

Cat 4 Resource Development

Written Report

Group 4-081

Guide To Haw Par Villa

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Abstract

Our project Guide to Haw Par Villa aims to promote Haw Par Villa among teens aged 12 to 21. The final product will be an interactive map that depicts the different dioramas and the thirteen main attractions. When the location of the dioramas are tapped, a description of the diorama would pop out with a 360-Degree Panoramic view of the diorama. This will interest more people and make Haw par Villa more appealing. People would be able to know more about Haw par Villa without having to go there personally which saves them a lot of hassle. People might be interested to go there after they know more about Haw Par Villa through the interactive map. Haw Par Villa is forgotten by many teens even though it is the last of its kind after the second last one in Hong Kong was demolished. We hope that this project would be able to allow teens to be more aware of the myths and cultures of Haw Par Villa and cultivate their interests to go to Haw Par Villa to visit it.

1. Introduction

1.1 Rationale

Haw Par Villa has been forgotten by many youths. Most youths have not been to Haw Par Villa or do not know Haw Par Villa exists. Haw Par Villa is an interesting and appealing place which plays an important part in the Chinese culture but the youths are not aware of it. Haw Par Villa is the last of its kind, as the Tiger Balm Garden in Hong Kong has already been demolished. Over the past few years, the number of youths going there has decreased drastically as compared to the past and the Haw Par Villa website does not have much information.

1.2 Objectives

The objectives of our project Guide To Haw Par Villa is to:

- Promote Haw Par Villa among the youths aged between 12-21
- Interest youths aged between 12-21 to go to Haw Par Villa

1.3 Target Audience

Our Target Audience are youths in Singapore aged between 12-21 that have not been or never heard of Haw Par Villa, or those who have been to Haw Par Villa but do not know much about it.

1.4 Resources

The resources used are surveys at the start of the year to find out more about how much youths understand about Haw Par Villa, Official Haw Par Villa Website, visiting Haw Par Villa, OpenShot Video Editor to make the Haw Par Villa video for Proposal Evaluation, Google My Maps to make the interactive map, and research to find out more about Haw Par Villa and its popularity.

2. Review

The Haw Par Villa website contained very little information as it was mainly advertising tours around Haw Par Villa. The interactive map of the Haw Par Villa website only consisted of a few attractions, which were not clear and did not attract youths. There should be more interactive features to help people learn more about Haw Par Villa and make Haw Par Villa look more attractive to Youths.

3. Methodology

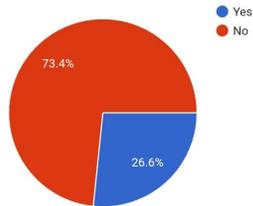
3.1 Needs Analysis

A needs analysis was conducted to ascertain the relevance of such a project. Firstly, we created a survey, which we shared among many youths to establish the respondents' understanding towards Haw Par Villa. This feedback from over a hundred and fifty youngsters confirmed the feasibility of the project, as most of the respondents did not know about Haw Par Villa which would then allow us to enlighten them about our project.

3.2 Survey Results

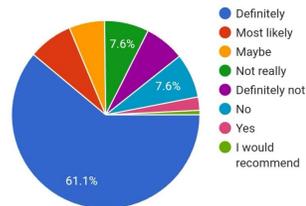
Have you been to Haw Par Villa before?

154 responses



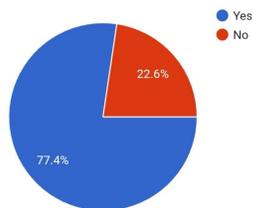
Would you recommend Haw Par Villa to other people?

131 responses



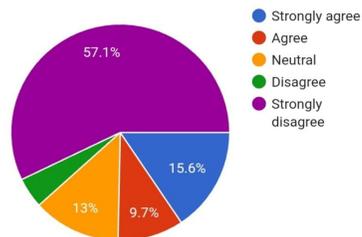
If your answer in question 1 is no, would you then like to know more about Haw Par Villa? Please skip this question if you have been there before.

106 responses



Are you aware of the myths and cultures related to Haw Par Villa?

154 responses



Comments from the survey for the final product:

-“Why should we use your mapping software? Does it have some other features that other mapping platforms don't have?”

-“I might be an indoors guy but an interactive map might interest me.”

-“An interactive map would be really useful especially for me as I hate going out but I can still find out things about Haw Par Villa which I have no clue about.”

-“Yes! An interactive map would be brilliant as the map about Haw Par Villa is not very organised yet and I have some interest about Haw Par Villa and this is the best chance for me to find out more from a safe distance due to the COVID-19 crisis.”

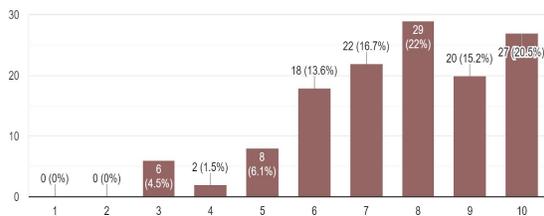
3.3 Development of Resources

We gathered information by heading to the place itself, Haw Par Villa. The aim of the visit was to gather information and familiarise ourselves to Haw Par Villa if there is a second time we needed to go there. Furthermore, we also did research about Haw Par Villa and the culture behind it. The information we had included videos and photos which we compiled. With the following information, our end product would be a website with an interactive map, which has hotspots on the map, and with a mere press or click on the hotspots, a particular part of the place would be shown. Viewers would be able to see a panorama view of the sights and also some videos which would provide a background story and explain the different sights.

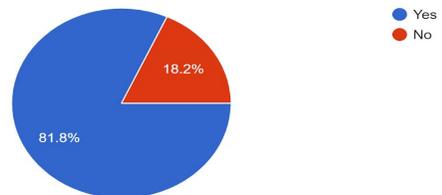
3.4 Pilot Test

A pilot test was administered to youngsters to find out their views towards the website and interactive map. Most of the youths felt that the website was satisfactory and gave it a good rating. However, some of the youths gave it a low rating and we reviewed their comments to improve the website.

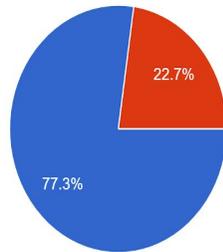
How would you rate our website?
132 responses



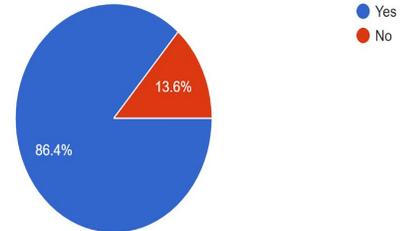
Did the website help you understand more about Haw Par Villa?
132 responses



Did the website make Haw Par Villa appealing for you?
132 responses



Did the map help you understand more about Haw Par Villa?
132 responses



4. Outcome and Discussion

With the helpful and informative feedback from the survey, we decided to add more details to the map like panoramic views of the dioramas on the interactive maps which can be pressed or clicked, whether used on PC or smartphones. The hotspots will then pop up which shows a panoramic view of that location and also a short but detailed explanation of the place.

5. Conclusion

Guide to Haw Par Villa has been quite challenging to us, especially during the Circuit Breaker period, because we are not allowed to visit Haw Par Villa to take photos for the final product. For the first time we visited Haw Par Villa, we familiarised ourselves with the place and took some photos for the Proposal Evaluation. One problem we faced was that we found out that we do not have enough pictures and needed to go back to Haw Par Villa. We were very disappointed as the Circuit Breaker was already announced and Haw Par Villa was already closed. Another problem we faced was finding an online platform for making the interactive map. In the end, we found a suitable one which, unfortunately, needed \$40 which we overcame, each of us paying \$10 individually. However, the membership of the map maker ended just before Final Evaluation and we lost the whole map with the 3D sculptures. Thus, we used Google My Maps to make the map as that was the only solution we could think of. All these problems could not have been solved without the help of everyone, and perseverance and patience were what helped us to complete the different stages of the project.

6. References

-NIL-

Final Product: <https://sites.google.com/view/guidetohawparvilla/>