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Unit 1 - Site Design

Themes and Purposes:

The theme of this website will be the information about a Kpop boy group called NCT.

Due to the development of technology, the boundaries between national cultures are getting blurred with the easy access to various social media. Nowadays, Kpop(Korean pop) has already become a worldwide topic among young people. SM Entertainment is one of the largest Kpop companies in South Korea. All the Kpop stars it promotes have developed numerous global fandoms. NCT is a boy group promoted by SM Entertainment in 2016. It has great influence worldwide because of their music, dance and music videos. Unlike other Kpop groups, there is no member limit for NCT and their music is very genre-wise.

When I was first attracted to NCT because of their dance performance, I tried to find the information about this group and the members. However, the information I found in web pages like Wikipedia is not detailed and lacks appeal to a new fan like me. The concept and the formation of members is complex because there was never such a large group like NCT before, therefore it took me a while to learn about NCT and then I became a huge fan of them. With this website, it can not only provide information and fun facts about NCT members, but also NCT memes popular among NCT and fans to people who do not know about NCT well but would like to learn about them.

Personas

Persona 1:

Name: Sophia

Age: 16

Gender: Female

Occupation: high school student

Cultural Group: Asian

Birthplace: Seoul, Korea

Location of Current Residence: New York, America



Knowledge and Skills:

- Strong interest to Kpop idols
- Watch lots of Korea TV shows

Goals and Motives:

- When Sophia is watching a Korea TV show, she found the background music sang by NCT attractive.
- Sophia is looking at a visual rating of Kpop Male Idols on Twitter and is attracted by NCT member Taeyong's look.
- When Sophia is watching a Korea TV show *Knowing Bros*, NCT are the guests for that episode and she finds them very funny.

Personna 2:

Name: Amy

Age: 21

Gender: Female

Occupation: college student

Cultural Group: White

Birthplace: Toronto, Canada

Location of Current Residence: Toronto, Canada



Knowledge and Skills:

- A leader of school pop dance club
- Dance very well
- Post many dance videos in Tiktok

Goals and Motives:

- Amy's dance club is going to perform NCT's song *90's love* in their school Asia Culture Festival

- NCT's new song *Kick back* has a dance challenge in Tiktok recently and it's very popular. Amy wants to join this challenge as well.

Persona 3:

Name: Kris

Age: 19

Gender: Male

Occupation: college student

Cultural Group: Asian

Birthplace: Tokyo, Japan

Location of Current Residence: Vancouver,
Canada



Knowledge and Skills:

- Big fan of SM Family and knows all the dance of groups in SM
- Have good singing voice

Goals and Motives:

- Become a trainee of SM Entertainment and become a Kpop star

Persona 4:

Name: Tom

Age: 30

Gender: Male

Occupation: Dancer teacher and Youtuber

Cultural Group: Black

Birthplace: Detroit, America

Location of Current Residence: LA, America



Knowledge and Skills:

- A certified dance teacher and have many students learning hip hop
- Post popular Kpop dance tutorials and reaction videos on Youtube

Motives and Goals:

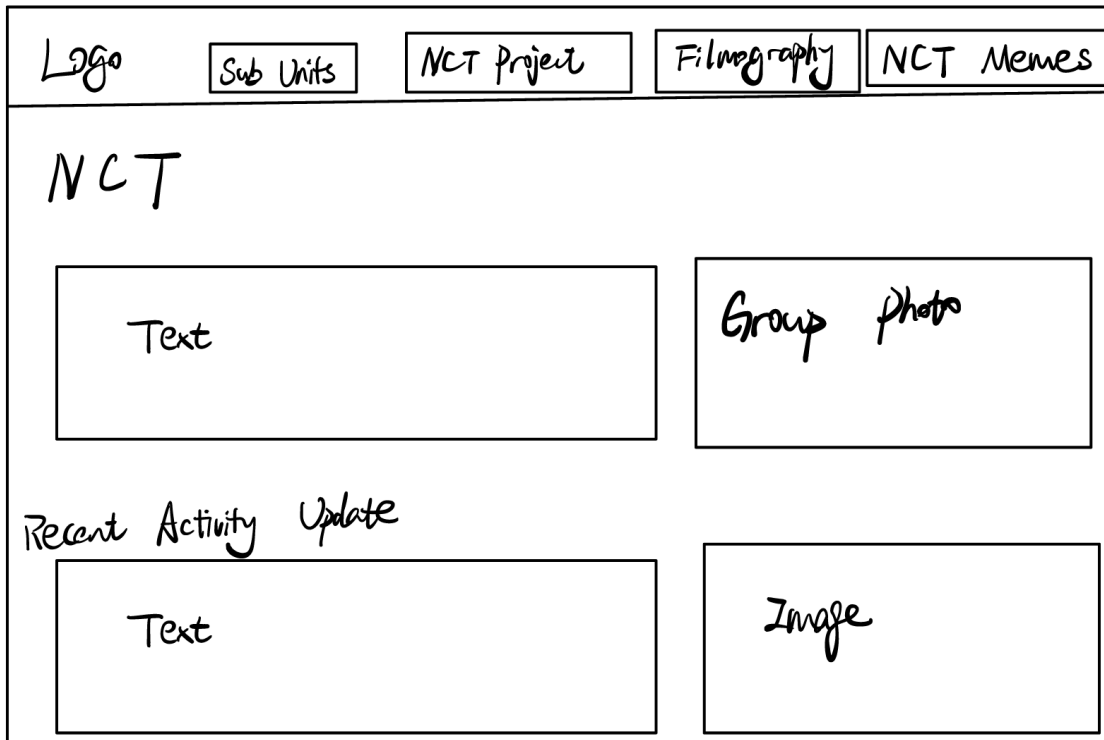
- Tom's students want Tom to teach them NCT dance.
- Tom is going to make reaction videos to the dance performance of NCT.

Scenarios:

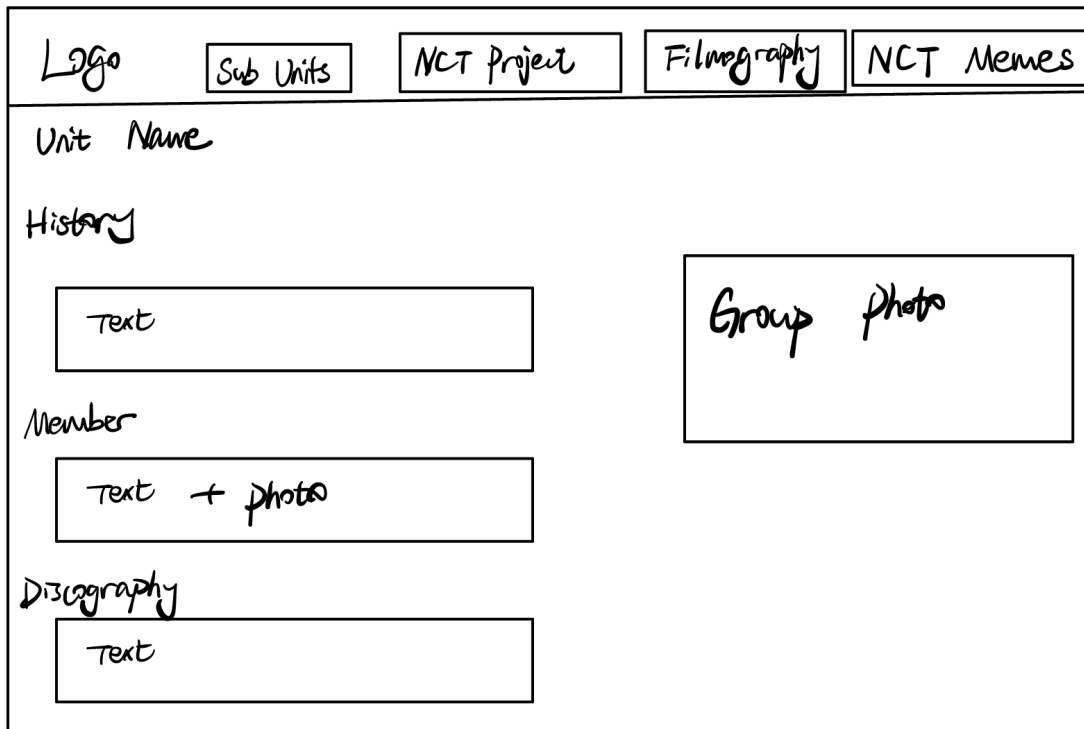
1. Sophia is watching a Korea TV show. There is a part for guests to take random dance challenges. She finds one song from NCT very attractive, which brings up her interest to learn about this group and their songs. So she searches online and comes to my website to find the introduction of NCT other title tracks of this group.
2. Sophia is browsing Twitter about Kpop trending topic and sees a post of visual rating of Kpop Male Idols. She finds a NCT member Taeyong very handsome, so she comes to my website to learn more about Taeyong.
3. Sophia is watching funny video clips of Kpop groups on Youtube and she finds she doesn't get some NCT memes, so she checks out my website for the explanation of the punchline of these jokes.
4. Amy's dance club is invited to perform in their school Asia Culture Festival and she only knows that NCT is very popular recently, but she doesn't know what songs they have. She comes to my website and checks out the songs introduction to decide which one would be good to perform in the festival.
5. Kris is going to take the SM global audition in Vancouver, so he wants to perform NCT's song which is the latest trending group of SM. He comes to my website to look for the latest songs released by NCT.
6. Kris knows NCT has many subunits, but isn't very clear about the difference of each unit and the member formation. Unlike other idol groups of SM Entertainment which are all fixed, NCT's group concept brings him confusion. Therefore he comes to my website and understands what NCT is.
7. Many of the students in Tom's dance class are NCT fans, so they want Tom to teach them NCT dance. Tom didn't know this group before, so he comes to my website to learn about this group and famous dance performances of NCT.
8. Tom's Youtube subscribers leave many comments asking him to make a reaction video of Winwin and Ten's choreography *Lovely*. As a professional dancer, Tom finds these two Kpop idols' contemporary dance look very professional which is much higher than his expectation. It leads Tom's interest to search these two members' background information and to see if they have other choreography and these information can all be found on my website.

Mock up

Homepage



Sub Unit Page



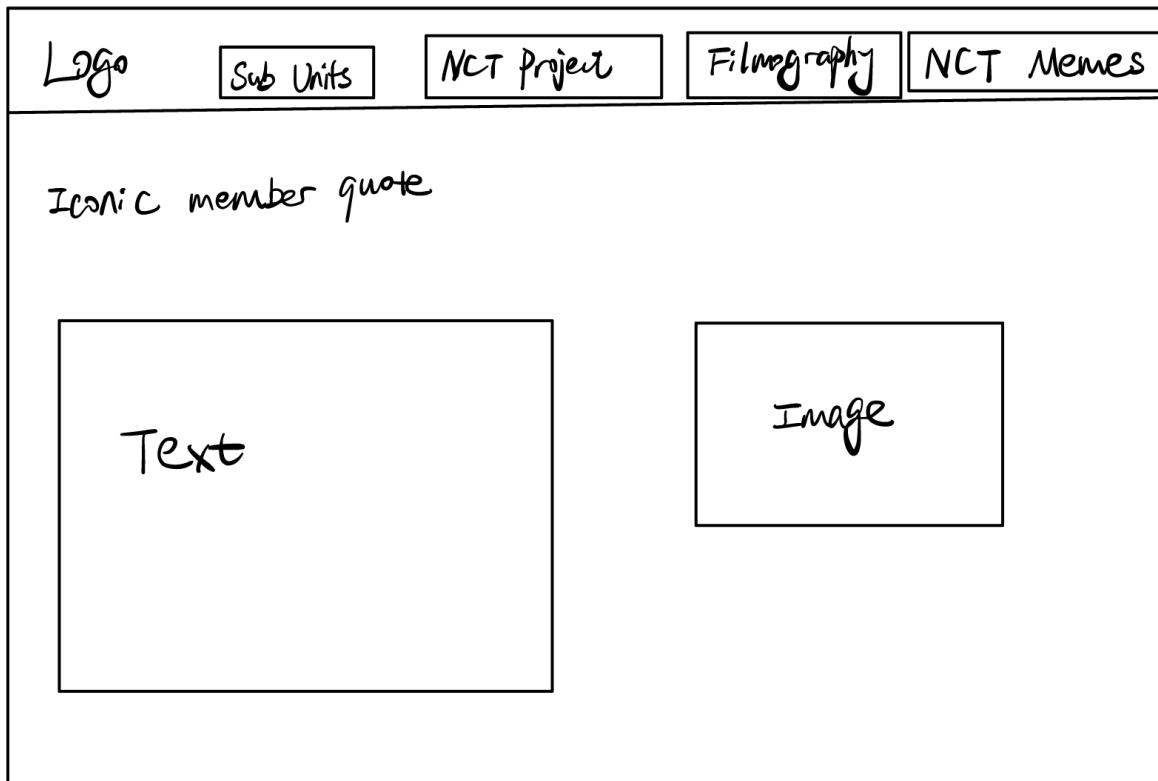
NCT Project Page

Logo	Sub Units	NCT Project	Filmography	NCT Memes
Project Name				
Introduction				
Text			Group photo	
Discography				
Text				

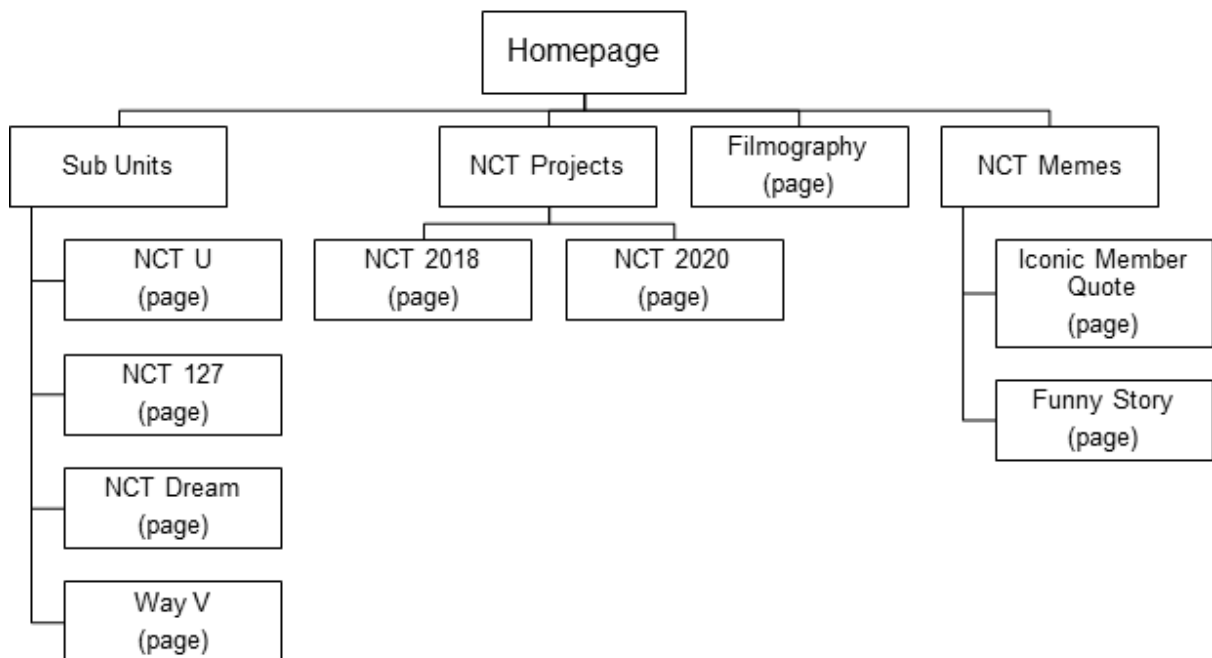
Filmography Page

Logo	Sub Units	NCT Project	Filmography	NCT Memes
TV Show Name				
Introduction				
Text			photo	

NCT Memes Page



Site Map



Reference

Asian girl [Digital image]. Retrieved May 16, 2021, from <https://www.shutterstock.com/image-photo/beautiful-young-woman-against-white-wooden-542222008>

Cookie Studio. (n.d.). White girl [Digital image]. Retrieved May 16, 2021, from <https://www.shutterstock.com/image-photo/portrait-young-beautiful-cute-cheerful-girl-666258808>

Atstock Productions.(n.d.).Young smiling handsome Asian man with headphones and smartphone giving thumbs up studio shot isolated on white background [Digital image]. Retrieved May 16, 2021, from <https://www.shutterstock.com/image-photo/young-smiling-handsome-asian-man-headphones-1391950589>

El Nariz.(n.d.).Close up head shot of a handsome commercial african american model with perfect white teeth smile after dentist, dental and orthodontic advertisement [Digital image]. Retrieved May 16, 2021, from <https://www.shutterstock.com/image-photo/close-head-shot-handsome-commercial-african-1584061174>