

INTRODUCTION

Nowadays in China, going to a live house after school or work has become a popular way for entertainment. As a music lover, I used to go to Shanghai for lives because it is always the first choice for performers for its complete infrastructure. However, since this kind of leisure manner is not prevalent, I find that all of the information about the shows and the venues is fragmented and not clear enough. There are some relatively mature websites like Damai and Xiudong, while the former mainly targets large-concerts and the latter provides only the ticket information. I have to download various apps for ticket ordering, route planning and information collecting. Thus, I want to build a website to integrate these information, based on music type and venues providing accurate information including the information of ticket, venues and transportation. What's more, I am going to add a discussion board where people can get to know those who would go to the same show.

In conclusion, with the help of this website, I hope users can get to whatever the information they need to arrange their time and plan the journey better. In the future, maybe more and more people will join us, facilitating more and more excellent singers and bands.

INTERVIEW QUESTIONS

1. Where do you know about the live show information ?
2. What is the first website/app you would like to check before deciding to go to the show?
3. Can you show me how you use it ? (the process)
4. What is the website/app you would like to check for entertainment information?
5. How to choose your hotel?
6. How do you arrange your time before the show?
7. Do you think each part of the website is clear enough to find the information you need?
8. What do you think this website/app can improve?
9. What content do you think can be added ?
10. Do you think the transportation information on the website is clear and accurate enough ?
11. Do you want to introduce this website to your friends ?

PERSONA

1. Rigen: Student, like live shows but have only been to Guangzhou's, would like to go to Shanghai
2. Max Chen: Student, often goes to live houses alone
3. Miss Bian: Student, love music but seldom goes to live, try to use the website to collect info.
4. Mis. Yang: Employer, has been to music festival many times
5. Vivi:



Name: **Vivi**

Age: **22**

Education: **Postgraduate**

Occupation: **Student**

Lifestyle: **Love music, love movies, like to meet new friends, delicious food, photography**

Music preference: **Pop, Rock, Hip-pop**

Media usage preference: **Xiudong(秀动), Meituan (美团), Xiecheng (携程), Weibo (微博)**

Life/Career goal: **Enjoy life every single day**

Tech product adoption pref.: **One of the Early majority adopters**

Daily routine: **Finish homework, collect information, order the ticket, buy the train ticket, plan the trip, order the hotel, watch a movie/go shopping, have dinner, watch the show**

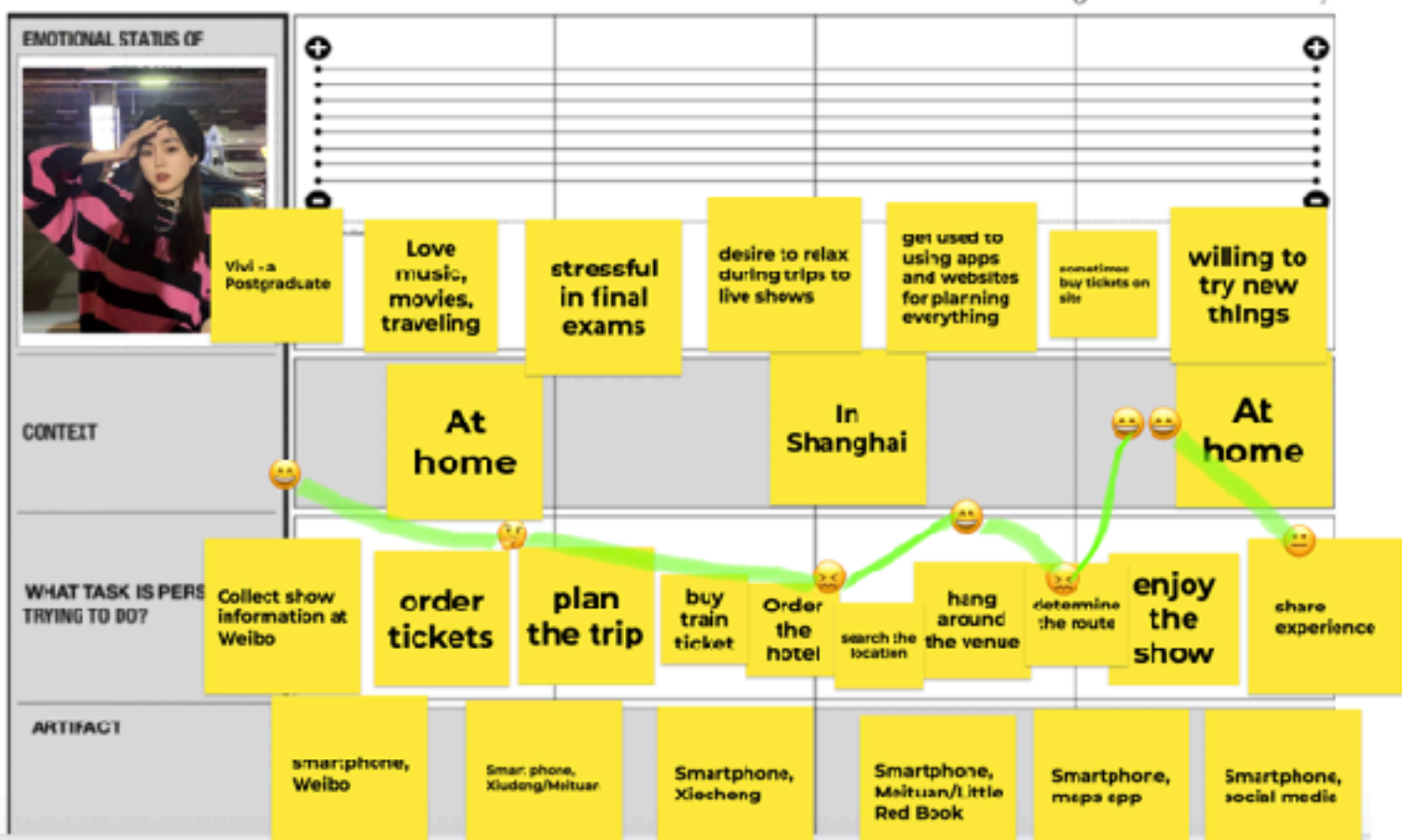
User Journey Map

I choose her because she is the representative of my target user who likes live shows and has been to live houses in different cities many times. She has a clear sense of what information she needs if she wants to plan a trip to Shanghai for a live show. Also, after trying almost every present website/app, she uses Xiudong most frequently but she still believes that there is a lot of room for improvement. Besides, she has introduced this kind of activity to her friends by sharing websites like Xiudong or Damai, but almost all of them can not have a general impression of ‘live’.

In conclusion, she knows the need of both the live music lovers and those who would like to give a try with our knowing where to collect information. This is the reason why I pick her as my persona.

CUSTOMER JOURNEY MAPPING

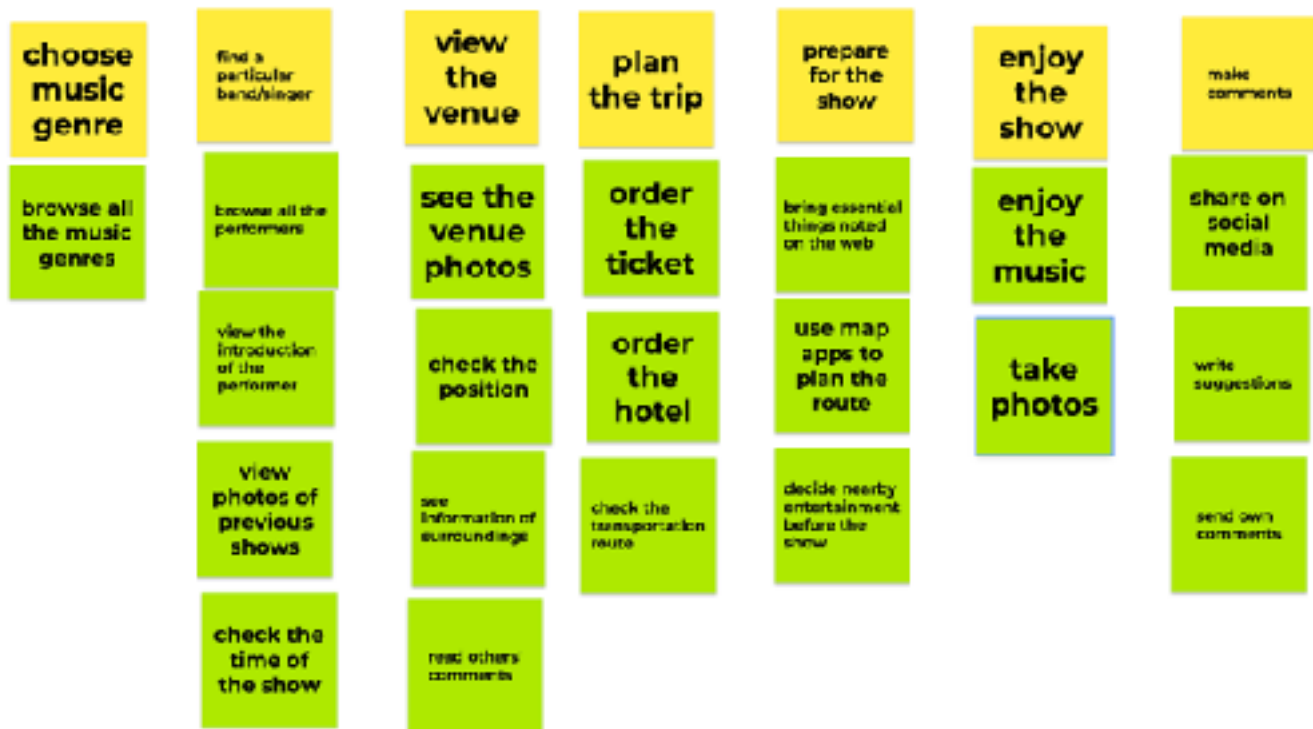
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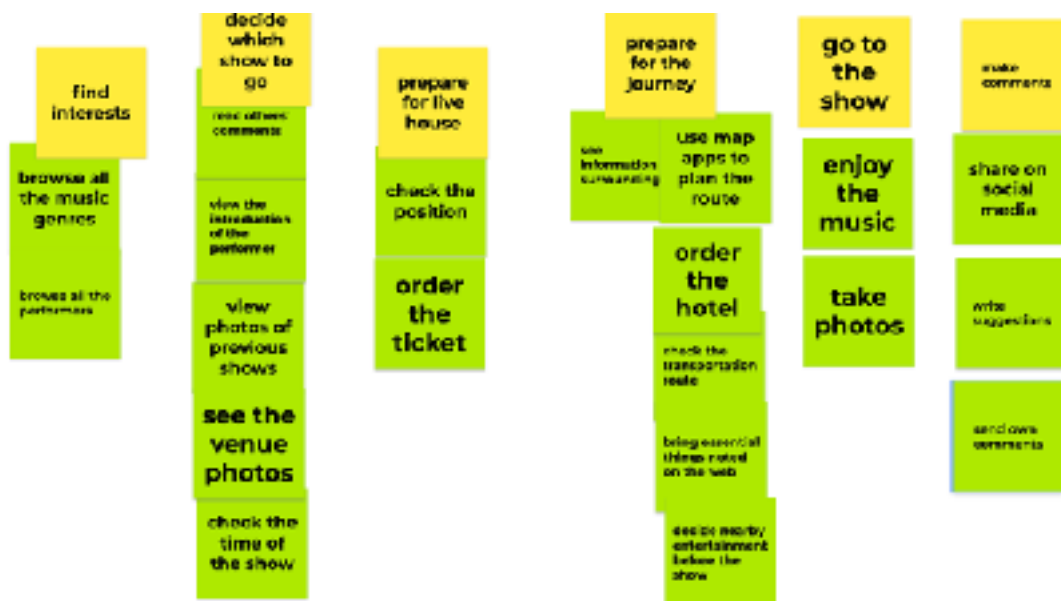
Personal Statement

How might we make a a student who loves music address the problem of making plans efficiently and getting accurate information of the show and the venues to achieve the goal of making the most of her time and providing the newest information.

Story Map



Sort 1



Position Map

Show
Information



Trip Planning