

Final Draft
Zijlweg 7 1234
AA Haarlem

To:
Inholland University of Applied Sciences,
Bijdorplaan 15
2015 CE Haarlem

Re: **The Festival / Request for Proposal (RfP) / Assignment 3**
Our reference: HA/240817-4

Dear Sir/Madam

As we are about to finalize assignment 2 (The overview page of The Festival and the subsequent (detail) pages for the individual events per champion, we have but one final assignment for the teams to provide a solution for: the options to build a personal program and to buy tickets and make reservations for individual events. This also means that we want a clear proposal on the flow and interaction related to this assignment.

A personal program

The idea for a personal program came to us because we noticed that most visitor like to visit The Festival accompanied with family or in a group. Having the opportunity to create a personal program (like a wish list) over several days (weeks) and sharing that with others seemed a logical step to get more persons interested in the offering and therefore boosting sales.

Tickets and reservations

The personal program can also be used as a shopping list to buy tickets to events or make reservations. As long as tickets are available for your selected choices you can convert your program (or parts of it) to an order making it possible to buy your tickets for intended events.

We believe in a design that offers the customers good information on the separate events and offerings. We are challenging you to create a fitting flow, with minimal effort, based on this believe. Call it customer friendly. We are also passionate about privacy and have the conviction that personal information is personal for a reason. So, if you plan to ask for specific personal information from our customers you need to inform them of the why and the eventual benefits. Our clients can then decide on how, and under which conditions, they want to continue with a booking.

The culmination of this 3-part assignment should result in one FIGMA file. These Festival pages offer information on the different events and having the option to build a personal program, make reservations and/or buy tickets.

We are looking very much forward to seeing 'the fruits of your labors' in January.
Again, if you have any questions, reach out to us through your teachers. Until then, wishing you lots of inspiration

Team Final Draft.

Part of Assignment 3: Testing for usability.

Checking your assumption with an intended user.

An important part in designing and creating user interfaces is the matter of testing your designs with actual users. As stated earlier in this course, one way to do that is to create clear task related scenarios that a test person must complete. The test person should be able to complete these tasks themselves without any assistance from the designer or the team. For that reason, the final FIGMA should support specific user scenarios simulating specific user tasks in specific events. A separate FIGMA-flow should illustrate the actual payment process.

The tasks requested in the usability test should be clear and should be, when performed step by step, testable in FIGMA (for the final assessment, January 2025). Note that there are event tasks to add tickets or reservations to the program (individual and group) and that there is one scenario to order the tickets from the program!

Creating the right flow to support these tasks is of course very important. Your test person will look/scan for recognizable elements in your design (descriptive text, relevant functionality, buttons, etc.) to complete the task. Needless to say, the design should at least visually support 'options' to choose from. (Offering a 'one button solution' ('Click here to complete scenario x!') is not allowed.

The time allocated for this final assignment is three weeks where two weeks are before the Season's holiday and one week is after these festivities. To help you in finding out the right flow(s) we will first do a usability test as a paper prototype with actual Figma screens from your designs. In this way you can already walk through and test the flow and find possible problem areas or unclear elements to improve. After that you build the interactivity in your FIGMA file.

The usability tasks* for adding events to a program:

Below you can find the tasks for every event that should be supported in Figma. Please note that the starting point for all of these tasks (except the Magic@Teylers) is the general Festival page (so not the event page!)

1/ Tasks for 'Haarlem Jazz'

As a lover of music, you want to see what this event has to offer:

Task 1:

Answer the following question:

"Which bands will be performing on Saturday and at what time?"

Task 2:

You want to attend the event on Saturday. Book two tickets for Gare du Nord, 1 ticket for Soul Six and 1 ticket for The Nordanians.

**Add your reservation to your personal program and
show the personal programs current content**

2/ Tasks for 'YUMMY'

The Yummy food program offers a lot of tasteful choices. Let's see what is had to offer.

Task 1:

Answer the following question:

'Which restaurant(s) offer 'French' cuisine, according to their description?'

Task 2:

Book a table on Saturday for four (two adults + two children) in the restaurant offering "French" cuisine which is closest to the Patronaat for the second session. Indicate that you are allergic to shellfish.

Add your reservation to your personal program and show the personal programs current content.

3/ Tasks for 'DANCE!'

This is a great opportunity to experience the best dance acts around. So, let's check it out

Task 1:

Answer the following question:

Question 1: 'When and where is Hardwell performing at the Festival'

Task 2:

You want to visit the 'Caprera Openluchttheater' session on Saturday. You also absolutely want to see Armin van Buuren and Hardwell on Sunday.

Find the best tickets for this plan.

Add your reservation to your personal program and show the personal programs current content

4/ Tasks for 'A stroll through History'

Historic Haarlem is a real throwback in time. Let's look at what they have to the offer.

Task 1:

Answer the following question:

'Which locations are you visiting during this event?'

Task 2:

You want to do the walk on Saturday at 13:00, with the tour in English.
Book the cheapest option for a walk for four people.

Add your reservation to your personal program and show the personal programs current content.

5/ Tasks for 'Magic@Teylers' (mobile event for Children)

A great interactive, self-exploring, event for the kids.

(We assume for this scenario that you already downloaded the app and are at Teylers Museum)

Task 1:

Answer the following question:

Question 1: Looking at the information provided by the app.

How can you use this app to discover 'The secret of Professor Teyler'?

Task 2:

Complete the tasks associated with scenario 2 'The Egg Problem' and claim your reward!

A test facilitator should play the role of Dr. Feathers to help your user during this test. (for example: by telling a vivid story about the wonderful qualities of eggs!)

Note that you cannot order tickets for this event

6/ Tasks for 'Stories in Haarlem'

Stories are told all over the world and they bring people together.

See the wonderful stories in this event at the Festival

Task 1:

Answer the following questions:

'Which stories are suitable for children of 5 years, according to their description and at which location will they be told?'

Task 2:

You want to attend the 'The story of Buurderij Haarlem' on Thursday.

Reserve a seat and explain how the 'pay-as-you-like' formula works based on what you find on the festival website. You also want to take the whole family (4 people) to see Mister Anansi on Sunday.

Find the tickets for this plan.

Add your reservations to your personal program and show the personal programs current content.

The usability tasks* for the payment flow.

Adding elements to a program is one. Now you must create a flow to pay for them!

Decide as a group how to go about this. The program should be at least filled (simulated?) with the tickets or reservations of at least three tasks (scenario 2,4 and one additional 1, 3 or 6). Think of options you would offer your customers beyond just clicking a simple pay button (for example international visitors don't have iDeal account). Think also of options during the payment process like options for changing the order. We also want to see the payment options page for this. Note that the actual validation of the payment from the service provider (Bank or Credit card does not need to be simulated. In return for the clients' money, they should receive a confirmation of some sorts. Show us how. A "Thank you" and next steps would also be appreciated.

* Please note: Because you already made specific choices in your designs. Some names, times or places can be changed in the tasks of the usability tests to fit your designs. Because these scenarios must work in FIGMA as part of the final assessment it is absolute vital that you get approval for the adjusted scenarios from your team and teacher in the first week of this assignment. Also provide a written version of the adjusted scenarios in the Figma file and bring a printed version to the assessments.