
CULTURAL CALENDAR

UX Guide & Prototype

Prepared by Ari Rose



What

What does it do? What is single most important thing the product should do?

It lets me see what’s going on in the wider world all at once.
The single most important thing it should do is cutting, or filtering. Tied with being permanently updatable.

How would one use this to Lean Into Frame?

By comparing timelines and categories, we can see which events to take advantage of and even more importantly, plan how to tie multiple events into each other.

What do you see as the difference between this and an imported iCal or Google calendar of events? In other words, what do you want to be able to do or see, that you couldn't do or see in iCal or Google Cal?

The cutting mechanism and the year view. Lives in the cloud for viewing from all parties.

Who

Who do you see using this? Executive level, decision-makers, planners, media, strategy, account, creative?

Executive level on client and agency side. Planners and strategists as well.

Would you use it? When in a typical day, week, month?

I’d use it when planning out client’s strategy. It’s for macro-planning.

How

How should we decide which cultural events apply to which brands? How granular should this filtering process be?

This is a non-issue. Only events *that matter on a cultural scale* would be listed. Therefore, all clients potentially see all events (before cutting down). The selection of which cultural events matter to which brand is only done after data is put in the database. In other words, events aren’t tied to a specific brand when they’re first being inputed to the database by humans.

That said, there should be some sort of way of showing a brand’s own events on the calendar.

Filtering should be able to be done by category (sports, politics, music) and also by geography (country-level).

We’ll need room to expand to add categories later on and also have subcategories (with more specific events).

The metric for including an event in the database is “it fucking matters”.

Use color coding to distinguish event categories.

Do you need to be able to see the whole year at one time? Do you need to be able to focus in beyond a month at a time?

I need to see the whole year at once, in a list view at that abstraction. I’d need to be able to tunnel into a month, and then week view. Probably don’t need a day view.

How exact do the event dates have to be to be useful?

From a year view, not exact at all, just generally in the right month block.
From a month view, the days must be more precise.

On what device (s) would you want to use the product?

A native app in the Dock on your computer (like iCal, iMail)? Browse to it in your internet browser on your computer? On your phone? On your iPad?

Not my phone. Don’t need my phone at all to do strategic planning.

It has to be shared between client and agency. Has to be on the desktop and laptop. Something we can direct clients to.

Other

Do you see this ever appealing to a larger demographic beyond marketing professionals?

In the future, something to provide from brand to consumer. So, an example would be that Umbro could give “football fans who travel a lot” a way to find out when things are.

Other software examples to base this off of?

- iCal’s legend section to the left
- newsmap.jp (filtering data)
- iTunes album view (multiple items at once, or a few, or one)

What

What does it do? What is single most important thing the product should do?

Plan, inspire, organize. By putting together a bunch of obvious big cultural events, we can draw connections between dates and events and releases, and latch onto contextually relevant things without creating our own.

How would one use this to Lean Into Frame?

I would start by looking broadly at all events zooming in on a time period I was interested in. Then, I'd see what events were relevant to the brand we're interested in promoting. Also look at what events coincides with the brand's release dates.

What do you see as the difference between this and an imported iCal or Google calendar of events?

The filtering is the critical part. The dynamic zooming and manipulation of data are features that provide relevant uses.

Who

Who do you see using this? Executive level, decision-makers, planners, media, strategy, account, creative?

Agency-side executive level and strategy. Viewable client-side.

When would a client use it?

During meetings and when they want to explore media options on their own.

How

How should we decide which cultural events apply to which brands? How granular should this filtering process be?

A human element will have to be involved on the input side. The general idea though is that there's a central repository of important cultural events and the client-side user selects what they want to see in comparison to the brand.

Do you need to be able to see the whole year at one time? Do you need to be able to focus in beyond a month at a time?

Need to see the whole year, even if the data is unreadable. It's a starting point, which you can then tunnel and chop your way to relevant information.

How exact do the event dates have to be to be useful?

You wouldn't need a day or week view, but you'd need access to the exact dates events are occurring. Probably from a month view.

On any given day, where will you be when you use the Cultural Calendar?

At my desk or projected at a presentation.

On what device(s) would you want to use the product?

*A native app in the Dock on your computer (like iCal, iMail)?
Browse to it in your internet browser on your computer?
On your phone?
On your iPad?*

Definitely a browser app that can be accessed from many locations. It would a bonus if it worked on iPad, and bare-bones worked on iPhone.

Other

Let's pretend a version already exists in the app store. If it did, would you pay \$20 for it? \$10 dollars? \$5 dollars? 99 cents?

I wouldn't use that model. I would back-end it into a multi-dimensional brand like Virgin and outfit it for all their services (flight, music, etc). Letting their customers find out what's happening in all spheres of culture.

Do you see this ever appealing to a larger demographic beyond marketing professionals?

Eventually, in a consumer version, someone would be able to know what's happening this week in Poughkeepsie that's of interest to them. Larger cultural events would be there, as well as a more localize events like "Mike's Band" is performing near you. The ones relevant to your interests would be listed.

»

TASK ANALYSIS *(I want to be able to...)*

Establishes how the user wants the software to behave.
Specializes the software to core users (idiosyncratic software).
Prevents feature-bloat.

ORGANIZE	...see only categories that matter	...filter by country	...add an event quickly from calendar view	...input many events at once easily	...add categories later
PLAN	...see everything in one place	...know what will be happening in ____ month	...know the exact date of an event	...compare what's happening in a [client]'s schedule to what's happening in the world	...see what events are happening in a date range
INSPIRE	...save a plan of selected events	...jot notes down about an event	...propose a way to take advantage of multiple dates	...click through to an event's website	

	<i>iCal</i>	<i>Basecamp</i>	<i>Excel</i>	<i>Whiteboard</i>
PROS (things we might want to borrow)	legend filters adding/removing events is easy	six week view good use of vertical expansion adding/removing events is easy multiple event adding	fast input organized easy to compare	maneuverability/flexibility visual representation
CONS (things we might want to innovate on)	no year view no sliding view scales hard to compare to events	comparison is bad no filtering	not centralized lacks visualization no filtering no change of timespan	can't save can't share can't reuse

<i>TIMELINE</i>	ZOOMING	SNAP ZOOM	RANGING	CALENDAR NAV BAR
	iPhoto, FCP-style slider	1 Year, 6 Month, 3 month, 1 month	Handles like hipmunk.com	-list of months starting from current to 1 year

<i>CATEGORIES</i>	SELECTING	CREATING	SHOWING	DELETING	HIDING
	-Checkboxes -Highlighting (shift +)	-Manage categories button -add category button	-jQuery slideToggle -elastic easing -twirling?	-select (multiple) and delete -OR x appears -manage categories button	-disappear through filtering -twirling? -jQuery/elastic easing

<i>EVENTS</i>	CREATING	DELETING	BATCH CREATE	DESCRIPTION
	-Double click day -prominent "add" button	-select (multiple) and delete -OR x appears	-Modal window/screen a la Basecamp	-Click for tooltip a la iCal/ Hipmunk -Link to website

Stacks

- Ordered
- Size-efficient
- Uniformity makes application easier to use

Filters

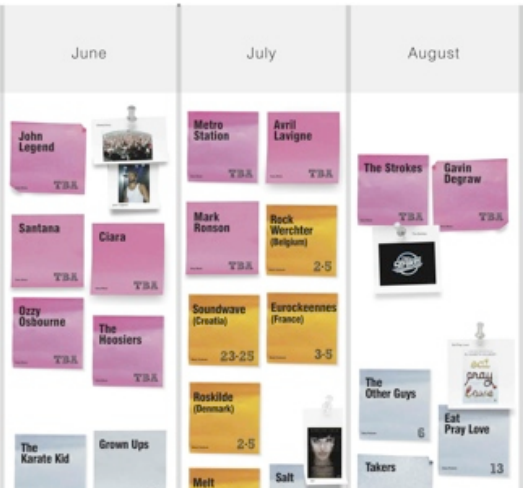
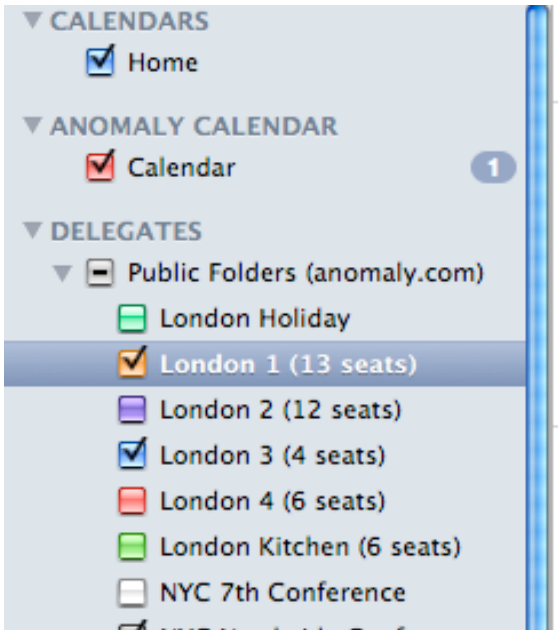
- Color-coded, Sortable

Post-It Notes

- Each event has the same shape, so reordering events is like moving post-it notes around



October	
Event	Date
October Fest	
CMJ	10/18-10/22
BlizzCon	10/21-10/22
Quiksilver Pro France	10/4-10/13
Rip Curl Pro (Portugal)	10/15-10/24
O'Neill Coldwater Classic (California)	10/26-10/30
Oakley ASP World Junior (Bali)	10/3-10/14
Arnette ASP World Junior (Brazil)	10/18-10/27
Florianopolis Pro Surf (Brazil)	10/4-10/9
Surf Eco Festival (Brazil)	10/12-10/16
Super Surf Intl (Brazil)	10/18-10/23
Dew Tour	10/15-10/16
MLB - World Series	TBD
NBA '11-'12 Season	TBD
National Golf Day	10/4
Halloween	10/31

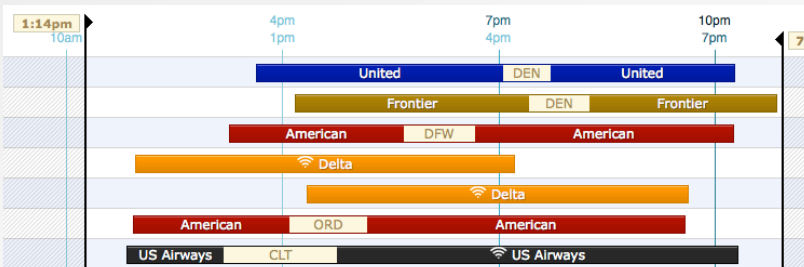


Drag and drop

Date-range limiters

Quick input modal windows

Add event directly from view mode



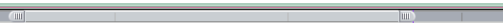
Hipmunk



jQuery UI



Ableton Live



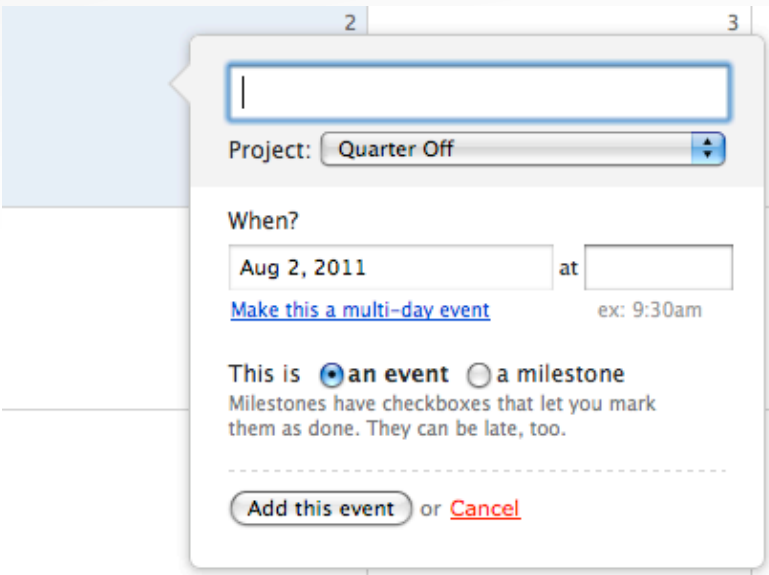
Final Cut Pro



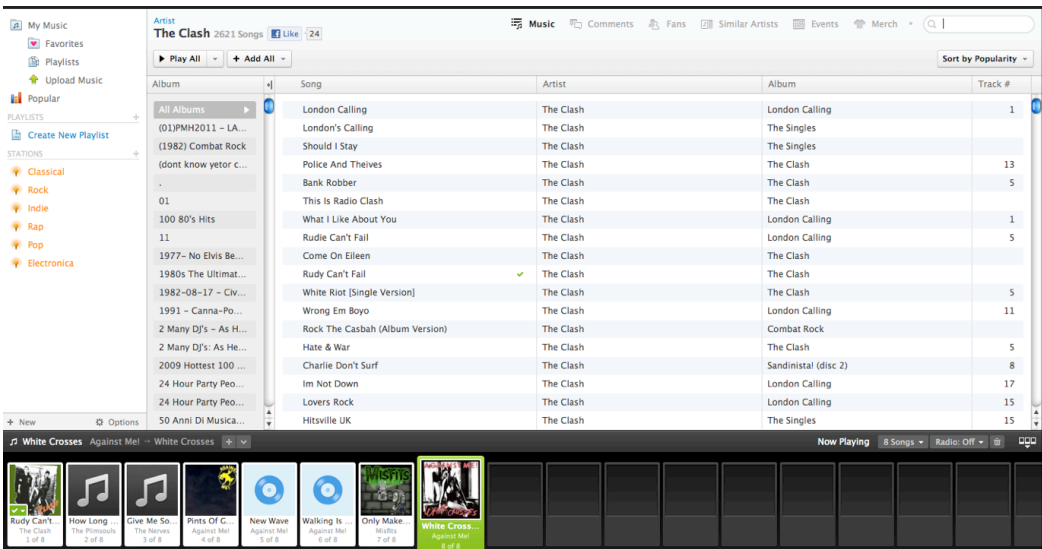
Final Cut Pro



iPhoto



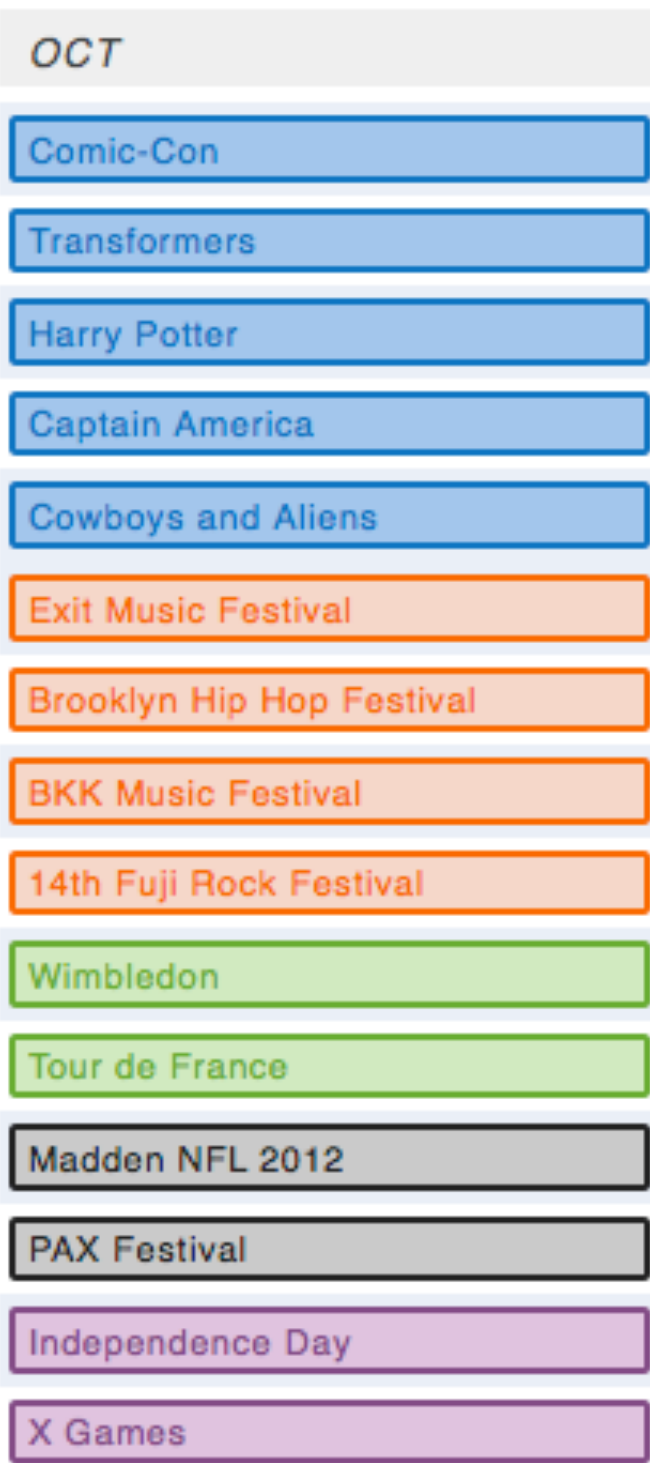
37signals Basecamp



Grooveshark

Using a stacked, *building block* model for events provides many powerful advantages:

- **Vertically infinite:** the user will scroll down as more events populate the calendar. A horizontal format would either distort time-spans past the point of meaning or require a wide format page with horizontal scroll. Common browser behavior is instead only comfortable with scrolling vertically to accommodate for an unplanned amount of data.
- **Modular:** all events have the same physical dimensions, creating a building-block effect. The benefits to this uniformity are flexibility, extendability, and ease of use. Flexible to accommodate for different screen real estates, data sets, and text sizes. Extendable to allow for cross-platform development and added features by keeping a constant modular-block design pattern. Easy to use because the “blockiness” is intuitive to understand (like post-it notes), simplifies data, and abstracts away unneeded details. Carl pointed out that culturally important events are by definition important, and don’t need excessive granularity (at least from a broad view).
- **Color-coding:** uniformity of shape allows color-coding to become a more powerful indicator of meaning. Color will indicate category, but saturation could be used to indicate another variable, like the confirmed/unconfirmed state of an event or the expected population.



The screenshot displays a web application for managing a client's calendar. At the top left, there is a header for the client, {ClientName}, with a 'Switch Client' button below it. To the right of the header is a navigation bar showing the months from Jul to Jun. A double-headed arrow indicates the current view is for the year starting in Jul. On the far right, there is an 'Add Event' button. Below the header, there are two identical 'FILTER' sections. Each section contains a list of category buttons: unlabeled, music, sports, entertainment, gaming, politics, and holidays. Below these are two buttons labeled 'category added later'. The main part of the interface is a calendar grid with columns for each month from Jul to Jun. Each column contains a list of 'event' labels, representing scheduled events for that month. The events are distributed across the months, with some months having more events than others. For example, Jul has 4 events, Aug has 4 events, Sep has 4 events, Oct has 4 events, Nov has 4 events, Dec has 4 events, Jan has 4 events, Feb has 4 events, Mar has 4 events, Apr has 4 events, May has 4 events, and Jun has 4 events.

[illegible]

HTML



HTML/CSS/Javascript (jQuery)

Cross-platform, extensible development.

Fast loading times.

No third-party plug-ins required.



jQuery UI Libraries

Sortable

Draggable

Droppable

Selectable

Slider for date picking

Isotope

Isotope (isotope.metafizzy.co)

Fluid, animated layout

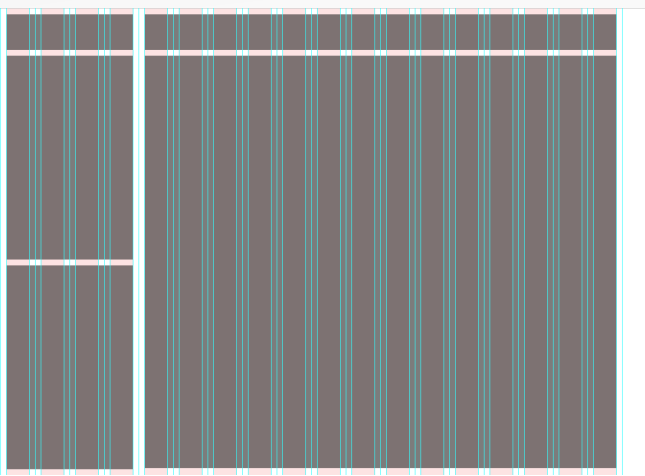
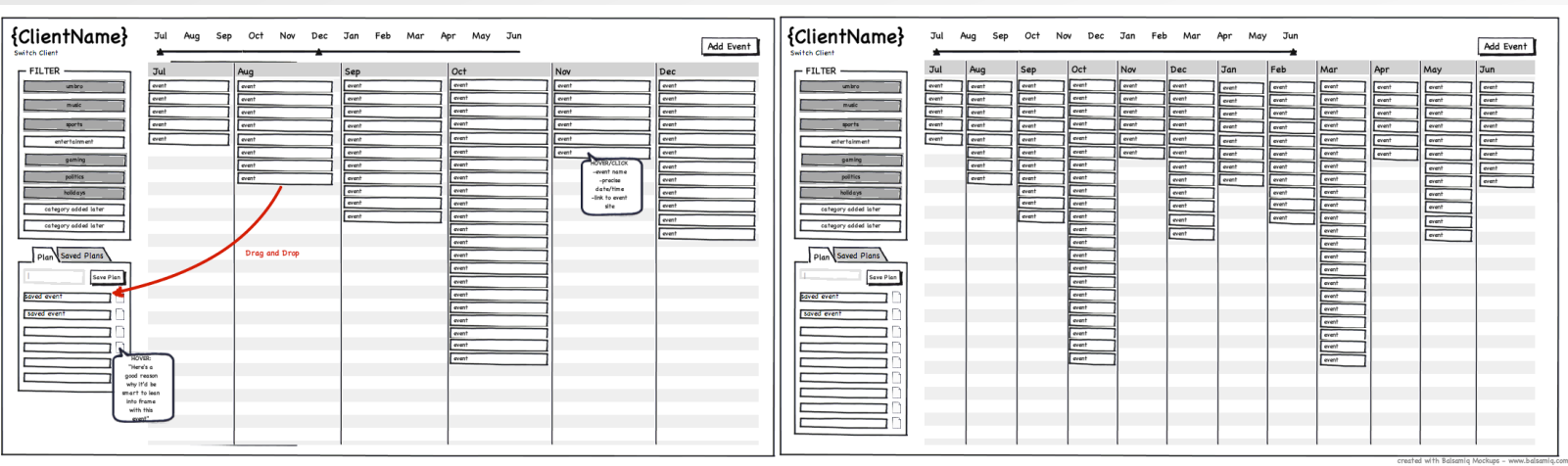
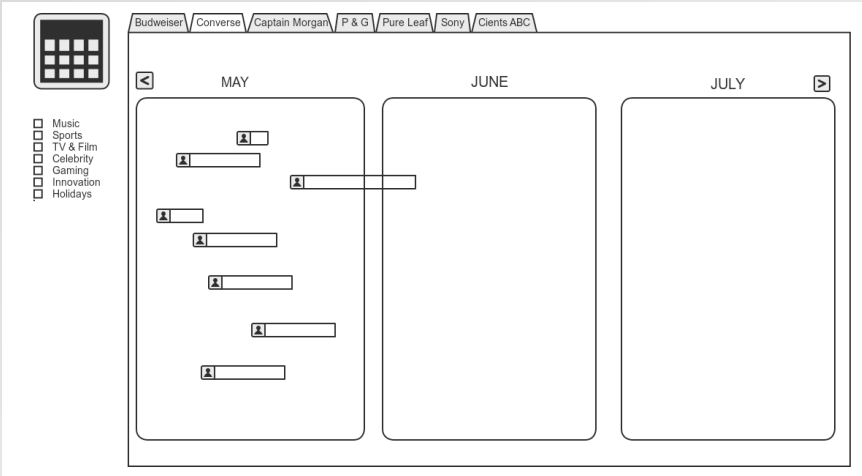
Orders categories based on html data-tag



Designing for a 1200px width:

Displays perfectly in 1280px resolution monitors & up. iPad-ready.

DEVELOPMENTAL ITERATIONS



September	October	November
Comic-Con	Comic-Con	Comic-Con
Transformers	Transformers	Transformers
Harry Potter	Harry Potter	Harry Potter
Captain America	Captain America	Captain America
Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens
Exit Music Festival	Exit Music Festival	Exit Music Festival
Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
BKK Music Festival	BKK Music Festival	BKK Music Festival
14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival

Switch Client

[CLIENT]	July	August
ENTERTAINMENT	Comic-Con	Comic-Con
MUSIC	Transformers	Transformers
SPORTS	Harry Potter	Harry Potter
GAMING	Captain America	Captain America
HOLIDAYS	Cowboys and Aliens	Cowboys and Aliens
EMPTY	Exit Music Festival	Exit Music Festival
EMPTY	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
EMPTY	BKK Music Festival	BKK Music Festival
EMPTY	14th Fuji Rock Festival	14th Fuji Rock Festival

July
Comic-Con
Transformers
Harry Potter
Captain America
Cowboys and Aliens
Exit Music Festival
Brooklyn Hip Hop Festival
BKK Music Festival
14th Fuji Rock Festival
Wimbledon
Tour de France
Madden NFL 2012
PAX Festival
Independence Day
X Games

[CLIENT]
ENTERTAINMENT
MUSIC
SPORTS
GAMING
HOLIDAYS
EMPTY
EMPTY
LEOPARD
ZEBRA

July	August	September
Comic-Con	Comic-Con	Comic-Con
Transformers	Transformers	Transformers
Harry Potter	Harry Potter	Harry Potter
Captain America	Captain America	Captain America
Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens
Exit Music Festival	Exit Music Festival	Exit Music Festival
Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
BKK Music Festival	BKK Music Festival	BKK Music Festival
14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival
Wimbledon	Wimbledon	Wimbledon
Tour de France	Tour de France	Tour de France

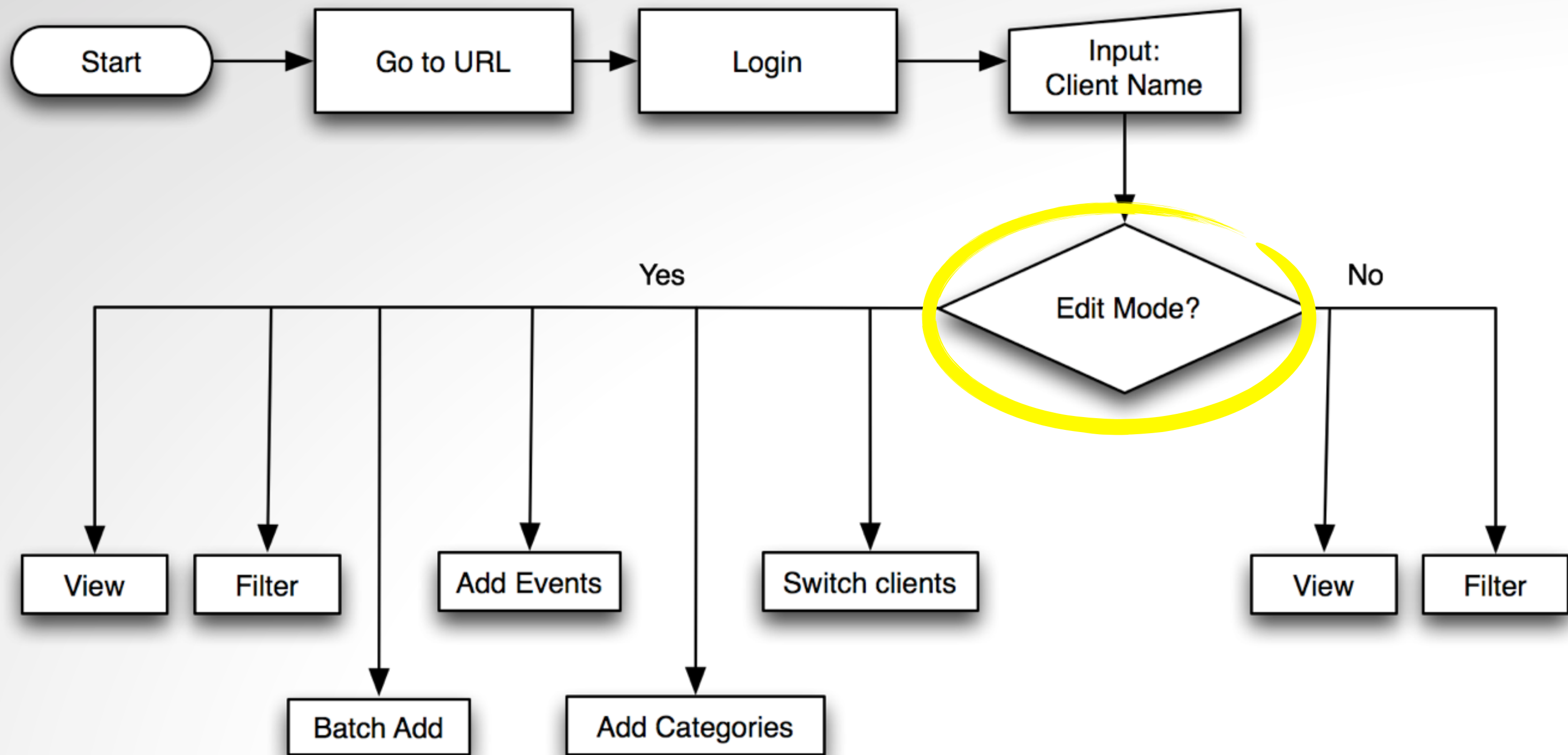
August
Comic-Con
Transformers
Harry Potter
Captain America
Cowboys and Aliens
Exit Music Festival
Brooklyn Hip Hop Festival
BKK Music Festival
14th Fuji Rock Festival
Wimbledon
Tour de France
Madden NFL 2012
PAX Festival
Independence Day
X Games

SEP	OCT	NOV
Comic-Con	Comic-Con	Comic-Con
Transformers	Transformers	Transformers
Harry Potter	Harry Potter	Harry Potter
Captain America	Captain America	Captain America
Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens
Exit Music Festival	Exit Music Festival	Exit Music Festival
Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
BKK Music Festival	BKK Music Festival	BKK Music Festival
14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival
Wimbledon	Wimbledon	Wimbledon
Tour de France	Tour de France	Tour de France
Madden NFL 2012	Madden NFL 2012	Madden NFL 2012
PAX Festival	PAX Festival	PAX Festival
Independence Day	Independence Day	Independence Day
X Games	X Games	X Games

CONVERSE	OCT	NOV	DEC	JAN	FEB	MAR
CONVERSE	Books	OTAS Road	Winter Create	Winter Create	Dr. J's Birthday	Create Spring
ENTERTAINMENT	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
MUSIC	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
SPORTS	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
GAMING	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
HOLIDAYS	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
EMPTY	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
LOCATION	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
U.S.	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
EUROPE	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
SOUTH AMERICA	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
ASIA	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
OCEANIA	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs

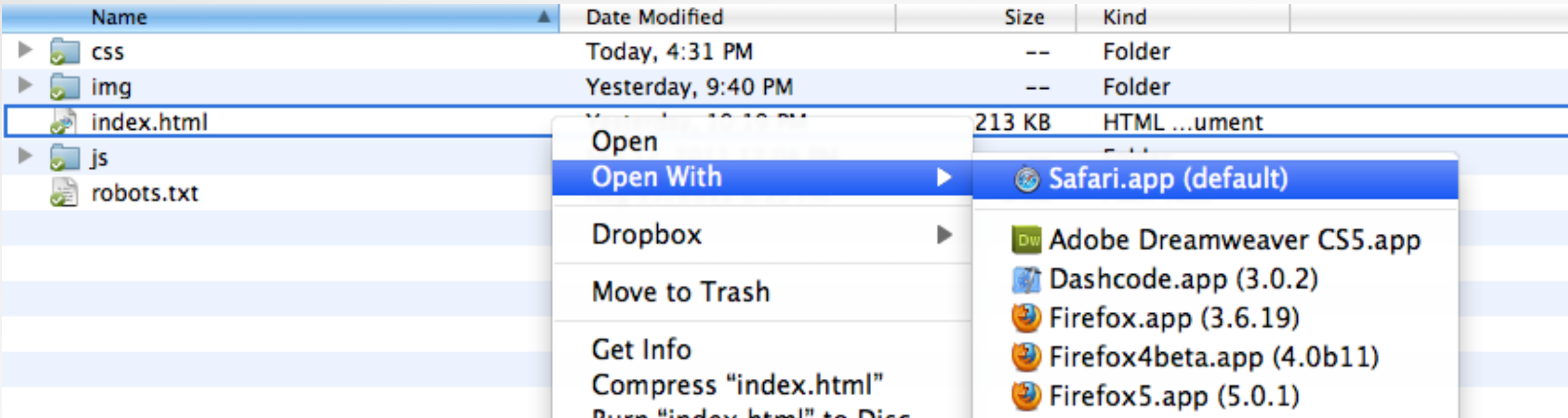
CONVERSE	OCT	NOV	DEC	JAN	FEB	MAR
CONVERSE	Books	OTAS Road	Winter Create	Winter Create	Dr. J's Birthday	Create Spring
ENTERTAINMENT	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
MUSIC	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
SPORTS	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
GAMING	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
HOLIDAYS	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
EMPTY	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
LOCATION	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
U.S.	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
EUROPE	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
SOUTH AMERICA	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
ASIA	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs
OCEANIA	OTAS Performance	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs	OTAS Designs

PERMISSIONS FLOW CHART FOR EDITING *(consider using in production)*



A limited working prototype can be found in the **Live_Prototype** folder. To access it, right click on “Index.html” and open with Chrome/Safari/Firefox

A print and video guide can be found on the next slide.



Guidesheet

The one page guidesheet can be found as *GuideSheet_Calendar.png*. Make sure to enlarge to read annotations.

ScreenCast

A short ScreenCast can be found in the same folder as *Screencast_Calendar.mov* that goes over the features and how to use the calendar.



CONVERSE®

Switch Client

CATEGORIES

CONVERSE

ENTERTAINMENT

MUSIC

SPORTS

GAMING

HOLIDAYS

ARTS

ADD CATEGORY

LOCATION

U.S.

U.K.

EUROPE

SOUTH AMERICA

ASIA

OCEANIA

OCT

Boots

EB4 Performance

Marquis Converse B-Day

Kenny Anderson's B-Day

Rubber Tracks Variety Show

Three Musketeers

Paranormal Activity

The Thing

CMJ

Damn Am Costa Mesa
Oct 28
[Event Site](#)
Edit Delete

Baseball World Series

NBA 11-12 Season

National Golf Day

New York Comic-Con

Oktoberfest

Halloween

Homecomings for College/High School

FIAC Art (Paris)

Frieze Art Fair (London)

LA Spring Fashion Week

NOV

CTAS Bball

Holiday Designs

Soho Stores B-Day

Twilight

Burlesque

Britney Spears

American Music Awards

Susan Boyle

Glee Cast
Nov 25
[Event Site](#)
Edit Delete

Asian Games

College Basketball

O'Neill Word Cup (Oahu)

Adrenalina Skate Marathon

Call of Duty

Metal Gear Solid

DST ends

Thanksgiving

Black Friday

Elections

High School Reunions

Contemporary Istanbul Art

DEC

Winter Create

Jack Purcell's B-Day

Sherlock Holmes

Mission Impossible

Green Hornet

Jack Johnson

Glee Christmas

European Games

Canadian Hockey Final

Christmas Day Football

Winter Dew Tour

Mass Effect 3

Call of Duty: MW3

GTA 5

Twisted Metal

Final Fantasy XIV

World AIDS Day

Christmas

New Year's Eve

Winter Solstice

Hannukah

Fete Des Lumieres

Art Basel

JAN

Winter Create

Rubber Tracks Variety Show

Sundance Film Festival

Underworld 4

Blue Valentine

Grammy's

MIA

Big Day Out Festival (AUS)

Berrics Agenda Skate

Olympic Trials

Winter X-Games

Gatorade Free Flow Tour

Consumer Electronic Show

Deus Ex

New Year's Day

Chinese New Year

National Opposite Day

London Art Fair

FEB

Dr J's Birthday

NBA All Star

Jack Purcell

Academy Awards

Gran Torino

Berlin International Film Festival

Noisepop Music Festival

3 6 Mafia

Superbowl 47

Australian Open of Surfing

Burton Canadian Open

Nike Super 6 Tournament

AOD 2012

Red Dead Redemption

Valentine's Day

Groundhog's Day

Black History Month

President's Day

AAF Brussels

JUSTMAD Fair

MAR

Create Spring

Marimekko

Jack Purcell Release

OS Sunkissed

Legion

Rio Carnival

Dr. Seuss

Lil Wayne Album Release

Winter Music Conference

SxSW

Quiksilver Pro

Roxy Pro

Burton Toyota Pro

Vans Pier Classic

O'Neill Coldwater Classic

Burton US Open

MLB Season

NCAA March Madness

Penny Arcade Expo

Mardi Gras

St. Patrick's Day

First Day of Spring

Women's Day (China)

2011

Oct

Nov

Dec

2012

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Add Event +