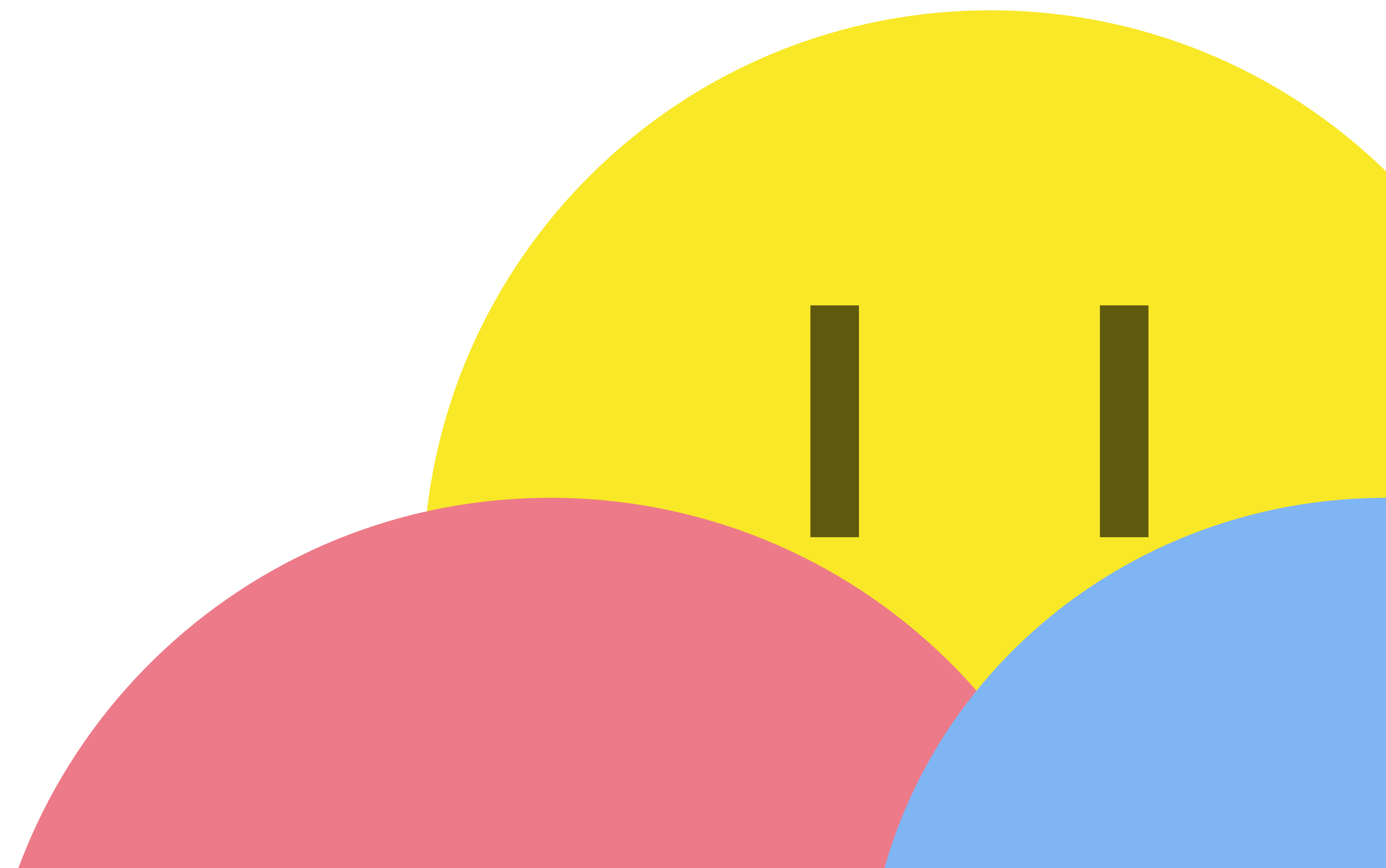


# SPOTS

PROCESS BOOK

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CHRISTIAN ESPINOZA | UI/UX | SPRING 2019

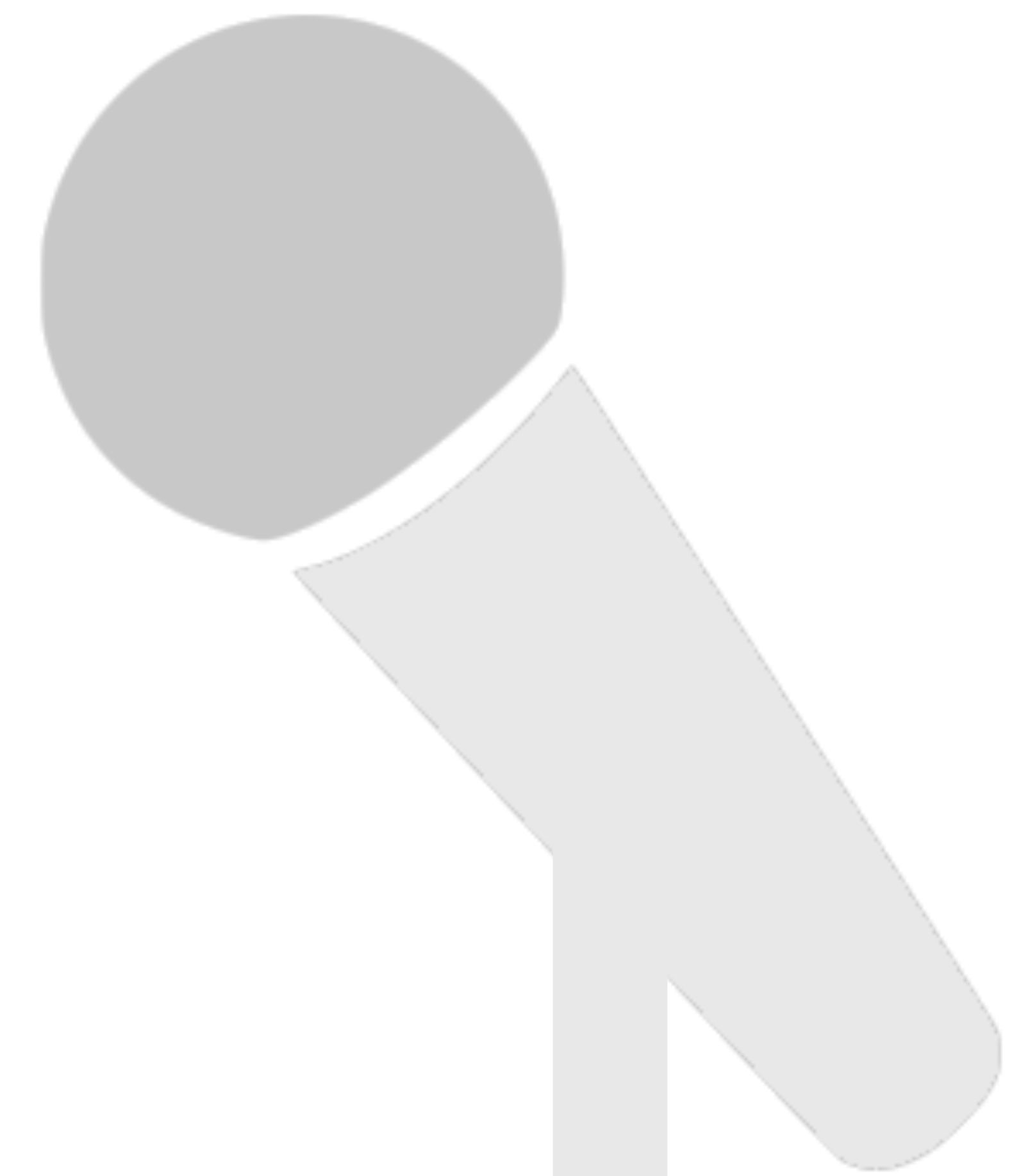


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# SPOTS

PROCESS BOOK

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**04** **INTRO**

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**07** **FLOWCHART & WIREFRAMES**

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# INTRO

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## WHAT IS SPOTS?

Spots is an app designed to make life easier for open-micers. It is an app for aspiring stand up comedians, musicians, and poets who are looking to hone their craft by performing frequently. It allows users the ability to find nearby open mics, and track their performances.

## KEY FEATURES

- Valuable information about venues at a glance
- Work on your routine through the app
- Trackable performance data for self-improvement

# RESEARCH

## DISCOVERY METHOD

### USER INTERVIEWS FOR PERSONA BUILDING

SOURCE: REDDIT - R/STANDUPS 🐱

### BIGGEST PROBLEM YOU FACE AS AN OPEN MICER?

"Not enough spots to perform around my area" - highrezbatman

"Difficulty finding places to perform free" - looneycatlover

"Fear of bombing on stage or having a bad set" - micmeup

"Stage fright" - anxiousdrone



# PERSONAS

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**Michael, 23**

## STUDENT / BEGINNER COMEDIAN

**Motivation:** Michael's motivation for using the app is to become a better public speaker by getting over his stage fright, using this app will motivate him to get on stage to perform in front of people more often.

**Frequency:** Twice a week.

**Hardware:** iPhone 6, Apple Watch.

**Scenario:** Michael is funny and writes good comedy but is terrified of being on stage, this app allows him to practice exposure therapy and face his fears, by proactively encouraging him to go up and "bomb" at beginner friendly open mics with small crowds and work his way up to bigger venues.



# PERSONAS

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**Marcy, 31**

## MANAGER AT TRADER JOES

**Motivation:** Marcy has been performing standup at the same spot for a while but wants to take her hobby more seriously now. She wants to find more venues to perform, and to be able to track her performances.

**Frequency:** Four nights a week.

**Hardware:** Android.

**Scenario:** Marcy performs standup as a hobby but wants to start tracking her performances to improve faster. She uses this app in order to have raw data she can reference to track her improvements.



# PERSONAS

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**John, 25**

## PROFESSIONAL ACTOR

**Motivation:** John wants to find his confidence as an actor. He wants to go to local venues and perform some improve style comedy. He is also new to the city and just wants to find other like-minded people who are into performing.

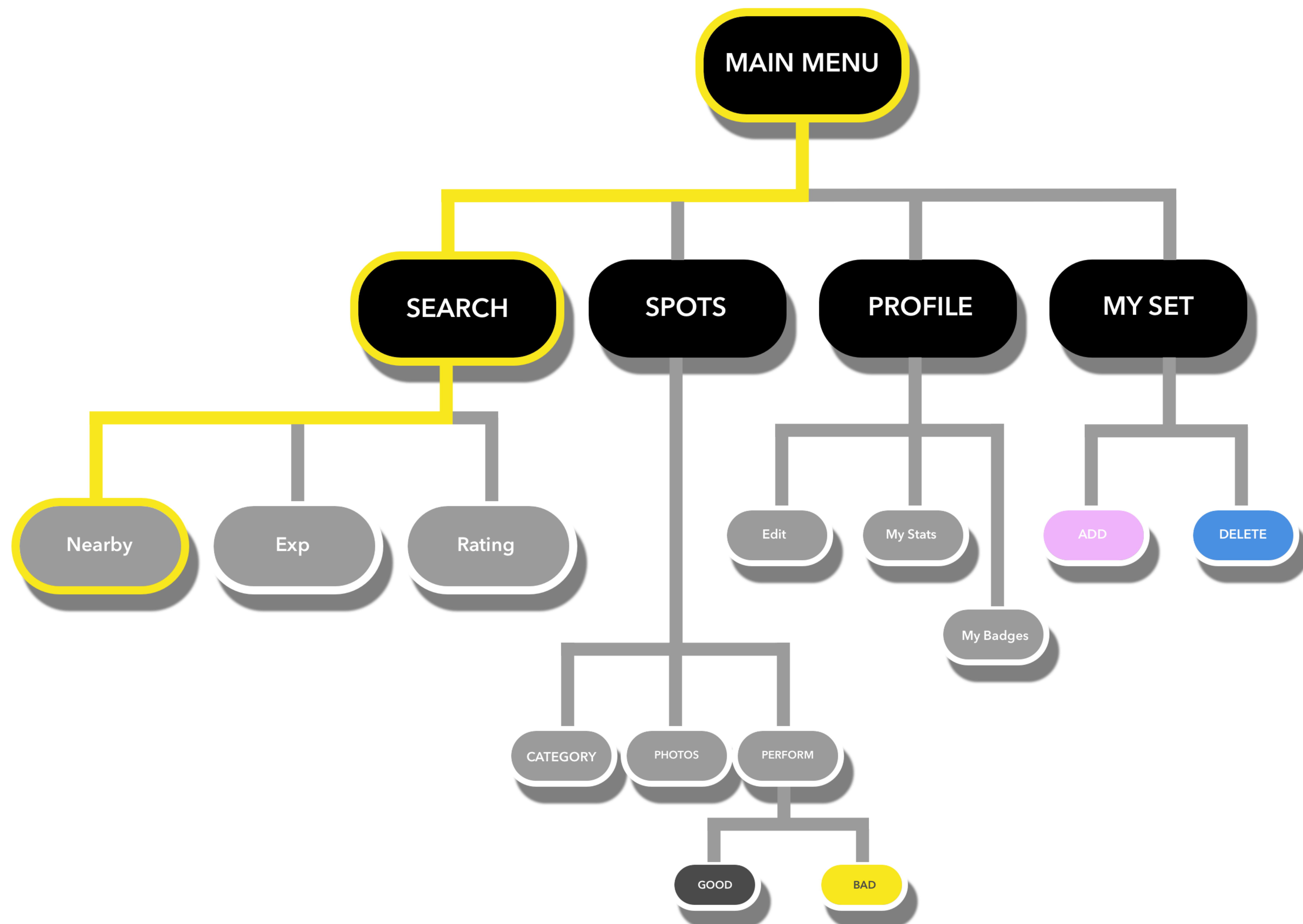
**Frequency:** Once every two weeks.

**Hardware:** iPhone X.

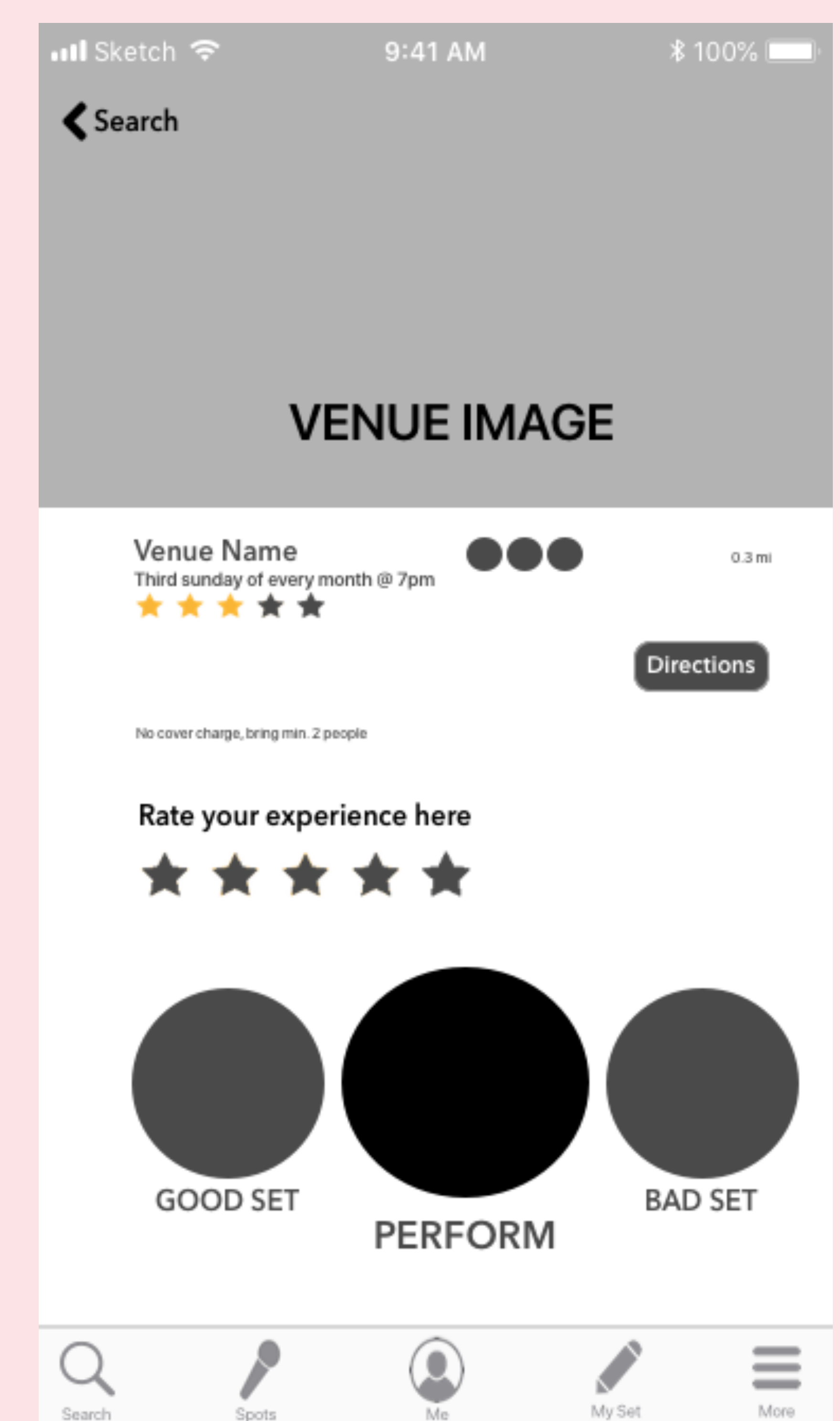
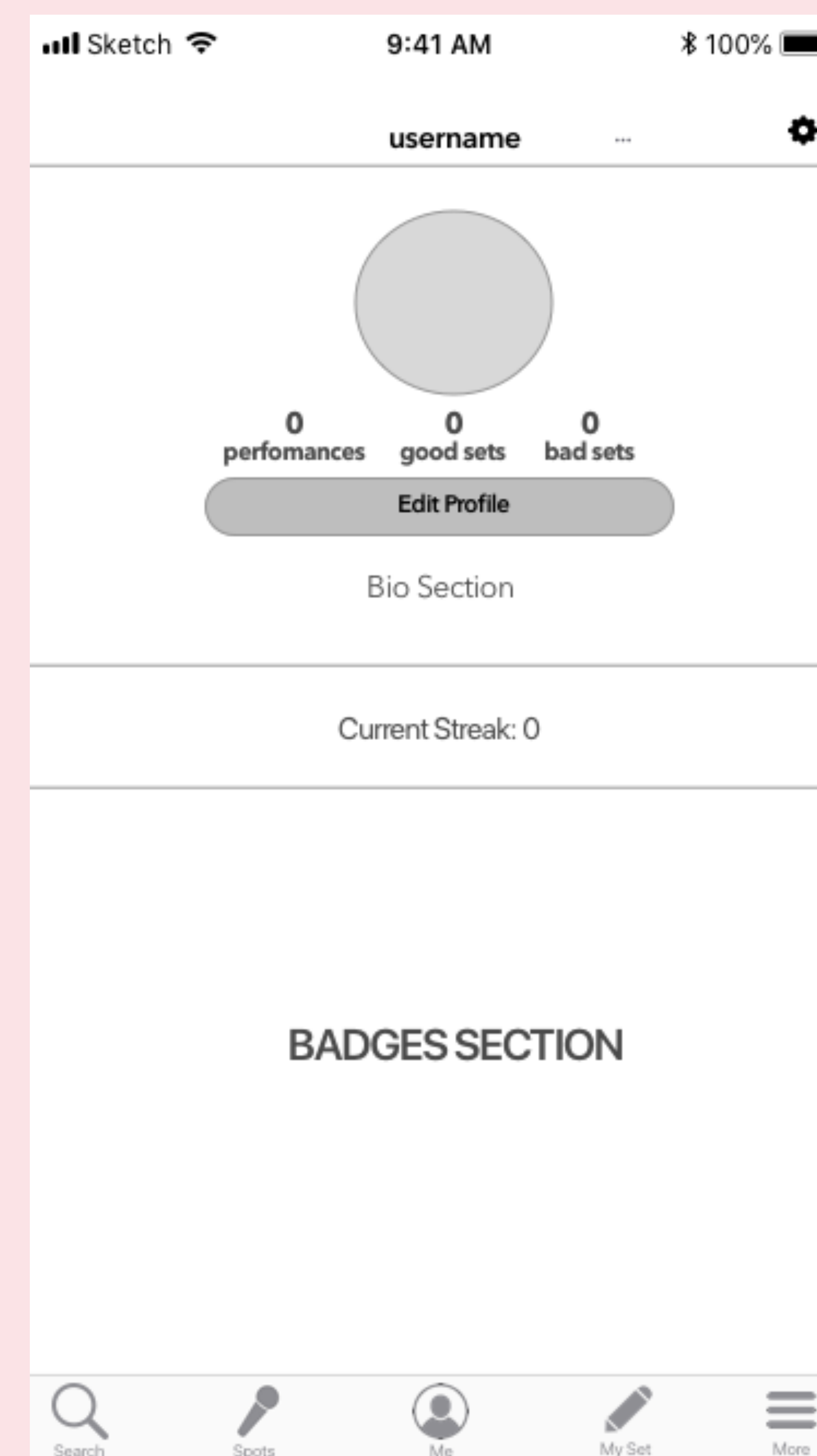
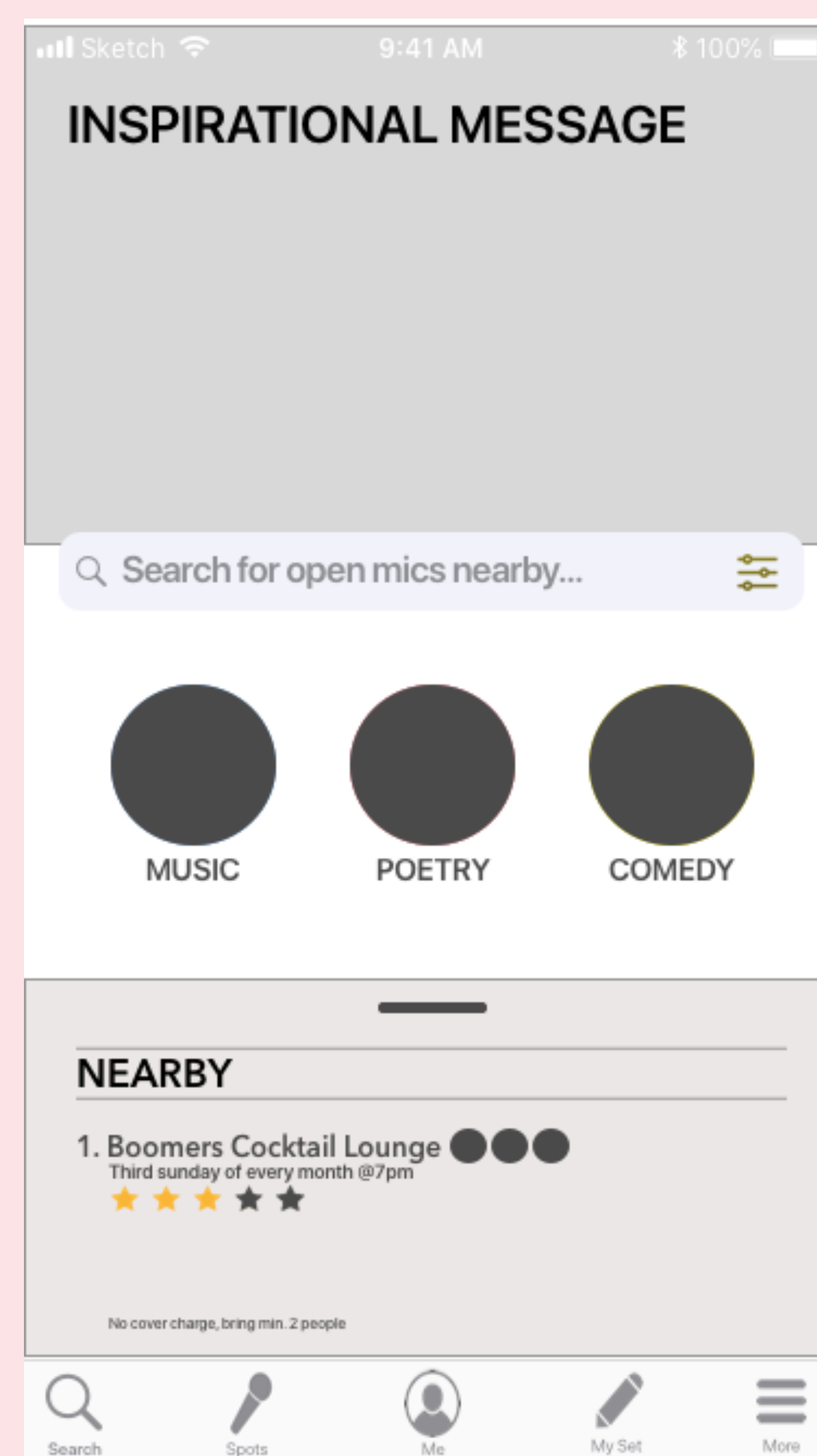
**Scenario:** John is ready for a night out, but wants to find an area where many comedians and actors hang out to network and mingle. He uses this app to find out the nearest/highest rated venue near him.



# FLOWCHART



# WIREFRAMES



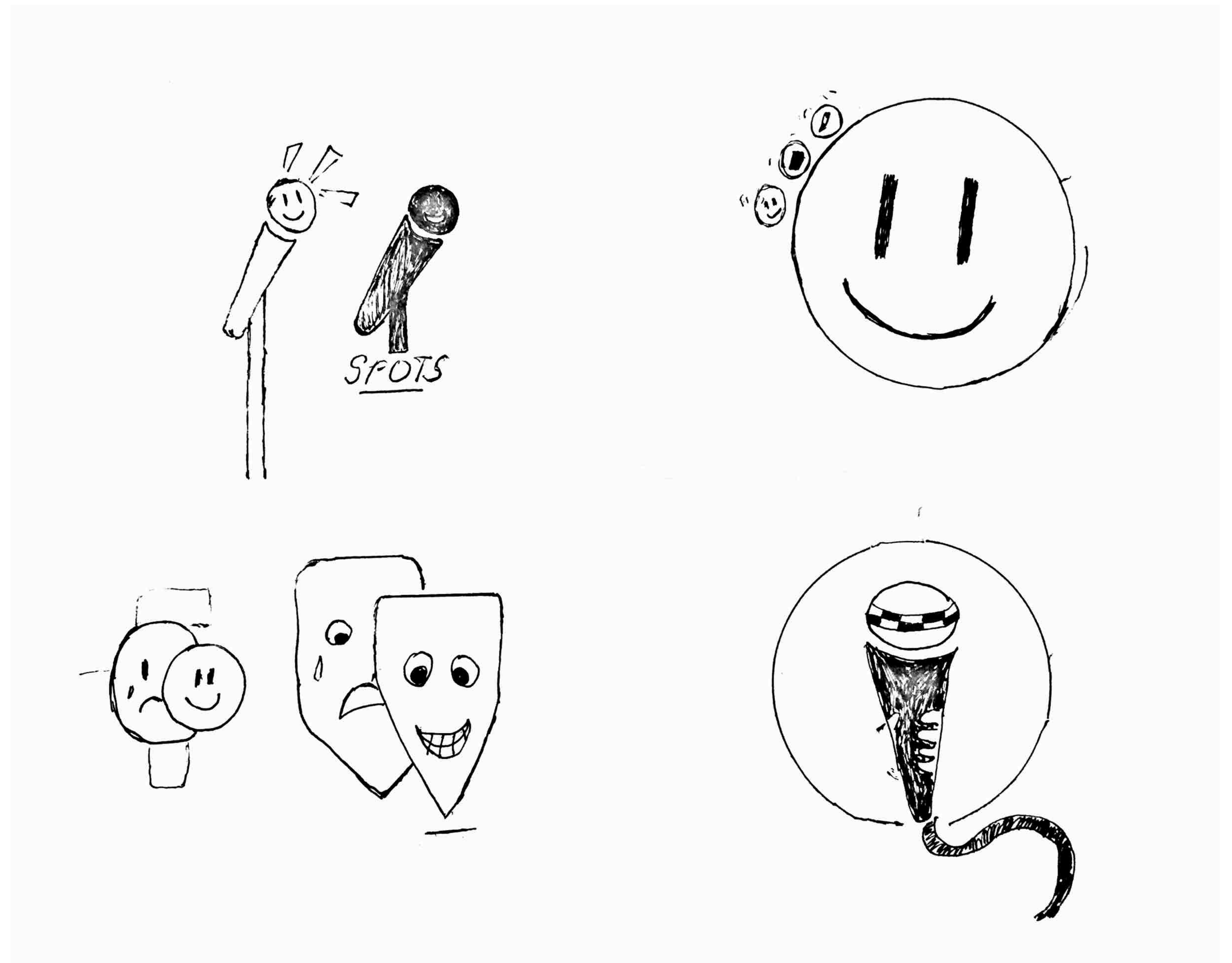


# BRANDING

## LOGO IDEAS



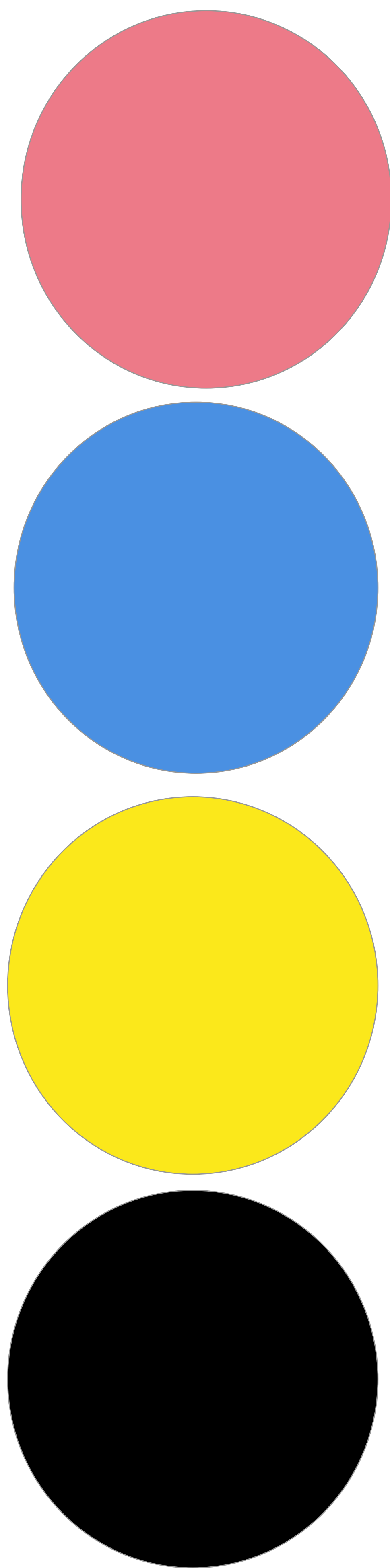
## ROUGH SKETCHES



# BRANDING

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## COLOR PALLETTE



## FINAL ICON / LOGO

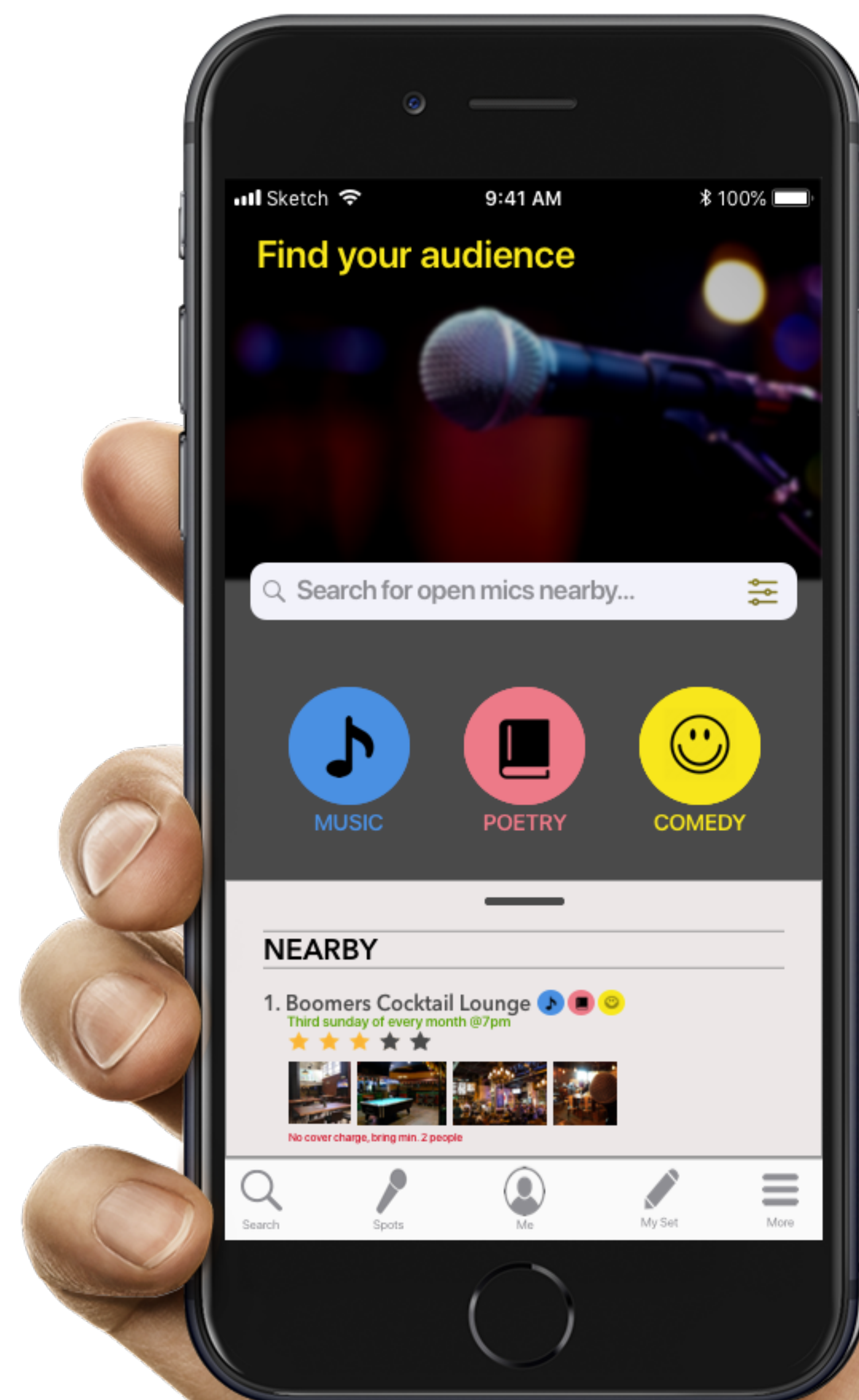


## TYPOGRAPHY

AVENIR NEXT  
SF PRO TEXT  
SF PRO DISPLAY



# FINAL UI



SEARCH FOR OPEN MICS

EARN BADGES FOR PERFORMING

WORK ON YOUR ROUTINE



# FINAL UI

