How to Do A Good Job of Website User Experience to "Tiger Tiger" Website as An Example

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Abstract

With the maturity of the electronic commerce system, the popularity of the network and the popularization of electronic commerce, do a good job of user experience for a website is very important. This paper mainly expounds the user experience of "Huhu" website and several methods to improve the user experience and maintain the customer relationship by mining the user data. Through these studies to improve the "hu hu" website.

Keywords

User experience; How to improve; "Tiger"; The customer information.

1. Importance and Classification of User Experience

User Experience (UE) is a purely subjective feeling built up during the User's use of a product. But for a well-defined group of users, the commonality of the user experience can be recognized through well-designed experiments.

Whether a website can attract visitors, user experience is the most critical factor. Whether it is the user experience of the interface or the user experience of the function, many websites can be said to be under the foot of the effort, in the continuous updating of more and more in line with the user's habits. Some big portal websites, such as Sina, netease and Tencent, all have their own UE team, which shows the degree of user experience. To do a good job in user experience not only requires efforts in the design of user experience, but also the development and maintenance of user information is the key to improve user experience. Different user experiences bring different effects to users.

1.1. Classify Different Websites According to Their User-friendliness

The classification of website user experience mainly includes sensory experience and interactive experience. The website production process is shown in Figure 1.
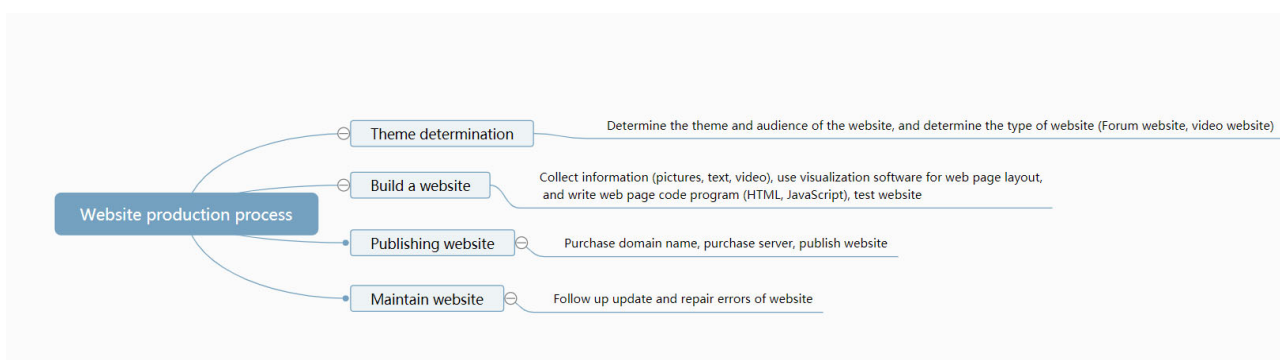

Figure 1. Website construction process

Sensory experience, a website preconceived of course is the feelings he brings to the viewer, can bring people sensory stimulation of the main site color collocation, plate layout, pictures, dynamic effects, etc., these factors together, will give a person a preliminary impression, and then the viewer will consider whether to continue to stay. The sensory experience presents the user with an audio-visual experience that emphasizes comfort. Before the website design, it is necessary to make clear the target customer group, and analyze the aesthetic preferences of the target customers, so as to determine the overall design style of the website. Simple page design, smooth speed.

Interactive experience, a good interactive experience can better improve the friendliness of users to the website, so that the website can be better promoted. An interactive experience presents the user with an operational experience that emphasizes ease of use/usability. The process of using the website makes it convenient for customers to communicate with them and answer various questions for them, as shown in Figure 2.

1. Theme determination
The purpose of establishing a website should be clear, the audience of the website should be accurate, and the type of the website should be determined

2. Build a website
Establish a website that meets the target, collect the information of establishing the website, and use the webpage making software reasonably

3. Publishing websitev
Apply for domain name, purchase server, release website after passing website test

4. Maintain website
Website update, repair errors······

Figure 2. Interactive flow

Secondly, the website user experience also includes emotional experience and trust experience.

Emotional experience, presenting users with psychological experience, emphasizing friendliness. Such as: column naming, column hierarchy, content classification, text arrangement, text font, fast channel and so on.

Trust experience, now to the user's trust experience, emphasis on reliability. Such as: search engine, company introduction, service hotline, effective way to complain, related links, help center, etc.

2. Overview of the "Huhu" Website

Website mainly for the Internet personage, such as grassroots webmaster, Internet operation workers, technical workers, e-commerce experts and other Internet conference information sharing. The website will publish Internet conference information and sell electronic tickets in a windowed way (group buying background hereinafter referred to as windowed).

In the middle and later stages of development, the website will introduce the gathering of Internet personages. After reaching the scale, the website will hold Internet-related training. At the same time, it will operate the offline gathering integration and form the O2O model based on LBS.

The local e-commerce association handover cooperation, its party information published on the website, to achieve the exclusive right of information, to bring us more popularity and opportunities. While bringing convenience to members, the website will become the favorite sharing and communication platform for Internet people, and it will be the gathering place for their latest Internet crowd.

3. VIP Website User Experience Design

The website is designed for the following aspects in terms of user friendliness:

The user object of the "tiger tiger" website

Website as a conference sharing platform, our user group is very wide, mainly is the Internet personage, such as grassroots webmaster, Internet operation workers, technical workers, e-commerce experts and so on all need to meet to understand their interested in the information of the crowd. The team first classified these users, roughly dividing them into regular users and key customers, and then tailored them to make them more user-friendly.

The user experience design of "Huhu" website

3.1. In Terms of Sensory Experience

The design of the website in terms of user experience should do a good job in sensory experience. We set the website as simple as possible and make the home page clear so that users can smoothly find what they want in our website. Do not let the user feel at a loss, more do not let the user feel at a loss. In the most prominent part of the site, it tells users that our site is an Internet sharing platform.

3.2. In Terms of Interactive Experience

The site has a kind of shopping guide that lets the user know what he wants to do, rather than waiting for the user to search through a pile of information.

3.3. In Terms of Trust Experience

The website provides the function of mail service, the user can order information the website will send the information that the user needs to the user's mailbox, the website guarantees that it will never send spam. If you have any questions, you can contact us for consultation.

3.4. In Terms of Interactive Experience

VIP website has an online forum area, users have any questions can also be directly published in the forum of the website, the website staff will be the first time to answer the user's questions. For important customers, we will arrange personnel to conduct telephone interviews, understand their needs, help them screen information, find out the most needed information to send to them, and provide good after-sales service for them.

Of course, due to the initial construction of the website, the user experience of our website still has a lot of shortcomings. For example, the setting of the website page is not good, and the communication with users is limited to the forums attached to the website. We will take time to improve our user experience and do everything user-centered.

4. Optimization of User Experience of "Huhu" Website

4.1. Website Content Optimization

The overall look and feel of the site to the customer's first impression directly affects whether the customer will stay on the site to purchase. So the first element of website optimization is to do a good job of website home page design. Home page design, should be based on the principle of harmony, balance and focus, will be different color combination. Collocation to form a beautiful page. The influence that according to colour is opposite to people psychology, try to apply reasonably.

Then there is the optimization of overall site content, first of all, let's take a look at taobao, the success, it is to see from the perspective of website optimization, a customer to online shopping mall, open the web site, he will be advanced to see see, don't order from the start, will under the where to find before I need goods, see if there are activities, were there many people buy, A good shop evaluation, etc., this is your own ideas, optimize personnel captures the user's idea, and then there's the taobao products classification, activity, auctions, group purchase, evaluation, tao jianghu etc. These are the taobao to guide users to buy elaborate design, the user think these are all he needs, give the buyer experience effect is good, The final achievement of Taobao's success.

So "tiger tiger" website to improve user friendliness, the optimization of the whole site is also very important. The specific points are as follows:

(1). Improve the loading speed of the website and bring more smooth experience to users.

(2) Screening all kinds of conference information, classifying all kinds of information into columns, so that different users can choose the columns in their own needs.

(3) do a good job of website page design for each column, can be designed for different classes of users.

4.2. Focus on Customer Needs

Website to seize the ideas of users, what need, the recent most popular information on the website home page as conspicuous as possible, so that more users the first time to see and generate interest, such as the latest discount activities in the website products, these can effectively attract users;

In this respect, the "tiger tiger" website can also be used to give discounts to our meeting information, and so on. In addition, according to the user from the visit to the completion of the transaction this process for a good link design, the focus of each link, step by step to guide the user.

4.3. Website Communication Platform and Interaction

For example, in the evaluation system of Taobao, users will choose the stores with many favorable evaluations. From the evaluation, we can find out the problems of insufficient products and whether customers have other needs. And each store has a Want Want function that provides online customer service answers

The VIP website only has the online forum system in this respect, and the feedback of user information can only be replied on the forum. The website can open online services such as QQ customer service in the future, and arrange personnel to conduct telephone service.

To do a good job of user friendliness is not only to design the user experience of the website, but also to develop and maintain the user information. In order to better develop the website and prepare for the development of offline activities in the middle and late stage, the website needs to develop, sort out and collect the user information.

5. User Development and Maintenance of "Huhu" Website

A good website to continue to operate, must continue to develop new users, and also to maintain a good relationship between old customers, these will involve the mining of user information. User experience refers to the services and feelings obtained by users during the process of using a website. It should include not only the products provided by the website, but also the services. After-sales service is also a kind of user experience, well done, can bring new customers, so, and customer relationship is related. Therefore, our team carried out the following customer information management:

5.1. Potential Customer Development

"Huhu" potential customers can include teachers and students, office workers and other people who are familiar with the Internet and need to learn new knowledge. First of all, we must continue to have new customers to join the publicity of our website, the main customers for the website are Internet people, the main promotion of the website has such as Weibo, QQ, BBS, E-mail and other promotion. Through the promotion of our website to continue to have new people to enter. Secondly, using the data mining to reveal new user behavior, to generate the prediction model, predict found some users in different cases have similar behavior, carries on the analysis, screening may be potential users, and effectively increase the service promotion effect, the potential users and the users interested in the combination of resources and services system, Provide active and personalized services for each user, and turn potential users into regular users.

6. Website User Information Management

There are more and more customer information data. Therefore, how to deal with the massive customer information effectively, mining and judging the consumption trend of customers, and realistically accurate marketing has become a big problem in front of websites. The website classifies user information, roughly dividing users into ordinary users and important customers

6.1. User Data Collection and Storage

The site classifies different users according to their demographic information, Internet use background, location, income level, occupation, geography, and preferences.

(1) User data collection.

The user data is saved by type as user information data, user demand data, user behavior data and user feedback data.

(2) User data consolidation

The above data information is sorted out and users are divided into ordinary users and important users according to their income and occupation.

6.2. User Characteristics and Group Classification

(1) User characteristics analysis.

In view of the user data in the data warehouse, a variety of data analysis and mining methods, such as association analysis, sequence analysis, are used to analyze the user characteristics, mining the hidden information needs of users, obtaining the key characteristics necessary for managing the interaction between users and the website, and predicting the future behavior of users. User's characteristics include user's identity characteristics, user's demand characteristics, user's behavior characteristics.

(2) User group classification.

According to the above analysis of user characteristics, the user groups are classified, such as students and white-collar users, general Internet users and e-commerce experts. For the

general population, the website can be promoted through email, microblog, etc., but for the middle and high class people to develop as big customers, the team will take the initiative to communicate with the user, further understand the characteristics of the user, and develop special user service experience for them.

6.3. Maintenance of Old Users

First of all, the information in the data warehouse is used to analyze and evaluate why users lose, which factors lead to the loss of users, so as to identify the potential loss of users. Perform different user maintenance for different users. For most regular regular users, email them about the site's discounts. For those big customer sites in peacetime to communicate with them, holiday can send some gifts. In addition, more offline activities will be organized in the middle and later stages of the website to enhance user experience.

7. Conclusion

The website is in the early stage of construction, many aspects are still insufficient, so the number of users of the website is still very limited. The team should first focus on the promotion of the site, with the focus on attracting users. Only with users can we carry out the above user experience and customer relationship management. Through the above research, to bring good user friendliness to users, so that the website operation is better.

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