CATEGORY 4 RESOURCE DEVELOPMENT

Group #04-69

Project WWW

Members:

Toh Yu Him, Bryan (3A2)

Kenneth Lam Yong Xiang (3P1)

Lucas Ang Jia An (3P1)

Xu Yuyang (3P1)

ABSTRACT

Our project is about developing a website for Singaporean teenagers that helps them narrow down their options when it comes to deciding a suitable place to have their desired activities during their free time, based on certain criteria such as location, budget, timing, appropriate age group, number of people the venue can accommodate and etc.

1 INTRODUCTION

Our project is all about convenience. With our target age group towards teenagers, we have selected popular teenage hangout spots that teenagers would usually get together and spend time at. These places include futsal courts, movie theatres, bowling alleys, bicycle rental stores and shopping centres. Our purpose of creating a website is to provide the details of the various hangout spots, which will help them in their decision-making process when it comes to choosing a location to visit with much convenience and ease. With this, teenagers would be able to find the areas of their interest at their fingertips as there would be a diverse selection of popular hangout areas for them to select from.

1.1 Rationale

Based on personal experience as well as data collected from our Needs Analysis, we have discovered that there are a number of teenagers who often struggle to identify which places to go to when they are planning to go for an outing with their friends or even by themselves. This is due to two main reasons. The first would be that they do not know what kind of activity to take part in. Even with a wide range of different leisurely activities that Singaporean teenagers can choose from, with some examples being swimming, cycling, playing futsal and bowling, they might not be able to visualise all these possibilities and pick the the activity that they would find the most enjoyable. Or, they might just be unsure of the

possibilities to go to start with. The second reason would be that even after Singaporean teenagers have selected a certain activity to participate in, he might not know which is the most convenient or suitable location or outlet to visit. Thus, we created our website to address these needs, thus when users visit the website, they will be able to receive suggestions on what activity to do, and thereafter select the location to visit by comparing the details of all the outlets of that selected activity with the help of a filter.

1.2 Objectives

Our objective is to create a website that compiles the details of various outlets and locations for five different leisurely activities that can be found in Singapore - watching movies, cycling, playing futsal, bowling and shopping. These details include:

1. Name
2. Address
3. General Location
4. Pictures
5. Operating Hours
6. Prices / Rates
7. Company website
8. Contact Number
9. Additional remarks to note

Another one of our objectives is to include a filter in the website for users to input in their preferences like general location in Singapore and preferred time of visit, such that they can best select the location according to these factors. All in all, we hope that users of our website will be able to choose the most suitable location and place to visit with the help of the details that we provide them and the filter function to help them

narrow down their options.

1.3 Target Audience

13-19 year old Singaporean teenagers who plan to have activities with their friends.

1.4 Resources

A website with teenagers' interests all at the touch of their fingertips so that they can easily source for a venue and what activity to do with their friends. Website consists of an introductory page and 5 individual pages, one for each activity. Each individual page consists of a filter function that allows the user to input the name of the location he is searching for, as well as a filter for General Location (North, South, East or West) and Operating Hours. Upon filtering, the list of locations that meet the criteria would be displayed in a table, and clicking on each location would redirect the user to another page where the rest of the details like the exact address and contact number would be displayed.

2 REVIEW

There are other websites that help to suggest to teenagers what activities to have when they go out with friends. Examples of such websites include expatliving.sg and thesmartlocal.com. However, we feel that our project is creative and original because we have researched and found that there are no websites that actually help you to shortlist and make a decision on where you should go based on your preferences. Google can help to generate a list of locations for a specific activity and has a filter for operating hours, rating and distance from the user. However, not all details for all locations can be found as they are all public-contributed. Our website is original because it combines these 2 functions, as it will suggest the activities for the user and filter the options based on the user's preference, with an added element of cost. We feel that displaying the cost of the activity is important for teenagers as it is a main concern

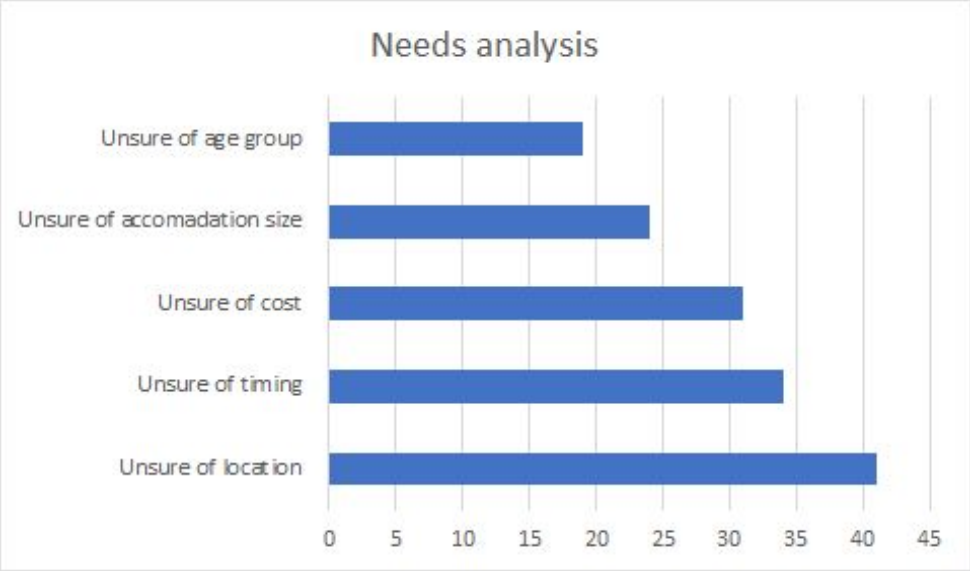
for them when planning an activity, especially with a group.

3 METHODOLOGY

3.1 Needs Analysis

Fig 1: "What are the worries that one tends to face when planning an outing" (Use, 2018)

Use, A. (2018). Needs Analysis 1 [Image].



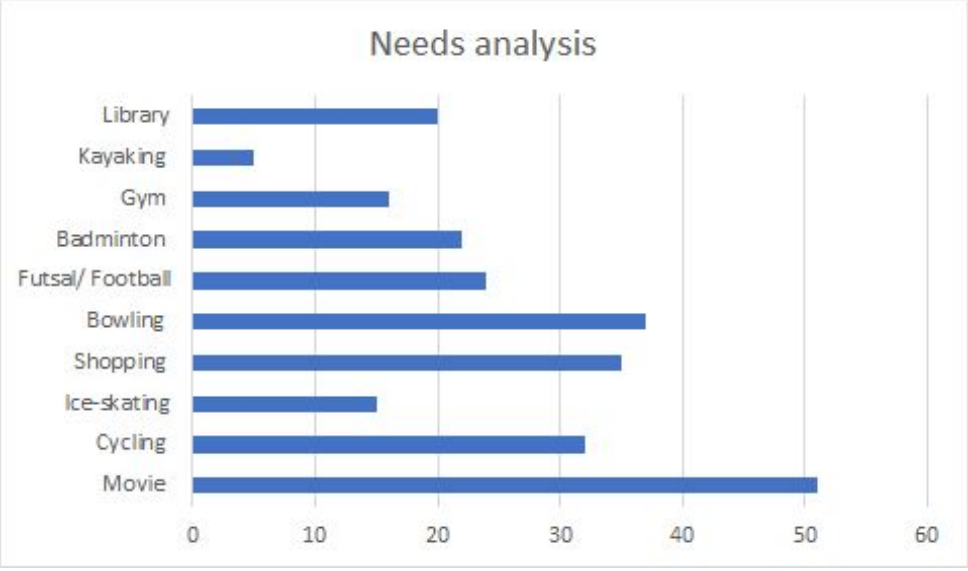


Fig 2: "Areas of interest when planning an outing" (Use, 2018)

Use, A. (2018). Needs Analysis 2 [Image].

3.2 Survey Results

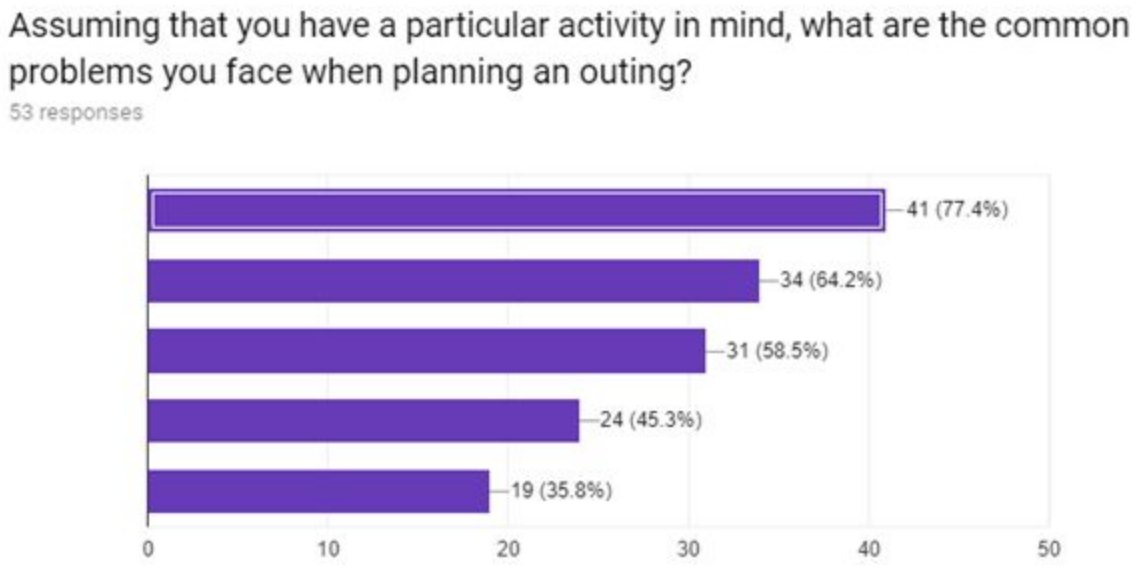


Fig 3:

41 votes (77.4%) stated that they were unsure of the location

34 votes (64.2%) stated that they were unsure of the timing

31 votes (58.5%) stated that they were unsure of the cost

24 votes (45.3%) stated that they were unsure of the number of people the venue would be able to accomodate

19 votes (35.8%) stated that they were unsure of whether the activity would be suitable for a certain age group

(Use, 2018)

Use, A. (2018). Survey Results [Image].

3.3 Compilation of Information

For the most part, we have made use of Google Search to gather the information of the various locations for the different activities across Singapore and transferred them into our website. We have also used Google Maps as one of our main source of searching for locations within Singapore for these popular hangout spots. In addition, we used surveys within our targeted age group to find

their interests as to where they would find ideal as places to hang out with their friends. Not only was this effective, it allowed us to clear any other thoughts that we had about whether people in that age group would be willing to go to any other places. By having first-hand opinions from people from our targeted age group, we were then able to narrow down the potential hotspots where teens would usually hang out at.

3.4 Pilot Test 1

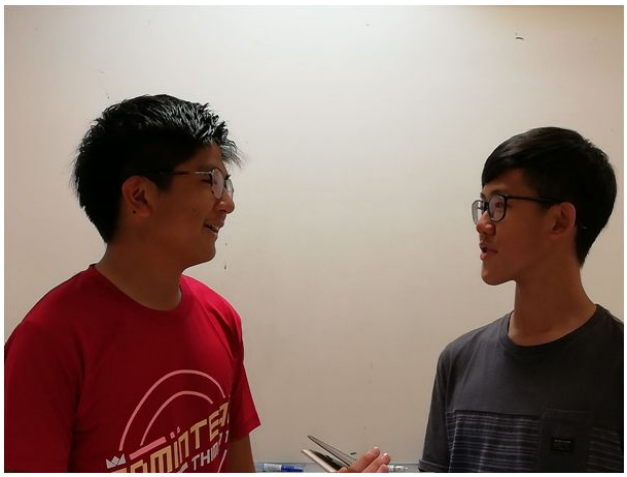


Fig 4: "Timing and coordinating all my friends to meet up can be a challenge" (Use, 2018)

Use, A. (2018). Pilot Test 1 [Image].

Fig 5: "Whether or not the venue is large enough to hold a large group of around 20 people is an issue I face sometimes "

(Use, 2018)

Use, A. (2018). *Pilot Test 1* [Image].

Fig 6: "Deciding on an actual location to go to, because different people like different things. Timing is also a problem because people have busy schedules"

(Use, 2018)

Use, A. (2018). *Pilot Test 1* [Image].

3.5 Pilot Test 2

Fig 7: "Might want to consider adding more languages for inclusiveness but i would definitely use this website very often to help me make choices when i go out with my friends"

(Use, 2018)

Use, A. (2018). Pilot Test 2 [Image].

Fig 8: "There isn't a clear options button in the filter function and the page has to be refreshed to reset the conditions which is a bit inconvenient"

(Use, 2018)

Use, A. (2018). Pilot Test 2 [Image].

Fig 9:"Change it such that there is only one button when filtering the options instead of one for each condition"

(Use, 2018)

Use, A. (2018). Pilot Test 2 [Image].

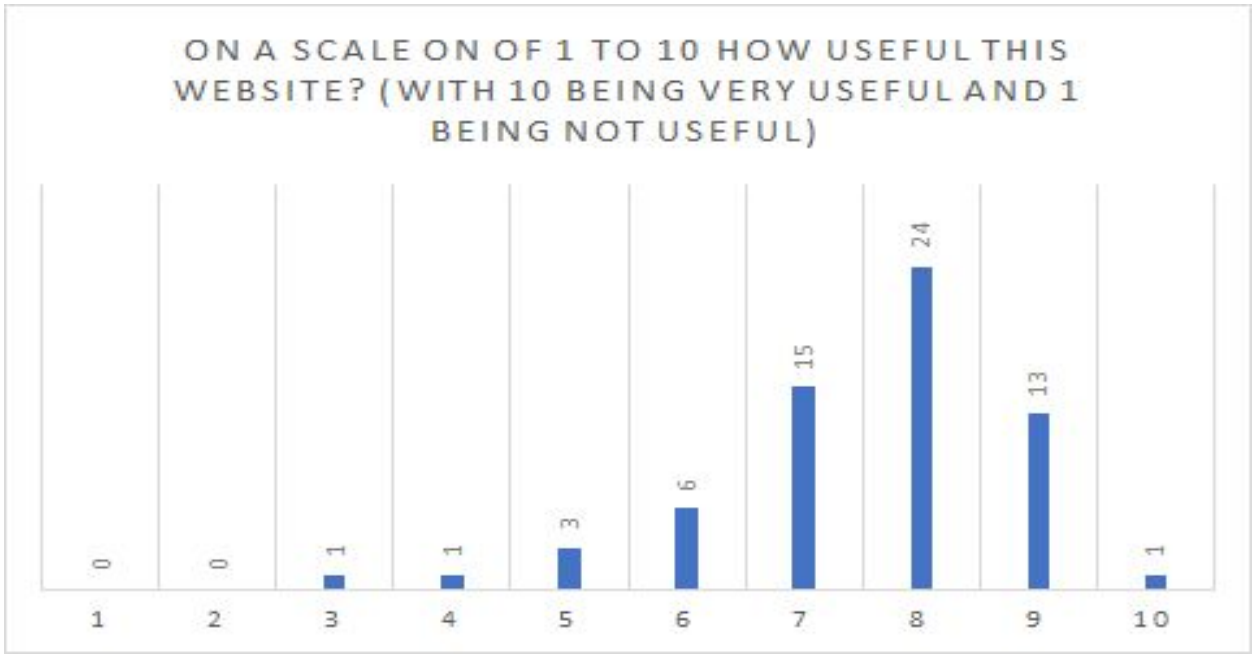
Fig 10: "Filter for time only works if you key in timing by the hour (e.g. 0900h and 1000h), add smaller denominations like 0930h. However, i would use this website to plan outings with my friends" (Use, 2018)

Use, A. (2018). Pilot Test 2 [Image].

Fig 11: When asked how useful the website was on a scale of 1 to 10, 37.5% of the respondents gave it a 8, 23.4% of them gave it a 7, and 20.3% of them gave it a 9

(Use, 2018)

Use, A. (2018). Pilot Test Results [Image].



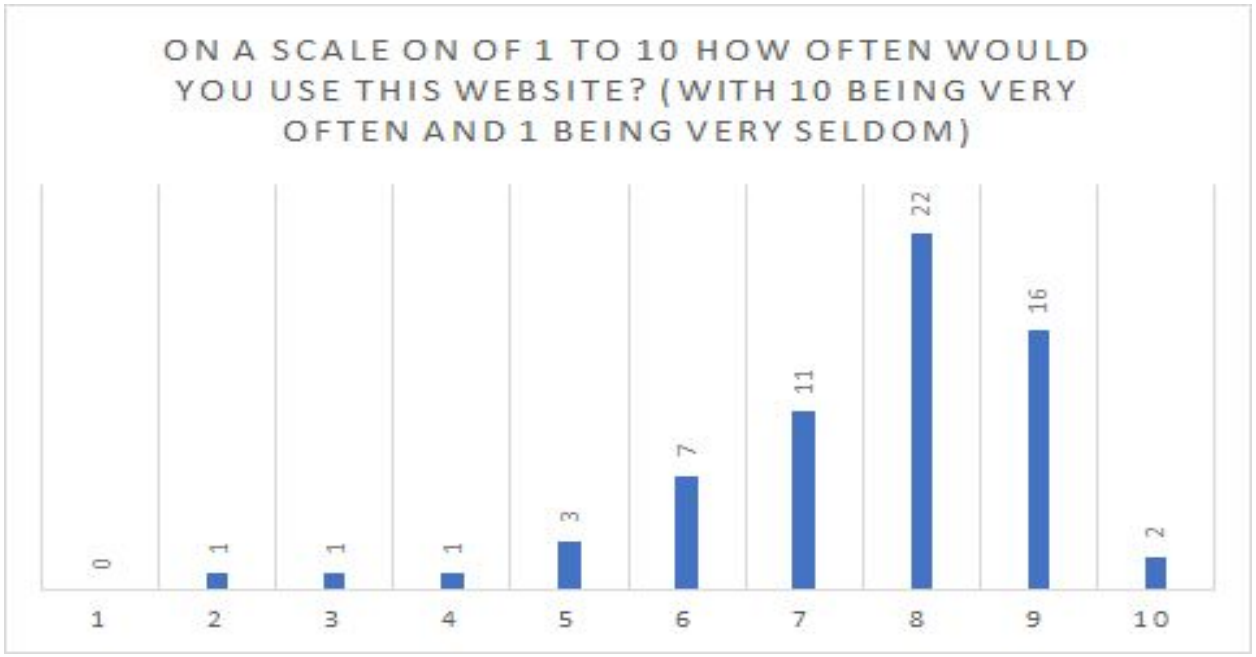


Fig 12: When asked how often they would use it, 34.4% of the respondents gave it an 8, 25% of the respondents gave it a 9 and 17.2% of the respondents gave it a 7

(Use, 2018)

Use, A. (2018). Pilot Test Results [Image].

4 OUTCOME AND DISCUSSION

4.1 Outcome

Based on the mainly positive reactions from members of our target audience during the Pilot Tests, we feel that we have successfully created an impactful resource and tool for users, an online platform containing consolidated information that teenagers would find useful. We have decided to focus on the website solely as convenience would mean everything would be made accessible through one website. In addition to our main theme of accessibility, we have made the website more appealing to the eyes and have made it easier to navigate through the website.

4.2 Discussion

Nevertheless, there undoubtedly would be limitations. One would be the movies. As movie theatres would constantly push out discounts or offers, it would be impossible to keep up with such information. Moreover, there is no definite time for movie theatres to close everyday with movie screenings happening everyday until different timings.

In general, we could have added in a variety of languages like mother tongue and this would have increased the range of people within our targeted age group. In the future, we should be able to include more languages to cater to an even greater audience while the targeted age group remains the same. Another feature that could be added in the future would be the cost filter as many people would feel that the cost is an integral aspect of choosing the most suitable activity and location.

5 CONCLUSION

Overall, it was a very fruitful journey for all of us. We have learnt to be conscientious and meticulous in our work as we had to research on the details of every single location for a certain activity. For example, there are over a hundred shopping malls in Singapore, so it was certainly an extremely tedious task. We also learnt to channel our creativity and problem-solving skills when programming the website, especially when it came to the filter function. We had to take charge of our own learning and progress by searching online for tutorials and videos of how to use Wixcode. In addition, it was certainly an eye-opening experience as we got to learn about many places in Singapore throughout the entire process as well. Lastly, this project was an incredible lesson of teamwork and collaboration for us as we learnt to work well and accommodate each other with our heavy CCA commitments. All in all, it was an extremely gratifying and satisfying journey as we learnt many values while successfully completing our project.

5.1 Acknowledgements

We would like to thank the various companies and services that have allowed us to obtain the relevant information needed for the website, especially to the staff that were patient in responding to our queries when we contacted them for clarification of certain details. We would like to thank our teacher mentor, Ms Joyce Tan, for providing us with invaluable feedback and guidance, as well as being patient with us throughout this process. Lastly, we would like to thank the people who we have helped us throughout our project by giving their feedback and advice on how to improve our website.

6 REFERENCES

Z. (n.d.). How Important Is Data Aggregation? Retrieved August 16, 2018, from https://blog.ze.com/the-zema-solution/how-important-is-data-aggregation/