

Final Project Report

Figure Skating | Exploration Website

LI TONG / 1155131850

COMM5961 - 2019

Introduction

The Figure Skating website is designed to promote the figure skating culture among the public, especially those who know little about figure skating. Compared with most popular sports like soccer and basketball, figure skating is more like a sport serve a small “niche market”. From my own experience and several comments on social media (such as Weibo and Zhihu), many people came across figure skating and gradually fell in love with it.

However, when I tried to learn more about this sport, I was troubled by a great amount of disorganized information online and had a really awful experience surfing the Internet. That was originally why I wanted to develop a figure skating exploration website based on what I have learned from this lesson. In the following report, I will further explain the design thinking process of the *Figure Skating | Exploration* website.

Strategy

Site Objectives

For beginners, poor searching experience and lowered interest in figure skating always come from three problems with existing websites:

- (1) Lack of systematic introduction;
- (2) Professional and hard-to-understand;
- (3) Plain description and boring design.

Figure Skating is a competitive and artistic sport, which can impress the audience and touch their heart. Therefore, in order to introduce and popularize figure skating culture as well as provide a better searching experience to people interested in figure skating, a new comprehensive website for amateurs is worth to develop.

The *Figure Skating | Exploration* website is designed to satisfy these objectives:

- (1) To ease and smooth searching experience for people interested in figure skating;
- (2) To stimulate or increase people’s interest in figure skating (esp. by visual attraction);
- (3) To introduce some coming events and a new hobby to people.

User Needs

The website will serve anyone who are interested in figure skating and would like to explore it online. In particular, I assume that the target users of the website are college students, who are more likely to accept a new cool thing and fall in love with this kind of sport.

In order to further understand the needs of target users, I carried out an interview with 8 students in CUHK at the beginning of the project. All the interviewees know little about figure skating but have heard about this sport. They were required to answer the following three questions.

Q1	Have you visited some websites related to figure skating?
Q2	If there is a comprehensive figure skating website, what contents or services do you hope to find there?

Table 1. Usability Test

For the first question, all interviewees revealed that they seldom visit websites related to figure skating because there are not so much organized information online. However, sometimes they do come across several videos related to figure skating on YouTube or other platforms and take a look at them. But they still seldom go on to surf the Internet for more information about this sport.

For the second question, when asked if there is a comprehensive website on figure skating, what contents or services they want to get access to, I found that general public prefer to have a taste of this sport and they all expect to watch wonderful videos. Some basic information of figure skating is also welcomed, such as the introduction of figure skating, the skating categories, and the destination of local ice rinks for fun.

In particular, some of the interviewees indicated that they are more curious about famous sports stars and their performance in world competition; some of them indicated that they are willing to watch a live game for the better user experience; and the other of them preferred to go to the local ice rinks and have a try.

Based on the preceding interviews, a user journey map of the target users is

designed as shown in Table 2.

User Journey Map			
Persona	Stage	Goals	Artifacts & touch points
Anyone who are interested, particular students	Awareness	Want to know more about figure skating	/
	Browse	To know about what figure skating is	“About” page (introduction)
		To check the latest competition schedule	“Events” page
		To know more about the famous athletes of figure skating	“Sports Star” page
		To know how to get started with ice skating	“Have Fun” page
		To know where they can try ice skating in HK	“Have Fun” page

Table 2. User Journey Map

As Table 2 shows, the target users’ needs can be concluded into: a need for basic information and a need for social activities. Therefore, in the following part, I develop the website scope based on these two needs.

Scope

In this part, the website is designed to satisfy the users’ needs by providing basic and fundamental information of figure skating in a clear and organized way. In addition, according to the user journey map, the information required by target users is summarized into the following six categories:

- (1) Introduction to figure skating;

- (2) Figure skating videos;
- (3) Information of coming events;
- (4) Information of famous stars;
- (5) Information of ice skating tutorials;
- (6) Information of local ice rinks.

The introduction of figure skating will cover elements like basic introduction, history of figure skating, skating categories, programs and equipment. In order to provide professional and reliable information, the content of website are basically taken from professional figure skating websites including Skating ISU, the Olympic and Encyclopedia Britannica. As for events, I choose *2019 World Championships* as a wonderful competition for exhibition. Additionally, the website also provides the latest events in the coming three months for lovers. For the ice skating tutorials, I find some entry-level tips which are easy to handle for beginners. For the local ice rinks part, information is obtained based on the word of mouth online.

Structure & Skeleton

According to the preceding, a site map of the figure skating website is developed as follows (see Figure 1). Based on this site map, wireframe prototypes are produced to show the structure and layout of the website (see Figure 2 - Figure 7).

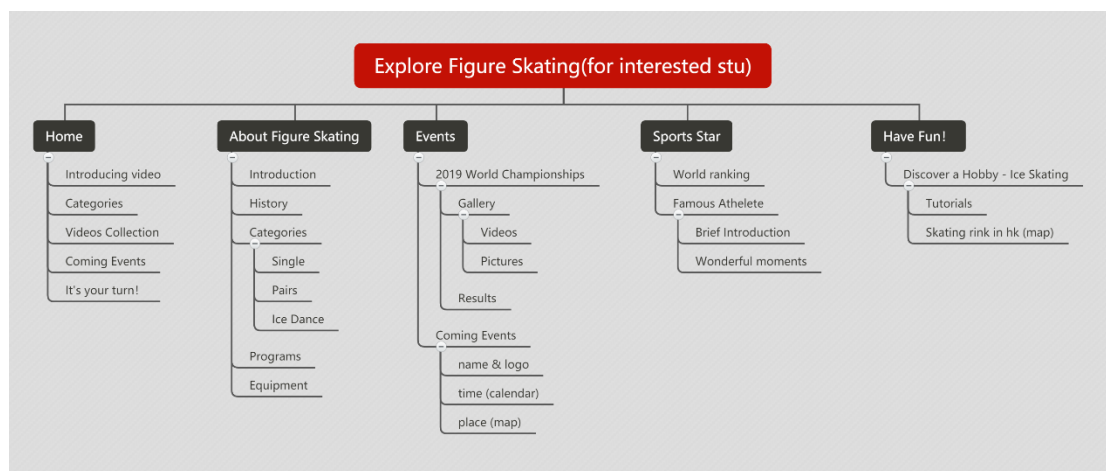


Figure 1. The Site Map

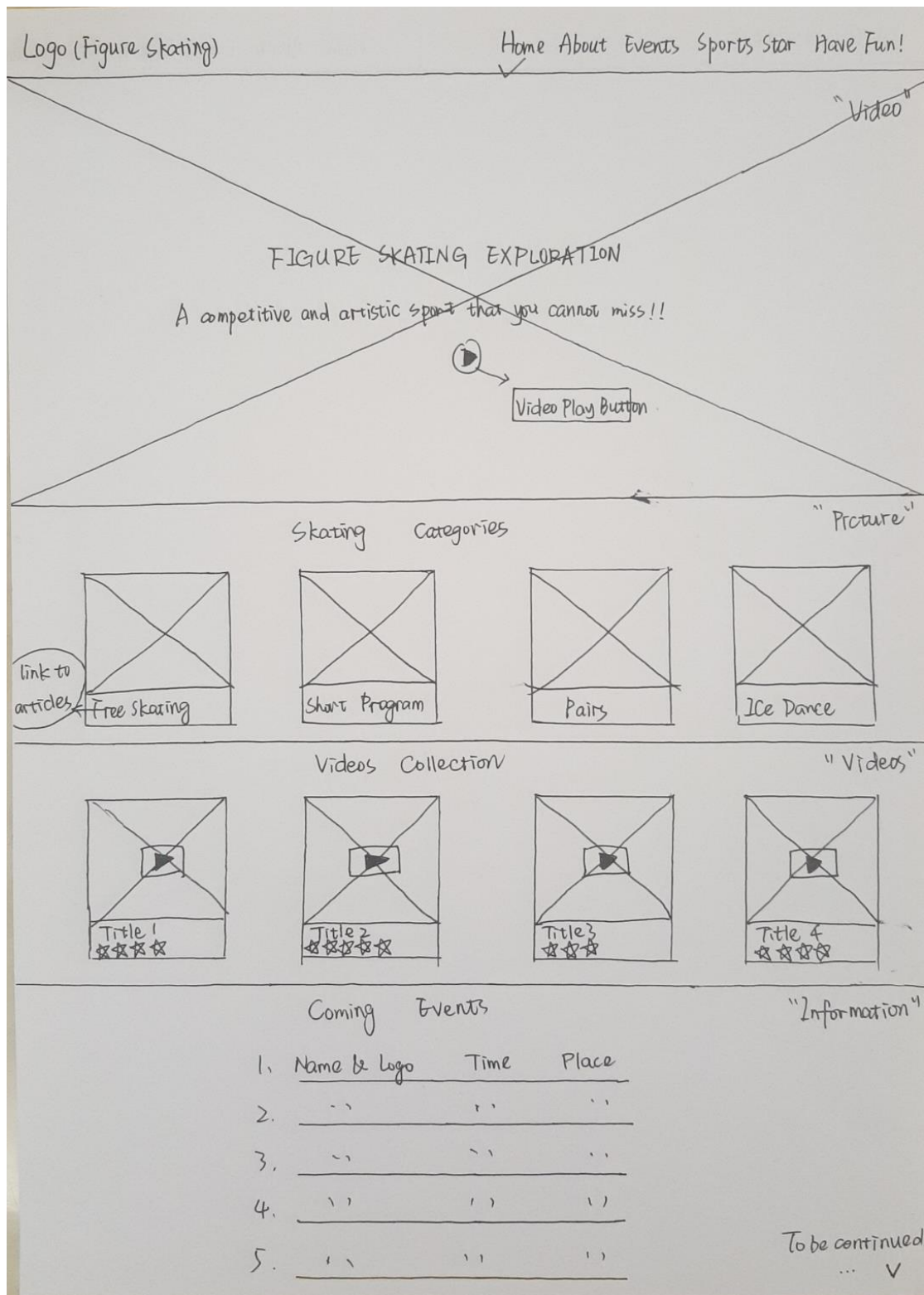


Figure 2. Wireframe - Home Page (1)

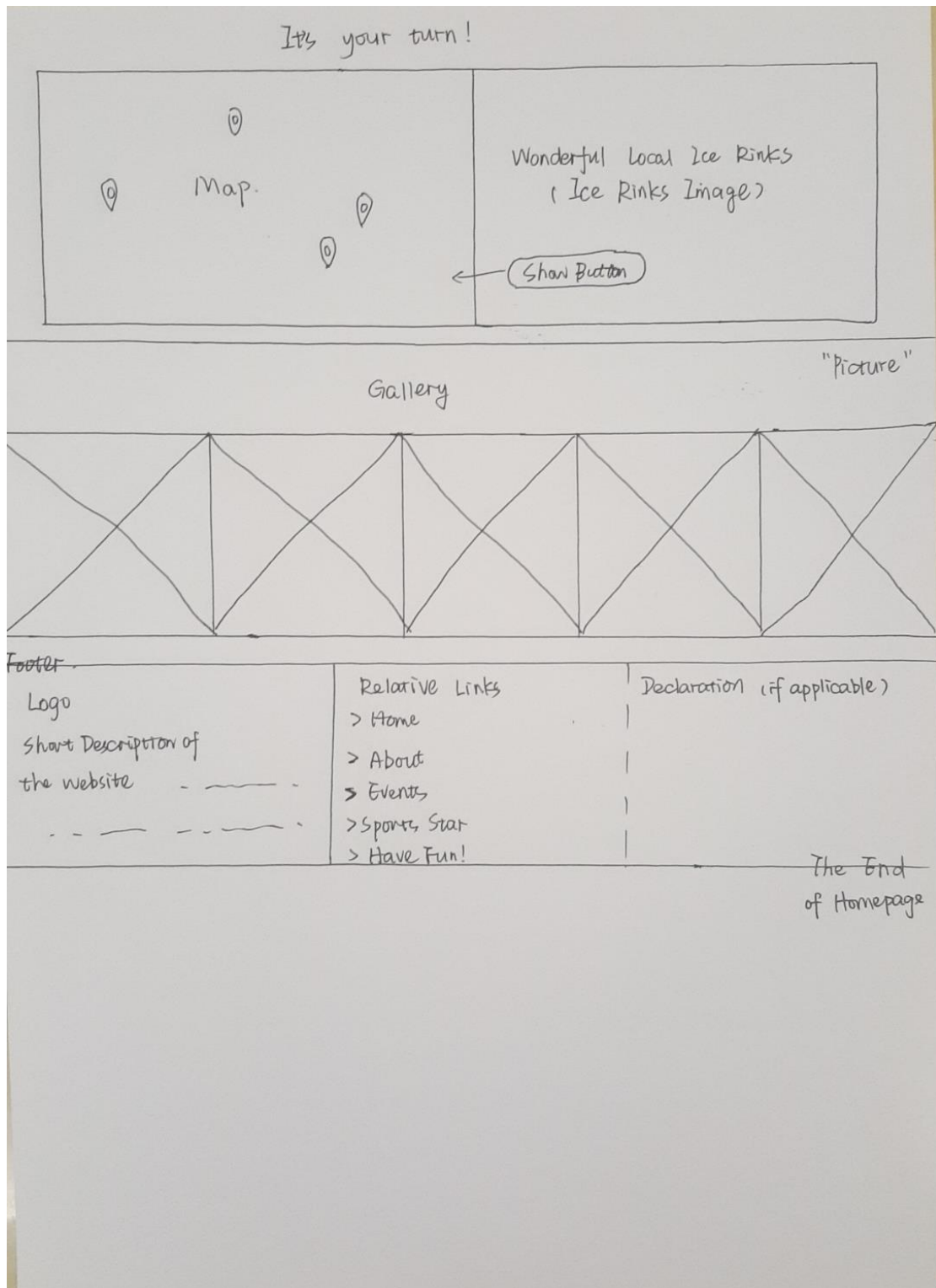


Figure 3. Wireframe - Home Page (2)

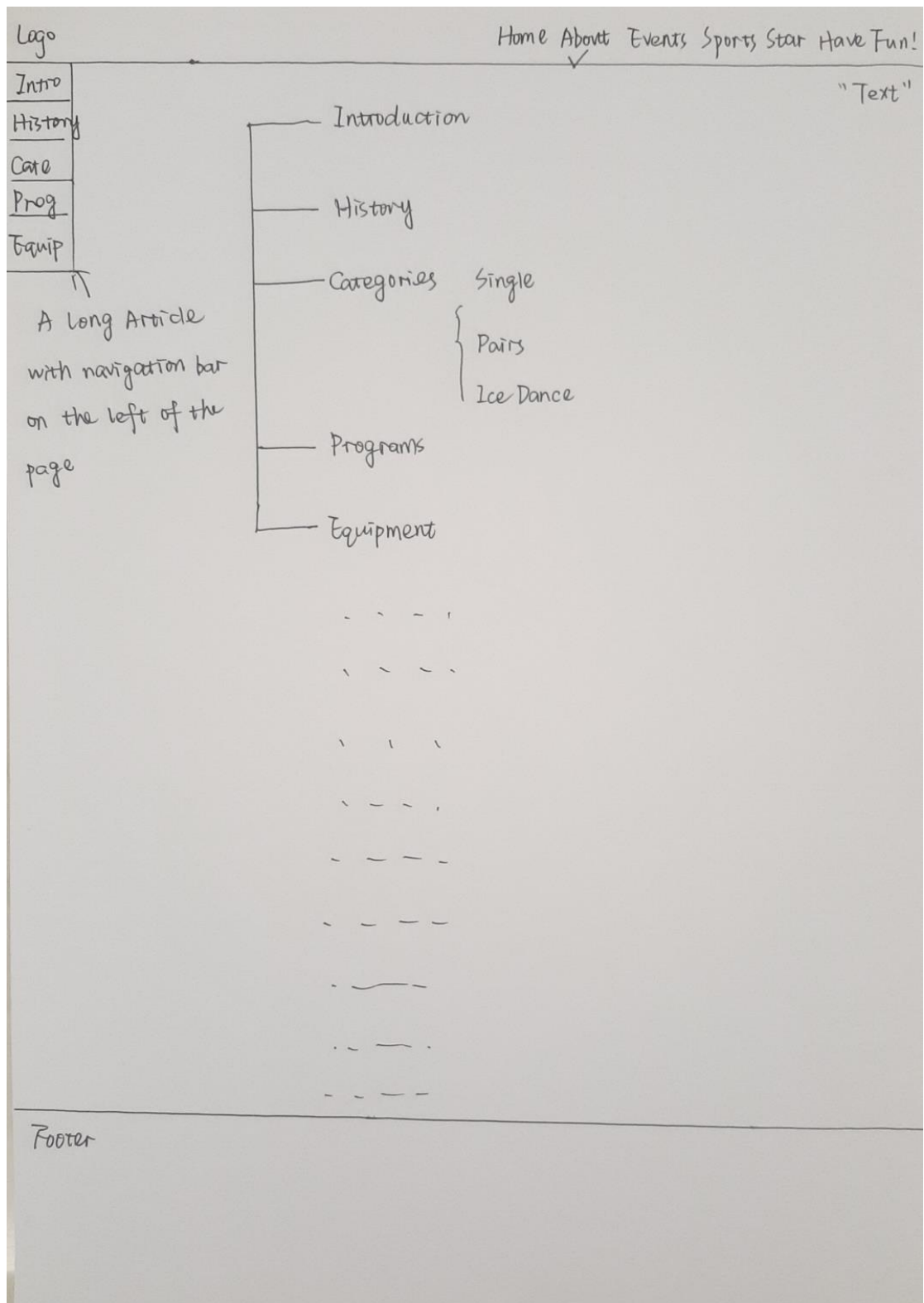


Figure 4. Wireframe - About Page

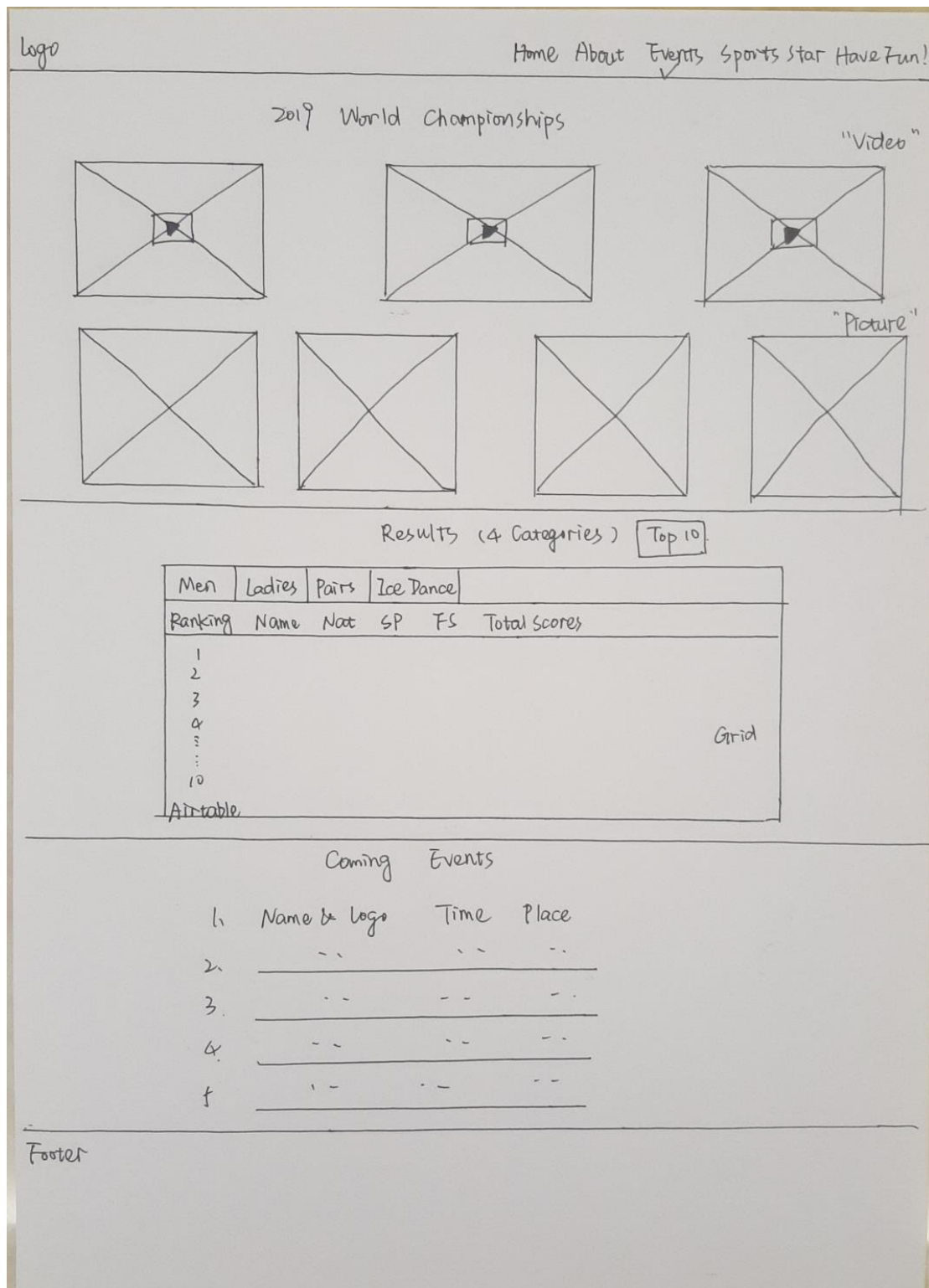


Figure 5. Wireframe - Events Page

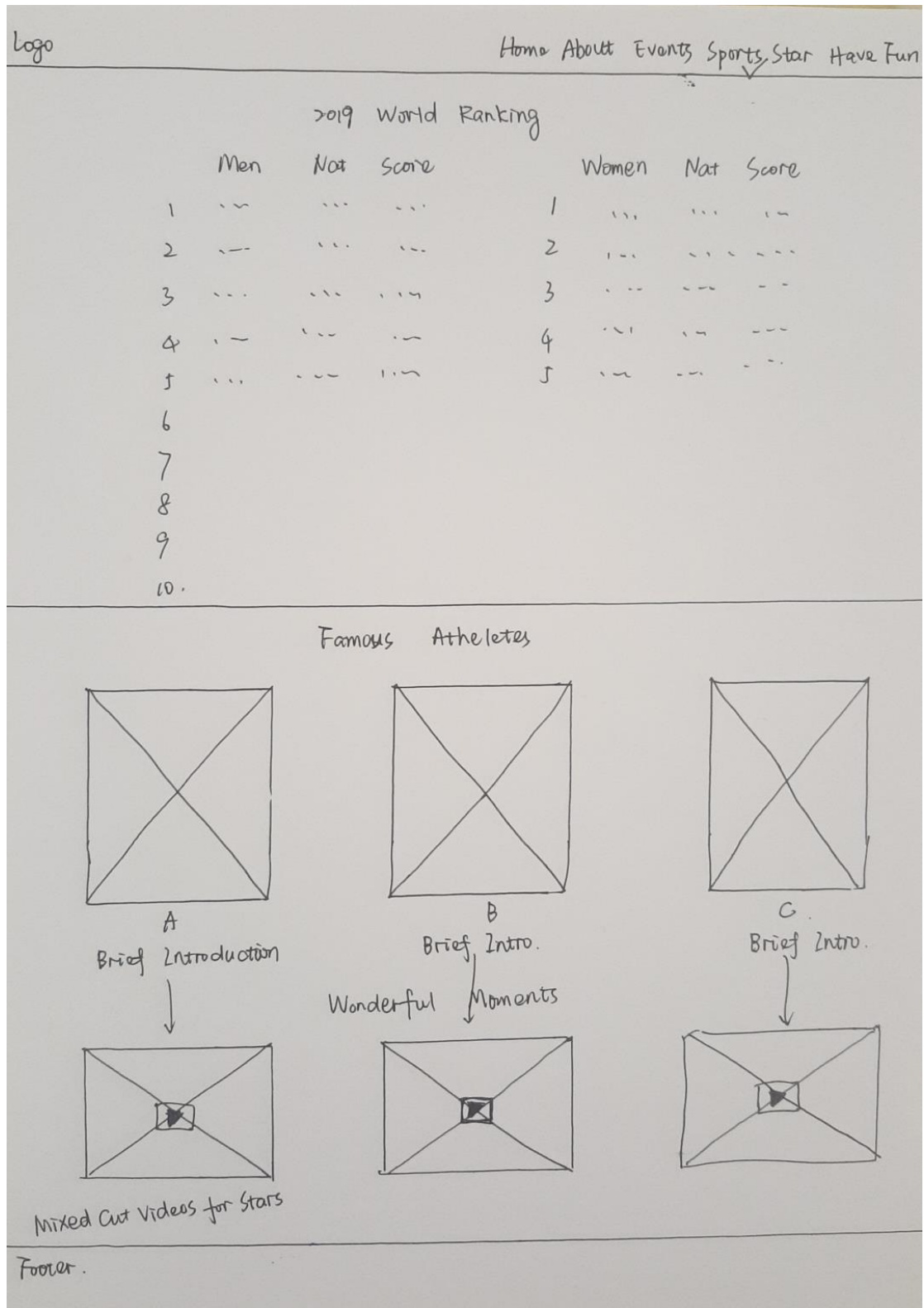


Figure 6. Wireframe - Sports Star Page

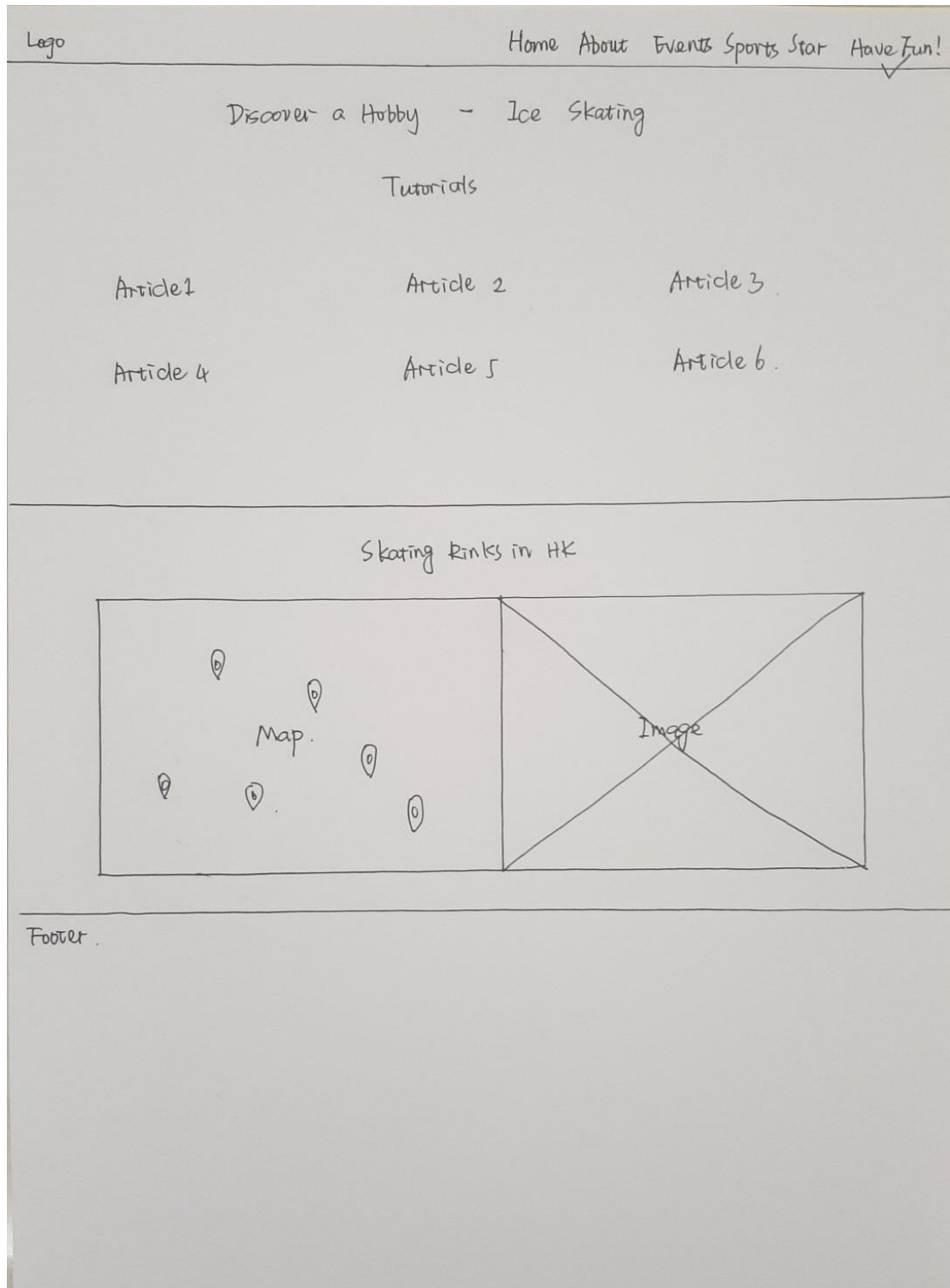


Figure 7. Wireframe – Have Fun Page

Usability Test for wireframes

To evaluate how the wireframe work with new comers of the website, a usability test is carried out with five college students. All the interviewees were asked to roughly browse the website in 1~2 minutes, then answer five questions (see Table 3) and finally give some advice to the existing wireframe.

Number	Question
1	What do you think about this website when you firstly see it?
2	Do you feel clear about the navigation bar?
3	Which part of the website do you think interests you more?
4	Which part of the website do you think is unnecessary?
5	Which part of the website do you think needs more improvement?

Table 3. Usability Test

All five users browsed the website smoothly in the given time. And their general responses are shown below.

Question	A	B	C	D	E
1	Figure skating.	Figure skating.	Figure skating.	Figure skating.	Figure skating.
2	Yes.	Yes.	Yes.	Yes.	Yes.
3	Have Fun.	Videos.	Sports star.	Videos.	Videos.
4	About Page.	Events.	Events.	None.	About Page.
5	About Page.	None.	Sports star.	None.	About Page.

Table 4. User Response

On the whole, according to the feedback to Q1 & Q2, the theme of the website “Figure Skating” is clear to all users and the navigation bar also works well. As the response to Q3 shows, more users were attracted by videos related to figure skating, which seem to be more intuitive and interesting. In detail, user A likes the “Have Fun” page most, because she would like to try ice skating in Hong Kong someday. That is to say, some guidance of local ice rinks is helpful, such as the destination. User C is more curious about famous sports stars, while in fact, she prefers the wonderful moments of

those athletes rather than their world ranking.

Though some of the interviewees knew little about figure skating before, they felt boring and uninterested in the “About” page and the “Events” page as the answer to Q4 indicates. User A and user E thought that they don’t like to read long articles on the website, especially do some time-consuming reading on their phone. User B and user D regarded the “Events” page unnecessary. User D appeared satisfied about the wireframe of the website with no answers.

When it comes to some improvements, user A and user E suggested that basic introduction is necessary, and the long article of the “About” page could be divided into several short articles. User C showed her strong interest in sports stars in figure skating. She suggested college students prefer reading stories and some interviews of celebrities at present. Recommended articles about famous athletes could be added to the website.

Although videos and pictures are popular among users, as users advised, too many videos and galleries looks similar and homogeneous. A collection of videos as well as a specific gallery area would help users to focus more on their content. In addition, as few of the interviewees were exposed to ice skating, they will not need too many tutorials on learning ice skating. Finally, as it requires a little time to jump from one page to another page, user D suggested to remove some pages for convenience and put all the content on a single page.

Base on the potential problems and helpful suggestions above, I made the following changes to wireframe. (1) Swift the website from multiple pages into one single page; (2) Place some basic information (e.g. short introduction and categories) of figure skating under the introduction video on the homepage; (3) Add some links of short articles to “Skating Categories”; (4) Place all videos in the “Videos Collection” section and set only one specific gallery area on the homepage; (5) Remove the “Sports Star” section and add “Recommended Articles” section related to famous athletes; (6) Remove multiple tutorial articles on learning ice skating but provide some entry-level tips on how to try ice skating.

Surface

Considering the usability test results and the users' suggestions, I adjusted the website wireframe and applied a Bootstrap template to help design the final website.

For more details, please check via:

https://sophia-96.github.io/com5961-1155131850/final_project/index.html

A/B Test

To test what helps to attract the users for the website, an A/B test is carried out through Google Optimize and Google Analysis. In the version B, the font color, some texts of the navigation button and the theme are adjusted. The details are shown below (see Figure 1&2).

Version A (Original Version)



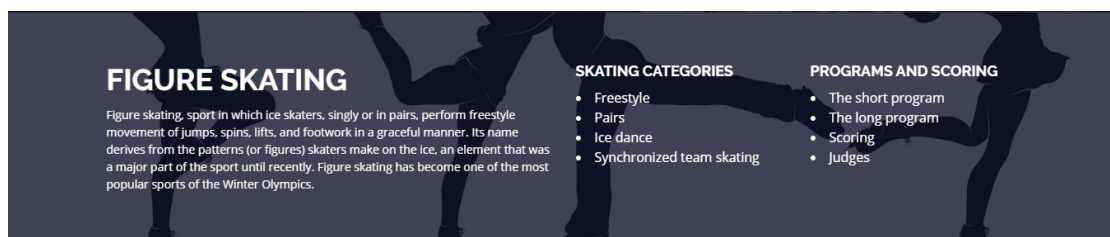
Version B (Variant)



Figure 1. A/B test difference #1

As Figure 1 shows, the first difference between two versions of the home page is that the text in navigation button has changed from “Details” to “Collection”.

Version A (Original Version)



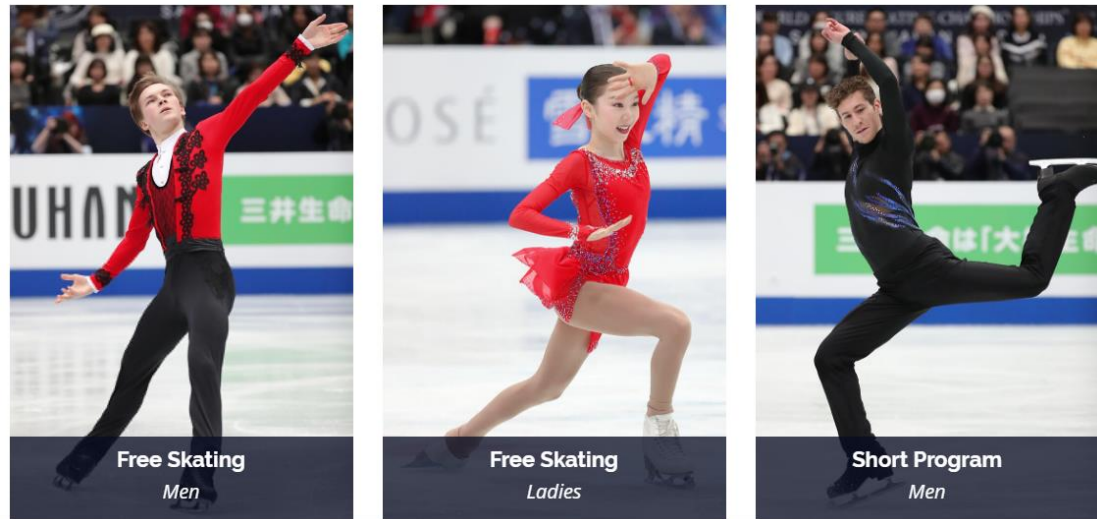
Version B (Variant)



Figure 2. A/B test difference #2

As Figure 2 shows, the second difference between two versions of the home page is that the text color of the theme in “about” section has changed from “white” to “red”.

Version A (Original Version)



Version B (Variant)

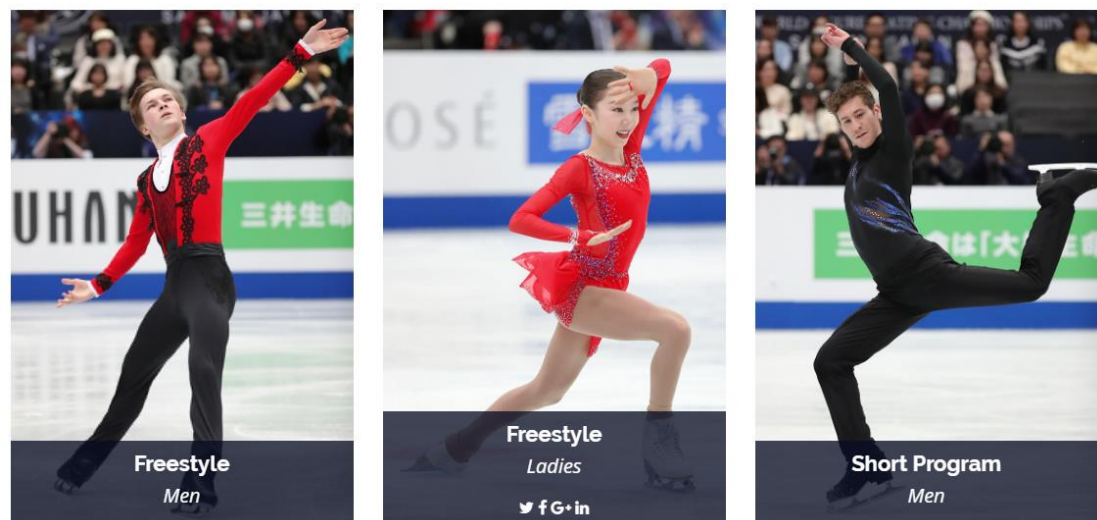


Figure 3. A/B test difference #3

As Figure 3 shows, the third difference between two versions of the home page is that the text the first category of figure skating in “Skating Categories” section has changed from “Free Skating” to “Freestyle”.

To find out which version is better in conversion, I set three goals to measure in the A/B test. The first goal is the number of clicking the video play button action. The

second goal is the users staying time on home page. The third goal is the number of jumping to another page.

提高幅度概览

添加目标

变体 ↑	Time on home page (目标 2 达成次数) (主要)	Click the Video Play Button (目标 1 达成次数)	×	Jump to another page_categories (目标 3 达成次数)	×
原始版本 75 次会话	基准	基准		基准	
变体 1 72 次会话	-80% - 142%	-99% - 14,011%		-100% - 432%	

Click the Video Play Button (目标 1 达成次数) ▾

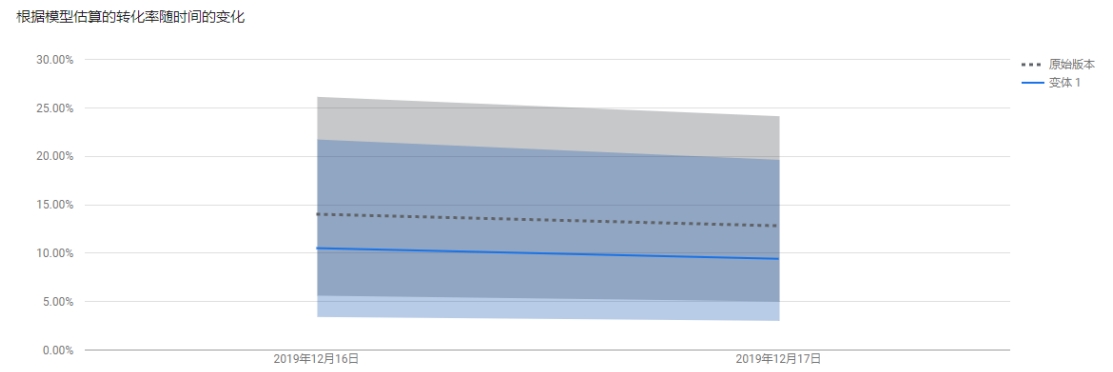
<input checked="" type="checkbox"/> 变体 ↑	根据模型估算的提升幅度	最佳组合概率	胜过原始版本的概率	根据模型估算的转化率	实验中的转化次数
<input checked="" type="checkbox"/> 原始版本 75 次会话	基准	49%	基准	<div><0.1%6.3%</div>	0
<input checked="" type="checkbox"/> 变体 1 72 次会话	-99% - 14,011%	51%	51%	<div><0.1%6.4%</div>	0

Time on home page (目标 2 达成次数) ▾

<input checked="" type="checkbox"/> 变体 ↑	根据模型估算的提升幅度	最佳组合概率	胜过原始版本的概率	根据模型估算的转化率	实验中的转化次数
<input checked="" type="checkbox"/> 原始版本 75 次会话	基准	70%	基准	<div>5.0%24.1%</div>	9
<input checked="" type="checkbox"/> 变体 1 72 次会话	-80% - 142%	30%	30%	<div>3.0%19.6%</div>	6

Jump to another page_categories (目标 3 达成次数) ▾

<input checked="" type="checkbox"/> 变体 ↑	根据模型估算的提升幅度	最佳组合概率	胜过原始版本的概率	根据模型估算的转化率	实验中的转化次数
<input checked="" type="checkbox"/> 原始版本 75 次会话	基准	75%	基准	<div>0.4%9.4%</div>	1
<input checked="" type="checkbox"/> 变体 1 72 次会话	-100% - 432%	25%	25%	<div><0.1%6.4%</div>	0



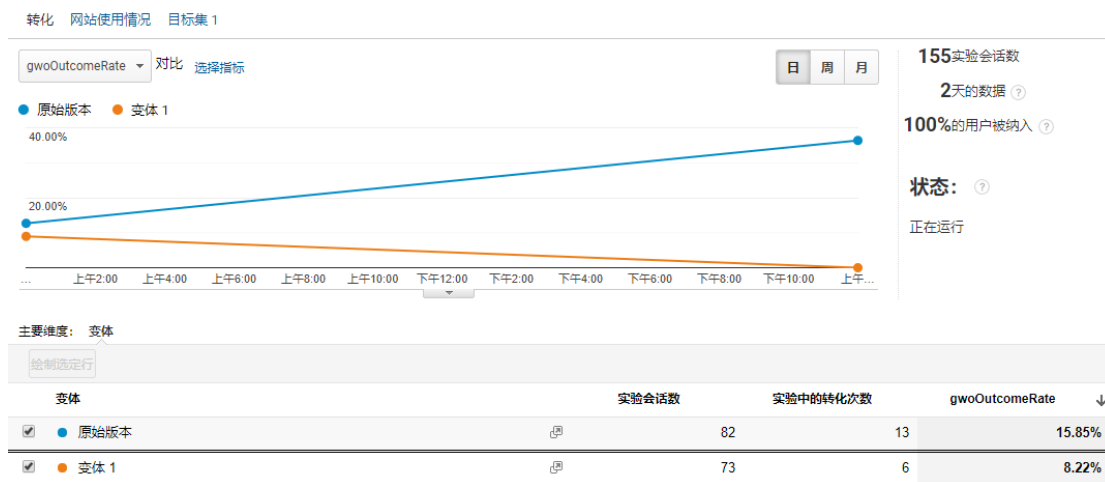


Figure 4. A/B test results

The total A/B test has lasted for two days and the results are shown in Figure 4. As we can see, version A (the original version) has attracted more users to browse the website on the whole. So that the original version is better and it will be applied directly to the final project.

