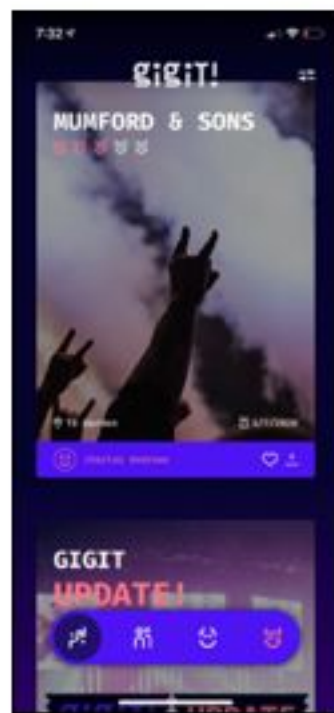
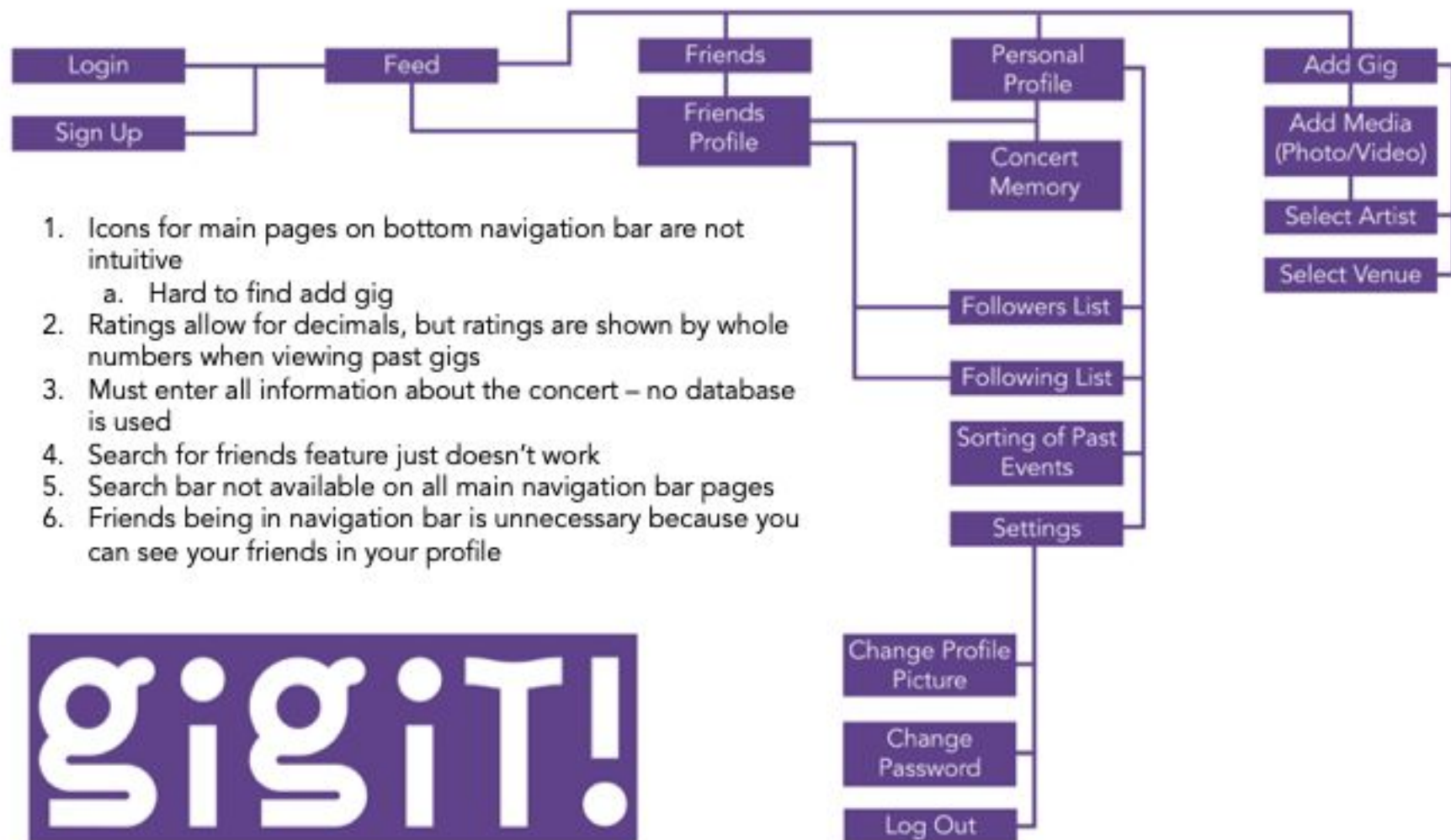


Front Row

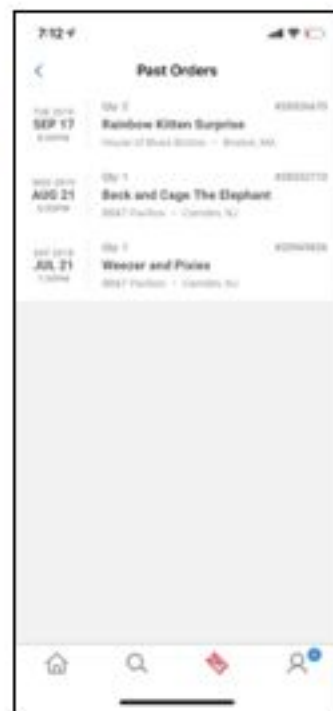
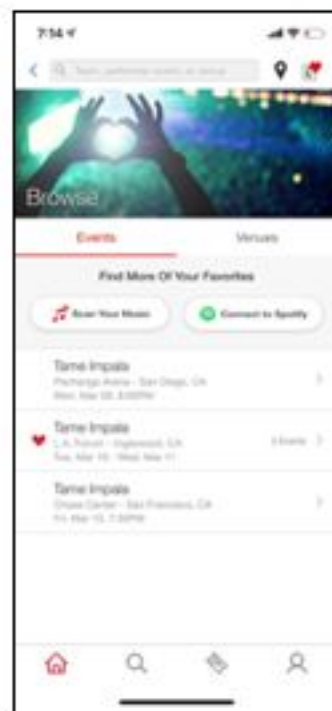
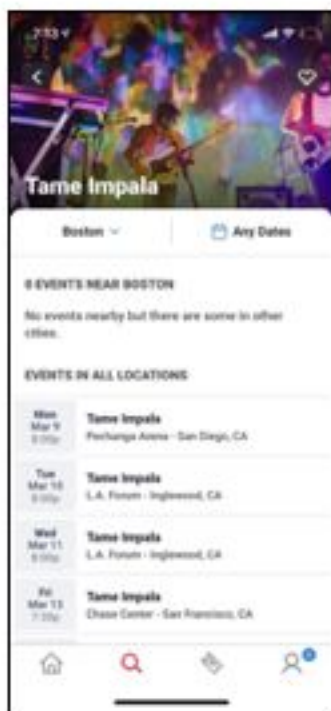
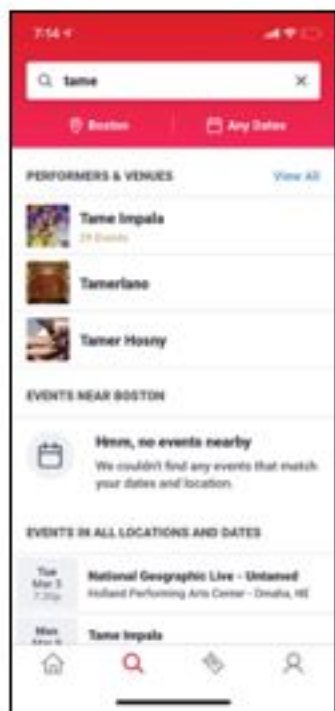
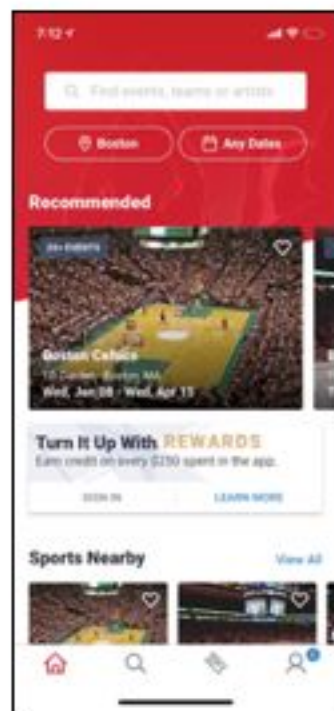
Final Presentation

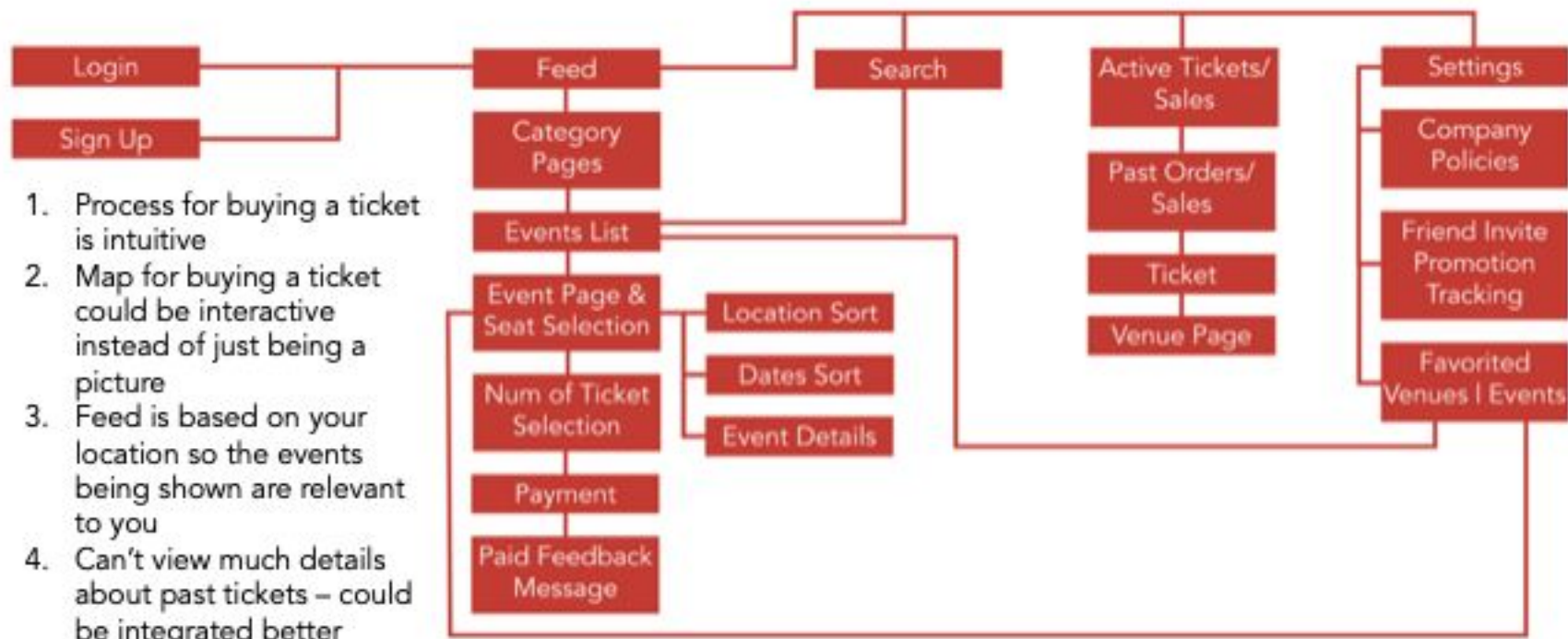
Bad Example: GIGIT!





Good Example: Vivid Seats

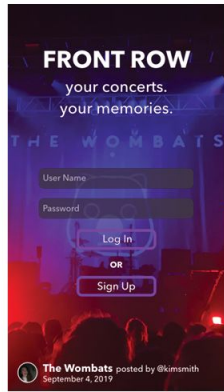




VIVIDSEATS®

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



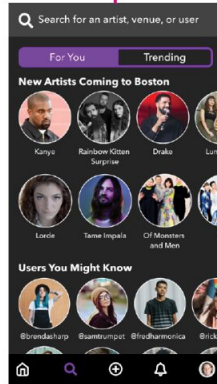
Login Page

Front Row Mobile Application Navigation Bar Heirarchy



Feed

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

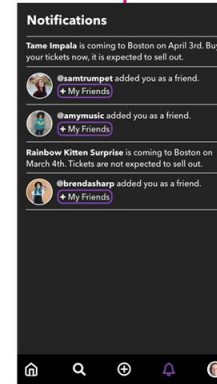


Explore

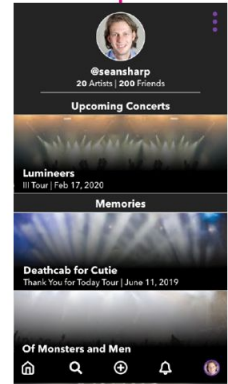
Find an artist, hashtag, user, or venue



Add to Story



Notification



Personal Profile

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

Friends Feed

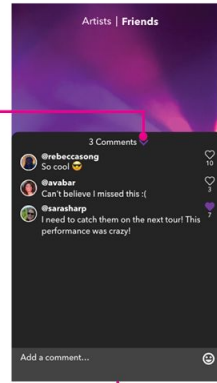
See only posts from friends



Share

Comment

Like a comment or make your own



Like Post



Share



Artists Feed

See only posts from followed artists

Comment

Like a comment or make your own

Like Post

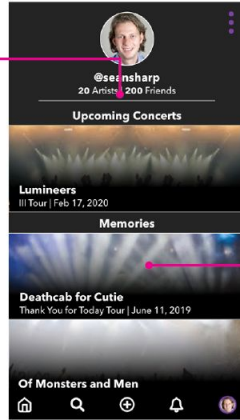
Front Row: Feed

Navigation of Feed

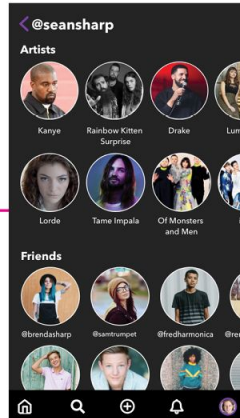


Swipe right/left to view more of a post

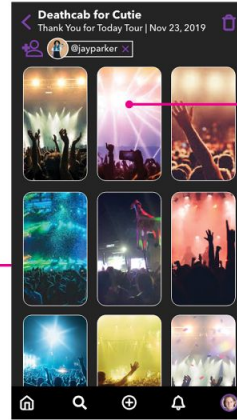
Swipe up/down to view a new post



Profile Main Page
Visit all concert stories in one place



Artists and Friends Network Page



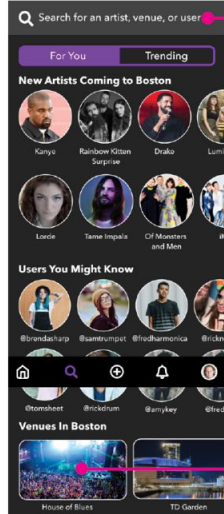
Artists Feed
View all memories from the concert in one page, erase entire story if desired



View Individual Memories
Erase individual memory or just view

Front Row: Personal Profile

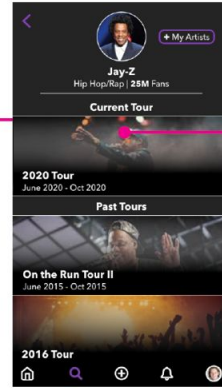
Search Main Page
View trending hashtags, recommended artists, users, or venues, or start your own search



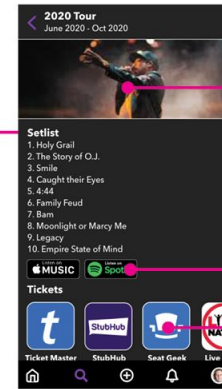
Search Results
View results sorted by type



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

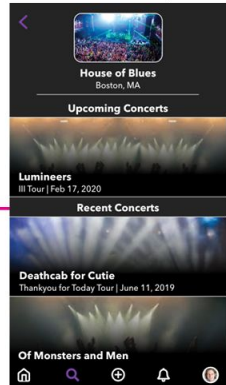


Public Concert Story
A curated story of memories from people who attended the concert

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

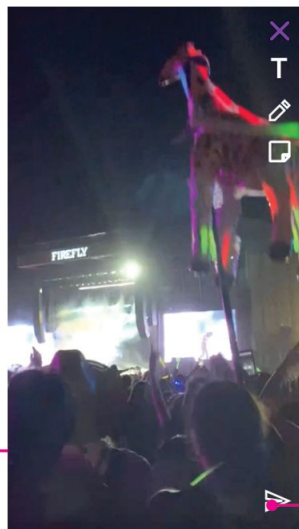


Front Row: Explore



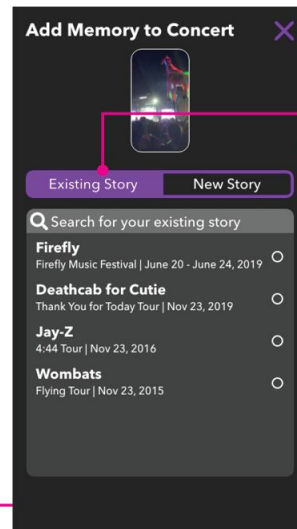
Capture New Memory

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



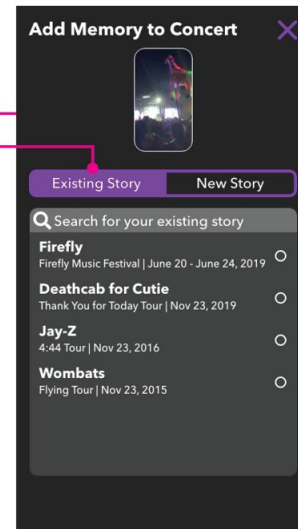
Edit Memory

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

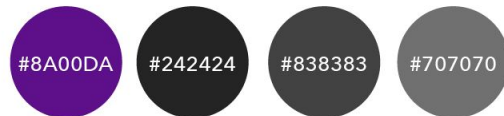
Caption

14 Medium

***Clickable Type**

Bold

Color Palette



Iconography



Prototype V1.0

Improvements From First Prototype

Wins

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

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
- Separating login from sign up
- Spotify and Apple Music branded buttons
- Type for "like" button too small

Prototype V2.0