

Website link: <http://ruiningli120.pythonanywhere.com/>

## **1.Problems background**

Script Killing game is emerging as a new type of tabletop game that is gaining wide popularity among young people. According to the results of the "2021 Entity Script Killing Consumption Insight Report", the domestic script killing market is expected to exceed 15 billion yuan in 2021, with a consumer size of 9.41 million or more, with over 70% being young people under the age of 30 and over 40% of users consuming once a week or more.

As in mainland China, this table games are quite mature, and there are two platforms to support for the merchants and customers to hold a game, which is Dianping and Meituan. Customers can look for a suitable place on the app according to several filters, then they can check the detailed information about the place, after that, they can make a reservation in advance and wait for the other players to start the game. After playing the game, they can make comments about the experience, so that other players can regard it as a reference. As for merchants, they can publicize their places in apps by doing SEO. Additionally, they arranged the reservation system in the back end, so they can clearly see the arranging situation, whether the players are enough or not, so that can make adjustments in time. What's more, they can update the detailed information through the app, for example, the latest scripts information, the decorations. Therefore, this platform is a win-win chance for both customers and players.

However, as in Hong Kong market, there is not any platform offered this kind of service. If users want to obtain the information about scripts killing games house, they need to refer to several social media platforms, for example, Instagram and Xiaohongshu. The whole circle to reserve a game will cost a lot of time, for customers may check the detailed information about the places in Xiaohongshu or Instagram, and then turned to wechat or whatsapp to communicate with merchants, then make appointments without using any data-based tools. It is difficult for merchants to advertise effectively because the platform is not fixed, while the absence of a reservation system is inefficient and error-prone. Therefore, I think the existence of such a platform is necessary to quickly push the development of script-killing games in Hong Kong.

### **1.1 business model**

<b>Key Partners</b> -script killing game merchants  -script authors	<b>Key Activities</b> -provide script killing game house information  -making reservation  -post comments	<b>Value Proposition</b>  Create a one-stop Hong Kong script killing service platform	<b>Customer Relationships</b>  -CRM customers management merchants management users managements	<b>Customer Segments</b>  -students who have social needs  -crazy fans about script killing games
	<b>Key Resources</b> -places information, including locations, decoration, contact, opening hours,etc		<b>Channels</b> -operation with social media -KOL's influence -word of mouth -operation with student ambassadors -online community operation	
<b>Cost Structure</b> Managment fees Maintenance fees Advertising fees			<b>Revenue Structure</b> Merchant's ranking promotion fee Commission for each successful game reservation	

## 1.2 target users

This platform is aimed at providing service for students who enjoy social activities. During my interview, I found that the majority of script game players are students, they like detective games and they want to explore to know the truth. What's more, through this table games, they can not only enjoy the games, but also make more friends. Sometimes, some strangers joined the game due to the number requirements, so it is a good chance to know more people.

What's more, the merchants are also the targeting user of this platform. They want to manage the place in an effective way, so they need a reservation system. With this platform, merchants don't have to advertise on multiple social media apps, they just need to place their store information on this platform and try to attract as many people as possible.

## 1.3 limitations on social media

### 1.3.1 Xiaohongshu

Users can browse the reviews of other users' gaming experiences and information about the stores in Little Red Book, but there is not much information available for reference. And users can only get relevant content after searching keywords, so it is difficult for businesses to promote.

### 1.3.2 Instagram

Only following users can actively search to view the relevant store information. And due to geographical restrictions, many mainland customers do not have the habit of checking Instagram.

And the social software cannot be used for reservation and evaluation.

### 1.3.3 Wechat

WeChat can be very good for business and customer communication, but adding as friends requires a certain process. WeChat can provide a platform for merchants to form teams, but it is too homogeneous and requires a lot of labor to run the back office, and is prone to errors.

## 2.Requirements

### 2.1 customer journey map



### 2.2 required functions

#### 2.2.1 reservation and timetable

In order to make it easier for customers to know when the stores are available for appointments, a schedule is created for each store, and if appointments are available, then customers can book at any time. If the number is full, then it shows that the reservation has been stopped. If there is still a difference in the number of people, then it shows how many people are still missing. The merchant can update the reservation status of the store in the back end, and the platform keep the information linked with the back end in order to avoid the problem of double reservation.

#### 2.2.2 community

As a game for young people, script kill carries a fairly important social function. Therefore, a script killing games community is needed as a connection to the players, and any information about the script killing game can be posted in this community. It can be about a certain game experience, it can be about a certain store, it can also be about gathering friends who play together,

or it can be about finding like-minded friends. We want players to have a real-life experience in the virtual role-playing game, scripted killing games.

#### 2.2.3 script information

The script is a very important part of the script killing game which directly affects the player's game experience. Players' love for scripts varies from person to person, so it is necessary not only to assemble the scripts, but also to classify them into categories and give appropriate keywords for hints. In this way, players can use the hints as a reference to choose the scripts they are interested in without knowing the content of the scripts. At the same time, the ratings of other players are also important as a reference for other players, especially novice players, when choosing a script.

#### 2.2.4 merchants information

Selecting a good script-killing store is very important to the game experience. The professionalism of the host, the style of the decoration, and the richness of the props directly determine the game experience. Therefore, our platform needs to provide information about the location of the store, the decoration pictures, the number of scripts provided, and other user reviews, business hours, etc., as a reference for users to choose. In addition, it is also necessary to provide users with more suitable choices according to the location and proximity. However, there are currently a limited number of scripted kill stores in Hong Kong to choose from.

### **3.Design**

#### 3.1 front page

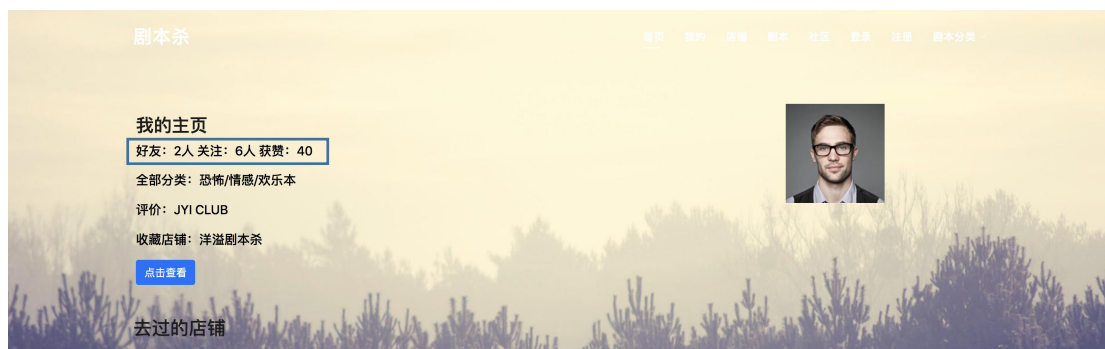
In order to match the mystery of the script killing game, I specially chose a darker color theme background, while a group of people can be vaguely seen playing table games in the background picture. The text content bluntly names the content and nature of the platform - a one-stop service platform for script killing in Hong Kong. At the same time, a text that dynamically appears on the home page is the proposition of this platform. Board games, dating, a novel experience, we can provide, more than these.



In the second part of the home page, the three main services of our platform are briefly introduced to facilitate users to fully understand and use the platform. In the third part, through the presentation of data to show the current resources of our platform, although this data is currently fictitious, but I hope that through effective operation, we can achieve such a goal. Finally is the Hong Kong script to kill the store information, here is just a simple situation to show, detailed information will be introduced in the store page specifically.

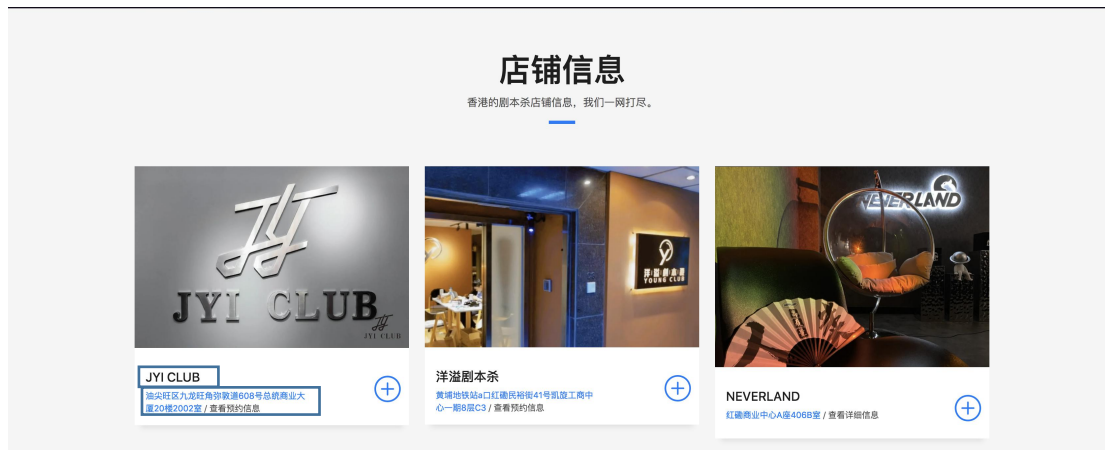
### 3.2 profile

As for profile, every customer who registered can have a personal account, so that they can send posts in the community and make comments about each merchants. On this page, you can display the user's current dating status, including the number of fans and likes, the number of followers, etc., as well as the types of scripts the user prefers. In addition, it will also show the stores that have been visited, the stores that have been rated and the stores that they want to visit on this page. The store is displayed through pictures and evaluation information, thus serving as a record of the touring experience.



### 3.3 merchants

This page is designed to help customers find the appropriate merchants. The market for scripted killing games in Hong Kong is not as mature as on the mainland, and there are only six stores that can be searched for. Therefore, on the store page, all six stores' information is displayed. As the number itself is so small, it is difficult to have the condition of filtering. It mainly shows the name, picture and geographical location information of the stores. If you click on the name of the store, it will jump to the detail page, if you click on the picture of the store, the picture will be enlarged, so that users can understand the store more carefully, if you click on the location, it will jump to Google Maps, which can help users understand the arrival route. If users click into the detail page, they will see the detailed information of the store, including the opening hours, the phone number of the merchant, and the current reservation schedule of the store, if users want to make a reservation in advance, they just need to click on the booking button. And then the rating of the store by other users, from the total score, environment, service, experience, and environment in four dimensions. Finally, there are reviews of the store from other users, all of which are the reviews of real users of the opportunity.

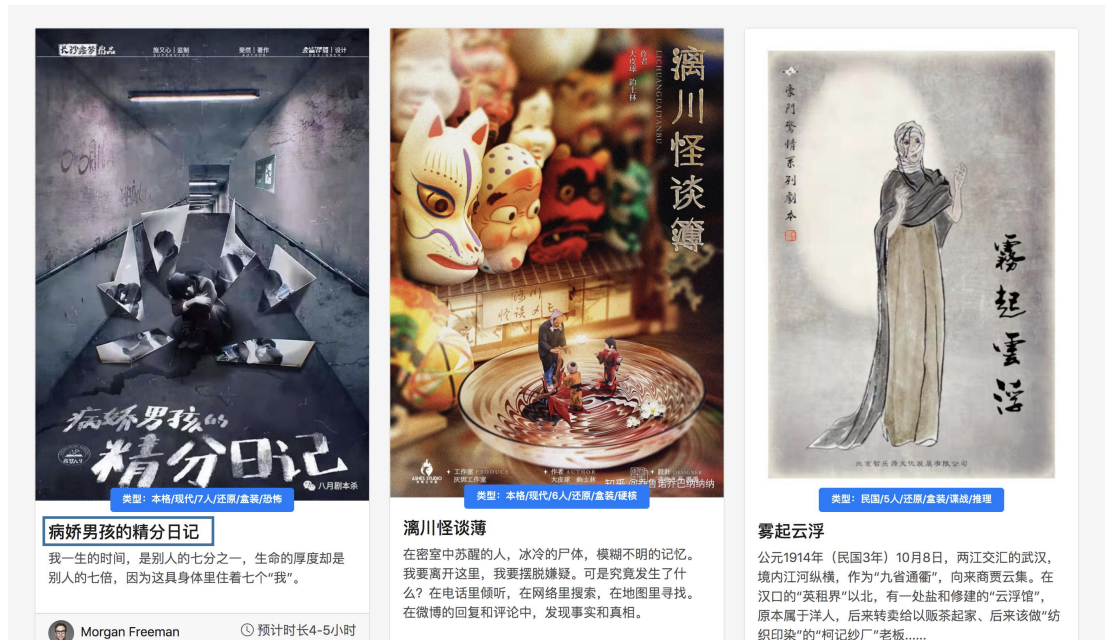


### 3.4 scripts

In the script screen, we have collected as many popular scripts from Hong Kong as possible and displayed them on this page. First, there is a sliding banner of popular script recommendations, from which new players can choose and refer if they don't know what to play. Then there is a display of the script content, which will mainly introduce the name of the script, the genre, a brief description of the content, the estimated length and the cover of the script. If you click on the script name, you will jump to the script details page. In the screenplay details page, it will



introduce the number, genre, price, distribution studio and real-time rating of the screenplay. Then there are the full details of the script, and the character profiles that will appear in the script. Finally, there is information about other scripts that you may like. If you want to know more about other scripts, you can click on the other scripts details page.



### 3.5 registering/log in

The log in and registration function is designed to be relatively simple, mainly for users to log in to their private accounts. It is expected to be improved at a later stage to design a function that posts only after log in.

### 3.6 community

In the community interface, any information about script kills can be posted. First there is a community introduction for scripted kills, telling the user that this interface is mainly for the social function, and then the social group function. Users can see posts made by other users in the community, either looking for teammates or posting comments and opinions, and of course users can also post their own posts to speak their mind and fully extend the social function of the script kill game.

## 4.Test/evaluation

### 4.1 interview surveys

In the first persona tests, I found that both customers and merchants think that they need this kind of platform. Since the first interview was in a hurry, I supplemented it with a field interview with a

Hong Kong script-killing store to understand the real thoughts from the business, which name is JYI club.

1. what are the main channels through which users know about your store?

Answer: The majority of customers come from Xiaohongshu, some are from other social media.

And we had several wechat groups, and we will help organize a game through wechat groups.

2. what do you think is the most urgent problem you need to solve in your current operation?

Answer: I think it is the promotion part. Although we had 2 stores nowadays, we still want to publicize our stores and make great achievement in the future.

3. If there was such a platform, would you be willing to put up your store information?

Answer: Of course.

The persona interviews have been shown in the previous assignments, which illustrated that players think it is of significance to have a script killing game platform in Hong Kong.

#### 4.2 figma test

Here is the result of last figma prototype test and results of the mobile and web versions.

The result of the web pages version:

	1	2	3	4	5	Average score
Satisfaction rate	3	4	4	4	3	3.6
Error rate	40%	4/7	30%	10%	20%	31.4%
Time spent	2min30s	30s	45s	50s	32s	61.4s

The result of the mobile version:

	1	2	3	4	5	Average score
Satisfaction rate	4	4.5	4.5	3.5	3.5	4
Error rate	20%	25%	30%	10%	20%	21%
Time spent	50s	37s	40s	35s	20s	36.4s

In the interview results, the majority of interviewees is satisfied with my prototype, they think

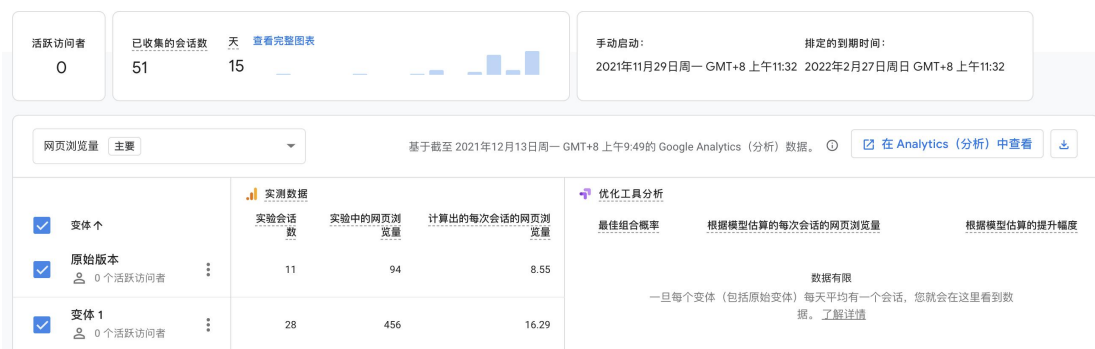


they can complete the task successfully based on current design. And 2 of them stressed the importance of discussion forum in this product, they think they really need this kind of platform to communicate and reserve a game in advance effectively. Two of the interviewees declaimed their preference for the whole design about the web pages, especially the script page. However, due to the incomplete prototype, many interviewees are confused about the pages, because not all of the buttons have functions, so it caused a lot of error clicks and wasted some time. From the results, the mobile version has a better performance than web pages.

## 4.3 google analytics

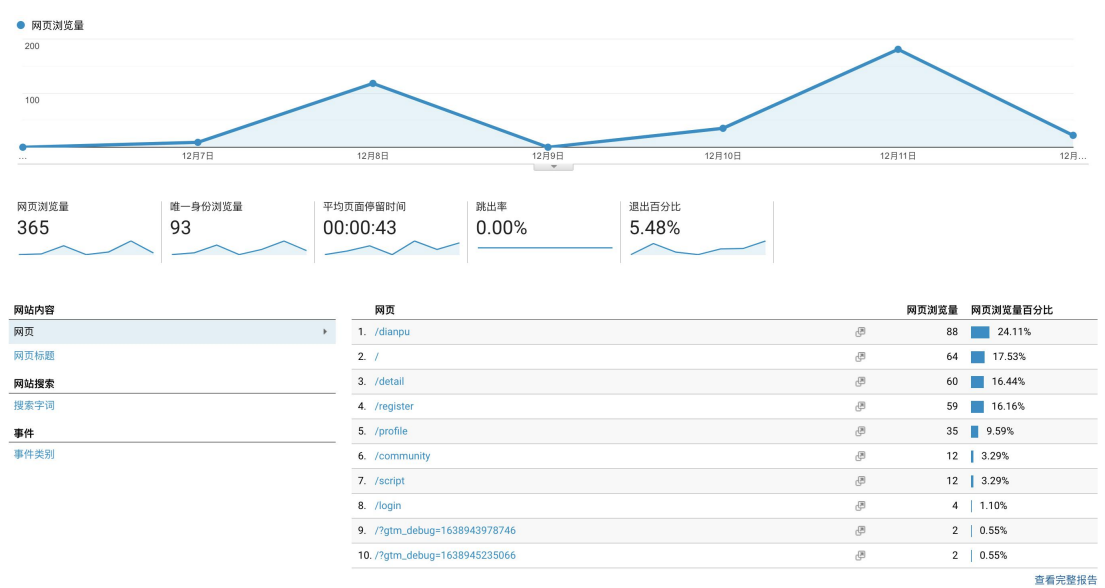
### 4.3.1 A/B test

In this test. I changed the variant in the position of profile function in the navigation bar, in order to explore the impact of the position of this feature in the navigation bar on the overall user experience. At first, I put the profile button as the second function in the navigation bar, because I assume that users are willing to see their personal page. However, users have actually formed a habit that this function is usually placed next to the log in and registration functions. So I want to check whether the users will form the habit or the priority of the position.

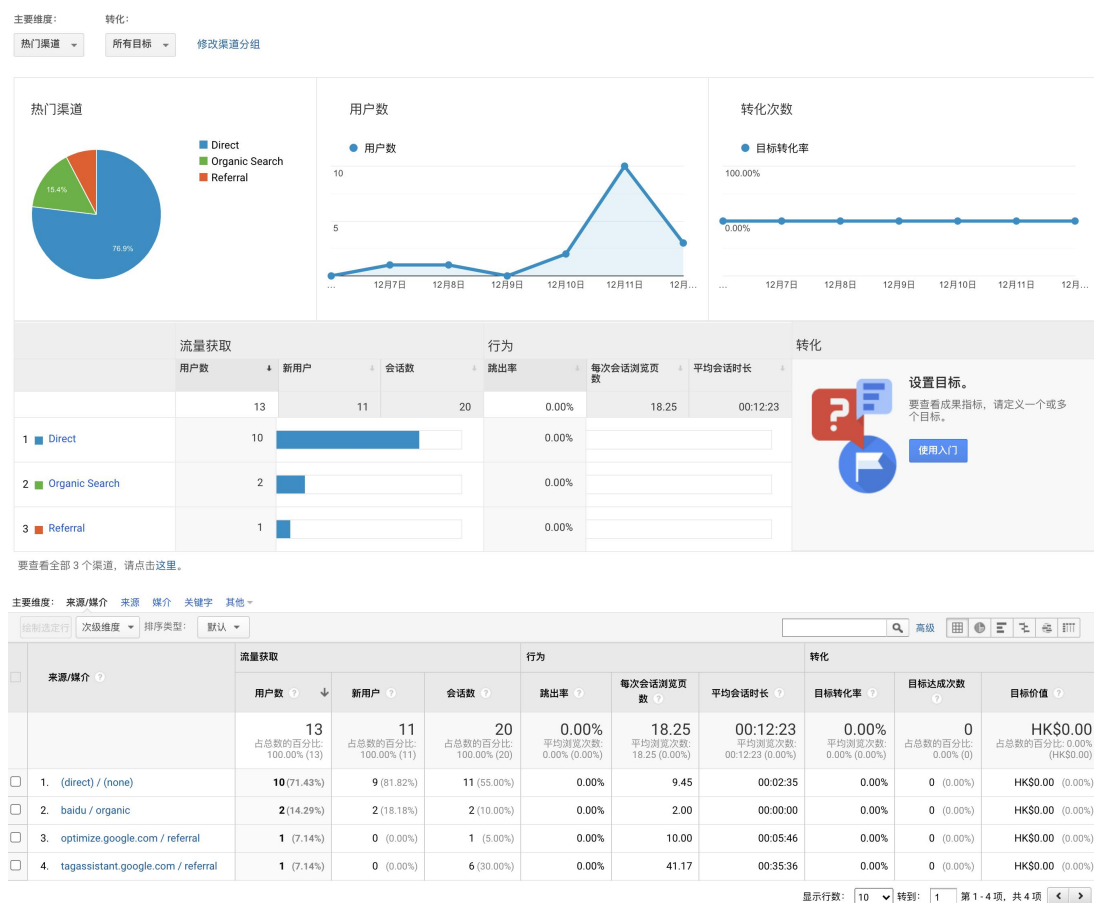


As of the time of writing, the test was released for 15 days and a total of 51 session participants participated in it. According to the results, the number of page views for variant one was much higher than the prototype, indicating that people would be more willing to choose by their own user habits. The browsing time is also longer, indicating that users will be more willing to browse longer in the web pages that match their usage habits.

### 4.3.2 website effects

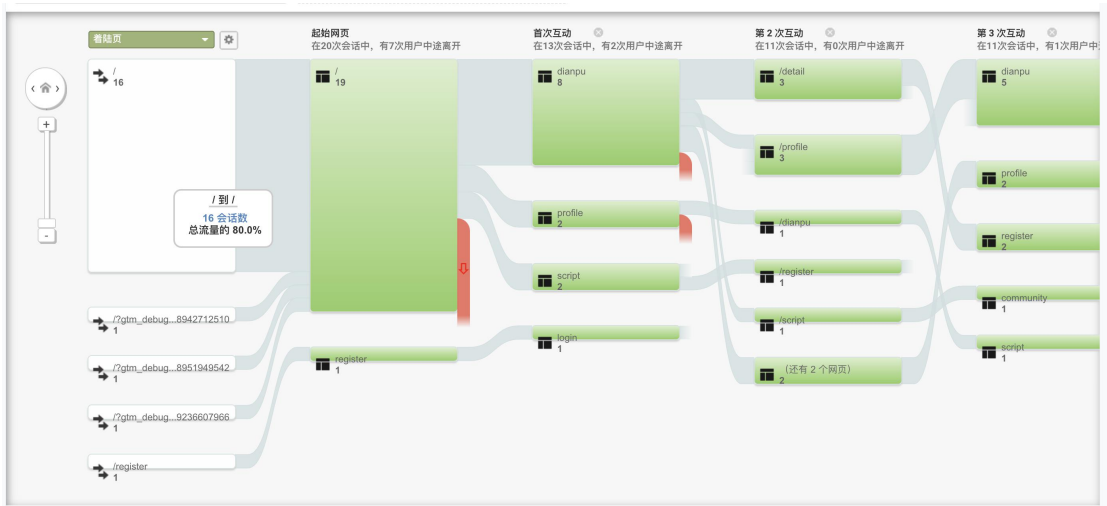


A total of 93 unique identity viewers generated 365 page views, with an average page view time of 43 seconds. Surprisingly, the highest number of page views was not on the landing page but on the merchants, and the third most viewed page was the store details page. This indicates that users on this page are very interested in the store page and are keen to learn more about the store details.

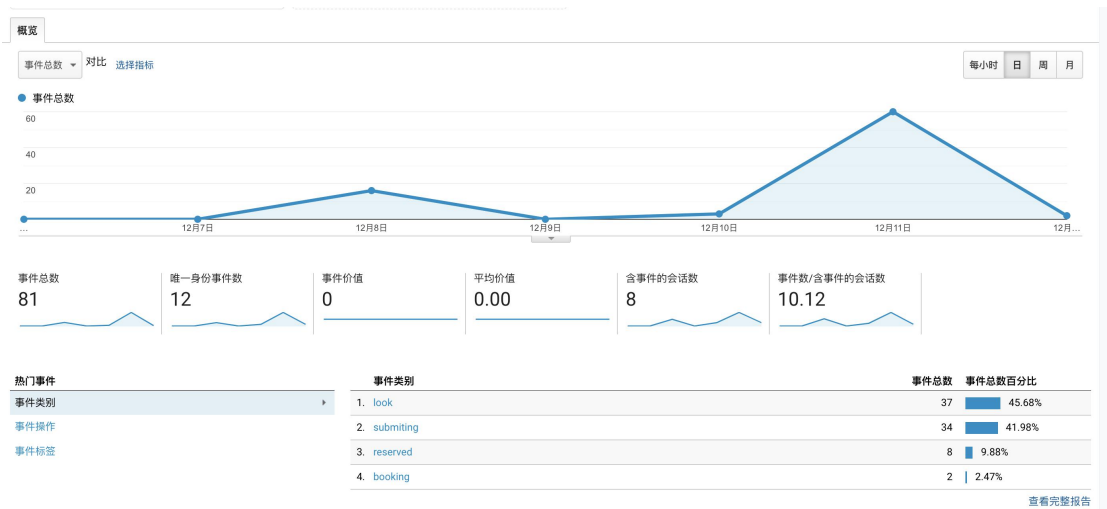


According to the results of the user channel, the task of promoting this platform is still very

difficult, most of the users came directly through the web sharing and only 2 users entered through Baidu search. Later on, if put into the market, SEO related operation is needed. At the same time, it may be affected by the domain name of the website, it is difficult for users to search into this website.



Users who click on the landing page for the first time have the highest bounce rate, indicating that the starting page still needs to be improved to retain users and avoid them from bouncing out.



On this platform, I monitor four main metrics: the login button, the click-to-view button on my home page, and the two appointment buttons in the store detail page. Tracking these four buttons can be a good way to monitor users' willingness to use the appointment, login and home page functions. The results show that users are willing to sign up for an account and click on the detail view function in the homepage, while the reservation function is not clicked as frequently. However, since the event information in the behavior stream is updated on a day-by-day basis, the

last day of event tracking has not yet been synchronized, so the data as of the time of writing the report is not comprehensive. It is also possible that the data value is low due to the duplicate setting of my appointment button, but users do not click on both appointment buttons at the same time.

#### 4.4 recommendations

1. At present, most of the functions of the website are mocked up, and many users feel that they are overwhelmed, after pressing the button, there is no response, which will cause users to bounce out. At a later stage, if it needs to be put into the market, then the overall user experience of the web pages still needs to be optimized and a more complete service platform based on data needs to be built.
2. The number of scripts in the platform is currently limited, and needs to continue to be updated at a later stage to enrich the platform options for users.
3. Later, if the platform is put into operation, further communication with physical merchants is needed to confirm whether they are willing to put their store information into the platform and determine the specific details of cooperation.
4. Although there are many script killing enthusiasts, how to attract them to know this platform and register as users to participate in community discussions, this is a subsequent problem that the platform needs to think about in terms of promotion.

#### Appendix:

1. GA account: web final test

Tracking ID: UA-211716845-3

GTM: GTM-TCQBHDX

OPTIMIZE ID: OPT-NZTTKK2

2. Bootstrap template link: <https://bootstrapmade.com/devfolio-bootstrap-portfolio-html-template/>

3. Figma link:

<https://www.figma.com/file/Ozfe6hxE0mWaftgFIv9HDp/desktop?node-id=0%3A1>

4. Website link: <http://ruiningli120.pythonanywhere.com/>

