

A Comparative Study on User Experience between WeChat and Line Software Design

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Abstract: Today, with the rapid development of digital and network technology, more and more media technologies provide people with more alternative information transmission platforms. Since the emergence of instant messaging software, the functions of voice messages, video messages and short messages are becoming more and more abundant. Different instant messaging software have different page designs based on customer needs, and in turn bring different user experiences to customers. Therefore, it is of certain significance to explore the influence of software page design on customer needs. This paper takes WeChat and Line, the two most popular communication software in Asia, as the research object. Through comparative research, interview and literature reading, this paper studies the reasons why WeChat and Line are popular with customers, the differences between them, and suggestions for the future development direction that can be learned from each other. Through the research results, it is found that the differences between the two are the different direction of page design, the different way of promotion, the future can learn from each other, and the direction of gradual development is suggested to be interactive promotion, and add some fun while simplifying the interface.

Keywords: WeChat, Line, Surface design, Contrast, User experience

1. Introduction

WeChat and Line as the leader in the rapid communication software market, the most prominent point is mainly displayed in the page design of WeChat and the promotion of Line. The simple and generous design of WeChat page greatly improves the user's feeling of use, and it is easy to find functions without prompting. Different promotion methods, such as Line's store promotion, have expanded the audience. The significance of the research is to provide some insights into the future development of communication software through analysis and summary. This article altogether divides into three chapters, respectively, to study the WeChat and Line page design impact on the user requirements and the user experience the contrast research of feeling, in the second and third chapters, respectively discusses the WeChat and Line design, customer needs, user experience, etc. and then in the fourth chapter compares what kind of software for the user experience is better. Basic interviews were conducted on both instant messaging apps. After statistics, a total of 20 people were interviewed, including 10 people for each software. The 20 people were divided into young, middle-aged, old, and students; there are workers; there are retired people. Male and female interviewers were evenly divided to maintain neutrality. The questions included: Do you like the software? Why is that? What

can be improved? What do you dislike about it? These questions revolve around how the user feels about the product.

2. Overview of WeChat and Its Features

2.1. WeChat Overview

WeChat is a very popular instant messaging app on the Chinese mainland that was launched in October 2010 by Shenzhen-based Tencent Holdings LTD. WeChat, which focuses on cooperation and innovation, has nearly hundreds of millions of users worldwide. After the emergence of QQ (another communication software), Tencent designed another communication software, with a more robust and simple registration method and a more professional and concise page design. The biggest thing that WeChat and QQ have in common is that they share the same user base. Many QQ users came from the instant messaging app after learning about the launch of WeChat [1]. In the communication field, WhatsApp and Line can compete with WeChat. They are similar in that they can make phone calls and video calls through chat and group chat, but different in that both WeChat and Line can carry out additional functions such as purchasing behavior in the application. On WeChat, people can post statuses, send stickers in chats, share their location in real-time, make mobile payments, and so on. In addition, WeChat has no regional restrictions and 18 languages to choose from. From the page, the interface of WeChat is dominated by black-and-white themes, which cannot be changed. The main functions of WeChat are communication, WeChat payment, and a public account platform.

From the point of view of design, the Logo of WeChat itself is green, and a dialog diagram to let users see that this is a chat software. In addition, WeChat is composed of four frameworks: communication, address book, discovery, and "I", among which the discovery page can send moments of the post, and "I" has online payment, purchase, and other functions. The design of the WeChat logo is simple and clear, and the simple WeChat logo is mainly composed of green and white (Figure 1). The combination of green and white adds a 3d and dynamic feeling to the WeChat logo, making it easy to be recognized by the audience (Figure 2). WeChat is a relatively invisible and ubiquitous Internet product. It can not only make users feel the logo of WeChat intuitively but also integrate it into their life [2].

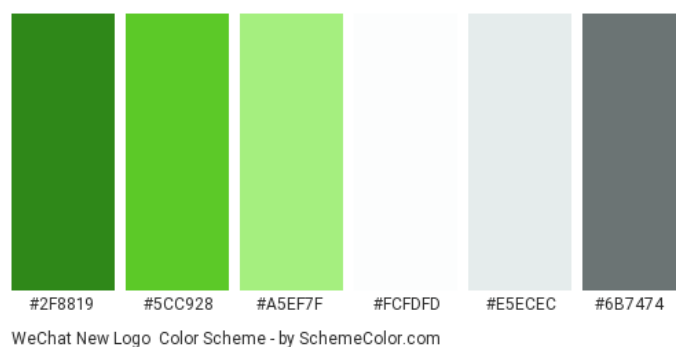


Figure 1: WeChat color guide.



Figure 2: Wechat logo.

2.2. WeChat Page Design and its Influence on User Experience

According to a series of summaries after interviews with interviewees, WeChat is popular because it is designed with user experience as the orientation, and many of its functions meet people's needs. User experience design is the user's overall feeling when using a product or service. From the perspective of information feedback, WeChat has launched a "take a beat" function. When people take a picture of someone else, the person who is taken will receive vibration and the picture will shake, which is a good intuitive way. Cross-platform is also a powerful function of WeChat. It is not only mobile software but also computer software, which makes it more convenient for the audience to use. In addition, WeChat itself links to small games, public accounts, and so on also makes it more attractive based on instant messaging apps. Freud once said: Human beings are born with psychological curiosity, curiosity about privacy, like snooping privacy, is natural, is the nature of human beings [3]. There are several reasons for voyeurism: personal growth, personal protection, and the need to vent one's desires. This phrase means that human beings are born with curiosity, which also means that people are born with a need to be noticed by others. Through different attention, people can gain a certain sense of being needed in the group. In addition, after gaining a certain amount of attention, people began to seek a certain amount of privacy. To gain some privacy while gaining attention, the emergence of WeChat perfectly meets the needs of the audience. People can select groups to watch while sending posts to their circle of friends and obtain a certain amount of attention at the same time [4].

Zhang Xiaolong, founder of WeChat. On the 10th anniversary of the establishment of WeChat (January 19), he shared the significance of many functions in WeChat, such as video numbers and live broadcasts. In his speech, Zhang said, "Let me share a set of data. Today, every day -- 1.09 billion users open WeChat, 330 million users make video calls. 780 million users entered moments, and 120 million users posted moments, including 670 million photos and 100 million short videos. 360 million users read articles on official accounts, and 400 million users used mini programs. There are many, including WeChat pay, enterprise WeChat, WeChat reading, search, and so on, not to mention. For example, WeChat Pay, like your wallet before, has become a daily necessity, and what has become "a lifestyle." Here again, the existence of what is just like its original intention to integrate the software itself into life [5]. In 2019, in his public speaking and media interview, Zhang Xiaolong talked about the design concept, birth, and development of WeChat, and discussed some questions that users were curious about in the media interview. In the interview, the media asked, "What is the most important

experience for WeChat?" Zhang replied: Operation response speed is always the first experience. This is because the employees of the company have had relevant thinking when making the mailbox: for a good product, it may need to meet several requirements, such as "accurate entry" and "good function design". When the employee lists speed separately, it means "speed must be fast." The speed is the speed at which the system responds. Company review QQ mailbox can do, there are two points are the most important: the first is simple; The second is speed. Simple and fast, together is "Jianjie", that is, simple and fast. Simplicity and "fast" are two of the most important keywords in user experience. In WeChat 4.0, the response speed of clicking into a conversation group was quite slow. The staff of the company made a lot of improvements to ensure that the entry speed was improved. In a WeChat circle of friends, fluency in the timeline is also very important. The development of the company has done many times of reconstructions here to ensure a smooth experience and ensure that the speed can exceed all the products within the timeline. Although the development cost to increase the speed here is significant, it is worth the cost. The word "simplicity" was mentioned many times in the interview, which also implied the central concept of WeChat, namely, to bring customers the timeliest feedback and the clearest user experience. This also applies to all WeChat products. For example, WeChat users can send voice messages to each other. Instead of more complex but flashy designs, WeChat directly writes "hold to speak" on the voice interface. Add friends is in the top right corner because it's a very easy place to go. These examples all show the goodwill of WeChat to customers. People will not see some gorgeous designs, on the contrary, all the designs are very simple. In addition, WeChat rarely appears novice guidance tips. Zhang said that this is to not disturb users because there is no need to bring complicated experiences to users when things can be done with simple images. If the user doesn't understand that the feature exists, then it doesn't exist. The user only needs to use the board they need. To sum up, WeChat is designed to achieve the highest user experience rather than to make the page more beautiful, which is also difference from other software [6]. According to the survey of users, most users agree that they like the simple and clear instructions of WeChat, and users can find what they are looking for without looking at any prompt. Some users say that while the design is convenient, the design of the page is a little boring.

3. Line Overview and its features

3.1. Line Overview

The line is a software product of the South Korean Internet group NHN and Japan's NHN Japan. Line, an instant messaging software like WeChat, is widely used in Japan and South Korea. It can be used on smartphones such as iPhone, Android, or Pc and Max. In addition to the chat functions provided by the basic chat software, Line also adds stickers, games, and a series of peripheral applications of Line, such as Line news, B612 camera, Line camera, etc. [7]. Line Corporation is committed to communication, content, entertainment, advertising, and other convenient development, launched in 2011, the main functions are content, communication, and life. The content category belongs to games and news, the communication category is divided into emoji services, and the life category is divided into mobile payment, etc. The design of Line is like that of WeChat, which is mainly green and white. However, Line, WeChat, and WhatsApp are all composed of green, which leads to the stereotype of users of messaging software, that is, green equals messaging software. Like Facebook, Line was born after the March 11 earthquake in Japan. At the end of the earthquake, almost all the communication problems occurred, because of the serious damage to buildings, road collapse, traffic interruption, and so on, many people cannot contact their families, and even if they can talk, the signal is almost no. In this situation, Line found that an Internet connection is more stable than a mobile phone call, so the research team developed a smartphone, computer, and other software -Line [8]. According to the data, Line users are mainly distributed in Taiwan, Japan, Thailand, and so on. According to similar

web's data analysis, Taiwan accounts for 37.46%, Japan 31.58%, and Thailand 24.5%. Taiwan accounts for a large proportion of users at present. In addition, male users account for 59.31% and female users account for 40.69%, with more users aged 25-34 (Figure 3). When talking about Line, most users will associate with Brown Bear, Kanni Rabbit, Baozi Man, and other famous IPs. In terms of publicity, Line has also opened pop-up stores such as themed cafes and nearby shops in many areas. In the age division of the line audience, there are more young people, because young people prefer to go to these places. In addition, Line's strong book Posting database is also a factor that is popular among young people.

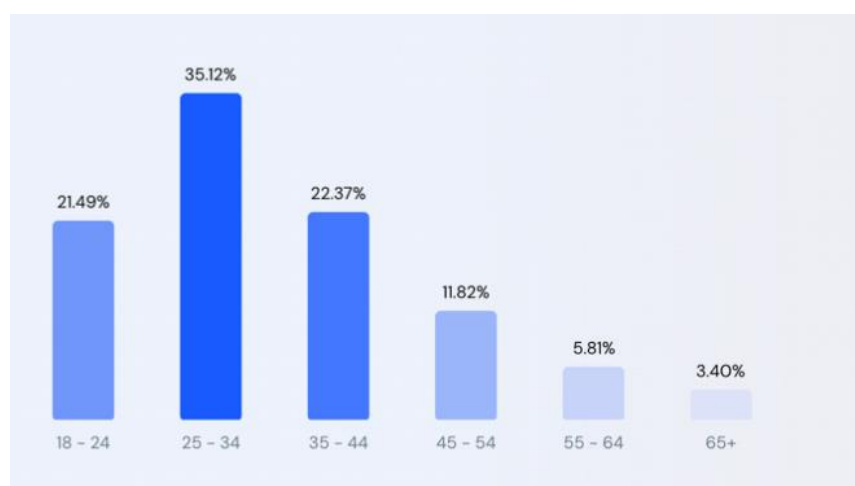


Figure 3: Age distribute.

3.2. The Surface Design of Line and its Influence on the User Experience of the Audience

3.2.1. Line's Surface Design

Different from other communication software, Line's brand design focuses on cartoon images (Figure 4). Users can customize their interface and emojis. Each cartoon image designed by Line has a sharp contrast in the language system, character system, and behavior. These features are also on display in Line's pop-up stores. In addition, the promotion of Line is also inseparable from this feature. The page of Line is divided into four areas: home page, chat, Line Voom (like friend circle), and phone [9]. Its page design has a variety of different themes that need to be purchased or free for users to choose from, and even users can choose by themselves when they receive the prompt tone of a short message. However, the page design of Line is very inconvenient for users and the user experience is poor because the overall picture of Line is not clear compared with other media although it has a good aesthetic feeling. In terms of brand elements, fonts, colors, and a few key buttons give customers a common ground when using different themes. All the colors used are uniform, namely green. Aside from interface design, Line has features like Line Voom and Shake. Line Voom is like a circle of friends between friends, and a shake can help you find people around you who are using the function at the same time [10].



Figure 4: Line friends.

3.2.2. Line User Experience

According to the interviews, the use of Line was evaluated very differently among people of different ages. This interview online focuses on the following aspects: understanding and use of line, the degree of love and reasons for line, and suggestions for the future. It can be found from the interview results that young people and middle-aged and elderly users have different feelings towards Line. When interviewing young people, most of them say that Line has a very strong personal style, which is more inclined to the preferences of young people. They can DIY their own interface, which indirectly leads most people to use this software. Elderly people say that Line's strong personal style makes them confused by some functions, and they prefer a simple interface. As for the reasons why mainland users do not like to use Line so much, the first reason is the existence of WeChat and the second reason is the payment setting of line. Many stickers and themes must be paid to use this, which makes the mainland users very uncomfortable. As for the read function of Line, there are half of the likes and half of the dislikes. Those who like the function think that this function can make users experience the happiness of communication more deeply, because the other party will display read after seeing the message. Those who don't like it think their privacy is affected. An interviewer said: Sometimes I see a message when I am busy, but I can't reply in time. When I use Line, it will bring a bad impression to the other party.

4. Comparison of the Influence of WeChat and Line Page Design on Audience Experience

4.1. Differences in Surface Design between WeChat and Line

Although the logo design of WeChat and Line is green and very similar in function. WeChat mainly focuses on four functions, namely communication, address book, discovery, and "I" page Settings; its main functions are communication, WeChat Pay, and public account platform, and will not show that the other party has read the message. Firstly, from the perspective of communication and address books, the design of WeChat allows users to access and use it intuitively. According to psychological theory, the human eye tends to read from the left-most object and extend to the right. According to this theory, the communication interface of WeChat is the first thing users see, followed by the address book. In addition to the communication function, the next important is the WeChat Pay and official account platform. The public number platform is a platform where everyone can promote and share life. The public account platform appears on the discovery page, and users can see it briefly after entering the page. WeChat Pay and other functions can be easily viewed on the "I" page.

Line revolves around multi-functional development, there are stickers, games, peripheral programs, and other functions. Line focuses on the development of pages and functions, and after the other party reads the message, it displays that the other party has read it. The page Line is more deviant than WeChat. Different from WeChat, which intuitively displays the ideas it wants to express, Line is more diversified and does not focus on a particular function. Although Line is also a fast communication device, its communication and communication interface are not intuitive enough, which takes time to find. The user experience is weak.

From the overall style analysis, the style of WeChat is more concise, focusing on user experience rather than how to look better. It doesn't support a customized interface, and it doesn't focus on any cartoonish characters. It's just a piece of software designed to make the user experience more intuitive. Compared with WeChat, Line pays more attention to cartoon design style. It allows users to design their favorite chat interface and use Line's unique series of stickers. The design is more attractive to the young masses.

4.2. Comparison of User Experience

First, in the use of feeling, WeChat for user experience, does not pay much attention to the page, the page operation is simple and fast, such as directly sending voice, and adding friends. WeChat has the following functions, cross-platform mobile phones and computers, small games, and public account appeal. The public account plate includes a circle of friends to share, users can be simple and clear in this plate to share their daily, only people add friends' users can see the message. The line can design a lot of content by itself, such as emojis, interfaces, and other places. Its Line Voom feature is also like Moments but less widely used by users than WeChat. Secondly, in terms of audience distribution, WeChat is mainly in the mainland, while the line is mainly distributed in Taiwan, Thailand, Japan, and South Korea. The reason for this is that software developers belong to different regions and have regional restrictions. Third, in terms of audience, WeChat has a wide audience with no obvious age difference, and most of its customers are young people. Most of its audience sources are customers who have been using Tencent products before. Because of its special design, Line is popular among young people. In terms of audience sources, the author knows more about them from Line's peripheral products and pop-up stores. This kind of promotion is different from other promotion methods in the market to make it stand out. Finally, in terms of publicity methods, WeChat is more conventional, while Line has more surrounding publicity, even surrounding IP, publicity in place, theme coffee shop, store pop-up, etc. The completely different promotion routes of the two apps are also one of the reasons that affect their groups.

4.3. Focus Points for Future Communications Applications

4.3.1. Surface Design

As for future communication software, the comparison and analysis between WeChat and Line should be done, can be promoted through customer demand, promotion, page design, and other three categories.

First, the customer needs, communication application software is the most important function even communication. For user experience, communication and communication interfaces must be simple and clear. Just like the design idea of WeChat, from left to right, it can be simple and clear for users of different ages to see and use intuitively. For the requirements of page design, people can simply provide some fixed themes with different colors, but too much personal customization will increase the complexity of the software and reduce the convenience of users. From the perspective of promotion, Line's offline promotion is a very good way of promotion, which will attract many

audience groups who do not know the software but like offline stores to use software driven by curiosity. At the same time, there are fixed operators that will strengthen the promotion of software. In terms of page design, the most straightforward way to let users use the software is the best user experience.

4.3.2. User Experience

For the direction of user experience, the most concise and memorable icon, color, and ip image with fixed Ip image are all ways to make user experience more intuitive. The simple and clear icon and naming of WeChat can enable people of any region and age to use the software clearly through patterns, styles, or fonts, but this will also bring some boring feedback to some people. In summary, simple interface, appropriate design, and promotion both online and offline will bring the best user experience to users.

5. Conclusion

To sum up, the establishment of WeChat and Line, two instant messaging software, is very successful. Wechat's success lies in the extreme comfort and portability it brings to users, which is highlighted by its simple page design and text dominance. Page design is not too much color use, each page's color and focus are very unified. The place where the call is made will have fonts in addition to the call icon for easy understanding. The line is very successful from the perspective of page design. Every user can choose their unique interface through free download or purchase. In addition, Line completed the design and promotion of the IP image. Due to the offline promotion, the IP image of Line is also very popular and used by people who do not use Line software. To sum up, proper offline promotion is a very good way of promotion, which can attract many potential customers. Even if it is not selected for use, it will increase the popularity of the software. This method can be used as a reference for many different products. Wechat does not do too much promotion in the publicity, leading to most of the users being from the use of QQ or other Tencent software users. This limits potential users. According to the analysis and research, the beauty of the page is important, but the most important thing is that the user can use the software without guidance for the best user experience. For the future, based on the consideration of user experience, it is very important to have a simple interface so that users can use the software without being familiar with the instructions, followed by diversified but concise page design, and indispensable promotion. For those who want to make similar software in the future, it's important to note that the user experience always comes first.

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