

Final Report

Requirement

Background Introduction (market research and user interviews) :

Nowadays, music festivals are becoming more and more popular in China, especially rock festivals, which are welcomed by many young people. Going to a music festival to watch performances has become a fashionable way of life. But music festivals are different from concerts and other events. Different rock music festivals have different history, features, and customs. When I interviewed some young people who are people who have never been to a music festival before, they all said they would like to go to a festival to see it. But these interviewees also raised some questions. They don't know where to get relevant information, or they don't know much about rock music so that they don't know if they can fit into the atmosphere of the scene, or they can't find friends to go with. So this web application is designed to provide comprehensive information for people who are interested in Chinese rock music festivals and want to take part in those festivals.

Target Users:

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.

Pain Point:

For people who are interested in Chinese music festivals but have never been to a music festival, the pain point is that they don't know how to choose a music festival which is suitable for them from various music festivals and because they have no experience, they don't know how to prepare for taking part in a music festival. There are three main reasons for this pain point.

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.

For example, "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. 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.

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. 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:

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.

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.

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

Competitor Analysis:

Before I designed my own website, I first went to understand some existing rock websites about music festivals, and I found some problems. First, there is no dedicated website focusing on rock music festival. Users who want to know more detailed information about rock festivals, they can only use social media such as Weibo and Douban. If they want to buy tickets, they need to use ticketing platforms such as damai, maoyan. But there are too many ticketing platforms and the information is scattered. Users cannot check the information of all upcoming music festivals at once. And different ticketing platforms have different ticket prices, and inexperienced people don't know how to choose. For those platforms, their business content is more than just music festivals, and they often do not separate music festivals, which makes it difficult for users to find.

(more details on assignment7)

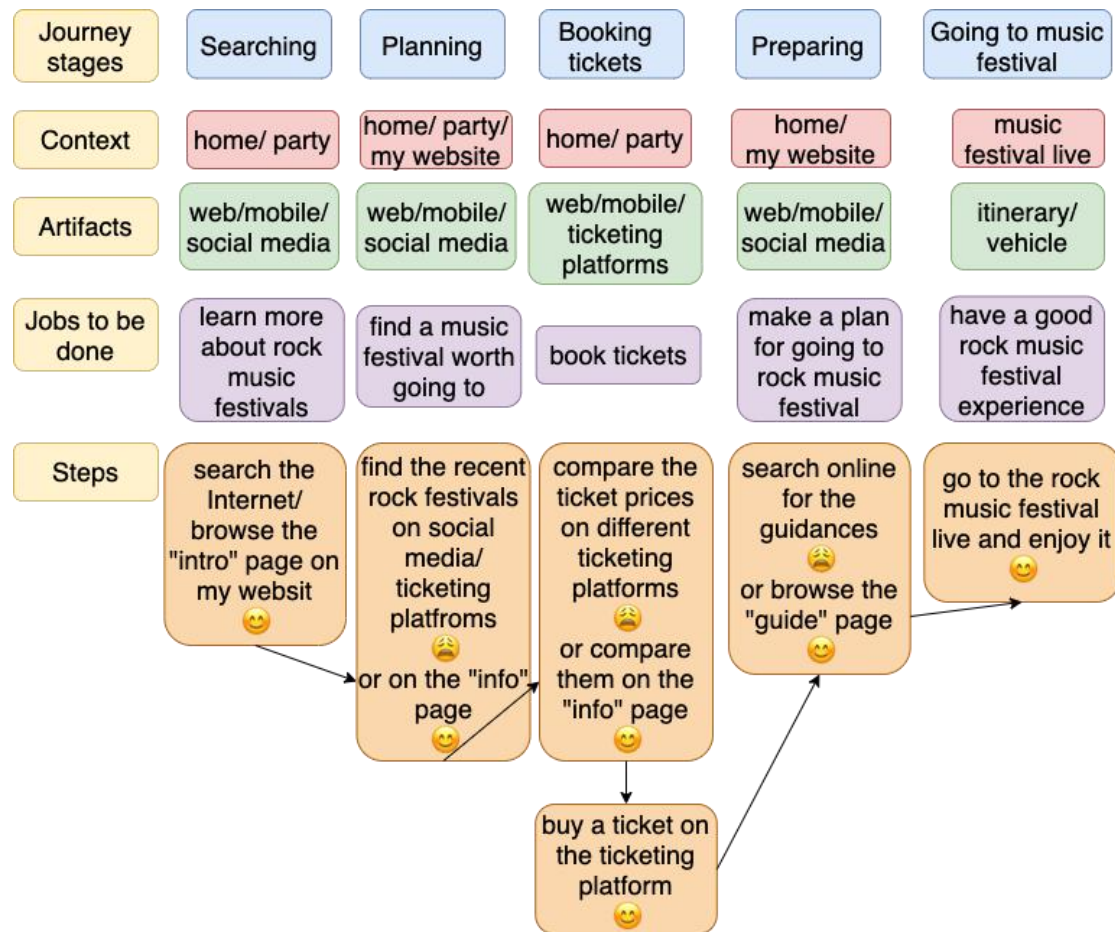
Problem Statement:

How might we help people who are interested in Chinese rock music festivals and want to take part in those festivals, especially for those who have never been to a music festival, to know more information about recent Chinese rock music festivals so that they can choose a music festival which is right for them and be well prepared for taking part in the music festival.

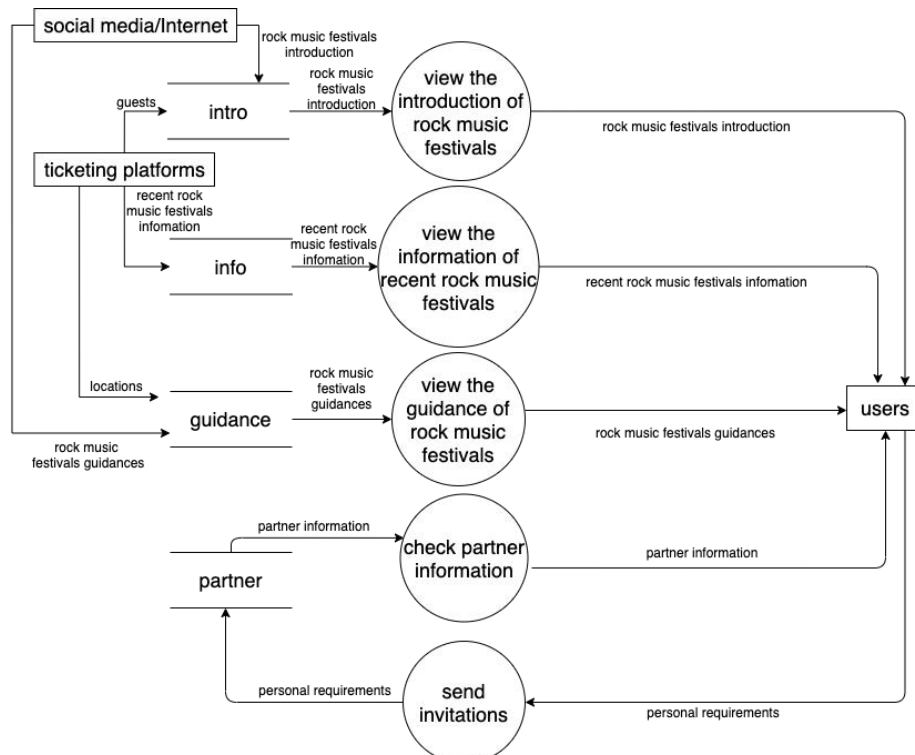
Design Thinking:

My website is essentially different from those ticketing platforms which includes not only the music festivals, but also many other types of performances. 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.

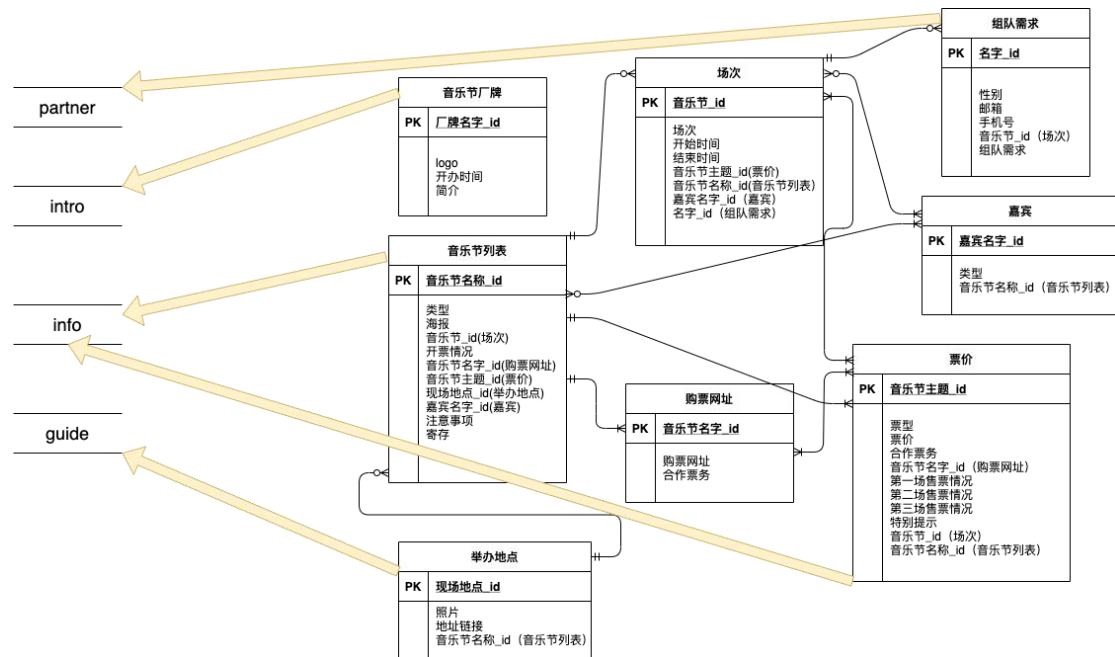
Customer Journey Map:



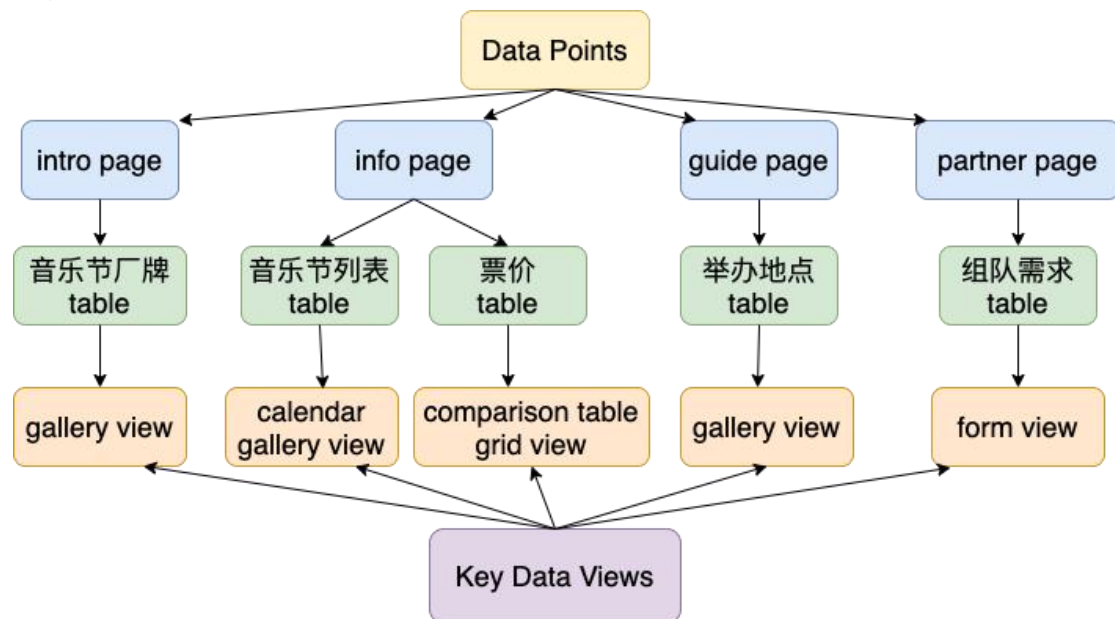
Data Flow Diagram:



Entity-relationship Diagram:



Key Data Views:



The Link of Airtable:

<https://airtable.com/shrGCCChlplzwqG6fJ>

Design

Final Website:

<https://gongyuqing.github.io/assignment9/website/index.html>

Overview of the Website:

This web application is mainly composed of four parts. The first part is the introduction of Chinese music festivals and it mainly includes information about rock festival's history, brand, live photos, and guests. Users can learn about this information if they are interested.

For the information part, I collected information on all music festivals in the next month, including the time, location, ticket price, performance guests, etc. In particular, it includes a table collects the ticket types and prices of all ticketing platforms corresponding to the music festival.

For the “guide” part, users can learn some buzz words, dressing and many other things about rock festivals on the guide page, which can help them better prepare for the it.

This part is specially prepared for those who don't have friends to go to the music festival together. Users can send their requests.

Main Functions:

1. The “intro” page (音乐节介绍):

It includes information about rock festival's history, brand, live photos, and guests. This page focuses on the popularization of rock music festivals. For those people who don't know much about rock music festivals, they don't know how to choose a music festival to watch. This page on my website allows users to have a deeper understanding of the rock music festivals.

2. The “info” page (演出信息):

This page is mainly composed by 2 parts. The first part is a gallery view produced by Airtable. It includes information on all music festivals in the next month, including the time, location, ticket price, performance guests, etc. The second part is mainly the comparison of different ticket types and different fares on different platforms. As I mentioned on the pain point above, there are too many ticketing platforms and the information is scattered. Users cannot check the information of all upcoming music festivals at once. So these tables integrate information about rock festivals from six major ticketing platforms, and compares the ticket prices of different ticket types on different platforms, so that it can help users purchase tickets at the most favorable price and save their time.

3. The “guide” page (出行攻略) :

This page includes rock festival terminology, precautions, locations, dressing, and community recommendations. Try to allow users to well prepare for the rock music festival, so as to better integrate into the live.

4. The “partner” page (寻找伙伴):

This page is particularly designed for people who couldn't find friends who can go to the music festival together, which can help them successfully find a partner. Users can send their personal information and requirements and then we will post it on this page. If they find someone suitable to go to the festival together, they can also choose to send out an invitation.

Test

User Test:

Usability test plan

AUTHOR GONG Yuqing		CONTACT DETAILS 1155148715@link.cuhk.edu.hk		FINAL DATE FOR COMMENTS	
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? My website: https://gongyuqing.github.io/assignment9/website/index.html	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 testers -All must be young people (age: between 18 and 25) -Everyone is interested in rock music festivals but has never been to a rock festival	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.	
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? Test my website to see what are the shortcomings and what can be improved.		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.		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Guangdong Zhaoqing December 13, 2020 The results will be shared on gongyuqing.github.io on December 14, 2020	
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>					

The Usability Test Plan Dashboard is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. Attribution: www.userfocus.co.uk/dashboard

User test analysis

The test plan is similar to my assignment9. I also asked 5 new users who didn't participate in that test to test this updated website. The five testers I chose are similar to the previous five testers. They are all undergraduates and postgraduates between the ages of 20-25, and they have never been to a music festival before. These five testers are in line with the characteristics of the main target users of this website.

On the whole, all the testers think that if they are music festival novices and want to go to a rock music festival, this website can meet their needs. In fact, this website is improved based on the website of assignment9, so the results of the user test are similar to the assignment9 user test. (more details on assignment9_user-test)

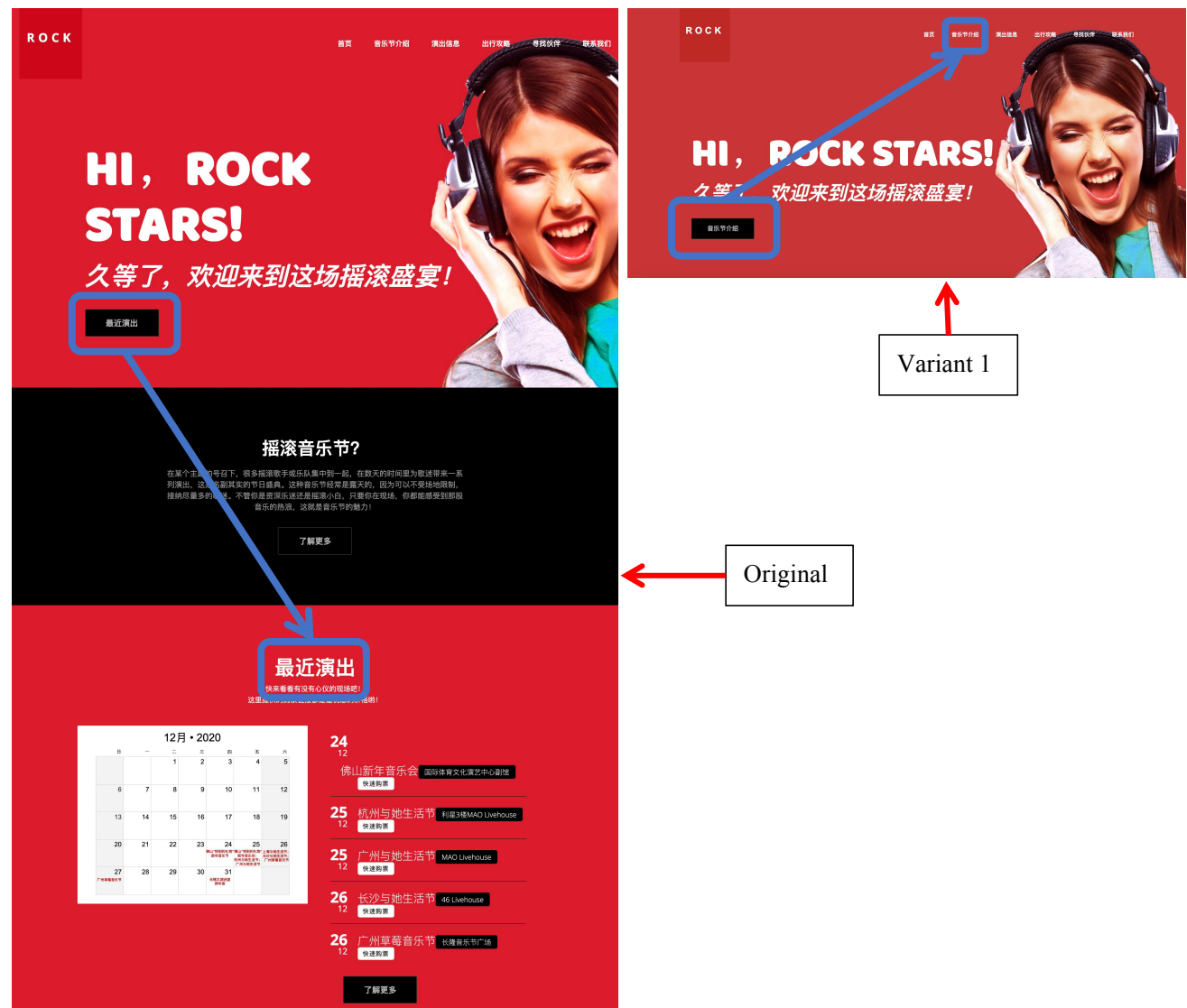
In response to the deficiency that it's difficult for users to compare the ticket prices of different ticket types on different platforms and find the special reminder column for discount prices due to the mistakes in setting up airtable raised by the tester last time. I have put a new table on the "info" page which can show ticket price comparisons more clearly. And I have linked another airtable which is sort by ticket price and have more details about the ticket. This time, most of the testers say these settings are useful for them.

The "guide" page and the "partner" page still received much praise, which are the features of this website that distinguish it from other online ticketing platforms. Unlike ticketing platforms such as Damai, the main function of this website is not to provide ticketing services. More importantly, it is the collection and display of information related to music festivals. The 2 pages are designed based on this requirement. Most testers think the content on these 2 pages is diverse and attractive. The "partner" page I embedded a airtable form to receive the requirements of users and most

testers thought this setting is interesting and it can help people who couldn't find friends who can go to the music festival together successfully find a partner.

What some testers think needs improvement is the locations airtable on the “guide” page, they think it will be better if those locations can be shown by a map. It will be easier for them to find a specific location.

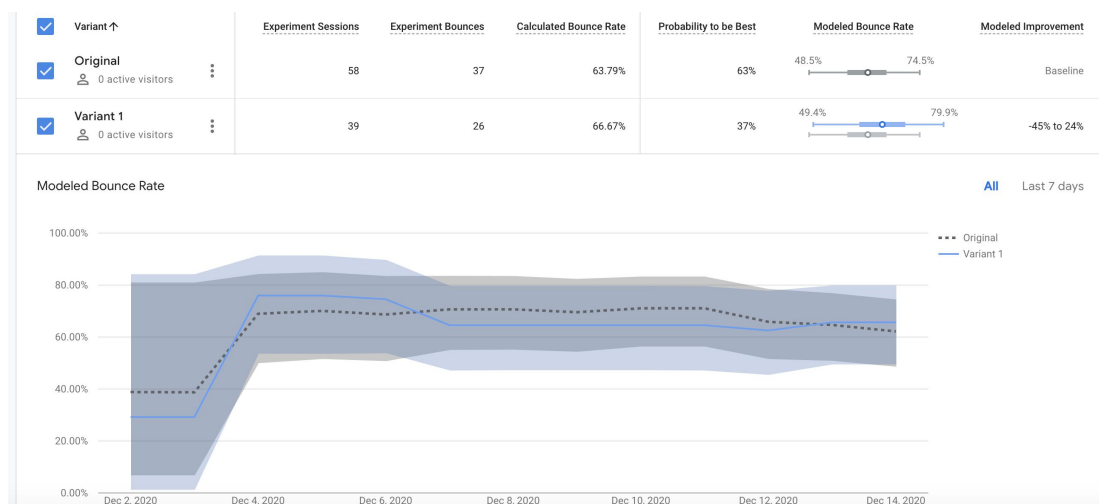
A/B Test:



Difference

The difference of these 2 versions is on the button of the home page banner. When users click the button “最近演出” on the banner of the original website, they will go straight to the “最近演出” section of the home page. When users click the button “音乐节介绍” on the banner of the variant website, they will go directly to another page called “音乐节介绍”. Because the button on the home page banner is placed in a conspicuous position, compared with other buttons, users often click this button first. Through the comparison of the two different directions of the button, it can be seen that users are more interested in the basic information of rock music festivals or the introduction of rock music festivals, and which content is more attractive to the user's attention.

A/B Test results



According to the “Probability to be Best”, it can be concluded that the original version is better.

Evaluation

Recommendations about Conducting Further Development

Improvements to be made in the future

1. Community function: Although the interactive function is added to the “partner” page of the website, it is only the interaction between users and the website, not between users and users. In the future I can add a section similar to Weibo, the user has his/her own personal account and can post articles on his/her personal homepage after logging in, such as sharing the experience of going to a rock music festival or looking for friends to watch the music festival together. Other users can comment or send a message to a user individually for one-to-one conversations.
2. Map function: For the location airtable on the “guide” page, this way of visualization is not friendly enough for users. In the future I can mark the locations of all recent rock music festivals on a map. Click directly on the mark to view the information of a specific location, which will be easier for users to see.
3. Invite bands to enter this website: On the “intro” page of this website, there is a section that introduces several popular bands and lists all the guests who will participate in the recent rock music festivals in the near future, but the content of this section is still relatively crude. I can invite some bands join in this website, and then interview these bands, or let these bands livestream on this website. And I can set up a voting area, those four bands that get the most votes can be on the popular band list, so as to attract the attention of fans of these bands.

Operation

1. Website content update maintenance: The data of this website mainly comes from six major ticketing platforms and social media such as Weibo, Douban, and Zhihu. The update of website data requires manual collection and update. Since the data is publicly available online, copyright issues should not be involved.
2. Website promotion:
 - (1) Place the advertisement on ticketing platforms. When people use those platforms to buy tickets, they may pay attention to this website.

(2) Place the advertisement of the website on social media platforms which are related to the rock music festival such as Weibo topics, Douban groups, Zhihu topics.

(3) Accurate push the advertisement of this website to people who frequently search for information about rock festivals.

3. Possible business case: When the website has enough traffic, I can consider something about commercialization.

(1) I can set up an advertising space on the banner to promote a certain music festival. Then I can collaborate with companies that hold rock music festivals, and they can put the festival's advertising on the banner of the homepage of my website if they pay enough money.

(2) Second, there is a section on the homepage that shows a list of recent music festivals and provides the link to purchase tickets. In the case of the same price, the link provided here is determined by myself. I can invite ticketing platforms to cooperate with my website and I will give priority to the link of the ticketing platform I cooperate with.

(3) Third, on the introduction page, there is a section of popular bands, which is actually equivalent to an advertising space. I can invite some rock bands to join my website and set up a voting area. The top four bands with the most votes can appear on the popular band list and live broadcast on the website as a way to give back to fans. It can attract the attention of fans of these bands and the traffic brought by these fans will be converted into website benefits.

Cost

1. Website operation and maintenance cost

Since this website is made by myself, the cost of this part can be ignored. If I have money, maybe I will hire a UI designer to beautify the website.

2. Promotion and publicity cost

(1) Social media promotion: Place the advertisement of the website on social media platforms which are related to the rock music festival such as Weibo topics, Douban groups, Zhihu topics. This part requires a lot of money.

(2) Cost of cooperating with other ticketing platforms or music companies: The cost of this part will be a bit less, because if I can advertise on those ticket platforms or music companies, they can also advertise on my website, which is mutually beneficial.

Market Studies

Strengths: Going to rock music festivals are increasingly becoming a popular entertainment way for young people. Rock music festivals are getting more and more attention on the Internet.	Weaknesses: The construction of this website is not perfect enough, and the content is not sufficient. Due to money constraints, this website is difficult to be promoted.
Opportunities: Although there are many ticketing platforms on the market, there is no dedicated website focusing on the popularization of rock music festival.	Threats: Some ticketing platforms are also developing more diversified functions. For example, Damai app is also developing community functions.

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