

Assignment 8 : Site Map, Wireframe and Usability Study

Site Map

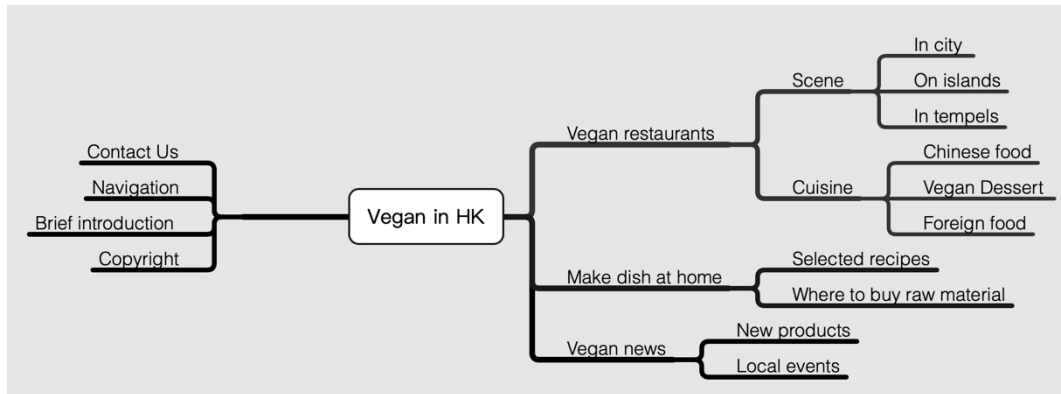


Figure 1 Site Map

With the mission of finding nice and fresh food for vegans in Hong Kong, this website mainly contains 3 functional parts:

1. Vegan restaurants (recommend vegan restaurants by scene and cuisine)
2. Make dish at home (recommend recipes with cooking tutorial videos and find local street markets for users)
3. Vegan news (list vegan new products and local events)

Wireframe

Though there're 2-3 veganism related websites in HK, most of them more focus on propagandizing the benefits of being vegan and veganism social movement. None of the existing websites indeed designed for finding vegan restaurants and tell people where to buy fresh fruit, vegetables and new vegan products such as omni-pork in HK. Thus, here comes the unique place of my website: After browsing, local vegans and vegan visitors in HK could quickly find vegan products to consume and enjoy.



Figure 1.1 Homepage



Figure 2.1 Vegan restaurants recommend (By Scene)

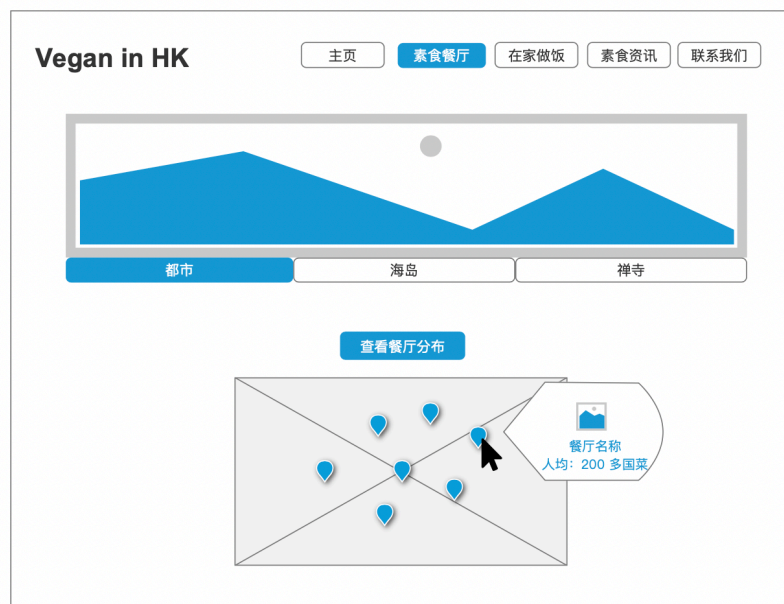


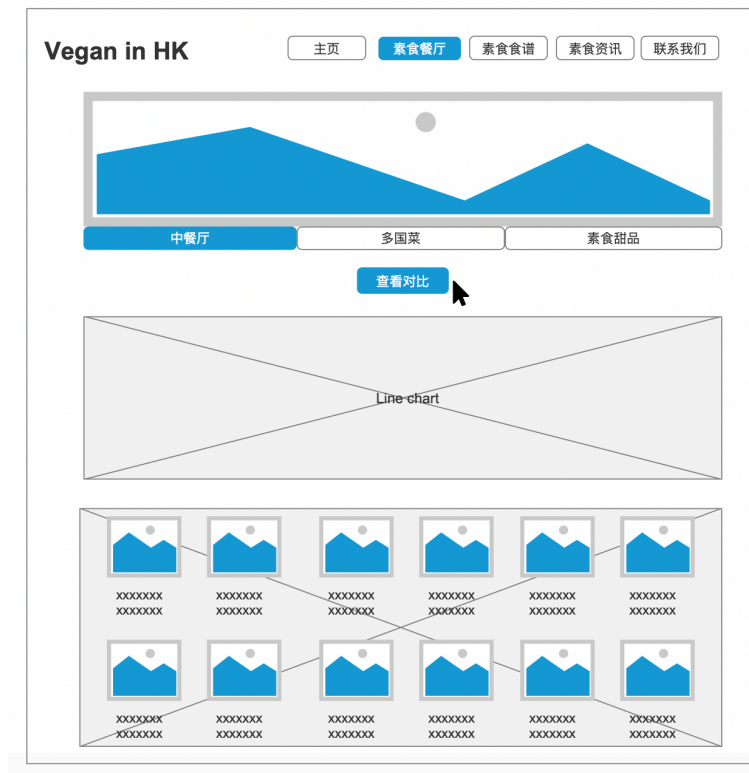
Figure 2.2 Vegan restaurants recommend (By Scene)
Map function



Figure 2.3 Vegan restaurants recommend (By Scene)
Map function-Details



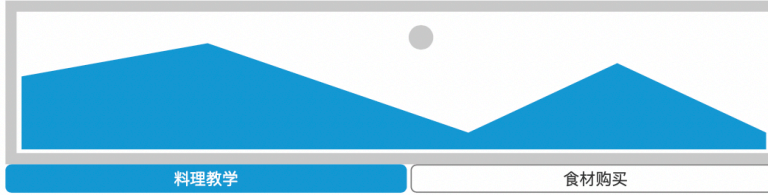
Figure 2.4 Vegan restaurants recommend (By Cuisine)



2.4 Vegan restaurants recommend (By Cuisine) Compare function



3.1 Make dish at home



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus pronin sapien nunc accuan eget.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus pronin sapien nunc accuan eget.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus pronin sapien nunc accuan eget.

3.2 Vegan dish tutorial

Video and details

素食资讯

为您推荐有趣的素食新产品以及线下本地活动。

[所有资讯](#)
[素食新品](#)
[本地活动](#)


产品名称
[购买地址/链接](#)



产品名称
[购买地址/链接](#)



产品名称
[购买地址/链接](#)



产品名称
[购买地址/链接](#)



产品名称
[购买地址/链接](#)



产品名称
[购买地址/链接](#)

4.1 Vegan news

Filter function

Usability Study

Usability Study

Stage	Questions	User 1	User 2	User 3	User 4	User 5
Homepage	What do you think this website is about?	Vegan restaurants introduce	Help vegan to find food in HK	Vegan food & life recommend	Help vegan to find food in HK	Help vegan to find food in HK
Navigation	Users first action on the website	Click "Homepage"	Click "Vegan restaurants recommend"	Click "Vegan news"	Scroll down	Click "Vegan restaurants recommend"
	In what sequence did user browse ?	From left to the right	From left to the right	Direct to Vegan news	From top to the bottom	Vegan restaurants recommend-Vegan news
After browsing	Is the function of each part clear?	Clear	Clear	Clear	Clear	Very clear
	Which part do you like best?	Vegan news (new product)	Food Map	Vegan news	Vegan restaurants-Scene block	Vegan news
	Is there anything confusing you?	After landing to the first page and clicking home page button, it's still the homepage.	Hard to tell the difference between "easy and fast " and "advanced" in recipes block; Confused with "Tempels" in Vegan restaurants-Scene block	Confused with "islands" in Vegan restaurants-Scene block	Confused with "islands" in Vegan restaurants-Scene block	Confused with "recipes", mistakenly think it's the recipe of restaurants
	Advice for improvement	Visual effects	Need a navigation presents details without click; Too much sub-sections;	A block illustrates the benefits of vegan diet; More details about the section "Vegan news"	Brand name should be in CN.	Add a brief overview of the current development of vegan food in HK; Add "supermarket" or "Street market" block, where vegan could find place to buy raw material.

5.1 Users feedback

In general, five users could understand the aim as well as main functions design of this website. The wireframe attached above has been revised partly according to the usability interview. Confusing messages in the navigation have been amended and details which users want to know more have been added to the vegan news block as well. However, there're still some quite intelligent advice awaits to be designed in the further improvement such as too much sub-section and a brief overview of the current development of vegans in HK.