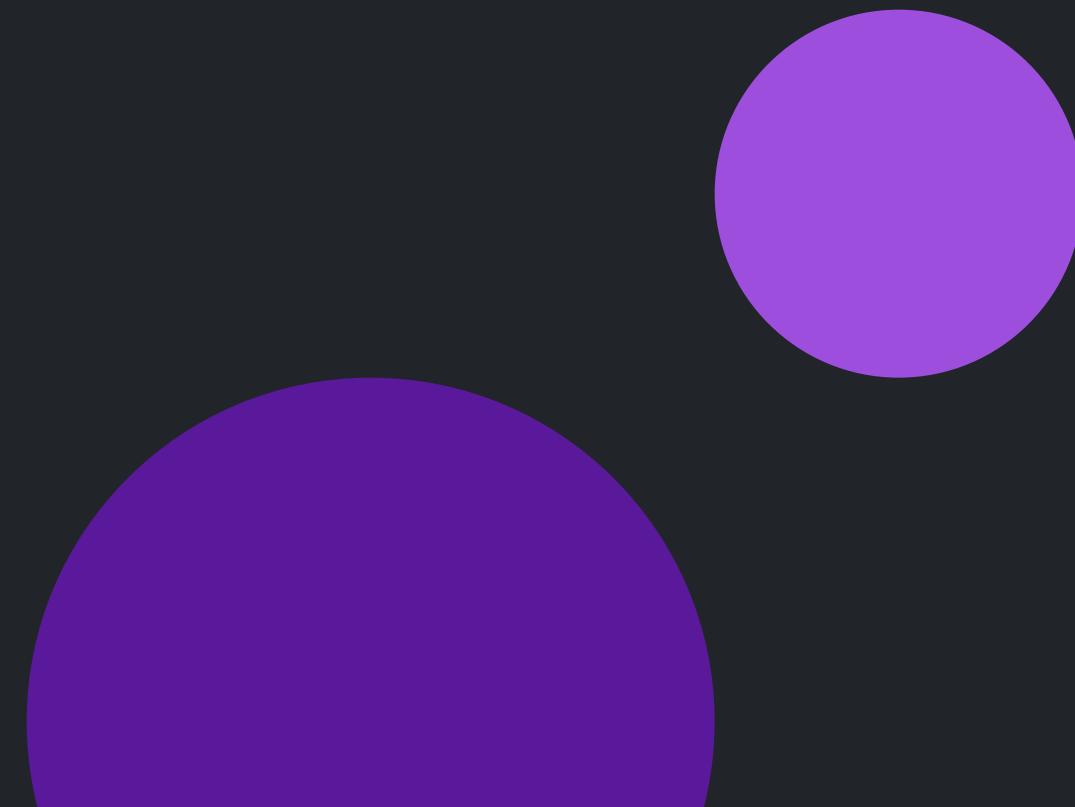




User Centered Design @ Red & Yellow 2022

Independent Study

Alison Soutar

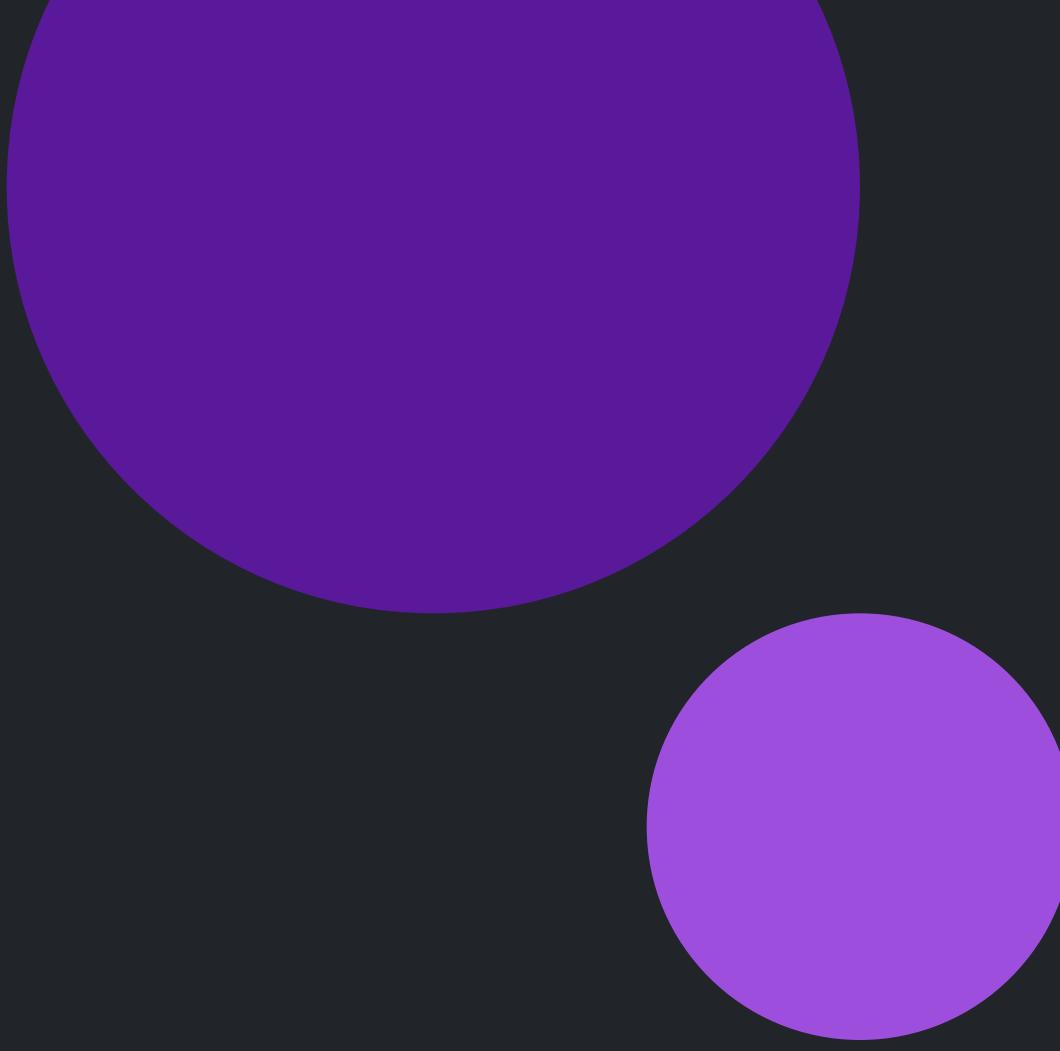


Let's start with a **story**...

There must be other
people with the
same problems.

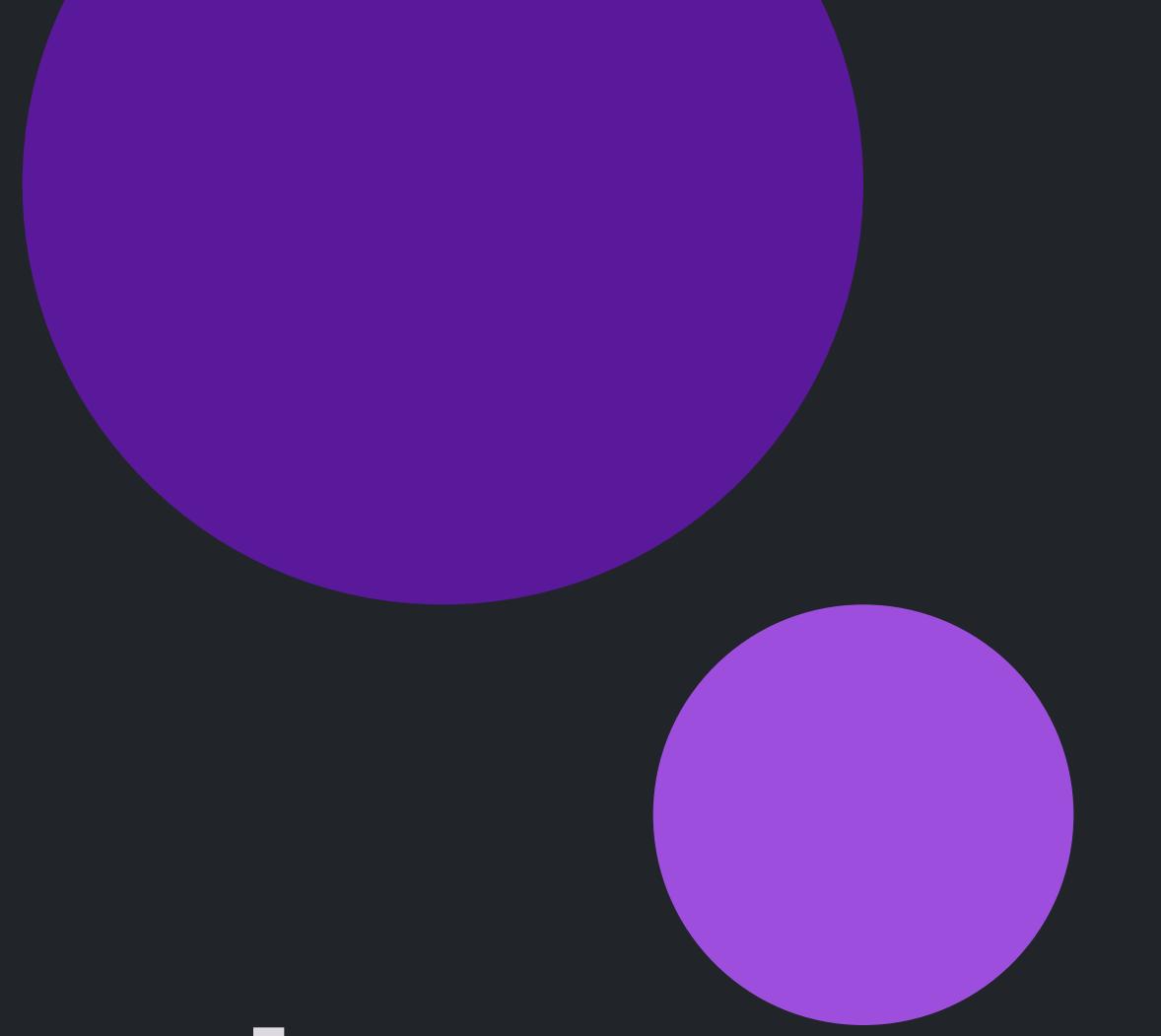
But first, what exactly is the **problem**?

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



But first - What
is an event?

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



Who generally attends
these events?

Research Insights

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



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

Now we know the What

and Who... Now we

need the How



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

User testing insights

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

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



FRUSTRATIONS

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

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

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

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

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

Key design considerations

- ‘One-stop-shop’

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- ... But also allow exposure to accurately curated **suggestions**

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

The proposed solution...

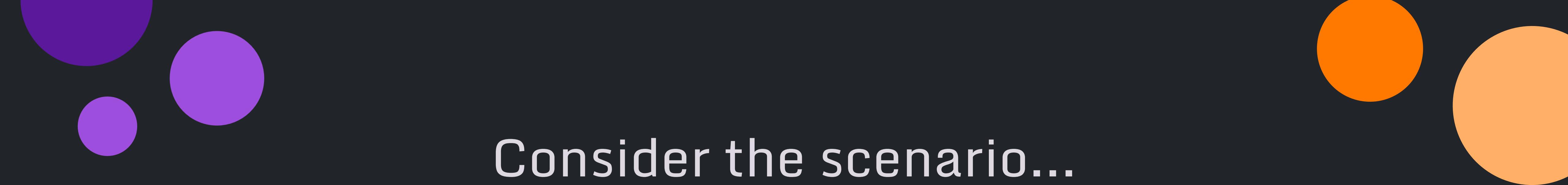
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IMPULSE

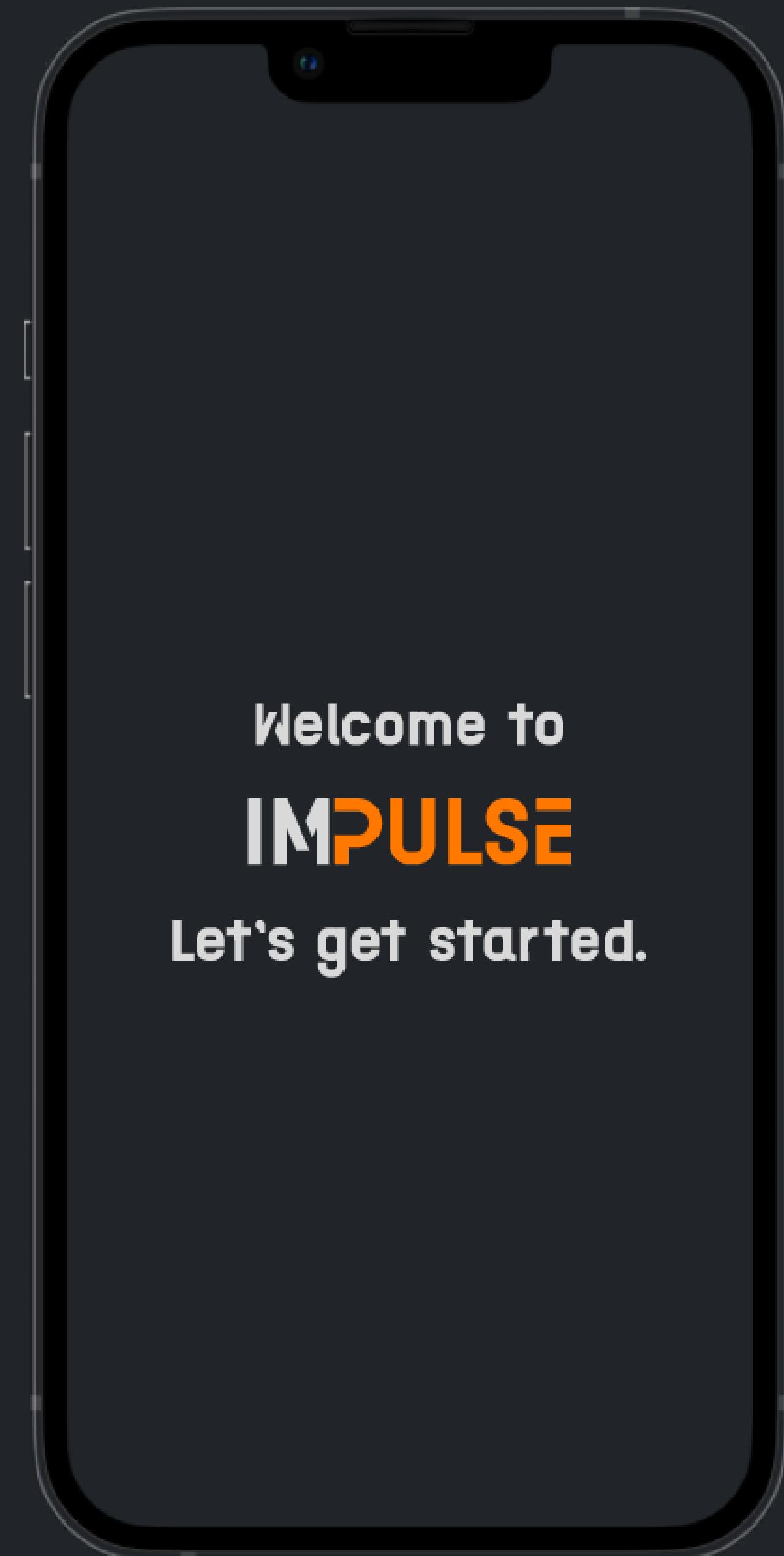
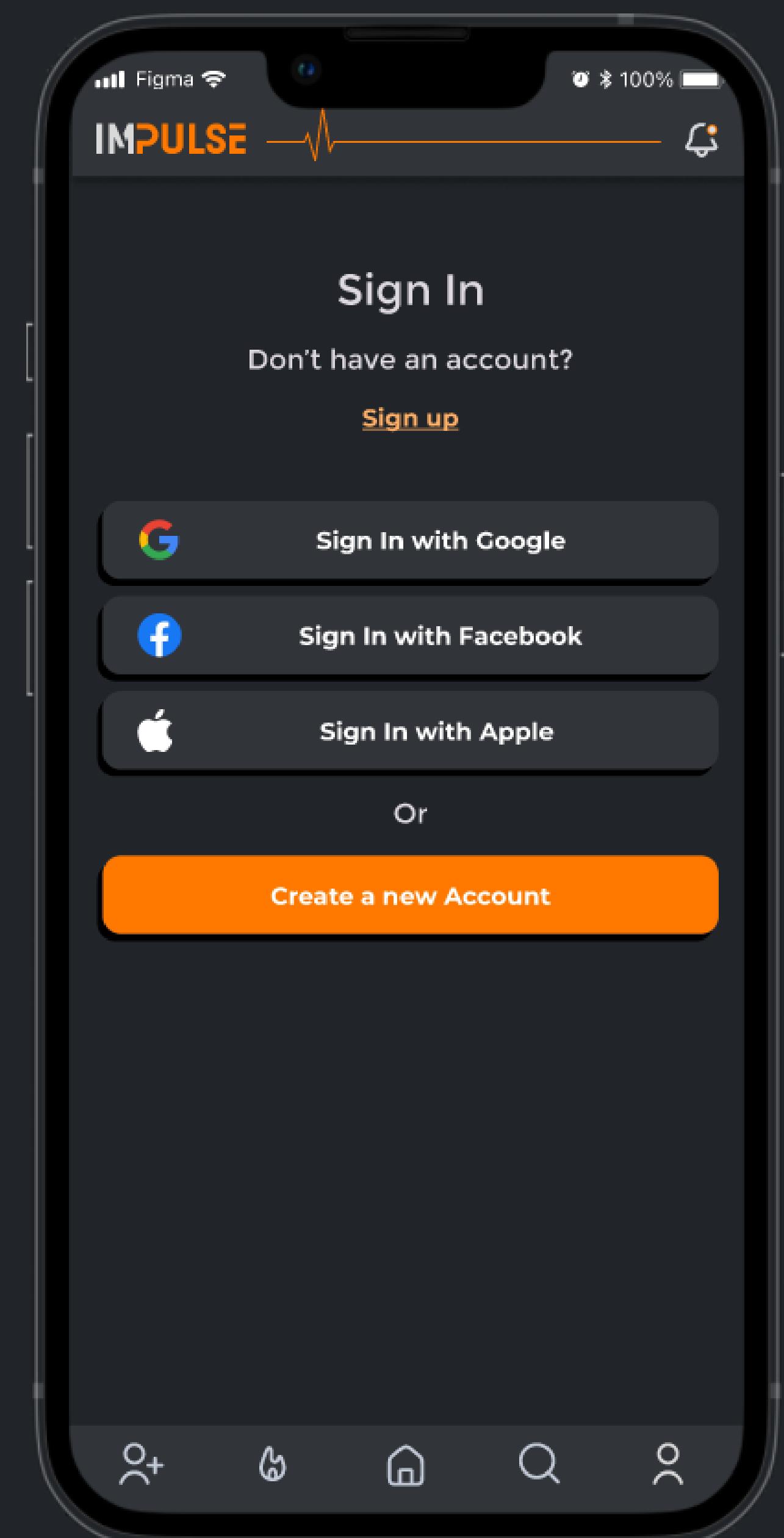
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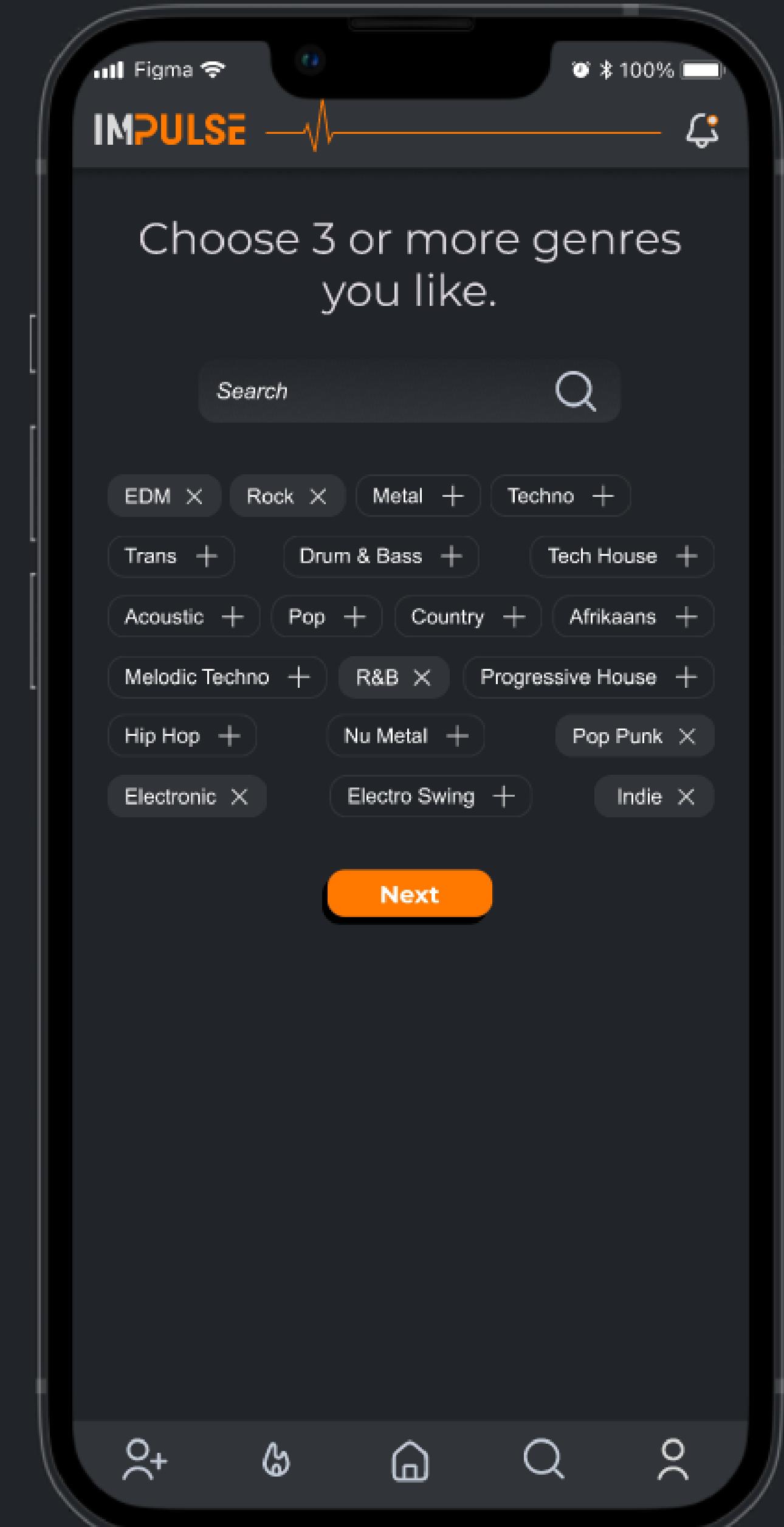
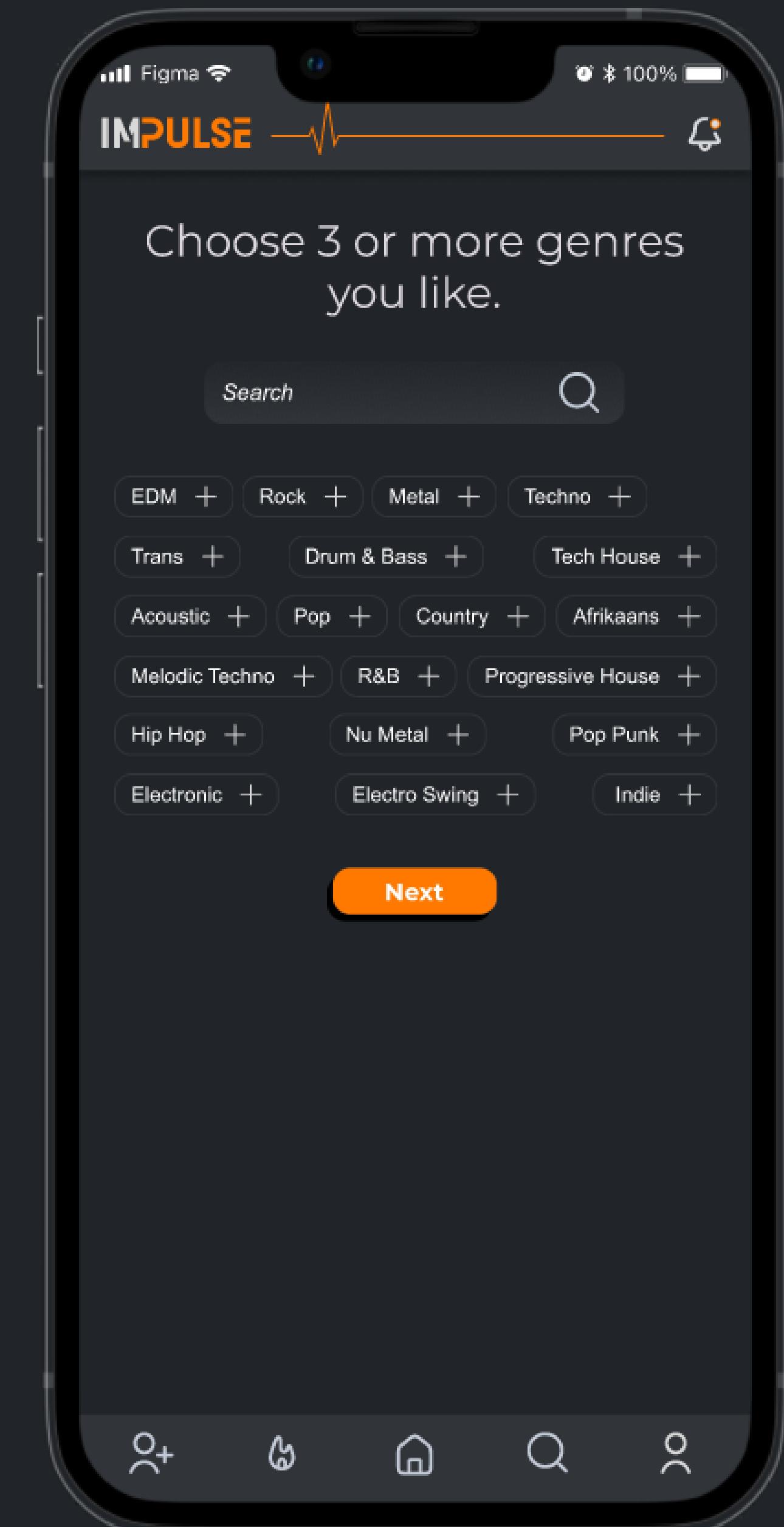
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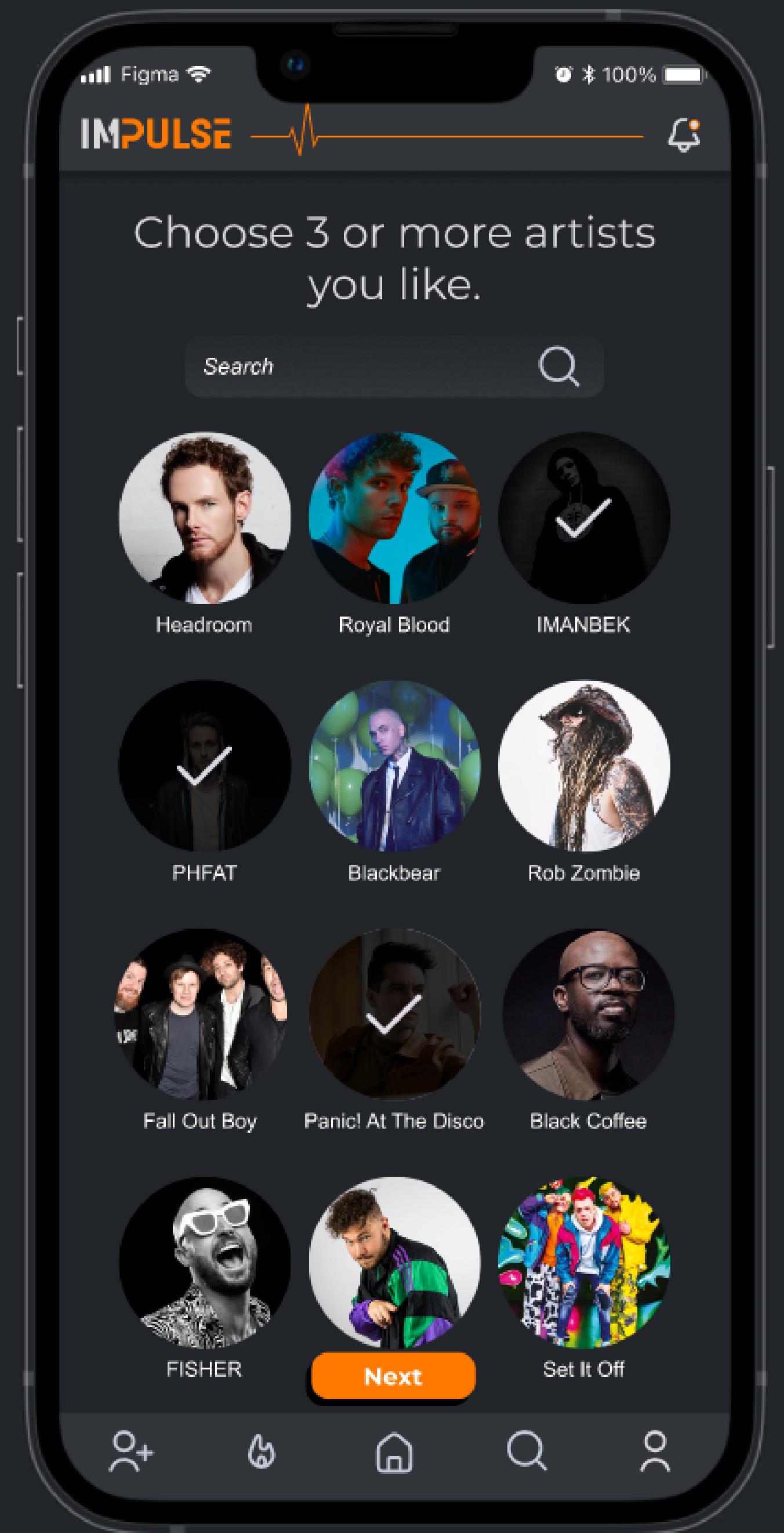
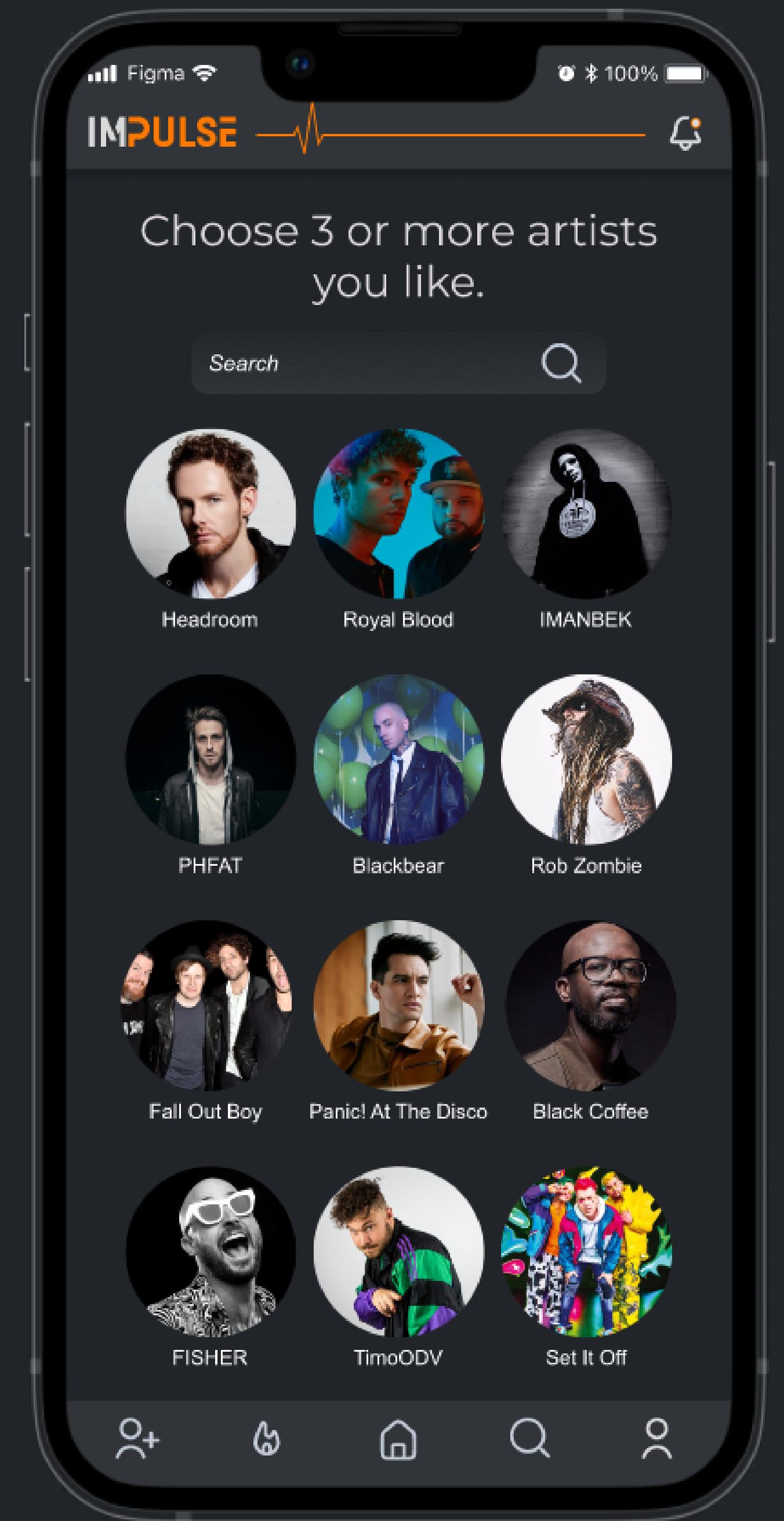
An integrated event discovery
and management solution

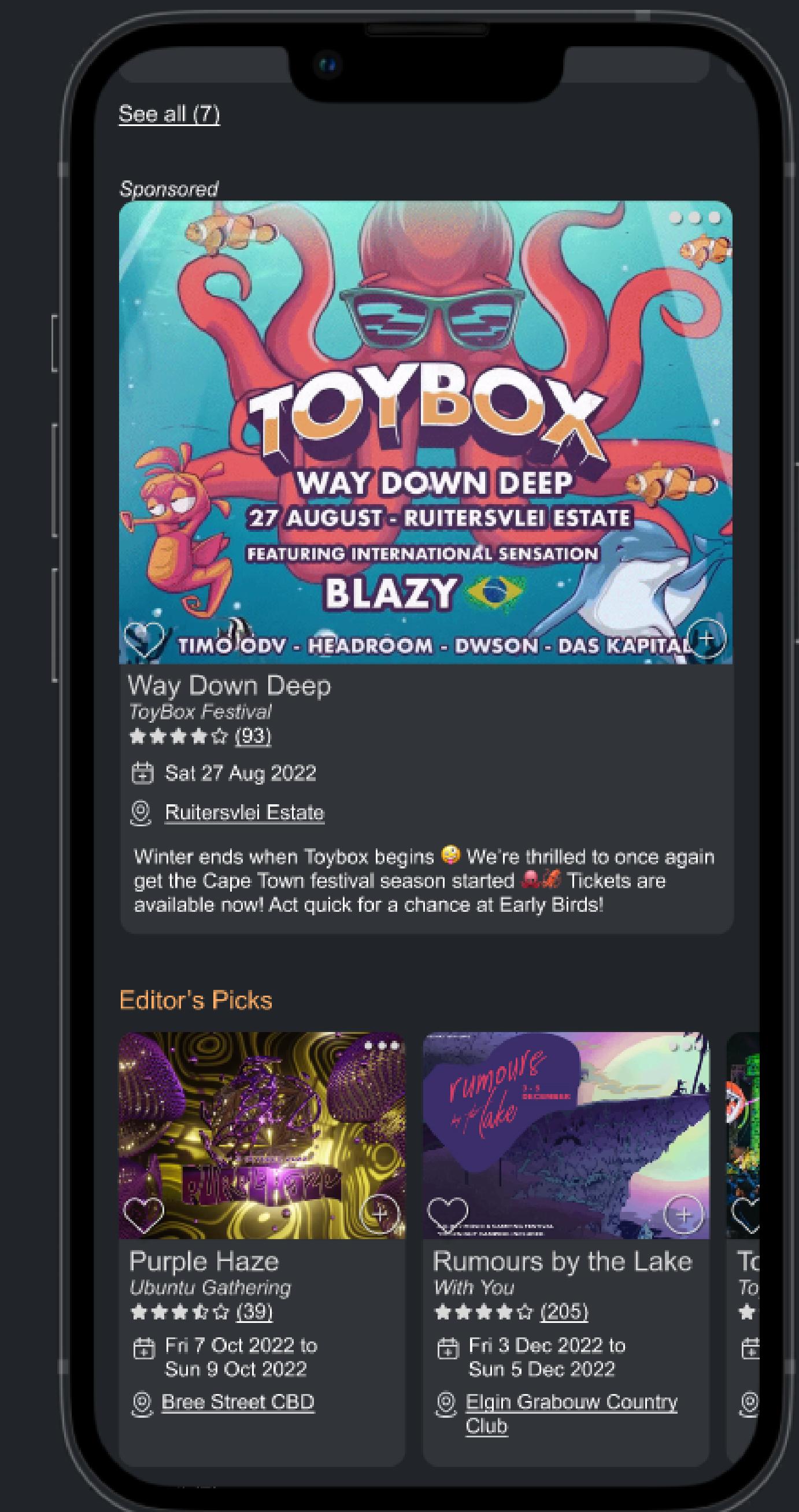
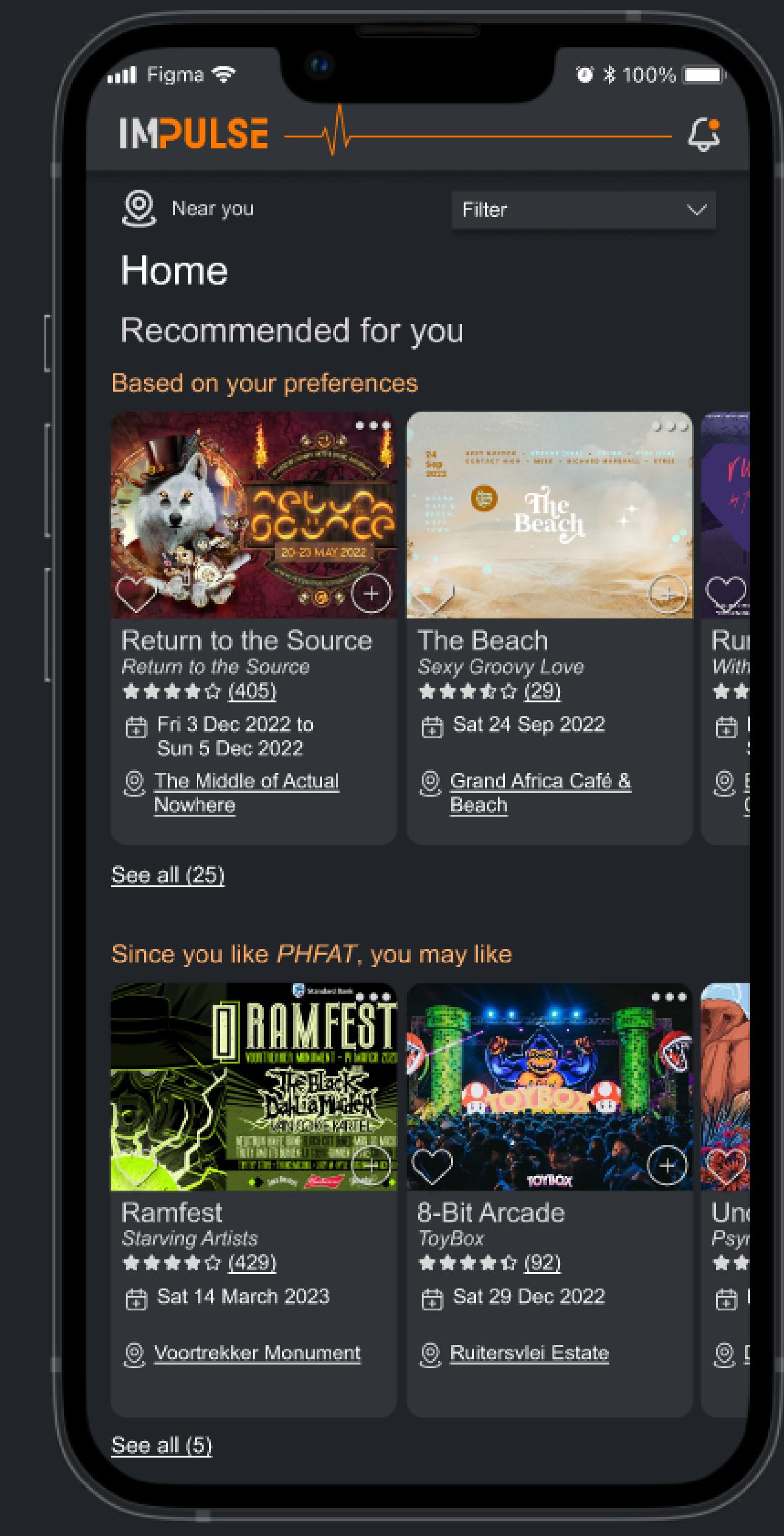


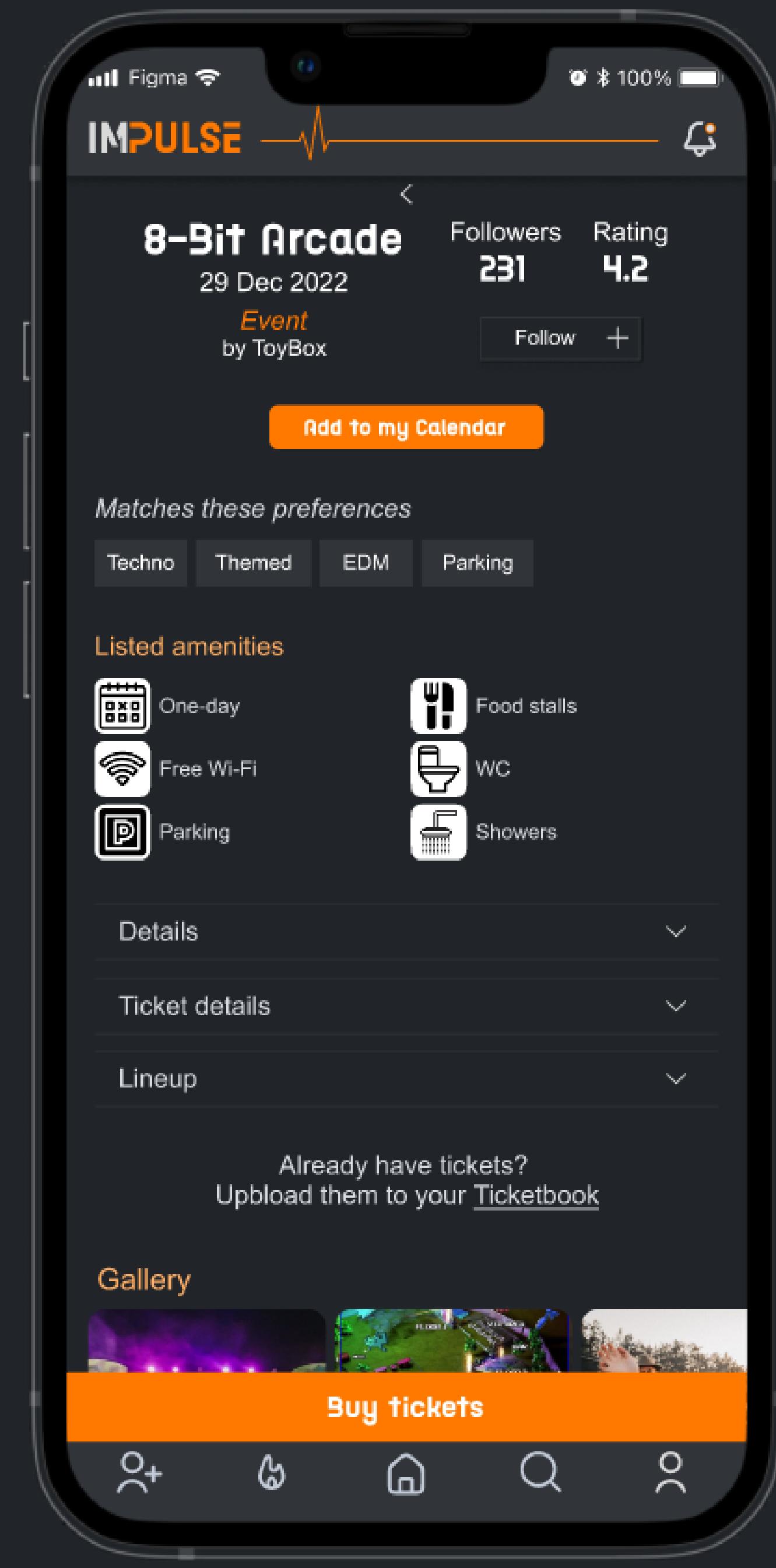
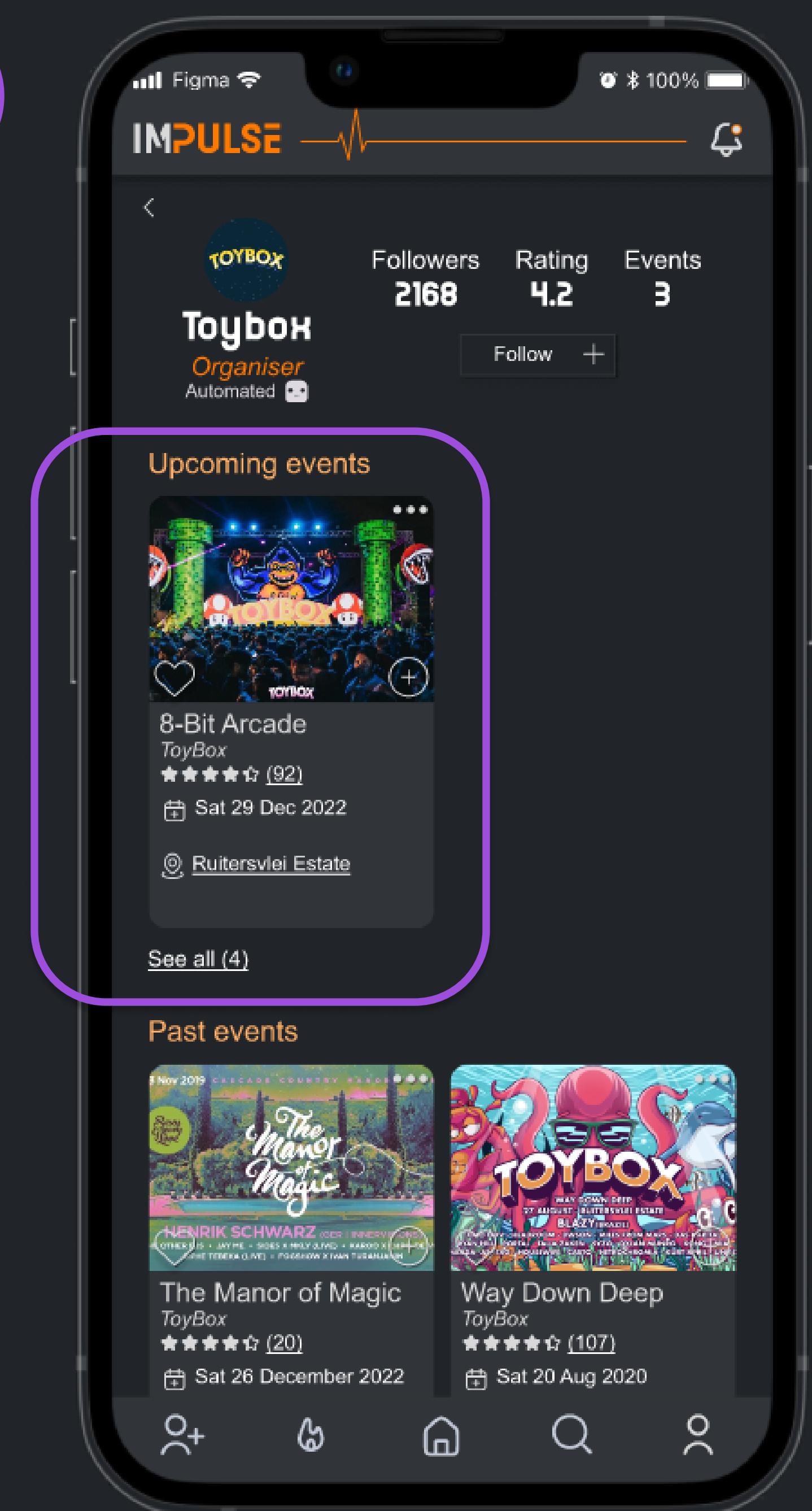
Consider the scenario...











The screen shows a list of reviews for Toybox 8-Bit Arcade. At the top, there's a button to "Leave a review". Below it, a section titled "Reviews" is sorted by "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:

- Rumours by the Lake
- Return to the Source
- The Bounce

Buy tickets

The screen displays the Toybox 8-Bit Arcade event page. At the top, there are "Log In" and "Sign Up" buttons. The main visual is a colorful illustration of a gorilla holding a guitar, surrounded by other characters like Mario and Megaman.

TOYBOX
SATURDAY 21 MARCH
SUNKIST LAWNS - DURBAN
KYLE WATSON - TIMO ODV - CHUNDA MUNKI

Toybox: 8-Bit Arcade (Durban) FESTIVAL

1 DEC - 2 DEC SAST (+02:00)
12:00 1 DEC 2022 - 00:00 2 DEC 2022 SAST (+02:00)

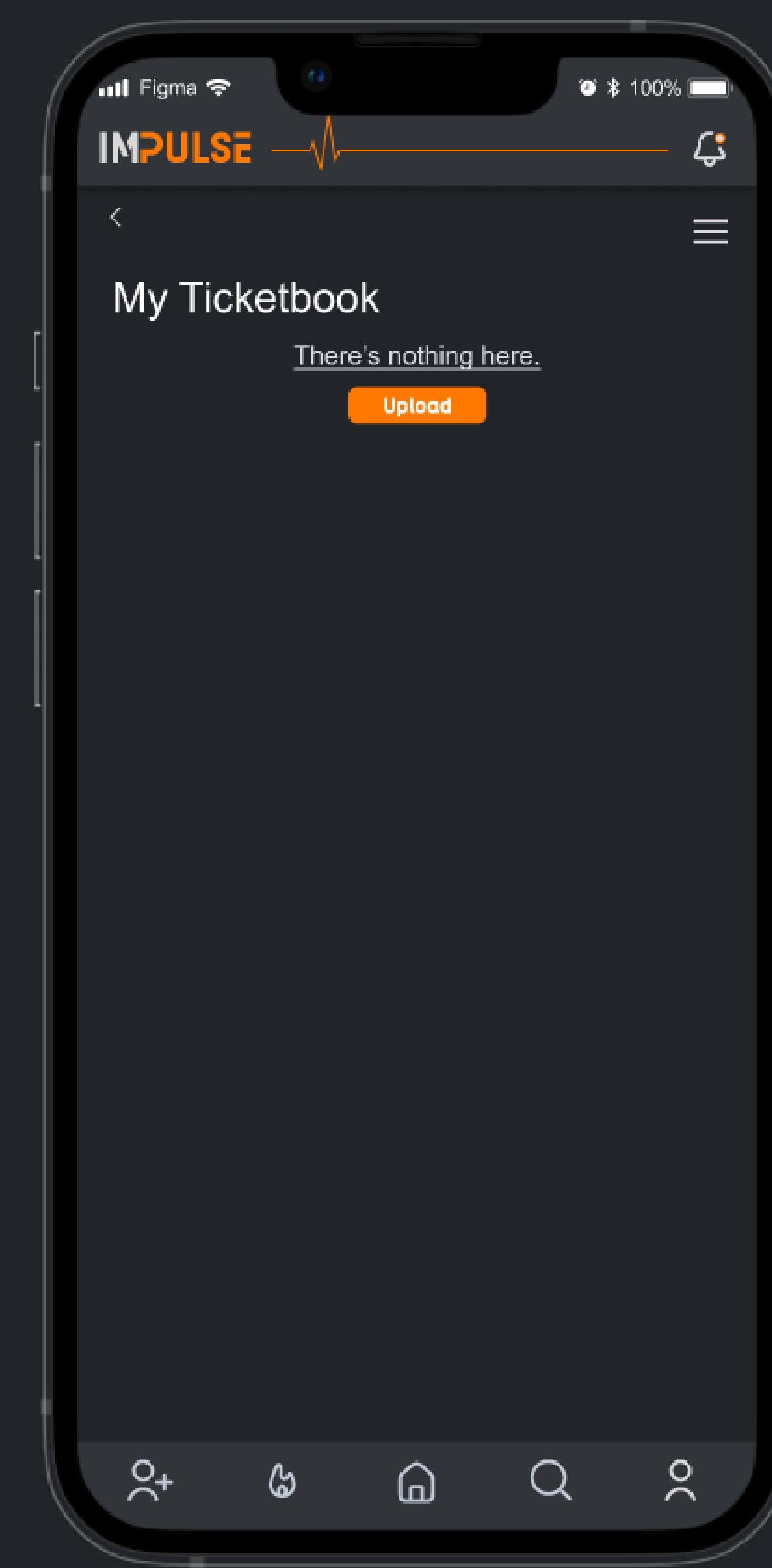
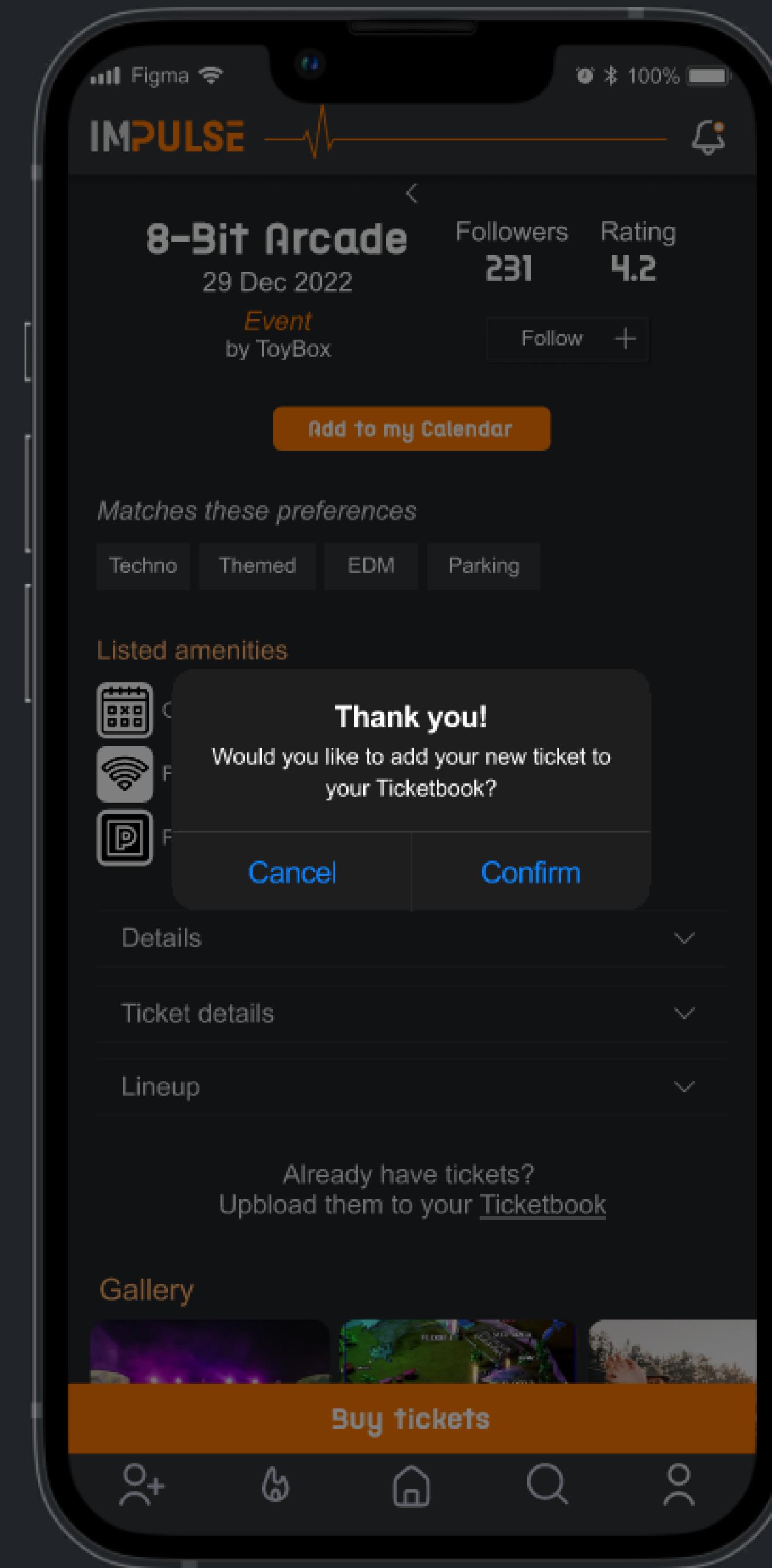
Sunkist Lawns
DURBAN PROMENADE

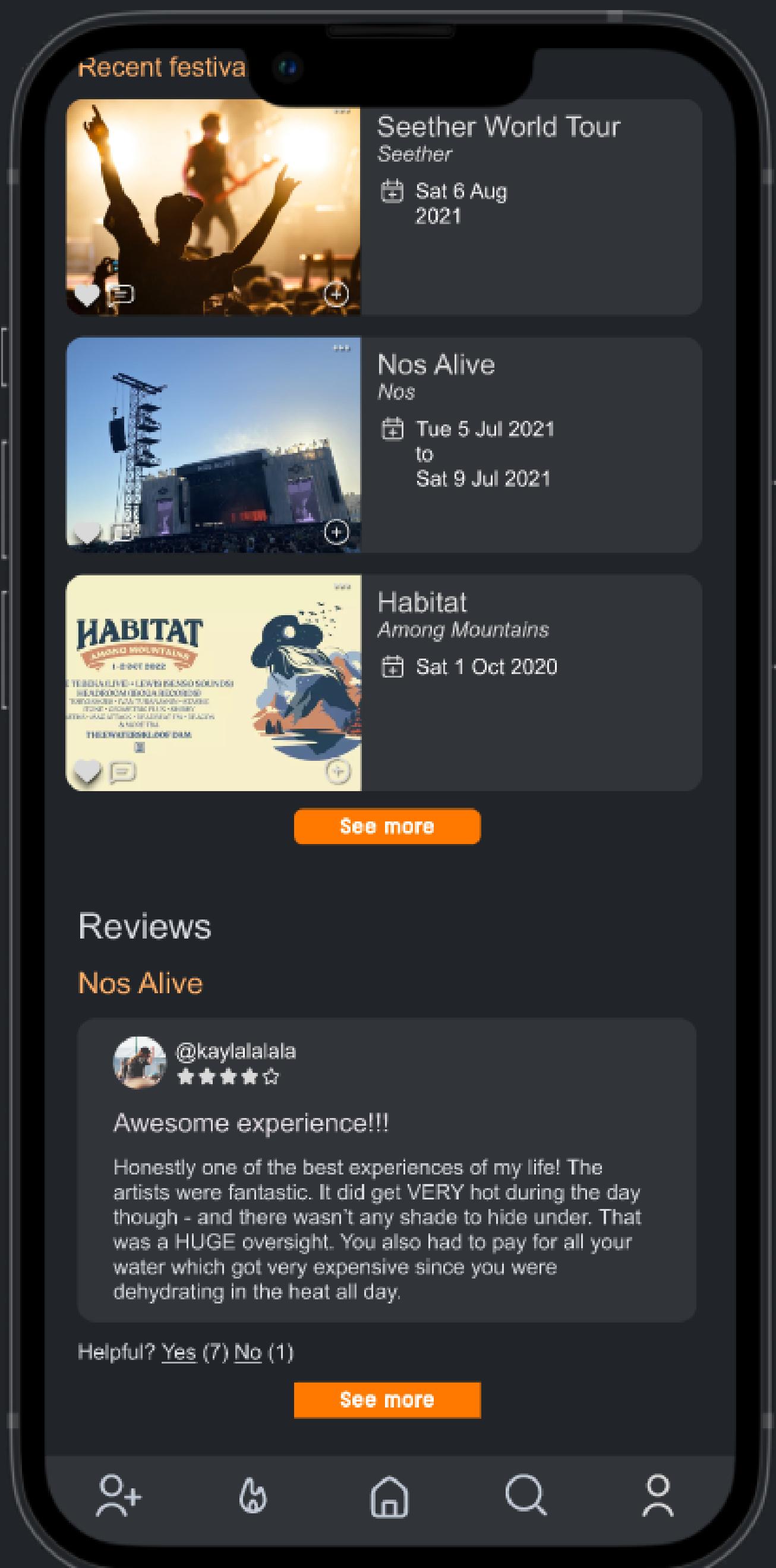
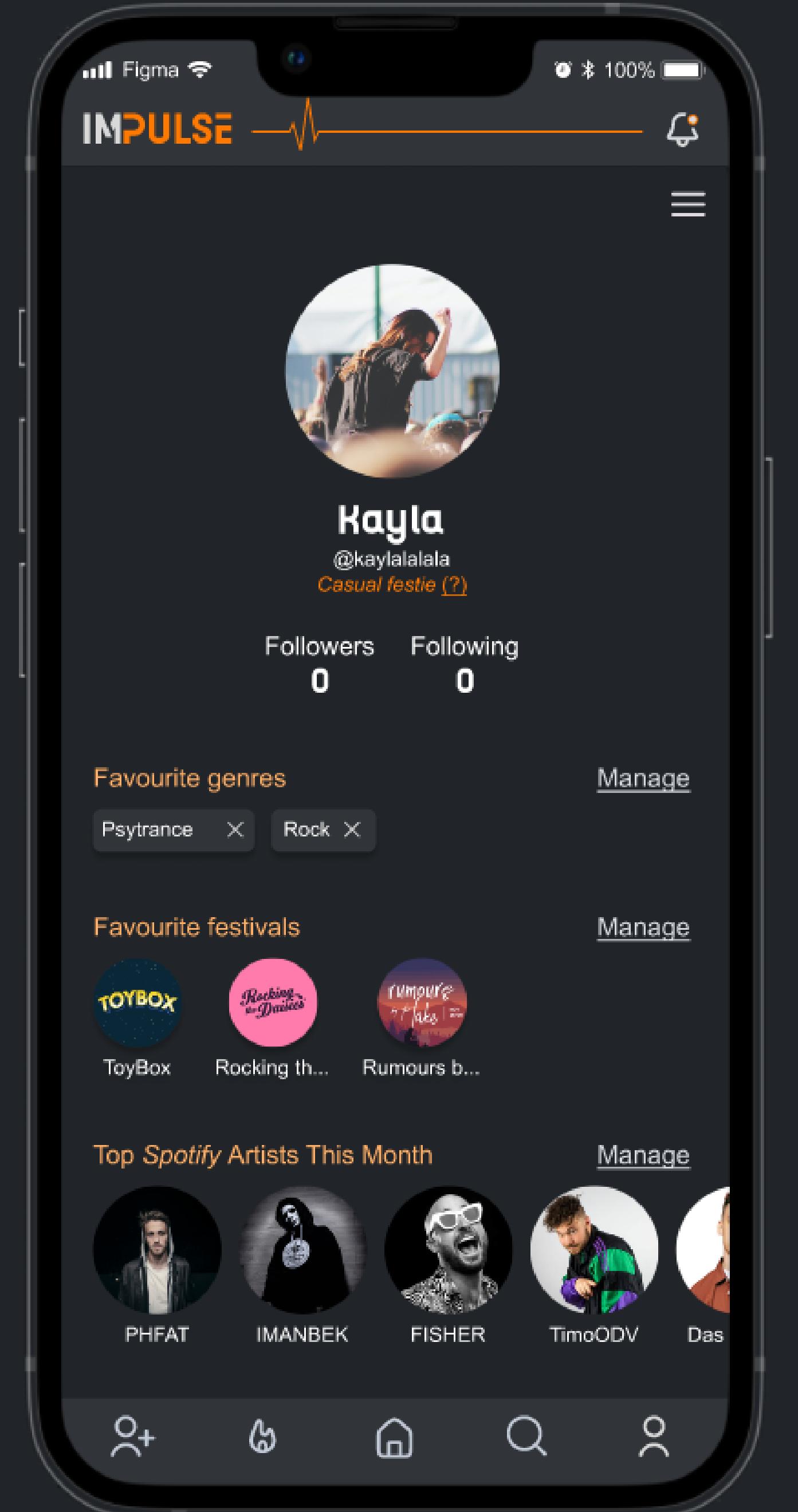
BUY TICKETS

INFO LINE UP VENUE

TOYBOX comes to Durban! We've transported

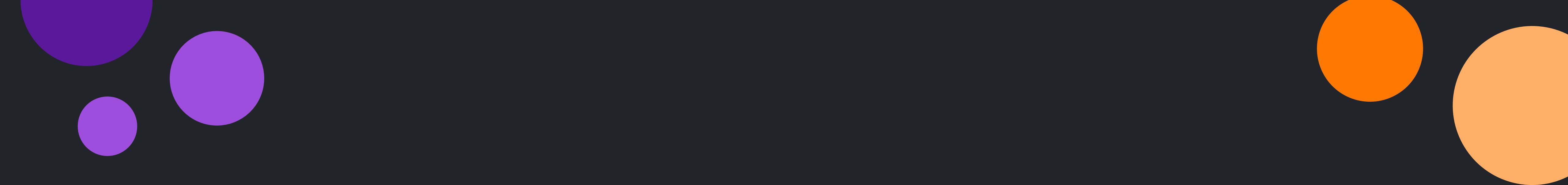
AA howler.co.za



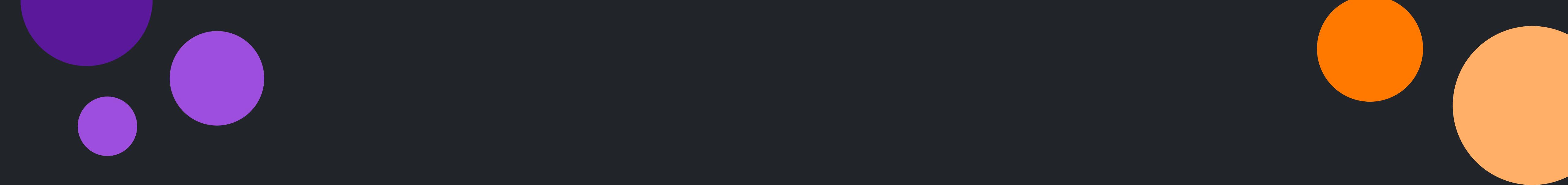




Kayla continues to use the application to find festivals that interest her and becomes a major contributor to cashflow within the entertainment industry.



Using this application, smaller
organisers are able to be
circulated and interested parties
are more easily informed.



Thank you!