

# Mobile App Case Study

Alexis Ang



# Research Background

Due to the years-long restrictions imposed by the COVID-19 pandemic, travelers and non-travelers alike are looking to escape the realities of their conventional, daily stresses by exploring more of the world that was previously restricted to them. Our team recognizes that travelers want to take advantage of all the hours that were lost to them, and they want to explore ***all*** the opportunities that a new place has to offer, whether during the day or during the night.

We want to develop an app that allows users to research and filter different nightlife activities based on the user's unique interests.



# Proto Persona

This proto persona was created based off very basic assumptions of who a traveler might be, how a traveler might be living, what a traveler might want, and what a traveler might be frustrated by.

At this point in the process, our team had a vague idea of creating an application that appealed to a user's interests, hence points like ***“Needs his interest piqued before choosing to go somewhere”*** and his pain point of ***“Pop music”***



## Basic Information

Name: Liam Smith

Age: 29

## Goals and Needs

- Wants to take time to relax
- Wants to explore more of the world
- Needs his interest piqued before choosing to go somewhere

## Behavioral Demographics

- Works remotely
- From the West Coast
- Lives alone and lives minimally
- Passionate about his interests
- Open-minded
- Stressed and stir-crazy

## Pain Points

- Expensive places
- Inaccurate reviews
- Pop music
- Feeling bored
- Being lonely



# Interviews

Prior to coming up with our interview questions, our team considered that most people traveled for relaxation and leisure. Moreover, we were aware that the most abundant individuals we had in our respective social circles were young adults. With these considerations in mind, we determined that “nightlife” had the most overlap with the aspects of relaxation and leisure and the lifestyles of most young adults. Our interview questions were created with the intention to research young adult habits, preferences, and pain points when it came to planning a night out.



# Affinity Diagram: Before



[https://miro.com/app/board/uXjVPbTn7Hk/?share\\_link\\_id=158394134184](https://miro.com/app/board/uXjVPbTn7Hk/?share_link_id=158394134184)

# Affinity Diagram: After



[https://miro.com/app/board/uXjVPbTn7Hk=/?share\\_link\\_id=158394134184](https://miro.com/app/board/uXjVPbTn7Hk=/?share_link_id=158394134184)

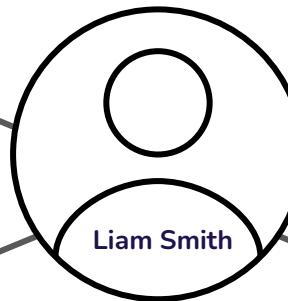
# Empathy Map

Does

- Goes to bars and/or clubs twice a week
- Visits local attractions
- Goes out to socialize by seeing friends or meeting new people
- Takes photos for social media

Says

- Takes recommendations from word of mouth, friends, posted advertisements, or reviews found online
- “I see a lot of targeted Instagram ads based on my top interests. … But definitely word of mouth, in terms of nightclubs, is my most reliable.”



Feels

- A lot of clubs and bars are overrated.
- “Go with the flow,” open-minded, likes dancing, likes listening to music, makes decisions based on convenience

Thinks

- What do I want to do tonight?
- Do my friends want to go out?
- What's the vibe going to be?
- Am I going to a safe area?
- Am I having a good time?
- What type of vibe are we going for tonight?

Pains expensive covers, COVID concerns, budgeting, expectations not met, places that are too crowded

Gains seeing new places, trying good, local spots, socializing (meeting with friends or new people), good music



# User Persona



**Liam Cummings, 29, Remote Administrator**  
***“Duck, duck, Grey Goose”***

**Location:** Tucson, Arizona

**Family:** Newly single and heartbroken

**Personality:** Extroverted, optimistic, adventurous, impulsive

**Interests:** House/EDM music, strong drinks, exciting atmospheres

## Goals:

- Get out of town so he doesn't see his ex
- Stop staying cooped up inside
- Experience the positives of life
- Engage in his interests

## Frustrations:

- Feeling socially awkward since his breakup and working remotely
- Doesn't know anything about the cities he's visiting
- Picky about where he'll go

**Biography:** Ever since he graduated from Arizona State University, Liam Cummings thought he had his life together. He left behind a legacy as one of the most legendary frat bros to come from Sigma Chi and moved in with his college sweetheart. Now, at 29, Liam finds himself lost. He now lives alone in a small, unpleasant studio apartment as he nurses a broken heart and a dead-end job. But Liam was always the type of person to see the silver lining. With a remote job and nothing to lose, Liam is ready to get back out into the world and relive his glory days. He doesn't care where he is or where he goes; after working hours, Liam is ready to see what the night has to offer in whatever city he's in.

# User Insight Statement

Liam Cummings and other young adults need nightlife activities to destress and unwind because nightlife activities can help relieve pressure from work and pressure from personal issues, as well as allow young adults to enjoy time socializing with people after a long week.



# Problem Statement

Young adults struggle to plan a night out because they cannot filter bars, clubs, or other nightlife activities based on their interests through one service. How might our team ease the frustrations of finding nightlife activities that appeal to the unique interests of young adults?



# Brainstorming and Ideation

*I like... I wish... What if...*

I like bars with good food.

I like going to bars and clubs geared towards my interests.

I like bars and clubs with good drinks

I like to take photos with friends when I go to bars and clubs

I like when bars and clubs have a cute asthetic

Rhonda Eltobgi

I like how I can choose bars and clubs based on music genre

I like when planning my night out is easy

I like how simple and easy it is to navigate through each option

I like bars and clubs with good music

Alexis Ang

I wish I knew if the food and drinks were actually good

I wish they can make a special drink based on my taste

I wish they would have deals on drinks

I wish I could spend less money on a night out

Alexis Ang

I wish reviews for bars and clubs were accurate

I wish I didn't have to plan my night

I wish they can play my playlist at the club

I wish I didn't spend so much time researching clubs when I travel

I wish researching bars was much easier

Rhonda Eltobgi

I wish I could see how busy a bar or club was before going

I wish I knew what the parking situation was like before going to a specific

I wish bars and clubs weren't so loud

I wish I knew if the music was super loud

I wish bars and clubs had clean bathrooms

Alexis Ang

What if reviews were verified to be from locals

What if I could make reservations wherever I wanted through one service

What if I could communicate and plan with my friends

What if I could add music to a queue at a bar or club

What if I could know exactly what kind of music is being played

Rhonda Eltobgi

What if I could get a randomly selected bar or club based on my interest

What if I could choose where I go based on how safe the area is

What if you could see a live view of the bar or club

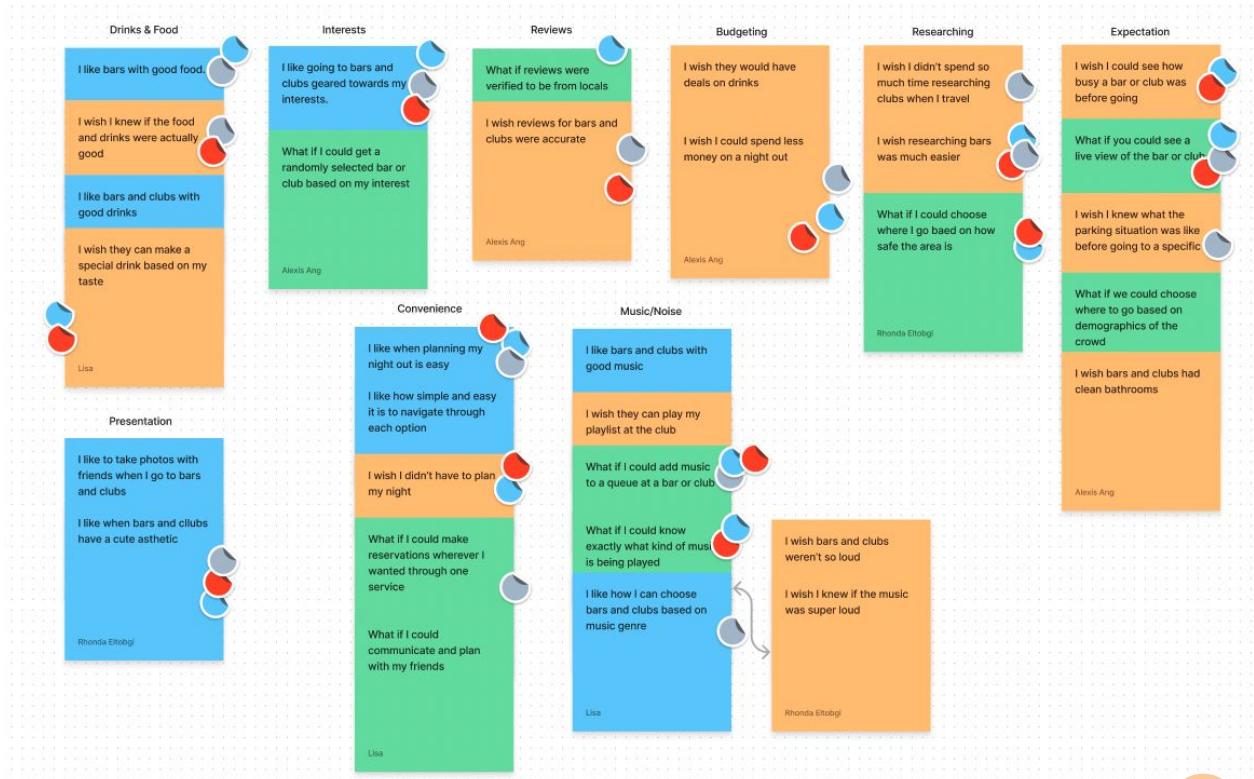
What if we could choose where to go based on demographics of the crowd

Lisa



# Brainstorming and Ideation

*Dot voting to determine the most important features.*

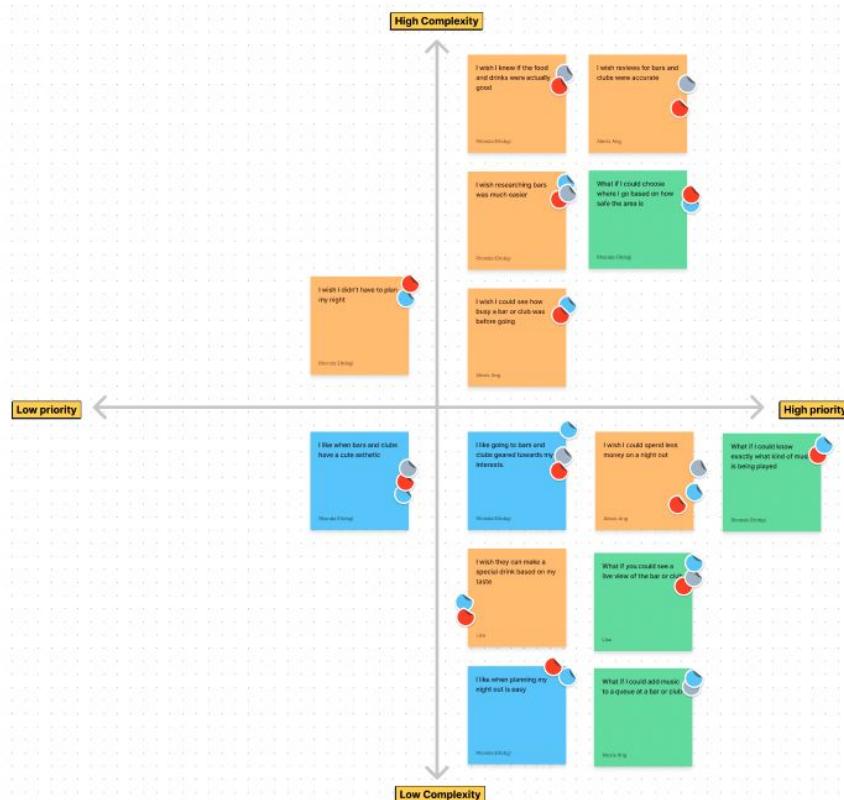


<https://www.figma.com/file/jJ7KhKB1ktYDNBZjfov4pM/Module-2-Resources?node-id=0%3A1>



# Feature Prioritization

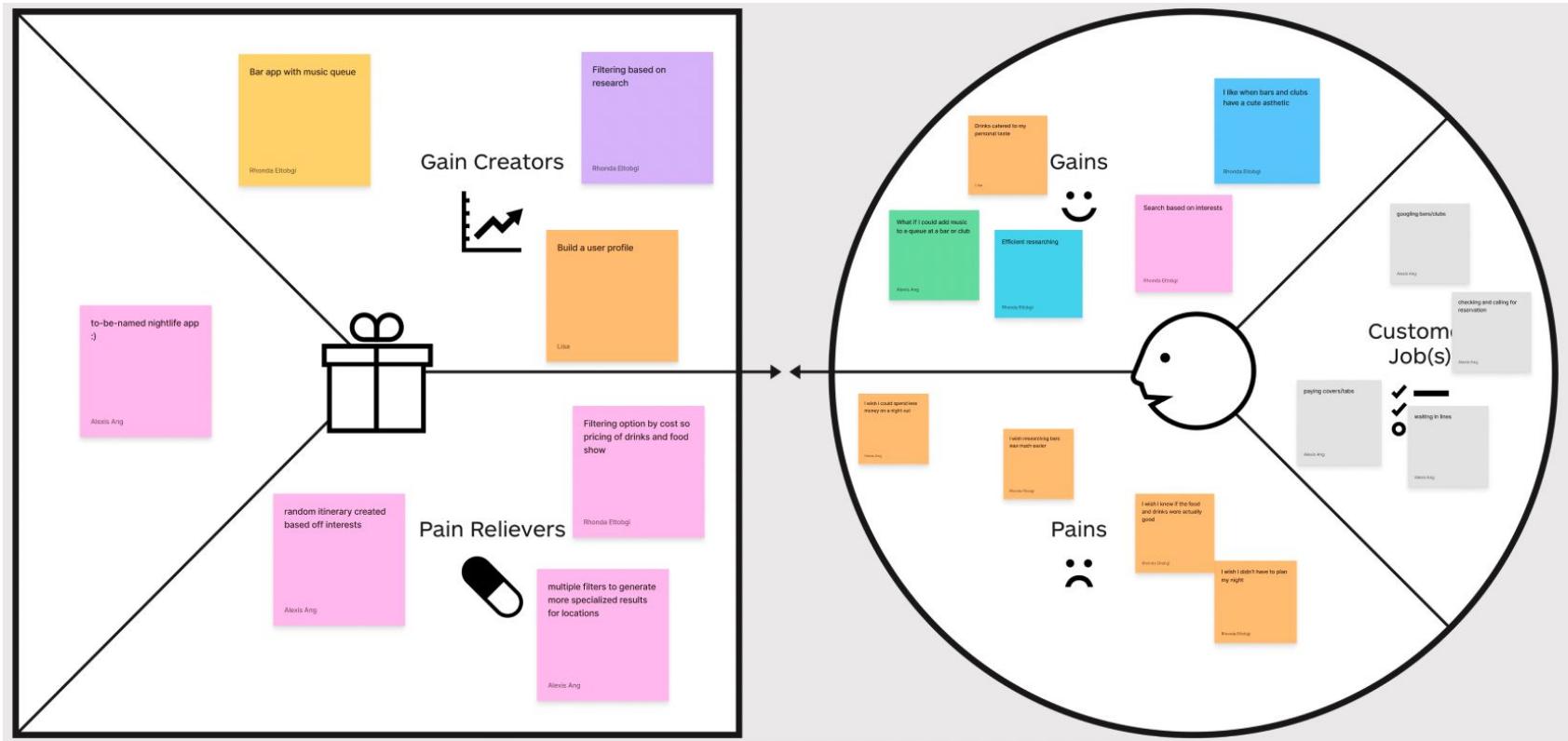
*Features with two or more votes are placed in the feature prioritization matrix.*



<https://www.figma.com/file/jJ7KhKB1ktYDNBZjfov4pM/Module-2-Resources?node-id=0%3A1>



# Value Proposition Canvas



# User Scenario

<b>User/Persona</b>  Liam Cummings, 29 Remote Administrative Work Tucson, Arizona  Interests: <ul style="list-style-type: none"><li>Social media</li><li>House music</li><li>Sleeping in</li></ul>	<b>User scenario(s)</b>  After a recent break up from his long-term relationship and seemingly no growth in his dead-end job, Liam is ready to get out of the house and take a break from his day-to-day routine. He doesn't care where he is or where he goes; after working hours, Liam is ready for a night out in the town. Liam will use a mobile application to help him explore the opportunities the night has to offer in whatever city he's in. The app lets him filter the bars and clubs in his area to locations that only play house music and have a lively atmosphere to let him have a good night.	<b>Goal(s)</b>  Wants to get out of the house after working hours and meet new people and engage in his interests or find new ones.
---	--	--

## Risks / Emotion(s)

- Liam is apprehensive about going out to new places and meeting new people.
- Liam does not want to have to visit multiple bars or clubs and pay multiple cover charges to not enjoy his time at a location.

## Scenario phases

### Phase 1

Liam arrives in a new area and finishes doing work for the day.

### Phase 2

A mobile app lets Liam look through the nightlife opportunities in the area, and he can filter by interest, price, venue, etc.

### Phase 3

Liam finds a location he can go to that fits the mood he's in at that point in time.

etc.



# Storyboard

## 1. Done for the day!



Liam has just arrived in a new city on Sunday night and is settled into his AirBnB for the night. The next day, Liam pulls out his laptop, works for about eight hours, and is ready to take a break and see what the new city has to offer.

## 2. Now what?



The only problem is, Liam doesn't know anything about the city he's in. He goes on Google and is inundated with a mix of restaurants, bars, clubs, and movie theaters in his search results. Just when he thinks he finds something he'd like, he sees the location is closed, or there are very few images included that would give him an impression of the place.

## 4. Quick and easy



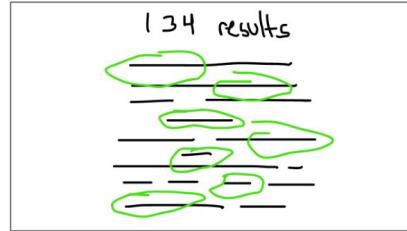
After narrowing down his search, Liam gives a quick glance at the summarized icons of his locations that give him an overview of the location's affordability, music, aesthetic, and other offerings. Liam then chooses a location.

## 5. Trying new things



Liam decides to give the bar he found on the app a shot. Despite never having been to the city or the bar, Liam finds that the bar fits his current mood and he is able to relax after his stresses from work and arriving in a new city.

## 3. In comes the app!



Liam downloads an app that compiles all the nightlife activities in his location into one place. Although the number of results did not change, Liam is better able to use the app's filters to omit locations that don't fit his needs and include locations that are both accessible and match his interests.

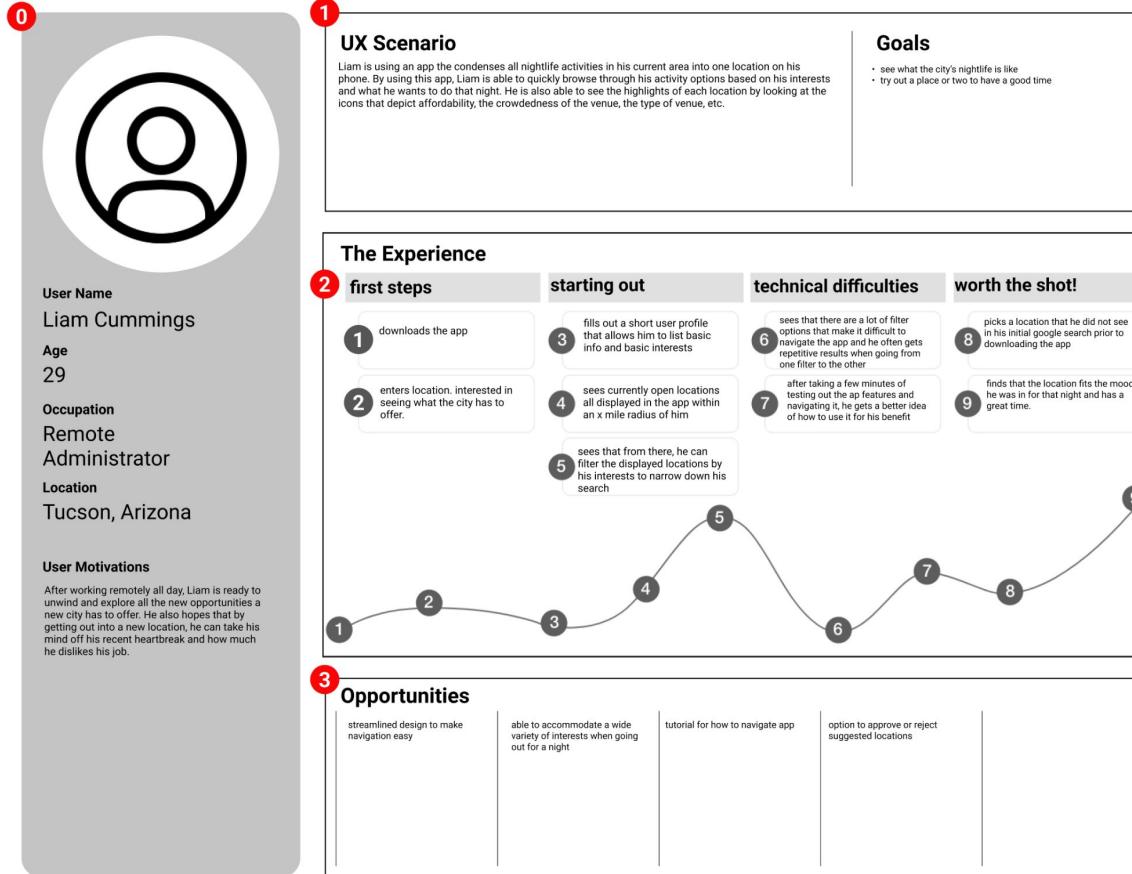
## 6. Happy ending!



Liam ends up having a good night and is excited to use the app again to find more places to explore!



# User Journey Map



# Competitor Analysis

The image displays a collage of screenshots from various mobile applications, illustrating different approaches to event discovery and social networking.

**Direct Competitors:**

- Fever**: Shows a person at a concert with a phone, with the tagline "The city is lively. Come out and play." and a call to action "Find the best events in your city with Fever. Discover unique events in your city tailored just for you."
- discotech**: Shows a crowd at a concert with a large disco ball, with a call to action "Continue with Facebook" and "Continue with Apple".
- NIGHTOUT**: Shows a dark background with the text "Let's do this" and a menu with options: "Sign In", "Sign Up", and "Skip & Select City".

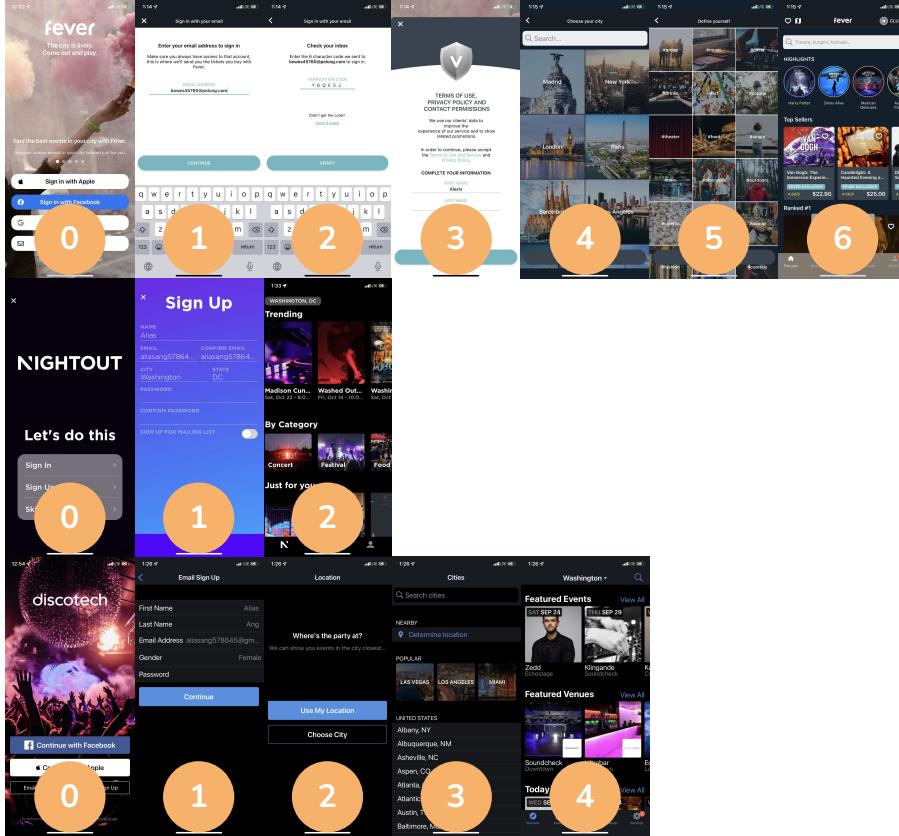
**Indirect Competitors:**

- FOURSQUARE CITY GUIDE**: Shows a group of people at night with a call to action "Pick a city" and "Use my current location". It also includes "Sign in with Apple", "Sign up for Foursquare", and "Sign up with email".
- CITY GUIDE**: Shows a close-up of a dessert with a call to action "Skip sign up". It includes "Sign in with Apple", "Sign up for Foursquare", and "Sign up with email".

Skip  
**Direct Competitors**

**Indirect Competitors**

# Direct Competitors



## Fever

### Pros

- "Define yourself" page
- Events organized by categories
- Able to purchase tickets in one interface
- Events recommended based on categories selected

### Cons

- Longest account creation process
- Limited number of events for certain categories
- Does not translate foreign languages
- No free events

## NIGHTOUT

### Pros

- Easiest sign up process
- Able to purchase tickets in one interface

### Cons

- Limited customizability for event search
- Does not inform user if event is still available
- Only in United States
- No free events

## Discotech

### Pros

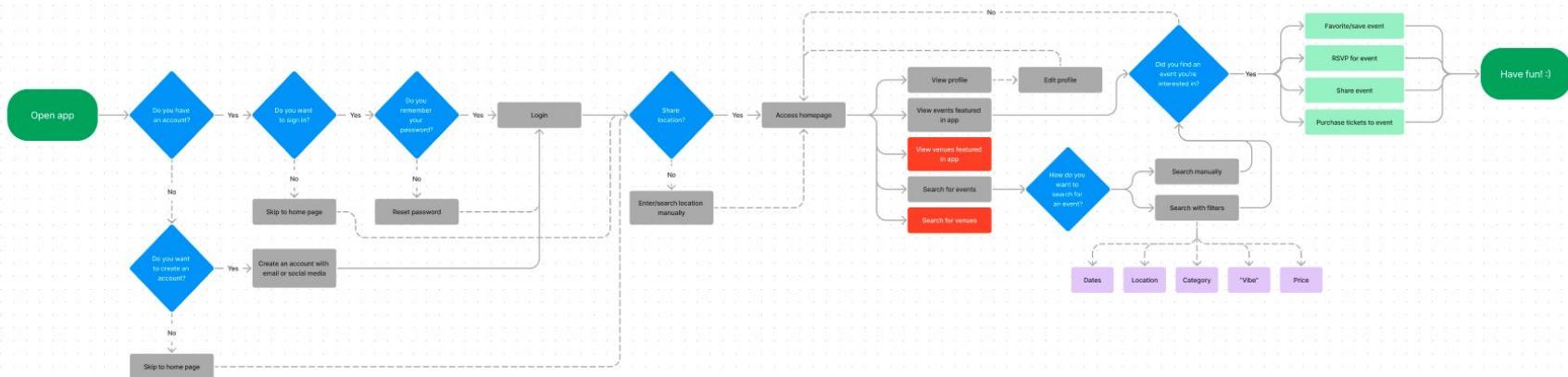
- Includes neighborhoods for certain cities
- Includes prices for venues and events
- Includes summaries and images for venues

### Cons

- Does not translate foreign languages
- Tickets have to be purchased outside of app

[See spreadsheet for indirect competitors](#)

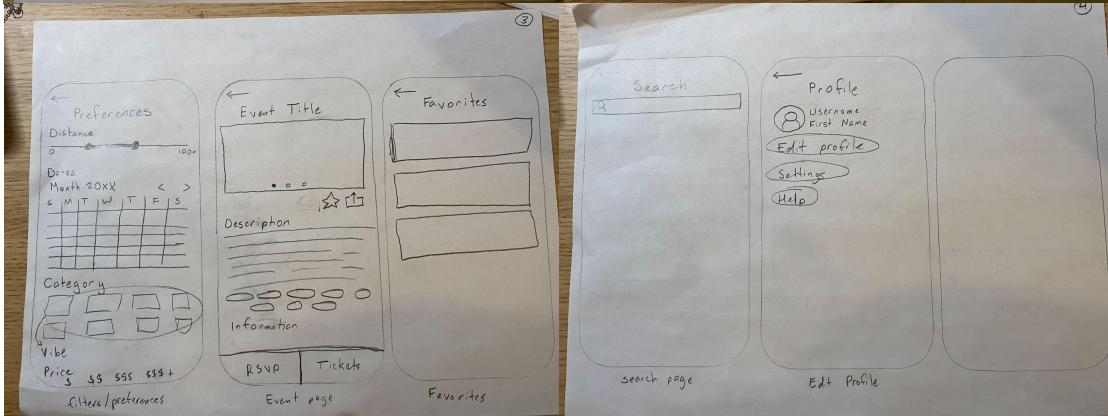
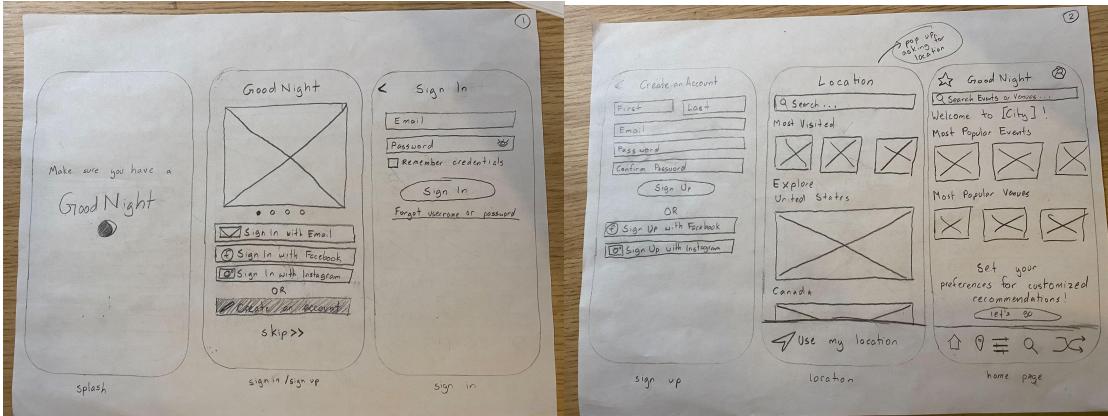
# User Flow



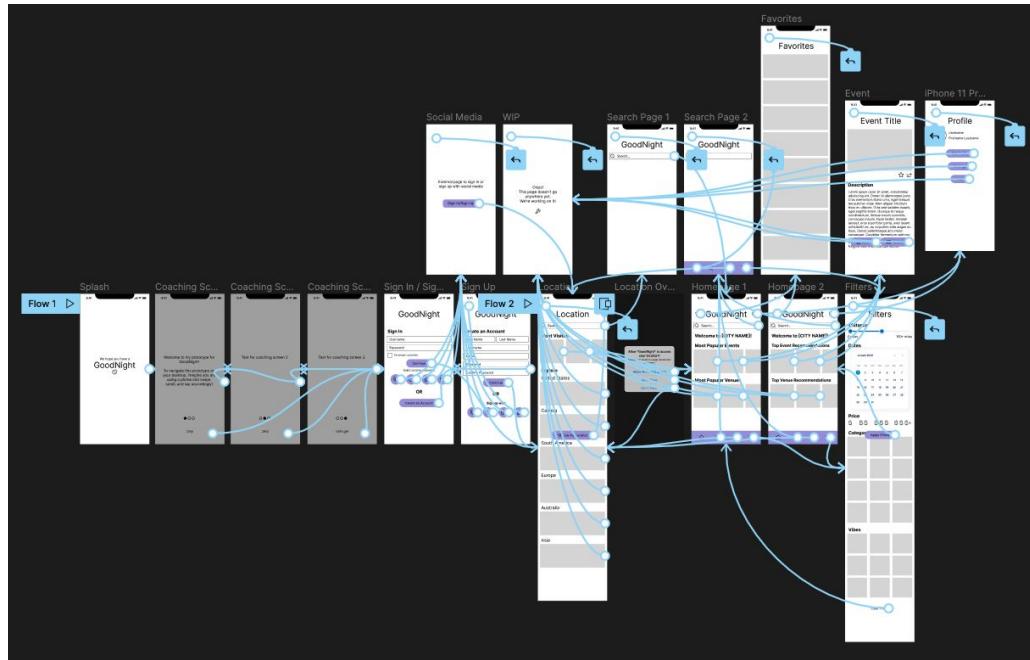
<https://www.figma.com/file/gME9MqPKLLDc0eWL1i4jYi/User-Flow?node-id=0%3A1>



# Sketches



# Wireframe & Prototype



<https://www.figma.com/proto/GE9yi7KvjGzRLqH4zX5O1P/Alexis-Wireframe?node-id=85%3A6966&scaling=scale-down&page-id=85%3A6953&starting-point-node-id=85%3A6954&show-proto-sidebar=1>



# User Tests

## User Testing Notes

- Three user tests conducted
- Three tasks given:
  - Create an account
  - Apply “cocktails” and “energetic” filters
  - Add karaoke and decades events to favorites
- Lower input fields on screens
- Remove option to sign up for Facebook, replace with Gmail, phone number, and instagram
- Users did not like color scheme (orange against purple)
- Some navigational issues (ie lack of backspace or inability to tap some buttons)
- Overall, felt design was sleek and modern

<https://docs.google.com/spreadsheets/d/1Zf6fES7mOaBqy0QiANF9AY4ZrHwGKJPSe-ho3mLTFHU/edit#gid=607116649>

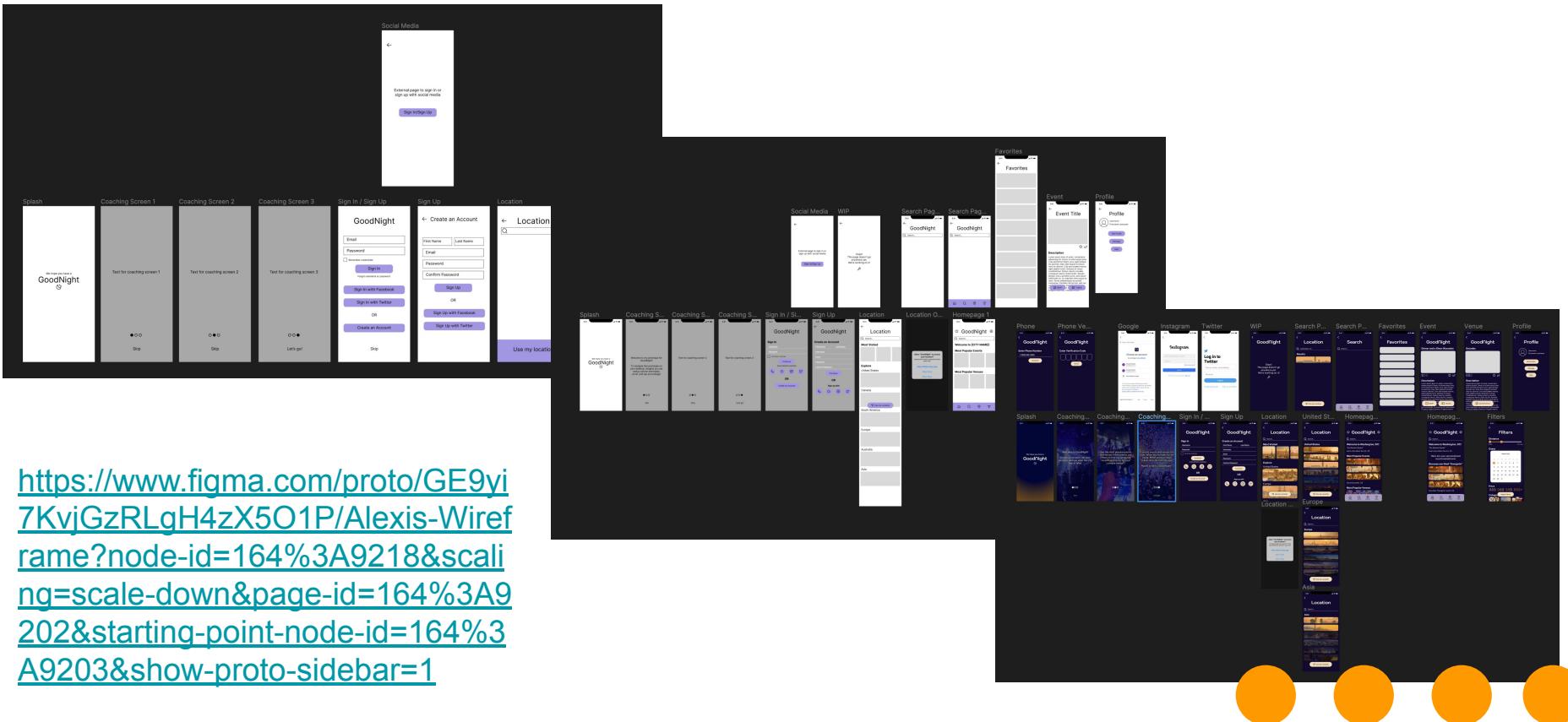


# User Tests Results

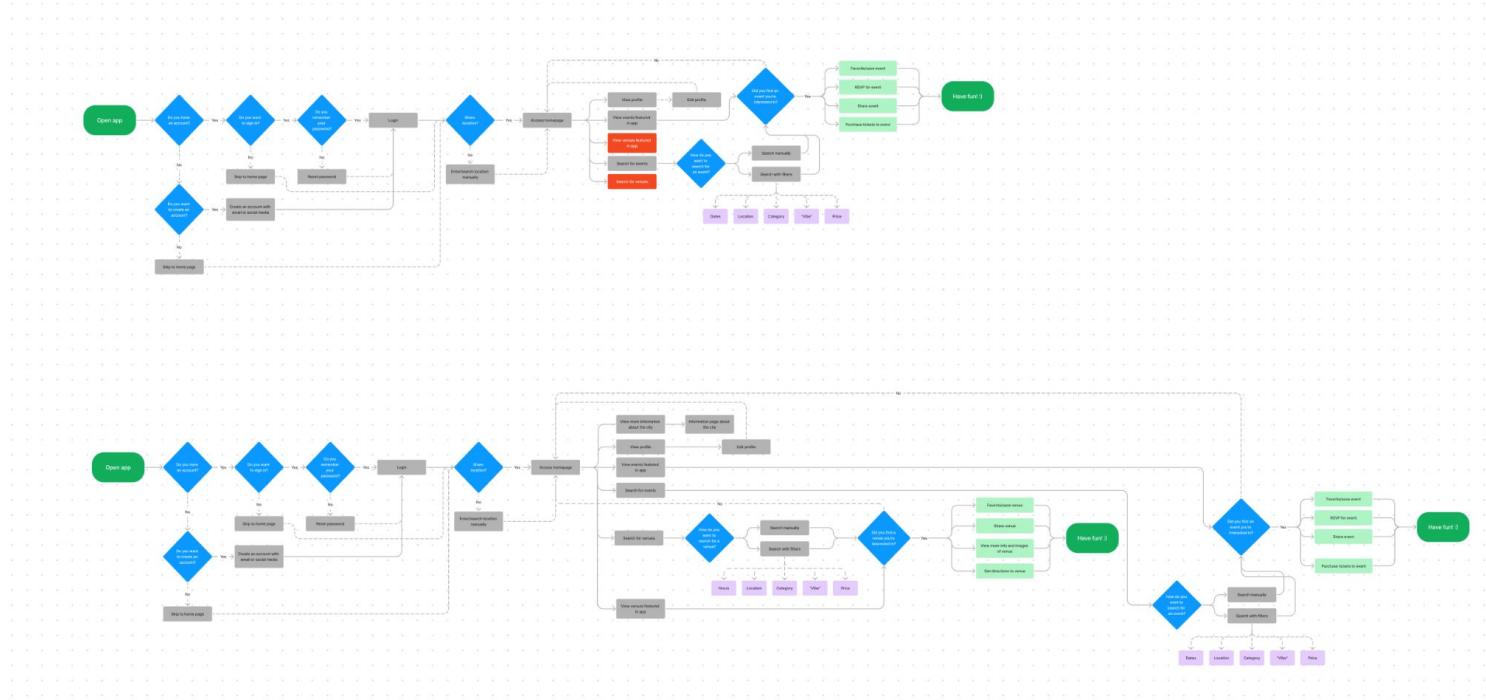
- **Positives**
  - Sleek, modern design
  - Good selection of filters
  - Appreciates feature to learn more about the city
- **Navigation**
  - Cluttered top nav
  - Some back buttons not tappable to go back
- **Visuals**
  - Change color scheme for less opposing colors
- **Additional Features**
  - Photo gallery
  - More user reviews
  - Combining filter results



# The Evolution



# User Flow II



<https://www.figma.com/file/gME9MqPKLLDc0eWL1i4jYi/User-Flow?node-id=0%3A1>



# Final Thoughts

- **What's next?**
  - Expand, expand, expand! Add more features and get them functional
  - Features to add:
    - Music queues
    - Interactive galleries
    - Interactive reviews
  - Experiment with different color schemes
  - Create more interactivity within prototype