

Final Project Report

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Problem Background

Now perfume becomes popular with Chinese young girls and many young girls want to have perfume decorates their life. But for many young people, fragrance is a mysterious and unaffordable thing. A bottle of famous perfume is usually awfully expensive and unaffordable to those who are students or fresh in society. And fragrance is a complicated thing, there are lots of products and lots of scene types and fresh users can easily be intimidated by its diversity. Furthermore, it is extremely hard to determine whether you are suitable for one perfume unless you use it and feel its top note, middle note and base note. So, picking a suitable perfume for yourself takes Time. Although a bottle of perfume is unaffordable for most young girls, their desire for perfume does not fade away. Instead, fragrance is one of the most popular hashtags in Red and there are 999 posts contain keyword “perfume” and there are also more than 900 post in each popular perfume brands keywords. It predicts trend that Chinese young girls want to have a perfume with excellent quality, but the reality is that they choose to buy some fake powder fake products. In Chinese online ecommerce apps Taobao, there are lots of low-quality perfumes. On online fragrance community people would “share” a bottle of perfume, that is one people would buy a bottle of perfume and they will pack it up then send it send the samples to other girls. But it is a time-wasting task, and you cannot ensure its quality, so many people are reluctant to buy these samples. How can fresh perfume users buy excellent quality perfume at reasonable prices? It's the problem I want to solve.

There are some competitors in the fragrance market. As for foreign websites, due to the diverse cultures and demands between Chinese and western areas, the recommendations and ranking lists these websites offer are not appreciated by Chinese customers. In mainland China, there is a professional website called “Noetime” which focus on providing professional and comprehensive perfume knowledge and

recommendations to users. But because their target users are perfume lovers who consume enormous amounts of fragrances, they sell as a whole bottle. But, after talking to many potential users, most ordinary people do not care much about professional information, which one is suitable for separate occasions and weather. So, my conclusion is there still having chance to build a small community where fresh users can communicate and buy safe samples.

Requirements

There are mainly three functions on my product website, the functions and their basic requirements are listed below:

1. Professional recommendations.
 - a. Demand Side: provide articles which are most useful in daily life.
 - b. Operation Side: concrete content which does not need to be updated frequently.
2. Other's opinions and experiences.
 - a. Demand Side: find related products' using experiences and listen to others' descriptions
 - b. Operation Side: activate more users post content so that more people can be engaged.
3. Online Perfumes Samples Shop.
 - a. Demand Side: cheap and of good quality
 - b. Operation Side: make profits when subtracting the cost of perfumes and transportation.

Design

To make users engage, first we need to provide some useful information to them. Professional recommendations and others' experiences are enough for them to take as a reference. For the professional recommendations part, I design to build a page where PGC content can be displayed. To provide most important things for fresh fragrance users, the articles should contain such kinds of information:

recommendations for various occasions, seasons, characteristics and moods, basic knowledge, and tests & evaluations for hot products. For a place where people can communicate their experiences, I built a UGC forum where people can create posts and replies to gain a membership point. It is ranked by popularity and people who want to find target content can use search bar to find their desired keywords.

To make the website profitable and survives in the beginning stage. We need to calculate the suitable price for perfume, I take Serge Luten's perfumes as an example. A 100ml bottle of Serge Luten's perfume costs 750 RMB for sales, that is the net cost is 7.5RMB/ML. To make samples more sales, we take 25RMB for 2ML, 50RMB for 5ML and 90RMB for 10ML, which is a competitive price compared with websites that only sell a whole bottle. If a customer buys more than 15ML in one purchase, we can charge without shipping fee. But as we can see that is an unprofitable job if we continue to operate. So, in the middle phase, we would collaborate with nameless perfume brands and advertise them on our website. After gaining real popularity, we would do more advertising and collaboration with perfume brands, which could make the website profitable.

As for UI design, here is the [Figma link](#).

Test and Evaluation

In evaluation part, we use the prototype to do usability research. We invite four participants to do an experiment on the prototype, that is finishing two tasks and clicking some functions and giving comments, the two tasks are as follows:

1. Complete purchase procedure in PC and Mobile version prototype
2. Create a new post on the forum in PC and Mobile version prototype

Also, we will record their mood and action according to observation scale. [Here is the result of the scale](#).

Here are the results of the task experiment:

In task 1, most participants think both PC version and Mobile version are clear and straightforward.

Almost every participant feels calm, and everyone completes the shopping process in a relatively short time except one who misunderstand the meaning of “小铺” in mobile version. Some participants comment that the designs of the shopping index page and shopping information page are clear and attractive. But one participant doubted that there is not a shopping index page on PC version. One thinks there should be a receipt information confirmation page during the process of buying.

In task 2, most participants give negative comments on the PC version's forum. Four participants think the position of “create yours” button is unreasonable, and they use much time finding this button, two of them even click the wrong page. Two participants think the function of forum is basic, we need to place more hash tags on the topics of posts so that people can find what they want in the most convenient way. One participant thinks it is inconvenient to reply to other's comments on the subpage. And one suggests imitating Red and adding some attractive banners on forum. To encourage people to post, one participant suggests placing a “create one” button in others' posts.

Apart from real experience of target users, the data of users' behaviors is almost very important. So, with the help of Google, we conducted an A/B test and tracked some events to measure the function.

As for A/B test, I slightly changed the index title to test whether the font size of the title changes the user's engagement, the preview version has relatively bigger font size and the test version has relatively smaller font size. After releasing these two versions 14 days ago, we collected 50 samples and the result shows that the two versions have a similar bounce rate. Due to the limitation of the amount of the samples, A/B test cannot provide many useful data honestly saying.

We also collected some event data; the results are as follows:

事件名称 ▾	+	↓ 事件数	用户总数	每位用户的事件数	总收益
合计		57 占总数的 100%	4 占总数的 100%	14.25 与平均值相差 0%	¥0.00
1	page_view	23	4	5.75	¥0.00
2	user_engagement	19	4	4.75	¥0.00
3	session_start	7	4	1.75	¥0.00
4	first_visit	4	4	1.00	¥0.00
5	scroll	4	3	1.33	¥0.00

Because only 4 users' behaviors are counted, the data still shows little value due to the small data amount.

Further Development

In my view, what the website needs most is active users' real comments. So, the first thing we struggle to do is update users' comments and show them in front side in real time, the second thing we need is try some ways to endure more users to post their comments, for example give them discount or small gifts when they finish the post. Also, a membership system is needed, now the website can also show specific functions to membership users, but I think the membership points system is also needed, that can not only help operators distinguish between active users and silent users but also help users see their performance on the website.

Appendix

1. Figma Link: <https://www.figma.com/file/lGSV7AM3RFz2lGTjiQ9xJ9/Fragrance-Community?node-id=0%3A1>
2. Usability Report: https://mycuhk-my.sharepoint.com/:w:/g/personal/1155161796_link_cuhk_edu_hk/EW5XGH_Q4SdDskTBTc70HL8Bzuk6WMNbf1TN0PPctT7q5w?e=Mn3iiA

3. Observation Scale: https://mycuhk-my.sharepoint.com/:x:/g/personal/1155161796_link_cuhk_edu_hk/EWZJuwXtS8dDguejY_T5_C0BKzFvvgMIVbE3xpYiSKLqBw?e=jxGoL6
4. HTML and CSS template's theme is from: Bootstrap Clean:
<https://startbootstrap.com/theme/clean-blog>
5. Figma prototype is partly based on one template:
[https://www.figma.com/file/W7qTExfDTFx26nYtiR53J9/contra-wireframe-kit-\(Community\)?node-id=184%3A1007](https://www.figma.com/file/W7qTExfDTFx26nYtiR53J9/contra-wireframe-kit-(Community)?node-id=184%3A1007)
6. All the pictures are from: Pexels and Zhihu.
7. The five articles are scrapped from website: scrapped from Nosetime.
8. The video articles are scrapped from YouTube.
9. The comments on community are partly scrapped from Nosetime.