

Live Wire App

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Project overview



The product:

Live Wire is an international community-based online platform for music fans to keep track of their favorite artists shows, buy concert tickets and log & share their live music experiences. It connects users and artists and facilitates the process of experiencing live shows. Moreover it cultivates an echo-friendly environment by promoting a culture of zero-waste.



Project duration:

Apr– Jun 2021

Project overview



The problem:

Performing artists want to improve their fans user experience by promoting and selling their live shows through a single app that will simplify the acquisition, admittance and experience sharing process.



The goal:

Design an app that allows users to feel closer to the artist by being immersed in the experience from searching for the show, through buying their entrance, and all the way to sharing their experience after the show.

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 music fans who want to feel they are dealing directly with the artist while buying tickets for their shows.

This user group confirmed initial assumptions about the desire to feel a connection with the artist.

Research also revealed that the show itself isn't the only way to interact with artists. Other user problems related to concert ticket buying, included ignorance, budget, or challenges that make it difficult to purchase concert tickets.

User research: pain points

1

Empathy

Users feel that the process of buying the tickets has nothing to do with the artist, but with a retail company that doesn't care about their needs and don't even offer a good customer service.

2

Accessibility

Users have to purchase concert tickerts from different service providers, wasting time in introducing ccheck out details for different companies.

3

Time

Users have to spend a lot of time doing research about tour dates in many different websites so that they are informed about artists concerts.

Persona: Pierre

Problem statement:

Pierre is an backend engineer who needs easy access to research and purchase concert tickets for his favorite artists.



Pierre

Age: 33

Education: Engineer

Hometown: Paris, France

Family: Single, lives with
His girlfriend

Occupation: Web designer

"I'm a busy professional and a live music lover who needs to keep mi tickets digitally, so I can focus on my personal affairs and not to worry about forgetting or losing them."

Goals

- To be able to buy concert tickets for all his favoirite bands in one place.
- Once he buys his online ticket, all he needs to do is showing up to the concert on the date and time of the event, no fysical ticket needed.
- To minimise the energy he has to put into keeping track of his concert tickets, so he can focus on his personal life.

Frustrations

- He needs to keep the fical tickets safe and take them with him so he can enter the concert.
- He hates having to pick up the tickets after purchasing them online.
- It is difficult to find and purchase all his favorite concerts in one place.

Pierre is a web designer with a busy and demanding schedule. He works for as a freelancer and loves to go to concerts in his spare time. Pierre needs to easily find and buy concert tickets in one place so he doesn't have to worry about pickin up or losing the tickets he already bought.

User journey map

Mapping Pierre's user journey revealed how helpful it would be for users to have access to Live Wire app.

Purchasing Tickets

ACTION	Open App	Search Artist	Check available locations and dates	Buy ticket	Check Out	Confirm
TASK LIST	Tasks A. Load app	Tasks A. Filter criteria B. Select Artist	Tasks A. Search for locations and dates. B. Select event	Tasks A. Select quantity B. Input payment info	Tasks A. Check that information is correct	Tasks A. Confirm information. B. Buy.
FEELING ADJECTIVE	<ul style="list-style-type: none">• Confident• Exited	<ul style="list-style-type: none">• Cheerful• Hopeful	<ul style="list-style-type: none">• Exited• Nervous	<ul style="list-style-type: none">• Happy• Excited	<ul style="list-style-type: none">• Glad• Excited	<ul style="list-style-type: none">• Cheerful• Happy
IMPROVEMENT OPPORTUNITIES		<ul style="list-style-type: none">• Show favorites and recommendations	<ul style="list-style-type: none">• Suggest current location		<ul style="list-style-type: none">• Save my preferences	<ul style="list-style-type: none">• Phone vibrates to inform user that the purchase is successful• Share with friends and companions.

User journey map

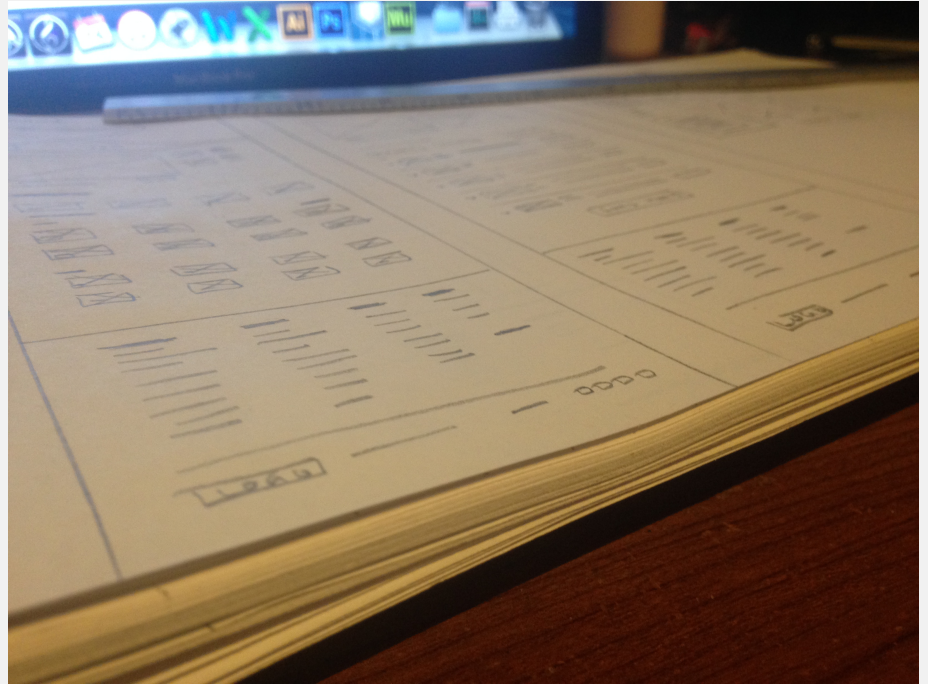
Mapping Pierre's user journey revealed how helpful it would be for users to have access to Live Wire app.

Concert Admittance

ACTION	Open App	Search my concert	Check In with QR	Share Pics & Video	Comment & Review	Confirm
TASK LIST	Tasks A. Load app	Tasks A. Search through my concerts	Tasks A. Show the screen to be scanned	Tasks A. Use the camera app to take pics and/or video B. Share takes	Tasks A. Rate the event and comment	Tasks A. Share comments B. Log out
FEELING ADJECTIVE	<ul style="list-style-type: none">• Confident• Exited	<ul style="list-style-type: none">• Confident• Hopeful	<ul style="list-style-type: none">• Exited• Nervous	<ul style="list-style-type: none">• Happy• Excited	<ul style="list-style-type: none">• Glad• Excited	<ul style="list-style-type: none">• Cheerful• Happy
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Offline access to my QR	<ul style="list-style-type: none">• 1 hour before Notification• Direct button to QR ticket	<ul style="list-style-type: none">• Vivrate when scanned• Confirmation Screen	<ul style="list-style-type: none">• Vivration reminder• Automate timing to tag pics and videos with song name	<ul style="list-style-type: none">• Reminder message and notification	<ul style="list-style-type: none">• Summarize the event with my pics and videos to share.

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.

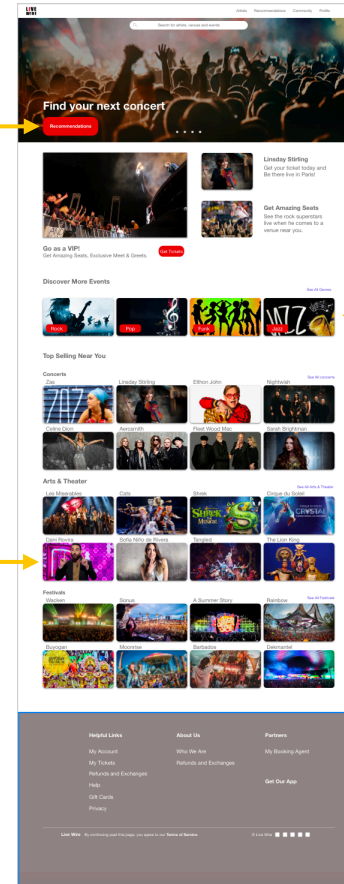


Digital wireframes

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 find recommendations according to their references.

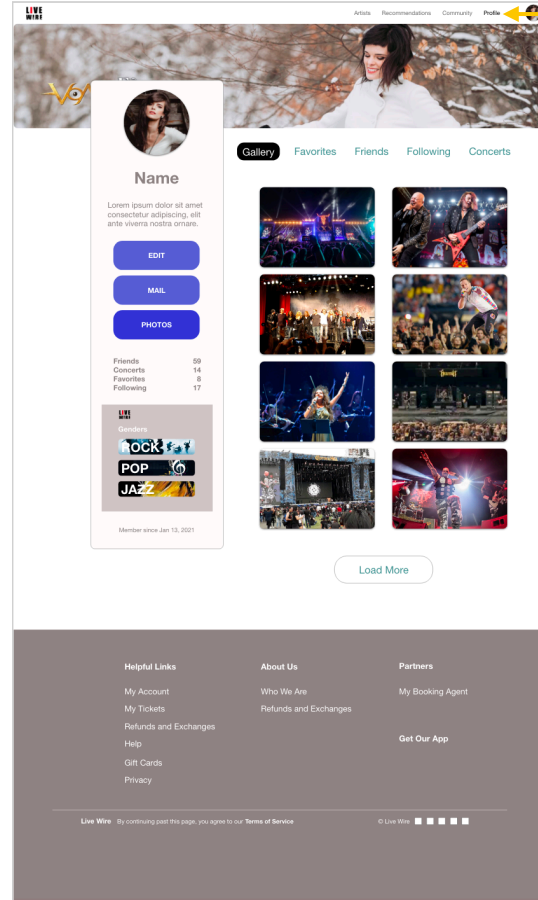
This button provides an easy option for users to access quick selections.



This button allows users to access events of a specific genre.

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.



Easy access to navigation that's screen reader friendly.

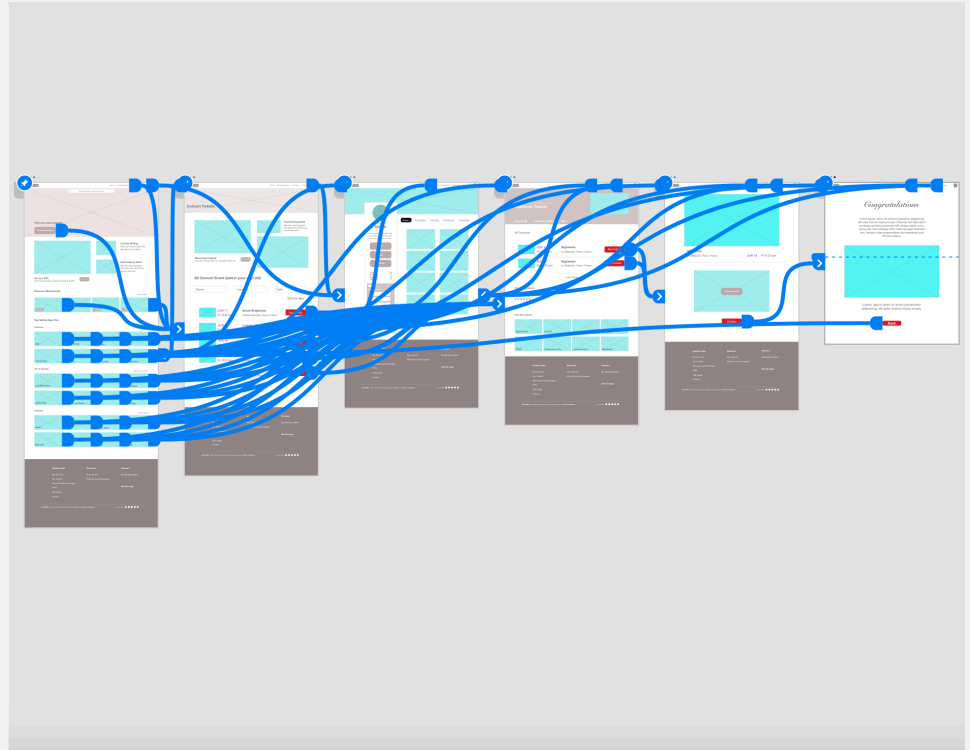
Low-fidelity prototype

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 Live Wire's

Low-fidelity prototype

<https://xd.adobe.com/view/ac801942-a210-4046-9e78-0688ac9e2576-f9d3/?fullscreen>



Usability study: parameters



Study type:
Unmoderated



Location:
Paris, France / Guadalajara, Mexico



Participants:
Louis, Clara, Anna, Manuel, Pierre



Length:
25-30 min

Usability study: findings

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

1

Finding

Users really liked the idea of sharing their galleries and would like to improve the experience by having a log of past and future events.

2

Finding

Users would like to have an option to follow their artists.

3

Finding

Users would like to be able to share their thought live.

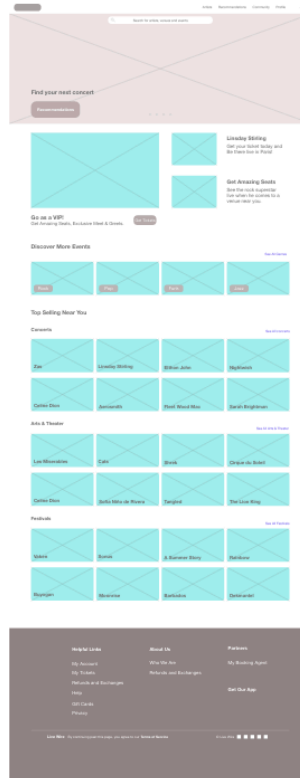
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

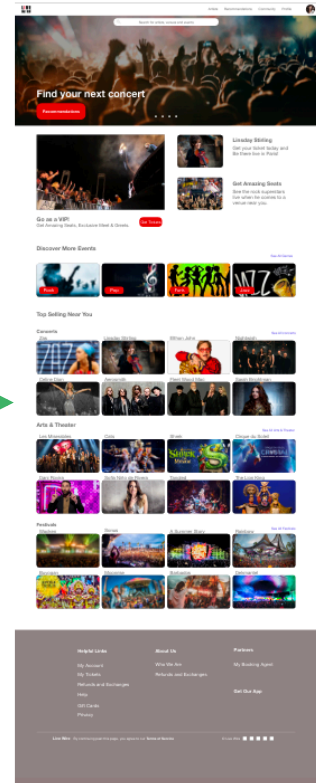
Mockups

Early design allowed for some filters but after the usability study I added additional options to find artists, places and rank of dates. I also revised the design, so users see all the main recommendations when they first land on the screen.

Before usability study



After usability study



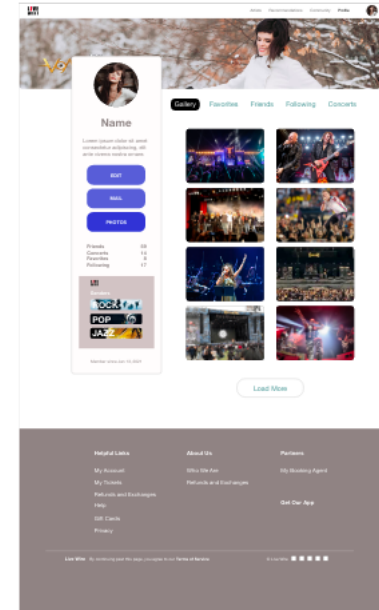
Mockups

I implemented a profile screen to add friends and share galleries and experiences after the results of the usability study results.

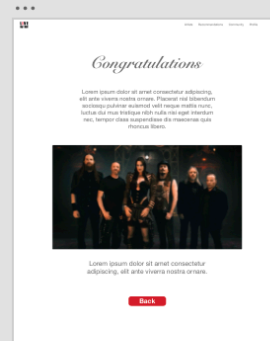
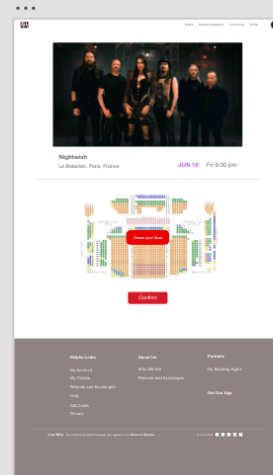
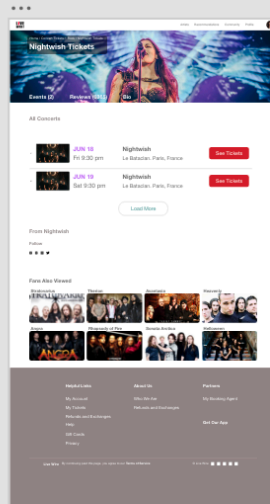
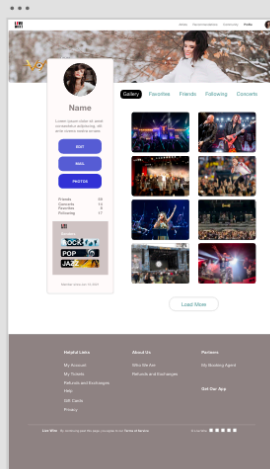
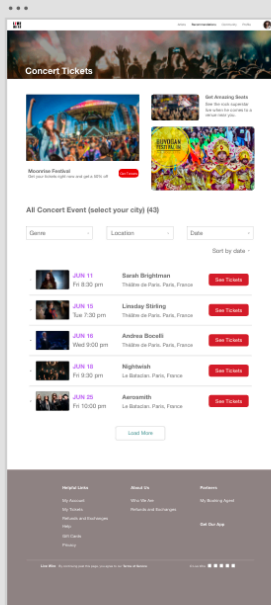
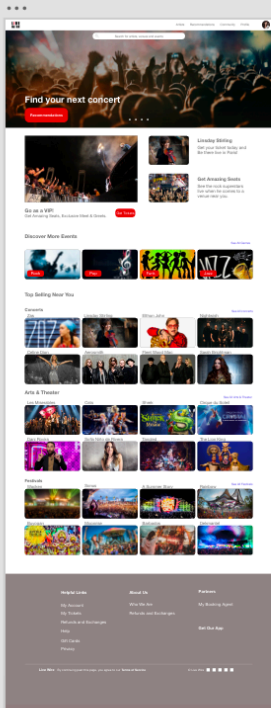
Before usability study



After usability study



Mockups



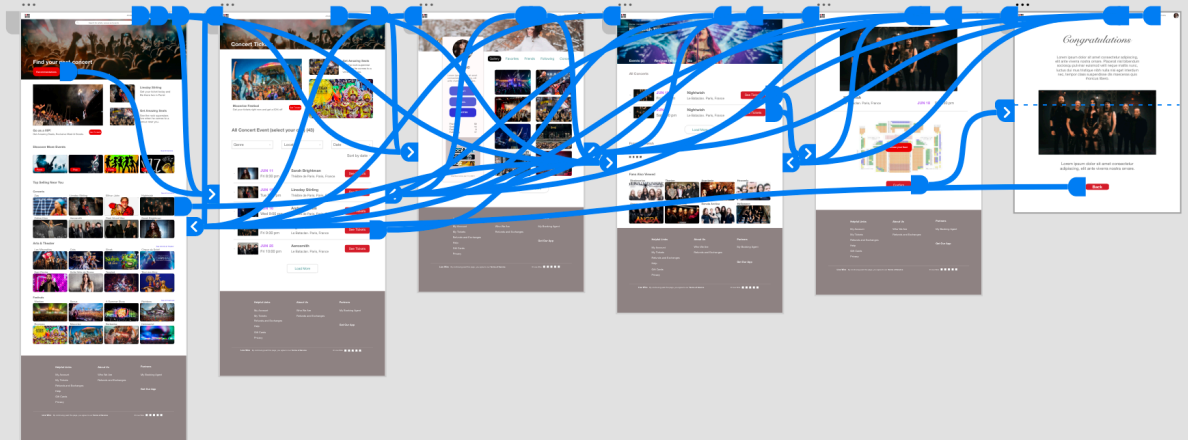
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for finding artists. It also met user needs for sharing experiences with friends.

View Live Wire's

High-fidelity prototype

<https://xd.adobe.com/view/2b1f2674-04d0-4c1b-855f-fbac7ad7bd97-7e4c/?fullscreen>



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like ive Wire really thinks about how to meet their needs.

One quote from peer feedback:

“The site makes me feel like I’m interacting in person with people who share my passion for live events.”



What I learned:

While designing Live Wire site, 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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Thank you!