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Angebot: DCH 2015-03 Design Aktualisierung

This proposal is based on the version 2.0 of the „Digital Concert Hall” App for iOS.

The goal of this proposal is to start the next steps in developing the product design of the Digital Concert Hall application in 2015. The design is no fundamental redesign but focuses on key areas to improve the user experience and navigation, keep the visual feel of the app.

Typography, color & alignment of text and elements

- Take steps to implement existing guidelines
- Examine, improve and implement consistent weights, spacing and leading
- Improve readability by minimizing off-grid positioning
- Develop the general art direction forward based on the current iOS design, the DCH's print design as well as the web and TV apps

Ticket purchase

- Improve purchase user flow, considering the order and length of screens, as well as the information being provided to and requested of users

Deliverables

The delivery will be done

- Initially, flats for all screens affected by the design improvements without considering all the different “user states” available, for client approval
- Flats and specs (font sizes, metrics, etc.) for all different user states ready for implementation by developers

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Item	Amount	Cost
Design Aktualisierung – OX Collective	10	7.000 €
Neukundenrabatt	30 %	-2.100 €
Summe		4.900 €

Future Phases

We see this change as the first steps in a bigger approach towards improving UI and UX of the Digital Concert Hall App for iOS. The goal of this proposal is to start the next steps in developing the product design of the Digital Concert Hall application in 2015. We would structure two phases after this initial one. The phases are described here to give an overview of what we see as changes going forward.

Phase 2

Home Screen

We will reconsider the layout and design of the home screen, ensuring BP's interaction goals are achieved

- Optimize element position
- Make areas more visually consistent

Navigation

Come up with the best way to lead users through the different areas of the app and increase usability

- “Hamburger menu” vs. tabbed navigation
- Define 4 most important areas of the app
- Create a navigation system which works well on every size screen

Concert Type Consistency

- Revise concert type (live/archive) art direction cues
- Navigation bar
- Countdown
- “Live” box

Search

- Implement auto-suggest (i.e. based on search history)
- Recent searches
- Analyze and improve search result highlighting

Phase 3

Adaptive Layouts

By following iOS 8 design standards it becomes much easier to make the app easy to use on any device and in either orientation. This also ensures that the app is ready for the new screen sizes and resolutions.

Accessibility

iOS 8 has guidelines on how to handle typography so the OS can adjust it according to the users accessibility settings regarding font sizes. This can be very helpful for people with bad eyesight. All other accessibility guidelines we would want to try to follow as well.

Layout familiarity

We noticed that every section seems to have its own layout, everything from fullwidth images, two a double column layout, and sometimes sideswiping. This may have been done on purpose to differentiate between the sections but we feel it is better to keep a consistent structure for similar information. Minor differences can do the same trick without losing the familiarity with the interface.

Notification Widget

The iOS 8 Notification center is getting more and more powerful. Making a simple widget where you can see the next upcoming live stream would be a good addition to current features.

Source code ownership and licensing

The source code and documentation of the application is handed over and fully owned by Berlin Phil Media. The application is submitted into the Apple App Store as well as the Play Store using the Berlin Phil Media Store accounts. nextbgthng and Novoda will assist with the submission process, if required.

The applications make use of internal libraries developed by nextbgthng and Novoda. This allows short development times using tested components. These components are licensed to Berlin Phil Media as source code for use inside the applications. This allows Berlin Phil Media to independently continue development of the applications, should this be required. The components are restricted to be used only in the applications covered in this proposal and may not be included in other applications without prior written consent. Changes made to the libraries code during the development will be integrated back. The license cost for those internal libraries is fully included in the development cost.

For further questions please contact:

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We hope this proposal meets your expectations and are looking forward to working with you!

Thomas Kollbach
Managing Director