Website Objectives

There exists no personal website of Hins Cheung (a singer) in the market. For people who are fans of him, they have to search in Wikipedia to know the information of his albums, search in YouTube to watch his concerts, and search in other websites to read articles about him and his events. Some of them even don't know how to follow his social accounts. Moreover, it is more troublesome for people who are not fans but want to know more about him. As a big fan of Hins Cheung, I intend to build a website that can combines all the information needed for better review.

Target Users

- Fans of singer Hins Cheung
- People who have heard about Hins Cheung and want to know more about him

Usability Test

To evaluate the effectiveness and efficiency of the wireframe, five target users are invited to conduct the usability test. Among the five users, three are fans of Hins Cheung and two are people who have heard about him but not fans of him. The users are asked to perform the following tasks:

(1) How do you find the sales of Hins Cheung's albums?
(2) How do you find more information of the concert Hinsideout?
(3) How do you find the location of the canteens owned by Hins Cheung?
(4) How do you find the Facebook account of Hins Cheung?
(5) How do you leave a message to this website?

In terms of the completion of the tasks, all of them complete the five tasks. Most of them complete the tasks easily and clearly. However, there are some problems revealed in the usability test. For task (2), user B who is a fan of Hins Cheung finds it time-consuming to look for one concert of the concerts listed without classification or navigation. Also for task (2), user C (fans) points out that only the photo cannot urge users to click, and that there should be a button. For task (4). User D (not fans) first clicks "聯繫我們" to check if there is the information she need. She then clicks "媒體帳號" to finally find the Facebook account of Hins Cheung.

Based on the problems and suggestions above, this website makes the following changes: a. Classify the concerts based on the venue, one of Hong Hum Stadium 紅館 and one of other venues 其他場地; b. The titles of the concerts should be displayed in "buttons"; c. Change the title name "媒體帳號" to "社交媒體"; d. May consider adding brief introduction of each section on index page.