

# Report

## Problem background

Hong Kong movies accompany the growth of generations of Chinese people and become an intriguing reason to visit Hong Kong. As a Hong Kong movie fan, I am always wondering where to find the most accurate information of film locations and how to plan a trip as quickly as possible.

Usually, Hong Kong movie fans need to use search engines to get the location information. And then they will browse some travel apps to find other necessary information to make trip plans, like transportation, accommodation, and surrounding environment. Making a plan of HK movie tour seems like a big project, which is really draining and unpredictable.

Therefore, I would like to build a new website for those people who come to Hong Kong for movies. I'm going to integrate all the relative information and make the website clear enough. When people browse the website, they can easily get the information of film locations, along with other Itinerary information, and then enjoy a wonderful HK movie tour!

The main persona type of target users are young people who live in mainland China and love HK movies. This group is chosen because it covers more people than the others. Most people are just curious about these scenes and want to experience the atmosphere of the movie. Also, since this website is made for Chinese people, young people are always more interested in finding film locations in China.

## Requirements

### Function Requirements

1. A search function: users can search film name / region / location type / name of director or actor to find location names and get specific address.
2. Integrate film locations information and other trip related information to help users plan the route.
3. Comment area: users can share photos and comments after the trip and interact with other users.
4. Map function: show specific locations of scenes and recommended routes on the map; users can mark the location and create their own custom maps.
5. Recommended features: Recommend hotels, restaurants, shops to users; show

fun activities provided by merchants.

## Information Requirements

### 1. Information for finding film locations

- Place names in real life; district ; real pictures ; corresponding movie scenes ; brief introduction of each location.
- A panoramic map of all the film locations ; An area map for each film location.

### 2. Information for planning a trip

- Recommended routes ; recommended accommodation area ; recommended mode of transportation.
- Map of each recommended route.
- Comments posted by others users also have high reference value.

### 3. Information for visiting film locations

- Subway station nearby ; bus station nearby ; recommended means of transport ; weather condition; tourist attractions and fun activities nearby; recommended restaurants; shopping advice; suggested tour time

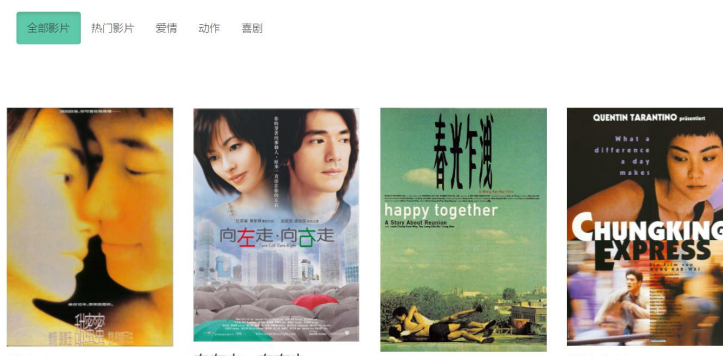
## Design

### Appearance

This website makes the use of different elements of film arts and tries to achieve the balance between aesthetic and functional. The primary is green, which is easy to be visible. The banner pictures on each page are all related to films, like film stills, in order to attract HK movie fans. Most of the texts are black or white to make the information clear and articulate.

### Function

The website provides two way for users to find Hong Kong movie locations. Firstly, you could find specific locations by the name of movies. After you click on the “movie” button on the menu, you will enter a page which involves different kinds of Hong Kong. You can choose the film type to select the films you like and go to the lower-level page.



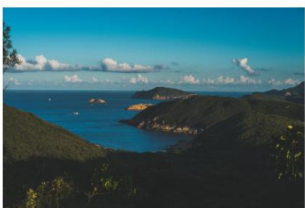
On the page of each film, users could find the information of all the locations that have appeared in the film. Real pictures, corresponding movie scenes, address and brief introduction are available. These information may cater to our target users.

Another way to find movie locations is that users can choose on specific area in Hong Kong, such as Tsim Sha tsui. They can find some popular movie locations in this district. This could bring lots of convenience to users. For example, many tourists may book the hotel in hot regions and they have a need to know the locations nearby.



热门取景地

去看看最受影迷欢迎的取景地吧！



西贡

在风光旖旎的海滩发生过什么动人的故事？



尖沙咀

弥敦道走十遍。

After finding the locations, users are supposed to obtain other related information to plan a route. Usually they will use some trip apps like Xiecheng or Mafengwo and integrate all the information to create a route by themselves. This takes them a lot of time. So this website provides several completed routes for users. They don't need to make any efforts but just follow the routes.

The brief introduction of each route and the included movie locations is provided. Users can also find some practical information in the side bar, including recommended hotels, recommended restaurants. This area is built for business where merchants could settle the advertisements. Another area built to make profits is the "latest events" page. You could find the link on the homepage. This page will provide some fun activities launched by shops and merchants can release their campaigns by themselves.

## On Tour 24小时

如果你只有宝贵的一天时间来探索港片中的取景地，那么不妨从尖沙咀开始你的旅程，然后穿过维港到达繁华迷人的港岛。在探访最著名的取景地之时，还可感受最具香港风情的景致。

### 第一站：重庆大厦

// 《重庆森林》  
香港九龙尖沙咀弥敦道36-44号

重庆大厦（英语：Chungking Mansions），位于香港九龙尖沙咀弥敦道36-44号，毗邻么地道金城假日酒店，18层高的重庆大厦汇聚来自亚非各国的商人、劳工和各国的背包旅客，是全球化的缩影。虽然大厦最早建立的目的是为了居住，但现在由平价酒店、商店等其他服务业使用。大厦特殊的氛围常与已拆除的九龙寨城做对比。重庆大厦建于1961年，最初主要由华人居住。现在经常会被当成香港少数族裔聚集地，以咖喱餐馆、旅店、纱丽服装店和外汇兑换处为特点。具体有东南亚人、尼泊尔人、巴基斯坦人、孟加拉人、中东人、尼日利亚人、欧洲人、美国人、以及其他来自世界各地的旅客。CNN 的 Peter Shadbolt 将其称为“非官方非洲驻香港办事处”。



### 周边景点

#### 星光大道

香港九龙油尖旺区尖沙咀东部的尖沙咀海滨花园

星光大道是为了表扬香港电影业界的杰出人士的特色景点，仿效美国好莱坞星光大道建造，杰出电影工作者的芳名与掌印均镶嵌在经过特别制作的纪念牌匾上，依据年代及次排列在星光大道上。目前，星光大道可以容纳1000块纪念牌匾

#### 香港文化中心

Last but not least, after users successfully logging in, they can have access to the “map” page. This map mark all the movie locations in HK mentioned in this website which is easy for users to observe.



## Evaluation

### Usability test

I have tested 5 target users who are big fans of HK movies and wish to visit Hong Kong movie locations. They appreciate the topic of this website. Someone mentions that if movie fans go on a trip to Hong Kong, visiting movie locations is definitely in their wish lists. And they all give praise to the appearance of the website. They think it creates the atmosphere of HK movies and caters to the movie fans.

They think the website sections are distinct. It is easy for them to find information according to different kinds of needs. Some of them appreciate the function of routes which provides information of recommended routes and popular regions. It can help them make trip plans more quickly.

In the meantime, the users all give several useful advice. One user think that although it seems comprehensive to offer many functions, but this website can also focus on one or two main functions that are used more frequently. Also, some users suggest that i should design a mobile version for this website which can attract more people to browse. And some users think it is necessary to add “contact” section to help users have connection with designers.

## Interview records



网站的页面做的很精致，提供的路线规划功能也很实用，植入的地图查找起来比较方便，整体上完成度很高。



评价：1. 网页在手机上看到的格式有所改变，比如首页的图片变小，不知道有没有什么办法解决。2. 首页有个浮标“Made with Pingendo Free”有些遮盖文字。



网页的设计很有复古的港风，契合主题，很吸引我，如果是一个香港电影爱好者来到香港，一定会考虑用这个网站，因为打卡是电影爱好者必做的事情。根据热门电影、导演、取景地和路线来划分考虑了多种用户的需求，可以集中在某一两个大家最常用的功能上深度挖掘，做成不管是对于电影入门爱好者还是资深影评人都实用的网站~



1. 网站分类全面简约，访问者可以快速查找到所需内容；  
2. 网站整体风格协调，各组成部分在内容和风格上相互呼应，使访问者拥有视觉上和心理上的连贯；  
3. 同一页面上各板块分区明确，使访问者一目了然；  
4. 页面通过虚实和色彩对比达到和谐的效果，使设计富有生气；  
5. 建议增加“联系我们”板块，方便与网站设计者更好地沟通。



模块分区清晰简洁，能够很便捷地根据不同需求查找相关信息，第一次使用就能够轻松上手。界面设计非常美观，经典的电影场景插图让人一下子就沉浸在港片的氛围中，哪怕不带目的地浏览也让人感到放松享受。最喜欢的是路线板块，为游客提供了推荐路线和热门区域作为参考，这种半DIY模式对我很有帮助，便于我在规划自己行程的过程中查漏补缺，非常实用。

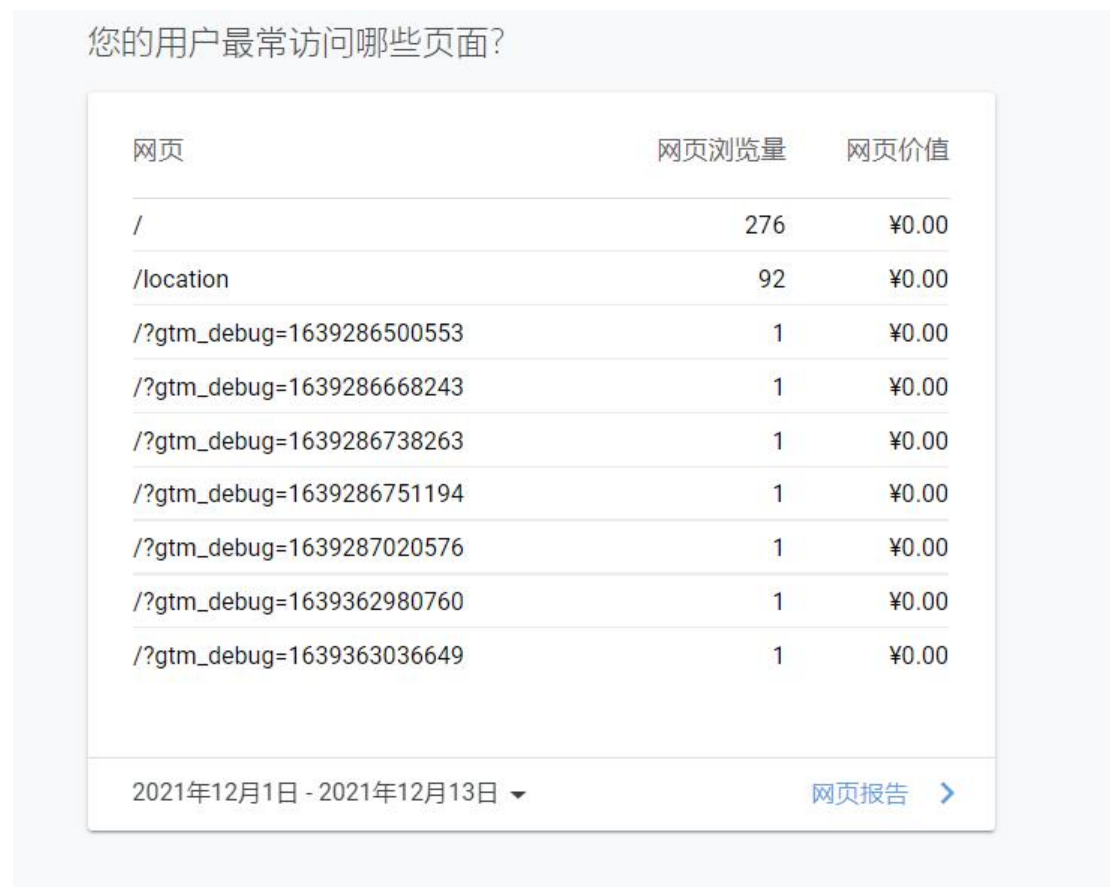
## AB test

I create 3 events to conduct the AB test. The first event is to click “all locations” button. It is designed to test if the button is easy to be found as many users have a need of browsing all locations provided by the website. The second event is to click “log in” button. Now there are two functions that are log in required, map and comment. I want to test if the functions is useful enough to test users. The third event is to click “map” button, aiming to test the degree of demand of map function.

According to the results provided by Google Analytics, about 40 users have visited the website and result in 70 sessions. The bounce rate is around 40% and each session lasts about 9 seconds.



The “location” page is the most visited page. This may indicate that most of the users think this page has direct connection with film locations. Users also prefer to click image links according to the results.



There are 10 sessions related to the three events in total, 4 for event1 and 2, 2 for event3. Not more than 20% of users notice these three buttons and click them. Since the “location” is most visited, it seems easy for users to find “all locations” button. And few users will click “map” function on the menu and it may be better to settle the maps in each section instead of mark all the locations in the map page. And more log in required functions are required to added to attract users.



## **Recommendation**

In conclusion, the topic of this website is feasible as there exists no platforms which combine the function of finding movie locations and making trip plans. To make this website more competitive, i am supposed to focus on the “location” and “film” function and enrich the database. And search function must be added in the future to make this website more convenient. Actually, most of the users are used to finding information of movie locations by searching the films, regions or directors.

Also, according to the results of the tests, the map function is not so attractive in this prototype. If this website can create an area for users to DIY their own maps, it may improve the interactivity of this website.

In order to make the website sustainable, more functions related to business are required to apply. Now i create two areas for merchants to make advertisements. Maybe i can add a specific page or area for merchants on the menu after this website obtains enough traffic in the future.

## **Appendix**

The prototype is made by Pingendo.

Data is scraped from Douban, Mocation, Baidu Map, Google Map, Leaflet.