

# User Journey Map

## Maple Bridge at Night · Maple Scenic Area Website, Suzhou

### Persona

- Local resident living in Suzhou or near Maple Bridge
- Already familiar with the location and basic background of the scenic area
- Uses the website to check recent activities, find suitable times for leisure, and stay connected with local culture and community life

### Goals

#### See What's New

Check recent activities, seasonal events, or new experiences

#### Plan Leisure Time







Find a suitable time and way to visit for walking, relaxing, or bringing family members

#### Connect with Local Life

Explore content related to community culture, daily life, and local memory

#### Participate & Share

Contribute photos, stories, blessings, or local memories and interact with the place continuously

Stage	01 Enter Website	02 Check Recent Updates	03 Plan a Relaxing Visit	04 Explore Local Culture	05 Participate & Contribute	06 Return & Reuse
<b>Actions</b>	Open homepage Look for recent activities or new content	Browse updates, event-related content, or recommended seasonal experiences	Check route suggestions and decide when to visit for walking, family time, or light leisure	Browse interactive poem, scenic guide, and culturally meaningful content	Upload photos, leave blessings, or share memories related to Maple Bridge	Leave the site and return later when new activities or community content appear
<b>Thoughts &amp; Feelings</b>	"I already know Maple Bridge. I want to know what is new here."	"Is there anything happening recently that is worth checking out?"	"I want an easy and relaxing way to visit, not a tourist-style route."	"I hope the site reflects local culture and community life, not only scenic facts."	"It feels meaningful if I can leave something of my own here."	"This is more useful if it keeps updating and gives me reasons to come back."
<b>Emotion</b>	 Purposeful	 Interested	 Reassured	 Connected	 Engaged	 Attached
<b>Pain Points</b>	The homepage is still more visitor-oriented than resident-oriented	No dedicated section for recent activities or local updates	Current route planning focuses more on sightseeing than everyday leisure use	Local life, community stories, and resident culture are not visible enough	Participation features exist, but they are not yet framed as long-term community contribution	The website feels more like a one-time visit page than an ongoing local platform
<b>Opportunities</b>	Add a "What's New" or "For Locals" entry point	Add weekly activities, seasonal highlights, and community event updates	Add route types such as "Evening Walk / Family Time / Bring Elders"	Add local memory, resident stories, and community culture sections	Turn photo upload and prayer functions into a "Local Memory Wall" feature	Support ongoing use with updated recommendations, recurring events, and return-worthy content

Based on local residents' needs: they already know the location and background of Maple Bridge, so they care more about recent activities, quiet leisure opportunities, local culture, family-friendly experiences, and the ability to participate, contribute, and share place-based memories.