

# **Final Report of HKNature**

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## **1.Introduction**

HKNature aims to be a niche but sophisticated Hong Kong natural landscape tour guide webpage, providing detailed and unique natural landscape introduction and tourism planning for Hong Kong locals and Hong Kong tourists from all over the world.

## **2.Requirement**

The basic market development possibilities mainly come from the following three aspects:

- Rich landscape resources**

Hong Kong is a famous tourist city, but when searching Hong Kong travel-related information on the Internet, most of them are about shopping, food, city culture and so on. As a city facing the sea with 60% of the area composed of mountains, Hong Kong has a large number of unique and magnificent natural landscapes worthy of recommendation.

- Weaknesses of competitive products**

Based on previous usability testing, it is clear that users are not particularly satisfied with the performance of some competing websites such as Tripadviser, Ctrip, etc., They all introduced the rankings and user reviews of some scenic spots very

roughly, and some information was relatively missing.

### ● Social impact of COVID-19

Another very important point is that during the Golden Week holiday after the mainland epidemic was relatively stable, the National Tourism Administration reported that the number of tourists to the natural landscape exceeded 600 million. Because of the new coronavirus that started this year, outdoor travel and breathing fresh air in open areas are also very important

Therefore, based on the above user needs and market research, I came up with the initial idea of developing a tourism website on Hong Kong's natural landscape

## 3. Frame and Design



The entire website is divided into 5 parts, a total of 10 pages, which are homepage, category, recommendation, tips and contact.

As for colors, the main colors of the website are green and black. Green represents nature and freshness, which is in line with the theme of this website, so green is used as the color of all interactive buttons and guidance notices. And black can present a kind of stability and unity, at the same time with a sense of technology, showing the modern sense and aesthetic significance of the website.

Regarding visualization, Airtable's Grid View and Gallery View are mainly used to present pictures and related information of specific tourist attractions, and the map

function is assisted to help users make more intuitive positioning and comparison.

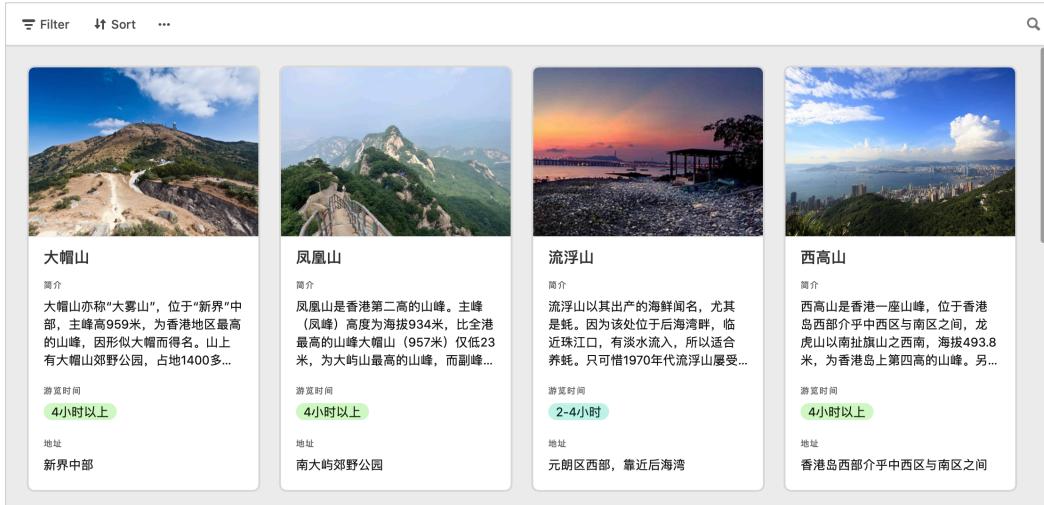


## ● Homepage

At the top is a navigation bar, users can quickly go to any branch of the website.

Entering the landing page at one point, users will see the website main title and introduction column with the main visual background of Hong Kong Mountain View.

After scrolling down the introduction section on the homepage, users can see "Scenic Spots Classification", "Personal Recommendations", "Travel Tips" and "Contact Us" with corresponding interactive buttons and pictures.



## ● Scenery Classification

The "Scenery classification" part is divided into three small branches, namely parks, mountains, and beaches. On specific interface in each branch, names, pictures, brief introductions, recommended visit times and specific locations of 14 representative natural parks in Hong Kong are presented, and a map function for quick positioning is attached.

游览时长	Count					
0.5-1小时	Count 1					
1 园圃街雀鸟公园	园圃街雀鸟公园主要进行...	0.5-1小时	深水埗區界限街		公园	
游览时长	Count					
1-2小时	Count 5					
2 南莲园池	"南莲园池是一座古式园林...	1-2小时	鑽石山鳳德道60號		公园	
3 九龙公园	九龙公园位于尖沙咀，设...	1-2小时	尖沙咀柯士甸道22號		公园	
4 九龙城寨公园	九龙寨城公园位于香港九...	1-2小时	東正道		公园	
5 鹤咀	位于香港南端的鹤咀是法...	1-2小时	香港岛南端		山林	
6 大浪湾	大浪湾是由西贡郊野公园...	1-2小时	西贡郊野公园内海岸		海滩	
游览时长	Count					
2-4小时	Count 6					
7 维多利亚公园	作为香港最大的公园，建...	2-4小时	銅鑼灣興發街1號 铜锣湾		公园	
8 香港公园	香港公园位于中区红棉路...	2-4小时	紅棉路19號		公园	
9 浅水湾	浅水湾是香港一个美丽的...	2-4小时	香港岛南部		海滩	

## ● Personal Recommendations

According to different user identities and demand scenarios, the personalized recommendation module has been expanded into four different themes: "free

admission", "paid activities", "couples" and "teams". Each page presents the data flow diagram in an intuitive and visual way. In addition, in addition to the simple text and image display form, there are four related YouTube video links under each package recommendation. These videos are from travel youtubers. Through the videos, users can intuitively feel the atmosphere of the scenery in advance and make the best choice for themselves.

## -野外游玩！安全贴士-

登山须知	1.不要单独爬山 千万不要独立上山！ 不然长时间孤身身处前不见终点、后不见来处的途中，对人的生理与心理都具有极大的压力。建议至少两人以上，彼此跟紧，既能增加爬山的乐趣，也能让每个人的安全更有保障。
海边注意	
防晒保护	
求救方式	2.个人装备 建议携带一个大一点的旅行包，并尽量结实、有较多口袋。穿专门的功能性登山服与登山鞋，尽量做到能防风、防水、保温、透气。 带好食物饮水、手机、现金、手电、防晒霜、毛巾、一次性雨、野外常用的药水药品。
登山技巧	3.登山技巧 登山时眼睛不要老关注高处，尽量把注意力放在眼前的道路上。 遇到长坡时不要强上强下，尽量走之字形路线。 在平缓的上山路或下山路上，小步缓行，保持每公里20-25分钟的速度。 上坡时的步幅不宜过大，以平时走路的标准即可，双脚尽量踩实，充分与地面接触，防止路滑。 下山时的小腿肌肉和膝关节两侧承受的负荷反而是更高的，大多数事故都发生在下坡时。

## ● Travel Tips

When traveling in nature, in addition to knowing where the scenery is more beautiful, tourists must also master basic field survival knowledge and first aid knowledge. Although the probability of a dangerous event of loss of contact is small, it is necessary to raise the awareness of each audience. The content includes mountain climbing instructions, precautions at the beach, how to sunscreen and how to ask for help in an emergency.

<p><b>关于我们</b></p> <p>"香港自然指南"致力于提供香港实时的自然景观攻略与信心，鼓励大家偶尔短暂逃离水泥森林回归自然，同时在疫情期间以尽可能健康的方式摘下口罩呼吸新鲜空气</p> 	<p><b>联系我们</b></p> <p>电话： +852 9820 0271</p> <p>邮箱： hknature@gmail.com</p> <p>地址： 香港九龙新界沙田中心互宁大厦 9层C座</p>	<p><b>关注我们</b></p> <div style="text-align: center;"> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> </div>	<p><b>加入我们</b></p> <p>邮箱 <input type="text" value="mail@example.com"/></p> <p>密码 <input type="password" value="Password"/></p> <p><b>成为会员</b></p>
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## ● Contact

Our phone, email, address, and social media accounts are displayed in the "Contact Us" interface, which is convenient for users to get in touch with us at any time, follow up our dynamics and make suggestions for us, if you want to bookmark content or visit the web page frequently, you can also register an account to log in with your username and password. At the same time, "Contact Us" appears in the footer of each page, which is convenient for users to check in time.

## 4.Test and Evaluation

Through a series of evaluation methods such as usability testing and interview surveys, the webpage as a whole has undergone three major adjustments from the initial prototype to the final product:

First of all, the topic selection direction I envisioned in the initial proposal was about Hong Kong parks. However, after communicating with the professor and discussing with my friends in Hong Kong, we came to the same conclusion that the park is a too narrow perspective, and the classification and business model will be difficult to develop. So I broadened the topic selection boundary of the entire website and extended it to the entire field of natural scenery tourism.

Second, the probability of users failing to operate on our competing products, which is, the traditional travel websites, and the time it takes to search for the information they want far exceeds my imagination. The average user needs more than five clicks and extreme focused browsing to obtain valuable detailed information. So inspired by the weaknesses of competing products, I no longer focus on making large and global location navigation, but sorted out some more common package recommendations based on interviews, and on this basis, reserved the possibility that users can still reach all options.

Finally, in addition to the determination of the large framework, which has been replanned for many times, the selection of many website pictures, and the addition of the "travel tips" branch, are also the result of testing and evaluation.

## **5.Business Model**

The original intention of establishing this website was not out of a strong ambition to make money, so the entire website did not flow out much space in advertising and marketing, but it also retained some possibilities.

First of all, the part of "paid activities" is some recommended travel methods screened out by data collectors through the word-of-mouth and specific value of social media, which provides a window for commercial advertising. Some independent tour guides who have not signed up to large travel companies or brokerage companies can expand their influence through this platform. One of the unique features of tourism in Hong Kong is that they can follow the local fishing

boats to experience life, or they can interact with the tour guide who can speak Mandarin, Cantonese and English fluently. They have a good reputation on social media, but it is also worth adding a dedicated recommendation window. Another window to make money is YouTube video recommendation. Generation Z actually like to watch various travel videos, and, after obtaining their consent, in my user test, a travel self-media person also said that he was very happy that there are more platforms to show his videos.

### - 和 Youtuber 一起 玩转香港 -



## 6. Recommendation and Discussion

In the future, this website still has many improvements that can be completed. On the one hand, due to budget considerations, the content of this website may not leave too much space for users to generate content, but I look forward to setting up a real-time map of the number and trajectory of the epidemic population so that users can make safer travel choices. On the other hand, the possibility that users can find us in the vast internet is rather low. Therefore, it is suggested that public promotion can be carried out through cooperation with traditional large travel websites. For example, it is ok to insert our link in the Hong Kong travel branch of TripAdvisor to supplement the platform content in more detail.

In terms of operation, as a small site that specializes in a field rather than a community, the site does not require too much operating costs in theory, plus the space for modification of Hong Kong's natural landscape tourism information is very small once it is determined. So only one or two people are required to regularly check, update and maintain the basic code.

Last but not least, there are many groups of hiking enthusiasts and mountaineering enthusiasts in Hong Kong. This website can first promote these groups with specific needs, and try to establish a long-term cooperative relationship with them, and then gradually expand to the entire tourism industry.

## 7.Related links

- **Data Flow Diagram of Airtable:**

<https://airtable.com/invite/l?inviteId=invbJUXCSegzaUayq&inviteToken=3920bdcf2b6ac8911e7b84730e560791b170d5f9b86f06ae33c74ac8af80ace7>

- **Final Website :**

<https://skylarsxy.github.io/webpage/default/homepage.html>

- **Google Analytics and A/B Test:**

[https://analytics.google.com/analytics/web/#/p256178702/reports/default/home?params=\\_u..nav%3Ddefault](https://analytics.google.com/analytics/web/#/p256178702/reports/default/home?params=_u..nav%3Ddefault)

- **All previous 10 assignments:**

[https://skylarsxy.github.io/All\\_assignments.html](https://skylarsxy.github.io/All_assignments.html)