Problem Set #7

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Problem Statement

Based on the research, in order to plan a “perfect” trip, the users usually need to seek information from more than twenty travel websites, travel blogs, or travel articles. Which wastes plenty of time on plan a trip that can meet the needs of users. My website plans to provide every detailed information and suggestions for each place. By identifying the categories of each place, the users can plan their unique trip based on their interests. Users are allowed to check the address, telephone number, basic introduction from the website.

Persona

Ken and his girlfriend Jenny are 23 years old. They just became office works from college students. They decide to come to Shenzhen for their vacation. Ken loves theme parks and Jenny loves the beach and taking photos.

Pain Points

* Only one big category for all the tourist attractions
* Outdated information
* Time-consuming tasks

Needs

By using the website find out the place they are interested in.

Objective

Bounces will be the primary objective that I want to optimize.

**Competitor**

“Qunar”



<https://travel.qunar.com/p-cs300118-shenzhen-jingd>

**Participants**

The five participants who do not live in Shenzhen. They all have stable relationships. They were asked to finish the tasks.

**Dashboard**

图片包含 表格

描述已自动生成

**Usability Satisfaction**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Completion | Error rate | Time | Attitude Score |
| Sihao Liu |  | 2 times | 1min21s | 3 |
| Tianjiao Li |  | 2 times | 1min39s | 2 |
| Hui Zeng |  | 0 time | 1min8s | 4 |
| Hongcheng Guo |  | 1 time | 1min11s | 3 |
| Xinlan Zhang |  | 1 time | 58s | 4 |

Scale from 1 (very bad) to 5 (very good)

Average score: 3.2 (slightly above average)

Findings:

* + The participants know how to use the website.
  + The metro navigation bar is outdated. Only four line is provided by the website.
  + The name navigation bar only contains 30 places.
  + Participants need go through the navigation bar several times in order to find the place they want to go.