1. **Write a short introduction to a problem that interests you tremendously.**

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, they 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.

2. **Interview five persons who share that problem with a list of interview questions**

Q1: Have you gone to a live house? If so, how often do you go there? If not, why?

Q2: What do you think is most important for a happy live-house trip?

Q3: How do you prepare your live-house trip? Did you meet any difficulties?

Q4: What information do you need? （e.g. transportation, tickets…）

Q5: Where do you get the information?

Q6: Did the platforms you use meet your needs efficiently?

Q7: Where do you find it well/badly designed?

Q8: How do you want the platform to improve?

Q9: Do you have any other request about these platforms?

Q10: What about your experience there? Any service you need during or afterwards?

3. **Find persona types**

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 Xiudong/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 go to unfamiliar venues.

B: the trendy chaser (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.

C: student 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.

4. Develop a current journey map based on "one" of the persona types chosen.

I would like to choose the persona of student live fans. 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.

Please check journey map in attachment

5. Define a problem statement for the chosen persona.

How might we make a student 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.

6. Create a story map from the journey map.

Please check in attachment

7. Perform an open card sort.

Please check in attachment

8. Create a position map describing competing product solutions

Please check in attachment