

The Fringe



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App Synopsis

The Toronto Fringe app will enhance your experience when you attend the festival (January 6th -17th 2015). This app includes: a venue map, entertainment details and listings, and a performance roulette wheel!

Ethnographic Study

For our ethnographic study, we looked into what festivals that are similar to Fringe would be taking place in Toronto, but unfortunately none were within the time frame of this project. As an alternative, we chose to ask performing arts students and faculty at Sheridan College as we thought they were most likely to attend. These are the questions we asked and the conclusions we came to:

Have you heard of the event?

Some had, but most had not and were curious as to what it was. We explained the festival to those who have not been so they could better answer the next few questions.

How would you get to the event?

Most said that they would take the GO Train to Toronto, and either take the Subway or walk to the Festival location.

Who would they go to the event with?

Everyone said with at least 2 or 3 other people, including friends that are interested in the arts. No one said they would go to the event by themselves.

Would you attend with a certain show in mind or just show up for a random one?

Most people would have planned out their trip enough to have a show in mind that they'd be going to.

Four Affordances

Procedural: What does it do?

The Fringe app will aid Fringe goers throughout their festival experience. This app will have multiple functions, including theatre locations and information, performance listings, performance details, and a performance roulette. All of which can be shared via the share button to select social media websites.

Participatory: What can I do?

Users can navigate through the app to find out more information on performances. They can view the location and address of theatres on the map page. Users can also share their favourite performances or ones they plan on attending through Facebook and Twitter.

Encyclopedic: What are the boundaries of the domain?

This app will help festival goers plan their nights when attending Toronto Fringe Festival. It can help them make up their mind when it comes to which performance they should attend. The maps will be generated by Google Maps and the performance listings and details will be taken from the content provided in Fringe's festival brochure and online content.

Spatial: Where am I in relation to the whole?

Users can use the app either while attending Toronto Fringe or planning to attend. They will likely use it for addresses and time scheduling more than for details on specific performances. They will also be viewing them when a friend or family member has shared the app information with them.

Personas



Name: **Cara Delevingne**

Age: **39**

Occupation: **Painter**

• “I need a simple way to find artists
who are like me.”

Motivations:

Cara is very busy at events networking with other painters and is frustrated when she is constantly interrupted wasting time to look through paper based maps and schedules to find people. As a painter she enjoys elegance as well simplicity and often is constantly checking social media on her phone. She wants a web app that is quick and easy to use.

Goals:

- Finding specific artists
- Finding directions to exhibits
- Finding event times
- Finding event locations



Name: **Halston Sage**

Age: **31**

Occupation: **Accountant**

• “I want to find something unique, thought provoking, and provocative.”

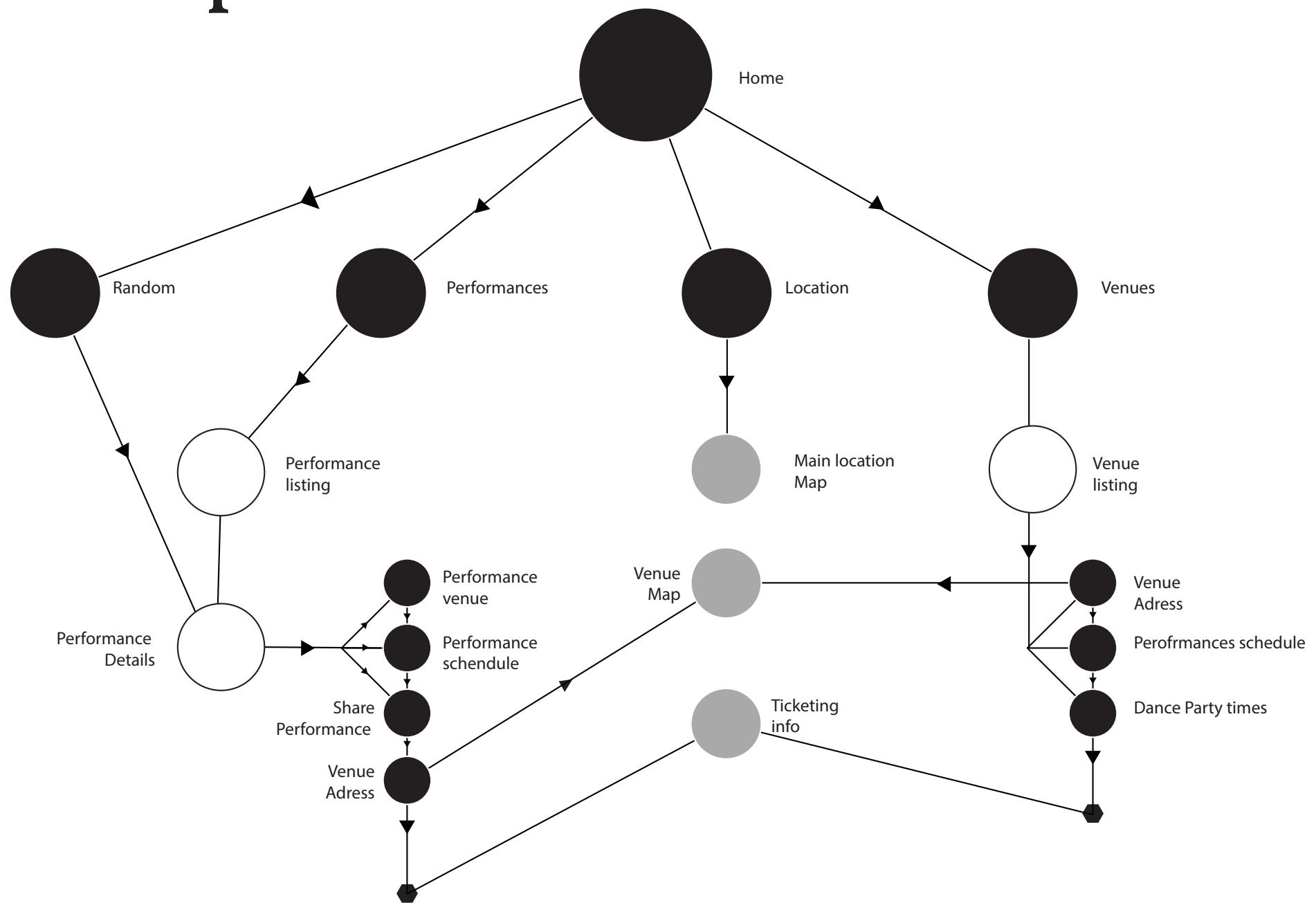
Motivations:

Halston is a very outgoing person who enjoys and appreciates Toronto’s art culture even though she is not involved. She is still developing her tastes in art so she is open to fully immerse herself in the festival visiting a wide variety of exhibits, performances and parties. She wants an app that gives her the freedom to be open minded and spontaneous.

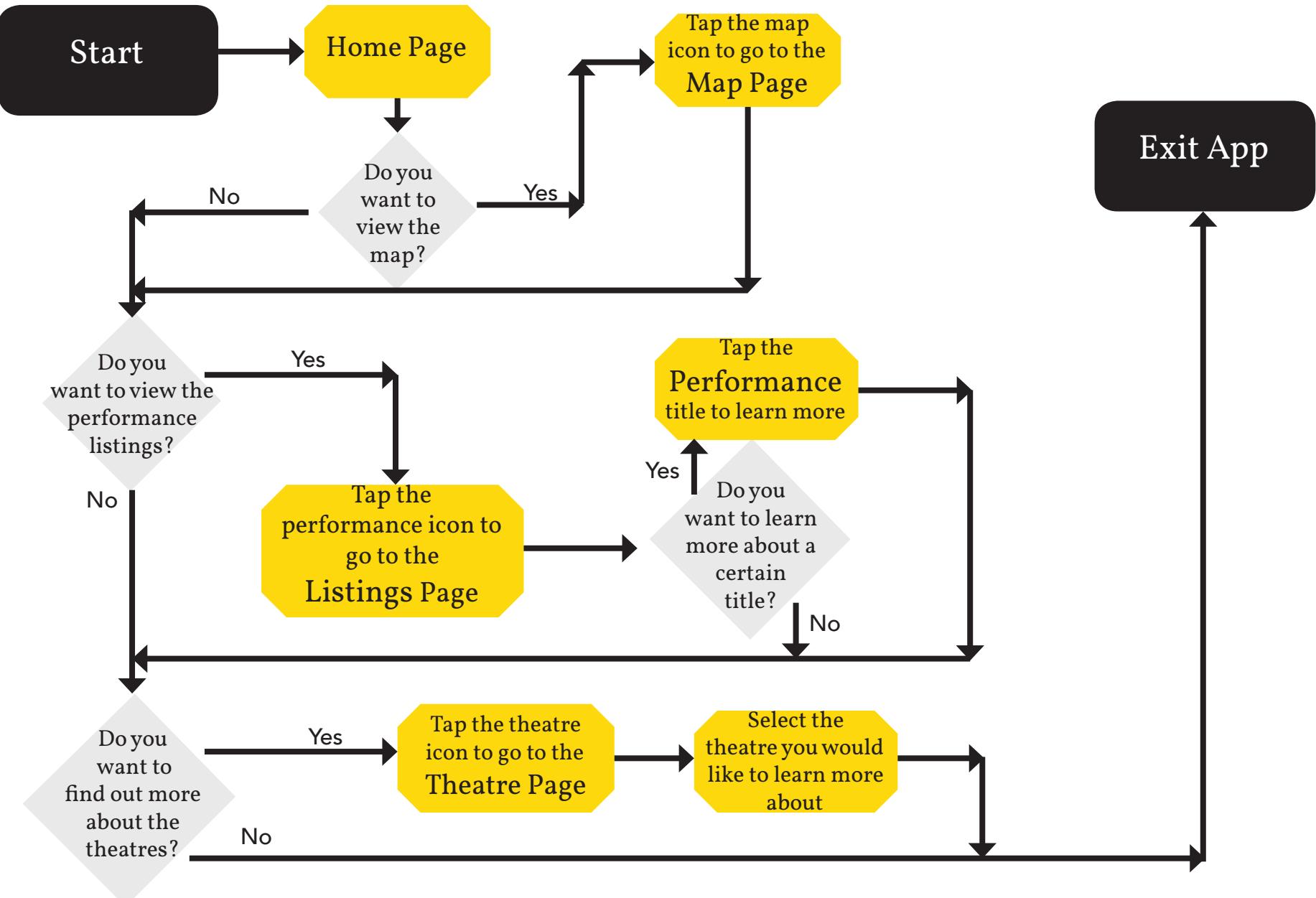
Goals:

- Find something that piques her interest
- Find a fun and exiting experience
- Finding event times
- Finding event locations
- Finding directions to exhibits

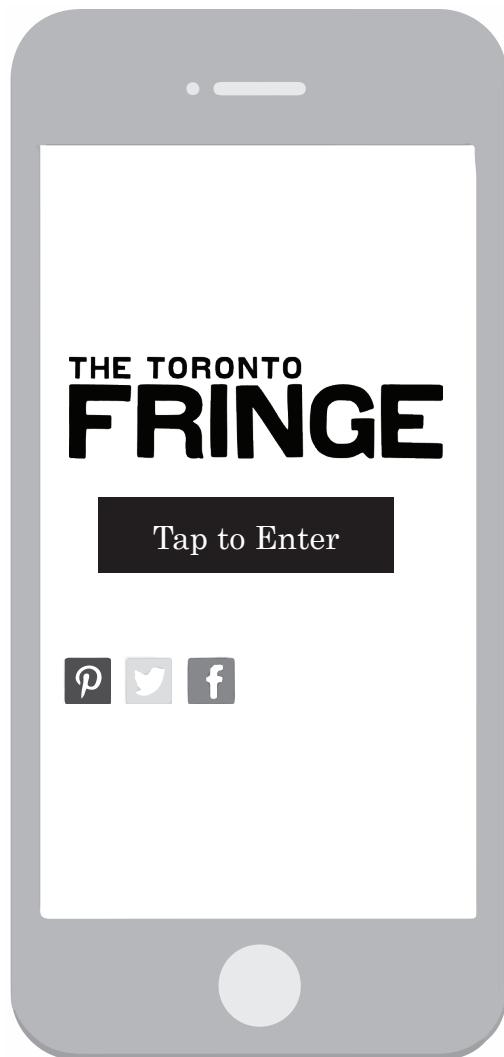
Site Map



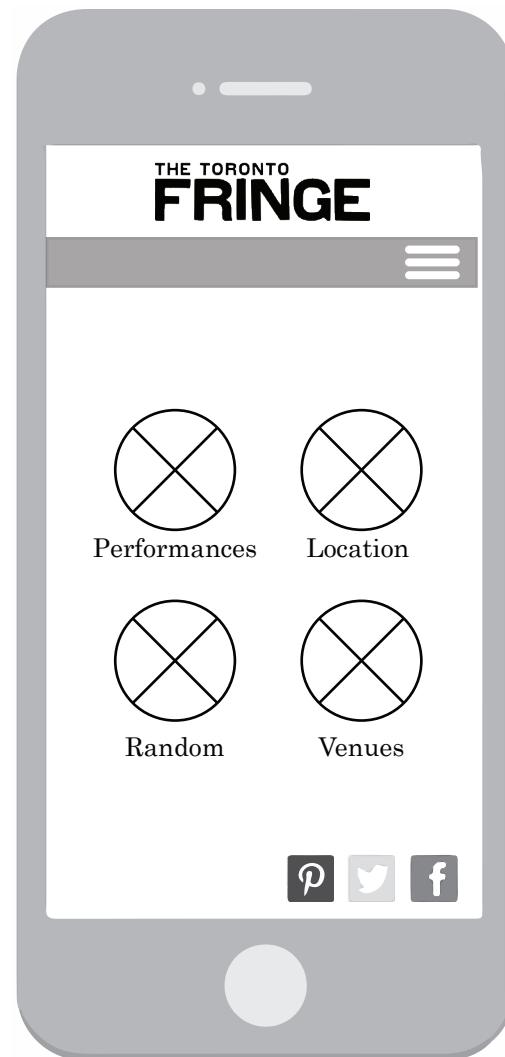
Flow chart



Wireframes



Star-up Page

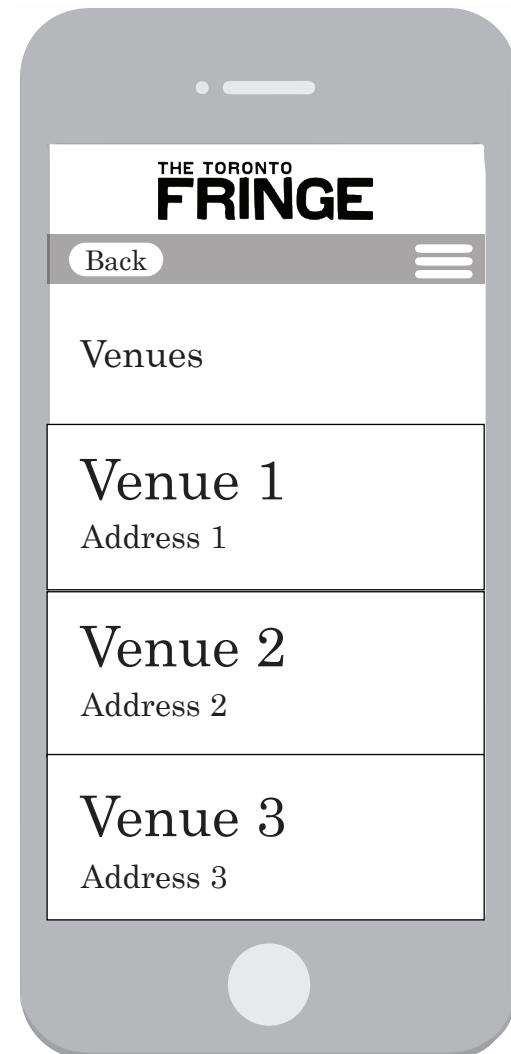


Home Page

Wireframes



Performance List Page

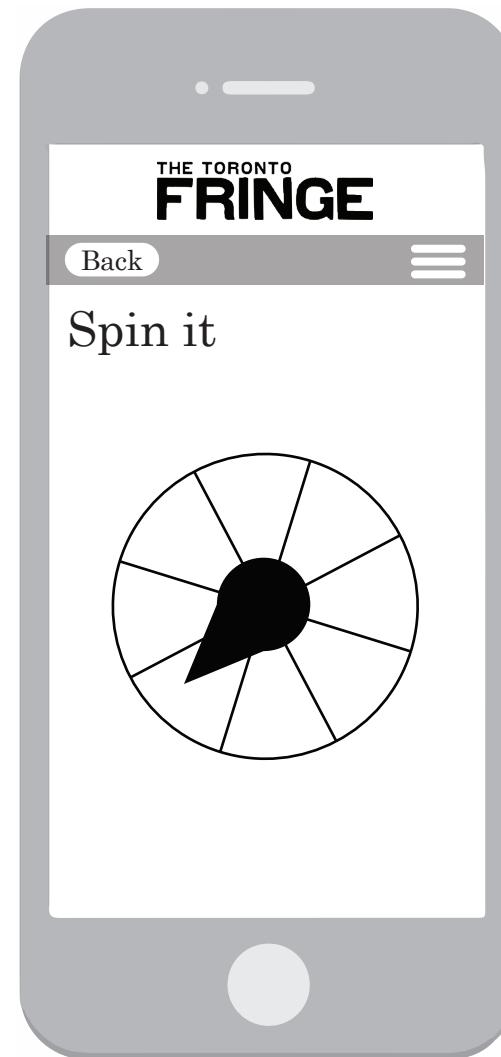


Venue Page

Wireframes

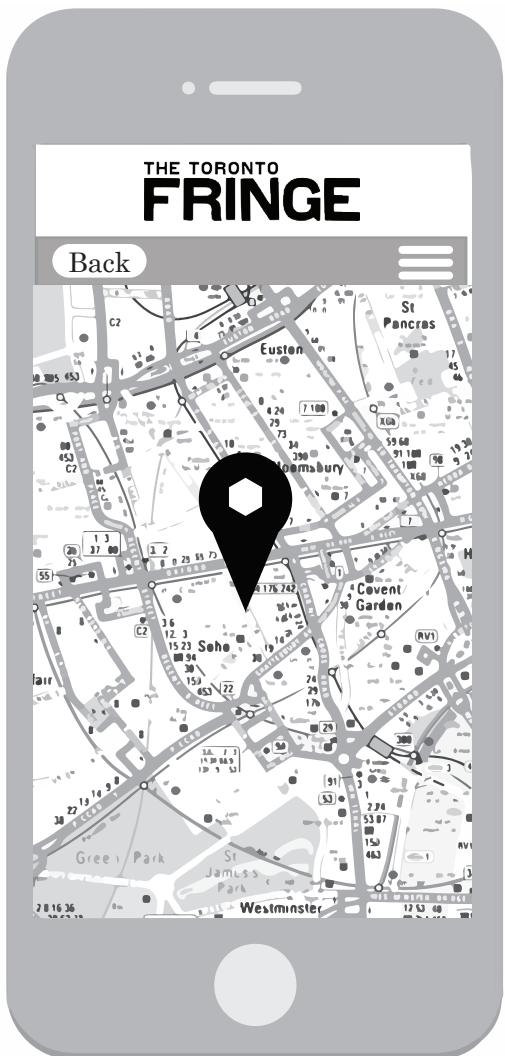


Performance Details Page

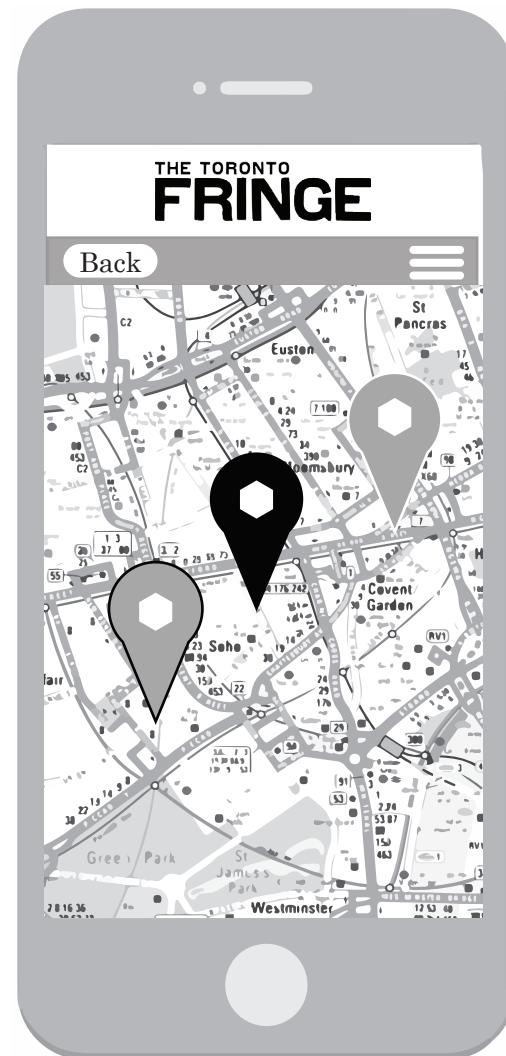


Random Performance Page

Wireframes

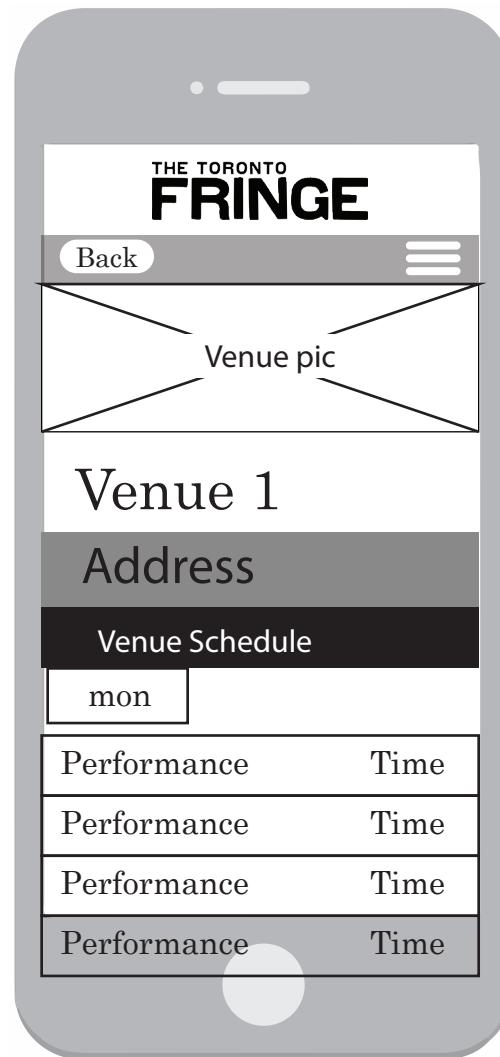


Theatre location Page

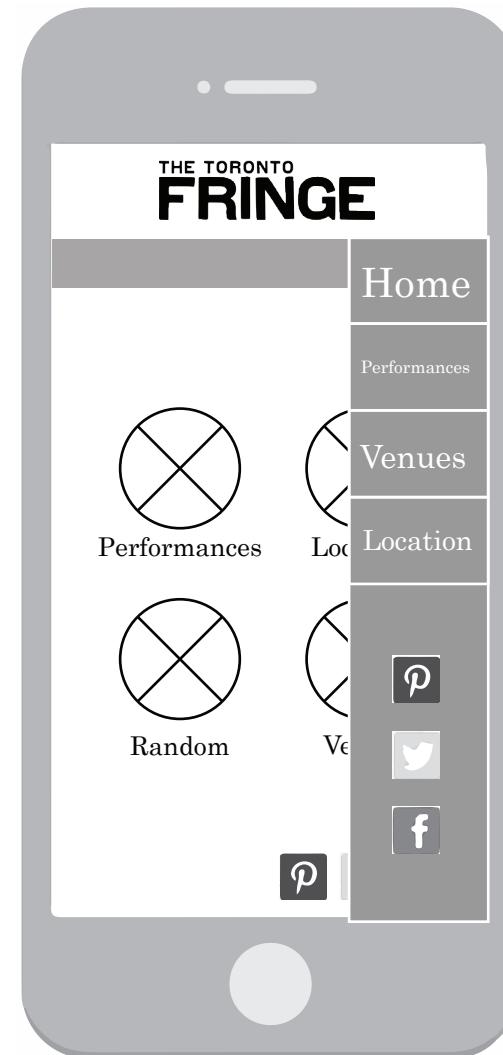


Main Locations Page

Wireframes



Theatre Page

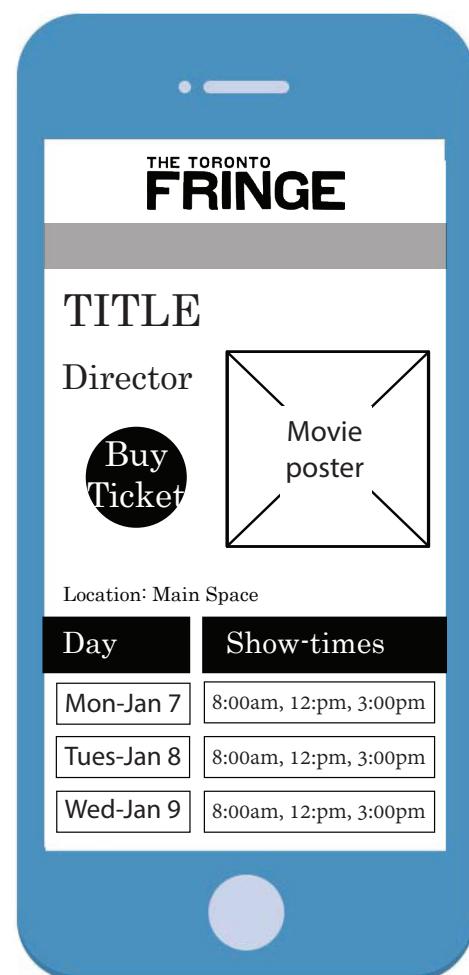
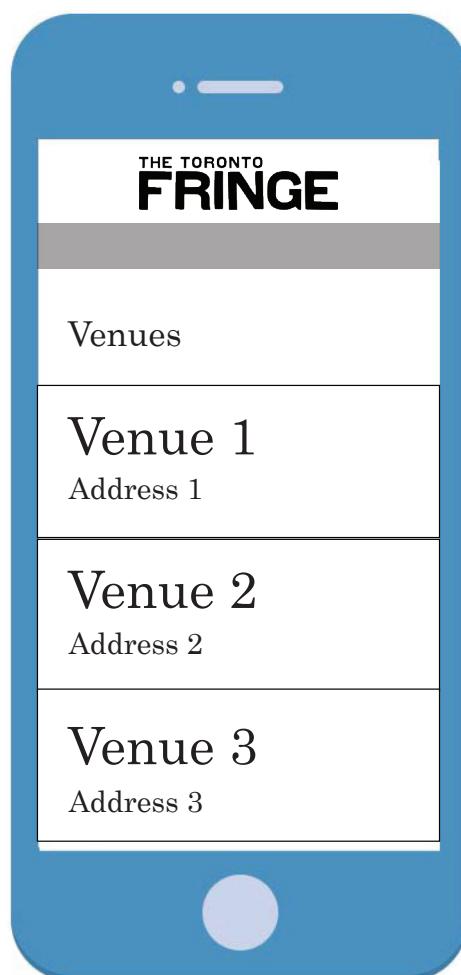
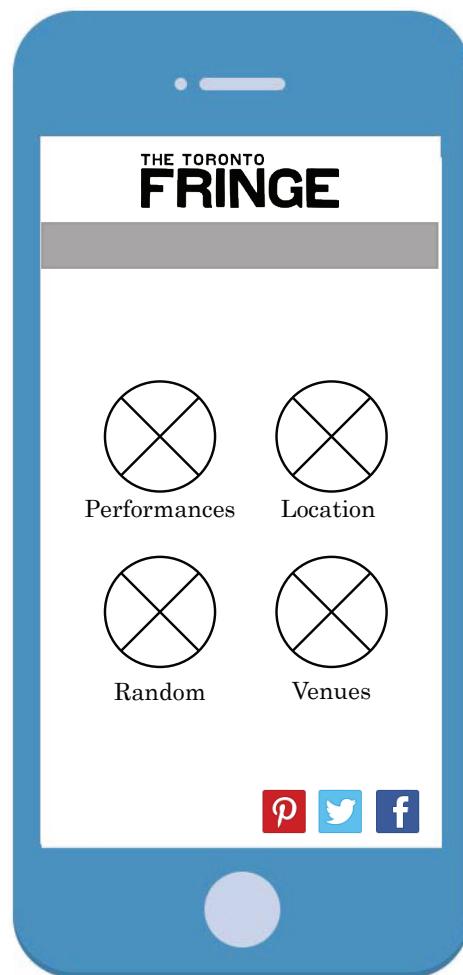


Home Page

Horizontal Prototypes



Horizontal Prototypes



Paper Prototyping Results

User #1:

ISSUES:

Performance Details:

- SORTING function by actor, director, performance times
- Another page for directors/performers/etc. and it will list all of the performances they are doing in the festival

Random Spinner:

- Originally named 'Take a Chance', rename to 'Random Performance' or 'Random Spinner'

Other comments:

- SEARCH function would be helpful to find actors or directors or venues
- SHARE function for social media

OUTCOMES:

- We added a sorting feature for genre, time, venue and alphabetical
- Added a share feature for Facebook, Twitter and Pinterest

User #2:

ISSUES:

Dance Party:

- Interested but confusing

Performance Details:

- Isn't clear
- Looking for actors
- Needs SEARCH function
- Wants more details on directors, actors, etc.

Random Spinner:

- Enjoyed searching for random performances

Other comments:

- Tap logo to go home
- Easy to use but could be easier

OUTCOMES:

- We tried adding a search feature but eventually decided that it wasn't necessary with the sorting feature
- Added a logo at the top to go home

Paper Prototyping Results

User #3:

ISSUES:

Dance Party:

- Very confusing page, should have details on dance party, not just a map

Performance Details:

- Hard to understand schedule

Other comments:

- Takeout map for party, replace with something like 'Performance Details Page'
- Intrigued by 'Dance Party' but disappointed with what it was
- Too many maps
- Have another page for SCHEDULE

OUTCOMES:

- Removed dance party map, eventually removed dance party altogether as we found out more information about it and the locations were all over Toronto.
- Added a share feature for Facebook, Twitter and Pinterest

User #4:

ISSUES:

Buying ticket:

- SEARCH Bar in certain pages (map, theater details, etc.) can be confusing
- TICKET for ticket purchasing

Dance Party:

- Different locations

Find A Performance:

- Was looking for details
- Tapping on certain details

Performance Details:

- Wanted to be able to SHARE performance

Theatres:

- Lots of data that is hard to locate; Unclear

Other comments:

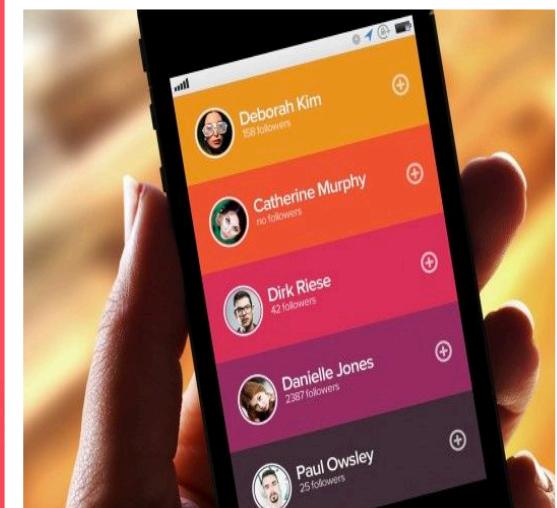
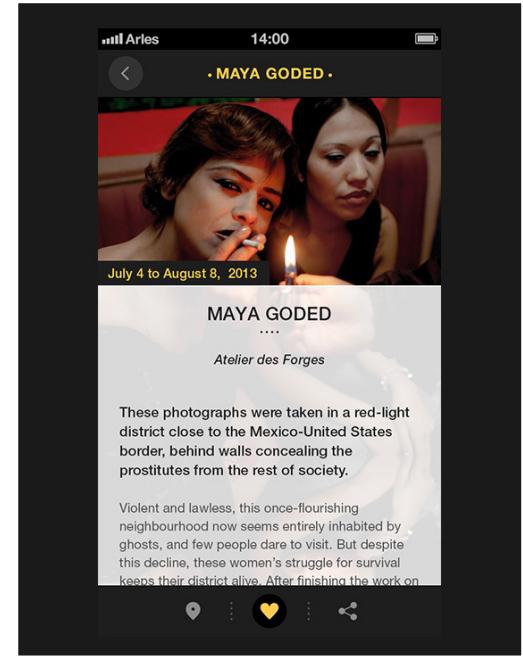
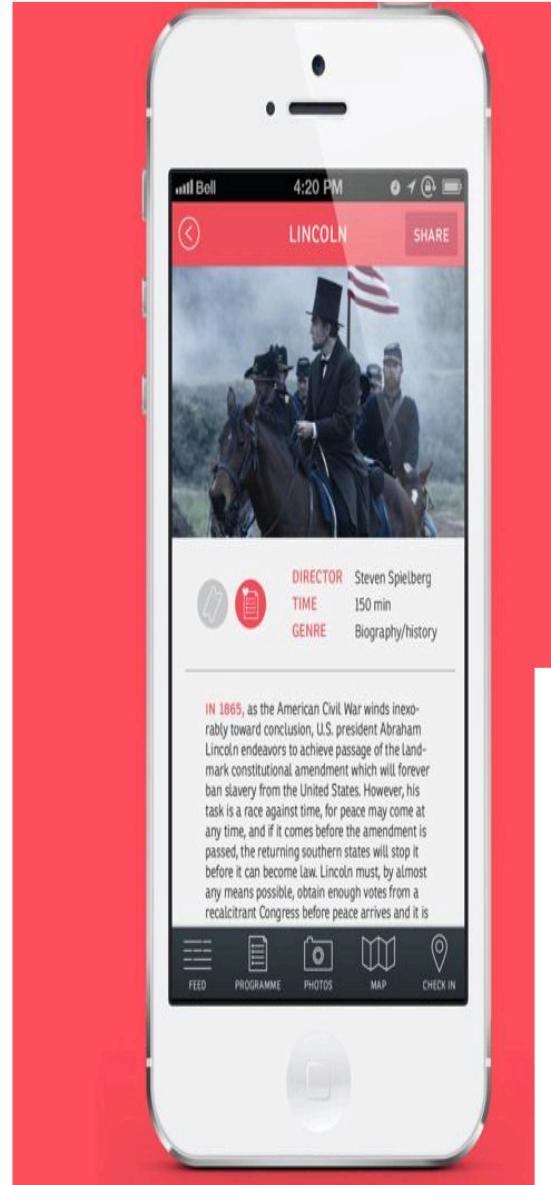
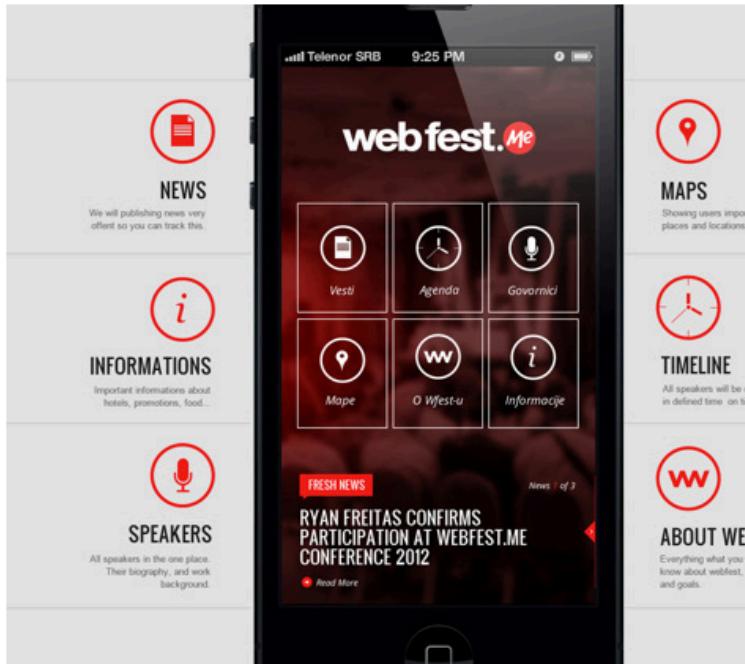
- Was very drawn to 'Random spinner'
- Nav Bar: Main Page Selections
- Move search to 'Performances Page' Only

OUTCOMES:

- Added a nav bar
- Added ticket information

Moodboards/Inspiration

<https://www.behance.net/gallery/Festival-app-Tromsoe-International-Film-Festival/8731643>
<http://www.appdesignserved.co/gallery/Arles-Festival-iPhone-App-V20/4228269>
<https://www.behance.net/gallery/20469465/MIX-Copenhagen-LGBT-Film-Festival>
<https://itunes.apple.com/us/app/city-guides-by-national-geographic/id592453480?mt=8>
<https://dribbble.com/shots/mQSl>



Style Tiles

Fringe

COLORS



ELEMENTS



TYPEFACE

“ Prepare yourself for **12** days of theatre, art, dance, music, under-ground dance parties and **much more...**”

HEADINGS

THIS IS A HEADING

This is a subheading

LINKS



THE TORONTO FRINGE

COLORS



ELEMENTS



TYPEFACE

“ Prepare yourself for **12** days of theatre, art, dance, music, under-ground dance parties and **much more...**”

HEADINGS

This is a heading

This is a subheading

LINKS



Style Tiles

Heading 1

heading 2

Lorem ipsum dolor sit amet,
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id dapibus ex. Morbi eget
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San-Serif

Heading 1

heading 2

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Vestibulum vitae porttitor

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Serif

Heading 1

heading 2

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ex. Morbi eget mauris
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efficitur justo. Nam quis
scelerisque ex, in ultrices
lectus. Aenean vitae dui id



Euphemia UCAS

Competitor Analysis

There are several festivals that have accompanying apps.

The following list are the most notable festival apps within the area of Toronto.

Scotiabank BuskerFest

A Toronto International Street Performers Festival that supports Epilepsy Toronto and takes place in August.

Can be used on Smartphones

The app features information about the festival and performers, schedule, map, social media links and a "BuskerCam" to share pictures and videos of the festival. It also allows users to schedule events into their phone's calendar

Toronto International Deaf Film & Arts Festival

Promotes cultural diversity, and the celebration of emerging "Deaf Cinema" through the visual medium.

Can be used on Smartphones

App includes event schedules, film screenings, application to submit your own work, tickets, maps, local restaurants and attractions to visit, information on the festival, sponsors and links to social media

Boots and Hearts Music Festival

A multi-day country music festival in Ontario.

Can be used on Smartphones and tablets

The app includes a festival map that has a graphical map of the venue grounds, schedule and lineup of performances, news on the festival, links to social media, food options, a camera and a countdown to the festival.