**Questionnaire and target audience explanation**

I have set my target audience of the website to females, aged between 18-35, who live in first and second-tier cities in mainland China, and are university students / graduates. They are supposed to work in the entertainment or media industries, or consider themselves as working professionals. For TV viewing habits, they prefer online-viewing to the traditional TV, and are more in favour of East Asian variety shows. They should be frequent viewers who at least watch variety shows for three times a week.

The questionnaire is designed according tot he persona segmentation, and is distributed among the five target users. According to the result, four out of five are currently postgraduate students, with another now working as an auditor in Ernst & Young. The average age 22 and enjoy watching East Asian variety shows online for more than three times weekly. All of them are females

**Think aloud testing**

The think aloud testing was conducted for discovering what target users think of the layout. Two specific tasks were assigned to the participants: 1. To find where to sign up and submit his/her plan; 2. to find where to watch variety shows. There were encouraged to verbalise their thoughts as they move through the user interface - they were asked to explain what they are looking at, what they were doing and there feelings. I recorded their behaviours and comments throughout the whole process. A list of questions designed is shown below.

Q1 Could you find the way to submit your plan of a variety show?

Q2 Could you find where to watch variety shows?

Q3 Do you think it is easy to switch between different pages?

Q4 Do you find contents easy to read?

For the first question, four out of five are able to find where to submit the plan without assistance. However, one mentioned that it was very hard to locate where the submission is as ‘make your own’ does not seem to quite make sense. Also, although the website has the submission form placed at the homepage, three out four chose to click ‘make your own’ in the navigation bar. One said it would be better if the submission is placed at an obvious place, with tutorials being provided. “Honestly, I need to know what I need to submit before I make the submission right? And simply placing the form in the homepage actually is not very helpful,” she pointed out. She suggested to place the tutorial at top, and added a quick link button that would link to another page for users to fill in the form in details.

In terms of watching variety shows, all participants said they could easily find where to watch them, and agreed that the layout of the ‘ocean of variety shows’ page was very clear. One participant said it would be better if highlights of the trending shows were played at top of the page.

For Q3, all the users said they could easily switch pages with the help of the navigation; and for Q4, three users said it would be better if it was written in simplified Chinese, and one said the font size was a little small.