



Final Web Design Report

2019 COMM 5961

YU Xixuan (1155128328)

<https://yvetteyu727.github.io/finalproject/>



Introduction

As a foodie and travel enthusiast, exploring food and culture of a country has always been one of my dominant interests. China, as the fourth most visited country in the world, received 63 million international visitors in 2018. The Chinese Food Discovery website is designed to help foreigners who are interested in Chinese culture or Chinese food to learn and travel.

Problem definition

i. Site objectives

One problem I encountered when searching information about foreign food is that I have to search and collect information through different websites, for example I study culture and history on Wikipedia, learn the recipes on YouTube, and find restaurants on Yelp, It is time-consuming and I have to sift through the useful information. In another word, I cannot find a website to help me learn about a country's food systematically and comprehensively. It came to my mind that many foreigners might have the same problem with me, but with Chinese food. I am very familiar with Chinese food since it's my favorite food type. Hence, I want to introduce Chinese food through my website to foreigners who would like to know about Chinese culture and Chinese food. This website firstly provides users with knowledge about Chinese food. Moreover, it helps tourists to find authentic restaurants, and has

tutorials on how to make Chinese food.

ii. User needs

The target user of my website is basically people who are interested in Chinese food and culture. My initial structure is to have four sections: Homepage, Cuisine, Tutorials and Discover. Homepage presents basic introduction and history of Chinese food, and Cuisine section introduces various regional cuisine of Chinese food. Tutorials section provide recipes and tutorial videos, and Discover section provides extra information like articles and documentaries for users to learn. Then I interviewed 5 respondents about what they are willing to see on such websites. I did not intend to find specific Chinese food lovers or people with interests in Chinese food, instead the respondents are all just food lovers. I ask what food they want to learn about, and what they want to see on the website about this food. One respondent mentioned that she wants to see some restaurant recommendations. She thinks that it would be really useful when she goes to travel in that country, and there should be tutorials section for the ones who don't have the opportunity to travel at this moment. This advice helped me to subdivide the target audience. Firstly, the website is for people who are interested in Chinese food. Secondly, among these people, some have the plan to travel to China, and others do not have plan or cannot go at this moment. For the former, I would provide restaurant recommendations, and for the latter they can check out the tutorials

section so that they can cook Chinese food at home. In summary, I identified three user needs. Firstly, it is inconvenient for users to collect information from different platforms or websites, so it is very helpful if their demand can be fulfilled within one website. Secondly, for the travelers, it is quite difficult to find authentic Chinese restaurants. In general, the restaurant recommendations on some English travel guides are Western style Chinese food, which are reformed to accommodate foreigners' taste. Thus, if travelers want to find authentic restaurants, they need to look them up from Chinese websites or apps that are basically in Chinese and need translation. Lastly, for users who would like to cook Chinese food at home, they usually find tutorial videos through YouTube or recipes from webpages. Most of the YouTube tutorial videos don't contain a written recipe, and users have to write things down themselves when needed. Hence some users would find written recipes on webpages instead of videos, but in this way it's less illustrational to see the steps and process.

iii. Scope

The website intends to be a one-stop information center for Chinese food lovers, no matter they want to learn about Chinese food culture, need travel notes, or hope to make their own food. To meet user needs, I redesign the website contents and come up with five sections, including:

- Homepage

- Cuisine
- Restaurants
- Tutorials
- Contact

I combined homepage with the discover section since the contents kind of overlap, and add restaurants section for travelers and contact section for opinions. For homepage, it is basically introduction about Chinese food, including documentary videos and website articles. Then the Cuisine section will mainly introduce the four major cuisines of China and their signature dishes because it will be too complicated and confused if all the regional cuisines are included. It is better to introduce the most significant ones. The Restaurants section will show the good-reviewed cuisine restaurants in China, and it includes restaurants in the big cities, such as Beijing, Shanghai, and Shenzhen. What's more, the restaurants of the places of origin will be introduced as well, for example, for Cantonese cuisine, restaurants in Hong Kong and Guangzhou are presented too. The Tutorials section has both tutorial videos from YouTube and written recipes from cooking websites. Lastly, I added Contact section for users who want to give opinions to improve the website.

Problem solution

i. Structure

Based on the user needs and scope, a site map is created (see Figure 1). As defined above, each section has its own contents to serve users.

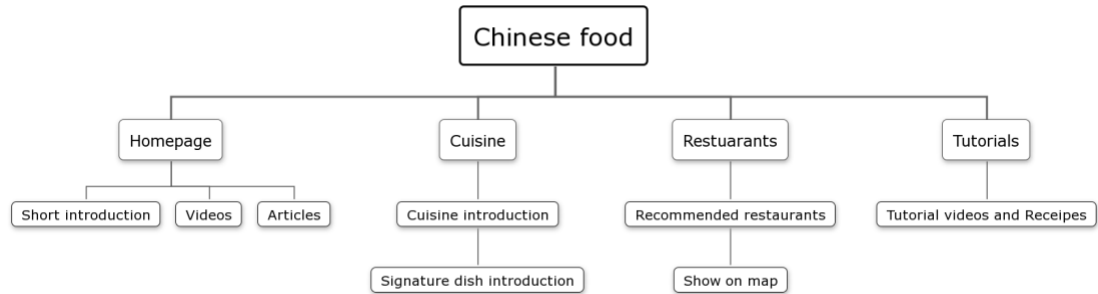


Figure 1 Site map

Figure 2 displays the user flow through the website. Homepage provides basic introduction to get people interested and curious about Chinese food, then Cuisine section presents the four major cuisines of China with the signature dishes. Next users can choose to look through restaurants or tutorials according to their demand.

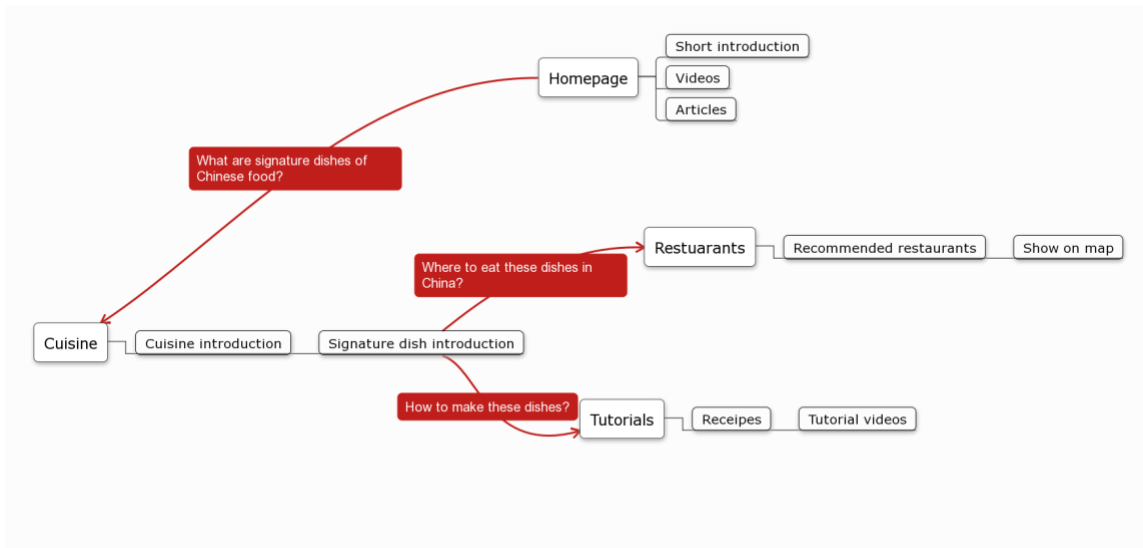


Figure 2 User flow

ii. Skeleton

Once the site map and user flow are determined, I drew prototypes of each section. (See Figure 3-7)




Wireframe - Homepage

Figure 3

Introduction of the four major cuisines

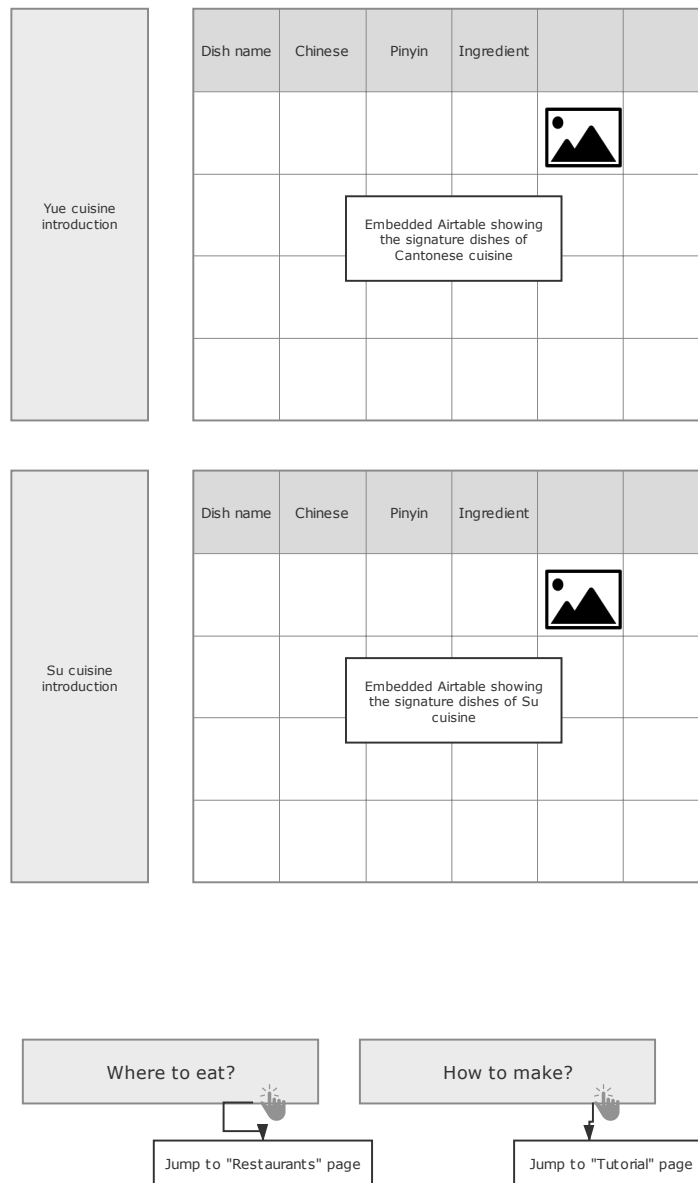
Regional Cuisine

Lu cuisine introduction

Dish name	Chinese	Pinyin	Ingredient		
					
Embedded Airtable showing the signature dishes of Lu cuisine					

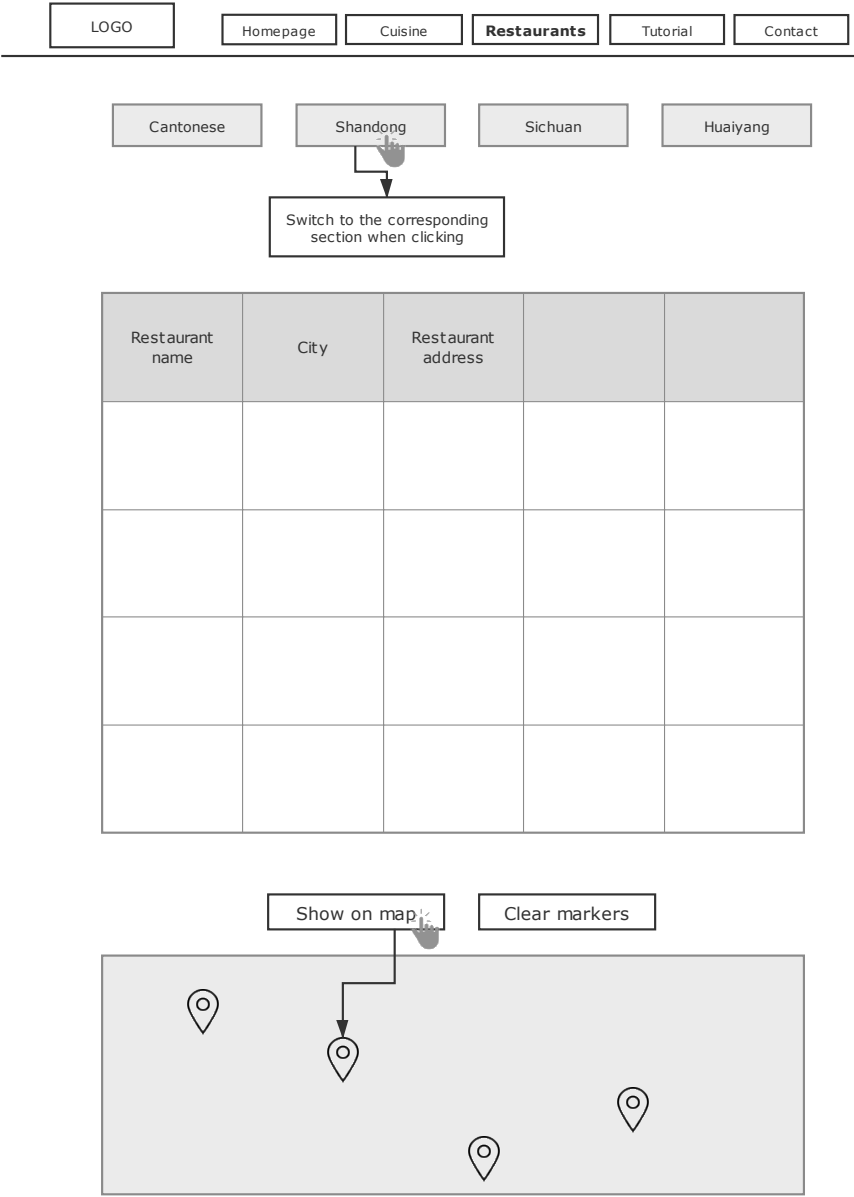
Chuan cuisine introduction

Dish name	Chinese	Pinyin	Ingredient		
					
Embedded Airtable showing the signature dishes of Chuan cuisine					



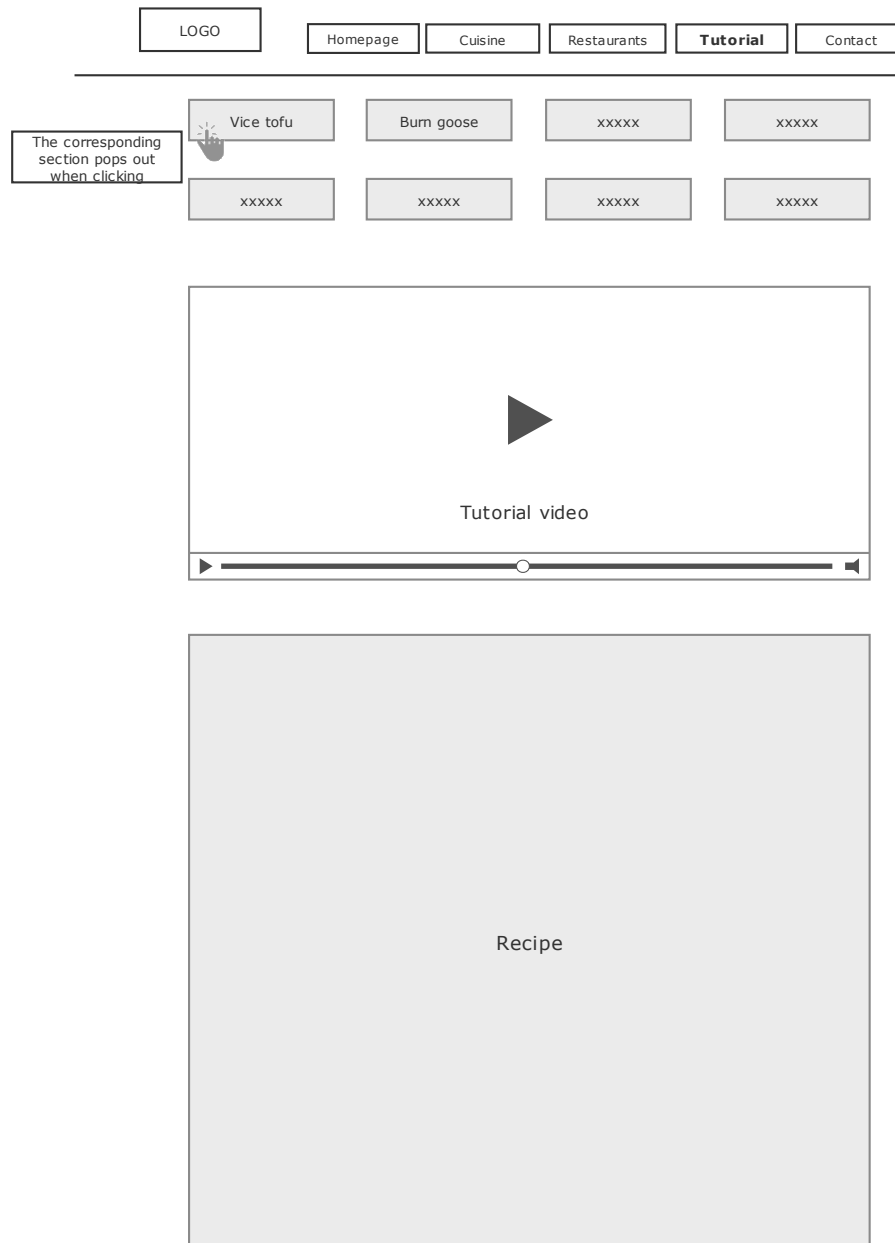
Wireframe - Cuisine

Figure 4



Wireframe -
Restaurants

Figure 5



Wireframe - Tutorial

Figure 6

LOGO

Homepage


Cuisine

Restaurants


Tutorial


Contact


Gallery











Contact Us

Name

Email

Subject

Message

Send message

Copyright © Your Website 2019

Figure 7

iii. Usability test

To test the usability of my website, five target users has been invited to take the test. The target users of my website are visitors who are willing to travel to China or have interest in Chinese culture and food. Three of them are from Canada, and two of them are from Hong Kong. I showed my wireframe prototype to them, and asked them to do the following tasks:

1. Find the article of “Chinese New Year Feast”
2. Find one signature dish of Yue Cuisine
3. Find one Chuan cuisine restaurant in Shenzhen
4. Check the recipe for Vice Tofu

All test takers finished task 1, 3 and 4 smoothly and quickly, but it took about 40 seconds for them to find one signature dish of Yue Cuisine. I asked them the reason, and they said Yue Cuisine is the third cuisine in the section, thus they had to slide over Lu Cuisine and Chuan Cuisine to get to Yue Cuisine.

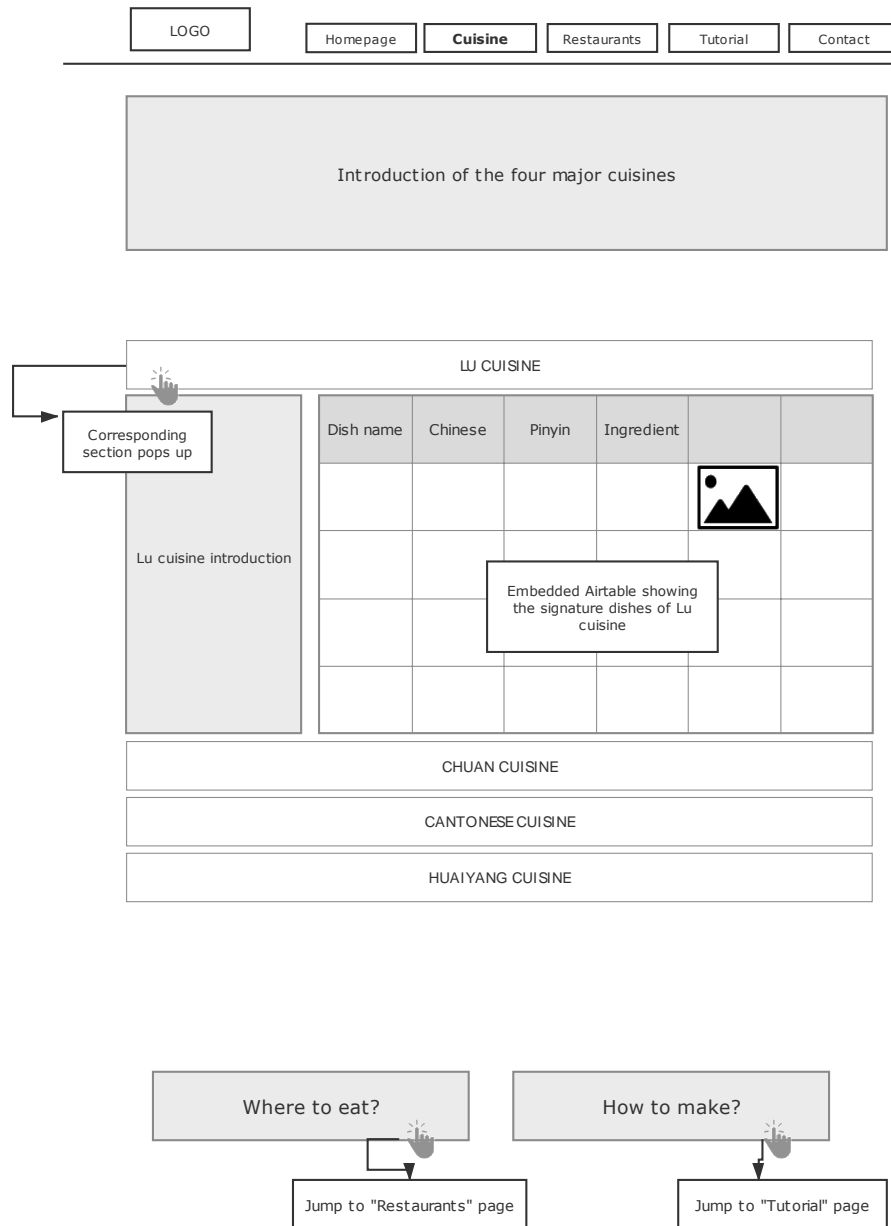
The test takers also answered the following questions:

1. What do you think the website is about?
2. Is it easy to understand the navigation?
3. Are there any other contents or information should be added? / Any suggestions for the website?

For the first question, all respondents replied they knew it is a Chinese food website, and they all think the navigation is clear to understand. For the third question, one respondent talked about the cuisine section is a bit messy since user has to read through introduction for four cuisines from top to bottom. Moreover, another respondent mentioned that she wishes to know the story behind the dish such as history and origin. Lastly, one respondent offered that the website should avoid long text otherwise users might lose interest easily.

According to the results of usability test and respondents' advice, I made some changes to my initial prototype. I changed the format of Cuisine section, from listed contents to collapse so that users can click and see their interested part and it doesn't take up too much space. (See Figure 8)

Furthermore I plan to add origin and story to dish introduction in Cuisine on Airtable.



Wireframe - Cuisine

Figure 8

iv. Surface

After collecting suggestions from usability test with wireframe, I used bootstrap to create design for my website. Since all the sections are linked up together, I applied single-page template on my website. In addition, responsive design is also taken into account to offer better user experience to users with different devices.

For more details, please check via:

<https://yvetteyu727.github.io/finalproject/>

On Homepage, there is basic written introduction of Chinese food, then a documentary below shows the cooking process and cultural features vividly. After that, several articles are listed to help users know more about Chinese food, and topics include the influence of Chinese food on other country, Chinese New Year's feast, and so on. Turning into Cuisine page, a short introduction of the four major cuisines of China is at the top. The left side is the introduction of each cuisine, and an embedded Airtable on the right demonstrates the signature dishes with their pictures, ingredient, and history stories. Moving down to the bottom of the page, two buttons can be chosen by users. One is "Where to eat", and the other one is "How to make", as they direct to Restaurants section and Tutorials section respectively. Entering Restaurants section, there are four buttons with the four major cuisines.

When a button is clicked, the corresponding list of restaurants will appear. In each list, there is not only restaurant name, address, but also some useful other information for users' reference, including per capita consumption, opening hours, telephone number, and rating. Per capita consumption is the average spending per person in this restaurant, and it provides expected budget for users. Opening hours and telephone number can help users to avoid wasting time in waiting. Last but not least, users can compare different restaurants according to rating. All of the information above are collected from DianPing.com, which is a Chinese new media website/app with the most comprehensive restaurants data of China. Below the restaurant list is two buttons and one map. The first button is "Show on map" and second button is "Clear markers". By clicking "Show on map", users are able to see all the restaurants on the map, and it is very helpful when they are planning itinerary. Besides, restaurants of all cuisines can be added to the same map so that users can see how many cuisines they can try in one city. The "Clear markers" button is simply for clearing the pins on the map. In Tutorials section, I put on some classical Chinese must-try dishes, and users will see the tutorial video and recipes when they click on the dish they want to learn. The last section is Contact. It displays some fantastic Chinese food images at the top as a gallery, and users can write their opinion and suggestions to me.

v. Goal setting and Ab test

As the website design is completed, I set up my website to link with Google Analytics and set 5 goals:

1. Watch the documentary video in Home
2. Click on one article in Home
3. Check one dish from the Airtable in Cuisine
4. Click “where to eat” or “how to make”
5. Check the restaurant on the map (click “show on map”)
6. Check one recipe tutorial

These goals follow the user flow of my website. Goal 1 and 2 are set to see whether users have interests to watch the videos or read the articles, in another word, whether these contents are attractive are not. Goal 3, 5, and 6 are related with content in each section, and the objective is to see if users use all the functions. Goal 4 is to check whether those buttons are useful or easily ignored.

Then I set up an A/B test experiment with Google Optimize. While designing the website, I was not sure about what colors should be used for the “show on map” and “clear markers” buttons in Restaurants. To make a contrast and avoid visual fatigue, I made the cuisine buttons red that is the dominant color of my website, and made “show on map” and “clear markers” buttons blue. (See Figure 9)

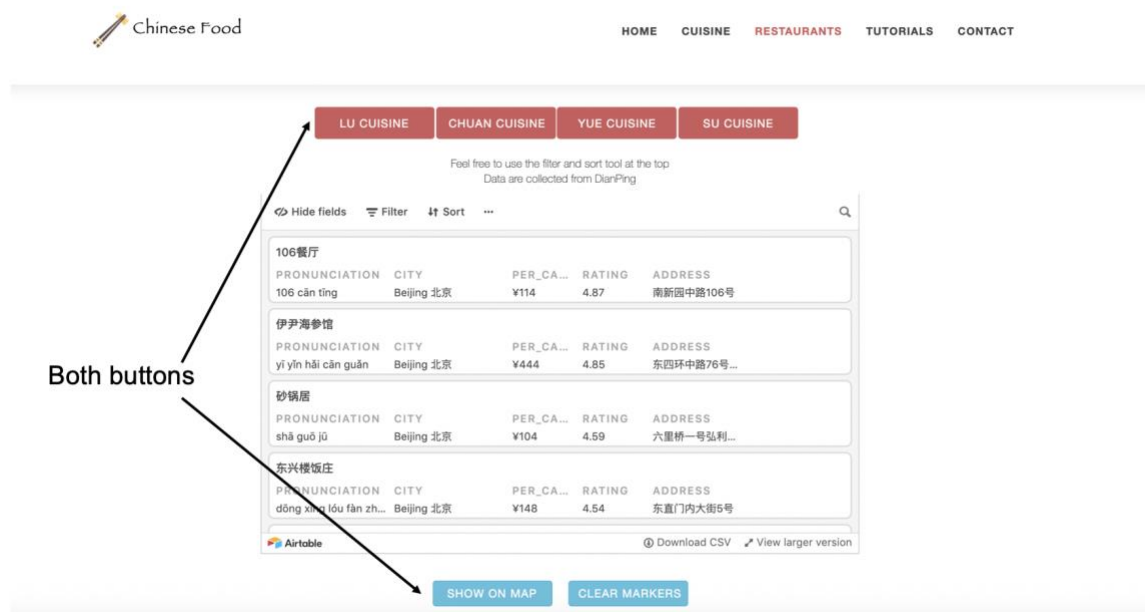


Figure 9 Buttons in Restaurants section

However, I am also worried blue buttons might look close to the map color, and cause it not eye-catching enough to click. Hence, in Version B I set the buttons to be red in order to check which color brings higher desire to click. (See Figure 10&11)

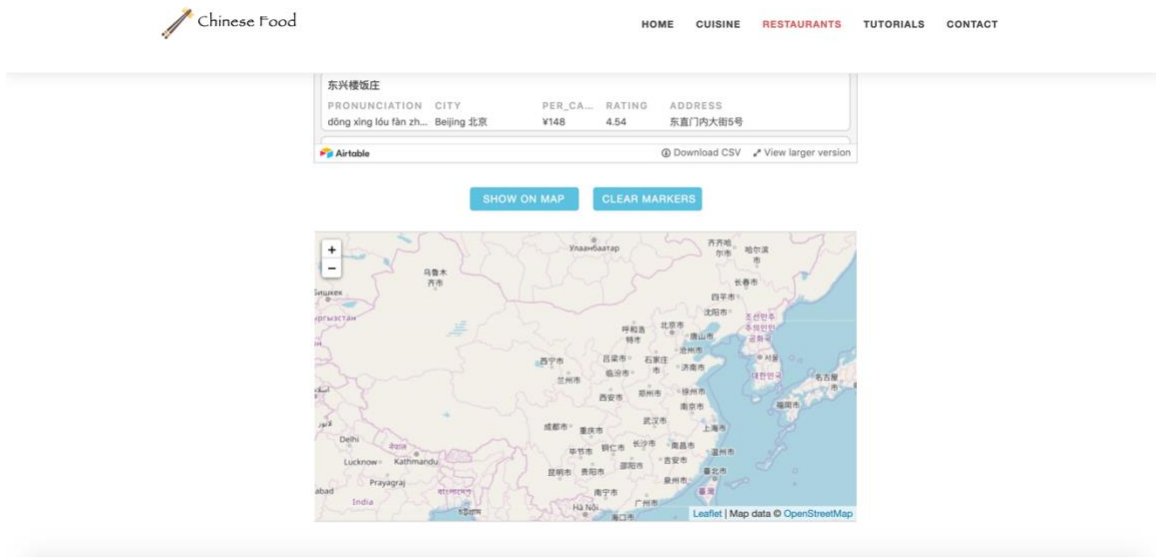


Figure 10 Version A – Blue buttons

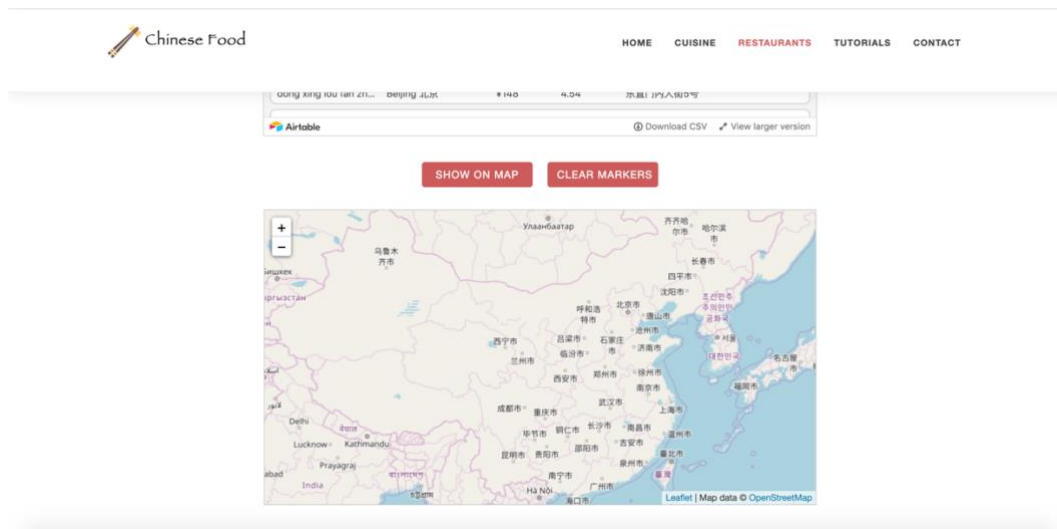


Figure 10 Version B – Red buttons

After running the test for 7 days (Dec 1st – Dec 7th), I got the following result on Google Optimize. (See Figure 11) The original version with blue buttons has much higher probability to be best than version B, and the former has higher modelled conversion rate.

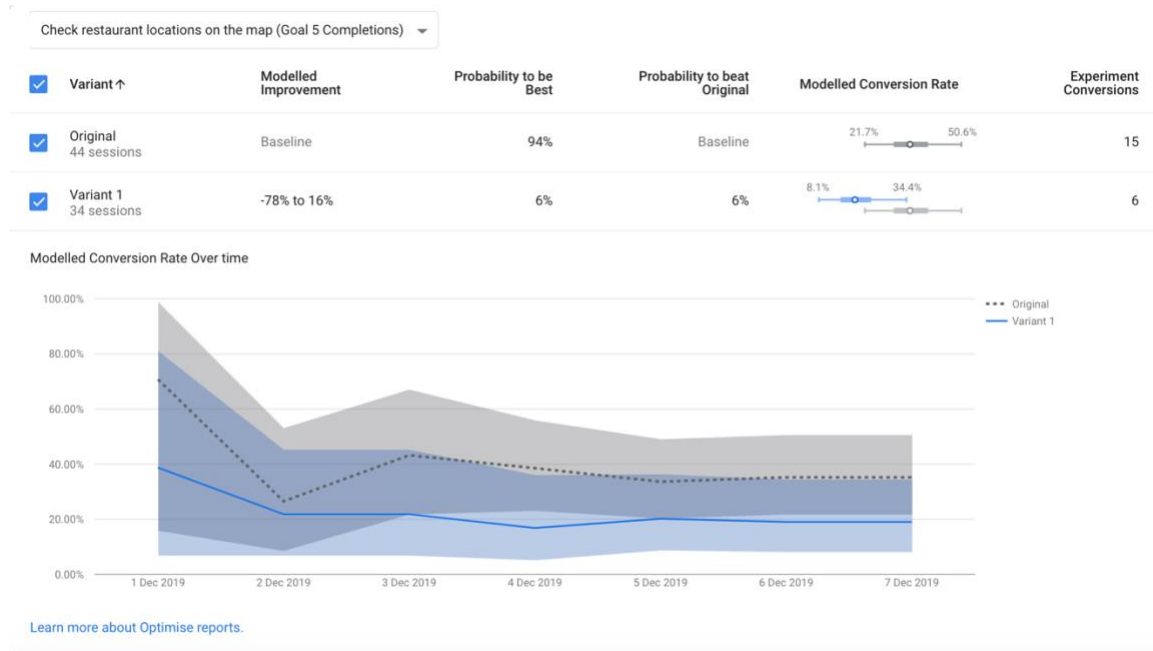


Figure 11 A/B test result

vi. Web analysis

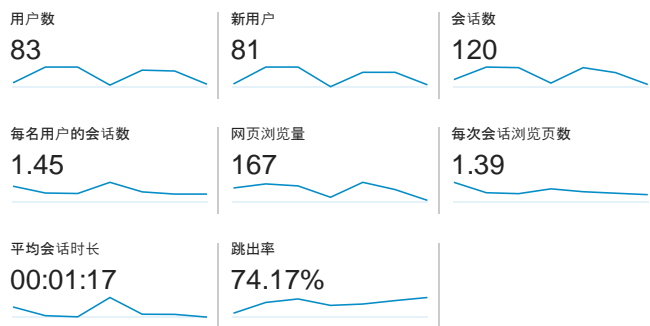
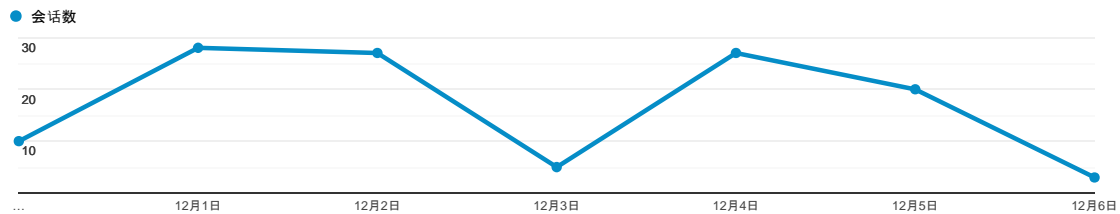
I obtain the data for my website for one week (Nov 30th – Dec 6th) from Google Analytics. From Figure 12 it can be seen that a total of 83 users visited the website. Since the heading background of my website is a YouTube Video, users have to get access to VPN to visit my website, thus I did not get many visitors. Moreover, the average session duration is quite short (1 minute 17 seconds) and bounce rate is very high (74.17%), indicating that probably I need to get more interesting contents to make users staying longer. Furthermore, 13.8% of the users were returning to visit the website.

受众群体概览

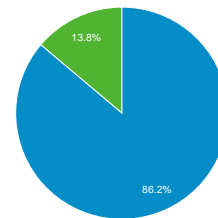


2019年11月30日 - 2019年12月6日

概览



New Visitor Returning Visitor



语言	用户数	用户数百分比
1. zh-cn	54	65.06%
2. en-us	15	18.07%
3. en-ca	11	13.25%
4. en	1	1.20%
5. zh	1	1.20%
6. zh-tw	1	1.20%

Figure 12 Traffic Overview

I tried to share my website to some food forums, but it is easy to be blocked and for some I need to register for certain days to post. Thus, I only shared my website on some social apps. (See Figure 13)



Figure 13 Traffic Source

Figure 14 displays the geographic location of users. Most users are from mainland, and second most users are from Canada because I shared it in WeChat moment and the friends in my undergraduate school visited.



Figure 14 User Geographic Location

Figure 15 presents the proportion of device category. 22.9% of users use desktop to visit while 77.1% were using mobile. For the reason that I share my website on mobile apps, it is more convenient for users to go directly from their smartphones.



Figure 15 Device Category

Conclusion

Through this project, I have experienced the whole process of making a website, including thinking, making prototypes, designing, promoting, and finally analyzing. I've learnt sequences in user experience, that user needs is the primary start. Design is last to fulfill the structure. With structure, qualitative and quantitative tests should be used to test usability. Design is last but not least, an important part that attracts users. In addition, from the web analysis I realized that the website still has many shortages, and I need explore the reasons to improve it better.