**Website:** <http://nobode7.pythonanywhere.com>

**Task 1: Find the information about a drama and go to the ticket purchase website**

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| --- | --- | --- |
| **Effectiveness** | **Efficiency** | **Satisfaction (easiness)** |
| Successful:  100% | User\_1: 36s | Hard:  0% |
| User\_2: 45s |
| Unsuccessful:  0% | User\_3: 30s | Neutral:  0% |
| User\_4: 43s |
| Abandoned:  0% | User\_5: 90s | Easy:  100% |
| Mean: 48.8s |

**Satisfaction (content)**

Insufficient: 0% Neutral: 20% Sufficient: 80%

Worthless: 0% Neutral: 0% Useful: 100%

**Task 2: Sign up and log in**

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| --- | --- | --- |
| **Effectiveness** | **Efficiency** | **Satisfaction (easiness)** |
| Successful:  100% | User\_1: 40s | Hard:  0% |
| User\_2: 65s |
| Unsuccessful:  0% | User\_3: 37s | Neutral:  0% |
| User\_4: 44s |
| Abandoned:  0% | User\_5: 56s | Easy:  100% |
| Mean: 48.4s |

**Task 3: Browse others' discussions**

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| **Effectiveness** | **Efficiency** | **Satisfaction (easiness)** |
| Successful:  100% | User\_1: 5s | Hard:  0% |
| User\_2: 2s |
| Unsuccessful:  0% | User\_3: 3s | Neutral:  0% |
| User\_4: 1s |
| Abandoned:  0% | User\_5: 7s | Easy:  100% |
| Mean: 3.6s |

**Task 4: Add own opinions in the discussion board**

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| --- | --- | --- |
| **Effectiveness** | **Efficiency** | **Satisfaction (easiness)** |
| Successful:  100% | User\_1: 35s | Hard:  0% |
| User\_2: 40s |
| Unsuccessful:  0% | User\_3: 25s | Neutral:  20% |
| User\_4: 17s |
| Abandoned:  0% | User\_5: 41s | Easy:  80% |
| Mean: 31.6s |

**Task 5: Update the discussion and delete it**

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| --- | --- | --- |
| **Effectiveness** | **Efficiency** | **Satisfaction (easiness)** |
| Successful:  100% | User\_1: 60s | Hard:  20% |
| User\_2: 30s |
| Unsuccessful:  0% | User\_3: 90s | Neutral:  40% |
| User\_4: 62s |
| Abandoned:  0% | User\_5: 130s | Easy:  40% |
| Mean: 74.4s |

**Representative participant comments**

1. The forum function is useful.

The update and delete buttons should also be added to the page ‘discussion’.

1. The ticket purchase button is relatively small and hard to find.
2. I like the cast list, it is clear.

Once logged-in, the status should remain and there should be no needs to log in again.

The navigation bar is defined unclearly, and ‘discussion’ should be renamed.

More tags should be added to the discussion in order to better classify which drama is discussed in one post and to better understand other users’ objectives.

1. I can get useful information and watch others’ reviews on this website.

There should be more classifications about each drama.

1. The redirect to the ticket purchase website is convenient.

The mobile version of this website is stuck sometimes.

**Competitor analysis**

Advantage: Compared to the main competitor – Damai.com, this website offers users a platform to communicate with other drama lovers. Also, more information such as cast list and drama reviews are provided.

Disadvantage: The website only offers information about dramas in Shanghai.

**Improvements needed**

1. To redesign the page ‘discussion’, adding ‘reply’ function and the edit buttons.
2. To add tags about each discussion.
3. To classify each drama by its theme.
4. To let users to maintain their login status.
5. To add the review function