

DESIGN SPRINT

(by Silent Thinkers)



DAY 1 (MAP)



Long-term goal:

In 5 years 75% of KEA students will come to Moon bar at least twice a month.



Sprint questions (How could we fail?)

- We might not have enough advertisement
- Students might not want to use our app
- There can occur too many errors in the app, therefore making it impossible to use
- Our expectations might be unrealistic
- We might struggle with updating the app on time

Problem:

- Students not having enough money to buy drinks in Moonbar
- Students not socializing often enough in Moonbar because it's cheaper to buy beers in Netto
- Time for order completion

How could we fail?

- Don't feel comfortable to using app
 - Not friendly system
- Student bar not using the app
- Don't get far enough to reach other university
- Too many errors on app.
- ~~Not good enough disc~~
Don't have New update on time
- Lack of Ad.

Long term goals:

Six MONTH

- More student come to Moonbar

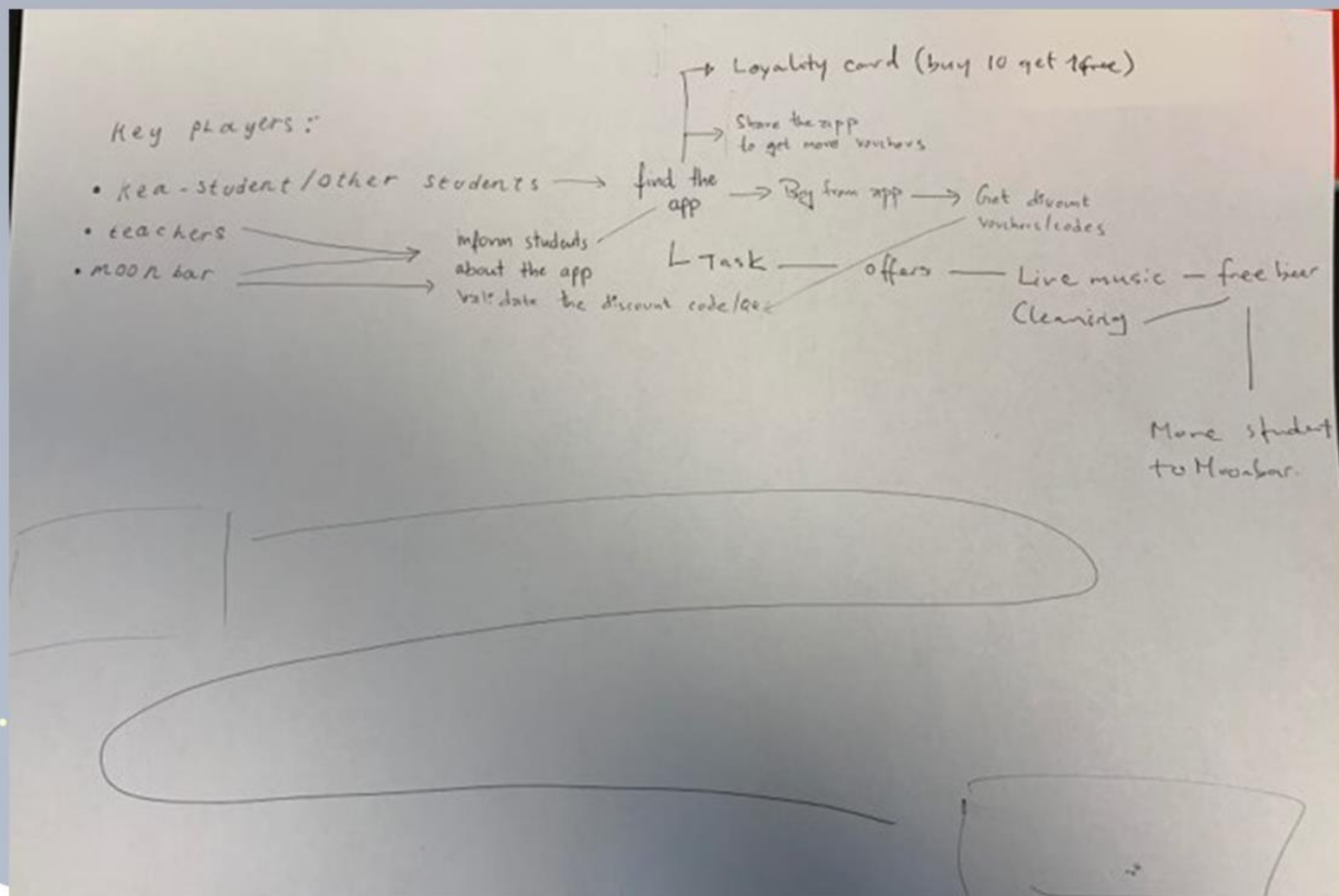
A Year

- More student bars using app
- Improve student social network

Five year

- ~~More student bars using app~~
- More student from other university using app and come to Kee Moonbar
- Their own student bar

Map



KEY PLAYERS

MOONBAR
(U C B)

Solution
creator

Teachers

KEA
STUDENT

AT CAMPUS

INVITE
FRIENDS

QR-CODE

EVENTS

FIND INFO

AD

SLIDE DECK

NETWORK

FACEBOOK
- MOONBAR PAGE
- KEA PAGE

QUESTION: HOW DO WE GET MORE KEA STUDENTS COME TO MOONBAR?

LONG TERM GOAL

75% KEA STUDENTS
VISITING MOONBAR AT
LEAST TWICE A MONTH

Key players:

Moonbar
(volunteers and)
bartenders

creates

• Events

• Advertisements

• Network

- Moonbar page
- KEA page

Solution creator

Teachers

KEA students

at campus

information

slide deck

can

invite friends

will find

QR code / Time for
Events

Go to
Moonbar events

Know the
discounts

Long term goal:

75% of KEA students
coming to Moonbar at
least twice a month

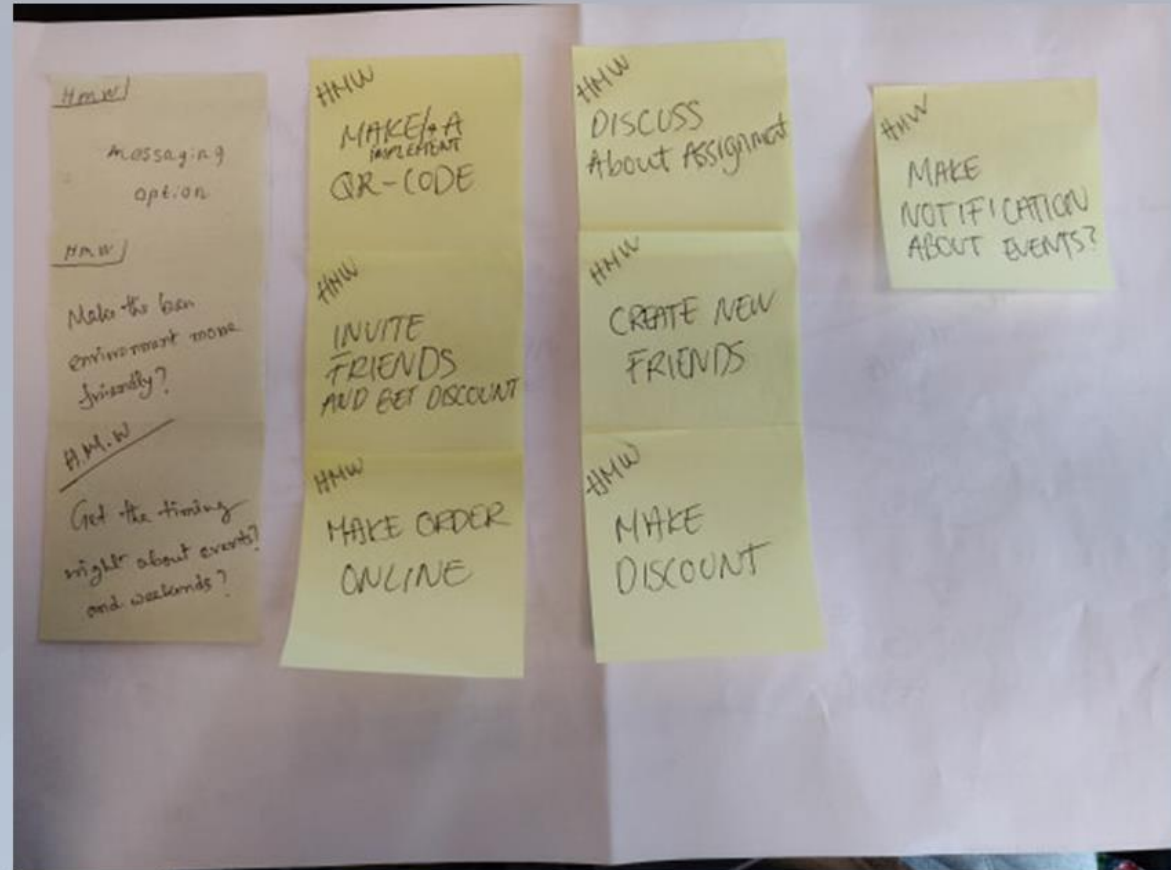
Question:

How do we get more KEA students to come to Moonbar?

HMW notes

How might we:

- Make notifications about events?
- Create discounts?
- Make the messaging option?
- Get the timing right about events?
- Discuss about the assignment?
- Make the solution user-friendly?
- Make students use the app?



Ask the experts

Expert nr. 1: KEA students

Questions:

1. How often do you go to Moon bar and why?
2. What could make you visit Moon bar more often?

Findings: one student has never been to Moon bar, the other visits it pretty regularly. The biggest problem is lack of friends and money.

Why go to Moon bar?: To make new friends, discuss the assignments in friendly environment.

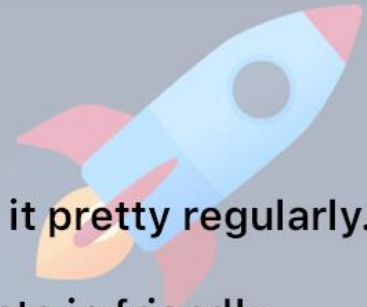
What could make them come to Moon bar more often?: Getting notifications about events and festivals, discount for regular visitors, messaging option.

Expert nr. 2: administrator of Moon bar Facebook page

Questions:

1. Around how many people come to the Friday bars?
2. What do you think could encourage more people to come?

Unfortunately the Moon bar doesn't keep track of number of people visiting it, they also suggested that we should ask students about what could make them come to Moon bar.



DAY 2

(SKETCH)



Notes and ideas

1. Getting information about the solution from teachers/students/moonbar
2. Downloading the solution

Long term goal:

getting 75% KEA students visiting Moonbar at least twice a week

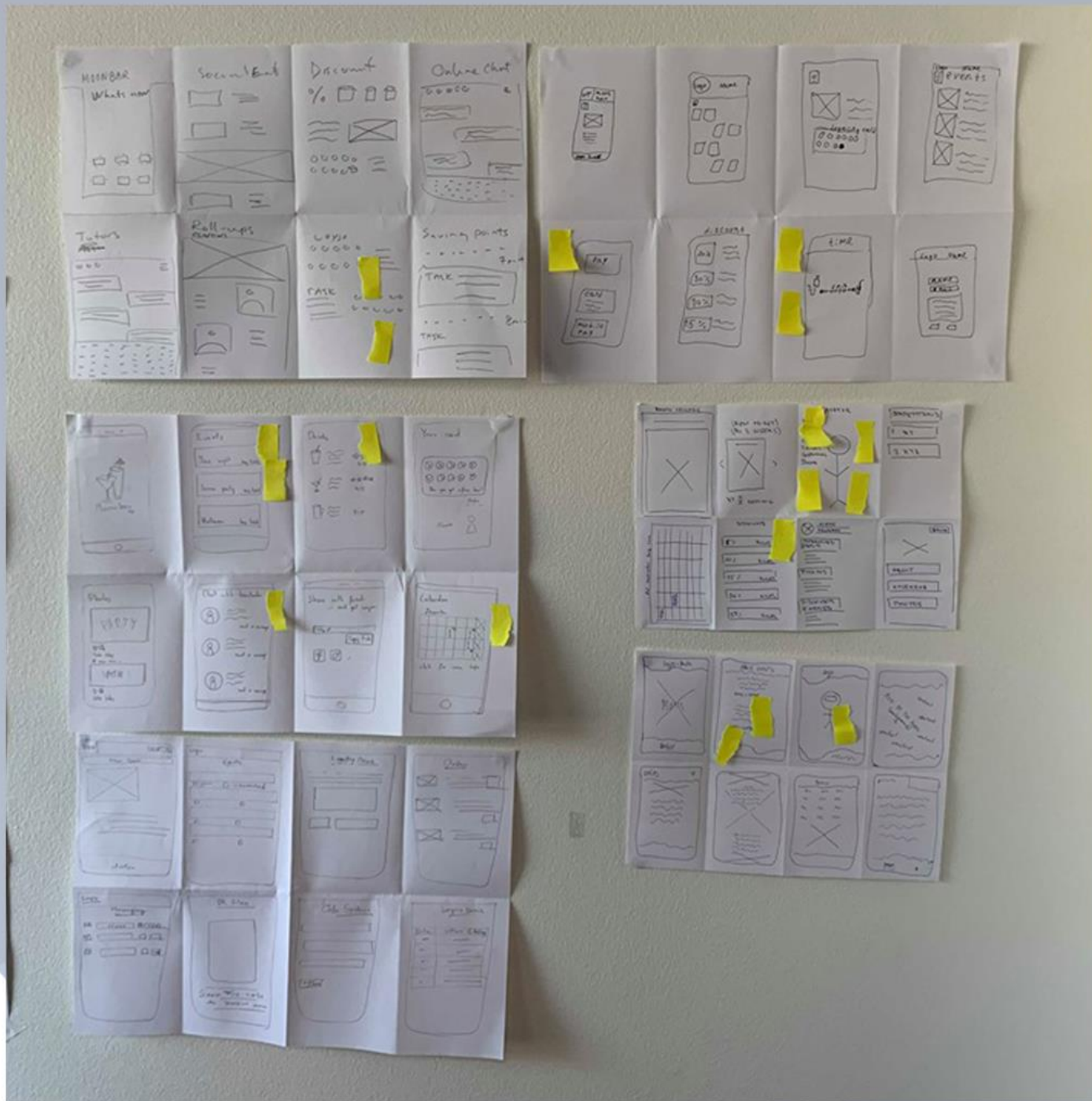
Question: How can we get more students to come to Moonbar?

IDEAS

- App containing all info about moonbar events, discount coupons, contact info, possibility to share with friends
- App dedicated to moonbar drinks, ordering through app
- Instagram webpage
- social networks
- like spend 100 kr get one hour for free
- possibility to comment
- contact with bartenders through app
- getting discount codes for sharing app
- user's feedback on different drinks
- different social activities organised and advertised
- rewards for frequent visitors (sign in everytime you come, get a drink for every 10 visits)

Crazy 8s

Heat map



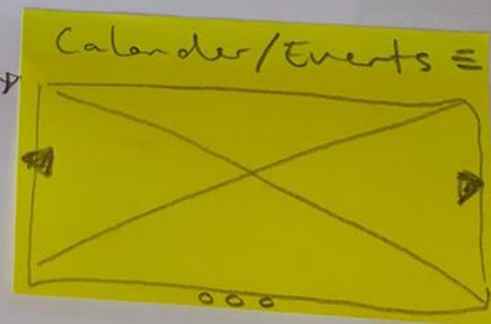
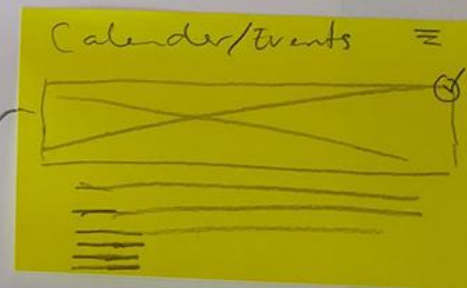
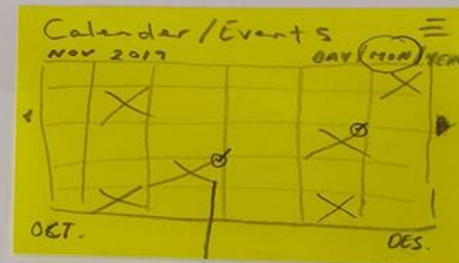
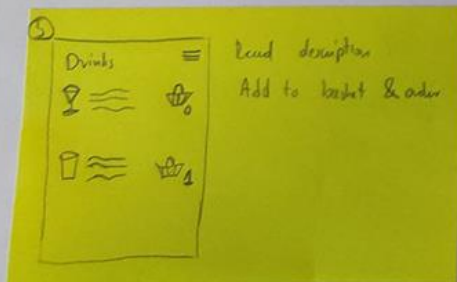
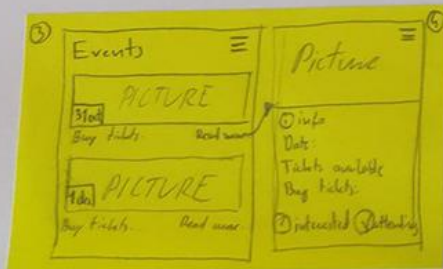
Solution sketch

DIVE INTO THE SPACE

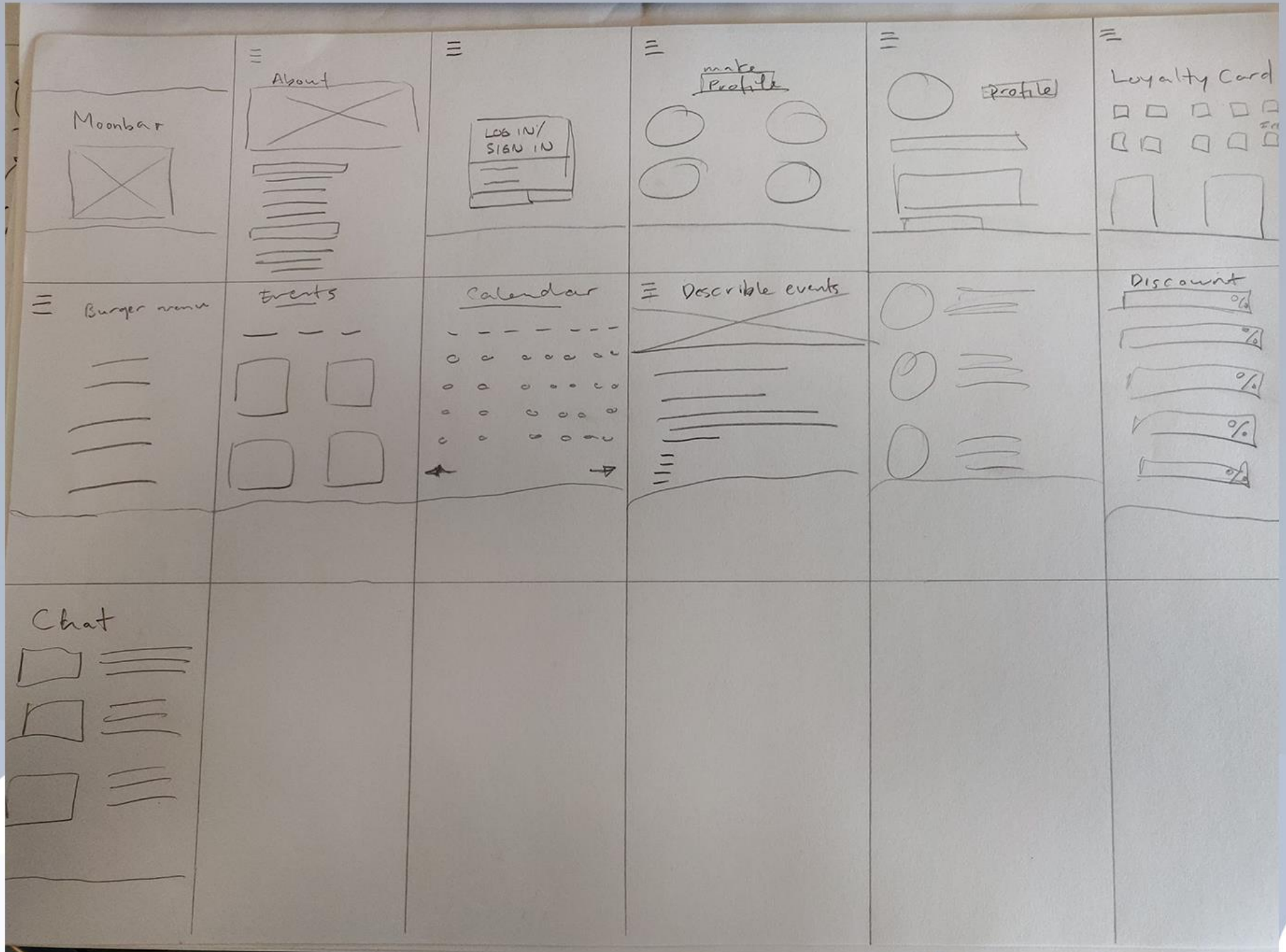
- ① Landing page
- ② Menu



- ③ event subpage
- ④ event details



Storyboard



DAY 3 (DECIDE)

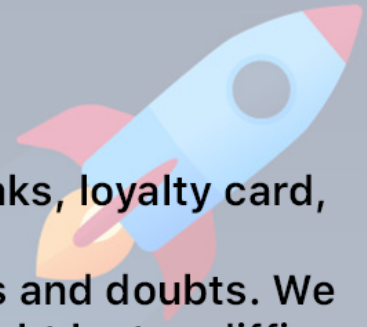


Heat map - photo included above

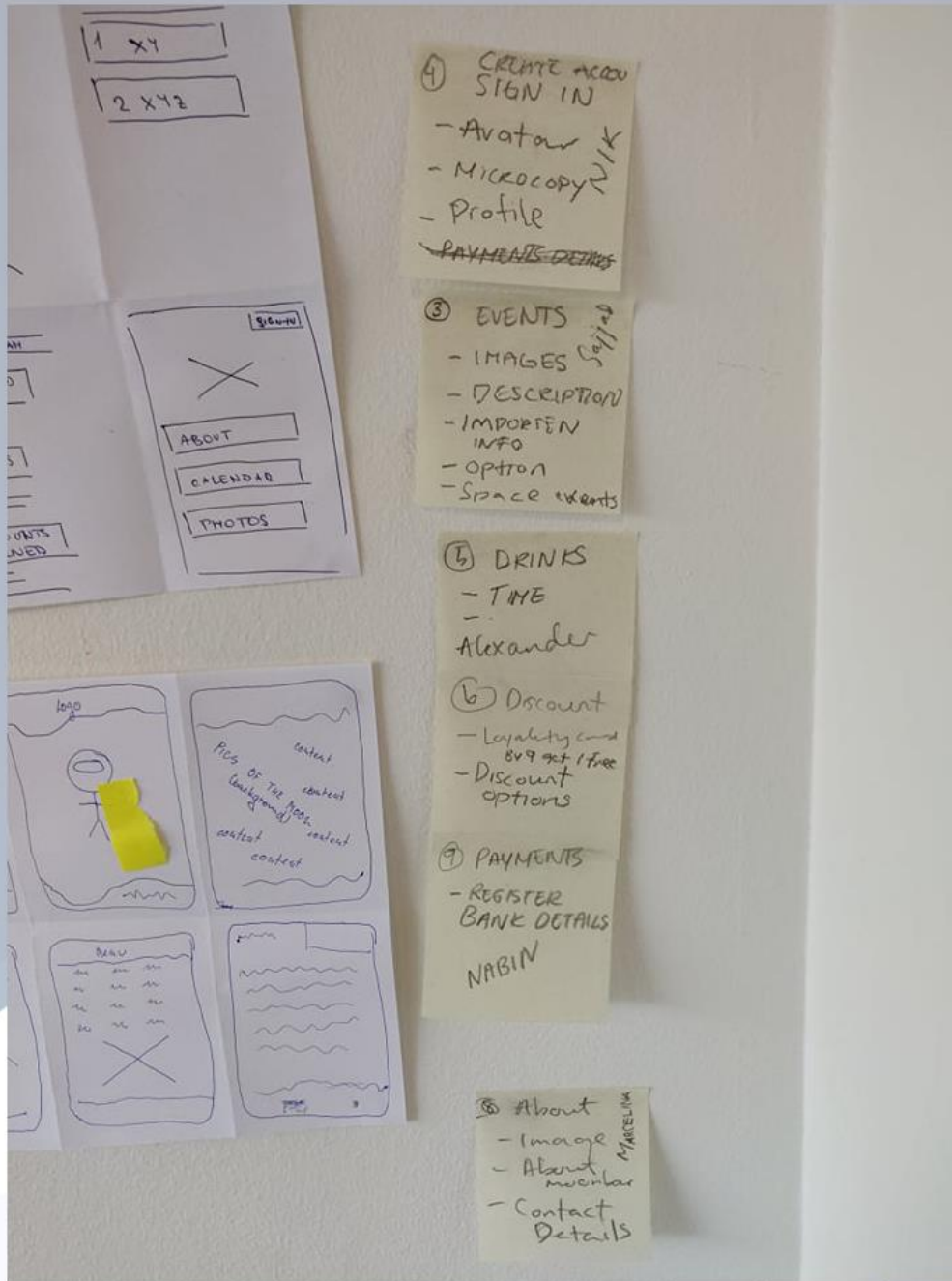
Speed critique:

Picked standout ideas included: avatar, events, calendar, drinks, loyalty card, discounts and tasks subpages.

We went through every sketch and talked about our concerns and doubts. We figured out that making a completely customizable avatar might be too difficult to design, therefore we agreed that making just a few options to choose from is a better idea. In other cases we mostly focused on discussing how we would want to implement the idea, since we didn't really have more concerns. We were not sure whether having both events and calendar subpages is needed, but eventually we agreed that it will make the structure more organised and easier to navigate through.



Winners from "maybe later"



DAY 4



(PROTOTYPE)

Prototype

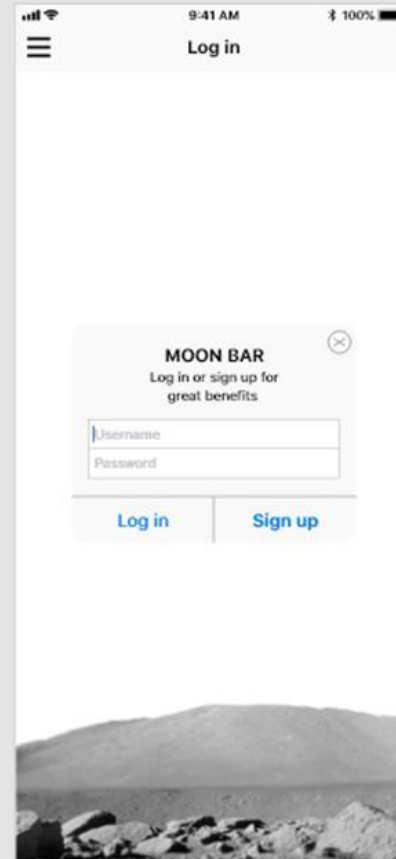
iPhone X/XS – 1



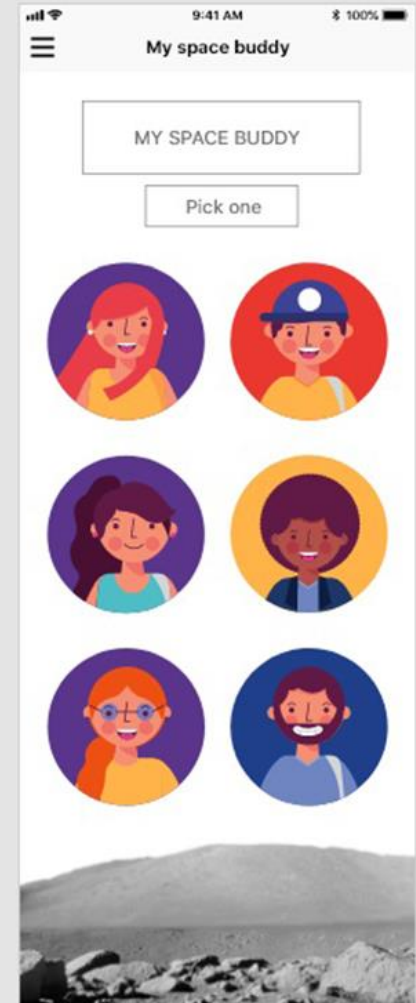
iPhone X/XS – 2



iPhone X/XS – 3



iPhone X/XS – 4



Interview/test:

Test person 1.

1. How often do you visit the moon bar?

"Almost every friday whenever there is a party there."

2. What could make you go to moon bar more?

"More theme parties with dress code like 80's party and the Halloween party."

3. What do you think about the login screen and what should we maybe add?

"It's simple. You don't need to add more. I like how it's looking. But I would like more discounts for regular bar visitors who are there on every Friday."

4. What other features would you like in the app?

"Reminders of when the party is starting and also what the party will look like and dress code and maybe a chat feature in the moon bar app."

5. If this app gets created would you use it?

"Yes, I would use it and I think it's a great idea."



Interview/test:

Test person 2.

1. How often do you visit the moon bar?

"I've been there once in like a year."

2. What could make you go to moon bar more?

"More discounts. And if the moon bar was open others days then friday."

3. What do you think about the login screen and what should we maybe add?

"Login design is easy and simple but maybe it should be a full screen design."

4. What other features would you like in the app?

"Maybe add in app chat feature and hashtags that people can use on instagram."

5. If this app gets created would you use it?

"Yes I would use the app if it gets created."



Possible improvements:

- Adding the chat option - possibility to chat with Moon bar bartenders and other people (easy way to make new friends)
- Creating notifications about the dress code and party details
- Additional discounts for regular customers
- Creating unique app and Moon bar hashtags to spread the news on instagram
- Adding the feed
- Adding the possibility to share on other social media



VISUAL DESIGN

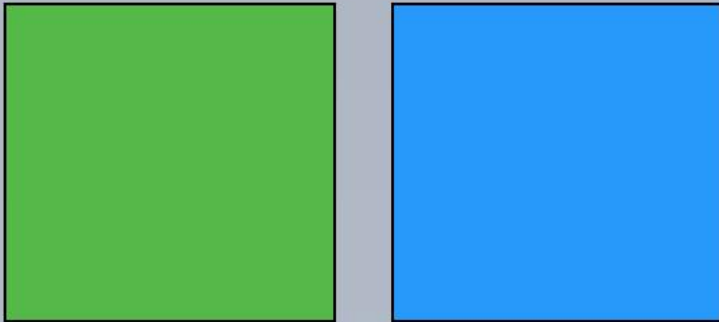


Visual design:

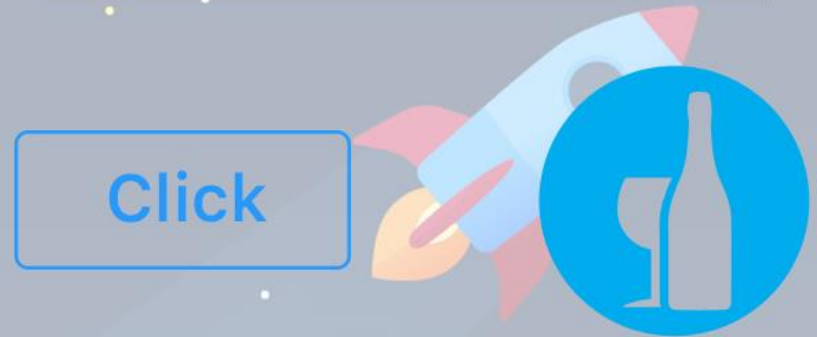
We decided to keep the design simple and intuitive in use. Our color scheme is inspired by Earth colors - it is supposed to create contrast between the Moon bar space theme and at the same time relate to Solar system. The blue color is also related to iOS system colors. When it comes to typography, it is once again inspired simply by iOS system - that's the font used in Apple products. Moreover, we decided to choose Arial for text in small size, since it slightly improves overall legibility. We have also kept Gestalt design principles in mind while planning the general layout.

STYLE TILE

COLOR SCHEME



ICONS AND BUTTONS



TYPOGRAPHY

SF Pro Text - body text, **headings**

Arial - body text

PARAGRAPH STYLE

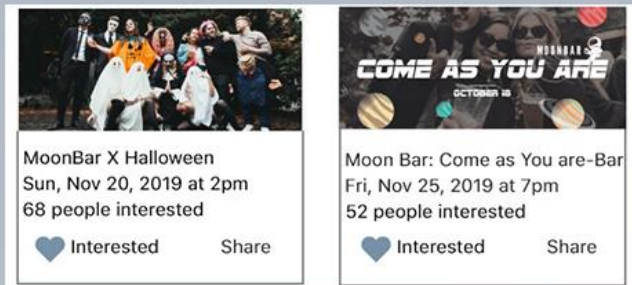
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DESIGN PRINCIPLES

[Events](#)[Calender](#)[Hosting](#)

SIMILARITY

All of the items on event subpage are similar due to font size, color and typeface. Therefore they are perceived as related to each other.



COMMON REGION

We tend to group elements that are in the same closed region. That's why surrounding event details and photos by a border makes them perceived as related to each other.

About Moon bar

What is it? It is the best bar in KEA and probably also in the whole Denmark! If you want to celebrate your good grades, need to drown your sorrows or just want to have fun with amazing people then you should definitely visit it on next Friday ;) We promise that it will feel just like flight to the outer space.

PROXIMITY

Because heading is close to the body text it is perceived as an object related to it, rather than an independent one.