

Breakup Recovery: Table of Contents

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Breakup Recovery

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1. Problem Background

(Problem space – the strategy plane)

- **Short Introduction**

For many young adults, breakups can be difficult to deal with. Not having been told how to recover properly, they may end up getting trapped or even worse, depressed. This helpless situation can be changed by introducing self-care to newly singles.

- **Interviews with Five Newly Singles**

Do they have the problem? YES. According to the interviews that are previously done, interviewees all expressed their loneliness and helplessness. Not only because they just got out of an intimate relationship, but also, more importantly, sometimes they found it hard to share thoughts with others, even closest ones.

Do they know they have the problem? YES. During the interviews, when I asked them to describe their status quos, all interviewees can directly and clearly elaborate their similar problems – loneliness and helplessness. Interestingly, one of the five interviewees even approached to me proactively before the interview, sharing her struggles after a recent breakup.

Do they actively seek a solution? YES. After asking them several questions, they all mentioned that they really want to move on. The one who approached me was not merely finding comfort. Having known that I have personal experience dealing with breakup, the main purpose of her talking to me was to ask that how to move on.

- **Persona**

Young adult who has been through a breakup doesn't know what to do to move on.

- **Pain Point**

Having no one to talk to – they fear either bothering friends and family or being misunderstood.

- **Problem Statement**

How might we help a newly single who is lonely and helpless (Who) to get support and help (What) so that he/she can move on (Why).

2. Business Aspect

(Problem space – the strategy plane)

- **Business Opportunity**

Wellness business is blooming nowadays, especially under the coronavirus pandemic circumstance. McKinsey estimates the global wellness market will reach more than \$1.5 trillion. People are more likely to investigate and spend money on their wellbeing.

However, the more promising the industry will be, maybe more competitions will have. Calm, a meditation app, having more than four million paid users in 2020, is universally considered as the most powerful one in the field. Fortunately, the market for newly singles only is still a blue ocean, niched enough to seize the business opportunity.

- **Business Plan**

(1) Cost:

The biggest cost will be maintaining the website. Two major jobs would be the update of the content and the maintenance of the community. But luckily the cost is not too high to accept. Mostly it's the time cost involved.

For the update part, it can gradually evolve to automatic module along with partnership, whose cost will go down tremendously.

And for the maintenance part, to ensure a friendly and trustworthy environment in the community, this portion of the cost may not be reduced. An administrator who overlooks every post and comment is required.

(2) Revenue:

To cover the cost of maintenance, generating adequate revenue is essential for the sustainability of the website.

The revenue model consists of two parts, membership plan and collaboration plan.

- **Revenue Model**

- (1) Membership:**

The main proportion to generate revenue would be through the membership program. There will be two paths to advocate prospective members.

One is monthly subscription. It is the basic option, with an affordable price.

The other one is a package sell. “Buy anything in the shop, Get one monthly membership free”. It is the unique selling point of this membership plan, which combines the two revenue plans, advocating future members and promoting sales for the small businesses at the same time.

- (2) Collaboration:**

Another smaller proportion would be through collaboration. There will also be two paths to promote potential collaborations.

One is to collaborate with small businesses. The way is to display their products or service in the “Shop” section. Starting from Hong Kong, there will be chances to seek collaboration globally, as long as the performance of the website is well enough.

To get in touch with small businesses, 1688.com is the primary source that I will refer to. 1688.com is one of China's leading online business-to-business (B2B) marketplaces, which is a subsidiary of Alibaba (Taobao). It provides a direct way to talk to companies or factories. I have contacted four merchandisers so far, specialized in notebook making, in total, all of whom are willing to work with.

The other one is affiliate marketing, via Amazon’s affiliate marketing program, Apple Performance Partners Program and so.

- **Business Goal**

At different stages of the website, goals can vary. So by adopting the marketing funnel, goals in time sequence are listed as follows.

(1) Awareness: In the early stage of this website, Awareness is the first and primary goal. The plan is to use the methods of word of mouth, social media marketing (by creating official accounts on social media platforms) and email marketing, to get peoples’ attention to this website.

(2) Consideration: The emphasis on addressing the pain point is how to keep potential users in the first place. First impression which involves better UX and UI design is the key to making them stay.

(3) Conversion: After getting attention and driving traffic, the next goal is to convert visitors to users, advocate users to become members.

(4) Loyalty: The most important part throughout the whole journey is to make users come back from time to time.

(5) Advocacy: In the future plan, the most promising goal is advocacy. Driving more worthy traffic to the website from existing users is the best circulation of the website for sustainability.

3. Requirements

(Problem space – the scope plane)

- **Functional Requirements**

To solve the problem above, loneliness and helplessness, the first two main functions are required. And to make the website sustainable, one more function is needed.

(1) “Community” aims to provide support to reduce users’ loneliness. In the Community section, users can share their thoughts here and support each other.

(2) “Guide” aims to provide help to reduce users’ helplessness. In the Guide section, advice on how to move on and guidance on how to practice self-love can be found.

(3) “Shop” aims to provide necessary products or services that users need, strongly related to the topic of self-care.

- **Information Requirements**

(1) “Community” is to focus on supportive interaction. Here is to tackle users’ problem of loneliness. Posts and comments are from the users, with censorship.

(2) “Guide” is to focus on informative content. Here is to tackle users’ problem of helplessness and help them with their aspirations to move on. Recommended lists, articles, and videos related to the functional topic mentioned above are provided.

(3) “Shop” is to display self-love merchandise. Here is based on how e-commerce works, with product listing page, product detail page, and payment page.

- **Data Search**

As mentioned above, “Guide” section is to provide content and one of the revenue plans is through affiliate program.

Content will be scraping from Amazon (Amazon’s affiliate marketing program), Apple (Apple Performance Partners Program) and others.

- **Data Scraping**

Data scraping is for “Guide” section only, which is heavily based on the content. The content related to recommended lists, articles, and videos, will be using the method of data scraping.

- **Data Strategy**

Initially, the update plan of content would be the combination of automatically data scraping and manually selecting.

Later, the content update would turn to be the combination of the previous plan and partnership program. The partnership program is to seek collaboration with related service providers, especially small businesses. It will take some time, not only because finding them needs patience, but also getting better performance on my website before approaching them takes more effort.

4. Design

(Solution space – the structure plane)

- **Interaction Design**

The whole interaction flow is presented on Figma (see Appendix 1). And it will also be mentioned later in the usability test, with the initial version (see Appendix 2) and modified version (see also Appendix 1).

- **Information Architecture**

The information architecture of the whole website is demonstrated as follows (see Figure 1).

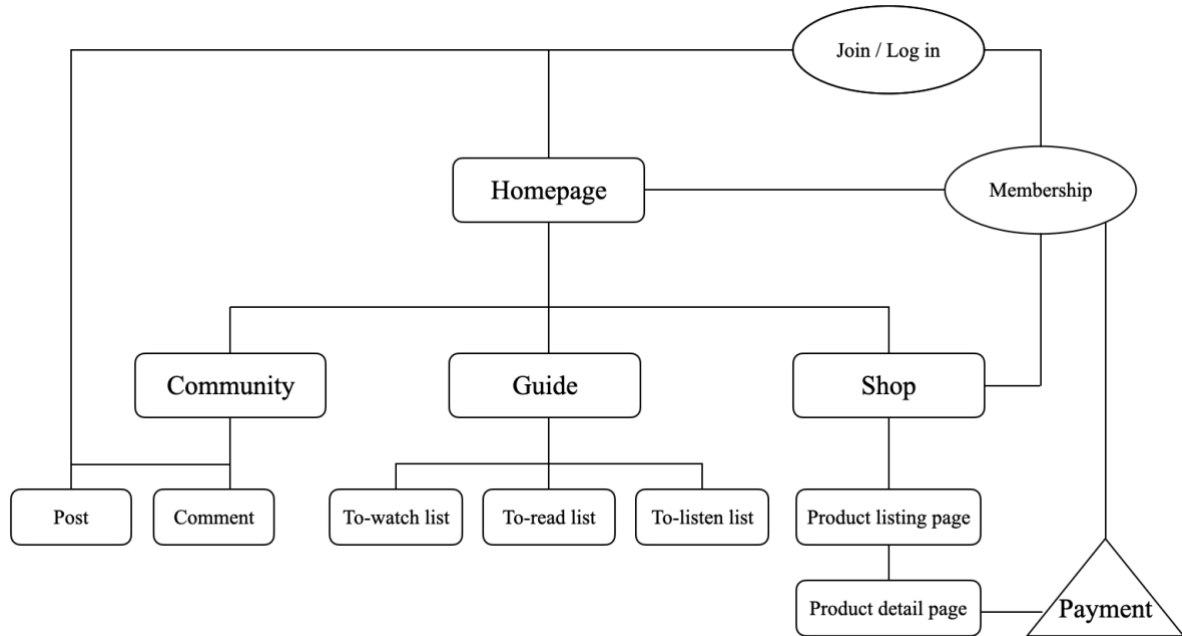


Figure 1: Information architecture

Starting with **Homepage** (see Figure 2), there will be two ways for users to discover each three functions. One is by choosing from the navigation bar (see Figure 4), and the other one is by scrolling down to click (see Figure 3). Either way can redirect to those three pages respectively.

In **Community**, users can choose to post or comment, by clicking the action button. A separate page of post or comment will then be presented.

In **Guide**, three buttons in the heading section are all clickable, redirecting the users to each page related to the preference they choose.

In **Shop**, product listing page shows each product that is available to shop. After clicking the action button, “View”, user will be redirected to the product detail page where provides each product’s detailed information.

Other than three functions, there are four pages left, pages for Join, Login, Membership, and Payment.

For **Join** page and **Login** page, both are shown on the Homepage. Moreover, they are strongly linked with Community page (Join or Login to post or comment), and Membership page.

For **Membership** page, it is to provide benefits of any member and options of becoming a member. The two options are strongly linked with the Shop page and Payment page. It can also be found on the Homepage.

For **Payment** page, it is served for the purposes of pay to become a member and pay to buy product from shop.

(Solution space – the skeleton plane)

- **Interface Design**

The basic interface is built upon the Bootstrap template I used (see Appendix 3). And based on the requirements, the tone of this website is set, for the purpose of healing, which can be seen in the homepage (see Figure 2).

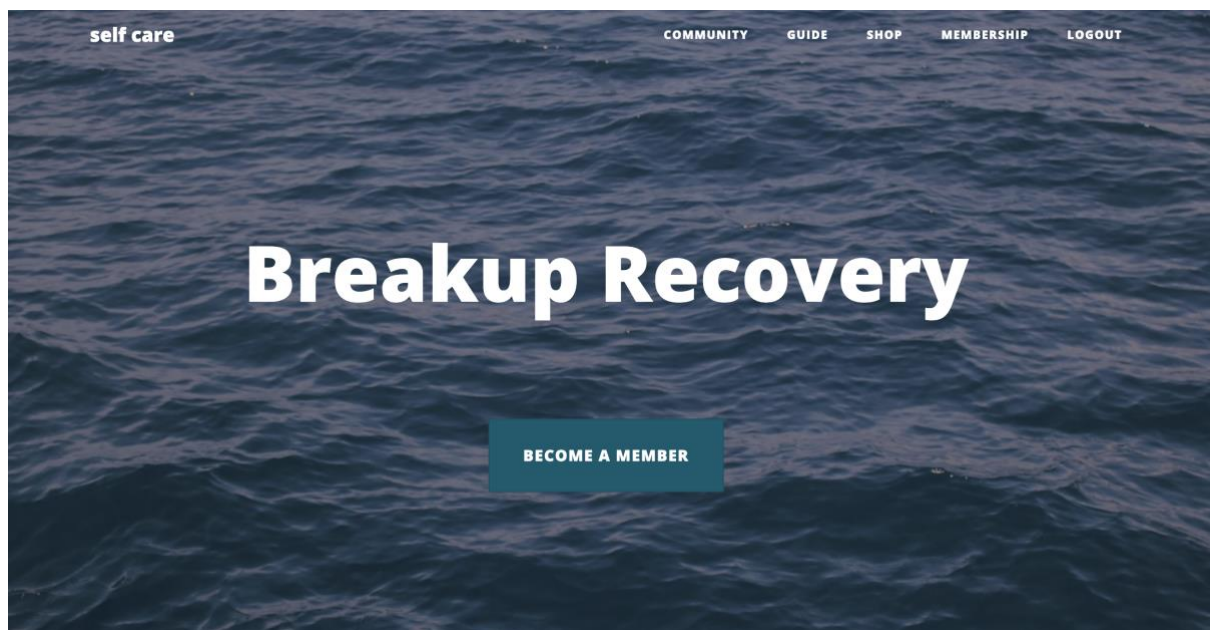


Figure 2: Homepage

By emphasizing the benefits of three functions, if users scroll down on the homepage, three sections can be found, clicking each of which will redirect to each page of represented function, same as the navigation, but more visually attractive (see Figure 3).

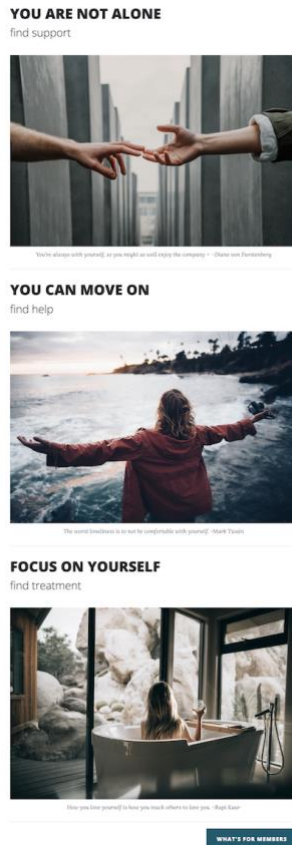


Figure 3: Homepage

In addition, several vital action buttons are added so that users can better engage (see Figure 2 and 3). More similar action buttons can also be found in other pages, in the same format and color.

- **Navigation Design**

After asking five users to do the card sorting and modification, the list of names which will be shown in the navigation is all settled. Everything in the navigation is strongly related to the functional and information requirements.

The upper navigation bar and the footer will be introduced.

(1) **The navigation bar** is composed by “Self Care”, “Community”, “Guide”, “Shop”, “Membership”, “Login” and “Join Now” (see Figure 4). “Self Care” can guide users back to homepage wherever they are, and the rest are for each page demonstrated in the information architecture above.



Figure 4: Navigation for users before login

A slightly update will occur with the navigation bar if a user logs in, both “Login” and “Join Now” will then turn to be one only, “Logout” (see Figure 5).



Figure 5: Navigation for users after login

(2) **The footer** is to provide a better experience whenever the users scroll down and still can use the navigation in the bottom part, which covers the same routes as the upper navigation bar, only turning “Self Care” to “Home” (see Figure 6).



Figure 6: Footer for users before login

And there is also a slightly update regarding the status of login. The action button changes from advocating sign up to advocating becoming a member (see Figure 7).

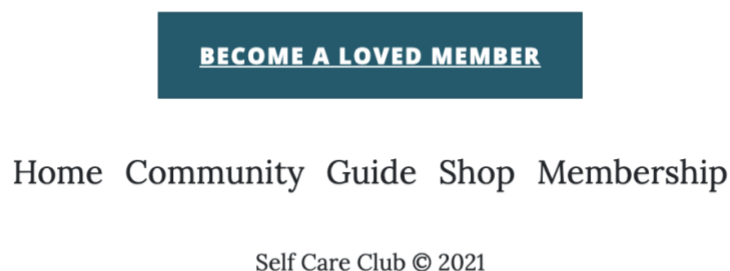


Figure 7: Footer for users after login

(Solution space – the surface plane)

- **Visual Design**

The whole website is consistent with visual design. The tone of the website is set for healing and comforting, which is emphasized by the chosen graphics and color scheme.

5. Evaluation

- **Usability Test**

Based on the initial prototype done in Figma (see Appendix 1), I have conducted a usability test with five newly singles. There are five tasks involved (see Table 1), each of which was measured three aspects of usability – effectiveness, efficiency, and satisfaction, taking five components - success rate, errors, time on task, subjective rating of task difficulty and comment - into account.

Task No.	Task Description
Task 1	Use this platform to find if anyone feel the same as you do
Task 2	Use this platform to express some thoughts of your own
Task 3	Find a book to read during those tough days
Task 4	Look for an article that guides you to move on step by step
Task 5	Find a way to become a member and buy a product at the same time

Table 1: Task Description

(1) General Picture

In general, in terms of effectiveness, the success rate of these five tasks is around 88%, with three participants failing on one task each (see Figure 8). The result reveals that most of the tasks can be successfully performed, except three unsuccessful cases in task 3.

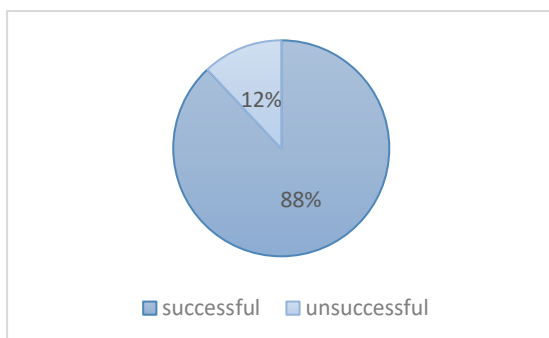


Figure 8: Success Rate

Regarding efficiency, time spent on each task varied from participant to participant, but I still can manage to show the distribution of task time for all the participants (see Figure 9). The final performance shows that most tasks can be completed in less than 20 seconds, more effort should be made on those six cases taking more than 20 seconds.

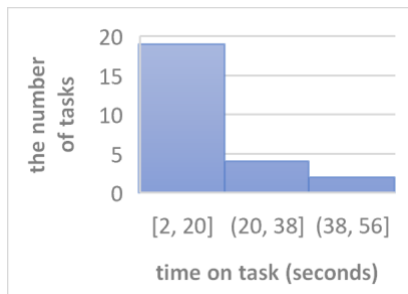


Figure 9: Task Time

And in terms of satisfaction, it's technically more difficult to measure than the previous two aspects, since subjective involved. But asking participants to rate each task on a scale of one to five, according to Likert Scale, from very easy (1) to very hard (5), the result can help to understand satisfaction (see Figure 10). More than half tasks are considered as very easy or easy, while eight cases seem a little difficult to deal with.

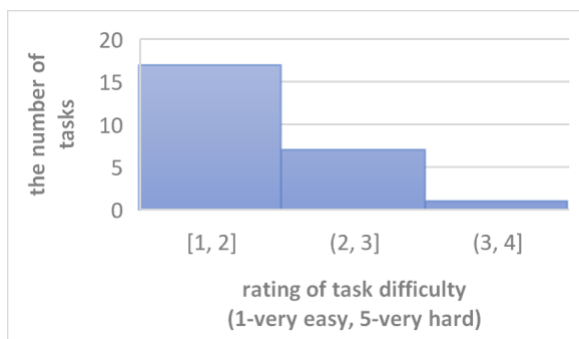


Figure 10: Subjective Rating of Task Difficulty

(2) Detailed Elaborations

Specifically, usability test also provides insights of each task, mainly focusing on participants' reactions, including errors and comments.

Task 1. Among five participants, three of them ranked task 1 as very easy, and two of them thought it was easy. All of them used 'direct' and 'straightforward' to describe this task. Not much error happens in task 1.

Task 2. Four participants all agreed that task 2 was relatively easy, ranking from 1 to 2, except participant 2 had some difficulties dealing with this task, ranking 3. In her opinion, ‘I want support’ button can refer to other meanings, such as providing instructions, so she didn’t consider it as the right button to click when she wanted to post something.

Task 3. This is the exact task that needs to pay extra attention on, since three of the participants all failed on this one. All three ended up clicking ‘articles’ in ‘instructions’ (error) instead of ‘to-read list’ in ‘inspirations’ (right path). Five participants all thought the difference between ‘inspirations’ and ‘instructions’ remained unclear, feeling confused. They all agreed that it’d be better if the path to the answer could be shorten.

Task 4. All five participants think this task is easy to finish. Once they figured out the logic behind in the ‘guidance’ section, it would be easier to find the content they need.

Task 5. Although none of them failed to complete this task, four of them ranked this task between 3 and 4. The most error buttons were clicked during this task, which means improvement of the path and clear instruction are needed. The main reason why they spent more time on this task was that direct hint such as ‘membership’ wasn’t mentioned at all in navigation.

(3) Conclusion and Modification

After finishing the usability test, I have gain more useful insights from the actual users of this project. In particular, the major modifications should be made based on task 3 and task 5. I can draw a conclusion from this test that participants do hate to choose and guess, shorter and clearer path is urgently need (see Appendix 1).

Modification 1 - Navigation: more accurate and direct words choice. “Community / Guide / Shop / Membership

Modification 2 - Community: more clear hint on each button. Post function: “I want to share”; Comment function: “I can relate”

Modification 3 - Guide: one page only, no need to choose. Change the first page of guidance into “to-watch list”, “to-read list”, and “to-listen list” directly, remove the classification of “inspirations” and “instructions” instead.

Modification 4 - Shop: one page only, no need to choose. This page shows every product at the same time, instead of separating them to different pages.

Modification 5 - Membership: one page only, no need to click two pages multiple times. Both subscription plan and how to become a member are shown on the same page.

Modification 6 - Helpful tools: for better user experience. Action buttons and footer are needed.

- **Google Marketing Platforms**

(1) Google Analytics

Audience:

Initially only a few newly singles in, all of them are those who I interviewed with. After asking them to advocate this website to those who have similar broken-heart experience, more newly singles in. Now the number of 28-day active users has reached to 66 (see Figure 11).

1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
26	40	42	66
% of Total: 100.00% (26)	% of Total: 100.00% (40)	% of Total: 100.00% (42)	% of Total: 100.00% (66)

Figure 11: Active Users Report

Another valuable finding would be the device of these 66 users used. The majority of them (65%) used mobile device to visit (see Figure 12). However, this website is initially built based on desktop device, which means some experience will perform less well for most users even it is responsive web.

	Device Category ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		66 % of Total: 100.00% (66)	66 % of Total: 100.00% (66)	147 % of Total: 100.00% (147)
<input type="checkbox"/>	1. mobile	44 (65.67%)	43 (65.15%)	63 (42.86%)
<input type="checkbox"/>	2. desktop	23 (34.33%)	23 (34.85%)	84 (57.14%)

Figure 12: Device Preference

In terms of acquisition, more than 80% of the users directly used the link to the website (see Figure 13), which makes sense, since the referral flow of word of mouth at this stage is

through the action of share the links. Not having done any work related to SEO or SEM, surprisingly, there were 16% of the users came to this website through organic search (using Baidu mostly).

<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		66 % of Total: 100.00% (66)	66 % of Total: 100.00% (66)	145 % of Total: 100.00% (145)
<input type="checkbox"/>	1. Direct	55 (82.09%)	55 (83.33%)	93 (64.14%)
<input type="checkbox"/>	2. Organic Search	11 (16.42%)	10 (15.15%)	11 (7.59%)
<input type="checkbox"/>	3. Referral	1 (1.49%)	1 (1.52%)	41 (28.28%)

Figure 13: Channels of Acquisition

In terms of retention, nearly one fourth of the visitors are categorized as returning visitors (see Figure 14). How to make every visitor come back more often is the what the website needs to improve.



Figure 14: New or Returning Visitor

Moreover, by looking into the database, sixteen visitors have signed up.

Behavior:

Speaking of users' behavior, the page which has the most pageviews is the membership page. But when it comes to unique pageviews, the first place is switched to the community page (see Figure 15). It is shown that users are interested in membership plan and the three functions.

Page path level 1 ?	Pageviews ?	Unique Pageviews ?
	1,337 % of Total: 100.00% (1,337)	632 % of Total: 100.00% (632)
1. /	401 (29.99%)	122 (19.30%)
2. /member	141 (10.55%)	56 (8.86%)
3. /shop	131 (9.80%)	63 (9.97%)
4. /comm	129 (9.65%)	70 (11.08%)
5. /guide	116 (8.68%)	63 (9.97%)
6. /join	103 (7.70%)	61 (9.65%)
7. /login	88 (6.58%)	40 (6.33%)
8. /product/	47 (3.52%)	28 (4.43%)
9. /pay	36 (2.69%)	15 (2.37%)
10. /story/	35 (2.62%)	32 (5.06%)

Figure 15: Content Drilldown

To have a deeper understand of engagement, top page by average time is considered too (see Figure 16). The say page is the page where users can post their thoughts, which is consistent with the estimation that people would like to send more time on communication here. And following by that, users are interested in details of products in the shop as well.

Top Page by Avg. Time on Page

Dec 6–12, 2021

Page	Avg. Time on Page
/say	5 min, 9 sec
/product/1	3 min, 12 sec
/product/2	2 min, 10 sec
/pay	2 min, 9 sec
/join	1 min, 10 sec
/	56 sec
/shop	55 sec

Figure 16: Top Page by Average Time

Other than insights related to page, another important insight is to know about the bounce rate. The overall bounce rate through this period is 22.97% (see Figure 17), which is acceptable. However, the bounce rate of this website needs to remain low, because this website needs more engagement on each page rather than one page only.

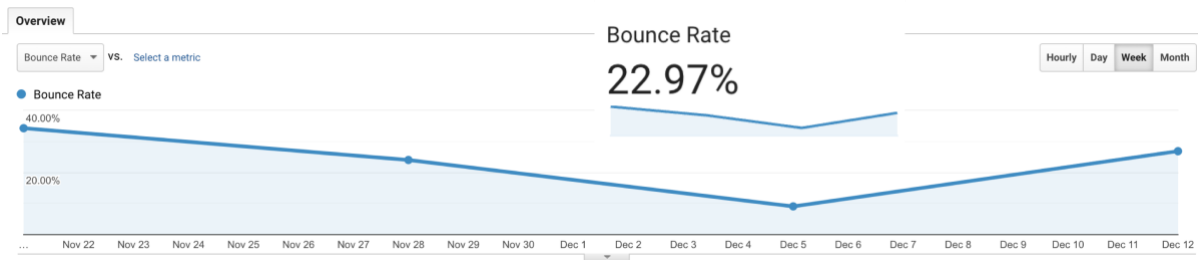


Figure 17: Bounce Rate

(2) Google Tag Manager

I have set five events to check, which are join, community, shop, member and pay. The first two events are to check users' engagement if they want to join and communicate. The last three is strongly related to the website profits making, to gain more insights if users are interested in spending money here.

Event Action ?	Total Events ?
	163 % of Total: 100.00% (163)
1. Click Join	54 (33.13%)
2. Click Comm	45 (27.61%)
3. Click Shop	41 (25.15%)
4. Click Member	23 (14.11%)

Figure 18: Top Events (Click Pay is newly added, so the track couldn't catch up)

For event-based tracking, events flow can provide more information on users' behavior (see Figure 19). Most of them clicked join first, since the action button was placed obviously on the homepage (landing page for most). And community is their other option.



Figure 19: Event Flow

(3) Google Optimize

I have done two A/B test on different page. One is the homepage, and the other is the membership page.

As for homepage, since the first impression would be the title, I changed the initial title “Broken Hearts Club” to “Breakup Recovery”, to see which one is more attractive to users. It turns out that people prefer a more straightforward title (see Figure 20). So the official name of this website has switched to “Breakup Recovery” as well.

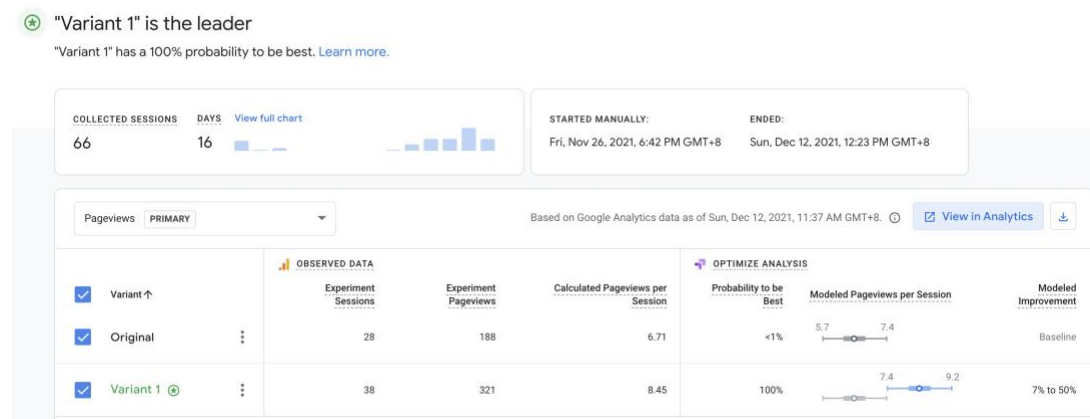


Figure 20: Homepage Title A/B Test

As for membership page, since it is set recently, not much experiment sessions are collected, but so far, the result has shown that no significant difference is found between original and variant (see Figure 21). Variant is set to be a more visually obvious version when it comes to “click to pay” and “click to shop”, which turns out to perform slightly better.

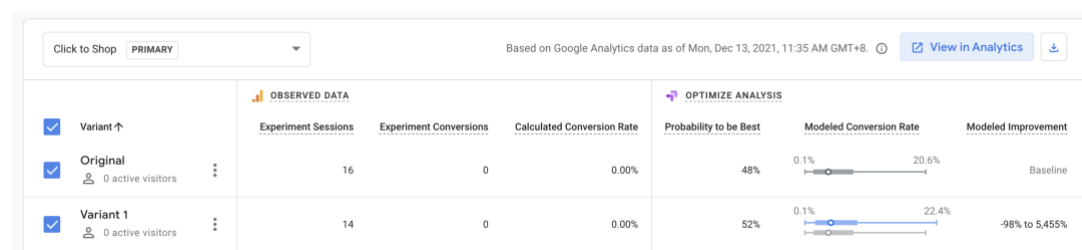


Figure 21: Membership Page A/B Test

6. Recommendation

After conducting a relatively comprehensive analysis, a few recommendations can be made, which will be related to COMM5940.

From design perspective, in terms of front-end, more improvements should be made based on mobile, since half of the current users used mobile device to visit. And in terms of back-end, possibilities like developing the community section into an API can be considered as well. Overall, more engagement related interface can be developed, such as interactive windows and so.

From business perspective, more efforts should be taken regarding SEO, to perform better in the market. And I need to pay extra focus on the ecommerce value of this website, to maximize the business value of this website.

From analytics perspective, the analytics is currently still in the initial stage, data from longer period of time should be collected. And a deeper report can be conducted afterwards.

In conclusion, although there are still lots of improvements should be done in the future, this final report has covered everything I manage to do at this stage of learning.

Appendix

1: Figma (modified version)

[https://www.figma.com/file/K58LEDemc3hdas9J8yw9LK/\(updated\)-the-broken-hearts-club?node-id=0%3A1](https://www.figma.com/file/K58LEDemc3hdas9J8yw9LK/(updated)-the-broken-hearts-club?node-id=0%3A1)

2: Figma (initial version)

[https://www.figma.com/file/mNMVpIxAdEBKJJSUFkCpe7/\(test-version\)-the-broken-hearts-club?node-id=0%3A1](https://www.figma.com/file/mNMVpIxAdEBKJJSUFkCpe7/(test-version)-the-broken-hearts-club?node-id=0%3A1)

3: Bootstrap template

<https://startbootstrap.com/theme/clean-blog>