

# **DRESSING IN LIVE:**

## **MUSIC FESTIVAL DRESSING 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 it difficult to arrange appropriate dressing for these occasions, especially for music festivals which are generally outside.

People mainly use the lifestyle app RED (小紅書) to arrange dressing but content on RED is homogeneous and not targeted, meaning it can neither take local weather and the cultural qualities of specific music festivals into consideration nor show a person's own personality or preference, simply dividing the dressing into styles of “cool (酷)”, “hot (辣)”, “valiant (颯)”, etc. Consequently, it is common for newbies who lack experience to wear inappropriate clothes in music festivals that lead to injury, cold, sunburn and embarrassment.

That's the reason why I want to create a website based on music festivals in China, which can recommend dressing according to local weather and the music styles of performers in a specific music festival. The purpose of the website is to help people to arrange ideal dressing for music festivals, so that they can pursue individuality and self-expression while showing support for their beloved musicians under the premise of health and safety.

# ●Persona Types

P1: Student 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:Student 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>Arrange the makeup and appropriate dressing referring to Red Book</li><li>Buy clothes on online shopping apps</li><li>Check local weather and prepare rain gear or sun protection</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>Store luggage</li><li>Check performance schedule to know the time and stage of the preferred musician’s show</li><li>Take photos</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 student fans of specific performers who come to music festivals to watch their beloved musicians' live performance to arrange ideal dressing, so that they can pursue individuality and self-expression while showing support for their beloved musicians in music festivals under the premise of health and safety?**

# ●Story Map – Function & Content Requirement

	BEFORE FESTIVAL						DURING FESTIVAL	
User tasks	Search information about festivals	book tickets	Check local weather	Figure out artist's music style	Figure out artist's dressing style	Search dressing tips	Buy clothes on Taobao	Take photos
Function Requirement	enable to search and filter music festivals by name, date, city, artists	allow jump to ticket booking websites	- show information about local weather - show dressing index	show information about each artist's music and allow music play	show information about each artist's dressing style (if any)	show dressing tips by importance	show recommendation according to both local weather and performer's style	show photo taking tips
Content Requirement	<ul style="list-style-type: none"><li>- name</li><li>- date</li><li>- official posters</li><li>- lineup</li><li>- city, location, venue</li></ul>	- links to ticket booking websites	<ul style="list-style-type: none"><li>- local climate characteristics</li><li>- recent temperature range</li></ul>	<ul style="list-style-type: none"><li>- music genre</li><li>- introduction to artist's music style</li><li>- 5 representative songs</li></ul>	<ul style="list-style-type: none"><li>- pictures of artist's representative dressing</li><li>- description of the style</li></ul>	dressing tips	<ul style="list-style-type: none"><li>- search keywords on online shopping sites</li></ul>	photo taking tips
	<p>Visualization:</p> <ul style="list-style-type: none"><li>- map view showing all cities where a festival will be held</li><li>- map view showing all festivals an artist will attend</li></ul>		<ul style="list-style-type: none"><li>- dressing index</li><li>- UV index</li></ul>				<ul style="list-style-type: none"><li>- the same dressing as the artist's with brand name and price</li><li>- the artist's own clothing brand (if any) with price</li><li>- the same style of dressing as the artist's with brand name and price</li></ul>	

# ●Data Source / Shortcoming / Strategy

Information Requirement	Source / Shortcoming / Strategy
Music Festival Information: <ul style="list-style-type: none"><li>name, date, city, location, venue, official posters, lineup, ticketing link</li></ul>	<ul style="list-style-type: none"><li>Damai: <a href="https://www.damai.cn/">https://www.damai.cn/</a></li><li>Showstart: <a href="https://www.showstart.com/">https://www.showstart.com/</a></li><li>Shortcoming: missing and inconsistent</li><li>Strategy: Verify the information of the organizer's WeChat Public Account one by one</li></ul>
Local Weather Information: <ul style="list-style-type: none"><li>weather forecast</li><li>historical weather data</li><li>dressing index &amp; UV index</li></ul>	<ul style="list-style-type: none"><li>中國天氣網-historical weather : <a href="http://www.weather.com.cn/forecast/history.shtml?areaid=101010100&amp;month=6">http://www.weather.com.cn/forecast/history.shtml?areaid=101010100&amp;month=6</a></li><li>Moji Tianqi-15 day weather forecast: <a href="https://tianqi.moji.com/forecast15/china/">https://tianqi.moji.com/forecast15/china/</a></li><li>Strategy: Combine the historical and forecast data to offer dressing index</li></ul>
Artist's Music Style: <ul style="list-style-type: none"><li>music genre</li><li>introduction to artist's music style</li><li>5 representative songs</li><li>keywords of music style</li></ul>	<ul style="list-style-type: none"><li>QQ Music : <a href="https://y.qq.com/?ADTAG=myqq#type=index">https://y.qq.com/?ADTAG=myqq#type=index</a></li><li>NetEase Music : <a href="https://music.163.com/#">https://music.163.com/#</a></li><li>Xiami Music genre document : <a href="https://xiami-music-genre.readthedocs.io/zh_CN/latest/index.html">https://xiami-music-genre.readthedocs.io/zh_CN/latest/index.html</a></li><li>Scrape all the answers under Zhihu's (知乎) questions "How to evaluate the artist xxx? (如何評價xxx ?)" and related articles on WeChat Public Account, then conduct word frequency statistics on the data obtained to determine several keywords about the artist's music style. For example, the keywords for New Pants (新褲子) is "復古，迪斯科，國潮，跳舞".</li></ul>



# ● Data Source / Strategy

Information Requirement	Source / Shortcoming / Strategy
Artist's Dressing Style (if any) : <ul style="list-style-type: none"><li>• pictures of artist's representative dressing</li><li>• keyword description</li></ul>	<ul style="list-style-type: none"><li>• Strategy: Scrape photos in Artist's Official Weibo</li><li>• Strategy: Summarize on my own</li></ul>
Recommendation <ul style="list-style-type: none"><li>• the same/similar dressing as the artist with brand name and price</li><li>• the artist's own clothing brand with price (if any)</li><li>• search keywords on shopping sites</li><li>• the same style of dressing as the artist with brand name and price</li></ul>	<ul style="list-style-type: none"><li>• Strategy: Use Pailitao (拍立淘) to find the same/similar dressing product information</li><li>• Strategy: Search online to see whether the artist has an own brand</li><li>• Strategy: The search keywords are a combination of Artist's Music/Dressing Style and dressing index. For example, the recommended search keywords for New Pants (新褲子) fans if they will attend the music festival in JinZhong (晉中) are “復古/国潮/迪斯科 + 风衣/大衣/夹大衣/外套/毛衣/毛套裝/西裝/防寒服”. Then by searching the keywords on shopping sites, some of the results will be displayed by gender.</li></ul>
Dressing Tips	<ul style="list-style-type: none"><li>• Strategy: Collect information online</li></ul>
Photo Taking Tips	<ul style="list-style-type: none"><li>• Strategy: Collect information online</li></ul>