



Celebrate connections, one bead at a time

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Jennifer Quach, Sofia Kim, Sheng Moua

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VALUE PROPOSITION & TEAM MEMBERS

Project Name

Kandi

Value Proposition

Celebrating connections, one bead at a time

Team Members and Roles

Jennifer Quach: Product Manager

Sofia Kim: Lead Designer

Sheng Moua: Lead Developer

PROBLEM & SOLUTION OVERVIEW

The festival environment can be overwhelming and isolating to new attendees, making it difficult to enter the scene. In creating a social platform to ease users into the community and its traditions by gamifying the festival experience, we hope to close the gap in experience amongst attendees by giving all a fair chance to create their own groups, add friends, share and receive news on upcoming events, and capture festive memories through a series of tasks to earn achievements and rewards.

NEEDFINDING

Interviews

Due to our shared interests in the area and wanting to explore a scene rather generalized in the media, we delved into the musical festival environment and researched its community. For our needfinding process, we wanted to find a diverse group of users in order to capture the true essence of community in the festival, thus, staying true to its values of inclusivity. The perspectives we considered when finding interviewees included a range of experiences and age, differences in musical interests, and different backgrounds, from students to DJs. We found our participants on social media, with whom have vocalized about their involvement in the scene in the past, and then sourced out various individuals online that haven't gone to festivals but were interested in doing so. In doing so, we ended up with 1 average user and 2 extreme users, one being a festival nomad who works part time promoting events on Instagram and the other being someone that has only been to one festival. Interviews were conducted online with Zoom or in-person, but since we wanted to prioritize all members of the community, we only saved Zoom interviews for users that we could not reach otherwise due to their physical distance.

Our first extreme user was Edward, a data scientist at Tiktok who has frequented EDM festivals since he was 18, marking this year his 10th year of attending. Our second extreme user was Juliet, a nursing student at CVTC who has only attended one festival, Lollapalooza, yet shows hesitations in going to another. Our average user was Alex, a psychology student at Stanford who started off going to festivals by himself and now frequents them with a group he built around mutual interests of theirs. Our guiding questions centered around how important community is to each interviewee when attending festivals, challenges in attending them, and any experiences they've had in meeting new people at the scene. For our first round of interviews, we wanted to explore the problem space through the use of personal stories, and we wanted to gauge the overall impression these interviewees had of the scene based on their experiences and backgrounds.

Synthesis

We used empathy maps to synthesize our insights from our interviewees by analyzing what

they said, thought, did, and felt during the interviews, with each empathy map shown below. Regardless of experience, all interviewees expressed the importance of responsibility in a festival group, with people only being comfortable with attending with those they trust. For Edward (Figure 3), who's planned many events for groups of all sizes, responsibility meant logistics and ensuring that set times were met and meet up spots were properly established. For Juliet (Figure 1), she prioritized someone that she can "vibe" with in order to not feel isolated in the crowd. Because of this, we were surprised to learn that all interviewees preferred smaller groups, as they felt more intimate and trustworthy. Our second insight focused on how people perceived music festivals from outside of the scene. All of our interviewees received information on festivals from social media, with only experienced attendees finding information through word of mouth through specific group chats based on connections they've built throughout attending. This means that what to expect at a festival, how to plan, and who to connect with prior to the event is foreign to newcomers, which was confirmed through Juliet's interview. Alex's interview (Figure 2) detailed the negative stigma around festivals due to their overwhelming large crowds, intense music, unfamiliar cultures and traditions, and possible prohibited activities. This made it harder for him to find people to go with, as there was no central community at Stanford for him to join. From his interview, we also learned that the best way to enter and stay in the festival scene is to already know someone who has experience going, as going alone isn't a popular option nor a safe one.

After analyzing our empathy maps to get the full picture, we organized our insights into needs. Since responsibility and trustworthiness in group members were heavily emphasized throughout all 3 interviews, our first need was that people interested in festivals should be familiar with the people they are attending with in order to fully prepare for and enjoy the festival experience. Our second need was that information on festivals should be more accessible to those without festival experience in order to alleviate pressure when planning and increase interest in attending. This was derived from our above insight of there being no central festival community at schools, and there is a lack of knowledge about festivals leading to a misunderstanding of the culture and dissuading people into attending them. Our last need was that the community aspect of the festival experience would be inclusive to newcomers and those with little experience in attending them. This meant that the process of connecting interested individuals with one another should be streamlined and popularized in order to give everyone a sense of the true festival experience. After diversifying our gathered perspectives with a second round of interviews, this time with an interviewee against festivals

along with a DJ who sees the community from above, we were ready to set the stage for our POVs and HMW statements.

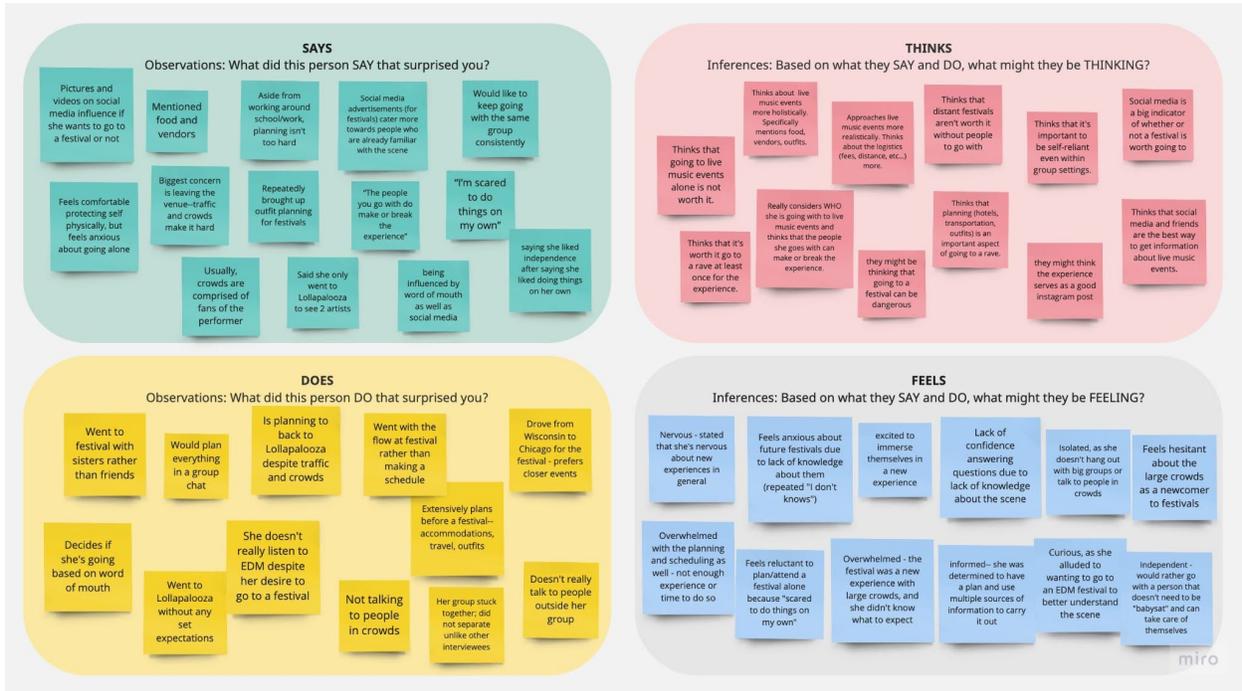


Figure 1. Empathy map for Juliet.

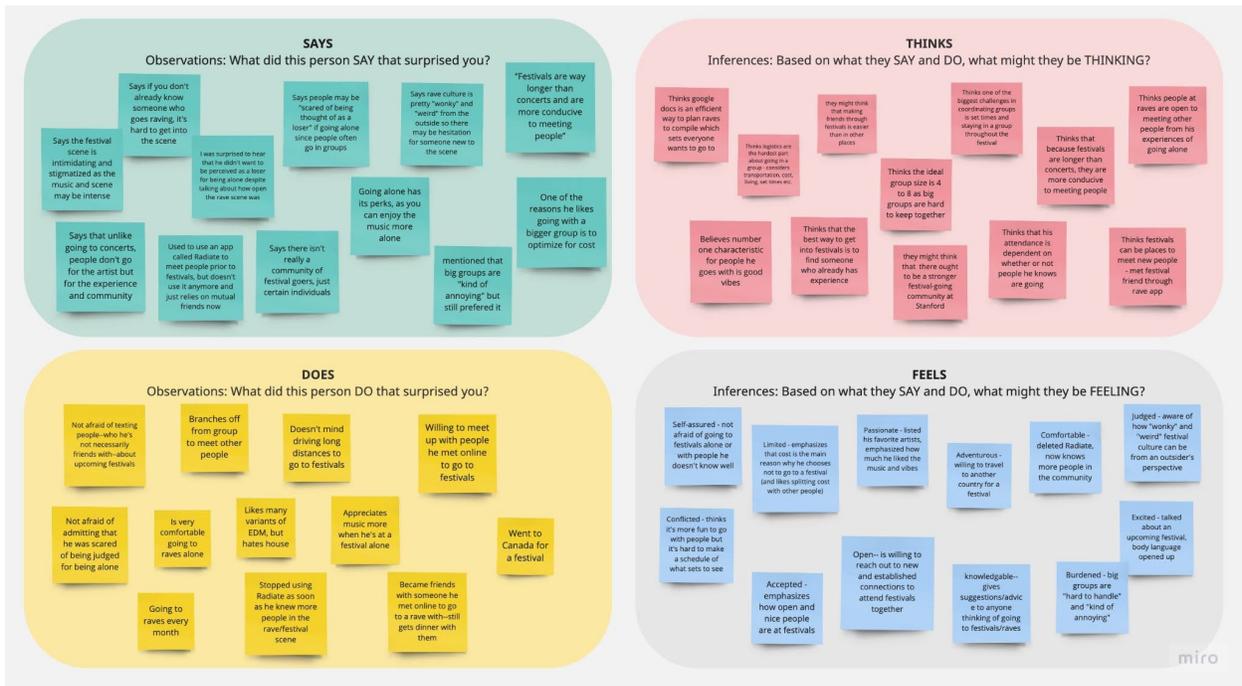


Figure 2. Empathy map for Alex.

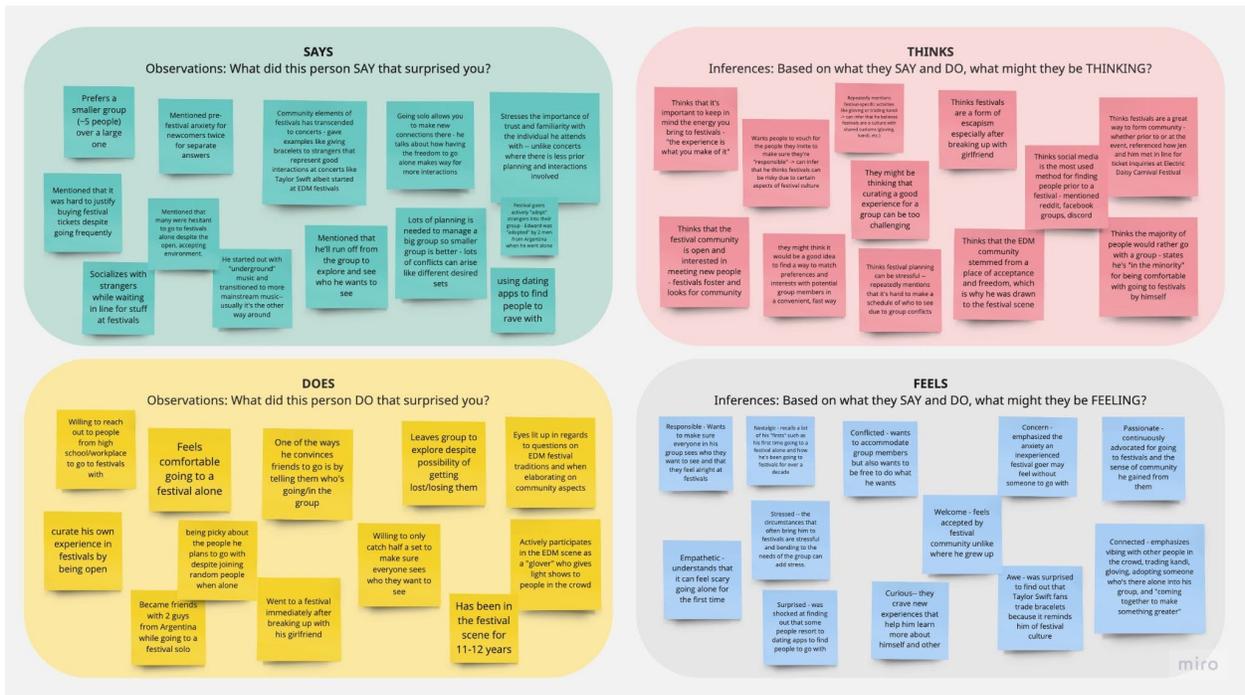


Figure 3. Empathy map for Edward.

POVS & EXPERIENCE PROTOTYPES

Our needfinding process gave us valuable insights to carry on with to brainstorm possible solutions. Before we began, we created three Point of View's for our most unique interviewees from our first and second round of interviews. These POV's helped us understand each participants' perspectives based on their backgrounds, drawing links between our observed tensions to possible "gamechangers" that would lead to actionable solutions. After our POV's were completed, we generated 10-12 HMW's for each POV, separating the HMW's into different categories to come up with the 3 most holistic HMW's that would best address the pain points we previously identified. These final HMW's helped us create 3 experience prototypes that tested our assumptions of our users to see which medium we should continue with for our final solution and to test if what we know about our users is correct.

Alex's Point of View

We met... Alex, a junior at Stanford who started attending festivals by himself before meeting other people in the scene.

We were surprised to realize... he was conscious of the stigmas surrounding the festival scene, describing it as "weird" or "wonky" from an outsider's perspective.

We wonder if this means... the lack of knowledge toward festivals contributes to a spread of its misrepresentation and thus dissuades people from attending.

It would be game-changing to... democratize information on festivals to those that lack experience in it.

Sample HMW's from Alex's POV:

- **HMW** destigmatize the portrayal of the festival scene?
- **HMW** make festivals as socially accessible as clubs/bars?
- **HMW** make festival customs more inclusive and less overwhelming to people outside of the scene?

Dillon's Point of View

We met... Dillon, a freshman from UCSC and an introvert who doesn't listen to music regularly.

We were surprised to realize... that even though he's not very interested in music, he'd still be willing to attend a music festival with people with similar preferences and interests.

We wonder if this means... some people go to festivals to spend time with others in a social setting rather than for the music.

It would be game-changing to... connect Dillon with people who are like-minded in his motivation to connect with others at festivals.

Sample HMW's from Dillon's POV:

- **HMW** create a more satisfying festival experience for attendees not interested in the music?
- **HMW** make large festival crowds less overwhelming to those unaccustomed to them?
- **HMW** facilitate the process for Dylan to find people to go to festivals with him?

Edward's Point of View

We met... Edward, a 29-year-old data scientist at TikTok who frequently travels to attend raves and now works as a part-time festival promoter.

We were surprised to realize... that Edward championed the process of festival community elements transcending to non-festival environments.

We wonder if this means... generational traditions within the festival scene strengthen the bonds between attendees.

It would be game-changing to... nourish the festival and non-festival scene by intermixing the values between both communities.

Sample HMW's from Edward's POV:

- **HMW** normalize festival traditions within the broader community?
- **HMW** involve more current attendees in older, long-term festival traditions?
- **HMW** spread knowledge of festival traditions to people outside the scene?

Top 3 HMW's

- Inspired by Alex... How might we make festivals feel less overwhelming for new attendees?
- Inspired by Dillon... How might we enhance connection and social interaction at festivals?

- Inspired by Edward... How might we promote the niche festival scene through its traditions?

Top 3 Solutions

1. Matchmaking service with Forms

Pair new attendees with more experienced festival-goers based on compatibility.

2. Digital Connections through Spotify

Create a digital medium for festival attendees to add each other as friends if they have a musical connection.

3. Festival Scavenger Hunt

Gamify the festival experience to encourage attendees to learn about festival traditions.

Experience Prototypes

Our experience prototypes tested our solutions by validating our assumptions about our users.

Matchmaking service with Forms

Process: Have the festival newcomer take a quick questionnaire. Based on the results, match them with an experienced festival-goer.

Key Assumption: If we pair new festival attendees with more experienced attendees, it might make them feel less overwhelmed.

Implications: What worked from this experience prototype was the easy and simple environment it was in, as the survey didn't take too much time for the participant to fill out. What didn't work was that it failed to make attendees feel more connected to one another, as our participant still felt anxious about going to a festival with a stranger, and indicated that she was still anxious even if she could meet up with them beforehand. This means that there is a general safety concern regarding matchmaking services, and people will want to go with people they trust and know on a personal level. People may prefer a group matchmaking service instead, where participants do not have to meet up individually but instead in a comfortable group setting.

Digital Connections through Spotify

Process: Connecting festival-goers using common music taste on Spotify as a basis for fostering community, giving participants the chance to bond over a familiar interest.

Key Assumption: The process of choosing friends based on their music taste will likely evoke some emotional resonance that will allow the user to make accurate predictions of shared interests and values.

Implications: What worked from this experience prototype was that participants expressed satisfaction in hearing a song they were familiar with, and they felt like they could choose who to attend a festival with based on this shared interest. To participants, this was also a quick and fun way to measure compatibility without having to meet up with the person beforehand. What didn't work was that people who were unfamiliar with the music in the other users' playlists would end up choosing a user to go with arbitrarily. There was also a concern that shared music taste limited the amount of information that was available about a user, meaning that there was not a guarantee that two users would be compatible upon meetup. This gave us insight on the power of music to bring people together, and although this medium was not a strong enough indicator of compatibility, pairing it with other matchmaking techniques can increase accuracy on measuring compatibility.

Festival Scavenger Hunt

Process: Gamifying the festival experience by rewarding points for capturing specific moments/festival objects on camera.

Key Assumption: The user will be more receptive to potentially foreign festival traditions and new experiences, making attendance more exciting for new users.

Implications: What worked was that this medium proved to be a fun and exciting way to get a sense of what to expect at festivals. Participants were able to learn new festival terms and understand what to keep an eye out for at festivals, as they were successfully able to learn the meaning and value behind traditions, something that they considered important to truly appreciate the festival scene. What didn't work was that pictures can seem overwhelming, with too many unfamiliar objects in one capture. There was also a sense of confusion in what objects some participants were looking for, and some participants noted that they would be at the festival solely for the music or for the "vibes" and wouldn't be as active in searching for objects to capture. However, our overall assumption was valid in that after doing the experience prototype, all participants expressed interest in the scene and stated that their perception of festival culture had changed in a positive way. It was true that users did not

know what to look for if they are new to the scene, but the meaning behind traditions and customs are important to realizing community values within the scene and it would help ease the overwhelm of not knowing foreign traditions.

FINAL SOLUTION

After testing all 3 of our experience prototypes, we decided to move forward with our third experience prototype, the festival scavenger hunt, with elements of our second experience prototype as our final solution.

Description

In gamifying the festival experience, we envision a platform that eases users of any experience into the community by rewarding tasks like creating and joining groups, sharing and receiving news, adding friends, and capturing festive memories.

Rationale

Our experience prototypes received the most positive feedback in regards to the third solution, which was the festival scavenger hunt. This meant that our assumption that individuals were willing to learn festival traditions to truly understand and feel comfortable in the scene was correct. The previous prototypes focused more on connecting users, and although that aligned with our value proposition of celebrating connections, the mediums themselves were unable to measure compatibility or garner positive feedback. Because the festival community prides itself in being fun and exciting, the user satisfaction for our scavenger hunt was high and represents what the festival experience should be like. This solves our third user pain point and HMW of how to broaden the knowledge of festival traditions. The third prototype allowed us to make the scavenger hunt a group activity as well, along with alleviating the stress of meeting up with individuals connected online as the activities are meant to bond strangers together instead of the traditional manner of viewing profiles and sending private messages to chat. Our second prototype and its assumption of shared music interests connecting individuals also stood, and we wanted to incorporate that aspect with our third solution by allowing individuals to view each other's profiles and future event schedules.

TASKS

1. Simple task: View and complete individual festival tasks.

This task is important to our user base as it acts as a medium for users to learn traditions and feel more comfortable about the culture of the scene. These tasks can range from simple achievements such as taking a picture of a totem (an item scene regularly in festivals to help individuals from groups find each other) or taking an OOTD of an outfit. They increase in level of “difficulty”, meaning the more you complete them, the more comfortable you are with the scene.

2. Moderate task: Add and connect with other members of the community.

This task primarily solves our second user pain point of not feeling as integrated in the community. Our app gives users the option to add friends and view their public profiles, which include their individual event calendar of planned festivals. Friends are also important in Kandi as the communities tab shows a curated list of events that at least one of your friends are attending. That means the more friends a user has, the more people that user can find to attend a future event with.

3. Complex task: Join or create a group to complete community tasks with friends.

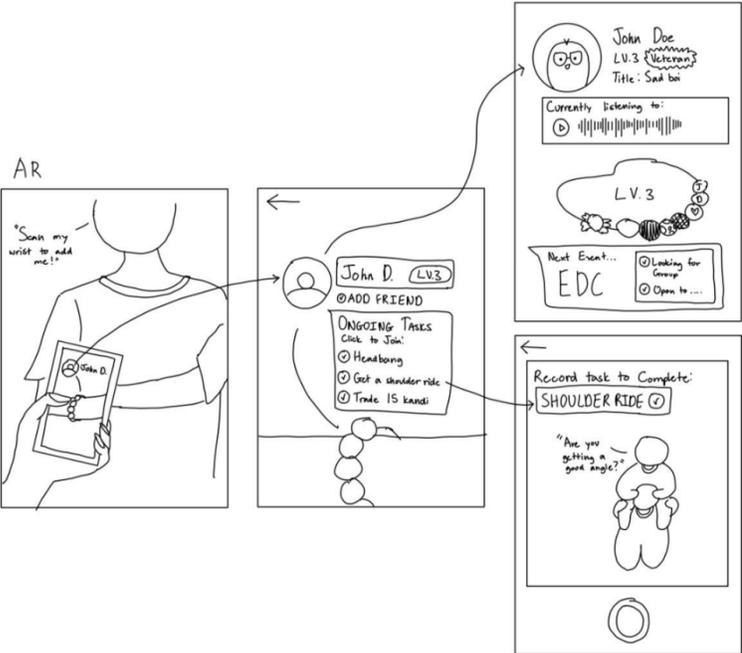
This task is important to the user base as it allows users to bond over participating in festival traditions together, promoting our value proposition of celebrating connections. These tasks also increase in level of “difficulty”, and they require a user to create or join a group to complete them. These groups can be customized, prompting users to select friends to add to the group, and users can select from multiple groups to complete tasks with.

DESIGN EVOLUTION

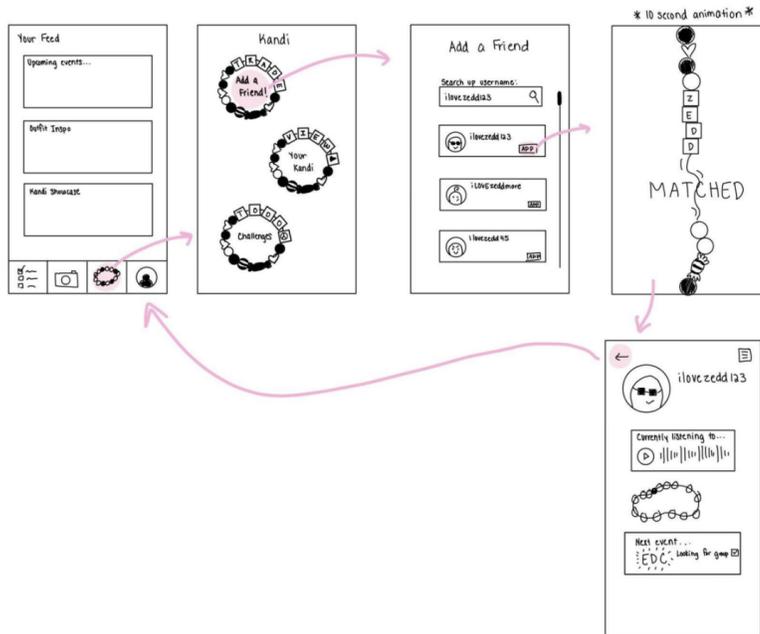
Initial Sketches

We began our design process by drafting concept sketches of different realizations we'd like to develop the app on, with our two chosen realizations being augmented reality and mobile with visual notifications. We reasoned that with our goal of integrating users into a seemingly overwhelming scene, a complex AR interface that may only function on certain devices and in particular environments can hinder its ease of use. Thus, our final interface was the mobile application, which is what our lo-fi prototype is drafted on.

1. AR application sketches



2. Mobile application sketches

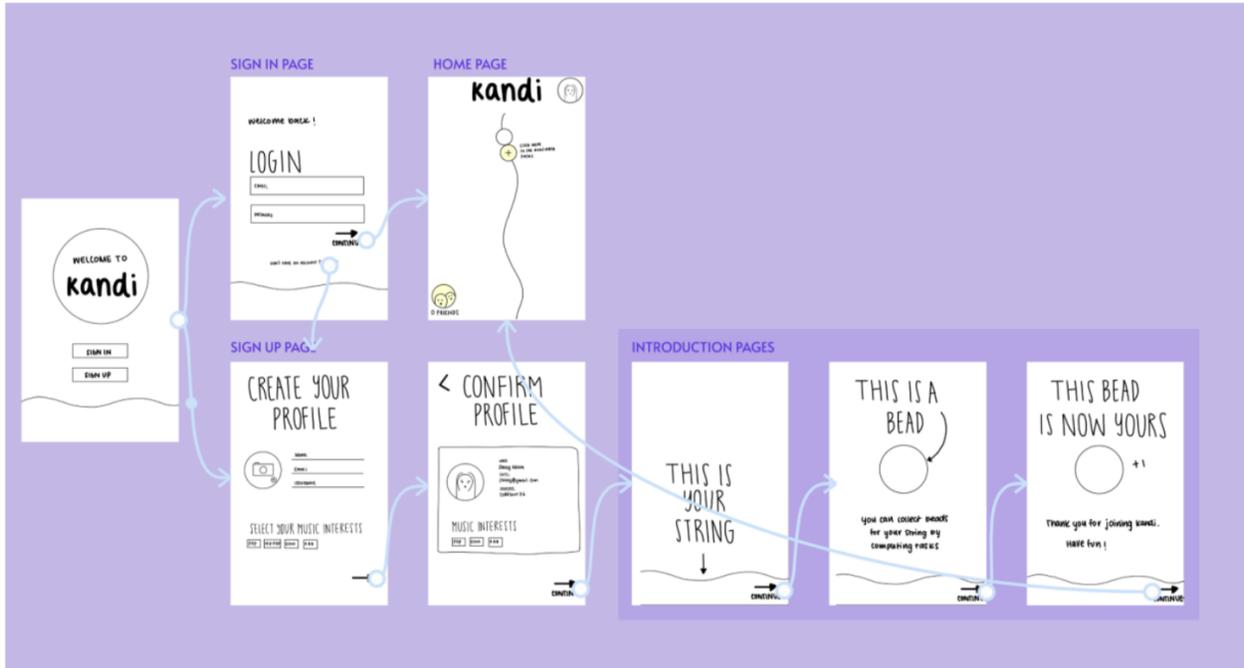


Lo-fi Prototype

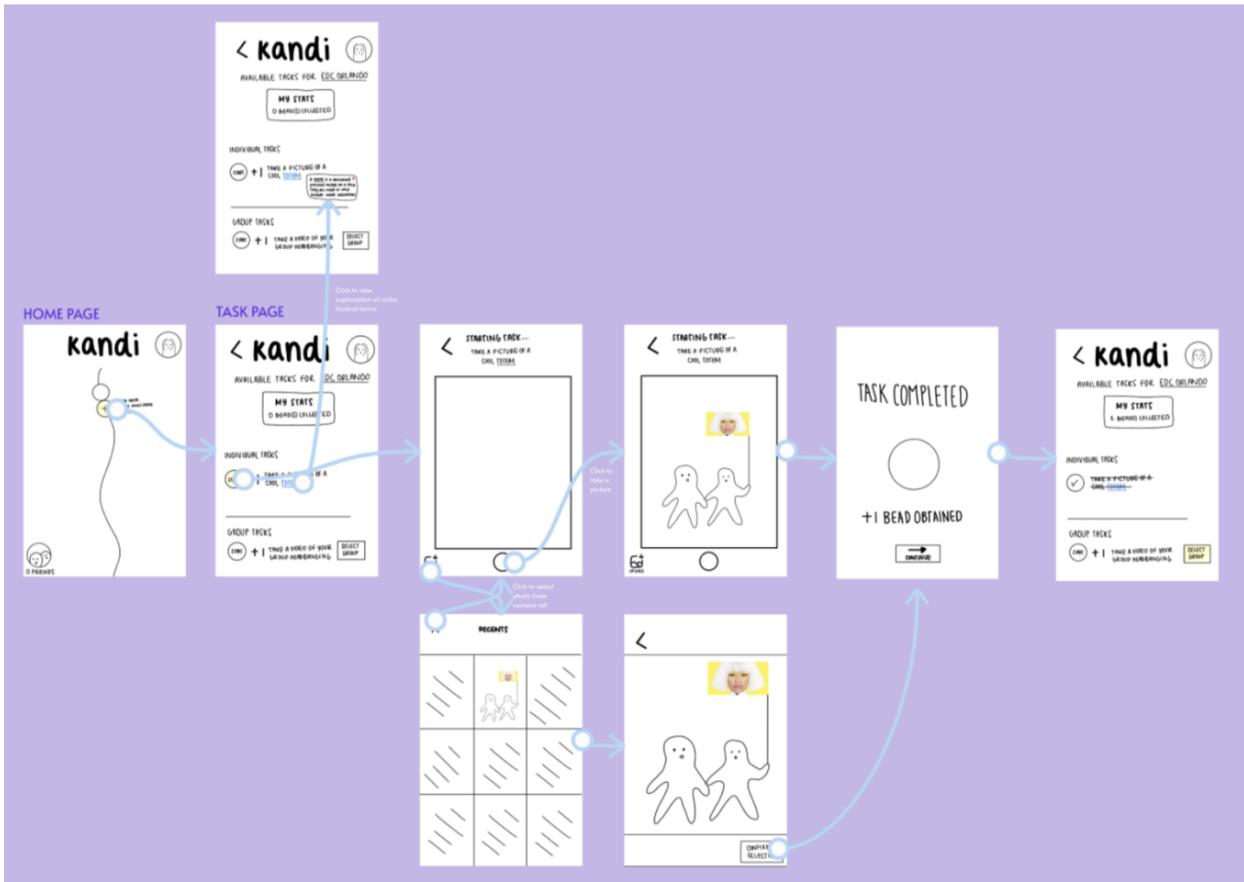
We drew our prototype on an iPad and wired up the sketches on Figma to demonstrate the transitions of each task flow. Additionally, we also printed the sketches so that we could conduct in-person tests with our participants.

Our prototype first shows the onboarding process, allowing the user to create a new account or log into an existing account. If the user chooses to create a new account, they are given a quick tutorial and explanation of the concept of kandi. Next, the user is shown the homescreen where they can begin to complete the 3 different tasks. The first task is for the user to complete their first individual challenge and earn a bead. The second task is for the user to add a friend. The last task is for the user to complete a challenge with their group to earn another bead.

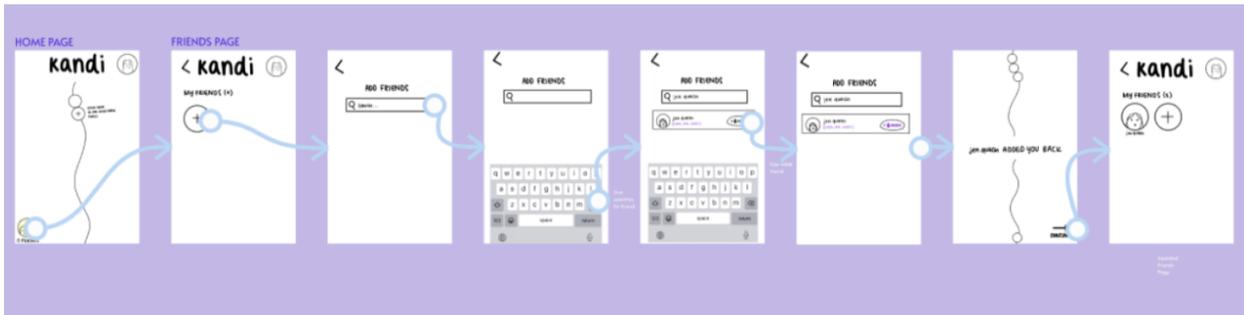
1. Introductory screens and onboarding process



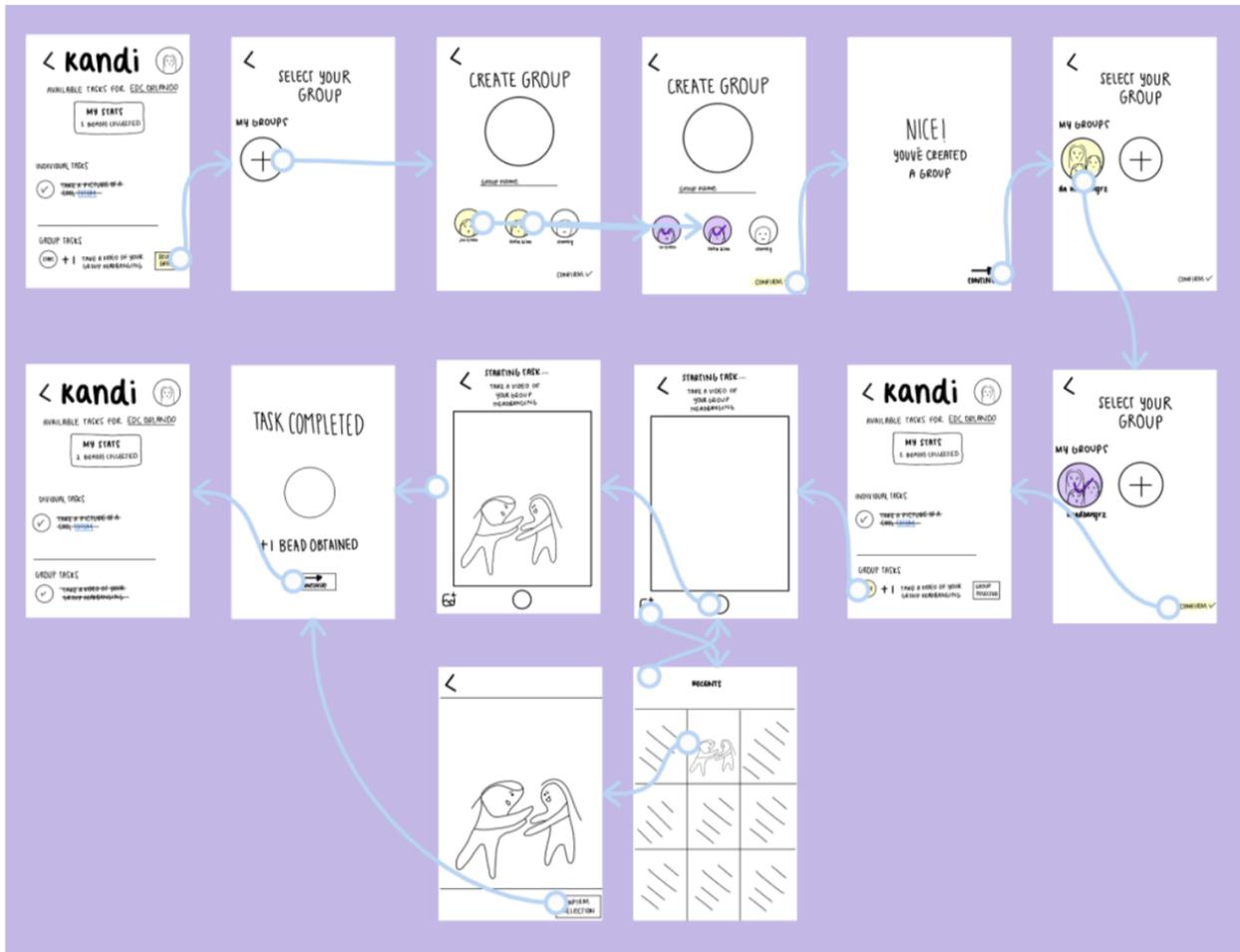
2. Simple task flow: completing an individual task



3. Moderate task flow: adding a friend



4. Complex task flow: creating a group and completing a group task



Usability Testing

For our usability tests, we printed our above sketches into cards and prompted participants

to tap on different locations of the screen and manually flipped through the cards to represent changing screens. All interviewees were asked to complete 3 tasks with audio cues in order to test user satisfaction, intuitive navigation, and functionality. At the end of the testing session, we'd have a debrief to record key measurements for our usability goals. For our first usability goal of user satisfaction, we'd ask how likely the user would be in using each feature by giving it either a low, medium, or high potential usage rating. For our usability goal of intuitive navigation, we measured the number of mis-clicks. For our last usability goal of functionality, we measured task completion, noting facilitated tasks that were indirectly succeeded as well.

We interviewed:

- Brian, a freelance web developer and part-time barista who has gone to two festivals
- Andrew, a UC-Berkeley student majoring in CS who goes to festivals regularly
- Dana, a UCLA pre-law graduate who has only gone to one festival

We selected these participants because they have all gone to at least one festival and expressed interest in going to more. We met all of them at Cupertino Village while scouting for prototyping participants. We did not provide compensation but thanked them for their time.

After the testing session, our key measurements of our usability goals were recorded. For our goal of user satisfaction, which used a potential usage scale from low to high, one user voted medium and two users voted high in whether they could see themselves regularly using the app. In terms of intuitive navigation, measured by the number of mis-clicks, there were two mis-clicks during the group selection process. In terms of functionality, measured by the task success rate, all assigned tasks were successfully completed.

Our process data showed that all participants appreciated the aesthetics and simplicity of the design and were able to successfully complete the tasks assigned with only vocal cues, indicating intuitive navigation despite some confusion regarding what to do after taking a picture for their task. However, two of our participants didn't understand the main intent of the app and struggled with the group selection and group task confirmation process due to redundant steps. They also expressed interest in putting a greater emphasis on social connection features, as currently the app seemed too individualistic as the most prominent

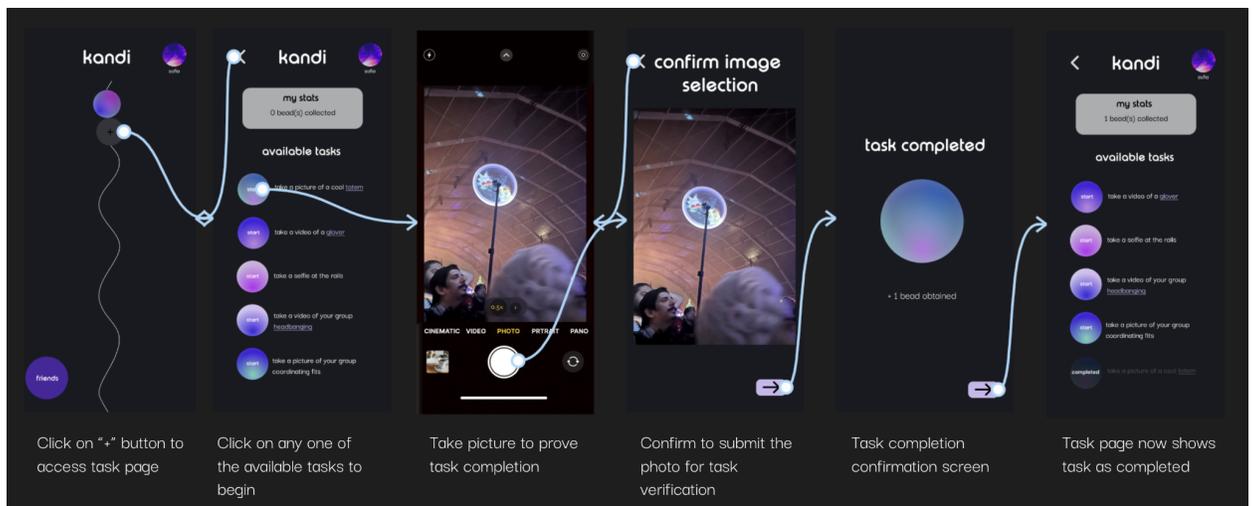
feature appears to be the task screen. One participant expressed a desire for a calendar feature on friends' profiles to see future event schedules as a way to enhance the social aspect of the app, and one participant expressed concerns over the lack of visual differentiation between group and individual tasks.

Thus, in order to consider changes to design, our key implications were highlighted to be that 1) users wanted to enhance the social aspect of the app such as through sharing future events calendars and 2) users wanted more visual clarity on how tasks are completed and in organizing group and individual tasks. Our implemented changes are as follows:

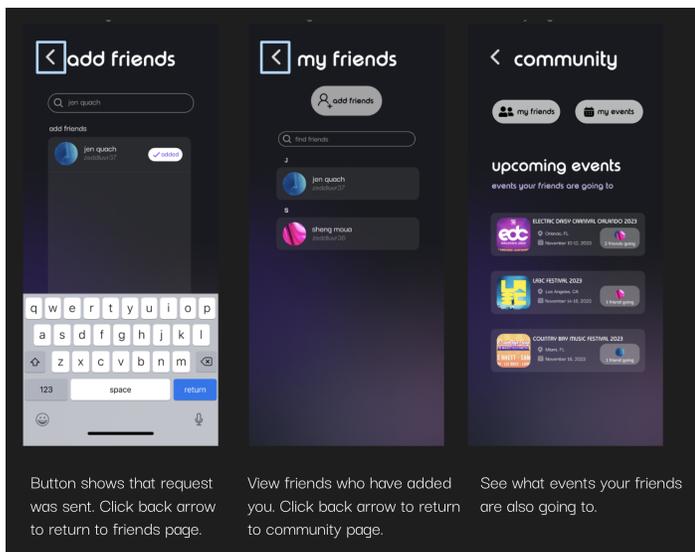
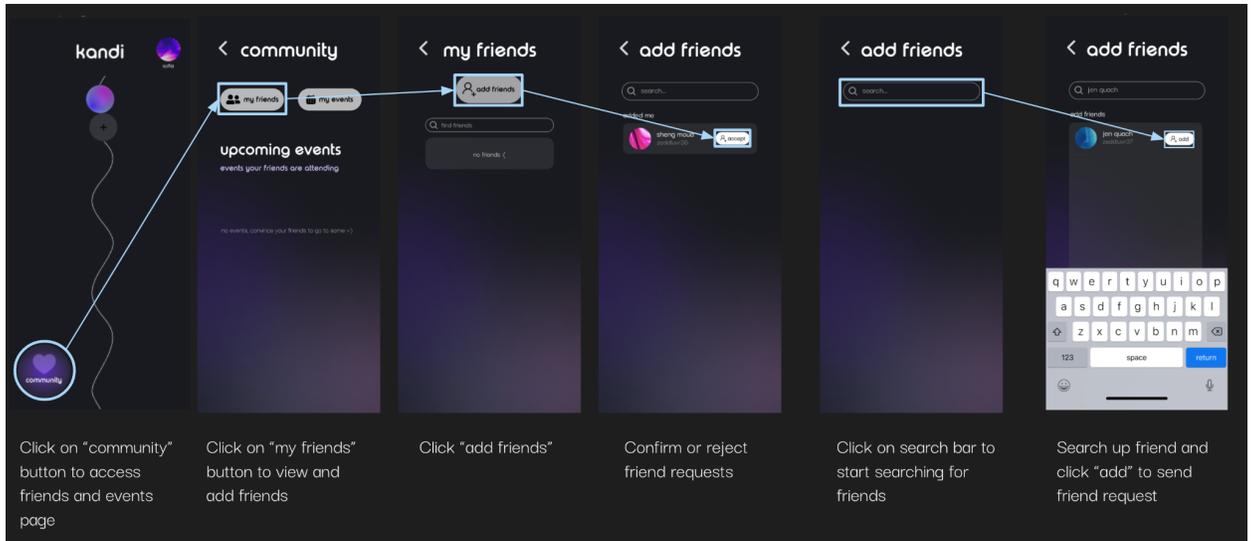
- Implemented a profile calendar to show friends planned future events
- Differentiated between group and individual tasks by tagging group tasks
- Implemented a communities tab that would show a curated list of festivals that at least one of your friends are attending to enhance the social aspect of the app

Med-fi Prototype

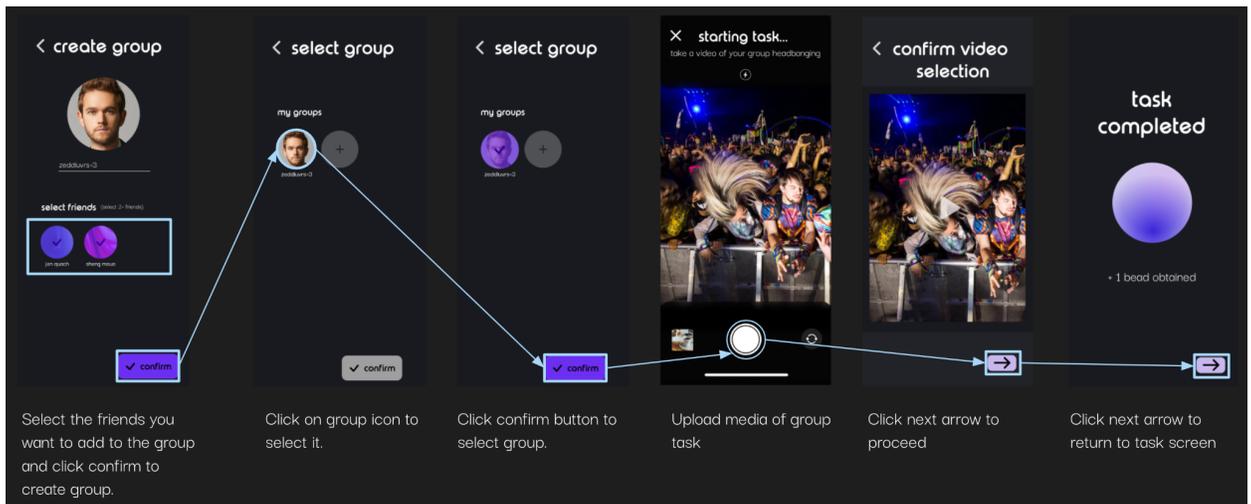
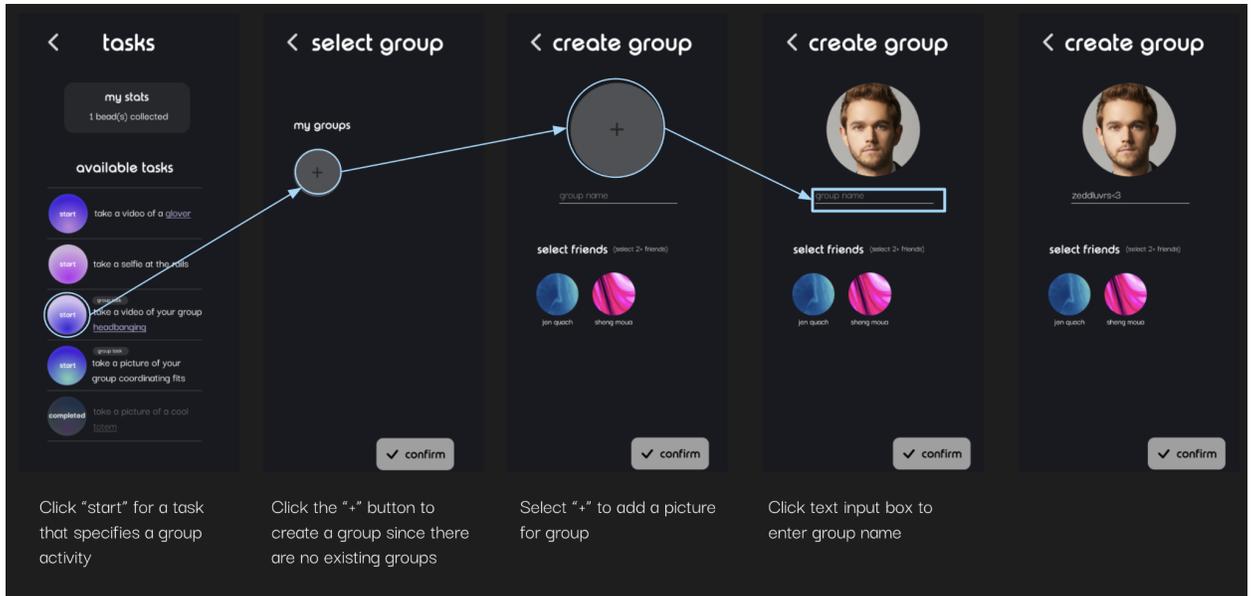
1. Simple Task: View and complete individual festival tasks



2. Moderate Task: Add a friend



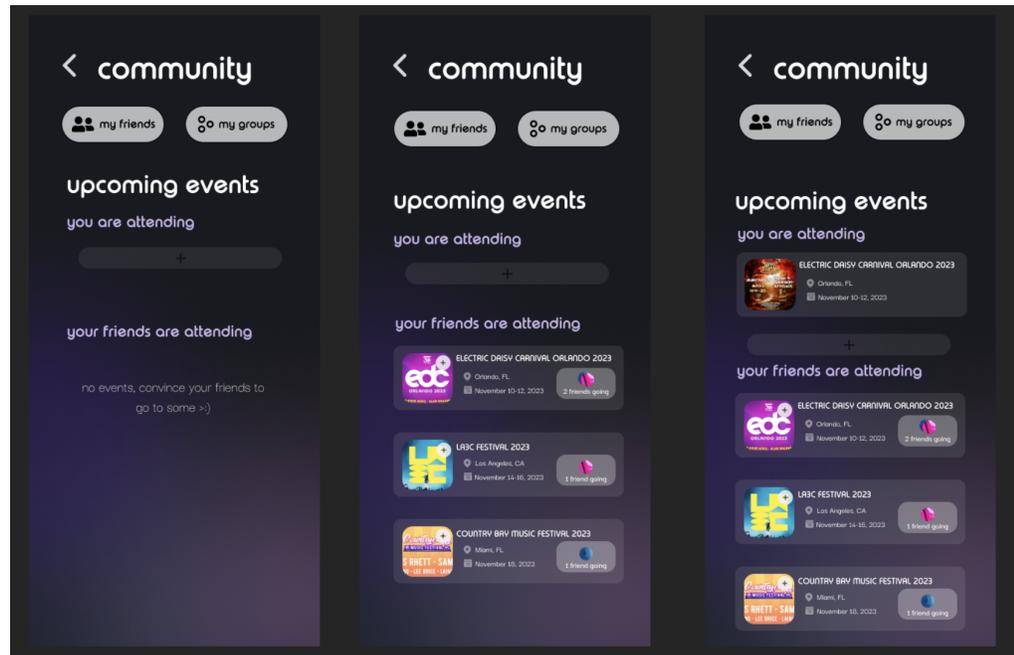
3. Complex Task: Create a group and complete a group task



Our process for evaluating our medium fidelity prototype was through the form of heuristic evaluations, in which another group within our CS147 studio was assigned our prototype to evaluate. Upon receiving their feedback, we reviewed and implemented changes from violations of severity 3 and 4. In total, we made 23 total revisions, with 5 major revisions, 15 minor revisions, and 3 additional revisions outside of the evaluations. Our revision rationale questioned whether the revisions align with our values, are essential to our main tasks, and are programmable within our given timeframe. Our received heuristic violations and our responses are detailed below:

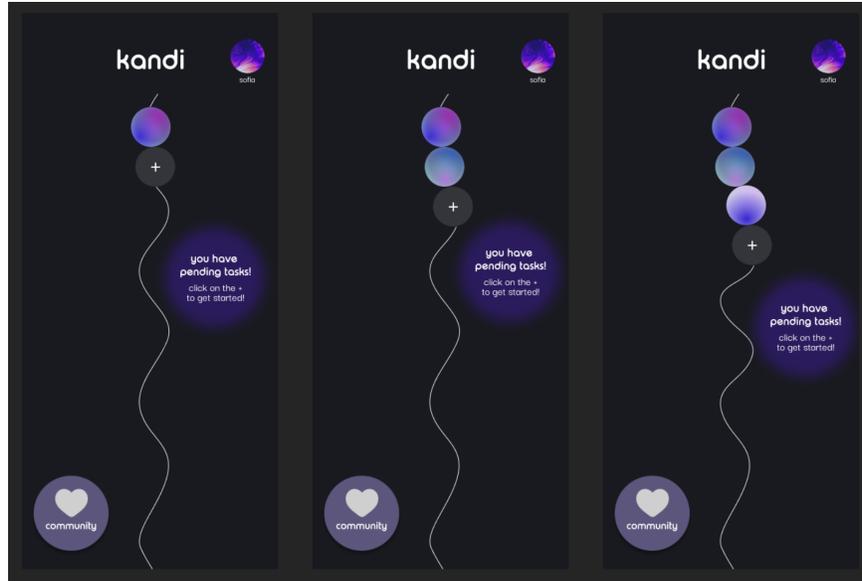
1. H7: Flexibility and Efficiency of Use / Severity 3

- a. **Problem description:** In later tasks, there is an option to create groups. However, there is no option to create or view groups that you are a part of in the community section.
- b. **Our change:** We created a tab for groups within our community tab, previously referred to as “friends”. This tab lets users view their friends list, edit their groups, and browse events that at least one friend is attending.



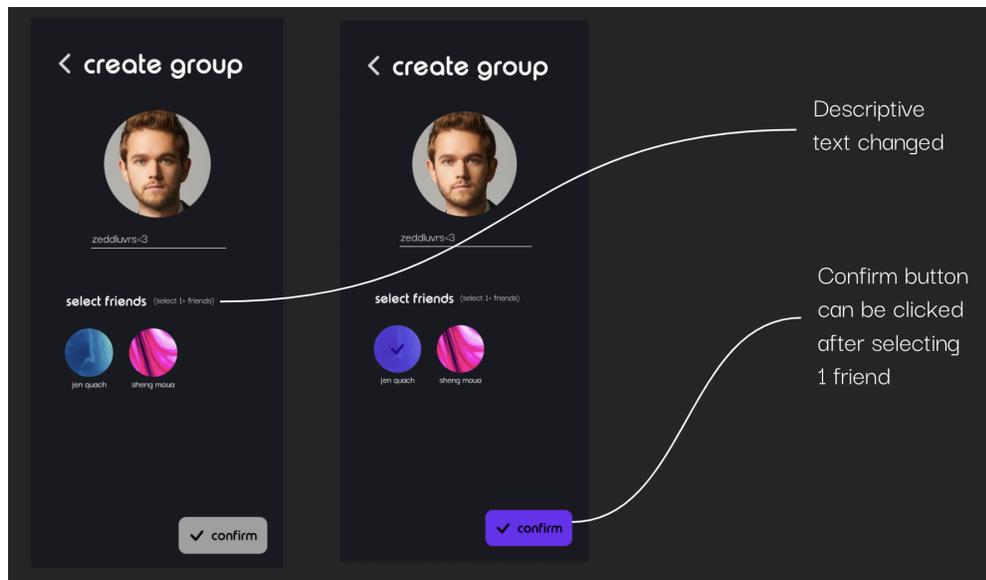
2. H1: Visibility of system status / Severity 3

- a. **Problem description:** The “you have pending tasks” disappears after I complete 1 task, but there are still tasks pending.
- b. **Our change:** The home screen now has a persistent “Pending Tasks” notification to alert the user of how many tasks they have to complete before they go to the tasks screen. This makes tasks more urgent.



3. H12: Inclusion / Severity 3

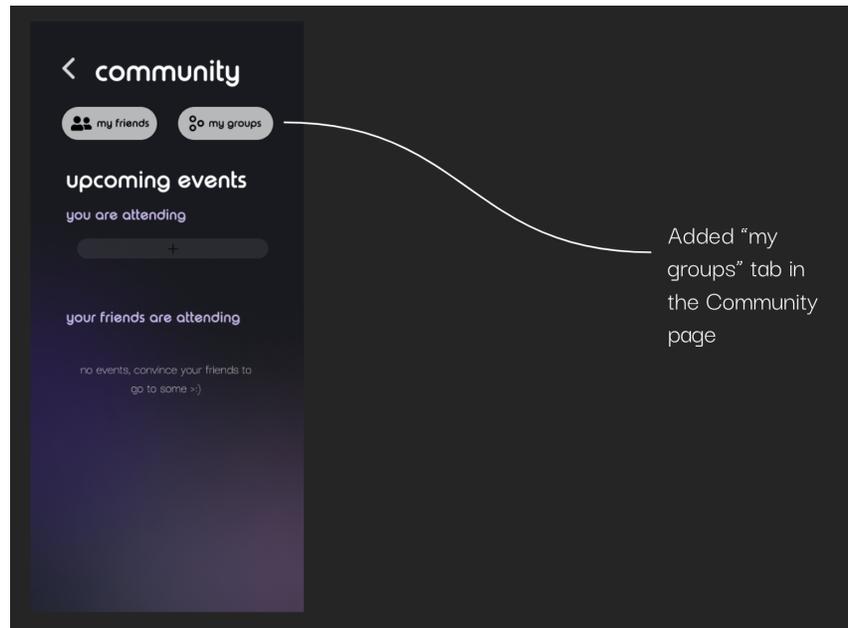
- a. **Problem description:** It seems as though you can only do certain tasks if you are in a group of 3 or more
- b. **Our change:** We changed our group sizing during group creation in order to allow for a group of just two people.



4. H6: Recognition rather than recall / Severity 3

- a. **Problem description:** Users will have to remember that the way to create a group is to try to complete a group task
- b. **Our change:** We added an additional way to create a group, as there is now a “my groups” tab in the community page of the home screen. This is where

users can manage their groups, such as editing or deleting them as well.

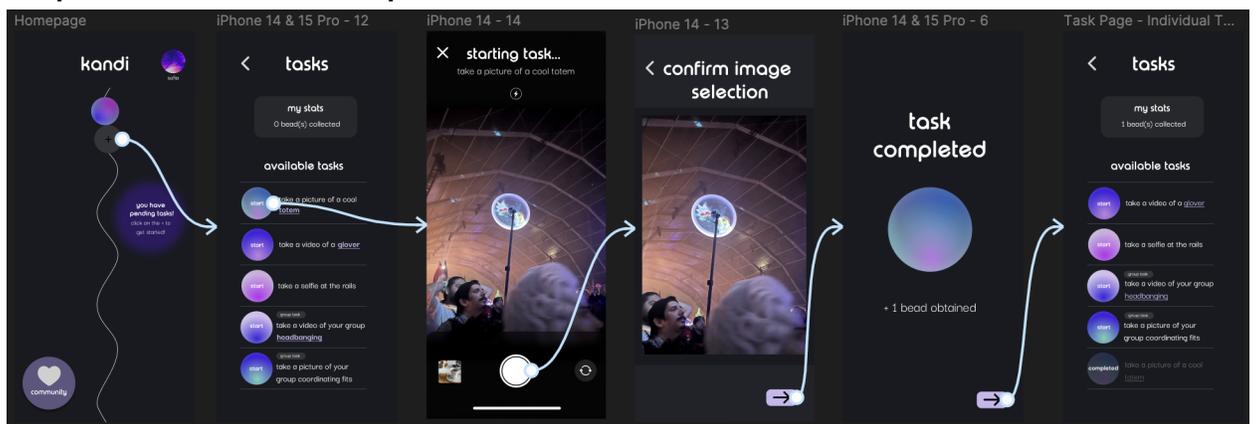


Hi-fi Prototype

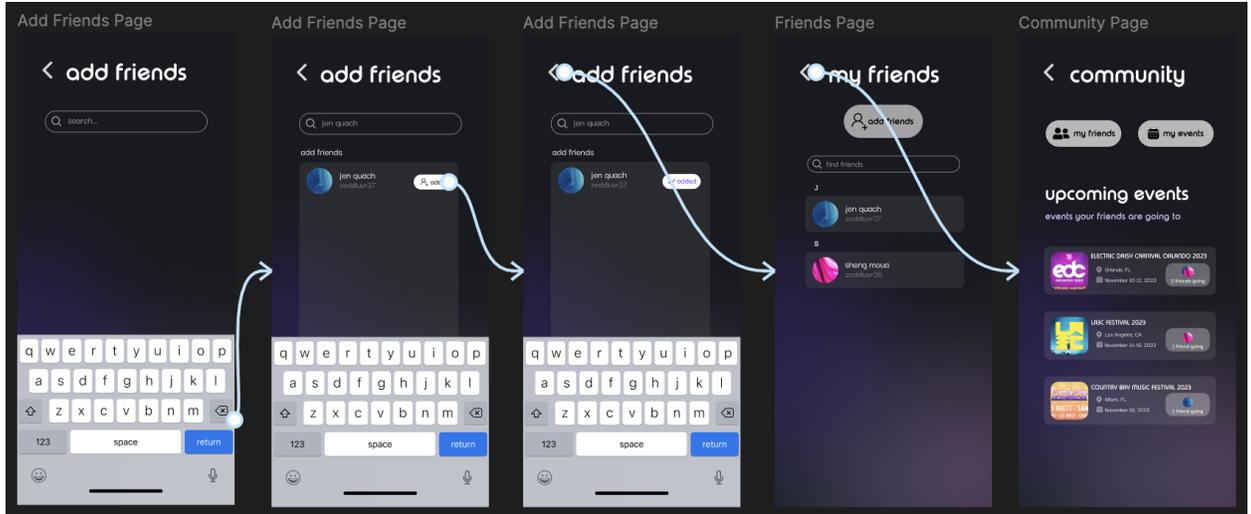
After reviewing our heuristic violations and incorporating the necessary changes to our figma prototype, we transferred to React Native and Expo to build our final high fidelity prototype.

All three of our updated task flows are shown below:

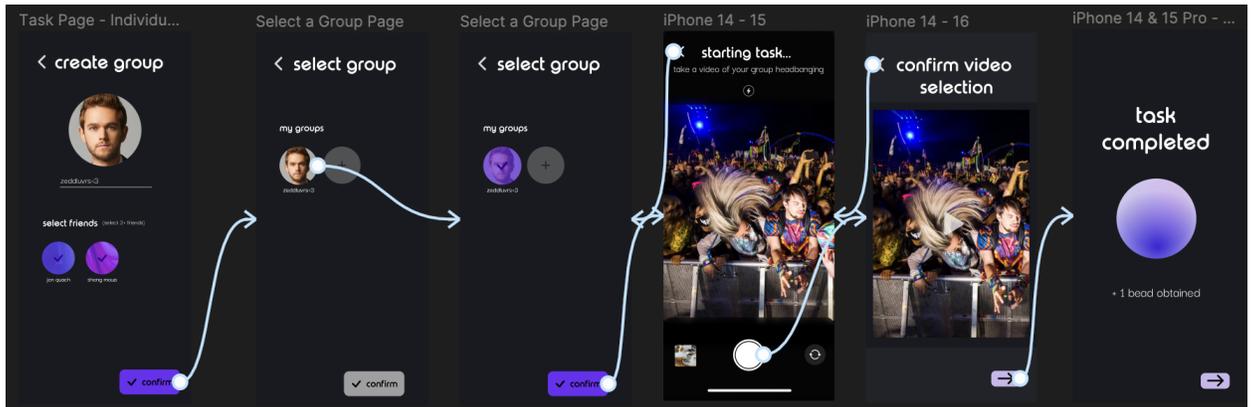
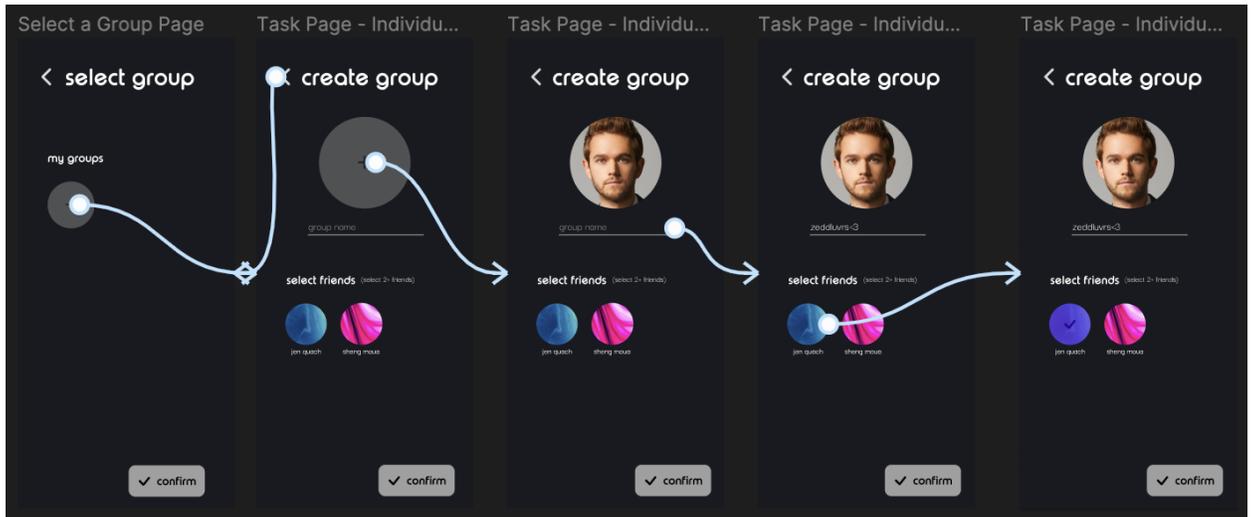
1. Simple Task: View and complete individual festival tasks



2. Moderate Task: Add a friend



3. Complex Task: Create a group and complete a group task



VALUES IN DESIGN

Throughout our design process, we wanted to keep our users in mind and develop user-centric solutions that promote values of inclusivity, efficiency, community, and joy of use. We embedded them throughout our product's features and uphold them to promote our value proposition of celebrating connections through festival traditions.

Identified Values

1. Inclusivity

All users with any experience or knowledge in the festival scene can comfortably make use of all provided features. We embedded this value into our tasks feature, where tasks start off beginner-friendly and get more niche once the user becomes more integrated into the scene. In order to educate new users on older customs, any festival jargon listed has definitions that users can read through by clicking on the term itself, and they are tested on as users are prompted to complete tasks that include those traditions.

2. Efficiency

UI should be intuitive and effective in allowing the user to easily achieve the goals of the app. We embedded this value throughout our features, making sure to actively avoid clutter of information by having a simple homepage that leads to different screens, lacking a navigation bar unlike other apps. We also actively reduced redundancy of button-clicking to ensure efficient completion of tasks, as a festival environment is fast-paced and a user does not have time to view or act on intricate details.

3. Community

The app should intentionally foster online and in-person interactions, removing contemporary obstacles for connection-making in the scene. This value was embedded in our communities tab and task features. Your friends can see your set list and a calendar with your next events, and the communities tab enables you to see a list of events at least one of your friends have planned on going in their own personal event calendar. Users are also prompted to complete group tasks, in which they need to create or join a group for, but we intended this feature to facilitate bonding between users over festival traditions and activities.

4. Joy of Use

The app should provide enough satisfaction for repeated and long uses, championing user retention. We embedded this value in our beads, in which users can access previous memories by clicking on earned beads and viewing uploaded media that they used to previously complete that task. Additionally, through gamification, the user is able to unlock achievements and rewards based on task completion, ensuring that the festival experience can be explored in a fun way.

Value Tensions

1. Inclusivity vs. Joy of Use

We want to make the app accessible to all users regardless of experience by first presenting beginner-friendly tasks. That leads to possible decreased satisfaction amongst more experienced users.

Address by: Creating tasks that can be enjoyable for users of all experiences and connecting new users with experienced ones.

2. Community vs. Efficiency

Managing groups, creating groups, and making task completion a collaborative experience is hard to leverage with efficiency especially during a festival scene, which is already overwhelming by itself.

Address by: Streamlining the group selection and creation process by assigning a group leader and minimizing steps and buttons between each screen.

FINAL PROTOTYPE IMPLEMENTATION

Our prototype was built using React Native and Expo to be accessible on any mobile device, with IOS platforms preferred. The app can be explored as is, but only the intended task flows will be fully functional (view and complete individual tasks, add a friend, complete a group task), with all hard-coded or inaccessible features present for aesthetic purposes only. They are elaborated on below. With Expo and React Native, we were able to efficiently build a cross-platform application and use Expo as a development environment to test our code using a simulator (Xcode) or by testing with our own phones. There were certain limitations regarding the medium, such as the usage of Supabase storage and Expo Image Picker, an incompatible combination that led us to hard coding certain image aspects. Our other key limitations are also highlighted below.

Limitations in Implementation

As our main priority was functional task flows, some of this product's intended features were unable to be implemented due to the project's time constraints. We listed them below:

- The user is only able to log in, not register for a new account.
- The image the user uploads when choosing a group profile picture will be replaced with a default group image due to the incompatibility of Supabase storage and Expo Image Picker
- Events tab is not implemented due to the lack of time in integrating an API like ticketmaster discovery
- User is unable to edit or click on profiles (their own or their friends')
- Viewing previously uploaded media used to complete a task by clicking on a bead has not been implemented
- Tasks do not get reset after a new experience level has been reached (not shown)
- Cannot edit or view a group once it has been created or remove a friend after they have been added

Wizard of Oz Techniques/Hard-Coded Aspects

In order to make our high-fidelity prototype functional in areas that were not able to be

completely implemented, we used Wizard of Oz techniques paired with hard-coded aspects to replicate an authentic app experience. We used these techniques in regards to these areas:

- Lack of proper media authentication when uploading content to complete a task, so all uploaded photos for task completion will be automatically accepted
- A friend request is magically waiting to be accepted
- Friends' events are automatically loaded into the community tab, as we were unable to integrate an API
- Tasks are hard-coded, as generating tasks would require a large database or AI.

REFLECTION & NEXT STEPS

Main learnings

Our main challenge throughout this app was designing a product for a scene that is often perceived with bias and stigmatization due to its dynamic, overwhelming, and crowded nature. Addressing two primary challenges was crucial: conducting unbiased user research devoid of preconceived notions and crafting a user experience that would encourage individuals outside our target users to comfortably engage with this environment.

What we learned was that consistent user research and integrating feedback loops throughout our entire design process is crucial in developing a solution that sufficiently and comfortably addresses our users' pain points. Another key learning was that perspectives of all users can thoroughly enhance our design process, from users that would not enter our domain's problem space to those that regularly attend festivals. In developing an app integrating users into an uncomfortable environment, user comfort was key and testing our assumptions was instrumental in understanding whether the value proposition was appropriate. In regards to our design thinking process, we learned that in developing an app for new users of our domain space of festivals, it is important to conduct thorough user research in what the best way to educate users would be. We realized that a major problem in our app was that the overall concept of "kandi" was not well explained, and this led to confusions over why the home screen included beads or what exactly the beads represent. We mitigated this problem by including definitions of festival specific jargon in the app, and added an onboarding process explaining our theme.

Future additions

Our future additions relate to enhancing the social aspect of our app, as well as adding more incentives to completing tasks. Our first intended feature that was not able to be implemented was for the user to click on beads on their kandi bracelet and access previously uploaded content for task completion, giving users a way to document their festival memories. Another feature we will implement are kandi bracelet tiers, which will be used to show the level of experience of a user. This will be featured on every user profile,

and users can see how much they've grown as an attendee through the app. Kandi also aims to partner with event organizers and generate event specific tasks for loyal users and for bringing attention to events, with its own prizes to incentivize participation.