

2021

Assignment 2

Design Document

COSC2653

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Introduction

The purpose of this prototype is to make it easy for musicians and entertainment providers who are current members to be able to manage their performances, schedule their performances, find jobs in their area that have been advertised, and promote their performances on social media platforms.

The client is an independent artist non-profit organization who wishes to create an application for their members so that they can manage and schedule their performances as well as help them discover jobs that are advertised in their location, the client also wants its users to be able to promote their performances on social media platforms. The current application will be designed on an Android mobile device and a proposed application name of 'Beats Euphoria' is suggested and will be used. The Prototype can be viewed at the Figma website by the following link: [Beats Euphoria Prototype](#).

The app will display the user experience after the login process and is displayed from the main home screen. The app also would include using the user's postcode that they have provided at signup and given their permission to use, this would be how the app would determine location boundaries for the user to find local performances that they can apply for.

User Groups

The Beats Euphoria app targets four main user groups such as a solo artist, groups, bands, and Orchestra, these groups are listed in more detail below:

Solo Musicians

Solo musicians have many variants, these variants could be someone who has just started out or it could be someone with a large amount of experience, they could be young or old and they could have a particular genre type which could range from classical to rock, they could also sing or possibly play an instrument such as a guitar or piano or they could play many more. With this app though we will be focusing on the following attributes:

- Age 18 to 50
- Amateur to Professional experience
- Multiple genre types
- Multiple Event types
- Sings covers or original songs or a DJ.
- Plays Instrument

Groups

Groups have many variants although it would more focus on a gathering or a performance, this group could include a boy or girl pop group like the spice girls or the new kids on the block, it could also include many other groups that are out there, this group could also include a choir singing group, or even a Capella music group. This group could also include instruments that they play, they could be young or old and have limited experience or well educated. With this app though we will be focusing on the following attributes:

- Age 18 to 70
- Amateur to Professional experience
- Multiple genre types
- Multiple Event types
- Plays Instrument
- Small to large amount of equipment

Bands

Bands would include a group who is more specific and would usually or most of the time play instruments, this group could be similar in style to a band like ACDC, Led Zeppelin or even the Beatles. The band could be your traditional band who has a lead singer, bass guitarist, electric guitarist and have a drummer or they could be a brass band. With this app though we will be focusing on the following attributes:

- Age 18 to 70
- Amateur to Professional experience
- Multiple genre types
- Multiple Event types
- Plays Instrument
- Medium to large amount of equipment

Orchestra

An Orchestra is made up of many performers, these performers could be the conductor, or they could play one of the many instruments like a violin, piccolo, flute, trombone, trumpet, French horns, tubas, clarinets, or they could be a percussionist etc. An orchestra may not be the traditional type that we have come to know such as a chamber or a symphony orchestra and could be something other like a jazz orchestra, they could also be from different cultures and or backgrounds. With this app though we will be focusing on the following attributes:

- Age 20 to 70
- Amateur to Professional experience
- Selective music genres
- Small to large number of musicians
- Requires Large Space`

Entertainment Providers


An entertainment provider could be someone who supplies and or connects businesses such as a pub, club, or a small bar with a musician, they entertainment provider could be someone who wants to run a public event and wants to provide some sort of entertainment or could be someone who would like to have a performer come and do a public speech about their experiences and advise. With this app though and with this entertainment providers we will be focusing on the following attributes:

- Connects Musicians to businesses
- Connects Musicians to venues
- Connects Musicians to social clubs
- Connects DJ's to venues
- Low to high technical skills


Personas

Three personas have been created to show examples of different musicians and their different styles, abilities, and their directions that they are trying to pursue.


Jorge Garcia

Jorge Garcia											
	<p>Profile: Jorge works for a major Australian based company as a fitter and turner, Jorge is part of a band which includes four members, Jorge is the lead singer, a guitarist and the mc, Jorge and his band usually play on weekends, so they can maintain full time employment, Jorge's band specialize in weddings, birthdays and party events.</p> <table><thead><tr><th>Goals</th><th>Frustrations</th></tr></thead><tbody><tr><td>Jorge would like for the band to be able check and monitor their events and up and coming events that they can try to get.</td><td>Jorge is frustrated that currently sourcing work can be long and tedious as they currently must manually check and call venues which takes time.</td></tr></tbody></table> <table><thead><tr><th>Attributes</th></tr></thead><tbody><ul style="list-style-type: none">• Singer• Song writer• Guitar player• Master of Ceremonies• Teacher</tbody></table>	Goals	Frustrations	Jorge would like for the band to be able check and monitor their events and up and coming events that they can try to get.	Jorge is frustrated that currently sourcing work can be long and tedious as they currently must manually check and call venues which takes time.	Attributes					
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<table><tbody><tr><td>AGE</td><td>46</td></tr><tr><td>Occupation</td><td>Fitter</td></tr><tr><td>Location</td><td>Melbourne</td></tr><tr><td>Music</td><td>Singer / Teacher</td></tr><tr><td>Hobbies</td><td>Motor Bike</td></tr></tbody></table>	AGE	46	Occupation	Fitter	Location	Melbourne	Music	Singer / Teacher	Hobbies	Motor Bike	
AGE	46										
Occupation	Fitter										
Location	Melbourne										
Music	Singer / Teacher										
Hobbies	Motor Bike										

Grace Kristen

Grace Kristen											
	<p>Profile: Grace works part time as a banker, Grace works part time as Music is what she would like to do full time, Grace was the lead singer of an all-girl grunge band called the "Cruel Days" , Grace after many years of being frustrated has chosen to pursue a solo career</p>										
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<table><tbody><tr><td>AGE</td><td>28</td></tr><tr><td>Occupation</td><td>Banker</td></tr><tr><td>Location</td><td>Sydney</td></tr><tr><td>Music</td><td>Singer</td></tr><tr><td>Hobbies</td><td>Poetry</td></tr></tbody></table>	AGE	28	Occupation	Banker	Location	Sydney	Music	Singer	Hobbies	Poetry	
AGE	28										
Occupation	Banker										
Location	Sydney										
Music	Singer										
Hobbies	Poetry										

Maria Popczak

Maria Popczak											
	<p>Profile: Maria works full time as a beauty therapist for a small retail store, Maria has had a passion and has been playing violin since she was five years old, Maria practices every day and performs once a month with an orchestra.</p>										
	<table><thead><tr><th>Goals</th><th>Frustrations</th></tr></thead><tbody><tr><td>Maria's goals are to be able to play as many performances as possible and join a professional orchestra.</td><td>Maria is finding it hard to be able to find different orchestras to perform with and needs to make this easier.</td></tr></tbody></table>	Goals	Frustrations	Maria's goals are to be able to play as many performances as possible and join a professional orchestra.	Maria is finding it hard to be able to find different orchestras to perform with and needs to make this easier.						
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<table><tbody><tr><td>AGE</td><td>31</td></tr><tr><td>Occupation</td><td>Beauty Therapist</td></tr><tr><td>Location</td><td>Perth</td></tr><tr><td>Music</td><td>Violinist</td></tr><tr><td>Hobbies</td><td>Yoga</td></tr></tbody></table>	AGE	31	Occupation	Beauty Therapist	Location	Perth	Music	Violinist	Hobbies	Yoga	
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Location	Perth										
Music	Violinist										
Hobbies	Yoga										

Context Scenarios

Jorge Garcia

It is Monday morning and Jorge has spoken with the other band members and they agree to check what work is available and what they can apply for, Jorge looks at all available options including what type of event it is, what day and time the event is being held, where abouts is the event and is it within their area, and how much the event is worth when they get paid. Jorge applies for the job, awaits confirmation that the band have got the work and checks that the event has been added to the calendar.

Functional needs:

- Check available events.
 - Type
 - Time
 - Location
 - Payment
- Apply for events.
- Confirm payment.

Data needs:

- Confirmation after applying for event.
- Confirmation after selected for event.
- Confirmation of payment after event.
- Address details
 - Event location
 - Event time
 - Event Contact

Grace Kristen

Grace has just woken after a big Friday night singing at a venue, Grace knows she needs to find more work and looks at the app to see what solo events are coming up, Grace looks at the event to see how much she will get paid, and if food and drinks are provided as this would be an additional cost for her and would reduce the amount getting paid. Grace also takes public transport and only works a certain distance from home. Grace also needs directions and travel times to be able to get to the event.

Functional needs:

- Check available events.
 - Type
 - Time
 - Location
 - Payment
- Apply for events.
- Confirm payment.

Data needs:

- Confirmation after applying for event.
- Confirmation after selected for event.
- Confirmation of payment after event.
- Address details
 - Event location
 - Event time
 - Event Contact
- Inclusions
 - Food
 - Drink
 - Transport

Maria Popczak

Maria has had a hard and tiring day, Maria's day consisted of facials and massages for eight hours straight with no break, Maria then left work and went on to violin practice before returning home. Maria is extremely worn out and tired. Maria opens the app and has a look at what orchestra performances are listed and if they are looking for a violinist. Maria is not worried about the money and is more worried at getting public performances so she can build her confidence and get recognized. Maria looks for weekend performances and times and locations as Maria catches the tram to work and does not have a car.

Functional needs:

- Check available events.
 - Type
 - Time
 - Location
 - Violin type
- Apply for events.
- Confirm payment.

Data needs:

- Confirmation after applying for event.
- Confirmation after selected for event.
- Confirmation of payment after event.
- Address details
 - Event location
 - Event time
 - Event Contact

Functional Requirements

With the 'Beats Euphoria' app, we have included 4 core functionalities, these functionalities are 'Find Events' for the user to be able to look through and apply for available events, 'My Events' for the user to be able to see a list of the events that they have applied for, 'Calendar' for the user to see the event in its month and day after they have applied for the event, and 'Payments' for the user to check that they have been paid for the event that they have performed. These four functionalities will help to make it more direct and simpler for the user to manage. These four functionalities can be seen in the key path scenarios on the following page and will be demonstrated on the Figma prototype at: [Beats Euphoria Prototype](#)

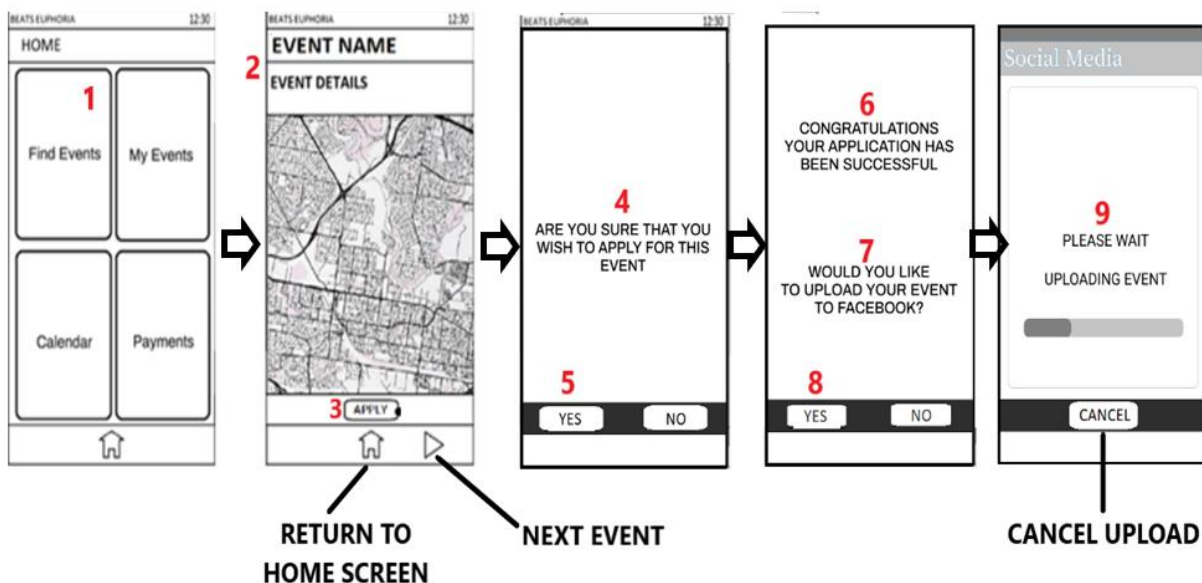
Key path Scenarios

Jorge Garcia

Applying for events

1. Jorge presses the 'Find Events' button which located towards the top left corner.
2. Jorge is then presented with the first available event.
3. Jorge presses the apply button to except the event.
4. Jorge is presented with a message and is asked if he is sure that he wants to apply for this event.
5. Jorge presses the YES button.
6. Jorge is presented with a confirmation message of its success.
7. Jorge is also asked if he would like to upload the event to social media (Facebook)
8. Jorge presses the yes button and is then presented with the upload process and is then returned to the home screen.

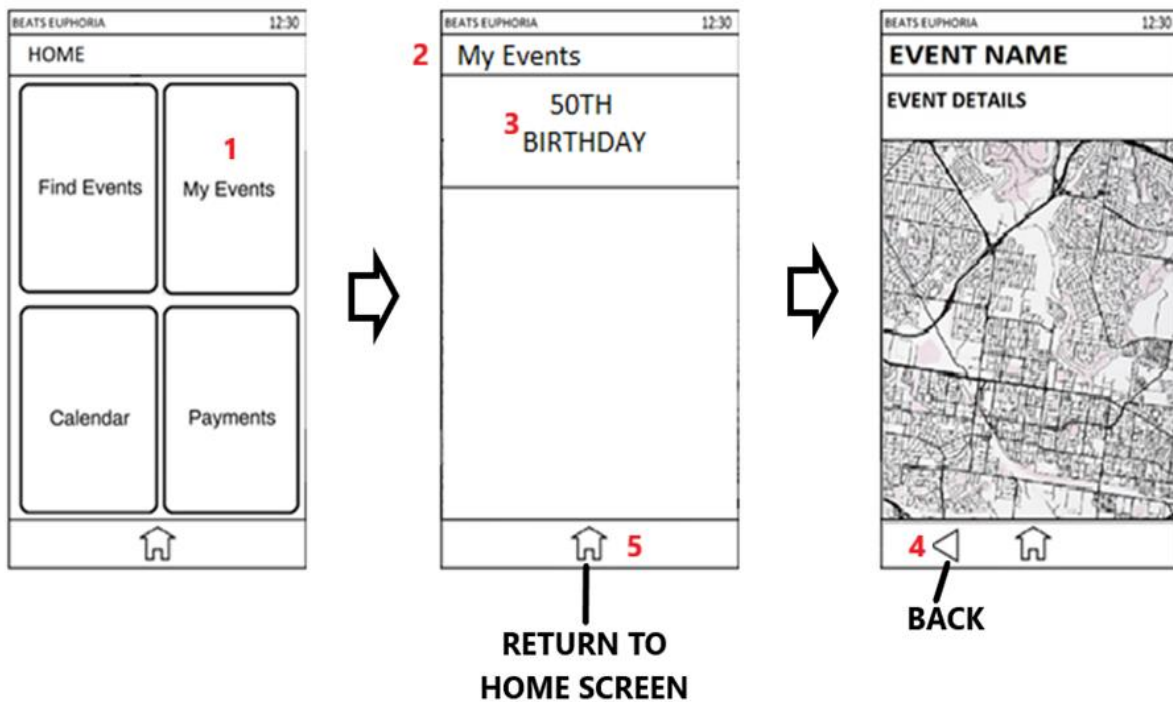
Wireframe



Checking Events

1. Jorge presses the 'My Events' button which is located towards the top right corner.
2. Jorge is then presented with his event list.
3. Jorge presses on the event to view the details.
4. Jorge presses the left arrow at the bottom to return to his events.
5. Jorge then presses the home button to return to the home screen.

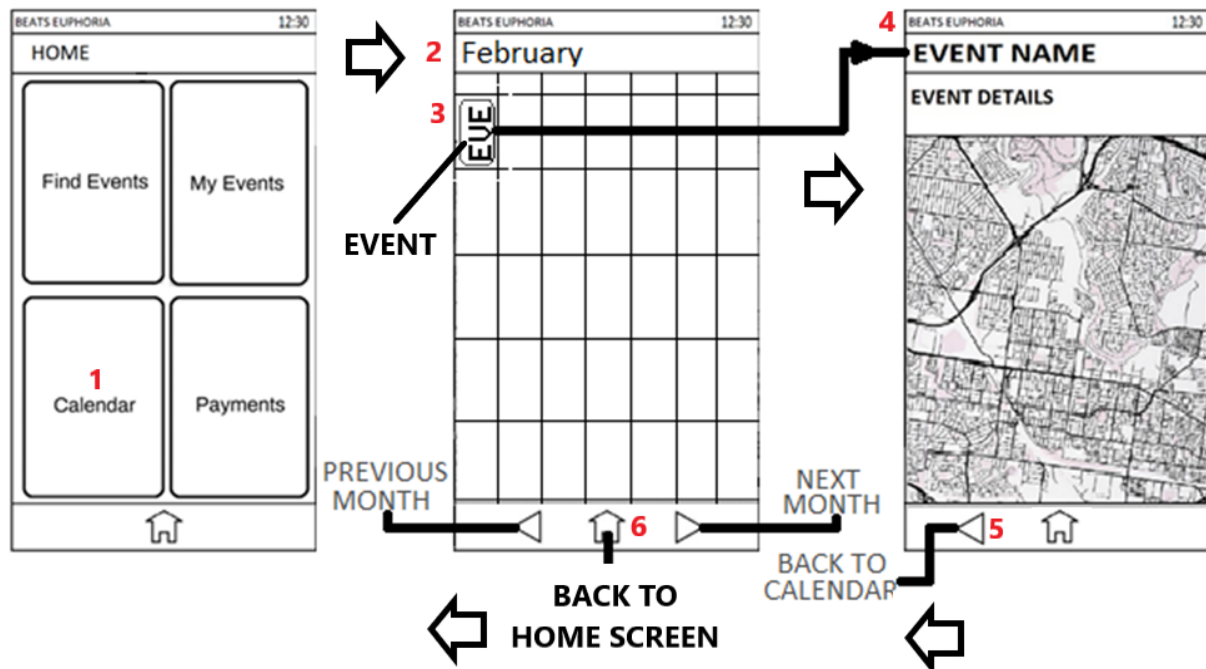
Wireframe



Checking calendar

1. Jorge presses the 'Calendar' Button.
2. Jorge is presented with the calendar.
3. Jorge's event is displayed in orange on the calendar.
4. Jorge then presses on the orange event icon to view the event details.
5. Jorge presses the left arrow to return to the calendar.
6. Jorge then presses the home button to return to the home screen.

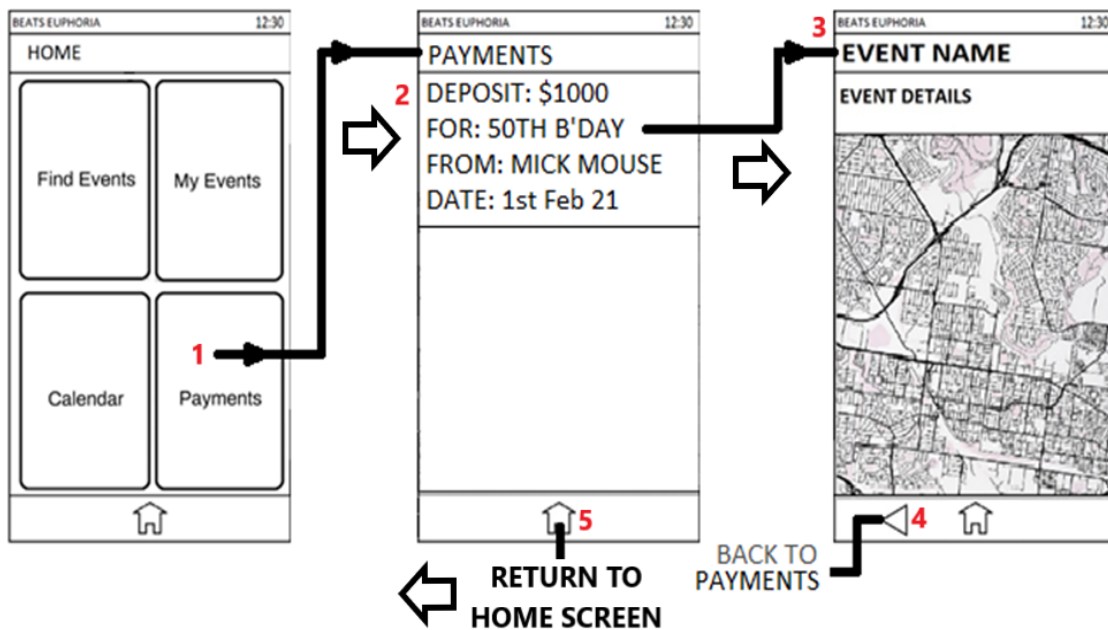
Wireframe



Checking payments

1. Jorge presses payments button
2. Jorge is then presented with his event that he has been paid for.
3. Jorge presses on the event payment to view the event detail.
4. Jorge presses the BACK button to return to the payments screen.
5. Jorge presses the home button to return to the home screen.

Wireframe



Design Patterns

Page Layout

The Beats Euphoria application is designed to keep it simple to use and easy to navigate, the Beats Euphoria application does this by:

- a. Top of the screen is used as the notification area; this is maintained throughout the application and assists the user to know which screen they are on.
- b. Middle of the screen is used for information related to the current screen, this area is used for event advertisement, event details, calendar, and payments.
- c. Bottom of the screen is used as the navigation area; this is maintained throughout the application to keep it simple and easy to use.

Card Stacking

The Beats Euphoria app uses card stacking so only the current information is seen, this puts the focus on the information that is present and takes away any distractions. Card stacking is implemented by tapping one of the features such as find events button, my event button, calendar button, payments button, left arrow, right arrow, home button, apply button, the event information and payment for an event.

Navigation Patterns

a. Hub and Spoke

The Beats Euphoria app uses a hub and spoke style of navigation, the app does include a back button that gets you back to the previous screen display. The app uses four main spokes that each have a minimal number of spokes running of them. The app has a consistent navigation bar at the bottom of the screen that provides both left and right direction arrows and a home button.

b. Breadcrumbs

The app also uses breadcrumbs, on each event map the user can tap on the pin locations for businesses that are displayed on that map, this will give the user some further information on each of them.

c. Color Coded Section

The app uses green on a yes button, red on a no button and blue on apply buttons to try blend well with the design, and to make the user aware of their presents.

Action Patterns

a. Tapping

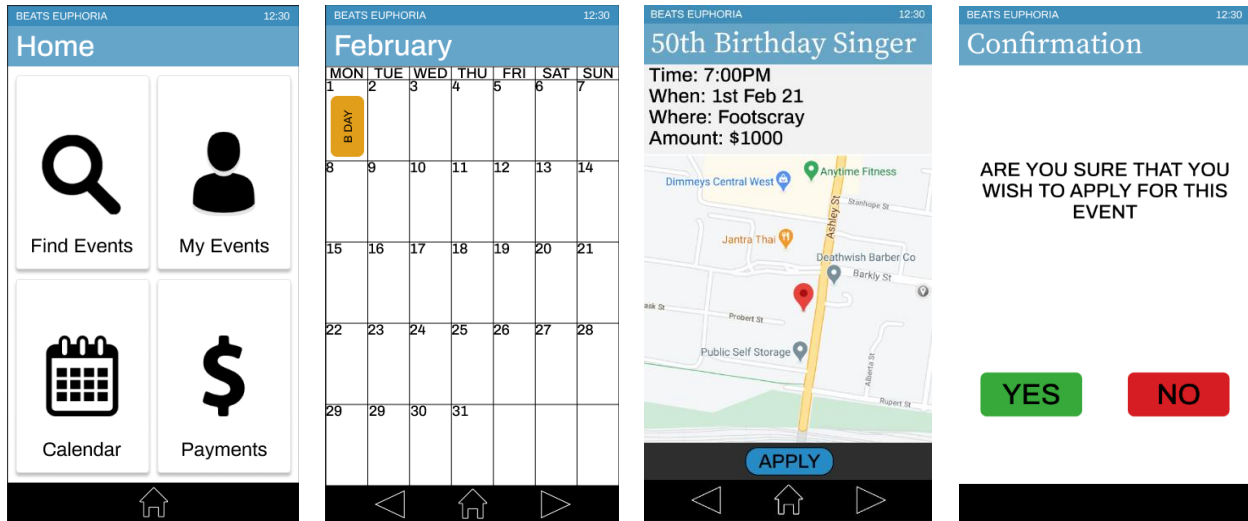
The Beats Euphoria app uses a tapping interaction method, the user can tap on the navigation options, or on the event apply button as well as the event listed in my events area. This is done to keep it simple and for speed.

b. Button Groups

The Beats Euphoria app has one main button group, this is located at the bottom of the screen and includes left arrow, home screen, and right arrow. The left and right arrows are hidden until they are required.

c. Prominent Done Button

The Beats Euphoria app uses a prominent done button, this is done by using colors such as orange for events in calendars, blue for apply buttons, green for yes, and red for no and cancel to make them obvious for the user. This can be seen in the images on the following page.



Progress-related patterns

a. Progress indicators

The Beats Euphoria app uses a progress indicator when uploading event information to social media, it does this through a green progress bar that goes from one percent to one hundred percent.

b. Message Screens

The Beats Euphoria app uses information screens such as 'upload is complete' and 'returning to home screen' to inform the user of what is going on when there is no progress bar present.

c. Cancellation Options

The Beats Euphoria app shows the user a cancel button during the uploading sequence to social media, this give the user an option to change their mind and or correct an error if it was yes button accidentally tapped.