

# **LIVE IN LIVE: ONE-STOP MUSIC FESTIVAL SURVIVAL GUIDE**

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# ●Introduction

Going to music festivals has gradually become a new way for young people to socialize and entertain in recent years in China. As a person who really enjoys live music and have experienced various live shows in concerts, LiveHouses and music festivals, I find information about music festivals provided for people, especially those attending a festival for the first time, is 1) scattered across different platforms; 2) inconvenient to search and view; 3) incomplete in terms of do's and don'ts.

Since there is no such website/app which integrates searchable and comprehensive information for music festivals, people have to switch between platforms and scroll down the page repeatedly to find what they need. To make things even worse, due to lack of experience and unfamiliarity with rock culture, it is common for festival newbies to encounter unpleasant things during a festival, such as an injury, inappropriate dressing, loss of personal belongings, etc. Also, festivalgoers need obtain information related to local pandemic prevention and control due to current unstable situation.

Therefore, I want to create a website based on music festivals in China, which can offer a one-stop guide to meet people's needs before and during a festival in times of COVID-19. The purpose of the website is to make people obtain more comprehensive information, which is easier to search and view, thus having a smooth and enjoyable music festival experience.

# ●Introduction

To be frank, I also noticed another problem of lacking evaluation mechanism of performers, organizers and venues in music festival industry. The reason why I consider it necessary to introduce is that domestic music festivals are in a state of barbaric growth, meaning that although they are being held everywhere, quality is uneven. Problems such as late performers, confusing services of organizers, and unreasonable zoning of venues are common, while festivalgoers have no unified platform to express their opinions, not to mention complaints, so the introduction of evaluation mechanism, probably like Open Rice for music festivals, can serve as a reference for a festivalgoer's decision-making. Although it is impossible for me to realize it by now, I still want to explicate my complete idea for the website.

# ●Interview Questions

1. How many music festivals have you attended? For what reason do you go to festivals?
2. How do you usually find out about an upcoming music festival?
3. Before booking festival tickets:
  - a) What is the information you need to obtain? (Lineup, performance schedule, ticket information, ticketing channels, etc.)
  - b) What platform do you get this information from?
  - c) Can you tell me or show me your process of searching for information on this platform?
  - d) What do you think about the presentation of information on the platform? Do you think it is clear enough? Are there any areas for improvement?
4. After booking your tickets and before arriving at the venue:
  - a) What preparations will you make?
  - b) How do you arrange your travel plans including outbound and return? What information and from what platform do you need to obtain?
  - c) Will you be familiar with songs of the performers in advance? How?
  - d) Do you purchase clothes and arrange dressing in advance? How?

# ●Interview Questions

5. After arriving at the venue:
  - a) What is the information you need to obtain? (Venue map, luggage storage, signing session schedule, official branded products, etc.)
  - b) What do you think are some of the do's and don'ts that should be communicated to festival newbies? How did you find out about these considerations?
6. Do you think there is an increase in the information you need after the outbreak of COVID-19?

# ●Persona Types

P1: Fan of a specific performer to watch his/her preferred musician's show.



- Sex: Female
- Age: 22
- Education background: Postgraduate
- Hobbies: Listen to hip-hop music, dance and watch movies
- Media usage habit: Heavy reliance on social media (WeChat, Weibo, Red Book & Tik Tok)
- Personality: Outgoing and considerate

P2: Live music lover who enjoys attending various live shows.

P3: Office worker who looks for some fun on his/her day off.

P4: Student who is not a fan of anyone but wants to experience a music festival.

# ●Journey Map:P1

The persona type of P1 is chosen. Firstly, this persona type appears most frequently among interviewees, so it is representative to a certain extent. Secondly, the proportion of fan groups in music festival audience is enlarging. In the past, music festival is a kind of minority culture for rock music lovers, but nowadays it is incorporating more music genres, hence there is an increasing need for fans of pop singers, hip-hop musicians and idols to come to music festivals. Finally, since most of them are festival newbies, not familiar with the whole thing, they strongly need various help during their journey.

# ●Journey Map:P1

Persona:Fan of a specific performer to watch his/her preferred musician’s show

PHASE OF JOURNEY	BEFORE FESTIVAL			DURING FESTIVAL	AFTER FESTIVAL
	GET NEWS	BOOK TICKETS	MAKE PREPARETIONS	WATCH SHOW	SHARE EXPEIRENCE
HOME	<ul style="list-style-type: none"><li>Search related information on Weibo, WeChat Account and tickting apps to decide whether to go to the music festival</li></ul>	<ul style="list-style-type: none"><li>Book tickets on ticketing apps including DaMai and XiuDong</li><li>Access to official or privately formed music festival-related WeChat groups</li></ul>	<ul style="list-style-type: none"><li>Arrange travel plans on navigation apps</li><li>Arrange accommodations on travelling apps</li><li>Get familiar with songs of other performers on music apps</li><li>Buy clothes on online shopping apps</li><li>Arrange the makeup and appropriate dressing referring to Red Book</li><li>Check local weather and prepare raincoats and rain shoes</li><li>Prepare required files according to local pandemic prevention and control</li><li>Search online to know about do's and don'ts</li></ul>		<ul style="list-style-type: none"><li>Post photos and make comments on WeChat Moments or Weibo</li><li>Share feeling with friends through WeChat</li></ul>
VENUE				<ul style="list-style-type: none"><li>Enter the venue</li><li>Store luggage</li><li>Go to the toilet</li><li>Check performance schedule to know the time and stage of the preferred musician’s show</li><li>Attend signing session</li><li>Buy official branded products and the musician's albums</li><li>Have food and drinks served on site</li></ul>	
FEELING					



# ● Problem Statement

**How might we help fans of specific performers coming to music festival to watch their preferred musicians' show to obtain more comprehensive information, which is easy to search and view, in times of COVID-19 so that they can get well prepared before the festival and better enjoy themselves in the festival?**

# ●Story Map

	BEFORE FESTIVAL							
User tasks	decide whether to attend a music festival		book tickets	arrange travel plans	get familiar with songs of the performers	arrange dressing	prepare required files according to local pandemic prevention and control	search for do's and don'ts
Function Requirement	enable to search and filter music festivals by name, date, city, performers and price	show information about all upcoming festivals	allow jump to ticket booking websites	show information related to travel	show information about each performer and allow music play	show information related to dressing	show information about local pandemic prevention and control	show do's and don'ts by importance
Content Requirement	<ul style="list-style-type: none"><li>- name</li><li>- date</li><li>- city, location, venue</li><li>- ticket price</li></ul>	Visualization: map view showing all cities where a festival wil be held	<ul style="list-style-type: none"><li>- links to ticket booking websites</li></ul>	Public transportation: <ul style="list-style-type: none"><li>- nearby subway lines</li><li>- nearby bus stops</li><li>- operation time</li><li>- official shuttle bus routes</li></ul>	<ul style="list-style-type: none"><li>- music genre</li></ul>	<ul style="list-style-type: none"><li>- the style of music festival</li></ul>	<ul style="list-style-type: none"><li>- required files</li><li>- local requirements</li></ul>	<ul style="list-style-type: none"><li>- do's and don'ts</li></ul>
	<ul style="list-style-type: none"><li>- official posters</li><li>- lineup</li></ul>			Private car: <ul style="list-style-type: none"><li>- navigation endpoint suggestions</li><li>- nearby parking lots</li></ul>	<ul style="list-style-type: none"><li>- 3 representative songs</li></ul>	<ul style="list-style-type: none"><li>- local climate characteristics and recent temperature range</li></ul>		
	<ul style="list-style-type: none"><li>- performer profiles</li></ul>			Taxi: <ul style="list-style-type: none"><li>- price range</li></ul> High-speed rail: <ul style="list-style-type: none"><li>- distance from railway station to venue</li></ul>				

# ●Story Map

	DURING FESTIVAL					
User tasks	enter the venue	store luggage find the toilets	watch show selectively	attend signing session	buy official branded products and the musician's albums	have food and drinks served on- site
Function Requirement	show entry instructions	show location	allow to make user's own watch list according to preferences	show information about signing session, allowing search and filter by performer	show information about products to be sold	show information about dining zone
Content Requirement	- entry instructions	- venue map	- performance schedule	- signing session schedule - location  - navigation endpoint suggestions - nearby parking lots	- product name - product description - product price - location	- location - food and drinks served

# ●Open Card Sort 1

Preview 预告	Time & Location 时间地点	Show Details 演出详情	Know Before You Go 行前须知		Travel Mode 出行方式	Venue Information 场地信息
音乐节名称	举办城市	音乐节风格	当地温度范围	入场须知	高铁出行	场地地图
官方海报	举办地点	参演人员音乐流派	当地气候特征	跨省出行防疫相关文件	公共交通出行	艺人签售点
演出阵容	举办场所	参演人员介绍		当地防疫相关要求	私家车出行	现场食物供应
购票链接	举办日期	参演人员代表歌曲		观演注意事项	网约车出行	餐饮区位置
票务价格		演出时间表				行李寄存点
		艺人签售时间表				公共厕所位置

# ●Open Card Sort 2

## Introduction 简介

官方海报

举办日期

举办城市

音乐节风格

演出时间表

参演人员介绍

票务价格

演出阵容

参演人员音乐流派

举办场所

举办地点

音乐节名称

参演人员代表歌曲

购票链接

## Know Before Show 观演前须知

当地温度范围

入场须知

当地气候特征

观演注意事项

当地防疫相关要求

跨省出行防疫相关文件

## Travel Mode 出行方式

公共交通出行

网约车出行

高铁出行

私家车出行

## Watching Show 观演进行时

艺人签售时间表

现场食物供应

艺人签售点

餐饮区位置

行李寄存点

公共厕所位置

场地地图

# ●Position Map

