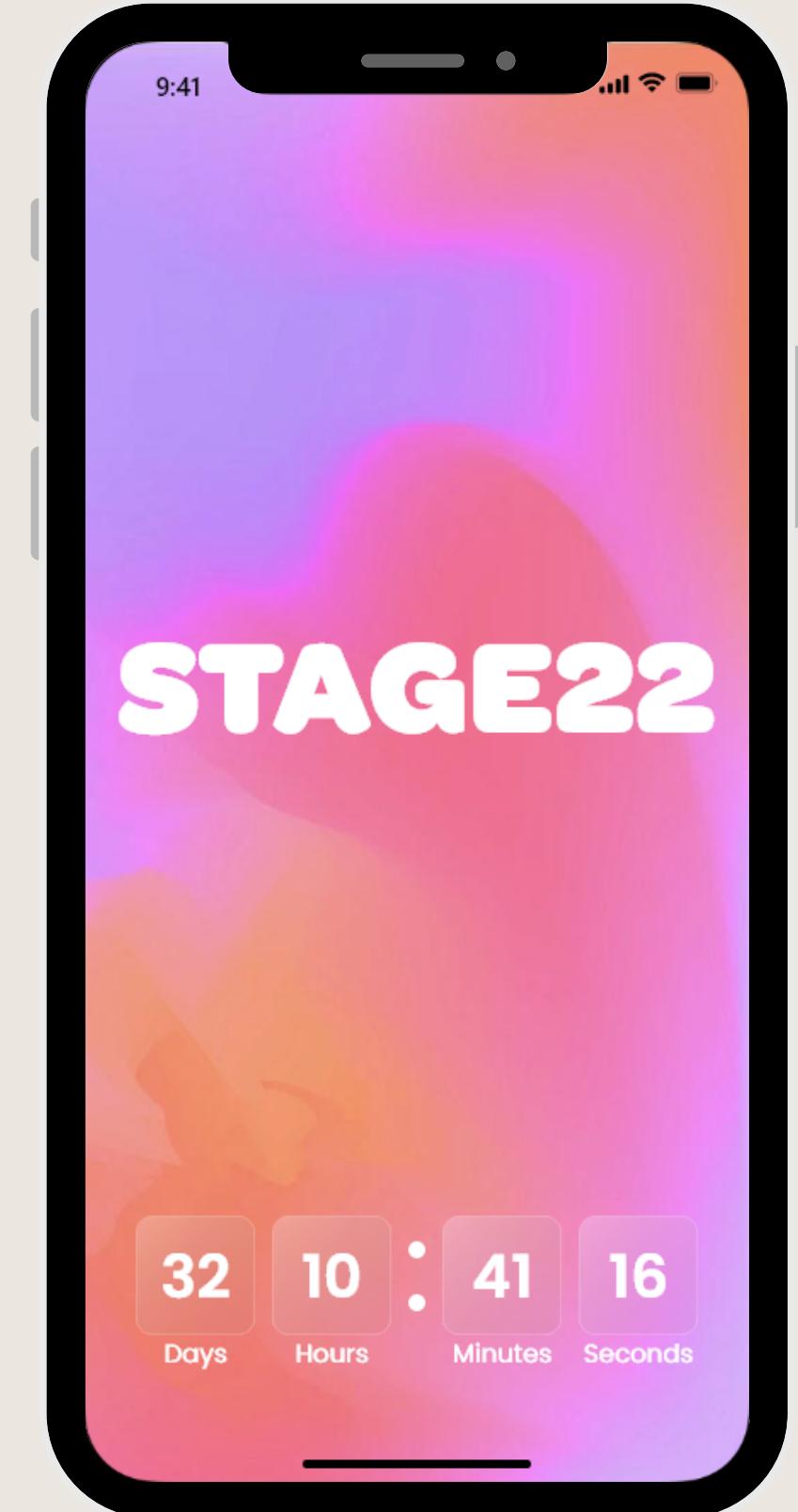


# Stage22

The best of music and experience in the heart of Boston

Olivia Boeglin & Biswash Bhattacharai



# Boston Common



# Problem

- Lack of information
- Overwhelming

# Hypothesis

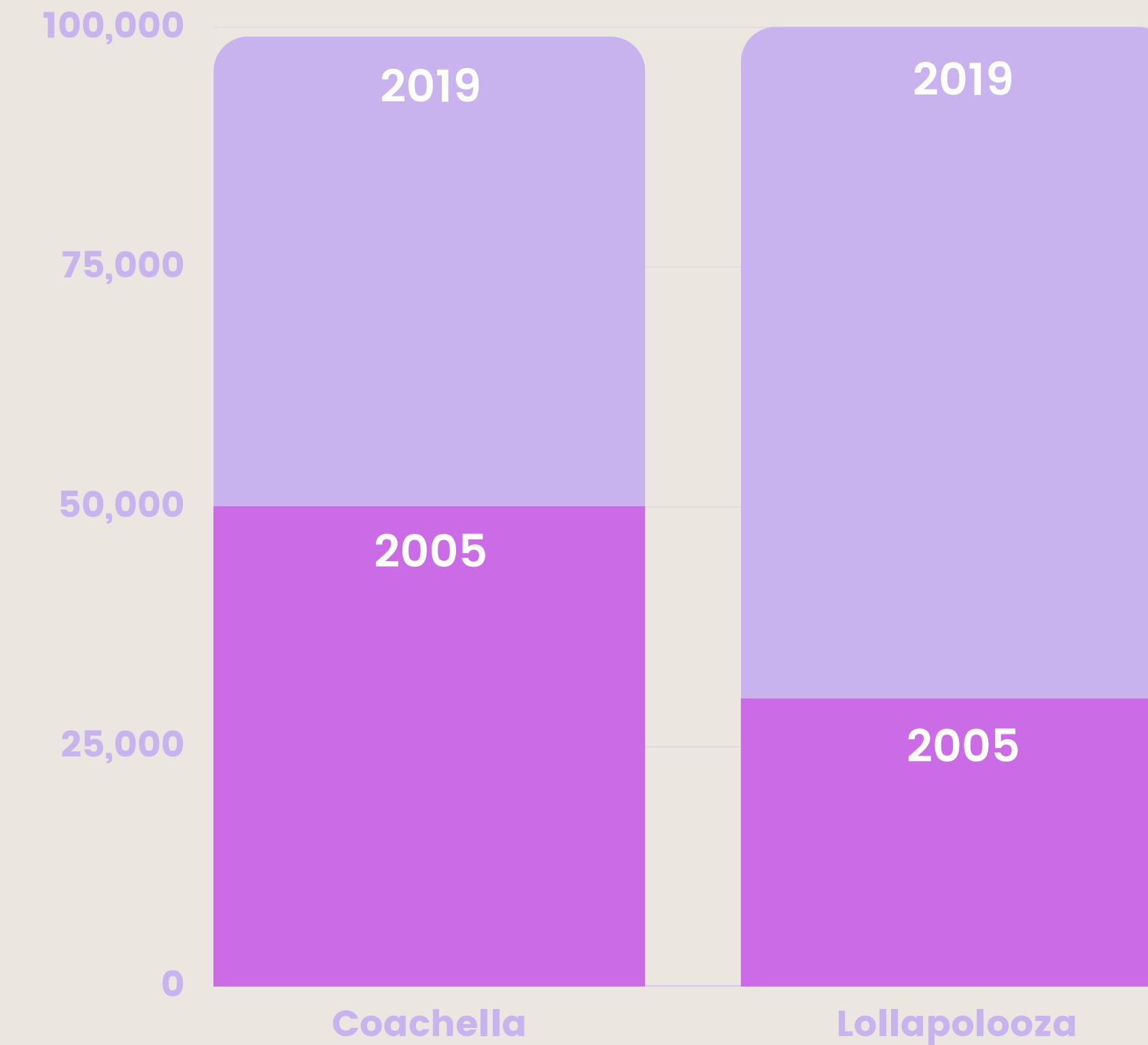
- Trip planning
- Event navigation

# Why?

- Music festival growth



# Music Festival Daily Attendance

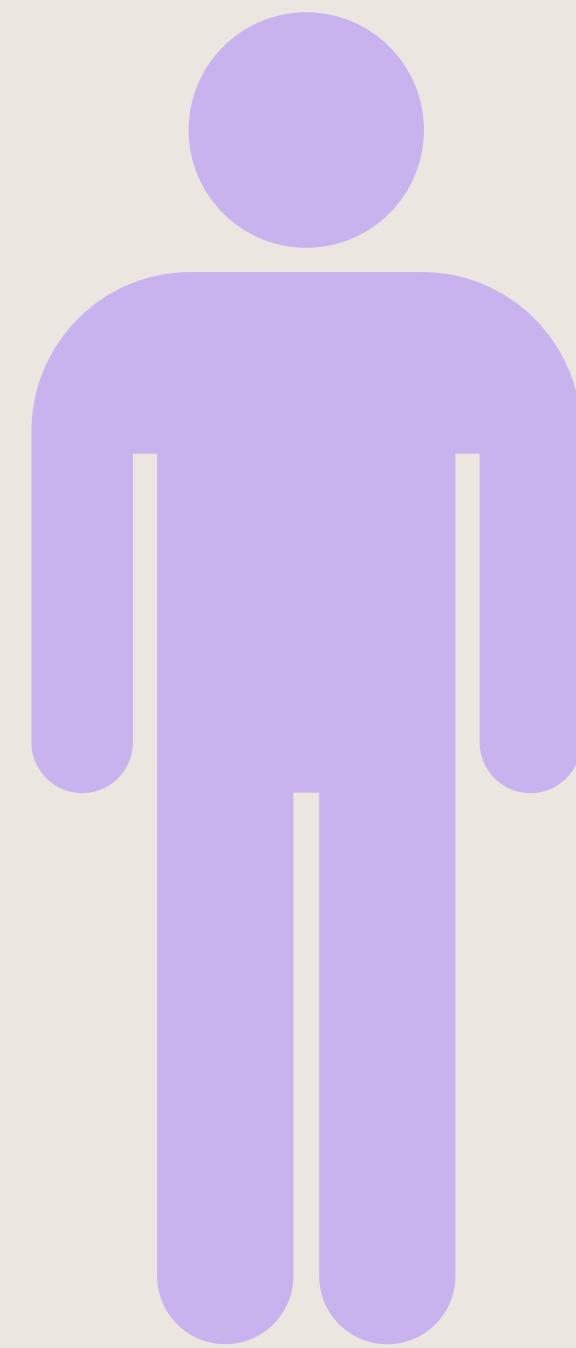




# Business Opportunities

- Businesses
- Hotels
- Restaurants
- Promote products and services
- Attract new customers

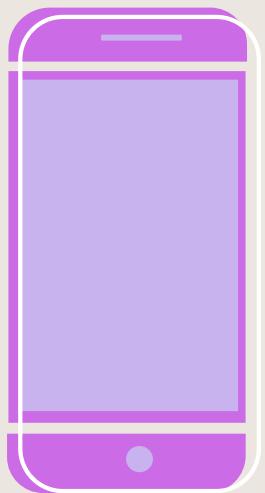
# Concept - Target Market



Ages: 18-29



# Concept - Touchpoints



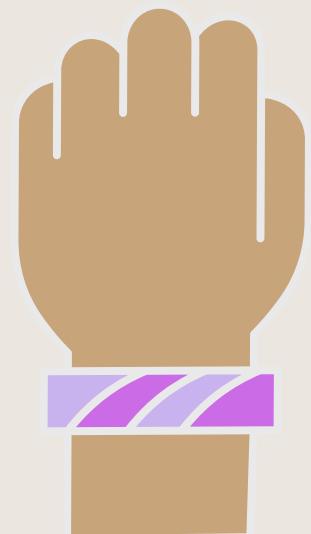
Mobile  
App



Website



Music  
Festival

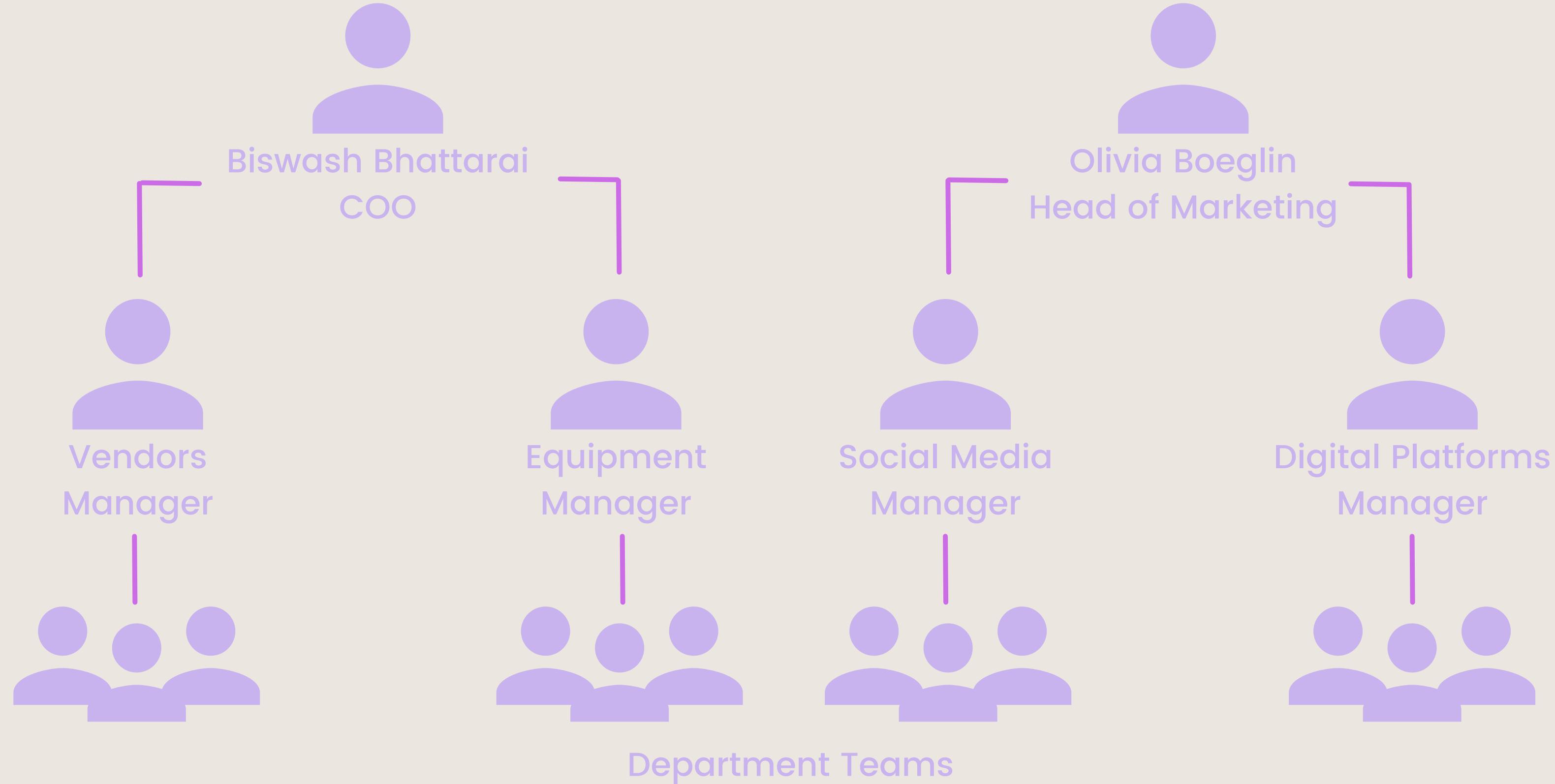


Wristband



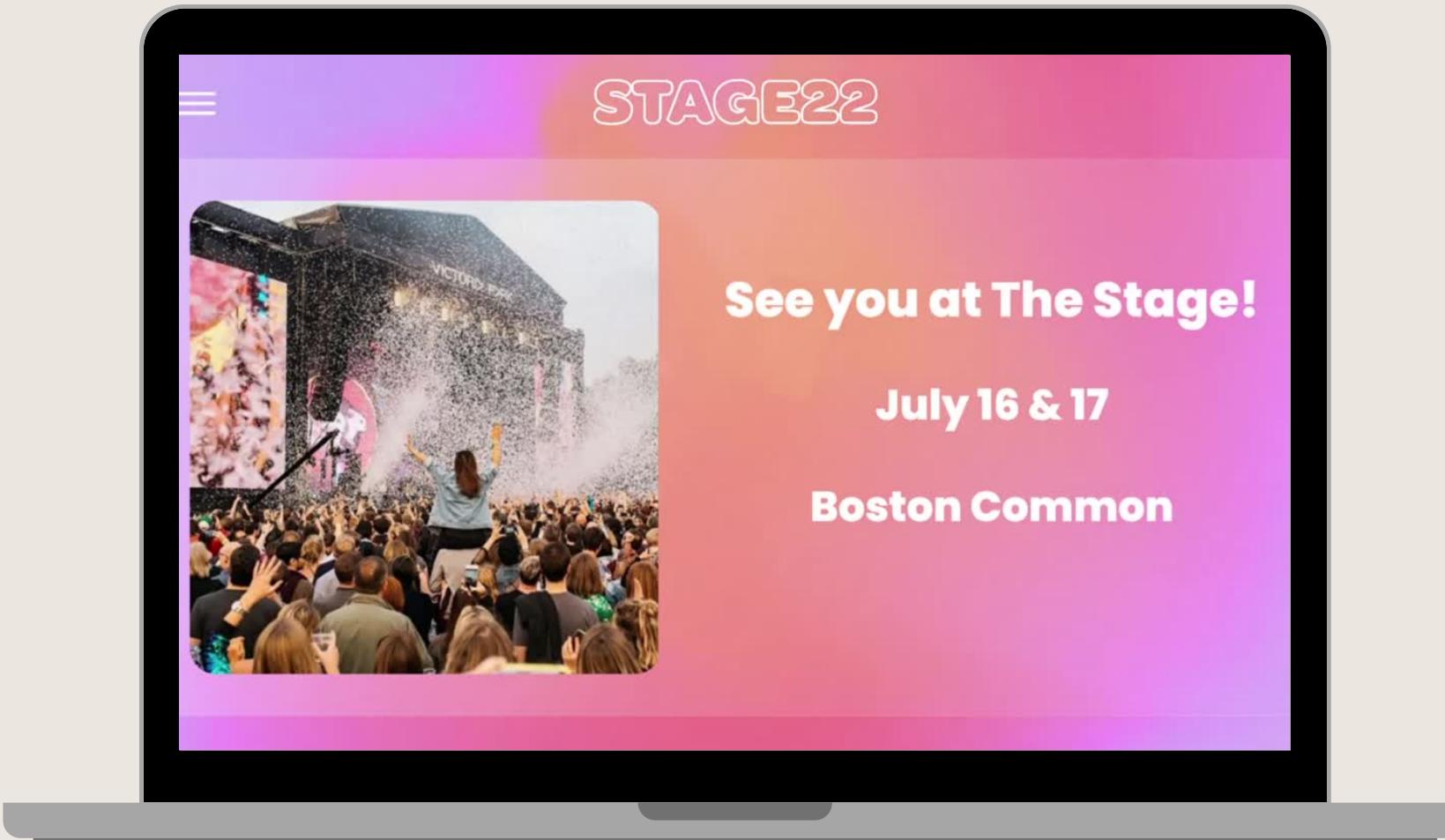
Social Media

# Concept - Organizational Structure



# Design - Key Moments

## Website Landing Page

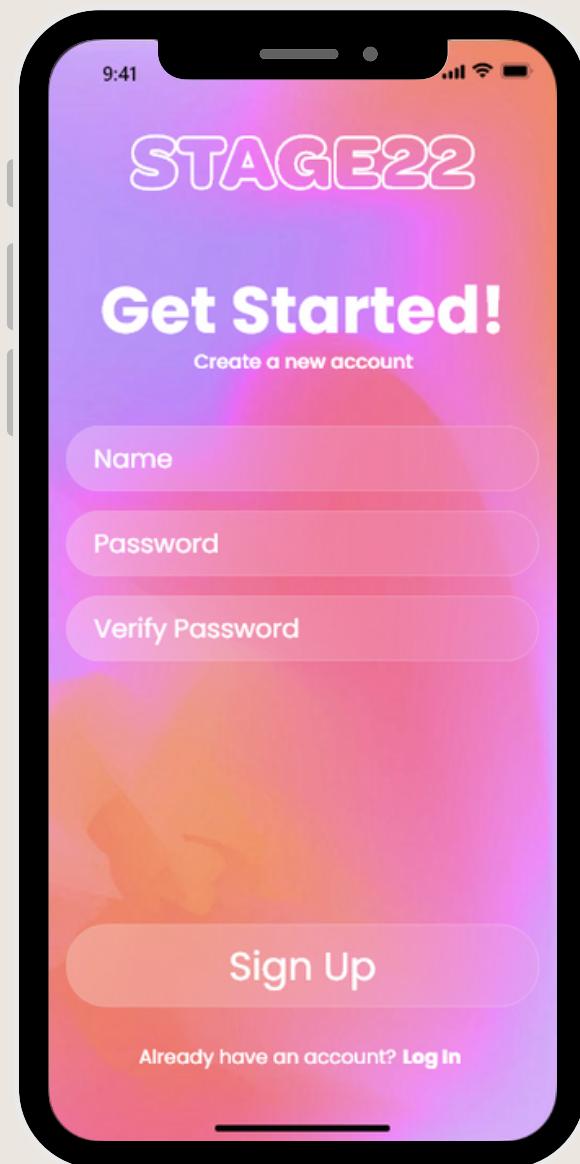


- Artists
- Food & drink
- Lounges & bars
- VIP & Platinum experiences

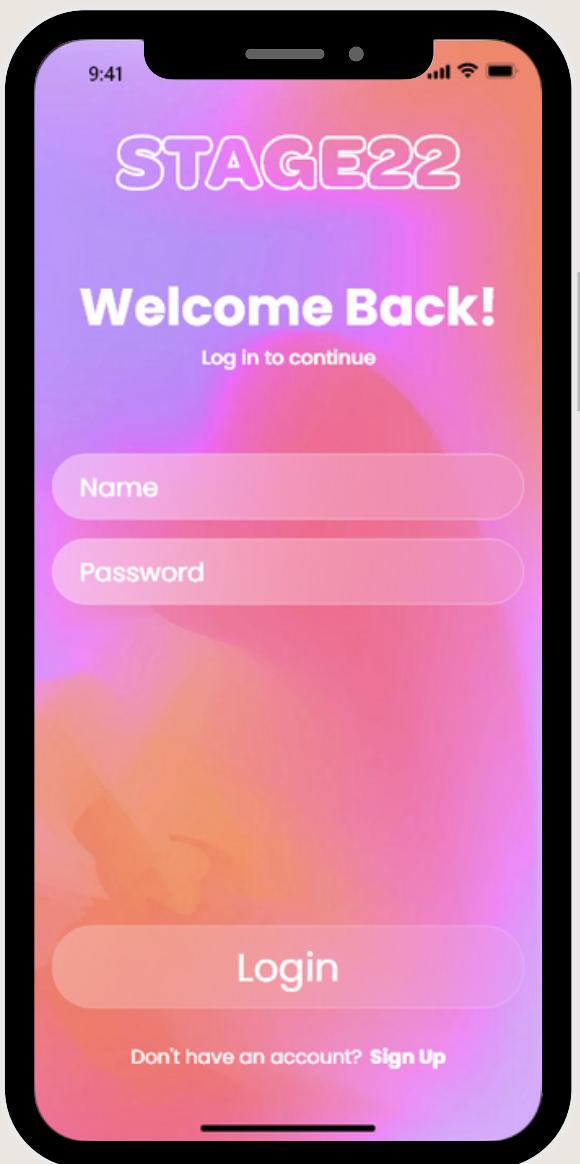
# Design - Key Moments

First-time user experience

Countdown



Sign Up



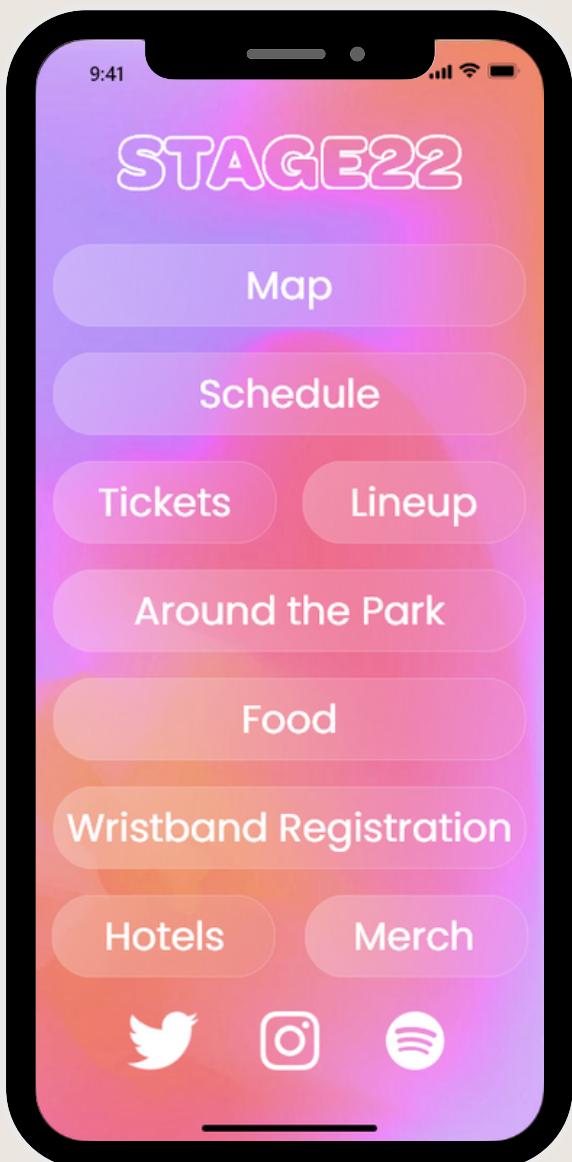
Login



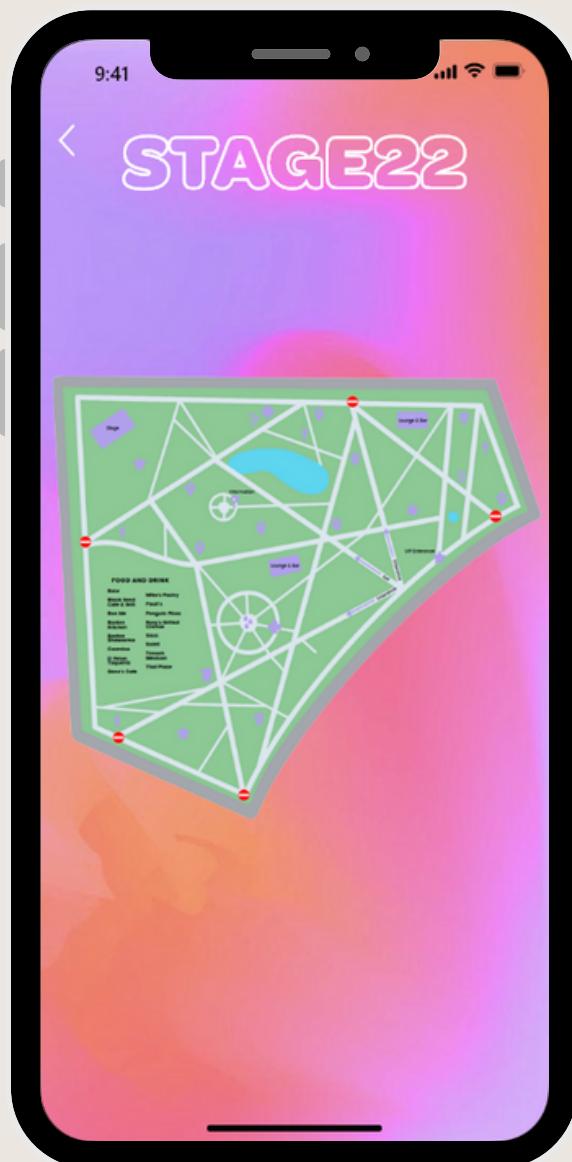
# Design - Key Moments

Features

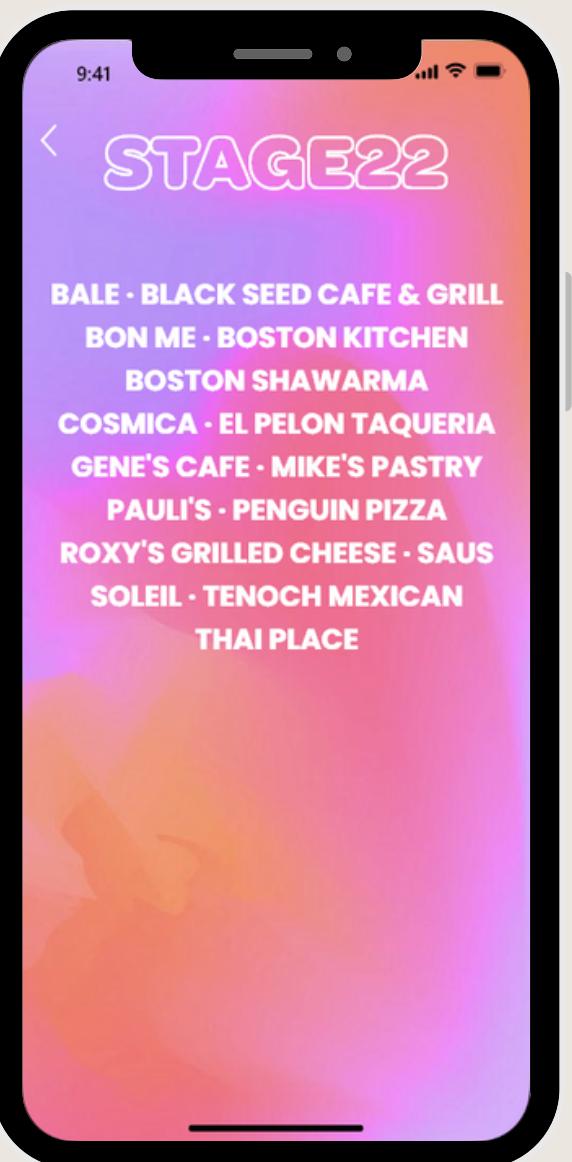
Menu



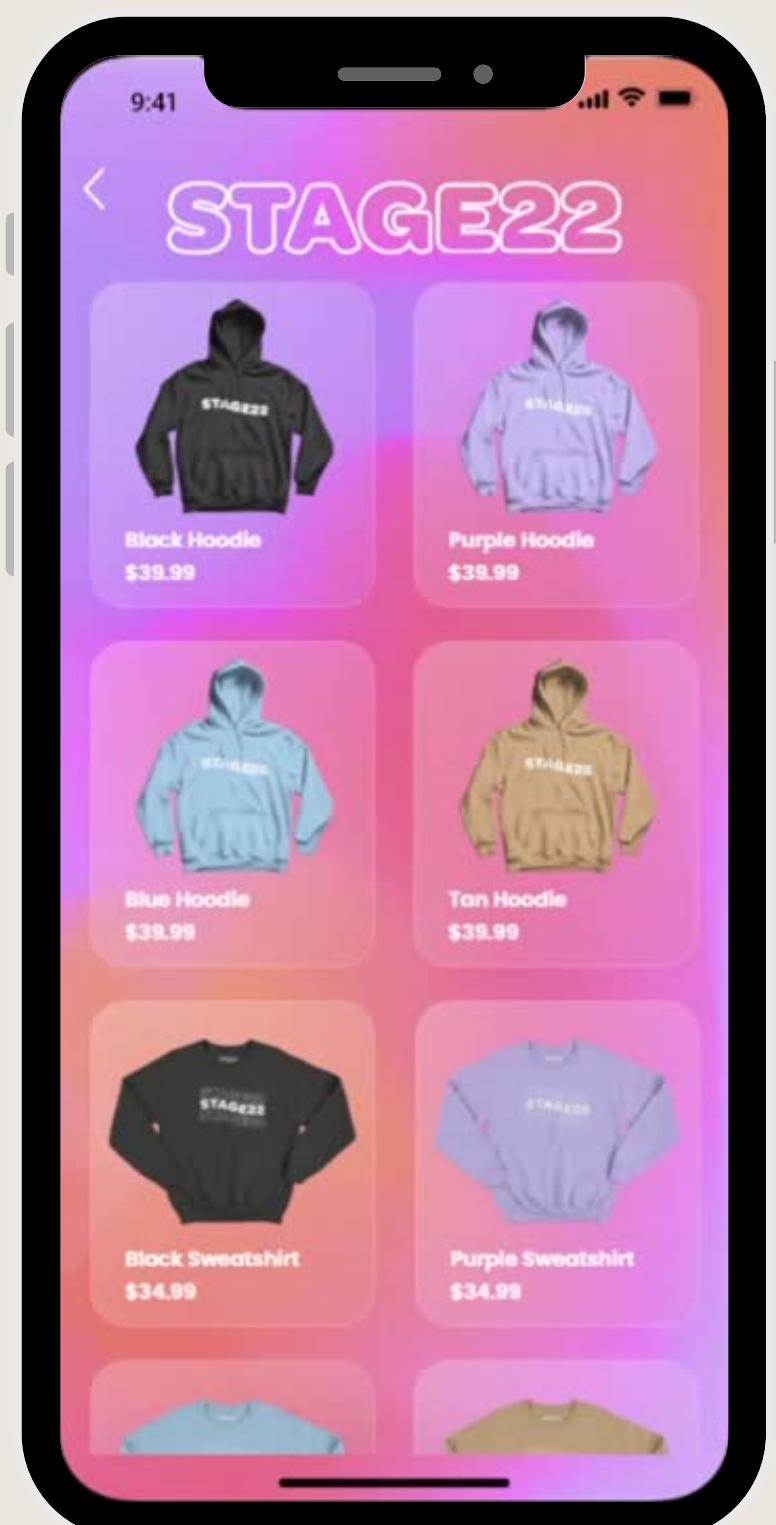
Map



Food



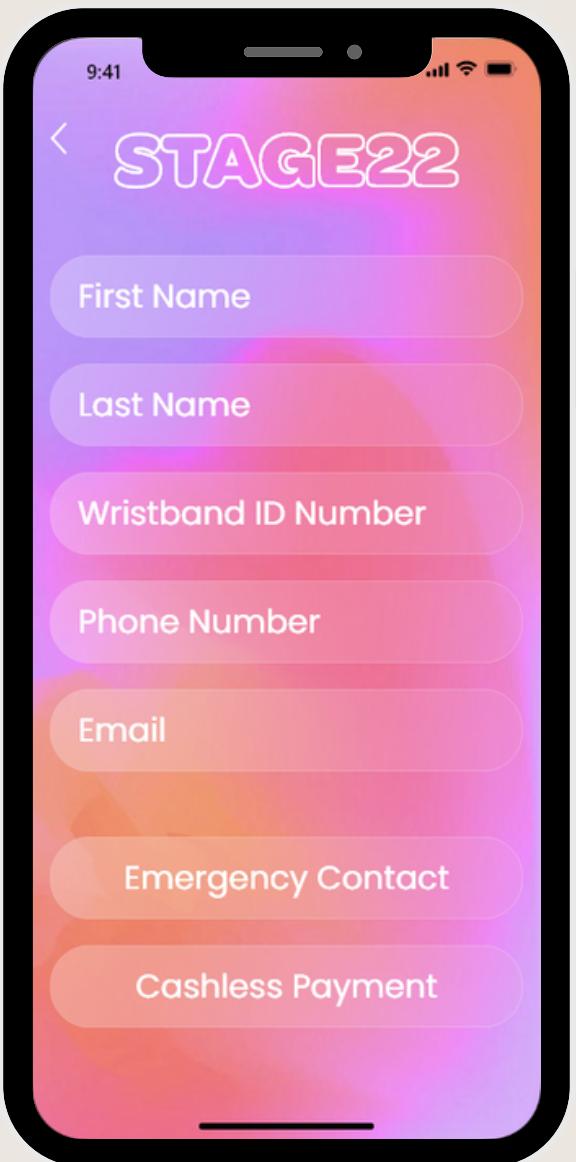
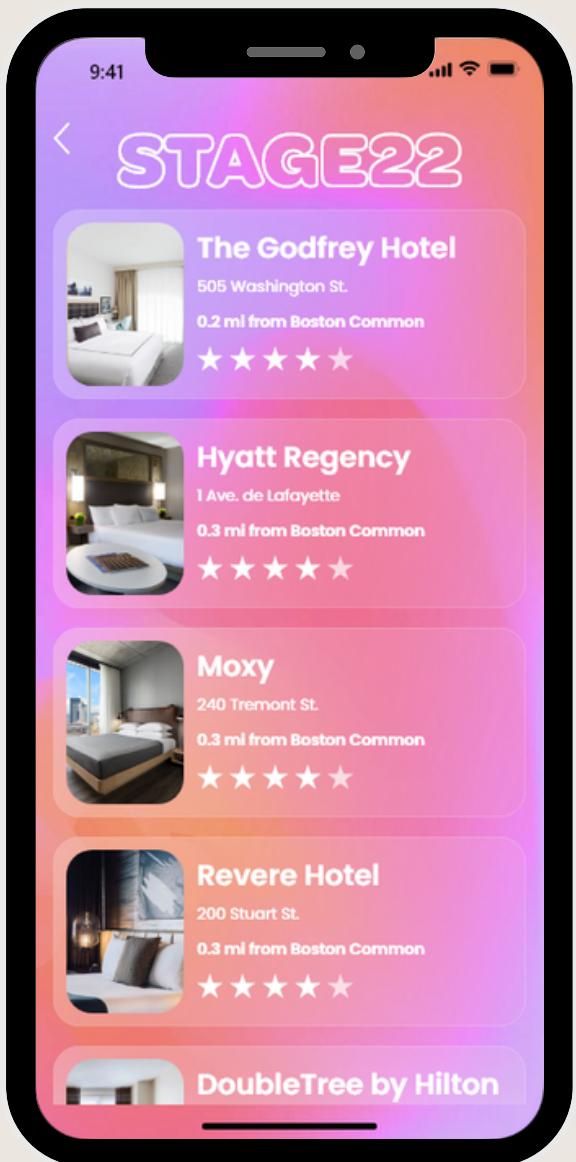
Merchandise



# Design - Key Moments

Planning

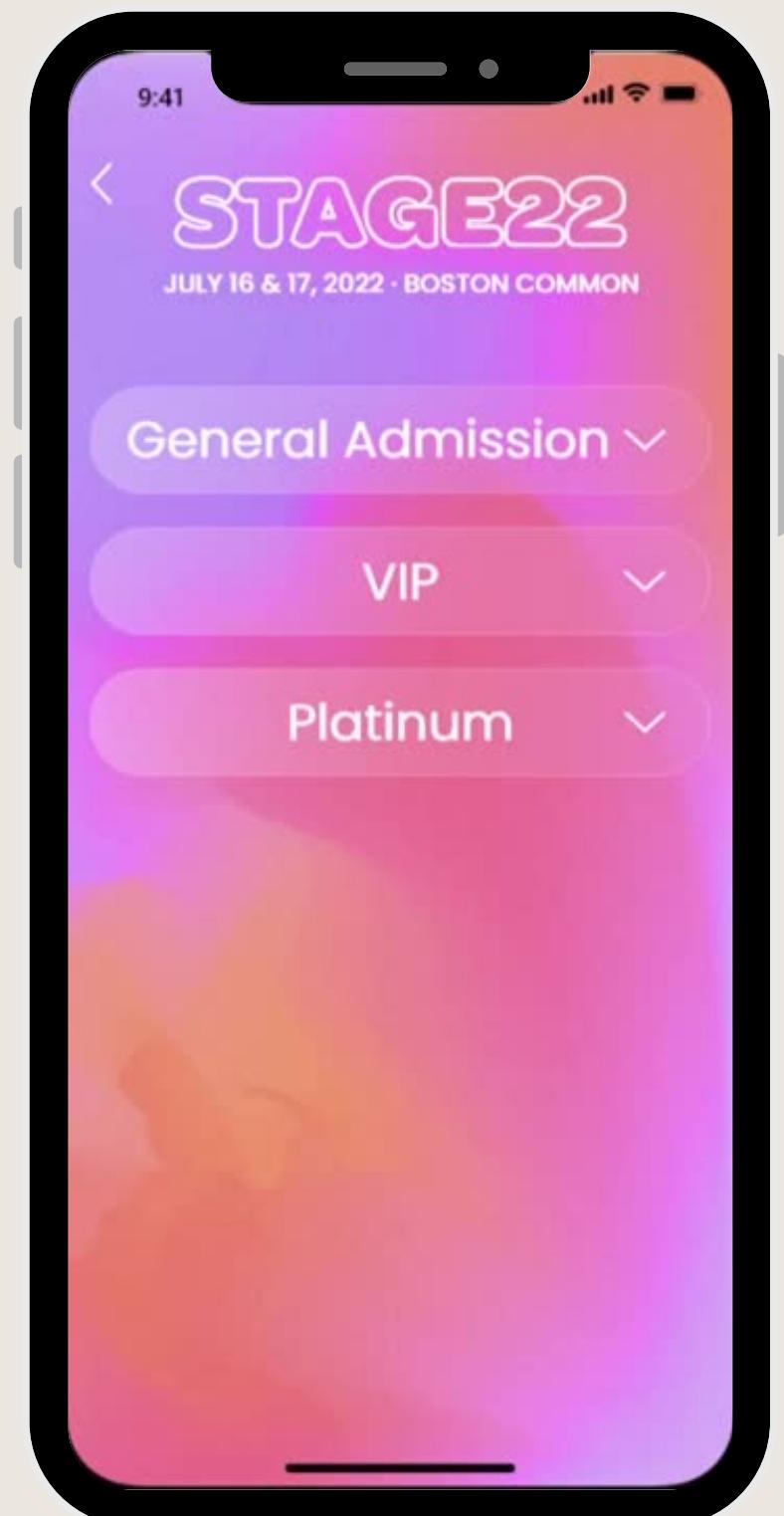
Hotels



- Wristband registration
- Emergency contacts
- Cashless payment

Apple Pay   G Pay

Tickets



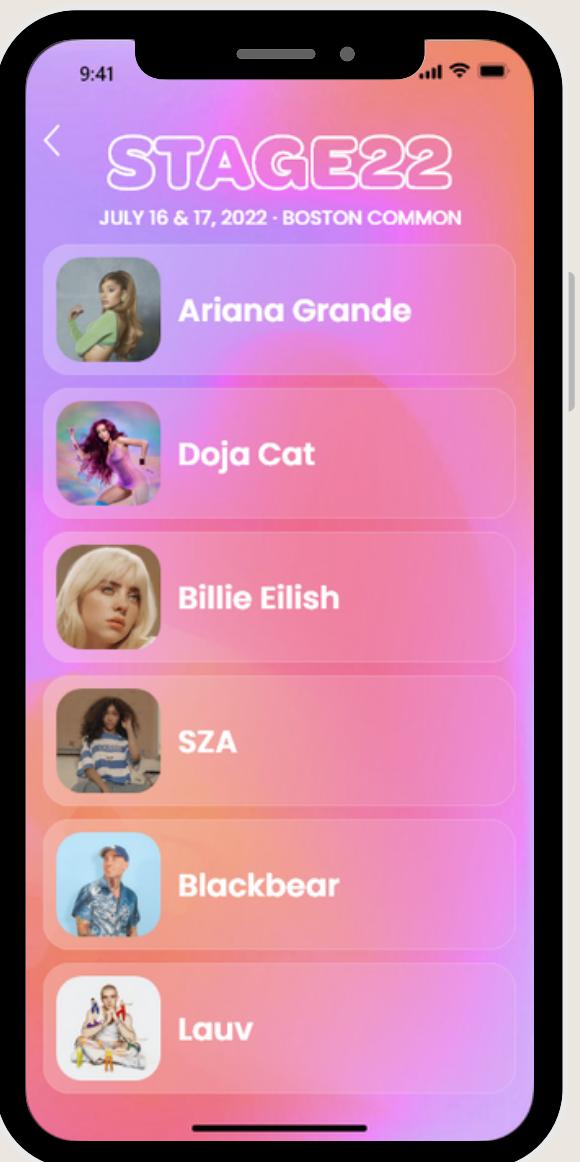
# Design - Key Moments

## Notifications

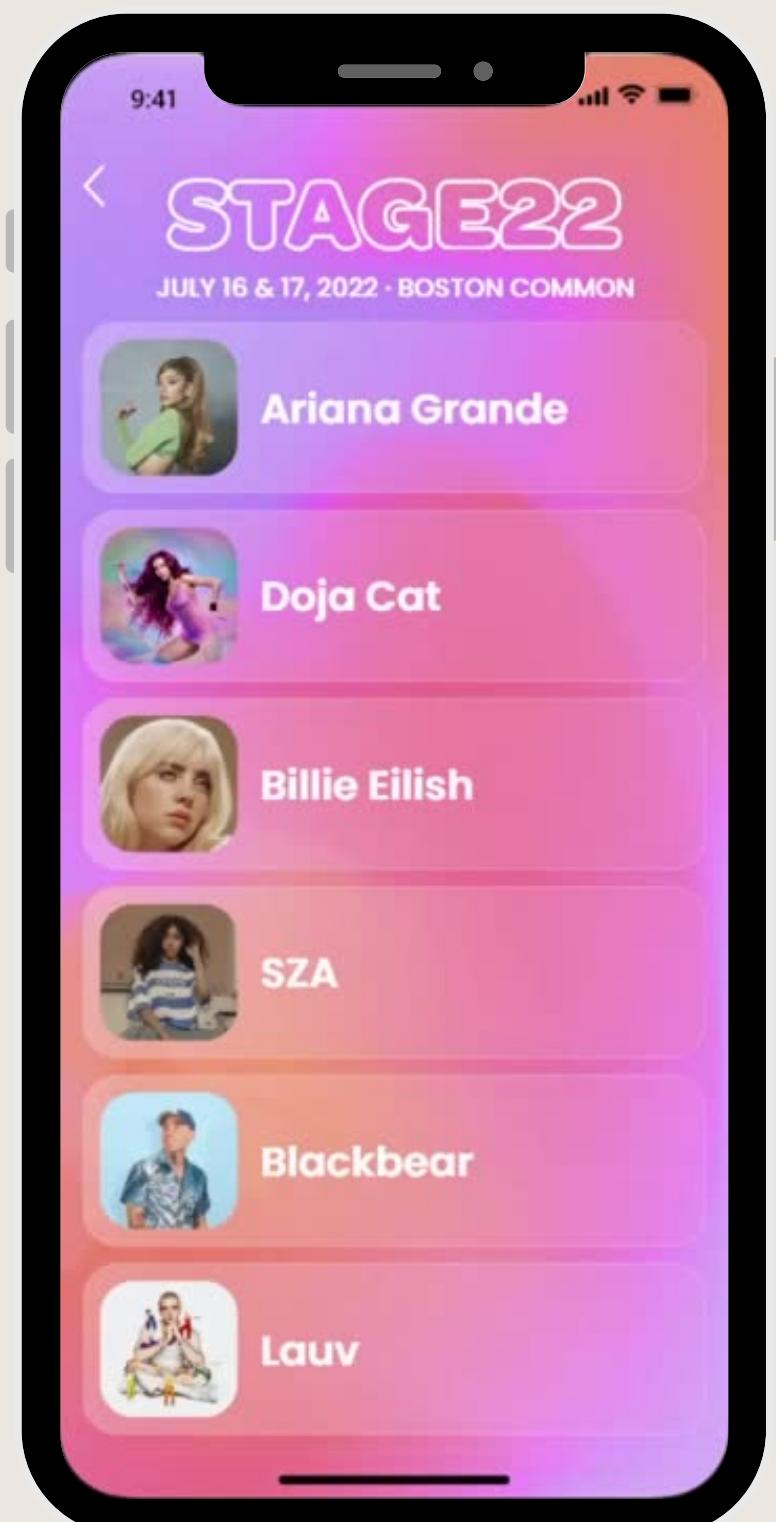
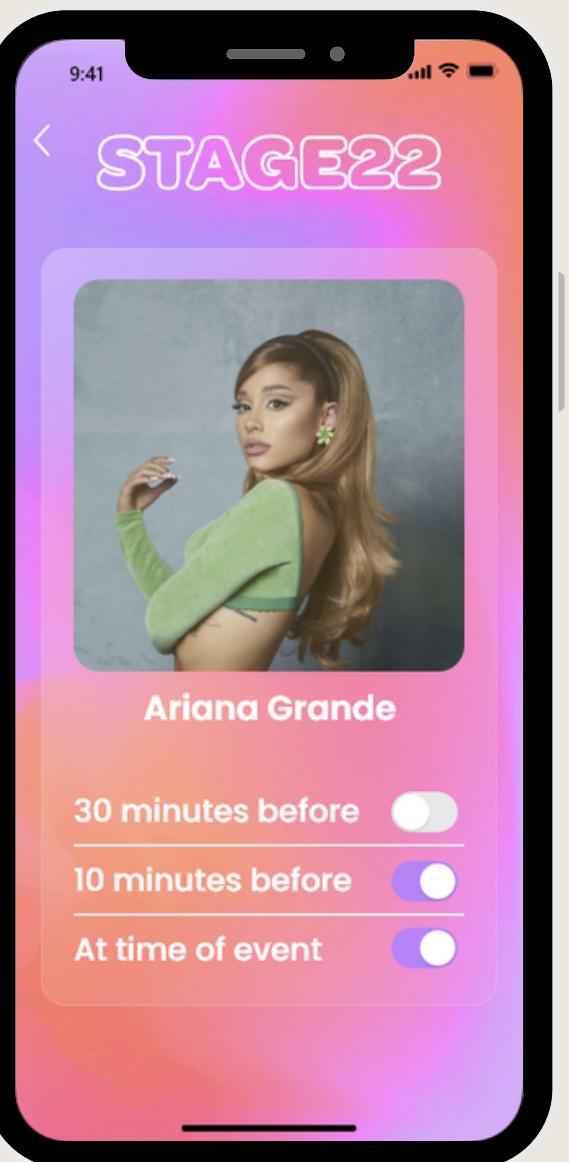
### Schedule



### Lineup



### Notifications



# Design - Key Moments

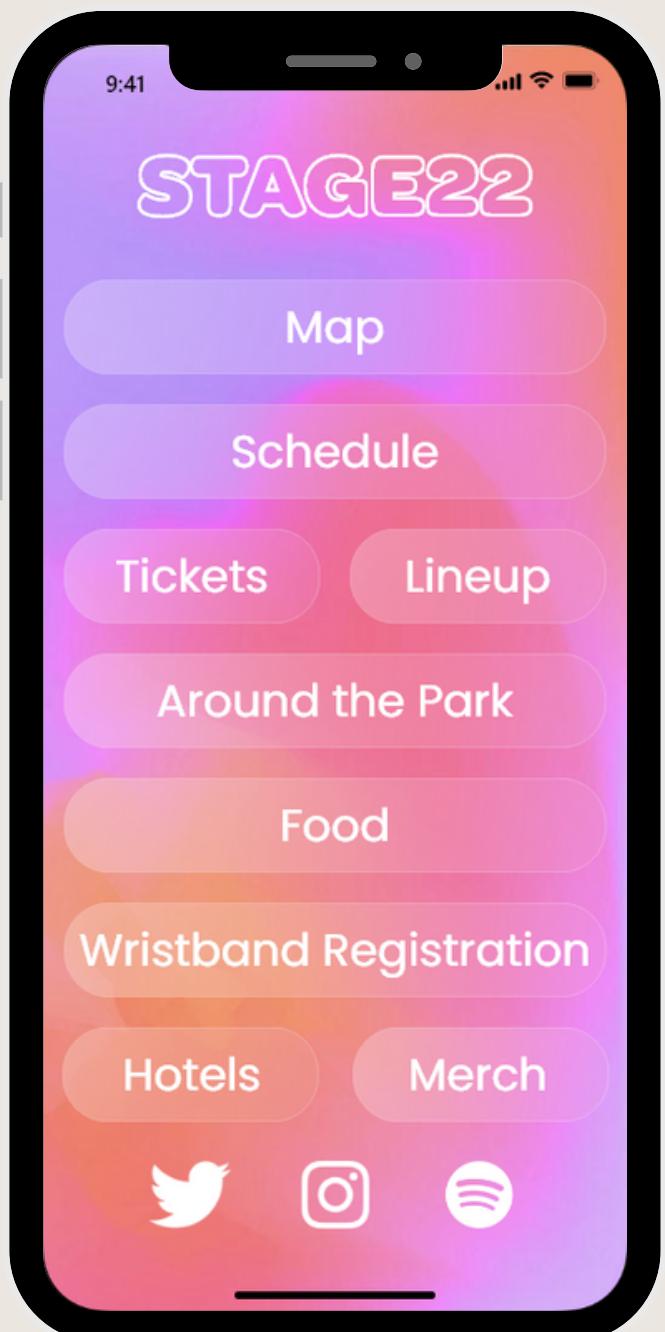
## Social Media

### Instagram Post



Social Media

# Summary



## Visual System

- Bold typography
- Gradients
- Glassmorphism

## Values

- Information
- Interaction
- User experience

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