The user

To design my festival app, I've considered many factors, including the type of users which will use the app, how long they will use it for, how often they'll use it and what the most common functions will be. First, I thought about the type of user. People going to a festival will most likely be relatively young, so they are likely to be technologically literate – they'll have spent hundreds of hours using a mobile phone and will understand things such as the meanings of commonly used icons (e.g., Settings, Search and Home). We can use these elements in line with the Gestalt principle of past experience. [1]

The user will not use the app for a very long period of time, as a festival only lasts a few days, but while at the festival, they are likely to use the app very frequently to find out about upcoming events and places to eat, among other information. This means that the user will want to be able to find information as quickly and intuitively as possible.

If an app is to be used for many months or years, many features can be included, with the expectation that the user will find and learn to use these features over time. For example, Microsoft Word has many features which most users will never use, or only need to use every few weeks or months. Contrastingly, the festival app will not be used for a long period of time, so there is no need for a massive array of features, because chances are no one will find out about any of them within the few days while they're using the app. Additionally, adding an excessive number of features could overwhelm the user and make the most useful features harder to find.

The user will probably have booked the concert having looked at the line-up, so they'll already know many of the events they want to attend. As a result, it should be easy to quickly find and locate a specific event.

The user will have likely used music apps such as Spotify or Apple Music as they're at a concert, so they will understand features from these apps.

Primary desired functions

While at a concert, a user will want to find out information as quickly and intuitively as possible, because they will be very busy and want to minimise the time spent on the app. This means all the most common functions need to be easy to locate. I have identified some features which will be most desired at a concert:

- Find the location and time of a specific event
- Find places to eat
- Look at the upcoming events in their schedule
- Find out how to get to a venue or place to eat
- Look for events to attend when they have a gap in their schedule.

Structure of the app

I have created a bottom bar with 5 buttons:

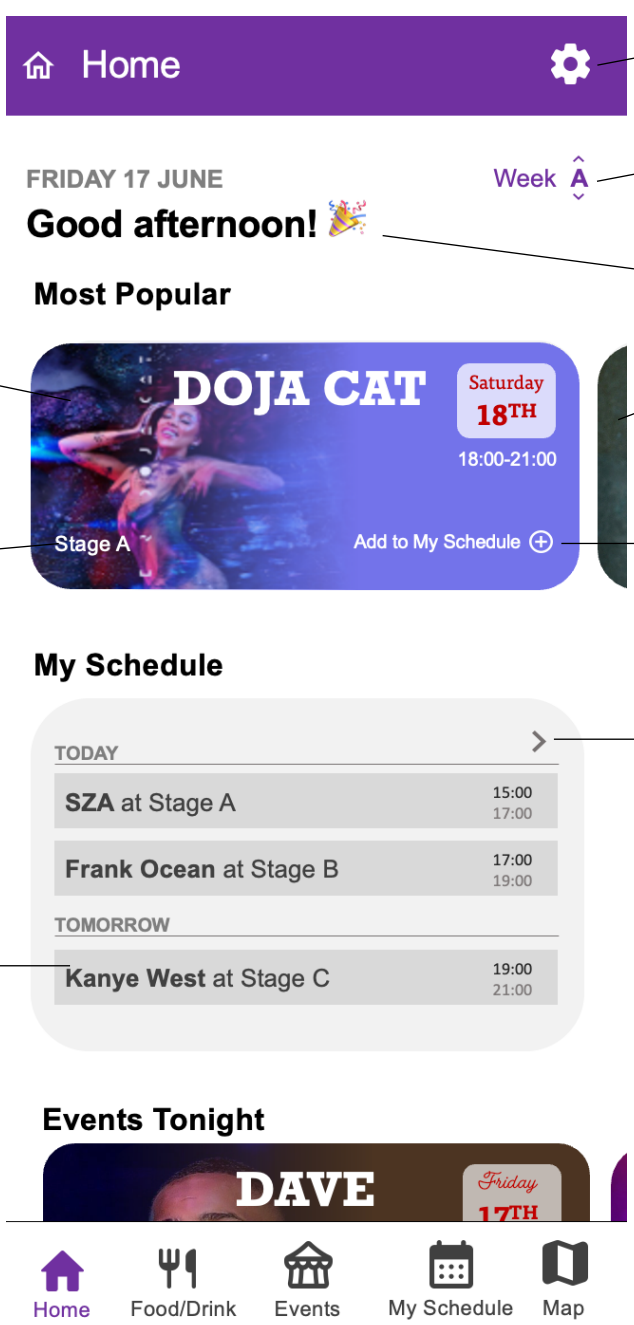
- Home
- Events
- Food and Drink
- My Schedule

- Map

On each screen, there is a title bar which has the title along with an icon (dual coding) (e.g., ‘Home’ and a house icon). The Settings menu can be reached from the Home page. This is the same as how it works in other apps, such as Spotify, so the user is likely to intuitively go to the Home page to look for settings. This follows the Gestalt principle of past experience. [1]

Design language

The brief was to create an Android app, so I have used design language elements which are in the Android guidelines. For example, I have used a navbar at the bottom of the screen. The font I have used is Roboto, which is the system wide Android font. I found all the icons from the Google Material Design website, at https://fonts.google.com/icons. I have consistently used purple as the accent colour in the app, which gives the app a fun, youthful feel. This is the only colour I have used, as users tend to prefer simpler colour palettes with only a few colours. [2]



Settings icon is at the top. Not as easily reachable as this will not be used often (Gestalt principles)

Arrows to indicate the user can tap this to change the week

Emoji used for a "fun, youthful feel"

Picture of artist. The name is the biggest part on the banner because this is the most important part.

Next concert slightly visible to indicate the user can swipe to see it

Stage, date, and time – all the important info – are all in the box.

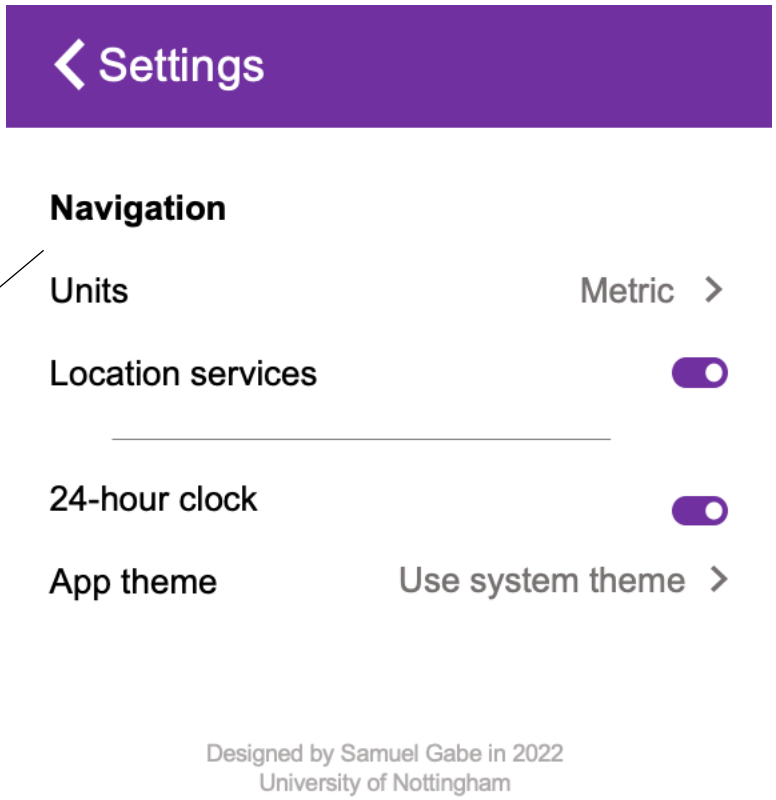
Quick and easy to add most popular events to the schedule

Arrow to indicate the user can tap this to get more information

Different text styles (bold vs not) cause the user to see the artist and location as two different things.

Home page

The Home page includes many of the features desired by the user. At the top of the app, there is a greeting to the user. I used the emoji to fit with the design brief, which says the app should have a "fun, youthful feel." The first thing the user sees is the most popular concerts. This is especially helpful when they open the app for the first time, because statistically, most people will want to see the most popular concerts. Then, a small amount of the user's schedule is shown, so the user can see their next few events without having to be shown their entire schedule – the user is more interested in what they are doing in the next 3 hours than in 2 days' time. There could be more sections lower down. I've included a section showing events happening tonight. This home page is similar to Spotify's, which the user will likely be familiar with.



Navigation features are together and separated from the other settings by a horizontal bar, so the user knows the settings are related. (Gestalt principle of proximity. [1])

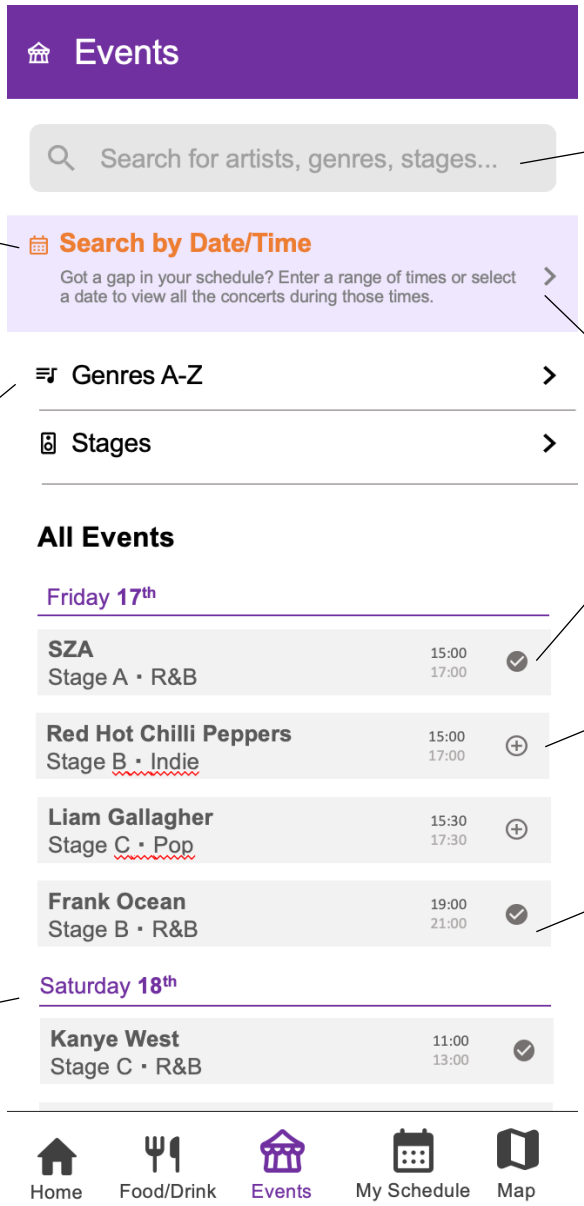
Settings page

People usually adjust the settings of an app if they know they'll be using it for a long time. However, since the user will only use the app for a few days, they won't need to adjust many settings, so I've kept the settings page relatively minimalist. There are a few options which the user may be interested in. The Settings cog is at the top of the screen far away from the user's hands as the user will not need to access this page often.

I think that searching by date or time is a useful feature so the user can fill a gap in their schedule, but the user may not know about this feature, so I've put it in a purple box and used orange (an attention-grabbing colour) to make sure the user notices it.

A-Z gives a way for users to find artists of a specific genre they may be interested in, rather than having to look through every single event and seeing many events of a genre they may not be interested in.

Use of colour and a slightly larger space to separate events into days



The user may be unsure what they can search for. Can they search for stages or genres, or can they only search for artists? The text in the search box tells the user what they can search for.

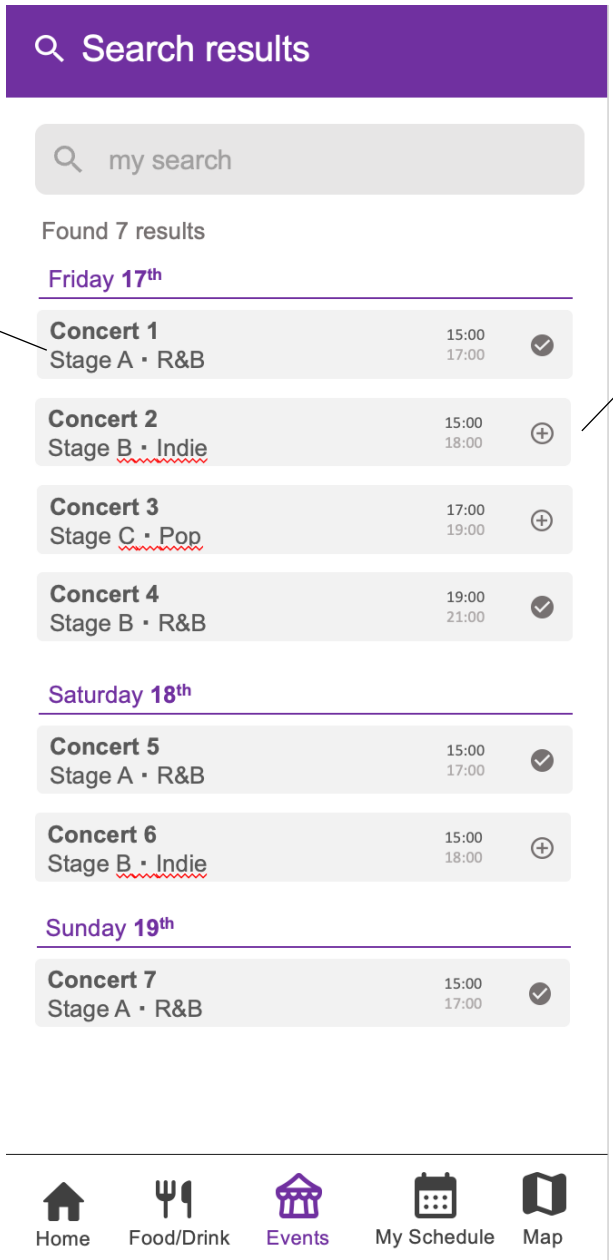
Both search functions are next to each other (proximity) [1]

Ticked filled-in icon shows that this event has been added to the schedule

Non-filled '+' icon indicates this hasn't been added to the schedule

All events look the same, to convey that they're all similar (i.e., they're all events), in line with the Gestalt Principle of Similarity

Same format as the Events page. Consistency throughout the app



Drop shadows to make events stand out from the background

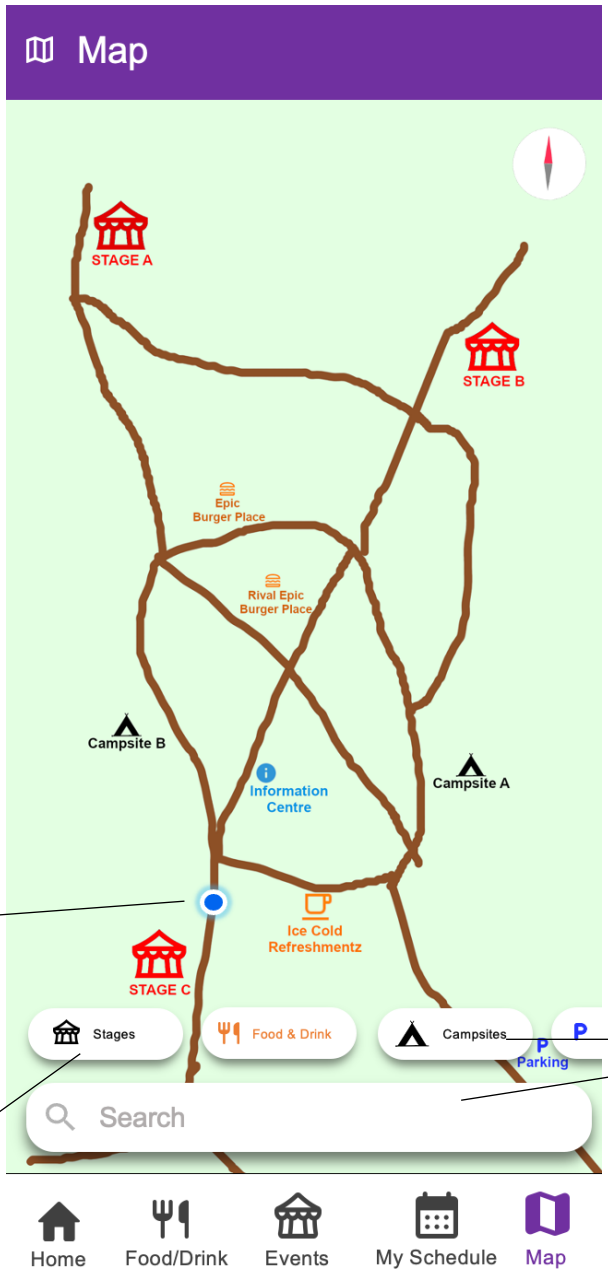
Different text colours and font styles have been used for the artist, the place/time, and the description of the artist. This is to make them distinct and separate

The plus button now makes use of the extra space by having a caption, explaining what it does in case the user was confused by just having the '+' button on its own in the list of events

This is a small version of the map which the user can click to get to the map page

Artist page

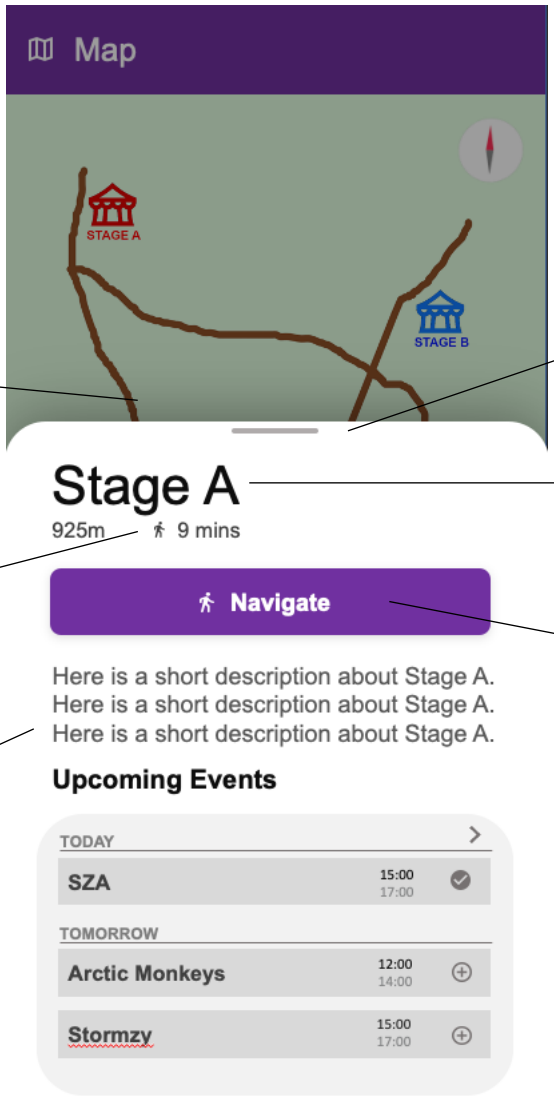
When the user clicks on an event, they are taken to a separate page telling them more details. The user will want to find out some more information about the artist, as well as when and where they're performing.



The blue dot with a white outline is a universal icon used in both Google Maps and Apple Maps to signify the user's location.

Drop shadows to give the buttons the illusion of floating on top of the map, and to make them stand out from the background

The user is likely to want to use these features, so they're at the bottom of the screen, near the user's hands to be easily reachable.



Drop shadow to create 3D effect

Grey bar indicates that the user can swipe down to hide the window

Title is in large letters for emphasis

Commonly used icon of person walking shows how far it is to the venue

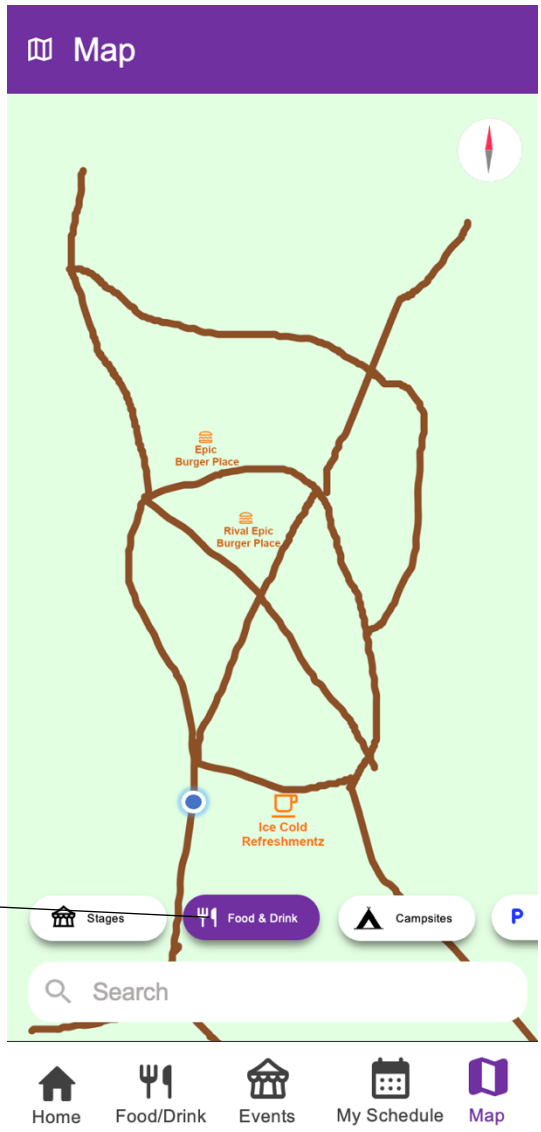
Distance and time to location are close to the navigation button so all navigation related information is in the same place (Gestalt principles)

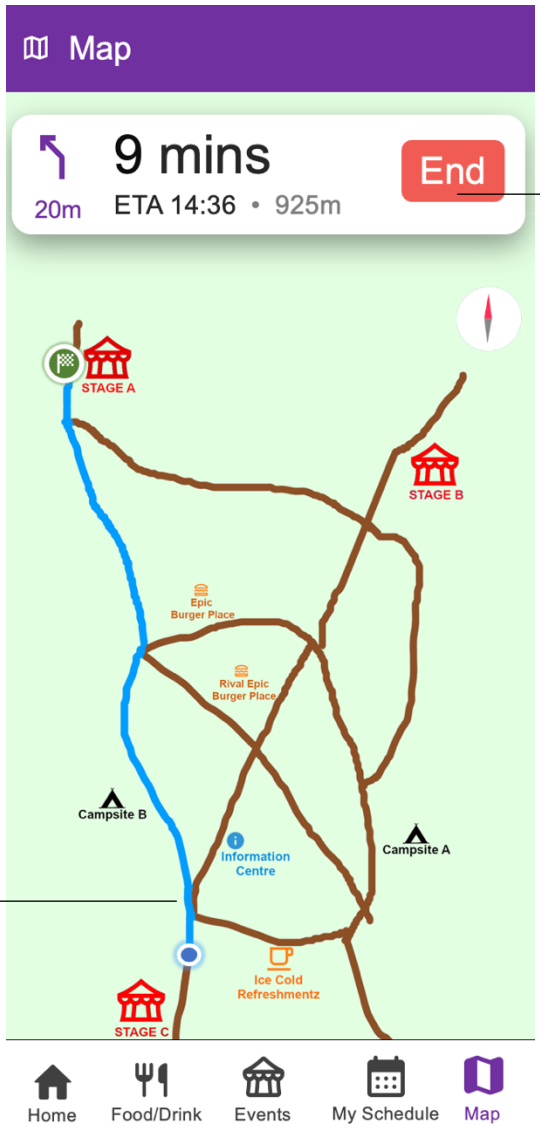
Description isn't as important, so it's in grey to draw the user's attention more to the other elements

Navigation

When the user taps on a location, they are given more information about the location, with the ability to navigate there. I saw this feature in the Thorpe Park app and realised it would work well in this app too. The navigation is similar to that found in Google Maps, so the user already knows how it works. The user can also see a description of the venue, a list of upcoming events similar to the calendar widget found on the homepage, and the distance and time to walk to the location.

The food and drink button has been clicked on, showing the available food and drink locations. It is in purple to indicate that it has been clicked on.





Red 'End' button. Because red signifies danger, the user will think twice before pressing this button, so they are less likely to end navigation by accident

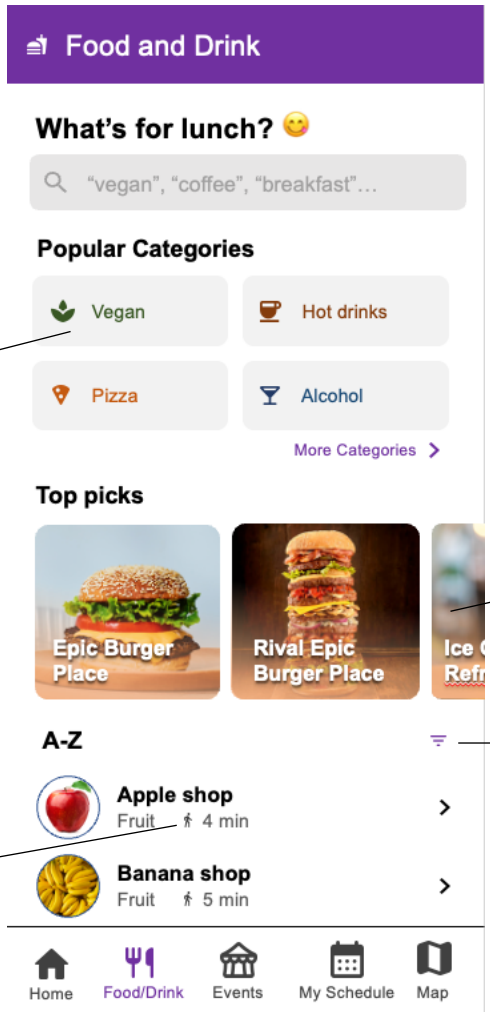
Blue line shows where to go. Blue is a commonly used colour in navigation (used in Google and Apple Maps)

Navigation page

When the user presses the 'Navigate' button, they are shown a screen showing the route to where they need to go. There is a box at the top of the screen showing some elements: the next direction to take, how long until the next direction, the time to get there, the ETA and the distance remaining. When navigating to a festival venue, the user is likely to be mostly thinking of the following things:

- Which directions do I need to take to get to my destination?
- How long will it take me to get there?
- Will I make it in time for the start of the event?

For this reason, I have made the next direction, distance to next direction, ETA and time remaining the most prominent features. These can be split into two categories: the former two regard the next direction, and the latter two regard the overall journey. I have used purple for the features regarding the next direction and black for the features regarding the overall journey. When the user is navigating, they are less likely to be concerned with the distance to their destination than with the time to get there; however, some people may want an absolute measurement of the distance to their destination, so I've included the distance, but made it grey so it doesn't draw as much attention.



Categories look similar. Gestalt principle of similarity. [1]

Visual aids of what type of food each place serves

User is likely to be familiar with the filter button (Gestalt principle of past experience)

Uses the same walking man from navigation section. Consistency across the app.

Food and Drink

The user will want to find out about places to eat. The food and drink section is made for this purpose.

References

[1] Dejan Todorovic (2008) Gestalt principles. Scholarpedia, 3(12):5345.

[2] Peter O'Donovan, Aseem Agarwala, and Aaron Hertzmann. 2011. Color compatibility from large datasets. ACM Trans. Graph. 30, 4, Article 63 (July 2011), 12 pages. DOI:https://doi.org/10.1145/2010324.1964958