Assignment 8

Name: Yang Mingyan (1155161584)

The website is about the information of Tabaehondai 放題資訊網. It is a website for people to browse the information about Hong Kong Tabaehondai restaurants, purchasing products that related to Tabaehondai, exchanging comments and searching for jobs in the Tabaehondai industry. According to my research on the main competitor *OpenRice*, I found that they don’t have a special column for Tabaehondai restaurants. Since the development of Tabaehondai restaurant in Hong Kong become more diverse, Tabaehondai need to be separated from other cuisine so that people can be more convenient in choosing restaurants. In the past, Tabaehondai only refers to Japanese restaurants because the name and concept are from Japan. However, in the current market, Korean barbeque, Korean fired chicken, Vegetarian or Yum-cha restaurants also provide Tabaehondai services. Therefore, a website that include all types of Tabaehondai restaurant is needed.

In my website, I provide three main parts which are “放題專區”, ”會員專屬” and “招聘專區”. Users can browse the information of restaurant in “放題專區”, for example, the cuisine, location and price, to choose the most suitable restaurant for their gathering. The website also provides booking function which would lead users to the official page of the restaurant. In the ”會員專屬” part, the website provides “商城” and “會員討論區”. In “商城”, users can purchase Tabaehondai-related products, such as the barbeque sauces, semi-finished food from Tabaehondai restaurant. Users can also share their comment and exchange information about the restaurant in “會員討論區”. The “招聘專區” is an additional page for users and restaurant to apply or post job information.

In the usability test, the website and mobile version are provided for 5 participants to demonstrate the use of the website. Participants need to perform few tasks, such as member registration, restaurant reservation, job application, product purchase and post comment. The objective of the test is to prove that the website is suitable for people who are using this website to book restaurant or browsing other information about Tabaehondai. The 5 participants are all young people who love dinning outside. The results shows that the functions that provided by the website is useful and clear which can lead them to the correct procedure. But some of the design is unclear which make them confuse, especially the redirection button.

For the website version, most of the participants agree that the design of website version is more user-friendly that mobile version because of larger space and more image. All of them are successful in browsing restaurant information, booking restaurant, register membership, and applying for a job. However, they all find it difficult to access the “商城” and “會員討論區” because it is under the ”會員專屬” column. They didn’t expect that ”會員專屬” would provide “商城” and “會員討論區”, so they will access each part of the navigation to try. The purpose of the design was to make “會員討論區” and “商城” only available for member in order to increase the number of registration of the website. However, it makes people confused because they don’t know there is a “商城” and “會員討論區” when they are browsing the main page of the website. Therefore, participant suggests that the “會員討論區” and “商城” need to be added to the navigation bar and open to all users. All website visitors can browse these two parts to get basic understanding about the function of the website. When visitor tried to purchase product or post comment, the website can lead them to the registration part to do member registration first. One participant suggests that in the restaurant information page, the website should add a redirection function to connect the address to google map, so that people can easily find the route. They also want a share function so that their can share the restaurant information to their friends. A research function is also necessary so that they can direct search the name of the restaurant. Some of them also reflects that the membership login function is not comprehensive because they want a user profile page to store their browsing record or save some favorite restaurant. One participant suggests that to combine the “聯絡我們” and “關於我們” into “About Us” so that the navigation bar can emphasis on the main functions of the website. Therefore, the main problems of the website is that the navigation bar is not clear, people can not find the 商城” and “會員討論區”. And more functions are needed to increase more social interaction for users.

For the mobile version, participants thinks that the menu bar is not user-friendly because it needs another page to show the navigation. They suggest that the navigation can be placed in the bottom of each page so that they can click directly to use other functions. They also think that the “商城” and “會員討論區” should be separated from the ”會員專屬” because they can’t find these two functions. One participant suggest that a shopping cart function is needed for both website and mobile version.

To conclude, the usability test shows that the design of the website needs to be improved to clearly instruct users to use the functions of the website. An obvious navigation bar , “商城” and “會員討論區” functions need to redesign to let users understand the services provided by the website.