

# UCD02 IS02 – Prototyping

# Independent Study 2022

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## Table of Contents

|   |           |
|---|-----------|
| Project plan.....                       | 3         |
| Introduction.....                       | 4         |
| Before we jump in.....                  | 4         |
| Some important definitions.....         | 6         |
| Project goals .....                     | 6         |
| Risk analysis .....                     | 6         |
| Feasibility survey .....                | 8         |
| Festival attendance .....               | 8         |
| Features .....                          | 9         |
| Desired features .....                  | 9         |
| Access method.....                      | 9         |
| Notification method .....               | 9         |
| Insight summary .....                   | 10        |
| Architectural analysis .....            | 11        |
| Eventbrite sitemap .....                | 11        |
| Instagram sitemap.....                  | 12        |
| Architectural design studio.....        | 13        |
| (Im)Pulse sitemap.....                  | 13        |
| <b>Detail &amp; Motivations.....</b>    | <b>14</b> |
| Entity relationship diagram .....       | 15        |
| Design discussion.....                  | 16        |
| Designing a recommendation system ..... | 16        |
| Airbnb .....                            | 17        |
| Aesthetic design studio .....           | 17        |
| Moodboard.....                          | 17        |
| Style guide .....                       | 23        |
| Prototype development .....             | 25        |
| Homepage (Nav bar).....                 | 25        |

## Independent Study 02 - Prototyping

|  |    |
|--|----|
| Hot page (Nav bar) .....                       | 25 |
| Following page (Nav bar).....                  | 26 |
| Search page (Nav bar) .....                    | 26 |
| Profile (Nav bar).....                         | 26 |
| Notifications (Nav bar) .....                  | 26 |
| Event page .....                               | 26 |
| Organiser page.....                            | 27 |
| User profiles .....                            | 27 |
| Prototyping phase 1: lo-fi .....               | 28 |
| Event post.....                                | 28 |
| Homepage .....                                 | 29 |
| Event page .....                               | 30 |
| Prototyping phase 2: lo-fi .....               | 31 |
| User testing.....                              | 31 |
| <b>Insights</b> .....                          | 31 |
| A/B testing .....                              | 31 |
| <b>Insights</b> .....                          | 31 |
| Prototyping phase 3: hi-fi .....               | 32 |
| Media Posts .....                              | 32 |
| The final version .....                        | 34 |
| Conclusion .....                               | 34 |
| Appendix.....                                  | 35 |
| Prototype phase 1: lo-fi drafts.....           | 35 |
| Media posts .....                              | 35 |
| Homepage .....                                 | 37 |
| Prototyping phase 2: lo-fi drafts.....         | 38 |
| User test 1: Josh.....                         | 39 |
| User test 2: Tom .....                         | 40 |
| A/B Testing .....                              | 41 |
| <b>Version 1 comments: Chocolate box</b> ..... | 41 |
| <b>Version 2 comments: Scroll</b> .....        | 41 |
| Final prototype .....                          | 47 |

## Project plan

This project was managed using a Kanban style to keep track of deadlines to deliver useful results in a timely manner. Additionally, prototypes were developed using an iterative process. This was done using agile prototype development methodology – designing, testing, and redesigning iteratively until a refined final product has been created. This is done to minimise risk and create a useful and user-friendly end product.

| Task Name                              | Start Date | Days | Status |
|--|------------|------|--------|
| Project plan                           | 1 Aug      | 1    |        |
| Risk Analysis                          | 1 Aug      | 1    |        |
| Introduction                           | 2 Aug      | 1    |        |
| Previous insight summary               | 2 Aug      | 2    |        |
| Feasibility survey                     | 3 Aug      | 1    |        |
| Competitive sitemap                    | 3 Aug      | 2    |        |
| Impulse sitemap                        | 5 Aug      | 2    |        |
| Impulse entity relationship diagram    | 7 Aug      | 1    |        |
| Moodboard                              | 8 Aug      | 1    |        |
| Key meanings                           | 8 Aug      | 1    |        |
| Media post design studio               | 9 Aug      | 1    |        |
| Scamp1                                 | 10 Aug     | 2    |        |
| Scamp2                                 | 12 Aug     | 2    |        |
| Test scamp2                            | 13 Aug     | 1    |        |
| Update scamp 2                         | 13 Aug     | 1    |        |
| Digital prototyping                    | 14 Aug     | 5    |        |
| Test digital prototype                 | 19 Aug     | 1    |        |
| Review and redesign digital prototype1 | 20 Aug     | 2    |        |
| Hand-in date (revised)                 | 22 Aug     |      |        |

## Introduction

In this sprint of independent studies, I will focus on prototype design, testing, and refinement. Using insights gathered from the previous sprint (research), I will iteratively develop a semi-functional prototype illustrating my design solution for the proposed problem statement. This problem statement has been refined further following the research of sprint one. This been refined from:

“Users find it difficult to find new festivals to attend satisfying their personal parameters. Users usually discover events by word of mouth, leading to low awareness of new events. This is a problem because it makes discovering and managing new events difficult.”

To:

“Users find the lack of a complete event repository frustrating. Finding new events and organisers are not a high priority. Users are friend-centric and find group attendance highly important. Although users are content with their current methods of event-finding, they think that this process can be improved.”

Although similar, this problem statement has narrowed down to the main desire to purely filter events, rather than having a heavily multi-service platform as proposed in the initial statement.

## Before we jump in...[AS1]

The main insight gathered from the previous leg of this assignment was the investigation of the concept of the *hardcore festie* – a minority group that spends more money at/on music festivals. It is important to pay close attention to this group, as they are the backbone of the music festival industry.

The hardcore festie is known to consider event organisers more than the casual festie – it is therefore important to give them a platform with which they can sort by organisers and stay up-to-date with organisers they like. Additionally, this allows the sharing of information amongst other hardcore festies thereby creating a thriving and experimental community.

Main insights are summarised as follows:

- The Hardcore festie must be taken seriously; they spend the majority.
- Recommendations are important; users want good suggestions.
- Users want to see more information re: events.
- Users seldom actively search for events; they stumble upon them.
- Friend accompaniment plays a huge role in decision-making; users don't enjoy going alone.
- Social media is an information backbone; main-method of event discovery.

Main “hardcore festie” statistics are summarised in the below infographic.

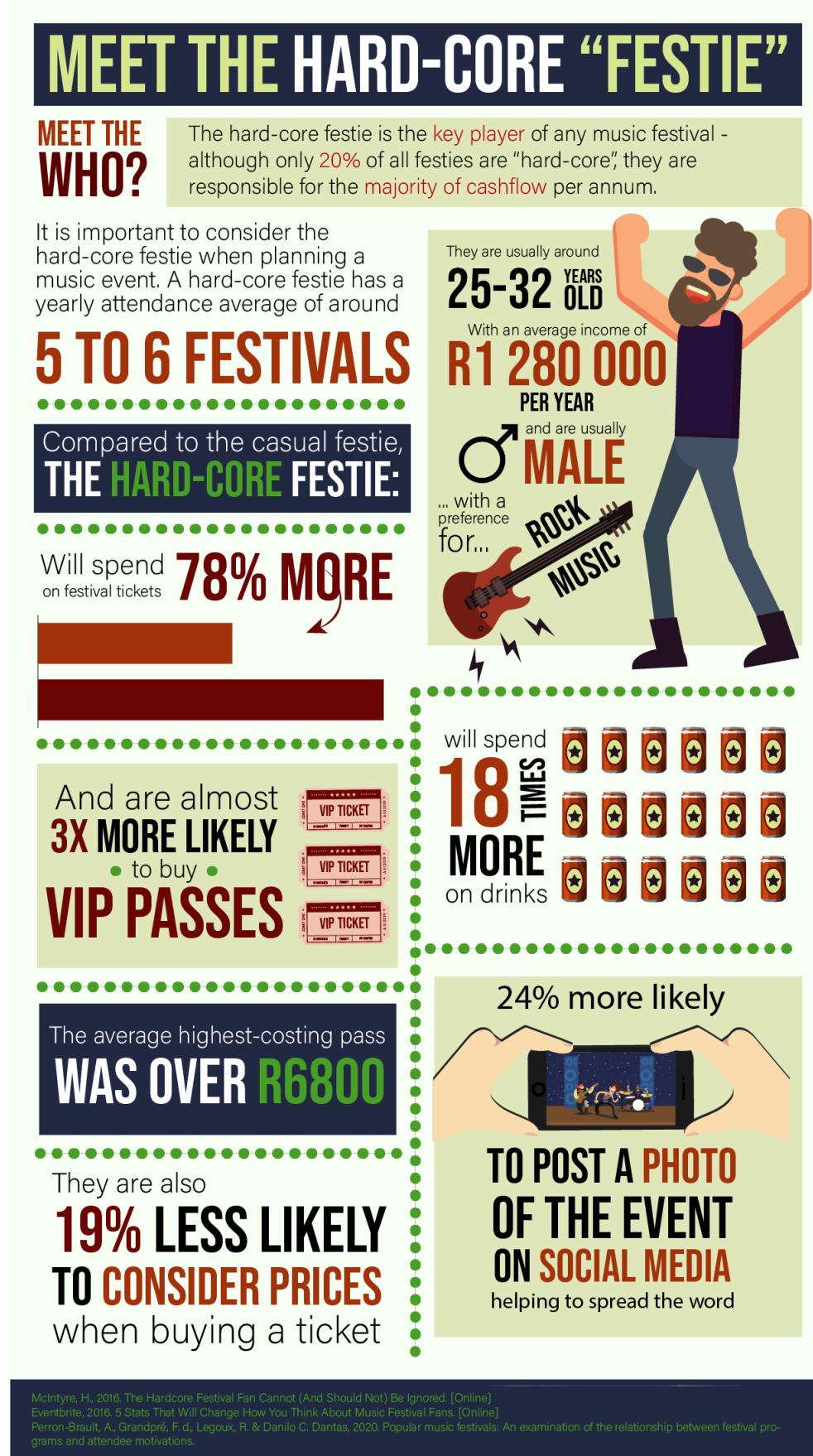


Figure 1:  
Infographic

## Some important definitions

Before continuing with development, it's important to have a clear understanding of key terms used throughout this project.

Event: As defined in the previous phase, users generally view an event to be something

- Music-oriented,
- Generally requiring a ticket,
- Dancing,
- Having a large attendance, and
- Generally involving the consumption of food and/or alcohol.

Organiser: The group which manages and organises events.

- They are responsible for the smooth-running of events
- One organiser can host many different types of events.

## Project goals

My goal for this phase of independent study is to develop a mostly-functional hi-fi prototype to demonstrate my solution to the proposed problem. This hi-fi prototype should illustrate the main application features and the application logic and mechanisms that have been investigated throughout the research process.

I also aim to improve my proficiency in Figma prototyping and the design studio process.

## Risk analysis

Below is a Risk Table summarising this phase of the project's major risks. These are scored on a scale of 1 to 4 according to probability (**P**: the probability that this risk will occur), as well as impact (**I**: the effect this risk will have on the project). More specifically:

- 1: Negligible
- 2: Marginal
- 3: Critical
- 4: Catastrophic

The table also includes risk management techniques, namely:

- Risk mitigation: Identifying a risk, avoiding it, and remove risk factors
- Risk monitoring: Check if risks have occurred through adequately tracking the project
- Risk management: What to do if risk becomes a reality and mitigation plan has failed

Portions of this section were borrowed from the previous hand-in, as the risks are still possible and need to be monitored.

## Independent Study 02 - Prototyping

Table 1

| Description                                    | P | I | Mitigation  | Monitoring   | Management   |
|--|---|---|---|--|--|
| Project is not completed on time.              | 1 | 4 | Follow the project plan closely.  | Daily check-ins and to-do strict task management.  | Reduce the scope of the project and focus on essentials.   |
| Project is not handed in on time.              | 1 | 4 | Ensure documents are kept up-to-date, and hand in as soon as project is ready.                    | Ensure diarised dates are in line with brief dates.  | Hand drafts in in phases – add updated versions as project progresses, ensuring at least one hand-in with most up-to-date work.      |
| Loss/Damage of research documentation.         | 1 | 4 | Make use of online platforms to store research notes, as well as auto-save and cloud backup.      | Ensure documents are up-to-date on the cloud, and cloud passwords are saved.                   | Return to last-saved version of the document.  |
| Non-intuitive wireframe and navigation design. | 2 | 3 | Iterative prototype development and rigorous user testing to identify key issues early.           | Ensure tests are conducted properly and evaluate the usability of the design effectively.      | Re-trace steps back to most ergonomic design and continue from there.  |
| Unattractive interface.                        | 3 | 1 | Ensure consistency amongst pages and adhere to Neilson's 10 Usability Heuristics (Neilson, 1994). | Refer to Moodboard often and compare pages against one another to ensure continuity.           | If a page is noticed to be inconsistent or unattractive, strip back down to bone and re-implement aesthetic features per convention. |
| Unintuitive navigation.                        | 2 | 3 | Conduct adequate user testing.  | Ensure minimum 3 user tests per prototype is conducted.  | Revert to most successful navigation layout.   |
| Unused features.[AS2]                          | 3 | 1 | Conduct user interviews and research to determine desired features.                               | Ensure desired features are created before adding nice-to-haves. Refer to project goals often. | Scrap unused features to avoid a cluttered user experience.  |

## Feasibility survey

Before diving into the prototyping process, I thought it necessary to gather feedback from prospective users regarding desired functionality. The full survey can be viewed in the attached PDF file ([IS02-Survey1.pdf](#)).

This section covers notable results.

### Festival attendance

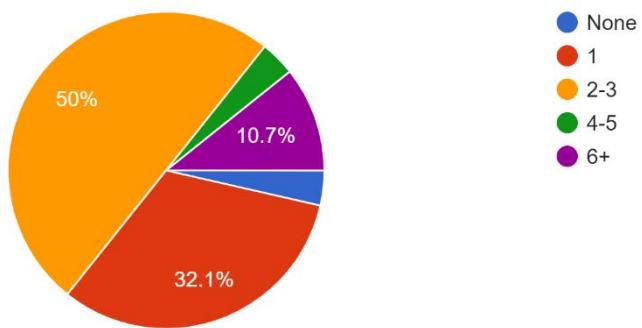
Interestingly, the “festie” split results from my survey are almost identical to the proposed festie split in Rachel Grate’s article (Grate, 2016) (discussed thoroughly in previous report), namely:

| Name             | % of total festies | Number of festivals per year |
|------------------|--------------------|------------------------------|
| Hardcore festies | 20%                | 5-6                          |
| Moderate festies | 50%                | 2-3                          |
| Casual festies   | 30%                | 1                            |

Similar results can be seen in my distributed survey, thereby making it a representative sample and a useful addition to this report.

How many festivals do you usually attend in a year?

28 responses



## Features

### Desired features

The below table illustrates desired features in order of preference. This is useful in distinguishing must-have features from nice-to-have features. This will be important for the development of wireframes.

| Desired features        | Votes | % Agreement |
|-------------------------|-------|-------------|
| Music genre filtration  | 18    | 69.23       |
| Promotions              | 15    | 57.69       |
| Food/Drinks price menu  | 14    | 53.85       |
| Trending                | 13    | 50.00       |
| Calendar/Reminders      | 13    | 50.00       |
| Recommendations         | 12    | 46.15       |
| Price range filters     | 12    | 46.15       |
| Location filters        | 12    | 46.15       |
| Social (media) platform | 11    | 42.31       |
| Festival popularity     | 10    | 38.46       |
| Ratings                 | 9     | 34.62       |
| Organiser profiles      | 4     | 15.38       |
| Comments/Community      | 4     | 15.38       |
| Push notifications      | 4     | 15.38       |

### Access method

| Access method         | Votes | % Agree |
|-----------------------|-------|---------|
| Standalone app        | 12    | 42.86   |
| Instagram integration | 9     | 32.14   |
| Website               | 5     | 17.86   |
| Facebook integration  | 2     | 7.14    |
| Twitter               | 0     | 0.00    |

### Notification method

| Notification method | Votes | % Agree |
|---------------------|-------|---------|
| Push notification   | 14    | 50.00   |
| Email               | 8     | 28.57   |
| Social media DM     | 3     | 10.71   |
| Don't notify        | 3     | 10.71   |

For the development of this application, I have also frequently consulted an article by Nix United (2021). My main insights from this article are described below and linked to the relevant survey results.

### **Dashboards & Activity Feed**

The article describes this feature as an overview type. However, I have created the **homepage** differently – It acts more as a backbone recommendation system. It is possible to get the most use out of the application by only engaging with the homepage. I have combined the concept of a dashboard and an activity feed – as the user is constantly updated with new information, but they are also able to branch out from the homepage to pages of their interest.

### **User profiles & File uploading**

An important feature is providing users with a way to change their information. This helps the user to have a more personalised experience. Users are also able to customise their profile picture (file upload) so that they may be identified by friends. This is optional.

### **Ratings & Reviews**

Nix United mentions that this is a key feature to allow customers to share their experiences with others – helping them make decisions amongst many options. Although this didn't score highly in the survey; I still believe it is a crucial feature to include.

### **Calendar<sup>[AS3]</sup>**

Allows users to sync events from an application into their personal calendar. This allows integration into methods that users are already comfortable with using and are more up to date with subscribed events.

## **Insight summary**

- Users want to be able to filter search results to their preference.
  - Music genre filtration is the most highly desired (filtration) feature.
- Price-related information (within event) is sought after.
- Community-oriented features are not highly prioritised.
- Standalone app was the most preferred platform method.
- Due to Instagram's use as a current method, I should build Instagram-like features and usability into the app for decreased cognitive load.
- Users would prefer to be notified by push notification – but should be customisable.
- Users would prefer a discovery-based application, rather than a multi-purpose social media / event finding platform.

## Architectural analysis

### Eventbrite sitemap

To get a better understanding of Eventbrite, I analysed its information architecture thereby providing insight into page associations. This will guide my own development process.

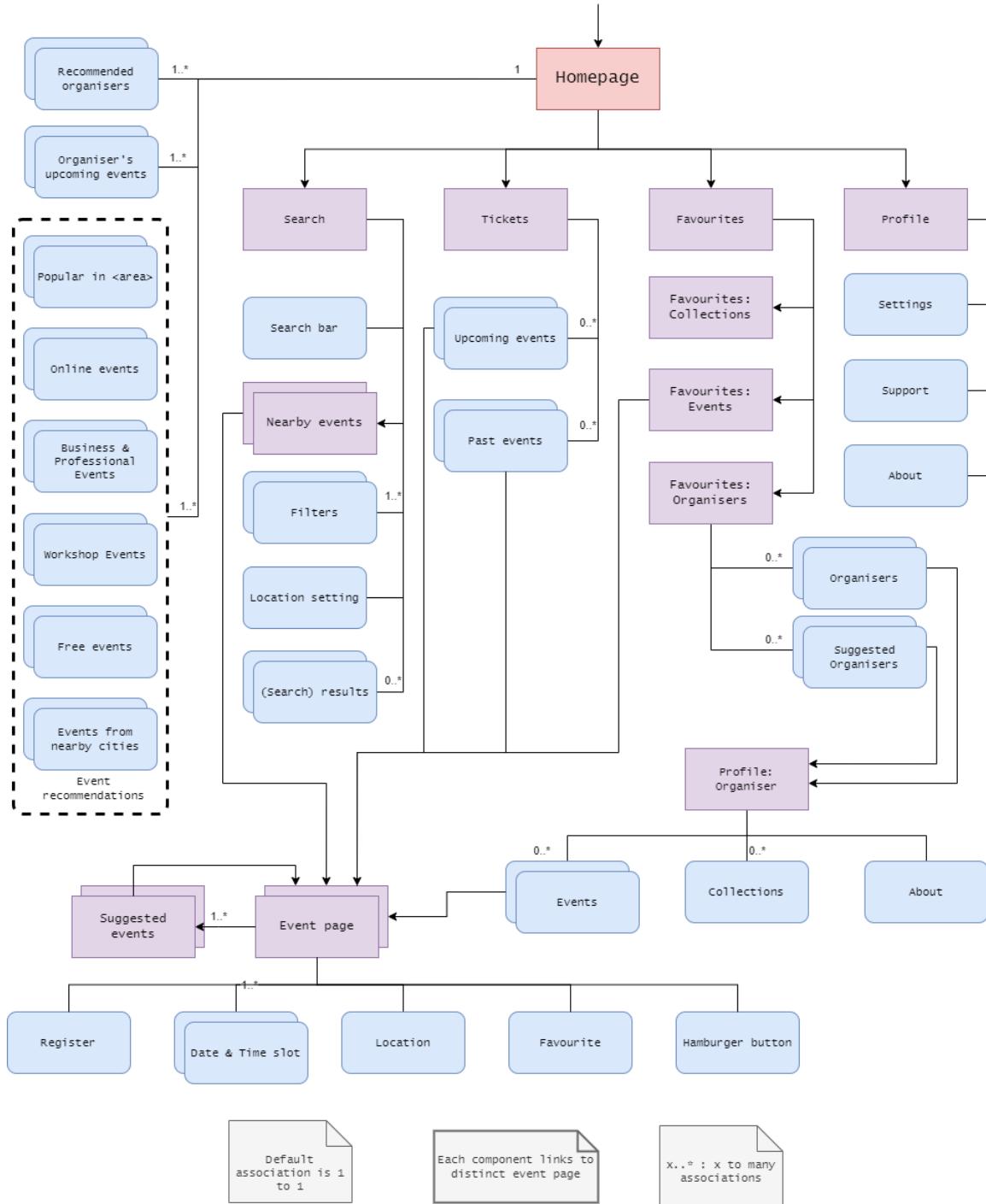


Figure 2

## Instagram sitemap

I found it necessary to include Instagram's sitemap as my research shows that it is the most used social media platform for event discovery. Therefore, I will aim to include Instagram-like features into my application in order to decrease cognitive load and increase "scrollability".

Most importantly is Instagram's distinction between the Homepage and their Search & Reels page. Instagram's Homepage is purely posts by profiles the user follows, whereas Search and Reels are curated content (which may contain followed content). For my application, I wish to invert this – the Homepage should show curated content. Additionally, I aim to create a simple application like Instagram and avoid the over-complications seen in Eventbrite.

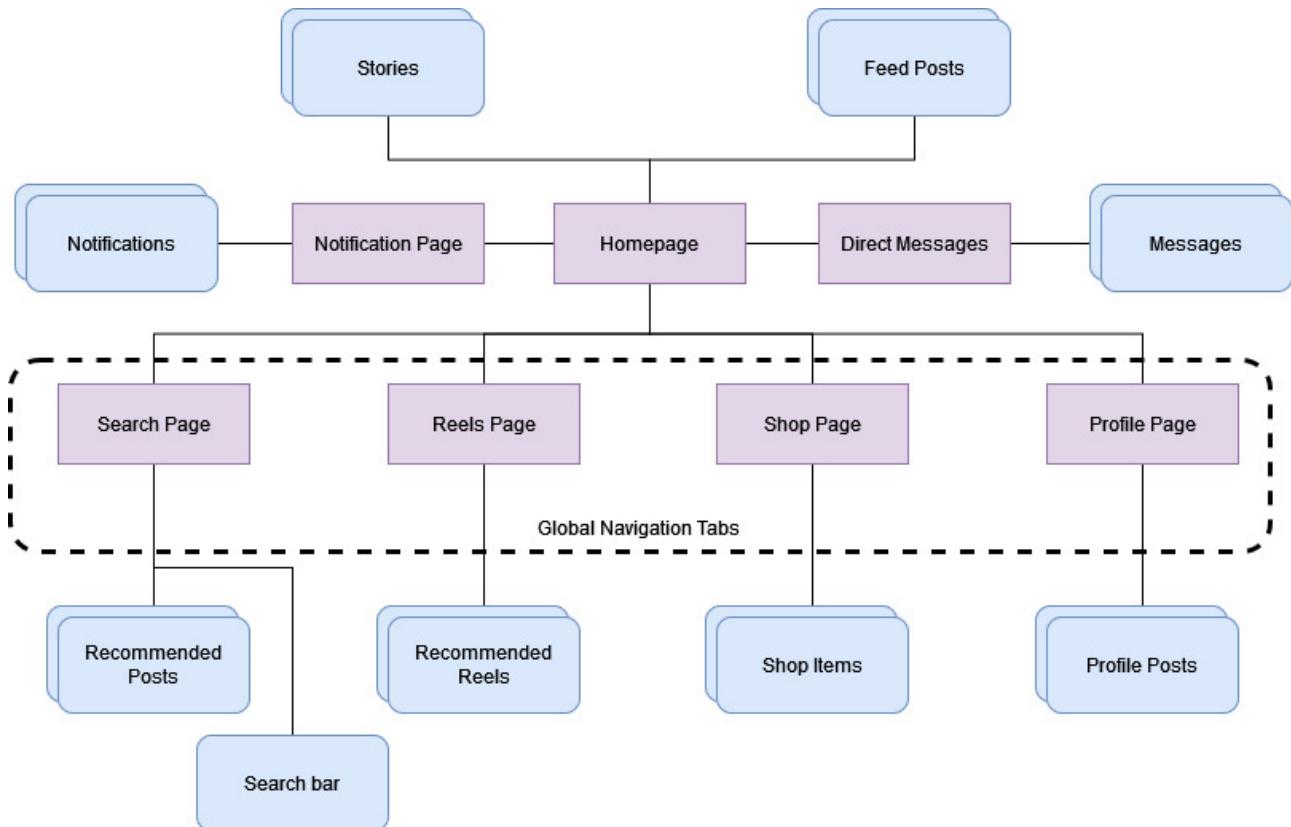
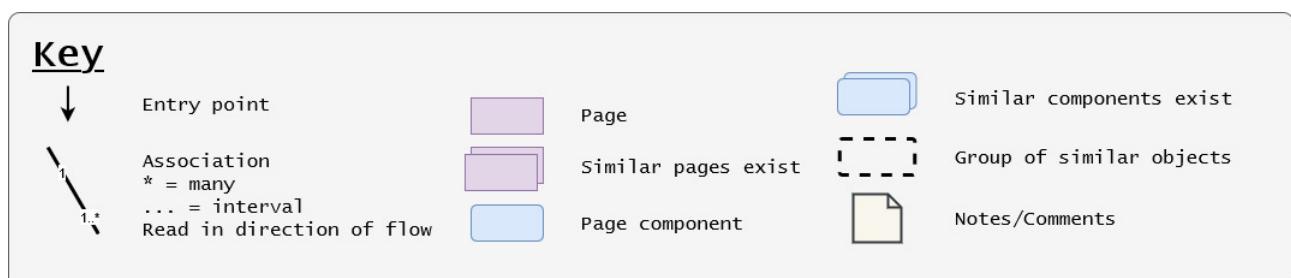


Figure 3



## Architectural design studio

### (Im)Pulse sitemap

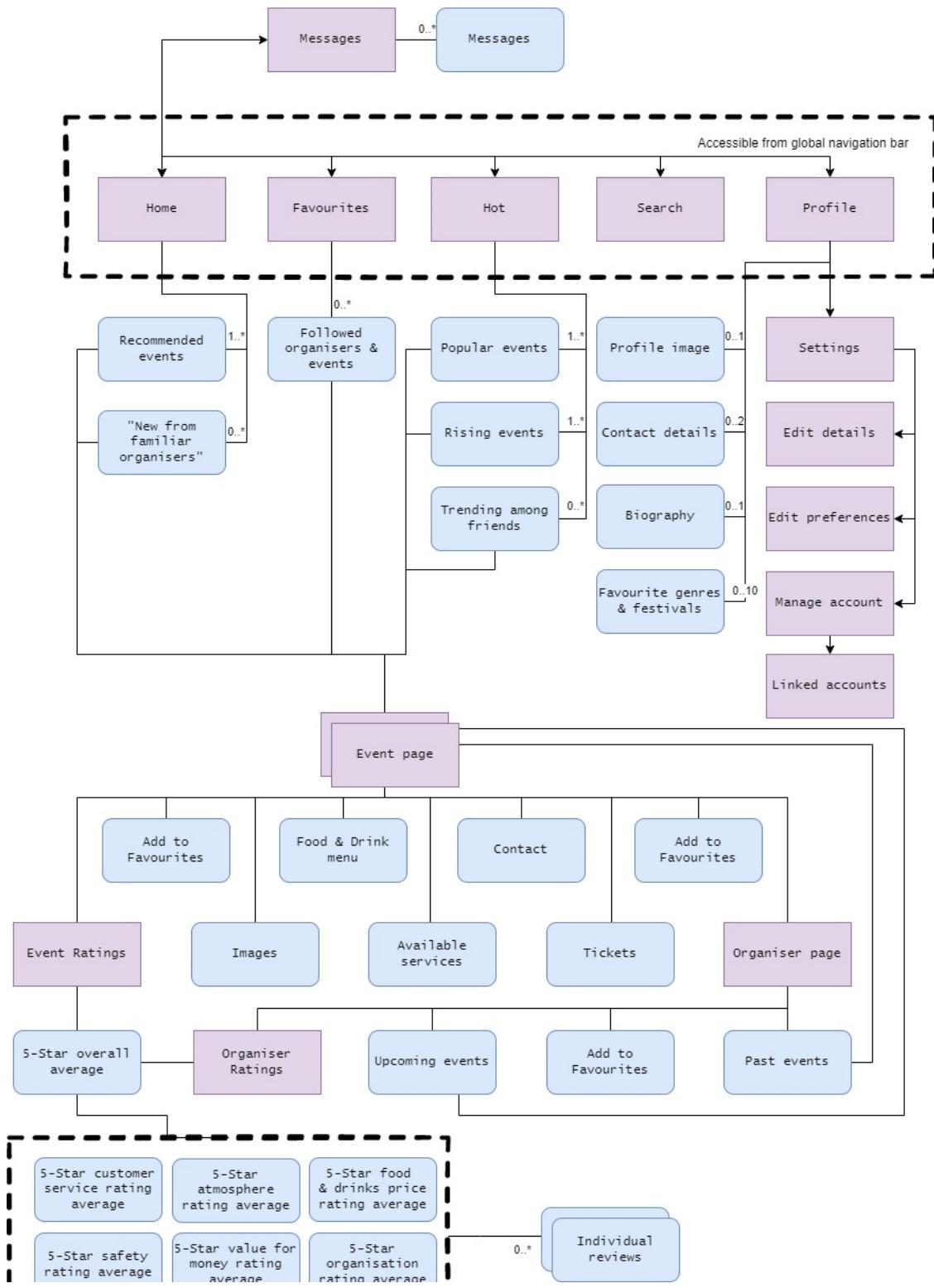
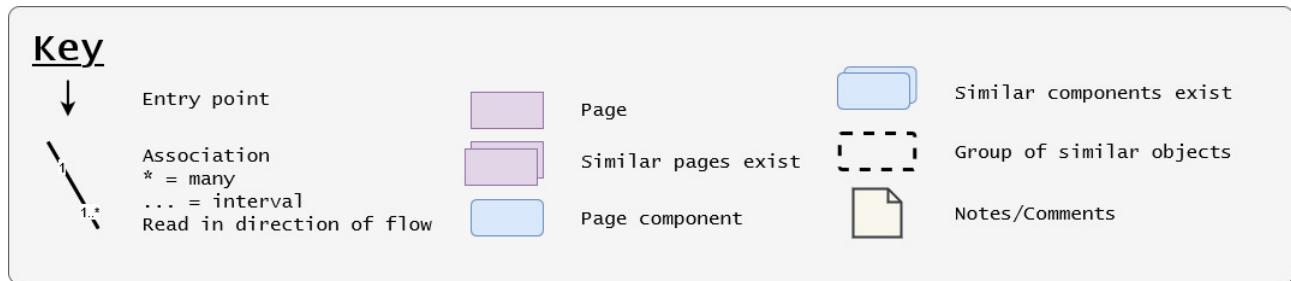


Figure 4



Using insights gained from analysing Eventbrite's sitemap, I was able to develop my own sitemap. This was necessary to get an overview of the entire system at a high level. In doing so, I now have a good understanding of Eventbrite's strengths and weaknesses, now able to implement their strengths and avoid their weaknesses. I plan on heavily simplifying Eventbrite's architecture, whilst incorporating some desired Instagram features.

From here, I'm able to contemplate different navigational techniques between these different pages. Additionally, this enables me to check if the site flow and navigational logic is well-refined. This sitemap will also allow me to describe the architecture to potential stakeholders.

## Detail & Motivations

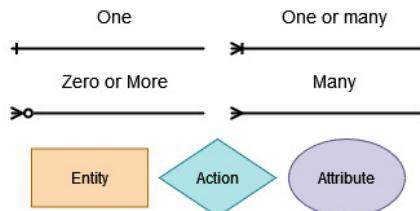
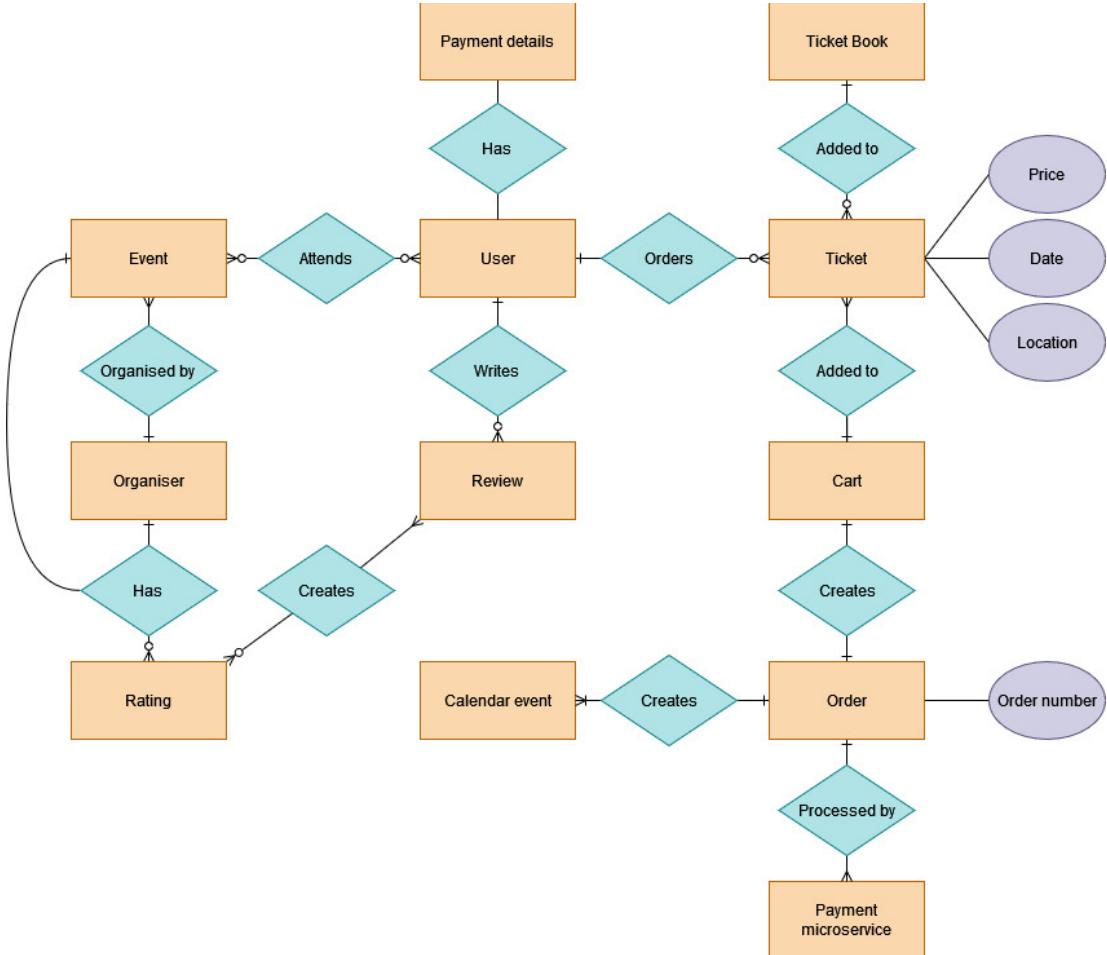
For this application, I have focused purely on event discovery and recommendations.

### *Top-level pages:*

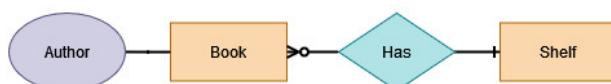
- Home: Where recommended festivals are shown.
  - Messages are accessible from Home. A user can use Messages to engage with other users, as well as event organiser representatives.
- Favourites: Where followed organisers and events are shown.
  - Organiser: The company or group that plans events.
  - Events: A happening planned by an organiser. One organiser can plan many different types of events.
- Hot: Trending and popular events.
- Search: Users can search for events or organisers. A list of trending searches will be available by bubble-tapping. Size of bubble indicates popularity of search term.
- Profile: Where a user can edit their personal data and settings.

## Entity relationship diagram

In addition to this high-level overview of different pages and their varying access points, I also found it necessary to include an entity relationship diagram. This further illustrates the way the various components will interact with each other in this architectural model, in addition to illustrating an overview of the application logic and functionality. Additionally, this diagram will help keep me in line with the outlined goals and features identified earlier in this document.



How to read:



"A shelf has zero to many books, whereas a book has one shelf".

## Design discussion

### Designing a recommendation system

I consulted the Nielsen Norman Group's article on *recommendation guidelines* (Harlet, 2018) to get started looking at how to structure my application's homepage. My main (design) insights are as follows:

**Prioritise** recommendations over generic content,

- Put recommendations **before** promoted content (to aid discovery).

Clearly state the **data source**,

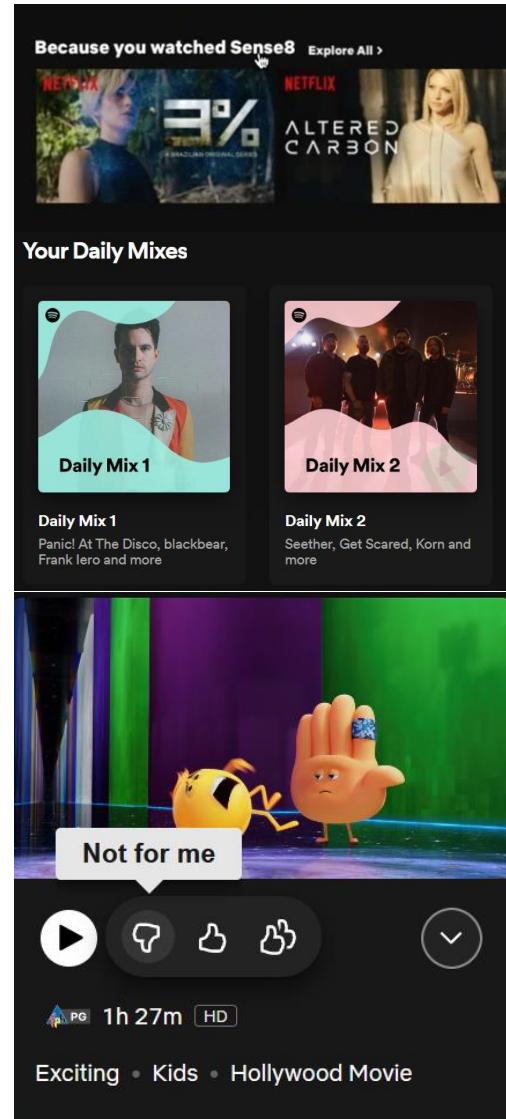
- "related to events you've viewed/rated/attended/favourited"

Have specific **recommendation categories**,

- Sort by genre, type, ect, for easy browsing

Allow users to fine-tune suggestions.

- If a recommendation isn't accurate, allow a user to provide feedback to prevent similar recommendations.



## Independent Study 02 - Prototyping

Interestingly, this article mentioned how Eventbrite's recommendation system fell short. This was because recommendations were predominantly available on the homepage, whereas a site like Amazon has several clearly labelled personalised content throughout the user journey. Additionally, these recommendations contained a mix of personal and professional, making browsing less relevant.

### Airbnb

This is an example of what Sándor Zelenka calls a "Stimulus gun" – there was so much available on the homepage, it kept firing stimulus at the user (Zelenka, 2019). Zelenka mentions that often fewer options are a key to success. However, Airbnb's method still mages to work, since each piece of stimulus manages to be engaging, rather than overwhelming. This is something I need to pay close attention to whilst designing my own home page.

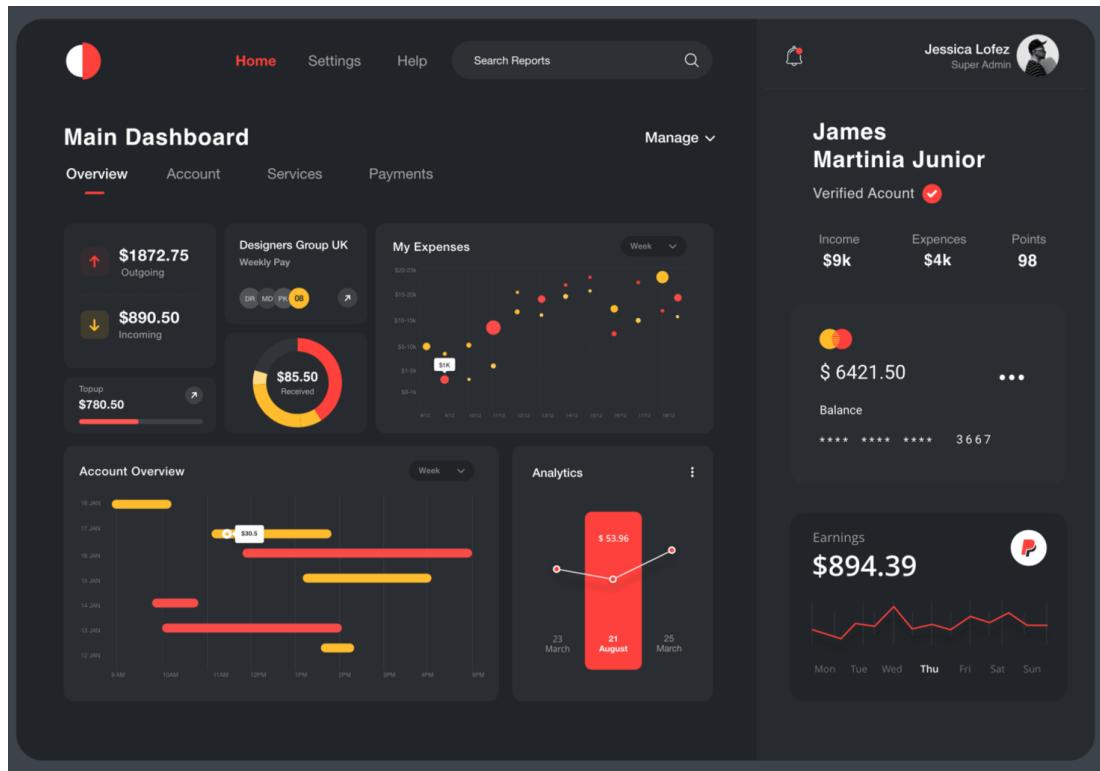
### Aesthetic design studio

#### Moodboard

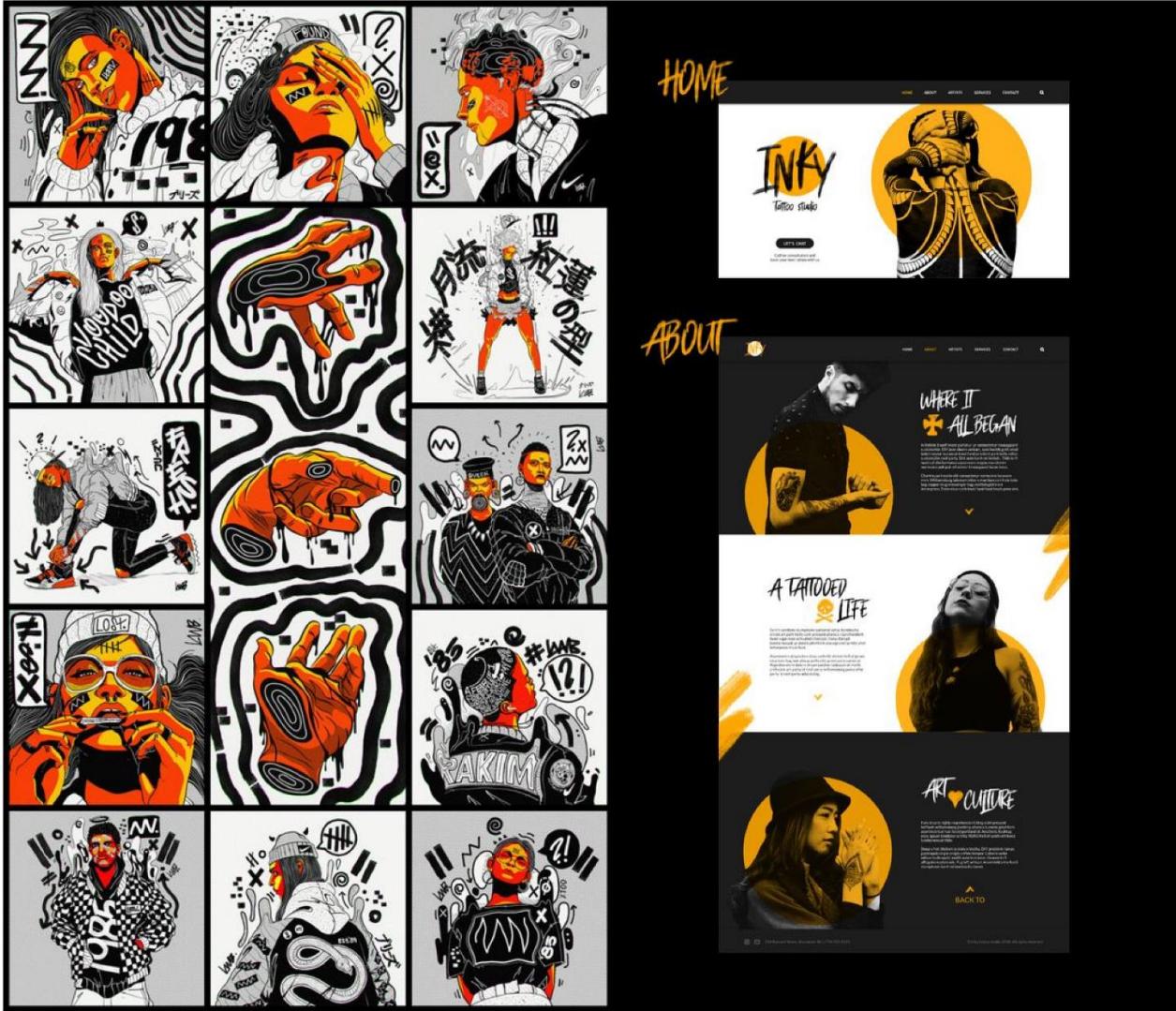
Aiming for a dark-mode application interface to keep with the music-festival theme. Music festivals are often associated with night-time, bright and colourful lights, lively atmosphere. I will use a bright accent theme colour, of which the settings will provide variations. I want the interface to be youthful yet organised.

I collected several similar images (or using similar themes) and grouped them together under a design style. From here, I will see which style best suits my theme and design my aesthetics around that.

Although I have drawn inspiration from all interface designs, I am particularly interested in combining the aesthetics of the 2<sup>nd</sup> and 4<sup>th</sup> interfaces to make a simple yet bold interface.



## Styalised and delineated with solid colours



Textured and visually interesting  
Full shaded colour on specific  
components of image

Alison Soutar

Solid background colours, accent  
colours drawing specific attention  
to desired parts  
Simple and attention-grabbing

Alison Soutar

## Neon & Glowing



Dark background, glowing  
attention grabbing components  
Bright colours, stands out against  
dark background

Alison Soutar

## Specific and limited gradient colour theme



Coloured gradient highlights  
behind simple graphics.  
Sections/components with  
colour, the rest left with solid fill  
Contrast between colourful  
gradient and solid fill adds visual  
interest

Alison Soutar

## Using colour and shape to explore themes



Technology: Blue, organised and inorganic shapes  
Data-driven, sophisticated and organised

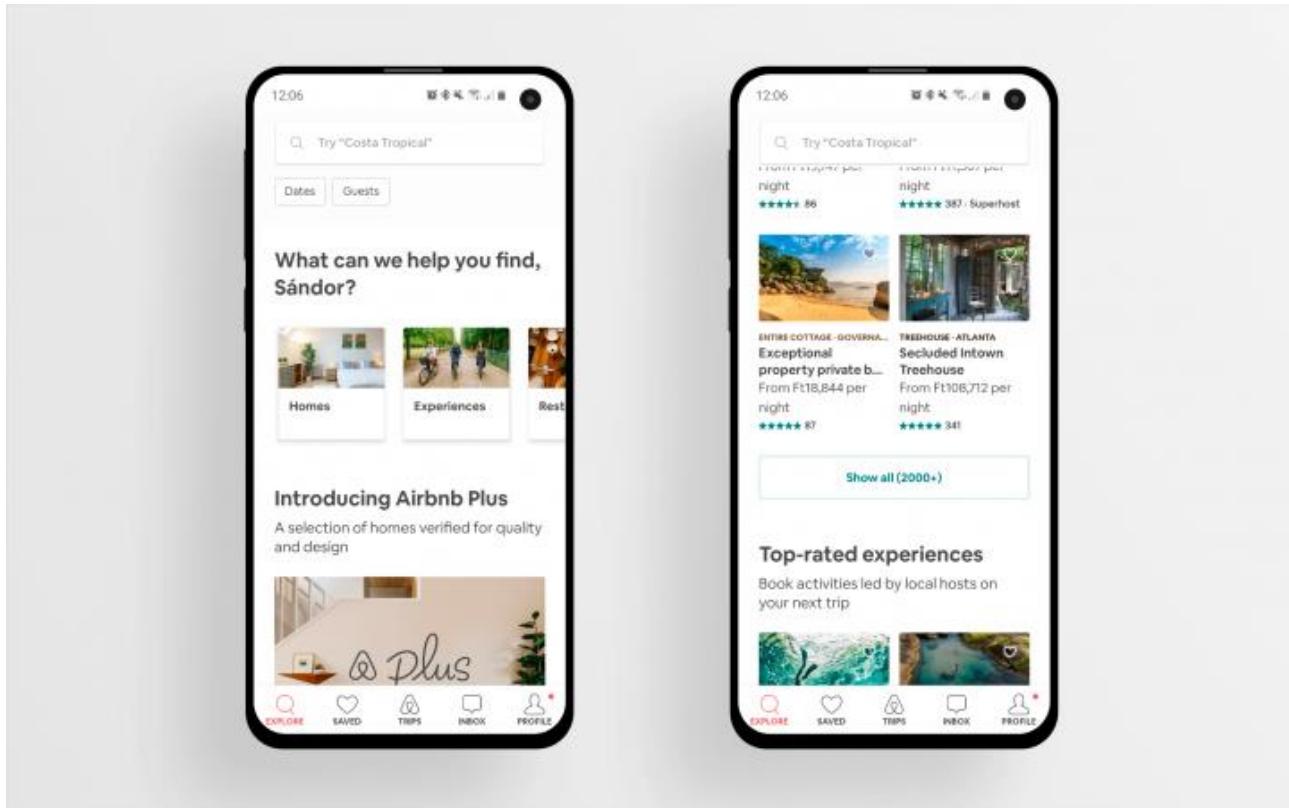
Alison Soutar

E-commerce: Modular, block-like, minimalist and showcase-like.  
Bright and persuasive.

Alison Soutar



Gym: Blocky, energetic, dynamic.  
Lots of diagonals and high-energy shapes and graphics



## Instagram

As mentioned in the previous report, Instagram is the most used application for users who stumble upon events. I aim to make my application social media-*like* – I want users to be able to browse the application recreationally, encouraging them to *explore* and *discover* in the same way they would on Instagram.

## Style guide

Below is the style guide I used for this project. I added these pre-sets to Figma's built in Style functionality and used it to develop my project

**Product identity:** Upbeat, modern, bold, high-energy and demanding: Matches the energy and enthusiasm of the youth.

### Colours

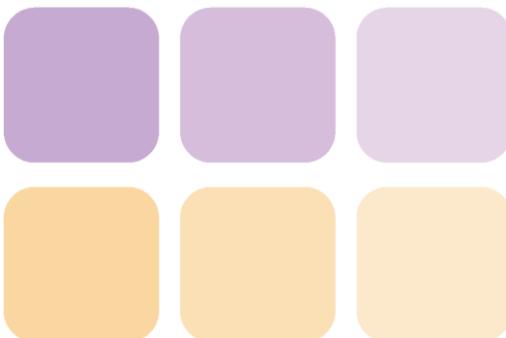
#### Primary colours



#### Accent Colours



#### Semantic Colours



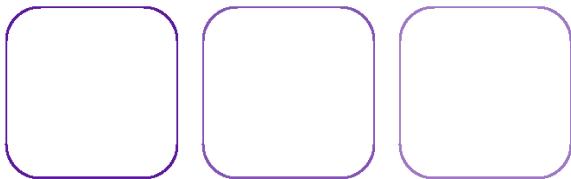
#### Background colours



## Boarders & Shadows

### Boarders

---



### Shadows

---



### Text

---

#### H1

Sample Text

#### H2

Sample Text

#### H3

Sample Text

#### H4

Sample Text



## Prototype development

While prototyping, I ensured that I would include all desired features as discussed earlier in this document. These features are summarised below according to page. This provides further detail to the information architecture overview, as well as an outline of the desired functionality.

### **Homepage (Nav bar)**

#### *Recommended events (containers)*

- Based on your likes
- Based on your recently viewed
- Based on your positive reviews
- Based on your interests
- Sponsored

#### *Event post (components)*

- Star rating summary
- Event title
- Event organiser
- “Save” or “watch” button
  - Allow users to keep an eye on an event without needing to follow the organiser
- Comment button
- Like/upvote
- Share button
- “Don’t show events like this”/similar recommendation-tuning alterations

### **Hot page (Nav bar)**

- Trending in your area
- Frequently searched
- Popular events related to your preferences

## Following page (Nav bar)

- From organisers you're following
- From events you're following
- From curators you follow

## Search page (Nav bar)

- Recommended searches
- Recommended filters
- Often searched this week/month
- Recent searches

## Profile (Nav bar)

- My preferences
  - Genre
  - Price range
  - Location default
  - Other event preferences
  - Liked events (like history)
  - Disliked events (dislike history)
- Profile image

## Notifications (Nav bar)

- Past notifications & alert summary,
- When followed users have activities,
- When followed events have an update/information change

## *Settings*

- Payment details
- Notification preferences
- Accent colour

## Event page

- Star rating
- Event organiser
- Location
- Duration & date
- Amenities
- Ticket prices
- Review summary
- Expanding individual reviews
- “Events like this”
- Follow button
- Like button

## Organiser page

- Past events
- Overall rating summary (no reviews; rating is linked to weighted average of past events)
- Upcoming events
- Most popular events
- Follow button
- Like button

## User profiles

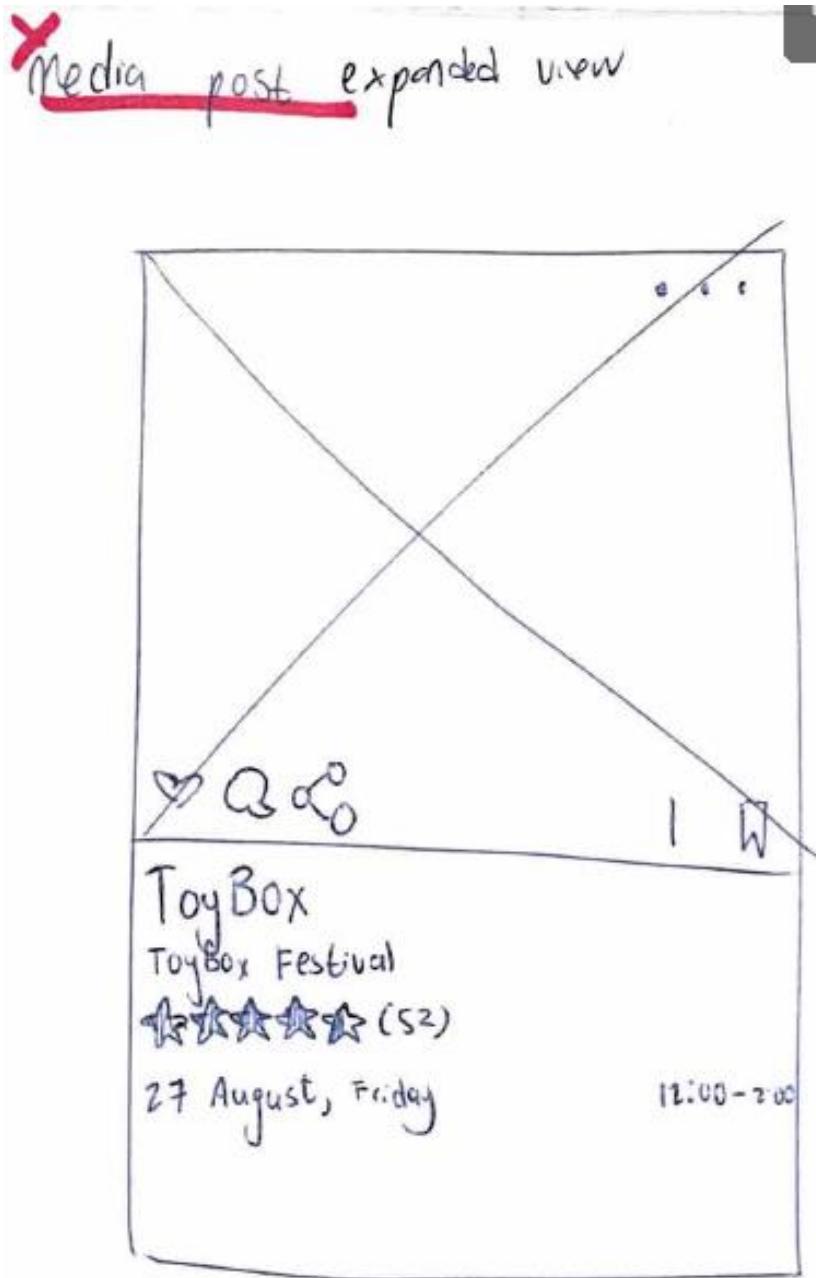
- Comment/review history
- Follow button
  - Get notified about reviews this person leaves

## Prototyping phase 1: lo-fi

Results from first phase of lo-fi prototype development. Final versions are shown here, the discarded versions are available in the appendix.

### Event post

I decided on having all the information at the bottom of the image, and saving image space for additional features (like, comment, share, save/follow, options). A user mentioned that he would prefer to have the title near all the other information for easy delineation.



## Homepage

I was torn between two different styles of homepage: the infinite scroll, and the condensed themed containers with side-scrolling accompanied by a “view more” button.

After a review it was mentioned that the prospect of infinite scroll may be dangerous – although it encourages users to continue using the application, they may never decide on an event in the hopes they may scroll to something more suitable. Because of this, I adopted Airbnb’s compartmentalised home screen to encourage users to browse through contained, themed content.

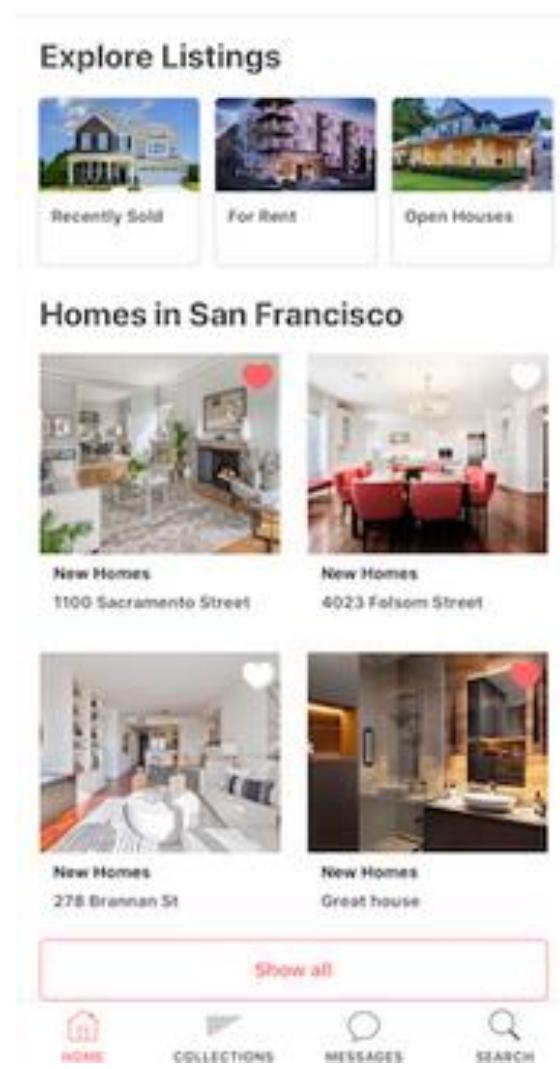
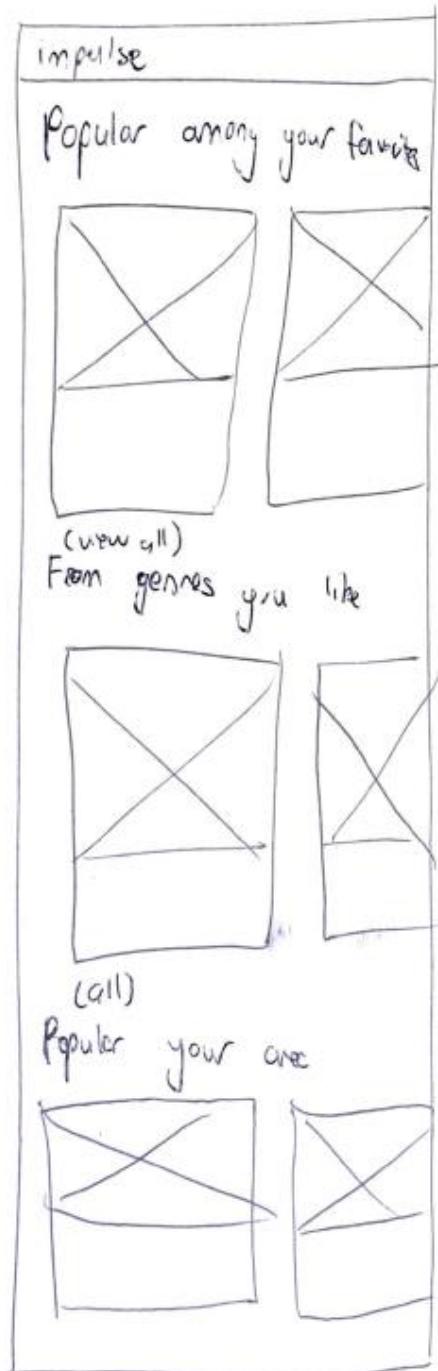
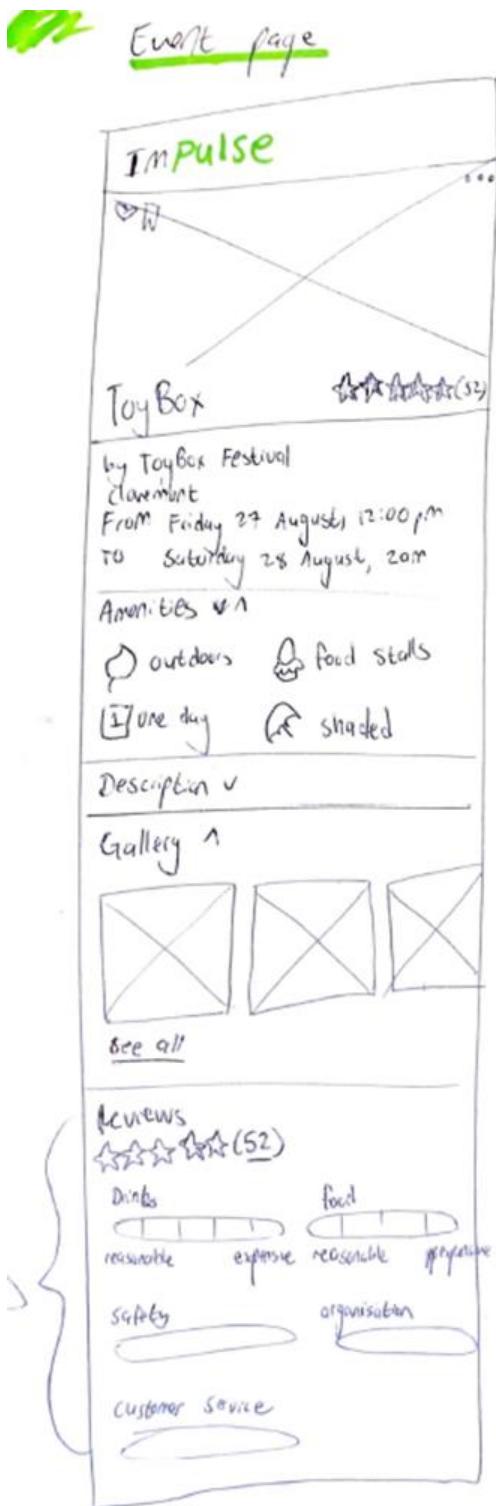


Figure 5: Airbnb

## Event page

This page showcases all details pertaining to a particular event. The use of accordion menus will keep the interface clean; in addition to allowing users to prioritise what content they want occupying their (limited) smartphone screen space. I will prioritise event details in the information hierarchy: important information (as identified in previous questionnaire) will place higher in the hierarchy.



## Prototyping phase 2: lo-fi

### User testing

Now that a base idea of information hierarchy has been established, a lo-fi prototype will be created that users can engage with to iron out any potential issues. In the previous development phase I focused on key pages. In this phase, I will develop more pages so that a complete user journey is possible. The entire design is in the appendix.

To conduct this user testing, I put my lo-fi drawings into Figma so the users could interact with them more organically. The users used my smartphone for an “as close as possible” experience to the final product.

### Insights

- The “Following” button may be confused as a “friends” button
- The relevance tags on the event page may be confused as functional buttons
- The “Hot” button was correctly interpreted
- Details may need to place higher on the page
- Users are concerned about popularity and ratings

### A/B testing

In addition to testing site logic and navigation, I also conducted an A/B test for the two key layouts: Chocolate bar and infinite scroll. Although I have decided to use chocolate bar with horizontal scroll for homepage, I still needed to figure out what would happen on the “see more” tab in addition to the Hot, Following and Search tabs.

### Insights

- Users preferred the vertical scroll for deeper-view pages
- Users enjoyed seeing fewer bigger images than more smaller images
- Users found the chocolate box view in Hot/Search/etc too overwhelming due to the lack of categories (as seen on home)

## Prototyping phase 3: hi-fi

### Media Posts

Below details my first draft of the hi-fi home screen. After doing an informal user test, the user confessed that they thought the favourite button was too small, and they didn't even notice the ellipse (circled in red). Additionally, they said that if there were a comment section, that would be the last piece of information they'd look at while browsing.

In response to this, I created the second version. However, this took an incredible amount of time due to my hard-prototyping – each media post being its own entity. Before I made my changes, I created a generic media post component. In doing so, all media posts now have like/follow/ellipse functionality, in addition to me being able to make bulk changes at once. From now on, I will ensure that I design the rest of my hi-fi in a more modular fashion. A screenshot of this solution is in the appendix.

| Version 1  | Revised version   |
|--|---|
|  <p>Return to the Source<br/><i>Return to the Source</i><br/>★★★★☆ (405)</p> <p> Fri 3 Dec 2022 to Sun 5 Dec 2022</p> <p> <a href="#">Elgin Grabouw Country Club</a></p> |  <p>Return to the Source<br/><i>Return to the Source</i><br/>★★★★☆ (405)</p> <p> Fri 3 Dec 2022 to Sun 5 Dec 2022</p> <p> <a href="#">Elgin Grabouw Country Club</a></p> |

Below is an image of the current home screen design: One can see the version 1 of the media post, as well as the revised version (component). To fully make these changes, I must replace all instances of individual objects with the updated component. Also noted here, after user feedback, the navigation buttons now show system status (orange).

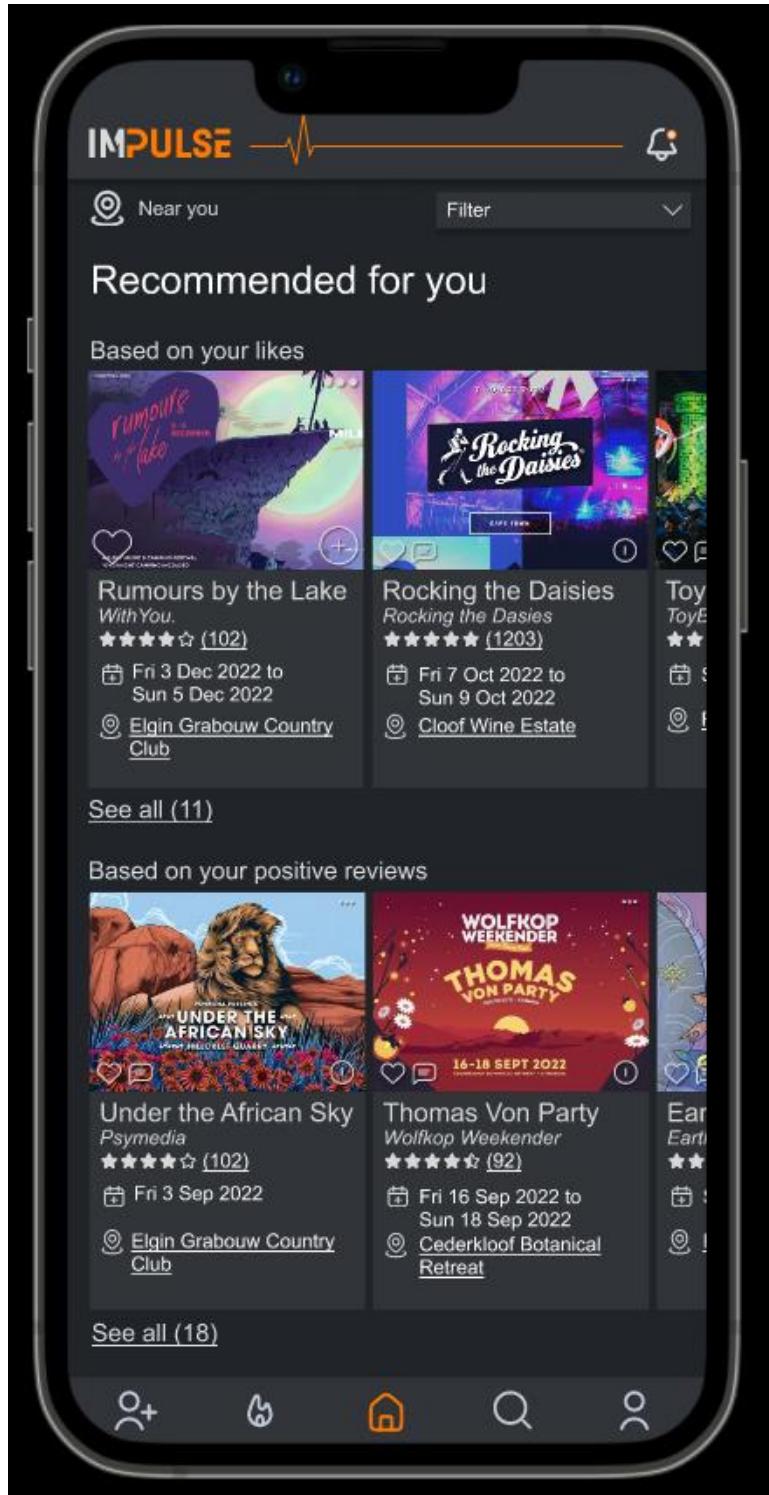


Figure 6:Semi-Updated homepage

## The final version

The final version is accessible via Figma: [https://www.figma.com/proto/UMS01SRtyUfoz4NAKjzCAj/IS02-\(IM\)PULSE?page-id=0%3A1&node-id=2%3A3&viewport=309%2C409%2C0.26&scaling=scale-down&starting-point-node-id=153%3A5101](https://www.figma.com/proto/UMS01SRtyUfoz4NAKjzCAj/IS02-(IM)PULSE?page-id=0%3A1&node-id=2%3A3&viewport=309%2C409%2C0.26&scaling=scale-down&starting-point-node-id=153%3A5101)

## Conclusion

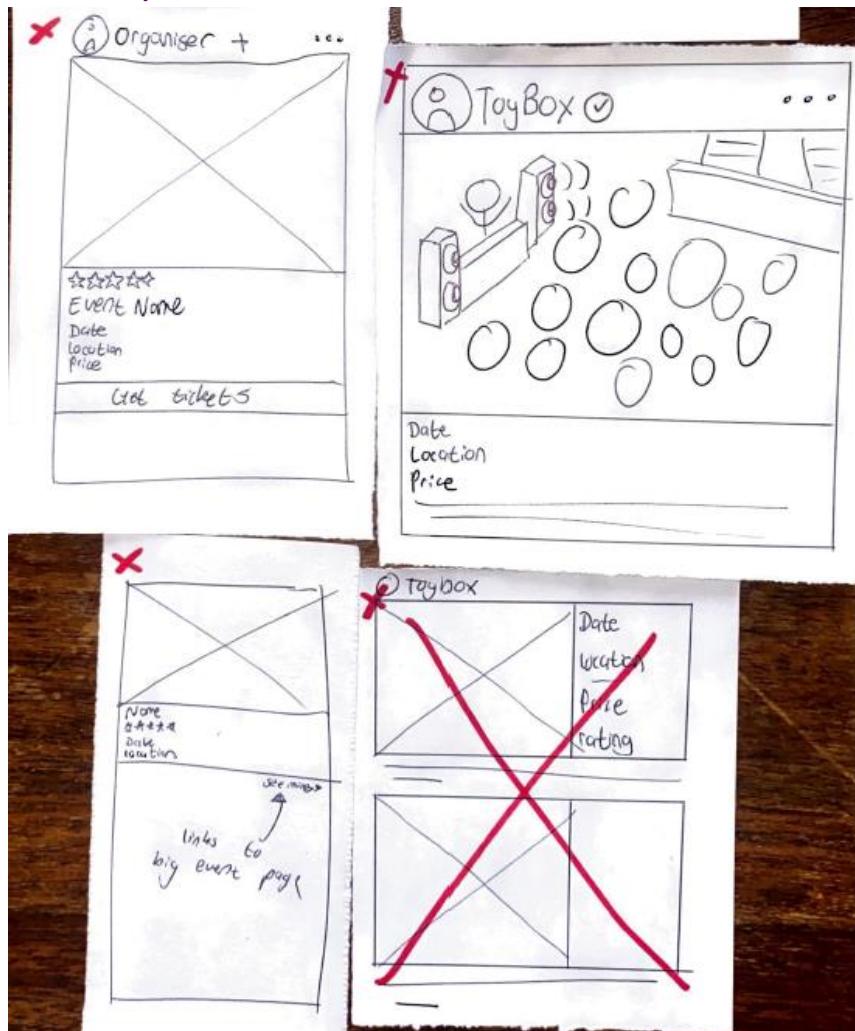
In this phase of Independent Study I investigated a potential design solution to the proposed problem outlined in the previous phase. I was able to introduce my remedies to previously outlined pain points to produce a well-rounded product that users could use to improve their user journeys in festival discovery.

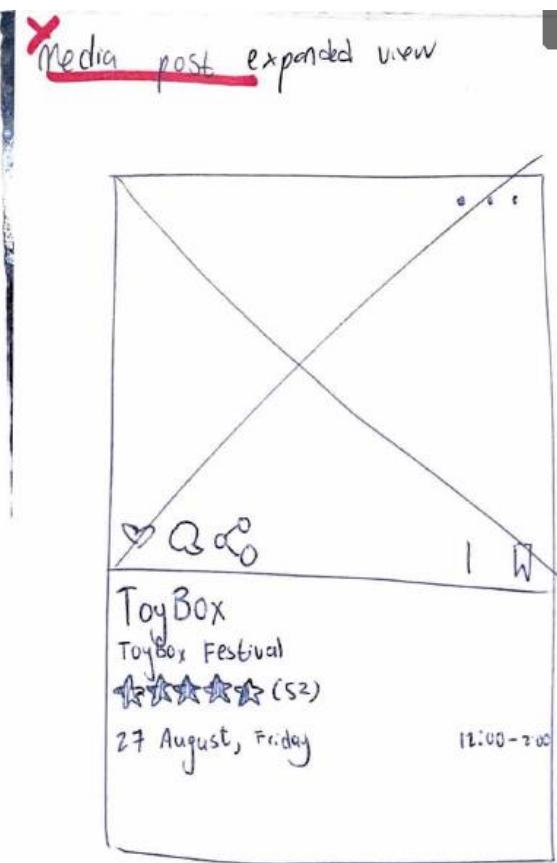
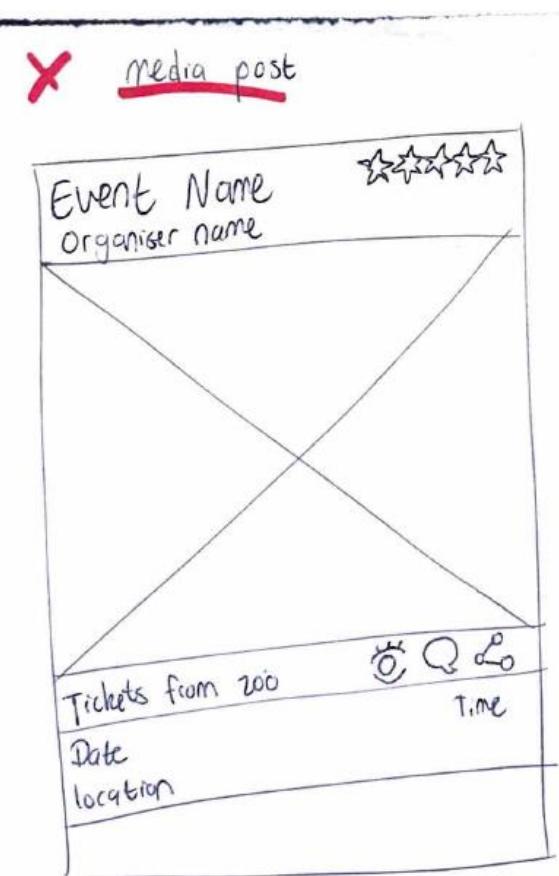
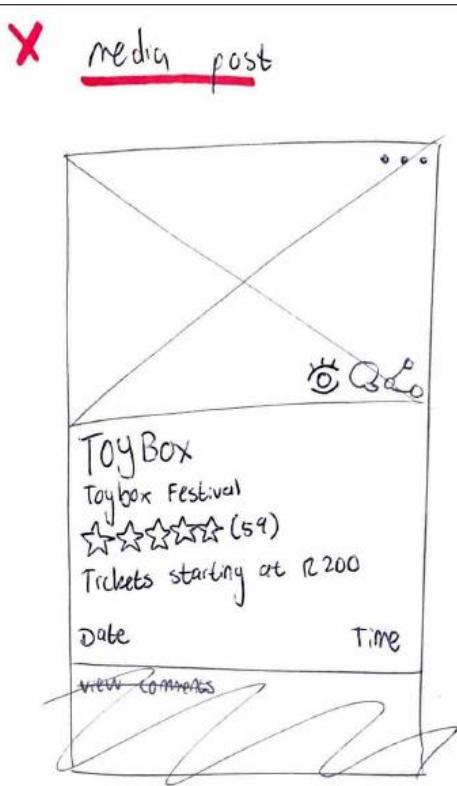
Although this prototype has room to evolve, I see it as a good first step to investigate the potential solution domain further so that it may be improved and refined in the future.

## Appendix

### Prototype phase 1: lo-fi drafts

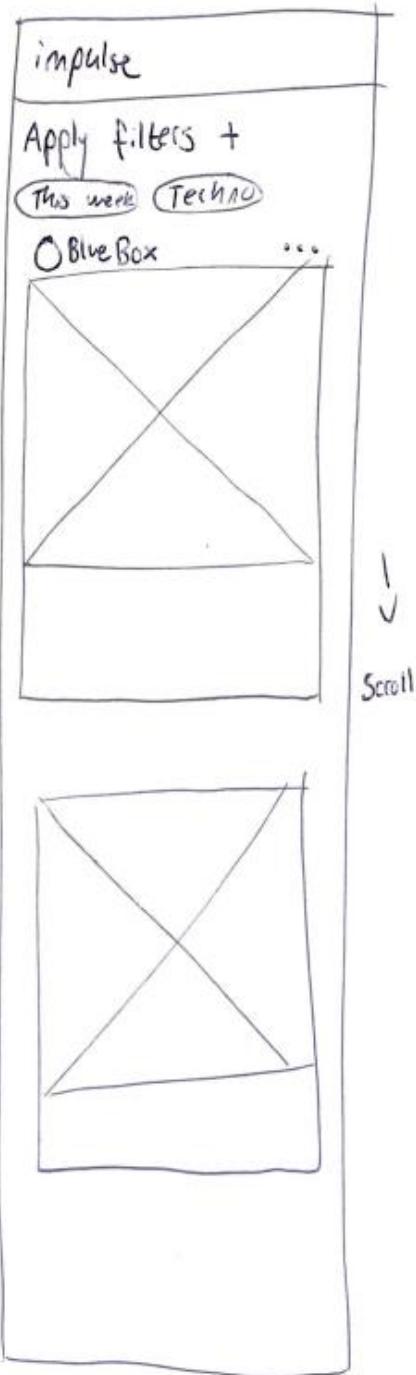
#### Media posts



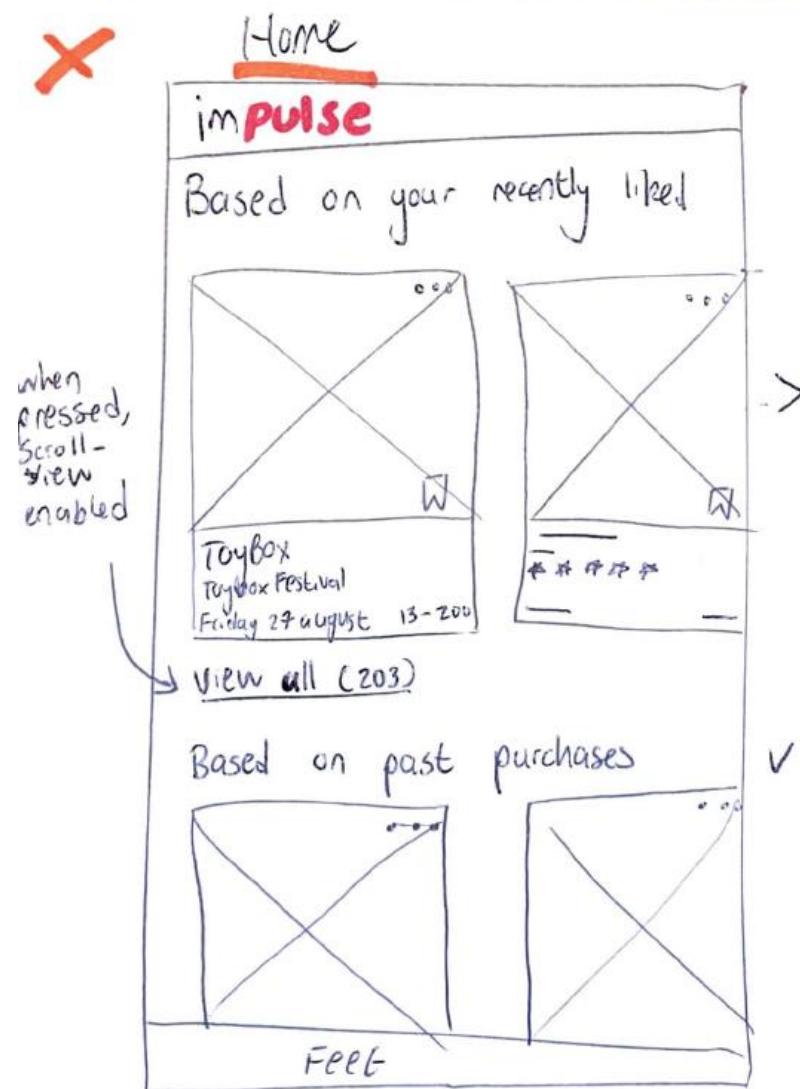


## Homepage

~~X~~ Homepage: long view

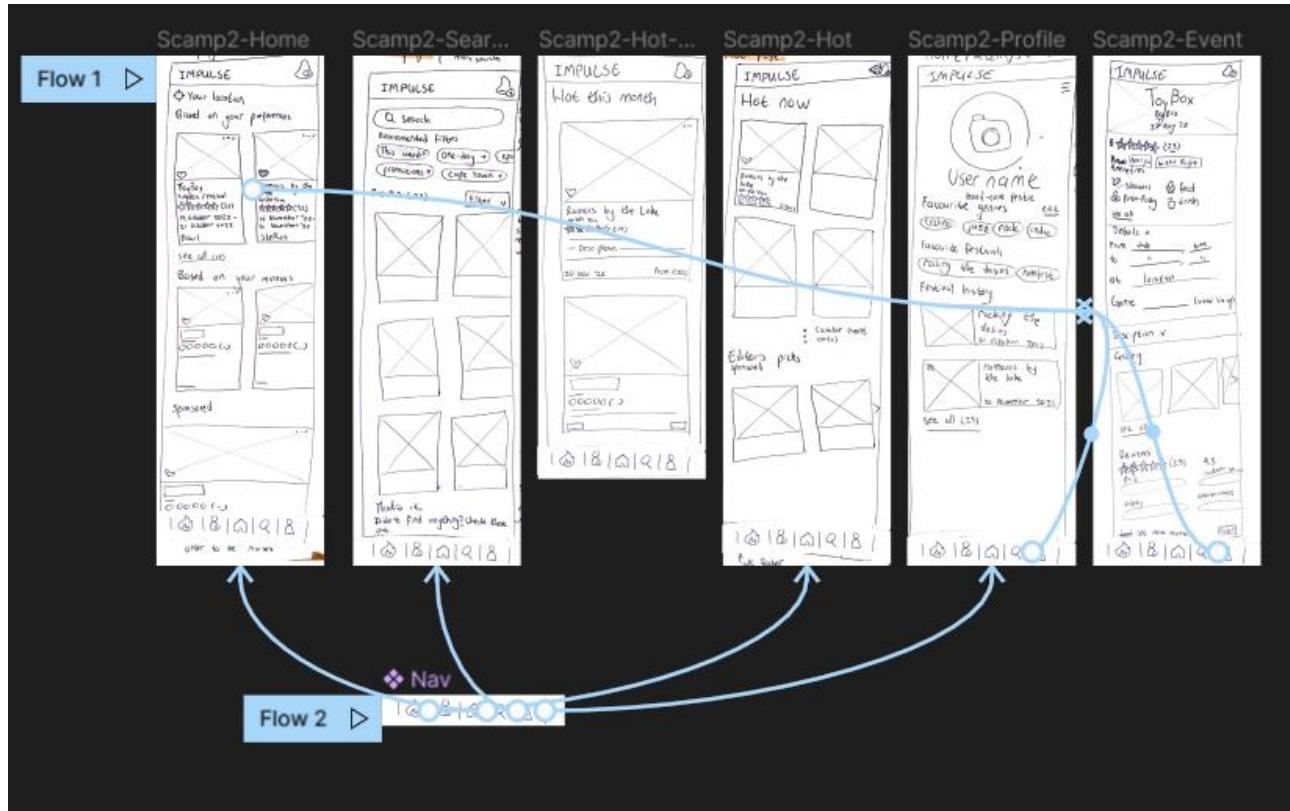


~~X~~



## Prototyping phase 2: lo-fi drafts

A preview of the Figma file used to conduct lo-fi testing



The questions used for user testing are as follows:

Introduction: "This is a draft for a mobile application called Impulse. This application recommends music festivals to its users based on certain criteria: Either algorithmically or manually. The application will make note of its users' festival preferences, in addition to the user completing a short survey on start-up regarding their preferences. Users will use impulse to find music festivals to their liking and keep up-to-date with related news."

- What do you think the buttons on the bottom mean?
- How would you check your notifications?
  - What kind of things do you think this application would notify you about?
- What would you expect to find on the home page?
- How would you change your location?
- What are the three most important factors (to you) when browsing music festivals?
- Go to Search.
  - What do you think the difference between recommended filters and filters are?
  - How would you remove a recommended filter?
- Go to Profile.
  - How would you change your profile picture?
  - How do you feel about event history being displayed on your profile?
  - How do you feel about review history being displayed on your profile?

- Would you use this app anonymously, or would you share your profile with friends?
- Go back to home and press on the first listed event.
  - Where would you expect to find location information?
  - How important are event images to you when deciding which event to attend?
  - How important are other users' ratings of an event you're contemplating attending?

## User test 1: Josh

| Question   | Response  |
|--|---|
| What do you think the buttons on the bottom mean?  | Hot: Events that are currently happening, "what's hot?"<br>Add friends maybe? People that are using it<br>Homepage<br>Explore/search<br>Explore: Recommends stuff to you as well, but for the function of finding new things specifically<br>Profile  |
| How would you check your notifications?<br><ul style="list-style-type: none"> <li>• What kind of things do you think this application would notify you about?</li> </ul> | Bell, top right <ul style="list-style-type: none"> <li>• <i>New festivals that are happening that are within your scope of desire... Friend notifications, comments and such.</i></li> </ul>  |
| What would you expect to find on the home page?  | Festivals based on location, preference, reviews, everything that you've interacted with on one page.   |
| How would you change your location?  | Tap "Location" button   |
| What are the three most important factors (to you) when browsing music festivals?  | <i>Popularity (dictates a lot of the quality information, design, location, service), genre, date</i>   |
| Go to search. What do you think the difference between recommended filters and filters are?  | <i>Recommended that are more apparent... find you festivals that are happening sooner, like "this week" etc. Trying to get ones near you Filter could be used for literally anything, across any timeframe.</i>                                       |
| How would you remove a recommended filter?   | I assume you'd click  |
| Go to profile. How would you change your profile image?  | I'd press [the circle with the image in it] and I'd expect prompts to show up   |
| How do you feel about event history being displayed on your profile?   | <i>I can see how someone can find it intrusive, but I don't really care. It helps the app learn more about me, and that's why I'm using it. If there's a social element on this, it's cool to find people who's been to the same festivals as you</i> |
| How do you feel about review history being displayed on your profile?  | Indifferent... Kinda.   |
| Would you use this app anonymously, or would you share your profile with friends?  | Share.  |

|   |  |
|---|--|
| Go back to home and press on the first listed event. Where would you expect to find location information? | I'd expect to see it in details – but I see a little block there that says "near my location". Maybe I need to press that? |
| How important are event images to you when deciding which event to attend?                                | Very important.  |
| How important are other users' ratings of an event you're contemplating attending?                        | Also very important.   |

## User test 2: Tom

| Question   | Response   |
|--|--|
| What do you think the buttons on the bottom mean?  | Fire: You like it, it's fire bro<br>Add a friend<br>Home<br>Search<br>Your current friends   |
| How would you check your notifications?<br>• What kind of things do you think this application would notify you about? | Bell icon  |
| What would you expect to find on the home page?  | A list of festivals, pictures, past events, I want to see what I can expect. Maybe news and what they're planning  |
| How would you change your location?  | Press the target and location  |
| What are the three most important factors (to you) when browsing music festivals?                                      | Video or audio clip with the post<br>Wants information about the festival to be available.<br><br>1. Amount of time you spend at the festival: price<br>2. Artists that I've heard before, I want to know they're decent<br>3. Venue, I don't want a poorly organised outdoor festival |
| Go to search. What do you think the difference between recommended filters and filters are?                            | Rec: Filters that majority have searched for<br>Reg: Give you a scroll down of stuff you can filter out. How most of them work   |
| How would you remove a recommended filter?   | There's an X. I'd press that.  |
| Go to profile. How would you change your profile image?  | Click on the camera icon   |
| How do you feel about event history being displayed on your profile?   | Fuck yeah bro. I wanna see what I've been to.  |

|   |  |
|---|--|
| How do you feel about review history being displayed on your profile?                                     | I want people to see my opinions. If I know the organisers are acquainted with anyone I want to be able to spread the good word.   |
| Would you use this app anonymously, or would you share your profile with friends?                         | I'd share it because I have nothing to hide. Having good company is an important factor so I want my friends to know which festivals I'm going to  |
| Go back to home and press on the first listed event. Where would you expect to find location information? | Most websites it's at the bottom under most of the content. There's also usually a map. I'd say it's important, it should be near ratings and amenities so it can take me straight to google |
| How important are event images to you when deciding which event to attend?                                | Extremely important, I want to see the setup. It's an atmosphere – anyone can play music, but the stage is an experience   |
| How important are other users' ratings of an event you're contemplating attending?                        | Pretty important, but I'd still go to a festival with low ratings if I know there's good company.  |

## A/B Testing

In addition to testing site logic and navigation, I also conducted an A/B test for the two key layouts: Chocolate bar and infinite scroll. This summarises insights of both tested users.

### Version 1 comments: Chocolate box

- I like being able to see everything all at once.
- It's quite overwhelming
- I think the pictures are too small
- I think it'd be useful to compare things, because I can see different event details at the same time
- There's too much going on
- Straightforward, I understand the layout
- I like the option for "similar events"

### Version 2 comments: Scroll

- I prefer this one (2)
- I like that my focus is only on one thing at a time. If I know what category I'm looking at I prefer scrolling through things like this.
- It's to-the-point
- There's no information overload
- Better for a closer timeframe – Like if I'm searching for this month, I can look at all my options and I won't scroll forever
- More in-depth look
- I like this one more, but it would be cool if I could see an overview so I can compare.

### Homepage 2

**IMPULSE**

⌚ Your location  
Based on your preferences

ToyBox ToyBox Festival (23)  
19 October 2022 - 21 October 2022  
Paarl

Rumours by the Lake with You (92)  
15 November '22 - 16 November '22  
Stellies

see all (19)

Based on your reviews

Sponsored

1 8 1 8 1 8 1 |  
order to be revised

### Search page

search bar shows recent searches

**IMPULSE**

⌚ Search

Recommended filters

This week ✅ One-day + spo  
promotions + Cape Town +

Results (23)

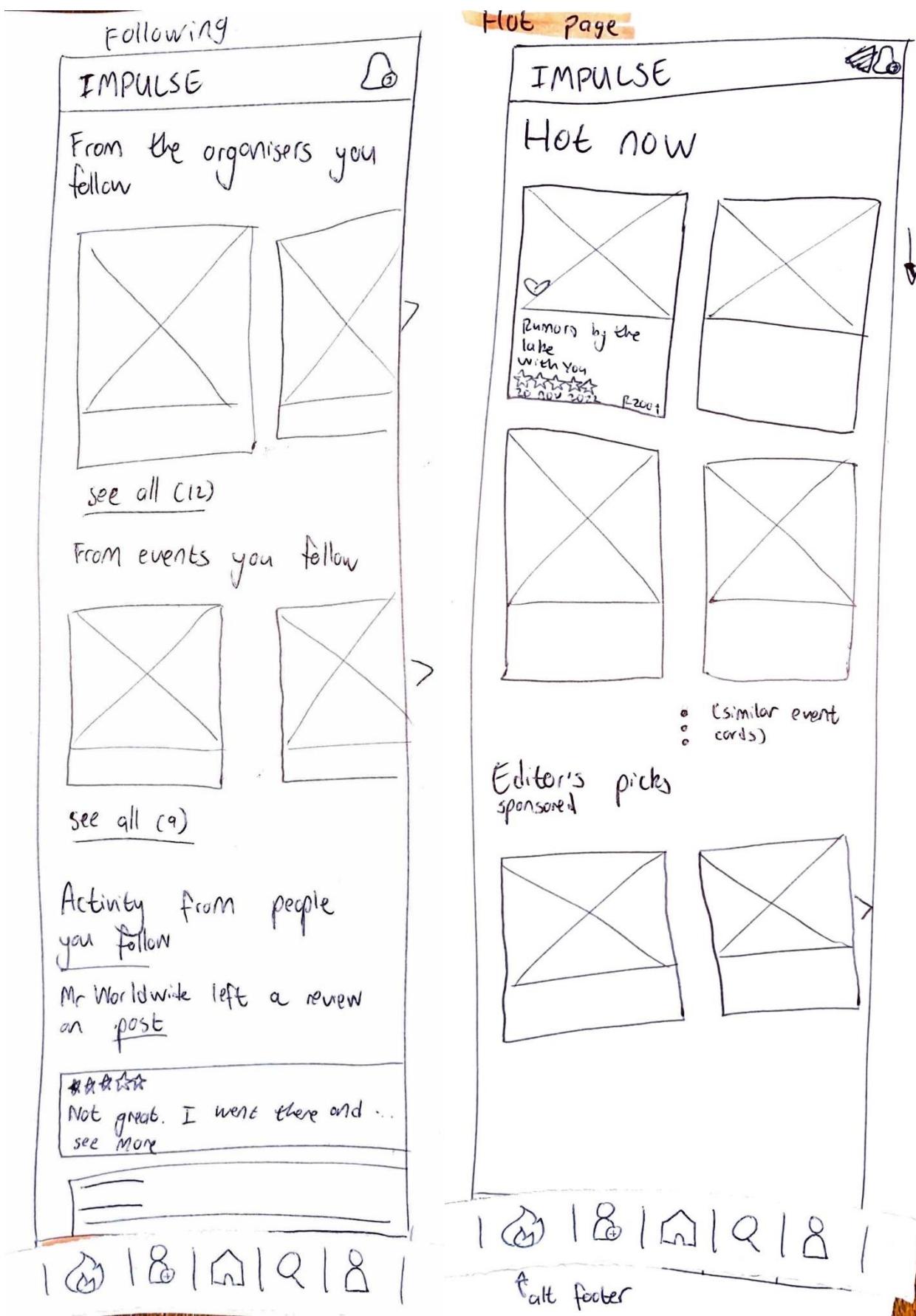
Filter v

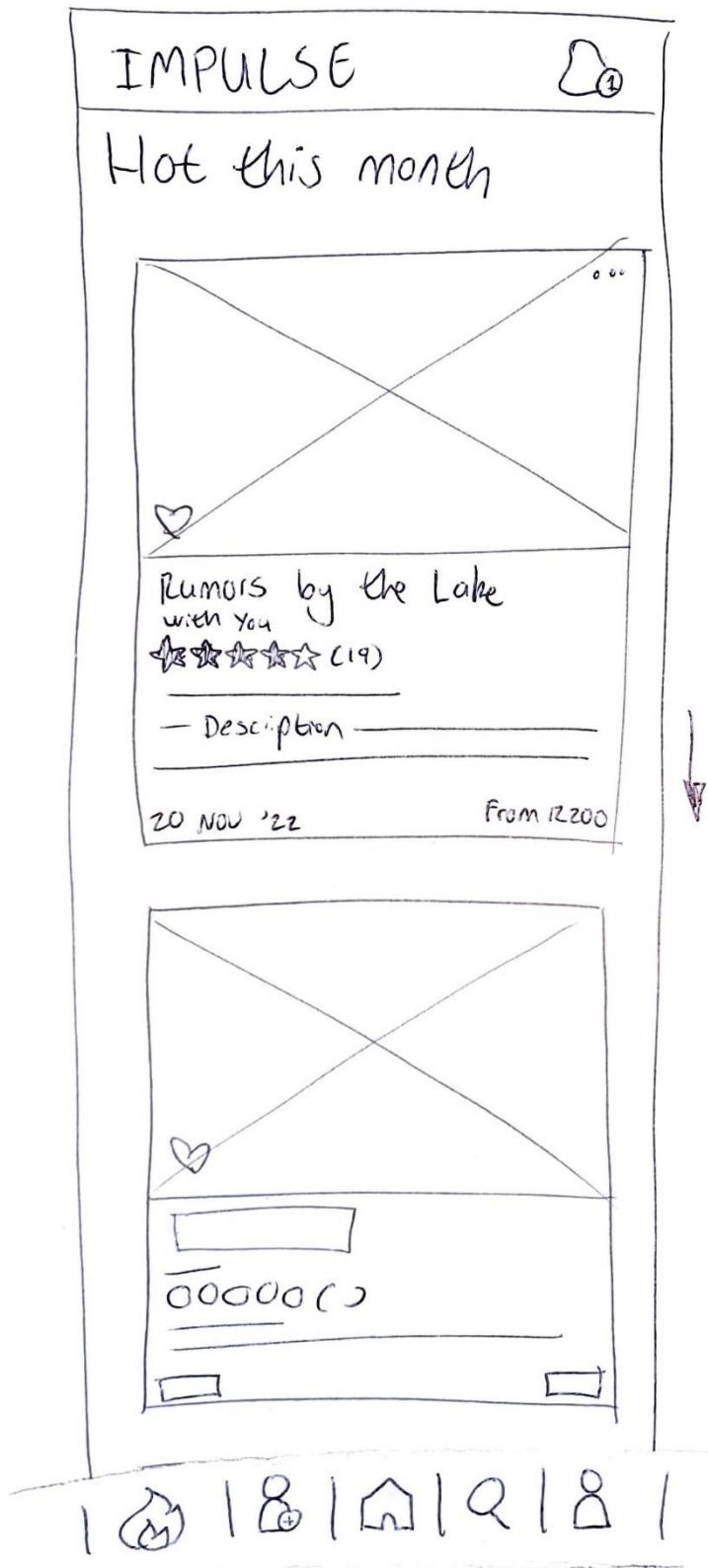
site by site results view

That's it.  
Didn't find anything? Check these out.

1 8 1 8 1 8 1 |

recommendations at bottom of search results ↗





## ALTERNATIVE LAYOUT

The image shows two hand-drawn wireframe prototypes side-by-side, separated by a vertical line.

**Left Prototype (Profile/Settings screen):**

- Header:** IMPULSE
- User Profile:** A large circular icon containing a camera-like symbol.
- User Name:** User name (hard-core festie)
- Favourite genres:** techno, jazz, rock, indie (with an "edit" link)
- Favourite festivals:** rocking the dasies, ramfest
- Festival history:**
  - rocking the dasies, 30 October 2019
  - rumours by the lake, 20 November 2021
- See all (23)**

**Right Prototype (Festival Details screen):**

- Header:** IMPULSE
- Title:** Toy Box
- Date:** 27 Aug 22
- Rating:** 23 stars
- Amenities:** showers, food, Porta-Potty, drinks
- Details:** From \_\_\_\_\_, to \_\_\_\_\_, at \_\_\_\_\_.
- Genre:** \_\_\_\_\_ (view line-up)
- Description:** V
- Gallery:** Three placeholder boxes for images.
- Reviews:**
  - 23 stars
  - price
  - safety
- Customer Service:** 4.5, entertainment
- See more reviews**
- Filter**

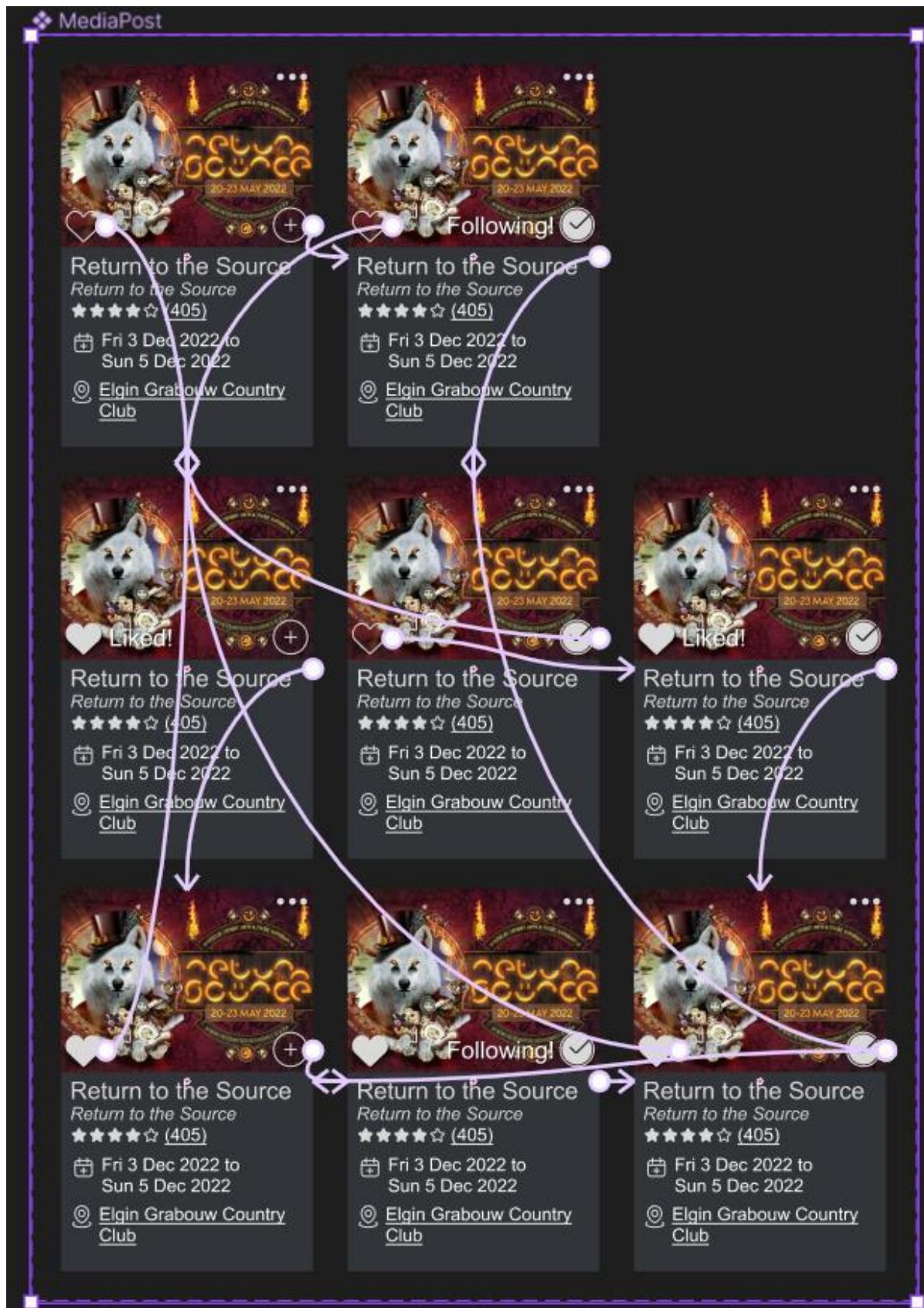
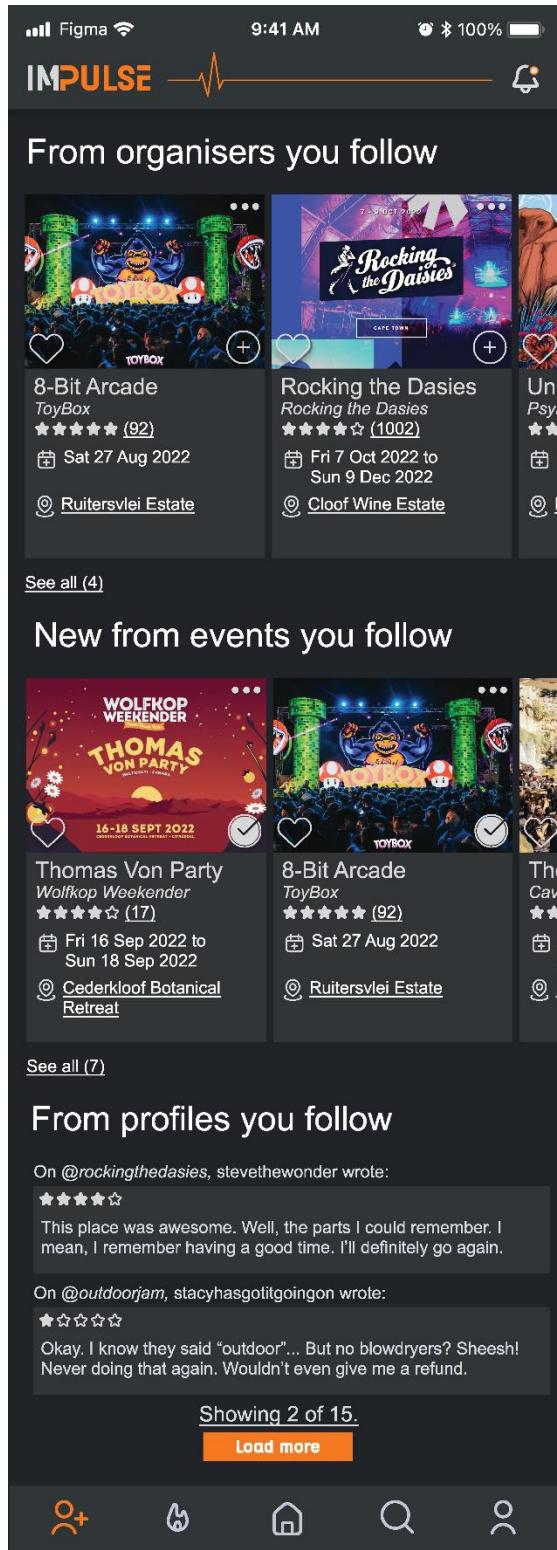


Figure 7: Modular media post

## Final prototype



The screenshot displays the IMPULSE mobile application interface. At the top, there is a header bar with the word "IMPULSE" and a heart rate monitor icon. Below the header, a banner titled "Hot this month" encourages users to explore new events. A large image shows a person performing on stage in a forest setting, with a crowd of people watching. Below this image, the event is identified as "Outdoor Jam Forest Lovers Inc" with a rating of ★★★★☆ (76) and a date of Fri 19 Aug 2022. A link to "The Deep Dark Woods" is provided.

The main content area features several sections of recommended events:

- Recommended for you (Based on your likes):**
  - Rumours by the Lake With You (★★★★☆ (205))
  - Return to the Source (★★★★☆ (405))
  - The Middle of Actual Nowhere (★★★★☆ (1002))
- Since you liked Nos Alive, you may like:**
  - AfrikaBurn (★★★★☆ (429))
  - 8-Bit Arcade ToyBox (★★★★☆ (92))
  - Voorrekker Monument (★★★★☆ (1002))
  - Ruiterslei Estate (★★★★☆ (1002))
- Based on your positive reviews:**
  - Thomas Von Party (★★★★☆ (17))
  - Habitat: Among Mountains (★★★★☆ (43))
  - Cederkloof Botanical Retreat (★★★★☆ (1002))
  - Wav Up High (★★★★☆ (1002))
- Sponsored:**
  - ToyBox (★★★★☆ (93))
  - Ruiterslei Estate (★★★★☆ (1002))

Text: Winter ends when ToyBox begins! We're thrilled to once again get the Cape Town festival season started! Tickets are available now! Act quick for a chance at Early Birds!
- Editor's Picks:**
  - Rocking in the Daisies (★★★★☆ (1002))
  - Earthdance (★★★★☆ (37))
  - Clouf Wine Estate (★★★★☆ (1002))
  - The Spirit Realm (★★★★☆ (1002))

At the bottom, there is a footer with navigation icons and a "Load more" button. A message "Showing 2 of 15." is displayed above the "Load more" button. A "Refresh" button is located in the bottom right corner of the main content area.

