

# Kwai Star Platform: Design and Implementation of An Influencer Marketplace System

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## ABSTRACT

In recent years, there are many enterprise business products empowered by advanced technologies such as artificial intelligence and big data. Enterprise users take efficiency as priority, hence, the experience design needs to focus on simplifying the complex workflow to optimize overall experience. As an influencer marketing platform, Kwai Star Platform (KSP) can match advertisers' marketing goals to the monetization needs of influencers. Because of the complexity of the marketing objectives, the UX design of the influencer marketplace system needs to consider the entire experience from both the advertiser side and influencer side apps. This paper focuses on how to improve the user experience of KSP influencer app through the process of research and design.

## Author Keywords

Business products; UX design; human-centered design; user studies; influencer marketing

## INTRODUCTION

As the leading short video-sharing social networking services, Kuaishou Video App now has 300 millions DAU. The Kwai Star Platform (KSP) enables advertisers to select influencers on Kuaishou Video App to accomplish their marketing goals with two task types: *video and streaming*. Influencers can make short videos or go live streaming to help advertisers to promote app, build brand awareness, and increase local sales. Until Nov. 2020, KSP has average 200 million Yuan (~\$28 million USD ) monthly revenue with over 50,000 influencers and 3,000 advertisers.

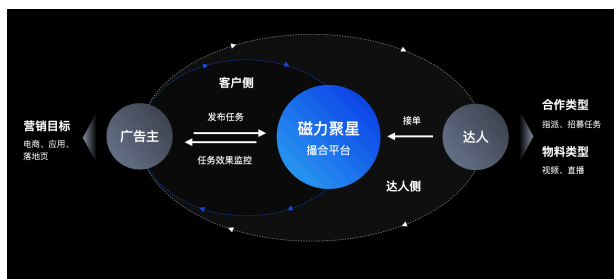


Figure 1. A diagram that shows the relationships of advertiser (left), Kwai Star Platform (middle) and influencer (right)

KSP influencer app had not revised since its release on 2017. The number of influencers has been growing slow

in recent months, and the task completion rate was low as well, which reduced the willingness of advertisers to place orders. In the mean time, the current information architecture of the influencer app was not clear and many users did not know how to effectively use the platform to accept tasks and make money.

## FORMATIVE STUDY AND DESIGN GOALS

The team approached existing problems of the product from four aspects: data analytics, heuristic evaluation, competitor analysis and user studies. First, we found that growth rate of influencers had significantly decreased in the past 6 months. There were only about one-third of Kuaishou influencers who have more than 10k followers completed the registration, while the registration rate of influencers with 100k to one million followers are even lower. Most of the influencers who have not completed the registration stay on the introduction page. We speculated that it might be because the previous registration process was complicated, and there was too much information to fill out.

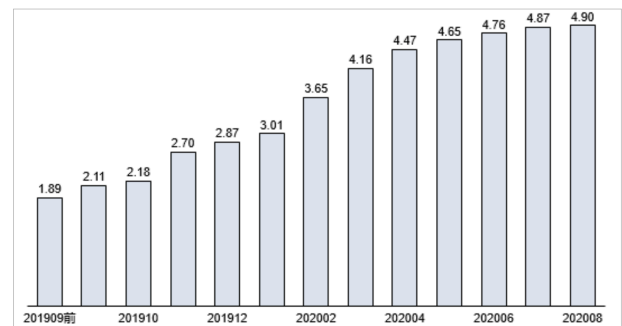


Figure 2. Influencer growth rate of Kwai Star Platform

Second, although the completion rate of short video tasks was relatively stable in the past 6 months, the rate of live streaming tasks had dropped significantly. Among them, the main reason was that the influencers missed the tasks, which led to automatic rejection. Likewise, the main reason for the live streaming task was that the influencer forgot to confirm the completion of streaming, which led to automatic failure of the tasks upon deadlines. In addition, features on the home page for the influencer app of the previous version were scattered and resulted in increased operation costs for completing multiple tasks. Also, there were not enough information or incentives on the home page to promote users participation, nor were clear task status to remind influencers of the deadlines and instructions for tasks in progress.

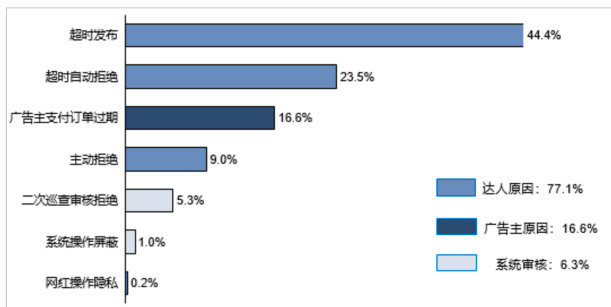


Figure 3. Reasons for the failure of short video tasks

Finally, influencers could not learn and grow in the app. There are a large number of influencers who have 100k–1m followers, but most of them have little experience in producing commercial videos or go live streaming. They need to learn the production process to improve their quoted prices. Experienced users also need to expand their industries and increase the order rate.

**Competitor Analysis**

After analyzing the information architecture, page layout, registration and task completion process for similar products on the market, we found that the home page usually aggregates important features, such as clear reminders of tasks in progress and instructions of what to do next. Each task card displays information of the task type, task name, status, task reward and etc. On the detail page, it shows clear progress of each step for in-progress tasks. The task information can be expanded/collapsed based on the progress to help users view the most important information for each step.

**Design User Studies**

In order to better understand user needs and goals, we conducted in-depth user interviews with ten influencers in three weeks. Some of them are affiliated by MCN agents, and others are self-employed. Though they had various experiences, all of the influencers had at least one task completed in the past three months. The team consisted of 4 to 5 members, and would record the interviews, take photos and notes. The interview process was led by two user researchers, and both of whom had interview experiences for years. The interview questions focused on the overall experience, registration process, task completion and growth/reward inside the platform. We paid special attention to the usability issues encountered by users for processes of accepting and completing tasks, such as "When was your first order?" "Describe how you complete a task in detail", and followed up with related questions to gain deeper understanding on how they use the product.

**Influencer Registration Process:**

- Do you know what quick order is? Do you know the benefits of quick order introduction (such as the landing page of quick order introduction) before entering? You can consider increasing the rights and interests of fast missions to attract waist and tail talents to join the star?
- Do you have any understanding of the fast video, fast broadcast and fast task of each module of the quick order?
- Do you know how to enter the station for quick orders? Is the move-in process smooth? Do you know the move-in process and have clear guidance? If it doesn't go well, what are the problems?
- What are the reasons for the failure to settle/set up? (Currently on the quote page, the landing page churn rate is high)

**Growth:**

- Do you know how to adjust the appropriate quotation (waist and tail expert)? Do you know your quotation accurately?
- Are you satisfied with the current benefits?
- Do you know how to improve your order rate?
- Why can't the waistline celebrity receive the order? If not, do you know the existence of fast tasks?

Figure 4. Sample interview questions

Online surveys were sent to users with different number of followers ranging from 100k–10m with different task completion experiences (no experience/complete one task/complete multiple tasks). After collecting hundreds of valid questionnaires and interviews, we targeted on the following problems needed to be resolved:

**Registration Process:** Users were willing to register but the introduction landing page does not clearly show benefits and what they could do for the app; the registration process was complicated and some of the information confused influencers such as filling out quoted price; they also worried about the personal privacy for the real name authentication process.

**Task Completion Process:** Users did not get reminders to receive tasks, and did not know the procedures to complete tasks, especially for new users. They also did not know how to effectively communicate with advertisers about task requirements and deadlines, as currently only advertisers could contact them directly.

**Reward System:** users didn't know where to find help information; they were not satisfied with the reward of the task (unclear how to adjust the appropriate quoted price where it's not too high that they cannot receive task, or too low that they cannot cover the costs); and the system lacked features to see popular videos on how to make better videos.

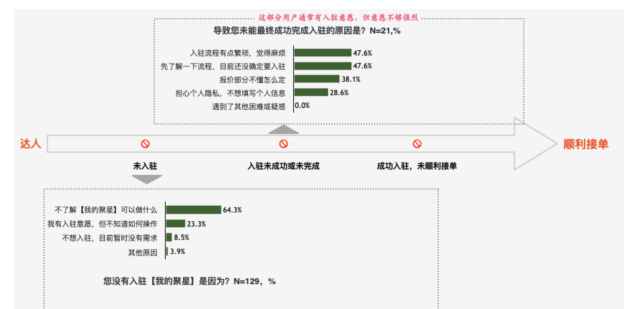


Figure 5. Reasons for not completing the registration

**Design Goals and Objectives**

The design strategies were formulated based on research insights: **1) User Growth:** The previous registration process is long and complicated, therefore, it is urgent to simplify the process, highlight the reward and let them know what they can do on the intro page; **2) Increase Task Completion Rate:** make sure the progress of each tasks is clear to the influencers, and add functions to communicate with advertisers; **3) Influencer Reward System:** have guidances for new users, and let users with different experience levels can learn and grow inside the product.

**KSP INFLUENCER APP FRAMEWORK**

The revised KSP influencer app combined short video and live streaming tasks into one interface to view, manage and complete tasks, contrary to the previous version where features of different tasks were separated. On top of the *Account page* shows the overall balance of the user that integrates income of different tasks. The page also displays important status of in-progress tasks in the form of carousel, making sure that users can pay attention. The third module integrates management of quoted price, personal information and other features which users use more often. In addition, the messaging system was also added to make sure the influencers can contact with advertisers directly to complete tasks more efficiently.



Figure 6. Information architecture for the revised version

**Simplify Registration Process**

There were five steps to finish up registration for the previous version of KSP influencer app (figure.7), including open each task → intro page → fill out personal information (gender, date of birth, phone number, videos, quoted price where advertisers see on KSP advertiser platform, real-name authentication and etc.)

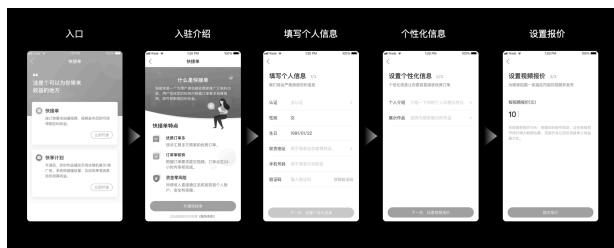


Figure 7. Registration process for the previous version

The revised version first simplified information needed to be filled out during registration. Information that is unnecessary for registration such as gender and date of birth was canceled, while only keeping necessary information such as phone number, and the new version reduced the number of steps to complete registration to two.



Figure 8. Registration process for the revised version

**Increase Awareness of Task Progress**

To increase the awareness of different tasks, we added “x tasks in progress” on the entry page in Kuaishou App before users open KSP influencer app.

**1) Rank of Task Sequence:** The new home page combines short video and live streaming tasks, the system prioritizes the list by showing in-progress tasks on top. The steps of short video task that influencers need to complete include "Accept/Reject task", "Upload video", "Re-upload video", and those of live streaming task include "Accept/Reject tasks", "Confirm live streaming session", "Modify schedule" and etc. The in-progress tasks are ranked based on closest deadlines, for example, tasks needed to be completed in 2 hours will rank higher than those in 2 days. The rest of the list recommends tasks to users based on experience level, deadlines and rewards.

**2) In-progress Task Reminder:** Assigned tasks have multi-dimensional reminders based on the deadlines. For tasks with a deadline more than a week, the card displays “yyyy/mm/dd”; when the deadline is within 48 hours, the card displays “hh:mm left”; and there is a *notification bar* on top of the home page to remind users “You have x tasks due soon” of completing the tasks. For live streaming task, there will be notifications such as “Your have scheduled live streaming on hh:mm, please be on time” sent to Kuaishou app 5 hours and 1 hour reminders before the scheduled start time.



Figure 9. Multi-scenario reminder design for in-progress tasks

**3) Information Design of Task:** We reorganized the layout of task information to make sure influencers can notice important details. The task card on the home page displays type, name, status, reward, advertiser name, expected deadline, as well as bold buttons to make sure influencers can do operations on the task such as uploading video or respond to the advertiser.

The detail page of the task not only strengthens current status on top, but also expands/collapses the task requirements, product information, and conversion components based on progress to ensure the most important information for each step is conveyed on the first screen. For example, for the short video task, when the task has not been accepted/rejected, the page highlighted task requirements; when the short video is pending to release, the task requirement will collapse to increase the efficiency of browsing.

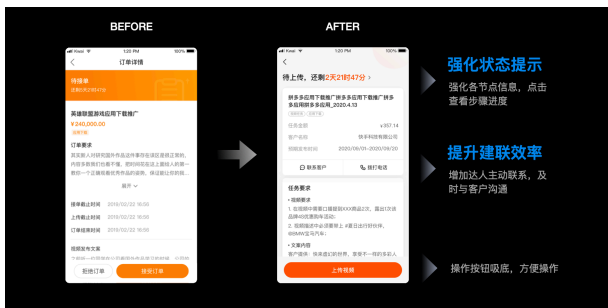


Figure 10. Detail page for each task

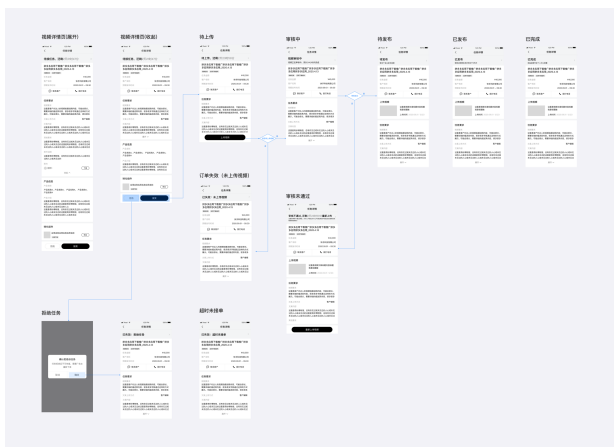


Figure 11. User workflow for short video task

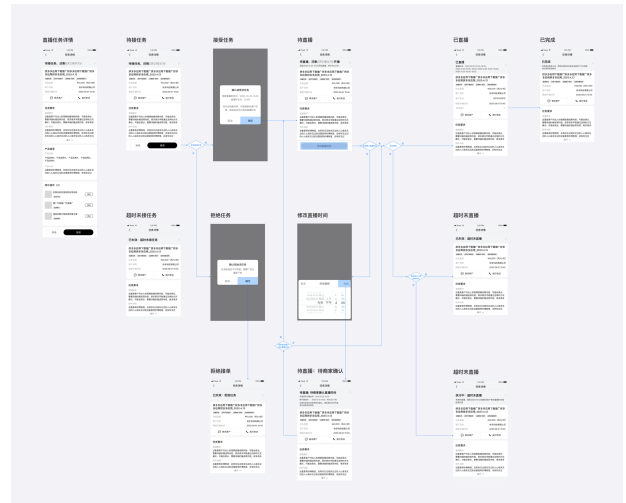


Figure 12. User workflow for live streaming task

**4) Contact Advertiser:** there are number of places where influencers can directly contact advertisers, in home page, task detail page and more.

**Add Reward & Education System - KSP Academy**

As many influencers are confused about how to complete the task, or what are good commercial videos that advertisers look for, we added KSP Academy in the app to help them learn and grow. The Academy has three major components: case studies, popular videos and professional courses. Case studies show some of the good cases where influencers' videos greatly helped advertiser to complete marketing objectives, so that users understand what benefits they could potentially have. Popular videos help influencers to gain a better understanding on what a good video should be, including components, editing and length. And the professional courses help users learn the basics such as how to find and complete a task.

The home page of the KSP Academy has the important contents of each component, and recommends relevant content based on different experiences of users. For example, for new users, the home page gives priority to displaying the professional courses, while for users with more experience, the page shows popular videos and case studies.

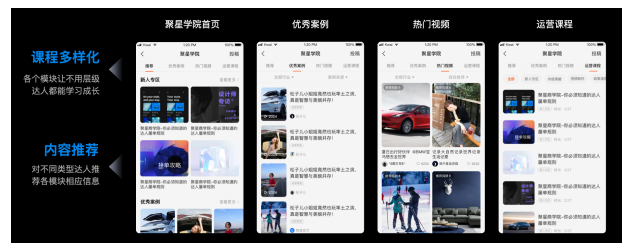
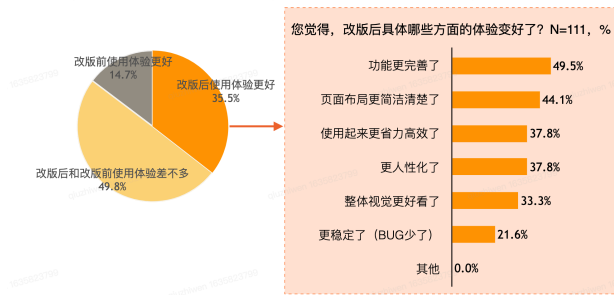


Figure 13. Interfaces of KSP Academy for Influencers

**Results**

The team conducted research for user satisfactor through quantitative online surveys and interviews after two months of release of the product, and nearly half of the users were more satisfied with the revised version. Users were especially satisfied with complete functions, task reminders, clear page layout and simple UI.

您个人使用体验而言,【我的聚星】改版后与改版前相比? N=331



**Figure 14. User satisfaction metrics**

**CONCLUSION**

The user growth has increased significantly after simplifying registration process, and the completion rate for short video and live streaming tasks has increased more than 30%. The redesign of KSP influencer app from preliminary user studies, data analytics and translate research insights to workable prototypes and successfully achieved both business and user experience goals. The product will further iterate based on user feedback to optimize experience and will continue adding more task types to fulfill the needs of influencers and advertisers.

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