



Design Document - Effenaar

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Week 14 - 18

Industry project

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1. Empathize

1.1 Target audience, briefed to us

- 12 to 20 years old
- Some might have disabilities like being in a wheelchair or something else preventing them to go to the live event
- Some might have autism
- Some might be scared of a big crowd of people
- Not gender specific

1.2 Personas

1.2.1 Erika

- 13 years old
- Enjoys creative games like Minecraft and Roblox
- Lives with her parents
- Too young for most festivals or might not be allowed by her parents
- Highly familiar with technology and apps

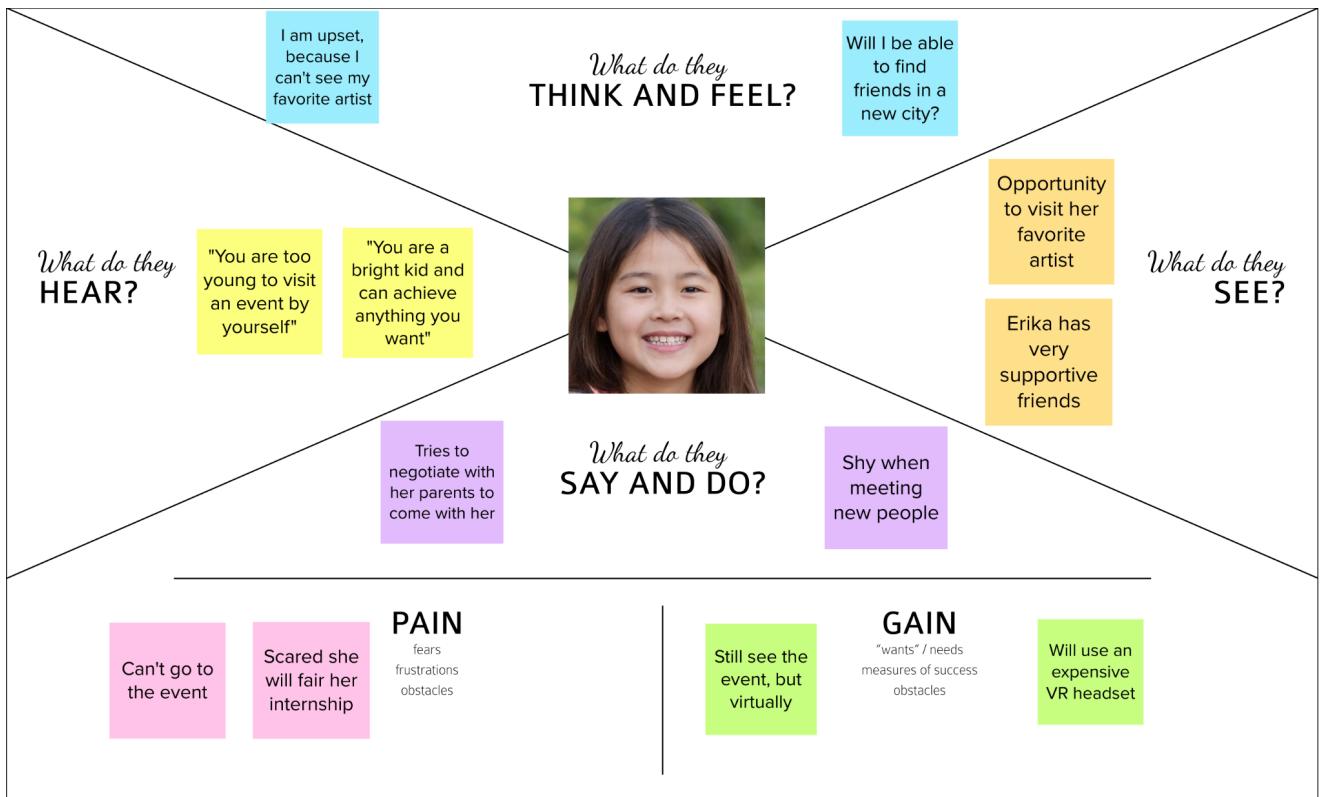


1.2.2 Joe

- 19 years old
- Has a VR headset and a gaming PC
- Disability preventing him from visiting some festivals: wheelchair or epilepsy
- Earns about 500 euros per week
- Familiar with popular apps



1.3 Empathy map



2. Define

2.1 Concept

Our task is to create and/or advise on what kind of interactivity Effenaar can bring into their events. Our concept is an app in which users can directly interact with the stage lights. Before the show the artist decides which lights are changeable. When a vote appears users get 3 options and a 30 second timer to decide. The most voted color is shown from one of the projectors. Users who are at home, can virtually tune in by selecting a 360° camera and move around.

2.2 Client information

Effenaar is an event building that is easily accessible. 1200 people can be put in the large hall and 300 in the small hall. They have 350 programs. They have 150000 visitors per year.

Effenaar uses and sells E-tickets through ticketmaster.nl.

Their missions is to form the future of live pop culture together with the audience and artists.

Their event is called hit the city.

2.3 How might we questions

- How might we enable the users at home to get an exclusive experience.
- How might we enable the viewers to interact with the artist and their performance.
- How might we enable people at home to communicate with people at the festival.
- How might we make the people at home and at the live festival work together to make a new experience for the artist.
- How might we enable the artist to customize their performance together with the audience.

2.4 MoSCoW Analysis

M	S	C	W
<ul style="list-style-type: none">Artist + Project assignedArtist presenting effectsArtist auth + UserVoting userMap user	<ul style="list-style-type: none">User StreamingCamera pan viewInteractive mapReal time results	<ul style="list-style-type: none">Turning camera angle by mouseGamification/achievementsScoring	<ul style="list-style-type: none">Chat systemVR avatarsLive locationAccount Reg. man.



- | | | | |
|---|---|---|--|
| 1. Assign an artist to a project
2. Artist presets
3. Authorization - user or artist
4. Users able to vote
5. Map with different events | 1. User Streaming
2. 360 camera pan view
3. Interactive map
4. Real time results | 1. Gamification for voting
2. Turning camera angle by movement
3. Real time results | 1. Chat system
2. VR Avatars
3. Live location
4. Account registration |
|---|---|---|--|

3. Ideate

3.1 Brainstorming

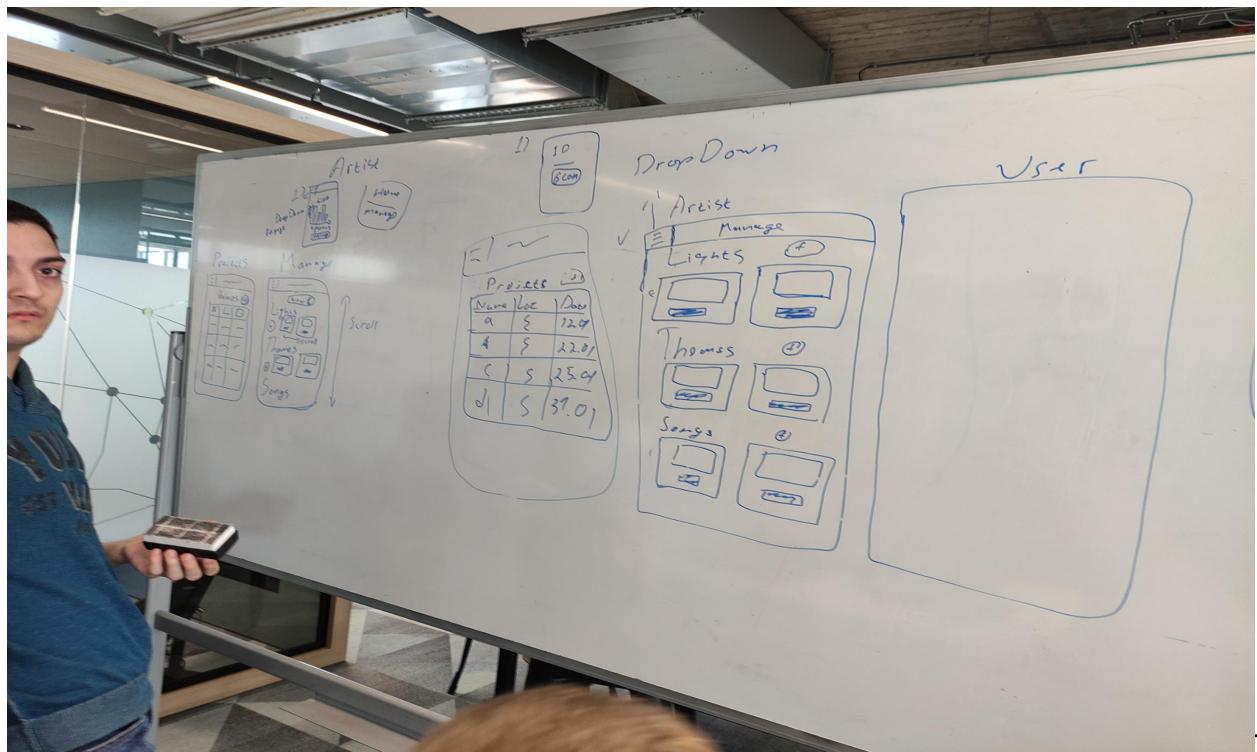
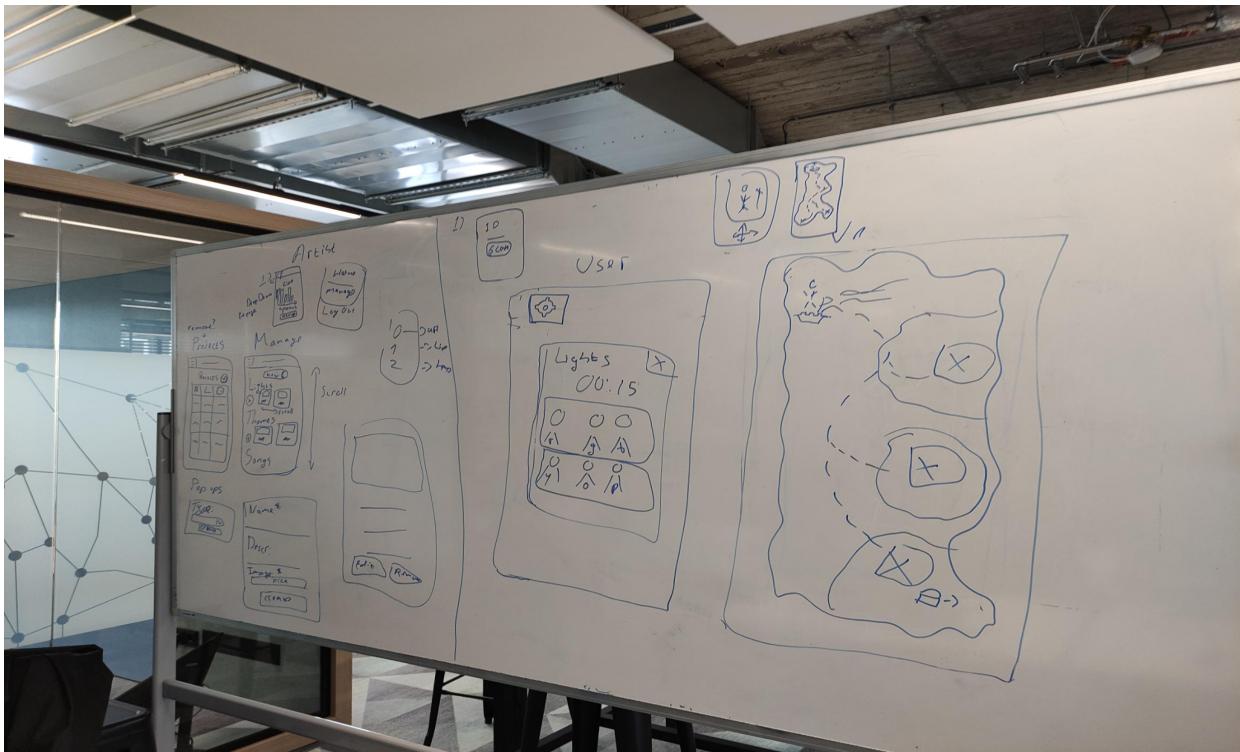
- You have a 360 camera that stands somewhere and a user from home can “tune in” on that point
- Key is voting on changes at the event, it doesn’t have to be limited to 360 camera’s. It could also be a festival where you vote to change lights or patterns of a projector from a predefined list.
- The 360 camera should be streamable to the TV and your phone can turn into a remote.
- People at home AND people at the event can vote on interaction changes
 - o The artist can pre-define everything that can change and the presents. The artist can also set the interval of vote time (1:00, 5:00, 3:20, etc.)
 - o This way we connect people at home with the event

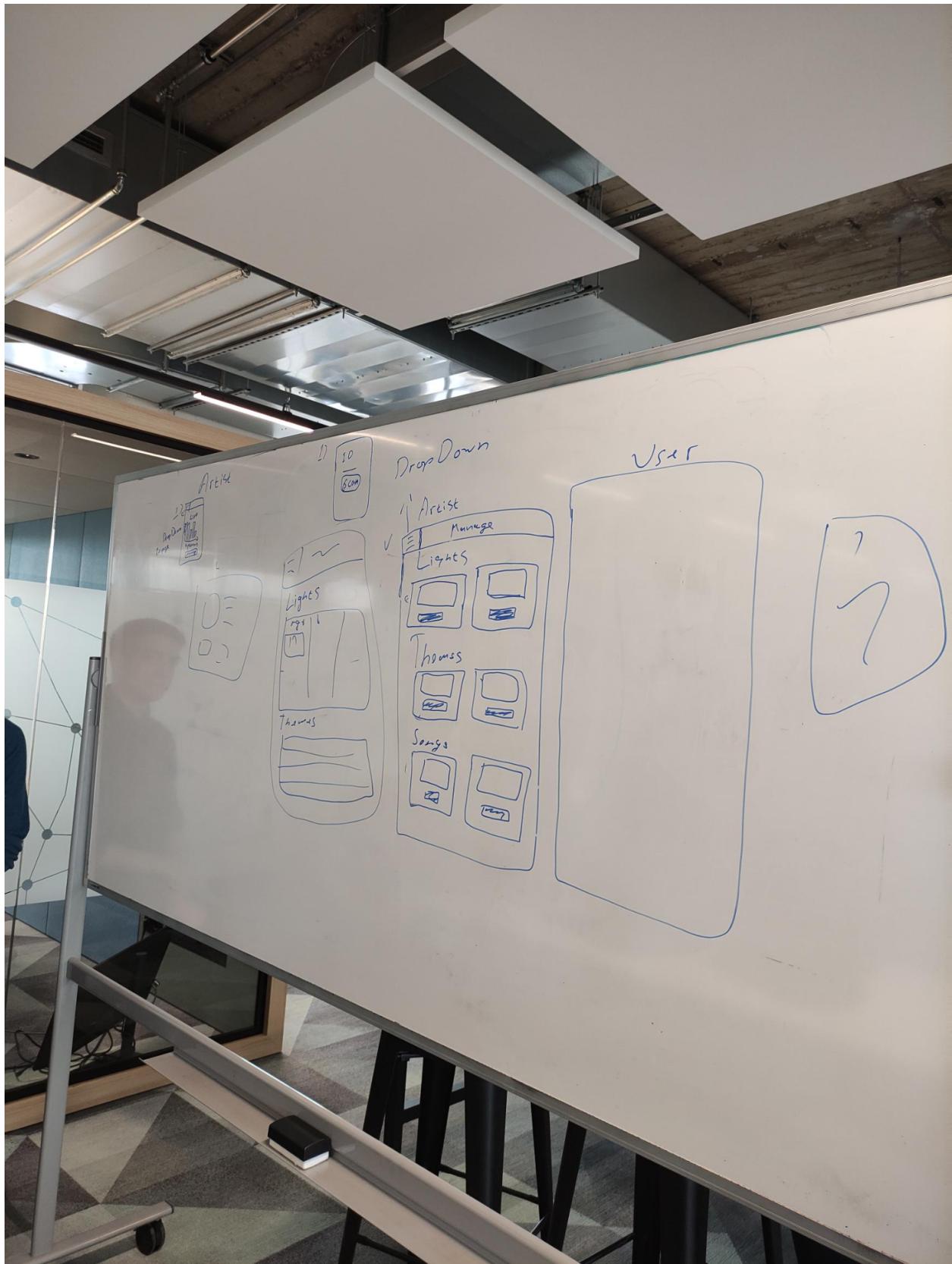
The user gets the possibility to customize their character in an app that is linked to the ticket they made. When the user checks into the festival the character will be shown in the virtual world.

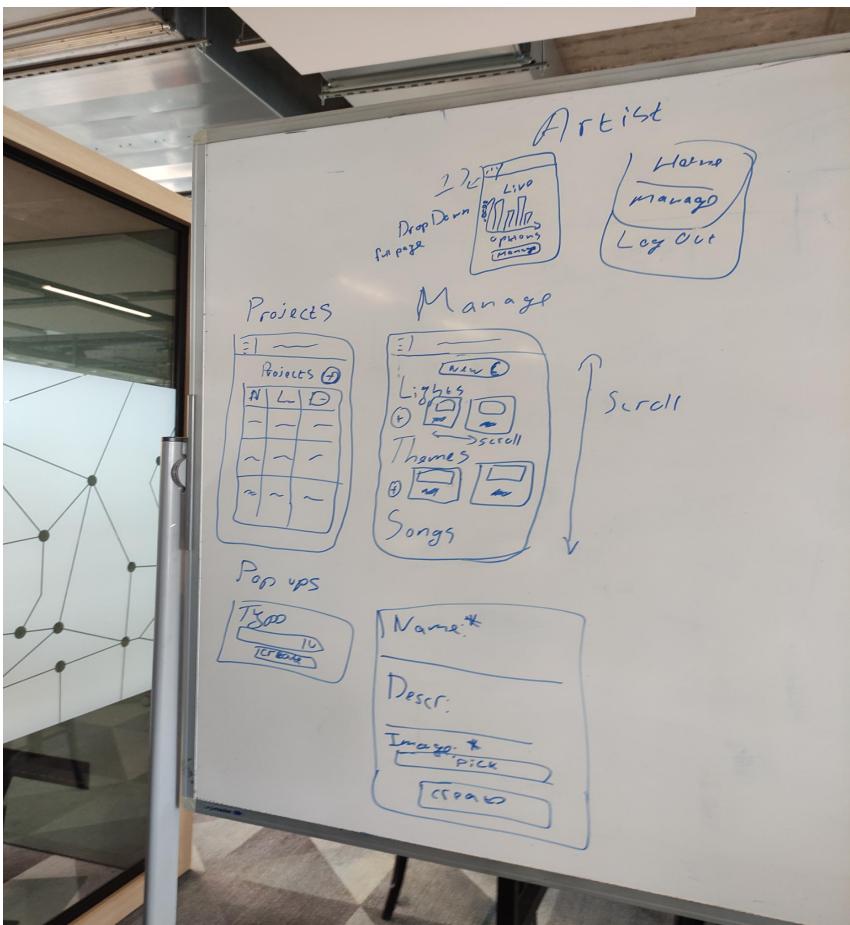
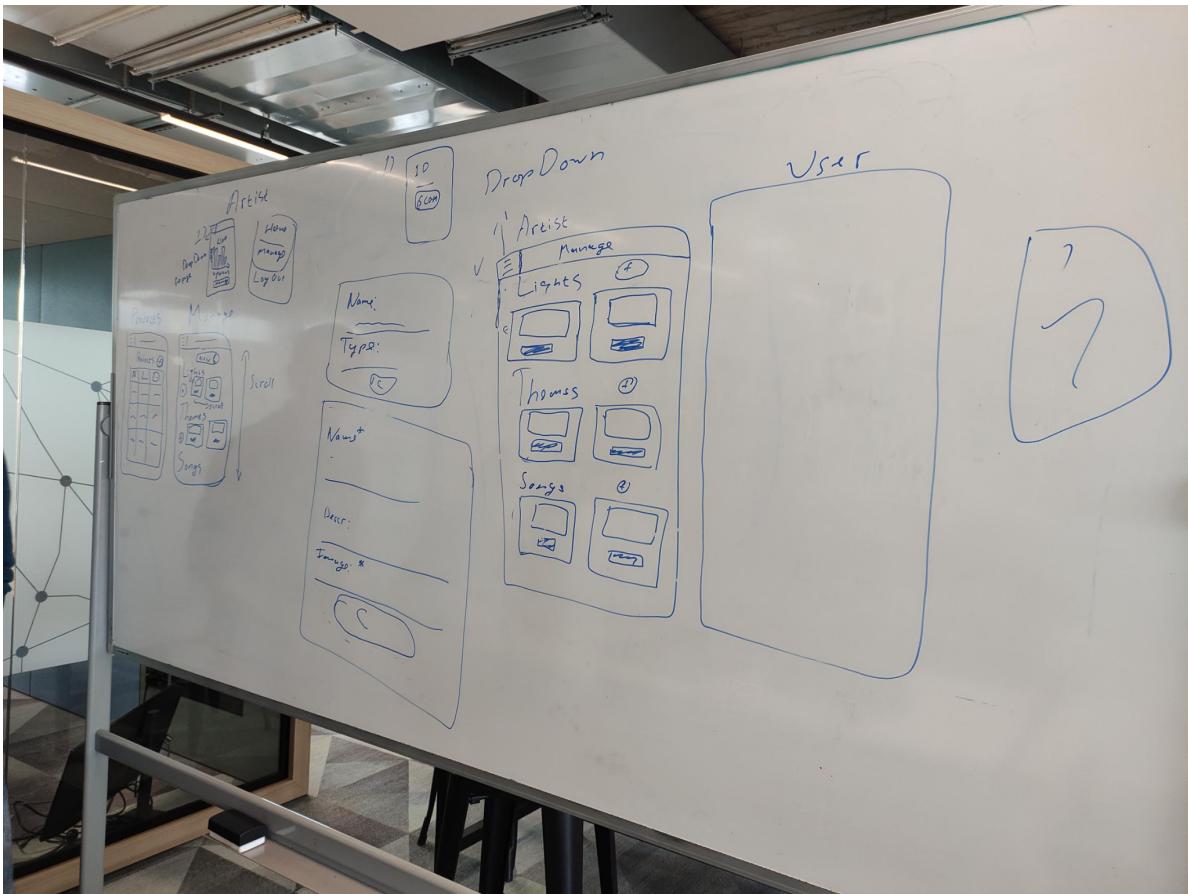
The user can use a chat functionality to talk with a person close to them without bothering other people.

4. Prototyping

4.1 Sketches





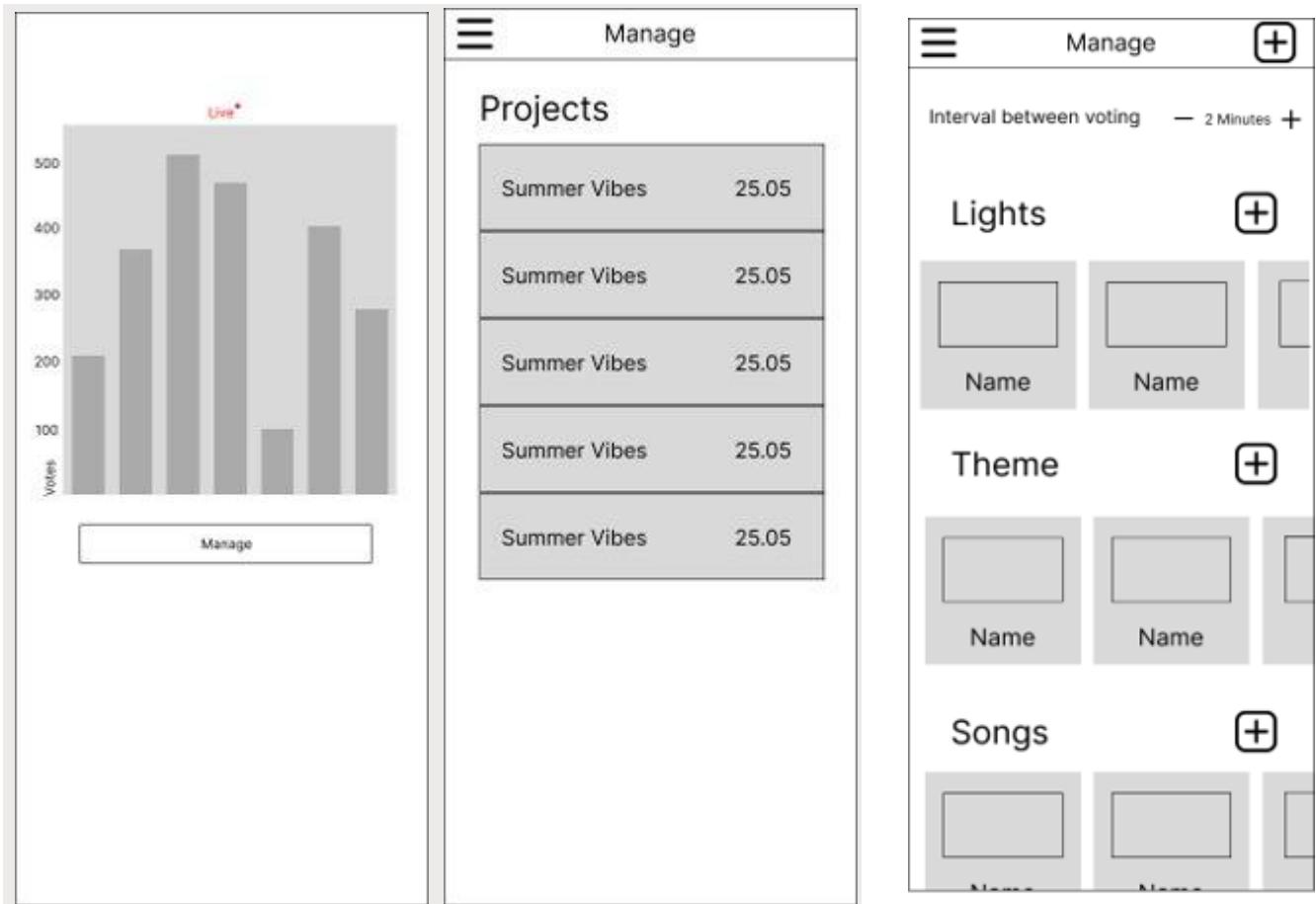


4.2 Low fidelity prototype

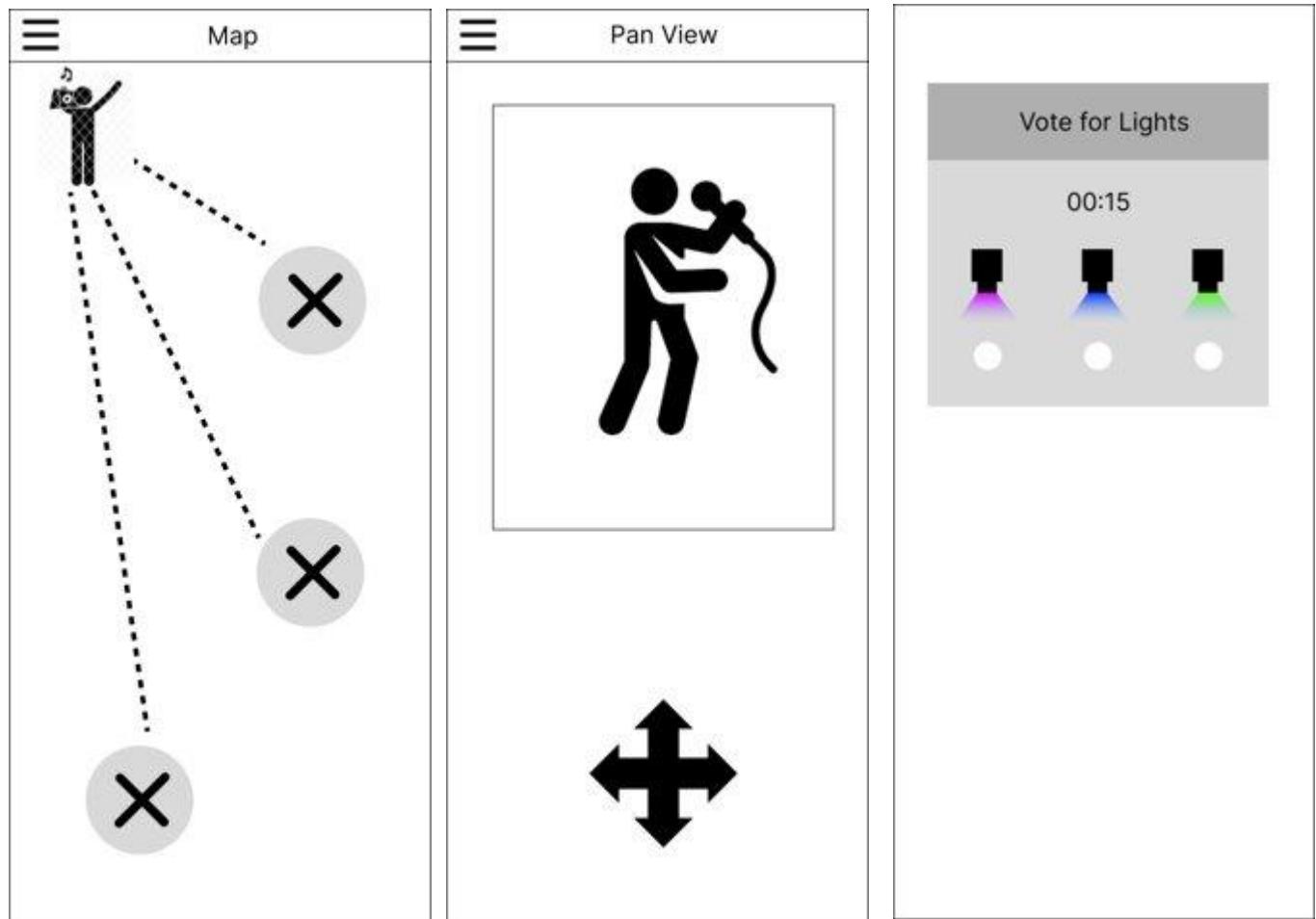
Link:

<https://www.figma.com/proto/zSg5LFuYR9MeAAf7B6jli/ThemeChanger?page-id=0%3A1&node-id=47%3A1909&viewport=196%2C131%2C0.13&scaling=scale-down&starting-point-node-id=47%3A1909&showproto-sidebar=1>

4.2.1 Artist's POV



4.2.2 User's POV

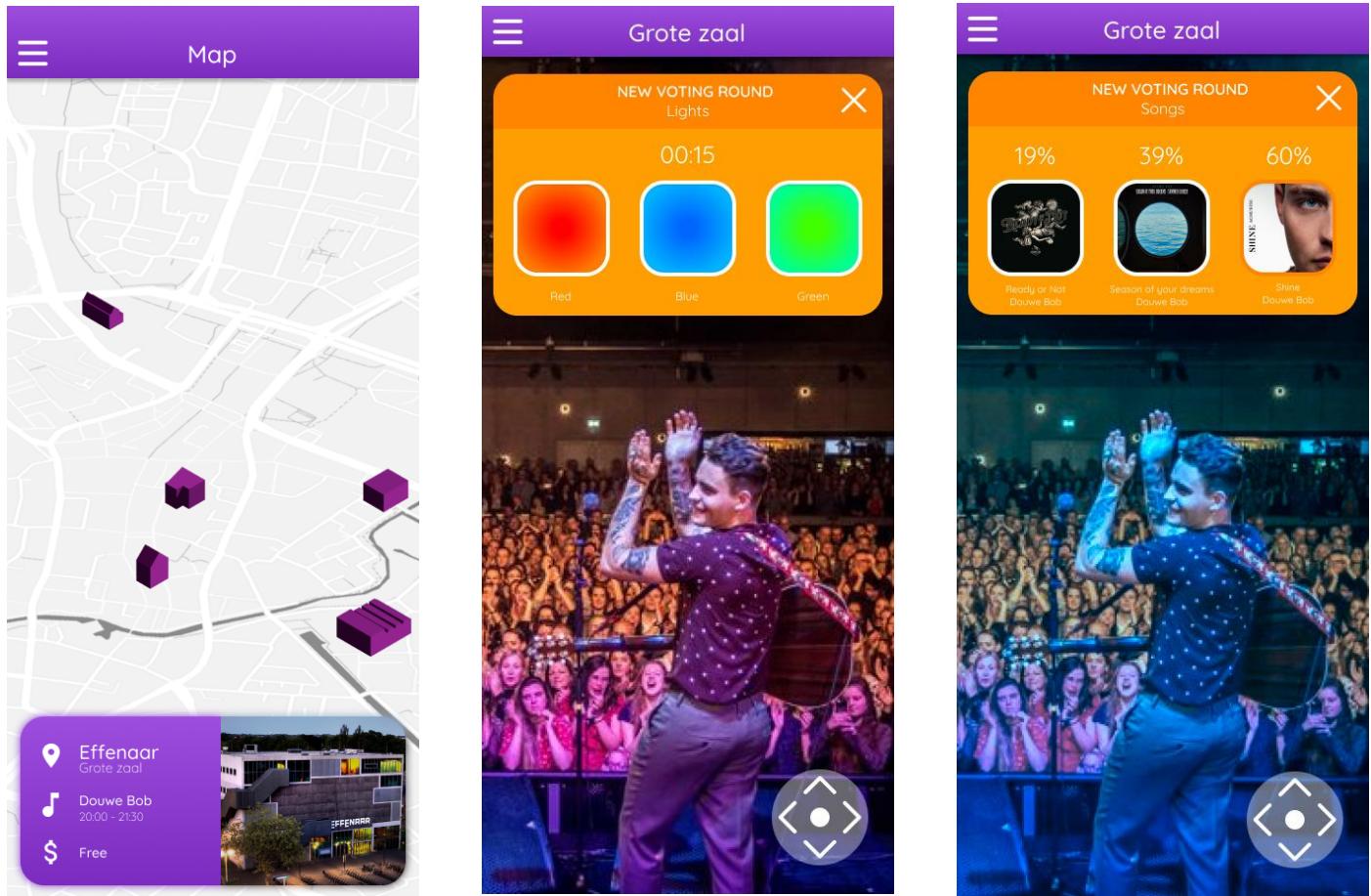


4.3 High fidelity prototype

Link:

<https://www.figma.com/proto/zSg5LFuYR9MeAAf7B6jli/ThemeChanger?page-id=0%3A1&node-id=47%3A1909&viewport=196%2C131%2C0.13&scaling=scale-down&starting-point-node-id=47%3A1909&show-proto-sidebar=1>

4.3.1 Artist's POV



4.3.2 User's POV

The image displays three mobile application screens under a "Manage" header:

- Voting Progress Screen:** Shows a circular progress bar with segments in yellow, green, and red. The yellow segment is labeled "100" with a person icon. The green segment is labeled "40" with a person icon. The red segment is labeled "25" with a person icon. Above the bar, the word "Live" is displayed with a red dot. Below the bar, there is a slider for "Interval between voting" set at "00:45". A purple "Manage" button is at the bottom.
- Project List Screen:** Titled "Projects", it lists four entries: "Winter Wonderland" (repeated four times) each with a calendar icon and a edit icon. A purple "+" button is in the top right corner.
- Media Library Screen:** Titled "Manage", it shows categories: "Lights" (with "Yellow", "Green", and "Red" options), "Themes" (with "Rock", "Rap", and "House" options), and "Songs" (with "Lose Yourself", "My name is", and "Venom" options). Each category has a purple "+" button in the top right corner.

5. Testing

5.1 Storyboard



This is Erika, she is 13 years old. Her favorite artist is coming to her country's capital. She is really happy about that and wants to go



Her parents are busy working on that day, and they won't let Erika to go alone.



Erika is now sad, she isn't able to visit the event and wishes to be some way she can be a part of the event



Luckily her parents have a VR headset, and Erika found out she can tune in to the concert. Although now there, she can still be a part of the event