Functions
Shanghai Live shows Map
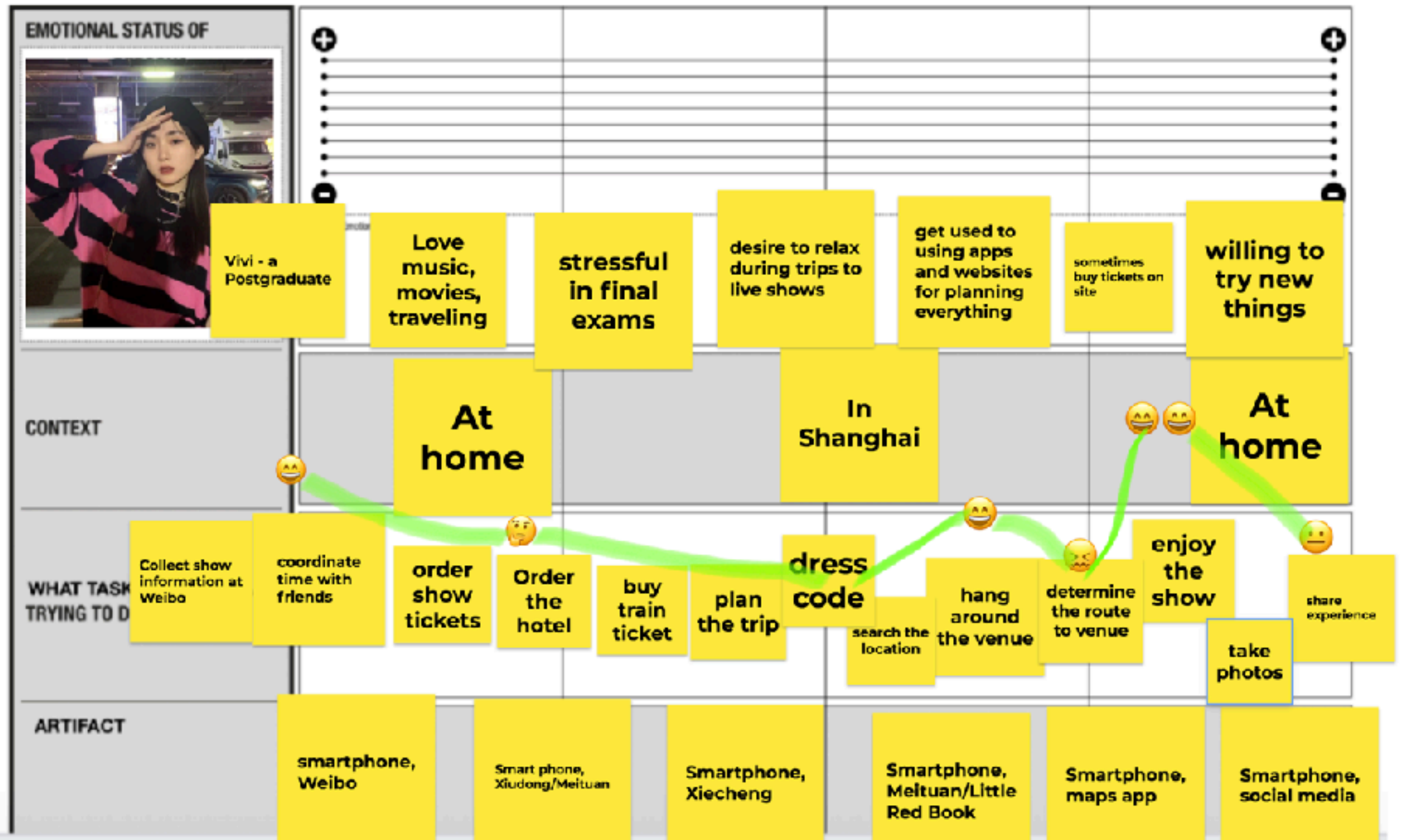
Assignment4
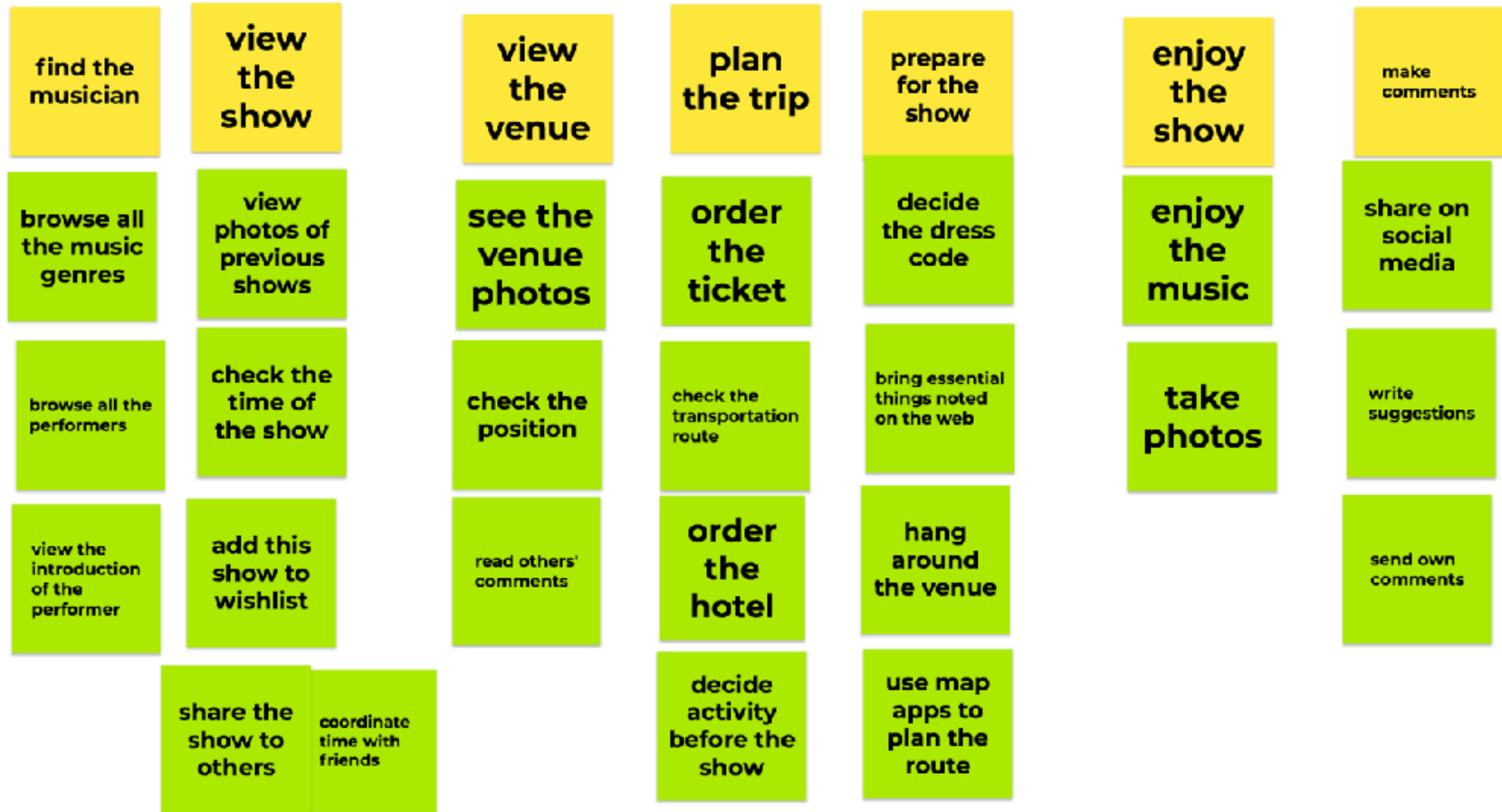Qiu Yu

User Journey Map (Modified Version)

CUSTOMER JOURNEY MAPPING — designthinkersacademy

EMOTIONAL STATUS OF

Vivi - a Postgraduate

Love music, movies, traveling

stressful in final exams

desire to relax during trips to live shows

get used to using apps and websites for planning everything

sometimes buy tickets on site

willing to try new things

CONTEXT

At home

In Shanghai

At home

WHAT TASK TRYING TO DO

Collect show information at Weibo

coordinate time with friends

order show tickets

Order the hotel

buy train ticket

plan the trip

dress code

search the location

hang around the venue

determine the route to venue

enjoy the show

take photos

share experience

ARTIFACT

smartphone, Weibo

Smart phone, Xiudong/Meituan

Smartphone, Xiecheng

Smartphone, Meituan/Little Red Book

Smartphone, maps app

Smartphone, social media

Story Map(Modified Version)

find the musician	view the show		view the venue	plan the trip	prepare for the show		enjoy the show	make comments
browse all the music genres	view photos of previous shows		see the venue photos	order the ticket	decide the dress code		enjoy the music	share on social media
browse all the performers	check the time of the show		check the position	check the transportation route	bring essential things noted on the web		take photos	write suggestions
view the introduction of the performer	add this show to wishlist		read others' comments	order the hotel	hang around the venue			send own comments
	share the show to others	coordinate time with friends		decide activity before the show	use map apps to plan the route			

Scope—Expected Function and Content Requirement

According to the user journey map, this website will mainly provide information in the first two phases: before and during the trip.

Show information

- Music genre

- Show name&price

- Performer information

- Performer photos

- Album auditions

- Show time

- Peripheral products

- Comments from Douban

*Share to social media

*Add to show wishlist

*Coordinate time with friends

* Discussion box for users to communicate

Venues information

- Name

- Location: district, specific, nearby subway stations, route from the train station and airport, recommended living area

- Photos

- Contact number

- Food and Drinks menu(if any)

* Visualization: map view showing location of all the venues

Surroundings information

- Name

- Introduction

- Opening hours

- Location: district, specific, nearby subway stations, route to the venue, time required to go to the venue

- Comments and recommendation from Meituan

* "Contact Us" section to collect feedbacks

Current Shortcomings & Solutions

- **Missing information**

  - Information about album comments
  * Collect top3 from Douban
  * Ask fans and music bloggers for comments

  - Venue photos
  * search for photographers' social media

- **Fragmented information**

  - Peripheral products information
  * Collect from artists' Weibo

  - Album auditions and Artist information
  * Download from music player websites

  - Food and Drinks menu(if any)
  * Collect from WeChat Accounts of live houses

  - All Surroundings information
  * Collect, organize and integrate from Meituan and Xiaohongshu

- **Outdated information**

  - Route planning information
  * Search from the newest route information from Gaode Map and Organize them altogether

  - Adjusted show information
  * Follow the social media of the artists for the updated information