



REASONSTO APP

What is Reasonsto?

Reasonsto is the award-winning 3-day international conference with a festival vibe. Held annually in Brighton UK, it brings the very best international speakers from design and code to take to the stage and inspire, inform, entertain, thrill, teach and network with web designers and coders that attend from all over the world.

Problem

They currently use a paper booklet to show the timetable of speakers which could get easily lost or damaged. This means that to cater for this Reasonsto has to print more booklets than attendees just in case they need another.

Solution

The solution to this problem is to create an app that includes information about the event, shows the attendee what talks are happening when and allow them to create their own custom schedule.

The app will include...

- General information (plus location) about the event
- Talks (day/time/location)
- List of speakers at the event
- Interactive schedule

App features include...

- Login/Register
- Custom schedule builder for users

COMPETITION



ESMO EVENTS

Strengths

- Generic app that contains all events hosted by ESMO which provides users with information about all the events they have on
- Good use of icons to indicate the different pages of the app
- Allows talks to be shared on loads of different social media platforms (also provides default text on a lot of them to make sharing faster)
- Includes a detailed map that also pin points where certain things are happening based on user selection
- The app allows users to make notes on the talks
- In some sections of the app the font size can be adjusted

Weaknesses

- Not very visual (no pictures)
- A lot of text, a lot of which is very small and hard to read
- Although the map is slightly interactive you can't move around and visually see the conference building



ESMO EVENTS

Opportunities

This app already provides a lot of information to the users attending the events so the biggest improvement I can see that would really enhance the user experience is to make it more visually appealing. This will help in making people go through the app more easily.

Treats

Although this app provides information for a variety of events its biggest threat is people uninstalling the app after the conference.

The image displays three screenshots of the ESMO Events mobile application:

- Daily Programme:** Shows the schedule for Saturday, October 8th. It lists sessions like "Gastrointestinal tumours, non-colorectal" (Morning, Copenhagen), "Primary and secondary resistance to targeted" (Morning, Lisbon), "Minimising the complications of ADT and bone" (Morning, Brussels), "Neurotoxicities assessment, prophylaxis and" (Morning, Bern), "Fragile patients with non-metastatic lung" (Morning, Berlin), and "The revolution of molecular diagnosis in" (Morning, Zagreb). Each session includes a time (Sat, 08:00 - 09:00) and location.
- Session:** A detailed view of a session titled "Gastrointestinal tumours, non-colorectal" on Saturday, October 8th, 08:00 - 09:00. It shows the "Auditorium" location and "Copenhagen" city. The screen includes "Add to My Congress" and "Add note" buttons. Below the session details, there are sections for "Presentations" (e.g., "616PD Phase III study comparing Y. Fujiwara") and "Invited discussant abstracts LBA26, LBA27 and E. Van Cutsem"). Session navigation arrows are visible.
- My Congress:** A dashboard for managing the user's congress. It features sections for "My Programme" (0 items), "My Favourites" (0 items), and "My Notes" (0 items). It also includes a "Connect to sync My Meeting" button and a "Add Appointment" button. A large red circular icon with a white "X" is located at the bottom right of this screen.



POCKET GAMER CONNECTS

Strengths

- The app holds information about the different events run by Pocket Gamer Connects
- Includes maps of where the events are and are interactive
- Has profiles for the staff so users can quickly contact them if needed
- Notes can be written within the app
- App is easy to navigate and each page can be accessed quickly
- You can browse the app and see what events there are without registering

Weaknesses

- Have to go through another app to register
- Unclear of what events have already happened and what ones are new

Past Events

PG Connects Helsinki 2016
Sep 05 - 06, 2016
Wanha Satama

PG Connects Vancouver 2016
Jun 28 - 29, 2016
Vancouver Convention Centre

PG Connects London 2016
Jan 18 - 19, 2016
The Brewery

← About Event

POCKET GAMER CONNECTS HELSINKI
global mobile games conference

About

Pocket Gamer Connects Helsinki 2016 marks a 3rd return to Finland as we greet the Mobile Games Capital of Europe with the largest mobile games b2b conference series in Europe. NOTE: This event is only open to registered delegates of PGC Helsinki. If you have not yet received your access code to join, please contact support@pgconnects.com

Location

Helsinki

REGISTER Join

☰ Map

Map List



POCKET GAMER CONNECTS

Opportunities

The biggest opportunity I can see for this app is to allow users to book and register for event through there app rather than having to go through another one. Other things could include making it a little more visually appealing and adding more features to keep users on the app.

Treats

The biggest treat with this app is converting users who are just browsing to sign up, create a profile and pay to go to the conference.

The image displays three screenshots of the Pocket Gamer Connects mobile application:

- Left Screenshot:** Shows a list of staff members under the heading "Staff". It includes three profiles: Elspeth Lawson (Senior Event Manager at Steel Media Ltd), Joao Diniz Sanches (Event Production Director at Steel Media Ltd), and Jez Bridgeman (Creative Director at Steel Media Ltd). Each profile has a circular photo, the name, title, and company, followed by a star icon for rating.
- Middle Screenshot:** A detailed view of Elspeth Lawson's profile. It shows her photo, name, title, and company. Below this is a section with two circular icons, one filled with a dot and one with a circle.
- Right Screenshot:** A "Notes" screen. At the top, it shows "All" with a dropdown arrow, a search icon, and a note count of 0. Below this are sections for "Favorites" (0) and "Notes" (0). The main area contains a notepad icon and the text "No Notes". At the bottom, there is a button with a pencil icon.



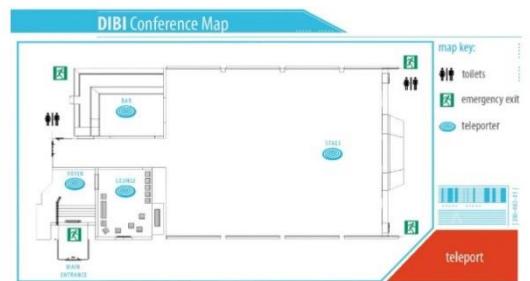
DIBI CONFERENCE GUIDE (2014)

Strengths

- Uses an interactive map to allow people to virtually walk around the conference building
- Map of the building which shows people where things are such as the stage, bar and toilets
- Graphics are good and everything is easily recognisable
- No lag when using the app and the app didn't crash

Weaknesses

- The pace of the walking in the app is very slow
- No information about the event
- App is default to landscape which can make it harder for some users to hold their device





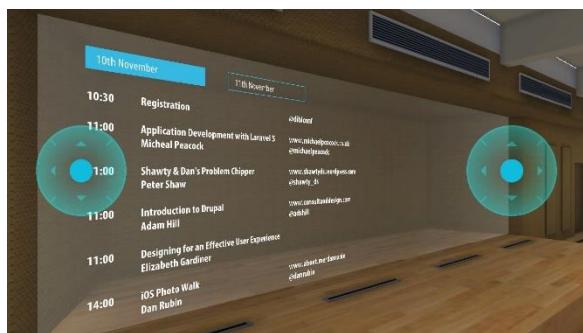
DIBI CONFERENCE GUIDE (2014)

Opportunities

There are a lot of opportunities with this app to improve it and make it a more fully rounded app. I feel that the interactive map could be incorporated into a bigger app for this conference. The other sections could include information about the event, who's speaking and when the talks are happening. This would give the users going to the conference even more reason to use the app.

Treats

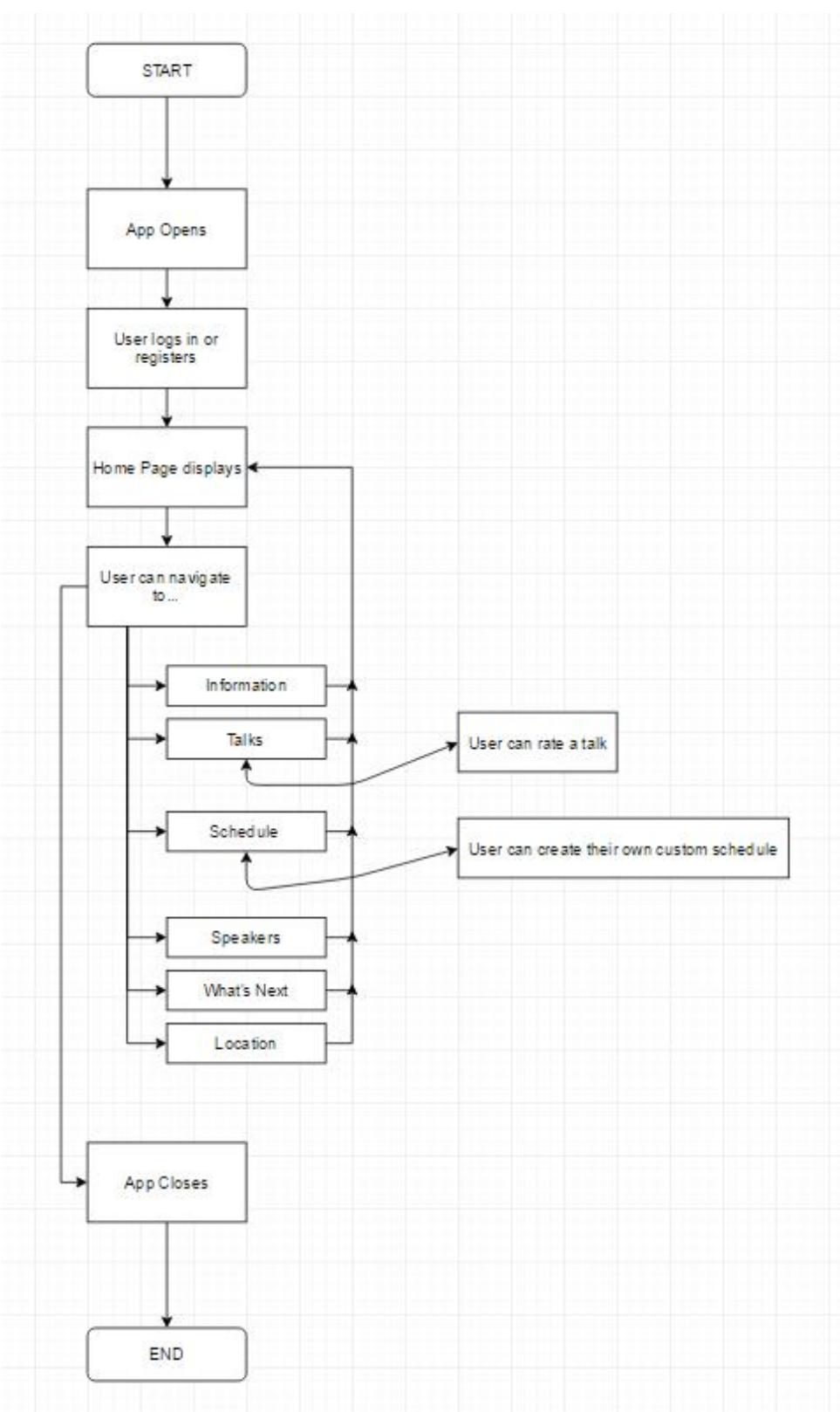
The biggest threat with this app is keeping users using it before and after the conference as with this sort of app most people will only download it when they feel like they'll need it.



FLOW DIAGRAMS

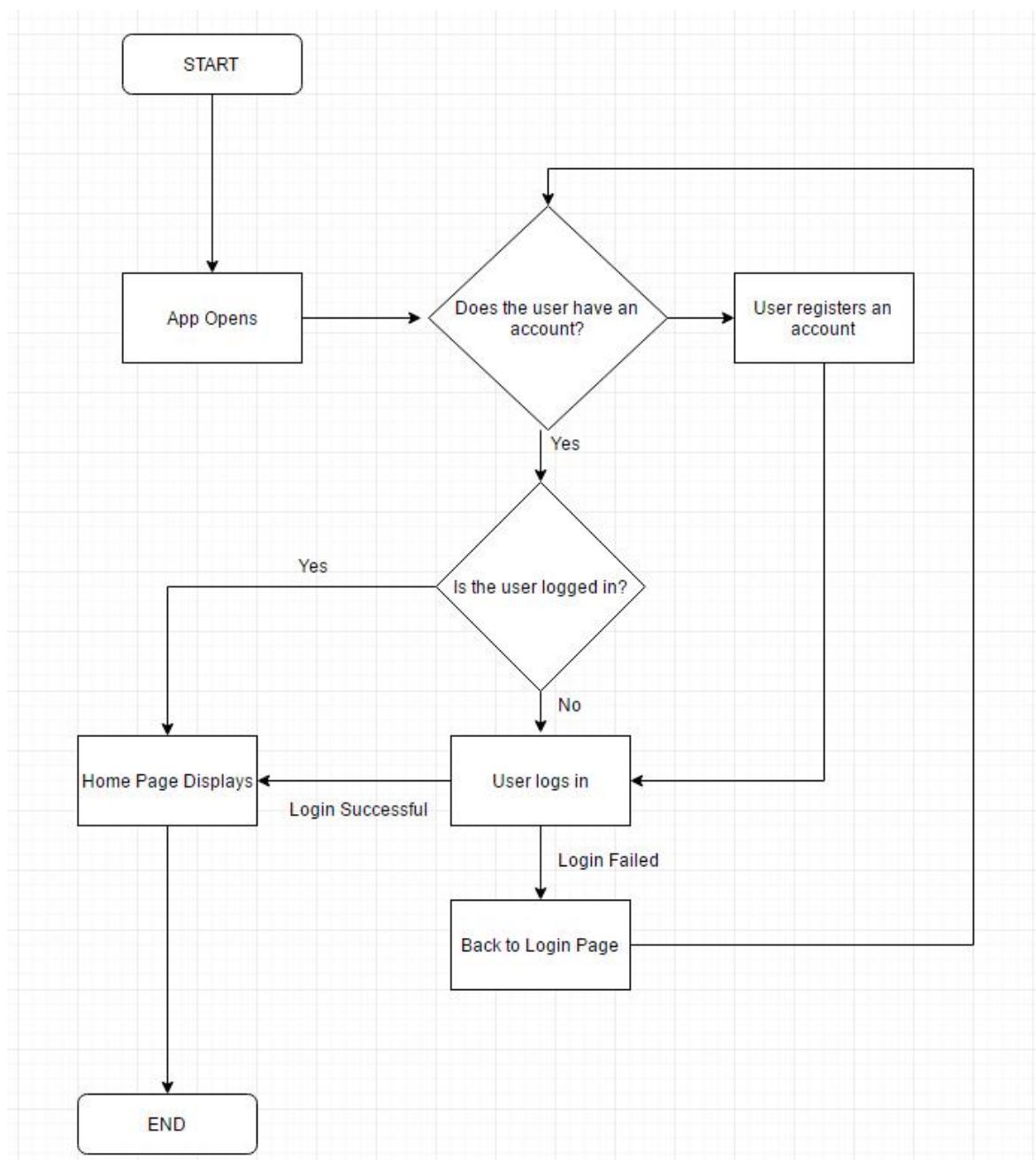
PROCESS OF NAVIGATING THE APP

This flow diagram shows the overall process a user would take when navigating the app, specifically how they will get to each page.



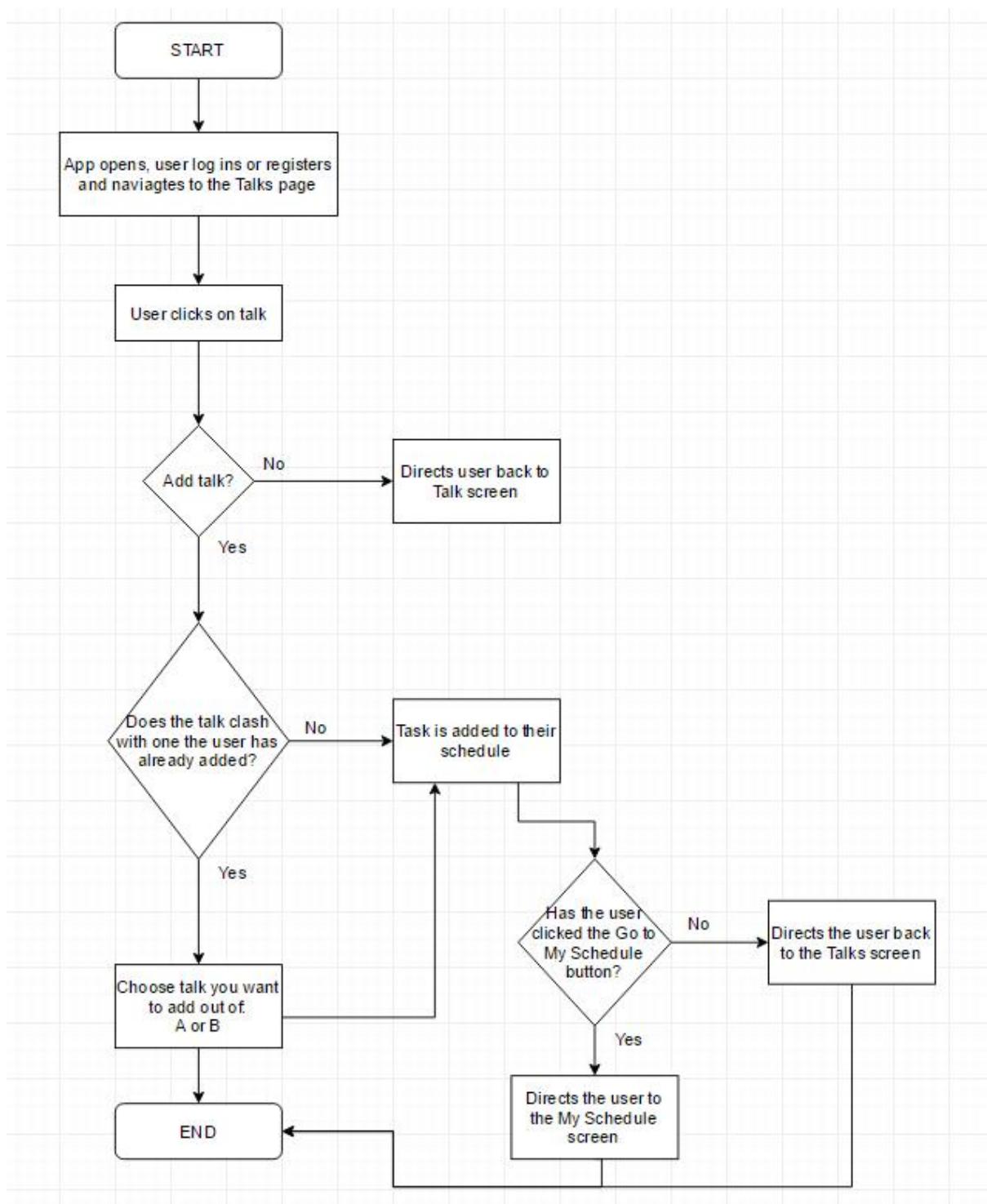
LOGIN/REGISTER PROCESS

The flow diagram below shows the process a user would take when login/registering on the app.



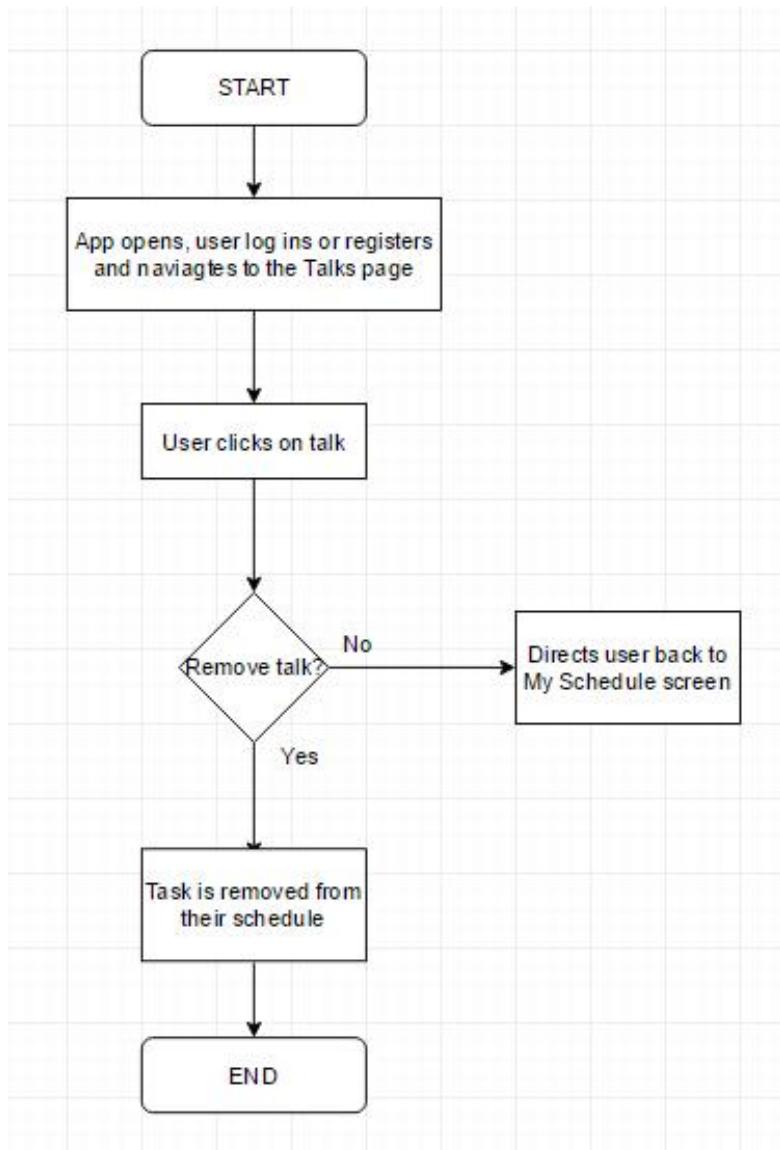
PROCESS OF ADDING A TALK

This flow diagram shows how the user would add a talk to their schedule and what would happen if there was a clash with one that the user has already added.



PROCESS OF REMOVING A TALK FROM MY SCHEDULE SCREEN

The flow diagram below shows the process in which a user would take if they wanted to remove a talk from their schedule.

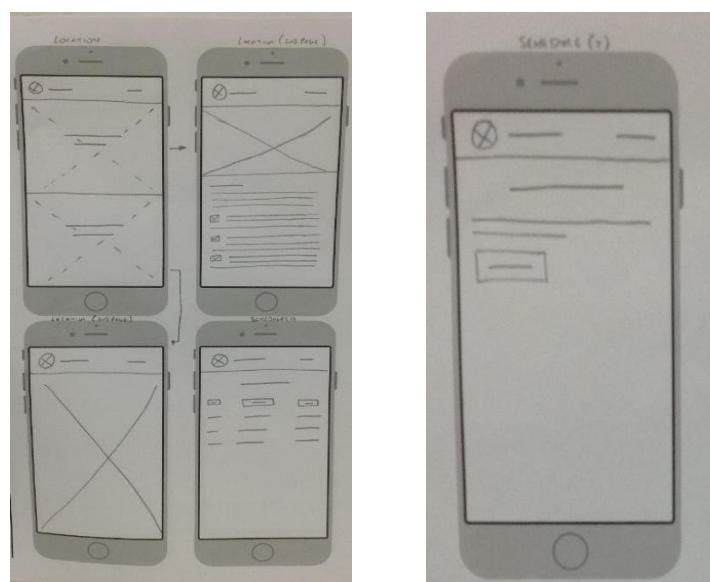
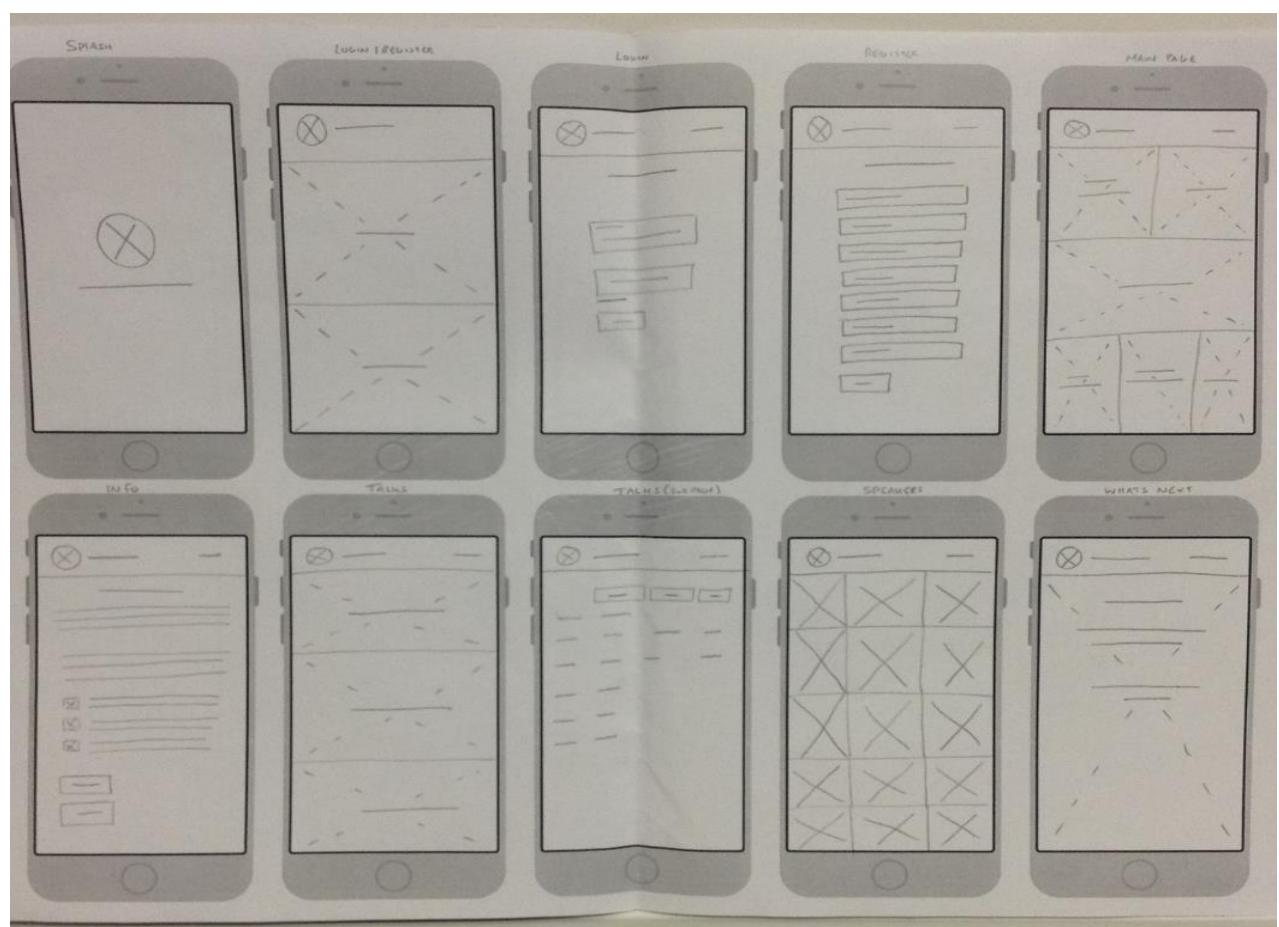


WIREFRAMES



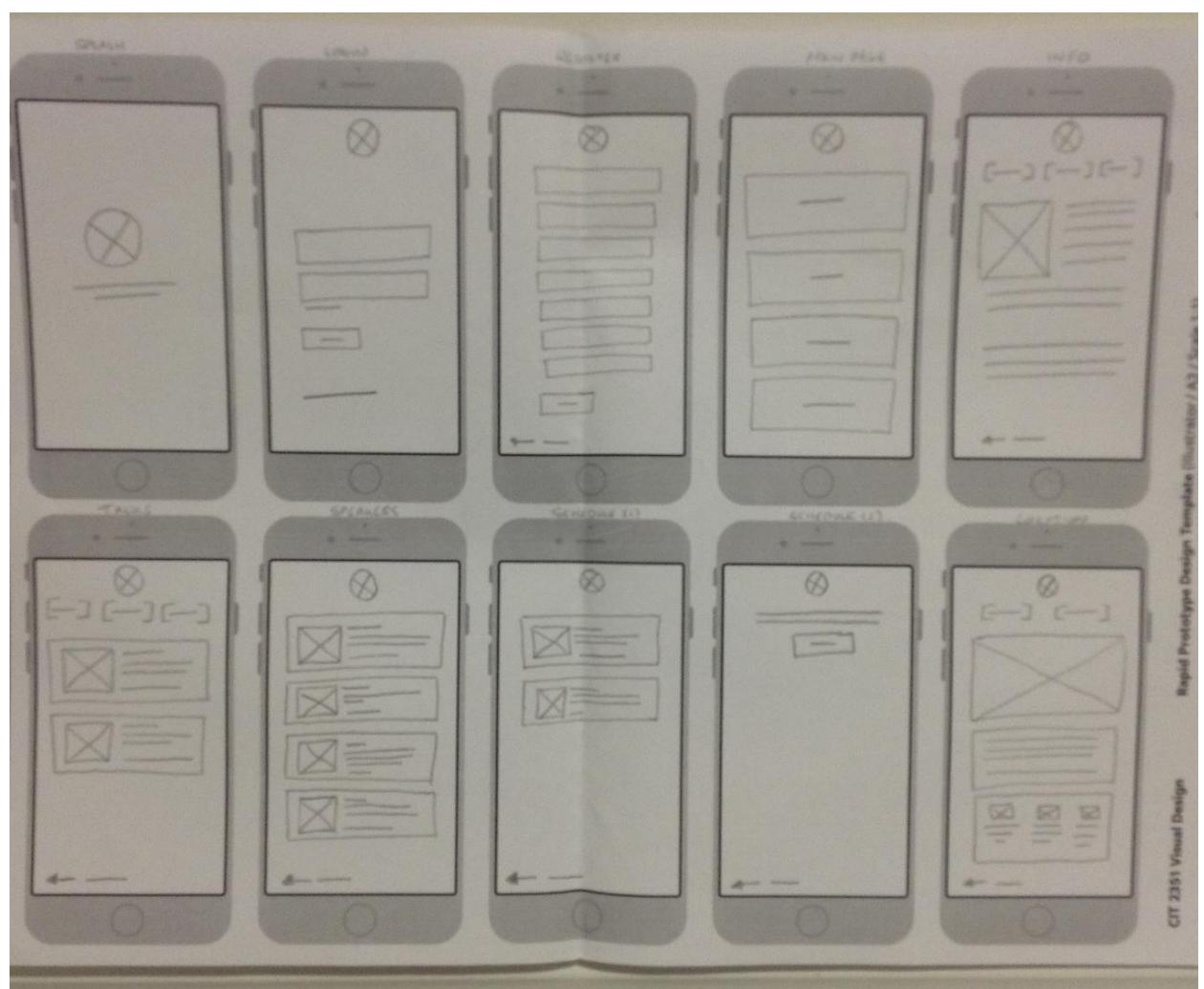
VERSION 1

To begin with, I created three different sets of wireframes. These all used very basic shapes. For this wireframe set I went for more of a grid view layout to display the content. I gave it a header where the logo and a back link would located on every page.



VERSION 2

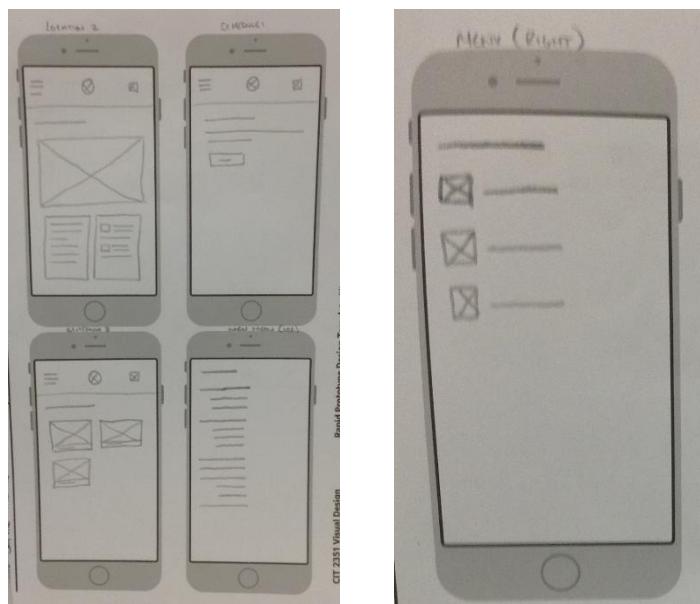
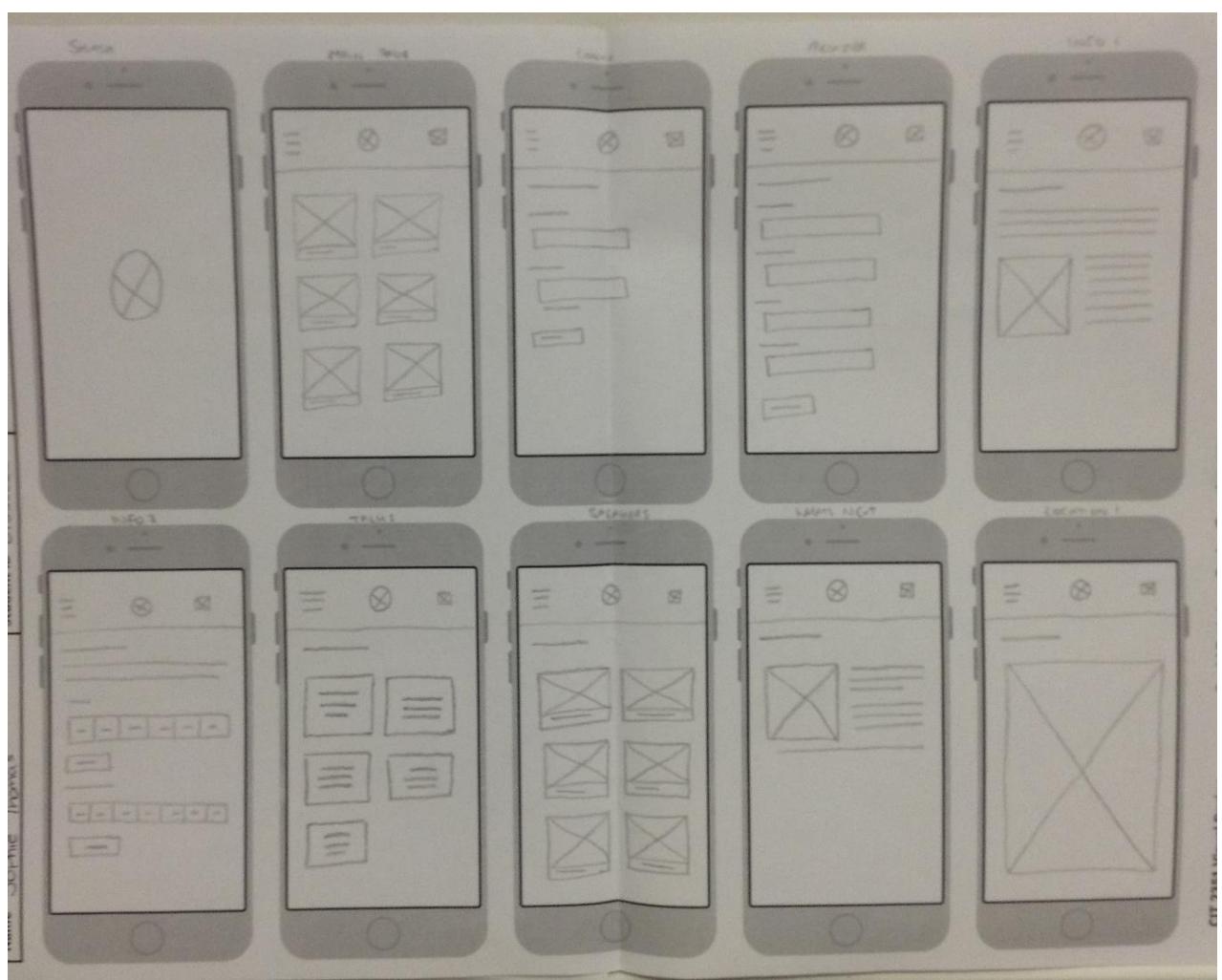
I went for more block layout for displaying the content in this wireframe set. On these wireframes I gave each screen a header and a footer. The header contains the logo and the footer contains the back link.





VERSION 3

For the wireframe set I laid out the content in box grid. I gave each screen a header which contained a menu icon, logo and an icon which allowed the user to log out.

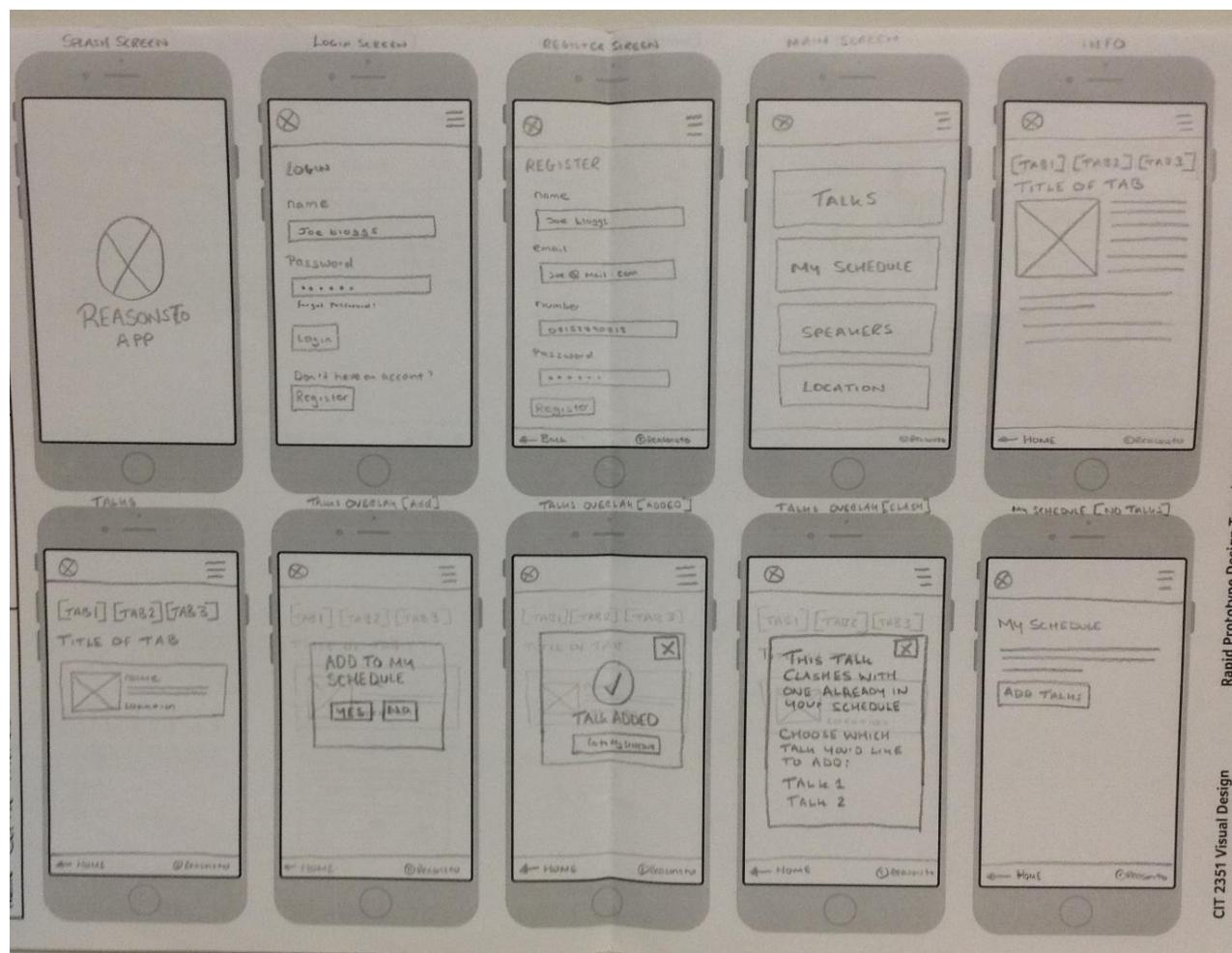


FINAL SET (1/2)

Out of the three wireframe sets I based my final wireframe set on Version 2. This was because I felt that each page structure allowed for the user to access the information quickly. It was also consistent throughout each page.

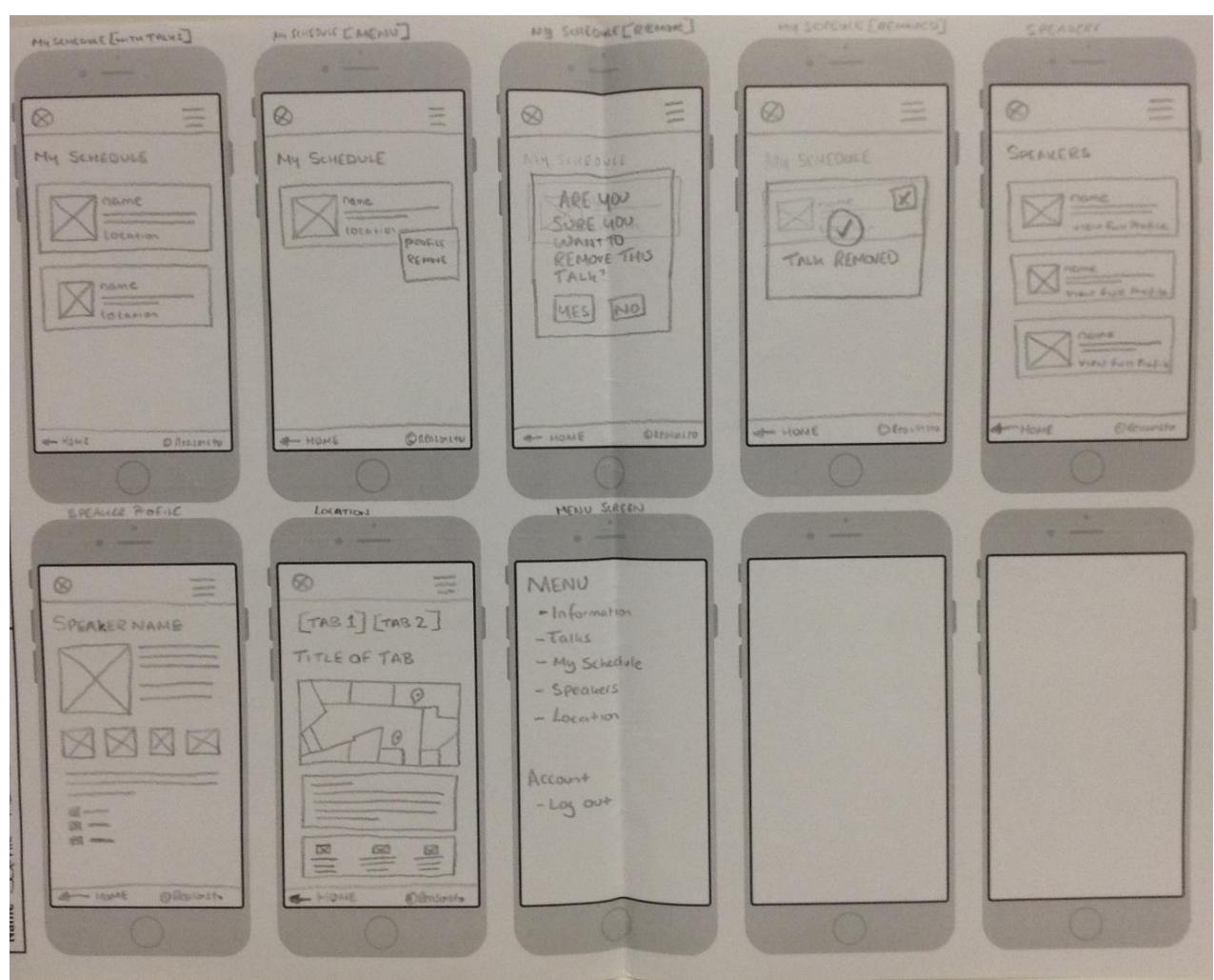
With the final set, I adapted Version 2 and kept in mind some layout choices from the other two versions. I also showed more of the processes that would happen in the app, for example the process the user will take in adding a task to their schedule.

I gave each screen a header and a footer. The header contained a logo and menu icon and the footer container a home link and reasonsto copyright text.





FINAL SET (2/2)



After sketching this up, I made it into a prototype so I could see if the functionality works before designing it fully in Adobe Photoshop.

[Prototype Video : <https://www.youtube.com/watch?v=RDVVeS2wxpM>]

MOODBOARDS

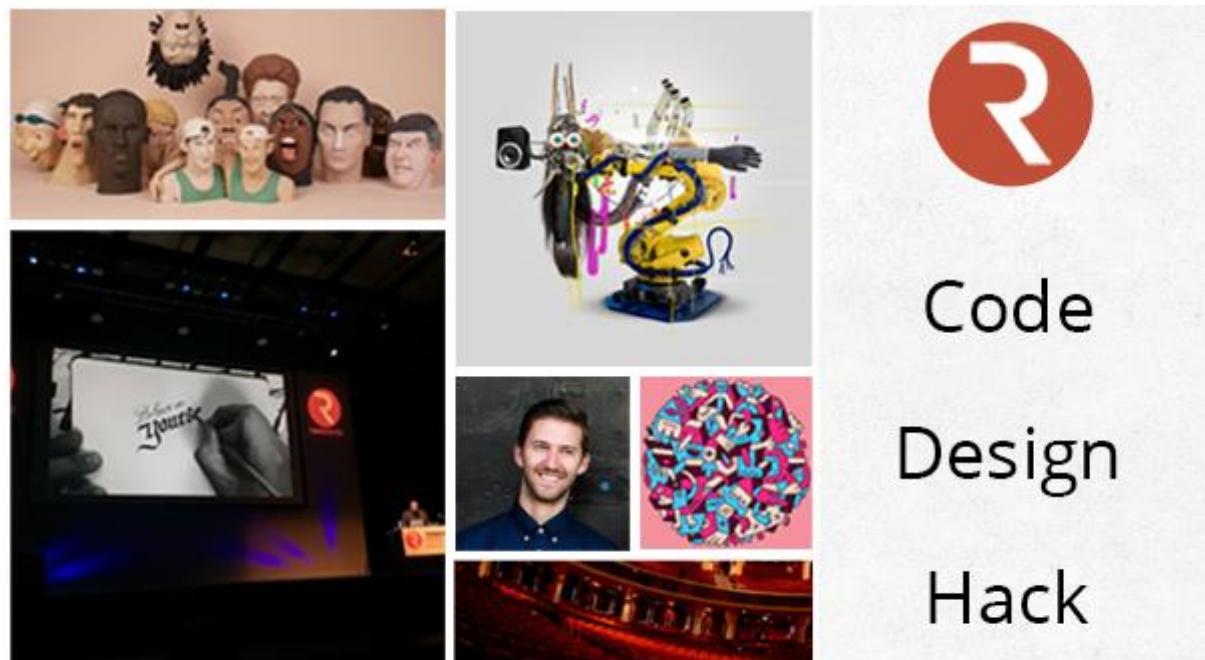


MOODBOARD

I kept the style very similar to their website as I want people to know that this is part of the official Reasonsto brand. However, I did make some changes to give the brand a fresh and new feel to it. These changes included the colour scheme, fonts and icons to use within the design.

My moodboard includes 5 things:

- Colour
- Terminology
- Typography
- Imagery
- Iconography



Creative INNOVATE



APP DESIGN & PROTOTYPES



VERSION 1

For my first version of the app I focused on designing a couple of screens as I wanted to get feedback on them to gain whether the direction I was going in was the right one for this project and target audience.

These screens included:

- Splash screen
- Talks screen
- Talk sub-screens (adding, clash and added)

I choose these screen because they involved a full process a user would have to take, as well as these page being linked to each other.

[Prototype Video : https://www.youtube.com/watch?v=TztKbuDCa_c]



VERSION 1 FEEDBACK

- Make the texture background come through the 'R' in the Reasonsto logo
- Remove the dark borders, replace with white (take from moodboard)
- Use the brackets only to indicate the current selection
- Text sizes and fonts need changing
 - Text is too small
 - Shorten (and make snappy) the questions to users
 - Experiment with different fonts for headings
 - Improve the bio blocks (bigger text size for name, make name a heading font and hierarchy on the text)
- Grey out talks already in the users schedule
- Make the home screen have the information about the conference rather than having it on a separate page
- Shareability (profile page)
 - Allow users to share talks with friends (social media)
 - Allow users to share contact details with each other (QR code)
- Add a get help page which allows users to access contact information for the staff and volunteers working the event
- Give the app extra functionality by allowing them to make notes within the app while their listening to a talk



VERSION 2

After receiving feedback I re-created the template page to make sure that the text and icons on the app were easily viewable. By creating this page I can create the other pages much quicker as I already know the sizes of each heading and icon.

Version 3 uses the new template page and is designed based on the feedback I got after creating version 1. The main changes were:

- The borders were changed from dark grey to white (the same as they are on my moodboard)
- I add a profile page so the attendee can share their information to people quicker
- I added share button so the user can share talks to their friends
- Only used the bracket indicators for the active links not all

While working on the feedback I designed more pages. This gives the app more of a complete feel as task can be done by the user.

The screenshot shows a template page with the following structure:

- Top left: Red circular logo with a white stylized letter R.
- Top right: Three horizontal black bars (menu icon).
- Content area:
 - HEADING 1**
 - HEADING 2**
 - Heading 3**
 - Heading 4**
 - Heading 5***
 - Heading 6**
 - Paragraph text: Paragraph
- Bottom left: Red circular icon with a white house symbol.
- Bottom center: Social media icons for Facebook, Twitter, and Instagram, followed by the text "© Reasonsto".

[Prototype Video:
<https://www.youtube.com/watch?v=mroVUtD4gHQ>]



MENU SCREEN

Where would you like to go?

- Talks
- Your Schedule
- Speakers
- Location
- Your Profile

Logout

© Reasonsto

Added a box border to separate the links and to make them easier to click on.

Where would you like to go?

- Talks
- Your Schedule
- Speakers
- Location
- Your Profile

Logout

© Reasonsto

Where would you like to go?

- Talks
- Your Schedule
- Speakers
- Location
- Your Profile

Logout

© Reasonsto

Added icons relevant to the page name next to the text for visual representation.



VERSION 1 VS VERSION 2

Before



After



Bigger text – makes it easier to read

Added an icon for the adding of the task to make it easier for the user to perform that action

Only made the active links have the brackets to show which page the users is actually on

Up Next Upcoming Talks Previous Talks

Upcoming Talks

Kane Stone
The Dome @ 12 noon
Kane Stone is Graphic Designer from London. Throughout the years he has developed logos and illustrations for clients such as Adidas, Apple and EE.
Kane's talk is centred around sharing his experience in the Graphic Design industry and is designed to inspire you to create.

Kyle Kingstone
The Corn Exchange @ 12 noon
Kyle Kingstone is very much a web geek and loves writing thousands upon thousands of lines of code to bring his creations to life.
Kyle's talk focus on the importance of doing the stuff you love and not letting anything stop you from creating.

Olivia Thompson
The Studio @ 12 noon
Olivia Thompson is a Web Designer originally from Australia who now works in London. She is responsible for designing interfaces and creating digital prototypes.
In her talk she explains the importance of side projects and why people should do them.

← Home © Reasonsto

Make the box borders more appealing and in the theme that I choose when I did my moodboard



Up Next [Upcoming] Previous

Upcoming Talks

Kane Stone
The Dome @ 12 Noon
Read more...▼

Kyle Kingstone
The Corn Exchange @ 12 Noon
Read more...▼

Olivia Thompson
The Studio @ 12 Noon
Read more...▼

Adam Cliff
The Dome @ 14:15
Read more...▼

← Home © Reasonsto

Improved my footer by adding relevant icons that fit with the app theme

Kept the app page simple by hiding the speaker/talk info and only revealing it on click



VERSION 1 VS VERSION 2

Before

The screenshot shows the 'Upcoming Talks' section. At the top, there's a message: 'Opps, you seem to have a talk in your schedule at this time.' Below it, a red box contains the text 'Choose which one you'd like to add:' with two options: 'Kane Stone' and 'Olivia Thompson'. The rest of the screen lists other talks by Kane Stone and Olivia Thompson.

Changed the colour scheme to make the element contrast better together.

Moved the talk names in line with each other to give them the same hierarchy. Put Kane first as he is the one already in the schedule

The screenshot shows the 'Upcoming Talks' section. At the top, there's a message: 'Opps, you seem to have a talk in your schedule at this time.' Below it, a red box contains the text 'Choose which one you'd like to add:' with two options: 'Kane Stone' and 'Olivia Thompson'. The rest of the screen lists other talks by Kane Stone and Olivia Thompson.

Improved the Tick icons to make it more appealing on the eye

After

The screenshot shows the 'Upcoming Talks' section. At the top, there's a message: 'Opps, you already to have a talk in your schedule at this time.' Below it, a green box contains the text 'Choose which one you'd like to add:' with two options: 'Kane' and 'Oliva'. The rest of the screen lists other talks by Adam Cliff and Kane Stone.

The screenshot shows the 'Upcoming Talks' section. At the top, there's a message: 'Opps, you already to have a talk in your schedule at this time.' Below it, a green box contains the text 'Choose which one you'd like to add:' with two options: 'Kane' and 'Oliva'. The rest of the screen lists other talks by Adam Cliff and Kane Stone.

Removed the brackets from the X and kept it on the Go to My Schedule link as that is where I most want people to go to



VERSION 2 FEEDBACK

- On the previous talk screen, remove the 'Add Icon' as the user shouldn't be able to add a past talk to their schedule
- Add the icons used on the Menu screen to the relevant other pages
- On the Talk Added overlay add an animation between the Menu icon and the tick icon so say it's been added
- Allow users to view the speaker profile from the Talk screen
- Either add Speaker screen that links to each speakers bio or an overlay window that shows their work (picture/video) with a link to their full profile

After receiving this feedback I went back and made some changes to my app. I also revisited my first lot of feedback to see if I missed anything. The changes that I made were:

- Adding a link to the Talk Info screen that shows the speakers work
- Adding a Need help? Link on the menu
- Removing the Add Icon on the previous talks screen
- Changing the links from Black to Orange
- Adding a white border to media objects (images and videos) to keep the app consistent



VIEW WORK LINK

Before

The screenshot shows a card for Kane Stone's talk. At the top right is a red plus sign icon. Below it is a 'Show less...' link with a downward arrow. The main content area contains a bio about Kane Stone and his experience in graphic design. At the bottom left is a 'Share this talk' button with a circular icon, and at the bottom right is a 'View work' button with a circular icon.

After

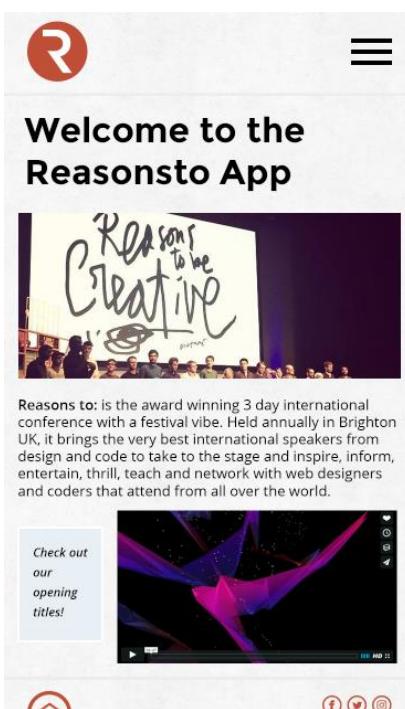
The screenshot shows the same card for Kane Stone's talk, but with a red arrow pointing from the 'Upcoming' link in the navigation bar towards the 'View work' link at the bottom right. The rest of the interface remains identical to the 'Before' version.

Added the arrow to make it consistent with other elements on the page (the show more/show less link).

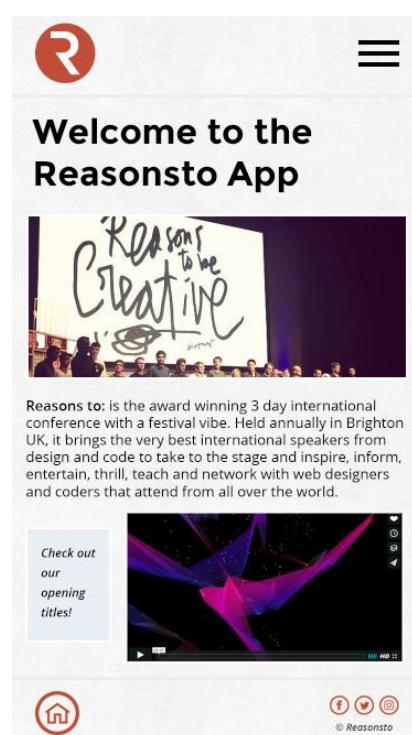


BORDERS

Before



After



Added white borders to keep the whole app consistent.





LINK COLOUR

Before

The first screenshot shows the 'Upcoming Talks' section with three speakers: Kane Stone, Kyle Kingstone, and Olivia Thompson. Each speaker card has a 'View work' link at the bottom right. The second screenshot shows a 'Talk Details' view for Kyle Kingstone, also featuring a 'View work' link. The third screenshot shows a 'Talk Details' view for Olivia Thompson, also featuring a 'View work' link.

Changed the link colours from Black to Orange. I did this as it contrasted better with the icon and logo colours.

After

The first screenshot shows the 'Upcoming Talks' section with three speakers: Kane Stone, Kyle Kingstone, and Olivia Thompson. Each speaker card now has an orange 'View work' link at the bottom right. The second screenshot shows a 'Talk Details' view for Kyle Kingstone, also featuring an orange 'View work' link. The third screenshot shows a 'Talk Details' view for Olivia Thompson, also featuring an orange 'View work' link.



NEED HELP LINK

Before

The screenshot shows a mobile menu with a red header bar containing a red 'R' icon and a red 'X' icon. Below the header, the text "Where would you like to go?" is displayed in bold black font. A horizontal arrow points from the right side of this text towards the 'After' screenshot. The menu items are listed in a vertical stack:

- Talks** (with a microphone icon)
- Your Schedule** (with a calendar icon)
- Speakers** (with a person icon)
- Location** (with a location pin icon)
- Your Profile** (with a person icon)

At the bottom of the screen, there is a "Logout" link and a footer bar featuring a house icon, social media links (Facebook, Twitter, LinkedIn), and the text "© Reasonsto".

After

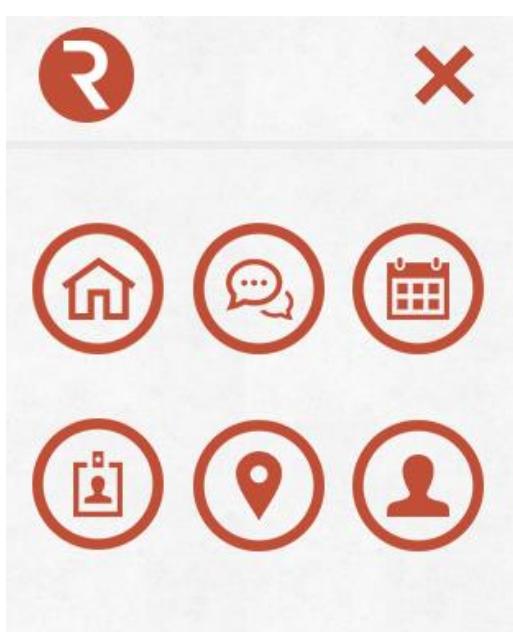
The screenshot shows the same mobile menu as the 'Before' version, but with a new addition at the top: a red link labeled "Need help?". This link is positioned above the "Logout" link. The rest of the interface remains identical to the 'Before' screenshot.

Completed the menu screen by adding a Need Help? link to quicker access to the page.



APPLE WATCH MENU

Before



After

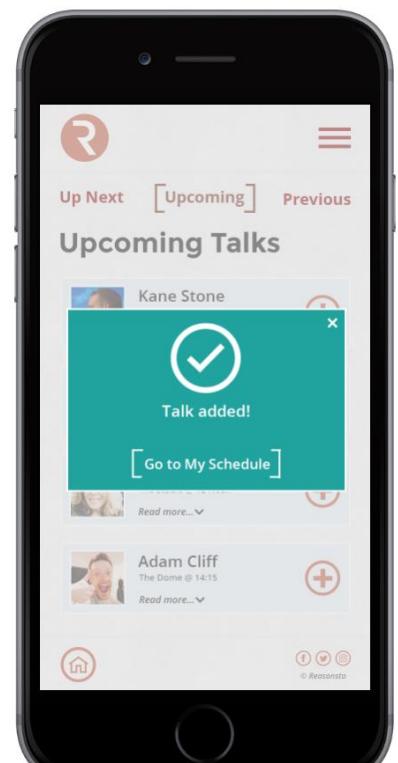
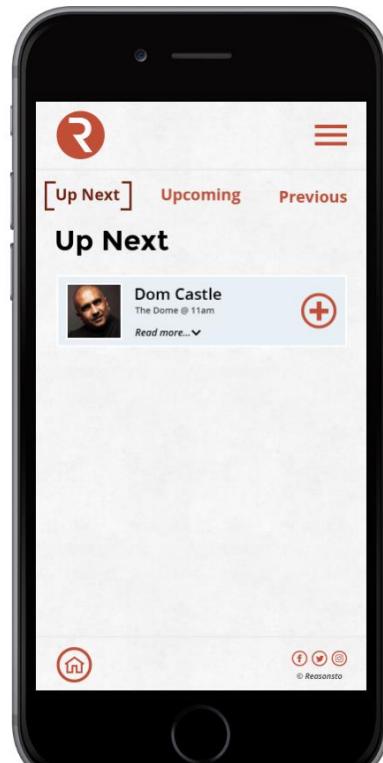
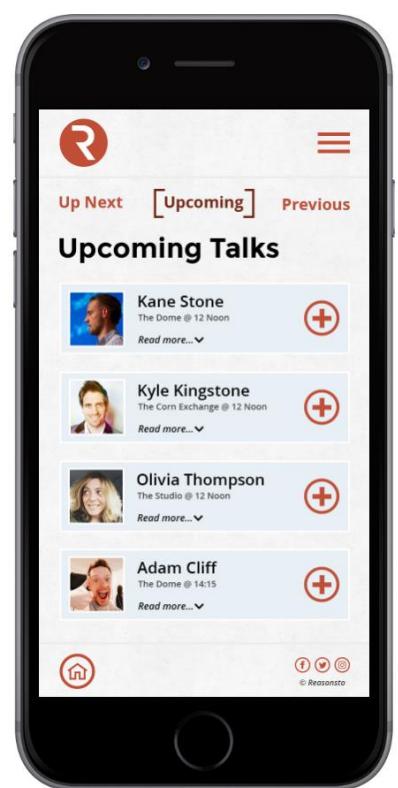
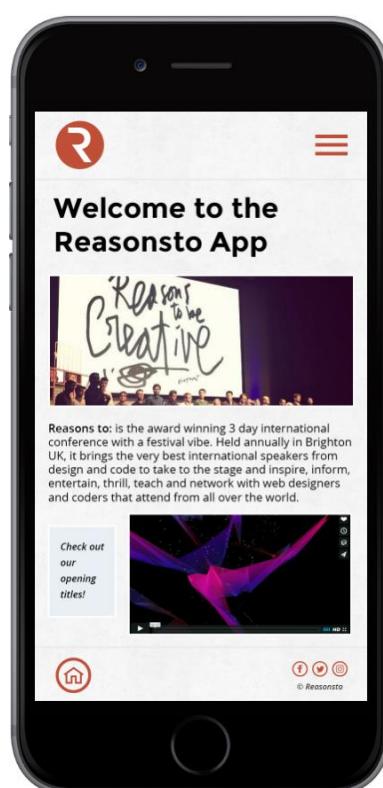


Added the Need Help? and Logout links to the menu. These allow the user to use all the functions of the app.

FINAL APP DESIGNS

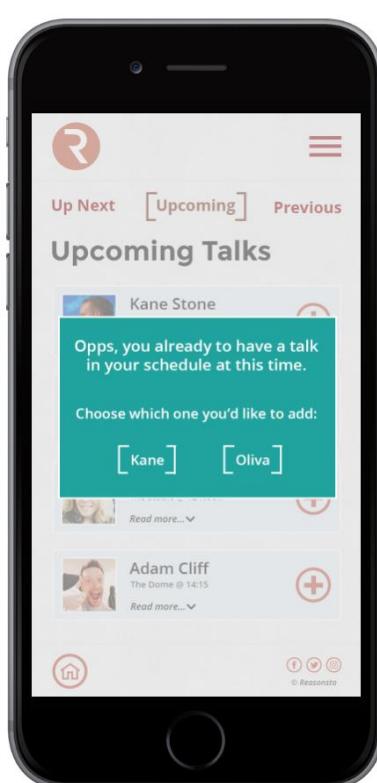
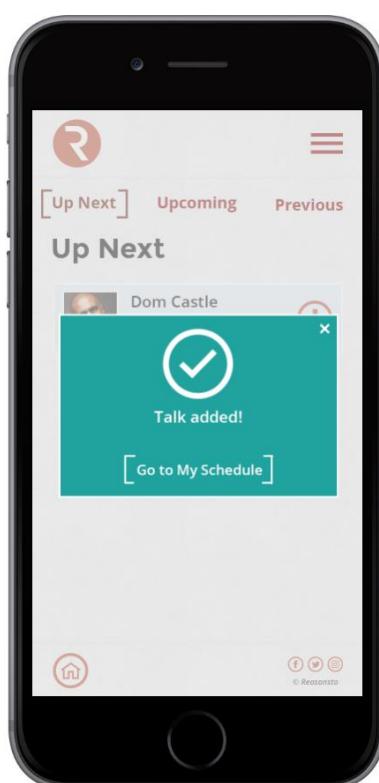


FINAL SCREEN DESIGNS (IPHONE 6)



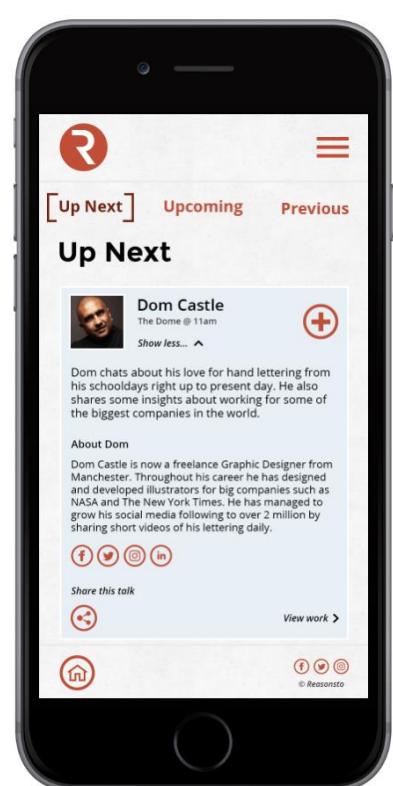
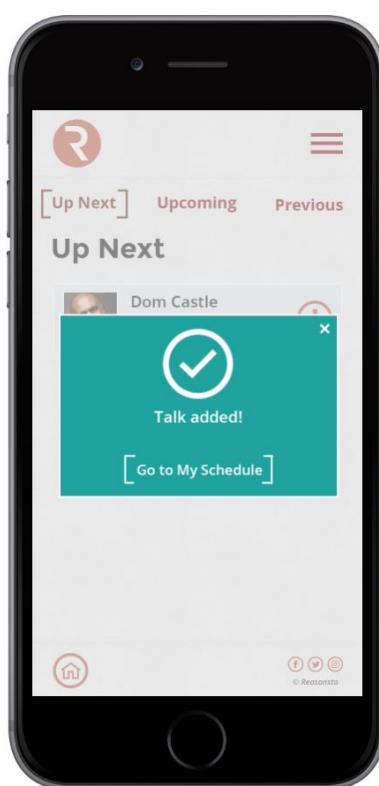


FINAL SCREEN DESIGNS (IPHONE 6)



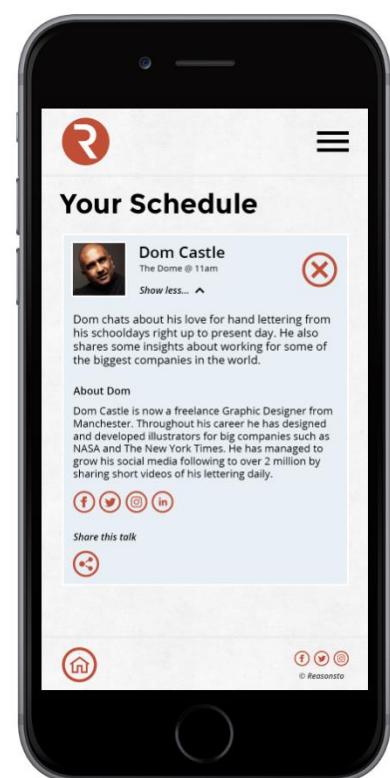
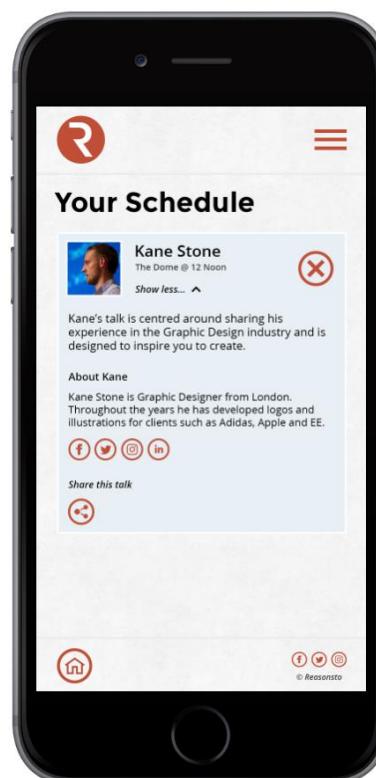
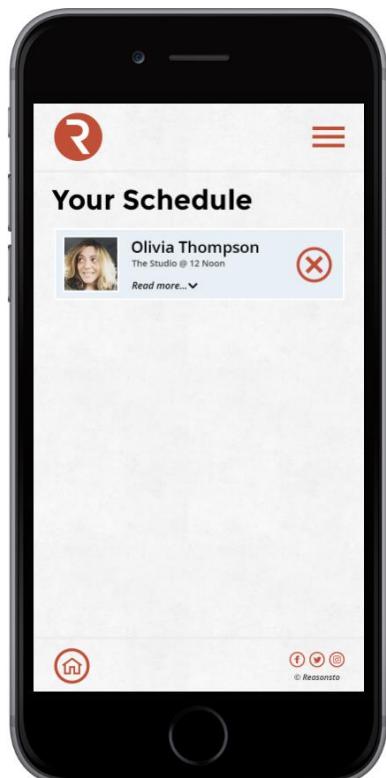
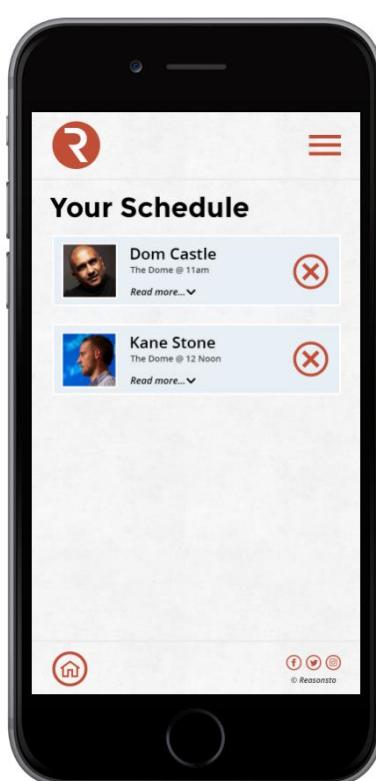
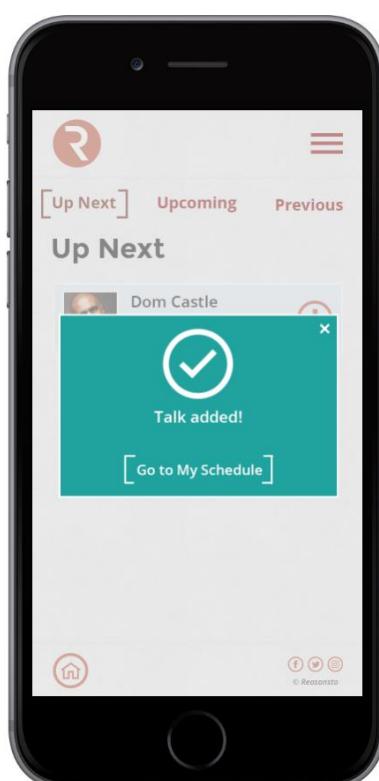


FINAL SCREEN DESIGNS (IPHONE 6)



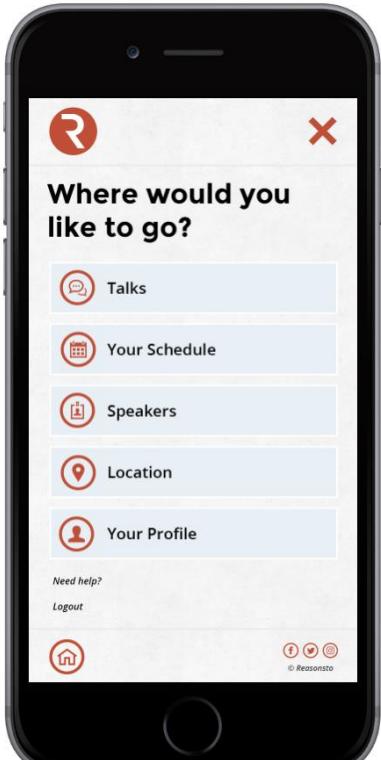
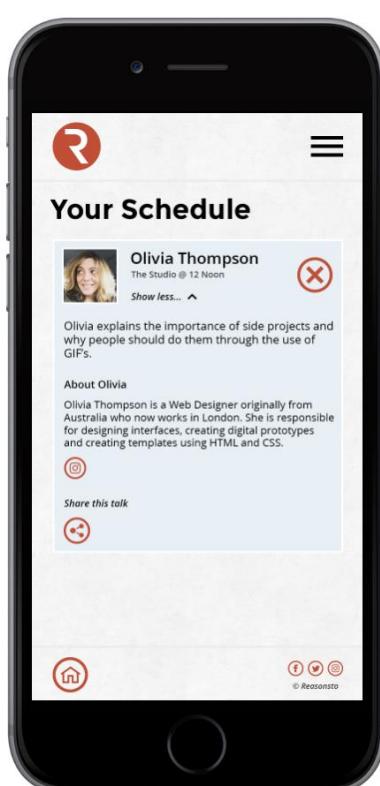
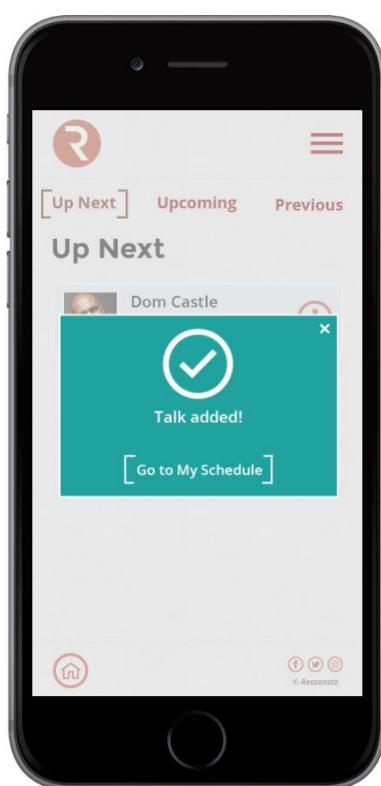


FINAL SCREEN DESIGNS (IPHONE 6)





FINAL SCREEN DESIGNS (IPHONE 6)





FINAL SCREEN DESIGNS (APPLE WATCH)





FINAL SCREEN DESIGNS (APPLE WATCH)





EVALUATION OF MY APP

I believe that my app solves the problem of being able to see what talks are happening without any risk of losing the information.

The app utilises and has adapted the colour scheme and the original website layout to make the users feel as though they are still using a Reasonsto product but with a new and fresh feel to it.

The app itself can be viewed on many different devices. I have showed a working prototype of how the attendees will use the app on an iPhone and Apple Watch.

I kept a consistent theme throughout the app so that the users know that they are still on the same application. I made sure everything was aligned correctly on the page to make it easy on the eye.

There were a few things I didn't manage to get done that were suggested in the feedback that I could do to further improve the app. These are:

- Grey out the talks that have been added to the schedule page
- Add a notes function
- Add animations to the icons

Overall I feel that my app meets the intended purpose of being a companion app to the Reasonsto website which gives the attendees more interactivity by tailoring the event to them.

[Showcase Video : <https://www.youtube.com/watch?v=UUM19xWQ02M>]



REFERENCES TABLE

Website	URL	Used for
UI Faces	http://uifaces.com/	Faces of people on the app
Reasons.to	https://reasons.to/	Images for some of the app pages (of the Dome and speaker work).
Icomonstr	http://icomonstr.com/	Icons
SoundCloud	https://soundcloud.com/freesongstouse/anik-echo-fstu-release	Background music on Showcase Video