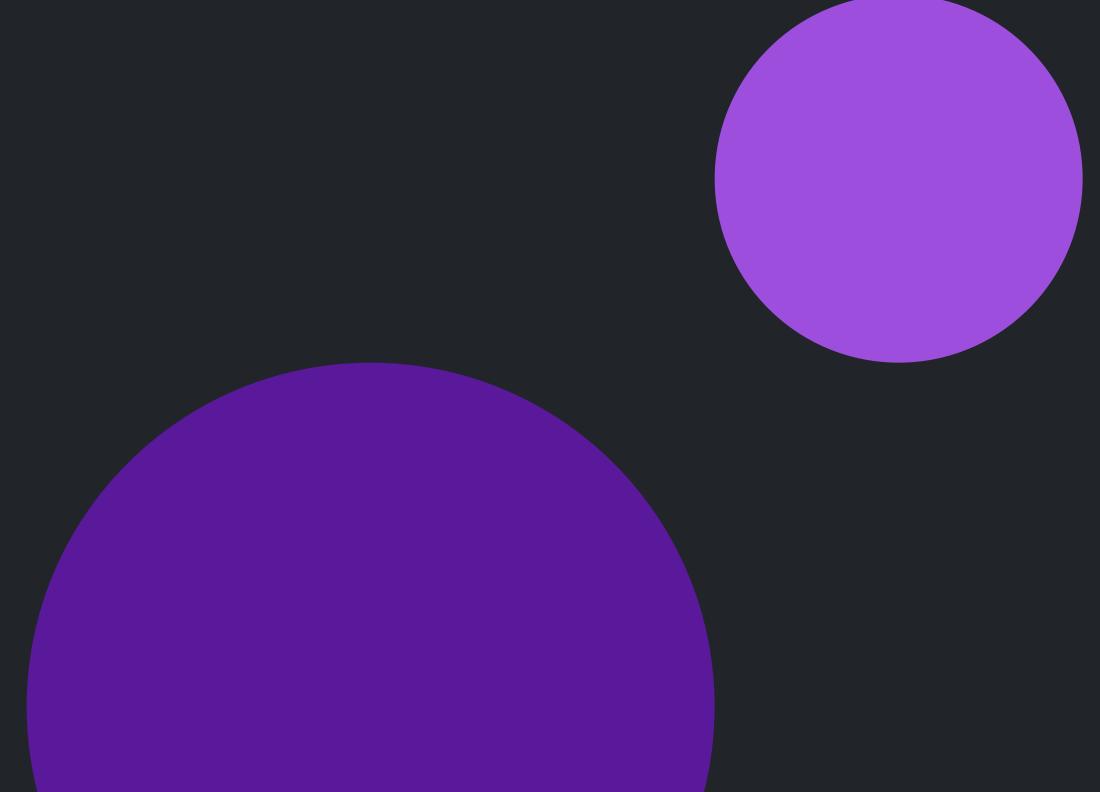




User Centered Design @ Red & Yellow 2022

Independent Study

Alison Soutar

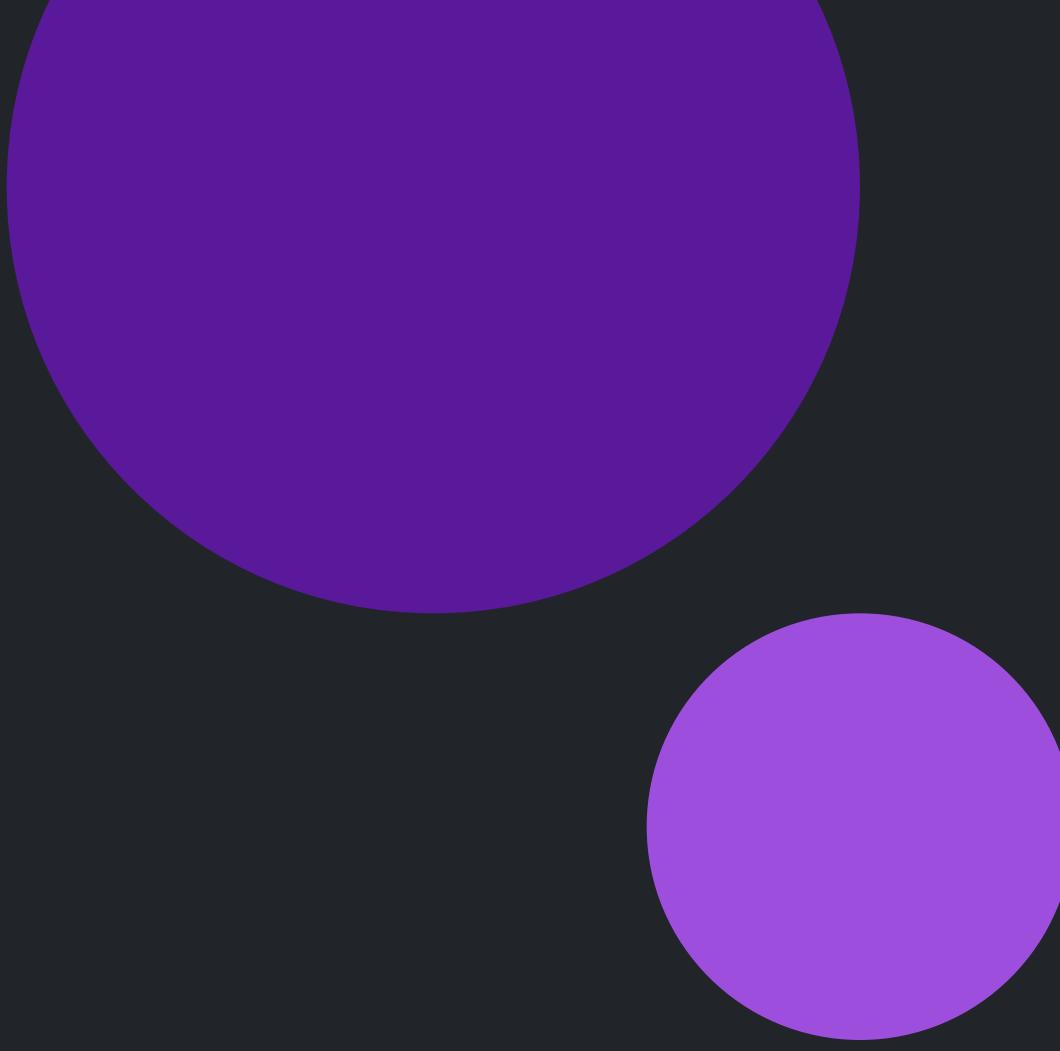


Let's start with a **story**...

There must be other
people with the
same problems.

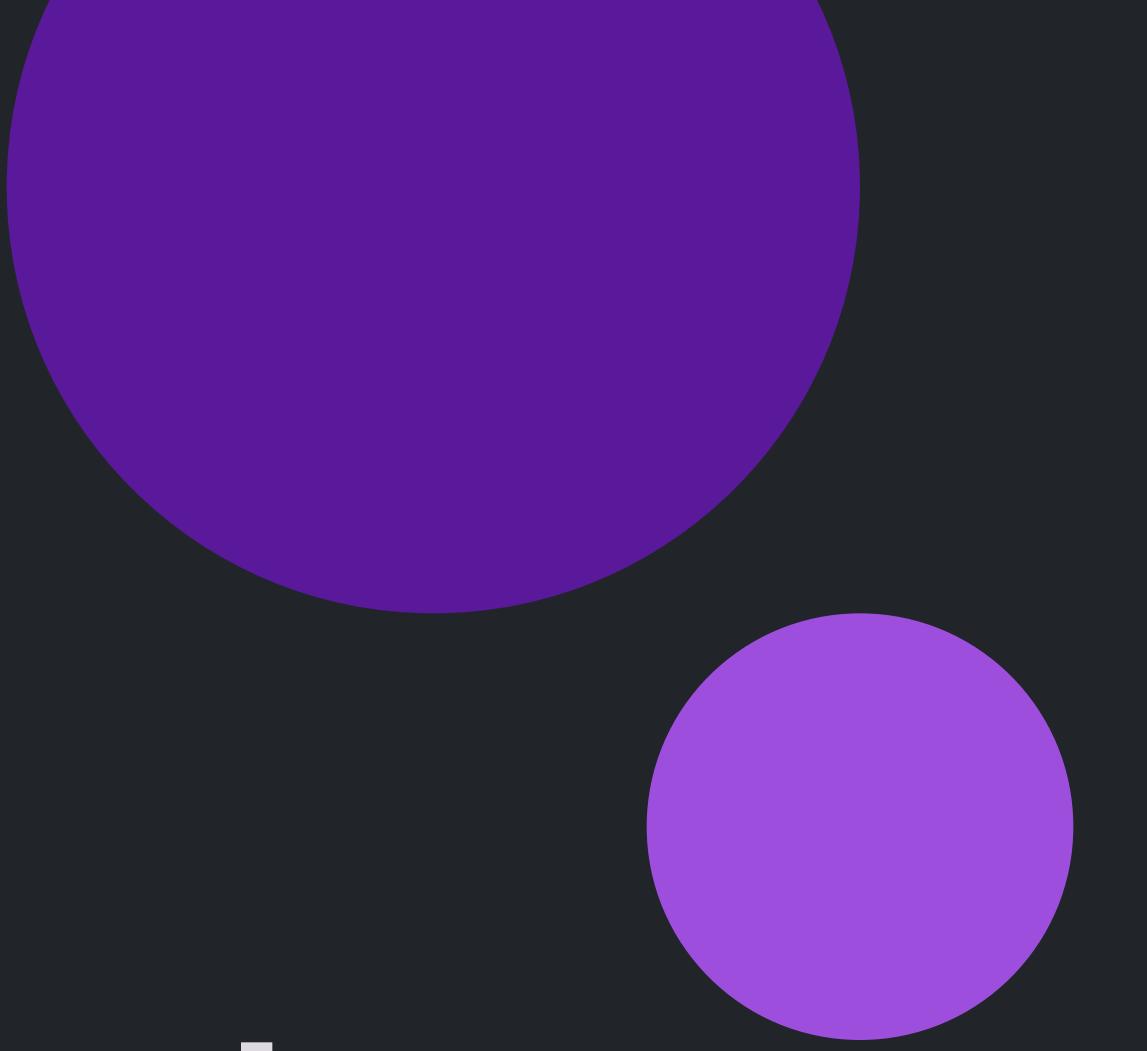
But first, what exactly is the **problem**?

There exists **no singular sink** for information regarding music festivals, making the searching and discovery process **cumbersome** and **ineffective**. Users often miss out on events because they are **not well-informed**. This causes **frustration**.



But first - What
is an event?

A large, well-organised social occasion where something happens, usually some kind of musical performance generally requiring a ticket, occurs.



Who generally attends
these events?

Research Insights

- The ‘hardcore festie’ is the backbone of all festival revenue



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- Users are unsure of how to optimise their experience
- Desire for curated recommendations

Now we know the What

and Who... Now we

need the How



What is the current
process, and how can I
make it better?

User testing insights

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- Users were frustrated by **ineffective filters** and lack of relevant information
- Users felt like they may be missing out on events they'd like



GOALS

Kayla wants to be able to be well-informed about the concerts and events happening in her area.

She wants to spend less time looking for events on Instagram.

Kayla wants a more effective method of saving and organising events she's interested in.

MOTIVATIONS

Kayla thinks there should be an easier way to plan and manage the events she wants to attend.

She wants to make good recommendations to her friends about upcoming events.

Kayla wants to experience new events.

FAVOURITE ORGANISERS



FRUSTRATIONS

Kayla does not have time to scour social media to see what concerts are on.

She only knows how to find events from organisers she already knows.

She doesn't know how to stay well-informed.

Kayla feels that the selection of concerts she's aware of is unsatisfactory.

She's concerned that she'll miss out on event from her favourite organisers because she did not see their Instagram posts.

Key design considerations

- ‘One-stop-shop’

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- ... But also allow exposure to accurately curated **suggestions**
- **Give users what they want**

The proposed solution...

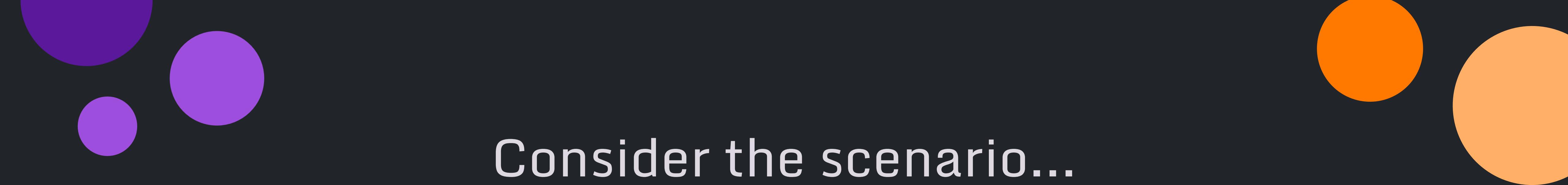
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IMPULSE

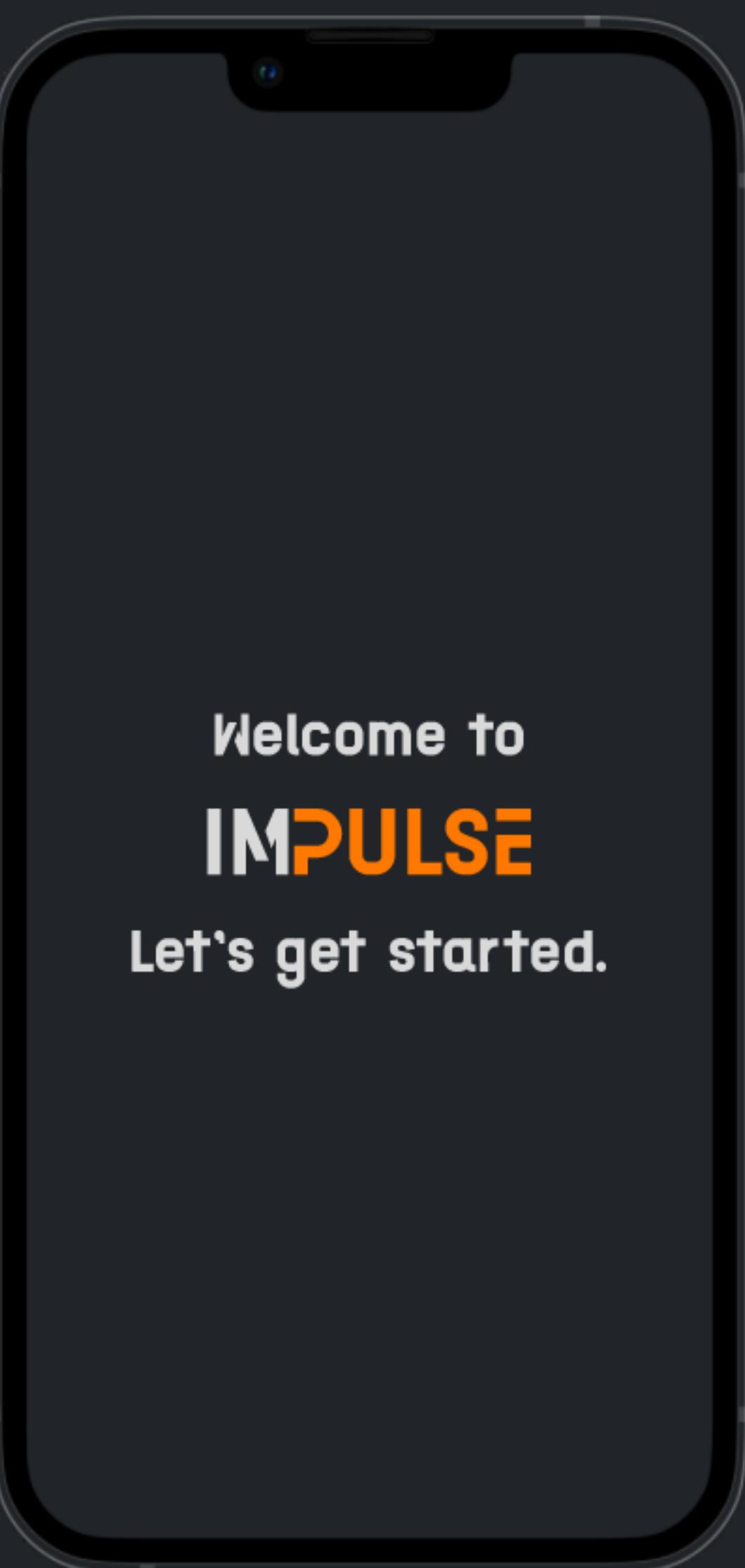
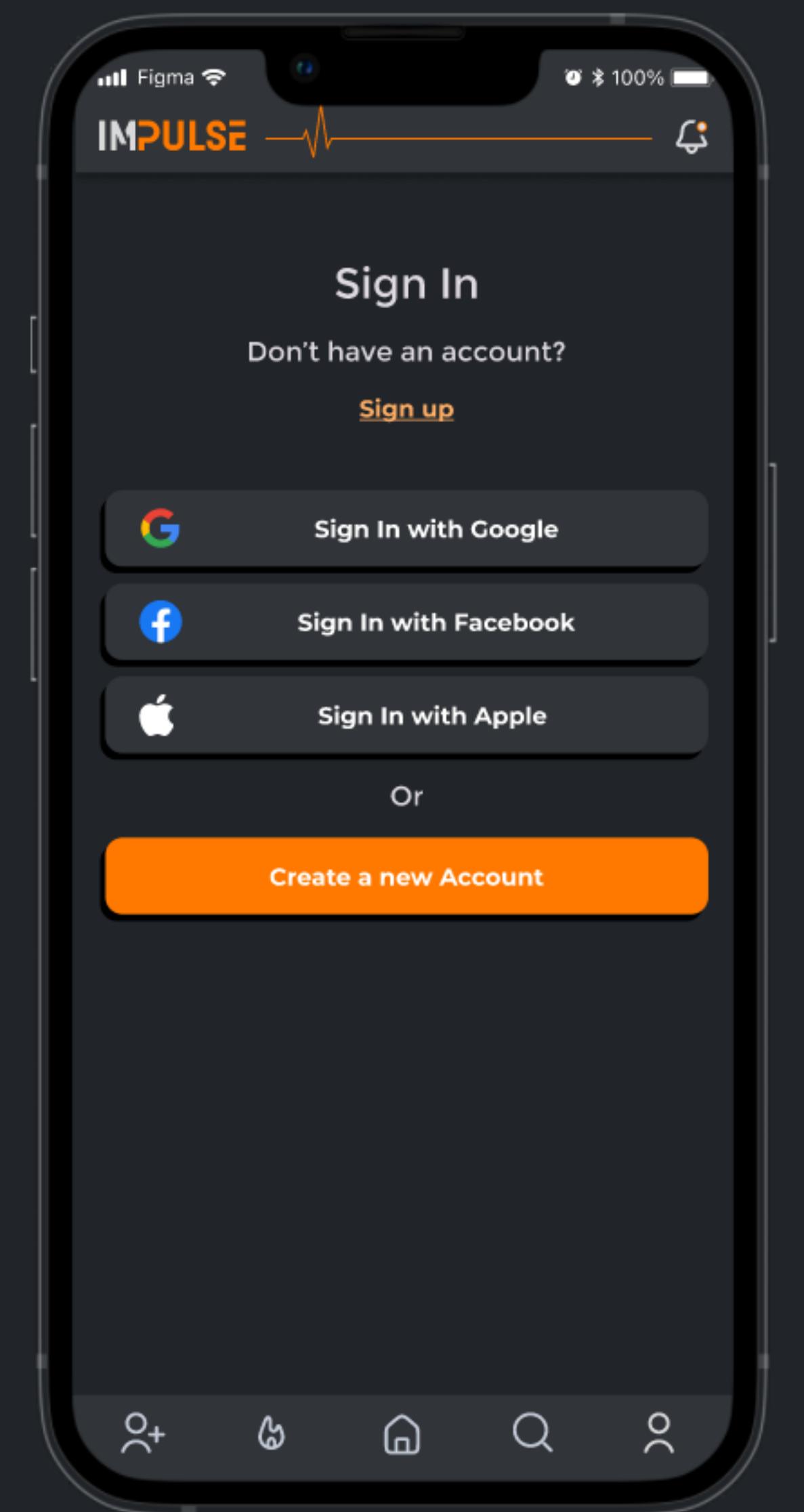
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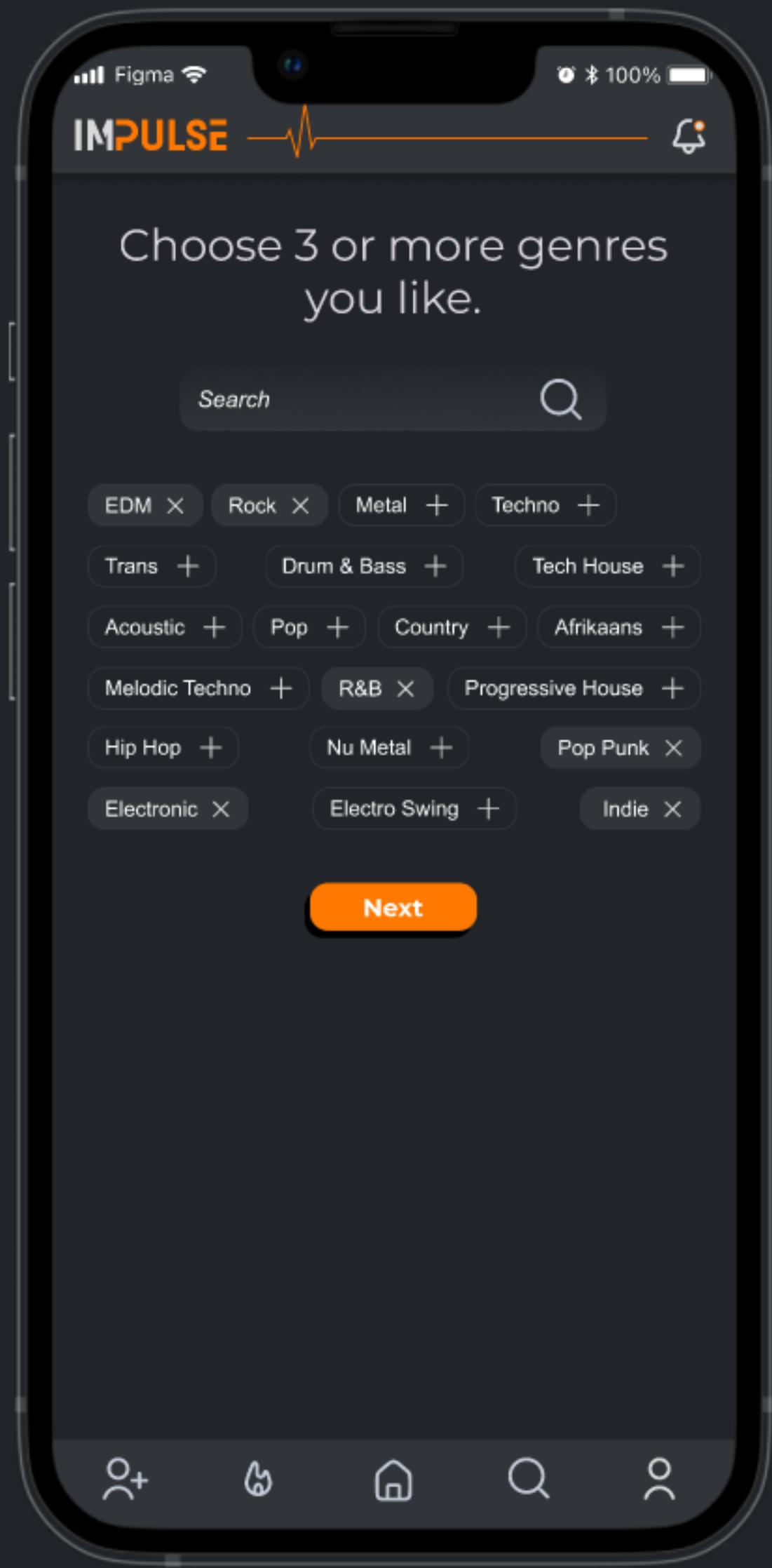
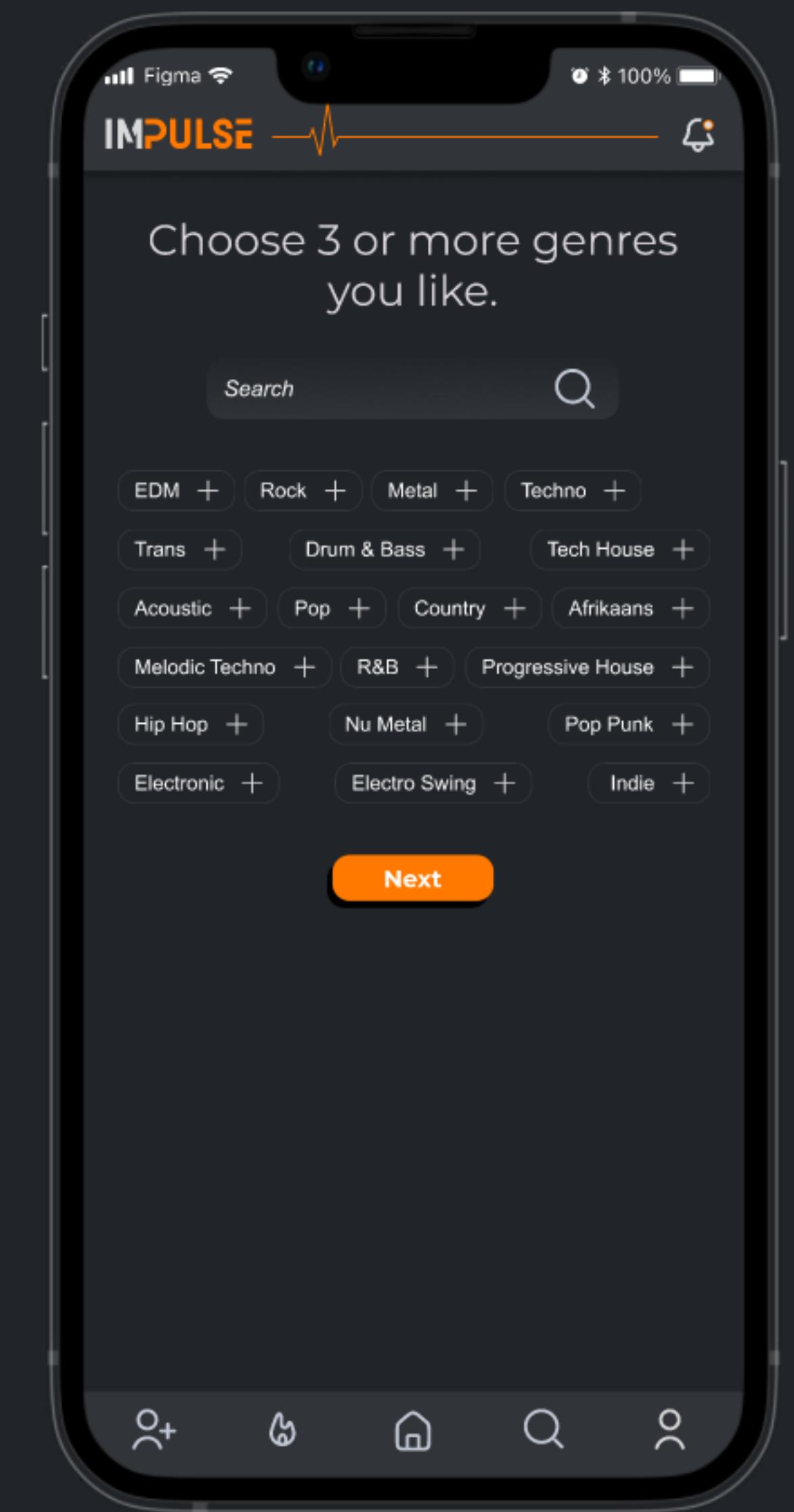
IMPULSE

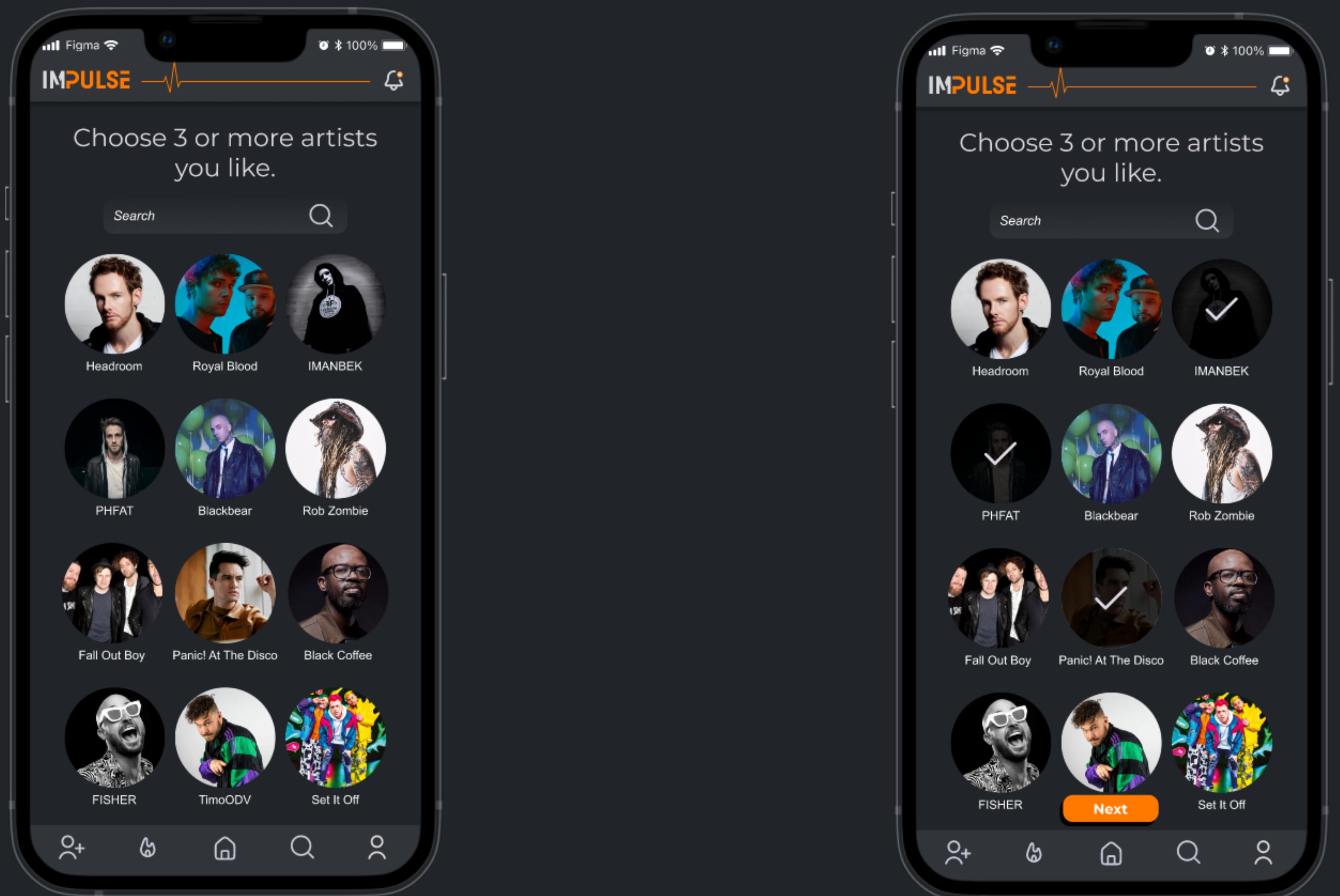
An integrated event discovery
and management solution

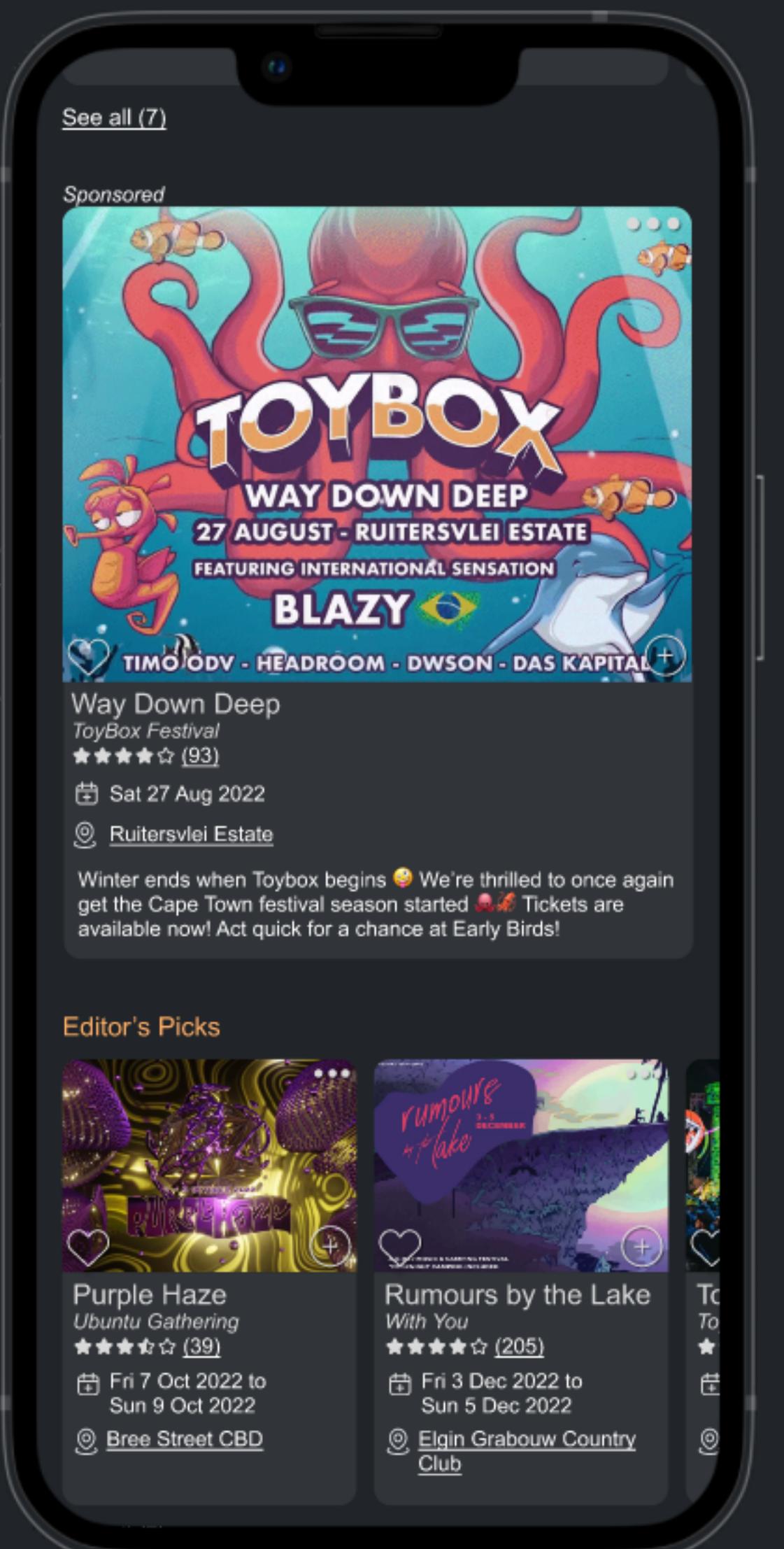
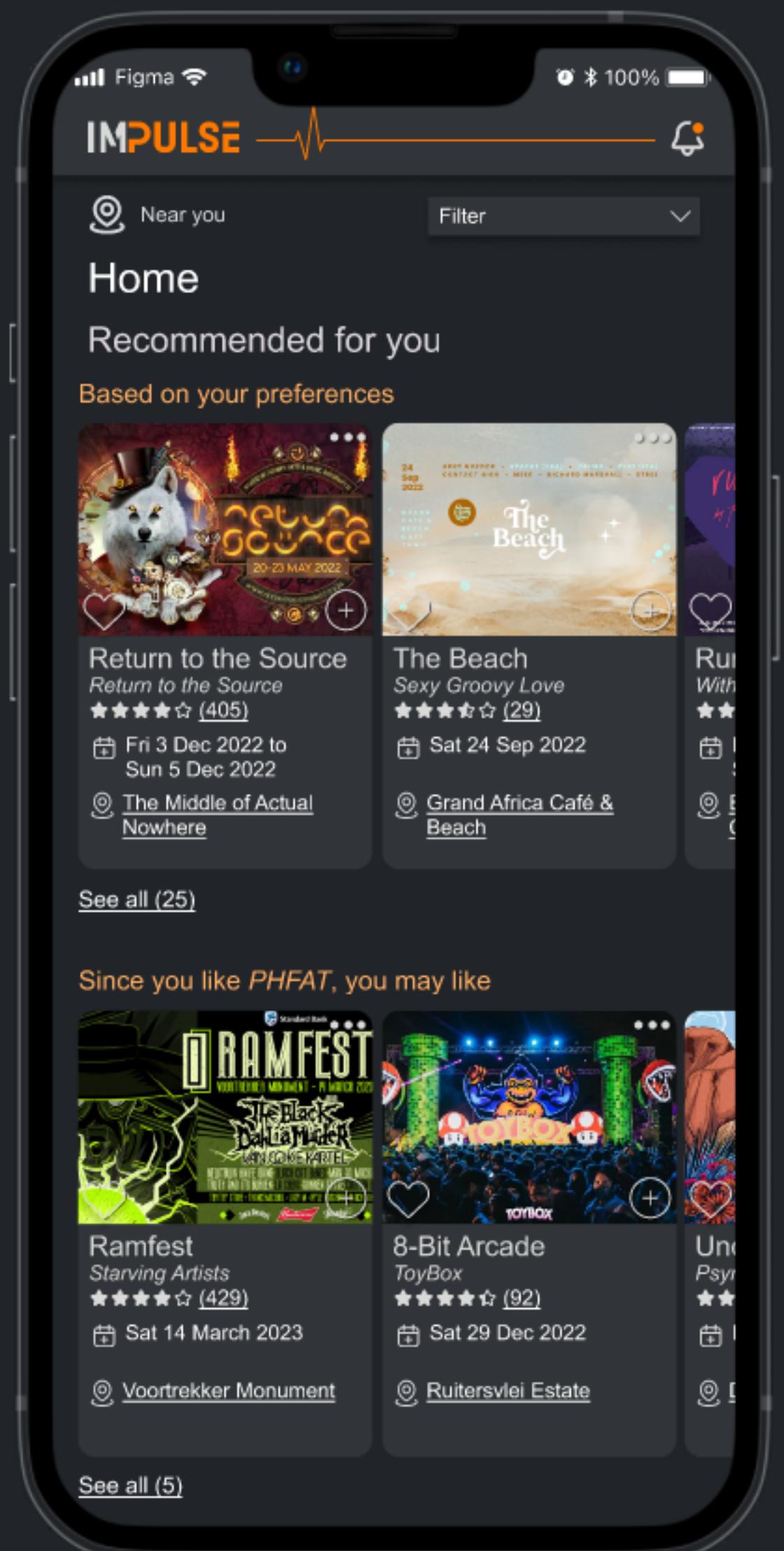


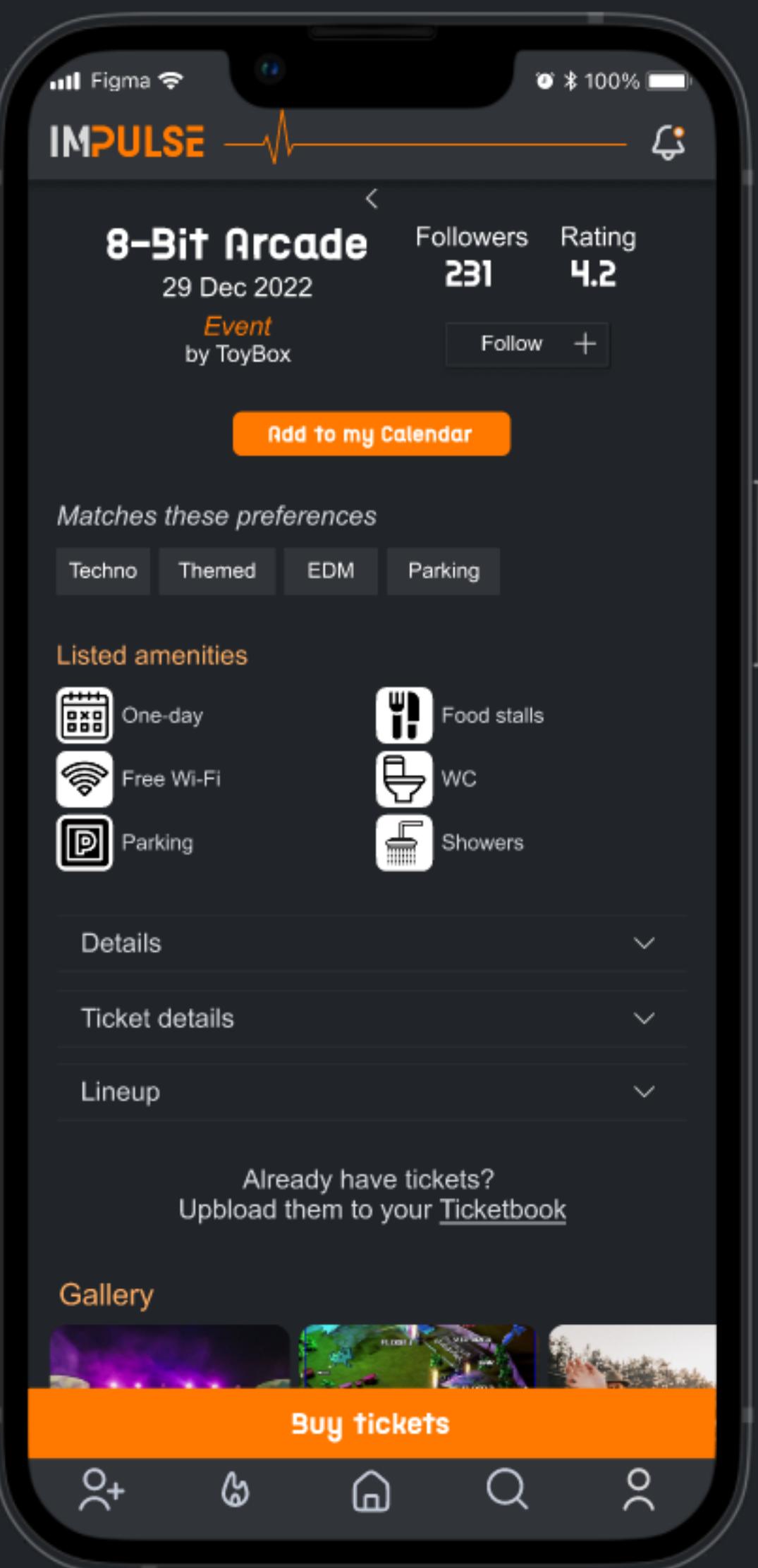
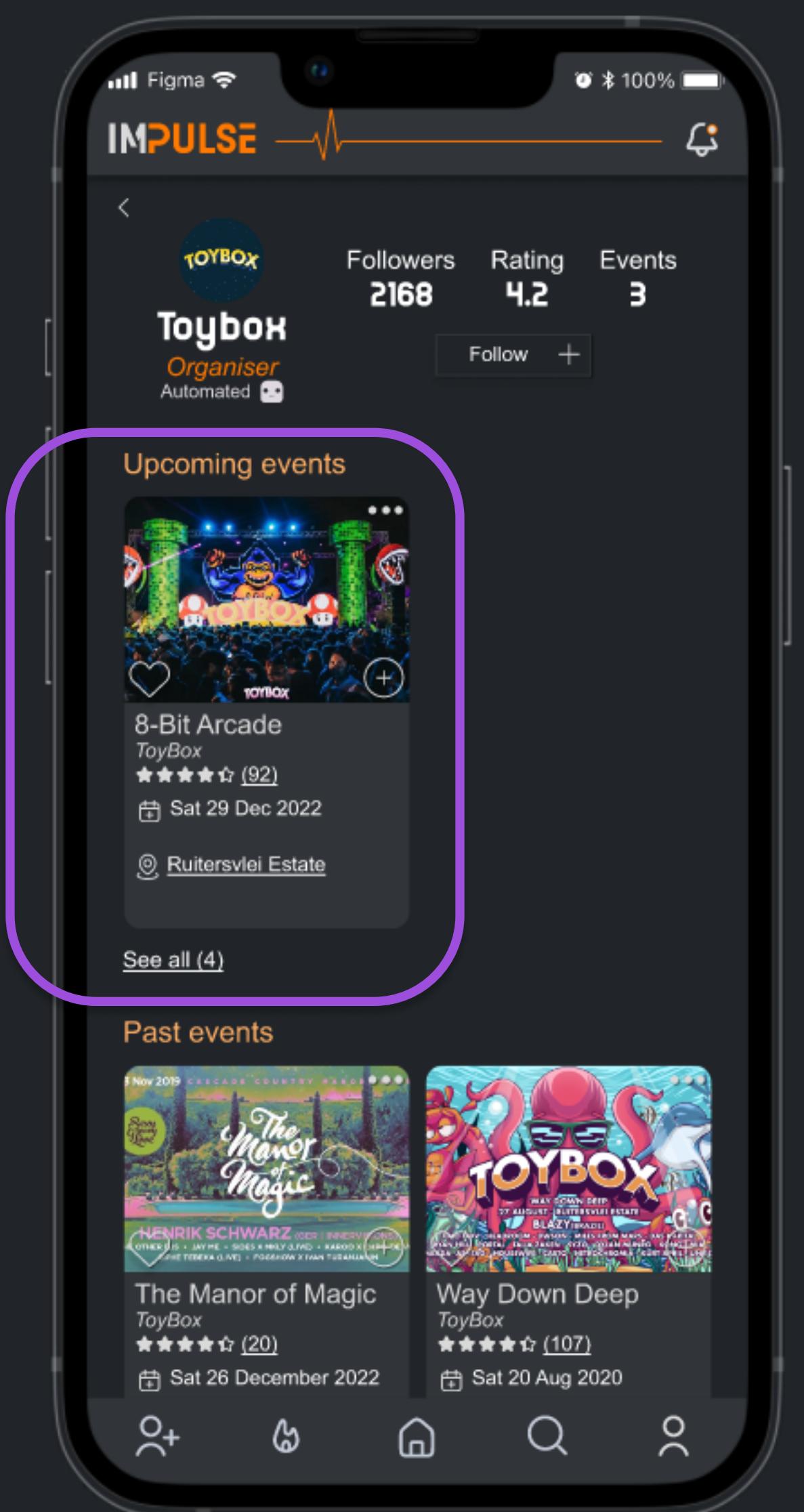
Consider the scenario...

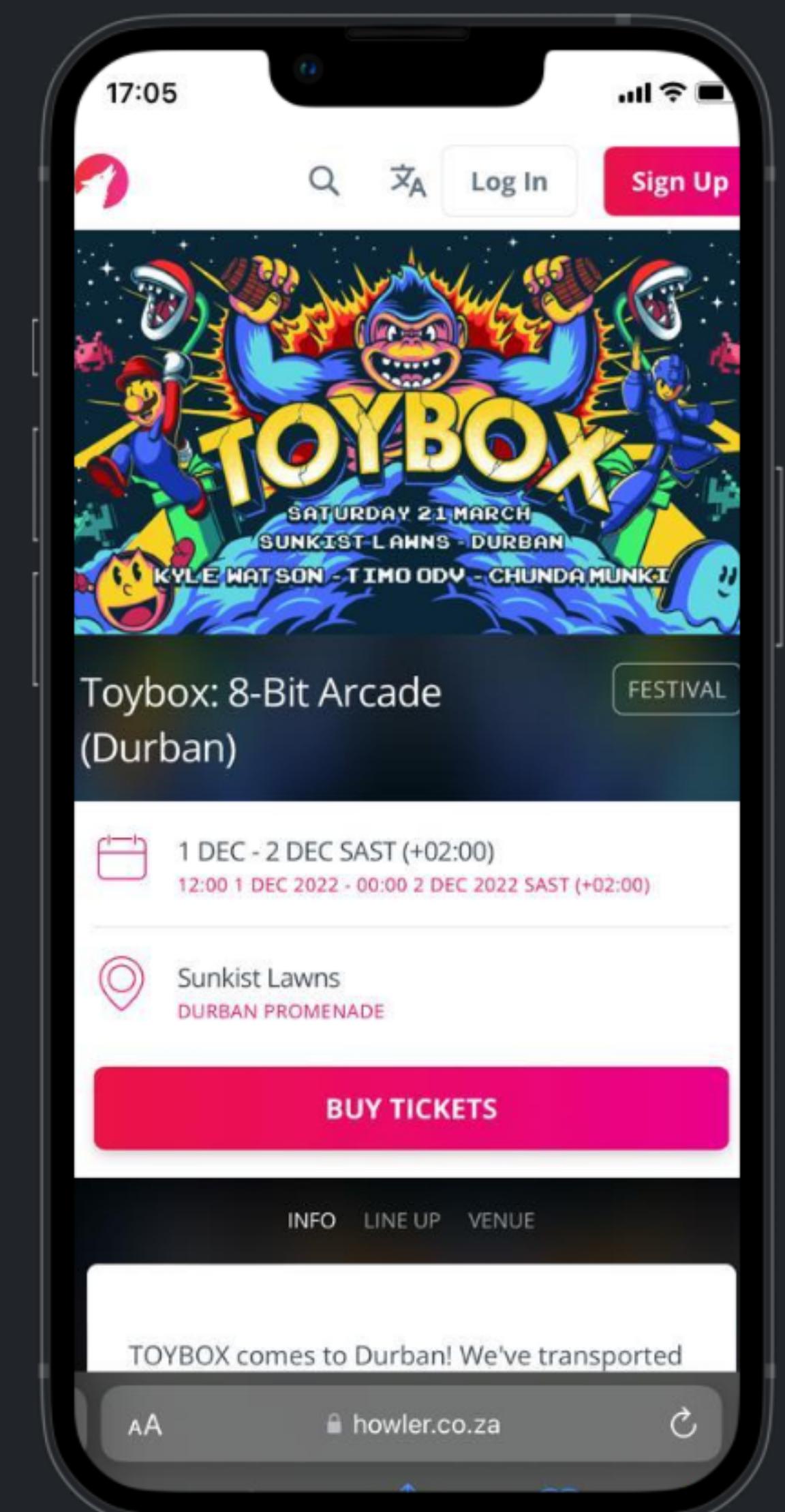
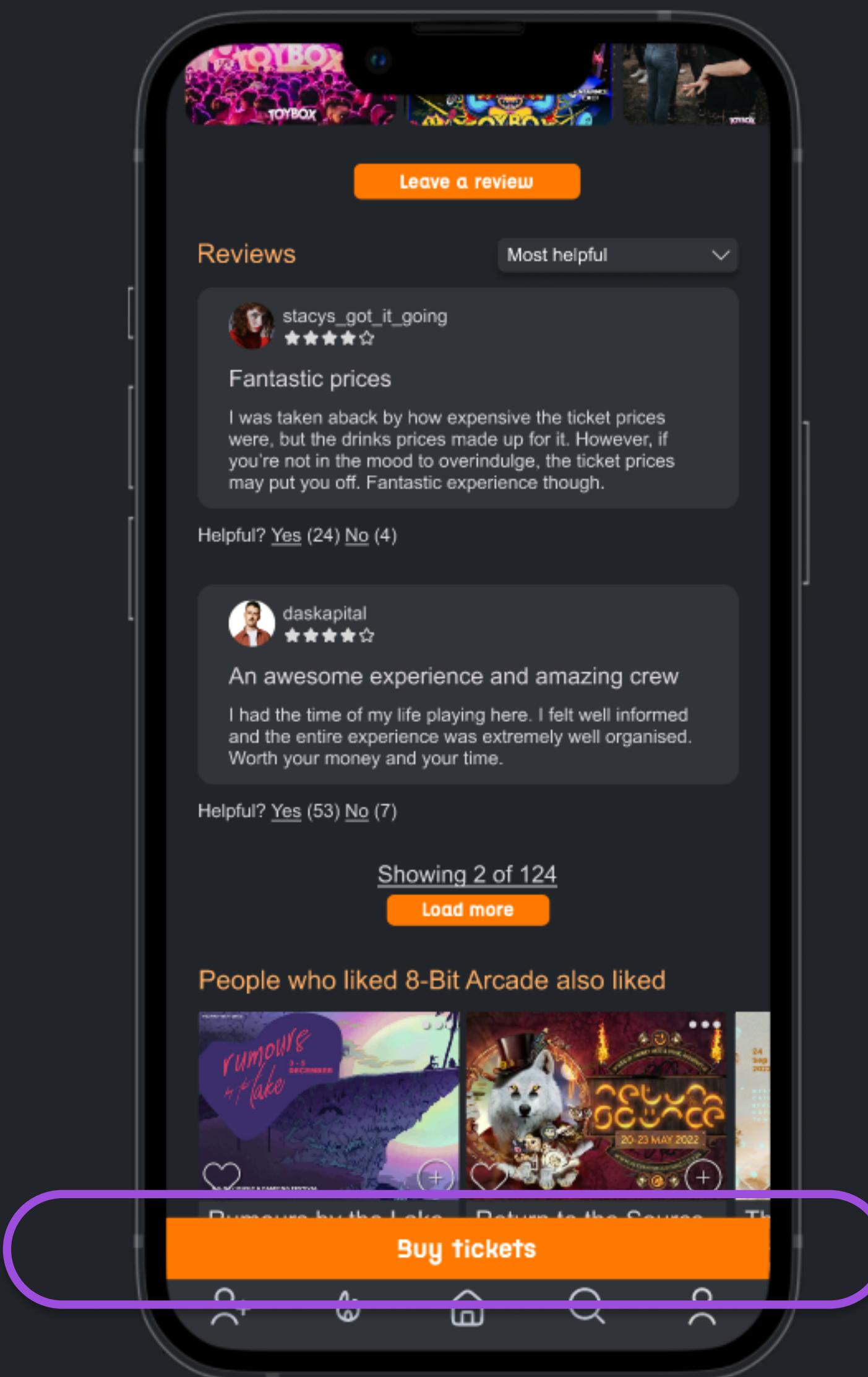


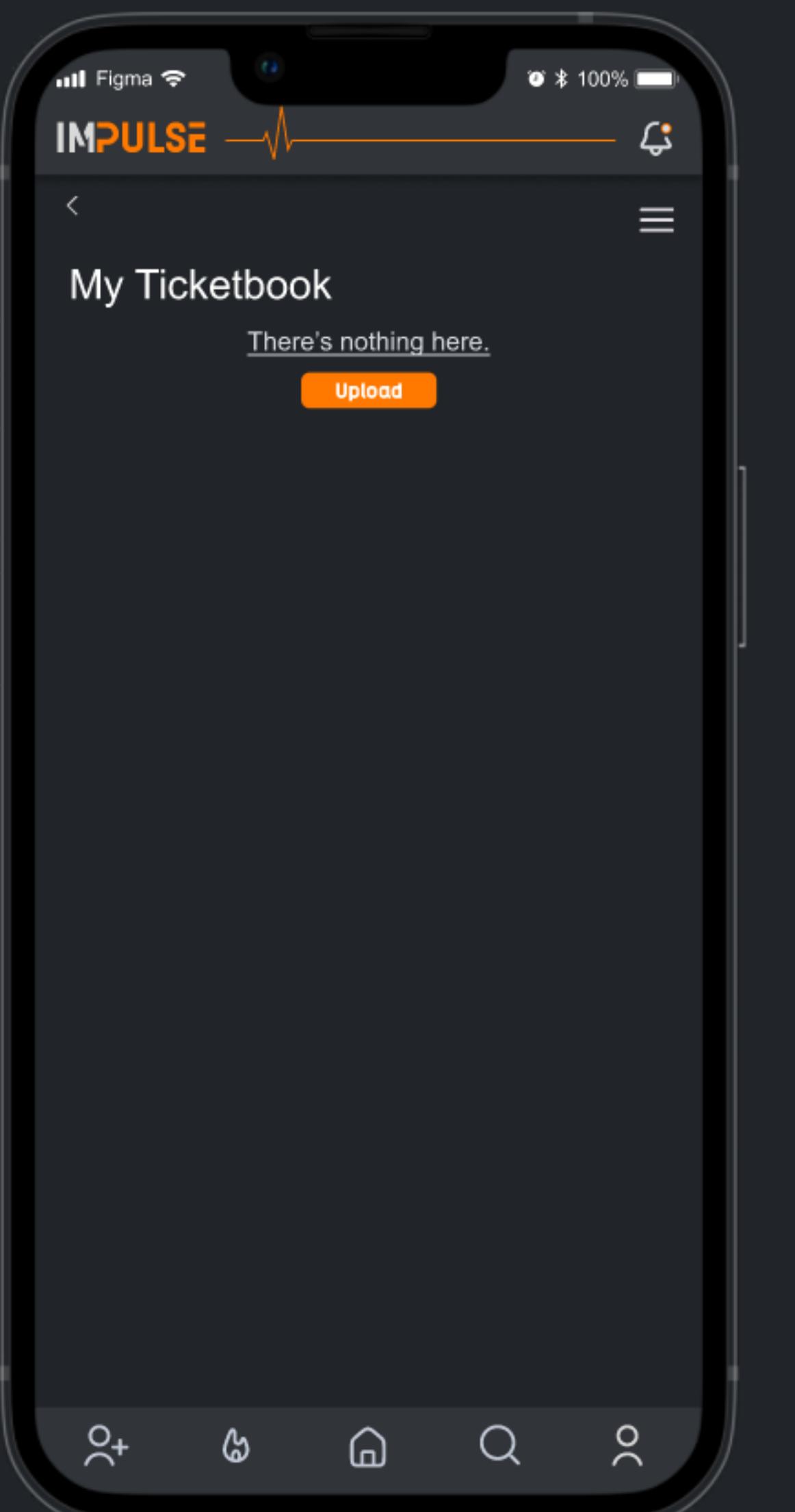
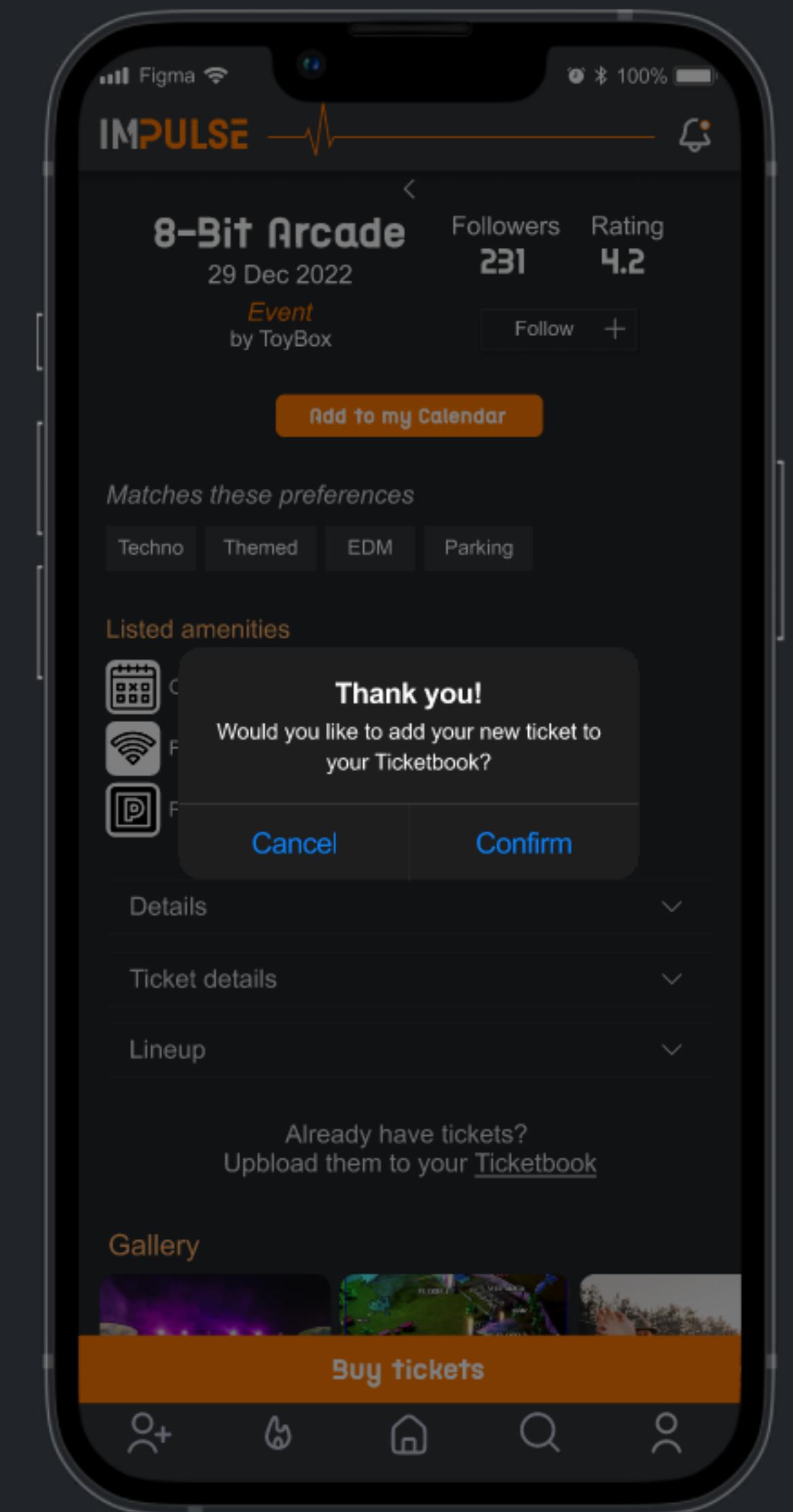


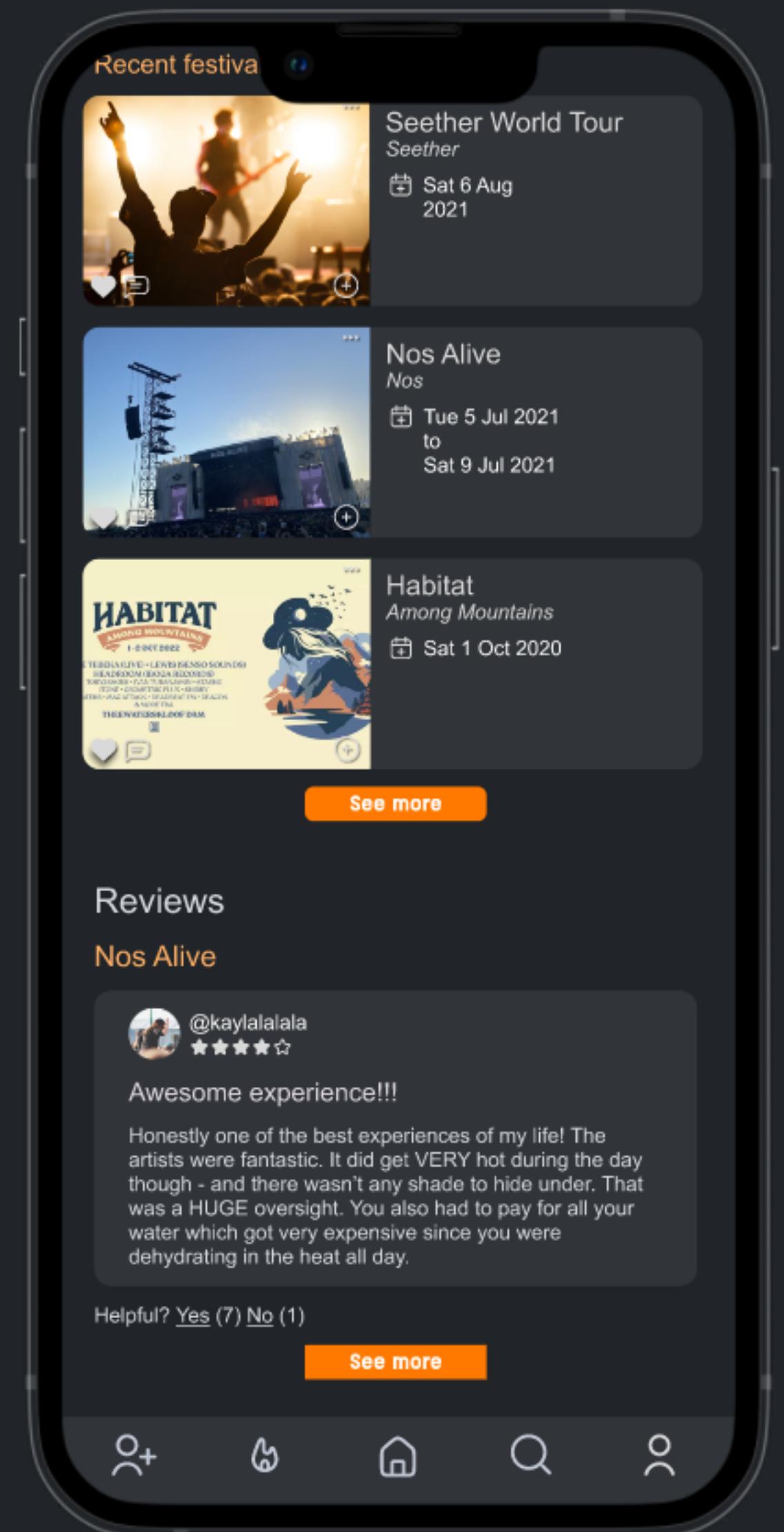
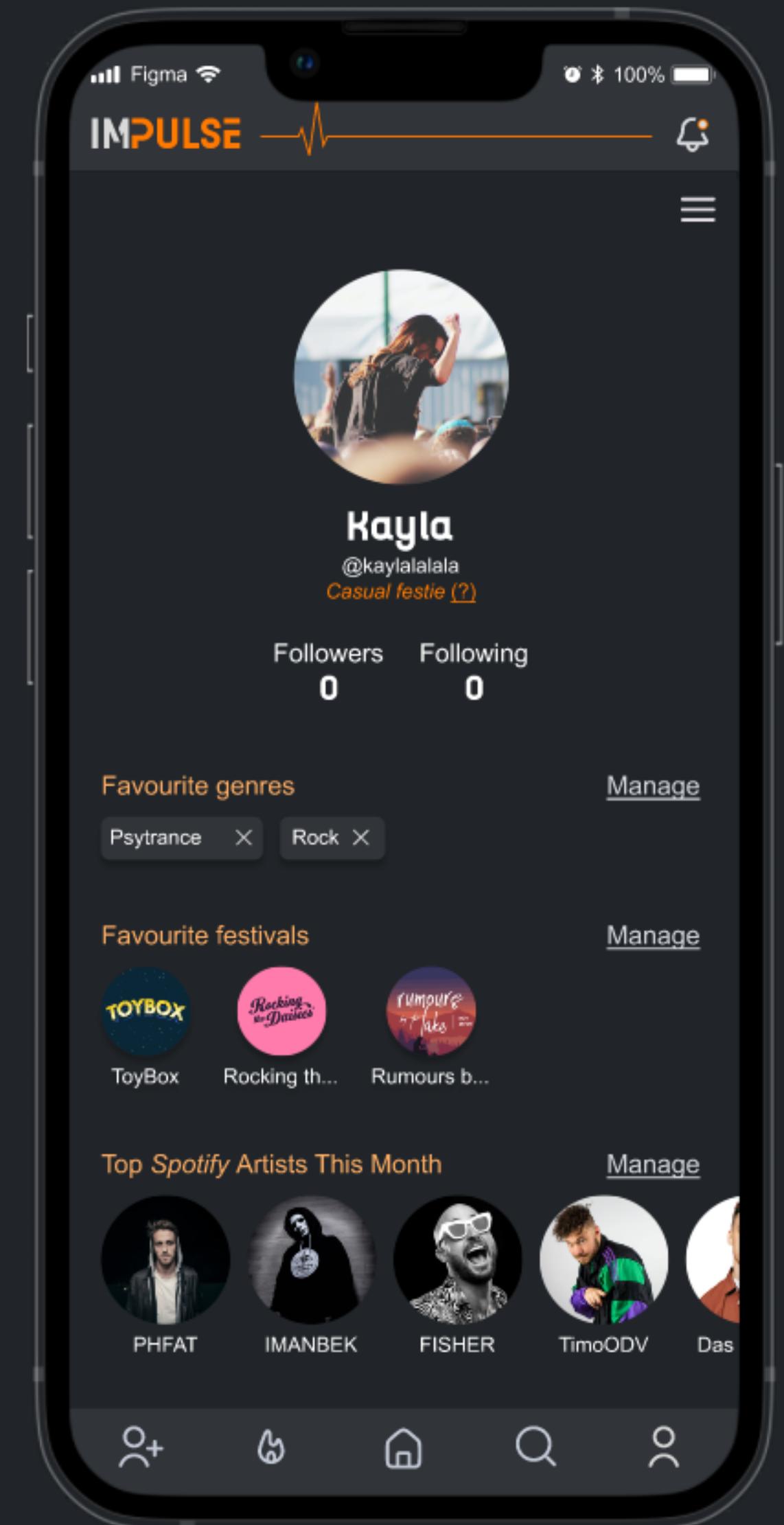














Kayla continues to use the application to find festivals that interest her and becomes a major contributor to cashflow within the entertainment industry.