# # Brainstorm Session

## ## • Project Goal

​ The front page produced by our team shows the local customs of Beijing, the capital of China. Our group mainly started from three groups (investors, tourists and experts), and from the perspective of people with different identities, gave different emphasis on the evaluation and analysis of various things in Beijing. At the same time, our page also provides travel booking service, Beijing beauty gallery, food restaurant recommendations, etc. For this purpose, our group collected a large amount of data, and collected comments on Beijing from people who are close to Beijing on social media. Our purpose is to present the most comprehensive picture of Beijing, to show you the real style of Beijing. In recent decades, with the development of China, several first-tier cities in China have developed into fashionable and developed cities that can be listed among the top in the world. However, China's development has not been seen by the people of the world. So far, people in many countries and regions of the world still have the old image of China: poverty, backward science and technology, and low living standards. This impression affects the communication between people at home and abroad, and also stifles many opportunities for cooperation and common development between China and other countries. Today, our goal with this page is to eliminate such first impressions and biases. At the same time, we would like to clarify that Beijing is not only the political center of China, but also has a unique Hutong culture, delicious and authentic food and snacks, ordinary art belonging to the common people, a long history and culture, a thriving life atmosphere, and high-tech oriented to the future. We want to show you the brilliance and prospect of Beijing as the capital of China, and attract foreign friends to visit, work, settle or invest in Beijing while mainly targeting foreigners, so as to highlight the charm of Beijing as a city, further showcase the rapid development of China and promote our culture and international image. This is the main purpose of our project.

## ## • Target Users

​ Our web pages cater to three main groups of people. The first type is tourists. When they browse our website, they will see the mysterious exhibition of Beijing in front of them. The beautiful pictures sometimes classical and sometimes modern will make them have a strong interest in Beijing and have a yearning for the ancient capital of the five dynasties. Comfortable and cost-effective hotels, etc., in order to provide maximum assistance for their trip to Beijing; The second category is investors. We introduce the overall economic development of Beijing to them, such as the total output value of the secondary industry and the per capita GDP of Beijing, and explain the location and resource advantages of Beijing to show the huge development potential of Beijing, and attract them to invest in Beijing with good economic data. Meanwhile, Beijing has a sound administrative system. Perfect market supervision system, government policies and subsidies are very attractive to enterprises; The third category is experts and scholars. As China's science and technology center, Beijing is home to many universities and research institutions. We will introduce to them that Beijing is the country's largest science and technology research base, with scientific research institutions such as the Chinese Academy of Sciences and Zhongguancun Science and Technology Park, which is known as China's Silicon Valley. Here, they can concentrate on their work and achieve the real combination of industry and study. Meanwhile, we will introduce the comfortable living environment here, so that they can have a good experience in their spare time.

## ## • Context of Use

​ For users: the tourism website provides them with tourism guides covering clothing, food, accommodation, travel, travel, shopping and entertainment as well as navigation of scenic spots, so as to realize personalized and customized travel route design for users, so that they can obtain tourism services more conveniently and enjoy more convenient travel methods. So that users can successfully avoid the risks in tourism, for their own travel itinerary for additional points.

​ For businesses: the increase in the number of tourists is the key to obtain more customers, through catering and hotel businesses can more conveniently obtain customers, store operation and management is also more convenient. It can accurately locate potential customers and attract different types of customers, but also effectively occupy the mobile Internet entrance and expand marketing channels. In fact, the business of travel website is obvious, it is dedicated to providing services for the travel industry. Both function and scene, the website is very in line with the development of the tourism industry. For entrepreneurs, travel websites are likely to bring disruption to the efficiency and experience of mobile Internet entrepreneurship, make low-cost trial and error possible, and change the application scenarios and promotion methods of mobile products. For investors, the opportunity to develop tourism websites lies in the conversion of traffic attraction and dividends through a simple tool.

​ The development of tourism website will help users to better realize the determination of travel routes, booking of travel tickets and other functions, and will improve users' sense of travel experience. Accurately speaking, the development demand of tourism website lies in the function, the customized development lies in the flow, the realization of the function lies in the development and realization, and the flow needs the cooperation of various marketing modes, only reasonable cooperation, in order to better achieve the increase of traffic and dividends.

## ## • Evidence of brainstorm

See our Mind Map——>

