Final Project Report: Live House Information Platform

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Introduction: Problem Statement

Background

Recent years, it is quite popular among young generations to go to live-house where they can watch band performance, drink light alcohol，dance and have a good time with their friends.

However, young generations need a lot of information to do that and most of them do not know well about venues/bands/how to get tickets/what to wear… Besides, there is no single website in china that can provide all these information together.

For example, if you want to know about bands, you need to check their Weibo page, but if you want to check venues and schedule you must visit WeChat public-pages of different live houses, and for ticket you must go to other apps like Damai to purchase. So, it is quite difficult for them to plan a happy live house trip.

As for live houses owners, they want to make advertisement for their venues to attract more customers. But due to limited budget, they can only use free WeChat public pages and websites to communicate with potential customers. In this way, they cannot reach large number of customers as well as providing more information about bands and services.

When it comes to bands and DJs, most of them use Weibo to update their latest performance. But since the quantity of Weibo's information flow is huge, they find it hard to reach their followers in time, many of them have no knowledge of lives until it ends. Besides, it is not easy for them to extend their influence and reputation, making their music only acknowledged by minority.

Last but not least, ticket selling platforms like Damai and Showstart, defined themselves as only ticket sales not information providers. Live shows are just part of their business, and they would not change platform design just for live show fans which may cause larger input than

profits and the adjustment may influence other customers' use experience. But they are willing to provide API to other platforms to increasing trading volume.

Therefore, I find a potential to develop a information gathering platforms target on live house market. The business can start from Beijing where there are large population and plenty of live shows performed per day and then extends service to the whole country.

<div align="center">**User Needs and Persona**</div>

A: the music enthusiast（Suosuo, 22, female, student; Yiyi Pan, 22, female, student）

Lifestyle: They have favorite bands and would go to live house frequently (at least once a month). They would fly around country to watch lives.

Media usage: They use Showstart/Damai/Motianlun apps quite often and find it does badly in sorting band lives from all kinds of shows and its recommendation system also inefficient.

Problem: They have favorite bands, but they are afraid of missing out hottest/latest band performance or could not get ticket. They want accommodation and transportation information before going to unfamiliar venues.

B: general live fans (Siyu Xu, Xingyu Li, Jilin Yan, 23, female, student)

Lifestyle: love to hang out with friends, they enjoy music, dancing and especially some theme party like K-pop.

Media usage: They may know live house through influencers or friends on social media like RED/Weibo/Yelp.

Problem: However, they find it inconvenient and time-wasting to go through so many platforms to find information they need. They also care about safety because live ended at

midnight and they must take taxi or sleep in hotel nearby. They also have social needs, eager to find some people there with same interests to make friends.

C: the trendy chaser/ influencer (Yaya Zhang, 21, female, student)

Lifestyle: they are interested in go to all kinds of popular activities including band live.

Media usage: They love to take nice photos and post them on social media like RED/Douban/WeChat.

Problem: They care about the environment of live house, drinks and the time spent on planning.

D: live house owners (e.g. MAO, to be interviewed)

Lifestyle: They owned several live houses all over China, organizing all kinds of band lives and theme parties. They pay a lot of attention on trends and popularity in order to provide most fashionable shows and events for customers.

Media usage: They use free WeChat public pages and websites to communicate with potential customers. This is the cheapest way for them to publish live information. And they try to attract potential customers through influencers on RED and Weibo.

Problem: They do not have much budget on advertising and communication, so they cannot reach large number of customers. With these simple functioned webs, it is not possible for them to provide more information/ comment about bands and services. Hiring influencers to make advertisement are expensive for them either.

E: Music Bands (to be interviewed)

Lifestyle: they are not that famous but quite popular among minority music fans. They lead a business life flying all over the country to give performance in different venues and cities.

Media usage: They are not supported by professional agency or companies, most of them updating information on Weibo personally. They want to gain more attention and extend reputation to attract more music fans.

Problem: they find it inefficient to use Weibo or NetEase Cloud Music due to the quantity of information flow is huge. They cannot reach their followers in time to remind them to join the lives, many of them have no knowledge of lives until it ends. Weibo cannot provide pre-listening service for potential customers as well making it difficult for them to introduce themselves to new followers. And if fans really like the music, bands would also want to provides them link to purchase their albums online or subscribe their account to stay focus. There are 5 main personas including music enthusiast, general live fans, influencers, live house owners and bands.

To define their priority, I think the general live fans are most important, because they are the largest group of people who have difficulties in finding live house information. Besides, they are also the target customers for most live houses nowadays. If we develop paid or premium service, they would become the majority of subscribers in order to get reminder or auto-planner to save time. The second are live house owners, who are the main live information providers and are likely to pay for advertisement. The third are bands, who may design their profile and update new albums, lives information to the live fans. The product should be designed users-friendly so it would be easy for them to edit or update information. The fourth is music enthusiast, is we provide paid service or focus function they are most likely to pay. Because they are in badly need of being reminded of all kinds of lives and tickets sale information. The last is influencers, they may not have much stickiness to the platform since watch live performance is only their interest of time.

customer journey map

Problem Statement

How might we make a general live fan address the problem of collect information about bands, venues, lives and purchase ticket efficiently to achieve the goal of going out for a happy and safe live house trip with friends and making more friends with same interests.

Competitors

Useability analysis of Damai app

The nav-bar of Damai on the home page lies under the search section. It contains more than ten categories of shows and each of them is linked to a micro site. The nav-bar is in light grey and quite insignificant between colorful posters and difficult for users to discover on the home page. Besides, I found that the categories are not precise. Firstly, there are duplicate contents under concert and live house sections. Secondly, the talk show category contains many Beijing opera shows. However, the target customers of talk show and Beijing opera, live show

and concert are not the same. Hence it would be annoying for both of them when explore for interested shows.

More than 10 categories and insignificant nav-bar

Not precise talk show category contains opera shows.
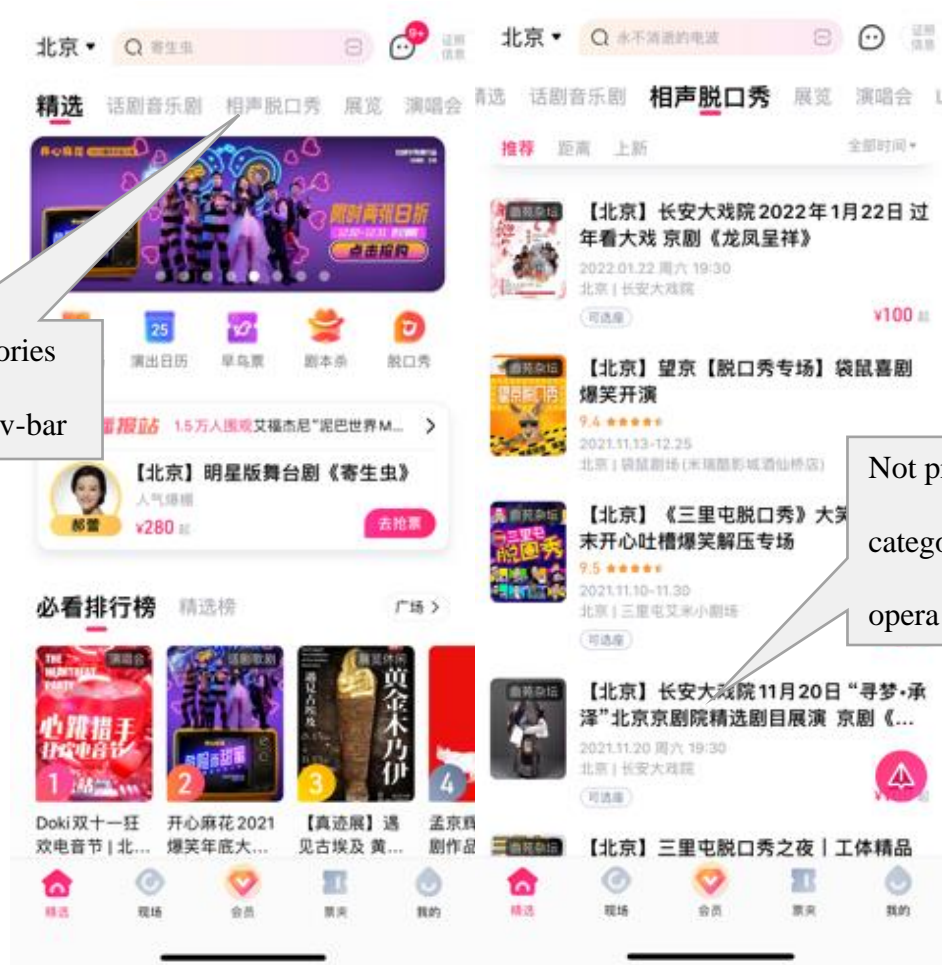
The usability of Damai's home page is poor. There are more than ten sections on the home page with little difference in function. And content in each section has been duplicated, resulting in different columns displaying the same content, wasting space, and confusing users. For example, you can find the same two shows below in four different sections which provide little variety for users while exploring for shows they are interested in. It is acknowledged that some recommendation sections are designed for advertisement and promotions, but the repeated displayed content and lacking a variety of information on the homepage would not attract users but make them bounce and leave the app directly.

More than ten sections displaying same contents
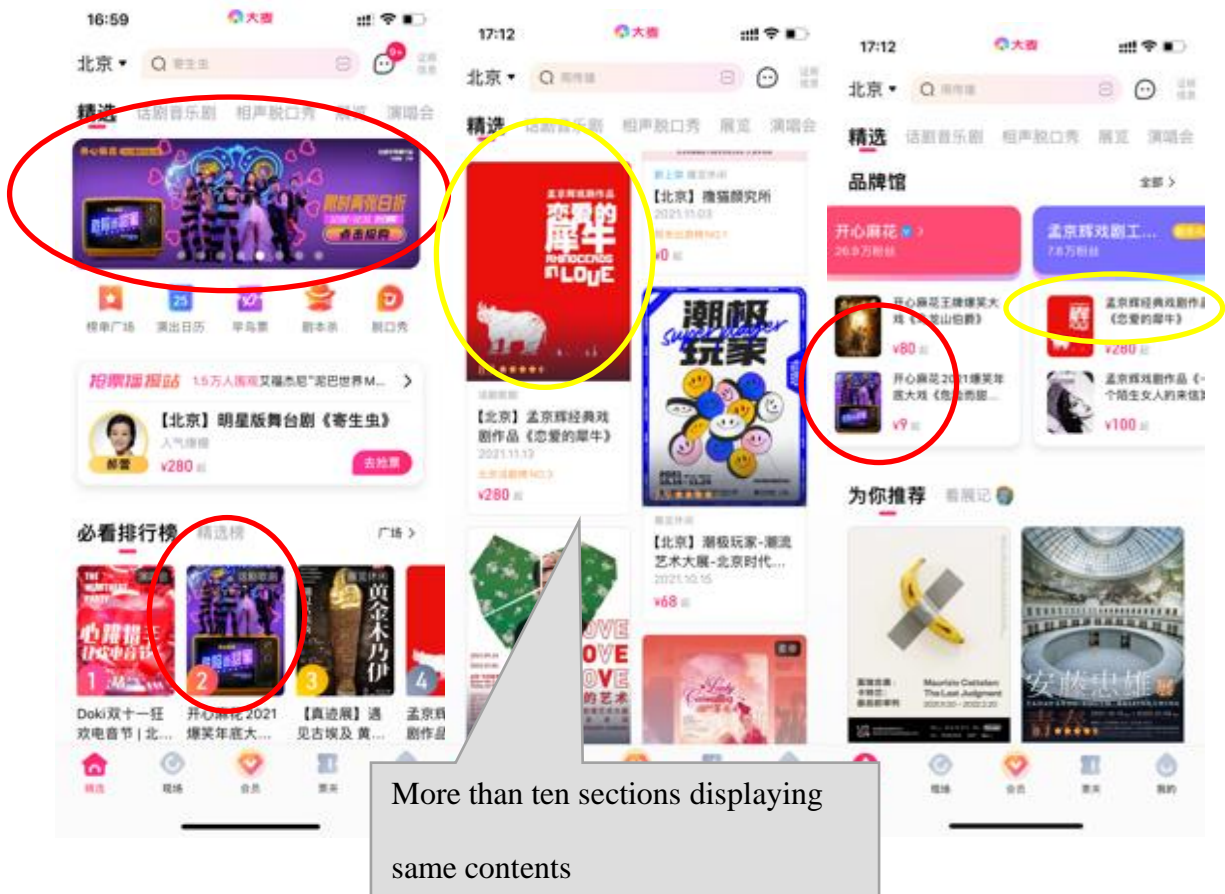
Usability of Showstart app

The Showstart's navigation bar is unconcise. The names of each category, which combine two types of shows, are quite ambiguous. Its category name would easily lead to misunderstanding and make it difficult for users to locate. For example, it combined exhibition and training under the same category and the Song Garden Miscellaneous label contains comedy, folk music, and hip-hop dance. The target audiences of these shows are so different that it can be quite hard for them to find shows they are interested in under this navigation system.

Moreover, the button is not clearly highlighted and related to functions. For example, the sorting by date button is too insignificant and does not efficiently remind users to adopt this function.

Insignificant button

Failed at categorizing and misleading label name
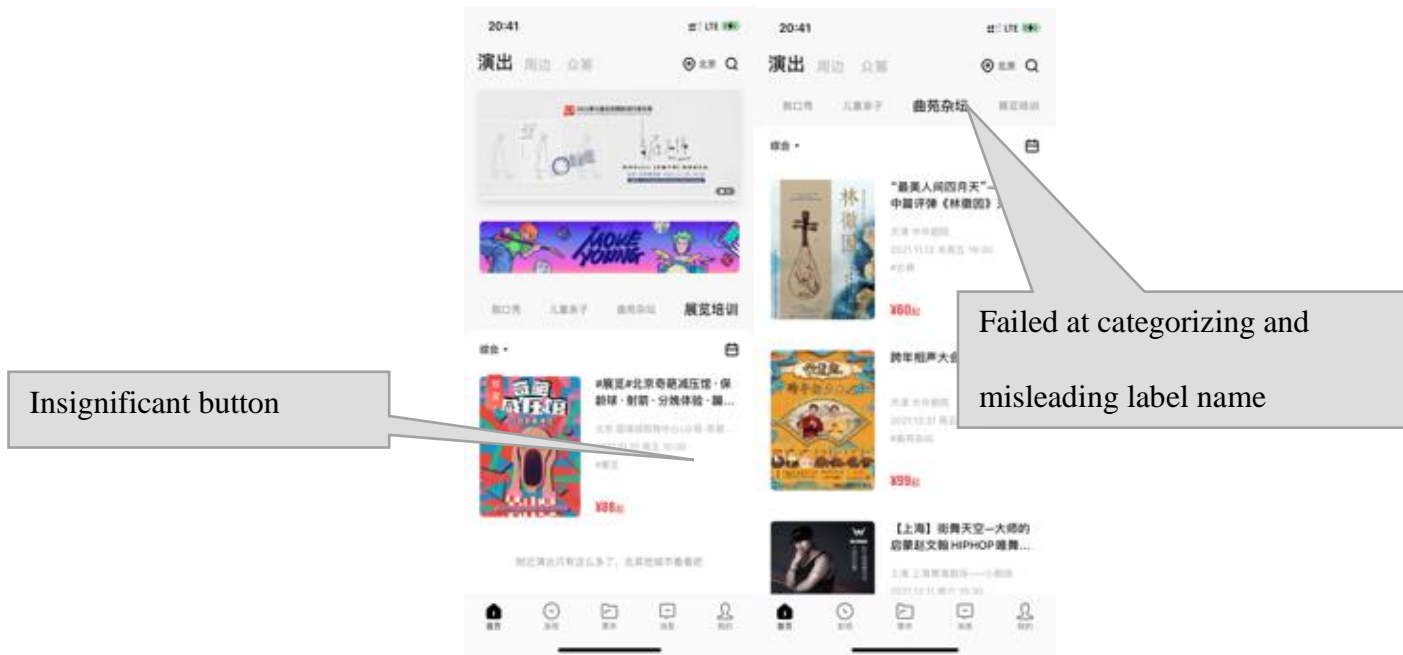
Except for selling tickets, Showstart developed many other functions related to show performance and other processes of the user journey, including crowdfunding for minority bands, merchandise purchase after watching the show, self-made show collections of popular bands and musicians, etc. Although not all users would adopt these functions, they well satisfied a minority of users' needs and increase stickiness. What's more, its message function is highly organized, with all reminders and sources clearly displayed on a single page and can be checked by users conveniently.

However, there are much missing content and empty pages shown in Showstart, especially on the discovery page. While exploring for the live house, the recommended venue showed an empty profile page without any useful information, making users confused and the recommendation function inefficient.

In the whole show tickets selling market, it is acknowledged that Damai and Showstart are full line generalists, who gain profits by enlarging the business scale. Damai's business strategy is to provide access to large quantity ticket purchases, so it designed every microsite

carefully and tried to provide all kinds of show tickets to gratify most users' needs. They also

improves its purchase and payment system to make the deal more efficient. When it comes to my

product, its strategy is to become a market specialist in live show category. Therefore, I analyze

users' journeys and find their pinpoints to provide more related functions including provide
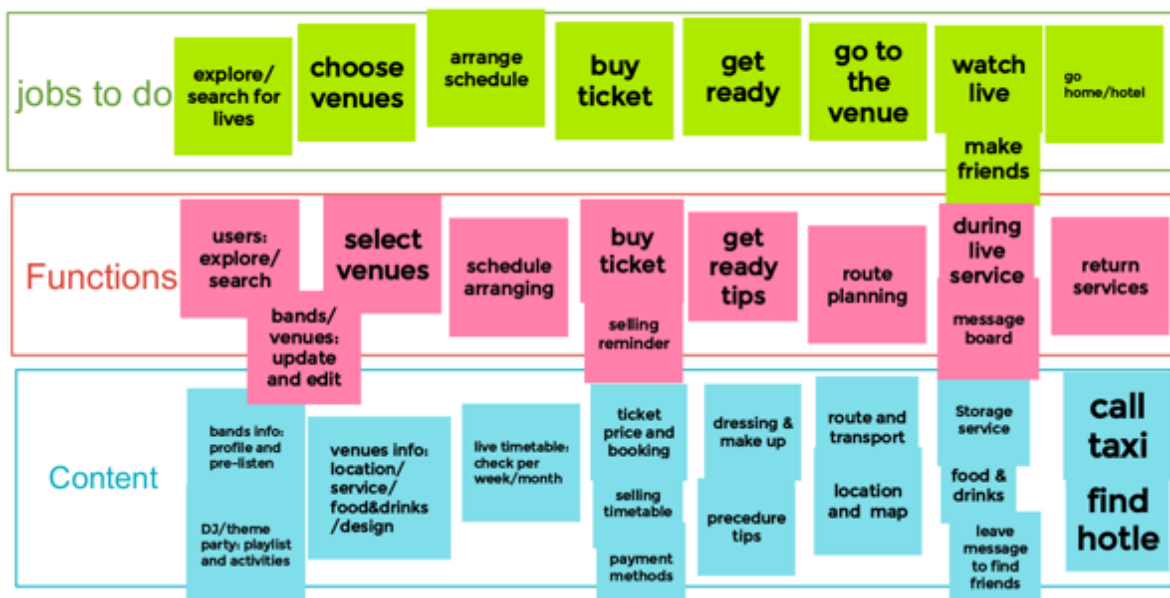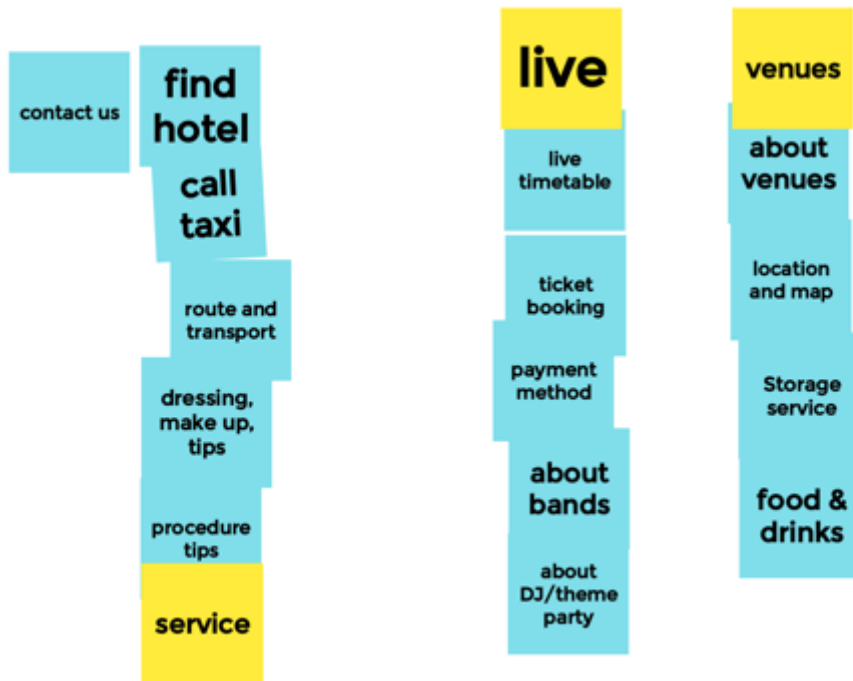
services and tips to the audience.
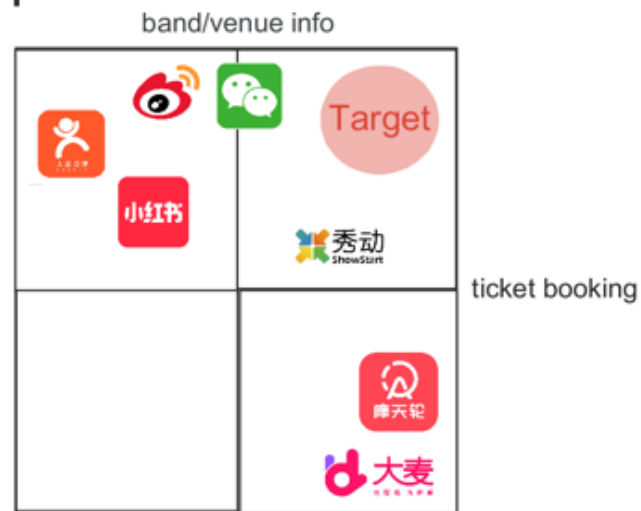
Requirements

According to the user journey, there are a series of jobs to be done. Firstly, users need to explore or search for live shows, sorting by musicians, venues, category and time. Secondly, users need to buy tickets. Thirdly, they need other information for preparation, including dressing, make up tips and process knowledge. Moreover, users should plan which route to choose and transportation. Besides, users would also need to find accompany to watch the show tighter. Last but not least, they need to return home after the show by taxi or find hotels to stay.

Based on analyzation of user's needs, the information and functional requirements are as follows. Firstly, the product should provide detailed live shows information, venues information and musicians information, including musicians' music pre-listening, performance videos, venue's location and services, etc. Secondly, there should be ticket purchase reminder and payment tips. What's more, the product should provide users with seasonal fashion tips, maps of venues, transportation planner, taxi booking, etc. Besides, the product should also enable users to find fellows and talk about live show related topics.

functional and informational requirements

jobs to do	explore/ search for lives	choose venues	arrange schedule	buy ticket	get ready	go to the venue	watch live	go home/hotel
							make friends	

Functions	users: explore/ search	select venues	schedule arranging	buy ticket	get ready tips	route planning	during live service	return services
	bands/ venues: update and edit			selling reminder			message board	

Content	bands info: profile and pre-listen	venues info: location/ service/ food&drinks /design	live timetable: check per week/month	ticket price and booking	dressing & make up	route and transport	Storage service	call taxi
	DJ/theme party: playlist and activities			selling timetable	precedure tips	location and map	food & drinks	find hotle
				payment methods			leave message to find friends	

After confirming the content scope, I have asked users to do card sorting to see what content they would like to see in the same section. The card sorting sample are as follows. Based on the card sorting test, I set the information architecture of the product and design the interface.

contact us

find hotel

call taxi

route and transport

dressing, make up, tips

procedure tips

service

live

live timetable

ticket booking

payment method

about bands

about DJ/theme party

venues

about venues

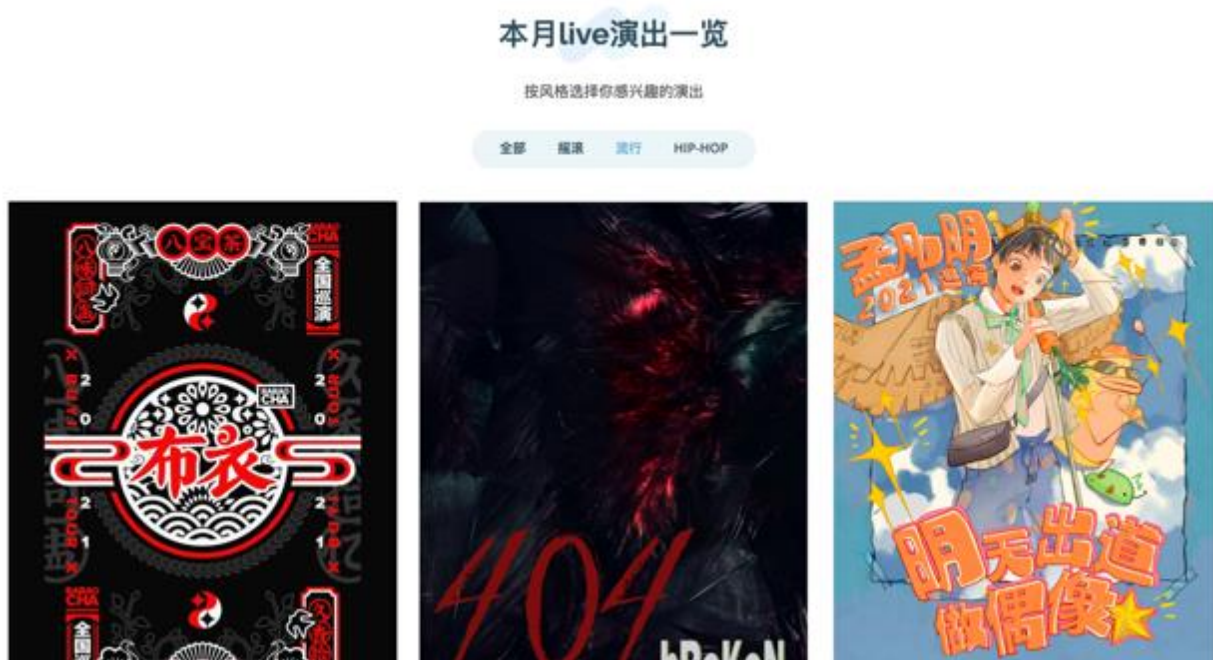location and map

Storage service

food & drinks

Design

Firstly, the navigation and information architecture. This website consists of six sections, including landing page, live show, live house venue, musicians' community, fans community and services.


The landing page consist of overview of the website and recommendation of live shows and musicians.
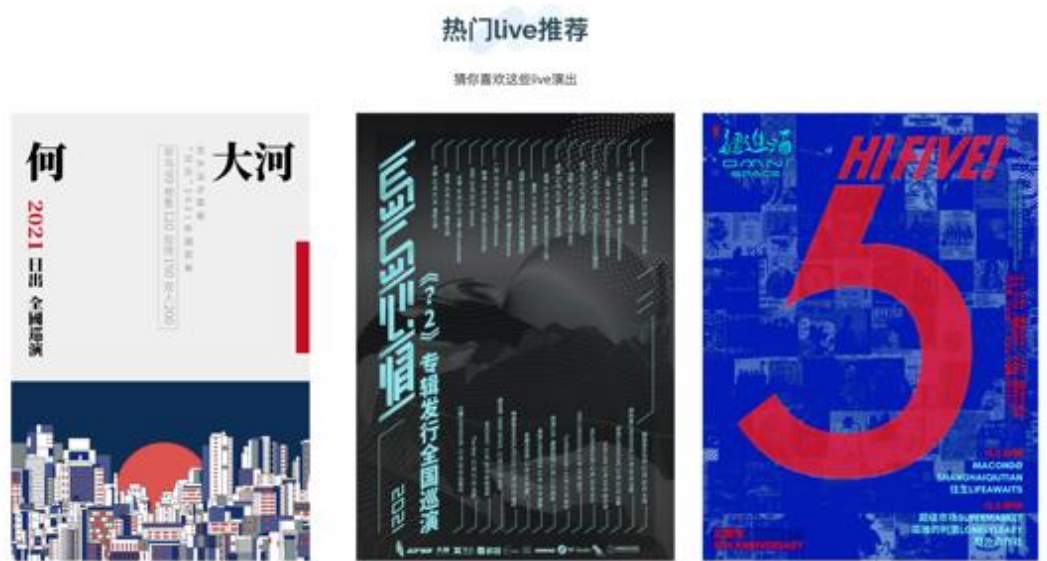
The live show page shows performances in one month and sorted by music category. The detail shows detail information in the website and purchase button leads to outside the website.


Live house venues page contains venues basic information and map. The venue profile page shows the detailed information like service and equipment, and the inner photos of the venue.
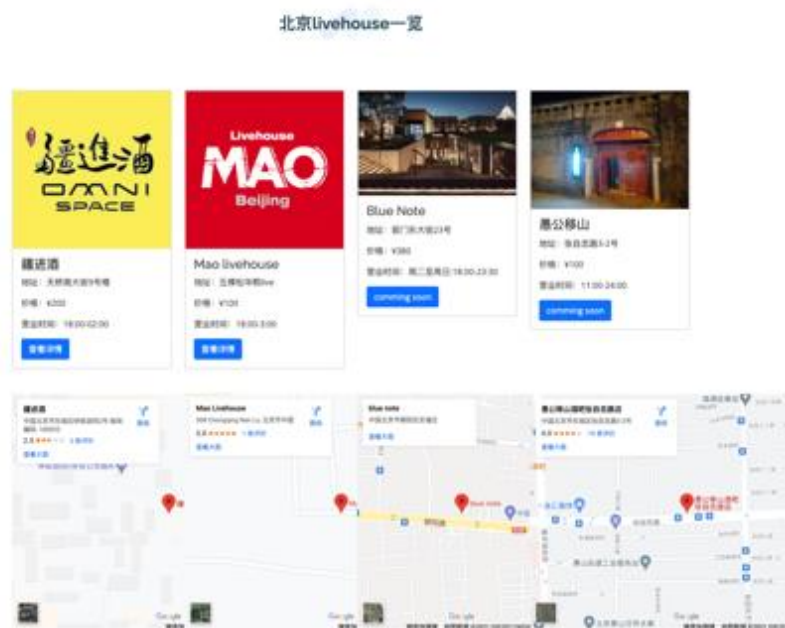
The musicians' community page consists of musicians' moments and gallery. The musician's profile page contains musicians' performance videos, moments, music pre-listening, and recent live shows. Users could also follow the musicians to see their latest posts.
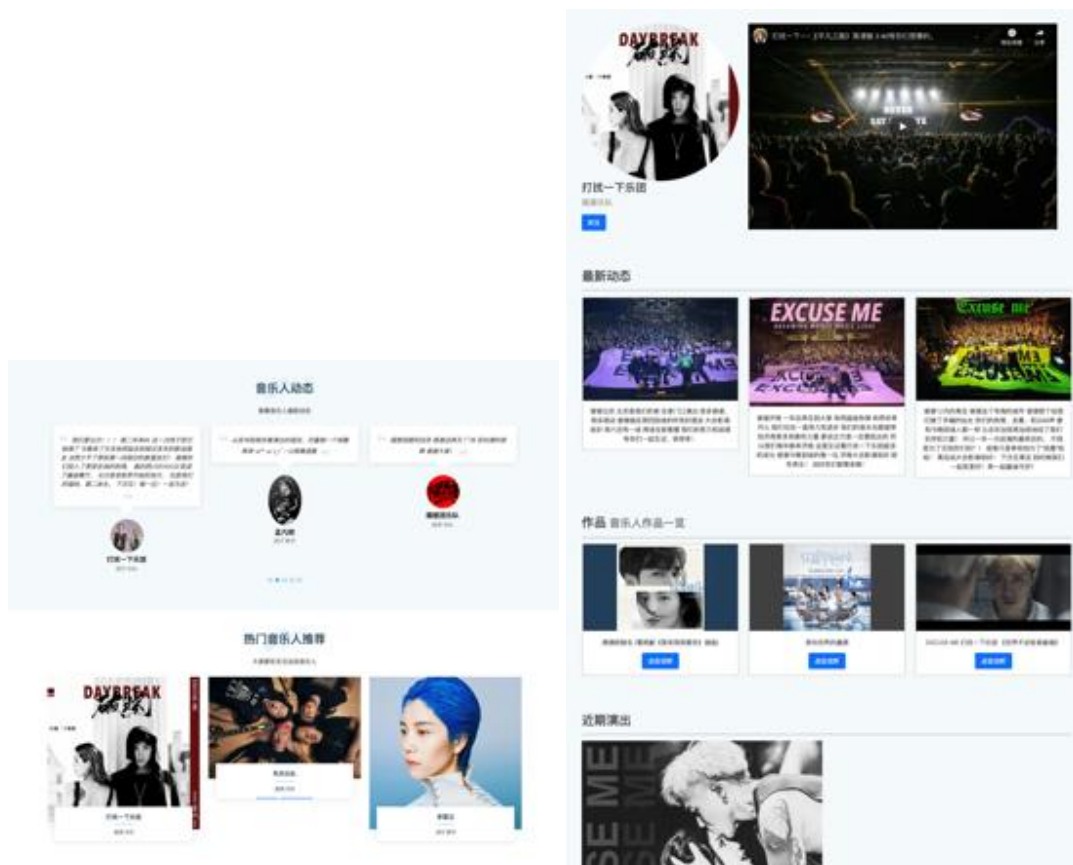
In the fans community page, users could find fellow to watch live shows together and talk about all live house related topics to increase their engagement.

The service page consists of pre and post-trip services. Pre-trip services gathered much useful information for female users like outfits and makeup tips. The post-trip services help them with transport planning. Most live shows ended at midnight, and it would be very convenient to book a taxi early.
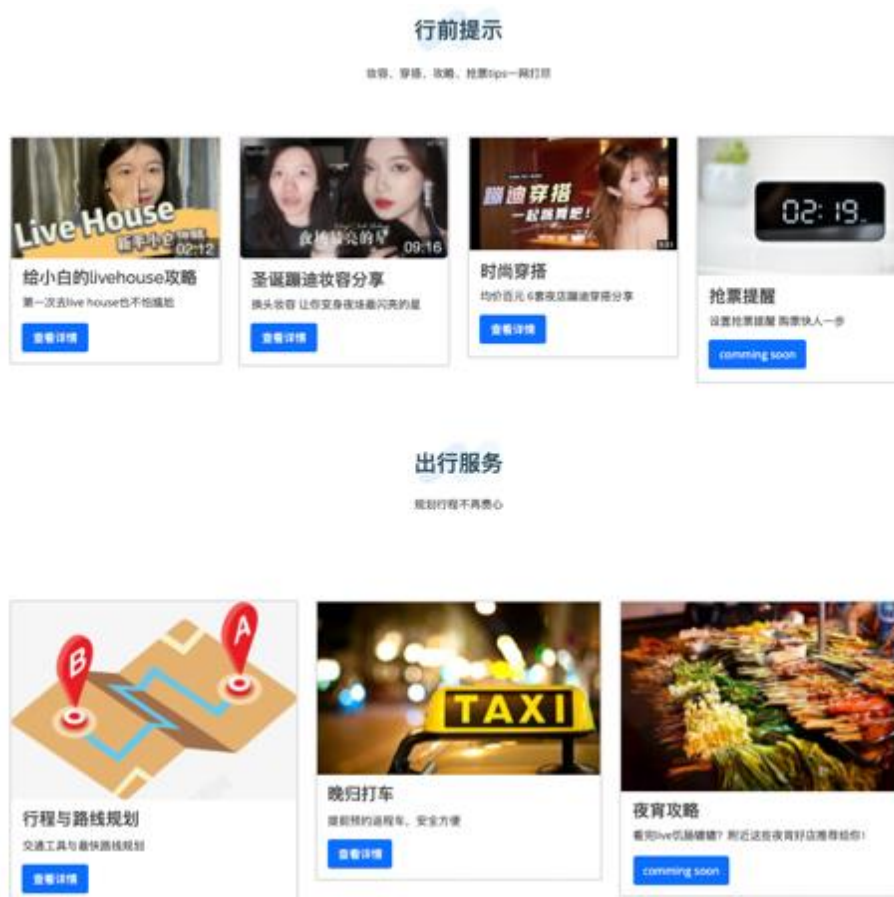
Evaluation

Usability Test

In the usability test, I have found 5 people to test each version of the live-house platform. These people are 3 music enthusiastic fans and 2 general music fans who have met problems when searching for live-house information. They were asked to do two tasks: first, find a live show they are interested in and buy tickets; second, find a musician they like and follow he or she. After doing tasks, they gave gratification scores and some suggestions. Their suggestions contain a wide arrange of aspects including buttons, layout, filter, etc. Some of them met failure while doing tasks. The analysis report discussed problems found and suggestions about improvement.

Mobile Version

The average gratification score of the mobile version is 3.7 and the average time of completing tasks is 5mins. Most participants liked its clear information structure and nav-bar display, three of them think it is easy to use. But they also find several problems and drawbacks to improve.

Three participants mentioned they were redirected to unexpected pages after completing tasks. Firstly, the products would redirect users to live show list after purchasing, because it assumes most users find live show in this page. However, two participants found live show in recommendation block on home page and the redirection made them quite confusing. Secondly, the products would redirect users to "my following" page after click followed button on musician's profile, as it assumes users would like to see this musician's post appear in this page. However, three participants mentioned that they would rather see a "you have followed with success" page or a following list rather than being redirect to a unfamiliar page. One participant

also suggests showing a following list or recommendation of other similar musicians would be better.

Four participants have met click problems when purchasing tickets on live show list page for the purchase button is too small. On the home page participants also find it difficult to click the recommended live show because it only functions when clicking purchase button but she keeps trying to click the pictures of the live show. They also help me delete some useless button like exist button on login page.

All participants have failed at clicking recommendation sections on home page. They mentioned that they would like to check home page and find information there when use a product for the first time. So, the failure of clicking on home page made them quite confusing. Their first choice is to find all information they need on home page rather than explore other page by navigation which I have never thought before. A participant also mentioned that she would like to see recommends on musician's profile so that she can find more similar musicians. Another participant also said she want to buy tickets in musician's profile page but there's no recommends sections and purchase buttons.

All five participants describe the purchase process as fluent and easy, however, they mentioned that there's no detail information page before purchase. They can only see basic information including date, venue, and musician, but they would like to know more about the show, music, poster, style, etc. Therefore, a detailed information page of live show is necessary for them to make decision.

Participants came up with several labels' names confusing them. For example, the live house label on home page means the live house venues, but one participant thought it to be live

show as in china live house also refers to live show. And my following label on community page is also confusing because participants cannot relate it to moments and posts of musicians.

Desktop version

The average gratification score of the desktop version is 4, and time of completing task is 2mins 15seconds. Two participants mentioned they like desktop version more than mobile version because it is designed more straightforward, and the layout is not narrow so they can see more information clearly when scroll down. However, many of them met failure when login in.

Three participants failed at login because there is a bug that would redirect them back to login page repeatedly. They help fix this bug and suggest it appear when clicking the purchase or follow button. Tow participants mentioned that compared to home page of mobile version, the nav-bar on desktop version home page is not that significant and they find it inconsistent. A participant also mentioned she did not find filter on musician square page because it is insignificant.

Two participants brought up that they would like to see more information on musician square page and profile page. It only displays two musicians of recommendation block, and they would like to see more and explore. One also said she would like to see more musicians-related live shows. Another participant suggests that the follow button should not be displayed on musician square, instead there should be a show-more-detail button leads to musician profile page.

All five participants like the service page with multiple functions and information, but they think it lacks a nav-bar, only when they scroll down can they see what services are available. They would like a clear introduction when hover or nav-bar inside this page helping them find these services with ease.

A/B test

In the A/B test, I track two elements on the landing page in order to test the following musician function of the website. In the origin version, the follow link is linked to the musician's name, when clicking musician's name, it would remind users they have followed musician successfully. In the variable version, the follow link is linked to musician's image.

After the A/B test, the data shows that original version has longer staying time and more pages were viewed. The variable version also has higher bounce rate which indicates users unsatisfied with the content and buttons. To extend staying time and reduce bounce rate, the landing page should be more attractive providing multiple information and interactions. Further optimization of follow function should also be conducted by add a significant follow button under musician's name, reminding users about this function more efficiently. Besides, the service page should also be optimized by A/B test, to find a more systematic structure for multiple functions in the services page.

Recommendation

Based on usability test, participants like to scroll down and explore more rather than try to find buttons and information on mobile version. I would like to improve by provide longer content page and let users scroll and explore, making them more engaging. Besides, I should make more effort to the filter and nav-bar displaying on desktop version, especially in musician page. If the community function of follow musician and check their lives runs in real life, users would like to search and explore for more musicians and see their posts better displayed on musician square page. Some participants even mentioned they would like to see interaction between musicians which I have never thought about before. Moreover, many participants give suggestion about the community function, because they would like to see post from musicians directly rather than find them in my following page. I have transferred this page into moments of musicians to satisfy their needs. Last but not least, I thought users would find commercial content and recommendation annoying, but in the usability test almost all participants expressed their fond of recommendation section and ask for more information. I would work on adding more information of recommendation for display to attract users' attention when they enter the landing page.

This platform gains its profit from three resources: advertisement of live house, premium services for users and insert advertisement of live house related product/services. Live house owners can pay to put advertisement for their latest or special lives and choose different position/style of ads on front page, they can pay per day or per click. The premium services including automatic live house trip planner, ticket selling reminder, push for bands/lives update, discount on hotel or taxi booking, etc. There are also insert advertisement for all live house trip

related products and services can insert ads, for example jewelry in live house style, hotel nearby venues, BBQ or bar providing late night supper, etc.

Right now, the information in the profile page comes from Weibo of bands. Therefore, I intend to design function which enables all bands and live house owners update and edit their latest information in the future. To make the product sustainable, the product should attract enough musicians to register, and the update function should be simple enough for them to adopt. Otherwise, it would be a heavy load for them to update both the product and other social media platforms. Moreover, the product should have enough users to attract live house owners to join and make further advertisement. So, to drive growth of users, the affiliate campaign should be arranged by inviting KOLs recommend the product as well as inviting musician's fans to gather in the fans community. Furthermore, the product should also develop a more efficient trip auto planner and reminder function preparing for further premium plan.

Appendix

Username: Jilin yan

App:

Time to complete each task: 5mins

Failure and difficulties: buy tickets buttons too small, position of button

Gratification score: 3.5 click not sensitive speed low, satisfied with functions of dress, and make up

Suggestions: maybe you like for musicians, like navigation, esay to use, too narrow

desktop:

Time to complete each task: 2.5mins

Failure and difficulties: bugs on login and register, failure of showing more lives of the same musicians on purchase page.

Gratification score: 4 fits in pc platforms, easy to find and clear structure, categories good diversity, good functions display

Suggestions: good recommendation display

Username: yiyi pan

App:

Time to complete each task: 4mins

Failure and difficulties: latest live on front page, by date, theme party, scroll, number, profile of musician, my following, back button position

Gratification score: 3.5-4 good functions and information collections and diversity, good journey and needs satisfied.

Suggestions: click failure too much

desktop:

Time to complete each task: 3.40 mins

Failure and difficulties: bug in login and register, failure of buying ticket

Gratification score: 4 detailed services and tips, like this multiple information

Suggestions: login and register bugs

Username: ruining li

App:

Time to complete each task: 2.40 mins

Failure and difficulties: no have-followed page, confusing of venues and shows, difficulty in coming back

Gratification score: 4 no failure happened, directly going to purchase page

Suggestions: ok button too small, not sensitive, not functional sorting by date

desktop:

Time to complete each task: 1.40 mins

Failure and difficulties: bug in login and register, cannot sort musicians

Gratification score: 4

Suggestions: hoping to sort and explore more musicians, want to join in discussion, front page show more information in recommendation section, live house title confusing, services contains too much information want more nav-bars or info.

Username: can wang

App:

Time to complete each task: 5 mins

Failure and difficulties: login page has out button confusing, difficulty of click live show frontpage, want to see detail information before buying, difficulties of finding moments of musicians, musicians square confusing want to see musician moments on this page, front page back failure when purchase

Gratification score: 3.5-4 like tags and profile of musician, likes tips and services

Suggestions: want to make comment on musician profile, moment detail page, notification of live performance, safety concerning, functions reminder in purchase page, venture plan automatically.

desktop:

Time to complete each task: 3.40 mins

Failure and difficulties: producer page failure, do not have purchase link on live show list

Gratification score: 4 has detail information, good musician profile, very functional, better than mobile version

Suggestions: inconsistency of style and design between different platforms, category not attractive and too small, want to sort lives by musicians, want recommendation on top, moment too big on my following page, like and save some tips and discussions. Front page does not convey information and purchase functions.

Username: yaya zhang

App:

Time to complete each task: 1 mins

Failure and difficulties: failed at clicking front page musician, failed at buying ticket in musician profile

Gratification score: 4 want to go back to front page after followed, jump to different pages logic confusing

Suggestions: want to see live show directly in profile page, want focus list in my account

desktop:

Time to complete each task: 1.50 mins

Failure and difficulties: bugs in musicians' live

Gratification score: 4 like login process, and multiple information, musician square recommendation sections button should be detail not follow

Suggestions: like live show page, musician filter too small and insignificant