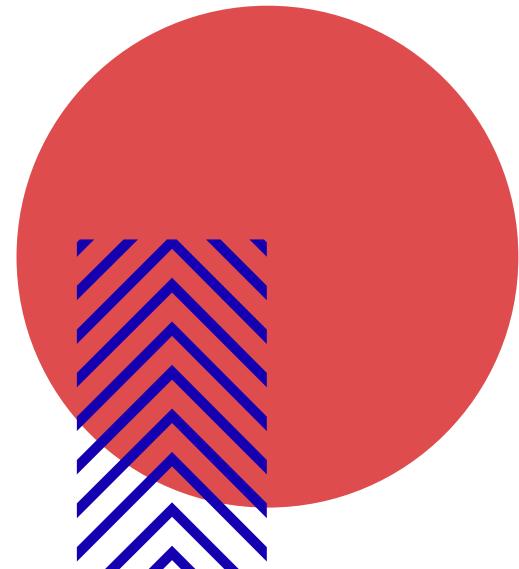
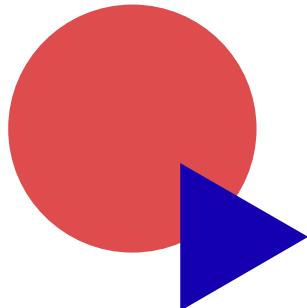


# A WEBSITE OF YOUNGSTERS' SKIN CARE

<http://bettykw.pythonanywhere.com>

COMM 5961A Topical Studies in New Media I –  
The Design of Data Driven Product and Service Design

Kwan Tsz Mei, Betty 1155161658



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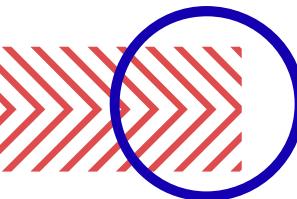
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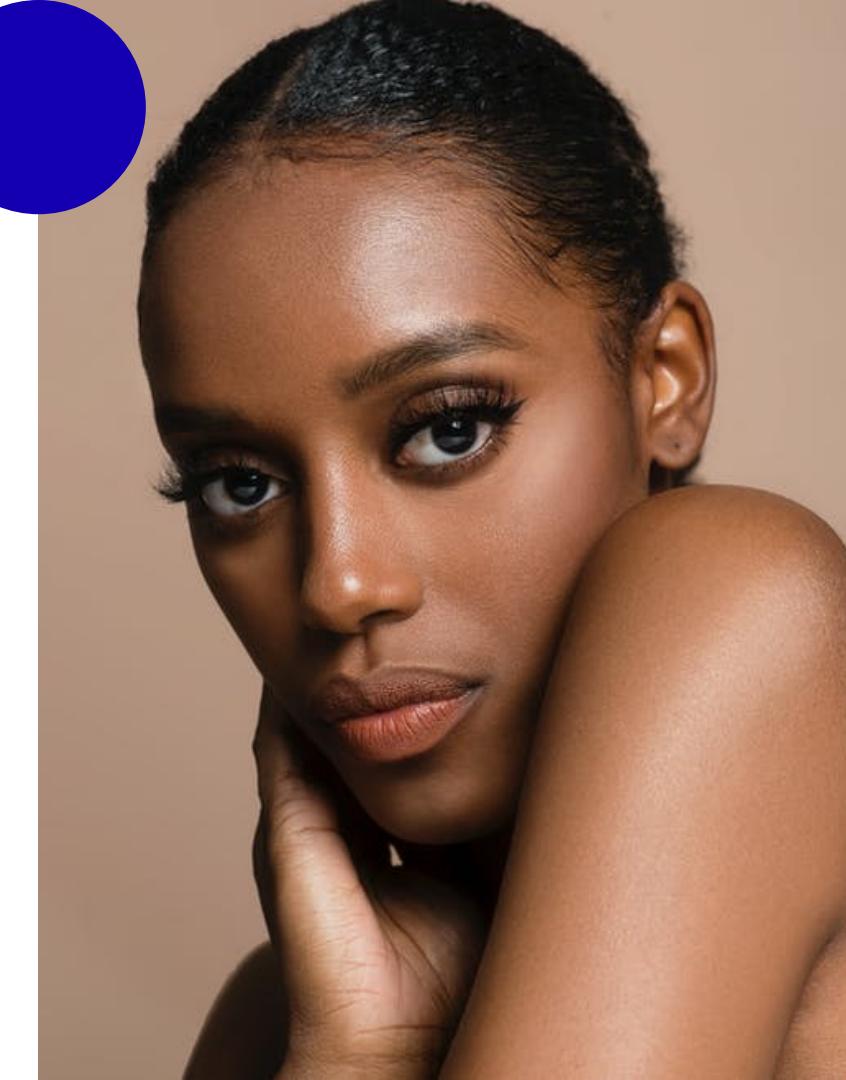
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# 01



## PROBLEM DEFINITION



# INTRODUCTION

Our bodies go through considerable changes during teenage years, pimples 、 blackheads 、 rough pores, etc. will appear , which may make us mess with our image and unsure of ourselves. While the youngsters want to solve the skin problems, they are busy with their school life and there are too much information on the SNS or search engine.

Currently ,there is no website that focuses on Hong Kong youth skin care. Thus, I would like to establish a website that focusing on giving concise skincare instruction that make them easy to follow and cost-effective products .

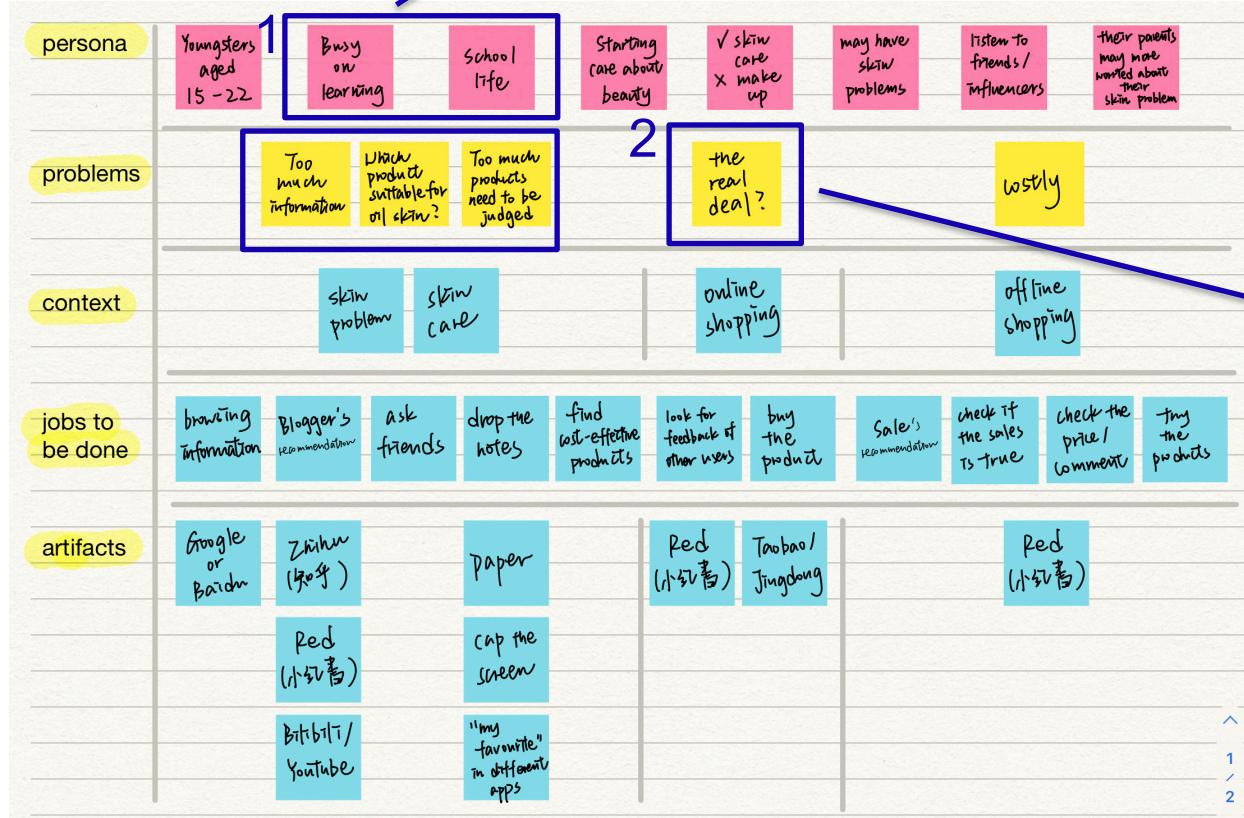


# INTERVIEW

1. Do you usually use skin care products? What is the frequency?
2. When did you learn skincare? How long is the skincare age? Does it work? /Has there been an improvement? How to improve? Do you know what the correct order of use of skincare is? How many products are used every day?
3. Have you ever/now had a skincare confusion? Was/is there a skin problem? What pathways (e.g., during puberty) can be solved? Can this approach help you solve the problem? (Show)
4. Can you show your usage process? For example, now that you're searching for a skin problem, how do you make decisions during those processes?
5. In the channels that you used, what features do you generally use? Which feature do you think is the best? Is each function clearly demonstrated? How does it feel to use?
6. In the channels that you used, what do you think he can optimize for? How to optimize? Can you elaborate on that? (Features/Information)

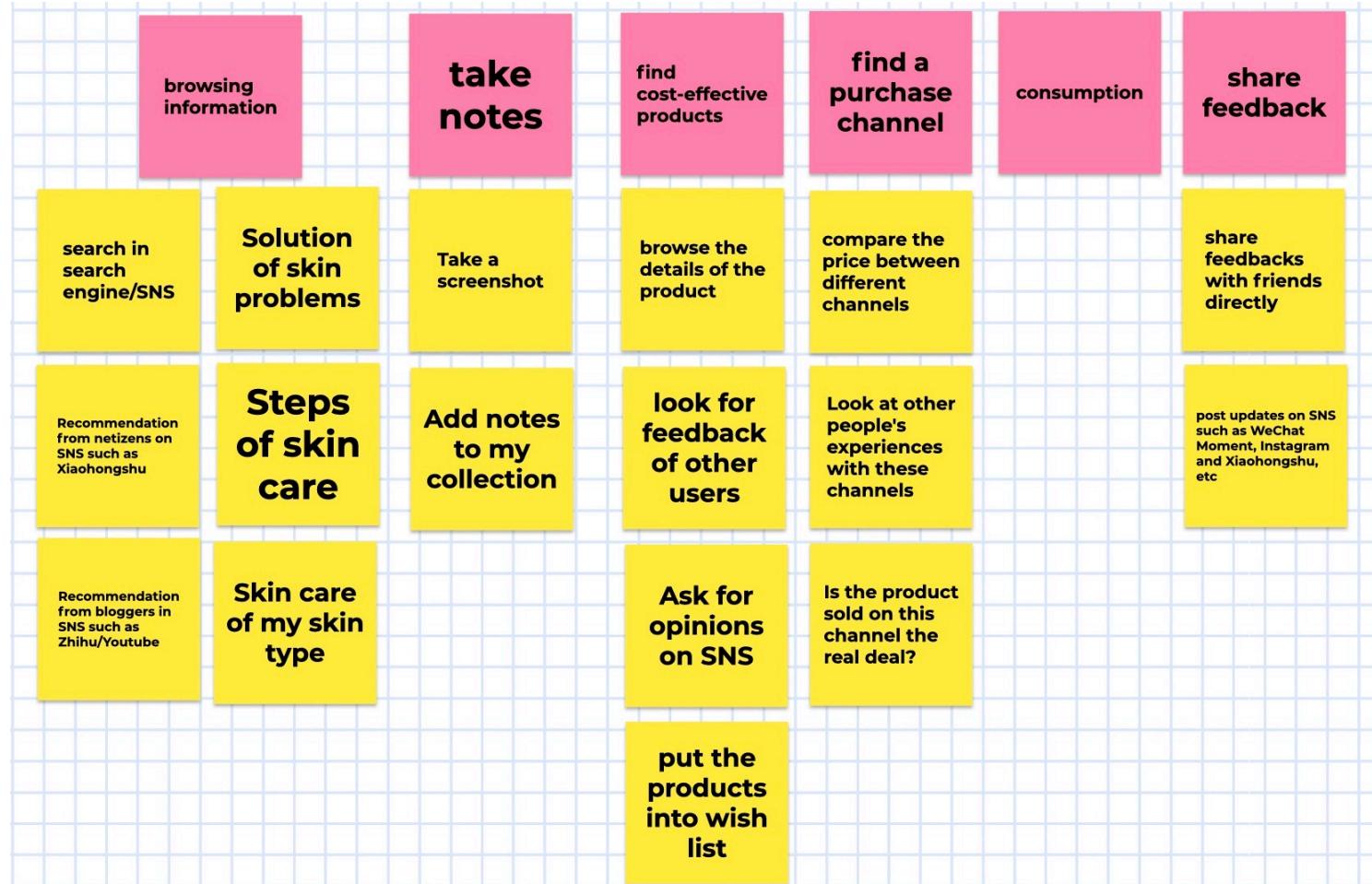
# JOURNEY MAP

Touchpoint 1 –  
without time for browsing large  
amount of information



Touchpoint 2 –  
hard to find a channel  
that provide real deal  
of skin care products

# STORY MAP



# CARD SORT

护肤  
指南

成分  
科普

膚質  
判斷

博主  
推薦

皮肤  
问题

痘痘  
闭口

黑头  
毛孔

黑眼  
圈

平价  
护肤

油皮

干皮

混合

中性

护肤  
心得

会员

注册

登入

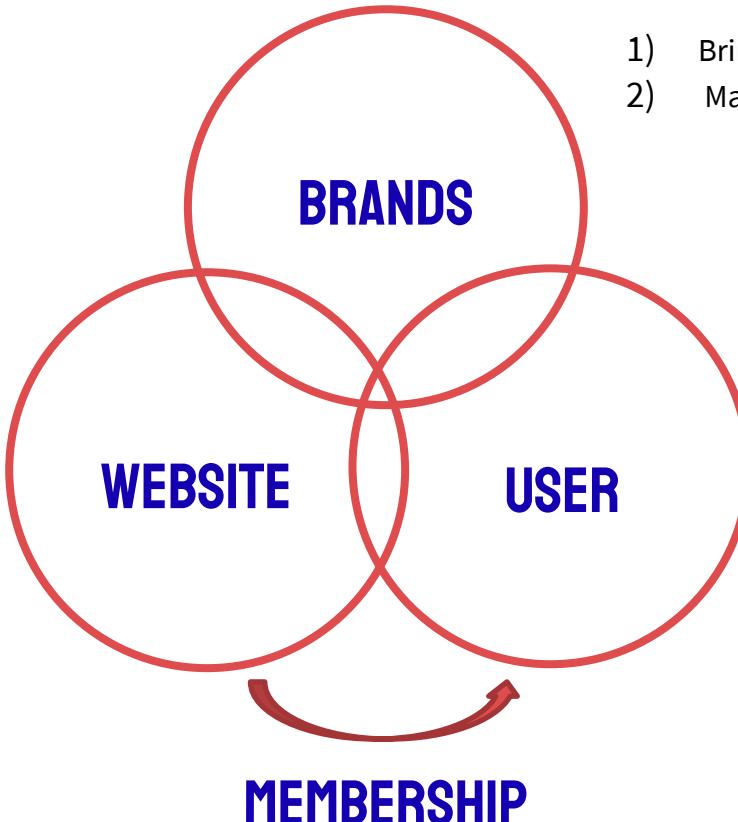
# PROBLEM STATEMENT

How might we make a full-time student (who)  
address the problem of acquiring concise information of skin  
care and buying related products in an efficient way (what)  
to achieve the goal of improving their skin and becoming  
confident. (why)?

# BUSINESS MODEL - SUSTAINABILITY



- 1) Corporate with the brand and get the timely and comprehensive discount information from them
- 2) In the long- term, the website can be set up an advertising area and earning advertising fees when there is a fixed traffic



- 1) Bring traffic to their official website; Marketing means to seize the market
- 2) Offer concise skincare instruction
- 2) Provides classification function of various skin types for them to find relevant products
- 3) Allow users share their skin care advice mutually in a socialized way



# SUSTAINABILITY - MEMBERSHIP



## SUSTAINABILITY OF USERS - ACTIVATION/RETENTION

In order to activate the behavior of users and make them come back on my website again, they have to become a member of the website before comment and put their desired products into wish list.

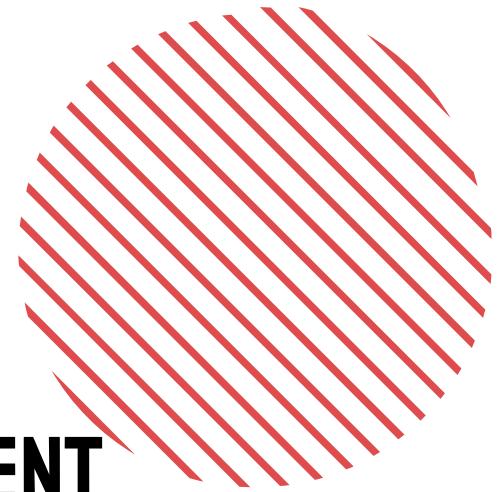
## SUSTAINABILITY OF WEBSITE - REVENUE

In order to continue to operate the website, the website will provide paid personalized customization service for who want to solve skin problems in a targeted and convenient way. They don't have to browse the information by themselves, the website will provide specific information for them every month.



02

**REQUIREMENT**



# REQUIREMENT

	Functional requirements			Information requirements
1	护肤指南	1 ) 成分科普 2 ) 肤质判断 3 ) 博主推荐		1. Skin care ingredients knowledge 2. Skin care knowledge 3. Bloggers for all skin type
2	皮肤问题	1 ) 痘痘闭口 2 ) 黑头毛孔 3 ) 黑眼圈		1. Solution and definition of different skin problems
3	平价护肤	1 ) 油性肌肤 ( 1保湿   2清洁   3防晒 ) 2 ) 干性肌肤 ( 1保湿   2清洁   3防晒 ) 3 ) 混合肌肤 ( 1保湿   2清洁   3防晒 ) 4 ) 中性肌肤 ( 1保湿   2清洁   3防晒 )		1. Discount information of cost-effective products (Cleanser/Moisturizer/Lotion/Sunscreen) for all skin types
4	护肤心得	1 ) 护肤品种草 2 ) 护肤品踩雷 3 ) 皮肤改善分享		1. Share from the users
5	会员	1 ) 注册 2 ) 登陆		1. Membership

# DATA RESEARCH

	Source	Information	URL
1	Official website of Skin care brand that focus on selling cost-effective products	Brand's discount Information	<a href="https://www.dove.com/hk/">https://www.dove.com/hk/</a> <a href="https://deciem.com/en-us/theordinary">https://deciem.com/en-us/theordinary</a> <a href="https://www.muji.com/hk/">https://www.muji.com/hk/</a> <a href="https://www.thebodyshop.com/zh-hant-hk/">https://www.thebodyshop.com/zh-hant-hk/</a> <a href="https://www.innisfree.com/hk/zh/">https://www.innisfree.com/hk/zh/</a> <a href="https://www.buys.hk/belif/html/eshop-checkout-zh.html">https://www.buys.hk/belif/html/eshop-checkout-zh.html</a> <a href="https://www.thefaceshop.com.my/">https://www.thefaceshop.com.my/</a> <a href="https://www.origins.hk/">https://www.origins.hk/</a>
2	Hong Kong online shop of selling skin care products	Discount Information of cost- effective products	<a href="https://www.mannings.com.hk/">https://www.mannings.com.hk/</a> <a href="https://www.watsons.com.hk/">https://www.watsons.com.hk/</a> <a href="https://www.parknshop.com/zh-hk/">https://www.parknshop.com/zh-hk/</a> <a href="https://www.wellcome.com.hk/zh-hant">https://www.wellcome.com.hk/zh-hant</a> <a href="https://www.ztore.com/tc/">https://www.ztore.com/tc/</a> <a href="https://www.foodpanda.hk/zh/">https://www.foodpanda.hk/zh/</a> <a href="https://www.sephora.hk/sale">https://www.sephora.hk/sale</a> <a href="https://www.sasa.com.hk/">https://www.sasa.com.hk/</a>

# DATA RESEARCH

	Source	Information	URL
3	Websites/forum that provide professional skin care information	Professional skin care information	<a href="https://dxy.com/baike/category/24840?tag_id=0">https://dxy.com/baike/category/24840?tag_id=0</a> <a href="http://face.39.net">http://face.39.net</a> <a href="https://www.zhihu.com/people/dermatitis">https://www.zhihu.com/people/dermatitis</a> <a href="https://www.zhihu.com/people/jian-rui-shi-you-31">https://www.zhihu.com/people/jian-rui-shi-you-31</a> <a href="https://www.bevol.cn">https://www.bevol.cn</a> <a href="http://www.cosdna.com">http://www.cosdna.com</a> <a href="https://www.cosmeticsinfo.org">https://www.cosmeticsinfo.org</a>
4	Bloggers from Wechat/Weibo official accounts or Youtube who provide professional skin care information	Professional skin care information	<a href="https://www.youtube.com/c/Tati">https://www.youtube.com/c/Tati</a> <a href="https://www.youtube.com/c/taylorwynn">https://www.youtube.com/c/taylorwynn</a> <a href="https://www.youtube.com/c/PONYMakeup">https://www.youtube.com/c/PONYMakeup</a> <a href="https://weibo.com/u/1807068244?is_all=1">https://weibo.com/u/1807068244?is_all=1</a> <a href="https://weibo.com/u/2412955604">https://weibo.com/u/2412955604</a> <a href="https://weibo.com/u/5882446271">https://weibo.com/u/5882446271</a> <a href="https://weibo.com/u/512558398">https://weibo.com/u/512558398</a>

# 03 DESIGN



# ACQUISITION – LANDING PAGE

SKIN YOUNG

1

護膚指南 ▾ 皮膚問題 ▾ 膚質護膚 ▾ 護膚心得 會員 ▾

2

SALE SALE  
油皮平价

SALE SALE  
好物推荐

油皮產品推薦

每周一更新  
SKIN YOUNG等你

3

青春期的你，正在被這些問題干擾嗎？

我們的身體在青春期時會經歷相當大的變化。情緒與皮膚都會受到影響。身體與臉部肌膚的保養在這段

時期是相當重要的。以下建議能幫助您擺脫黑頭、痘痘及黑眼圈等問題。

黑 头



痘 痘



毛孔粗大



黑 眼 圈



## Functional Information

1. Give the instruction of skin care
2. Banner were designed to focus on the topic the youngsters may be interested
3. Focus on the touchpoint of youngsters (give the solution of skin problems they may face directly)

# ACQUISITION – LANDING PAGE

4

護膚基本法，僅需三步

護理皮肤沒有想象中難，健康、自然的極簡護膚方式，讓我們的肌膚回到原本的樣貌

Step1 潔面

Step2 保濕

Step3 防曬

了解更多

請選擇相應的膚質，本站會為你推薦合適的清潔、保濕及防曬產品～

了解自己的膚質，可以選擇：

油性 乾性 中性 混合

不太了解自己的膚質，可以點擊下方：

膚質判斷，再進行產品選擇吧！

關閉

5

產品推薦

本站熱銷產品，一起體驗吧！

Col#: 1  
【Sephora Collection】 Coach x Sephora Collection Tea Rose Eye Mask Set (Limited Edition)  
改善暗啞  
原價: HK\$130.00  
折扣價: HK\$110.50

Col#: 2  
【The Ordinary】Hyaluronic Acid 2% + B5  
面霜前使用，保濕更有效  
原價: 56.00 HKD  
折扣價: 43.12 HKD

Col#: 3  
【多芬】潤澤水嫩潔面泡泡  
產品產生持久豐盈的乳狀泡泡  
原價: 暫無活動  
折扣價: HK\$49.00

評論

共xx条评论  
大美是我呀  
真的很好用呀！

登入 · 分享你的意見吧！

關閉 提交

★ 4 ● 4

## Functional Information

### 4. Skin care guidance

Users will be directed to product consumption / classification of skin type if he/she don't familiar with their type

### 5. Product consumption

- 1) Users can buy the product through being redirect to the official brand website/ HK well-known online shop
- 2) Users can leave comment and add their desired products into wish list

# ACTIVATION / RETENTION – COMMENT/WISH LIST FUNCTION

The screenshot shows a product listing page with three items. Item 1 is a Coach x Sephora Tea Rose Eye Mask Set (Limited Edition) at Col#: 1. Item 2 is The Ordinary Hyaluronic Acid 2% + B5 at Col#: 2. Item 3 is Dove Hand Wash at Col#: 3.

A red arrow points from the bottom right of the image to the word "quality issue". Another red arrow points from the bottom left to the "comment" and "rating" buttons for item 1, which are highlighted with a red border.

**Trigger action (Part 1) :**

- 1) Commodity/columns can be commented/ added to wish list.
- 2) Users may also come back because of the comment & wish list function

quality issue

# ACTIVATION / RETENTION - COMMUNITY

SKIN YOUNG



護膚品種草 \ 護膚品踩雷 \ 皮膚改善分享



## Trigger action (Part 2) :

- 1) Users can share their experience about skin care on the website community



【Jessica\_112】

混合/21歲/3膚齡

空瓶記#1 | 敏感肌偏干愛用&雷品

★ 4

4

【Yang的月光】

油皮/25歲/5膚齡

澳洲Eaoron玻尿酸水光针精华试用

★ 4

4

【滿滿的幸福感】

油皮/18歲/2膚齡

Curel 氨基酸泡沫洗面奶

★ 4

4

# SOLUTION OF QUALITY ISSUES – CREDIBILITY OF COLUMN

SKIN YOUNG

護膚指南 ▾ 皮膚問題 ▾ 平價護膚 ▾ 護膚心得 會員 ▾

痘痘闭口



【痘坑的两种医美解决法】  
——是醒醒呀

紅痘印和抗炎有什麼關係？護膚品怎麼抗炎？

★★ 4 ★★ 4



【红痘印会发黑？黑痘印怎么办？】  
——是醒醒呀

黑痘印，就是红色痘印炎症久未消退而形成的黑色素沉澱，那對於黑色素我們該做什麼呢？

★★ 4 ★★ 4



【红痘印，Bye Bye啦！！！】  
——是醒醒呀

對抗痘坑，醫美要選好

★★ 4 ★★ 4

## Solution:

The columns are all reprinted  
1) websites/forum that provide professional skin care information, and 2) the bloggers of Wechat/Weibo official accounts or Youtube who provide professional skin care information

# SOLUTION OF QUALITY ISSUES – RELIABILITY OF UGC

膚質  
油皮

年齡  
12-15歲

護膚年齡  
0-1年

皮膚問題  
痘痘 閉口 黑頭毛孔 黑眼圈

關閉 保存

## Solution:

Users will be recommended to label their own skin characteristics during registration.

Not only providing additional information, this function will give other users the reference whether others' comment is reliable or not.

SKIN YOUNG

護膚指南 ▾ 皮膚問題 ▾ 平價護膚 ▾ 護膚心得 會員 ▾

## 护肤社区

快来分享你的护肤感受吧！

護膚品種草 \ 護膚品踩雷 \ 皮膚改善分享



Jessica\_1121  
混合/21歲/3膚齡  
空瓶記#1 敏感肌偏干愛用&雷品

★★★ 4 评论 4



【Yang的月光】  
油皮/25歲/5膚齡  
澳洲Eaoron玻尿酸水光针精华试用

★★★ 4 评论 4

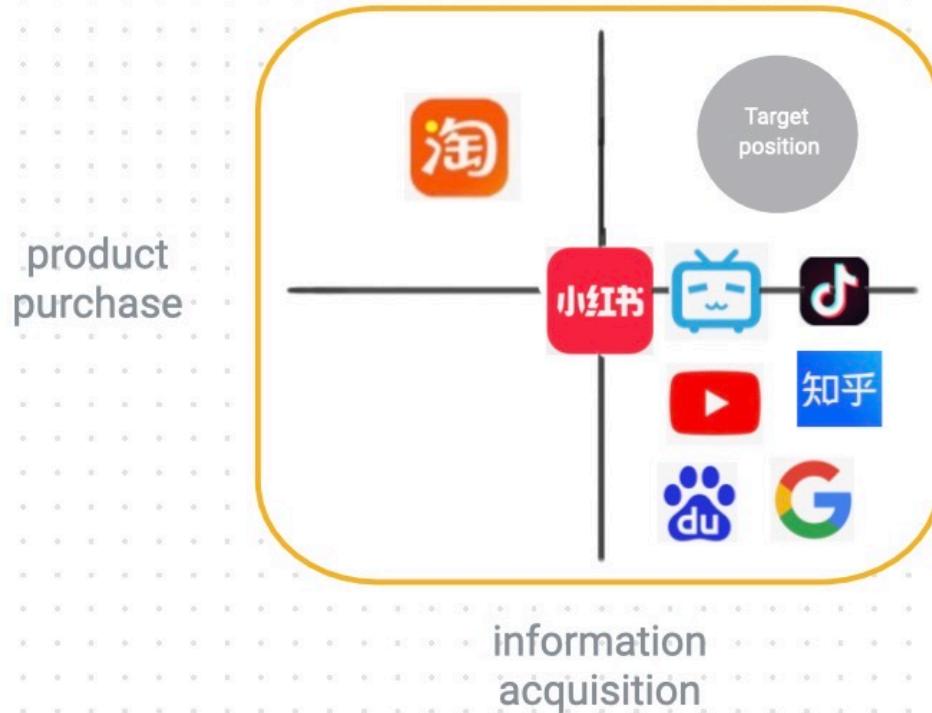


【滿滿的幸福感】  
油皮/18歲/2膚齡  
Curel 氨基酸泡沫洗面奶

★★★ 4 评论 4

# POSITION MAP

## Positioning Map



# DIFFERENCES WITH COMPETITORS

SKIN YOUNG

护肤指南 ▾

皮肤问题 ▾

肤质护肤 ▾

护肤心得

會員 ▾

#成分科普

#痘痘闭口

油性肌肤

#肤质判断

#黑头毛孔

干性肌肤

#过敏

混合肌肤

中性肌肤

更多内容

登入

註冊

由皮博士

#我是什 么肤质？

- 1) Clear guidance of skin care ;
- 2) Focus on young people's skin care issues

# DIFFERENCE WITH COMPETITORS

油性肤质

温和清洁，加强保湿，注意油水平衡

1 清洁 \ 2 保湿 \ 3 防晒



Clear guidance of skin care :  
step by step



# 04

## TEST & EVALUATION



# USABILITY – TEST PLAN

## The tested product

A platform about youngsters skin care

## Test objectives

1. Understand the website value proposition – the concept of ‘Less is more’ in skin care
2. Notice that the products recommended base on different skin types
3. Understand how to communicate with other users

## Representative users

The teenagers who want to improve their skin health with insufficient knowledge of skin care and low budget

## Test tasks

1. Find the skin care products that suit your skin type 找到适合自己肤质的护肤商品
2. Sign up for the service 注册会员
3. Find articles about skin care knowledge/skin problems 找到有关护肤知识/皮肤问题的文章
4. Comment on the article 对文章发表评论
5. View message 查看消息

# USABILITY – FIGMA PROTOTYPE (DESKTOP)

The image displays a 2x5 grid of wireframe designs for a skincare website. The top row contains five wireframes: 1. Product Page: Shows a main product image with 'banner 极简护肤 1+1+1 (网站介绍/理念)' and three steps below: 'step 1 清洁', 'step 2 保湿', and 'step 3 防晒'. It also includes a sidebar with '专栏' (Columns) and '产品推荐' (Product Recommendations). 2. 登入 (Login): A modal window titled '欢迎来到box!' with fields for '用户名' (Username) and '密码' (Password), and buttons for '登入' (Log In) and '注册' (Register). 3. 注册 (Registration): A similar modal window to the login one, with fields for '用户名' (Username), '密码' (Password), and '确认密码' (Confirm Password), and a '注册' (Register) button. 4. 注册2: Another registration modal with fields for '昵称' (Nickname), '年龄' (Age), '性别' (Gender), '护肤年龄' (Skincare Age), '皮肤问题' (Skin Problems), and '完成' (Finish) and '取消' (Cancel) buttons. The bottom row contains five more wireframes: 5. 品牌官网跳转 (Brand Website Redirect): A page with '联系我们' (Contact Us), '关于我们' (About Us), '商业合作' (Business Cooperation), '免责声明' (Disclaimer), and '版权声明' (Copyright Statement). 6. 专栏 (Columns): A section with '商品 专栏' (Product Column) and '消息 收藏 登入' (Messages, Collection, Log In). It lists categories like '#极简护肤', '#成分科普', and '#皮肤问题', each with a brief description and a '点我' (Click Me) button. 7. 账户与消息 (Accounts and Messages): A section with '商品 专栏' (Product Column) and '消息 收藏 登入' (Messages, Collection, Log In). It shows a user profile with '用户名' (Username) '油油/22岁/5年', a '消息' (Messages) section with a message from '客服' (Customer Service) about a product return, and a '愿望清单' (Wish List) section. 8. 收藏 (Collections): A section with '商品 专栏' (Product Column) and '消息 收藏 登入' (Messages, Collection, Log In). It features a '愿望清单' (Wish List) section with a product image and a '专栏收藏' (Column Collection) section with a product image. 9. 评论 (Comments): A section with '商品 专栏' (Product Column) and '消息 收藏 登入' (Messages, Collection, Log In). It shows a comment form with a placeholder '写下你的评论...' (Write your review...) and a '确认' (Confirm) button. The footer of each page includes links to '联系我们' (Contact Us), '关于我们' (About Us), '商业合作' (Business Cooperation), '免责声明' (Disclaimer), and '版权声明' (Copyright Statement).

# USABILITY – FIGMA PROTOTYPE (MOBILE)

The image displays a grid of 12 Figma mobile prototypes for a skincare application, arranged in three rows. Each prototype is a wireframe showing the layout and components of a specific screen. The screens include:

- 主页 (Home):** Shows a banner for "美白护肤 1+1" (Whitening Skin Care 1+1), a sidebar with categories, and a main content area with "step 1 清洁", "step 2 保湿", and "step 3 防晒".
- 产品推荐 (Product Recommendation):** Shows a sidebar with categories and a main content area with "step 1 清洁", "step 2 保湿", and "step 3 防晒".
- 登入 (Login):** A modal with the title "欢迎来到xxx！" (Welcome to xxx!) and fields for "用户名" (Username), "邮箱" (Email), and "密码" (Password).
- 注册 (Registration):** A modal with the title "欢迎来到xxx！" (Welcome to xxx!) and fields for "用户名" (Username), "邮箱" (Email), and "密码" (Password). It also includes sections for "肤质" (Skin Type), "年龄" (Age), "护肤年龄" (Age of skincare), and "皮肤问题" (Skin Problem).
- 品牌产品跳转 (Brand Product Transfer):** Shows a sidebar with categories and a main content area.
- 专栏 (Column):** Shows a sidebar with categories and a main content area.
- 消息 (Message):** Shows a sidebar with categories and a main content area.
- 收藏 (Collection):** Shows a sidebar with categories and a main content area.
- 评论 (Comment):** Shows a sidebar with categories and a main content area.
- 品牌产品官网 (Brand Product Official Website):** Shows a sidebar with categories and a main content area.

# USABILITY – ANALYSIS OF RESULT

Table1: Test result

	Task1	Task2	Task3	Task4	Task5	Success rate Average: 96%
	找到适合自己肤质的护肤商品	注册会员	找到有关护肤知识/皮肤问题的文章	对文章发表评论	查看消息	
Individual 1 (mobile)	✓ 34s	✓ 21s	✓ 16s	✗ 22s	✓ 4s	80%
Individual 2 (mobile)	✓ 10s	✓ 25s	✓ 8s	✓ 13s	✓ 5s	100%
Individual 3 (desktop)	✓ 56s	✓ 16s	✓ 6s	✓ 38s	✓ 5s	100%
Individual 4 (mobile)	✓ 23s	✓ 17s	✓ 9s	✓ 15s	✓ 5s	100%
Individual 5 (mobile)	✓ 10s	✓ 15s	✓ 8s	✓ 25s	✓ 4s	100%
Efficiency Average: 16.43s/T	26.6s/I	18.8s/I	9.4s/I	22.75s/I	4.6s/I	

\*T: task / I: Individual /s: second

# USABILITY – ANALYSIS OF RESULT

Table2: 10 questions of SUS

Questions	I1	I2	I3	I4	I5	average
• I think that I would like to use this system frequently.	8	7	9	10	8	8.33
• I found the system unnecessarily complex.	1	1	1	2	3	2.67
• I thought the system was easy to use.	8	9	9	10	8	8.67
• I think that I would need the support of a technical person to be able to	2	1	1	2	4	4
• I found the various functions in this system were well integrated.	7	7	9	10	7	8
• I thought there was too much inconsistency in this system.	1	1	1	3	3	2.33
• I would imagine that most people would learn to use this system very quickly.	9	8	9	10	8	8.83
• I found the system very cumbersome to use.	1	1	1	3	3	2.33
• I felt very confident using the system.	9	6	9	10	8	8.33
• I needed to learn a lot of things before I could get going with this system.	1	1	3	1	3	3.17
<b>SUS Score</b>	94	90	98	96	79	91.4

\* I: Individual

# USABILITY – ANALYSIS OF RESULT

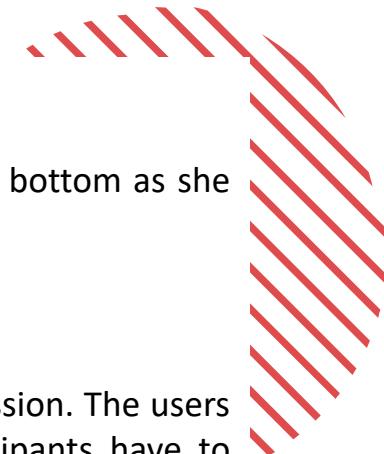
## 1. Effective completion

In table 1, the average success rate of tasks is 96%. All the users completed all the tasks except the individual 1 have not finished test 4. She cannot find the comment bottom as she thought it is small and hard to find.

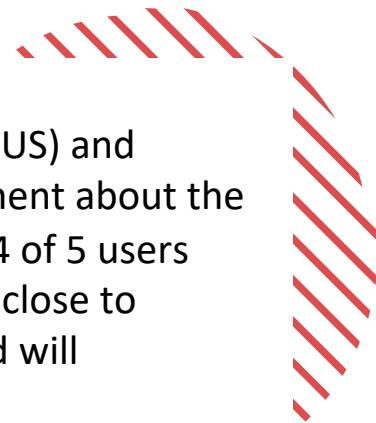
## 2. Efficiency

Overall, the average time to complete rate is 16.43 seconds per task in table 1. Task 5 is the fastest to be completed (4.6s) as it is a straightforward and one-step mission. The users take the slowest time of completing task 1(26.6s) which is a test that the participants have to complete it after few steps and make some guess.

For the task 3, it took 9.4s to finish on average, which is also a relatively quick task since the article ‘专栏’ button is obvious in the front page. Task 2 was completed by 18.8s averagely. Although there is no register button, all the users know they could do the registration through log in function. While the website recommends users add more information about themselves through choosing some options, it takes longer time. In task 4, the participants finished it in 22.75s averagely. Most of them thought that the ‘comment’ button of the article is hard to find as it is too small.



# USABILITY – ANALYSIS OF RESULT



## 3. Overall satisfaction

For the satisfaction of the website usability, I use the System Usability Scale(SUS) and develop a questionnaire that including 10 template questions to get a judgement about the usability of my website. Overall, the average SUS score is 91.4 in the table 2. 4 of 5 users gave a score higher than 80.3 and the individual 5 gave a score of 79 which is close to 80.3.(80.3 or higher is an A in the SUS.) That means the users love my site and will recommend it to their friends.

## Recommendation of the users

Highlight the section where products are sold

Add the search function

Enlarge the ‘comment’ button

# TRACK ANALYSIS

## Page view & duration:

Surprisingly, 1) the click number of register and login page rank the first and the fifth, that means the website successfully lead users to be willing to become the members of the website. The duration of register also rank the first, people are willing to stay on the page and browse the information of membership

2) Rather than the landing page, the '/product\_oil' (page for selling skin products of oil skin type) rank the second, which has the second long duration. Users are care about the products the website sell and willing to browse the content of the page. Also, it is guessed that most of the users are oil skin type.

3) Users will more curious about the columns about skin problem while the 'problem hei'(page about the columns of dark circles) and 'problem dou'(page about the columns of pimples) rank the forth and the sixth.

4) The page of guide\_classify (page that help users to classify their skin type) successfully make users to stay as the duration of this page rank the third. It is important that people stay at this page for more time as it will lead to product consumption especially for the new comers who are not familiar with their skin type.

网页	网页浏览量	唯一身份浏览器量	平均页面停留时间	进入次数	跳出率	退出百分比	网页价值
	1,011 占总数的百分比: 100.00% (1,011)	322 占总数的百分比: 100.00% (322)	00:00:28 平均浏览次数: 00:00:28 (0.00%)	144 占总数的百分比: 100.00% (144)	0.69% 平均浏览次数: 0.69% (0.00%)	14.24% 平均浏览次数: 14.24% (0.00%)	HK\$0.00 占总数的百分比: 0.00% (HK\$0.00)
1. /	466 (46.09%)	137 (42.55%)	00:00:28	130 (90.28%)	0.00%	20.82%	HK\$0.00 (0.00%)
2. /register	90 (8.90%)	21 (6.52%)	00:00:57	4 (2.78%)	0.00%	10.00%	HK\$0.00 (0.00%)
3. /product_oil	68 (6.73%)	23 (7.14%)	00:00:47	2 (1.39%)	0.00%	10.29%	HK\$0.00 (0.00%)
4. /problem_hei	67 (6.63%)	27 (8.39%)	00:00:15	1 (0.69%)	100.00%	11.94%	HK\$0.00 (0.00%)
5. /login	54 (5.34%)	13 (4.04%)	00:00:15	0 (0.00%)	0.00%	3.70%	HK\$0.00 (0.00%)
6. /problem_dou	48 (4.75%)	15 (4.66%)	00:00:13	1 (0.69%)	0.00%	2.08%	HK\$0.00 (0.00%)
7. /guide_classify	40 (3.96%)	14 (4.35%)	00:00:43	2 (1.39%)	0.00%	2.50%	HK\$0.00 (0.00%)
8. /guide_ingre	30 (2.97%)	12 (3.73%)	00:00:04	0 (0.00%)	0.00%	13.33%	HK\$0.00 (0.00%)
9. /community	28 (2.77%)	13 (4.04%)	00:00:06	1 (0.69%)	0.00%	17.86%	HK\$0.00 (0.00%)
10. /product_dry	18 (1.78%)	6 (1.86%)	00:00:04	1 (0.69%)	0.00%	16.67%	HK\$0.00 (0.00%)
11. /product_mixed	18 (1.99%)	7 (2.36%)	00:00:05	0 (0.00%)	0.00%	11.11%	HK\$0.00 (0.00%)
12. /problem_quan	12 (1.33%)	5 (1.68%)	00:00:04	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
13. /guide_blogger	10 (1.10%)	4 (1.35%)	00:00:04	0 (0.00%)	0.00%	10.00%	HK\$0.00 (0.00%)
14. /guide_blogger_oil	10 (1.10%)	3 (1.01%)	00:00:09	0 (0.00%)	0.00%	10.00%	HK\$0.00 (0.00%)
15. /product_neutral	10 (1.10%)	5 (1.68%)	00:00:06	0 (0.00%)	0.00%	20.00%	HK\$0.00 (0.00%)
16. /product_oil_2	6 (0.66%)	2 (0.67%)	00:00:01	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
17. /product_oil_3	6 (0.66%)	2 (0.67%)	00:00:02	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
18. /product_oil_1	4 (0.44%)	2 (0.67%)	00:00:02	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
19. /?gtm_debug=1639335024546	2 (0.22%)	1 (0.34%)	00:00:03	1 (0.78%)	0.00%	0.00%	HK\$0.00 (0.00%)
20. /?gtm_debug=1639335936748	2 (0.22%)	1 (0.34%)	00:13:47	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
21. /community_cao	2 (0.22%)	1 (0.34%)	00:00:01	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
22. /community_improve	2 (0.22%)	1 (0.34%)	00:00:06	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
23. /community_lei	2 (0.22%)	1 (0.34%)	00:00:01	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
24. /product_mixed_2	2 (0.22%)	1 (0.34%)	00:00:02	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
25. /product_mixed_3	2 (0.22%)	1 (0.34%)	00:00:01	0 (0.00%)	0.00%	0.00%	HK\$0.00 (0.00%)
26. /skin_type	2 (0.22%)	1 (0.34%)	00:00:00	1 (0.78%)	0.00%	50.00%	HK\$0.00 (0.00%)

# AB TEST - TEST PLAN

A

SKIN YOUNG

平價護膚

護膚指南 皮膚問題 平價護膚 護膚心得 會員

## 干皮产品 平价推荐

12.13 +  
~ 12.20

12.13 上线 每周一更新  
SKIN YOUNG等你

青春期的你，正在被這些問題干擾嗎？

我們的身體在青春期時會經歷相當大的變化。情緒與皮膚都會受到影響。身體與臉部肌膚的保養在這段時期是相當重要的。以下建議能幫助您擺脫黑頭、痘痘及黑眼圈等問題。

黑头 痘痘 毛孔粗大 黑眼圈

B

SKIN YOUNG

膚質護膚

護膚指南 皮膚問題 膚質護膚 護膚心得 會員

## 干皮产品 平价推荐

12.13 +  
~ 12.20

12.13 上线 每周一更新  
SKIN YOUNG等你

青春期的你，正在被這些問題干擾嗎？

我們的身體在青春期時會經歷相當大的變化。情緒與皮膚都會受到影響。身體與臉部肌膚的保養在這段時期是相當重要的。以下建議能幫助您擺脫黑頭、痘痘及黑眼圈等問題。

黑头 痘痘 毛孔粗大 黑眼圈

### Variable of AB test:

In my assumption, in order to attract more users to click on the product consumption section of the website, I use '平價護膚' as the button title of this section. In the AB test, I changed the '平價護膚' button back to its original meaning '膚質護膚'

# AB TEST - RESULT



会话时长 [主要](#) [按分布](#) [在 Analytics \(分析\) 中查看](#) [导出](#)

基于截至 2021年12月13日周一 GMT+8 下午8:26的 Google Analytics (分析) 数据。 ⓘ

变体	实测数据			优化工具分析		
	实验会话数	会话总时长	计算出的每次会话的时长	最佳组合概率	根据模型估算的每次会话的时长	根据模型估算的提升幅度
原始版本	46	00:47:58	00:01:03	39%	00:00:30 00:01:40	基准
变体 1	37	00:44:14	00:01:12	61%	00:00:33 00:01:53	-50% - 151%

## Result of AB test:

In the result ,the duration of the new version(version B) is greater than the original version(version A). Thus, I will change the '平價護膚' button of navigation to '膚質護膚' .

# RECOMMENDATION

## 1. Further development

In the short term, the first objective of the website is acquisition and activation/retention of users. After the website can gain more traffic, the producers will have greater bargaining power to persuade the brands to cooperate with my website. While the website could have more brand resources, more users and consumers could be attracted to maintain the system of the website. The second goal is gaining the fees of membership as it is an important part of operating the website sustainably.

In the long term, it is hoped that the website can have a relatively fixed income. At that time, the website can be expanded by recruiting more laborers , adding more commodities and developing with more functions, like payment. Moreover, a channel that serves the brand suppliers can be built in order to decrease the labor cost and more products can be sold.

## 2. Further market studies —— focus on the skin care products made by brands of mainland China

This year, the brands of domestic beauty largely increased. While the distribution channels of foreign skin care products are mature and adequate, it doesn't have enough channels for selling the domestic products. Also, many domestic brands are not well-known but have the products with high quality and great price, maybe the market of domestic beauty can be focused in the future.

# APPENDIX

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## 1. Figma prototypes

<https://www.figma.com/file/FOGYB8FkZo5mgTV0BccvR0/mobile-new?node-id=0%3A1>

<https://www.figma.com/file/yahpZWeZbiqDsSpaAAvDGO/desktop-new?node-id=0%3A1>

## 2. 3<sup>rd</sup> party Bootstrap templates: Made with Pingendo Free

## 3. Website for Data scraping

<https://www.sephora.hk/sale>

<https://www.mannings.com.hk/>

<https://weibo.com/>

<https://www.youtube.com/>

<https://mp.weixin.qq.com/s/>

<https://www.dove.com/hk/skin-care/>

<https://deciem.com/en-hk/theordinary/>