



Illinois Institute of Technology  
3201 S State Street  
Chicago, IL 60616

Date: March 18, 2016  
To: Dr. Edward Scott  
COM421 Professor  
Illinois Institute of Technology  
From: Jinyang Li, student  
Subject: Progress report for the Chinese version youtube

### **Purpose**

This is a progress report on our study to develop the Chinese version of youtube, student's cloud online streaming website for anyone who needs a fast, smooth user experience online video website which has a lot of Chinese videos and Tv.

### **Summary**

On February 24, 2016, Dr. Edward, professor, approved our proposal to develop a plan to determine the rated requirements to establish website serves the high speed video streaming content on United States.

Currently, we have complete Task 1 (acquire a basic understanding of website user experience by student across the IIT), as well as Task 2 (determine the hardware and software needed in project). Also, part of Task 3 (determine the FrontEnd basic structure).

Our study is currently on schedule, and we expect to submit a recommendation report on April 14, 2016, as indicated in our proposal .

### **Introduction**

Currently, United States has no high user experience video website specify in Chinese videos and Tvs. By default, people are using youtube or youku to approach online video whacking. More than 80% of Chinese videos are inaccessible via these two websites. This situation is not ideal because not all Chinese video content are on youtube server which is located in U.S and access speed to youtube which contains almost all Chinese video content is too slow.

On February 8, 2016, Dr. Edward approved our proposal to determine the best approach to making people satisfied by establishing website that served high user experience website. Specifically, Dr. Edward asked that we develop a plane to perform five takes:

- determine what is needed to establish the website including hardware and software.
- determine which technology is required to establish the website.
- determine the user behavior when they suffer for long wait buffering and why the Internet download speed from China is too slow.
- establish the website business strategies.
- establish the website and user agreement.

In the following sections we provide results and details about the proposed takes, schedule, and budget, as well as our credentials and references.

### **Results of Research**

In this progress report, we present our completed work on Task 1-2 and our status on Task 3. Then we discuss our future work: Task 4-6.

*Task 1: Acquire a basic understanding of website user experience by student across the IIT.*

We have already begun our research by take surveys online via social media wechat, which is a widely used mobile app in China. Almost everyone who uses smartphone in China has one wechat account. According to the data, almost every chinese student in U.S suffer long wait time when they're watching online media.

We also discovered a website that corroborated what we need but site server is in Europe. Two keys to doing the research were to focus on user experience and content sufficiency. Most of the research we studied falls into one of three categories:

- General user experience regarding website, what the user want in social media.
- technical specifications of web development in development magazines.
- business rules of web in economy magazines.

As we expected, the information we acquired is a mix of user opines, bechmak-test results, and marketing. We would rely most heavily on case studies from website administrators and users and technical specialist in web development, we are hesitant to rely on claims about product performance.

The result showed that 78% of the people prefer speed is the most important part in website. However, 12% of the people think the beautiful interface is the most important part in ui design

which makes them stay in a website. A very few people (10%) consider other specs are more important.(Survey)

This result shows that we should build a fast website and with a beautiful ui as expected.

*Taks 2: Determine the hardware and software needed in project.*

According their reply and research on internet. We plan to using a delicate server which located in Texas to run software on it with our data. The softwares are including: operating system (Windows 2008), PHP study as platform of website and database engine. The PHP study including PHP runtime framework and mysql engine as well as a comprehensive management center.(Email)

*Task 3: Determine the FrontEnd basic structure.*

Our research has already revealed that users loves high user experience website and the beautiful website front end would make them relax and happy.

We would relay on bootstrap to build front end user interface and basic structure from duonaoTV.com.

*Task 4: Determine the backend basic structure.*

Our research has also points out that the buffering speed and page responsive speed are important regarding user experience.

To ensure these, we would choose to use PHP and mySQL as combination in the backend. We would rely on PHP developing articles to build backend system.

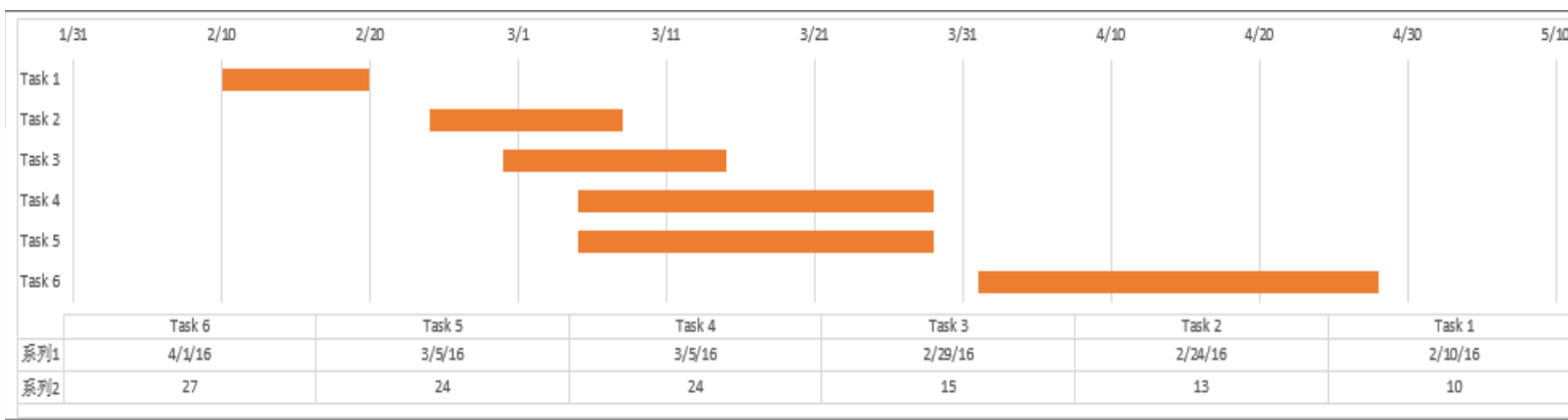
*Task 5: Determine the Business logics.*

To continued serve users, income is required to maintain hardware and software.

We would relay on business articles and do research to create business logics to create income. As research results, we would choose member made incoming as basic business logics. Member has not ads also has higher quality service. Non members has ads during playing and has lower or normal video quality. Member needs to pay per month or year to maintain their status.

*Task 6: Analyze our data and prepare a recommendation report and informational report.*

We would draft our recommendation report and informational report, after finished we would upload it to Dr. Edward's mailbox to make it convenient for the professor help us revise it. We would then incorporate professor's suggestions and present a final draft sent to Dr. Edward's mailbox.



### Updated Schedule

Figure 1 is a schedule of the tasks we would complete for this project.

### List of future work

We are already done the information collecting process. We would start our first project design and given out the recordation report as indicated in this report.

### Conclusion

We have successfully completed Tasks 1-5. We are on schedule to complete all tasks by the March 28 deadline. We have a good understanding regarding the specific technology.

Please contact Jinyang Li, at [jli134@hawk.iit.edu](mailto:jli134@hawk.iit.edu) or at 3127929668, if you have questions or comments or would like to discuss this project further.

**Works Cited**

- “Stephen: How To Do MLA Format using Pages on Mac?”. academictips.org, FEBRUARY 14, 2014. Web. 14 Feb. 2016. <<http://academictips.org/mla-format/how-to-do-mla-format-using-pages-on-mac/>>
- “laspositas college: Examples of Using Direct Quotes, Paraphrasing, and Summarizing?”. laspositas college, unknown publishing time. Web. 11 Jan. 2016. <[http://www.laspositascollege.edu/library/documents/lpcplagiarism\\_examples.pdf](http://www.laspositascollege.edu/library/documents/lpcplagiarism_examples.pdf)>
- “W3school: Learn PHP”. w3school, unknown publishing time. Web. 14 Feb. 2016. <<http://www.w3schools.com>>
- “W3school: Learn HTML”. w3school, unknown publishing time. Web. 14 Feb. 2016. <<http://www.w3schools.com>>
- “W3school: Learn SQL”. w3school, unknown publishing time. Web. 14 Feb. 2016. <<http://www.w3schools.com>>

## Appendices

### 1. Email from OTS

Jinyang:

Hello, thanks for questioning us.

For your project, we recommended wamp and windows server series as OS. The xamp is a platform which would help you establish php plus mysql environment by one click. Windows server is easy to configure and you can get much help from Microsoft.

OTS

### 2. Survey results

Survey: Which part of website do you think is most important regarding user experience?

A. Speed            78%

B. Appearance 12%

C. Others            10%