

## Prototype testing analysis

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In this usability test of the figma prototype, I looked for the following five potential users as test subjects: infrequent visitors to anime conventions (user1), frequent visitors to anime conventions (user2), expo booth owners (user3), organizers of small Only-type expo (user4), and organizers who are preparing for an expo (user5, who has no previous experience of organizing anime expos).

User1 browsed the page for about 6 minutes. Through the observation of user1's operation, I found that user1 had more questions and confusion about the login section in the homepage, as the login button on the login page did not jump to the homepage, and the back button was inconspicuously located, causing him to spend about 4 minutes jumping back and forth between the login page and the register page. Of viewing the other pages, the longest was the ticket page, followed by the information page. User1 said that the tickets page integrated ticket information, which was convenient for people who just wanted to go to Anime expo and did not intend to participate in other social activities related to the expo, and it was easy to use the city and time buttons to filter the expos they could go to. User1 also thought that the information on the information screen is not very meaningful, and that the average visitor did not have the patience to look at each expo specifically, so it could be combined with the tickets page. User1 spent less time on the other screens, only a few tens of seconds.

User2 browsed the page for about 4 minutes. User2 skipped the registration step on the homepage and went straight to the tickets page, and only after he clicked 'buy it' button,

he automatically jumped to the login screen. User2, like user1, did not find the "Create Comic Con" function on the information screen and did not click on it. User2 thought that the travel and tips pages were duplicative and could be reorganized.

After the test of user1 and user2, I made changes to figma before moving on to User3-5. User3 spent a total of 3 minutes and 23 seconds browsing, mainly on the travel and tips pages, and clicked on the page with the sponsored ads. User3 also felt that the content on both pages was similar enough to allow for some integration.

It was worth noting that User4 was the first to click on contact us page before finding the 'create a new expo' page, and did not find the 'create a new expo' function after navigating the contact us screen. User4 said that if they wanted to attract organizers to use the product, they should place the 'create a new expo' function more prominently on the home page. User4 also felt that the jumping between ticket1 and ticket2 pages was a problem and should be optimized.

User5 thought that the expo introduction function on the information page could be fully ported to the ticket screen. She concluded that it was pointless to introduce the expo content so often because small expos were not usually held as many times as large expos, so she wanted to put an expo push function on the home page. User5 did not stop at the travel and tips screen, nor did she select login. User5 selected "Create a new expo" on the tickets screen and then closed the page.

After the test, I conducted a short interview with the two organizers. User4 said that he would prefer to use the more popular platforms such as "XX City Local" and "Shanghai CPP" if he wanted to promote his expo. However, as the promotion costs of these

platforms are high and unaffordable for smaller expos, it is not impossible to consider placing the promotion on the Anime Expo Information website. However, they questioned whether there was enough attention span on the website. Without enough anime enthusiasts visiting the website, it would be much harder to promote a small expo than a large one, and it would be better to promote it on SNS communities.

During the interview, user5 said that she did not have much experience in finding promotions, and that if the platform would invite her to post about the expo, she would be willing to do so and take a cut. However, she also thinks it would be better if promotions could be done directly on the homepage (e.g. by setting up an upcoming comic con), and she thinks the follow it function in the information screen could be retained, as it would make it easier for inexperienced organizers to estimate the number of participants.

User4 said that when organizing small expos in second and third-tier cities in China, tickets are usually sold on consignment to bookstores, youth palaces, anime peripheral shops owned by acquaintances and businesses near the expo venue, as this is less expensive and more likely to be noticed by fans. In terms of publicity, it is mostly done in QQ groups and Sina Weibo, but none of them are too big. The cost of promotion on large websites and public websites is too high, and even more difficult for individual organizers to afford. The other side said that a small ticketing website might be a breakthrough, but the price of promotion and the attention paid to the website would need to meet the needs of individual organizers.