

CONSHARETO

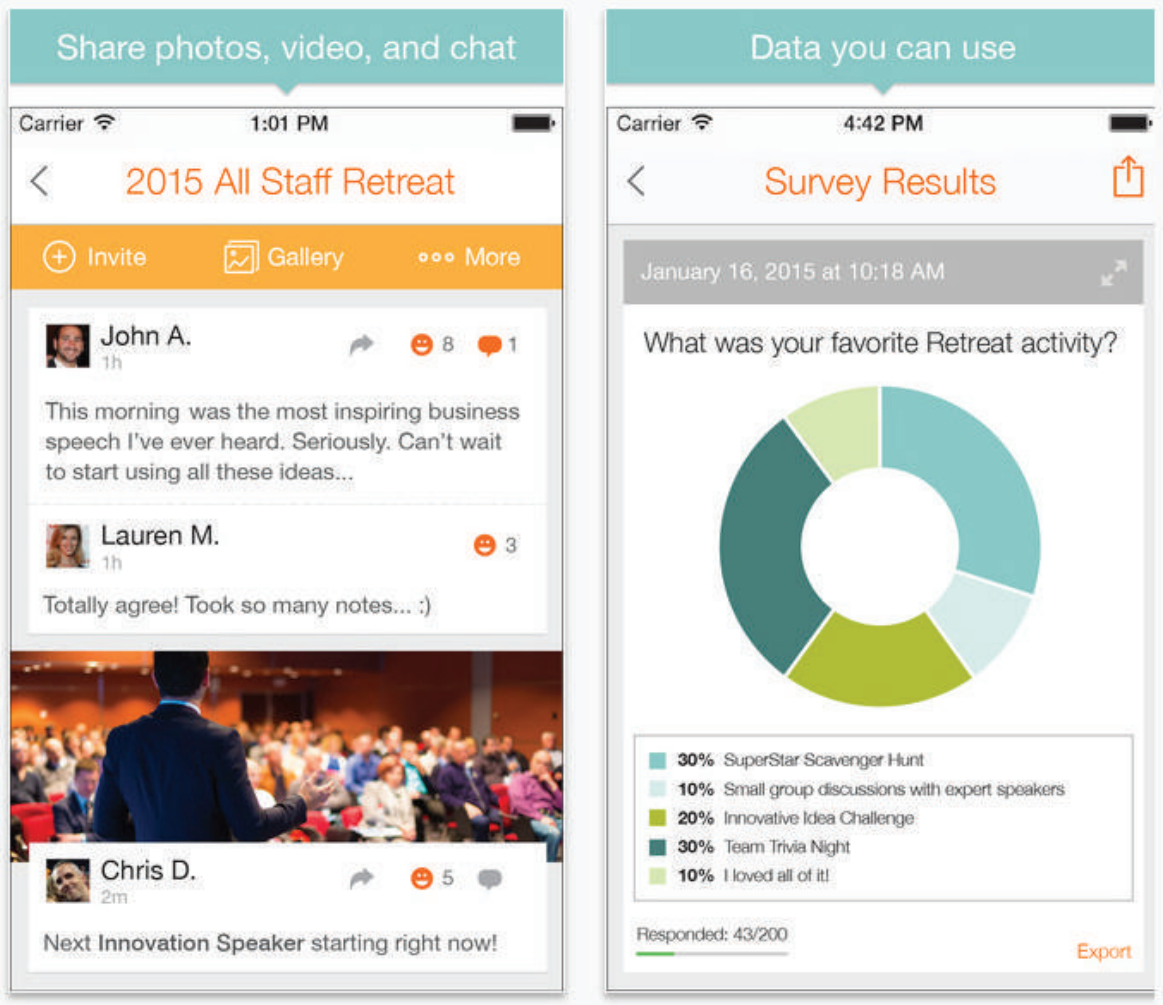
SHARE YOUR CONCERT EXPERIENCE

PROBLEM STATEMENT

Many people take photos at **concerts**, but often they don't have a place to easily **store, share** and **appreciate** similar **experiences** and photos.

Create a **concert** photo sharing application that will encourage **music lovers** to share their **experiences** and **passions** with each other and across social media, as well as **explore** new artists and tours in their area.

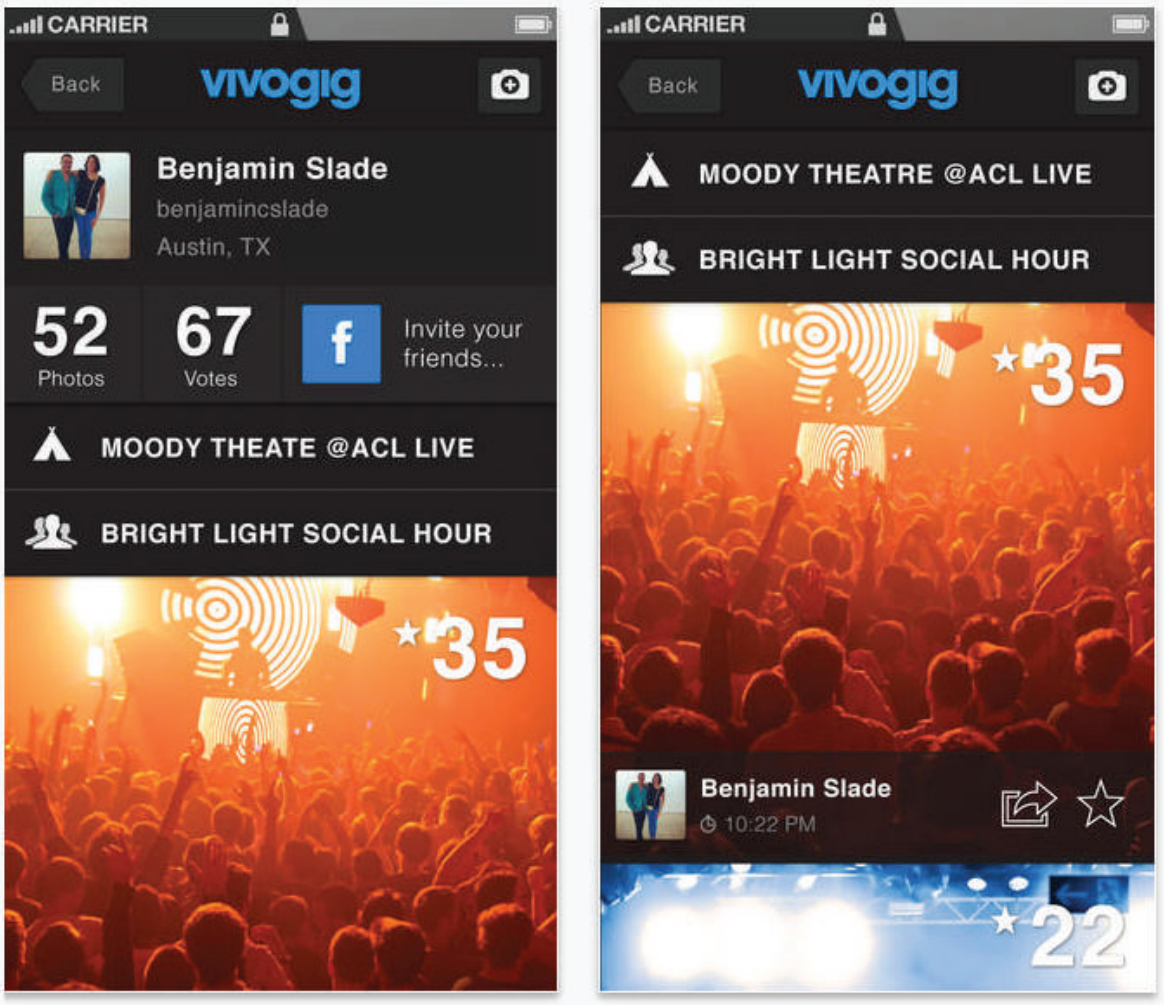
COMPETITIVE RESEARCH



Bonfyre is a **messaging** and **content-sharing** app.

Has **access to your media** on your phone and provides a clean system for **browsing and sharing** them, as well as **messaging** other users of the app.

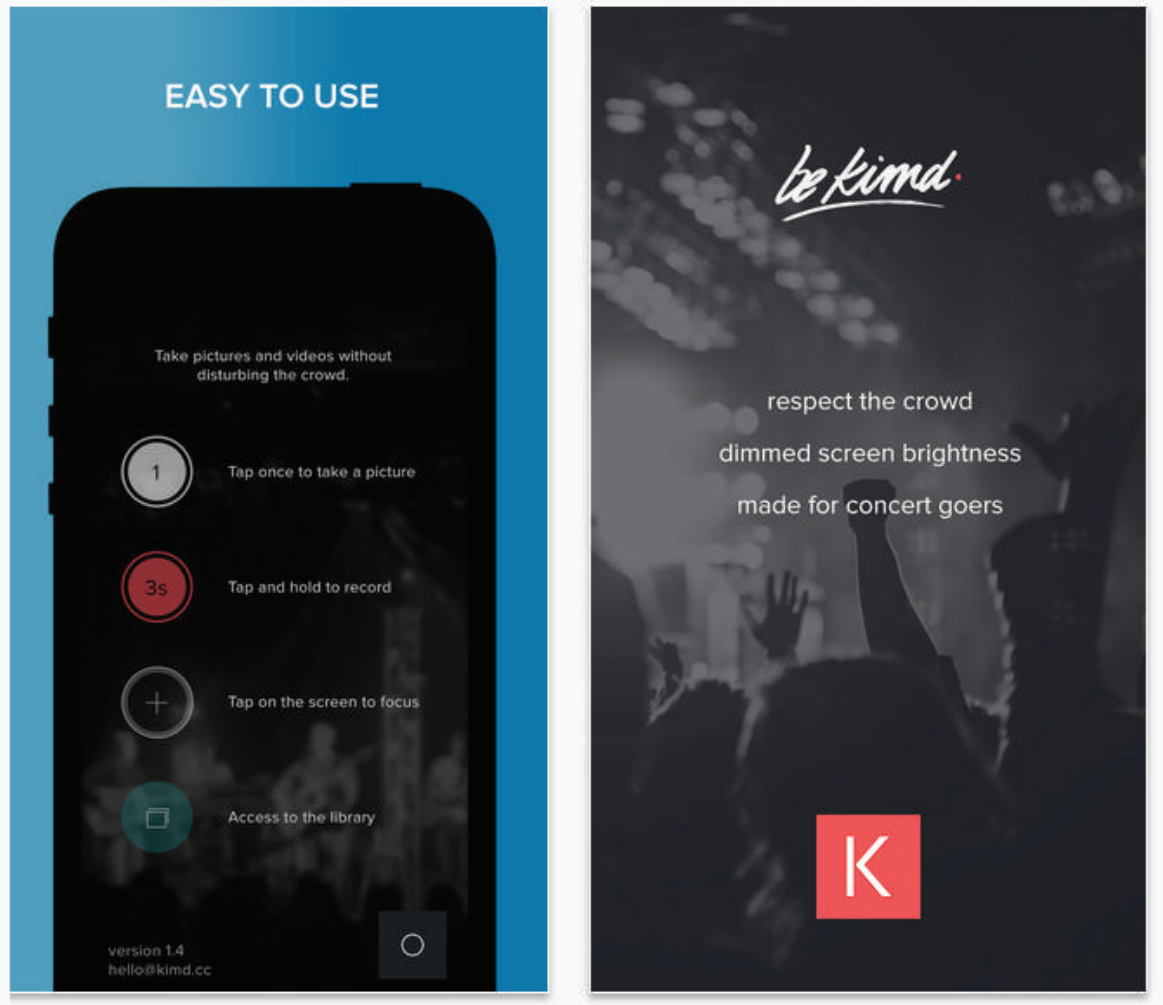
Verizon Wireless names Bonfyre the “**must have** app for **concerts**.”



Vivogig is intended to be easy to use **during concert**.

Capture, share and vote on photos of your favorite bands onstage without complex **hashtags or tagging**.

Also shows upcoming shows in your area, **advertising** for the **bands that you like**, or the **music tastes** you have.



Kimd is a **photo-capture** app but **does not focus** on sharing.

The main feature is it's ability to take photos with a **darkened screen** so that the user doesn't disturb other concert goers while taking photos.

Because it is **only for photo capture** and not sharing, Kimd's ui is **extremely simple** and has very **minor functionality**.

USER RESEARCH / SUMMARY

Major User Traits

16 - 24 yrs, male and female.

Highly engaged with **social media** and interested in **sharing** and **posting** content often.

Enjoy **taking photos** to remember and share their experiences.

Highly interested in the **music industry** and attending concerts of a wide range. Is interested in knowing when their **favorite artists** are playing, or **tours** are scheduled.



Joshua MaCavoy

22 yrs oldMale

Music Taste

Rock, Indie, Jazz,
Progressive.

Venues

Smaller venues such as
bars, restaurants, or
other local venues.

Lifestyle

Communications Major at Penn State University, though originally from California. Works **part time** at the **campus radio station** and on his free time he enjoys **Blogging** about **music** at local events.

Interests

Health-concious runner who enjoys craft beer music and **writing**. Eats healthy and likes to **engage** in social media to **create** his own content and **share** it with others.

Persona Statement

Josh enjoys blogging about music during his free time and has a relatively large following of similar students and readers. He has become known for his commentary of local bands. On a few occassions he has been invited by local joints or bands to come and watch them perform and write his review.

Due to his part-time job at the student radio station, Josh also receives press passes for larger venues and for some events that happen on campus. Because of the size of his school there are many musical performances that take place as well as performances by the students with an engaged musical community.

After graduation, Josh plans to move to a place where he can continue to enjoy music and live events often.

Technology Literacy

Tumblr
Twitter

Facebook
Flipbook

Android Phone
PC Laptop

Pinterest
Google Music



Catherine Jones

17 yrs oldFemale

Music Taste

Rock, Pop, Metal, and some Country.

Venues

Larger venues with big name bands.

Lifestyle

Currently lives in **NY** with her parents and still attends **High School**. After school hours she **works part-time** at a local grocery store and enjoys the music and science **clubs** offered.

Interests

Catherine enjoys **playing music** with a few friends during the weekends. She is not interested in any sports, but **participates** in science or talent **competitions** whenever she can.

Persona Statement

Catherine is very into social media and sharing her ideas as well as funny or interesting articles she finds online. She especially enjoys sharing pictures of herself (selfies) or pictures of things she likes. Her passions are music and science, and many of her friends enjoy spending time going to concerts as often as they can to socialize.

Because she lives close to New York City she has many opportunities for big-name bands and events that living in a smaller town would not allow for. Her parents encourage her interests, and have even allowed her to attend music festivals with older relatives. Due to her age, she does have trouble attending some of the smaller event venues for smaller name bands.

Cathy hopes to attend a school where she can persue a degree in Biology, and perhaps stay at a larger college where there are many opportunities for exposure to more music and events hosted by the school.

Technology Literacy

Tumblr
Twitter

Instagram
Pinterest

iPhone
Apple iTunes

Facebook

FEATURE SETS

Major Features

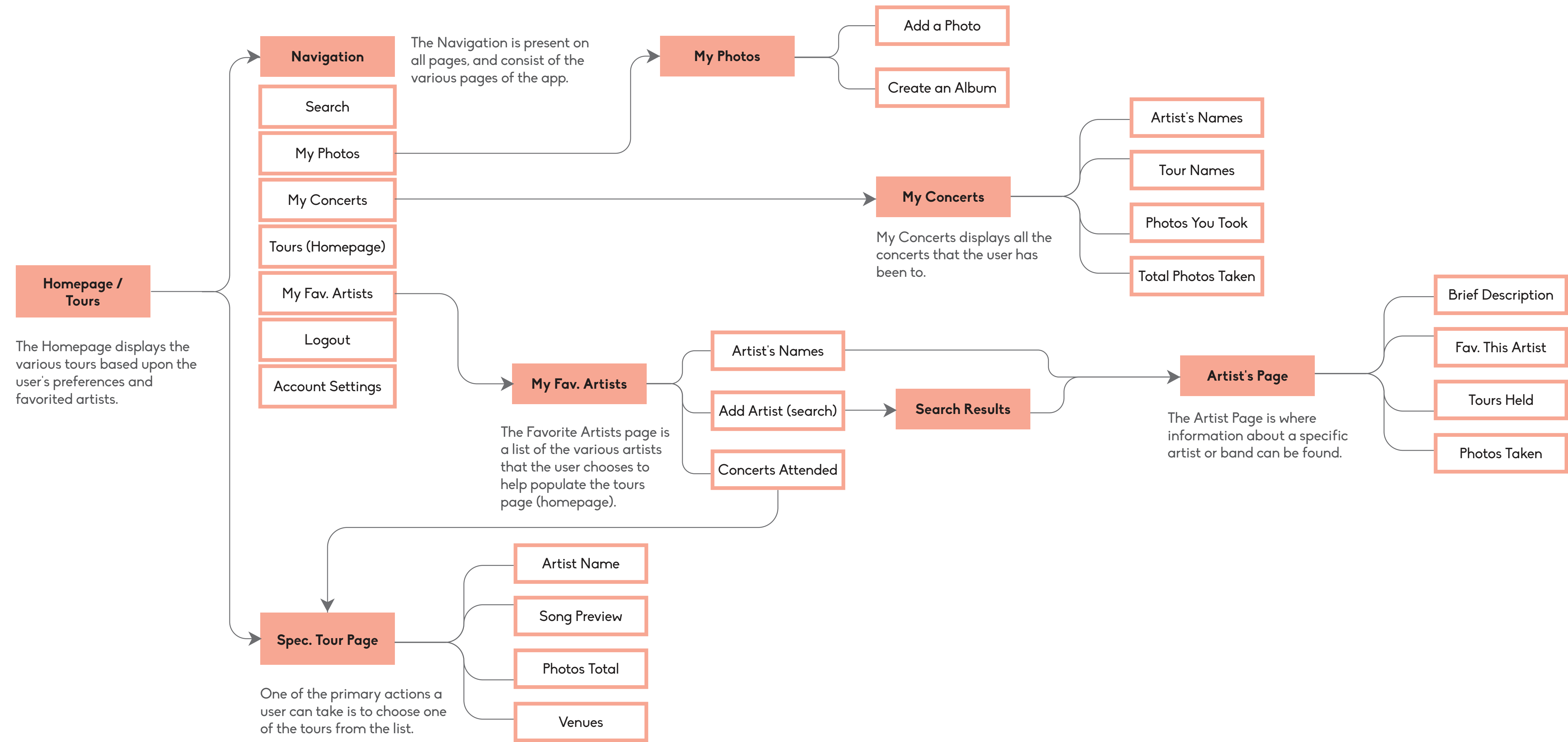
Settings on the user’s device will **change** if they use the **in-app camera** so that everyone can have a fun experience.

Photos appear on the **venue page**, or the **tour page** for the band so people can view and **share their experience**.

People can choose to **like, share, and comment** on individual photos, or the folder of a specific user, or that specific event.

Users can see what **other venues** the band is scheduled to play at, or what venues they had **previously visited**.

APP FLOWCHART



CORE USER FLOW



Joshua MaCavoy

Before the Concert

Josh is hanging out with some friends, when one of them **mentions a band** that is playing this weekend.

Pulling out his phone, Josh opens up **CONSHARETO** and **searches** for the **artist's name**.

Going to their **Artist's Page**, he reads a small bit about them and views their **photos** briefly. He really likes them so far, so he begins scrolling through their **tours**.

Coming to the **most recent tour**, Josh **plays the single song** and really enjoys it. He really wants to see them, and also thinks they would make a good article for the college newspaper, as well as a post on his own social media.

Viewing the **venues** for their tour, Josh quickly purchases tickets for himself at the venue closest to him.

During the Concert

During the concert, Josh really enjoys himself, and takes quite a few **photos on his phone** for later reference.

He really loves the band, and quickly **adds them to his favorites list** so that he'll find out when they're doing another tour soon.

Intermission comes up and Josh takes his photos and **shares** them across his **twitter** account.

A few people seem to be at the concert tonight, and so Josh decides to put a **link to the full album** of photos on his **facebook** wall.

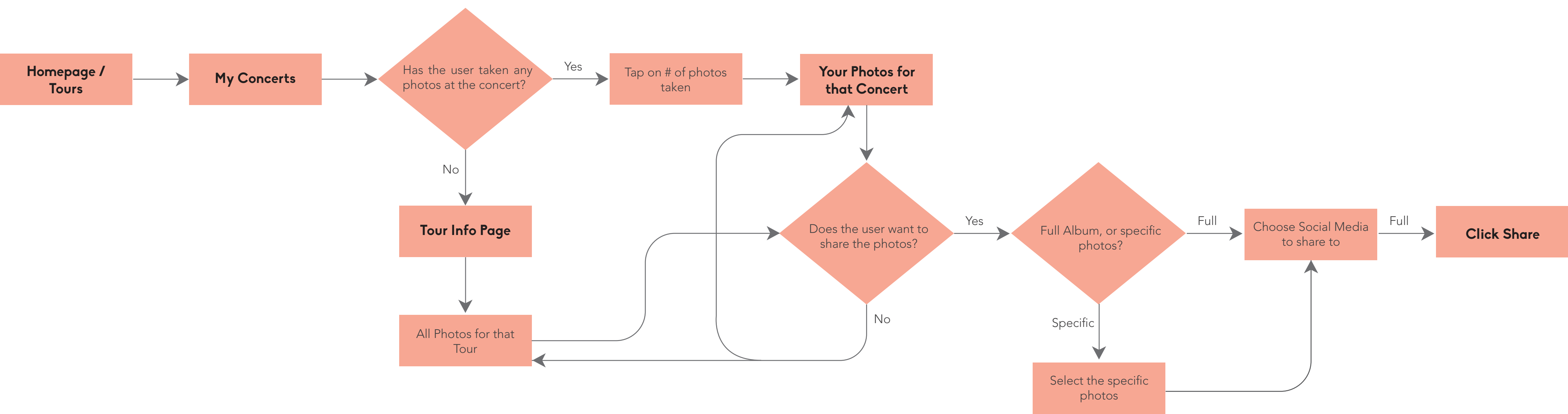
After the Concert

The next day, Josh looks at the **various photos he took** the night before.

Selecting the ones he really likes, Josh shares them on his **Tumblr and Wordpress**, with a blog post about his experience and about the artist.

WORKFLOW 1

Viewing photos from the previous night, and **sharing** your experience across your social media is part of what **CONSHARETO** is all about.



WIREFRAMES 1



Tours / Homepage

CONSHARETO polls information and also allows artists to advertise for their upcoming tours. These tours are displayed with a cover photo or a 'poster' based upon what artists the user likes, their previous concert history (one artist over another), as well as suggested tours that are similar to their interests.

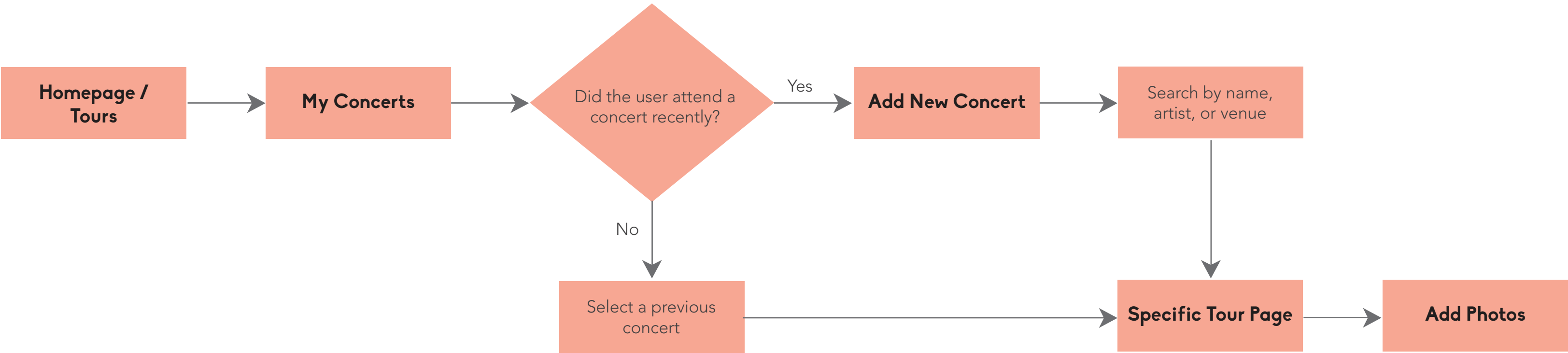
To navigate, the user can flip through the various posters by sliding right or left within the main center view.

Tapping on one of the 'posters' will take them to that tour page.

The list of posters will stop at the end of 15 suggested tours. They can choose to populate more to the list should they wish.

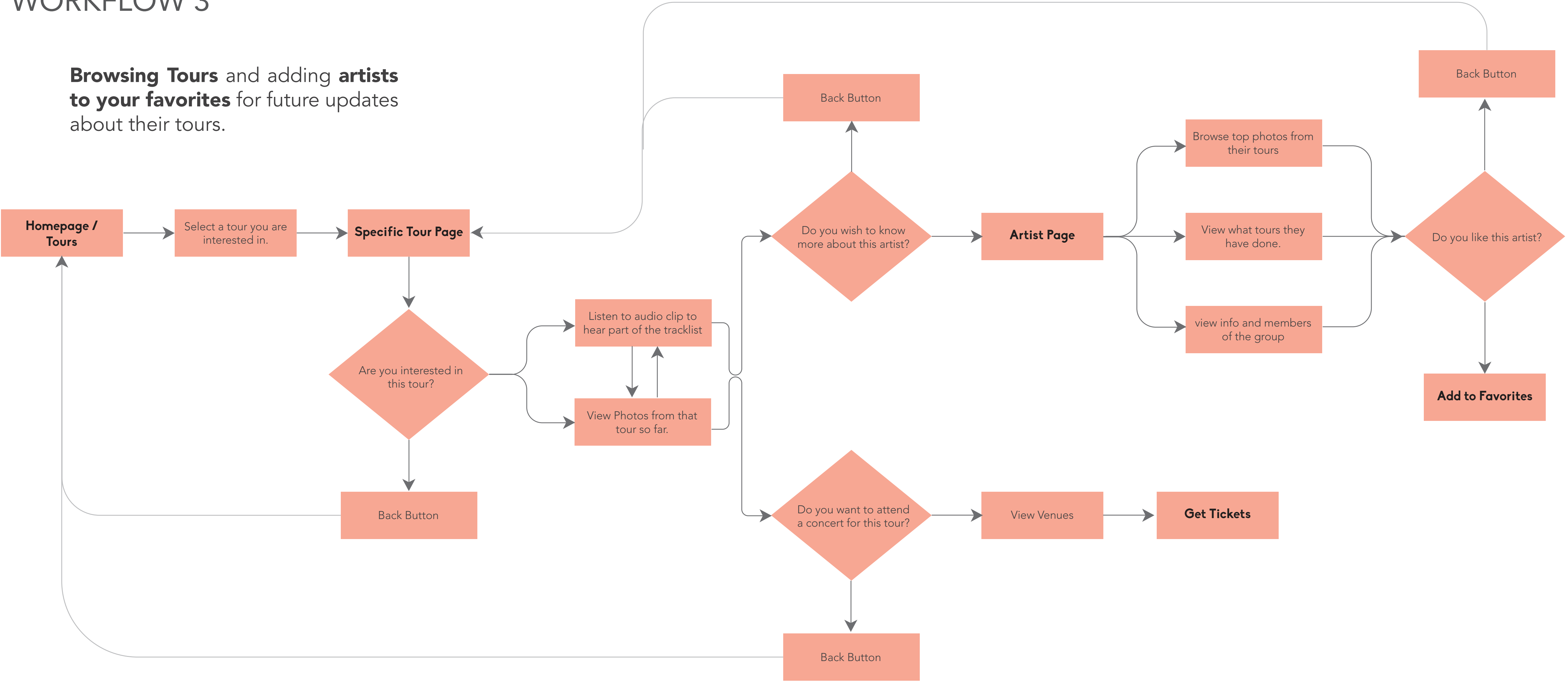
WORKFLOW 2

Uploading your photos to a concert/tour that you've been to helps others to see your experience as well.

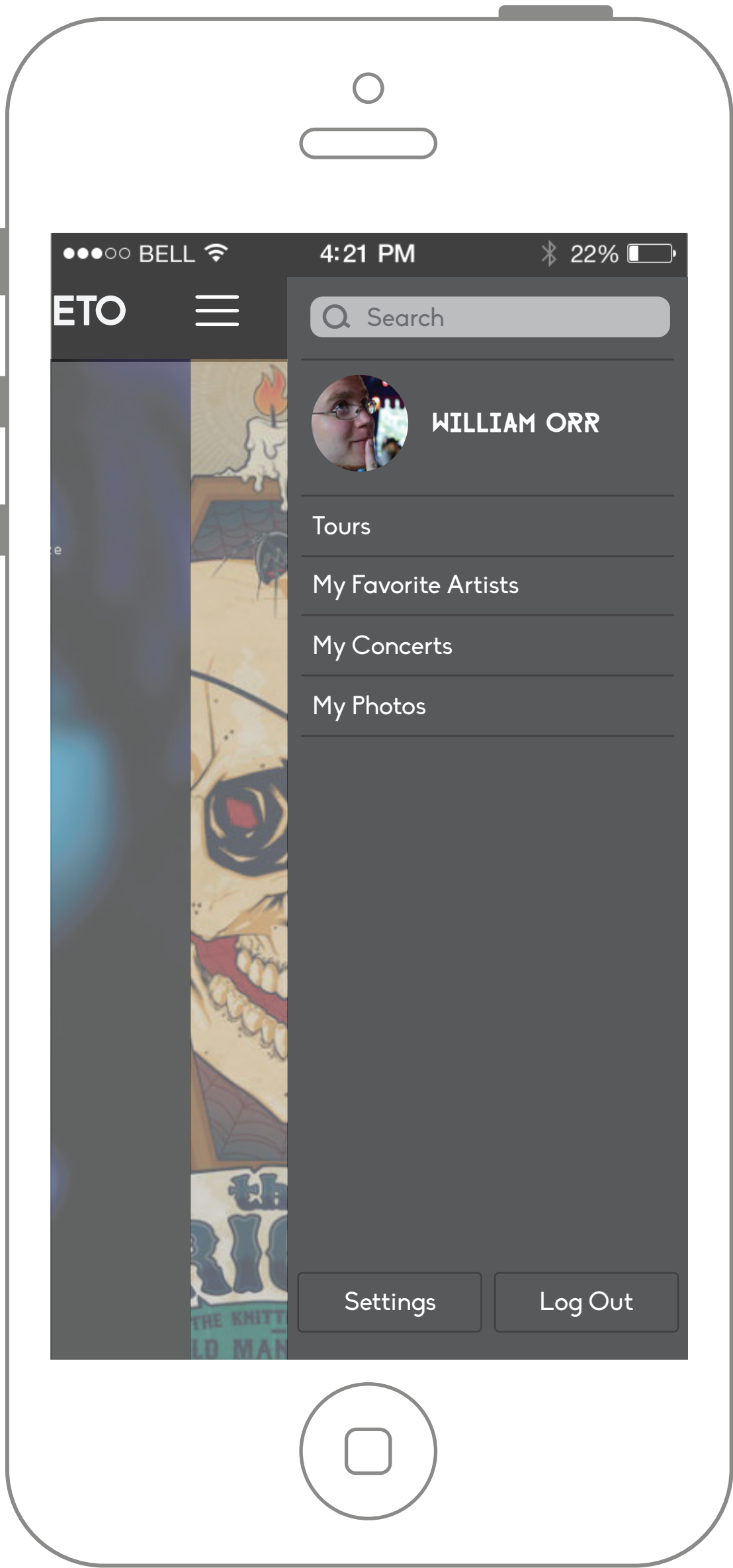


WORKFLOW 3

Browsing Tours and adding **artists to your favorites** for future updates about their tours.



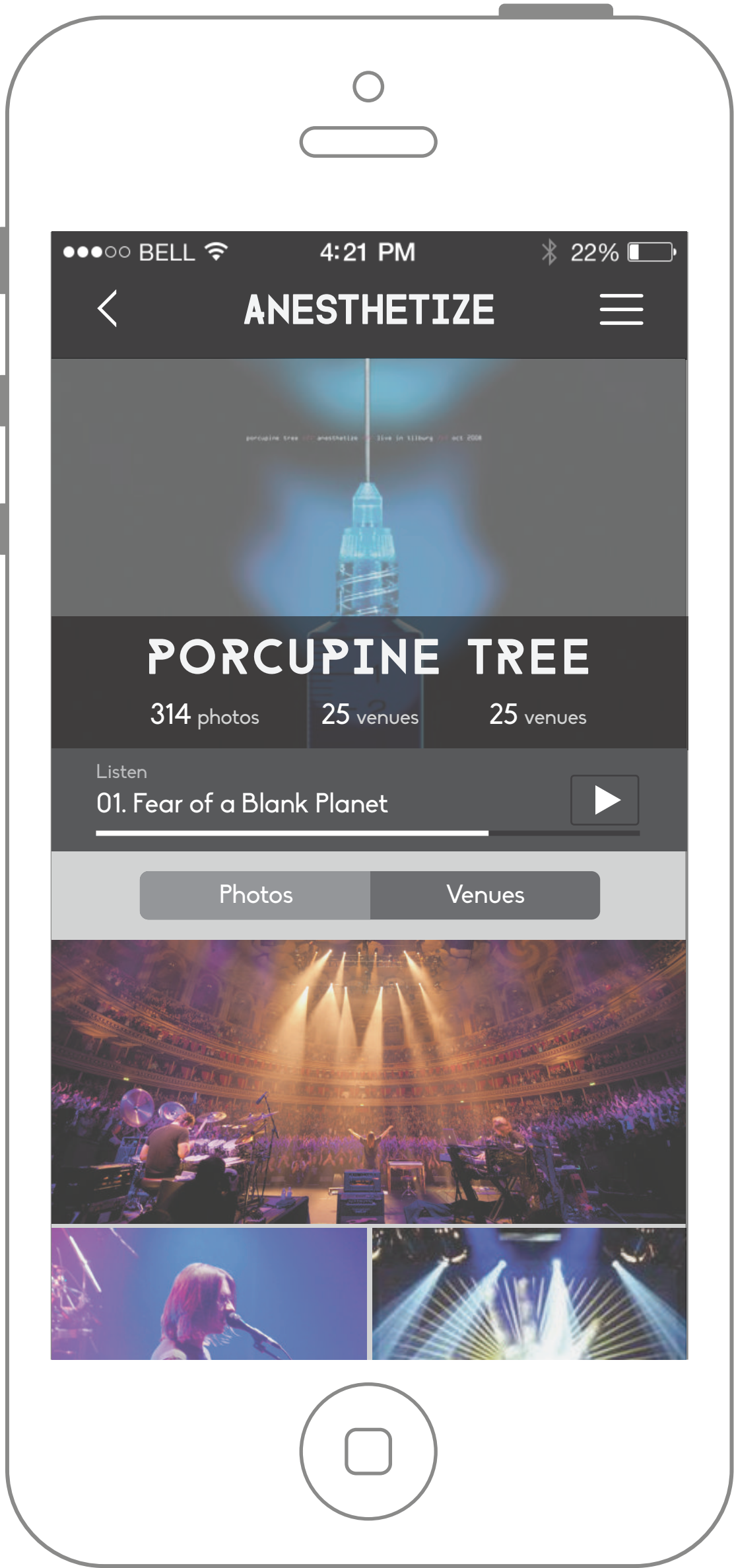
WIREFRAMES 2



Navigation

By pulling the top bar from the very far left to the right, the user can open up the side-navigation menu and navigate to their desired page.

WIREFRAMES 3



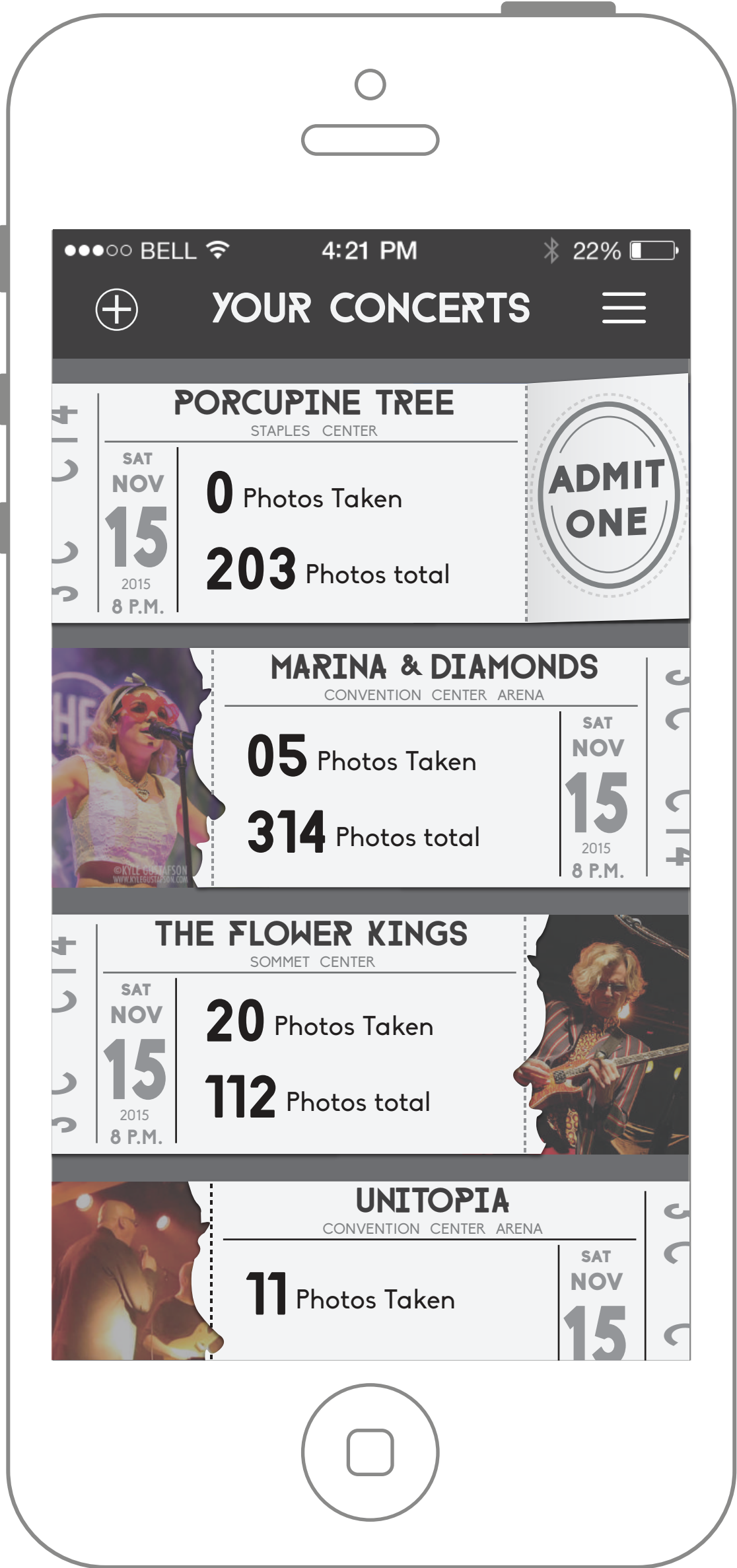
Individual Tour Page

Users like to see what tour as been like through other user photos, the venues they have played at, or perhaps they wish to purchase tickets for themselves.

The user can also listen to a soundbyte from the artist on tour to get an idea of one of their songs.

Should the user wish to get tickets, they will be redirected to an online ticket app or web address from which they can purchase the tour tickets they want.

WIREFRAMES 4

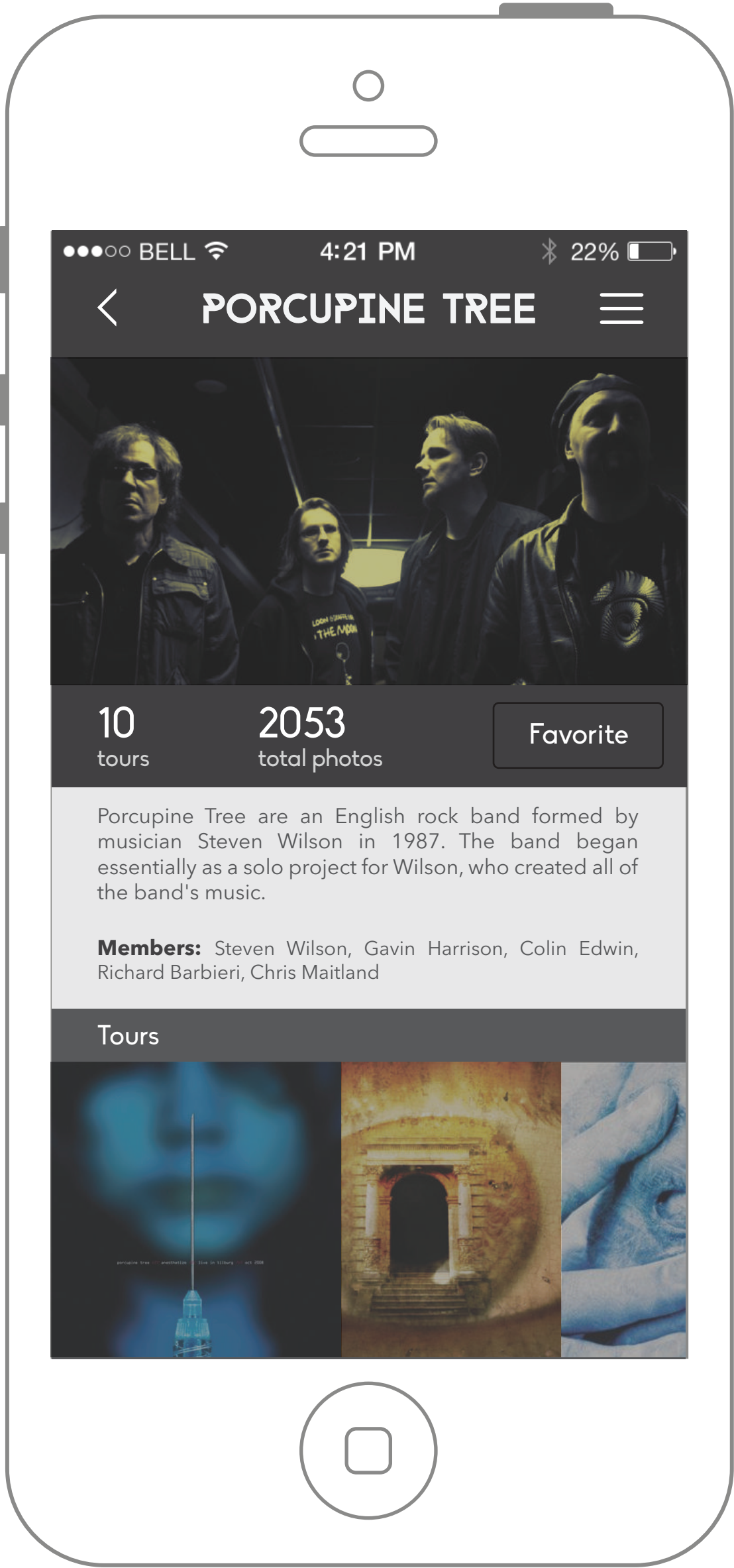


Your Concerts

CONSHARETO is all about the **concert experience**. Part of that experience is keeping track of the concerts you have attended and to show off your photos.

Ticket Stubs act as reminders of the concerts you have attended. By vieweing your **photos**, or photos others have taken at the event, you **won't forget a moment**.

WIREFRAMES 5



Artist's Page

Each artist or band has their own page, giving a small understanding of what they do. One of the most liked images from their tours is shown at the top, their music style, and the option to view either their tours (posters), or the top photos from their previous tours.

Users can ‘like’ the artist to follow them and add their tours to their list, view their photos, or view their tours and the photos for each tour.

WIREFRAMES 6



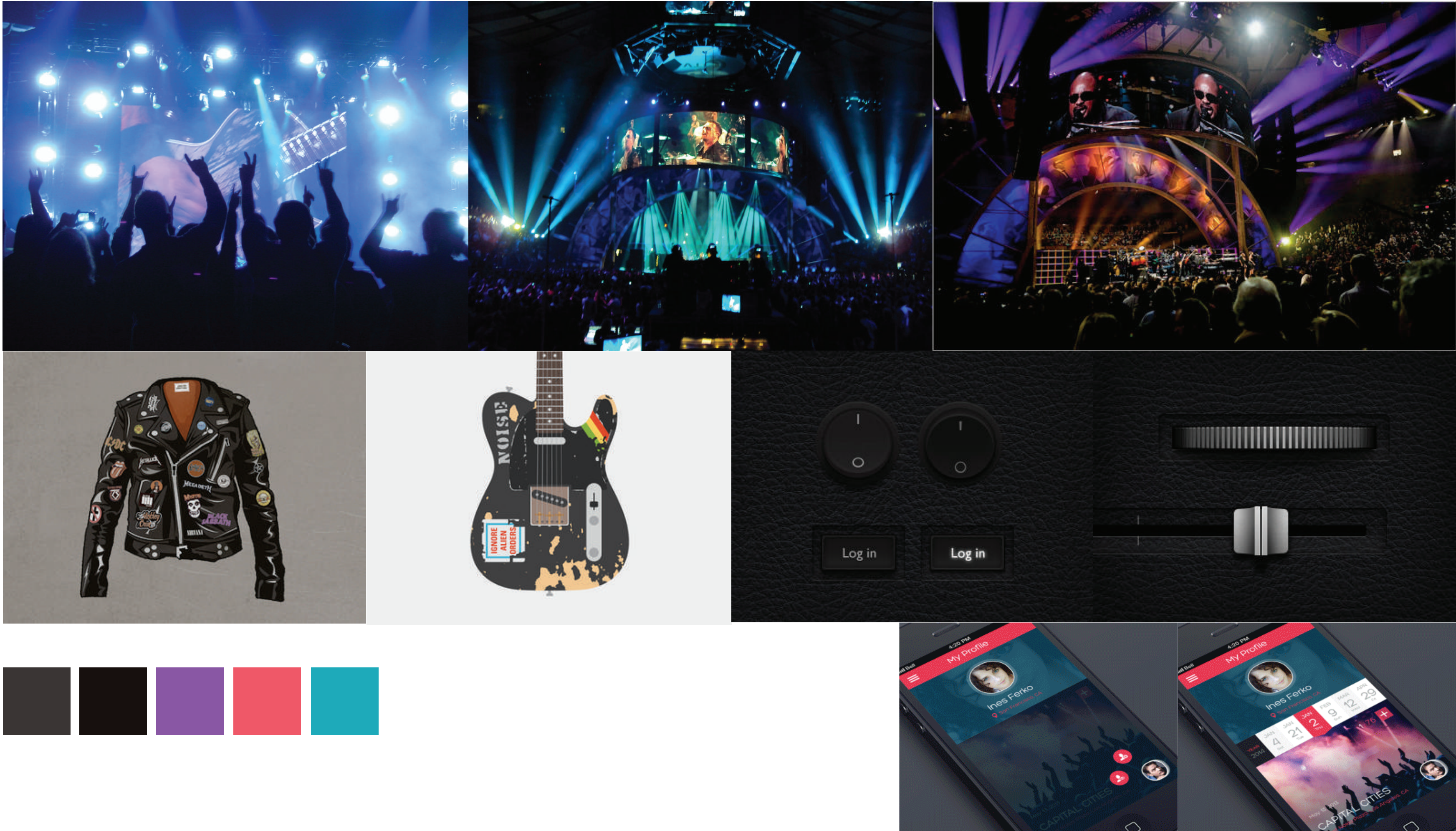
Photos Page

The tours page showcases some of the photos of the recent tour, taken by users. Either by the user’s most recent concert, past concerts, or tours they are interested in, they can view the photos that they took, or that other users took during the concert.

Users have the option of sharing individual photos, or the entire album for that venue and tour.

FINAL MOODBOARD

LIGHT SHOW
ROCK AND ROLL
LEATHER JACKET
FLASHY
ENERGIZED
AMP

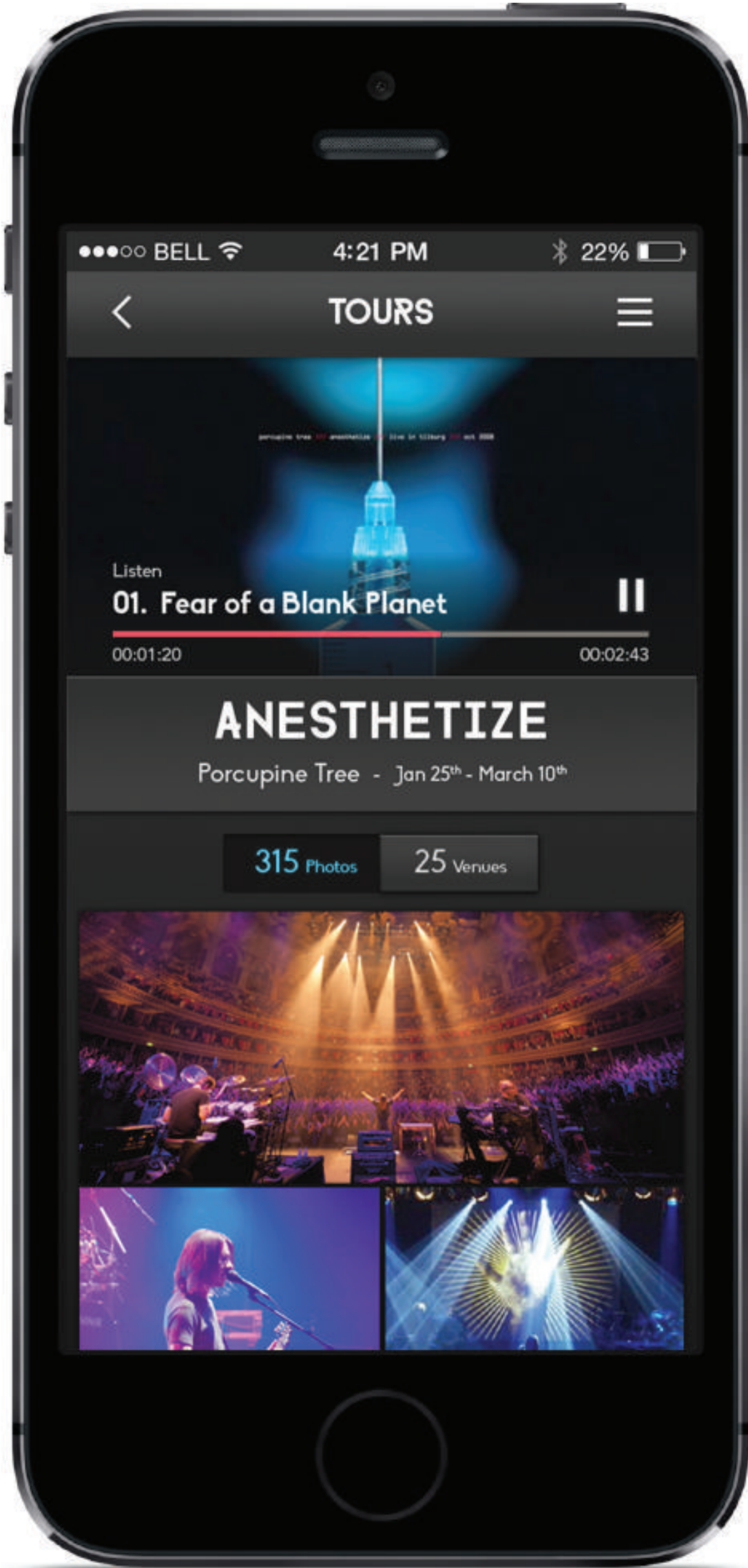


FINAL DESIGNS

LOGIN PAGE

TOURS PAGE

INDIVIDUAL TOUR
INFO PAGE



FINAL DESIGNS

PHOTOS PAGE (w/
selected photo)

SIDE-NAVIGATION

ARTIST'S PAGE

