Project 1: Observe and Report

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App: 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
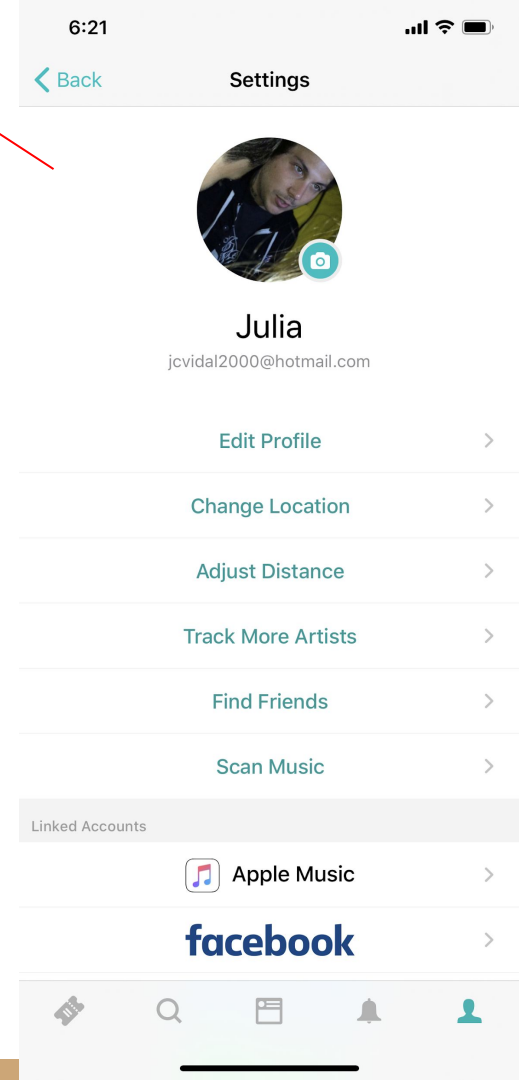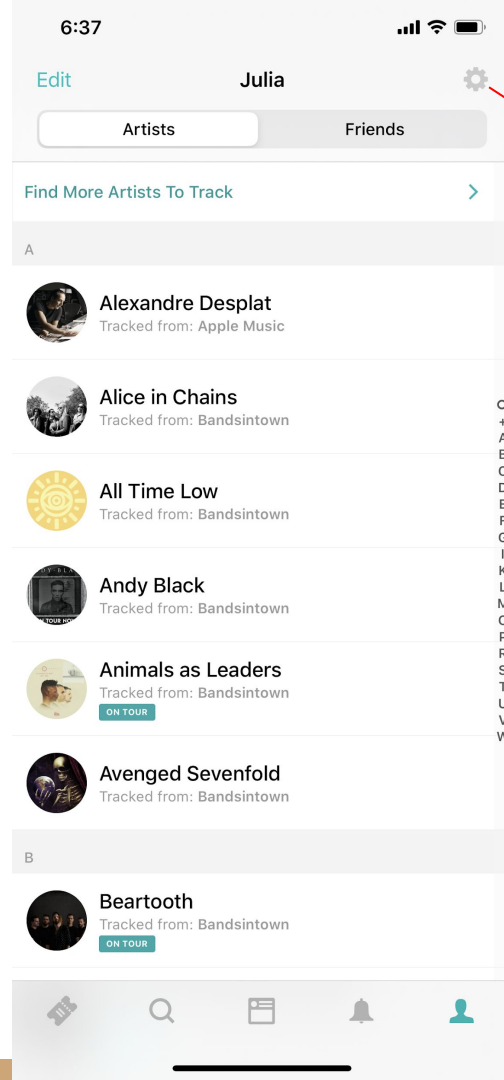
User Profile

- Actual profiles are less important to this app

- Not much focus on profiles, buried in settings

Edit

Artists   Friends

Find More Artists To Track

A

Alexandre Desplat
Tracked from: Apple Music

Alice in Chains
Tracked from: Bandsintown

All Time Low
Tracked from: Bandsintown

Andy Black
Tracked from: Bandsintown

Animals as Leaders
Tracked from: Bandsintown
ON TOUR

Avenged Sevenfold
Tracked from: Bandsintown

B

Beartooth
Tracked from: Bandsintown
ON TOUR

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Back

Julia
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Edit Profile

Change Location

Adjust Distance

Track More Artists

Find Friends

Scan Music

Linked Accounts

Apple Music

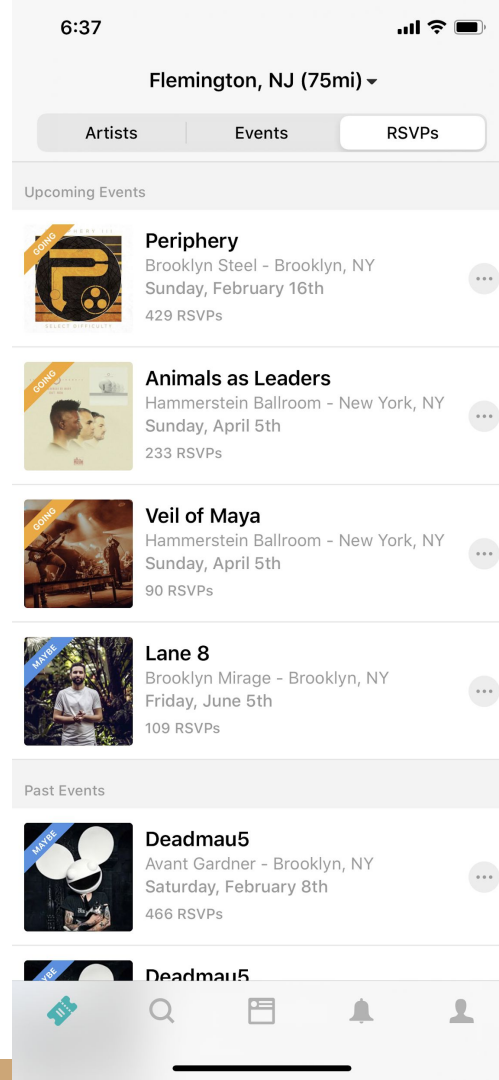facebook

User Needs

Helpful:

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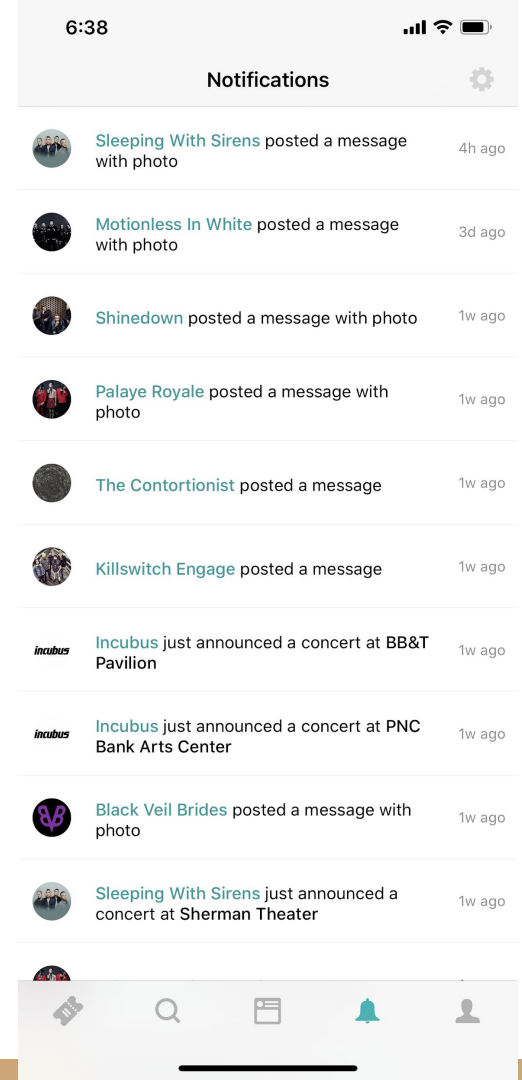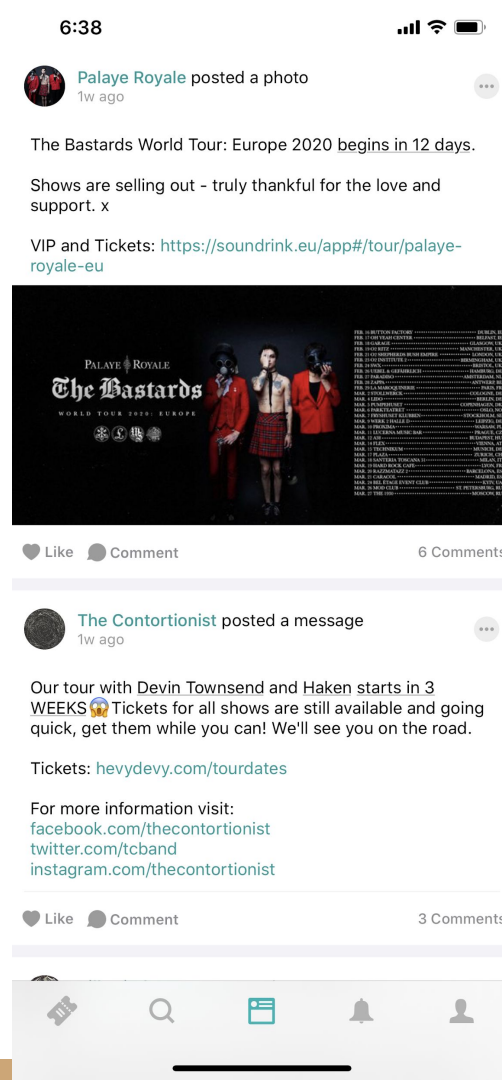- RSVP tab

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