

Assignment8

Low-fidelity prototype

Figma:

<https://www.figma.com/file/JSptgiJKDt4ogGlnKwLGjk/assignment8?node-id=0%3A1>

Improvements

Based on the analysis of the results of the usability test done on Damai.cn last time, I made some improvements on my website. The following are the main improvements:

1.Improvements on the filter box:

Because my website mainly focuses on rock music festivals, the classification is relatively clear. In response to the problem that Damai.cn has no way to select



specific dates and provinces mentioned in the previous analysis, I set up a new filter box.

2.A new page called "Brand Story" has been added:

The main content of this page includes the introduction and the development timeline of the Chinese rock festival, the introduction of the brand and the introduction of some bands that often participate in the festival. This page allows users, especially those who don't know much about rock music festivals, to learn more about rock music festivals.

3.A new page called "Travel Guide" is added:

This page can provide guidance for novices who have never been to a music festival, so that they can make full preparations before going to the festival, and it will also collect some feedback of other people who have been to the music festival.

4.In the category of "recent performance information", the category "affected by the COVID-19" has been added.

近 期 演 出 信 息

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Usability test plan

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? My website	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 my website? 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-Same as the person who participated in the test last time -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 recently. 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 22, 2020 The results will be shared on gongyuqing.github.io on November 23
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? Compare my website with Damai.cn to see what are the shortcomings and what can be improved.					
PROCEDURE What are the main steps in the test					
<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>					

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Analysis

The usability test plan I designed is similar to the usability test plan for Damai.cn last time, and I also asked five testers who participated in the last test to participate in this test, so that I can compare my website and Damai more intuitively.

First of all, my website is essentially different from Damai. Damai is a ticketing platform, which includes not only the music festivals, but also many other types of performances. After preliminary investigation, we can find that whether it is Damai or other ticketing platforms, the classification of music festivals is relatively vague. Also, There are too many ticketing platforms and the information is scattered so that users cannot check the information of all upcoming music festivals at once. My website is an integrated website that focuses on rock music festivals. Although it does not directly provide ticket purchase services, the website will collect information about all upcoming music festivals and provide their ticket purchase links. The testers all said that if they wanted to watch a rock music festival, they were willing to browse the information on my website first.

In the preliminary investigation, I also found that although there are many ticket booking platforms, there is no dedicated website focusing on the popularization of music festival information. In the last test on Damai, many testers also mentioned this problem. Because they don't know much about rock music festivals, they don't know how to choose a music festival to watch. The new section "Brand Story" on my

website allows users to have a deeper understanding of the rock music festival. One of the testers put forward a suggestion that different music festival brands can be scored, so that users can more directly see which music festival is worth watching.

In response to the problem of unclear filter conditions of Damai, most of the testers are satisfied with the filter setting of upcoming music festivals on my website, especially the newly-added "affected by the COVID-19" category, they all think it is a thoughtful setting. Due to the impact of the COVID-19, many music festivals have been cancelled or changed to online, but this type of information is easily overlooked. The newly added category allows users to check whether there is any change in the music festival they want to go to at any time.

On the whole, testers generally think that my website is more friendly to users, especially music festival novices, and can provide comprehensive service from finding information, booking tickets, travel guides, etc. If they are rock music festival fans, compared to ticketing platforms such as Damai, they are more willing to use my website, but only if they know the existence of this website, that is to say, website promotion is an important issue. Of course, this website still has many deficiencies to improve. The five testers gave me some suggestions.

The same as the previous test result, this time the tester still mentioned the social function. It will be better if the website can provide some feedback from other people who had been to the music festival live. Especially the scoring function. Two testers mentioned this function. They believe that the score or star rating can directly reflect the live experience of a music festival. If the experience in all aspects of the festival is good, the score will be high, and users tend to choose the one with the higher score. Another tester mentioned that you can add a special area for making friends, so that people who has no friend interested in music festivals can find someone who can go to the music festival together. Actually, my website provides feedback from other people on the "攻略宝典" section of the "出行攻略" page, but because I haven't shown the final page yet, the testers did not find it. The ratings and making friends functions need to be added. On the one hand, these two functions increase the interaction between users and the website, thereby increasing website traffic. On the other hand, they can improve the competitiveness of the website, especially the scoring function. If the scoring standard is highly recognized and a large number of people have participated in the scoring, the score is more credible and can attract the attention of the companies that host the music festivals and the users.

The testers also mentioned the problems of the website interface design. For example, the homepage content can be simplified. It's enough to show the essence part. And some other aesthetic issues need to be improved such as fonts.

In short, because my website only focuses on the type of rock music festival, it can provide more comprehensive help for users who are interested in this music type, especially the novices of rock music festival. An important advantage of this website is the diversity of information. However, the settings of social functions are still not perfect. Compared with Damai, although Damai.cn has no social functions, Damai's app has developed social functions. The app of Damai actually is better than its website and it also has a dedicated music festival section. If my website wants to attract more users, it needs to be clearly different from Damai. In other words, Damai is still focus on ticket booking function, while the focus of my website should be on the popularization of information and community functions.

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