

CAT 4 RESOURCE DEVELOPMENT

Group 4-006

PROJECT RENAISSANCE

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ABSTRACT

Project Renaissance was created to spread knowledge of less-visited places in Singapore to go to during the ongoing COVID-19 pandemic among students of Hwa Chong Institution (HCI), our targeted audience, since many of our friends in this age group have often complained that they have nowhere new to go in Singapore, especially during this COVID pandemic . We created online resources like a website and an Instagram page. The places we have recommended in our resources include parks, restaurants, tourist attractions, etc.

1 INTRODUCTION

1.1 Rationale

Due to the COVID-19 pandemic, Singaporeans are not able to travel outside of the country for holidays, and may want to visit attractions in the country since they are stuck here. Furthermore, popular sites and attractions are drawing large crowds, hence many people may not want to visit such crowded places and instead opt for those that are less-visited and less popular.

1.2 Objectives

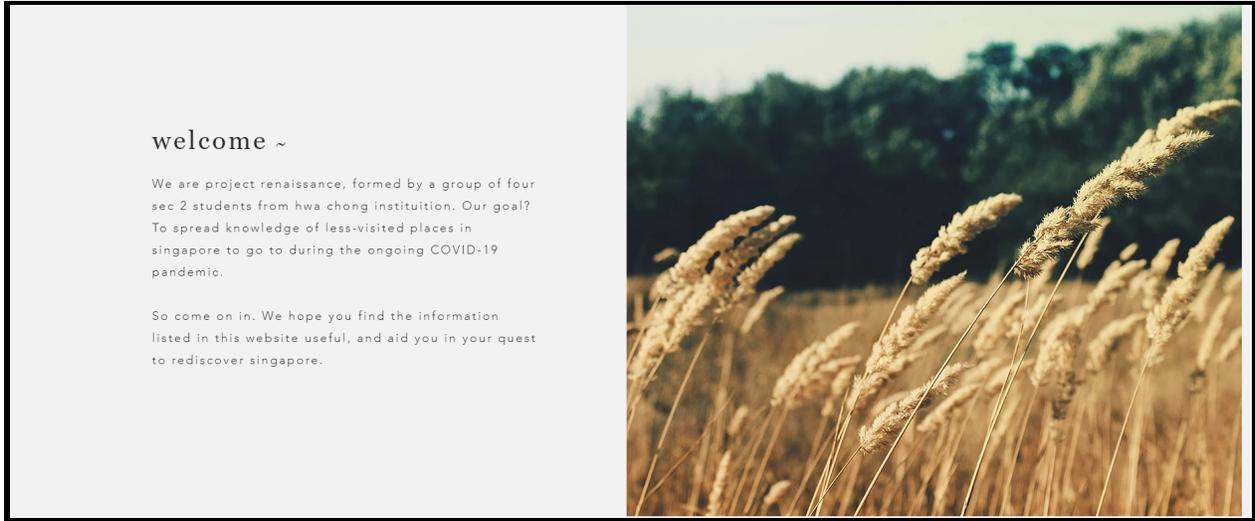
The objective of Project Renaissance is to spread knowledge of less-visited places in Singapore to go to during COVID-19 through a resource package consisting of Instagram posts and a website.

1.3 Target Audience

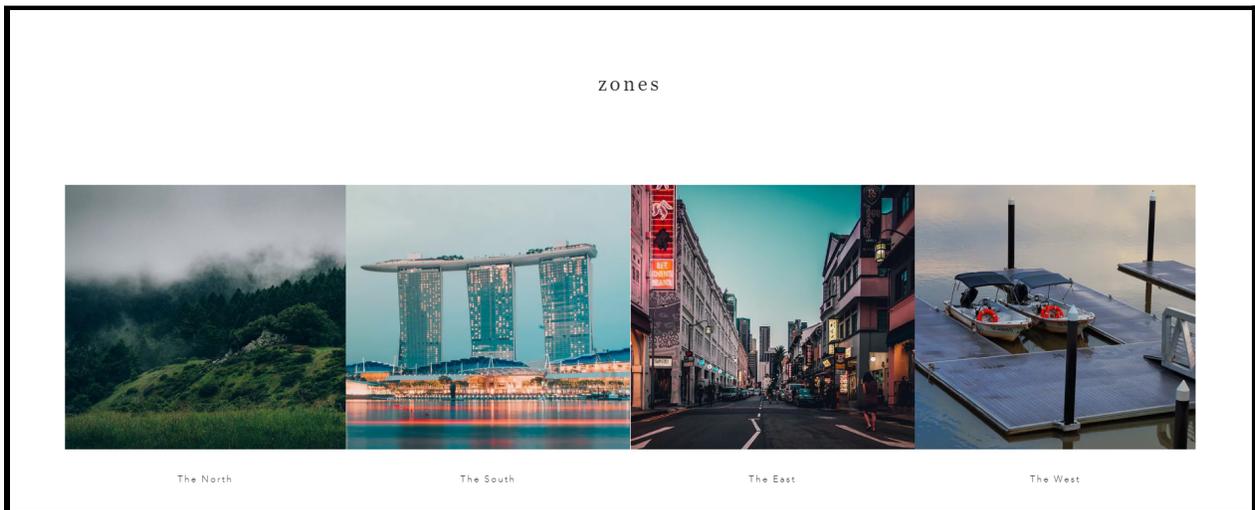
Our target audience are students aged 13-16 as we know and understand this age group better since we are part of it. Additionally, many of our friends in this age group have often complained that they have nowhere new to go in Singapore. We chose to keep our target audience in HCI as it would be easier to conduct and spread the various surveys.

1.4 Resources

- Website: <https://add12345.wixsite.com/projrenaissance>



An introduction to viewers about what our project is about.



This is where viewers can access the four different zones the researched places can be found in (North, South, East and West)

physical activities



An example of how the places are divided into different categories. There are a total of five categories: physical activities, parks, museums, eateries and attractions (places with a mix of different categories).



about them

The Karting Arena @ Bukit Timah is Singapore's first all-electric [go-kart track](#), offering a variety of race types such as fun karting and even an F1-formatted Grand Prix.

fun karting

Adults and kids (9 yrs+ and taller than 140cm) are given 8 minutes to drive around the racing circuit, and after that drivers will receive personalised digital statistics and timings from their session.

A mandatory \$5 annual race license is required for all first-timers or people with expired licenses. There are two types of karts: those that go at 30km/hr and those that go at 50km/hr; however, a valid driver's license must be sighted upon registration for the 50km/hr karts.

Prices start from \$25 per person. You can book online on their website or in person

opening hours

Mon-Tue: Closed
Wed-Fri: 1-8:30pm
Sat-Sun: 10am-9pm

location

200 Turf Club Rd #01-01B The Grandstand,
287994

accessibility

Bus Stops:
Opp Sixth Ave Stn--
66, 66B, 67, 74, 151, 154, 156, 157, 170,
174, 852, 961, 961M

MRT Stops:
Sixth Avenue, Downtown Line, DT7

*It takes approx. 10 minutes to walk to the
karting arena from the nearest bus stop*

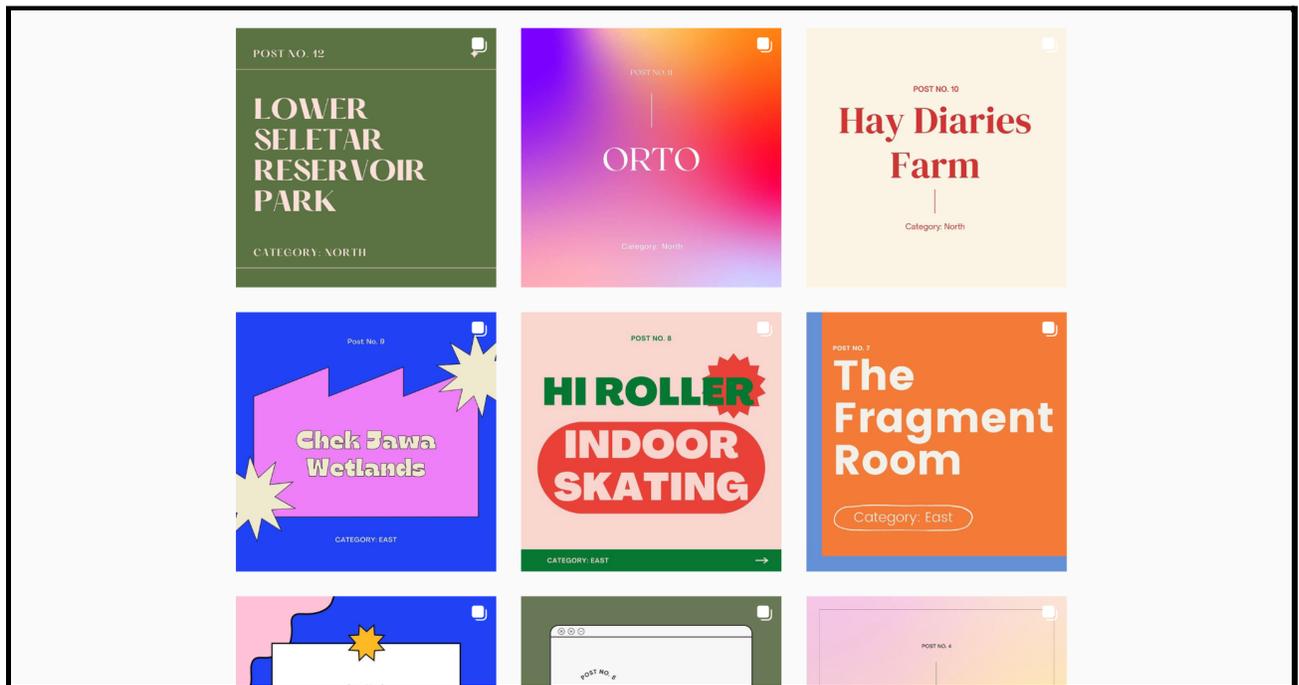
their website

<https://www.thekartingarena.com/>

The Smart Local
<https://thesmartlocal.com/read/the-karting-arena-singapore/>
The Karting Arena @ Bukit Timah
<https://www.thekartingarena.com/>

An example of the places we have researched about. There are different sections, talking about what these places are about, how much it costs to participate in the activities there, opening hours, location, nearby MRT stations and bus stops and their website. We also reference where we find information on these places at the bottom of the page.

- Instagram Page



A quick review on what some of the places on our website are about. We also have various posts promoting our website and talking more about how to navigate it.

2 REVIEW

2.1 Review on Existing Resources

Resource/Programmes	Title	Cons
Klook	50 Top Things To Do In Singapore - Attractions, Interesting Places To Visit & Fun Things To Do	<ul style="list-style-type: none">- Targets tourists, not useful for locals
Tripadvisor	Top Attractions in Singapore	<ul style="list-style-type: none">- Not effective- The places shown are already well known
The smart local	123 Things To Do In Singapore From Secret Hangouts To Experiences Even Locals Will Love	<ul style="list-style-type: none">- Too broad a list with many random places and no proper categories to choose from, making it hard to find a suitable place

We analysed three websites from local companies that popped up when we searched “places to go in Singapore”. However, the websites all seem to target the tourists coming into Singapore because most of the places stated are the really common ones that most Singaporeans have already visited like “Gardens By The Bay”. The websites also have long lists of different random places without specific categories like “attractions” or “F&B” which makes it hard to find a place that people may want to go to, even if it’s stated in the website.

2.2 Literature Review

According to a Straits Time article, the newly-opened Rail Corridor drew large crowds, with some saying it “was so packed that there was hardly any room for social distancing.” As we said in our rationale, other people may not want to visit such crowded places and instead opt for those that are less-visited and less popular.

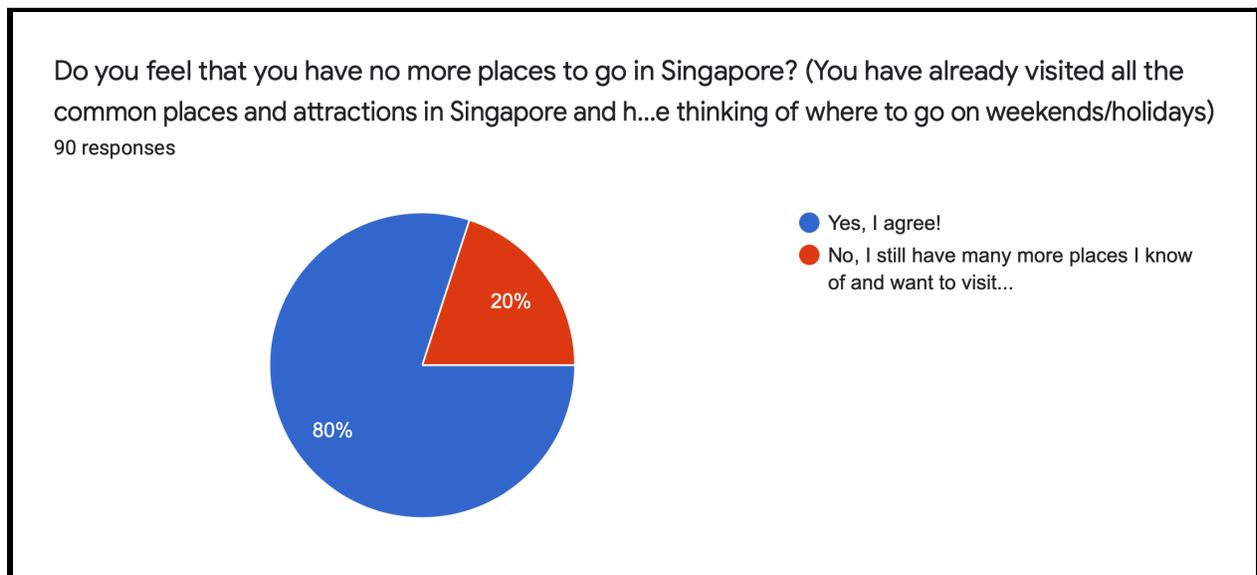
According to another Straits Times article, Singapore, along with Italy, is the most vacation-deprived country in a global survey by travel booking company Expedia with 71 per cent of respondents in both countries saying that they were either "very" or "somewhat" deprived of a vacation. This helps back our rationale as this will mean that there is a high demand to travel, even if it is around Singapore.

3 METHODOLOGY

3.1 Needs Analysis

A needs analysis was conducted in order to find out the relevance of the project. We created a survey on Google Forms to find out whether or not students needed a project like ours and how useful it was. The results confirmed that there was indeed a need for this project as students felt that they had already visited all the common places and attractions in Singapore and that this project would be useful for them.

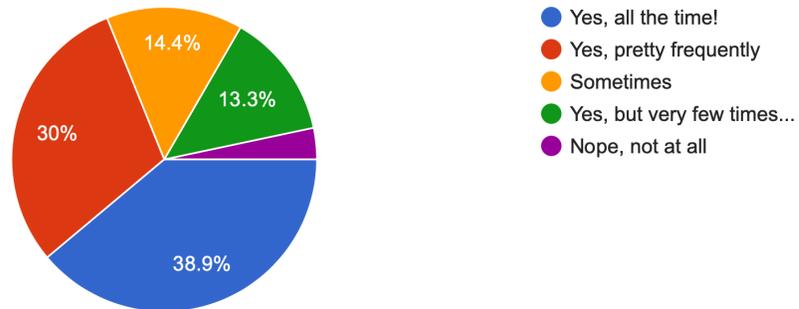
3.2 Survey Results



Over here, it can be seen that 79.8% of our respondents felt that they have no more places to go and that they have already visited most of the common attractions in Singapore.

Do you hear your friends telling/complaining to you they don't know where to go in Singapore during the weekends/holidays?

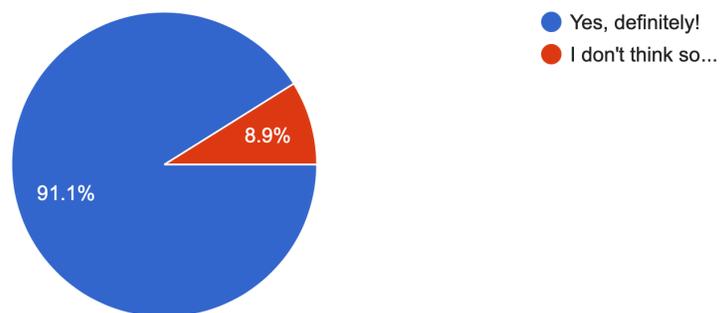
90 responses



As shown above, it can be seen that many people are in need of other places to go that they have not been to.

Do you feel that our project will be useful to you? (Our project's objective is to provide a platform for spreading knowledge of less-visited places in Singapore to go to during the COVID-19 pandemic.)

90 responses



Lastly, we asked our respondents whether they feel that our project will be useful to them, and 91% of our respondents chose the option of "Yes, definitely".

Hence, the key takeaway from the needs analysis is that a large majority of respondents feel that they need more new places to go to in Singapore, and find that a project like

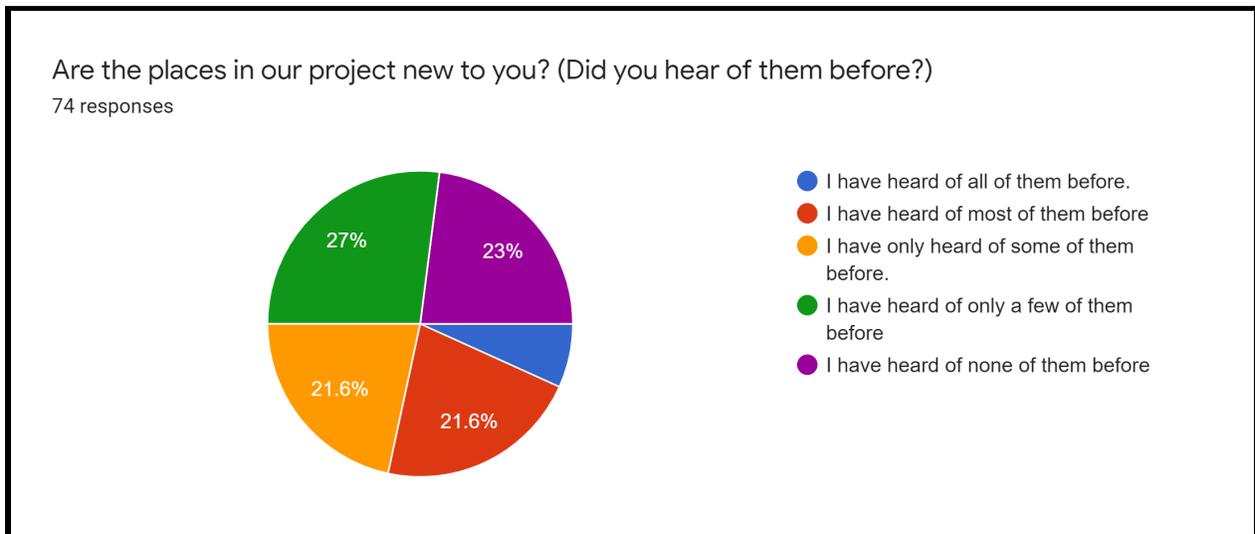
ours will be useful for them.

3.3 Development of Resources

Our resources were rolled out through online means like Instagram and a website. We researched many different places in Singapore that we knew many students did not know of and compiled the information into short and readable posts with pictures on our Instagram page. On our website, we split the places into different zones based on which region they were located in (North, South, East, West) and categorised them according to physical activities, museums, parks, eateries and attractions. Our website listed not only an overview of the information about the places but also prices, location, opening hours and directions via public transport.

3.4 Pilot Test

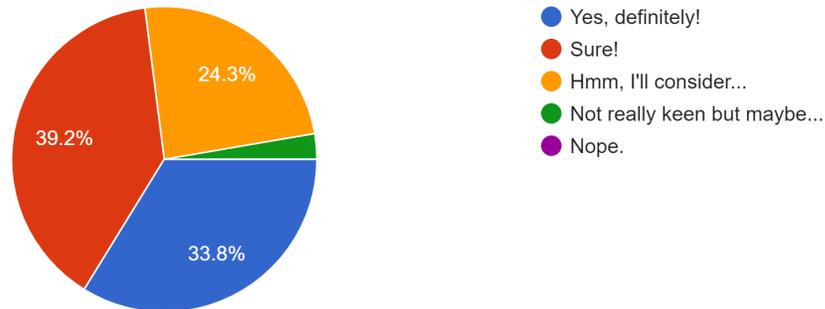
We disseminated the link to our online survey through whatsapp and our Instagram page. We received a total of 74 responses from the students.



Majority of our respondents have heard of some, a few, and none of the places on our website. This shows that the places we have shared in our project are unique to our viewers and it provides them with information about new places they have never heard of before.

Do you think that you would like to visit the places mentioned in our website?

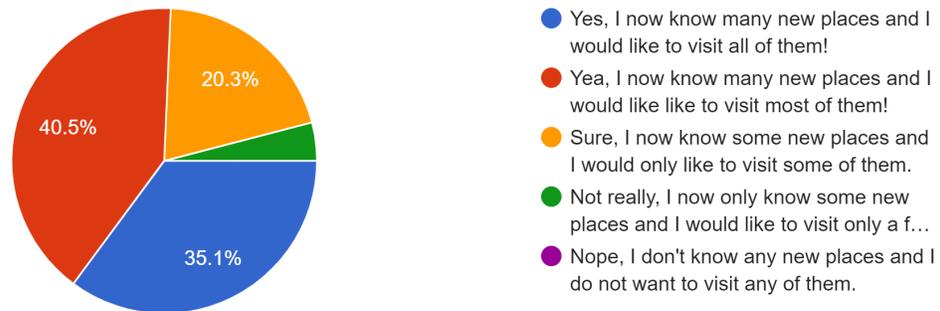
74 responses



As seen above, a majority of our respondents would like to visit the places we have mentioned in our website. This shows that our project has much appeal.

After using our resource (eg. Website and instagram page), do you think that you now know more places that you would like to visit?

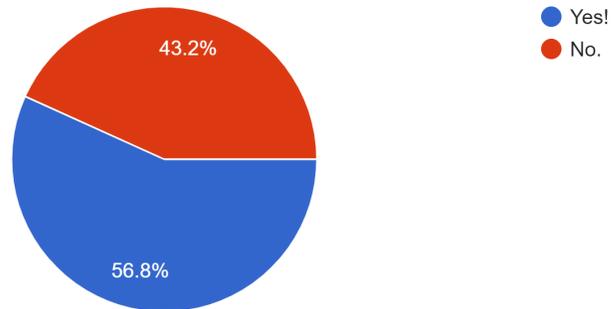
74 responses



A majority of our respondents know many new places to visit in Singapore and are interested in visiting these places. This shows that our project gives many people new ideas on where they wish to go.

Did you use our website to plan at least one trip out?

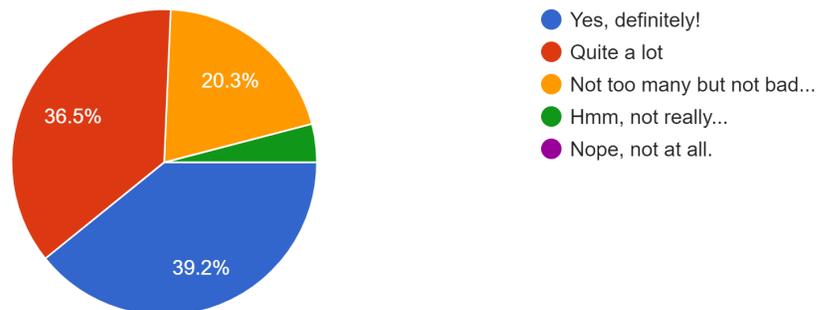
74 responses



More than half of our audience have already used our website to plan a trip. This shows that many people find our resources useful and that the information given is helpful to them.

Do you feel that there is a wide variety of places that cater to your specific interests ?

74 responses



96% of our respondents feel that there is a wide variety of places that cater to their specific interests. This shows that our project can help many different types of people.

4 OUTCOME AND DISCUSSION

We feel that we have managed to meet our objectives and desired outcomes. Overall, we have also received good results on the effectiveness and usefulness of our resource through the feedback survey we conducted. This year, the COVID-19 situation has both made our project more appealing, as more people will be looking for places to go in Singapore since they cannot travel outside of the country for leisure, and more difficult to carry out. Due to COVID-19 restrictions, our group members could only meet online, and the resources we came up with had to be based online too. We also could have improved in some aspects, such as widening our target audience to 13-16 year olds from any school due to the fact that our resources can be found online and are not limited physically.

5 CONCLUSION

Creating our resource package together was pretty difficult as we had to find many places that most people would not have heard of or been to before. Furthermore, the designing of our website could only be done by one person. Hence, this greatly restricted how efficiently we could do this project. However, we managed to overcome these obstacles by splitting up the workload between us, with each member assigned different categories of places to research and different types of resources to design. This helped us learn to work cohesively, as well as how to communicate efficiently with one another in order to find as many places to put in our resources as possible. We also learnt how to manage our time properly. Since COVID-19 restrictions meant that we could not meet up physically to do our project, we had to do each of our tasks at home by ourselves. This meant that each of us had no one but ourselves to keep track of our own time and complete our tasks by our deadlines. As a result, we learnt how to capitalise on the time we have and use it effectively, and we feel that this will benefit us way beyond this year's project work.

6 REFERENCES

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