
UX AND UI ANALYSIS AND WEB DESIGN PROPOSAL

INTERACTION DESIGN

ELEKTRIK EEL



OCTOBER 2024

GISELE RIBEIRO

AGENDA

1 GOAL ↗

2 COMPETITOR ↗

3 TESTING ↗

4 TARGET AUDIENCE ↗

5 SITEMAP & WIREFRAME ↗

6 VISUAL DESIGN ↗

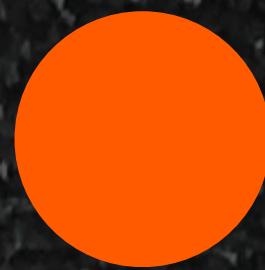


GOALS

TICKETS DRIVE THE BUSINESS, MERCH BOOSTS THE BRAND

We sell tickets to the festival. Some small amount of merchandise is also available, however this is not seen as the profitable component of the business, and is used primarily for additional branding and advertisement.





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COMPETITOR



Night at **THE BARRACKS** NORTH HEAD, MANLY

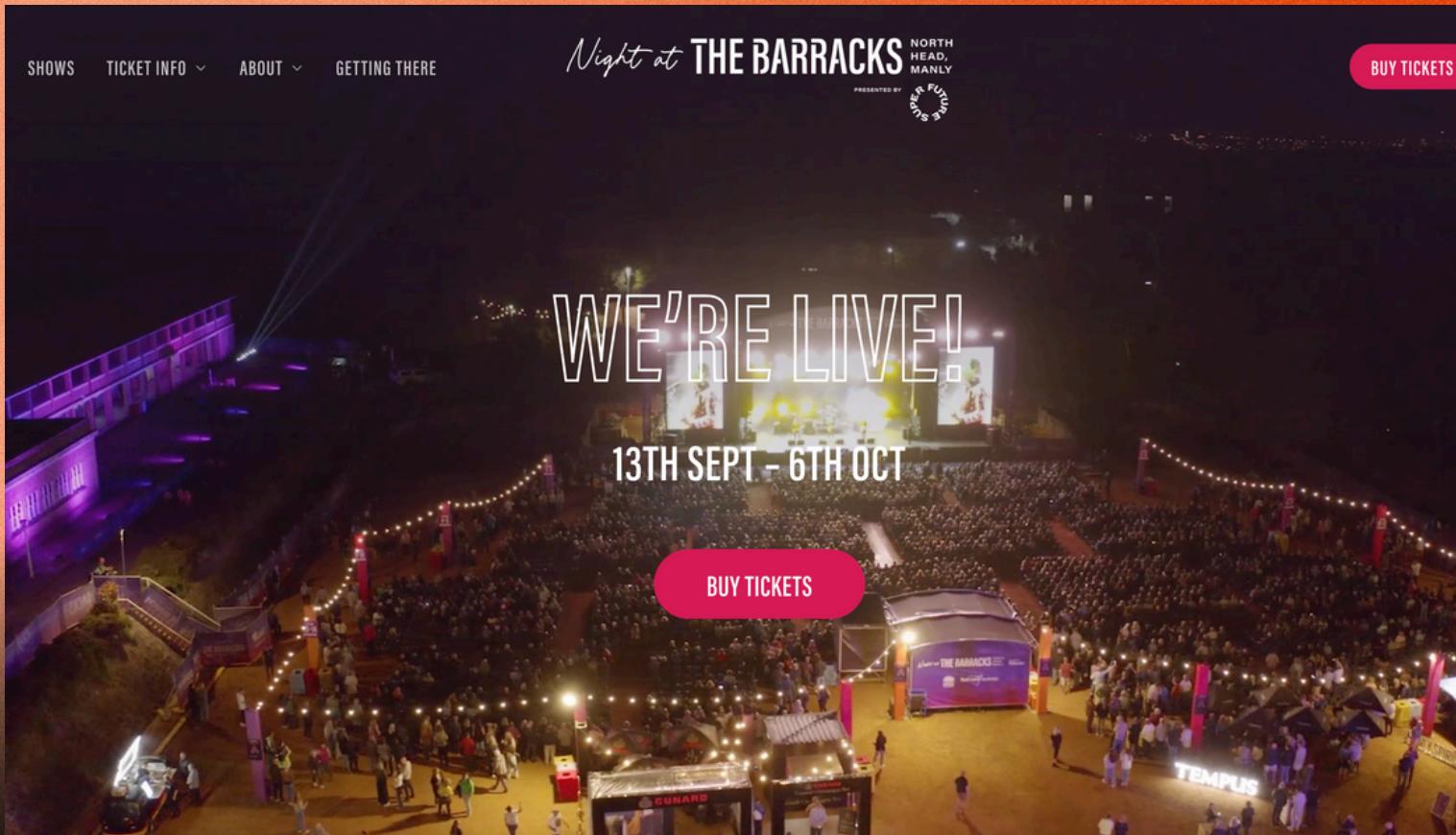
PRESNTED BY 

[SHOWS](#) [TICKET INFO](#) [ABOUT](#) [GETTING THERE](#)

Night at THE BARRACKS NORTH HEAD, MANLY
PRESENTED BY 

WE'RE LIVE!
13TH SEPT - 6TH OCT

[BUY TICKETS](#)



Night at the Barracks offers an unforgettable concert series set within the historic North Head Sanctuary's Barracks Precinct. As the sun sets, audiences are treated to performances by world-class artists in a serene, scenic environment. The event also highlights the Northern Beaches' vibrant local food and beverage scene, offering guests a perfect pre-show experience. With a strong commitment to sustainability, Night at the Barracks prioritizes eco-friendly practices, from recycling to promoting sustainable transportation. The event also honors the rich cultural heritage of the area, acknowledging the Traditional Custodians of the land.

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STRENGTHS

- Brand resonates with its target audience through a sense of community and desire for fun events without a detriment to local surroundings.
- Brand effectively conveys the fun and outgoing nightlife theme through the colours used on its website, images and videos and information about the location of the site.
- Key actions such as purchasing tickets are easy.

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WEAKNESSES

- Stuck within their niche, unable to expand or move due to the brand's identity.
- Social media presence is slightly lacking from the Brand's own account.
- Lack of detailed descriptions of accessibility features throughout the venue.

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OPPORTUNITIES

- Chance for social media account to promote more feedback from customers, prompting feedback and suggestions in posts and replies.
- Incorporating a wider variety of artists and genres could attract a more diverse audience and enhance ticket sales.

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THREATS

- As an outdoor event, weather conditions could significantly impact attendance and overall experience, posing a risk to their success.
- At risk of losing their identity if the council deems the heritage area too important to continue holding festivals.

UX TESTING



Usability testing

Its goal is to identify usability issues and gather feedback on the overall experience through methods like usability tests, surveys, and interviews.

STEPS	1	2	3	4	5	6
TASK/ ACTIVITY	GOOGLE “NIGH AT THE BARRACKS” AND CLICK ON THE FIRST LINK TO GO TO THE OFFICIAL WEBSITE	CLICK IN TICKETS INFO ON THE MENU BAR	SCROLLING THE PAGE AND TRY CHOOSE THE BEST OPTION FOR YOU (BETWEEN 10 OPTIONS)	CLICK THE TICKET YOU CHOSSE > GO TO OTHER WEBSITE > CLICK FIND TICKET AGAIN	CHOOSE YOUR SEAT	ADD PARKING OR BUS TO YOUR ORDER IF YOU WANT, FINALIZE THE PURCHASE
EMOTIONAL EXPERIENCE		HAPPY	HAPPY	CONFUSED	DISAPPOINTED	EXCITED

WOULD YOU LIKE TO ATTEND THIS FESTIVAL?

Process

The participant reviewed the festival's description and values, browsed the lineup while briefly reading about each artist (skipping some), and explored the FAQ, checking details such as location and transportation options.

Feedback

"The website was easy to navigate, and all the information was clearly presented. However, I didn't recognize any of the artists, and there were no photos or galleries of the event to help create a sense of what to expect. Visuals would have made it easier to feel excited or connected to the festival. Without that, it's hard for me to get enthusiastic about attending."

Difficulty

Easy
Somewhat easy
Somewhat hard
Hard



TARGET AUDIENCE



Elektrik Eel is poised to revolutionize the electronic music festival experience, targeting sophisticated music lovers aged 20-35 who are passionate about exploring the cutting edge of the scene. Our festival will feature an eclectic lineup of genres, including dance, techno, trance, dubstep, ragga infusion, jazz infusion, rave, and IDM, showcasing some of Australia's most unique electronic artists.



SUMMER VIBE CONNECTOR

Age 30

Occupation Public Relations Manager

Location Sydney

Hobbies Photography, naturewalks.

Frustrations

- “So many festivals just feel like cash grabs—they’re all about the hype and selling out, not about the actual music or experience. It’s frustrating when they lose the soul of what a festival should be.”
- “I love being close to the artists, but a lot of festivals don’t have that intimate vibe where you can really connect with the performance.”

Goals

- “For me, the perfect festival has an intimate atmosphere where I can fully immerse myself in the music without a million distractions.”
- “As someone who values storytelling and building connections, I look for festivals that create a sense of closeness between the audience and the artists, where every performance feels personal.”

ADAPTABLE

ANALYTICAL



CHLOE

MUSER

Age 26

Occupation Freelance Designer

Location Sydney

Hobbies Social media content creator, yoga & pilates.

Frustrations

- “The worst part for me is waiting in lines—whether it’s for food, drinks, or the bathroom. It really kills the mood when I’m stuck waiting forever.”
- “I get turned off by festivals that feel too generic. You know, the ones that are filled with cheap, plastic stuff like glowsticks and oversized sunglasses. It’s just not my vibe.”

Goals

- “I just want everything to feel easy, from getting tickets to walking in, finding my way around, and enjoying the event without long waits.”
- “I appreciate when a festival has a strong brand—something modern and cohesive that really fits with the overall experience.”

ADAPTABLE

ANALYTICAL



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THANK
YOU.



OCTOBER 2024

GISELE RIBEIRO

REFERENCES

1. Night At The Barracks. (2024, September 4). <https://nightatthebarracks.com.au/>
 2. Lorem Ipsum: All the facts. *Lipsum generator*. (n.d.). <https://www.lipsum.com/>
 3. Unless otherwise stated, all images are licensed under Canva.
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