

# **Website Name: HK PARK**

## **1. Problem Statement**

HK PARK website is a useful tourist information website focused on city parks.

How might we help Hong Kong residents to quickly find the most suitable park for them when they want to escape from daily concrete jungle for a short break and at the same time help Hong Kong tourists to get the most specific information about each park in Hong Kong for them to make better travel arrangements.

As the main public open space of the city, a well-designed park with diverse functions can often become a symbol of a city, as well as a symbol of urban civilization and prosperity, which represents the political, economic, cultural, style and spiritual temperament of a city, and also reflects the mentality and pursuit of a city citizen.

It is surprising that Hong Kong, as such a densely developed city, has actually more than two hundred parks.

Through this webpage, we hope to provide all the information about all the parks in Hong Kong so that people can have a better understanding of the natural landscape of the city and promote the development of tourism in Hong Kong to some extent

## **2. Pain Points**

### ➤ Market Blue Ocean:

After a lot of searches, there are currently many websites about Hong Kong's food or art, but there are almost no websites about park information. At the same time, Hong Kong has more than 200 theme parks, natural parks, amusement parks, etc. that are worth exploring.

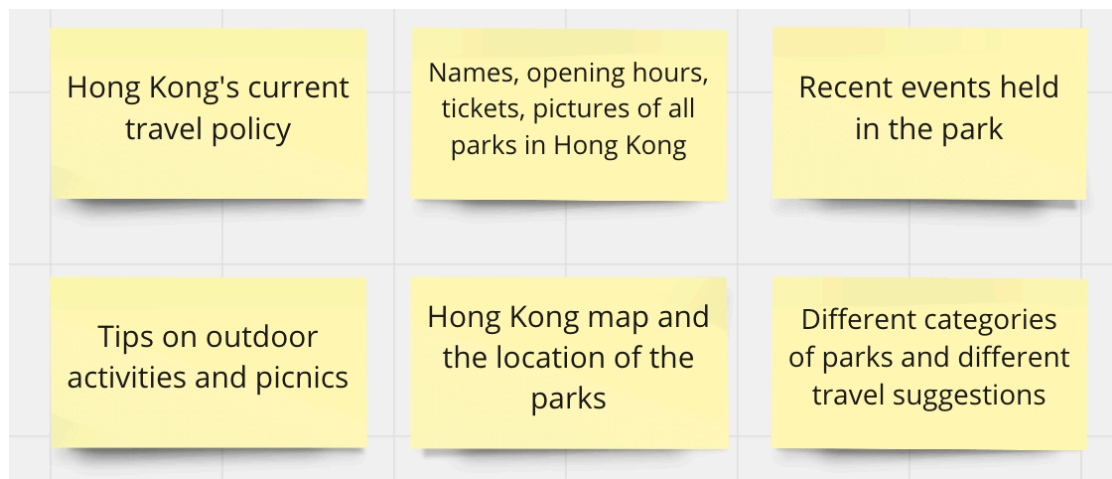
### ➤ Travel impact of COVID-19 :

Due to the Coronavirus, for tourists, a tourism project now that requires a long stay in a confined indoor space may not be a very good idea. And for local residents, going out of the house from time to time and returning to nature will be beneficial to both physical and mental health.

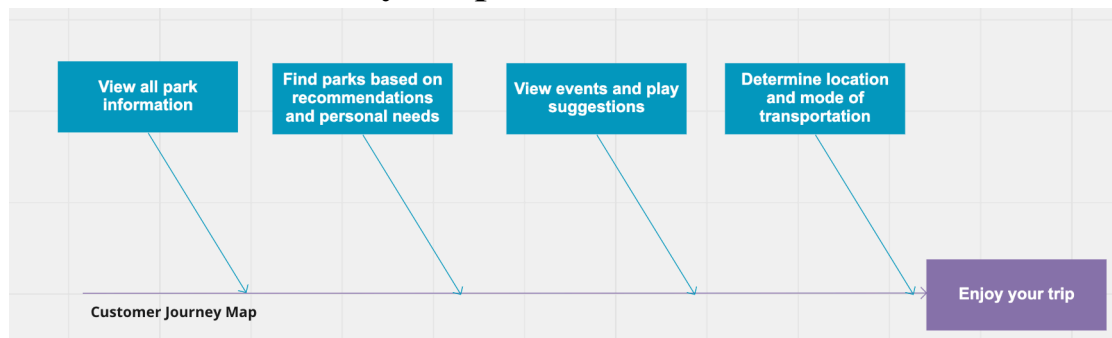
### ➤ Focus on park details for easier comparison and selection.

Get specific details of the park instead of rough information on Google Maps when arranging travel, whether it's for a class outing or a family looking for a good place to fly kites.

### 3. Key Data Views



### 4. Customer Journey Map



### 5. Entity-Relationship Data Flow Diagram

