

Assignment 3 (Due on 04 Oct)

Introduction (Step 1)

“Where is Peng Chau?” “What can I do in Peng Chau?” “Any recommendations on the places or foods on Peng Chau?” As a local resident who grew up on the island, I have been questioned many times in my life. Peng Chau has growing popularity especially after the pandemic. There are more and more visitors, new residents on the Island which bring in a rapid development on the island. Even though I am a local resident, I still find it difficult to answer when people ask me about those new restaurants, services etc. In this small island, information exchange is usually through human beings. There is usually little promotion on the newly open or developed services, restaurants, activities etc. Information is not usually up-to-date or public on the Internet. Therefore, it is always difficult to know the development unless you walk around the street all day. The diverse, duplicate, outdated or inaccurate information on the Internet may make it hard for me, as a local resident, and for visitors to decide which information is valid.

Persona Types(Step 3)

For this project, I have interviewed five interviewees.

Recording 1 - Jo

Recording 2 - Anna

Recording 3 - Anonymous

Recording 4 - Renees

Recording 5 - Dorothy

The five interviewees can be categorised into different persona types,

Jo and Dorothy are people who have been to Peng Chau

Anna and Anonymous Interviewee are people who have not been to Peng Chau

Renees is local residents on Peng Chau

Persona Chosen for journey map (Step 4)

I have chosen Dorothy's persona to work on in this assignment. I think that Dorothy represents the type of persona who has been to Peng Chau as she has been to Peng Chau out of her curiosity and to fulfill her lifestyle. Meanwhile, I would also like to work on a person who has a different role than me (visitor vs local resident) but shares the same problem as me. It will be interesting to understand their journey. Other than that, Dorothy also has a hobby of photography. Her persona and advice in the interview also come from the perspective of people who visit Peng Chau for its natural landscape and photography.

Problem Statement (Step 5)

How might we make people who have been to Peng Chau to address the problem of too diverse, inaccurate and outdated information about Peng Chau on the Internet to achieve the goal of better planning and experience for their next trip to Peng Chau?

Step 3

Persona 1 **Dorothy**

Lifestyle

- work on weekdays
- hangout during weekends
- Love Photography

Preference Activities for Hang outing in new places

- Outdoor Activities
- Enjoying Good Food
- Cultural Understanding/ Cultural Activities

Demographic

- Female
- Fresh Graduate
- Currently started full time job
- Living in Kowloon City

Preference of places to hangout

- with natural landscape good for photography
- like exploring new places

Preference channels to search for places' information

- Social Media Platform eg Facebook, Instagram
- Internet eg Blog, Google Search

Dorothy's

Journey Map

	Acknowledge Peng Chau	Considering to go	Pre-Trip Planning	During the trip	Post-Trip
Context	Home	Home	Home	Peng Chau	Home
Emotion	Curious	Struggle	Excited and looing forwards	Enjoying but little disappointed	Satisfied
Artifacts	Social media	Internet and social media	Internet, Blogs, Social Media	Public transport, Camera, money, internet	Public transport, Social Media
Solution to pain	Try to search for more basic information	Search for attractions	More researches to be done on the time-management and route	Looks for alternative restaurants and places to go	Recommendation to friends and sharing on personal social media platforms

**Acknowledge
Peng Chau**

**Examining
Peng Chau**

**Decide
to go**

**Planning
for a trip**

**At the
trip**

Post-trip

**Browse
the
Internet**

Basic
information
on Tourism
Board

Trying to see
the lifestyle of
local residents
on Facebook

**Add to
to-go
list**

Transportation

**Ferry
schedule**

Look for
alternative
activities

**Planning
to re-visit**

Exposure to
the name on
social media

Activities
available on
different
social media
platforms

People's
sharing on
different blogs

comparison
with other
places on the
to-go list

Commuting
time

**Estimate
cost for
the trip**

Look for
alternative
restaurants on
openrice

Recommendation to
friends

**Bloggers'
sharing**

**Photos of
the place
on
Instagram**

Visitor
Attractions on
trip.com

Finding friend
who want to
go together

**Find out
the peak
hour**

**Check the
weather**

**Share the
photo on
social
media**

trying to look
for the History
and Culture

**Find
out the
route**

Details and
booking for
each activities

Story Map
(Step 6)

Reasons to visit

Basic information

Lifestyle

History

Photos of the place

Culture

comparison with other places on the to-go list

Research

Visitor Attractions

Activities available

Details and booking for each activities

Find out the route

Check the weather

Look for restaurants

Planning

Transportation

Ferry schedule

Commuting time

Estimate cost for the trip

Find out the peak hour

Post-trip sharing

Recommendation to friends

Share the photo on social media

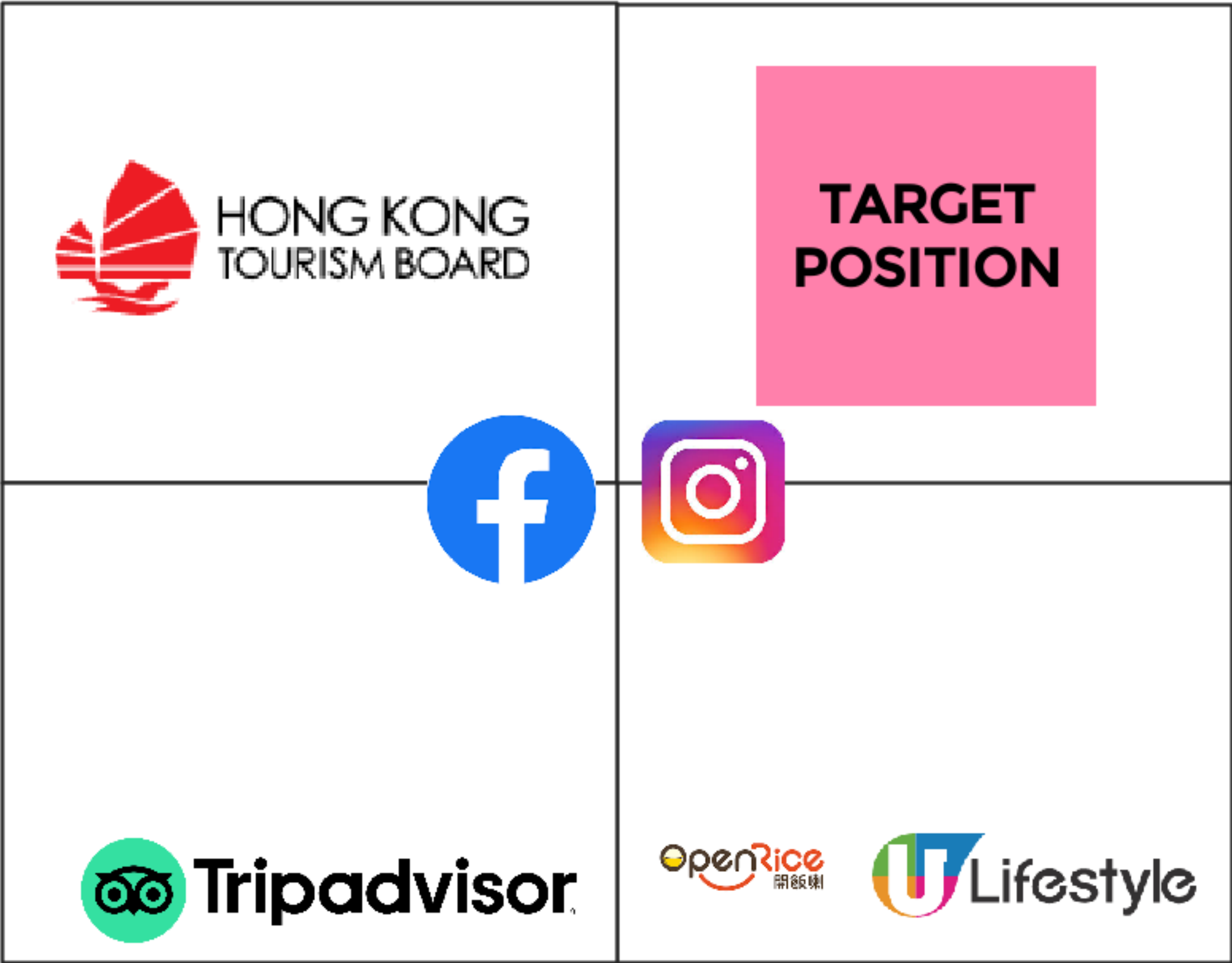
Finding friend who want to go together

People's sharing

Card Sorting
(Step 7)

Position
Map
(Step 8)

Information of Peng Chau



Trip planning on Peng Chau