



Project 1: Observe and Report

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App: Bandsintown



Bandsintown

What is it?

- A website/app where you can track your favorite musicians
- Shows the artists and their tours, venues, tickets, etc.
- Receive notifications about tours
- Free live concert discovery app
- Helps you find concerts near you very easily

Who does it serve?

- Anyone who likes concerts or live music



How Does it Make Money?

- Artists are their brand ambassadors.
- They promote and endorse.
- Artists love Bandsintown because they can help them to fill their venues.
- They make money from sharing the ticket sales revenue and by charging promoters for ads and e-blasts on the Bandsintown network

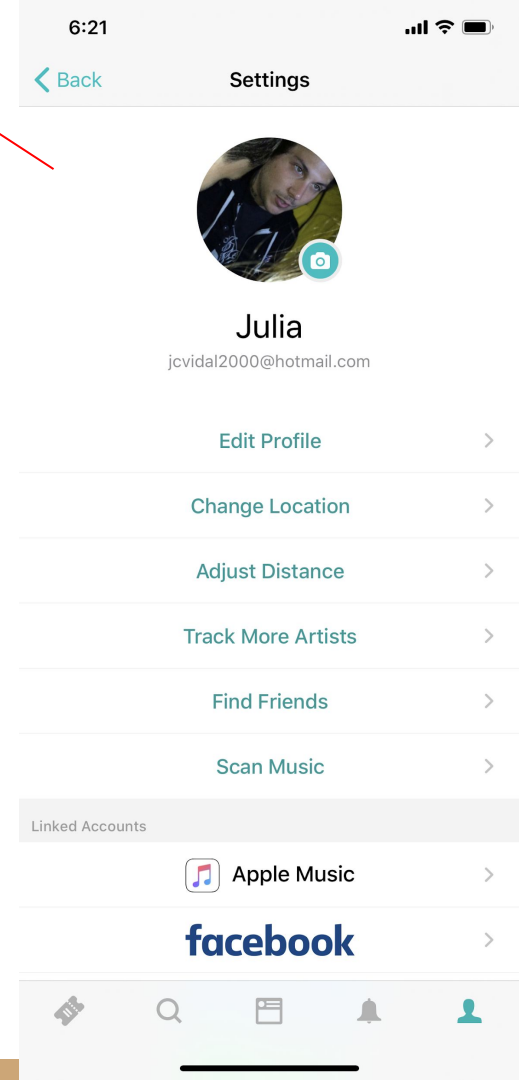
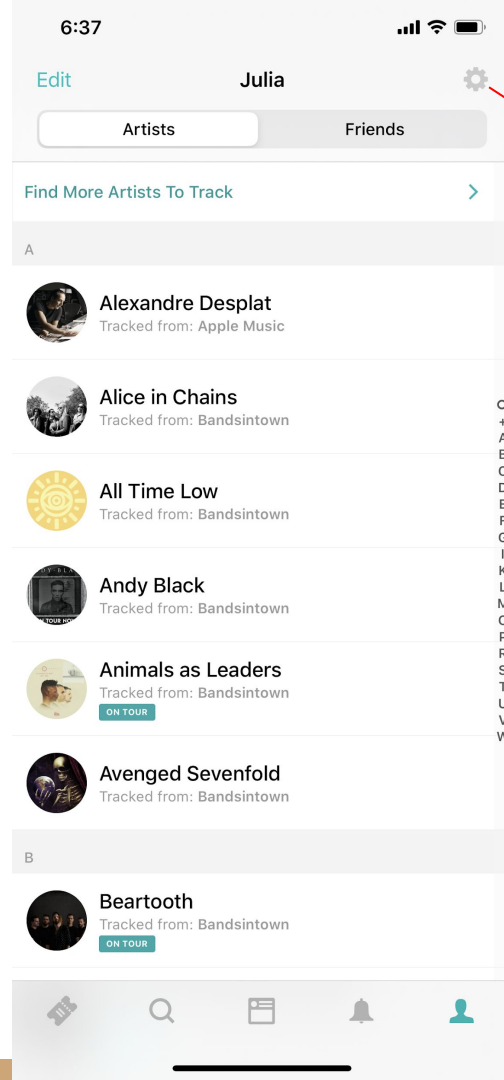
The screenshot displays the Bandsintown interface. At the top, a banner for 'ain't too proud' by The Temptations promotes orchestra seats starting at \$75. Below this, the 'Events in Your Area' section lists upcoming shows for My Chemical Romance. The artist's profile on the left shows their name, a verified badge, 2,208,725 Trackers, and an 'On Tour' status, with a 'Track' button. Social media links for Facebook, YouTube, iTunes, Spotify, and Instagram are listed under 'About My Chemical Romance'. A 'Play My Chemical Ro...' button with a speaker icon is also visible. The event list includes dates, venue names, locations, and 'Tickets & RSVP' links for each.

SEP 17	Barclays Center	Brooklyn, NY	Tickets & RSVP
SEP 18	Wells Fargo Center	Philadelphia, PA	Tickets & RSVP
SEP 22	Prudential Center	Newark, NJ	Tickets & RSVP
SEP 23	Prudential Center	Newark, NJ	Tickets & RSVP

MAR 20	Download Festival Australia	Ascot Vale, Australia	Tickets & RSVP
MAR 21 <th>Download Festival Australia</th> <th>Parramatta, Australia</th> <th>Tickets & RSVP</th>	Download Festival Australia	Parramatta, Australia	Tickets & RSVP
MAR 25 <th>Outer Fields at Western Springs</th> <th>Western Springs, New Zealand</th> <th>Tickets & RSVP</th>	Outer Fields at Western Springs	Western Springs, New Zealand	Tickets & RSVP
MAR 28 <th>Intex Osaka</th> <th>Osaka, Japan</th> <th>Tickets & RSVP</th>	Intex Osaka	Osaka, Japan	Tickets & RSVP
MAR 29 <th>Download Festival Japan</th> <th>Hibino, Japan</th> <th>Tickets & RSVP</th>	Download Festival Japan	Hibino, Japan	Tickets & RSVP

User Profile

- Actual profiles are less important to this app
- Not much focus on profiles, buried in settings



User Needs

Helpful:

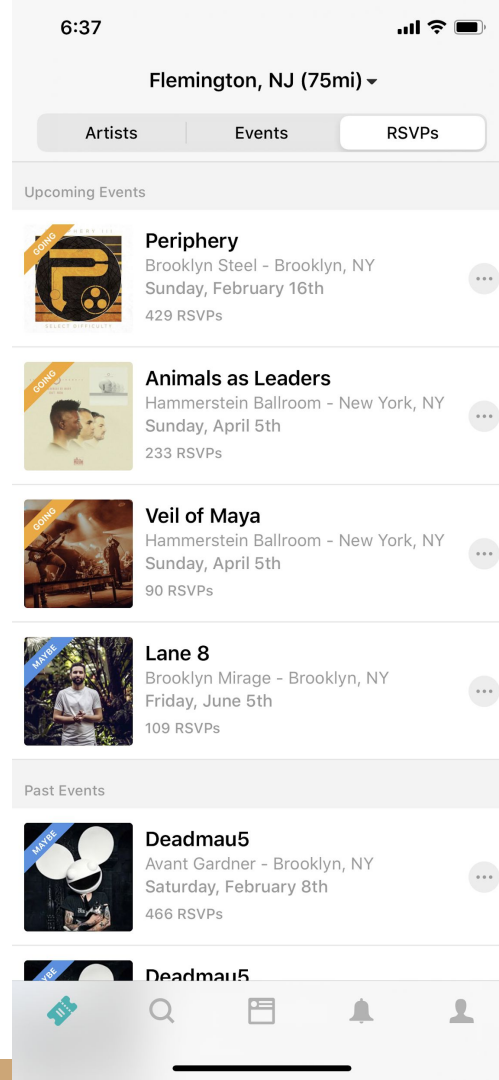
- Left most tab: find near events
- Right most tab: artists I follow--includes if they are on tour or not
- RSVP tab

Not so helpful:

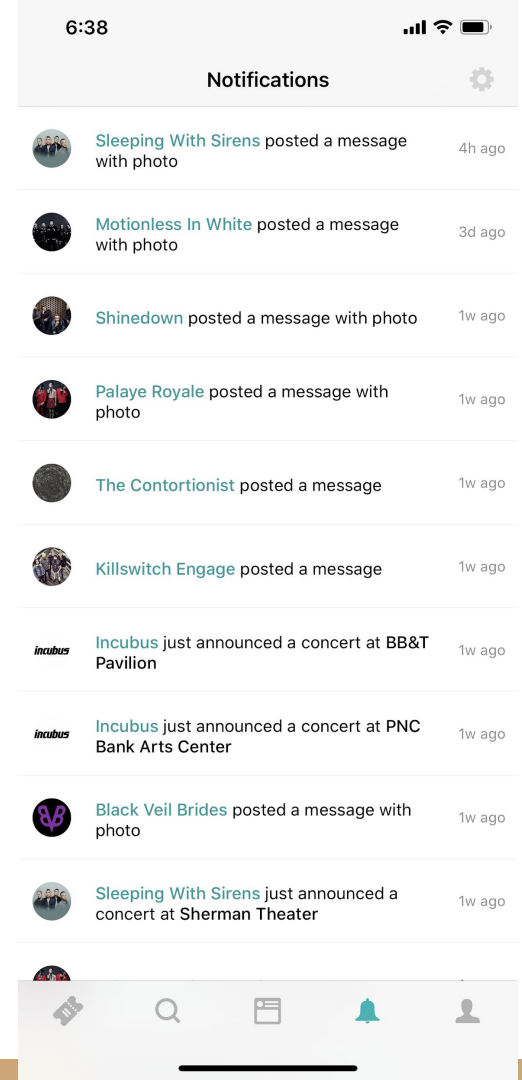
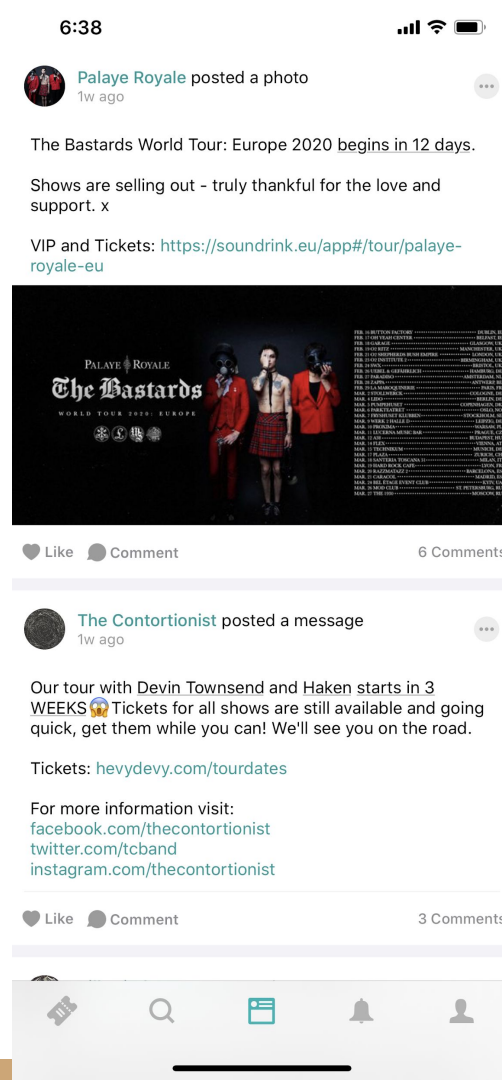
- Middle panel scroll (similar to instagram)
- Did not realize you can follow friends, hidden tab
- Notifications tab is a little hectic

RSVP Button

- Successful tab
 - Shows recommended events/artists
 - Events you are attending
 - Includes a flag that says if you are going



- Filters the same information in two different spots



My Recommendations...

- Combine notifications tab and feed
- Give the RSVP tab its own icon at the bottom
- Get rid of "friends" tab...not useful

