

---

# live house information platform

update of assignment 4 version

---



# **1. introduction to probelms**

# introduction to problems-users

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.

# introduction to problems-owners

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.

# introduction to problems-bands

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.

# introduction to problems-other apps

Last but not least, ticket selling platforms like Motianlun and Xiudong, 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.**



## **2. users needs & personas**

# music fans

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

- Ø 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.
- Ø 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.
- Ø 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: general live fans (Siyu Xu, Xingyu Li, Jilin Yan, 23, female, student)**

- Ø Lifestyle: love to hang out with friends, they enjoy music, dancing and especially some theme party like K-pop.
- Ø Media usage: They may know live house through influencers or friends on social media like RED/Weibo/Yelp.
- Ø 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.



# influencers

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

- Ø Lifestyle: they are interested in go to all kinds of popular activities including band live.
- Ø Media usage: They love to take nice photos and post them on social media like RED/Douban/WeChat.
- Ø Problem: They care about the environment of live house, drinks and the time spent on planning.

# live house owners

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

- Ø 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.
- Ø 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.
- Ø 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.

# Music Bands

## **E: Music Bands (to be interviewed)**

- Ø 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.
- Ø 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.
- Ø 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.

# WHY CHOOSE PERSONA

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 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.

# WHY CHOOSE PERSONA

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.

## — problem statement

How might we make a general live fan address the problem of collect information about bands, venues, lives and purchase tickets 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.



### **3. business model**

# Business model:

**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.**

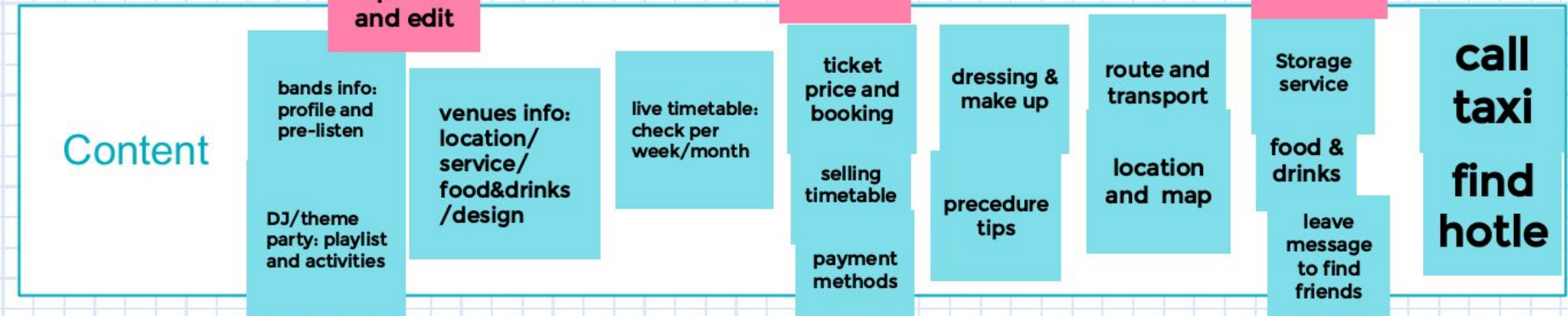
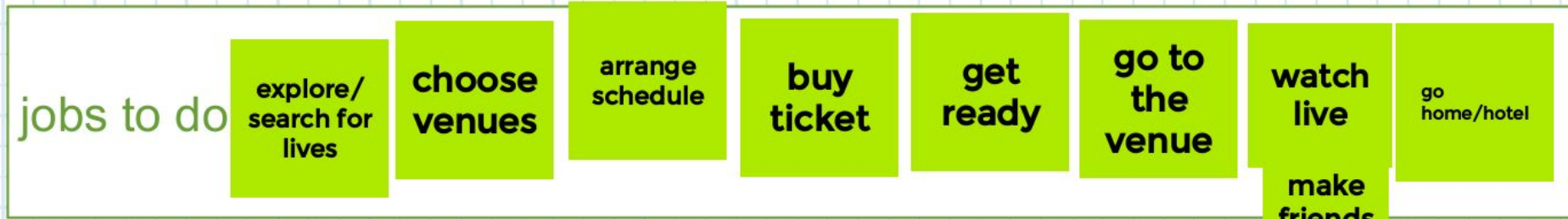
**Ø Advertisement of live house: live house can pay to put advertisement for their latest or special lives and choose different position/style of ads on front page, they can pay per day or per click.**

**Ø Premium services: including automatic live house trip planner, ticket selling reminder, push for bands/lives update, discount on hotel or taxi booking, etc.**

**Ø Insert advertisement: 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.**



# functional and informational requirements





## **4. data research**

# sources of data

**Weibo:** bands profile and detail information

**NetEase Cloud Music:** pre-listening and short video of bands

**live house websites:** all venues information/venue services/food/drinks

**Xiudong/Damai/Motianlun:** live show and activities timetable/ ticket buying method/bands name list

# scrap data/data cleaning

**choose Xiudong app for example.**

**please check the attachment.**



## **5. strategy to obtain non-existing data**

# strategy

1. The Weibo profile of bands as well as venues information can be updated frequently. **Therefore, i intend to design function which enables all bands and live house owners update and edit their latest information in the future.**
2. As for all location information (map, route, transport), call taxi function, i would like to use **API of Google map and DIDI.**
3. When it comes to dress & makeup and procedure tips, **Bilibili and RED also provide API**, so i can use the prepared content on these social media.