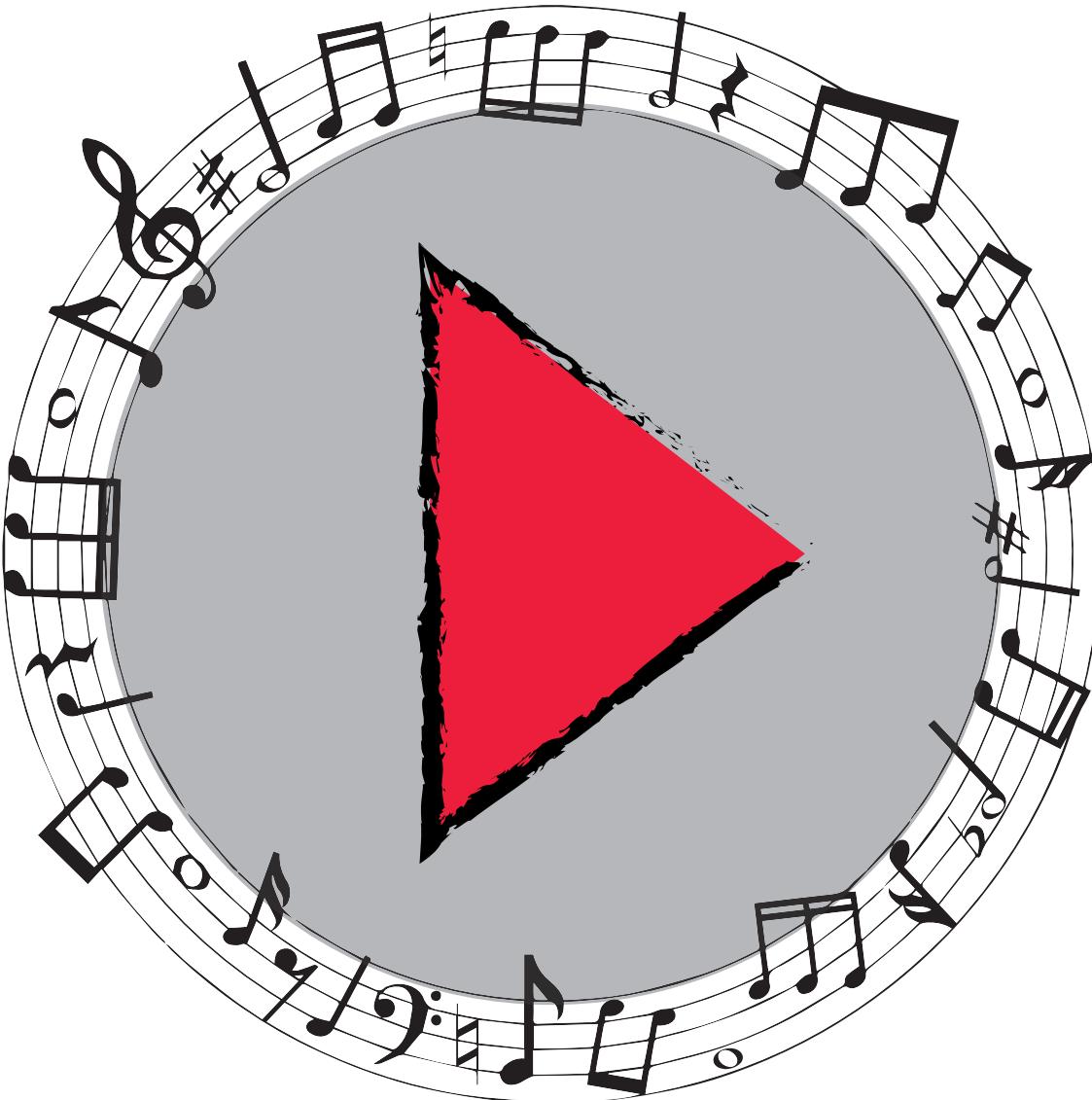


Experimental Orchestra Lab

Validation and Design Guide



Key Entities:

Tonkünstler Orchester NÖ
FH St. Pölten

Supervising Professors:

FH-Prof. Dipl.-Ing. (FH) Thiemo Kastel
Dr. Michael Iber

Content Design:

Andrew Jensen
Manon Pichon
Julia Kaufmann
Alfred Brambila
Nora Porta Caballé

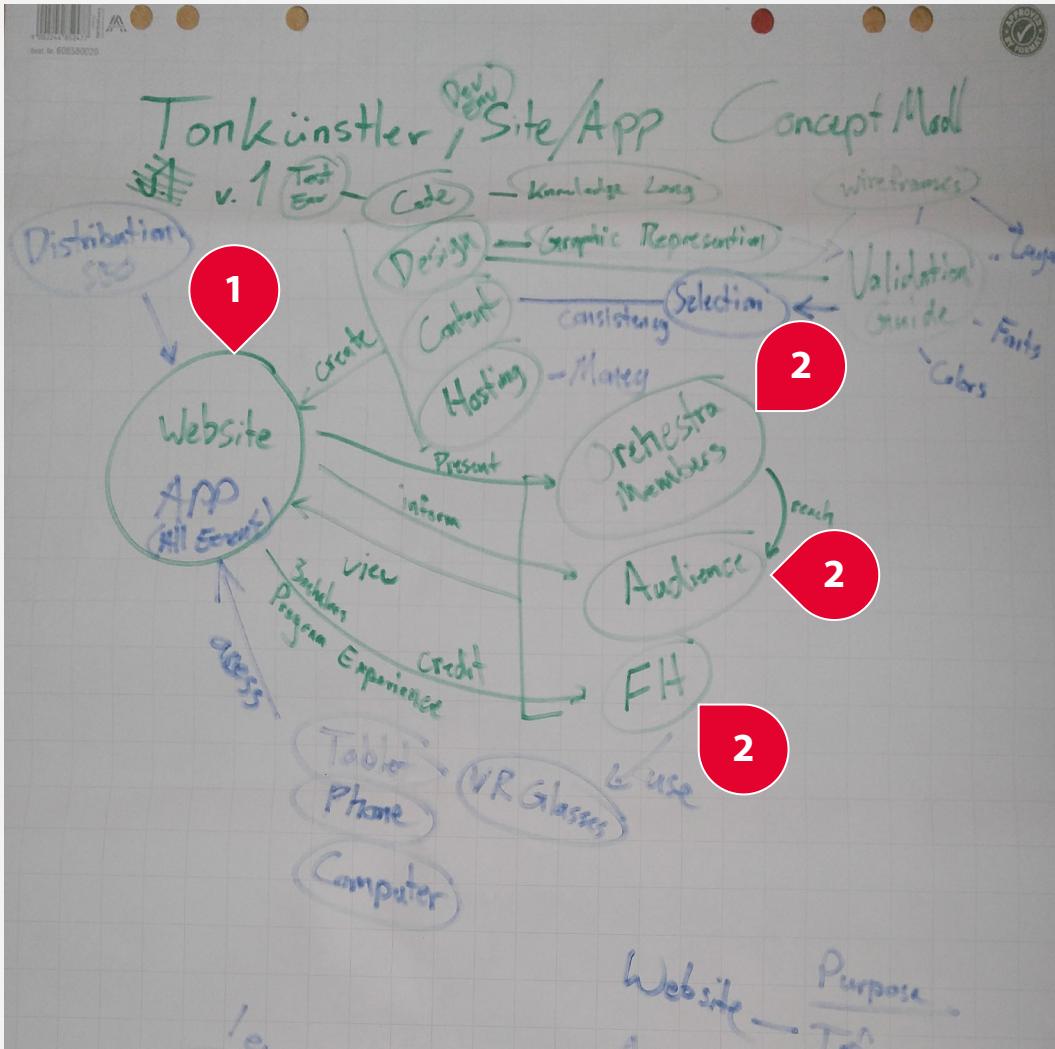
Document Design:

Andrew Jensen

Table of Contents

Concept Model	pg. 4 - 6
Personas	pg. 8 - 12
Sitemap	pg. 14 - 15
Sketches	pg. 17 - 21
Grid Sketches	pg. 23 - 25
Wireframes	pg. 27 - 31
Surface Comps	pg. 33 - 39
Other	pg. 41 - 42

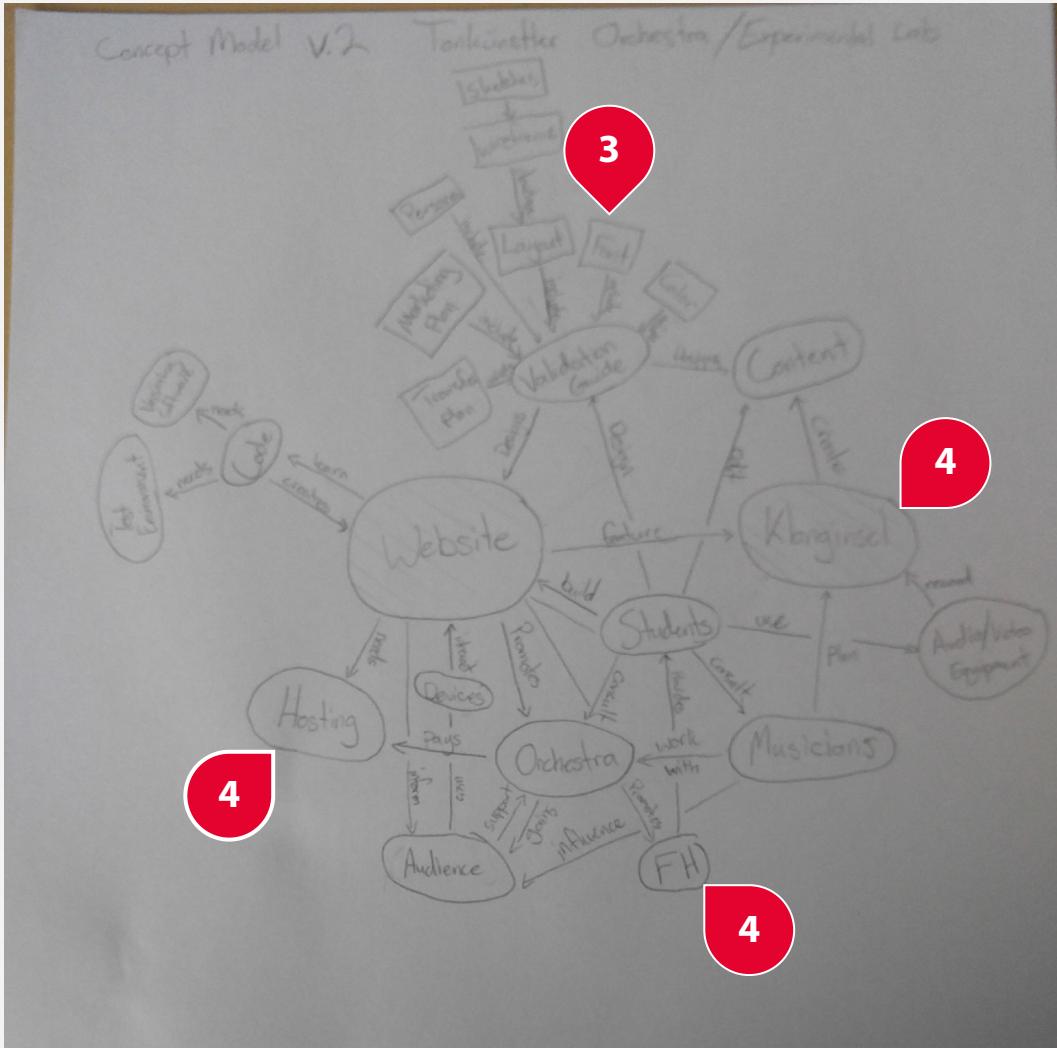
Concept Model



When we initially met and talked about the concept model for the web platform, we agreed that, in the scope of the project, there was lot that could be added to the concept model. We decided that our focus should be more on the users and creators of the content than any other aspect of the project.

1 In this version of the concept model most of the connections flow towards the website it's self. This was mostly due to a focus on how the consumer and creator would be interacting with the site. This was a good excersize to really focus in on the users, but it lacked other outside aspects of the platform that would still be important.

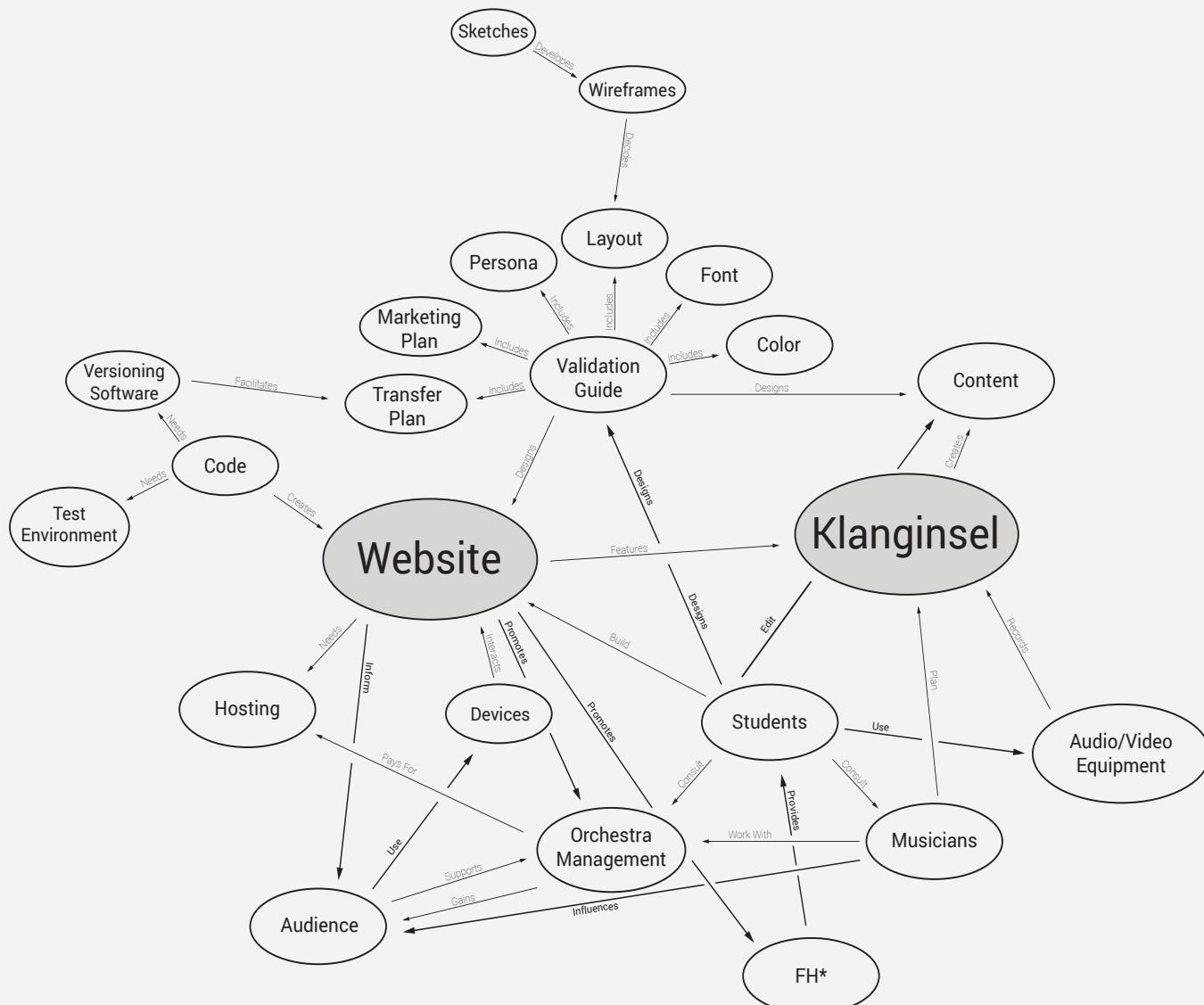
2 There were three users in particular that will be interacting the most with the site. The Orchestra Members and the FH (Fachhochschule) are primarily responsible for creating some form of content together. The third user, the Audience, has, primarily, a consumer role. However, depending on the Klanginsel, this role could change for greating interactivity. This is due to the primary goal of the project, which is to engage new audiences by making music, whether that be solely from the musicians, or together with audience members.



During the second revision, we focused in on each aspect a little bit more to further understand how they were connected to one another. Some of the aspects were further broken down to clarify some of the resources that are necessary in order to see the product built, or what is necessary to have the project run.

3 The validation guide section of the concept model needed to be broken down into some more detail in order to better explain what was needed for the transfer to the next semester. The hope is that the students that are assigned to the project next semester will be able to use this validation guide to further develop the project.

4 The focus in version two of the concept model places a little more emphasis on the events themselves. It's important to recognize the different aspects that go into actually recording or performing the events. The FH was also broken down into the FH itself and students, as the students, while acting as agents of the FH, will also have to act in some situations independent of the FH. Another important factor that needed to be considered was how the online platform was going to be hosted. If a website is what the orchestra really wants to use, a different form of hosting will need to be used.



Because of time constraints, it was decided that we'd use the version two of the concept model. While we're sure that there are other facets of the project that could be taken into consideration, the current concept model meets the basic needs for us to further design the project.

Because we are also waiting to know exactly what the musicians want to do for their Klanginseln, we also thought it wise to leave the concept at version two to allow more flexibility for the future students to adjust the concept model as needed.

Personas

Olivier Dufrennes



Age: 52

Profession: Administrator

Hobbies: Playing Piano, Hiking,
Gardening, Cultural Events

City: Rennes, Brittany, France

Goals: Enjoy Life, grow the
business he works for, wants
to hike Mont Blanc

"I wish there was an easier way to know more about music events in the community."

Devices



Acer Travel Mate B



Apple Smart Watch



iPhone 5s

Music Library by Genre

Classical

Jazz

Pop

Characteristics: impatient, up-to-date with technology,
orderly, organized, straight-laced, enjoys outdoors

Frustrations: Having to deal with last minute events or
tasks, apps use a lot of battery, being disturbed by other
people while he's spending time alone, dislikes websites
that take to long to load.

Cecilia Marie Swan



Age: 22

Profession: Student

Hobbies: Reading, Knitting,
Rollerblading, Ice Skating

City: Mödling, Austria

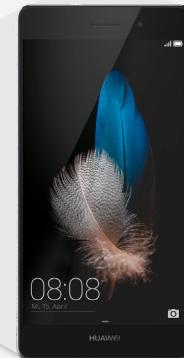
Goals: find a good job, family
(husband with 2 children),
house with a garden, visit
Amsterdam, Los Angeles and
Honolulu

"Why do people think that Millennials are only interested in their phones and laptops?"

Devices



Macbook Pro 13" Retina Display



Huawei P8 Lite



Samsung Galaxy Tab E 9.6"

Music Library by Genre

Classical

Other

Pop

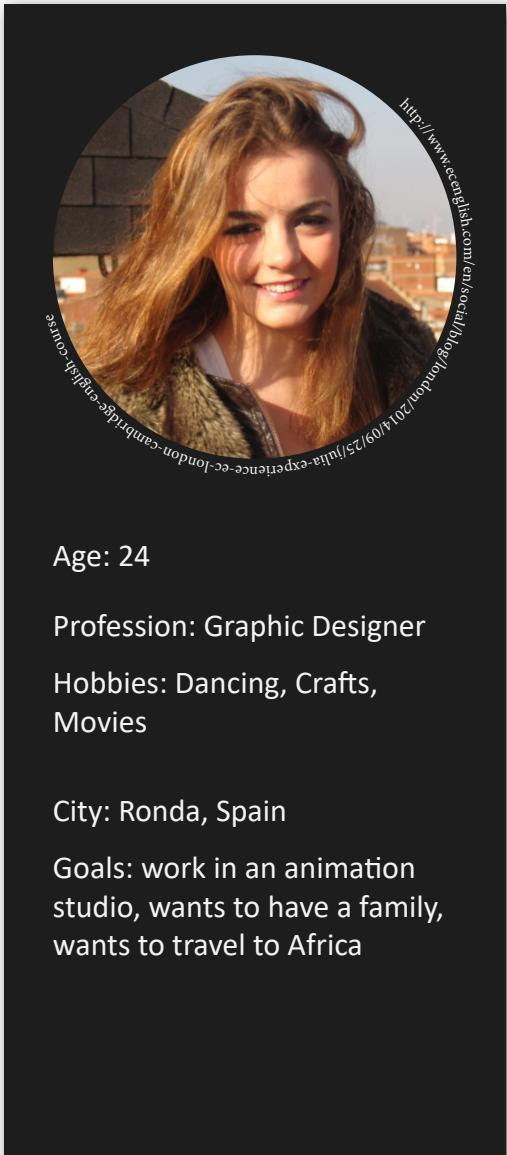
Rock

Jazz

Characteristics: Introvert, but while traveling is willing to meet new people, Romantic, Lonely, facebook stalker, uses online classes, uses GeoGebra, fails at being creative, is boring.

Frustrations: Passing her difficult exams, is concerned about her future, is single, doesn't know if she is on the right path

Maria Hernández



"Wow, it's amazing how technology makes music so interesting."

Devices



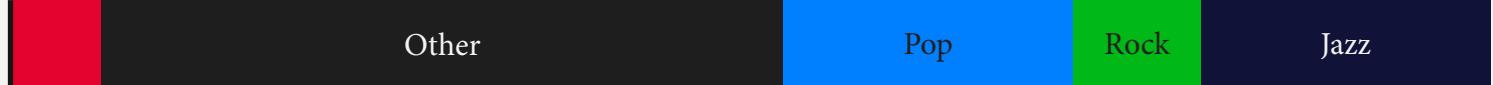
Macbook Pro 15"



iPhone 6 Silver

Music Library by Genre

Classical



Characteristics: she likes working but also being around people and doing activities outside. She is very socially active, likes to party, she is funny and sensitive. She is also very independent and self-aware of her abilities and limitations. Perfectionist

Frustrations: she is afraid of not being good enough in her profession or not accomplishing what she wants. She is not sure of what direction should go her life and she is starting to feel old for that dilemma. Runs out of money often.

Lorenz Bauer



A circular portrait of Lorenz Bauer, a young Black man with short hair and glasses, smiling. He is wearing a dark suit jacket, a white shirt, and a dark bow tie. A watermark URL is visible on the right side of the portrait.

Age: 26
Profession: Music Student
Hobbies: Playing trombone, traveling, watching films
City: Vienna, Austria
Goals: Be a conductor for a state orchestra, have a private lesson studio, tour Japan, record solo album

"I'd really like to meet some professional orchestra members to enhance my education."

Devices



Microsoft Surface Pro 4



LG V10

Music Library by Genre

Classical

Other

Pop

Rock

Jazz

Characteristics: Charismatic, boisterous, reads people easily, easily distracted outside of work, is bad with money, sometimes can get carried away when working by obsessing over small things.

Frustrations: Battery on devices running out, other students canceling lesson appointments, poor internet connection when listening to recordings, not being able to find the resources he needs online.

Arthur MacQuarrie



Age: 38

Profession: Archaeologist

Hobbies: sweets baking, mountain cycling, bird watching, photography and harmonica playing

City: Glasgow, Scotland

Goals: be an active part of the photography community, cycling tour through the UK.

"My favorite subject to take photos of is people participating in cultural events."

Devices

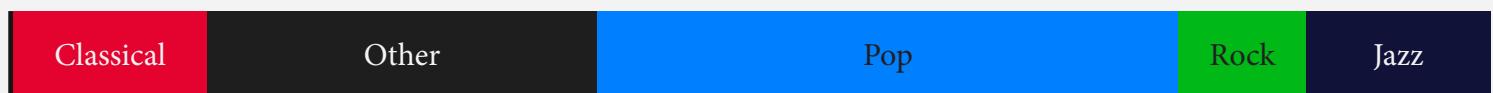


Macbook Pro 15"



Samsung Galaxy S7 Edge

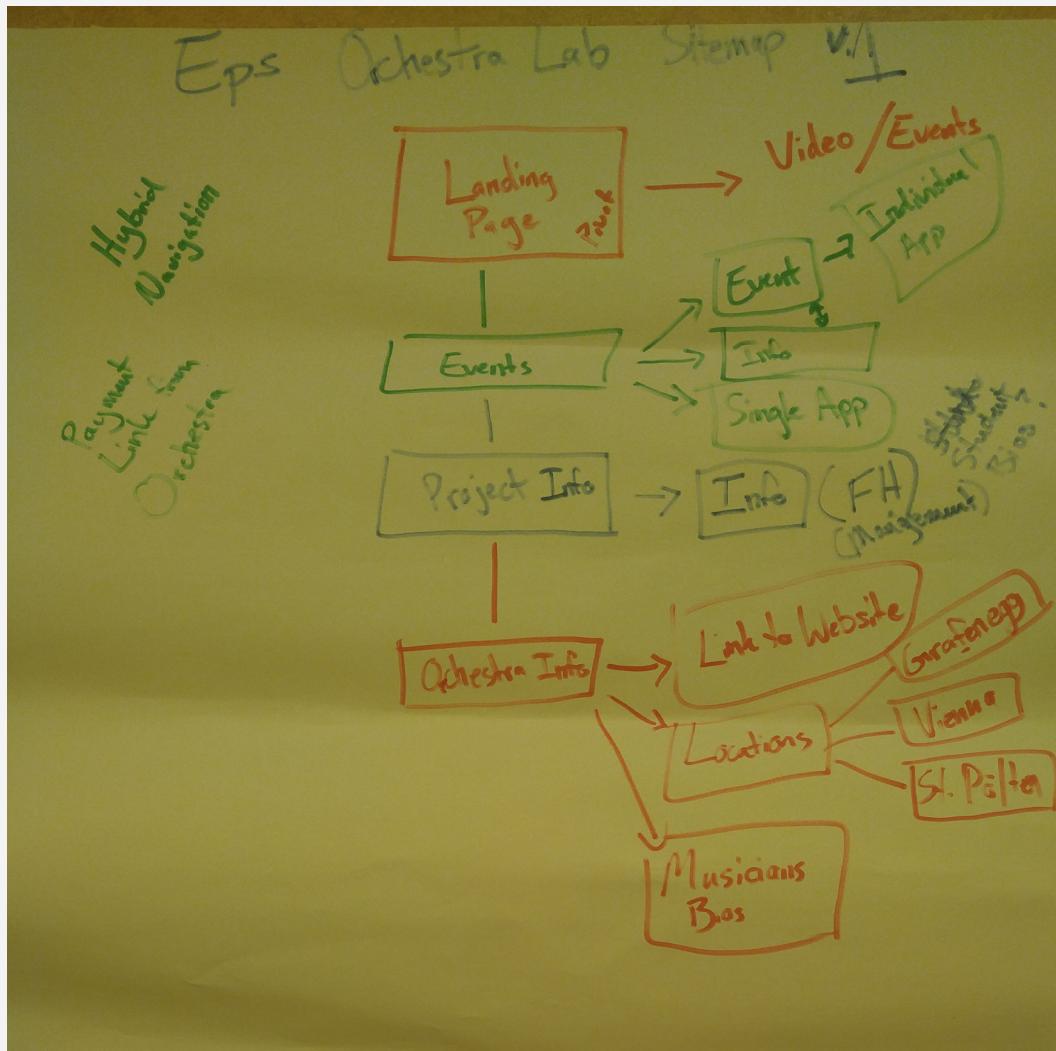
Music Library by Genre



Characteristics: educated, outdoors adventurous, camping lover, loves French cuisine and social environmental mindset

Frustrations: GM Foods in the market, international peace, introvert, squared minded, agnostic

Sitemap



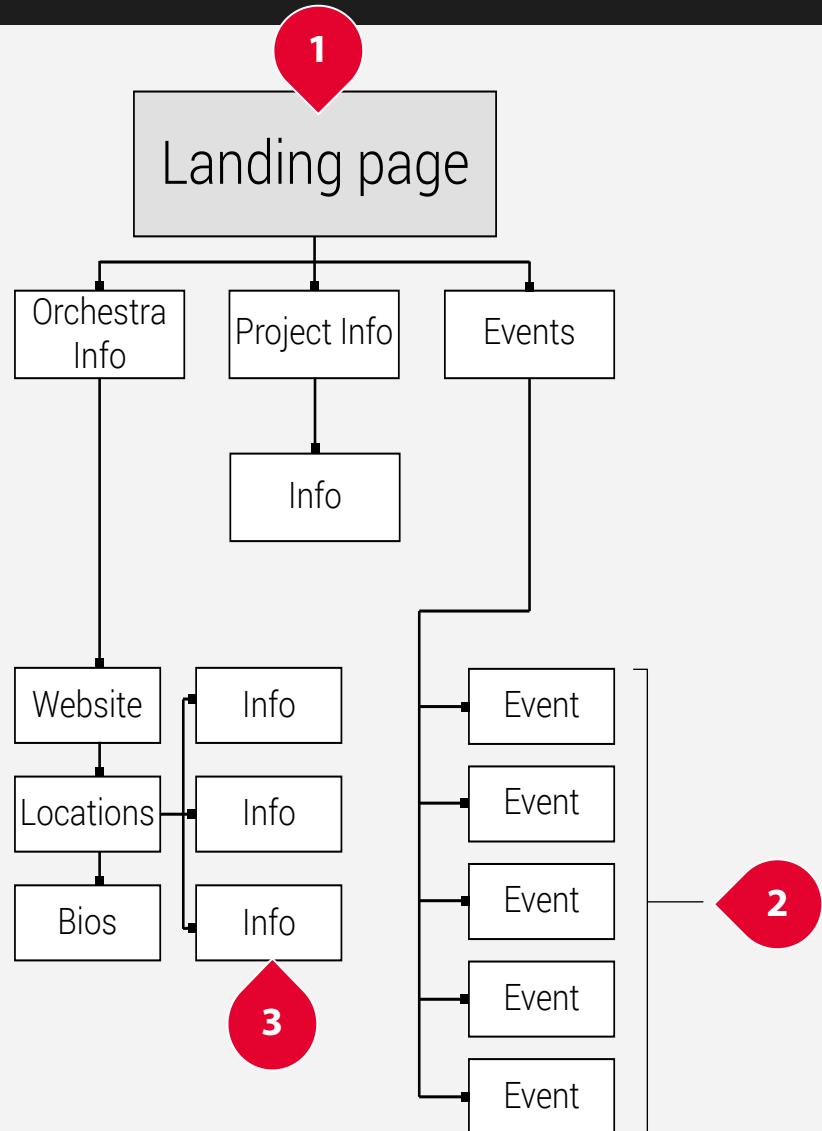
While deciding what the structure of the website should look like, our team had to take the following into consideration:

1. that in the next two years the Klanginseln that are chosen could drastically change, thus changing the content that would be produced.
2. that the is there to support to the Klanginseln, not to be a product in itself.
3. there needs to be an overall flexibility and modular approach when designing the structure to allow these changes to happen seamlessly.

One of the biggest problems that we faced while designing the sites structure was scope creep and lack of focus on the purpose of the site.

We believe that the scope creep is a result of not knowing which Klanginseln have been picked and are viable products to integrate into the website.

The lack of focus was a result in not entirely understanding the role that the website would play in supporting the Klanginseln, rather than being the end result.



The idea about the landing page is that each of the three pages would be highlighted in order to hook users into exploring the content.

1

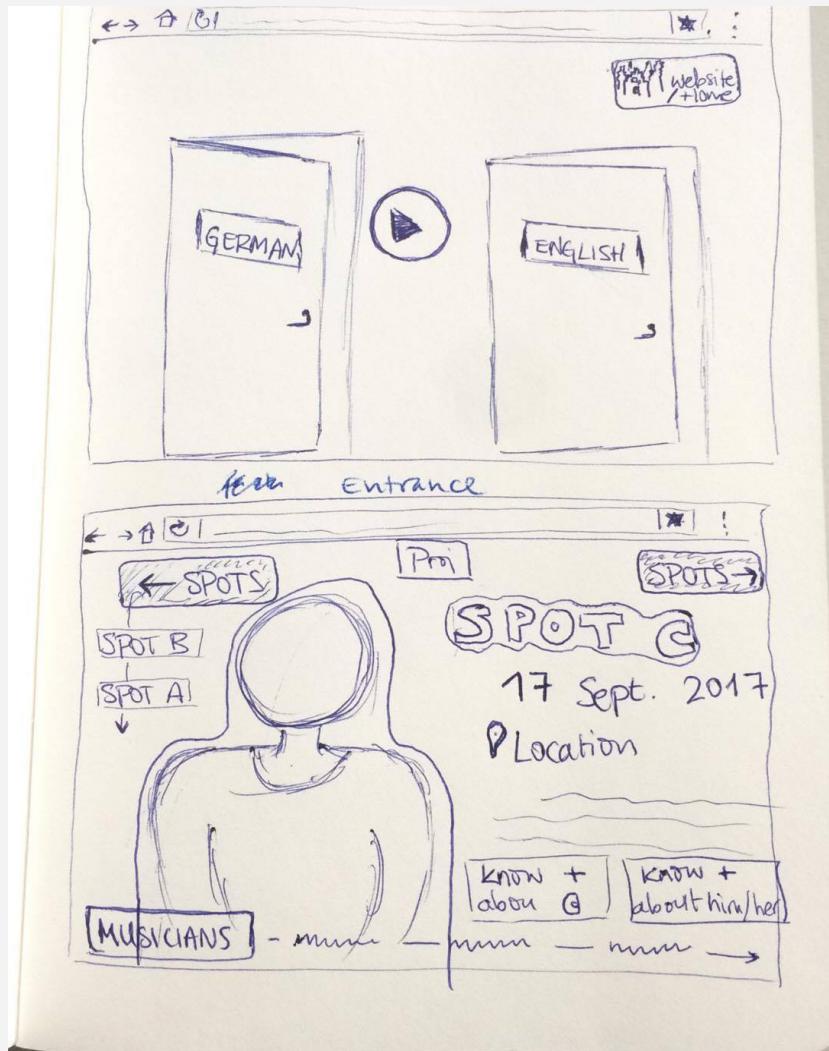
On the events page, each event would have its own that would be linked to the summary box or have a modal box that would appear when clicked.

2

The Orchestra is hosted at three different locations: Grafenegg, the Musikverein in Vienna, and the Festspielhaus in St. Pölten. Each of these locations should have its own page to highlight the venue. However, it is possible that these pages are not necessary for the entirety of the project, as they provide information about the locations that the orchestra plays at, not where the Klanginseln will be taking place.

3

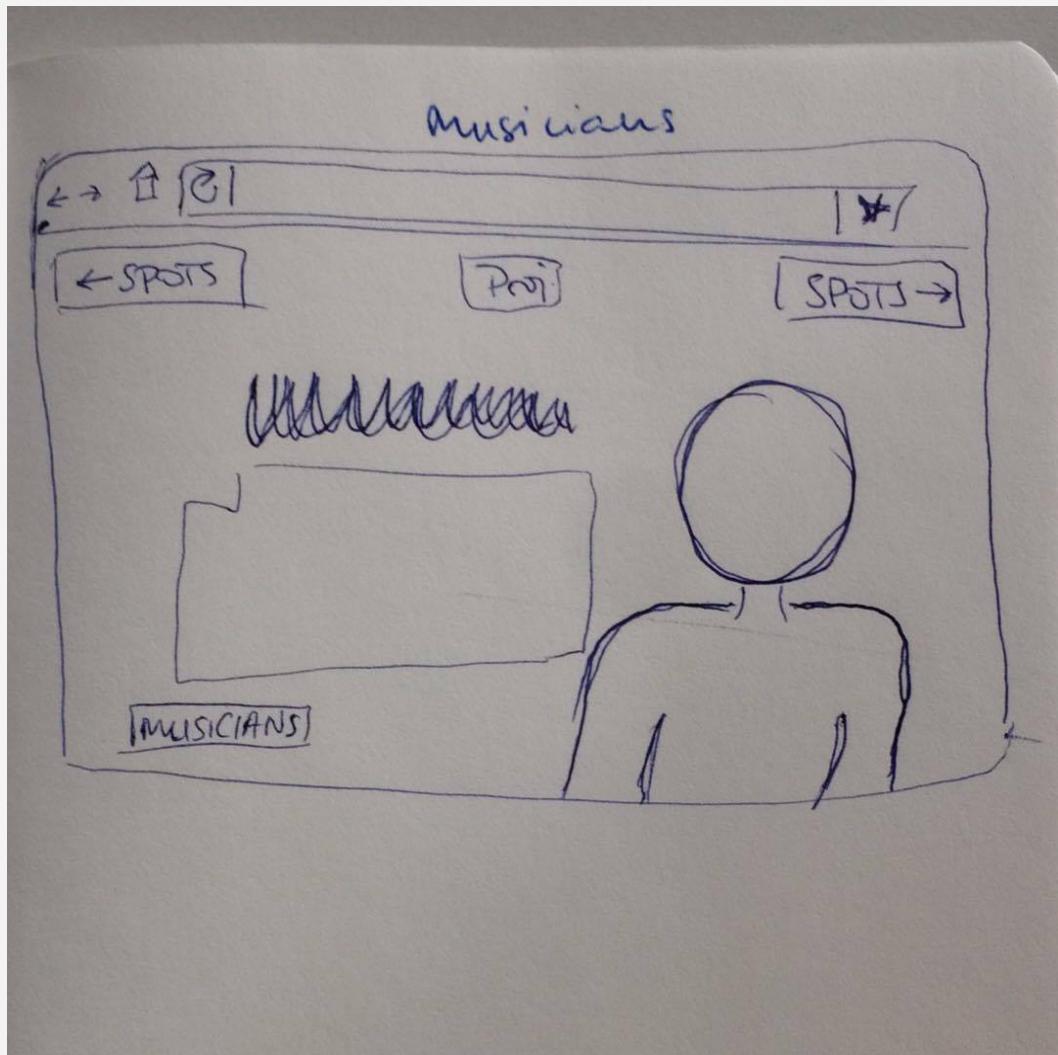
Sketches



When the team initially started with the websites design, the main focus we had was on how we could best hook users into viewing the content of the Klanginseln and being informed about what the activities the Orchestra was hosting.

As a result of this focus, we decided that in order to better cater to our target audiences needs, we would place the interactive video as the very first piece of information that would be seen on the landing page.

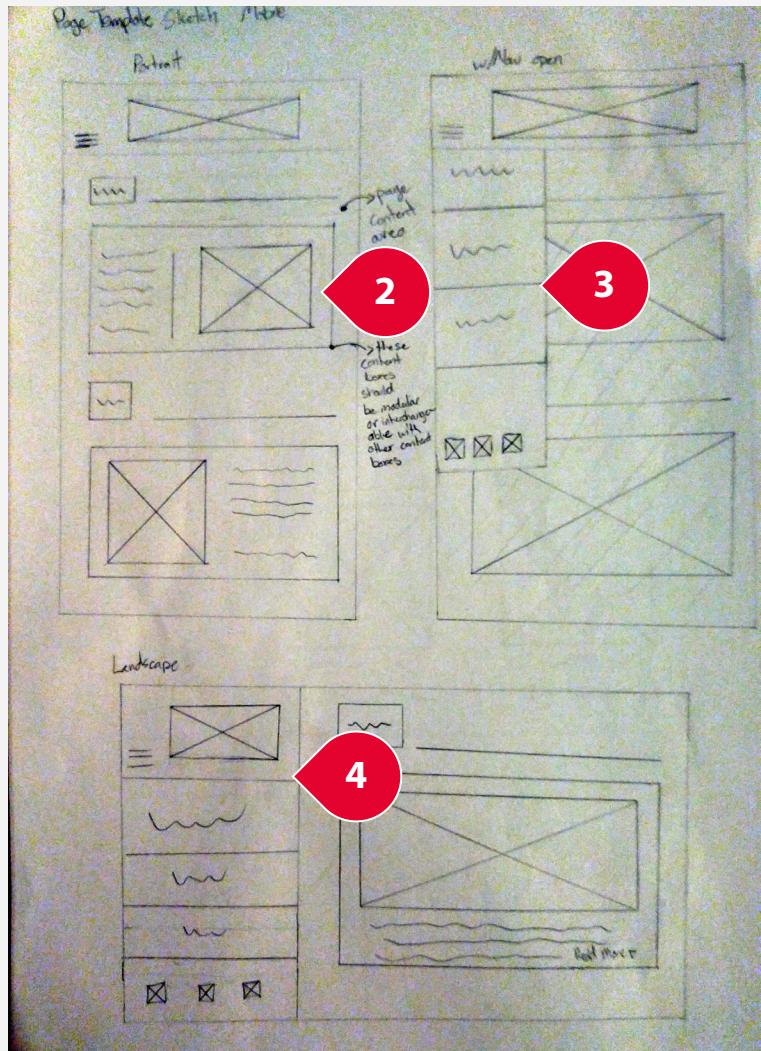
The interactive videos purpose is to introduce the Orchestra and to set the tone of the Klanginseln, mainly the focus on how technology can make music more interesting and interactive than what is traditionally viewed.



1

As part of the development process, some of the team members submitted their own sketches of how they thought the site should look like. This is an example of what Nora thought the overall layout should look like when highlighting the different musicians that would be participating in the Klanginseln.

1



Because the actual content of the page could drastically change from what the group currently thinks about the site, the necessary approach to the content placeholders was to develop it in a modular approach, being that the content is independent of the rest of the site.

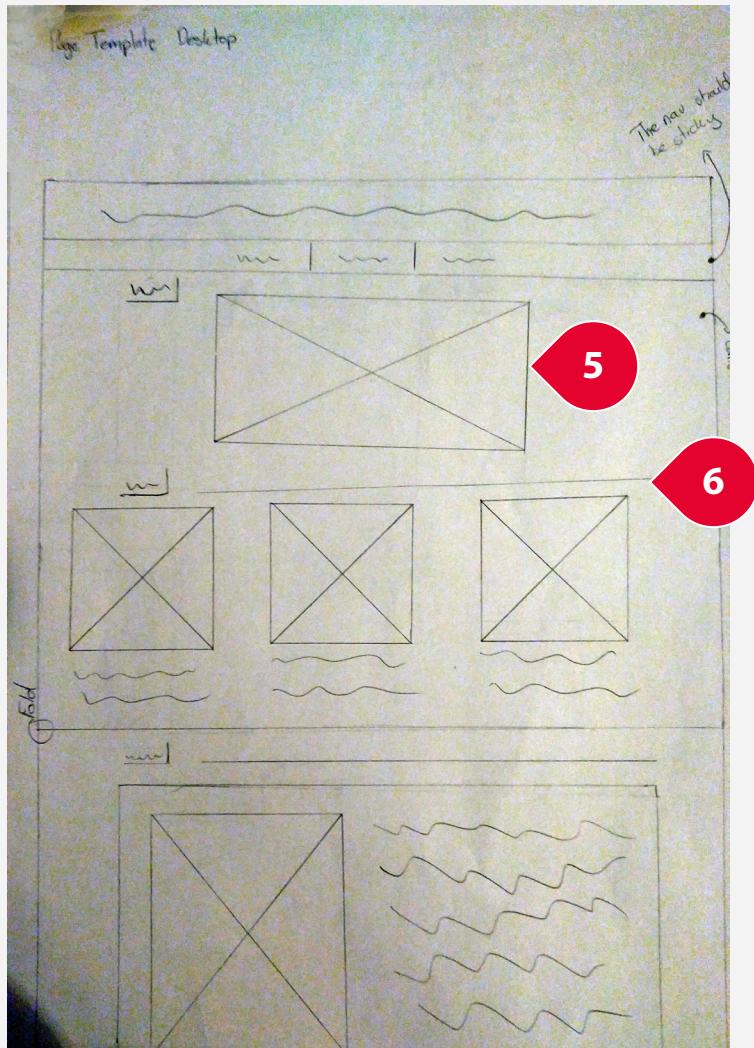
2

The navigation on mobile should overlap the content when opened. This approach is fairly common in mobile navigation and works well to help the user focus in on the content. The idea with the navigation itself is to keep it one level deep and to allow the user to go deeper on the page itself.

3

An idea that Andrew thought would be interesting is if, when in landscape mode, that the site content would move over to the side, allowing the navigation to always be open, thus prompting the user to navigate further into the site. This got thrown out because it took too much real estate on smaller devices.

4

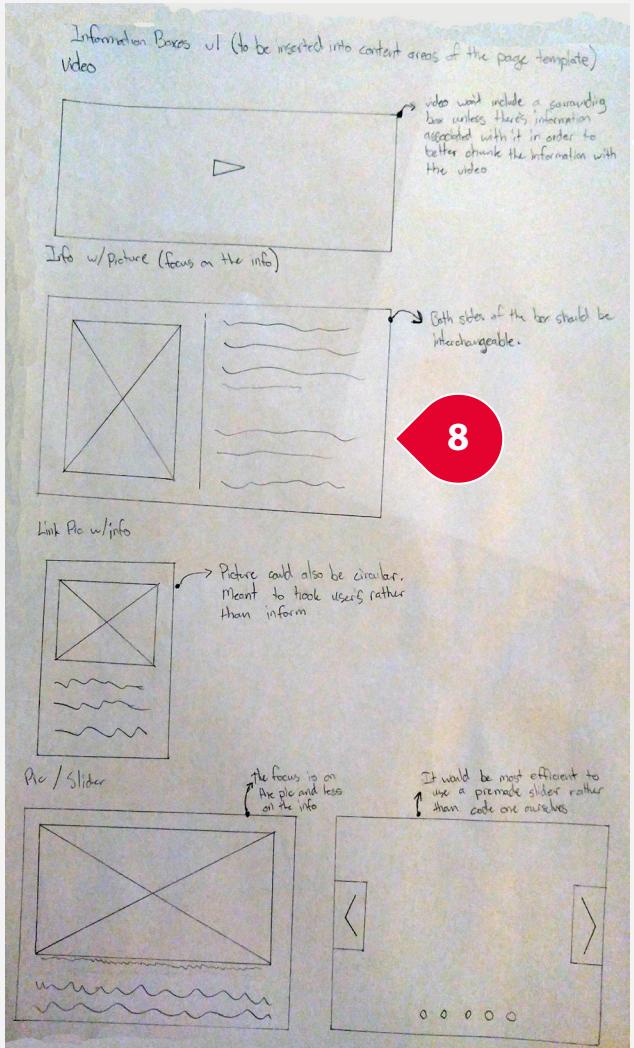


The layout approach kept in mind elements of a grid, particularly the idea of using a front-end framework to better control the layout of the page. The framework that is suggested to be used when developing the web application is the current version of Bootstrap.

5

6

Andrew decided that using a line next to the header would better help chunk the content on each of the pages. This is important for the app to help the user better navigate around the site.



7

Part of the overall look and feel of the site is to keep it modern and clean. As such, unnecessary elements, like a surrounding box for the video, are left out. This removes busy elements, extra coding, and allows for more focus on the content itself.

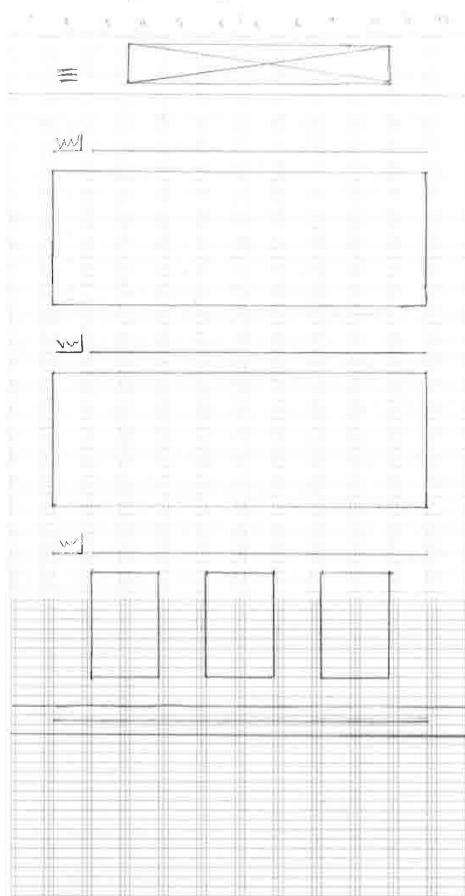
8

One particular focus, as previously mentioned, is to make all the content elements as flexible and modular as possible. This is due to not knowing exactly what format the content will take.

Grid Sketches

Wireframe Sheet: Tablet & Mobile (Portrait)

Title/Version: Home Page / No Active Nav



Date: 1/14/17

Tablet:

width 768px
cols 48px
gutters 16px
fold 1024px
rows 16px

Mobile:

width 320px
cols 60px
gutters 16px
fold 480px
rows 16px

Notes:

The 3 block layout
in tablet will
move to a single
block layout in
mobile

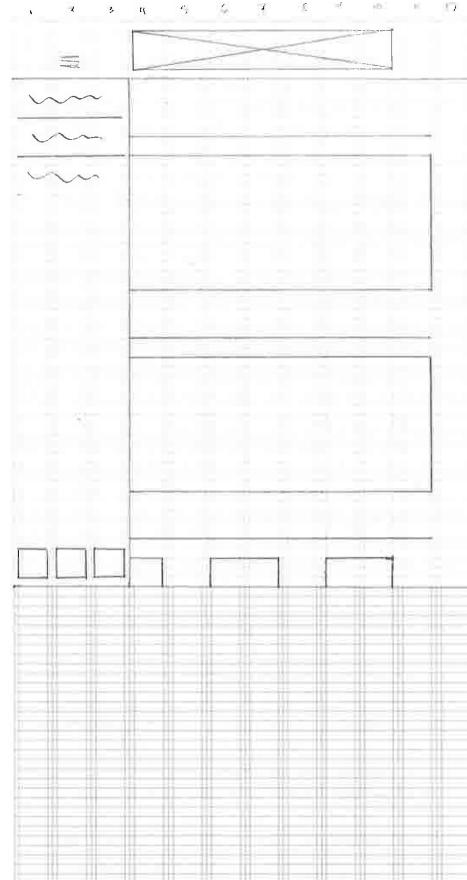
Once the sketches were finished, Andrew decided to use the 960 grid system to further develop and define the layout.

The grid used was a 12 column grid. This was used to better transfer the design onto the page during development using Bootstrap.

An aspect of the website that was talked about was linking to either current or new social media platforms. A space is made at the bottom of the navigation bar when opened. However, there is an inconsistency between the mobile and desktop versions of the sketches and wireframes, as the desktop version lacks any social media links or buttons.

Wireframe Sheet: Tablet & Mobile (Portrait)

Title/Version: Home Page / Active Nav



Date: 1/16/17

Tablet:

width 768px
cols 48px
gutters 16px
fold 1024px
rows 16px

Mobile:

width 320px
cols 60px
gutters 16px
fold 480px
rows 16px

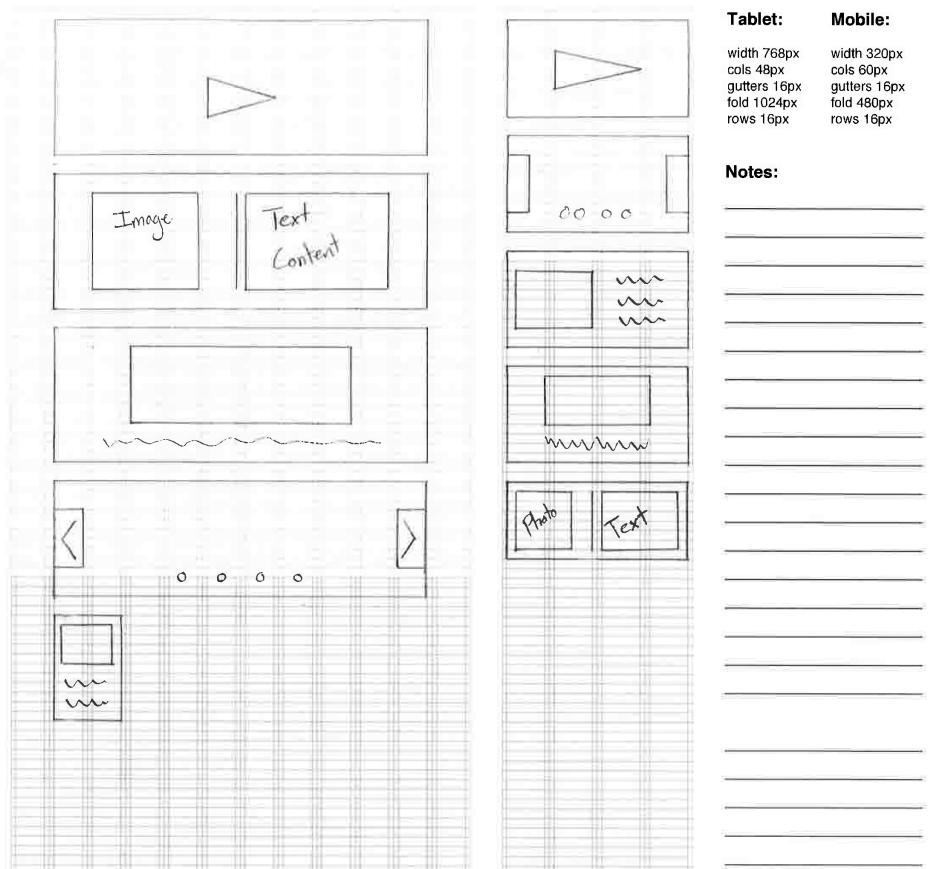
Notes:

The 3 squares at the bottom of the page are for social media in the event that they'll be used.

The menu should have a height = 100% of the screen, except perhaps, the footer if a sticky footer is implemented.

Wireframe Sheet: Tablet & Mobile (Portrait)

Title/Version: Content Boxes



Date: 1/16/17

Tablet:

width 768px
cols 48px
gutters 16px
fold 1024px
rows 16px

Mobile:

width 320px
cols 60px
gutters 16px
fold 480px
rows 16px

Notes:

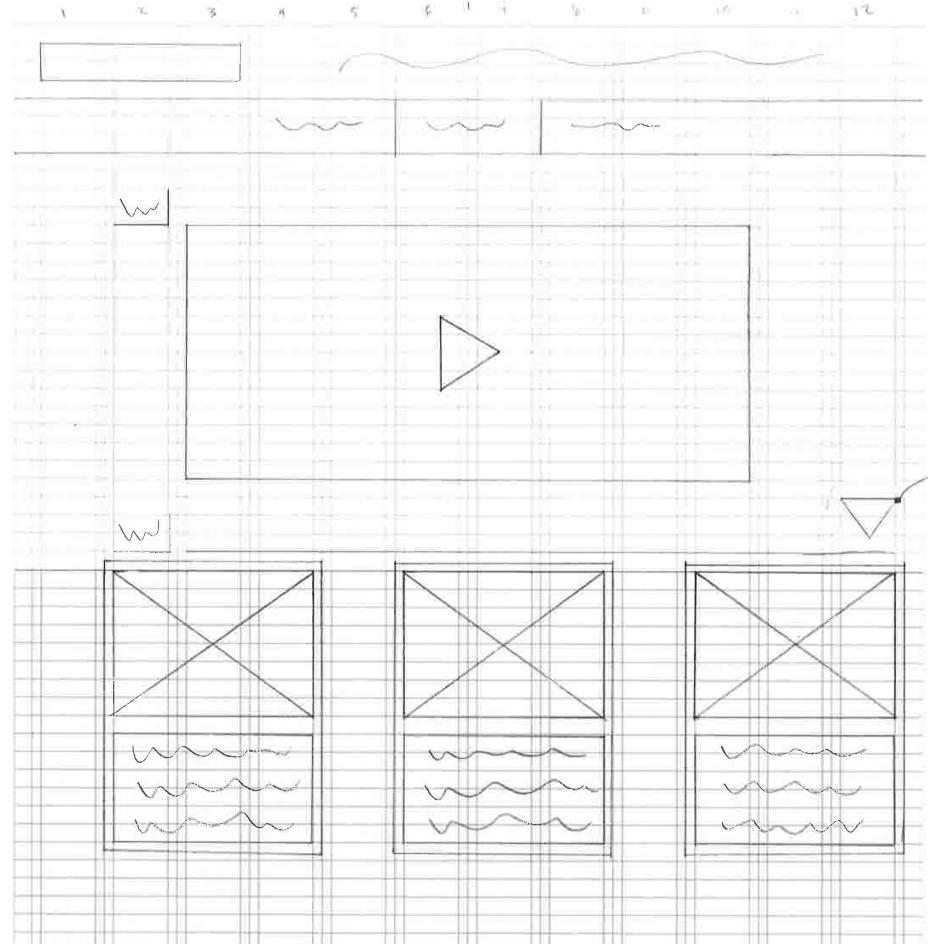
Handwritten notes from the original wireframe sheet, repeated here for context:

- Three small squares at the bottom of the page for social media.
- The menu should have a height = 100% of the screen, except perhaps, the footer if a sticky footer is implemented.

Wireframe Sheet: Desktop/Laptop PC

Title/Version: Home Page / No active Nav

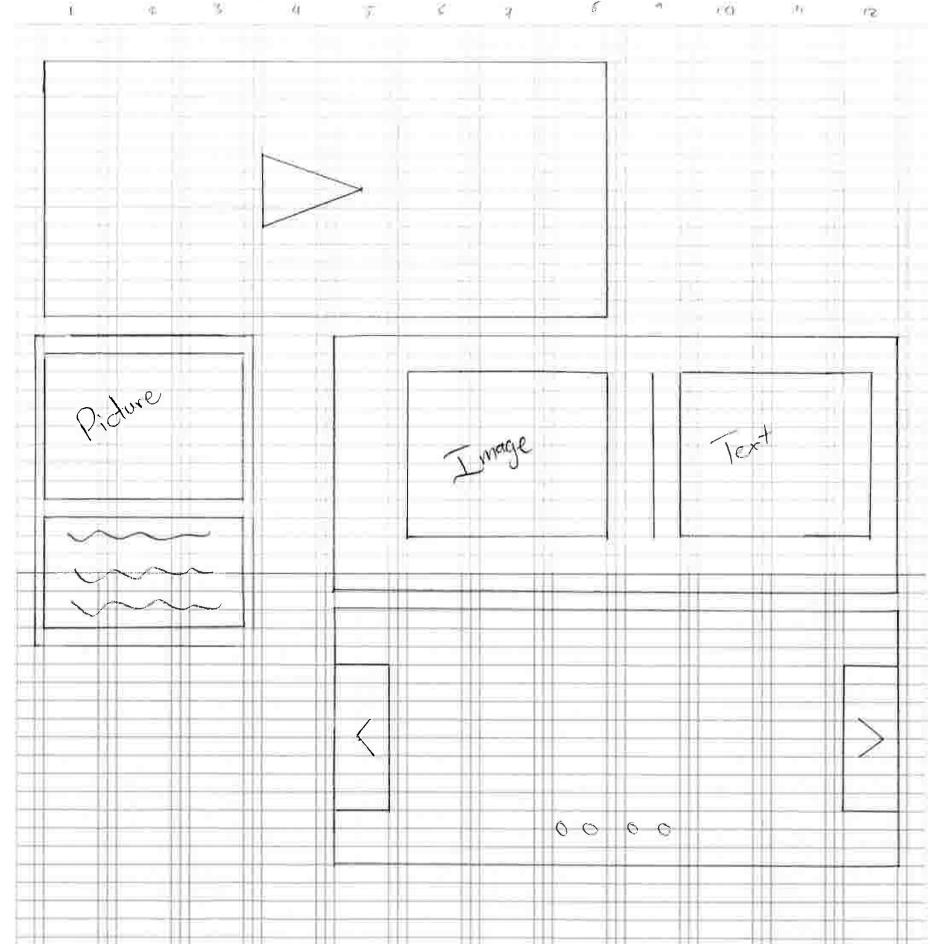
Date: 1/16/17



Wireframe Sheet: Desktop/Laptop PC

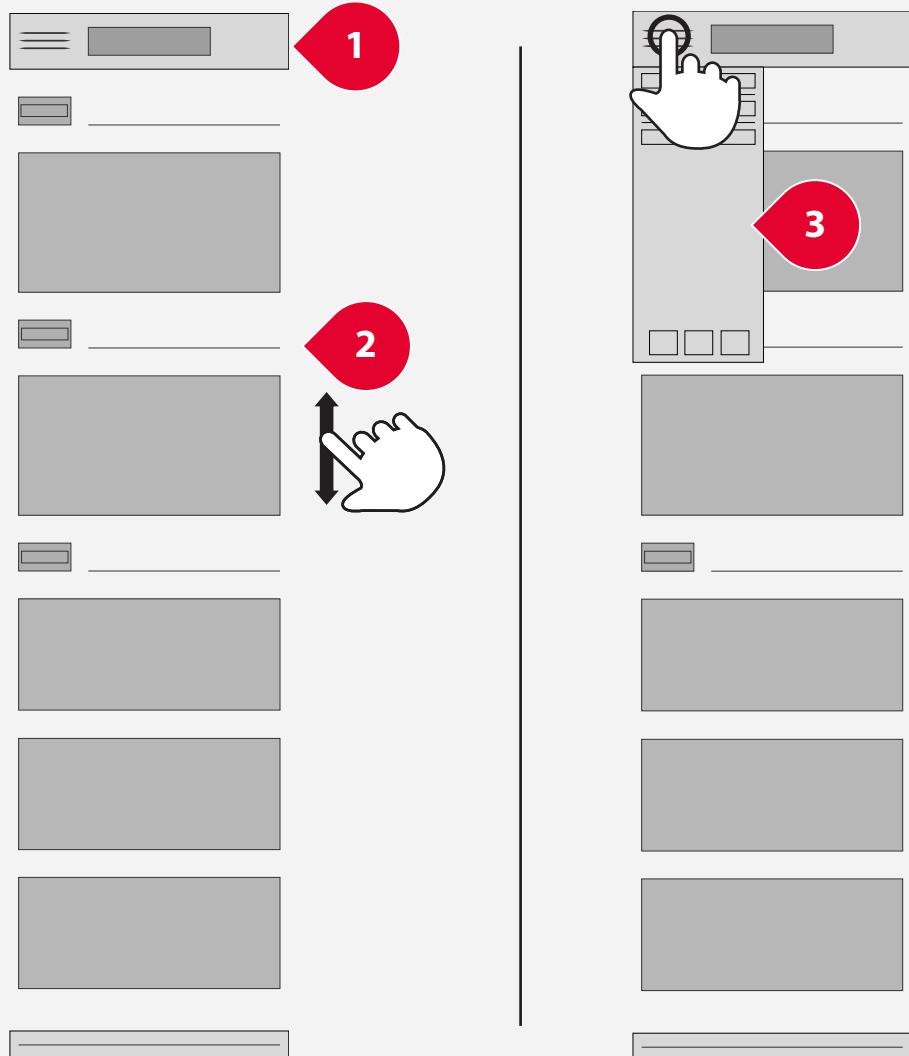
Title/Version: Content Boxes

Date: 1/16/17



Wireframes

Phone Wireframes

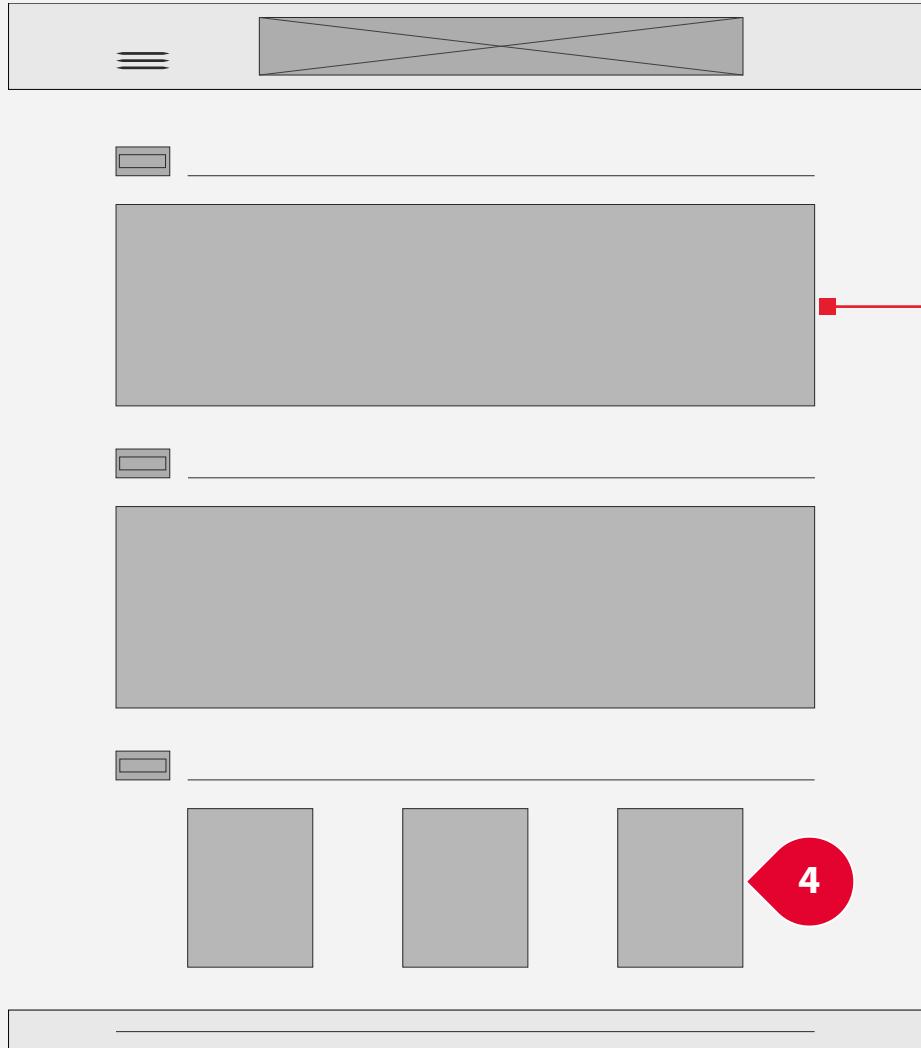


One of the resources that used was the 960 grid layout file in Adobe Illustrator. This tool enabled the import of two base layers that could be used to line up the wireframe elements exactly to the grid. The only setback of the grid was that the page itself, particularly on mobile devices, is quite long and the artboard that the wireframes were one needed to lengthened quite a bit.

On mobile the fold (or edge of the screen) ends up being in this area. Andrew put some thought into this and couldn't come up with a better solution besides making the initial content, or the content first seen on the page, taller, so as to push the following content down past the fold. This would keep the initial focus on the first element and keep the page from become too busy.

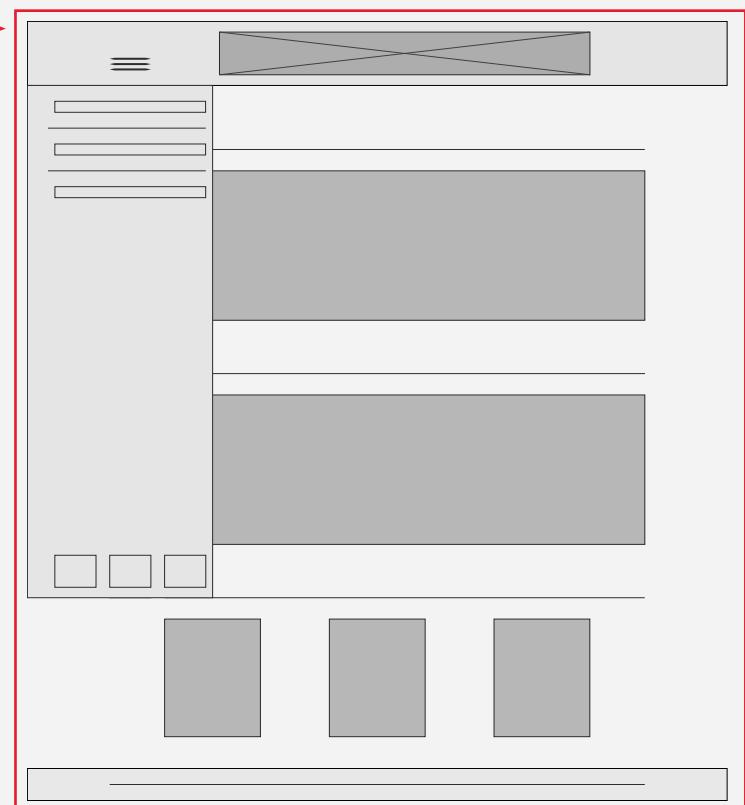
The navigation is designed to only take up half of the horizontal screen space, however, for the prototype, due to limited time, the vanilla bootstrap menu was used. This menu will need to be changed if the design is kept, as the bootstrap menu takes up the entire horizontal space on the screen.

Tablet Wireframes

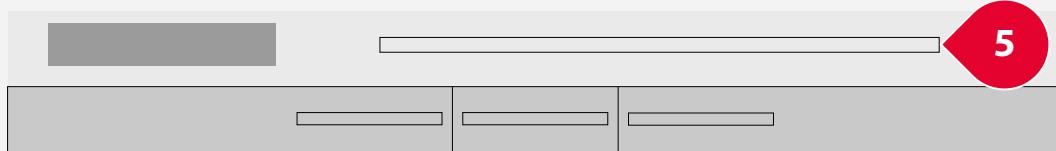


4

The tablet version follows most of the same conventions that the phone wireframes follow, except for this area where there are three elements in a section. On phone, these elements span across the entire screen and are stacked on top of one another, where here they are lined up next to each other and take only a small portion of the horizontal space.

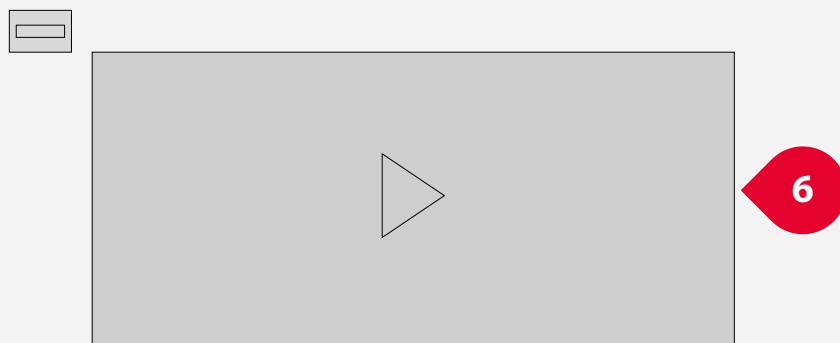


Desktop Wireframes



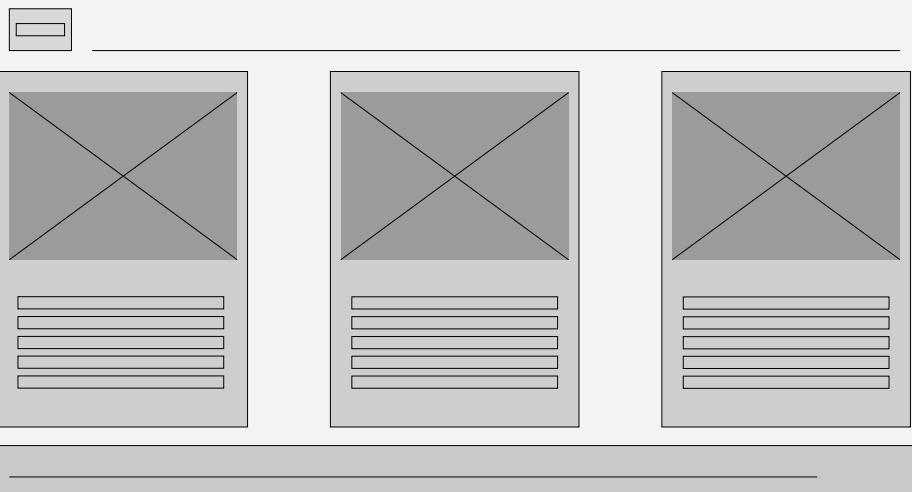
5

The desktop version is the most busy and informative layout of the site.



5

In comparison to both of the mobile layouts, the desktop adds a tag line to the header if one is decided upon. It also has more room for a larger picture.



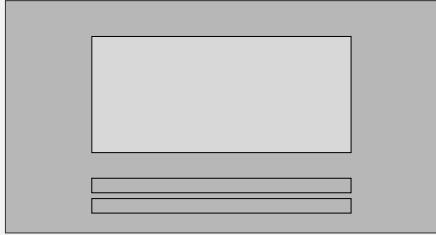
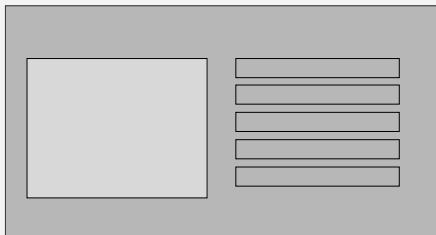
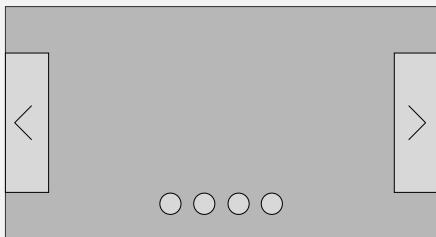
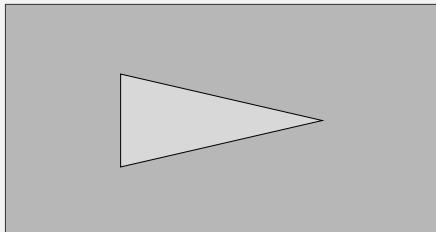
6

One element that essentially stays the same is the video element. As the interactive video is a large part of the website, this stays as the first visible content on the site.

7

The section that features the spots or perhaps the musicians now show more information, including a picture and descriptive text.

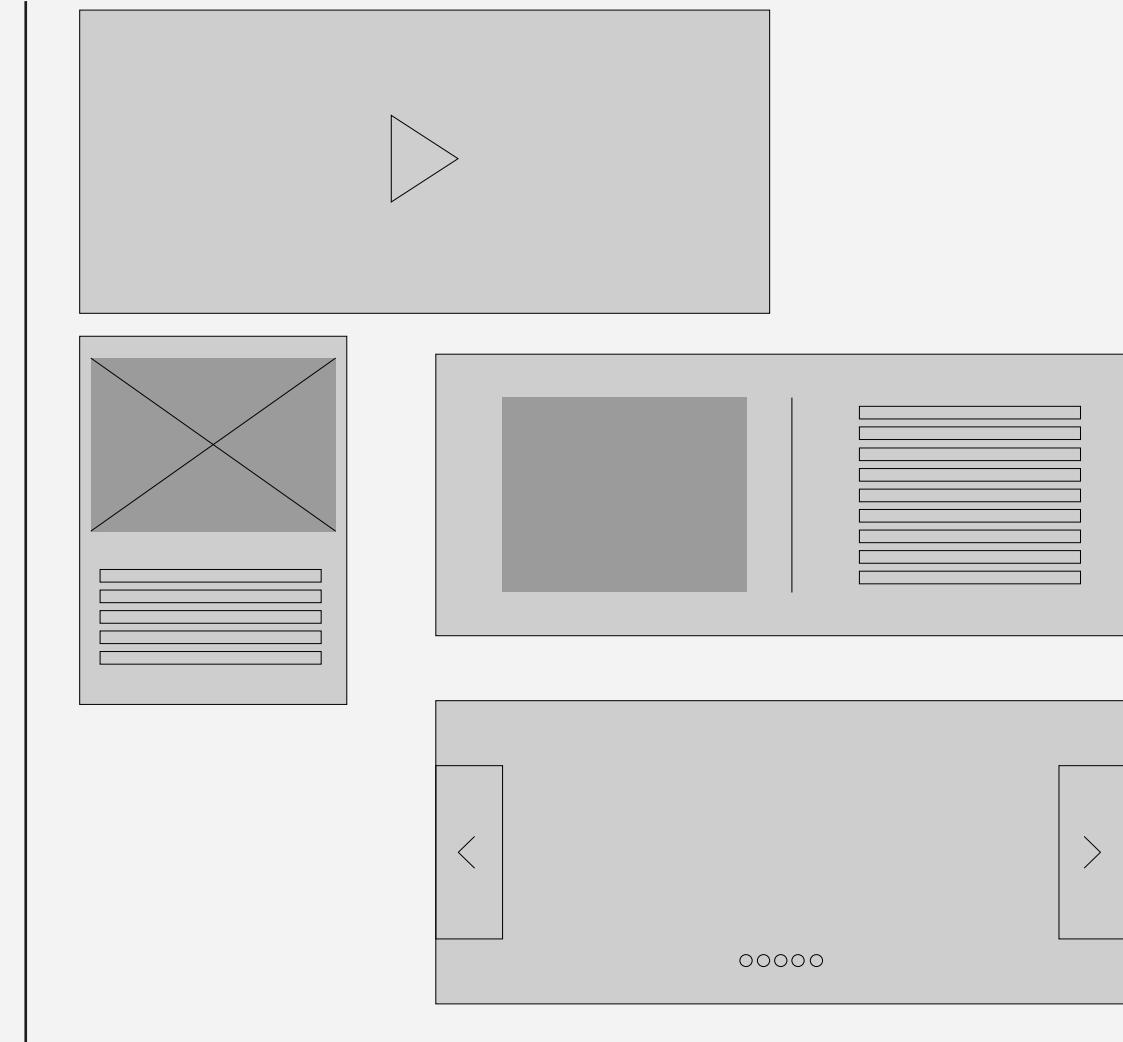
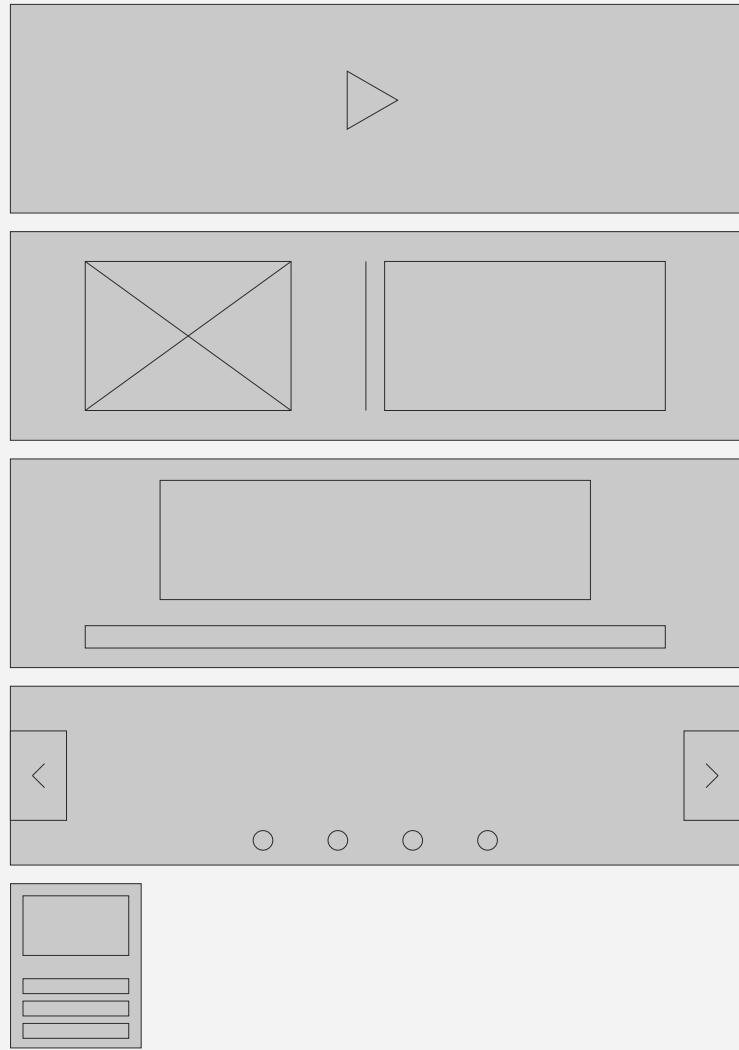
Element Wireframes



The following wireframes on this page and on the next page are for the elements that would be inserted into the content area of the pages. Andrew developed these separately because the content is more liable to change, depending on the music spots that the musicians of the Orchestra plan and perform.

The hope is that the students in the following semesters will be able to use these wireframes as a starting point to really develop an innovative method of presenting the content that the orchestra

Element Wireframes Cont.



Surface Comps

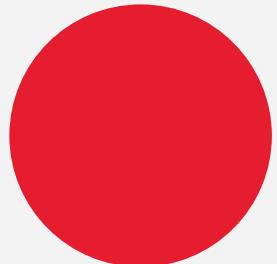
The following pages are for a more finished design when the project has more content to offer, have fun!

See the last page for more information.

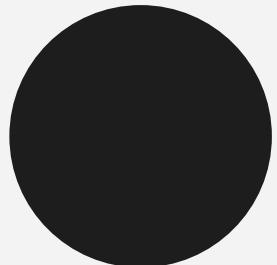
Other

Application Color & Font

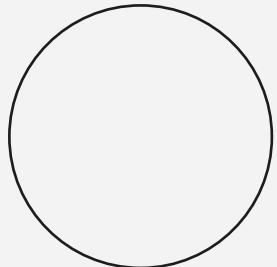
Documentation Color & Font



Hex: #E4032E
CMYK: 4, 100, 90 , 0
RGB: 228, 30, 48



Hex: #1E1E1E
CMYK: 72, 66, 65 , 75
RGB: 30, 30, 30



Hex: #F1F0F0
CMYK: 4, 3, 3 , 0
RGB: 241, 241, 241

Headers:

(60pt, Roboto, Light)

Subheader: (24pt, Calibri)

Textual Headers (12pt, Calibri)

Text: (12pt, Calibri)

Quotes: (14pt larger than text, Cambria, Italic)