



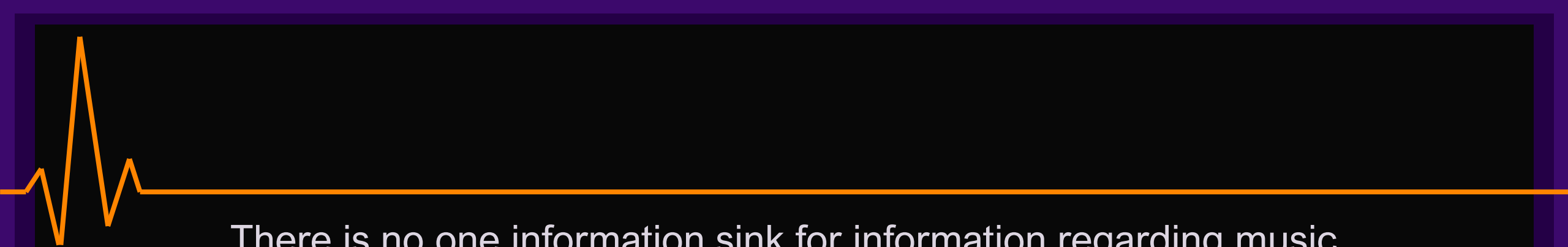
# IMPULSE

IS02: Prototyping

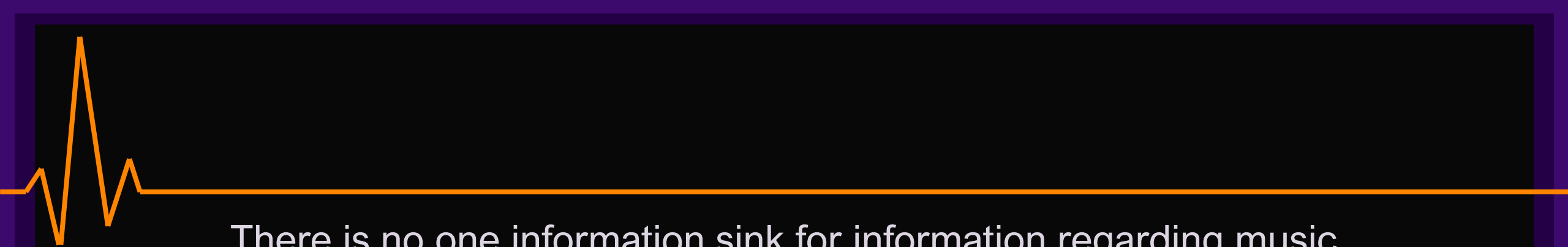
Alison Soutar

An orange line graphic in the top left corner, resembling a heartbeat or signal, with a small peak and then a flat line extending across the top of the slide.

**Now, where were we?**

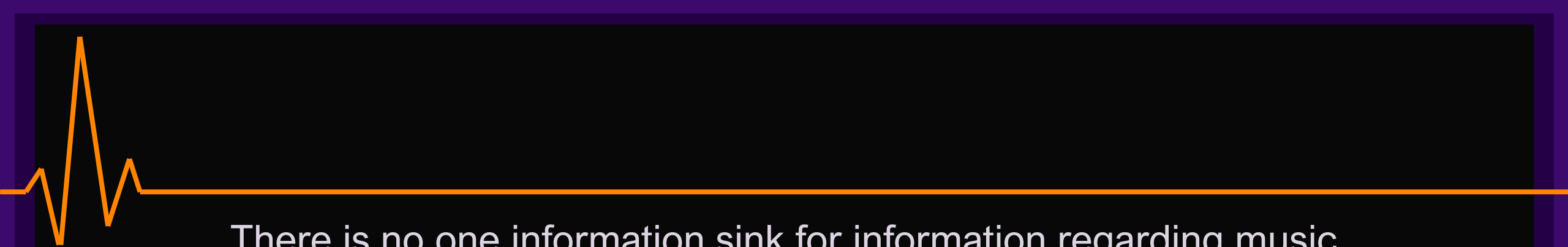
An orange line graphic starts on the left side of the slide, featuring a jagged, wave-like pattern with three distinct peaks. It then transitions into a straight horizontal line that extends across the top of the slide.

There is no one information sink for information regarding music festivals, making the searching process cumbersome and ineffective. Users often miss out on events they think they'd enjoy because they are not well-informed. This causes frustration.

An orange line graphic starts on the left side of the slide, featuring a jagged, wave-like pattern with three distinct peaks. From the end of this pattern, a straight horizontal line extends across the top of the slide to the right edge.

There is no one information sink for information regarding music festivals, making the searching process cumbersome and ineffective. Users often miss out on events they think they'd enjoy because they are not well-informed. This causes frustration.


My solution...

An orange line graphic that starts with a jagged, pulse-like shape on the left and then continues as a straight horizontal line across the top of the slide.

There is no one information sink for information regarding music festivals, making the searching process cumbersome and ineffective. Users often miss out on events they think they'd enjoy because they are not well-informed. This causes frustration.

My solution...

**IMPULSE**

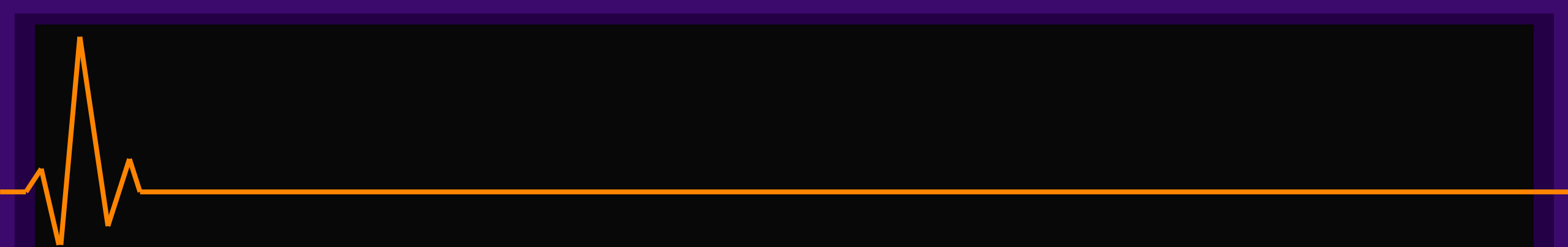


There is no one information sink for information regarding music festivals, making the searching process cumbersome and ineffective. Users often miss out on events they think they'd enjoy because they are not well-informed. This causes frustration.

My solution...

**IMPULSE**

An integrated event discovery and management solution

An orange line graphic resembling a pulse or heartbeat, starting with a small peak, dipping, then rising to a higher peak before settling into a steady horizontal line that spans the width of the slide.

**Upbeat, modern, bold, high-  
energy and demanding**

**IMPULSE**

An integrated event discovery and management solution

An orange line graphic that starts with a jagged, pulse-like shape on the left side of the slide and then continues as a straight horizontal line across the top.

During **the last phase...**



An orange line graphic on the left side of the slide, featuring a jagged, peak-and-valley pattern that transitions into a solid horizontal line extending across the top of the slide.

## During **the last phase...**

- The Hardcore festie must be taken seriously.

An orange line graphic that starts with a jagged, wave-like pattern on the left side of the slide and then transitions into a straight horizontal line that spans the width of the slide.

## During **the last phase...**

- The Hardcore festie must be taken seriously.
- Recommendations are important.

An orange line graphic that starts with a jagged, wave-like pattern on the left side and then transitions into a straight horizontal line extending across the top of the slide.

## During **the last phase...**

- The Hardcore festie must be taken seriously.
- Recommendations are important.
- Users want to see more information.

An orange line graphic that starts with a jagged, wave-like pattern on the left side and then transitions into a straight horizontal line extending across the top of the slide.

## During **the last phase...**

- The Hardcore festie must be taken seriously.
- Recommendations are important.
- Users want to see more information.
- Users seldom actively search for events.

An orange line graphic that starts with a jagged, peak-and-valley pattern on the left side of the slide, then transitions into a solid horizontal line that spans the width of the slide.

## During **the last phase...**

- The Hardcore festie must be taken seriously.
- Recommendations are important.
- Users want to see more information.
- Users seldom actively search for events.
- Friend accompaniment plays a huge role in decision-making.

An orange line graphic that starts with a jagged, peak-and-valley pattern on the left side and then transitions into a straight horizontal line extending across the top of the slide.

## During **the last phase...**

- The Hardcore festie must be taken seriously.
- Recommendations are important.
- Users want to see more information.
- Users seldom actively search for events.
- Friend accompaniment plays a huge role in decision-making.
- Social media is an information backbone.

An orange line graphic in the top left corner, resembling a heartbeat or a signal, with a horizontal line extending across the top of the slide.

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

An orange line graphic that starts with a jagged, pulse-like shape on the left side and then continues as a straight horizontal line across the top of the slide.

**Everyone loves questionnaires.**



An orange line graphic on the left side of the slide, featuring a jagged, peak-and-valley pattern that transitions into a solid horizontal line extending across the top of the slide.

# Everyone **loves** questionnaires.

- Give direction to previous insights.

An orange line graphic on the left side of the slide, starting with a jagged, wave-like pattern and then extending as a straight horizontal line across the top of the slide.

# Everyone **loves** questionnaires.

- Give direction to previous insights.
- Get an idea regarding user preferences.

An orange line graphic on the left side of the slide, starting with a small peak, dipping, then rising to a higher peak before settling into a horizontal line that extends across the top of the slide.

# Everyone **loves** questionnaires.

- Give direction to previous insights.
- Get an idea regarding user preferences.
- Refine concept of what features users actually want.

An orange line graphic starts on the left, has three small peaks, then a larger peak, and then continues as a straight horizontal line across the top of the slide.

# Everyone **loves** questionnaires.

- 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.

An orange line graphic that starts with a jagged, pulse-like shape on the left side of the slide and then continues as a straight horizontal line across the top.

**Now, let's see those results.**

# Now, let's see those results.

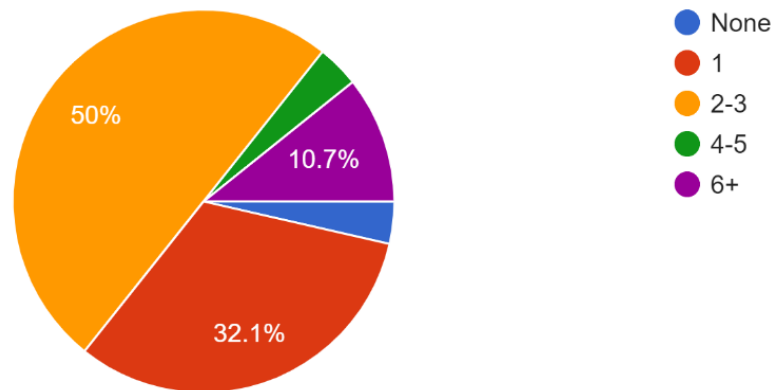
- An interesting aside...

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)

How many festivals do you usually attend in a year?

28 responses



A decorative orange line graphic on the left side of the slide, consisting of several peaks and valleys, resembling a stylized waveform or a jagged line.

## 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.

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
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Organiser profiles	4	15.38
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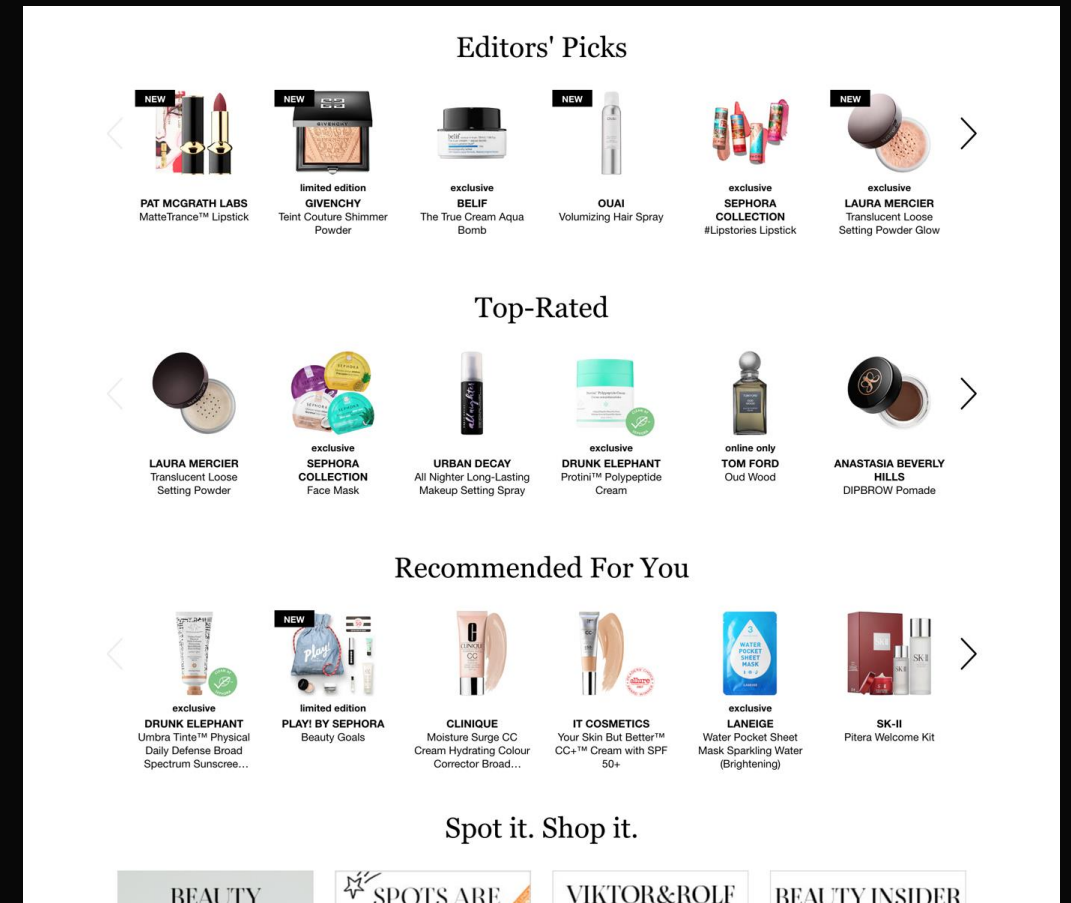
A decorative orange line graphic on the left side of the slide, featuring a jagged, mountain-like shape at the top that transitions into a horizontal line.

# A word about recommendations

- Helps users avoid information overload.

# A word about recommendations

- Helps users avoid information overload.
- Users prioritise recommended content over generic content.



# A word about recommendations

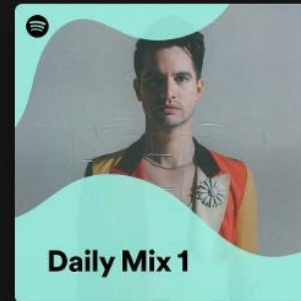
- Helps users avoid information overload.
- Users prioritise recommended content over generic content.
- Clearly state the source of data.



# 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.

## Your Daily Mixes



### Daily Mix 1

Panic! At The Disco, blackbear, Frank Iero and more



### Daily Mix 2

Seether, Get Scared, Korn and more

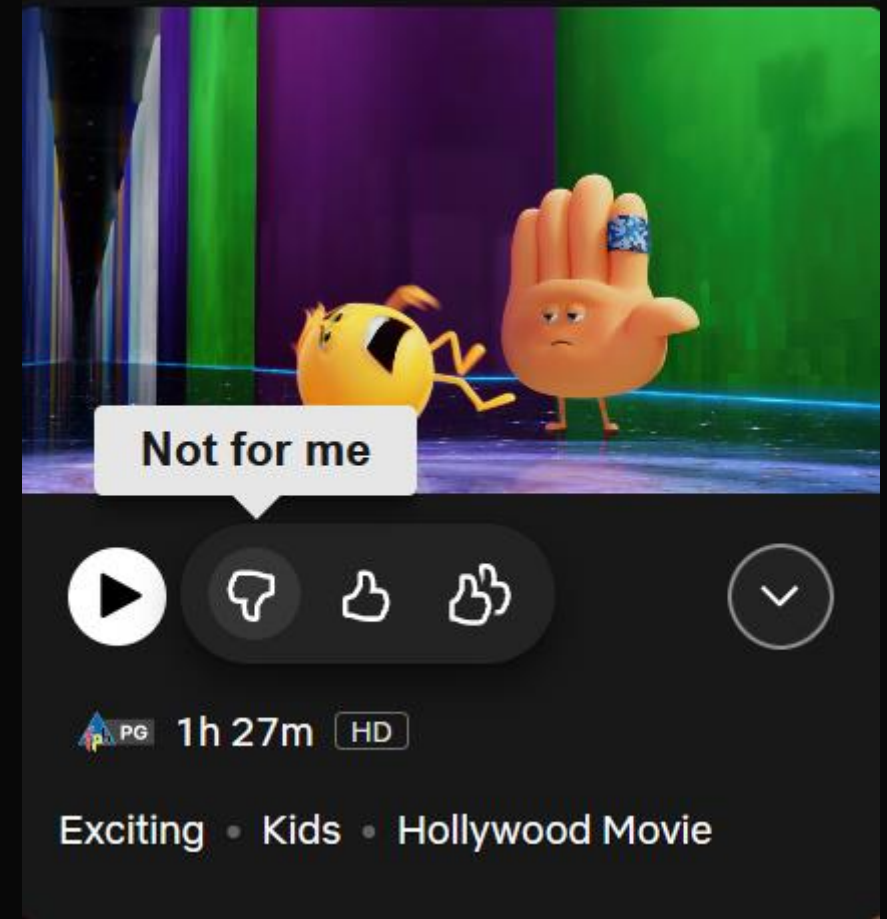


### Daily Mix 3

Set It Off, Anarbor, You Me At Six and more

# 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.



An orange line graphic starts at the top left, peaks, dips, and then levels out into a horizontal line that spans the width of the slide.

## 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

An orange line graphic starts at the top left, peaks, dips, and then levels out into a horizontal line that spans the width of the slide.

## 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

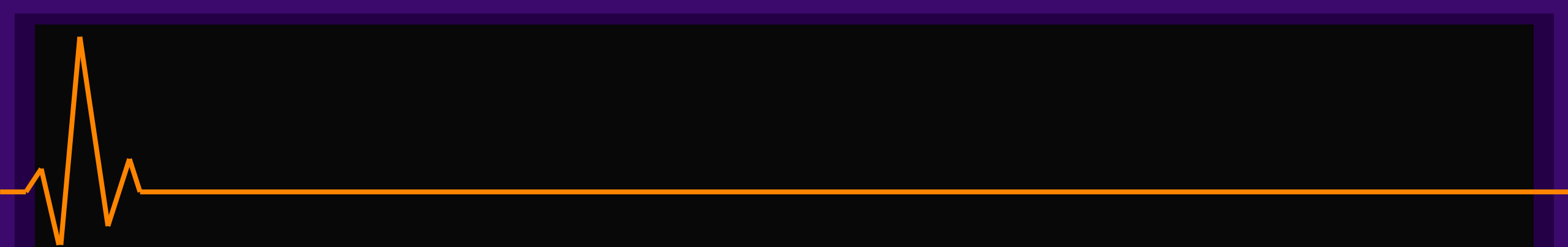
An orange line graphic starts at the top left, zig-zags upwards and downwards, and then continues as a straight horizontal line across the top of the slide.

## 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.”*





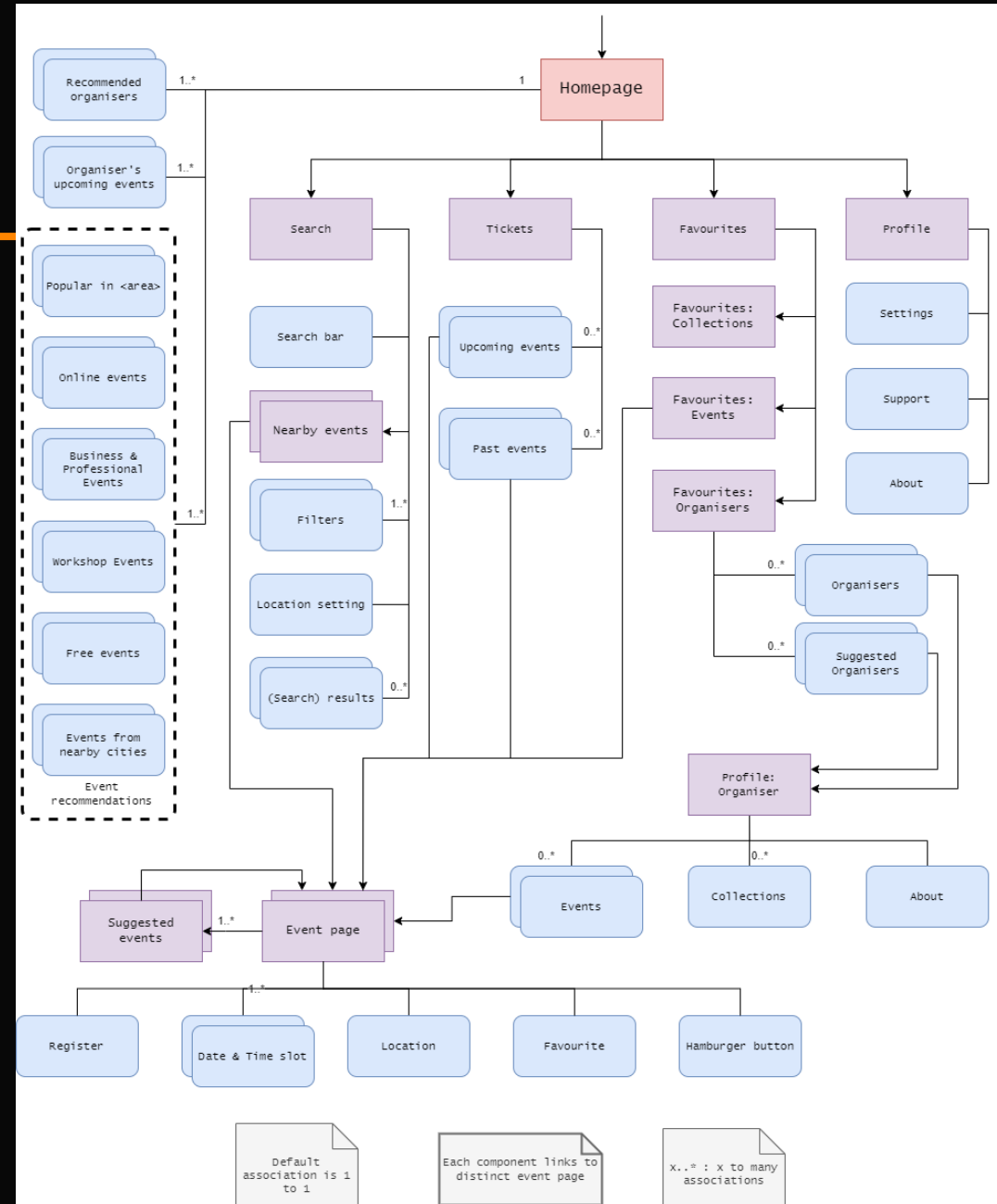
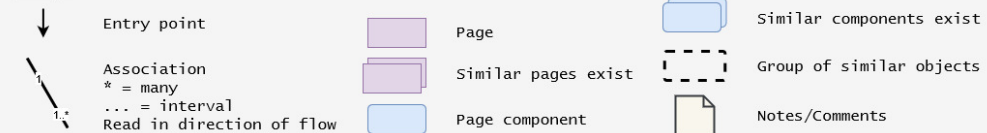
**Before I jump into  
prototyping... Let's see  
what our competitors are  
up to**



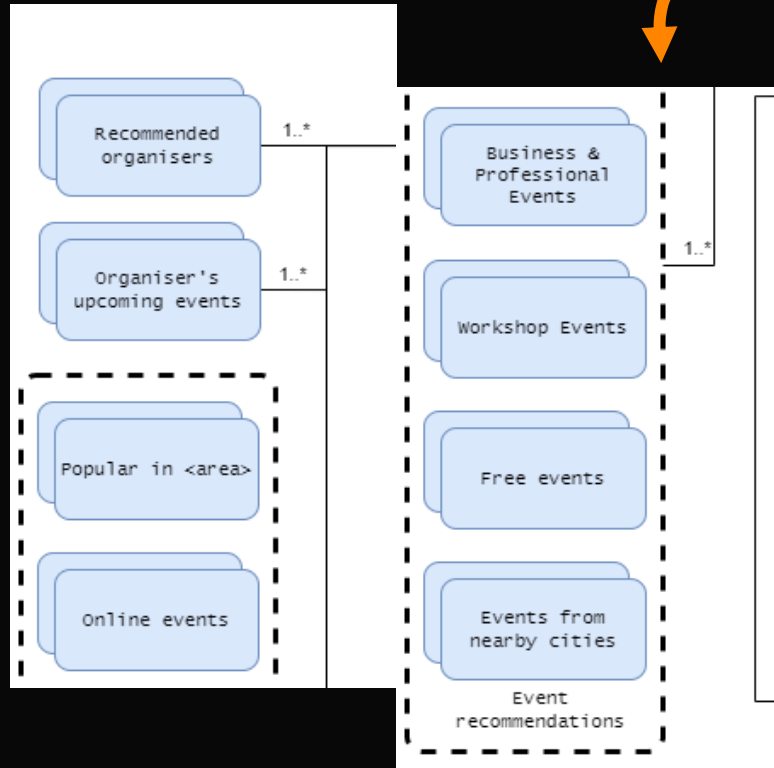
Why?

# Eventbrite

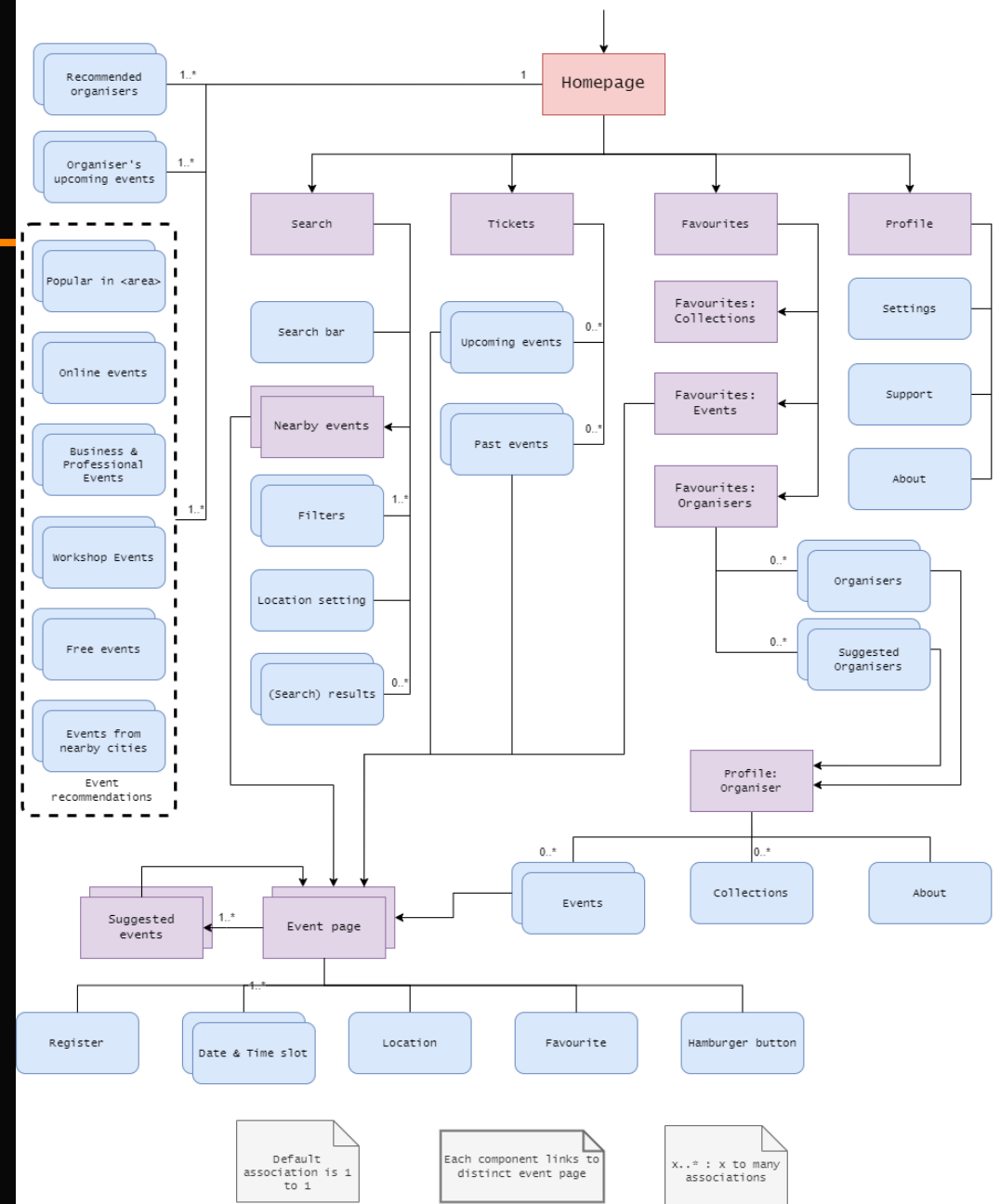
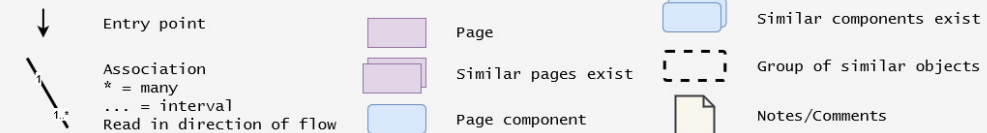
## Key



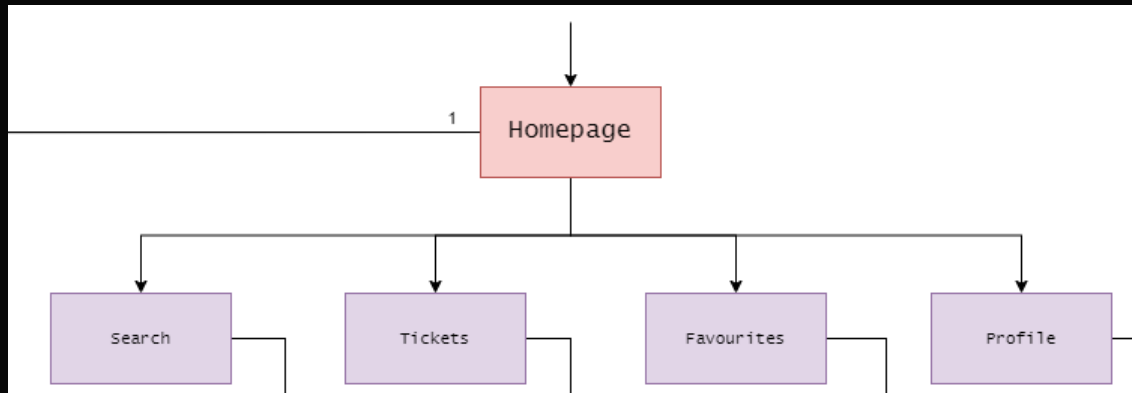
# Eventbrite



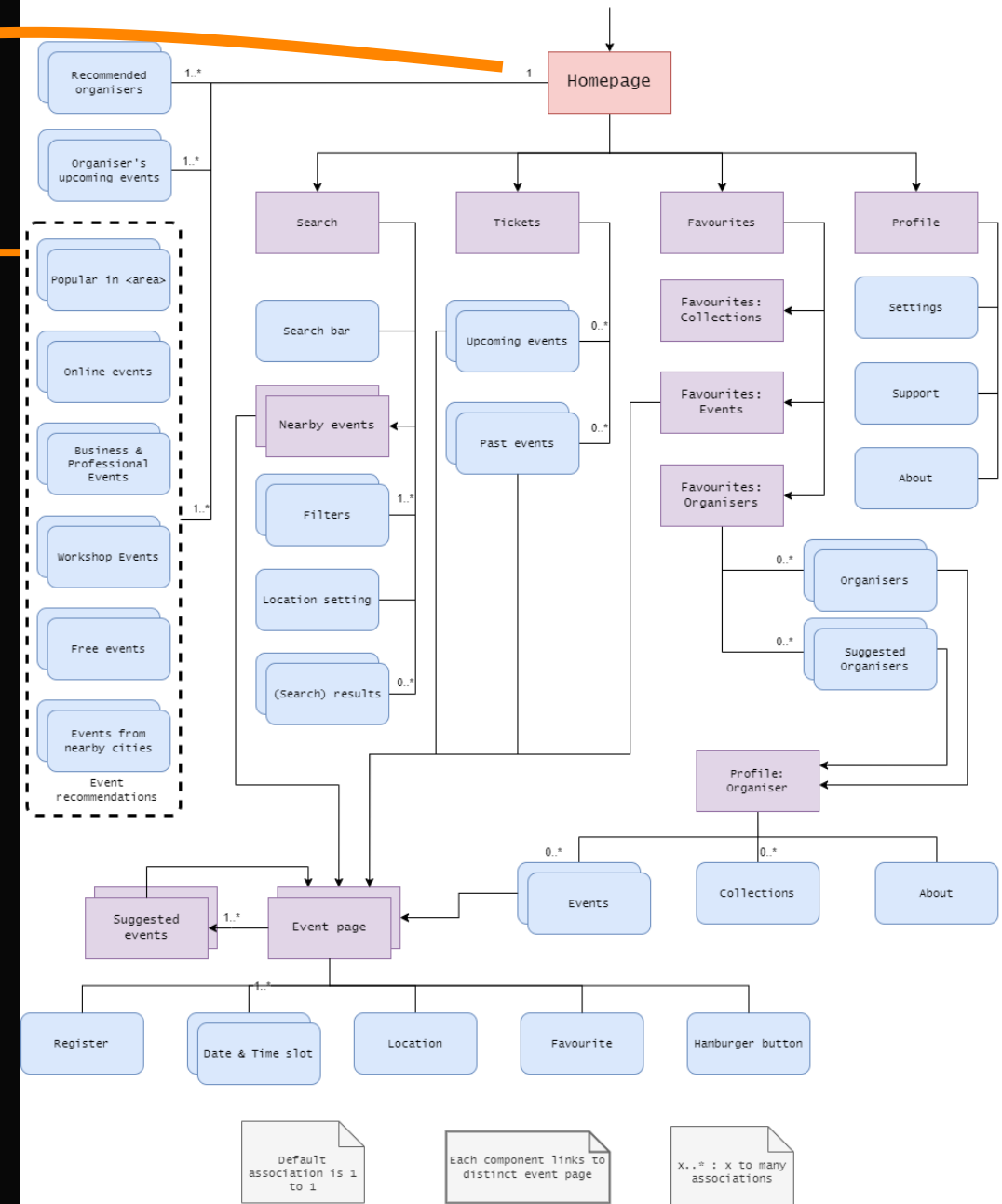
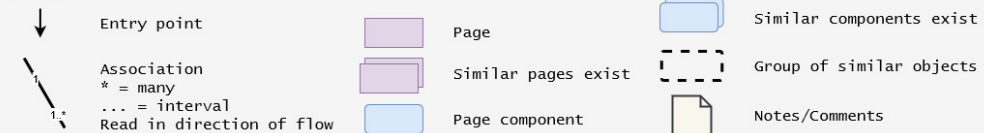
## Key



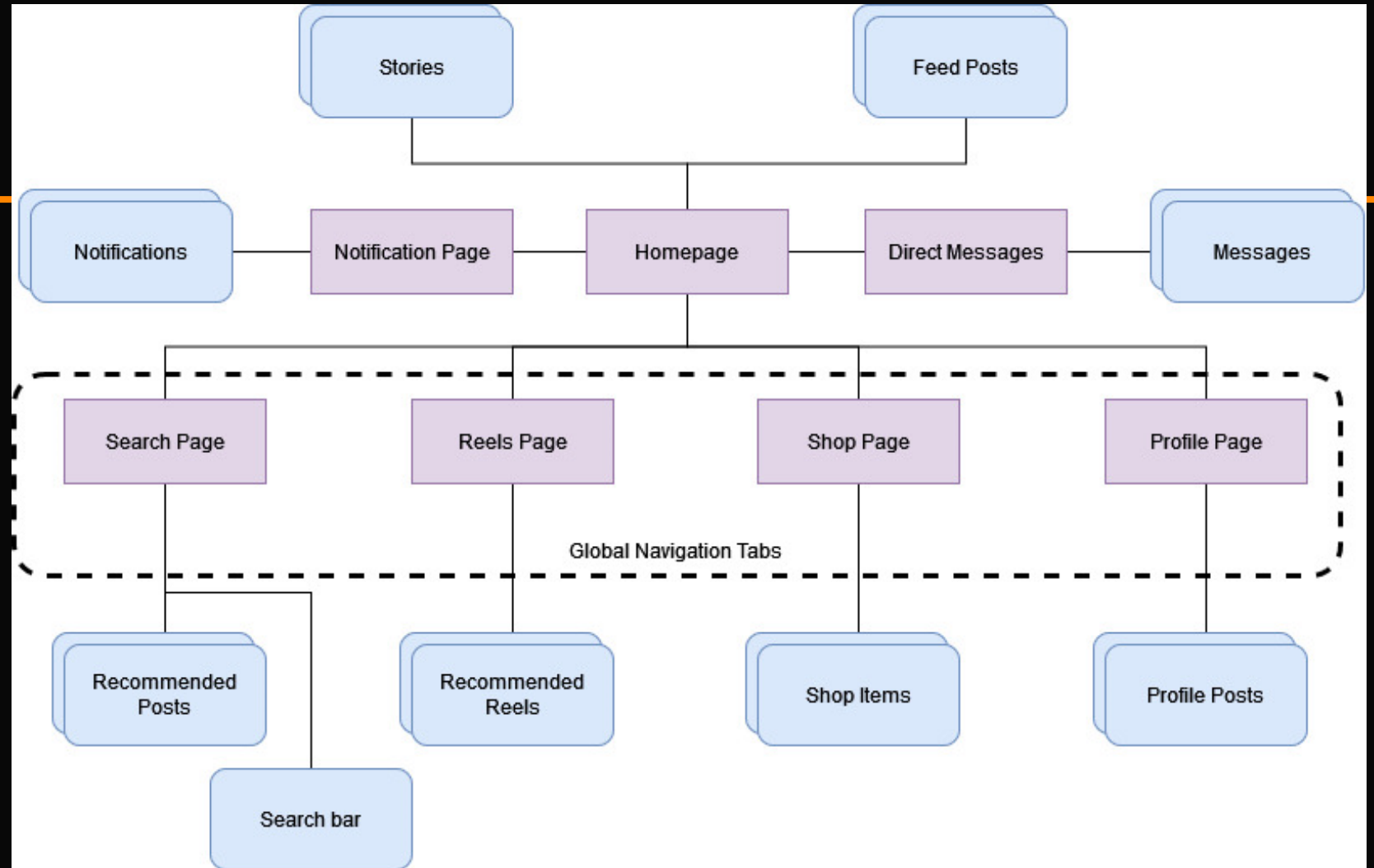
# Eventbrite



## Key



# Instagram



## Key



Entry point



Association



\* = many



... = interval

Read in direction of flow



Page



Similar pages exist



Page component



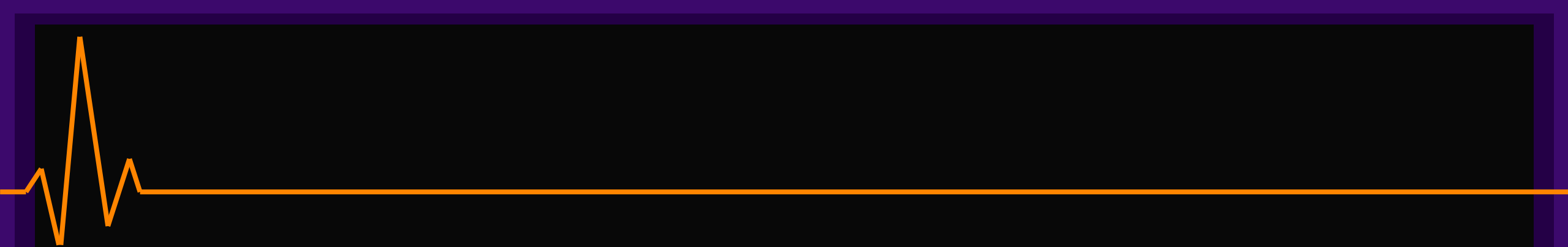
Similar components exist



Group of similar objects

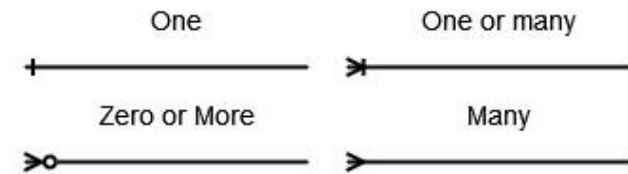
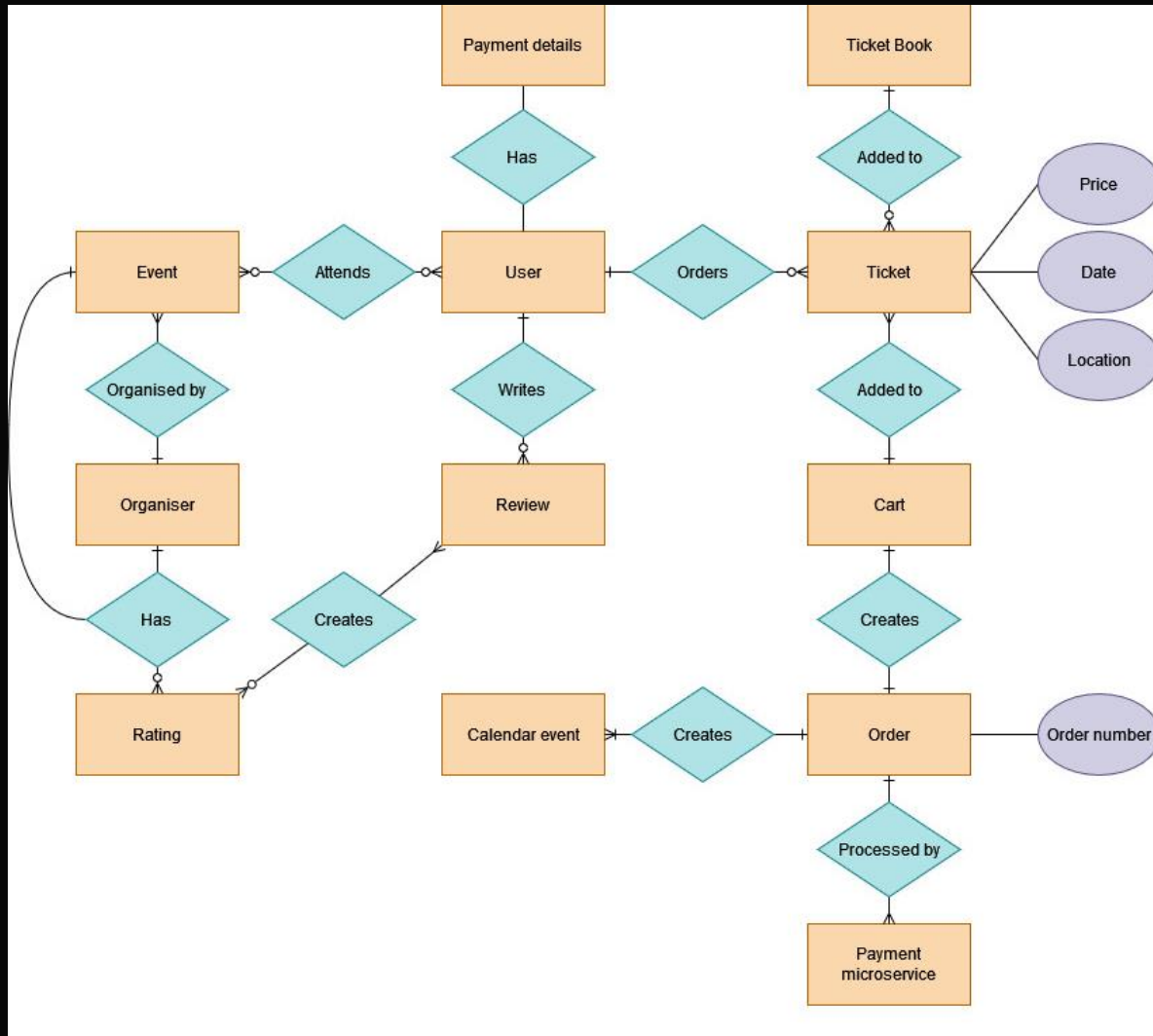


Notes/Comments

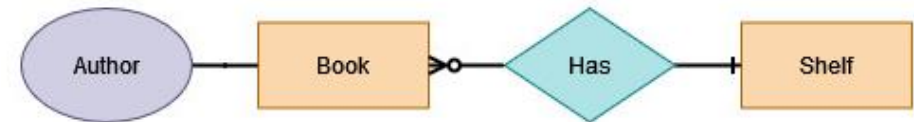


**To make sure my  
application logic made  
sense, I first created an  
entity relationship diagram**

# Entity relationship diagram

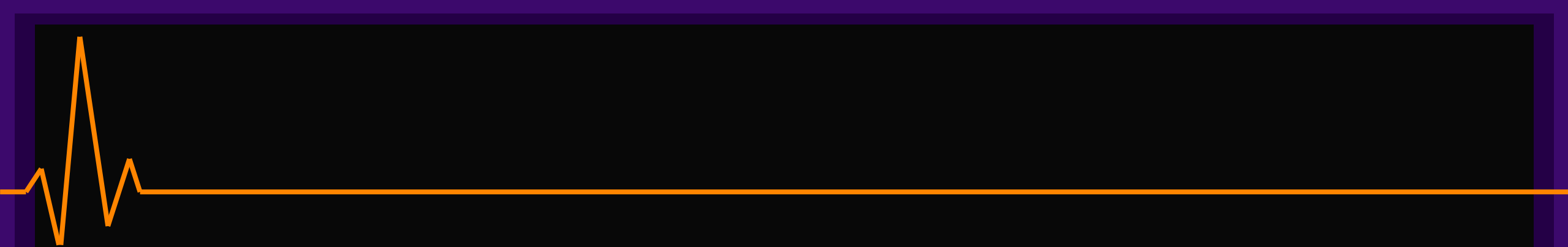


How to read:



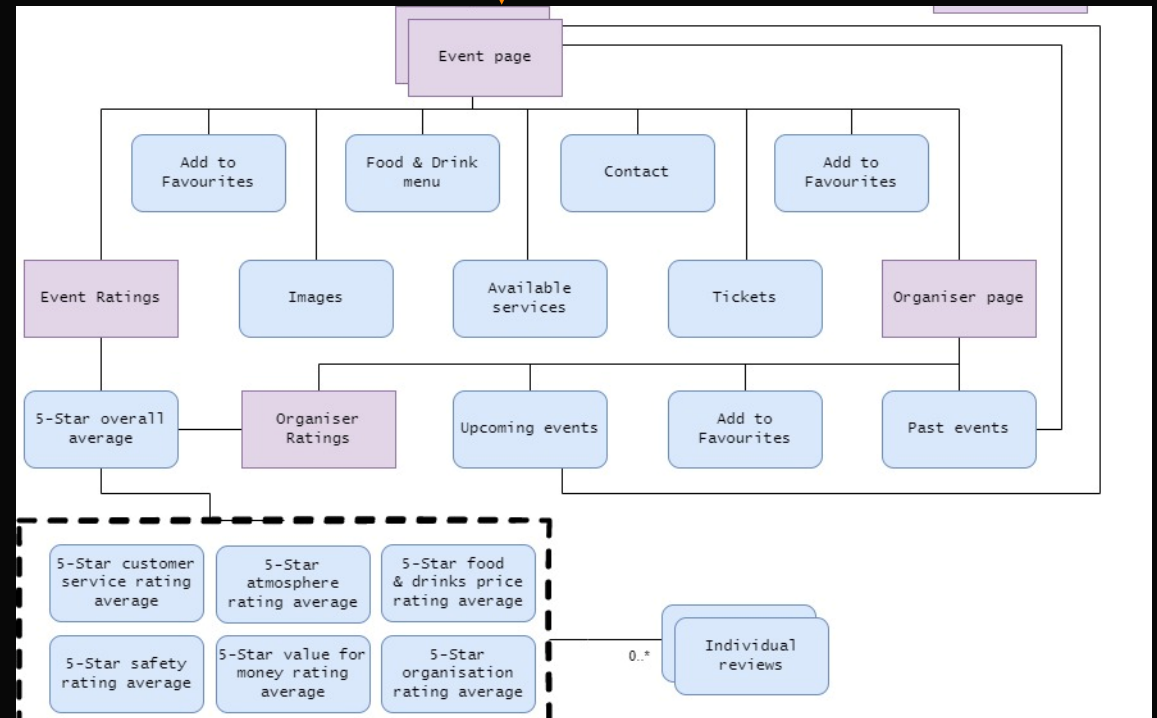
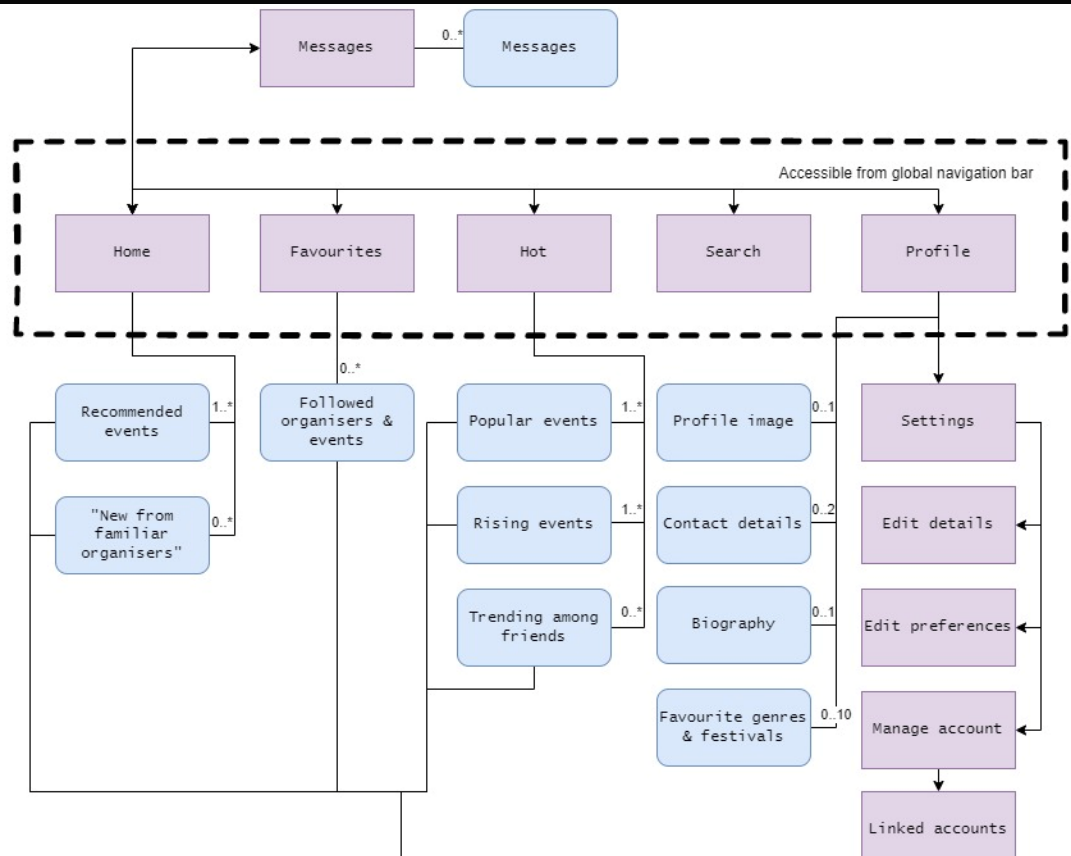
"A shelf has zero to many books, whereas a book has one shelf".



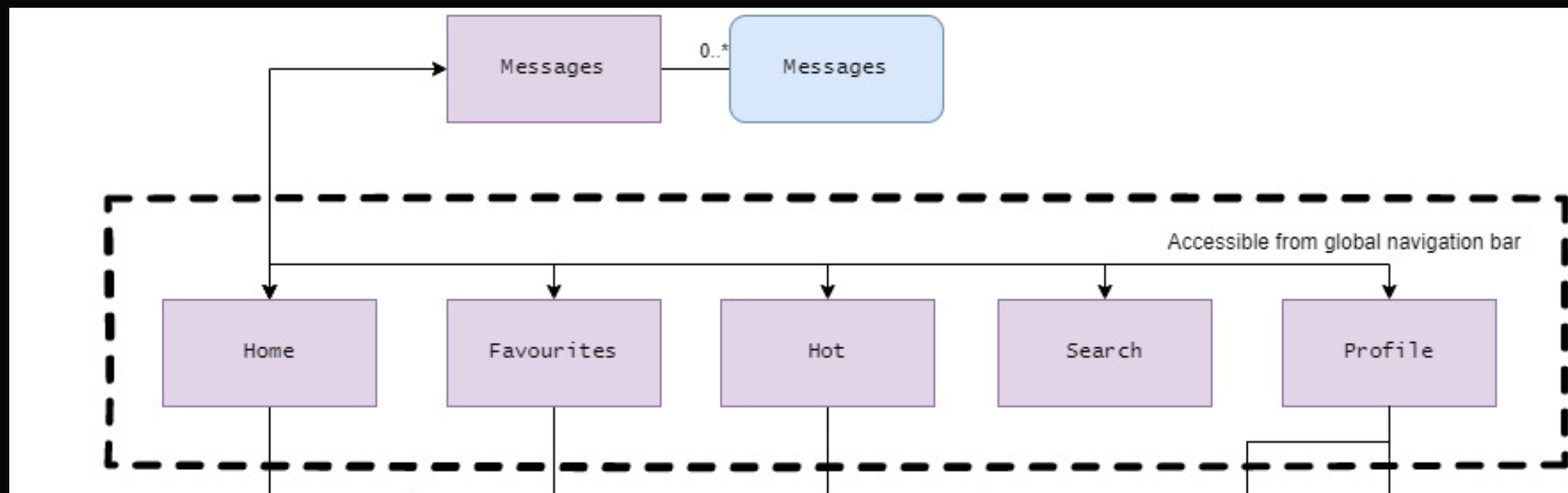
An orange line graphic in the top left corner, starting with a jagged, pulse-like shape and then extending as a straight horizontal line across the top of the slide.

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

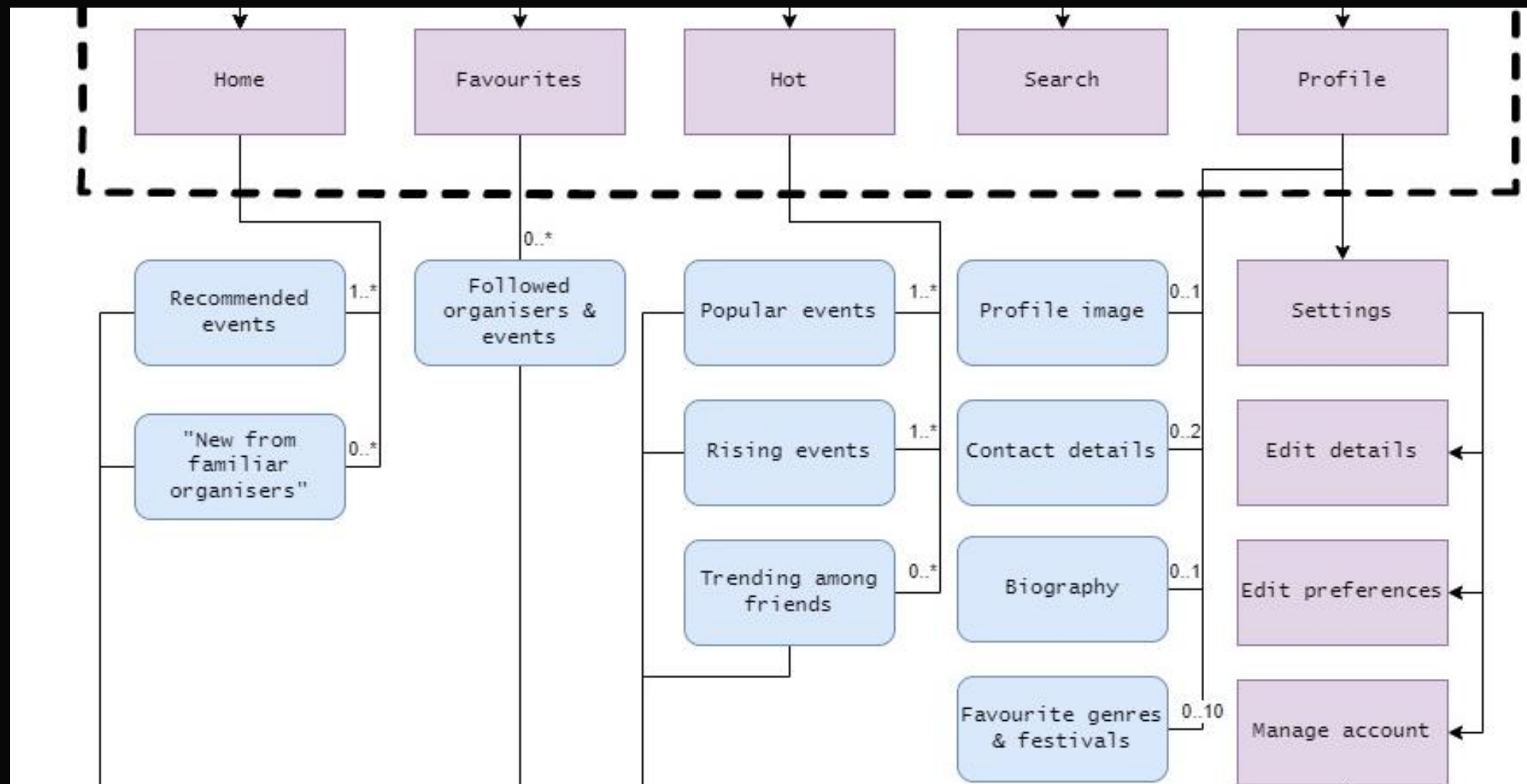
# Entity relationship diagram



# Entity relationship diagram

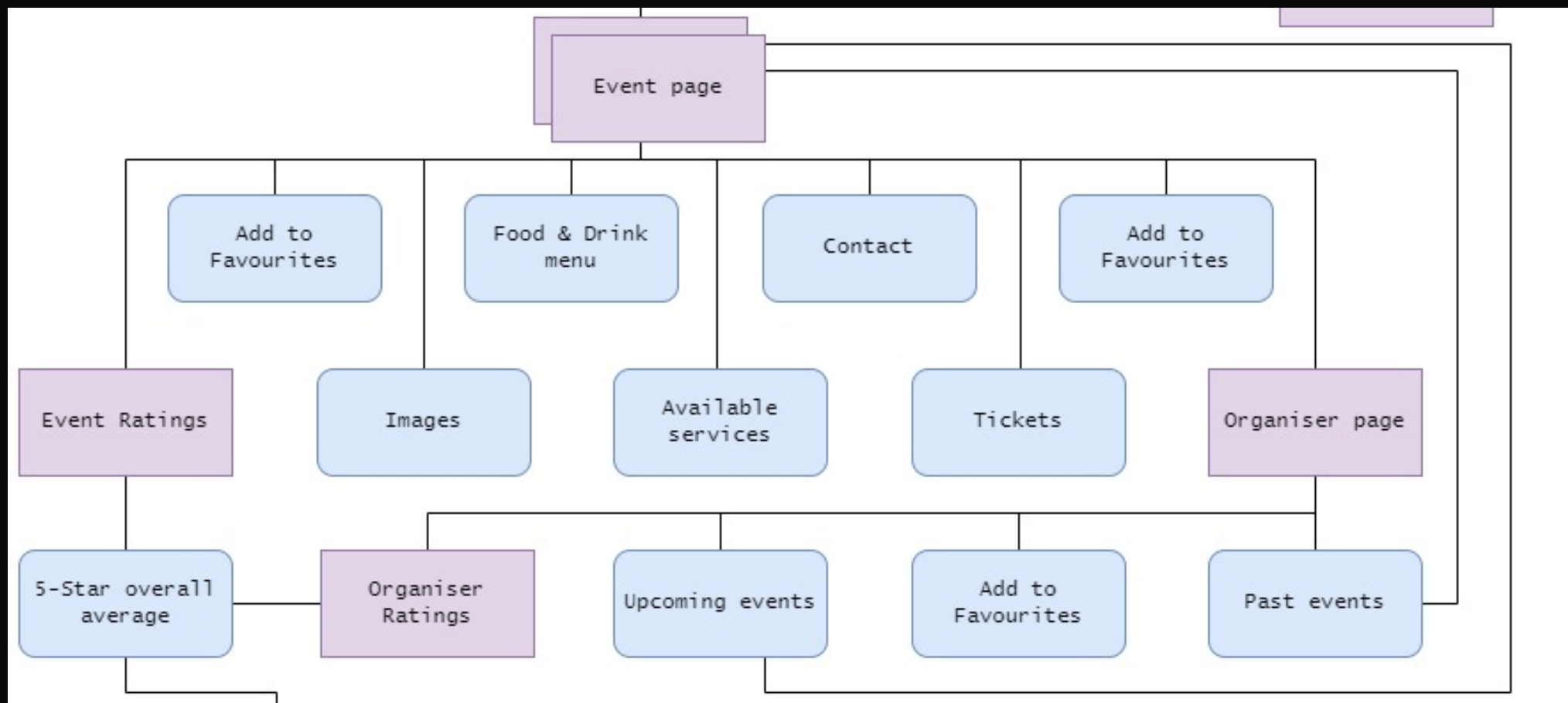


# Entity relationship diagram

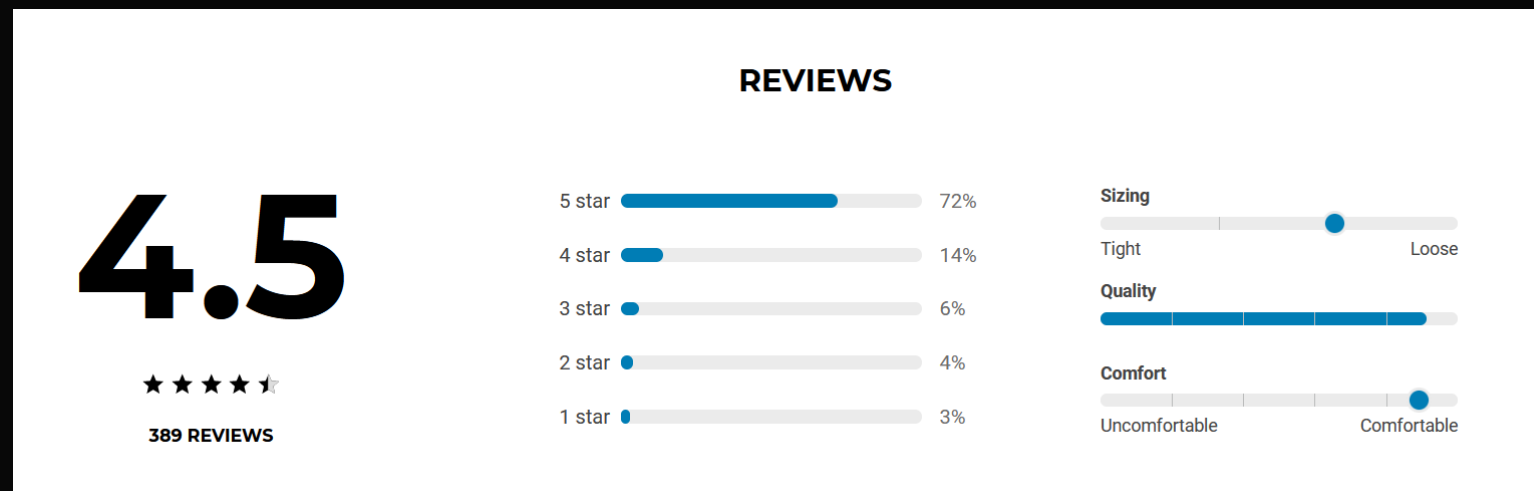




# Entity relationship diagram



# Entity relationship diagram



# Moodboard



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

Alison Soutar

HOME



ABOUT



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

Alison Soutar



# Moodboard

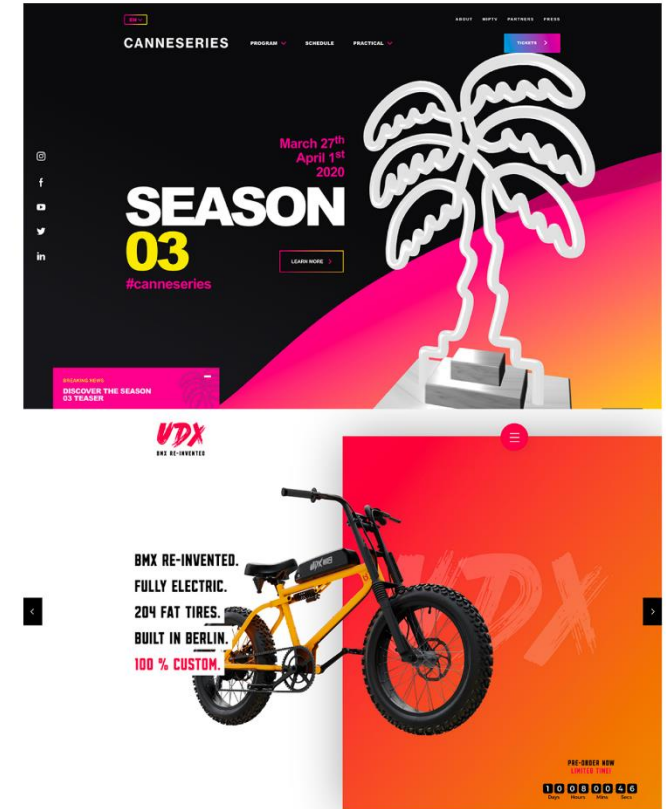
## Neon & Glowing



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



An orange line graphic starts at the top left, zig-zags upwards and downwards, and then continues as a straight horizontal line across the top of the slide.

# Moodboard

**Modern, bright, energetic and demanding**

FF6D00

FF7900

FF8500

FF9100

FF9E00

240046

3C096C

5A189A

7B2CBF

9D4EDD

# Prototyping: Event post

**Left Page:**

✗ @ With You + ...

[Image placeholder box with an 'X']

Date  
price  
location  
rating

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Right Page:**

@Name ✓ ...

[Image placeholder box with an 'X']

★★★★★ (93)  
Event Name  
by organiser

Date  
location  
Price

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

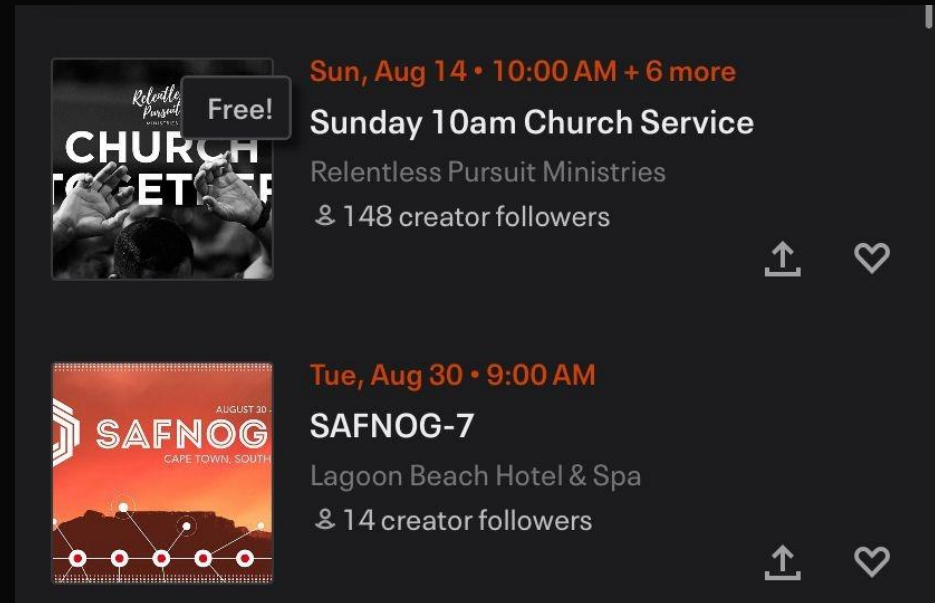
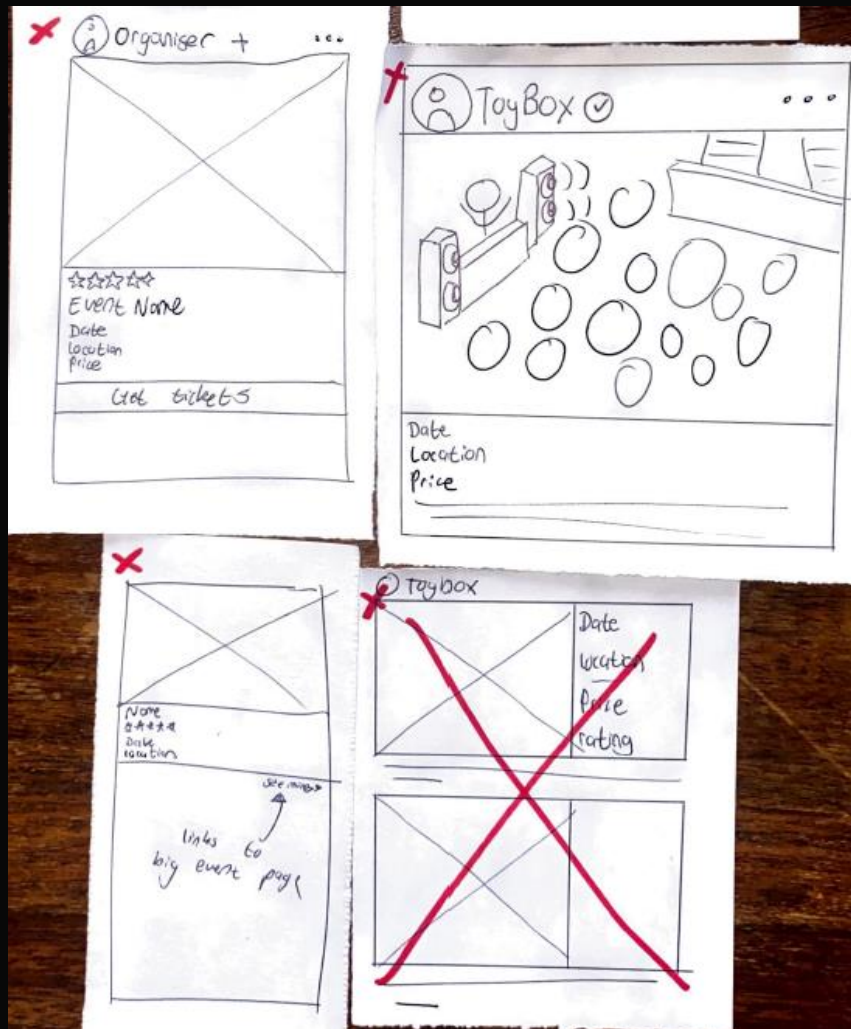
name  
top comment

\_\_\_\_\_  
\_\_\_\_\_



Instagram

# Prototyping: Event post



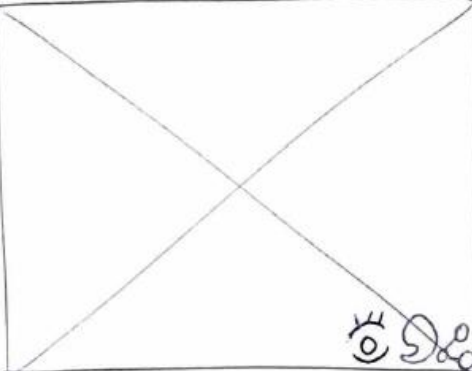
Eventbrite

# Prototyping: Event post (revised)

~~Media post~~

Organiser

EVENT NAME



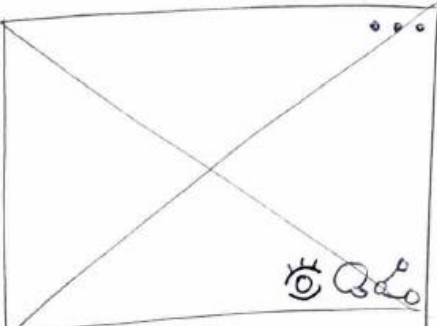
Date Time

location

Starting from 12:50

view comments

~~media post~~



ToyBox

Toybox Festival

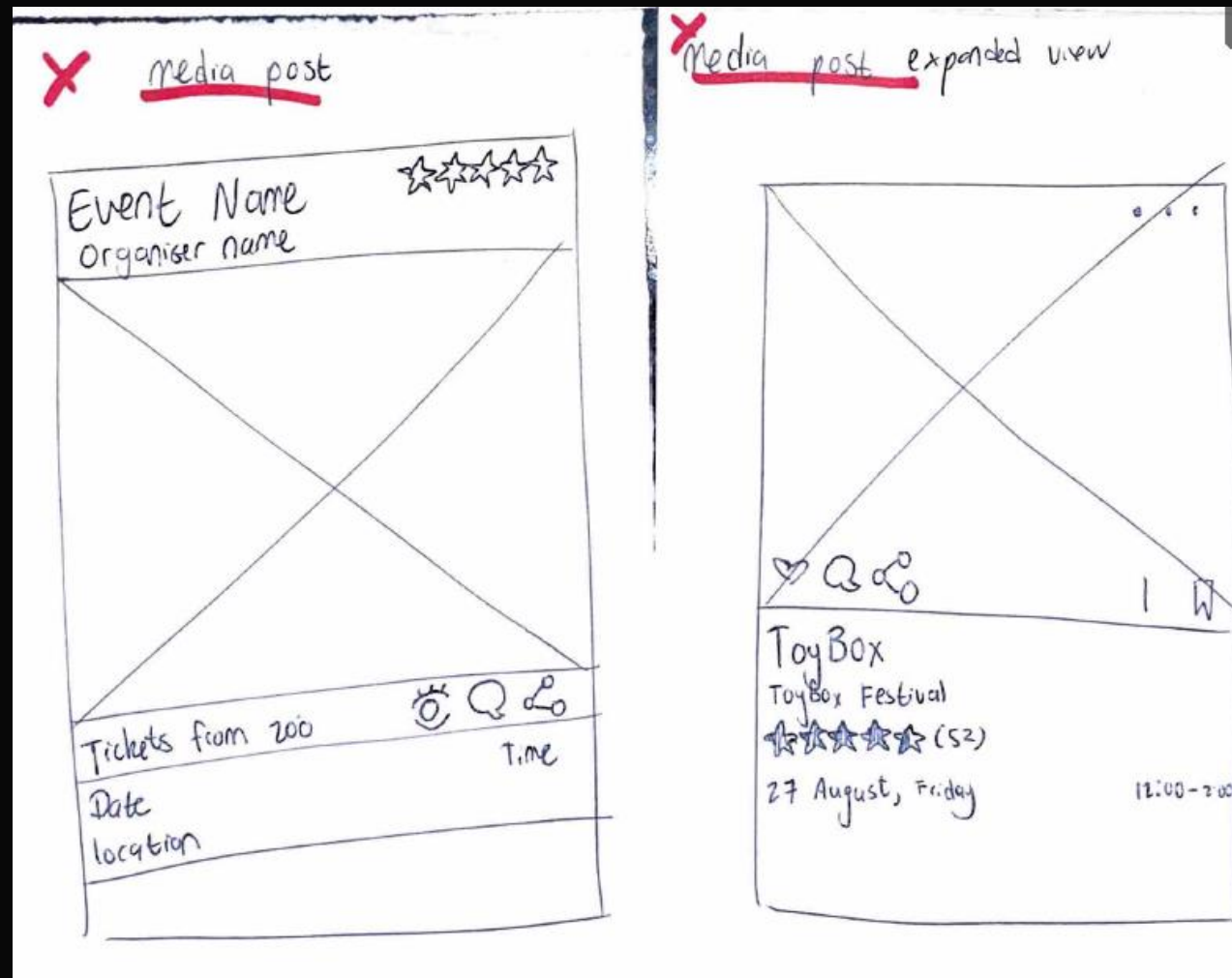
☆☆☆☆☆ (59)

Tickets starting at 12:00

Date Time

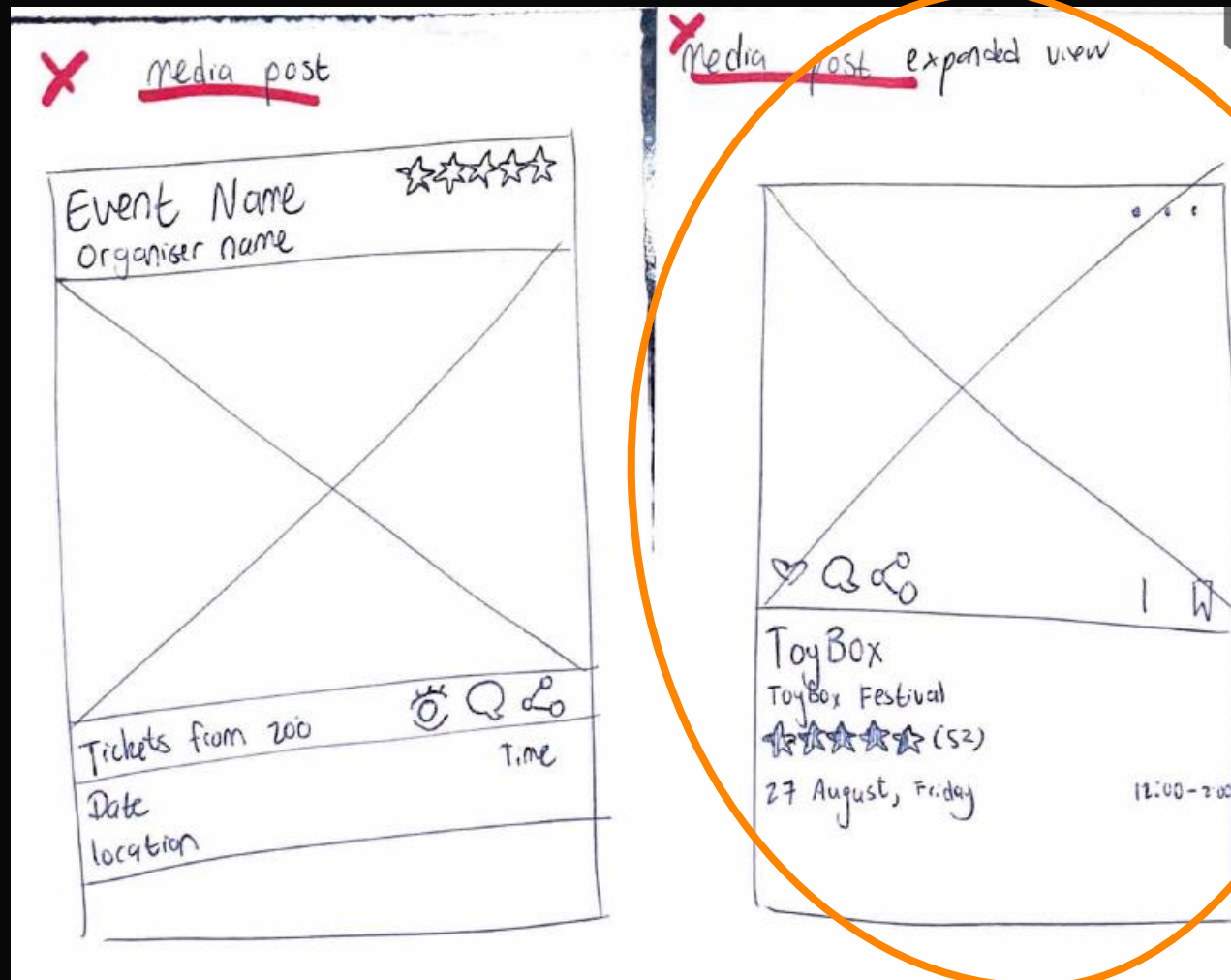
view comments

# Prototyping: **Event post (revised)**

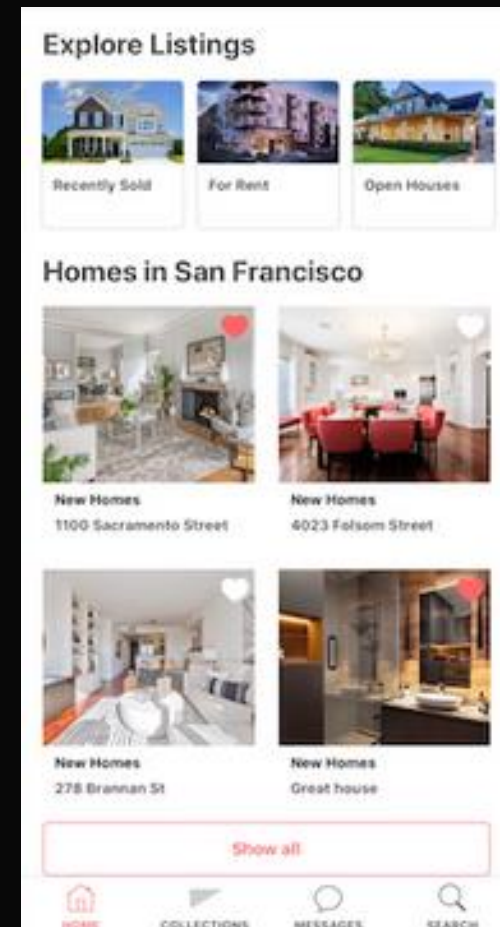
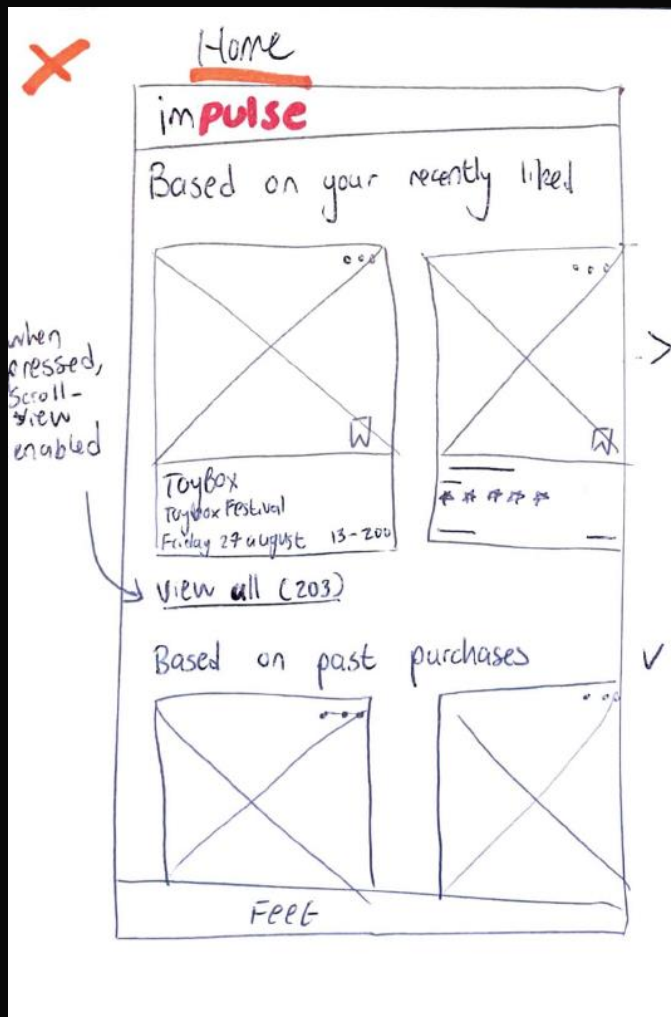




# Prototyping: Event post ("winner")

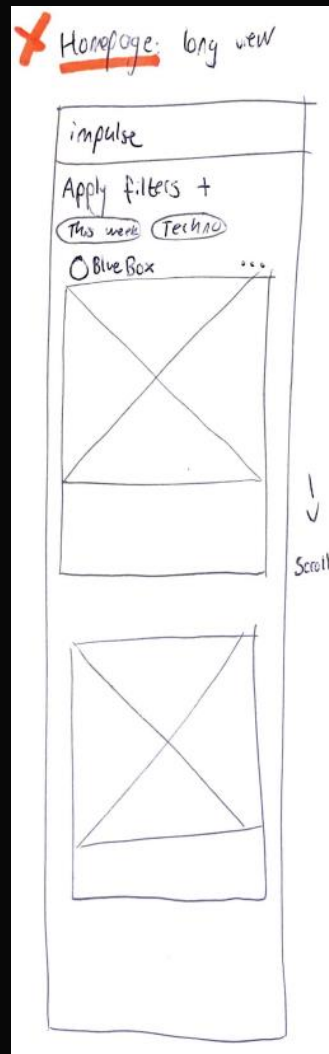


# Prototyping: Homepage – Condensed



Airbnb

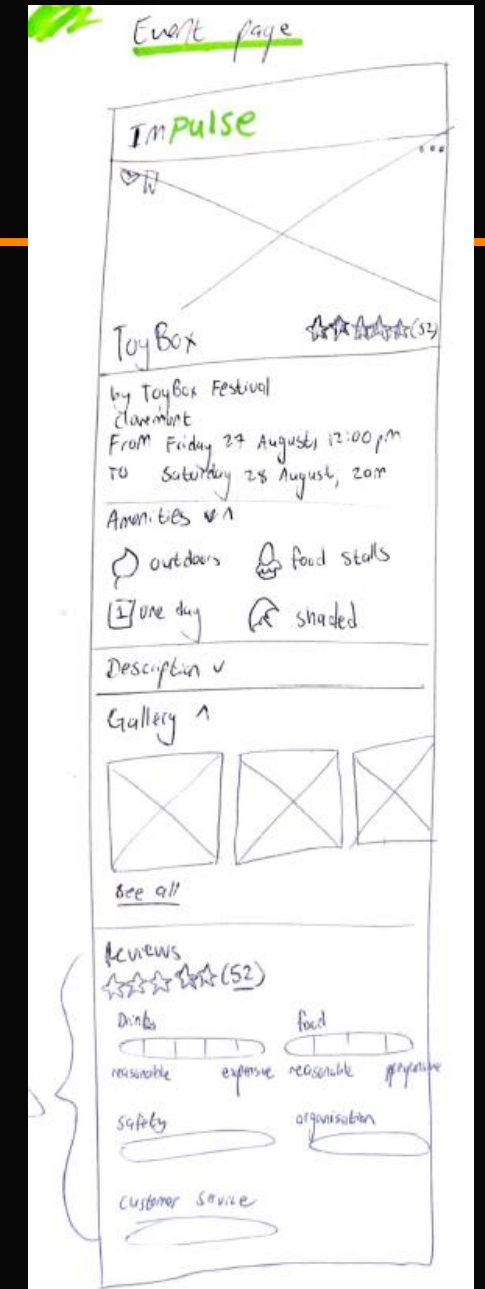
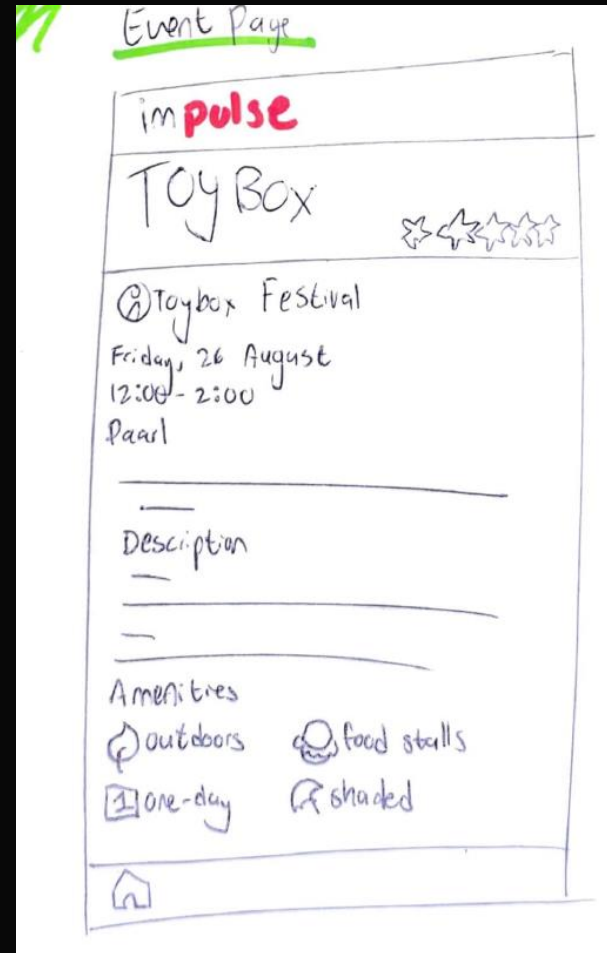
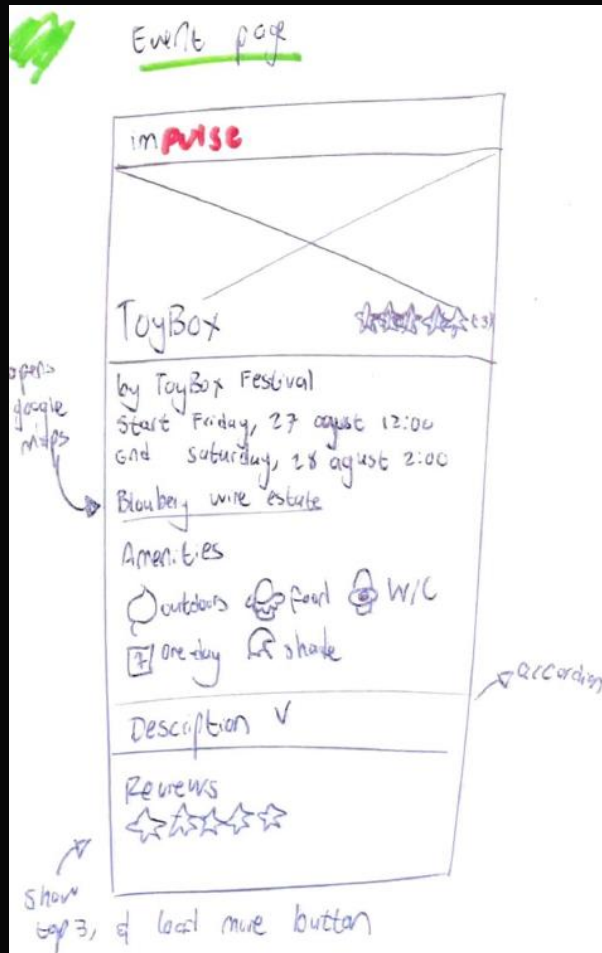
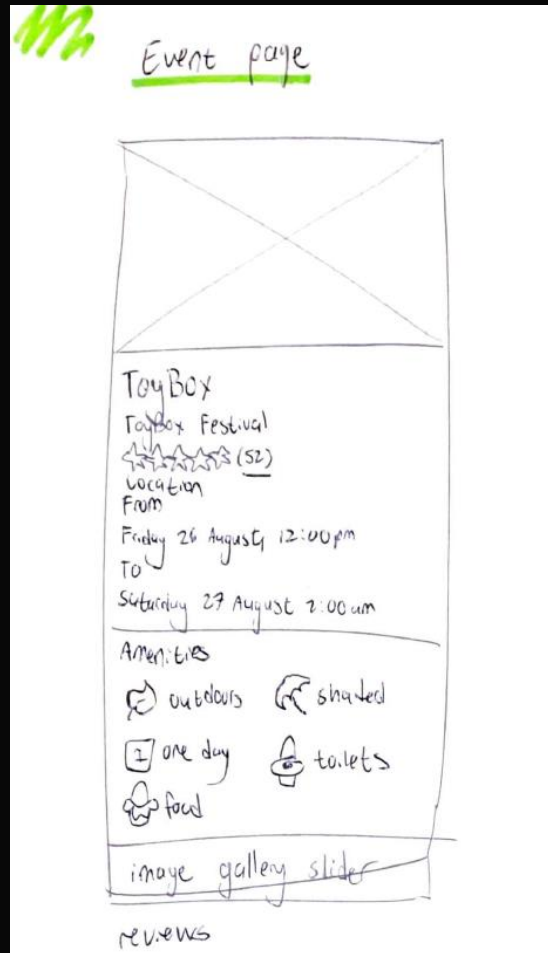
# Prototyping: Homepage – Expanded



Instagram



# Prototyping: Eventpage



An orange line graphic in the top left corner, featuring a jagged, pulse-like shape that transitions into a horizontal line extending across the top of the slide.

What's **next?**