

杭城散步地圖

“Hanging around in Hangzhou”

BIAN XIANJING 1155160742

Instructions

Where can we go except shopping malls?

- I've never explored Hangzhou even though I lived there for more than 18 years. I didn't I realize hanging around in the city could be such an exciting thing before I moved to Taipei which fascinated me with her unique street views. When visiting a new district, I explore the stores around the corner, snacks in the small alley...There are always surprises waiting for me. Fortunately, in social media, more and more mainlanders are also starting to do so .
- It's time for me to organize a map and discover the best streets to hang around in Hangzhou!

Persona

文藝青年

Name	ZHUANG	Hobbies	Watching Movies, Reading, Photography
career	Student & Office Staff	Free Time Schedule	Reading and Writing, Hanging around
Age	24	Purpose on citywalk	To find something new in the city, To take pictures,To seek inspiration for creative writing
Sex	Male	Ways to plan a walk trip	Asking People (mainly) , Internet Searching Engine, Hanging Around with No Purpose
Education	Postgraduate	Transportation	Bus, Underground, Bike

Persona

散步新人

Name	XIE	Hobbies	Watching Movies, Listening to Music
career	Student & Travel Blogger	Free Time Schedule	Seeing Exhibtion and Museum
Age	20	Purpose on citywalk	To see what's around main activities to pass time(e.g. what's around the museum), To find something new in the city,
Sex	Female	Ways to plan a walk trip	Mafengwo, Xiaohongshu, Wechat Offical Accounts, Asking people,
Education	Undergraduate	Transportation	Bus(main), Underground

Persona

中年職員

Name	LI	Hobbies	Photography, Traveling
Career	Office Staff	Free Time Schedule	Playing with Dogs, Reading, Watching TV
Age	51	Purpose on citywalk	To take wonderful photos, To check in (打卡)
Sex	Female	Ways to plan a walk trip	Own experience , Wechat Offical Account ,Dazhongdianping,Tourzj
Education	Secondary	Transportation	Cars (main), Underground

Persona

外地旅行者

Name	WAN&TANG	Hobbies	Traveling, Watching Movie
career	Student	Free Time Schedule	Go Shopping, Hanging around,Go Hiking
Age	22	Purpose on citywalk	To travel together, To check in (打卡) and take selfies , To see the city culture of Hangzhou and unique architectures,To eat local food
Sex	Female	Ways to plan a walk trip	Xiaohongshu, Dazhongdianping, Weibo, Map Apps
Education	Postgraduate	Transportation	Underground, Bus, Taxi

Journey map

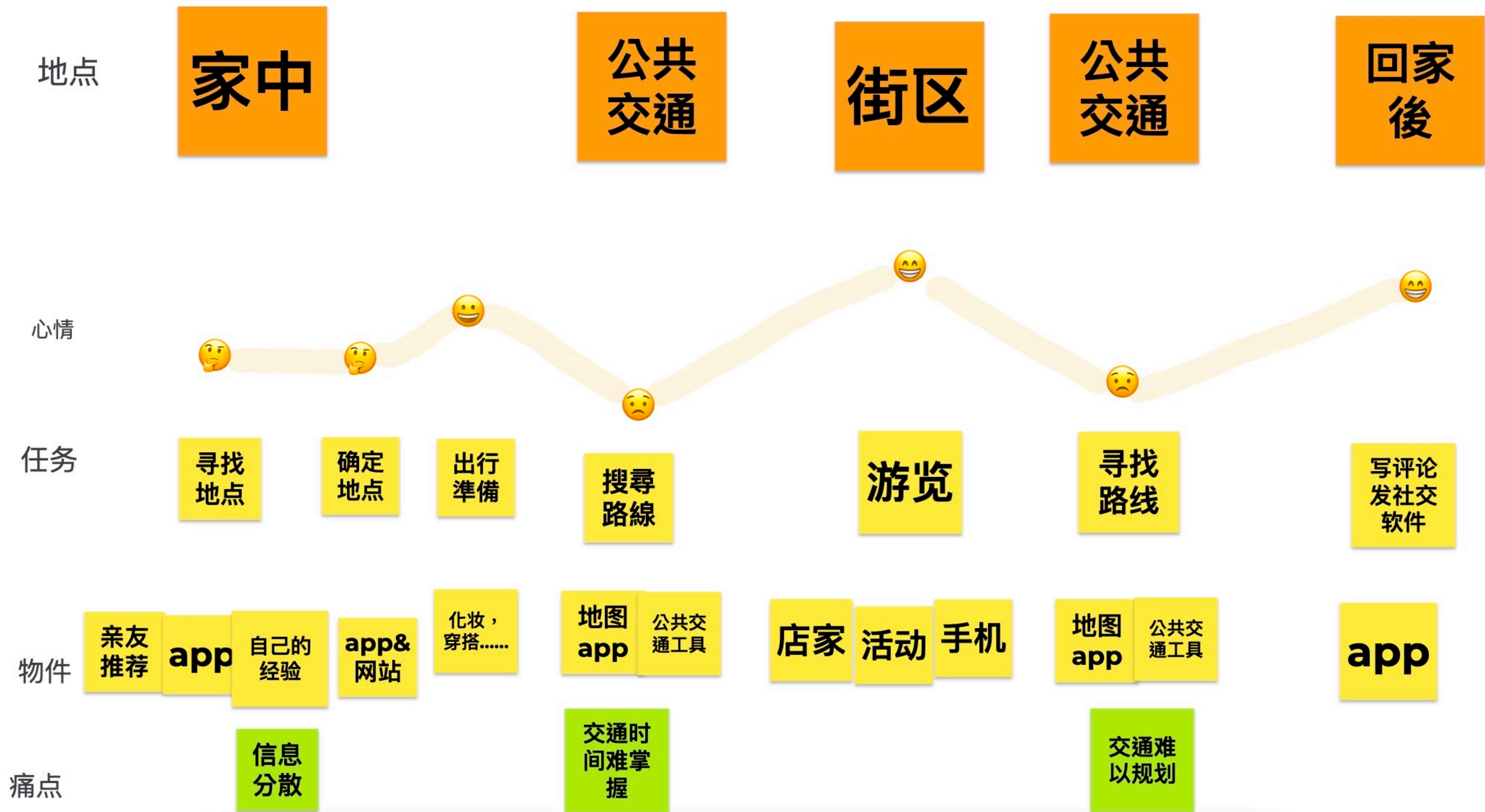
of Qi(“professoir in city-walk”)

- Qi is an expert in "hanging around" and has many recommendations for newcomers to explore Hangzhou. She is very likely to represent a bunch of our potential users -- "the professionals". She has her own process on planning a city walk, and this can help me learn better on users' needs.
- But even as experienced as her, there are still many difficulties in trips to overcome. I think this can be the pain points for everyone.

Persona

杭城資深散步愛好者

Name	QI	Hobbies	Tandian（探店）
career	Student	Free Time Schedule	Taking a walk in the City, Watching Movies
Age	22	Purpose on citywalk	To shopping, To eat food, To find something new in the city, To check in
Sex	Female	Ways to plan a walk trip	Xiaohongshu, Weibo, Own Experience
Education	Postgraduate	Transportation	Bus, Underground, Unusual means of transportation such as boat,



Define Problem Statement

The Problem of QI

- How might we make an experienced city-walk lover(who) address the problem of planning different types of trips in the city and get full arrangement of the traveling plans especially of transportations (what) to achieve the goal of relaxing herself while finding something new in the city(why)?

Story Map



Card Sorting

尋找
信息

关注杭州旅行
公众号推荐

在微博
搜索关键字

查看携程，
马蜂窝等旅
游网站

查看大
众点评的
评价

询问
亲友

在小红书浏
览同城内容

查看路
線相關

查找公
共交通
路线

查找骑
车/开车
路线

查看具
体地点
的信息

确定街区，
把想要拜访
的地方加入
愿望清单

準備

提前
预约

查看
天气

整理
背包

准备
相机

化妆
穿搭

找停
车场

发呆

遊玩

参观
建筑

观看
展览

拍照

購物

探店
打卡

吃美
食

更新社
交媒體

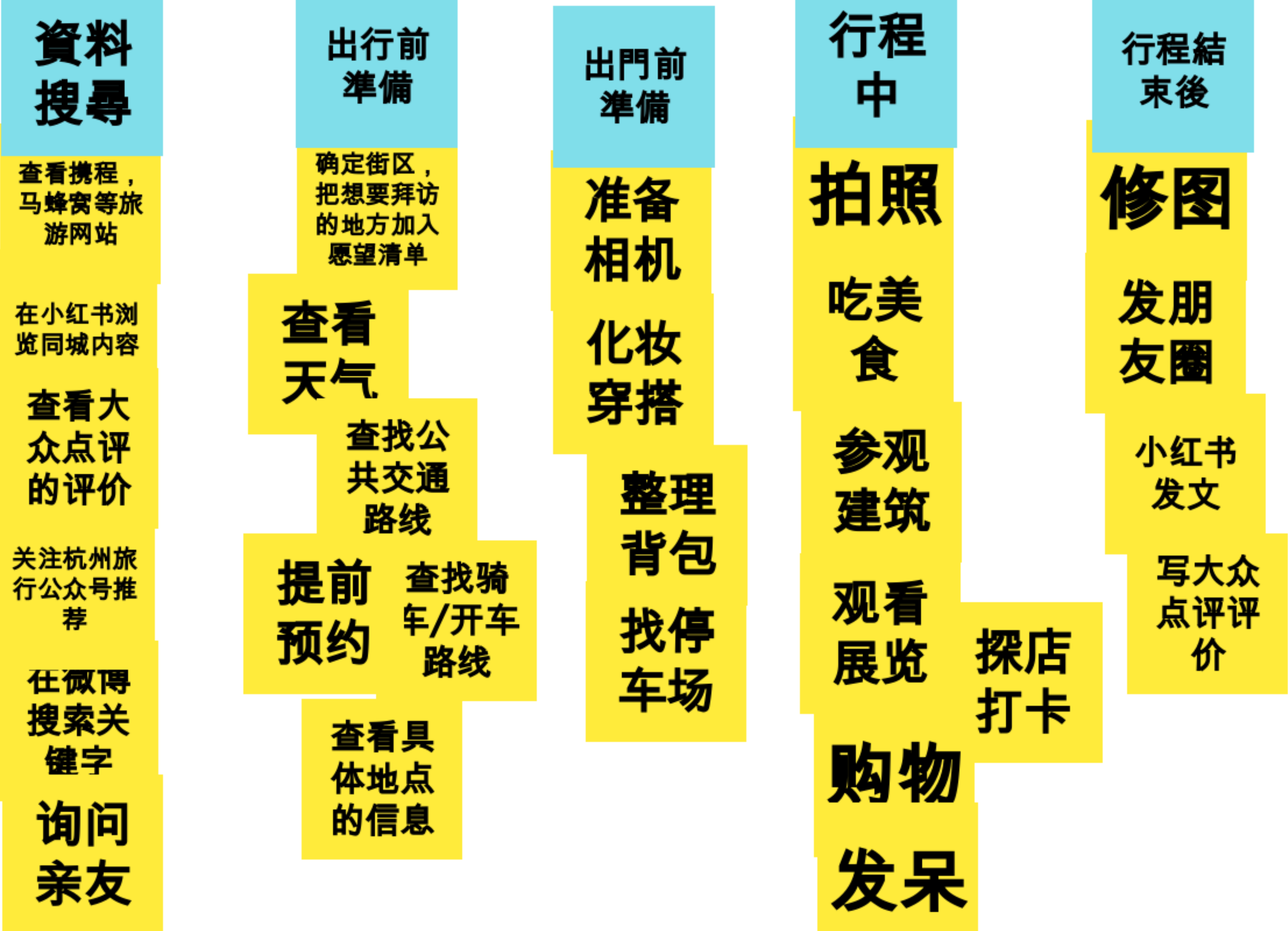
修图

发朋
友圈

写大众
点评评
价

小红书
发文

Card Sorting

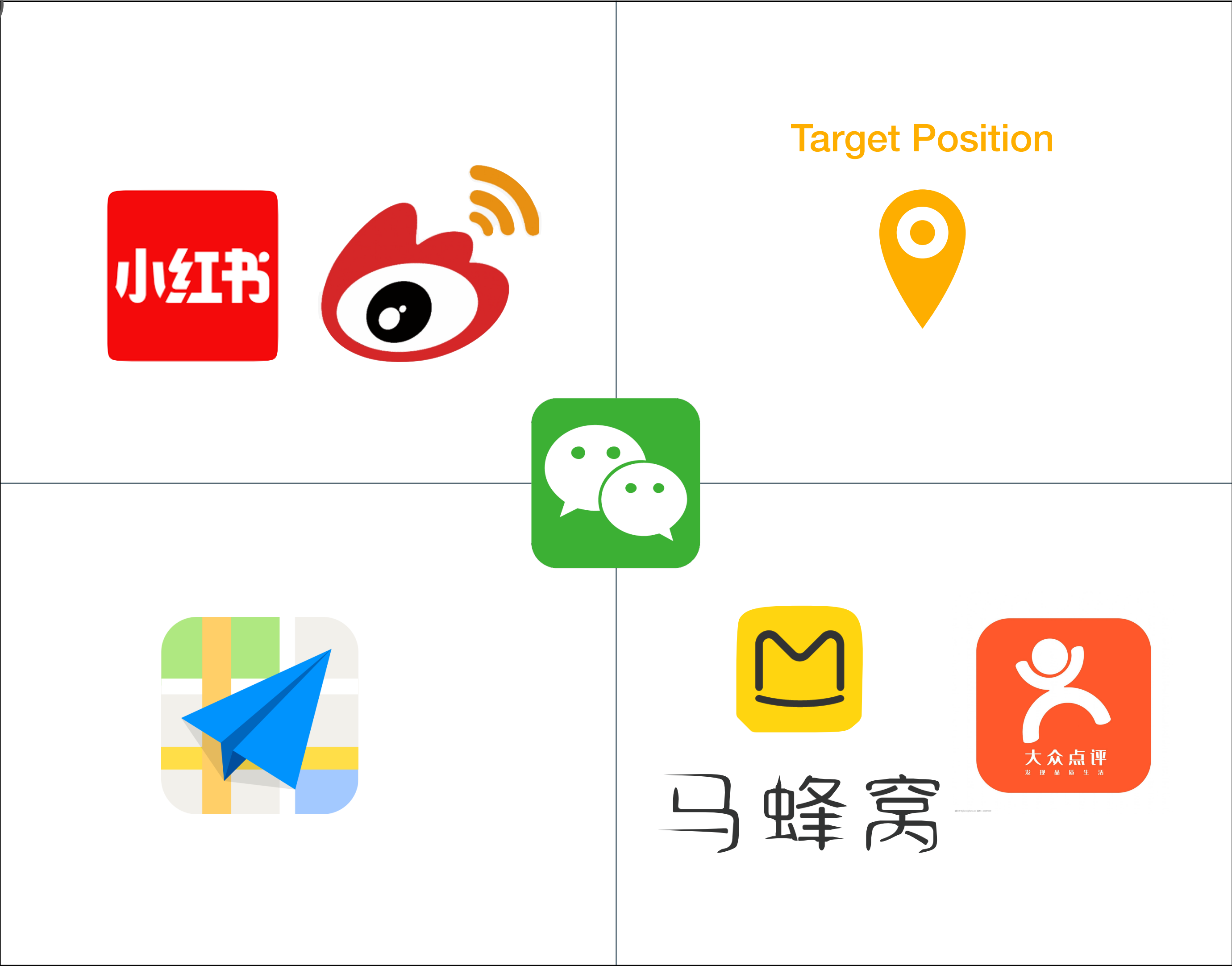


Card Sorting



Position Map

in-depth travel
(深度探索)



Comprehensive information for organization
(全面的旅游信息)

Appendix

Question List for Interview

- BEFORE:
 - 1.怎么决定今天去哪里？（特点？景点？）
 - 2.会使用什么app来帮助你做决定呢？
 - 3.会用什么交通方式呢？
 - 4.出门前会做一些其他的准备吗？（e.g.带什么东西）
- DURING:
 - 5.你的行程一般包含哪些内容？（e.g.下午茶，拍照）
- AFTER:
 - 6.你期待在每次行程中得到什么？
 - 7.你在行程结束后会如何分享这次旅程？
 - 8.在行程中遇到过什么困难？