

# Final Report

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Website Name: Love for cocktail

Website Link: <https://vvnwoo.gitub.io/assignment10/index.html>



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## Introduction

There are many ways for girls to relax, such as outdoor sports, reading books, watching movies, afternoon tea and so on. When the night falls, girls who have been busy all day can choose to have a drink, perhaps with their best friend or just by themselves. But it doesn't matter, the world of cocktail is interesting and wonderful. As long as two or more materials are mixed, it is a cocktail. Therefore, there are many possibilities of cocktails, many of them have a long history, the cocktail itself is full of charm. I designed a website, which contains the basic information and practices of some of my favorite wines, as well as some basic knowledge of cocktails, hoping to give some young ladies a certain knowledge base. In this report, I'll show how I built my site step by step, and some of the tests will show to see if my site can solve the problems I raised.

## Problem definition

### 1.User needs

Me myself must be the first user. I remember the first time I went into a bar, I had no idea what to order. I would probably order from the menu, but I didn't know what was suitable for me. I am just so obsessed with the different colors of the cocktail. As for my friends, when they want to have a drink, they would choose cocktail instead of beer. Gradually I began to think that there might be a need for girls at the same age of me to have some basic cocktail knowledge and not be in a completely passive state at the bar. So, I create this website.

This website is designed for people who are beginners and interested in cocktail. It can be a mini notebook which can carry in their pockets, so it's absolutely a mobile-first website. And I finally make it into a single page. When the girls enter any bars they can put out this

website to decide what to drink or they can communicate with the bartenders base on what they have learnt on the website. After using the website, they may have a direction, then they will feel free to enjoy the cocktail world.

## 2. user journey

Steps	Want to go out for a drink	Search for a bar	Decide what to drink
Action	1. Call some friends 2. Go by oneself	1. Open the maps 2. Open some applications	1. Search before/after entre the bar 2. Read the menu 3. Ask friends or bartenders
Problem	1. Find some like-minded friends 2. feel lonely	1. Have no idea about the consumption level of the bar. 2. Have no idea if the bar is open or not. 3. To see the location of the bar	1. Don't know the alcohol content/flavor about the cocktail. 2. Want to choose a colorful cocktail
Solution	Offer some useful information to the users to learn	Offer information that can see the details about the top bars such as location, number.	Offer a menu that contains the alcohol content, color and images.

According to the solution, I decided what should be included in my website.

1. A menu of cocktails in a variety of colors, flavors, and alcohol degrees.
2. A simple description about the different spirits.
3. Introductions about the skills, the glasses and the tools.
4. Some information about the top bars in Hong Kong.

## Problem solution

### 1. Sitemap

After defining the needs of the users, I made the sitemap.

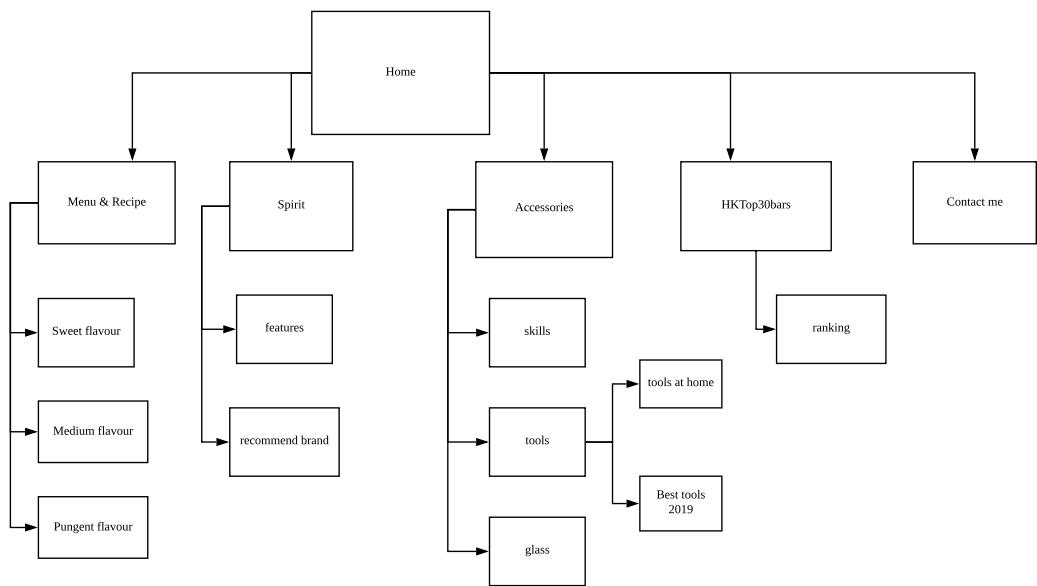


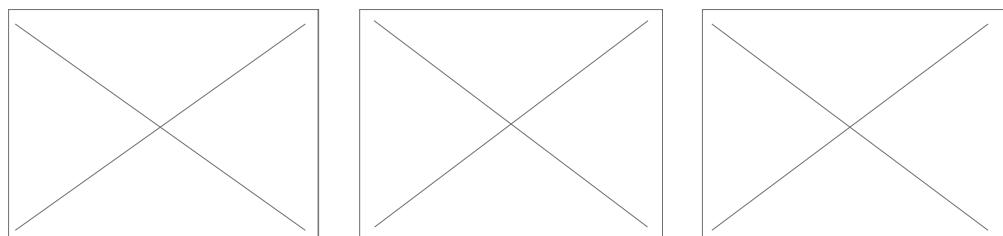
Figure 1 sitemap

## 2. Prototype

After making the sitemap, I make a prototype of my site. Actually you can see I try to make sure that each small page has a different layout, but they are still have some relevance.



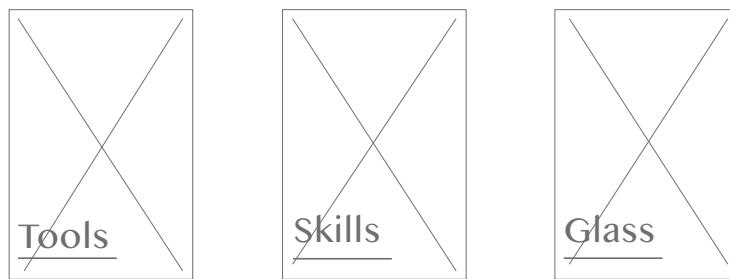
## Menu & Recipe



## Spirit



## Accessories



Go for a drink now !

@copyright

Figure 2 homepage

 4Cocktail

Menu & Recipe    Spirit    Accessories    HKTop30Bars    Contact me

# Spirit

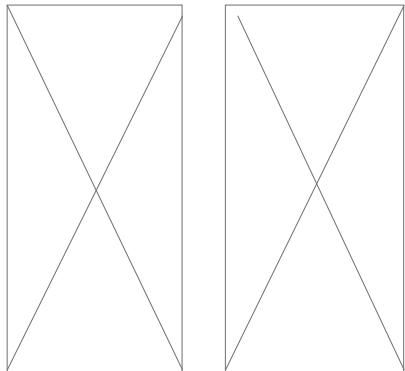
> Whisky

< Brandy

Menu  
Jack Rose; Cherry Blossom

Features

Recommend Brand



> Gin

> Vodka

> Rum

> Tequila

> Liqueur

Go for a drink now !

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Figure 3 spirit page

# Accessories

## Skills

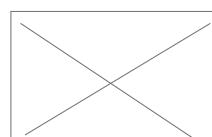
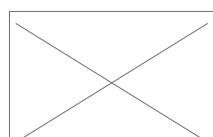
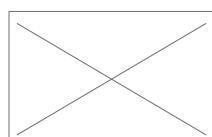
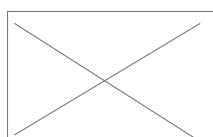
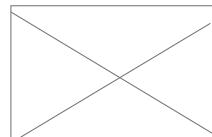
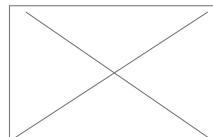
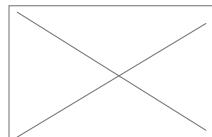
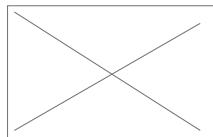
Shake

Stir

Blend

Build

## Glass

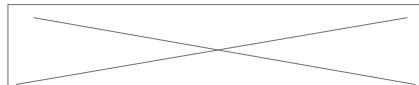


## Tools

&gt; Measure

&gt; Shaker

&gt; Strainer



&gt; Bar Spoon

&gt; Muddler

&gt; Bitters

&gt; Peeler

Go for a drink now !

@copyright

*Figure 4 accessories page*



———— Ranking ——

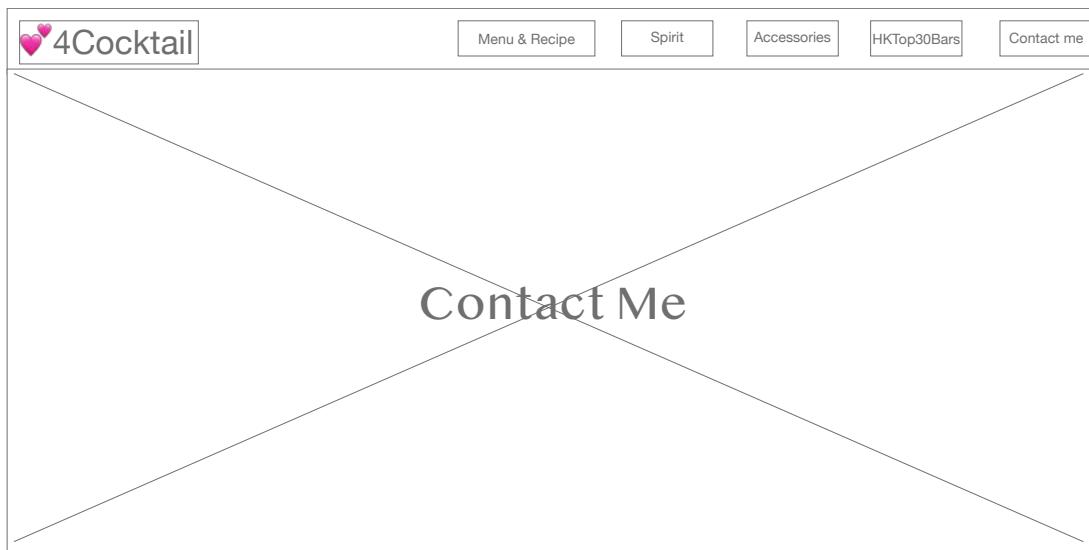

Show in Map



Go for a drink now !

@copyright

Figure 5 HKTopsBars page



Contact me :

Email:xxxxx@163.COM

Tel:+852-12345678

Or you can write down your suggestion below

Your suggestion

Your name

Your email

---

Go for a drink now !

@copyright

*Figure 6 contact page*

### 3.The final surface

After doing the usability test by using the wireframe, I know that my target audience are satisfied with my design, but suddenly I realized that it should be a single page! If there must be a lot of page jumps, a long loading time will make users lose patience. So finally my surface is like figure 7.



Figure 7 the final surface of the site

I mean I try to keep some original designs in this single page like the scalable-card style encyclopedia of the Spirit Page. But I think a multi - graph web page will look more attractive. And as a matter of fact, most of the target users of my web said the pictures I chose were great. I still keep those five main contents of my sitemap.

## Usability Test

To verify if my site really helps my target audience, I did another usability test. I invited 3 of my target users to do 4 tasks.

1. Find a drink which tastes sweet and the alcohol content is below 20%.
2. Find the introduction of the “whisky”.
3. Find the introduction of the “rock glass”.
4. Get the contact of a bar named “the old man”.

Three of my users said it was easy to complete the first three tasks. They all spent around 10 seconds. For the Airtable view has the function of filter and sorting (Figure 8) and it was clear that each spirit has an expanded function (Figure 9).

The screenshot shows an Airtable view with a red border around the filter bar. The filter bar includes a green button for '1 filter', a red button for 'Sorted by 1 field', and a dropdown menu. Below the filter bar, there is a search bar with the placeholder 'Where flavour has any of' and a dropdown menu containing the character '甘口'. A '+ Add filter' button is also present. The main area displays three cards representing cocktails:

- Fuzzy Navel**  
FLAVOUR: 甘口  
ALCOHOL\_CONTENT: 8%  
SPIRITS: Fruit series
- Emerald Cooler**  
FLAVOUR: 甘口  
ALCOHOL\_CONTENT: 9%  
SPIRITS: dry gin
- Tequila**  
FLAVOUR: 甘口  
ALCOHOL\_CONTENT: 11%  
SPIRITS: Mexico's

Figure 8 Task 1

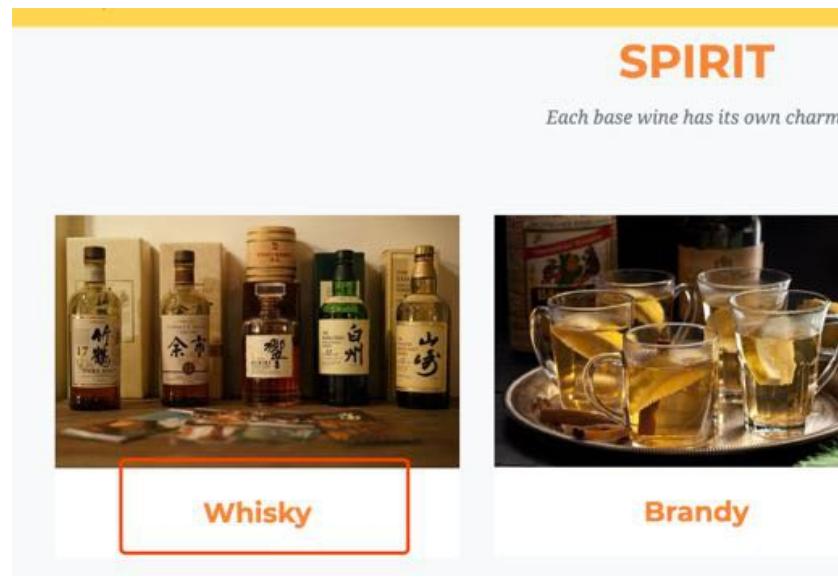


Figure 9 Task 2

During the task three, I realize that the users all tended to click the button, but actually the picture is also clickable.

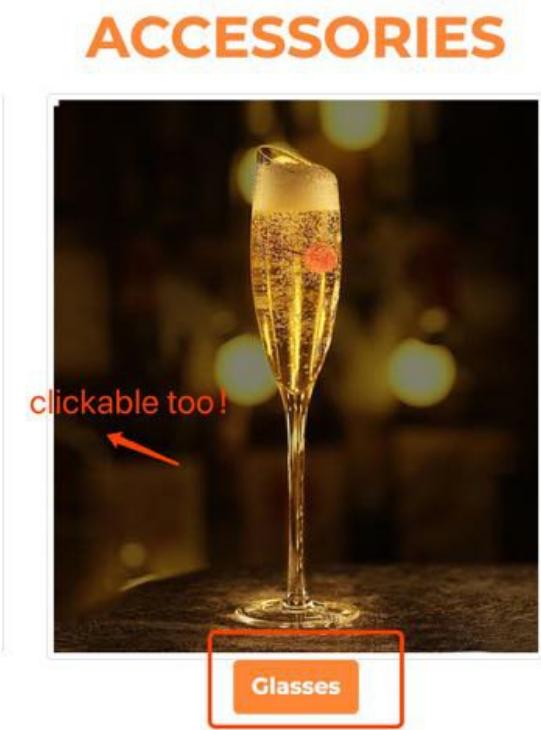


Figure 10 task 3

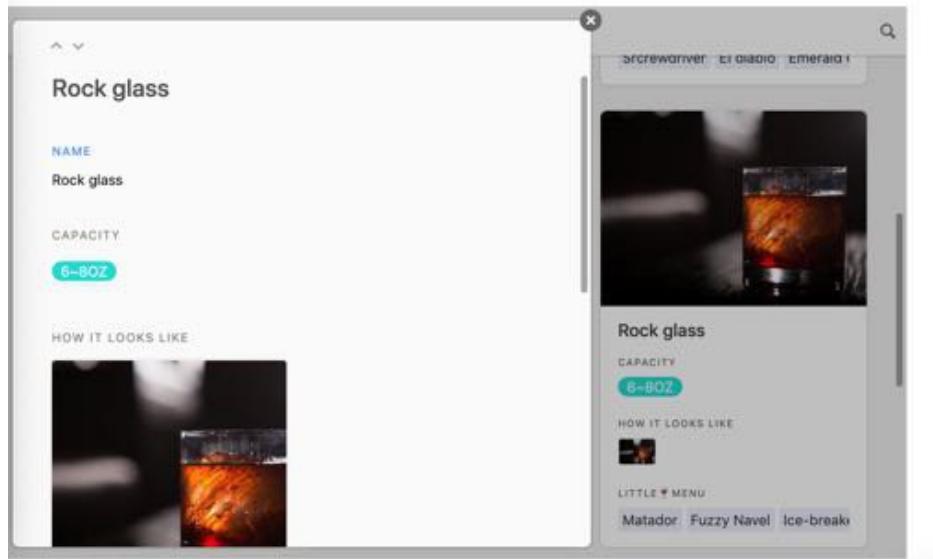


Figure 11 task 4

The last task took a very long time to find, because the details cannot load quickly. Because when you click the function it will jump to another page. I don't know why I cannot show the data table right below the button, so I create another page to link. I may say it was the worst experience of my website. One of my users in Macau load very fast, but the other two in mainland was going to be mad when constantly clicked on but nothing showed.

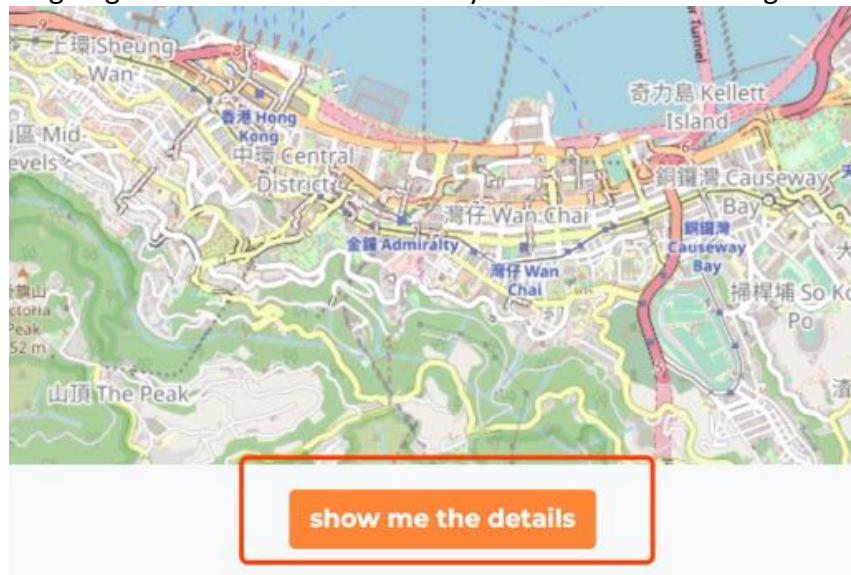


Figure 12 task 4

Name	Location	TEL
Ori-gin	G/F, 48 Wyndham Street, 震威街48號地下	2668 5583
Ping Pong Gintoneria	L/G/F, Nam Cheong House, 129 Second Street, 第二街129號晶品樓地庫	9158 1564
Quinary	G/F, Felicity Building, 54-58 Hollywood Road, 律敦道54-58號中堅大廈地下	2861 3223
Rummin' Tings	G/F, 28 Hollywood Road, 律敦道28號地下	2523 7070
Stack	G/F, 1 Third Street, 第三街1號地下	2549 9787
Tai Lung Fung	G/F, 5 Hing Wan St, 廣吉街5號地下	2572 0055
The Envoy	3/F, 74 Queen's Road, 皇后大道中74號3樓	2169 3311
The Iron Fairies	L/G/F, Chinachem Hollywood Centre, 1-13 Hollywood Road, 律敦道1-13號華懋荷李活中心地庫	2603 6992
The Old Man	L/G/F, 37 Aberdeen Street, 蘭巴利街37號低底地庫	2703 1899
The Woods	L/O, 17 Hollywood Road, 荷李活道17號地庫	2922 0281

Figure 13 task 4

From the usability test, I got some useful suggestions from my users, and they help me to think more about my design.

## A/B Test

My A/B test is very simple, for I have already make enough guide for the users to get what they want and have decided the theme color of my web. I changed the font on the top of the homepage. The fist picture of Figure 14 is the version B. After setting the version B, I predicted that the original version must be better. Because there's not a lot of artistry and contrast in version B.

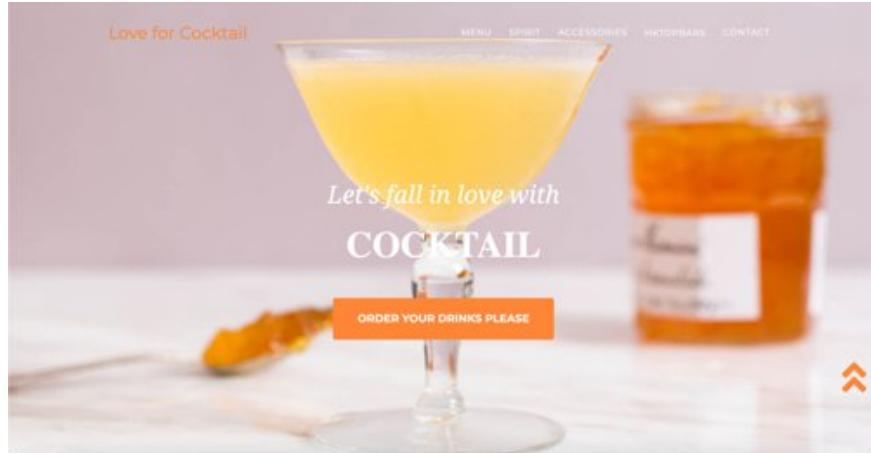


Figure 14 version B

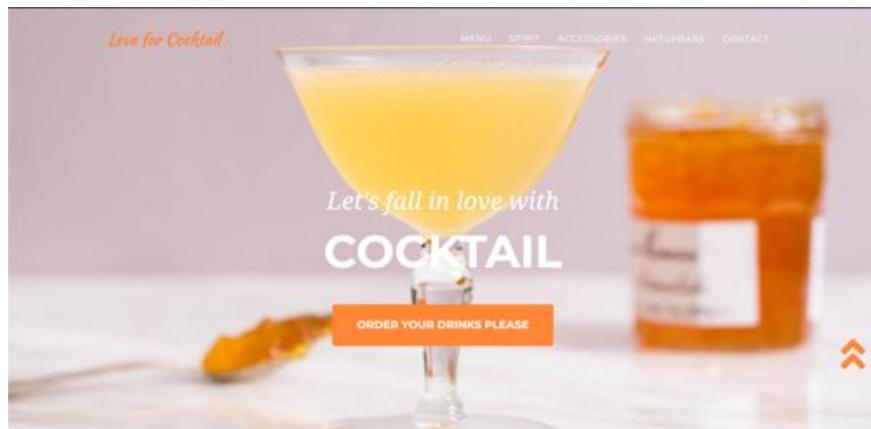


Figure 15 original

The data confirmed that I was right. The original version had higher estimated traffic than the B version. In fact, I should carry out other experiments that are more necessary, but I am not competent enough. I hope I can achieve this in the future.



Figure 16 the result

## Web analysis

After doing all the design of my website, I started to promote my website to my target users from 7th December. I promoted my web through Wechat and Weibo. After a few days' promotion, 113 users were attracted to visit my site with a page view of 652, 8.9% of the users came to my site more than one time. My users stay around 2.5 mins at my site and the bounce rate is very low which gives me huge confidence, and it also shows that my site was really attracting them. (Figure 17)

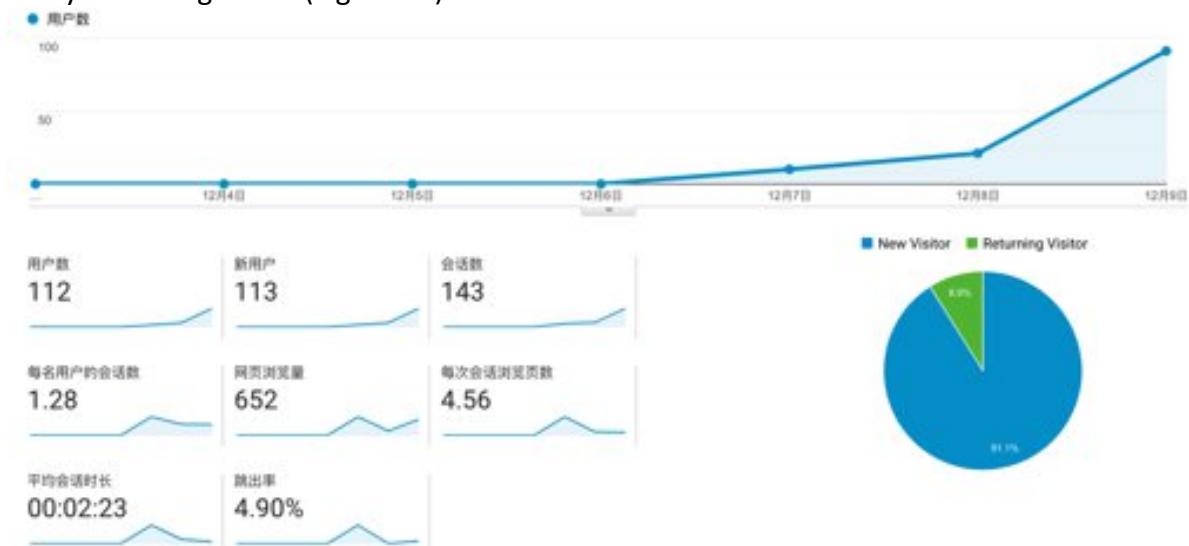


Figure 17 traffic overview

During these short days, I am very surprised that my users are from Australia, America, and Japan. Thanks very much for their support. (Figure 18)

国家/地区	用户数	用户数百分比
1.  China	96	83.48%
2.  Hong Kong	11	9.57%
3.  Japan	2	1.74%
4.  Macao	2	1.74%
5.  United States	2	1.74%
6.  Australia	1	0.87%
7. (not set)	1	0.87%

Figure 18

I promoted my web on Weibo on 9<sup>th</sup> December, and seems no one have ever clicked into the website. Therefore, the main source should be the Wechat. I should have assigned a different link to different places in WeChat to help me analyze whether I should be more inclined to share my links in Wechat group or Moments in the future.



Figure 19 source

According to the figure 20, I know that most of my users open the web by mobile phone. So I think the previous decision to do a single-page app was right, because based on Airtable and Google map, it's true that the loading time in mainland will be longer, and mobile users will be more likely to jump out of the web than computer users.



Figure 20 devices

From Figure 21 below, I can tell that the test.html (the page of the details of the bar) is very boring, that only 4 people stayed there over 30 seconds. I should have decorated it.



*Figure 21 goals*

It is very interesting to use google analytics to gain some data from the users. But since I didn't learn more about its power, I should have set up some more practical experiments to improve my website.

## Conclusion

In this project, I learnt that the five steps of user experience elements should be taken into account when we design a product. Usability test, A/B Test and data analysis help us to improve our website, I think it's very cool, I never thought I could do it.

All I want to do is to try to show the charm of cocktail, I want those who think drinking only does harms to people to change their idea. I want my web to be active and energetic, so I choose the orange to be my theme color, I know many users especially girls will open my site by phone, so I change the color of the navigation into pink. Like I said in the end of the page, I hope the web is helpful for my users even just a little.