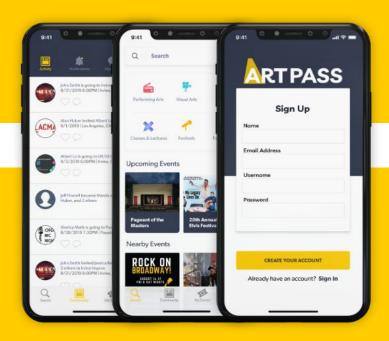
# ARTPASS

Andrew Tumang
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### **PROJECT OVERVIEW**







**Define** 



Design



Test



**Next Steps** 

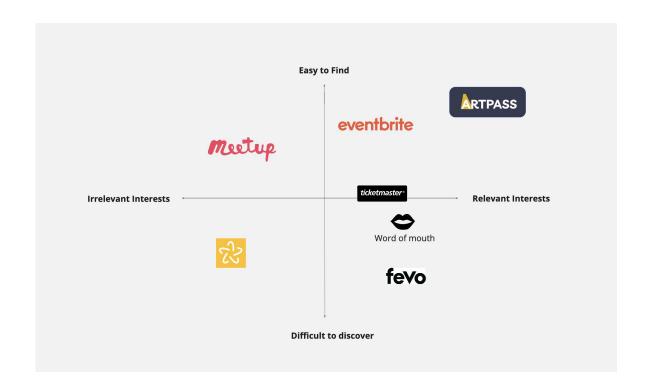
Tools Used: Miro | InVision | Adobe XD | HTML | CSS



# **SWOT Analysis**

Company	Strengths	Weakness	Opportunities	Threats
GoldStar	•Easy to use and can explore events with ease	•No calendar of events, lack of opportunities to connect with friends	•They can offer options to filter certain settings like location to find specific events	Lack of awareness and exposure which could lead to a loss of potential revenue
Meetup	<ul> <li>The interface is easy to use</li> <li>Explore page is colorful and aesthetically pleasing</li> </ul>	•The home page could be visually nicer like the explore page. Design is too simple	•Create a calendar of potential events or events you have registered for.	•Their app design is clean and simple to use. It is easy for first time users to figure out how to work the app
Eventbrite	•Home page and search engine is nice and clean.	•No calendar of events, can't connect with friends to see their interests	•A feature to connect friends on the site in order to motivate others to purchase tickets.	•The app showcases the potential deals that might motivate people to spend \$
Fevo	•The site has good visuals. You can share events and split tickets	•hard to find a sign up option for account, no info	•A sign up link could give more people the opportunity to attend events with the site.	•Site/app makes it easy to share events and gives customers the opportunities

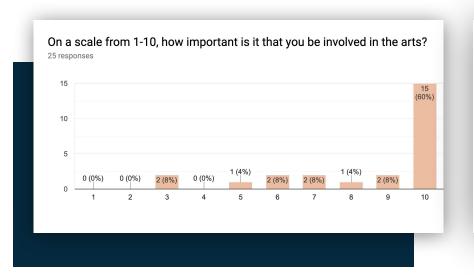
# **Competitive Analysis**

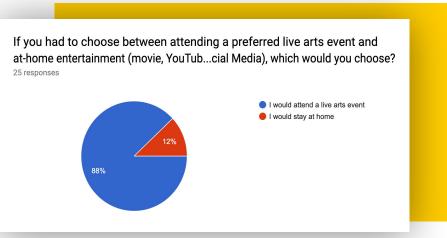




### Surveys

**Goal**: Discover what factors prevent people from attending local art events and what would persuade them to go to an event





### **User Interviews**

"Staying at home is more of a risk. When you go to an event, you went outside and explored something new."
-Danielle-



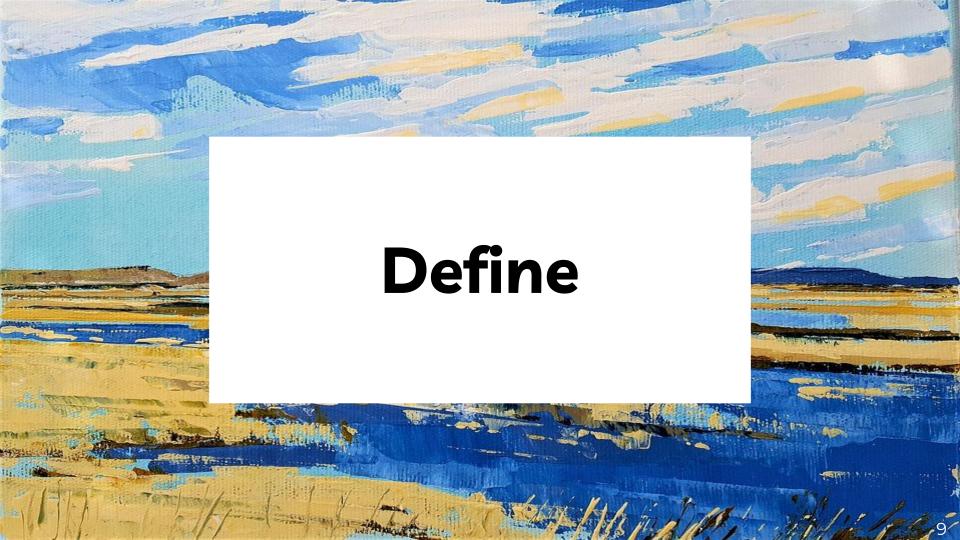
### What motivates users to attend local arts events?

- Personal connection to the event
  - Know artist(s), interest in topic, who users attend events with
- Convenience
- Awareness of Events
- Community

# **User Insight**

People tend not to go out of their way for art events but enjoy unique experiences with friends.

Users need up to date information on events and incentives for attending art events.



### **Problem Statement**

#### **Problem:**

Users don't often attend local arts events because they **don't have a streamlined tool to find events that suit their interests**, making staying at home more convenient. Users enjoy going out with loved ones, but **aren't aware of events they can invite friends to**.

#### **Solution:**

An app that helps users search for events, suggests events for users based on their personal interests, and allows them to share interesting events with loved ones. A paired "rewards" feature to give users incentive to attend more events.

### **User Persona**

#### Damien Hernandez

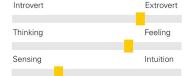


of the norm with my friends and

have a beer"

Age: 24 Status: Single Location: Irvine

#### Personality



#### Bio

Damien is a recent college student who enjoys hanging out with friends and socializing when he is not watching netflix or hanging out with his family. He enjoys trying new things in his local community that he believes his cool and hip.

#### Goals

- Wants to do something out of the norm with friends / significant other
- Wants a beer/wine
- Interested in local live music
- Goal to enjoy time together with friends / significant other

#### **Frustrations**

- Needs the event to nearby
- Doesn't want to spend too much money
- Dislikes being around crowded areas
- Is not sure when/where live events are happening nearby

### **Motivations**Growth

Success

Culture

Social

Preferred Channels
Social Media & Internet

Traditional Ads

Mobile Aps

#### **Brand & Influencer's**





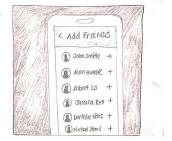




## Storyboard







Damien wants to experience something new with his friends this weekend.

He downloads this brand new app, ArtPass

"Oh this looks interesting!",
Damien says. He finds his friends and adds them



Michael invites him to attend an event on ArtPass.

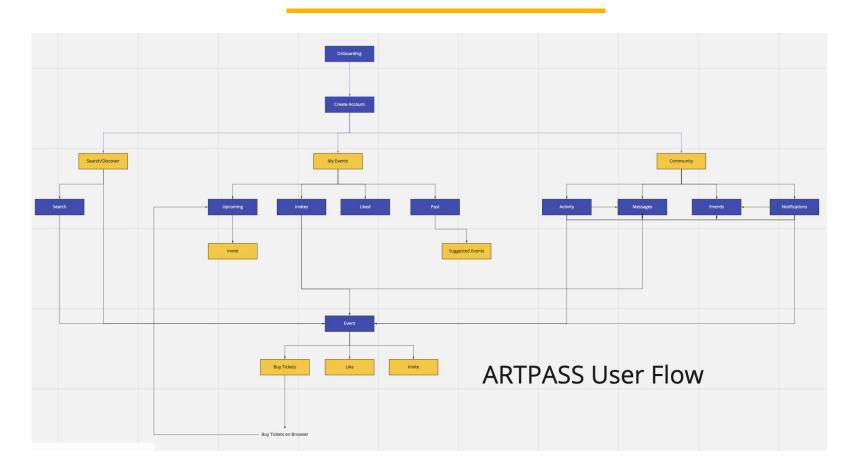


They attend the event together and drink beer/wine.

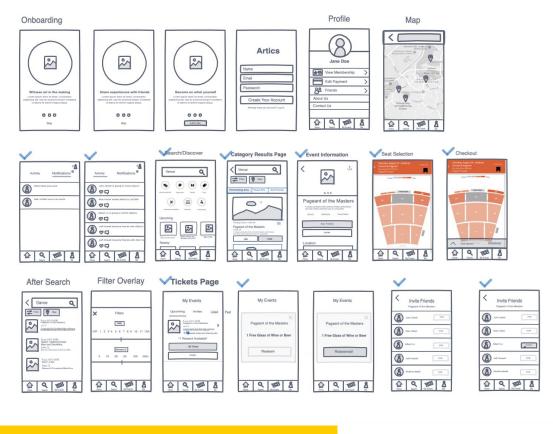


They share their photos from the event using #ArtandSoul.

### **User Flow**



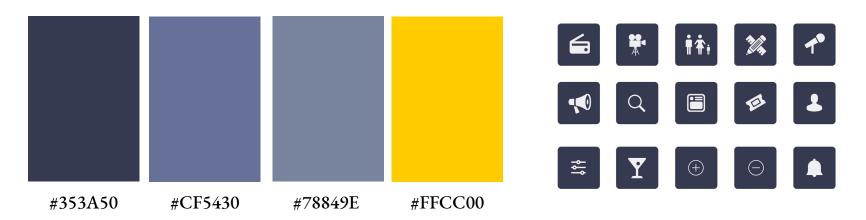




### **Sketches**



# Style



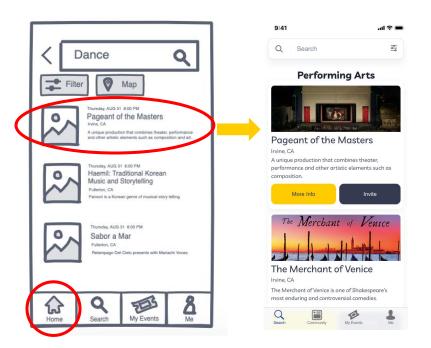


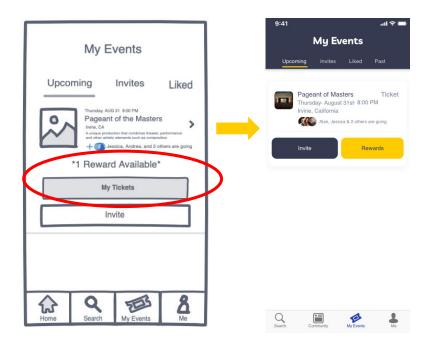
### HEADINGS Livvic

Paragraphs Gibson



### **Testing**





# **Mobile Prototype**



View Prototype

# **Desktop Prototype**



**View ArtPass Website** 

### **Next Steps & Final Thoughts**



- Expand user base
- Develop the rest of the website for user testing
- Expand on app features such as a rewards/credit program

