



Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

A web mobile application that will help music fans to find gigs, tour dates, and live concerts of their favorite artists.

Description of Intended Audience

Music fans and young people looking for gigs, tour dates or live concerts of their favorite artists in their city or nearby. Since the live music and Internet industry are growing up together, the target audience needs a search application that will keep them updated and on track with their favorite artists tour dates. Because of the average age of the target audience, it must support mobile and desktop experiences.

Core Functionality

Allow users to access to a listing of artists tour dates or available gigs. Will also provide users to add or save dates into a personal calendar as same as track their favorite artists and receive notifications when come to their area.

Artists can sign up in order to add or update tour dates.

Feature Set

- Search for artists tour dates
- Filter search results by the following filters:
 - ❖ City
 - ❖ Date range
 - ❖ Venue
 - ❖ Genre
- Library of saved dates (Calendar)
- Tracks user favorite artists
- User Login/ Forgot Password / User Sign Up
- Artist live shows gallery

Nice to Have

List all extra functionality / tools the application could contain that would make the task easier, improve the experience and /or separate it from other similar web apps.

- Artist sign up
- Buy tickets
- Venue info
- Email to a friend or share on social networks
- Filter by location (by mile radius)
- Notifies when an artist comes to the user area



Primary Persona

Jason Graham



“An easy application that allows me to stay on track with my favorite artists tour dates. Even better I can stay tuned on all my devices... ”

Jason is a Graphic Designer and a Music Journalist for Pitchfork. He loves to attend live concerts and enjoy listening to new music. He spends most of the time on his computer or mobile devices and frequently uses services like last.fm, Songkick or Spotify. He needs to receive notifications when an artist has announced a date in his area or nearby so he immediately can buy tickets and don't miss the event.

Characteristics	Influencers	Pain Points
Age: 27 Education: College Job Title: Graphic Designer Tech Familiarity: High Tech Usage: Daily Platform: PC, OSX Lion, iPhone and iPad	<ul style="list-style-type: none">• Specific live concerts and tour dates service.• An easy application• Filtering mechanism based mainly by area and artist name• Supports other devices so he wouldn't miss his favorite artists concerts• Save dates and track artists• Receive notifications	<ul style="list-style-type: none">• Lack of specific filtering mechanism• Infinite lists of results• Not receiving notifications when artists announce a date in his area or nearby• Lack of mobile versions

Scenarios

Goal:

Find a concert and buy tickets.

Method:

Jason opens Safari on his laptop and goes straight to the site. If not on his laptop, he will visit the site from his iPhone or iPad. He logs in and runs a basic search to see if there is any news about the artist he is following, if he doesn't find anything interesting, he search by location. Once the results are spread by date, he quickly scans the thumbnail image along with the artist name and venue.

**Goal:**

Save a date into his calendar and share the event

Method:

Once Jason has found a concert he is interested in, he clicks right on the image or the titles (ex: Foals, @House Of Blues). Once he accesses this screen, he reads the detailed information of the event (Date, Schedule, Address, tickets prices, seats info). He also view a pictures gallery of previous shows of the artist. If he is interested, he would be able to save the date into his Calendar or Buy Tickets. If its something a friend may be interested in, he will share via email or social networks (mainly Twitter, Facebook and Google+).

Secondary Persona

Brad Mamola



“An easy website which I can visit from my PC or Tablet. Just want to find out if there is any good concert on town...”

Brad is a school teacher that use computers at his job and home to complete certain tasks. He prefers to read books, newspaper, listen to the radio or watch TV to stay update about music and entertainment. He is using Spotify and Soundcloud on his iPad to listen music but would like to find about tour dates or shows in his town before the events are sold out. He will like to subscribe into a website to receive notifications of artists he may know that will perform in his area. He will need an easy application for his iPad where he can look for specific filtering criteria and buy tickets if he is interested. He hates navigate on infinite lists of results.

Characteristics	Influencers	Pain Points
Age: 35 Education: College Job Title: High School Instructor Tech Familiarity: Medium Tech Usage: 3 days a week Platform: Windows 8 and iPad	<ul style="list-style-type: none"> • An easy way to find out concerts in his area • No subscription is required to look for coming events • A way to filter results by artist, location or date • An easy way to buy tickets 	<ul style="list-style-type: none"> • Subscription is required • Overcomplicated search mechanism • Buying tickets is not an option • Navigate on irrelevant results

Scenarios

Goal:
Find a concert and buy tickets

Method:

Brad opens IE 8 browser on his notebook and goes straight to the website. He goes to the search section of the site. Most of the times he never knows what he is looking for, so he search by his currents location. Once the results are brought up, he quickly scans the thumbnail image along with the artist name and venue.

**Goal:**

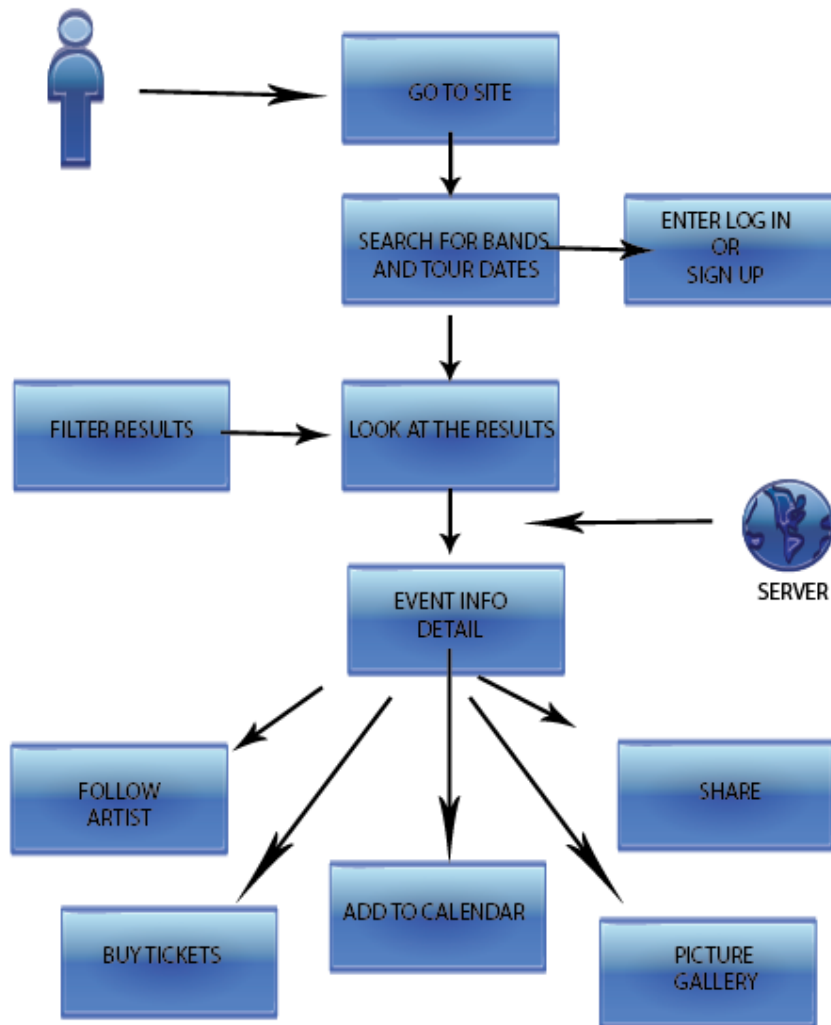
Subscribe to receive notifications

Method:

Once Brad has found a concert he is interested in, he clicks right on the image or the titles (ex: Foals, @House Of Blues). Once he accesses this screen, he reads the detailed information of the event (Date, Schedule, Address, tickets prices, seats info). He also views a pictures gallery of previous shows of the artist. If he is interested he will Buy Tickets for the concert.

Use Case Diagram

Insert use case diagram created in OmniGraffle.





Heuristics Evaluation Sheet

Pick a similar web app and evaluate the design.

Heuristic	
Visibility of app status Does the app keep users informed about what is going on, through appropriate feedback?	No. Either the application or the website uses a progress indicator to let user know his results are being retrieved. Only the application uses signage via the navigation element to let user know where they are within site framework.
User control & freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	Only the app contained clearly defined controls that informed me of their effects on the application. Instances where I accidentally hit a function by mistake, there was a clearly labeled "back" "cancel" or "done" button that would help me return to the previous screen. The website does not displays any breadcrumb trail that made it easy to navigate. Spatial Memory and changes in midstream were clearly reflected.
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	No. None of the processes that may require a confirmation presented a clearly worded confirmation window in order to cut down on mistakes. The only two options that asked for confirmation was Current Location and Push Notifications.
Consistency & Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	Application uses standard affordances found in other IOS apps in order to encourage habituation. Most of the interactive controls have the same affordances found in other IOS apps. Colors for certain controls to indicate mapping but only "red" for stop tracking artists.
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	Yes. Application maintains spatial memory with controls, do not shift around or are they in easily overlooked areas. Website uses typical navigation elements that are recognized by the majority of site users. Content filters on the website and application are lacking.
Flexibility & efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	It needs to incorporate better filters that let users narrow down search results and to keep them together, not in different parts of the application or website. In the app, it runs a scan trough your music library to target artist names and automatically shows you if they are on tour or not.
Aesthetics & screen design Screens should not contain information which is irrelevant or rarely needed	Screens only displays the results and the relevant information for the user.



Help users recognize, diagnose, & recover from errors

Error messages should be expressed in plain language precisely indicating the problem and solution

No. Application and website do not display any error message.