UCD IS03: Final Design & Specification

Alison Soutar

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Introduction

This document will outline the process taken to investigate a potential solution regarding a business opportunity.

I will outline the various research and testing methods used throughout the conceptual development of this application. This resulted in the development of a high fidelity wireframe which aims to accurately articulate the desired product for this potential solution.

Throughout the development of this prototype, it was ensured that it was created in a user centered manner. This means that iterative research and redesigning of the prototype was crucial to the development of this prototype.

Problem Statement

The festival scene in South Africa is growing at a rapid pace, quickly becoming one of the largest attractions for tourists and locals alike. There are several well-established events that dominate the scene, attracting hordes of loyal customers yearly. However, there is an impressive amount of variety within the music event scene. There are many younger festivals offering similar experiences – finding these festivals can be cumbersome, especially if one is unsure of the event or organiser name.

Because of this, event news is often communicated through word of mouth of over social media applications such as Instagram and Facebook. This may lead to users missing out on festivals that suit their interests, as well as organisers struggling to reach wider audiences if they have poor social media presence.

In short, **people interested in the music festival scene struggle finding new festivals to their liking** and **younger festivals may find difficulty in reaching wider audiences without having a pre-established base of loyal festivalgoers.**

There exists a need for a product or service that can fill the gap that exists between festival organiser and attendee. In this report, I will discuss key elements uncovered during my research and explain how this continuously informed my design solution throughout the duration of this project.

Process overview

This project was carried out over two key phases using a typical Agile approach. Within each phase were a certain number of sprints, lasting about two weeks each. The details of these phases will be discussed later in this document.

In doing so, I assured that a product was created iteratively – continuously researched, tested, and updated into its final versions. This allowed me to become confident in the developed solution's ability to satisfy consumer needs.

Research process

The success of this product is heavily reliant on its ability to suit customer needs and remedy pain points evident in the current process. It is therefore necessary to properly understand the current process before recommendations for improvement can be made.

However – before I can launch into understanding the process, I must first discover *who* I am trying to understand. **The goal of the research is not only to create an accurate mental model of how festivalgoers currently execute their tasks, but what common traits these festivalgoers share.**

Understanding the target market allows me to develop the solution in a certain way, so it can be well-received by the people who are most likely to use it.

Determining the Target Market

To determine accurate user groups, I set off to discover demographics that are most likely to attend festivals. To determine these groups, I focused on four defining characteristics:

- Age
- Gender
- Income bracket
- Number of festivals per year

Demographic information is important for many reasons. As mentioned above, it is important for me to know who I'm building a solution for – this allows me to keep that type of user's needs in mind. Additionally, this will help me determine traits that unite each unique user group and develop a solution for any user with that same trait. I will also be able to recruit for user testing more accurately to accurately evaluate my process and make meaningful changes where necessary.

If this application were to be deployed, knowing the target market would also help us understand how to promote said application. Different user demographics can be reached in different ways and knowing who our users are allows us to target them specifically – making the most use out of a marketing budget.

The data was sourced from external papers, as well as surveys and interviews I created and conducted myself.

Understanding the Current Process

Once I have determined the relevant user groups, I am able to recruit representatives of these user groups to take part in a series of user tests. At this point of the process, we are still interested in understanding how users complete their tasks without aid of our proposed product. The process we wish to understand is **the current methods target users choose to employ to *discover* new festivals happening within a *specific timeframe*.** Additionally, we also wish to understand **how users currently manage festivals they're interested in, and how they heard of these festivals.**

To properly understand these habits, I have decided to conduct user testing as well as synchronous interviews. Once participants had been recruited, the user test was first conducted followed by a post-test interview. During the test, I was not able to help the participants reach the test goal. The only time I intervened was when they asked for clarity regarding the testing question.

For the user test, users were asked to do the following:

*Find a **new** event happening within the next **30 days** that you'd like to attend near **Cape Town** using a device and method(s) of your choosing. Find out where to **buy a ticket** for your chosen event.*

After this test, users were asked several questions about the choices they made during the user test as well as to explain regarding their current modus operandi for attending music festivals. An experience map summarising the results of this test is in the appendix.

Research results

After conducting my book and user research, I sorted the information and created several key insights that will influence the further development of this project. Although there were dedicated research phases and tasks, I continued to conduct research whenever necessary throughout the duration of this project to ensure my scope was consistently up-to-date and realistic.

Results from the research phase were not what I was expecting. Almost all users used methods other than a traditional search engine to find festivals – a method I wasn't expecting to be the case. Naturally, I thought most users would turn to Google as a first step; an approach which is rather uncommon in practise. Additionally, I learned more about the process and nature in which people find festivals. Calling this a 'process' may not even be accurate, as this usually occurs by 'mistake', as I will discuss later.

Most importantly, I gained insight into the social complexities surrounding the decision to buy a ticket and attend a given festival. This was a dynamic I hadn't properly considered at the onset of this project.

Primary Insights

Below I will discuss the most relevant insights I gained during my research phase. Before conducting my research, I released a survey asking users what they thought an 'event' was. Users generally considered an event to be:

- A social occasion where something happens.
- A large, well-organised gathering.
- Something (live) music-oriented.
- Something that generally requires a ticket.
- A club which has something unusual going on – guest DJs, an outfit theme, or a specific music genre.

From this moment forward, the working definition of an event would be a **large gathering of people who have generally purchased a ticket to listen to music at a specific place during a specific time.** This is how I will define the events in question to participants in the future, so there is a clear understanding regarding the nature of the questions and tasks

There are three main types of festivalgoers

An important insight that has driven the development of this project has been the concept of the 'hardcore festie', as described in the article by Rachel Grate (2016). Grate comments that the hardcore

festie is responsible for **more than half of the total annual amount spent on festival tickets per year**. Additionally, 70% of hardcore festies have **friends rely on them for information about upcoming festivals**.

Hardcore festies are more likely to be male (59%) and have an average age of 32, earning a reasonable income. They are also loyal and attend their favourite festivals (at an average of) three times and are 50% more likely to consider a particular festival's organiser.

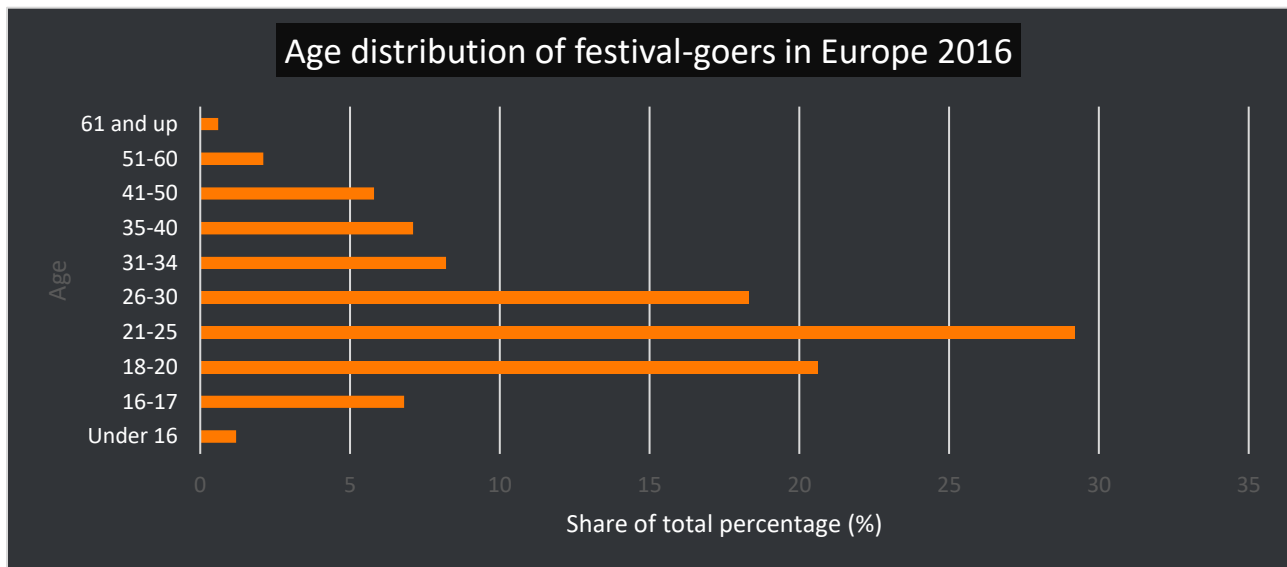Because of their major involvement in festivals, it will therefore be important to consider the hardcore festie user group going forwards.

Below is a table illustrating the different types of festies, and the number of music festivals they attend per year.
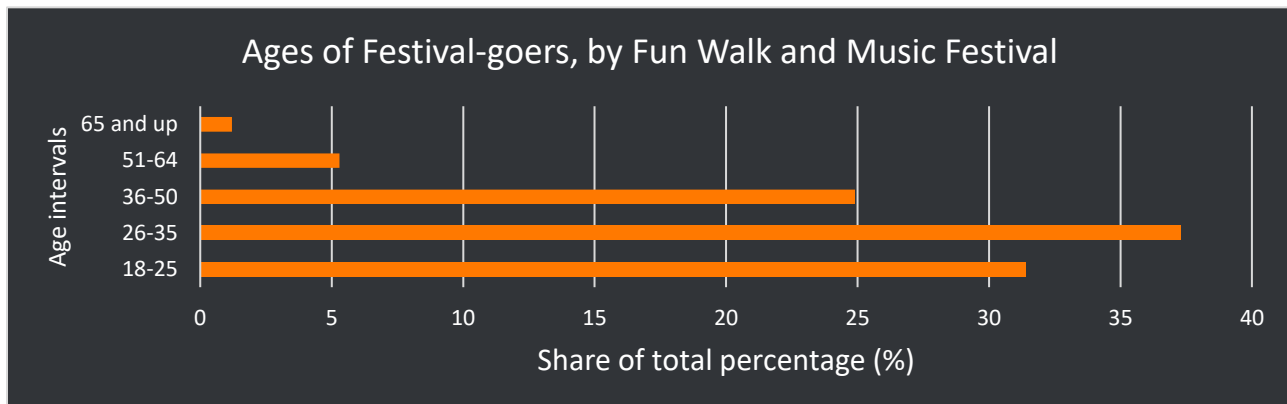
Name	% Of total festies	Number of festivals per year
Hardcore festies	20%	5-6
Moderate festies	50%	2-3
Casual festies	30%	1

Users between the ages of 18 and 30 are most likely to attend a festival

(Götting, 2021)

Age distribution of festival-goers in Europe 2016

Age	Share of total percentage (%)
61 and up	
51-60	
41-50	
35-40	
31-34	
26-30	
21-25	
18-20	
16-17	
Under 16	

(Snowball, et al., 2016)

Ages of Festival-goers, by Fun Walk and Music Festival

Age intervals	Share of total percentage (%)
65 and up	
51-64	
36-50	
26-35	
18-25	

Users were unsure of how to find new events

Many users had issues with finding new events from organisers they don't already follow. Once their list of known organisers had been traversed, many users were at a loss for what to do next.

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"I can't think of who I should look up."
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Users generally don't search for events

As many as 82% of the users I interviewed mentioned that they largely stumble upon events – they very seldom make deliberate searches. When asked how users were generally informed about these events, the most popular responses were:

Method	Percentage of users that agreed
Word of mouth	72%
Instagram	72%
Online advertisements	63%

From these results, one can see that the most popular way of spreading news about an event is online and through word of mouth (which may be discussed through an online platform, too). It is therefore important for festivals to stand out amongst competitors, so that it may be a topic of discussion amongst friends. Additionally, reaching the relevant online audience is important for a music event's overall success.

…But when they do search, they use Social Media

Interestingly, 5/6 users who participated in testing opted to search using a form of social media before using a search engine. Although all users mentioned that Instagram is their most used social media application, all users that used Instagram as a first-choice search method struggled to find an event, eventually switching to a Google Search.

Half of the participants first searched for a specific organiser they enjoyed, suggesting that festies are aware of organisers and experience moderate customer loyalty.

Facebook is most likely to yield successes when deliberately searching for events, whereas **Instagram** is more useful for users to 'stumble upon' events.

Below is a rainbow chart providing a high-level overview of the user testing results leading to this insight.

Insight	User numbers					
	1	2	3	4	5	6
Searching						
Used social media as first method.	■	■	■	■	■	
Used Facebook.			■	■		
Used Instagram.	■	■			■	
Used Google search.	■	■			■	■
Searched for a specific organiser.	■	■			■	
Preferences						
Used a smartphone.	■	■	■	■	■	
Used a computer.						■
Preferred social media: Instagram.	■	■	■	■	■	■
Preferred social media: Facebook.						
Experience						
Struggled to find event.	■	■			■	■
Found an event easily.			■	■		

Users find lack of information frustrating

Occasionally, users would find events that they were interested. However, after going to ticket checkout, they realised the event didn't fit their parameters due to lack of critical information on the events' main page.

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    "Okay, I think this is their Instagram? Why is [finding details]
so difficult?"
```

Users were frustrated by ineffective filtration mechanisms

Although users have a working method of finding and organising events, all users expressed frustration of inability to filter their events to their preference. Even when users were viewing the pages of specific trusted organisers (on Instagram), the only information they had at their disposal was Instagram's purely image-based thumbnail. This made it difficult for users to find information relevant to them.

When users *did* search for events, most platforms they consulted showed a large amount of content they weren't interested in. Although users could sort by date, this wasn't enough to properly refine the search results to their liking, creating user frustration.

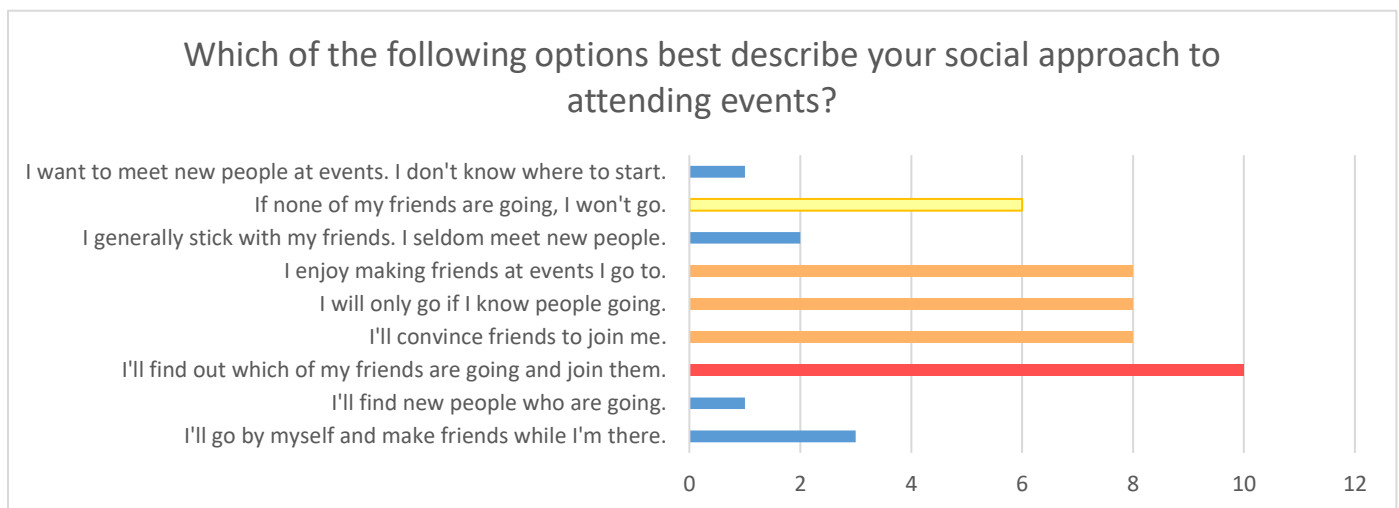**Having friends to attend an event with is crucial**

One of the most important points to note is the importance of friends to festival-goers. All participants mentioned inclusion of their social circles in events, often naming it as one of the most important factors. Some users even mentioned that:

- They would **not** attend their **ideal event** if **none of their friends are attending**, however they
- **Would** attend an event they're **disinterested in** if **all their friends are attending**.

Additionally, festivalgoers enjoy meeting new people and experiencing new things – but these desires to not outweigh the want to have fun with one's friends. Usually, users accompany their friends to events they're going to, or find it essential to find a group of people to attend an event with them.
Friends also serve as a medium by which information travels making them a necessary part of event marketing.

Below illustrates the social approach users generally take when deciding to attend festivals. It is clear to notice a preference to join an event with friends who are already going, or convince friends to accompany the interested party.

Which of the following options best describe your social approach to attending events?

Option	Value
I want to meet new people at events. I don't know where to start.	1
If none of my friends are going, I won't go.	6
I generally stick with my friends. I seldom meet new people.	2
I enjoy making friends at events I go to.	8
I will only go if I know people going.	8
I'll convince friends to join me.	8
I'll find out which of my friends are going and join them.	10
I'll find new people who are going.	1
I'll go by myself and make friends while I'm there.	3

There is high demand for customisation features allowing users to filter content displayed to them.

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. This clearly indicates the desire the user must have control over the information being displayed to them, keeping them well-informed in their festival attending decisions.

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

Users wish to be more well-informed, but are not desperate to change their current methods

Although users aren't devastatingly dissatisfied with the current method of event-discovery, they still wish to be more informed regarding events that are happening around them. Users generally stick to organisers they already know of and feel that they aren't aware of other concerts happening near them. This makes it difficult for users to collect new experiences – a commonly prized factor amongst festivalgoers.

Summary
From the above insights, it is important to make note of a few key considerations:

- It is important to encourage friend groups to attend, as the social aspect plays a huge role
- Encouraging the loyalty of hardcore festies is paramount to an event's success
- Make events with desirable attributes easy to find
- Events must be 'browsable' similarly to social media

User Personas
Now that I have an accurate idea of the target market, user groups and the associated pain points, I have decided to create three user personas. These personas will represent each different user groups I have identified through my research: *The Follower, The Enthusiast* and *The Planner.*

The Follower

JENNA – THE FOLLOWER

Age: 22
Occupation: BSC Honours at UCT
Location: Rondebosch, Cape Town
Home life: Lives in a digs
Marital status: In a relationship
Favourite music genre: Electronic dance

"I go with my friends to the festivals they find. I don't have time to find them myself".

CHARACTERISTICS

Extroversion: ●●●○○
Social media: ●●○○○
Technology: ●●●●○
Planning: ●○○○○
Time: ●●○○○
Money: ●○○○○

ABOUT

Jenna is a full-time Bachelor of Science student at UCT. She has a busy schedule - but whenever she has a weekend off, she is eager to check in with her friends to see what's on. She loves going to music events; they give her a chance to unwind and have fun after a stressful week of studies. Although she likes meeting new people, she finds going out with her friends is essential - she loves to dance with her friends and thinks a night out isn't complete without them. Although events are important for Jenna to unwind, she will generally follow the lead of her friends when it comes to choosing an event to attend. She usually attends in medium to large groups.
Jenna largely relies on her friends to keep her informed and will generally tag-along with whatever they decide. These events are often sprung upon her, which will sometimes push her over her weekly budget and add extra strain to her workload. Sometimes these events are underwhelming - making her feel disappointed. When this happens, Jenna feels that she should have used her time more wisely and regrets having gone out.

GOALS

Jenna wants to see when her friends are going out, so that she can make plans to join them.

She wants to go out with her friends, while still sticking to her budget.

Jenna wants to be able to make informed decisions about the events she tags along to.

MOTIVATIONS

Jenna wants to unwind after a long week of studies when she gets the chance.

She doesn't want to regret going out when she chooses the wrong event to go to.

Jenna wants to plan her budget and her week accordingly.

FAVOURITE ORGANISERS

FRUSTRATIONS

Sometimes, Jenna feels that she tagged along to the wrong event. This makes her feel frustrated, as she could have spent the evening working.

The events her friends are going to are often sprung upon her, leaving her with little time to prepare.

Jenna sometimes goes over her budget buying last-minute tickets for events her friends are going to.

She feels like the doesn't have much choice when it comes to attending events.

The Enthusiast

KAYLA — THE ENTHUSIAST

Age: 20
Occupation: BA 2nd year at UCT; part-time waitress
Location: Gardens, Cape Town
Home life: Lives in a three-person apartment
Marital status: Single
Favourite music genre: Techno

"I like going to festivals with my friends to make memories and have fun."

CHARACTERISTICS

Extroversion: ● ● ● ○ ○
Social media: ● ● ● ● ○
Technology: ● ● ○ ○ ○
Planning: ● ● ● ● ○
Time: ● ● ○ ○ ○
Money: ● ● ○ ○ ○

ABOUT

Kayla is a second-year Psychology student at UCT. When she isn't involved with her studies, she's waitressing at the local Fat Cactus to supplement her income; allowing her to attend more concerts.

Kayla is heavily involved in the event scene. She is a music enthusiast - letting loose on the weekend is an important part of her lifestyle, and prepares her for the busy week ahead of her. Kayla is always on the lookout for new events to go to. She loves experiencing new things, and making memories with the people she cares about.

Due to her enthusiasm, Kayla's friends rely on her for information and recommendations regarding upcoming events. She usually attends in large groups, going to smaller-name events she thinks she'll enjoy.

Although Kayla follows a handful of her favourite organisers on social media, this often isn't an adequate selection. She spends a decent amount of time browsing Instagram looking for new concerts to go to and adding them to Google Calendar. Although this is a time-consuming process, it has worked for her up until now. Recently with her part-time job and her increasingly demanding degree, she's starting to have less time to spend scouring social media. She's unsure of how she can change her approach.

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

THE BLUE ROOM

Sexy Groovy Love

with you.

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.

HENRY — THE PLANNER

Age: 26
Occupation: Full-time junior developer
Location: Greenpoint, Cape Town
Home life: Lives in a three-person apartment
Marital status: Lives with his girlfriend
Favourite music genre: Indie and Alternative

"Me and my friends go to concerts on the weekends to make good use of our free time."

CHARACTERISTICS

Extroversion: ● ● ○ ○ ○
Social media: ● ● ○ ○ ○
Technology: ● ● ● ● ●
Planning: ● ● ● ● ○
Time: ● ○ ○ ○ ○
Money: ● ● ● ● ○

ABOUT

Henry is a full-time junior developer and project manager at a systems management firm. Henry is close with his employees - his developing team is close-knit, and everyone gets along well. Some weekends, Henry will attend festivals and concerts to de-stress between projects.

He is very brand-loyal, and will often stick to events he's been to before because he knows what he's in for. He's hesitant to experiment with new organisers, since he knows that he enjoys his favourites. He's starting to wonder if he should branch out.

Due to his full-time employment, Henry has the money to travel to attend events he's interested in. Additionally, he can afford camping festivals and big-name concerts. He's always keeping an eye out for the popular and high-demand festivals so he can secure a ticket early on.

Henry plans his trips carefully - he makes sure he knows exactly what's happening, and when, so he can plan his events around his work projects. He and his friends are often in contact about the events they want to attend, and rigorously discuss their preferences and timetables in order to find events that suit them.

GOALS

Wants to have fun between work projects at well-known events.

Wants to find events that suits him and his friends' timetables.

Wants to make sure his weekend is spent wisely.

MOTIVATIONS

Is starting to become curious about exploring new events.

Wants to experience new things.

Wants to know what to look out for in the future.

FAVOURITE ORGANISERS

FRUSTRATIONS

Henry is cautious about attending new events - he doesn't know what will be worth his while.

He finds it difficult finding festivals that pique his interest.

Henry feels that the selection of concerts he's currently attending could be expanded.

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

Seeing Things from a Different Perspective

Although this product was initially aimed at remedying pain points experienced by the festival-attendee, I realised it would be a massive oversight ignoring the involvement a festival organiser plays in this whole process. I decided to interview several individuals with event organisation experience to understand the innerworkings of the music event scene. My main goals for these series of interviews were to understand the following:

- How the organiser uses unpaid products and/or services to promote their event,
- How the organiser uses paid products and/or services to promote their event,
- Which platforms do they currently use to advertise and manage their events and why,
- How they encourage customer loyalty, if this is something they have considered when planning their events, and
- Pitfalls they've experienced whilst planning events in the past.

In conducting these interviews, I will further understand pitfalls from the organiser's point of view and examine potential solves that may be able to be incorporated into my solution. Although I am considering the organiser's point of view, I still aim for the product to be largely attendee-focused, i.e. it will focus on event discovery.

Insights

- **It is important to 'know your crowd'**: You may create events not suited towards your typical follower
- **Momentum is everything:** Don't let interest grow stagnant
- **Appeal to your loyal customers:** They form a community and are essential for success
- **Instagram is a core component** for managing and promoting events
- **A unique experience** is an effective way to spread the word of your business

Pitfalls

Although I'd like this application to be useful for both sides of the coin, the value proposition of this application dictates that it should be a **universal sink** of information. If we were to rely on organisers managing and uploading their own information, it may lead to an underpopulated application, meaning it would not fulfil its purpose.

I will therefore maintain my initial strategy of pulling information from other sites and referring users to the origins of this information. However, organisers can access advanced follower demographic and insights for an additional fee after verifying ownership.

Proposed Solution

My proposed solution to the outlined problem is **IMPULSE**: An integrated event discovery and management solution.

Why IMPULSE?

IMPULSE encapsulates everything that users currently enjoy about the festival-finding experience, whilst refining what can be improved.

Users are still able to make spontaneous and *'impulsive'* decisions, keeping things fresh and exciting. The discovery process is like what currently exists – users have freedom over their content and can browse through events without boundaries or commitment.

Additionally, users are also able to filter out things that don't interest them; something users currently express desire toward. Using the application's recommendation system, users can browse through things that genuinely interest them, thereby mitigating user frustration.

Why use IMPULSE?

Using IMPULSE, users will be able to find events they are interested in more easily, remedying pain points and concerns expressed throughout the user research process discussed earlier in this document. Before the user can engage with the application, they are to be taken through an onboarding process. This fills out the user's profile with relevant performer, genre, price, location, and other preferences. This will serve as the baseline for recommendations, which will be refined over time as the user engages with different components of the application.

Monetisation

There are several considerations and possibilities for monetisation methods. These will need to be investigated further at a later stage, should the application be realised.

Subscription based

The first consideration is to have the application be subscription-based. Entry level features would be available for unpaid users, but advanced features would be available for a monthly subscription.

Pay to use

Users would need to purchase the application to use it. However, this may interfere with the types of users that would have the application, thereby making demographic information less accurate.

Data vending

As mentioned before, an organiser pain point is the risk of not 'knowing your crowd'. Impulse would accumulate valuable data regarding customers and their preferences, which could be sold to relevant concerned parties. This may be able to be incorporated with the subscription suggestion – perhaps organisers could subscribe to access this data.

In-app advertisements

Make the application free for all users, with the inclusion of in-app advertisements. Perhaps offer a paid version of the application to remove advertisements.

Sponsored page content

Organisers may be able to promote their events through paid sponsorships.

Referrals

Since the application focuses on pulling information from existing sites, it may be possible to gather revenue from events companies through referral links. For each referred customer, Impulse may get a cut of the profit from the organiser in repayment for the traffic.

Value Proposition
The proposed impact and value this solution will offer to the target market is summarised below.
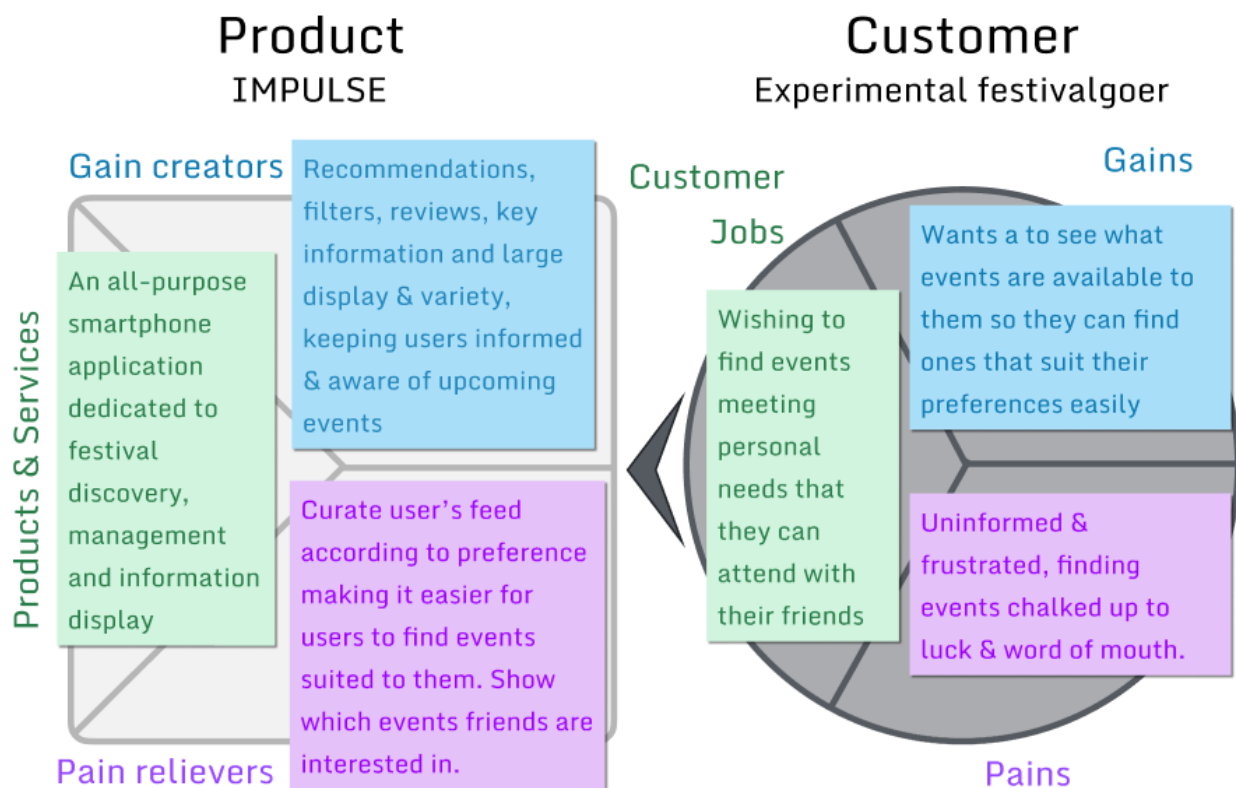
Design process

Throughout this process I ensured I was meeting the needs of the users (as illustrated using personas) and providing remedies to the observed pain points, as well as supplying majority of the desired features noted earlier.

Third-party services

IMPULSE will require several other platforms and services to be useful and effective. The below package diagram illustrates the relationships between the different entities that may need to get involved to realise Impulse. Labels are read in direction of flow.
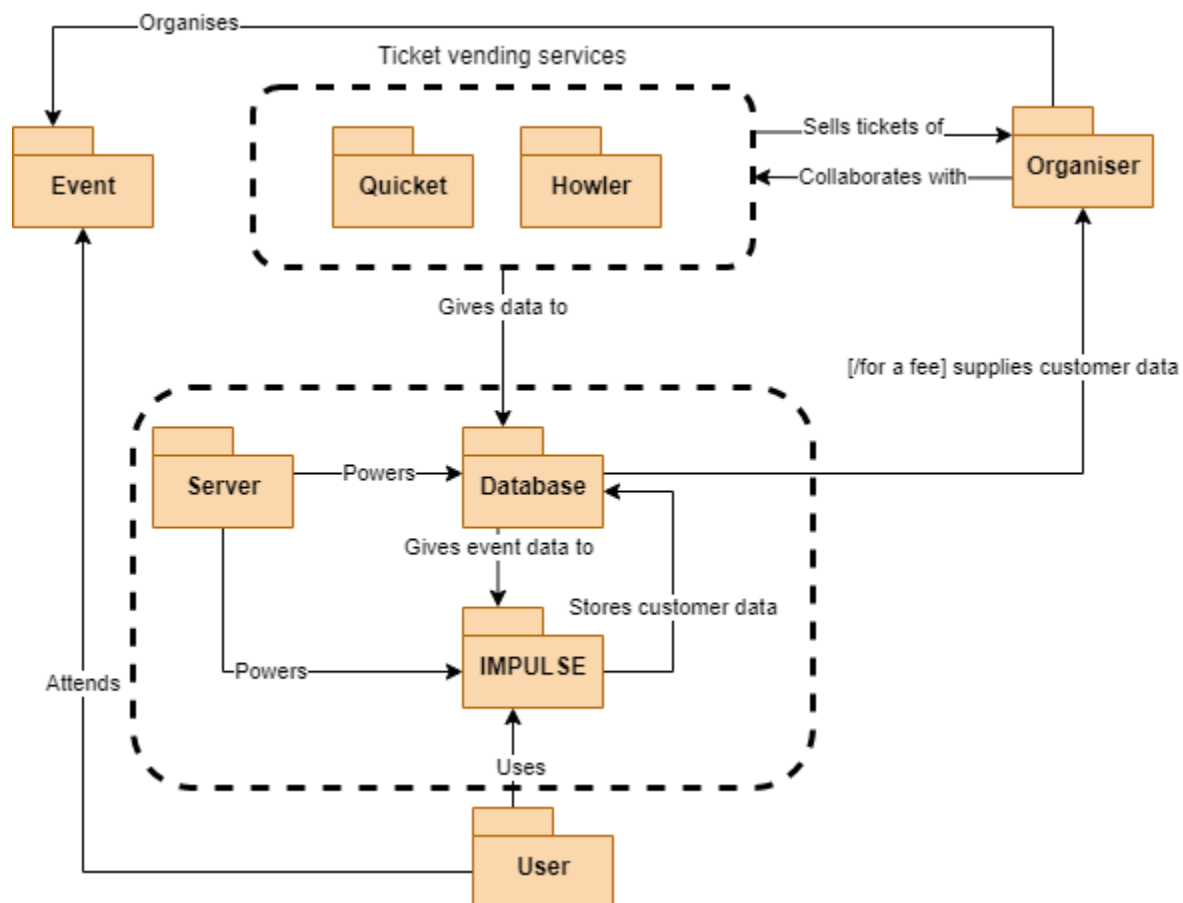
Impulse is designed to be a summation of all the currently existing individual information sources. This will make it easier for users to search through all possible events at once using one application, rather than cross-checking multiple platforms. Impulse will therefore need to pull information from multiple different sources and aggregate the information in a meaningful way. A database will prove to be a useful middle ground, ensuring that all data is processed in the same way (using designated fields). This also means that information can be pulled from the database rather than stored within the application, making the architecture more lightweight and easier to update.

Proposed sitemap

Before I jump into designing the application's interface, I have planned how each page will link to one another as well as components available per page. This is done to ensure the layout of the application makes sense and can be correctly decoded by users to ensure a pleasant user experience. This site layout evolved as specifications for the application design adapted throughout the development cycle.

Site Map: IMPULSE
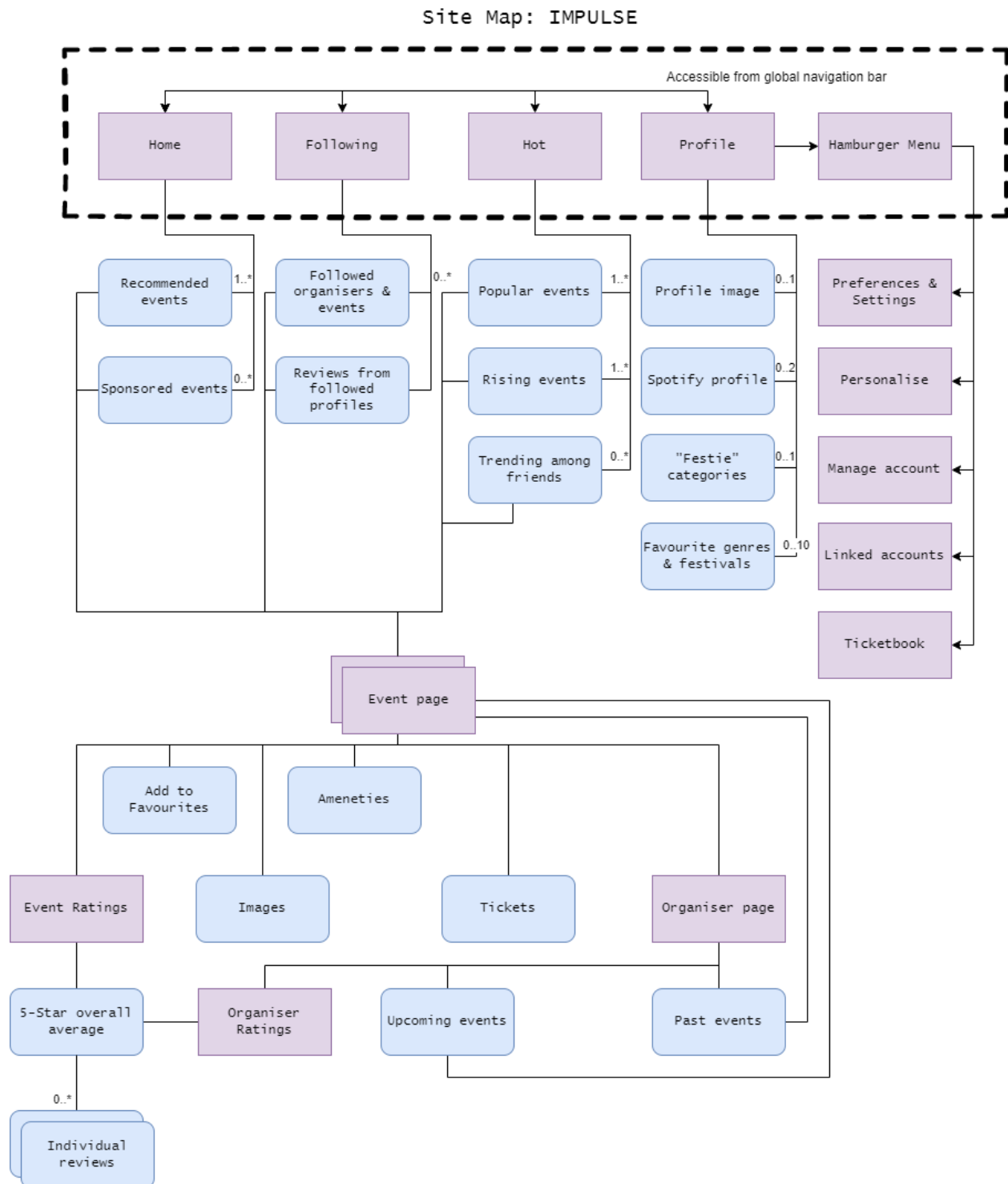
Constraints

Copyright and Intellectual Property Issues

As this solution relies on sharing events hosted by other organisers, there may exist potential issues in showcasing their events – especially if the proposed application acts as a third-party vendor, taking a percentage profit based on ticket sales. If this were to be the final application model, more research would need to be done regarding the logistics of this type of solution. However, in this phase in planning, I plan to make use of paid promotions and in-app advertisements to generate revenue.

A universal database may be required

An issue I encountered when planning the information architecture for this application was the enigma of data sourcing. The application's most desired use is for it to be a universal information sink where one can visit just one platform to view information about most events.

This can be done in two ways. Either a database needs to be constantly maintained and updated with new events and their accompanying information. Thankfully, a solution like this is currently being developed by a third party. Although it is still in its infancy stages, I have contacted the database's creator. She has told me that she is able to provide me with a key to this database should my proposed solution ever come to form.

However, the database's main concern is the issue of maintenance. The application is only as useful as its information, and if the database is sparce or incorrect, the entire application will be wholly unhelpful.

The second way may be more complex in practise but ensures the application will constantly be populated with upcoming events. One would need to write several scripts that is able to extract event data from popular sources (such as ticket vending sites, Quicket, Howler, etc.). An additional benefit to this solve would be the inclusion of a data source link. A user would be able to go from the application to the data source for more information or to buy a ticket from that vendor. This also means that the event details within the application are updated in accordance with the root data, putting the organisers in charge of their own data maintenance.

Online Hosting and Servers

This application is reliant on having an internet connection to pull data from the desired data source. This means that an online server would need to be paid for and maintained. Additionally, this may need to grow or shrink depending on demand and amount of data that may need to be stored by the application.

Success may be limited by organisers and their events

There is only so much a third party application can do to show appealing information to the end-user. Ultimately, this application may be limited by the upcoming events, their prices, and their location. Users mentioned that price was a major obstacle. Since we are acting as a display case, we are unable to put deals on these prices ourselves. Partnerships with organisers may be a potential solve for this; but this event will need to be more seriously considered once the application has started development.

Design results

Several testing methods were used to ensure the final prototype had been optimised. Most users understood the layout, symbols, and objective of the application. However, there was large indecision regarding the layout of the event preview post. Eventually I decided to opt for a 'chocolate box' type approach. This means the users can see a large amount of information at once but are able to expand each subcategory to narrow the stimuli. This is a successful approach seen in other popular discovery-style applications such as Airbnb and TripAdvisor.

Style guide

The style for this application was inspired by other modern, dark-mode applications. The visual direction of the application appeals to the neon on dark aesthetic, an atmosphere often associated with the music scene.

The below style guide was used throughout the development of the application, ensuring the design remained consistent between pages and components.

Colours

Application base colours

212529 Base/Dark	313438 Base/Med	555960 Base/Light

Primary Colours

FF7900 Primary/100%	FF9433 Primary/80%	FFAF66 Primary/60%

Secondary Colours

240046 Secondary/1	5A189A Secondary/2	9D4EDD Secondary/3

Accent colour

DED8E2 Accent

Text & Spacing

| 24px	Sample text	Heading/Large
20px	Sample text	Heading/Medium
17px	Sample text	Heading/Small
15px	Sample text	Body/Large
13px	Sample text	Body/Medium

Title Text
↓ 10px

Body Text
↓ 15px

Onboarding

Below describes the onboarding process. Once the user has logged in, they are taken through a process asking them to describe their preference. This allows the application to make accurate recommendations for the user.
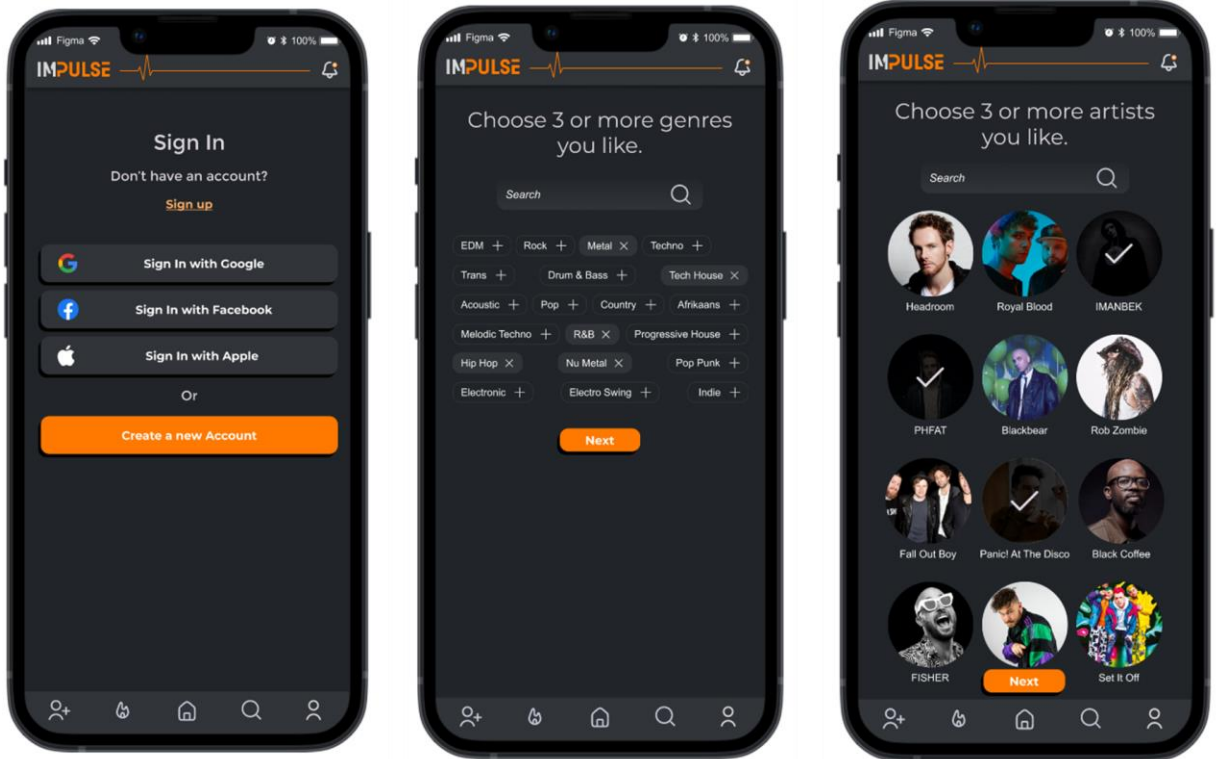
The home screen

The home screen shows the preview strategy, where interested users can press "see more" to expand the list of possible options. This prevents users from falling into the pit of "infinite scroll". Limiting the interaction to categories leads them to eventually finding something they like. The Following and Hot page follow a similar layout.
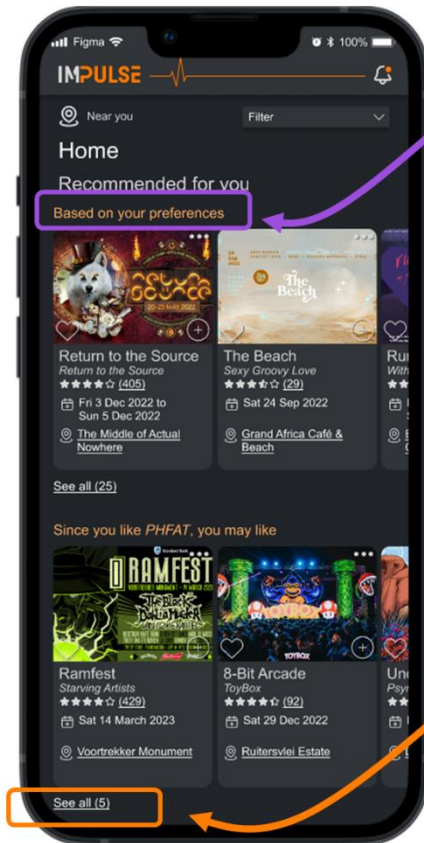
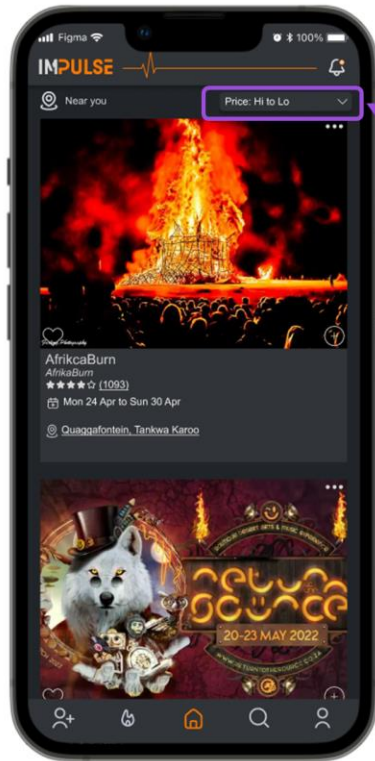Inform users where suggestions are coming from

Opens to expanded view
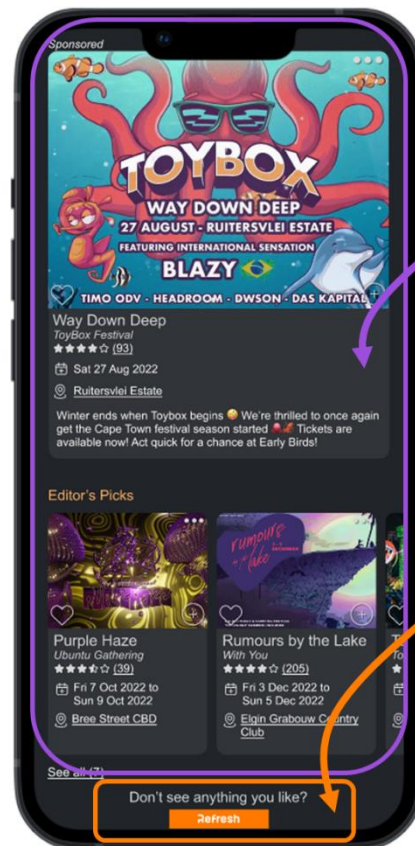
Example of sponsored content

If there weren't any hits, users can refresh and generate new suggested content

Expanded view & Search

When a user presses 'read more' or applies a filter, events are shown in expanded mode
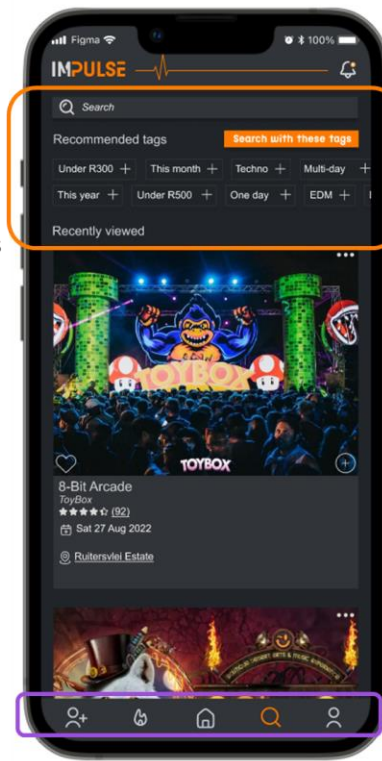
Quick filters available when user attempts a search

Nav bar changes colour depending on current page

Organiser page

Key details available on the organiser page

Reviews deemed 'most helpful' shown on the homepage. Users can opt to see more reviews.

Event page

8-Bit Arcade
29 Dec 2022
Event
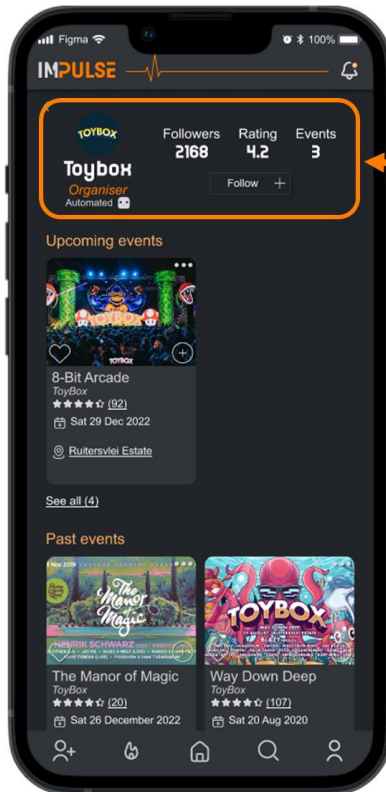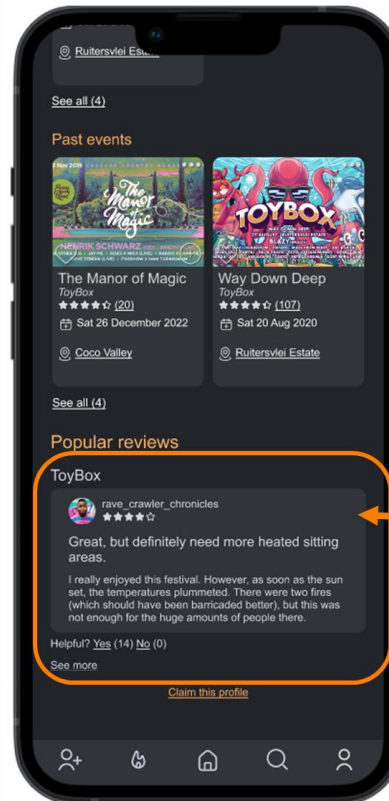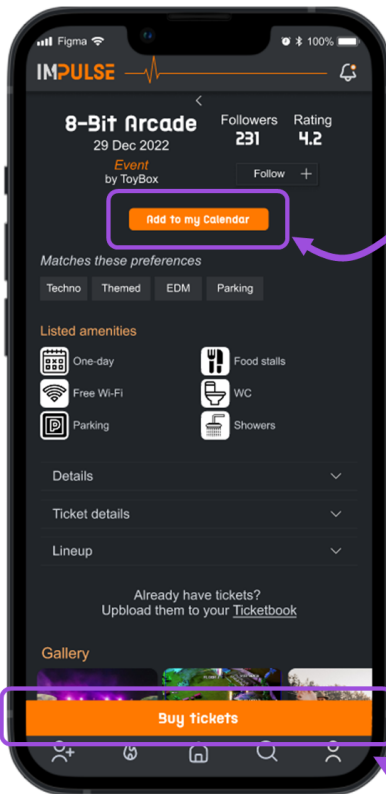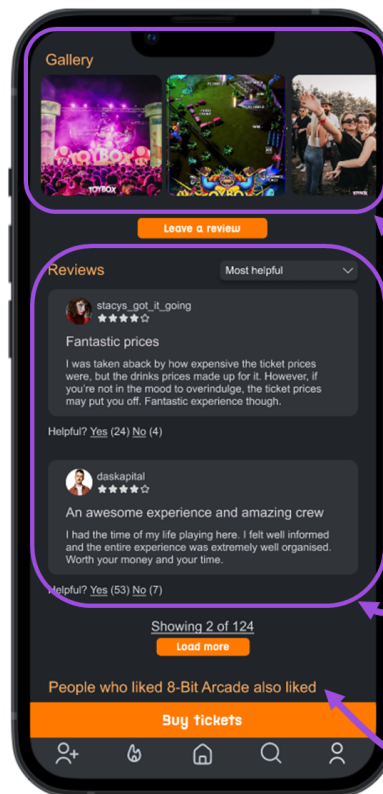by ToyBox

Followers **231**
Rating **4.2**

Follow +

Add to my Calendar

Matches these preferences

Techno | Themed | EDM | Parking

Listed amenities

One-day | Food stalls
Free Wi-Fi | WC
Parking | Showers

Details
Ticket details
Lineup

Already have tickets?
Upload them to your Ticketbook

Gallery

Buy tickets

Can quick-add event date to smartphone calendar. Notification will be displayed if event has passed

Sticky button referring users to website vending event tickets

Gallery

Leave a review

Reviews   Most helpful

stacys_got_it_going
★★★★☆
Fantastic prices
I was taken aback by how expensive the ticket prices were, but the drinks prices made up for it. However, if you're not in the mood to overindulge, the ticket prices may put you off. Fantastic experience though.

Helpful? Yes (24) No (4)

daskapital
★★★★☆
An awesome experience and amazing crew
I had the time of my life playing here. I felt well informed and the entire experience was extremely well organised. Worth your money and your time.

Helpful? Yes (53) No (7)

Showing 2 of 124
Load more

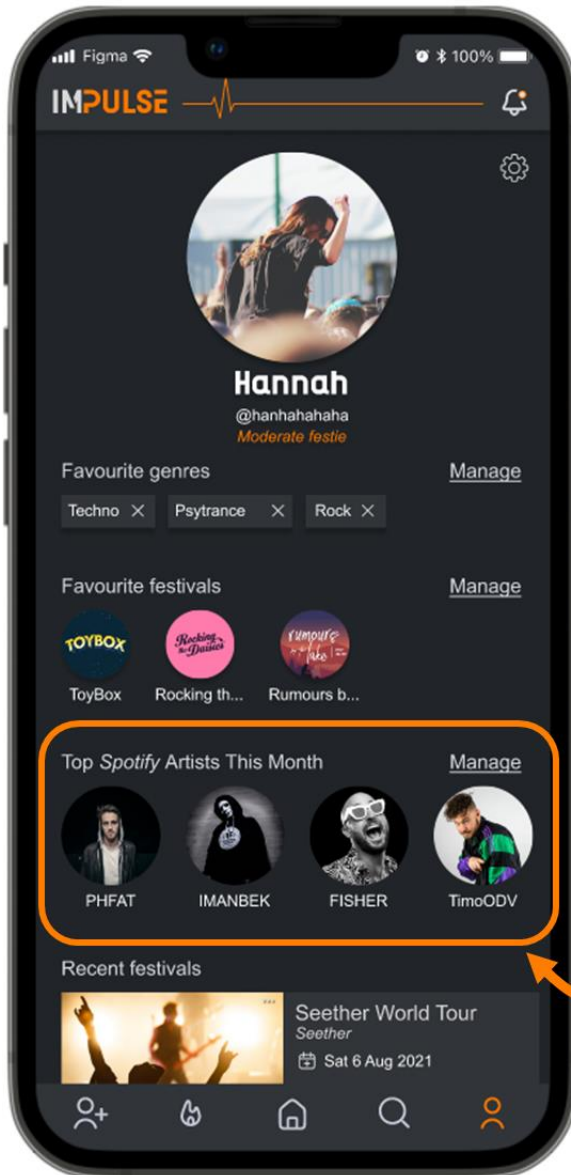People who liked 8-Bit Arcade also liked

Buy tickets

Gallery of event photographs

Most helpful reviews displayed on event page

Suggestions similar to current event page

Profile page

Link Spotify account to improve suggestions

Conclusion

This document outlines the final design and business specification to my proposed solution to the discovered problem statement.

Logistics regarding the acquisition of the data and sponsored information will need to be refined once the business strategy of the application has been solidified. Thus far, this design is at its conceptual phase and will still need to undergo backend development and architectural structure. However, this theoretical design has been rigorously tested and improved upon to be successful in the real world.

The application has a large user group who will gain value from its proposition, as well as several plausible methods to generate revenue and serves as a plausible solution to the proposed problem statement.

Appendix

User testing experience map

Isn't interested in displayed events

Events aren't within desired timeframe

Frustrated - must open each post for description

Can't find any additional information

Isn't interested in displayed events

Go-to organiser doesn't have new events

Go-to organiser doesn't have new events

Doesn't know how to find new events

Doesn't know how to find new events

Desirable event is in another city

Isn't interested in displayed events

Overwhelmed by unsorted results

Event lacks adequate information