

Problem Statement

Persona

The representative target users are young people who are interested in music festivals, especially rock music festivals, but they have few experience in the music festivals live. And because they don't know much about the precautions of the music festivals, they are easy to have a worry about not being able to fit in the music festivals live. The goal of the task is to enable these young people to tell the difference among different music festivals and to find information about upcoming music festivals in a specific place during a specific time period, and to determine a music festival they want to go to.

Pain Points

1. There are too many ticketing platforms and the information is scattered. Users cannot check the information of all upcoming music festivals at once.

The performance information of different music festivals will be published on different ticket purchasing platforms. If the user does not have a definite goal in advance, but intends to check what all upcoming music festivals have before making a decision, it is necessary to switch among different platforms. It's a waste of time.

2. Existing ticketing websites do not categorize music festivals separately, which makes it difficult for users to find, and the filter conditions are not well-structured.

"Music festivals" is put under the category of "concerts"(演唱会) on Damai.cn. It is obvious that concerts and music festivals are two completely different occasions. When it comes to music festivals, people's impressions often include open air, with many guests, long duration, hot atmosphere and other characteristics. Of course, this is more similar to the characteristics of rock music festivals, other music festivals such as jazz have other different characteristics. But anyway, the category on Damai.cn is very unreasonable. There is no "Music Festivals" category on Showstart.com and Moretickets.com at all.

3. There is no dedicated website focusing on the popularization of music festival information. Users who want to know more detailed information can only use social media such as Weibo and Douban.

Websites such as Damai, ShowStart, and Moretickets are all ticketing platforms. Their main function is to allow users to buy tickets. If users want to know more about the music festivals in advance, they can only use social platforms such as Weibo and Douban to conduct relevant searches. Currently, there is no comprehensive platform focusing on music festivals in the market, which can not only provide practical services but also provide users with diverse information to browse.

Needs and Objectives

1. Improve the efficiency of finding information for users, so that they can quickly determine a music festival they want to go to according to their requirements.

2. Allow users to know more about the details of music festivals, such as the history and development process, the introduction of the guests, the difference between different

music festivals, the precautions for watching the music festivals.

3. Turn their interest in music festivals into motivation for buying tickets.

Usability Test Plan Dashboard

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS	
GONG Yuqing		gongyuqing.github.io			
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? Damai (大麦) — an official ticketing platform for global performance events	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? Do people know much about the music festivals? What information do people want to get on Damai.cn? Do people have a specific music festival they want to go to before searching? On what conditions do people decide which music festival they want to go to? Will people buy a ticket immediately if they find a music festival they want to go to?	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 5 participants will be recruited. -All must be young people (age: between 18 and 25) -Everyone is interested in music festivals, especially rock music festivals EQUIPMENT What equipment is required? How will you record the data? 5 laptops capable of recording screen for participants to finish the task and record what they do. 1 laptop for observer to record the whole process of the test.	TEST TASKS What are the test tasks? Find more information about music festivals which will be held in Guangdong in December on the Damai website Learn the details of these music festivals and choose the ones you want to go to the most Check how to buy a ticket and decide if you would buy it.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? GONG Yuqing: responsible for the whole process.	LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Guangdong Zhaoqing November 7, 2020 The results will be shared on gongyuqing.github.io on November 10
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? Through the test it is found the problems that exist on Damai.cn, which is conducive to the development of a better product. If it is not tested, it is likely that some potential or detailed problems will be ignored.					
PROCEDURE What are the main steps in the test					
<div><div>0-5 min Introduction of the test</div><div>5-10 min Pre-test interview</div><div>10-25 min Carry out the test tasks</div><div>10-25 min Carry out the test tasks</div><div>25-35 min Post-test interview</div><div>35-40 min Conclusions</div></div>					

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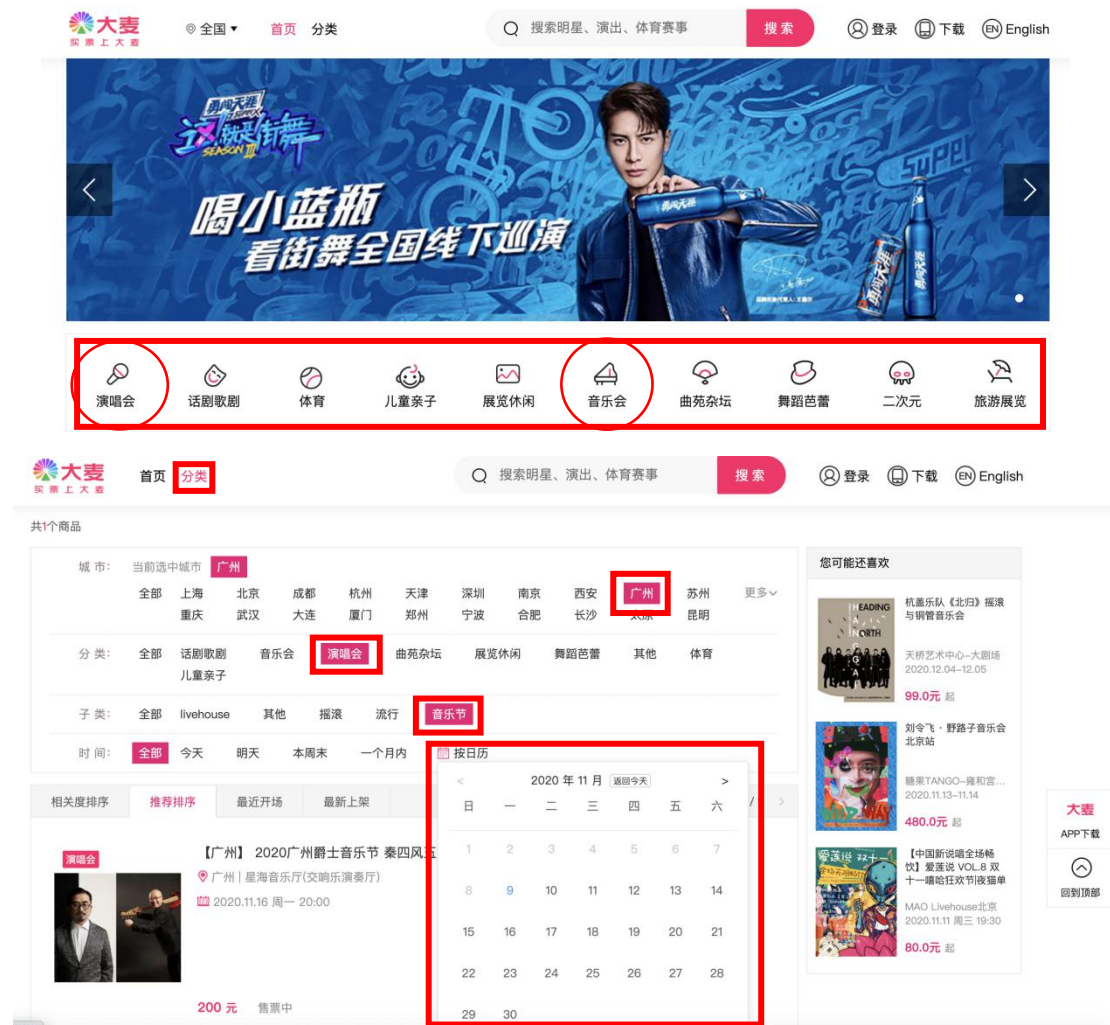
Results and Analysis

In the test, I prepared three tasks. The first task is to find all the music festivals which will be held in Guangdong in December on the Damai website. The second task is to learn more about the details of these music festivals (type/time and place/guests/ticket price...). The third task is to check how to buy a ticket and decide if you would buy it.

I chose five testers. They are all between 20-25 years old, three of them are postgraduate students and two are office workers. Two of them became interested in rock music after watching a variety show called "The Big Band" (乐队的夏天) this summer and they want to experience the atmosphere of rock music in the live. The other two want to go to music festivals because their favorite singers often go there as guests. None of these four testers have been to a music festival. Only one tester had been invited by a friend to go to a music festival before, and was attracted by one of the bands at that time. She wants to go to see the performance of that band again.

The main problem raised by all five testers is the unclear category of navigation bar on Damai.cn. They all said that they never thought that music festivals would be categorized under the concerts (演唱会). Usually they would first try to choose concerts (音乐会), but obviously the concerts here are classical concerts. And because it is not possible to filter according to the type of music festivals such as rock, pop or jazz, it is difficult for users to directly find the music festival they are interested in. Similarly, if users want to check all

music festivals in Guangdong Province, which is impossible because they can only filter by city. The time can only be specific to a certain day, not a period of time.



Another problem is that the information provided by the website related to the music festivals is not comprehensive enough, and the presentation is not good. When users choose to enter the detailed page of a specific music festival, they can scroll down to browse for more information, including project details (项目详情), ticket purchase instructions (购票须知), and performance watching instructions (观演须知). However, the content takes up too much space of the website screen which makes it difficult to view, and lack some key information such as the introduction of the festival itself, the introduction of guests.



It is worth noting that two testers both mentioned issues related to social attributes. One tester thought that it would be great if this website can provide some feedback and tips from other people who had been to the music festival live. Another tester thought that if she could find friends who are going to go to the same music festival through this website, it will be fascinating. Because she has no friends who are interested in music festivals, she can't find anyone to accompany her, but she doesn't dare to go to the music festival alone.

Basically, testers believe that Damai.cn can help them find the basic information of the upcoming music festivals, and if they are sure to buy tickets, they can buy them. The completion time is all less than 10 minutes. However, it is hard to accurately find the upcoming music festivals in Guangdong in December. Damai.cn performs very well in its basic function—ticket purchase, but obviously it cannot be used as an website which can provide rich information, nor does it have social functions.

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