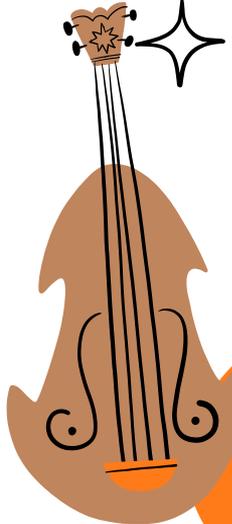
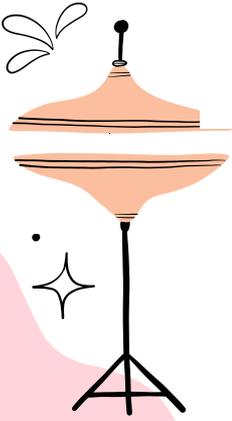


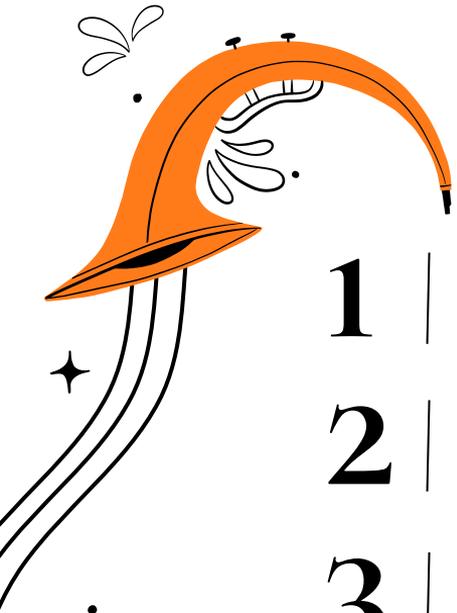
# A8: Interactive Hi-Fi Prototype

Team TuneTribe



# Outline

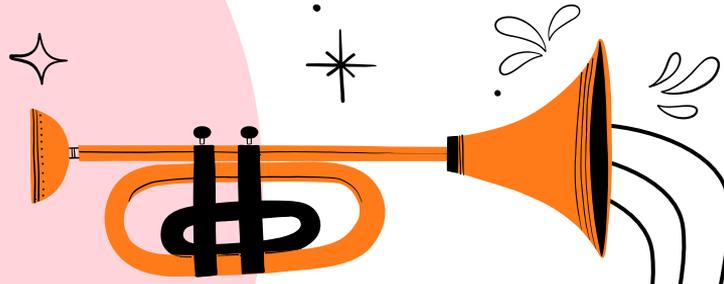
- 1 | **OVERVIEW**
- 2 | **HEURISTIC EVALUATION RESULTS**
- 3 | **UI REVISIONS**
- 4 | **IMPLEMENTATION STATUS**
- 5 | **DEMO**



1

# OVERVIEW





# TuneTribe

Find the Beat of Your  
Community

# TuneTribe

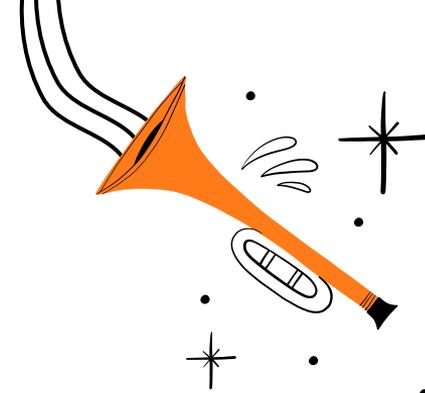
**Discover** Live Local Events

**Connect** With People Over Music

**Promote** Music in Your Community



# Problem



Live music events are desirable,

but **difficult to discover**

Events are about the experience with people,

yet **few offerings target connection**

Without a marketing budget,

**promoting for local events is hard**

# Solution



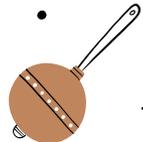
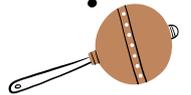
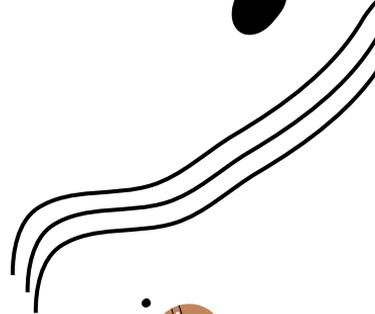
Centralized & Community-First Space

Democratized Promotion

Personalized & Incentivised



Integration with Social & Music Apps



# Team



Gracielly



Lizi



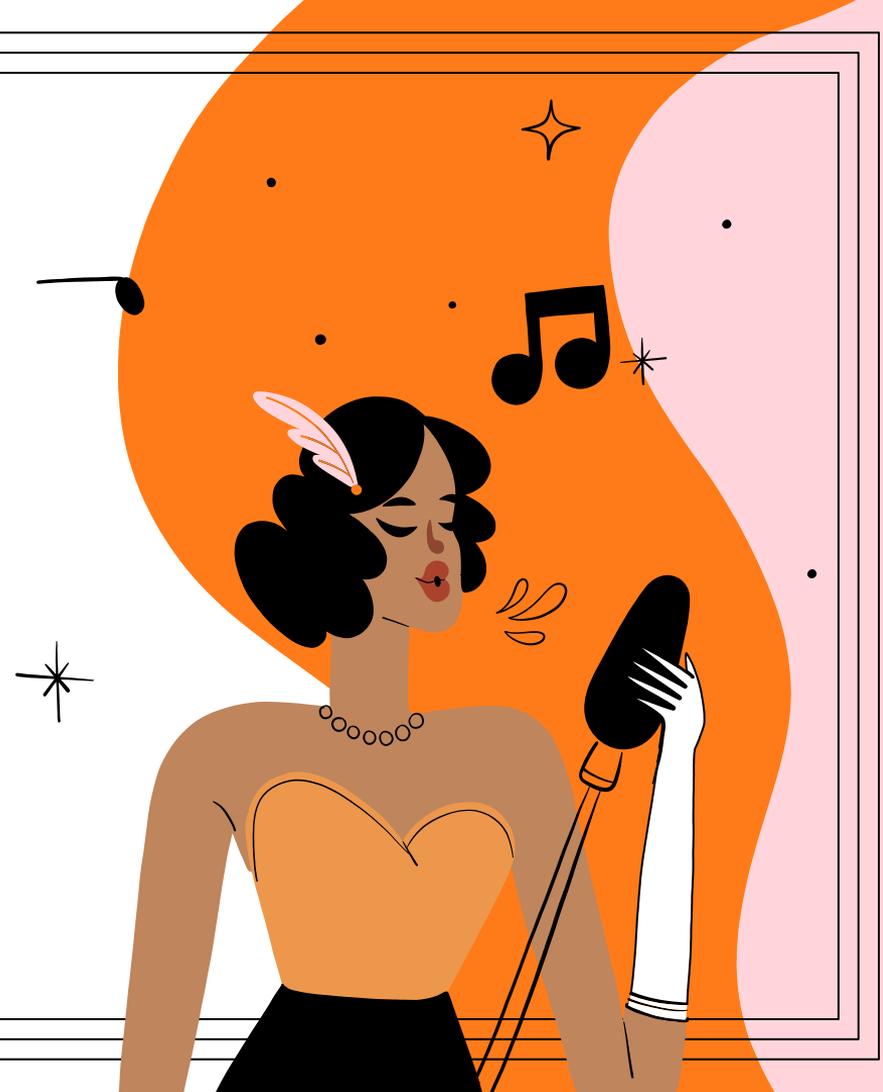
Max



Steven

2

# HEURISTIC EVALUATION RESULTS



# Heuristic Evaluation Summary

  
  
**55**

**Total Violations**

**2**

**Severity 4**

Highest priority

**10**

**Severity 3**

High priority

**19**

**Severity 2**

Minor issues

**19**

**Severity 1**

Cosmetic fixes



*\* Remaining 5 violations: Severity 0- Not to be fixed*

# Severity 4 Violations

## **H11: Accessible**

R/G colorblind users can't see color palette & contrast

## **H12: Value Alignment & Inclusion**

Colorblind users can't see checkbox status

# Severity 3 Violations

## H1: System Status Visibility

- User's location needed on map

## H3: User Control & Freedom

- List view for events
- Captions & genres for new events
- Back returns to Discover not Friends

## H4: Consistency & Standards

- 'Add/Friends' vs 'Follow/Followers'
- Different background for Events page

## H6: Recognition > Recall

- Show usernames when adding friends
- History showing friends already invited

## H11: Accessible

- Text is small & light

# Revision Methodology

01

## Review

Review all violations, merge, & deduplicate

02

## Prioritize

Color code by severity. Prioritize severity 3, 4, & A6 feedback as P1, enhancements as P2

03

## Fix

Revise Med-Fi Proto in Figma with design updates

04

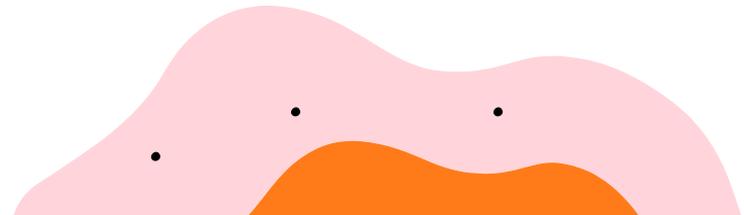
## Implement

Implement final designs in Hi-Fi Proto through code

# Revisions



- Aesthetics and Accessibility
  - Color changes were necessary to improve readability & accessibility for color-deficient users
- Consistency
  - Revisions to screens to maintain a consistent color pallet and interface appearance
- Taskflow Efficiency
  - Inclusion of options to allow for in-depth customization
  - Confirmation screens
  - More informative displays



3

# UI REVISIONS



# UI Revisions

## Home Screen

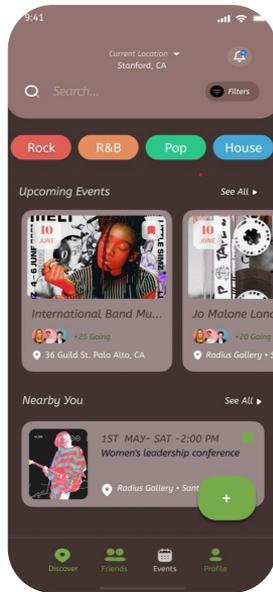
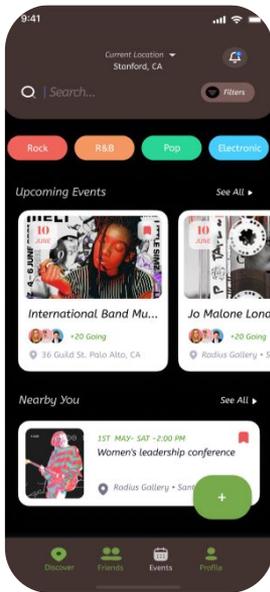
### **Sev 4: Accessible**

R/G colorblind users can't see color palette & contrast

### **Sev 3: System Status Visibility**

User's location needed on map

# UI Revisions



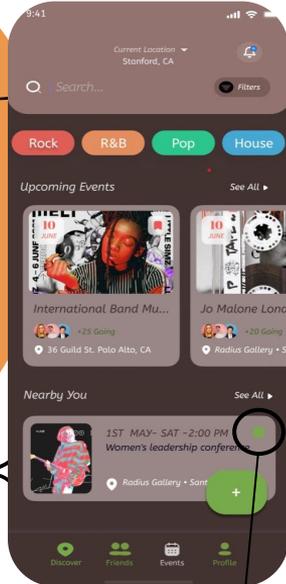
Coloring  
changed &  
location  
marker added

Before

After

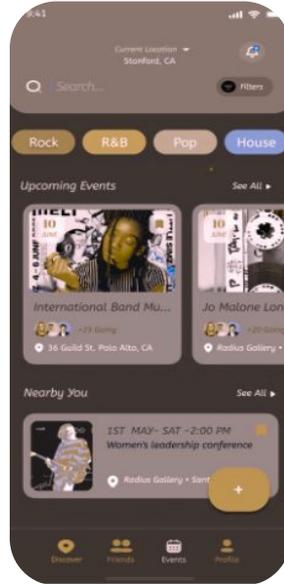


# Rationale

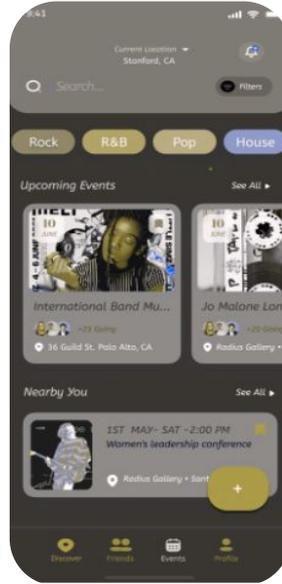


Original

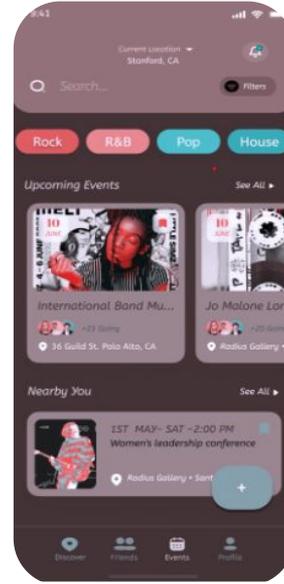
Used to be red!



Green-Blind  
(Deuteranopia)



Red-Blind  
(Protanopia)



Blue-Blind  
(Tritanopia)

We made  slight changes to make our palette more accessible to color-deficient users & found few issues with palette after analysis.



# Rationale



NORTHEAST  
BELLEVUE



NORTHEAST  
BELLEVUE

The change from a dark to a light background improved readability of text, reduced eye strain & decreased dullness



The addition of a location marker makes it easy for the user to locate themselves in respect to events

# UI Revisions

## Event Invites

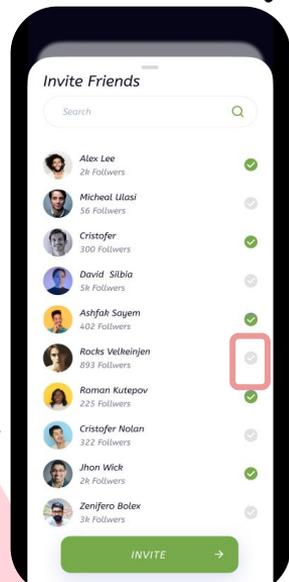
### **Sev 4: Value Alignment & Inclusion**

Colorblind users can't see checkbox status

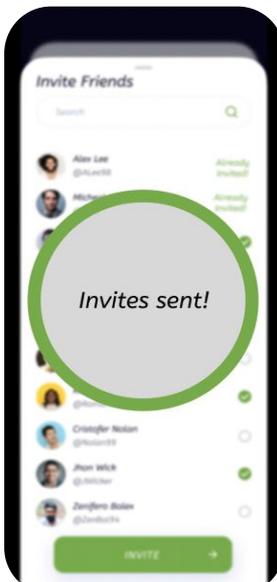
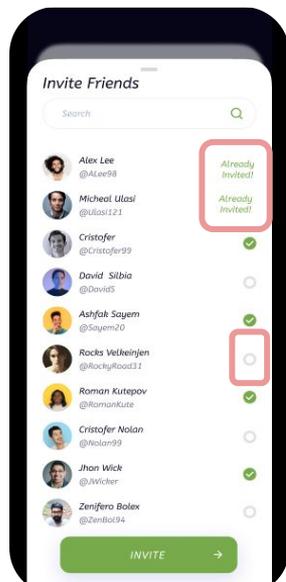
### **Sev 3: Recognition > Recall**

History showing friends already invited

# UI Revisions



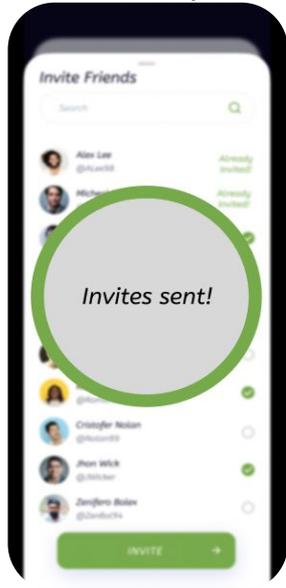
**Before**



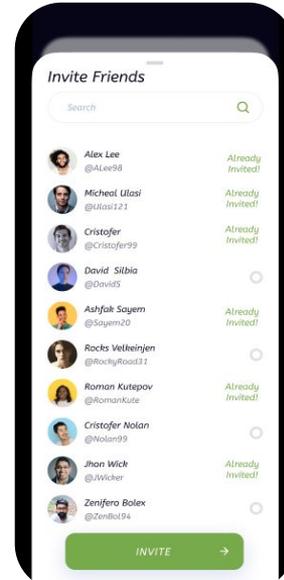
**After**

Invite task flow shows who's already invited & contains a new confirmation screen

# Rationale



Adding a confirmation screen allows users to know they've successfully completed the task



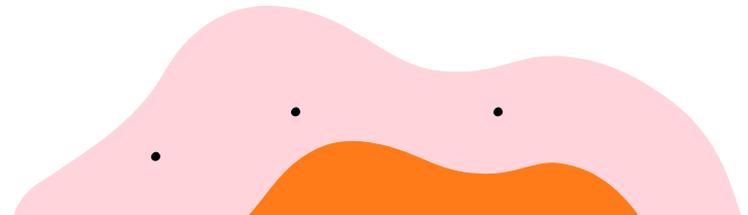
Allowing users to see who they've already invited prevents duplicate invites & improves visibility of past actions

# UI Revisions

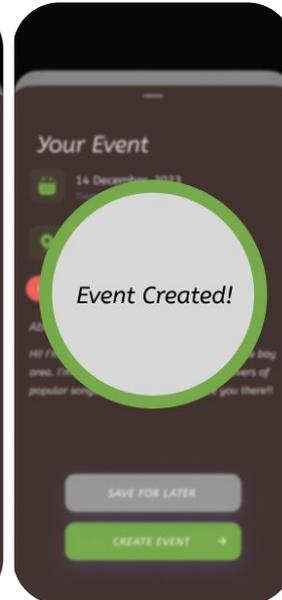
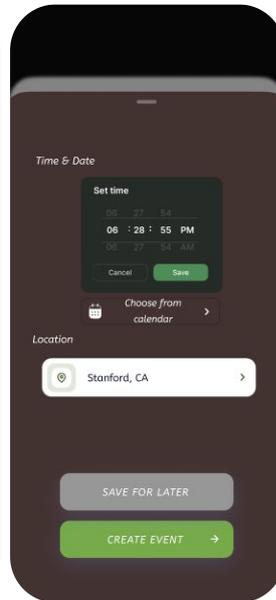
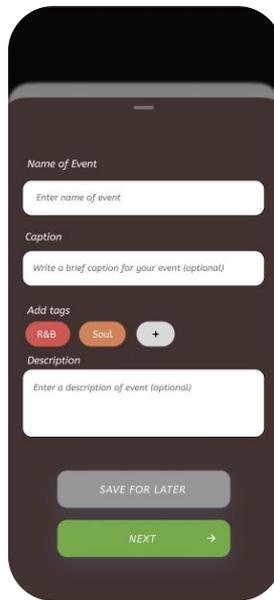
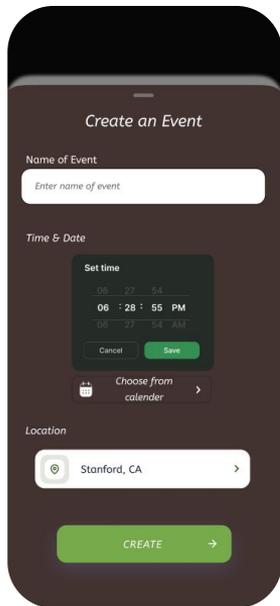
## ✦ Event Creation

### **Sev 3: User Control & Freedom**

Captions & genres for new events



# UI Revisions



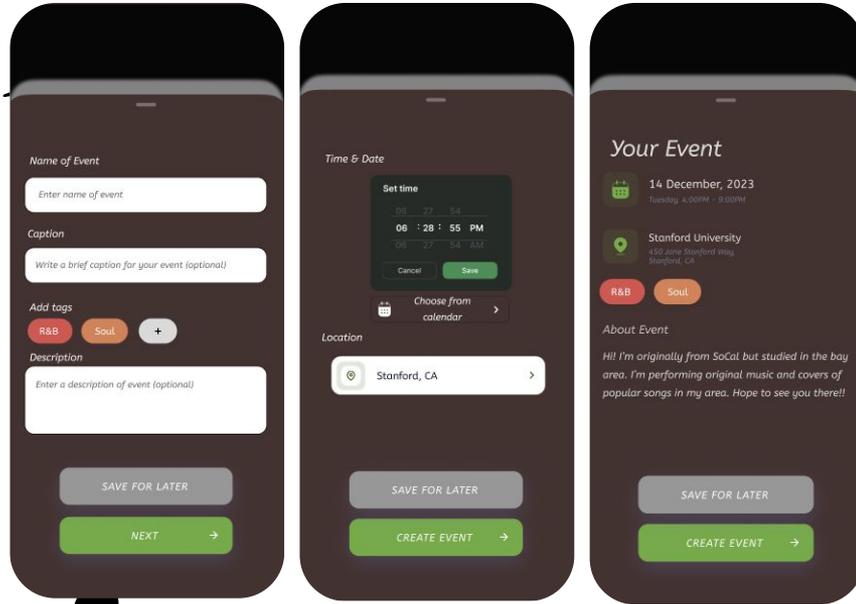
**Before**



**After**



# Rationale



An expanded event creation task flow allows users to add captions, tags & a description to their event, as well as save a draft for later

# UI Revisions

## ✦ Events & Friends Screens

### Sev 3: User Control & Freedom

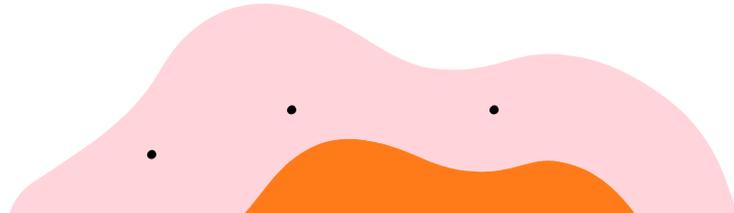
List view for events

### Sev 3: Recognition > Recall

Show usernames when adding friends

### Sev 3: Consistency & Standards

'Add/Friends' vs 'Follow/Followers'



# UI Revisions

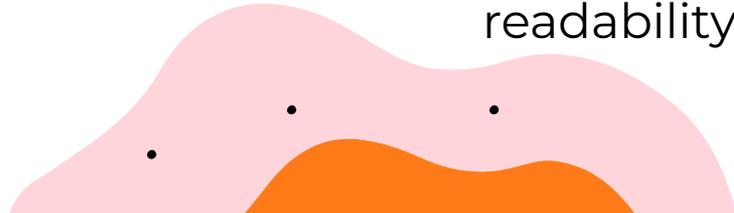
Consistency is key! Color & style revisions make for a cohesive & visually pleasing UX. Filter colors desaturated per A6 feedback & text increased. System text size to be used in High-Fi for readability



**Before**

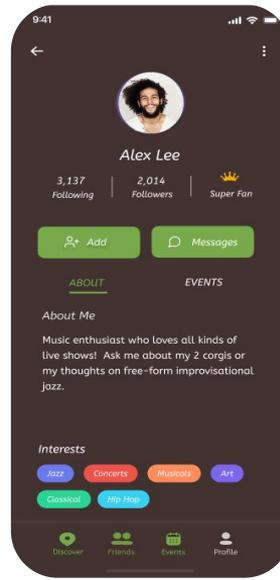


**After**

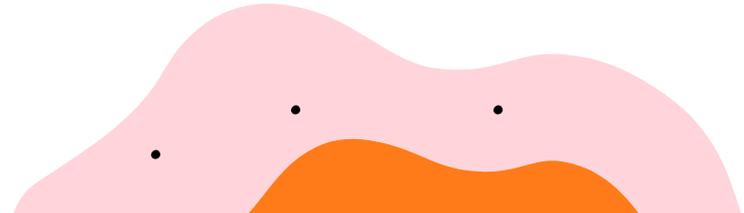


# Rationale

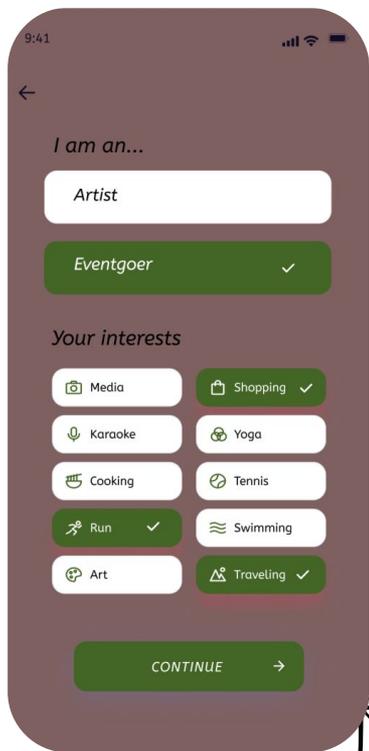
Changing the Friends screen to display usernames makes identifying potential friends easier. “Follow” changed to “Add” for consistent terminology



An additional display was also added to indicate the current filter, making it easy for the user to understand how events are organized



# UI Revisions



## A6 Feedback

We added the option to register as an Artist or Eventgoer, moving event creation to an Artist-only view

This simplifies the UI for Eventgoers who comprise the majority of users

# Usability Progress

## Learnability

Greatly improved event creation intuitiveness through additional screens in the task flow

Artist/Eventgoer specific views improves simplicity for non-performing users

Location pin makes understanding relative Beatmap locations clear

## Pleasing

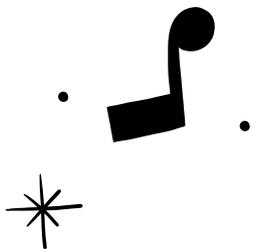
Improved visual clarity & accessibility of UI through color & icon changes

Ensured a consistent pattern of colors & icons to improve cohesion in UI

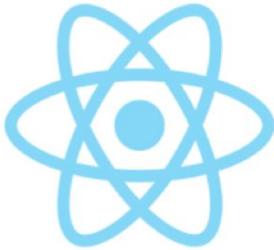
Improved visibility of status for clarity through confirmation screens

4

# IMPLEMENTATION STATUS



# Tools Used



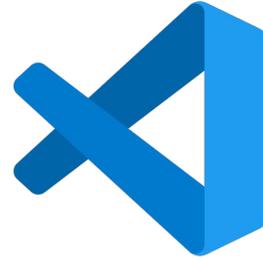
## **React Native**

Application  
Framework



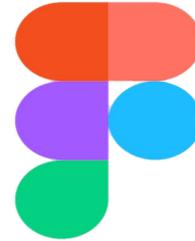
## **Expo**

Building &  
Simulation



## **VSCode**

IDE



## **Figma**

Design  
Components

# Implemented Features

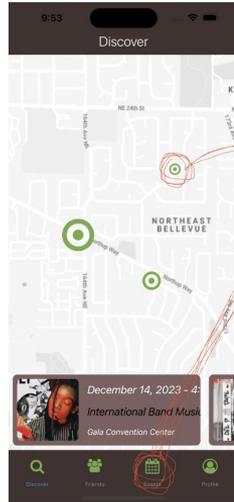
Navigation elements for all views

Functionality for Task 1: Discovering Events

Global styling

Heat map

# Implemented Features



## International Band Music Concert

-  **December 14, 2023**  
4:00 PM
-  **Gala Convention Center**  
38 Guild St. Palo Alto, CA
-  **Ashfaq Sayem**  
Artist Follow

### About Event

Hi, I'm originally from SoCal but studied



# Unimplemented Features

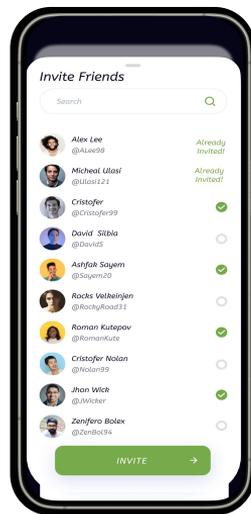
- Task Flow 2 (Share)
- Task Flow 3 (Friend)
- Task Flow 4 (Create)
- \* Friends & Profile tabs
- Location settings
- Events grid view in tab
- Alignment to Figma spec
- Embedding dependencies
- Date/time selection
- Testing!

# Wizard-Of-Oz Features



## Map

Map pre-loaded with a set location and fake events



## Friend Event Invite

Fake users to act as friends in invite screen

# Wizard-Of-Oz Features

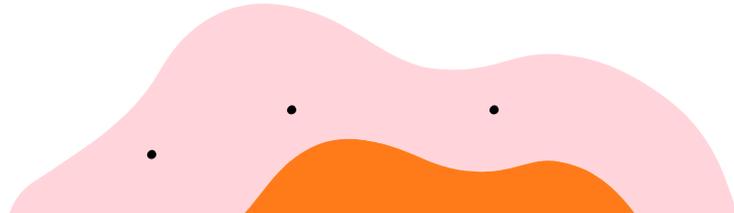


## Why?

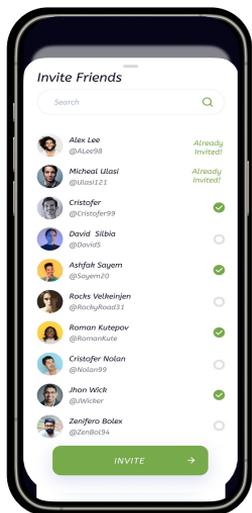
TuneTribe has no users yet & hence no one to upload events, so there's no data available on events in the area

To give users an understanding of the “Beatmap” feature, we added our own fake events with simulated attendees

## Map



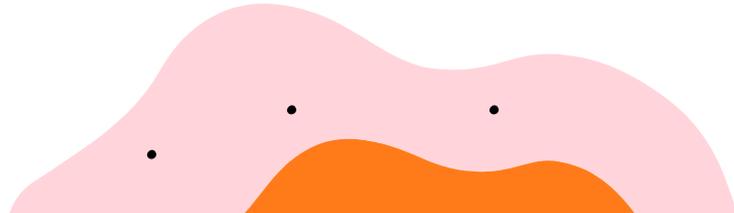
# Wizard-Of-Oz Features



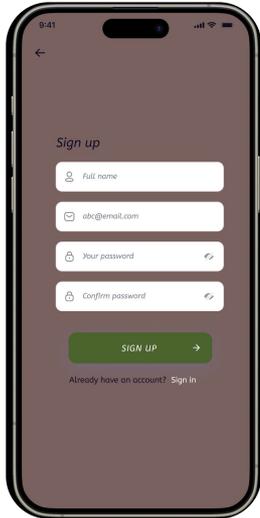
## Why?

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

**Friend Event  
Invite**



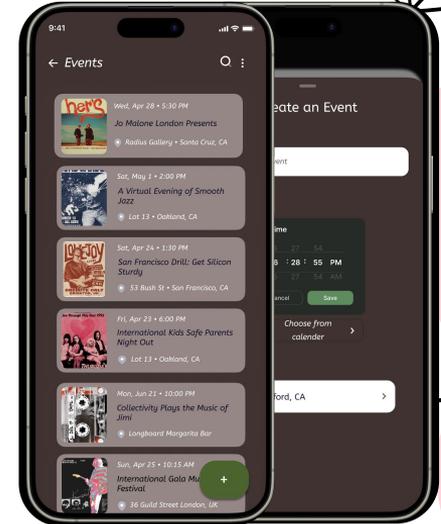
# Hard-Coded Features



**Profile Creation**  
User's profile info is preset



**Onboarding**  
Preset contextual info is provided on launch



**Events & Creation**  
Events & creation pages have preset info

5

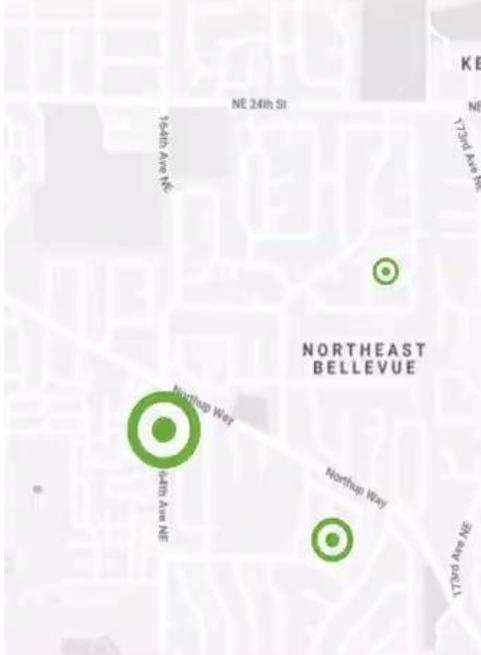
**DEMO**



9:42

73%

# Discover



December 14, 2023 - 4:

International Band Musi

Gala Convention Center



Discover



Friends



Events



Profile

# APPENDIX



# DETAILED HE RESULTS

- 1. Explain what the attendee numbers are on the Event Details page (RSVPs)  
> *Enhancement - lower priority*

2. Add Confirmations

3. Current location on Discover map

4. Add an RSVP section to Event Details

5. N/A - User should be able to pinch to zoom in / out of map

6. One large icon for high density - more when you zoom in  
> *Enhancement - lower priority*

7. N/A - Consistent with platform onboarding flow

8. Filters

9. N/A - consider border color aligned with map icon color for promoted events

11. Consider more general icon for music or music-type specific icons on Discover

12. Bug in Figma prototype - should show on Discover tab; maybe popup for event details but could have reduced space (12)

13. Make date and time picker larger & easier to see colors

14. Use interested / attending / not attending in place of bookmarks  
> *Enhancement - lower priority*

15. Enable list view under '...' more icon on Discover

> *Enhancement - list view on Events tab*

16. Duplicate of 1

17. Duplicate of 2

18. Complete RSVP flows

# DETAILED HE RESULTS

19. N/A

20. N/A

21. Add help icons throughout the app in other places e.g. creating an event

22. Clarify inviting friends on Tune Tribe; add ways to invite friends from other platforms below

23. Flush out internal vs external friend invites with examples clarifying both  
> 21, 22, 23: *Enhancements - lower priority*

24. Have username instead of followers

25. Add share to profile events

26. Look at FB Events to see how they show past invites  
> *Enhancement - lower priority*

27. Empty circle for accessibility? Or put 'Sent' text next to button

28. P2 - Channels feature for mass invites  
> *Enhancement - lower priority*

29. Want to still make it easy to invite - could add a confirmation page if adding multiple people to reduce false adds

30. Consistency sweep for same background color

31. N/A (31)

32. Order events by date and time (32)

33. Duplicate of 9 (33)

34. Consistency sweep for Follow and Follow Request (34)

35. N/A (35)

36. N/A - could change friend name to new sample (36)

# DETAILED HE RESULTS

- 37. Duplicate of 34 (37)
- 38. Save Draft + Cancel for Event Creation (38)
- 39. Tags for genres on Event Creation (39)
- 40. Duplicate of 30 (40)
- 41. Consistency sweep for buttons in Create Event (41)
- 42. N/A - look at Twitter's for sample disappearance when scrolling (42)
- 43. Duplicate of 21 (43)
- 44. N/A - Figma bug (44)
- 45. Move day before time in event creation
  - > *Low severity - lower priority*
- 46. Use system standard date & time pickers
  - > *Addressed in Hi-Fi*
- 47. Preview Event Creation screen to confirm
- 48. Segue bar for artists on Events tab for Promoting and Attending
  - > *Enhancement - lower priority*
- 49. Use accessibility color checker - in slides
- 50. N/A - should be instantaneous - consider progress bars in hi-fi if slow
- 51. Font legibility
  - > *Will use system std sizes in HiFi*
- 52. Help sheets - duplicate of 9
- 53. Duplicate of 30
- 54. N/A - Figma routing bug
- 55. Add duplicate screens for clear Figma routing
  - > *Low severity - lower priority*

# README



[Link to ReadMe](#)  
on Drive



# Demo Script

[Link to A8 Demo Script on Drive](#)

