

# A YEAR OF BOO LOVE

[Team Project]

Deliverables: Website for desktop and mobile, social media visuals for advertising.

[About]

K-pop fans usually celebrate their idols' birthdays in the form of physical free gift distribution events in cafes.

In 2021, Covid forced us all to stay indoors, but we didn't want to stop our tradition of celebrating Seungkwan's birthday with his fans. That's when the idea of creating a website for this occasion came about.

[Click to view site](#)



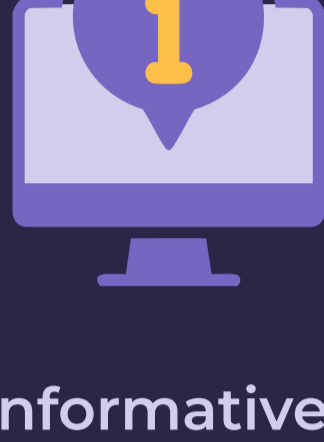
Entertainment activities of the idol in one whole year, documented on the site.

'love' is what fans will feel viewing a site filled with the idol's hard work throughout a year.

# A YEAR OF BOO LOVE

'boo' from Boo Seungkwan, the idol's very unique last name.

## Goals



### Informative

We wanted to fully document all the events the idol went to, his various TV appearances and musical releases.



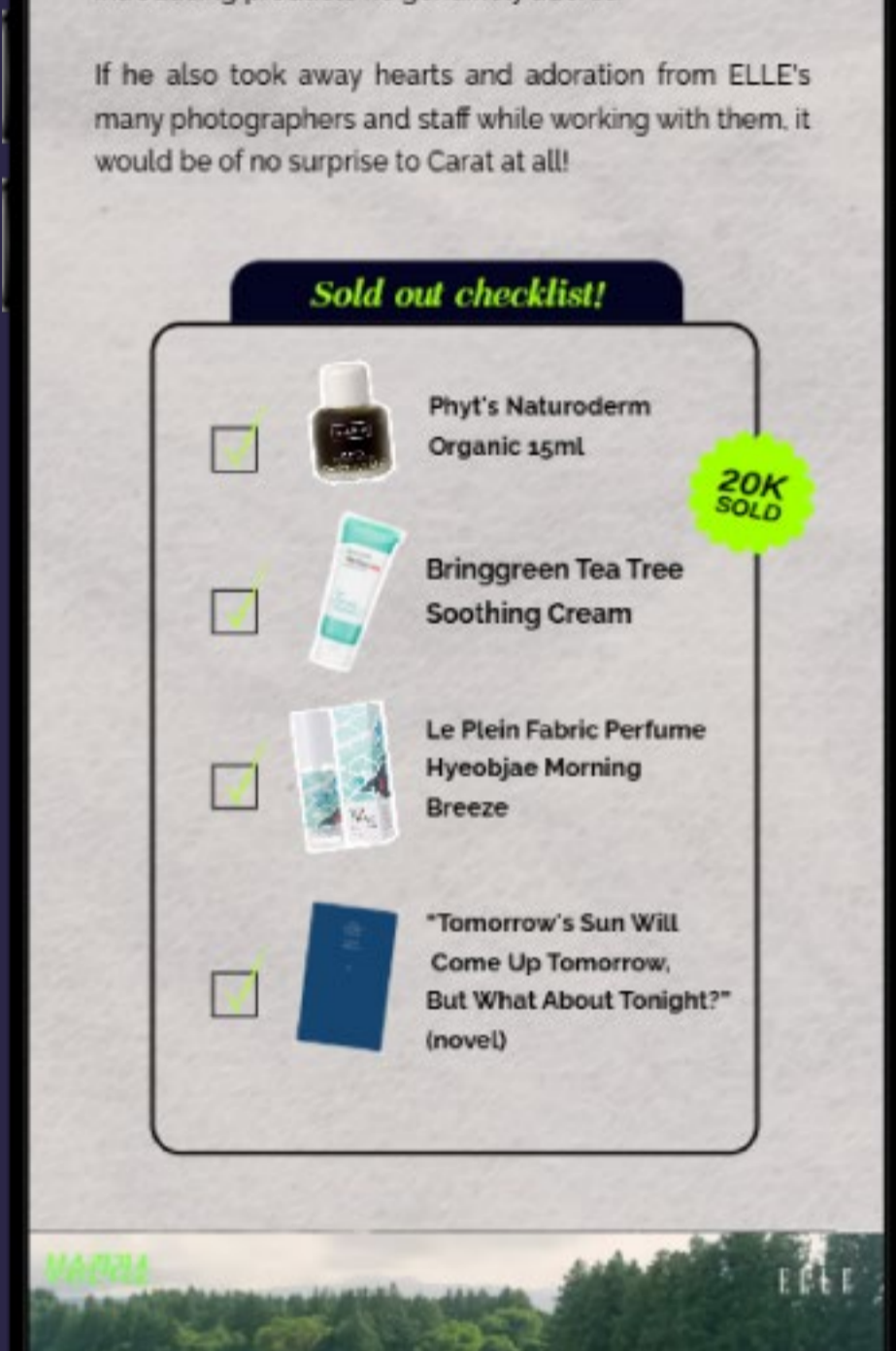
### Attractive

We want our site to reach as many fans as possible and entice them to explore the entire site.



### Fun

Bright visuals and interactivity is a must to keep visitors engaged and entertained.



Full site at [boo.anythingbut.me](http://boo.anythingbut.me)

## Popular ways to celebrate an idol's birthday

<p><b>Free gift event (at local cafe)</b></p> <p><b>PRO</b></p> <ul style="list-style-type: none"> <li>- Popular (foot traffic)</li> <li>- High exposure</li> <li>- Low creative labor</li> </ul> <p><b>CON</b></p> <ul style="list-style-type: none"> <li>- Can be expensive</li> <li>- Limited time</li> <li>- Reliant on location</li> </ul>	<p><b>Instagram Story Ad</b></p> <p><b>PRO</b></p> <ul style="list-style-type: none"> <li>- Affordable</li> <li>- Anyone can do it</li> <li>- Low creative labor</li> </ul> <p><b>CON</b></p> <ul style="list-style-type: none"> <li>- Low impact</li> <li>- Algorithm reliant</li> <li>- Can still get expensive (extra costs per region)</li> </ul>	<p><b>Gifts to idol</b></p> <p><b>PRO</b></p> <ul style="list-style-type: none"> <li>- Personal</li> <li>- Practical</li> </ul> <p><b>CON</b></p> <ul style="list-style-type: none"> <li>- Expensive</li> <li>- No community impact</li> <li>- Reliant on agency's policy</li> </ul>
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## OUR WEBSITE

First of its kind in the fan hemisphere

<p><b>PRO</b></p> <ul style="list-style-type: none"> <li>- Happens during Covid - when no one can go outside</li> <li>- Maximises reach compared to other methods</li> <li>- No duration restrictions</li> <li>- Great accessibility</li> <li>- Unique</li> </ul>		<p><b>CON</b></p> <ul style="list-style-type: none"> <li>- Is a long haul project</li> <li>- High creative labour</li> <li>- Hidden costs (domain, host...)</li> </ul>
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## Impact

3,000+ site visits      1,000+ likes, shares, comments from main post      2,500+ likes, shares, comments from community posts

Our site received great attention immediately upon launch, especially in South Korea where many fans share their excitement and appreciation of our hard work.



ENG TRANS: What to do... This is love... This is a website filled with sincerity and love... Seungkwan's 2021 is so beautifully organized... Clicking through each one feels so good...

ENG TRANS: Who said love can't be seen with the eyes? I'm shedding tears right now over the love captured on every page... Seungkwan, you worked so incredibly hard this past year, for real

ENG TRANS: Not only is it filled with love for Seungkwan, but it's like a museum where the activities with 2021 are precious on display. I know you can't make something like this without deep affection, so I'm in the middle of emotional tears right now, sobbing away. Everyone, come take a look at least once

ENG TRANS: To celebrate Seungkwan's 25th birthday, a group of fans created a website compiling all the records of what Seungkwan has been up to over the past year!!! It was truly, "truly" so beautiful, with high-quality videos and well-explained descriptions, so I enjoyed watching while translating—it was such a delight. Seeing all of beautiful Seungkwan's activities organized by category made me so happy

... and more

### \*final notes:

This project came out well above our expectations. We all managed this while working full-time elsewhere so it definitely was a feat pulling this off within a month. Though this is a far cry from industry-level UX work, this project was a tiny baby step for me into the world of web design and user experience design.

We thought a lot about how we would want Seungkwan's fans - the audience of this project to feel going through the site we made. I also tried my hand at project managing for the first time. It was a struggle, but we pushed through to the end.

Also if you noticed the domain name change, it's cuz we somehow lost hold of our original domain name and have to host it temporarily on another server.