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## **Final Project Part 1: Breaking Bad Fansite**

### **User Group 1: Never Seen the show**

#### **Description:**

This group would include people who have never seen a single episode of Breaking bad. They might or might not know rough plot points, due to the popularity of the show. The popularity of the show might cause peer pressure and convince otherwise indifferent people that the show is worth watching (or is overhyped). Though they never watched Breaking Bad, they are often fans of other TV shows.

#### *Importance of this Group:*

This usergroup will be important because they represent a segment that might still be interested in finding out more about Breaking Bad. Since members of this group might be 'all or nothing' when it comes to episodes, they might choose to visit a Breaking Bad fansite instead of attempting to watch all the episodes.

Since friends were very influential to all three interviewed people, a breaking bad fansite should be designed with that in mind – friends who know about breaking bad might attempt to introduce the site to friends who don't. Thus this group is a very large potential audience for the site.

Lastly, this usergroup can give insight into what people like about the fansites, etc of other shows. It seems as though there are a large amount of TV fans out there who are completely satisfied with quick Wikipedia/wikia searches and celebrity Instagrams.

### **Interviews**

#### **1. Nicole N. Student**

Nicole simply decided to invest her time elsewhere. She knew that a lot has been revealed already, but otherwise knew the least about Breaking Bad; this was probably due to her disinterest since she thinks it's overhyped. She suspects that the universal acclaim will only take the fun out of the show, since it might end up being a disappointment to her instead. For other shows, she is interested in the instagram of certain actors and also funny buzzfeed things about the show (including quizzes). She has never heard of the main actors in Breaking Bad, but is quite interested in knowing about the lives of the actors that she is interested in; this may be one more reason why she is uninterested in Breaking Bad.

Layout of the sites do not matter as long as she can see nice pictures. Soundtracks do not interest her.

## **2. Nathan N.**

### **Student**

Nathan knew a lot about Breaking Bad, and almost all of his friends have watched it before. But he haven't had the time and figured he is in no hurry; in fact, it might do him good to take time to forget some of the spoilers he had seen before. Nevertheless, he is interested because he has heard that Breaking Bad is a good show. He is mostly uninterested in the lives of actors or the soundtrack of shows.

As for other sites he might have visited (for a TV show), he usually goes on the Gundam wikia for Gundam related information. He is also interested in the subreddit for gundam-making and gundam anime. He has no real preferences for layout; he is just interested in some plot details or information on various gundam models/kits.

## **3. Diana J.**

### **Student**

Diana actually watched 5 minutes of the first episode before giving up: if she is to watch a show, then the first episode must be good and then she will watch all the episodes, in order. She appears to know the show somewhat well, and hopes to watch it in summer, when she has more time. She would probably be interested in checking for plot symbolism; she mentioned that the plot had a lot of symbolism in it and she checked for plot summaries, character information for the shows she did watch.

For the shows she did watch, she generally stuck to Wikipedia. She honestly wasn't interested in anything else since Wikipedia is always the first thing that shows up when she searches.

## **User scenario:**

1. Based on N.D: He doesn't have time to watch the whole series, and since he knows the plot decently well, he decides to consult the fansite to see which episodes he should watch. He sorts episodes by the most recommended and goes from there.
2. Based on D.J: She knows that there's a lot of symbolism in the show. She might consult the fansite afterwards to check up on what symbolism she might have missed, under the helpful 'symbolism' section.
3. Based on N.N: She thinks the show is overhyped, but after her friend wouldn't stop talking about it, she consults the fansite for a plot summary. She comes away unimpressed and wonders why it's so popular.
4. A.J doesn't know anything about the show, but his friend L.T insisted on making him visit this site. L.T is an avid fan and she likes discussing the show via the forums, even after the show ended. A.J ends up watching her and learning a lot about the fanbase and the show itself.

5. H.F wants to consult the fansite about the quality of the show. She visits the 'why Breaking Bad' is awesome section of the site.

## **User Group 2: Seen the show but stopped**

### **Description:**

The Currently Watching viewer user group is the group of people that have watch at least an episode of Breaking Bad before, and knows what the show is about, but have not seen the entire series due to having a busy schedule and no longer have time for it, or they are just in the process of having watching it currently. Whether or not they plan on finishing it in the future, this user group has had enough interest in this TV series to at least watch some of the series before. While not necessarily drug dealers or Chemical Engineering, this group is more interested in Breaking Bad trivia. This group is comfortable with the material presented in Breaking Bad and may be interested in finding shows that are like it.

### **Importance of this group:**

User group 2 is likely not as important to our website making decisions. While users has stated that some of the content we would were going to include would be helpful, they were not interested as User Group 3, the users who has seen the show. This group expressed the most interest in the plot summaries, since it is the most useful content for them to remember where they left off, or to jump episodes, or to understand their fan-friends.

### **Interview 1:**

#### **Student(Someone)**

Student at UCSD, a Chemistry major who doesn't have too much free time to spend on watching TV shows. She stays current with about four TV shows that are currently airing and watches Breaking Bad when she has extra time to catch up. She is on season one and watches a couple episodes during her regular weekly binge watching session while eating dinner. She probably won't finish every episode in the series since she skips around episodes. She uses Hulu to watch her shows. She started Breaking Bad because her friends recommended it and she needed another show to watch once she finished catching up with another show. As a chemistry major, she thought it would be cool to have some extra science trivia about the show, for example the chemistry behind making meth.

### **Interview 2:**

**Wendy H.**

Student at UCSD, Management Science major who loves watching different TV shows. She has a lot of time for different shows and decided to pick up Breaking Bad based off of a friend's peer pressure recommendation when she caught up with all her current shows. She also loves taking quizzes as part of entertainment and would love to have quizzes based on the series. She may continue to watch more episodes in the future and having access to episode summaries would be really helpful to catching up without having to rewatch all the episodes. Since she considered the show as dense, fan analysis helps her understand the whole story. As an avid celebrity gossip, she is interested in information on the cast and crew and also their future and past projects.

**Interview 3:****Melissa T**

Student at UCSD, as a typical premed student working in two labs, this user has limited free time. She began watching Breaking Bad because her friend was obsessed with the show. She could not continue watching the show since it was too graphic. She wanted plot summaries to somewhat keep up with the show so that she understands when her friend talks about the show without having to watch the deaths. She watches the first season on Netflix and isn't that into the show so she doesn't want any extra material.

**User scenario:**

1. Users want plot summaries for each episode to get an idea of which episode to watch next without watching all the episodes.
2. Users want trivia information about the sciences in some of the episodes.
3. Users want a fan rating system for all the episodes so they would know which one to watch
4. User wanted information on the cast to see if they are in other shows that they can watch
5. User wanted fun extras like personality quizzes that they can take for fun

## **User Group 3: Finished the Series**

**Description:**

This user group "watched the whole series" are people who have been following it from the beginning to the end. They finished the series and are looking for more information about

the spin off that is in production. In addition, this user group either interested knowing more the impact on the show it had in Albuquerque, New Mexico and small facts and trivia how they made the blue crystal meth on the show. These people have an connection to the characters in which they had high expectations for during the show and when it ended. They were also interested in things that they could remember the show by. Overall, this group just wants news about things related to Breaking Bad spin offs.

*Importance of this group:*

This group is similar “experienced users” where they know the details of something that they are proficient about, in this case a TV show. They know all the characters in Breaking Bad but they like having refreshers about characters in terms of their names. They recognize faces, scenes, and motifs in the show.

Interviews:

**1. Carlos**

**Fund Manager at UCSD. Age around 50 years old**

Carlos was introduced to “Breaking Bad”, the TV series, by his son was also a fan of the series and watched the whole season. He watched breaking bad from season 2 to end but recorded and bought DVDs of all the season so that he could catch up with his son and know what was all the fuss about. Before watching Breaking Bad, he watched Sopranos. He remembers some scenes from Breaking Bad such as where all the people were shot in the pool by Gus where he went to Mexico to negotiate with the drug cartel kingpin. He just watched a movie where they had the brother in law Hank(character in Breaking Bad). He was very interested in quick summaries of episodes and seasons of the series. One thing that was concerning to him to the most because he started at season four of the series and backtracked all the episodes was the major motifs in the series such as the pink teddy bear. He also is interested buying a shirt from the show that featured the infamous chicken restaurant that is home to a drug dealer.

**2. Shirley Q**

**Student**

Shirley Q is 21 years old and a major in computer science and engineering. Shirley was first interested in the series when she heard about it from friends and great reviews from the information online. She is interested in quick summaries so that would also her to determine whether the show was good or not. She was really impressed when they featured the cancer donation site that Breaking Bad featured where the lead character Walter White was dying at the time and is wants to be able to contribute to cancer research.

**3. Michael K**

## **Transfer Student**

Michael is an literature major who loves Breaking Bad. A friend recommended it to him when it first aired and he has been hooked ever since. As an avid fan, he has watched the whole series multiple times. He does not have that much use for the episode summaries since he knows most of the episodes by heart. As an aspiring writer, Michael likes to look up the facts and symbolism behind the plot that most other viewers would not notice. For example, Michael talked about the usage of color in the series, like Walter "White," Jesse "Pink" man. He is interested in more than just watching the TV series and would love to dig through trivia and test his knowledge as someone who has seen every episode multiple times.

## **User scenario:**

1. A user is watching the whole series and is interested in the spin off and wants to learn more news and events from the current projects of the show's cast and crew.
2. A user is interested in an episode where they featured a website created by one of the characters in the show. This website links to the American Cancer Research Association.
3. A user's friend (Mary) watched the whole series of Breaking Bad but tried to look on youtube to find the part where her favorite character dies in Season 4 towards the end of the show. Mary wants to share the video real quick with her friend.
4. John is a big fan of the show and wants to know where he can download free wallpaper or picture for his desktop.
5. A user wants to have additional trivia or quizzes to supplement their viewing experience.

## **Assumptions and Findings:**

### **Major Assumptions:**

1. No one is interested in Breaking Bad information about their characters and story.
2. They do not like the characters in the show.
3. They either have little, some, and a lot of knowledge about the show.

## **Findings**

### **User Group 1:**

Members of this group either want to know more about Breaking Bad, or express why they're utterly uninterested in it and thus will never visit a Breaking Bad-related site. How many of their friends

like Breaking Bad seems unrelated to whether they will end up wanting to watch the show one day. What is surprising is how a lack of time was the biggest reason why they haven't seen Breaking Bad. Nevertheless, the results were positive because there were more people who wanted to see the show than those who didn't.

Members of this group also seem uninterested in visiting fansites of TV shows in general, even for those they like. They have little to no preferences for layout, but the content they do like included information(especially about plot/characters), pictures, and amusing articles/quizzes.

So assumption 1 is disproven (for other fandoms, at least), assumption 2 is not available, and assumption 3 is proven.

#### User Group 2:

This group would not as obsessed with the TV show, but would probably want summaries that would allow for them to keep up with the episodes. It would also allow them to be caught up without having to re-watch through the previously episodes if they haven't watched it in a while. They would probably be interested in some trivia and additional information if they were to go through the series. Some might want to learn more about the chemistry side of things. Our assumptions were mostly correct since users did express an interest in summaries and trivia information. One thing that surprised us was that this group did not express that much interest in the series as a whole, since there is good reason that this group has yet finished the series.

#### User Group 3

One of my users was very interested in the characters and quick summary. Another user was extremely interested in news of the spin off series and wanted to know if the characters from Breaking Bad was going to make an appearance in the spin off series. I was impressed that they actually do have a connection to the characters to the show such as one character (Mike) who appeared in Season 3-4 and the lead character Walter White for another user. Overall, when asked about the most memorable scene, their answered varied and this group do not need full summaries of each show but quick reminders.

## **List of 5 Websites**

**The Walking Dead Website-official website**

<http://www.thewalkingdead.com/>

For this website, I like how this website is very artsy. The navigation is clear and I could

repurpose some of the content for the page that I am doing for the homepage and subpages. I like how the pictures in the navigation don't take half page like gsu.edu website which was really annoying. I really like the pictures in the homepage since I am a cartoon fan. I could really tell that the website tries to relate its audience with the comic book series and the TV show.

### **The Walking Dead TV Series Website**

<http://www.amctv.com/shows/breaking-bad>

This website is the official website for the TV series. It is important to the building of our website because this site is where we will draw a large amount of information, and is definitely a link we will include as a part of our content. I like the black background and the white word color choices of this website that really suit the nature of the TV serie and seem fitting for it's targeted show audience.

### **Breaking Bad Wiki Page**

[http://breakingbad.wikia.com/wiki/Breaking\\_Bad\\_Wiki](http://breakingbad.wikia.com/wiki/Breaking_Bad_Wiki)

The customized wiki page devoted to all things Breaking Bad. I like how it's fan populated data, that will offer content that the official website cannot offer. This site offers in depth information on the characters and the episodes of the story and probably is the most thorough unofficial information. The simple navbar and layout offers a good way to display the large amount of information by separating the site into expected categories.

### **Breaking Bad FanPop page**

<http://www.fanpop.com/clubs/breaking-bad>

I like the fan interactivity of the site. The layout is not good, but there are certain useful aspects: video clips are always helpful, trivia/quizzes might be fun, and popular polls are a fun addition to any Breaking Bad fansite. An user-driven answer/questions section creates a sense of community, and may be helpful in addition to a wikia format. A site like this is more user-interactivity/fluff based than information based, and a good fansite might need elements of both.

### **USA House Webpage**

<http://www.usanetwork.com/house>



This is an example of an official site of another show. The layout is simple and clean, though having the main navigation bars at the bottom of the site is unusual (and I'm not sure if it works). Character profiles, a twitter section linking to the twitters of the main stars, and a photo gallery might be helpful additions. Having a big picture as a 'banner' is visually appealing too.

**Please see our Division of Labor.pdf for the Task List and whose doing what.... it's a draft as stuff is going get added all the time.**

**Also we have attached our consent forms for User Group 2 and a user from User Group 3**