天主教輔仁大學英國語文學系學士班畢業成果
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY
GRADUATION PROJECT 2018

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Taipei Ni Hao: Application of *Google site*, *Aurasma*, *Audacity*, and *Easelly* in designing an itinerary for backpackers

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Fu Jen Catholic University

Technology Assisted Instruction and Presentation

Final Project

Taipei Ni Hao:

Applocation of *Google site, Aurasma, Audacity, and Easelly* in designing an itinerary

for backpackers

403110618 Ivy Yang

Prof. Bi-Chu Chen

24 January 2018

Google Site Link----

1. Group Site Homepage:

   https://sites.google.com/site/taipeinihaotaipei/

2. My Self-created Subpages:

   https://sites.google.com/site/taipeinihaotaipei/day1/lao-de-fang-guan-jing-ping-tai

   https://sites.google.com/site/taipeinihaotaipei/day1/lao-de-fang-guan-jing-ping-tai

   /food-to-eat

Project Oral Presentation Link----

   https://drive.google.com/file/d/1IyqUIAx7uoQBFK3tvVvQdJbWes7fKE5F/view

Table of Contents

Taipei Ni Hao

I.   Introduction of the Group Project

A. Introduction

  Our project aims to promote some Taipei tourist spots to foreign backpackers and those who come from other cities in Taiwan. Moreover, we try to avoid those famous tourist spot and cost down the whole itinerary. In order to create a more useful and interesting website for them to browse, we use several different applications, such as Cacoo, Aurasma, scratch, and audacity, to add colors to our projects.

B. Motivation and Background Information

In the very beginning when we were assigned to do the final project, our group discussed and voted which type of social issue we had more interest in. Then, the media and education was the most chosen. After further discussion, we decided to hold a summer camp in Australia's language school. However it happened to be too general. Therefore, we started to think about how could we combine traveling with the software. Finally, we thought of solving the problems that Taiwan tourism has confronted with. We wanted to design an economical itinerary for promoting Taipei, the capital of Taiwan, to some foreign backpackers and even for those who come from other cities in Taiwan. Below are the motivations and the purposes of making this project.

    1. Our goal is to let backpackers have better choices when visiting Taipei City and let them get a further understanding of Taipei City.

    2. Our target audiences are backpackers who aren't from Taipei City and

foreign backpackers.

3. Our project aims to solve backpackers' problem and avoid crowded people, tourist attractions, and traffic problems.

4. Our itinerary enables backpackers to spend no more than NT$3,500.

II. Project Content Explanations:

A. Group Focus:

Every member in our group serves as a famous blogger and also a trip planner. We designed a three-day itinerary for backpackers to follow. We mainly focus on some places that local people would like to go. Then, each of our members takes charge of one to two spots and organizes and provides the detailed information for backpackers. Also, we provide our personal cards with contact information, which are made by *Easel.ly*. Furthermore, we utilize some different apps, including *Aurasma*, *Audacity*, *Cacoo*, and *Scratch*, according to each member's need for their schedule design.

B. My Main Focus

I am in charge of the schedule in the first day, and I provide information about Lao Di Fant viewing platform and Ningxia night market. In my part, I give the information about the location, the opening hour, the history, and so on. I use *Google Site* to show the result of the project. In order to provide those who browse our website to get assess to us, each of us use *Easel.ly* to create a contact card. Besides, I am responsible for combining our project with the icon-collecting activity, so I utilize *Aurasma* to put the icon, which represents Taipei City, to the landmarks of the spots we introduce, and backpackers can

scan the landmarks to collect the icon and get the prize. For my subpages, I use *Audacity* to record some parts of the content, in case readers are not willing to read the whole paragraph.

C. Self-valuation of My Group Project

In the beginning, I was a little lost with the project, and I did not know what I had to do very well. However, after several times of discussion, I gradually got the idea. Then, I started to evaluate which apps or software can help our project, and this is why I decided to use those applications. I think our group project provides very complete information of each spots, and offer clear explanations about what we wanted to achieve in the project. Moreover, the apps and software used also add colors to the project. Those apps and software well help us convey our ideas about the project.

III. Apps and Software Adopted in the Group Project

A. My Role and Coordination

I am the representative, who has to promote our project and attracts more people to attend our trip. Besides, I am also the trip planner and the blogger. I have to meet with my group members and discuss how to organize the sequence of visiting the spots we recommend. Also, after the meeting, I have to make up my own subpage. As a professional blogger, I need to provide the necessary information that customers need, and design a well organized website.

B. Reason of Choosing the Application

Table 1. List of Links to My Google Site Production of the Apps/Software Adopted

Apps/ Software	Link to My Google Site Production of the Apps/ Software
Google Site	https://sites.google.com/site/taipeinihaotaipei/day1/lao-de-fang -guan-jing-ping-tai
Esel.ly	https://sites.google.com/site/taipeinihaotaipei/home/contact-us
Audacity	https://sites.google.com/site/taipeinihaotaipei/day1/lao-de-fang -guan-jing-ping-tai
Aurasma	https://sites.google.com/site/taipeinihaotaipei/day1/lao-de-fang -guan-jing-ping-tai

Fig. 1: Google Site

https://sites.google.com/site/taipeinihaotaipei/day1/lao-de-fang-guan-jing-ping-tai

老地方觀機平台 (Lao Di Fant Viewing Platform) 更新時間：2018年1月11日 下午3:17

ivyyang85716@gmail.com ▾

Taipei Ni Hao 台北你好

搜尋這個協作平台

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　▸ 鼎泰豐 (DIN TAI FUNG)
　▸ 大稻埕 (DADAOCHENG)
　▾ 老地方觀機平台 (LAO DI FANT VIEWING PLATFORM)
　　　HOW TO GET THERE
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← How to get there 更新時間：2018年1月11日 下午3:32

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　　DINNER: 南機場夜市 (NANJICHANG NIGHT

Day1 > 老地方觀機平台 (Lao Di Fant Viewing Platform) >

How to get there

📍Location: Zhongshan District, Taipei City
📍Transportation:
　👉 MRT: Red line🚇Jiantan Station Exit 2
　👉 Bus: Jiantan Station (203、218、220、260、267、277、279、280、 285、308、310、606、612、665、
　　902、Red 3)
📍Opening Hour: 24/7

🚩The Entries
(You can make it to the viewing platform from FOUR different entries, which are highlighted in yellow.)
📍The entry recommended here is from Yuanshan Scenic Area, which is marked "You Are Here" above.

圓山風景區導覽地圖 Yuanshan Scenic Area

寧夏夜市 (Ningxia Night Market) 更新時間：2018年1月11日 下午2:14

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▾ DAY3

Day1 > 老地方觀機平台 (Lao Di Fant Viewing Platform) >

寧夏夜市 (Ningxia Night Market)

📍Location: Ningxia Road, Datong District, Taipei City

The screenshots above show how I show my final project through Google Site.

My part is included in the first day, so I created the subpages under it. In order to clearly categorize all the information, I added another subpage under Lao Di Fant viewing platform. Originally. I did not know how to add a new subpage. Yet, after asking my group members, I finally added the subpage on my own.

Fig. 2: Easel.ly

https://sites.google.com/site/taipeinihaotaipei/home/contact-us
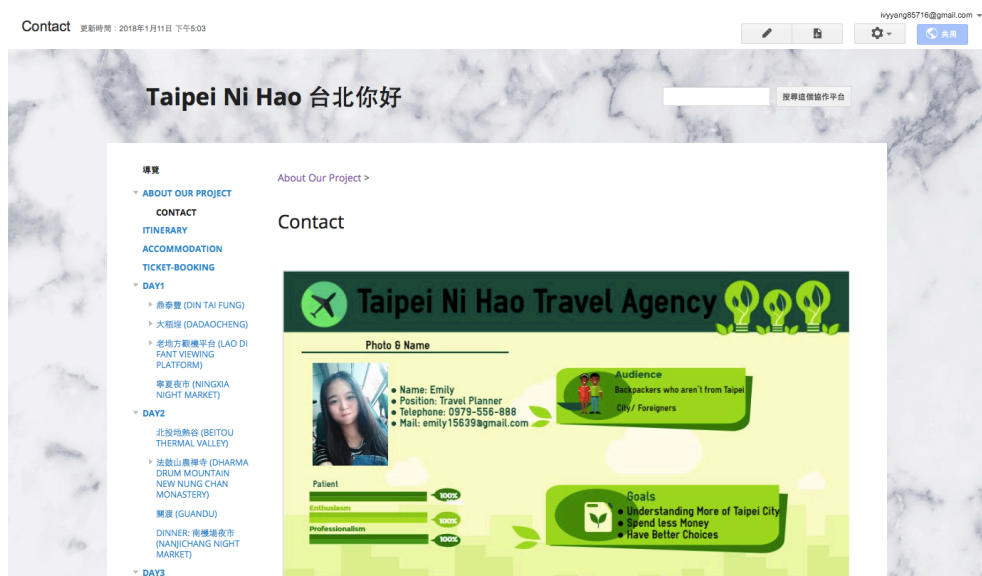
Software: Esel.ly
Link: https://www.easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/3396922/green&key=pri
By Ivy Yang

In the contact information part, I use *Easel.ly* to create my personal card. This online software is really user friendly, and there are many templates for users to use. We did not design a whole and different card but use the same template because we see ourselves as the same company. Overall, I did not find many big problems while creating the *Easel.ly* card.

Fig. 3: Audacity

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老地方觀機平台 (Lao Di Fant Viewing Platform)

History: Click 🔊 to listen to the history

Some say during the <u>Taipei Lake Age</u>, Yuanshan Scenic Area was an island <u>surrounded by lakes</u>.

The Native Taiwanese resided on the hill above. Some archaeologists actually discovered <u>shell mo tan-</u>

shan, which were formed by the shells left over from meals eaten by the Native Taiwanese 3000 ye

man District and connecting to the most bustling areas back in the days, Da-dao-cheng and Di-

hua Street.

Reference: https://www.english4tw.com/blog/post/7-yuanshan-scenic-area-the-mystic-past-and-the-peaceful-present
http://wonderfood.pixnet.net/blog/post/193584996- 【劍潭山銀山步道】都市輕旅行-★-老地方觀

Software: Audacity, Aurasma

By <u>Ivy Yang</u>
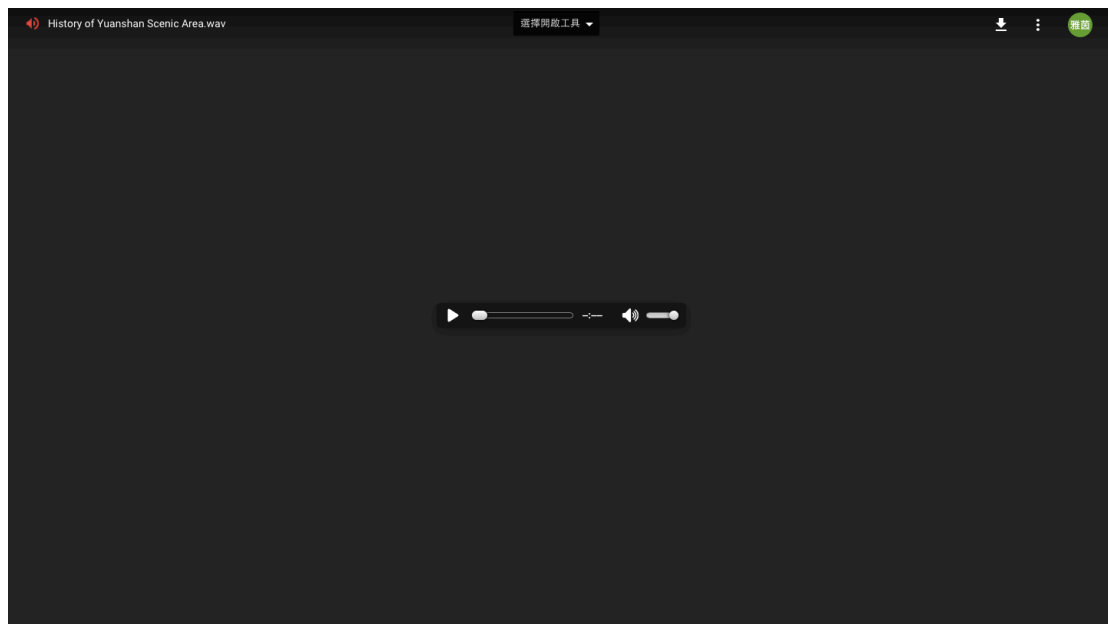
I put the *Audacity* document under Lao Di Fant viewing platform. I add the

hyperlink to the sound icon, and when the readers click to it, it will lead them to

the Google drive and listen to the sound track. In this part, I use Audacity to

record the history of Lao Di Fant viewing platform.

Fig. 4: Aurasma

Continuing walking forward, you'll come to a place called Old Place. There is a large rock
with "Lao-Di-Fant" in Chinese inscribedin red and the shape of Taiwan inscribed in white.Lao-
Di-Fant in Chinese means "old place."

It used to be a leisure pavilion, but the pavilion was taken down in order to build alookout.
You can see planes taking off and landing in Songshan Airport from here. Although Jian-tan
Hiking Trail was restored by the city government, it isn't quite as refined as Xiang-shan
Hiking Trail. All themilitary facilities are gone.On your way downhill, there is an
inconspicuous and small path that will take you to Ming-chuan University. You'll still be able
tosee the old patrol path paved with cement blocks there.

The *Aurasma* document is placed under Lao Di Fant viewing platform. We

encourage readers to collect the icon, which is shown in the screenshot above.

I looked for the icon, which can represent Taipei City, and add the overlay onto

the landmarks. If readers go to the places, they can use the Aurasma app on their

smartphones to scan the landmark and collect the icon. Aurasma is also a

friendly application, and I was in charge of teaching Aurasma in my previous

tutorial presentation, so I did not have problems making the Aura.

IV. When I First Learned the App/Software/Platform

A. Google Site

1. The reason that I apply in the final project: It can combine all the

information and provide a nice platform to show the whole project.

2. I first learned it from the tutorial presentation by group 2 in week 7. That

is my first time know and use the platform, so I was quite unfamiliar with it.

From their presentation, I learned some basic functions and I needed help

from the presentation group when doing exercise at that time.

3. Exercise

a. Login and create my own page

b. Add an article
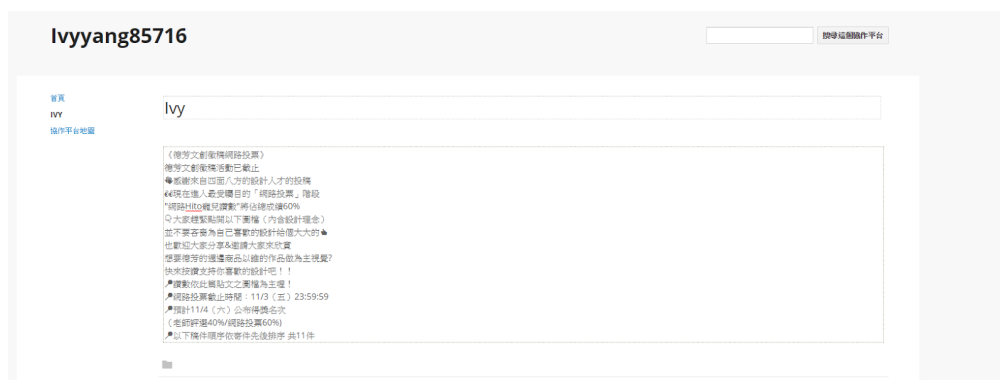
c. Add a document from Google drive

d. Create a subpage
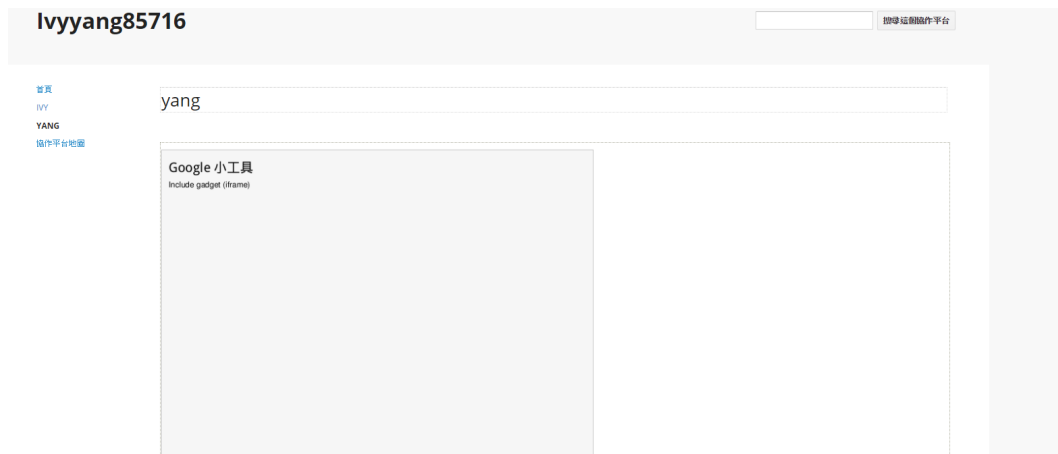
e. Save and preview

B. Easel.ly

1. Reason that I apply in the final project: This online and free software has many templates to use as references. Besides, our group needs to create our contact information, so we thought of use this software to make the personal contact cards.

2. I first knew this app was about in week 12 and then the next week the professor required to learn this software by the tutorial video. Honestly, the online software is as easy as it is called. Plus, it is really useful for making either poster or any kinds of cards.

C. Audacity

1. Reason that I apply in the final project: For my part, I provided some background information and history in the Google site. In order not to bore the readers, I decided to use some audio file instead of reading all the time. Therefore, I used Audacity to record the history for readers.

2. The time I first learned the apps was from group 4's tutorial presentation in week 11&12. It is a music editing application. I was interested in their presentation. I learn some fundamental functions, such as cut the music and change the effect of the voice. Other than these, I did not know any more about how to operate the app.

3. Exercise

a. Add my own voice and edit it to become a cooler voice
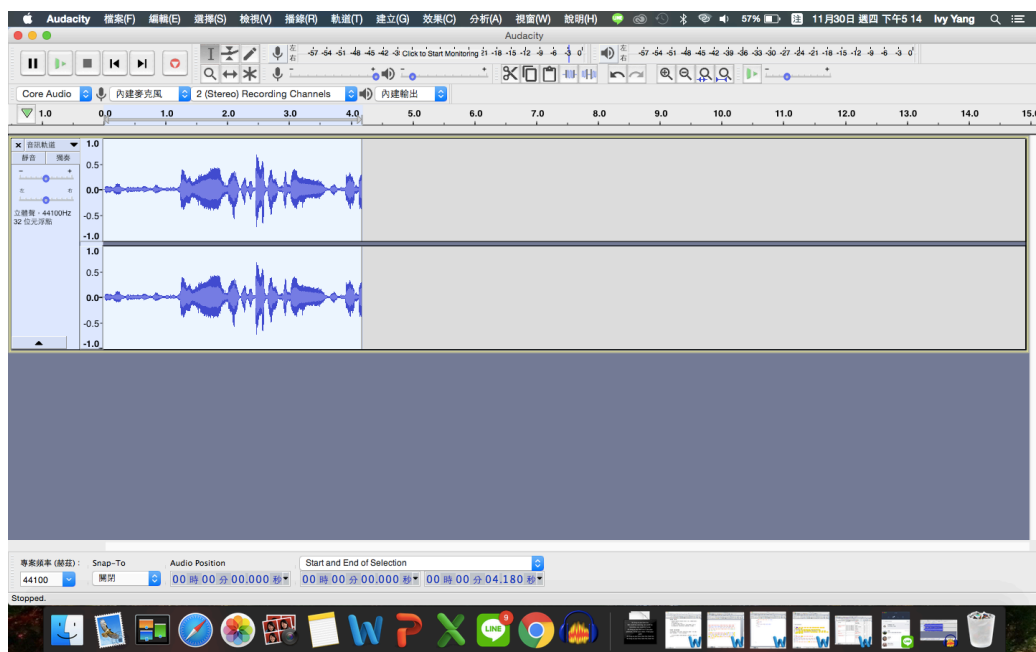
b. Split the song
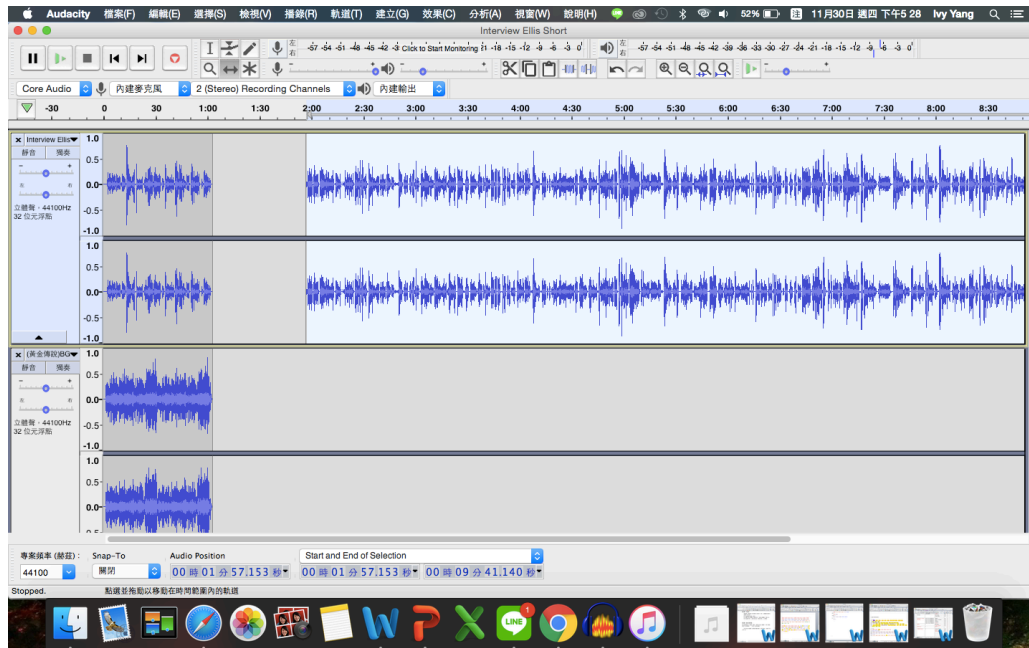
c. Delete the rest of the song
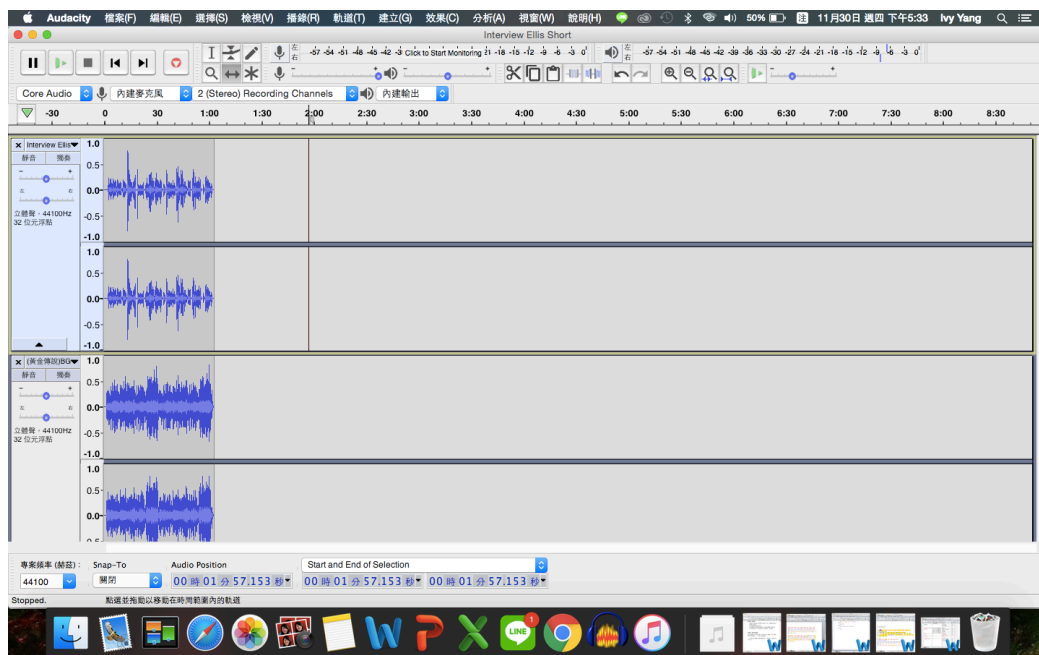
D. Aurasma

1. The reason that I apply to the final project: We wanted readers and

backpackers to collect the icons in our project. Therefore, I overlay the icon

to the spots we introduce to backpackers. Aurasma seems to be the most

suitable app to achieve the goal.

2. This is my own topic of the tutorial presentation. I spend much time watch the tutorial video on YouTube and I learned how to overlay the images and also how to add actions to the aura to make it fancier.

3. Exercise:

a. Create a new aura
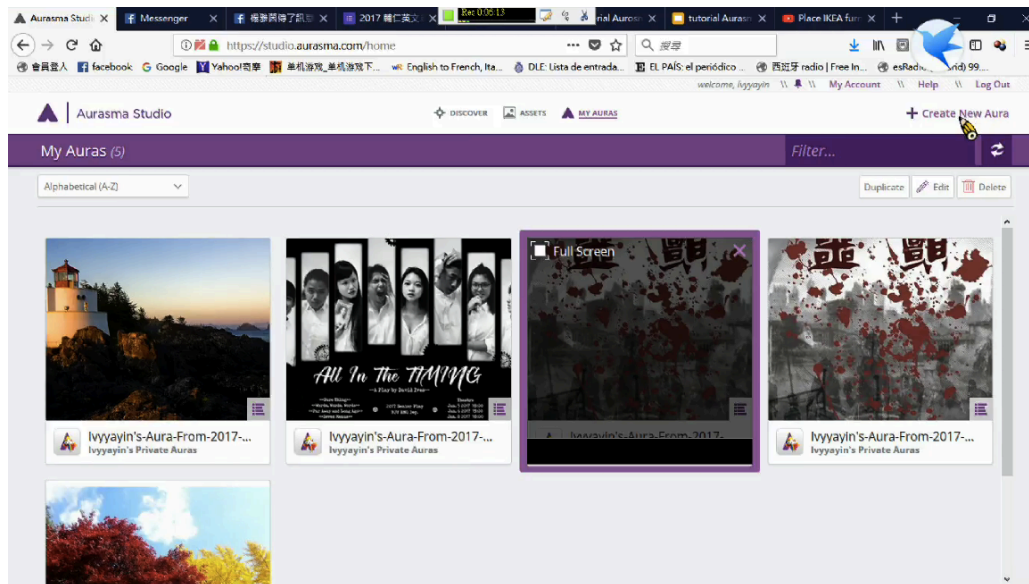
b. Add an image
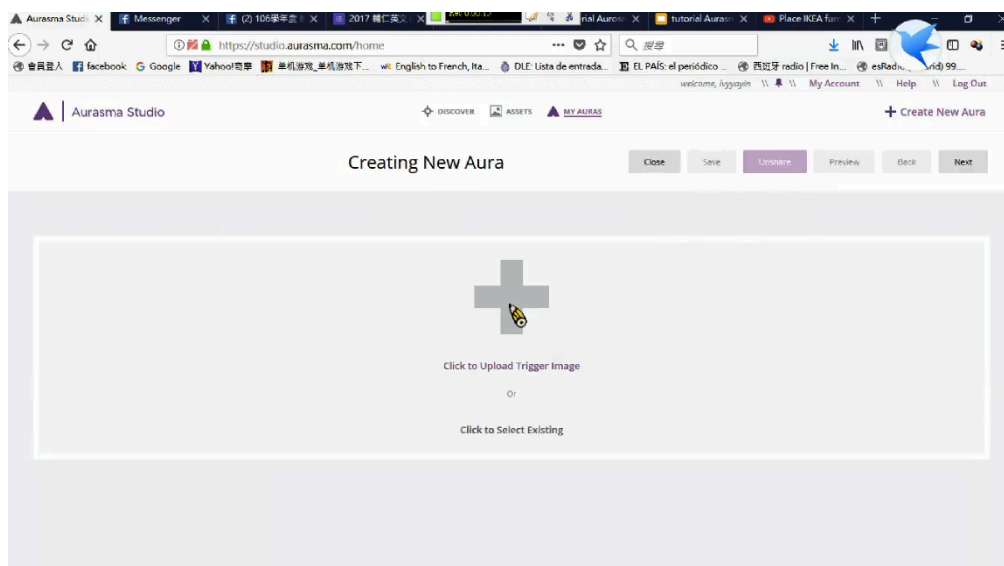
c. Choose the overlay
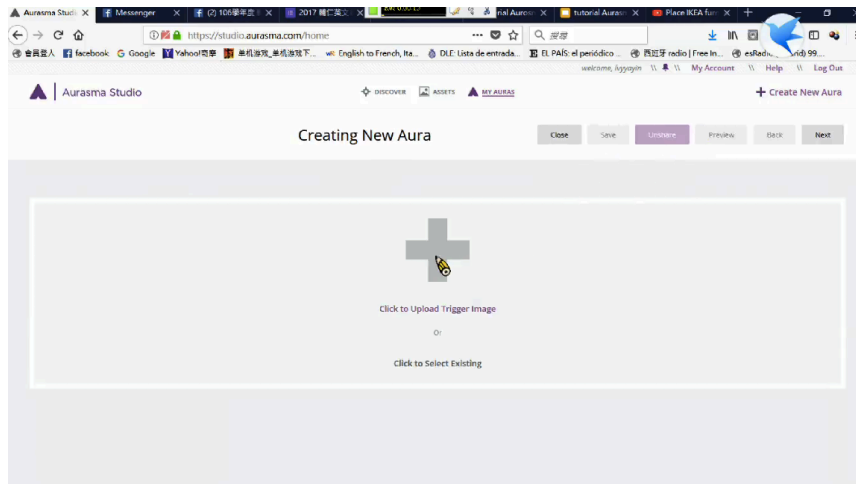
d. Add actions
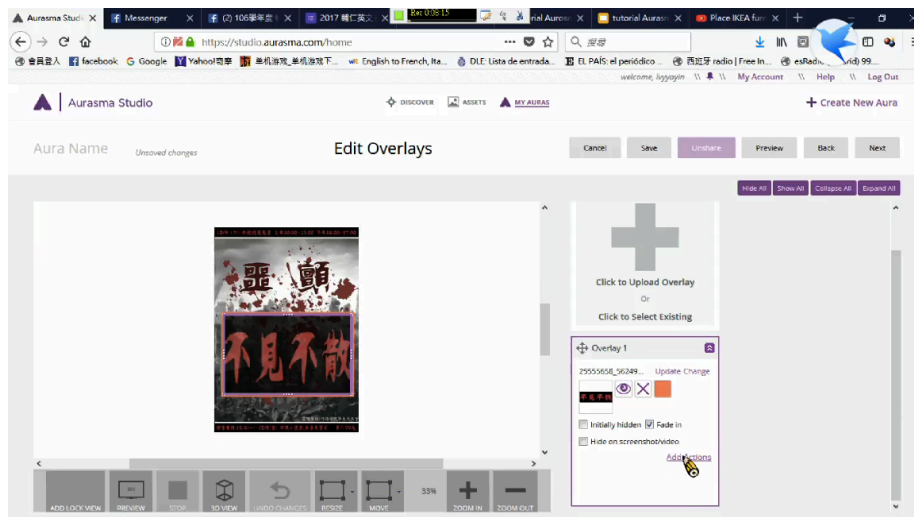
e. Choose the action
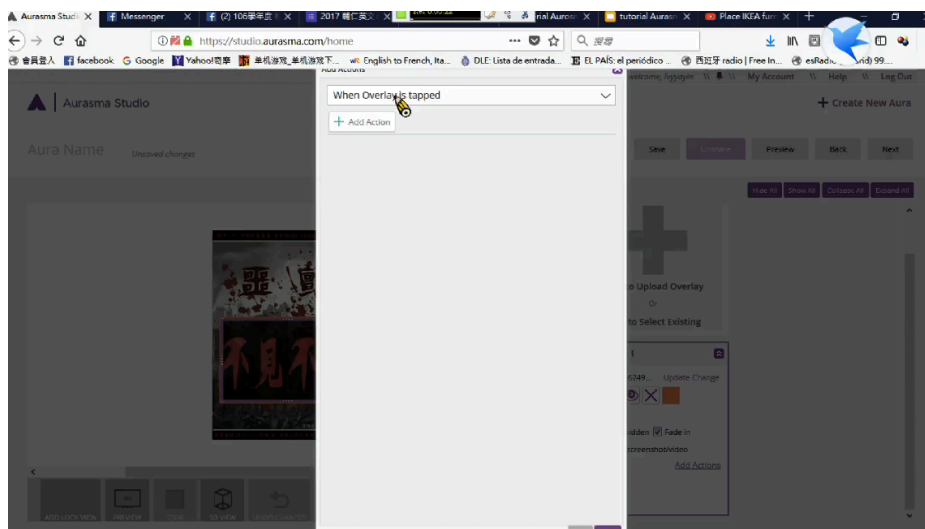
f. Choose the action
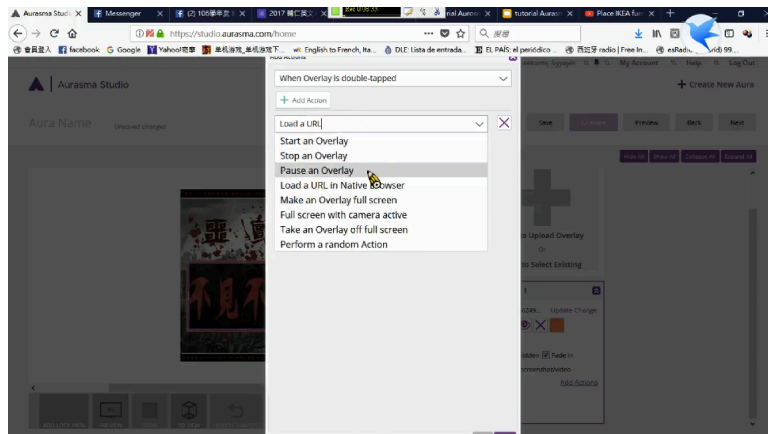
g. Check the URL
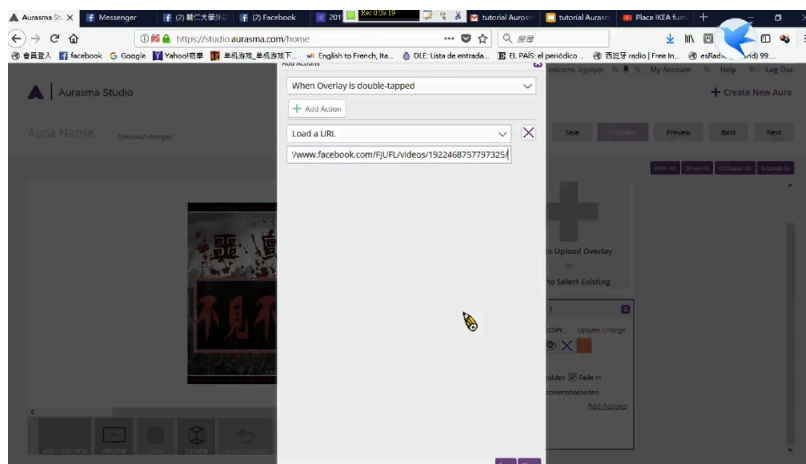
h. Preview

V.   Conclusion: Reflection and Thoughts for Creating This Project

In the beginning, I was a little confused about the project, but after asking and discussing with my group members, I finally, knew what specific work I needed to do. I like my group members very much because they are always helpful and energetic. No matter what kinds of problem I face, they always help me to solve it. I think the teamwork is what I like the most in the final project. Besides, this final project enables me to integrate what I have learned for the whole semester. I combine four different apps and software to make and promote a project, which I never thought of before. Moreover, I think Google Site gradually attracts me. I used to hate it because it is not that easy to operate. Yet, after seeing the result of the final project, I changed my mind. I think it really can organize all things in a systematically order. After the final project, I am more familiar with the apps and software I have learned. Thanks to the project and the course, I really learned something useful and helpful for the future.

VI.   References

http://wonderfood.pixnet.net/blog/post/193584996-【劍潭山親山步道】都市輕旅行-★-老地方觀

https://www.english4tw.com/blog/post/7-yuanshan-scenic-area-the-mystic-past-and-the-peaceful-present

https://guidetotaipei.com/visit/ningxia-night-market-　寧　夏　夜　市　-ning-xia-rd-night-market

http://blog.xuite.net/maomi/Food01/71402109

VII. Appendixes

A. About our project (including goals and budget)

B. Contact us (contact information of every member)

C. Three day itinerary

D. Information of hotel

E. Ways to book tickets

F. Day one

Screenshot 1

鼎泰豐 (Din Tai Fung) 更新時間：2018年1月11日 下午1:59

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  - HOW TO GET THERE
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- ▶ 老地方觀機平台 (LAO DI FANT VIEWING PLATFORM)
- 寧夏夜市 (NINGXIA NIGHT MARKET)

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- 關渡 (GUANDU)

Day1 >

鼎泰豐 (Din Tai Fung)

👀 **Please click here to listen to the introduction!**
Or you can download the mp3 file below !

Founder & Origins

During the Chinese Civil War, in 1948, 楊秉彝 decided to get on the ship from Shanghai to Taiwan when he was 21. With the help from his aunt, he got the first job in Taiwan. The job was to deliver goods in oil store which is called 恆泰豐. After working for ten years, due to the investment failure, the boss of 恆泰豐 had no choice but to announce for going bankrupt.

Under this situation, 楊秉彝 then started a business with his wife in order to make a living. He also opened an oil store which is called 鼎泰豐油行, the combination of the name of where he got the stock of oil (鼎美油行) and where he had worked in (恆泰豐). The business went smoothly owing to good relationship with others and word of mouth. However, in 1972, canned oil appeared in the market, which had an impact on the store. Fortunately, with the suggestion from the boss in 復興園, they started to sell both oil and dumpling at the same time. Relying on building the store's image for genuineness and quality ingredients, they succeed for the business. They then stopped selling oil and continued to sell dumpling.
The story for Din Tai Fung then started.

Beliefs
1. Detail is the perfect service.
2. Do not create one-day sales.
3. Quality is life.
4. Brand is responsibility.

Screenshot 2

大稻埕 (Dadaocheng) 更新時間：2018年1月9日 下午10:25

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  - DRY STUFF YOU CAN BUY IN DIHUA STREET
  - A RECOMMENDED RESTAURANT
- ▶ 老地方觀機平台 (LAO DI FANT VIEWING PLATFORM)
- 寧夏夜市 (NINGXIA NIGHT MARKET)

▼ **DAY2**

Day1 >

大稻埕 (Dadaocheng)

👀 **Please click here to listen to the introduction!**
Or you can download the mp3 file below!

In the past, Dadaocheng was one of flourishing commercial areas in Taipei. Yet, it actually went through a period of decline during last decades. Nevertheless, now, it flourishes again since it is a place where it combines traditional commerce with historical sites. Before the Chinese New Year, you will see lots of people coming there to do the shopping for New Year. This area will be more busier than usual. If you have chance to go there during this time, you can taste Taiwanese spirit and traditions!

The range of "Dadaocheng" is on the east side of Huanhe North Road, on the south side of Minquan West Road, on the west side of Chongqing North Road, and on the north side of Zhongxiao West Road. The district has a long history for about hundred years. Wandering on the streets, you will discover that apart from some long-established stores, some special stores are there as well. They are meant to create strong cultural and humanistic atmosphere for this area.

When you take a walk at a slow pace in Dihua Street, you can experience lots of things at the same time in person, such as some mouth-watering cuisines, exclusive ornaments or creative

Screenshot 3

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- DINNER: 南機場夜市 (NANJICHANG NIGHT

Day1 >

老地方觀機平台 (Lao Di Fant Viewing Platform)

寧夏夜市 (Ningxia Night Market) 更新時間：2018年1月11日 下午2:14

ivyyang85716@gmail.com ▾

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Day1 > 老地方觀機平台 (Lao Di Fant Viewing Platform) >

寧夏夜市 (Ningxia Night Market)

📍 Location: Ningxia Road, Datong District, Taipei City

G. Day two

關渡 (Guandu) 更新時間：2018年1月11日 下午8:24
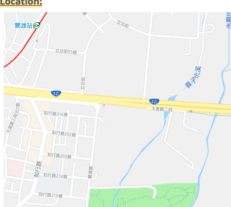
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Day2 >

關渡 (Guandu)

關渡自然公園 Guandu Nature Park

Location:

法鼓山農禪寺 (Dharma Drum Mountain New Nung Chan Monastery) 更新時間：2018年1月22日 下午2:37

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Day2 >

法鼓山農禪寺 (Dharma Drum Mountain New Nung Chan Monastery)

The Introduction for Dharma Drum Mountain New Nung Chan Monastery 👀

https://drive.google.com/file/d/1zzHrd28GR4_FpRFeFpmfafuVTrey1OKR/view?usp=sharing

北投地熱谷 (Beitou Thermal Valley)　更新時間：2018年1月22日 下午2:31　ivyyang85716@gmail.com ▾

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北投地熱谷 (Beitou Thermal Valley)

The Introduction for Beitou Thermal Valley 👀
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Dinner: 南機場夜市 (Nanjichang Night Market)　更新時間：2018年1月9日 下午6:19　ivyyang85716@gmail.com ▾

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Day2 > 關渡 (Guandu) >

Dinner: 南機場夜市 (Nanjichang Night Market)

*If you want to follow our recommended itinerary, please take the MRT from Guandu Station to Taipei Main Station, and take Bus 212 to Dapu Street.

Location:

H. Day three

貓空（Mao Kong)　更新時間：2018年1月11日 下午2:51　ivyyang85716@gmail.com ▾

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Day3 >

貓空（Mao Kong)

Known as the most scenic spot in Taipei to drink quality, locally grown tea, Maokong is a quaint village located at the top of a mountain providing breathtaking views of Taipei City.

Tea aficionados will enjoy Maokong for its variety of tea houses and high quality selection, while people looking for a relaxing break from the busy city can sit back with a cup of tea and nice dinner, all while taking in the beautiful views of Taipei.

The best way to reach Maokong is to take the Maokong Gondola scenic cable car up the mountain from MRT Taipei Zoo Station. NT$120 each way for adults. NT$50 for children 6-12 and seniors over 65. With each adult allowed up to 2 children under 6 for free. Easycards are given a 20% discount on weekdays, and also receive a NT$20 discount when also used for zoo entry.

The Maokong Gondola was built in 2007 and retrofitted with Crystal Cabins (glass-bottom cars) in 2010 to provide more

I. Metro map

J. Feedback

Feedback 更新時間：2018年1月11日 下午2:45

ivyyang85716@gmail.com

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Feedback

Please give us some feedback, thanks❤️ !!!
There are only five questions for you to answer, and we'll certainly make the improvement after knowing your feelings about our plan. Simply YES or NO to the question is fine.
Press the link below
https://scratch.mit.edu/projects/197147863/

Software: Scratch
By Jasmine Lin

新增檔案

註解

楊雅函
新增留言

K. Difficulties and solutions

Difficulties & Solutions 更新時間：2018年1月11日 下午8:11

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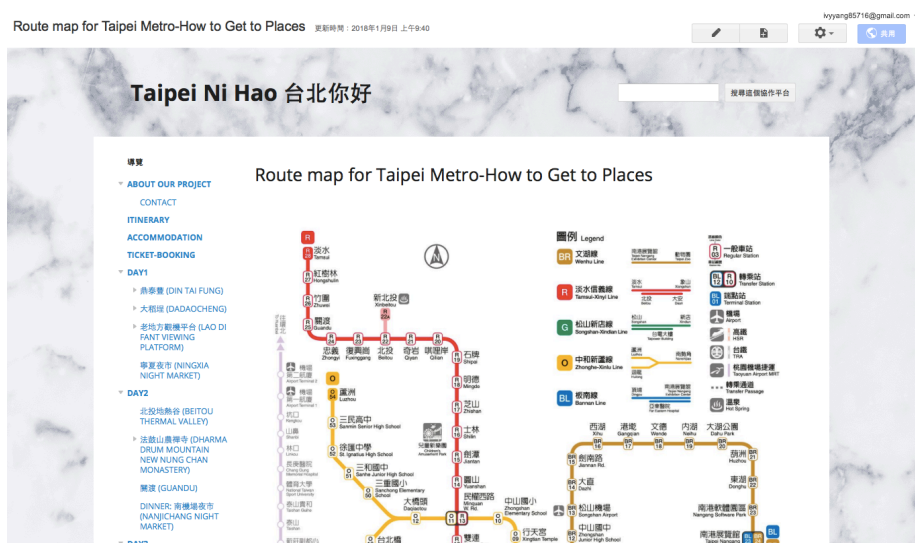　關渡 (GUANDU)
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Difficulties & Solutions

Emily
<Difficulties>
1. **Cacoo:** The size of Cacoo's interface can not fit Google Site perfectly→ I used the ruler to measure the width and length of the interface of Google Site, and then record it as the length of Cacoo.
 2. **Google Site:**
(1) I do not know how to change the order of Google Site mini-bar in the beginning.→ I watched other videos on Google Site and found out that we had to use person who establishes the website account to change the order.
(2) I do not know how to add the link of my Audacity work. → I asked my classmate and she taught me.
3. **Audacity:** I can not export my Audacity file as MP3 document.→ I exported my work as WAV file and I uploaded it on Google Drive, and used a link.
4. **Easelly:** I can not find the templates that really suitable for business cards. → I tried to find the horizontal template and changed it a little bit.
Mandy
<Difficulties>
1. **Cacoo**
(1) I found that there are limited number of pages for creating mind maps or posters in one gmail account without extra money. When I clicked once on adding a new page, it would be counted as one page as well although I did not do anything in that page. Besides, since I have shared pages for my classmates, I didn't have page to create a new poster at all. → I then used another account, which is gapp, to register a new account to deal with this problem.
2. **Google Sites**
(1) I watched the videos on how to change the layout of Google Sites. However, when I tried to follow the steps, I found that I can not find the option for editing the layout. → In this situation, I then tried to find out what the problem was. After a while, I then came up with an idea to go to BC's account to see whether it worked. Fortunately, I found that function! → Knowing this particular limitation, I then told BC for what I have found. Basically, only the owner of Google Sites can edit