

Final Report for Web Design

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Introduction

Based on my personal interest and experience in my internship, I do a website about idol evaluation in this final project. And in this report, I will explain the process of making this website including why this topic, what contents are about and how it perform well to users.

Strategy and Scope (problem definition)

With the development of idol industry, “fan economy (粉丝经济)” becomes a very hot topic at present. Collaborating with an idol with large fans base often could bring positive effect to a brand or program. We always can see that sales volume of a certain kind of product such as shampoo could increase sharply when the brand picks a heat idol as the ambassador. But there also has some negative examples. When Zhao Liying (赵丽颖) become brand ambassador of Dior, she brings many derisory comments to brand due to her unmatched image and strong accent when speaking English. This shows that a comprehensive evaluation (not only popularity) toward these idols should be necessary to achieve a win-win cooperation.

The year of 2018 have witnessed great development of Chinese idol industry, all kinds of talent shows emerge in endlessly. Among them, 《Idol Producer (偶像练习生)》 as the first reality show for developing Chinese idol drew great public attention since its

very beginning and got about 3.7 billion view counts in total. Finally, top 9 trainees are debuted as the group called Nine Percent and have continuously received various cooperation opportunities, which indicates that they are taken into consideration by many companies.

In addition, I have interviewed 3 people who are working for PR agencies and have the experience to recommend celebrities for certain brands or others. They indeed spend times in collecting many related information for celebrities and the materials are often hard to be so complete.

Therefore, I decided to create a website to provide overall performance evaluation of Nine Percent including both their works and their popularity for who seeks for cooperation opportunities. In addition, this also can be a place for fans to know more about their idols. And in turn, the website could be known due to large fan base of Nine Percent.

Site objectives		Target users		User needs
Primary goal	Let visitors to become subscribers of the report	Primary user	Company who seek for cooperation with Nine Percent	A comprehensive evaluation to assess the business value of Nine Percent
Additional goal	Let more people know the idol evaluation website	Secondary user	Fans of Nine Percent	Know what their idols are doing recently

Figure 1. Strategy plane

	beginning	challenge	respond	end
persona	<ul style="list-style-type: none"> - Staff of brand department in Party A - Staff in PR Agency - Casting director of tv program - Magazine editor 	Curious about Nine Percent and need data to help them finally select a candidate	Getting serious and have some insight about the group or individual members	Feel excited and want to know more
context	Companies has a need to collaborate with idols and require you to carry out an evaluation of their business value	Take Nine Percent in to consideration		
artifacts	Search engine	Nine Percent evaluation website		
scenarios	Online research to find suitable candidate	Look through information and data on website		Subscribe the full report

Figure 2. Scope plant (for content mapping of who seeks for cooperation)

Structure

My website is organized by a very simple structure with shallow entrance to every page. There are 4 major pages including introduction, group evaluation, individual evaluation and popularity evaluation. In introduction page, it has a brief introduction of the group and the entrance for individual profile, and there also place entrances for the program and fan meetings which should be strong evidences to prove their popularity and encourage visitors to learn more. And according to real cases when a company seek cooperation with idols, they sometimes do not have enough budget to cover the whole idol group or they just want to find some of them who have a matched image. Therefore, I separated the performance evaluation into group and individual sections. Meanwhile, a basic popularity evaluation also provided on my website. As the primary goal of my website is to convert visitors into subscribers of the whole report with more details, I put the entrance to subscribe on every page on my website.

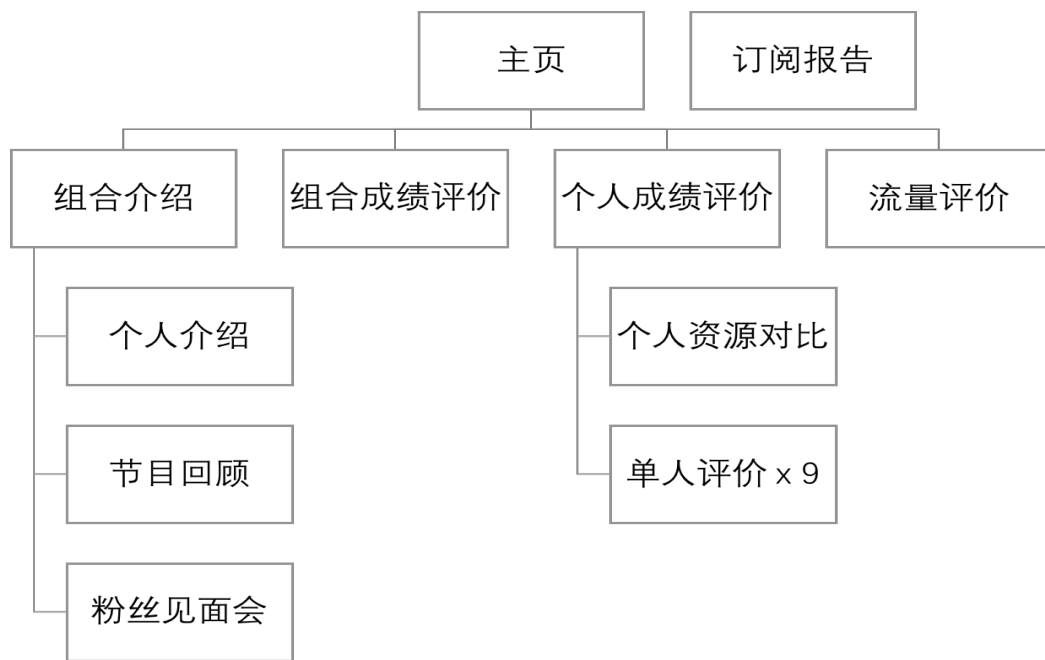


Figure 3. Structure plane (site map)

Skeleton

After the rough structure is built, I began to use prototype to check what kind of placement can make the website more logical and efficient for visitors to find the information they want. Namely, how the layout interface supports the information design.

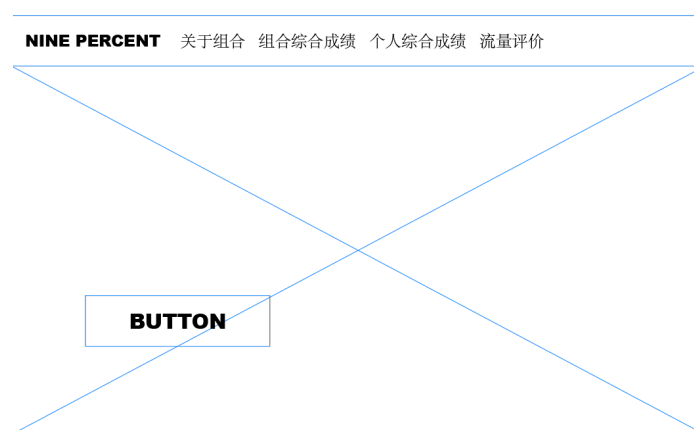


Figure 4. Landing page

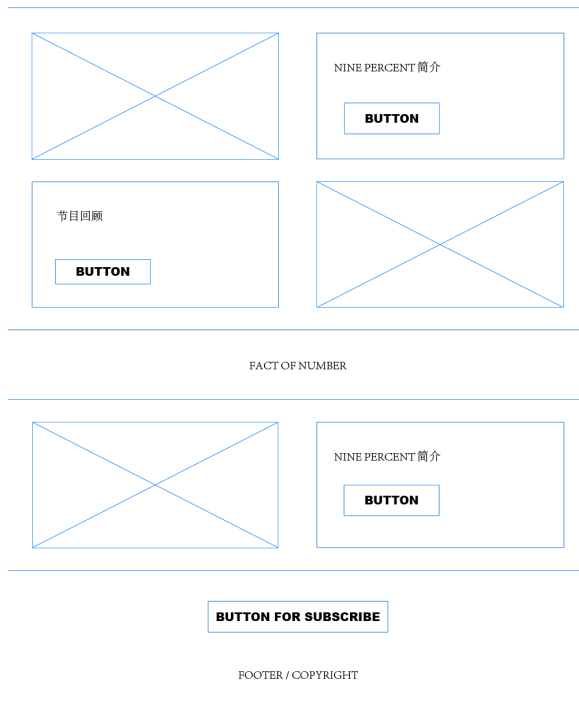


Figure 5. About (关于组合)

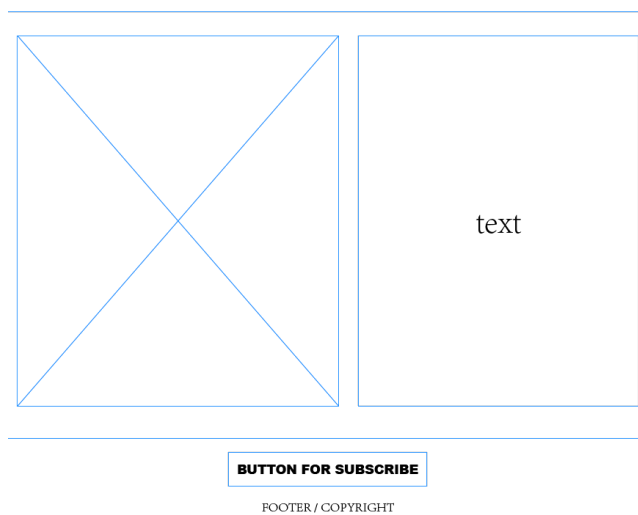


Figure 6. Sub-page of About (fan meeting)

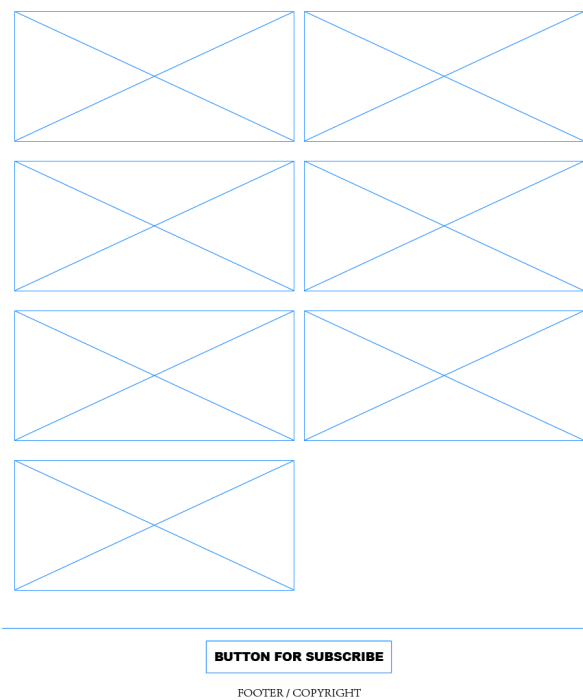


Figure 7. Sub-page of About (individual profile)

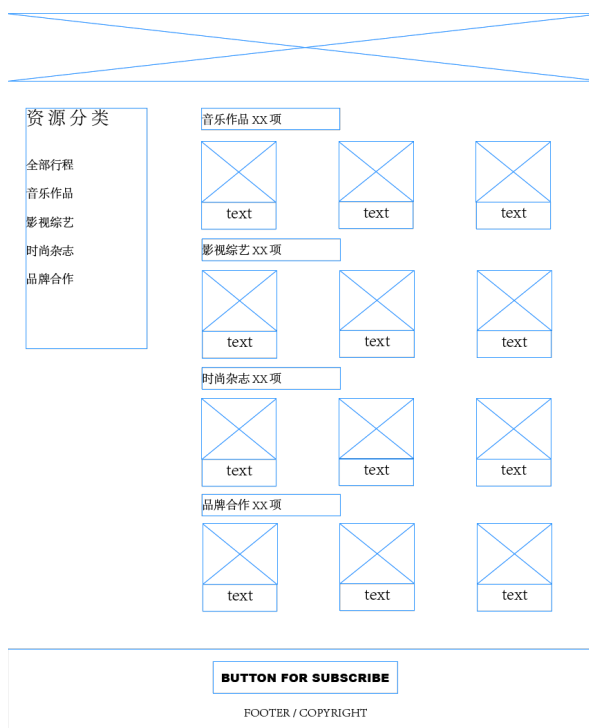


Figure 8. Group evaluation (组合综合成绩) & sub-page of individual evaluation

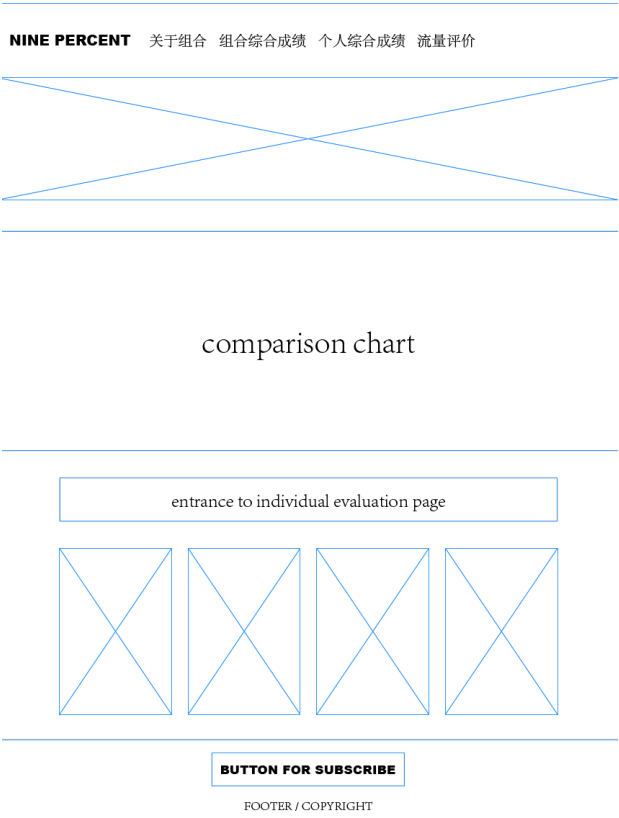


Figure 9. Individual evaluation (个人综合成绩)

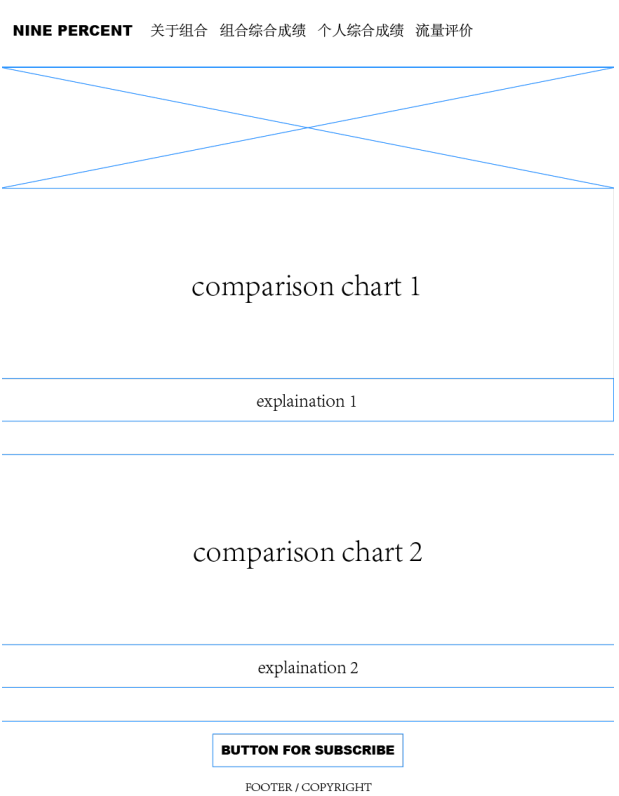


Figure 10. Popularity evaluation (流量评价)

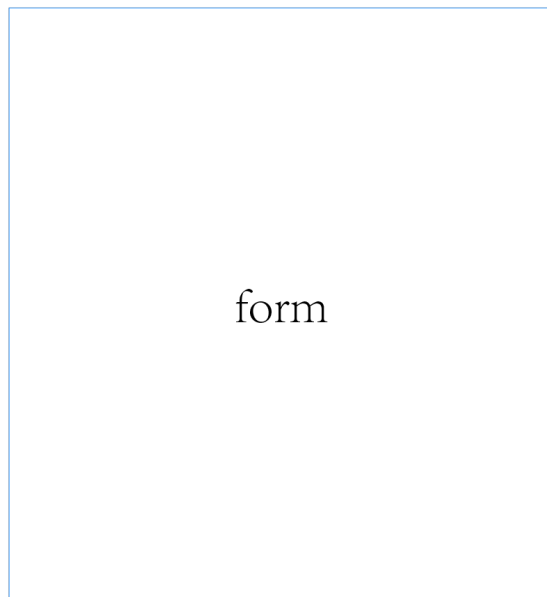


Figure 11. Page for subscribing

I have asked my friend whether the wireframes are clear enough for users to find the information and they all give positive feedbacks. And as people are more addicted to mobile devices nowadays, I also checked the mobile version of the website and the contents are responsive.

Surface

As an evaluation website, data is very important for potential visitors. In this way, I placed all charts in large size and highlighted all important numbers in blue which is in line with the color scheme of the website. At the same time, I applied white color instead of any fancy pictures as background to avoid any distraction from contents. In addition, as people love to read pictures than texts, I also used big pictures with explanation texts in small size to keep people's attention.

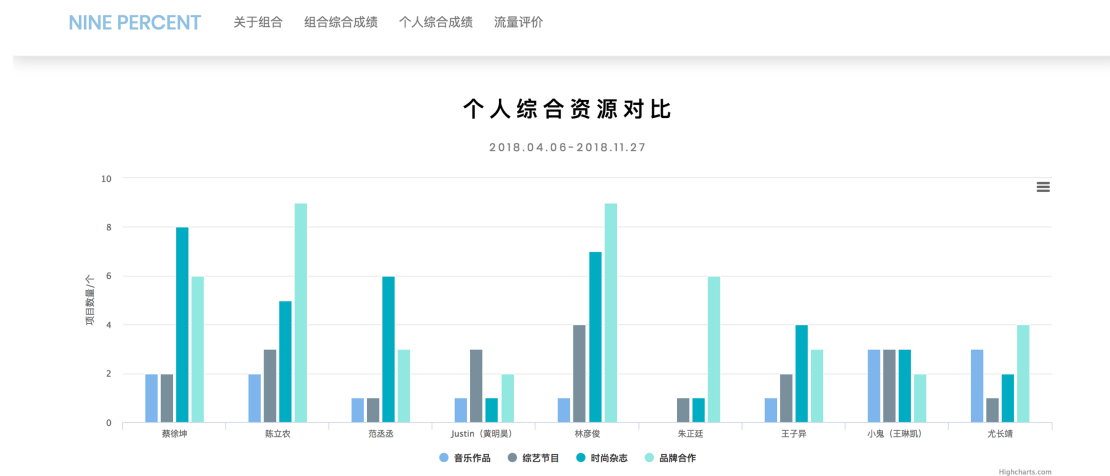


Figure 12. Chart

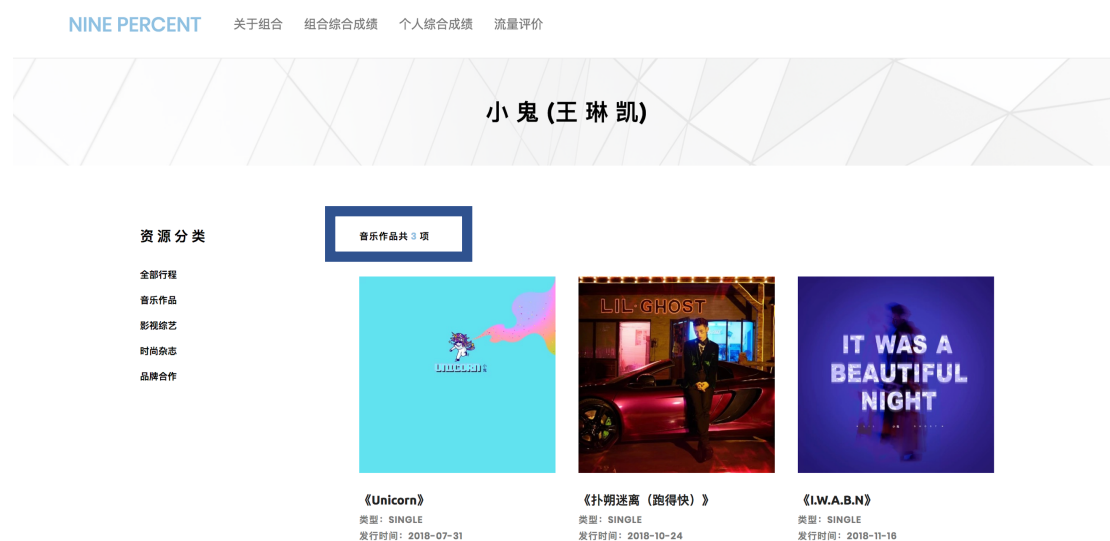


Figure 13. number in blue

Usability Test

According what professor Bernard suggested in class, I have done my usability test with 5 people in one testing stage. And in order to get more insights in actual need of all kinds of users, I invited my friends who have experience in celebrity's marketing or fans of Nine Percent, and also those who are totally unfamiliar in this field.

The following are questions I set for the test:

Q1. Could you tell me what the website is about?

Q2. Do you know what is the purpose of this website?

Q3. Could you find things you want smoothly? (or says to do every click in line with your thinking logic)

Q4. What do you think could be further improved on this website?

At the very beginning version without subscribe section, all participants could tell that this is a website about Nine Percent, but only two girls working for PR agency said things about evaluation report. And at that time, I have put the entrance of individual profile under the individual performance evaluation. Some participants think the placement cost them more seconds to get in and it could be more logical to place it with the group introduction. In addition, one of them suggested that materials in evaluation page of each member should be available to screen by category which make it easier for visitors to find information, especially when the page has too many contents.

So, I adjusted my website along with the suggestions. In this time, all of them know the website provide evaluation for Nine Percent and want users to become report subscribers and collect the personal data as the button is placed on every page. And basically, they could find things they want without detours.

A/B Test

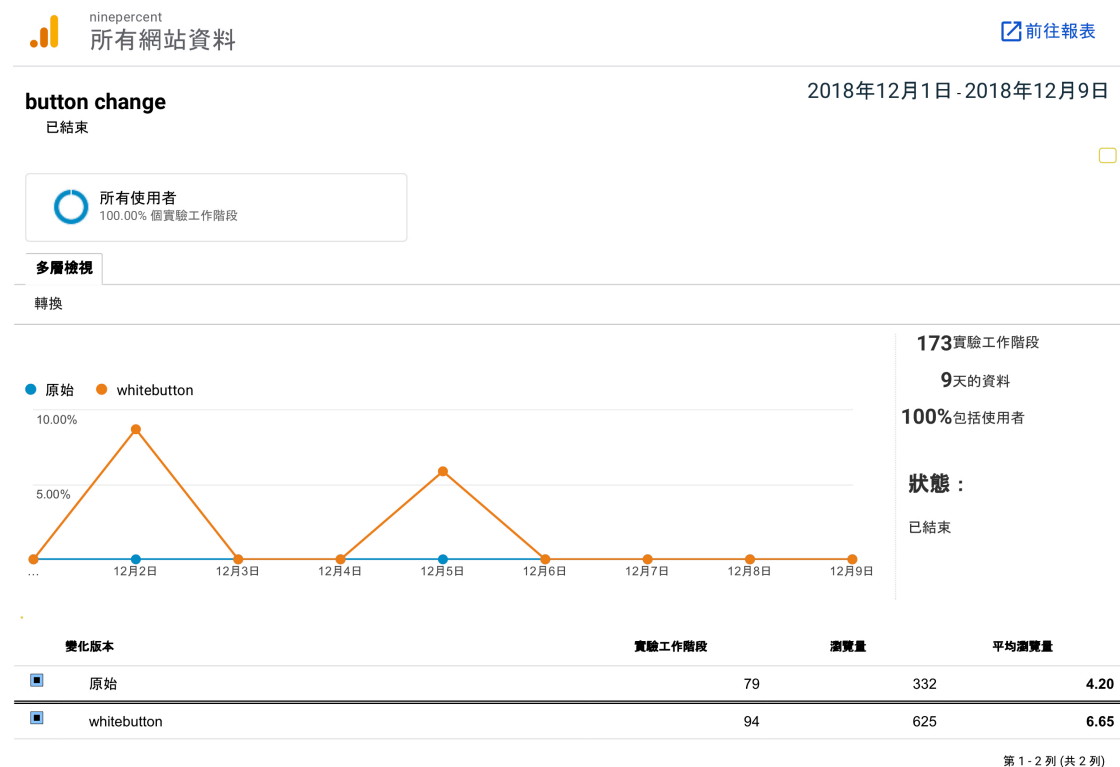


Figure 13. A/B test result

In the A/B test, I changed background color of button on landing page and compared the result according to the bounce rate. In the original version, the button is in blue and it was in light grey at changed version. At the beginning, I predicted that the bounce rate of the changed version should be higher than the original version, because the white text of button can be easily ignored in a light grey background. Due to my test duration was less than 2 weeks, the views were not totally equal in two versions, I can't get the most accurate outcomes, but the existing data also can tell the result to some extents. Even though the difference is not so obvious, the light grey button indeed could be neglected sometimes.

Dashboard

ninepercent-final

2018年11月28日 - 2018年12月8日

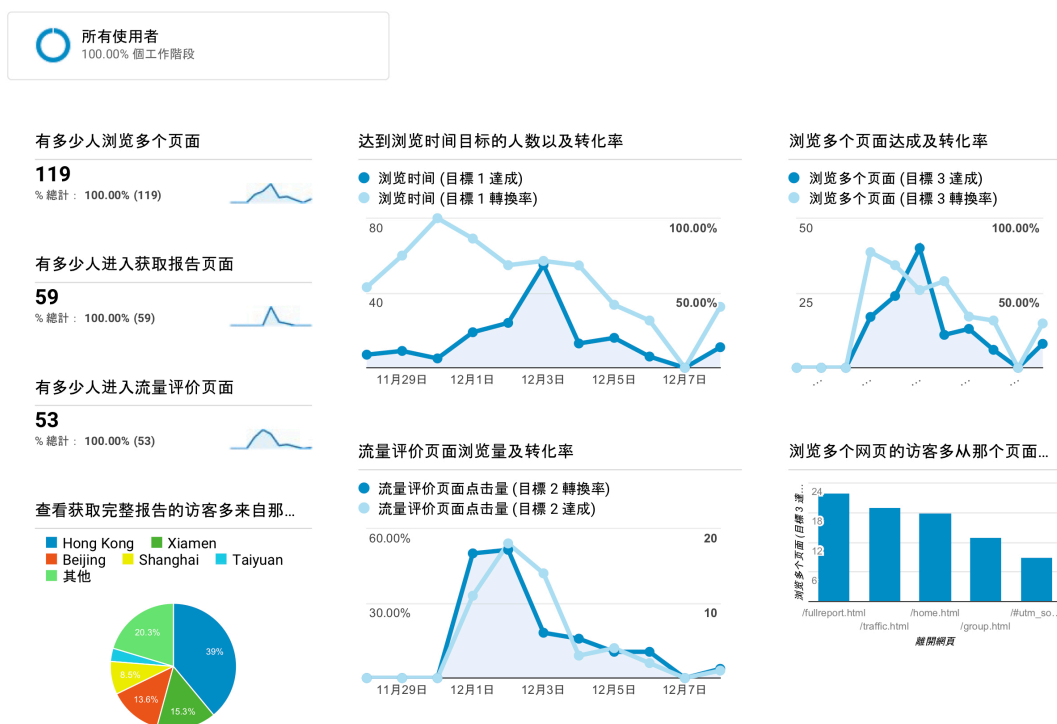


Figure 14. Dashboard

My dashboard is built to reflect the outcome of setting goals to further understand the website performance. I monitored how long do a visitor spend in the website; how many of them enter 3 or more pages; how many of them care about popularity evaluation; and how many people will step to get full report. We can see that the all conversion rates have large room for growing. And as for the most important indicator of my website, 59 visitors entered the page to get full report. According to my airtable, 28 effective forms are collected finally and some of them are indeed in my target range. But the number also indicates that the form should be simpler and more actionable to

push visitors to finish the forms.

3	雪梨		公关	sherrylal7@gmail.con	NINE PERCENT
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5	杜宁	✓	公关	410940973@qq.com	NINE PERCENT
6	Fmm		导演	fmxromeo@outlook.com	陈立农
7	Rina	✓	PR	Rinaliu@keplerpr.com	NINE PERCENT
8	谭媛苑	✓	传媒	16339290@qq.com	范丞丞
9	吴阿呆		PR	vivian@keplerpr.com	林彦俊
10	安妮	✓	妈妈	715684482@qq.com	NINE PERCENT
...	申乔华	✓	银行	827313335@qq.com	尤长靖

Figure 15. Part of the collecting data

Conclusion

In this website, I provide an overall evaluation of Nine Percent mainly for who seeks them for cooperation. Actually, I think that insight based on data analysis is a trend in all industries. Therefore, data analysis on celebrities also have a certain business value. But I should say there are still many deficiencies on my webpage to be further perfected. And the profit model based on visitor data collection still need to be explored.

Reflection

First, many thanks to professor Bernard and this class for pushing me to learn things about coding that I never thought before. I set up website to solve a certain problem myself and also learn to monitor the traffic. But I should say, for me, it still has a very long way to go about applying design thinking to solve problem and setting precise index to analyze data. Actually, I find many problems in data tracking when I write this report due to the setting conditions, but there has not enough time for me to revise. This situation teaches me to think deeper, and spend more time to figure out the logical relationship between every step in advance.

Second, I fully realize the importance of data in this class and this is also the trends in all industries. So, from now on, I would like to keep up with this and try my best to learn things about data like parsing and refining.

But there is a little advice for class, because most students in our major are without a computer science background. In this way, as for me, I would prefer a much longer course schedule for learning those basic skills in html, css and javascript but not all kinds of auxiliary bases for us to do things easily with a not so clear understanding about basic rules.

Anyway, I do love this class for keeping update me with new thinking mode and industry trend. And I do bring harvest in this semester.