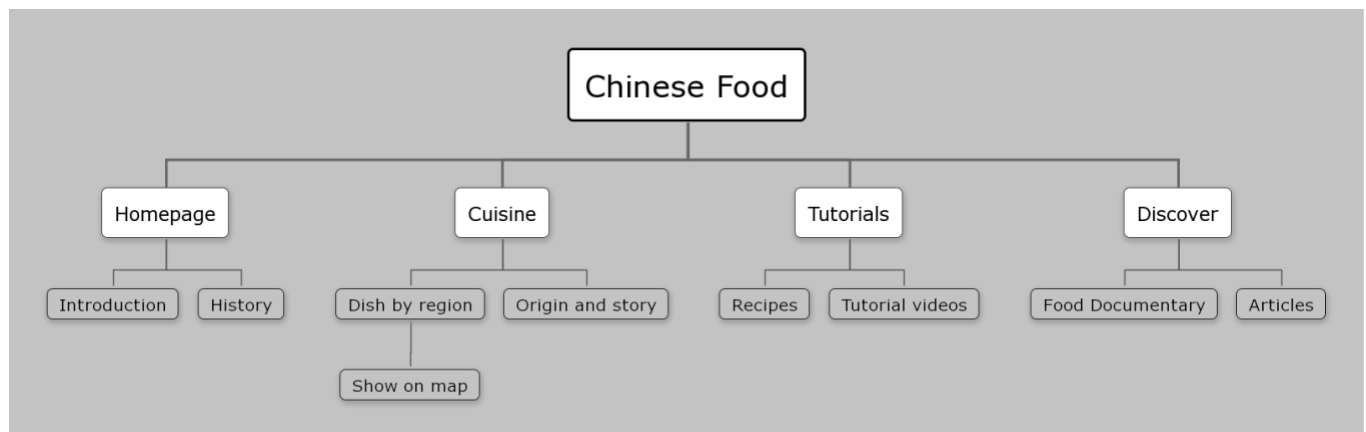


Usability Test

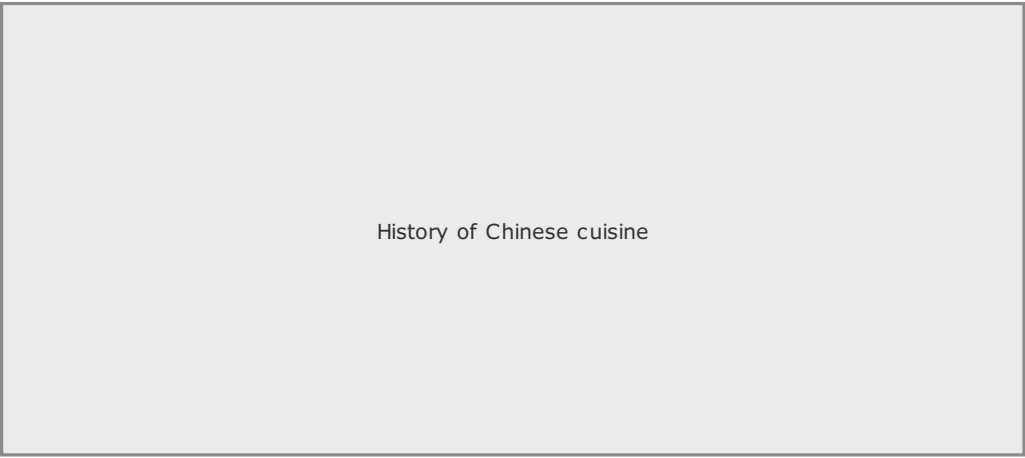
To test the usability of my website, five target users has been invited to take the test. The target users of my website is visitors who are willing to travel to China or have interest in Chinese culture and food. Three of them are from Canada, and two of them are from Hong Kong. I show my initial wireframes to them, and ask them to answer the following four questions:

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


Here is my first site map:



Here is my first wireframe diagram:




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 8888-8888

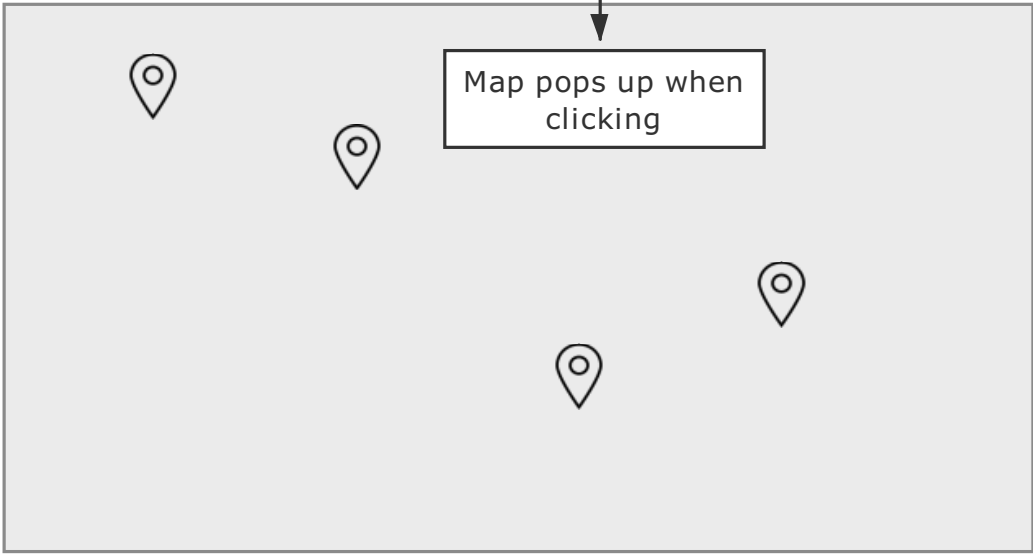
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Dish by region

Province/City	Dish name	Tranditional Chinese	Simplifies Chinese		
Anhui	Soy Braised Mandarin Fish	紅燒臭鰻魚	红烧臭鳊鱼		
		Embedded Airtable			

Show on map



Origin and Story

Mapo Tofu	Twice-cooked pork	Beggar's Chicken
		
xxxxxx	xxxxxxx	xxxxxx
		

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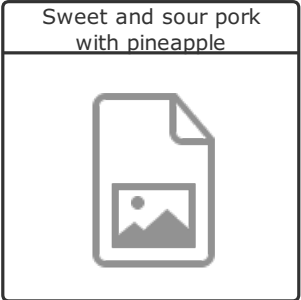
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Recipes

Kung Pao chicken



Sweet and sour pork with pineapple



Stir Fry Chicken



XXXXXX



XXXXXXX



XXXXXX



Turioal videos

Roast Chicken

Steamed Fish

XXXXXX

XXXXXX

XXXXXX

XXXXXX

XXXXXX

XXXXXX



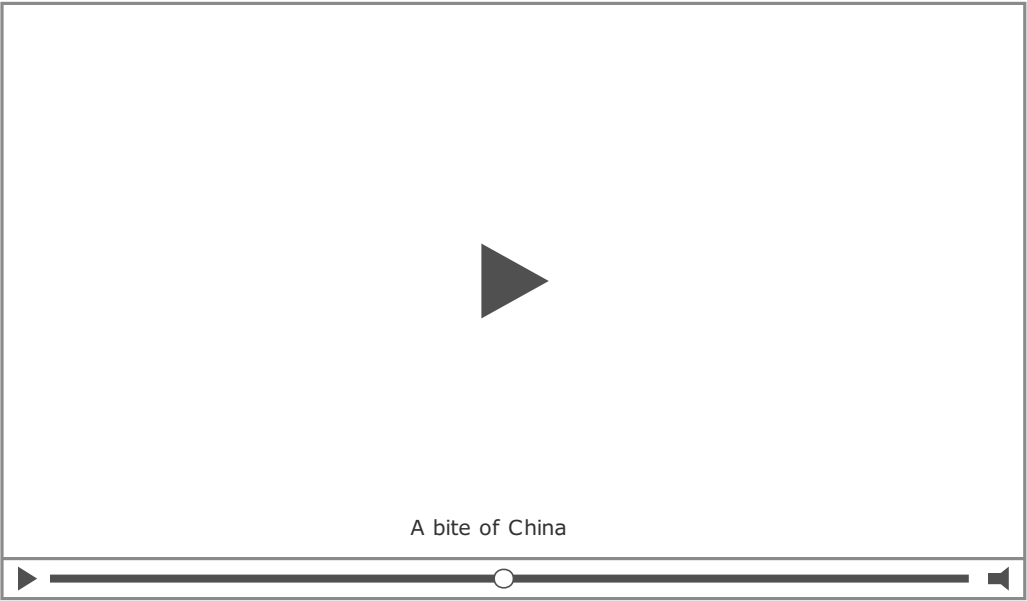
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Food documentary




Articles



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The respondents give the following feedback to my website:

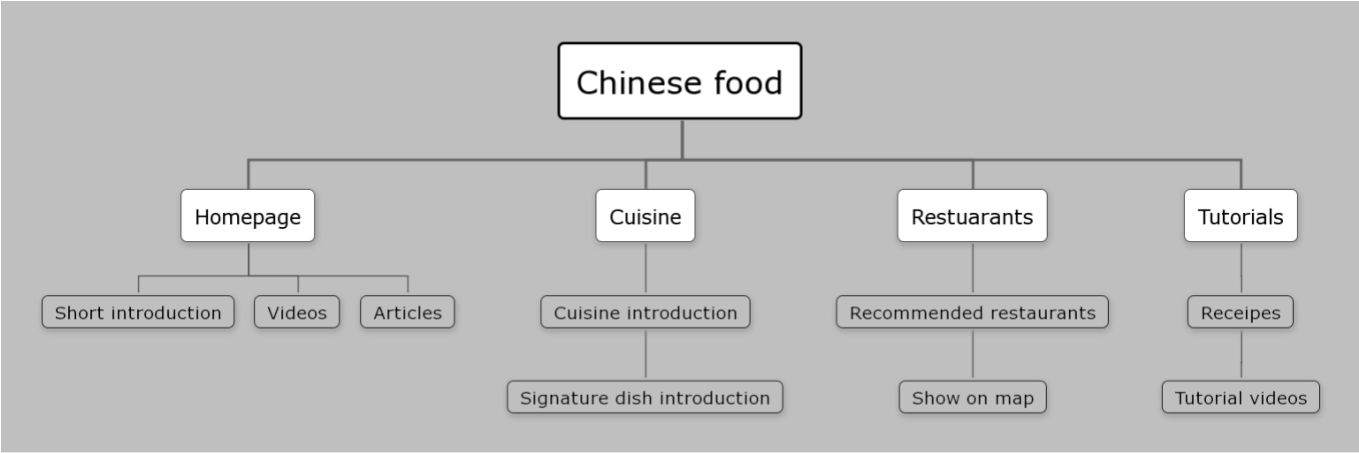
	What do you think the website is about?	Do you think there is enough information on homepage?	Is it easy to understand the navigation?	Are there any other contents or information should be added? / Any suggestions for the website?
R1	Chinese food	yes	yes	<ol style="list-style-type: none"> 1. “Cuisine” should contain regional cuisine 2. Origin and story should be moved to “Discover” section
R2	Chinese food	yes	yes	<ol style="list-style-type: none"> 1. Expect to see some restaurant recommendations 2. Avoid showing long contents
R3	Chinese food	Video should be related to the content	“Discover” is not clear.	<ol style="list-style-type: none"> 1. Dishes in “Tutorial” should be related to the dishes in origin and story 2. Doesn’t have a clear user journey
R4	Chinese food	yes	yes	<ol style="list-style-type: none"> 1. Doesn’t require both Traditional Chinese and Simplified Chinese in one table (repetition) 2. Should introduce the major cuisines at first
R5	Chinese food	yes	yes	<ol style="list-style-type: none"> 1. Expect Table in “Cuisine” can be clicked (have dish introduction)

In terms of the first question, all respondents know the website is about Chinese food. For the second question, one respondent thinks the video on homepage should be related to the word content and others think it is enough. For the third question, one respondent considers that the section name “Discover” is not clear to understand in the navigation bar. Lastly, all respondents provide very useful suggestions for the website.

The first suggestion is to add some introduction about the regional cuisines in “Cuisine”

section. She expects to see some contents related to the origin and taste of the regional cuisine. Moreover, she thinks the origin and story should be moved to “Discover” section, which makes more sense. Secondly, the respond expects to see restaurant recommendations after knowing about the cuisines. In addition, she doesn’t want to see very long articles or too many words, thus video and pictures are better to view. The third respondent claims that dishes in “Tutorial” should be related to the dishes in origin and story. In this way, after reading the origin and story, he can find the corresponding recipes for making the dish. Furthermore, he thinks the four sections are not strongly related to each other, to put it another way, there user journey is not clear enough. Then, the fourth respondent thinks showing both traditional Chinese and simplified Chinese is a repetition for the user, and that the major cuisines should be introduced before introducing the signature dishes. Last but not least, the respondent expects to click the dishes in Table in “Cuisine” to check out dish introductions.

According to these opinions and suggestions, I made some changes to the website.
Here is the second site map:




Here is the second wireframe diagram:



Articles



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Introduction of the four major cuisines

Regional Cuisine

Cantonese

Shandong

Sichuan

Huaiyang

Jumps to the corresponding section when clicking

Cantonese

Short Introduction

Dish name	Chinese	Pinyin	Ingredient	Picture	Origin and story
Burn goose	烧鹅	shāo é	Goose		

Embedded Airtable showing the signature dishes of Cantonese cuisine

Shandong

Short Introduction

Dish name	Chinese	Pinyin	Ingredient	Picture	Origin and story

Embedded Airtable showing the signature dishes of Shandong cuisine

Sichuan

Short Introduction

Dish name	Chinese	Pinyin	Ingredient	Picture	Origin and story
Kung Pao Chicken	宫保雞丁	gōng bǎo jī dīng	Chicken, Chili, Peanut		

Embedded Airtable showing the signature dishes of Sichuan cuisine

Huaiyang

Short Introduction

Dish name	Chinese	Pinyin	Ingredient	Picture	Origin and story
Vince Tofu	文思豆腐	wén sī dòu fǔ	Tofu		

Embedded Airtable showing the signature dishes of Huaiyang cuisine

Where to eat?

How to make?

Jump to "Restaurants" page

Jump to "Tutorial" page

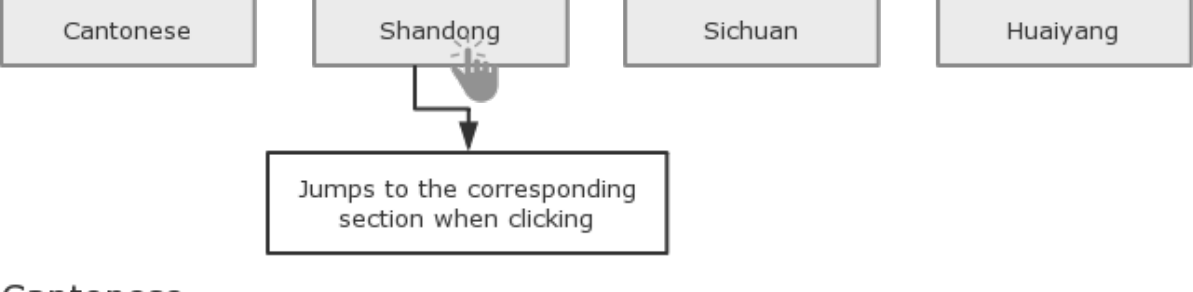
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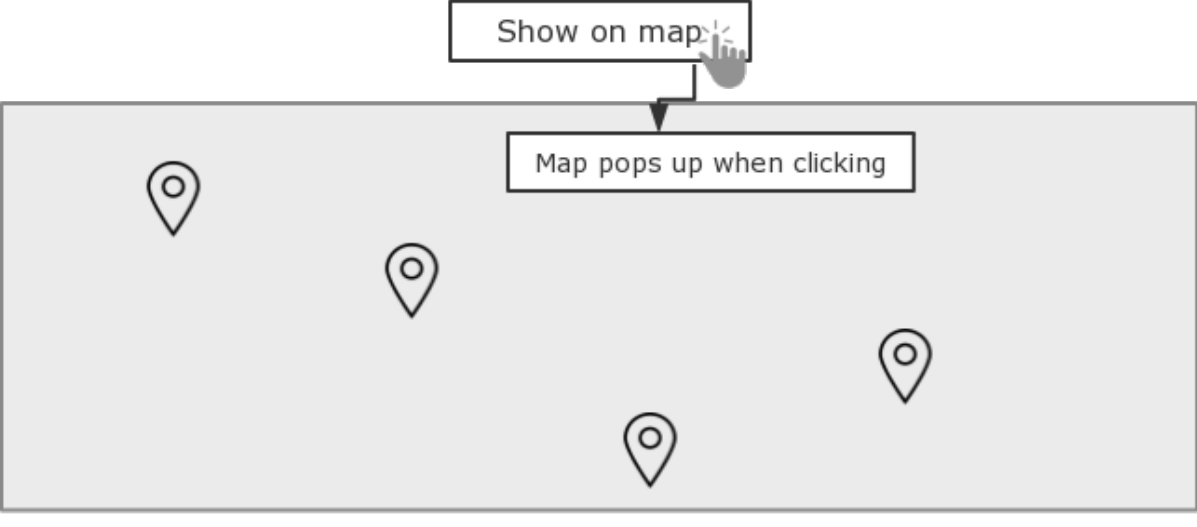
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Introduction of the four major cuisines



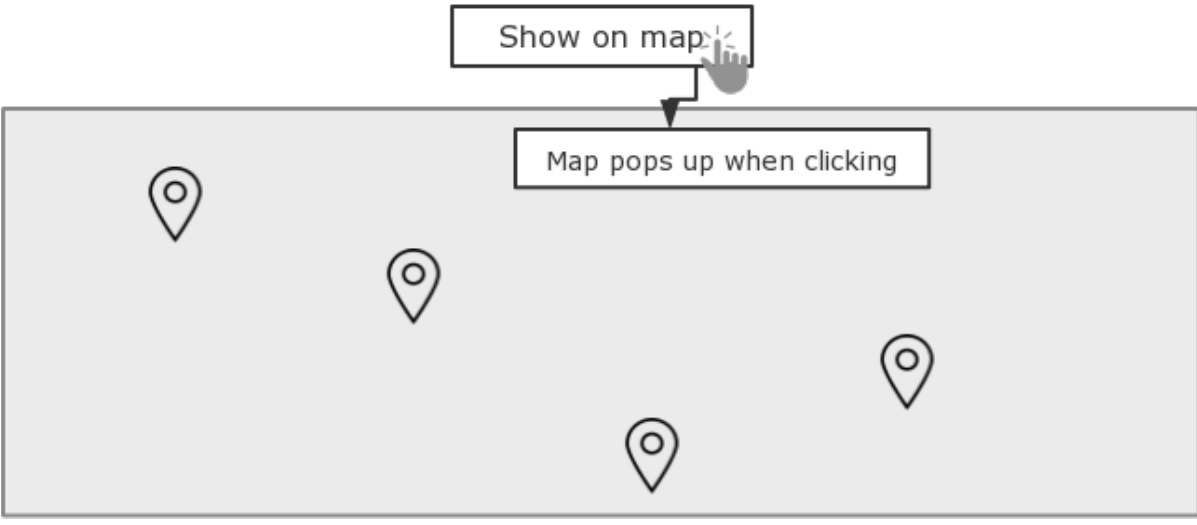
Cantonese

Dish name	Chinese	Restaurant name	Restaurant address	Rating
Burn goose	燒鵝			



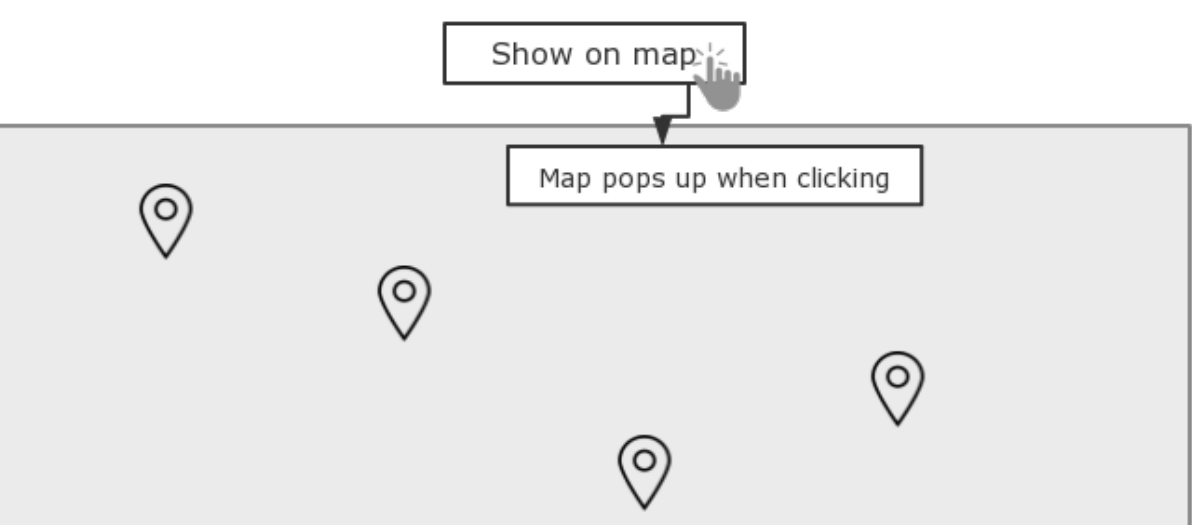
Shandong

Dish name	Chinese	Restaurant name	Restaurant address	Rating



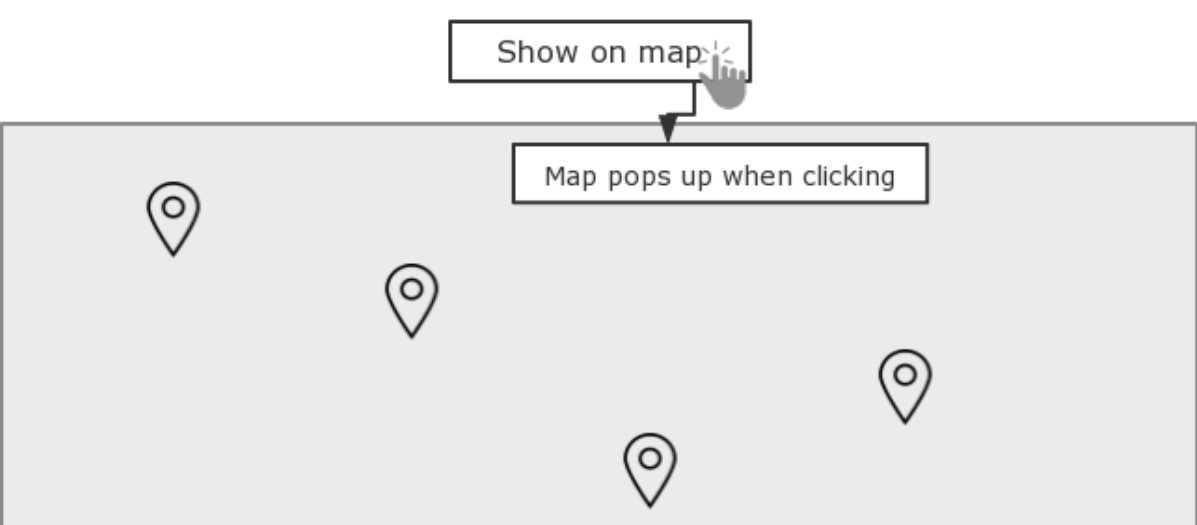
Sichuan

Dish name	Chinese	Restaurant name	Restaurant address	Rating



Huaiyang

Dish name	Chinese	Restaurant name	Restaurant address	Rating



Vice tofu	Burn goose	xxxxx	xxxxx
xxxxx	xxxxx	xxxxx	xxxxx
xxxxx	xxxxx	xxxxx	xxxxx

Jumps to the corresponding section when clicking

Vice Tofu

Recipe

Tutorial video

Burn goose

Recipe

Tutorial video

XXXXXX

Recipe


Tutorial video

XXXXXX

Recipe

Tutorial video

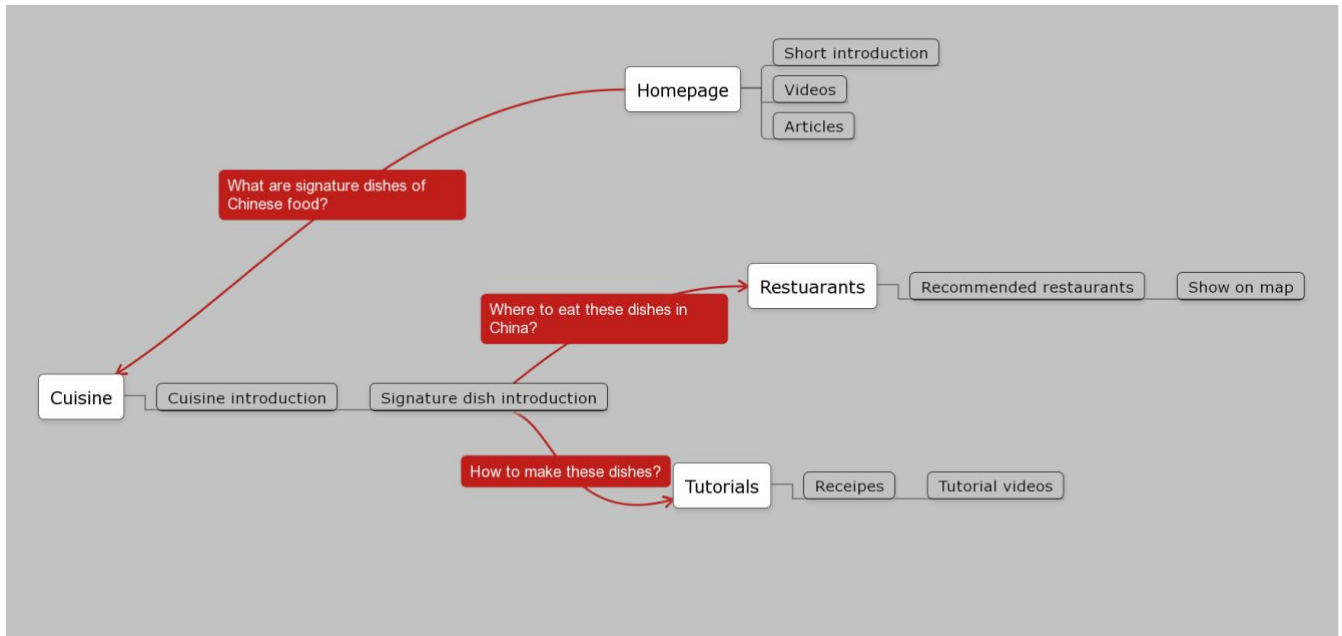
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First of all, I combine the “Homepage” content and “Discover” content, put everything about introducing Chinese food in the first section “Homepage”. I also put some articles on homepage with an abstract instead of long contents. For the “Cuisine” section, I decide to focus on introducing the four major Chinese regional cuisines. The origin and story are added to this section to help users know about the behind stories. At the end of this page, users can click two buttons to jump to the next two pages: “Where to eat” goes to “Restaurants”, “How to make” goes to “Tutorial”. This follows the designed user flow:



Then the “Restaurants” page contains the recommended restaurants and their address, which is convenient for visitors to collect information. Lastly, in the “Tutorial” section, each dish has both the word version of recipe and video tutorial, providing more options for users to choose.