Title	NIPPONISM : creation of online platform for experiencing new style of Japan traveling
Sub Title	
Author	Piwngam, Julaya(Nakamura, Ichiya) 中村, 伊知哉
Publisher	慶應義塾大学大学院メディアデザイン研究科
Publication year	2016
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2016年度メディアデザイン学 第492号
Genre	Thesis or Dissertation
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40001001-00002016-0492

Master's Thesis

Academic Year 2016

NIPPONISM: Creation of Online Platform for

Experiencing New Style of Japan Traveling

Keio University Graduate School of Media Design

Julaya Piwngam

A Master's Thesis
submitted to Keio University Graduate School of Media Design
in partial fulfillment of the requirements for the degree of
MASTER of Media Design

Julaya Piwngam

Thesis Committee:
<div style="margin-left:3em">

Professor Ichiya Nakamura   (Supervisor)

Professor Sam Furukawa   (Co-supervisor)

Professor Akira Kato   (Co-supervisor)

</div>

NIPPONISM: Creation of Online Platform for Experiencing New Style of Japan Traveling

Category: Design

Summary

Creation of a new traveling website for Thai people in adults age and have some reason prevents them from traveling and living in Thailand. To give an opportunity to explore the world through the online platform. Therefore, gathering contents included video and pictures and represent in the form of an Interactive video, will make choices for them to enjoy traveling. The vision in the videos will be one factor that can be encouraged them to educate the places such as history and cultures. This design effects directly to Thai people who have no experience to travel in Japan. Moreover, this design thesis will give an opportunity to Thai people who would like to educate about Japan but they cannot visit Japan by themselves. Therefore, the purpose is to educate Thai people about local travel attraction in Japan and encourage them to explore the world travel through online platform. Even though, they cannot visit Japan at this moment but when the times that they can be visited Japan has come. This new traveling website can be responded them in the case of providing travel information to assist them to know the local attractive place in Japan more.

Keywords:

Travel, User-friendly Interface, Interactive Video

Keio University Graduate School of Media Design

Julaya Piwngam

Acknowledgements

Table of Contents

List of Figures

Chapter 1
Introduction

1.1 Background

In the world, there are many places people do not know, see, and go. Curiosity is an initiative that makes humanities try everything, experiment, or even formulate the laws. Going to new places could be considered as humans attempt to learn something outside. Traveling is an action that contains many activities, which assists people to explore what they want to know, see, and go. The activities that people can try while traveling are new experiences. Travel, as defined by Oxford Dictionary, is a "Journeys, especially abroad" (Oxford University Press n.d.)[1]. Travel is the movement of people from one place to another place that is far away from a residence. Why would people like to travel? There are many reasons for traveling include vacation, business, visiting people and other causes, besides explore a new experience where they think it has something they can know and learn more.

In Thailand, Thai government established the Ministry of Tourism and Sports or known as MOTS that has the authority related to promoting and developing tourism, sports, education, recreation industries, and other government services as prescribed by the law(Ministry of Tourism and Sports 2002)[2]. Meanwhile, Thai government supports and cooperates with travel related organizations whose primary purpose is to boost Economy of Thailand through Traveling. Thai people are using the Internet as mainstream for searching information. They use the Internet for searching data, reading journals, writing articles, talking with friends, games, or even online trading. Everything becomes easier to explore by just using the Internet. Therefore, Thai people usually start seeking information from a search engine like Google as much as they can and rely on the most reliable article or the article with top views rank.

Due to the consistent influence of Japan trends toward Thai people through media, make Thai people interested in Japan and come to Japan. This research

was made to provide a user-friendly website to effective travel experience for Thai people through online traveling. With the purpose of assisting Thai people to know and experience travel attractions especially, the attraction in local areas. This project is called "NIPPONISM" which provides a new style of traveling experience by adding options of travel attraction acknowledge using an online platform by given an example of traveling in Japan. This project will mainly provide a user-friendly interface and present contents in the form of video.

Motivation

As the starting point of this research, the author had a chance to go to Baan Bang Kae 2, the almshouse in Bangkok for contributing appliances to elders who are living there. The author talked with elders a lot of things. They asked about a background, and when they heard about studying abroad, they looked very excited and asked about experience living abroad. They were excited when the author told them about lifestyle in Japan. They got exciting after they saw pictures. Since elders in the almshouse cannot go abroad by themselves, so they like to talk with visitors. Moreover, the author had a chance to meet one of the friends and her mother. She asked about living abroad, and when the author asked her to travel to Japan, she said she would like to go, but she has the Knee Osteoarthritis Syndromes. She does not want to make trouble for her daughter so that she will go nearby city instead.

From these small talk, they became motivation to create something to give knowledge and encourage Thai people to know more about a foreign country, culture, and travel attraction especially for elderly people who are in degeneration of health. To provide contents which encourage them to want to know more about foreign country among Thai people.

1.2   Problems and Opportunities

Reasons that prevent Thai people from traveling

As the author mentioned about reasons that prevent people from traveling, there are many common reasons that people have discussed what is the actual reason blocking people from traveling. The most common excuses that the author have heard personally like "I don't have the money", "I am busy with my job", or "I don't have time".

- Health Problem

Health condition is considered to be a cause of preventing people from traveling. Health problem is one big problem among living organisms. Like a phase "Cancer is a great enemy of humanity", it apparently states that health condition is so much necessary for a human. Even though people have a passion inspiring them to go out somewhere people do not forget to heal as soon as possible. The Centers for Disease Control and Prevention or CDC have published an article about thinking of health status because the fact of no one wants to miss a trip. Before a journey, people need to evaluate their health status in general. If people match at least one, that means they should not travel by air, for example, "Have had a recent heart attack or stroke" and "Have passed 36 weeks of pregnancy" e.g.[3].

The Osteoarthritis syndrome is one of a case study of this project to design a travel site. From the statistic of patients who suffer from the Knee Osteoarthritis shows that adults from 50 years old are more risk of this syndrome. The most common cause of Osteoarthritis is age. However, several factors increase the risk of developing significant arthritis at an earlier age such as weight, heredity, and hard Athletics (David Zelman, 2014)[4]. Refer to the statistical data of Thai people who suffer from the Knee Osteoarthritis Syndrome in 2006; it mentioned that 6 million patients are suffering from this syndrome and tends to increase every year. Dr. Wallop Samranvedhya, the director of Bangkok Hip & Knee Center, mentioned that nowadays hip and knee injuries are not found only in elderly but also in adolescence and working ages because of their daily behavior. The incident of the Osteoarthritis is 3.5% of Thai population. At the age of 25 years, they found that 4.9% have symptom of the Osteoarthritis, 19.2% in 45 years old patients, and the rate on 60 years old could be up to 37.4%(Wallop Samranvedhya, 2015)[5].

The syndrome doesn't only the cause of health problem but also a common disease which affects to humans. The congenital disease mostly causes of health problem and it is going to be a reason for blocking people from traveling. Some of the congenital diseases need to take a medicine and have a medical checkup in every month or two months, for example, labored breathing in asthma, and heart disease. Therefore, people have to prepare their medicines with them whenever they go outside. It might not affect them in their daily life, but it is less effect when they want to travel. Those people need to be concern about these two points; physical restriction and avoid worsening. For the instant, people who are asthma would like to climb the mountain. They can enjoy in a short period because it

is too risky if they get weaken during climbing. Travel can be a danger if people won't prevent themselves.

- Unable to take Vacation Leave

Typically, people work five days a week, 8 hours a day that means people have to work at least 30 hours a week. Perhaps they get stress and work under pressure that often occur in the workplace. "Trapped in a cycle of trying to do their best, but not realizing the toll it's taking on them, they end up in a cycle of despair"(Tanith Carey, 2011)[6]. The reason that pushes people to relax in many ways they could do such as hanging out with friends, going to gym, shopping or do something that makes them feel relax.

Society has to start thinking about the actual reason is the cause of unable to take vacation leave. On the other hand, some people are trying to show an effectiveness of traveling to persuade people that might be possible to change their travel attitude. Volina Serban wrote about top 7 reasons to travel aboard. The interest things that she mentioned is "You learn without even trying". It's easier to memorize some fact of places, for instance, museum or a famous building, going there and get it stuck in your memory instead of reading from a book (Volina Serban, 2015)[7]. However, these reasons can beat by time because to go travel we need to consider a period and then find a destination and decide expenses.

Regarding the most common excuse toward travel aboard, there are many factors make people cannot leave from their duty even in the short period. The job assignment can be considered that impact to a possible of taking leave. Assume that you are a chef manager of a small clothes manufactory. Employees need to ask permission every time they are going to make new clothes, pack products, or delivery to destination store. A chef manager is required to be stand by in office to support their employees and also find a solution when they get a problem. Whether coffee shop owner, they have to wake up in the early morning to prepare an ingredient, clean up coffee maker machine, clean up the shop before open every day. Although they can ask staffs to do instead of doing everything by themselves, the owner needs to keep an eye on them.

No matter they want to travel. Those people cannot leave from their duty will have time to relax at least on the weekend or only take a vacation in the short period so, domestic travel becomes a very first choice for them. In a case of travel aboard, they need to manage work schedule in advance. It may make them feel uncomfortable during the trip. The work schedule only manages workflow, but

it does not support when they get trouble. Therefore, it's not an unreasonable excuse if people choose to work before travel.

- Difference of Language and Culture

Language barrier

Each country has its own language that is used to communicate with other people. However, communication between human is not limited only to speaking but also using gesture. Using gestures well known as Sign Language is a language that uses signs and gesture made with the hands and other movements. To make people understand communication, Sign Language includes facial expression and body gesture as used by deaf people. Sign Language is not used as universal because different sign languages are use in different countries or regions(NIH Publication, 2014)[8]. Spoken languages are different in each country as well. Each country has a mother language and may be use English as a second language. However, that does not mean all people of those countries will know English.

In Thailand, English language is added to Compulsory education that means all Thai students have to learn English since kindergarten. Besides English classes in school, most of Thai students also take English course at cram school. Students can choose a major for high school education which have many majors for studying a third language for instant English-Chinese, English-French, and English-Japanese. However, most of people adhere to and use a mother language. Therefore, when people go aboard, they will press how communication is going to be because of using different language to communicate with foreigner and start diffidence.

Due to the fact that different countries have different languages, it will be the cause of language barrier. Language barrier effects on traveling aboard especially the countries where mostly use their mother language. Even tourists try to use English and local people cannot response them in English but use their mother tongue instead. In case of people going aboard for work or business, they try to learn the language of that country and try to communicate with local people by their mother language. For the author is very happy to see foreigners trying to speak Thai and want to teach them more. However, sometimes the native speakers may be act something inappropriate when foreigners try to speak their language like smiling or laughing. The action of native speaker affect foreigners because some people feel nervous when they have to speak foreign language. The

cause of language barrier is not only diffidence but also include the reaction of native speaker.

Culture Shock

The facts that each continent in the world has many countries, which have many nationalities from many difference origins, speak difference language. Therefore, it is not easy for foreigner to adjust their lifestyle to familiar with unfamiliar place where they are living in a short time. Humanity comes from difference tribes that those tribes have their own culture. For instant, Indian culture in Thailand is different to Buddhism. Culture Shock can be describe as a feeling or situation that foreigner experiences or live in another culture or social environment (Helen Ziegler and Associates, 2016)[9].

Differentiate of Culture can also be experienced, led them to try and want to know more. Even the culture they want to know deeply will totally different from their culture. One common example is to eat by using chopstick in Asians. This is common for Japanese and Chinese but it is uncommon for Europeans and Americans or even some country in Asia. The author observed from group of foreigners at the restaurant in Shibuya. They ordered Donburi which is a Japanese rice bowl consisting of meat or fish and when the food was served they will ask waitress for a spoon immediately. Or even waitress bowed to them when they were going to leave, they were surprised and bowed back to the waitress. This situation show how difference culture make foreigner surprise. Japanese Culture is the best example of the country where have good manners in aspects of foreigner.

On the other hands, Culture Shock makes some people feel uncomfortable because they become unfamiliar for instant going to Japanese hot spring need to be naked. However, it prohibits being naked before strangers because of their religions rule for some country. There is a China Dog Meat Festival in Yulin city of China, this festival held for eating dog and cat meat. This is no surprised if foreigner will be afraid of going abroad because they do not know what they will meet since they come from another country. Especially, people who have never been travel abroad. They will afraid of everything and have a reason to not going aboard. They only know from medias that presents in difference aspects and it depends on what they believe or trust on.

The existing platform travel related

Regarding the author mentioned about Thai people are using the Internet as mainstream for seeking information. They need to learn a basic computer skill. Thailand's Education System also have computer skills learning for the student since primary school. Moreover, there is a computer workshop for adults which organize by University in Thailand. This workshop purpose to educate basic computer skill to them for the instant, using Microsoft Words for writing a document and using Internet for searching information.
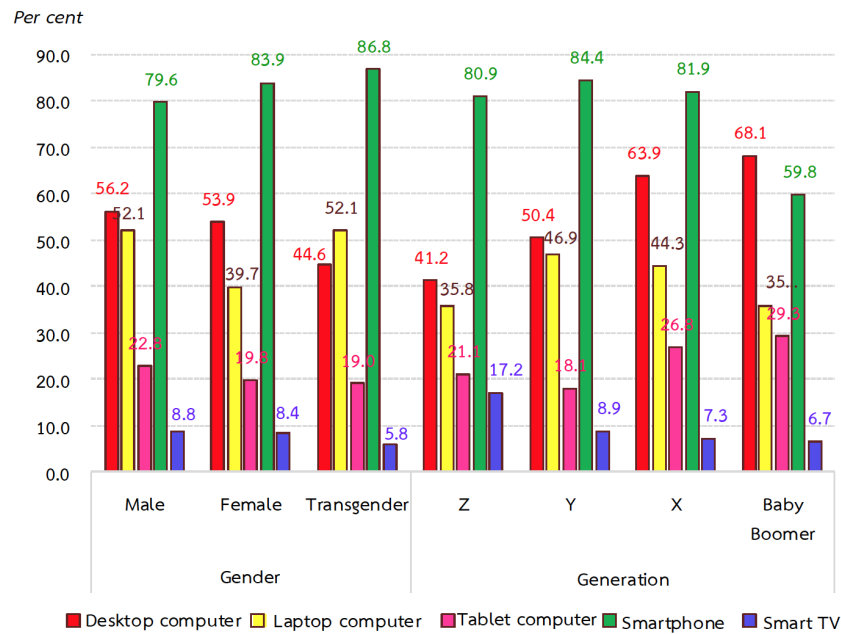
Figure 1.1: Devices Used to Access the Internet, Classified by Gender and Generation (Source: ETDA)

The chart shown in figure 1.1 is a comparison between various devices used to access the Internet. It shows the most preferred devices for each generation. All generations except Baby Boomer preferred to use a smartphone while only 68.1% of Baby Boomer preferred to use Desktop Computer than a smartphone[10]. This chart shows that people know technology, and they choose a device based on their skill. Baby Boomer prefer Desktop Computer than a smartphone because they want the devices they are familiar with its. So, if the NIPPONISM launch, they can access easily.

According to 31 people participated online questionnaire, they mention about a website travel related like Japan-guide.com, Pantip.com. For Pantip.com, this site provides all contents in The Thai language, and everyone includes member and non-member can access this community site. According to Figure 1.2 the screenshot of Pantip.com, the website separates communities based on the contents that users will be shared on this site. There is one community about travel called "Blue Planet" which people can share their travel experience with the community. Figure 1.3 is travel site called "Japan-guide". This website will provide content in English with pictures. The user can select the destination of the place they want to know which cover all prefecture in Japan.
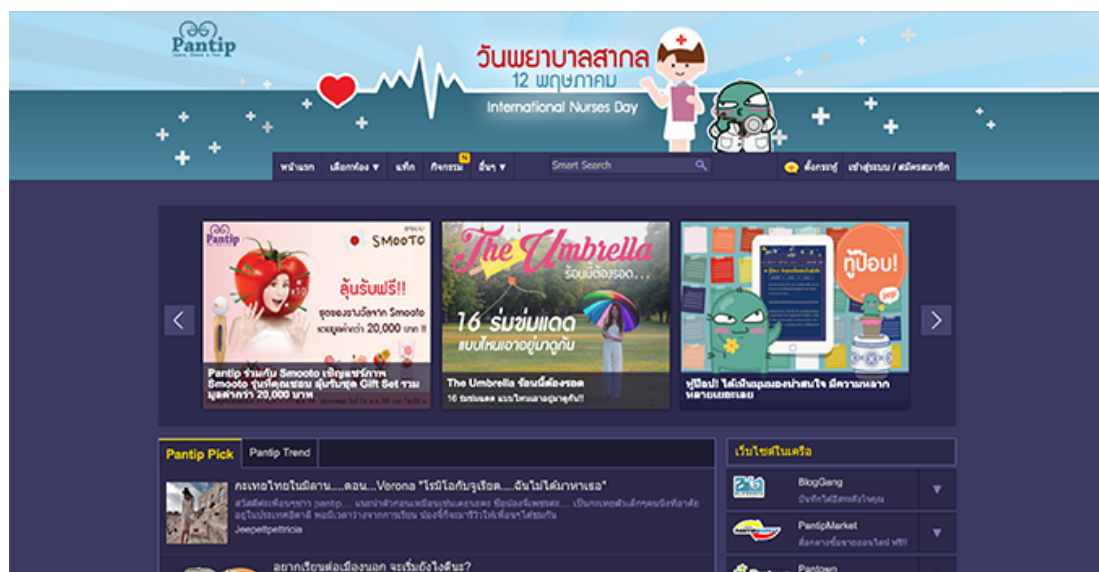
Figure 1.2: Screenshot of Pantip.com — A Famous Community Website in Thailand

As Pantip.com have many communities provide to users can interrogate, users will access a community they want and seek for information they would like to know or ask question if they would like to know more about things as showing in Figure1.4. Meanwhile, japan-guide.com provides all contents in English and the reply of question in forum obviously different if compare with Pantip.com as shown in Figure 1.5. This is a cause why Thai people will choose the source of information that they can understand clearly with the quick response as first priority. Mostly, Thai people have accessed community website to explore countries, cities, and regions to visit. According to 31 people participated online questionnaire, they mention about a website travel related like Japan-guide.com, Pantip.com. It can
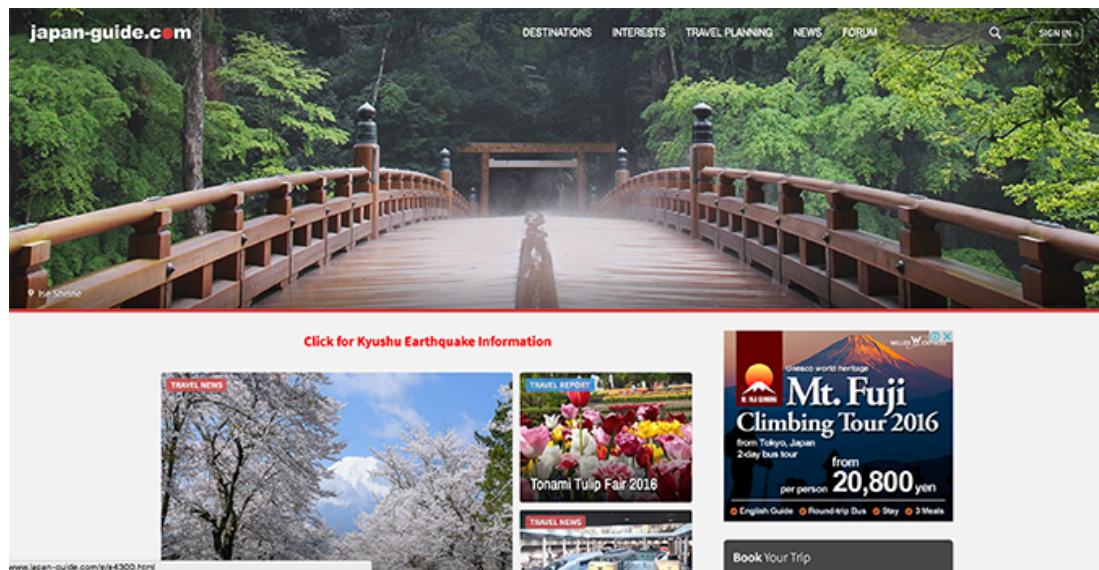
Figure 1.3: Screenshot of Japan-guide.com — Japan Travel and Living Guide Website
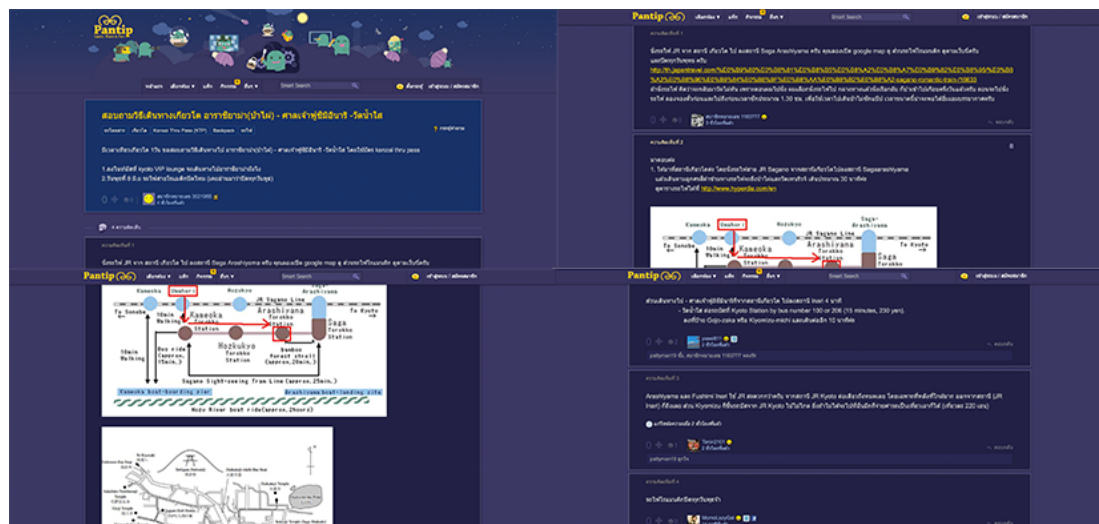
Figure 1.4: Screenshot of One Question about Traveling in Japan on Pantip.com
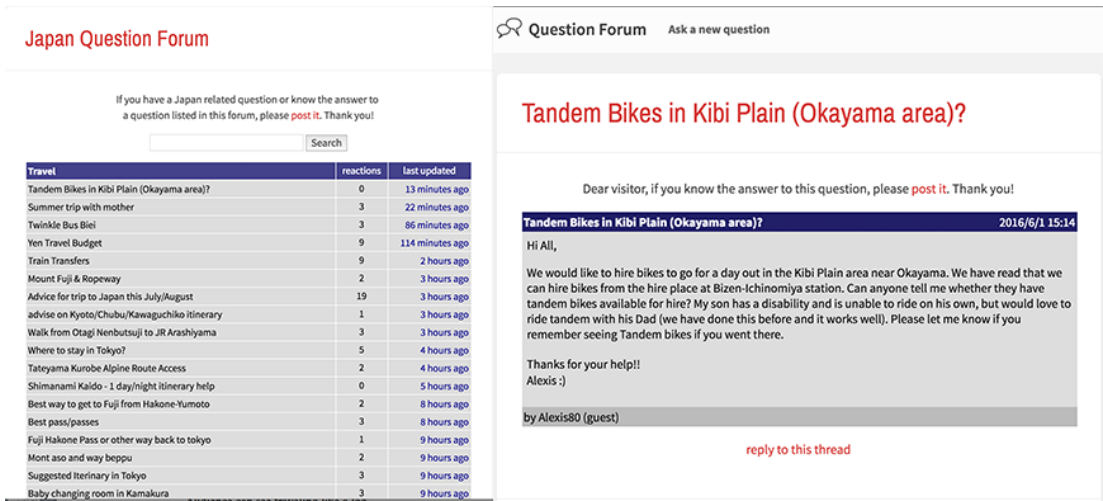
Figure 1.5: Screenshot of One Question about Traveling in Japan on Japan-guide.com

assume that Thai people will choose the source of information that they can understand clearly with the quick response. Mostly, Thai people have accessed community site to explore countries, cities, and regions to visit.

1.3   Research Objective

This thesis aims to provide Thai people a user-friendly website that contains contents of travel attraction. The website is mainly present traveling in a local area by using an Interactive Video. This thesis will give Adult users in Thailand the opportunity to experience traveling through the online platform by providing an example of traveling in Japan. Especially, adult users who interested in Japan traveling but have some reasons that prevent them from traveling. By using the local areas in each city such as Yokohama and Kamakura, where the cities have difference culture in local areas. This thesis is very effective to present traveling liked a local people, making a choice will make people excite and encourage Thai people eager to know travel attractions more. The contents will fulfill their curiosity and encourage them to think about online traveling with provided options.

My research objective is to develop a user-friendly website of traveling to be more comfortable to use for Adult users. The author believes that this thesis will efficient and encourage Thai people eager to know travel attractions and interested more. This research is expected to increase the curiosity of the journey attraction

in local areas, and develop travel website that will encourage Thai people to change the way they experience the world. Throw off your bag, and hold your mouse tight to explore travel experience online. For this purpose, fieldworks in Thailand are needed to understand Thai people's Internet usage behavior, travel behavior, the existing source of travel information online, and travel satisfaction.

While Youtube focuses on containing all genre of video, this research aims to provide travel website using an Interactive Video, which creates by local people and shares out via social media. The author believes this approach is more appropriate and more effective to implement in Thailand.

What is NIPPONISM

NIPPONISM is designed to be an online platform of exploring travel attraction of foreign countries, which NIPPONISM will give an example of exploring Japan. NIPPONISM creates for Thai people who have reasons that prevents them from traveling aboard for instant, physical condition, or unable to take leave because of workload. Therefore, led the author to do a project in order to create new experience of traveling. Although, there are many Thai people go to travel abroad however still have a lot of Thai people no chance to travel abroad yet. Therefore, it becomes an idea of developing a user-friendly platform for target users.

This platform provides attentive interface and content which focuses on optimization of a design for effective and enjoyable use for inexpert users. This platform present content by using an Interactive Video which is a technique used to blend interaction and video. Users will perform action themselves to choose which areas they want to explore. The options will be lead them to what they choose moreover, this project provided a Thai narration to explain history and details of the places. This platform purposes to assist them to explore the world through online and provide travel attractions which emphasize a local areas in each cities. This website will be encourage target users to curious about Japan, and get advantage from its in case of they have a plan to travel in Japan in the future.

NIPPONISM does not contain an Interactive Video only but also provide pictures and narrations for users easy to use. Furthermore, NIPPONISM aims to be a kickstart online platform of exploring the travel attraction of foreign countries in future work. For the long term, the author hopes this website will be a kickstart of the world travel website for people when they want to experience the world through online platform. The author deeply hopes this thesis will be

inspired people to do something that increase an opportunity to humanity.

1.4   Thesis Overview

The thesis will be structured as follow:

Chapter 2 : Literature Review and Related Work

This chapter is about the theories that initiate to this research. The author will clarify in details for each keyword which is the main idea for the research. Moreover, the author also mention about the existing related work at the end of Chapter 2.

Chapter 3 : Concept and Method Approaches

Chapter 3 will clarify more about the implementation to accomplish a purpose of the research. By starting from doing fieldwork in Thailand that the author went to the traveling event to observe and interview. The pre-design research is required to do in order to understand target users more and then start an implementation.

Chapter 4 : Experiment and Evaluation

In this chapter, the author will declare the result of experiment of each prototype. By separated into 3 testing which are Prototype 1 testing, Prototype 2 testing, and Final Prototype testing. The result of the first prototype evaluation are summarized to redesign the next version. The second evaluation will do the same process then it become the final prototype.

Chapter 5 : Conclusion and Recommendation for Further Research

This chapter will summarize action of the research and clarify more about the future plan for this research.

Notes

1   http://www.oxforddictionaries.com/definition/english/travel

2   http://www.mots.go.th/mots_en57/ewt_news.php?nid=3151

3   http://wwwnc.cdc.gov/travel/page/health-status

4   http://www.webmd.com/osteoarthritis/guide/ostearthritis-of-the-knee-degenerative-arthritis-of-the-knee

5   http://www.pptvthailand.com/news/12738

6   http://www.dailymail.co.uk/femail/article-2014503/The-burnt-generation-They-push-limit-work-AND-home.html

7   http://www.topuniversities.com/blog/top-7-reasons-travel-abroad

8   https://www.nidcd.nih.gov/health/american-sign-language

9   http://www.hziegler.com/articles/culture-shock.html

10   https://www.etda.or.th/publishing-detail/thailand-internet-user-profile-2015-th.html

Chapter 2

Literature Reviews and Related Work

2.1   Literature Review

According to Chapter 1, the objective of this research is to give adult users in Thailand the opportunity to know and experience traveling in Japan through the online platform, by providing a user-friendly website that contains travel attraction information by using an Interactive Video.

Before creating a website, it is important to understand a method of website creation. Considering the currently available platforms is important. In this chapter, concerned literature and existing works related to this research is examined in areas of User-friendly Interface, Healing people by travel, and Growing of tourism marketing.

User-friendly Interfaces

In order to understand a website creation in this era, it is important to consider the existing platforms. Besides a community website or web-board, to find out the factors that develop must be caution of creating the website for Adult users. The research in this area considered from the User Interface.

Jeff has mentioned about the user interface, as "The basic implication is that user interface should help people remember essential information from one moment to the next"(Jeff Johnson, 2013)[1]. Designing the graphic user interface based on user interface design rules; seeing and choose is easier than recall and type, is about showing the options to users and let them decide what they want to do instead of force users to remember their choices and tell what they want to a computer. However, a useful approach liked to recall and type still use because users can easily remember information such as search engine. Users only enter

the keywords and remember information users need for them. Because people recognize pictures very quickly by using images where possible to convey function is easy to identify. Nowadays user interface often uses images to show function and mostly used coherent picture so, users can recognize without thinking about the meaning of pictures. It might be pictures or icons which easy for memorable and understandable.

According to Suziah and Intan, they concerned the complex functionality will make avoid mobile phone usage among older users. They focused on the problem of complex functional on a mobile phone for adult uses as, "Despite the usefulness of mobile phones especially to the elder, there are still many comments from this group regarding the interfaces of the existing mobile devices being difficult to use."(Suziah Sulaiman and Intan Suriany Sohaimi, 2010)[2]. Since older users still use a mobile phone, instead of providing complexity interface on a mobile phone they did a simple interface design of a mobile phone by illustration a mobile interface with the necessary icons.

In Jinsoo Han, JaeKwan Yun, JongHyun Jang, and Kwang-Roh Parks work, they did the Home automation based on 3D Virtual World(Jinsoo Han, Jae Kwan Yun, JongHyun Jang, and Kwang-Roh Park,2010)[3]. The Home automation is a system use to control devices around the home which users can control home devices such as doors, lights, and consumer electronics. They applied a 3D virtual world technology to the Home automation to improve the system to be more user-friendly, intuitive, and realistic. When the user wants to control a home device in the real world, just move the avatar close to the device that they would like to use then click. Apart from, the rapid development of mobile technology increase Internet users which apparently support Internet accessibility.

N. Chung and C. Koo have set a hypothesize regarding the use of social media for travel information search in six aspects (Chung, Namho, and Chulmo Koo, 2015)[4]. According to the result from the online questionnaire by top-ranking Internet survey firm, they got conclusions that enjoyment from using technology, such as a computer, has significant positive effect on perceived value and travel information search in social media. On the other hand, complexity or a difficult to understand and use could impact on perceived value.

Interactive Video

In this research area is examined to understand how the interaction between human and computer occurs. Human-Computer Interaction (HCI) is basic knowl-

edge for Computer students. Acknowledgment in this area will help developer easier to gather the concept and declare functions to provide users more effective system or application. The purpose of HCI is ease of use and usability, high speed of user task performance, low user error rate, and user retention over time and satisfaction (John M. Carroll, 2015)[5].

Juhlin O, Zoric G, Engström A, and Reponen E. concerned about a video interaction with well-known technologies. And social cores in an increasingly flattened hierarchy between what used to be a well-defined group of production professionals, and the number passive viewers of the same media (Juhlin, Oskar, Goranka Zoric, Arvid Engström, and Erika Reponen, 2014)[6]. In this era, videos can be watch anywhere. They concentrated on the video capturing, production, and distribution while turning to interaction in video consumption. Interactive Video (IV) is a digital video which user can interact inside the video content itself through clicks, gestures, voice, and touch. Interactive Video can be many things; educational, playing with game-like experiences, or even used for marketing (Jen Bergen, 2014)[7]. V. Melissa Holland, Michelle R. Sams, and Jonathan D. Kaplan, they argued about an application for intelligent computer-assisted language learning (ICALL) that seeks to apply advanced technologies especially, natural language processing (NLP). NLP technology is a programming method, which provides rule and patterns of language to analyze the structure of sentences that users put into application and detect an error. They combined an interactive video into part of using new technology for language learning and emerge the advantage of using an interactive video for language learning. The interactive video provides authentic speech and cultural context in an understandable format. However, Adult users still need services that make them feel comfortable to use like providing the option to choose liberally.

In the creation of an interactive video, there are related researches that are related to an interactive video have emerged such as video editing and navigation. Video editing is where it is important to provide a well-structured content overview as well as efficient video navigation means. The aspects of video editing can be more generous and can use for other purposes than video editing. Meanwhile, video navigation focus on transient positioning and context visualization as Instead of using the seeker bar, users interact with objects in the video and move them along their motion trajectories (Schoeffmann, Klaus, Marco A. Hudelist, and Jochen Huber, 2015)[8]. Therefore, video editing is required contents arrangement that will be make motions more powerful and more efficient.

Tourism Marketing

The research in this field is usually a concern on the risk that can occur while traveling and can be affected by Tourism marketing. Tourism marketing is the business discipline of attracting visitors to a location where associated with consumer and traveling. A new type of tourism appears which replaces traditional travel and includes inventions and more specialties, which based on tests and experiences (Alipour, Mehrdad, Firozeh Hajaliakbari, and Negar Javanbakht, 2011)[9].

Tourism marketing refers to the marketing discipline as known as marketing mix or the four P (4Ps) of marketing (the Mind Tools Editorial Team, 2011). According to Rawewan Maliwan concerned on tourism attitudes toward traveling in Thailand after the Political Demonstrations and Protests. She clarified about the method of inducement has to influence towards attitude change. Rawewan gave an example of the face-to-face communication (Rawewan Maliwan, 2012)[10] that is usually more efficient than mass communications liked newspaper, journal book, or magazine even though the effects of inducement will take actions in different forms. Although, their environment supports the initial opinion, people may often change their attitude back to their original ideas. The marketing concept of tourism should focus on designing products or services based on the customers demands, particular market who is target group and who will buy services, and develop marketing effort to fit into the customers requirements. Using the Internet as a new opportunity for promotion is perfectly effective to promote and require more customers. Since Internet users in Thailand mostly accesses a social media such as facebook and twitter, a power of sharing through social media will reach a demand of Internet users. Normally, the marketing plan should be able to adapt to current situations of economic and social changes. Due to the fact tourism affects occupation rate, payment balance, and financial stability of many countries (Beheshti, Seyedahmad, and Iman Zare, 2013)[11]. This fact may make people avoid themselves from traveling.

Moreover, they claimed that Social media is the excellent strategy to make one from a large number of choices of travel destinations becoming more competitive in the tourism market. From their research, objectives of tourism marketing through social medias are increasing awareness, strengthening the image of the destination, encouraging trip planning, and growing the number of visitors (Királ'ová, Alžbeta and Pavlíčeka, Antonín, 2015)[12].

2.2 Related Work

Promote Traveling in Japan through TV dramas

The initial inspiration for this research is a mini TV drama named "STAY Saga..I will miss you"that broadcast through LINE TV. LINE Corporation provides the video on demands streaming service called LINE TV that can use on a smartphone, tablet, and PC. Users can watch it anytime and anywhere for free. However, LINE Corporation Thailand have launched this application and available in Thailand only. LINE TV provides TV drama, movie, music, and unique contents which users can only watch from LINE TV. LINE Thailand cooperate with the famous entertainment industries in Thailand such as GMM Grammy, GMM TV, Workpoint, Thairath TV, TrueVisions, TNN, TrueMusic, and so on (thumbsupteam, 2014)[13].

Figure 2.1: STAY Saga..I will miss you — LINE TV

STAY Saga..I will miss you, is a TV drama produced by GTH (currently changed the name to GDH 559), which broadcast through LINE TV application. The story is about a college girl who has a dream to be a writer, would like to

have her book so, she decide to do a travel book about Japanese lifestyle as her graduation project. She goes to Japan and live on a small farm with Japanese host at Saga prefecture and meet Thai guy who works there for three years. STAY Saga is called a mini TV drama that collaborated with SAGA Prefectural Government and Saga Prefecture Film Commission to support traveling in Saga prefecture (Prachachat, 2015)[14].

Figure 2.2: Screen shots of STAY Saga..I will miss you

The audience can see traveling with local people in Saga through this TV drama. Previously, most of Thai people do not know Saga until watch this TV drama. This drama encourages Thai people to want to know more about Saga and search for traveling information from what they watched from a drama. With the effective of drama, the number of tourists who go to Kyushu region and visit Saga is increasing after this drama broadcast. Not only the increasing number of Thai tourists but tourism services of Saga prefecture also supports Thai tourists by providing a fortune telling or known as "Omikuji" both in Japanese and Thai language. STAY Saga is an excellent example of promoting traveling in Japan through media and small social force.

According to ETDA polls of Figure 2.3, the statistic from LINE users in Thailand is 85.1% for all participants[15]. If we consider from LINE users population and a style of leading content presenting, it is not surprised why Saga booming will

occur in Thailand. STAY Saga accomplished in term of using media for effective
of Japan travel promotion.
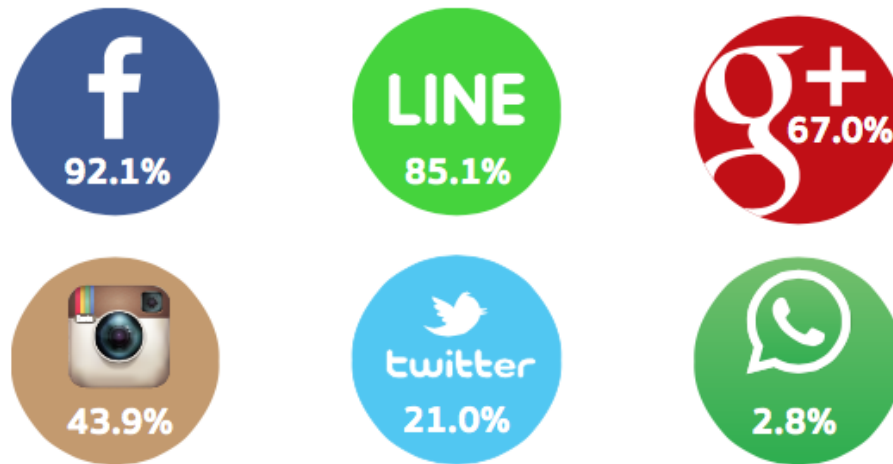
Figure 2.3: The Percentage of Social Media Usage (Source: ETDA)

Candid Video on YouTube Channel

First, the author wanted to learn more about related work especially video of
traveling, and the author looked for the keyword of "travel in Japan" on YouTube.
YouTube is worldwide of the video-sharing website that allows users watch, upload
and share created videos on the Internet. YouTube purposes to connect, inform,
and inspire people throughout the world by providing a forum and acts as a
distribution platform for original content creators and advertisers both large and
small. As the author mentioned above about YouTube provided the forum to
users that known as "Channel" for video creators.

In Thailand, YouTube users mostly share experience on their channel by us-
ing self-camera (e.g. make-up reviews, program's tutorial, upcoming trends and
fashions, and traveling reviews). Many makeup artists have their channel on
YouTube. They will mostly share how to use cosmetics and how to buy those
cosmetics. Sometimes they will share a video of shopping cosmetics when they go
abroad and tell audiences about the shop's name and locations so, and audiences
can search after those makeup artists recommendation.
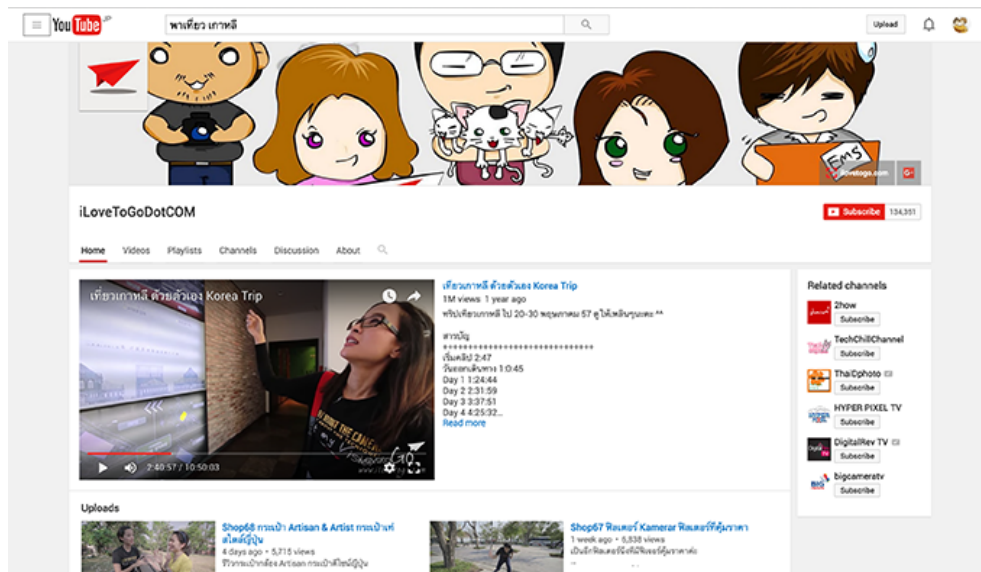
Figure 2.4: iLoveToGoDotCOM — A Channel which is created by YouTube Users in Thailand

Figure 2.5: Screenshots of Travel in Korea by iLoveToGoDotCOM

The author will give an example of one of YouTube channel that is created by Thai people as Figure 2.4. This channel will be share videos about the technique of using camera, method of editing pictures by using Adobe Lightroom and Photoshop, and traveling review. As the author mentioned about have YouTube channel that shares videos about traveling, most of the videos will be used a technique of candid video to present contents. Candid is defined as "taken informally, especially without the subject's knowledge"(Oxford Dictionary, 2016)

Although, there are channels about self-traveling on YouTube. Most of YouTube users access easily without knowing technical knowledge needs. However, YouTube contains various videos on the Internet, sometimes it is difficult for some groups of users like Adult and Elder to find a video.

Notes

1   Johnson, Jeff "Recognition is Easy; Recall is Hard" *Designing with the Mind in Mind: Simple Guide to Understanding User* ,2013:125-126

2   Sulaiman, S. and Sohaimi, I.S. "An investigation to obtain a simple mobile phone interface for older adults" *In Intelligent and Advanced Systems (ICIAS)*, 2010:1-4

3   Han, Jinsoo, Jaekwan Yun, Jonghyun Jang, and Kwang-Roh Park "User-friendly home automation based on 3D virtual world." *Consumer Electronics, IEEE Transactions*, 2010:1843-1847

4   Chung, Namho, and Chulmo Koo "The use of social media in travel information search." *Telematics and Informatics*, 2015:215-229

5   https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/human-computer-interaction-brief-intro

6   Juhlin, Oskar, Goranka Zoric, Arvid Engström, and Erika Reponen "Video interaction: a research agenda." *Personal and Ubiquitous Computing*, 2014:685-692

7   http://www.raptmedia.com/blog/what-is-interactive-video

8   Schoeffmann, Klaus, Marco A. Hudelist, and Jochen Huber "Video interaction tools: A survey of recent work." *ACM Computing Surveys (CSUR)*, 2015:14

9   Alipour, Mehrdad, Firozeh Hajaliakbari, and Negar Javanbakht "The Impact of Web-Marketing Mix (4s) on Development of Tourism Industry in Iran." *International Journal of Business and Social Science* 2011:267-274

10   Maliwan, Rawewan, and Bahaudin G. Mujtaba. "Tourist attitudes toward traveling in Thailand after the political demonstrations and protests." *Journal of Management and Sustainability*, 2012:16

11   Beheshti, Seyedahmad, and Iman Zare. "Distribution Channels Strategies for Attraction of Foreign Tourists." *Middle East Journal of Scientific Research*,2013:280-287

12   Királ'ová, Alžbeta and Pavlíčeka, Antonín.“Development of social media strategies in
      tourism destination.” *Procedia-Social and Behavioral Sciences175*, 2015:358-366

13   http://thumbsup.in.th/2014/12/line-tv-launches-in-thailand/

14   http://www.prachachat.net/newsdetail.php?newsid=1446802338

15   https://www.etda.or.th/publishing-detail/thailand-internet-user-profile-2015-th.html

Chapter 3
Concept and Implementation Approaches

3.1 Fieldwork in Thailand

The fieldwork started in Thailand by specific only in Bangkok. Since Bangkok is the capital city of Thailand, there are people from non-metropolitan areas move to Bangkok for working. Therefore, the author could get information from various backgrounds. Fieldwork in Thailand is an essential approach to the understanding environment, a state of the problem, and personal attitude.

Thailand International Travel Fair (TITF)

In Thailand, there is the travel fair, which occurs from a collaboration of the Thai Travel Agents Association, Tourism Authority of Thailand, and Tour Agencies called Thai International Travel Fair or known as TITF. TITF will be held at the Queen Sirikit National Convention Center in Bangkok twice a year for early in the year and mid year. The TITF aims to help promote Thailand tourism industry and provide the tourists new tour program both domestic and outbound in addition to encouraging the tourism business. According to the cooperation of TITF, the Tourism Authority of Thailand or known as TAT is one organization under the Ministry of Tourism and Sports. TAT is the first tourism organization, was established on 1960 and being under MOTS later. They have authority to give advice and cooperate with the Thai government to initiate tourism system in Thailand.

Figure 3.1: Thailand International Travel Fair

TITF is an open and free event and provides an opportunity for everyone who interested in traveling can attend the fair. The author also went to TITF for doing fieldwork inside that called personal observation. This observation will be action by looking directly to the composition within the event. Firstly, the author walked around the event to observe the booths in this event that which booth is the most interested by the attendant. From observation, the author noticed most of the attendees are in the working age from 22 years old to over 40 years old. By looking at which booth interest by the attendant, what kinds of information they need from Tour Agency, how long are they spend time in each booth, see how to choose the destination of their travel, and how long are they decide to buy tour package. Most of the tour package includes accommodation, entrance fees, and iteration which consumers can exclude air ticket. Moreover, TITF aims to offer to travel attractive in each country by setting the booths for giving travel information for people who attend the event without fees. There are the booths more than 100 booths in this event included international travel, a few of domestic travel, and service. Almost 90% of the booths in TITF are to promote Japan traveling, and most of the consumers are interested in Japan. Another booth like Hong Kong Disneyland setup their booth by decorating imitated the real shop of Disney store so children and Disney lovers will visit their booth to receive information and take photos. Therefore, TITF provides the attendees can be gain knowledge, get a commendation, and received as expect independently from this event. Inside TITF have the booths provide services that facilitate to consumers. The services do assist customer while they are traveling like suitcase selling, pocket Wi-Fi rental service, and car rental service. Moreover, TITF provided a lucky draw for

people responded their willing purpose with the big awards such as round-trip air ticket, or free accommodation for one night.

The author found that the booth of HIS have many people come to ask about the tour package and air ticket price to go to Japan. The author interviewed one of HIS staff; she said most of the customers would come to the booth of HIS for asking the air ticket price, Japan attraction information, and package tour. The firm point of HIS is to compare with another Japan travel agency with most branches in Thailand. They also have the small shop located in Bangkok Mass Transit System or BTS station; therefore, customers can get access to HIS easily. HIS has various ages of customers from 23 years old to over 60 years old. To compare with the young generation, she said most of the adult customers do not travel by themselves and prefer a group tour. Therefore, most of the young generation customer will come to HIS and ask for tickets such as air ticket, JR pass, or even theme park entrance ticket because the average price of HIS is not too expensive. However, the author noticed crowded booth inferior to HIS is the low-cost airline such as Air Asia and NokAir, but these two airlines provide a domestic route.

Figure 3.2: HIS Company inside Thailand International Travel Fair

In addition to, providing travel information to generally without fees cause

many people visited the booths. Each booth will have staffs both local staff and staff from destination regions with flyers. Therefore, consumers can ask the question and acquire information directly. From the observation, the author interested in the booth of Shoryudo and had a chance to interview local staff. Shoryudo means the dragon rise region, is the areas where includes nine prefectures in Chubu region and Hokuriku region. The Chubu and Hokuriku locate at the center of Japan where the topography of the Chubu and Hokuriku regions resembles a rising dragon. They imagine Noto Peninsula forming as the dragons head, Mie Prefecture forming as the dragons tail, and its growing body covering every part of the nine Chubu and Hokuriku prefectures.[1]

Figure 3.3: Two Staffs from Shoryudo Booth in TITF

The author had a chance to interview local staff, Miss Rassawan. Rassawan is a staff at Shoryudo booth, and she was in charge of introducing travel attraction in Thai language and support Japanese team by translation Japanese to Thai when consumers visited the booth. She talked about the purpose of Shoryudo booth in TITF, aim to introduce travel attraction in each prefecture about the route, how to go the destination in Shoryudo areas, what is a new attraction in each prefecture. Rassawan mentioned most of the Thai tourist do not know what Shoryudo is, and they know Chubu and Hokuriku but do not know about Shoryudo is a naming for these two areas. She also said that 90% of people who

visited her booth would ask about how to go to Japan Alps, where is the nearest airport if they would like to go Japan Alps, and where they can use coin locker when they arrive Japan. In the case of people ask where they can buy a tour package. She will advise them to another booth in TITF where they can purchase a tour package which matches their demands.

After interviewed staff from Shoryudo, the author visits the booth of Kitakyushu and Shimonoseki. Kitakyushu or North Kyushu is a city in Fukuoka Prefecture where located at the northernmost of Kyushu region facing Shimonoseki. Shimonoseki is a city in Yamaguchi prefecture where located at the southwestern of Honshu. Inside this booth was arranged the imitated flower of wisterias or Fuji in Japanese name, as a photo backdrop which people can wear Yukata and take a pZzhoto with staff to receive some loyalty of this booth. The way of promotion invited people to visit and take a photo without fees is effective both information vendors and consumers. From observation, most of the people passed in front of this booth and asked about flowers like what is this flower and where they can go to see its.

Figure 3.4: Staff in Cabin Assistant Uniform from Kitakyushu and Shimonoseki Booth in TITF

The author interviewed Miss Pimsiri, one staff from Kitakyushu and Shimonoseki booth with the cabin assistance uniform. She was in charge of giving a recommendation about travel attraction of these two areas. She said people

who have visited her booth asked for changing Yukata for taking photos which most of the people who ask for pictures is at adult ages. Staff will provide questionnaire about travel attraction in Kyushu regions to look at pictures and ask a question such as after looking at this picture, do you want to go there, do you know Fukuoka, Oita, and Beppu.

After finished the questionnaire staff will give Umaibo, which is a favorite Japanese snack and handouts of travel attraction to them. Pimsiri told us about particular loyalty for consumers by giving them a chance of the lucky draws that have three times a day. The biggest price will be air ticket for a round-trip from Bangkok to Fukuoka. Other prices will be accommodation, JR tickets, tote bag, and so on. People who interested in traveling Kitakyushu and Shimonoseki will ask about the period that staff recommended, how long of the route, which season are they recommend people go. Japanese staff will give advice about traveling with local people for Kitakyushu and Shimonoseki. She added that since the decoration of this booth used the Fuji blossoms, therefore people would come and ask where they can see the real Fuji blossom and the necessary average of budgets. Apart from Fuji blossom, staff will invite people to travel around Fukuoka where TV drama industry in Thai went before.

Target Persona

In order to gather the concept, this research needs to understand target users more by interviewing target group in Thailand. According to Chapter 1, the author has mentioned creation website for Thai people who have reason prevents them from traveling. If we clarify more about the cause, it could be a health problem, economic problem, or scary of the trip abroad. Therefore, to understand what is the problem that targets confront.

The author interviewed Mrs.Suim Pipopsukavadee, 64 years old. She is General Manager of the plastic injection company. The author asked her about the attitude of traveling abroad. She said that she could not speak English, she can speak only Thai language. So when she go to travel, it will be difficult for her to go anywhere without someone and she does not want to make trouble for her children because they are of working age and have their responsibility. Moreover, my business is very complicated, and it has to be someone control the company all the time to fix the urgent problem.

Figure 3.5: Target Persona : Mrs. Suim Pipopsukavadee, General Manager of Noppachai Plastic Injection Co.,

However, she will access the Internet and look for travel article online to read when she has times during working days. She said some articles have too many texts and hard to understand. Therefore, she need travel related website that provides easy to understand contents for her.

One more target persona which the author had an opportunity for interviewing is Mrs. Areeporn Jongwattananukul, 57 years old. She is Trade Specialist of Minister of Commerce in Thailand. The first question is about if what does she do on the weekend or public holiday. She said that she would like to spend time with her family because she has worked in weekday and sometimes she back home late. Then, the author asked about which one could help her healing from exhausted between stay at home with family and going outside. Mrs. Areeporn preferred to remain at home because it is better and relax. She said that going outside and met crowded in the department store make her uncomfortable sometimes.

The next question asked about does she have the plan to travel abroad from now. She said her family cannot go elsewhere these days because she and her daughters could not take vacation leave and discrepancy of working time. Sometimes her daughter has to do shift working. However, Mrs.Areeporn is interested in traveling abroad because she would like to experience in each place, would like to experience a differentiate of culture in a foreign country, and would like to find

somewhere that her family can experience and relax together outside Thailand. Mrs.Areeporn said she is using LINE application and have a group chat that everyone can be share everything to each other. She several knew about traveling abroad from her friend with those group chat. It sometimes made her curious and thought about travel abroad.

Figure 3.6: Target Persona : Mrs. Areeporn Jongwattananukul, Trade Specialist of Minister of Commerce

Mrs.Areeporn need a website that provides travel information in different from the common way. Since she had no time to search article in community website like her daughters. However, she said it must be interesting if there is the website which completely provide travel information. In a case of she cannot travel abroad at this time, and it can help her to know how foreign country being. It is also helpful for her if she would like to travel abroad in the future, she can learn from the website in advance.

3.2   Primary Concept

This thesis discusses to use a website to provide contents of Japan interesting place in local area amount Thai people. Especially, adults people in Thailand who have reasons that prevent them from traveling to experience traveling through an online platform. According to chapter 2, we know that the method of presenting contents is not limited to promoting Japan through TV drama. Therefore, to create a website as a new travel platform, basic rules of creation is needed, and we know that user-friendly interface also has been discussing the establishment of a website, application, or device. The reason of user-friendly interface requires for ensuring that platform is simple enough for users to gain some benefit from its. For the instant, using 3D visual technology adapt to the home automation system to make more realistic. On the other hand, the complexity function of a mobile phone is a problem for elders so, a simple design is needed to make elders understand how the function is working. Designing of the interface relies on target users requirement and propose of creation. Even though, the number of adult users to smart devices market have increased. However, for adult users to use the system and sometimes might require a certain level of technology knowledge that is simple always friendly to users.

Japan trends in Thailand might be not stable for someone but Japan trends stay still for long times and Japan freaks, they can clearly express that which one is Japan Pop Culture. They can see through a mass media could impact Thai people's curiosity and encourage them to experience Japan Pop Culture at the real place. Even though some of Thai people cannot come to Japan but there is the search engine that provides information for them to get into its.

Besides, some websites provide information about travel experience and sharing on the Internet. The current travel online platforms in Thailand mostly provide information with pictures and texts. As the author gives an example of Pantip.com in Chapter 1, the website that user can interrogate for sharing experience, ask the question, and give a comment or suggestion in specific communities. This website has a community called "Blue Planet" is about traveling (included domestic travel and travel abroad) which have a subject about sharing travel experience and question about traveling. Currently, Japan trends have been spread through online media escalated so; content providers need to learn and search for something new to attract consumers. Nowadays, interactive technology becomes more practical and innovative. Interactive technology is not developed only for touch screen devices but also combined with video to use for some intention like a

music video and commercial promotion video. Therefore, this thesis will combine user-friendly website and interactive video into a new travel site. By adopting an interactive video as content to educate users about traveling in Japan and increase fascinating about Japan among Thai people.

According to Chapter 2, the author examined about tourism marketing and knows that all marketing related need to understand the marketing mix strategy or 4Ps. The 4Ps are people, product, place, and promotion. The reason why 4Ps is required for marketing because every market requires basic information about people what you can offer to the market. To produce goods and services in an opportune quality analyzing customers demands are needed. A good creation of products and service should design their goods and service to meet consumers demand, focus on a particular market to gather what people need, and develop that suit to a business environment. Therefore, to create a new travel platform required to think about what target users needed, how users can accessible and gain knowledge from the website. As a travel platform, a content provider should provide accurate information, image, and uncomplicated function based on consumers level. Thus, this thesis will define **4Ps** of project as following;

- **People :** Thai people who have reason prevents them from traveling.

- **Product :** Creation of website provides travel attraction information by adopting interactive video.

- **Place :** So, a user can access the website everywhere where to have an Internet connection.

- **Promotion :** To support users and get close to users the rule of a user-friendly interface is needed. Moreover, narration and subtitle in Thai language will be helpful for target users.

This study is to establish that by providing information about Japan attractive place, culture, and festival to Thai people by enhancing the website with interactive video, they will be able to know and sense Japan better.

3.3 Pre-Design Research

Pre-design research conducted to understand target users behaviors and the demand of users. Users should feel comfortable when they access the website which combined designing, arrangement and filled with information that they know how to get into. By conducting an online survey as a primary research on design. The questions separated into two parts one is about the user interface, and another one is about video contents.

The first question is regarding the frequency of Internet usage per day. According to Figure 3.7, most of the respondents are using the Internet for 2-3 hours per day, and nine respondents from 31 respondents are using the Internet for 1-2 hours. There are four respondents used Internet a bit longer for 4-5 hours per day. While some respondents who are using the Internet less than 1 hour, equals some respondents who are using the Internet for 3-4 hours per day. There is only one respondent who is using Internet 5-6 hours and another one respondent use Internet more than 6 hours.

The frequency of your Internet usage per day. (31 responses)
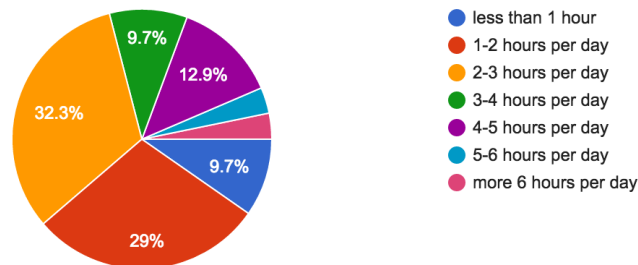
Figure 3.7: Questionnaire 1 : Internet usage per Day

This chart showed the behavior of Internet usage and the author noticed that respondents who are using the Internet more than 5 hours are working at home or freelancer. Most of the respondents are office employees. Therefore, they can use the Internet only when they have a lunch break or after work. Therefore, we can assume that their daily routine effected to Internet usage hour for 2-3 hours.
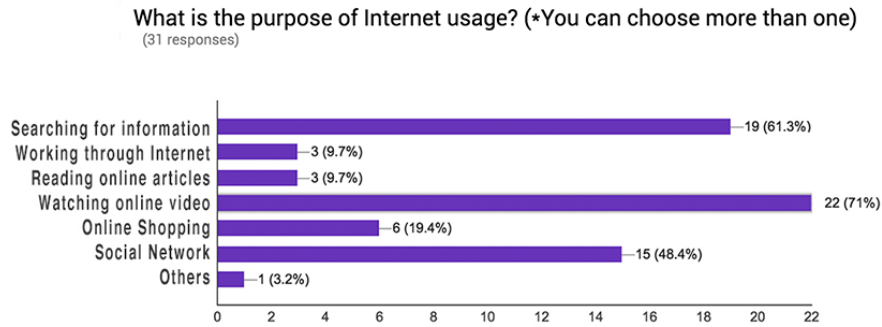
Figure 3.8: Questionnaire 1 : Purpose of Internet usage

When asked about "What is the purpose of Internet Usage?", Most of the respondents chose "Watching online video", and 61.3% of respondents wanted "Searching for information". Next is "Social Network"from 15 out of 31 respondents. This graph showed that one people have more than one purpose to use the Internet for the instant, Mrs.A use the Internet for online shopping and social network. However, Searching information could be separate based on keywords people need to search. According to the figure 3.7, this is understandable how people use the Internet. For this question, people chose more than one answer so; this can ensure that people had watched online video both on Facebook and YouTube directly.

However, three respondents chose "Working through Internet"and "Reading online articles", and only one respondent chose "Others", which they said they use the Internet for the online game. In Thailand, watching video online is the most accessing among Thai users because there are many videos provide them to enjoy and entertain. In this case, the author included Asia TV Drama (included Taiwan, Japan, and Korea) which provide translation for free with Thai subtitles, however, it still an illegal action. Therefore, Internet users in Thailand will access that website to check a new episode of that TV drama almost every day because of the copyright.

35

Where do you find travel information when you chalk out travelling? (*You can choose more than one)

(31 responses)
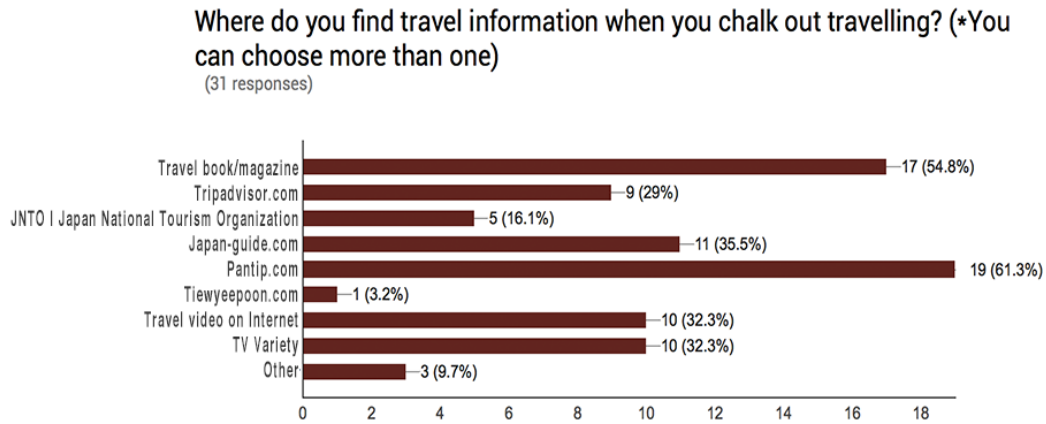
Figure 3.9: Questionnaire 1 : The source of travel information

In order to check on the concept, this question put as "Where do you find travel information when you chalk out traveling?". The graph showed that most of the respondents had accessed Pantip.com. There are 17 respondents are relying on travel books and travel magazine. Moreover, 11 respondents have accessed Japan-guide.com, which provides travel information in English. However, the author focused on the websites which provide travel information such as TripAdvisor, JNTO, Japan-guide, Pantip.com, and Tiewyeepoon.com.

This chart showed that Pantip.com are popular. People can find travel information from various sources, but they do not trust just one source. They will gather information from many sources and pick what they interested then, search more in details like the train station or the route to access those areas. As mentioned in Chapter 1, Pantip is a community website which provides various categories for specific users. This chart can assume that Thai people do not rely on one source, but they would like to seek for another source to ensure that information is reliable.

Do you think what is the factor that encourage you to access website?
(31 responses)
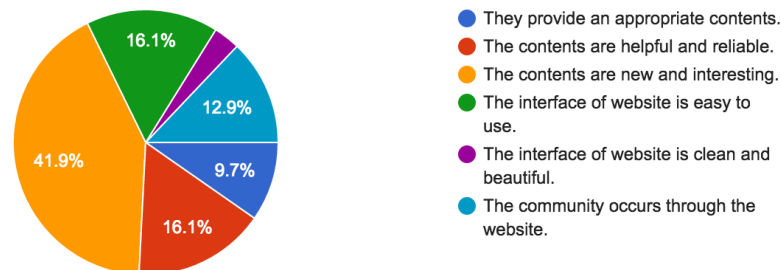
Figure 3.10: Questionnaire 1 : The factors which encourage people to access website

For the creation of a new website, the developer need to understand the requirement before starting design phase. According to figure 3.9, the author asked a question as "Do you think what is the factor that encourages you to access a website?". This chart showed most of the respondents or 13 out of 31 respondents chose "The contents are new and interesting", and five respondents chose "The interface of the website is easy to use." and "The contents are helpful and reliable". It can assume that they give priority to contents more than an interface.

Even so, 12.9% of respondents chose "The community occurs through the website". The community sites are regarding Pantip, Facebook, and Twitter, which Facebook and Twitter will be in the category of a social network system. 9.7% chose "They provide appropriate contents" and only 3.2% chose "The interface of the website is clean and beautiful" which the author can assume that respondents required good contents more than good design.

If there is a website that will provide travel information, what is the most traveling contents do you want to know?
(31 responses)
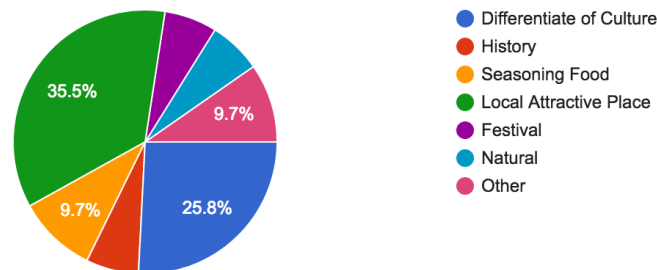
Figure 3.11: Questionnaire 1 : The most interesting travel contents

This question asked as "If there is a website that will provide travel information, what is the most traveling contents do you want to know?". The question aimed to find out what is the traveling contents that they would like to know the most. Most of the respondents chose "Local attractive place" through, eight respondents chose "Differentiate of Culture". While, 9.7% of respondents chose "seasoning food" and "Others" especially, shopping areas. The latter choices like "History", "Festival" and "Natural" were chosen by 2 respondents.

Since Japan have a unique culture which makes foreigner interest, a differentiate of culture will be a favorite topic among Thai people. Even if Thai and Japan has the same religion as "Buddha" but we are difference sect and has difference rite. For an instant, washing hands before the entrance, the manner of Japanese when they visit temple and shrine.

Nowadays, the number of Thai tourists are increasing and some tourists who visited Japan without relying on travel agency also increase because of they would like to travel independently. Therefore, traveling like local people will be famous as the beginning era, and it will be more popular in next five years.

Which part of designing of an interface will encourage you want to access the website several time? (you can choose more than 1)
(31 responses)
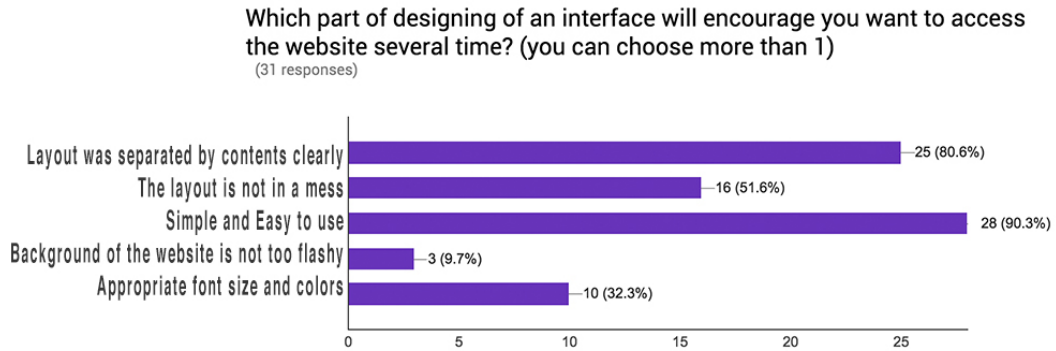
Figure 3.12: Questionnaire 1 : Design of an interface

This question asked about the overall design of a website interface as "Which part of designing of an interface will encourage you to access the site?". 28 out of 31 respondents chose "Simple and Easy to use" and 25 respondents wanted "Layout was separated by contents clearly". This chart showed they required a comfortable, clean, and simple.

According to above question, what is the ideal length for the documentary?
(31 responses)
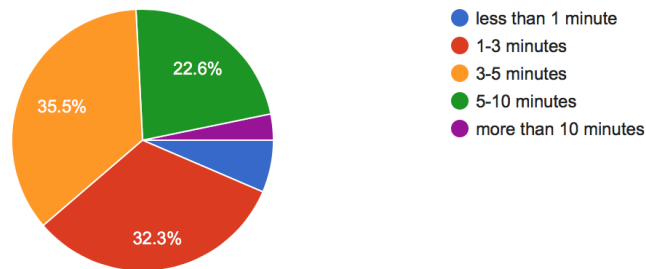
Figure 3.13: Questionnaire 1 : Ideal Length of Documentary

When making the film, TV program, documentary, or any kinds of shooting video, it necessary to think about the appropriate length of a video. Figure 3.10 showed the chart of "The ideal length for the documentary". Most of the

39

respondents chose 3-5 minutes, and ten respondents wanted 1-3 minutes. The appropriate length is needed to consider because if a balance of contents in video and the length are contrast, it will make audience boring at last.

3.4   Consistency Design Strategy

In general, to develop website, there are mainly two approaches to implement. One is to design an easy understanding user interface or user-friendly interface in technical, the other one is to understand what users need and provide suitable contents for them. The following components were gathered to accomplish our purpose.

Target Users

NIPPONISM aims for Adult people in Thailand from 45-60 years old who have reasons that prevent them from travel. This age range is mostly intermediate and advanced level in their working life. Since people in this age range are mainly in a high position like business owner and manager, sometimes they cannot leave their jobs to other. In addition to, this age range is mostly demanded to travel for vacation. Target users are interested in traveling in Japan even there are reasons prevent them from traveling. Therefore, target users should access the Internet where the website existed and shared the sites with their community.

Target users will know NIPPONISM from an advertisement on Facebook. According to the percentage of social media usage in Chapter 2, Facebook users are 92.1%, and LINE users are 85.1%. Using advertisement on Facebook will be effective to promote the websites because in every household will have young generation included kids, teenager, a young generation, till working age, are using Facebook. They will be accessed the website and shared with their family then, and target users should know the website and share with their community. According to fieldwork in Thailand, most of the target users use LINE application. Adult users use this application and have their community or called the group chat. They share news, articles, and gossip within group chat or even or chain sharing. Therefore, using the word of mouth strategy to promote the website and use a device as a tool to promote the website.

Target users will separate into two groups depends on their travel experience. For the instant, have been traveled in Japan, and never traveled to Japan.

Configuration of User Interface

According to Chapter 2, the author mentioned about the user-friendly interface is needed. Consequently, the website was designed to be a non-hierarchical interface that is suitable for beginner users. It is important because of target users are from middle age to before retirement age. Besides the basic strategy of website creation, should be considered as following; homepage, usability, CMS, content, social media, programming language, Internet, and layout.

The prototype of NIPPONISM wrote by HTML5 and CSS. HTML5 will control overall in the website and CSS will be controlled style of template. At the initial prototype was build website on WIX.com, which is the website builder supported HTML5 and CSS[2]. However, it should be more attractive regarding feedback from target users. It was changed to run prototype on a local computer by coding on Adobe Dreamweaver later.

Location Selection

In this research required a location selection which regarding target users requirement. According to pre-design research, we summarized both survey and interview for in-depth feedback about what kinds of travel attraction target users would like to know. At the initial prototype, the location was in Enoshima, and this prototype aimed to show a difference aspect towards Enoshima. However, it was changed in the secondary prototype to combine Enoshima into Kamakura because Enoshima located in Kamakura city. Then, Minato Mirai is selected for the last prototype. However, we added another kind of travel like festival and shopping area to make choices for users to travel in various style.

The selected routes will be the route that mostly use by local people to present Japan from local people aspect. A difference lifestyle between Yokohama and Kamakura, or Harajuku and Yokohama how these cities attracted tourist. Target users should understand a differentiate between those places clearly and know more local route through this website.

Media contents

This research aimed to educate and encourage by mainly use video contents and photos will supported video. The media contents are separated into two parts; one is shooting video and taking photos, and two is short description.

- **Video shooting** style was shooting liked the handy camera. It will shoot while walking to make target users feel like they are walking together with a video. The initial prototype started shooting at Enoshima at night when had the illumination using the mirrorless camera. After received feedback of initial prototype, we shot video again by using both mirrorless camera and action camera. We emphasized shooting of landscape. The secondary prototype mainly shot at Kamakura however for the third prototype will shot in various attractive point of view. Target users should educate travel attraction in different aspects for them to experience more about Japan.

- **Pictures** will be the attractive point of each place in a video. In the secondary prototype, we separated the layout of pictures to another page. After got feedback from target users, we will be separated by place categories, for example, Kamakura city pages will provide pictures which related to Kamakura city. It provided for target users in case of they would like to see some scenery without replay videos.

- **Description** is needed to explain more in details. At the primary and secondary, we provided only a video contents to show the route from the train station to destination and the recommended route that is easy to walk. However, we were regarding feedback of target users and added a description to the website. In addition to, using a story to explain each travel spot will useful for them. Target users should recognize the travel place in details by hearing and reading a description.

Tools and Devices

- **Camera :** Choosing the camera for shooting our work is important as the right camera and lens combination for the production. NIPPONISM creation selected a mirrorless camera like Olympus om-d em-10 with 14-42mm EZ lens for shooting video and photos because it is lighter and more compact than DSLR camera. Since this is a personal project, we chose our devices as much as we can. Moreover, the overall contents of this website should be original. Thus, all contents were shot by the author herself.

  However, shooting video needs to consider a video resolution. The author considered devices based on what target users expected regarding survey and interviewing. Therefore, after summarized feedback from target users,

we chose Sony AS200V, which is an action camera for the full high definition excitement. Sony AS200V have a processor which blazing 50 Mbps recording, paired with SteadyShot image stabilization, for fast action and smooth motion.[3].

- **Program :** Adobe Premiere Pro creates the production of the video contents for the initial prototype with applied and customized simple effect to video. Mostly used a dissolve effect to video in a very first editing video. Adobe After Effect is used later because this video editing software tool has more effect and could apply more effect to videos. However, we used both Adobe Premiere Pro and Adobe After Effect to make videos as target users expected.

  All pictures used on the website edited by Adobe Photoshop and Adobe Lightroom. Photoshop is as software for graphics which widely use in general. Though Adobe Lightroom uses used by photographers it has a much broader user appeal. For photographers, Adobe has developed a somewhat different piece of software called Adobe Photoshop Lightroom. As the name suggests, Photoshop blood runs in the family, but Lightroom is vastly different from its bigger brother. In this article, I will explain what Adobe Photoshop Lightroom is and why its such an excellent choice for aspiring photographers.

- **Interactive Video Creator Platform :** The author started researching the concept and the method of making an interactive video and decided to use Interlude to make an interactive video because they provide a simple interface for node editor. Even if Interactive Video can create on YouTube or another website, Interlude is one of interactive video creator website which provides a function for engaging, making choices that reflected videos. Interlude launched an interactive creator platform called "Treehouse" for interactive video creators who are free platform.

  The initial prototype creates two paths and set it in auto selection mode. By combining the video without engagement, they did not do any action to video. Therefore, for the next prototype will be combined the reach of video with the engagement of selection.
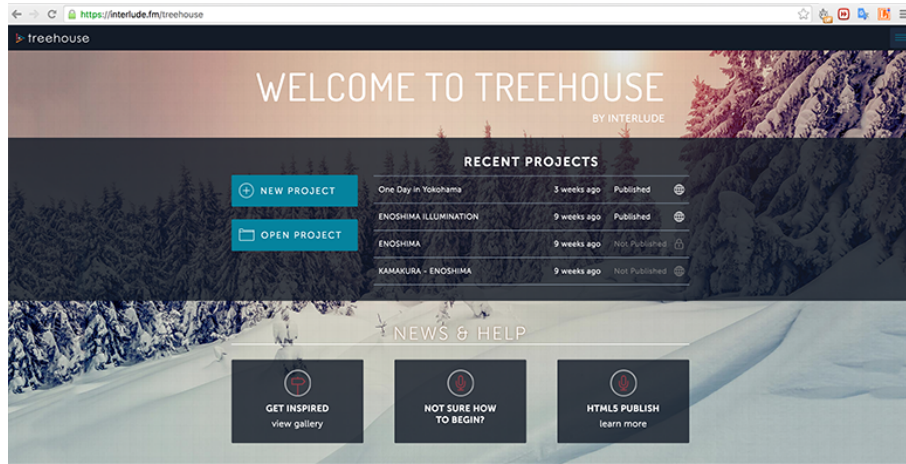
Figure 3.14: Screenshot of Interlude Treehouse : Interactive Creator Website

Target users should be watching interactive videos which exported from Treehouse through embedded video on the website. They were excited to make choices that reflected their preferences and replaying the video multiple times to explore alternate paths.

3.5   Evaluation Method

The research evaluation based on prototypes which provided for three versions. The purpose of prototype evaluation aimed to receive feedback from target users. Feedback from target users will be summarized and analyzed for developing the next prototype. For the evaluation of website, creation needs to evaluate in two parts which are user interface design and contents design in this research is video.

- Questionnaire

  After each prototype finish, a questionnaire will distribute to target users. They can fill in the survey after trying a trial version of prototype honestly. In each prototype, the evaluation will be set the purpose of evaluation to get feedback one by one. In order to provide appropriate design as target users expected. Therefore, it can be assumed that answers came from their actual opinions. Those opinions reflected what they feel after tried those prototypes, which are reliable opinions.

44

- In-depth interview An in-depth interview is a need for the evaluation process to get more comprehensive from target users. This process will conduct with target users have chosen randomly. This process is performed in Thailand and will record in Thai language.

Notes

1   http://shoryudo.go-centraljapan.jp/en/about/index.html

2   https://www.wix.com

3   http://www.sony.com/electronics/actioncam/hdr-as200v-body-kit

Chapter 4
Experiment and Evaluation

As the author mentioned in Chapter 3, all version of the prototype evaluation will be separated into two parts which are the user interface and video. Regarding prototype design, it will be clarified in details in order 4.1, 4.2, and 4.3 with the feedback from target users towards the prototypes. This chapter is about the purpose of prototype design to show how the prototype implemented. In addition, clarify the method of evaluation and summarized the result or feedback from target users how this research reached the goal. As mentioned in chapter 3, target groups will be adult users from 45-60 years old who have the reason that prevents them from traveling abroad who currently living in Thailand.

4.1 Prototype 1: A Website with Short Video

Purpose of Prototype 1

User Interface

The first prototype of NIPPONISM created on WIX.com which is a free website builder. This site created on WIX.com which supports HTML5 and CSS. WIX.com allows creating HTML5 websites and mobile sites through providing completed interface. WIX Editor will stimulate the website interface with tools bar which website creator can be drag and drop on the editor for creating the graphic user interface.

Firstly, this website contained four pages such as Home, About, us, Library and Contact. This website added the graphical control element as a menu bar at the top of the homepage. The home page arranged the layout as showed in Figure 4.1. Menu bar defined as a general in English. The feature of each page determined as following;

Figure 4.1: Screenshot of Prototype 1 : The home page of NIPPONISM

- HOME: This page is to contain the typical feature as the menu bar which provided to facilitate to target users to go to another page. The main content of the website that is a short video was attached to this page as well. By the video contents of the first prototype is "Illumination in Enoshima" that will be clarified later.

- ABOUT US : This page is about telling the story that become an inspiration of creation NIPPONISM. The story is in a short paragraph.

- LIBRARY: The library page is a page that contained pictures of travel attraction and landscape view. The pictures took by the author herself. All images were gathered and arranged by using simple horizontal layout without an animation.

- CONTACT: This page contained a contact of developer and the map of Keio Media Design (KMD). In the case target users would like to contact the developer, they can do entry through comment box, and it will send directly to develop's email.

This prototype mainly provided in English and least of description. This version used an animation as the background image of the website. The purpose of the first prototype is to know actual feedback from users after they tried a trail version. The first prototype developed for testing to get close target users requirement that will clarify later.

Video

The video is actually from one of the very first short video shooting conducted by the author herself. At that time is about Mid-November when the winter festival already started. The advertisement of winter festival could saw from the poster in the train station and commercial video on the train. The author knew the upcoming event that time and planned to visit the location. The event choose for the first video was the illumination. The illumination is the event which held every year which the illumination starts from November until January however, in some location will start earlier around the end of October and the longest period will be held until Mid-March.

The first video shot by using Olympus om-d e-m10 that is the mirrorless camera with 14-42 EZ kits lens, and shot while we were walking. This video shot without storyboard to make it more natural. The sequence of video shooting in Enoshima started from a long bridge over the sea leads to Enoshima. The concept of shooting was to make the audience feel liked they are walking with the video. The first scene defined starting point at before across from a long bridge until arrived Enoshima island. Next scene started shooting while was walking a road to Enoshima Shrine. Another shooting continuously shot the hilly route from the Shrine to Enoshima Samuel Garden.

The Enoshima illumination event held at Enoshima Samuel Garden and around Enoshima Sea Candle. The shooting within Enoshima Samuel Garden took more than ten cuts for video and more than 30 for pictures. From Enoshima Samuel Garden can walk to the view point which people can see the panorama view of Fujisawa city from there. Inside the Enoshima Samuel Garden has a lighthouse of Enoshima where to know as the symbol of Enoshima and one of the largest beacons in Japan. The visitor can get access this lighthouse where can see the view of Shonan area.
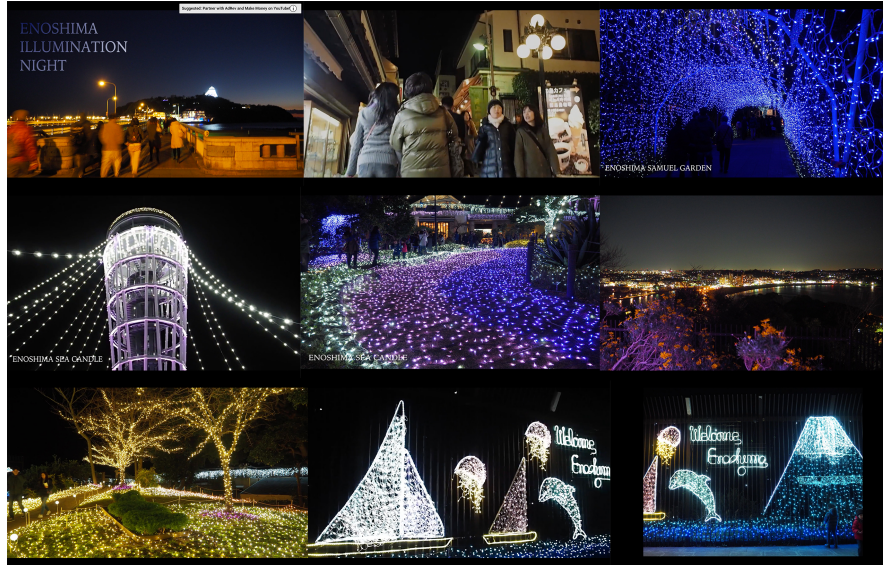
Figure 4.2: Screenshot of Video Content for Prototype 1 : Post-production of Enoshima Illumination Night

The video composition used Adobe After Effect which provides video effect and visual effects. The first video composed of video and pictures, by added least effects and also provided a name of the location. Giving information about travel attraction in the 2 minutes video only provided the name because the author would like to encourage target users curiosity towards traveling in Japan by giving Enoshima as an example for this prototype. Moreover, adding background music was to make audiences relax while they were watching a video by using non-authorized music with single ratio volume whereas the size of the video that attached on the website was 854x480 pixel.

Evaluation

The evaluation process took place in two steps to evaluate the experimental of overall effectiveness that users get from the site. First is to conduct an interview in-depth and second is questionnaire with 14 personas. The evaluation of this prototype conducted at almshouse and the ward office.

The first prototype provided the website with short video. Target users could see the homepage as the first page when they accessed this website. They could see the video of Enoshima Illumination Night at the center of the Home page. Then, click on play button on the video to play video. Target users could see the

scene of Enoshima where to start from a long bridge and come across to Enoshima. The length of the video was 2 minutes without narration.

The purpose of evaluation for the first prototype was to understand the thought of target users towards website usage and video. The author needed the feedback and the opinions to develop a more suitable platform for them in the secondary prototype. The author separate into two parts as overall web design and video contents.

For the experiment setup, the author specified the method of evaluation into two parts as mentioned above. The author set up as the one-on-one experiment 10 minutes per one participant. In the experiment, all participants used a computer which the author set for target users and asked them to sit in front of the computer. Then, the author explained the purpose of the prototype to users without review how to use the website. The author only told them about the video content that attached on the Home page without saying anything about the video. Target users tried the site by themselves. In addition to the experiment and questionnaire, users behavior can be observed. If users who have Internet usage experience, they can use the website at once.

Results

After the target users had finished trying the first prototype of the website, the author asked them to do an online questionnaire and interview. All participants needed to try the first prototype before doing a questionnaire. After they had finished a questionnaire for six questions, the author conducted an interview with eight questions that will be clarified more in Appendix A. In addition to the experiment and questionnaire, the author asked them to do a questionnaire which will be showed in figure 4.3 to 4.7 and did the in-depth interview because to design something it needs to understand their demand and listen to their opinion.

Website was not complex and easy to use. (14 responses)
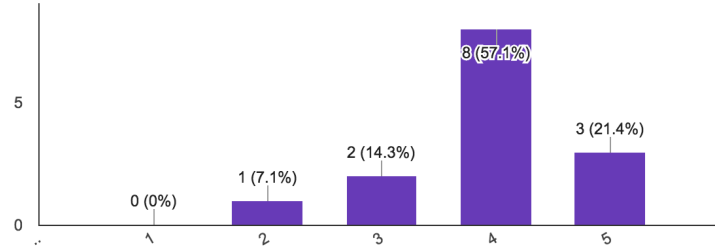
Figure 4.3: Result for Prototype 1 : The opinion about website was not complex and easy to use

In the first evaluation, users answered an online questionnaire for six questions and was interviewed in-depth about the overall design of the website. Question 1 asked about the complexity of website usage which most of the participants thought the website was not complicated and easy to use as showed in figure 4.3. However, for some users said it complicated for them to use without the tutorial in Thai language because of lack of computer knowledge (Appendix A,63). It can observe that they felt uncomfortable to use the computer and looked a bit nervous. That means if the author educates users how to use the website, they can use the website for exploring travel attractive by themselves.

The video is placed at the appropriate point in the website (14 responses)
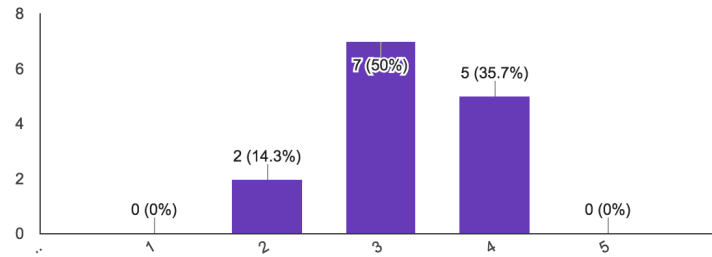
Figure 4.4: Result for Prototype 1 : The opinion about position of the video

The website creation needs to provide features and contents that will be effective towards users showed in figure 4.4. The question posed about the proper position of the video attached to the website, and most participants felt it was neural. Moreover, 5 participants believed that current video attachment position was already in proper position. Even so, there are 14.3% of participants disagree with this position. It can explain that users do not mind about the position of the video if compare with how to use the website.

You think the pictures is not necessary. (14 responses)
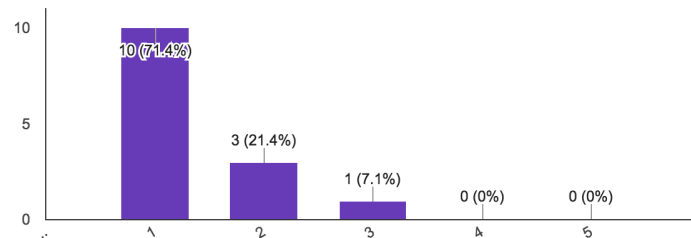
Figure 4.5: Result for Prototype 1 : The opinion about the pictures is not necessary.

The next question asked about the necessity of travel attraction pictures as showed figure 4.5. 10 out of 14 respondents strongly agreed that the website should provide pictures for them. It means most users want to see travel attractive more than what they can see from the video.

52

You think you don't need to contact developer. (14 responses)
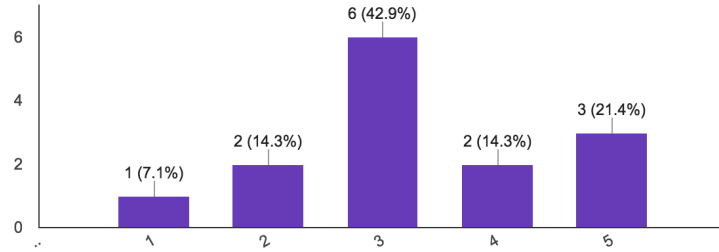
Figure 4.6: Result for Prototype 1 : The opinion about Contact menu

As showed in figure 4.6, when asked if target thought Contact feature to contact the developer directly, 6 participants feel neutral, but 5 participants agreed that the feature for contacting developer was no need. However, 3 of participants thought it 's better to have the contact feature because they may be asked developer to add more video. From this result, this website remained the contact feature to assure users genuinely needs.

You can know Enoshima locate in Japan and know more after watched the video
(14 responses)
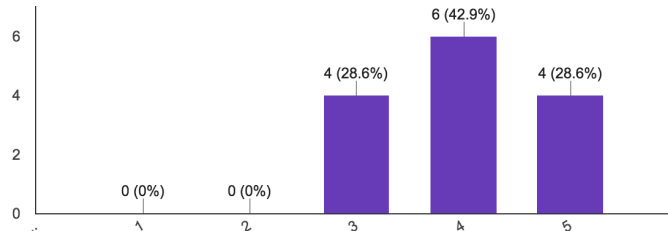
Figure 4.7: Result for Prototype 1 : The opinion about Enoshima locate in Japan and know more after watched the video

The last question in the questionnaire for the first prototype evaluation showed in Figure 4.7. This question asked if target users knew more about Enoshima after watched the video. The chart revealed that most of the participants were agree about this point, and 4 of participants strongly agreed. However, there

53

remained some users felt neutral towards the video. They said they already visited Enoshima, but they did not have a chance to visit Enoshima during winter seasonal. It can explain that for users who never been to Enoshima, this video educated them to experience that place. In contrast, users who have been to Enoshima did not feel it was new for the overall but new for particular aspect liked the illumination. Because most of the tourist visited Enoshima in the day time, not night time.

Overall, receiving positive feedback from user was not expected at this time because the first prototype is a trial version remained go on improvement. From these results, we can conclude that most of participants agree that pictures of travel attraction is needed. However, the video is the main content of the website still needed to improve which follow user's feedback.

4.2   Prototype 2 : Adding Interactive Video

Purpose of Prototype 2

User Interface

The second prototype of NIPPONISM remained creation on WIX.com. According to feedback from the first prototype, the author summarized and redesigned some part of the website interface. Provided simple features will improve the complexity of website utilization. All features supported users to explore travel attraction easier.

Redesign of the second prototype was the Home page and Library page. For the Home page, this version remained the menu bar in English and the video contents. The menu bar of the first prototype was performed action clicked which regularly go to each page. However, this prototype added more feature to the Library label in the menu bar which called the drop down menu as showed in Figure 4.8. The drop down menu was provided to go directly to a particular page by defined the label such as Illumination Night, Kamakura, and Cherry Blossom Blooming. When users click either Illumination Night, Kamakura, or Cherry Blossom Blooming, will go to the link of Interlude directly. Interlude is an interactive video creator website, will be clarified later in Video part.

The Home page layout was rearranged a bit to expand the size of attached video at the center of page whereas the scale of the video that attached on the website was 1280x720 pixel. Moreover, this version added photos layout with

animation and provided "Go to Library" to access Library page directly at the bottom of Home page as shown in figure 4.9.

Figure 4.8: Screenshot of Prototype 2 : Drop down menu of Library label
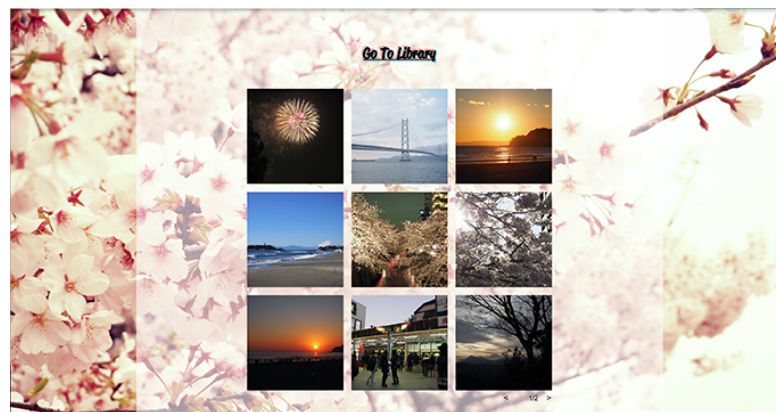
Figure 4.9: Screenshot of Prototype 2 : 'Go to Library' label with image layout with animation

For the Library page, this page added the photos layout which these pictures like a hyperlink for video host. This prototype used the Interlude website as a host for upload and interactive video as showed in figure 4.11.
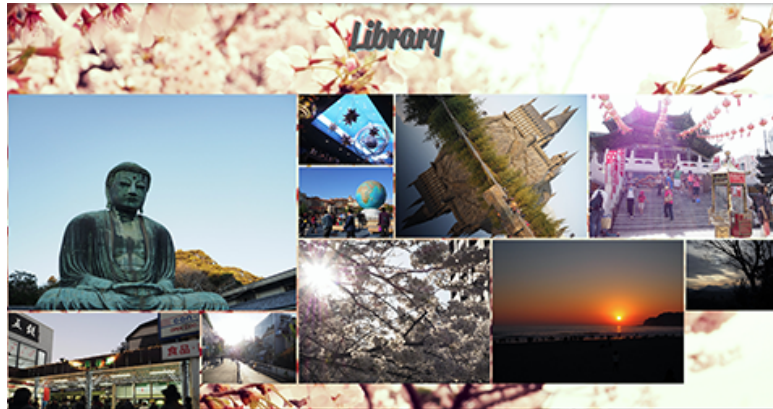
Figure 4.10: Screenshot of Prototype 2 : Image Layout on 'Library' page

Figure 4.11: Screenshot of Prototype 2 : After clicked on photo in 'Library' page, it will go to 'Interlude'.

This prototype remained features in the first prototype such as menu label in English, video contents position, photos in Library page, and least of description. This version used a photo taken by the author herself for the background image. The purpose of the second prototype is to understand more about target user's experience towards NIPPONISM website. By making a condition through website design for instant adding drop down menu to the website. The second prototype was developed for experimental to get closer target users needs.

Video

This prototype changed the video from short video to an interactive video which created on Interlude website. Interlude provides Treehouse which is a website for creators to create an interactive video for free. However, using Treehouse will be the final step of video production, will be clarified in details later.

Firstly, Video shooting for this prototype conducted by the author herself. This shooting did during winter break from New Year holiday until the end of January. Shooting date has been set up for three days because of some scenes needed to shoot on one beautiful day. The second video shot by using Olympus om-d e-m10 and Sony AS200V. Since the shooting style will shoot while walking sometimes, it was vibration. Sony AS200V is an action camera with enhanced a steady shot which is a mode for shooting with least amplitude vibration. With this function, the audience will enjoy watching better. The action camera used for shooting videos and pictures because of the ZEISS lens which supports an advanced multi-layer coating so, the recording will intense contrast and sharpness, free from glare and reflection.

The concept of shooting second prototype video was to visit a place where general tourist have not heard before. This version mainly shot in Kamakura city and shooting was on January 25, 2016. The video shooting was shooting while got on the train from Kamakura station to Shichirigahama. Shichirigahama is a place Japanese people have known as a beach for the surfer. Foreigner tourist has not heard about this place except surfer. The first recording did on the train which audience can saw the scenery of long beach which connecting from Kamakura to Enoshima. When arrived Shichirigahama station, the video was recorded since got out a train, walked on the route along to the Shichirigahama beach. All shooting included video and photos took time almost 2 hours because we wanted to wait until noon. Some scenes needed the reflection of the sun for sharpness and appropriate brightness. The scenery that people can saw from Shichirigahama in the sunny day is a perfect match of Enoshima and Fuji Mount. In addition to the author observation, there are surf shops near Shichirigahama beach where the surfer can rent a surfboard and suit. Moreover, there are many cafe and restaurants located on a roadside. Tourists can be seen the higher view of Shichirigahama if they stopped at that cafe or even seen from the train station.

After done the video shooting at Shichirigahama, next location was around Kamakura station. The video shooting started from in front of the train station and walked to Kamakura Komachi-Dori street. To shoot the atmosphere

which integrates Kamakura's history and culture. The next scene was the route to Tsurugaoka Hachimangu a famous shrine in Kamakura. Another scene was inside Tsurugaoka Hachimangu. The last location for this prototype is Yuigahama beach which can be walked from Kamakura station and take around 10 minutes. Yuigahama beach located at the south side of Kamakura city. This beach is famous among Japanese surfer because it entirely private and they can enjoy other activities freely. The scene of Yuigahama was shot before sunset to make it more like users can spend time in Kamakura.

Figure 4.12: Screenshot of Video Content for Prototype 2 : Post-production of Kamakura video

The video composition used Adobe Premiere Pro which provides a simple video effect for composer. This video composed video and pictures same as previous version by added least effects. Moreover, adding background music mixed with some nature sound was to make audiences relax while they were watching a video by using non-authorized music with simple ratio volume.
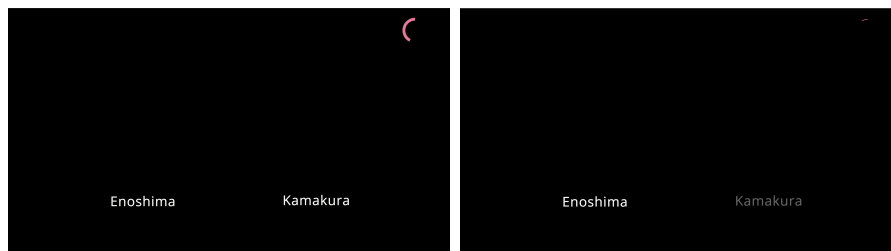
Figure 4.13: Screenshot of Prototype 2 : Making choices through an interactive video

According to the first prototype, the video content was composed of 2 minutes of video with least effect which is no different from general video. Providing a choice for users to receive information on travel attraction which created through Treehouse by Interlude. The method of making decisions on an interactive video, creator needed to define node of video direction. For the instant, the user is watching an interactive video until its pop-up the options of 'B' and 'C' on a video. The user can be chosen one of them, assumed that user chose 'C'. Defining the node is important for an interactive video to perform the action immediately after user have selected. Making choices for audiences is one concept of an interactive video. Therefore, target users can be selected the information they would like to know even developer already defined location as showed in figure 4.13.

List of overall changed in the second prototype included;

- Changed the video content to use interactive video which created on Treehouse provided by Interlude website.

- Expanded a video size on the Home page from 854x480 pixel to 1280x720 pixel

- Added the photos layout with animation at the bottom of Home page.

- Changed background image to photo taken by the author

- Added hyperlink to photos layout

- Added drops down menu to Library in menu bar

- Added header design white with 60% opacity

- Changed header font style and font size

59

Evaluation

Foreigner tourist has not heard about Shichigahama and Yuigahama except surfers. The reason for shooting video at this place was people could be seen Fuji Mount from this beach in sunny day. This video aimed to educate users about another spot of travel attraction and encourage them to be interested in the new explorer.

The evaluation process will be done the same method as the first prototype evaluation by using the same number of participants. Target users will be adult age 45-60 years old who were blocked by some reason from travel abroad. By remained 4 participants who have participated since the first prototype experimental and evaluation. First is to conduct an interview in-depth and second is questionnaire with 14 personas. The evaluation of this prototype performed at almshouse and the ward office.

The second prototype provided the website with upgraded version of the video content from ordinary video to an interactive video. Target users could see the homepage as the first page when they accessed this website. They could see the video of Kamakura at the center of the Home page with expanded size to 1280x720 pixels. Then, click on play button on the video to play video. The video will be asked users to choose the specific places in 10 seconds. In case, users leave it out of time, and the video will turn to automatic selection mode and select Kamakura. Target users can choose the scene of Kamakura or Enoshima. The video will continue as the choice that users selected. If they would like to watch other one subject left, they need to replay the video and choose the selection again. The length of video will separate for two videos, were around 3 minutes without narration. When users click on the image in 'Library' page, it will go to Interlude website which our video hosted.

The purpose of evaluation for this prototype was to understand the thought of target users towards website usage and their attitude towards an interactive video. The author needed the feedback and the opinions to develop a more suitable platform for them in the next prototype. The author separate into two parts as overall web design and video contents.

For the experiment setup, the author specified the method of evaluation into two parts same as the first prototype evaluation. The author set up as the one-on-one experiment 10 minutes per one participant. In the experiment, all participants used a computer which the author set for target users and asked them to try a website. By explaining target users about the purpose of the prototype to users

and review how to use the website. However, the author told them about the video content that attached on the Home page without asked them to choose a video. The author tried not to make users depress and leave them to try the second prototype and observed their behavior. Target users tried the website by themselves. In addition to the experiment and questionnaire, users behavior can be seen if users can choose the choices on video by themselves within a limit time.

Results

After done all experiments of the second prototype, the author asked them to do a questionnaire and did an in-depth interview. Before filled the questionnaire and interviewing, all participants needed to finish following tasks;

1. Trying an interactive video without select any choices

2. Replay a video and selected 'Enoshima'

3. Replay a video and selected 'Kamakura'

4. Click 'Go to Library'

5. Go to 'Library' page and click on image.

6. Click 'Kamakura' label which showed on the menu bar
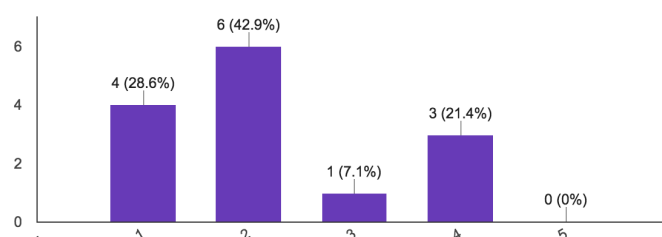
Figure 4.14: Result for Prototype 2 : The opinion complexity of website

The first question of the second prototype's questionnaire as showed in Figure 4.14 asked if this version was too complicated, and make them uncomfortable

61

to use by included website feature and video content. Most participants disagree that a changed of website interface and video made them uncomfortable. However, there are three participants felt uncomfortable to use because they weren't familiar with computer usage.

The user interface in the second prototype was changed by added some features on the Home page. The next question asked about the effectiveness that users could get from providing a list of 'Library' at the menu bar. Most of the participants agree, and 2 of participants strongly agreed that providing a list of the label for them at the menu bar was helpful for them to go to each page of the list. While 3 of participants mentioned that is worked but did not think it was effective or not effective for them as showed in Figure 4.15.

Providing a list of label at the menu bar are most effective. (14 responses)
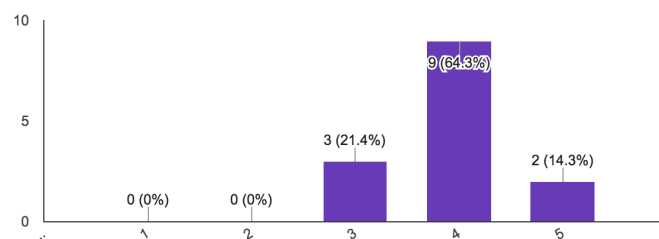
Figure 4.15: Result for Prototype 2 : The opinion of adding drop down menu to 'Library' label

The size of video are clear and appropriate to watch . (14 responses)
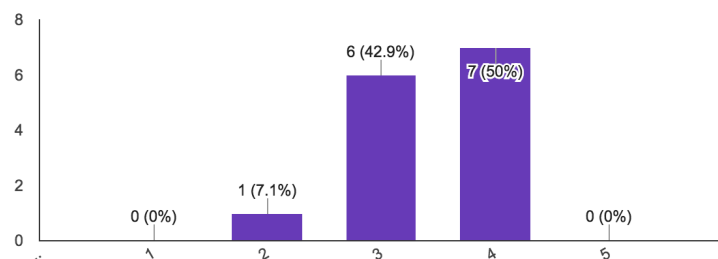
Figure 4.16: Result for Prototype 2 : The opinion of appropriate size of the video

62

Figure 4.16 showed the results of the question that asked if the second prototype provided the appropriate size of the video. 7 of participants was satisfied with the 1280x720 pixels of the video but in contrast 6 of participants did not have a particular agreement. And one of participant did not think that the size was appropriate and can watch apparently. According to interviewing, most of the participants mentioned about a bigger size of the video. They said it was good, but it did not response when they would like to watch an interactive video in full screen. That means this point need to fix in the next prototype.

The question of figure 4.17 asked about the appropriate position of image layout on the 'Library' page. Most of the participants thought it was already in the proper position, but there is one participant did not agree. Moreover, 5 of participants who felt neutral toward the image layout.

On the "Library" page, you think the image layout were placed at the appropriate position.
(14 responses)
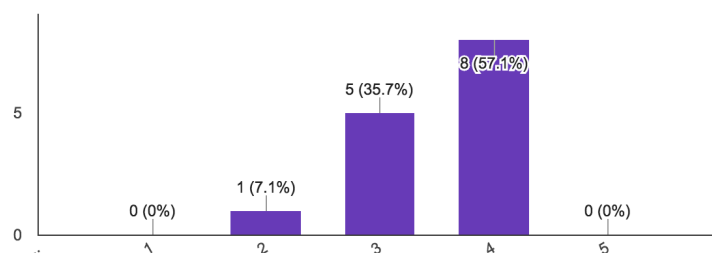
Figure 4.17: Result for Prototype 2 : The opinion toward the appropriate position of the image layout

Regarding interview after questionnaire, some of the participants said the image layout is too messy, and it might be better to make in easier. However, they did pay attention to those images too much just quick reviewed. That means the image layout position need to reconsider the layout style and position in the next prototype.

When you are watching video, unsteady video make you feel uncomfortable.
(14 responses)
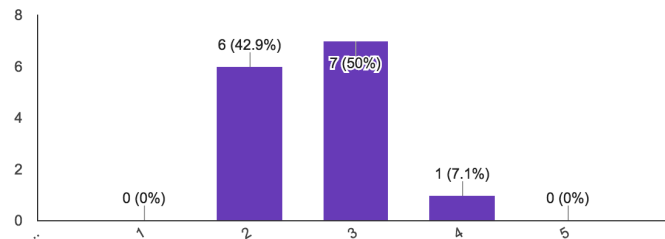
Figure 4.18: Result for Prototype 2 : The opinion about unsteady video will make them uncomfortable

The author asked the question about unsteady of video make users uncomfortable. As showed in Figure 4.18, most of the participants felt common. They said the video was not too unstable so. They did not think it makes them uncomfortable. However, some scene was a good view, but vibration made it blurred. However, 6 of participants did not mind the unsteady and kept watching the video. Regarding interviewing, one of participant thought if they watched unstable video for long aka more than 2 minutes, it will make audiences feel uncomfortable.

Providing choices for you to select a places you would like to watch is very interesting.
(14 responses)
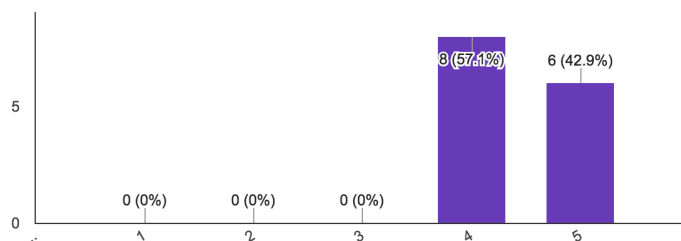
Figure 4.19: Result for Prototype 2 : The opinion about providing selection location attract users

Creation of interactive video has the primary function that will make choices for users to choose what they want to know. As showed in figure 4.19, all participants feel satisfied toward this feature. Since the interactive video purpose to

64

provide selection towards users, this feature made participants interested in video contents more than a regular video.

The evaluation of the second prototype is required because a design research we need to understand what users need genuinely. The feedback both positive and negative will useful towards this research. From these results, the author can conclude that most of the participants agree the new style of video contents was useful to target users. Furthermore, the author noticed that all participants want to watch the video in full screen.

4.3   Final Prototype : Redesign overall website

Purpose of Final Prototype

User Interface

According to the second prototype, the website was built by using WIX editor which provide by WIX.com. There is a limitation, and one important point is unable to edit HTML5 coding by yourselves. Therefore, to fulfill target user demand, this prototype was redesigned regarding feedback in the second prototype evaluation. The author can conclude that all participants prefer to watch a video in full screen. It can obviously see that participants have tried to expand the video to watch in full screen, but it was restricted. Therefore, the final prototype decided to create the website on the local host by using Adobe Dreamweaver CC.
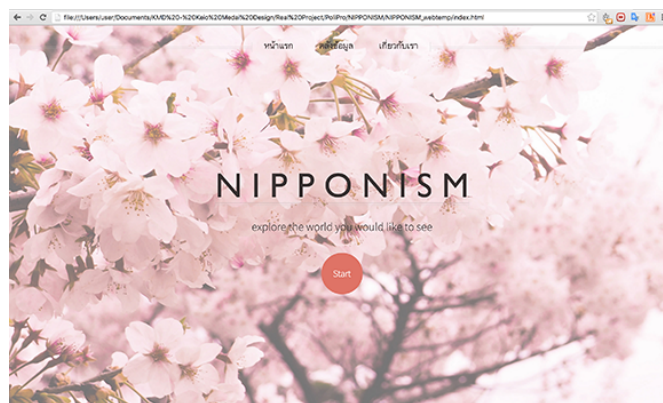
Figure 4.20: Screenshot of Prototype 3 : The home page of NIPPONISM

All feedback both positive and negative from the first prototype experimental

and evaluation were summarized to redesign this prototype. The author defined redesign process which changed almost overall website as following;

- Changing the primary language of NIPPONISM website from English to Thai, because target group is adult age citizens in Thailand that not everyone can understand English.

- Providing the interactive video with the description, and pictures of the place with a description in each travel attraction page.

- Providing slides menu for all subject of the travel attraction

- Providing a short description of each subject motivate target user to interesting in each place

- Deleted 'Contact' from the menu bar because target users think using social media can get close to developer more than using the comment box.

- Adding 'Start' button to make it easier to use

- Changing the header's font style and size

Regarding redesign process of website interface, the author will be separated into two parts. First is to clarify new design of the 'Home' page and second is to define the new design of each subject pages.

The 'Home' page

Firstly, the 'Home' page was changed overall interface as showed in figure 4.20-4.22. The final prototype added more features than the previous prototype. At the top of this page have a menu bar which defined label as 'Home', 'Library', and 'About Us' which are in Thai language. The function of each label determined as following;

- Home: This is the left-hand side label that will perform an action as go back to the 'Home' page when the user is on another page. For the instant, the user just finished watching the video of subject A and would like to go back to the 'Home' page. They can just click on its then the web page will go back to the 'Home' page immediately.

- Library: The 'Library' label is put down at the center of three labels. This label used a drop-down feature which has a list of each subject of travel attraction. Therefore, the user can click on the menu to go to the topic page they want. Then, it will go to a selected page immediately.
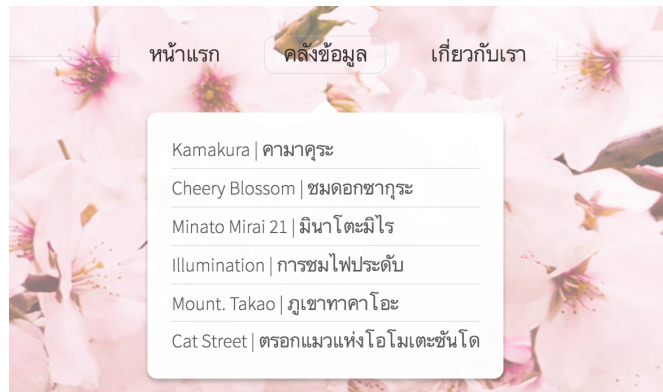
Figure 4.21: Screenshot of Prototype 3 : The list of subjects of travel attraction

- About Us: The 'About Us' defined as the right-hand side of the menu bar which perform the action on click. When users click, it will go to the bottom of the 'Home' page where 'About Us' was defined. This function is about telling the story that becomes an inspiration for creation NIPPONISM. The story is in a short paragraph.
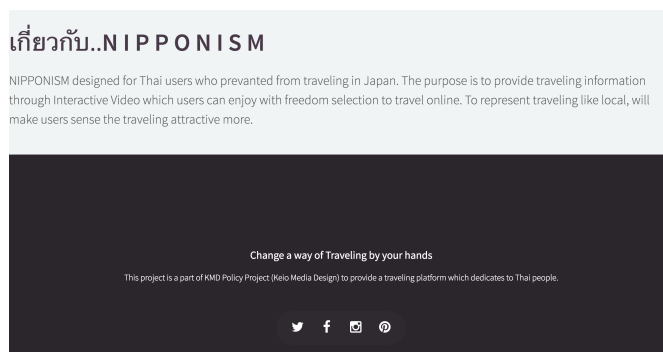
Figure 4.22: Screenshot of Prototype 3 : About Us section
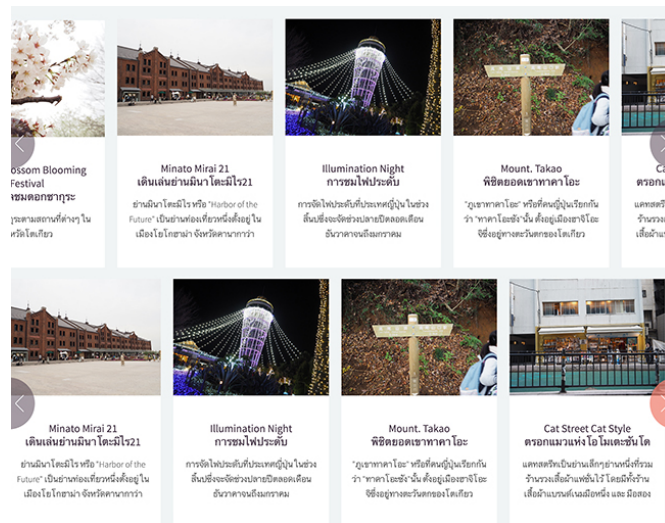
Figure 4.23: Screenshot of Prototype 3 : Interface of Slide Menu

The overall appearance of this prototype used the same pattern on every page. In the 'Home' page, there is a red button that is a 'Start' button. When the user clicks on this button, the page will slide down where the subject travel layout attached as showed in figure 4.23. This arrangement applied a horizontal slide animation. If the user moves the mouth to the arrow left or right, the slide menu will be moved to the side based on where the mouth locates. The slide menu can perform an action without clicking. The slide menu arranged to the side from left to right which is the subject of travel attractions. Each subject provided a picture of the attractive location and a short description of the subject. The user can click on both picture and subject's name and then, it will go to a topic page.
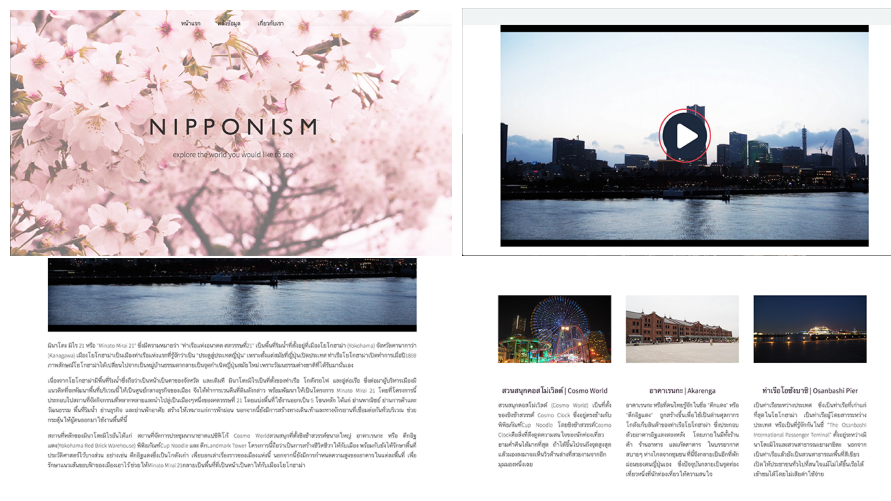
Figure 4.24: Screenshot of Prototype 3 : The interface of the travel attraction page

The interface of the subject page consists of the header, interactive video, travel attraction related description, and pictures of travel attraction with a short description as shown in figure 4.24.

This prototype mainly provided in Thai language and full of description. This version used an animation for the subject menu layout. The purpose of this prototype is to complete user's needs to reach the research goal.

Video

This prototype remained an interactive video and created on Treehouse platform same as the second prototype. Creation of video still used the same devices, same tools, and the same process as in the previous version. The video contents from the previous prototype remained in this release, therefore, selection the place for shooting need to consider.

The concept of the video came up with the contradiction of culture. Last time of the shooting was in Kamakura where full of Japan history, therefore, the place where people can feel contradict should be opposite to Kamakura. In the meaning time, the place for the final prototype shooting decided to use the location of Minato Mirai 21 where is full of building and amuse attraction like an amusement park.

The shooting date spent two days for all up shooting because of the weather. The shooting style remained the same thing since a prototype1, shot while we were

walking. This time mainly used an action of SONY AS200V because the recording wider than a mirrorless camera with 14-42mm lens. Below is the sequence of video shooting of Minato Mirai 21;

- Walking from Minato Mirai station to Pacifico

- Walking to National Hall where located in the Pacifico

- Walking to backside of Pacifico

- Scenery at the backside of Pacifico

- Walking to Cosmo world

- Walking to Marine Walk by going through backside road

- Heading to Marine walk

- Arriving at Marine Walk

- Heading to Red Brick Warehouse through the backside route

- Arriving Red Brick Warehouse

- Scenery of Red Brick Warehouse and Osanbashi

- Cosmo clock at Cosmo world

The concept of this prototype is to provide choices for users to make them enjoy the place they would like to know by themselves. The video of final prototype added more selection of the places such as Cosmo World, Pacifico Yokohama, and Red Brick Warehouse.

Figure 4.25: Screenshot of Video Content for Prototype 3 : Post-production of Minato Mirai 21

First shooting for this version started after got out from Minato Mirai Station. The first scene shot behind the Queen's square tower. Holding an action camera and recorded the route from Queen's Square to Pacifico Yokohama where is the biggest hall in Yokohama.

The video composition used Adobe After Effect and Premiere Pro which provides video effect and visual effects. In this version, the video was composed by including Thai narration and Thai subtitle. The subtitle was added at the bottom of the interactive video with white font color and transparent background to make it read easily. We also added the name of each place in the video with simple animation for users to catch up the text and can be read texts. Since the video content will be created as an interactive video, it needed to define the button which uses for selection a choice. Moreover, this video composed the sound including narration and background music. Composting video on Treehouse was only added video to node editor and defined a transparent square as a button. Therefore, the interactive video that users can be seen will be smooth without icons pop-up in the video as shown in figure 4.26. Post-production was attached on the subject page of the website.
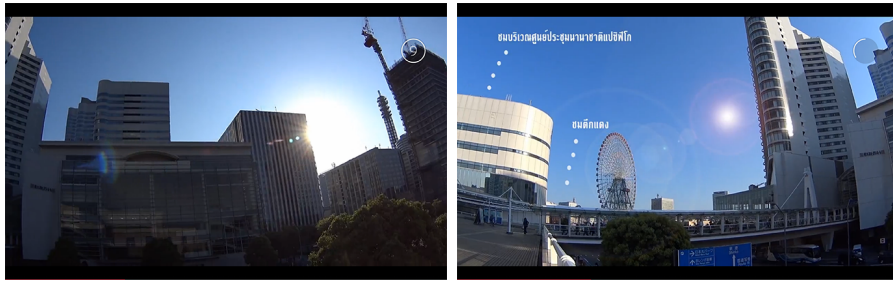
Figure 4.26: Screenshot of Video Content for Prototype 3 : Post-production of Minato Mirai 21

Giving information about travel attraction both narration and Thai subtitle on video will be assisted users to educate about travel attraction more clearly. Putting the name of places and Thai subtitles will be sufficient to users when they could not catch the word in narration.

Evaluation

Minato Mirai 21 is the place where well known in tourist. However, they have known only the landmark point of Yokohama such as Cup Noodle Museum, Red Brick Warehouse, Chinatown. The aims of this prototype are to reach the research goal. This website will be educated Thai people who have no chance to travel in Japan, and encourage Thai people curious about Japan and get advantage from its when they could be travel in Japan in the future.
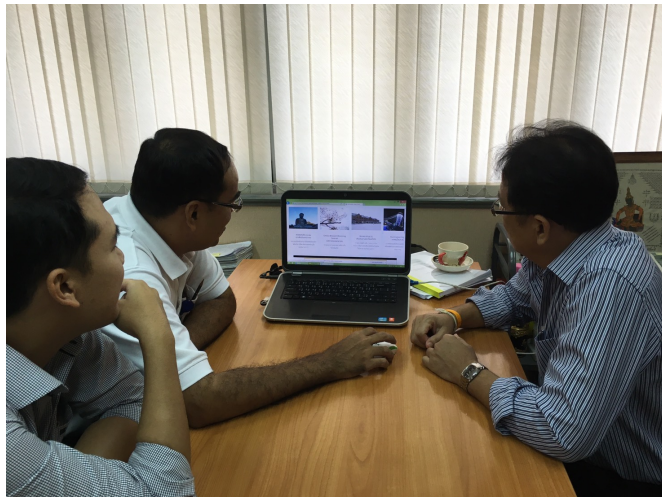
Figure 4.27: Final Experiment and Evaluation at the ward office, Bangkok Thailand

The final prototype evaluation process will be done the same method as the first prototype and second prototype evaluation. Target users will be adult age 45-60 years old who are blocked for some reason from travel abroad. By remained 4 participants who have participated in the first prototype experimental and evaluation. The evaluation of this prototype conducted at almshouse and the ward office.

The final prototype provided the full function website with an interactive video. Target users could see the header of the website before clicked on 'Start' button. Then, the website interface responded as slide down the action. Users could see the side list of travel attraction subject and tried to use a new interface by drag a mouse to arrow sign. And the interface will be performed the side movement. When they clicked on the photo or subject name of travel attraction, it will go to the subject page. Users can see the video, description about the video, and pictures related to video subject. If users clicked on play button on the video, they could be heard Thai narration with a background music. Moreover, they also can watch the video in full screen by clicking on a full-screen symbol. While target users are watching the video and the time to choose the place on video has come, they can notice a count number before the content change. The interactive video was set an automatic selection in case of users cannot select the video on times. Users can hear Thai narration and can read Thai subtitle clearly. They could educate the route to access each place in the video. Moreover, they could see the picture of the local area in actual size.

The purpose of evaluation for this prototype was to assure this research is accepted in target users. For the experiment setup, the author specified the method of the assessment into two parts are questionnaire of satisfaction towards this research and in-depth interview. In the experiment, all participants used a computer which the author set for target users and asked them to try a website. By explaining target users about the purpose of the prototype to users and review how to use the website and video. The author decided not to make users depress and leave them to try a prototype and observed their behavior. Target users tried and experienced a new travel website by themselves.

Results

According to previous evaluations results, it was gathered all feedback since the first prototype evaluation. It becomes the redesigned in the final prototype. The final prototype evaluation went along with 104 participants between 45-60 years

old for the questionnaire, and in-depth interview among 20 people of questionnaire participants. The questionnaire separated into three parts such as Background Information, Basic Information about traveling in Japan, and Option of the target users about the final prototype, which can see more in Appendix B.
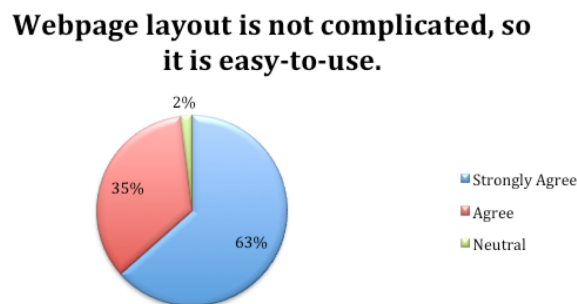
Figure 4.28: Result for Final Prototype : Web page layout is not complicated to use

The experiment conducted at the ward official and almshouse from supporting of an officer from BMA (Bangkok Metropolitan Association). The author prepared the website instruction and handed out to all participants. They read an instruction paper before starting the experiment and let them tried the site independently. After done the experiment, the author asked them to do a questionnaire and did an in-depth interview. 78 out of 104 participants havent been to Japan, and there are 26 participants have been to Japan before. The question in a questionnaire will use a complete form and five more questions for interviewing. Most of 54 participants are between 45-50 years old. 24 participants are between 51-55 years old and between 56-60 years old were 21 participants. However, there are 5 participants over 60 years old. In this section will be mentioned only 11 questions.

On the Home page, picture description is a factor for your decision to acquire information
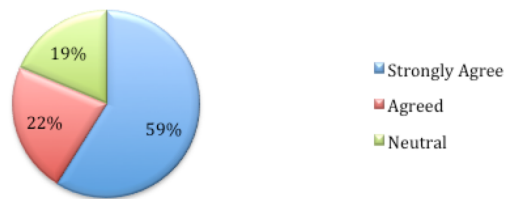
Figure 4.29: Result for Final Prototype : A description of pictures is a factor for decision to acquire information

On the Home page, contents layout in the format that could be slide to left or right without clicking button helps you choose menu easily
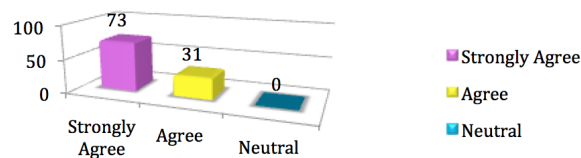
Figure 4.30: Result for Final Prototype : The contents layout in Slide menu can be move without perform action click

The question asked about the complexity of website usage and 66 participants (63.43%) strongly agreed that the website layout of the final prototype is easy to use. There are 36 participants agreed with this point, and 2 participants thought it was common to use.

The chart in figure 4.29 asked if a description of pictures was effect to their decision of information acquirement. Most of the participants include participants who strongly agreed and agree that the story impacted to their decision. However, there are 19 participants feel its commonly and mentioned that is necessary for every website.

The author can summarize that most 73 participants strongly agree that the competency of performing an action without click on the layout of slide menu is easy to use. And 31 participants also feel the same. That means the design of slide menu accomplished as web design qualitative.
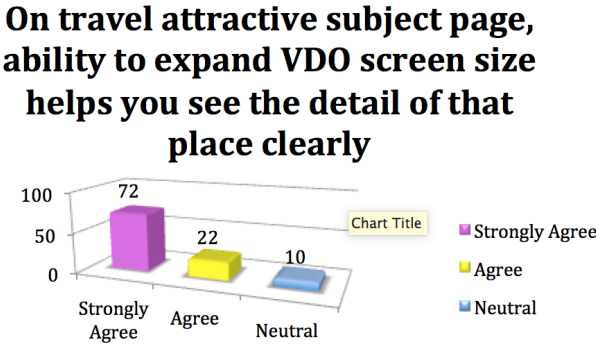
Figure 4.31: Result for Final Prototype : Enable to expand VDO screen size helps you clearly see the detail of that place

According to the first prototype and second prototype, participants mentioned about unable video screen was quite hard to watch video clearly. The final prototype redesigns overall website and effect to a video full-screen function. The result showed in the chart means most of the participants satisfied with this version of the prototype. Even, there are 10 participants do not feel it was special.
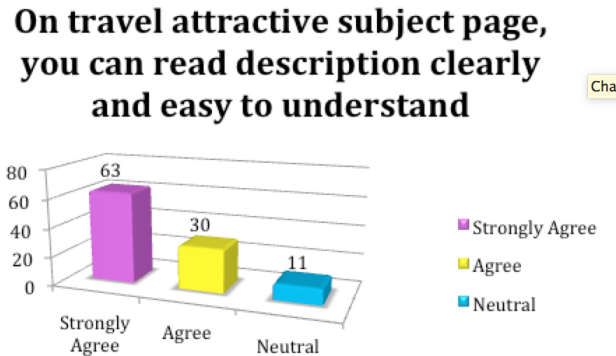
Figure 4.32: Result for Final Prototype : Participants can read description clearly and easy to understand on travel attractive subject page

The description of the travel attraction was provided for giving information to users. This question asked if it could read clearly and easy to understand. 11 out of 104 participants feel it was too commonly to add a description on the website. While most of the participants thought was clear and easy to comprehend.

When you select the place you are interested in, it can be displayed effectively and smoothly
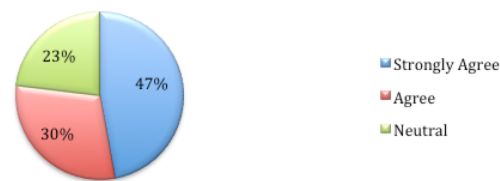
Figure 4.33: Result for Final Prototype : The website can be displayed effectively and smoothly when go to the selected page

This chart showed the result of the question about the website had worked smoothly and more efficiently when they clicked on the subject they interested. 47% of participants (49 people) strongly agree with this point, and more 31 participants thought in the same way. There are only 24 participants feel commonly towards how the website usage smooth.

You are satisfied that you can see pictures of selected place in many angles
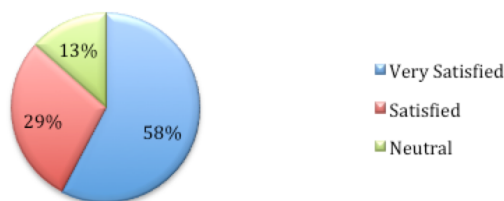
Figure 4.34: Result for Final Prototype : Satisfaction of enable to see travel attraction in many angles from pictures

The question in figure 4.34 asked if they feel satisfied after seeing provided

pictures in the travel attraction page. Those pictures are expanded from the video. Most of the participants are very gratified that means most of the users would like to see the contents in many angles.

Thai narration makes you understand the contents more
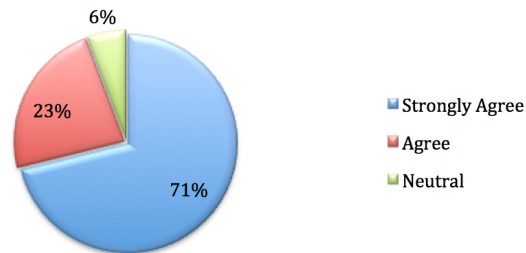
Subtitle in Thai makes you understand the contents more
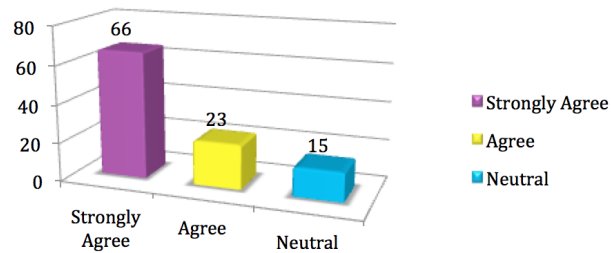
Figure 4.35: Result for Final Prototype : Is providing Thai language for narration and subtitle effective for users

Ability to select place to watch by yourself makes it interesting and different from other websites
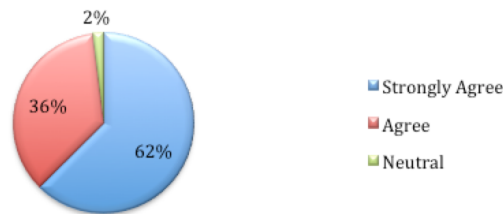
Figure 4.36: Result for Final Prototype : Is an Interactive video make users interesting

You know the places where shown on video better after watched the video
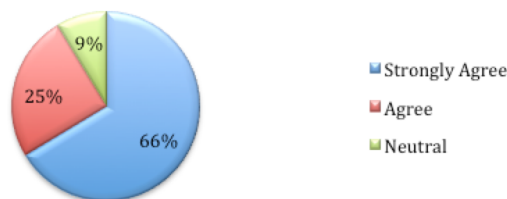
Figure 4.37: Result for Final Prototype : Are users know the places on video better

For the final prototype, the voice narration and subtitle provided with Thai language to support target users in Thailand. Figure 4.35 asked if they agreed that providing Thai language for users will useful for them to use NIPPONISM website. The result showed that most of the participants are strongly agree that Thai narration and Thai subtitle are helpful for them. For some participants, they said it commonly and must be better if they can be chosen narrative or caption on/off.

This research represents the video contents by using an interactive video. An interactive video provides a choice for users to choose what they want to watch and. In this research, it offered a place with the name which users can see while they were watching. Figure 4.36 asked if NIPPONISM differs from other websites

in case of giving a choice for users. 62% of participants (65 participants) strongly agreed with this point, and 37 participants just agreed. Even if the result was in a positive way, however, 2 participants thought it just commonly. That means the final prototype accomplished to encourage users to try online travel experience.

Moreover, the author would like to prove that the video contents of NIPPON-ISM are useful towards target users. Users can certainly educate travel in Japan through the website. It can see from the chart in figure 4.37 that most of the participants agreed with that. Even 9 participants have experience traveling in Japan thought it just commonly.

From the evaluation of final prototype can be summarized that the redesigned version of NIPPONISM is closest to requirement. The requirement gathered from the questionnaire and in-depth interviews. The user-interface is much more important because it is the first impression that will encourage users to get access the website again. By combining with a style of content representing that NIPPONISM used an interactive video, and it is sufficient to respond users needs.

Chapter 5
Conclusion and Recommendation

5.1 Conclusion

This research has been the author persistence to educate valuable information about traveling. The author has passion in traveling and photography. It would be great if the author can run over the passion and combined objective of the research together. This research provided the website as an online platform to educate people in Thailand about Japan traveling. Even though, the website is not fascinating and not new for an innovation technology. The goal of this study is to give an opportunity to experience traveling in Japan and fulfill their curiosity of experiencing the world even they cannot go aboard currently. This study focused on people who have some reason block them from experiencing travel abroad especially adults between 45-60 years old. This research decided to create a new style of the travel site which mainly shows contents through the interactive video.

Japan travel booming in Thailand is not popular only in past three years, but it has been popular more than a decade. After the visa exemption among Thai nationality since 2013, it effects to increasing of tourist from Thailand. Thai people can visit Japan easier. However, there are people cannot travel abroad for some reason. According to doing fieldwork in Thailand, most of the people said they don't have time to go overseas because they cannot leave their duty on work to other people. Moreover, the anxiety of differential of culture and language and health condition are the reason that prevents them from travel. Especially, travel abroad has so much risk to people who have a congenital disease in case of worsening. The target group of this study is Thai people between 45-60 years old. They linked to any causes that can block them from traveling because they are in the age of successful in work, but take a less rest that will become the reason for a disease.

The statistic of the source of seeking travel information considers that most

of them prefer Pantip.com because this site provides various content in Thai language. Since Pantip.com is Thai based community site, the user interface uses to standard and make users satisfy with the contents. According to Internet usage behavior, Thai people are using the Internet every day at least 4 hours a day. After conducting the research, it can be shown mainly to understand how Thai people search the travel information. It considers that creation of the website is not too old for this new era. In the other word, the web interface can be attracted users to get an advantage in term of finding travel information itself. Therefore, all websites which provide travel information on the Internet, are all searching option for users. They could gather information from various sources to plan the trip. In contrast, people who have a passion for travel also take benefits from the same source as the tourist.

The research used the utilization of website to educate people. According to the website design, the most important is the design of an interface. In term of a computer, called the interface like the user interface which likes the first impression of the website. The user interface needs to design based on the user-interface strategy. Regards to creating with the mind in mind, which mentions the primary implication should help people remember essential information from one moment to the next. With this theory, the website needs to design the interface that suitable for target users skill. Currently, people several share their travel experience on the website where everyone can access which is just pictures and full of texts. Therefore, this research uses the video as primary contents to present traveling in Japan instead of using the article with full of text.

Regarding the designing website, the user-friendly interface is referred in website design process. To think about how to create a function and feature appropriate to Thai users primarily adult age user. Using simple animation in the side list of attractive travel subject can make people feel comfortable to use the website because they do not need to perform action clicked. The description and pictures are more useful to attract people want to know more about those subjects. Language is also important since the target users are Thai people. Moreover, it has to remind that people would like to choose what they think that is good for them in general. Providing the choices can attract them and become the starting point of curiosity. It also needs to make the video content different from a TV program. Regarding this point, creating a video content by using an interactive video is quite new for Thai people. The user can participate by watching the video and choose the attractive place where they want to explore by themselves.

In the video combined the voice narration and subtitle in Thai that is useful in telling information and introducing the place through video among Thai people.

Since the target users are adult user between 45-60 years old, they focused on the topic of contents. The author considered their behavior when sharing message or article in a social network system. They usually share the article, news, or pictures within their group or community. Therefore, using the word of mouth strategy will powerfully to promote the NIPPONISM website. Most of them consider which subject they want to know from the pictures and description. The target users agreed on the user-friendly interface and contents effected to the website accessibility. The web interface can be attracted users to access the website. The final prototype of NIPPONISM website provided the uncomplicated user interface and mainly used Thai language will be effective in most of the target users. Meanwhile, using an interactive video as the main content for presenting travel attraction encouraged users to want to educate in Japan more. For users who currently never been to Japan, they know Japan especially in the local area through this platform. NIPPONISM provided selection on video, and it successfully encourages users to want to try a video to explore another route. Even though this website provided the option for users to experience Japan but some of the target users want to choose the destination by themselves. Moreover, people who never been to Japan before, they still need to sense in reality especially, Japanese food. Although, this research could be move users to get an inspiration of Japan traveling in the future. Other than the target users, Thai people who want to search Japan travel information could gather information from various sources for their trip plan.

Since NIPPONISM is a website, it needs to connect to the Internet connection which uses more efficient on PC. That may be restricted devices to access the website and user will be uncomfortable to use if the Internet connection is too slow. Moreover, people who interested in Japan traveling are not only living in Thailand, and not everyone understands Thai language. All of the restriction is considered to develop in the further research.

5.2   Recommendation for Further Research

Discuss with supervisors and specialist is needed for all research. This research also considered by remaining the state of purpose. The recommendation from supervisors and specialists towards the research could be gathered together

for conduct the further research in the future. After the author discussed with supervisors, to comment about NIPPONISM website.

The website can be accessed whenever you want. However, the Internet services are needs. Since the content is about to educate Japan travel attraction through the online platform, therefore, to develop the website to be used in every platform is effective to users in wider space such as combining with digital signage to be used at the airport or train station. It will be more efficient if the website can use everywhere. In the case of people would like to go to Minato Mirai, they can be accessed the site from the digital touchscreen at the train station. People can educate the route to access each place around Minato Mirai. This research can be developed to bigger scale innovation such as develop for Tokyo Olympic 2020 if there are developers interested in this research. Traveling liked local people would be productive toward tourist. Even if they need to ride Taxi sometimes because they do not want to spend money with riding a taxi.

According to using an interactive video to represent travel attractive, it needs to be aware that travel experience is not easy to present through online platform because people still want to try the real sense such as food. People also require more selection to select where they want to have travel experience from the biggest scale liked the region. Adding some animation may make it more realistic. However, it still has a risk to encourage people to experience traveling through the online platform. The primary language used on the website also need to consider in the further research for expanding the concept to be worldwide, and not restrict only in one country.

Moreover, the author has met a specialist in Programming career path, Praewphan Chansripiboon. She is a senior programmer which expert in Website development. She commented about Nipponism website by regarding the goal of research. In order to comment on designing the website for adult people, it is needed to separate into two parts; website interface and video content.

For the website interface, she thinks it's quite simple. It organized in well-mannered; navigation at the top, main content at the center, and some descriptions at the bottom. There is nothing to make users confuse in web usage except that the font size may be too small to read for target users, and since it designed for Thai people, Thai labels only could make it easier to read. Horizontal display of highlight contents make page attractive and at the same time, users can know which part they should focus.

Regarding the video presentation, it 's quite new to see this traveling video on

the website because people didn't share the interactive video in general. The user can sense the participation by watching videos not only from the point of view as if users are walking by themselves but also be able to choose the destination place where they want to know. However, the route selection, without any explanation before, it's difficult to know that this is the place where to select the path and how to choose. Users maybe end up going on default path every time. If there is description mentioned about path selection at the beginning of the video, it could help users realize and prepare to make a choice. It can enlarge on the initial decision to choose a bigger scale for NIPPONISM. Users will choose where they want to explore by select region and then select the city.

Since NIPPONISM is the study to complete this research, this website can be expanded the limitation in further research. The site maybe develop for using on mobile with adding more function. For the instant, on/off function for the background music, voice narration, and subtitle. It is to support the user in case of they do not want a video shows subtitle, play background music, and narration. Since the NIPPONISM created for Thai people, therefore, the primary language is Thai language. However, the website can be developed a wider scope and maybe become a kickstart platform of exploring travel experience in foreign countries to fulfill the passion towards traveling.

References

Alipour, Mehrdad, Firozeh Hajaliakbari, and Negar Javanbakht (2011) "The Impact of Web-Marketing Mix (4s) on Development of Tourism Industry in Iran," *International Journal of Business and Social Science*, Vol. 2, No. 6, pp. 267–274.

Beheshti, Seyedahmad and Iman Zare (2013) "Distribution Channels Strategies for Attraction of Foreign Tourists," *Middle East Journal of Scientific Research, MEJSR*, Vol. 13, No. 3, pp. 280–287.

Carroll, John M (1997) "Human-computer interaction: psychology as a science of design," *Annual review of psychology*, Vol. 48, No. 1, pp. 61–83.

Chung, Namho and Chulmo Koo (2015) "The use of social media in travel information search," *Telematics and Informatics*, Vol. 32, No. 2, pp. 215–229.

Han, Jinsoo, Jaekwan Yun, Jonghyun Jang, and Kwang-Roh Park (2010) "User-friendly home automation based on 3D virtual world," *Consumer Electronics, IEEE Transactions on*, Vol. 56, No. 3, pp. 1843–1847.

Johnson, Jeff (2013) *Designing with the mind in mind: simple guide to understanding user interface design guidelines*, Vol. 1 of 1: Elsevier, 2nd edition.

Juhlin, Oskar, Goranka Zoric, Arvid Engström, and Erika Reponen (2014) "Video interaction: a research agenda," *Personal and Ubiquitous Computing*, Vol. 18, No. 3, pp. 685–692.

Királóvá, Alžbeta and Antonín Pavlíčeka (2015) "Development of social media strategies in tourism destination," *Procedia-Social and Behavioral Sciences*, Vol. 175, pp. 358–366.

Maliwan, Rawewan and Bahaudin G Mujtaba (2012) "Tourist attitudes toward traveling in Thailand after the political demonstrations and protests," *Journal of Management and Sustainability*, Vol. 2, No. 1, p. 16.

Schoeffmann, Klaus, Marco A Hudelist, and Jochen Huber (2015) "Video inter-action tools: A survey of recent work," *ACM Computing Surveys (CSUR)*, Vol. 48, No. 1, p. 14.

Sulaiman, Suziah and Intan Suriany Sohaimi (2010) "An investigation to obtain a simple mobile phone interface for older adults," in *Intelligent and Advanced Systems (ICIAS), 2010 International Conference On*, pp. 1–4, IEEE.

Survey, Ministry of Information Indices Section Office of Strategy, Electronic Transactions Development Agency (Public Organization), and Communi-cation Technology (2016) *Thailand Internet User Profile 2015*, Vol. 1 of 1, www.etda.or.th: ETDA, 1st edition.

Appendix

A Evaluation of Prototype 1

In-Depth Interview Questions :

1. What is your opinion on the website usage?

2. What is your opinion on the background animation of website?

3. Was the menu on the top of the home page are easy to understand?

4. What is your opinion on wide view of video?

5. What is your opinion on size of screen?

6. What is your opinion on background music?

7. Was the video entertaining?

8. How about the contents of video?

The first Interviewee is Khun Yai SriChan, She have been to foreign country like Myanmar, Laos, and Malaysia before but never been to Japan. She know Japan through TV because there are many TV commercial referred to Japanese culture. However, she won't go to Japan because she has health condition.

Q1: What is your opinion on the website usage?

A1: Since I dont know how to use computer, I think it quiet hard for me to use mouse and click on website.

Q2: What is your opinion on the background animation of website?

A2: Its OK.

Q3: Was the menu on the top of the home page are easy to understand?

A3: No, because I dont understand English.

Q4: What is your opinion on composition of video?

A4: I think it will be better if the volume of background music is a little bit lower.

Q5: What is your opinion on size of screen?

A5: I want to see the video in full screen.

Q6: What is your opinion on background music?

A6: Good but I think it too loud.

Q7: Was the video entertaining?

A7: Yes, it was and I would like to see more.

Q8: How about the contents of video?

A8: Interesting but it will be more interesting if this website has more than 1 video in various attraction.

The second Interviewee is Khun Yai Aree, She have been to Pinang Island in Malaysia since she was adolescent. She visited Pinang Island once and never been to foreigner countries after that.

Q1: What is your opinion on the website usage?

A1: I dont know how to use computer. It quiet hard for me.

Q2: What is your opinion on the background animation of website?

A2: Design is good but I prefer general background image.

Q3: Was the menu on the top of the home page are easy to understand?

A3: Yes, I think its fine.

Q4: What is your opinion on composition of video?

A4: I think if the website provides many video and need to adjust the brightness.

Q5: What is your opinion on size of screen?

A5: I want to watch video in full screen.

Q6: What is your opinion on background music?

A6: Its good but I think its not necessary.

Q7: Was the video entertaining?

A7: No because I do not interested in Japan.

Q8: How about the contents of video?

A8: Good.

The third Interviewee is Khun Yai Suwannee, She have been to many countries such as Hong Kong, Taiwan, Korea, and Japan. She said it was 2 weeks of traveling. She was impressed Japan because of it looks like Japan is a country of tidiness.

Q1: What is your opinion on the website usage?

A1: The website is easy to use but I think the website still need to add more contents.

Q2: What is your opinion on the background animation of website?

A2: I like it!

Q3: Was the menu on the top of the home page are easy to understand?

A3: Yes, I can read it clearly.

Q4: What is your opinion on composition of video?

A4: I think this video has no fascinate audiences and video shooting still need to improve.

Q5: What is your opinion on size of screen?

A5: Its ok but I prefer full screen.

Q6: What is your opinion on background music?

A6: It is commonly.

Q7: Was the video entertaining?

A7: No, because I visited Japan once and the places where I visited, are so much beautiful.

Q8: How about the contents of video?

A8: I think it needs to change because it does not attract people to know more.

The last Interviewee is Khun Yai Nalin, She have been Laos and Malaysia but never been Japan. She was high school teacher. She said Japanese culture is beautiful but looks fastidious. She doesnt like Japan because the affect of WW2. However, she still wants to know a difference between Thai culture and Japanese culture.

Q1: What is your opinion on the website usage?

A1: The website is quiet hard for me because I dont know how to use.

Q2: What is your opinion on the background animation of website?

A2: I dont think it is background of the website page.

Q3: Was the menu on the top of the home page are easy to understand?

A3: Im not sure.

Q4: What is your opinion on composition of video?

A4: I like it and it must be great if you provide a video of Sakura.

Q5: What is your opinion on size of screen?

A5: Its ok but I prefer full screen.

Q6: What is your opinion on background music?

A6: I think its quiet good.

Q7: Was the video entertaining?

A7: Yes because I never seen it before.

Q8: How about the contents of video?

A8: I think it will be better if you add more videos into the website.

B   Questionnaire and Evaluation Results of Final Prototype

<div align="center">

แบบสอบถาม

(Questionaire)

</div>

Researcher made this questionaire to evaluate users
satisfaction for final prototype evaluation.

ส่วนที่ 1 ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

(Part 1: Background Information)

<u>**คำชี้แจง**</u> **โปรดใส่เครื่องหมาย**✓**ลงใน[ ]หน้าข้อความที่ตรงกับความเป็นจริง**
(Please fill✓in front of message match your information)

1. **ชื่อ** (Name) ....

2. **อายุ**(Age)

    [ ] 45-50 **ปี** (45-50 years old)

    [ ] 51-55 **ปี** (51-55 years old)

    [ ] 56-60 **ปี** (56-60 years old)

    [ ] **มากกว่า** 60 **ปี** (more than 60 years old)

3. **เพศ**(Sex)

    [ ] **ชาย**(Male)   [ ] **หญิง**(Female)

4. **สถานภาพสมรส**(Marital Status)

    [ ] **โสด**(Single)

    [ ] **สมรส**(Married)

    [ ] **หม้าย/หย่าร้าง**(Widowed/Divorced)

5. **วุฒิการศึกษา**(Educational Qualifications)

    [ ] **ต่ำกว่าปริญญาตรี** (Undergraduate)

    [ ] **ปริญญาตรี** (Bachelor's Degree)

    [ ] **ปริญญาโทหรือสูงกว่า** (Master's Degree or higher)

6. **อาชีพ** (Occupation)

    [ ] **รับจ้าง** (Contractor)

    [ ] **ธุรกิจส่วนตัว** (Self-employed)

    [ ] **ข้าราชการ** (Government Officer)

    [ ] **พนักงานรัฐวิสาหกิจ** (State Enterprise Officer)

[ ] ผู้จัดการ (Manager)

[ ] เลขานุการ (Secretary)

[ ] ที่ปรึกษากฎหมาย (Lawyer)

[ ] หัวหน้าฝ่าย (Chief)

[ ] หัวหน้างาน (Foreman)

[ ] เทคนิค (Technician)

[ ] พนักงานบริษัท (Employee)

[ ] เทศกิจ (Municipal official)

[ ] แม่บ้าน/พ่อบ้าน (Housewife)

[ ] อื่นๆ โปรดระบุ ………………………………………………………………………………

       (Others, please specify)

7. รายได้ต่อเดือน (Salary)

[ ] 10,000 - 20,000 บาท(Baht)

[ ] 20,001 - 30,000 บาท(Baht)

[ ] 30,001 - 40,000 บาท(Baht)

[ ] 40,001 - 50,000 บาท(Baht)

[ ] มากกว่า 50,000 บาท(Baht)

8. ท่านมีโรคประจำตัวหรือไม่ (Do you have any chronic health conditions?)

[ ] ไม่มี (No)

[ ] มีโรคประจำตัว (Yes, I do)

    โปรดระบุ(please specify) …………………………………………………………………

<u>ส่วนที่ 2</u> ข้อมูลเบื้องต้นเกี่ยวกับการท่องเที่ยวในประเทศญี่ปุ่น

(Part 2: Information about travel in Japan)

9. ท่านเคยไปต่างประเทศหรือไม่ (Have you ever been to foreign country?)

[ ] ไม่เคย (Never)

[ ] เคย (If yes, please fill country you have visited)

โปรดระบุ (ประเทศ)..

(Please specific country)

10. ท่านเคยไปประเทศญี่ปุ่นหรือไม่ (Have you ever been to Japan?)

[ ] ไม่เคย(Never)

[ ] เคย(If yes, please fill city you have visited)

โปรดระบุ(เมือง)..

(Please specific city)

11. ถ้าท่านเคยไปประเทศญี่ปุ่น ท่านไปด้วยสาเหตุใด (What is a reason for visiting Japan?)

[ ] ท่องเที่ยว(Travel)   [ ] ทำงาน(Work)

[ ] เยี่ยมญาติ(Visit relatives)

[ ] ศึกษาดูงาน(Observe Activities)

[ ] เรียนต่อ(Study Abroad)

12. ท่านรู้จักประเทศญี่ปุ่นได้อย่างไร (How do you know Japan?)

*ตอบได้มากกว่า1ข้อ (Answer more than one)

[ ] อ่านหนังสือ(Book)

[ ] ดูสารคดี (Documentary)

[ ] การ์ตูนอนิเมชั่น (Animation)

[ ] ข่าว (News)

[ ] ละครทีวี (TV drama)

[ ] นักร้อง/ศิลปิน (Idol/Artist)

[ ] อื่นๆ โปรดระบุ ....

(Others, please specify)

13. ท่านมีความสนใจในประเทศญี่ปุ่นมากน้อยเพียงใด (Are you interested in Japan?)

    [ ] สนใจเป็นอย่างยิ่ง (Extremely Interesting)

    [ ] สนใจมาก (Very Interesting)

    [ ] สนใจปานกลาง (Moderately Interesting)

    [ ] ไม่ค่อยสนใจ (Slightly Interesting)

    [ ] ไม่สนใจ (Not Interesting)

14. ท่านคิดว่าโดยทั่วไปแล้ว คนไทยมีความสนใจในประเทศญี่ปุ่นมากน้อยเพียงใด (In general, do you think Thai people are interested in Japan?)

    [ ] สนใจเป็นอย่างยิ่ง (Extremely Interesting)

    [ ] สนใจมาก (Very Interesting)

    [ ] สนใจปานกลาง (Moderately Interesting)

    [ ] ไม่ค่อยสนใจ (Slightly Interesting)

    [ ] ไม่สนใจ (Not Interesting)

15. ในกลุ่มเพื่อนของท่านเคยพูดคุยหรือตั้งคำถามในเรื่องเกี่ยวกับประเทศญี่ปุ่นมากน้อยแค่ไหน (Have you ever talked or ask about Japan with your friends?)

    [ ] บ่อยครั้ง (Always)

    [ ] ค่อนข้างบ่อย (Often)

    [ ] บางครั้ง (Sometimes)

    [ ] ไม่บ่อยครั้ง (Rarely)

    [ ] ไม่เคยเลย (Never)

16. ท่านคิดว่าสื่อเป็นสาเหตุที่ทำให้ท่านสนใจในประเทศญี่ปุ่นมากน้อยเพียงใด (Do you think the medias are the causes that makes you interested in Japan much?)

    [ ] สนใจเป็นอย่างยิ่ง (Extremely Interesting)

    [ ] สนใจมาก (Very Interesting)

    [ ] สนใจปานกลาง (Moderately Interesting)

[ ] ไม่ค่อยสนใจ (Slightly Interesting)

[ ] ไม่สนใจ (Not Interesting)

17. เมื่อท่านต้องการหาข้อมูลในเรื่องการท่องเที่ยวญี่ปุ่น ท่านจะทำอย่างไร หรือ หาหรือปรึกษาใคร (When you want to search for travel information of Japan, how do you do or who do you consult with?)

[ ] ค้นหาด้วยตนเอง โดยการอ่านจากหนังสือนำเที่ยว(Search by myself through reading guide book)

[ ] ค้นหาด้วยตนเอง โดยการใช้อินเตอร์เน็ต(Search by myself through Internet)

[ ] สนทนากับกลุ่มเพื่อน(Talk with your friend)

[ ] สนทนาในครอบครัว(Talk with your family)

[ ] อื่นๆ โปรดระบุ ……………………………………………………………………
(Others, please specify)

18. ท่านได้รับรู้ข่าวสารข้อมูลเกี่ยวกับการท่องเที่ยวประเทศญี่ปุ่น จากที่ใด บ้าง(Where do you get information about traveling in Japan?)

[ ] ไม่เคยได้รับข้อมูล(Never get information)

[ ] ได้รับข้อมูลจาก(ตอบได้มากกว่า 1 ข้อ)
Get Information (Answer more than one)

[ ] โทรทัศน์(Television)

[ ] วิทยุ(Radio)

[ ] เว็บไซต์(Website)

[ ] หนังสือพิมพ์(Newspaper)

[ ] งานท่องเที่ยว(Traveling Fair)

[ ] สนทนากับกลุ่มเพื่อน(Talk with Friend)

[ ] สนทนาในครอบครัว(Talk within Family)

[ ] อื่นๆ โปรดระบุ ……………………………………………………………
(Others, please specify)

ส่วนที่ 3   ความคิดเห็นของกลุ่มเป้าหมายที่ทดลองใช้งาน final prototype

(Part 3: Opinion of the target users about final prototype usage)

<u>คำชี้แจง</u>   โปรดใส่เครื่องหมาย✔ลงในช่องหน้าข้อความที่ตรงกับความรู้สึก / ความคิดเห็นของท่านมากที่สุด (Please fill✔into the box which message is the most matching your feeling/opinion)

5 = **เห็นด้วยอย่างยิ่ง/พอใจอย่างยิ่ง** (Strongly Agree/Very satisfied)
4 = **เห็นด้วย/พอใจ** (Agree/Satisfied)
3 = **ไม่แน่ใจ** (Neutral)
2 = **ไม่เห็นด้วย/ไม่พอใจ**(Disagree/Somewhat Dissatisfied)
1 = **ไม่เห็นด้วยอย่างยิ่ง/ไม่พอใจอย่างยิ่ง**(Strongly Disagree/Very Dissatisfied)

No.		5	4	3	2	1
*	การใช้งานเว็บไซต์NIPPONISM (NIPPONISM Usability)					
1	การจัดหน้าเว็บไซต์ไม่ซับซ้อน ทำให้รู้สึกใช้งานง่าย (Webpage layout is not complicated, so it is easy-to-use.)					
2	การจัดเรียงเมนูในส่วนของ "คลังข้อมูล" เป็นระเบียบเข้าใจง่ายไม่ซับซ้อน (Menu in "Gallery" is in good order and easy-to-understand.)					
3	ในส่วนของหน้าแรก การจัดเรียงรูปภาพพร้อมระบุสถานที่ช่วยให้ท่านสนใจและอยากรู้เพิ่มเติม (On the Home page, picture arrangement with name specification make you interested and want to know more about that place.)					
4	ในส่วนของหน้าแรก การจัดเรียงรูปภาพพร้อมระบุสถานที่เป็นตัวช่วยในการตัดสินใจที่ทำให้ท่านเลือกที่จะรับข้อมูล (On the Home page, picture arrangement with name specification is a factor for your decision to acquire information.)					

No.		5	4	3	2	1
5	ในส่วนของหน้าแรก ความชัดเจนของรูปภาพเป็นปัจจัยที่ช่วยในการตัดสินใจให้อยากรับข้อมูลเพิ่มเติม (On the Home page, picture clearness is a factor for your decision to acquire information)					
6	ในส่วนของหน้าแรก ข้อความอธิบายใต้ภาพเป็นปัจจัยที่ช่วยในการตัดสินใจให้อยากรับข้อมูลเพิ่มเติม (On the Home page, picture description is a factor for your decision to acquire information)					
7	ในส่วนของหน้าแรก การจัดเนื้อหาด้วยรูปแบบที่สามารถเลื่อนซ้ายขวาได้โดยไม่ต้องกดปุ่ม ทำให้ท่านสามารถเลือกดูเมนูได้ง่าย (On the first page, contents layout in the format that could be slide to left or right without clicking button helps you choose menu easily)					
8	ในส่วนของหน้าแสดงข้อมูลสถานที่ การจัดเรียงหน้าเว็บไซต์เรียบง่าย ไม่ซับซ้อน (On destination information page, webpage layout is well-formed and not complicated)					
9	ในส่วนของหน้าแสดงข้อมูลสถานที่ การที่สามารถขยายขนาดหน้าจอVDOได้ ทำให้เห็นรายละเอียดของสถานที่ได้ชัดเจน (On destination information page, ability to expand VDO screen size helps you see the detail of that place clearly)					
10	ในส่วนของหน้าแสดงข้อมูลสถานที่สามารถมองเห็นเนื้อหาได้ชัดเจน ทำให้อ่านง่าย (On destination information page, you can read content clearly and easily)					

No.		5	4	3	2	1
11	ในส่วนของหน้าแสดงข้อมูลสถานที่ การที่สามารถขยายขนาดรูปภาพประกอบได้ ทำให้เห็นรายละเอียดของสถานที่ได้ ชัดเจน (On destination information page, ability to expand image size helps you see the detail of that place clearly)					
*	การรับข้อมูลสถานที่ท่องเที่ยว (Acquire tourism destination information)					
12	ในส่วนการรับข้อมูลสถานที่ท่องเที่ยว เมื่อท่านเลือกสถานที่ที่สนใจ เว็บไซต์ แสดงผลได้อย่างมีประสิทธิภาพ ไม่ติดขัด (When you select the place you are interested in, it can be displayed effectively and smoothly)					
13	ท่านรู้สึกพอใจที่สามารถรับชมVDOได้ไม่ ติดขัด (You are satisfied that you can watch VDO smoothly)					
14	ท่านรู้สึกพอใจที่สามารถรับชมภาพถ่ายใน มุมต่างๆของสถานที่ที่ท่านเลือกได้ (You are satisfied that you can see pictures of selected place in many angles)					
15	ท่านรู้สึกพอใจที่มีเนื้อหาเกี่ยวกับสถานที่ นั้นๆประกอบอยู่ในหน้าเว็บไซต์ (You are satisfied that there is description of that place in the page)					
16	การใช้เสียงบรรยายภาษาไทยในVDO ทำให้ท่านเข้าใจเนื้อหามากขึ้น (Narration in Thai makes you understand the contents more)					
17	การใช้คำบรรยายภาษาไทยในVDO ทำให้ท่านเข้าใจเนื้อหามากขึ้น (Subtitle in Thai makes you understand the contents more)					

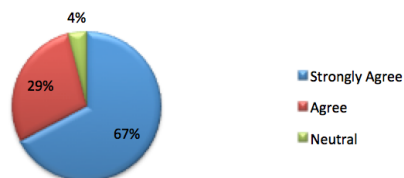| No.		5	4	3	2	1
18	ท่านรู้สึกว่าเนื้อหาที่ได้รับชมน่าสนใจ ทำให้รู้สึกเหมือนไปเที่ยวด้วยตนเอง (You think that the content you watched is interesting. You feel like you were traveling by yourself)					
19	ท่านรู้จักสถานที่ท่องเที่ยวมากขึ้น หลังจากรับชมVDOผ่านเว็บไซต์NIPPONISM (You know tourism destination better after watching VDO through NIPPONISM)					
20	ท่านได้รับความรู้และความเพลิดเพลินหลังจากรับชมVDOผ่านเว็บไซต์NIPPONISM (You get information and enjoyment after watching VDO through NIPPONISM)					
21	การที่สามารถเลือกสถานที่ผ่านVDOได้ ทำให้ดูน่าสนใจและมีความแตกต่างจากเว็บไซต์อื่น (Ability to select place to watch by yourself makes it interesting and different from other websites)					
22	การใช้งานเว็บไซต์NIPPONISM ช่วยให้ท่านมีส่วนร่วมในการสนทนากับกลุ่มเพื่อนเรื่องการท่องเที่ยวได้มากขึ้น (By using NIPPONISM, you can participate in conversation with friends about traveling more)					
23	การใช้งานเว็บไซต์NIPPONISM ทำให้ท่านรู้สึกเหมือนได้ไปเที่ยวญี่ปุ่นแบบคนพื้นที่ (By using NIPPONISM, you feel like you were traveling Japan as native)					

Menu in "Gallery" is in good order and easy-to-understand.
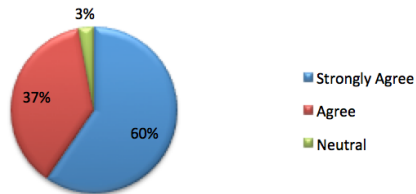
3%
37%
60%

- Strongly Agree
- Agree
- Neutral

On the Home page, picture arrangement with name specification make you interested and want to know more about that place.

11%
27%
62%

- Extremely Interesting
- Very Interesting
- Moderately Interesting

On travel attractive subject page, webpage layout is well-formed and not complicated
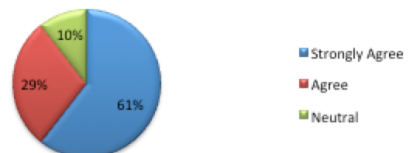
4%
29%
67%

- Strongly Agree
- Agree
- Neutral

On travel attractive subject page, ability to expand VDO screen size helps you see the detail of that place clearly

10%
21%
69%

- Strongly Agree
- Agree
- Neutral

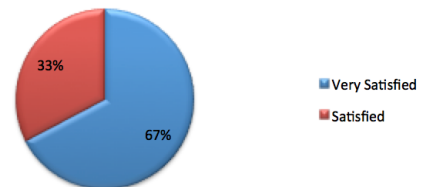## On travel attractive subject page, ability to expand image size helps you see the detail of that place clearly

10%
29%
61%

- Strongly Agree
- Agree
- Neutral

On travel attractive subject page, you can read content clearly and easily

10%
29%
61%

- Strongly Agree
- Agree
- Neutral

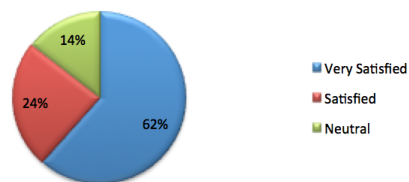### On travel attractive subject page, ability to expand image size helps you see the detail of that place clearly

6%
19%
75%

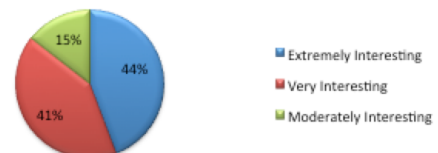- Strongly Agree
- Agree
- Neutral

You are satisfied that you can watch VDO smoothly

33%
67%

- Very Satisfied
- Satisfied

You are satisfied that there is description of that place in the page

14%
24%
62%

- Very Satisfied
- Satisfied
- Neutral

You think that the content you watched is interesting. You feel like you were traveling by yourself

15%
44%
41%

- Extremely Interesting
- Very Interesting
- Moderately Interesting

You get information and enjoyment after watching VDO through NIPPONISM

7%
20%
73%

- Strongly Agree
- Agree
- Neutral