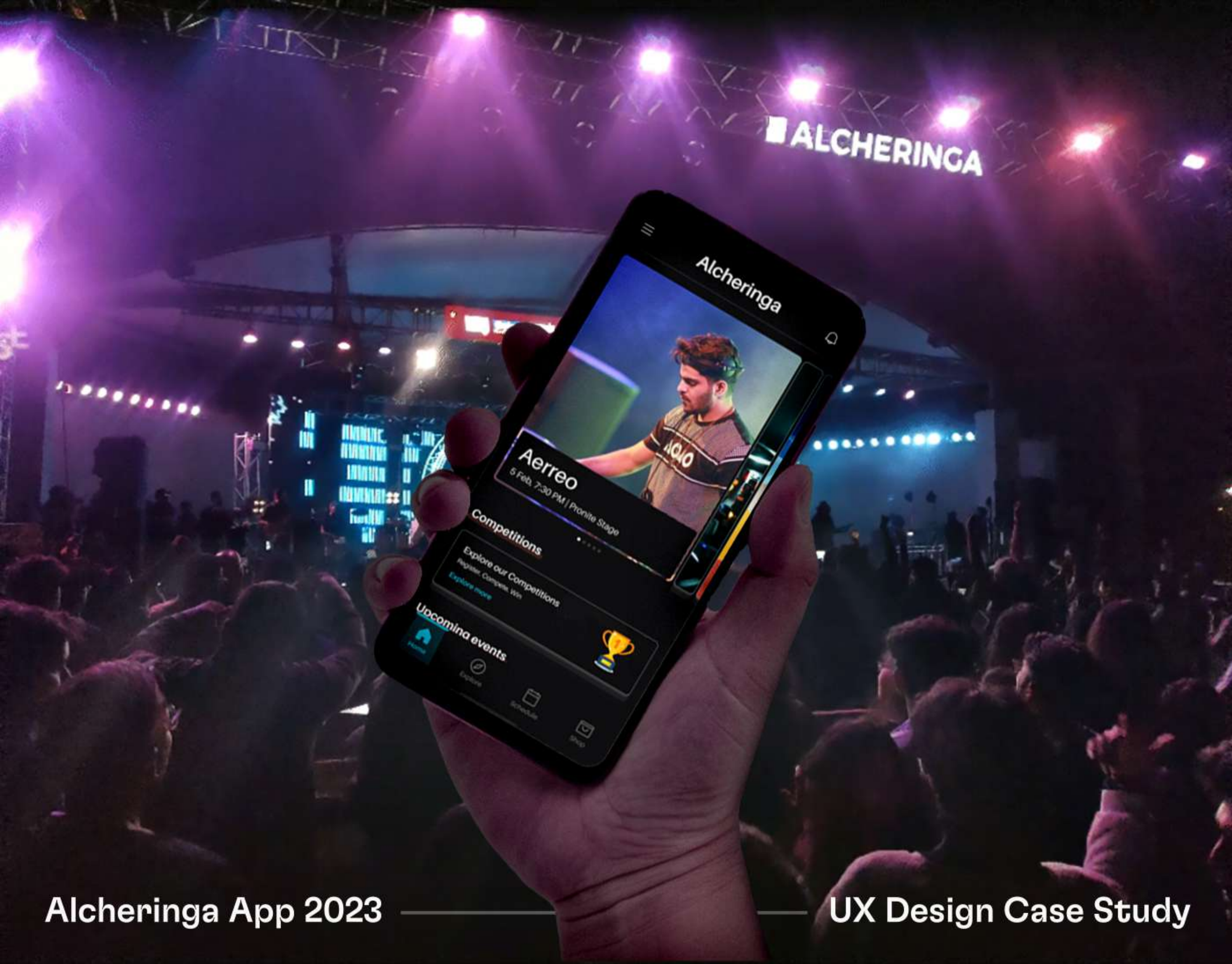



# Alcheringa App 2023 — UX Design Case Study

CONTEXT

Alcheringa is the annual cultural fest of IIT Guwahati, open to both students of IITG and city residents. The fest hosts a multitude of events over 3 days and 4 nights.

OUR ROLE

Being a part of the Alcheringa's creatives team, we were assigned the task of revamping the app.

2 MONTHS LATER

We elevated the app experience by introducing new features and redesigning the UI leading to ~40% increase in app installation.

PROCESS

# Our roadmap

### RESEARCH
Analysis of existing app
Competitor analysis
User Interviews

### DEFINE
User archetypes
User journey

### IDEATE
Prioritization
Information Architecture
Design language

### DESIGN & DELIVER
Testing and Iteration
Interface Design & Prototype
Developer handoff

Week 1 Week 4 Week 6 Week 8

RESEARCH

# Understanding the existing app.

UX AUDIT

We started with a thorough UX audit of the app from the previous year. Right off the bat, we could see few key things that lacked in the existing app -

- Event location was hard to find for a newcomer on the campus - **lacked a map feature.**
- The information presented was cluttered and app was **choppy to use**.
- The app also had smaller **UI issues and inconsistencies**, that needed to be smoothed out.
- The app was **only available in dark theme** - a light theme was requested in the revamp.

RESEARCH

# What are other fest apps like?

COMPETITOR ANALYSIS

To identify opportunities for interventions, we did a SWOT analysis of other fest apps, namely Mood Indigo by IIT Bombay, Antaragni by IIT Kanpur, and Thomso by IIT Roorkee.

## Strengths

- Gamified maps for easy navigation.
- Well-organized daily schedules.
- A section for sharing stories and blogs.
- Speedy and intuitive navigation.

## Weakness

- Forcing sign in with personal details.
- Scattered event information across the app, website, and other platforms.
- Inconsistent UI and outdated visuals.
- No timely updates for event changes.

## Threats

- Technical limitations
- Slew of events might confuse newcomers

## Opportunities

- Let users track their favorite events.
- Send notifications for event changes.
- Offer event suggestions based on history.
- Gather feedback to enhance the overall experience.

RESEARCH

# User interviews.

USER INTERVIEWS

Next we interviewed potential users to understand their journey and identify their pain points.

I couldn't sign up for competitions because I didn't know where to sign up!

Being new to the campus, I didn't knew where a venue was even after knowing it's name.

...Getting notifications after the event got over was pretty annoying...

The size chart is so confusing.

I just uninstalled the app because of how much it lagged.

I didn't know about overlapping event timelines

I didn't knew the event got delayed and so I missed it.

Tracking my schedule was fun

I didn't know when my order would be delivered

I wish the app was more useful after the fest ended.

DEFINE

# User archetypes

ARCHETYPES

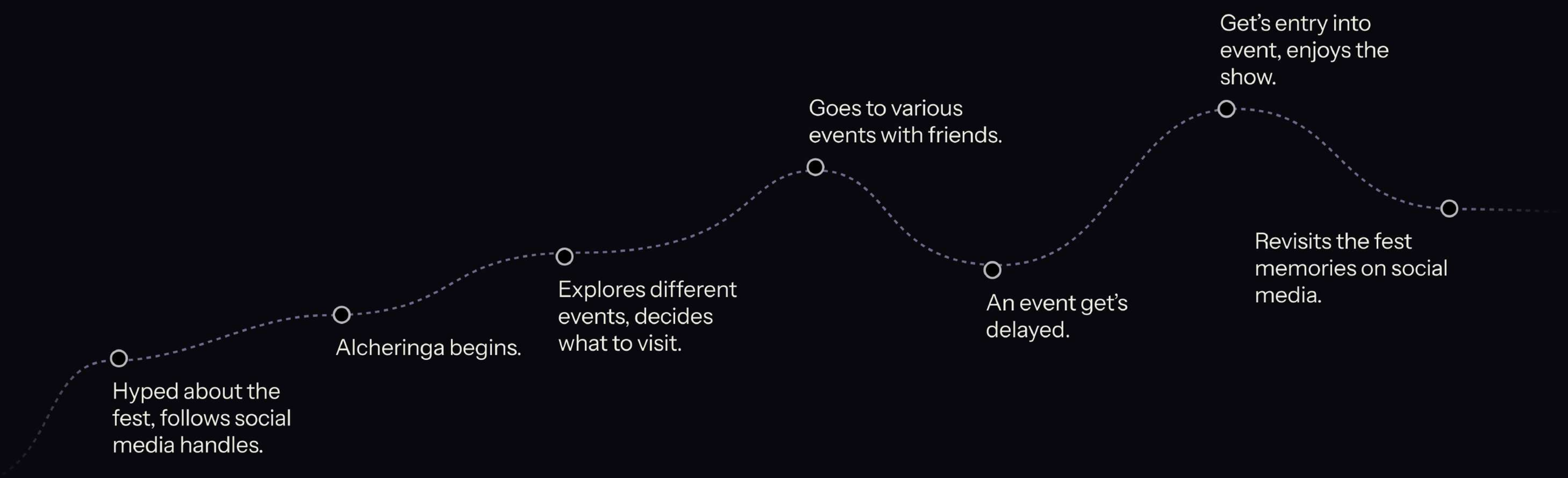
Using the insights gathered from the interviews, we defined our users in these broad categories.

DEFINE

# User Journey

JOURNEY

## Here is what the bird's eye view of a visit to the fest looks like.



DESIGN

# Idea generation

ARCHETYPES

Brainstorming ideas from the research, Considering their feasibility with the developers as well as their impact, we shortlisted the features to be added to the existing app.

**EVENT HIGHLIGHT**
End of day events highlights

**PUSH NOTIFICATIONS**
Push notifications for real-time event changes.

**TRANSPORTATION**
An easily accessible transportation section with bus schedules and contact numbers.

**COMPETITIONS SECTION**
A user-friendly interface for competition sign-ups in app.

**SCHEDULE REMINDER**
A feature that reminds users of scheduled events and suggests what to do in-between.

**APP DISCOUNT**
Give discounts and coupons on the app to increase engagement and downloads.

**EVENT UPDATES**
A centralized hub for all event info, updates, and winners.

**EMERGENCY LINKS**
Quick links contacts to emergency contacts and event coordinators.

**AR INTEGRATION**
Scan a QR code to view the theme of Alcheringa 2023 in 3D.

**PERSONALISATION**
Personalized event recommendations based on user preferences.

**CAMPUS MAP**
Interactive campus maps with clear event locations.

**STORY UNLOCK**
Explore the campus by unlocking different chapters of a story, that get unlocked when you are near some props.

**EASTER EGGS**
Small mini games in the app - easter eggs that can be accessed by triggers.

**SHARE CALENDAR**
Add people as your friends, share your calendar with them.

**THEME**
Light and dark theme for the app.

DESIGN

# Bringing it all together.

INFORMATION ARCHITECTURE

Next we laid out the feature sets into an information architecture.

### Onboarding

- Sign up/Login/Google outlook login
- Choose theme

### Explore

- Map
- Search bar
- Suggestion tags
- Events cards

### Event bottom sheet

- Image
- Description
- Date
- Time
- Venue
- Add to schedule button

### Home

- Carousel of main event
- Competitions
- Upcoming events
- In your Schedule
- Merch
- Events For you

### Account

- My orders
- Contact us
- FAQs
- Team
- Sponsors
- About
- T&C
- Privacy Policy
- Alcheringa Website 2023

### Profile

- Name
- Avatar
- Interests
- Change theme
- Sign out

### Schedule

- Table of days and venues with events

### Shop

- Product list
- Bottom sheet
  - Image
  - Description
  - Size
  - Buy now
  - Add to cart

### Buying flow

- Checkout
- Add address
- Order summary
- Confirm order
- Payment

The IA is restructured for ease of readability.

DESIGN

# Understanding the Alcher theme and design language

ALCHER THEME

Each year, Alcher is built around a different theme. The theme influences things like posters, banners, props, and of course the app.

2023's theme was about revival- titled Pledge to Persist, the theme incorporated 2D as well as 3D elements, to give the cell-shaded look of a comic book.

## App icon

## Colors

Light theme

Secondary colors

F35C41

Dark theme

Secondary colors

FEFEFE 73D9ED F35C41

## Type

Aa

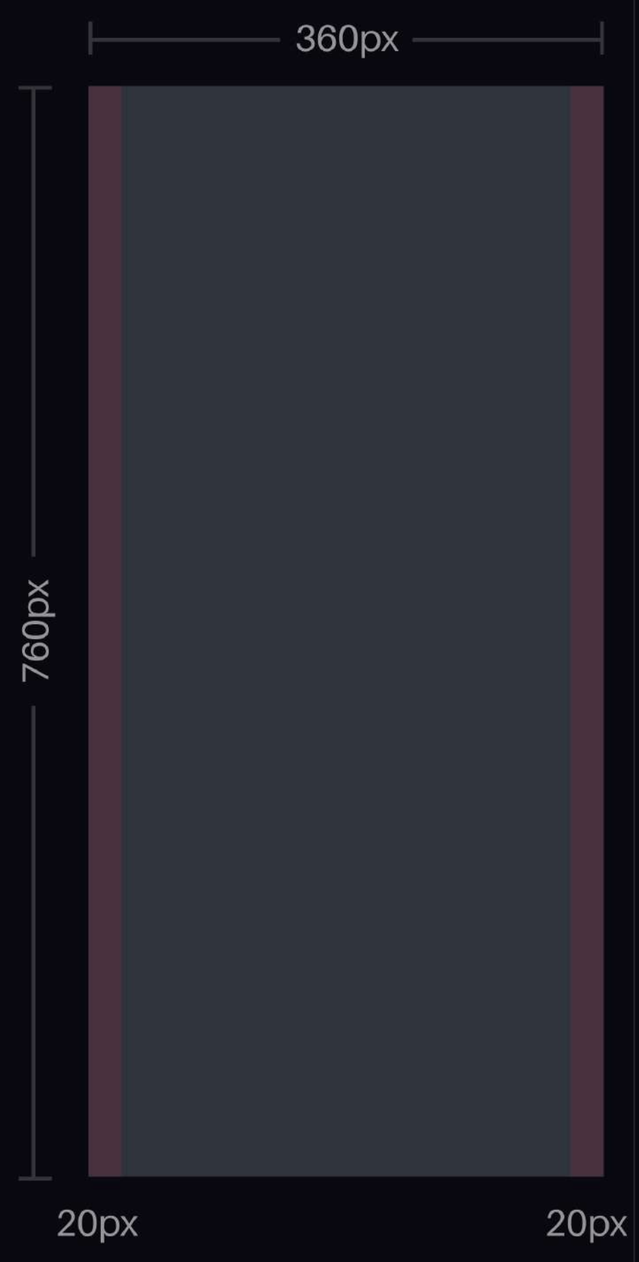
Aileron

| | | |
|---|---|---|
| Heading | Bold | 22 |
| Suheading | Bold | 12 |
| Body text | Semibold | 10 |
| Body text 2 | Regular | 8 |

## Icon pack

RemixIcon

## Grid system

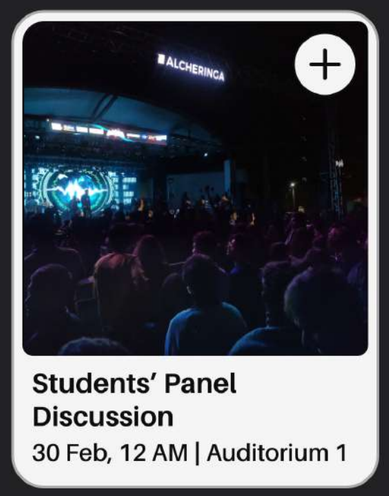


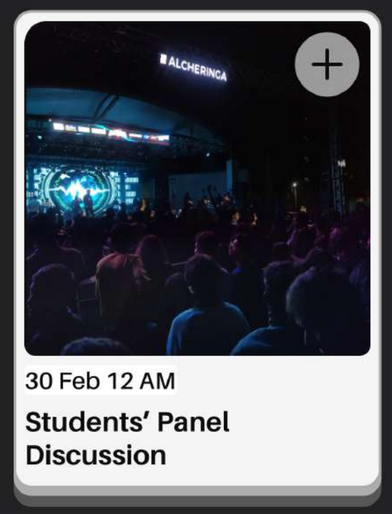
DESIGN

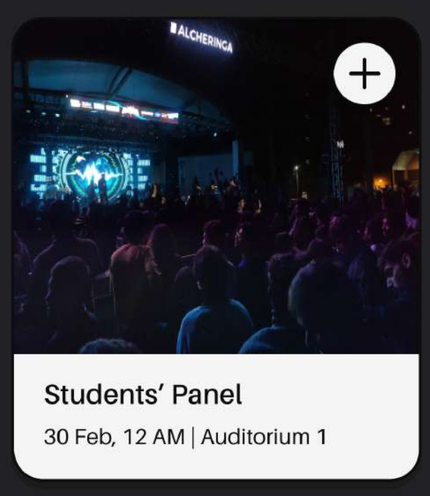
# Testing and iterations

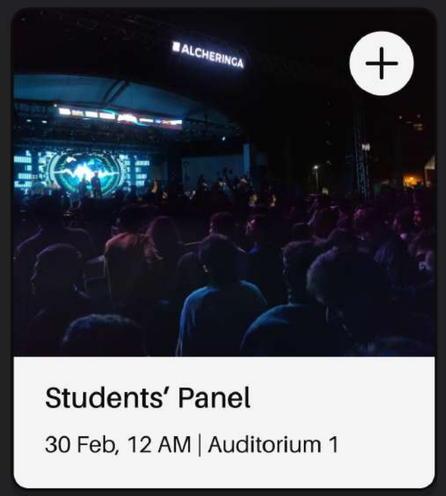
INFORMATION ARCHITECTURE

We choose iterations based upon feedback from developers as well as our mentor.




For example, In this design of the an event card, the last card was chosen because of clear presentation of information and larger image size.

/03 FINAL INTERFACE DESIGN

## High-Fidelity Screens

# Presenting Alcheringa's Official Mobile Application

EXPLAINING THROUGH A SPECIFIC USE CASE

| 01 | ATTEND AN EVENT | 02 | COMPETITION REGISTRATION | 03 | PURCHASING MERCH |
|---|---|---|---|---|---|

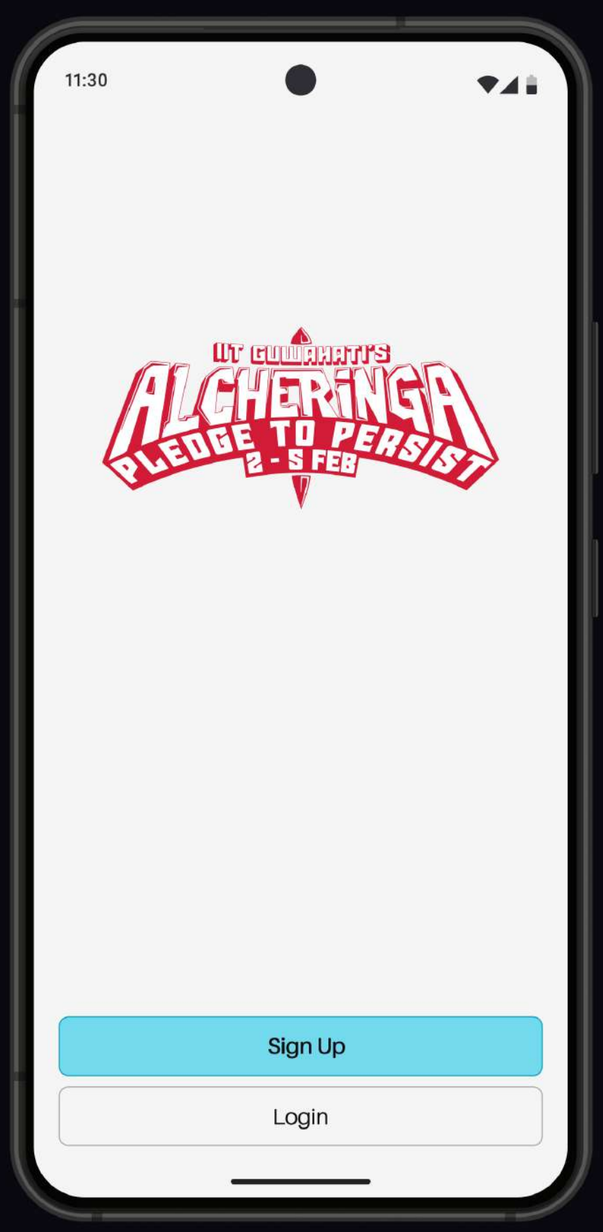
Kavi plans to attend **Saaz**, a carnatic music event of Alcheringa on day 2.

SIGN-UP

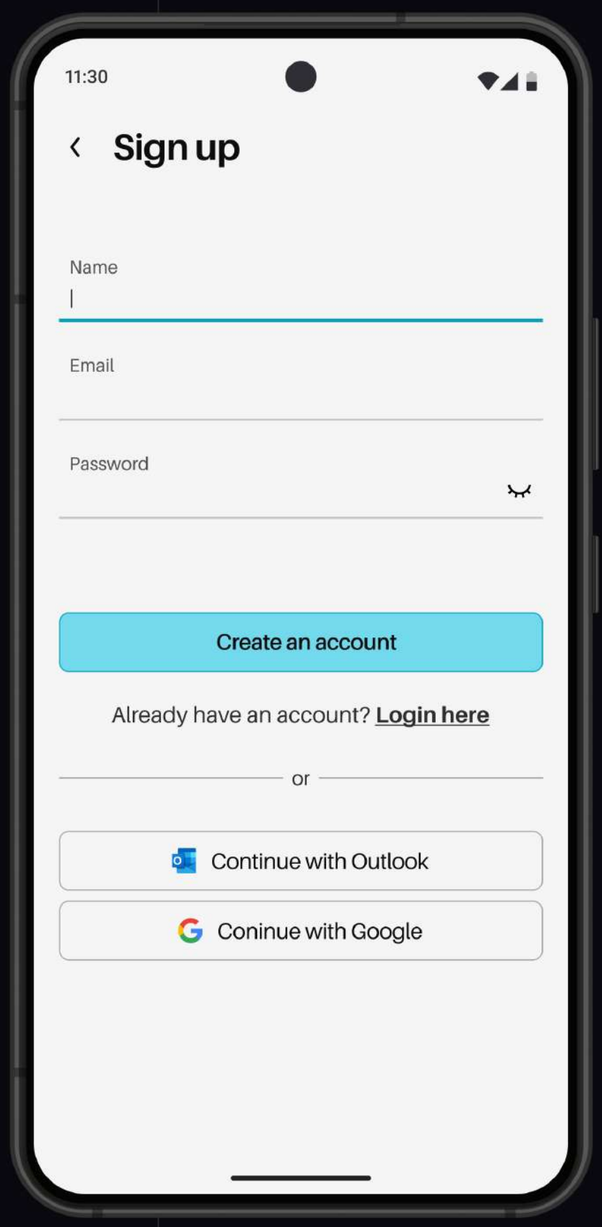
## As a new user, Kavi signs up using his Outlook.

ASH SCREEN

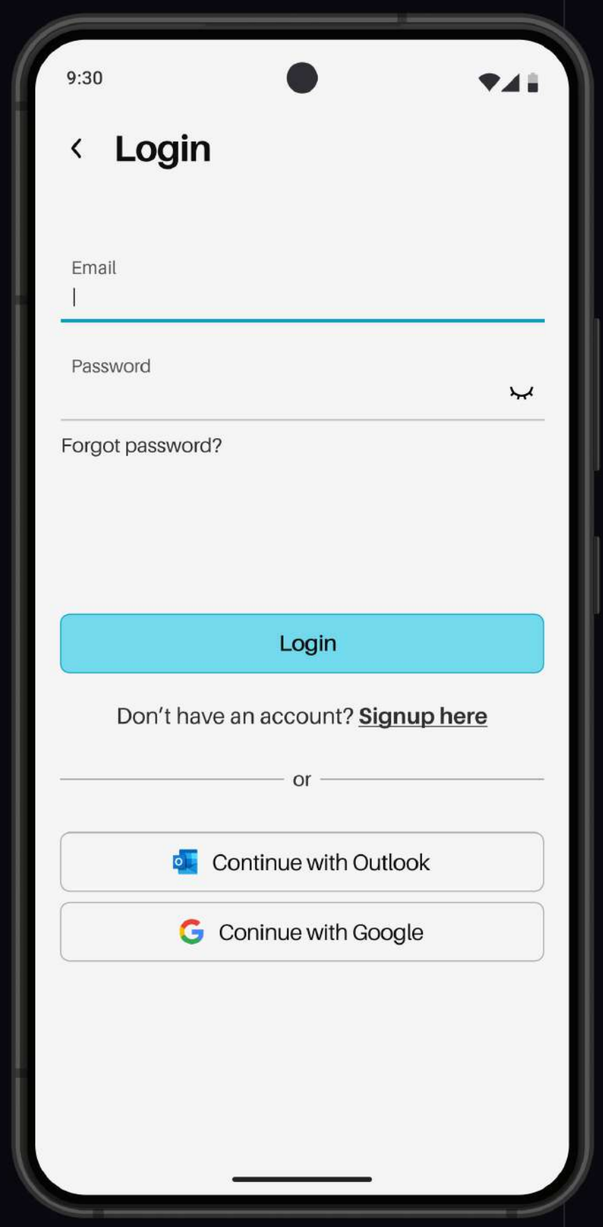
2. WELCOME




3A. SIGN-UP




3B. LOG-IN

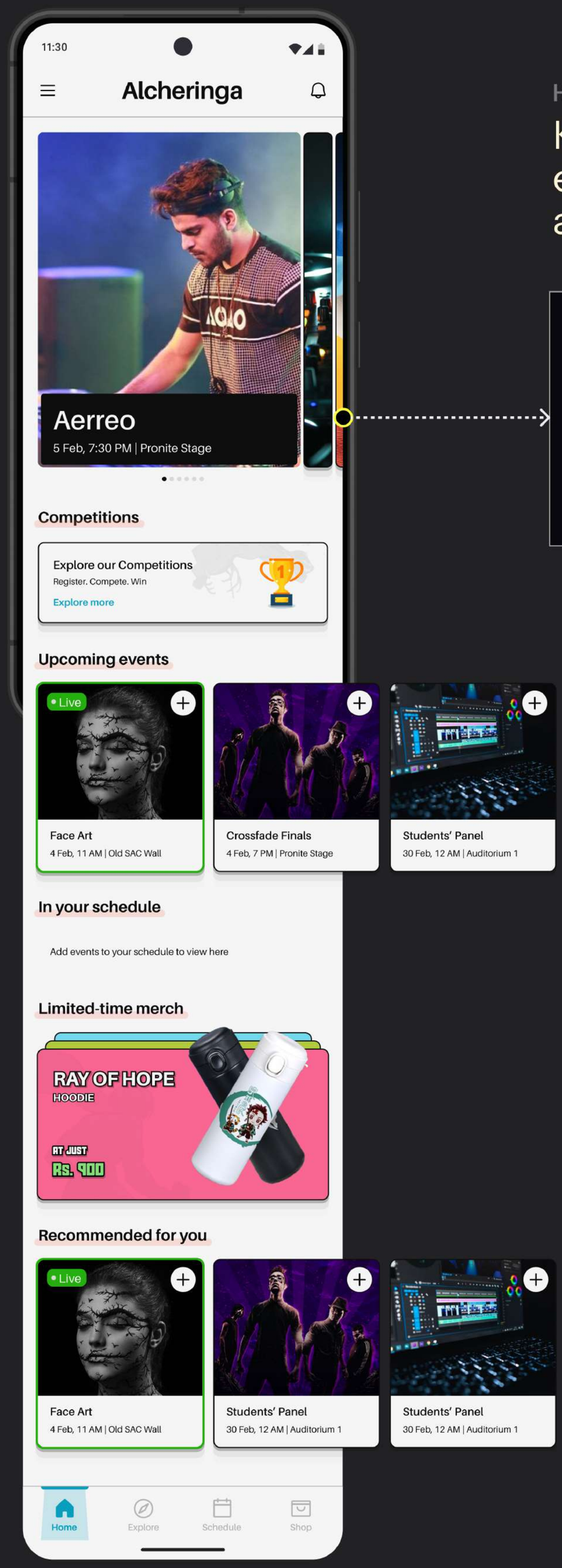



Users have the option to log in or sign up using their email or seamlessly proceed with their Outlook or Google accounts.

CHOOSE THEME

# After signing up, Kavi picks light theme for the app.

## 4. APP THEME

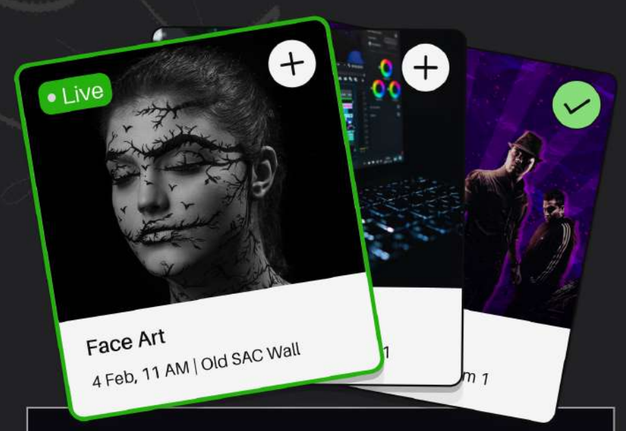



HOME PAGE

## Kavi finds an overview of all the events and other features of the app on the home page.

The home page shows the

- Highlighted Flagship events
- Competitions
- Upcoming events
- Personal Schedule
- Limited-time Merchandise
- Recommended events



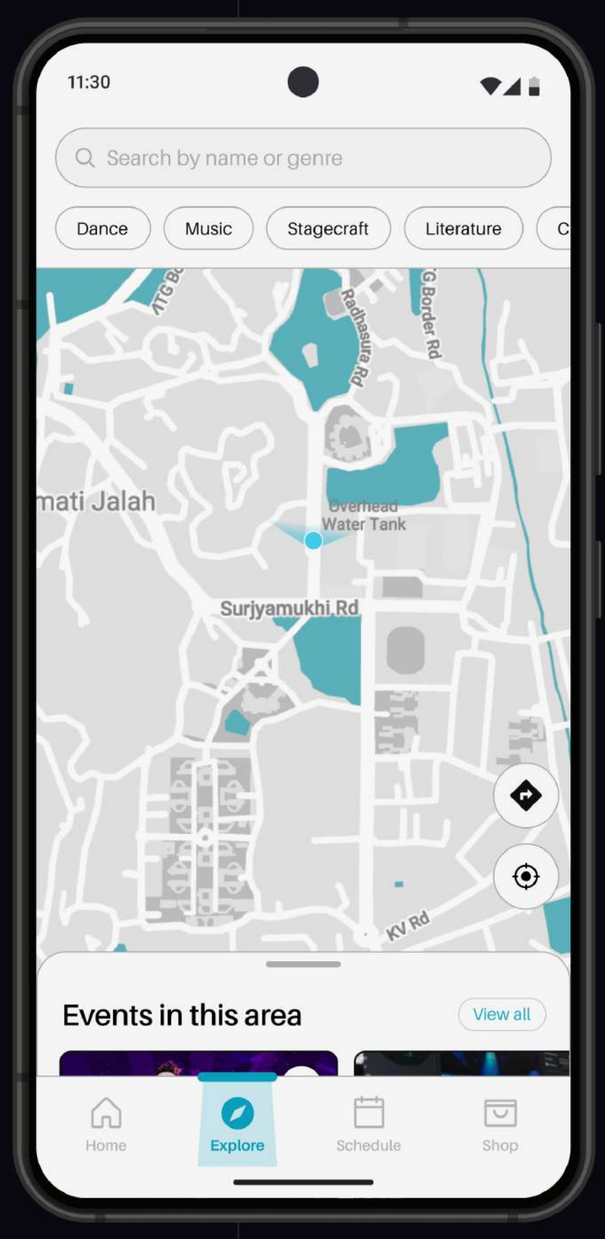

The event card displays

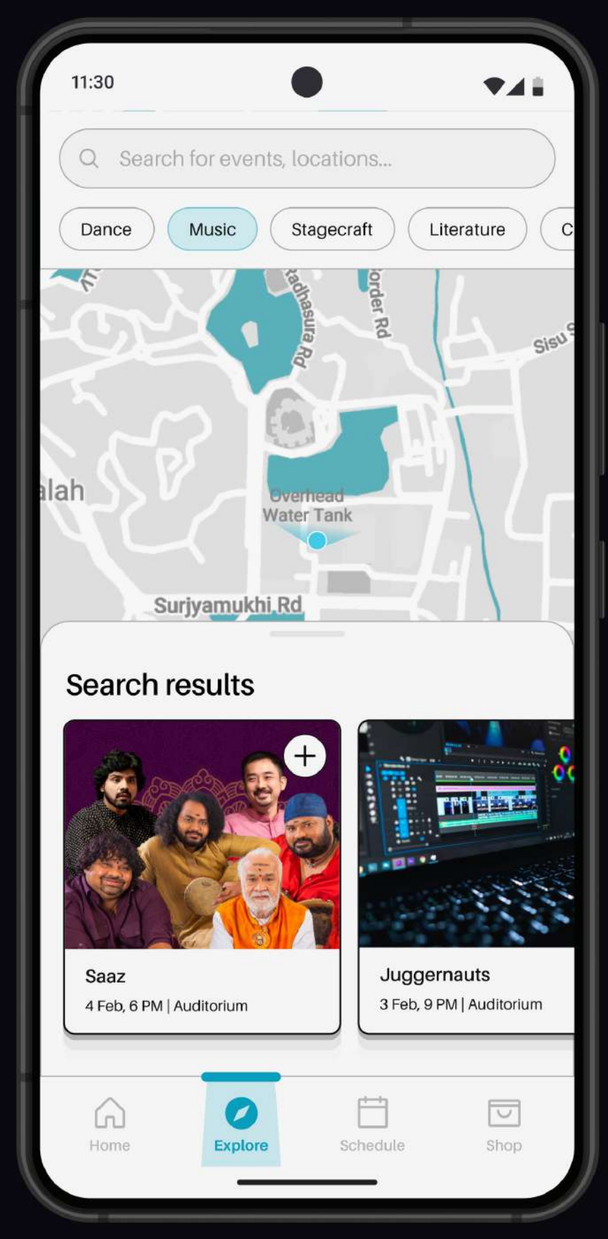
- Tag indicating event status
- Event details
- Option to add to schedule

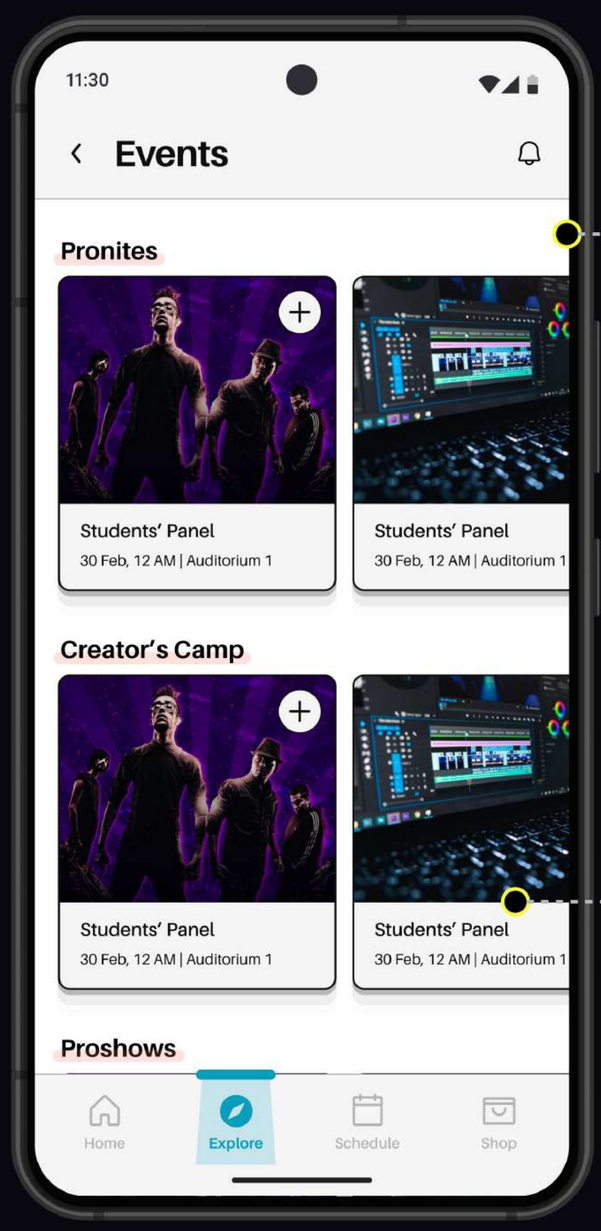
EXPLORING EVENTS

## On the explore page, Kavi uses the map view and filter chips to find the music event.

Using the map view, users can zoom in and out, search for event locations, and filter based on the type of event.



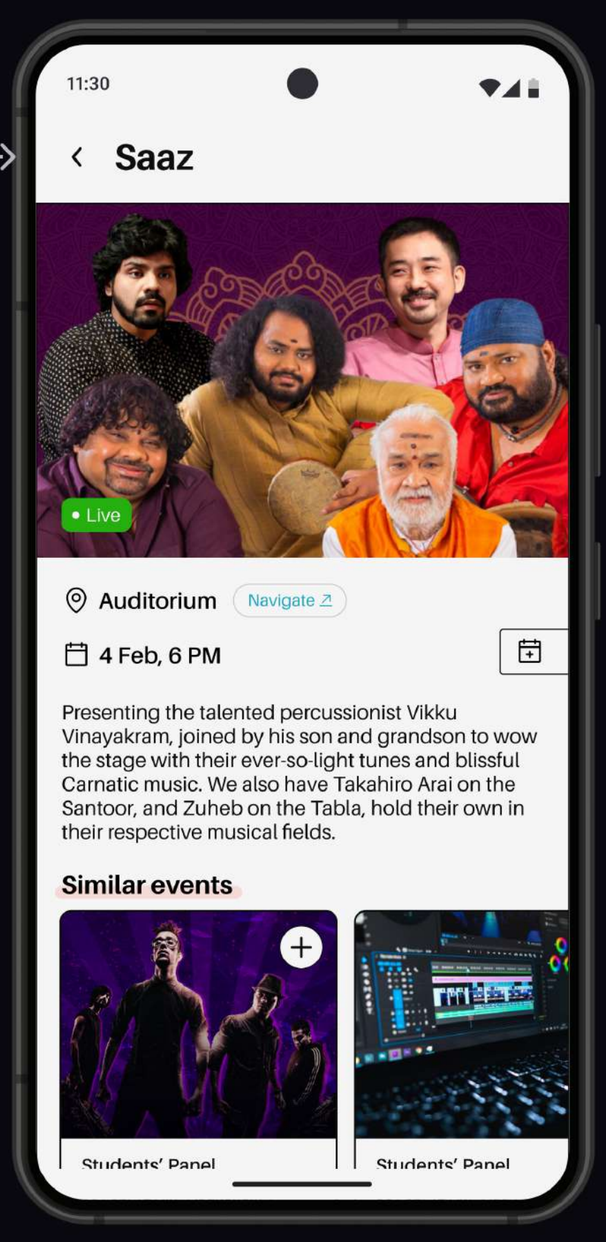




On expanding the bottom sheet further, users will be able to view an array of events under 4 major categories.

EVENT DETAILS

## On the dedicated Saaz event page, Kavi discovers all the event details and registers for it

clicks a card

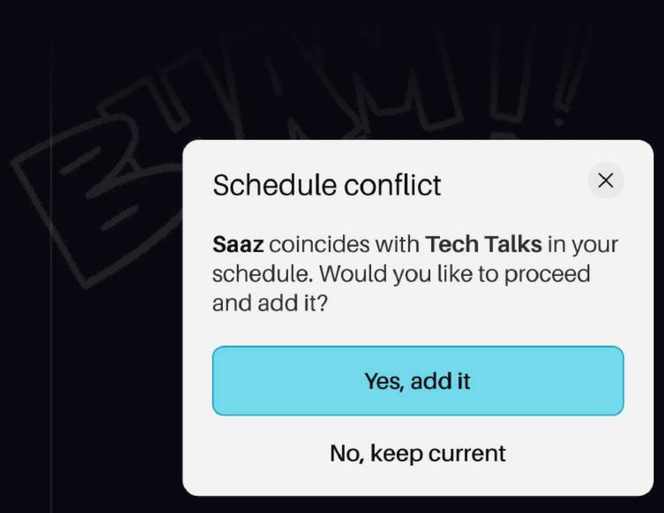



Accessible details of the event:

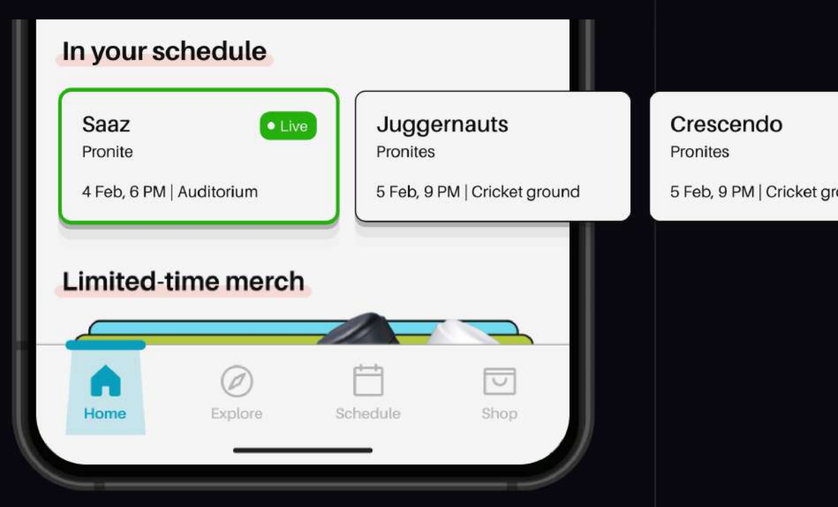
- Event name
- Event status
- Location
- Time
- Brief description

Possible actions:

- Register for the event
- Navigate to the location
- Add the event to your schedule
- Explore similar events

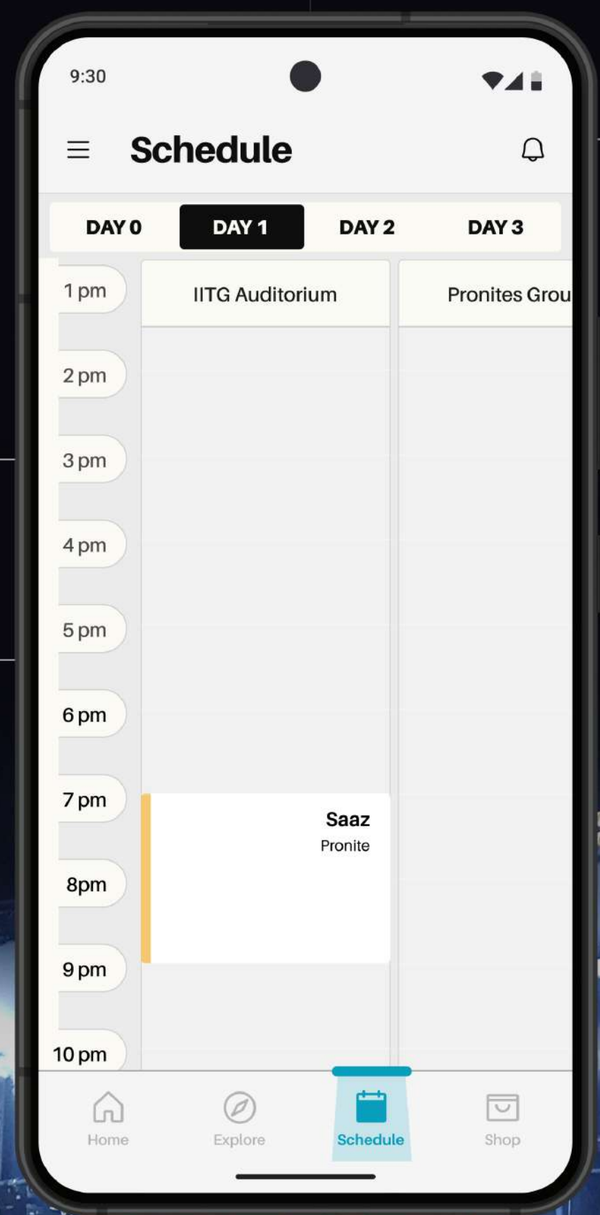



To avoid overlapping of events in the users schedule the app warns user with a modal before adding an overlapping event in the user's schedule.



SCHEDULE PAGE

# Kavi browses the general schedule page to find another event to attend after prioritizing Saaz over Tech talks.

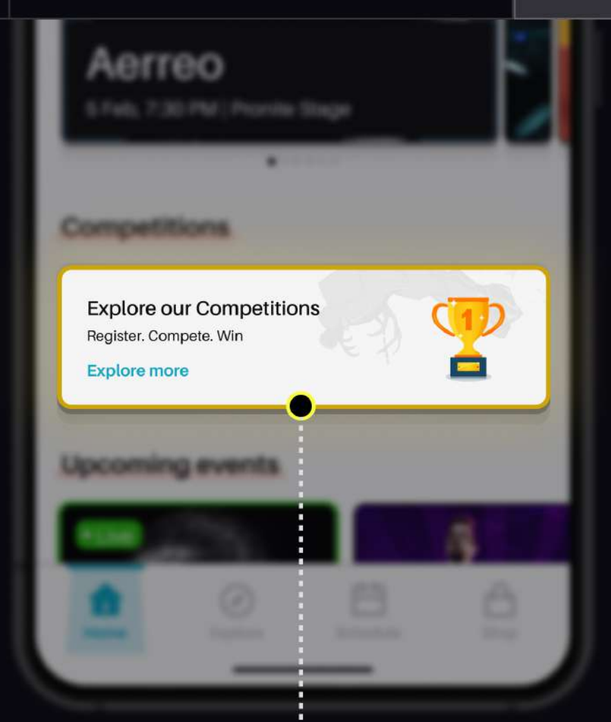



Users can plan their 4 days at the festival based on time and location of the events.

Users can directly access the event details for each event from the schedule page.

EXPLAINING THROUGH A SPECIFIC USE CASE

01 ATTEND AN EVENT | 02 COMPETITION REGISTRATION | 03 PURCHASING MERCH

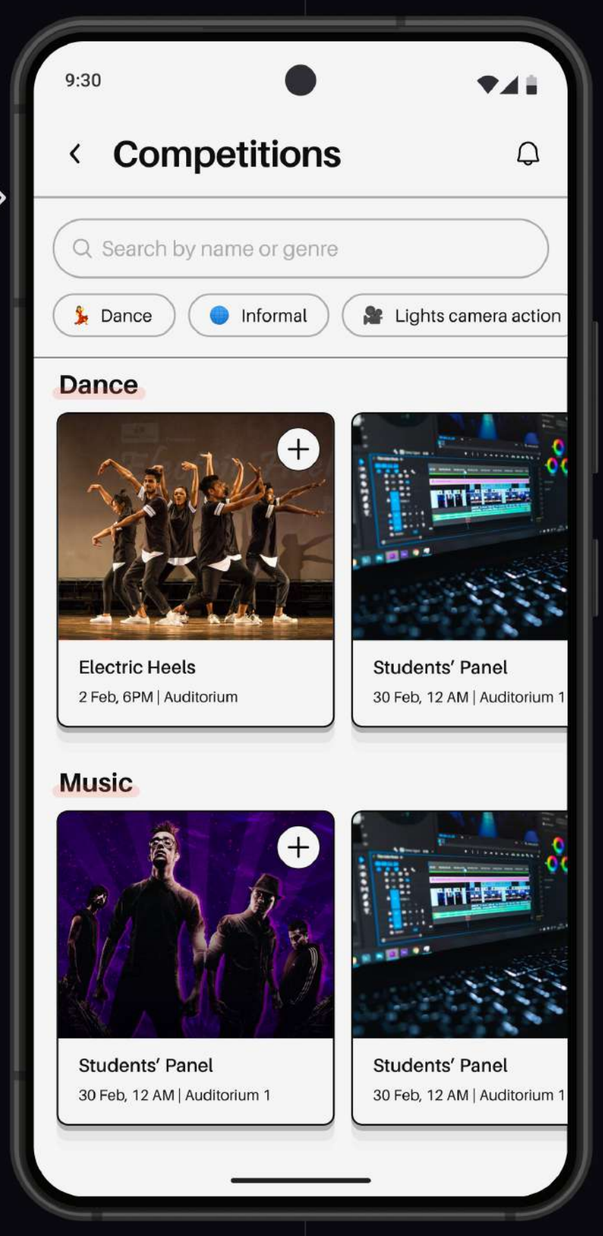


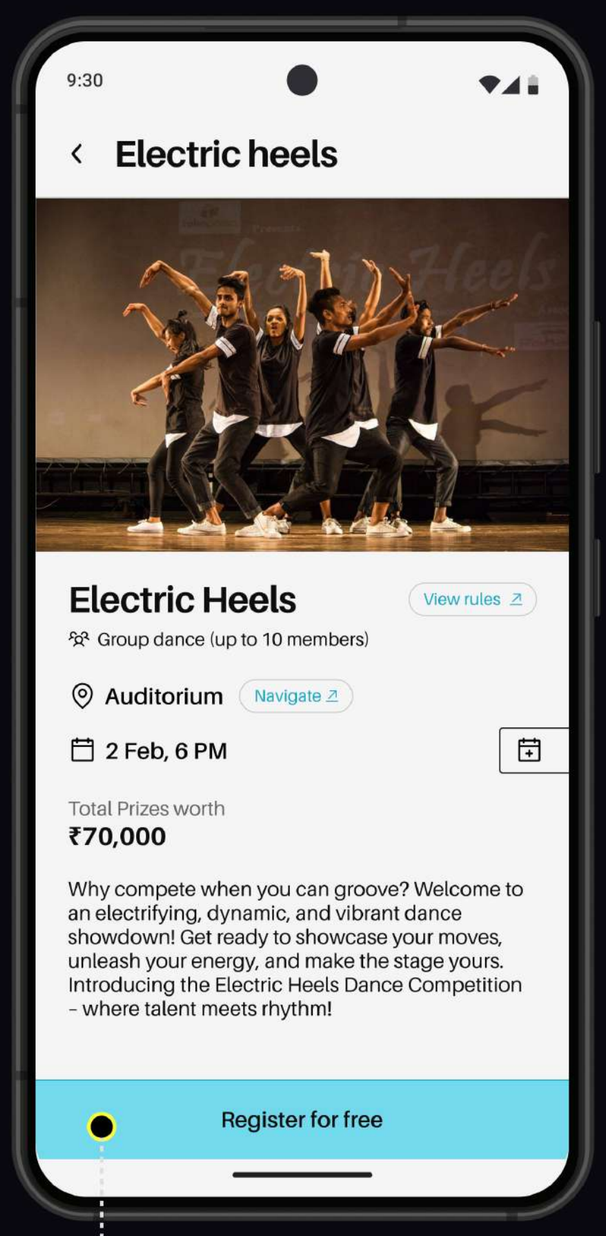

Kavi and his friends are excited to team up and participate in **Electric Heels**, a thrilling dance competition featured during Alcheringa.

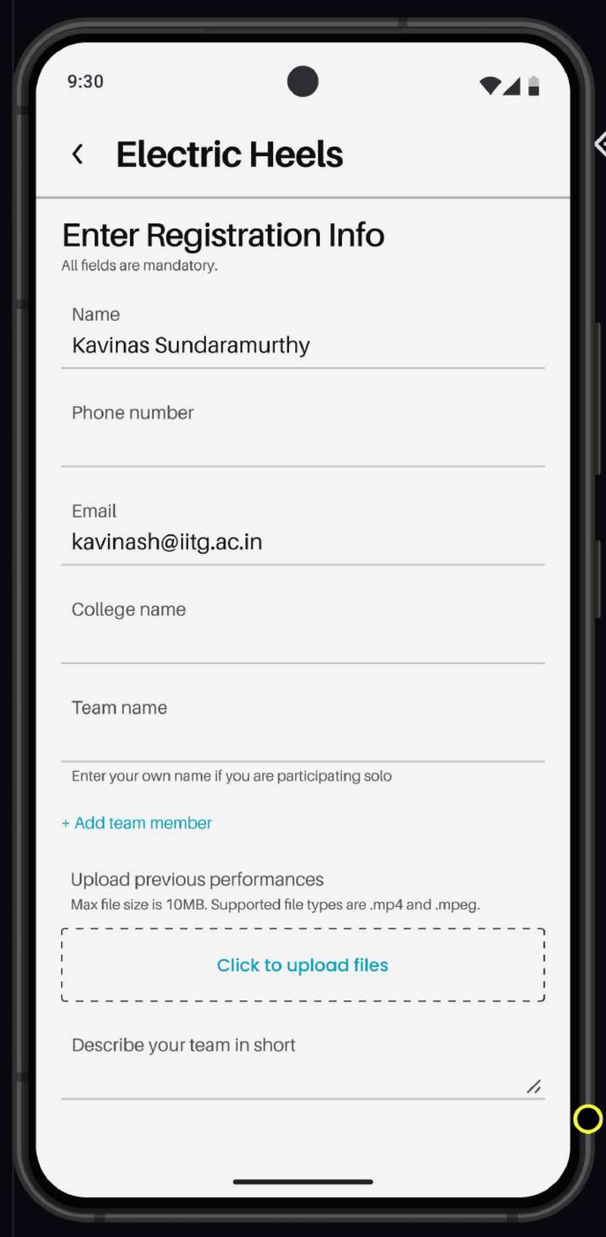
EXPLORE COMPETITIONS

## Kavi uses the search option to quickly find Electric Heels.

User details like name and email are automatically filled in when registering for a competition, but users can still change them if they wish.

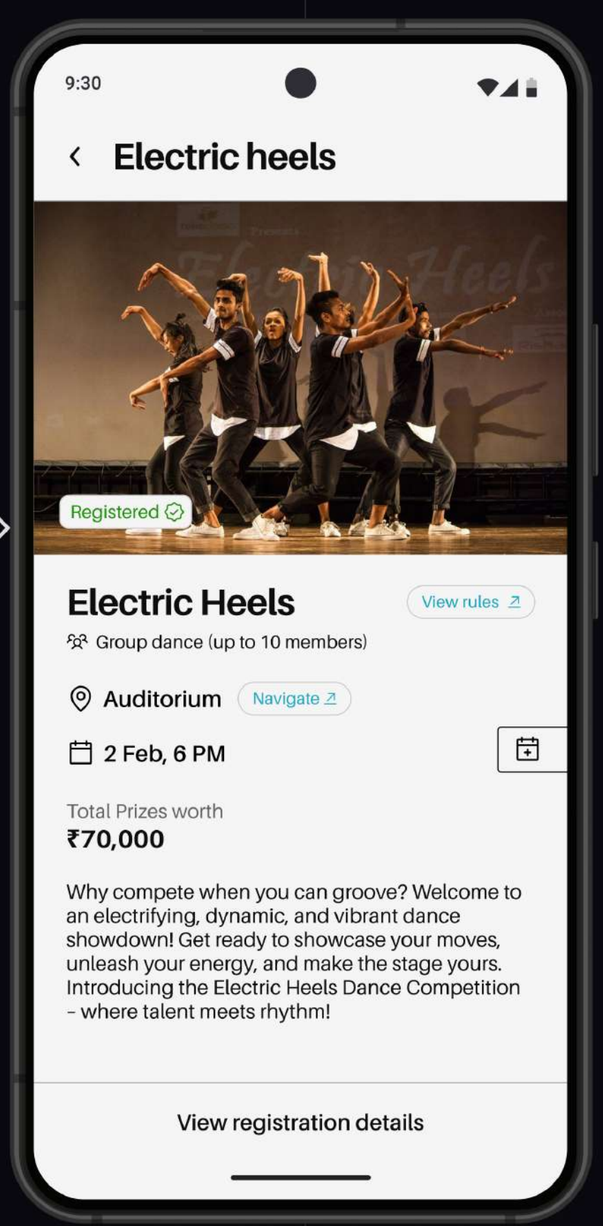


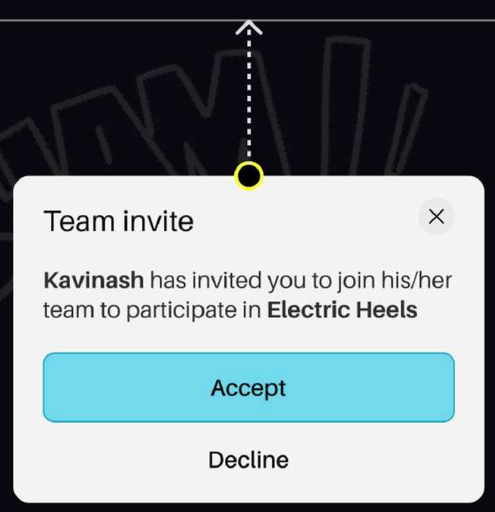




REGISTER & ADD TEAMMATES

## He enters the required info and adds his teammates to the list.



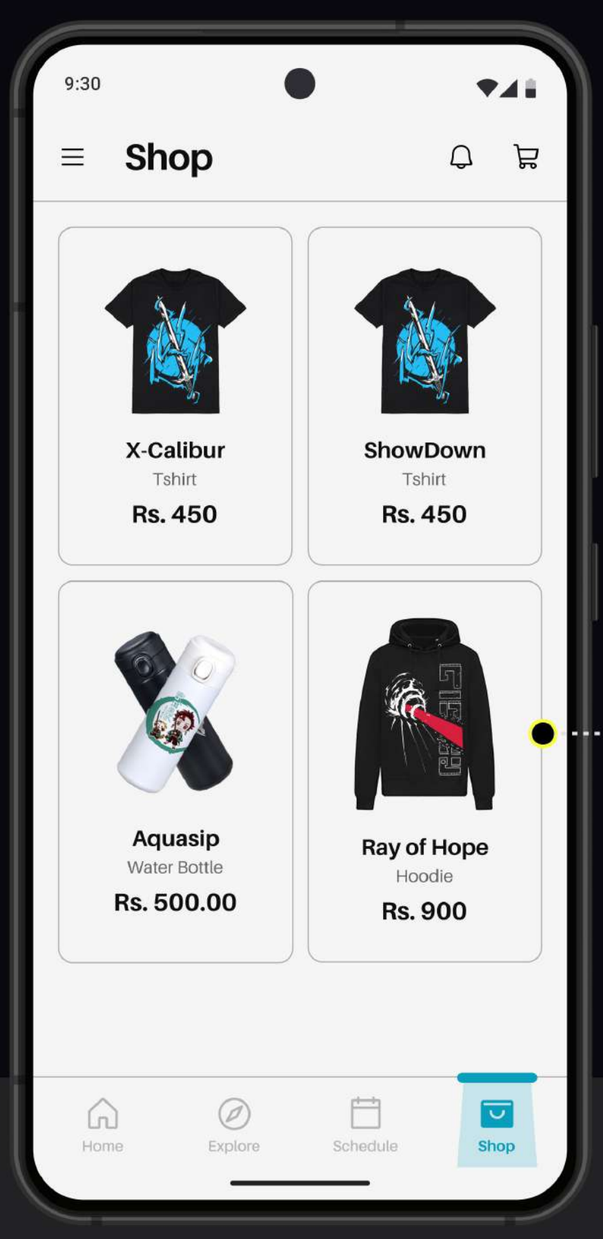

Users who are invited to a team receive a notification/modal within the app. They can then decide to accept or decline the invitation right away.



EXPLAINING THROUGH A SPECIFIC USE CASE

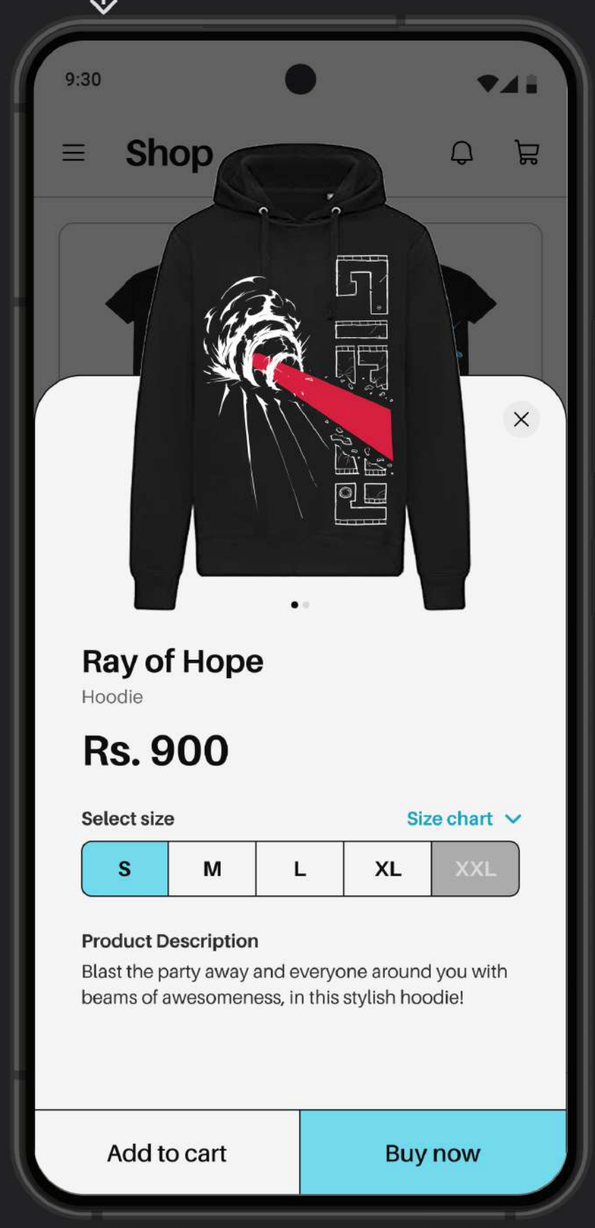
| 01 | ATTEND AN EVENT | 02 | COMPETITION REGISTRATION | 03 | PURCHASING MERCH |
|---|---|---|---|---|---|

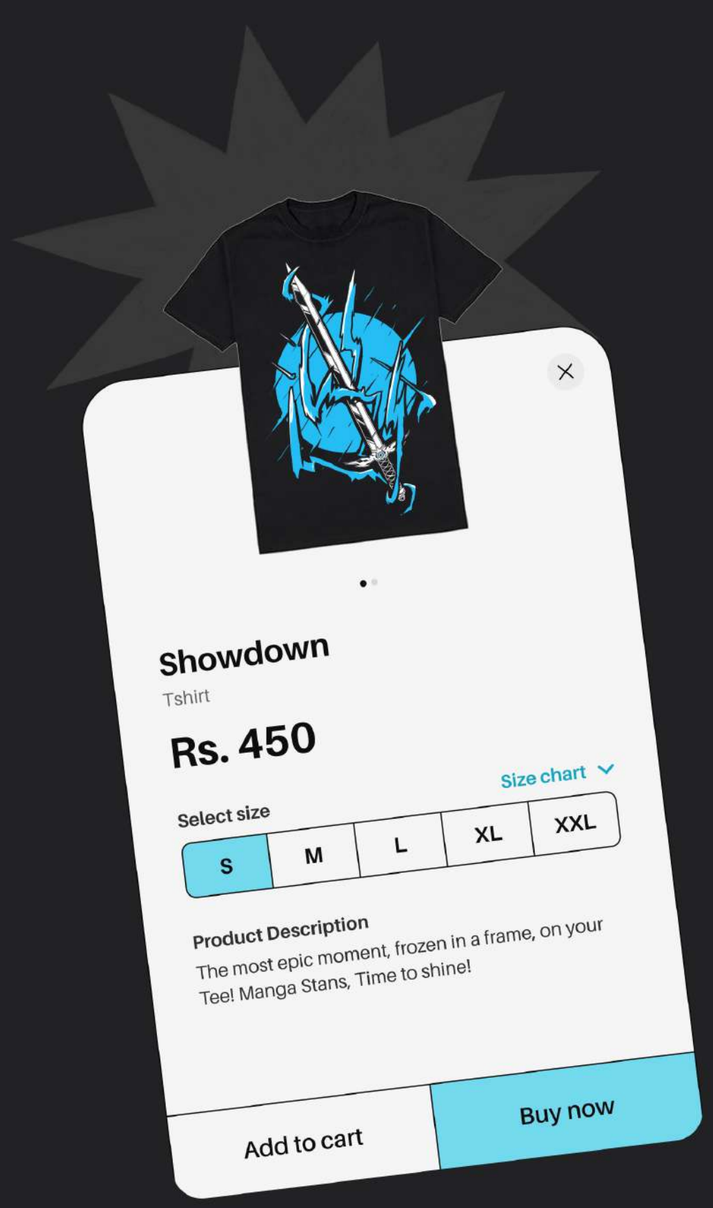
Kavi wants to buy merch for him and his friend Maya.

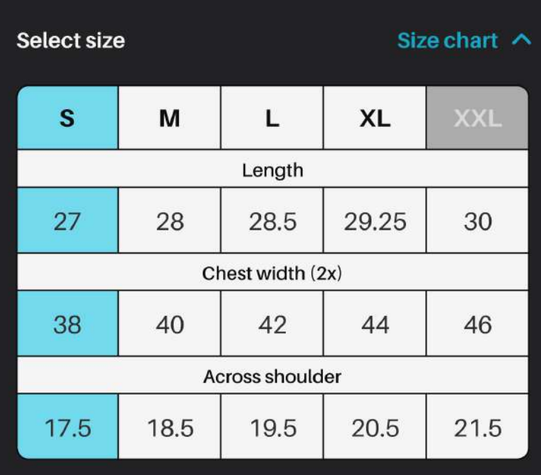



EXPLORING MERCH

Kavi taps a product card, revealing details like product description, size selection, adding to cart, or buying.



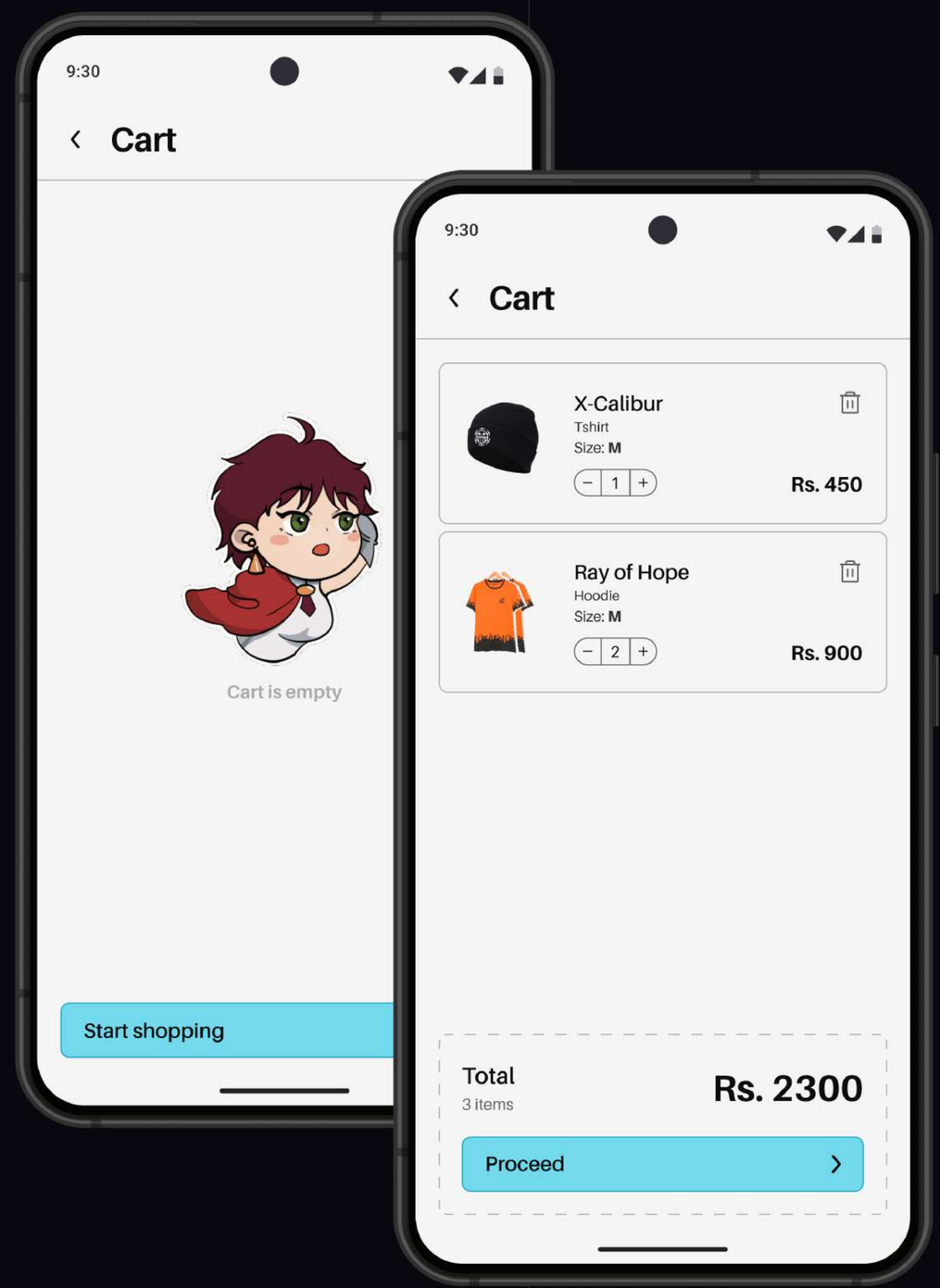






Users can choose their merch size more intuitively using the size chart accordion.

ADDING TO CART

# Kavi fills up his cart with items and moves on to a simple 3-step checkout process.




Users can easily adjust the quantity of merchandise they need in the product card inside cart.

## 1. ENTER DETAILS

9:30

Checkout

Add address

Name

Kavinas Sundaramurthy

Phone number

+ Add alternate phone number

House no. /Building Name

Road name, Area, Colony

Landmark (optional)

City

State

Pincode

Proceed

## 2. REVIEW SUMMARY

9:30

Checkout

Order Summary

Deliver to

Kavinas Sundaramurthy

F-114, Brahmaputra Hostel IIT Guwahati, Amingaon, North Guwahati, Assam - 781039

Ph.no: 9360831338

Items

X-Calibur
Tshirt - Size M
1 item
Rs. 500

Ray of Hope
Hoodie - Size M
2 items
Rs. 1800

| | |
|---|---|
| Price (3 items) | Rs. 2300 |
| Shipping Charges | Rs. 120 |
| Total Amount | Rs. 2420 |

Go to payment

## 3. MAKE PAYMENT

9:30

Checkout

Payment

Redirecting to Payment Platform...

## ORDER PLACED

9:30

Order confirmed!

Our team will contact you regarding further details of your order.

View order details

Continue shopping