Discover Yixing: Using a Mobile Application to Promote Tourism and Marketing for a Small Chinese City

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Discover Yixing

Using a Mobile Application to Promote Tourism and Marketing for a Small Chinese City

Hanxi Xie

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Fine Arts in Visual Communication Design

School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology
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December, 2017
Title

Discover Yixing: Using a Mobile Application to Promote Tourism and Marketing for a Small Chinese City

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Abstract

Tourism is an indispensable domain for many cities’ successful economic development. For tourists who are exploring popular cities and major resorts, there are a variety of mobile applications and websites can provide detailed information and instructions. It is convenient for independent travelers to use these tools to visit large and well-known cities.

However, travel agencies, tourist applications, or multi-lingual travel guides do not cover some lesser-known cities. Although such cities may be underdeveloped in terms of economic conditions, some of these cities have potential to become valuable tourist resorts.

Many lesser-known cities can’t provide professional travel agencies and/or multiple language guides because of limited economic conditions and limited city development. Some of these cities have potential to become well-developed tourist resorts, appealing to travelers all over the world by the natural sceneries, rich history, unique customs, and low consumption level.

This thesis project explores the interaction, user interface, and experience design to develop a mobile application for foreign travelers who will visit the city named Yixing (pronounce as “yee shing” in Chinese) in China. In addition to assisting tourists, this mobile application can serve the city government to support tourism marketing and promotional strategies.

Keywords

Chinese, tourism, interaction design, branding design, UI design, UI motion
Introduction

The city introduced in this proposal is Yixing, a typical Chinese smaller city comparing to Shanghai. Yixing is part of the Yangtze River Delta. It is the Chinese Pottery Capital. The area of Yixing is 2,038.7 km² (787.1 sq mi), Shanghai is 6,038.7 km² (2,448 sq mi). The population of Yixing is 1,243,700, Shanghai is 24,152,700. Yixing is a county-level city administrated under the prefecture-level city of Wuxi in southern Jiangsu province, while Shanghai is municipality¹. Yixing enjoys a perfect location of transportation. It is the connection of Jiangsu, Shanghai, and Hangzhou. Although there is no airport in Yixing, there are many airports nearby.

- 59 miles far away from Wuxi Shuofang International Airport (WUX)
- 67 miles far away from Nanjing Lukou International Airport (NKG)
- 118 miles far away from Shanghai Hongqiao International airport (SHA)
- 150 miles far away from Shanghai Pudong International Airport (PVG)

There are shuttles and buses between Yixing and these airports. It is also the middle station of High-speed railway (350 km/h) connecting Nanking and Hangzhou. It takes 30 minutes to arrive Nanking and 2 hour to arrive Shanghai by High-speed railway².

¹ Baike baidu
www.baike.baidu.com/view/3682822.html
² Baike baidu
Situation Analysis

For international travelers, few people know Yixing, because current tourist websites, travel applications, and city guide publications have not promoted tours or posted advertisement for Yixing. However, Yixing has rich cultures and tourist resources that are valuable to be developed and promoted.

There are many delicious local foods in Yixing. Due to different soil, and weather condition, each town has its particular food products, such as dried tofu, crunchy candy, bamboo shoot and Chinese chestnut.

Yixing Bamboo Forest is one of the most popular attractions in China. It is worth driving from the nearby large cities like Shanghai and Hangzhou. Visitors can climb mountains, buy bamboo products like pen container and cup coaster. It is healthy to eat some natural food here, visitors can pluck vegetables on their own and cook them in local restaurants which is totally different from noisy and crowded large cities.

Shanjuan Cave is another top attraction recommended by TripAdvisor. Shanjuan Cave, Hanren Cave in Belgium and Lyon Cave in France are equally called the three greatest caves in the world. It is majestic and fantastic inside the cave. There are thousands of stalactite, and most of them have magical stories. There are about 90 natural caves in the southern area of Yixing. Every cave has its unique natural scenery.

---

3 The Sea of Bamboo Park
www.chinahighlights.com/yixing/attraction/the-sea-of-bamboo.html
The most famous local product is Purple Clay Teapot (pronounce as “Zisha Hu” in Chinese). It is well-known among the world. Foreigners also can purchase Yixing Purple Clay Teapot in their own country. For example, there are some stores located in Flushing, Queens, New York for customers to buy Yixing teapot. Also, people can place order on Amazon or other website. Yixing teapot represents Chinese culture. It is not only a teapot that can keep the tea fresh and warm for a long time, but also a valuable souvenir. Yixing Pottery Teapot represents Chinese traditional cultural art, a rich and profound teapot history.

Yixing has some special events every year. Besides the traditional Chinese festival, it also has some lunar calendar festival, such as Black Rice festival in May, Wonton Summer Solstice Festival around June 20, Bread festival in July 19, and Dumpling Festival during the Spring festival in February. During these special days, local people always make particular meals like black rice, wonton, bread and dumpling to celebrate it and send these foods to friends as gifts.

In conclusion, Yixing is a city of great potential. There are many tourist attractions, famous local products, delicious local food and interesting local events for this city to promote its tourism. This mobile application provides an opportunity for users to visit Yixing beautiful natural scenery, order famous Yixing teapot and delicious local foods.

---

4 Yixing Teaware. “About Yixing Teaware.”
**Problem Statement**

Most international travelers will choose well-known cities, such as Beijing and Shanghai, as destinations when they visit China. Few visitors have heard about small cities like Yixing, not to mention generating travel plan for visiting Yixing. As a city near Shanghai, it is a good choice to spend a few days in Yixing. The mobile application will guide foreign travelers to a real Yixing. Like most of the Chinese cities, Yixing is in the process of rapid development. Besides visiting Beijing and Shanghai, a visit to Yixing will bring travelers a real impression of most current Chinese cities including cities’ modern development and traditional culture.

**Thesis Statement**

The thesis research focuses on exploring interaction, user interface, experience design and branding graphic design to build a tourism digital mobile application to promote Yixing tourism marketing.
Survey of Literature

Books and Articles

1 **Mobile Persuasion Design**

   This book explores the environment, health, learning, and happiness. It adopts user experience methods, in-depth case studies and market analysis to see user needs.

2 **Introduction to Travel and Tourism Marketing**

   It points out that travelers become more seasoned. They become more discerning and insisting on only the best products and services. To develop tourism, destinations must explore some unique features to attract travelers.

3 **UI is Communication**

   Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. The user interface is a language that can communicate between users and technology. Approachable and practical UI design makes users to trust travel mobile applications more.

4 **Mobility, Sociability and Well-being of Urban Living**

   This journal points out the effects of urban residents’ mobility biographies on their current quality of life. Traveler’s satisfaction has a connection with city’s economic development.
5 **Seven Cups Fine Chinese Teas**
www.sevencups.com

This is a website selling tea and teapots. It is also an organization that organizes tea fans to get together, tasting tea. This website introduces Yixing teapot and tea history.

6 **China Highlights**
www.chinahighlights.com

China Highlights is a travel website, providing a platform for foreigners to plan their trips in China. This website contains rich information about Chinese cultures, such as Kungfu, food, Chinese Zodiac, tea, Chinese medicine, and festivals.

7 **Baike**
www.baike.baidu.com/view/3682822.html

Chinese website introduces general information about Shanjuan Cave, such as ticket price, history, and road map. This website can save a lot of time for travelers to plan Shanjuan Cave trip.

8 **Travel App UI**
www.pinterest.com/hellojuliachen/travel-app-ui/

This website lists some mobile applications, which points out that combining photographs and icons is a trend for travel applications.
### Websites

|   | **9** | **Timeout**  
The world’s 50 best travel apps, July 13 2015.  
|   | **10** | **Marketing China**  
4 major trends in China’s tourism industry, November 13 2013.  
www.marketingtochina.com/amadeus-reveals-4-major-trends-chinas-tourism-industry/ | This website introduces Chinese travelers’ trends. It indicates that most travelers will use mobile devices with travel arrangements. |
|   | **11** | **The Best Smartphone Apps for Traveling Photographers**  
May 21 2015.  
www.popphoto.com/best-smartphone-apps-traveling-photographers | This website shows the guide for choosing photographs in the mobile application. More travelers’ photos will make the mobile application reliable. |
Process

The thesis research focuses on exploring interaction, user interface, experience design, and branding graphic design to build a tourism digital mobile application to promote Yixing’s tourism market potential.

First of all, the designer brainstormed and listed the major functions of this mobile application. Then the author drew the flowchart to clarify the functions of the entire mobile application. This application aims at helping travelers to know the tourist landscapes, local products, special events, as well as history and cultures. These four components are classified in four distinguishing categories of the “Visit Yixing” mobile application. The first-time-arrived travelers will be provided with a convenient method to receive tourist recommendations.

During the winter intersession in 2016, the designer went back to Yixing, conducting research and online surveys among local residents in order to collect data about tourist recommendations. After analyzing the data, the author summarized useful information, including ranked top restaurants and lodgings in Yixing.
Overview

In the Spring 2017, the author started to draw sketches of icons and wireframes for each screen. After that, the author designed the logo of “Visit Yixing” in both English and Chinese versions. When the visual screens were finalized, the author performed the usability testing with friends, advisors, and random participants. Last but not least, the author built the entire mobile application prototype and user interface motion.

With this mobile application “Visit Yixing”, users can have a brief view of landscapes before on site. They can book restaurants and lodgings. In the page of “local products,” users can have a basic knowledge about the Purple Clay Teapot. By creating accounts, users can save their preferences and write reviews, which provides valuable references to new users who are going to visit Yixing.
Approach

“Visit Yixing” is an interactive mobile application designed to help travelers to know as much information about Yixing as possible. Due to the limitation of applicable techniques, the final design is an interactive mobile prototype of the application. All the visual assets are designed in Adobe Illustrator and Adobe XD. The prototype is created in Invision. A motion design project of showing how to use this mobile application is created in Adobe After Effects.

Target Audience

- International travelers who want to learn more about China
- People who want to order Yixing Pottery Teapot (Zi Sha Hu) on a reliable mobile application
- The local people who want to explore more about their hometown
<table>
<thead>
<tr>
<th>Persona 1</th>
<th>Name</th>
<th>Clark Andrews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>San Jose, CA</td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td>Software Developer</td>
<td></td>
</tr>
<tr>
<td>Bio</td>
<td>Clark Andrews is a software developer. He is busy working days. He really enjoys traveling during break every year. He loves traveling independently. He already visited many countries. China is his next destination.</td>
<td></td>
</tr>
</tbody>
</table>
| Goals    | • To visit local recommend attractions  
|          | • Enable to view visit history  
|          | • Help plan my trip independently |               |
| Frustrations | • Cheated by some travel agency  
|          | • Unfamiliar with most Chinese cities  
|          | • Have no chance to experience local culture |
### Persona 2

<table>
<thead>
<tr>
<th><strong>Name</strong></th>
<th>Yanwen Liu</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>24</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>Syracuse, NY</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td>International Student</td>
</tr>
</tbody>
</table>

**Bio**
Yanwen is an international student studied in United States five years ago. She comes from Shanghai. She wants to visit some nearby cities which are different from Shanghai.

**Goals**
- To visit different nearby cities
- Enjoy delicious local food
- To buy some local products for families and friends

**Frustrations**
- No friends in other Chinese cities
- Don’t know where to visit during short breaks
- Don’t believe advertisement recommendation
Flow architecture, which is addressing the four categories after the login screen, was created to show the concept of this project (Fig.1.). For each category, there will be detailed information for the user to choose (Fig.1.). After the users making their choice, it will show the main function. Finally, it will connect with another mobile application for making reservations or calling taxi, such as Booking, OpenTable and Uber.

Fig. 1. Information Flowchart
After figuring out the information flowchart, each category needs to be explored deeper and considered as a cohesive unit. The author chose the content for each category due to the result of conducted interviews. While creating the wireframes, it is necessary to take the user habits and connection between different pages into consideration. In this section, the low fidelity, wireframe sketches are introduced.

Fig. 2. Wireframe Sketch
Wireframe

The user can log in (Fig. 3.) after the loading screens. If they don’t have an account, they can create a new account or explore as guests. After choosing a category (Fig. 4.), users can go to the next content. With the bottom menu, the user can navigate the whole application easily. In the hamburger menu, users can view the personal account.

Fig. 3. Wireframe - Sign in
Fig. 4. Wireframe - Category
Fig. 5. Wireframe - Landmark
After choosing the Bamboo Forest in Landmark, the user can see pictures in next screen (Fig. 6.). Users can save this landmark by clicking the “heart” icon. There are six functions listed in the lower part of this screen. Users can go to next screen by choosing one of these functions. If users choose restaurant, it will show the restaurant list (Fig. 7.). After choosing one restaurant, users can get detailed information, like pictures of recommend dishes. Users can get direction or reserve this restaurant by clicking the corresponding buttons, which will be connected to other mobile applications (Fig. 8.).
Icon Design

For this mobile application, the primary icon set is a significant part of this visual design. While the icon set was created, the designer started to draw sketches (Fig. 9.), chose color palette, and decided the final icon set style. In order to keep the consistency of this mobile application design style, the designer decided to use line-style for the icon set (Fig. 10.). All four categories: landmarks, products, events and culture, have their corresponding icons.
Icon Design

Digital Illustrator

Fig. 11. Icon Grid 1

Fig. 12. Icon Grid 2
Icon Design

Digital Illustrator

Fig. 13. Four Categories Icon Set

landmark  product  event  culture

Fig. 14. Landmarks Icon Set

Bamboo Forest  Shanjuan Cave  Lady Lake

Dajue Temple  Clay Museum  Longchi Mountain
Icon Design

Digital Illustrator

Ticket  Restaurant  Lodging

Map  Transportation  Review

Clay Teapot  Tea Leaf  Dried Tofu

Wanshi Strawberry  Lily Bulb  Bamboo Shoots

Fig. 15. Bamboo forest Function Icon Set

Fig. 16. Local Products Icon Set
Icon Design

Digital Illustrator

Making Process

History

Merchant

Clay Museum

Fig. 17. Clay Teapot Function Icon Set

Black Rice Festival

Dumpling Festival

Wonton Festival

Steamed Bun Festival

Fig. 18. Special Events Icon Set
The logo design is one of the most important parts for the mobile application because it is the first impression of users. The logo includes the graphic mark and type, which will be recognized by users with different language background easily. The logo graphic mark contains two local representative objects, clay teapot and bamboo leaf. The designer created two versions for the logo (English and Chinese). “Visit Yixing” is the English name for this mobile application. In Chinese Version, the designer use traditional Chinese character (宜興) under the graphic mark.

Fig. 19. Logo Design Sketch
Logo Design

Black and White

Fig. 20. Logo Design—Black and White
**Logo Design**

**Brandmark and Logotype**

As the color of the bamboo leaf is the green, the designer chose this color as the primary palette for the logo. It brings the travelers a fresh feeling when opening this mobile application.

![Visit Yixing](image)

Fig. 21. Logo Design—English

![Visit Yixing](image)

Fig. 22. Logo Design—Chinese
The designer used the logo graphic mark as the APP icon for “Visit Yixing” mobile application (Fig. 23.). To match the mobile application visual style, the designer used color #FB6B64 as the background color.

Fig. 23. IPhone Screen
Logo Design

Color Palette

- **Logo**
  - PANTONE: 7541 U
  - CMYK: 14/4/9/0
  - RGB: 218/229/228
  - HEX: #DAE5E4

- **Color 1**
  - PANTONE: 5463 U
  - CMYK: 77/57/56/39
  - RGB: 54/73/76
  - HEX: #36494C

- **Color 2**
  - PANTONE: 363 U
  - CMYK: 75/27/100/13
  - RGB: 74/130/21
  - HEX: #4A8215
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<tr>
<th>Logo Design</th>
<th>Fontastique was used as the typeface for the logotype because it created a natural and relaxed feeling. This typeface is free for personal use. This typeface is downloaded from <a href="http://www.dafont.com">www.dafont.com</a>.</th>
</tr>
</thead>
</table>
| Typeface | **Fontastique**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
By Benot Sjholm (free for personal use) |
**APP Visual Style**

**Color Palette**

- **PANTONE: 7458 U**
  - CMYK: 60/24/18/0
  - RGB: 104/162/186
  - HEX: #68A2BC

- **PANTONE: 7416 U**
  - CMYK: 0/73/55/0
  - RGB: 251/107/100
  - HEX: #FB6B64

- **PANTONE: 534 U**
  - CMYK: 69/55/33/9
  - RGB: 92/105/131
  - HEX: #5C6983

- **PANTONE: 1 U**
  - CMYK: 12/11/10/0
  - RGB: 222/218/218
  - HEX: #DEDADA
<table>
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<tr>
<th>APP Visual Style</th>
<th>Font Style</th>
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<tbody>
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<td>Typeface</td>
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</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>Helvetica Neue Regular</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>Helvetica Neue Medium</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>Helvetica Neue Bold</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>
High Fidelity Prototype

Adobe XD and Adobe Illustrator were used to create the high fidelity prototype.

Fig. 24. Adobe XD Working Process

Fig. 25. Adobe XD Working Process
High Fidelity Prototype

Screens

The loading screen provide users the main functions of “Visit Yixing” mobile application. It helps the first-time users to discover attractions, food, and culture in Yixing. The users can swipe left to see the loading screen one by one or click “enter” in the lower right corner to enter the login screen.

Fig. 26. Loading Screen 1
Fig. 27. Loading Screen 2
Fig. 28. Loading Screen 3
After users enter the login screen, they can sign in if they have existing account, create an account or explore as a guest without an account. The users can switch languages by clicking the lower left corner “English/中文” setting.
When users sign in their accounts, they can choose the function of “remember me”, it will be convenient for return users. If users do not have account, they can create an account here without going back to the main screen. After filling out the E-mail and password, the users click “continue” to discover “Visit Yixing” mobile application.

Fig. 31. Sign in  
Fig. 32. Create account
After the user sign in successfully, they will see the four categories (Fig. 33.). They can choose anyone to explore. If they go to the landmarks category, they will see the screen of landmark list (Fig. 34.). Users can have a general idea about these landmarks in this mobile application before their on-site visits.
In the “Bamboo Sea” section, the users can preview the picture, read a brief description and save this landmark as favorite.

Screens

Fig. 35. Bamboo Sea

Fig. 36. Bamboo Sea—Picture

Fig. 37. Bamboo Sea—Introduction
In the “Restaurant” function under “Bamboo Sea”, the users can find high rating restaurants (Fig. 38.). If they want to choose another function, they can go back or click the function icon on the left of “restaurant” (Fig. 39.). In this screen, the users can click “filter” to choose their preference, and sort by distance, rating or price (Fig. 40.). After choosing one restaurant, the users can see the introduction, recommend dishes and reviews. They can click icons to get the direction, making phone call or reserve the restaurant via the third mobile application “OpenTable”.

---

**High Fidelity Prototype Screens**

- Fig. 38. Restaurant List
- Fig. 39. Restaurant—Function
- Fig. 40. Restaurant—filter
High Fidelity Prototype

Screens

Nanzhong is a well-known restaurant in Yixing. It attracts visitors by its fresh food and clean environment. It wins customers' preference by the delicious taste and reasonable price.

Fig. 41. Restaurant—Introduction

Fig. 42. Restaurant—Recommend

Beef broth keeps the original taste of beef. The Beef tastes chewy.

Fig. 43. Restaurant—Review

The bone and pork connect with each other.

Discover Yixing | Hanxi Xie
As mentioned before, the users are familiar with some other mobile applications to reserve restaurants, get directions and call. Therefore, the “Visit Yixing” is connected with OpenTable, Apple Map and Phone mobile applications.
High Fidelity Prototype

Screens

Fig. 47. Local Products

Fig. 48. Special Events
High Fidelity Prototype

Screens

Fig. 49. Local Products—Clay Teapot

Fig. 50. Clay Teapot Video
The hamburger menu is designed for the personal account. The users can edit profile, save favorite and write review. The users can easily open the hamburger menu in any screen.

**Fig. 51. Hamburger Menu 1**

**Fig. 52. Hamburger Menu 2**
In the “Favorite” section, the users can see their saved contents, and it is divided into different categories (Fig. 53.). Then, the user will see the content in each category (Fig. 54.). If the user clicks the “Edit” on the top, they will see a small red button in the corner of each object so that they can delete multiple objects easily (Fig. 55.).
In the “Saved Landmarks” screen, the users can swipe left to read other users’ reviews and delete the saved landmark. In the review screen, user can see others’ ratings and write their own review for the specified section.

Fig. 56. Favorite—Swipe Left

Fig. 57. Favorite—Bamboo Sea Review
Invision Prototype

After creating the high fidelity user interface, the designer chose Invision online prototype to demonstrate the “Visit Yixing” mobile application. The screenshots of the homepage, landmark, local products and special events are shown in this section.

Fig. 58. Invision—Home Page

Fig. 59. Invision—Landmarks
Invision Prototype

Fig. 60. Invision—Local Products

Fig. 61. Invision—Special Events
In order to show the complete function of “Visit Yixing” mobile application, the designer used Adobe After Effects to create the user interface motion video. This video introduces the user interface elements, making it easier to understand by users.

There is a plane traveling to China on the world map at the beginning of video. Then, it comes up with the question “Which city will you visit if traveling to China? (Fig. 62.)” Then, it advises people to download “Visit Yixing” to try something different.

Fig. 62. After Effects Process 1

Video link: www.youtube.com/watch?v=TK_GgiVBB_0
UI Motion

Working Process

Fig. 63. After Effects Process 2

Fig. 64. After Effects Process 3
UI Motion

Working Process

Fig. 65. After Effects Process 4

Fig. 66. After Effects Process 5
UI Motion

Working Process

Fig. 67. After Effects Process 6

Fig. 68. After Effects Process 7
UI Motion

Working Process

Fig. 69. After Effects Process 8

Fig. 70. After Effects Process 9
UI Motion

Working Process

Fig. 71. After Effects Process 10

Fig. 72. After Effects Process 11
UI Motion

Video Screenshots

Fig. 73. Video Screenshot 1

Fig. 74. Video Screenshot 2
UI Motion

Video Screenshots

Fig. 75. Video Screenshot 3

Fig. 76. Video Screenshot 4
UI Motion

Video Screenshots

Fig. 77. Video Screenshot 5

Fig. 78. Video Screenshot 6
Usability Testing

Usability testing was conducted multiple times. The first testing was conducted after creating the low-fidelity prototype. The printed material was provided to the first-time user. After that, the designer found the feedbacks showing the participants prefer seeing more pictures of the landmarks and local products. After revising the prototype, the second testing was performed. The user interface elements, visual style and layout were modified according to the feedback.

There were 20 participants for the first-time usability testing. They are mostly from Human-Computer Interaction program and Sustainability program. Simultaneously, they are aging from 21 to 30 with no design experience. They are located in RIT Golisano College of Computing and Information Sciences and RIT Golisano Institute of Sustainability. For the second-time usability testing, the designer got advice within RIT Visual Communication Design program, with 10 participants who conducted the testing, aging from 24 to 30. With plentiful design experience, they provided professional advice about branding and user experience design.

During the Imagine RIT 2017, the designer had opportunities to get feedback from various visitors in RIT Visual Communication Design Lab. Most of them do not have any design experience. During this event, the designer observed that some participants did not notice small icons and did not follow the predefined flowchart structure. Therefore, the designer deleted tiny icons and replaced with text. Also, more screens were added to the mobile application so that the users could have more click-able choices.
The participants were assigned two different tasks (Fig. 79.). One is to log in as a new user to reserve a restaurant. The participants were expected to create account, find landmarks and reserve the restaurant successfully. The other task is to look for the personal account and find the saved information. The participants were required to express their thinking and procedure were recorded during the usability testing.

**Usability Task for “Visit Yixing” Mobile Application**

**Name:**

**Major:**

**Task1** You are the first time travelers to Yixing. You want to know information about landmarks before visiting in person, and book one restaurant with English service.

1. Can the participant finish booking restaurant successfully?

2. Does the participant notice the “filter” function to choose English service?

3. Is there any difficulties for the participant when using “Visit Yixing” mobile application?

4. What are the advantages of using “Visit Yixing” mobile application?

5. Do you have any other comments?

**Task2** You are the return user, you want to view your saved favorite landmarks.

1. Can the participant find personal account successfully?

2. Does the participant like the hamburger menu?

3. Is there any difficulties for the participant using the hamburger menu?

5. Do you have any other comments?

**Designer Signature:**

**Participant Signature:**

Fig. 79. Usability Testing Task
During the Thesis Show on May 21st 2017 in RIT Visual Communication Design Lab, the designer collected feedback and comments from attended visitors. Most of them are RIT alumni and professors. They were asked to fill the evaluation form after finishing testing the mobile application prototype (Fig. 80.).

<table>
<thead>
<tr>
<th>Mobile Application Design</th>
<th>Very Unsatisfied</th>
<th>Unsatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Collected</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Structure of Flowchart</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Layout</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visual Style Design</th>
<th>Very Unsatisfied</th>
<th>Unsatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Choice</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Logo</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Icon Style</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

**Fig. 80. Evaluation Form**
Typical Advice

The results from the usability testing and thesis show survey demonstrated that the content and visual style of “Visit Yixing” mobile application were cognizable. Also, some useful advice were provided. Most of the users mentioned that they love the consistent visual style and clear flowchart structure.

Add loading screens for the new user

Some users mentioned that they have no idea about “Visit Yixing”. The loading screens will provide the general functions to the new users.

International travelers’ user habits

The target audience of “Visit Yixing” is international travelers. To match their user habits, this mobile application should be connected with their frequently-used mobile applications.

Enhance the filter function

The filter function for reservation in “Visit Yixing” mobile application is important as the international travelers may have different eating habits and possible requirement of English service. It will be convenient for them to select the restaurants before making reservation.

The size of icons

In this “Visit Yixing” mobile application, some tiny icons are not identifiable. Replacing them with text will increase the visibility and provide extra explanation to the function.
Conclusion

The “Visit Yixing” mobile application provides travelers an interactive method to learn more of Yixing. The thesis project combines graphic design and user experience design to build the prototype. The full functions and UI elements are explained in the motion video.

This mobile application will be a good option for international travelers who have difficulty when exploring the lesser-known Chinese cities like Yixing. In another aspect, it would promote Yixing city’s tourism and marketing by attracting more visitors.

This project has great potential for further development. The next steps will focus on the following aspects:

- Creating the full brand guide for Yixing including the brand background, design process and applications.
- Using Adobe XD to work on more screens to finish this project
- Explore new media and technology to show the content of the thesis project, such as website, Vital Reality and Augmented Reality.
## Appendix

### Original Thesis Proposal

<table>
<thead>
<tr>
<th><strong>Thesis Proposal</strong></th>
<th><strong>Discover Yixing</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Using a Mobile Application to Promote Tourism and Marketing for a Small Chinese City</td>
</tr>
</tbody>
</table>

Hanxi Xie  
December 1, 2016

Thesis Proposal for  
Master of Fine Arts Degree  
Rochester Institute of Technology  
College of Imaging Arts & Sciences  
Visual Communication Design
Thesis Approval Committee

Chief Advisor
Nancy Ciolek
Associate Professor
School of Design

--------------------------------------------------
Signature          Date

Associate Advisor
Chris Jackson
Professor
School of Design

--------------------------------------------------
Signature          Date

Associate Advisor
Carol Fillip
Associate Professor
School of Design

--------------------------------------------------
Signature          Date

MFA Thesis Candidate
Hanxi Xie
School of Design

--------------------------------------------------
Signature          Date
Abstract

Tourism is an indispensable domain for many cities’ successful economic development. For tourists who are exploring popular cities and major resorts, there are a variety of mobile applications and websites can provide detailed information and instructions. It is convenient for independent travelers to use these tools to visit large and well-known cities.

However, travel agencies, tourist applications, or multi-lingual travel guides do not cover some lesser-known cities. Although such cities may be underdeveloped in terms of economic conditions, some of these cities have potential to become valuable tourist resorts.

Many lesser-known cities can’t provide professional travel agencies and/or multiple language guides because of limited economic conditions and limited city development. Some of these cities have potential to become a well-developed tourist resorts, appealing to travelers all over the world by the natural sceneries, rich history, unique customs, and low consumption level.

This thesis project explores the interaction, user interface, and experience design to develop a mobile application for foreign travelers who will visit the city named Yixing (pronounce as “yee shing” in Chinese) in China. In addition to assisting tourists, this mobile application can serve for the city government to support tourism marketing and promotional strategies.

Keywords

Chinese       local       culture       agency
metropolis    culture     promotion    guide
smaller city   products event advertise    hotel
market        history     visit         customs cost
tourism        language    foreign       budget
transportation user experience traveler    local
design system design thinking social media recommend
Situation Analysis

The city introduced in this proposal is Yixing, a typical Chinese small city. Yixing is a county-level city with a population of 1.24 million administrated under the prefecture-level city of Wuxi in southern Jiangsu province, and is part of the Yangtze River Delta. The total area of Yixing is 2,038.7 km². There are 15 towns in Yixing. It is the Chinese pottery capital.

Yixing enjoys a perfect location of transportation. It is the connection of Jiangsu, Shanghai, and Hangzhou. Although there is no airport in Yixing, there are many airports nearby. It is only 59 miles far away from Wuxi Shuofang International Airport (WUX), 67 miles away from Nanjing Lukou International Airport (NKG), 118 miles far away from Shanghai Hongqiao International airport (SHA), 150 miles away from Shanghai Pudong International Airport (PVG). There are shuttles and buses between Yixing and these airports. It is also the middle station of High-speed railway (350 km/h) connecting Nanking and Hangzhou. It takes 30 minutes to arrive Nanking and 2 hour to arrive Shanghai by High-speed railway².

For international travelers, few people know Yixing, because current tourist websites, travel applications, and city guide publications have not promoted tours or posted advertisement for Yixing. However, Yixing has rich cultures and tourist resources that is valuable to be developed and promoted.

There are many delicious local foods in Yixing. Due to different soil, and weather condition, each town has its particular food products, such as dried tofu, crunchy candy, bamboo shoot and Chinese chestnut.

---

1 Baike baidu 
www.baike.baidu.com/view/3682822.html 
2 Baike baidu
Situation Analysis

Yixing Bamboo Forest is one of the most popular attractions in China. It is worth driving from the nearby large cities like Shanghai and Hangzhou. Visitors can climb mountains, buy bamboo products like pen container and cup coaster. It is healthy to eat some natural food here, visitors can pluck vegetables on their own and cook them in local restaurants which is totally different from noisy and crowded large cities.

Shanjuan Cave is another top attraction recommended by TripAdvisor. Shanjuan Cave, Hanren Cave in Belgium and Lyon Cave in France are equally called the three greatest caves in the world. It is majestic and fantastic inside the cave. There are thousands of stalactite, and most of them have magical stories. There are about 90 natural caves in the southern area of Yixing. Every cave has its unique natural scenery.

The most famous local product is Purple Clay Teapot (pronounce as “Zisha Hu” in Chinese). It is well-known among the world. Foreigners also can purchase Yixing Purple Clay Teapot in their own country. For example, there are some stores located in Flushing, Queens, New York for customers to buy Yixing teapot. Also, people can place order on Amazon or other website. Yixing teapot represents Chinese culture. It is not only a teapot that can keep the tea fresh and warm for a long time, but also a valuable souvenir. Yixing Pottery Teapot represents Chinese traditional cultural art, a rich and profound teapot history.

---

3 The Sea of Bamboo Park
www.chinahighlights.com/yixing/attraction/the-sea-of-bamboo.htm
4 Yixing Teaware. “About Yixing Teaware.”
Situation Analysis

Yixing has some special events every year. Besides the traditional Chinese festival, it also has some lunar calendar festival, such as Black Rice festival in May, Wonton Summer Solstice Festival around June 20, Bread festival in July 19, and Dumpling Festival during the Spring festival in February. During these special days, local people always make particular meals like black rice, wonton, bread and dumpling to celebrate it and send these foods to friend as gifts.

In conclusion, Yixing is a city of great potential. There are many tourist attractions, famous local products, delicious local food and interesting local festivals for this city to promote its tourism. This mobile application provides an opportunity for users to visit Yixing beautiful natural scenery, order famous Yixing teapot and delicious local foods.
**Thesis Statement**

The thesis research focuses on exploring interaction, user interface, experience design and branding graphic design to build a tourism digital mobile application to promote Yixing tourism marketing.

**Problem Statement**

Most international travelers will choose well-known cities, such as Beijing and Shanghai, as destinations when they visit China. Few visitors have heard about small cities like Yixing, not to mention generating travel plan for visiting Yixing. As a city near Shanghai, it is a good choice to spend a few days in Yixing.

The mobile application will guide foreign travelers to a real Yixing. Like most of the Chinese cities, Yixing is in the process of rapid development. Besides visiting Beijing and Shanghai, a visit to Yixing will bring travelers a real impression of most current Chinese cities including cities’ modern development and traditional culture.
Survey of Literature

Books and Articles

1 **Mobile Persuasion Design**
   
   
   This book explores the environment, health, learning, and happiness. It adopts user experience methods, in-depth case studies and market analysis to see user needs.

2 **Introduction to Travel and Tourism Marketing**
   
   
   It points out that travelers become more seasoned. They become more discerning and insisting on only the best products and services. To develop tourism, destinations must explore some unique features to attract travelers.

3 **UI is Communication**
   
   
   Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. The user interface is a language that can communicate between users and technology. Approachable and practical UI design makes users to trust travel mobile applications more.

4 **Mobility, Sociability and Well-being of Urban Living**
   
   
   This journal points out the effects of urban residents’ mobility biographies on their current quality of life. Traveler’s satisfaction has a connection with city’s economic development.
Survey of Literature

<table>
<thead>
<tr>
<th>Websites</th>
<th>5</th>
<th>Seven Cups Fine Chinese Teas</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.sevcups.com">www.sevcups.com</a></td>
<td></td>
<td></td>
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</tbody>
</table>

This is a website selling tea and teapots. It is also an organization that organizes tea fans to get together, tasting tea. This website introduces Yixing teapot and tea history.

<table>
<thead>
<tr>
<th>Websites</th>
<th>6</th>
<th>China Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.chinahighlights.com">www.chinahighlights.com</a></td>
<td></td>
<td></td>
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</tbody>
</table>

China Highlights is a travel website, providing a platform for foreigners to plan their trips in China. This website contains rich information about Chinese cultures, such as Kungfu, food, Chinese Zodiac, tea, Chinese medicine, and festivals.

<table>
<thead>
<tr>
<th>Websites</th>
<th>7</th>
<th>Baike</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.baike.baidu.com/view/3682822.html">www.baike.baidu.com/view/3682822.html</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chinese website introduces general information about Shanjuan Cave, such as ticket price, history, and road map. This website can save a lot of time for travelers to plan Shanjuan Cave trip.

<table>
<thead>
<tr>
<th>Websites</th>
<th>8</th>
<th>Travel App UI</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.pinterest.com/hellojulachen/travel-app-ui/">www.pinterest.com/hellojulachen/travel-app-ui/</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This website lists some mobile applications, which points out that combining photographs and icons is a trend for travel applications.
Survey of Literature

Websites

9  **Timeout**
The world’s 50 best travel apps, July 13 2015.

Best travel mobile application provides the knowledge of basic user needs. It includes Flight Tracks, Weather Pro, XE Currency, and Sunscreen.

10 **Marketing China**
4 major trends in China’s tourism industry, November 13 2013.
www.marketingtochina.com/amadeus-reveals-4-major-trends-chinas-tourism-industry/

This website introduces Chinese travelers’ trends. It indicates that most travelers will use mobile devices with travel arrangements.

11 **The Best Smartphone Apps for Traveling Photographers**
May 21 2015.

This website shows the guide for choosing photographs in the mobile application. More travelers’ photos will make the mobile application reliable.
## Competitive Analysis

<table>
<thead>
<tr>
<th>TripAdvisor</th>
<th><a href="http://www.tripadvisor.com">www.tripadvisor.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reliable review system</td>
<td></td>
</tr>
<tr>
<td>• Booking hotels</td>
<td></td>
</tr>
<tr>
<td>• Photos preview online</td>
<td></td>
</tr>
<tr>
<td>• Restaurants recommendation</td>
<td></td>
</tr>
<tr>
<td>- The review system is commented by travelers not the locals.</td>
<td></td>
</tr>
<tr>
<td>- Photos online are very previous.</td>
<td></td>
</tr>
<tr>
<td>- Restaurants cannot be filtered by options. Restaurants recommended are not the local will really visit.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dianping</th>
<th><a href="http://www.dianping.com">www.dianping.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Recommended by local</td>
<td></td>
</tr>
<tr>
<td>• Updated photos and information</td>
<td></td>
</tr>
<tr>
<td>• Social platform for same interests</td>
<td></td>
</tr>
<tr>
<td>• Competitive system for vendors</td>
<td></td>
</tr>
<tr>
<td>• Coupons</td>
<td></td>
</tr>
<tr>
<td>- Chinese website or mobile application, foreign travelers cannot understand.</td>
<td></td>
</tr>
<tr>
<td>- Bad user interface and user experience.</td>
<td></td>
</tr>
<tr>
<td>- Information are mixed up.</td>
<td></td>
</tr>
<tr>
<td>- Privacy are not protected.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>China Highlights</th>
<th><a href="http://www.highlights.com">www.highlights.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Plan trips to China</td>
<td></td>
</tr>
<tr>
<td>• Rich content</td>
<td></td>
</tr>
<tr>
<td>• Agency website</td>
<td></td>
</tr>
<tr>
<td>- Unorganized Chinese agency website.</td>
<td></td>
</tr>
<tr>
<td>- No mobile application.</td>
<td></td>
</tr>
</tbody>
</table>
Case Study

Visit Melbourne

Visit Melbourne is a website for travelers who plan to visit Melbourne. A traveler can get detailed information from this website before visiting Melbourne. This website is divided into four categories “Inspiration” “Discover Victoria” “Melbourne” and “Plan”.

On the home page banner area, there is a photo slide, which shows multiple aspects of Melbourne, including the road trip, nature & wildlife, events capital, beaches & coastlines, and food & wine. This website also provides a variety of touring routes to satisfy different travelers' needs. It also shares videos as travelers can see directly.

This website is connected to other websites. Travelers can obtain more detail at the specific website.

Visit Melbourne is a platform that provides travelers thorough information about Melbourne. Once users choose Melbourne as their destination, the website can help users with travel plans.

www.visitmelbourne.com
Design Ideation

Wireframe

- Loading Page

  ![Loading Page Diagram]

- Home Page

  ![Home Page Diagram]

- Landmarks

  ![Landmarks Diagram]

- Bamboo Forest

  ![Bamboo Forest Diagram]
Discover Yixing | Hanxi Xie

Design Ideation

Wireframe

- Local Products

  Yixing

  Local Products

  - Pottery Teapot
  - Black Tea
  - Bulbus Lily
  - Stinky Tofu

- Side Menu

  Yixing

  Home Page
  Landmarks
  Local Products
  - Pottery Teapot
  - Black Tea
  - Bulbus Lily
  - Stinky Tofu
  - Roasted Fish
  - Little Wonton
  - Crunchy Candy
  Historical Culture
  Special Events

- Stinky Tofu

  Yixing

  Stinky Tofu

  Direction
  Contact

  ORDER NOW

- My Account

  Yixing

  Order now

  Client:
  * Velenec ullore, que ea cus
  * Velenec ullore, que ea cus
  * Velenec ullore, que ea cus
  * Velenec ullore, que ea cus
Design Ideation

Content Flowchart

start
loading page

landmark  local product  historical culture  special habit  personal account

Bamboo Forest  pottery teapot  historical people  black rice  profile
Shanjuan cave  bulbus lily  historical events  wonton festival  recent visit
Yun Lake  stinky tofu  tea  tuanzi festival  favorite store
Dajue Temple  tea  tea  making process  order history
Sacred Region of Taozu  crunchy candy  roasted fish  purchase  coupons

transportation  ticket  lodging  restaurant  guided tour

self drive  ticket  hotel  list of restaurants  map

taxi  individual ticket  home  recommendation
bus  team ticket  price

cable car ticket

* local review / recommendation is believable

connect to other helpful mobile applications like Uber
Methodology Design

The thesis project explores interaction, user interface, experience design and branding identity design to build a digital tourist mobile application for travelers. The mobile application provides tips and information for users to travel independently in Yixing. It connects with other helpful mobile applications like booking hotels and calling taxi.

The branding identity design for this mobile application is aimed to support marketing and promotional strategies.

First, take photographs of different attractions, restaurants, local food and special event in Yixing. Second, interview senior citizens in Yixing. They could have a different impression about the historical culture. Third, interview people who know traditional skills of making food.

1. Choose the right photos for scenic spot, product and restaurant
2. Create wireframe sketch of each screen
3. Build visual style
4. User testing

Target Audience

- International travelers who want to learn more about real China. Travelers can travel independently with help of this mobile application
- People who want to order Yixing Pottery Teapot (Zi Sha Hu) on a reliable mobile application
- The local people who want to know more about their hometown.
Methodology Design

The target audience is not only international travelers but also local people who do not really know about Yixing. Many Yixing citizens study or work in other cities and countries. They do not really know about Yixing due to the fast process of development. Some residents do not really know Yixing teapot especially the younger generation. They will be confused if they need to purchase teapot. There are many special delicious food stores located in different towns. The mobile application provides a platform to share these information.

<table>
<thead>
<tr>
<th>Persona</th>
<th>Name</th>
<th>Clark Andrews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Status</td>
<td>Single</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>San Jose, CA</td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td>Software Developer</td>
<td></td>
</tr>
<tr>
<td>Personality</td>
<td>Friendly, Clever, Independent</td>
<td></td>
</tr>
<tr>
<td>Bio</td>
<td>Clark Andrews is a software developer. He is busy at working days. He really enjoys traveling during break every year. He loves traveling independently. He already visited many countries. China is his next destination.</td>
<td></td>
</tr>
<tr>
<td>Goals</td>
<td>To visit local recommend attractions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To view my visit history</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To help me plan my trip independently</td>
<td></td>
</tr>
<tr>
<td>Frustrations</td>
<td>Cheated by some travel agency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unfamiliar with most Chinese cities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Have no chance to experience local culture</td>
<td></td>
</tr>
</tbody>
</table>
## Methodology Design

### Persona

<table>
<thead>
<tr>
<th>Name</th>
<th>Yanwen Liu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>24</td>
</tr>
<tr>
<td>Status</td>
<td>Single</td>
</tr>
<tr>
<td>Location</td>
<td>Syracuse, NY</td>
</tr>
<tr>
<td>Occupation</td>
<td>International Student</td>
</tr>
<tr>
<td>Personality</td>
<td>Positive, Easygoing, Curiosity</td>
</tr>
<tr>
<td>Bio</td>
<td>Yanwen is an international student studied in United States five years ago. She comes from Shanghai. She wants to visit some nearby cities which are different from Shanghai.</td>
</tr>
</tbody>
</table>

### Goals

- To visit different nearby cities
- To enjoy delicious local food
- To buy some local products for families and friends

### Frustrations

- No friends in other Chinese cities
- Don’t know where to visit during short breaks
- Don’t believe advertisement recommendation

### Anticipated Project & Components

The branding identity for this mobile application can support marketing and promotional strategies. This mobile application will be prototyped to show various features of the interactivity. It is designed to provide user experience of choosing attractions, booking restaurants, and order products in this mobile application. The branding identity design includes the logo, typography, and color palate. The project's brand and user interface will be designed using Adobe Illustrator. The prototype will be displayed in InVision.
Final Deliverables

• Branding Identity: Logo
  Promotion tourism marketing strategies

• UI & UX design: Tourism Marketing Mobile Application Design
  Help traveling independently in smaller Chinese city
  Dimensions: 1920px*1080px (iPhone 6 plus screen)
Implementation Strategies

First, target interviewer will be foreigners who living in Yixing or visiting Yixing and senior citizens. Foreigners can share what they found during the years they live in Yixing. The senior citizens are eyewitness of the growth of this city.

Second, this mobile application will start with generating a questionnaire to interview residents who know Yixing actually. They can help to collect information about attractions, restaurants, food and hotels. Their recommendations are more reliable than online research. This questionnaire will also be put online to find some people who had already visited Yixing, to collect other travelers’ suggestions. After collecting these effective information, conclude the results from all these recommendations.

Third, to visit the location from recommendation to interview the owner and take photographs or videos.

Next step is to do various ideas sketch of logos and screen wireframes and use paper prototype to do user test before designing the digital screens. The branding and identity design will be finally finished by Adobe Photoshop and Adobe Illustrator.

In order to develop this mobile application in a clean and simple user interface, this mobile application based on experience of UI &UX design, assuring the mobile application can meet different travelers’ requirements. Different scenarios will be built for the first user and return user so that users could use it fast and easily.
Dissemination

The mobile application can be recommended in some trip plan websites. Also, Yixing government and tourism station can help promote this mobile application if it is adopted and formally developed.

On campus dissemination
• Imagine RIT - May 2017
• Thesis Show - May 2017

Out of campus dissemination
• Behance Show, Online
• Adobe Student Competition, Online
• Jiangnan Forum
• Yixing Tourism Magazine
• Yixing Tourism Station
Evaluation Plan

The interactivity of mobile application will be tested on various people from different nationalities. After making a paper prototype, a first user testing will be conducted. The next step is to analyze the comments, user habits, likes, and dislikes, it helps to make corrections of mobile applications. To make the mobile application helpful, it will be posted online to find more people do user testing.

In addition to the feedback of local residents users, peers and/or professors found in RIT, there will be more opportunities to during 2016 Imagine RIT to get various feedbacks.

Pragmatic Considerations

Travel to obtain photos and interviews $1300
Purchased stock photos $ 50
Admission fees to tourist locations $ 15 to $45
Food samplings $100
Total approx. $1500
Bibliography

Books and Articles


Online Website

www.sevencups.com

www.chinahighlights.com

www.baike.baidu.com/view/3682822.htm

www.pinterest.com/hellojuliachen/travel-app-ui/


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### Evaluation Form

**Thesis Project: Visit Yixing**
Hanxi Xie  
MFA Visual Communication Design

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More Comments: Can you add more screens?

I want loading screens.
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**More Comments:**  
*lovely App!*  
*Good color choice*
Bibliography

Books and Articles


Website


