Research on the Business Model and Revelation of Douyin

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Abstract

Nowadays, with the popularity and development of the Internet, the self-media industry has developed. With the upgrading of electronic devices, the gradual development of network technology, the continuous expansion of live broadcast audiences, and its multi-faceted potential has been continuously tapped. As a new hotspot in the media industry, the short video industry has developed rapidly in recent years. As a phenomenon-level software in the industry, many people continue to seek feasible and stable monetization methods on Douyin. In recent years, research on the development of the industry has achieved results, but research reports on different short video platforms are still relatively lacking. Different platforms have different development characteristics. When studying the realization way, it needs to be analyzed in combination with the actual situation.This paper analyzes the research experience of predecessors, taking Douyin as the research object, by analyzing the reasons for the success of Douyin, providing reference for other short video platforms, and providing academic research support for the development of the short video industry in the future.

Keywords

Short Video; Traffic Monetization; Vibrato

1 Study the Background and Current Situation

1.1 Research Background

The Internet has now fully entered people's lives, and now we can see people using different intelligent tools on many different occasions. The popularity of intelligent products has directly driven the development of many online software, including QQ, microblog, online shopping software and other online communication software. These newly launched platforms provide a platform for different people to communicate, and people can freely exchange ideas. This has also become the premise of the advent of the self-media era, accelerating the full arrival of the self-media industry.

In the self-media industry, different platforms need to meet different user needs, The platform will gradually develop different operation modes to retain customers and attract new users. At present, in the life of COVID-

19's normalization, live broadcast and short video play an important part in people's life.This has also become an important means for users to obtain information,relax, and shop online. At present, many offline merchants will also focus on online operations, and the future business development of merchants also needs the support of traffic to increase sales.In the future, the realization research of self-media industry will become a key project.

Since 2017, self-media industry is developing well, and the popularity of short video platforms such as Douyin,Kuaishou has made the self-media industry appear in the public's field of vision. Self-media practitioners grasp the trend of the times, countless self-media entrepreneurs have won the public's favor by recording creative short videos, and they often get the support of the public for a long time through their own marketing strategies.They gathered the target customers, obtained a large amount of traffic, and successfully realized the flow realization This article aims to take Douyin as a case object to explore the way its traffic monetization is realized, and to draw a profit model that other companies' platforms can learn from.

1.2 Industry Development

At present, the channels for domestic live broadcasting to obtain revenue include live broadcast, short video and live streaming with goods. The four types of online live broadcasting are game live broadcasting, PC show live broadcast, enterprise live broadcast and pan-entertainment live broadcast. Among them, the live broadcasts that are more popular among young people include games and life classes, while games are the mainstay. With the rapid growth of market scale, e-sports is more and more sought after by young people, the large-scale growth of the game market has also brought countless high-quality game anchors to the live broadcast market, and major domestic game operators also actively hold domestic events, which also attracts more users to pay attention to game-related live broadcasts and videos. Orient Securities Research Institute data has launched a forecast, by 2022, China's game market compound growth rate forecast will reach 12.9%, and the market size is expected to reach 60.2 billion dollars.About the compound growth rate of e-sports, according to the current data forecast may reach 21.6%, the market size will be predicted to reach 32.6 billion dollars.

Since 2018, major short video software has successively launched live-related services to attract more loyal users and traffic, and related game live broadcasting platforms have also gained development opportunities in this year. Huya Live is a typical game live streaming platform. As a live broadcast platform with live game live broadcasting as the main content, its products also include NimoTV, a live broadcasting platform that mainly attracts users in Southeast Asia and South America.Huya Live Broadcasting headquarters is located in Guangzhou, and the company was in New York in May 2018 Listed on the Stock Exchange under the ticker symbol "HUYA". The company is the first game live broadcasting company in China to be successfully listed. Huya Live, which achieved a milestone in listing, has more than 3,000 games on the platform. At present, the live broadcast content of tiger teeth is mainly the popular bullet screen interactive live broadcast content, including entertainment, education, variety, outdoor interaction, etc.Huya Live broadcasts its main game live broadcast according to the type of its game into multiple sections, which is conducive to the public's choice, and to a large extent, it can better understand the user's preferences and retain customer traffic. The ultimate success of Huya is inseparable from its unique guild system. The relevant guild system first came from the earliest live broadcasting platform in China, YY Live. In this system, Huya will certify some high-quality

guilds, and many high-quality guilds will contact some anchors after obtaining official certification, and directly manage and deliver huge anchor resources for the Huya platform. As a bridge between the platform and the anchor, the guild provides a channel method for the main broadcast, and also reduces the pressure on the management of the platform to a large extent. As a platform with a good operating model, Huya's rule-making is also relatively perfect. As long as it can produce excellent videos and content output has a strong degree of appreciation, the anchor can get the support of the platform and obtain considerable profits. This ensures that tiger teeth can have more high-quality anchors. Huya also gave high investment to guilds and quality anchors.

The anchor in Huya conducts live broadcasting on the basis of the platform, and the platform will sign a contract with the anchor to pay a certain signing fee. During the live broadcast, the rewards obtained by the anchor from the user will be partially handed over to the platform. The guild system will output the high-quality anchor they cultivate for the platform for a long time, and the guild will cooperate with the platform to manage the anchor.The live broadcasting platform will also pay the copyright fee to the copyright owner to obtain the live broadcast content, and the copyright owner will provide live broadcast content including events, variety shows, video resources and so on. As an anchor, when your live broadcast gets a certain amount of popular traffic, some businesses may contact the anchor to apply for cooperation and advertise their products during the live broadcast of the anchor.For users, the platform will provide them with consumption channels to support their favorite anchors, and different consumption amounts may give users different privilege effects, so that users can get satisfaction and vanity. This makes the live broadcast more enjoyable and stimulates customers to continue to consume. This is also a direct embodiment of the monetization of live streaming traffic. The main revenue sources of Huya platform include three parts: tip revenue, advertising revenue and intermodal transport revenue, of which tipping income is its core source of income.

In Taobao Live, merchants need to submit an application to the platform, and after review by the platform, merchants who meet the qualifications for live broadcasting can conduct live broadcasting. Platforms require merchants to have a certain number of fans, because ordinary anchors do not have an advantage in e-commerce live broadcasting. In addition, the platform will also plan and manage the live broadcast.In the live broadcast on Taobao, in addition to providing product links, the anchor will have a series of interactions with his audience to make users more engaged. In addition, other social platforms such as Douyin are gradually offering such services, striving to convert traffic into revenue. Multiple platforms have successively opened e-commerce live broadcasting, which shows that the e-commerce + live marketing method occupies an extremely important position in the interaction between merchants and customers. The traffic of live broadcasting is linked to the number of goods sold, and popular anchors are of great benefit to the increase in sales, so major e-commerce and social platforms also show fierce competition. At present, e-commerce + live broadcasting has become one of the most mature marketing channels. Traffic can be quickly monetized, relying on the sense of trust established between the anchor and the fans, which makes the fan's purchase behavior actually include the fans' pursuit of the personal influence of the anchor, and it is a way for netizens to realize their loyalty and trust in influential anchors.

2 Literature Review and Prospect

2.1. Literature Research on Live Streaming with Goods

After 2020 COVID-19,online live broadcasting has shown explosive development, this has something to do with the transformation of shopping methods. Users prefer low-risk shopping mode, which is also closely related to the current environment for the development of online media.Online live streaming with goods not only shows the unique advantages of new media shopping methods, but also provides useful experience for the integration and development of traditional media and new media, and further highlights the strength and direction of media integration development.

Shen Guoliang (2020) believes that in the final new model of e-commerce live broadcasting, traditional Internet celebrities can show their value in shopping guides, and in the interaction with others, they can show the value of social and new traffic, and promote the transformation of sales. Weng Yi (2019) emphasized the difference between ordinary live broadcasting and e-commerce live broadcasting, which pays more attention to the process in a complete set of live broadcasts and is professional. This is also a change made by e-commerce live broadcasting to ensure long-term development. Ding Meiling (2019) described in detail the construction model between internet celebrities and live broadcasting and e-commerce, and carefully analyzed the reactions that ordinary consumers may have when facing these live broadcasts and the changes caused to subsequent consumers. Chen Mingming (2019) summarized his understanding of the impact of e-commerce live broadcasting in the book, and also put forward his own insights on how to improve the subsequent e-commerce live broadcast and how to obtain better delivery effects. Zhu Hua (2019) believes that a series of problems that may be encountered in the development process of e-commerce require the participation of market supervision departments to ensure the overall development of the market. Lin Jieru's article(2019) first affirmed the strong development potential of online popular live broadcasting, and then reminded major consumers of the essence of live broadcasting and goods. While purchasing goods, we can't ignore the quality of sales products.

2.2 Literature Research on Private Domain Ecology

Private domain traffic was first mentioned in 2018 and later studied by scholars. Yi Yangang (2019) mentioned in the article that private domain traffic is mainly concentrated in some closed platforms, which is a pool of traffic generated under the trust of both users and platforms. Private domain traffic is often dominated by the customer's way of thinking, which can be regarded as an intuitive embodiment of the customer's thinking. Qiu Linan (2020) compared the difference between public domain traffic and private domain traffic. He believes that in terms of user loyalty, users in private domain traffic are often more loyal than users in public domain traffic, and have the value of lasting for a long time. Wang Jiahang (2020) found that in private domain communication, more accurate information is provided to users, which also has a great impact on the communication ability of the media.

The New List Research Institute has conducted a more in-depth study of private domain traffic in 2019. In the operation of private domain traffic, how to attract more users to use, including the method strategy of content marketing, these are very important development priorities. These goals are essential to comprehensively advance private domain traffic operations. Qiu Linan (2020) pointed out that today is an era of rapid

development of the Internet. With the continuous development of science and technology, people often have two identities: reality and Internet. Users will also have more different emotional needs correspondingly. Accurately pushing the content they need to users and increasing the sales of communication is also the user thinking that news editors should consider.

2.3 Literature Research on Traffic Monetization

In his article, Ji Guangxu (2018) mentioned the various cash channels of current e-commerce platforms and made a profound discussion on the transformation of consumers' consumption view. Guo Peiwen (2018) emphasized in the article that the current number of entities participating in the Internet celebrity economy is huge, which may bring a series of moral and legal issues related to the Internet celebrity economy, and the lack of responsibility of Internet celebrity merchants will affect the future development of the Internet celebrity economy to a certain extent. Huang Xiaotang (2018) made a study on the current domestic live broadcasting platform, summarized the development process of live broadcasting related industries, and summarized the current profit model of domestic live broadcasting platforms, but also described the problems that the industry may face at present. Shen Jiayi (2018) conducted research and discussion on the short video field in traffic monetization, elaborated on the production mode of short video content for the short video field, and also mentioned some feasible methods for short video traffic monetization. Zhong Yicong (2019) analyzed from various angles, analyzing in detail why some popular short videos on Douyin can get the favor of the public.

2.4 Comprehensive Comments

At present, most of the domestic literature on traffic monetization focuses its literature on the current Internet celebrity economy. The content of the literature often includes but is not limited to the current development of the Internet celebrity economy, the future development potential and some problems that have been exposed. Most of the literature often analyzes different platforms and concludes that on different platforms, the influencer economy often presents different forms of presentation. The company operations that may be involved behind the platform are often not studied much in the literature, and the research here is not sufficient.

At the same time, the research literature on traffic monetization often focuses on how to market its video content and how to realize the direct monetization of the influencer economy. At the stage of final conclusion, scholars will mostly give some questions about the possible problems in the current system, as well as some about the loopholes in the current supervision. Some scholars will also put forward some suggestions for the development of designated platforms for different platforms.

3 The Analysis of the Business Model of Douyin

3.1 Introduction of Douyin Company

As the hottest short video software at present, Douyin has not received public attention since its listing on September 20, 2016, and has not received public attention in the following six months. In fact, during this pe-

riod, the Douyin team was in a dormant period, not focusing on the hype, but more focused on the polishing of its products, optimizing its performance and customer experience. As a music short video software for all ages, Douyin continues to improve the picture quality and sound quality of its videos, while adding various special effects, filters, stickers and other small settings, which makes both video shooters and viewers have a better experience, which also lays a good foundation for Douyin to become popular later.

When the internal functions of its products were relatively perfect, Douyin began to promote operations and comprehensively expand users. It works with celebrities and uses celebrity traffic. The addition of a large number of stars has enabled Douyin to obtain a large amount of traffic in a short period of time, attracting countless fans of stars to settle in.

3.2 Douyin Business Model Analysis

First, the status of the vibrato business. The most typical short video monetization is the operation mode of Douyin. At present, the development of short video in China has several major characteristics, the corresponding platform has developed rapidly, has a certain scale of users, and its creation of a rich variety of videos, the audience is extremely wide. Although the user preferences that short videos can attract are different, short videos have a certain generalization of the field, and the overall user traffic is still aggregated.

Second, TikTok software analysis. Open Douyin, users will see ads, and open screen ads generally exist in the form of graphics or short videos, Douyin will release links to related advertisements, so that users can better purchase the relevant products and services of their advertisements. In addition, Douyin also has topic implantation ads, which are generally activities promoted by Douyin after cooperating with other brands. At the same time, Douyin uses big data to record the user's browsing history, and accordingly, judge and recommend topics that customers may like and pay attention to for a long time.

Third, TikTok advertising. Douyin is often combined with "advertising video revenue generation". When the tiktok account operator releases video ads on the platform, the tiktok base can help advertise the goods and services, and expand the number of people watching the advertisements.Because this type of advertising is well-made and has a good publicity effect, it can also bring a lot of advertising revenue to the main broadcast. In addition, Douyin has also developed a revenue-generating model of "Douyin + e-commerce", and Douyin will cooperate with other major e-commerce platforms to put product links on the e-commerce platform within the platform, and there will be high-quality anchors and platforms to cooperate to promote the products of the platform. After more communication between platforms, fans can also convert to each other, forming a good fan traffic monetization mechanism. This also better stimulates the innovation of creators and brings more traffic to the platform.

At present, in the online e-commerce model, there are two modes of income generation for Douyin, one is that the ordinary creator's Douyin number will display the goods to be promoted in the "Ta's commodity cabinet", which can better promote to the fans of the Douyin account, and the hanging goods will charge a certain fee to the advertiser according to the length of time. The other is that e-commerce self-created Douyin account promotes its own products and attracts potential customers among Douyin fans. Douyin operators will choose between the two models to realize traffic monetization for themselves.

Douyin also launched a live broadcast related function in November 2017. The platform provides a tip channel for users watching live broadcasts, so that users can provide support for their favorite anchors. The rewards obtained by the anchor in the live broadcast can be directly converted into cash on the Douyin platform, which is one of the important means for the management operators of Douyin to monetize traffic.

Douyin also has a profit model, The person running the account can take advantage of Douyin's forwarding function, and the Douyin's account with a certain amount of traffic on both sides can be jointly operated to promote different kinds of content, so that both sides can get more exposure and their fans can communicate with each other. In addition to the direct forwarding of videos, sometimes they can also choose to publish articles on the Douyin's account and then @ the cooperation of designated objects, which can also achieve the purpose of advertising.

Fourth, traffic monetization. Douyin is divided into two modes in the output of video, one is the PGC produced by the official, and the other is the UGC produced by the user. The two videos ensure the diversification of the content in Douyin and bring users more novel experiences. Douyin will increase the promotion of high-quality videos, and users will brush a large number of popular videos on Douyin. As a traffic-oriented platform under strong operation, it selects and recommends the content that the public are interested in through algorithms, bringing huge traffic to itself.

The producers of TikTok's PGC content are often the top talents in their industry, professional technology makes their video content more valuable and often meets the audience's need for knowledge beyond entertainment. At the heart of PGC content is to increase its reach and reach a wider audience. More people follow, attract more potential PGC content producers, and also bring higher traffic to the platform and attract the attention of the public.

In terms of UGC content, Douyin relies more on some new gameplay modes to attract users to participate voluntarily. Allowing users to create their own under the limited topics can not only ensure user participation, but also ensure the scope of content. Due to the difference in professional capabilities, the video content of most ordinary people tends to be closer to people's daily lives, so that users have a more sense of substitution. Users have an absolutely autonomous creative environment, which also diversifies the content of the final video and meets the viewing needs of users with different preferences.

The development of Douyin is based on the technology of today's headlines. Algorithm and quantity collection helped Douyin build its own database and traffic pool. When a user uses Douyin, his preferences for videos and content screening are collected and analyzed by Douyin. Different from Kuaishou, Kuaishou's video display can be seen as a waterfall stream display, and each user has an equal opportunity to display their video, even if it is an ordinary user, there is the same push opportunity as the head user. The use of algorithm push by Douyin makes more head users who produce high-quality videos well known to more users, and plays a guiding role in its videos, causing more topic discussion and attention.

On Douyin, you can see some unknown users quickly familiarize themselves with the same video in a short period of time, and they can quickly find their favorite video type and find their favorite circle. Having the

same interests allows you to communicate with people who share the same interests for a long time without expending too much energy to maintain a relationship.

Fifth, traffic analysis. For the traffic segmentation on Douyin, we can also get two types, which can be divided into head traffic and long tail traffic. Head traffic includes the accounts of some celebrities who already have a lot of traffic, and are accounts that have a lot of attention on the mainstream media. These people or accounts often get more attention in the videos they post, attracting a lot of traffic. As a central node, Douyin is also vigorously promoting the videos of these influential accounts and obtaining commercial value from the public. Long-tail traffic refers to content that is self-published by regular users. These videos are often designed to share the joy of life as a means of self-expression for ordinary people. Douyin allows users to create value from their videos through emotional payments, a move that also makes them more attached to Douyin. We can find that there is an obvious head effect in Douyin. In terms of overall proportions, the head video accounts for a small proportion of all videos in the entire Douyin software, but it has received more than 80% of the attention of users. The publishers of these head videos use traffic to influence and benefit from advertising and e-commerce participation.

Traffic monetization is also closely related to e-commerce settlement, some high-end people in the industry with a large amount of traffic through e-commerce cooperation, well-known people to promote e-commerce products, take the initiative to guide their fans to third-party platforms for commodity purchases, promote e-commerce product sales. Now, with the update of technology, Douyin has already made it possible for users to jump to third-party apps for shopping while watching live promotional videos. Based on Douyin's current huge traffic base, more and more merchants choose to cooperate with Douyin, and Douyin has become a very well-known platform for carrying goods. Under this environment, both Douyin and the traffic users on Douyin can realize traffic realization through huge traffic. Some well-known artists have also been invited by Douyin to regularly post some interesting video topics on Douyin, and the content they post often mentions the brands of manufacturers they work with.

As far as the average user is concerned, they are often the dominant players in long-tail traffic. The monetization method of this batch of traffic is mainly reflected in the payment of content-related fees and the gift of gifts for their favorite anchors. These forms of monetization can be seen as emotional monetization. Ordinary users meet their own emotional needs on Douyin, which also makes them more belonging to Douyin, and users have also achieved a large number of aggregations. At the same time, in order to encourage more users to participate, Douyin has also cooperated with some brands to jointly promote many offline activities. Through the segmentation of different fields, activities jointly launched with different brands can often be officially promoted by government departments departments, which can also allow more users to participate. Under the same topic, the scattered traffic is gathered, and the participants will promote these topics to more people who are not involved, and eventually become a hot topic. This is also an important way for Douyin to obtain traffic.

3.4 The Enlightenment and Suggestions for Traditional Enterprises

First, the suggestions of Douyin short-sight band goods for the traditional retail industry.

In the short video platform, the largest proportion of users in the age distribution is the post-95s and post-90s people. And this part of the population as consumers, has a consumption power that cannot be ignored. On this basis, there are quite a few potential consumers in the Douyin platform. However, a similar social environment can be created between the publishers and fans of uploaded videos, which encourages consumers to unconsciously imitate behaviors and consume. This is the user advantage of Douyin short video selling products.

Many offline stores in the retail industry focus on the sales of offline stores, although consumers may have the desire to consume some products through the promotion of some stores, they may also be unable to directly reach the stores for consumption due to the distance. In terms of time, there is no time to go to the offline stores for purchase, and there is no reasonable channels for obtaining products, which ultimately leads to the dissipation of the desire to consume. The Douyin short video platform provides a kind of cross-channel retail. This model aims to connect the needs of consumers and the production and supply of manufacturers in a timely manner. Consumers can quickly understand the product information of interest for direct purchase, there will be a logistics platform to deliver products to consumers, and retail stores can understand the needs of consumers in more detail. The problem of insufficient number of products that some offline sales may face has also become a problem that can communicate and negotiate with consumers in online consumption, which can better retain customer groups. In recent years, many retail platforms have placed more development confidence on the integration of online and offline business industries.

Some retailer brands will also choose to cooperate with some well-known IP to launch special products. This form has led to considerable sales growth for many retail brands. Products that adapt to popular culture tend to quickly attract a large number of consumers. Novelty, products born of culture are more likely to occupy a place in the market, and retail companies that launch products should always pay attention to the popular culture of the market, keep up with the trend of the times, and develop emerging products to promote consumer consumption. As a platform where a large number of users of different ages gather, Douyin has mentioned that Douyin can better discover current hot topics and find popular trends.

The Internet platform has brought great opportunities for retail enterprises, and offline stores should pay more attention to their own store environment, service quality of service personnel and product quality. At the same time, there are many similar products of different brands on Douyin, and enterprises can also learn about the development methods of different brands under the same industry by paying attention to Douyin, conducting preference surveys on online consumers. More understanding of the advantages and disadvantages of competitors can also better enable enterprises to improve their product quality and business skills.

In terms of store operation, retail enterprises should retain more of their own advantages and characteristics. Leave a deep impression on the minds of consumers and prompt consumers to make secondary consumption. If the retail industry is only developed as a company, it is likely to eventually ignore the needs of consumers and reduce consumer competitiveness. In the end, the sale of goods depends on the needs of consumers and meets the psychological expectations of consumers. With the development of The Times, emerging technologies are constantly changing people’s lives. As a service industry, the retail industry needs to adapt to the

change of consumers' behavior patterns and demands, so as to grasp the psychology of consumers and establish a good reputation.

Second, the enlightenment of the impact of vibrato on the retail industry.

As a popular short video platform, Douyin can give its own users a certain amount of information output. On this basis, Douyin can also change consumers' consumption concepts to a certain extent, directly affecting product sales in the retail industry. Secondly, Douyin will give users a mimic environment and gain the trust of consumers. Douyin uses big data algorithms to recommend content publishers of interest to consumers, on this basis, users may have a certain imitation of consumption behavior, and this model can also gain the trust of consumers, so that consumers can have the possibility of secondary consumption. Under these advantages, the rational use of Internet platforms such as the Douyin short video platform can better enable the retail industry to obtain retail formats. At the same time, although short video publicity can attract more consumers' attention and drive consumption, the retail industry must also be subject to more industry supervision while gaining attention. Therefore, as an enterprise, the quality of the product is crucial. High-quality products can also better meet consumer expectations and get a good reputation among consumers.

Short video platforms such as Douyin have brought great opportunities to the retail industry, and if the short video platform can be used reasonably, the retail industry can not only promote products to more potential consumer groups, but also find the shortcomings of their own products through more consumer regulators, providing consumers with a better consumer experience.

3.5 Summary

Taking Douyin as the main case, this paper briefly describes the operation modes of some video platforms for live broadcasting and realization in China. At present, there is great potential for the development of live-streaming realization-related industries, which are in the stage of rapid development, but the platform is in a changeable environment accordingly. As platform operators in the realization industry, they need to actively adapt to the changing market and find the emotional needs of customers, so as to attract customers for a long time. Based on the content of Douyin, this paper conducts case analysis on how to attract users and develop, and proposes why Douyin can finally win users' favor. The ultimate success of Douyin is inseparable from its positioning of itself and its psychological mastery of users. If Douyin wants to develop further in the future, it still needs to consider more possibilities and maintain sensitivity to market changes.

If you want to find the essence of platform revenue, in fact, are for traffic control. Advertising, KOL effect, and the operation of publishers' accounts on Douyin are all in essence to attract more traffic. The commercial monetization model on Douyin often focuses on interaction with users,and get a lot of traffic while users are engaged. It should be noted that business models on Douyin are often not independent operations, but the cooperation of multiple business models.

As a phenomenon-level short video platform, Douyin has developed rapidly and has a set of independent business models, but Douyin still needs to focus on how to build a stable business monetization model. Douyin's operators are still focused on improving the quality of short videos on the platform. Platform growth is

based on traffic, and the way to get traffic is based on quality content. Only by ensuring the quality of videos can the platform attract fans' attention for a long time.

There are still some deficiencies in the analysis of this article. As an emerging hot spot, the short video field may have breakthrough emerging technologies in the future, users' preferences may change, and users' increasing demands are difficult to achieve unity. Based on the analysis of the media field, it is difficult to analyze the innovation rules behind it. At the same time, as personal analysis may not be comprehensive enough, some problems may not be described in detail and some scenarios are not described thoroughly enough.

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