

Problem statement

1. There is no comment section for users to share their opinions about an event
2. Event recommendations are not personalized or interactive
3. Layout and design of the home page is unclear and not user-friendly
4. Users cannot modify or update personal information after signing up
5. There is no music player
6. Users cannot save events onto their personal calendars and be notified before the event
7. Sold out events are not labeled ‘sold out’
8. Users cannot ask questions regarding any difficulties they’ve encountered while browsing the website

Identify and Describe User Stories

1. **Requirement:** There is no comment section for users to share their opinions about an event
-

Feature: Write comments

As a: User

So that: I can share my personal thoughts and opinions about an upcoming event

I want to comment about an event

GIVEN that I’m on a particular event page

WHEN I scroll down to the bottom of the page

THEN there is an input bar and a “Post” button to the right

WHEN I type in my comment

AND click the “Post” button

THEN I should see my comment appear in the list of comments

Feature: View comments

As a: User

So that: I can read what others think about the event

I want to view previous comments by other users

GIVEN that I’m on a particular event page

WHEN I scroll down to the bottom of the page

THEN I can see comments posted by other users

2. **Requirement:** Event recommendations are not personalized or interactive
-

Feature: Recommend events based on user’s music preference

As a: User

So that: I can see events that I am interested in

I want to see a personalized list of recommended events based on my music preferences

GIVEN that I sign up with a new account, and a pop-up window shows up prompting me to tick the music genres that I am interested in
WHEN I tick the Rock and Pop box and click save
AND I click on ‘Events for you’ button on the left sidebar
THEN I will be redirected to a page that lists all the events tagged under Rock and Pop.

Feature: Follow artists I’m interested in

As a: User

So that: I won’t miss the events of particular artists

I want to follow an artist that I am interested in

GIVEN that I am on a particular artist’s page

WHEN I click on the ‘Follow’ button

AND I click on ‘Events for you’ button on the left sidebar

THEN I will be redirected to a page that lists all the events I may be interested in

WHEN I scroll down to the ‘By Artists I Follow’ subsection

THEN I will see all the events by artists I follow

Feature: View nearby events clearly on a map

As a: User

So that: I can visually and interactively see events that are nearby me

I want to see nearby events on an interactive map

GIVEN that I am on the home page

WHEN I scroll down to the bottom of the page

THEN Then there will be a map showing all the events that are held within 50km of my current location (by default)

WHEN I move around and readjust the map

THEN I will see all the events that are held within the parameters of the map

3. **Requirement:** Layout and design of the home page is unclear and not user-friendly
-

Feature: Display main events on the home page

As a: User

So that: I can see the most popular upcoming events

I want to have the main/popular events displaying on the home page

GIVEN that I am on the home page

THEN I will see a big display picture of the most popular event

WHEN I click on the right (or left) arrow

THEN I will see a picture of another popular event

Feature: Display short description of event

As a: User

So that: I can quickly have an idea of what an event will be about without having to click on the event

I want to be able to see a brief description of the event when I put my cursor over it

GIVEN that I am on the ‘Shows’ page

WHEN I click scroll down to an event and put my cursor over it

THEN a short description of the event will appear

4. **Requirement:** Users cannot modify or update personal information after signing up
-

Feature: Edit user information on the profile page

As a: User

So that I can update information and reflect changes in my music interests

I want to edit my personal and profile information

GIVEN that I log in

WHEN I put my cursor over <my name> on the top right hand corner

AND I click on the ‘My account’ button

THEN then I will be redirected to a page where I can edit my name, phone number and email address

WHEN I change my name and click on the ‘Update Info’ button

THEN my name will be updated

5. **Requirement:** There is no music player
-

Feature: Play music on artist page

As a: User

So that: I can determine whether or not I will be interested in going to the artist’s event/concert

I want to be able to listen to the artists’ music

GIVEN that I am on an artist page

WHEN I click on the “Preview Songs” button under the artist’s photo

THEN the music from the artist’s playlist will start playing

AND I will see the floating music player at the left bottom corner shows the track name and artist name

WHEN I click the pause button on the music player

THEN the music will stop playing

Feature: Automatically play music throughout the website

As a: User

So that: I can have a more immersive experience when I’m on the website

I want to be able to listen to music while navigating through the website

GIVEN that I am on the home page
THEN music will start to play automatically from a random playlist
WHEN I click on the ‘Shows’ button on the top bar and I am redirected to the ‘Shows’ page
THEN the music will continue to play
WHEN I click the pause button on the music player
THEN the music will stop playing

6. **Requirement:** Users cannot save events onto their personal calendars and be notified before the event
-

Feature: Save events on personal calendar
As a: User
So that: I can integrate the events that I am attending into my personal calendar
I want to save events on my personal calendar

GIVEN that I am on the ‘Calendar’ page where I can see all the upcoming events on a calendar
WHEN I click on an event
AND click the ‘Add to calendar’ button
THEN I will be given the option to save the event on Google calendar, Yahoo calendar, Outlook calendar, or iCalendar

Feature: Get notified before the event
As a: User
So that: I won’t miss the event
I want to automatically set an alarm of the event time

GIVEN that I added an event to my personal calendar
THEN I will be given the option to set an alarm (a desired amount of time) before an event
WHEN I set the alarm 1 hour before the event
THEN the alarm will ring 1 hour before the event

7. **Requirement:** Sold out events are not labeled ‘sold out’
-

Feature: Label sold-out events
As a: User
I want to see events marked as ‘SOLD-OUT’ if the tickets are not available
So that: I know if tickets for an event are still available

GIVEN that I am on an event page for an event that is sold out
THEN I will see a ‘SOLD-OUT’ sticker/label next to the name of the event

GIVEN that I am on the ‘Shows’ page
WHEN I come across a sold-out event

THEN I will see a ‘SOLD-OUT’ label on the thumbnail picture of the event

8. **Requirement:** Users cannot ask questions regarding any difficulties they’ve encountered while browsing the website

Feature: Chat with customer service

As a: User

I want to be able to chat with the customer service

So that: I can let them know my concerns and ask them for help

GIVEN that I am on any page of the website

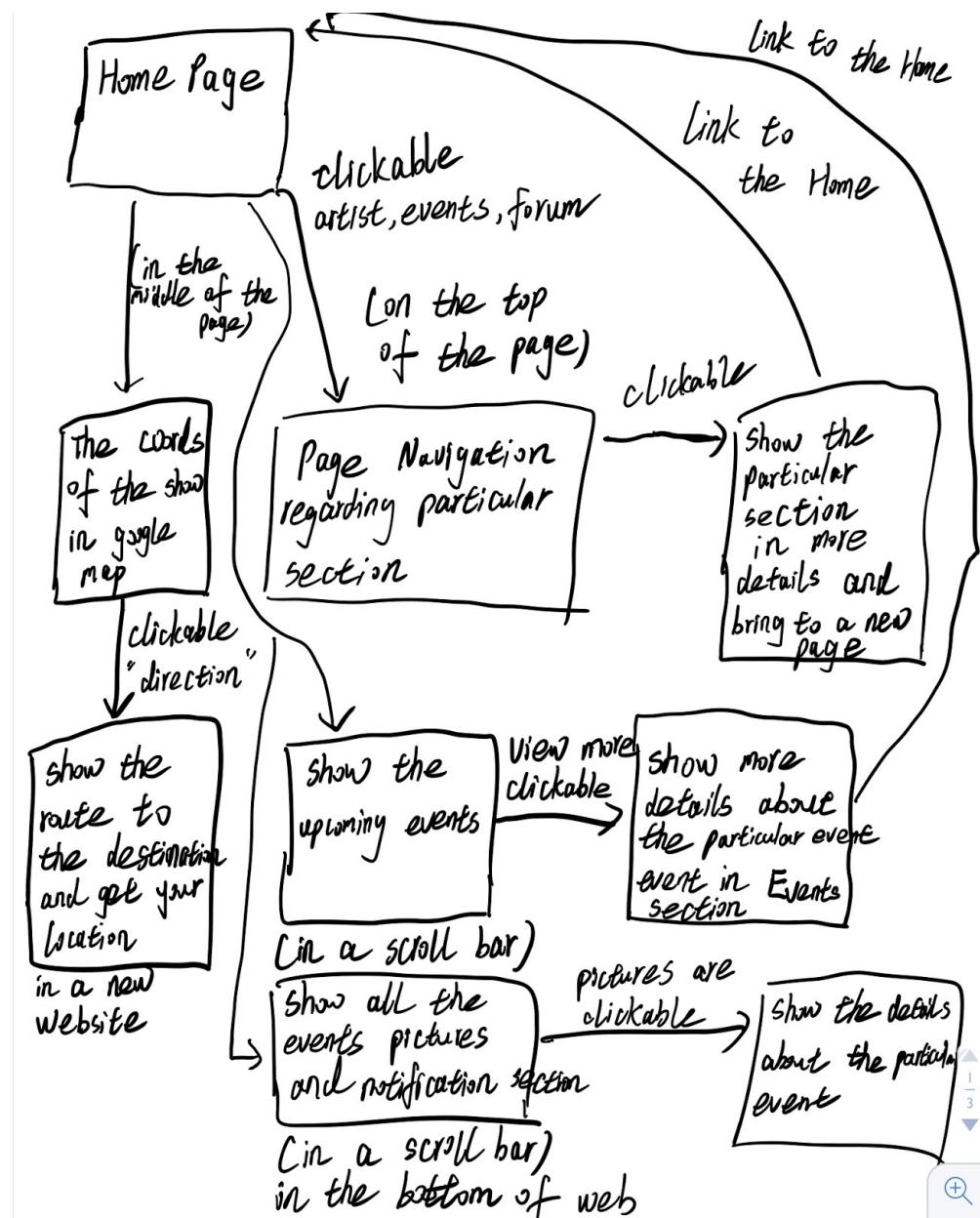
THEN I will see a round button with a message icon at the right bottom corner

WHEN I click the button

AND click “Let’s Chat!”

THEN I should start a chat session with the customer service

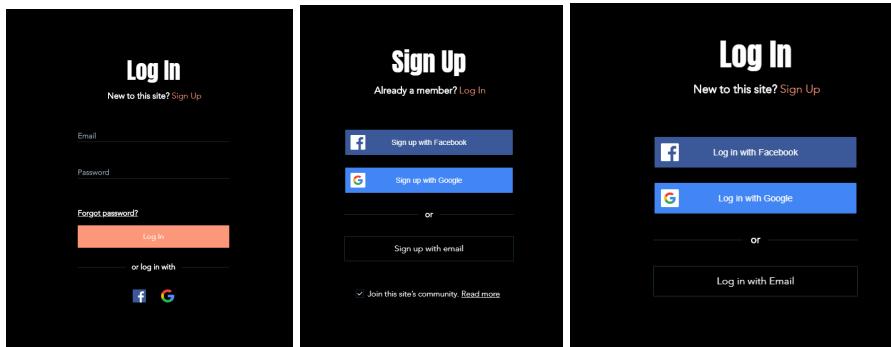
Low-Fidelity Prototype



High-Fidelity Prototype

<https://oh0917ce.wixsite.com/thelaunch>

1. Signup/login pages



2. Home Page

THE LAUNCH
WHERE MUSIC MATTERS

SMOKING GUN.

SUNDAY APR. 7
8.00PM
FT. STONESMITH

GET TICKETS

UPCOMING SHOWS

All shows are 18+ to enter and 21+ to purchase alcohol.
No smoking inside. Please bring a valid form of ID.

The Generators w/ Goldcountry ▾

VIEW MORE

14 Mar, 7:00 pm – 10:45 pm
The Enmore Theatre, 118-132 Enmore Rd, Newtown NSW 2042, Australia

I'm an event description. To edit the event description go to My Events. Simply click Manage Events and start editing your event details. I'm a great place to get your guests excited by telling them a little more about your upcoming events.

f t in

14 Mar Badlands Bound

SEE MORE

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Track Name - Artist Name

Sign Up | Log In

Search...

Feedback

3. Events Page

HOME SHOWS ARTISTS NEWS CONTACT

THE LAUNCH
WHERE MUSIC MATTERS

Sign Up | Log In

Search...

CALENDAR

Event	Date	Status	Photo	Action
The Generators w/ Goldcountry	Sat, 14 Mar	GET TICKETS		
Sold Out Badlands Bound	Sat, 14 Mar	Details		
Smoking Gun w/ Stonesmith	Sun, 15 Mar	GET TICKETS		
Reverend	Sun, 15 Mar	GET TICKETS		
Cave Party w/ On the Range	Sat, 21 Mar	GET TICKETS		
Phoenix Avenue w/ Never Again	Sat, 21 Mar	GET TICKETS		
The Sunday Brunches	Sat, 21 Mar	GET TICKETS		
Down Up Down w/ Afterschool	Sat, 21 Mar	GET TICKETS		
Black on Black	Sun, 22 Mar	GET TICKETS		

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▶ Track Name - Artist Name

4. Event Info Page

THE LAUNCH
WHERE MUSIC MATTERS

Sat, 14 Mar | The Enmore Theatre

The Generators w/ Goldcountry

I'm an event description. To edit the event description go to My Events. Simply click Manage Events and start editing your event details. I'm a great place to get your guests excited by telling them a little more about your upcoming events.

You're going to this event.
[Cancel RSVP](#)



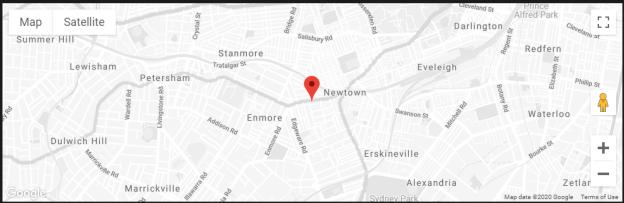
Time & Location

14 Mar, 7:00 pm – 10:45 pm
The Enmore Theatre, 116-132 Enmore Rd, Newtown NSW 2042, Australia

Guests

 See all

You're going to this event.
[Cancel RSVP](#)



Share This Event

f t in

1 comment

 Leave a message...

 Wonderful show, I like it.:) Tania Robinson · 2 hours ago · [Reply](#)

 Thanks Tania bluiewow · 22 minutes ago

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▶ Track Name - Artist Name

5. Artists Page

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6. Artist Info Page

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7. News Page

Latest News

- News Title 01**
MAR 23, 2023
I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.
[Read More](#)
- News Title 02**
MAR 23, 2023
I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.
[Read More](#)
- News Title 03**
MAR 23, 2023
I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.
[Read More](#)
- News Title 04**
MAR 23, 2023
I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.
[Read More](#)
- News Title 05**
MAR 23, 2023
I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.
[Read More](#)
- News Title 06**
MAR 23, 2023
I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.
[Read More](#)

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8. News Content Page

News Title 01

Full Name
MAR 23, 2023

I'm a paragraph. I'm connected to your collection through a dataset. Click Preview to see my content. To update me, go to the Data Manager.

I'm a paragraph. I'm connected to your collection through a dataset. To update me, go to the Data Manager. The Data Manager is where you store data to use in your site pages, or collect data from site visitors when they submit a form. This collection in the Data Manager is already set up with some fields and content. To customize it with your own content, you can import a CSV file or enter data with the placeholder text. You can add more fields which will appear on the page as fields so the content displays on your published site. Remember to sync the collection so your data is live! You can add as many new collections as you need to store or collect data. With Presets, we've handled the page set up for you, but you can create the exact page you want. If you're looking to add more interactivity, consider the Tools to use JavaScript and APIs to add custom interactions and functionality to your site. To see what's possible and get answers to your questions, check out the Wix Code Forum.

PREVIOUS NEWS [NEXT NEWS >](#)

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9. Contact Page

The screenshot shows the 'CONTACT AND LOCATION' section of the website. It includes a map of Kensington, NSW, showing the University of New South Wales (UNSW) campus. Below the map are contact form fields for hosting a private party or business, including Name, Email, and a message area, with a 'GET IN TOUCH' button. At the bottom, there's a 'STAY UP TO DATE' newsletter sign-up form.

10. My Bookings

The screenshot shows the 'Events' section of the website. On the left is a sidebar with user profile information (oh0917ce, Admin, 0 followers, 0 following), social media links, and navigation options like Profile, My Bookings, My Account, Calendar, and Settings. The main content area displays a list of upcoming events, with details for 'The Generators w/ Goldcountry' on Saturday, 14 Mar, and 'Badlands Bound' on Saturday, 14 Mar. Below the events is a table for an 'Early Bird' ticket purchase, showing a single ticket at \$0. A 'STAY UP TO DATE' newsletter sign-up form is also present at the bottom.

11. My Account

The screenshot shows the 'My Account' section of the website. At the top, there's a user profile box for 'oh0917ce' with 0 followers and 0 following. Below it is a sidebar with links: Profile, My Bookings, My Account (which is selected), Calendar, and Settings. The main area has a heading 'My Account' and a sub-instruction 'View and edit your personal info below.' It includes fields for 'Login Email' (oh0917ce@gmail.com) and 'Your Community Page URL' (https://oh0917ce.wixsite.com/thelaunch/profile/oh0917ce). There are also fields for 'First Name' (e.g., Kato), 'Last Name' (e.g., Sims), 'Contact Email' (oh0917ce@gmail.com), and 'Phone' (e.g., +1 415-639-9034). A note says 'This is the email we'll use to contact you.' A large orange 'Update Info' button is at the bottom. Below this is a 'STAY UP TO DATE' section with a newsletter sign-up form.

12. Calendar

The screenshot shows the 'Calendar' section of the website. It features a sidebar with the same user profile and navigation links as the previous page. The main content is a calendar for March 2020. The days of the week are labeled from Monday to Sunday. Specific dates are highlighted: March 13th, 14th, 15th, 21st, 22nd, and 28th. The 14th and 15th are marked with a red dot and the text 'The General's Ballad Box'. The 21st and 22nd are marked with a red dot and the text 'Stuck on You'. The 28th is marked with a red dot and the text 'Stuck on You'. Below the calendar is a 'STAY UP TO DATE' section with a newsletter sign-up form. The footer of the page includes a track name and artist name, along with copyright and creation information.

13. Profile

The screenshot shows the profile section of the THE LAUNCH website. At the top, there's a navigation bar with links for HOME, SHOWS, ARTISTS, NEWS, and CONTACT. The main header features the text "THE LAUNCH" with a subtitle "WHERE MUSIC MATTERS". On the right side of the header is a user profile icon labeled "oh0917ce" with a dropdown arrow, and a search bar with the placeholder "Search...".

The profile area on the left includes a placeholder profile picture, the username "oh0917ce", and the title "Admin". It shows "0 Followers" and "0 Following". Below this is a large orange "Edit" button. To the right of the profile picture is a sidebar with links: Profile, My Bookings, My Account, Calendar, and Settings.

The central content area is titled "About" and contains a text input field with the placeholder "Share something about yourself...". Below the input field are two small icons: a camera and a video camera. To the right of the input field are three buttons: "Discard", "Publish", and a link "Unpublished Changes".

At the bottom of the page, there's a red banner with the text "STAY UP TO DATE" in white. Below the banner, a message says "With all the latest concerts and events. Sign up to get our newsletter". There's a text input field for "Enter your email here*" and a "Subscribe" button. The footer of the page contains the text "LIVE LOCAL MUSIC, FOOD & DRINKS ©2020 BY BLACKHATS. PROUDLY CREATED WITH WIX.COM" and a small circular icon with a brain-like symbol.

* We were unable to show features:

- ‘Recommend events based on user’s music preference’ and
- ‘Follow artists I’m interested in’

on the high-fidelity prototype as we were unable to implement these features on the model website. However, these features will be implemented in the following deliverables.