

Proposal for Final Project

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In the final project, I am going to create a performance evaluation website for NINE PERCENT, one of the most popular domestic idol group that has debuted this year and gained extensive attention. NINE PERCENT is a limited group that formed by iQIYI through a talent show called Idol Producer (偶像练习生), which selected top 9 trainees who are from different artist agencies and was given an only one and half a year active duration. As the group is of high recognition degree among Chinese audience and has large fan base, NINE PERCENT has become the dominant choice for collaboration. For example, ambassador for big-name brands, cover person for magazines, honored guest for variety show, singer for theme song of movie and etc.

Since a successful collaboration brings interest to both sides and everybody looks for it, those companies or program agencies need an objective evaluation on the cooperation value of these idols before signing the contract while they should pay high commission for them. Therefore, this website is going to carry out overall evaluation of both the group and each member as they will also pay attention to their individual activities and try to find their strength for the development after dissolution, which will mainly target to those who are seeking for collaboration with the group or single member.

Problem Statement:

How can this website gives visitors a clear guide to evaluate the collaboration value of NINE PERCENT or each member and then make a proper choice?