**Main page**

Assignment Goal:

Develop and tests our understanding of the methodology of user-centered development and master our skills in applying these concepts and techniques to the design of our website.

At the start of the project our group came up with a website theme based on travelling to a region. We finally decided our region would be Hong Kong, and we came up with the website name being <em>"Travelling in Hong Kong"</em>. For this website we aimed to inform our targeted website users on a travel experience and guide in Hong Kong. Mainly our website is going to offer background information on travelling in Hong Kong, specifically the cuisine, attractions, destinations, accommodations and news in Hong Kong. Our second goal is to assist interested users to easily acknowledge their desired information about travelling in Hong Kong from our website.

Our design process is shown from the following steps:

1. Established the theme of our website and discussed ideas for the content of our website.
2. Researched our proposed theme from similar websites and gathered necessary information.
3. Designed the content for our theme and produced various content inventories.
4. We categorised the content by conducting a card sort (electronic and manual) with users.
5. Sketches of the proposed website, design scheme and sitemap were created after analysing the user’s card sorting results.
6. Five scenarios were made to run through our paper prototype of our website.
7. Further analysed and developed our proposed website through evaluation of the above.
8. Designed our final prototype.

**Content inventory**

At the start of our groups discussion on the theme of our website we came up with a few ideas based on our interests in life. These themes were Sports (basketball), Restaurants (coffee shops), Fan pages (Justin Timberlake), Countries (HongKong). We finally agreed on Hong Kong because every member were familiar with this homeland country. However, Hong Kong has a wide range of aspects to show, so we discussed further and finally limited the scope. In the end we established our theme as ‘Travelling in Hong Kong’.

How did we come up with the content for ‘travelling in HongKong’?

Obviously the theme was related to a travel guide, simply we researched other websites with a similar theme, and analysed the content inventories. We then conducted our three initial ideas of content inventory which related to our proposed website. Each of us (three members) brought these three content inventories home and each created one of own. The next day we produced our proposed content inventory by comparing among our three own-made content inventories.

**Card Sort**

For our card sort we conducted two methods of sorting, one with the online tool (optimal workshop), the other was manually conducted. For our online tool we received seven responses: (screen shot)

In total we conducted seven ‘closed card sorting’, where the index cards were logically grouped by the users. This evaluative approach revealed grouping patterns for us to analysis the relevance of the categories. The online tool further standardised similar category names and common categorise arose.

(screenshot)

From the results, the optimal workshop outlined (bolded as shown) and displayed the most common categories. These were ‘About’, ‘Music’, ‘News’, ‘Restaurants’, ‘Media and ‘Food’. (Front being the most cards, last being the least.) With this, we concluded these categories with the most suitable ones to sort our content inventory in order to assemble our site map and suit our design scheme.

**Sitemap**

In our sitemap (tree diagram) we initially created six categories from our card sort analysis. (i.e. History Info, Food, HK Music, Destinations, News in HK, Contact us). From this sitemap shown below we produced a paper prototype (including every page) of our initial design. As you can see from the initial site map a few corrections were made. These corrections were examined with the card sorting.

(screenshot)

**Design Brainstorming session**.

During the stages of our design development it was important for us to refer:

1. Goals of the assignment were acknowledged.
2. Team’s thorough ideas based on our interests lead our direction of thinking.
3. To solve a problem and obtain a result the most logical ways were approved.
4. The relativities of our theme were taken into account.

Therefore, again, the goal of our website is to help our targeted website user to find out the information they desired, the proposed website idea should be orientated to a clear, succinct travelling guide website, moreover, our design was produced in terms of the research of their website examples, (i.e. Ourbrisbane.com, Discover Hong Kong), the examples show the common aspect of how to organise the website, unique aspects were also presented on the sites. After that the content inventory and card sort process helped us to organise the sitemap and navigation plan, then the initial prototypes were created successfully by generating several scenarios. The scenarios should reach the most specific aspects of the whole website design in order to help us to improve our design by doing the evaluation session.

In the evaluation process of the design, the most significant aspects are giving the control to the user when they testing the prototypes based on the scenarios. Note taken was also a necessary method to improve the design because users can find out the problems and give useful suggestions impersonally, so that our design would not be limited by the designers’ subjective factors.

**Part 3**

**Evaluation page:**

After produced our initial paper prototypes, we evaluate the design by testing on six users which would run through the five scenarios we developed. First of all, notations were made on the paper prototypes in order to help users to operate it fluently and easily, moreover, the users controlled the website by their own decision to access the scenarios, our group members were playing a role as facilitator to help the users, recording the problems appeared during the test and taking notes.

**(Pic)**

According to the above process, we found out there were several obvious failures and missing functionalities, as well as some friendly recommended design issues from the users. For example:

1. Some categories were named as an impropriate definition, e.g. the information of “Culture” and “Education” were not easy to be discovered under the “History Info”, which did not mention the aspects of culture and education, thus name as “About Hong Kong” is recommended.
2. The category of “HK Music” might be part of the attractions of Hong Kong combining with “Destinations”. The aspect of accommodation can be added to the category.
3. The sub-level pages of “News in HK” category were redundant information that they could be resorted and presented in one page.
4. Recommended family websites might be set under the navigation bar.
5. A missing logo for the homepage would be useful.
6. Buttons were missing in the prototypes for the search input box.
7. What happen if users click on the pictures during visiting the website?

(PIC)

As a result of our design evaluation, a final prototype in paper form was produced, based on the problems and recommendations from the users, we improved our design by modifying the whole design process from content inventory, sitemap and the paper prototypes, furthermore we repeated the valuation process as above steps to test the modifications.

**Prototype page:**

The final proposed prototypes were produced after the evaluation process. Before the final prototypes were made, the content inventory and the sitemap of the website were also improved, for instance: for the content inventory, there are still six main categories from 1.0 to 6.0, however, we changed “history info” into “About Hong Kong” so that the users can easier to get the information of culture, history and education, moreover, we created a new category named “Attractions”, which combines the “HK music” and “Destinations” together, that is, the website visitors can find out the information about Hong Kong music under the “Attractions” content, the reason that we modified is because we want to design a more succinct navigation plan for the website, moreover, a content inventory of “Accommodations” of Hong Kong was added due to its significance for the travelling aspects, thus, we created there second level pages for the accommodation, i.e. hotels, apartments and airport flights, for the last issue we improved is the “News” category, we planned to display all the various news into one page instead of creating a large amount of sub-level pages. Therefore, there is a new improved sitemap generated based on the content inventory.

As a result of that, we were about to create our final paper prototypes. As we can see from the images, we organised the website with a succinct homepage: a logo linking to homepage and a greeting will put on the header with an appropriate background image, a search input box is set on the top right hand side, moreover, the left side of the website is the navigation bar, which links to the aspects that concern to the travel information, below that, related links/websites are shown to show the further information. When further click on the categories, a new page of related information is supposed to present and a small sub-level navigation table will appears when highlighting some of the left navigation bar content, i.e. mouse on the “Food” will come up a table with “Restaurants around the world”, “Yum Cha”, “Seafood restaurants” and so on.

Eventually, we ran through our scenarios with few users and evaluated our design again to ensure the final proposed design. Here are the pictures of final paper prototypes:

**REFLECION**

Overall the project was fun but demanding at the same time since the purpose of designing the website, creativity, had to be repeatedly applied to gain further developments. Members of the group described this whole project as a whole design process, in other words they meant as one step was taken, many steps emerged and further problems arose. Steps led to steps like a domino effect. We knew this experience was a good set of practice not only for future projects but for our design skills.

*What we learnt about designing a website?*

We achieved our final prototype by learning design techniques through our design process. Most of the times each of our group members had to reflect on their practices learnt from the past practical classes and apply new concepts and techniques to the design of our website.

*What were the design-processed techniques that contributed to the design?*

In the beginning we visited many sites and understood what the trends of content inventories were and how they were formed. Organisation was the underlying technique which helped generated the content and hence the basic structure of our website. Secondly, the card sorting of the content improved the structure and raised more ideas that could be used in the next design step. An initial paper prototype was then constructed to give a more detailed picture of how the website was going to actually look and function. The paper prototype was not the best trial model to conduct on users but it was enough to draw improvements in our design process. This thoroughly outlined the test scenarios our group then made for design justifications. Lastly we summarised all the evaluations of our design process and developed a final website. Being very exact and clear with the steps of development and knowing how to work around with creativity was what we believed the very key to this project was.

Although the website and creativity of the architecture of the website was not the best due to the time consumption of the design process and other assignments we benefited with a good practice in website design.

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