**Report on the Development of Lo-fi and Hi-fi Prototypes for Ticket Yo**

**Introduction**

The **Ticket Yo** project began with the objective of creating a user-friendly event management and ticketing application. Using Figma, we developed low-fidelity (lo-fi) and high-fidelity (hi-fi) prototypes to outline and refine the app's design, user flow, and core functionalities.

**1. Development of the Lo-fi Prototype**

The lo-fi prototype focused on laying out the essential structure and flow without detailed design elements. This phase allowed us to test and gather feedback on the core layout and user journey.

- **Purpose of the Lo-fi Prototype**: The primary goal was to quickly visualise and iterate on the foundational structure of the app, including:
    - Key screens such as login, event browsing, event details, and ticket purchasing.
    - Basic navigation elements to understand user flow.
- **Design Elements**:
    - **Simple Wireframes**: The lo-fi prototype included grayscale wireframes with placeholder text and minimal visual elements to represent buttons, images, and text fields.
    - **Feedback Collection**: By keeping the design simple, we could focus on functionality and layout, gathering early feedback on navigation, button placement, and page transitions.

The lo-fi design effectively outlined user flows such as viewing events, filtering based on preferences, and purchasing tickets. For instance, the **Explore Events** section provided a simple grid or list layout to display upcoming events with essential information (name, date, venue) and an option to filter by type or location(TicketYo Lo-fi).

**2. Transition to the Hi-fi Prototype**

Once the lo-fi design was validated, the next step was to create a hi-fi prototype. This phase added branding, colour schemes, and interactive elements to provide a more realistic user experience.

- **Objectives for the Hi-fi Prototype**:
    - To introduce actual branding elements, such as logos and colour schemes, that align with the Ticket Yo brand identity.
    - To enhance the wireframes by adding interactive components, realistic text, and final design elements that offer a near-final representation of the application.
- **Design Elements**:
    - **Visual Details**: The hi-fi prototype included vibrant colours, icons, and typography that matched the target aesthetic of the Ticket Yo brand. For example, screens like the **Event Details** page displayed attractive event banners, detailed event descriptions, and pricing options to enhance user engagement.
    - **Interactive Components**: The prototype incorporated click-through interactions, allowing users to navigate between screens like **Login**, **Sign Up**, **Event Listings**, and **Payment** flows.
    - **Usability Testing**: The hi-fi prototype enabled more comprehensive testing by simulating a real experience, allowing us to assess response time and button interactions.

Examples from the hi-fi design included interactive filters for location and event type and a payment section where users could select ticket options and finalise purchases with a clear, step-by-step process(Ticket Yo).

**3. Key Differences and Improvements from Lo-fi to Hi-fi**

The progression from lo-fi to hi-fi involved significant enhancements:

- **User Experience (UX) Refinements**:
  - Based on feedback from the lo-fi phase, we refined navigation elements to make the app more intuitive.
  - Improved readability and organisation of event details, ensuring that users could easily find information like event dates, ticket types, and purchase options.
- **Aesthetic Enhancements**:
  - Added colour schemes, images, and typography that conveyed the Ticket Yo brand.
  - Designed visually engaging elements like banners, icons, and cards to improve user retention and engagement.
- **Functionality and Interactivity**:
  - Integrated realistic, interactive components that simulate actions like logging in, selecting tickets, and proceeding with payments.
  - Ensured that each action provided clear feedback (e.g., loading indicators during payment processing, confirmation messages after booking).

**Conclusion**

Developing the Ticket Yo app's lo-fi and hi-fi prototypes in Figma allowed us to methodically structure, test, and refine both the functionality and appearance of the app. The lo-fi design facilitated early-stage feedback on navigation and layout, while the hi-fi prototype brought the application to life with a polished, interactive user experience. Through this iterative design process, we created a robust foundation for launching a functional and visually engaging event management app.