
CULTURAL CALENDAR

UX Guide & Prototype

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

CONCEPTUAL SWIPES

7/15

Stacks

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

Filters

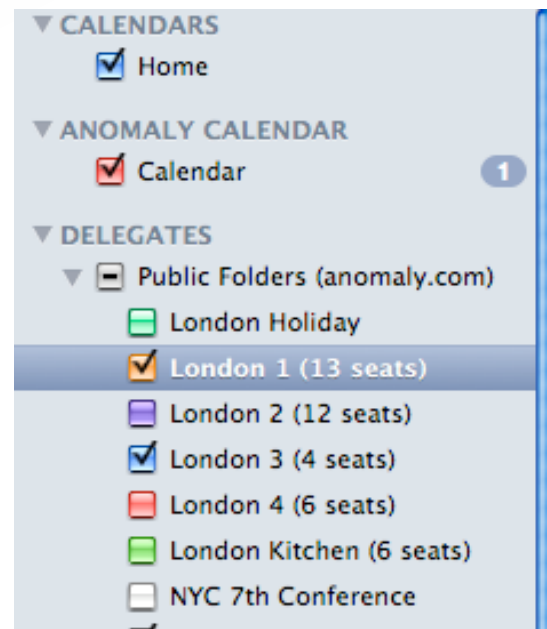
- Color-coded, Sortable

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

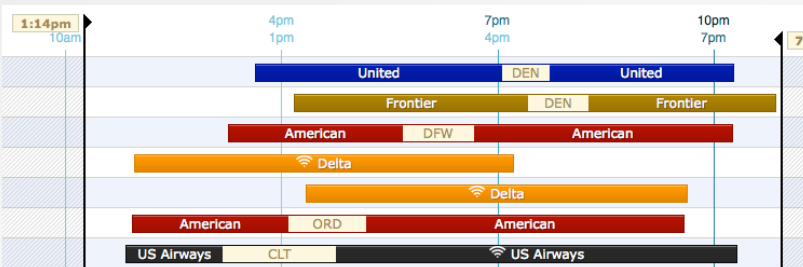


Drag and drop

Date-range limiters

Quick input modal windows

Add event directly from view mode



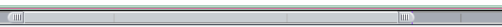
Hipmunk



jQuery UI



Ableton Live



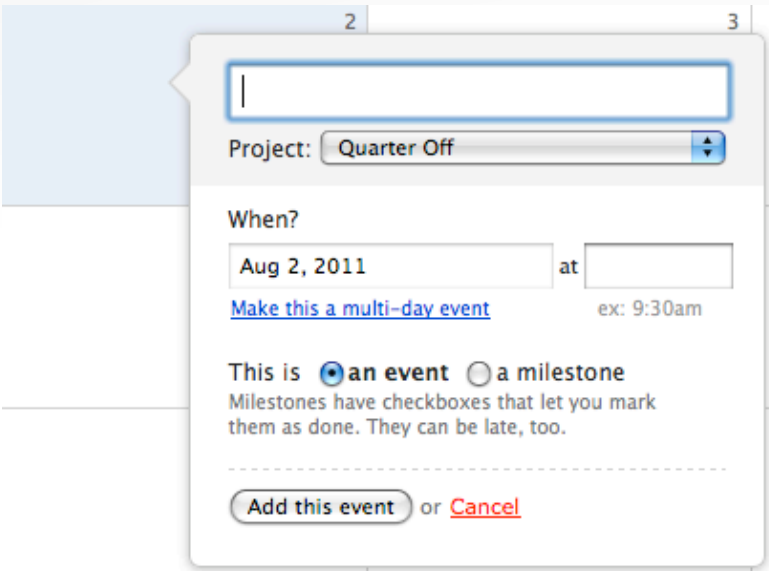
Final Cut Pro



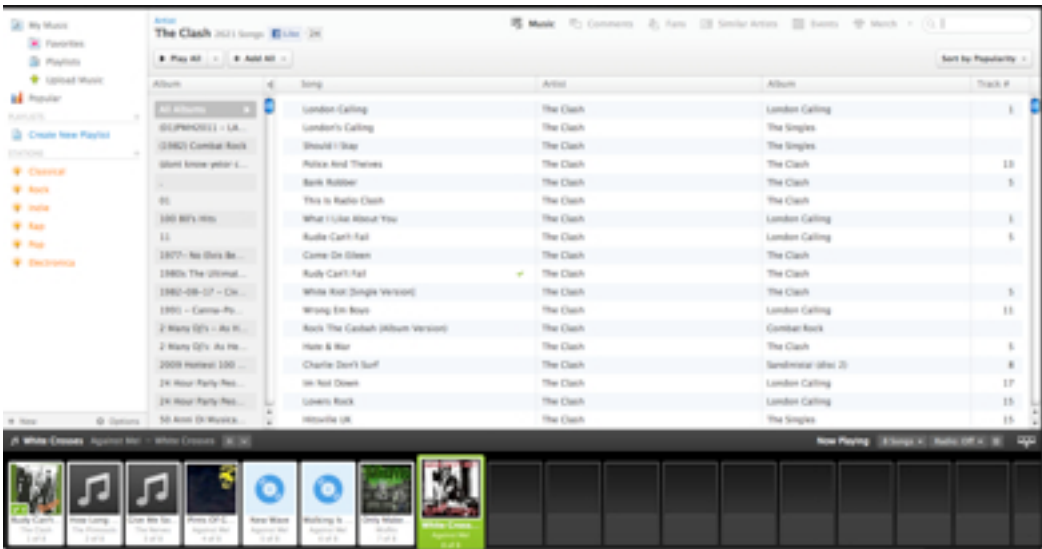
Final Cut Pro



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.

OCT

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

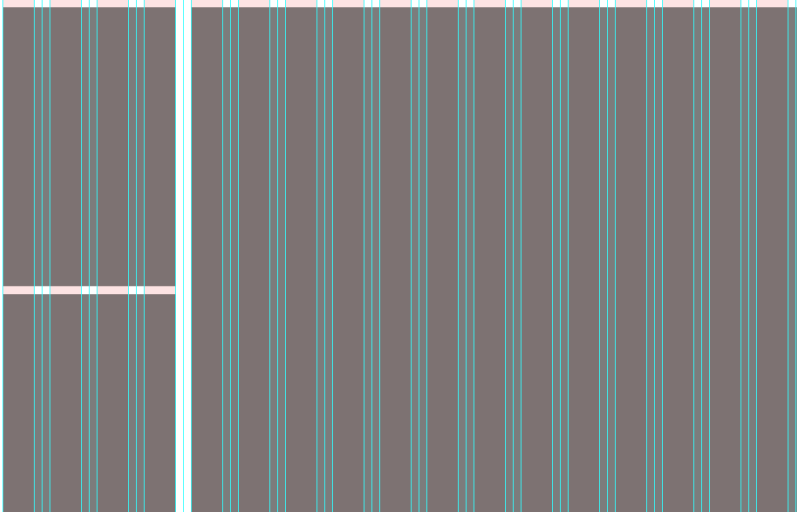
Madden NFL 2012

PAX Festival

Independence Day

X Games

The screenshot shows a web application interface for managing a calendar. At the top, there's a header with the client name '{ClientName}' and a 'Switch Client' button. Below this is a navigation bar with months from Jul to Jun. A double-headed arrow indicates the current view is for the month of Jul. On the right, there's an 'Add Event' button. The main area is a calendar grid with columns for each month. The grid shows events as colored blocks. The 'Filter' section on the left allows users to filter events by category: 'unlabeled', 'music', 'sports', 'entertainment', 'gaming', 'politics', and 'holidays'. There are also two 'category added later' buttons. The calendar grid shows events for the months of Jul through Jun. The events are represented by colored blocks, and some are labeled 'event'.

[illegible]



HTML/CSS/Javascript (jQuery)

Cross-platform, extensible development.

Fast loading times.

No third-party plug-ins required.



jQuery UI Libraries

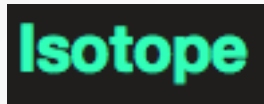
Sortable

Draggable

Droppable

Selectable

Slider for date picking



Isotope (isotope.metafizzy.co)

Fluid, animated layout

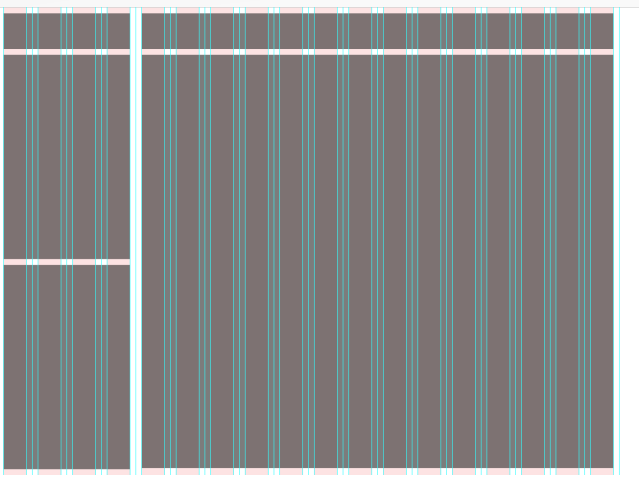
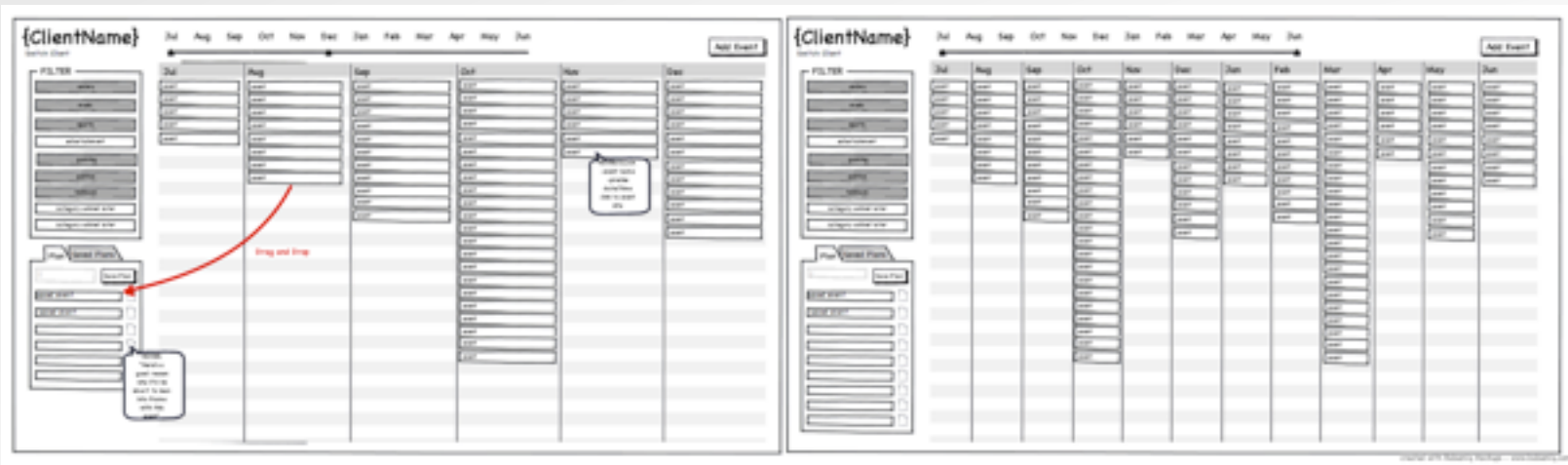
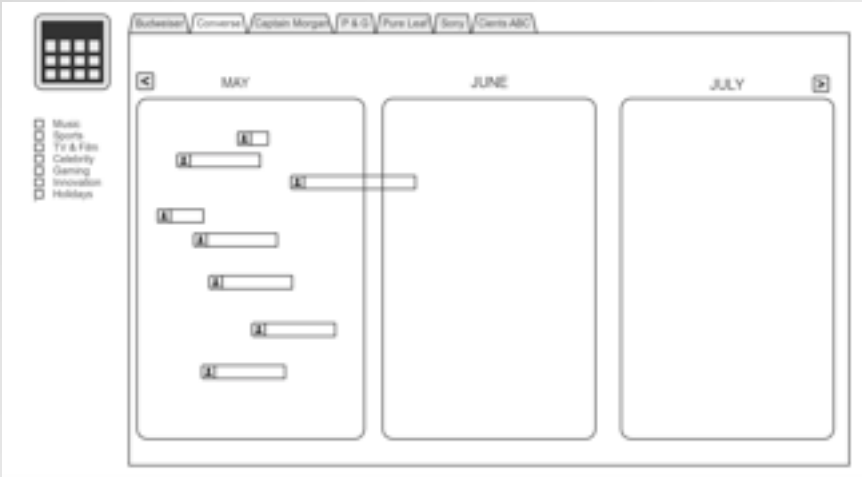
Orders categories based on html data-tag



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 Amer
Cowboys and Aliens	Cowboys and Aliens	Cowboys and
Exit Music Festival	Exit Music Festival	Exit Music Fe
Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip
BKK Music Festival	BKK Music Festival	BKK Music Fe
14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Roc

Switch Client

[CLIENT]
ENTERTAINMENT
MUSIC
SPORTS
GAMING
HOLIDAYS
EMPTY
EMPTY
Plan
Saved Plans

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

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
Plan
Saved Plans
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

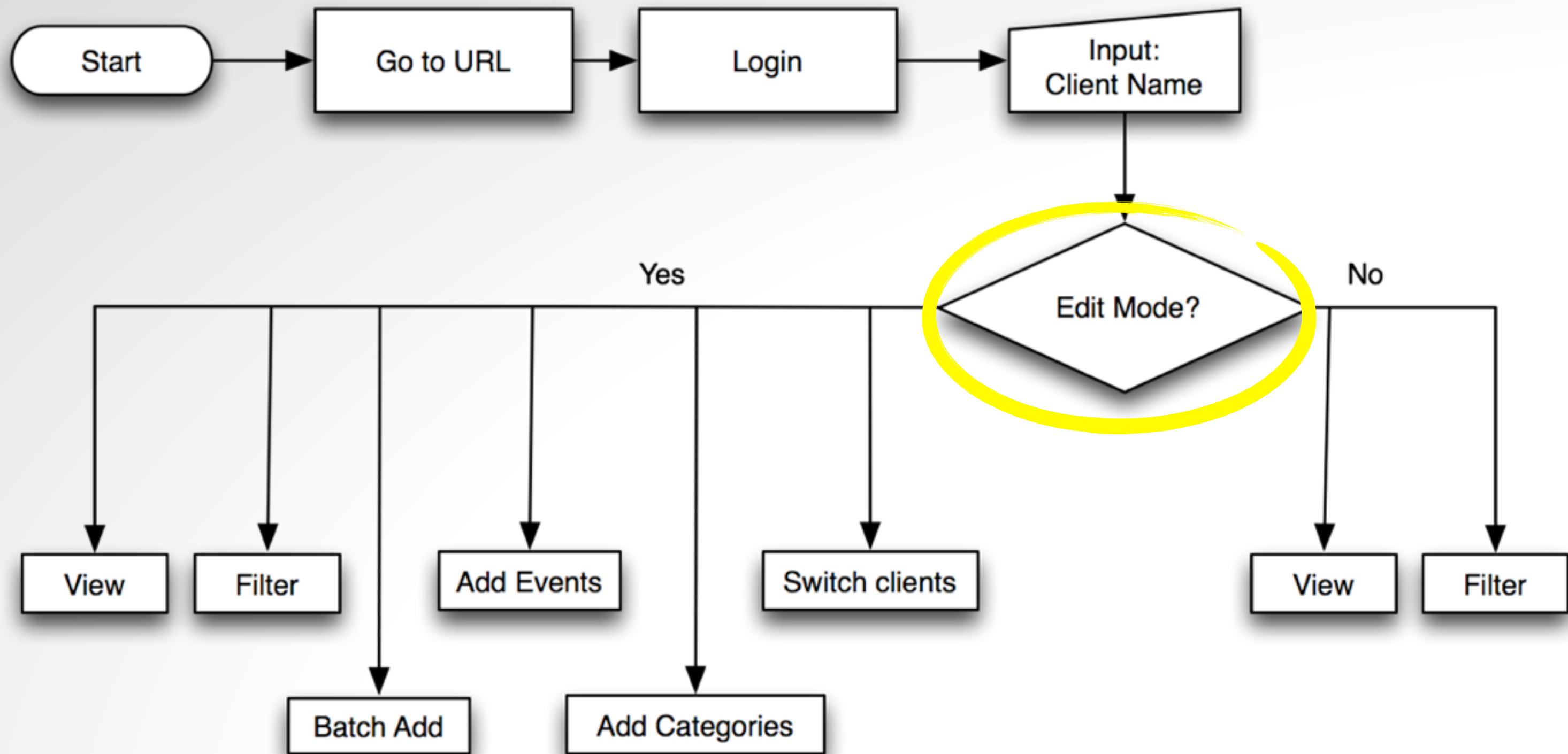
August
Comic-Con
Transformers
Harry Potter
Captain America
Cowboys and Aliens
Exit Music Festival
Brooklyn Hip Hop Festival
BKK Music Festival
14th Fuji Rock Festival
Wimbledon
Tour de France
Madden NFL 2012
PAX Festival
Independence Day
X Games

Switch Client	SEP	OCT	NOV
[CLIENT]	Comic-Con	Comic-Con	Comic-Con
ENTERTAINMENT	Transformers	Transformers	Transformers
MUSIC	Harry Potter	Harry Potter	Harry Potter
SPORTS	Captain America	Captain America	Captain America
GAMING	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens
HOLIDAYS	Exit Music Festival	Exit Music Festival	Exit Music Festival
EMPTY	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
EMPTY	BKK Music Festival	BKK Music Festival	BKK Music Festival
EMPTY	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival
EMPTY	Wimbledon	Wimbledon	Wimbledon
EMPTY	Tour de France	Tour de France	Tour de France
EMPTY	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012
EMPTY	PAX Festival	PAX Festival	PAX Festival
EMPTY	Independence Day	Independence Day	Independence Day
EMPTY	X Games	X Games	X Games

CONVERSE	OCT	NOV	DEC	JAN	FEB	MAR
CONVERSE	Comic-Con	Comic-Con	Comic-Con	Comic-Con	Comic-Con	Comic-Con
ENTERTAINMENT	Transformers	Transformers	Transformers	Transformers	Transformers	Transformers
MUSIC	Harry Potter	Harry Potter	Harry Potter	Harry Potter	Harry Potter	Harry Potter
SPORTS	Captain America	Captain America	Captain America	Captain America	Captain America	Captain America
GAMING	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens
HOLIDAYS	Exit Music Festival	Exit Music Festival	Exit Music Festival	Exit Music Festival	Exit Music Festival	Exit Music Festival
EMPTY	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
EMPTY	BKK Music Festival	BKK Music Festival	BKK Music Festival	BKK Music Festival	BKK Music Festival	BKK Music Festival
EMPTY	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival
EMPTY	Wimbledon	Wimbledon	Wimbledon	Wimbledon	Wimbledon	Wimbledon
EMPTY	Tour de France	Tour de France	Tour de France	Tour de France	Tour de France	Tour de France
EMPTY	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012
EMPTY	PAX Festival	PAX Festival	PAX Festival	PAX Festival	PAX Festival	PAX Festival
EMPTY	Independence Day	Independence Day	Independence Day	Independence Day	Independence Day	Independence Day
EMPTY	X Games	X Games	X Games	X Games	X Games	X Games

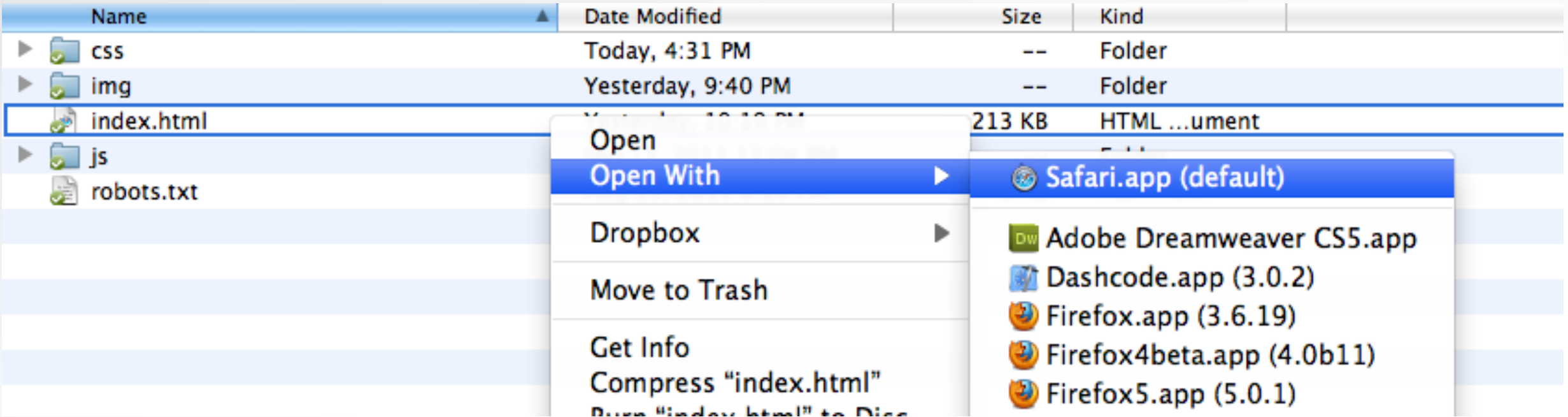
CONVERSE	OCT	NOV	DEC	JAN	FEB	MAR
CONVERSE	Comic-Con	Comic-Con	Comic-Con	Comic-Con	Comic-Con	Comic-Con
ENTERTAINMENT	Transformers	Transformers	Transformers	Transformers	Transformers	Transformers
MUSIC	Harry Potter	Harry Potter	Harry Potter	Harry Potter	Harry Potter	Harry Potter
SPORTS	Captain America	Captain America	Captain America	Captain America	Captain America	Captain America
GAMING	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens	Cowboys and Aliens
HOLIDAYS	Exit Music Festival	Exit Music Festival	Exit Music Festival	Exit Music Festival	Exit Music Festival	Exit Music Festival
EMPTY	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival
EMPTY	BKK Music Festival	BKK Music Festival	BKK Music Festival	BKK Music Festival	BKK Music Festival	BKK Music Festival
EMPTY	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rock Festival
EMPTY	Wimbledon	Wimbledon	Wimbledon	Wimbledon	Wimbledon	Wimbledon
EMPTY	Tour de France	Tour de France	Tour de France	Tour de France	Tour de France	Tour de France
EMPTY	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012	Madden NFL 2012
EMPTY	PAX Festival	PAX Festival	PAX Festival	PAX Festival	PAX Festival	PAX Festival
EMPTY	Independence Day	Independence Day	Independence Day	Independence Day	Independence Day	Independence Day
EMPTY	X Games	X Games	X Games	X Games	X Games	X Games

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.

