

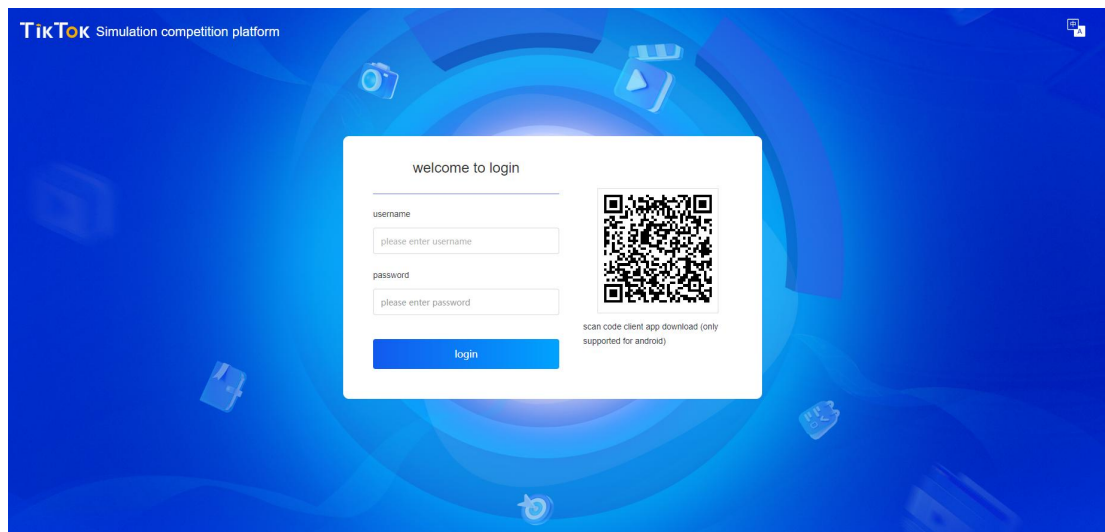
TikTok simulation contest platform

Instructions for use

PC Web

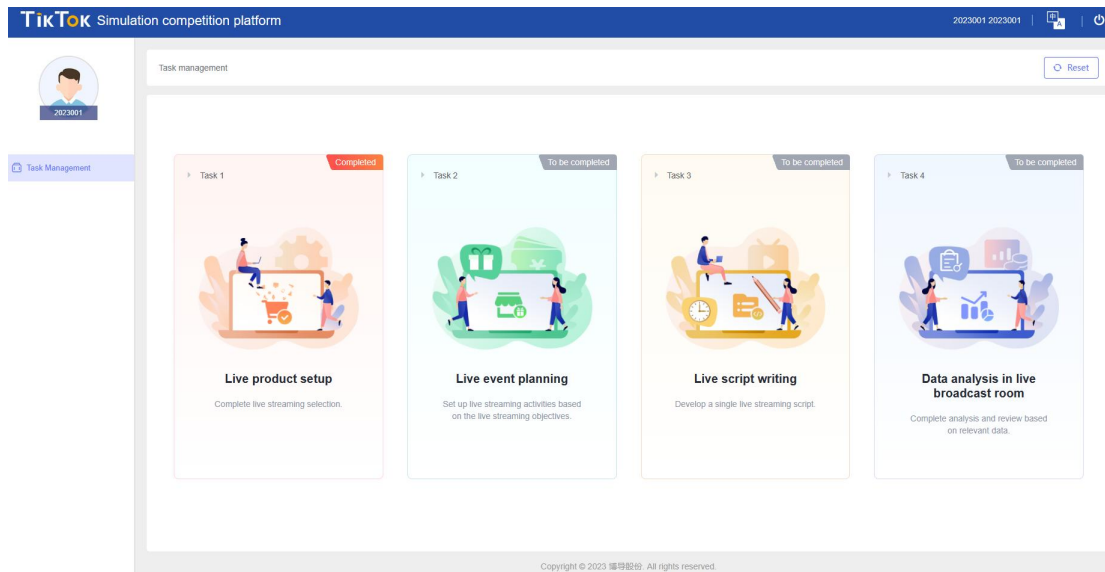
1.1 Login

Open the browser, enter the access address in the browser address bar, and press the "Enter" key to enter the system login page, as shown in Figure 1-1-1:



1-1-1 System login page

In Fig. 1-1-1, click the English version by default, and switch between Chinese and English to switch the language type of the login interface. Enter the given student account and password, click the "login" button, enter the task list page, the default language is English, click button in the upper right corner, as shown in Figure 1-1-2:



1-1-2 Task list page

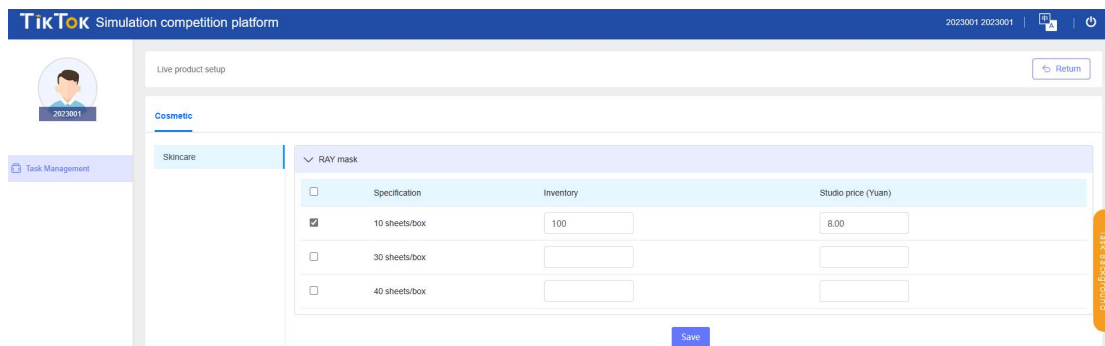
On the Fig. 1-1-2 training task list page, set up live products, plan live events, write live scripts, and analyze data in the live room. Click the button icon in the upper right corner, then "Do you want to exit the system?" will pop up. Click OK to exit the system and return to the login page.

On the Fig. 1-1-2 Training Task List page, click button to clear the answer content and repeat the exercise.

1.2 Task management

1.2.1 Selection

In the task list page of Fig. 1-1-2, click the button to enter the live product settings page, as shown in Fig. 1-2-1-1:



1-2-1-1 Product settings page

On the Fig. 1-2-1-1 Live Product Settings page, click the button on the right to expand the task

background page, as shown in Fig. 1-2-1-2 below:

Task Background

Pattaya Beauty Flagship Store operates RAY Masks, Cman sunscreen, Mistine liquid foundation, Beauty Cottage lipstick and other imported beauty and skin care products from Thailand. It has registered the "Pattaya Beauty Live Broadcast Room". It is planned to carry out a week-long live pet fan activity in the live broadcast room. According to the live broadcast activity planning scheme, it is necessary to select and add suitable products.

Mike, the operator, specially selected the highly rated hot sell products in the store for selling, giving feedback to his fans in the live broadcast room with good products. The first live streaming of the event is planned to be held at 20:00 on October 1, 2023. The main product of this event is the RAY mask, which is a hot sell product in the store, and all the products in the live broadcast room can enjoy one free shipping.

At present, the pricing method of the store goods adopts cost-plus method, and operator Mike counts the operating cost of goods of each specification, as shown in Table 1. After preliminary analysis, the cost-plus rate of live product pricing is determined. At present, the stock of RAY Mask is zero, so procurement is required before the event, and preparation for stock shall be made. See Table 1 for the purchase quantity.

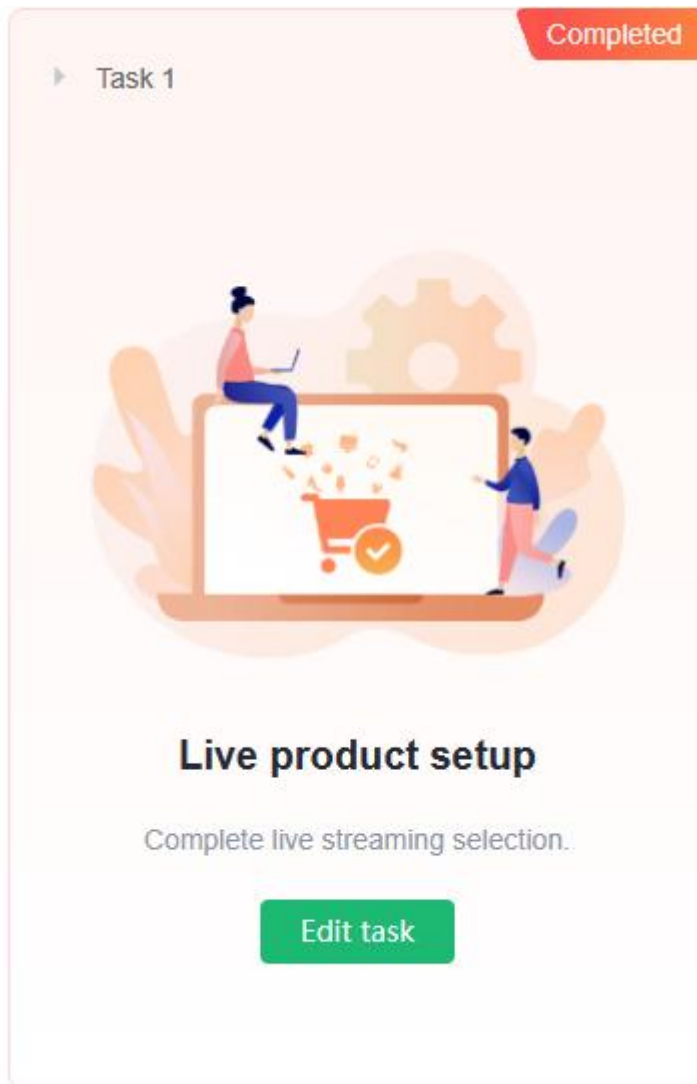
Table 1 List of Operating Costs of Goods of Different Specifications

Goods	Specification	Cost price/yuan	Cost-plus rate	Purchase quantity/nos
RAY mask (gold)	10 sheets/box	30	45%	2500
RAY mask (silver)	30 sheets/box	75	32%	2800

Please complete the sku selection, the live broadcast room selling price and the purchase quantity of live products according to the above requirements.

1-2-1-3 Task background page

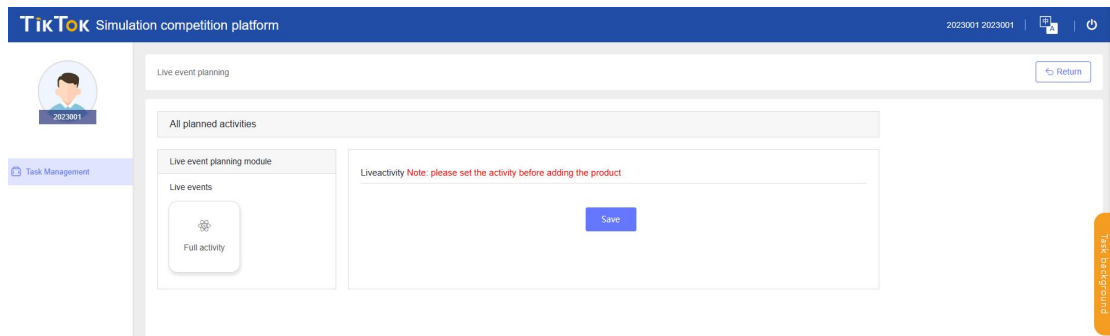
On the task background page of Fig. 1-2-1-3, according to the background content of the task, set the corresponding purchase quantity and the price of the live broadcast room, click the button to complete the live product setting, and the task status becomes Completed, as shown in Figure 1-2-1-4 below:



In Fig. 1-2-1-4, tasks that have been completed can be modified.

1.2.2Event planning

The prerequisite for live event planning to generate data is to complete the live product setup. On the task list page of Figure 1-1-2, click the button to enter the event planning task details page, as shown in Fig. 1-2-2-1. According to the background of the task, complete the full reduction activity planning, as shown in Figure 1-2-2-2 below:



1-2-2-2 Event planning page

On the Fig. 1-2-2-2 Live Event Planning page, click the button icon to enter the Full Discount Event Settings page

On the Full Reduction Activity Settings page, enter the content of the activity, click the button icon, and the system opens the Activity Settings window, as shown in Fig. 1-2-2-4:




1-2-2-4 Full reduction activity settings

On the Fig. 1-2-2-4 Full Discount Event Settings page, select the start time and end time, enter the discount method, and click the button to complete the campaign settings.

On the Fig. 1-2-2-3 Full Discount Activity Settings page, click the button icon to select the corresponding product, as shown in Figure 1-2-2-4 below:

Live baby ×

Search

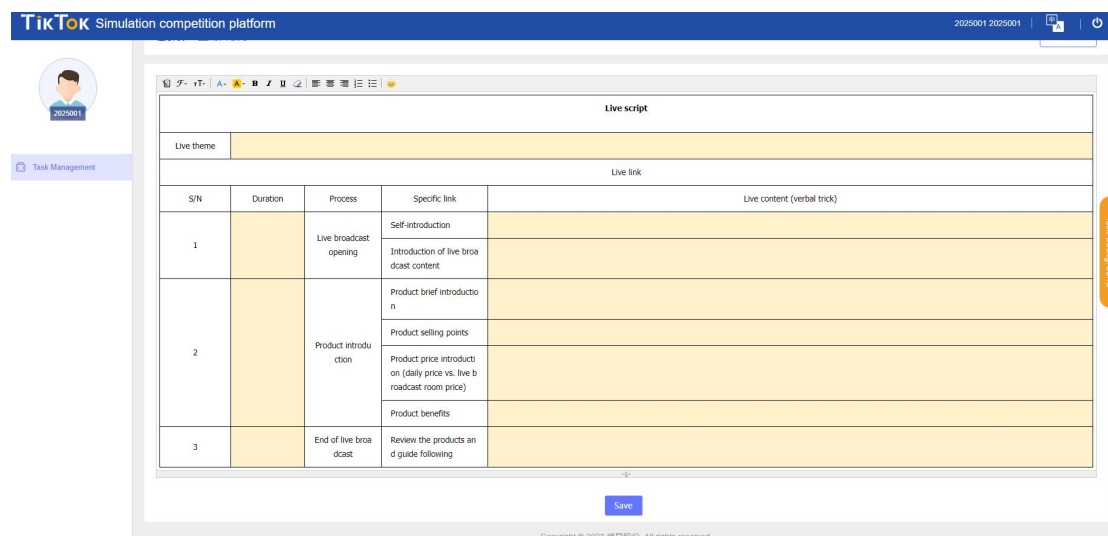
Commodity title	Specification	Livepicture	Price	Inventory	Operation
RAY mask	Specification:40 sheets/box		20.00	1000	Select commodity
RAY mask	Specification:30 sheets/box		20.00	1000	Select commodity
RAY mask	Specification:10 sheets/box		20.00	1000	Select commodity

1-2-2-4 Select the product

On the 1-2-2-3 Full Reduction Activity Settings page, after entering the activity content, click button and change the task status to "Completed".

1.2.3 Scripting

On the task list page of Figure 1-1-2, click the button to enter the details page of the live script writing task, as shown in Figure 1-2-3-1:



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Live script

Live theme:

Live link:

S/N	Duration	Process	Specific link	Live content (verbal trick)
1		Live broadcast opening	Self-introduction	
			Introduction of live broadcast content	
2		Product introduction	Product brief introduction	
			Product selling points	
			Product price introduction (daily price vs. live broadcast room price)	
3		End of live broadcast	Review the products and guide following	

Save

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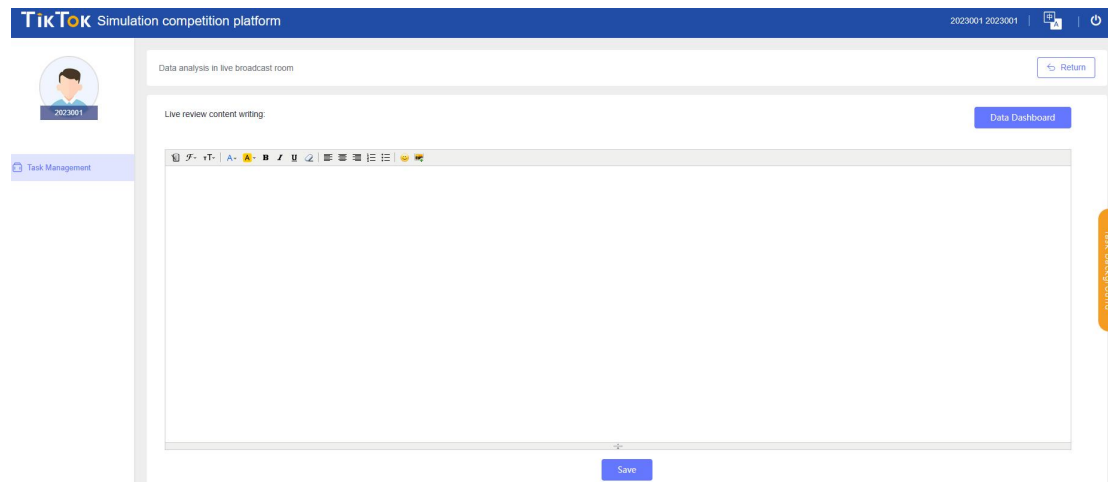
1-2-3-1 Scripting

On the Fig. 1-2-3-1 live scripting page, enter the corresponding content according to the task background and resource content, and click the button to complete the live script writing and complete the live script writing task.

Figure 1-2-3-1 On the live script composing page, click the Back button to return to the task list page.

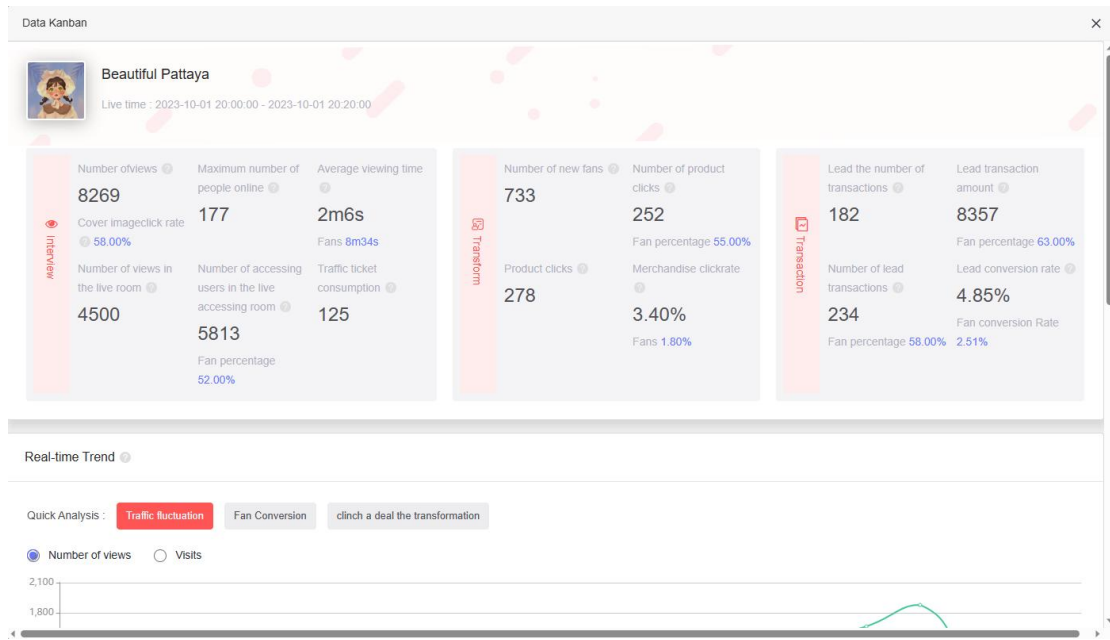
1.2.4 Data analysis

In the task list page of Fig. 1-1-2, click the button to enter the task details page of the live room data analysis and perform live data analysis, as shown in Fig. 1-2-4-1:



1-2-4-1 Data analysis

On the Fig. 1-2-4-1 Live Data Analysis page, enter the content according to the task background and requirements, and click button to save the data. Click button to enter the data dashboard page, as shown in Figure 1-2-4-2:



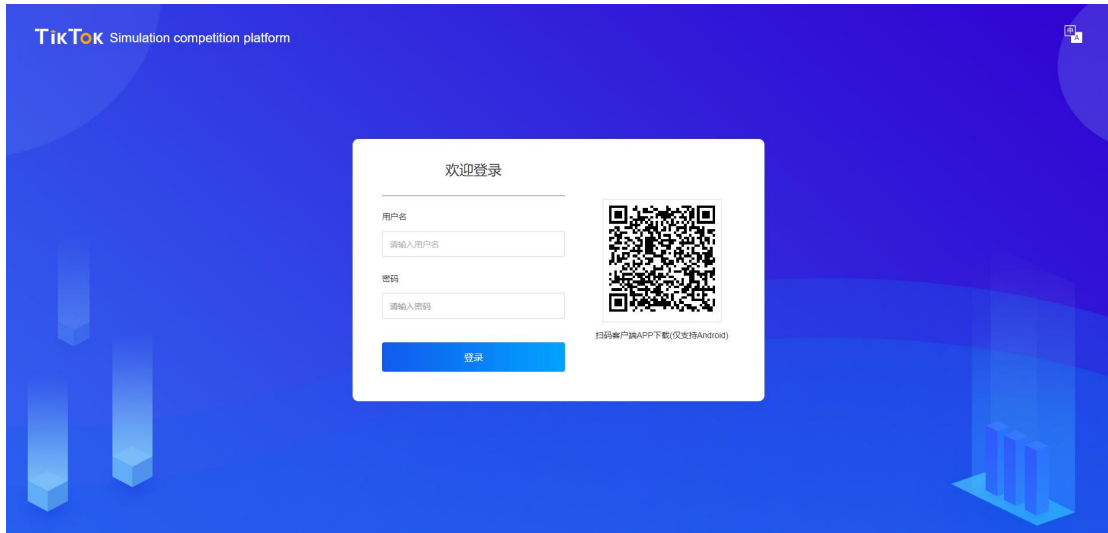
1-2-4-2 Live room data analysis

Figure 1-2-4-2 Live Room Data Analysis page shows that the live room data includes an overview overview, real-time trends, and data related to traffic operations.

App (Android Phones)

2.1 Download the app

Open a browser and enter the access address in the browser address bar:



2-1-1 System login page

Turn on the network on the mobile phone, use the browser code scanning function, scan the QR code in Figure 1-1-1, download the live broadcast app according to the prompts, and open all permissions.

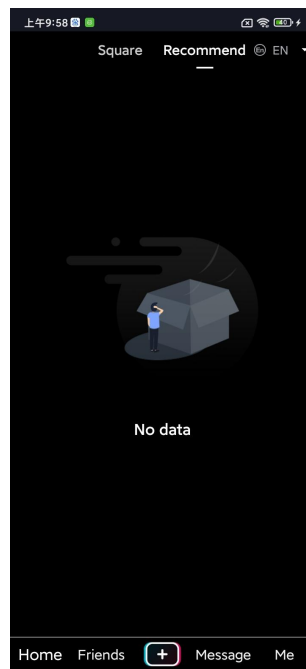
2.2 Login

Complete the app installation on the mobile phone, click the icon, and the system runs the program, as shown in Figure 2-2-1:



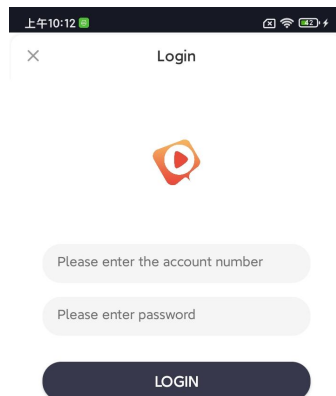
2-2-1 App

In the home page of the app in Figure 2-2-1, click the "EN" drop-down list in the upper right corner and select the "EN" version, as shown in Fig. 2-2-2:



1-2-2 English version of App

In the homepage of the app in Fig. 2-2-2, click "Me" and the page will jump to the login i live page, as shown in Fig. 2-2-3:

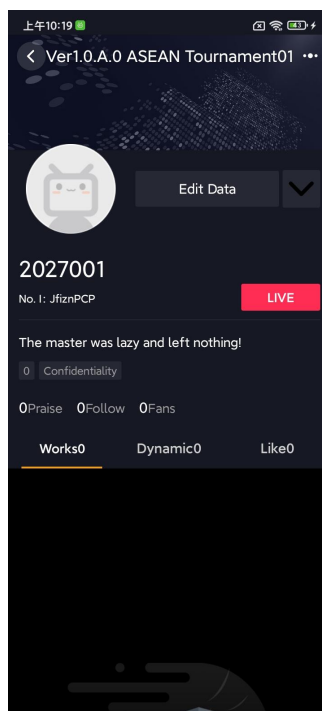


2-2-3 Login page

On the Fig. 2-2-3 login page, enter the account and password, click the "LOGIN" button, and the iLive App login is successful, as shown in Fig. 1-2-2.

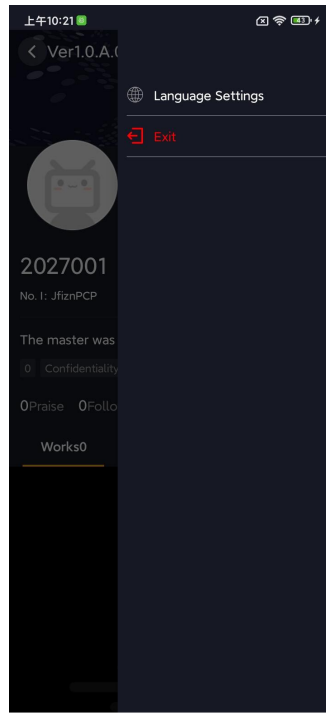
2.3 Me - Personal Center

In Fig. 2-2-2 App homepage, click "Me" to jump to the personal center page, as shown in Fig. 2-3-1:



2-3-1 Personal Center Page(1)

On the Fig. 2-3-1 Personal Center page, click the button icon, as shown in Fig. 2-3-2:



2-3-2 Personal Center Page(2)

In Fig. 2-3-2, click button to switch between the Chinese version and the English version of the App.

In Fig. 2-3-2, click button to log out of the App login.

2.3.1 Edit the profile

In the personal center page of Fig. 2-3-1, click the "Edit Data" button to enter the editing data page, as shown in Fig. 2-3-1-1:

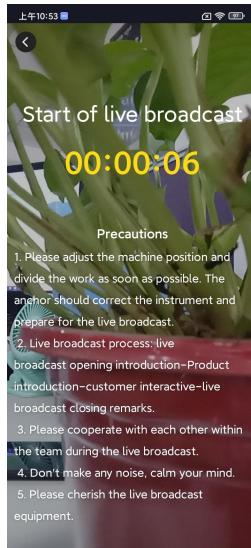


2-3-1-1 Edit the profile page

In Fig. 2-3-1-1, click "Click to change avatar" to upload an avatar image, click "Introduction", enter your profile, enter your age, select your region, and click the Save button to edit your personal information.

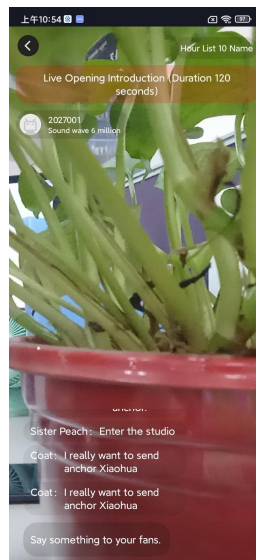
2.3.2 Start live streaming

On the personal center page of Fig. 2-3-1, click the "LIVE" button and the system enters the countdown page from the start of the live broadcast, as shown in Fig. 2-3-2-1:



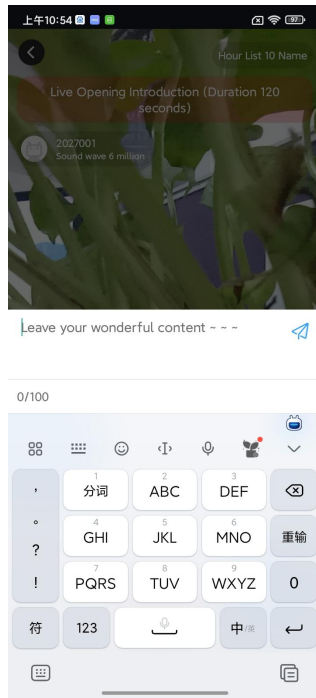
1-3-2-1 Live stream start countdown page

On the Countdown page of Fig. 2-3-2-1, the countdown returns to zero to enter the official live broadcast, as shown in Fig. 2-3-2-2. The live broadcast is divided into four parts: Live Opening Introduction, Product Introduction, Customer Interactive Q&A and Live Closing.



2-3-2-2 Start the live page

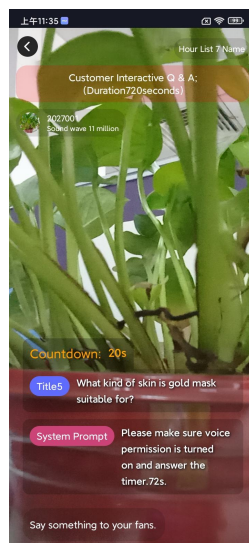
In Fig. 2-3-2-2, click the "Say something to your fans" input box, and the system will pop up the message input box, as shown in Fig. 2-3-2-3



2-3-2-3 Message input box page

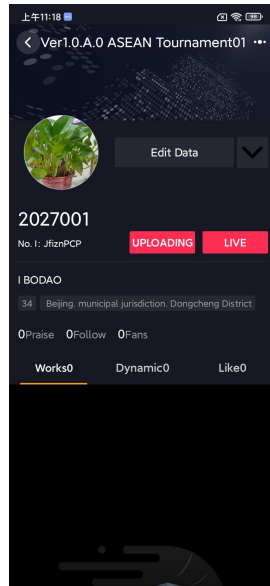
In Fig. 2-3-2-3, enter the message content and click the button, and the message content is displayed on the host page.

In the live interactive Q&A, the system simulates pushing questions from users in the live broadcast room, and the host can answer corresponding questions according to different questions, as shown in Figure 2-3-2-4:



2-3-2-4 Live interactive Q&A interface

At the end of the live broadcast, the system automatically jumps to the personal center interface, as shown in Figure 2-3-2-5:



2-3-2-5 Live broadcast end screen

In Fig. 2-3-2-5, the "UPLOADING" button disappears automatically and the video is uploaded successfully.