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Foufou: using multimedia to promote a new product and establish a brand identity online

Yu-Chang Huang

Foufou

Using Multimedia to Promote a New Product and Establish a Brand Identity Online

Yu-Chang Huang

Rochester Institute of Technology

Computer Graphics Design

Thesis Report

Approved Date

March 30, 2009

Approvals

Chief Advisor: Chris Jackson, Associate Professor, Computer Graphics Design

_____

Signature of Chief Advisor   Date

Associate Advisor: Dan Deluna, Assistant Professor, Computer Graphics Design

_____

Signature of Associate Advisor   Date

Associate Advisor: Shaun Foster, Associate Professor, Computer Graphics Design

_____

Signature of Associate Advisor   Date

School of Design Chairperson: Patti Lachance, Associate Professor, School of Design

_____

Signature of Administrative Chairperson   Date

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1. Abstract

One night, my friend and I went to a night market in Taiwan and we were amazed by the great variety of adorable and interesting merchandise items, such as: puppets, stationery, t-shirts, and gadgets that were imprinted with Mashimaro, a Korean fictional character. Mashimaro has becaome incredibly popular in Asian countries, with it coming to force mainly through the Internet. In Japan, most popular cartoon characters, including Doraemon, Pokemon, and Hello Kitty, are introduced and established rapport with the people because of a bombardment of cartoons and advertisements on television. As these cartoon characters become more popular, merchandising begins. They have experienced outstanding business achievement by using television as a platform for cartoon character brand development.

Mashimaro,
Kim Jae In, 2000
http://www.mashimaro.com/

A-kuei,
A-kuei, 1999
http://www.kland.com.tw

Cartoon characters such as A-Kuei in Taiwan and Mashimaro in Korea, however, are being promoted on the Internet using a series of brief, animated comedy clips. Merchandising is implemented from the get-go and is seen as an important tool in establishing the brand rather than waiting for the character to develop popularity before merchandising begins. The marketing method of these new cartoon characters has subverted the original approach. Marketing with multimedia using multimedia techniques such as animation, e-cards, and electronic direct marketing to promote brand identity and advertise these new products. User interactivity is the biggest advantage this approach has over a strictly television-based marketing strategy. As more and more people are using the Internet to send e-mail, view media, and ultimately shop, this approach is an efficient and economical way to expand your brand and reach new customers.

Foufou is an established brand growing in popularity in the Asian market. I created this site to promote this brand and to expand its customer base. All images were created in Adobe Illustrator so files can be easily converted for use with a variety of software applications. In addition to being printed on the physical products, the Foufou character images can easily be made into MSN pictures, desktop icons, screensavers, and wallpapers. Characters and drawings can also be manipulated to design short animations or commercial films for creating extra value and go beyond simple static images

Foufou
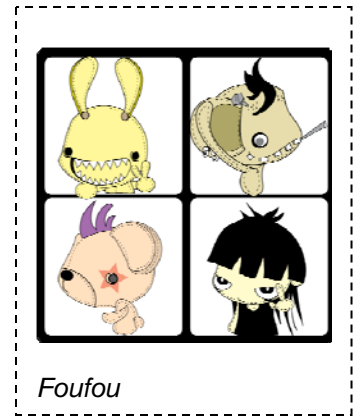
While the websites main purpose is to promote the brand and sell merchandise, it also provides a number of interactive features; specifically, two Flash games, a feedback form for customers, and a shopping cart feature. Harnessing the strength of the Internet, I hope to expand the brand and help bring Foufou to the masses.

2. Keywords

Brand

Cartoon Character

E-commerce

Foufou

Interactivity

Internet

Marketing

Multimedia

Product

3. Project Description

3.1 Overview

The Internet is a great tool for brand distribution. Today, many companies are successfully using websites to promote their brands and to develop their customer base. Initially, Foufou's creator Gia Hung has an online blog (http://tw.myblog.yahoo.com/crazy-bunny/) for issuing the news and for selling products at online auction and shopping websites such as eBay.com and http://tw.bid.yahoo.com. However, Foufou's online presence is somewhat fractured at this time and does not have a dedicated merchandising website. This website is a modern marketing tool to expand the brand as well as to promote Foufou characters and its products online. Gaining a foothold in this environment can be difficult as the Internet is becoming saturated with mass marketing imagery.

The most important purpose of this website is to expand the brand identity and to promote Foufou products. As people browse this site, I hope they become deeply interested in the characters. This website is different from traditional advertising as it focuses on providing regular information about the products and promotes interactivity. I designed two simple online Flash games for users to interact with, the goal being to build character identity and foster a relationship between the users and the characters.

The shopping cart feature is an important element of the website, allowing users to view and hopefully purchase Foufou merchandise. Successful designers have the vision and creativity to develop artistic and captivating works, but often lack the know-how to bring their works to the digital forefront and present them in a well-designed, functional website. The shopping cart functions I have developed for this website takes the site from information-based and the intangible to merchandise-based and the tangible.

The feedback functionality of the website gives consumers an online platform to express themselves as well as to write and read reviews about the products and the website itself. I believe quick and meaningful interaction with your user base is important as users become invested in the product and their commitment to the brand grows.

3.2 Flowchart

```
                    ┌─────────────────────┐
                    │  Opening Animation   │
                    └─────────────────────┘
                                │
                                ▼
                    ┌─────────────────────┐
                    │     Index Page       │
                    └─────────────────────┘
                                │
                                ▼

   Without Account                          Success

┌──────────┐      ┌──────────┐                    ┌─────────────────────┐
│ Register │◄─────│  Login   │───────────────────►│    About Foufou     │
└──────────┘      └──────────┘                    └─────────────────────┘
        │              │
        ▼              ▼                           ┌─────────────────────┐
   ┌──────────┐                                    │   Foufou Gallery    │
   │   PHP    │                                    └─────────────────────┘
   └──────────┘
        ▲                                          ┌─────────────────────┐
        ▼                                          │   Foufou on Sale    │
   ┌──────────┐                                    └─────────────────────┘
   │  MySQL   │
   └──────────┘                                    ┌─────────────────────┐
                                                   │  Foufou Wonderland  │
                                                   └─────────────────────┘

                                                   ┌─────────────────────┐
                                                   │    Foufou Talk      │
                                                   └─────────────────────┘
```
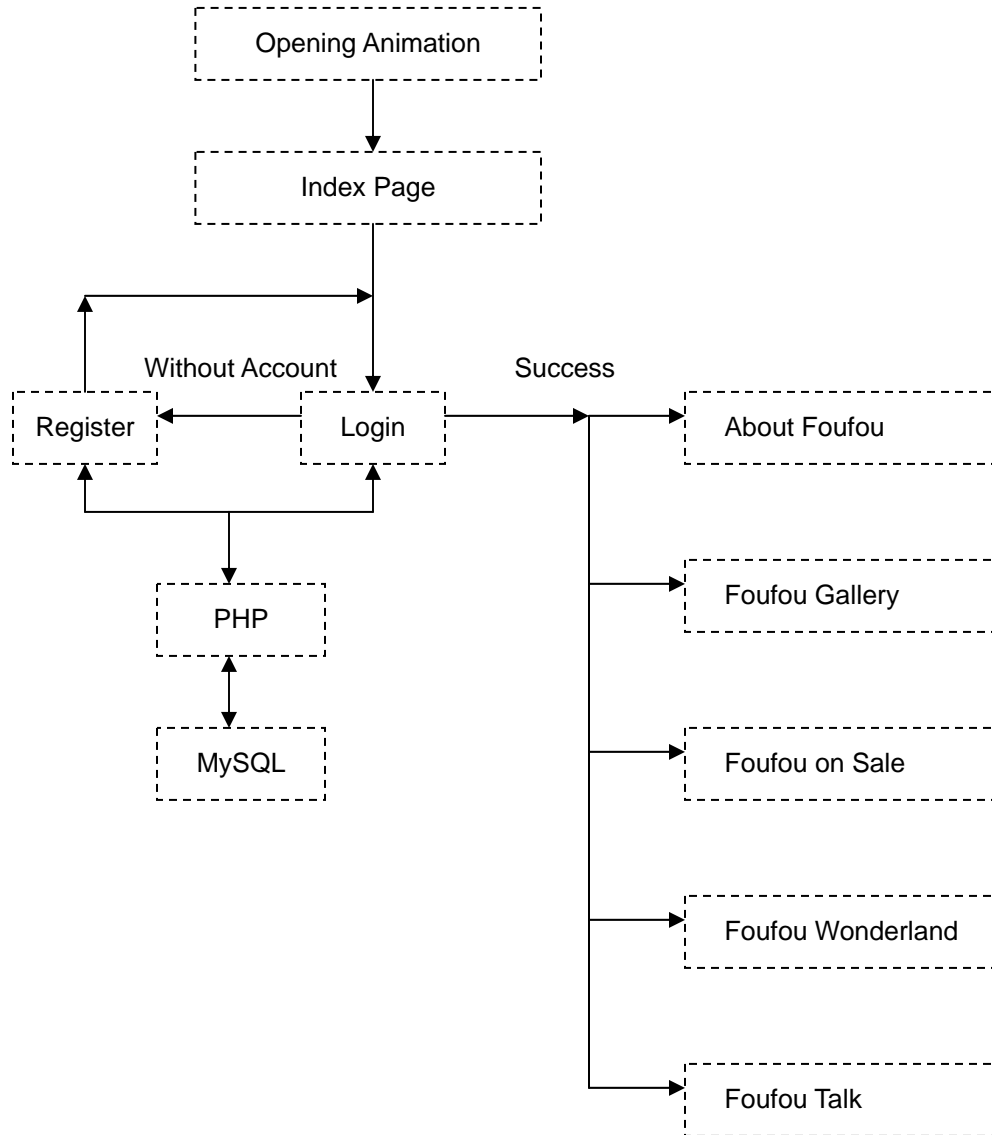
3.3 Functional Specification

3.3.1 Opening Animation

The user is presented with a three-second animation to introduce the four main characters. Users may choose to skip the animation and immediately enter the main page if they choose.
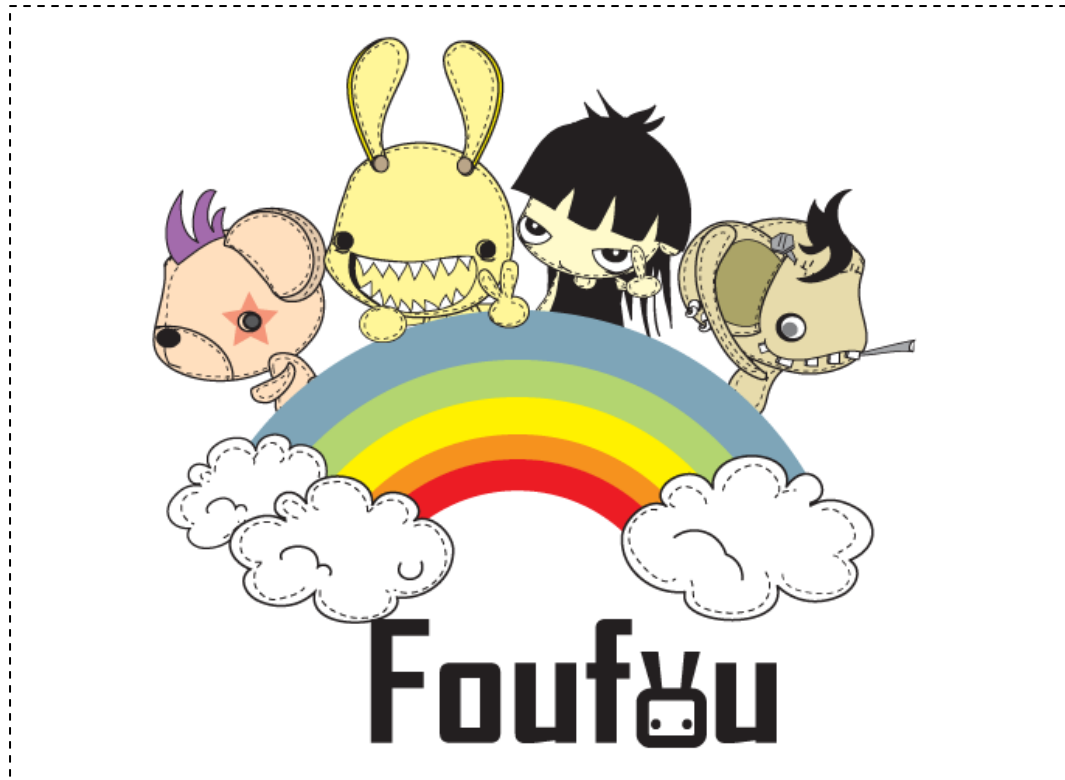
3.3.2 Home Page

The theme of the Home page is a factory. Interlaced pipes are presented in the background. Bunny workers work at a conveyer belt as packages pass by. There are a number of rotating gears spread on the stage. I use gears as buttons for navigation and differentiate between the button and non-button gears by assigning a blur to the gears that are not functioning buttons. When users roll-over a button with their mouse cursor, the gear stops rotating and descriptive text displays.
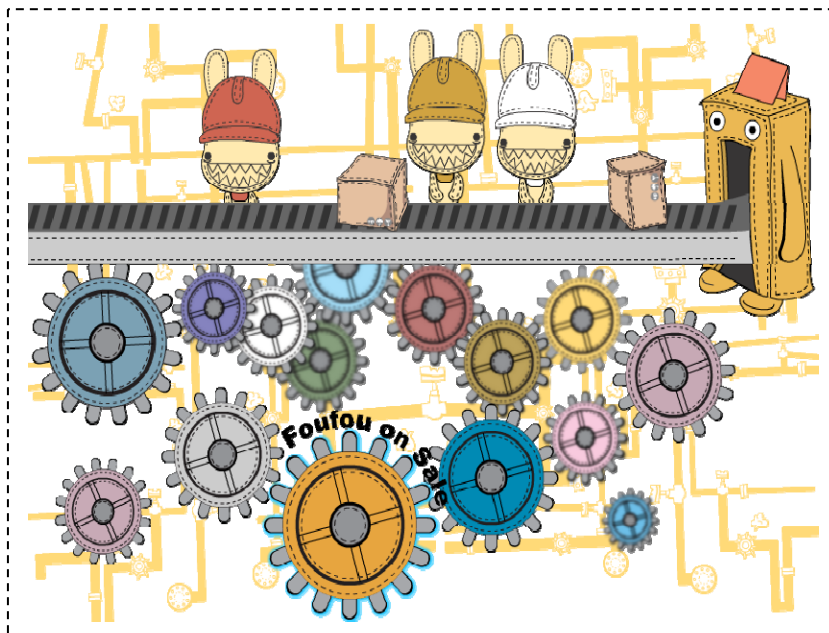
Customers must login first or register as a member of this website.

3.3.3   About Foufou Page

The theme of the About page is music and movement. Bunny plays a guitar in the foreground while staffs and notes display in the background. The text is a summary of what Foufou means and what the essence of the character and product designs are meant to represent.

"Foufou" comes from the French, meaning crazy people
Crazy and loving it, dark but interesting, eccentric but lovely
It is lovely, but evil within
Humor in the violence
Good products for venting frustration in life"
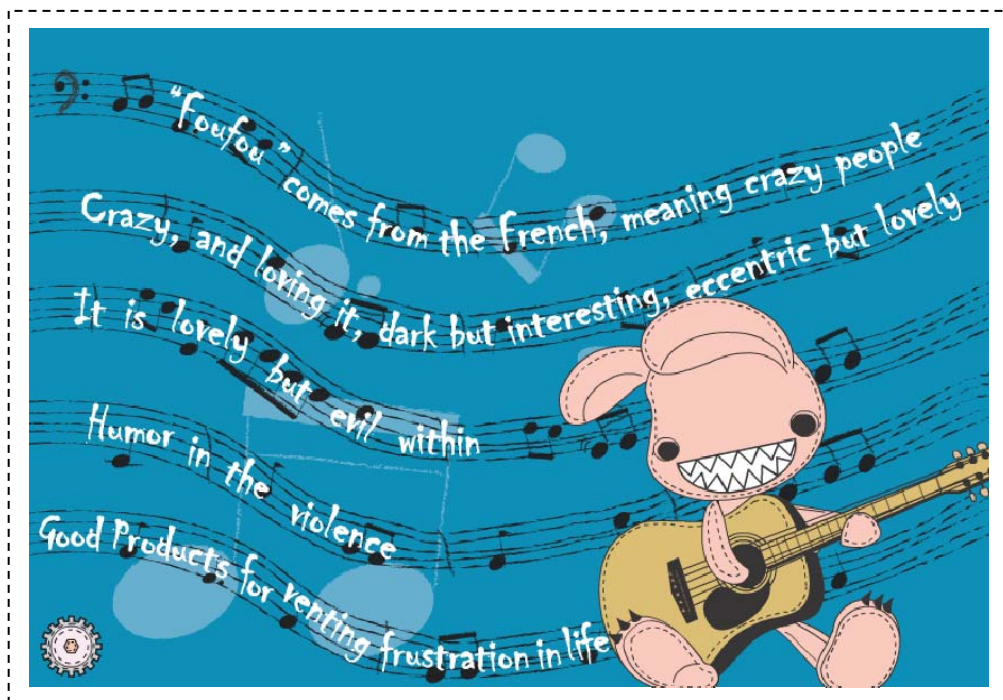
3.3.4   Foufou Gallery

Designed images are demonstrated on the Gallery page. When users roll-over the thumbnail icons with their mouse cursor, a larger image displays in the middle stage.

When users click the thumbnail icons, a pop-up window displays a high-quality image (1024x768) users can download and use as a wallpaper.

3.3.5   Foufou on Sale

This page provides an online merchandising feature, where five categories of Foufou products display. Customers view the items. When the desired products are found, users can order the goods online.

3.3.6   Foufou Wonderland

This page displays two online Flash games; a maze game and a sliding puzzle game. These games are intended to subtly build a relationship between the user and the Foufou characters.
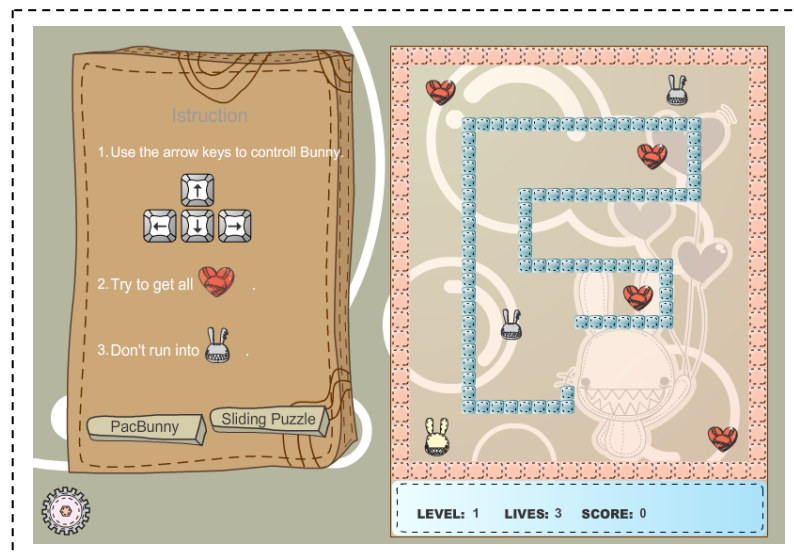
3.3.7 Foufou Talk

This page allows customers to send feedback about the website, products, or improvement suggestions. Quick and meaningful interaction with your user base is important as users become invested in the product with their commitment to the brand growing.

4. Process

4.1 Character Design

Foufou's creator, Gia Hung states, "One night, I felt tired and wanted to release the pressure from endless work so I scrawled on a sketch book. The prototype of Bunny was born. I wanted to show the dark side of models I design, so I define the nature of bunny as dark, bloody, cruel, but cute. At the beginning, I created four main characters for teaming up a rock band."
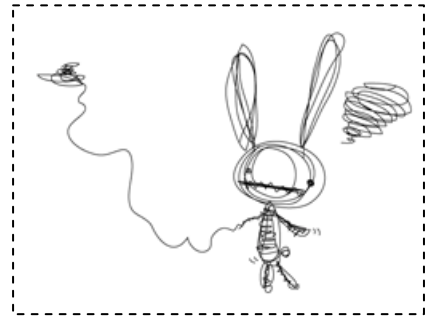
4.1.1 Crazy Bunny

Bunny is the vocalist of this band as well as the leading character of Foufou. His personality is naughty and he pays little attention to details. His hands in his pocket show he enjoys himself when he is singing.

4.1.2 Bonnie Girl

She is the guitarist. She is a cute girl, but her personality is cruel and dark. Her eyes seem to stare at someone heartlessly with cold smile.

4.1.3   Freak Monkey

He is a bassist of the band and he takes a cynical attitude towards life. The idea of Monkey comes from Frankenstein, so there are seams around his head.
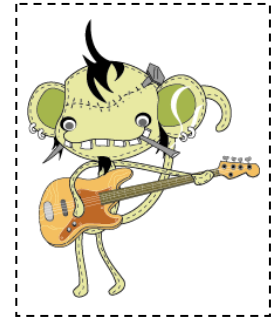
4.1.4   Sissy Bear

Originally, drummer was supposed to be the craziest and the most powerful guy in a band; however, I wanted to put a new spin on the character. So I developed this character to be tough, but feminine in style. This is demonstrated by the make up on his face and the star shape around the eye – eye shadow.

4.2 ActionScript

The following code demonstrates how to register new users using Flash as an input interface; uses PHP files to process the data users have inputted; and finally stores the information in the database.

```
1    // check empty data
2    // send data to the PHP file
3
4    function sendData (MouseEvent:Event)
5    {
6       if (username.text!="" && userpassword.text !="")
7         {
8         //send variables to the PHP file
9          var myData:URLRequest = new URLRequest
10         ("http://192.168.174.3/members/regAS.php");
11
12              myData.method = URLRequestMethod.POST;
13              var variables:URLVariables = new URLVariables();
14              variables.username = username.text;
15              variables.gender = gender.text;
16              variables.firstname = firstname.text;
17              variables.lastname = lastname.text;
18              variables.dob = dob.text;
19              variables.email = email.text;
20              variables.telephone = telephone.text;
21              variables.userpassword = userpassword.text;
22
23              myData.data = variables;
24              var loader:URLLoader = new URLLoader();
25              loader.dataFormat = URLLoaderDataFormat.VARIABLES;
26              loader.addEventListener (Event.COMPLETE, dataOnLoad);
27              loader.load (myData);
28         }
29        else
30        {
31              status_txt.text = "All fields are mandatory";
32        }
33    }
34
35    // receive data from the PHP file
36    function dataOnLoad (event:Event)
37    {
38        if (event.target.data.writing=="Ok")
39        {
40              status_txt.text = "Register Success";
41        }
42        else if (event.target.data.writing=="FAILED")
43        {
```

```
44              status_txt.text = "Register Fail, Please Try Again";
45          }
46          else
47          {
48                  status_txt.text = "Error in saving submitted data";
49          }
50      }
51
52      // create submit button
53      submit_btn.addEventListener (MouseEvent.CLICK, sendData);
```

The following code demonstrates how to verify the login information users inputted.

```
1       function sendLoginData (MouseEvent:Event)
2       {
3           if (username.text!="" && userpassword.text !="")
4           {
5                   //send variables to the PHP file
6                   var myData:URLRequest = new URLRequest
7                   ("http://192.168.174.3/members/regAS.php");
8
9                   myData.method = URLRequestMethod.POST;
10                  var variables:URLVariables = new URLVariables();
11                  variables.loginUsername = username_txt.text;
12                  variables.loginPassword = password_txt.text;
13
14                  myData.data = variables;
15                  var loader:URLLoader = new URLLoader();
16                  loader.dataFormat = URLLoaderDataFormat.VARIABLES;
17                  loader.addEventListener (Event.COMPLETE, dataReceived);
18                  loader.load (myData);
19          }
20          else
21          {
22                  msgbox_txt.text = "All fields are mandatory";
23          }
24      }
25
26      // receive data from the PHP file
27      function dataReceived (event:Event)
28      {
29          if (event.target.data.writing=="Ok")
30          {
31                  login_txt.text = "Login Success";
32          }
33          else if (event.target.data.writing=="FAILED")
34          {
35                  login_txt.text = "Wrong Username or Password!";
36          }
37      }
38
```

The following code demonstrates how to load images from XML.

```
1    // ----- Create a Loader object to hold the external images ------
2    var imgLoader:Loader;
3    var imgText:TextField = new TextField();
4    var xml:XML;
5    var xmlList:XMLList;
6    var xmlLoader:URLLoader = new URLLoader();
7    xmlLoader.load (new URLRequest("gallery.xml"));
8    xmlLoader.addEventListener (Event.COMPLETE, xmlLoaded);
9
10   function xmlLoaded (e:Event)
11   {
12        xml = XML(e.target.data);
13        xmlList = xml.children();
14
15        // ----- For Loop: loding external images ------
16        for (var i:int = 0; i < xmlList.length(); i++)
17        {
18            // define movie clip
19            var myClip:MovieClip = this.S3main_mc["thumb_mc"+[i+1]].tmask;
20            //trace (myClip);
21            imgLoader = new Loader();
22            // Load the thumb file based on the XMLList
23            imgLoader.load (new URLRequest(xmlList[i].attribute("thumb")));
24            // add thumb imgs to movieclip
25            myClip.addChild (imgLoader);
26            imgLoader.name = xmlList[i].attribute("image");
27            imgLoader.addEventListener (MouseEvent.MOUSE_OVER, showImg);
28        }
29        // -------------------------
30
31        // For Loop: define button function & tween animation of thumbnails
32        for (var j:int = 0; j < xmlList.length(); j++)
33        {
34            var thunmbClip:MovieClip = this.S3main_mc["thumb_mc"+[j+1]];
35            thunmbClip.scaleX = 0.9;
36            thunmbClip.scaleY = 0.9;
37            thunmbClip.addEventListener (MouseEvent.ROLL_OVER, mOver);
38            thunmbClip.addEventListener (MouseEvent.ROLL_OUT, mOut);
39            thunmbClip.addEventListener (MouseEvent.CLICK, mClick);
40        }
41
42        // mouse over: enlarge the size thumbnails
43        function mOver (e:MouseEvent):void
44        {
45            var _mc:MovieClip = e.target as MovieClip;
46            _mc.startTX ? _mc.startTX.stop() : null;
47            _mc.startTY ? _mc.startTY.stop() : null;
48            _mc.endTX ? _mc.endTX.stop() : null;
```

```
49          _mc.endTY ? _mc.endTY.stop() : null;
50          _mc.startTX =
51          new Tween(_mc, "scaleX", tweenFunc, _mc.scaleX, 1, 1, true);
52          _mc.startTY =
53          new Tween(_mc, "scaleY", tweenFunc, _mc.scaleY, 1, 1, true);
54      }
55      // mouse out: reduce the size thumbnails
56      function mOut (e:MouseEvent):void
57      {
58          var _mc:MovieClip = e.target as MovieClip;
59          _mc.startTX ? _mc.startTX.stop() : null;
60          _mc.startTY ? _mc.startTY.stop() : null;
61          _mc.endTX ? _mc.endTX.stop() : null;
62          _mc.endTY ? _mc.endTY.stop() : null;
63          _mc.endTX =
64          new Tween(_mc, "scaleX", tweenFunc, _mc.scaleX, 0.9, 1, true);
65          _mc.endTY =
66          new Tween(_mc, "scaleY", tweenFunc, _mc.scaleY, 0.9, 1, true);
67      }
68      // mouse click: load full size images
69      function mClick (e:MouseEvent):void
70      {
71              ldr_mc.startLoad (e.target.name);
72      }
73      function showImg (e:MouseEvent):void
74      {
75          imgLoader = new Loader();
76          // Load the image using the name stored with the thumbnail image
77          imgLoader.load (new URLRequest(e.target.name));
78          for (var j:int = 0; j < xmlList.length(); j++)
79          {
80              if (xmlList[j].attribute("image") == e.target.name)
81              {
82                      list = xmlList[j].attribute("title");
83              }
84          }
85          new Tween(imgLoader, "alpha", fadeTween, 0, 1, 1, true);
86      }
87  }
```

The following code demonstrates how to create a sliding puzzle game.

```
1   var pieces:Array =
2   [{className:Piece1},{className:Piece2},{className:Piece3},{className:Piece4},
3   {className:Piece5},{className:Piece6},{className:Piece7},{className:Piece8}];
4   var allTiles:Array = new Array();
5   var tileW:uint = 100;
6   var pieceIndex:uint = 0;
7   var tileContainer:MovieClip = new MovieClip();
8   var slideTween:Tween;
9
10  function makeMap():void
11  {
12      var tile:MovieClip;
13      var tileClass:Class;
14      for(var i:uint = 0; i < allTiles.length; i++)
15      {
16          for(var j:uint = 0; j < allTiles[0].length; j++)
17          {
18              if(allTiles[i][j] != 0)
19              {
20                  tileClass = Class(pieces[pieceIndex].className);
21                  tile = new tileClass();
22                  tile.x = tileW * j;
23                  tile.y = tileW * i;
24                  tile.name = "tile_" + pieces[pieceIndex].targetX + "_" +
25                  pieces[pieceIndex].targetY;
26                  tile.addEventListener(MouseEvent.CLICK, clickTile);
27                  tileContainer.addChild(tile);
28                  pieceIndex ++;
29              }
30          }
31      }
32      container_mc.addChild(tileContainer);
33  }
34
35  function initializeGame():void
36  {
37      var xIndex:uint;
38      var yIndex:uint;
39
40      allTiles[0] = [1,1,1];
41      allTiles[1] = [1,1,1];
42      allTiles[2] = [1,1,1];
43      setTargetPositions();
44
45      xIndex = Math.floor(Math.random() * allTiles[0].length);
46      yIndex = Math.floor(Math.random() * allTiles.length);
47
48      allTiles[yIndex][xIndex] = 0;
49      pieces = randomizeArray(pieces);
50      makeMap();
```

```
51    }
52
53    function setTargetPositions():void
54    {
55        var tileIndex:uint = 0;
56        for(var i:uint = 0; i < allTiles.length; i++)
57        {
58                for(var j:uint = 0; j < allTiles[0].length; j++)
59                {
60                        pieces[tileIndex].targetX = j;
61                        pieces[tileIndex].targetY = i;
62                        tileIndex ++;
63                        if(tileIndex >= pieces.length)
64                        {
65                                break;
66                        }
67                }
68        }
69    }
70
71    function checkBoundaries(tile:MovieClip, xPos:Number, yPos:Number):void
72    {
73        if(allTiles.indexOf(allTiles[yPos - 1]) != -1 && allTiles[yPos -1][xPos] == 0)
74        {
75                allTiles[yPos - 1][xPos] = 1;
76                allTiles[yPos][xPos] = 0;
77                slideTile(tile,"y",tile.y,tile.y - tileW);
78        }
79        else if(allTiles.indexOf(allTiles[yPos+1])!=-1 && allTiles[yPos+1][xPos]==0)
80        {
81                allTiles[yPos + 1][xPos] = 1;
82                allTiles[yPos][xPos] = 0;
83                slideTile(tile,"y",tile.y,tile.y + tileW);
84        }
85        else if(allTiles[yPos].indexOf(allTiles[yPos][xPos - 1]) != -1 &&
86        allTiles[yPos][xPos - 1] == 0)
87        {
88                allTiles[yPos][xPos - 1] = 1;
89                allTiles[yPos][xPos] = 0;
90                slideTile(tile,"x",tile.x,tile.x - tileW);
91        }
92        else if(allTiles[yPos].indexOf(allTiles[yPos][xPos + 1]) != -1 &&
93    allTiles[yPos][xPos + 1] == 0)
94        {
95                allTiles[yPos][xPos + 1] = 1;
96                allTiles[yPos][xPos] = 0;
97                slideTile(tile,"x",tile.x,tile.x + tileW);
98        }
99    }
100
101    function randomizeArray(ary:Array):Array
```

```actionscript
102    {
103          var random_ary:Array = new Array();
104          var randomIndex:int;
105
106          do
107          {
108                randomIndex = Math.floor(Math.random() * ary.length);
109                if(random_ary.indexOf(ary[randomIndex]) == -1)
110                {
111                      random_ary.push(ary[randomIndex]);
112                }
113          }
114          while(random_ary.length < ary.length);
115          return random_ary;
116    }
117
118    function checkSolution(event:TweenEvent):void
119    {
120          var thisTile:MovieClip;
121          var thisName:String;
122          var thisTargetX:Number;
123          var thisTargetY:Number;
124          var numCorrect:uint = 0;
125
126          for(var i:uint = 0; i < tileContainer.numChildren; i++)
127          {
128                thisTile = MovieClip(tileContainer.getChildAt(i));
129                thisName = thisTile.name;
130                thisTargetX = Number(thisName.slice(5,6)) * tileW;
131                thisTargetY = Number(thisName.slice(7,8)) * tileW;
132
133                if(thisTile.x == thisTargetX && thisTile.y == thisTargetY)
134                {
135                      numCorrect ++;
136                      if(numCorrect >= tileContainer.numChildren)
137                      {
138                            removeChild(container_mc);
139                      }
140                }
141          }
142    }
143
144    function clickTile(event:MouseEvent):void
145    {
146          var tileX:Number = event.currentTarget.x / tileW;
147          var tileY:Number = event.currentTarget.y / tileW;
148          var thisTile:MovieClip = MovieClip(event.currentTarget);
149          checkBoundaries(thisTile,tileX,tileY);
150    }
151
152    function slideTile
```

```
153  (tileToSlide:MovieClip,slideProperty:String,startValue:Number,slideFinalValue:Num
154  ber)
155  {
156      slideTween = new
157      Tween(tileToSlide,slideProperty,Regular.easeOut,startValue,slideFinalValue,3,f
158      alse);
159      slideTween.addEventListener(TweenEvent.MOTION_FINISH, checkSolution);
160  }
161
162  initializeGame();
163
```

4.3 Database

4.3.1 Overview Function of Database

A database is a collection of data or information organized in such a way to ensure rapid search and retrieval.

4.3.2 Database Structure

users	
user_id	<pk>
user_name	
user_passwd	
user_gender	
user_birthday	
user_email	
user_phone	
user_street	
user_city	
user_state	
user_zip	

product_catalog	
pro_cata_id	<pk>
pro_cata_name	

products	
pro_id	<pk>
pro_cata_id	<fk>
pro_no	
pro_name	
pro_size	
pro_qty	
pro_img	
pro_price	

order	
order_id	<pk>
session_id	
order_no	
user_id	<fk>
order_date	
order_status_id	<fk>
order_total	

order_rel	
order_id	<fk>
pro_id	<fk>
order_qty	
order_subtotal	

order_status	
order_status_id	<pk>
order_status_info	

4.4 PHP Files

4.4.1 Overview the Function of PHP Files

The purpose of the PHP files is to connect Flash (swf) files with the MySQL database.

4.4.2 Flowchart of Customers' Account

4.4.3 Flowchart of Products and Orders

```
                    ┌─────────────────────────┐
                    │         swf file         │
                    └─────────────────────────┘
                                 │
                                 ▼
       ┌─────────────────────────────────┐
       │ products_thumb.php               │◄──────┐
       │ display thumbnails of the product│       │
       └─────────────────────────────────┘       │
                       │  select a product        │
                       ▼                           │
       ┌─────────────────────────────────┐        │
       │ show_selected_product.php        │        │
       │ receive specification of selected│        │
       │ product from database            │        │
       └─────────────────────────────────┘        │
                       │              continue shopping
                       ▼                           │
       ┌─────────────────────────────────┐        │
       │ products_show.php                │        │
       │ show details of selected product │        │
       └─────────────────────────────────┘        │
                       │                           │
                       ▼                           │
       ┌─────────────────────────────────┐        │
       │ add_item_into_order.php          │        │
       │ save the selected product into cart│──────┘
       └─────────────────────────────────┘
              │  end shopping        change the content of order lists
              ▼                      ┌──────────────────────┐
       ┌─────────────────────────────┐│ changing_qty.php     │
       │ display_order.php            ├►│ edit order lists     │
       │ display items that customers ◄┤                      │
       │ bought                       │└──────────────────────┘
       └─────────────────────────────┘
              │
              ▼
       ┌─────────────────────────────────┐
       │ confirm_order.php                │
       │ confirm ordered items by customers│
       │ and save this order into database │
       └─────────────────────────────────┘
```
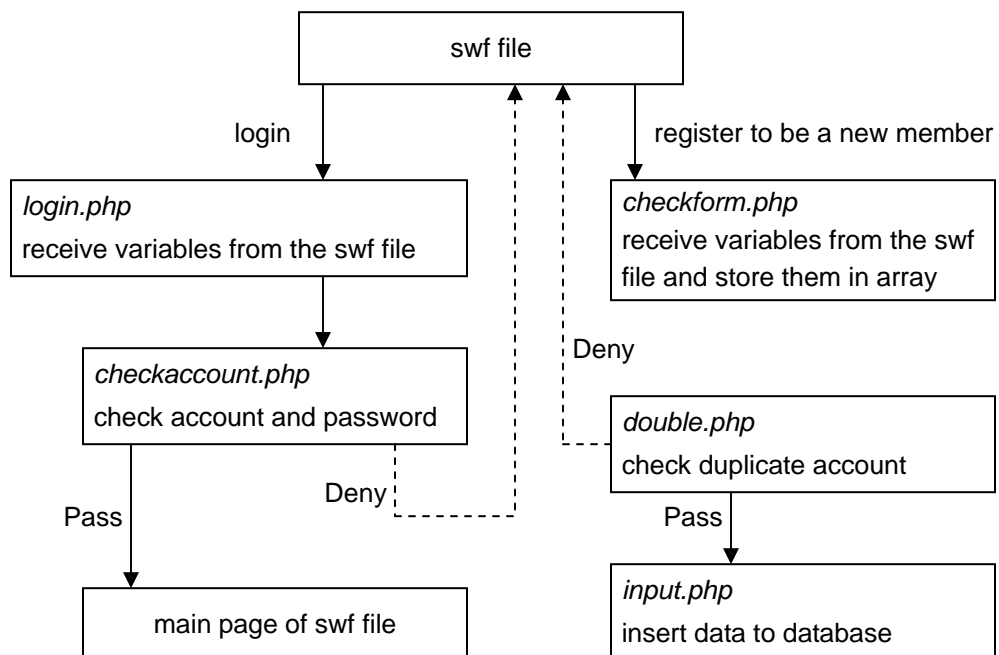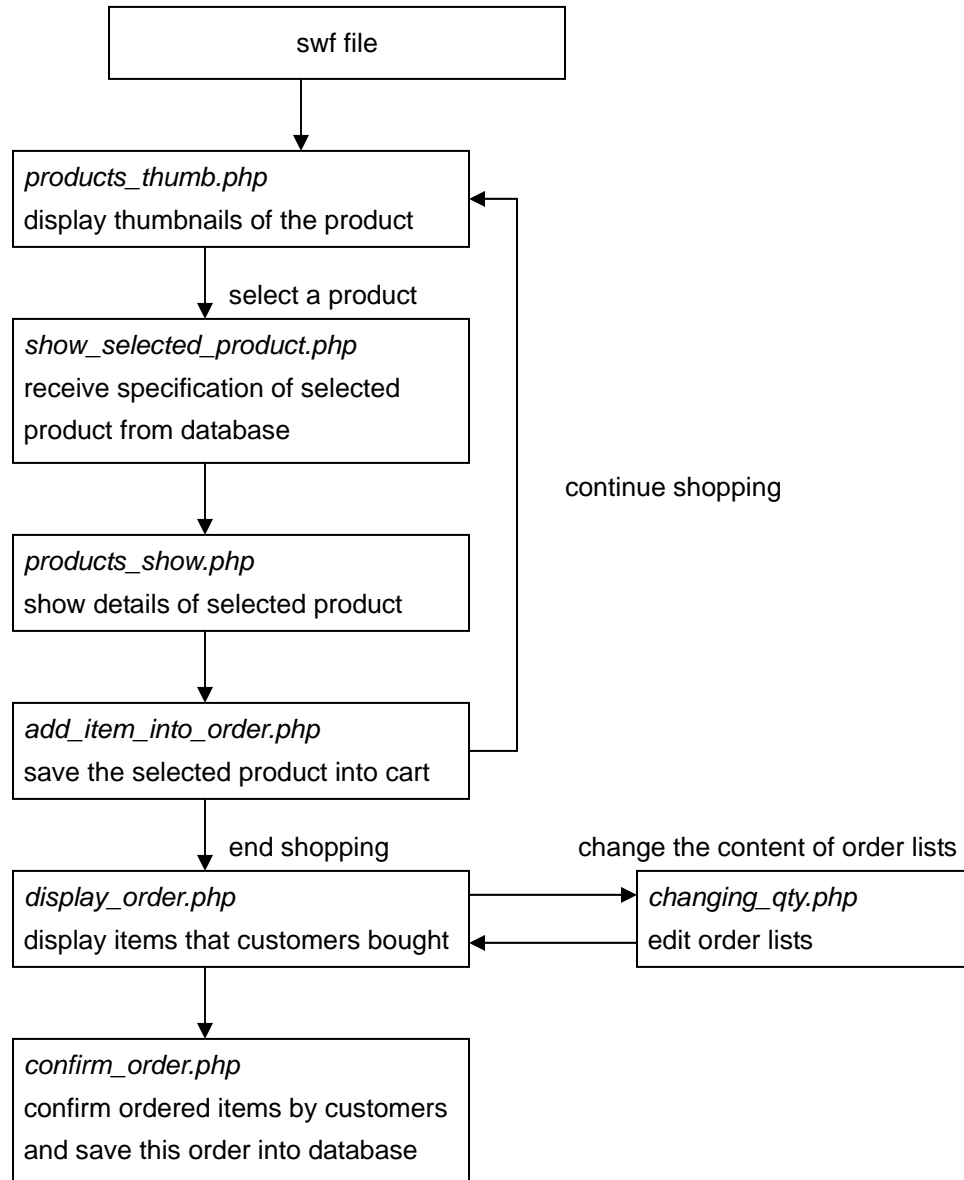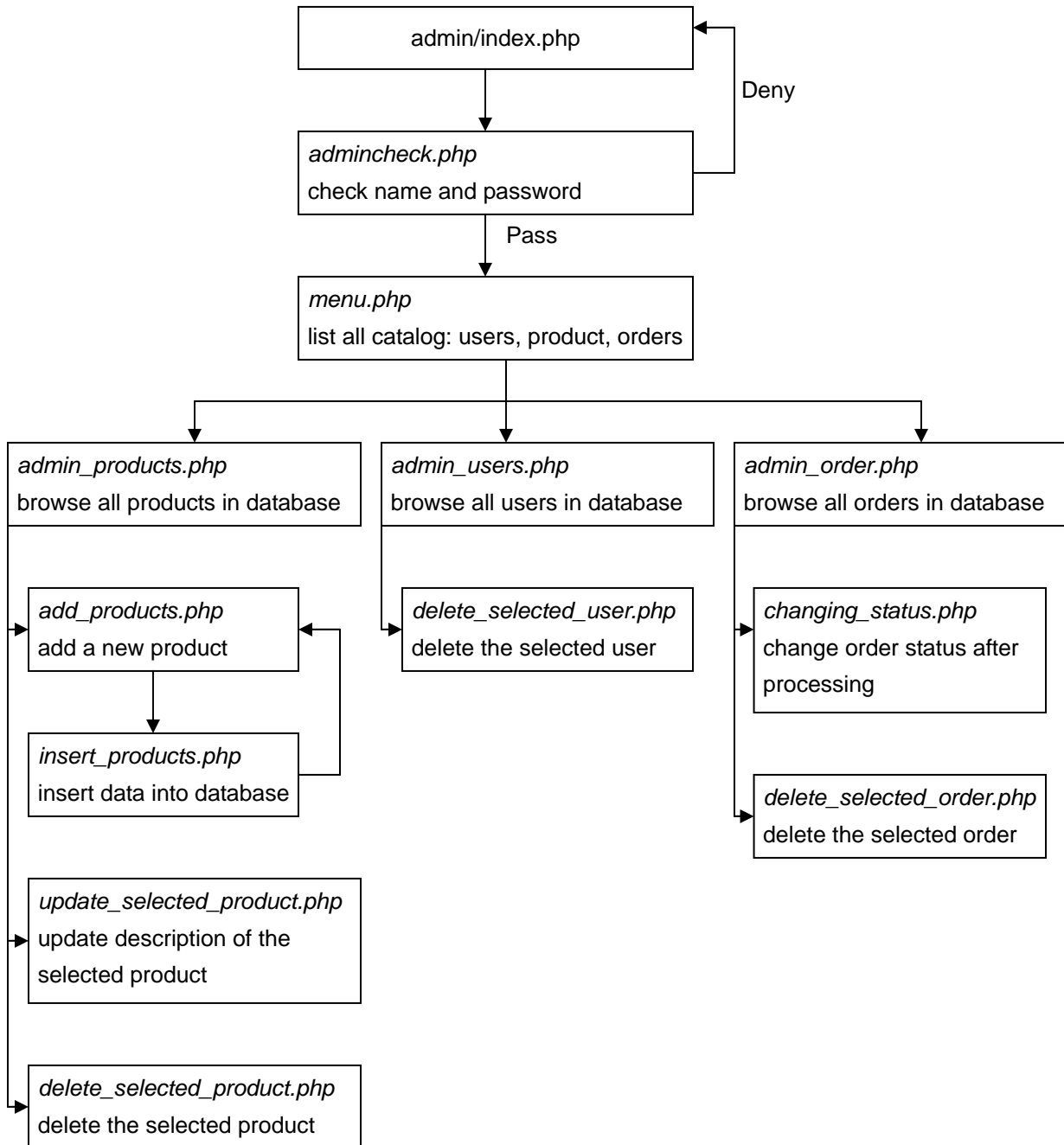
4.4.4 Flowchart of Administrative System

```
                        ┌─────────────────────────────┐
                        │      admin/index.php        │◄──┐
                        └─────────────────────────────┘   │ Deny
                                      │                    │
                                      ▼                    │
                        ┌─────────────────────────────┐   │
                        │   admincheck.php            │───┘
                        │   check name and password   │
                        └─────────────────────────────┘
                                      │ Pass
                                      ▼
                        ┌─────────────────────────────┐
                        │   menu.php                  │
                        │   list all catalog: users, product, orders │
                        └─────────────────────────────┘
```

admin_products.php
browse all products in database

admin_users.php
browse all users in database

admin_order.php
browse all orders in database

add_products.php
add a new product

insert_products.php
insert data into database

delete_selected_user.php
delete the selected user

changing_status.php
change order status after processing

delete_selected_order.php
delete the selected order

update_selected_product.php
update description of the selected product

delete_selected_product.php
delete the selected product

5.   Usability

5.1   Introduction Page

Originally, I created a 90-second motion graphic as an opening animation. However, I found it painful for users to go through the whole movie. In addition, it took a long time to load the movie from the server. To address this issue, I re-edited the original music to a shorter version and kept the animation brief.

5.2   Evolution of Design

The original Foufou character designs were dark, ruthless, and bloody.
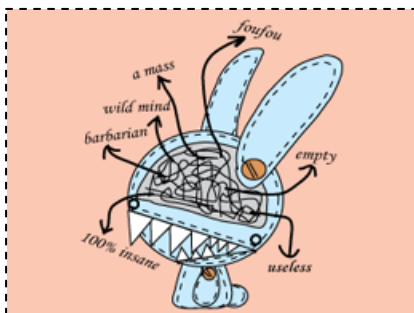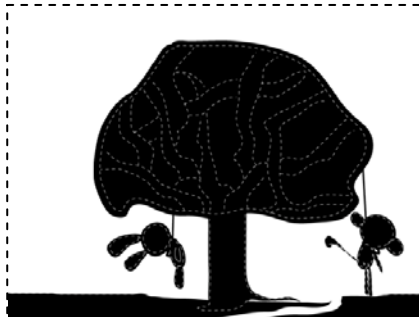
Foufou's target audience is females aged 12 to 25 years old. The contrast between cute characters and cruel imagery is inharmonious. While it was visually shocking and definitely edgy, it did not appeal to the taste of the intended demographic population. Recently, Gia has been shifting towards softer and cuter designs and scenes.

According to hard sales of the first four months in 2009, these new images have resonated well with customers. In fact, they have stated that they find these depictions more suitable for the characters. Further, they are more likely to buy t-shirts with cute images printed on them rather than cruel ones.

Below are the statistics of Market from January 2009 to April 2009:

Product	The amount has been sold
old style T-shirt	127
old style bag	32
new style T-shirt	621
new style bag	122

Numbers of customers who bought Foufou products is 862.

Base on these statistics, products with cute images are popular with customers.

5.3   Global Navigational Buttons

Originally, I designed a button for users to return to the Index page and to select another page to view. Nevertheless, my Committee suggested simplifying procedures for users who do not want to waste time by viewing pages they have already seen. I reformed the buttons so users can easily choose different pages without having to return to the Index page.
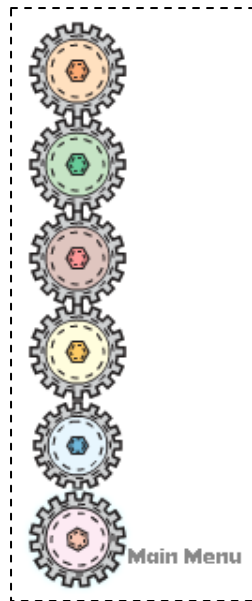
6.   Conclusion

Digital Marketing is the practice of using digital tools, technology, and know-how to promote products and services to reach consumers in a timely, relevant, and cost-effective manner. The challenge of people who engage in online business is that effects of E-commerce must get beyond the virtual world to reality. A website is a platform for displaying multimedia, but it is not the only one. Television, interactive CD-ROM, PDA, and cell phones are different platforms for multimedia. In this case, I aim to publish Foufou cartoon characters on an interactive website, allowing users to view and purchase t-shirts, bags, and other accessories imprinted with Foufou characters.

I have not taken any official sketch training; the characters are presented in a comic style. Thus, the target audience for this website is 12 to 25 years old female due to the cute comic characters appearance. These users grew-up in the 1990s and 2000s; are very web-fluent; and are the main target audience of most E-commerce today. Most people who design websites and engage in E-business are Generation X; however, these people were born between 1965 to 1981 (including myself). Generation X are perhaps more familiar with digital environment and have more understanding about using digital tools than Generation Y. If one wants to make money from Generation Y, they have to know the likes, values, and language of their target audience.

The programming of the site was challenging to me. ActionScript 3.0 was quite different from the last version and only knew ActionScript 3.0 for three months. Besides asking my Committee and doing the research online, I spent a lot of time reading the manual and testing different ways to achieve desired results. Furthermore, I had to link ActionScript 3.0 and PHP files. I only knew the basic concept, but had never used it before.

I am glad I learned to integrate these two different programming languages during the course of this project. It provided me with a priceless experience, which is of professional benefit to me in the future.

I am deeply thankful for all the help showed by my thesis committee who gave me a lot of support and guidance for a successful completion of my project.

7. Appendix

7.1 Thesis Proposal

7.1.1 Thesis Title

Foufou –Using multimedia to establish and promote a new brand product online

7.1.2 Abstract

According to a survey conducted by yam.com in 2006 about internet shopping, shopping on the Internet has increased by 60% since 2003. This indicates that the Internet has become an important channel through which people buy products. To that effect, there has been a significant increase of shopping websites and marketing activities through the Internet.

At present, when buying a product, most consumers pay attention to not only its functions, but also its brand name as a measure of selecting a product. The purpose of building a brand then is to enrich the brand image. Besides, most treasured capital in the company is loyal customers with the brand affecting loyalty and satisfaction.

According to the two reasons above, I want to create a Flash-based multimedia website for promoting Foufou.

7.1.3 Project Description

Problem Statement

- The advantage of Internet marketing.
  Internet marketing can be utilized to create more businesses opportunity than the traditional business model, which use newspapers or magazines to advertise products. At the same time, using the Internet as a platform for business transactions is much cheaper than maintaining a physical retail store. This is especially important for new brands entering the industry in the early-stages of development; making an investment in the advertising products and enhancing reputation is a huge expenditure, but one that can yield great returns.

- The advantage of Multimedia

  Most of the online shopping websites only use the pictures and descriptions of the products to present them. The online shoppers simply obtain information from the words and photos; there is no other way to physically touch and experience the features of the products. Multimedia can provide dynamic interaction and flexible interface for users to find out more information of products.

- The power of brand

  At present, when buying a product, most consumers pay attention to not only its functions, but also its brand name as a measure of selecting a product. The purpose of building a brand then is to enrich the brand image. Besides, most treasured capital in the company is loyal customers with the brand affecting the loyalty and satisfaction.

- What I will do

  Therefore, I would like to simulate the presentation of online products with multimedia technology to allow online-shoppers to find out more about the products and to increase their desire to purchase them.

Thesis Statement

Foufou is French, meaning "crazy people". The characters look cute, but hide their evil within.

The basic idea of this brand is a virtual band grouped by four main characters: singer, guitarist, bass, and drummer. Creating a Flash-based shopping website has more interactive functions for marketing the products.

Music video is for promoting this brand, strengthening impressions of images.

A Flash-based shopping website has more interactive functions for marketing the products.

7.1.4　Methodology

There are three parts in the website:

I.　Motion Graphic: A 90 seconds music video

Software: Maya, Illustrator, Photoshop, After Effects

Four cartoon style characters play musical instruments integrate with

3D environment background.

The content of the music video:

Something or someplace originally is arid, because of the band, it

becomes animate.

- ・ a desert become an oasis
- ・ fireworks in the outer space

II.　Shopping Website:

Flash: 2D animation for presenting the products.

MySQL: database for storing the data.

XML and PHP – connection with Flash and MySQL

III.　Download:

Wallpaper: using illustrator design images

Game: interactive flash game for fun

Icon: for users to change their interface of computers

7.1.5　Target Audience

Age: 15 - 25

Sex: female

Ethnic background: no limitation

Economic status: well-fixed

Experience with the subject: people who know how to use basic function of a

computer

Interests and hobbies: people who interesting in listening rock music, shopping

on-line.

7.1.6   Survey of the Literature

Books

Who's Wearing The Trousers?
by Sameena Ahmad
The Economist print edition, Sep 2001

Brand is a powerful tool. It not only influence people's life, but also spiritually empty, gradually (and almost subliminally) undermining our moral values. In the new global economy, brands represent a huge portion of the value of a company and, increasingly, its biggest source of profits. Companies are switching from producing products to marketing aspirations, images and lifestyles. Products, people, countries and companies are all racing to turn themselves into brands—to make their image more likeable and understandable.

No Logo
by Naomi Klein
HarperCollins/Flamingo, 2000

Capitalism in the age of globalization is the age of the brand, the logo. Logos are everywhere, staring at you during your most private moment in the john; invading once clearly delineated public spaces like schools. We live in a "branded world" where taste, cultural standards, and ultimately even values are increasingly defined by megabrands like Nike, whose swoosh has come to represent the ultimate in athletic style and whose slogan, "Just Do It,"   identified Nike with the assertion of individuality.

Internet Resources

Internet Business Plan and Web Strategy
http://www.bplans.com/eb/

Social-Marketing.com | Weinreich Communications | Change for Good
http://www.social-marketing.com/

8. Bibliography

Lott, Joey.   ActionScript 3.0 cookbook.   CA: O'Reilly, 2007

Moock, Colin.   Essential ActionScript 3.0.   CA: O'Reilly, 2007

Gamble, Paul R.   Marketing revolution! : the radical new approach to transforming the business, the brand & the bottom line.   VA: Kogan Page, 2005

Gilmore, W. J   Beginning PHP and MySQL: from novice to professional   CA:Apress, 2008