**Explore University in Hongkong Design Plan**

**Background and User Needs**

According to education department, there are more than 12,000 students from mainland China attending university in Hongkong in 2017. The percentage of mainland students is respectively 15.8%, 14.8%, 14.7% in the top three universities. With the development of Guangdong-Hong Kong-Macao greater bay area plan, there will be more and more mainland students studying in Hong Kong. However, most of the mainland students faced the problem of culture integration. Mainland students have little accesses to know about local people and culture. So lots of students leave Hongkong before they know Hong Kong. Some of the well-educated mainland graduates go back because of feeling “out of place” in Hong Kong even they have satisfying jobs.

University culture is an important part in Hong Kong culture, the limited area grows 8 excellent universities, some of them are even top universities in Asia. However, mainland students don’t have friends or old classmates in other universities, so they can’t explore the university thoroughly. They barely know the story about the building, the must-try canteen, the secret landscape… As a result, the product is designed for university students in Hong Kong, aiming to help them explore the universities thoroughly with the detailed, local-generated, visitor-friendly analysis of 8 universities. Besides, the website (or app) hopes to involve the local students registered as guiders, helping the visitors from other universities know more about their own campus.

**Functional Specifications and Content Requirement**

1. An overview of the 8 universities, including name, transportation, campus character( such as modern building, natural scenery, history story, etc.), visiting time (according to area), pictures, the number of available visiting spots.

2. Taking photos module, including the name, the pose and angle, the easy-to-find level, the best way to find it. Eating module, including the name of canteens, the recommend specials, the easy-to-find level, the best way to find it. Visiting module, including the name, the story or content of the visiting spot, the easy-to-find level, the best way to find it. Souvenirs module, the location, the easy-to-find level, the best way to find it.

3. Matching visitors and guiders module, showing the database of registered guiders and registered visitors and their needs and demands.

4.Reviews of the mentioned spots, showing the visitors’ ranking of the mentioned spots and their picture or text reviews uploaded. (or maybe not show to the front view, just as a reference of the content modification)

**Interaction Design and Information Design**

1.Index page with the navigation bar to overview, taking photos, eating ,visiting, souvenirs, registering, reviews.

2.The overview page includes different kinds of data visualization skills like map journey, the available spots of 8 universities, the chart of the relationship between visiting time, area and available visiting spots etc. It aims to help students to better plan their trip.

3.”Shopping cart”, people can add their preferred spots to the shopping cart, the website will automatically classify the spots belonging to the same school and generate a journey strategy.

4.University students can register as visitors or guiders and release the demand or supply. Visitors should provide the information of name, her/his university, destination university, gender, accompanying number, visiting date, preferred language, email, phone number. Guiders should provide the information of name, university, available time, preferred language, email, phone number. The website show their information and people should find the suitable visitors or guiders themselves. Once the partner is found, people should delete their information.

**Information design and Visual Design**

The style of the website is minimal and modern, using cyan, grey and black as the theme color. Most of the information is shown in the view of gallery to better catch attention.