



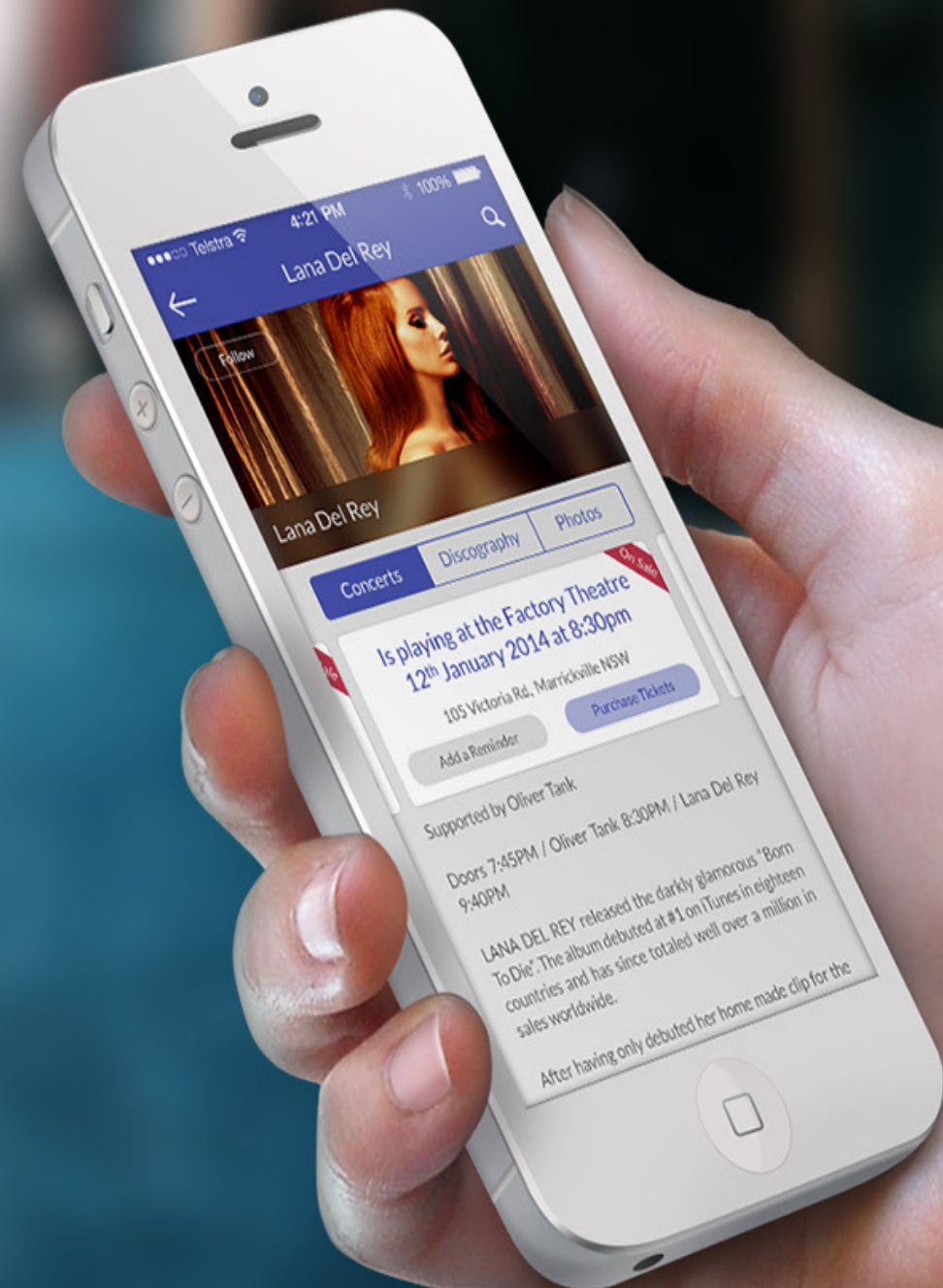
VERSE APPLICATION UX CASE STUDY



Available on the
App Store



Get it on
Google play



VERSE

WHAT IS IT?

An international database for music with a social aspect that allows its users to discover new and old music, bands, artists, venues, concerts, tickets and discographies.

An information shell that allows its users to edit and contribute content, one place to access all your music information and to quickly find concerts and tickets.



THE IDEA

An international data base
for music.



THE NAME

A play on Inverse
Square Law.



THE AUDIENCE

Male and Females aged
18-35.



THE PROBLEM

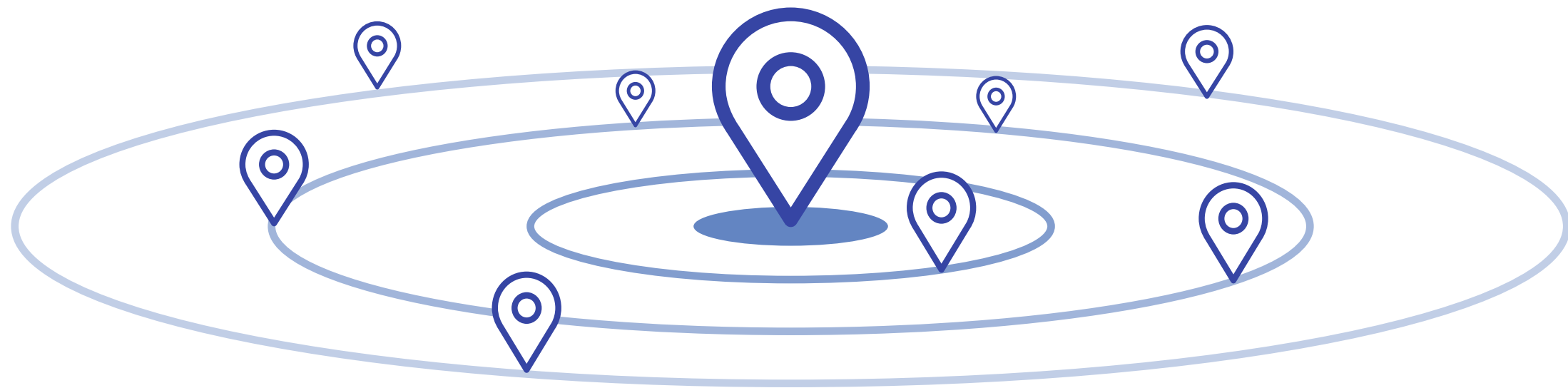
What does the public
need?

VERSE

THE NAME

The Inverse Square law defines the levels of depreciating intensity of waves over distance. This applies to sound in that the sound waves are displaced in all directions and therefore grow weaker with distance.

The concept behind Verse is that if we create the origin of the sound at every venue, gig, artist, and supporter then the sound no longer gets diminished and therefore the inverse becomes inverted and music grows stronger with every user.



DISCOVERY

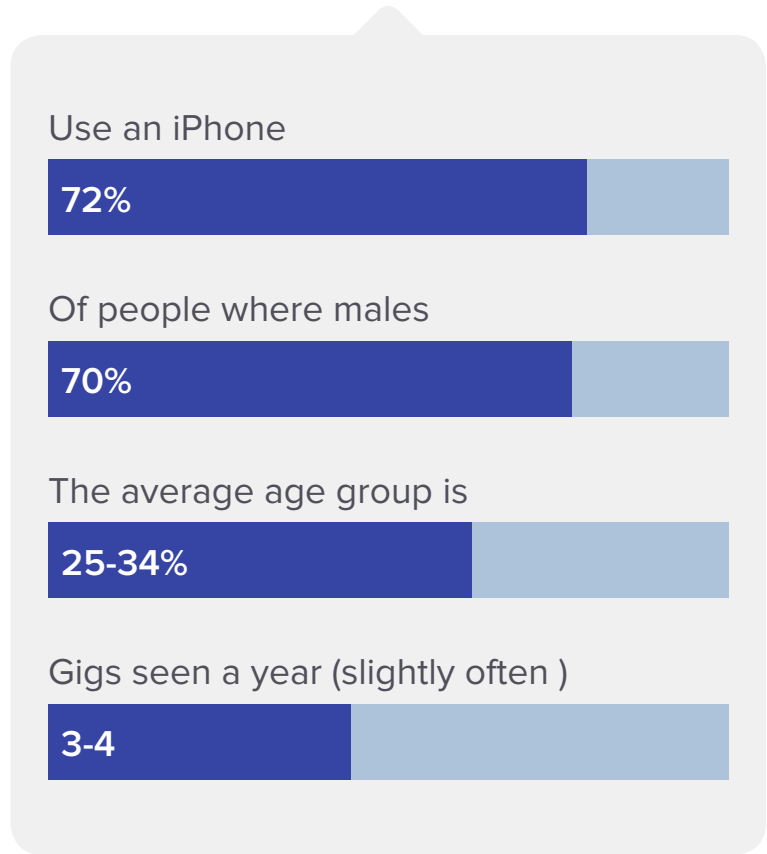
DISCOVERY

THE NEEDS



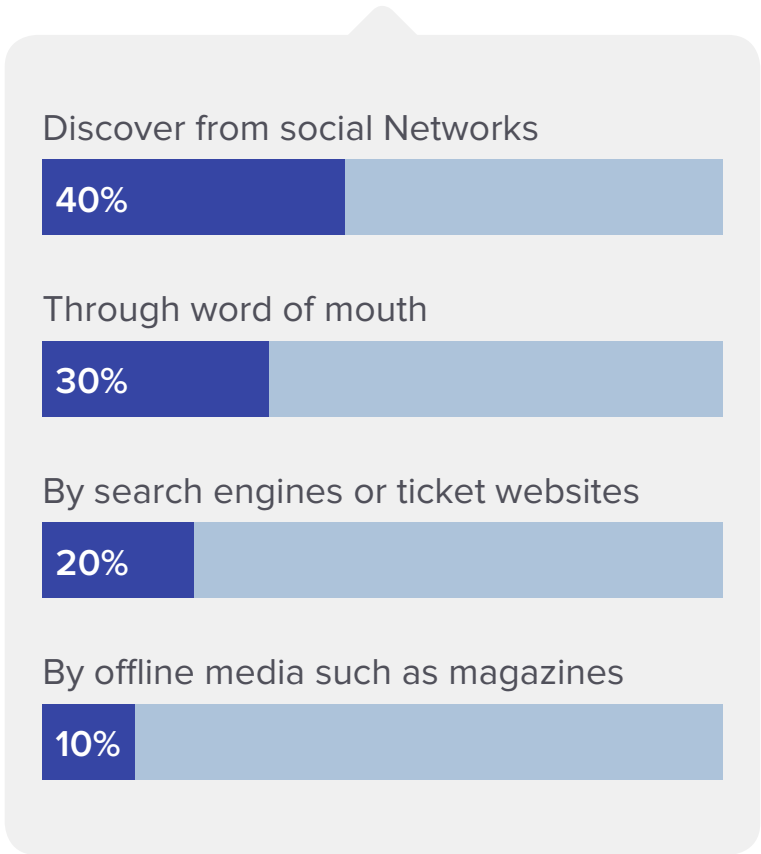
DISCOVERY

Advertising, online and offline is how people find out about gigs.



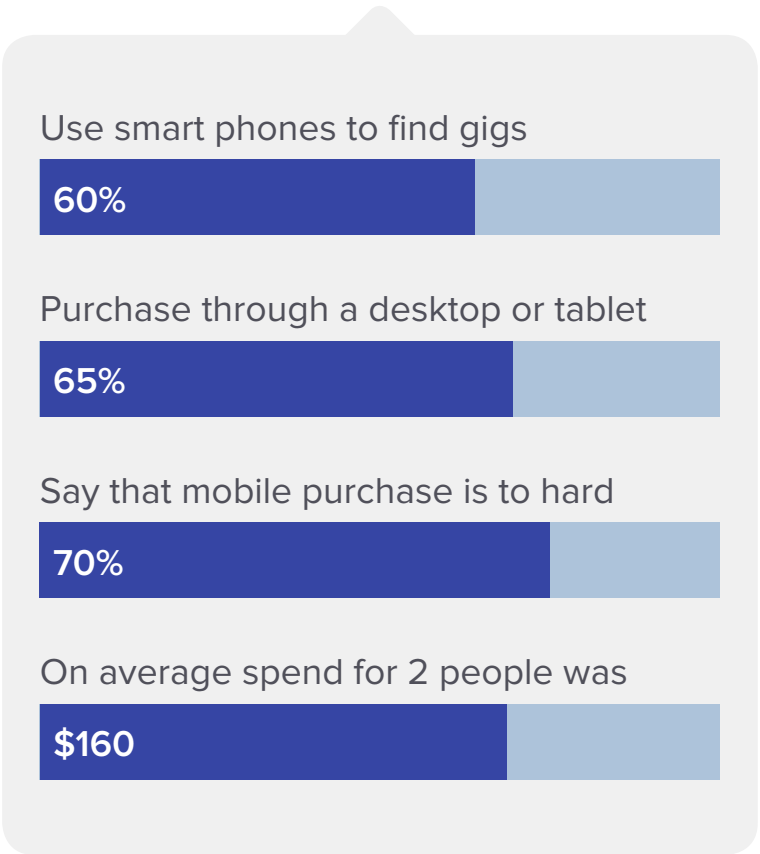
RESEARCH

Online is where people decide what to buy.



PURCHASING

Online is by far the most popular place to purchase tickets.



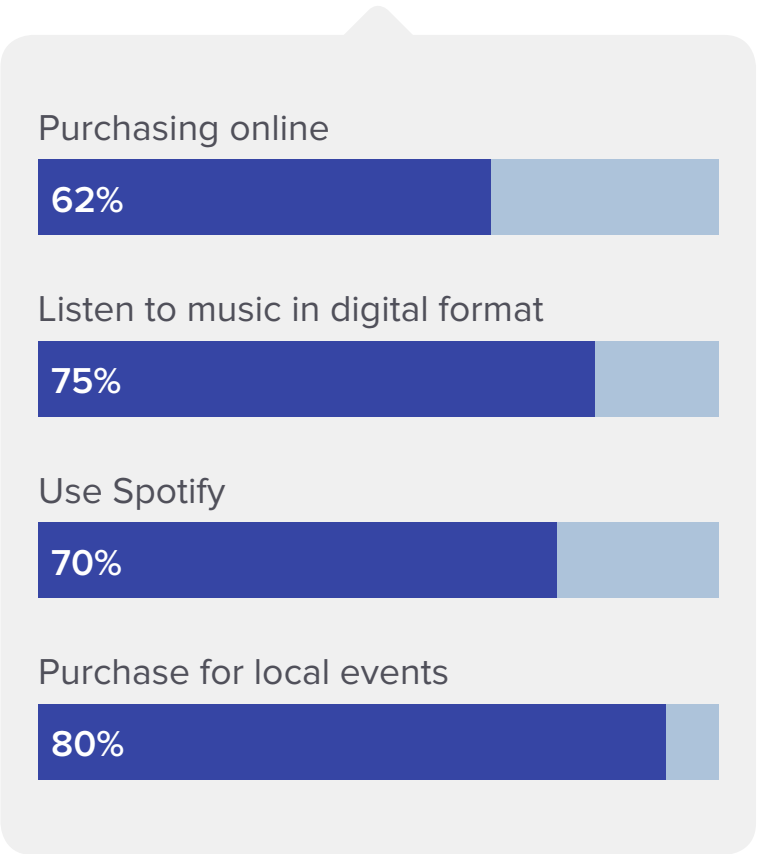
DISCOVERY

THE NEEDS



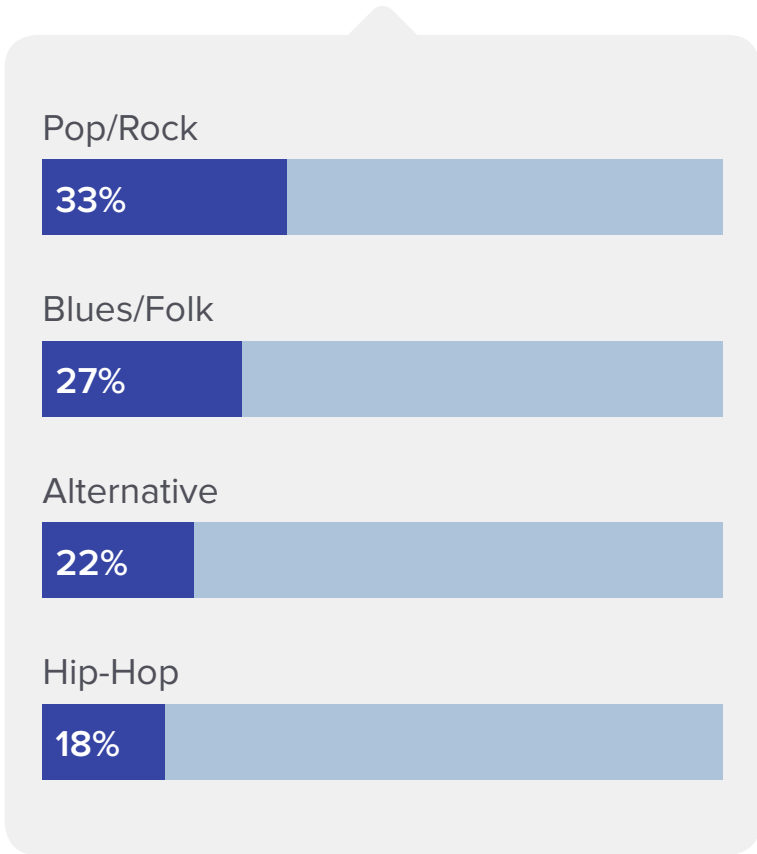
DIGITAL V PRODUCT

Online resources drive more revenue than offline sources.



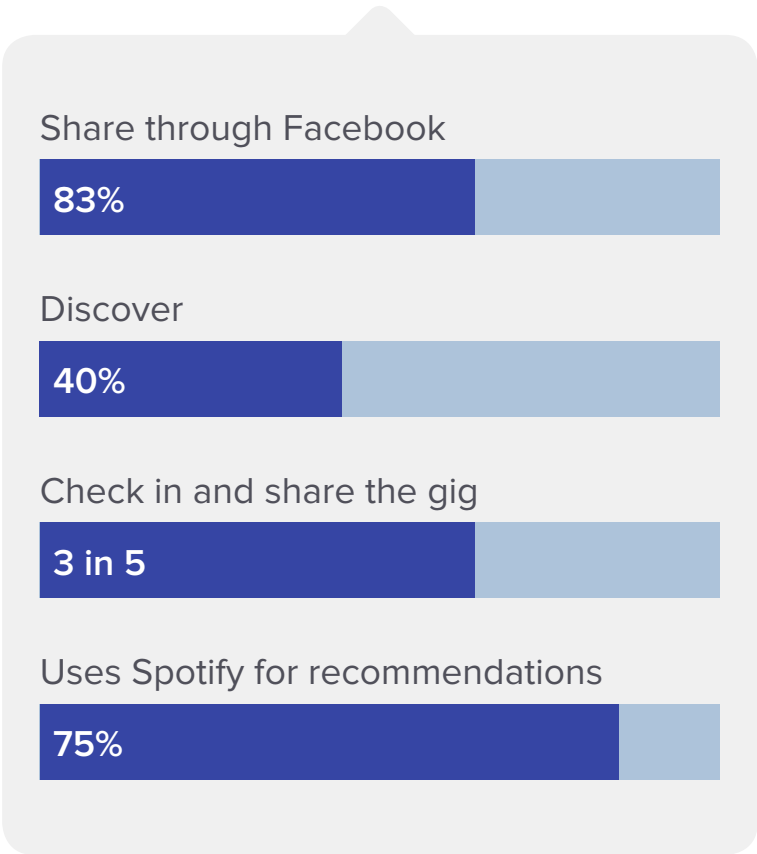
THE EVENT

Most popular genres and music style



SOCIAL

Sharing the live event with friends



DISCOVERY

COMPETITORS



COMPARE

Login and
signup

Results

Powered by

Artist and venue
information

Tickets

Social

Pleasure points

Pain points



SET LIST

Requires Rdio account
to sign up

Rdio to suggest artists

Data from Rdio

No information about the artist
or venue

No purchasing

User can share an event

UI is lovely with some wonderful
animations

Can only use the app if you use
Rdio



5GIG

Sign up with Facebook or
browse without

Location and searching

Data from location

No information about the artist
or venue

Ticket linking

Social

UI is ok and at times
confusing

The app goes in circles



SONGKICK

Facebook Login, Create or
browse without

Location and searching

Data from location

Minimal information about the
artist or venue

Web view of reseller

Social checkin & invite

UI is appealing, useful calendar

Data is based of
the device used



TIMEOUT

Facebook, Twitter Login browse
without

Location and searching

Data from location

Minimal information about the
artist or venue

No ticket info

No social aspect

Data is location and time based-
very useful

UI is not appealing with loads of
crashes

DISCOVERY

PERSONAS

EZRA JACOBS

26 | Sydney | Landscape Architect



Ezra is a 26 year old Landscape Architect from Bondi, Sydney. Well-travelled throughout Australia and abroad. Ezra has had a love for music since a young age, he loves to discover new music and attend live music performances.

In the past three months he has attended five live performances, four of those where International acts and only one was Australian.

Riding his bike to and from work each day he listens to Spotify playlists and the office is always playing Triple J.

Though Ezra attends live music performances often he finds it difficult to know and discover where local artists/bands are playing.

LIKES

- New and uncovered bands
- Keeping up to date with social events
- Band discography and details
- Sharing his experiences with friends
- Live music

DISLIKES

- No one central source for music details
- Spotify offering bad band suggestions
- Not knowing where bands are playing
- Lack of support for new bands
- Illegal downloads

EZRA'S BEHAVIOURS



“Live music performances are a great place to discover new music, however I can never find their discography, band details, where and when they will be playing next.”

Mobile Device

Listens to Radio or Streaming

Available Time

Concert Attendance

Finds Gig Prices

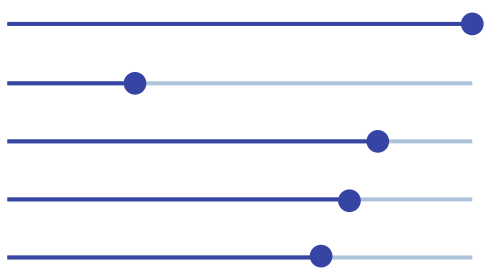
Android

Radio

Poor

Low

Reasonable



iPhone

Streaming

High

High

Expensive

Concerts on Weeknights	✓
Concerts on Weekends	✓
Gigs with 5 or More Friends	✗
Gigs with 4 or Less Friends	✓
Watches the Support Act	✓

Downloads Music	✗
Purchased CD's & Vinyl's	✓
Uses Facebook	✓
Uses Twitter	✗
Uses Instagram	✓

DISCOVERY

PERSONAS

PATRICK JONHSON

29 | Sydney | Electrician



Patrick is a 29 year old Electrician from Cronulla, Sydney. He owns his own Electrical company and lives a very active social life.

With flexible work hours Patrick is able to attend live music performances frequently, though he doesn't like using public transport mid week, Patrick still attends the gigs he wants to see.

While on the job he listens to TripleJ on the radio, this is his main source of discovering new music and concerts.

Patrick loves going to festivals such as Falls, Homebake and Spender in the Grass and would love a way to plan out each event with alerts of when his favourite bands are playing.

LIKES

- Apps & websites that you can browse
- Concerts with more than 1 headline act
- Festivals with friends
- Listening to the radio at work
- Planning festivals

DISLIKES

- Mid week travelling to gigs
- Commercial Music
- Overpriced food and drinks & venues
- Signing up to social networks

PATRICK'S BEHAVIOURS



“Going to concerts is fun, but going to festivals offers more of a social experience I also get to see more live music for what I pay compared to a single headline act.”

Mobile Device

Android

iPhone

Listens to Radio or Streaming

Radio

Streaming

Available Time

Poor

High

Concert Attendance

Low

High

Finds Gig Prices

Reasonable

Expensive

Concerts on Weeknights	✓
Concerts on Weekends	✓
Gigs with 5 or More Friends	✗
Gigs with 4 or Less Friends	✓
Watches the Support Act	✗

Downloads Music	✓
Purchased CD's & Vinyl's	✗
Uses Facebook	✓
Uses Twitter	✗
Uses Instagram	✗

DISCOVERY

PERSONAS

ALEXA LOWE

23 | Sydney | Fashion Designer



Alexa is a 23 year old Fashion Designer from Paddington, Sydney. She finished her studies with high distinctions and has since started up a high end street wear brand for men and women.

She goes to gigs on weekends with her room mates who share a similar interest in music and fashion.

In her studio she streams a paid subscription to Spotify, as commercial radio does not offer enough alternative music and there is too much advertising.

Alexa finds live music events through word of mouth and suggestions on Spotify, as she does not want a Facebook account, Alexa would like alternative ways to discover new live music.

LIKES

- Going to concerts with friends
- Festivals they are more cost effective
- Spotify - low cost, endless music
- Support acts

DISLIKES

- Advertising on Radio & Streaming
- High priced concerts
- Poor time availability
- Going to concerts by herself
- All aged concerts

ALEXA'S BEHAVIOURS



“ I share my life and new and upcoming collections via my blog & Instagram. I would love a new and social way of discovering new live music. ”

Mobile Device

Listens to Radio or Streaming

Available Time

Concert Attendance

Finds Gig Prices

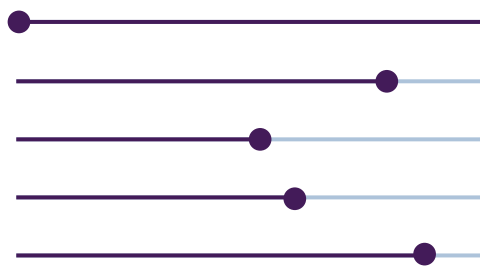
Android

Radio

Poor

Low

Reasonable



iPhone

Streaming

High

High

Expensive

Concerts on Weeknights	✗
Concerts on Weekends	✓
Gigs with 5 or More Friends	✓
Gigs with 4 or Less Friends	✗
Watches the Support Act	✓

Downloads Music	✗
Purchased CD's & Vinyl's	✗
Uses Facebook	✗
Uses Twitter	✓
Uses Instagram	✓

DEFINE

DEFINE CONTENT

MAIN PAGE

Feedback List, Upcoming Releases, Artist Search, Gig Search and User Login

Home - This is to be the main home page/ landing page for the site both mobile and web. From this screen users will be able to navigate to Advanced Search section, User login or user specific what's happening feed.

Search Results - This page will show relevant search results across all sections of the site such as Artists, Venues, and Gigs

What's happening Feed - This is a feed showing the user upcoming events for their selected bands and/or venues. Users will be able to further define this feed by viewing all bands playing at their venues. This section should also recommend nearby venues and similar artists.

ARTIST PAGE

News, Tours, Bio, Albums, Songs, Fanpage, Music Video, Show Number of Supporters, Artist Rating and Album Rating, "you gave this album 4/15"

This page will show all information related to an artist, Sections on this page will include Artist info, Albums, Upcoming and past Gigs, Musicians within the band.

Artists - Should have the following information Artist/Band, Year Formed, Country, Year ended, Labels, Band Images/Logo, Web Official URL, Genre and Artist Bio

Albums - Should have the following information Title, Album Type, Year Released, Label, Artwork, Producer, Album Bio and Album Rating.

Songs - Should have the following information Track name, Track Number, Length, Composer/Original Artist, Video, Buy and Lyrics.

DEFINE CONTENT

VENUE/GIG PAGE

This Page shows all information relating to a Gig, this includes venue information, ticket information, gig specific information and set list. Users will be able to share this event onto various Social Media platforms. There is possible future integration to purchase tickets through this page.

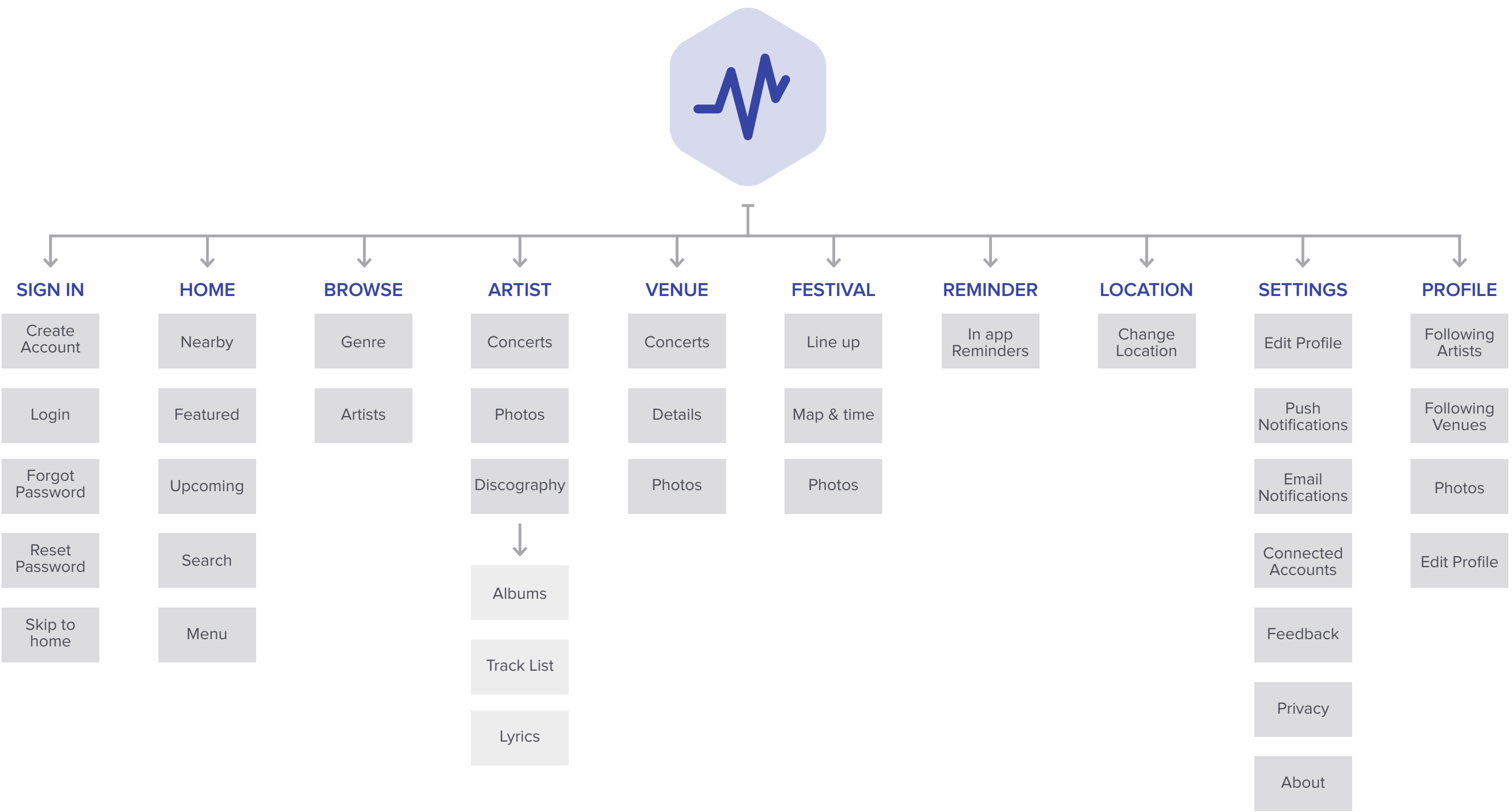
Venue - Should have the following information Name, Location, Contact Details, Venue Details, Parking, Accessibility, Food & Drink details, Opening Hours, Map.

Venues - Enmore Theatre, The Annandale Hotel, 505, The Factory Theatre, The Vanguard, The Beresford Hotel, The Standard, The Sandringham Hotel, The Red Rattler, Oxford Art Factory, Notes Live, The Metro Theatre, Manning Bar, Hordern Pavillion, The Hi-Fi, GoodGod Small Club, FBi Social, Black Wire Records, The Beach Road Hotel, The Entertainment Centre and Acer Arena.

Gigs - Should have the following information, Tour name, City, Venue, Date and Time, Support Band, Ticket Price, Ticket Sale Date/time, Purchase Ticket URL, Purchase Ticket Payment Gateway, Accessibility, Set List and photos.

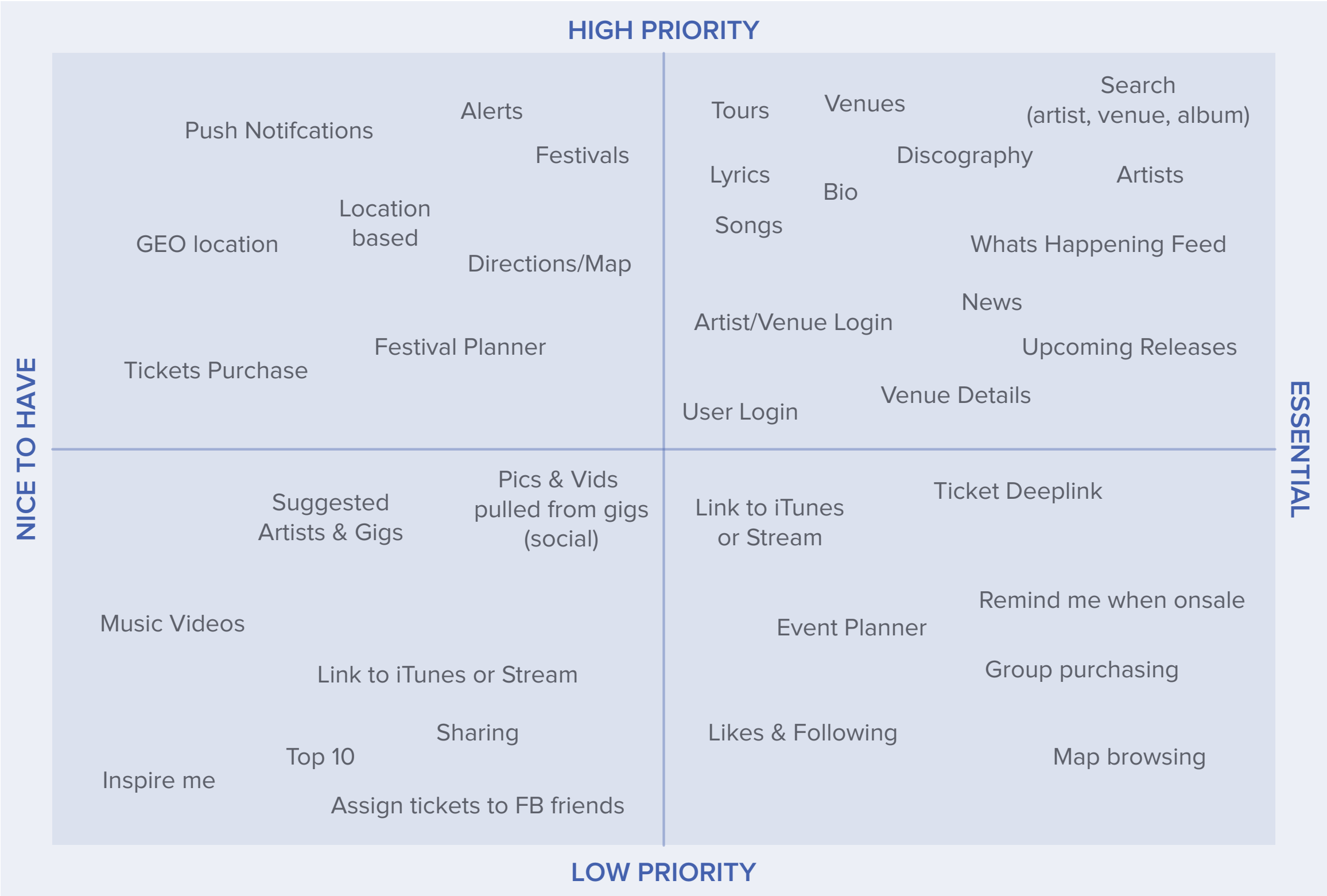
DEFINE

INFORMATION ARCHITECTURE



DEFINE

FEATURE PRIORITISATION



DEFINE USER CASE

EZRA JACOBS

26 | Sydney | Landscape Architect



Ezra has been going out with his girlfriend for the past 3 and a half year and their 4 year anniversary is coming up. They both share similar interests in music. Their favourite band was playing a gig around the same time and place they meet 4 years ago.

Ezra missed out on purchasing tickets as the offline advertising was poorly executed and has been extremely busy at work to check online ticket purchasing websites.

Through the use of Verse and push notifications Ezra would be been alerted to the fact that the band was touring again not only would he have been able to set a reminder and schedule ticket purchases. He would be able to keep up to date with his other favourite bands.

PAPER PROTOTYPES

PAPER PROTOTYPES

SIGN UP

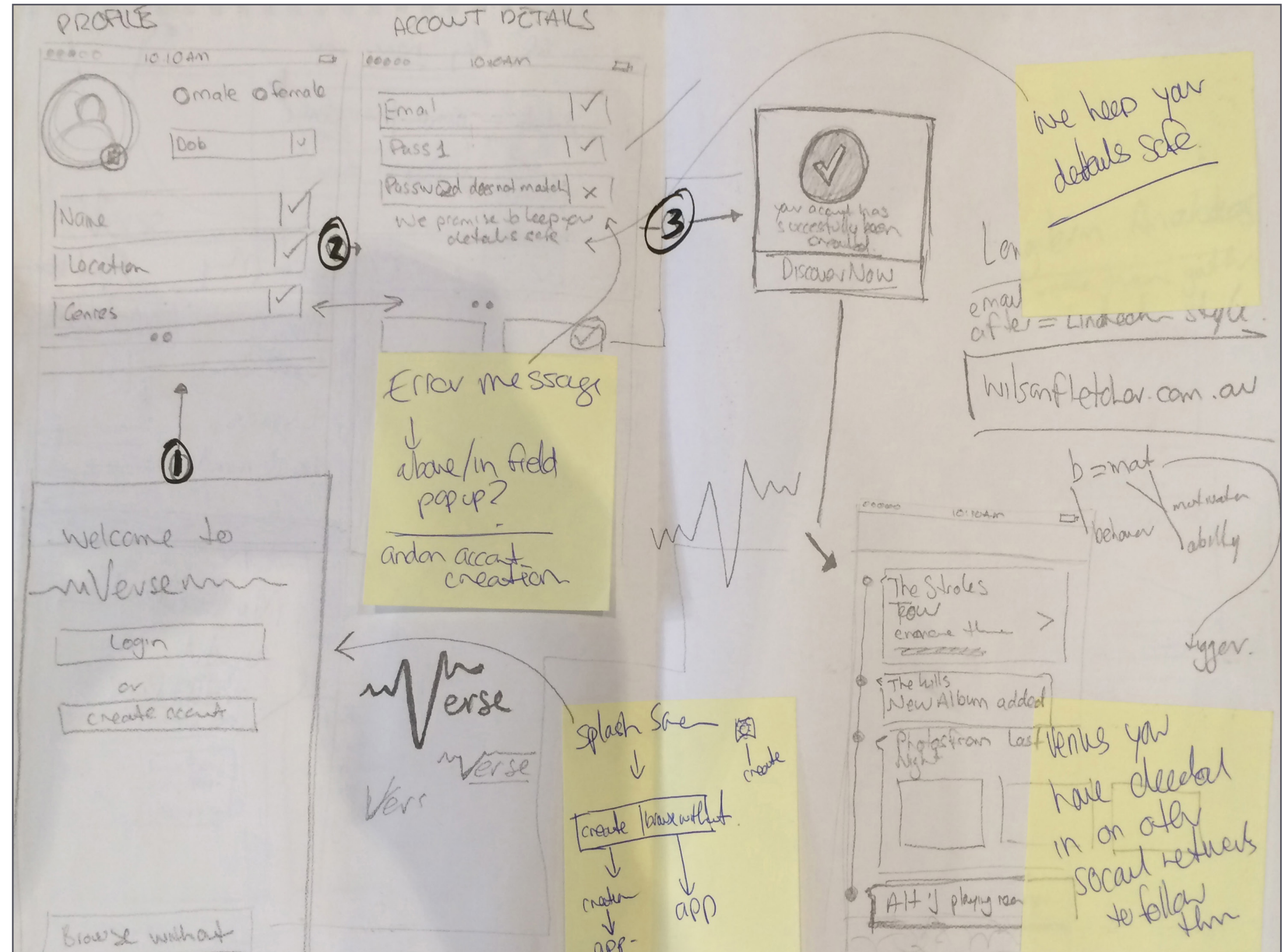
SIGN UP THINKING

Sign up as a business need weighed heavily on this app. As we are offering a free service, we wanted to gather as much information about the user as possible.

That included; Name, Email, Date of Birth, Gender, Location and preferred music genres

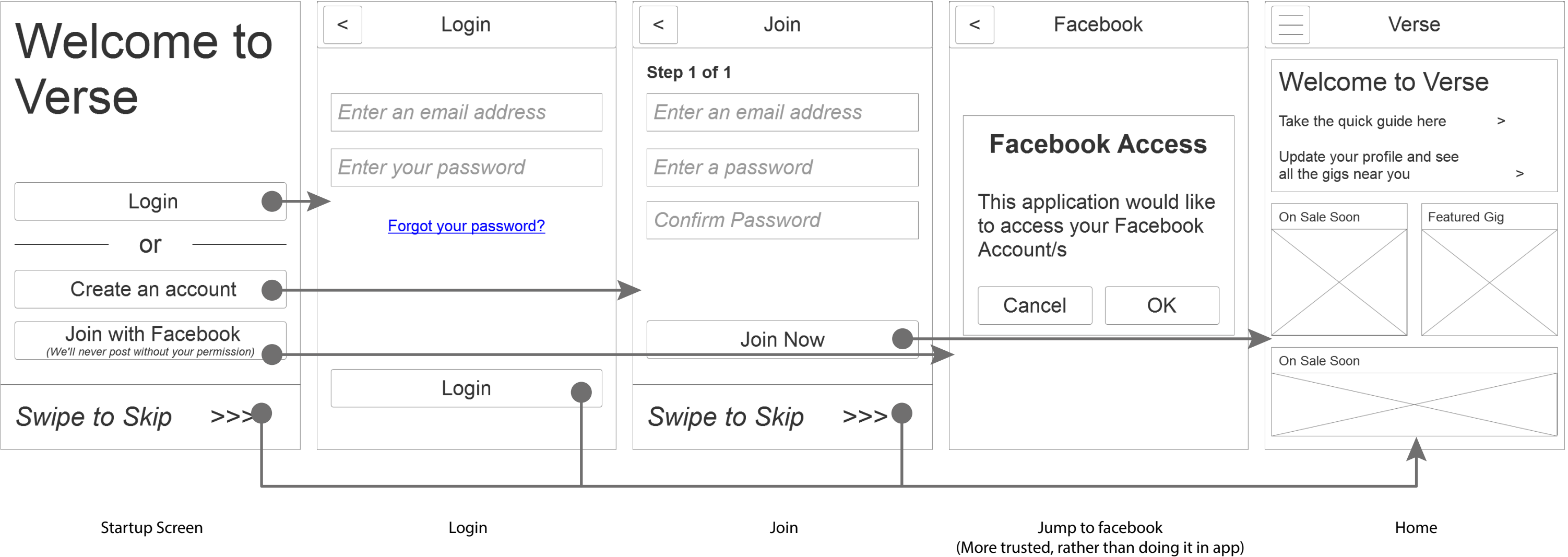
I adopted the Fogg Behaviour Model (B = mat) which talks to Motivation, Ability, and Trigger.

With this in mind I streamlined the sign up process and even gave the ability to use the app without sign up (at limited functionality).



PAPER PROTOTYPES

SIGN UP



PAPER PROTOTYPES

USER DATA

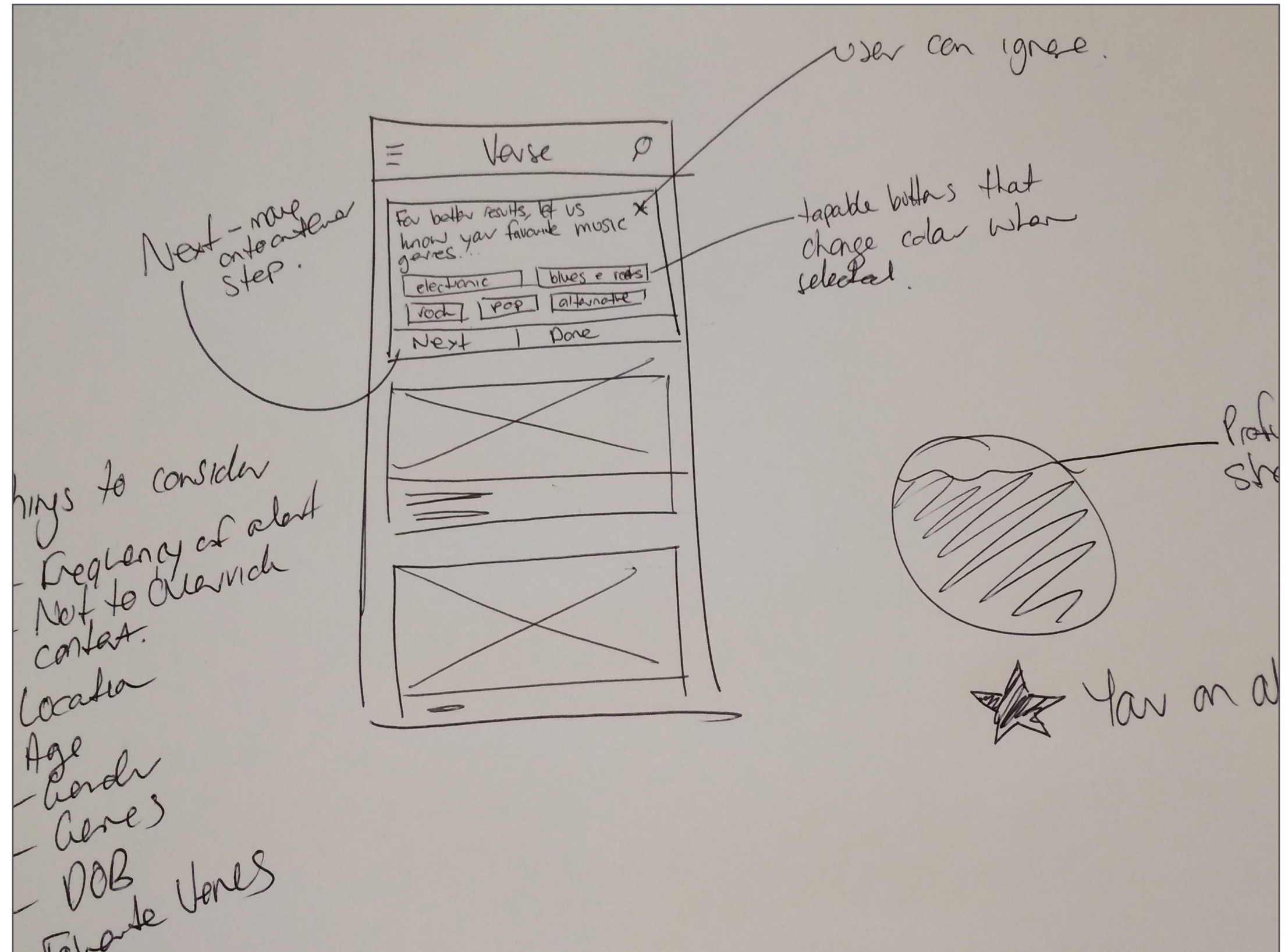
COLLECTING ANALYTICS

While the user uses the app they will be promoted to let us know more about them and their interests. This will help both business needs and better suggest bands and venues for the specific user.

ie: If a venue is known for heavy metal, and the user only likes heavy metal bands. The app will suggest other venue that cater for that type of music.

Considerations are;

- Frequency of alert
- Ability to never show again
- Not to overpower content
- Location
- Age
- Gender
- Genres
- Date of Birth

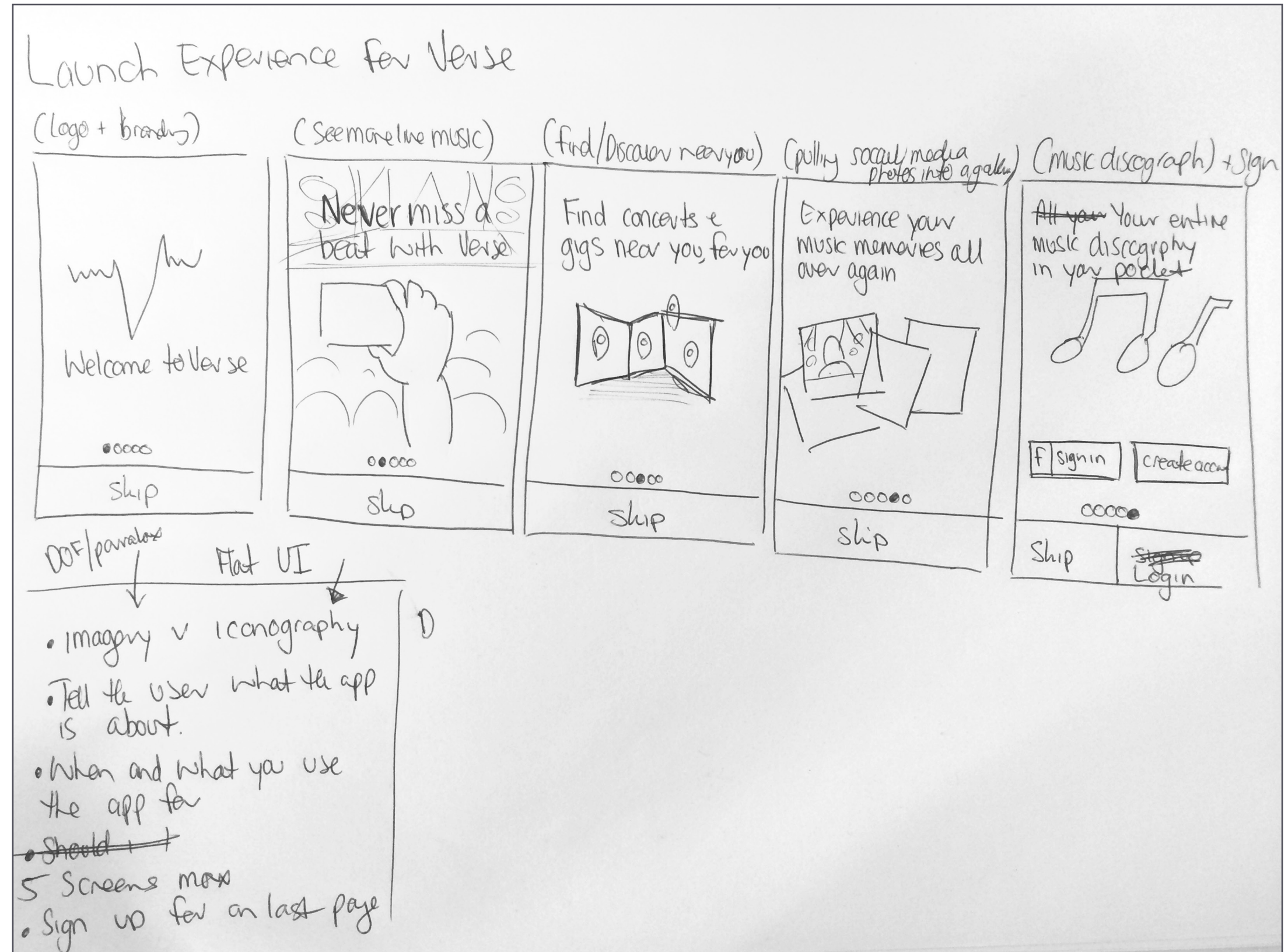


PAPER PROTOTYPES

LAUNCH EXPERIENCE

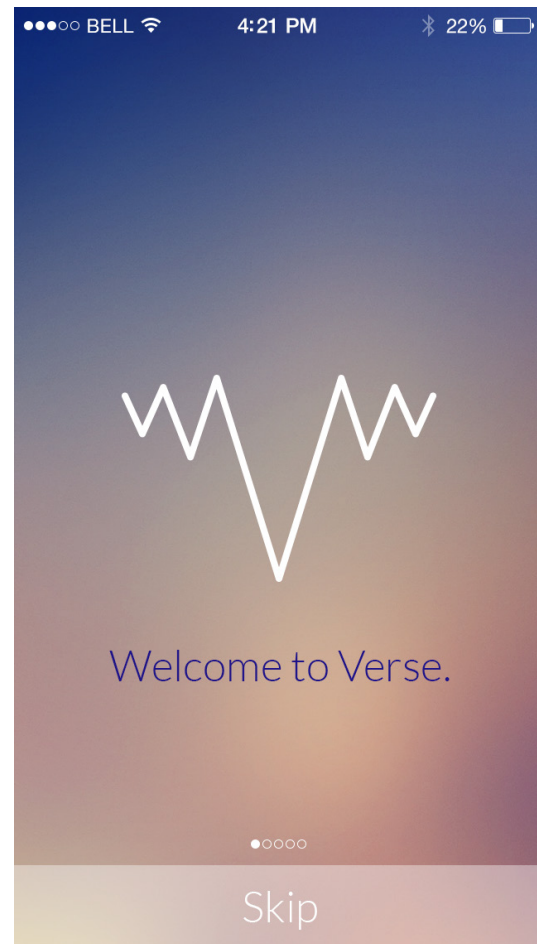
LAUNCH THINKING

Highlights of this paper prototyping were; Adding the button to skip the on-boarding experience, imagery v iconography and merging the final screen with the ability to sign in.

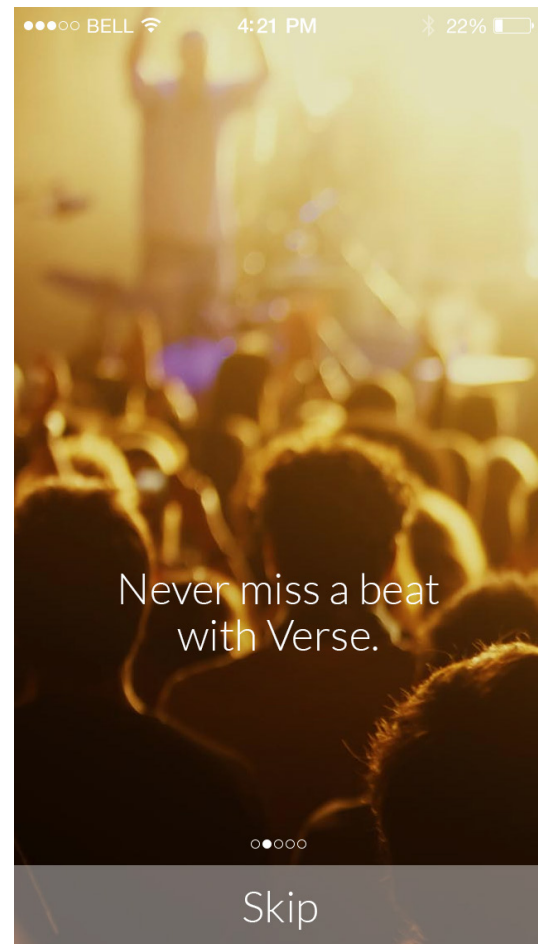


PAPER PROTOTYPES

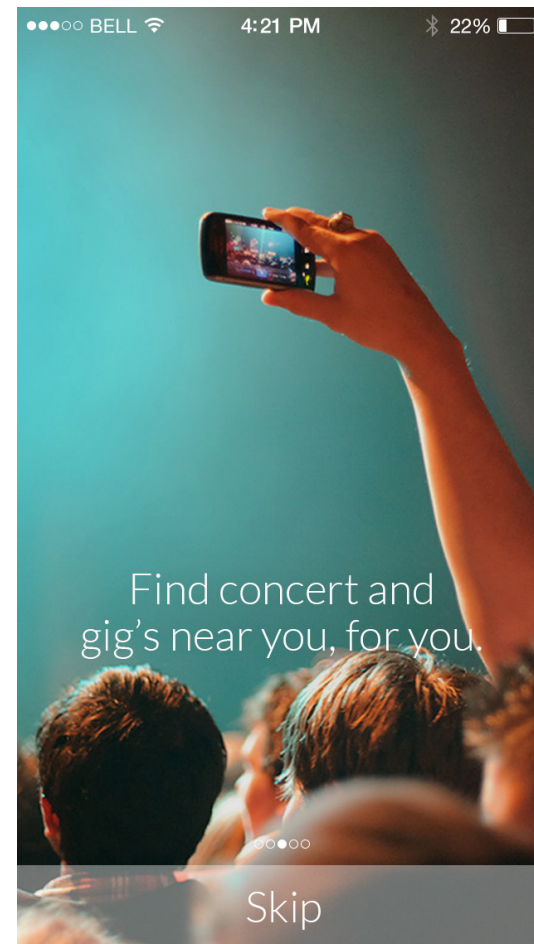
LAUNCH EXPERIENCE



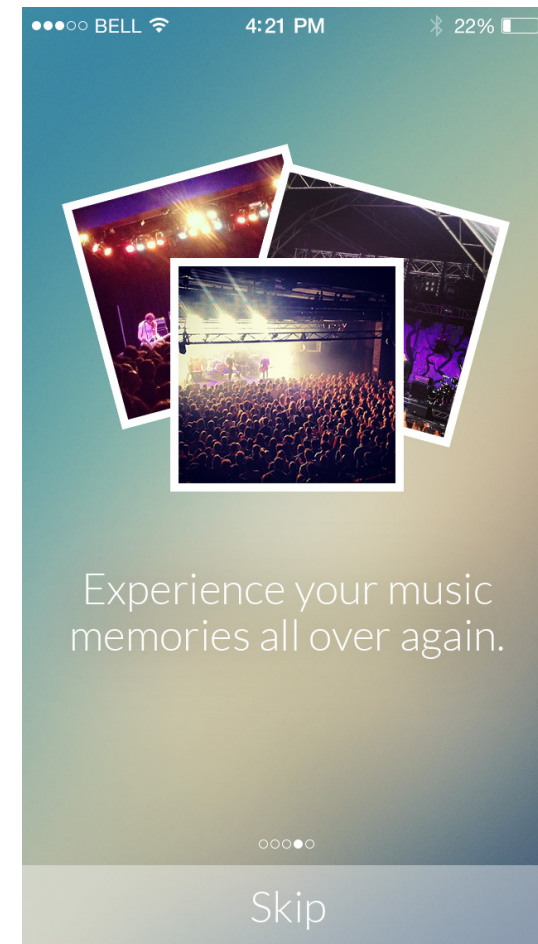
Welcoming the user to Verse, the user can skip or continue with on-boarding by swiping



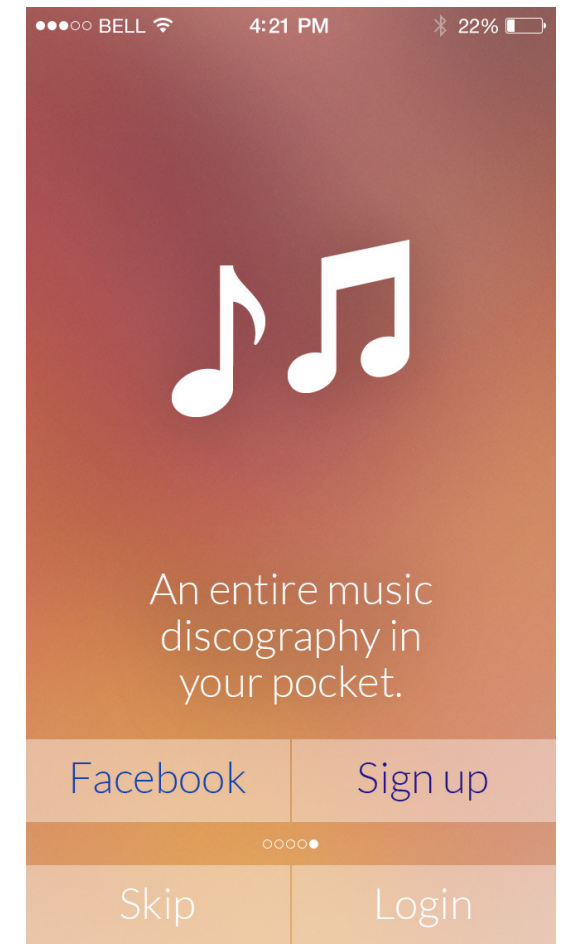
This screen has a brief description about never missing a concert



Letting the user know that the app wil find concerts near them just for them



Photos will be pulled in using instagrams, facebook and vines API so users can experience the concert again



A mix of telling the user that its a discography in your pocket and having the ability to sign up on the same screen

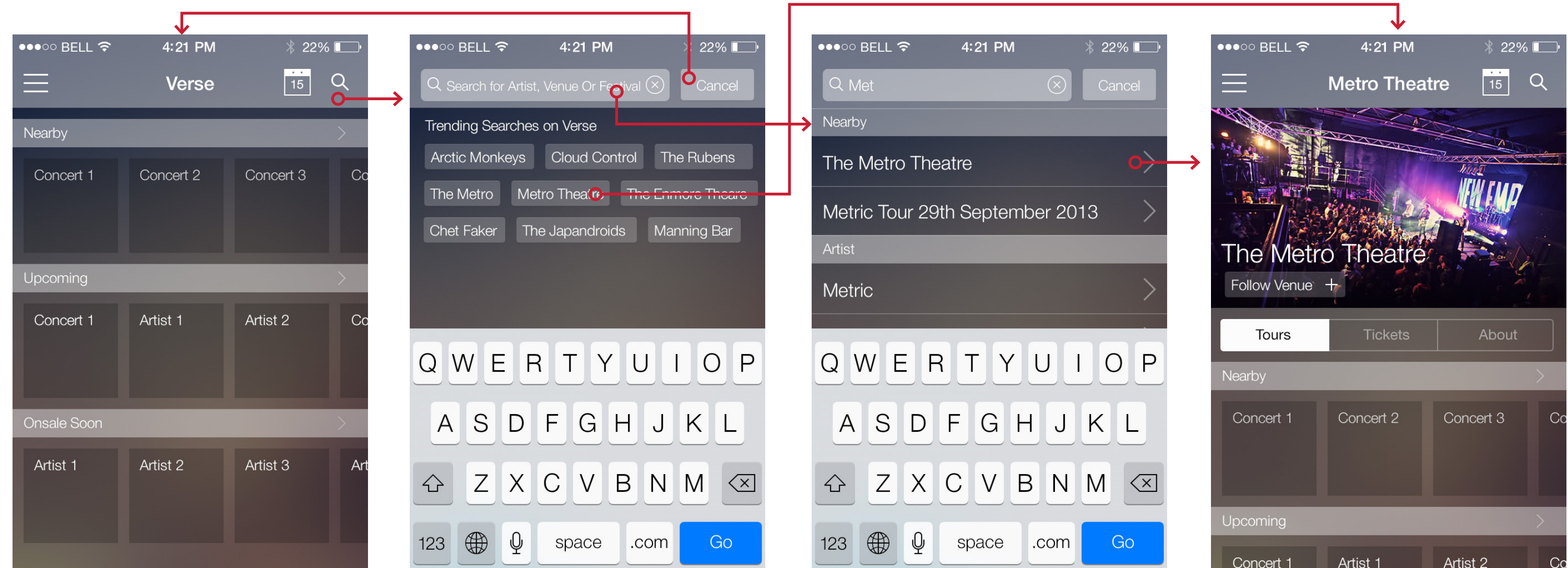
SEARCHING ON VERSE

Highlights of this paper prototyping were; Accelerators (which can speed up the searching process and put less of a load on servers), price, iconography and the possibility to change your location.



PAPER PROTOTYPES

SEARCHING ON VERSE



HOME PAGE

An overview of “Whats Happening” the user can browse by nearby, up coming and on sale soon.

SEARCH PAGE

User can search for an artist, venue or festival. Phase 2 will include songs and albums. Through the use of accelerators “Trending Searching” it will speed up the search process and there will be less load on the server.

PREDICTIVE SEARCH

Predictive search after 3 characters grouping into Nearby, Artists, Venues and Festivals.

RESULT PAGE

The result page, where the user can see what happening for that specific venue.

DESIGN

PATHS AND CORES

User Goals

- Find when concerts are on
- Location of those concerts
- Discover and learn about artists

Business Goals

- Gather analytics
- Share the app
- In app ticket purchasing (phase2)

Inward Path

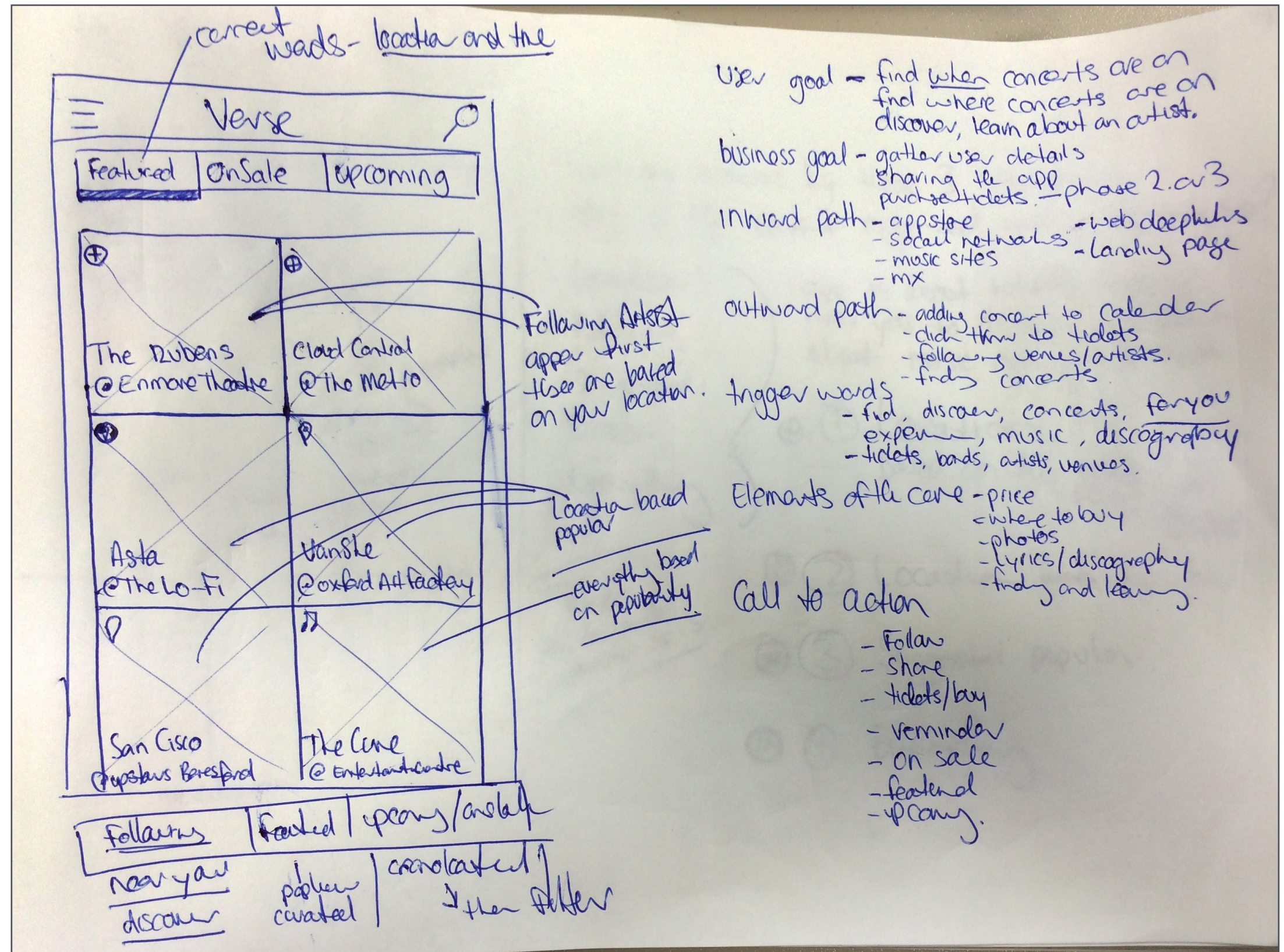
AppStore, Social Networks, Music sites, Web deeplinks, advertising and Verse landing page

Outward Path

- Add to calendar
- Click through to tickets
- Follow and artist/venue
- Finding concerts/content

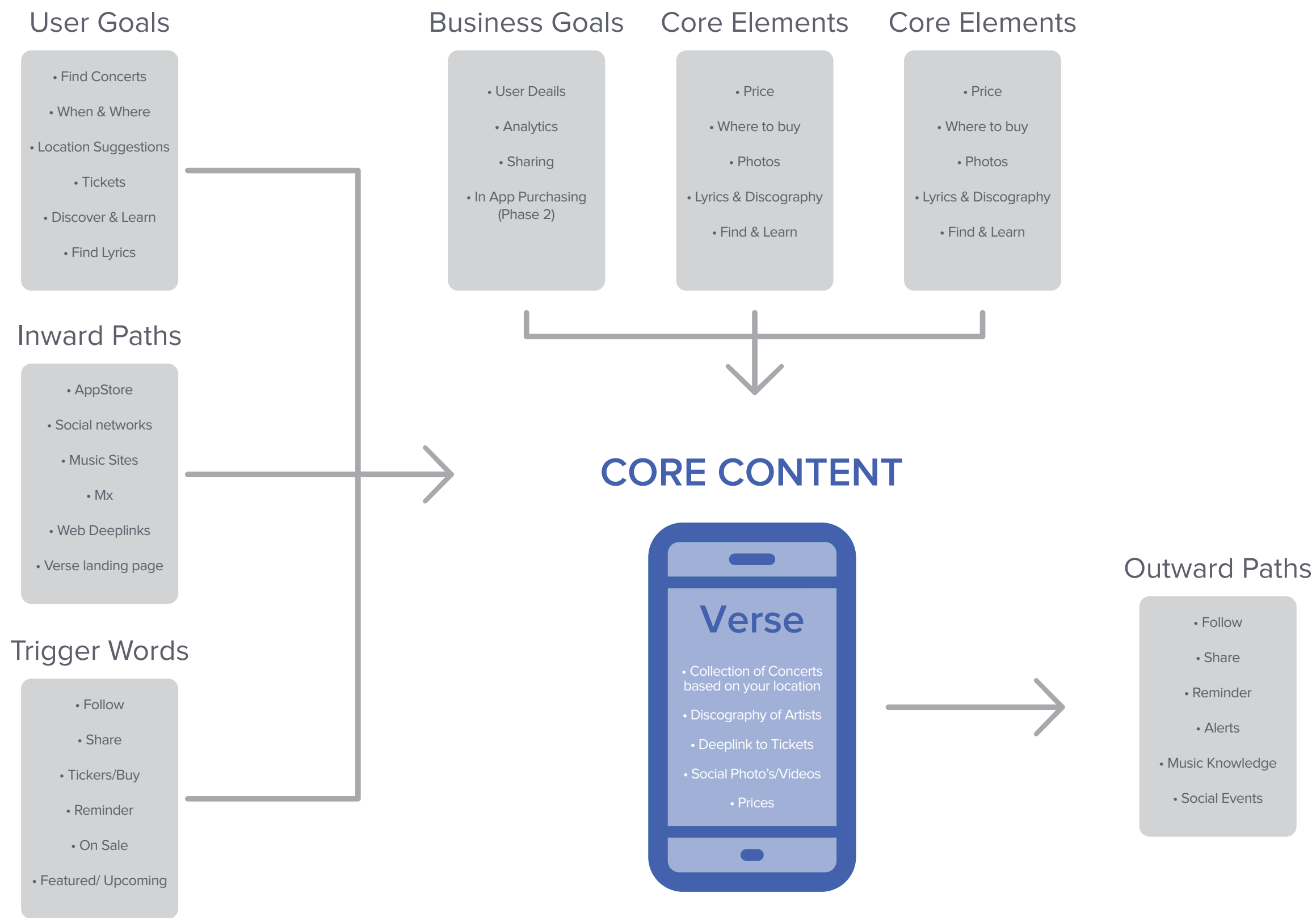
Core Elements

- Price
- Where to buy
- Discography
- Discover and learn about artists



PAPER PROTOTYPES

PATHS AND CORES



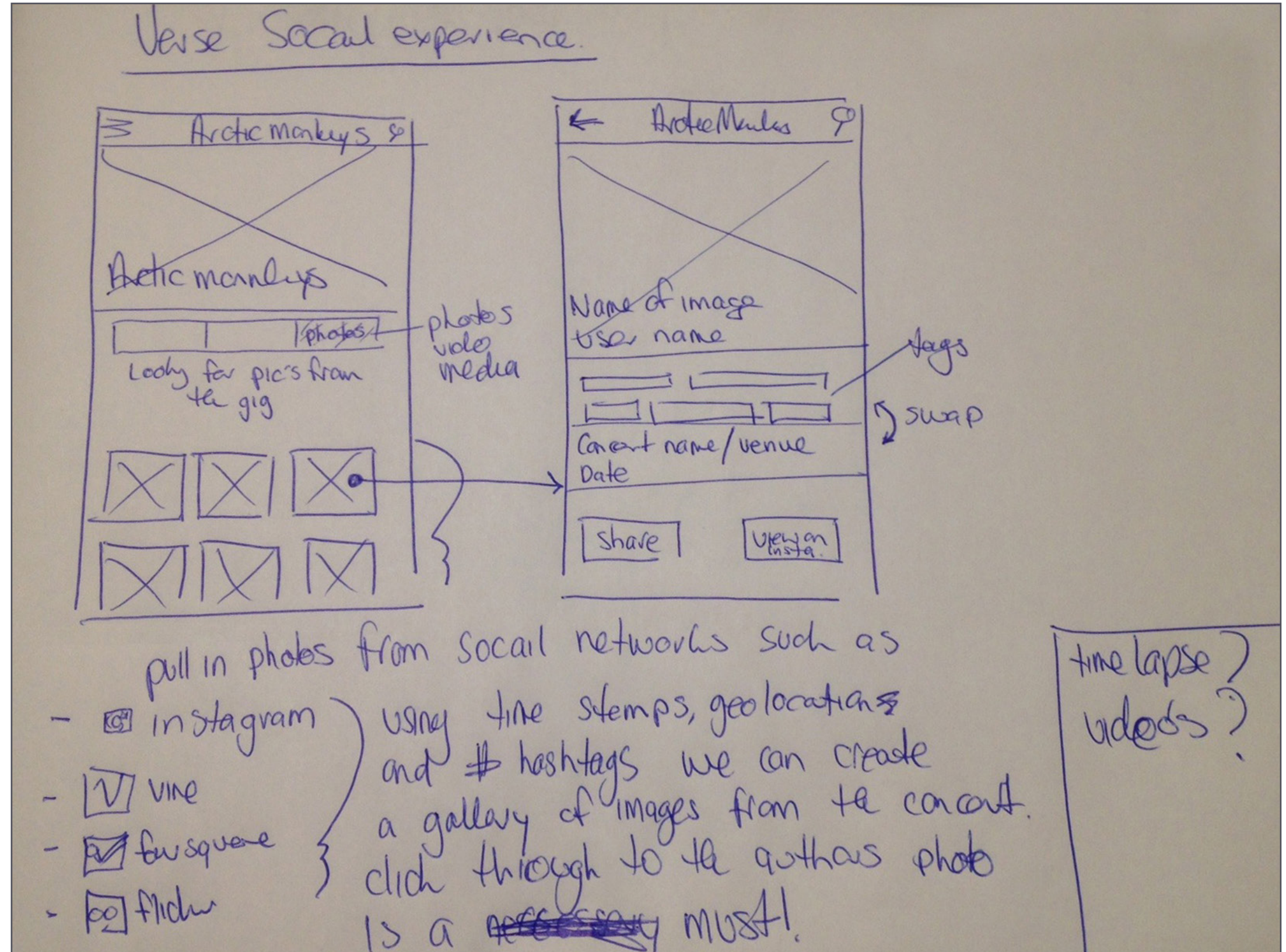
DESIGN

SOCIAL

Verse will be social through the use of sharing photos and videos that are posted on Instagram, Twitter, Vine and Facebook.

Through the use of geolocation, time stamps and hashtags. Verse can create a gallery based on a event at specific point in time and place.

Considerations are; cost to access these API's, credit to the author and deep linking to the app the content belongs too.



DESIGN

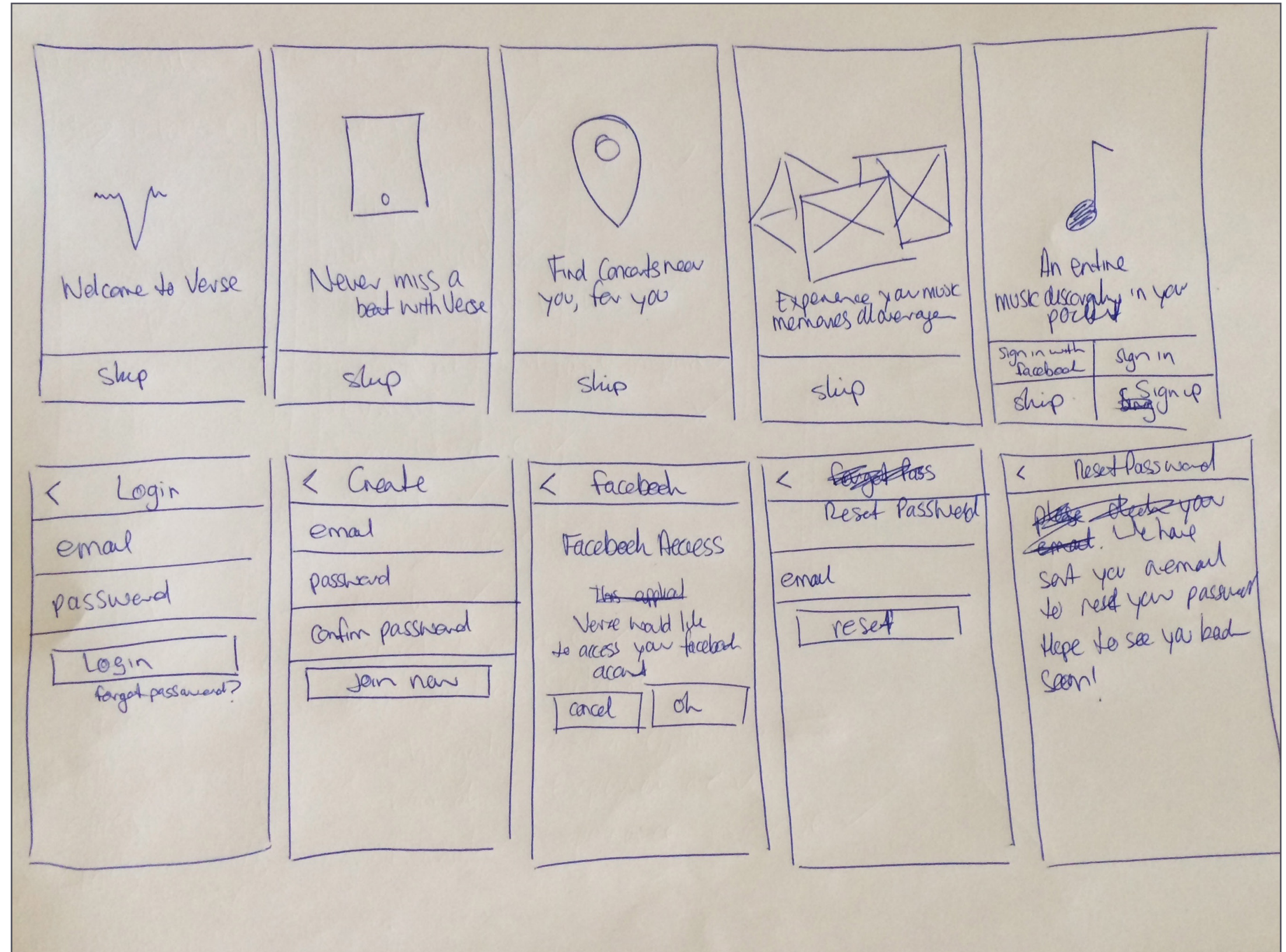
DESIGN

WIREFRAMING

Paper prototypes have been a huge help to me and a wonderful learning experience, as a digital designer, it's a nice change to be able to sketch and draw my thoughts out. Not only does it help save time but I was able to quickly generate a well thought out design. (With a few change of-course)

The pages you see to the right, are;

- Launch Experience
- Login
- Create an Account
- Social Network Access
- Reset Password

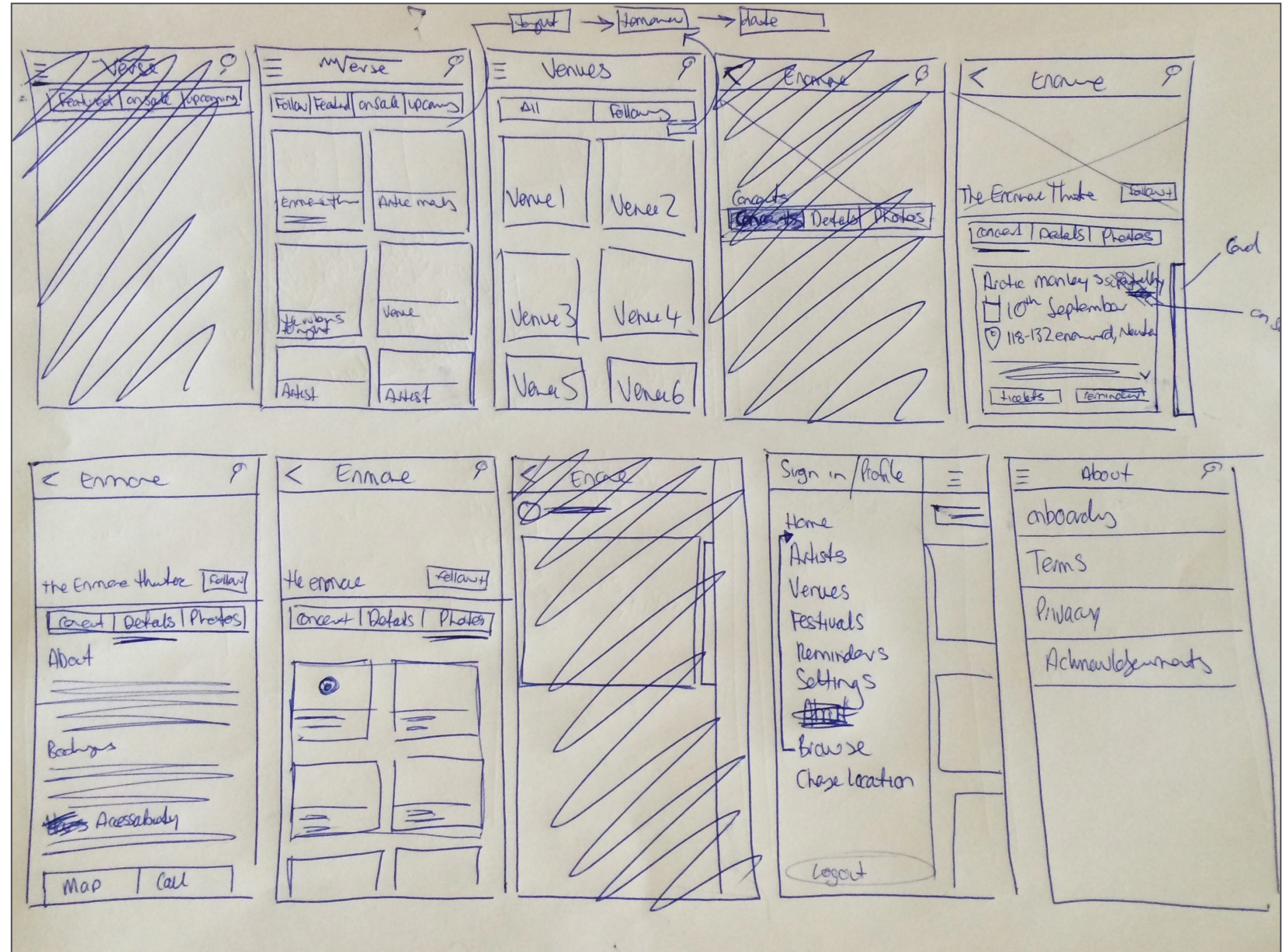


DESIGN

WIREFRAMING

The pages you see to the right, are;

- Home
- Venue listing
- Venue page
 - * Concerts
 - * Details
 - * Photos
- Side Menu

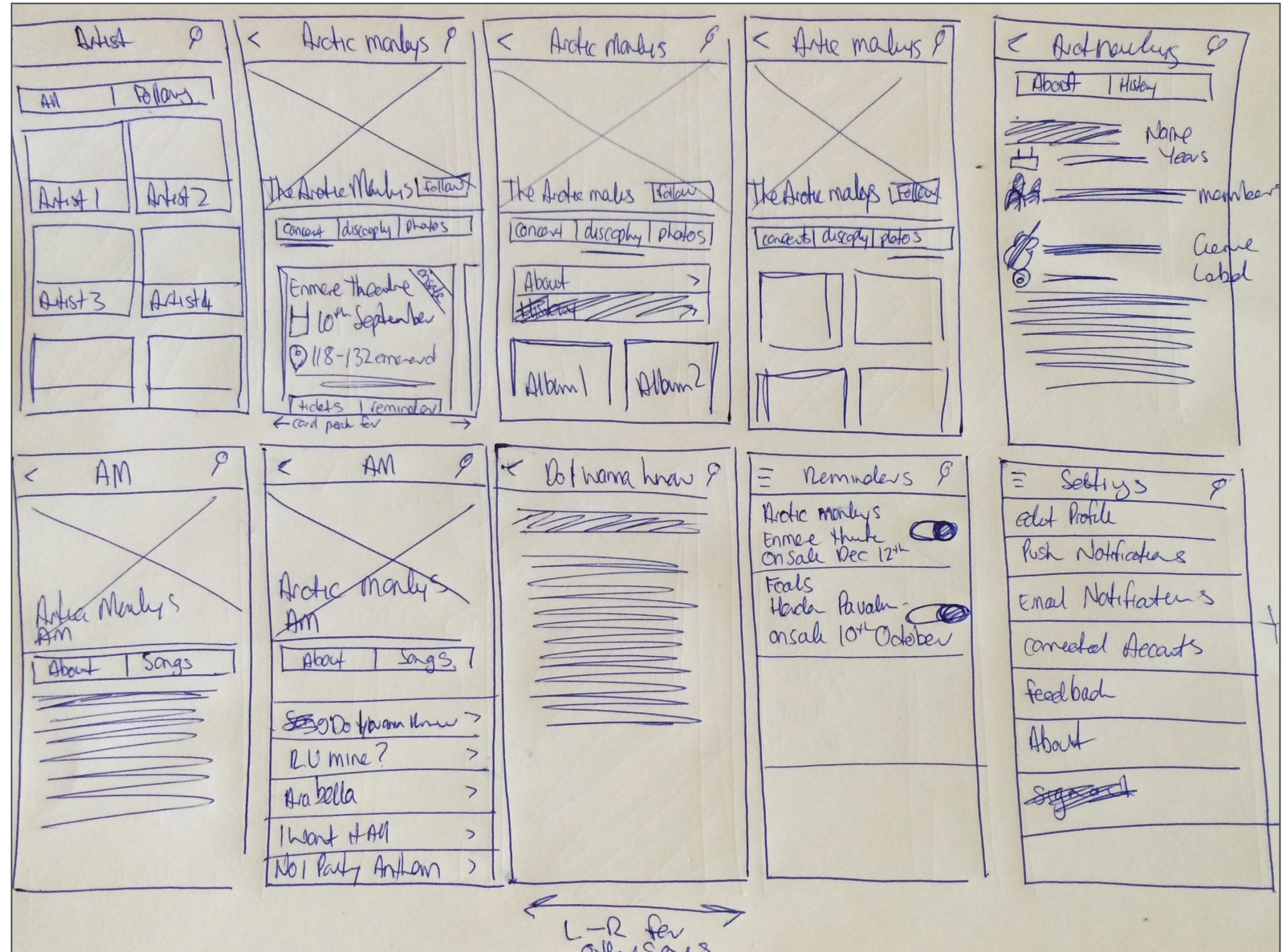


DESIGN

WIREFRAMING

The pages you see to the right, are;

- Artist listing
- Artist page
 - * Concerts
 - * Discography
 - * Photos
- Album page
 - * About the album
 - * Songs
 - * Lyrics
- Reminders
- Settings

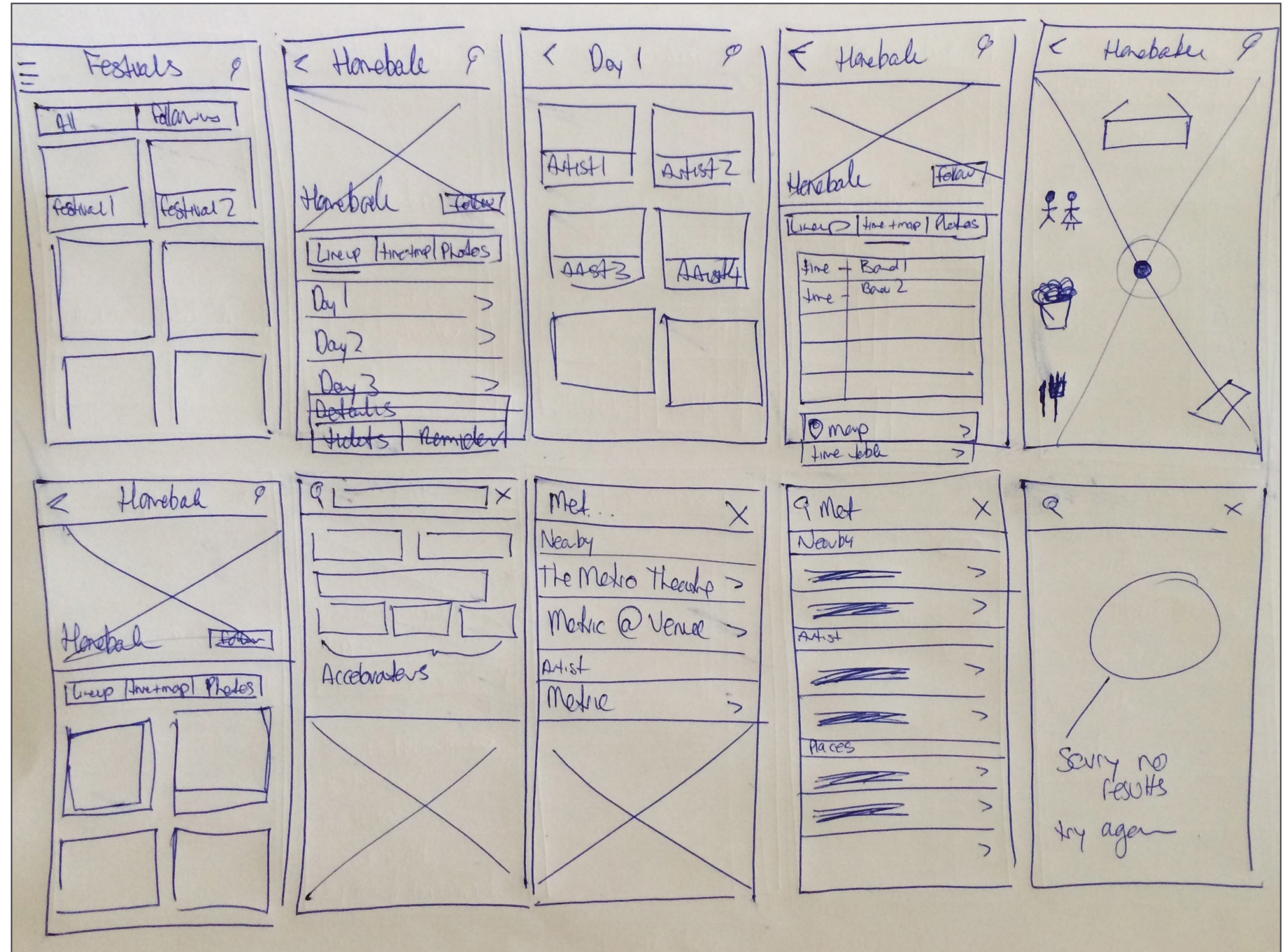


DESIGN

WIREFRAMING

The pages you see to the right, are;

- Festival listing
- Festival page
 - * Lineup
 - * Time and map
 - * Photos
- Search



DESIGN

USER FLOW



Note: This document has been upload seperatly

THE LOGO

THE LOGO

CREATING A BRAND

LOGO EXPLORATION

1 - Using music notes to build a keyline or silhouette of the city.

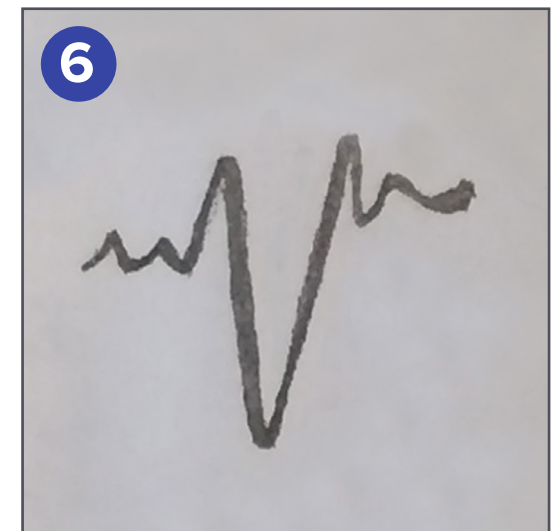
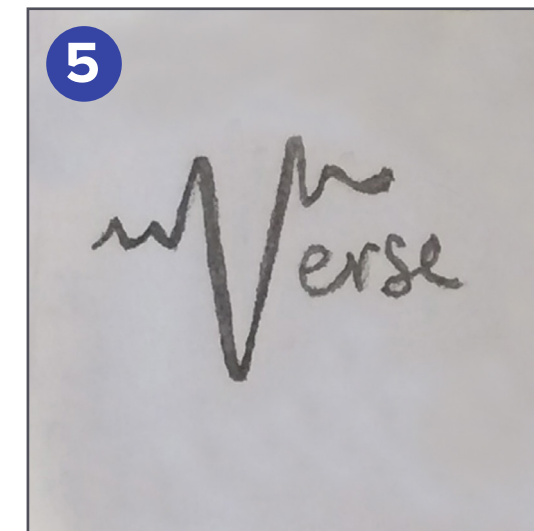
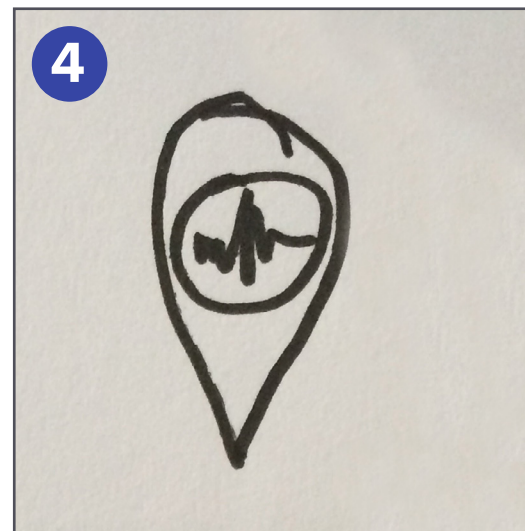
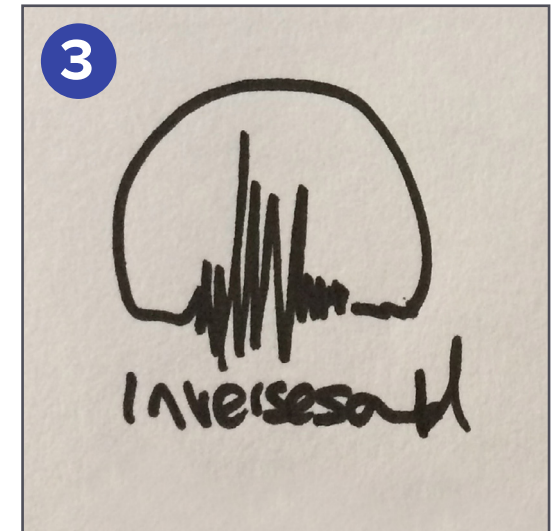
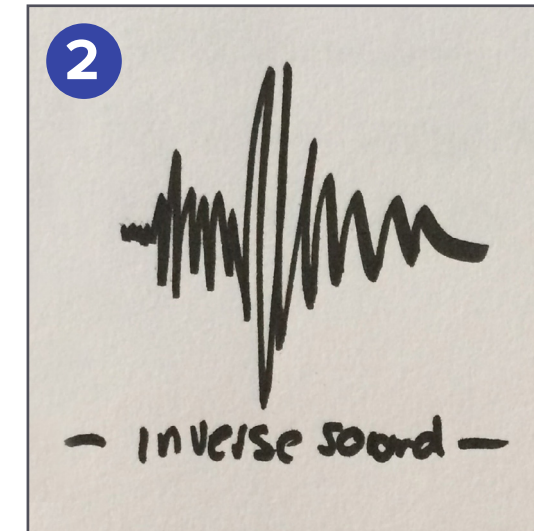
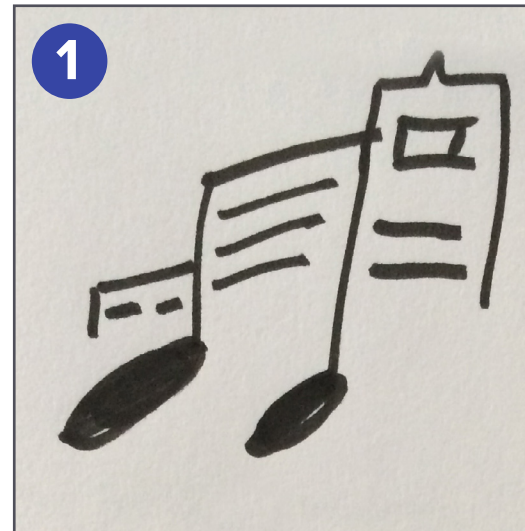
2 - Sound frequency over the same representing sound and excitement.

3 - Similar to logo 2, but joining the frequency up so the sound never stops.

4 - Drop pin which plays of the theme of find venues and concerts near you.

5 - Using the V or Verse and sound frequency.

6 - Simplifying logo 5 to just the V itself.



THE LOGO

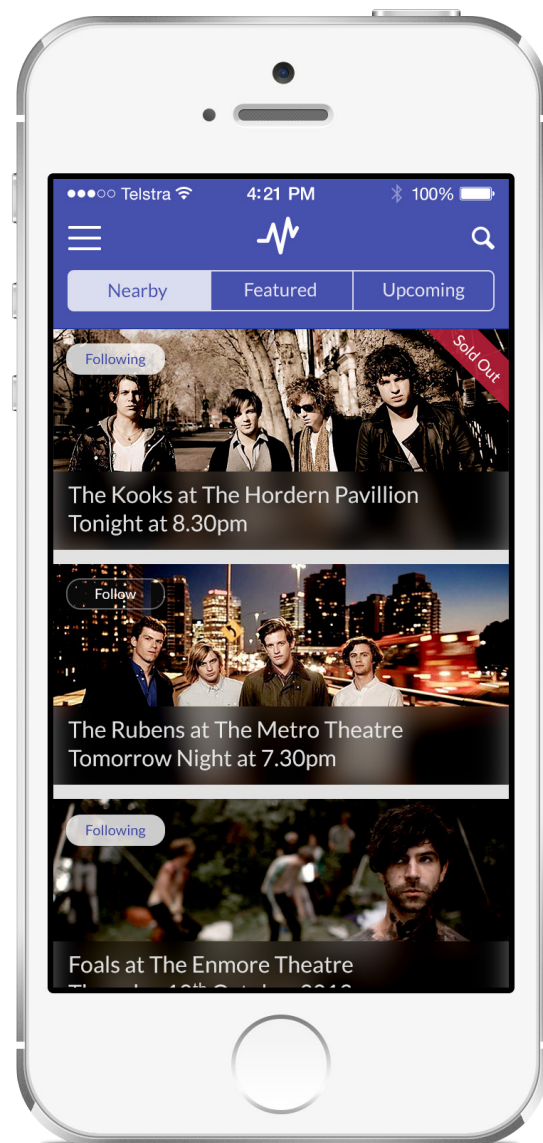
FINAL LOGO



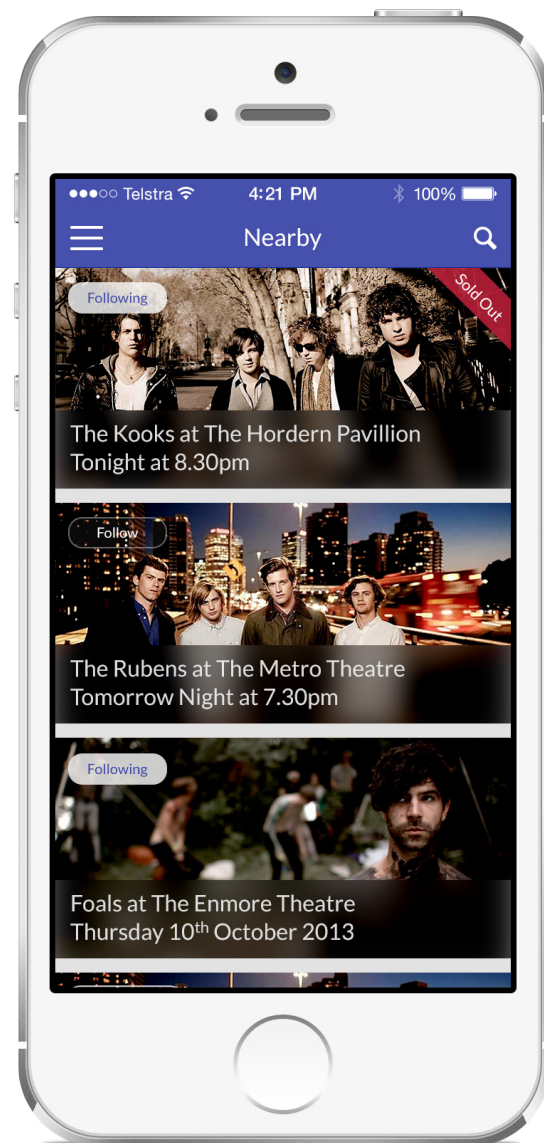
VISUAL EXPLORATION

VISUAL EXPLORATION

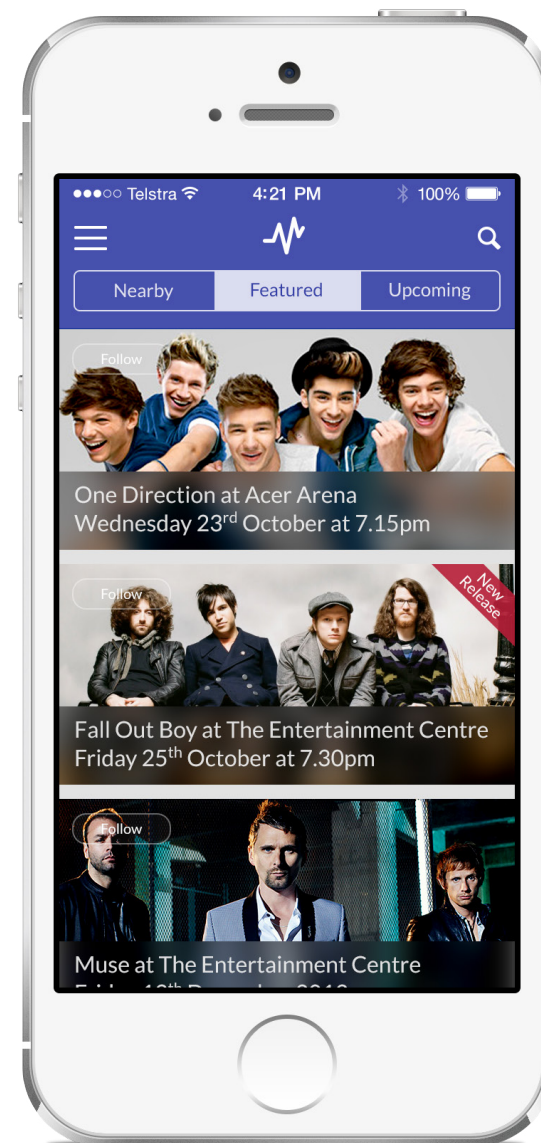
THE DESIGN



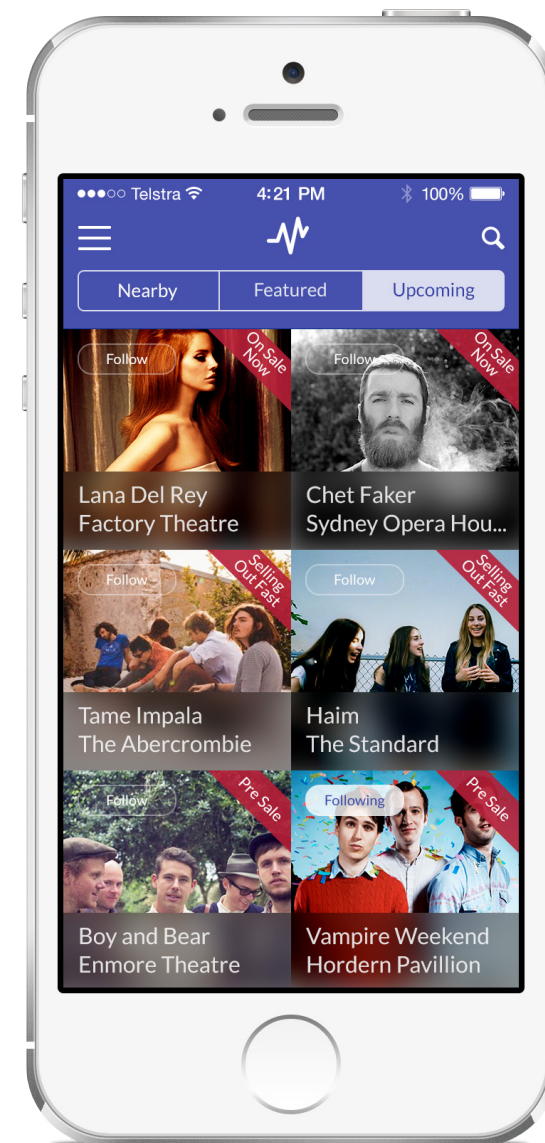
Nearby is the default landing page for the app.



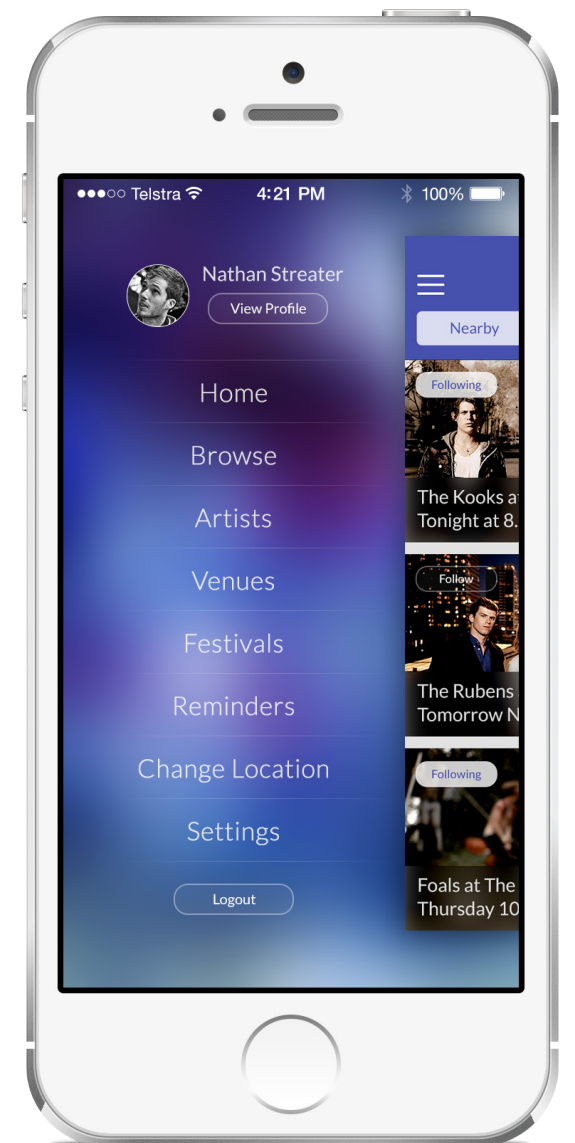
When the user scrolls nearby in the segmented controls will animate into the header.



Featured will include popular and advertising modules.



Upcoming is a list of all the concerts that fall under upcoming; on sale now, pre sale etc.



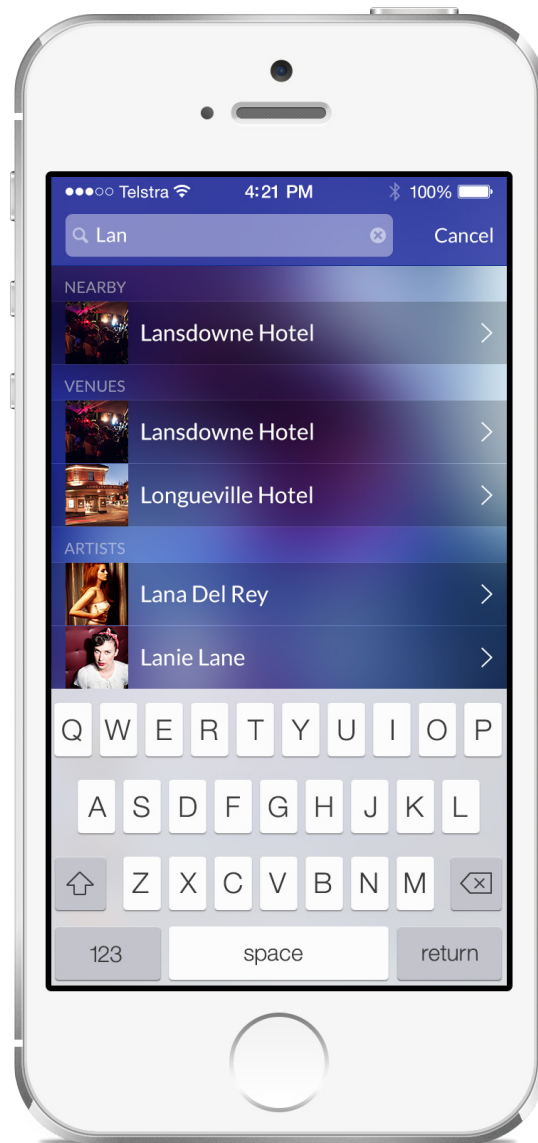
Side menu give quick access to the main parts of the app. iOS7 animation and parallax has been considered.

VISUAL EXPLORATION

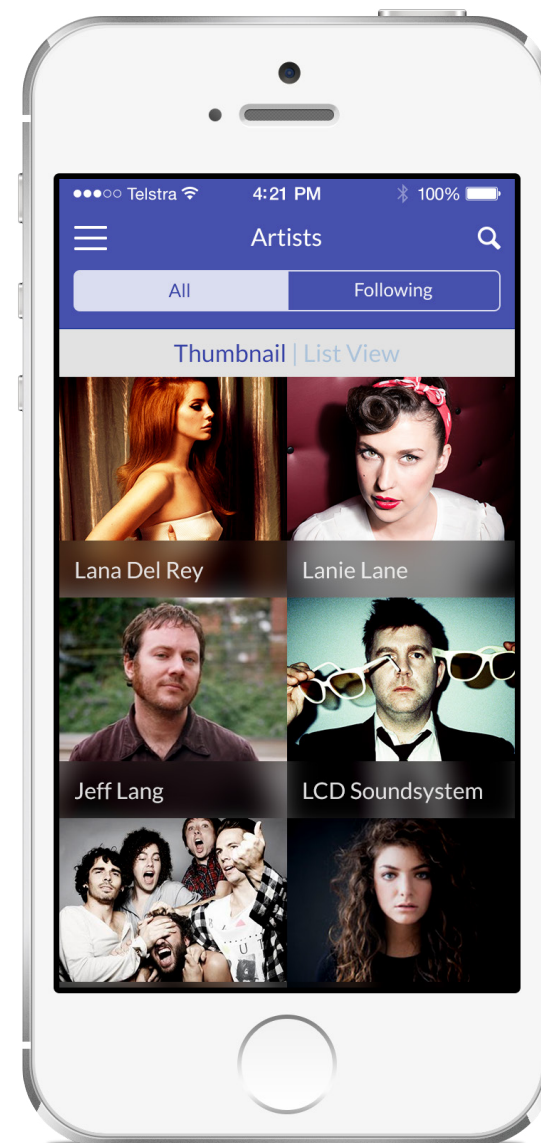
THE DESIGN



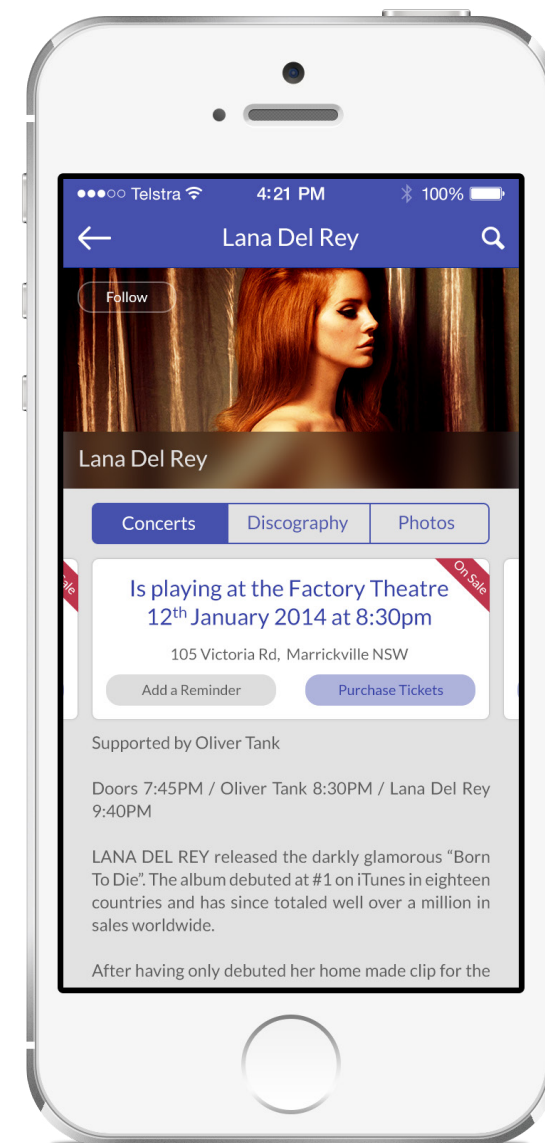
Search uses predictive search and accelerators to speed up the searching process and put less load on the servers.



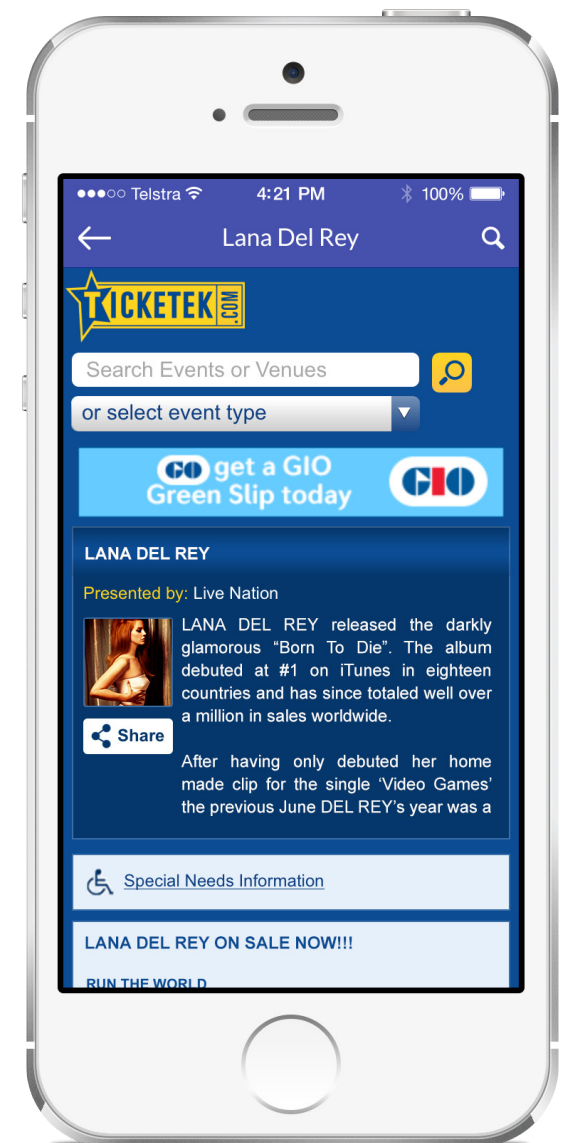
Predictive results will be categorized into nearby, venues, artists and festivals.



Artist page is a listing of all artists.



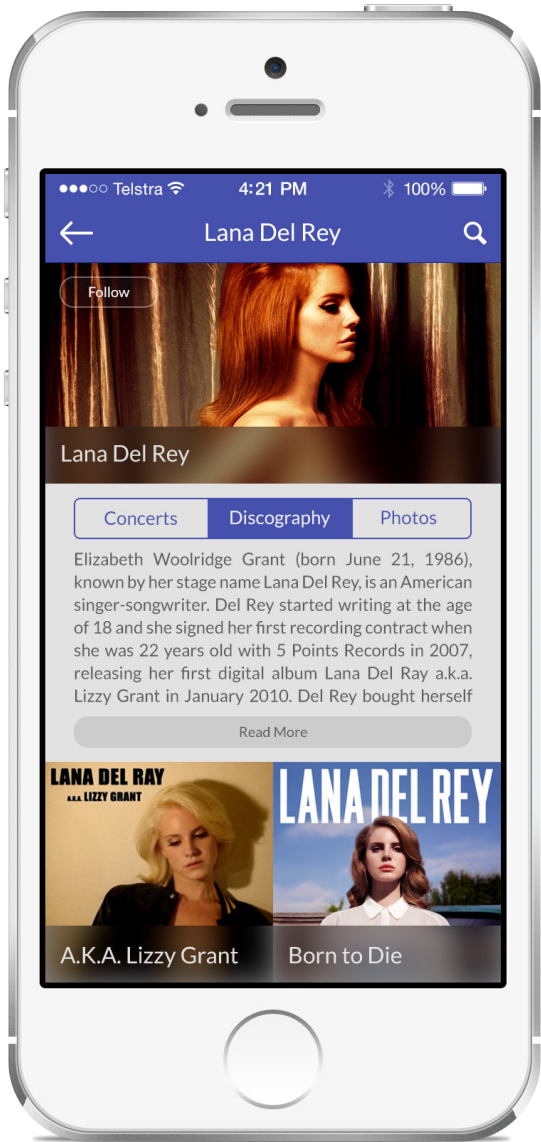
Artist page will show the concert that is relevant to your location, peaks have been used to suggest a swiping gestures is possible to access more content.



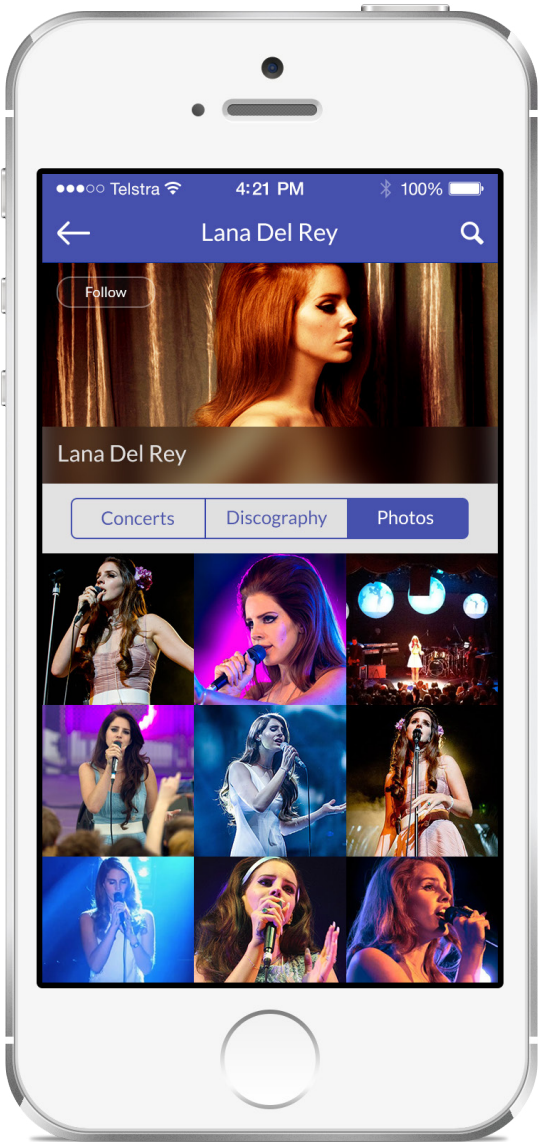
Web view will be activated when the user taps purchase tickets. This is a Phase 1 solution.

VISUAL EXPLORATION

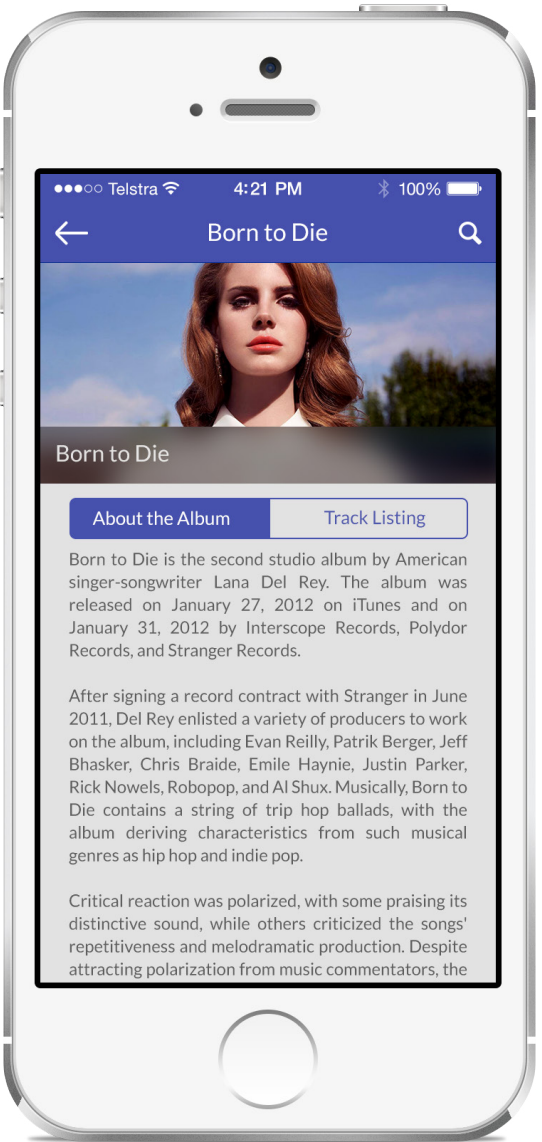
THE DESIGN



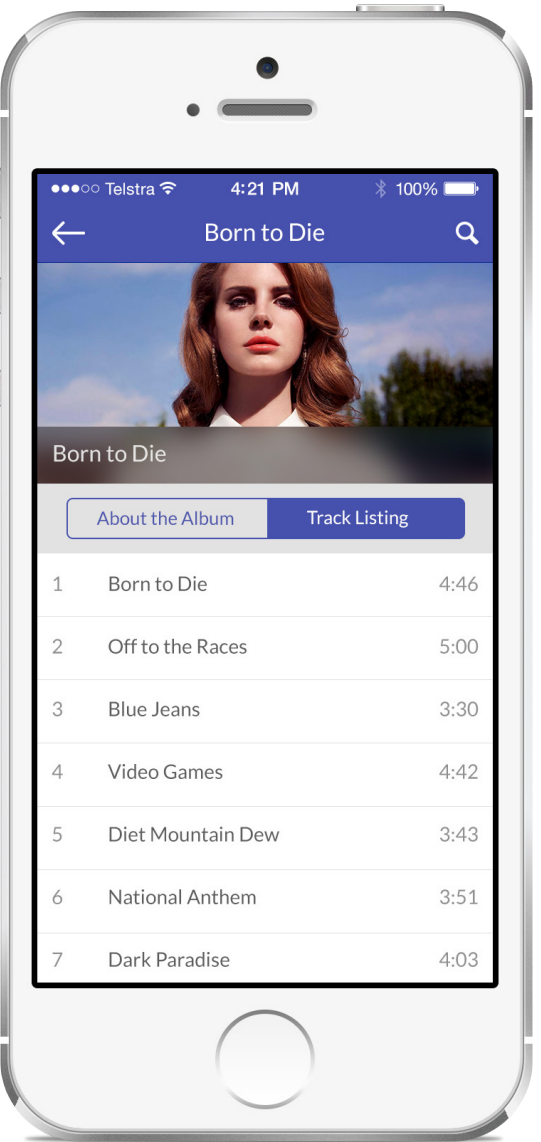
This page will show case the artists discography, albums and singles.



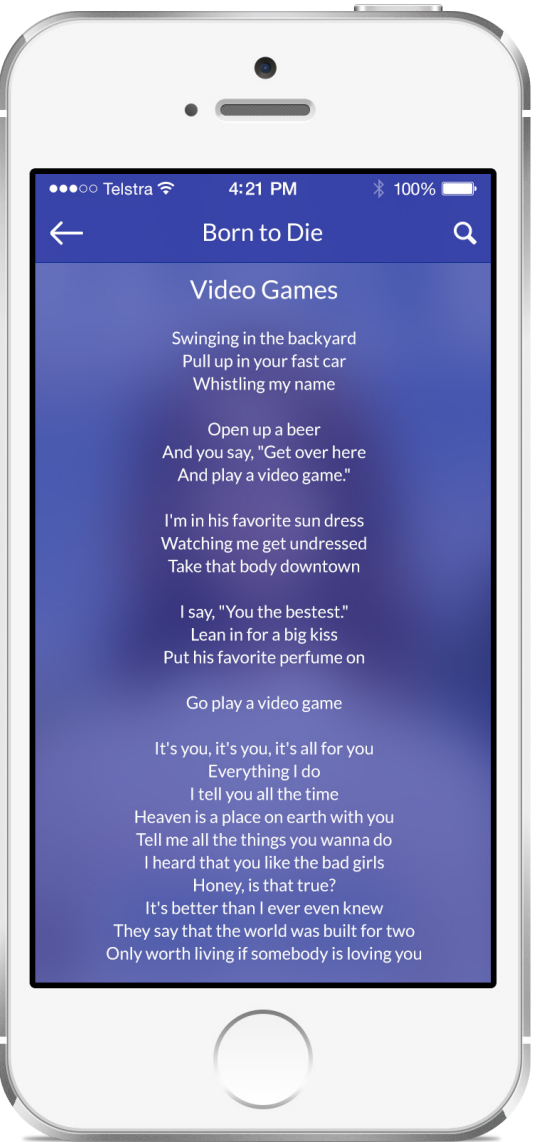
Photos will leverage other social networks API's to create a gallery of images through the use of geo location, time stamps and hashtags.



This page will show case details about the album.



Track listing of the album.



Lyric page.

THANK YOU