

# User Journey Map

Maple Bridge at Night · Maple Scenic Area Website, Suzhou

## Persona

- 22-year-old young tourist visiting Suzhou for the first time
- Mainly uses a mobile phone and wants to make travel decisions quickly
- Interested in poetry, scenic atmosphere, and light interactive experiences

## Goals

### Understand the Site

Decide quickly whether it is worth visiting

### Plan the Trip

Know the most convenient way to get there

### Get a Route

Generate visit suggestions by time and interests

### Cultural Immersion

Experience the site through poetry, prayer, and Q&A

Stage	01 Enter Website	02 Discover Overview	03 Check Transportation	04 Explore Spots	05 Interactive Experience	06 Plan & Exit
<b>Actions</b>	Open homepage Browse hero section and navigation	Read scenic overview Decide whether it is worth visiting	Check metro / bus / driving information	Browse attraction cards Compare where to go first	Click poem explanations Draw lots / pray / ask questions	Generate route Finish browsing or share
<b>Thoughts &amp; Feelings</b>	"The page feels atmospheric. I want to keep exploring."	"The cultural feeling is strong. This seems worth visiting."	"The transport info is clear. I can start planning now."	"There are many spots, but which one should I visit first?"	"The interaction is interesting. It feels more vivid than a normal introduction."	"It would be even better if I could save the route."
<b>Emotion</b>	Curious	Reassured	Reassured	Slightly Torn	Delighted	Satisfied
<b>Pain Points</b>	The homepage lacks a clear CTA	Key highlights are not prominent enough	No map links or real-time information	Lack of prioritization and recommendation tags	Interaction is too shallow and lacks deeper immersion	Route details are limited and export/share is missing
<b>Opportunities</b>	Add a "Start Now" or "Quick Overview" button	Add a "Why Visit" section and must-see highlights	Add map navigation, parking, and walking time	Add tags such as "Must-See / Photo / Family"	Add audio, real photos, fortune explanations, and share cards	Support route saving, bookmarking, and export

Based on the current website front-end features: hero section, scenic overview, travel guide, attraction cards, interactive poem, route recommendation, lottery & prayer, AI Q&A, elder mode, and multilingual support.