The Design Strategy of Fans-support Platform Based on the Internet Plus

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Abstract. The "internet plus" is the "internet pluses various traditional industries", it is not a simple combination, but to integrate the internet and the traditional industries deeply and to create a new ecological development, by using of information and communication technology and the internet platform. This article discusses that how to design an online interactive fans-support product, in order that the interaction between the traditional stars and fans and related activities can be launched on the internet, and fans has an online place of activities. First of all, this article analyzes what is fans-support platform; furthermore, the status and problems of internet fans-support platform are analyzed; finally, it puts forward the design strategy of fans-support platform under internet plus environment.

Introduction

In modern society, the development of information technology has spawned the emergence of idols, stars and fans. Especially the fans-support has formed its unique fans-support culture. Fans need a dedicated platform as a foothold on their services. There are many fans-support platforms now, such as Oops (www.iloveoops.com), Ifensi (www.ifensi.com), and Owhat (www.owhat.cn). These platforms have their own special features, but they lack one-stop service comprehensively and authoritatively for the interaction between stars and fans and fans-surrounding services and other related. The fans-support platform described in this article provides the corresponding connection with the two sides of the high degree of mutual demand on stars and fans, and integrate the comprehensive and authoritative interests with three party ultimately.

What is fans-support platform

Nowadays, it often emergences that millions of fans are tearing, looting hot-search, queuing up to group photo with stars. Many people shouted on this phenomenon: "I do not understand the world of fans!" The development of modern information technology gave birth to the emergence of idol stars and fans. As early as 1989, the “Tiger-Team” is very popular, a "chasing stars " phenomenon was derived from on the tour and continued to expand widely. Ten years ago, the "super girl" led to the large-scale emergence of fans-support. What is the fans-support? It comes from Korea, and it specifically refers that a group of fans carry out a series of activities to support the idols in the process of adoring stars. It connects with idols and fans, and it also connects with fans and the public at the same time.

The status quo and problems of the fans-support platform

So far, the fans-support has formed its unique fans-support culture, and has become normal state, even has become a social phenomenon. With the fans-support activity becoming more and more mature, many activities are basically dominated by fans and participated in by themselves. These fans have strong organizational skills and judgment ability, and they elaborate on idol activities. How to support? Now, the way is not just to canvass and vote simply, but to guide and establish the fans-group to open the self-creation and self-organization model, just from the beginning of the voting results are announced.
With the rapid development of fans-support culture, many fans-support platforms, such as Oops (www.iloveoops.com), Ifensi (www.ifensi.com), and Owhat (www.owhat.cn), have emerged. These support-platforms are comparatively welcomed by the fans. Fans form a usage and consumption habits on support platform gradually.

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<td>model</td>
<td>It is the best and comprehensive fans-support platform currently, and it is a professional operation and service platform, its main business is to organize fans to participate in activities.</td>
<td>Owhat is a CRM software for entertainment companies and fans. Fans can determine the tickets for the stars’ activities in the first time on Owhat.</td>
<td>It is the fans-support platform combined of the fans-support, interaction, stars information, online and offline activities.</td>
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<td>Advantage</td>
<td>It has more star-support activities and more fans activities. Its planning activities to realize have also been very mature.</td>
<td>Owhat is more inclined to serve the fans’ groups and provides convenience to the fans in their activities.</td>
<td>It has formed a convenient fans group management model and some of its own platform management tools.</td>
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<td>shortcoming</td>
<td>It is lack of information. The sale of the surrounding products needs special organizations. There has been no normalization of sales.</td>
<td>It is lack of self-organizing activities. The correlation between the platform and the stars is not enough.</td>
<td>It doesn’t put the “Hit arena contest” for the main module.</td>
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According to the above analysis, there is still no a representative of this kind of platform. The function is not very comprehensive and prominent. Most fans-support platform only gets competitive advantage in specific fields. The fans group’s recognition of each platform is the same. They usually active on different platforms according to the different platform’s characteristics its activity intensity. That is to say, fans don’t find their foothold and don’t find their sense of belonging.

**The design strategy of the fans support platform based on internet plus**

As an integrated platform for domestic entertainment stars and fans, the fans-support platform based on the internet plus hope to provide one-stop service for the fans. The fans-support platform based on internet plus provide many modules in addition to the traditional platform, fans complete all the fans interactive with stars on the platform.

![Figure 1. The design strategy of the fans-support platform based on internet plus.](image)
“My love saying”. A lot of stars’ news is published in different social platforms, the fans want to access them is very inconvenient. The fans-support platform based on the internet plus dedicates to all domestic entertainment stars and fans. To solve this problem, it will build the “My love saying” module, this module open star column, real-time synchronizing the stars news which posted in various channels of social information by using web crawlers. This module will greatly appeal to foreign stars’ fans, and provide great convenience for fans that love domestic stars. At the same time, “My love saying” will also collect stars’ schedule, concerts, conferences and other activities announcement, so that fans can get all the information about favorite stars on the "My love saying" module.

“Fans hit”. In the fans activities, everyone wants to contribute to their favorite stars. The “fans hit” module is just service for the fans to vent the impulse. The voting behavior with no cost allows fans to feel their contribution to the stars, also can enhance the platform’s attraction to the fans effectively. The “fans hit” module is divided into two parts: “fans list” and “battle list”.

“Fans list” is the official part. Fans choose each recommendation of the platform by voting. It can improve fans’ cohesion, let fans feel their support force clearly. Through fans’ continuous competition with the recommendation, fans can also help the platform to attract more fans through their own channels spontaneously. At the same time, it is also set up for cheering for stars. Such as: the list of the ideal lover in White Valentine, and the list of favorite singles music. The list will enhance the list of interesting and attractive, and will be launched in time according to factors such as holiday.

“Battle list” is to hold a “fans hit” cooperated with other official media, such as "the show", "show champion", these programs have fans-voting. Stars’ votes directly determine its position in the program. But limited to the domestic network factors, many fans can’t vote for foreign stars in the activities. Even if in domestic program, fans feel trouble because the different address of each site. The fans-support platform will be in cooperation with SBS, MBC and others media organization. Fans can vote for the various activities which their favorite stars participating in on the platform. The platform provides fans great convenience, also can let stars enjoy a lot of votes from China and win better.

“My love direct seeding”. With the continuous improvement in the direct seeding industry, stars broadcast has also slowly entered the public’s eyes, and even become a trend. But because there is no special broadcast software for entertainment stars, stars select different broadcast platform, part from stars often change different broadcast software. Foreign stars’ broadcast software is also very difficult to download in the domestic. It is rather inconvenient to fans to chase stars through the broadcast. “My love direct seeding” will achieve cooperation with a major broadcast platform, and real-time synchronize with all broadcast platform. It also provides a push to fans to prevent them from forgetting the time they concerned. This measure can provide great convenience for fans, also can let stars gain more attention, and can bring more flow and more profits to the broadcast platform.

“Support station”. The fans-support platform based on internet plus will cooperate with economic companies sharing benefits to make the support activities more formal. To make the company more cooperated through profits sharing, and to make fans more assured through cooperation with official. “Support station” in the platform consists of the following parts: “birthday-support”, “food support”, “rice-support”, “concert-support” and other supports launched by fans.

“Birthday-support”, as an important part of the “fans-support”, is the support which fans the keen on. On September 21, 2016, the 17th birthday of Wang Junkai, captain of TFBOYS, fans of Wang Junkai put Wang Junkai’s birthday information popular with the Chongqing subway advertisements, 11 LED large-screen advertisements, independent helicopter flight advertisements, luxury cruise around the city, Korea and other overseas media advertisements. The total cost are more than 10 million, the number of super micro-blog reader is 1.3 billion. His birthday live-broadcast was once downtime because of too much number. It let us know fans’ consumption, and the degree of attention to stars’ birthday.
“Birthday-support” is not only for fans to bless stars’ birthday, but also becomes an important thrust of enhancing the influence of stars because of its size. The “support station” on the fans-support platform based on internet plus will team up with the economic company, vote for the way of blessing which fans hoped. It will ultimately take more reasonable operation for stars’ birthday by crowd-funding, and will maximize the use of fans. So that fans can be better blessing for stars, and it can enhance the influence of stars deeply.

The “food support” is the support activities launched by fans to let stars enjoy a delicious food just in the studio and other difficult conditions. Fans’ original intention is to let their lovely stars not to do to suffer, and they do not want their lovely stars be marginalized by other personnel. So that fans provide the entire set uniform food for the staff. Through multi-communicating with the economic and film investment companies and other sides, the “support station” on the fans-support platform based on internet plus will deliver the food funds to economic company daily to provide special food for stars suited their taste, to provide a unified food for other studio staff. And the daily consumption and the menu will be posted on the website. It lets stars really to know that they have enjoyed fans’ concern. Each time, the remaining funds will be injected into stars’ funds pool by the platform. The pool funds will be used to provide food-support when stars need. The platform will also use these precipitation funds to gain profits by conservative financial activities.

The fans-support platform based on internet plus will set up a full-time concert-support department, with professional planning, unified procurement for support tools such as light-sticks, banners etc. And it will contact with stars’ broker, plan new chants, so that fans can use less money to participate in more influential support activities, let the concert become more orderly and appealing.

“Fans Club”. Fans Club is the place which the fans-support platform based on internet plus provide for fans groups spontaneously composed of. The “fans club” divided into two classes, “official fans club” and “spontaneous fans club”. The fans-support platform based on internet plus will contact the stars’ broker to provide official guide to the “official fans club”. Stars can also speak in the fans club’s backstage. It will greatly enhance the credibility and the attraction of the “official fans club”. The “spontaneous fans club” also provides a platform for fans with free discussion, they can prepare surprise for stars, or exchange all kinds of fun in pursuit of stars on the platform.

“Welfare mall”. The “welfare mall” is one of the main income sources of the fans-support platform based on internet plus. The platform will purchase the genuine stars autographs, peripherals, tickets, posters and other IP derivatives from economic stars company, so fans can buy genuine stars’ products and the surrounding to support stars.

Concluding remarks

In the face of the special crowd just like fans, how to build an interactive platform between stars and fans, how to Play the fans-effect, how to bring better benefits and experience for social groups and stars, it is the problem worth the designers to think about. Starting from the point of the internet plus, the article designs for stars and fans with suitable interacting platform on the internet, to provide fans and stars and related groups with the fans-support platform which meets their needs and habits.

Reference


