Research on the possibility of establishing online communities and potential implementation method for TelescopeLive

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Abstract

This project aims at: In-depth study of the "amateur astronomer" community, with specific focus on social media use. Identify opportunities for Telescope Live to create a community of followers, exploiting social media channels, and identify what are the possible differentiators within the larger community of amateurs astronomers.
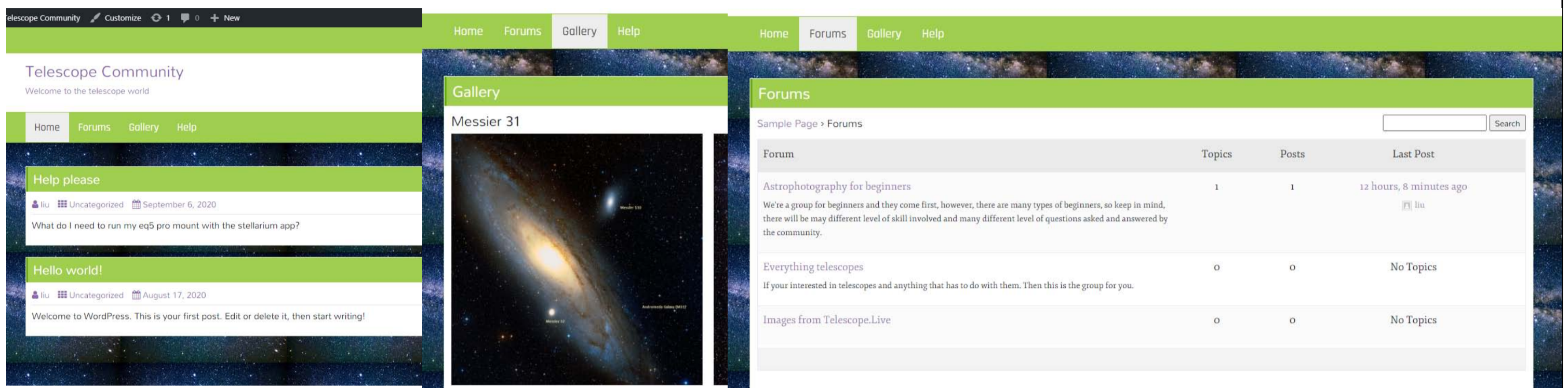
Introduction & Background

Telescope Live has the community page. It redirects to two other features of Telescope Live, the image gallery and the blog.
One of the major pain points of this website is how to make the Image Gallery and blog offering and user experience. In terms of the functional design of the website, it weakens the functions of the regular community (such as comments, likes, etc.), which also reduces the user's stickiness to a certain extent. At the same time, it puts the blog and the image gallery together easily causing functional confusion, and inaccurate page division will also reduce the user experience.

Diagram / Design
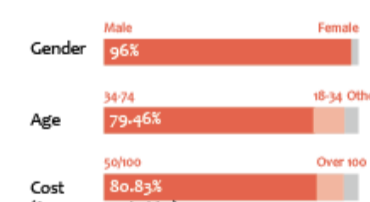
I used wordpress to build a website model.

Research Methodology

I conduct 2 version of questionnaires and The questionnaire contains 24 questions. The first part is the basic information of the user, and the next part is the question about the online community that I participated in . The basic information includes the user's age, gender, knowledge level, consumption level, etc. This part of the question can help us quickly understand the target users of the website. In terms of online communities, I designed two kind of questions: behavior and attitude. Through behavioral questions, we can get the user's usage habits and use this as a filtering condition to screen attitude questions.

Research Results

Compared with novice, experts will participate in telescope community activities more frequently, have more budget and use various websites more actively. Regarding community functions, novice will pay more attention to tutorials, while experts pay more attention to interactive functions such as forums.

Conclusions & Future Work

In this project, I have done the user research and get user characteristic through analysis. Through the usage of maps and user roles, I analyze the problems in the process of using the product, determine the design ideas, and finally achieve them in wordpress. In the future, I will use wordpress plugins to continue to improve website functions and user experience.