

UNDERGROUND

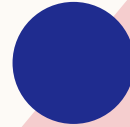
12/07/2023

Joudi Abas, Leigh Adams,
Cole Davison

THE BIG IDEA

Better Music Coming Near You

Underground is an app to connect communities with their local music scene. Our app encourages new connections amongst local artists and businesses by building a unique community identity with those that support them.

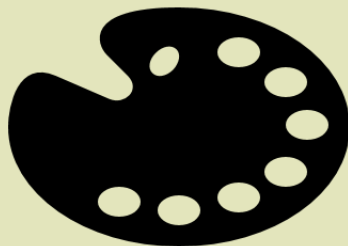


WHO WE ARE



JOUDI ABAS

UX Designer



LEIGH ADAMS

Visual Designer



COLE DAVISON

User Researcher

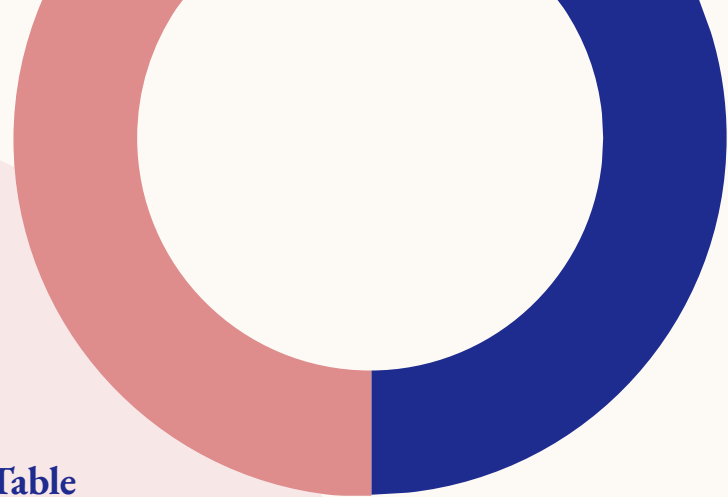
MARKET MATRIX AND PROXY OF USER NEEDS

What Our Competitors Got Right

- Newsfeed
- User Profiles
- GPS Location
- Accessible UI
- Filter and Sort Categories

What We Bring to the Table

- Personalized Event Feed
- Artist & Venue Collaboration
- Nearby Artist & Venue Discovery
- User-Generated Content Features
- Social Networking Amongst Users

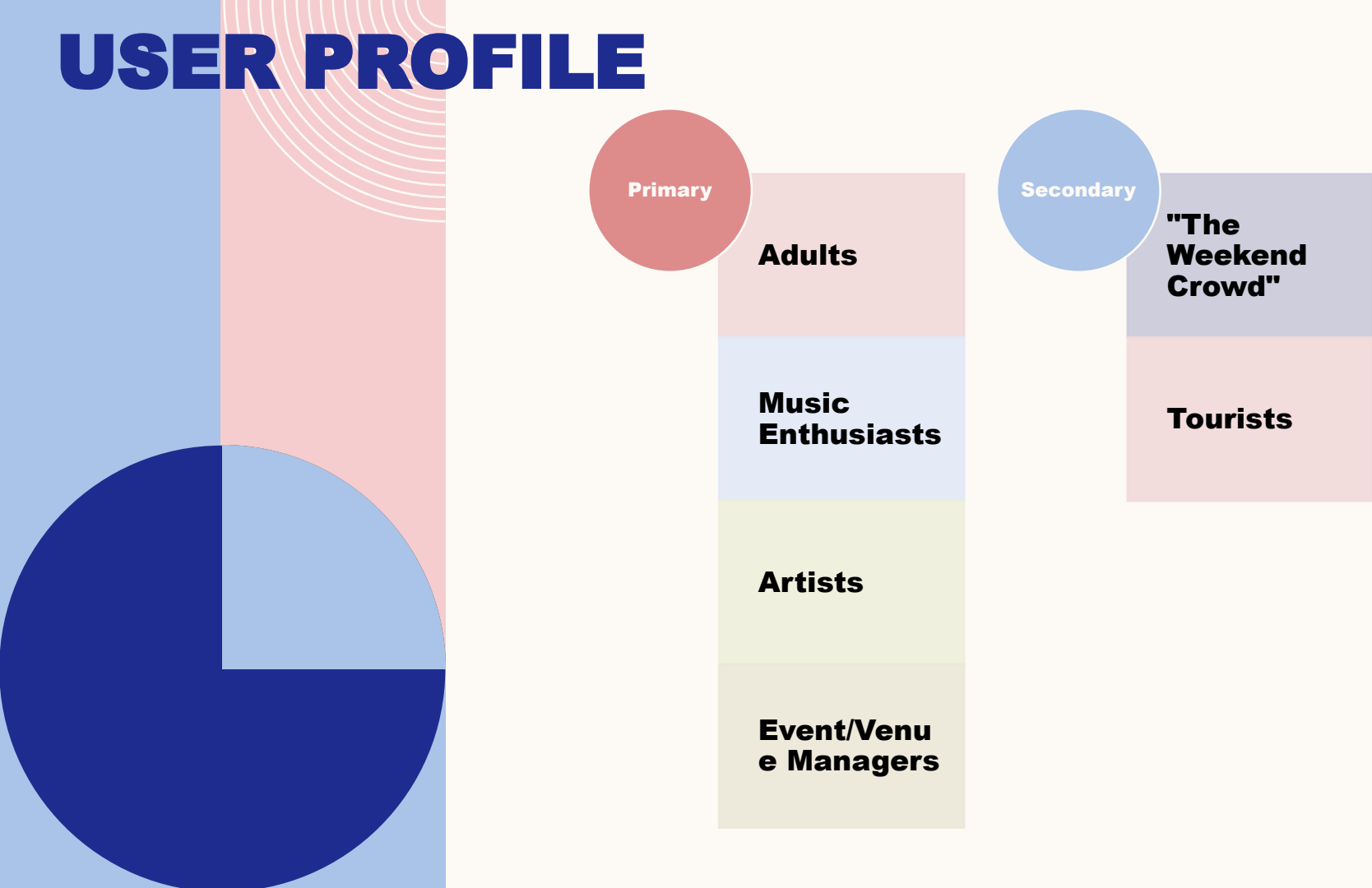


FEATURE/FUNCTION

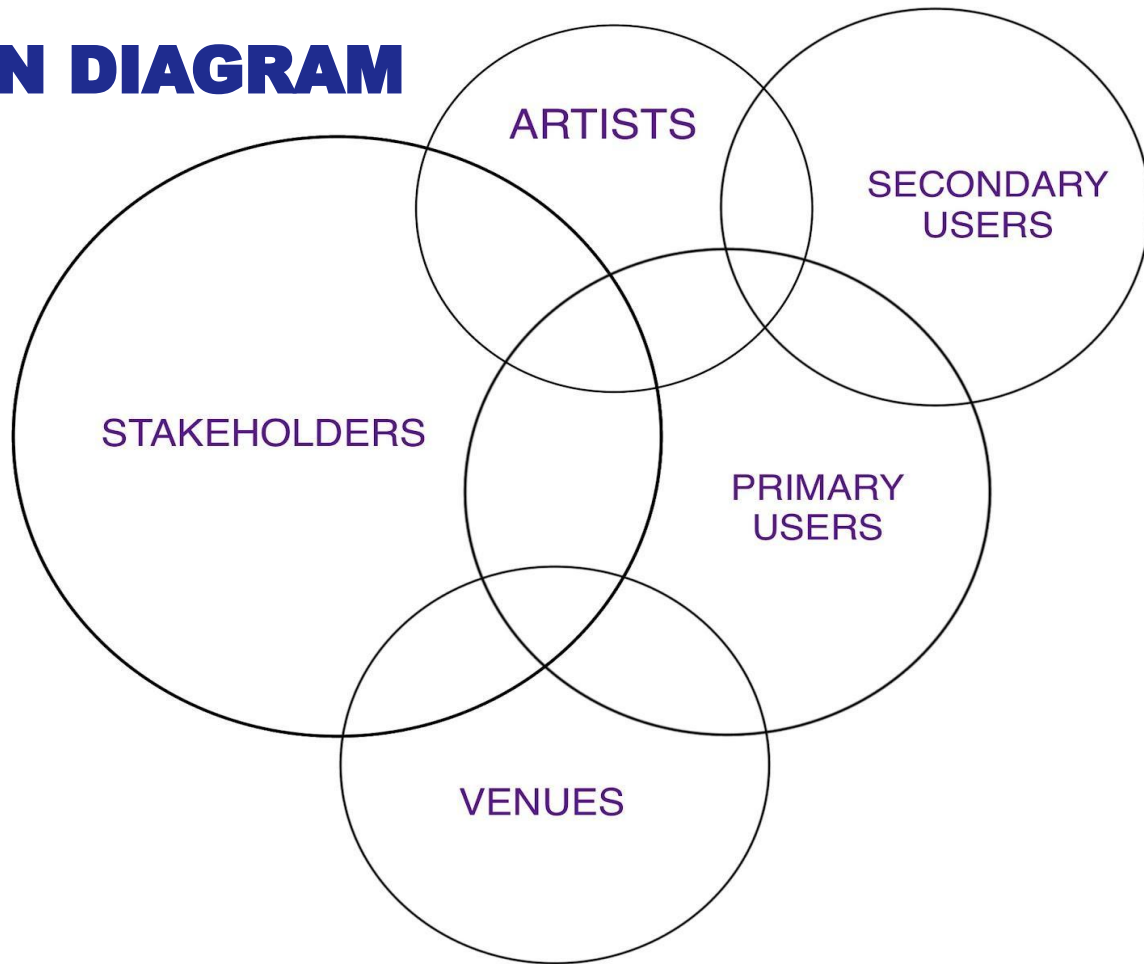
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	User Profiles	Location Search	Event Categories	Newsletters	Community Board/Forum	About Us	Refresh data	Accessibility	Ticket Check out	Featured	Hosting Events	Navigation UI/UX	App Design	TOTAL:
Eventbrite	1	1	1	1	0	1	0	1	1	1	1	1	1	11/13
Opendate	1	0	0	1	0	1	1	1	0	1	1	1	1	9/13
LinkedIn	1	1	0	1	1	0	1	1	0	0	1	1	1	9/13
Bandcamp	1	1	0	1	0	1	1	1	0	1	0	1	0	8/13
Ticketmaster	1	1	1	1	0	0	0	1	1	1	1	1	1	10/13
Spotify	1	0	0	1	0	0	1	1	0	1	0	1	1	7/13
SeatGeek	1	1	1	1	0	1	1	1	1	1	1	1	1	12/13
Meetup	1	1	1	1	0	1	1	1	1	1	1	1	1	12/13
Prism.fm	1	0	0	0	0	1	1	1	0	1	1	1	1	8/13
Soundcloud	1	0	0	1	0	0	1	1	0	1	0	1	0	6/13

USER PROFILE



VENN DIAGRAM



STAKEHOLDERS

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Venues

• **Host Events**

Investors

• **Financial Support**

Artists

• **Audience Entertainment**

**Ticketing
Companies**

• **Sale Management**

**Third Party
Vendors**

• **Audience and Business
Gathering**

Live Entertainment

• **Cultivate Ambiance**

USE CASE

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John is bored and wants to do something for fun.



There aren't any popular concerts coming to his city – not for a few months.

John had seen an ad on tiktok about an app that has local events and concerts.



3) John downloads the app through the app store and begins exploring.



4) After picking the day and the genre, He stumbles upon a local artist by the name of Ben Stewart. Considering that the ticket is affordable, John adds the ticket to his cart.

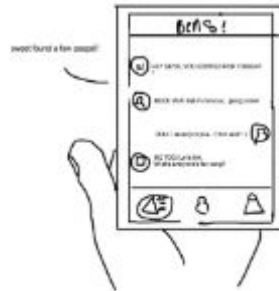
USE CASE

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Hmm all dressed up, got the tickets.
But none of my friends are into this kinda genre.



6) Soon he realizes something pretty important... He doesn't really have friends that are interested in the genre.. And since it's last minute none of them are free..



7) Luckily the app offers a feature where you can join groups based on the artist's upcoming event.



8) John joins the group chat of the concert and manages to make a few friends.



5) John heads to the check-out, and easily selects his payment and secures the ticket.

USER TASKS

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PRIMARY GOAL

- Use the app to discover a concert or event.
- Purchase affordable tickets.

Product

- <https://seatgeek.com/>

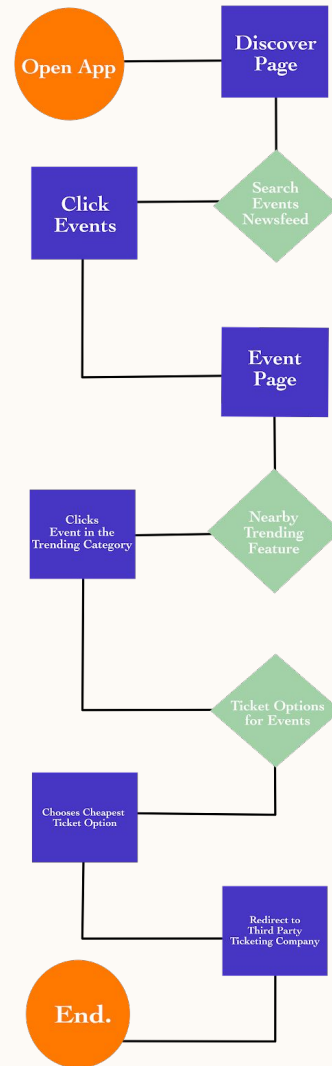
Think Aloud Protocol

- <https://clipchamp.com/watch/N0s5hzeTdKC>

TASK ANALYSIS

- ❖ **0:00-0:31** USER OPENS APP, SEARCHES FOR CONCERT, **NONE SHOW UP**
- ❖ **0:35-0:57** SEARCHES FOR ANOTHER CONCERT, **NONE AVAILABLE**
- ❖ **0:58-1:11** SEARCHES FOR ANOTHER CONCERT BASED IN CALIFORNIA
- ❖ **1:12-1:26** SELECTS CHEAPEST TICKET
- ❖ **1:28-1:53** SELECTS SEATS + VIEWS SEAT LOCATION, **SURPRISE**
- ❖ **1:57-2:18** CHOOSES WHERE TICKETS WILL BE SENT + CONFIRMS IT
- ❖ **2:19-3:00** PROCEEDS TO CHECKOUT

INTERACTION ANALYSIS



UX DESIGN EVALUATION

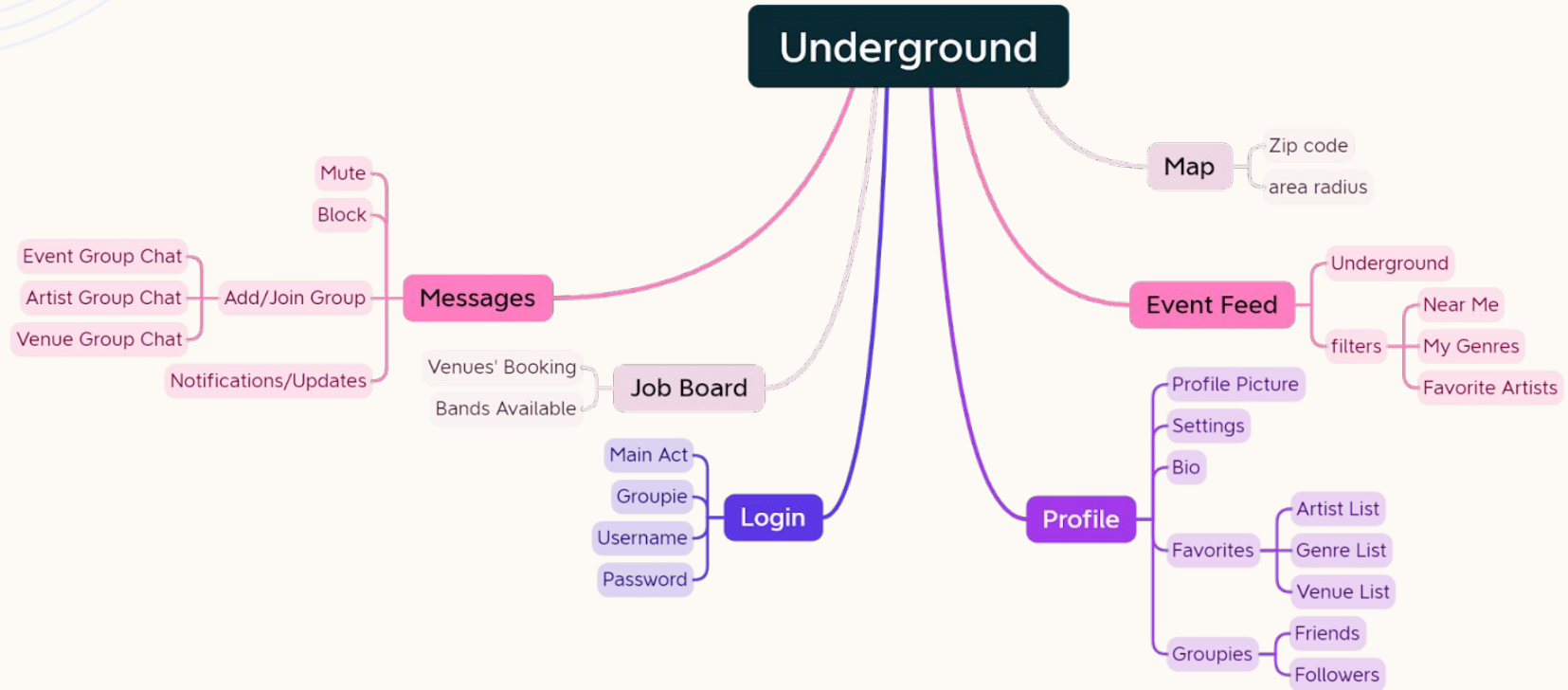
Designs That Work:

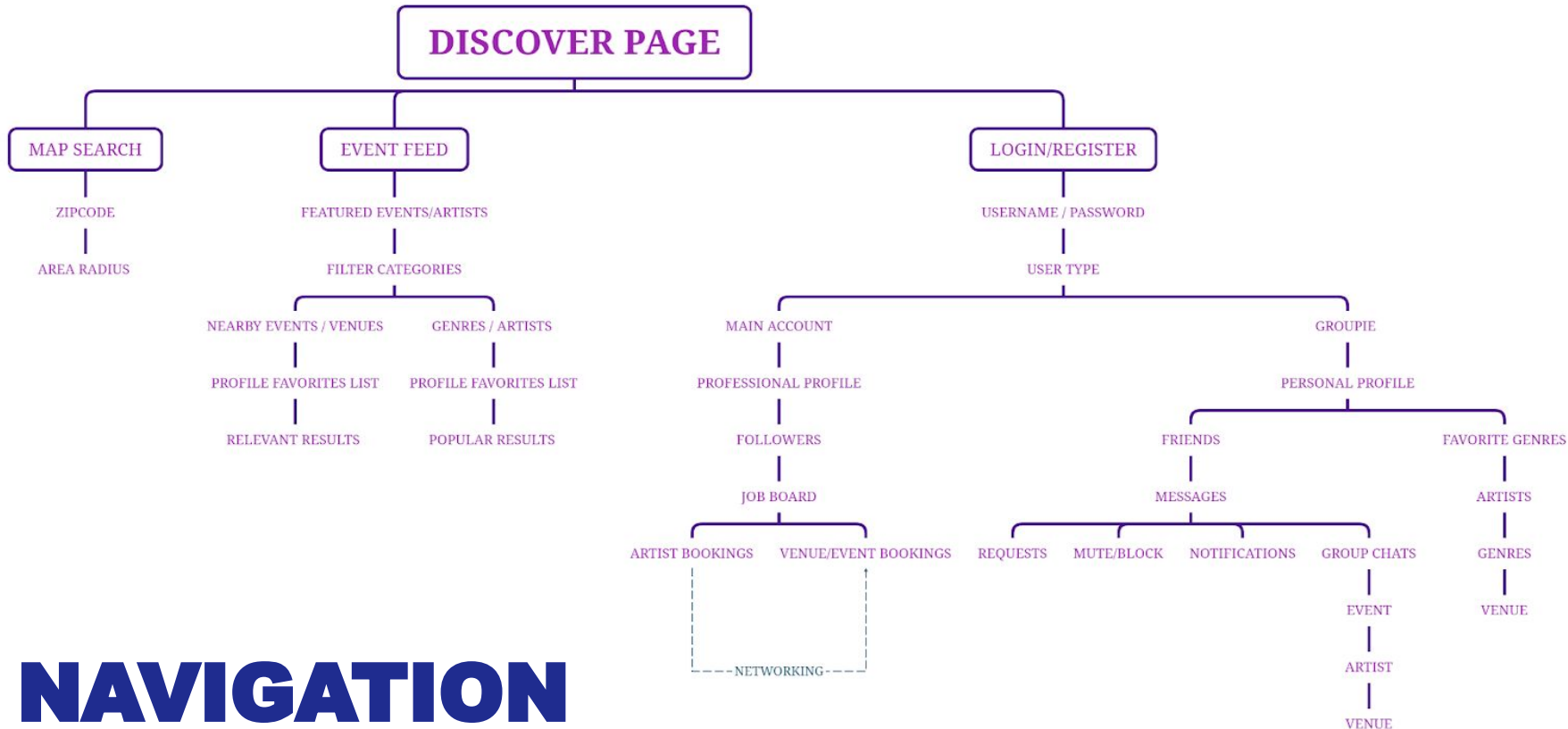
- User Control
- Displays Proximate Seat Positions
- Discover Page
- Notifies for Ticket Price Drops

Designs That Didn't Work:

- Database Inaccurate
- Doesn't Promote Local Events
- Filter Functions Not Functional
- Ticket Scalpers

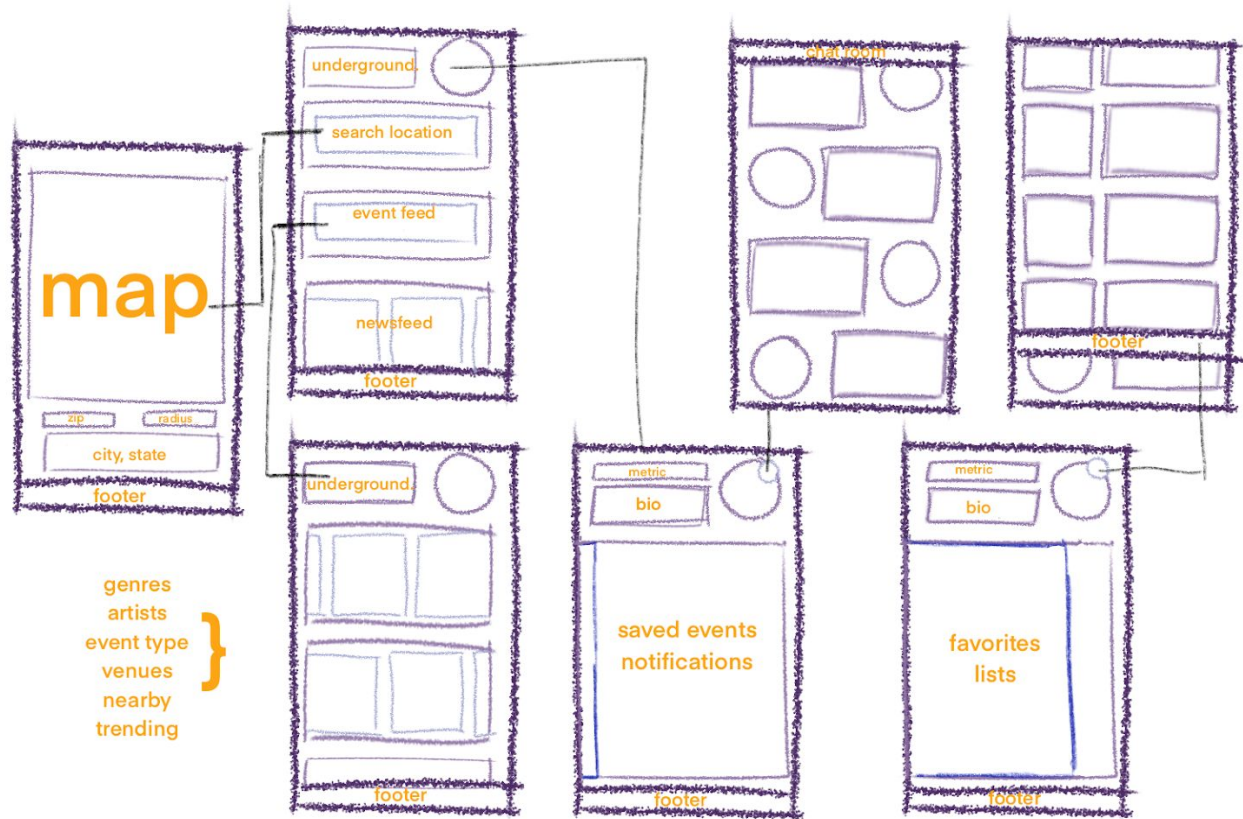
INFORMATION ARCHITECTURE





SEARCH + SORT NAVIGATION

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USER CENTERED DESIGN

USER FEEDBACK	DESIGN IMPROVEMENTS
Filter category needs event types. In case I don't want to go to a crowded concert, maybe just a casual bar, or like a smaller concert.	Include the Event type section in the "Filter" Category. The sub list would be, "concert, party, bar.. Etc"
Having the profile icon take you to the personal profile and the group chat/dms can be confusing.	Add an icon to the personal profile page, or a side menu on the personal profile page that lets you see your dms and groups.
It's confusing to press the drop down of the group chat to see the artist page. I feel like you should tap on a profile picture instead..	Allow for users to tap on the artist profile picture to access their page.
It's daunting to have to go to a group chat to find someone's profile picture. It would be nice to just find them.	In the main personal profile page, add a section for friend search "look up friend". Will help people find friends or look up others faster.

TECHNOLOGY TARGET

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REQUIREMENTS:

- Computer (Mobile, Desktop, or Laptop)
 - o Android 8.0.0 or newer, iPhone 11 or newer that can run iOS 17.1
 - o MacOS X Cheetah 10.0.4 or newer, Windows 9 or newer
- Internet Access
 - o 10-25 Mbps
- Strong Passwords

CONSTRAINTS

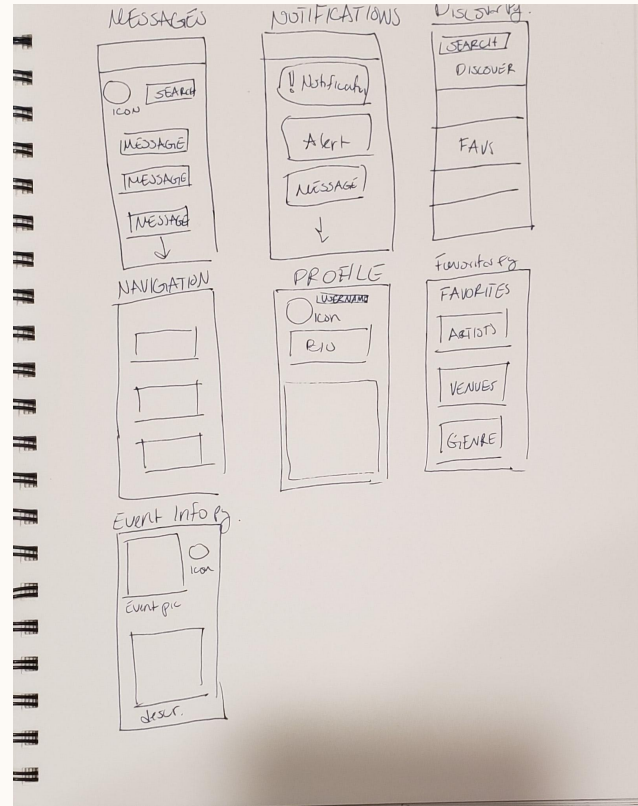
- Promoted venues and artists are limited based on proximity

OPPORTUNITIES

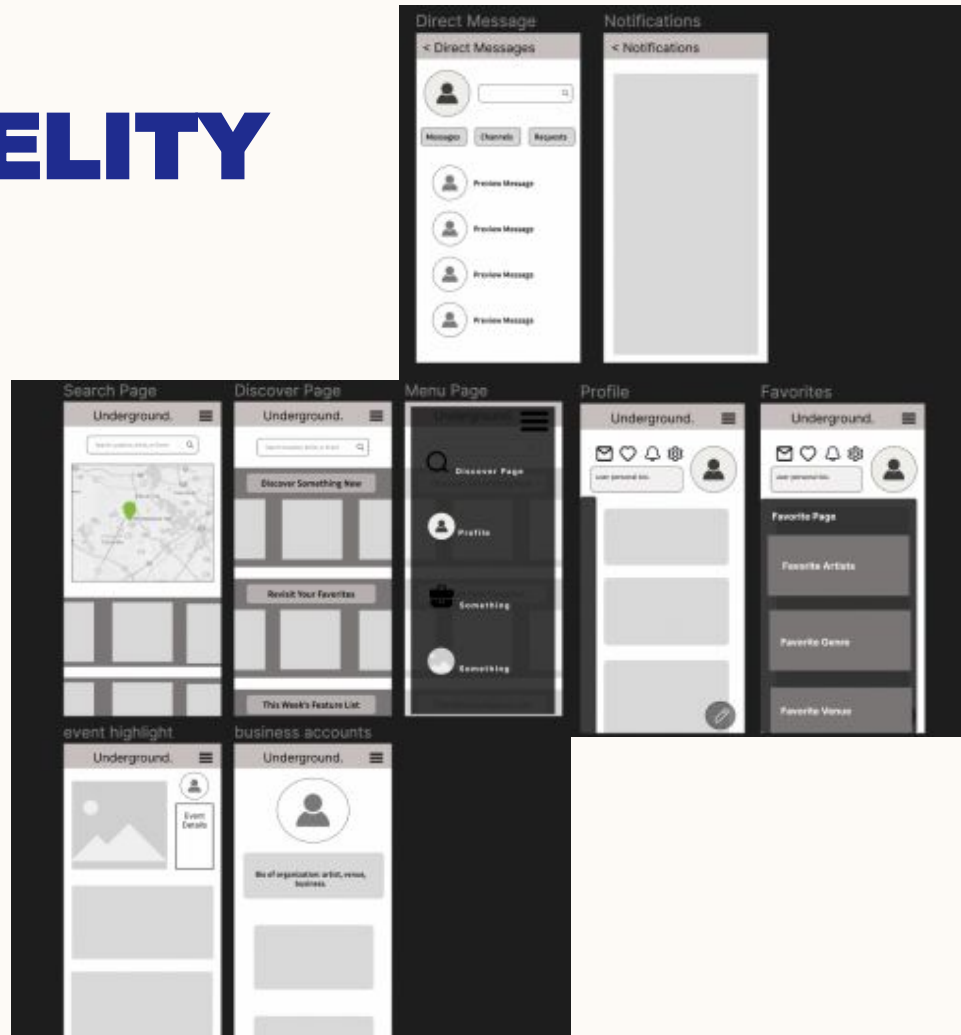
- Get connected with smaller, local music artists and venues all in one place with all the information needed to attend and purchase tickets



LOW-FIDELITY DESIGN



MID-FIDELITY DESIGN



USER FEEDBACK: MID-FIDELITY

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Think Aloud Protocol: <https://youtu.be/czoqsYKY8AU>

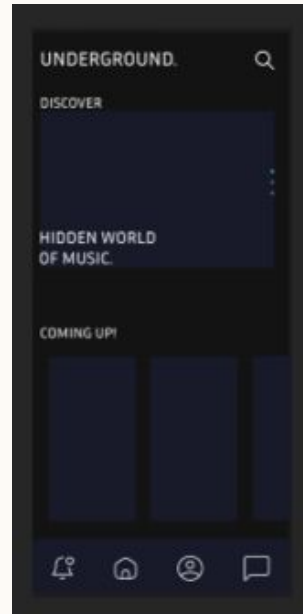
Task Analysis: Update User Profile

Design Improvements:

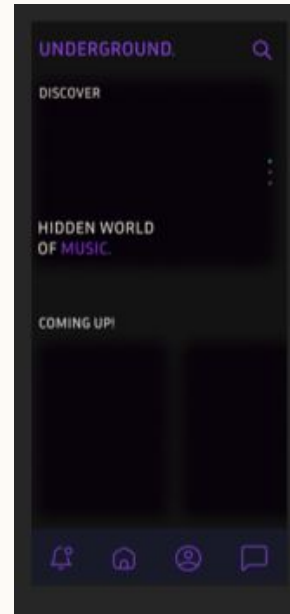
1. Fix Non-Functional Elements
2. Provide Clear Exit Points

3 DESIGNS (CONSERVATIVE, MILD, WILD)

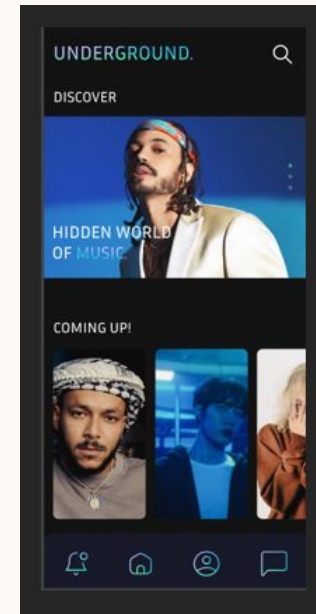
Conservative



Mild



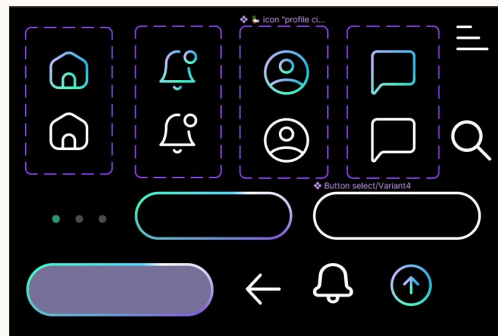
Wild



STYLE GUIDE

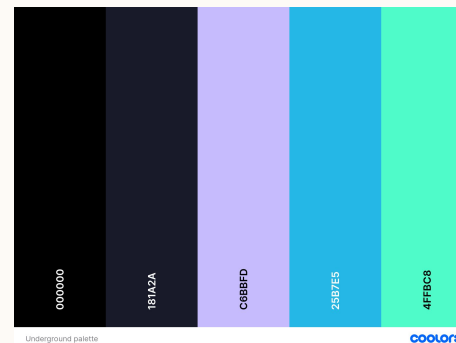


UNDERGROUND.

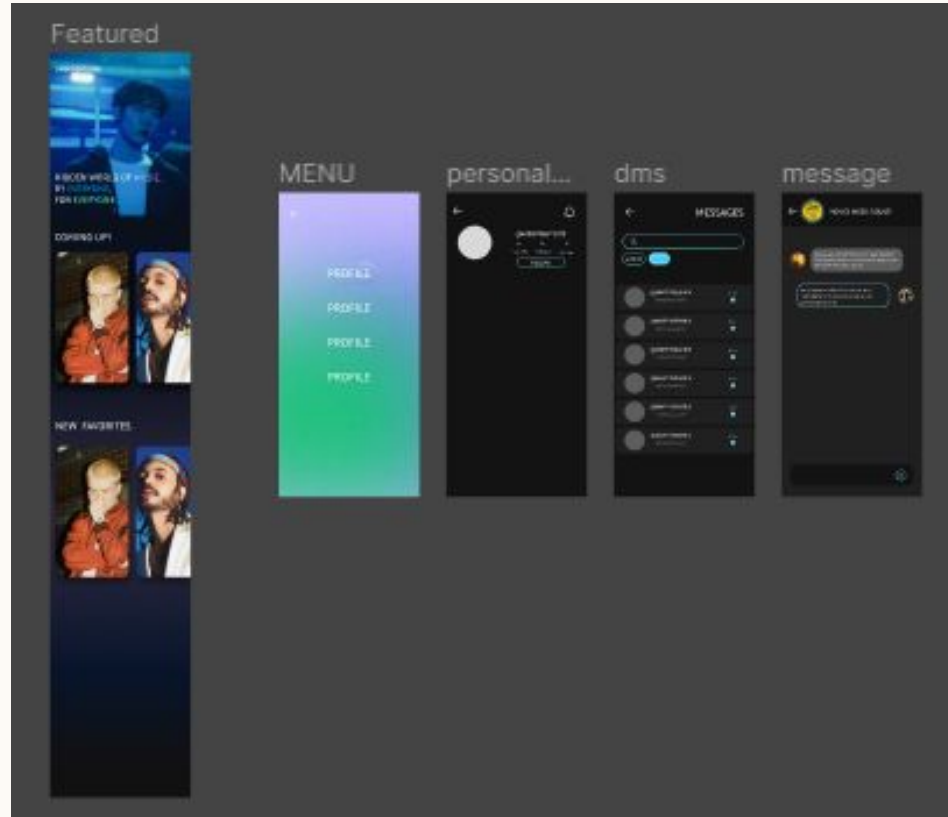


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HIGH-FIDELITY DESIGN



USER FEEDBACK: HIGH-FIDELITY

Think Aloud Protocol: <https://youtu.be/czoqsYKY8AU>

Task Analysis: Select a Concert.

Design Improvements:

1. Clear Navigation Elements
2. Search Feature Optimization
3. Fix Non-Functional Elements
4. Include Concert Discovery Features
5. Include Textual Information



FINAL HIGH-FIDELITY **PROTOTYPE**

