

# Booking Agent App

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# Project overview



## The product:

Booking Agent is an international community-based online platform for listing and renting local venues. It connects hosts and artists and facilitates the process of renting without owning the venue itself. Moreover it cultivates a sharing-economy by allowing property owners to rent out concert stages.



## Project duration:

Mar – May 2021

# Project overview



## The problem:

Performing artists and local venues lack the accessibility necessary to organise events outside their regular client basis.



## The goal:

Design an app that allows users to easily book and organise concerts, festivals and tours.

# Project overview



## My role:

UX designing an app from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating and visual designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was artists and projects who lack connections necessary to organise events outside their local communities.

This user group confirmed initial assumptions about booking venues, but research also revealed that connections were not the only factor limiting users from booking their own shows. Other user problems included ignorance, budget, or challenges that make it difficult to organise their shows in person.

# User research: pain points

1

## Time

Artist are too busy to spend time on doing research about venues.

2

## Accessibility

Artists have to rely on agencies to organise their agendas without assistive technologies.

3

## Reach

Agencies have limited connections in the music business that often book shows in unrelated places.

# Persona: Brandon

## Problem statement:

Brandon is a bass guitar player who needs easy access to venues because his project is looking forward to organizing a concert tour.



## Name

**Age:** 33

**Education:** Graphic Designer

**Hometown:** Guadalajara, Jal.

**Family:** Single, lives alone

**Occupation:** Bass player

*"I'm a busy working designer who needs to optimise my time so I can dedicate it to my personal project. I just don't have either the time or the connections to organise shows for my band"*

## Goals

- To increase his fan base throughout a series of concerts that allows his project to position itself into the music business without consuming too much time and effort.
- To maintain a healthy work-life balance.
- To minimise the energy they have to put into organising band tours, so they can focus on their performance.

## Frustrations

- Service providers are often poorly connected and have limited accessibility to foreign venues.
- There are things I'd like to do, such as organising shows, that I simply don't have time for.
- It is difficult to find an agent who has access to national and international venues for touring.

Brandon is a graphic designer with a busy and demanding schedule. He works for a mid-size editorial company and plays the bass for a semi-professional music band. Brandon doesn't have the connections or accessibility to effectively organize his band shows. Brandon would like to find an easier way to organize tours for his project.



# User journey map

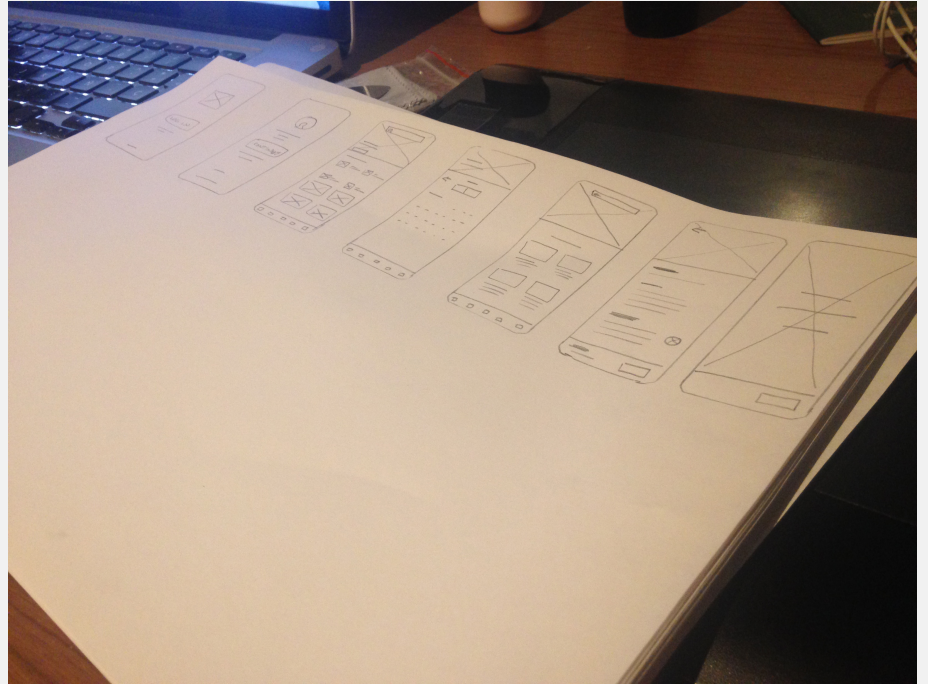
Mapping Brandon's user journey revealed how helpful it would be for users to have access to Booking Agent app

ACTION	Determine venue location	Set the date and time	Explore available venues	Book a venue	Configure concert	Confirm
TASK LIST	Tasks A. Type or specify location of the next concert B. Use map app	Tasks A. Use calendar B. Specify the time	Tasks A. Search through available venues B. Select a venue	Tasks A. Review venue features and equipment B. Review available local guides	Tasks A. Check equipment and special features like: Meet & Greet, Back line, mics, instruments, photo & video options	Tasks A. Final concert review B. Confirmation
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>• Confident</li><li>• Thoughtful</li></ul>	<ul style="list-style-type: none"><li>• Confident</li><li>• Hopeful</li></ul>	<ul style="list-style-type: none"><li>• Exited</li><li>• Satisfied</li></ul>	<ul style="list-style-type: none"><li>• Surprised</li></ul>	<ul style="list-style-type: none"><li>• Overwealmed</li><li>• Glad</li><li>• Alert</li></ul>	<ul style="list-style-type: none"><li>• Excited</li><li>• Hopeful</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>• Better wayfinding</li><li>• Accessibility key on map app</li></ul>	<ul style="list-style-type: none"><li>• More options to book several venues</li></ul>	<ul style="list-style-type: none"><li>• Improve experience through preferences</li></ul>	<ul style="list-style-type: none"><li>• Improve experience through preferences</li></ul>	<ul style="list-style-type: none"><li>• Improve experience through preferences</li></ul>	<ul style="list-style-type: none"><li>• Phone vibrates to inform user when to get off of subway</li></ul>



# Paper wireframes

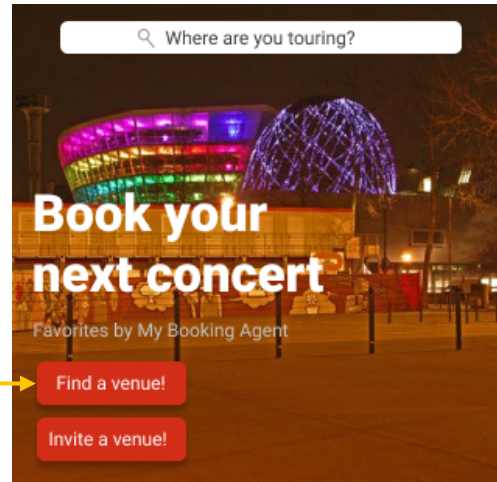
Taking the time to draft iterations of each screen of the app on paper, ensured that the elements that made it to digital wireframes, would be well-suited to address user pain points. For the home screen, I prioritised a quick and easy ordering process to help users save time.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to book a venue.



## Venues near you



Paris  
1.5 hours by car



Nantes  
1 hour by car



Bordeaux  
2.5 hours by car



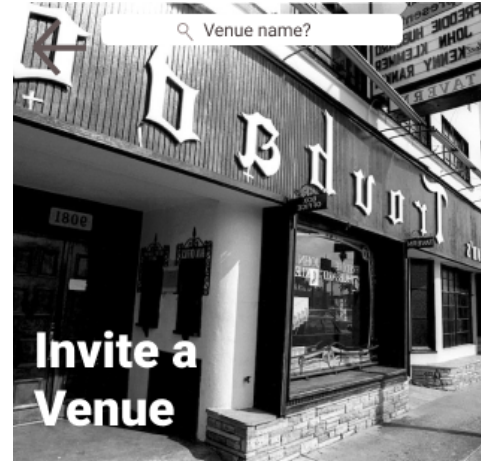
Rennes  
1 hour by car

This button provides an easy option for users to access near by locations.



# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



## User is inviting you to join My Booking Agent App

Register and help musicians around the world find your venue to gig out!

Share



Explore



Favorites



Venues



Messages



Profile

Easy access to navigation that's screen reader friendly.



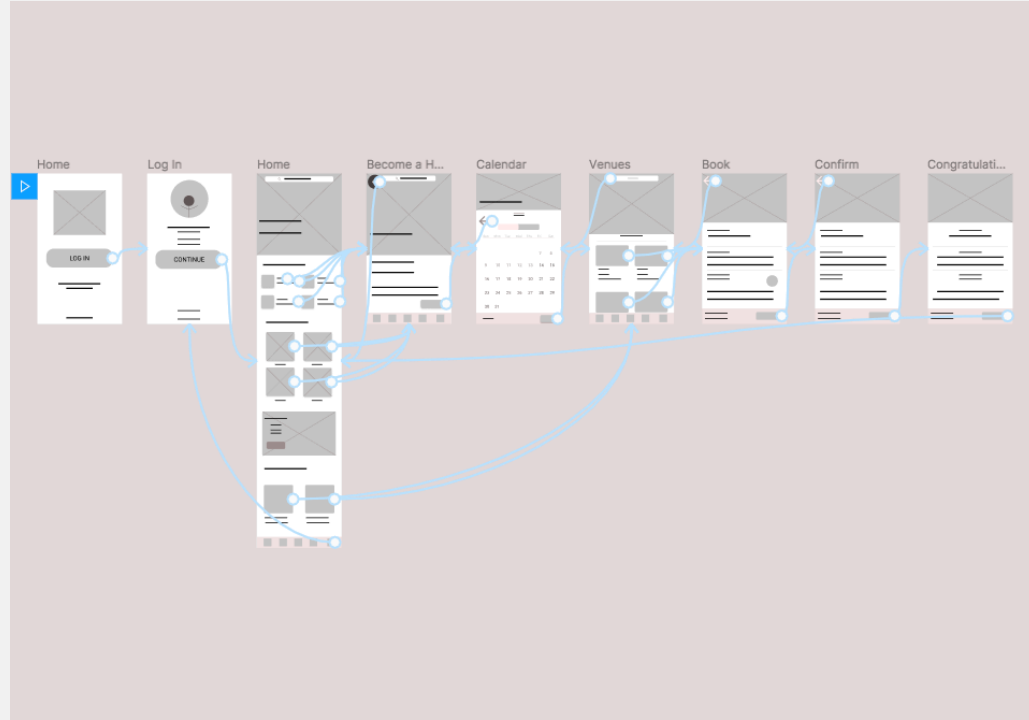
# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of booking a venue, so the prototype could be used in a usability study with users.

View Booking Agent's

Low-fidelity prototype

<https://www.figma.com/proto/7R11eOmEenweYvwTbIndly/Booking-Agent-Copy?node-id=226:0&scaling=scale-down&page-id=20:34>



# Usability study: parameters



Study type:  
Unmoderated



Location:  
Paris, France / Guadalajara, Mexico



Participants:  
Brandon, Santiago, Anibal, Christine, Olivier



Length:  
25 min

# Usability study: findings

Findings from the study, helped the design from wireframes to mockups.

1

## Finding

Users want to know more information about the venues like features and equipment included

2

## Finding

Users want more customization options

3

## Finding

Users would like to invite venues



# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

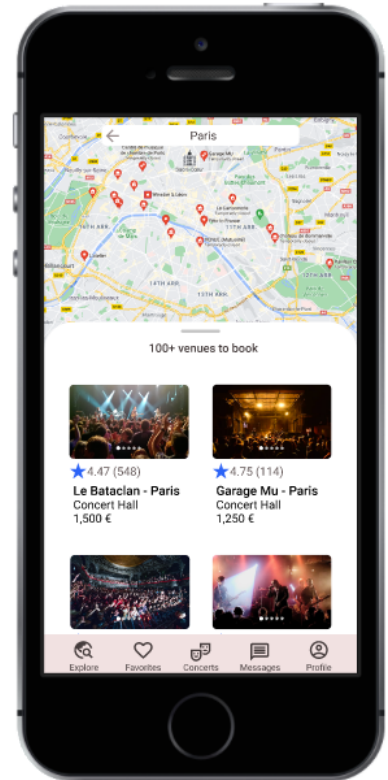
# Mockups

Early design allowed for some customisation but after the usability study I added additional options to evaluate venues. I also revised the design, so, users see all the customisation options when they first land on the screen.

Before usability study



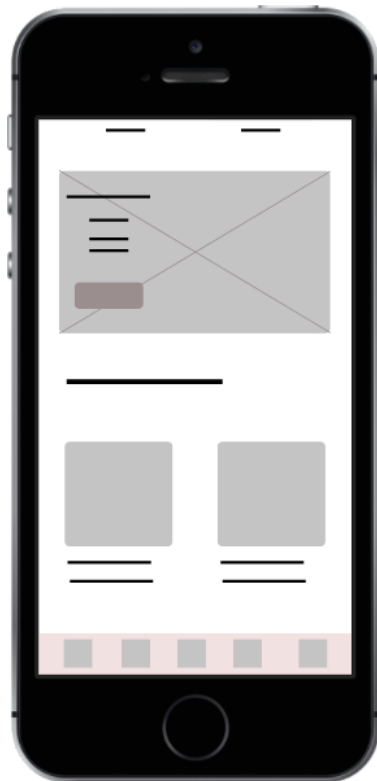
After usability study



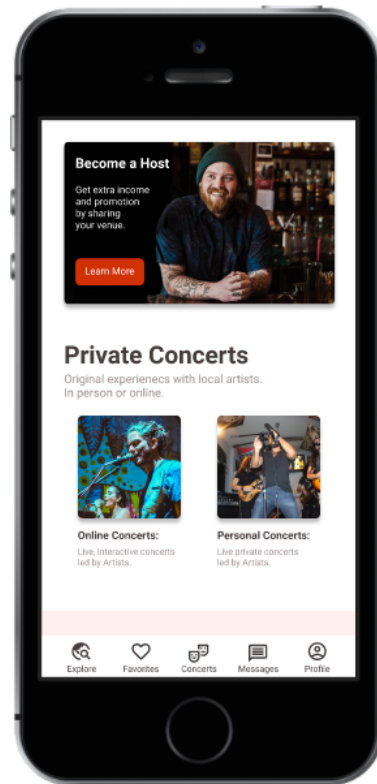
# Mockups

I implemented a become a host feature after the results of the usability study results.

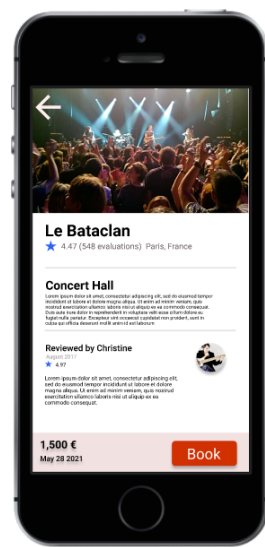
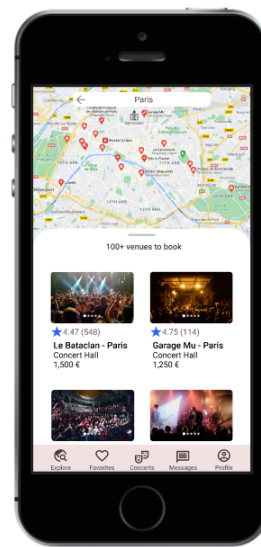
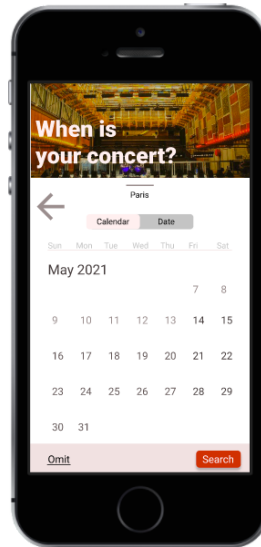
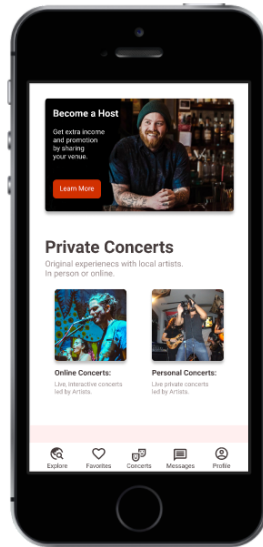
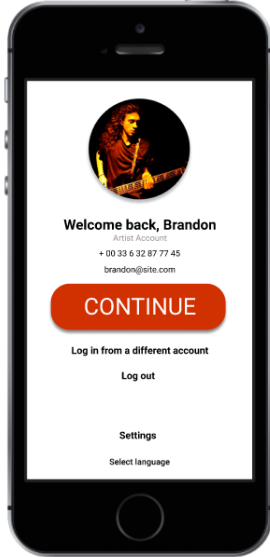
Before usability study



After usability study



# Mockups



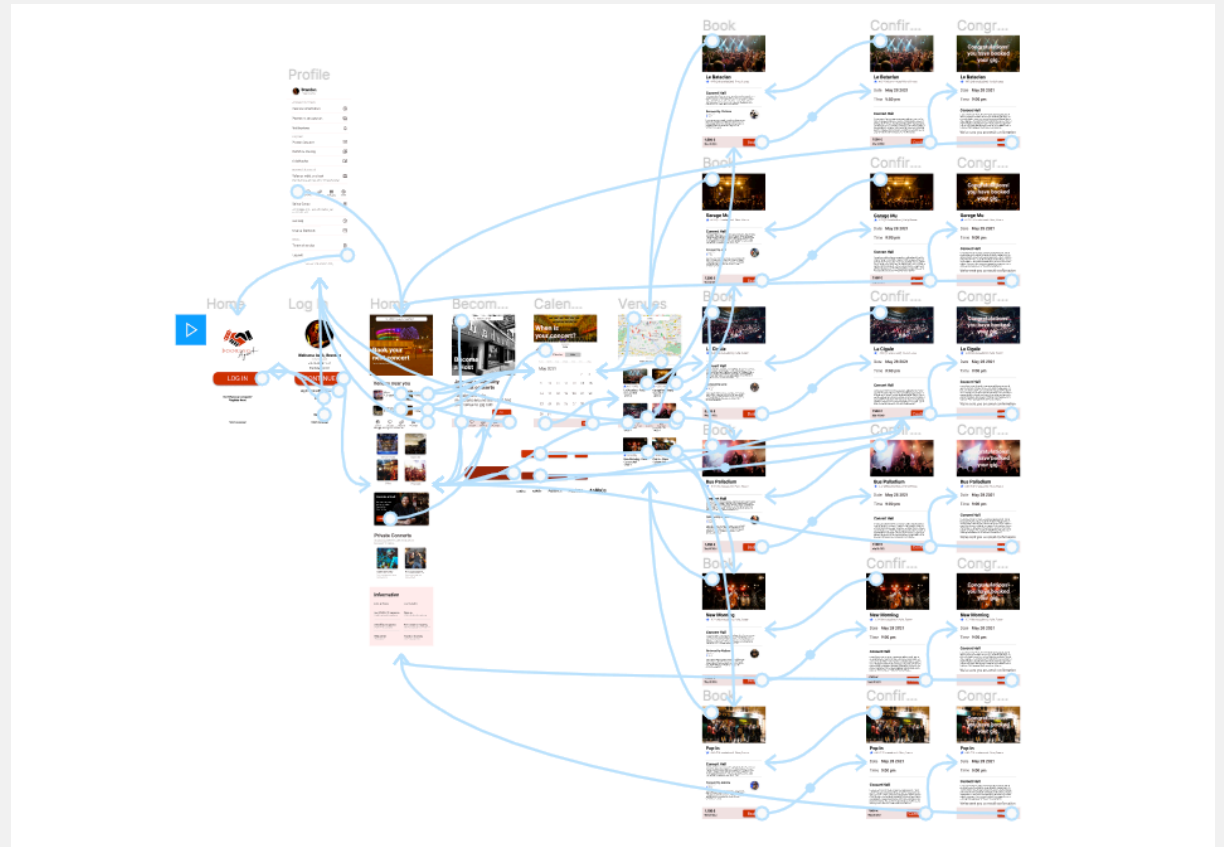
# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking a venue. It also met user needs for more customization.

View Booking Agent's

High-fidelity prototype

<https://www.figma.com/proto/Uvs40Nb2Wd301eLI413RNJ/Booking-Agent?scaling=scale-down&page-id=20:34&node-id=226:0>



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like Booking Agent really thinks about how to meet their needs.

One quote from peer feedback:

*“The app made it so easy and fun to book my concert! I would definitely use this app as a go-to for booking, fast and easily my gigs.”*



## What I learned:

While designing Booking Agent app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app design.

# Next steps

1

Conducting another round of usability studies to validate whether the pain points users experienced have been addressed.

2

Conduct more user research to determine any new areas of need.

3

Expand territories for users to have more options and features.



# Let's connect!



Thank you for your time reviewing my work on Booking Agent app! If you'd like to see more or get in touch, my contact information is provided below.

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Website: [uxportfolio.farisfernando.com](http://uxportfolio.farisfernando.com)

Thank you!