

Thai Language Viral Marketing Content Generation

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Agenda

Project Background & Motivation

Proposed Project Solution

Part I : Caption & Headline Generation

Part II : Automated Image Generation (Quick Trendify)

**Part III : Image Customization Generation
(Advanced Trendify)**

Project Outcome

Agenda

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Project Outcome

How is the modern way to connect food & beverage to its customers?





With everyone on their phone all the time,
online marketing is gateway to open your
product to its potential customer

But what is needed to create a **good online marketing content** to successfully penetrate your customers group ?



Product Info & Objective

"Just a good product is not enough to sell your customers"



Surface-Level Information

That every content contain & don't make a differentiate

Product Info & Objective

"Just a good product is not enough to sell your customers"

Lack of Viral theme

Fail to create content that tailor to current trend

"just traditional product centric marketing do not catch attention anymore"

Lack of Best Practice

Fail to leverage past success content key success factor

"it is important to study past success format and components to the new content"

Manual Production

Manual End to End crafting process between multiple tools

"extremely low cost and time efficient for employee to create content manually"



Surface-Level Information

That every content contain & don't make a differentiate



The Real Game Changer

That will make a upgrade change to your marketing creation process and make a difference in your output

Product Info & Objective

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Fail to create content that tailor to current trend and catch user attentions

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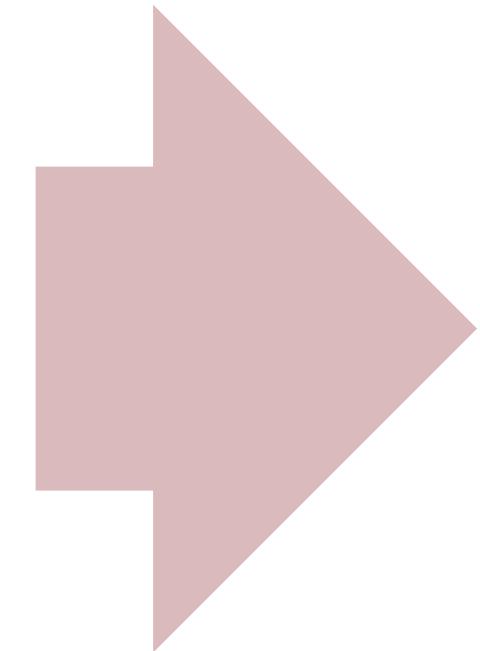
Is there any tools in the current Thailand marketing that solve the problem?

However, in the current market..

73% of the food store still
don't have full knowledge
or tools to help them solve
any of those problem yet

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No marketing solution have tackled this yet.....

**Viral Trend & Best Practice Intergration
in Marketing content generation**



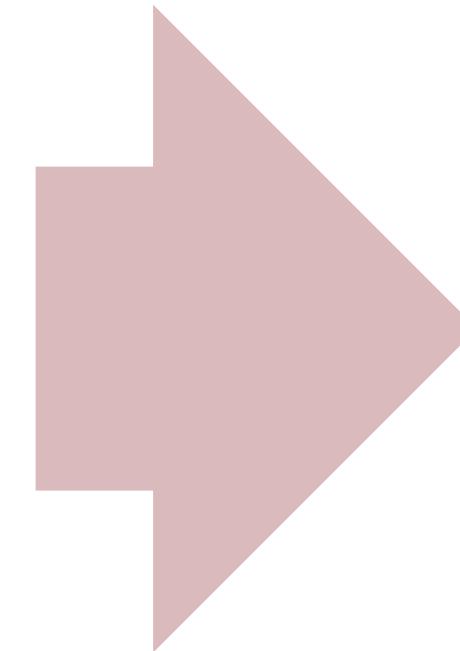
"Thai Language" Marketing generation

Opportunities

Research Gap

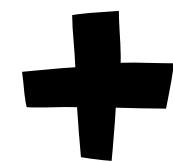
However, in the current market..

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No marketing solution have tackled this yet.....

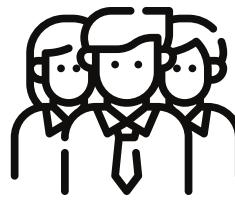
**Viral Trend & Best Practice Intergration
in Marketing content generation**



"Thai Language" Marketing generation

Therefore, a solution are needed to solve and help Thai Food Industry

User Research and Identify Target Group



Large Size Enterprise

Big Professional Team

- Well-defined process and stringent regulations.
- Each member has their own responsibilities.



Medium Size Enterprise

Med-Size team

- Structure and tools used change rapidly
- Responsibilities are unstable, members take on additional roles.



Small Size Enterprise

Small/Solo Team

- Operates with minimal structure, offering complete flexibility
- Individuals are responsible for multiple roles

Characteristics

Challenges

Research Result

Subject to numerous constraints and limitations, has little room for flexibility

Lacks a standardized end-to-end format and toolset & Open to new tools

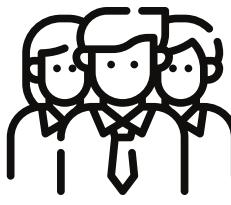
Faces an excessive amount of manual, end-to-end consistent workflow

10% Open to new tools that can improve their workflows.

79% Open to tools that can improve their workflows.

85% Open to tools that can improve their workflows.

User Research and Identify Target Group



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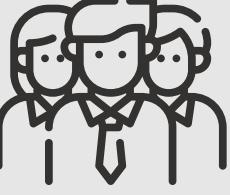
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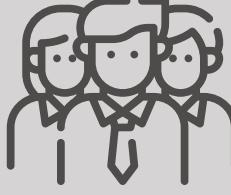
Secondary Target

Primary Market

User Research and Identify Target Group

	 Large Size Enterprise	 Medium Size Enterprise	 Small Size Enterprise	With User Research Result , we should prioritize Small to Medium because
Characteristics	Big Professional Team <ul style="list-style-type: none"> Well-defined process and stringent regulations. Each member has their own responsibilities. 	Med-Size team <ul style="list-style-type: none"> Structure and tools used change rapidly Responsibilities are unstable, members take on additional roles. 	Small/Solo Team <ul style="list-style-type: none"> Operates with minimal structure, offering complete flexibility Individuals are responsible for multiple roles 	Open to EXPLORE They are more open to use new tools that can potential help their marketing processs
Challenges	Subject to numerous constraints and limitations, has little room for flexibility	Lacks a standardized end-to-end format and toolset & Open to new tools	Faces an excessive amount of manual, end-to-end consistent workflow	creates BIGGER impact
Research Result	10% Open to new tools that can improve their workflows.	79% Open to tools that can improve their workflows.	85% Open to tools that can improve their workflows.	higher potential standardised and streamline their exist marketing generation process
	Secondary Target			Primary Market

User Research and Identify Target Group

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Characteristics	Big Professional Team <ul style="list-style-type: none">Well-defined process and stringent	Med-Size team <ul style="list-style-type: none">Structure and tools used change rapidly	Small/Solo Team <ul style="list-style-type: none">Operates with minimal structure, offering	Open to EXPLORE
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Primary Market

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(Advanced Trendify)**

Project Outcome

Proposed Project Solution Objectives



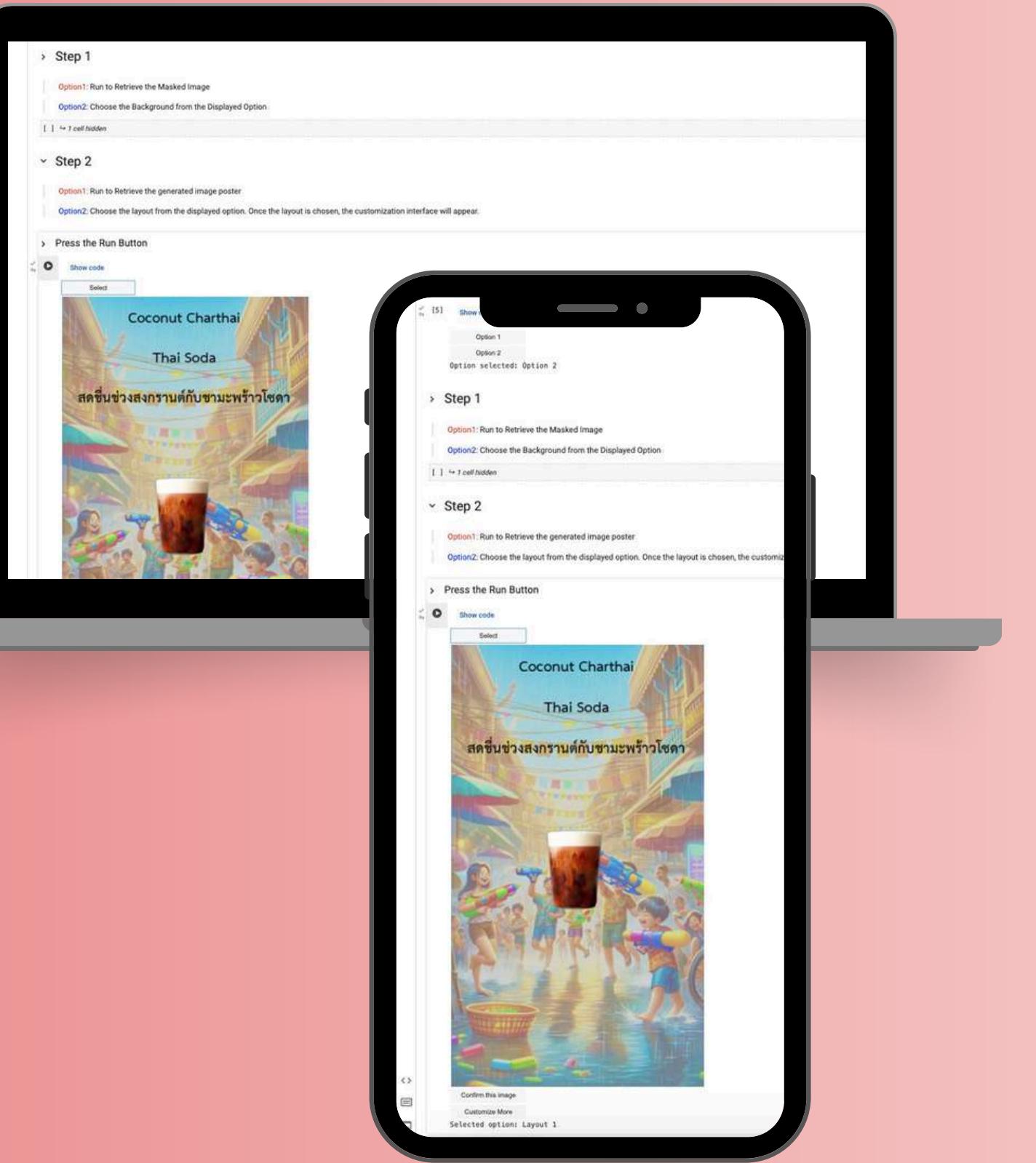
- Improve end-to-end work processes to reduce time and manual effort



- Use data-driven approach to learn key success factors from top performing marketing posts. No pre-required knowledge for users.



- Increase the visibility and interest of posts by aligning with viral trends.



Introducing ThaiTrendify,
Trendify every marketing
content generation to beyond
traditional in **Just 1 Station**

Proposed Project Solution

Product and features

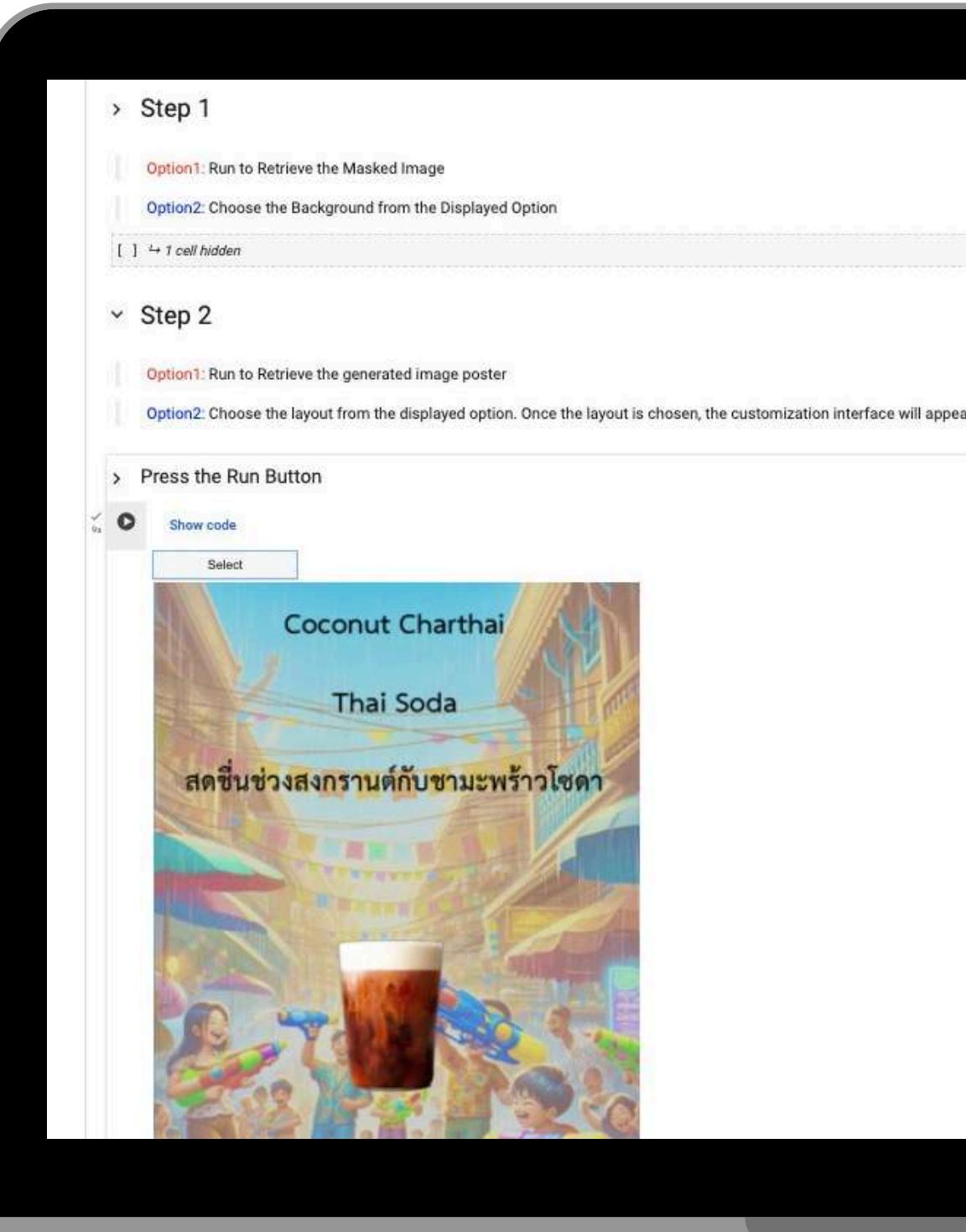
Image and Headline Generation

Layout Suggestions

Trend Integration

Caption Generation

Image Adjustment and Enhancement



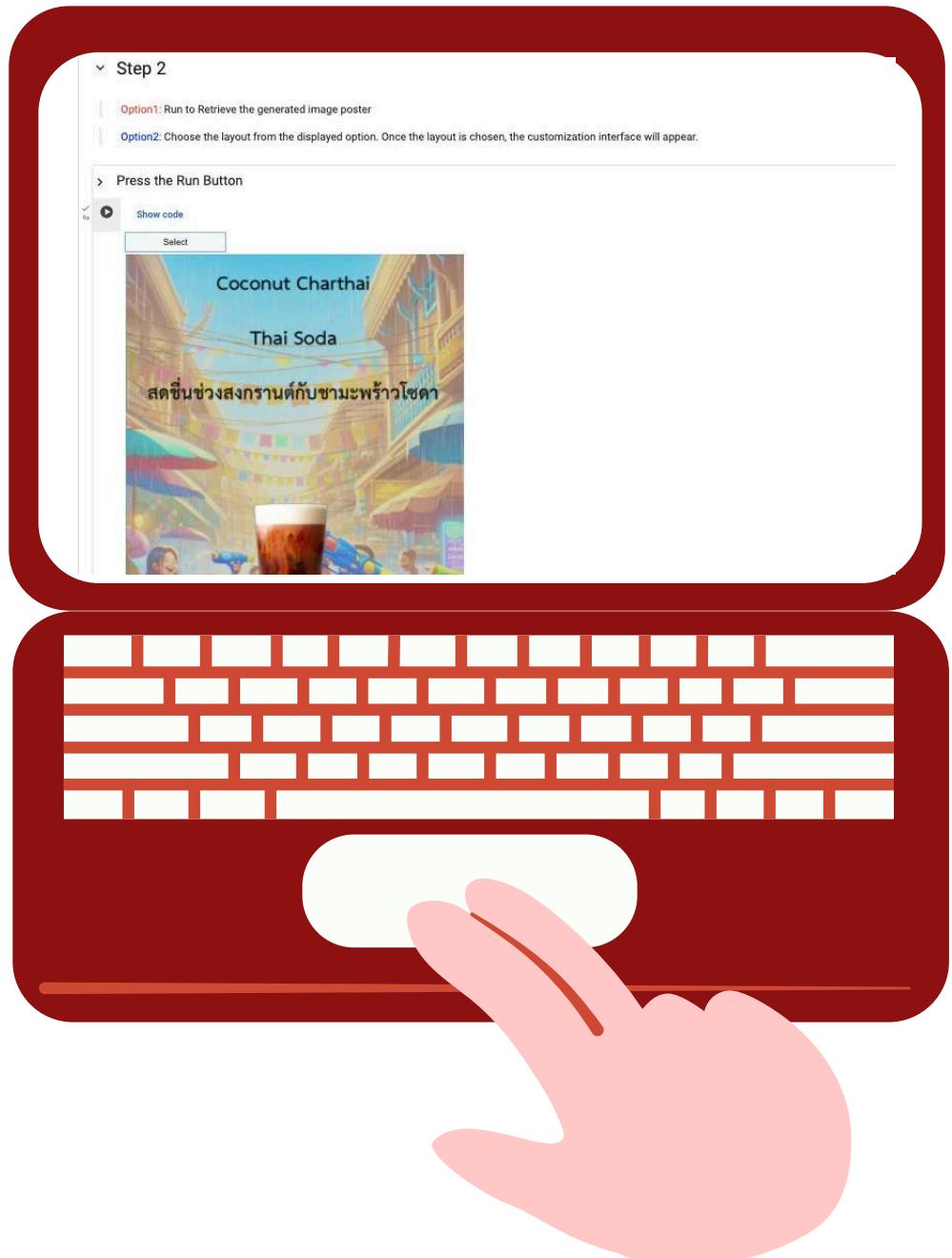
Proposed Project Solution

Benefits for users



- Time Efficiency
- Inspiration
- Creativity
- Cost-Effective
- Flexibility and Customization
- Improved Marketing Results

What we provide for user : 2 options



Option 1: Quick trendify

User who want our system to automate all.



Option 2 : Advanced Trendify

Customers who still want to customize on their own.

What we provide for user : Option 1



Option 1: Quick-Trendify

Function

- **Saves time:** Get your product with just one click.
- Simplifies decision-making for users who prefer a quicker process.

What we provide for user : Option 2

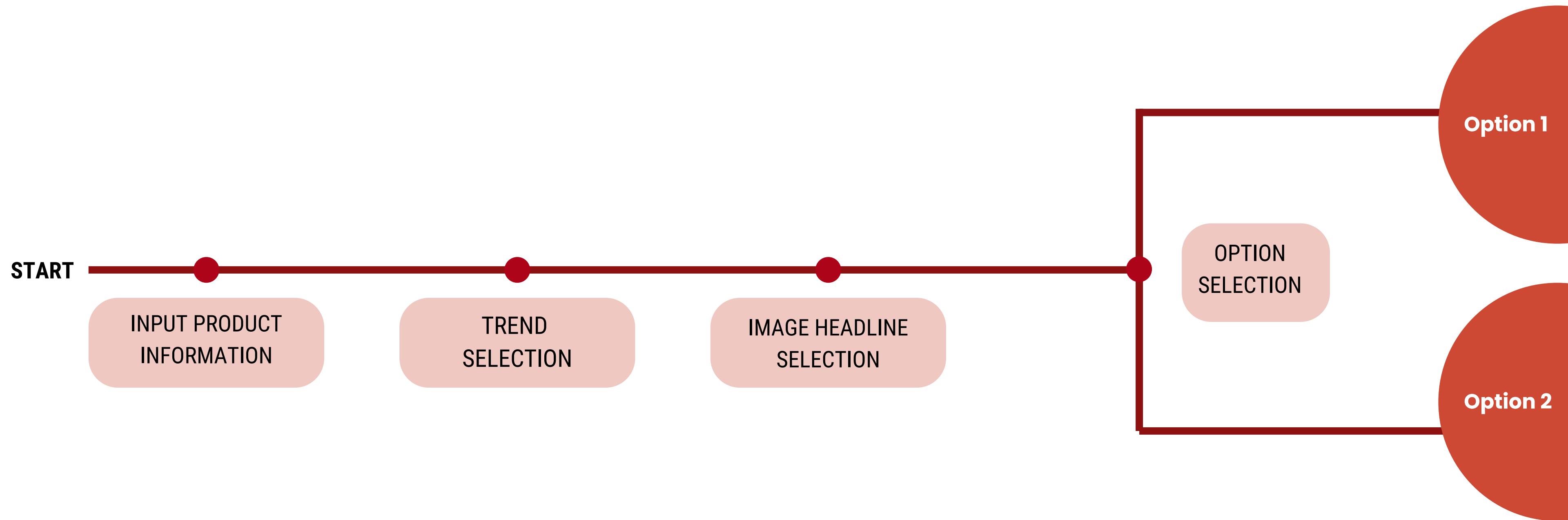
Option 2: Advanced-Trendify

Function

- Ideal for **more enhanced** image generation process
- Offers an ability for user to **choose their preferred background** based on trending topics
- Provides **layout suggestions**
- Provides **flexibility** for picture adjustments during customization
- Offers a **variety of customization options**, including text size and style

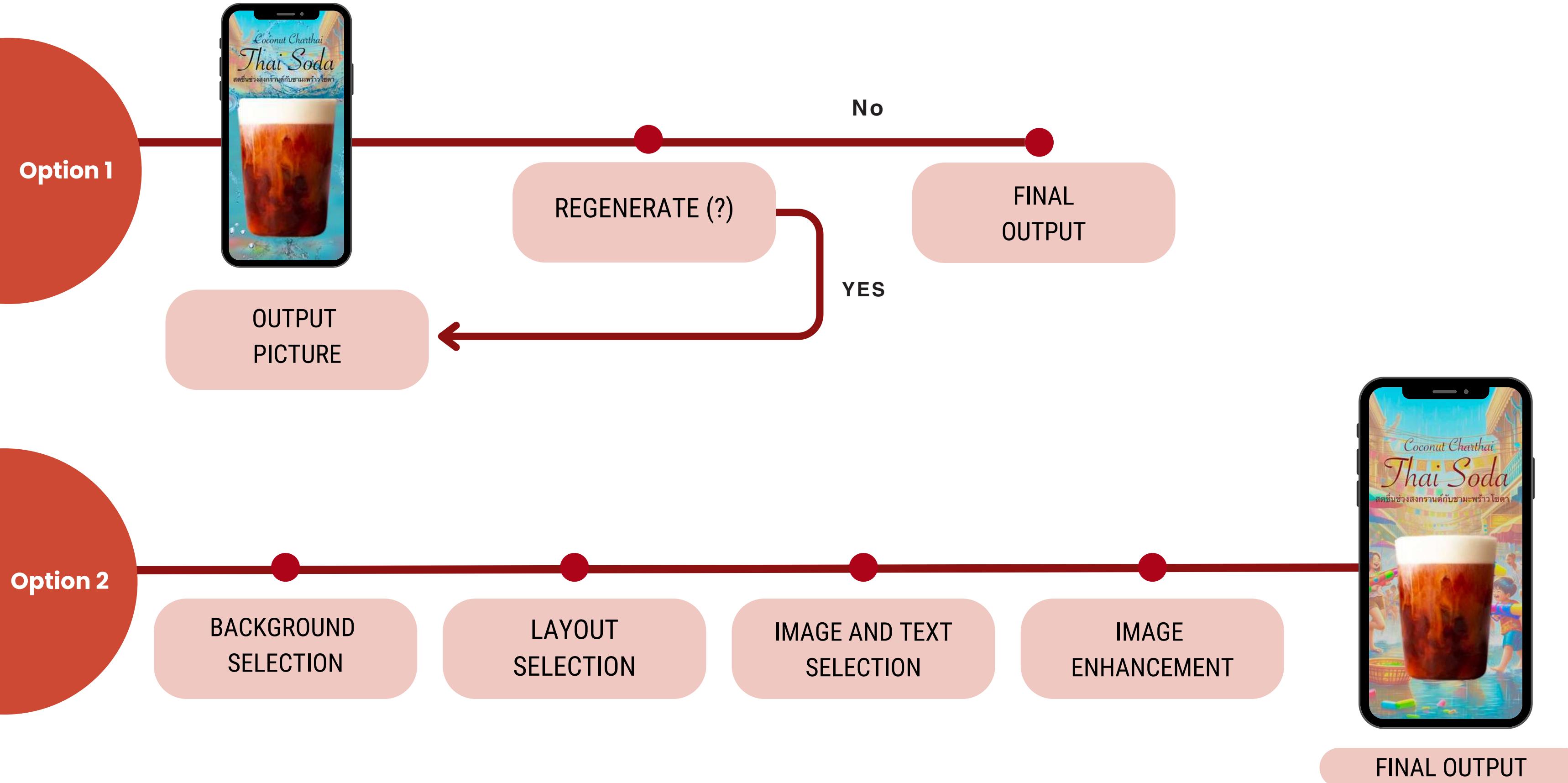


User Journey



Proposed Project Solution

User Journey



Content_Generation.ipynb

File Edit View Insert Runtime Tools Help All changes saved

+ Code + Text

1. Headline Generation

Please Fill In Product Information

brand_name: "Coconut Charthai"

product_name: "Thai Soda"

product_description: "ชาไทยสูตรเข้มข้นจากยอดด้วยกาลเทศะน้ำ, หวานอมรุ่งกลมกล่อม, น้ำมันมะพร้าวหอมหวาน, ใช้ชาเขียวสดชื่นมากถึง 10%

product_quote: "หอม เอิ้น สัตหีบ"

platform: "Facebook"

Show code

Please Upload the Image of the Product (Must Be PNG)

[54] Show code

Choose the Preferred Trending Topic from the Displayed Options

[55] Show code

Run to Get Top 5 Extracted Keywords From Chosen Trending Topic

[46] Show code

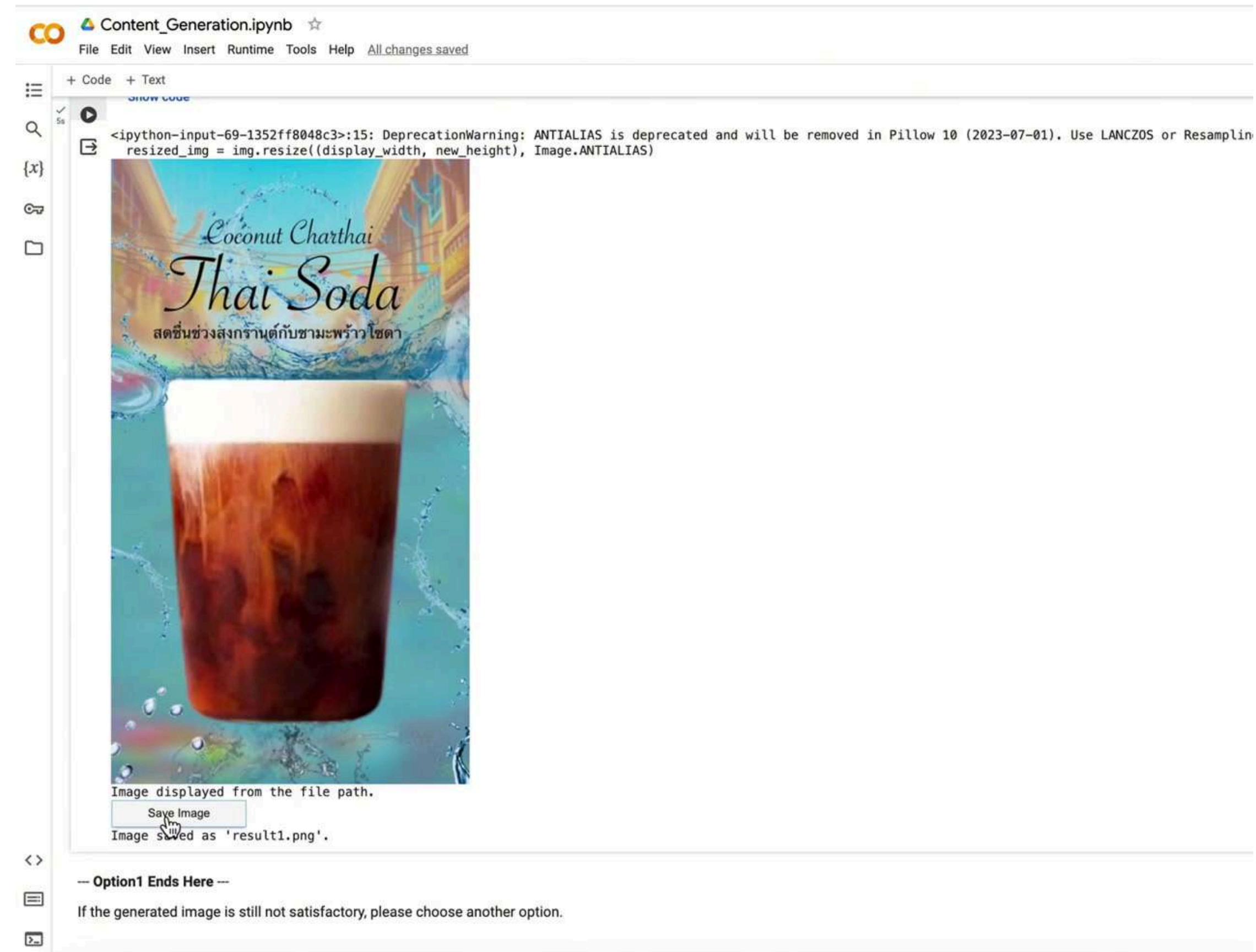
Choose the Headline from the Displayed Options

[47] Show code

Run to Get the Generated Content

[50] Show code

User Journey : How It Works?



User Journey : How It Works?



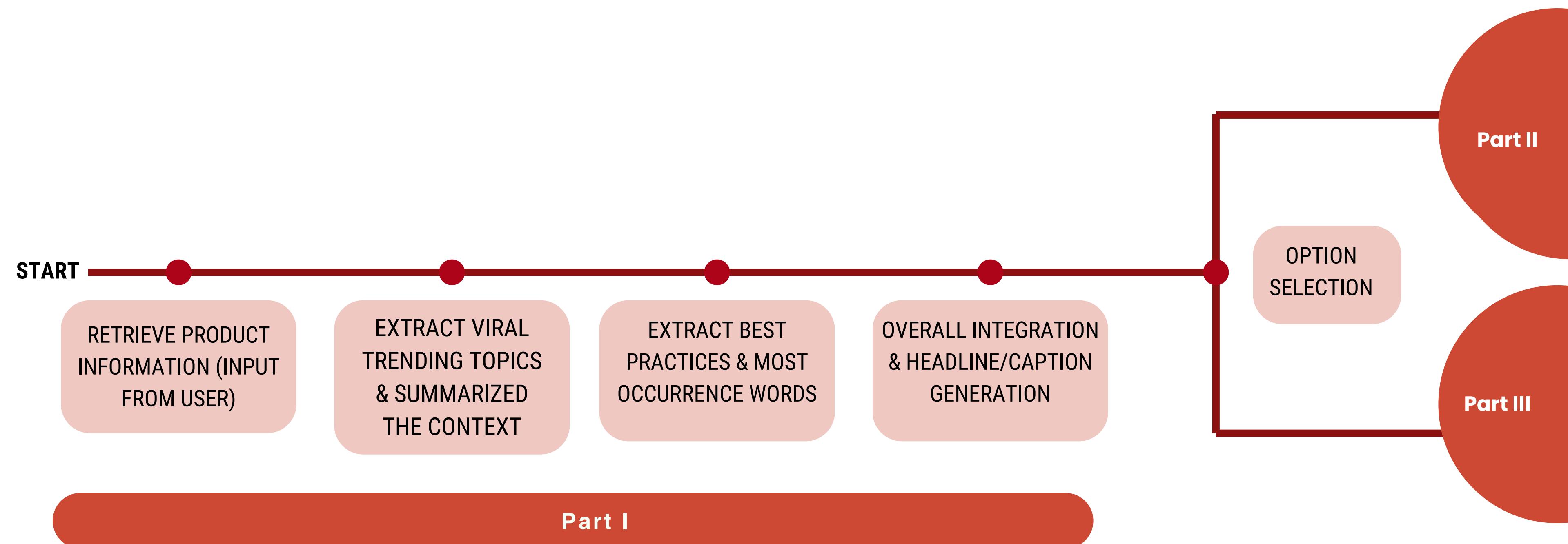
Proposed Project Solution

Competitive Advantage

	Recent Trend Integration	Caption and Headline Suggestion	Layout Suggestion	Image Enhancement	Knowledge Requirement
ThaiTrendify	✓	✓	✓	✓	Low
ChatGPT	✗	✓	✗	✗	High
Canva	✗	✗	✓	✓	Medium
Meitu	✗	✗	✗	✓	Low
Photoroom	✗	✗	✗	✓	Medium
Photoshop	✗	✗	✗	✓	High

Proposed Project Solution

System Diagram : How It's Done?



Proposed Project Solution

System Diagram : How It's Done?

Part II - Quick Trendify Image - Automate Generation

Part II

EXTRACTS BEST PRACTICE IMAGE AND KEY SUCCEEDING FACTORS

BUILD ALGORITHM BASED ON BEST PRACTICE FACTORS



FINAL OUTPUT

Part III - Advanced Trendify - Customized Generation

Part III

BACKGROUND GENERATION

LAYOUT SUGGESTION

IMAGE AND TEXT ADJUSTMENT

IMAGE ENHANCEMENT



FINAL OUTPUT

Agenda

Project Background & Motivation

Proposed Project Solution

Part I : Caption & Headline Generation

Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices & Most Occurrence Words

Overall Integration & Headline/Caption Generation

Part II : Automated Image Generation (Quick Trendify)

Part III : Customized Image Generation (Advanced Trendify)

Project Outcome

Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices & Most Occurrence Words

Headline & Caption Generation



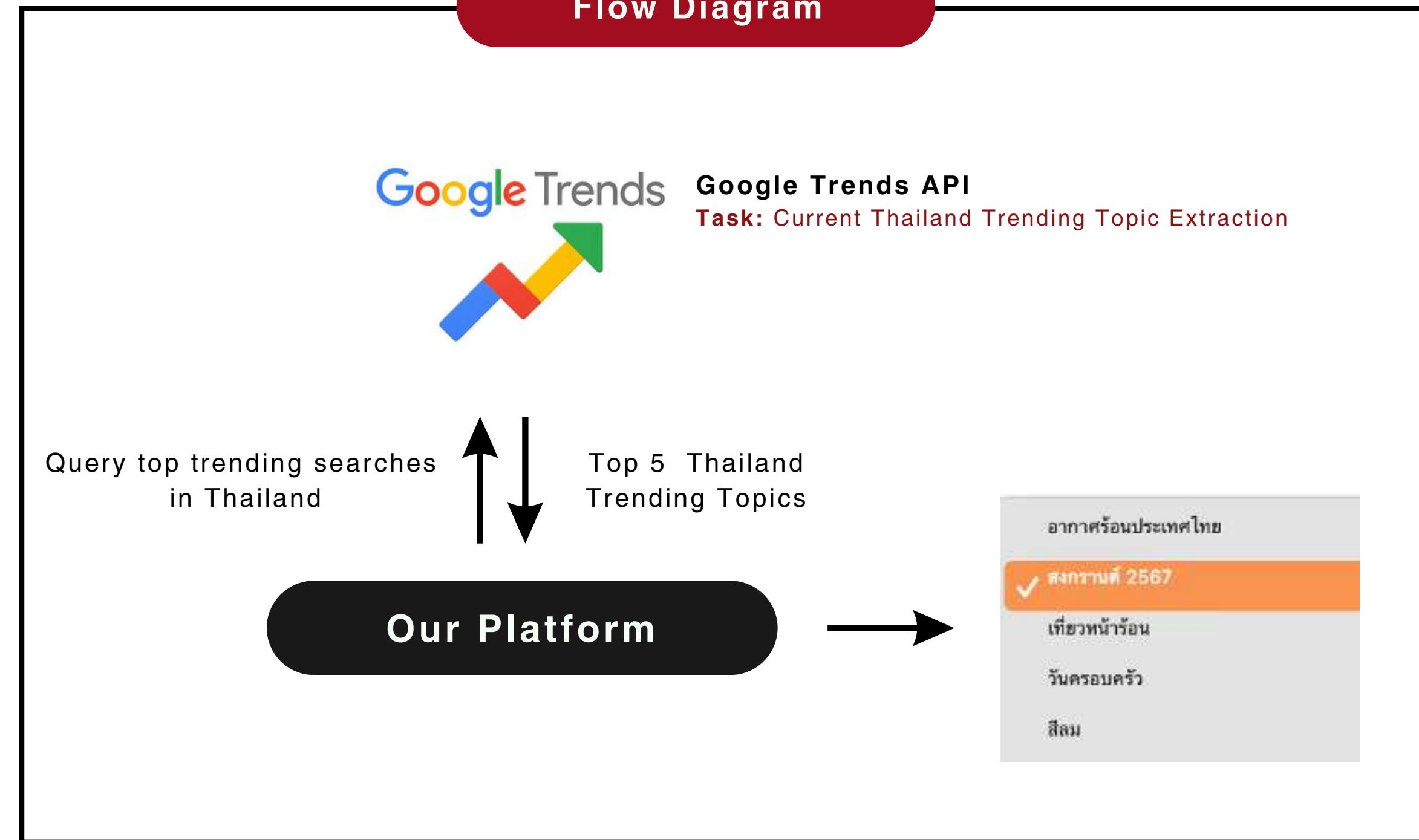
Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices &
Most Occurrence Words

Headline & Caption
Generation

Flow Diagram



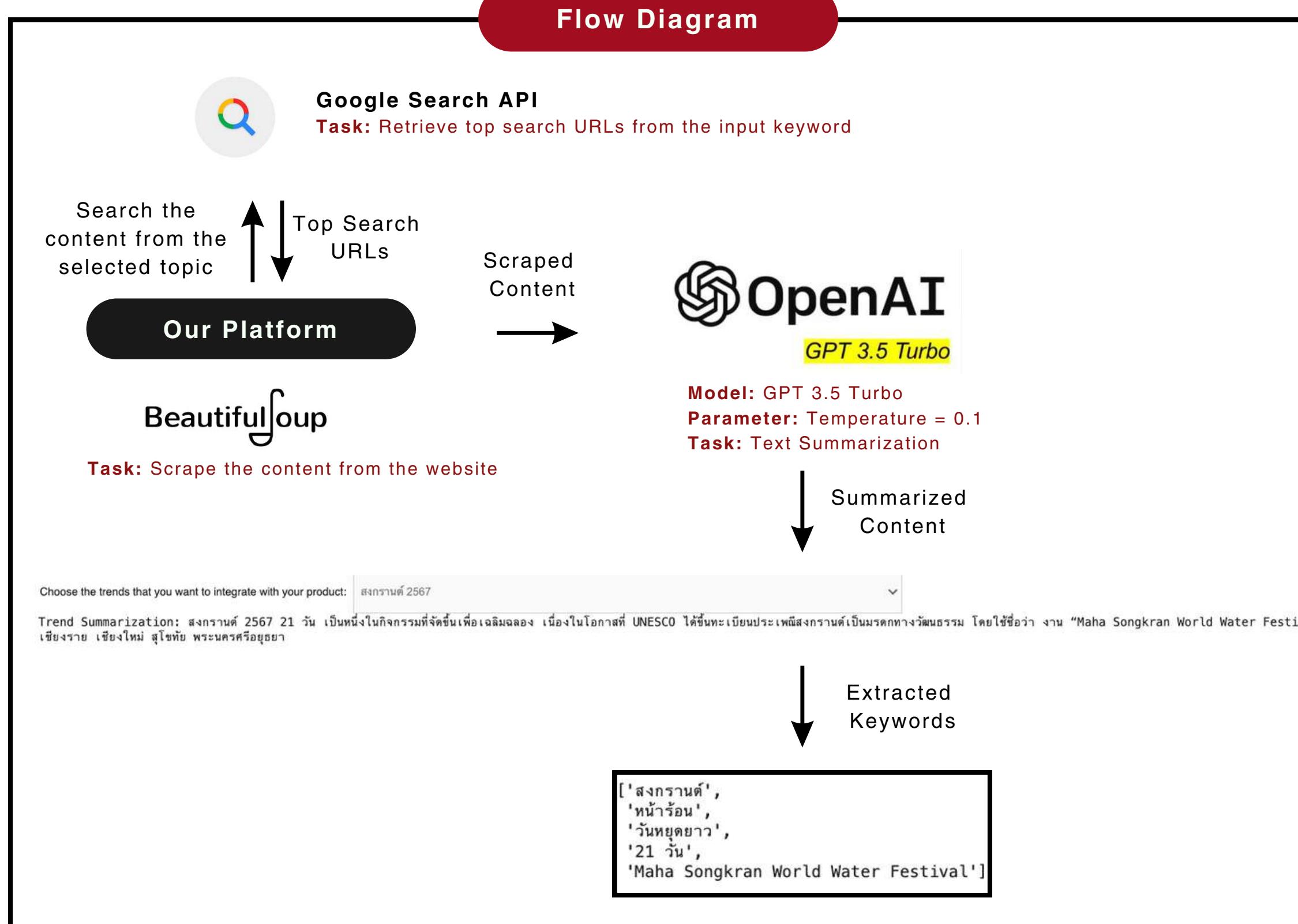
Retrieve Product Information

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Headline & Caption Generation

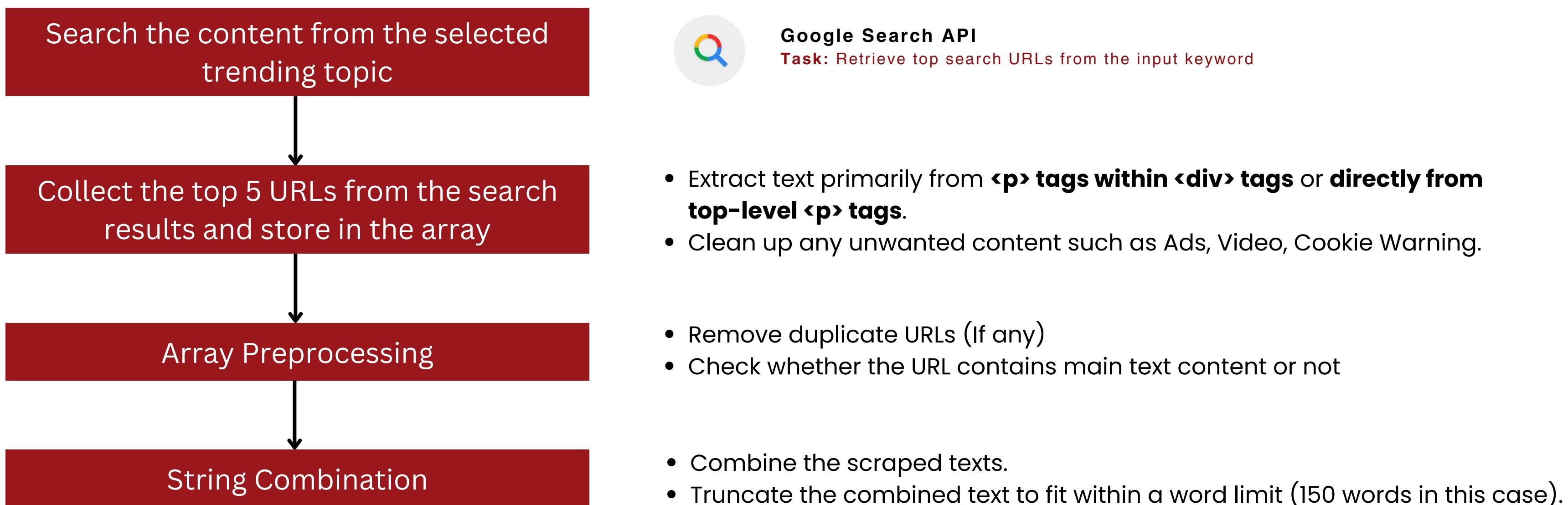
Flow Diagram



Retrieve Product Information

Extract Viral Trend & SummarizationExtract Best Practices &
Most Occurrence WordsHeadline & Caption
Generation

Text Summarization - URLs and Contents Scraping Methodology



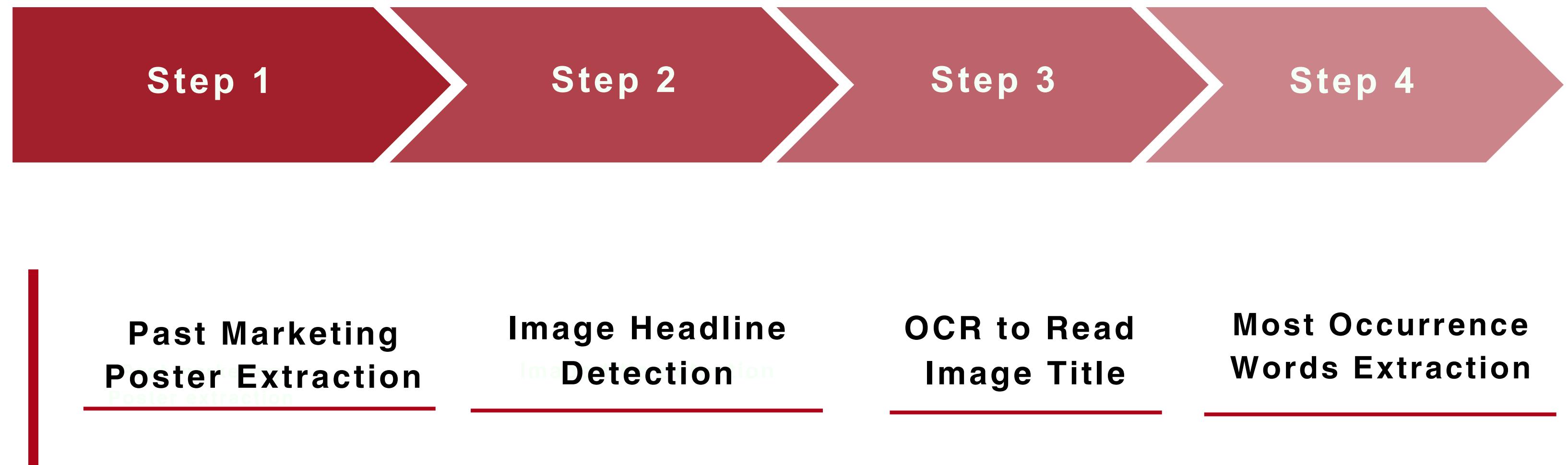
Retrieve Product Information

Extract Viral Trend & Summarization

**Extract Best Practices &
Most Occurrence Words**

Headline & Caption
Generation

Purpose: To identify the most commonly used words in traditional marketing posters.



Retrieve Product Information

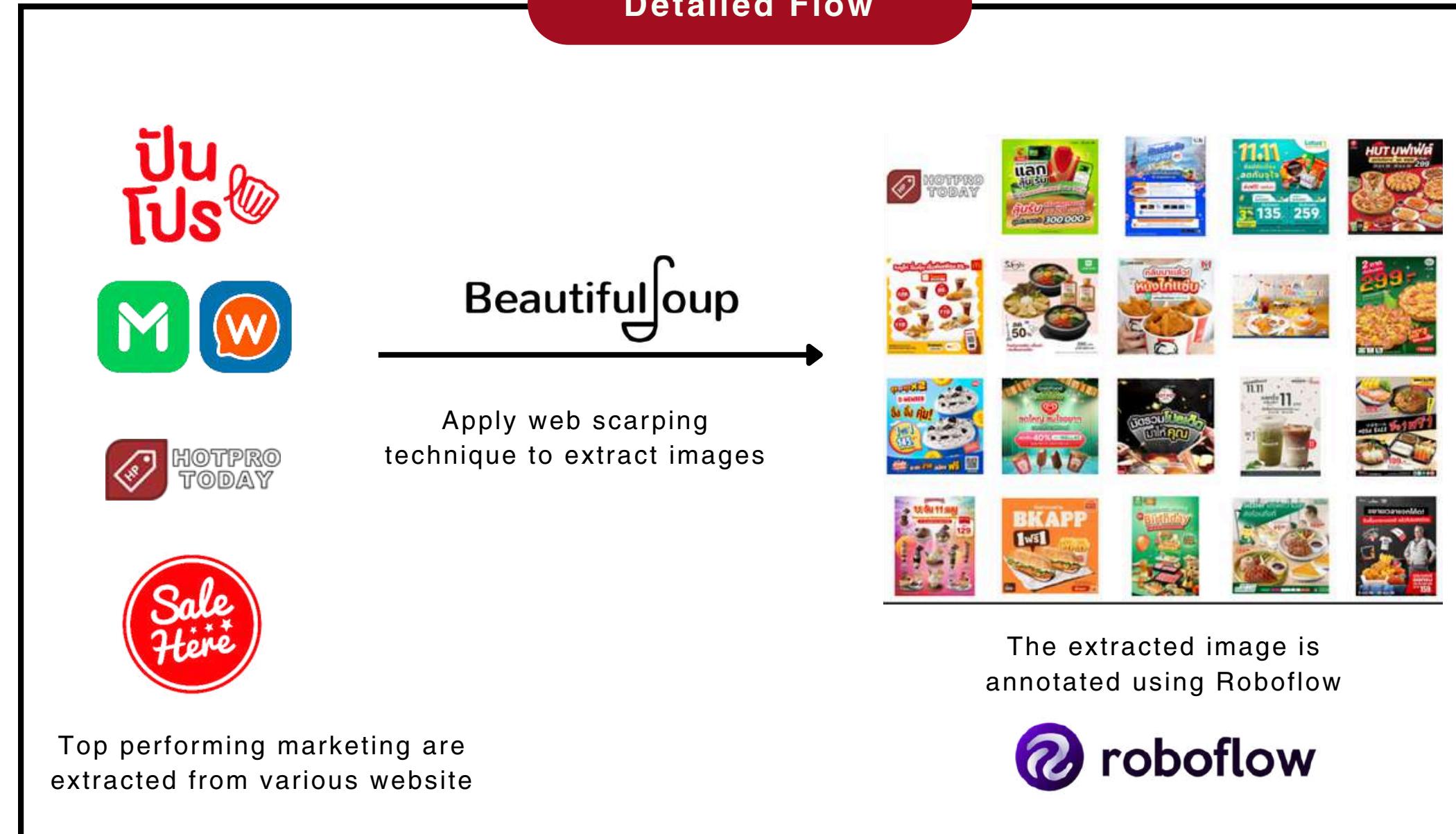
Extract Viral Trend & Summarization

Extract Best Practices & Most Occurrence Words

Headline & Caption Generation

Past Marketing Poster Extraction

Detailed Flow



Collected Datasets

Dataset Split

TRAIN SET

120 Images

69%

VALID SET

33 Images

19%

TEST SET

20 Images

12%

Total of 173 images collected

Retrieve Product Information

Extract Viral Trend & Summarization

**Extract Best Practices &
Most Occurrence Words**

Headline & Caption
Generation

- YOLOv8 is used as the image headline detection model.
- OpenCV is used for extracting (cropping) the headline out of the whole poster image.

Detailed Flow



Input

YOLOv8
→
Task:
Object Detection



Object Detection

OpenCV
→
Task:
Headline Extraction



Output

Retrieve Product Information

Extract Viral Trend & Summarization

**Extract Best Practices &
Most Occurrence Words**

Headline & Caption
Generation

Image Headline Detection Example Results



Retrieve Product Information

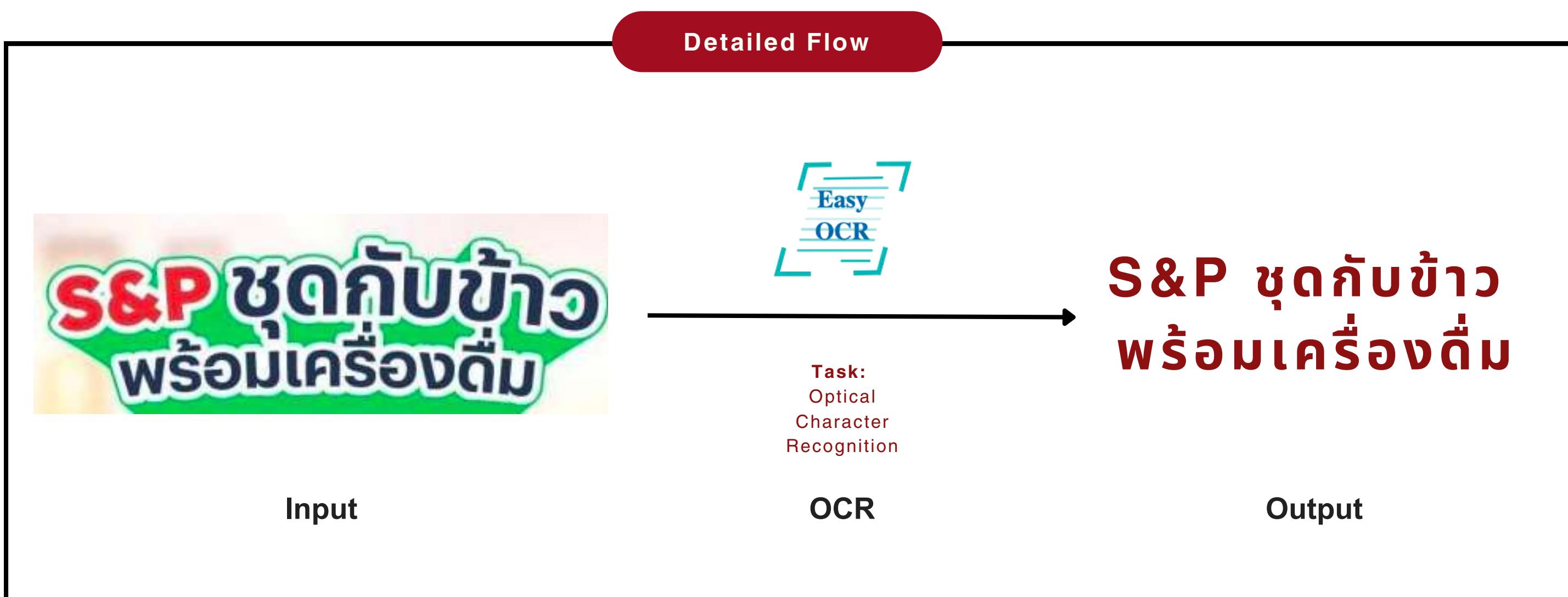
Extract Viral Trend & Summarization

**Extract Best Practices &
Most Occurrence Words**

Headline & Caption
Generation

- EasyOCR API is used for Optical Character Recognition
- Purpose: To read image title as text
- All of the extracted headline text is collected in one CSV file

Detailed Flow



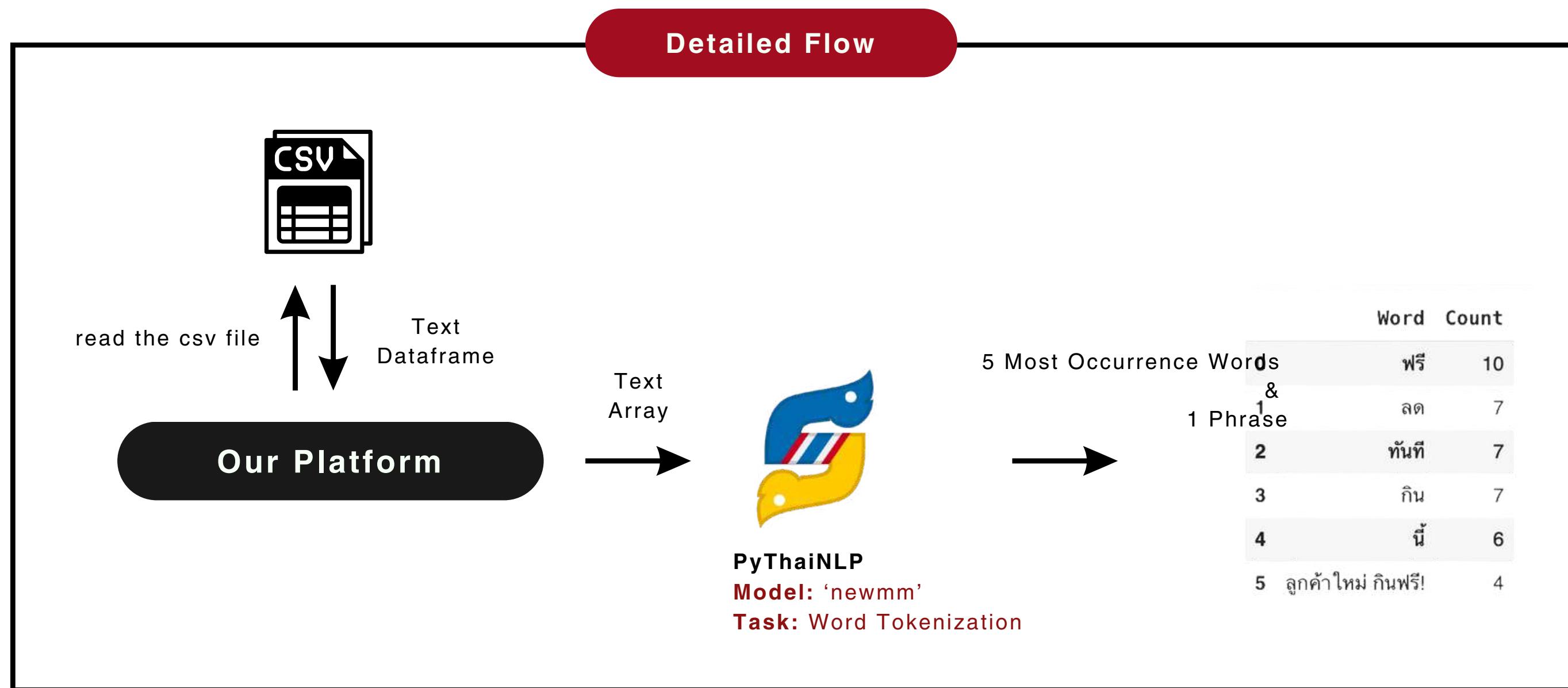
Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices & Most Occurrence Words

Headline & Caption Generation

Most occurrence words is extracted from the CSV file using “Word Tokenization” Technique



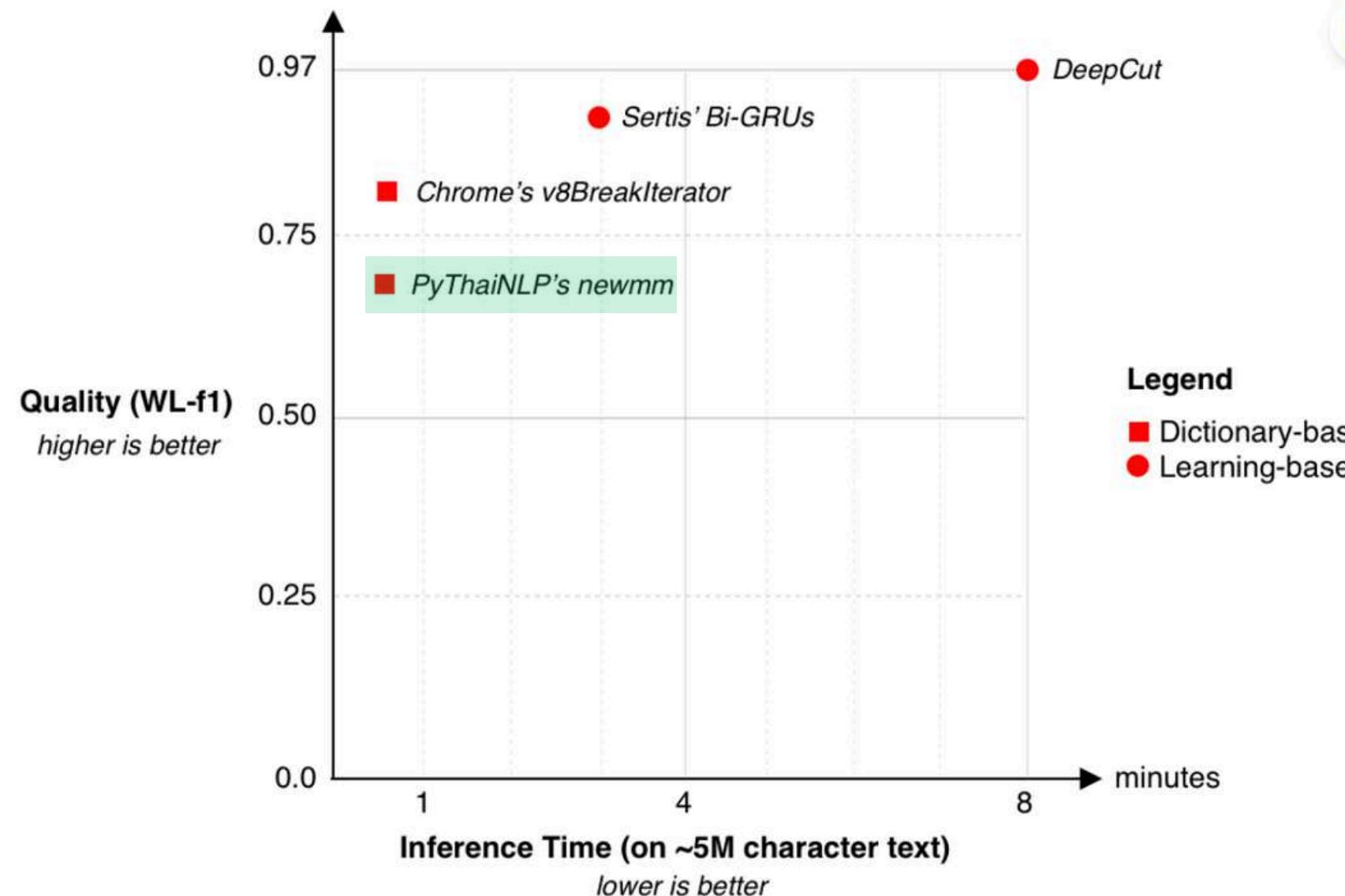
Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices & Most Occurrence Words

Headline & Caption Generation

Word Tokenization Model Selection



Among 4 different pre-trained model, PyThaiMLP's newmm is chosen in this project

Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices &
Most Occurrence Words

**Headline & Caption
Generation**

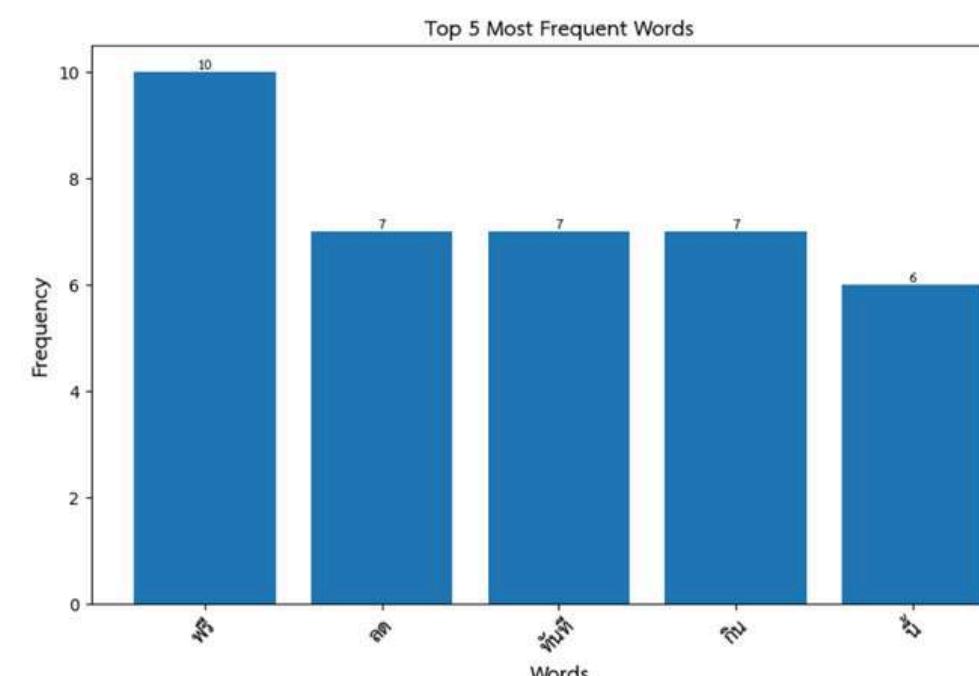
Our Platform will suggest 5 headlines for users

Product
Information

5 Extracted
Keywords

Most Occurrence
Words

See the distribution of the words
to select top 5 words that has
highest number of members



Model: GPT 3.5 Turbo
Parameter: Temperature = 0.7
Task: Headline Generation

✓ สงกรานต์ของชาวน้ำพื้นเมือง
หน้าร้อนต้องชามพื้นเมือง
ชามพื้นเมืองคือการหยอดน้ำทันที
หลัก 21 วันกับชามพื้นเมือง
Maha Songkran World Water Festival กับชามพื้นเมืองทันที

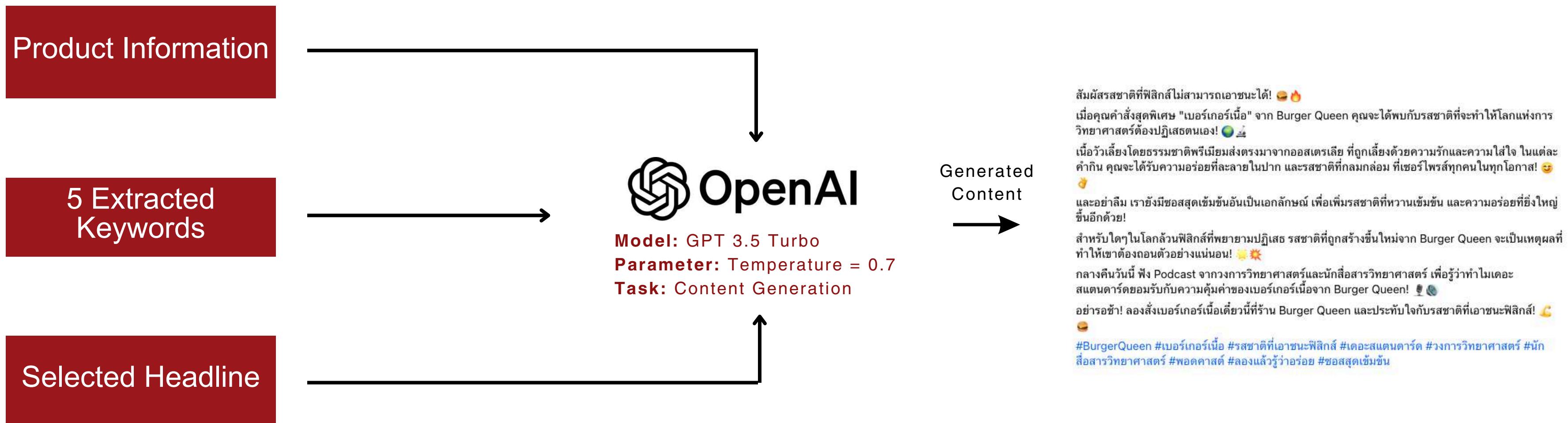
Retrieve Product Information

Extract Viral Trend & Summarization

Extract Best Practices &
Most Occurrence Words

**Headline & Caption
Generation**

The selected headline along with the product information will be used to generate post caption



Agenda

Project Background & Motivation

Proposed Project Solution

Part I : Caption & Headline Generation

Part II : Automated Image Generation (Quick Trendify)

Extract Best Practice & Success Factor

Build Algorithm Based on Best Practice

Content Automation

**Part III : Customized Image Generation
(Advanced Trendify)**

Project Outcome

Extract Best Practice & Success Factor

Build Algorithm Based on Best Practice

Content Automation

Purpose

- Automatically suggest poster image for user
- The generated poster will be build based on the product image, product information, and the chosen trending topic
- Convenient for users who want a quick generation to spark their ideas

Function

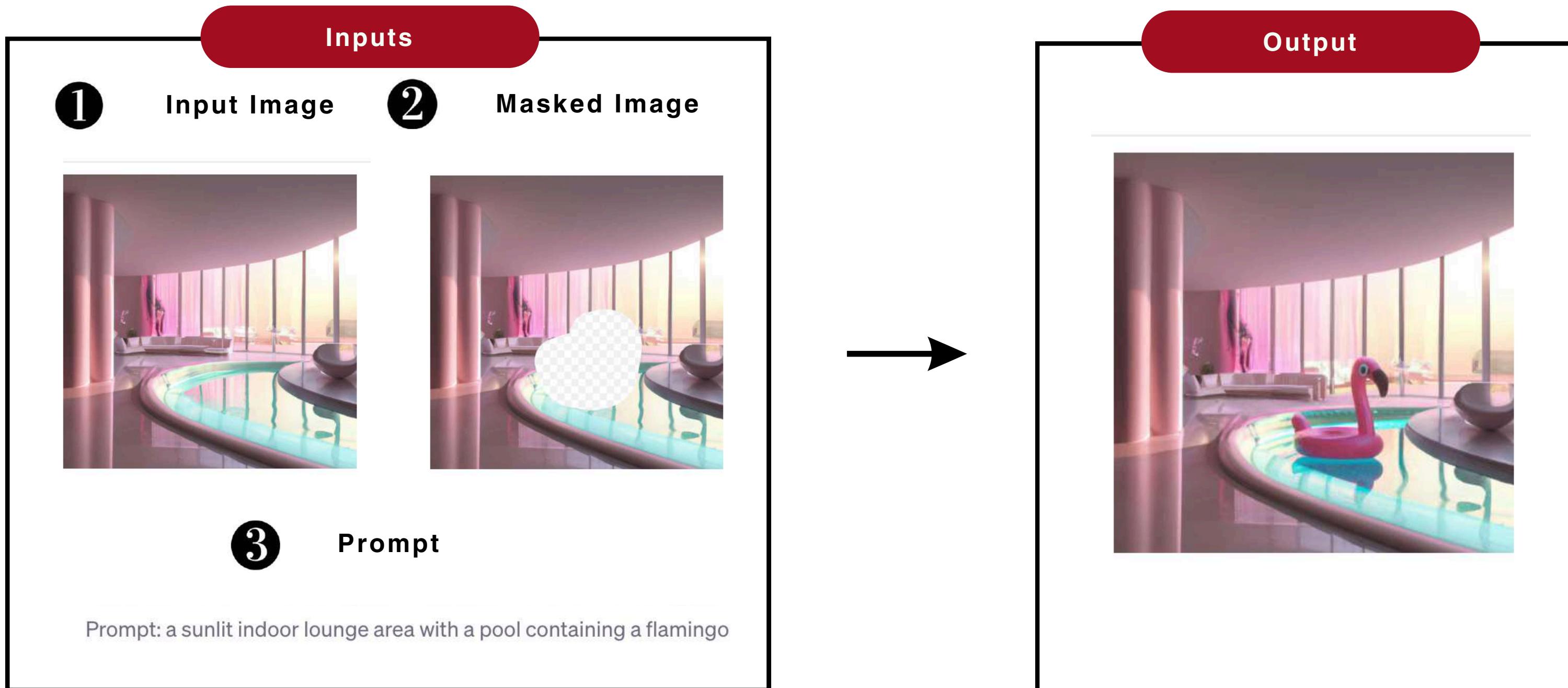
- Product-Centric Background Design
- Trend-Matching Background
- Most Popular Text Placement Position

Extract Best Practice & Success Factor

Build Algorithm Based on Best Practice

Content Automation

Image-to-Image (Inpainting Technique)



Source: <https://platform.openai.com/docs/guides/images?context=node>

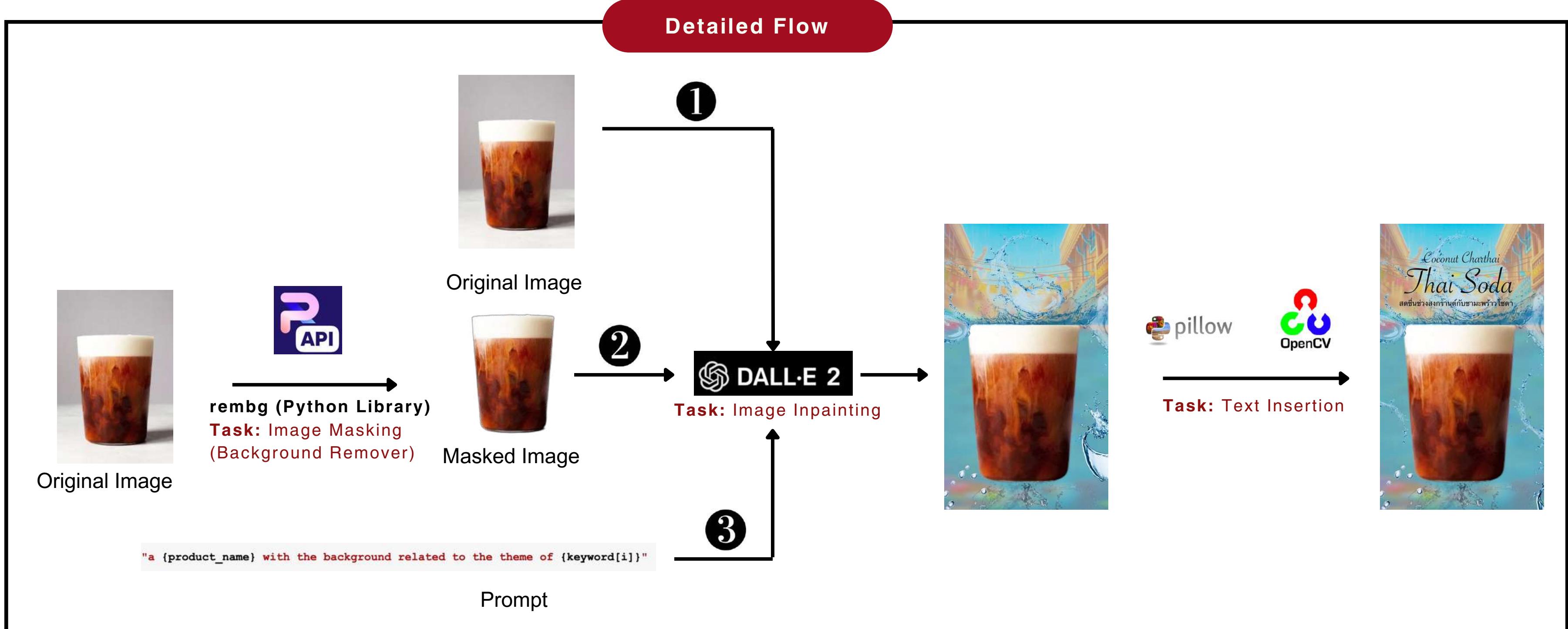
Source: https://www.researchgate.net/publication/344005062_Image_Inpainting_Research_Based_on_Deep_Learning

Extract Best Practice & Success Factor

Build Algorithm Based on Best Practice

Content Automation

The original image, masked image, prompt is used to generate the new image



Agenda

- Project Background & Motivation**
- Proposed Project Solution**
- Part I : Caption & Headline Generation**
- Part II : Automated Image Generation (Quick Trendify)**
- Part III : Customized Image Generation (Advanced Trendify)**
 - Overall Flow
 - Background Generation
 - Layout Suggestion
 - Food and Headline Detection
 - Image Enhancement
- Project Outcome**

Part III : Customized Image Generation (Advanced Trendify)

Overall Flow

Background Generation

Layout Suggestion

Food and Headline Detection

Image Enhancement

Customized Image Generation is an enhanced solution of the Image Automate Generation. It allows users to customize the image and suggest the the layouts that are used by top food companies in Thailand.



Part III : Customized Image Generation (Advanced Trendify)

Overall Flow

Background Generation

Layout Suggestion

Food and Headline Detection

Image Enhancement

Key Prompt

{Tone & Style} -> minimal style, balance hd, digital illustration, flat shading (fixed)

{Context} -> food advertising poster (fixed)

{Theme} -> Songkran Festival (Trending Topic)

{Exception} -> less component in middle area (fixed)

DALL-E 3

Task: Image Generation



Select Image: Image 2
Save Selected Image
Selected image saved as 'output2.png'.

DALL-E3 Prompt

""

Craft me a {Tone & Style} {context} related to {Theme}, with {Exception}.

""

Part III : Customized Image Generation (Advanced Trendify)

[Overall Flow](#)[Background Generation](#)[Layout Suggestion](#)[Food and Headline Detection](#)[Image Enhancement](#)

Layout Suggestion is an algorithm that suggests layouts based on top-performing food marketing posts from popular food companies in Thailand. The aim of Layout Suggestion is to assist users in creating food posters using a data-driven approach.



DAKASI



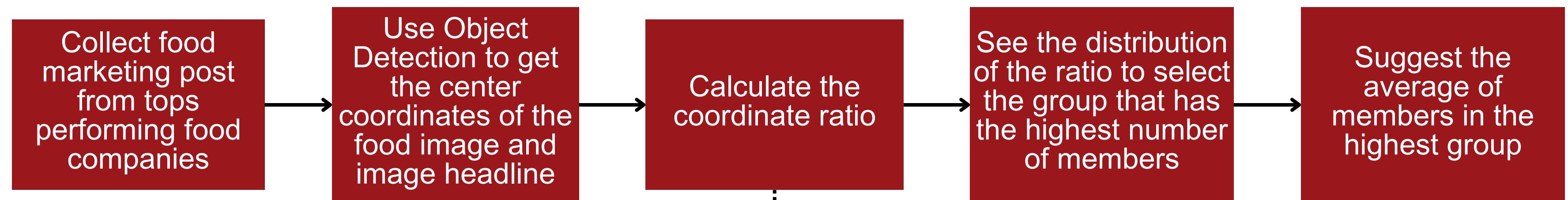
Nuatair



MK

Part III : Customized Image Generation (Advanced Trendify)

Overall Flow Background Generation Layout Suggestion Food and Headline Detection Image Enhancement



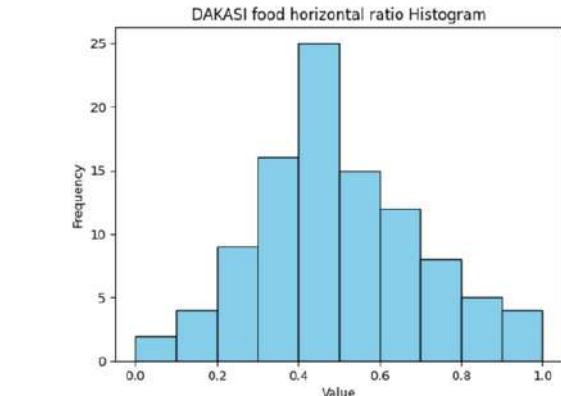
Training Set: 100 Each => 300 images
Testing Set: 20 Each => 60 images

$$\text{food_horizontal_ratio} = \frac{\text{food_x_coordinate}}{\text{background_width}}$$

$$\text{food_vertical_ratio} = \frac{\text{food_y_coordinate}}{\text{background_height}}$$

$$\text{headline_horizontal_ratio} = \frac{\text{headline_x_coordinate}}{\text{background_width}}$$

$$\text{headline_vertical_ratio} = \frac{\text{headline_y_coordinate}}{\text{background_height}}$$



Food and Headline Detection Image Enhancement

DAKASI:
 $\text{food_horizontal_ratio} = 0.4882$
 $\text{food_vertical_ratio} = 0.4893$
 $\text{headline_horizontal_ratio} = 0.4951$
 headline vertical value is 0.1319.

Part III : Customized Image Generation (Advanced Trendify)

[Overall Flow](#)[Background Generation](#)[**Layout Suggestion**](#)[Food and Headline Detection](#)[Image Enhancement](#)

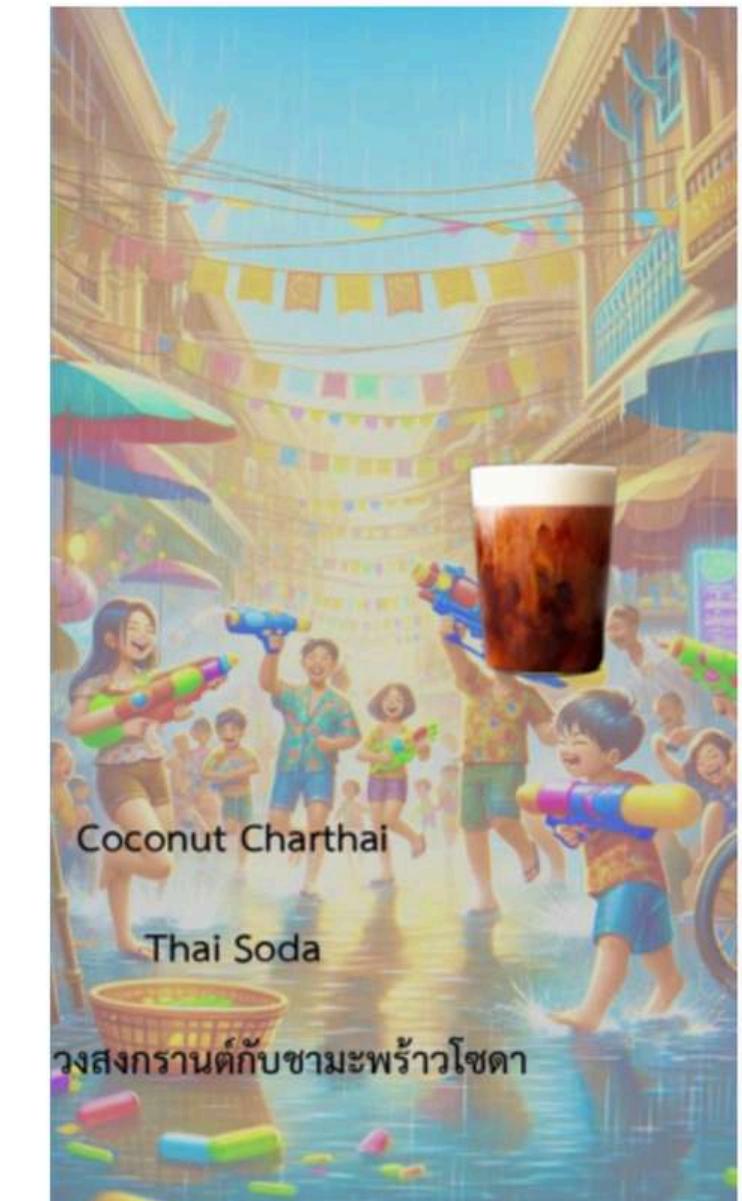
The most used layout from each food company is suggested to let the user choose.



Layout 1



Layout 2



Layout 3

Part III : Customized Image Generation (Advanced Trendify)

Overall Flow

Background Generation

Layout Suggestion

Food and Headline Detection

Image Enhancement



Food Detection Result
XY coordinate of the center of the food



Original Image



Image Headline Detection
XY coordinate of the center of the food

Part III : Customized Image Generation (Advanced Trendify)

Overall Flow

Background Generation

Layout Suggestion

Food and Headline Detection

Image Enhancement

Users can adjust the parameters to customize the suggested layout to match with their preferences.

Recommendation: We recommend that you should adjust the blue parameters before the green ones.

X Position:	301
Y Position:	528
Size Factor:	2.00
Text 1 X Position:	305
Text 1 Y Position:	42
Text 1 Size:	78
Text 1 Font:	Savoye LET Plain1.0
Text 2 X Position:	305
Text 2 Y Position:	142
Text 2 Size:	144
Text 2 Font:	Savoye LET Plain1.0
Text 3 X Position:	305
Text 3 Y Position:	242
Text 3 Size:	50
Text 3 Font:	TH Sarabun New Bold
Text Color:	#5c3c0f
Color Filter:	black
Filter Transparency:	0.00
Blur Scale:	1.30
Background Transparency:	1.00
Contrast:	0.80
Brightness:	1.20
Sharpness:	2.70



Confirm and Downl...

Image Saved in /content/final_image.png

Part III : Customized Image Generation (Advanced Trendify)

Overall Flow

Background Generation

Layout Suggestion

Food and Headline Detection

Image Enhancement

Users can adjust the parameters to customize the image to enhance the image.

Recommendation: We recommend that you should adjust the blue parameters before the green ones.

X Position:	301
Y Position:	528
Size Factor:	2.00
Text 1 X Position:	305
Text 1 Y Position:	42
Text 1 Size:	78
Text 1 Font:	Savoye LET Plain1.0
Text 2 X Position:	305
Text 2 Y Position:	142
Text 2 Size:	144
Text 2 Font:	Savoye LET Plain1.0
Text 3 X Position:	305
Text 3 Y Position:	242
Text 3 Size:	50
Text 3 Font:	TH Sarabun New Bold
Text Color:	#5c3c0f
Color Filter:	black
Filter Transparency:	0.00
Blur Scale:	1.30
Background Transparency:	1.00
Contrast:	0.80
Brightness:	1.20
Sharpness:	2.70

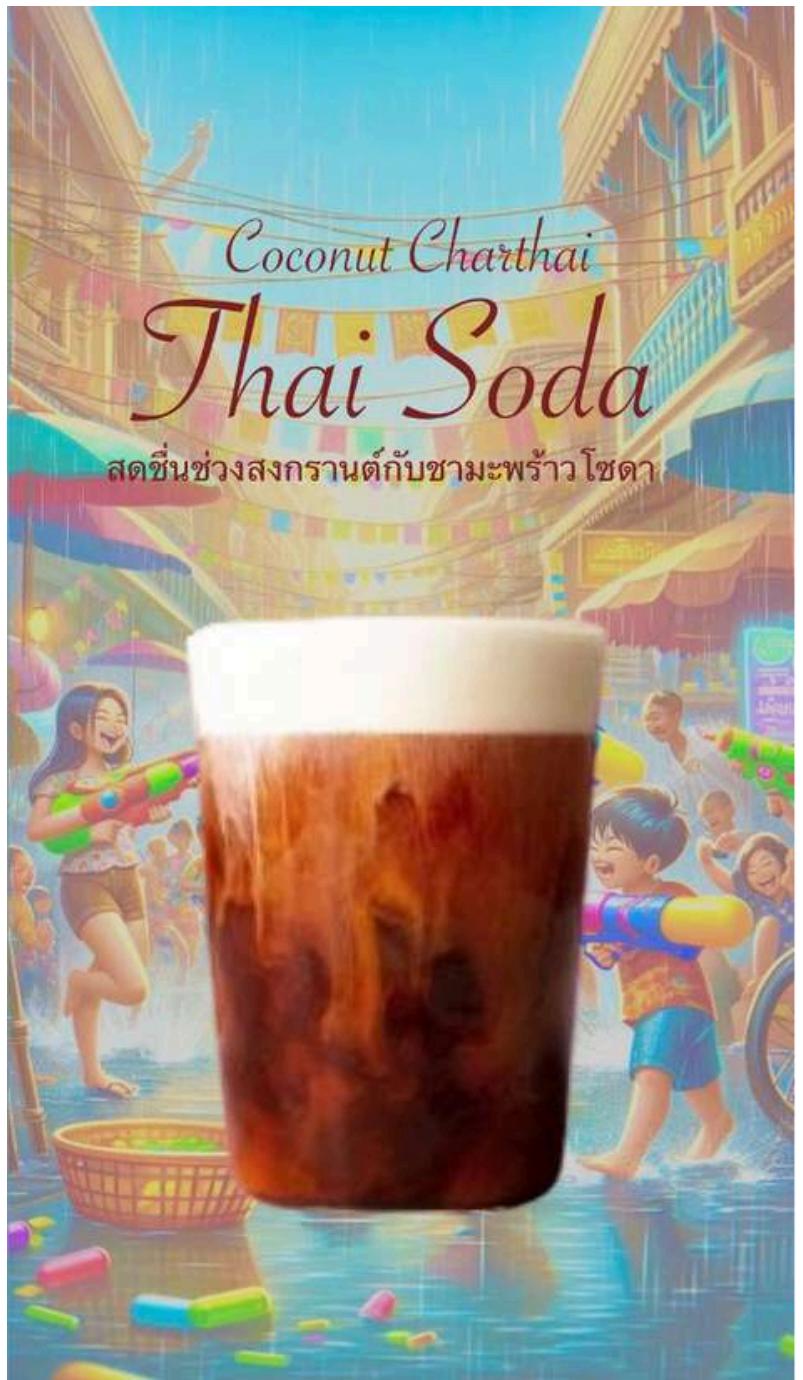


Confirm and Downl...

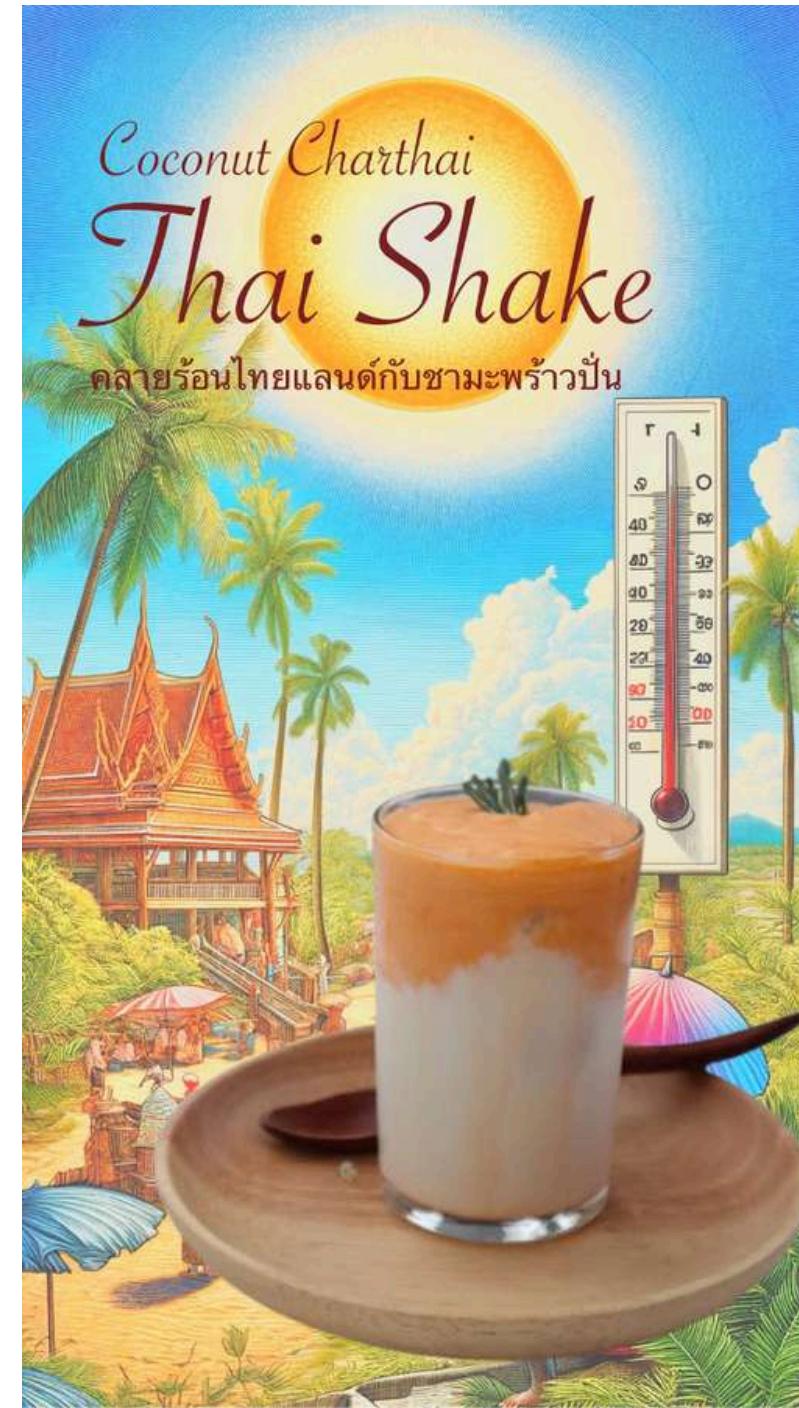
Image Saved in /content/final_image.png

Part III : Customized Image Generation (Advanced Trendify)

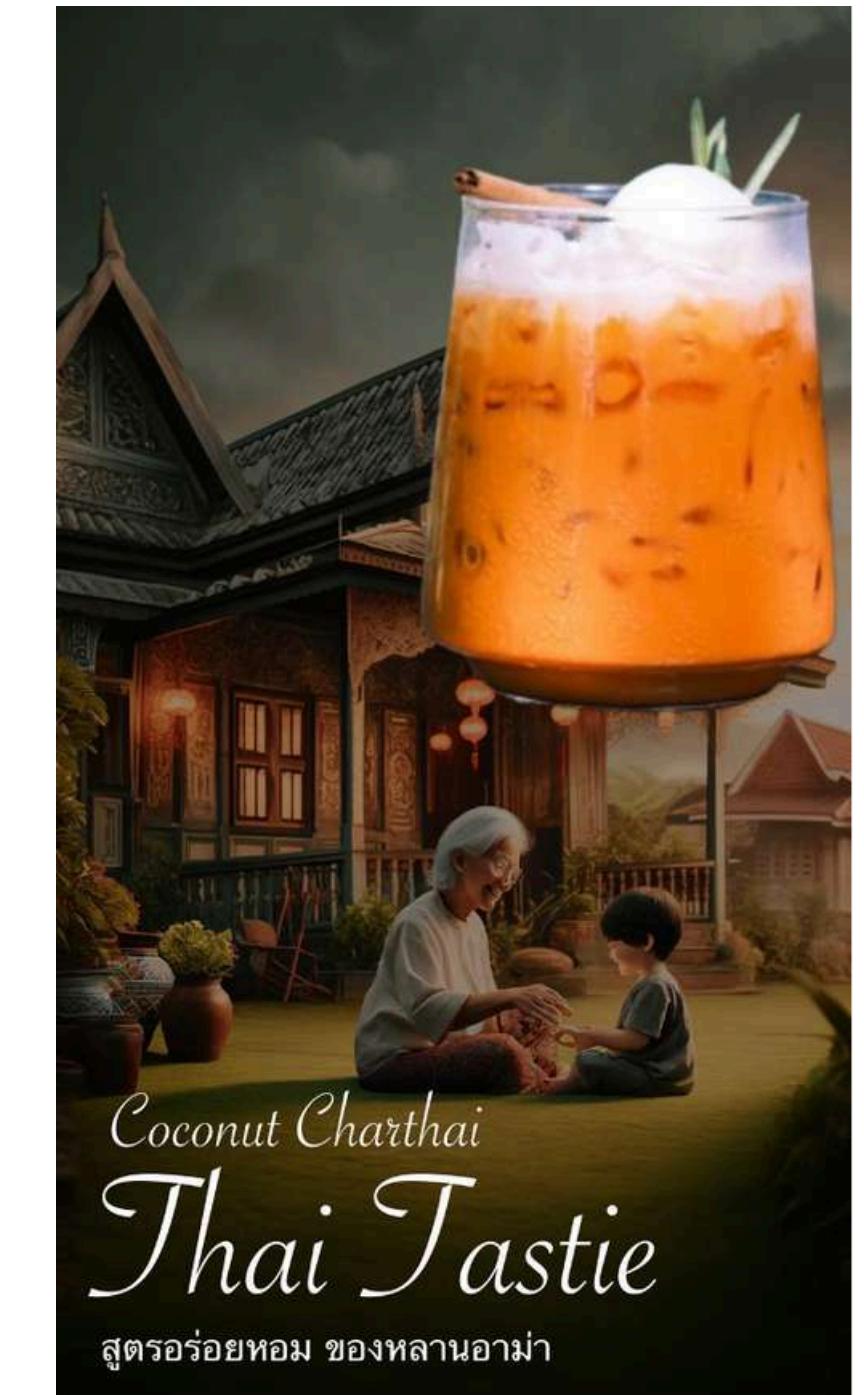
Overall Flow



Background Generation



Layout Suggestion



Food and Headline Detection

Image Enhancement

“Songkran Festival” Theme

“ไทยเมืองร้อน” Theme

“หวานมา” Theme

Agenda

Project Background & Motivation

Proposed Project Solution

Part I : Caption & Headline Generation

Part II : Automated Image Generation (Quick Trendify)

Part III : Customized Image Generation (Advanced Trendify)

Project Outcome

Overall Project Outcome

Project User Testing

Project outcome and achievement

1 Streamlining Automation Generation

- Able to adapt and integrate traditional methods and tools
- Able to provide users with the option to automate processes using our product's algorithm, which extracts insights from market best practices.
- Able to offer flexibility, enabling users to manually choose their preferences throughout the process.

2 Caption and Headline Generation

- Able to extract current trending topics in Thailand and summarizing them to identify relevant keywords.
- Able to extract top-performing marketing content to identify headline keywords.
- Able to integrate these keywords and contexts into the final marketing captions and headlines.

3 Image Generation

- Able to generate backgrounds and themes from the trends selected by users at the start of the process.
- Able to detect and extract object and text coordinates from top-performing marketing layouts.
- Able to adapt commonly used tools to improve the efficiency and effectiveness of the marketing content generation process.

Agenda

Project Background & Motivation

Proposed Project Solution

Part I : Caption & Headline Generation

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Project Outcome

Overall Project Outcome

Project User Testing

3 Food & Beverage SMEs has agree to test with our prototypes

Target User / Test Group

SMEs in Food & Beverage in Thailand

as they are more likely to use our service because :

 **Limited resources**

 **Don't have a standard tool**

 **Open to explore various methods**

Current testing target group



Traditional restaurants located by the Chao Phraya river serving authentic Thai cuisine alongside coffee, fresh drinks, and desserts.



Local market in offering a variety of foods such as fresh food, drinks, and Thai dishes.



Local resort serving traditional Thai food to tourists and residents around the area.

User Testing 1

Output Performance Test

*Compares the **performance & engagement** of the platform generated content against their typically content*

Users create and post new content via the platform, track engagement metrics, and compare these results with their usual engagement levels.

User Testing 2

Usability Testing

*measures **how easy** it is to use the platform, focusing on its navigation and overall user experience.*

Testing Methods : Users independently managing the entire process from start to finish, following instructions provided by the platform.

User Testing Metric

User Testing 1

Output Performance Test

*Compares the **performance & engagement** of the platform generated content against their typically content*

Users create and post new content via the platform, track engagement metrics, and compare these results with their usual engagement levels.

Metrics

- 1. Reach Rate**
- 2. Likes Rate**
- 3. Click Rate**

User Testing 2

Usability Testing

*measures **how easy** it is to use the platform, focusing on its navigation and overall user experience.*

Testing Methods : Users independently managing the entire process from start to finish, following instructions provided by the platform.

Metrics

- 1. Completion Rate**
- 2. Completion Time**
- 3. System Usability Scale (SUS) Score**

User Testing 1 - Output Performance Test



Tubtim Siam River Kwai Resort Kanchanaburi
1 d ·

ตอนโจทย์ทุกของคำของหน้าร้อน เดิมเต็มความสุขในวันพักผ่อน กับ "Blue Paradise" มนูเครื่องดื่มสูตรพิเศษจาก Tubtim Siam River Kwai Resort ที่จะมาช่วยดับร้อนและเพิ่มความสดชื่นแบบสุดๆ

สอนถูกเพิ่มเติม ติดต่อเราได้เลยค่ะ
034910388 , 0955523273... See more

Tubtim Siam River Kwai Resort
Blue Paradise
สดชื่น ดับร้อน กับเครื่องดื่มสูตรพิเศษ

54

Like Comment

Professional dashboard
Post insights

Tuesday, 9:00am ·

1,010 57 0 3

Overview

Reach	1,010
Impressions	1,010
Post reactions, comments and shares	60
Total clicks	8

Post reactions, comments and shares

50	5	0	6	0	0
Reactions	57				
Comments	0				
Shares	3				

Page insights Boost post

Home Ads + Notifications 4 Menu

Qualitative Feedback

"really engaging content and ability, however ability to promote the product and link with the product seems low"

Quantitative Score

Compare vs Average rate per day

Reach Rate : 109% Increase (1000 reach vs 550 reach)

Likes rate: 100% Increase (50 like vs 20 - 30 usual post)

Click Rate : 80% increase (9 click vs 4-5 click rate)

*Other testing result are still in progress

User Testing 2 - Usability Testing



Qualitative Feedback

" It is a step by step plain design, you have to execute one by one from top to bottom, wish to have a more interactive design and system "



"Very comprehensive process take in account of multiple tools they never tried before, however some tools not directly useful to them, wish to be able to select tools need at the start"



" Really simple and direct instruction, however it takes quite a while to load each function, and wish to skip some of the process if possible"

Quantitative Score

Task Completion Rate: 40%
Average Task Completion Time: 10.5 Min
SUS Score : 57

Task Completion Rate: 80%
Average Task Completion Time: 10.3 Min
SUS Score : 71

Task Completion Rate: 60%
Average Task Completion Time: 14.3 Min
SUS Score : 65

Potential Improvements

1

Develop and enhance the platform and user interface to improve user experience and allow more interactive platform

2

Implement a dashboard that helps the users to evaluate the marketing content performance be able to conduct A/B Testing

3

Enhance the end to end process to be more efficient and faster

4

Study oversea best practice, and leverage more success algorithm to our platform

THANK YOU