BTWFW

Find Venues. Source Talent.

Randy Larson

Duration: 3 Weeks

Google Docs, Figma, Zeplin

The Challenge

There are currently no resources that lend themselves specifically to the "Do It Yourself" live music concert promoter. Moreover, given that the independent music scene based on the DIY mindset, bands are often required to seek our their own performance spaces and book their own shows.

The BTWFW application was conceived and designed to aid both the promoter and the indie band and help solve this recurring issue.

Discovery:
Research & Analysis

A pair of surveys were offered using **Surveysparrow.com** to gain knowledge about the users' communication and device habits, as well as what sort of obstacles they encounter. The results were fairly obvious but it became apparent that the process of booking concerts really hasn't changed much in the last few decades. This lends credence to the concept of this application.

survey sparrow
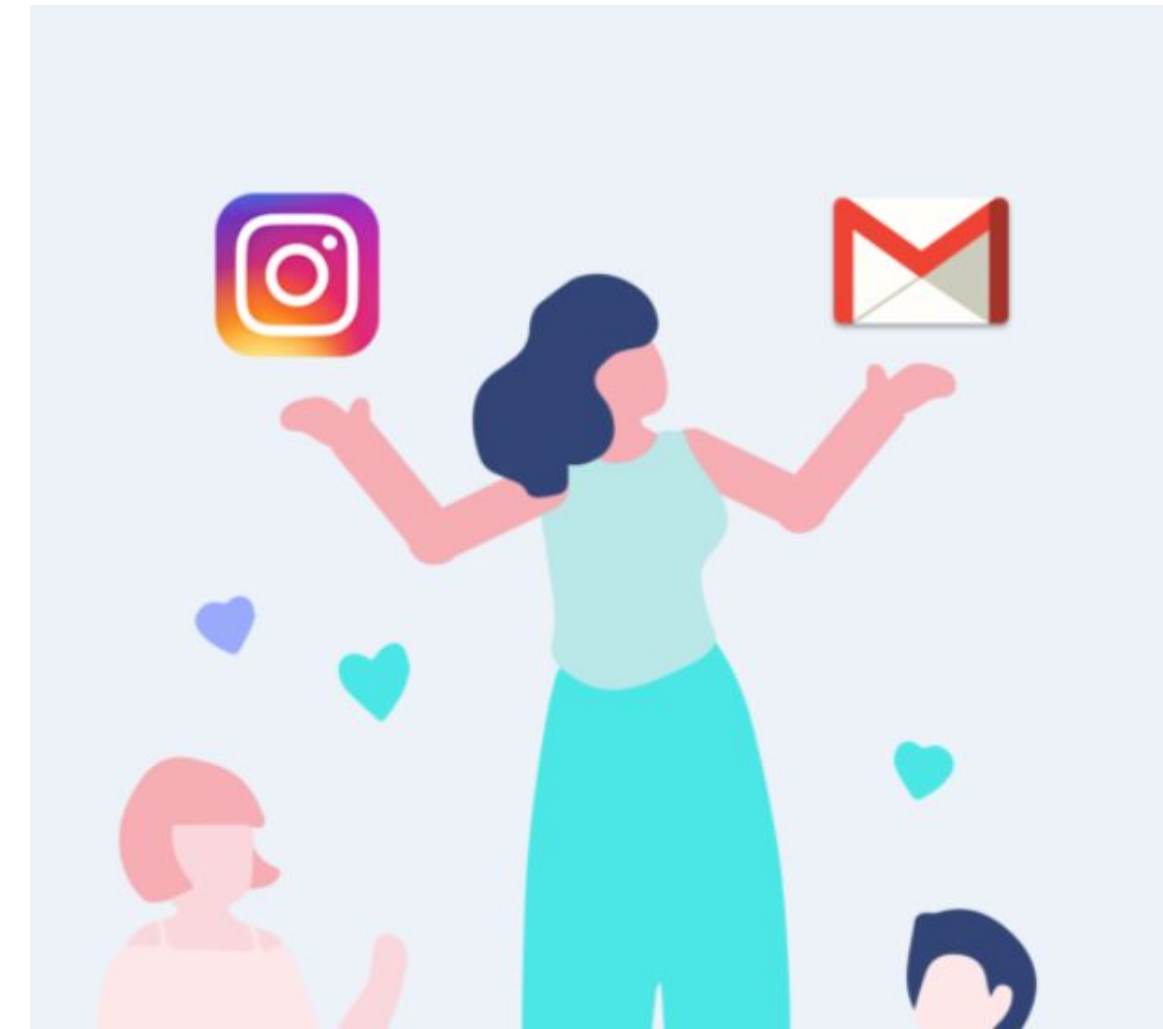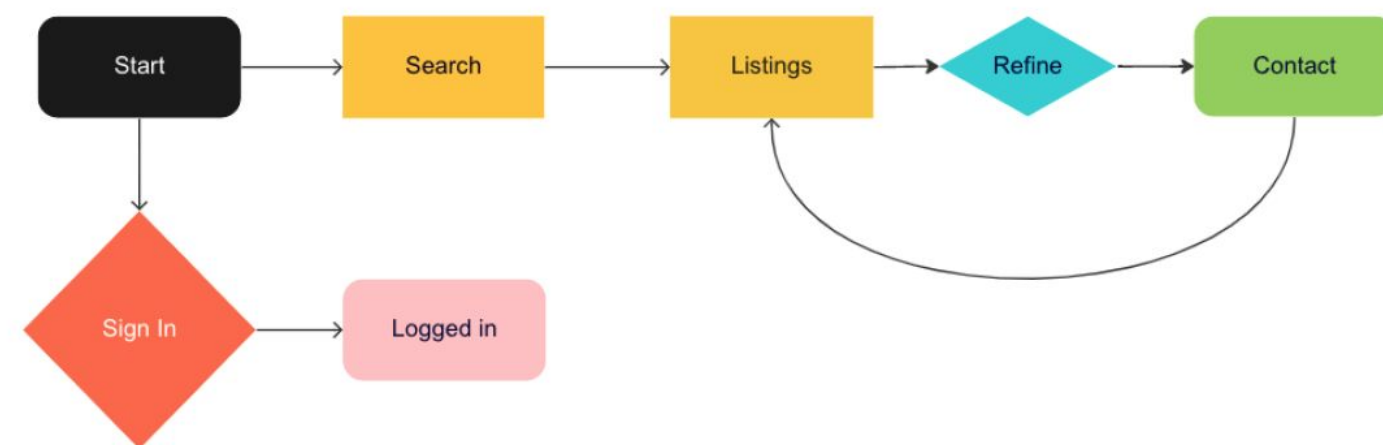
Design: Concepts & Sketching

It made sense to design this application from a mobile-first perspective as **more than 50% of the participants use their phones** to plan their events. Because of this, all of the following screens imply use on a mobile device, however, final release will likely be a responsive web app.

Beginning with low fidelity sketches, ideas and simple processes were planned in a way that made sense. This seemed to persist into mid-fidelity designs but changed a bit once the user flows and prototypes were built.

Several erroneous features were removed to supply the users with a simple process for searching and contacting venues.

Develop: Prototyping

Using a combination of Adobe Photoshop and Figma, prototyping the initial design revealed a few concepts that required refinement. These included updating the accessibility standards and paying additional mind to the sorting feature.

Additionally, the communication process was brought into question and solutions that were reinforced by testing required at least one additional iteration.

View the first prototype here.
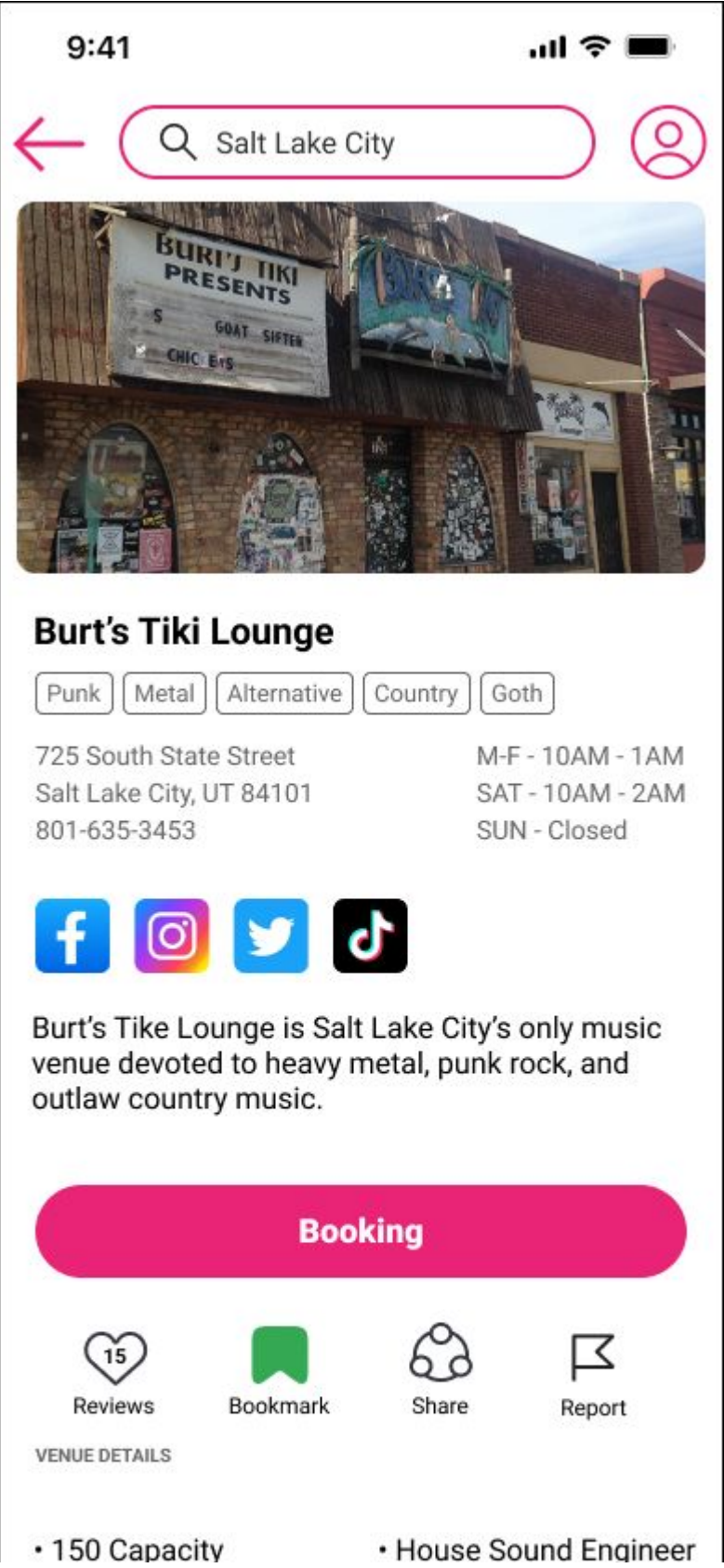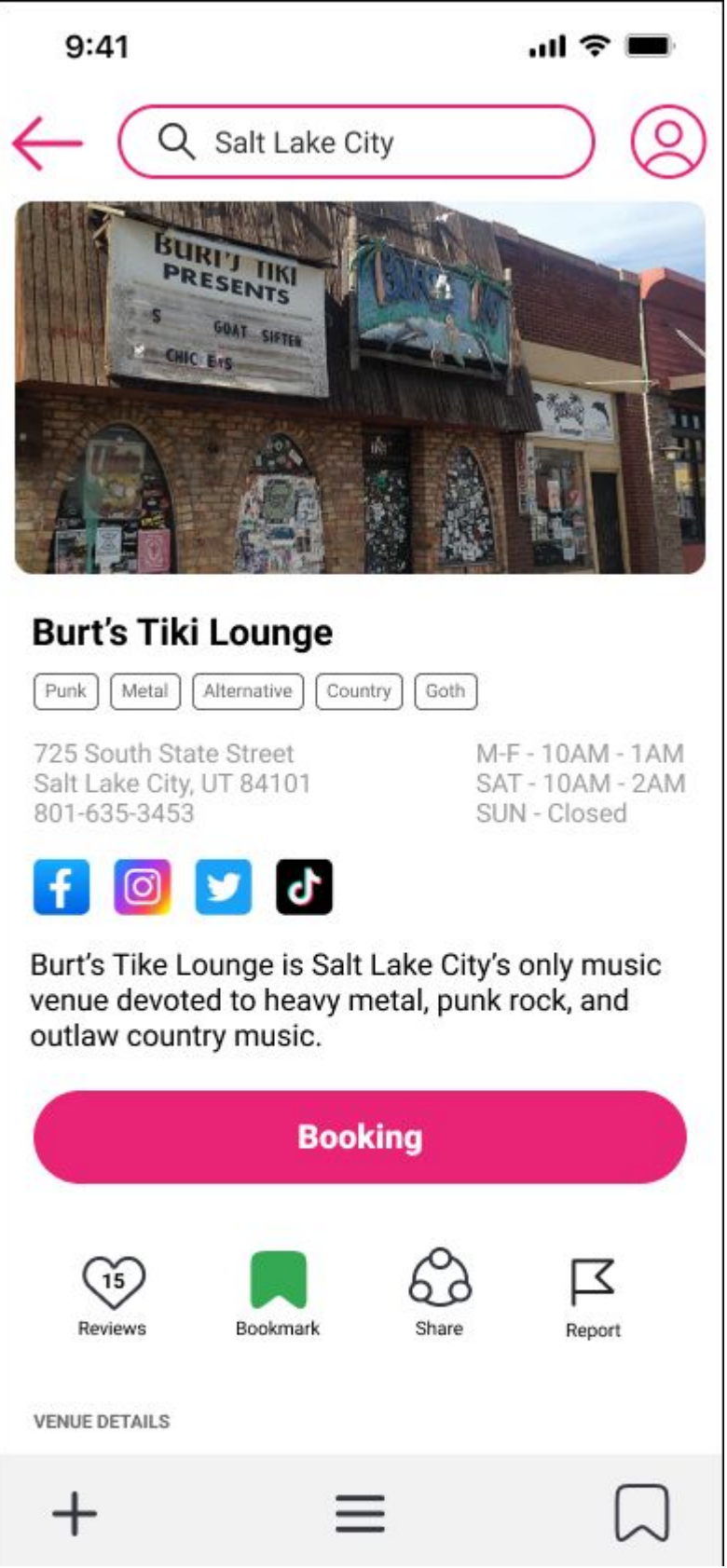
Design: Iteration

Testing and revisions to the initial design payed off as the user flow was finalized and the design entered its final stage.

The realization that **all users should have access** to the data without the need of an account became the standard. This decision requires that only members have the ability to contribute. This makes the most sense and will help reduce the amount of moderation that is needed once the application is live.

Solution & Impact Overview

The final design takes into account the need for social media-based communication as well as a simplified user flow. User accounts are no longer required and accessibility standards have been implemented.

This revision will become the version one candidate for programming.

View the complete prototype here.
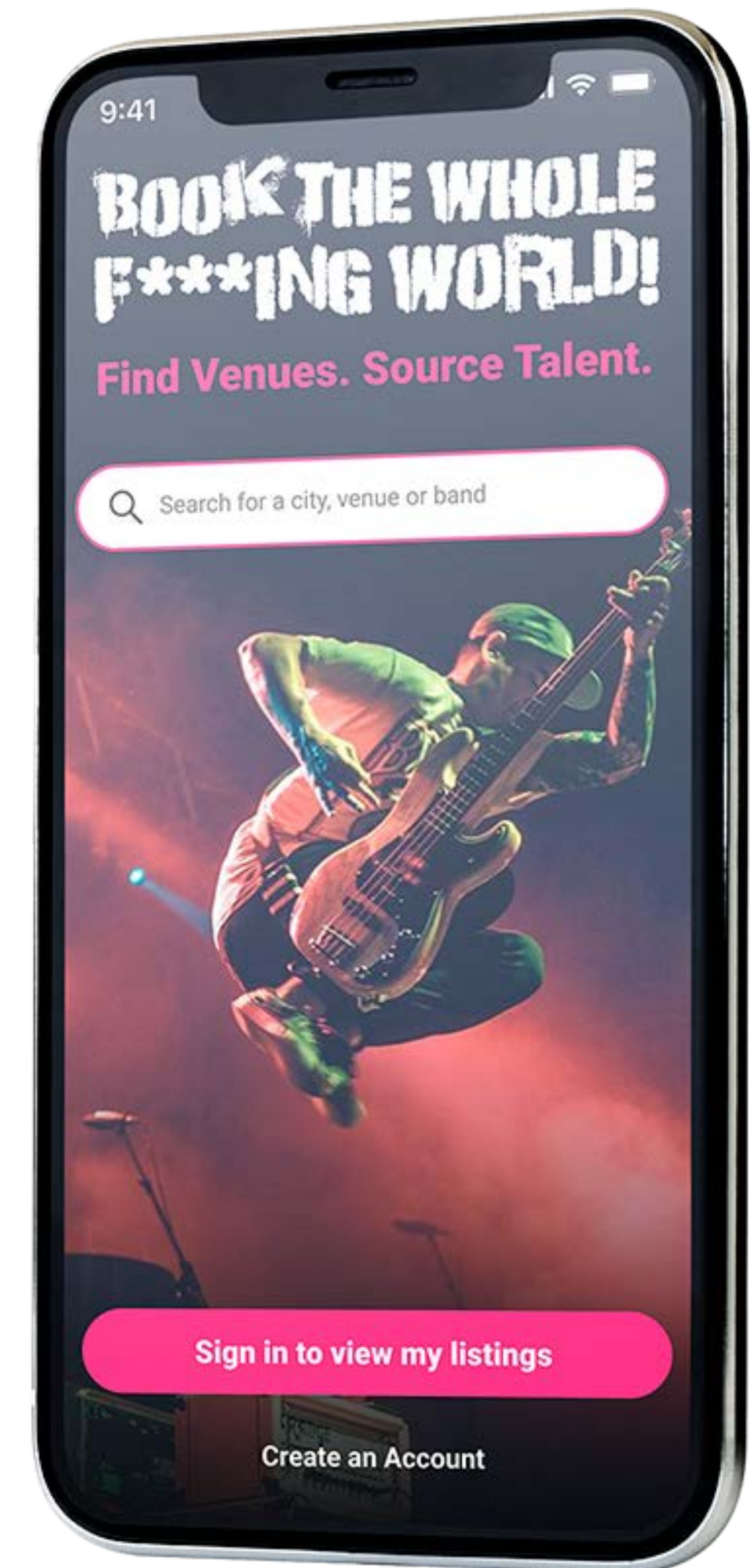
About Me

I have been designing websites since the near-infancy of the internet. Since then, I have serviced a multitude of clients in all manner of businesses, non-profits, corporations and personal projects. My background is in Graphic Design, but my skills have evolved to include front-end development, planning, project management and UX design.