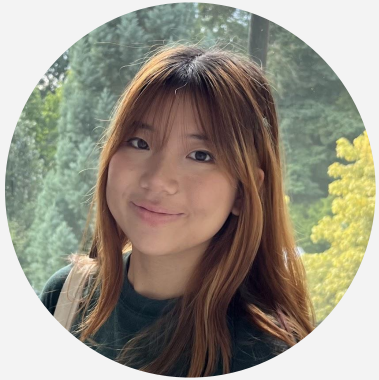
ConcertBuds

A6: Medium Fidelity Prototype

Creating Concert Connections

Our app connects you with fellow concert-goers on the same route so you can plan meetups, share the ride, and start the party on your commute!

Meet the Team



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Task Revisions Overview

Simple:

1. Indicate interest or going to an event/show as a solo-concert goer
   - We needed to distinguish between moderate and simple tasks, so we split up the simple task into one simple task and one moderate task

Moderate: See others going to the same event/show

- We removed the general chat due to how broad it was and didn't focus on who our audience was

Complex: Find your route based on how other users are getting to the concert, Chat with others sharing a similar travel route

- We narrowed down 'travel coordination plans' to focus on the need of finding/connecting others going to the same concert

Our Solution Evolution

Needfinding Interviews: Searching for public transportation users needs

People on trains/buses not feeling social on the commute even though they generally want to be.

Prototyping: Finding ways to engage users on Caltrain

Users want to **connect** with people who are going to the same live entertainment

Concept Video: We found public transportation users of all ages go to concerts

Concert going users want to meet other concert goers, but don't want to be lonely and go by themselves

Lo-fi Prototyping: Testing what tasks are essential to our app

We formalized what we wanted users to be able to do on our app:
See who else is going, connect with others, plan shared commutes

Problems

Concert goers want to meet and connect with other concert goers who like the same music.

Coordinating meet ups for concerts is difficult.

When friends cancel, concert-goers can be left feeling lonely and eager to find other concert goers.

Solution

ConcertBuds connects nearby concert-goers, making it easy to share commutes, chat in app, and create lasting memories.

Design Values

PLAYFUL
Our app is inherently playful and taps into fun

INCLUSIVE
Inclusive of all ages and backgrounds

SIMPLE
Bare bones, aesthetic design for easy navigation

COMMUNITY ORIENTED
Creating community between locals who enjoy the same music

PERSONALIZATION
Personalized concert and buddy recommendations

Which design features or decisions express these values?

Playfulness	Simplicity	Personalization	Inclusivity	Communal
Color scheme	Stripped back structure	Buddies matched to personal preferences	Encouraging public transportation (economic inclusivity)	Group chats
Abstract shapes	Few and intuitive icons	Concert recommendations	Chose a "nightlife" palette with light purples and blues, avoiding neon or dark shades for timeless design (older generations)	Group matchmaking
Vibrancy + Energy				Picture sharing

Conflicts in Design

Personalization vs Inclusivity: These are inherently at odds since personalization is catered to individual needs whereas inclusivity evokes a united and broad appeal

Playful vs Inclusivity: We want our app to be playful to get users excited for live music! However, the idea of playful can be very subjective based on generational preferences. We want our app to be inclusive of all generations and so our playful aesthetic must be appealing to all. A conflict we face is between choosing vibrant colors vs. muted colors, and we settled something between.

Prototype

https://www.figma.com/design/pDQJZSP35u78ADXko3VnBK/medium-fi-prototype?node-id=3-2&t=nJiuzOTFdBOKVCQu-1

Usability Goals & Key Measurements

Intuitive Design

Rationale: Users should feel instantly familiar with the functionality of our app flow; users should be able to quickly connect with other ConcertBuds without much trial and error

Key measurements: The amount of missteps a user takes in achieving their end goal should be less than 2 clicks

Efficient

Rationale: Users should be able to complete each task flow without having to navigate through many screens

Key measurements: The user should not have to go through more than 4 screens to complete desired task OR take longer than 90 seconds

Usability Goals Progress

Intuitive Design

Decluttering of toolbar and individual pages so there are fewer buttons at a user's disposal

Functionality for tasks was made more discrete on pages (i.e. there should be only a one or two main capabilities per page)

Changing icons to align more closely with the mental model of the task (i.e. changing the "saved events" button to be a calendar icon rather than a list icon)

Efficient

Removed the RSVP "maybe" functionality which was found to be mostly useless

Allowed for each task flow to be easily accessible from either the home page or the simple task flow (which is required in order to complete either moderate or complex)

Revised Interface Sketches

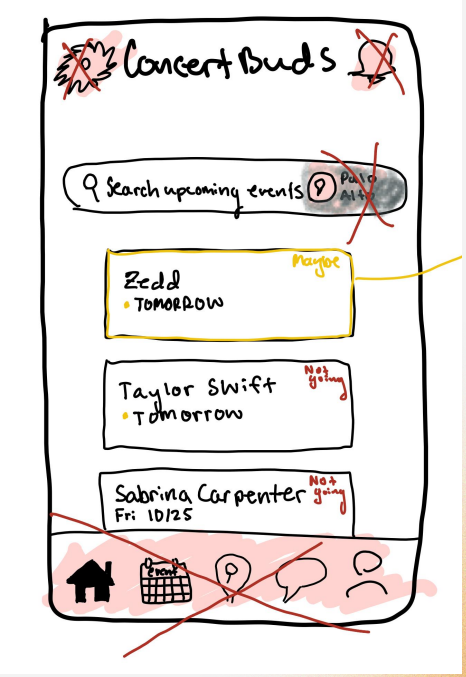
- Sketched UI revisions are clear; adequately compares old and new designs ___

- Assesses how well the design hits the 2 key goals and 2 key measurements and identifies changes that need to be made to further progress
- Changes clearly address feedback from testing, studio, CA, etc.

Major Design Change 1: Declutter Toolbar + Settings

Before

Our previous design included multiple features—settings, calendar, location, chat, and notifications—that created unnecessary clutter, especially for the simple task of RSVPing to a concert.



User Feedback

Settings expected in the profile, so we moved them.

Users wanted flexibility to RSVP for non-local concerts, so we removed the location feature.

Calendar icon caused confusion, so we merged its functionality into the home page.

Major Design Change 1: Declutter Toolbar + Settings

After

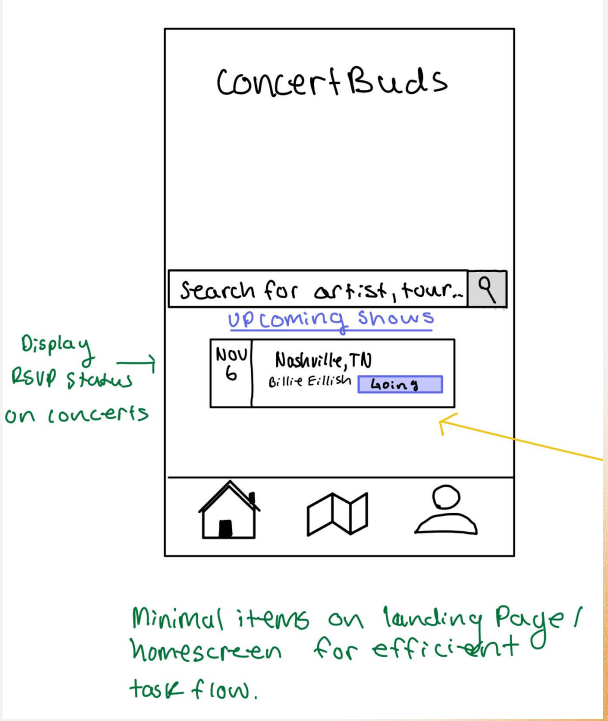
Upcoming shows are displayed on the home/landing page and users can search any concert, artist, tour, etc.

Fewer unnecessary buttons -> cleaner task flow

Alignment with Usability Goals

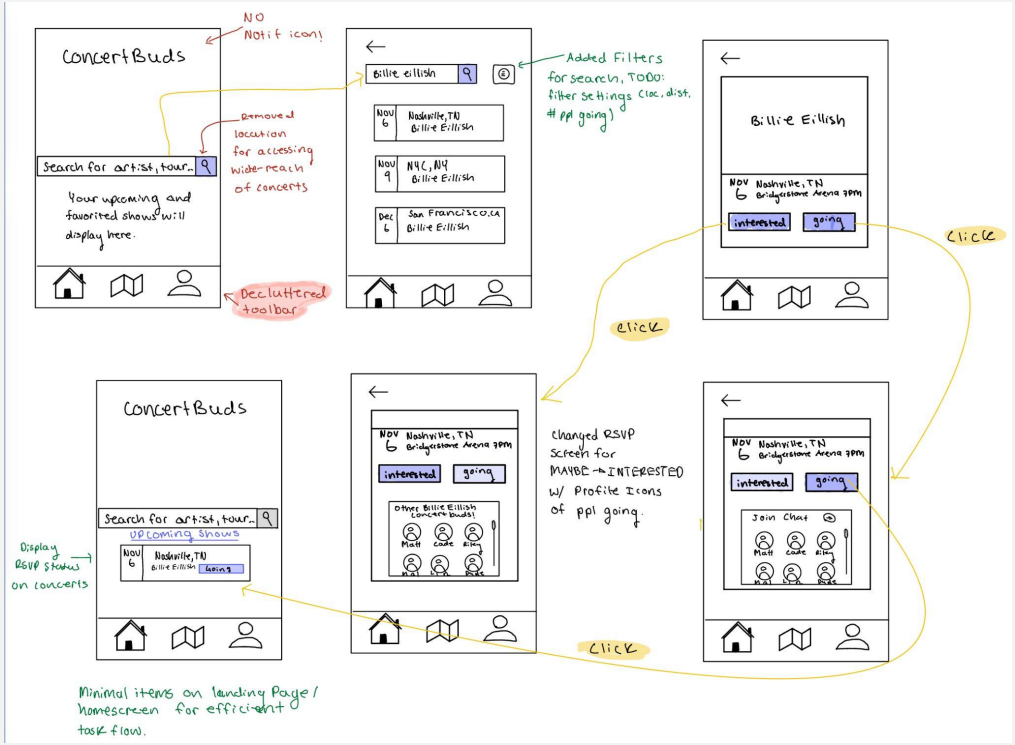
The minimal design is far more efficient AND intuitive: Ideally, users are able to accomplish the task with little to no misclicks, and they are able to RSVP in < 4 screens.

(Example 1)



Major Design Change 1: Declutter Toolbar + Settings

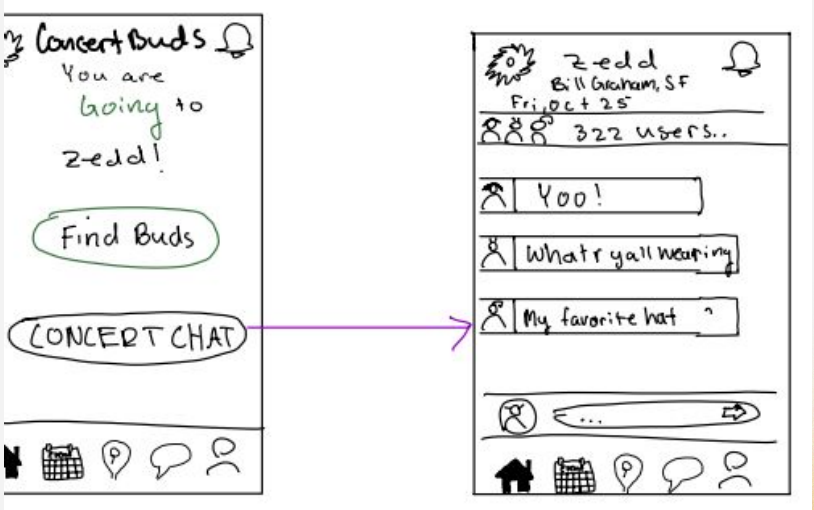
(Example 2: higher overview with these changes in our task flow)



Major Design Change 2: RSVP ↠ View others going

Before

After RSVPing to a concert, users could either click two buttons: a general group chat for the concert or one for finding a buddy group with preferences. This led to confusion with the moderate/complex task.



User Feedback

-Users were unsure of whether or not the group chat was for everyone or their buddy group

-General chat versus matched buddy chat is hard to distinguish between

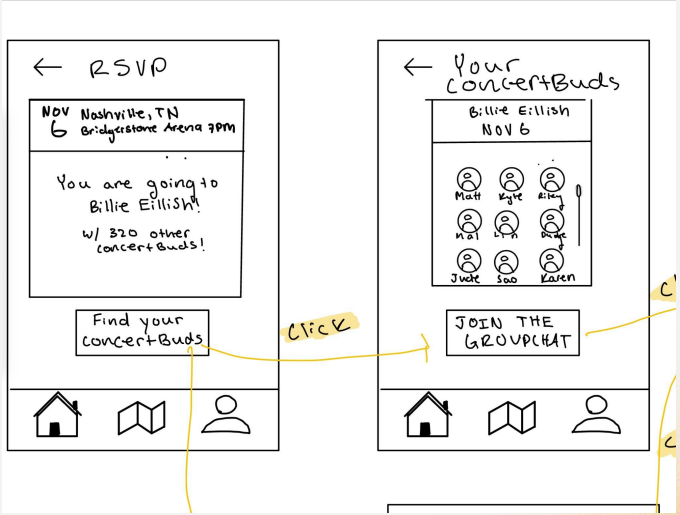
-Confusing to choose preferences AFTER rsvping to a concert

Major Design Change 2: RSVP ↠ View others going

After

Emphasized ability to view others going to the same concert for our moderate task

Example 1: Find + Chat

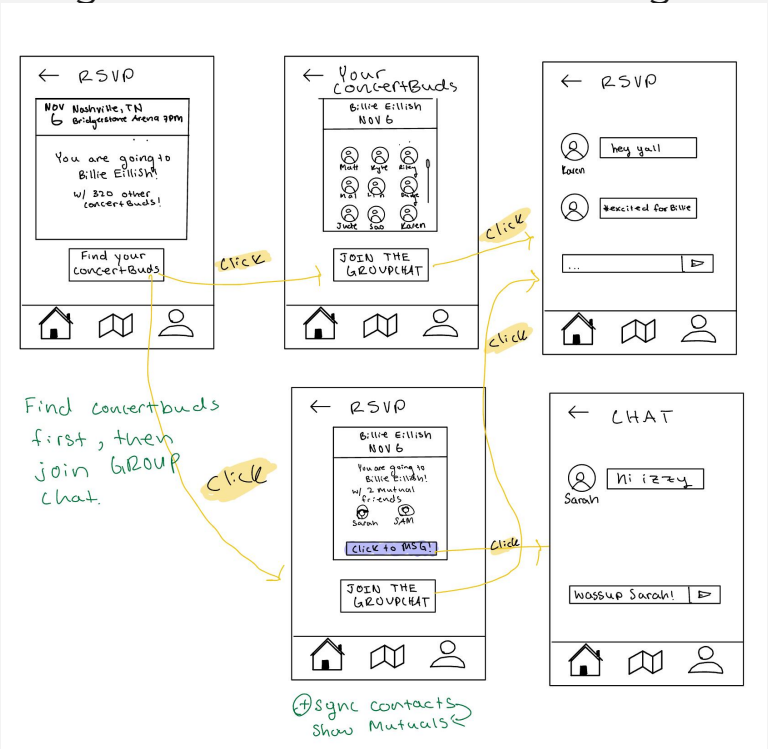


Alignment with Usability Goals

- Efficient: Seeing others who are going requires one button press after RSVPing
- Intuitive: Easily view the people with profile icons going to the same concert with a scrolling functionality

Major Design Change 2:
RSVP ↠ View others going

(Example 2: higher overview with these changes in our task flow)

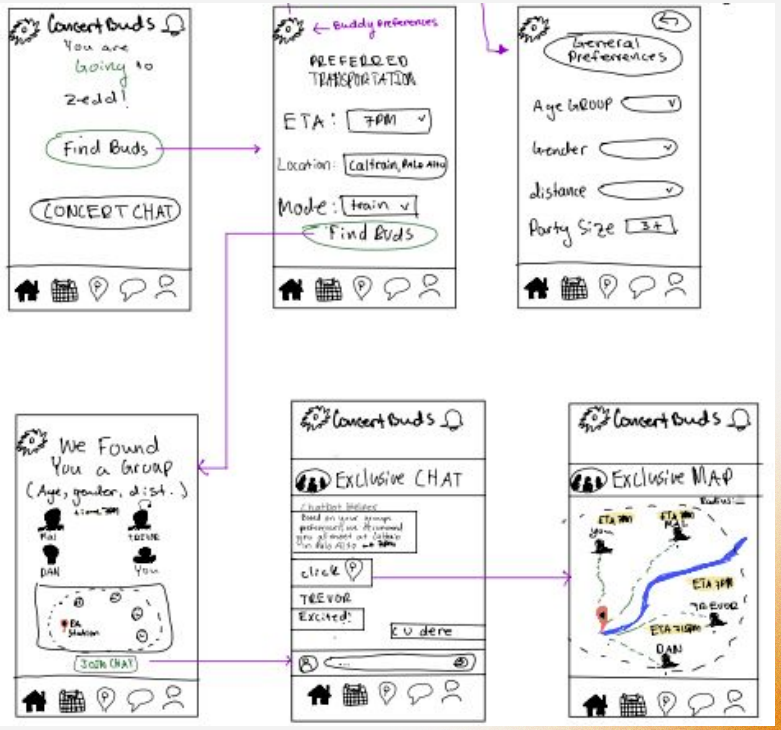


Major Design Change 3:

Find route based on others with similar travel plans + chat

Before

Previously, in order to find buds, users had to choose their preferences of demographics as well as transportation, find their buds, and be put into a group chat with them, and then they would be able to view everyone's 'travel plans'



User Feedback

- Studio/CA: This is too broad of a complex task, need to narrow down what it means to plan travel coordination with other people
- Live map button embedded into the chat made the live map unnecessarily difficult to arrive at

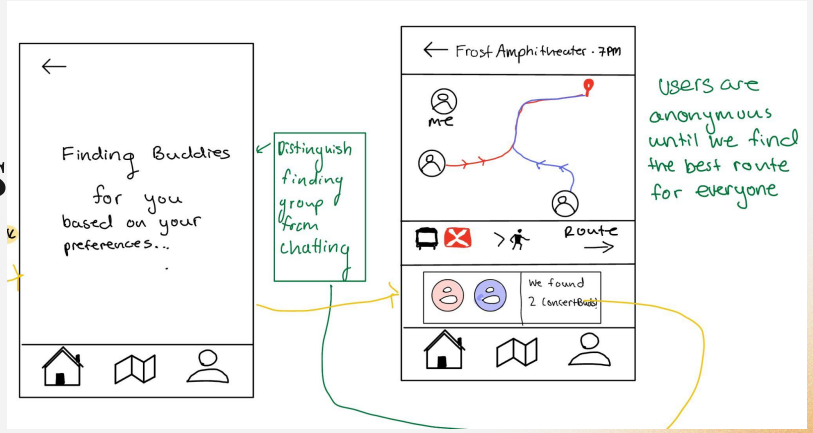
Major Design Change 3:

Find route based on others with similar travel plans + chat

After

Streamlined the navigation/route flow with chat as a additional (optional) feature

Example 1: Finding route based on preferences and others' routes



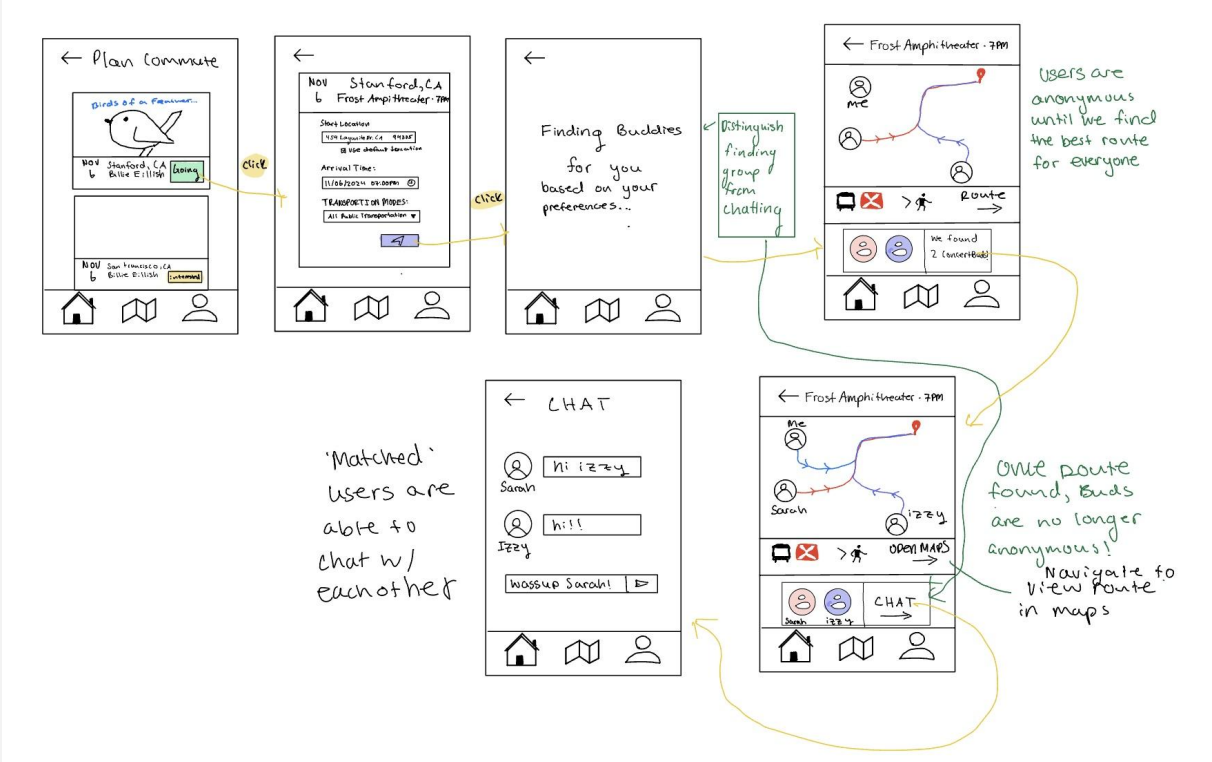
Alignment with Usability Goals

- Efficient: Finding the route takes 4 clicks, then chat takes 1 click after that
- Intuitive: Map icon in navigation bar intuitively indicates planning routes, bus icon and person walking suggests 'travel,' seeing others on a map is clear with different colors, opening maps versus opening the chat is made clear with text

Major Design Change 3:

Find route based on others with similar travel plans + chat

(Example 2: higher overview with these changes in our task flow)

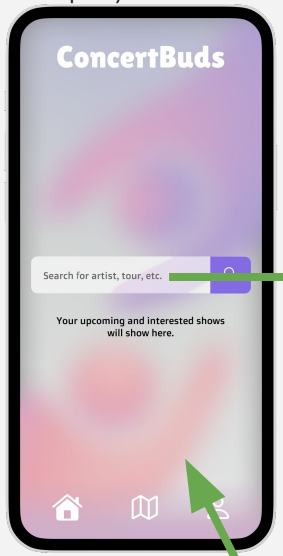


Medium-Fi Task Flows

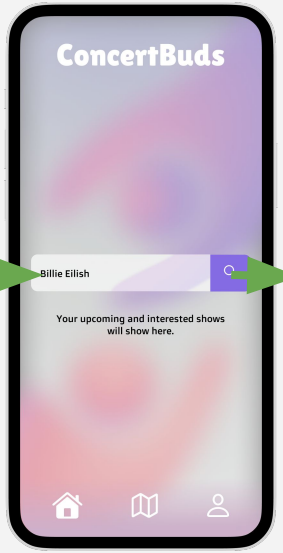
https://www.figma.com/design/pDQJZSP35u78ADXko3VnBK/medium-fi-prototype?node-id=336-4426&t=CWZAKHd544yU9RZl-1

SIMPLE Task Flow

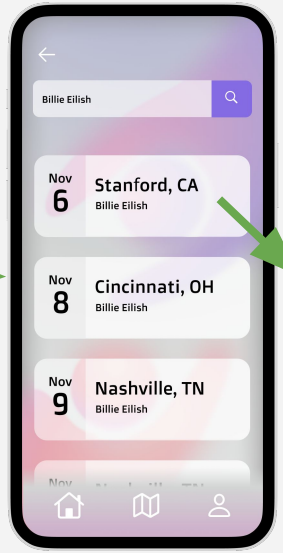
Landing page + Clear indication of first task (text input)



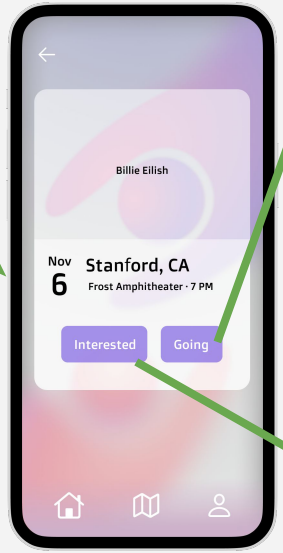
Logo in background for branding + aesthetics but blurred



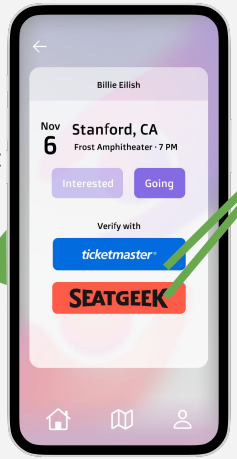
Search to search results

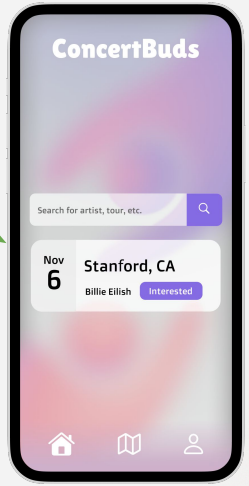


Click to expand one result

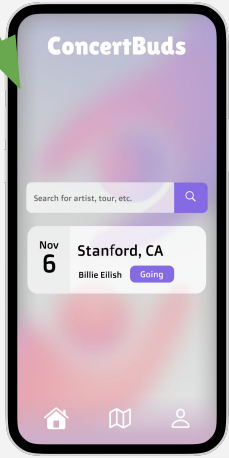


Two options: going or interested





External page for verification of ticket purchase (for **safety** of other users)

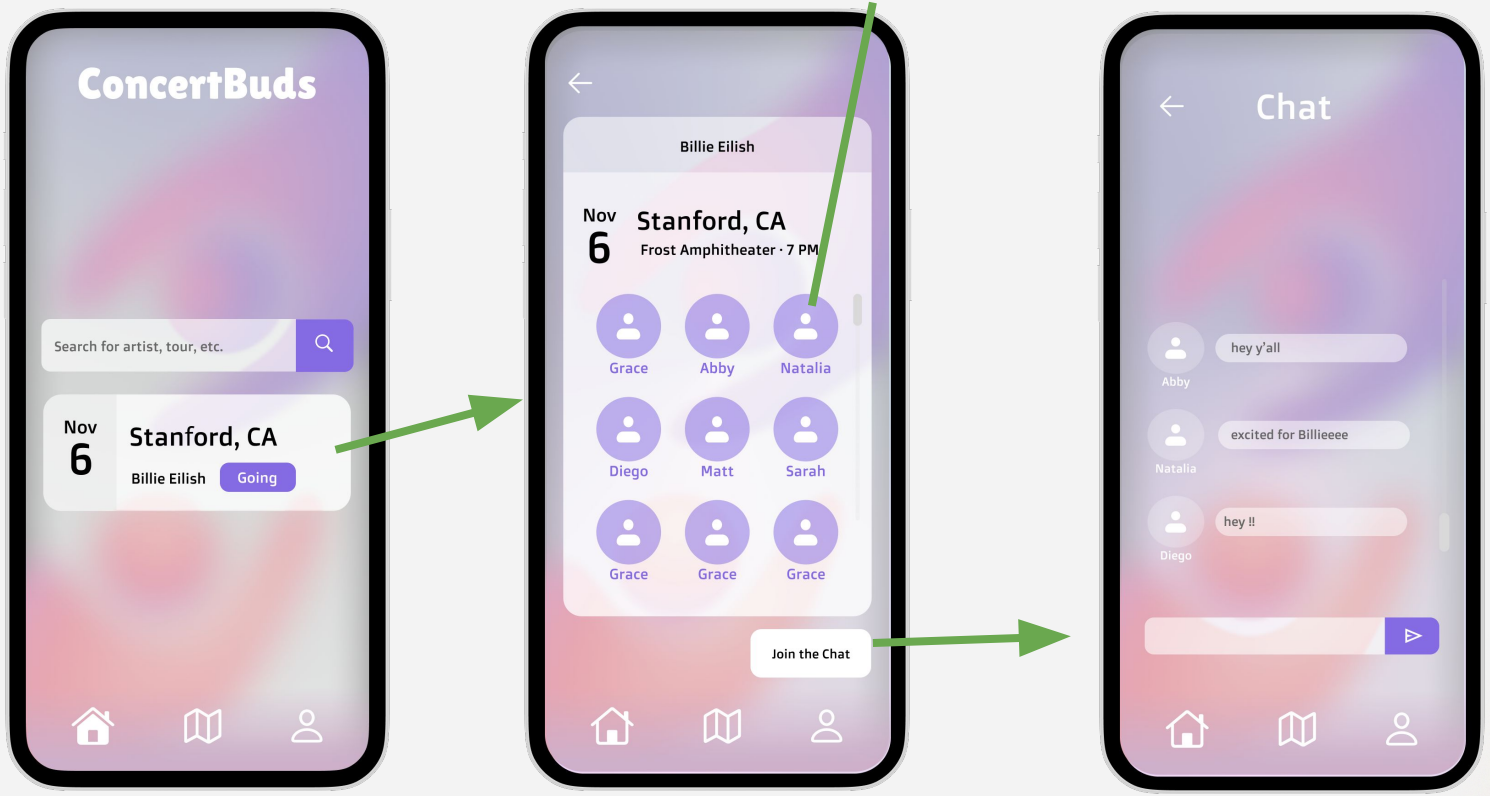


Final home page, new event added for **easy** access

MODERATE Task Flow

After marking an event as “going”, event card is clickable

See everyone else who is verified going



Click to connect (chat) with others going

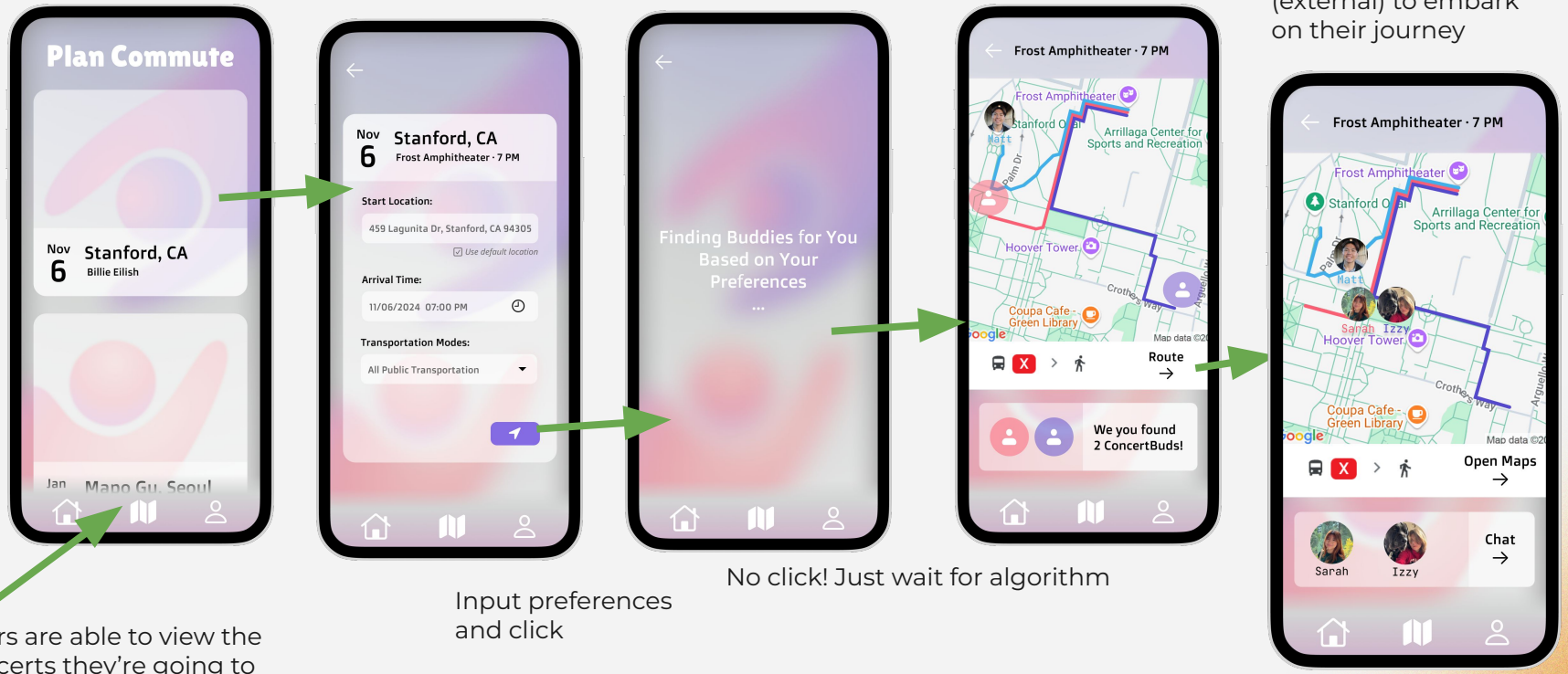
Complex Task Flow

After marking events as “**Going**” (simple task)**,** events are displayed in **Plan Commute** page

Routes will be determined by our algorithm their preferences as well as others’

Users can view where others are (anonymously)

After confirming their route, profiles are revealed and users can **OPEN MAPS** (external) to embark on their journey

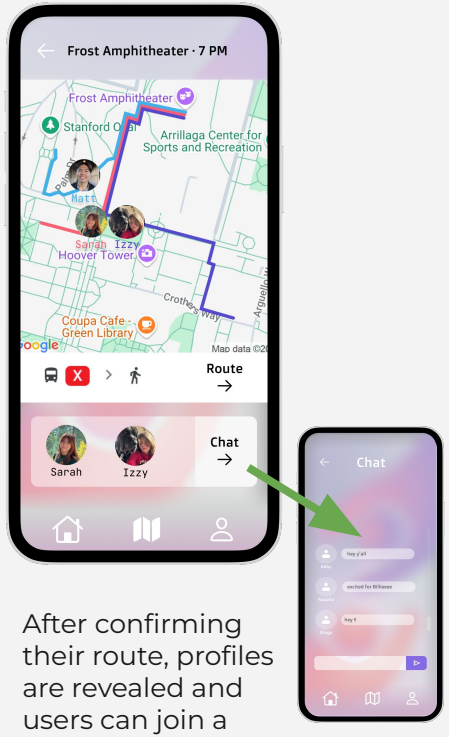


Users are able to view the concerts they’re going to on click of the map icon on the toolbar

Input preferences and click

No click! Just wait for algorithm

Complex Task Flow: Additional!!!



After confirming their route, profiles are revealed and users can join a buddy chat.

Prototype Implementation

LoFi Prototype

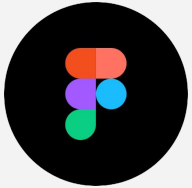
Simple and expressive
No learning curve
Easy to iterate

Not collaborative

Collaborative
Better understanding of phone usability

Too involved for LoFi
Big learning curve
Not conducive for iteration

MedFi Prototype



Collaborative
Refined / presentable
Grid system for alignment

Big learning curve

Prototype Limitations

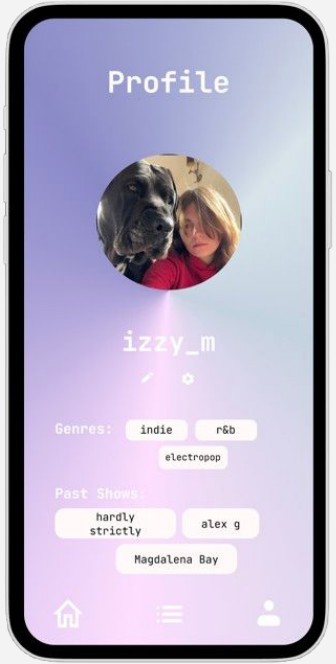
Users cannot interact with their own profiles because it’s not related to a task flow

There is no way to store data right now so users cannot customize their profile or save events on their account

Cannot functionally search for concerts since that would require us to use an API for some database that shows upcoming events

Cannot simulate real interactions since it is just our team members using the prototype right now

Wizard-of-Oz / Hard Coded Features



Hard coded, simulated profile

Simulated group chats

- Concerts listed for a hard coded location (Bay Area)
- Fabricated ConcertBuds profiles
- Hard coded preferences values
- Map for complex flow is specifically visualized for our purposes

Appendix

1. Figma
2. Revised sketches
    a. https://drive.google.com/drive/u/2/folders/1-rR2FprSqbhytPAHnH4OMjsWuDe_Dvt9
    b. https://drive.google.com/drive/u/2/folders/1-rR2FprSqbhytPAHnH4OMjsWuDe_Dvt9