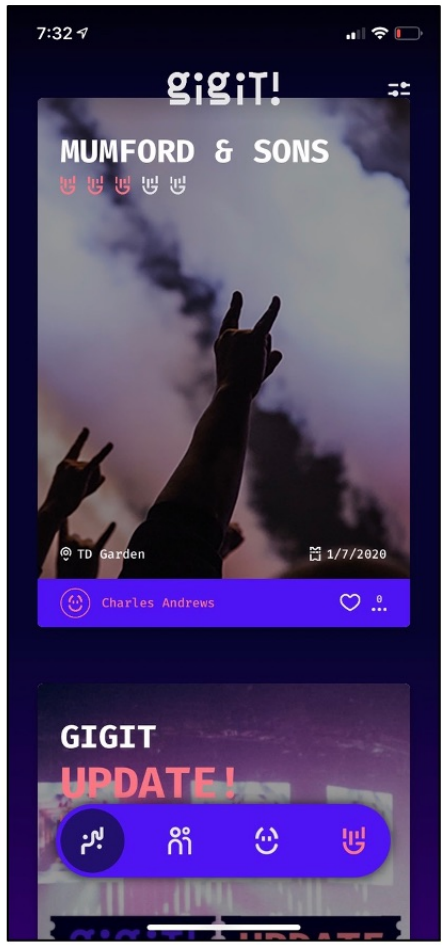
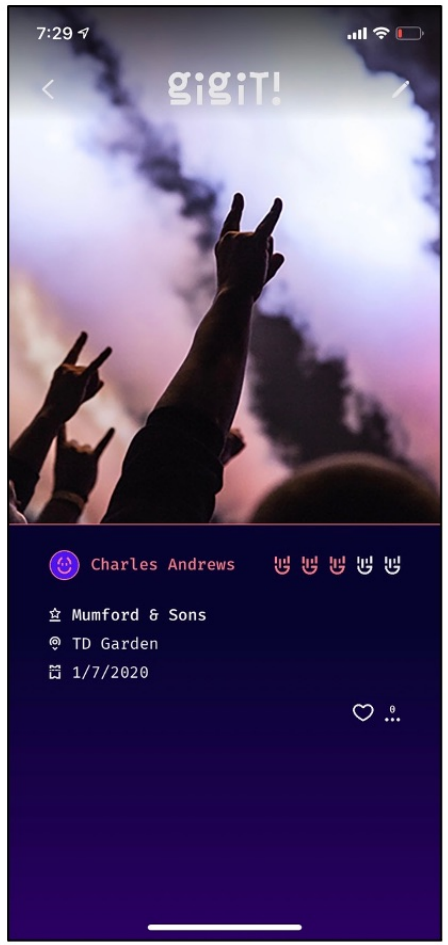
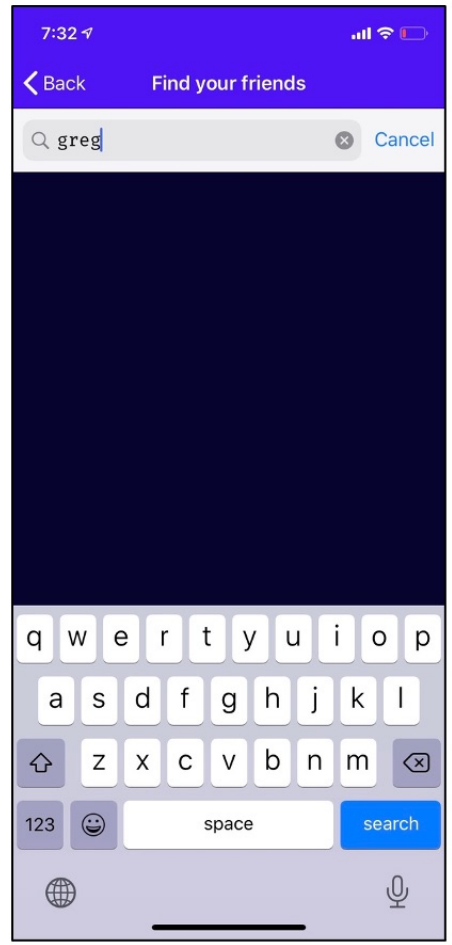
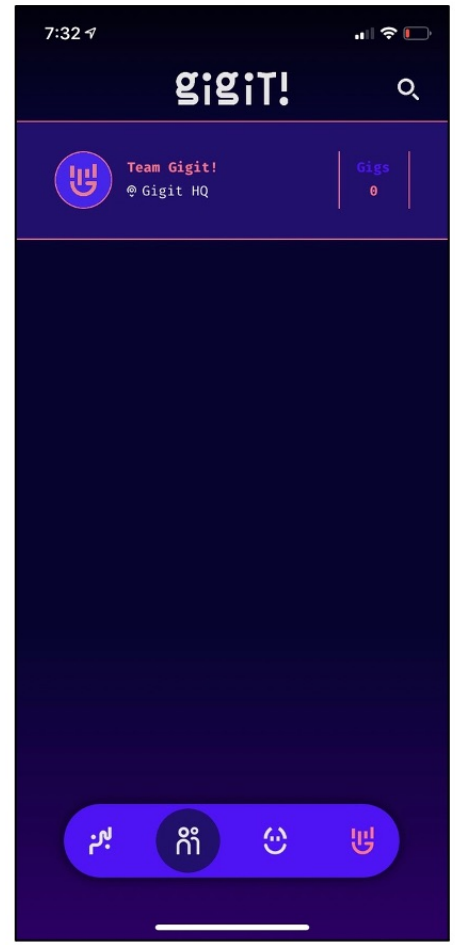
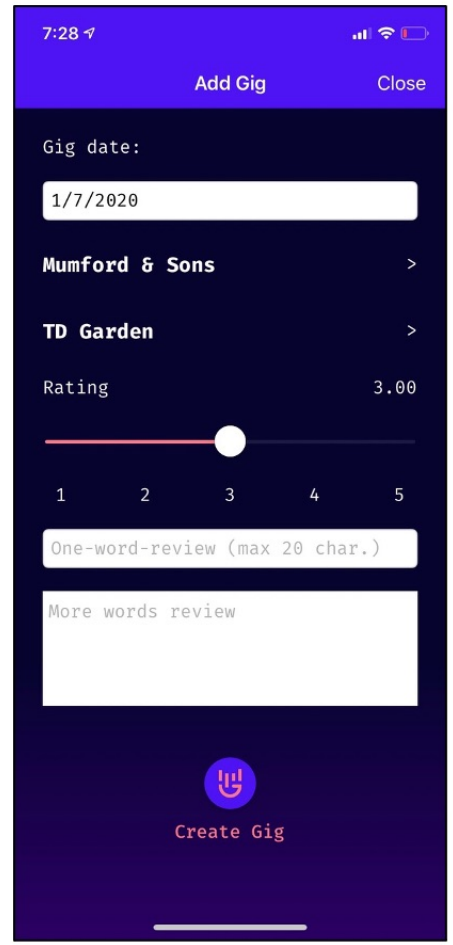
Bad Example: GIGIT!

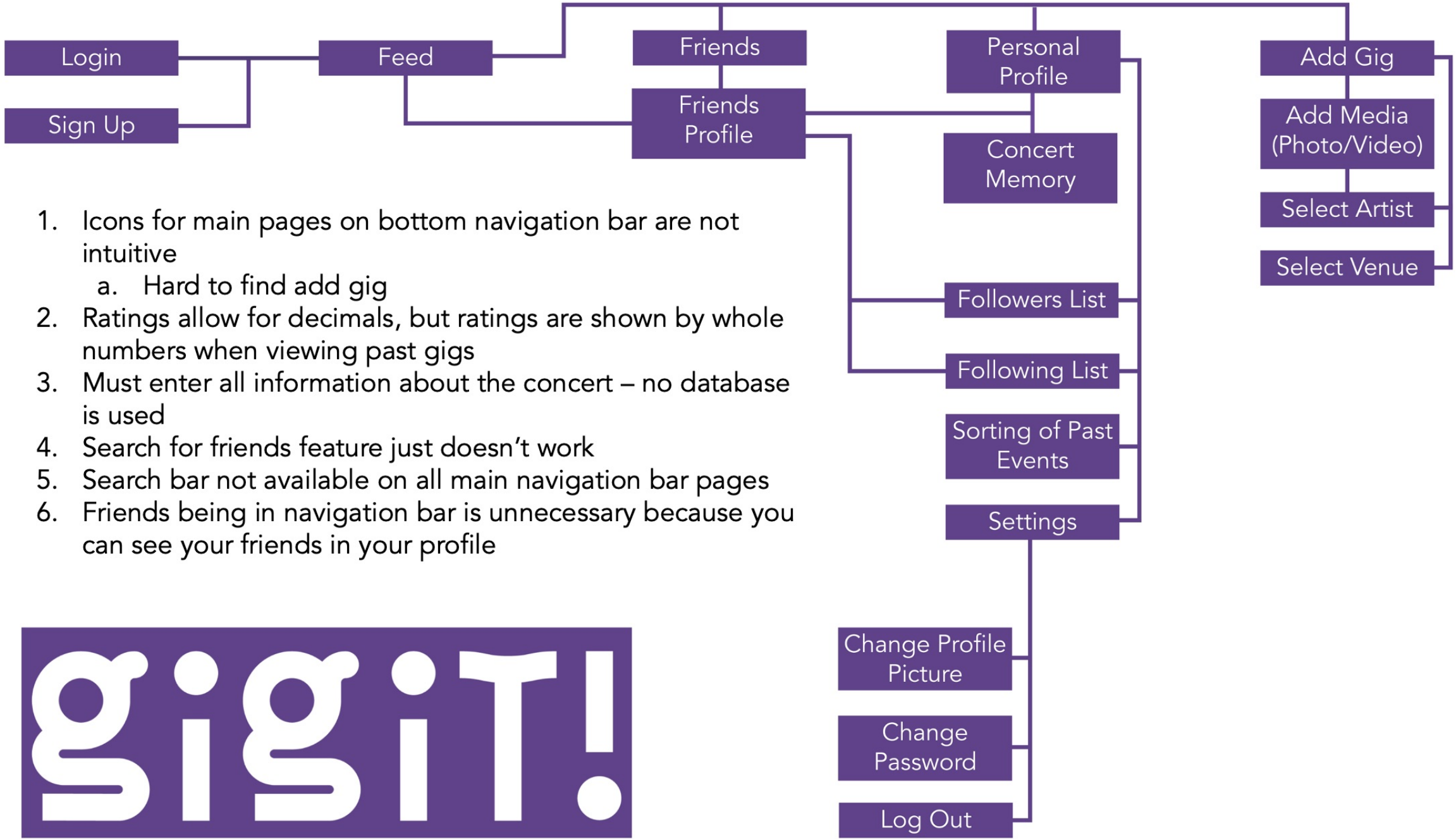








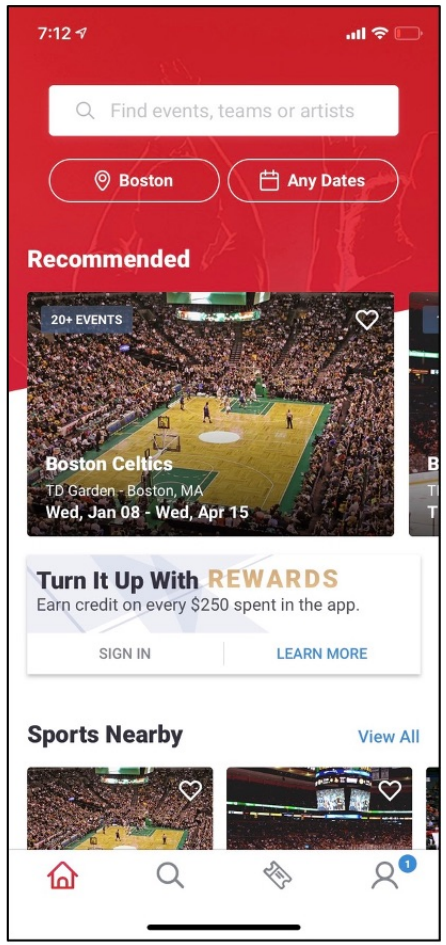


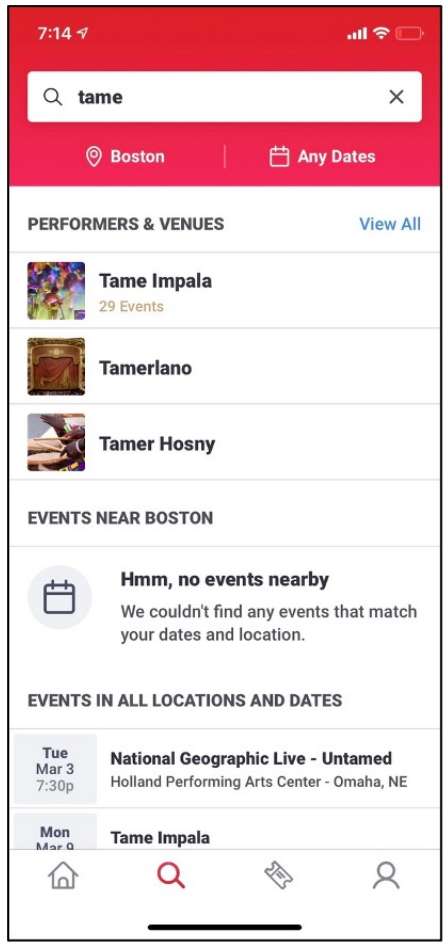


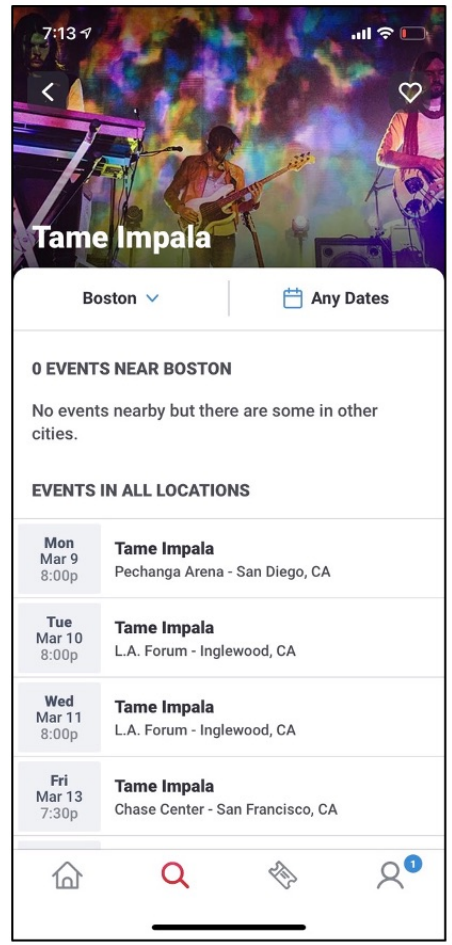
1. Icons for main pages on bottom navigation bar are not intuitive
   a. Hard to find add gig
2. Ratings allow for decimals, but ratings are shown by whole numbers when viewing past gigs
3. Must enter all information about the concert – no database is used
4. Search for friends feature just doesn't work
5. Search bar not available on all main navigation bar pages
6. Friends being in navigation bar is unnecessary because you can see your friends in your profile

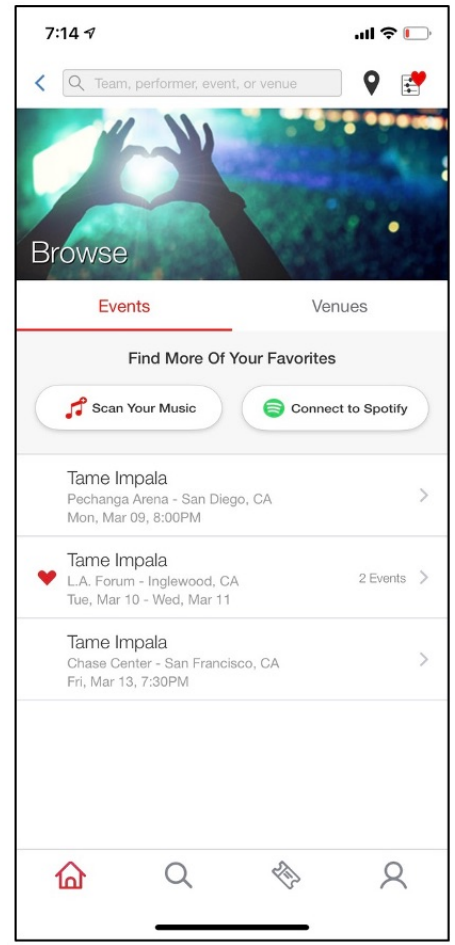
gigT!

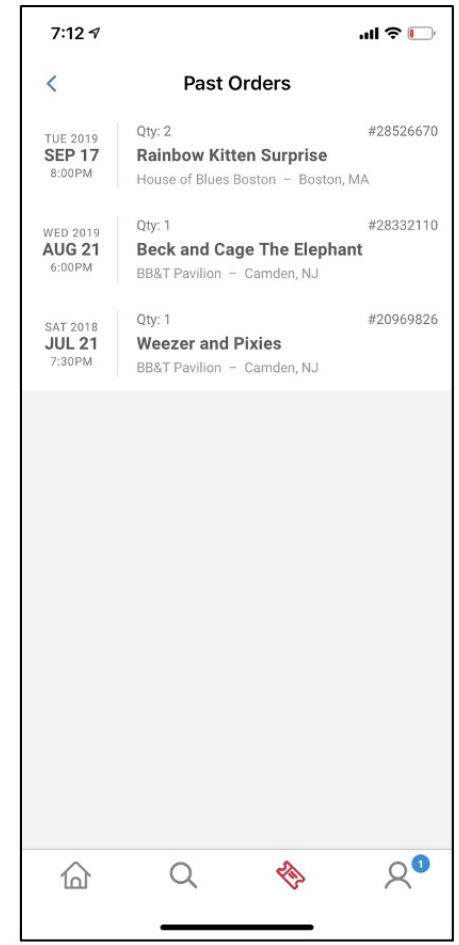
Good Example: Vivid Seats

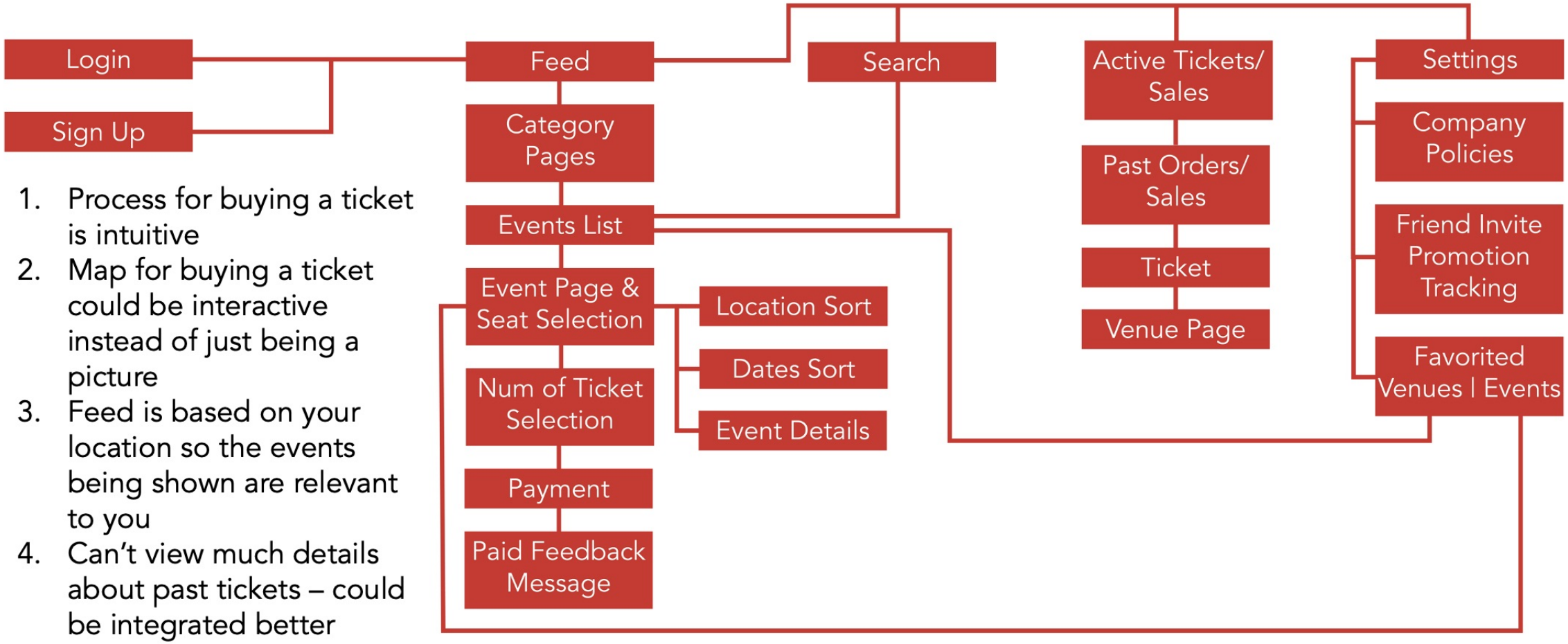












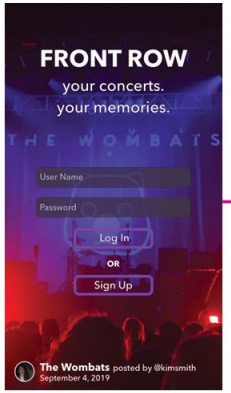
1. Process for buying a ticket is intuitive
2. Map for buying a ticket could be interactive instead of just being a picture
3. Feed is based on your location so the events being shown are relevant to you
4. Can't view much details about past tickets – could be integrated better

VIVIDSEATS®

Main Goals for Front Row

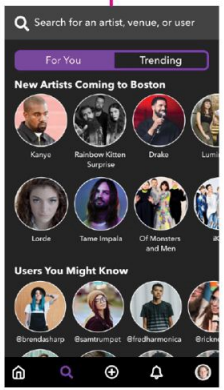
- Make app more immersive by modeling feed off of Tik Tok and SnapChat stories
- Allow users to follow an artist and view their tours
- Have a database of all concerts past and present for user to attach their memories to a worldwide group concert story (crowd sourced concert footage)
- Replace friends main page in navigation bar with an explore page for easy access to searching

Front Row Mobile Application
Navigation Bar Heirarchy

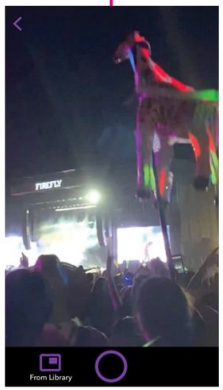


Login Page

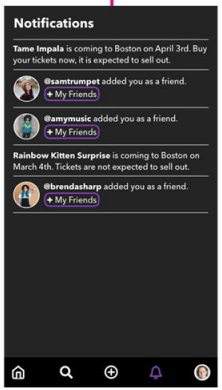
Feed
Swipe up to go to next story, view only friend's posts or only artist's posts



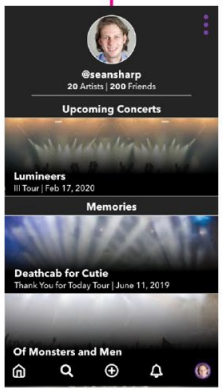
Explore
Find an artist, hashtag, user, or venue



Add to Story

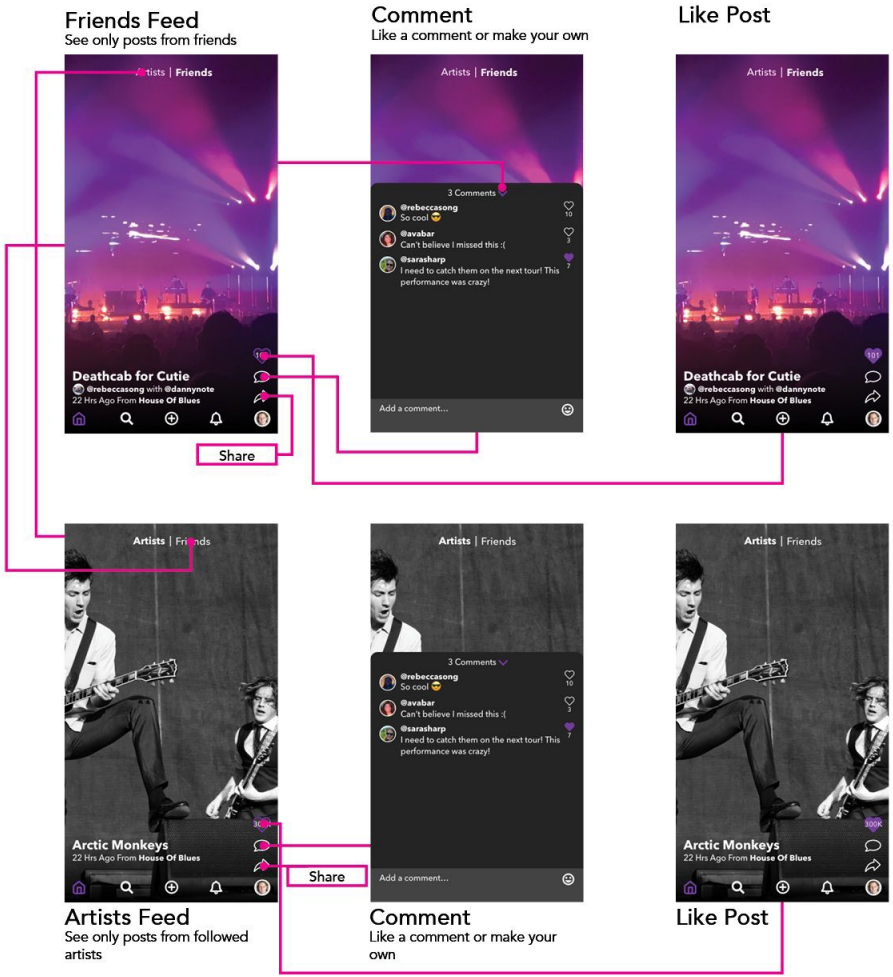


Notification



Personal Profile
Concert stories live here as do artists you follow and your friend list

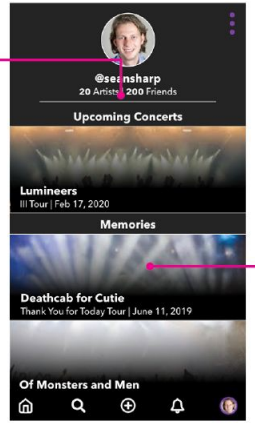
Front Row: Feed



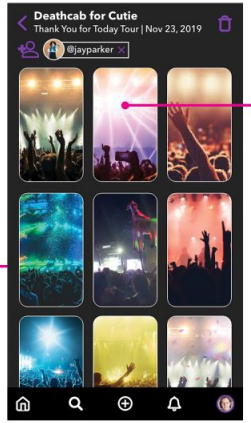
Navigation of Feed

Swipe right/left to view more of a post

Swipe up/down to view a new post

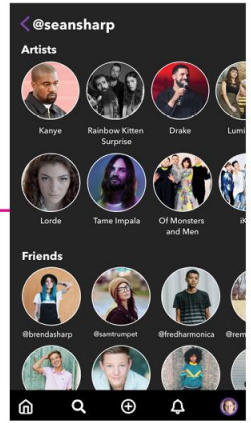


Profile Main Page
Visit all concert stories in one place



Artists Feed
View all memories from the concert in one page, erase entire story if desired

View Individual Memories
Erase individual memory or just view

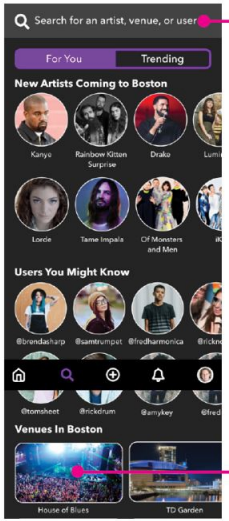


Artists and Friends Network Page

Front Row: Personal Profile

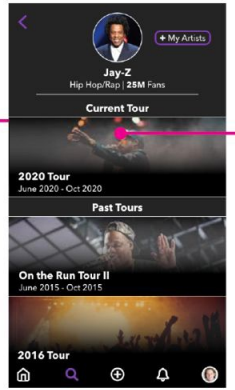
Front Row: Explore

Search Main Page
View trending hashtags, recommended artists, users, or venues, or start your own search

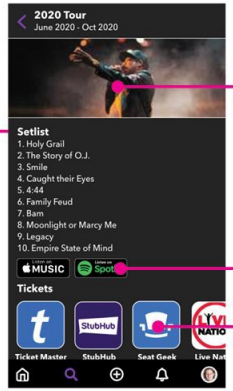


Search Results
View results sorted by type

Artist/User Profiles
View footage from artists on their tours or concert stories from your friends



Tour Page
See setlist, buy tickets, and view the concert stories by clicking on the story preview

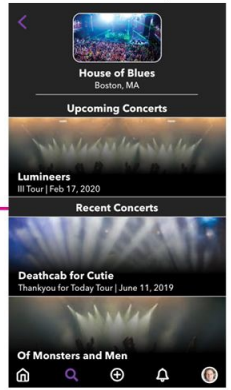


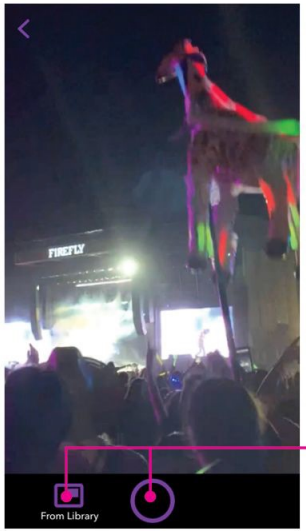
Public Concert Story
A curated story of memories from people who attended the concert

Listen on Spotify
Access a playlist which features each song from the concert setlist

Ticket Sales
Preview the prices for the tickets and access the third party ticket sales for the concert

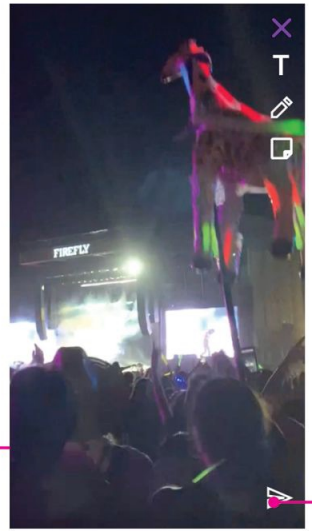
Venue Page
Concerts in the future or past





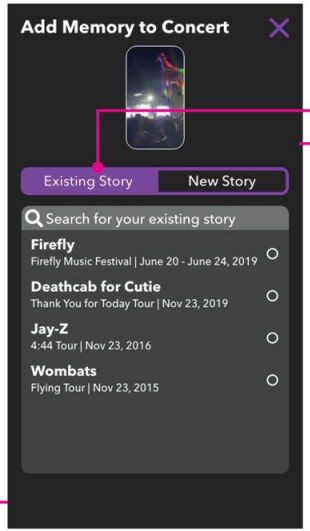
Capture New Memory

Take a new video or picture, or upload media from your phone's library



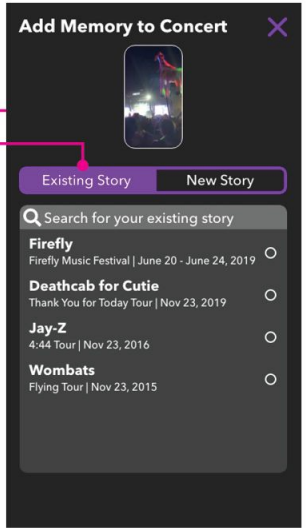
Edit Memory

Apply filters or stickers, or add text



Add to Existing Story

Add the memory to an existing story (if you already made a story for the concert)



Add to New Concert

Add the memory to a new story by searching for the concert story associated with the concert

Adding a New Memory to a Concert Story

Typography
Avenir Next

Heading
25 Bold

Sub Heading
20 Bold

Body
16 Medium

Caption
14 Medium

***Clickable Type**
Bold

Color Palette

#8A00DA #242424 #838383 #707070

Iconography

Improvements From First Prototype

Wins

- Tik Tok navigational style made sense
- Simplicity of color pallete

Changes/Additions

- Confirmation page before deleting concert memories
- Using moving video as a button for clicking into a concert story instead of clicking an eye icon
- Seperating login from sign up
- Spotify and Apple Music branded buttons
- Type for “like” button too small