

1. Introduction

With the development of theatrical plays and dramas in China, there are more and more audience who go to the theatre at leisure in Shanghai. However, current information about the dramas is dispersed and lagging behind. There is no website or application that specifically summarizes and posts information related to the dramas. Therefore, when people come up with the idea of watching a drama, they have to spend a lot of time looking around for the reviews of the dramas to decide which one to watch. More importantly, there are a lot of people who want to see a certain drama but miss buying the tickets or even do not know the drama is on due to the unclear information.

Thus, I come up with the idea to build a website on which the information about ticketing, cast, time, location and especially review or introduction of the dramas performed in Shanghai is summarized and posted. Main purpose for this website is to help people better understand and choose the dramas as well as book the tickets more efficiently, then having a wonderful drama watching experience.

2. Interview Questions:


1. How often do you go to the theatre?
2. Which websites, applications or information sources will you rely on to obtain drama related information?
3. What do you think this website/app is about when you first see the home page?
4. Whether you have to spend a long time searching for information from different sources?
5. Have you ever missed the ticket time?
6. What information are you looking for or willing to see from this website or information source?
7. How do you choose which drama you want to watch?
8. Will you specially look for review about a specific drama?
9. How do you find out one specific drama's information about ticketing?
10. Is this website helpful if you are going to watch a drama in Shanghai?
11. Is the function of each part clear enough?
12. What part could be improved and how?
13. What content should be added?

3. Persona types: Musical lover and drama lover/People who seek entertainments at leisure/Professional drama practitioner

4. Current Journey Map

Name: Li Yifan Age: 23 Sex: Female Education: Master Marital Status: Single Industry: Student	Lifestyle: Love to photography, watching musicals and dramas Media usage preference: Social media Career goal: To be a professional accountant in top tier companies Daily routine: Studying, working, and relaxing
--	--

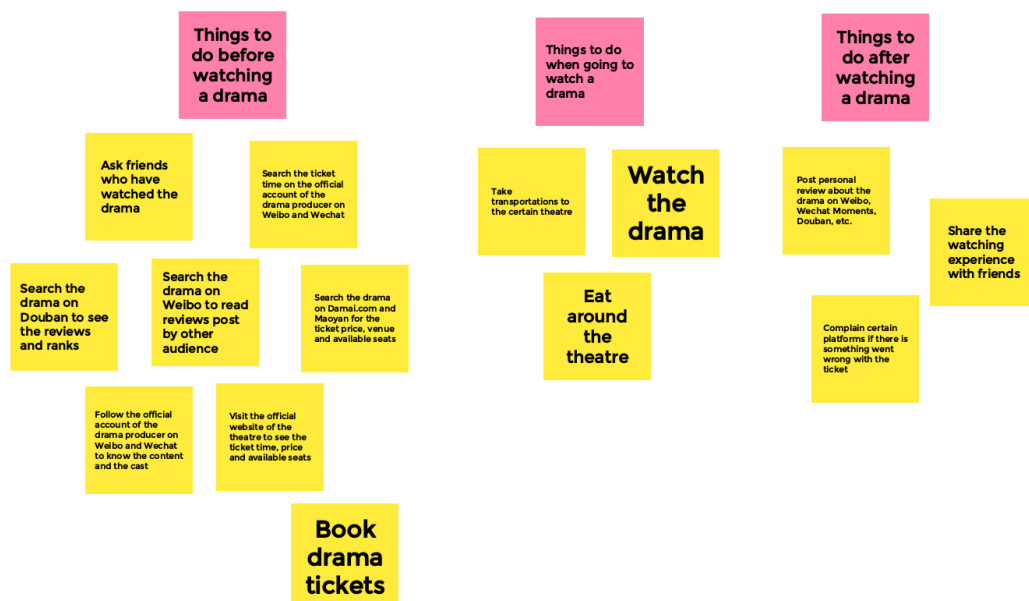
This kind of persona (female white collar in her twenties who likes musicals and dramas) is the majority of drama audience nowadays in Shanghai. They often (about twice or third a month) go to the theatre at leisure, and they are familiar with social media and online platforms.

	Home	Theatre	Home
	Before watch a drama	When watch a drama	After watch a drama
Needs	<ol style="list-style-type: none"> Drama information <ul style="list-style-type: none"> Cast Content Review Ticket information <ul style="list-style-type: none"> Time Venue Price Ticket sales website Ticket booking 	Travel information <ul style="list-style-type: none"> Weather Traffic Food 	<ol style="list-style-type: none"> Comment <ul style="list-style-type: none"> Drama repo Sharing viewing experience Suggestion <ul style="list-style-type: none"> For the used websites or platforms
Artifacts	<ol style="list-style-type: none"> Weibo, Wechat Official Accounts, Douban, Xiaohongshu, Friends Weibo, Wechat Official Accounts Damai.com, Dazhongdianping, websites of theatre, Wechat Applets 	Weather, Map, Dazhongdianping	Weibo, Wechat, Douban, Xiaohongshu, Damai.com, Dazhongdianping, Friends

5. Problem Statement

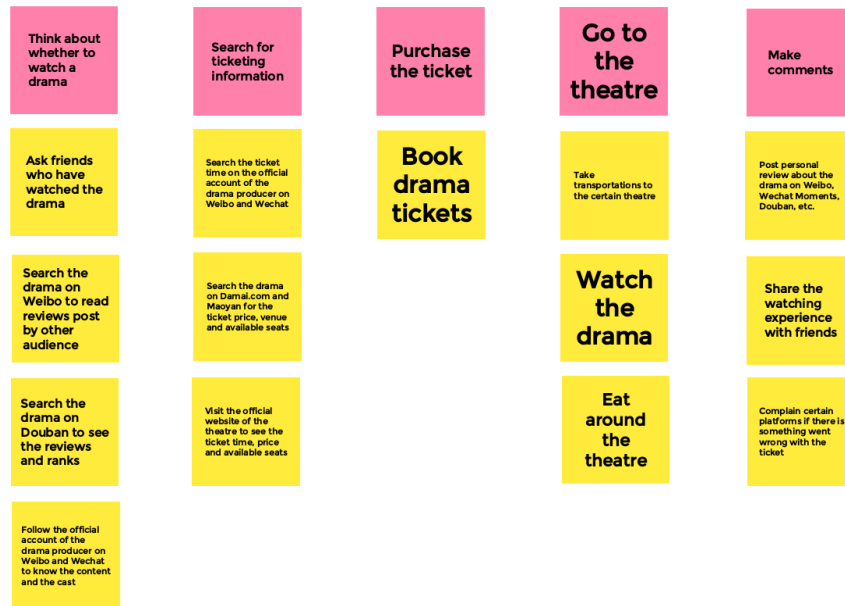
How might we make a drama lover who lives in Shanghai (who) address the problem of looking for the review or information about a drama and efficiently booking the ticket on one platform (what) to achieve the goal of having a good time at her leisure (why)?

6. Story Map



7. Card Sort

<https://jamboard.google.com/d/1pYzYkJ67kKRgkz9CViip4Gl8WJUejoguF5O6W1r7Ka/g/edit?usp=sharing>



8. Positioning Map

Ticketing Information



Introduction or Review