

# Final Website Report of COMM5961

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## 1.Introduction

As a Northeastern and a travel enthusiast, in the final project, I decided to establish a website about the Northeast Tourism. The northeast region of China includes Heilongjiang Province, Jilin Province, Liaoning Province and northeastern Inner Mongolia. This website is different from Ctrip(携程), Qunar(去哪儿) and other comprehensive service travel websites. It is a travel guide collection website and a website promoting the Northeast.

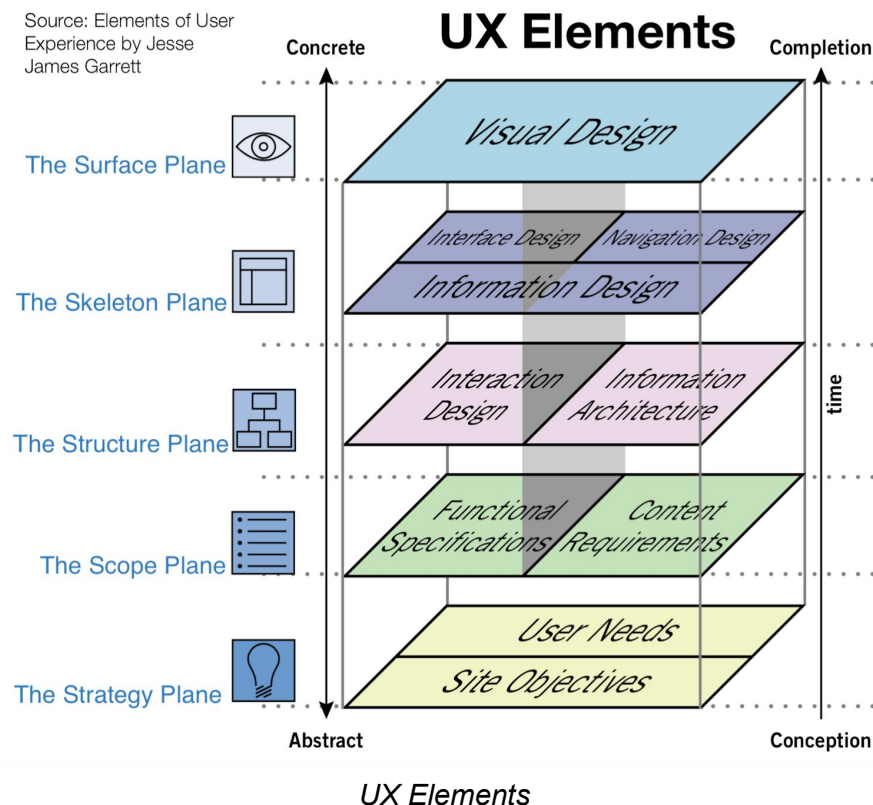
## 2.Goal and User

### *the Goal*

The bottom layer of the UX elements layered graph is user needs and site objectives. which means that these two points are the basis for building a website.

Regarding user needs, this website not only meets user needs, but also creates user needs. Northeast China has rich tourism resources, such as snow and ice in winter, Russian-style scenic spots and many mountains and rivers. However, because the northeast region is remote, these scenic spots are not popular. It is necessary to summarize and recommend tourism in the Northeast region. In addition, because the Northeast is not a popular tourist area, when searching for travel tips online, the information about the Northeast is much less than other regions.

So, there are two objectives for my website. Firstly, let people who do not plan to travel to the Northeast come up with the idea of traveling to the Northeast. Secondly, let people who plan to travel to the Northeast easily get more information.



### *the User*

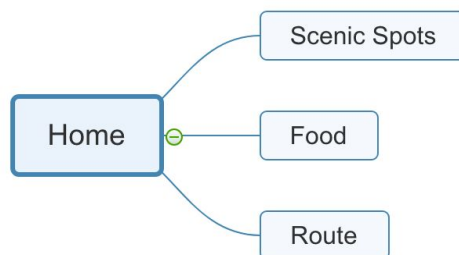
The target of this website is mainland tourists (so the website language will be in simplified Chinese and the currency will be in RMB). I don't have a strict division of the target audience's age, gender, and income, because in my opinion, all the people interested in Northeast tourism can become my target audience. So I interviewed five people of different ages, genders, occupations, and then mapped out my customer journey mapping.

	BEGIN	CHALLENGE	RESPONSE	RETURN
PERSONA	People who wants to travel to the Northeast	Curious about the Northeast	Getting serious	Make decision
CONTEXT	Online promotion	Video about the Northeast	The Northeast	Social media/BBS
ARTEFACTS	Website	Video/TV program	The trip	Photos posted on social media
SCENARIO	Online research	Buy tickets make plans	Enjoy the travel	Post something on social media

*Customer journey mapping*

### 3.Structure

This website includes four pages: Home, Scenic Spots, Food and Recommended route.



*The structure of my website*

The home page is the cover and directory of the entire site. This page also has summary of three travel notes. Users can click on the "Read More" button to read the entire travel notes. Adding travel notes to the home page, the purpose is to let the user be stimulated by the senses and emotions before getting the information, thus generating more interest in Northeast tourism. In addition, the summary of the three travel notes also reflects the three characteristics of Northeast tourism: cost-effective, ice and snow features and cultural characteristics

The scenic spots page Introduces popular spots with airtable. The first table presents 25 of the most popular attractions, showing their provinces, cities, time of travel and ticket prices. Next, I divided all the attractions into four categories, and introduced them in the gallery mode. It is worth mentioning that my classification method here is classified by tour time. This is also the classification method that is not used on all websites currently on the market.

The reason for this classification is that I interviewed many tourists who have been to the Northeast but have a bad travel experience. I found that their travel experience was poor mainly because they went to the sights in the wrong season. The northeastern attractions are dominated by natural scenery, so the seasons and weather during the tour are very important. On this page, I divide the attractions into four categories: winter, summer, autumn, and all seasons.

The food page Introduces popular food and promote some restaurants. The three sections of this page are home cooking, snacks and famous restaurants.

The route page recommends four routes. The first one is Inner Mongolia grassland tour route. The second one is Harbin Russian-style tour route. The third one is Changbai Mountain tour route. And the last one is Lianning Korean-style route. The first is one day trip to Harbin. The second is about the lesser-known attraction Aer Mountain. And the third is about the Chinese Arctic Mohe.

#### **4.Wireframe Prototypes**

Before designing the website, I designed the Wireframe Prototypes. In my imagination, this website style is similar to travel magazines, relatively simple and fresh. So in the layout of the site, I arranged the elements in a regular way, and made a large blank space between the elements.

首页

热门景点

必吃美食

推荐路线

# 带你去东北

好玩的

好吃的

## 最新游记

游记1节选

阅读更多

游记2节选

阅读更多

游记3节选

阅读更多

## 热门目的地排行榜

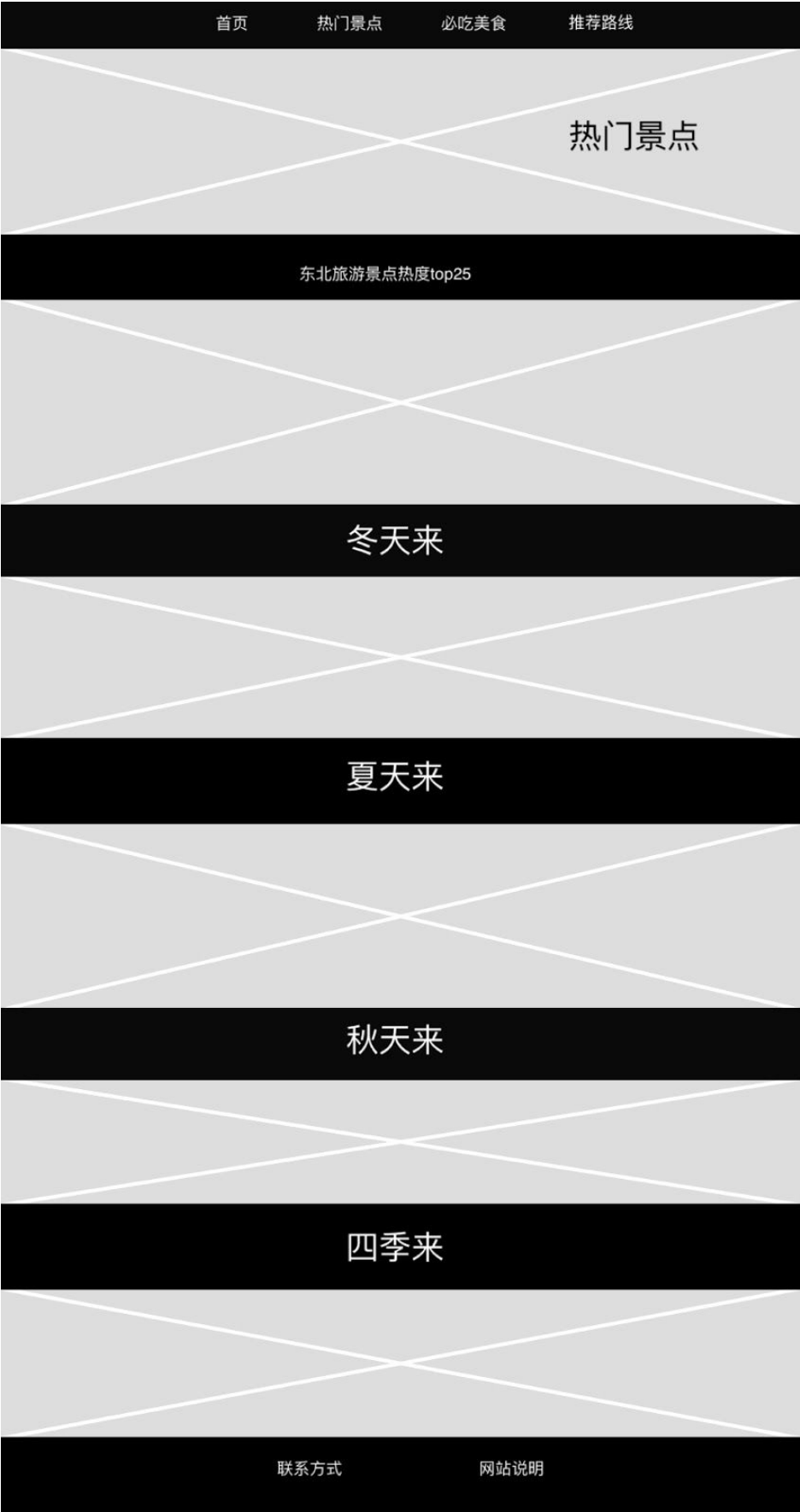


搜索你的目的地

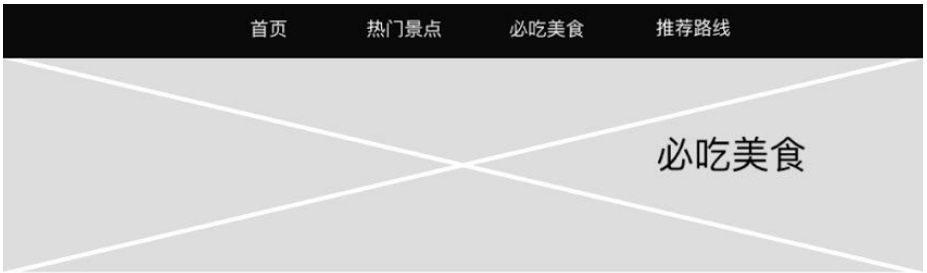
联系方式

网站说明

Wireframe Prototypes-Home



Wireframe Prototypes-Scenic spots



东北家常菜



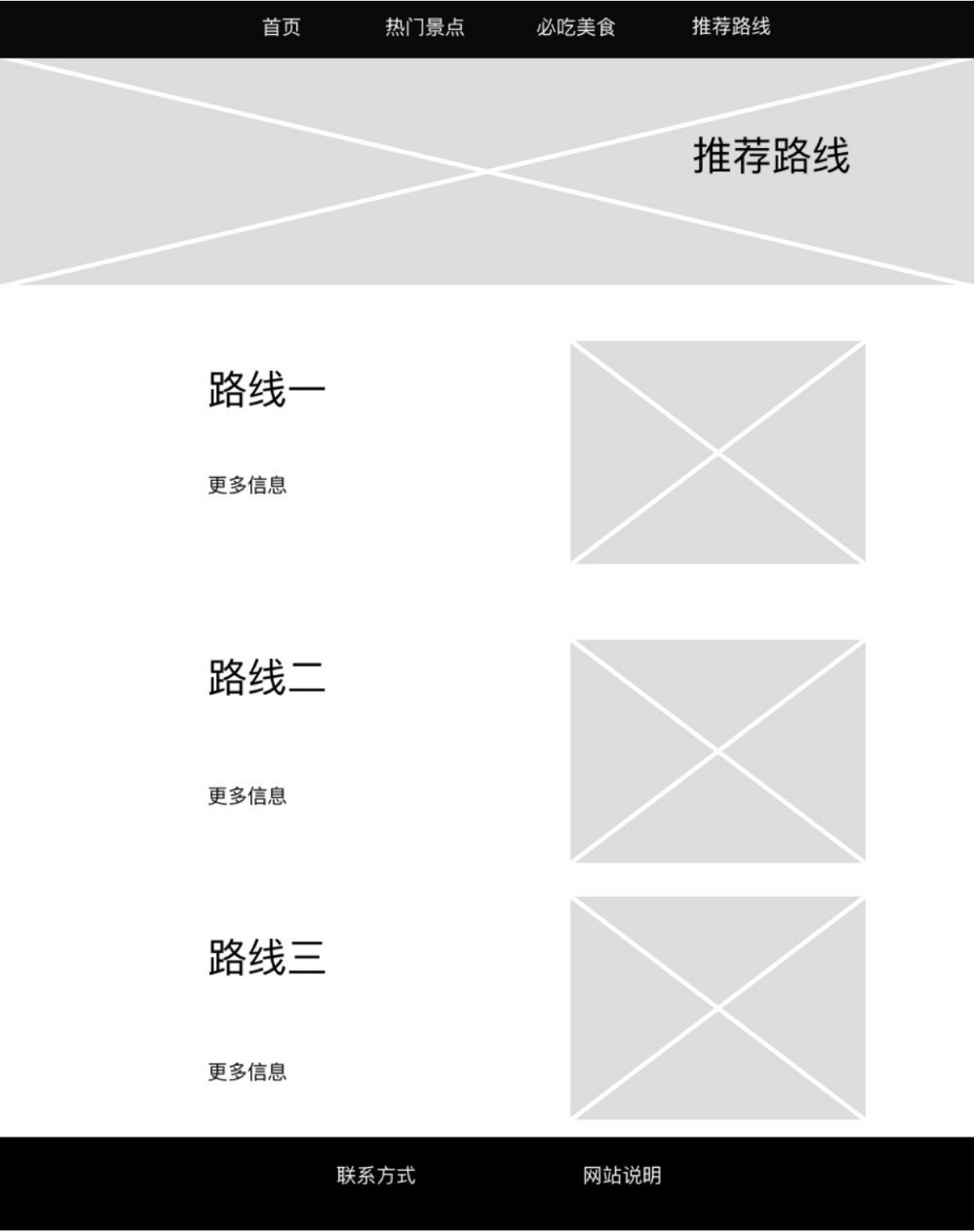
特色小吃



东北探店







Wireframe Prototypes-Route

## **5.Surface**

In the interview, I found that when users look at travel websites, the most important element is the picture. Their reason is that they really want to know before the tour whether the local attractions can make good-looking photos. Because they will post photos on Weibo and WeChat Moments after they travel. If the photos given by the travel website are very ordinary, their interest in this attraction will be greatly reduced.

So, when I was making the website, I used a lot of beautiful pictures, most of which I personally photographed while traveling. In addition, on the food page, I picked a large number of pictures and unified their color to golden yellow, in order to stimulate the user's appetite and interest in Northeast tourism through direct visual stimulation.

In the process of browsing other travel websites, I found that these websites are less focused on the literary nature of the text. In the production process of the website, I also wrote a large number of copywriting, in order to reflect the cultural charm of Northeast tourism. In addition, through interviews with users, I found that young travellers now pay attention to whether the attraction has an artistic style. For a long time, the impression of the Northeast has been rough and lacks cultural heritage. I hope to eliminate this stereotype through the copywriting on the website.



## 必吃美食

东北菜味大，用料实在，小鸡炖蘑菇、猪肉炖粉条大都是面酱味浓郁，酸菜、宽肠等腌制的美味伴随人度过整个冬天。除此之外，东北的美食还汇集了各民族的特色，朝鲜饭馆里，冷面、打糕和石锅拌饭最受欢迎。中央大街上的华罗餐厅里，红菜汤和土豆炖牛肉是真正的俄罗斯风味。

### 东北家常菜



#### 锅包肉

锅包肉，原名锅爆肉，是东北菜中极具代表性的一道菜。它是由猪肉片裹上淀粉，油炸至金黄，再与醋、糖、酱油等调料翻炒而成。锅包肉的特点是外皮酥脆，肉质鲜嫩，酸甜可口。它是东北菜中不可或缺的一道菜。



#### 小鸡炖蘑菇

小鸡炖蘑菇是一道东北家常菜，通常是用土鸡、蘑菇和粉条一起炖煮而成。这道菜的特点是鸡肉鲜嫩，蘑菇软糯，粉条吸满了汤汁，味道鲜美。它是东北菜中非常受欢迎的一道菜。



#### 地三鲜

地三鲜是一道东北传统名菜，主要材料是土豆、茄子和青椒。这道菜的特点是食材新鲜，味道鲜美，营养丰富。它是东北菜中非常受欢迎的一道菜。



#### 杀猪菜

杀猪菜，原名杀猪菜，是东北菜中极具代表性的一道菜。它是由猪肉、白菜、豆腐等食材炖煮而成。杀猪菜的特点是味道鲜美，营养丰富，是东北菜中不可或缺的一道菜。



#### 猪肉炖粉条

猪肉炖粉条是一道东北传统名菜，主要材料是猪肉、粉条和白菜。这道菜的特点是猪肉鲜嫩，粉条软糯，白菜清脆，味道鲜美。它是东北菜中非常受欢迎的一道菜。



#### 拔丝地瓜

拔丝地瓜是一道东北传统名菜，主要材料是地瓜。这道菜的特点是地瓜软糯，糖浆浓郁，口感香甜。它是东北菜中非常受欢迎的一道菜。

### 特色小吃



#### 烤冷面

烤冷面是一道东北传统小吃，主要材料是冷面。这道菜的特点是冷面劲道，酱料浓郁，口感丰富。它是东北菜中非常受欢迎的一道小吃。



#### 马迭尔冰棍

马迭尔冰棍是一道东北传统小吃，主要材料是牛奶和糖。这道菜的特点是冰棍香甜，口感细腻。它是东北菜中非常受欢迎的一道小吃。



#### 冻梨

冻梨是一道东北传统小吃，主要材料是梨。这道菜的特点是梨子冰凉，口感清脆。它是东北菜中非常受欢迎的一道小吃。

### 东北探店

#### 华梅西餐厅

中央大街上最著名的俄餐厅，原名马尼拉西餐酒店，它由上海租界工部局管理。北京马尼拉西餐酒店旧址上，现为俄罗斯风情街四大西餐店。餐厅主楼以俄式西餐为主，设有酒吧、咖啡厅、健身房等。

#### 金三顺烧烤

金三顺烧烤是东北菜中极具代表性的一道菜，它是由猪肉、牛肉、羊肉等食材烤制而成。金三顺烧烤的特点是肉质鲜嫩，味道鲜美，是东北菜中不可或缺的一道菜。

#### 老边饺子馆

老边饺子是东北菜中极具代表性的一道菜，它是由猪肉、白菜、豆腐等食材包制而成。老边饺子的特点是饺子皮薄，馅料丰富，味道鲜美。它是东北菜中非常受欢迎的一道菜。

## 6. Usability test

After the website was created, I asked a friend of mine to do the usability test. I have recorded and screened this process, you can click on the video to watch:

<https://youtu.be/7IJQlOtU76g> In the process, I found a few problems with my website.

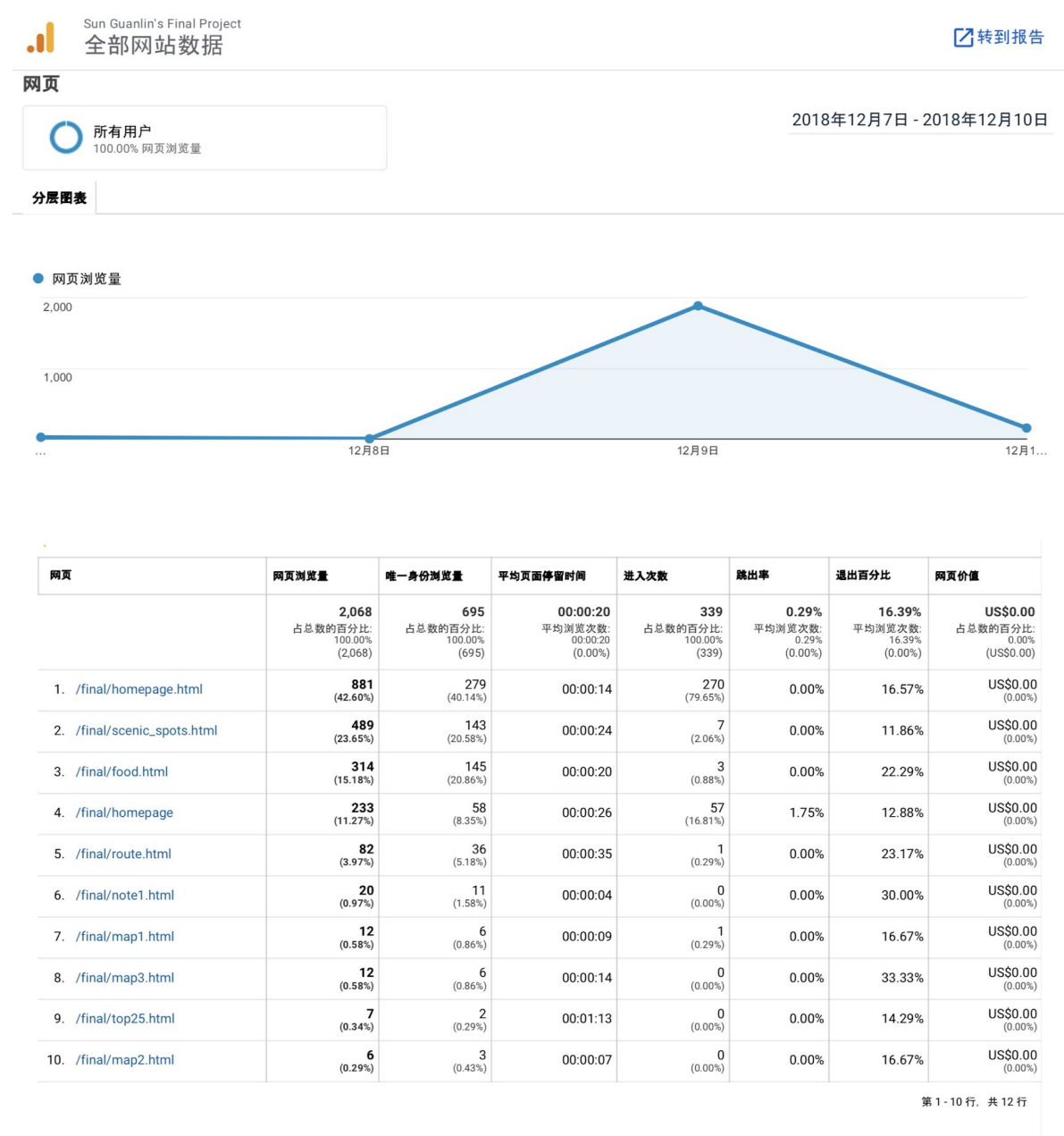
Firstly, users prefer to use the two small buttons under the headline of the main page to make jumps between pages. However, in this part, I only designed two buttons, the user expressed strange, why not add a button that can jump directly to the fourth page. What's more, the user sees the homepage as a simple cover and does not pull down, so she didn't see the travel notes section.

Secondly, the user expressed dissatisfaction with the pull-down operation of the scenic spots page. She hopes that this page can be introduced by clicking the menu and jumping out of different categories. Thirdly, users hope that food pages can add more content, such as adding more restaurants in the restaurant sector. Finally, the user hopes that the route recommendation section can be classified by the number of days of the tour, such as "day trip", "three-day tour", "seven-day tour".

This user's opinion may be due to her personal habits. I will accept some of her comments, but will not modify the website according to her opinion. Modifying the website also requires more data analysis

## 7. Dashboard report

On December 9th, I publicized my website on social networks and got more than 2000 page views. Based on this, I analyzed the data in detail and generated the dashboard.



The pageview data

Final Project Dashboard

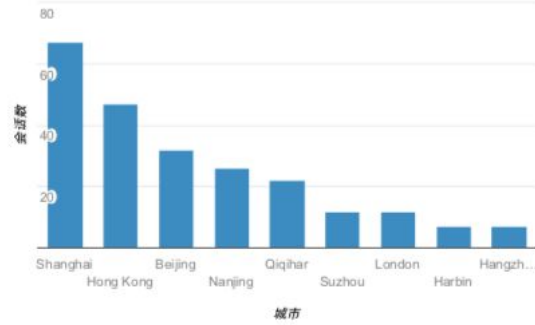
2018年12月8日 - 2018年12月10日

所有用户  
100.00% 会话数

会话数

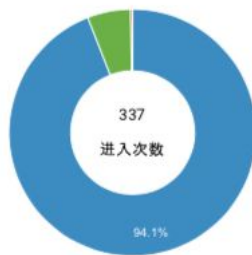


进入次数/浏览量 (按城市 ID 分组)



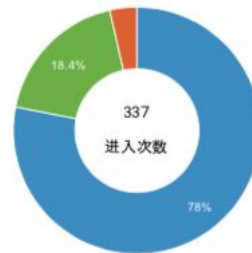
进入次数/浏览量 (按设备类别分组)

mobile desktop tablet



进入次数/浏览量 (按来源/媒介分组)

(direct) / (none) qrcode / (not set) 其他



目标达成次数

目标达成次数



平均会话时长和每次会话浏览页数

平均会话时长 每次会话浏览页数



会话数 (按浏览器分组)

浏览器	会话数
Safari (in-app)	175
Android Webview	126
Safari	17

The dashboard report

The dashboard shows that the users of my website are mainly from China, but some users are from Europe and North America. In China, the five cities with the most user sources are Shanghai, Hong Kong, Beijing, Nanjing and Qiqihar. This reminds me that I might need to add English and Traditional Chinese versions to the site.

Users mainly click on the URL to enter the webpage through the mobile device. Slightly more users using Safari than using Android. This reminds me to strengthen the compatibility of the mobile terminal.

On December 9th, the highest pageview, the average session duration for this day was 1 minute and 31 seconds, and the average browsing page was 6.08. In addition, I also set two goals, which are staying 30 seconds and 2 minutes on the website. On December 9, the achievement rates of these two goals were 38.06% and 15.48%, respectively.

## **8.A/B test**

### *Test1*

In Test 1, I modified the headline of the homepage. The original title was "Take you to the Northeast". I modified it to a simpler and more direct "Northeast Travel Guide". I want to know which kind of title will lead to higher interest of users.



*The original page of A/B test1*



*The variant of A/B test1*

I suspect that the title "Take you to the Northeast" is easier to remember and will make people more interested in the site. But the data shows that no matter what the standard is, the difference between the two is not big. For example, when comparing the number of pages viewed, the results of these two titles are very close.



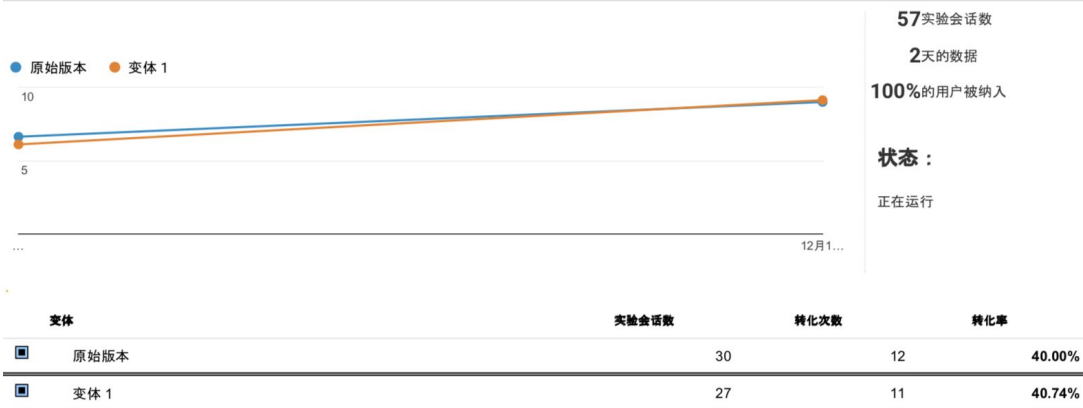
final project a/b 标题  
正在运行

2018年12月9日 - 2018年12月10日



分层图表

转化



第 1-2 行, 共 2 行

## A/B test 1 report

### Test2

In the second test, I want to test whether different summaries have an impact on the click rate of the travel notes. In the original webpage, the summary reflects the price/performance ratio of tourism in the Northeast. I changed this abstract to the title of the original text, which is an enumeration of the city of the tour.

## @孤僻小老虎

整个行程消费并不高，却一直很开心，可以说是非常有性价比了！

[Read more](#)

*The original page of A/B test2*

## @孤僻小老虎

跨越东三省，踏上北国最纯净的雪——哈尔滨、雾凇岛、长白山、沈阳之行

[Read more](#)

*The variant of A/B test2*

The results show that the conversion rate of the original site is higher than the modified conversion rate. This may explain that if I highlight the "high cost

performance" feature, the content can attract more users.



*A/B test 2 data*

## 9.Conclusion

By designing, producing, and analyzing this website, I have more deeply grasped the needs of users. I know that there are still many shortcomings in the design and content of this website. In the future, I will continue to pay attention to the data of this website, and constantly modify the website.