Final Project Report

Novel Detective Website

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Final Project Report

1. Introduction

Novel Detective is a Chinese website, aiming to provide Japanese detective novel research service. As a reader, I love those detective novels, especially Japanese ones. However, I found information on the website is massive and not integrated. Therefore, in order to help other readers those who also love Japanese detective novels like me to spend less time and energy in searching the novels they prefer, Novel Detective website is built. Users can search the novel based on their own needs. The website divide the book research by author, genre, number of words and price.

2. Strategy

2.1 Site objectives

(1) Novel Detective website can help the readers find Japanese detective novels based on their own needs;

(2) Novel Detective website can help the readers get the access to these novels they want.

2.2 User needs

The website mainly serve for two kinds of readers. The first kinds of readers are those who have no Japanese detective novel reading experience and want to have a try, but no little about it. The second kinds of readers are those who have little time, money or energy in reading a novel.

The need and traits of the target users are described below in details based on the short interviews with other readers.

Several needs of these readers are discovered. (1) They want to know more about different aspects of Japanese detective novels. (2) They want to find a book to their taste. (3) They want to know where they can get the novel. Questions are asked to find out how readers solve these problems usually. On the first situation, they usually use search engine to search about the representative authors in this aspect and what works

they have, especially those best-seller. As a new reader of detective books, they may not be interested in the comparison of detective novels in different countries or the school of the authors. They focus more on the plots, the novels. On the second situation, readers may search information on Douban(豆瓣) or other UGC websites for basic book information or recommendations. On the third situation, readers use Taobao(淘宝) and Dangdang(当当) to find the book and buy. Three kinds of book information, these readers will check when they search novels, are book name, author and abstract. They may make decisions on whether to buy it or not according to who the author is and how attractive the plots are.

Traits of these readers: (1) curious about Japanese detective novels; (2) busy with their daily work; (3) (some) has limited income every month. For example, busy office workers and students are part of the target users.

3. Scope

After understanding the needs of users, a question should be stated: Search engine and UGC websites have been very mature, so what kind of special service can Novel Detective provide the users?

3.1 Journey Map

Based on the analysis above, a journey map is made as following (Figure 1).

	Beginning	Challenge	Response	End
Persona	A reader who wants to find a novel he likes	Curious about the website	Eager to find the book suiting them	Satisfied
Context	Online promotion	Novel Detective	Novel Detective	Bookstore online or offline
Artifacts	Search engine	Index and author section on the website	Author and novel section on the website	Bookstore section on the website
Use Case	Search online for information	Discover the website	Find the book he likes	Check which book he can in the store

Figure 1. Journey Map

3.2 Unique Selling Point

To differentiate the website, I positioned Novel Detective as a tool for users to discover and search Japanese detective novel they like. Instead of providing massive information on the search engine, Novel Detective collects necessary data and offer to its target users. It not only offers information about Japanese detective novels and authors, it also helps users complete book finding and buying process.

Now, most of websites aim to provide search service for readers. But some readers may get interested in new areas and need to explore something unexpected to have a try. So Novel Detective does not have a search navigation, users only can discover different books in author and novel page.

The traditional websites for book reviews or book recommendation usually use genres as their classification method. However, different kinds of readers have different needs. So certain needs should be met by using Novel Detective. In the website, novels are divided by genre, number of words and price. Then, the target users can find the book according to their own conditions.

Readers prefer different ways of shopping. Some want their book immediately after they have an idea. These who prefer paper books will go to offline bookstores to buy them. While, these who prefer digital ones will download them on applications or kindle. Those who prefer reading with low expenses also choose download digital ones. Online shopping store online is another choice for these who prefer shopping online and read with paper works. On Novel Detective, it consider the whole process that readers choose and buy a book. It provides information about the bookstore online and offline and the reading applications. These stores are all famous in mainland, China which will definitely meet the users' needs.

4. Structure and skeleton

The site map briefly describes the structure of the website as following. The wireframe is made based on the logistics shown in the site map.
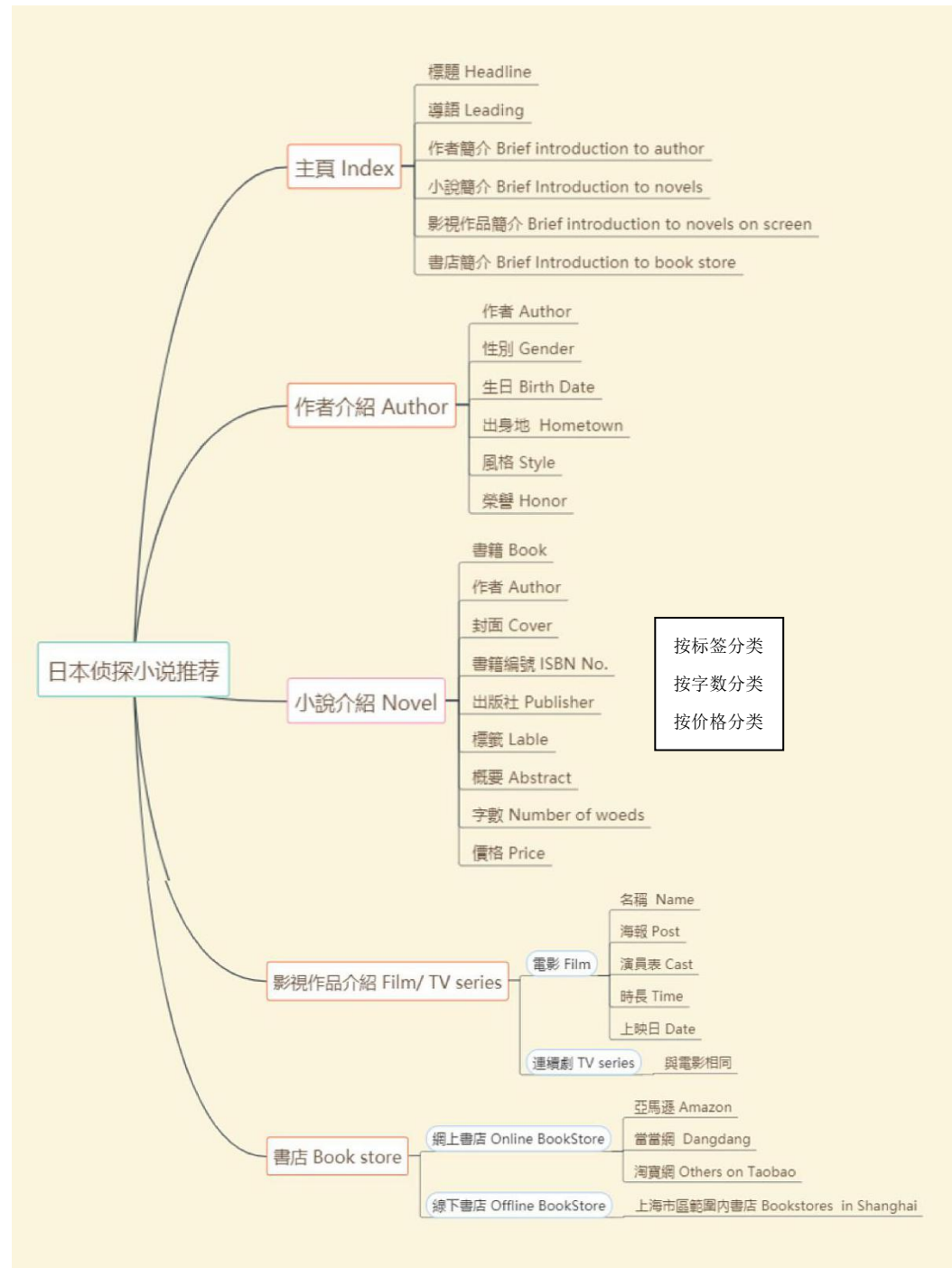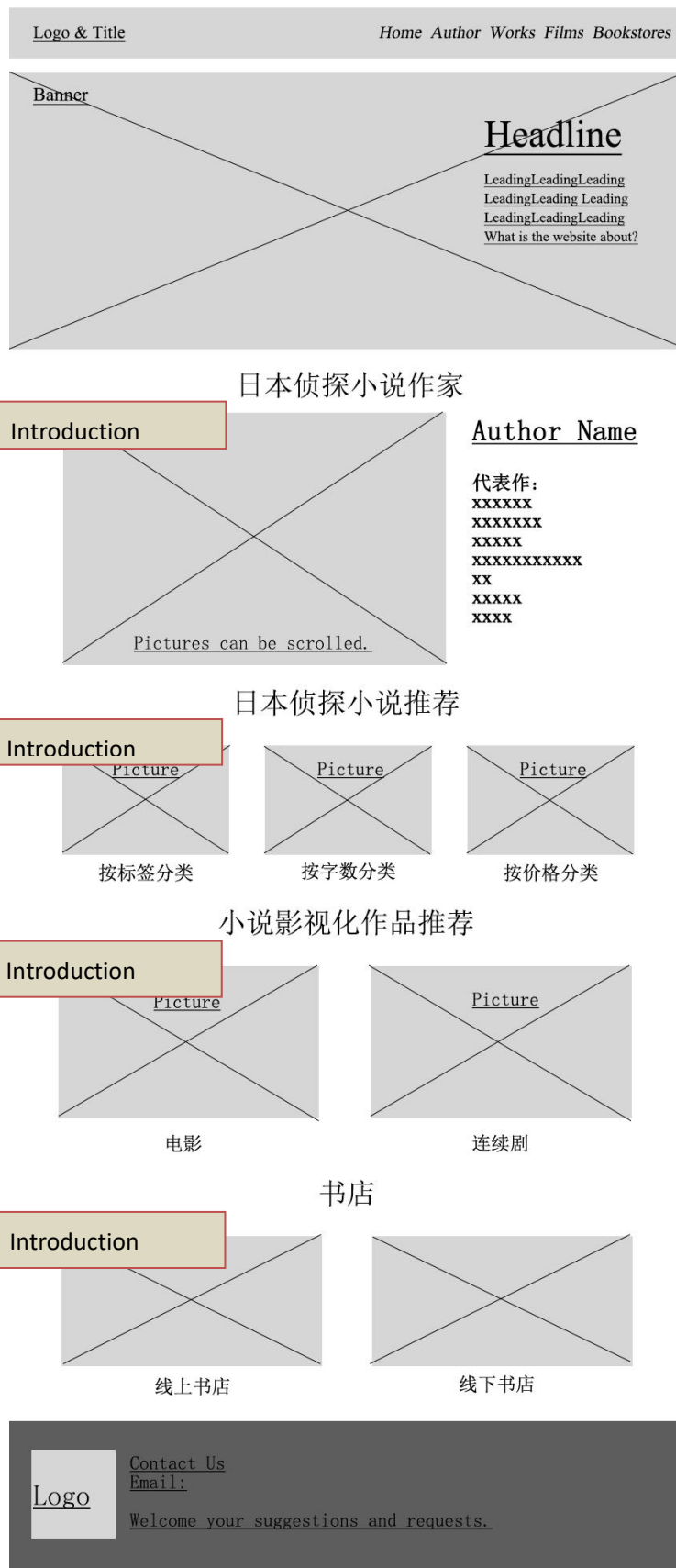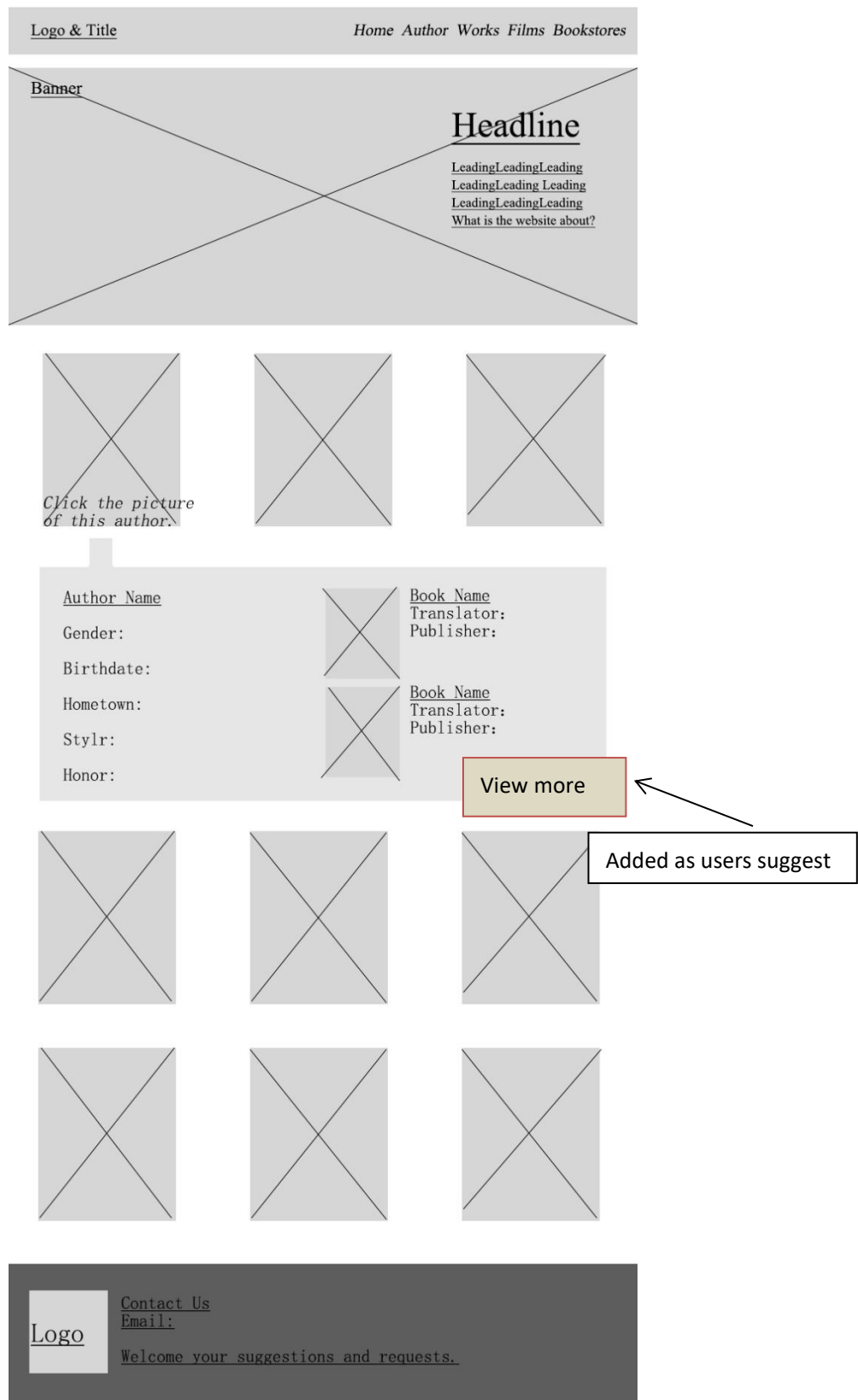

Figure 2. Site Map

Logo & Title   Home Author Works Films Bookstores

Banner

Headline

LeadingLeadingLeading
LeadingLeading Leading
LeadingLeadingLeading
What is the website about?

日本侦探小说作家

Introduction

Author Name

代表作：
XXXXXX
XXXXXXX
XXXXX
XXXXXXXXXXX
XX
XXXXX
XXXX

Pictures can be scrolled.

日本侦探小说推荐

Introduction

Picture   Picture   Picture

按标签分类   按字数分类   按价格分类

小说影视化作品推荐

Introduction

Picture   Picture

电影   连续剧

书店

Introduction

线上书店   线下书店

Logo   Contact Us
Email:

Welcome your suggestions and requests.

Figure 3. Wireframe- Index page

Logo & Title   Home Author Works Films Bookstores

Banner

Headline

LeadingLeadingLeading
LeadingLeading Leading
LeadingLeadingLeading
What is the website about?

Click the picture
of this author.

Author Name   Book Name
                                 Translator:
Gender: Publisher:

Birthdate:

Hometown: Book Name
                                 Translator:
Stylr: Publisher:

Honor:
                                 View more   Added as users suggest

Logo   Contact Us
            Email:

            Welcome your suggestions and requests.

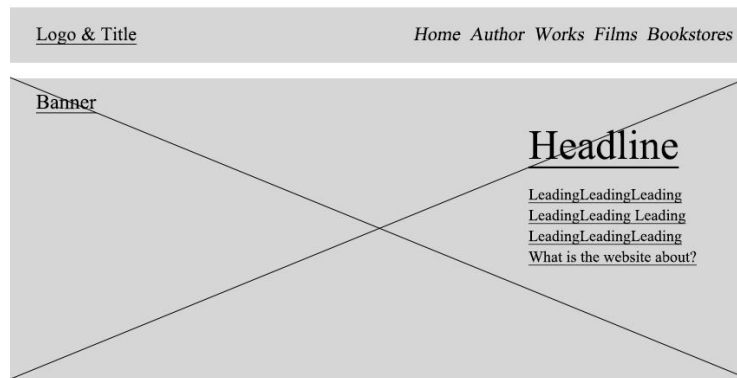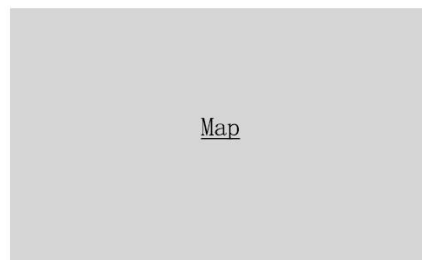Figure 4. Wireframe- Author page
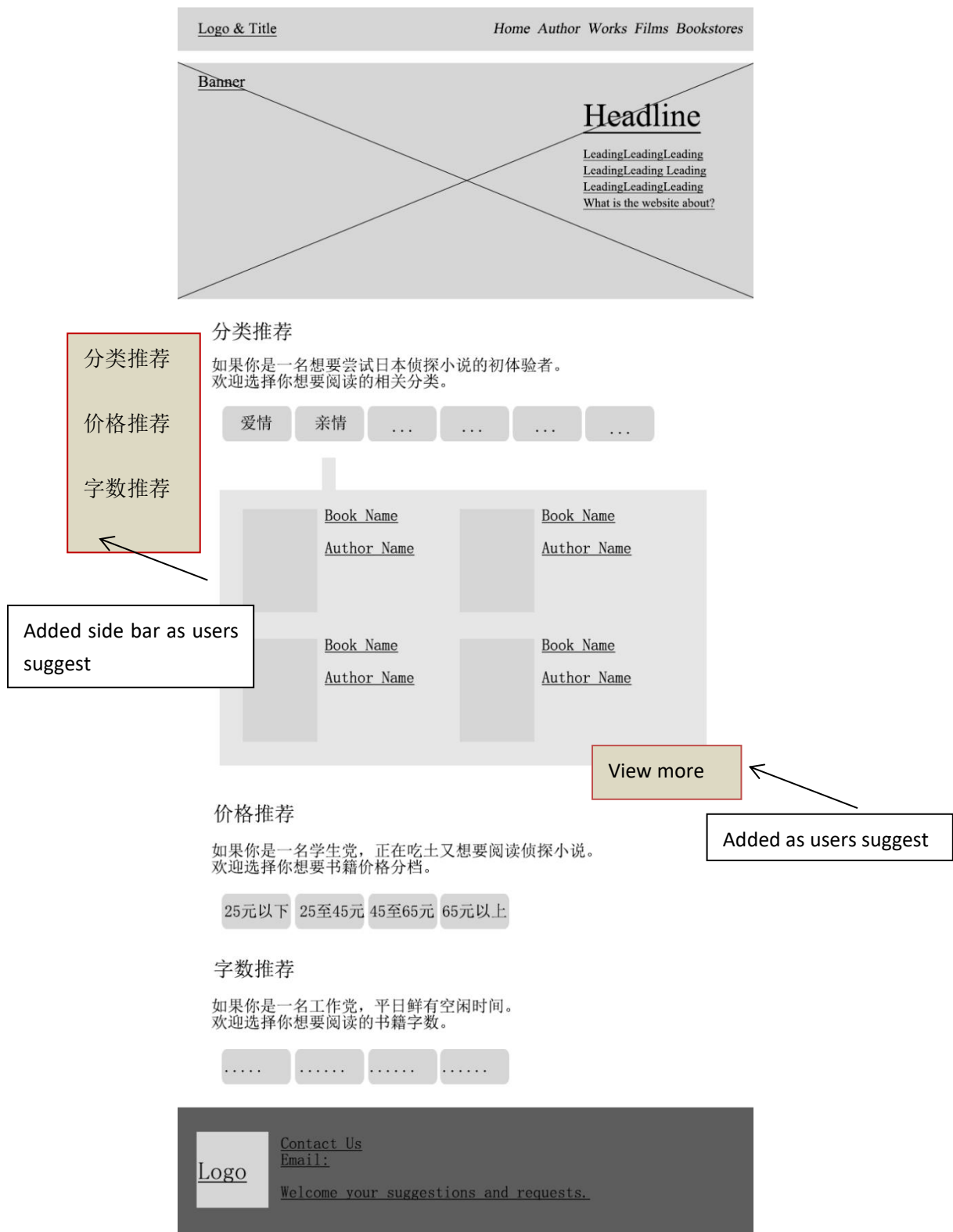
Figure 5. Wireframe- Novel page

Logo & Title   *Home Author Works Films Bookstores*

Banner

Headline

LeadingLeadingLeading
LeadingLeading Leading
LeadingLeadingLeading
What is the website about?

电影

Film	Poster	Cast	Time	Date

table

电视连续剧

TVseries	Poster	Cast	Time	Date

table

Logo

Contact Us
Email:

Welcome your suggestions and requests.

Figure 6. Wireframe- Film

Logo & Title   Home Author Works Films Bookstores

Banner

Headline

LeadingLeadingLeading
LeadingLeading Leading
LeadingLeadingLeading
What is the website about?

线下书店
为上海读者购买纸质书籍提供便利。

Map

Boostore name

Address:
District:
Opening hour:

线上书店
习惯于线上阅读的读者可以在此找到通往Amazon，当当网以及淘宝网。

Bookstore   URL   Traits
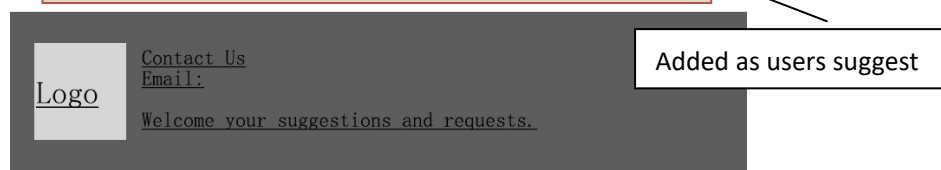
Table for Bookstore

电子阅读

Table for online reading application

Added as users suggest

Logo

Contact Us
Email:

Welcome your suggestions and requests.

Figure 7. Wireframe- Bookstore

5. Usability Test for wireframes

 To evaluate the effectiveness of the wireframe, an usability test is carried out. Five target users are asked to accomplish the following tasks and give suggestions to the wireframe. In these five target users, four are students and one is an office worker. They are busy with their work and have not read Japanese detective novels before.

No.	Task
T1	How do you find the kind of book that you love?
T2	How do you find where you can buy the book.

Table 1. Usability Task

 All users completed the tasks smoothly. It took 15 seconds on average for users to get the book they want in the first task. And it took 10 seconds for users to find how they can get the book. However, some problems happened during the test.

 User A thought she was confused about three access to the book recommendation page. She suggested these three sections should be separated. She also suggested that "View More" should be placed on author page and novel page, which linked to another page where users could check more books in form of tables. She also advised to add online reading application information in website.

 User B thought there should be search navigation under the navigation bar so that the users can search the book they want. She was confused about the number of words. And she preferred the expression of number of pages.

 User C misunderstood what bookstore meant here. She thought its was a shopping mall in the website where she could directly buy the book. Like user B, user C thought the expression of reading hours was better than number of words.

 Both user C and user D suggested that now users prefer novels of low prices. Digital versions on online reading applications should also be stated.

 User E got confused about threes sections on works page. To the book page, he suggested there should be links to the online bookstore directly

 Base on the suggestions and problems above, changes are made to the wireframe. (1) Add online reading application section on bookstore page; (2) Add "View more"

button; (3) Add " View more" page (Details of these pages are shown below); (4) Add brief introduction of each section on index page; (5) Add side bar on the works page. Three sections will be shown on different page.

Response to some suggestion: (1) Website aims to help users discover new novels not to search detailed information of some known novels, so search navigation is not necessary. (2) The time spent on reading novels depends on different readers. Meanwhile, the number of page of novels depends on different edition.
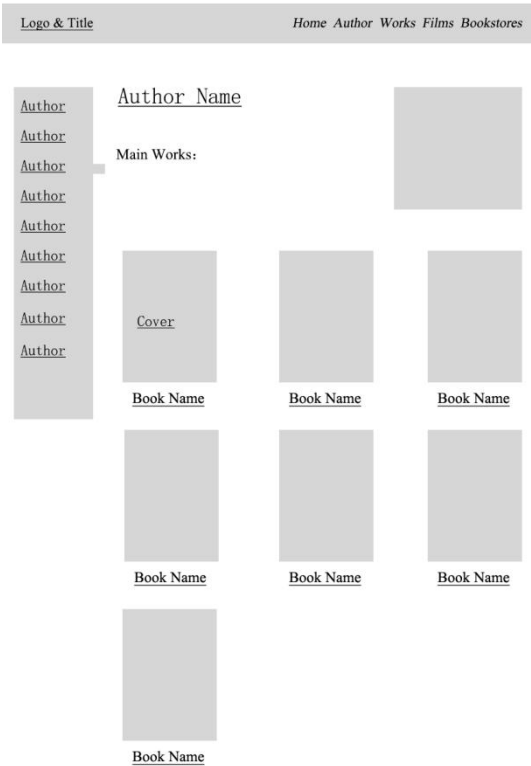
Added pages:
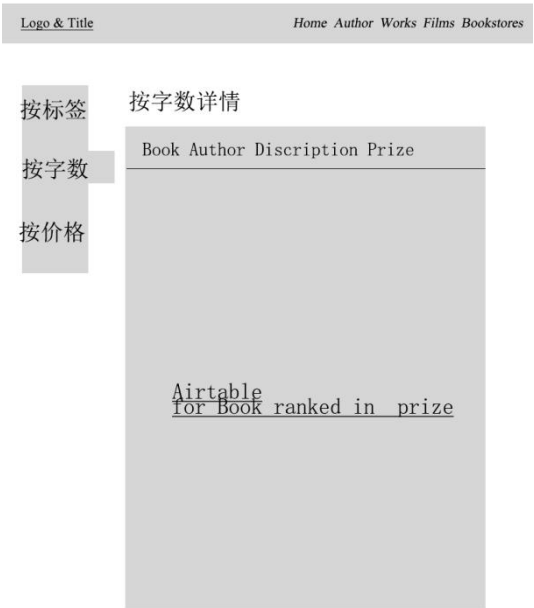
Figure 8. Wireframe- Added Author-Book   Figure 9. Wireframe- Added Book-sorted

6. Surface

Based on the usability test result, the website wireframes have been refined. Then, the website is built based on the prototype. Since, the website should be responsibly designed, further test should be done.

6.1 Five second test

During the test, participants were shown home page of the websites for just five seconds and asked to answer questions about the impressions of the design. The questions are listed as following (Table 2).

Q1	What do you see on the websites?
Q2	What do you think this website for?
Q3	What do you think about the design?

Table 2. Five second test questions

For the first question, the top of the index was shown to the participants. They paid attention to the title, *寻书侦探* , and the introduction of the website. For the second question, participants recognized it was a website about book searching by noticing the website name and the image of book on the banner. For the third question, the participants stated that the red made the website attractive, and the use of red and black was consistent.

6.2 A/B test

To make it clear what helps attract the users, an A/B test is conducted through Google Optimize. In the version B, font size, color and bold on the index are adjusted. Introduction is also replaced with new one. Details are shown as following (Figure 11&12).

Version A (Original Version):

Version B:

Figure 11. A/B test difference (1)

According to the images above, the first difference between two versions of the index is that the second version of the navigation bar in the index has website name in bold.

Version A (Original Version):

日本侦探小说作家介绍

读者可以探寻九位日本侦探小说作家。
了解这些小说家的同时，查看该作家的相关小说信息。

·东野圭吾 ·凑佳苗

·松本清张 ·京极夏彦

·岛田庄司 ·宫部美雪

·绫辻行人 ·横沟正史

·桐野夏生
寻书侦探所推荐书籍根据作者分类的数量情况见下表。

日本侦探小说推荐

本部分分为按标签分类，按价格分类以及按字数分类。
主要针对阅读时间有限或在阅读上花费较少的阅读者。

日本侦探影视作品推荐

日本热衷于翻拍侦探小说。
对于空闲时间较少而想要尝试阅读日本侦探小说的读者，尝试一下翻拍的影视作品是另一种可能的选择。

书店

热爱纸质阅读的阅读者可以选择线下实体书店。期望上海地区的读者能在最近的书店买到喜爱的侦探小说书籍。非上海地区的读者可以选择网上书店。
如果是习惯于线上阅读的阅读者可以选择电子阅读器。
在"书店"板块，阅读者可以搜索到具体的书店地址或网络地址。

Version B:

日本侦探小说作家介绍

读者可以探寻九位日本侦探小说作家。
了解这些小说家的同时，查看该作家的相关小说信息。

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·松本清张 ·京极夏彦

·岛田庄司 ·宫部美雪

·绫辻行人 ·横沟正史

·桐野夏生
寻书侦探所推荐书籍根据作者分类的数量情况见下表。

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主要针对阅读时间有限或在阅读上花费较少的阅读者。

日本侦探影视作品推荐

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对于空闲时间较少而想要尝试阅读日本侦探小说的读者，尝试一下翻拍的影视作品是另一种可能的选择。

书店

热爱纸质阅读的阅读者可以选择线下实体书店。期望上海地区的读者能在最近的书店买到喜爱的侦探小说书籍。非上海地区的读者可以选择网上书店。
如果是习惯于线上阅读的阅读者可以选择电子阅读器。
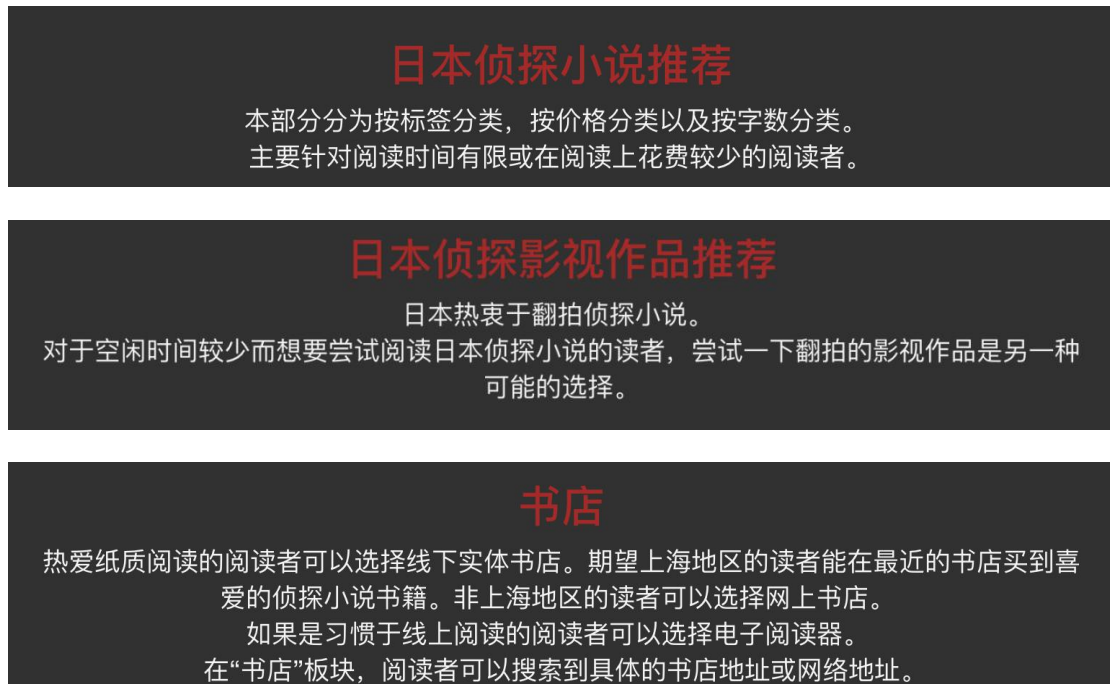在"书店"板块，阅读者可以搜索到具体的书店地址或网络地址。

Figure 12. A/B test difference (2)

As shown above, the version A is the original version. In version B, the title and the introduction of each section are all in bold.

To figure out which version is better in conversion, several goals are set to measure in the test. The first goal is the staying time of users on the index page. The system will count when the users stay in the index longer than 10 seconds. The second goal is whether the users will click into the author page from the index. The system will count when the users click into the author page. The third goals is whether the users will click into the novel page from the index. The A/B test has lasted for four days. And the results are shown as following charts (Figure 13 &14).

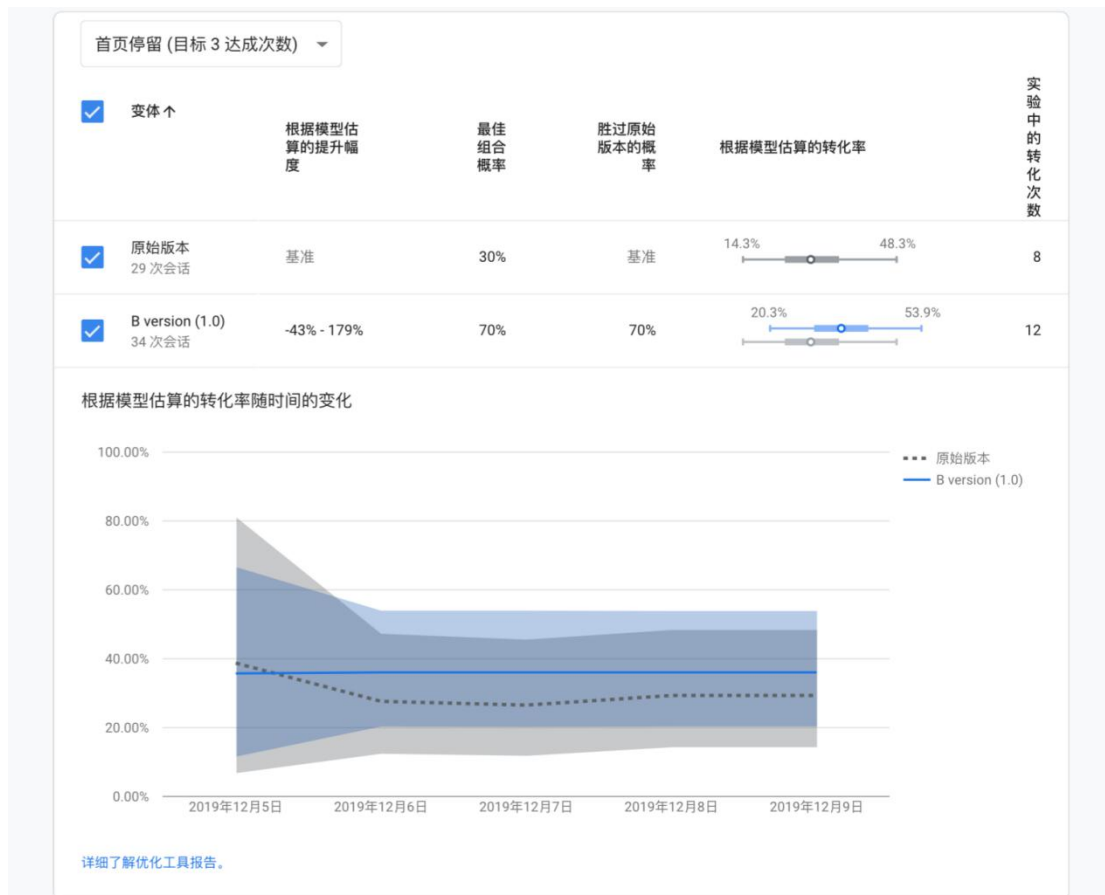| 提高幅度概览					添加目标
变体 ↑	首页停留 (目标 3 达成次数)（主要）	作者页 (目标 1 达成次数)	×	小说页 (目标 2 达成次数)	×
原始版本 29 次会话	基准	基准		基准	
B version (1.0) 34 次会话	-43% - 179%	-59% - 1,545%		-61% - 684%	

Figure 13. A/B test report (1)

Figure 14. A/B test report (2)

As a result, version B has attracted more users to browse website. And the frequency of the users staying on the index is more in version B. So the version B is better in design than version A. The web page will be refined according to the test result.

7. Performance analysis

The performance of the website and the conditions of the users can be analyzed through dashboard on Google Analysis (Figure 15).

Most users opened the website with their apps, WeChat, since the test's url was posted in the chatting groups and the moments of WeChat application. Some users copied their links into Android webview, Chrome or Safari. In these users，75.4% use portable devices, 17.4% check the website on the laptop and 7.2% use pads. As a result, the website should be further refined to be more suitable for portable device users to view.

Nearly 60% of users are located in mainland, China. Small parts of users are from Hong Kong (China), Japan, US and UK. Chinese users are the target users of the websites which has been tested well. The information of the website will still focus on these Chinese novels in the near future.

The bounce rate of the website can tell whether a website is attractive to its users. The lower the rate is, the more attractive the web page is. The bounce page of the website now is still high. More design and data should be shown.

Users still care about the contents of the website. According to the report, some users spend time in browsing the pages, however, opened few pages. Usually, the users prefer discovering the website by clicking into various pages to reading the contents.
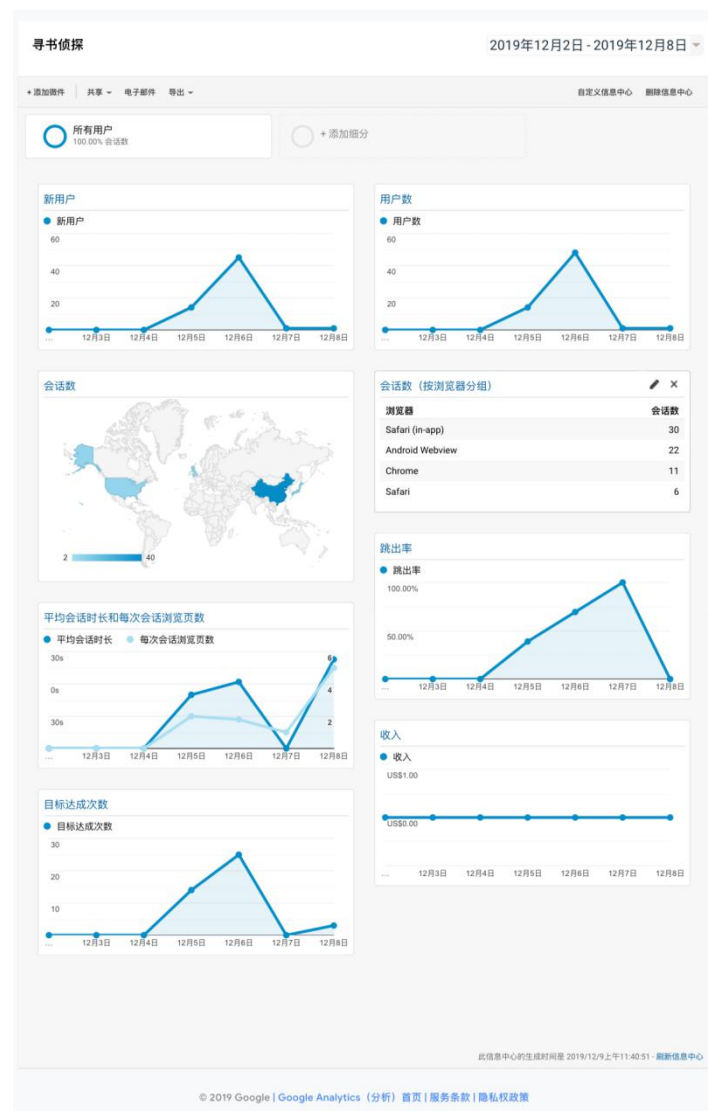

Figure 15. Dashboard

8. Conclusion

8.1 Limitations

To the website:

(1) The website design should be refined. The typography is simple and the color is sometimes dull to a web page.

(2) More data about the novels, authors and the bookstores should be offered on the website. Now, the number of these data is limited.

To the pre-test of the website:

A/B test has only been conducted for 4 days and 60+ users have been tested. The number and the days are not enough for the test.

8.2 Further effort

(1) Refine the design of the web page. Import bootstrap elements to the web page to make it look fresh and more colorful.

(2) In the first period, more data of novels will be collected, including different novels and different published versions. In the second period, more data of authors will be shown in the website. Meanwhile, the bookstores in Shanghai should not be limited to the ones in the city center. The bookstores in the suburbs and even other cities in China will be updated.

(3) More A/B tests should be carried out in the near future to find out which version is the best one.