The usability test is conducted for the high-friendly prototype, making users to freely browse the website and find what they desire from my website. And adjustments show as follows.

1. Making the banner more attracting and changing website name

Respondents think the banner is not satisfied. Also the website name is transferred from 金庸武侠旅游地图to金庸武侠地图.Because it does not have too many features that travel websites should have. Not all users have the travel need that “travel” keyword may discourage them to browse.

1. Adding more pictures of Louis Cha’s works

Previous picture in the introduction part is one Louis Cha’s image and respondents think if there are more visual information, this part is more interesting. Therefore, it can be considered to use carousel format to present not only Louis Cha’s photo but also some classic series stills.

1. Adding line chart formats

Previous ratings are in the airtable that users need to click for information, while the line chart is straightforward for potential fans to quickly get basic information about quality of each novels and comparison of word counting of each novel.

1. Moving airtable of novels from homepage to the link page

Respondents think the homepage is not beautiful because of airtable. Furthermore, considering that potential fans may not have much patience to know about detailed introductions of works, I consider to the airtable to the link page.

1. Adding some description words

Previous website does not have clear description indications introducing the section feature or how to use some functions, which may be a messy for them to interaction.

1. Redesigning the location detailed information part

Respondents think the location and corresponding plots are more important than the tourism itself. The website puts plots in the airtatble that requires users to click and test users think it’s not user friendly. Considering that there are not many locations in each area, I can redesign detail information of each area in one single page and delete detailed page about ticket, local cuisine information. Respondents also think that many pictures of areas’ landscapes are not eye-catching compared with other areas therefore, in the new detailed page of each area, I would like to use related character stills of the plot.