

**Strawberry
Music Festival
2018**

02

The service system is to improve the user's experience when they attend the Strawberry music festival. I developed an app and other products to realize it.

Service

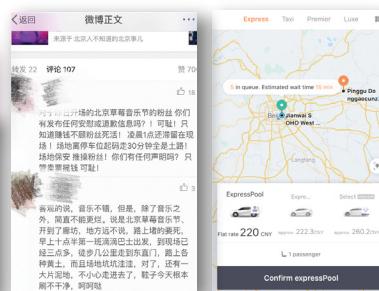
05/2018



Strawberry Music Festival 2018

It took **200+ RMB** to arrive there by taxi! Someone said the performance was not bad, but she arrived there at **3:00PM** because of the traffic jam!

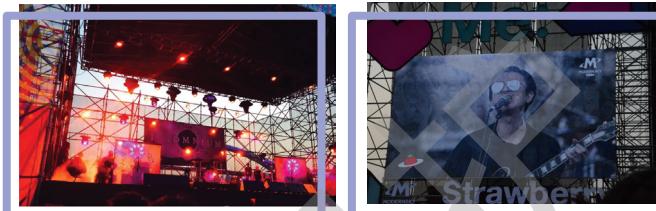
Due to the traffic jam, I will not feel happy any more!



The activity was organized terribly! A user said no one had told him that he had to change tickets before he entered, and it's too messy there, no signals, no trash cans, The echo effect was terrible!



02



03



01

Water is too expensive, the suppliers were inadequate. Users had to walk a long way to find the store, and queued a long line to wait to buy.

#2016北京草莓音乐节#之前过去#2015上海简单生活节#只能说草莓主办方太差劲了.....选址，组织，服务，差到无极限。不让自己带水，进去买水的地方贵也认了.....就那么两个地方，排队买票，再排队领水。劝明后两天来的人自己带杯子多带水。而且来回路上特别堵，从7公里外走了一个多小时才到第一城，然而并没有接待的服务人员。跟人流沿沙土路跑了一大圈才检票进到现场。场地小，人多，环境差。但是现场的演出还是很好的。马頃&胖子卖萌无下限，窦靖童撩人能力超群，左老板被隔壁舞台的音量震到无语，没见到万晓利有点遗憾。→还见到了网红少年花希。总之，我8点坐上班车，现在还没开停车场-----才会无聊的吐槽@摩登天空



BACKGROUND RESEARCH

Muzi 26
Designer

1. When did you attend Beijing strawberry music festival?

I attended the strawberry music festival at 1st, May



2. How much did you spend on buying tickets? And where did you buy tickets from?

Actually, My friends gave me the tickets and I didn't pay anything for them.

3. When did you set out from home and how did you go there??

I set out at 8:00 A.M from my home and I took subway to Guomao, after that, I tried to take a bus but the bus tickets had sold out. So I took a taxi with other people.

4. Was it crowded when enjoying the performance? And did there any guard?

It was so crowded around the stage but the entrance was the most crowded place, and the security guards were found only beside the stage.

5. Could you see the rubbish can around you?

Not enough, and the rubbish and waste could be seen everywhere after the festival.

1. Where did you hear from about this strawberry music festival?

2. Were you trapped into a traffic jam? and how long did it cost?

3. When you got off the bus how long did you spend on walking to the stage? And were you lost?

4. What about the food and beverages? And how about the price?

5. Was the toilet far away from the stage? And how many toilets are there?

I have heard the news from my friends, the one gave me tickets.

Of course. It took me another 200 yuan to take a taxi.

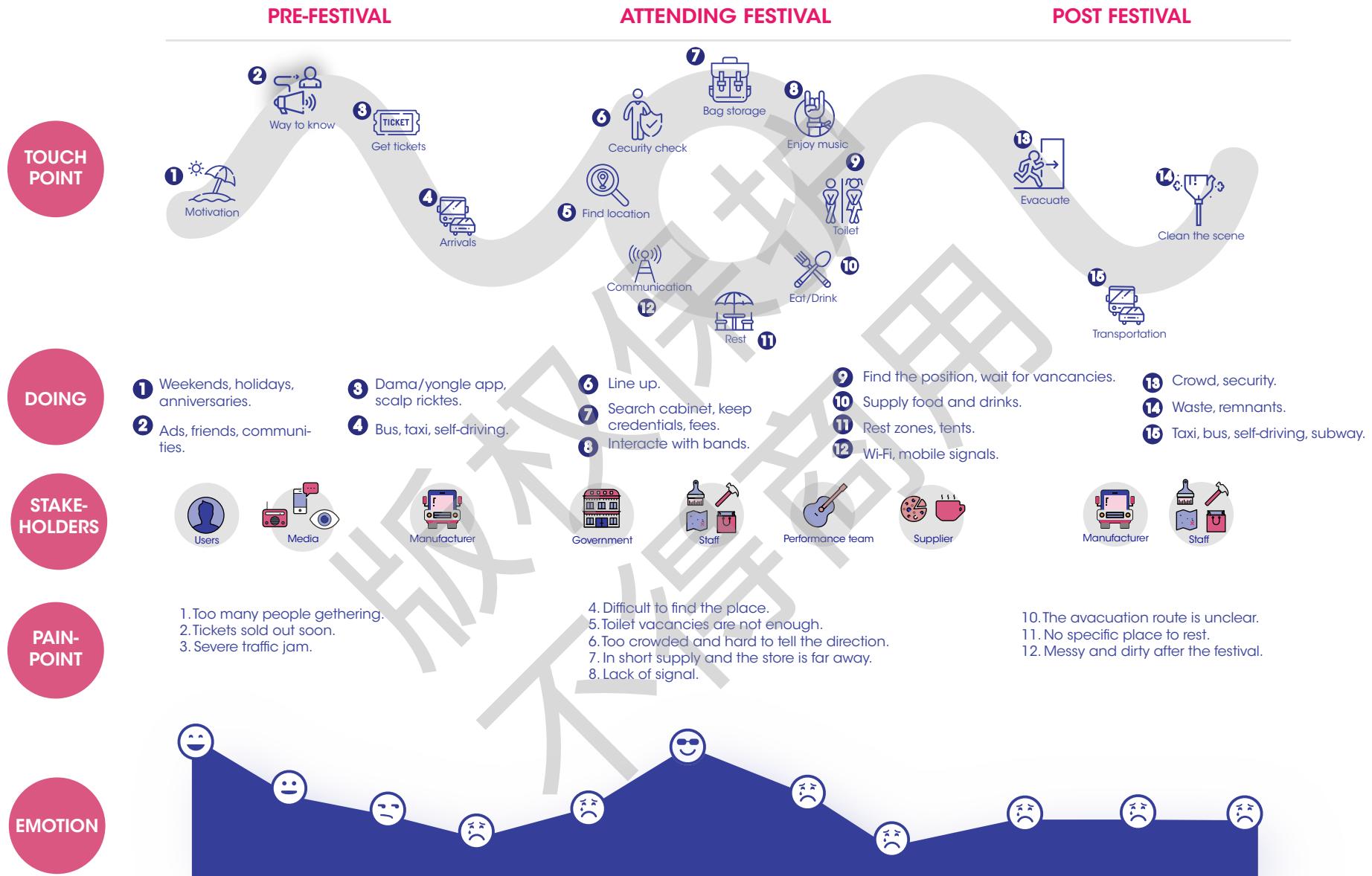
Almost 40 minutes for walking including taking a 10-minutes shuttle bus.

The supply was not enough and I was thirsty to death and felt I was in the desert!

I think there was just one toilet I could find.

Hao chen 24
Programmer







CONVENIENT
TRANSPORTATION

SHUTTLE BUS

Take users go to and leave the festival place



EASY TO
FIND STORE

FOOD TRUCK

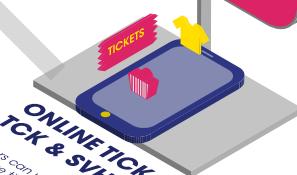
Offering food and drink on the festival place, come the truck will be easy to find around users.

ONLINE TICKET & SHOP

TICKETS

Users can use the app to reserve tickets for shuttle bus and the festival. They can also purchase on the app.

APP FOR USERS
AND STAFF



FIXED SIGN ON
THE ROAD

The signs will guide users to the store and find the destination.

CLEAR GUIDING
SIGN

WAY TO STAGE



ENOUGH
TOILET
OFFERING

MOBILE TOILET

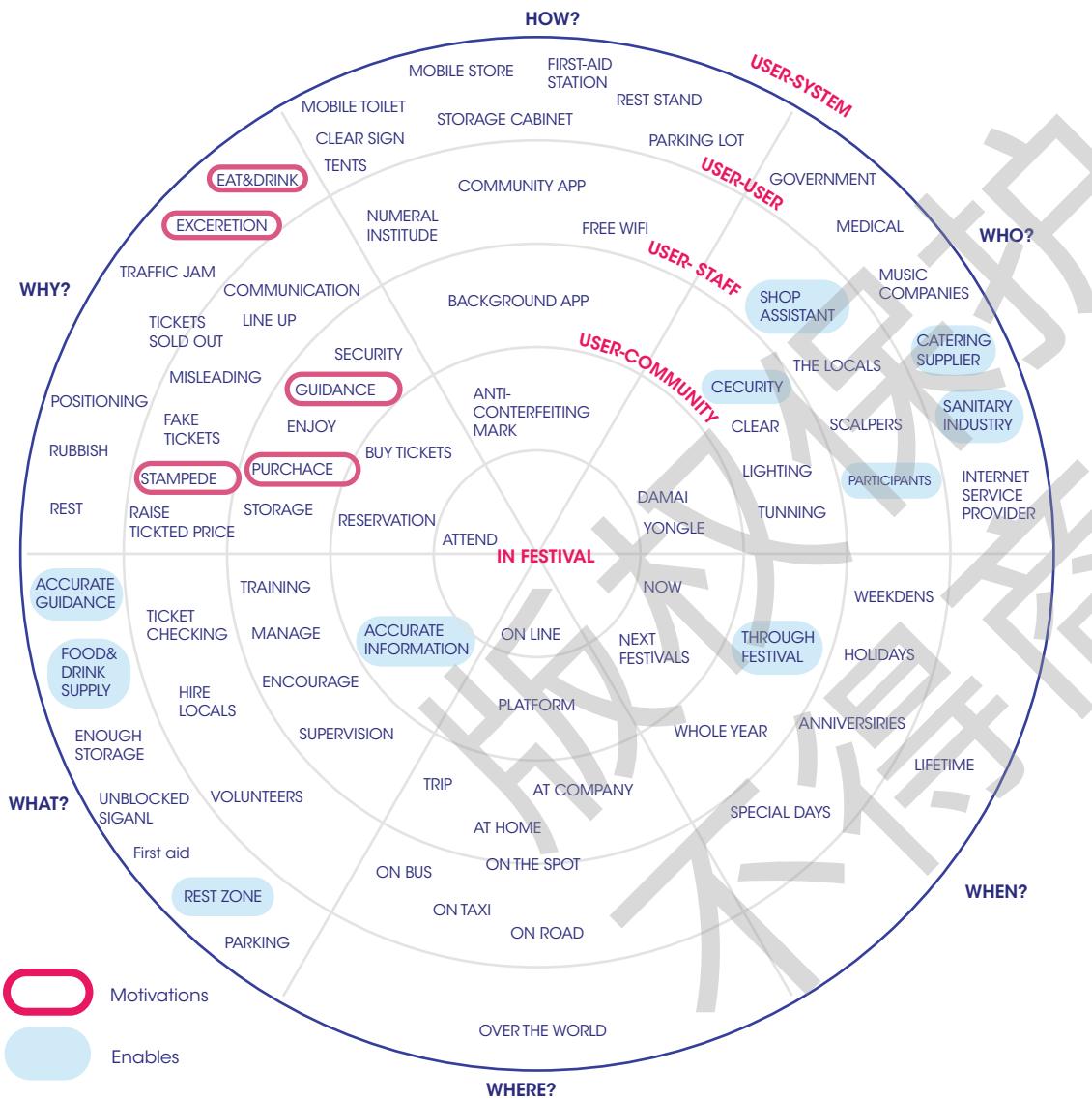
It will be need to the stage and Users don't need to line up for it.



SPECIFIC
PLACE
TO REST

REST STAND

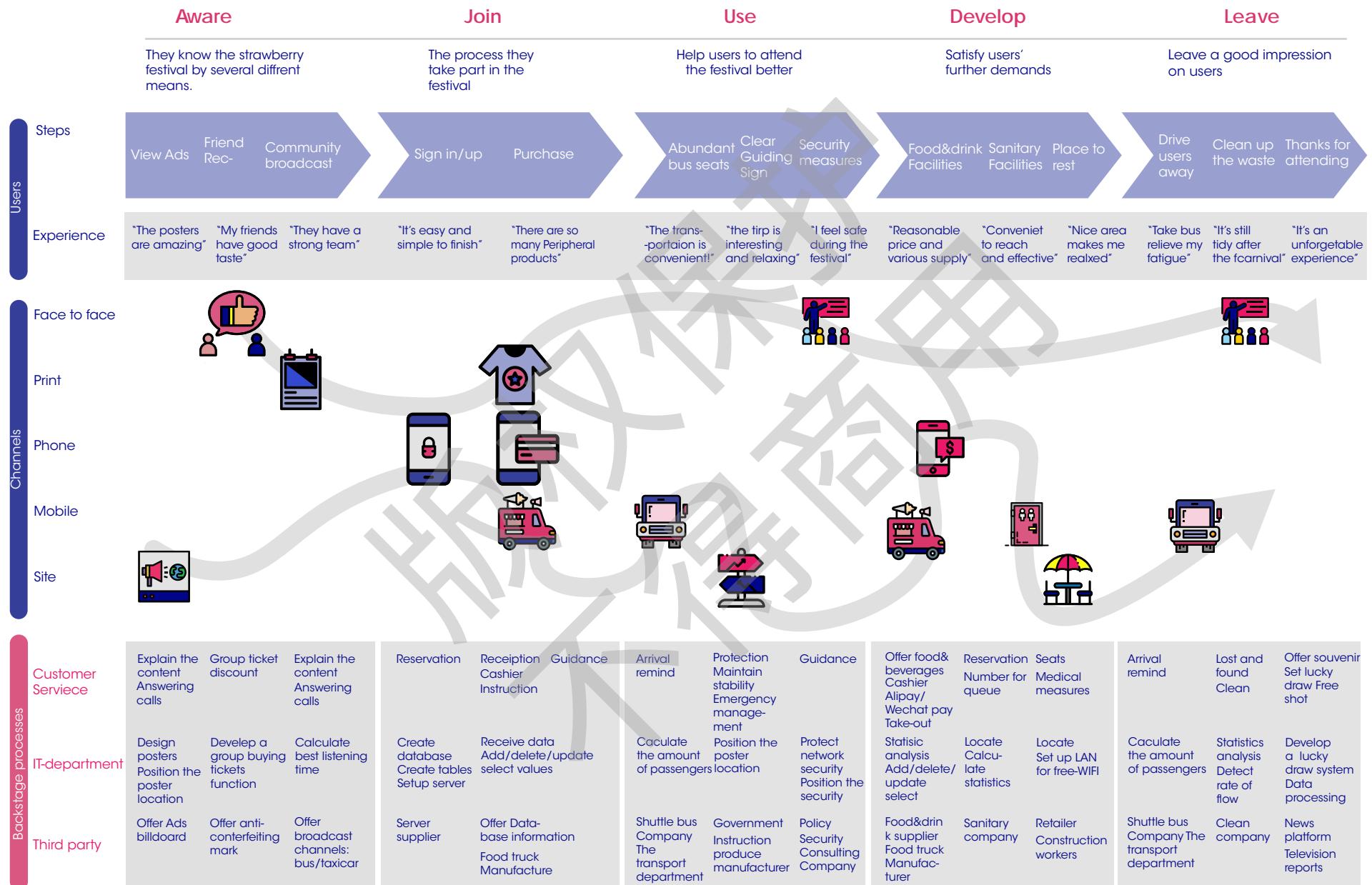
Users can rest here during the music festival.

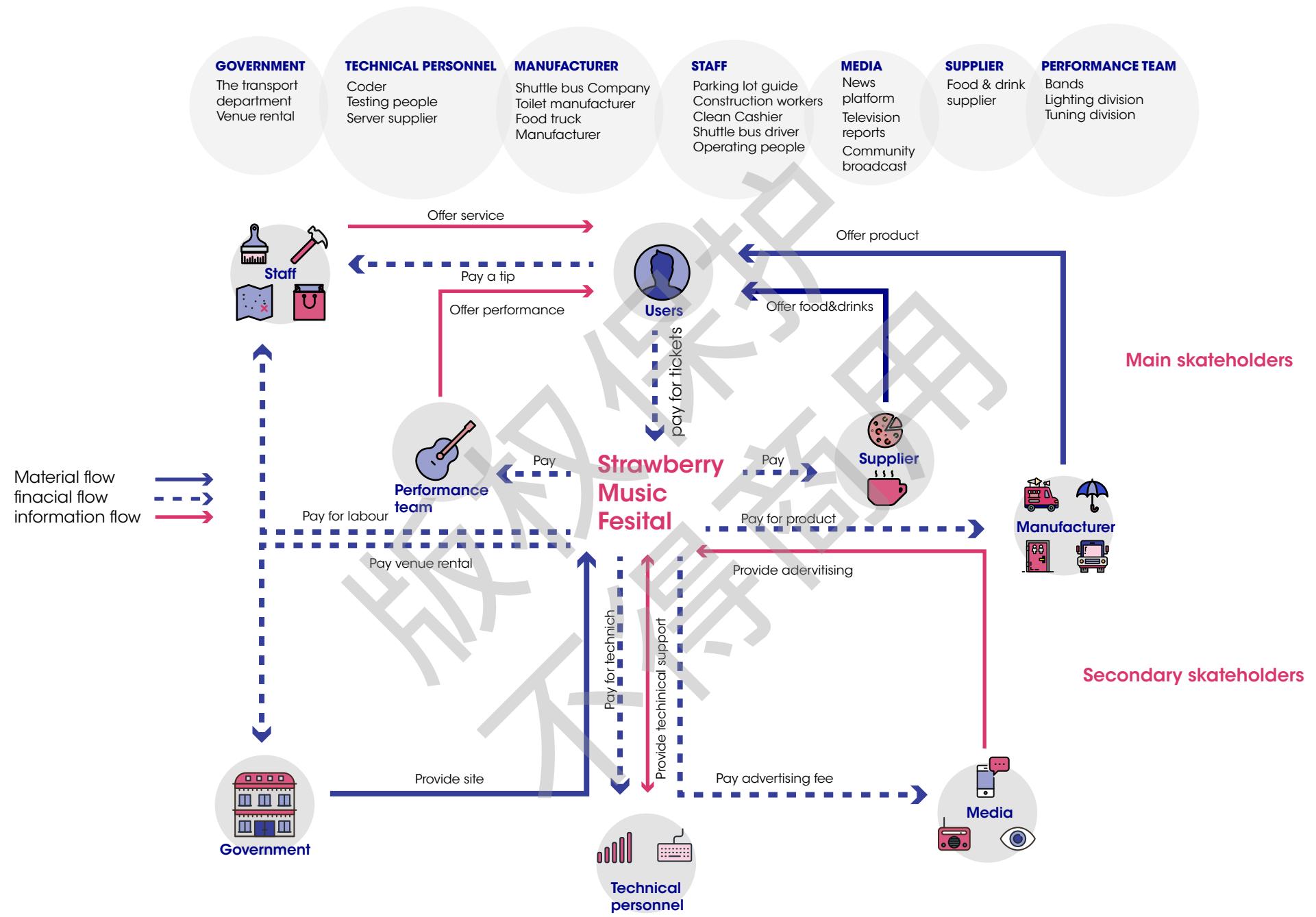


INTRODUCTION:

I analysed the Strawberry Music Festival system by 5W1H, and I chose 5 of the problems to solve in my service system.

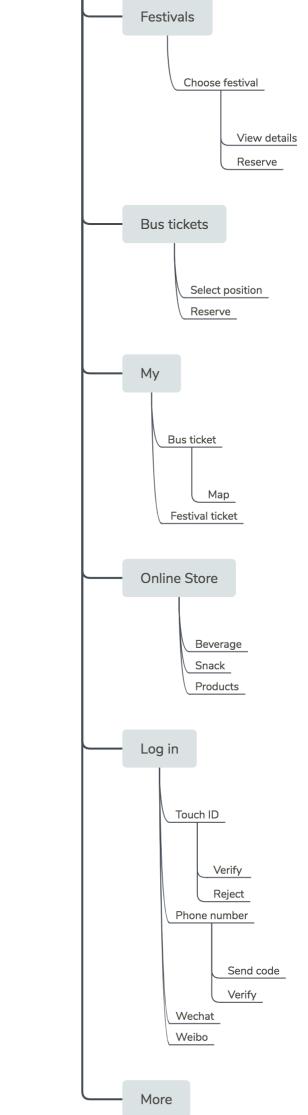






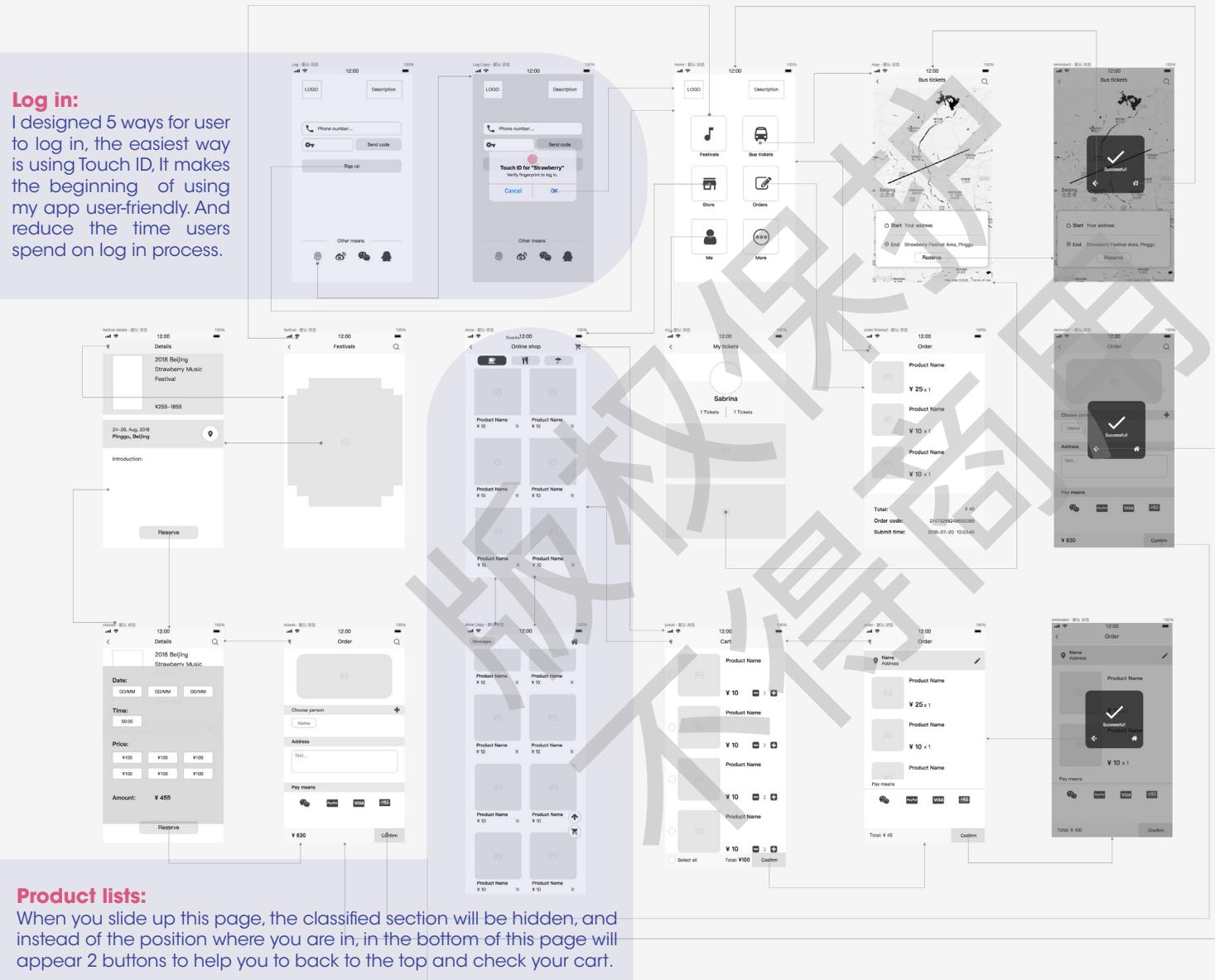
Information Architecture

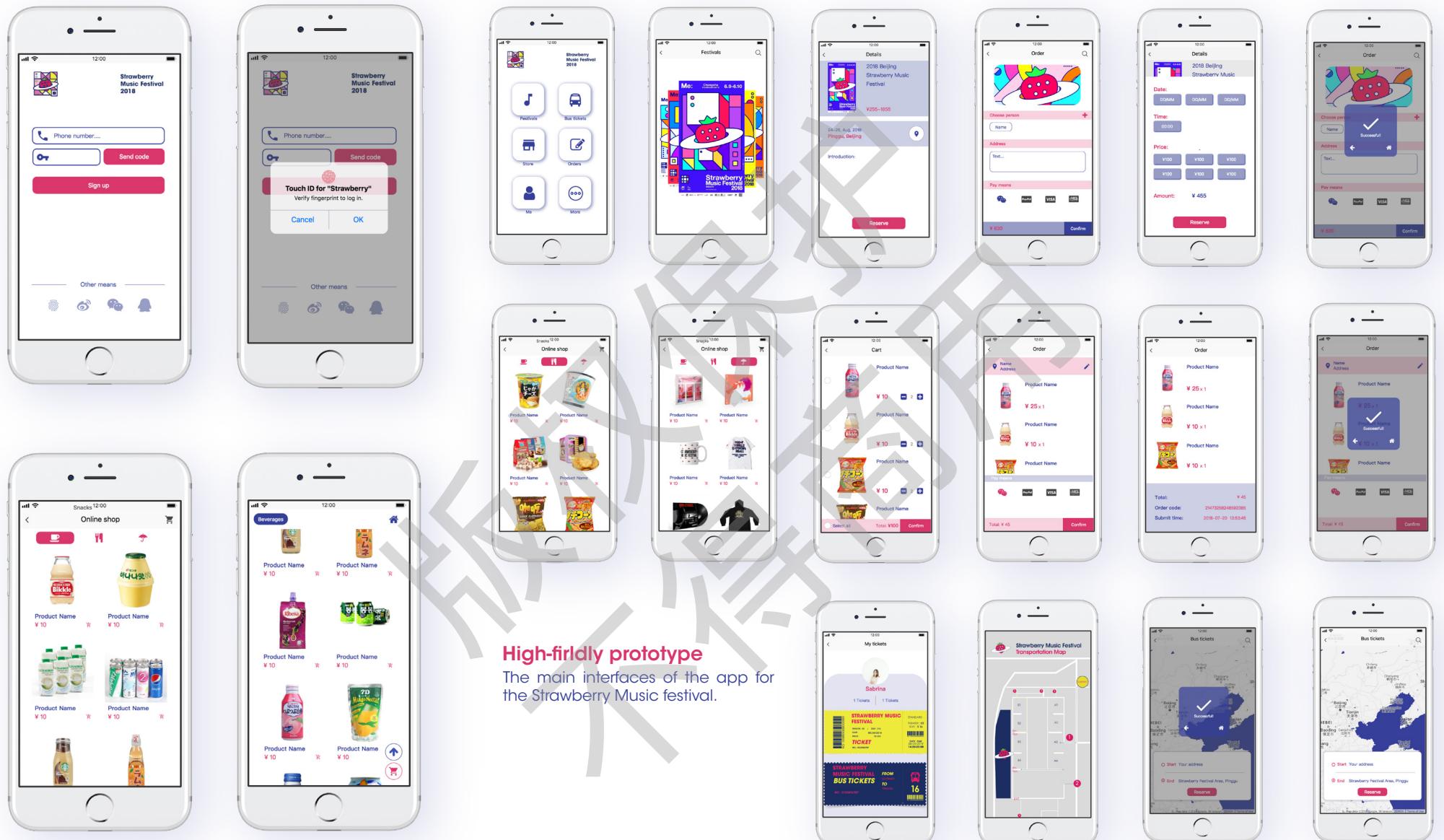
Strawberry



Description:

Following is the low fieldly prototype of the app for users to use before and during the music festival, they can reserve the ticktes and seats of shuttle bus. In addition, they can also purchase on the app.



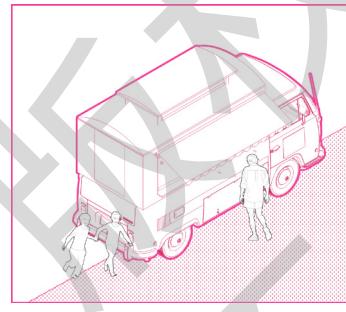
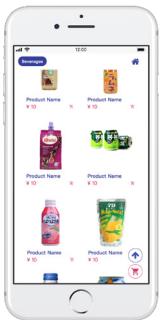
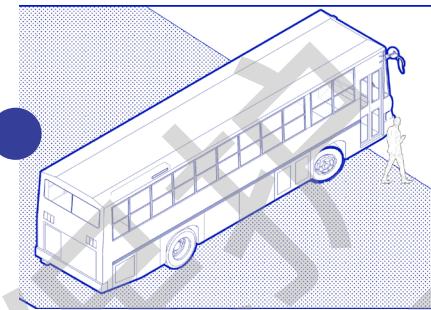


High-fidelity prototype
The main interfaces of the app for the Strawberry Music festival.

Online-Merging-Offline Service Experience



Before the festival:
Buy tickets from the app
and view the performance
schedule on it.

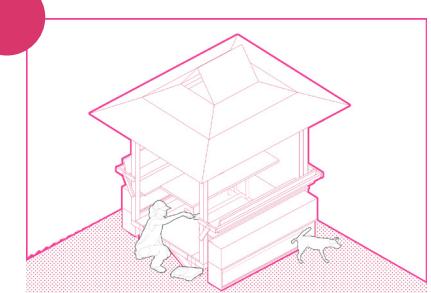


In the festival:

Try to select the beverages and snacks from the Strawberry Music Festival Store and get them from the food truck which you can see everywhere around the stage, you don't need to queue for waiting any more. What's more, you can even buy the peripheral products such as T-shirts and CDs there.

During the festival:

The mobile toilets are easy to find in the festival, you can use at any time during the festival.



During the festival:

If you feel tired in the festival and want to find a place to rest. Just walk several steps then you can find a rest stand near the food truck.

