

用户调研3

采访

采用半结构化方式访谈的形式采访了7位用户以下问题：

- 什么是数字遗产
- 对你而言，你的社交媒体账户上最珍贵的是什么
- 你愿意赋予你的亲友处理你的数字遗产的权利吗？
- 你愿意找代理机构帮你管理你的数字遗产吗？
- 你愿意帮你的亲友处理他们的数字遗产吗？
- 你打算怎样处理你的数字遗产？

采访结果词频分析

为了更好地定义潜在用户心目中的数字遗产，对整理的采访结果进行了词频分析，并生成了词云。当提及数字遗产，受访者谈论最多的社交媒体，其中频率最高的是微信、微博和抖音。



用户画像

因为项目的目标群体是18-30岁的年轻人，所以用户画像描绘了三种拥有不同代表性数字遗产的潜在用户。



Wave Cheung

Digital Comic Author

“Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind.”

Age: 35
Gender: Male
Relationship status: Married
Location: Wuhan, China

BIO

Cheung is a digital comic author on a website. He created some famous comics on the website, and has a lot of followers. To gain inspiration, he usually goes travelling and observes people's behaviours. He has a wife and a daughter, and keeps a cat at home.

PERSONALITY

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

SOCIAL MEDIA



GOAL

- create more popular comics
- earn more money and buy a bigger house



Toby Han

Video Blogger

“Think in the morning.
Act in the noon.
Eat in the evening.
Sleep in the night.”

Age: 28
Gender: Male
Relationship status: Engaged
Location: Nanjing, China

BIO

Han has 75,000 followers on Bilibili, a well-known video website in China, and uploads videos about special food twice a month. Every day he spends much time playing with his three cats. Although welcomed online, Han is not good at socialising with people in real life.

PERSONALITY


Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

SOCIAL MEDIA



GOAL

- distribute contents more widely
- get a more advanced digital camera
- improve professional skills in video editing



Mia Zhang

Bank Clerk

“There is no charm equal to tenderness of heart.”

Age: 24
Gender: Female
Relationship status: Single
Location: Shanghai, China


BIO

Zhang is an ordinary bank clerk who uses Sina Weico frequently. Working in the bank can be quite busy and exhausting. To relieve her stress, every day after work, she reads entertainment news and posts her dairies on Weico. On week-ends, she often goes shopping with friends.

PERSONALITY

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

SOCIAL MEDIA



GOAL

- make more friends with common interst
- visit Tokyo this new year
- keep a puppy as pet