

PHIA

INTRODUCTION

Phia, host of the Virtual Reality Show on YouTube, VTuber, and Twitch Streamer, is the first person to come up when you search "VTubing" on the internet. She is in need of a website to further connect her fans to all of her platforms, host a store for merch, advertise commissions, and bring more users to her community.

Tools:

- VSCode
- GitHub
- Adobe CC
- C4D/Octane
- Unity
- WebGL



PROJECT PROPOSAL

INSPIRATION

In an environment where VTubing is growing at an incredible rate, having a top tier website to filter traffic and give users a glance at the kind of content they can expect is essential to standing out and growing as a community.

USERS

People from all demographics, but primarily targeted to Phia's subscriber userbase, and users that may be new to her content or to VTubing as a whole.

DESCRIPTION

The goal of this project is to develop a website that enables users all across the world to access Phia's site, socials, and community, and filter them to her YouTube channel.

Problem Statement

We have found that TVRS users would like to buy merch and interact with Phia on more platforms, but currently don't have accessible means to interact outside of Twitch, YouTube, & Discord.

UX HYPOTHESIS

We believe building a site for Phia's content will help filter users to her different means of communication, grow her subscriber base, and bring her more commissions.

COMPETITOR ANALYSIS

Direct Competitors

Feature Analysis

Competitive Advantage

Site Link

Kizuna AI

Gorgeous site with awesome interactive model of Virtual Character. and other interactive elements. Links to music, and full biography page. Ability to download VTubing model for free as PMX format (with terms of use)

Two separate YouTube channels, each with over a million subscribers. Advanced JavaScript and interaction on site.

<https://kizunaai.com/>

Kaguya Luna

Extremely flashy site with mediocre UX but good interactivity. Login/Join/ Account feature, Blog page, and Store page.

Close to a million subscribers. Advanced interaction and backend functionality on site.

<https://kaguyaluna.co.jp/>

Mirai Akari

No website. All features encompassed in YouTube and Twitter functionality.

Close to a million subscribers. No website, giving Phia competitive advantage in this area.

<https://www.youtube.com/c/bittranslate/featured>

RESEARCH METHODOLOGY

Instagram Survey Proposition

Gathering survey data from Instagram can be extremely influential to cultivating a high quality user experience. Survey questions would need to be written to determine best experience.

Questions could include the following or others:

Short Answer: "What would you like to see in a Phia website?"

Vote: "Do you use other youtuber/vtuber websites to engage in their communities?"

Vote: "If a Phia website had a store, would you buy merch?"

Vote: "Are you more likely to use a Phia site for merch/shop, or to easily get to different socials?"

Short Answer: "What is your favorite Phia model so far?"

Short Answer: "If you could download a Phia model, what would you use it for?"

Vote: "What is most important to you, Phia's Twitch, or YouTube?"

Instagram Survey Final Questions

What kind of features would you want to see in a Phia/TVRS Website?

If I put out merch, would you be likely to buy it from a webstore?

Which Phia Model/Outfit is your favorite?

If you could download a Phia model, what would you use it for?

Do you interact more with my YouTube or Twitch content?

Do you visit websites of other VTubers to engage with their content?

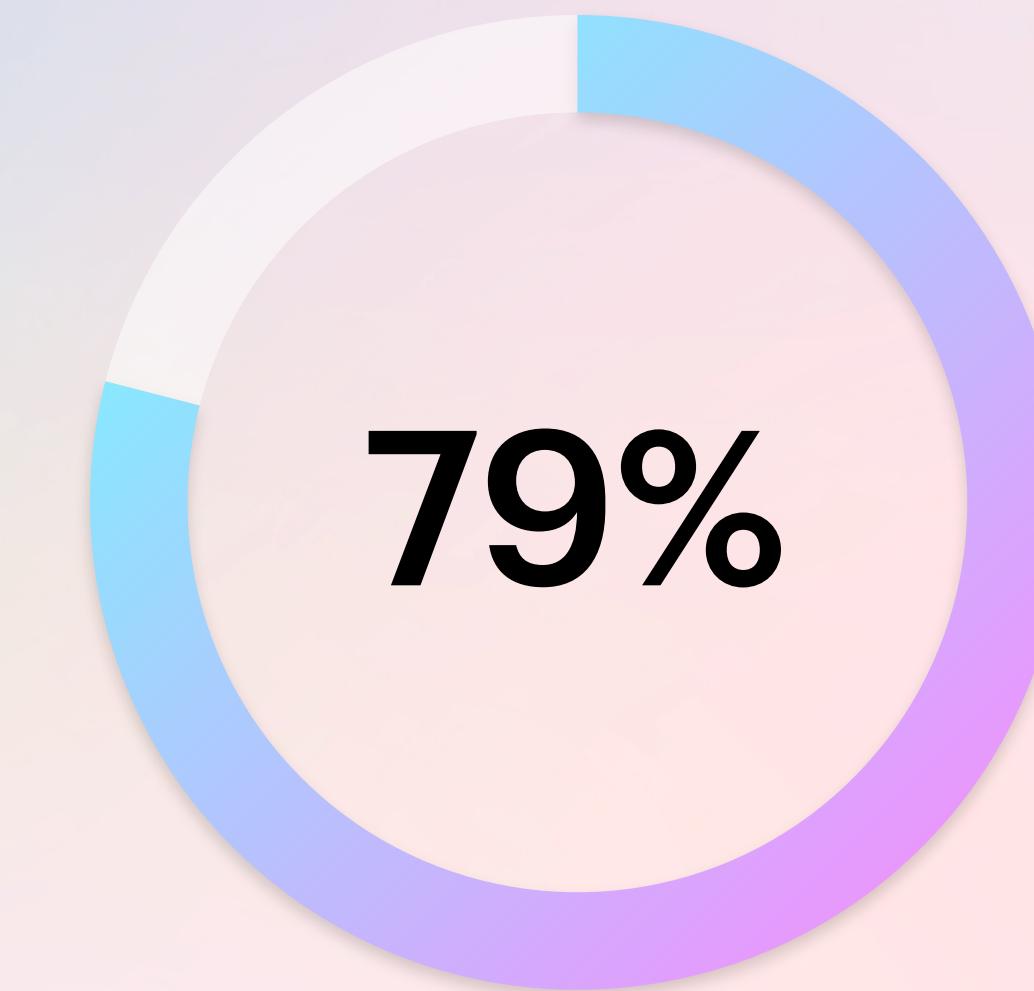
SURVEY DATA

Link:

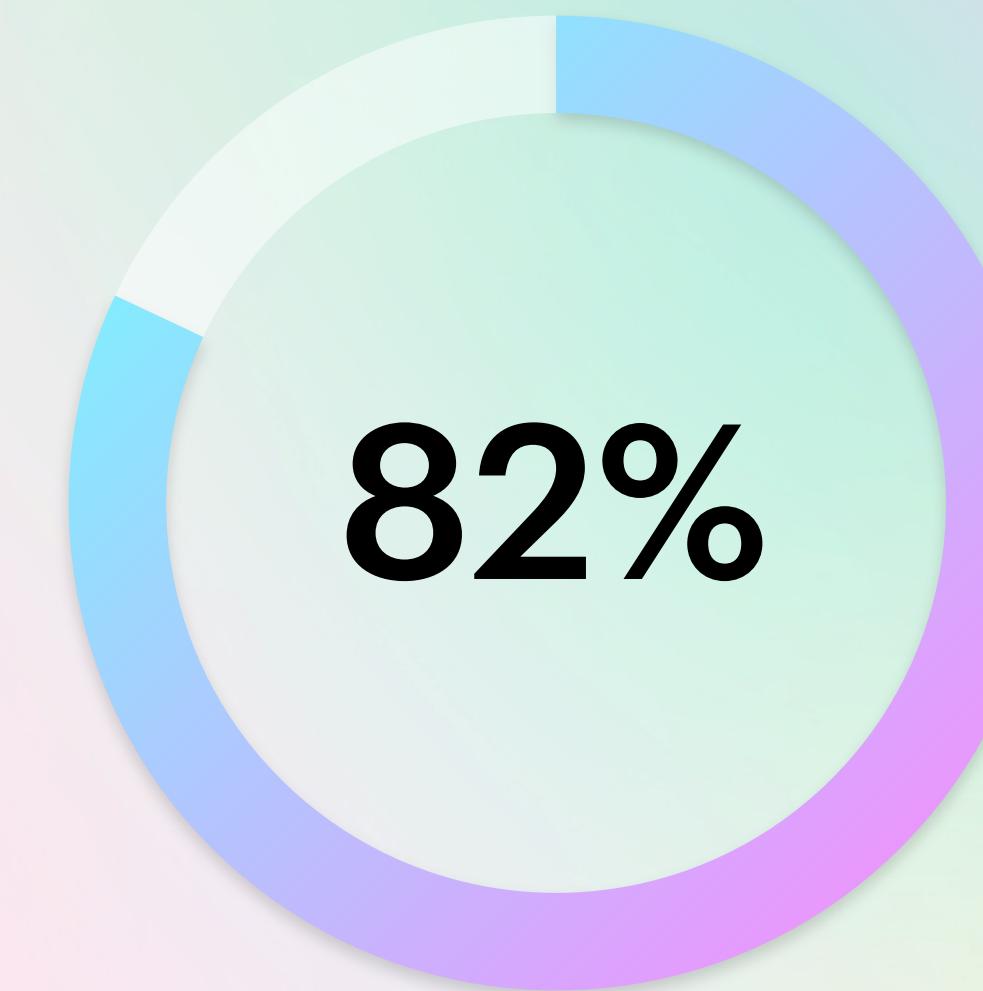
<https://miro.com/welcomeonboard/4bIx21TjS7h9teWFQsmxCcvO6kU3VF2YfHZcWLAPcysZim9R9jRRSNz2sgUI7iGw>

What kind of features would you wanna see in a TVRS/PHIA website?	If I put out merch, would you be likely to buy it from a webstore?	Which PHIA model/outfit is your favorite?	If you could download a PHIA model, what would you use it for?	Do you interact more with my YouTube or Twitch content?	Do you visit the websites of other vtbbers to engage with their content?										
VR Guides/check lists/how-tos showcases	Chatting/VR	Clear cut between reality videos and VR	171 votes for yes 44 votes for no 79% voted for yes 21% voted for no	215 votes total 79% voted for yes 21% voted for no	Second Sky hoodie	Chloma one	The Second one	Dont ask questions	Keep model yours	Making super animations	243 votes for YouTube 53 votes for Twitch	296 votes total 82% voted for YouTube 18% voted for Twitch	No/not super into vr, just your content	no, mainly use discord, twitch and twitter	No
Merch, bigger events/meet ups	Links to various of your favorite vrchat maps	Virtual concerts			All	Longer Coat	Hoodie	My own business	Play around with model and try to create outfits	Sexy Time			Not really, dont know many vtbbers	yes	Rina Hazumi and Anilisan
Links to music artists or people who create unique things	Recommended worlds list	VR News/Forum			Anything Chloma	White Chloma jacket	Baggy jacket	IDK	Be cool kid at school	Win arguments			Yes	Yes	Thrillseeker
VR (2d) photo booth with your avi	Cool Photo Gallery	View all available headsets on the market in 3d			Patrick "yeah I eat ass" model	Y2K anarac hoodie	Pirate Phia	Create clothing	Clout	Hental			No	Yes	Yes
Servers/cosmetcs	VR related news articles	Virtual concerts			Sans skin	Virtual Self/Chloma	Purple/Black Chloma	Fan animations	Taking Selfies	Avi			Yes	Yes	Yes
Servers/cosmetcs	VR related news articles	VR articles			OG Chloma Gear	Second one	Medical crop top?	Not use	Fan Animations	Impersonation			Yes	Not really, mostly watch youtube content	No
Mailing list	Featured new tech that has to do with vr/vtubers	About tab			White jacket	the one with clothes	latex outfit	Its cute	For VRchat	Customizing			Foxyjoel and kikyo	Yes, but not as much as YT	No
Recommended headsets for beginners and gamers	FAQ	VR Model posing "sexually in cute and sexy"			Tshirt outfit	fancy jacket	the one with cleavage	Comedy Skits	Photo Shoots	VRchat			Yes	Yes	Not often
"best headset for you" question tree	VR Articles				All of them	Black long sleeves with skirt or black sleeveless	Chloma outfit	Bad idea bc hental	Modify and add to collection	Use for personal channel			Yes	Sometimes	Sometimes
								VRchat	Fan videos	VRchat			Yes	Not really, unless it has valuable information	Not really but would like to
								VRchat					Sometimes	Havent, you're really the first vuber I like	no, VR is still new to me
													Would love to know the websites for others	You would be the first	sometimes
													Honestly no	Yes	

SURVEY DATA



Would be likely to buy merch
directly from a PHIA webstore



Interact with TVRS YouTube
content more than Twitch

Research Analysis

Features

A lot of good ideas here, some things are beyond my power. We will run through a MOSCOW exercise to make sure we know exactly what features we can include in the site, and what we might want to push to a later date.

Model DL

Sophia expressed to me that open sourcing her model was something she didn't really want to do. Alex expressed concern for these answers. I saw that Kizuna AI had theirs on their website for free download and I thought it was awesome. There seem to be many attempts at sexualization or misuse, even a few I didn't include in this map. May be a good idea to not give it away, or at the very least make fans pay for it if they want it for a valid use.

Merch

Overwhelming majority would buy, worth putting a tab for merch even if all it says is "coming soon"

YouTube/Twitch

Overwhelming majority voted for YouTube. YouTube should be our main push for this site, but without ignoring Twitch of course.

Favorite Model

Overwhelming majority voted for some form of Chloma, I would recommend the white jacket, or something that fits the color scheme. Black might not work as well. This is something we can test in prototyping. Probably should avoid bodysuit Phia.

Other VTubers

Seems to be somewhat split, with a slight majority towards yes. This is a good opening in the market and a good thing to capitalize on.

User Insight

We discovered that many users are not extremely familiar with the topic of VTubing, but are passionate about TVRS content. TVRS merch would be highly coveted, and the more people we can bring into the TVRS community, the better.

Value Proposition

We propose that developing a website that allows users to engage with more of Phia's content and in more personal ways will help enhance the overall TVRS experience, and grow her community.

Features MOSCOW

Must Have

Brand Consistency

Interactive PHIA Model

Coming Soon Store

About Page

Commissions Page
(maybe on contact)

Contact Page

Links to socials, push for
YouTube & Patreon

Accessibility

Mobile Media Queries

Should Have

Full Store

Embedded Socials

FAQ

Mailing List

Interactive buttons &
components

Could have

Recommended Headsets

VR News

VR Forum

Virtual Concerts (Protostar)

Events/Meetups

Specs/Gear List
(maybe on about)

Possible model DL

Best VRChat Maps

Would Have

Best Headset for you question tree

Virtual PHIA Brand clothing shop

Photo Gallery (not a programmer)

Language Support

First Prototype

The screenshot shows a website prototype for "PHIA". The top navigation bar includes links for "THE VIRTUAL REALITY SHOW", "STORE", "PHIA" (the logo), "ABOUT", "COMMISSIONS", and "CONTACT". The main content area features a large image of a virtual character with blonde hair and blue eyes, wearing a white hoodie with "Chloé" on the chest. To the right of the character, text reads "Hi, I'm Phia! Host of The Virtual Reality Show" and "A show where we talk about any and all things related to virtual reality INSIDE virtual reality!". Below this is a colorful thumbnail image showing four versions of the same virtual character with different expressions. The text "WHO AM I?" is overlaid on the thumbnail. At the bottom right, there is a call to action "Join the community!" followed by five hexagonal icons representing different social media platforms: YouTube, Twitch, Patreon, Discord, and Twitter.

THE VIRTUAL REALITY SHOW STORE PHIA ABOUT COMMISSIONS CONTACT

Hi, I'm Phia!
Host of The Virtual Reality Show

A show where we talk about any and
all things related to virtual reality
INSIDE virtual reality!

WHO AM I?

Join the community!

YouTube Twitch Patreon Discord Twitter

First Prototype

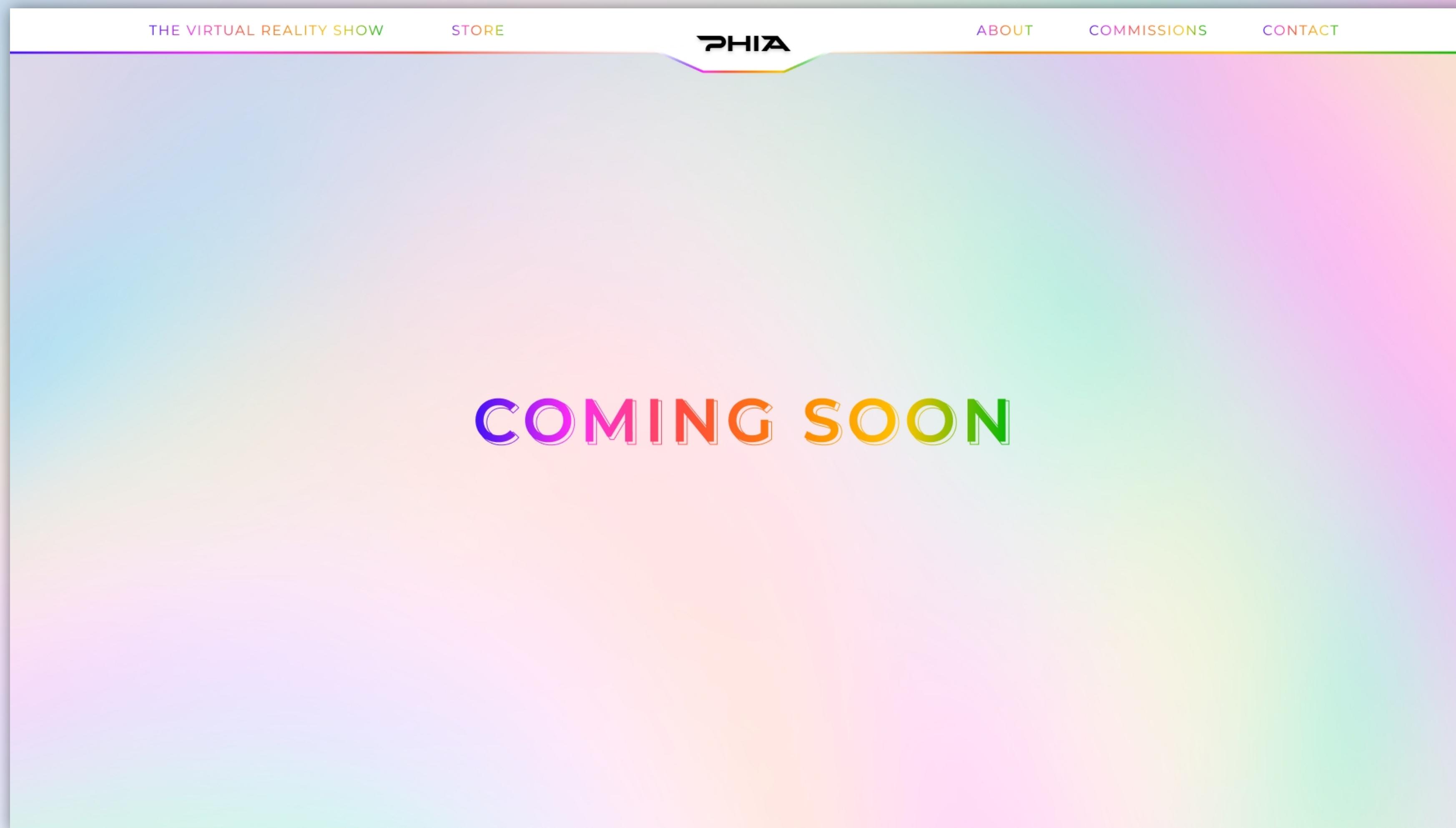
THE VIRTUAL REALITY SHOW STORE PHIA ABOUT COMMISSIONS CONTACT

The Virtual Reality Show

Welcome to the Virtual Reality show! I'm your virtual host PHIA. I love all things VR, whether it be new technologies or debating the philosophical questions of whether or not reality actually exists. VR is the future, there's no avoiding it. So let's welcome it with open arms and become as informed as possible together! Your support means the world in helping keep this show alive.

The page features six colorful thumbnails arranged in two rows of three. The top row includes: 1) A grid of five avatars with the text 'WHO AM I?'. 2) An image of a blonde host in a dark suit against a blue and orange background. 3) A close-up of the blonde host looking surprised. The bottom row includes: 4) An image of the host with question marks above her head, next to a VR headset. 5) A group of three hosts on a stage with the text 'The Virtual Reality Show' and 'hololive' logo, with 'EP. 003' below. 6) Two hosts in futuristic clothing with the text 'VIRTUAL REALITY' and 'THE FUTURE OF FASHION IS VIRTUAL'.

First Prototype



First Prototype

THE VIRTUAL REALITY SHOW STORE

PHIA

ABOUT COMMISSIONS CONTACT

About Me

Hi! My name is PHIA!
Mission Statement...
"Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
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exercitation ullamco laboris nisi ut aliquip ex ea commodo
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voluptate velit esse cillum dolore eu fugiat nulla pariatur."

History of TVRS
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TVRS Wiki...
<https://tvrswiki.net/ph/TVRS:About>



First Prototype

The screenshot shows a website layout with a colorful gradient background transitioning through purple, blue, green, yellow, and pink.

Top Navigation:

- THE VIRTUAL REALITY SHOW
- STORE
- PHIA** (Logo)
- ABOUT
- COMMISSIONS
- CONTACT

Contact Me!

Fill out this form or send an email to alex@gmail.com

NAME...

EMAIL...

MESSAGE...

SUBMIT

Join The Community!

Join my Discord to hang out with everyone, and follow me on Twitter to keep up with news and new videos!

A 3D character model of a person with light green hair and a black jacket is positioned behind the contact form, appearing to hold it up.

First Prototype Explanation

The whole prototype is very early and of course subject to change, but the decisions we have made thus far are based in research. These next slides will describe why we made the decisions we made.

Home Page

The home page is linked to the PHIA logo. Phia expressed that it might be a better idea to use the TVRS logo in place, and make this a TVRS site with an emphasis on Phia, rather than the other way around. This is an issue of information architecture, which means its ultimately a matter of personal preference, but I suggest doing the PHIA site with a strong emphasis on TVRS for the following reasons.

1. It would make more sense to use the PHIA logo as the main home for the site, but keep the front page with an emphasis on TVRS. From a branding perspective, the PHIA logo is more accessible and legible, and it generally looks better from a layout and branding perspective.

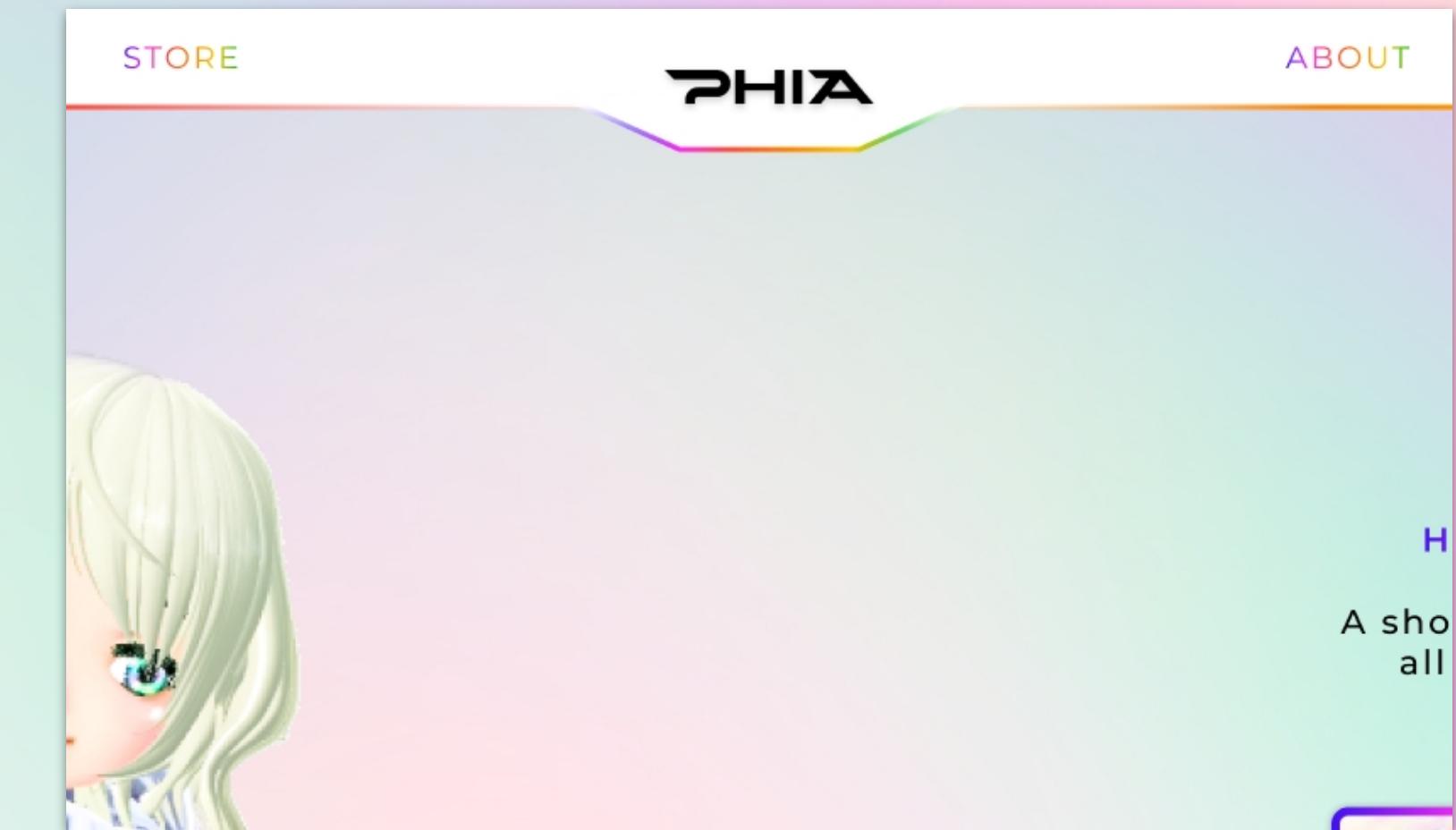
2. Our survey data shows that PHIA's supporters are here for her content as a whole, not just for TVRS, and that they are more likely to visit the site from a PHIA branded social media page, rather than the TVRS branded YT and Twitch pages.

3. The PHIA brand is separate from TVRS content; content can change, brands are more resilient and evergreen.

4. Using the PHIA logo helps marry the two brands together. Too much focus on one will draw focus away from the other. Both are important for the health of the channel.

5. Phia mentioned bringing more people on to be part of TVRS, not just PHIA. This would be easy to implement, as its easier to go back and replace logos and images later than it is to rebrand the whole site.

At this point in her channel, keeping PHIA as a main point is integral to the success of the project. That being said, it is a matter of personal preference, and if PHIA disagrees, we can figure out a different way to do it. As a UX designer, I'm obligated to at least give my perspective and offer some insight that might not have been considered previously, before moving forward.

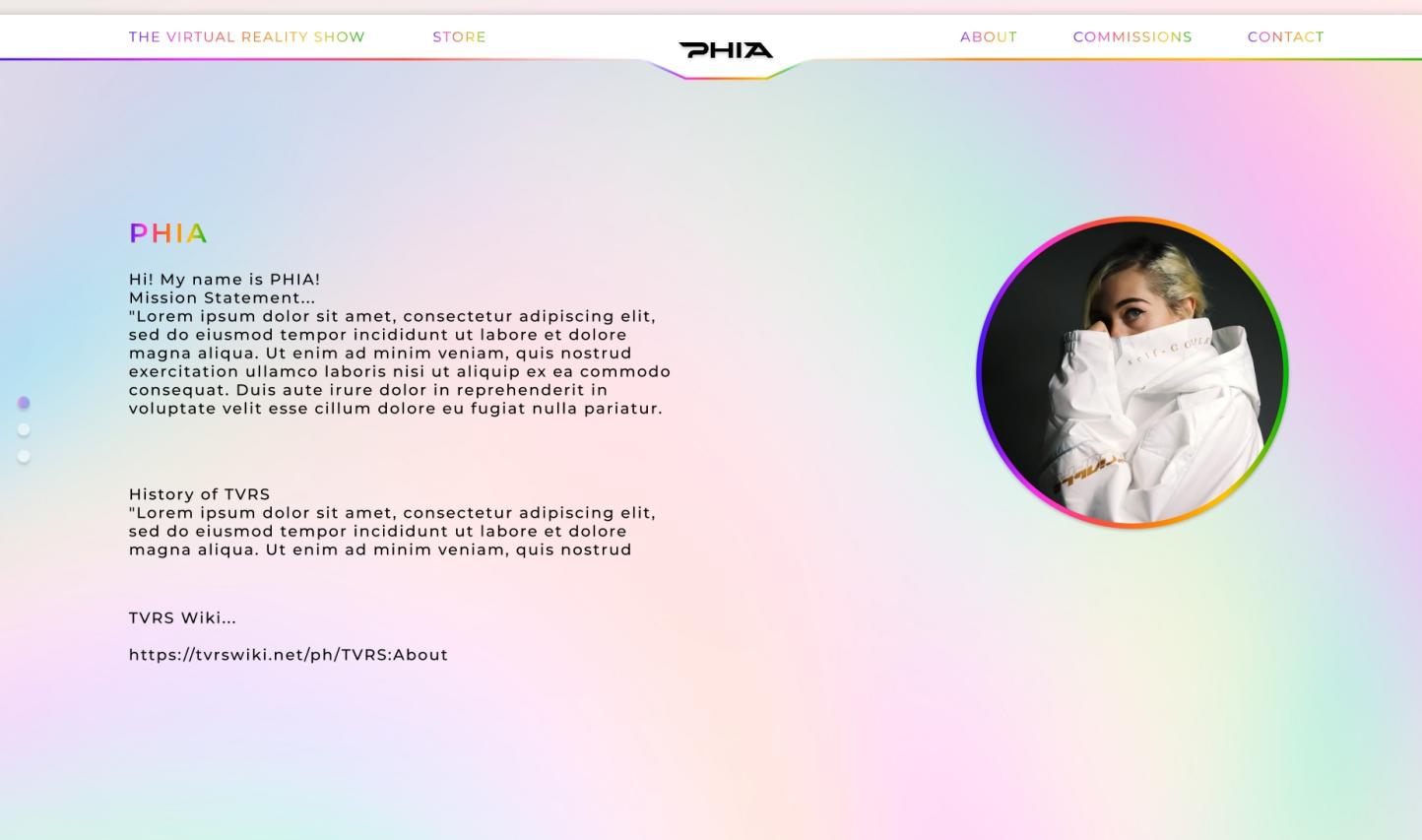


Here is what it could look like to use one logo or the other. I suggest using PHIA, but having a hover state so when you hover over the logo, it plays the PHIA to TVRS animation I posted in the discord earlier.

First Prototype Explanation

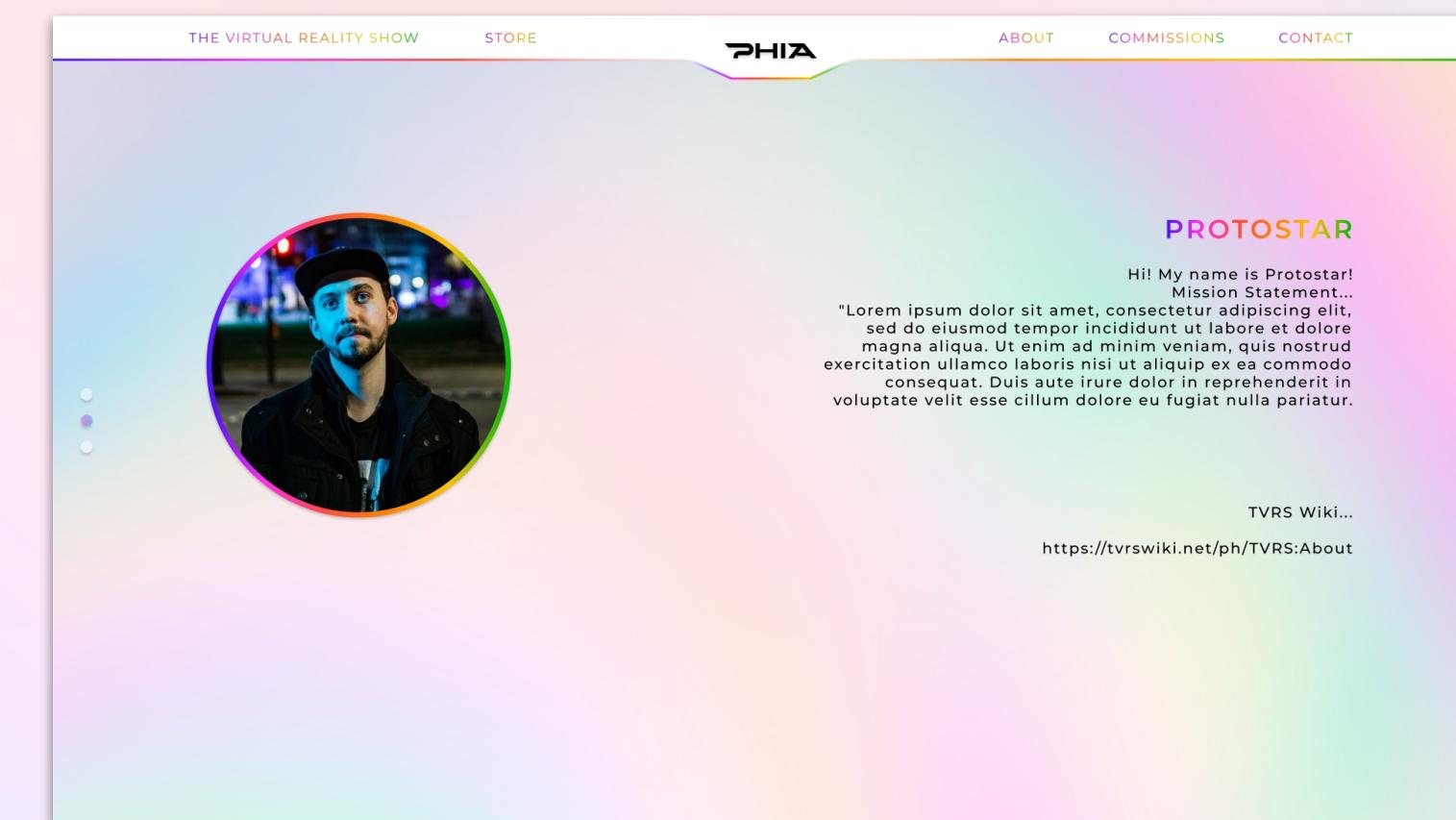
TVRS

While the PHIA home page is centered around TVRS, the TVRS page will be there as a more in depth page with a paragraph Phia will need to write about TVRS and 6 of the most recent (or most featured) TVRS episodes. As the code for the site will be hosted on GitHub, all of you will have access to it, where we will add comments explaining how to replace these videos anytime a new episode that you want to feature here comes out. This will be as easy as replacing an embed link.



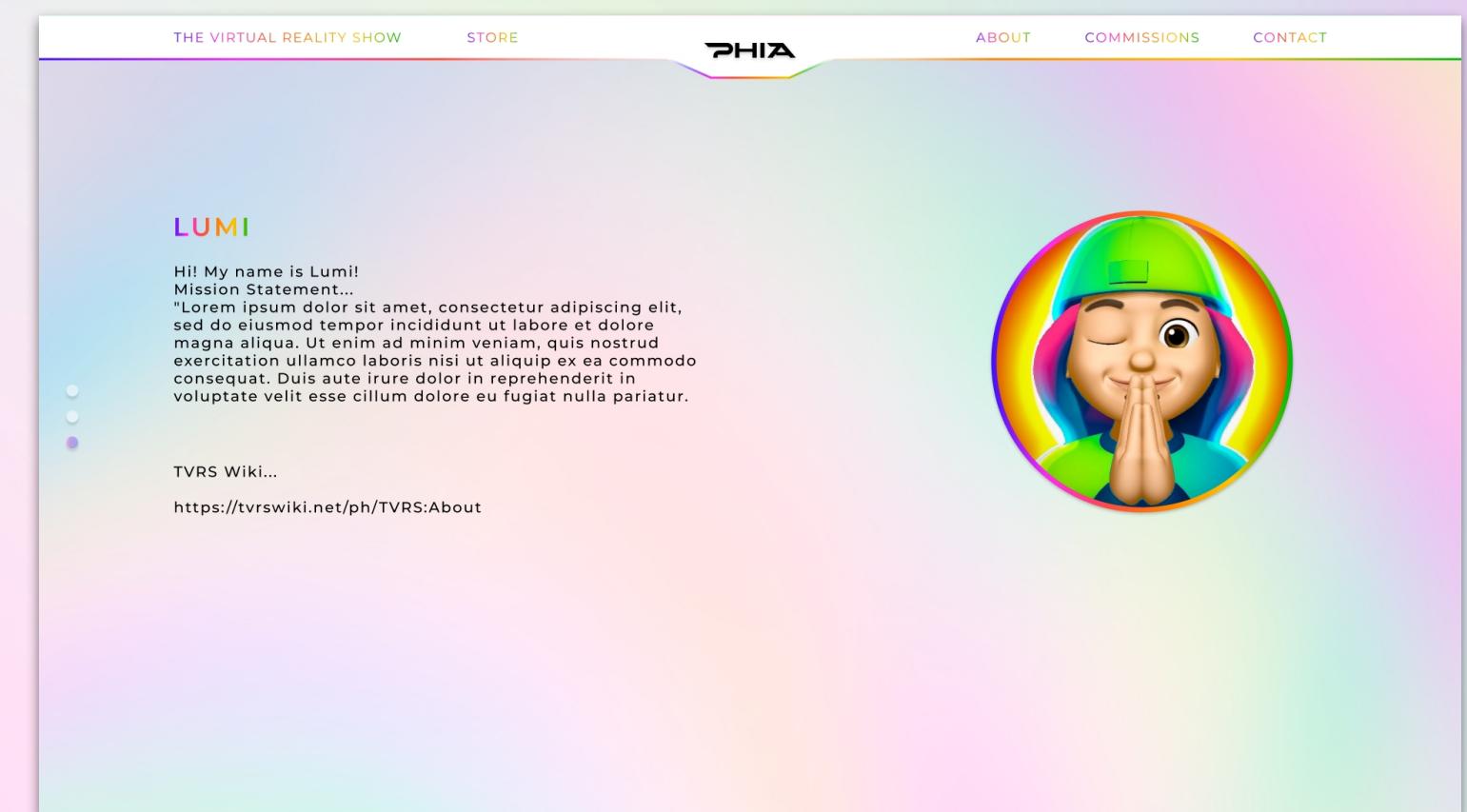
Store

The store will require some back end, and ultimately is a project for another time. However, fans want to know that merch is coming, as our survey data emphasizes their anticipation. With this knowledge, adding a coming soon store page would be a fun addition, especially if Lumi would like to make a graphic or even animation to take up the whole page.



About/Contact

Phia will need to write some short paragraphs for the About page, and choose a picture she would like to use as her personal image. As more people are added to TVRS, we could make this page dynamically scrollable and add others who have worked on the project, like a TF2 "meet the team" concept. Contact seems to be working very well, but I am curious to see if Phia likes the idea of using a still of her character partially behind the contact form.



Final Thoughts

At this point in the project, an executive decision was made that Lumi would proceed to develop this website using Webflow, rather than a custom code base. This will allow Phia to simply update her site often. We also decided to transition the Phia logo to a sideways version of TVRS, in order to include other people that join the TVRS project in the about tab. As Lumi will be handling the implementation of this prototype, my skills were no longer needed.

Special thanks to Lumi, Protostar, and of course, Phia, for collaborating with me on this project.

