



# Huset WebApp

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# Problem

- Overload of navigation options (Hick's law)



# Steps to the Solution

- IA based on specific Personas
- Restructure navigation and filters UX/UI



# Performer

## Goals

- Discover new things, experience new cultures
- To be recognized for her music
- Connect with her audience
- Travel the world



## Biography

Baloo loves life and everything about it. She spends nearly all of her time singing or traveling – preferably both. She connects with fans through Facebook, Instagram, Youtube channel and her personal webpage. She was born in south Germany, but she moved to Berlin to study music. After finishing high school she decided to go travel the world. Regularly she shares vlog posts and produces music inspired by her travels. Nowadays she performs all over Europe in USA. Her fiance works in movie industry, now she is focused also on developing her video editing skills.

## BALOO



AGE: 23

Occupation: Singer, songwriter, vlogger, editor

Status: In relationship

Location: German

Archetype: Artist

## Technology

IT & Internet  
Tech tools  
Mobile Apps  
Social Networks

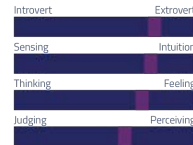
Clever  
Wanderer  
Alternative

# Personas

## Motivations



## Personality



## Associated Brands



# Event seeker

## Goals

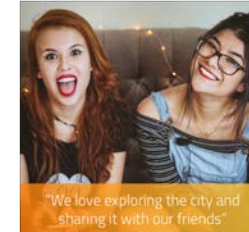
- make once in a lifetime experiences
- to be active and followed in SoMe
- to graduate from college and become influencers



## Biography

Isabella is a young, creative person studying at the University of Copenhagen. Her roommate is Melissa, who she met at school and decided to share an apartment in Amager. They are passionate of events and concerts, especially indie ones. They also like stand up comedy and open mic-nights. They both come from abroad, respectively Spain and Italy, and are struggling getting used to the scandinavian culture. They want to expand their network and start exploring the city and its population.

## Melissa and Isabella



Age: 21

Occupation: Student

Status: Single

Location: Barcelona and Rome

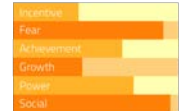
Archetype: Hypster

## Technology

IT & Internet  
Software  
Mobile Apps  
Social Media

Social  
Experimental  
Adventurous

## Motivations



## Personality



## Associated Brands



# Volunteer

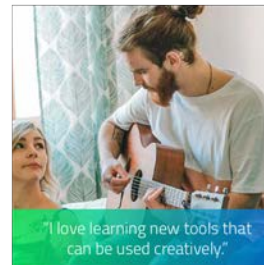
## Goals

- Discover new skills, tools and develop creative skillset
- To be organized in his work
- Contribute to a great cause through volunteer work
- To explore new opportunities in his local areas

## Biography

Rahul is a young, creative person studying and working in the movie field. He is also a music lover, plays himself the guitar. He likes to share and display his creations to friends and family. He is volunteering for Huset. Through volunteering in a cultural environment he can fulfill his passions: video and music. He creates video for the events and he works as a booker to find the right artists for the Huset events, as well as organizing the cinema night events. He loves the good vibes and atmosphere and the different possibilities: arts, music genres and network, that Huset gives. All these experiences broaden his prospective.

## Rahul Acosta



AGE: 24

Born: Porto, Portugal

Status: in a relationship

Location: Copenhagen

Occupation: student at National Film School of DK

## Technology

Internet  
Tech-tools  
Mobile Apps  
SoMe

Creative  
Experimental  
Expressive

## Motivations



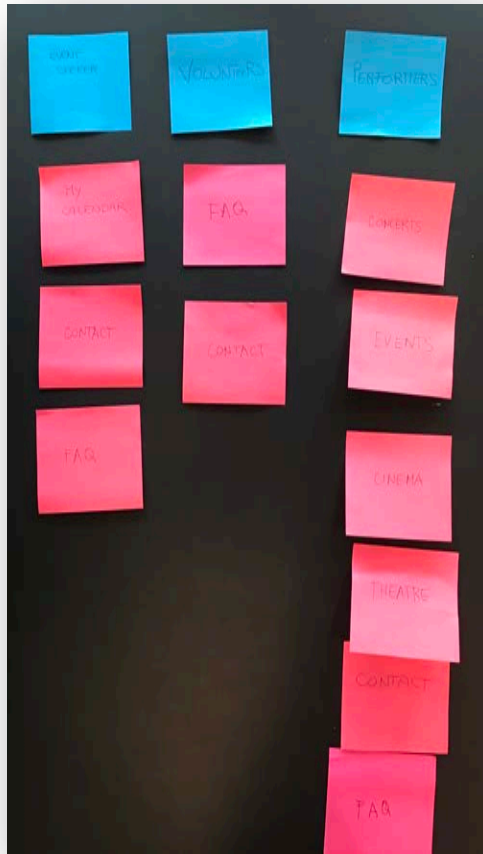
## Personality



## Associated Brands

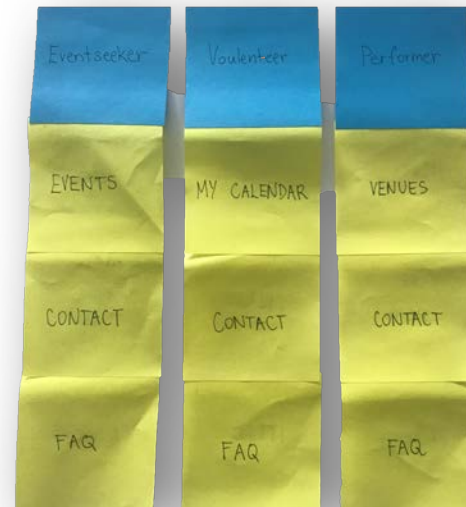


# Card Sorting test



CHANGES BASED ON 3 PERSONAS:

- 3 main categories:
  - Events – Performer – Volunteer -> change event into event seeker
- Restrict burger menu options to one main category (event, my calendar, venues) and keep common content and FAQ



# Huset WebApp IA

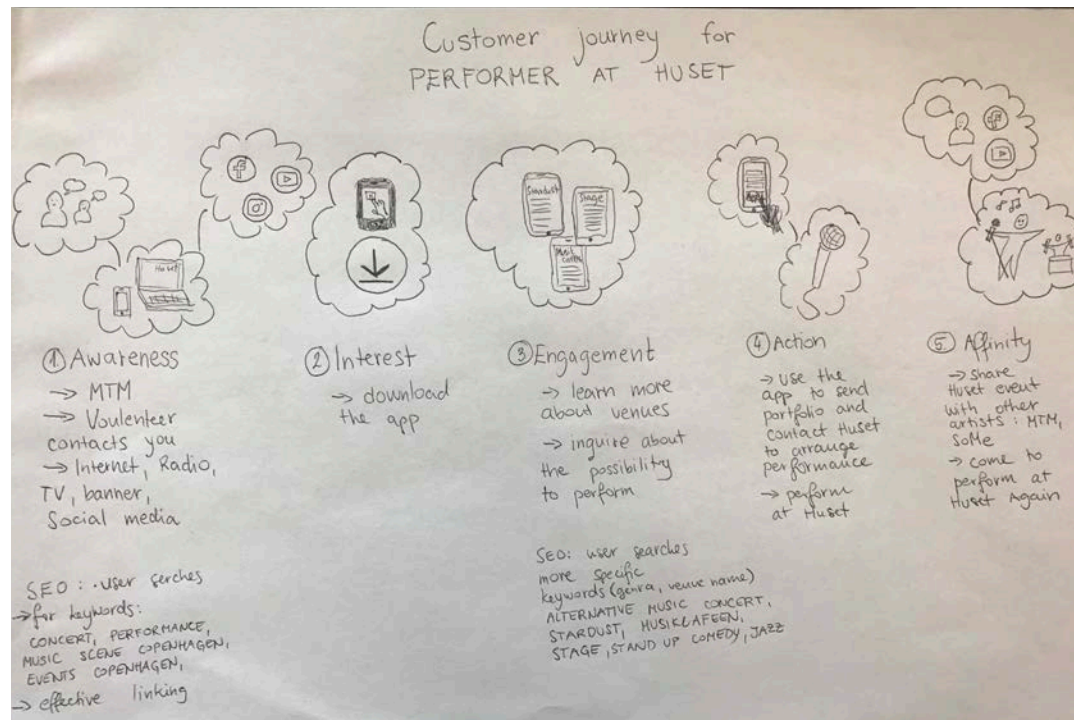


# Promotional Link to WebApp

- Huset webpage
- Huset's social media

# WebApp SEO

- Meta Keywords
- Meta Description
- Relevant text content, using keywords
- Use of H1, H2 and H3 with relevant content
- Following naming conventions and using relevant images, folders and file names
- Use of relevant alt attributes
- Relevant internal and external links





# WebApp Design

- We developed new corporate identity for Huset
- Different color scheme for each persona

## MANUAL DESIGN

### Graphical Elements



Three examples for Huset Web App icon.

When user downloads the app gets asked about their interest in Huset. Based on their persona choice they will be provided with the Web app icon consisting of a gradient designed to provide them best user experience. The icon will be displayed as a app icon on users phone's display.

### Colors

Different color gradient based on specific persona.

**Eventseeker:** #ff8008, #ffc837  
Gradient is used as a background color on burger menu, pop ups and active buttons.

**Volunteer:** #00f260, #c575e6  
Gradient is used as semi-transparent background color over the images. Full opacity on active buttons.

**Performer:** #642b73, #c6426e  
Gradient is used as semi-transparent background color over the images. Full opacity on active buttons.

### Typography

Unified typefaces through out the all three web apps (corporate identity).

Main Titles: Big John, Regular, 35px  
H1: Roboto, Bold, 24px  
H2: Roboto, Thin, 20px  
H3: Roboto, Thin, 15px  
Paragraph: Roboto, Light, 14px  
Links: Robot, Bold, 12px, Underline  
Buttons: Roboto, Light, 15px, Uppercase

### Buttons & lines

Eventseeker

BUTTON

BUTTON

Volunteer

BUTTON

BUTTON

Performer

BUTTON

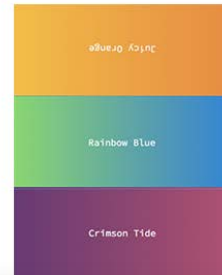
BUTTON

Consistently through out all three apps we are using the same 1 px white line on the gradient background or 1px gray line on the white background.



Logo

### Chosen Colors



linear-gradient  
(to right, #ff8008, #ffc837);

linear-gradient  
(to right, #00f260, #0575e6);

linear-gradient  
(to right, #642b73, #c6426e);

## HUSET WEB APP

### Style Tile

## THIS IS AN EXAMPLE ENTER PAGE TITLE

Font: Big John, Sans Serif, Regular, White, 35px

## This is an Example of a Heading 1

Font: Roboto, Sans Serif, Bold, Black, 1.5em/24px

### This is an Example of a Heading 2

Font: Roboto, Sans Serif, Thin, Black, 20px

### This is an Example of a Heading 3

Font: Roboto, Sans Serif, Thin, Black, 15px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Roboto, Sans Serif, Light, White/Black, 14px

**This is an example of a Text link »**

Font: Roboto, Sans Serif, Bold, White/Black, 12px

### Adjectives

**MODERN ORGANIZED SHARP  
DYNAMIC CLEAR ENGAGING**

# Think Aloud Test

## 1.Eventseeker

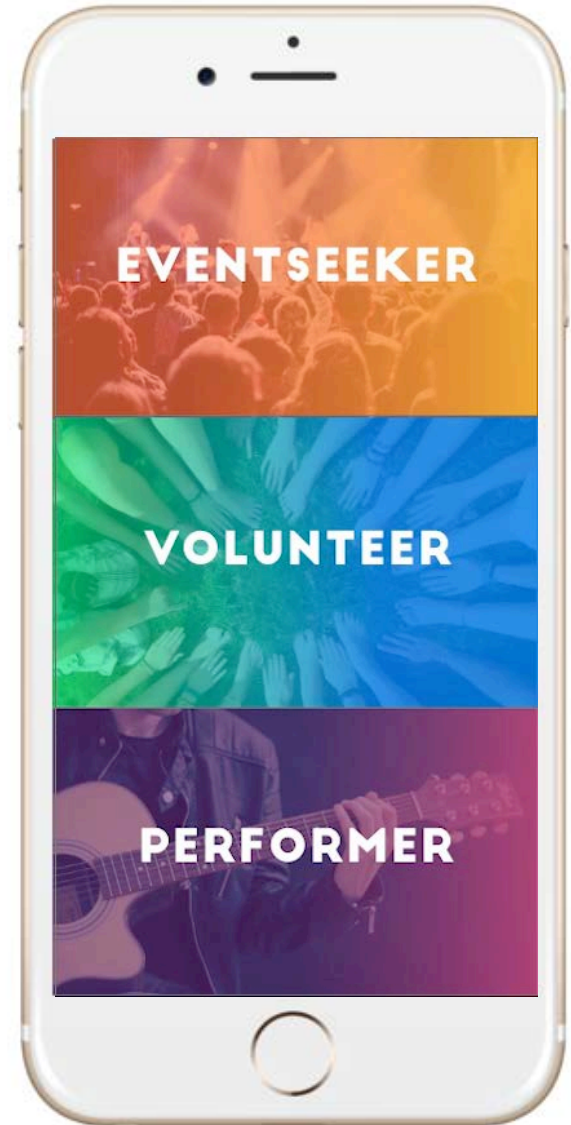
- Add a clickable 'more info' for the events

## 2. Volunteer

- Add a new custom field: volunteer shift for the working shift hours.
- Add icons for shift hours of the volunteer and the location for the event to help visualize.
- Add a message icon to get direct access to the messages

## 3.Performer

- Add contrast between font sizes and font weight to improve readability include a button at each venue where user can click and see the events taking part at that venue.
- Nesting and chunking content for each venue, creating a drop down menu solution with icon for each custom field.





# Links

## TRELLO:

<https://trello.com/b/0EAQ12fa/huset>

## GIT:

<https://github.com/masa-stirn/huset>

## WP BACKAND:

<http://test.masawudesign.dk/wp-json/wp/v2/>

<http://designki.dk/CMS/wordpress/wp-json>

<http://ferrarigiada.com/kea/07-cms/wordpress/wp-json>

## WEB APP LINK:

<http://masawudesign.dk/kea/huset/huset-performers/>

