying pictures in the later stage of learning, including websites, books, etc.

**Home**

Collect device information and prepare a suitable camera or mobile phone.

Check the weather, traffic and accommodation in Hong Kong.

**Devices**

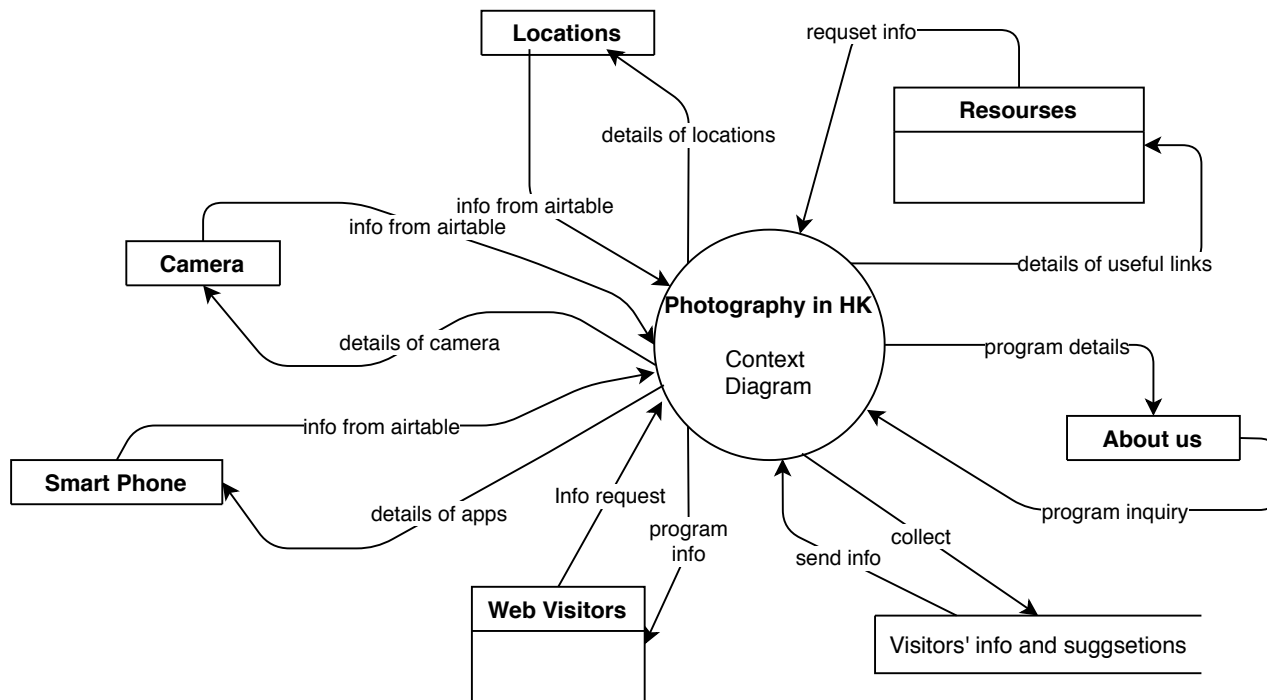
**Applications**

**Travel to HK**

**Preparation**

**Process pictures**

# Dataflow Diagram: Context (Level 0)



# Entity-relationship diagram

