IMPULSE

IS02: Prototyping

Alison Soutar

Now, where were we?

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My solution…

IMPULSE

An integrated event discovery and management solution

Upbeat, modern, bold, high-energy and demanding

IMPULSE

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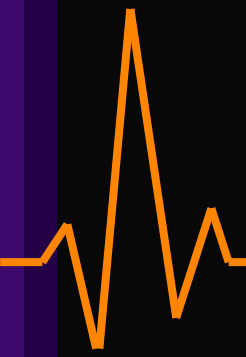
- Users seldom actively search for events.
- Friend accompaniment plays a huge role in decision-making.
- Social media is an information backbone.

Okay, now what am I going to do with this?



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- Give direction to previous insights.
- Get an idea regarding user preferences.
- Refine concept of what features users actually want.
- Understand users’ social media posting habits.

Now, let's see those results.

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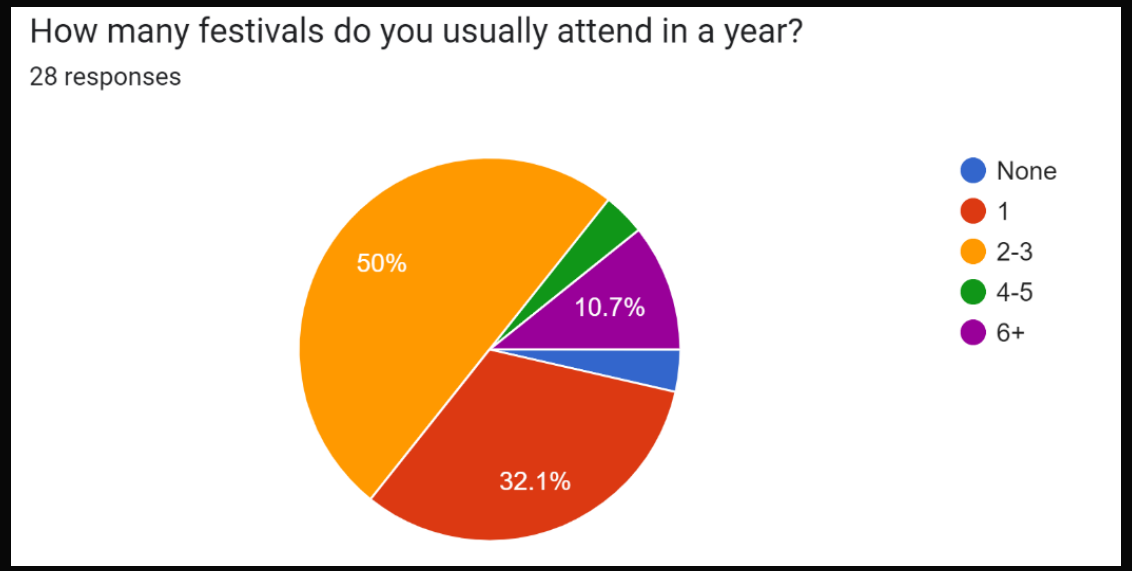
- An interesting aside…

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

(Grate, 2016)



Now, let's see those results.

- An interesting aside…
- Summary of desired features

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

Now, let's see those results.

- An interesting aside…
- Summary of desired features
  - Contradictory to results – research shows that *Ratings* and *Organisers* are important to the hardcore festie.

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A word about recommendations

- Helps users avoid information overload.

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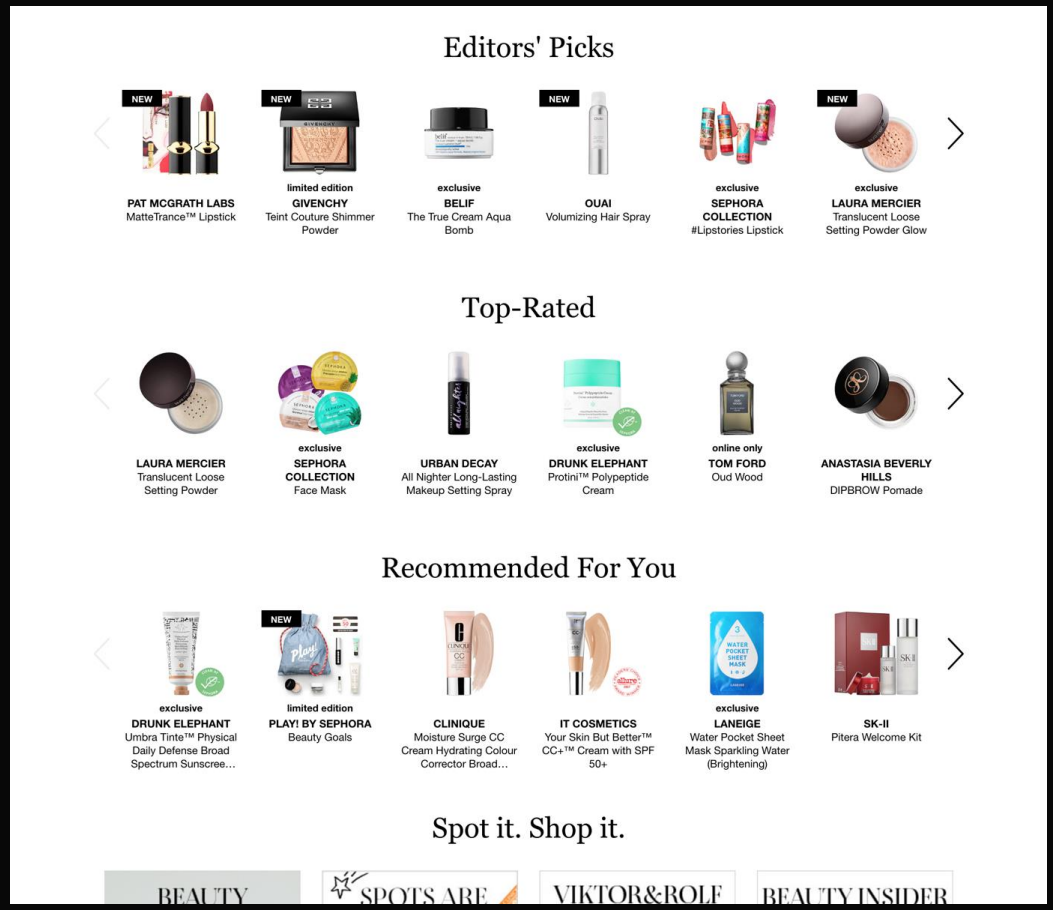

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A word about recommendations

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- Clearly state the source of data.

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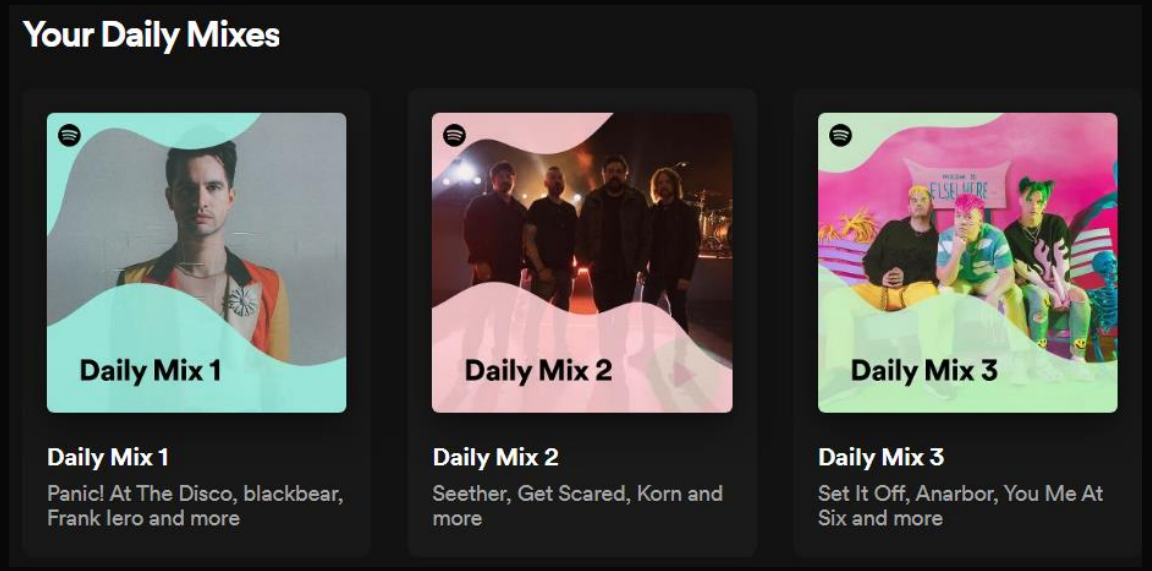

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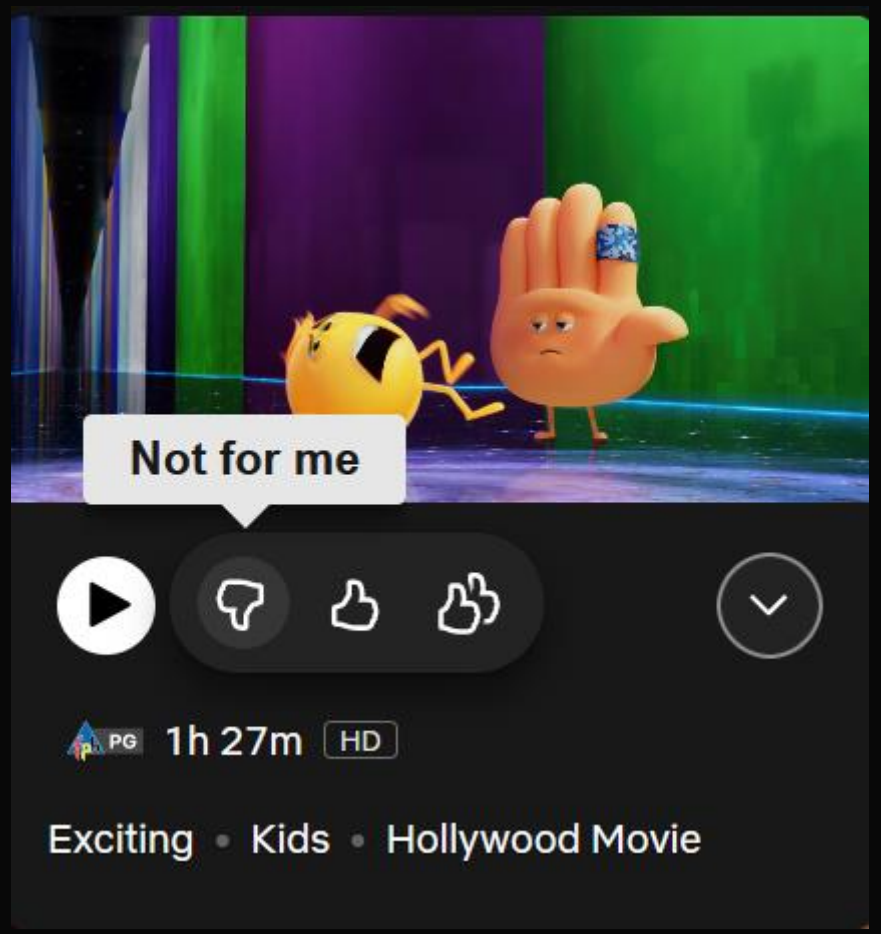
A word about recommendations

- Helps users avoid information overload.
- Users prioritise recommended content over generic content.
- Clearly state the source of data.
- Sort recommendations into categories.
- Allow users to provide feedback on recommendations.



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Now, let's see those results.

- An interesting aside…
- Summary of desired features
- Users would prefer a standalone app

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

Now, let's see those results.

- An interesting aside…
- Summary of desired features
- Users would prefer a standalone app
- Users favour push notifications

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

Now, let's see those results.

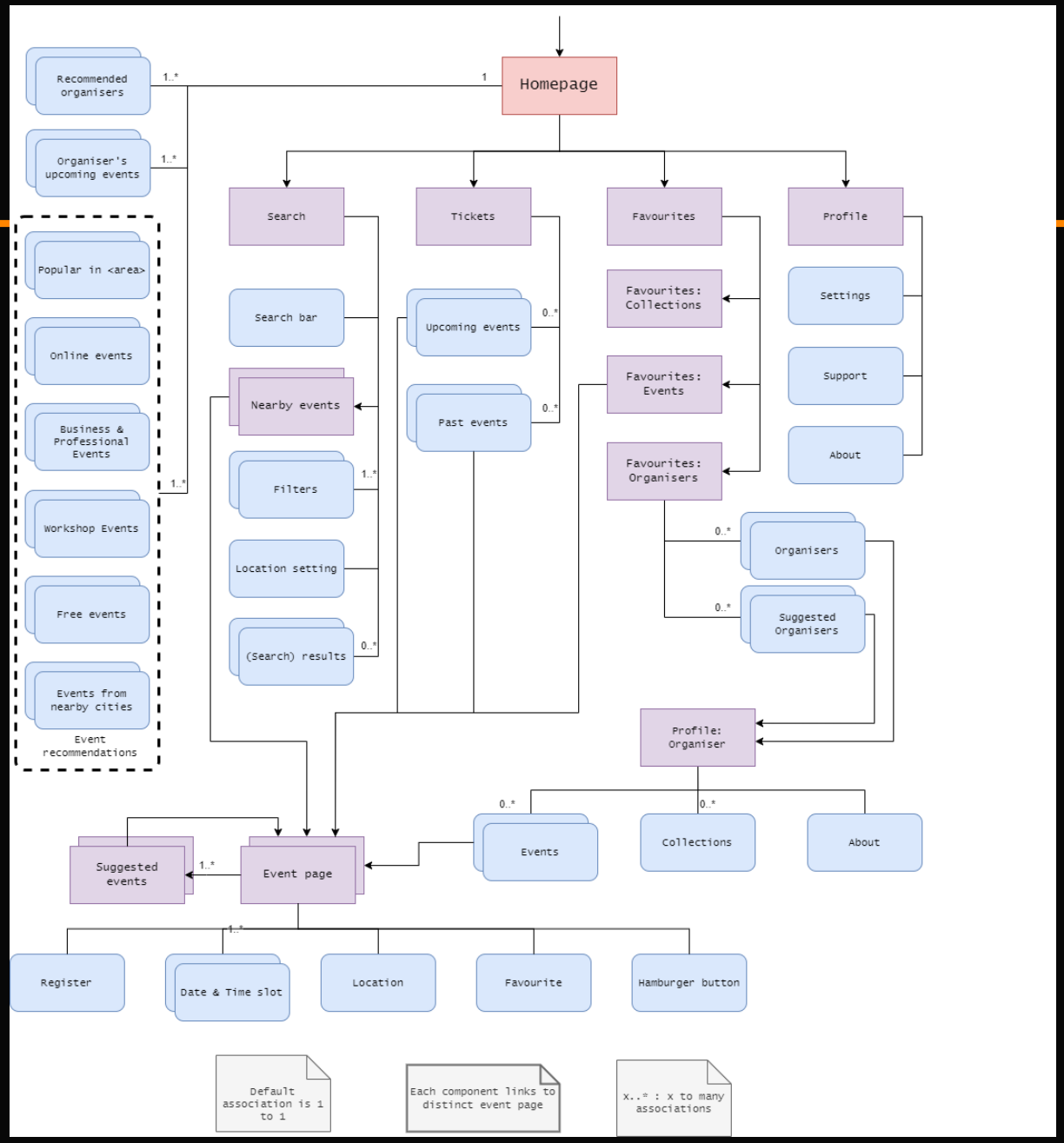
- An interesting aside…
- Summary of desired features
- Users would prefer a standalone app
- Users favour push notifications
- Customisability is key

"I guess it all depends on what I'm looking for at the time."

Before I jump into prototyping... Let's see what our competitors are up to

Why?

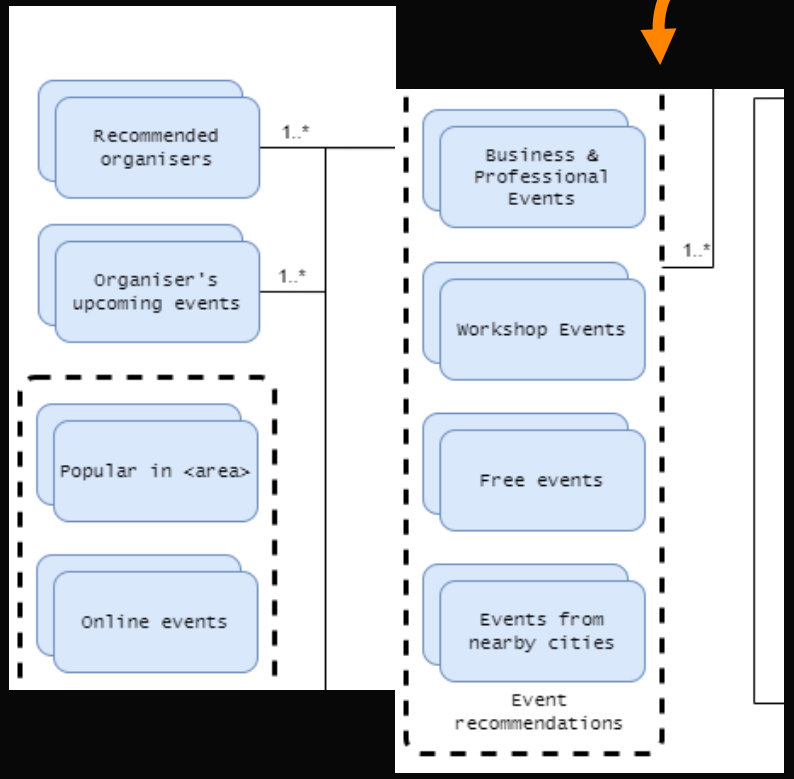
Eventbrite

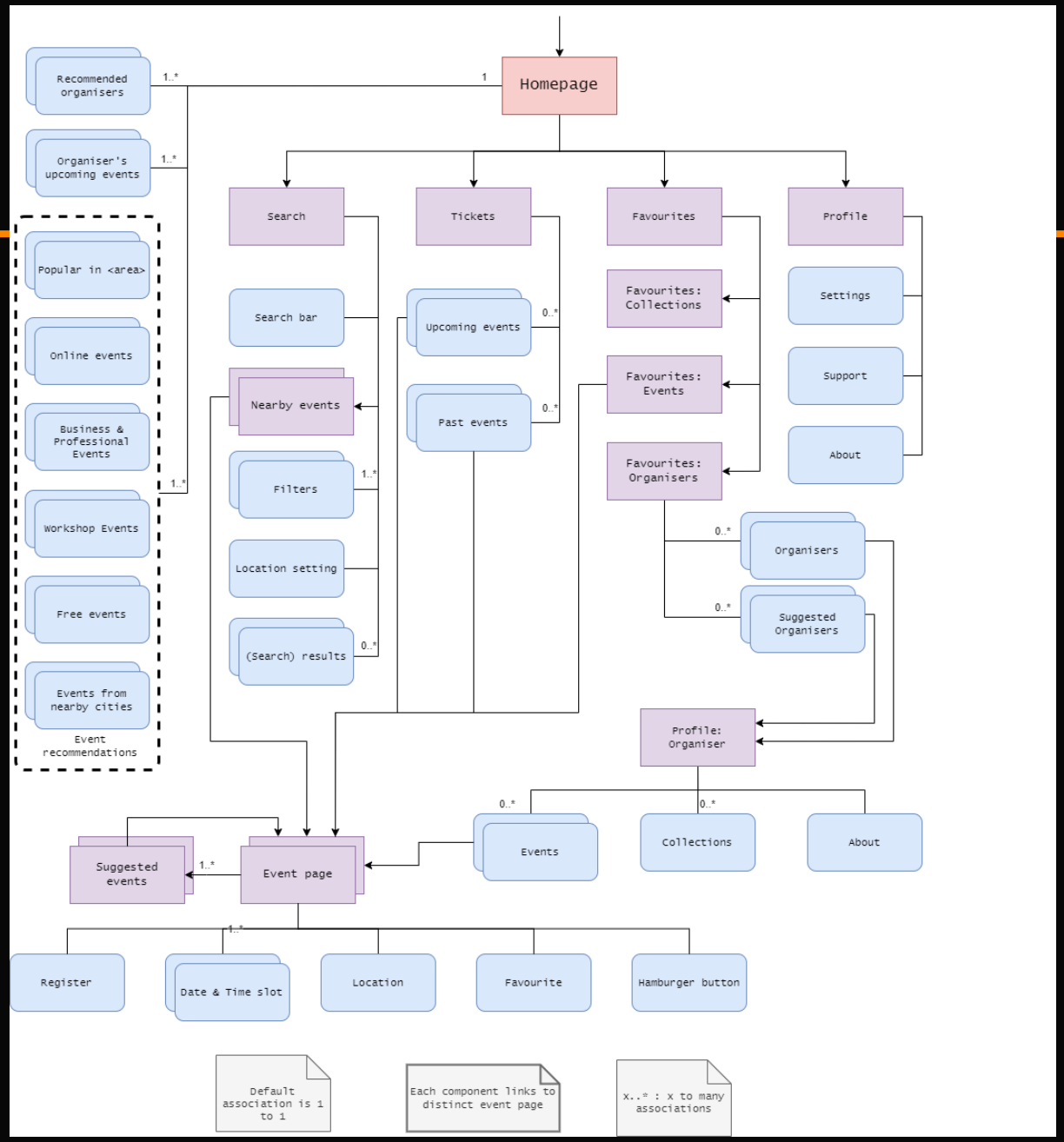


Key

- Entry point
- Association
  - * = many
  - ... = interval
  - Read in direction of flow
- Page
- Similar pages exist
- Page component
- Similar components exist
- Group of similar objects
- Notes/Comments

Eventbrite





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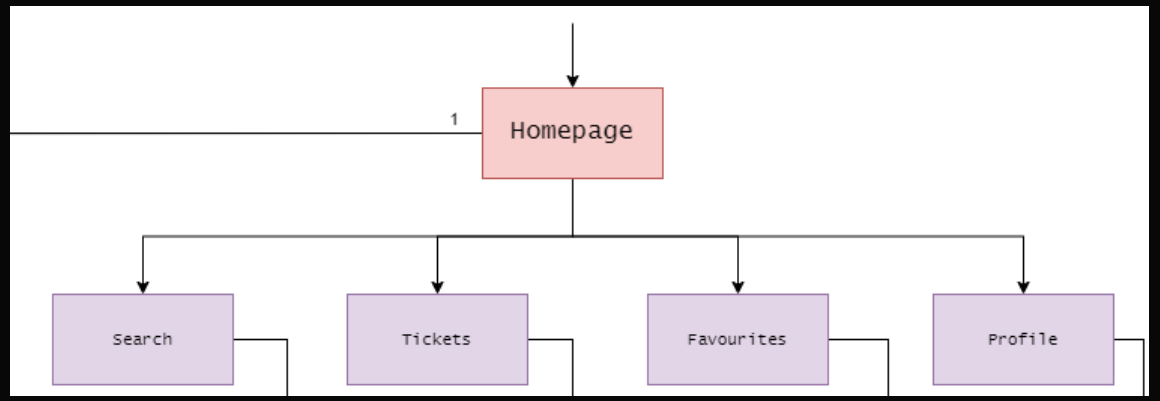

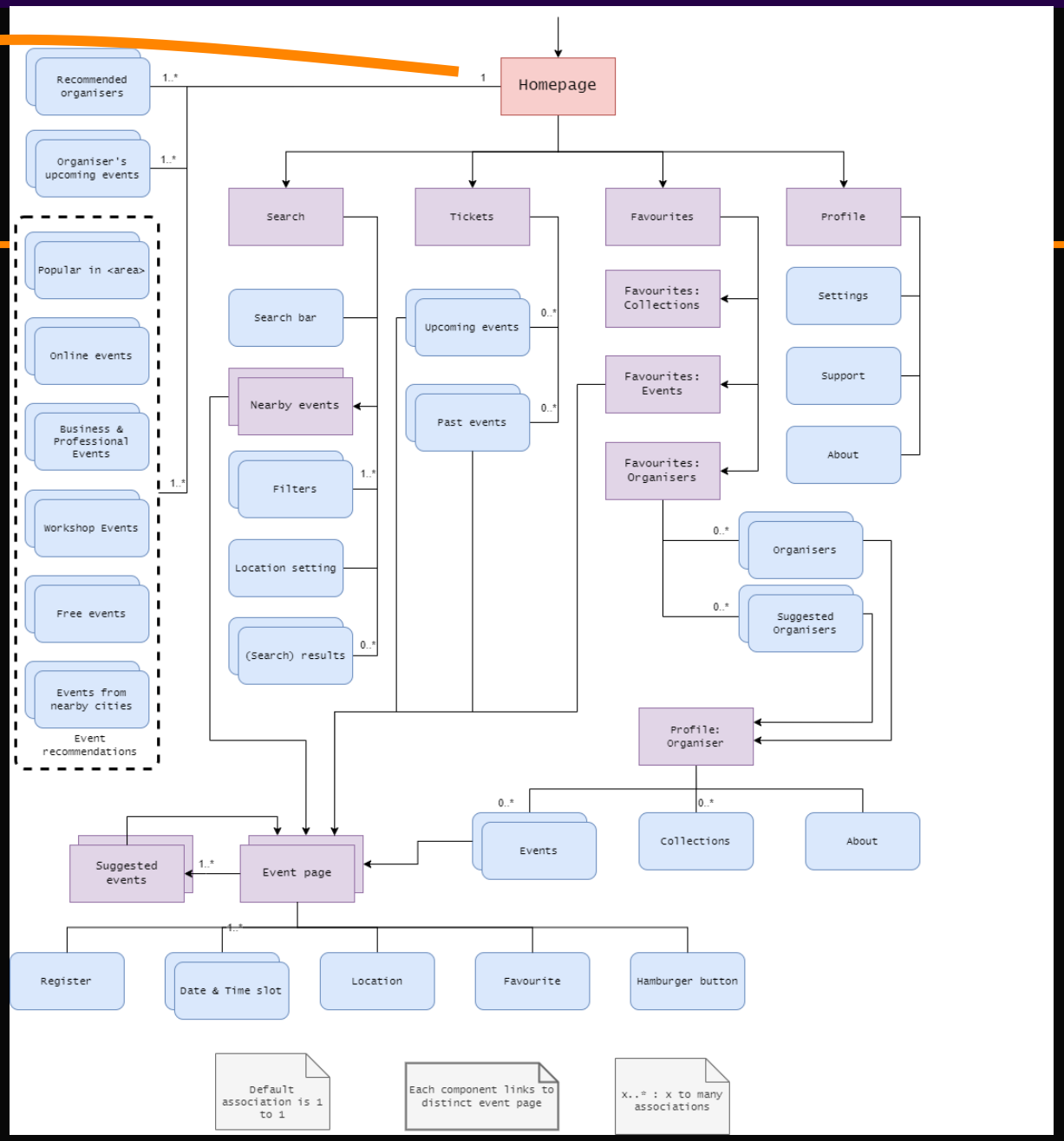

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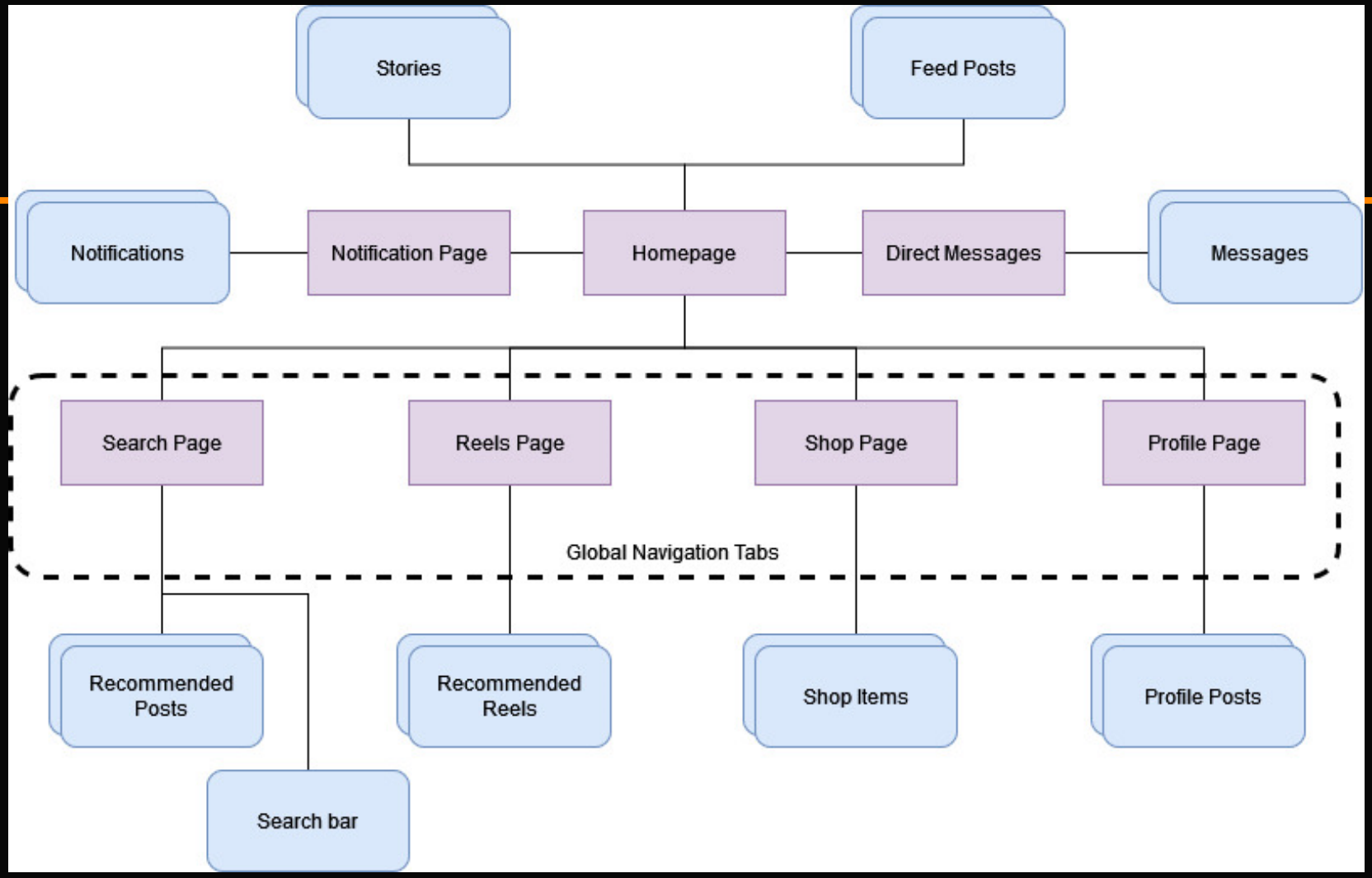
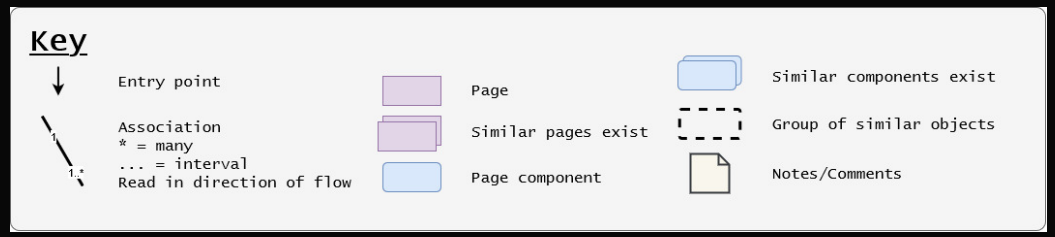
Instagram


Stories
Feed Posts
Notifications
Notification Page
Homepage
Direct Messages
Messages
Search Page
Reels Page
Shop Page
Profile Page
Global Navigation Tabs
Recommended Posts
Recommended Reels
Shop Items
Profile Posts
Search bar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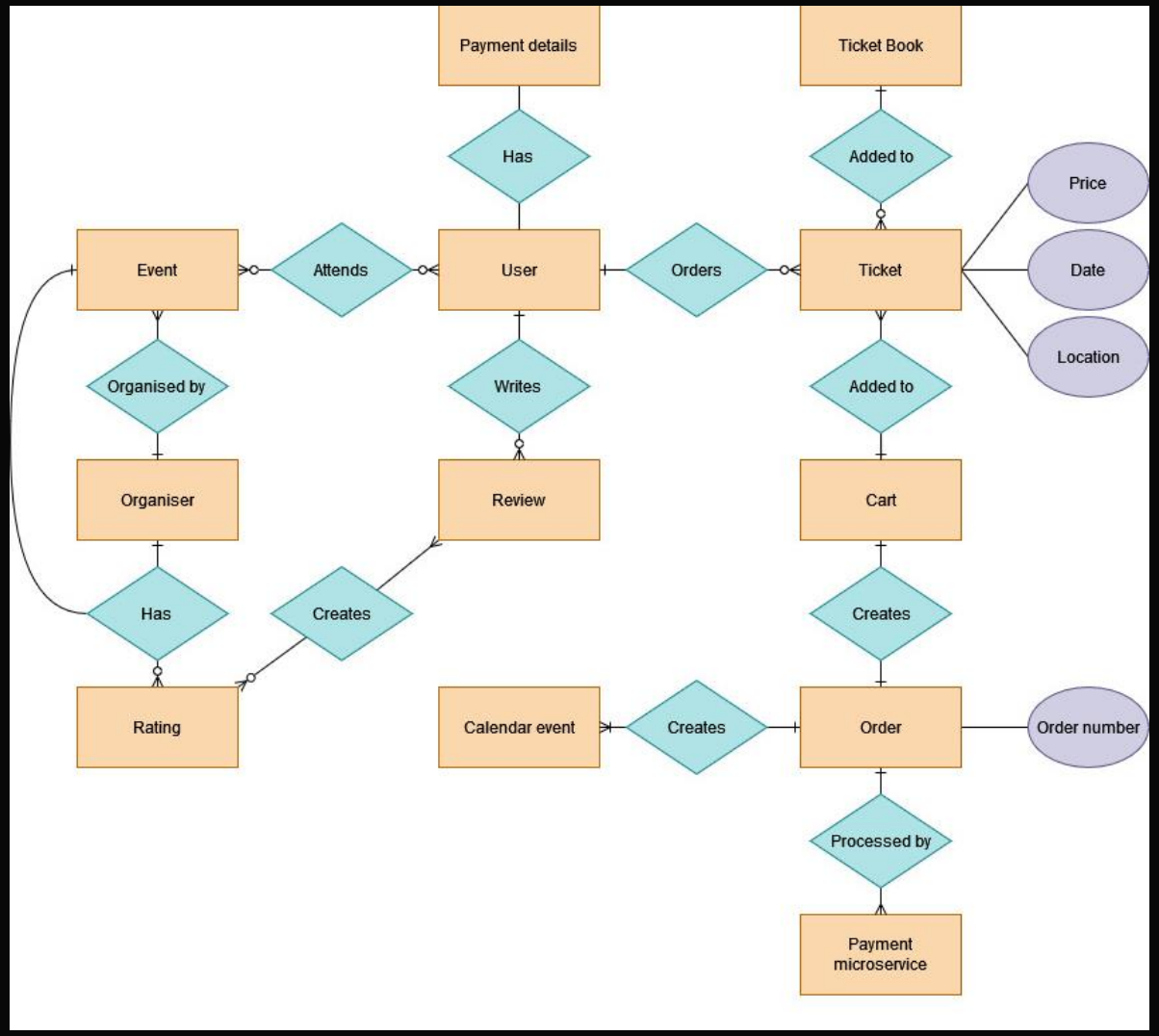
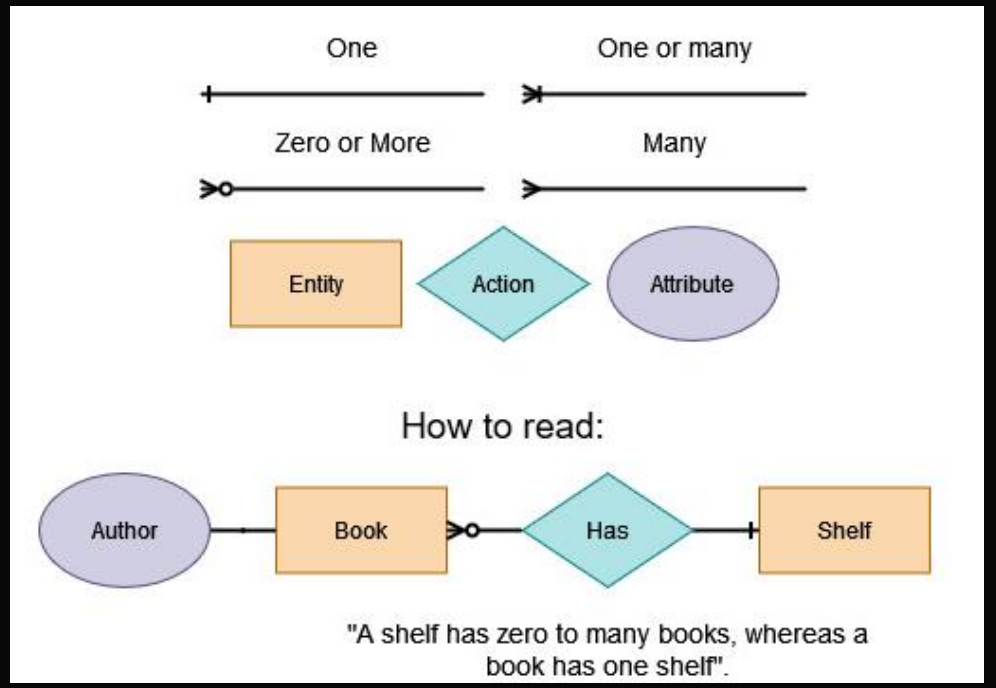
To make sure my application logic made sense, I first created an entity relationship diagram

Entity relationship diagram





Applying what I discovered to my own architecture, we got this...

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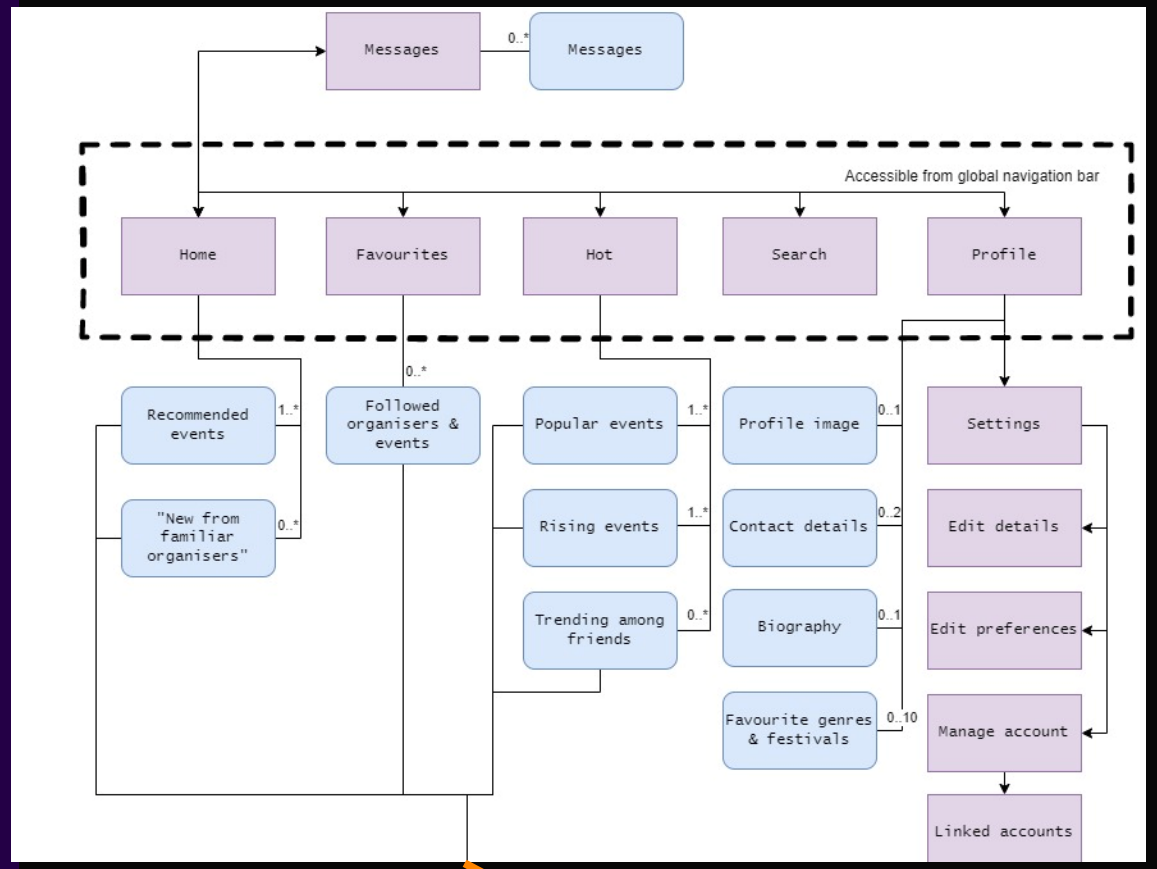

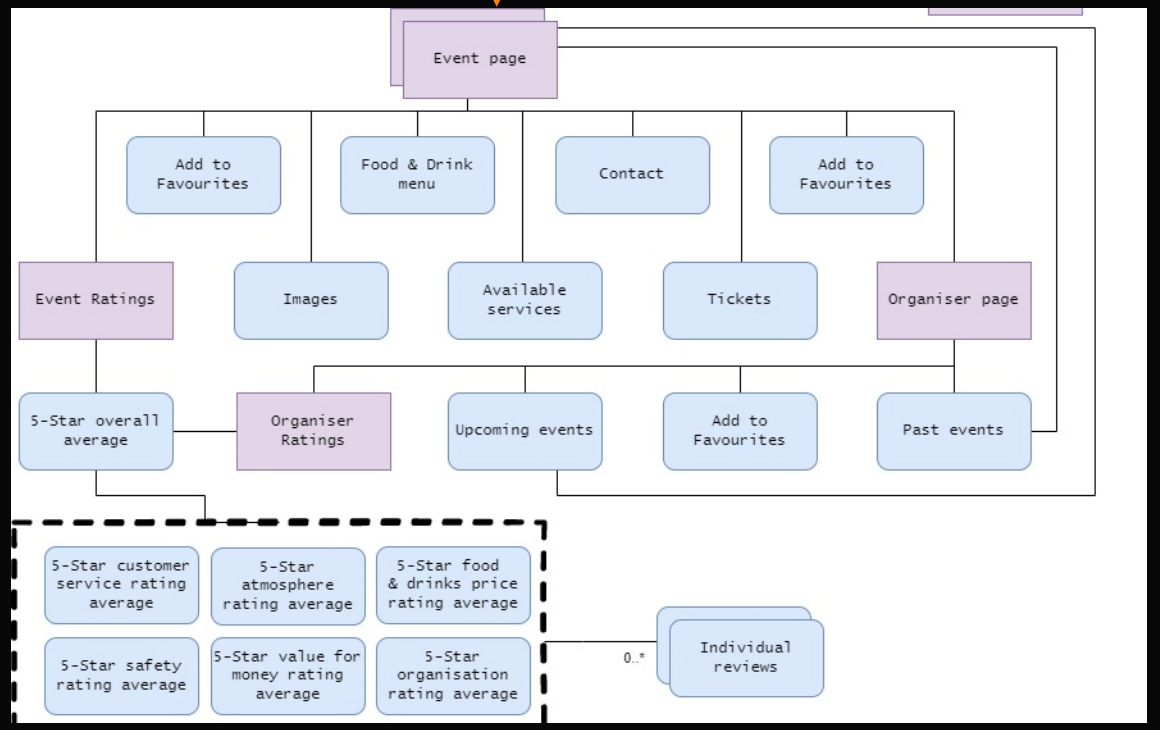

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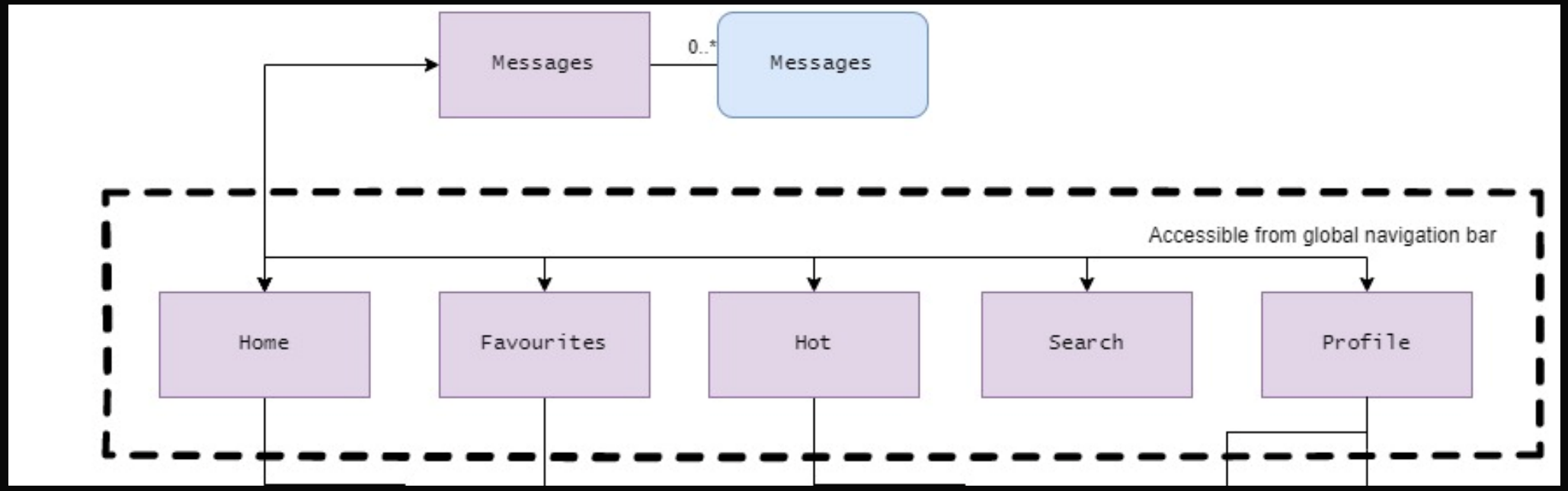

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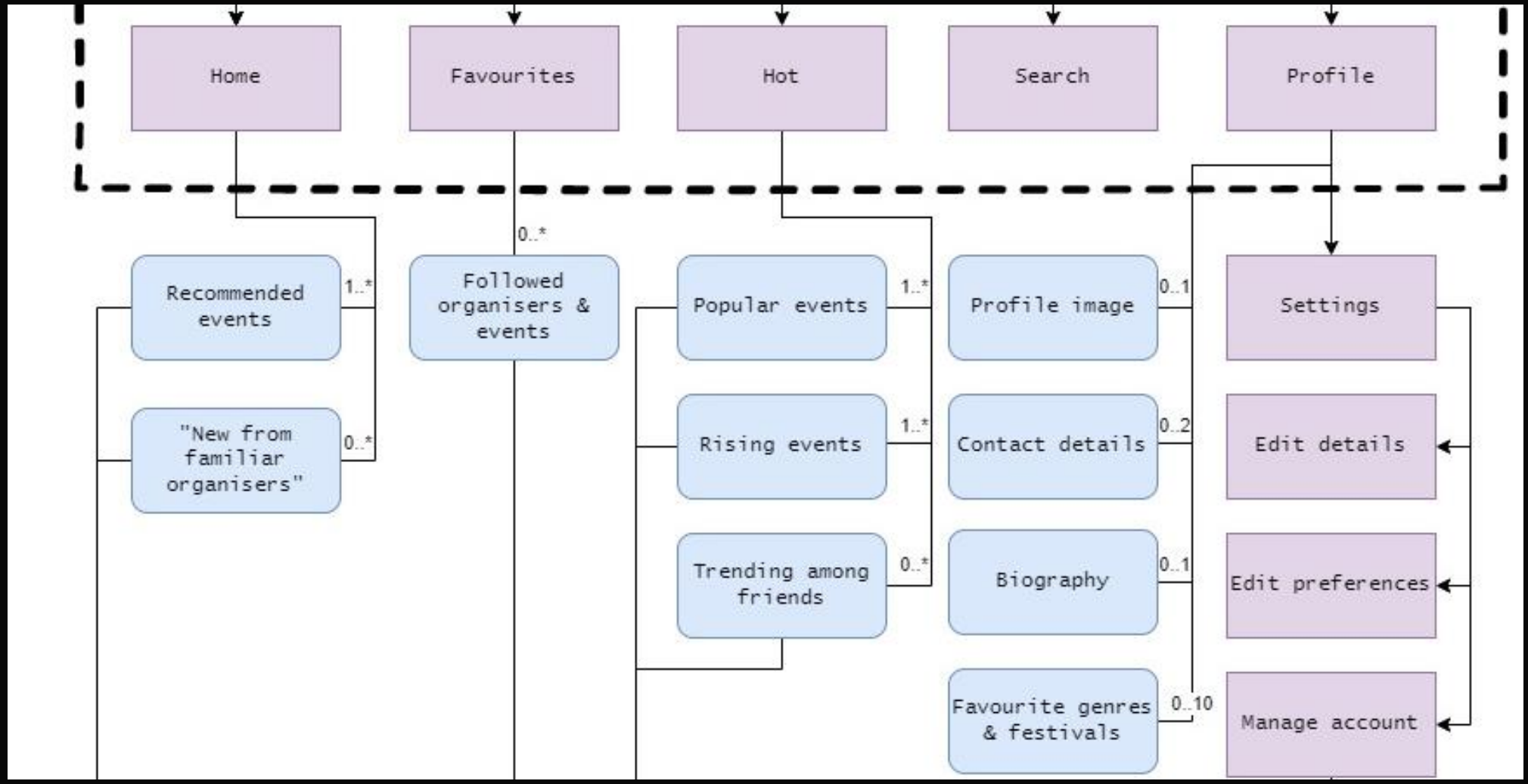

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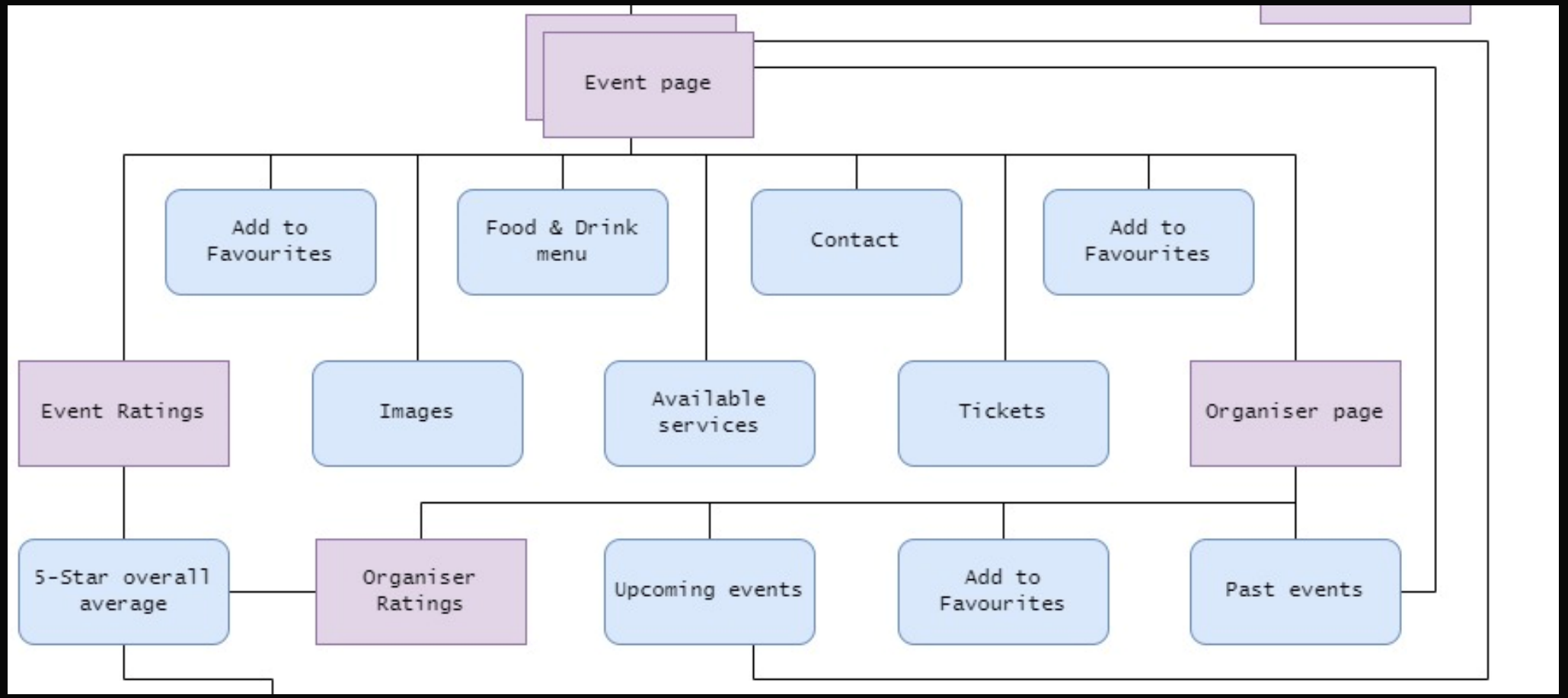

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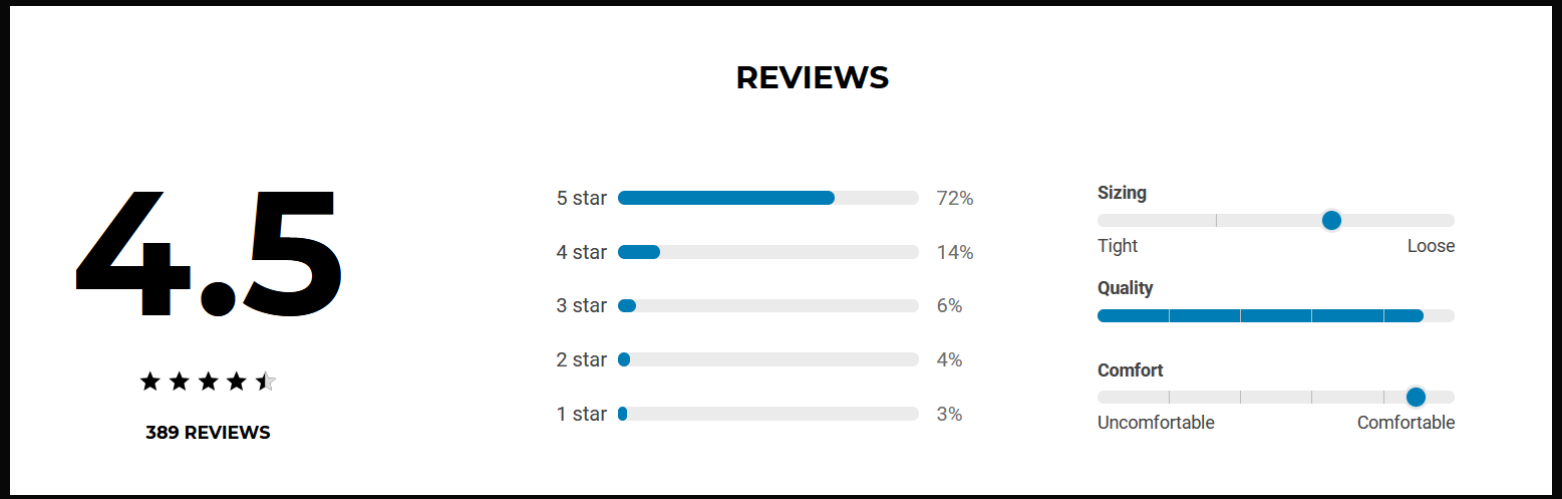
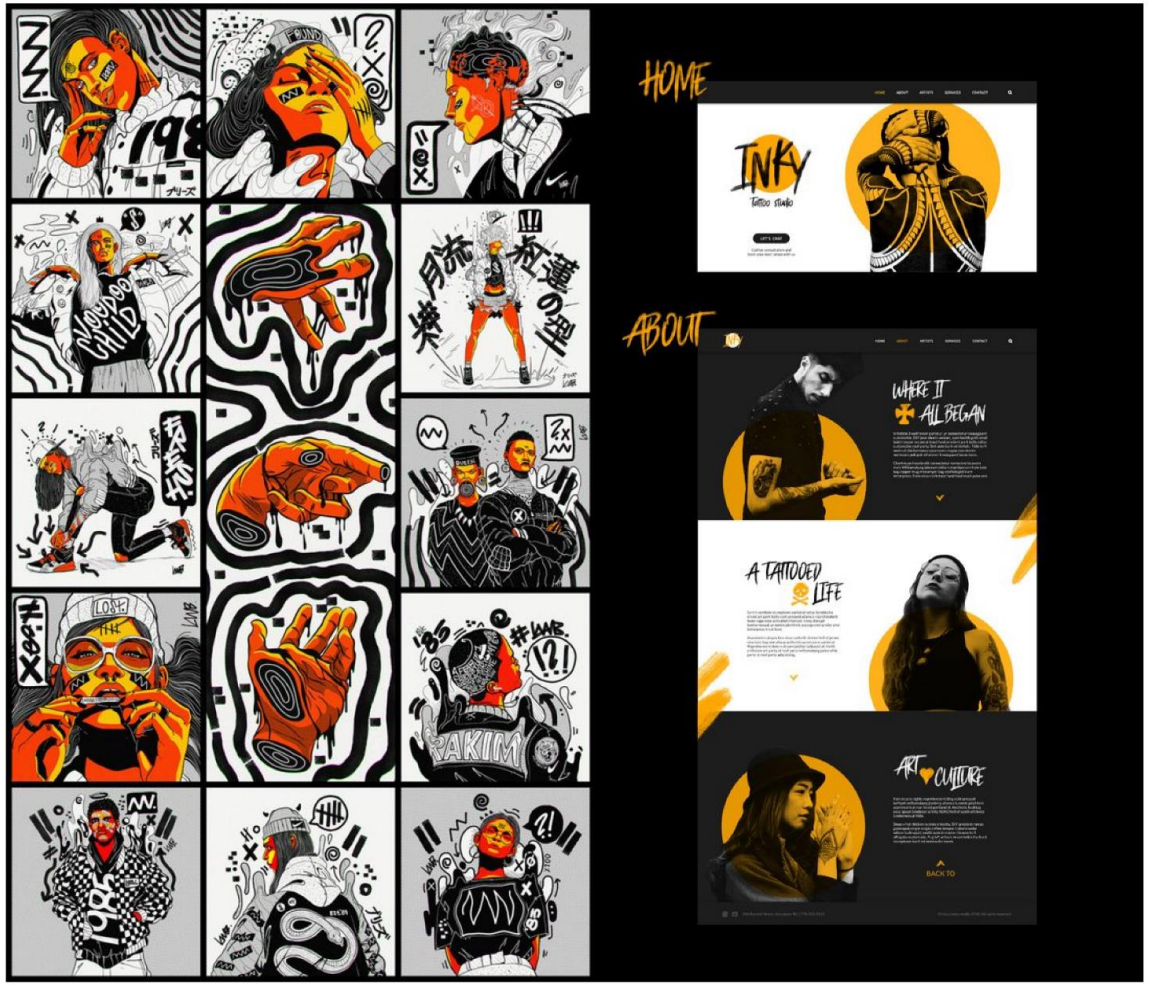


Moodboard



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

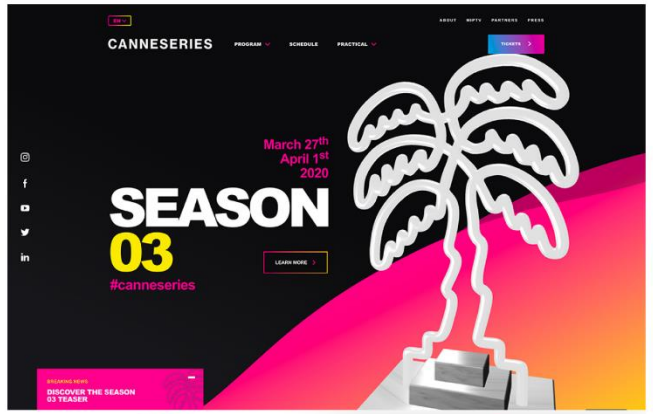
Moodboard

Neon & Glowing

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

Alison Soutar

Specific and limited gradient colour theme

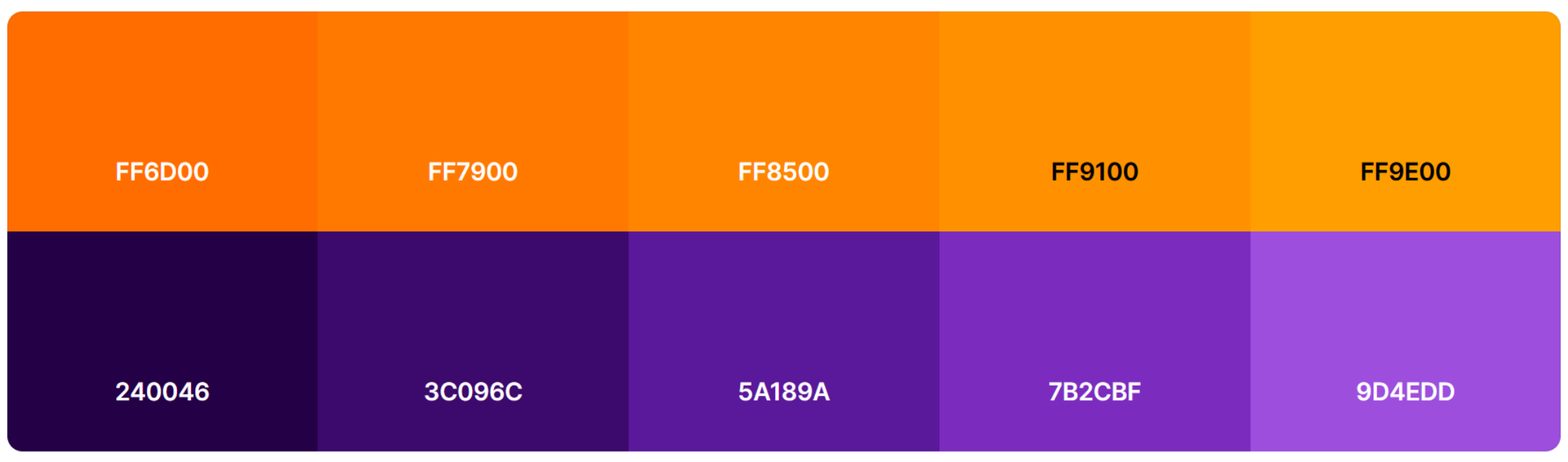


Coloured gradient highlights behind simple graphics.
Sections/components with colour, the rest left with solid fill
Contrast between colourful gradient and solid fill adds visual interest

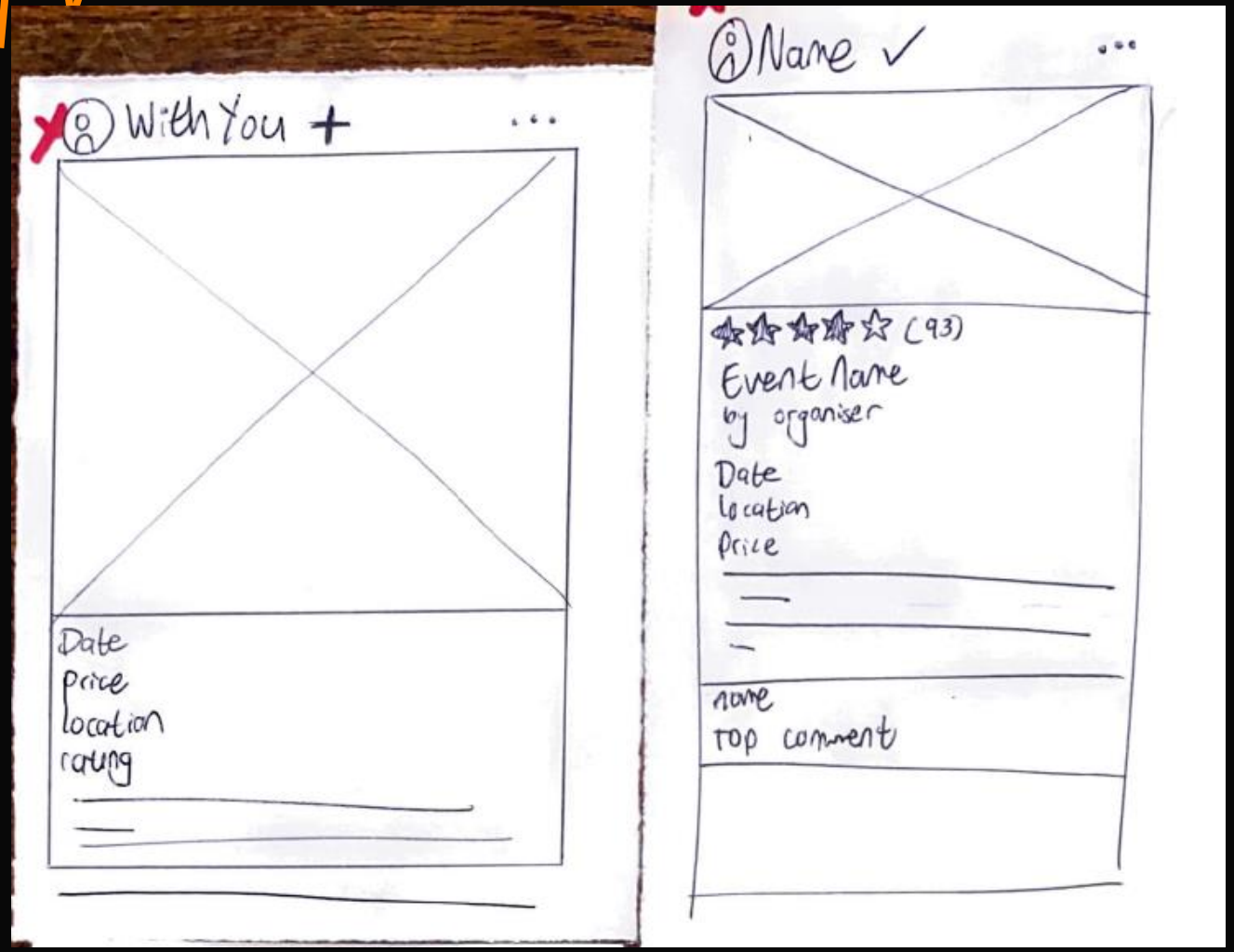
Alison Soutar

Moodboard

Modern, bright, energetic and demanding



Prototyping: Event post



Instagram

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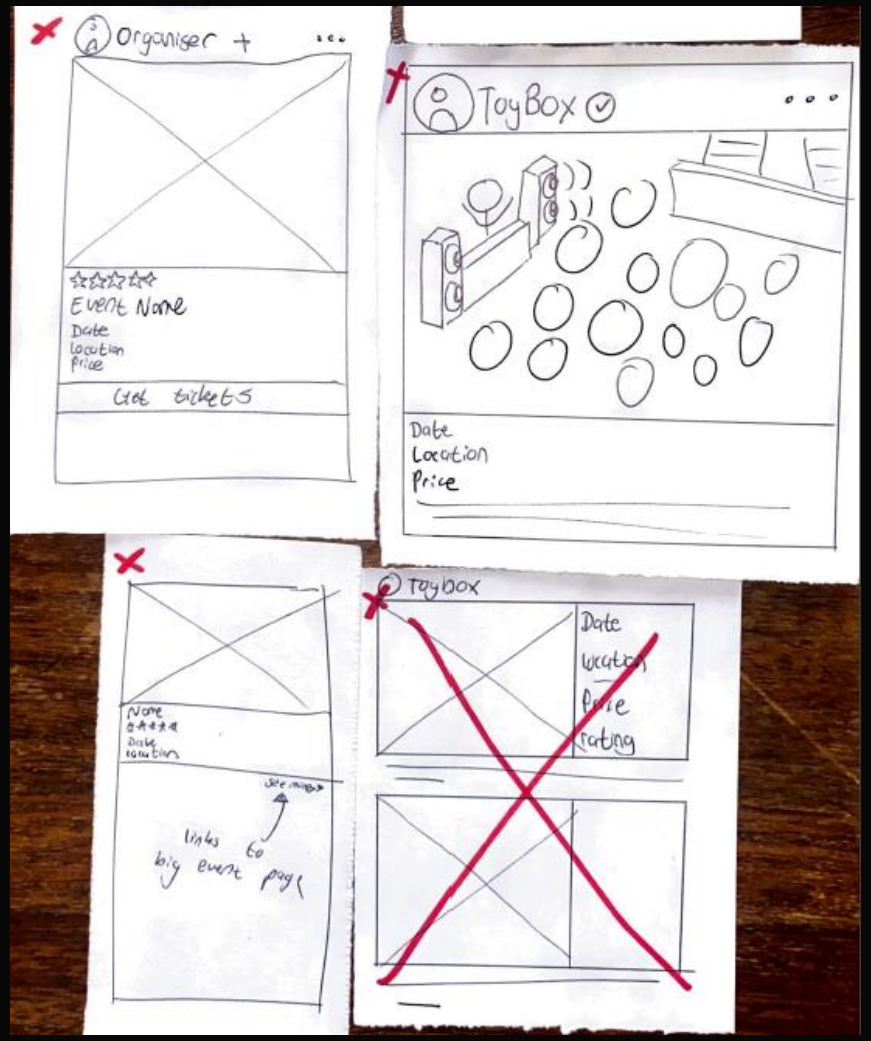
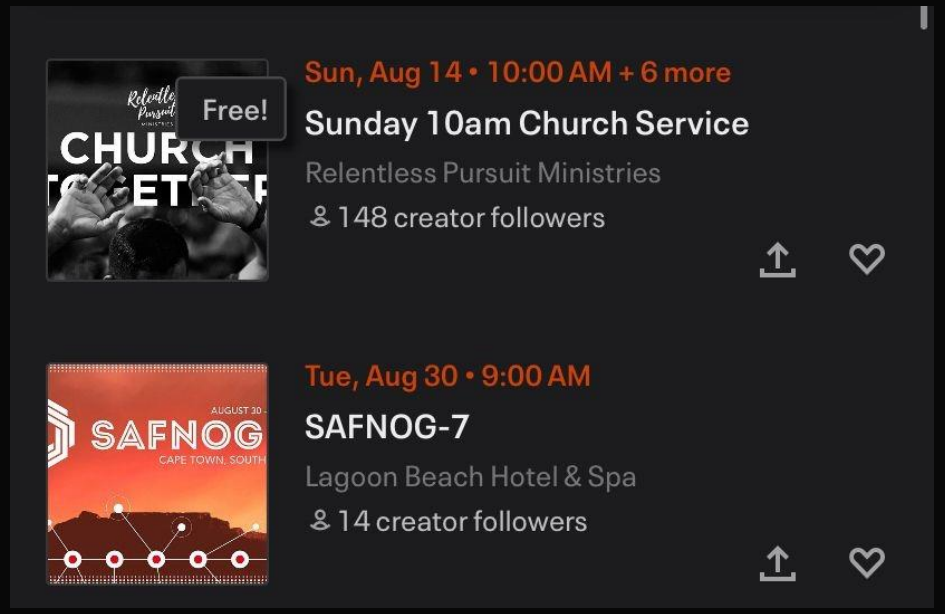
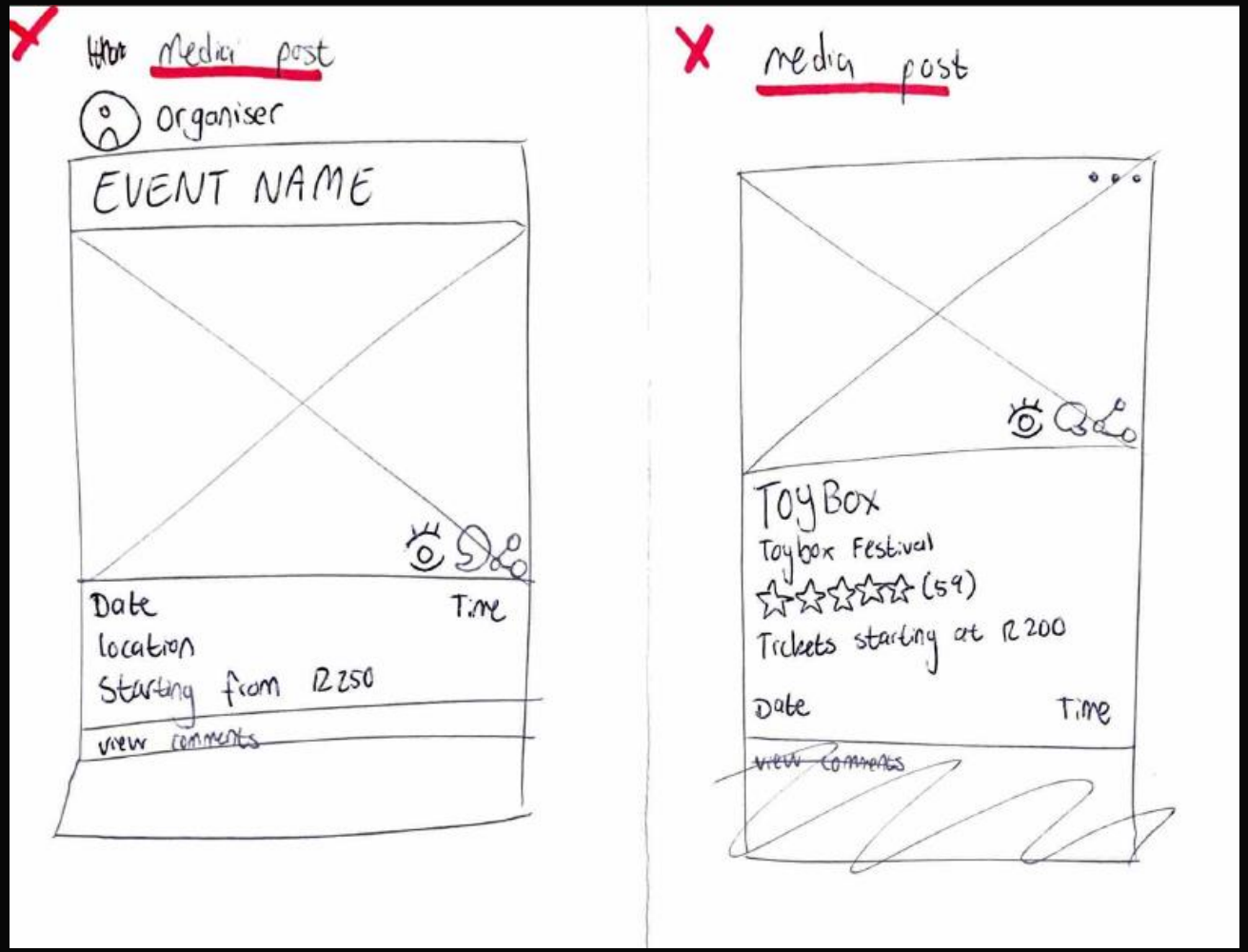




Eventbrite

Prototyping: Event post (revised)



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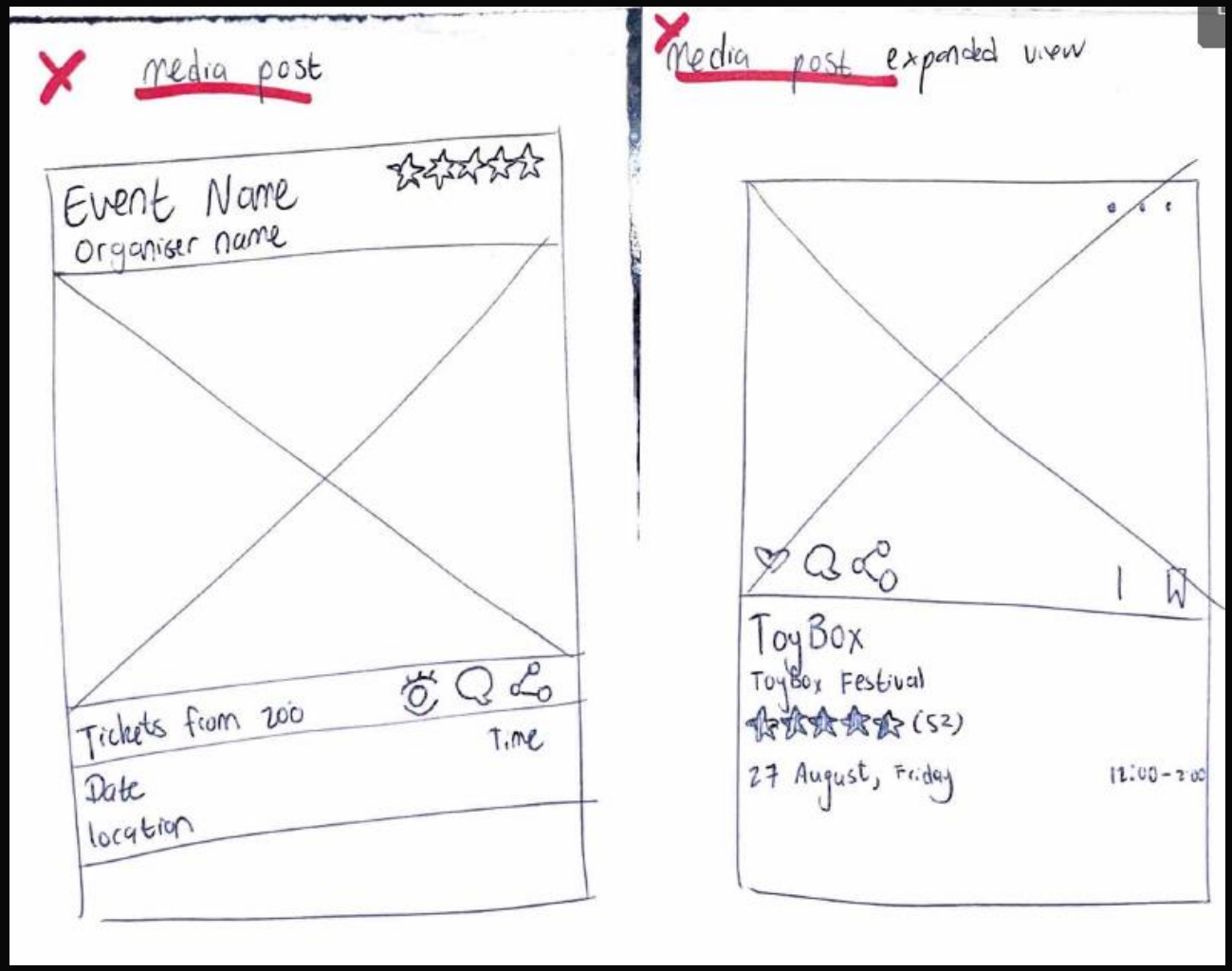
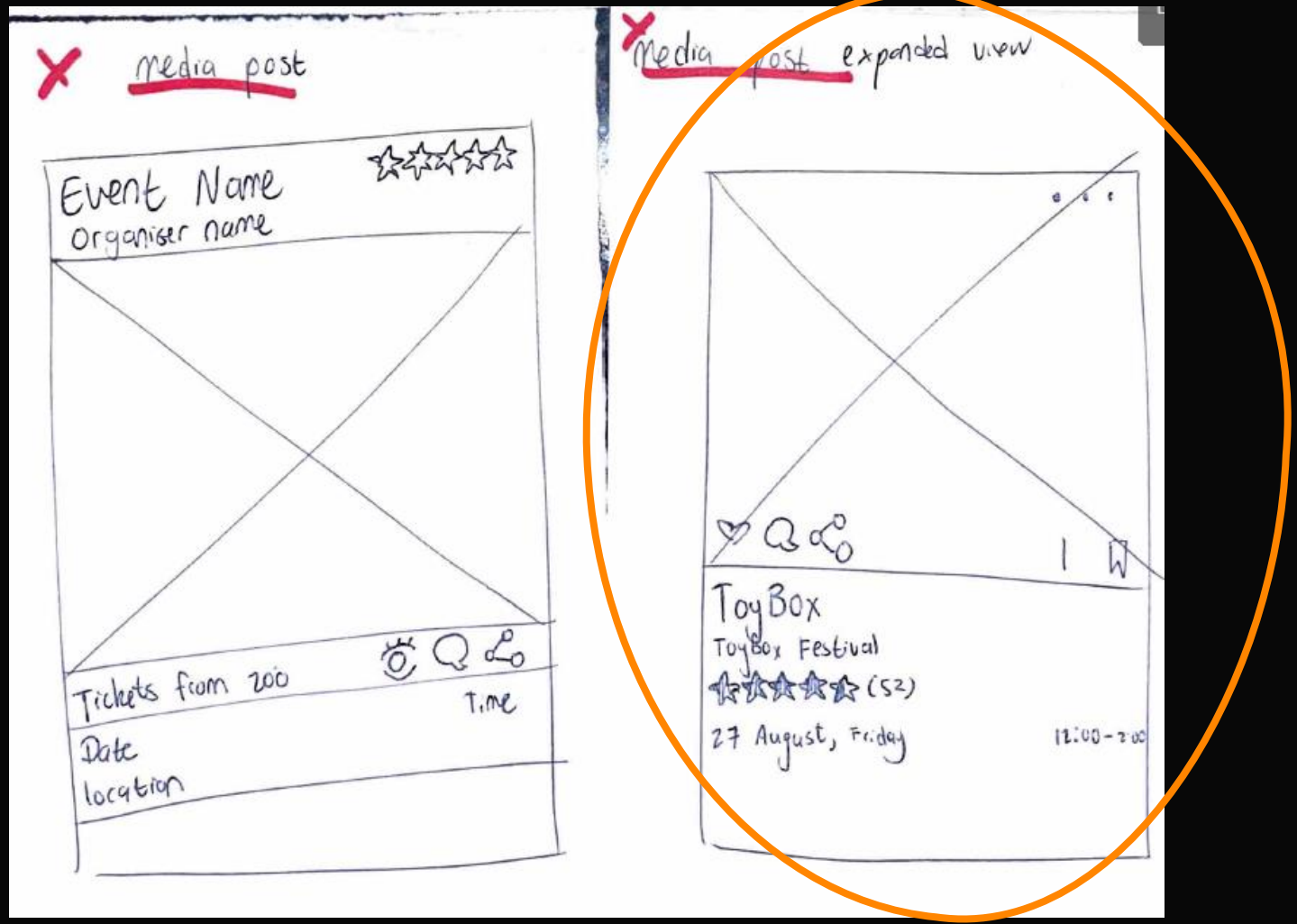
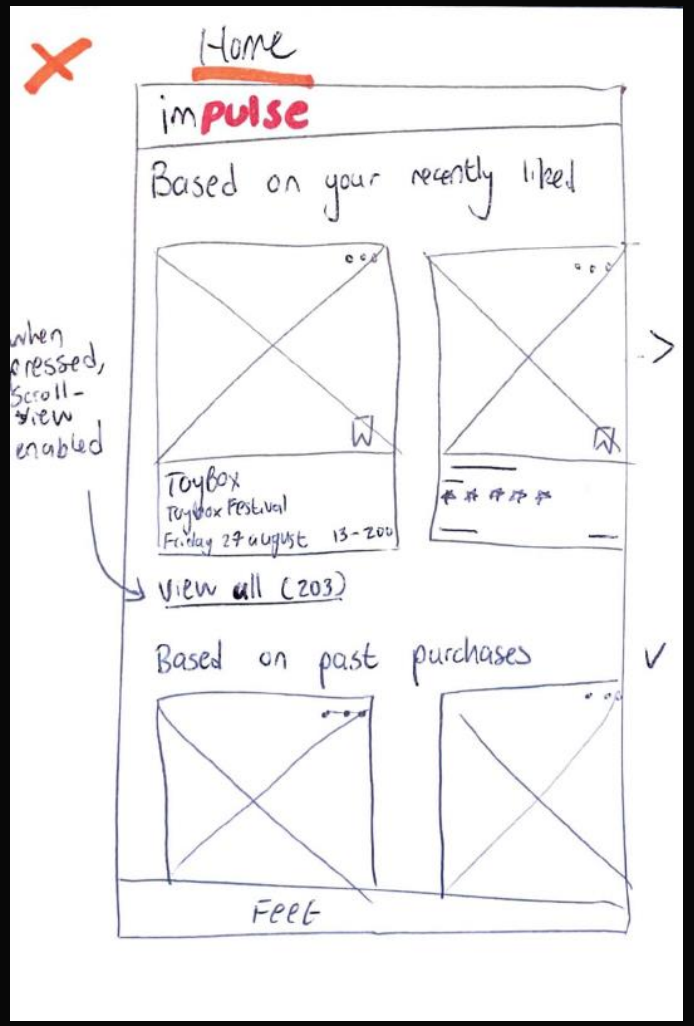
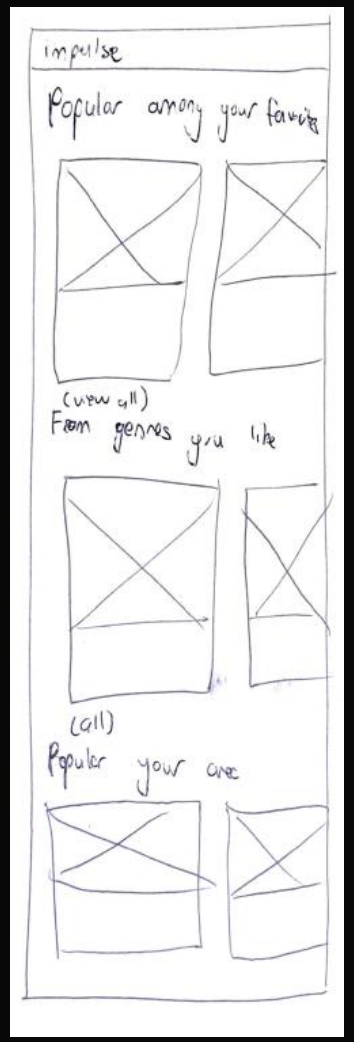


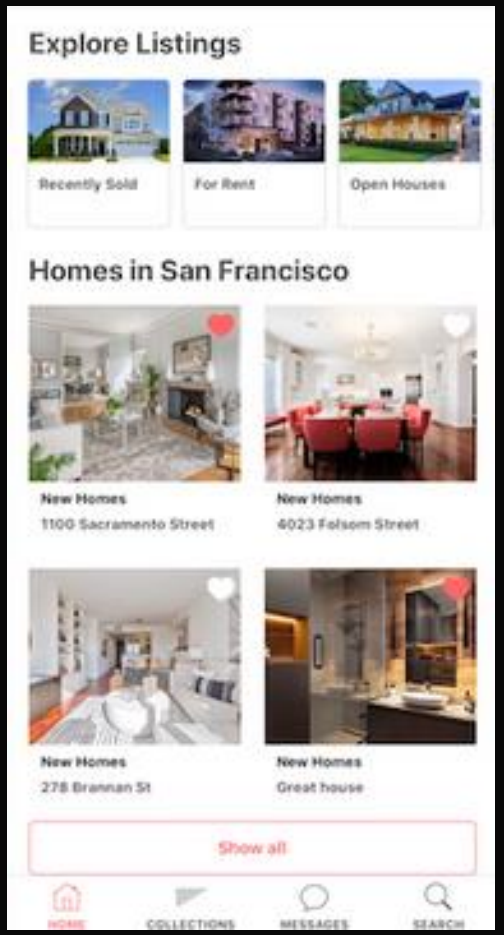
Prototyping: Event post ("winner")



Prototyping: Homepage – Condensed

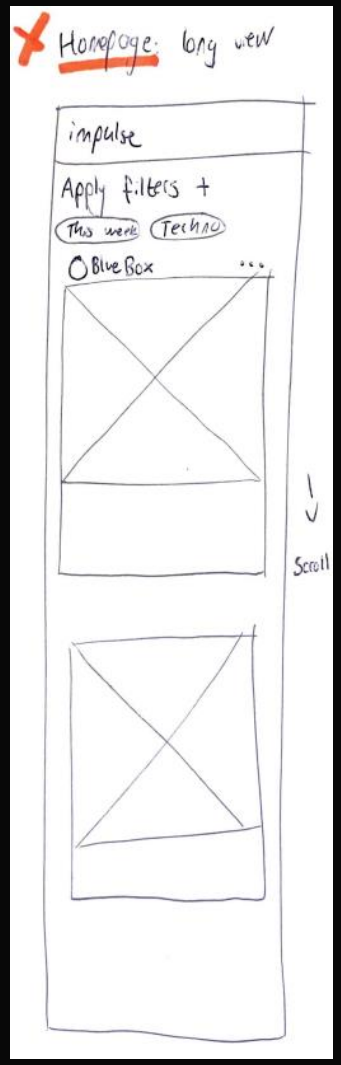






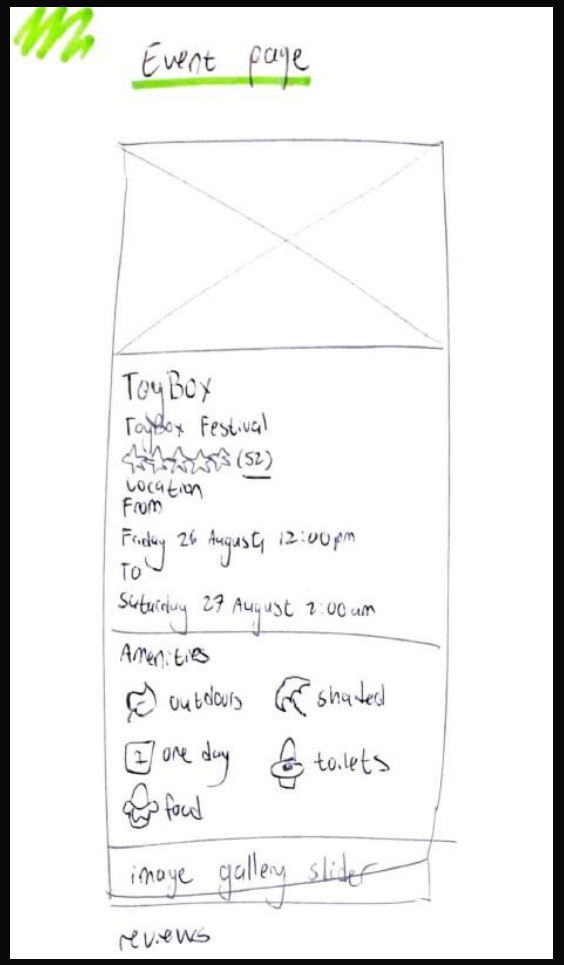
Airbnb

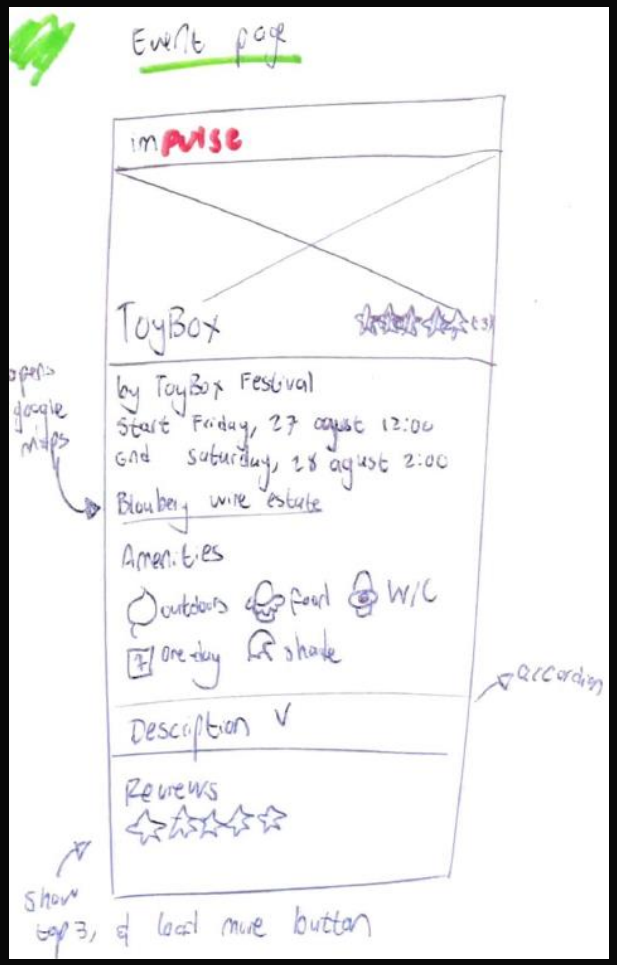
Prototyping: Homepage – Expanded

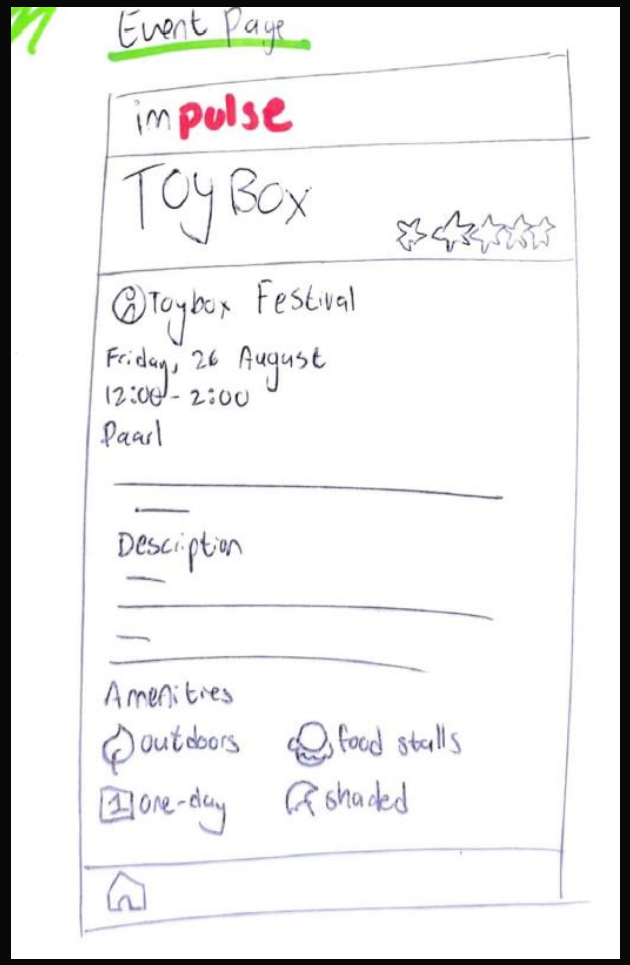


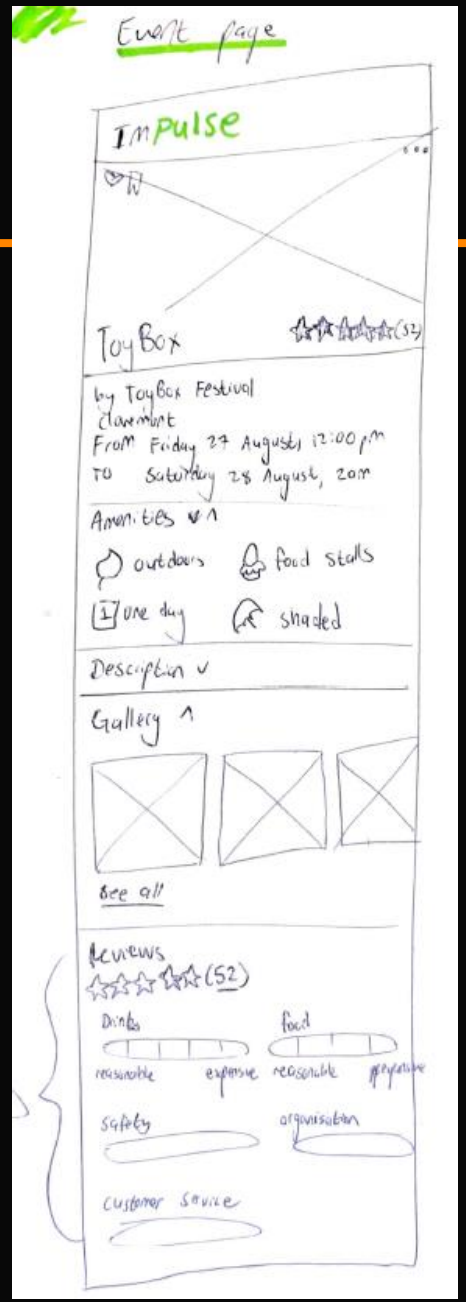
Instagram

Prototyping: Eventpage









What's next?