

## **Proposal of Final Assignment**

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### **1.Introduction**

This website is a travel website for northeast region of China. In China, Heilongjiang Province, Jilin Province, Liaoning Province and northeastern Inner Mongolia are collectively referred to as the northeast region of China. 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 summarise and recommend tourism in the Northeast region.

### **2.Objective User**

For people who are Interested in tourism and are choosing a destination, this website will inspire their interest in Northeast tourism.

For people who are interested in tourism in the Northeast and are looking for information, this website will provide them with information about attractions and food, and design routes for them.

The main target of this website is mainland tourists, so the website language will be in simplified Chinese and the currency will be in RMB.

### **3.Pages Design**

This website will contain four pages: Homepage, Scenic Spots, Food and Recommended route.

Homepage: Brief introduction to the situation of tourism in Northeast China. And some visitor feelings and photos.

Scenic Spots: Introduce popular spots with map and summarise their level, location and ticket price with C3 chart.

Food: Introduce popular food and promote some restaurant with map.

Recommended route: There are four routes recommended. 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 Liaoning Korean-style route.

### **4.Schedule**

19.11-24.11 Collect information and create web pages

25.11-27.11 A/B testing, because of the limited time, the A/B testing at this stage is mainly for the homepage. If time permits, other tests will also occur. The test will be carried out in three rounds, 5 people per round.

28.11 Finish production and modification.

29.11-1.12 Promote the websites to increase traffic and trace it with Google Analytics.