

story map

Persona



college
student

music
fans

enjoy
drinks
and
dancing

use social
media like
RED and
weibo

love to
hang out
with
friends

love
theme
party

want to
plan
efficiently

care
about
safety

Functions

explore/
search

select
venues

arrange
schedule

sell
ticket

get
ready

route
planning

during
live
service

return
home/hotel

information

about
bands

about
DJ/theme
party

about
venues

live
timetable

ticket
booking

payment
methods

dressing &
make up

precedure
tips

route and
transport

location
and map

Storage
service

food &
drinks

call
taxi

find
hotle

