0. Business Research

For producers of dramas in China, they want to find a credible platform to introduce and promote their dramas, especially those Chinese original dramas. However, without hot IP or celebrities (which cost a lot), it is difficult for a Chinese original drama to attract audiences, despite its well-made play. For the young generation Z (who are also the major audiences of dramas in China), they are willing to share and also prefer things with good reputation. Thus, a website providing a forum to generate the comments from audiences can enable the producers to promote their dramas with the power of 'word of mouth' as well as satisfy the social needs of the young generations.

Source:

a. 文化广场副总经理费元洪表示，"对于原创音乐剧来说，困难不仅在资金、专业人才和创意，也在如何寻找有公信力的平台让观众看到。"

http://wenhui.whb.cn/zhuzhan/xinwen/20201207/383177.html

b. 道略演艺产业研究院相关人士分析发现，中国音乐剧票房主要来自引进的国外经典剧目，其场次、观众、票房分别为 463 场、40.6 万人次、1.16 亿元，引进剧目以较低的场次贡献了近半数票房；另有 0.6 亿元票房来自改编的中文版音乐剧；国内原创音乐剧贡献了 0.79 亿元票房，占比不到三成。

https://www.sohu.com/a/280461432_100006667

c. 年轻化、高活跃的观众，普遍表现出来的是高学历、高黏性和高购买力，有统计显示，其对音乐剧平均消费突破了一千元。

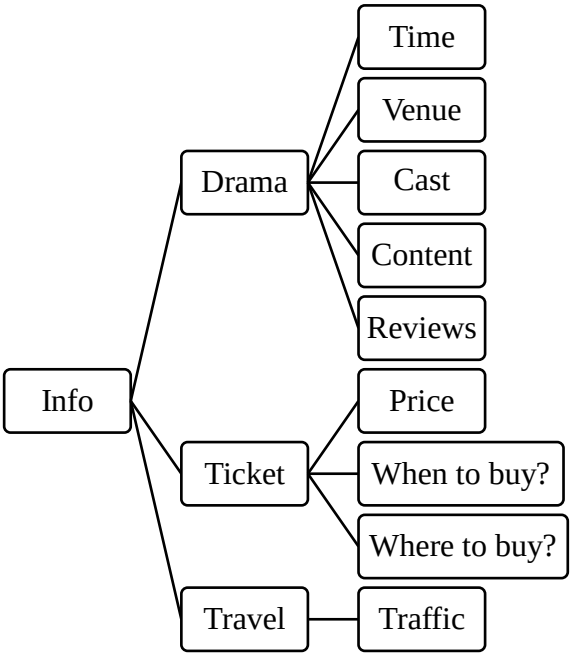
大麦 Mailive"当然有戏"厂牌主理人兼制作人李婧表示，"对于 Z 世代的年轻人来说，分享是他们的特质，只要是好内容他们都愿意分享。"

http://ex.chinadaily.com.cn/exchange/partners/82/rss/channel/cn/columns/ma7abu/stories/WS60dc3495a3101e7ce9757a72.html

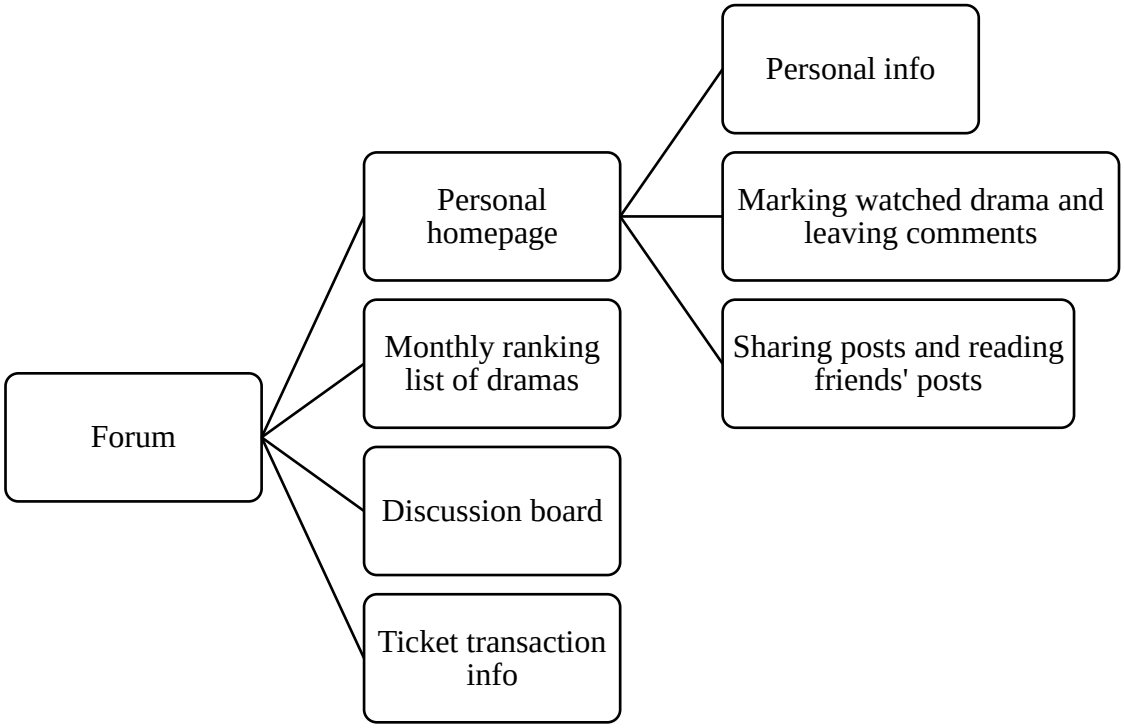
1. Function and Content Requirements

According to user journey map, this website will mainly provide information needed in the first phase: before watching a drama, and provide a platform on which users can share their comments and thoughts about the dramas and meet new friends with common hobbies. Besides, this platform will also satisfy the promotion needs of drama producers.

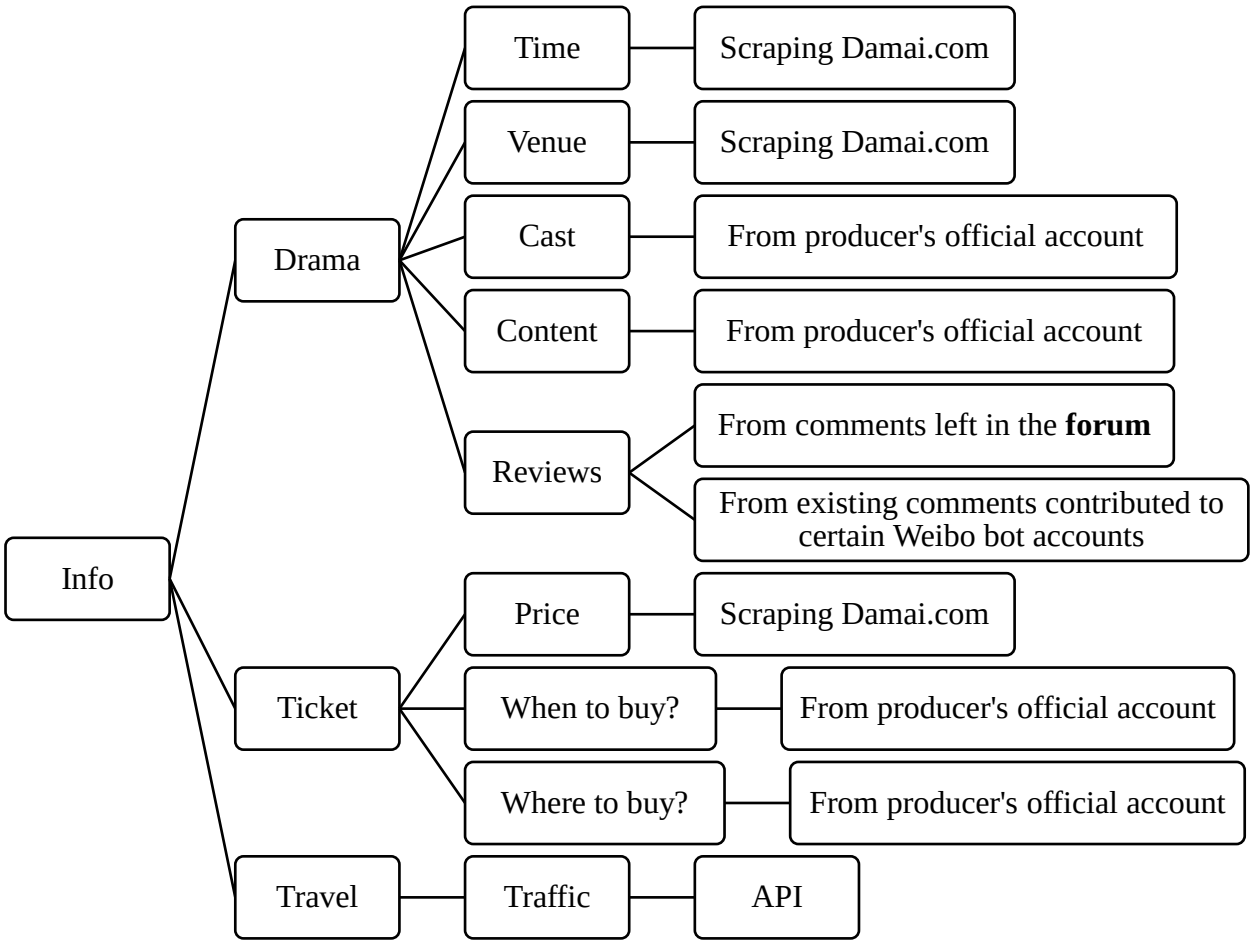
Information about the drama:



Social function: a forum



2. Data Research



Forum – From users' contribution
*Producers of dramas can build their own homepages to post certain information or promote their dramas.

3. Scrap Data
https://search.damai.cn/search.htm?spm=a2oeg.home.category.ditem_1.591b23e1uMDtUc&ctl=%E8%AF%9D%E5%89%A7%E6%AD%8C%E5%89%A7&order=1&cty=%E4%B8%8A%E6%B5%B7

4. Shortcomings

Missing information: user information, ranks (☆☆☆) of certain dramas, ticket transaction information
Fragmented information: ticket time and ticket sales platforms

5. Strategy to Obtain Non-existing Data
    - Build a Wechat mini-program to provide ticket information to attract users to log in the website.
    - Promote this website on Weibo, Douban, Wechat, etc., to attract users to contribute to the missing information.
    - Try to contact drama producers to ask whether they want to build a homepage and share information on the website.