

## Introduction

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!

## Persona types

- 1) Young people who live in mainland China and love HK movies.
- 2) Students who major in Film.
- 3) Film workers who want to find inspiration.

I choose type 1) because it covers more people than the other two. 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.

<p><b>Name:</b> Emily</p> <p><b>Age:</b> 25</p> <p><b>Sex:</b> Female</p> <p><b>Education:</b> Undergraduate</p> <p><b>Profession:</b> White-collar worker</p> <p><b>Lifestyle:</b> Work a nine-to-five job, relax by appreciating art works and travelling</p> <p><b>Travel preference:</b> Make trip plans on her own, prefer personalized travel modes</p>	<p><b>APP usage preference:</b> Prefer mainland mobile-phone applications</p> <p><b>Hobbies:</b> Appreciating movies, especially HK movies; Listening to band music; Travelling during the holiday</p> <p><b>Life goal:</b> Explore the world, find herself and live a happy and meaningful life</p> <p><b>Travel expectation:</b> Visit film locations in real life and imagine herself in the romantic film scenes</p>
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## Problem Statement

How might we make a young HK movie fan who live in mainland China address the problem of getting accurate information quickly to make a reasonable trip plan of visiting HK movie locations so that she can save time and energy and have a wonderful movie tour in HK?

Journey Map

Emily Female, 25 White-collar worker	Work a nine-to-five job	Look forward to enjoy a trip during the holiday	Like watching films, especially HK films at weekends	Prefer personalized travel modes	Familiar with travel apps	Hope to find the film locations and feel the atmosphere of the film	Want to explore the world and live a meaningful life		
CONTEXT	At home			In HK			At home		
TASK	Search for the informaion of film locations	Determine the places to go	Book tickets and accomodation	plan a route	Check the weather and traffic	Visit the location	Have dinner nearby	Return home	Share photos and reviews with friends
ARTIFACT	Search engines	Recommendation from other netizen on social media apps	Travel apps	Map apps	Weather & Map apps	Signages	Dining apps & local people's advice	HK International Airport	Social Media apps

**Find film  
locations**

**Make a  
trip  
plan**

**Visit film  
locations**

**Comment**

# Story Map

**search to  
find place  
names in  
real life**

**plan a  
route**

**information of  
means of  
transport**

**post  
photos  
and  
reviews**

**get  
specific  
location  
address**

**choose the  
mode of  
transportation**

**brief  
introduction  
of this  
location**

**post  
suggestions  
on the  
website**

**mark the  
location  
on the  
map**

**choose  
accomodation**

**fun  
activities  
nearby**

**interact  
with other  
users**

**restaurants  
nearby**

地區  
Region

電影  
Film

推薦路綫  
Recommended  
route

旅行必備信息  
Necessary  
Information

地點類型  
Location  
Type

地圖  
Map

新界 New  
Territories

港島 Hong  
Kong  
Island

九龍  
Kowloon

恐怖片  
Horror  
film

喜劇片  
Comedy

文藝片  
Art  
film

游記  
Travel  
notes

熱門電影  
Popular  
films

動作片  
Action  
film

短評 Short  
comment

經典港片五  
日游 5-day  
HK movie  
tour

許鞍華電影  
之旅 Ann  
Hui movie  
tour

經典港片三  
日游 3-day  
HK movie  
tour

周星馳電影之旅  
Stephen Chow  
movie tour

王家衛電影之旅  
Wong Kar-Wai  
movie tour

交通  
Traffic

住宿  
Accomodation

注意事項  
Precautions

熱門地點  
Popular  
locations

街道  
Street

書店  
Bookshop

餐廳  
Resturant

酒店  
Hotel

我的定制地  
圖 My  
custom  
map

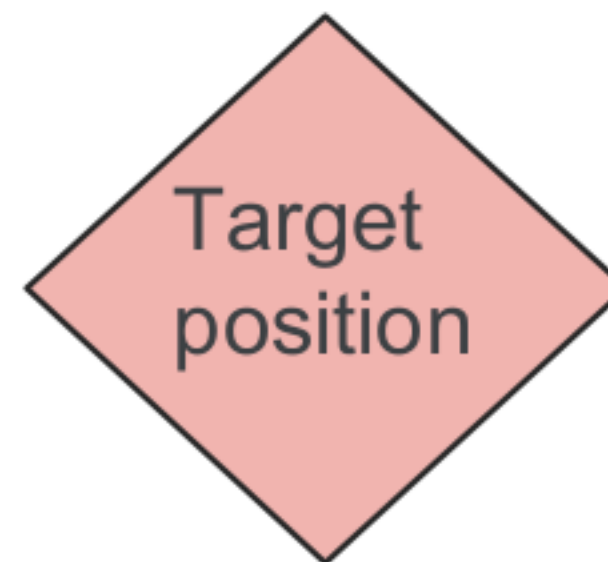
全部取景地  
Map of all  
the film  
locations

# Positioning Map

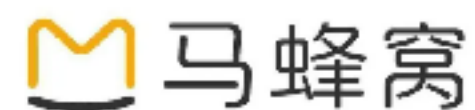
find film  
locations



片场



知乎



make trip plans