

# Primary User



- Name: Lingyu Zhai
- Age: 24
- Occupation: Content creator
- Location: Nanjing, China
- Background:

Runs a lifestyle blog & social media account  
Frequently visits aesthetic and cultural locations

## Goals

- Discover visually appealing spots for content creation
- Capture unique photos and videos
- Share engaging stories with followers

## Pain Points

- Lack of visually rich content
- Difficult to identify best photo spots

## Needs

- Some of the scenic highlights to preview

Scenario: Lingyu Zhai visits Maple Bridge to create new content. She wants to find unique and visually appealing locations, but struggles to identify the best spots from the website.

# Primary User



- Name: Heling Bai
- Age: 62
- Occupation: Retired Teacher
- Location: Suzhou, China
- Background:
  - Has limited eyesight
  - Has limited digital literacy
  - Enjoys cultural and historical sites

## Goals

- Be able to see the words clearly
- Have a relaxed and comfortable visit

## Pain Points

- Characters are too small to read clearly
- Complex interfaces to use

## Needs

- Simplified interface with larger text

Scenario: Heling Bai plans a cultural trip with friends. She wants a relaxing experience at Maple Bridge but finds the website difficult to see clearly.

# Primary User



- Name: Chengyu Li
- Age: 36
- Occupation: Financial Analyst
- Location: Chengdu, China
- Background:
  - Travel frequently for business
  - Has limited free time during trips
  - Prefers a well-structured plans

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## Goals

- Make the most of limited leisure time
- Quickly understand the highlights of the site

## Pain Points

- Too much irrelevant information
- No clear quick visit recommendations
- Hard to plan within a short time frame

## Needs

- A quick visit route
- Highlighted the must-see spots

Scenario: Chengyu Li is on a business trip in Suzhou and has only a few hours to explore. He wants a quick but meaningful visit to Maple Bridge but finds it difficult to plan efficiently.

# Primary User



- Name: Mike
- Age: 21
- Occupation: University Student
- Location: Malaysia
- Background:
  - International student studying in Suzhou
  - Interested in local culture and history
  - Feel boring when surf the internet

## Goals

- Learn culture behind Maple Bridge
- Language-friendly
- Navigate clearly
- Explore local lifestyle beyond tourist attractions

## Pain Points

- Limited English information
- Cultural content is too complex and unclear

## Needs

- English interfaces
- Interactive guides
- More playful interface

Scenario: Mike wants to explore local culture during his stay in Suzhou. He visits Maple Bridge but struggles to fully understand its historical and cultural significance.

# Secondary User



- Name: Zhiqiang Wang
- Age: 35
- Occupation: Tour guide
- Location: Suzhou, China
- Background:
  - Needs accurate and structured information

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## Goals

- Deliver engaging and informative tours
- Access reliable cultural and historical content

## Pain Points

- Information is scattered
- Content is not detailed enough

## Needs

- Updated and reliable information

Scenario: Zhiqiang Wang is preparing for a guided tour at Maple Bridge. He needs accurate and structured information, but finds the available content fragmented.

# Secondary User



- Name: Ailian Zhang
- Age: 46
- Occupation: Shop Owner
- Location: Suzhou, China
- Background:
  - Lives near the Maple Bridge
  - Visits the area regularly for leisure
  - Interested in community activities

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## Goals

- Stay updated on local events
- Participate in community activities
- Use the area for daily relaxation

## Pain Points

- Website focuses mainly on tourists
- Event information is not centralized

## Needs

- Event announcements and schedules

Scenario: Ailian Zhang wants to check if there are any local events or activities at Maple Bridge, but finds the website mainly designed for tourists.