1. Competitor’s website:

<http://www.jinyongbbs.com/down/>

飞猪app

1. Test:

to decide of which tourist attractions they want to go

1. **5 users**

**LIU Yongheng**

* **Demographic**: male, 31years old, teacher;
* **Using habits**:

About works: have read some novels and watched some TV series;

About tourism: tour 3-4 times a year and prefer cities with natural, historical and cultural elements;

Cost: short-distance travel within 1000RMB, long-distance travel within 3000RMB

* Pain points: too commercialized and hard to find what are famous places
* Needs: original plot of the location, local cuisine;
* Using context: when it’s free;
* Goals: to find famous viewpoints and travel routes
* Time taken: 183seconds

**ZHANG Suhan**

* **Demographic**: female, 23years old, gap year student
* **Habits**:

About works: have watched 2 TV series(神雕侠侣刘亦菲，天龙八部) and some cuts, click some links about Louis Cha and new remake information when browsing social media ;

About tourism: 2-3times/year, before prefer coastal cities but now prefer inland grasslands and the northwest route;

Cost: It depends on the length of time and geographical location... 1000RMB for Jiangsu, Zhejiang and Shanghai, 5000-6000RMB for cities like Inner Mongolia

* Needs: related content in novel, local cuisine, ticket information, operating hours of the attractions, routes, budget calculations, also want to check what route Louis Cha himself has taken...
* Goals: for entertainment and relaxation, feels like a checkpoint that taking the martial arts route in novels may be popular on internet
* Using context: for holiday
* Time taken: 203seconds

**LIU Rui**

* Demographic: female, 23years old, postgraduate student
* Habits:

About works: would like to get a brief introduction about novel context rather than read them; prefer to know about classic adaptation Tv series with high recommendations;

About tourism: travel 1-2times/year to metropolis (Convenient for shopping) or popular cities on internet, not only for natural scenes

Cost: within 10000

* Pain points: no good city travel guides and experience posts, weak discussion atmosphere
* Needs: brief introduction of works and their related viewpoints, prefer more photos and images, need comments areas to view others’ comments about locations, travelling guideline, ticket information
* Goals: for entertainment and relaxation, city travel guides and others’ experience posts
* Time taken: 218seconds

**YIN Ziheng**

* Demographic: male, 23years old, office worker
* Habits:

About works: have watched related Tv series but not read novels and when feel attracted by series, I prefer to search for other series;

About tourism: travel 1-2 times/year, prefer metropolis

Cost: within 5000RMB for one tourism

* Using context: watch related Tv series
* Pain points: detailed travel routes guides and photo pose style for reference
* Needs: want to know more about Louis Cha’s sources of inspirations such as childhood background, want to know corresponding actual location in the novel; need travelling guideline and photo pose, comment area
* Goals: for entertainment and relaxation, give reasons to travel to related places of novel
* Time taken: 232seconds

**SI Wang**

* Demographic: female, 23years old, postgraduate student
* Habits:

About works: have watched related Tv series editions both of Mainland China and Hong Kong on Tv and video platforms;

About tourism: travel 1-2 times/year, prefer metropolis

Cost: 5000RMB for one tourism

* Using context: watch related Tv series
* Pain points: no bad comments but just good comments in apps
* Needs: want to know more other writers’ reviews about his works and inspirations from his works, themes of the novels, balanced pictures and texts introduction but not too Net Red style(网红款); need local people’s comments
* Goals: for entertainment and relaxation, give reasons to travel to related places of novel
* Time taken: 217seconds

In terms of effectiveness, the completion rate of 5 participants is 100%.

1. Pain points

It’s hard to find a list of related tourism viewpoints with descriptions in novels.

It’s hard to find tourism guides.

It’s hard to find people’s comments (including local people) or recommendations.

It’s hard to find recommended local cuisine.

Need

Determine the scope of travel- find experience posts and choose tourist route- find ticket information and local cuisine

**Objectives**

* Build a comprehensive travel map about Louis Cha’s novels and find out related contents in novels.
* Give brief introduction of Louis Cha and his works.
* Give reasonable navigation and sorting methods that cater for diverse needs including locations (province, city), types of travel viewpoints, travel cost, travel guides (depending on travelling days, number of travelling people), local cuisine, comments from other travelers, ticket information.
* Present information in a structured and clear way.
* Provide more picture to develop a beautiful user interface.