

Final Project Report

Hins Cheung's Personal website

https://carmen-lu.github.io/Final_Project/index.html

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For Course COMM5961-2019

I. Introduction

Hins Cheung's personal website is a website introducing the singer Hins Cheung. It targets both fans of Hins Cheung and people who have heard about him and want to know more about him. As a fan of Hins Cheung, I find it difficult to search for his information at the first place because the information is scattered around the Internet. Moreover, many people do not know the channels for publishing information of Hins Cheung because of lack of publicity and lack of personal website. Therefore, I intend to build a personal website containing as much information as possible for the convenience of old fans and potential fans.

II. Strategy

i. Site Objectives

There exists no personal website of singer Hins Cheung 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 latest events. They have to spend a lot of time in searching for the information between several websites. Moreover, it is more troublesome for people who are not fans because they know fewer information channels. The fact that Hins Cheung first serves Universal Music Group then Emperor Entertainment Group makes it more difficult to collect information because of copyright issues. In order to save the time and energy spent in searching for information and combine all the information for better review, a personal website of Hins Cheung is developed.

ii. User Needs

The target users of this website are divided into two groups. The primary users are the fans of singer Hins Cheung. The secondary users are people who have heard about Hins Cheung and want to know more about him, in other words, potential fans.

In order to understand the needs of these two groups, the selection of target users for doing the usability test is carefully conducted. I invite five users, among them three are fans and two are not fans but interested in Hins Cheung. I ask them two questions in order to figure out the information channels they frequently use and their expectation

of this website:

- (1) What channels do you usually visit for obtaining the information of Hins Cheung?
- (2) If there is a personal website of Hins Cheung, what contents do you expect to find there?

For fans of Hins Cheung, the answers of question (1) are quite the same. Most of them obtain information from the Weibo of the official fans club and “Chaohua”, a fans community in Weibo. Some of them check Hins Cheung’s Instagram and YouTube Channel from time to time. For people who are not fans, they say that they do not actively search for Hins Cheung’s information. They sometimes pay attention to the moments in WeChat when their friends forward the news of Hins Cheung and his songs recommended by music software.

As for question (2), both groups express different expectations and the most mentioned ones are listed as follows: latest news, music information including singles and albums, awards, video introduction, his hobbies such as music canteen, concerts, social media, profile, beautiful pictures, interviews, and charity. One of the interviewees suggests that the website contain the concert videos of Hins Cheung because his lives attract him most.

Based on the principle of combining as much information as possible, a user journey map of the target users is developed as shown in Figure 1. Since the interviews of Hins Cheung are published in the social media of the official fans club, there will be direction of these social media as well.

User Journey Mapping			
Persona	Stage	Goal	Artifacts & touch points
Fans and potential fans of Hins Cheung	Awareness	Want to obtain information of Hins Cheung	/
	Search	Search online	Search engine Weibo etc
	Browse	To know his profile, awards, video introduction, and latest news	Index page
		To know the information of his music	Music Page
		To know his concerts and watch the videos	Concert page
		To know his hobbies	Development page
		To follow his social media accounts and watch his interviews	Social media page
		To see his beautiful photos	Pictures on top of each page
	Interact	Communicate with other fans	“Chaohua”
	Retain	Go back to the website to check updated information	Index page
		To review music information and re-watch concert videos	Music page and concert page

Figure 1. User Journey Mapping

From Figure 1, we can see that the needs of target users are mainly obtaining different information of Hins Cheung. Therefore, this personal website needs to provide as much information as needed.

III. Scope

i. Content Requirements

According to the user journey mapping, the information needed by target users is summarized into five categories, which are (1) basic introduction of Hins Cheung; (2) his latest news; (3) music information; (4) Concert information; (5) other information that are not related to music.

Basic information of Hins Cheung will consist of textual introduction and video introduction. The textual introduction makes excerpt from Wikipedia. The video introduction uses the video produced by TVB last year, which shows how Hins Cheung, born in Guangzhou, becomes singer in Hong Kong step by step. For the latest news of Hins Cheung, the articles are taken from the official website of Emperor Entertainment Group. The data of music and concert information are also scraped from Wikipedia but with personal checking because there are some incorrect and repeated information. For other information, the source of obtaining information is the respective official website.

ii. Functional Specifications

Users should be able to watch the introduction video and concert videos in the website. As for the part of other information, users should be able to find more related information with instruction. For example, users should be able to find the location of the canteens owned by Hins Cheung on the map appeared in the website.

IV. Structure and Skeleton

Based on the above, a site map of Hins Cheung's personal website is created as shown in Figure 2. Wireframe prototypes are created to serve as the draft accordingly (see Figure 3-8).

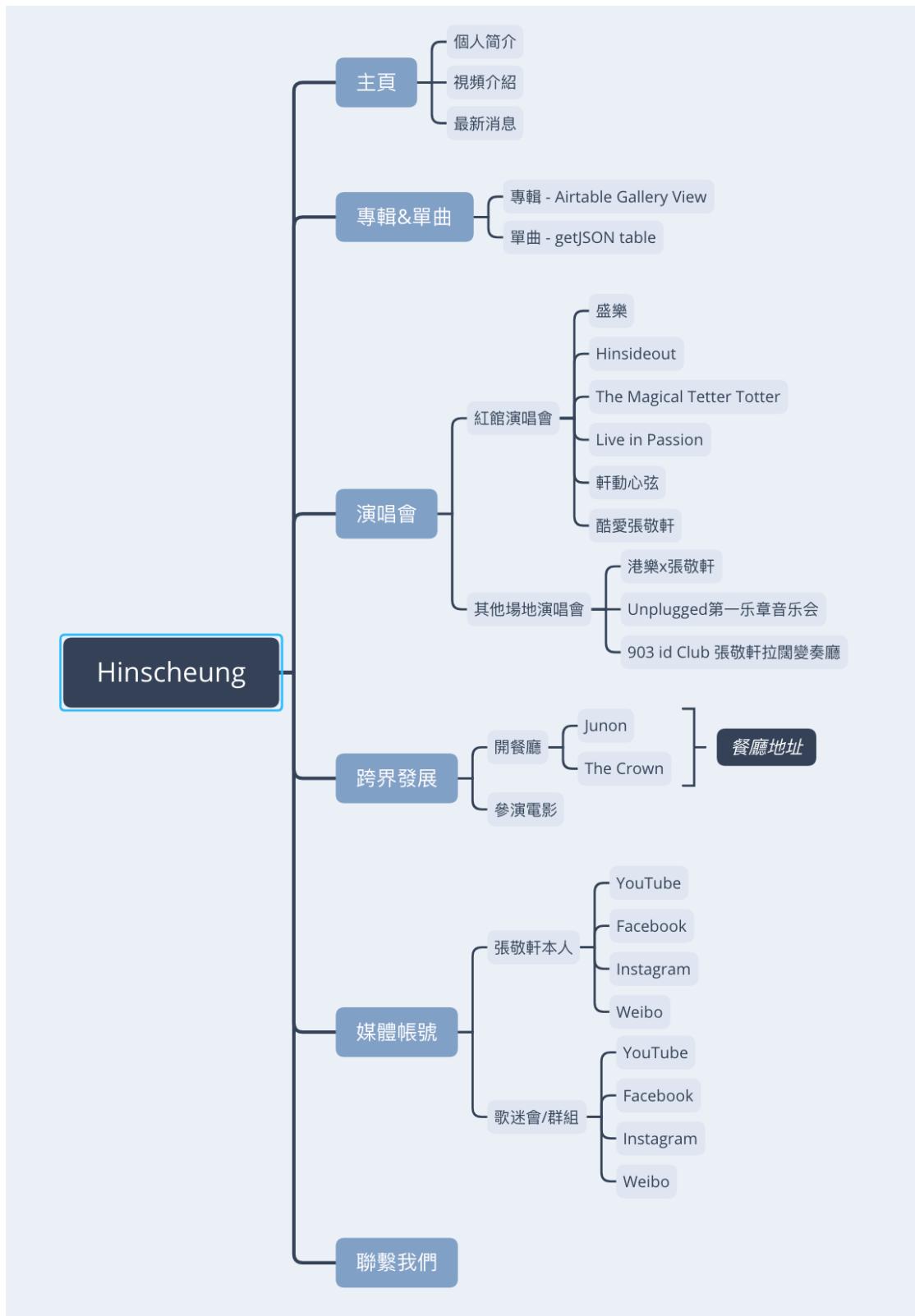
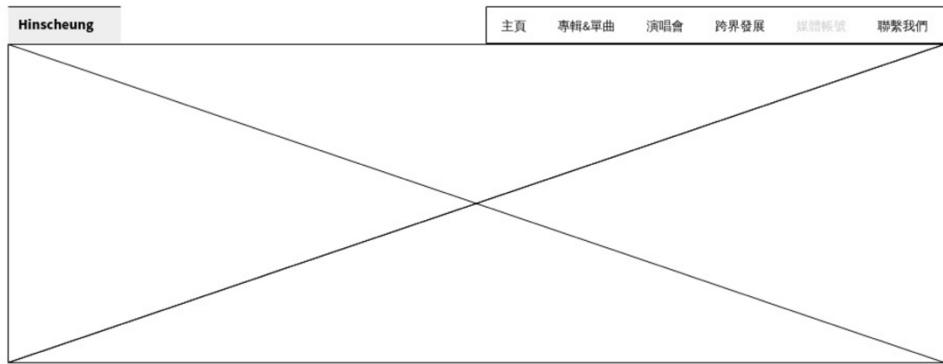


Figure 2. Sitemap



Figure 3. Wireframe – Index Page



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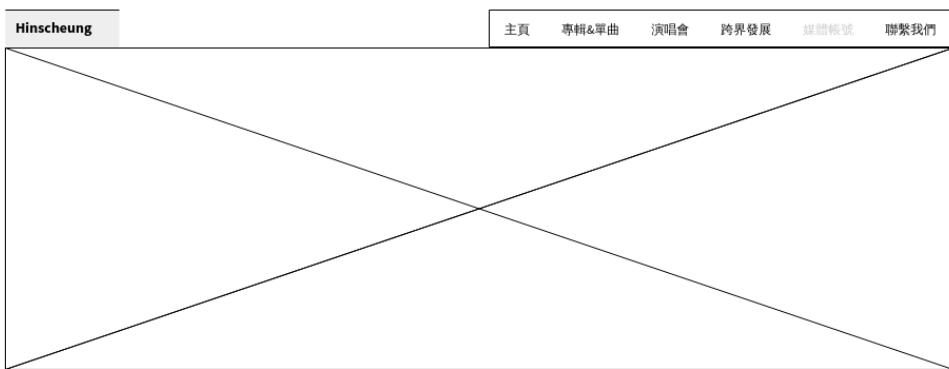
Airtable Gallery View

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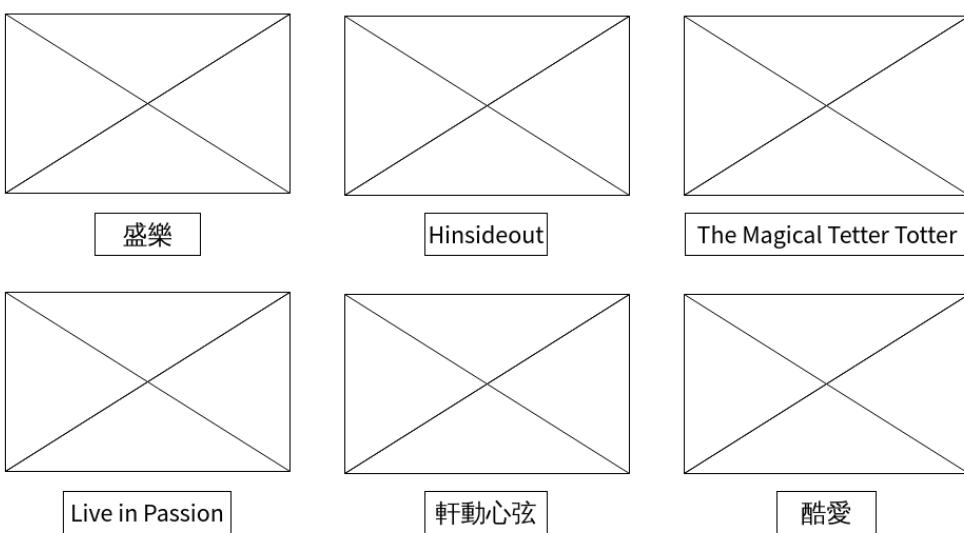
getJSON Table

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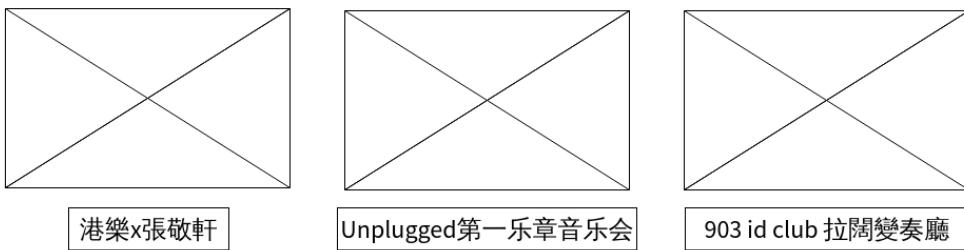
Figure 4. Wireframe – Music Page



紅館演唱會

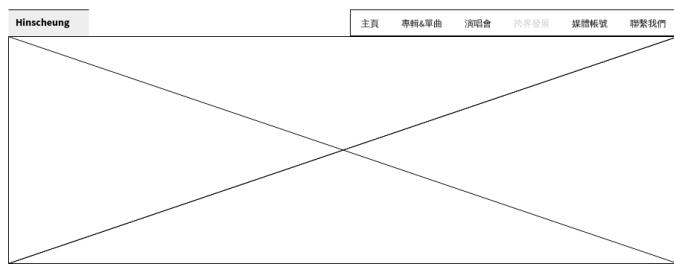


其他場地演唱會

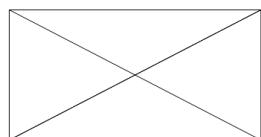


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Figure 5. Wireframe – Concert Page

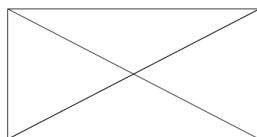


開餐廳



Junon

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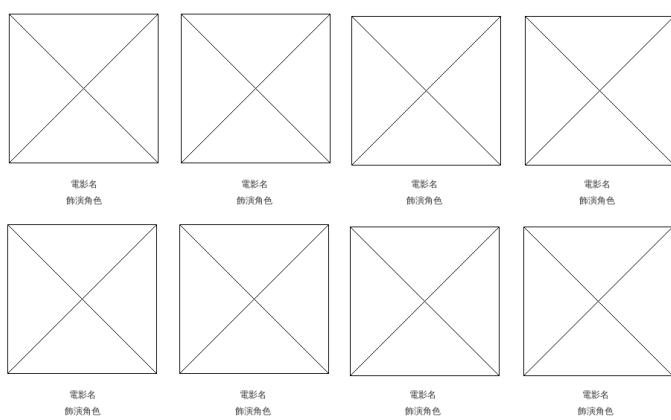
The Crown

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餐廳地址

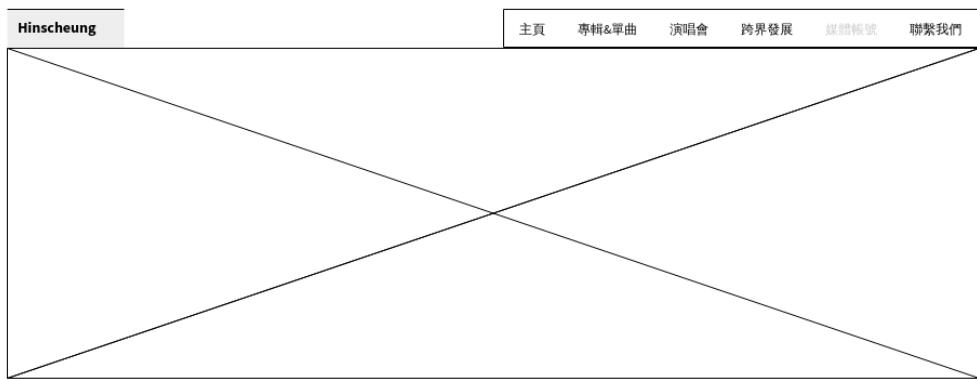


客串電影



腳注

Figure 6. Wireframe – Development Page



張敬軒本人



YouTube



Facebook



Instagram



Weibo

國際歌迷會



YouTube



Facebook



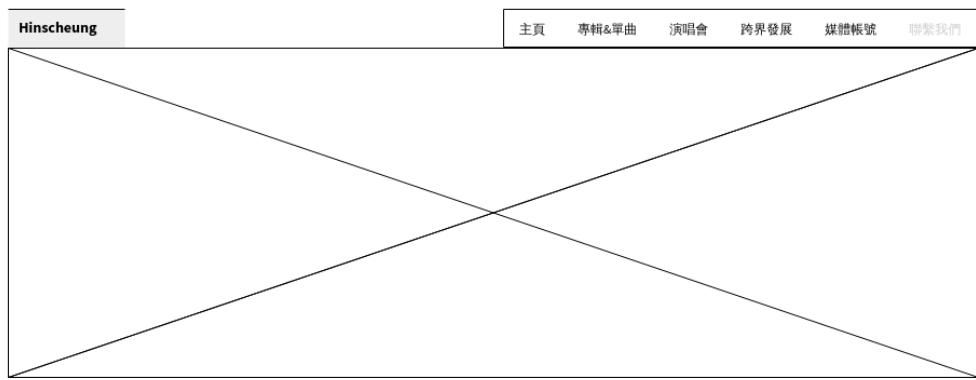
Instagram



Weibo

腳注

Figure 7. Wireframe – Social Media Page



A wireframe diagram of the contact page. On the left, there is a section titled '聯繫我們' (Contact Us) featuring a map of Hong Kong. Below the map are three contact details: a location pin icon followed by '香港中文大學' (The Chinese University of Hong Kong), an envelope icon followed by 'xxxxxx@gmail.com', and a phone icon followed by '(852) 12345678'. On the right, there is a section titled '留下意見' (Leave a Comment) containing three input fields: '姓名' (Name), '郵箱' (Email), and '意見' (Comment). A blue button labeled '提交' (Submit) is positioned below the comment field, and a link 'Attach Files' is located to its right.

腳注

Figure 8. Wireframe – Contact Page

As the wireframes show, the Index Page presents the basic introduction of Hins Cheung in forms of text and video and his latest news. The Music Page is about Hins Cheung's music work, including albums and singles. The Concert Page shows the concerts held in Hunghum Stadium and other stadiums. Users can watch the concert videos in the detail pages. The Development Page demonstrates the two hobbies of Hins Cheung, opening canteens and filming videos. The Social Media Page lists all the popular social media accounts of Hins Cheung as well as the accounts of fans club or fans group. Finally, the Contact Page enables users to bring up their suggestions.

To evaluate the effectiveness and efficiency of the wireframes, 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 are not fans of him. The users are asked to perform the following tasks.

- (1) How do you find the information of the album Senses Inherited of Hins Cheung?
- (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 "contact us" to check if there is the information she need. She then clicks "media account" to finally find the Facebook account of Hins Cheung.

Based on their performance, some problems are revealed. First, it is time-consuming to look for one concert of the concerts listed because there is no classification. Second, in the concert page, only the photo cannot urge users to click, and that there should be a button. Finally, the expression "media account" is confusing to one of the testers.

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 and one of other venues; b. The titles of the concerts should be displayed in “buttons”; c. Change the title name “media account” to “social media”.

V. Surface

I choose a Bootstrap template to help me design the whole website. The main color of characters in the website is yellow for attracting attention. An example screenshot of the Concert Page (see Figure 9) and another example screenshot of the Development Page (See Figure 10) are displayed as follows. I have adopted the advice of displaying concert titles in buttons. As for footer (See Figure 11) which is not well designed in the wireframes, I divide it into two columns, one for displaying quick links while the other for stating the declaration. For details and responsive design, please visit the website: https://carmen-lu.github.io/Final_Project/index.html.

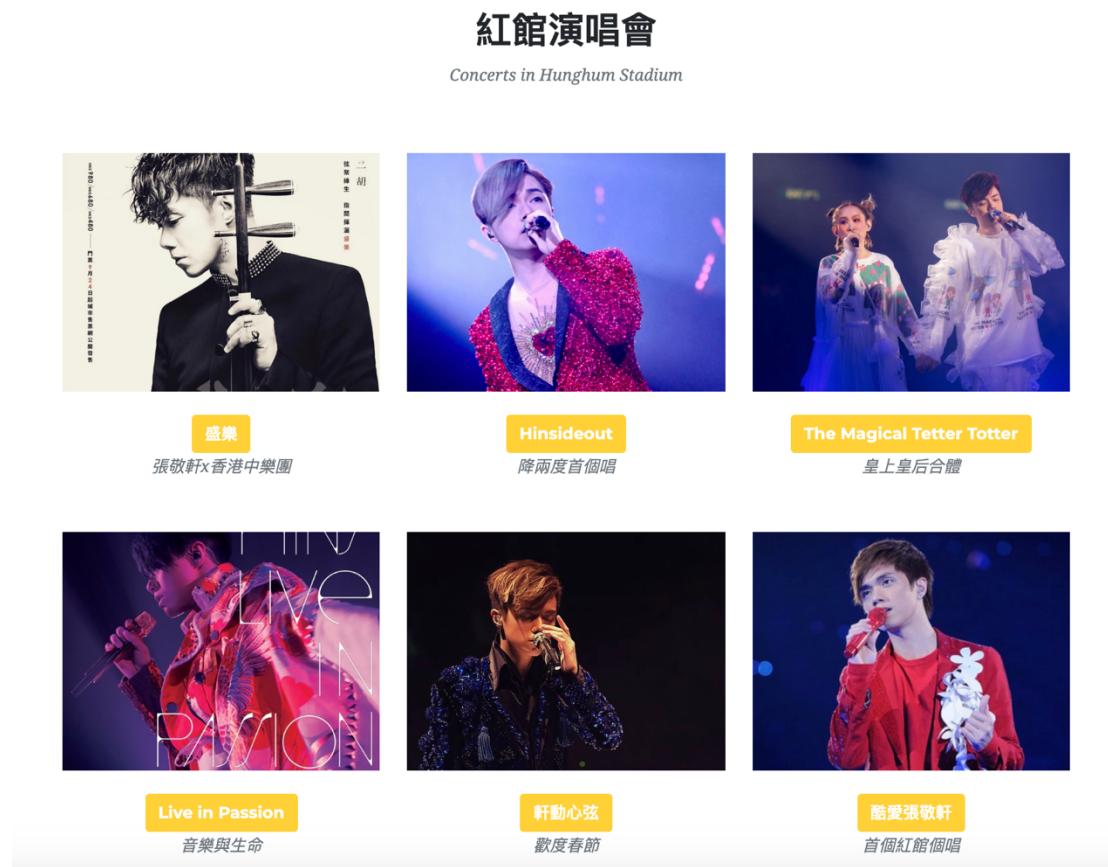


Figure 9. Screenshot – Concert Page



The Crown空中酒廊

2019年7月開業的「The Crown空中酒廊」是一個適合三五知己閒聊、喝酒、開派對的地方。酒廊內部設計由張敬軒主理，華麗氣派，大廳的室外雅座可以飽覽港島夜景。The Crown的酒類有不少選擇，紅白啤酒一應俱全，調酒師更特意調配3款特色雞尾酒，不愛喝酒的朋友也有果汁、茶、汽水等選擇。該酒廊分兩個時段入座，7點到9點半是晚餐時段，有6道及8道菜的Tasting Menu，每款菜式都使用名貴食材，賣相精緻。9點半到凌晨兩點，餐單換成佐酒小食，且自9點半起有音樂表演，美酒佳餚配上悠揚音樂，最適合過漫漫長夜。The Crown的另一特色是提供婚宴服務，適合年輕人舉辦中小型婚宴派對。

電話：2961 3399 营業時間：7pm - 2am
訂座網址：thecrownhk.com



Figure 10. Screenshot – Development Page

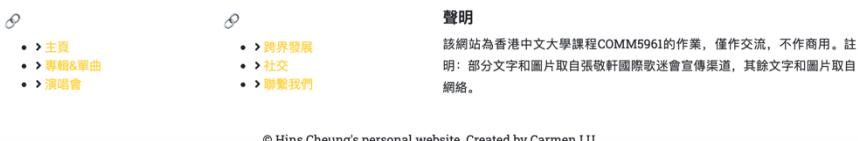


Figure 11. Screenshot - Footer

VI. A/B Test

To further exam whether the website design fulfill its function, two A/B tests are conducted.

i. A/B Test One – change of the font size of navigation character

Since this website is a website introducing Hins Cheung, the aim of this website is to make users view the pages as many as possible. Based on this goal, I create an A/B test by changing the font size of navigation character. The reason why I make this change is that I wonder whether bigger size of character will lead users to click. Below are screenshots of the two versions. Figure 12 is the A version (Original) with font size 90%, while Figure 13 is the B version with font size 100%.

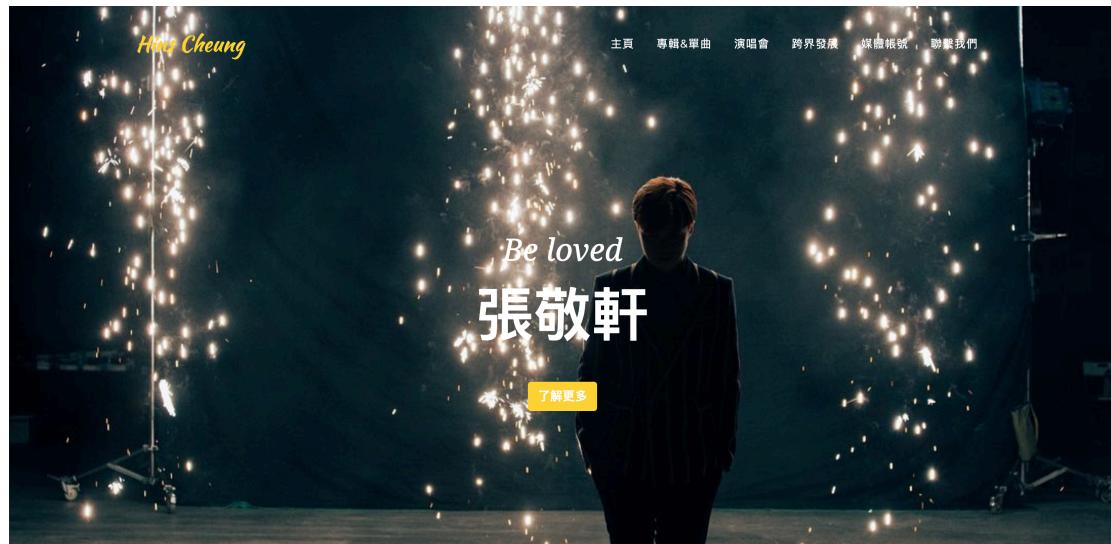


Figure 12. A version of A/B Test One

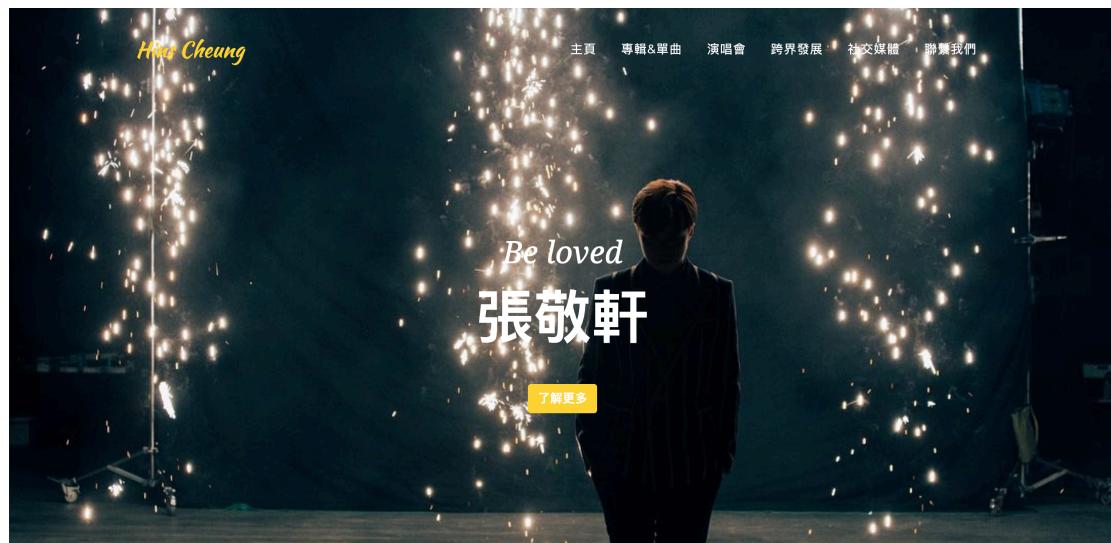


Figure 13. B Version of A/B Test Two

With the help of Google Optimize, the different versions can be delivered to users equally. After checking the result, it is clear that Version B performs better than Version A because the average page views of Version B are higher than that of Version A (See Figure 14).



Figure 14. Result of A/B Test One

ii. A/B Test Two – adjunction of “click”

There are two buttons in the Development Page. Some users may not know that these two buttons perform some kind of function when clicking them. Therefore, I conduct another A/B Test to see whether the adjunction of “click” will affect the conversion rate. Figure 15 is the A version (Original) without the appearance of “click” while Figure 16 is the B version with the appearance of “click”.



Figure 15. A Version of A/B Test Two



Figure 16. B Version of A/B Test Two

As seen in the result, Version B has a higher conversion rate, which indicates that “call to action” proves to be effective. Users are urged to click the buttons by the appearance of “click” (See Figure 17).



Figure 17. Result of A/B Test Two

VII. Website Analysis

Google Analytics is useful of analyzing the users of this website and the completion of goals. I created a dashboard with twelve metrics using Google Analytics (See Figure 18). The left column demonstrates users by timeline, goal conversion rate average session duration, average time on page, and page views. The right column of the dashboard shows data concerning average page load time, users by user type, users by source/medium, users by device category, and users by country.

Hins Cheung

7 Dec 2019 - 9 Dec 2019

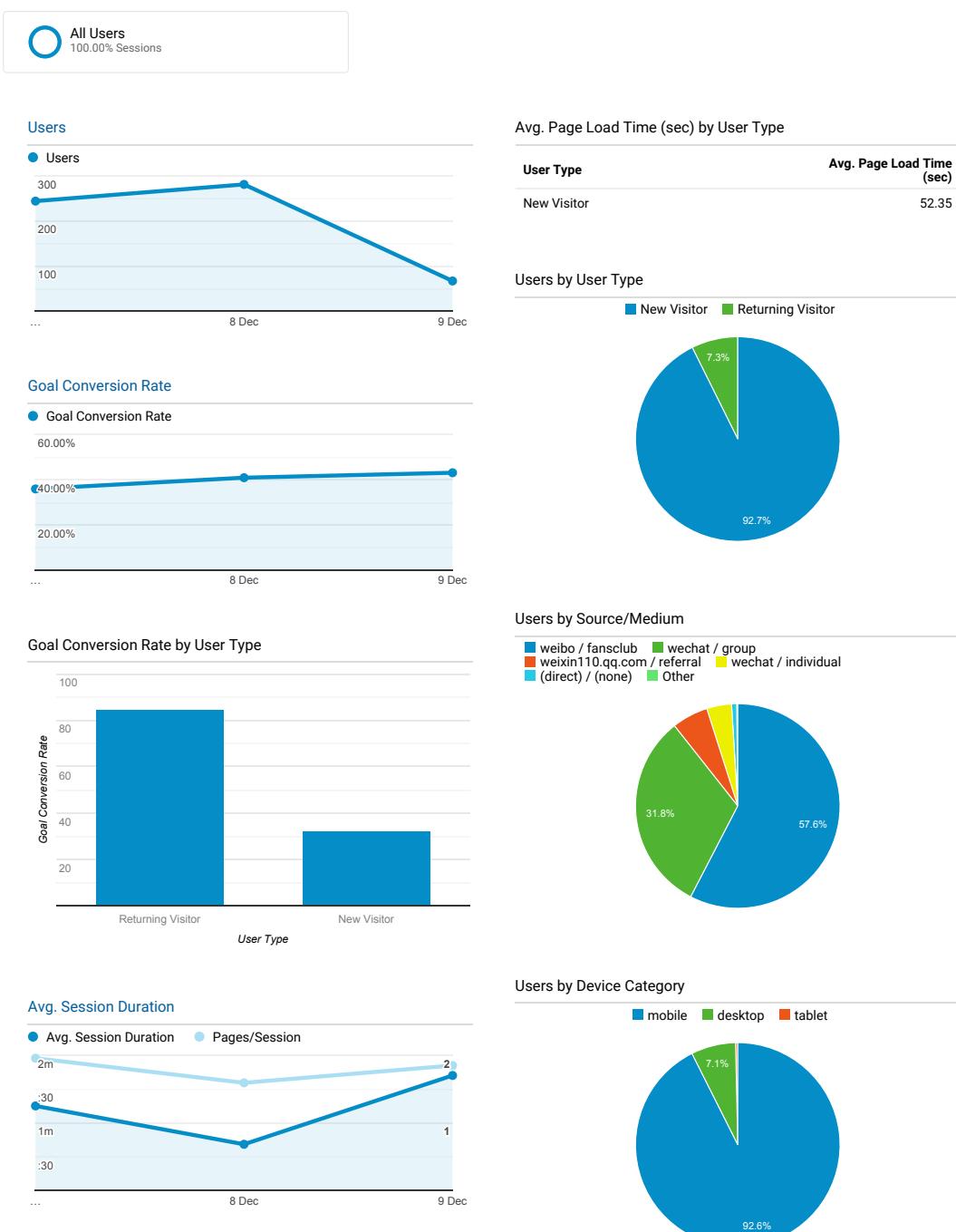
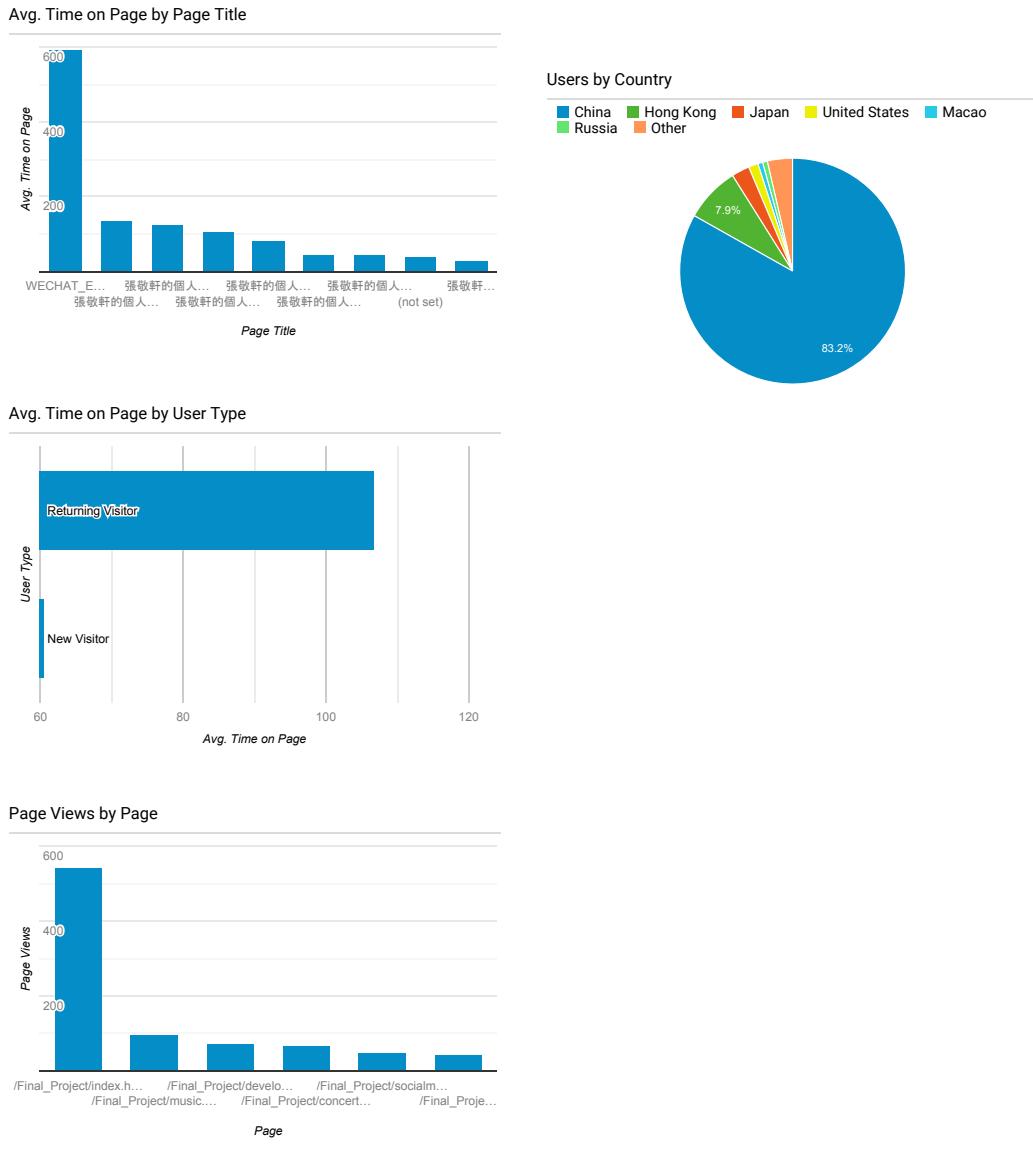


Figure 18. Dashboard, part I



© 2019 Google

Figure 18. Dashboard, part II

According to the statistics, as of December 9, 2019, there are 580 users visiting this website with average goal conversion rate of around 40%. When we take a closer look of the goal conversion rate by user type, we can find that the goal conversion rate

of returning visitors is much higher than that of new visitors. The goal conversion rate of returning visitors, 85%, is ideal but the website needs improvements to enhance the goal conversion rate of new visitors.

Moreover, the data show that the average session duration is around one minute and two seconds and the average number of pages viewed per session is 1.78. If we pay attention to the statistics grouped by user type and page, we can see that returning visitors spend more time on pages than new visitors. The Index Page ranks the first as the most popular page with 543 page views, followed by the Music Page and the Development Page with 98 and 74 page views respectively. However, the reason may be that the Index Page is the shared link.

As for analysis of users, 7.3% of them are returning users. In terms of source and media, 57.61% of users come from “Chaohua” of Weibo, 41.41% come from WeChat, while only 1% come from other sources. Users from Weibo are fans of Hins Cheung while users from WeChat are mostly not. The result basically matches my expectation because I only advertise this website in WeChat and Weibo. However, what surprises me is that the percentage of users from WeChat is not as low as I expected. This reminds me of never ignoring the needs of people who are not fans. From the “Users by Device Category” widget, data suggest that most users visit the website using their mobile phones, accounting for 91.1%. The remaining 8.6% of users use desktop devices and only two of them visit it with tablets. The result indicates that responsive design for mobile phone is of great importance because most target users obtain information through their mobile phones. Lastly, most users come from mainland China, accounting for 83.16%. Simplified Chinese can be developed as the language of the website for the convenience of most people.

VIII. Conclusion

i. Limitations

There are some limitations which prevent the website from performing better. First, due to the limitation set by Chinese government, it takes much more time to load the page in mainland China than in oversea areas. We can see from Figure 18 that the

average page load time is 52 seconds. Also, this “wall” disables users from mainland China to watch YouTube videos. The long waiting kills the patience of visitors and discourage them from going further. Second, the experiment period of A/B test is kind of short and few data are available. Third, because of the distribution method, users are mainly from mainland China, which reduces the variety of target users.

ii. Improvements

Based on the above, there are some improvements to be made in the future. First, in order to retain visitors, more content need to be added to the website. Second, different versions of website using different languages can be developed. Third, when there are more content in one single page, the drop-down navigation is helpful in navigating the content.