

Introduction

I have been an animated game enthusiast for over ten years. I have participated in big and small anime expos or game expos in mainland China as well as Hong Kong. During this time, I have observed quite a few problems.

Firstly, I found that there is currently no information guide website for anime and game expos in China, especially for small-scale productions where information about fan shows or events is only passed on by word of mouth within the community. Secondly, I found that most information about such fairs in China is concentrated on social media platforms such as microblogs and blogs, and that fair organisers rely on social media such as microblogs as their main means of promotion, while their official websites or apps are not taken seriously by visitors. The organisers often publish important information on their official websites or APPs, resulting in a fragmentation of the information available to the audience and, in serious cases, even affecting visitors' travel. Traffic is also a major problem at the fairgrounds, as the large number of people in the venues often means that the roads near the venues are extremely congested and visitors and stall holders queue for hours to get in. The official accounts and websites of the fair rarely report on such problems, and visitors can only get information about road conditions and queues on social networking sites. Finally, few websites have compiled tips on where to eat and stay near the anime expos venues, and visitors have to find them on other apps.

Therefore, I would like to conduct a survey of the needs of this group of people by interviewing several people who have been to several anime fairs of different sizes, and then use the results of the survey to determine the goals of my final project.

Interview Questions:

1. How many times and which animation expos have you been to? Both large and small expos are acceptable.
2. Which websites or information sources will you rely on to obtain Anime Expo related information?
3. When you first used the website/app, how did you find the design of the website/app? Was the information presented clearly enough?
4. Can you show me what you'll click to check information on (see below) from this website or information source?
5. If you are a visitor, how do you find the relevant ticketing information?
If you are a stall owner, how did you find out about stall applications?
6. (Visitors do not need to answer) How did you transport the necessary materials to the exhibition site? By hand or by post? Were there any unforeseen circumstances such as missing or lost items in the post? How did you resolve this?
7. How did you find out about changes to the local epidemic policy at the show? Did the website you used broadcast it instantly?
(If you are a stall owner) As a stall owner, did the epidemic situation have an impact on product sales?
8. How did you choose your accommodation?
9. How did you find out about the weather conditions that day?
(If stall owner) As a stall owner, did the weather conditions have an impact on selling?

Interview Questions:

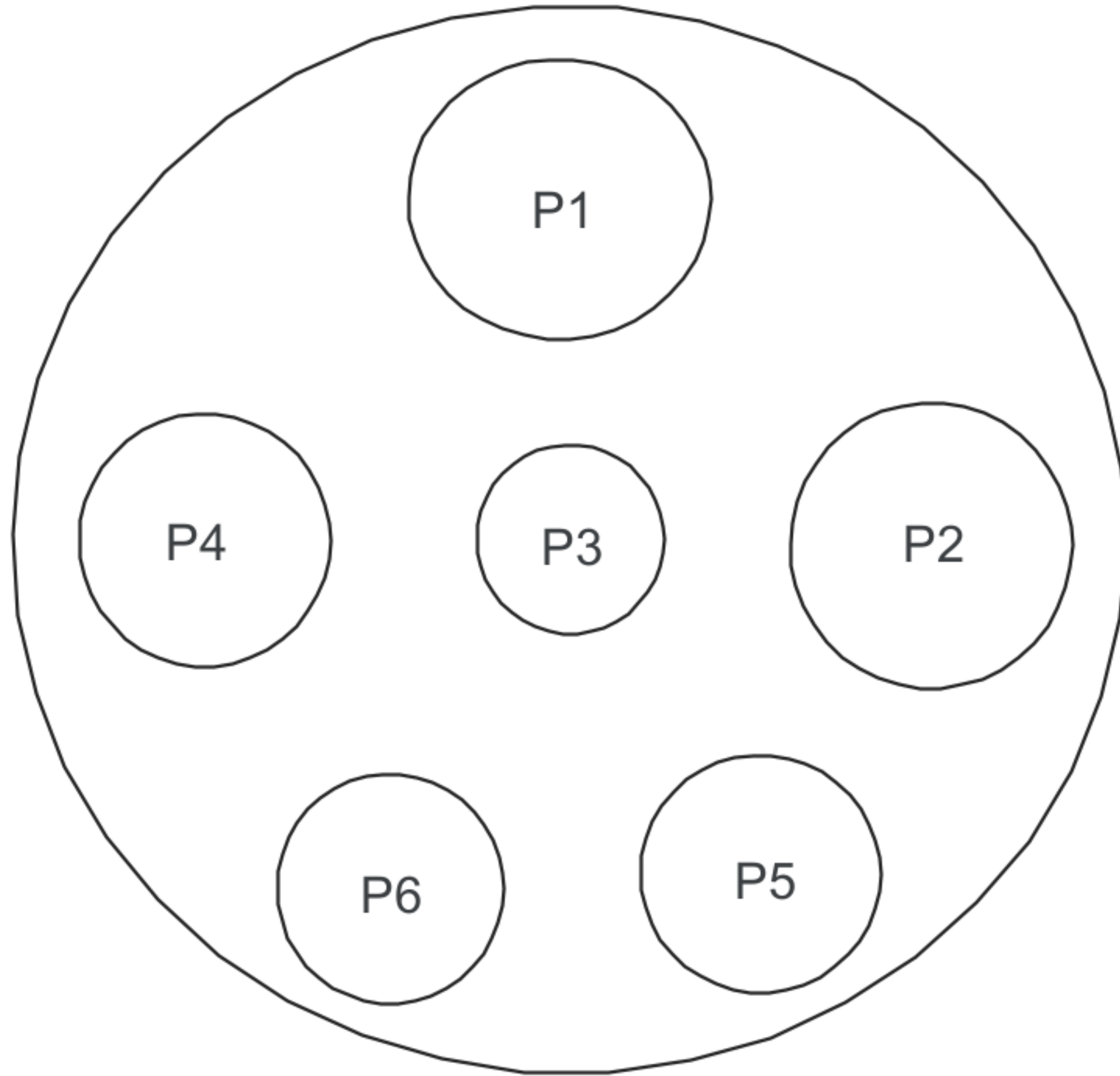
10. How did you find out about the crowded conditions on the day of the fair? Will there be long lines, traffic jams, hard to get a taxi, underground congestion, etc.?
11. After enjoying the exhibition, would you choose to go home immediately or would you spend some time wandering around?
12. Do you think the information provided by the website you used was accurate and up-to-date? Are there any information gaps? (e.g. CPP's app is not up-to-date and not in sync with Weibo)
13. Do you think the website you use needs to be improved?
14. Do you think there are any additional features that need to be added to the site?
15. If you are planning to go to an animation expo, would this website be helpful to you?

Positioning map

Expo
Information



Trip Planning



Main persona type:
People who keen on ACG culture or have little interest in going to Animation Expo.

P1: Regular visitors who just want to have fun

P2: Booth owners in Animation expo

P3: Indie writers and painters of fan works

P4: Student enthusiasts of animation

P5: Enthusiasts of animation at work

P6: Famous cosplayer or composer

Journey map research based on P2

*The reason why I choose to do research on Persona2:

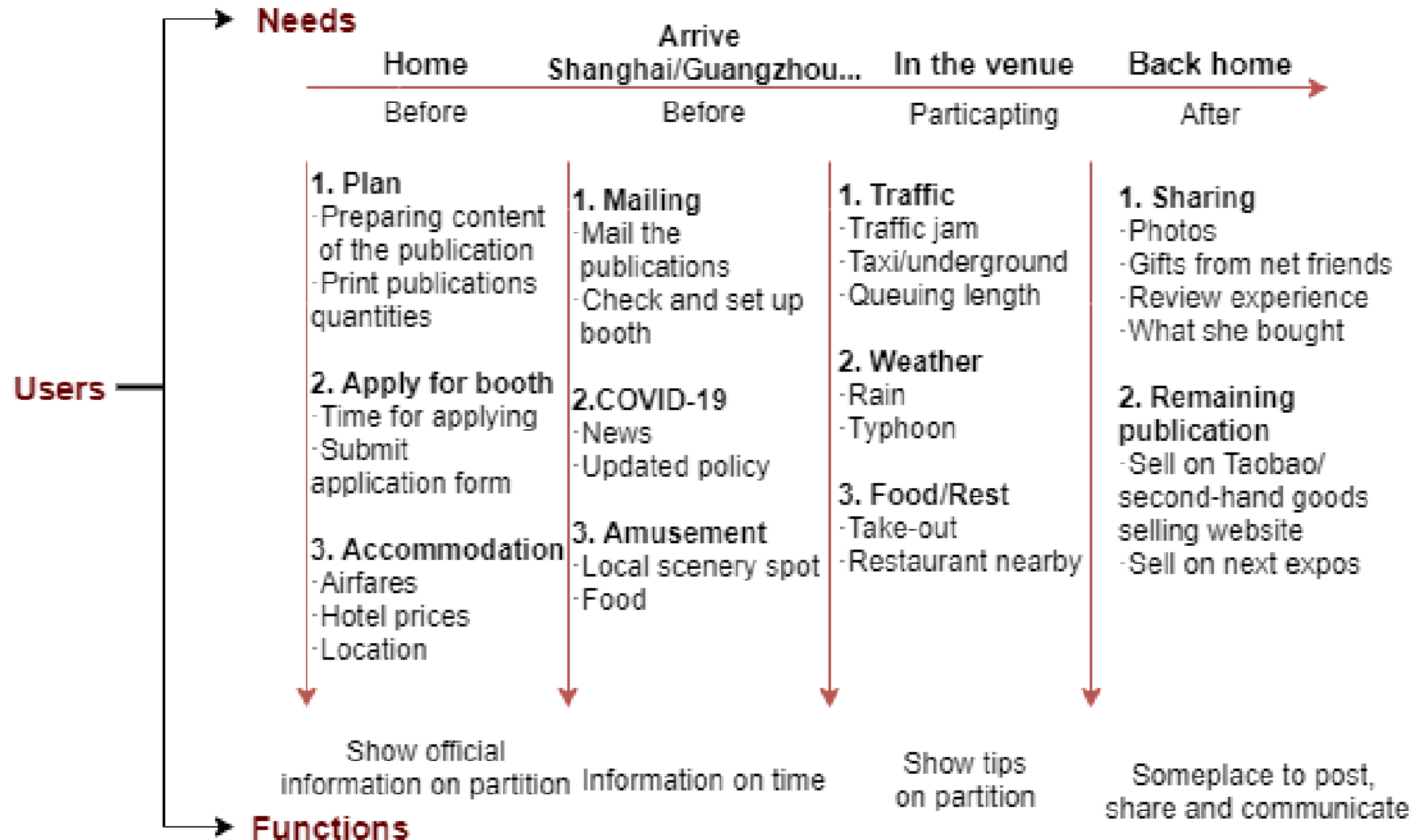
1. The interviewee have participated in many anime expos across Mainland China and have more experience in travelling to other provinces to attend expo.
2. The interviewee has worked as a booth holder at CP Animation Expo in Shanghai and is more familiar with the process of participating in an anime expo. She had more interaction with the organisers than ordinary visitors. She has experienced both being a booth holder and a visitor.
3. The interviewee had participated in the CPSP Anime Expo held in Guangzhou on 5 September, and as there were new cases of new crown infections in Guangzhou on 3 and 4 September, she had a deeper understanding of the outbreak prevention and control work of the organisers of the Expo.

Journey map research based on P2

*Person2's problem statement:

1. When a person who is both a visitor and a booth owner goes to an animation fair, she may miss the booth application or ticket information and delay the follow-up because she is not well-informed.
2. When a person who is both a visitor and a booth owner goes to Anime Expo, she may not be informed of the status of the show floor because she only gets information through SNS.
3. When a person who is both a visitor and a booth owner goes to Anime Expo, she may need some information on the surrounding transportation, food and beverage, and resting places.

Journey map research based on P2





Done by persona 2