

ConcertBuds



A8: High 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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Roadmap

01. Review of Problem + Solution
02. Heuristic Evaluation Results
03. Revisions for HiFi (implemented in MedFi)
04. HiFi Implementation
05. Demo Video

Problem + 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

Our Solution Evolution

Medium-fi

Design our application with near-high fidelity in Figma



High-fi

Coding our application with finalized changes in UI

Retrieved expert rapid and diverse feedback in our heuristic evaluation and reviewed what was and wasn't working

Coding a fully functioning prototype of our application in React Native

Heuristic Evaluation: Overview

We received **79** violations

4 level 4 severity

31 level 3 severity

37 level 2 severity

7 level 1 severity

As a team, we went through all 79 violations, and discussed whether we would implement the changes (i.e. did they align with our design values and would they enhance our tasks)

Heuristic Evaluation: Quantitative Summary

Heuristic	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of System Status	0	0	2	3	1	6
H2: Match b/w System & World	0	0	1	4	1	6
H3: User Control & Freedom	0	0	2	5	0	7
H4: Consistency & Standards	0	2	7	2	0	11
H5: Error Prevention	0	0	1	3	0	4
H6: Recognition not Recall	0	0	3	4	1	8
H7: Flexibility & Efficiency of Use	0	0	7	1	0	8
H8: Aesthetic & Minimalist Design	0	4	4	1	0	9
H9: Help Users with Errors	0	0	3	0	0	3
H10: Help & Documentation	0	0	1	3	0	4
H11: Accessible Design	0	1	4	3	0	8
H12. Value Alignment & Inclusion	0	0	2	2	1	5
Total Violations	0	7	37	31	4	79

Throwback to Our Values

Playfulness

Color scheme

Abstract shapes

Vibrancy + Energy

Simplicity

Stripped back structure

Few and intuitive icons

Personalization

Buddies matched to personal preferences

Concert recommendations

Inclusivity

Encouraging public transportation (economic inclusivity)

Chose a "nightlife" palette with light purples and blues, avoiding neon or dark shades for timeless design (older generations)

Communal

Group chats

Group matchmaking

Picture sharing

Throwback to Usability Goals Alignment

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

Heuristic Evaluation: Qualitative Summary

Consistency

- Make buttons consistent across screens
- Inconsistent text/placement

Safety

- User verification badge
- Ability to leave and report chats

Feedback

- Need confirmation when joining a chat, when RSVPing, and matching with Buds
- Add more robust system status indicators

Clarification

- Adding more descriptive language to task flow pieces
- Transparency around the number of ConcertBuds going

High Severity Violations

Level 4 Violations:

- **[H1]** There is no indication if other user accepted shared route
- **[H6]** The text on the top of the chat page is just “chat”
- **[H12]** No safety features visible while finding concert buddies
- **[H2]** “We you found 2 ConcertBuds” uses unnatural language

Level 3 Violations:

- **[H1]**
 - Users don't know how to populate upcoming shows
 - No way to know whether “Going” or “Interested” has been selected
- **[H2]**
 - “Create route” icon is a mismatch with its intended functionality
- **[H3]**
 - Back button on route planning has wrong functionality
 - No way to undo RSVP
- **[H4]**
 - Different home and icon button used between pages

High Severity Violations

- **[H5]**
 - No error checking if clicking a route that conflicts with concert timing
 - No indication that a user joined a large chat
 - No obvious difference between “Interested” and “Going”
- **[H6]**
 - No preview of how many ConcertBuds are going
 - Tour dates don’t include day of the week
- **[H7]**
 - No way to save/favorite frequent routes
- **[H8]**
 - Add photo of artist to make visuals more interesting
- **[H10]**
 - No estimated route time
 - No explanation of different route colors on map
- **[H11]**
 - Genre tags lack contrast
 - No alternatives to visual map icons
 - App relies on color for RSVP statuses
- **[H12]**
 - No way to report chats

High Severity Violations: No Change

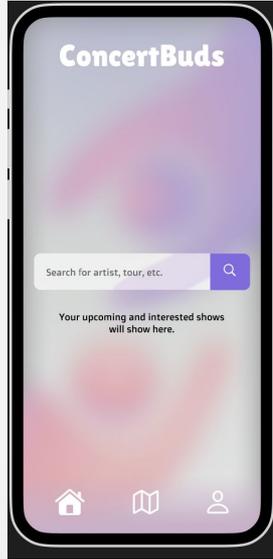
Level 3 Violations:

- **[H1]**
 - No indication of users online status (this isn't needed for any task)
- **[H2]**
 - Multiple users named Grace (users can use any screen name)
 - Bus and person icon are confusing on route planning (we decided this actually matches standard route plan symbols)
 - Transportation modes lack labels (we decided these also matched standard, recognizable transportation icons)
- **[H3]**
 - Many buttons don't have functionality (will be functional in HiFi)
 - Buttons are only navigation method available (doesn't enhance task completion)
 - No way to clear search results (incorrect: back button)
- **[H4]**
 - Map uses custom markers instead of standardized ones (custom markers are meant to show other ConcertBuds)
- **[H6]**
 - Concert name not present on route generation page (people typically know what concert they bought tickets/are going to, adds too much clutter)
 - Profile lacks info about common music interests with others (cheapens inclusion)

UI Changes

(in MedFi)

Home Screen



Version 1



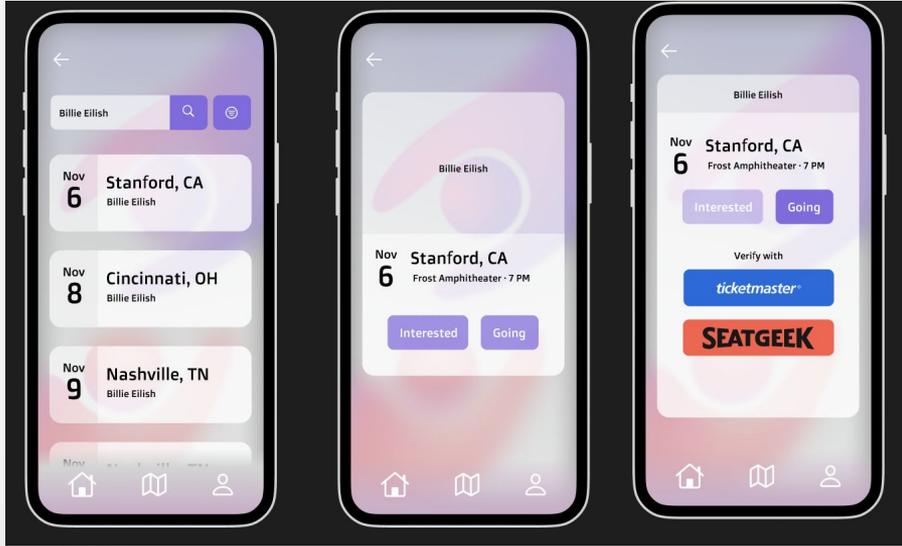
Version 2

More navigation options in the task bar → now chats are much more easily accessible with one click rather than 4-5 clicks

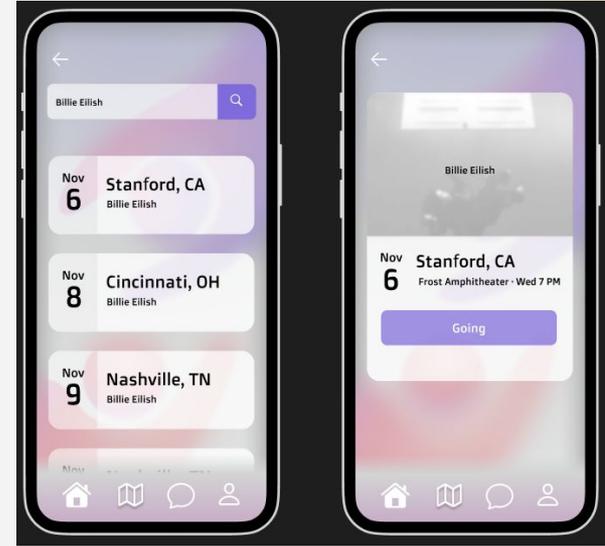
Clearer text to explain how upcoming shows will populate

Concert Search Screen

Version 1



Version 2



Updated visuals to increase aesthetic appeal

Removed the “Interested” button (fixed about 8 HE violations) because there was no real functionality/benefit to using the button

Decided to get rid of ticket verification because it would not be realistic due to the many ways of being able to buy a ticket (guest list, resale, box office, will call, etc...)

ConcertBuds Screen



Version 1



Version 2

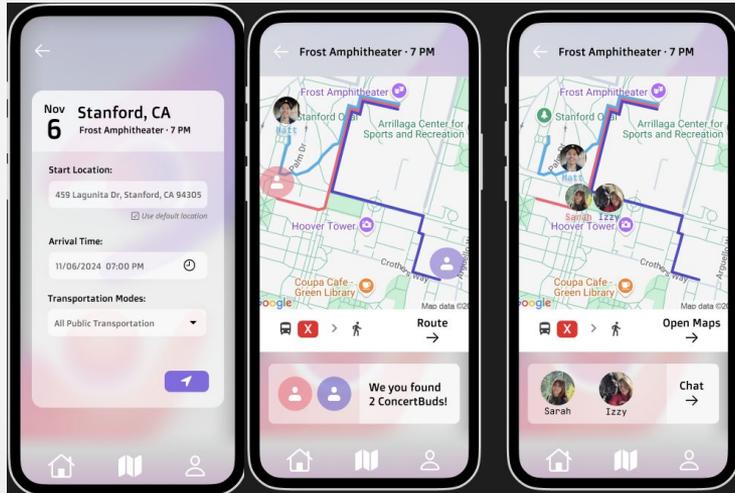
More information about how many ConcertBuds are going

More information about the concert itself

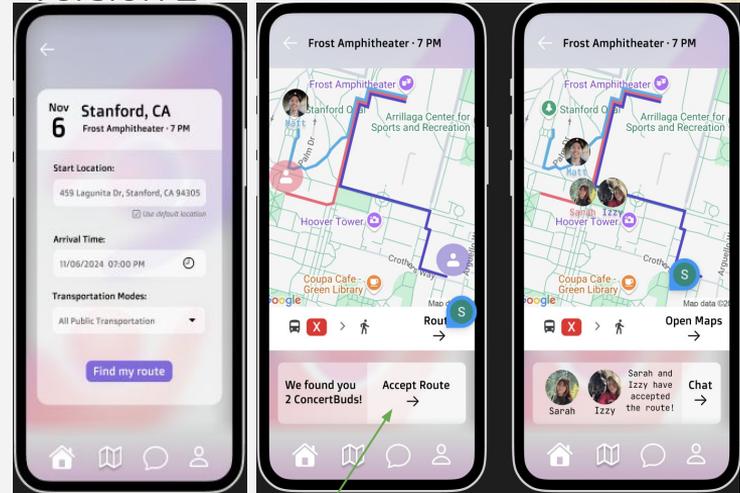
“Join the Chat” button is more accessible and intuitive

Commute Screen

Version 1



Version 2



More intuitive buttons to plan routes

Greater transparency about other users' actions

New Chat Screens

Version 1

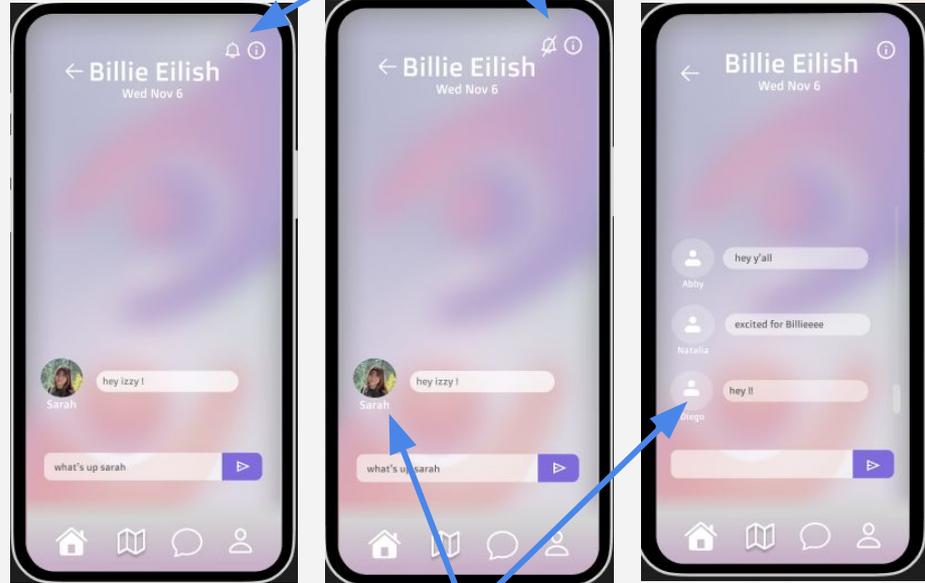


Individual and group chats

Mute and unmute buttons, info button allows users to leave the chat or report the chat for abusive behavior

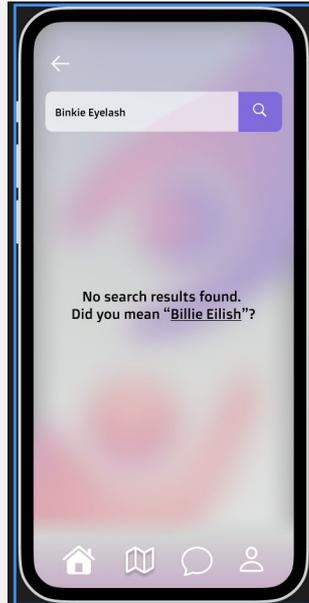
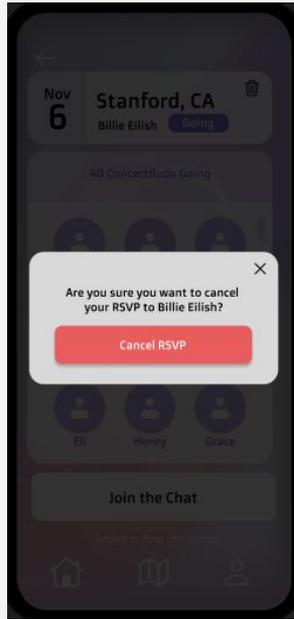
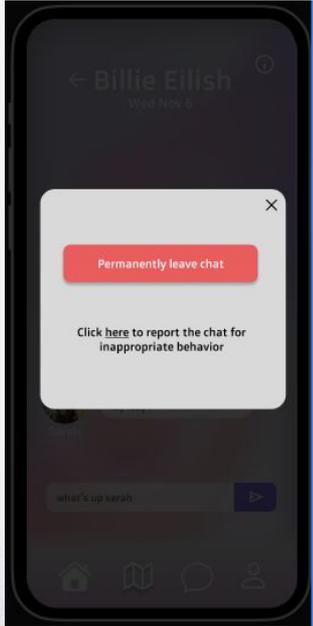
Mute and unmute buttons

Version 2



Individual and group chats

Warning Popups and error checking



More robust control and safety features

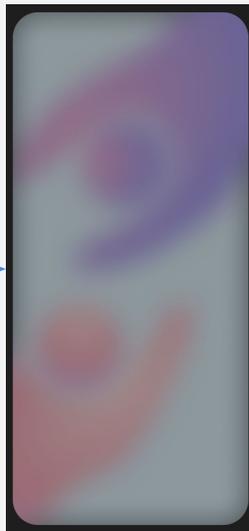
Error checking

Higher Contrast

Version 1



Version 2



Higher Visibility of White text

Darkened background to help readability of white text while also preserving our playful aesthetic

UI Changes in HiFi

Customize google maps API so there are fewer distracting symbols on the maps (reduce clutter), include route times

Look into accessible non-visual features

Include alternative accessibility features of transportation options

User AI verification for more robust safety

More navigation features other than buttons?

Darker background for greater contrast for white text

HiFi Prototype

HiFi Components

Tools/Frameworks

React Native

Ticketmaster API

Figma

Github

Wizard-of-Oz Features

Onboarding

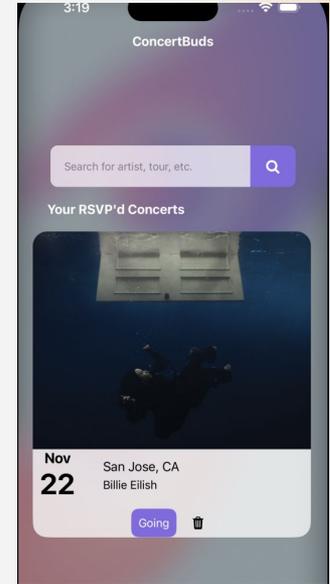
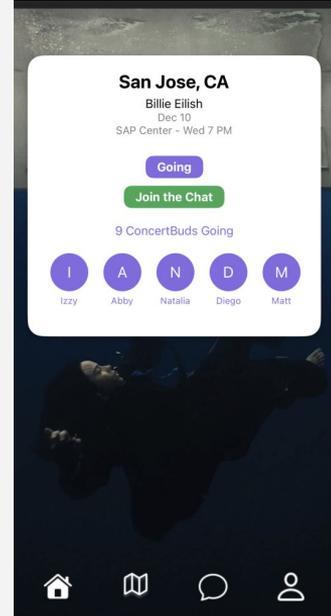
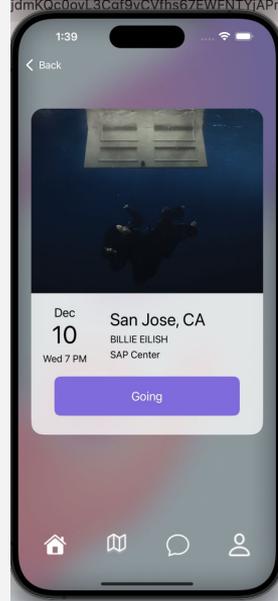
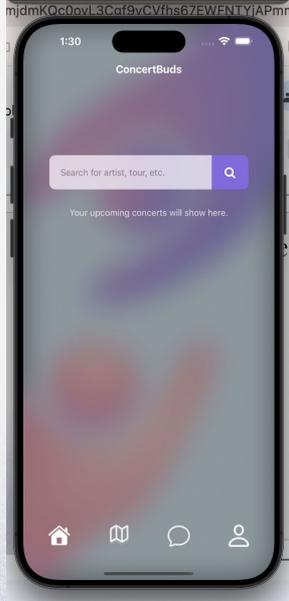
No database to store users

Hard-coded Features

LocalStorage for RSVPs
for signed in user

Other users going to
concert

HiFi Prototype – Simple Task



Testing green for visibility/contrast issues?

HiFi Prototype – Issues

Modularizing the concert items

Not a completely accurate depiction of our hi-fi design yet for simple task

Color use recommendations -> possibly neglecting low-vision users

Retrieving accurate date from ticketmaster api

Next Steps

Simple Task Flow Revision + Backend

Moderate Task implementation

Complex Task implementation

Aesthetic Adjustments

Profile Creation

GoogleMaps API

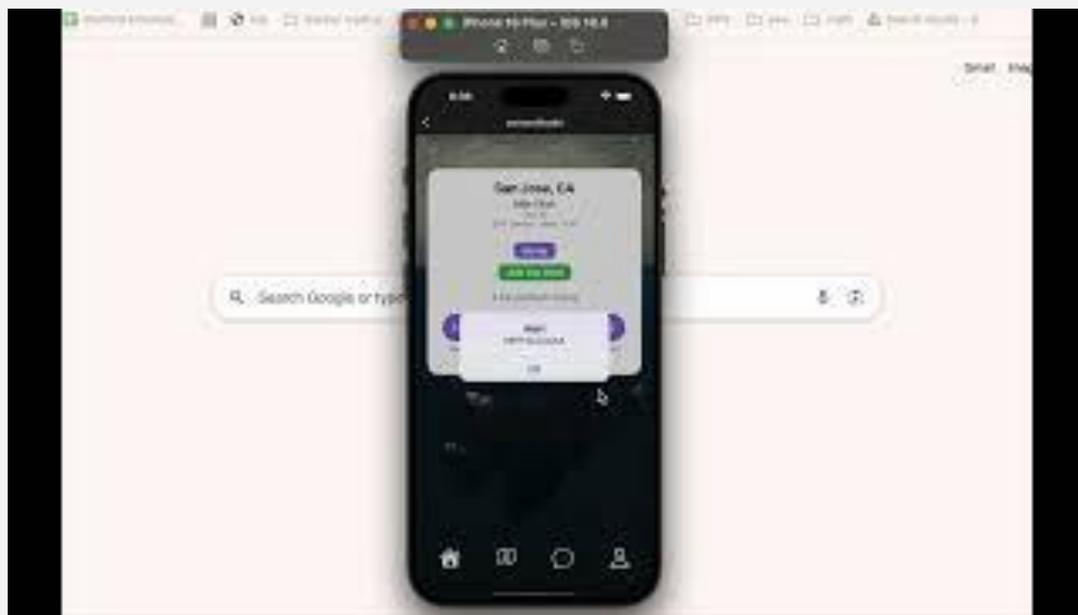
Reminder of our tasks

Simple Task: RSVP to concert

Moderate: See others going to the same event/show

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

HiFi Demo



Thank you!

Appendix

Github repo

Heuristic Evals:

<https://docs.google.com/spreadsheets/d/1kVLYg5O4cbRaOcnFC14jvOIZ9MrzzXyPwiQlwEPwU9Y/edit?usp=sharing>