

Final Project Report

COMM 5961

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1155136945 | KPL WEBSITE

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I. Background

“King of Glory” (王者荣耀) is a MOBA class mobile game, which was developed and run by Tencent Games. Since 2015, this game maintains the position of top of the mobile game downloads in China and the number of users reached 613 million. In this situation, King Pro League(王者荣耀職業聯賽) was born in September 2016 hosted by Tencent. However, as for E-sport part, King Pro League (王者荣耀職業聯賽) is far less influential than League of Legends Pro League (英雄聯盟職業聯賽). For example, the live broadcast of the LPL final attracted 95 million viewers but the KPL final was just 10 million viewers.

According to the 2018 Global E-sports Market Report, global e-sports market revenue reached US \$ 865.1 million and at least 394.6 million people worldwide watched an e-sports event in 2018. Among them, the proportion of Chinese users is rising steadily and is expected to reach 15%. Therefore, I am convinced that KPL in E-sports industry has a bright prospective in the future.

II. Website Introduction

This website is also dedicated to attracting the users especially KPL audience to visit the site and building strong stickiness with them, ultimately converting the traffic into revenue. Therefore, in this report, I will analyze the process of website design into two dimensions: user

journey and design thinking journey.

III. Strategy Plane: Empathize

(1) Idea Formation

The idea of creating this website came to my head when I talked in a KPL audiences' WeChat group. Many friends complained that it is hard to find players' information and E-sports club address when they hope to write letters for encouraging players. There is no site systematically collecting this kind of data which are much needed by followers. Even in the KPL official website, it does not provide any information for teams and players like their age, hometown and interesting life episodes.

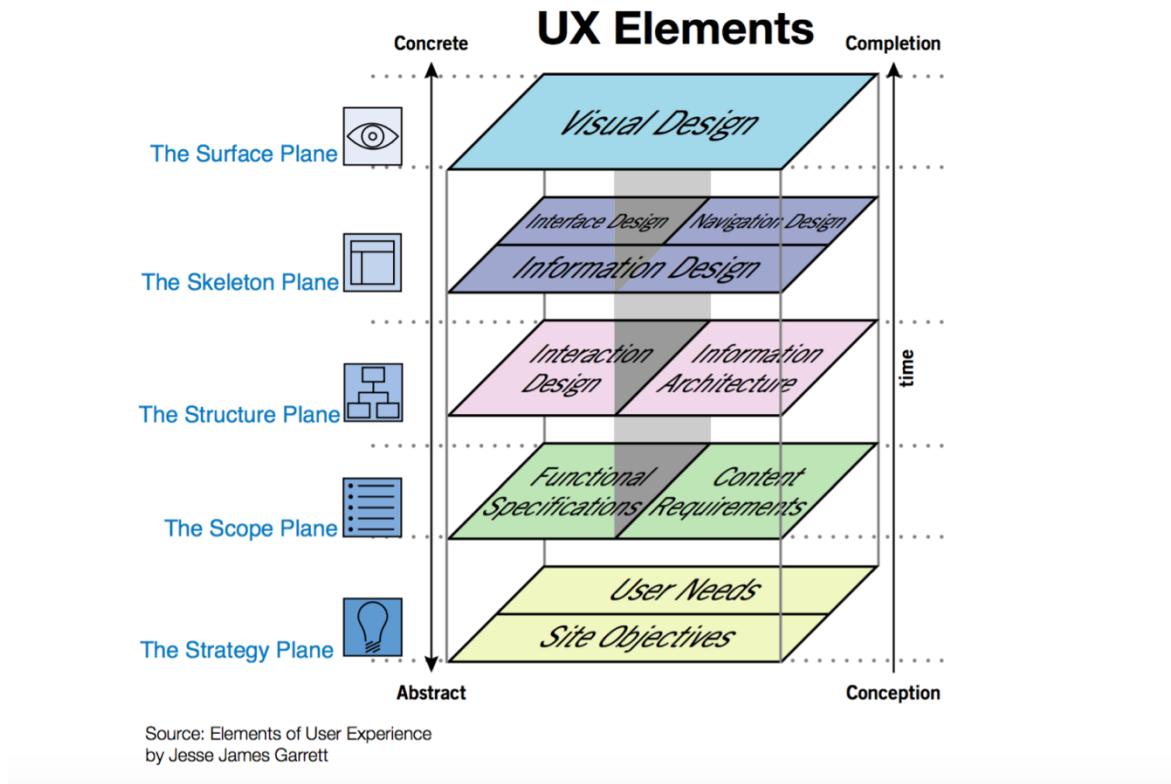
By comparing KPL official website (<https://kpl.qq.com>) with LPL official website(<https://lpl.qq.com>), KPL site also has less interest and interactivity than LPL. LPL always leave a place for team and players basic introduction, which can close the distance between the team and the audience and enhance the audience stickiness.



(LPL team and player introduction)

(2) The Strategy Plane

The most essential and fundamental thing in the first step is to define the problem and find out the user needs (see Figure 1).



(Figure 1)

According to the official report, the KPL male-female audience ratio is 37% to 63%, and women are basically twice as many as men. And 48% of audience is aged between 19 and 24. Through analyzing the audience, I conclude that most female audiences are fans of one of the KPL teams and they follow KPL players and teams in a similar way to star chasing. They are not only content to watch their competition, they also watch players' live broadcasts, vlog, etc., trying to know all aspects of the players. However, official website or other E-sports website about KPL just offer

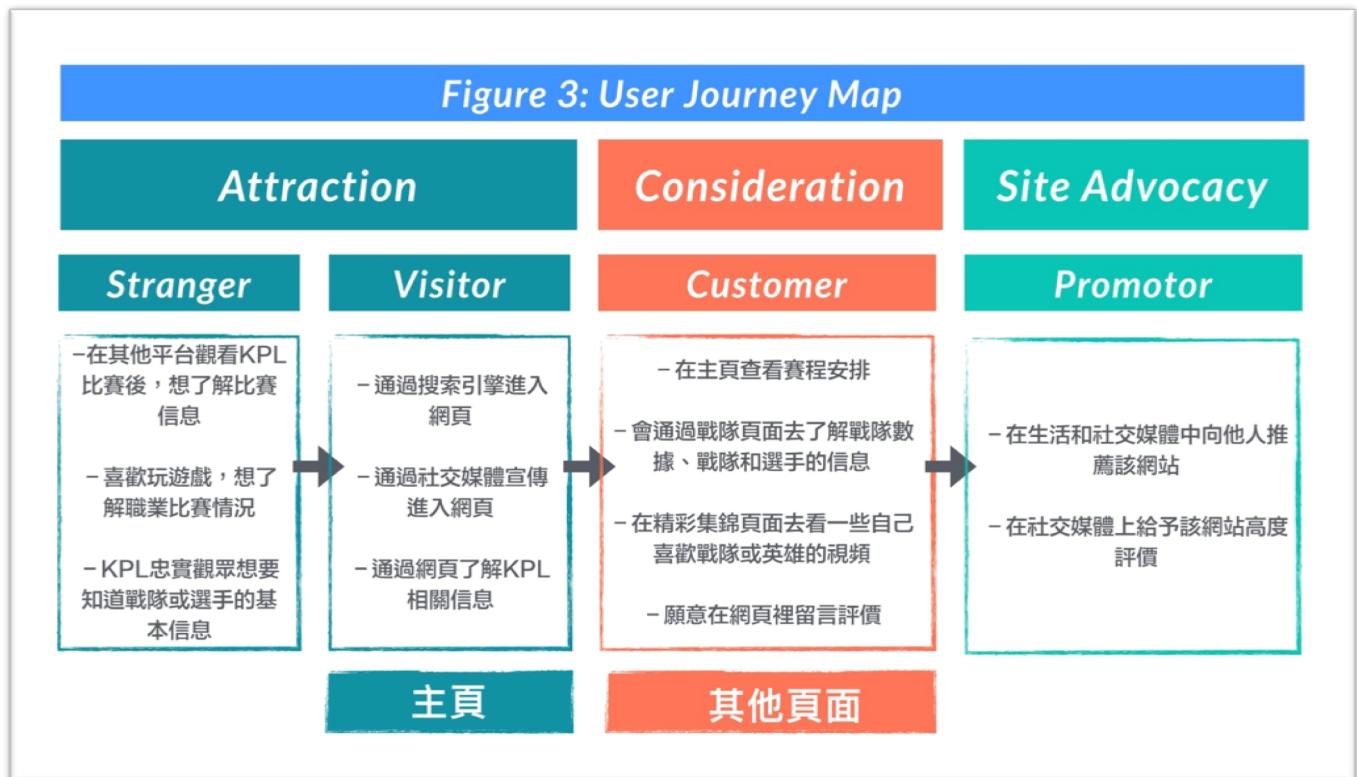
the aspect of the team game. My purpose for my website is to create a website combining professional perspective like players' KDA data and other perspective like E-sports club address, players' interesting stories. By combining these, I can meet more KPL core audiences' needs and attract more visitors to learn about KPL. (see Figure 2)

<i>Figure 2: Site Objectives and User Needs</i>				
	Site Objectives		Target Users	User Needs
Primary goal	To attract more audience to visit the website	Primary User	Female audience in the universities aged between 19-24	1) Eager to know the game schedule 2) Eager to get access to other information of their support team
Additional goal	To build strong stickiness with KPL audience	Secondary User	Young generations who like to play Kings of Glory	1) Interested in Professional E-sports games 2) Hope to learn some skills from professionals

IV. The Scope Plane: Define

(1) User Journey Map

Before starting to design the website, I interviewed two female KPL loyal audience and a male KPL audience. Then, I made the journey map to conclude the whole process to visit the website. (Figure 3)



From figure 3, the users' need can be divided into 2 types: getting information and social interaction. Therefore, two main functions of my website are offering comprehensive information and a communication platform.

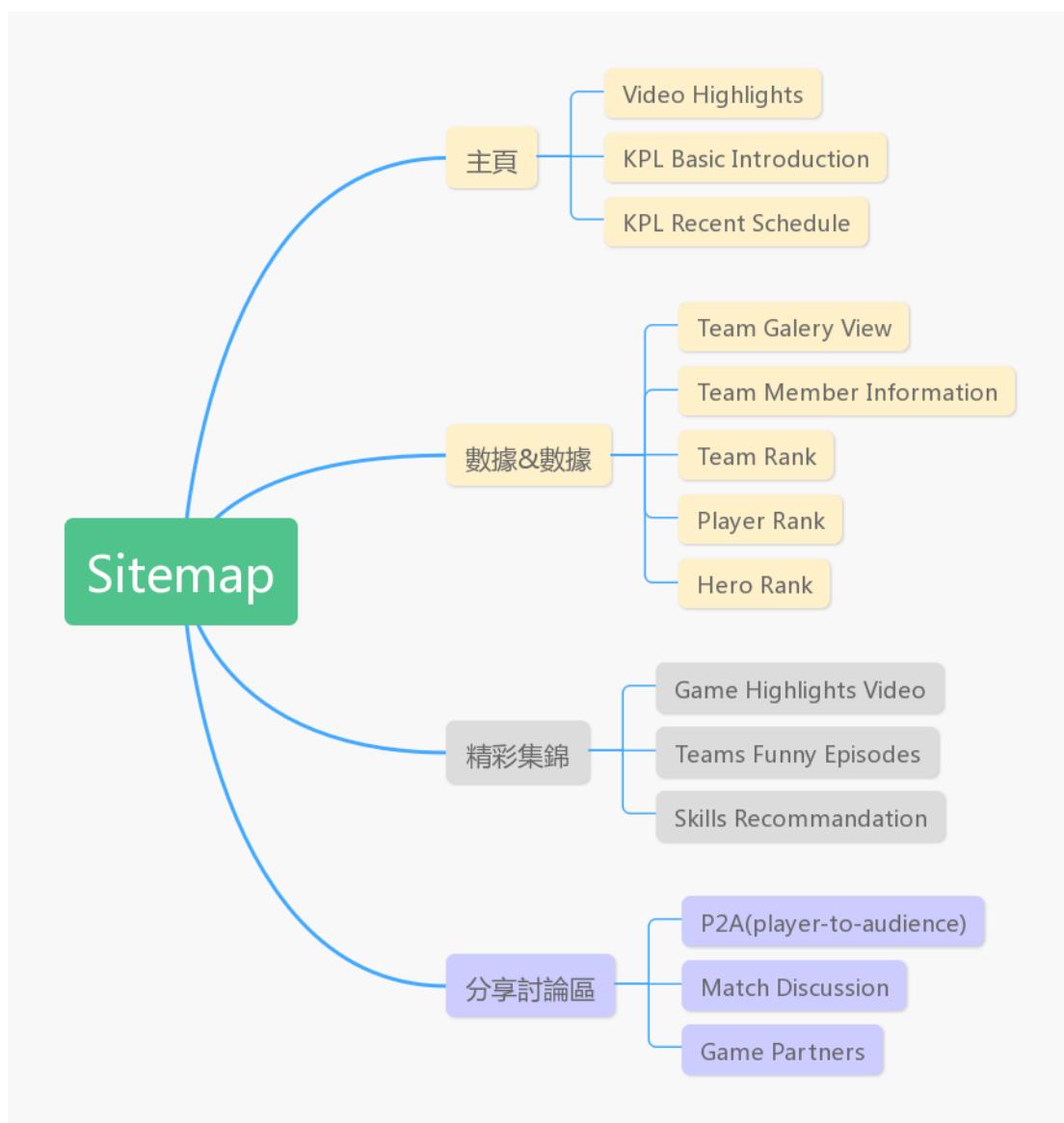
(2) Problem Definition

How can the website help young female and male audience (**WHO**) watch

the game while at the same time get more information about teams' and players' different perspectives (life/profession) (**WHAT**) to enhance user stickiness and interests for KPL(**WHY**)?

V. Problem Solutions: Ideate

(1) The structure plane



(Figure 4)

As shown in the sitemap (Figure 4), the website has four sections. Each section has connection between each other and fits the user journey.

The homepage is mainly about KPL competition and divided into former, present and future because when users enter into the site what they want to see most is the content of the game. And due to the secondary users of my website are not KPL loyal audience, I give basic introduction about KPL and related events for visitors in the homepage.

After watching game or watching the homepage, users often want to know 戰隊 or 數據 firstly. This is why I put these two parts together in the front order. Most game sites in the market only give professional data for audience, which is less interesting and hard to retain users. So apart from offering data, my website also adds teams' and team members' information and stories including professional and life aspects. However, it is difficult to collect all the information owing to the lack of official resources, so I just choose 4 popular teams to create their own page.

Finally, for users who think the website's information is useful and rich, they will convert from stranger to visitor. Then they will be more willing to spend much time to learn game skills or share things in this website, which means they will convert from visitor to customer or promotor in the 精彩集錦 and 分享討論區.

(2) The Skeleton Plane: Prototype

After having a clear picture of what contents should be included on the website, the next step is designing the wireframe about the layout and

content location. I draw several prototypes for every page in the website to validate the usability of my website design.

Then, I use a PDF to display my wireframe and invite suitable testers from mainland of China to do the usability test. I gave them a phone call and ask them to open the computer. By browsing the PDF, they are able to pretend they are browsing a website wireframe. (see Figure5-9) After collecting all their feedback, I can revise my page design and add some good functions that they advise to me into my website.



Figure 5 prototype-Homepage

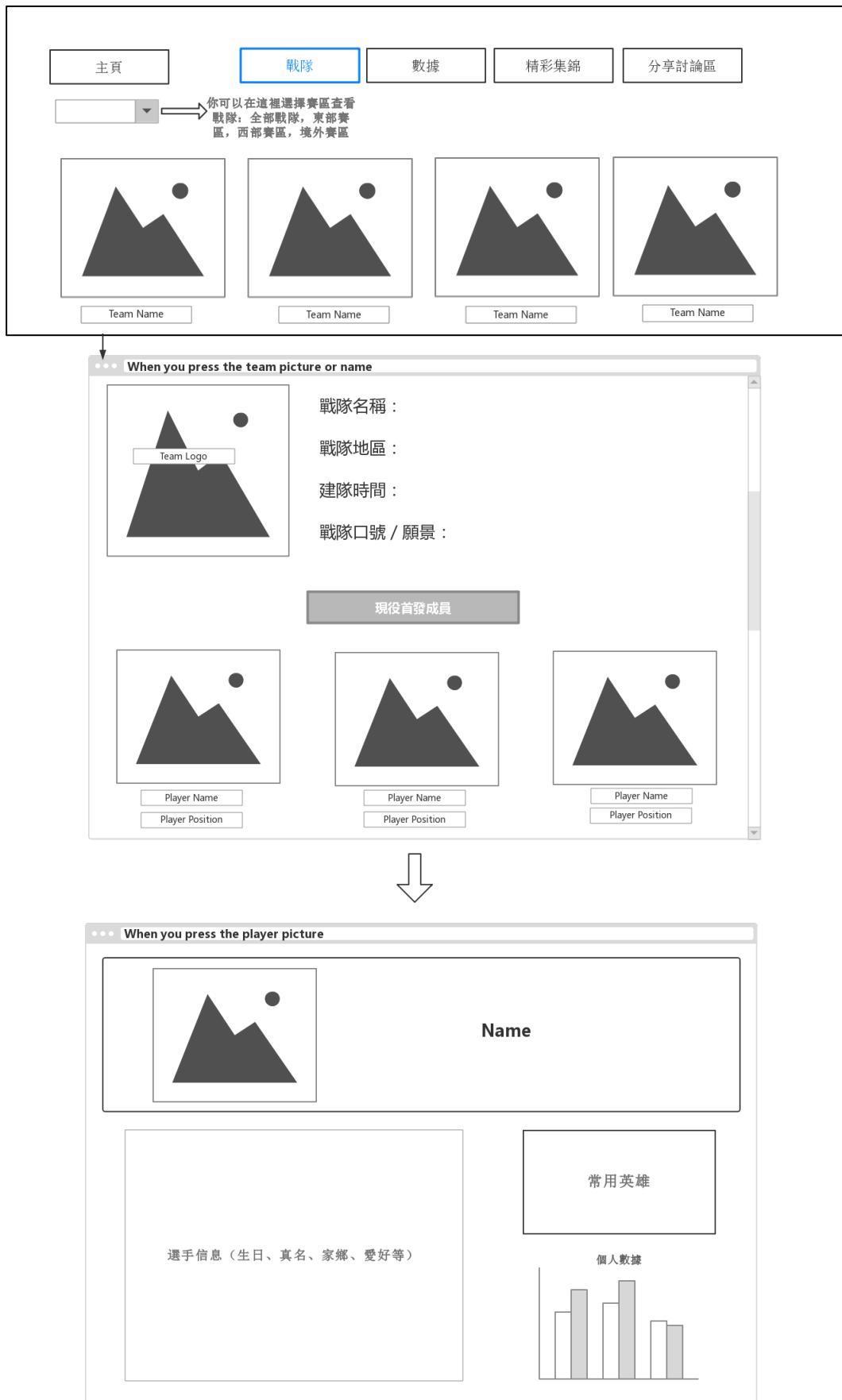


Figure 6 prototype-Team Page

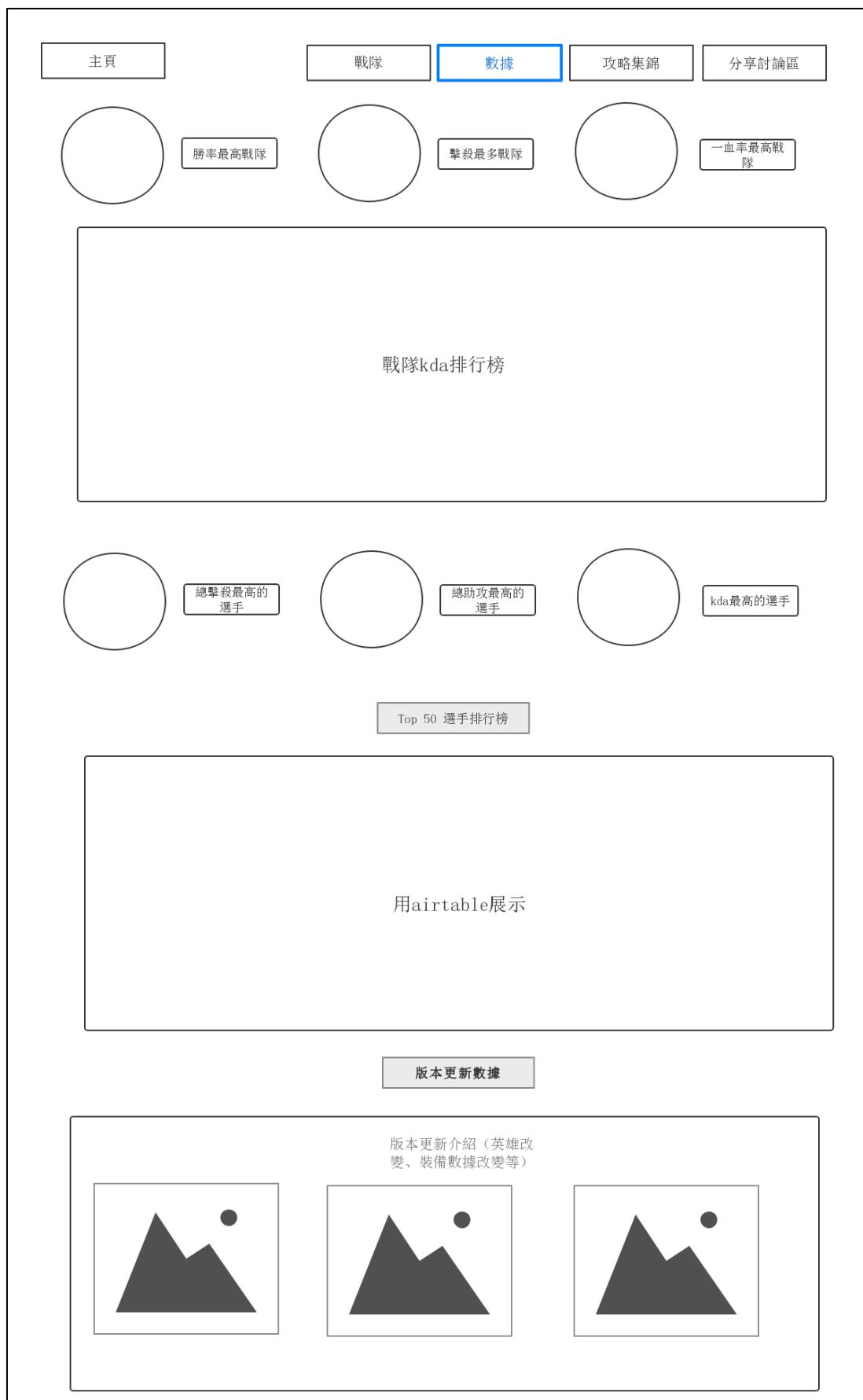


Figure 7 prototype-Data Page

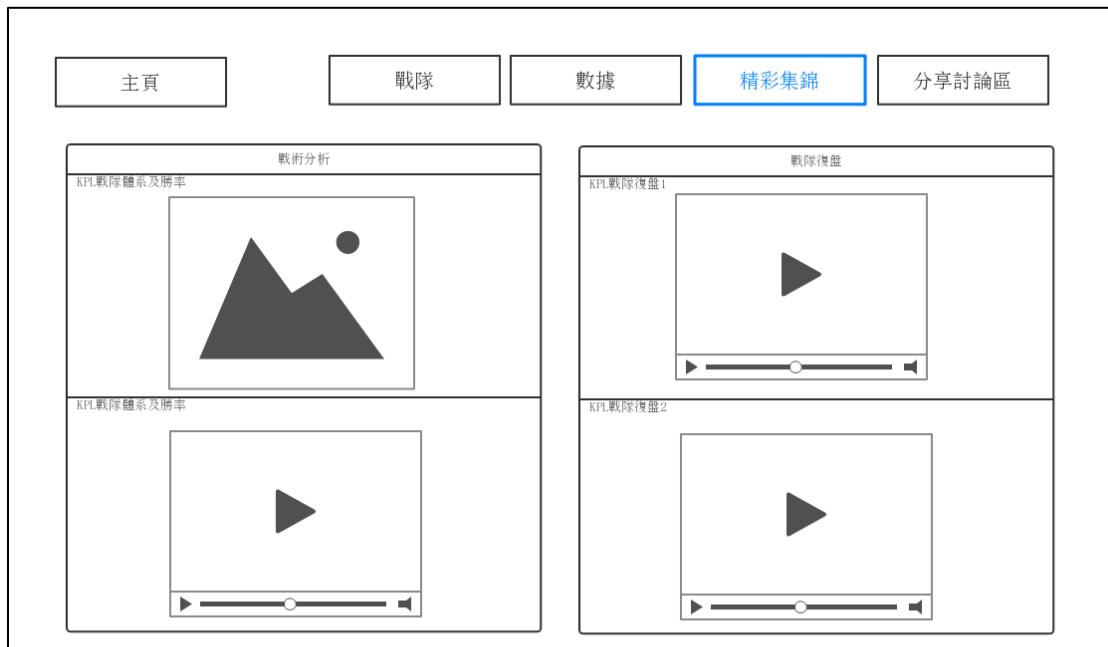


Figure 8 prototype-Video Page



Figure 9 prototype-Share Page

(3) Usability Test

Firstly, I ask some task-based questions to testers: 1) How can you learn about the present competition schedule? ; 2) How can you know a player's basic information? ; 3) How can you find tips or skills about a game character? All the testers are able to answer these questions and find the right place to get the information they need.

Secondly, I ask some questions for each stage and record their answers in the table 1 below.

Table 1

Stage	Questions	User 1	User 2	User 3	User 4	User 5
Homepage	What do you think the website is about?	About E-sports Competition	About KPL	A website to watch game and learn other information	About KPL competition information and skill communication	About KPL
Team	Do you think these contents are enough and clear?	Yes	Not enough, it is better to add more videos about team and player	Yes, but the team area can revise as button to click	Yes	Yes
Data	Are these data easy to read?	Yes, but it is better to add a part for game heroes	Yes, you'd better can click the team photo	Top 50 players are too much, maybe 20 is enough	Version should not use table or chart to show	Competition Notification Bar
Tutorials	What do you think about this page?	You can divide these contents into team page and data page	It's quite good for gamers who have a team to learn skills	Maybe you can put more highlights videos here but not only for technical analysis	Tips should apply to the heroes or positions	Quite good
Share Zone	Do you want to share things in this zone?	Yes	Yes	Yes, but maybe vertical line is better	Yes, but better to divide privacy and public	Prefer to be bereave

After the test, I highlight what I can revise in my wireframe in the red color considering of the operability and aesthetic.

In the end, I ask many overall questions after they browse the wireframe and record their answer in the table 2 below.

Table 2						
	Questions	User 1	User 2	User 3	User 4	User 5
After browsing all pages	Is the function of each part clear?	Yes	Yes	Yes	yes	Yes, but as for teams, information is too much
	Are there any other functions or contents you expect to see on my website?	Version Update and Heroes Recommendation	Special Hero Skills videos from players	Other Channels and streamers who interpretative competition	Heroes outfit introduction	Other Channels and streamers who interpretative competition
	What do you want the tonality of this website to be?	professional	professional and interesting	professional and interesting	professional and instructive	KPL style

(4) The Surface Plane

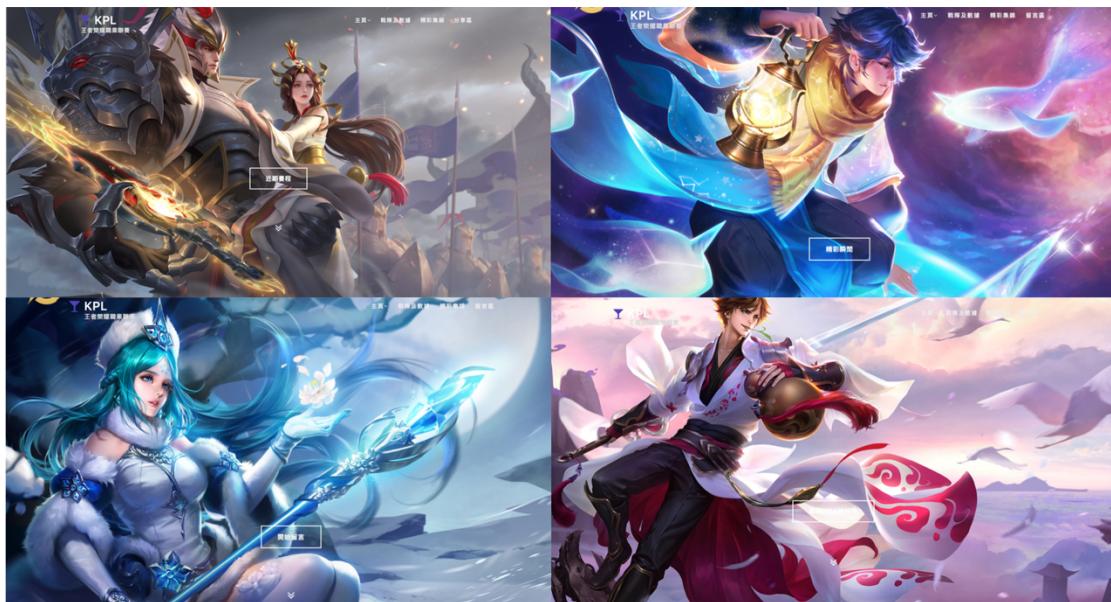
From the testers' answers, I highlight all the parts that I can revise when I am doing the website. Afterwards, I used bootstrap and pingendo to create design for my pages. Responsive design is also considered to

provide smooth user experience on different devices. Because there are various information and data in my website, I chose a simple style with white and gray as background color, which helps my users find what they want easily.

For more details, please check via:

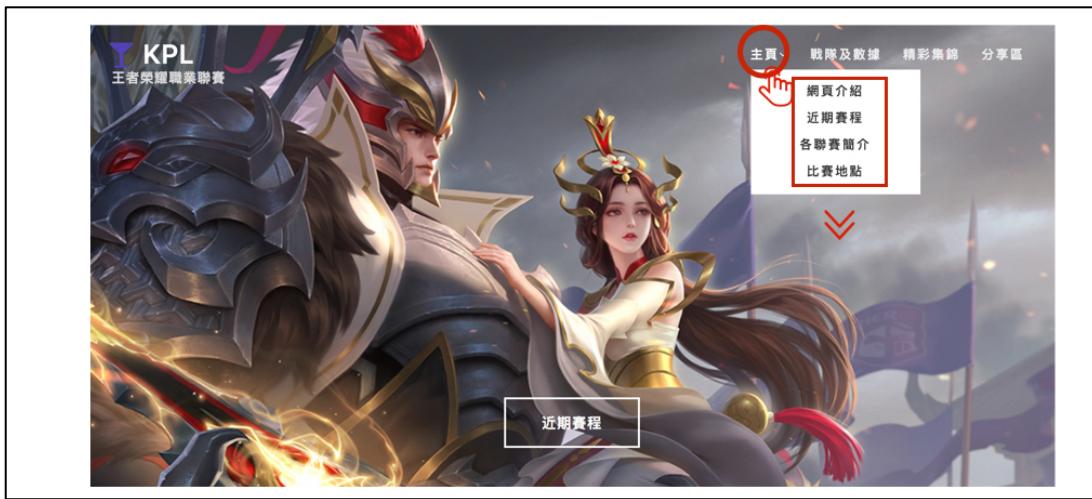
https://wendywang777.github.io/final_project/

I chose four of most popular heroes' images as banners of four pages so that visitors have a good first impression for the website. They will clearly know the website objectives once they see the banner. (Figure 10)



(Figure 10 – each page banner)

In the homepage, I made a dropdown button so that users are able to reach different sections directly rather than just slide down to reach them. (Figure 11) Besides, in the team page, testers suggest me that they can enter into each team homepage by both clicking the team logo and clicking the center purple part. (Figure 12)



(Figure 11 – Homepage dropdown button)



(Figure 12 – specific team button)

VI. A/B Test & Goal Setting: Test

(1) Goal Setting

My goal setting is related to the user journey.

(i) Browsing the website for over 3 minutes

When a stranger converts to a visitor, it will browse the website for over 3 minutes. It means that users are attracted by some contents in the website rather than accidentally enter the website.

(ii) Open at least 2 pages

When visitors convert to customers, they have gotten what they want in the website and eager to explore more in the website. Therefore, they open at least 2 pages apart from homepage.

(iii) Write down in the share page

If a customer is willing to become a promotor, he or she will write down their thoughts in the share page to help the website be better.

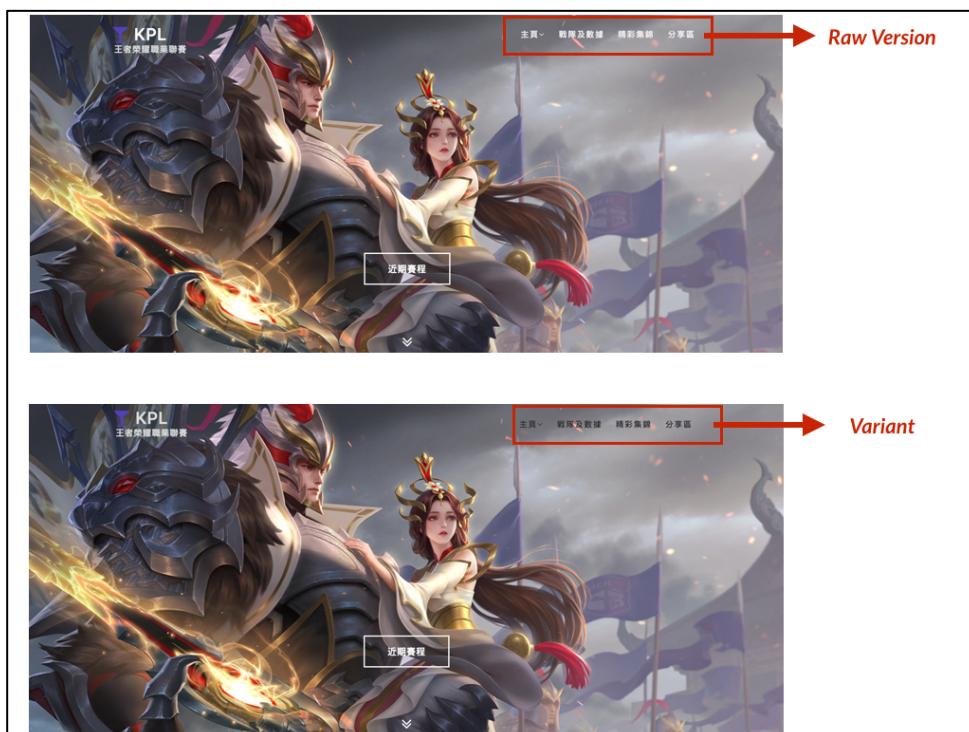
(2) A/B Test

After goal setting, I set up A/B test with Google Optimize.

(i) Navigation Bar Color

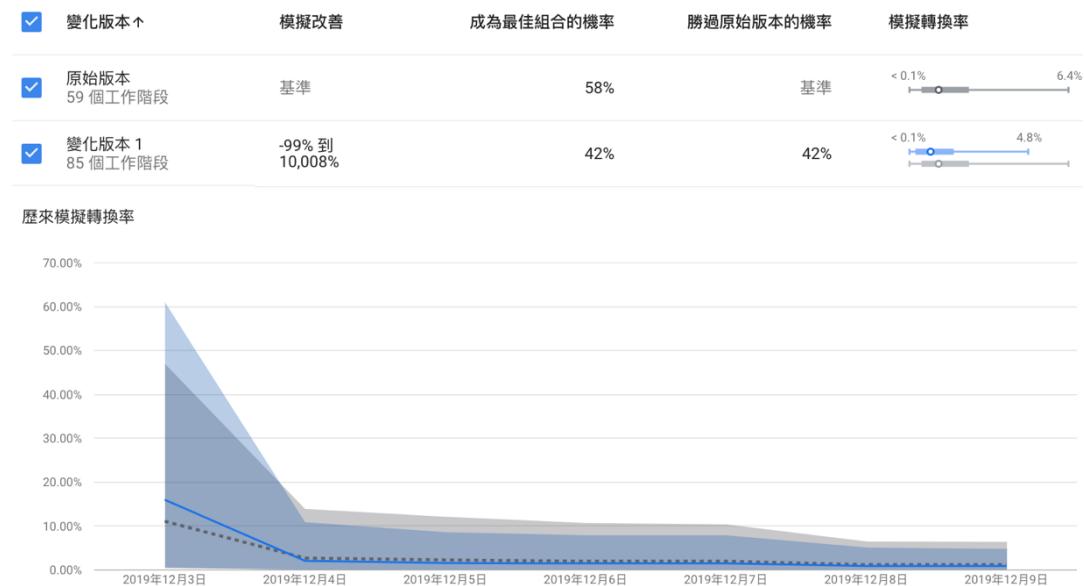
Because of different banner image, I am tangled with the font color for navigation. The white one is more harmonious with the logo and middle button, but black one is clearer especially in the light background.

(Figure 13)



(Figure 13 – A/B Test 1)

After running for 7 days (Dec. 3 – Dec. 9), I got the following result in the Google Optimize. (Figure 14) There is no much different between the two versions and the raw version has higher probability of becoming the best combination, 16% more than the variant.

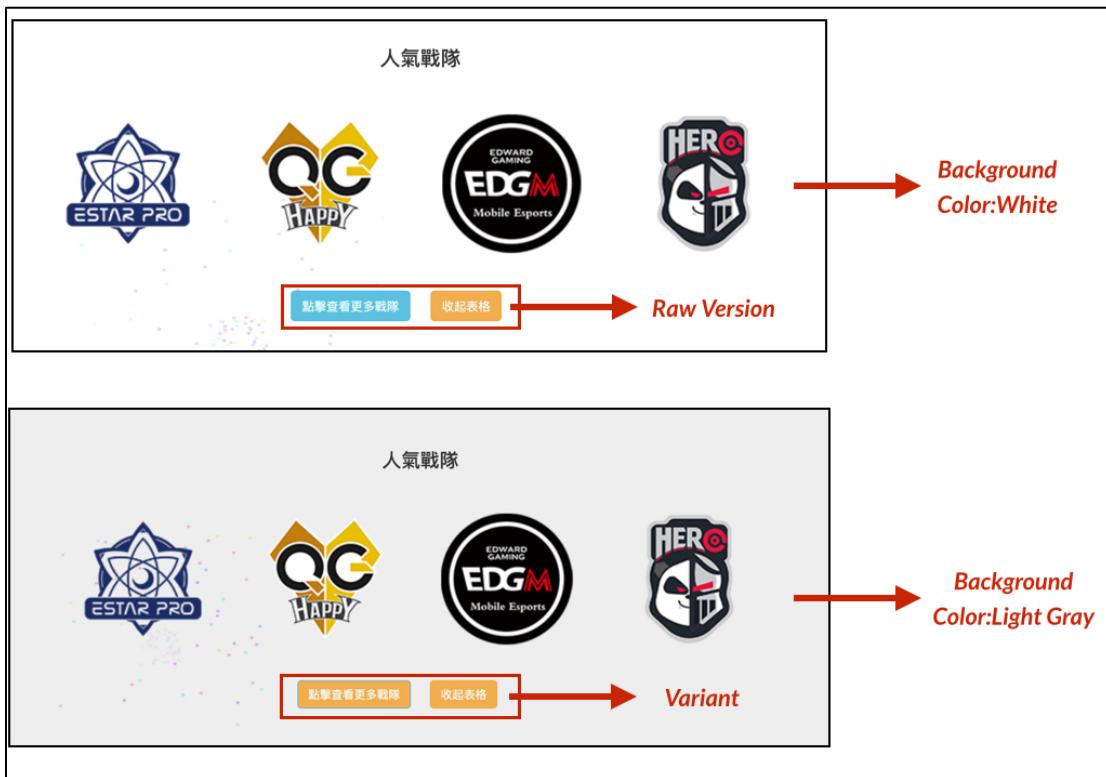


(Figure 14 – A/B Test 1 result)

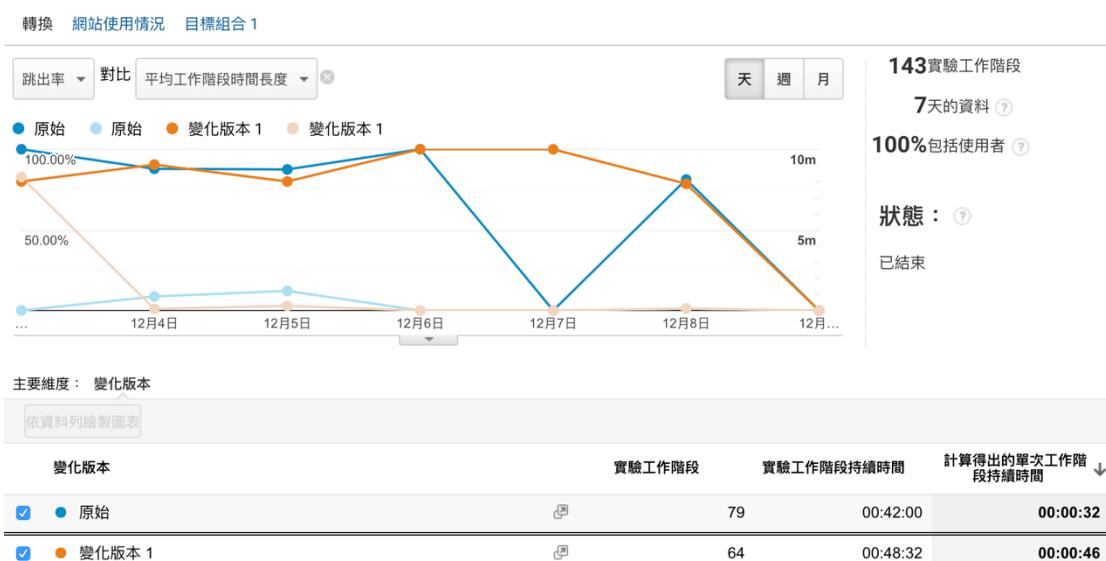
(ii) Button and Background Color

In the team page, I am worried about different color of two button looks inconsistent but these buttons function for the same Airtable page. Nevertheless, if I use the same color like the variant version, I am still worried that they are not enough eye-catching to click. (Figure 15)

After 7 days experiment, the variant made users stay more time in the page, which means they are more likely to click the same color button and watch the table. (Figure 16) The probability that a variant performs better than the original is 63%.



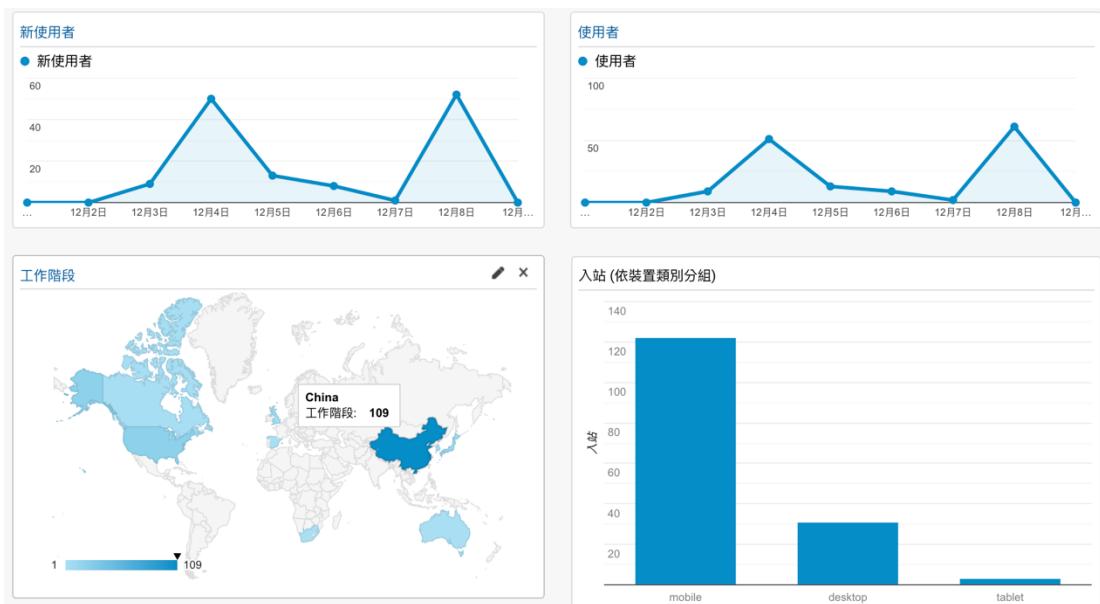
(Figure 15 – A/B Test 2)



(Figure 16 – A/B Test 2 Result)

VII. Web Analysis

With the help of Google Analytics, I can measure and analyze the performance of the website by the dashboard. (Figure 17)



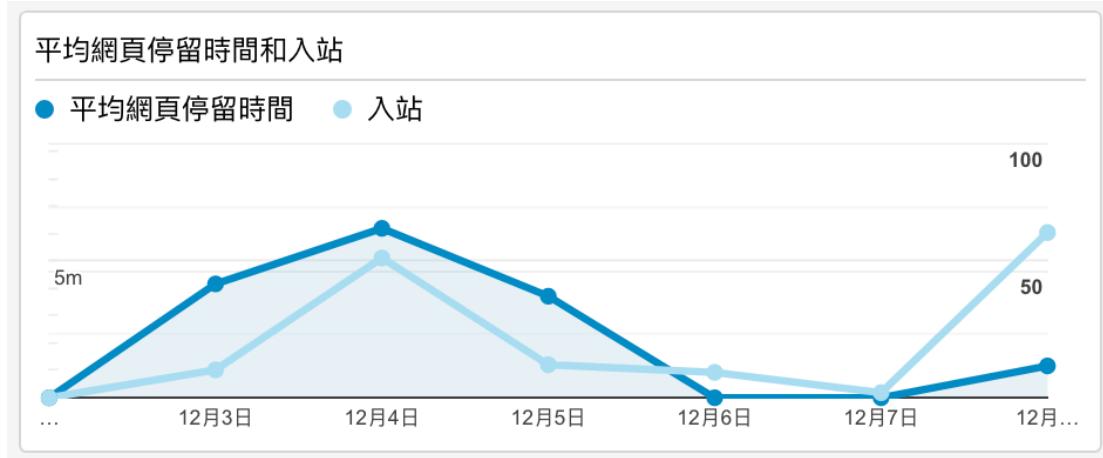
(Figure 17 – Dashboard 1)

From Figure 17, we can figure out that there are 133 users in total have visited the website and 109 users are from mainland of China, which fits my target users. As for the device category, 122 users open the website by mobile, accounting for 91.7%. This also confirms that Mobile First is an irreversible trend today. However, I didn't do a better job in the mobile version even though most sections are mobile adaptive. When I designed the website, I considered the web view page firstly and the layout is more logical in the desktop.



(Figure 18 – Dashboard: Target Users)

From Figure 18, the average session duration is only 2 minutes 4 seconds and the bounce rate is so high (82.69%). This figure indicates that the website is not attracted enough to retain users. On the one hand, the possible reason is I load many YouTube videos on the website but users in mainland of China cannot open them, which makes them lose interest in the website. I reckon that it would be better if I put all the videos from Bilibili (a Chinese Video site). On the other hand, even though I recommend my website to many Game Websites and KPL groups, most visitors in the website is from my social network and seldom watch KPL games. I did not get effective access to the target users.



(Figure 19 – Dashboard: Target Users)

From Figure 19, the average time on page is 3 minutes 47 seconds, over 1 minute longer than the average session duration. I think the duration is reasonable because users didn't leave the page quickly and they can find what they want easily.

VIII. Conclusion

This is a precious experience for me to finish the whole process of creating a website including ideating, designing, operating and analyzing the site through computational thinking and design thinking. Although the website still has a gap with my ideal, I have a deeper understanding about computer language, data handling and web design. Besides, after using Google Analytics and Google Optimize, I aware the importance of web analysis which helps producer learn their user deeper and gives a direction to improve the website.