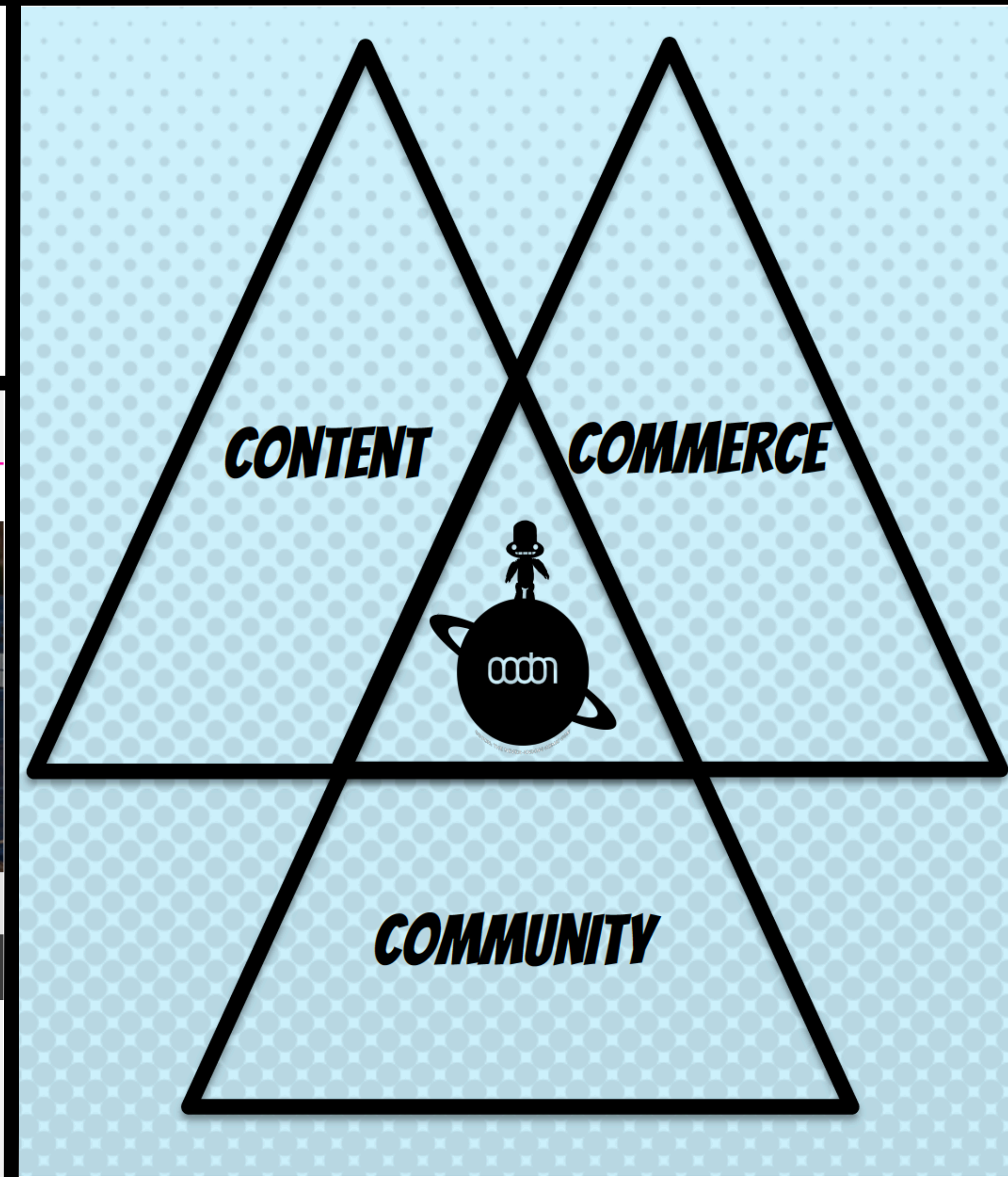
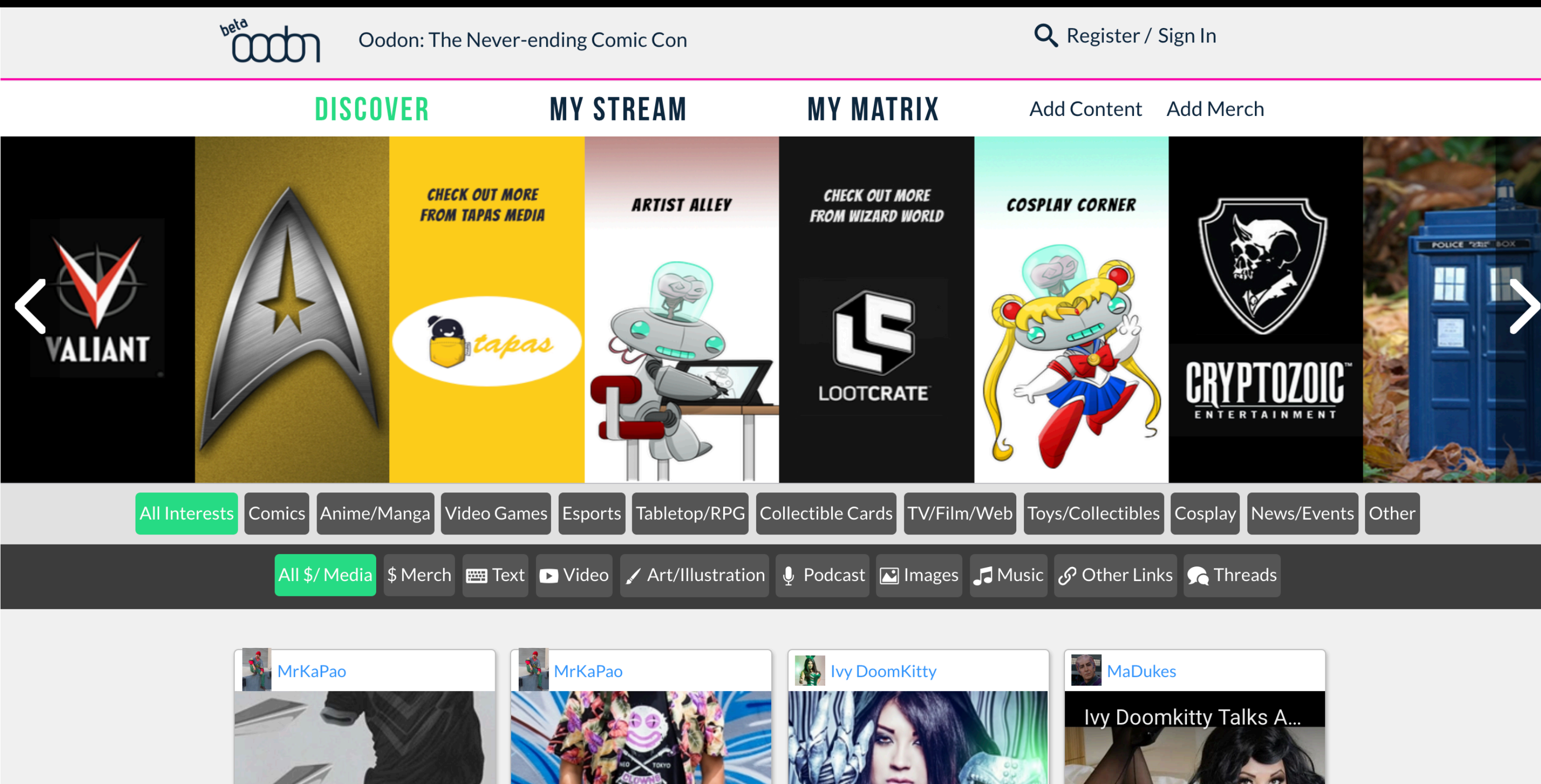




Presented by:
Max Cipicchia, Guy Loret De Mola, Patricia Lin

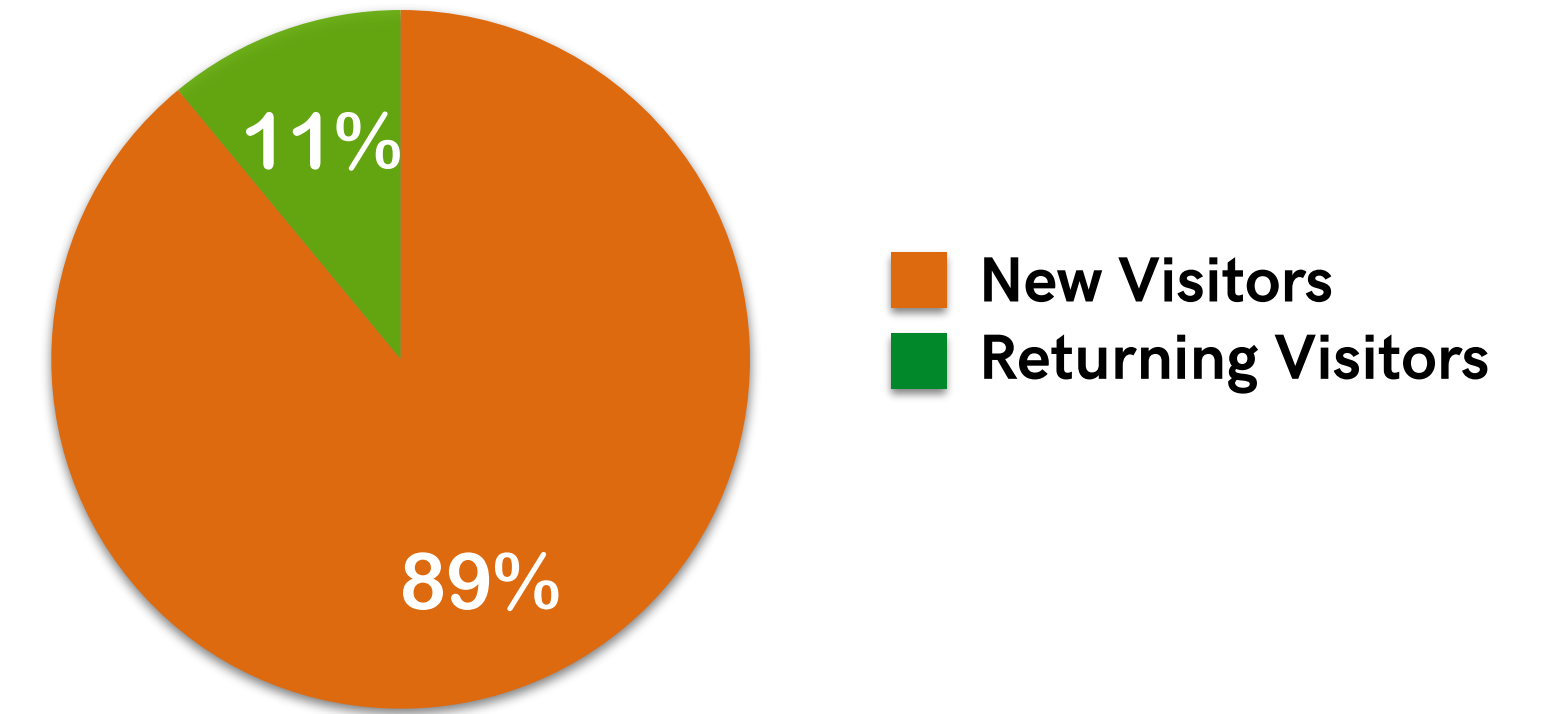
INTRODUCTION

Oodon is an aggregated content platform targeting geek pop culture. It's goal is to create one home for all fandoms to bring together all their content and merchandise, which is fractured across the internet. It's a concept that has a market, but for some reason, it is not getting the traction that is expected.

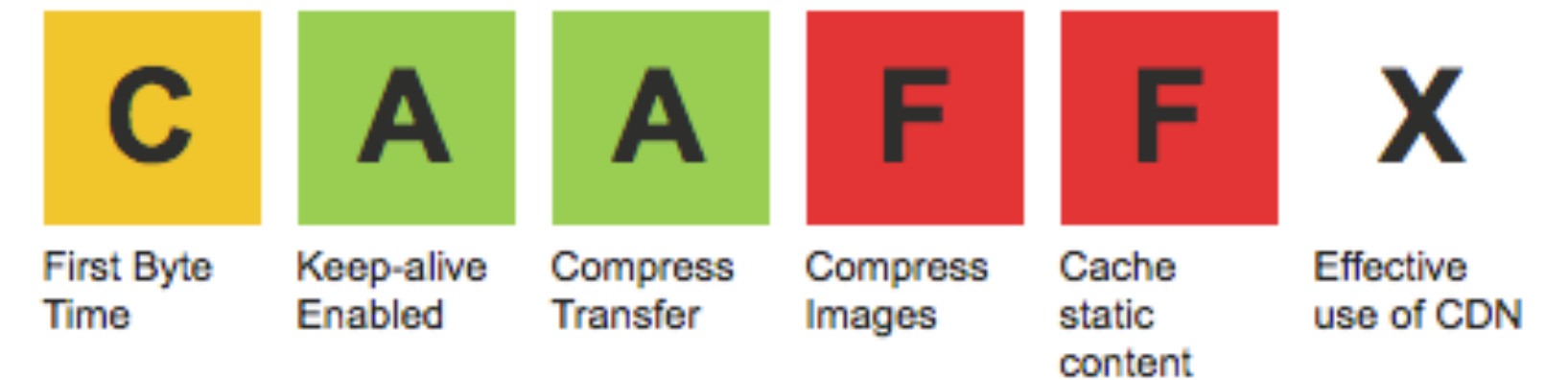




ANALYTICS



Web Test



HEURISTIC EVALUATION

	Description	Usability	Severity
Landing page	No animations, missing appeal, initial confusion	Learnability	5
Navigation	To much going on	Efficiency	4
Design	Not very attractive and feels old	Satisfaction	3,5
Sign Up	Too many steps to get signed up	Efficiency	3,5
Tags	Taking the main position on each page and not working properly.	Error Management	4
Adding Content/Merch.	Not friendly and with bugs	Error Management	5
Footer	Missing	Efficiency	3,5
Company Presentation	Missing	Efficiency	4
Content	No reason to come back	Satisfaction	4

C&C

	Oodon	leagueofcomicgeeks	Pinterest	Dribbble
Home	With confusion	Clear message	Forcing to Sign Up	Straight to the point - Visual options
My Stream/Tags	Yes	Different	Better organized	Yes - not highlighted
My Matrix/Profile	Yes - basic	Yes - rich of features	Yes - Clean and simple	Yes - Single or Team
Advanced Search	Yes - with tags/categories	Yes - by categories and visual	Yes	No
Follow	Yes	Yes	Yes	Yes
Add Content	Yes	Limited	Yes	Yes
Community	No	Yes	No	Yes - by categories
Reviews	No	Yes	No	No
My Collections/Favorites	No	Yes	Yes	Yes
Wish List	No	Yes	No	No
Activity	No	Yes	No	Yes
Rating	No	Yes	No	No
My Subscriptions	No	Yes	Yes - Different concept	See Collections

ical

Banner

Banner notes:

- Banner looks like ads
- Banner is not clear
- Banner is not professional
- Banner is not unique
- Banner is not beautiful
- Banner is not original
- Banner is not rare
- Banner is not unique
- Banner is not beautiful
- Banner is not original

Busy

Likes

Likes notes:

- Likes are not genuine
- Likes are not meaningful
- Likes are not helpful
- Likes are not useful
- Likes are not valuable
- Likes are not important
- Likes are not necessary
- Likes are not essential
- Likes are not critical
- Likes are not vital

FACTS ;

- MISSING GUIDE
- POOR VISIBILITY
- NOT FRIENDLY

QUESTIONS: ?

- WHAT'S THE GOAL OF A CREATOR?
- HOW TO HIGHLIGHT THE BEST?
- HOW TO MANAGE THE POSTS?
- WHAT'S THE MINIMUM USER'S NUMBER TO GENERATE TRAFFIC?
- WHAT'S THE KEY FACT?
- CRITICAL MASS!

GA-GUEST yellowpencil

Content

Selling

update

Things aren't current

It feels like your being forced to buy

Disorganized

Prioritize content

Missing Content

- Do not sell so much

- Fear of not getting recognized for their work or being plagiarised.

- Incomplete - Not enough

Buy

- Originality
- Official
- Rare
- Unique
- Beautiful
- Quality

Buy notes:

- Buyers want original content
- Buyers want high quality content
- Buyers want unique content
- Buyers want beautiful content
- Buyers want rare content
- Buyers want official content
- Buyers want to be inspired
- Buyers want to be entertained
- Buyers want to be educated
- Buyers want to be motivated

Disorganized notes:

- It's just not what I want
- It's just not what I need
- It's just not what I want
- It's just not what I need
- It's just not what I want
- It's just not what I need
- It's just not what I want
- It's just not what I need
- It's just not what I want
- It's just not what I need

Missing Content notes:

- Missing content
- Missing content
- Missing content
- Missing content
- Missing content
- Missing content
- Missing content
- Missing content
- Missing content
- Missing content

Small note at bottom center

QUOTES

This banner is too much to read right off the bat.

Where's the discussion? This is a cookie cutter site right now. As it is it doesn't show me anything. unique

[Geek Culture] is just an extension of my own expression of interest.

I just like reading people's crazy theories about what will happen next, and maybe make my own.

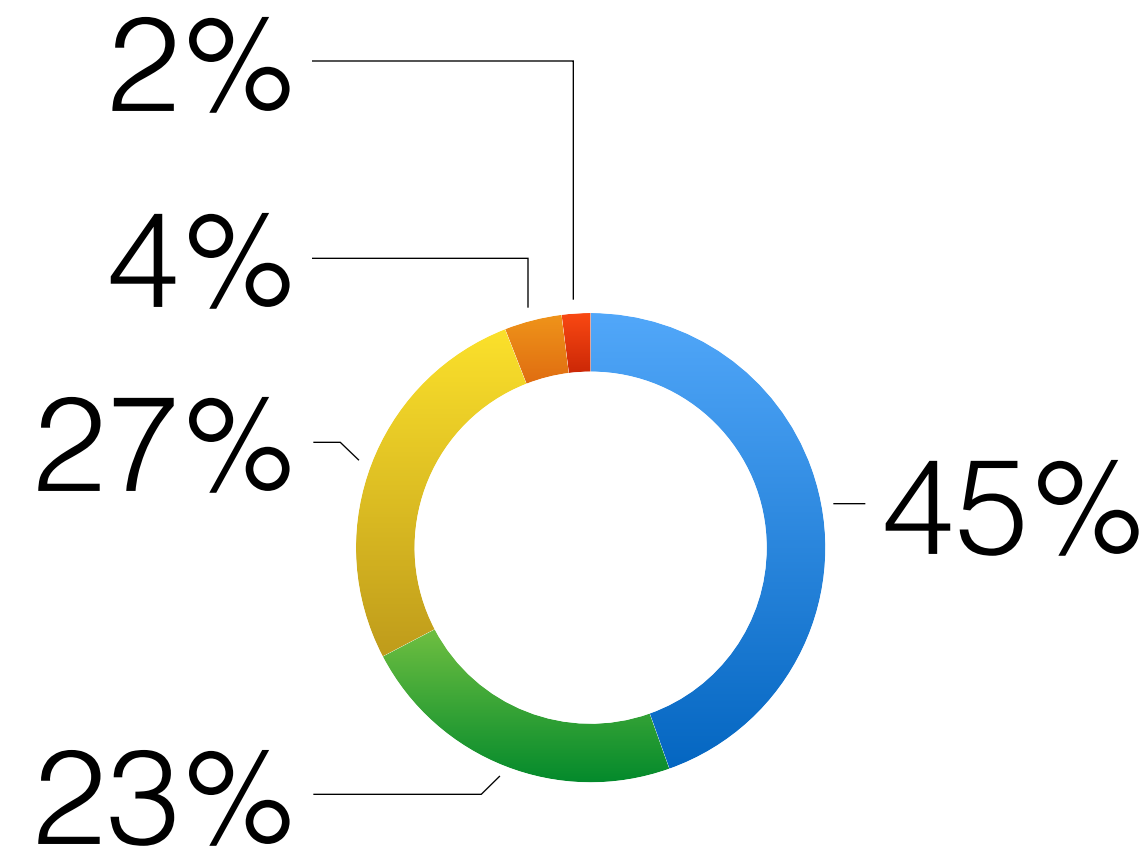
Usually I talk about [geek culture] with my friends. And if I don't have them, then I go somewhere where other people do that sort of thing.

It looks like they're selling things, but it's also like social media or something.

SURVEY

How would you rate your level of interest for a centralized resource to view/share content and buy merchandise?

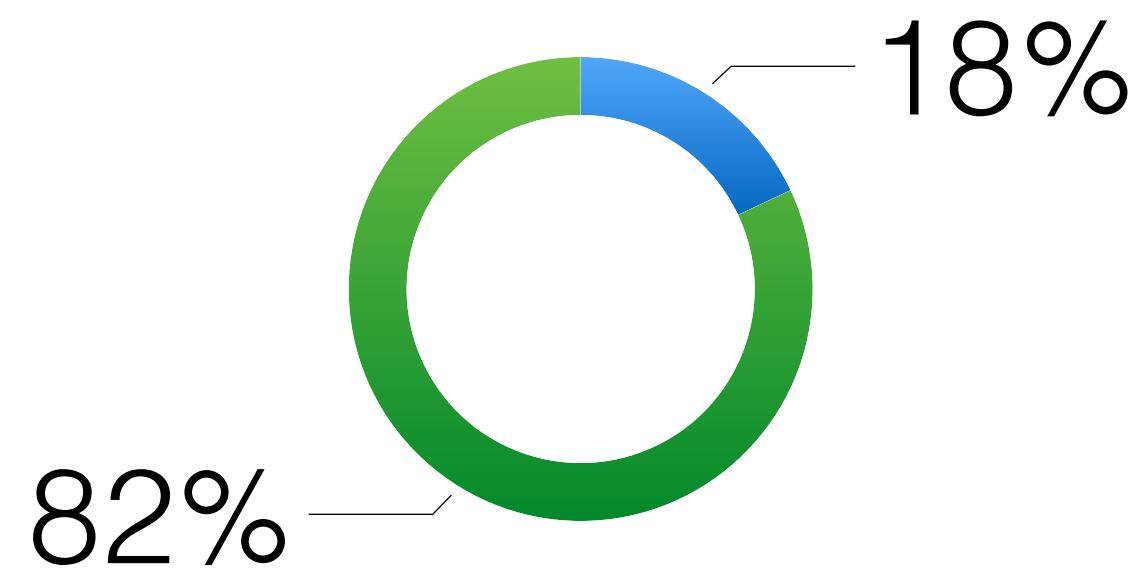
223 responses



- **Ecstatic! How soon until I can use it?! (Very Interested)**
- **This would be a useful tool and i could benefit from this. (Interested)**
- **I'll at least give it a look. (Some level of interest)**
- **I'm still indifferent about it. (Neither interested)**

Do you create or sell culture content and/or march?

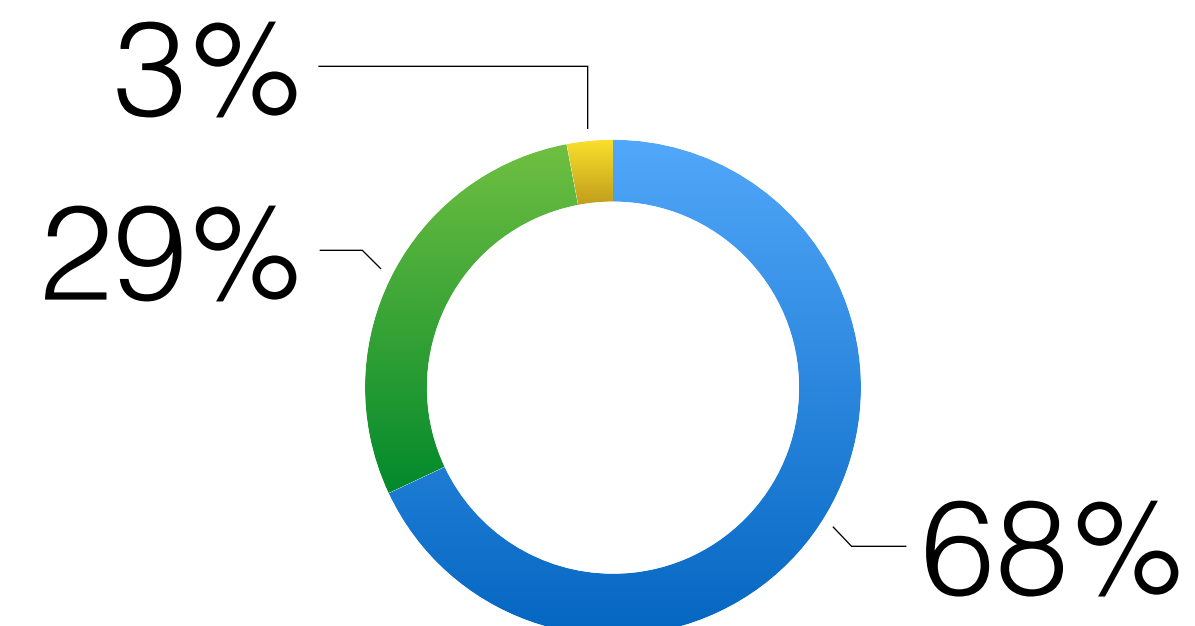
227 responses



- Yes
- No

If there were a central, online destination where you could view/share content and buy march, could you see yourself using it?

223 responses



- Yes
- No
- Maybe

INSIGHTS



Relationship to Geek Culture

For many, it is a scholarly hobby
Gives them a way to engage with like minded groups
A way to show off their creativity

About the Site

It is difficult to learn
There is no content that is relevant to them
Does not feel like a professional site
Seems mostly like a commerce site
No sense of community

PERSONAS

Creator



Curator



Follower



GARRY RICHARDS

Age: 28

Career: Script Writer

Gender: Male

Bio

Garry Richards is an aspiring TV writer.

He is a huge fan of television, particularly Marvel Animation, and later, shows like Battlestar Galactica

Seeing that mainstream media was not properly discussing geek pop culture, he decided to create several web series and podcasts to review and spoof his favorite shows and comic books.

His shows are diverse, have different collaborators and exist on several platforms.

Frustrations

- Too much to manage
- Difficult to build a fan base of his other shows for a new show
- Difficulty branding himself
- Has to tailor his output to the different platforms
- Difficult to grow because of competition



Geek Interest

Comic Books/ SciFi

Archetype



Media



AMELIA GONZALEZ

Age: 25

Career: High School Professor

Gender: Female

Bio

Amelia is an english professor by day, renaissance fair goddess by night.

After reading "The Hobbit" she became a self appointed Tolkein scholar. Her love for fantasy led her to the works of George R.R. Martin. She attends the local renaissance fair in costume as Arya Stark with her friends.

Amelia loves to share her latest discoveries online, the same way she loves to share her academic knowledge with her students. Amelia carefully picks what she shares with the world and her followers know that if she likes it, it's be good.

Frustrations

- Her posts get lost in the miasma of Pinterest and Facebook.
- Different platforms have different audiences. No dedicated site.
- Her public postings are not safe from internet trolls.



Geek Interest

Fantasy Novels/
Game of Thrones

Archetype



Media



TIFFANY LIN

Age: 22

Career: Social Media Marketer

Gender: Female

Bio

By discussing Naruto with people, she was able to make new friends. She loved to find interesting fan art online. As she started using more social media platforms, she was exposed to other anime, which she began to follow.

She enjoys updating and correcting the Re:Zero wiki fandom as well as cosplaying as Rem. She enjoys going on Reddit to have discussions and read theories.

Frustrations

- Going to separate sites for all her interests
- Not knowing the best way to contact the creators of the show
- Finding actual content for her different interests
- Prices of merchandise
- Discovering new content that could interest her
- Staying in touch with community outside of conventions



Geek Interest

Anime/Manga

Archetype



Media



PROBLEM STATEMENT



Geek culture fans need a centralized platform dedicated to all things geek culture because they must scour the internet to find interesting content, shop for geeky merchandise, and engage with other fans.

How might we create a space that brings together all their favorite content so that they can browse, post and discuss their favorite topics? Since Oodon is trying to create this new community, how might we plant the seeds by creating a homepage that sparks engagement such as adding content, curating content, and browsing?



FEATURES PRIORITIZATION

EXPECTED

Sharing Content (Reposting)
Top Search
FAQ
Profile
Newsletters/Subscriptions
Blog
Contact Form

Advanced Search
Collecting Content
Discussion Forum
Comments
Spotlight
Trending
News

Following
Card
Rating
Most Popular
Search

LOW ENGAGEMENT

HIGH ENGAGEMENT

Sign-Up - Pop Up
Staff Picks
On-Boarding
About Us
Banner

Current Filter
Original vs. Fan Media
Definition Section
Ranking
Badges
Separate Merch Section

UNEXPECTED



ABCD Testing



A

B

C

D

Editorial

Staying "in the know" is prioritized

Community

User activity is brought to the forefront

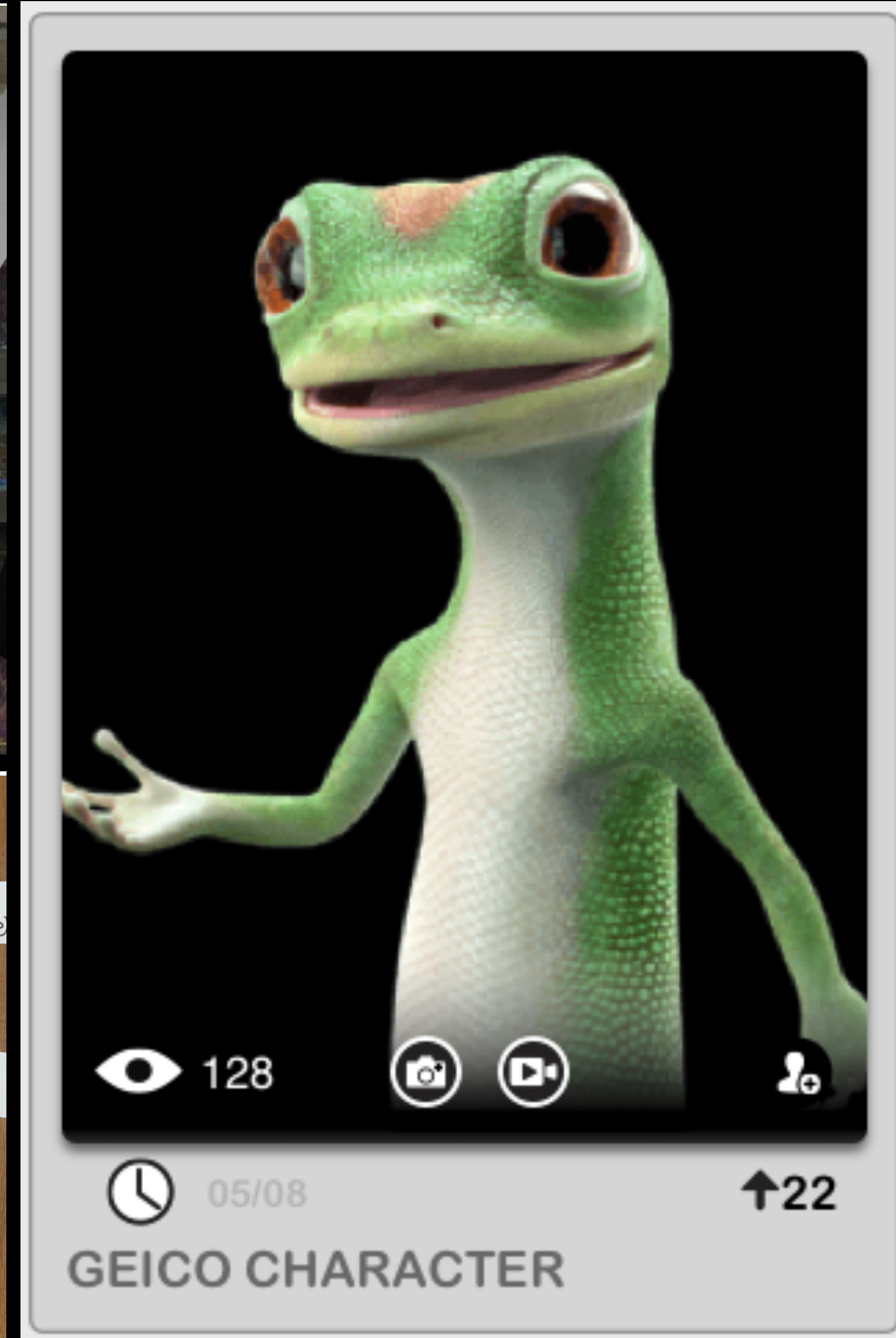
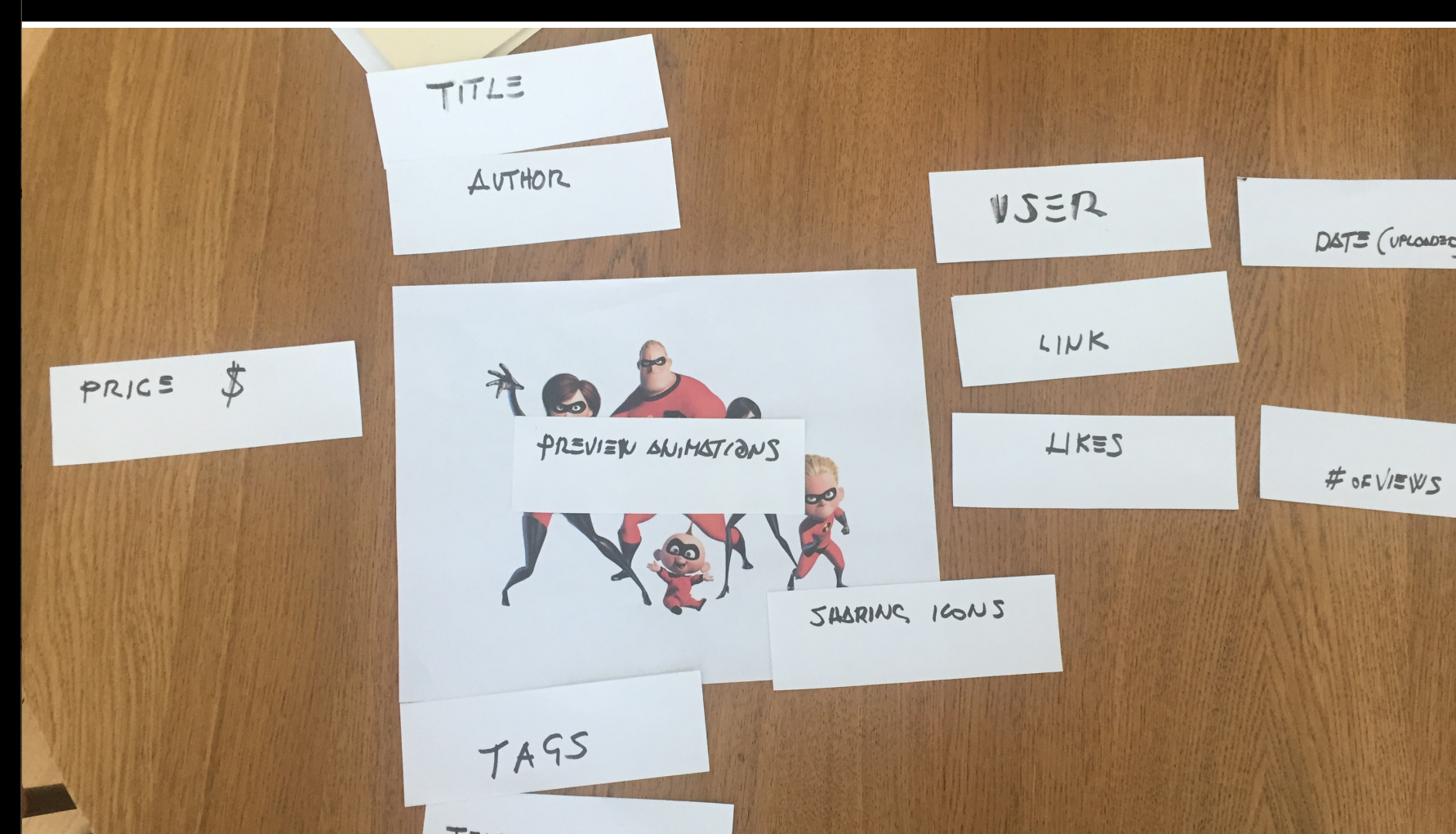
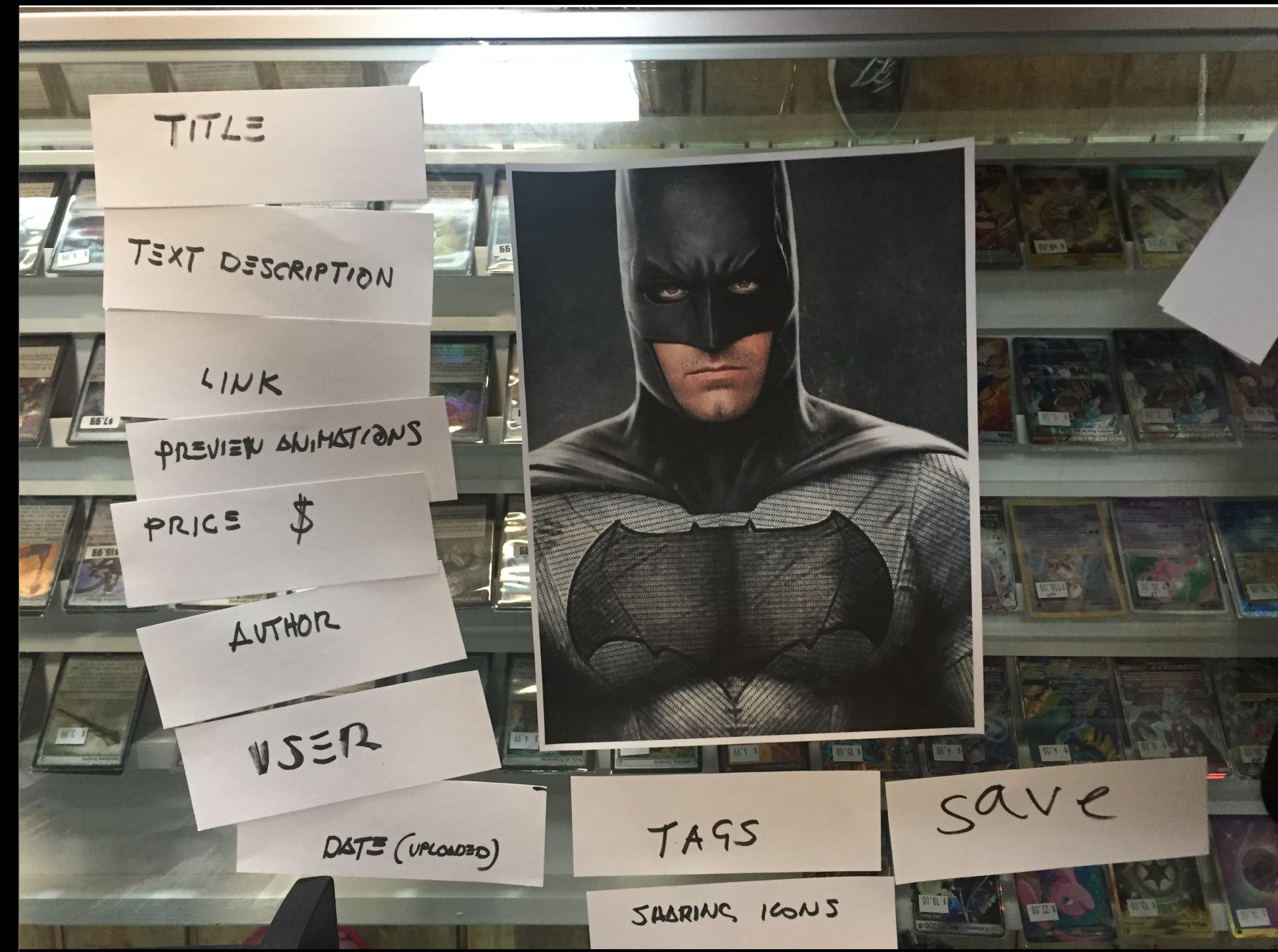
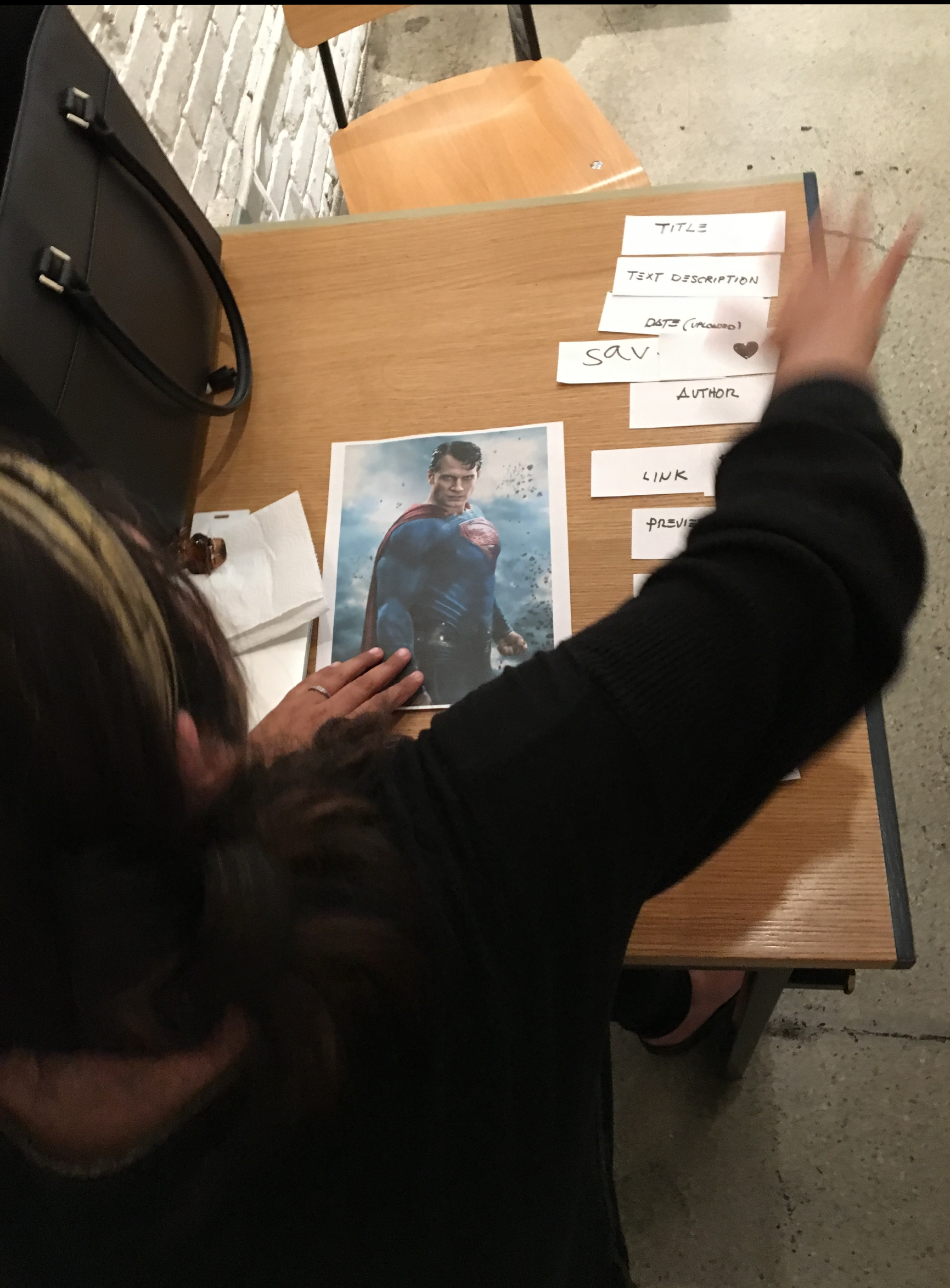
Traditional

A similar version to Oodon as is

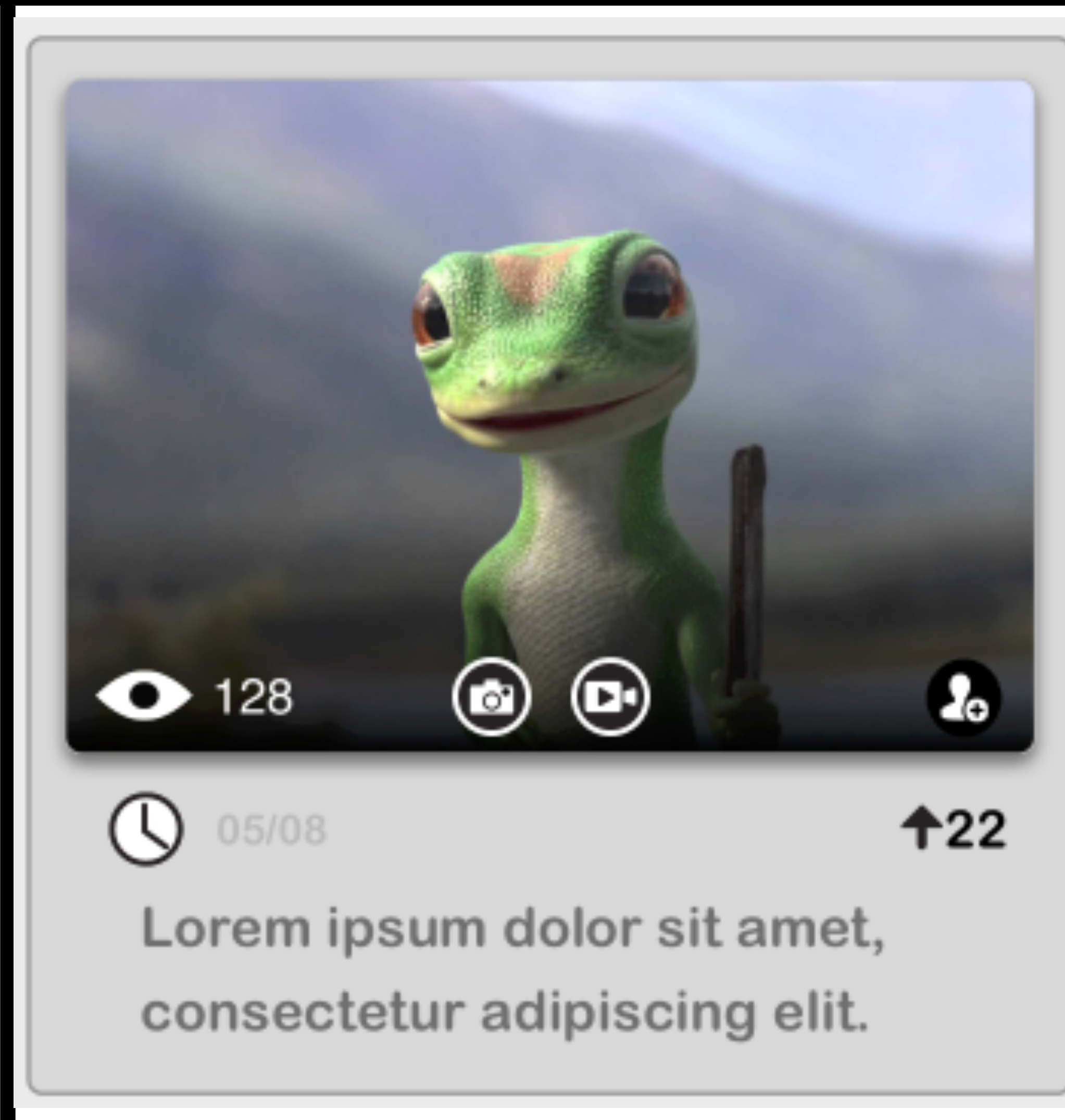
Search

Simple Top Search

CARD SORTING

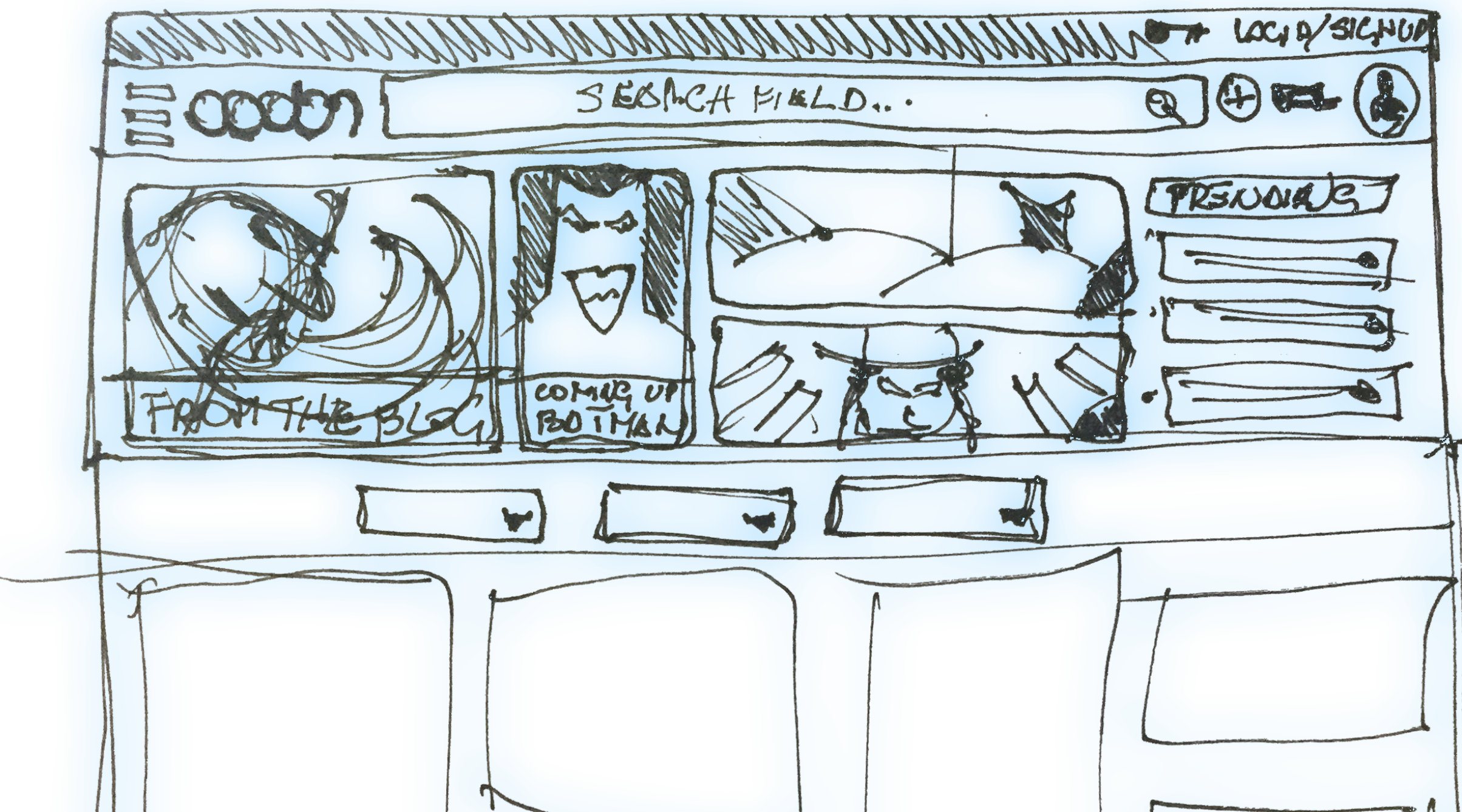
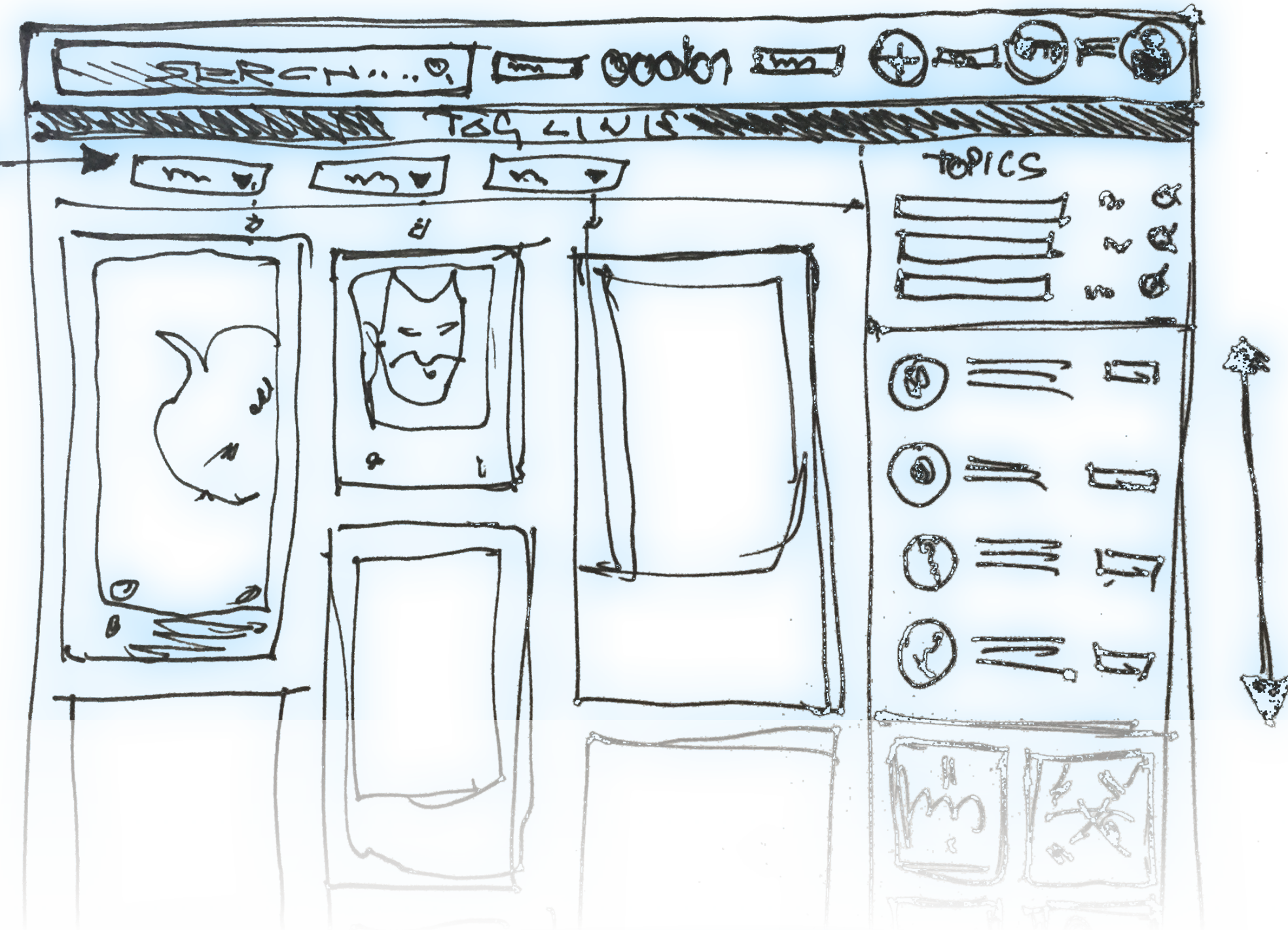


GEICO GEKO FANDOM





categories
tags

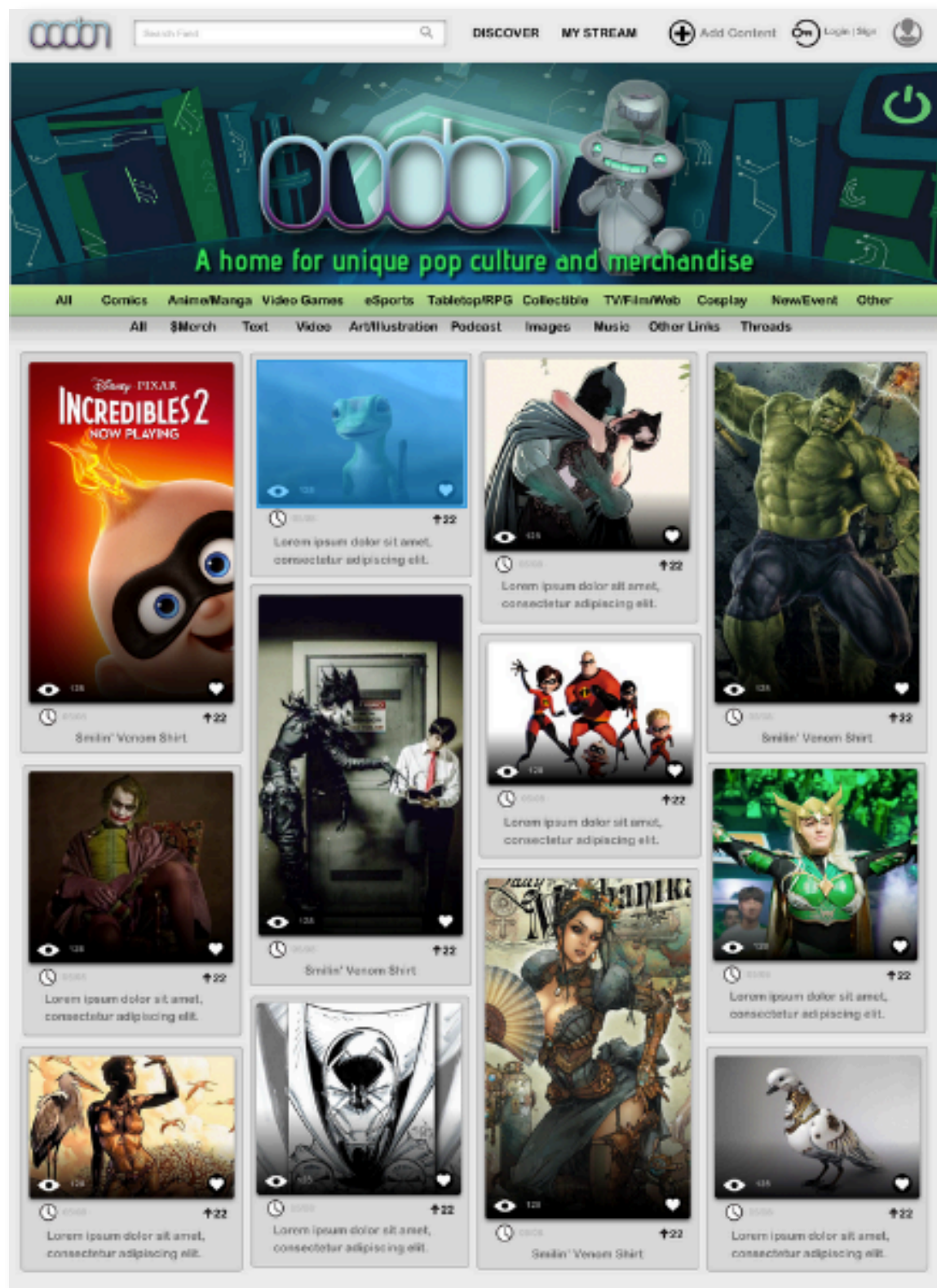


ANIME EXPO INTERVIEWS



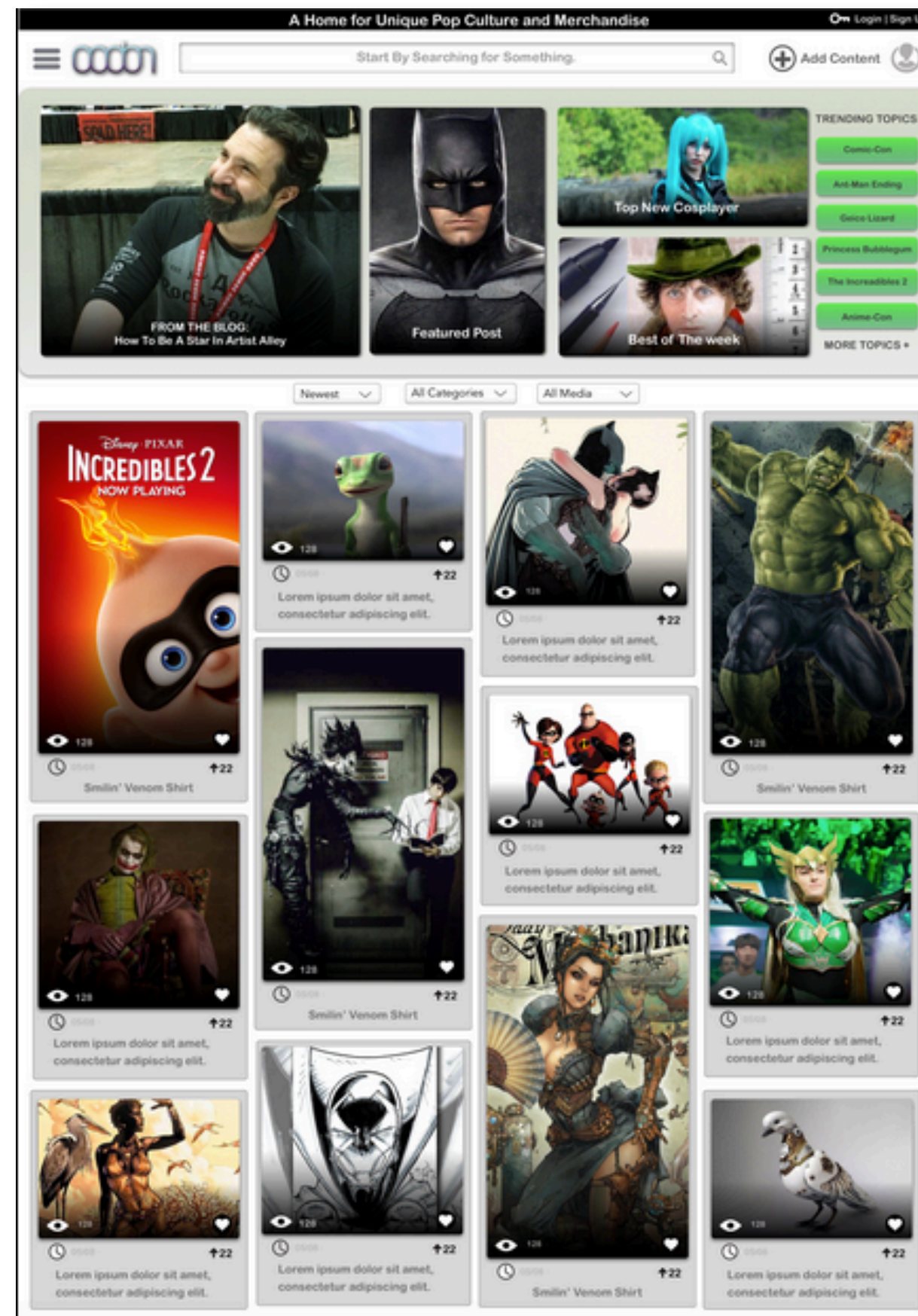
1. Traditional

Felt most well designed because of the banner. Difficulty with the filter.



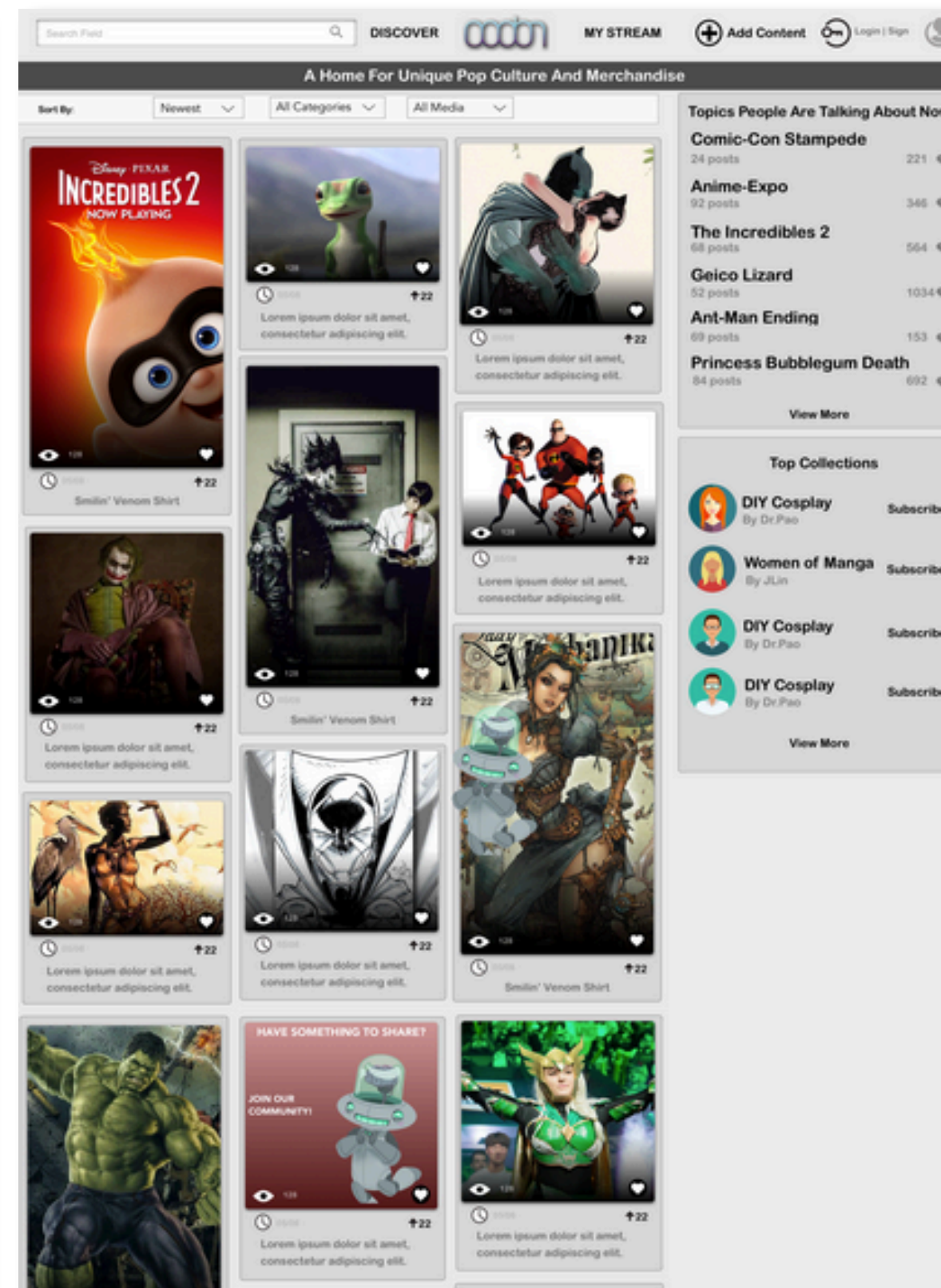
2. Editorial

Gave them a reason to come back. Would have to get used to the format.



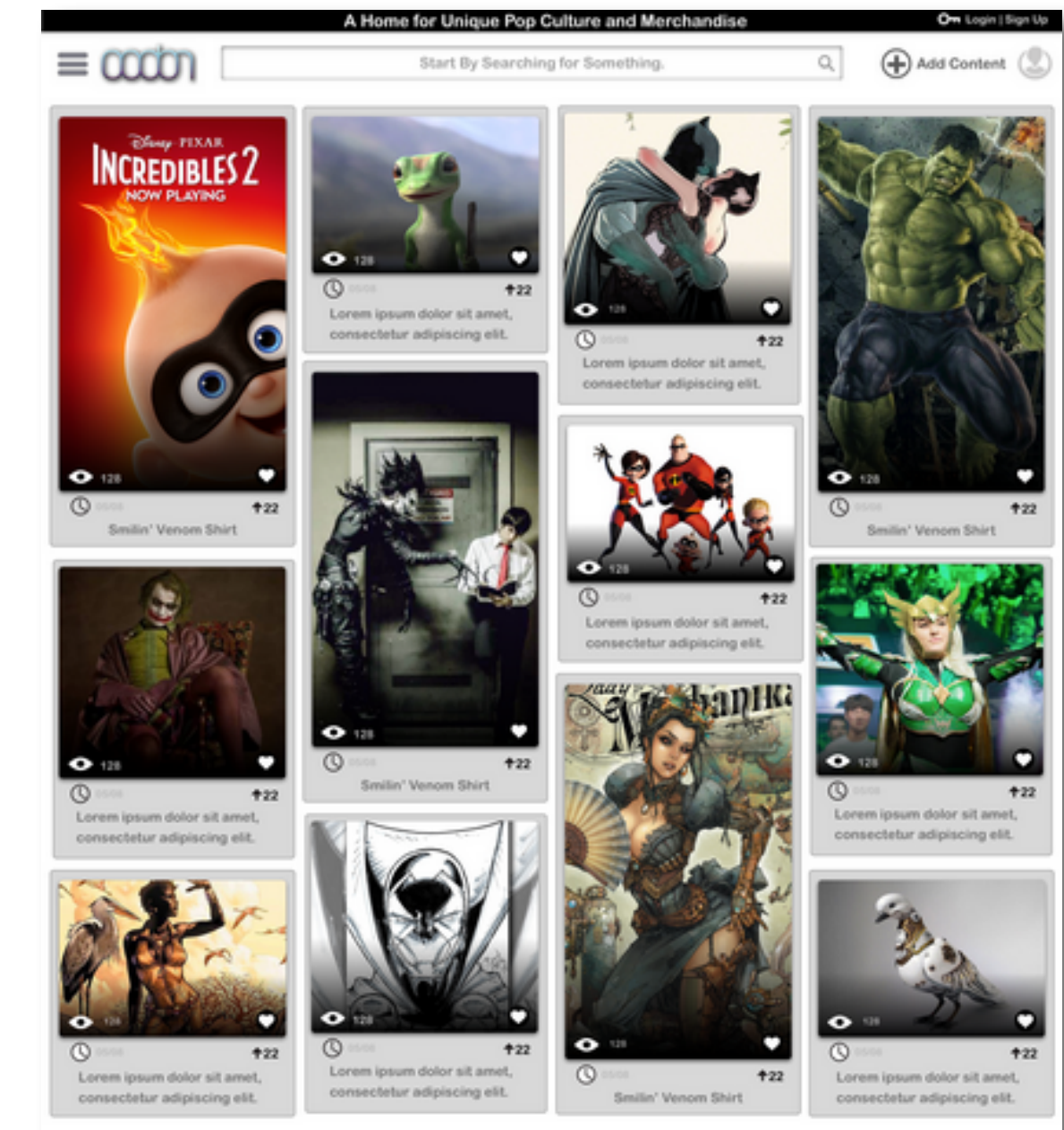
3. Community

Felt difficult to navigate but like knowing what other people are talking about.



4. Search

Felt empty





PROTOTYPE

USER PRIORITIES

1 Content

Customized And
Personalized Stream

2 Stay Up To Date

So they can engage
with others

What's everyone
talking about

3 Clear Identity

Better tagline
Oodon voice



Test

- Pinterest/Tumblr landing page
- "Discover" has a customizable option within the discover page with a save option that will prompt a sign up.
- Have them always land on "My Stream", or point them to "My Stream" from the "Discover" Page
- Hide the filter

A Small Editorial Section

- Starts conversations and will give people a reason to come back
- Gives Oodon a voice
- Make sure to aggregate news in the posts