

EVENT PROJECT: STAGE I

THE TORONTO FRINGE FESTIVAL

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Interaction Design 2: Navigation
February 5th, 2014

SYNOPSIS

THE TORONTO FRINGE FESTIVAL

THERE'S SOMETHING FOR EVERYONE!

This app will be your official guide to Toronto's largest theatre festival. Designed with the theatre enthusiast in mind, you will have access to features like schedules, play listings, fan ratings and maps. You can even purchase your tickets on here!

The goal is to help you navigate the festival with ease, and to enhance your experience with a user-friendly interface. You will have the choice to make your own favourite show listings, and also share your pics at the festival with other theatre buffs like yourself. All this and more at your fingertips.

ETHNOGRAPHIC STUDY

RESEARCH SITE: YOUNG CENTRE FOR THE PERFORMING ARTS, TORONTO, ON
TIME: 8:00 PM, ON A FRIDAY NIGHT

The Young Centre houses the Soulpepper theatre company and the George Brown Theatre School. Soulpepper is renowned for its dedication to presenting classic plays. The theatre company has had many successful Fringe Festival hits remounted as their seasonal mainstay. The Young Centre is located in the Distillery District.

NATURAL SETTING

- Many people entering the Distillery District have asked for directions to the theatre.
- Numerous people are in the lobby and café checking their phones while waiting for the show to start.
- Students from the Theatre School are taking pictures of each other with their playbill.
- The baristas seem to know some of the patrons by name.
- Others are striking up conversations about their favourite past shows, and their thoughts on the play.
- A few people are lined up at the ticket counter trying to purchase last minute tickets.
- The demographic for this particular show varies from young to old (perhaps 20 – 60 years-old).

HOLISM

- Patrons who were alone or were left alone when a friend stepped out, all seeked their phone as “company.” This happened often, which further confirms that humans are, indeed, creatures of habit. We like sticking to a certain pattern of behaviour because it becomes routine.
- The individuals I noticed on their phones were either checking their facebook, email or voicemail. This constant need to stay plugged-in, demonstrates that humans crave socialization.
- People are more apt to engage with each other within a shared experience. For instance, the patrons waiting in line were quite talkative but once they left the line to use their phone they went back to ignoring each other.

DESCRIPTIVE

- Many people came in and went straight to the washroom, or ask for directions to the washroom. Probably due in part because the play is over 2 hours long.
- Food and coffee seemed to play a big role in encouraging social interactions, and phone checking. Many people bought a pastry and a drink while waiting for the show to start.
- Once in the theatre, I noticed many turning off their phones or feverishly texting to get every last minute of use from their phone until the show starts.

ETHNOGRAPHIC STUDY

INTERVIEWS WERE CONDUCTED WITH PATRONS, JENNIFER & RENEE,
THEY ARE STUDENTS AT GEORGE BROWN THEATRE SCHOOL.

POINT OF VIEW

- Theatre patrons seem to be friendly and talkative. Although there is space around the lobby, I believe they huddle in the middle of the centre to engage with each other.
- Those on their phones seem to be using it strictly for utilitarian tasks, such as calling a cab, browsing the web to kill time or checking emails.
- People walk with a purpose, they know where they have to be and at what time. Older patrons who are lost rely on strangers for directions. While younger patrons frequently check their phones. Although I suspect they are simply on their phones to look busy.

INTERVIEW 1: JENNIFER

- **What is your go to app when you're at a festival?**

"Instagram! I like taking a ton of pics at festivals to preserve memories."

- **Which app do you use first when you're at a festival?**

"The first thing I check is facebook, and then foursquare, I want to see who else is there."

INTERVIEW 2: RENEE

- **What do you do to kill time before a show starts?**

"If I'm waiting for my friends I usually just check my phone. I also check Twitter or play Angry Birds."

- **If you're at a festival, at what time are you most likely to check your phone?**

"Probably if I'm meeting up with friends, to check the time, or if I'm looking for directions to go somewhere."

RESULTS

- My app needs to be designed with user-friendly go to features in mind. People will most likely only be using the app to get what they need then log off. They want to engage with others at the festival.
- Theatre patrons love sharing their thoughts on the plays they've seen. I should implement a star rating system on the listed productions of the day.
- I was surprised to see the number of people taking pictures. Perhaps I should include a photo taking feature where users can upload pics with their playbill to highlight the most popular play of the day.

AFFORDANCES

PROCEDURAL

- Users will be able to scroll through the schedules, and get the option to tap to purchase tickets or learn more about the play.
- If interested in only a few shows, users will be presented with the option to add those show to their list of favourites.

PARTICIPATORY

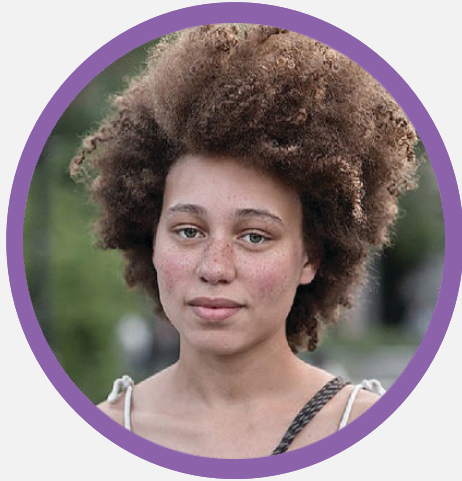
- My app will allow users to rate the plays they've seen through the use of a star rating system.
- Users will be able to take photos and share their pics as part of the daily festival photo theme.

ENCYCLOPEDIA

- My app will be the go to source for lists of theatre productions, venues and play synopsis.
- Most importantly, users will be provided with a lists of show times and schedules.

SPATIAL

- Icons on the homepage will be given spacial qualities, for example, a star for favourites and a calendar for schedules.
- Content will be organized neatly, by order of importance and with the use of columns and rows.



THE ACTRESS

"I'M AN ASPIRING ACTRESS AND I LOVE ALL THINGS THEATRE. I NEED AN APP THAT WILL LET ME GET AS MUCH AS I CAN OUT OF THE FRINGE FESTIVAL."

- Age: 23
- Toronto, ON, native
- Student at George Brown Theatre School
- Sees a new indie play every month
- Is an avid theatre book reader
- Is a member of an acting troupe
- Works part-time as a theatre usher

GOALS

- Would like to discover as many new plays as possible
- Hopes to meet other theatre enthusiasts
- Wants to learn more about the festival and its opportunities
- To get involved with the local arts community
- To use her phone as festival life line

CONCERNS & FRUSTRATIONS

- Worried that she won't make it to her scheduled plays on time
- Concerned about getting lost on her way to the venues
- Dislikes apps that are too busy and cumbersome to use

NEEDS & KEY FEATURES

- "I hate apps that require me to sign up. I just want to be able to search for what I need with no fuss."
- "I need an app that lets me know where I have to be and at what time."
- "I like reading people's reviews and star ratings. So I want to share my feedback with others as well."

FREQUENTLY USED APPS

- Facebook
- Instagram
- Google Maps
- Yelp

AARON LEVY



THE WRITER

"I NEED A VALUABLE & RESOURCEFUL APP THAT WILL ENSURE A PRODUCTIVE DAY AT THE FESTIVAL."

- Age: 32
- Resides in Hamilton, ON
- Writes and produces indie plays
- Theatre buff that's always in the know about the latest shows
- Is very tech savvy, he's heavily involved in social media

GOALS

- Networking, hopes to work with new emerging talent
- To discover new plays and performance space
- To get in and around the festival with ease
- Hopes to manage his time accordingly
- Plans to see as many plays as he can in a day

CONCERNS & FRUSTRATIONS

- One of his biggest pet peeves is crashing & non-responsive apps
- Doesn't live in Toronto, he's worried about getting lost
- Requires up-to-date information. He finds it irritating when apps aren't frequently updated.

NEEDS & KEY FEATURES

"I'd like to be able to purchase show tickets on the app to avoid long lineups."

"I want the ability to join festival conversations on social media."

"I need to easily plan my schedule around the shows I want to see."

FREQUENTLY USED APPS

- Twitter
- Clear Scheduler
- Facebook
- Gmail

HELEN LIU



THE CRITIC

"I'M NEW TO THE APP WORLD. I NEED A RELIABLE & USER-FRIENDLY APP THAT LET'S ME NAVIGATE THE FRINGE FESTIVAL WITH EASE."

- Age: 46
- Resides in Etobicoke, ON
- Arts & Life columnist for the National Post
- Mother-of-two
- Enjoys photography as a hobby
- Recently switched to an iPhone from a Blackberry
- Just started to use the app features on her phone

GOALS

- Find family friendly shows
- To stay plugged in to all the latest news at the festival
- Use mobile apps without having to ask daughter for help
- Use additional app features that will improve her experience at the festival

CONCERNS & FRUSTRATIONS

- Doesn't want to spend her time at the festival fiddling on her phone trying to figure out how to use an app
- Dislikes unintuitive and complex apps
- Finds content-heavy apps overwhelming

NEEDS & KEY FEATURES

"I need a user friendly app that allows me to access content swiftly."

"I love photography. It would be great to share fun themed photos with friends."

"I want to be able to browse festival productions to get a quick synopsis of the play I plan to see."

FREQUENTLY USED APPS

- Mail
- Google Maps
- Flickr
- Weather

SCENARIOS



NAYA



AARON



HELEN

BOTH PLAYS START AT THE SAME TIME...

Naya has arrived at the theatre with her friend and they see posters for two shows that look interesting. However, both plays start at the same time and they can't decide which one they should go see. Not a problem! She taps the Fringe app, and types in the name of the shows, then compares the star ratings for both plays. Play #1 has five stars, while play #2 has 1. They confidently go purchase tickets for play #1. Phew that was a close call.

15 MINUTES TILL SHOW TIME...

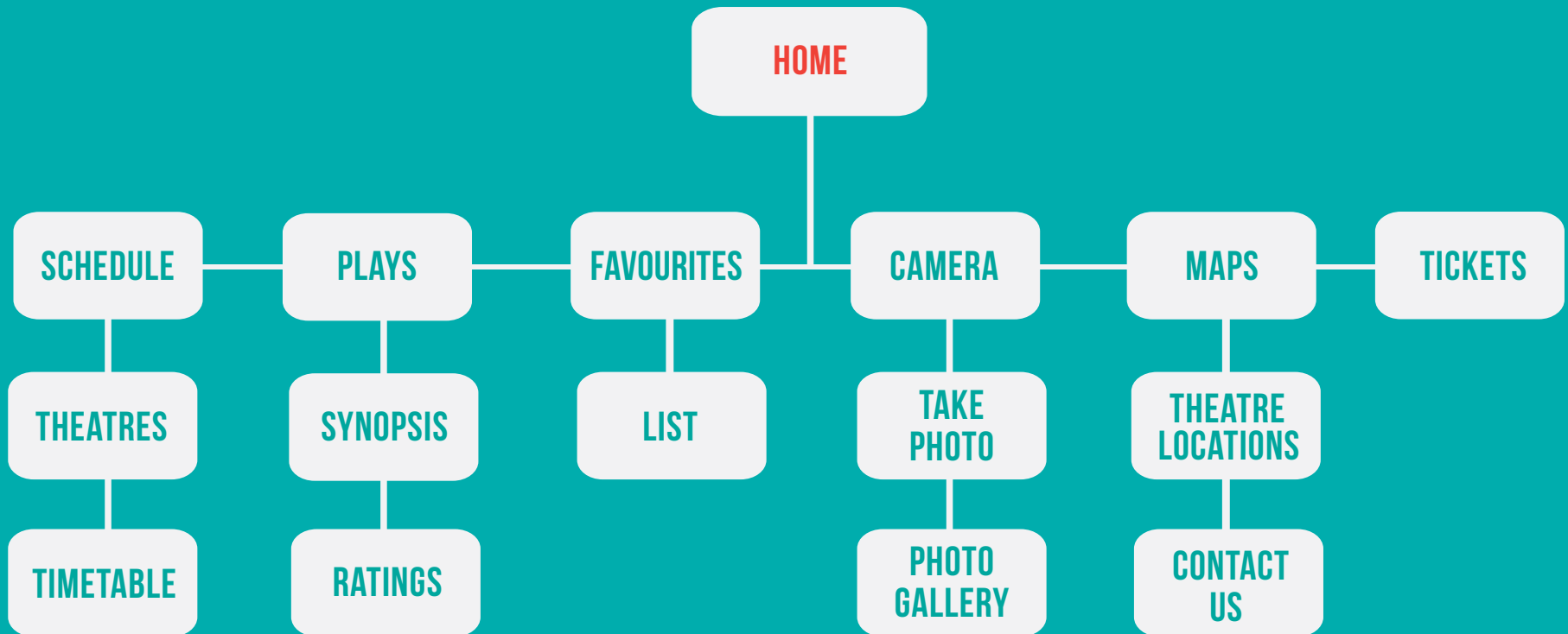
Aaron is checking his Fringe app to see the list of plays scheduled at the nearest theatre. He sees one play that catches his interest, however, there's 15 minutes till show time and there's a long line of people at the ticket booth. Not to fret! He simply taps purchase now on the app and then presents his digital ticket off his phone to the usher and now he's sitting front row in the theatre with 5 minutes to spare!

SHE HAS NO IDEA WHAT'S PLAYING...

Helen was in the neighbourhood with her two teenage daughters and decided to drop by the festival, she has no idea what's playing. Her oldest daughter wants to see a play about romance while her youngest wants to see a comedic play. No worries! She pulls out her phone and taps her trusty Fringe app, then scrolls through the list of shows by genre and finds a romantic comedic play! She reads the synopsis to her daughters and gets the O.K, now they're off for a night of laughs and awws.

SITEMAP

TORONTO FRINGE FESTIVAL

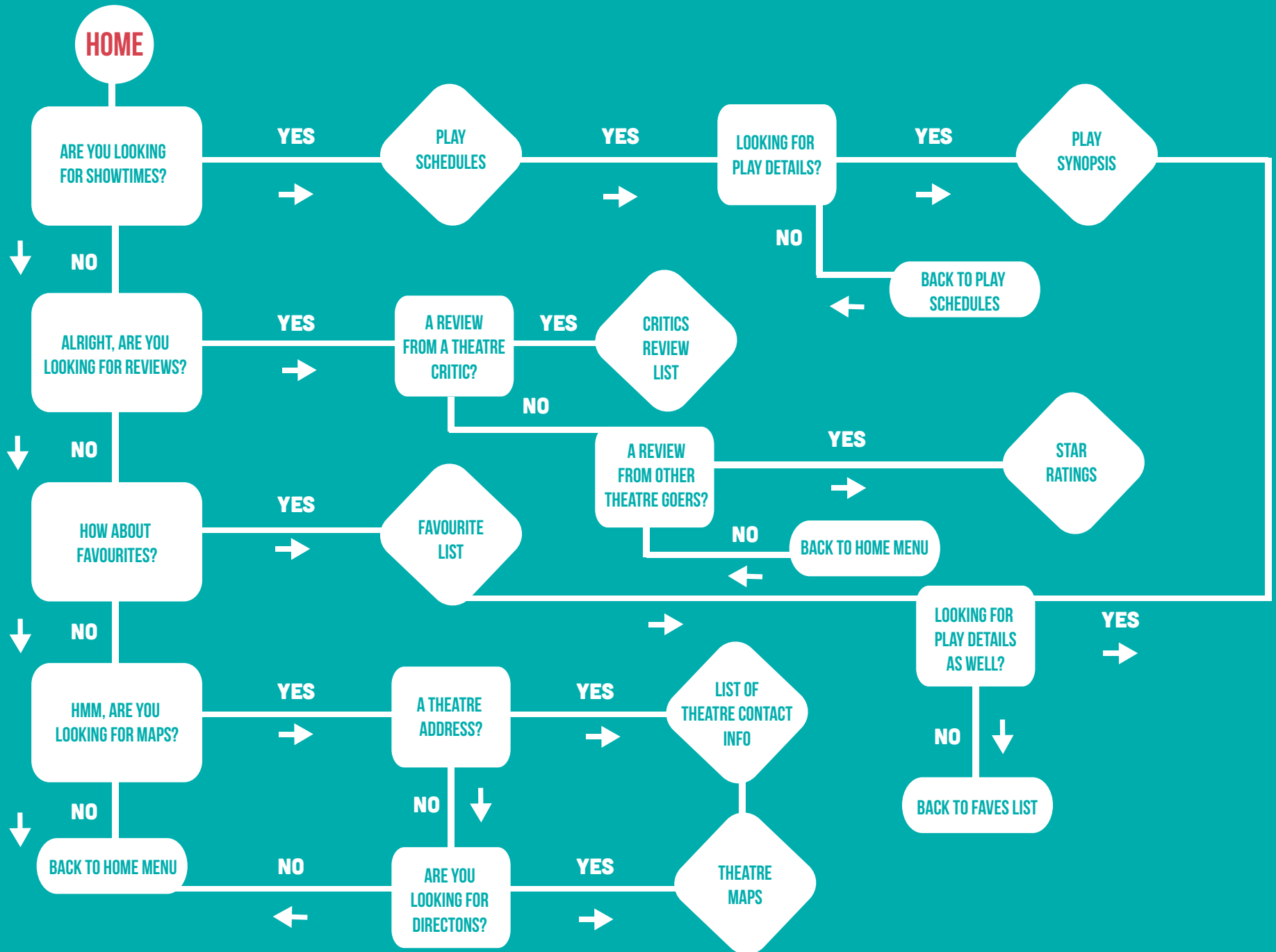


EVENT PROJECT: STAGE 2

**THE TORONTO
FRINGE
FESTIVAL**

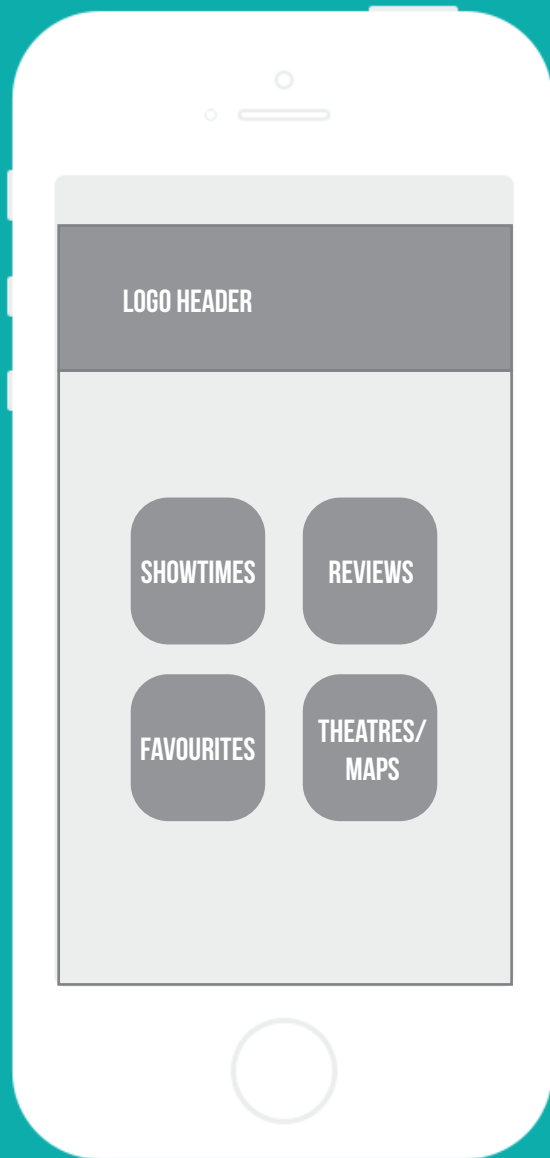
**HARRISSON JOSEPH
INTERFACE DESIGN 2
MARCH 25TH, 2014**

FLOWCHART

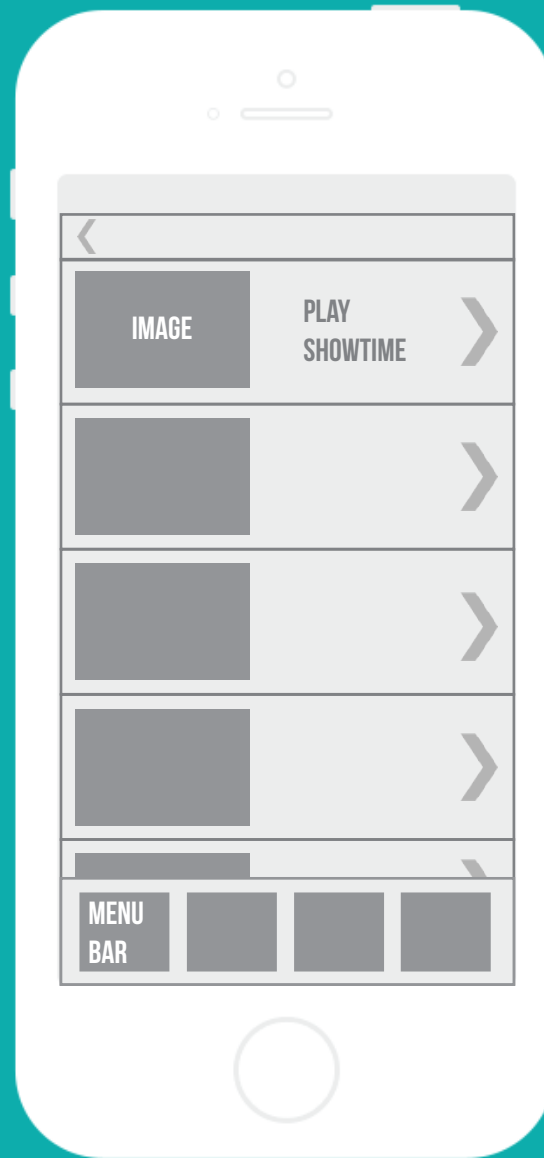


WIREFRAMES

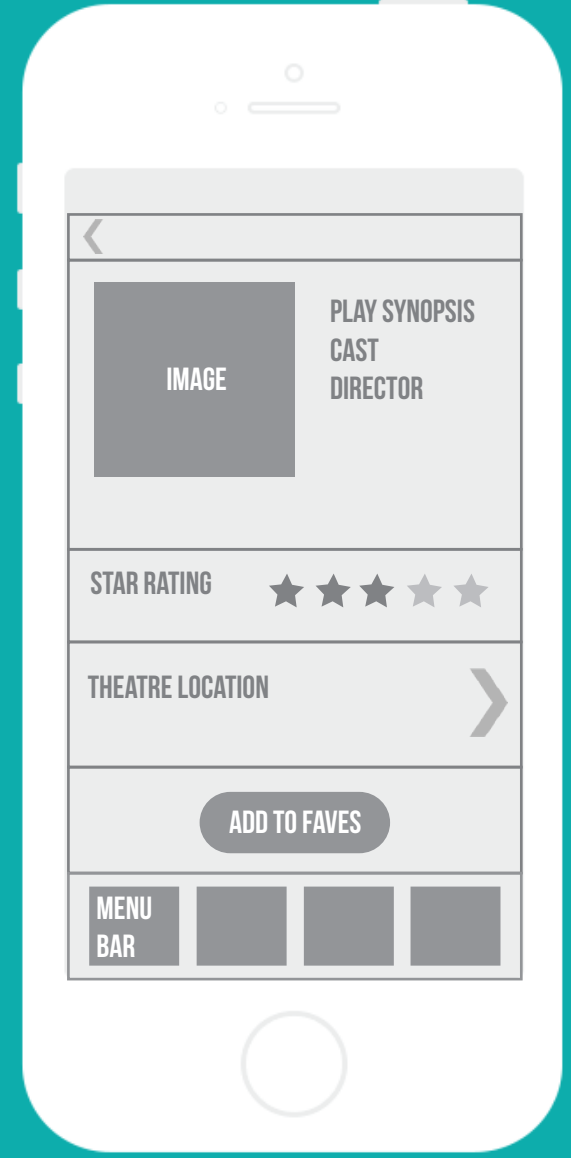
HOME MENU



SHOWTIMES

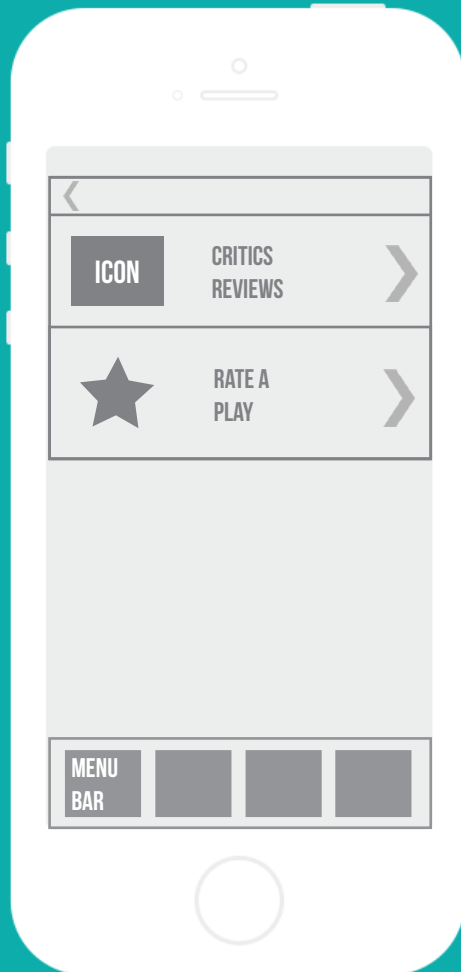


PLAY DETAILS

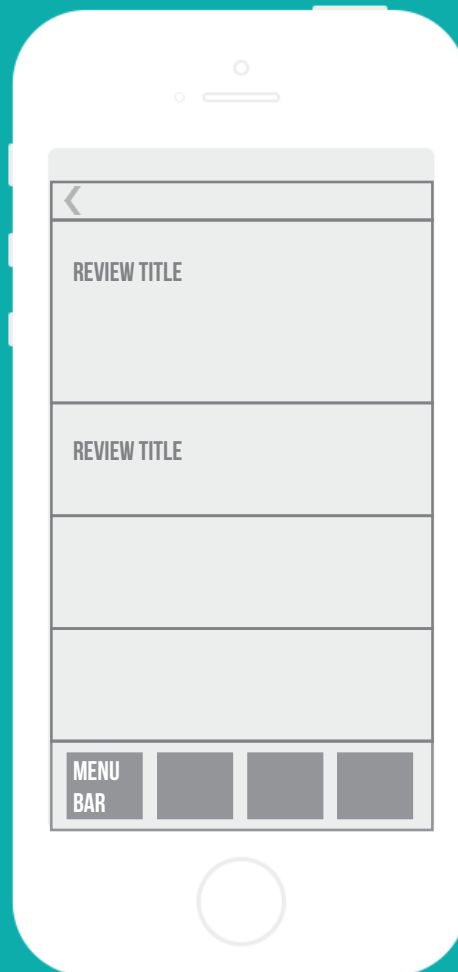


WIREFRAMES

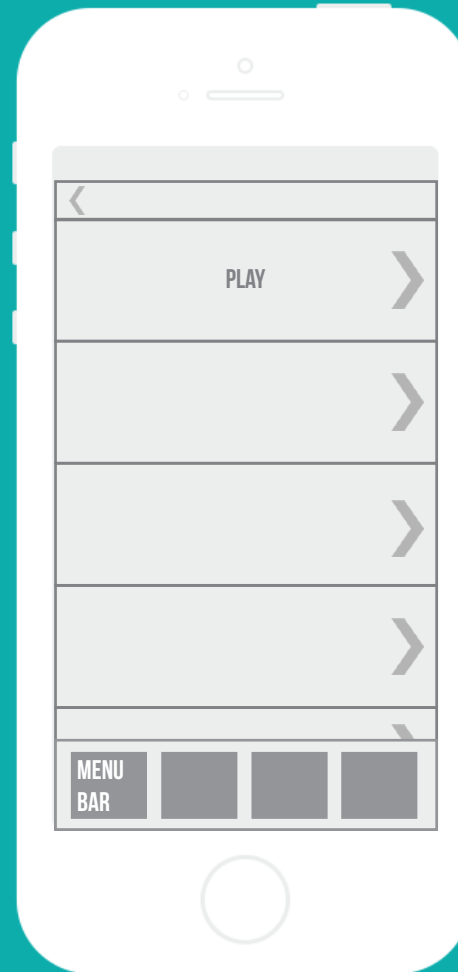
REVIEWS



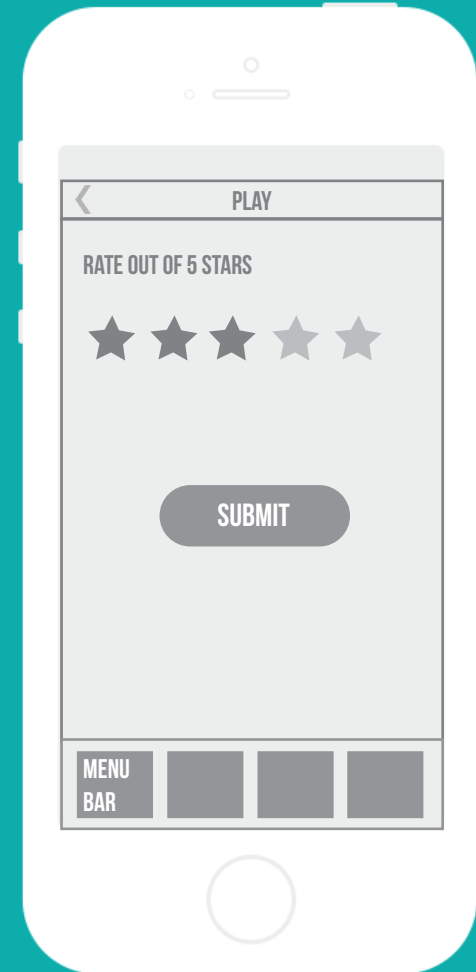
CRITIC REVIEWS



RATE A PLAY

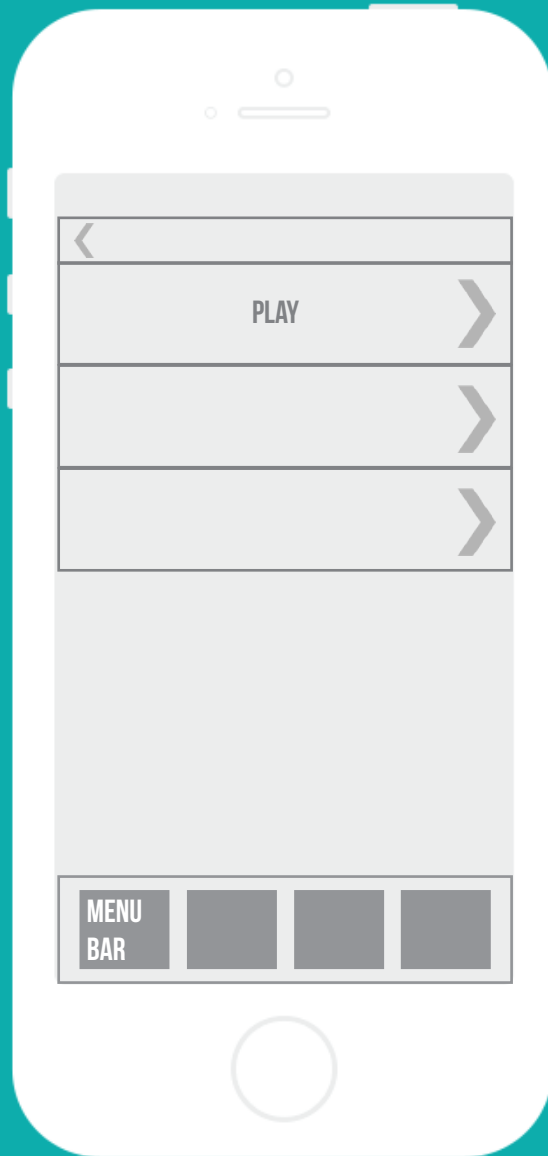


RATING

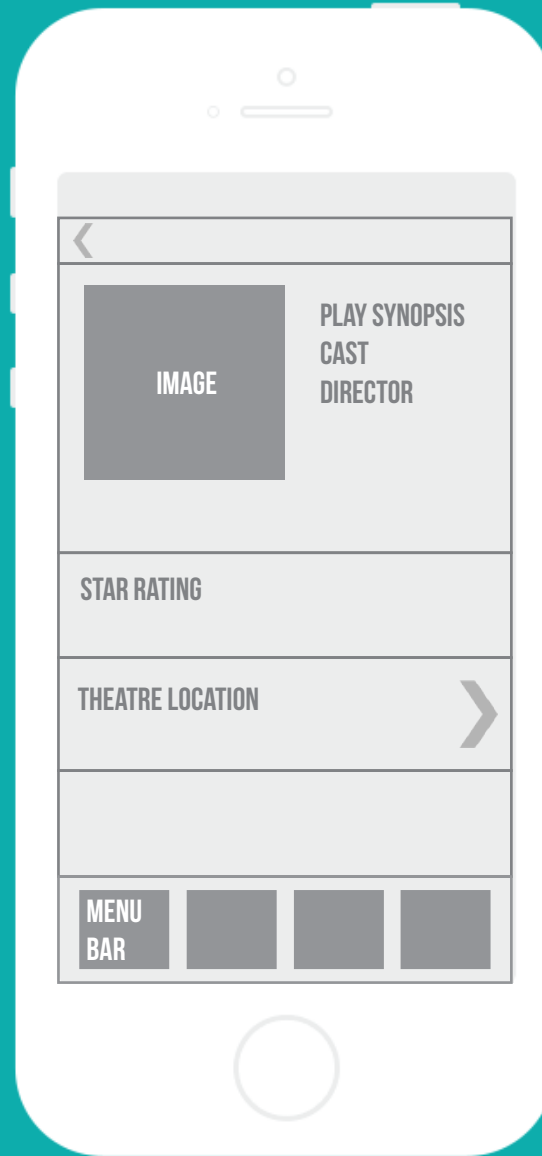


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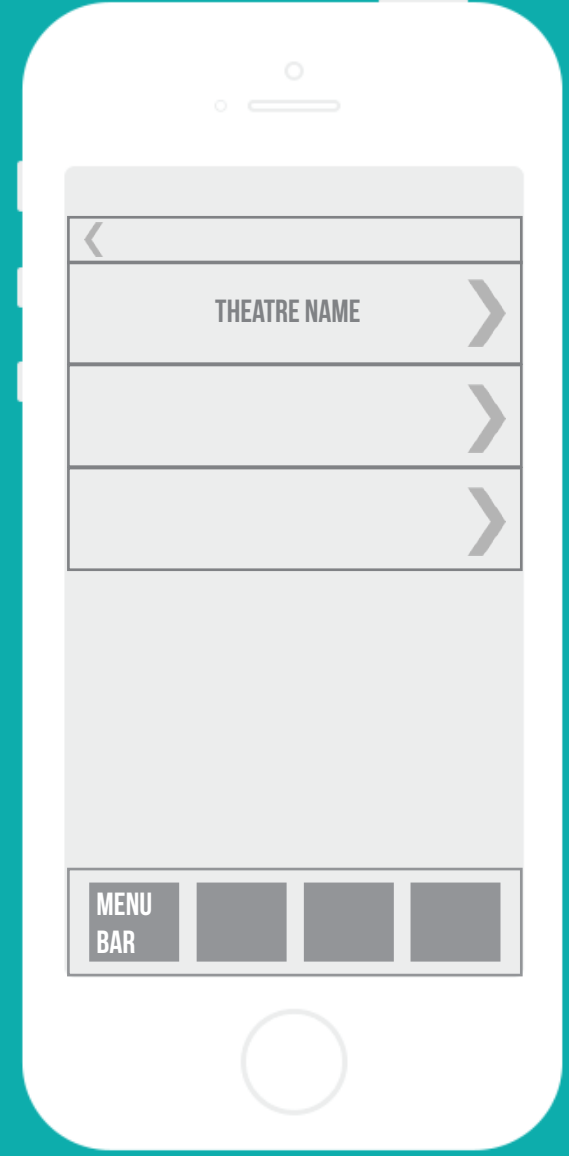
FAVOURITES



FAVOURITES DETAILS

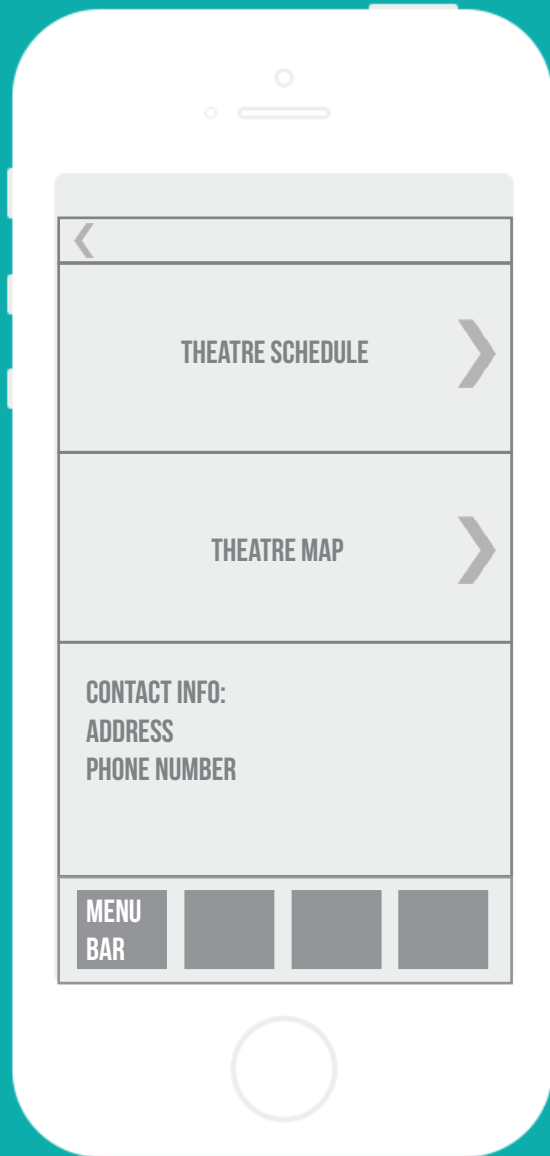


THEATRES

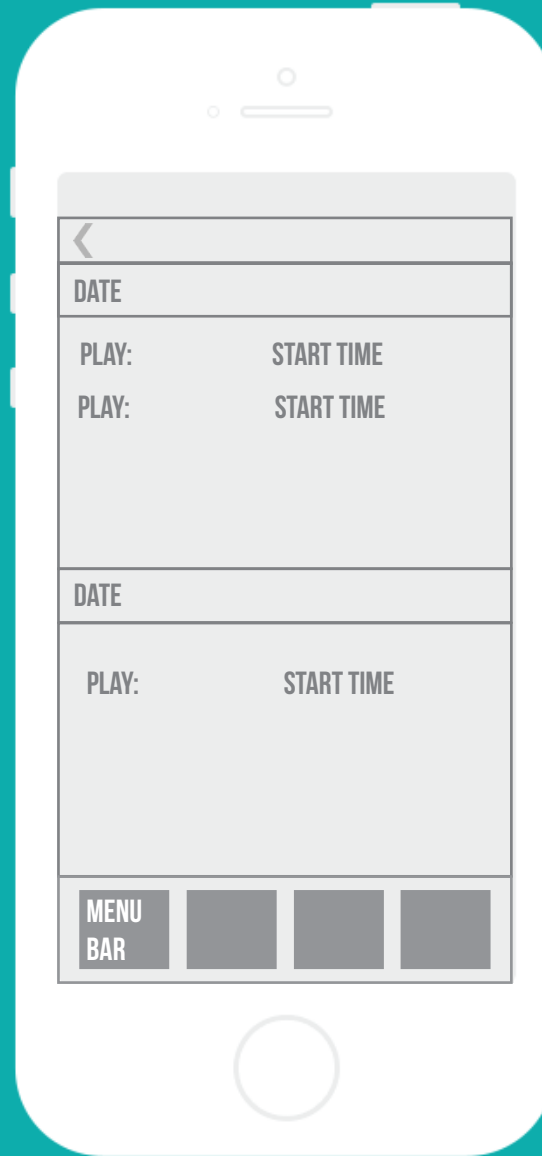


WIREFRAMES

THEATRE DETAILS



THEATRE SCHEDULE

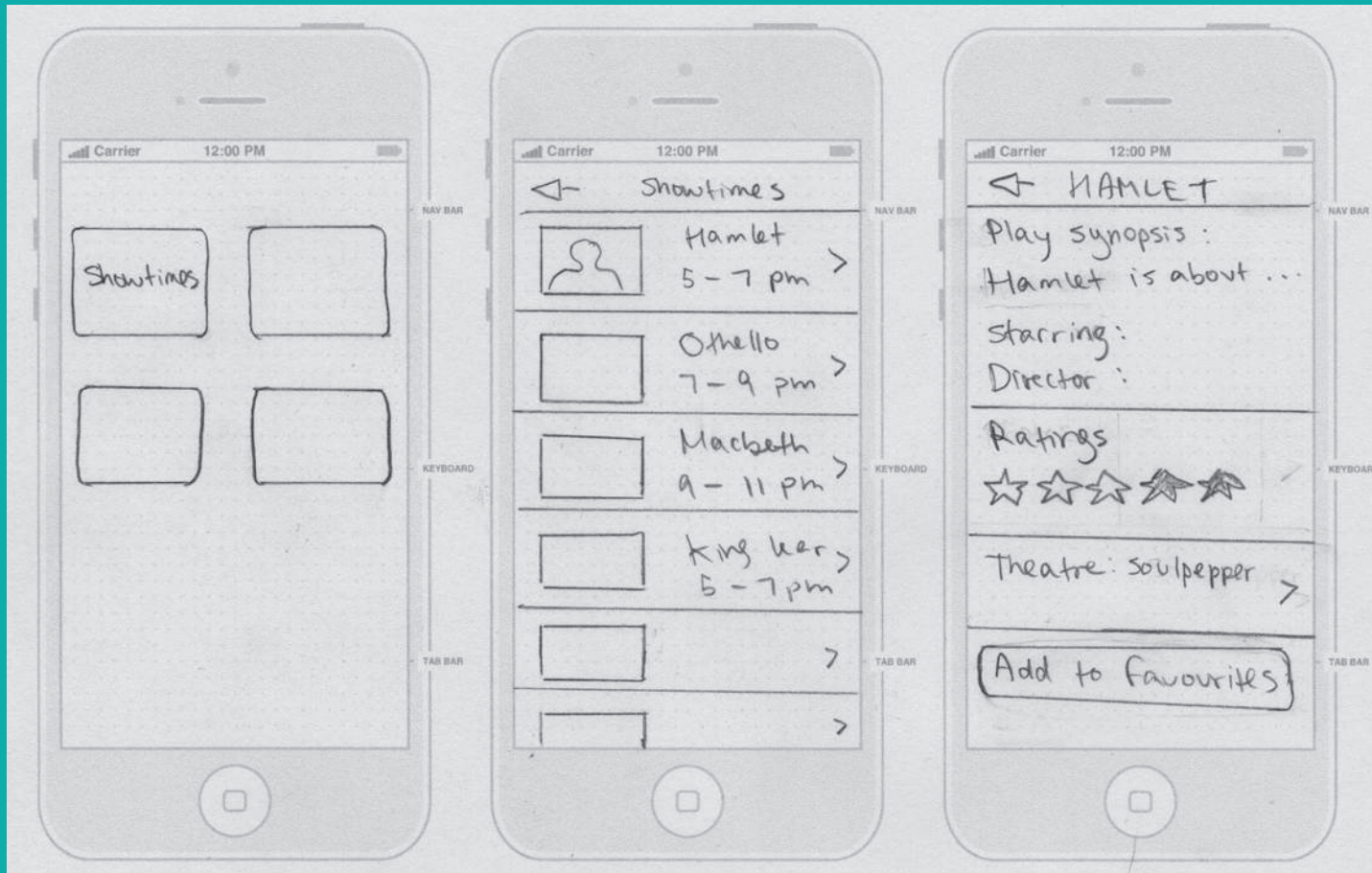


THEATRE MAP



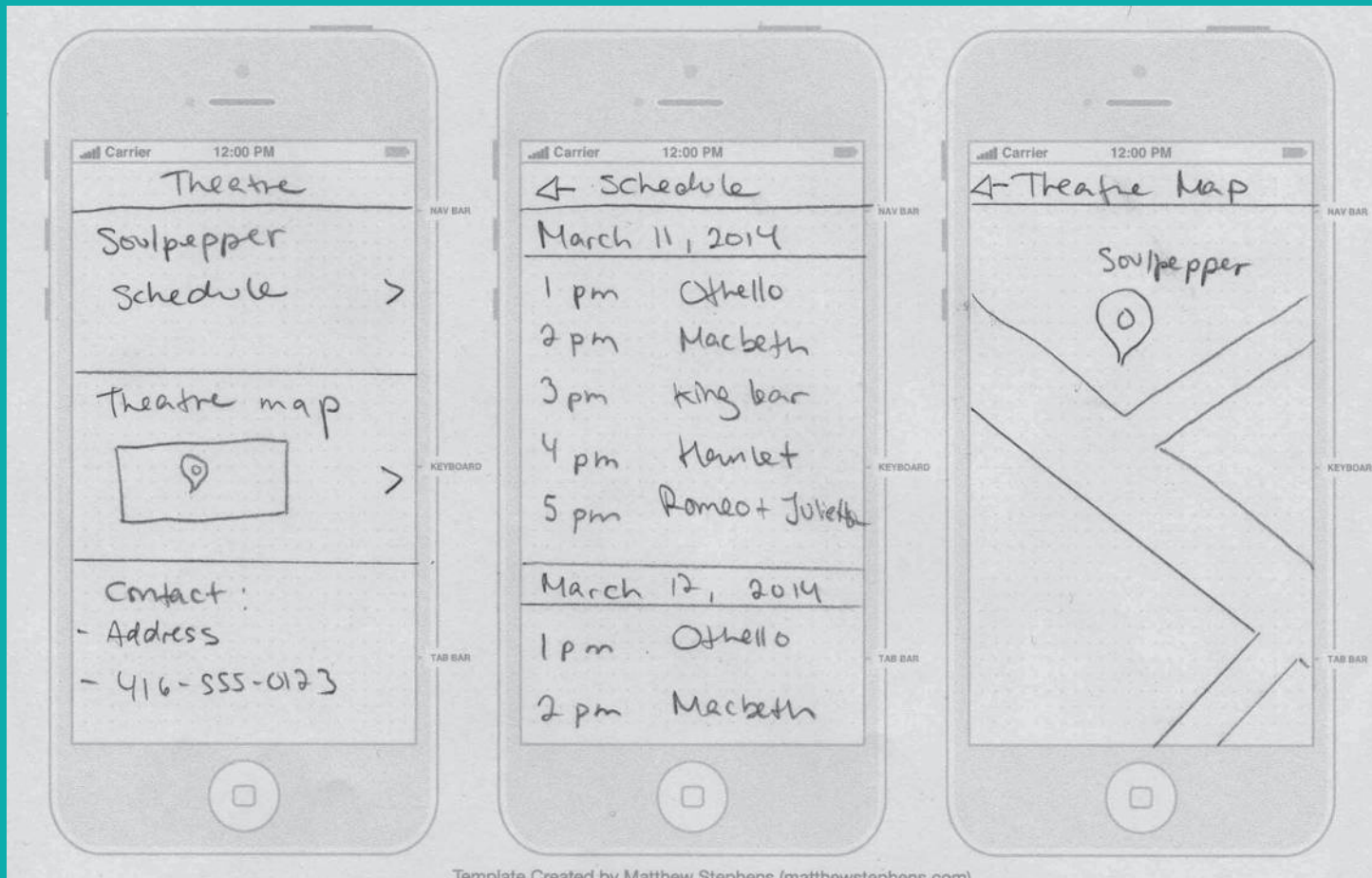
PAPER PROTOTYPE

'SHOWTIME' MENU PATH



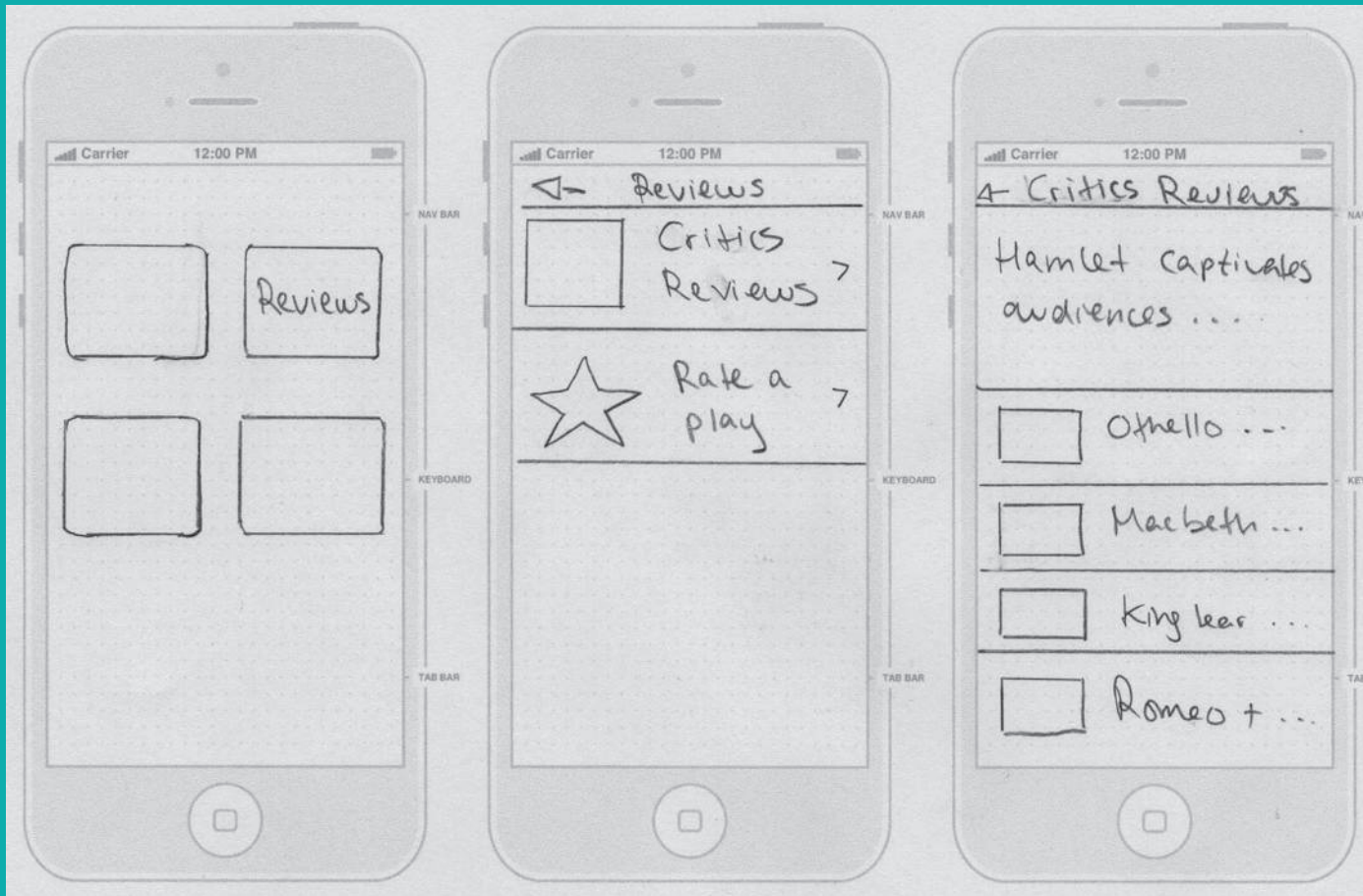
PAPER PROTOTYPE

'SHOWTIME' MENU PATH



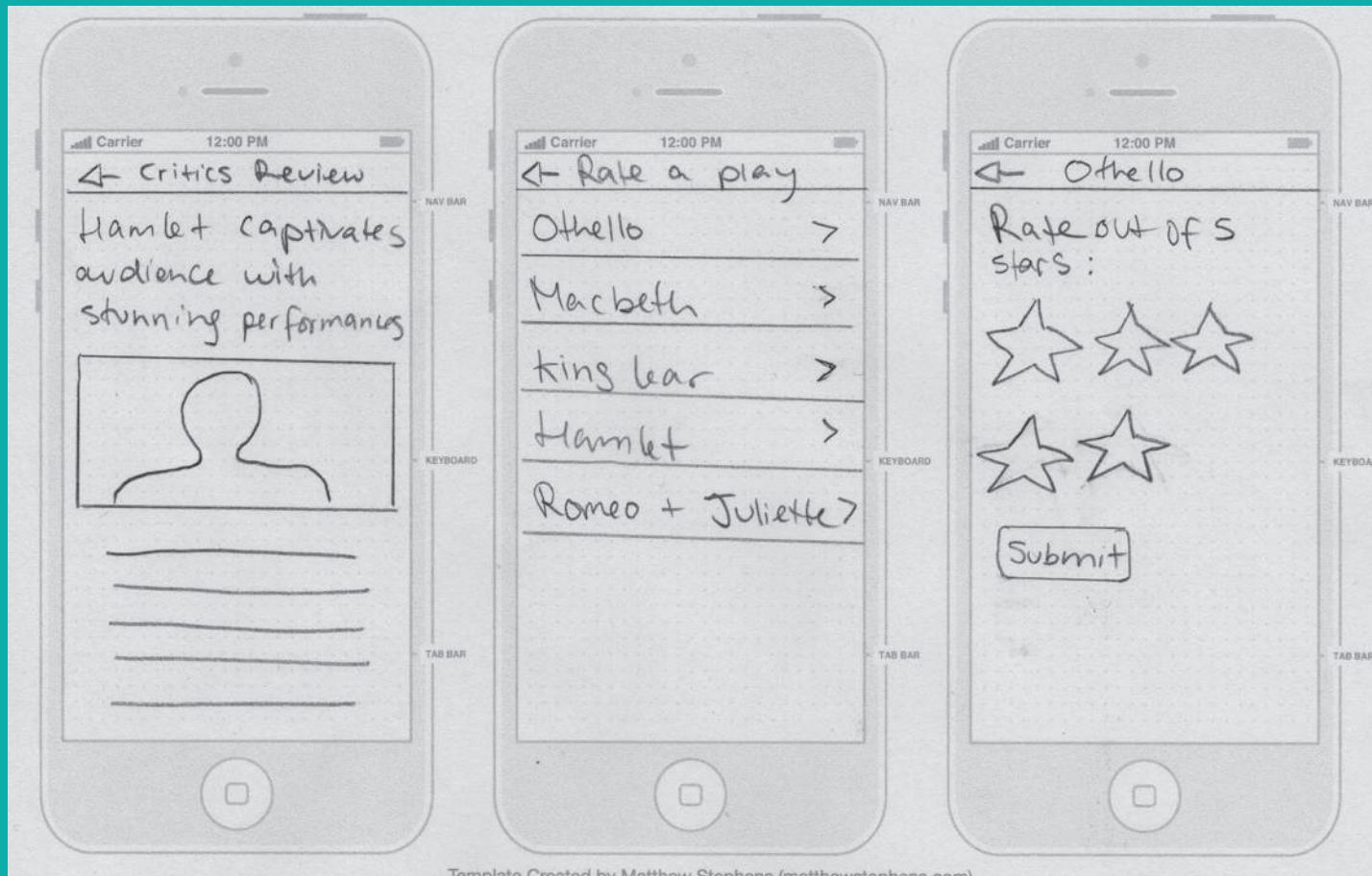
PAPER PROTOTYPE

'REVIEW' MENU PATH



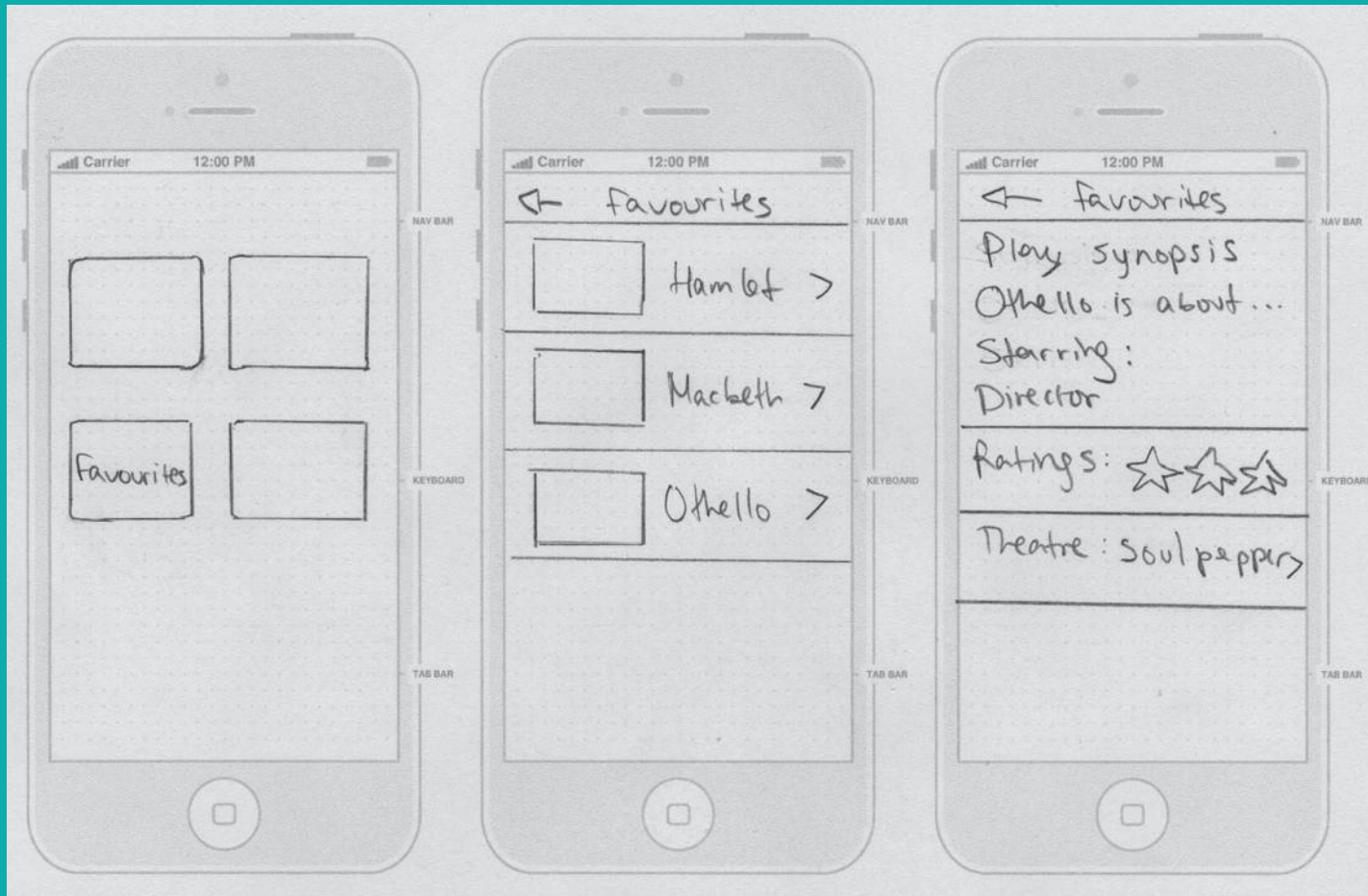
PAPER PROTOTYPE

'REVIEW' MENU PATH



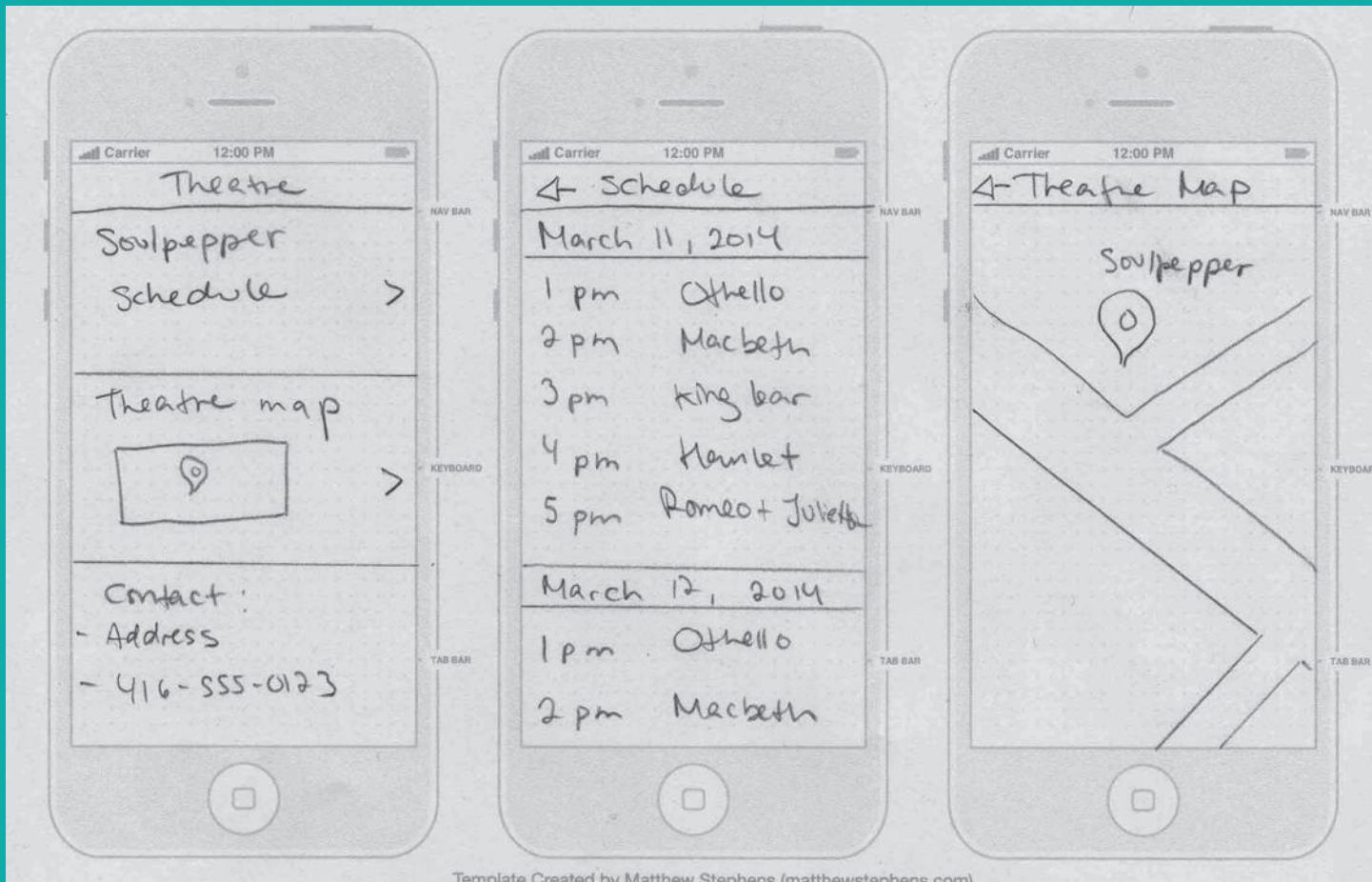
PAPER PROTOTYPE

'FAVOURITE' MENU PATH



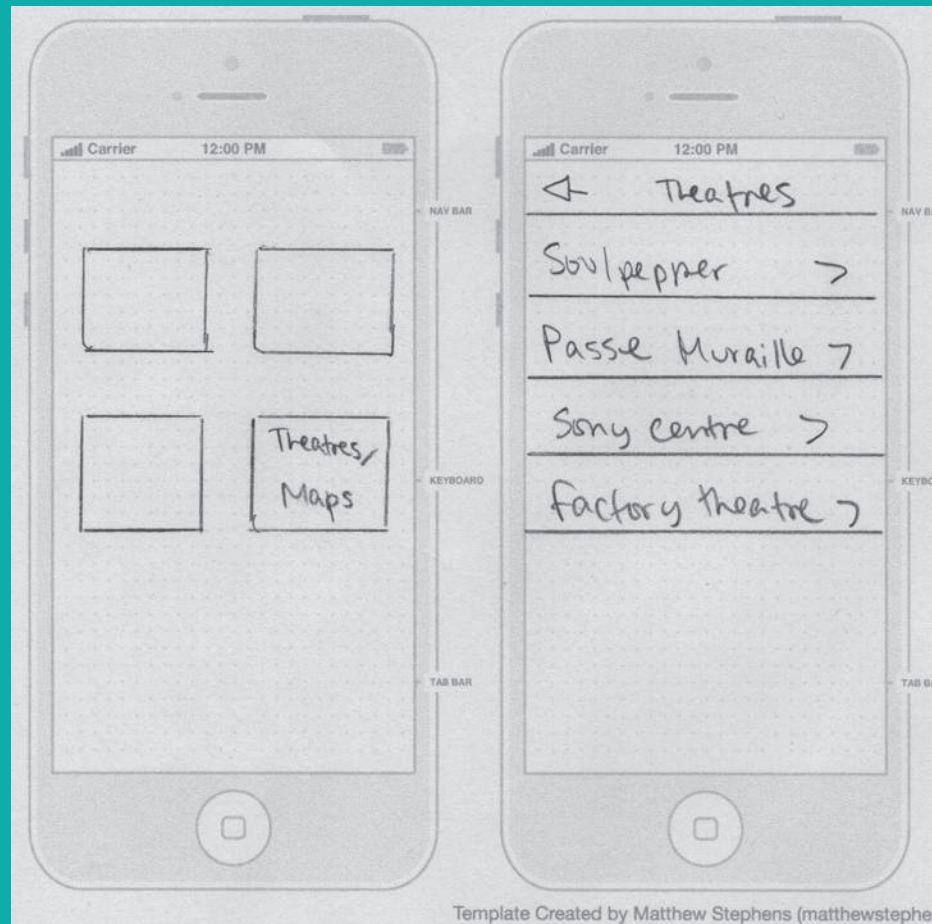
PAPER PROTOTYPE

'FAVOURITE' MENU PATH



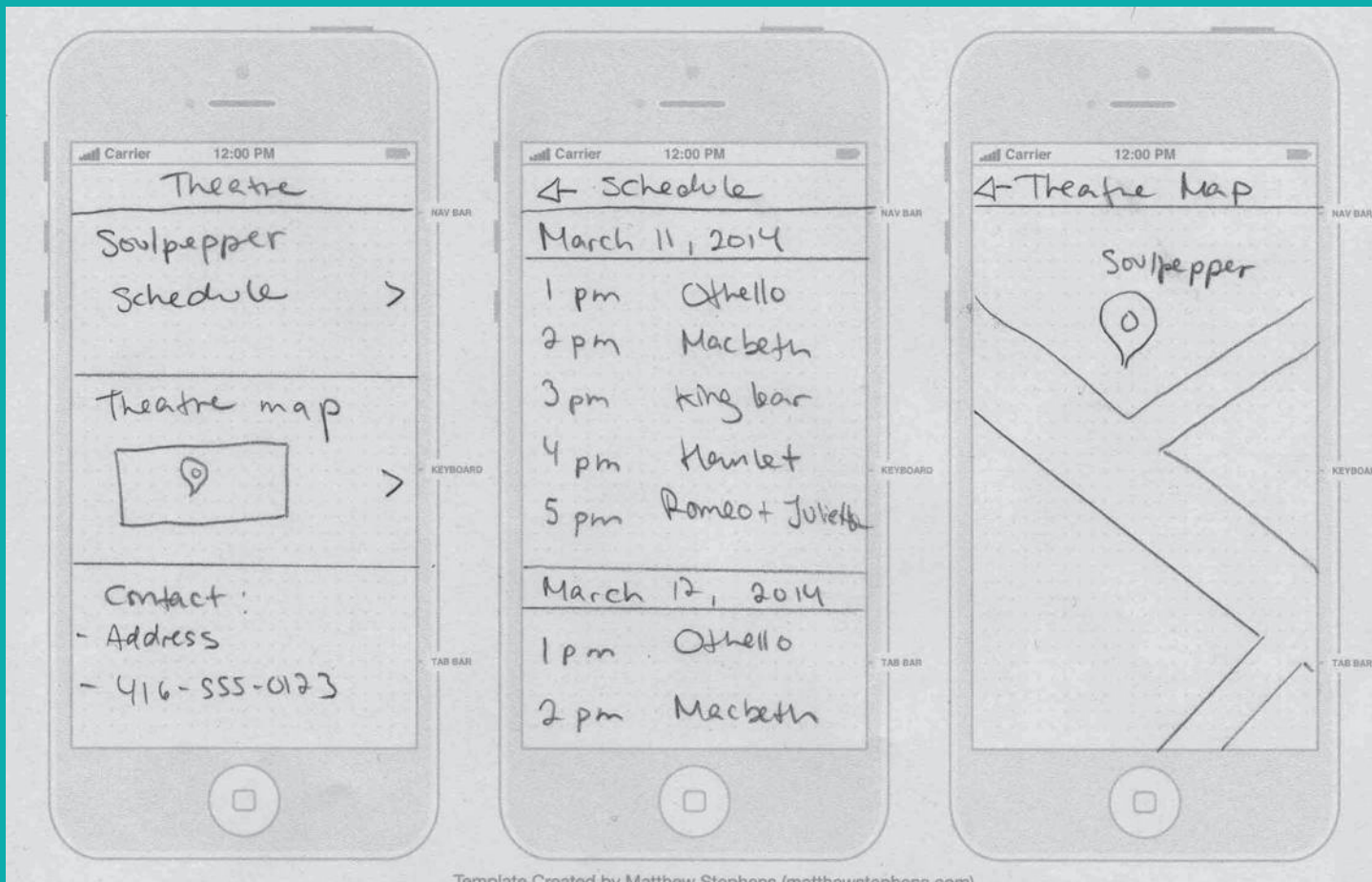
PAPER PROTOTYPE

'THEATRE/MAPS' MENU PATH



PAPER PROTOTYPE

'THEATRE/MAPS' MENU PATH



STYLETILE

COLOURS:



TEXTURE:



BUTTONS:



THIS IS AN EXAMPLE OF A HEADER

Font name: Bebas Neue

This is an Example of a Sub Head

Font name: Avenir

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ADJECTIVES:

Minimal

Clean

Inviting

UI MOCK-UP

