Interactive Medium-Fi Prototype

Team TuneTribe

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01

Overview

Team

Max

Steven

Lizi

Gracielly

TuneTribe

Find the Beat of Your Community

Discover Live Local Events

Connect with New People Over Music

Promote Your Music in Your Community

Problem

Live music events are desirable, but difficult to discover

Events are deeply about the experience with people, yet few live event apps target connection between them

Promoting for free, local, small events without a marketing budget is hard!

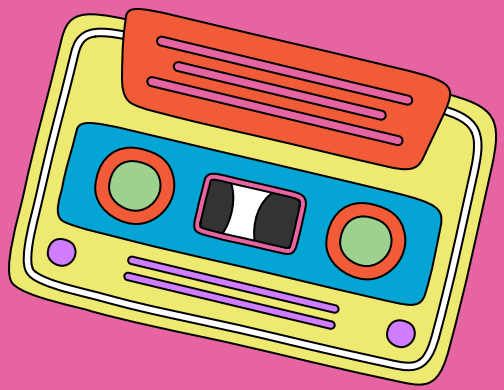
Solution

Centralized & Community-First Space

Promotion Regardless of Price, Type, or Size

Personalized & Incentivised

Integration with Social & Music Apps



02

Values in Design

Values

Discovery

We seek to emphasize discovery of both music venues and artists, enabling users to go outside their comfort zone.

Community

Our app encourages users to interact with other users and expand their community in the crowd at shows.

Intuitiveness

A simplified and streamlined UI lets our users simply and efficiently use our core features.

Value-Aligned Features

Discovery

Discover tab highlights a “BeatMap” for ease of finding new local events. All tabs include search & filter options for ease of curated results for delight.

Community

Users can connect & interact via personalized recommendation generated from profile preferences & checkins.

Intuitiveness

Simplified all task flows & made UI easy to understand with clear symbols & names.

Values in Conflict

Discovery & Community

Users may want to discover events while traveling or in areas outside their local community. We fully support other locations for event searches.

Community & Intuitiveness

Community means many different things to different people. Enabling a broad range of filters can include some features which cater directly to the needs of some groups but not to others.

03

Tasks

Tasks

Simple	Discovering a live local event
Medium	Sharing an event with a friend
Complex	Promoting an event as an artist

* No changes from A5

04

Usability Goals

Usability Goals & Key Measurements

Learnability	Timed Performance of Key Tasks
Pleasing	User Survey

Usability Progress

Learnability

Renamed Community & Connect tabs to Friends & Events for discoverability & direct mapping to task flows

Streamlined event creation task to be more intuitive by embedding within Events tab

Used large & familiar PLUS button for new live event creation

Pleasing

Incorporated search bars & filters in response to user requests for more powerful & specific event discoverability

Added gamified features to user profiles such as awards & points for event check ins to make the experience fun

05

Revised Sketches

Revised Interface Sketch #1

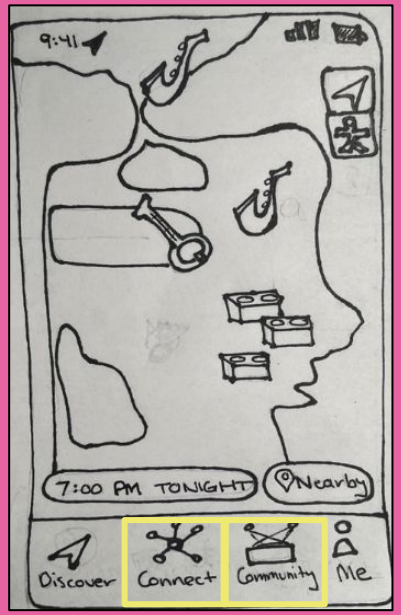
Key Question

How should we organize content in our app for ease of navigability?

Feedback

“I’m not sure where I’d go to create an event... Maybe here? Or here?”

Revised Interface Sketch #1



Original

Revised

Rebranding ***Connect*** & ***Community*** tabs to ***Friends*** & ***Events*** for navigability

Headings for visibility

Users struggled navigating to the right tabs for moderate & complex tasks

Directly improves **discoverability** & **learnability** through clear navigation hierarchy of moderate & complex tasks

** No impact on user satisfaction*

Revised Interface Sketch #2

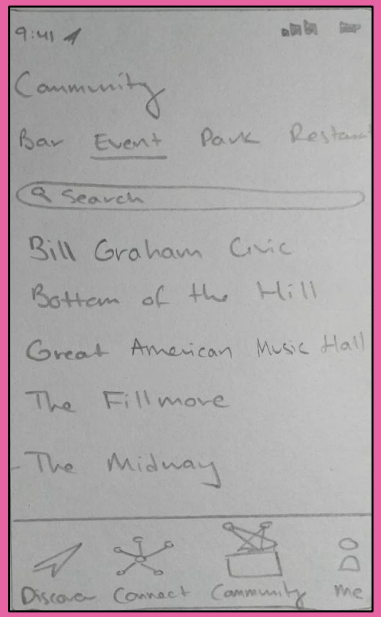
Key Question

How can event creation be made intuitive to encourage promotion on our platform?

Feedback

“I wouldn’t have guessed that artists would find this under their Profile.”

Revised Interface Sketch #2



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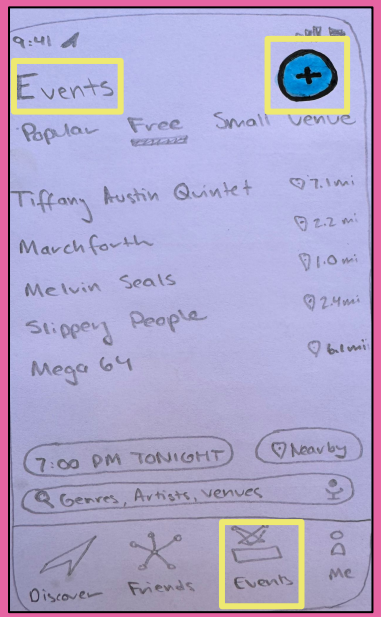


Revised

New large **PLUS** button with accent color for visibility on new **dedicated Events tab**

Users struggled discovering how to create new live events

Directly improves **discoverability** & **learnability** through easy to find & tap button on intuitively named tab

** No impact on user satisfaction*

Revised Interface Sketch #3

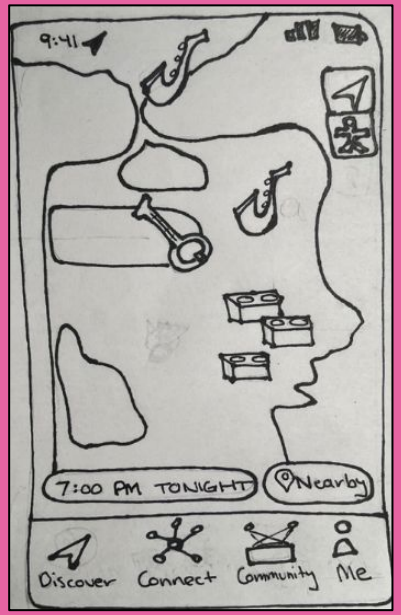
Key Question

How can live music event discovery be personalized to user preferences?

Feedback

"I really like the Discover view though I'd love if I could search for artists or genres that I like"

Revised Interface Sketch #3



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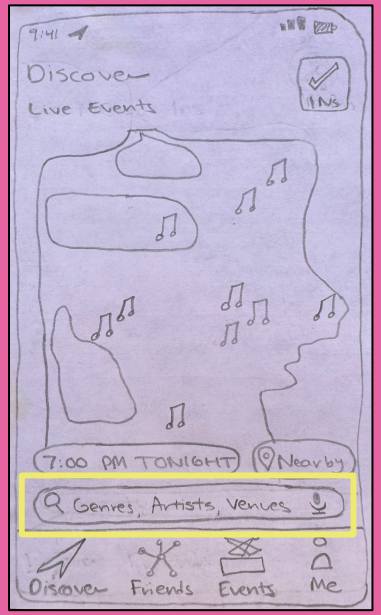


Revised

Incorporated **search** for flexibility of finding live events that users want in map

Users requested the ability to query for types of live events they care about

Improves **satisfaction** through directly addressing feature requests received from users during TuneTribe usability testing

Directly improves **flexibility** & **discoverability** of live music events via genre, artist, or venue that users want

06

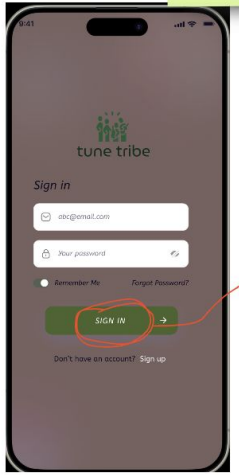
Task Flows

Task Flow 1: Discovering an Event (Simple)

Goes straight to the map page after login

The map functions to find events nearby, which is the main task that we want the user to be able to do

By having the map first, we encourage the user to look and see events near them



'Events' tab at the bottom takes the user to a list of nearby events

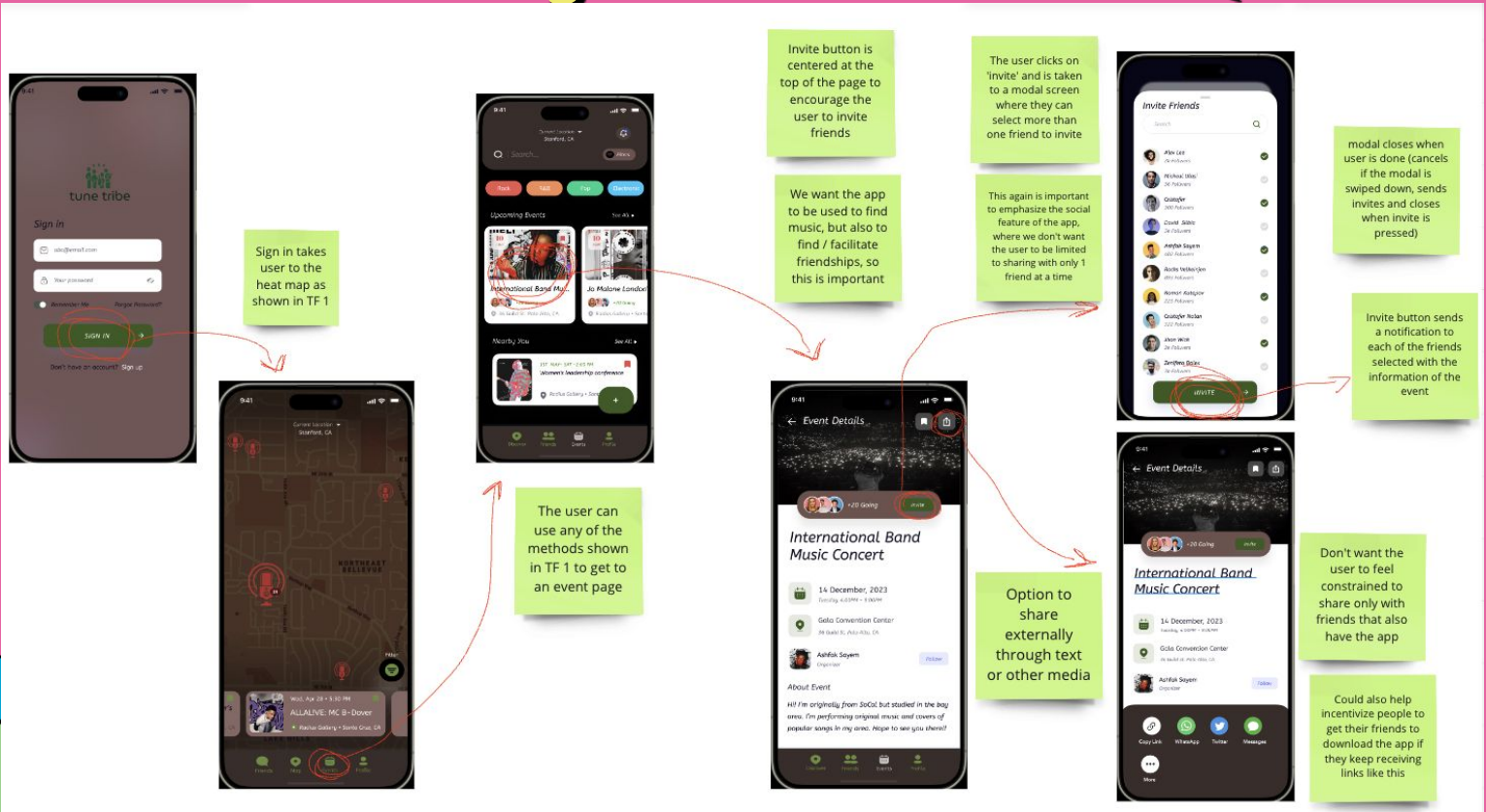
Gives user the option to search for events in a more linear way that also allows filtering and seeing the names

The user can go straight to an event page from the map feature

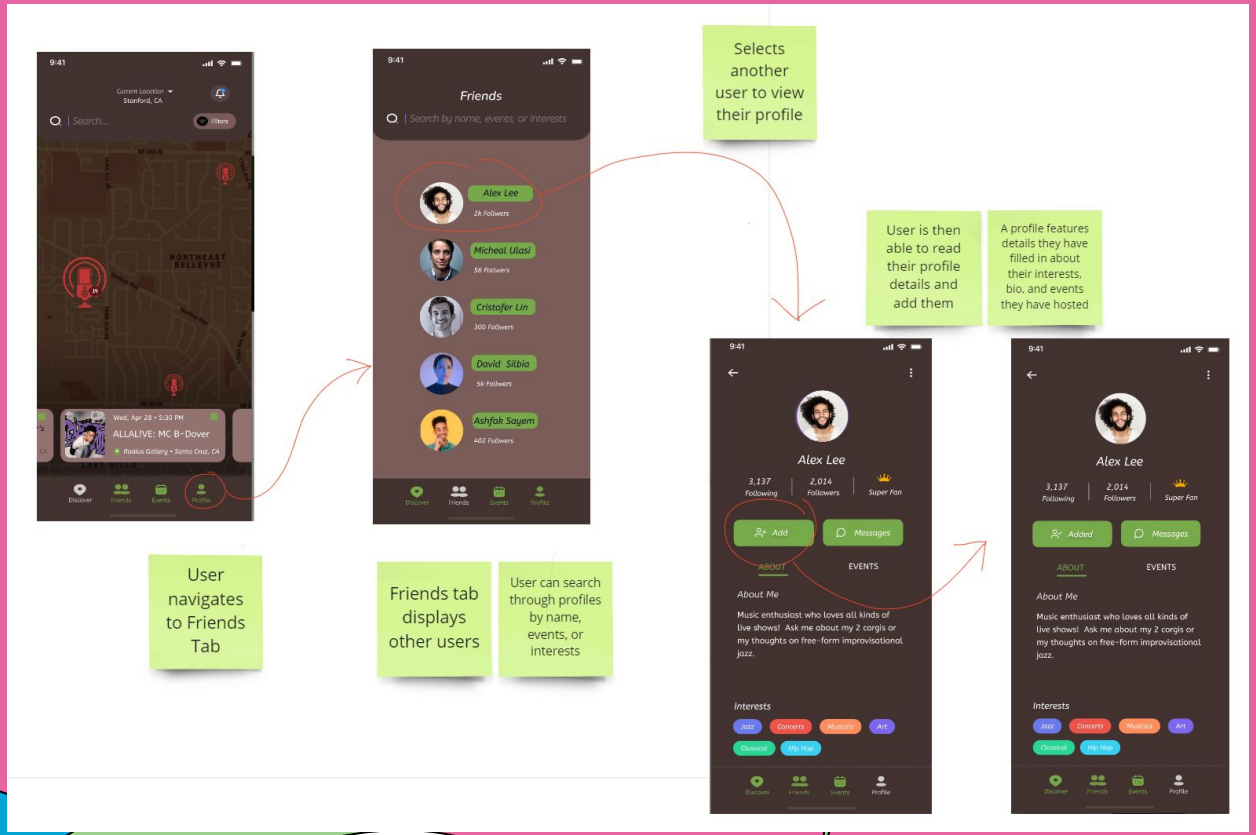
Clicking on an event from the list takes the user to the same event page as from the map

We wanted users to have multiple ways to find an event, as it is our main task that we want them to be able to do easily

Task Flow 2: Sharing event with friend (moderate)



Task Flow 3: Adding Another User (moderate)



Task Flow 4: Promoting an event (complex)

Login takes the user to the heat map as previously shown in TF 1 and 2

Artists go to the events tab to promote an event

Based on feedback on low fi, made more sense to promote here than in the profile tab

Green add button floats in bottom right

is subtle and out of the way enough where it doesn't dominate the screen

is big enough and has an intuitive enough icon to know what it does

Add button takes user to a modal screen to put in info on the event

date, time, location and name

hitting create with all fields properly filled in will create the event and close the modal

swiping down on the modal will close it and reset all fields, will not post anything

07

Prototype Implementation

Tools Used

	Pros	Cons
Figma	UI packages Features like smart animate that made prototype come to life Customizable	“After Delay” feature would be disabled at times & there was no way for the user to understand why Elements get lost easily in frames with many elements
Canva	Able to download designs as PNGs Wide variety of elements and fonts	Not enough features to build a prototype – just small designs

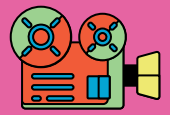
Limitations & Trade-offs

3rd Party Streaming App Linking

Users fill out personal info instead

In-app Navigation

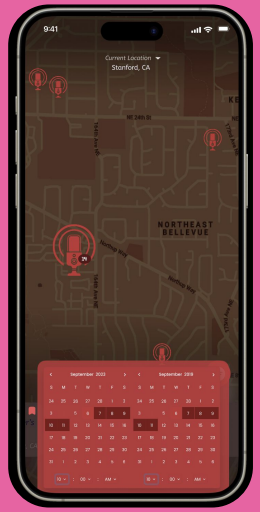
Building a navigation app like Google Maps requires more capability than what Figma offers



Gamifying the Experience

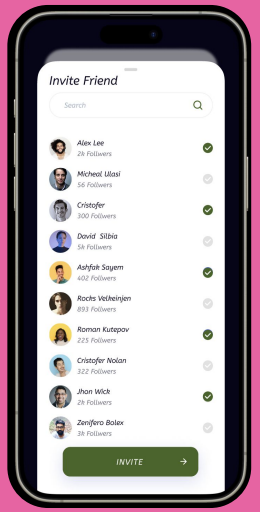
Gamifying the app would need more data and users

Wizard-of-Oz features



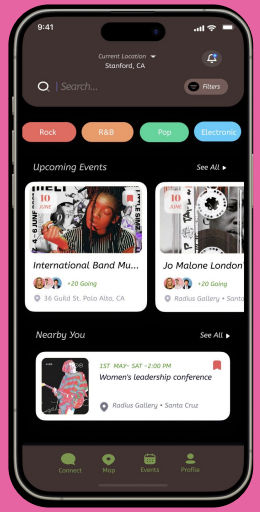
Map

Map pre-loaded with a set location and fake events



Friend Event Invitation

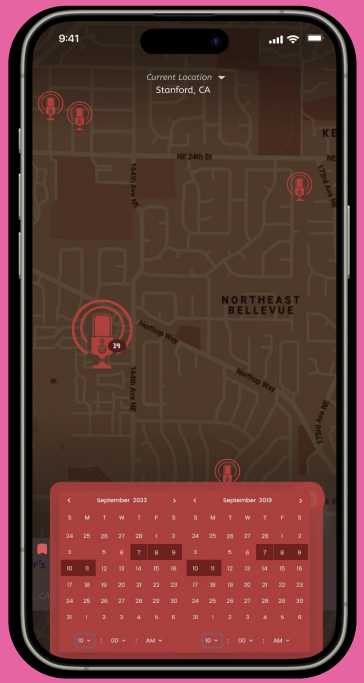
Fake users to act as friends in invite screen



Filtering Events

Filtering events leads to same selection of events

Wizard-of-Oz features

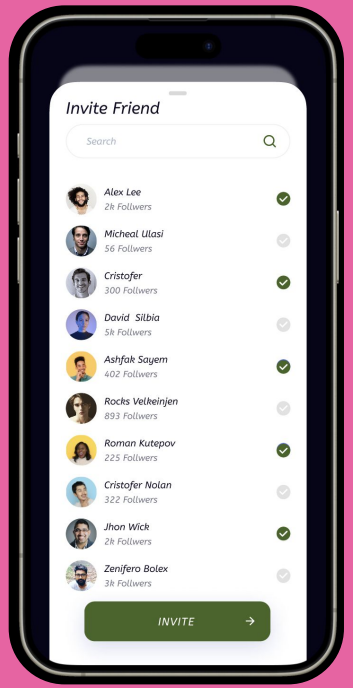


Map

Why?

Since the app has no users and hence no one to upload events, there is no data available on events in the area, so to still give users an understanding of the “Beatmap” feature we added our own fake events.

Wizard-of-Oz features

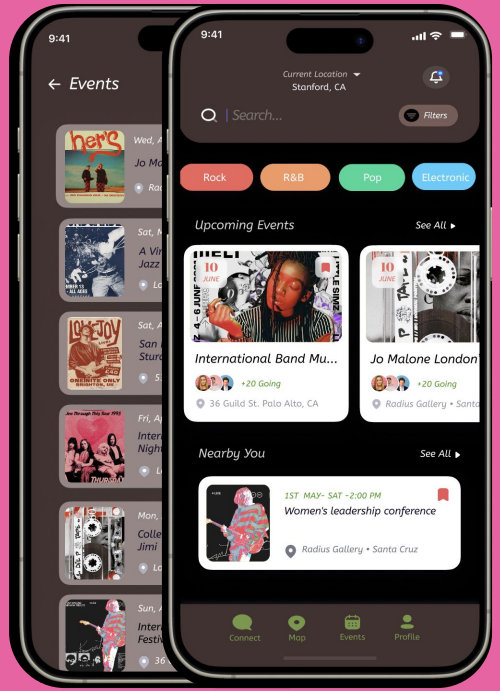


Friend Event Invitation

Why?

As mentioned previously, the prototype has no user data, so we had to create our own to act as friends to give the user an idea of how the friends feature would work.

Wizard-of-Oz features

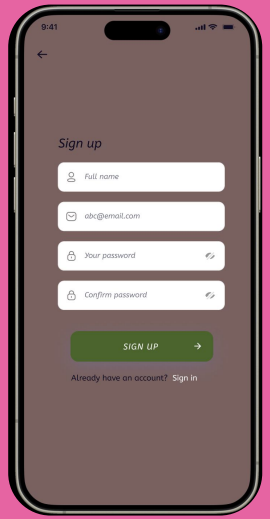


Filtering Events

Why?

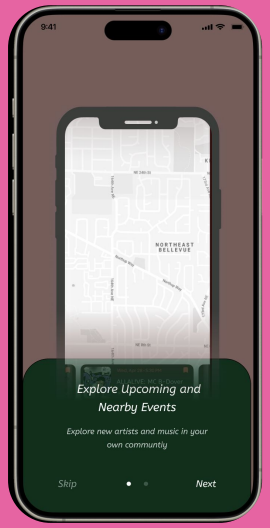
To avoid having to create a large amount of fake events for each genre the user is only shown the same selection of events, yet the view still changes to communicate to the user that sorting the events changes the display.

Hard-coded features



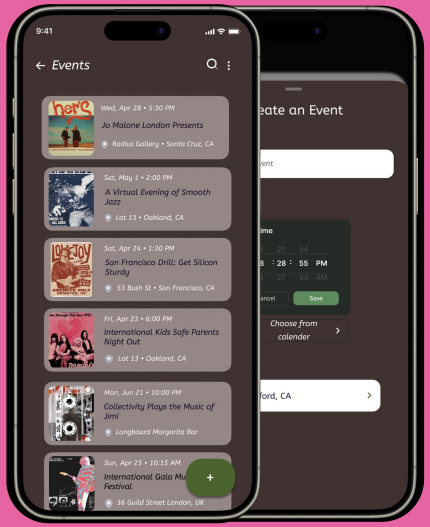
Profile Creation

User's profile info is preset



Onboarding

Before starting app, contextual info is provided



Events Page + Creation

Event creation page has preset inputs

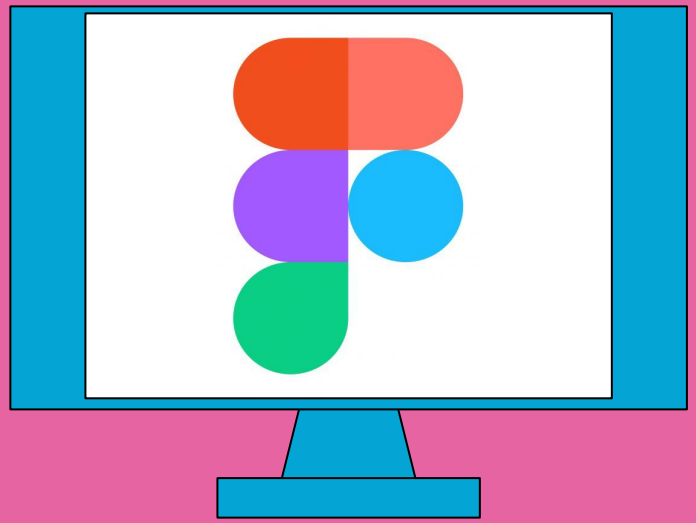
Appendix

Revised Lo-Fi Sketches

Link to Lo-Fi Sketches on Drive

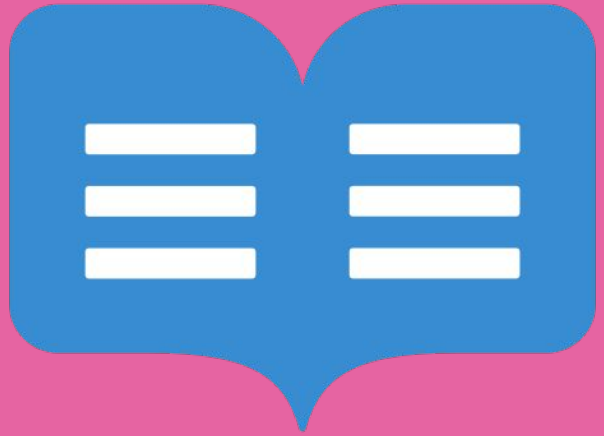
Medium-Fi Prototype

Link to Figma Prototype



Readme

Link to Readme on Drive



Other Slides Due Monday

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04 Task Flow #1

Backup Slides (in case we change the layout)

Checkpoint: Friday 11/3
A6

A6: **Interactive Medium-Fi Prototype**

TuneTribe

TuneTribe Team

MAX

STEVEN

LIZI

GRACIELLY

TuneTribe

Due Friday 11/3

Title, value prop

TuneTribe

Due Friday 11/3

Problem/solution overview

Values in Design

Due Friday 11/3

1. Discoverability: We wanted to stay true to our original core value we derived from needfinding of making it easy to discover small local venues. To emphasize this we made the discovery page our core feature. With both a discovery page that displays shows and allows for sorting by genre, distance, and price, along with our “BeatMap”, a heatmap of local small events happening now near your location that have icons scaled by their audience size.
2. Community: We also wanted to still commit to our value of finding communities and people to connect with. To do this we implemented the ability to view other users and their interests as well as communicate with them through the app. We also incorporated the ability to include community events in our “events” tab that are not simply concerts but still may bring local communities together.
3. Intuitiveness was another value we kept in mind while designing, we received good feedback from the lo-fi prototype on what parts of our app were confusing and made changes to make the app more intuitive to use and a better user experience. For instance we made event creating much simpler and easier for users by streamlining it and making the UI clearer.

Usability Goals & Key Measurements

TODO: Monday

- 2 usability goals and 2 key measurements identified in Assignment 5
- How is your product progressing towards hitting these goals?

Tasks

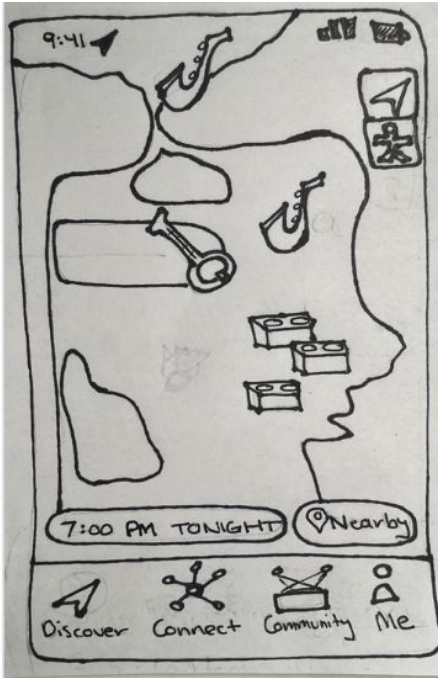
Due Friday 11/3

- Labeled simple, moderate, or complex
- Note any changes you made from the tasks in Assignment 5

Revised Interface Sketches

- Major changes – 3 biggest changes between original and revised sketches
- How will these changes aid in progressing forward with your usability goals?
- Rationale based on low-fi testing results, studio feedback, user needs, etc.
- Before and after comparisons
- If you have more than 3 changes you want to show, add the rest to the appendix

Revised Interface Sketches: #1



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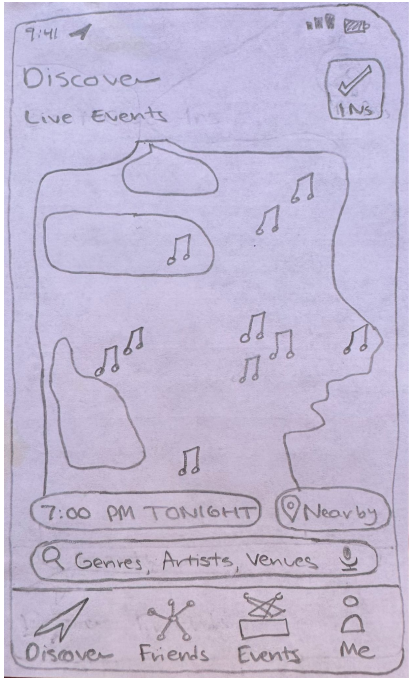


Revised

Rebranding of *Connect* and *Community* tabs to *Friends* and *Events* for clear navigability

Clear heading for visibility

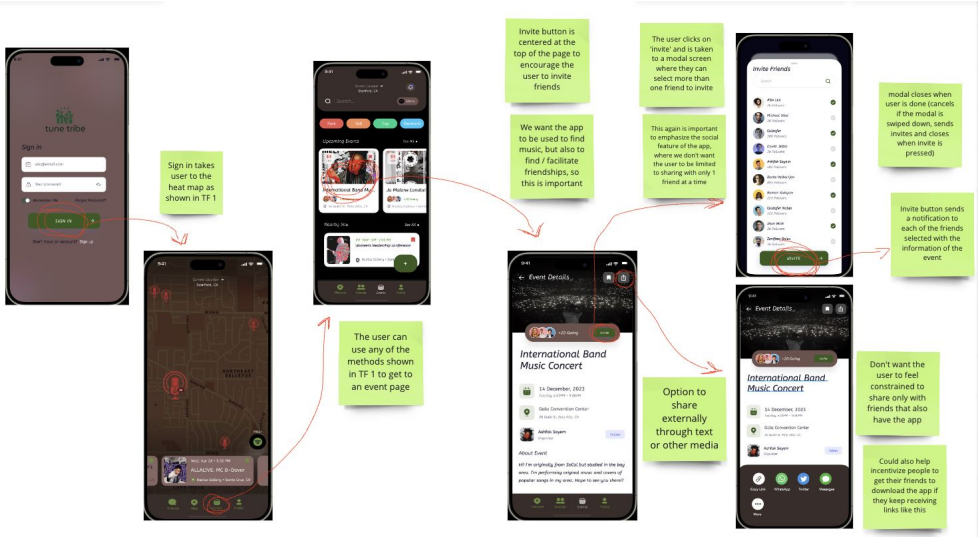
Users struggled with moderate & complex tasks

Targeting increased discoverability and learnability

Medium-Fi Task Flows

TODO: Monday

- Task Flow for Task 2
- Annotated screenshots from your medium-fi prototype (arrows indicating transitions, relevant labeling, captioning, etc.)



Medium-Fi Task Flows

TODO: Monday

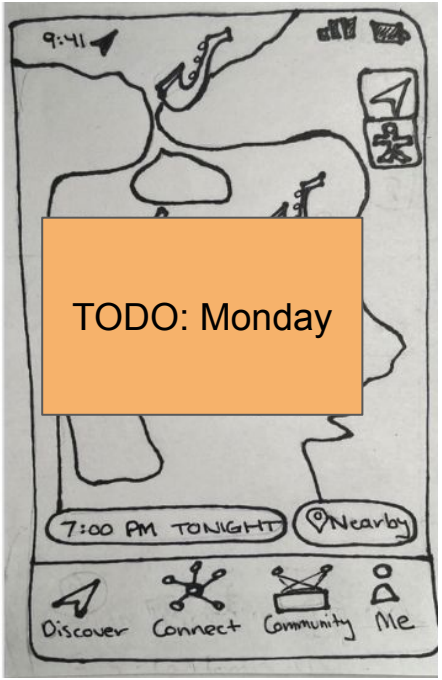
- Task Flow for Task 3
- Annotated screenshots from your medium-fi prototype (arrows indicating transitions, relevant labeling, captioning, etc.)

Medium-Fi Task Flows

TODO: Monday

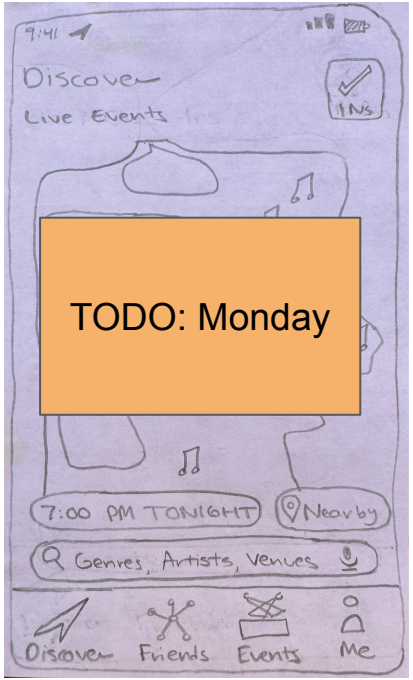
- Task Flow for Task 4
- Annotated screenshots from your medium-fi prototype (arrows indicating transitions, relevant labeling, captioning, etc.)

Revised Interface Sketches: #3



TODO: Monday

Original

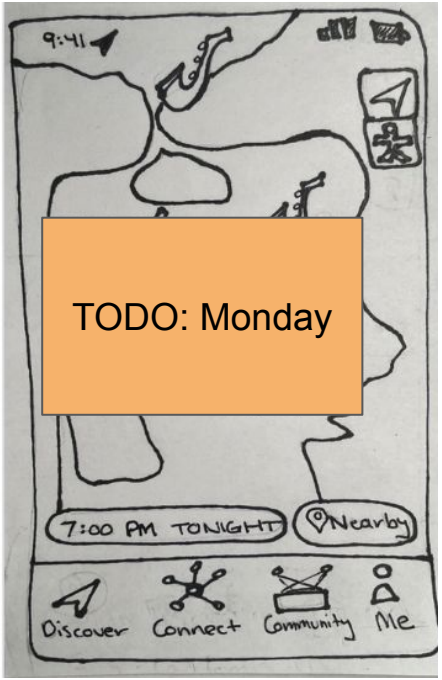


TODO: Monday

Revised

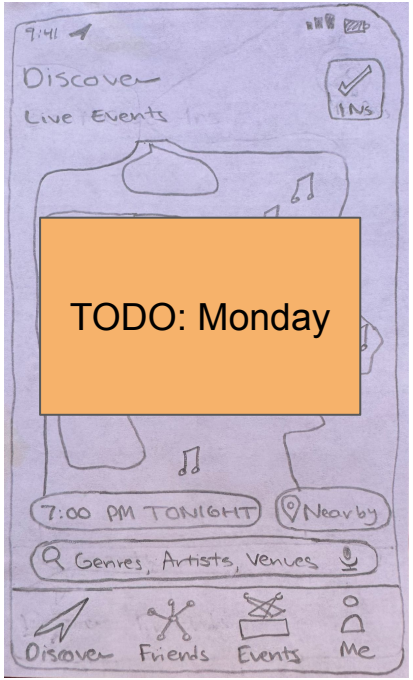
TODO: Monday

Revised Interface Sketches: #2



TODO: Monday

Original



TODO: Monday

Revised

TODO: Monday

Medium-Fi Prototype

Link to Figma Prototype

README

- Link to README