

Data Collection Methodology:

1.0 Quantitative - Survey Questionnaire

Target Respondent: 50

Questionnaire (4 Section)

- Section A: Demographic
- Section B: Usage and preferences
- Section C: Introduction to the WEIBO Application
- Section D: Overall design and experience

Introduction

Hi, everyone! I am a student majoring in design. Currently, I am studying at Taylor's University in Malaysia and fully engaged in pursuing a **Bachelor of Interactive Spatial Design**. As an important part of research in this field, I am conducting in-depth and detailed analysis of the user interface (UI) and user experience (UX) design of the **Weibo** mobile application.

This table is divided into **four parts**. It only takes you **three to five minutes**. Your feedback is extremely valuable and will greatly promote my research on improving the design and functions of the Weibo mobile application.

Please rest assured that all information collected will be kept strictly confidential and used solely for academic purposes as part of this research project.

Thank you!

Section A: Demographic

1. Which age group do you belong to?

- Under 18 years old

- 18 - 24 years old
- 25 - 30 years old
- 31 - 40 years old
- Over 40 years old

2. What is your gender?

- Male
- Female

3. What is your nationality?

- Malaysian
- Singaporean
- Indonesian
- Chinese
- Other (please specify): _____

4. What is your ethnicity?

- Asian
- Caucasian
- Black/African
- Other (please specify): _____

5. What is your employment status?

- Student
- Employed
- Unemployed
- Retired
- Others

6. What is your highest educational attainment?

- Primary school or below.
- Junior high school.
- High school
- Junior college.
- Bachelor's degree.
- Master's degree or above.

Section B: Usage and preferences

1. How long have you been using Weibo?

- Less than 1 year
- 1 - 3 years
- 3 - 5 years
- More than 5 years

2. Approximately how long do you use Weibo on average every day?

- Less than 1 hour
- 1 - 3 hours
- 3 - 5 hours
- More than 5 hours

3. Under what circumstances do you usually use Weibo? (You may select multiple options.)

- In leisure time (such as when taking a bus, queuing, etc.)
- During work/study breaks
- Before going to bed/after getting up
- For social needs (interacting with friends, etc.)
- To follow specific events or topics
- Other (please specify)



4. How often do you use the Weibo posting function?

- Never post.
- Occasionally
- Sometimes
- Frequently
- Very frequently



5. For the Weibo liking function, how often do you use it?

- Never like.

- Occasionally
- Sometimes
- Frequently
- Very frequently



6.How often do you use the Weibo commenting function?

- Never comment
- Occasionally
- Sometimes
- Frequently
- Very frequently



7. For the Weibo search function, how often do you use it?

- Never use
- Occasionally
- Sometimes
- Frequently
- Very frequently



8.How often do you use the Weibo live streaming function?

- Never use.
- Occasionally
- Sometimes
- Frequently
- Very frequently



9.For the Weibo private messaging function, how often do you use it?

- Never use
- Occasionally
- Sometimes
- Frequently
- Very frequently

10. What do you think of the operation convenience of the Weibo posting function?

- Very convenient
- Relatively convenient
- Average
- Not very convenient
- Very inconvenient

11. What are the functions you use most frequently on Weibo? (You may select multiple options.)

- Browsing the updates posted by the people you follow
- Checking hot topics and real-time trending searches
- Posting your own text, pictures or video content
- Liking, commenting on and forwarding other people's Weibo posts
- Using Weibo's mini-programs or games
- Other (please specify)

12. What types of accounts do you follow on Weibo? (You may select multiple options.)

- Stars/celebrities
- Media organizations (news, entertainment, etc.)
- Enterprise brands
- Bloggers in interest fields (such as food, travel, technology, etc.)
- Friends/family members
- Other (please specify)

Section C: Introduction to the Weibo Application

1. Have you used the Weibo app before?

- Yes
- No (Direct to Section D)

2. Are you satisfied with the overall interface design of Weibo?

- Extremely dissatisfied
- Dissatisfied
- Average
- Satisfied
- Extremely satisfied

3. What specific features or functionalities do you think are lacking in the current Weibo App?

(You may select multiple options.)

- More accurate information filtering function
- Optimized advertising management function
- High-quality content recommendation function
- Innovative social interaction function
- Multilingual version support function
- Others (please specify)

4.What functions do you value the most on Weibo? (You may select multiple options.)

- User-friendly account registration and login
- Convenient content browsing and posting
- Special activities and benefits
- Real-time notifications
- Customer service and feedback
- Others

5.Do you think the content recommendations on Weibo match your interests?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Section D: Overall design and experience

What is Weibo App?

Weibo is a widely popular social media platform. Users can post updates in the form of text, pictures, videos, etc., follow celebrities, key opinion leaders and various news and information, and participate in discussions on hot topics. Its trending topics list can quickly reflect current hotspots, and the super topic community provides users with a space for communicating around interests and idols.

1.Would you recommend the Weibo app to others?

- Yes
- Not sure
- No

2.What do you think is the most important area that Weibo needs to improve?

- Interface design
- Feature richness
- Content recommendation
- Customer support
- Other

3.How satisfied are you with your overall experience of using Weibo?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

4. What challenges do you face when using Weibo?

- Information overload makes it difficult to filter valuable content
- Excessive advertisements affect the user experience.
- Encounter network issues (such as slow loading and lagging).
- Suffer harassment (such as malicious comments and private message harassment).
- The function operation is complex and not easy to get started.
- It is difficult to distinguish the authenticity of content.
- Others (please specify).

4.During the process of using Weibo functions, is there a certain function that has brought you a particularly bad experience? If so, please specify which function it is and what the problem is.

5.What improvements would you suggest for the visual design/overall experience of WEIBO apps? (optional)

Closing

That's all, thank you!

Thank you for filling out this questionnaire carefully. Your feedback is very important to us.

2.0 Qualitative -Interview Questionnaire

Target Interviewee: 5

Questionnaire (2 Section)

- Section A: Basic Information
- Section B: In-depth Experience with Weibo App

Section A: Basic Information

1. Can you tell me a bit about yourself?

What is your age?

What is your gender?

What is your occupation?

2.How often do you use social media in general?

3.Have you used the Weibo app before?

4.How often do you use the Weibo app?

Section B: In-depth Experience with Weibo App

1.What aspects of the Weibo app do you like the most? Talk about it from aspects such as function, design, and content.

2.Among the many features of Weibo, which one or ones do you like the most? Please describe in detail the reasons for your liking, such as functions like hot searches and topic communities.

3.Are there features available on other social media platforms that you wish Weibo had?

4.How does the quality of content on Weibo compare to that of other social media platforms you use?

5.What improvements would you suggest for Weibo to enhance user experience?

6.Have you encountered any challenges while using Weibo? If so, please describe them.

7.What type of content do you enjoy the most on Weibo?

8.Do you feel that the content you see on Weibo aligns with your interests? Why or why not?

9.Can you describe a typical session when you use the Weibo app? What actions do you usually perform?

10.How satisfied are you with Weibo's customer support and response times?

