

Questionnaire

Question 4 change to (不需要注明颜色) :

What is your ethnicity?

Asian

Caucasian

Black/African

Other (please specify): _____

Change all (Multiple choices allowed) to (You may select multiple options.)

Missing Questions and Additional Suggestions:

1. Consider including questions about education level to understand the demographic profile better.
2. Include a question on feature utilisation frequency, such as "How often do you use Weibo's live streaming feature?" with options ranging from "Never" to "Very often."
3. Add questions to identify specific pain points in the user journey, such as "What challenges do you face when using Weibo?" with multiple-choice options.
4. Incorporate questions with screenshots of specific pages to pinpoint weaknesses in the current user interface design. Focus on aspects such as text and background colors, clear action feedback (e.g., loading indicators, confirmation messages), content layout, images and graphics used, recognizability and understanding of icons and buttons, and consistency of design elements.

Interview Questions

What do you like most about the Weibo app?

Improvement suggestion:

Add follow-up question, ask them “why”. Encourage detailed responses by asking for specific features or functionalities that they enjoy.

How does Weibo compare to other social media platforms you use? Please elaborate.

Improvement Suggestions: Consider breaking it down into specific areas of comparison, such as "Usability," "Content Quality," and "Features."

For example:

1. Are there specific features on Weibo that you find easier or harder to use compared to other platforms?
2. Are there features available on other social media platforms that you wish Weibo had?
3. Do you find it easier to connect and engage with other users on Weibo or on other platforms?
4. How does the quality of content on Weibo compare to that of other social media platforms you use?

Additional Suggested Questions:

User Journey and Interaction:

Question: "Can you describe a typical session when you use the Weibo app? What actions do you usually perform?"

User Engagement and Satisfaction:

Question: "How satisfied are you with Weibo's customer support and response times?"