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Content

Research

Research began by documenting inspirational apps I've come across or apps I have used before that I found memorable. I was interested in looking at the common ground of simplicity these services provide and the core goal these services aim to achieve.

Why are these products so popular?

Shazam

Shazam is a mobile app that recognizes music and TV around you. It is the best way to discover, explore and share the music and TV you love. Recent versions now incorporate social aspects so users can see what music users have been discovering and can take inspiration from friends noted tags.

Shazam creates a spectrogram for each song in its database a graph that plots three dimensions of music: frequency vs. amplitude vs. time. The algorithm then picks out just those points that represent the peaks of the graph, notes that contain "higher energy content" than all the other notes around it.

I use this app a lot as I'm a big fan of music discovery and I still believe that it's total magic the way in which this can just about recognise every single official track on the planet. What's more impressive is how fast it can find songs.

A standard user of this app has absolutely no clue how the app does this for them. Because of this, it appears to just work like magic and it's this connotation and software innovation that creates this magic like status. A single press of a button allows a user to find the name of a song that they can currently hear.

When anybody wants to find out the name of a song, the phrase is always "Why don't you Shazam it?" Instead of "Try recite some lyrics and google them later on when you're home?".

The word Shazam has became universally synonymous with music discovery.

http://www.thedrum.com/news/2015/03/26/former-red-bull-uk-marketing-chief-marketing-now-tinder

Tinder

Tinder took off globally around September 2013.

Dating sites had a general perception that only "weird" and "desperate" people go online to try and find partners. With Tinder and it's flat and white-dominant aesthetic, it made online dating cool. This app was seen as cool to download because everybody want to see what the fuss was about when the media around the globe was reporting on it and it's sky rocketed popularity.

Tinder was designed different from all other dating brands. First off all, all of their activity through the service can only be done through an application. Looking back now, it seemed so obvious this was the way forward, until Tinder came along of course.

It pounced on the well known fact now that having a mobile presence is almost essential.

TInder decided to be Mobile First. Mobile isn't a trend, and it's certainly not the future. Mobile first is now, in the present.

All dating sites prompted you to fill in pages of information about yourself and would try pair you up with people based on your data input.

Tinder, stripped it back to basics. It's all location reliant. It pushes people to your screen and you swipe yes or not if you like them or not. You'll then get a notification for a 'match' if that person liked you as well.

Your likes are anonymous until two people swipe right to each other, then they become matched.

This frustratingly simple feature is what makes Tinder so popular. You never have that rejected feeling unlike dating websites.

It's savvy simple interactions to control the interface is no doubt a big hit too. There are now copious amounts of applications out there trying to mimic Tinder's success.

Tinder decided to be Mobile First. Mobile isn't a trend, and it's certainly not the future. Mobile first is now, in the present.

http://www.thedrum.com/news/2015/03/26/former-red-bull-uk-marketing-chief-marketing-now-tinder

Yik Yak

Yik Yak, from my perspective, is a local and anonymous Twitter. Micro-blogging anonymously, users can post anything to the news feed without being named and shamed.

The more you "Yak", the more "Yak Karma" you receive which is visible on the top left of a users screen. Although I haven't quite figured out what this exactly means.

Other users can upvote or downvote a Yak. The higher the score of a Yak, then the more well received it has been with the rest of the Yik Yak community. If a Yak receives a score of -5, then the Yak will no longer be visible on the application. If your Yak is one of the highest scoring of the day, then it features on the "Hot" feed.

Your main newsfeed is Yaks pulled in locally, so for myself it would be around the newcastle area. You can change these settings so you can browse other areas but your Yaks only appear locally, you can't Yak and have that appear in a different area's feed.

It's gained mass popularity among University/college students internationally.

Personally I think became very popular because of the light hearted nature to it. Receiving many 'ups' on your Yak will make you grow in confidence in your ability to attract ups and will make a user want to post again and again.

The fact that no one can see your name when a Yak disappears means you don't get too embarrassed about it because no one will realise it was ever you and I think this is the part which keeps users Yakking, no matter how many times a Yak can potentially be voted off.

This anonymity allows someone to feel equal which in turn makes every single user in the same position.

The Yak community is highly opposed to bullying and discrimination, which I believe is part of the reason Yak is so successful.

In theory, the foundations of this app are the perfect set of ingredients for it to be a cyberbullying platform. But a good mix of community spirit and the -5 rule eradicates just about any form of derogatory negativity.

This anonymity allows someone to feel equal which in turn makes every single user in the same position.
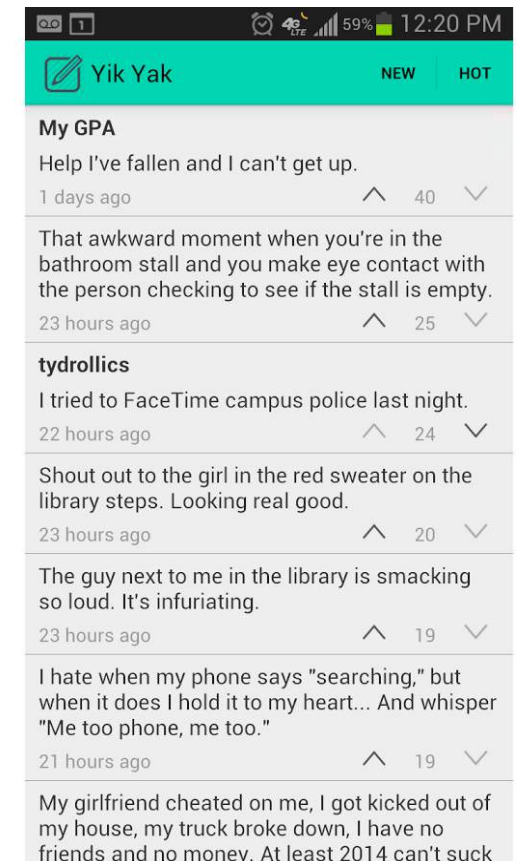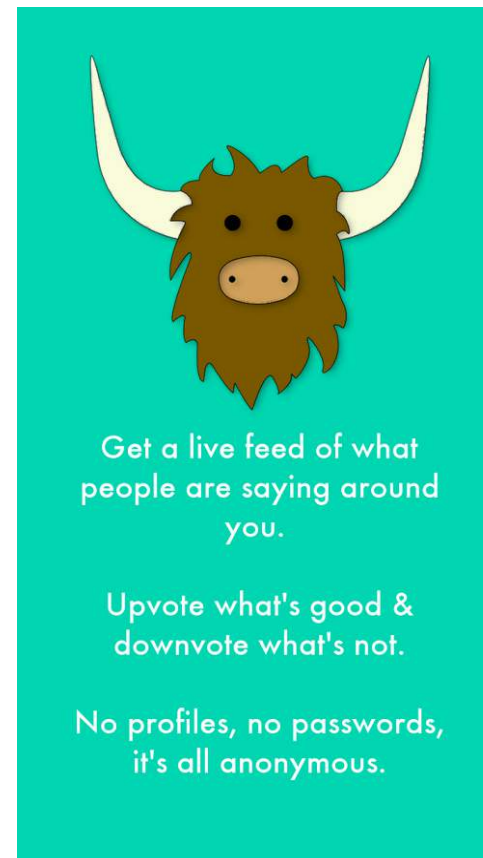
http://www.huffingtonpost.com/diana-graber/yik-yak-app-makers-do-the_b_5029679.html

Dangers of Anonymity

Researching more into the craze of anonymity services. Yik Yak has had it's "ups and downs" (literally) and I wanted to explore more into thes applications and the dangers they can pose.

There's an insightful article here

http://www.wired.com/2015/04/secret-shuts-down/

Which brings to the table the dangers of anonymity.

This article talks about an application called Secret.

Secret was an iOS and Android app that allows people to share messages anonymously within their circle of friends, friends of friends, and publicly. It differs from other anonymous sharing apps such as PostSecret, Whisper, and Yik Yak in that it is intended for sharing primarily with friends, potentially making it more interesting and addictive for people reading the updates.

From this article alone, along with the incident of a young teenage killing herself over abusive anonymous messages sent to her on ask.fm

A news article found here at

http://www.bbc.co.uk/news/uk-england-leicestershire-23584769

My personal take on Anonymity online is that it's a backwards step to evolving the online community as a whole.

A company like Facebook for example, highly encourage using your real identity online, especially on their own services and it's hard to pick a negative about this mission.

In real life, you're always required to use your own identity. Using someone else's identity is fraud and it's illegal. Online laws however aren't quite as tight which allows the freedom for developers/creatives alike to entice people to use products anonymously.

It's just too easy for a anonymous service to go horribly wrong and turn very bad. The CEO of Secret raised $35million in funding for the service, who then very shortly afterwards shut the app down completely.

$35million is a lot of money to realise your application poses a high likelyhood of bullying and negative press. One couldn't be blamed for thinking that Secret went for the overnight success formula as opposed to carefully plotted strategy.

A company like Facebook for example, highly encourage using your real identity online, especially on their own services and it's hard to pick a negative about this mission.

https://eunicehps.wordpress.com/2013/06/24/the-luxury-of-anonymity/

Fling

Fling is a Snapchat-like application with a social twist.

Like Snapchat, a user takes a picture/writes a message and sends it off to other users.

In Snapchat, these users are friends.

In Fling, the image/text is sent off to other users of fling randomly across the world. This message in a bottle ethos has attracted users in the hundreds of thousands of users over the past 12 months.

Fling doesn't have a friend system, it's purely about sending messages to people across the world. You can choose how many people your fling will send to with a data input between 5-50.

You can directly reply to a Fling that has been sent to you and start conversations from there. But you can't control who your Flings send to when sending a Fling out to multiple users.

It's a very simple application that only has 5-6 screens maximum you can navigate to so the entire focus is around sending Flings.

A criticism of this app I've found is that the sign up process does not require any type of email validation nor do they ask for a password confirmation so you best be careful when signing up (there is no "forgot password" link).

This is an old method of communication given the digital treatment and tweaked for the modern age.

I really like the concept of this application.

Using it for the purposes of research I quite enjoyed the idea of receiving Flings from people around the world replying to a Fling I sent out asking "Where has Fling reached in the world".

I engaged in a fun conversation with young Chinese gentleman who turned out to be the same age as myself and even offered me a couch to sleep on when I propose to travel to China in the summer with friends. From this brief interaction with the app I have found a place to stay. I felt a great surge of friendliness from my brief experience with this app.

This is an old method of communication given the digital treatment and tweaked for the modern age.

http://techcrunch.com/2014/07/30/fling/
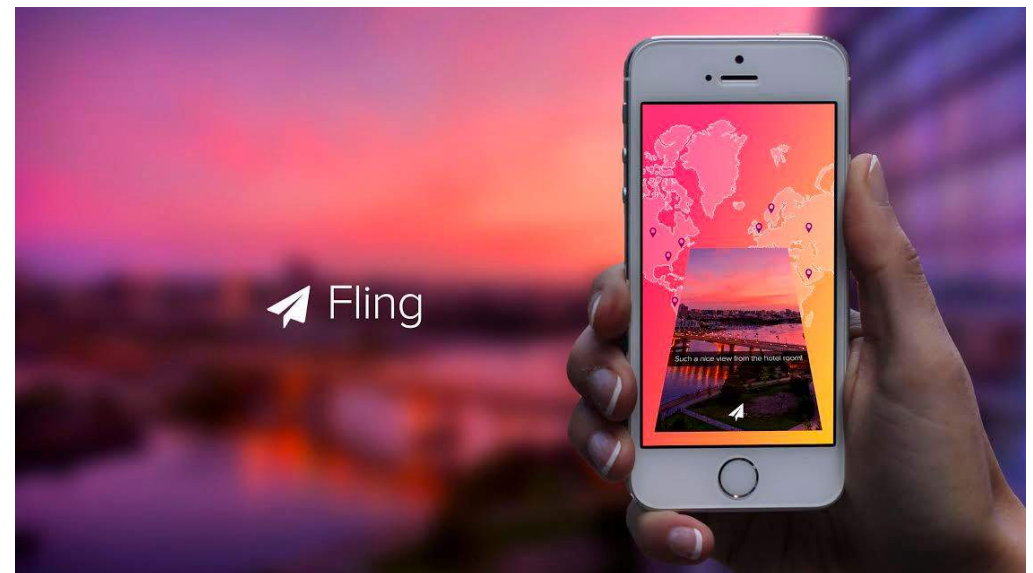
Project Idea #1 - Levi's RFID chips

Carrying on from a project from first semester, this project would be part of a theme of integrating technology into the Levi's store, where I work part time.

The idea would be to have a space at the back of the store, or a significant sized space where a full length screen from floor to ceiling would be installed. A single bar would be coming out from the screen/wall, with the bar having sensors on.

Key pieces of the seasons stock, like Jeans, Denim jackers, Commuter range products, or any other clothing which is pivotal to Levi's global campaign would be on hangars with RFID chips on. When the product is hung onto the bar attached to the screen, visuals will appear on the screen about that product.

In the example drawing on the right, the iconic denim trucker jacket is hanging up. It tells the customer the heritage behind the jacket, key features of it to justify the price tag if the customer is in a state of limbo and torn between whether to purchase or not.

These slick, clean visuals I believe would help sell the product so much with this interaction with the product. The customer has to pick up the product and they have it in their hands and then place it onto the rail where the story is told even further. In a retail store this would help persuade me purchase this item or at the very least make me gain a lot of interest which could make me purchase another day.

Project Idea #2 - Gig Buddying app.

The idea here stems from own personal experience and anger about a particular topic.

I love live music and my favourite thing to do is discover new music and go see these bands live all the way from when they start to all the way to when they make it big.

Going to gigs is my favourite past time, but a lot of the time I sadly and highly regrettably miss out on a lot of gigs I want to go to.

The main reason being is that none of my friends really like the particular band I have asked them to come watch with me. I would then put a tweet out on Twitter to all of my followers asking if anybody would like to join me, which almost always ends up in nobody replying and then I end up missing out.

This normally happens when I want to go to gigs in smaller venues around Newcastle. Seeing more mainstream bands I never have any issue with going to as these bands are much more popular across the country and which in turn increases the chances of knowing someone/people who like that band.

This is a more niche problem for smaller and unestablished bands.

I highly doubt I am the only one in this situation and I guarantee there will be hundreds if not thousands of people in Newcastle alone who, at one particular time at least, has missed out on going to a gig because they don't have anybody to go with, because their friends just aren't into that particular band.

Building and creating an app that aims to connect people together through this desire to want to go to gigs and build groups of friendships around the appreciation of the same music would massively benefit myself for a start.

I'd use this constantly and would aim to find lots of new friends who like the same music as me.

Project Idea #2 – Gig Buddying app.

With the gig buddying app idea, I wanted to make sure it has a need and a value.

I want to create a project which I'm passionate about of course, but I want to make sure what I'm creating has a potential use for a lot of other people too.

I've tweeted before on my own personal account about missing out on gigs.

I recall one of my own tweets saying

"I'm sick of missing out on gigs in newcastle becasue none of my friends are up for it. I really need a gig buddy."

I decided to take to twitter and see if people tweet the same kind of thing as me.

Ian Petts @ianpetts — Follow

Gutted I'm not going to Lennons tonight to see @Wyldest Need a gig buddy. Instead I'm watching X Files on my own.

9:52 PM - 25 Apr 2015

↩ ⟲ ★ 1

Callum McCormack @McCormackCallum — Follow

Moving to Southampton in September had completely fucked up my gig plans, need to find a gig buddy

11:24 PM - 27 Apr 2015

↩ ⟲ ★

Emily @emlyptrsn — Follow

Anyone seeing @LTAmusic in Manchester? Looking for a gig buddy 🙌

9:33 AM - 24 Mar 2015

↩ ⟲ 1 ★ 10

Chloé Hillen Murray @EarthAngel93 — Follow

My mother just offered to go to the Glasgow @TheBlackout gig on thursday since im going alone. Ummmm... so I could use a gig buddy?

10:40 PM - 24 Mar 2015 · Dundee, Scotland, United Kingdom

↩ ⟲ 3 ★ 1

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hannah @xhannaharthur — Follow

Need a full time gig buddy in bristol :(

11:20 PM - 28 Jan 2015

↩ ⟲ ★ 2

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hol @_Holxo — Follow

I want a Jessie gig buddy and someone to meet up with 😊

9:29 PM - 10 Apr 2015

↩ ⟲ 2 ★ 2

Sedona 🐾 @xosedonaaa — Follow

I NEED A GIG BUDDY FOR THE @ROOM94 SHOW IN BIRMINGHAM ⚫

8:01 PM - 8 Apr 2015

↩ ⟲ 2 ★ 7

Courtney @_sempiternal__ — Follow

Gig buddy wanted for the young guns and blitz kids show in Chester or Manchester whatever .. I'll buy you beer .. 🍻🍻

9:54 PM - 18 Apr 2015

↩ ⟲ ★ 1

Grbe1l @george_bell_ — Follow

I need a gig buddy to go to indie gigs with

5:56 PM - 27 Apr 2015 · Kesgrave, England, United Kingdom

↩ ⟲ ★ 1

// B R A D // @bradeld123 — Follow

So who's going @AmberRunUK on the 29th I need a gig buddy 😂😂😂

7:28 PM - 22 Apr 2015

↩ ⟲ ★

Craig @FascinationSt_ — Follow

I need a gig buddy, seemingly no one I know is up for going to gigs anymore

3:53 PM - 17 Apr 2015

↩ ⟲ ★

Emmmmma @mfitzpleasure — Follow

Need a gig buddy for the strokes in ldn

11:16 PM - 1 Apr 2015

↩ ⟲ ★ 1

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ali. @asdfghjklfox — Follow

Someone come stb, orchard hill tour and ihs secret sessions with me please?? I need a gig friend.

8:46 PM - 20 Apr 2015

↩ ⟲ ★

I gathered tweets from around the country, seeking out people who desire someone to attened gigs with. I saw myself in every single one of these tweets, as I've been in this exact situation and had these exacts thoughts.

You can clearly see, there's a lot of people here who would like gig buddies so they don't miss out on gigs.

Joel Greenwell @joelgreenwell3 — Follow

I miss going to gigs all the time. I need a new gig buddy.

10:38 AM - 21 Apr 2015

↩ ⟲ 1 ★ 1

Aaron @Sleepytacos — Follow

Need to organise a gig/trip with @drownyourfears and pals. I miss the days of standing in a field looking like death. Soon gig buddy, soon.

9:45 AM - 1 Feb 2015

↩ ⟲ ★ 1

Shannon Devine @sedevine_ — Follow

I live in London. Have a big group of friends, and i STILL have to attend gigs alone (fearless bitch). I do need a gig buddy down here😔

9:33 PM - 4 Feb 2015

↩ ⟲ ★ 4

Abbey @prettymuch_it — Follow

I need a gig buddy. If only I could just clone myself haha. #firstworldproblems #butsrsly

9:14 AM - 5 Feb 2015

↩ ⟲ 2 ★

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369 @youngyesss — Follow

I really just need a buddy to gig with me in the car all the time

2:35 AM - 7 Feb 2015

↩ ⟲ ★

Lizzie @lizzietickleme — Follow

Needs to start planning some gigs... Think I need a gig buddy though

9:13 PM - 9 Feb 2015

↩ ⟲ ★

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zra sux 666 @wank3nstein — Follow

yh I need a new gig buddy, who will volunteer

11:09 PM - 11 Feb 2015

↩ ⟲ ★ 1

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lady georgia 🌐 @georJaws — Follow

i need a gig buddy for the wombats and LTA :(

5:05 PM - 12 Feb 2015

↩ ⟲ ★

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nicole @hidingfromtime — Follow

Waiting for ATL 😍 need a London gig buddy for these things haha

7:33 PM - 14 Feb 2015 · Greenwich, London, United Kingdom

↩ ⟲ ★ 1

// Vanessa // @VanessaThorpe_ — Follow

Who's going to see Saint Raymond at Shepherds Bush Empire? Need a gig buddy

4:05 PM - 15 Feb 2015

↩ ⟲ ★

Hope Cook @hope_cook95 — Follow

miss going to gigs need a sheffield gig buddy

6:41 PM - 20 Feb 2015

↩ ⟲ ★

Bushra @Rock_Oholic — Follow

So many things going on on Friday but I NEED a gig buddy for Wax Witches. I refuse to miss the only time Alex Wall is in London ok

11:51 PM - 22 Feb 2015

↩ ⟲ 2 ★ 2

// kerri ≈ @swimdoop — Follow

I need a serious gig buddy that will forever & always come to all these shitty shows with me

7:35 PM - 23 Feb 2015

↩ ⟲ 1 ★ 1

Caitlin Jordan @muppetkay — Follow

No longer have a gig buddy. Need to find someone to go see Twin with.

10:03 PM - 26 Feb 2015

↩ ⟲ ★ 1

Alicia @aliciakritikos · Follow

I really, really, really, need a gig buddy. So many gigs I want to go to this year! #pls

10:44 AM - 3 Mar 2015

★ 3

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luce @ellebear_ · Follow

I need a lifelong gig buddy so baddddddd.
Miss out on so many amazing gigs because nobody will come along 😩

7:45 PM - 7 Mar 2015

Exotic Name @Chenloudd333 · Follow

Really need a gig buddy. Wanna see like 7-8 different bands D: might be going to a day of Reading as well, thinking the Friday but Saturday?

1:21 PM - 9 Mar 2015

Caroline Lim @CAROLINE_LIM · Follow

i am in desperate need of a gig buddy. #bemyfriend

7:08 PM - 9 Mar 2015

Najihah Shahrel @Jieeo · Follow

Before i freaking book the damn ticket i need a gig buddy. Like srsly i am SO NOT going to the script concert all by myself

12:13 PM - 13 Mar 2015

Bilbo @DannyBilbo · Follow

really really need to have a gig buddy !!

9:00 PM - 14 Mar 2015 · Sheffield, England, United Kingdom

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gabs @gxbbybyrne · Follow

HELLO FRIENDS WHO IS GOING TO MODERN BASEBALL/INTO IT.OVER IT AT THE END OF THE MONTH? NEED A GIG BUDDY AAAAH CAPS

8:10 PM - 18 Mar 2015 · Bristol, England, United Kingdom

★ 2

Hamish @theRiojasaurus · Follow

If anyone wants a gig buddy for @thetwilightsad at the @thecluny give me a shout. Girlfriend stills finds them 'utterly miserable' #herloss

7:54 PM - 17 Apr 2015

↻ 1 ★ 5

Bethany Rose @Bethany_roses · Follow

Serious tweet: I need a gig buddy for @adamaofficial for the Liverpool gig. Someone come with me or I'll have to cry. Thanks x

6:26 PM - 3 Apr 2015

↻ 1 ★

---

scott hamilton @shamilton94 · Follow

I need a gig going buddy :(#lifegoals

12:52 PM - 5 Apr 2015

★ 1

Ben Evans @TheBen93 · Follow

Missing so many good gigs at @o2academybris need a gig buddy.

4:52 PM - 8 Apr 2015

★ 1

Sedona @xosedonaaa · Follow

I NEED A GIG BUDDY FOR THE @ROOM94 SHOW IN BIRMINGHAM 😭

8:01 PM - 8 Apr 2015

↻ 2 ★ 7

{finlay} @bmtharry_ · Follow

I need someone to talk to lmao....also need a gig buddy so if you live in Manchester hit me up!! 🙈

9:13 PM - 8 Apr 2015

Nvtty @Nattybeamz · Follow

IM NERVOUS I NEED A GIG BUDDY TOMORROW PLS

9:48 PM - 9 Apr 2015

Dave @dryburgh_soul · Follow

I really am in need of a gig buddy

5:34 PM - 19 Mar 2015

★ 2

Emmmmma @mfitzpleasure · Follow

Need a gig buddy for the strokes in ldn

11:16 PM - 1 Apr 2015

★ 1

Praelia @Nicasaurrawr · Follow

Does anybody need a new gig buddy? :(

12:22 AM - 4 Apr 2015

Craig @FascinationSt_ · Follow

I need a gig buddy, seemingly no one I know is up for going to gigs anymore

3:53 PM - 17 Apr 2015

---

ki ★彡 @groovyki · Follow

i need a melb gig buddy but everyone has friends like someone just as lonely as me hmu pls

1:00 PM - 20 Apr 2015

Deanna Green @Deanna__Green · Follow

in serious need of a gig buddy

1:41 PM - 20 Apr 2015

// B R A D // @bradeld123 · Follow

So who's going @AmberRunUK on the 29th I need a gig buddy 😂😂😂

7:28 PM - 22 Apr 2015

Ian Petts @ianpetts · Follow

Gutted I'm not going to Lennons tonight to see @Wyldest Need a gig buddy. Instead I'm watching X Files on my own.

9:52 PM - 25 Apr 2015

★ 1

Grbe1l @george_bell_ · Follow

I need a gig buddy to go to indie gigs with

5:56 PM - 27 Apr 2015 · Kesgrave, England, United Kingdom

★ 1

Callum McCormack @McCormackCallum · Follow

Moving to Southampton in September had completely fucked up my gig plans, need to find a gig buddy

11:24 PM - 27 Apr 2015

Neet @anitaspeake · Follow

@RafaDavies have a good one. Didn't find a gig buddy for VHB so won't be attending their Nottingham gig :(on the plus side, theatre tonight

8:19 AM - 23 Apr 2015

Richie Walker @Thecrookedfoo · Follow

WANTED: 'Gig Buddy' to attend local/national gigs. Own teeth and advantage. Must not be afraid of occasional mosh pit. DM CV

12:03 PM - 18 Apr 2015

★ 1

---

ki ★彡 @groovyki · Follow

i need a melb gig buddy but everyone has friends like someone just as lonely as me hmu pls

1:00 PM - 20 Apr 2015

---

amy coleman @amysarahcoleman · Follow

gon cry I need a gig buddy to the extent I will pay for one

3:46 PM - 4 Feb 2015

DAKOTA Muender @DakotaMuender
I need a gig buddy!
3:20 PM - 7 Apr 2015

Elin Barry @elinbarry
I need a gig buddy
10:16 AM - 16 Mar 2015
★ 1

shaq @shaquillasteer
I need a gig buddy 😩
7:48 PM - 31 Mar 2015
★ 1

sophie @beachamx
I need a gig buddy
10:16 PM - 22 Apr 2015

Hardy Araza はるぢ @HardyisHere
I need a gig buddy.
7:33 AM - 17 Mar 2015

Sophie Davidson @SophieDavidsonn
I need a gig buddy
6:53 PM - 16 Mar 2015

Bonni @BonniChampou
I need a gig buddy😤
8:34 PM - 12 Mar 2015

sophie @beachamx
I need a gig buddy
10:16 PM - 22 Apr 2015

Francis @francis_laz
Need a gig buddy
9:04 PM - 25 Jan 2015
★ 1

China Principe @ChinaDaPrince
I need a gig buddy. 😭😭
2:47 PM - 16 Apr 2015
★ 1

shaq @shaquillasteer
I need a gig buddy 😩
7:48 PM - 31 Mar 2015
★ 1

Niamh @Alex_Turntable
I need a gig buddy
11:18 AM - 6 Mar 2015
★ 1

Deanna Green @Deanna__Green
in serious need of a gig buddy
1:41 PM - 20 Apr 2015

Across these pages, it's clear to see there's a lot of people who need a gig buddy and wish they knew someone willing to attend the same gigs they want to go to themselves.

What's also interesting is the repitition of this tweet. This particular page shows that "I need a gig buddy" is a common phrase surrounding this kind of problem.

These tweets had fuelled my desire to create an application which connects people through a mutual love of live music.

Clare Maxwell @claremaxwellX
In need of a gig buddy :(
1:23 AM - 28 Jan 2015

taylor @taylorleigh48
I need a gig buddy.
12:08 PM - 28 Jan 2015

Tabetha Short @tabclios
I need a gig buddy
7:56 PM - 2 Mar 2015
★ 1

lauren omegaforever @iCantHearHavana
Need a gig buddy
11:40 AM - 20 Feb 2015
★ 1

Michaela Cardone. @kaylacardone07
I need a gig buddy
11:36 AM - 20 Feb 2015
★ 1

Keith @keishaclive
I need a gig buddy
8:38 AM - 16 Feb 2015
🔁 1 ★ 2

Jordan @_Jordaann__
I need a gig buddy
5:40 PM - 19 Feb 2015
★ 1

♡夏洛特♡ @PrincessOfSxd
Damn I need a gig buddy.
2:37 PM - 11 Feb 2015

Marcus Santoro @djmarcussantoro
Need to find myself a gig buddy…
9:52 AM - 30 Jan 2015
★ 2

namelessshameless @GoslinGrace
Need a gig buddy majorly
9:06 PM - 16 Mar 2015

James Davies @MrDaviees
Need to find a gig going buddy 😌
7:52 PM - 11 Feb 2015
★ 2

Praelia @Nicasaurrawr
Does anybody need a new gig buddy? :(
12:22 AM - 4 Apr 2015

DOOM SQUAD @tonyxcremin
I need a gig buddy is what I need.
6:15 PM - 12 Feb 2015
★ 1

K. @KhaizuranKamzan
In need of a gig buddy
7:55 AM - 7 Mar 2015
🔁 2 ★ 1

K. @KhaizuranKamzan
In need of a gig buddy
7:55 AM - 7 Mar 2015
🔁 2 ★ 1

Sophie Stanfield @Stanfield96
I really need a gig buddy 😩
3:44 PM - 21 Feb 2015
★ 1

Jamie Rothon @JRothon
I need a gig buddy
10:58 AM - 12 Mar 2015
★ 2

After a lot of consideration of the project ideas I came up with, after a lot of debate of what I feel like I do the best job of, where I can take it to, I decided to take on the gig buddying idea.

Why?

I chose to take on this project because of the sheer passion towards music I have and the amount of times I found myself in this situation of having no one to go to gigs with, which results in me missing out on the gig completely.

I also took this on because I foresee many obstacles that could come around in this project and it's a designers job, especially a User Experience designer's job to attempt to overcome these obstacles and to break down barriers through the implementation of carefully crafted design, instead of shying away from issues.

This area is an issue I know many people will face and I want to create the foundations of a service that can help people overcome this problem of missing out on gigs.

Anything that is crafted and designed; if it's not going to benefit a human being's life, what is the point?

Creating a single sentenced statement helped to keep me focused throughout the development of the project and every design decision went through this statement and if it doesn't aid the craft of building friendship then it's not serving a real purpose. This phrase took a long time to piece together using correct terminology but wanted to create a single sentence that could be used as a slogan for advertising material.

"Music / Social Discovery application that helps curate friendships built on a single foundation through a mutual love of live music."

Research - Refined

So now that I know what project I will be taking on. I needed to explore more around the area. Music as a whole, and if there's anything out there similar to what I'm wanting to create.

If I do find something similar, can I identify something unique and better than the current service I find? Can I still justify the need for my proposed project?

Song Kick

Songkick is a website and mobile service that provides personalised news about live music events. It allows users to track their favourite bands and receive email alerts when a tracked band plays a gig nearby.

I have used Song Kick in the past before. My own successful experience was that I was on a uni trip to Prague and I wanted to see if there was any gigs in the Prague area while I was there.

Amazingly, I found a gig I wanted to attend the entire trip ended up buying tickets and we'd have had no clue they were playing it wasn't for this service.

This app can find someone gigs.

But that's it.

When you first sign up to every time you log in, you're always prompted to start tracking bands.

I imported all artists from Facebook as it prompts you do, and this was a costly mistake. I couldn't undo this action and I had 400+ artists being tracked, which led to being emailed dozens of times a day.

I had to remove these single handedly which was an incredibly mundane task.

There were now also a lot of mainstream "made it" bands on there who I'd know was playing a gig near me anyway.

I didn't need to know bands like Arctic Monkeys or Kasabian were playing at the Metro Radio arena because I'd see it all over social media. The people I found myself looking for on Songkick hadn't truly made it yet and I was looking for venues like "The Cluny", "Head of Steam" or "Think Tank". It's the smaller gigs I find myself having trouble getting people to come with me.
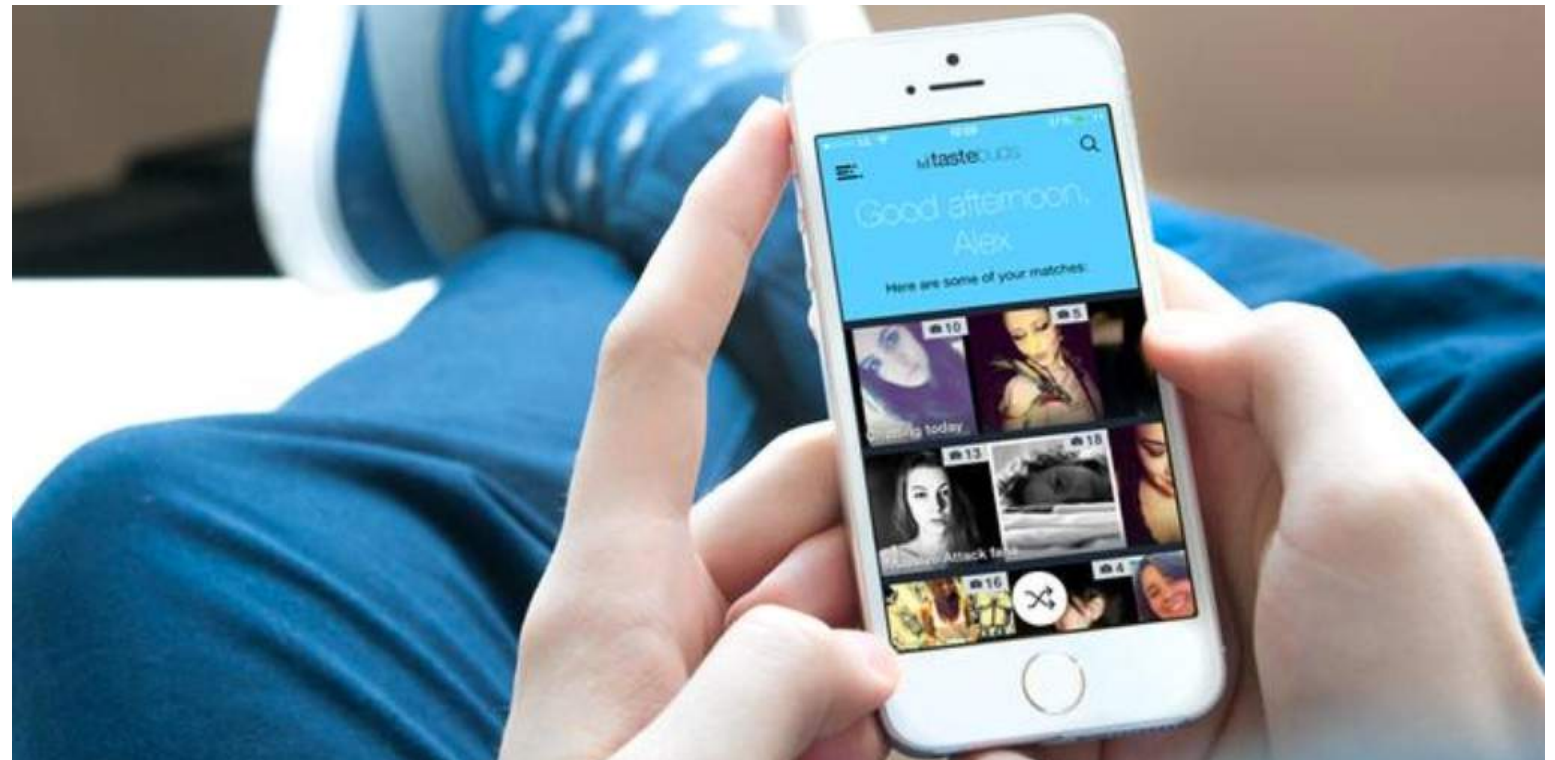
songkick

Tastebuds

I came across Tastebuds and it made me quite angry from my experience I took away from it.

Tastebuds is a music service that helps you meet people through music.

Admittedly I became a little shaken when I seen this because I started to think my idea was already out there. I had to find out for myself so I decided to sign up.

The link below also confirmed my initial suspicions. I suspected this app's core function wasn't about making friends.

But finding dates...

http://yalantis.com/blog/dating-app-development-music-discovery-features-tastebuds-cool-combination/

Tastebuds - Onboarding Process

I documented the on boarding process for Tastebuds so it's out in the open what their true intentions which are so clear based on the questions they ask.

First thing I noticed which I'd already felt against was "Logging in with Facebook."

Logging in with Facebook is fine, as I feel like it's a good utility to authenticate someone as genuine and not a fake profile... although it's still very easy to have a fake Facebook account.

I'm downloading this app because none of my friends on any of my social media's are interested in coming to a lot of gigs with me, so I would personally want to stay away from facebook activity. It feels like everything has to be authorised by Facebook and it also feels very corporate from a music perspective.
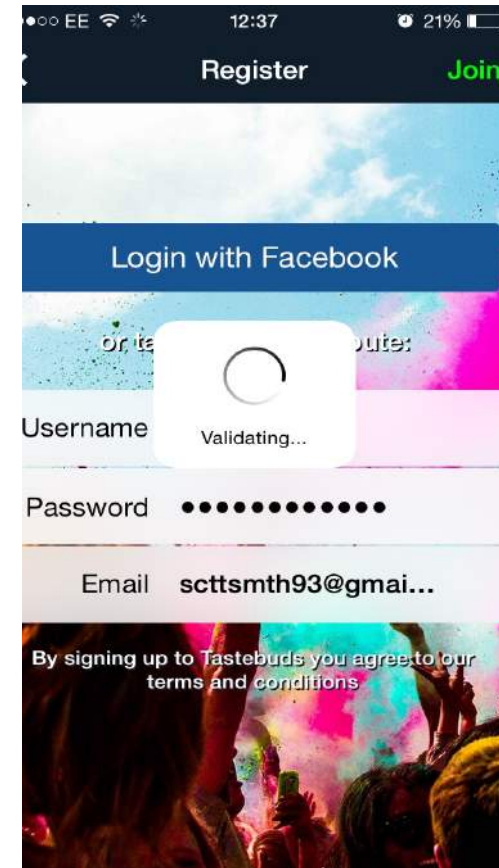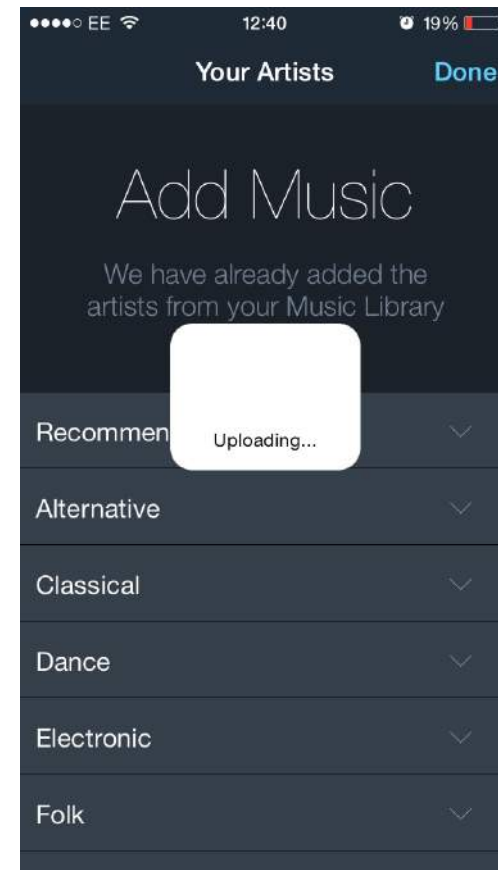
Tastebuds - Onboarding Process

I'm here to make friends through music and the very first question I'm asked if I'm straight, gay or bi. Then I'm asked if I'm a female or male.

I feel like this is going to make a huge deal out of whatever input I select.

I feel like this a very unimportant piece of information for my purposes of using this app and it's clear this app is for matching people together to go on dates based off this first invasive question and the initial screens and imagery used feels very misleading now.

Tastebuds - Onboarding Process

The recommended tab was absolutely appalling for the kind of music I'm here and recommended me classical music. All input is manual for it to be efficient.

The alternative recommendations were much more improved but I still had to go through and manually tick everything I like, which is incredibly mundane.
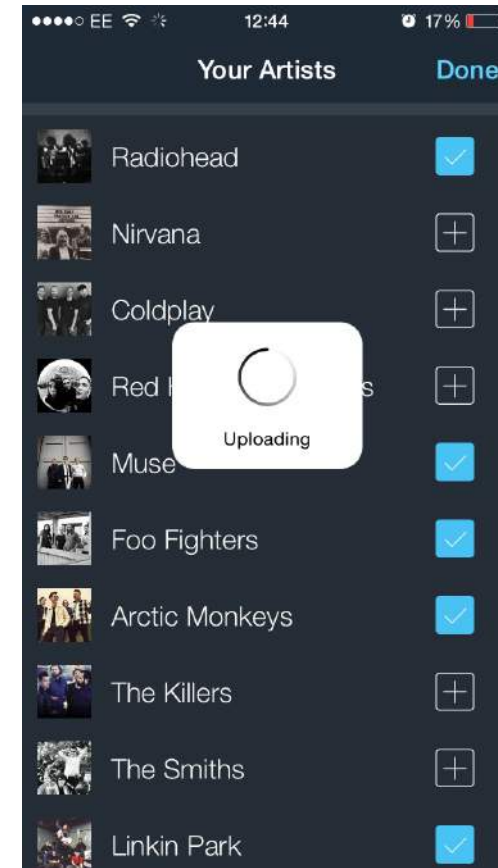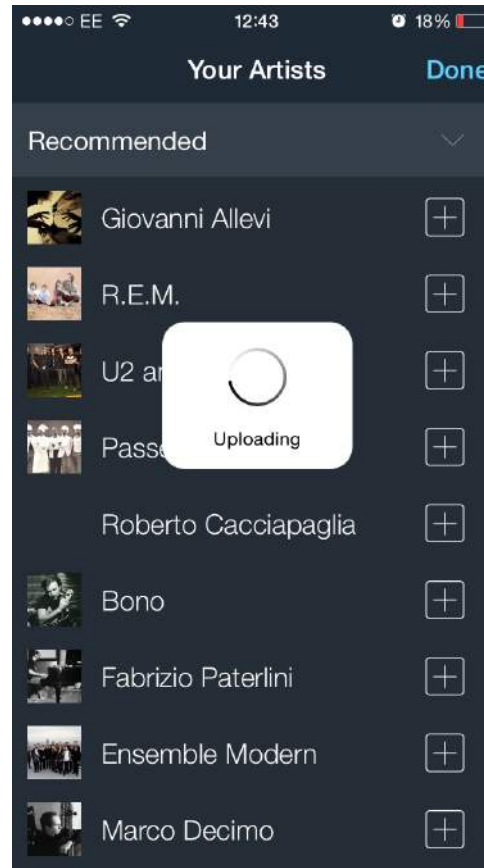
Tastebuds - Onboarding Process

After a good 20 minutes with the on board process and a good 25+ screens later, I was finally using the app. The app was recommending me girls based on the music I liked which made me feel uncomfortable as the feels like a dating app, coveted in the theme of music.

After a lot of thought. I don't want my application to be like this. I want user's to create organice friendships by going to see live music. This app just tries to get you talking to people if you like similar music.

My motive behind my app is to create new friends because they want to go to gigs, but none of their current friends are up for it hence why they'll be going to my app. This just seems like a cheap way of dating people. And I don't feel a great emotion while using the app either.
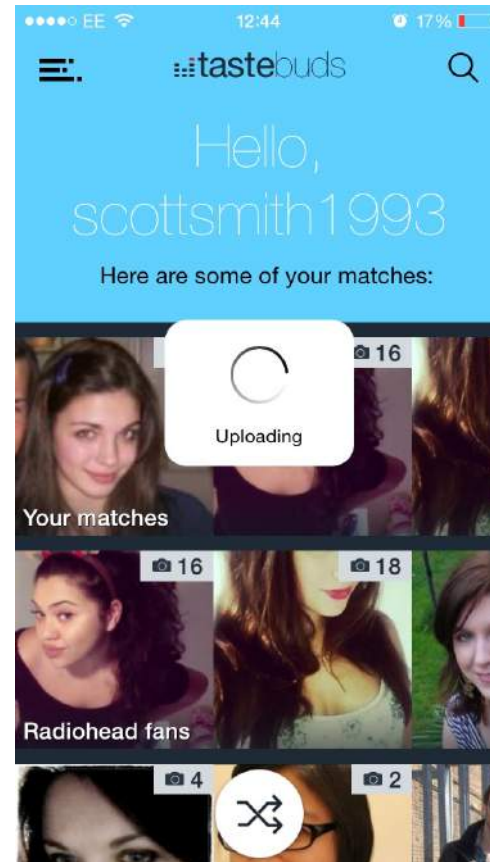
Development

This section has all of my thoughts, ideas and design decisions justfied in here. Every aspect of the Interface is spoken about and explained.
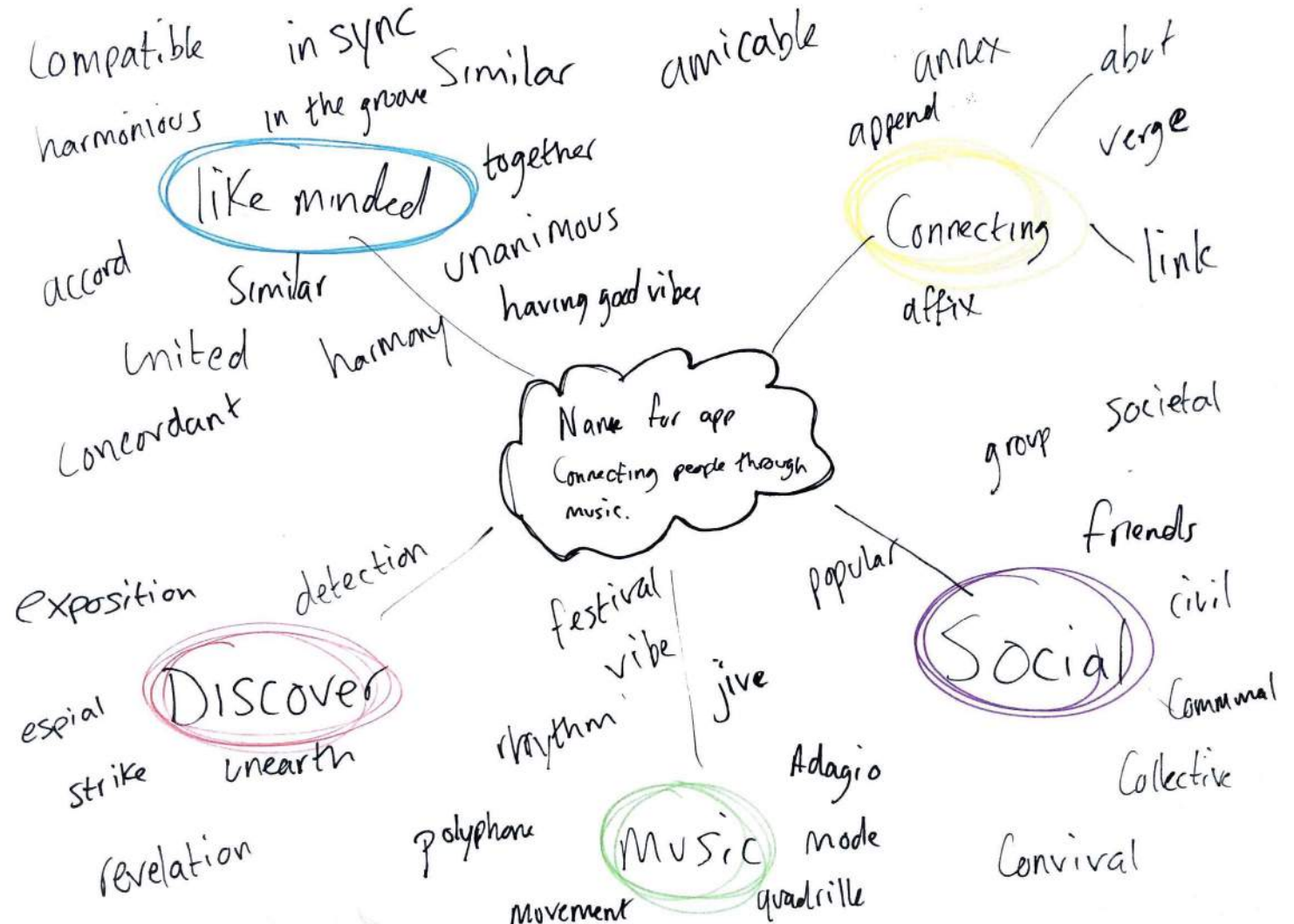
Branding

It was time to start actually thinking about the branding behind the service.

The brainstorm was an exercise which would help me come up with a quick, easy name that was instantly memorable.

The app I'm creating I want it be fun looking, but designed to contemporary design trends so it is taken seriously. The app I'm creating is going to feel quite punk, in the sense that I'm going to try keep it minimal, but the features I do implement are highly effective.

Names I like from this Brainstorm:

Sync

Annex

Verge

Adagio

Jive

Mode

Vibe

Branding

I turned to researching Latin names because a lot of successful brands today lend their instantly catchy names from Latin words.

I want the name of my service to be simple, but have a relevant meaning behind it.

addo: To give, bring place, / inspire, cause / add, join

Accedo: To Approach, come near (things) to be added.

Aptvs: fitted, connected, fastened. / prepared, fitted out.

Reperio: To get again, find, ascertain, discover, invent

Instar: a form, figure, after the fashion of, like.

Colligo: to gather, collect, assemble.

latin-ising the name.

Parilis: Similar, like, equal

Acer: Sharp, keen, eager, severe, fierce.

Texo: To weave, twine together, plait, construct, build

Acquiro: To acquire, gain, get, obtain

Similis: Similar, like, resembling.

Una: In one, together.

Cogo: To bring together, drive, draw.

26

Branding

After doing enough brainstorms and thinking of many names as possible, it was time to start narrowing it down to one.

I decided that I want my name to be just one syllable.

Sync

~~Annex~~

Verge

~~Adagio~~

Jive

Mode

Vibe

Getting rid of Annex and Adagio I was left with one syllable words. To next eliminate more, I wanted it to sound quite quirky and modern. My target market is 16-24 year olds and has to be a tongue in cheek word.

I decided to get rid of the word Verge as it's too closely associated with the tech site TheVerge.com. Mode also sounds quite bold but the more I thought about it the more the word doesn't really make me think of music.

Sync

~~Verge~~

Jive

~~Mode~~

Vibe

Last three words

Sync

Jive

Vibe

Sync - to be in sync with someone else. I really like this terminology, but the word also reminds me of 'syncing' an iphone.

Jive - Jive sounds quirky and was a lively style of dance popular especially in the 1940s and 1950s, performed to swing music or rock and roll. The branding for my app I am wanting a punk kind of aesthetic with alternative independent music being the main genre. The rock and roll roots of Jive dance comes together quite well.

Vibe - I personally like the word vibe and it is a word heavily associated with music. The word vibe is genre specific. In today's musical trends. Mainly house music tracks are referred to as being "a vibe" and you'll rarely hear someone call a punk/indie track a "vibe". They'd more than likely call it a "tune',
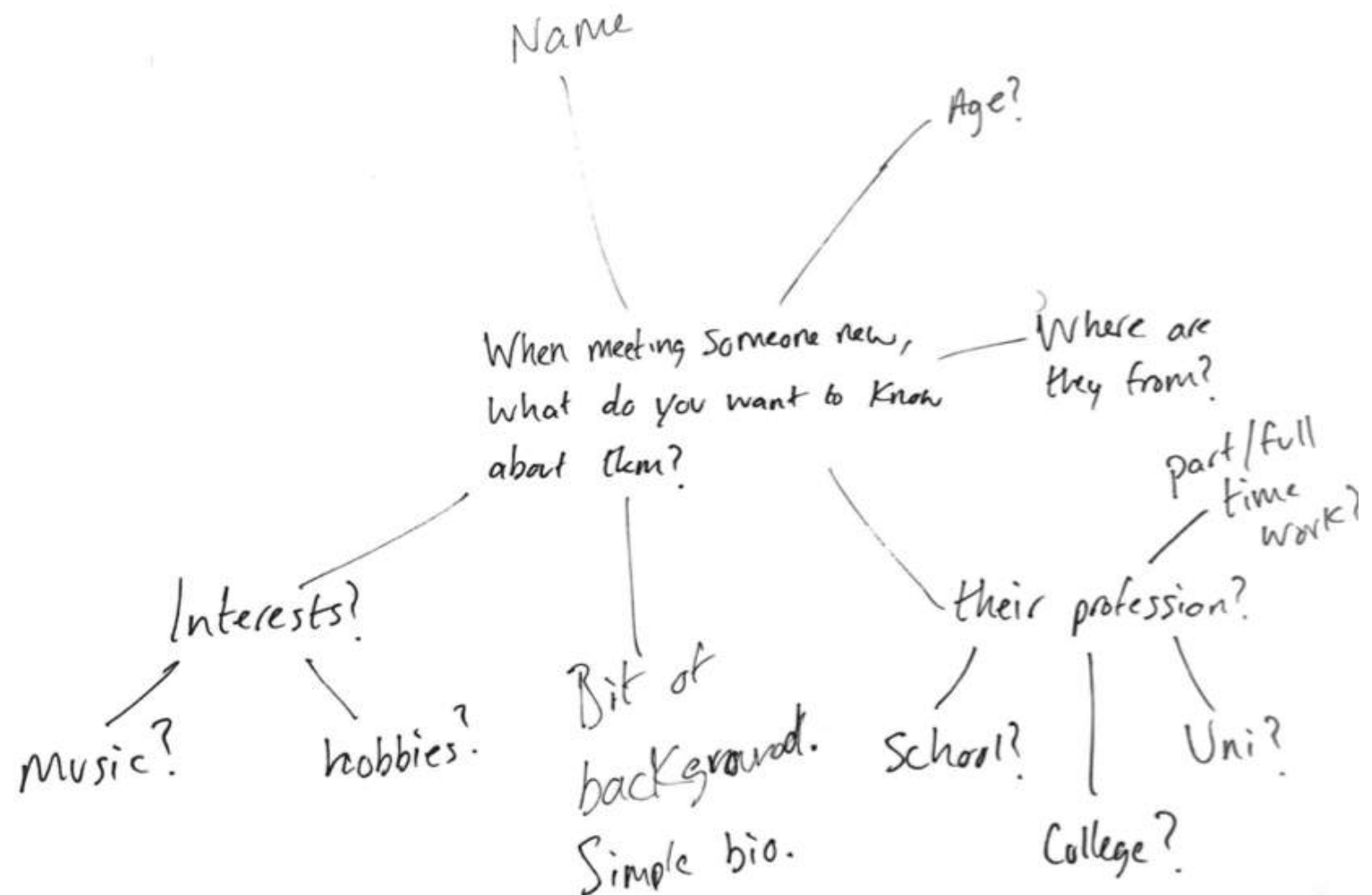
Jive

Creating the Onboarding process

Having the tastebuds onboarding process fresh in the memory, it was a good time to start considering my own on boarding process.

I wanted my onboarding to be really simple and quick but still obtain only useful and relevant information. I asked friends and family what they want to know about someone if they've never met them before and compiled a quick brainstorm together.

Having looked at this, Most of this information can be put together in a "Tell us about yourself" style box with an overview of that person.

Name

Age?

When meeting Someone new, what do you want to Know about them?

Where are they from?

part/full time work?

their profession?

Interests?

Music?

hobbies?

Bit of background. Simple bio.
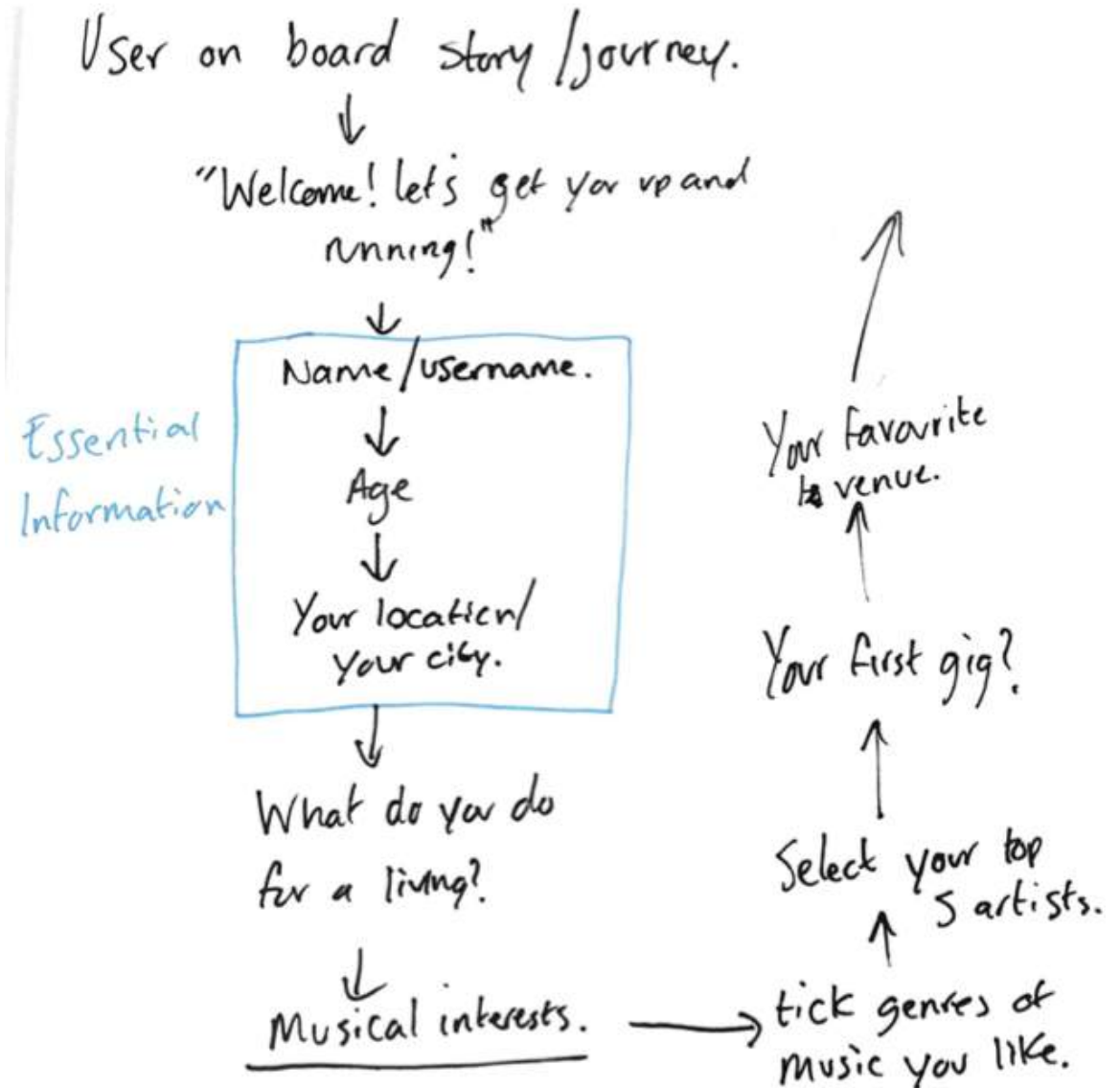
School?

College?

Uni?

Creating the Onboarding process

I started to compile an ordered and logical string of questions together, which hopefully the user will understand that some questions you just can't avoid no matter what service you're signing up to, but then some questions which are hopefully fun to fill out.

Asking someone their 5 favourite artists might stump them a little bit but in a good way as they will want to make sure they put information on as accurate as possible.

Asking someone's first gig would be good too as most people are either very proud or embarrassed in a humorous way and could prove to be a fun ice breaker when two or more people engage in conversation.

User on board story / journey.
↓
"Welcome! let's get you up and running!"
↓
Name / username.
↓
Age
↓
Your location / your city.

Essential Information

↓
What do you do for a living?
↓
Musical interests. ⟶ tick genres of music you like.
↑
Select your top 5 artists.
↑
Your first gig?
↑
Your favourite venue.

Logo

Coming up with a logo was very difficult for me as I was overthinking it way too much and wasn't really putting pencil to paper, despite having all these ideas.

For weeks I struggled to come up with any concrete designs as I'm the first to admit I'm not a brilliant graphic designer, but more a UX designer.

Working at my part time job one day I had an idea and straight away jotted it to paper which the shop uses for till roll. I got a few designs down before they escaped my head and they shown to the right.

I was hesitant about using these ultra rough designs for this document, but I wanted to show the organic growth of an idea which came from a eureka moment,

I shrugged off the idea of putting them into illustrator first.
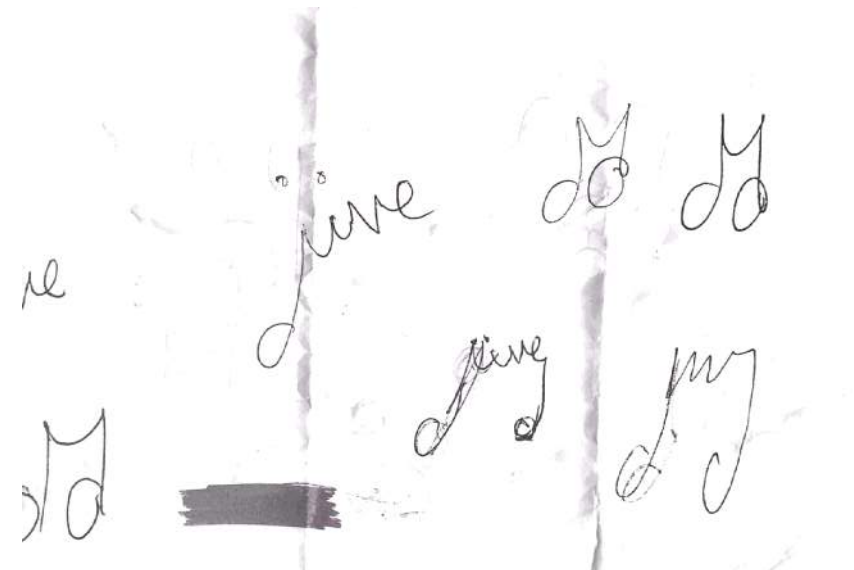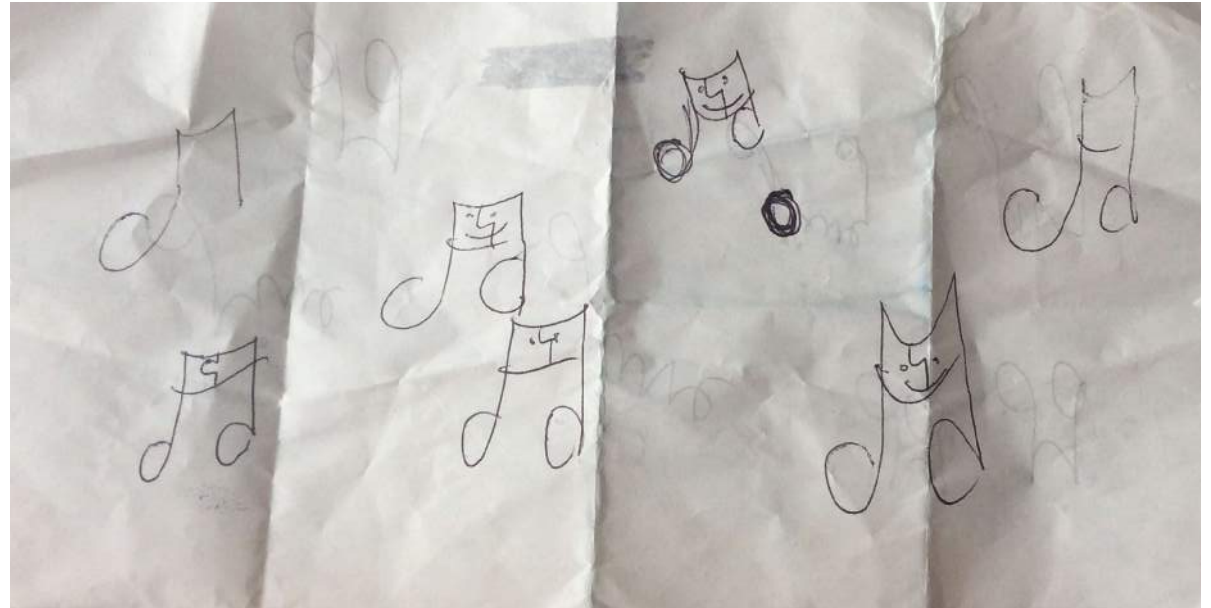
Logo

I wanted the logo to look friendly, approachable and have a good meaning behind it too.

This was the first logo I came up with. Using io7-esque gradients within the lining, contrasting nicely on a black background, the note is highly visible.
Drawing inspiration from Picasso's faces, I used a similar idea on the musical note, the split of the faces represents the coming together of people as well the coming together of the two musical notes.
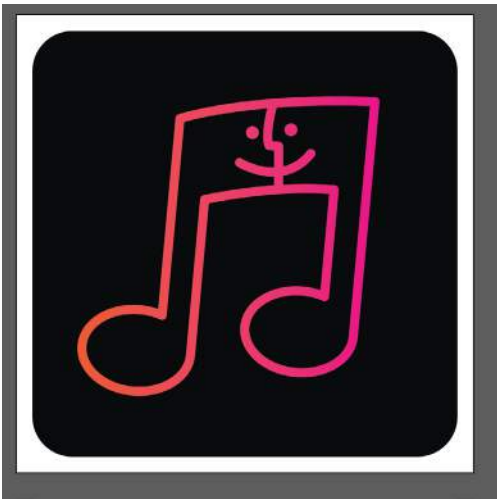
My inspiration for the upcoming logos stem's from Pablo Picasso's classic "Two Characters". The two faces merged in gives a friendly and fitting message about coming together for the sake of everyone's love of live music.

Susan Kane took heavy inspiration when it came to her design of the Mac finder icon.

Image: http://cdn.cultofmac.com/wp-content/uploads/2011/01/Picasso-Two-Characters.jpg

Logo

Creating more interations of the first logo, I replaced the faces with a jigsaw style piece and played around with the colour too, using similar gradient styles.

The actual shape of the musical note is a bit too close to home for what was the old iTunes logo too.

Although I like these logos, I had some issues/concerns with how these would look at just 50px tall at the top of the app screen. I feel like the jigsaw part would be hard to see and would be hard to establish the brand when it loses the eye catching key part to it. It will definitely look too small and not like a genuine, serious logo.

Logo

I took a step back and tried to simplify the logo, while trying to keep the jigsaw/faces as prominent as possible.

Here, I've used a single line instead of a bubble style note, and increased the depth slightly of the space at the top, so that the two faces can appear more dominant and eyes are drawn straight to it.

I really like this simple design for how it's stripped back and places more focus on the faces.

I still feel like the logo could be improved, though.

For me, it still seems quite straight edged and perfect. scaling down to a 50x50px image, I still think the two faces will lose clarity and won't be as effective.

I want my logo to work down at this very low size.

Logo

Here I reduced the height of the musical note and gives the illusion that the space with the two faces in appears bigger, although this not the case, but it would scale down with more clarity.

I'm still getting the feeling that it looks to straight edged and plain.

I'm not specifically wanting my logo to just look hard to create, but it should have a small level of intelligence and informed spacial awareness, and I think my designes so far don't hold that quality I'm looking for.

Logo

I went back to the drawing board (literally) and drew out countless "effortless but it works" musical notes, drawing them free hand through Illustrator.

Using perfect lines/edges didn't seem to be working for me. Very subtle warps in the arcs of the note givs the impression of natural asymmetric and imperfect and not looking too forced.

I drew one which I liked more and more.

The height of the bottom shapes being imperfect for me represents the imperfection of watching alternative music at smaller venues, it's never polished and sounds pristine, but that's what that music scene is all about.

Logo

I took this imperfect shape and sketched around it, making the edges slightly more refined, trying to harness a careful balance of precision and imperfection.

The face here still looks quite short and thin and doesn't sit quite right.

I'm really likinf the imperfect feel to it, but the face/shape at the top of the note is still not prominant enough.

Logo

I dropped the depth much lower than other previous designs and this one feels a lot better than previous designs.

The face and the lines look a lot more naturally drawn, while at the same time I've executed a lot of precision and awareness of the space for the two faces. The height of the circles has appeared to have somehow managed to get back to being the same height, which I think would look better if they weren't, for that imperfect look.

Logo

This logo here I made the bottom circles of the music note considerably smaller, while maintaining the visibility of the music note as a whole.

I stretched out the shape ever so slightly and dropped the height of the top shape yet again.

There's now much more space and clarity between the face divider, the eyes and the smile. The lines are imperfect, the bottoms of both circles are at different heights and it even looks great at a small scale.

This is the final logo I will be using on the app.

Persona #1 - Jenna Rhodes

Favourite acts:

#1 - Chvrches
#2 - Arcade Fire
#3 - The Cribs
#4 - Swim Deep
#5 - Haim

- 19

- University Student

- Recently moved away to London for university

- Really loves contemporary alternative music

Jenna is a bubbly University student from Carlisle and has just moved to London for university a few weeks ago. Her flatmates in halls she gets on with them very well but everyones excluding Jenna's music tastes are all different and quite stubborn (no room for discovery of new music)

Jenna loves attending live music gigs and you can't be anywhere better for the live music scene than London.

Right now, Jenna doesn't know anyone to attend gigs with but there will be so many people in her exact same position. It's an excellent opportunity to form friends and social groups being the rich and culturally diverse structure than London is.

Persona generation helped me keep in mind the 17-24 target market and design decisions were informed by whether or not features would help these users find gig buddies.

Persona #2 - Kyle Rochester

Favourite acts:

#1 - The Strokes
#2 - The Vaccines
#3 - Two Door Cinema Club
#4 - Foster the People
#5 - Peace

- 17

- College

- Attends VI form

- Music taste is changing

Kyle is an outgoing and socially young man. He recently started college and luckily most of his friends from school also attend there. Kyle's music taste is changing rapidly, as it naturally does when you reach the age of 17 and attending college.

His music taste is drifting away from the rest of his friends and finds gigs he'd like to attend all the time at the o2 academy and metro radio arena etc. He asks all of his friends if they will attend but £25-£40 is a lot of money to pay for their friends if they're unsure they will enjoy the gig. As well as the money issue, his friends don't want to run a risk of paying that much money to not like the gig/music.

Kyle constantly misses opportunities to see his new favourite bands and it's unfortunate for someone so young to miss out on experiences like this.

Persona #3 - Steven Watson

Favourite acts:

#1 - Kings of Leon
#2 - Beck
#3 - The National
#4 - Interpol
#5 - The Jesus and Mary Chain

- 24

- Team leader at a bar

- Degree

Established style and music taste

Steven has been listening to music for years and has just about seen every major artist in the alternative music scene. Gigs in Hyde Park, O2 arena he's seen Arcade Fire, Arctic Monkeys, Kings of Leon on the biggest musical stages of them all.

Steven is now really interested in discovering small acts and following them along their journey as they break the mainstream barrier.

The Cluny in Newcastle is perfect for this, a prestigious venue for up and coming music.

Steven's friends don't share this same interest and Steven has no friends who share this same motive.

Persona #4 - Sophie Lobban

Favourite acts:

#1 - Bon Iver
#2 - James Bay
#3 - Catfish and the Bottlemen
#4 - Florence and the Machine
#5 - Father John Misty

- 21

- Works full time in Retail

- High 1st class honors degree

- Established style and music taste

Sophie graduated from London University last year and has since been living back at home in Sunderland. Currently struggling to find a full time job specific to her degree.

One thing she misses about London is the wide range of gigs on almost every single night. She loved particularly seeing small bands for a few quid here and there in Brixton as this was her ideal way to spend evenings; watching live music, having a laugh while having a few social drinks.

She finds this much more appealing now and dislikes the clubbing scene these days. Most of her friends still love to spend their weekends clubbing and Sophie doesn't enjoy it so much at the moment.

Sophie wants to find people who share this same desire to have a relaxed few drinks and watching new and emerging talent.

Persona #5 - Katie Stevenson

Favourite acts:

#1 - Foo Fighters
#2 - Green Day
#3 - Drenge
#4 - Alt-J
#5 - Crystal Fighters

- 17

- Sixth Form Student

- Part time work

- Favourite Genre of music - Mixed

Katie has recently moved to Newcastle from Norwich due to her parents receiving a promotion which they couldn't refuse, which has resulted in relocation.

Katie attended a lot of gigs down there with her friends and it was her favourite thing to do, it's a way of life for her and her life revolves around music. Katie wants to get involved with attending gigs as soon as she can.

How can Katie attend gigs while she's fairly new up in the North East?

Persona #6 - Scott Smith

Favourite acts:

#1 - Arcade Fire
#2 - Spector
#3 - Jon Hopkins
#4 - Django Django
#5 - Swim Deep

- 22

-Final year Design Student

-Works Part time at Levi's

-Favourite Genre of music - Alternative

Scott has a relatively busy lifestyle. He's a full time student at Northumbria University in his final year and works part time at Levi's. On top of this he fits in time for his girlfriend, his housemates and other friends the best he possibly can.

Despite the feeling of having a lot of friendships, Scott feels like he misses out on a lot of live music because his housemates aren't into the band he asks them to come watch them with. And while his girlfriend shares a similar taste, he still misses out in gigs because people can be simply busy.

Scott wants to find people who are social and up for a laugh and become friends through similar tastes in music in his area. His particular interests lie within indie music and the independent music scene. He still loves more mainstream bands but he really appreciates the smaller gigs too.

Functionality of the App

I spent most of my time on this project figuring out the experience around the app.

Here was an early interpretation of what I presented to the class.

Here, the user selects bands they're interested in, similar to Songkick and then an announcement will appear on their feed when a band they liked are doing a tour.

A drop down menu appears showing all gig dates and where. Here in the example, Spector are playing a date at the O2 Academy. The user selects the newcastle date and a list of users are revealed who have pressed that they would like to attend this event. Everyone in this list have said they want to go and have made themselves available to message about the gig.

User's can view profiles from here.

I liked this idea, but I expressed concern over the way Song Kick makes users enter all bands they like.

Manual input takes away that Discovery aspect, which a lot of users will want. Me personally, I prefer the idea of exploring new bands to listen to. And if it was all manual input, you'd only type in bands you already know.
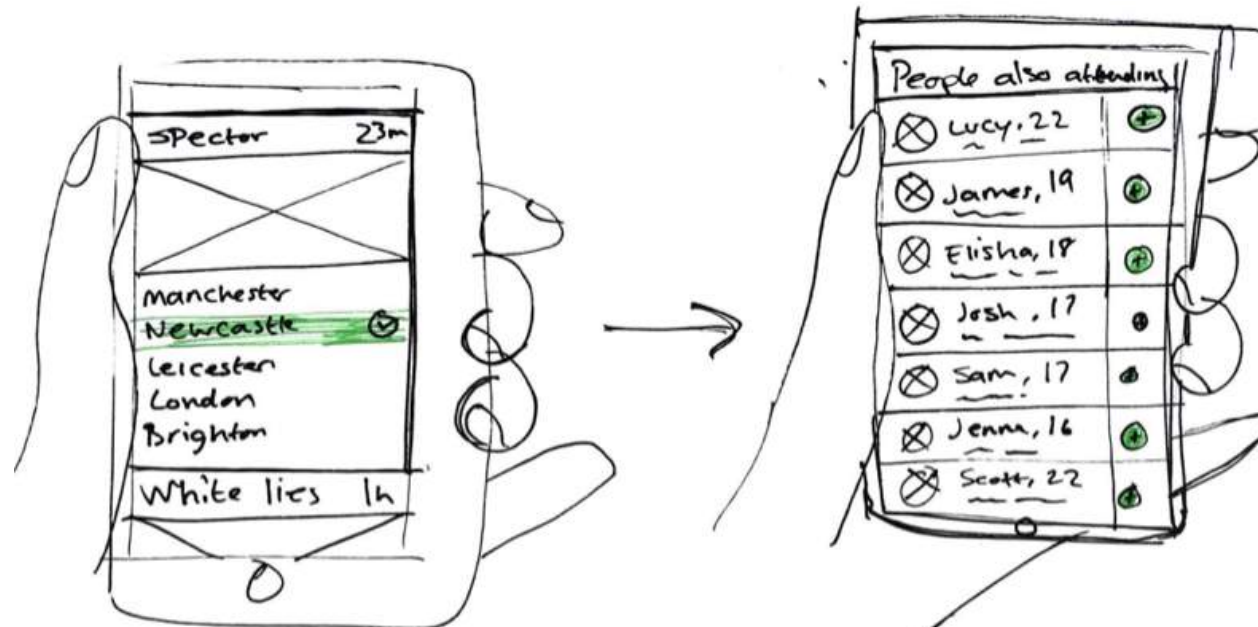
Gig announced, User can select a date they want to attend.

When a user selects a date, a list is revealed of who else is attending, here you can add users, talk to them and potentially Gig together.

Functionality of the App

This idea is based more around location.

The main feed of this idea would be that the news feed works similar to Flipboard, how it pulls information from other sources into one collected space.

This page would pull in information from all venue's websites, so dates, times and prices will always be 100% accurate. The app determins the location of the user and pulls together dates of all gigs from all venues near the user.

If the user is based in Newcastle, information would be pulled from the likes of The Cluny, The Head of Steam, Think Tanl?/Riverside, O2 Academy, Northumbria/ Newcastle University to even the butterfly cabinet, a small cafe located in Heaton which has regular music nights.

The app would clearly be aimed for independant/alternative artists.

This design would take the aspect of clicking dates of a gig to reveal user's who have manually selected that they are interested in attending this gig.

On this page there will be a filter feature.

By default, all gigs will be listed in accordance to date.

The filer feature would allow a user to filter through results by:

Location.

If a user was wanting to attend a gig in a different city, i.e Manchester, a user can look through a different city's feed.

Venue specific.

If a user isn't interested in a particular venue, they can untick it and the results will update without that venue.

Cost.

Cost is always going to be an important factor so it's important you give the user the freedom to look for gigs by cost too. Someone may just want to go any gig under £10 as an example. If this mindset gets someone out meeting new friends listening to music, then the app has been successful for the user and that design decision is justified. Not giving this option may give the user an impression the app doesn't care about their budget and will lose trust within a fair few users.
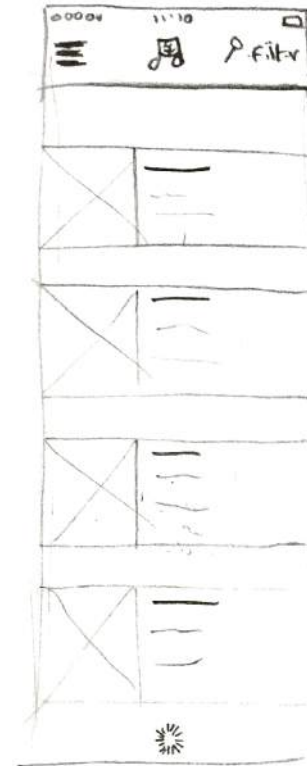
Extra long list of all gigs coming up in your area. By default, it will display, all gigs, all genres in your current location's city.

Pulling information via Songkick? Flipboard style.

One thing Users will want to do is change the filter by location. So a user can travel to another city.

Functionality of the App

Instead of putting music in the spotlight, this approach would place user's first.

I long list of users would appear and user's could then create conversations from there, and then users will be able to seek out music together.
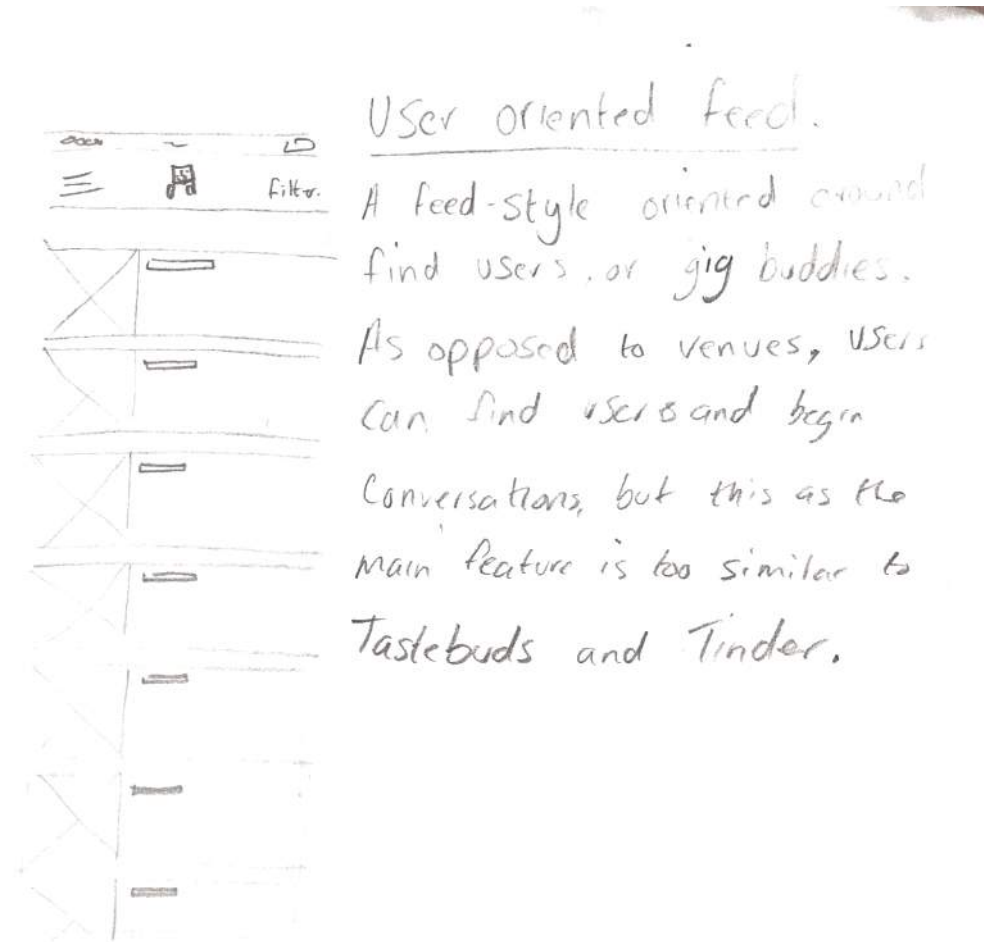
Which one seems better?

After receiving feedback from tutors and fellow peers, the gig-centered location reliant feed seems the most viable option.

I was wary that users wont be at the forefront of the design.

Seeking out music you want to see live is the most important part.

Having a user first feed I'm very wary of users being knit picky in terms of who they talk to, creating a dating atmosphere similar to tastebuds which is exactly what I don't want.

A gig first approach will make someone see gig, decided they want to go and then sign themselves up to the list of people who want to go. There will be a niche number of users on these and it will create a psychological connection with that person.

User oriented feed.

A feed-style oriented around find users. or gig buddies.

As opposed to venues, users can find users and begin conversations, but this as the main feature is too similar to Tastebuds and Tinder.

Features of the App

Cards.

Every gig listing will be set out the same way. Nice image of the band pulled from the source of the content, venue name, date and price.

User cards.

Each user will have their own card when they select a gig they want to attend. A picture of them will be revealed and their name. Pressing this card allows a user to view their profile and their on board information they gave when they signed up.

Despite these features. I'm still not convinced that users will feel too comfortable with messaging random users.

On Tinder, when two people match with each other, I've seen it a million times where both people are still reluctant to make the first move in terms of who talks first and I'm wary the same could happen here, even though everybody's here to make friends. It can still be a daunting thought messaging somebody you've never met in your life.

How do I overcome this?

When a user selects they want to go to a gig, they are required to fill out a quick "note" to add to their card for that gig.

They can write anything here and it's their opportunity to express things like their love for the band or even just to not to be shy to message them. Adding this personal touch makes the interface feel more human and natural, which will potentially help users overcome that barrier.
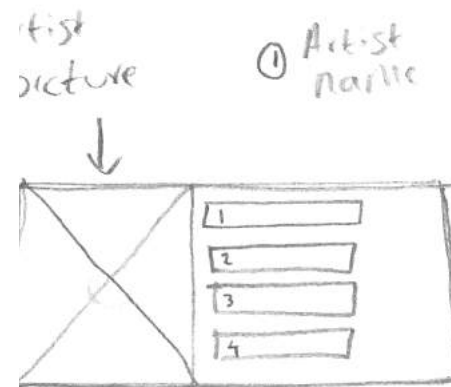
Site Map/Architecture

The simplicity of the app I want to create left
me with a tricky but not so time consuming
setup for a system architecture.

Wireframes

I began wireframing out my app. I know what pages and features I want to have on my app thanks to my Information Architecture exercise which helped me keep focused on the main task at hand, helping people find new gig buddies. There aren't too many features put in for the sake of the app, it's been carefully considered so that there's as little clutter as possible getting in the way of finding gig buddies!

1. Main gig page.

2. Menu via hamburger icon.

3. A gig page.

4. Who's going to that gig via a button on the gig page.

5. Add a note to your card and add yourself to the list of users wanting to go to the gig.

6. Profile page.

7. Messages

8. Message page with user(s).

9. Manage your cards page. Edit your note for any gig or remove yourself from a list.

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7. Messages

8. Message page with user(s).

9. Manage your cards page. Edit your note for any gig or remove yourself from a list.

On boarding Finals

These are the designs I came up with for the on boarding process when a user first signs up to the app.

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Interface Development

From the proposed wireframes I developed them into an Illustrator document and came across a few dilemmas/choices I had to decide upon.

My initial proposal was for there to be a block colour behind the profile photo of a user's profile page. I then started to doubt myself as I hadn't really considered any other approach so I created a few potential ways to go about designing it differently.

On the left is the original way I intended to have the profile page.

On the right, I have added an image in the background with a gradient fading from 100% to 0% to reveal a cover photo.

Does this benefit the user?

I asked myself this a lot, as I don't want to include this for the sake of it. It absolutely helps the user. I'm carefully limiting the amount the information people can put up of themselves so allowing a user to add their own customer cover photo is a great opportunity to choose something visual that could represent something they like.
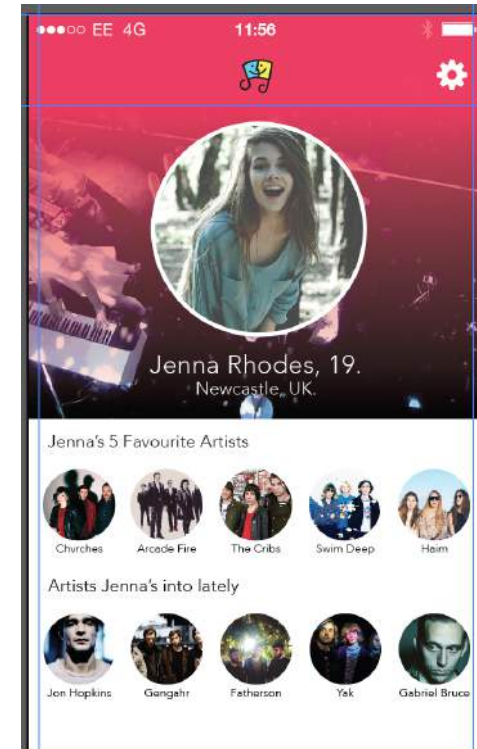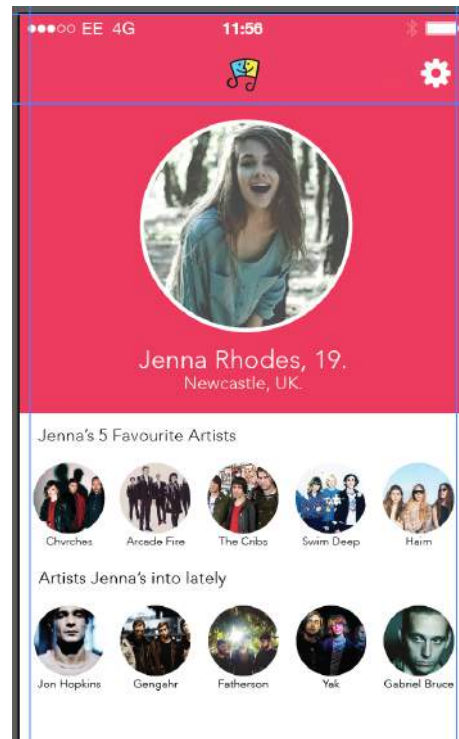

Design #2 which I decided to use

Interface Development

The third idea is to have no gradient at all.

This takes away the depth within the interface and makes the profile and cover photo seem closer together and more part of the same image. The gradient helped the profile photo stand out more.

The fourth idea uses the gradient again but it disappears more harshly, The gradient box is half the size than design number two.

My personal favourite as well as what I think looks best is design number 2. The gradient looks a lot more natural than the other designs and creates a nice depth which helps elevates the profile photo to be more eye catching.
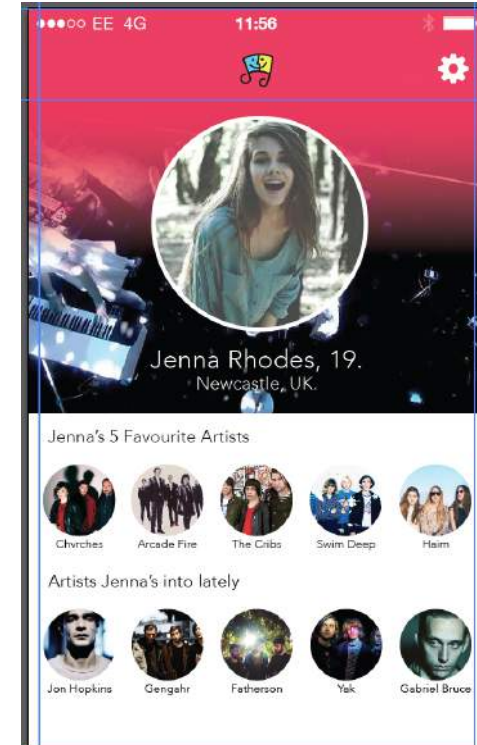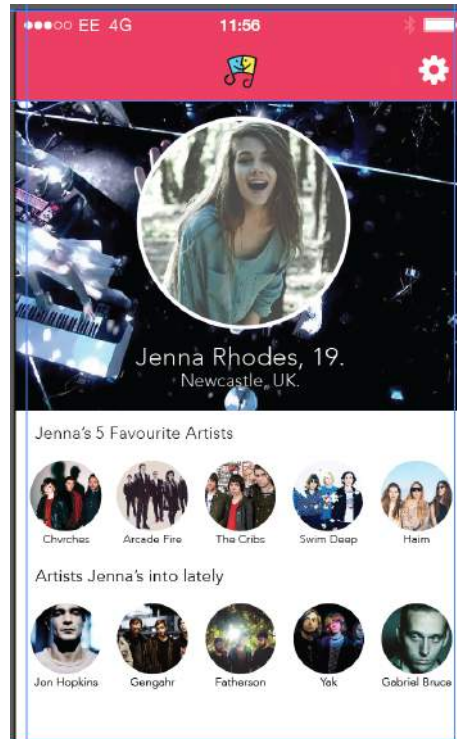
Interface Development

I struggled with how to design the buttons underneath a user's name of how to interact with them. I want to have them look like buttons so afforance is playing key part in decision making here. On the left, I personally think it looks better with no lines, but without the lines it's hard to determine that they're actually buttons. On the right hand side with the lines divding across it's so much more clear that they're buttons and they're pressable.

Interface Development

I decided to get rid of the hamburger menu and opted for a tab bar on the bottom of the screen instead. I have carefully not cluttered the features functions too much and I believe this warrants the use of tab bars. They're easier to use and access through research of ergonomics.

Hamburger menus are typically at the top left of a screen, and on a ever growing pop-ular iphone 6/6plus these can be a struggle to get to and I don't want a core function being difficult to reach as it could harm the user's experience and patience using the app.
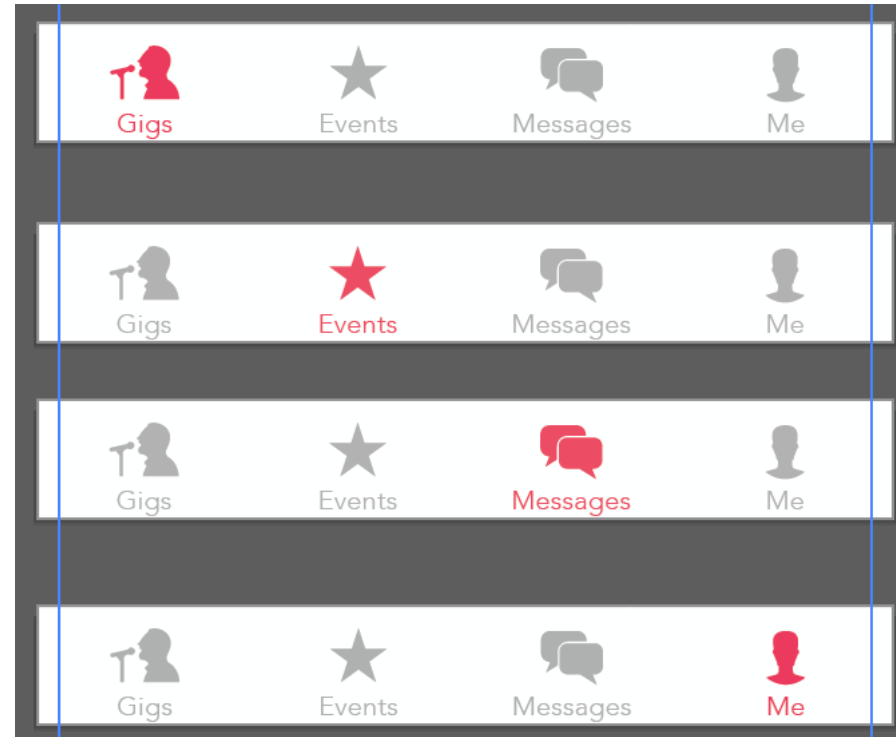
Final screens

The front page for the app is the gigs page which displays all gigs upcoming in the city the user is currently in. This can easily be changed through the filter tab on the top left.

User's can search for a specific gig or user through the top right search icon.

The Nav bar in all screens has an opacity of 99%, so the long scroller of gig listings is visible on the bottom ever so slightly, keeping with ios8 design guidelines.

I debated having the pink as the colour of the tab as well but was cautious that it would look too bold. Opting for a light gray looks profession and clean.

It's clear to see which tab you're browsing through as the branded pink colour is the colour of the tab selected.

Final screens

I stuck to my wireframes here and went with the same process and kept the image at the top of the page. I played around with postioning of buttons on the gig overview page. Having the buttons half on the image looks more enticing to press. I used safe natural colours to also entice the user the press them.

The information below is pulled from The Cluny's site so all information is accurate from an official source.
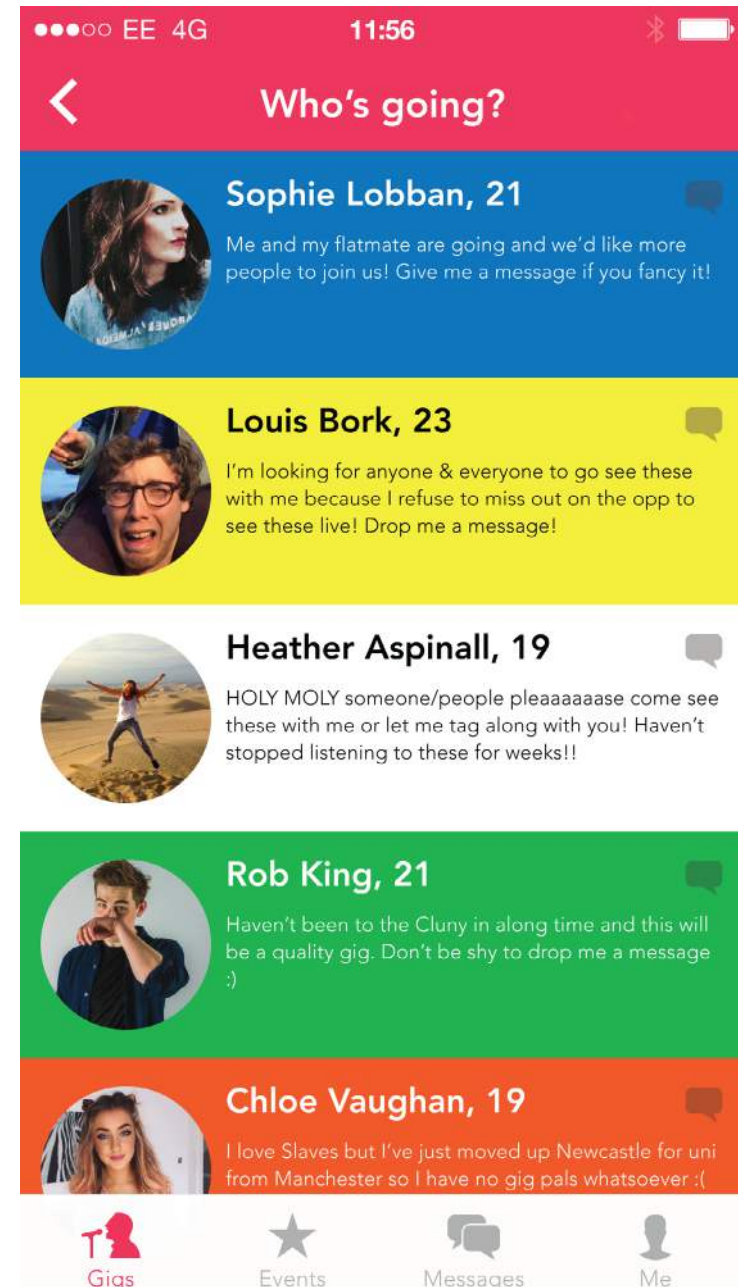
Final screens

When interested of who's going, this page shows a list of users who have said they'd like to attend and have left their own note.

As simple as the final outcome looks, it was incredibly hard getting here because this page aesthetically is radically different to any other page.

The colours are what the user's settings are. Allowing custom colours and say a lot about them as a person if someone wants to read into it enough. The notes in each card I think really helps sell that perso-na and humanises each and every single person. People post genuinely kind and welcoming messages to help people not be afraid of giving them a message.

The custom colours enhance the mood and feel of this page completely as easy going and fun.

The page feels quite punk with the solid block colours, but to help users engage with one another and I firmly believe these colours aid the cause.

Final screens

Adding a note to your card is really easy. Instructions are given under the title so you know exactly what you're doing. Really small things like exclamation marks next to prompts help make the whole app seem laid back and casual, not looking too formal.

Final screens

Your Events page is where you manage all of your cards. On this screen, the user is currently on 12 gig lists that he'd like to attend. Here he can remove himself from any list if for any reason he wishes not be on there anymore, and he can edit his note too for each gig. This neat little feature will put the user's mind to rest and won't feel the pressure too much putting their first initial message up.
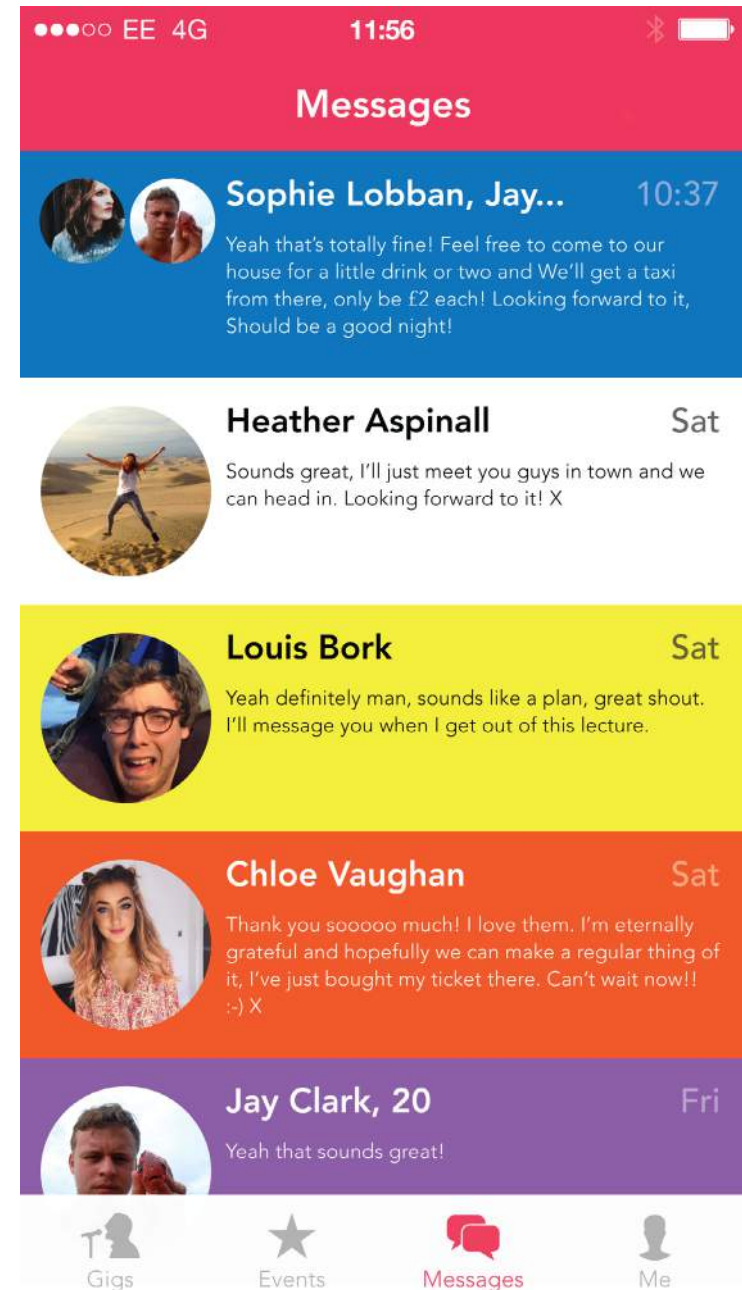
Final screens

The messages page is a similar set up the "Attending" page. It's colourful, vibrant and friendly. Like before, the page and the over-all colour has a huge impact on the user's emotion and decision making to interact with other users.

In the screen shown there's a group message taking place, as user's can add more people to the chat. When it comes to organising events such as going to gigs, "the more the merrier".

Messages are displayed in order of when the last message was sent, either incoming or outgoing.
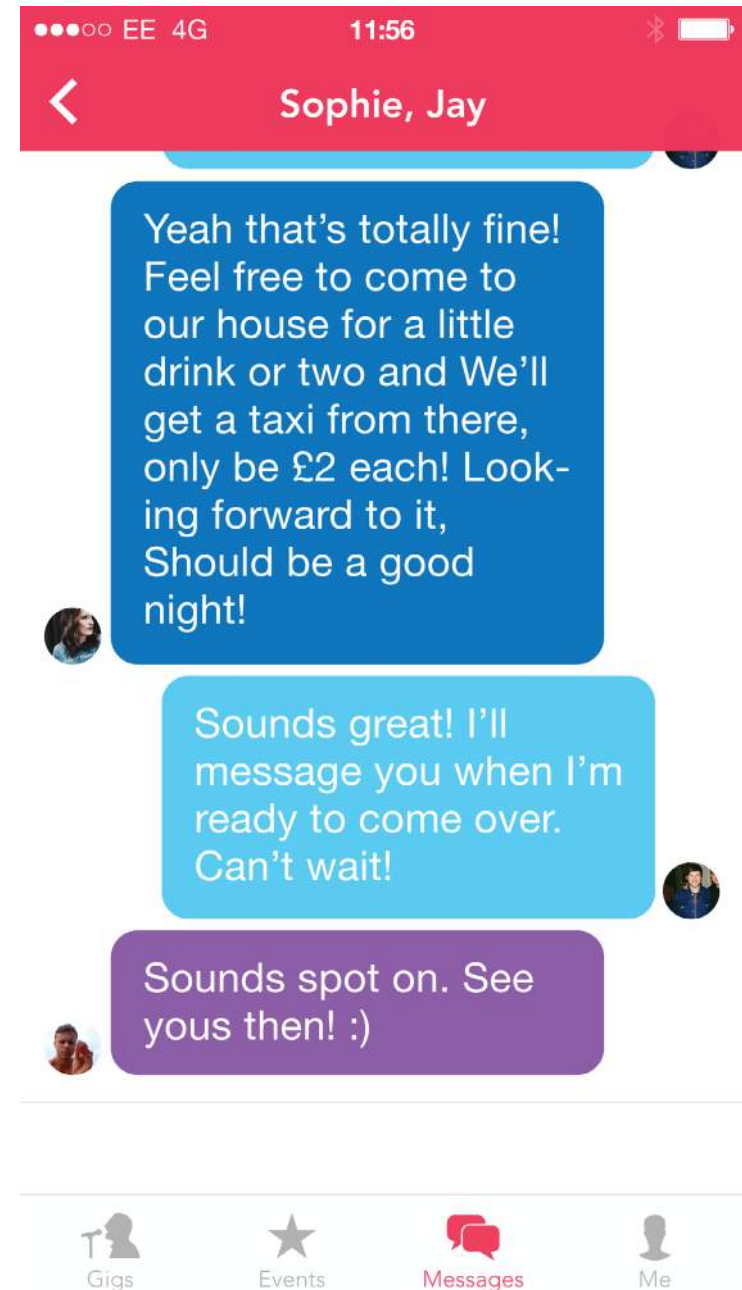
Final screens

The message bubbles are the colour of what the user has specified in their settings.

Organising events, talking about music, user's can talk about anything here.

How is this different from other messaging servives?

People will come to Jive because they struggle to find gig buddies on their other social media, i.e facebook and twitter. Finding new friends/gig buddies make them feel more inclined to stay away from facebook chat and stay within the Jive messaging.

The concepts of the messaging services are the same. But the emotional reasons and attachments as to why user's use this instead of Facebook are tied into the fundamental reasons they've joined Jive in the first place.
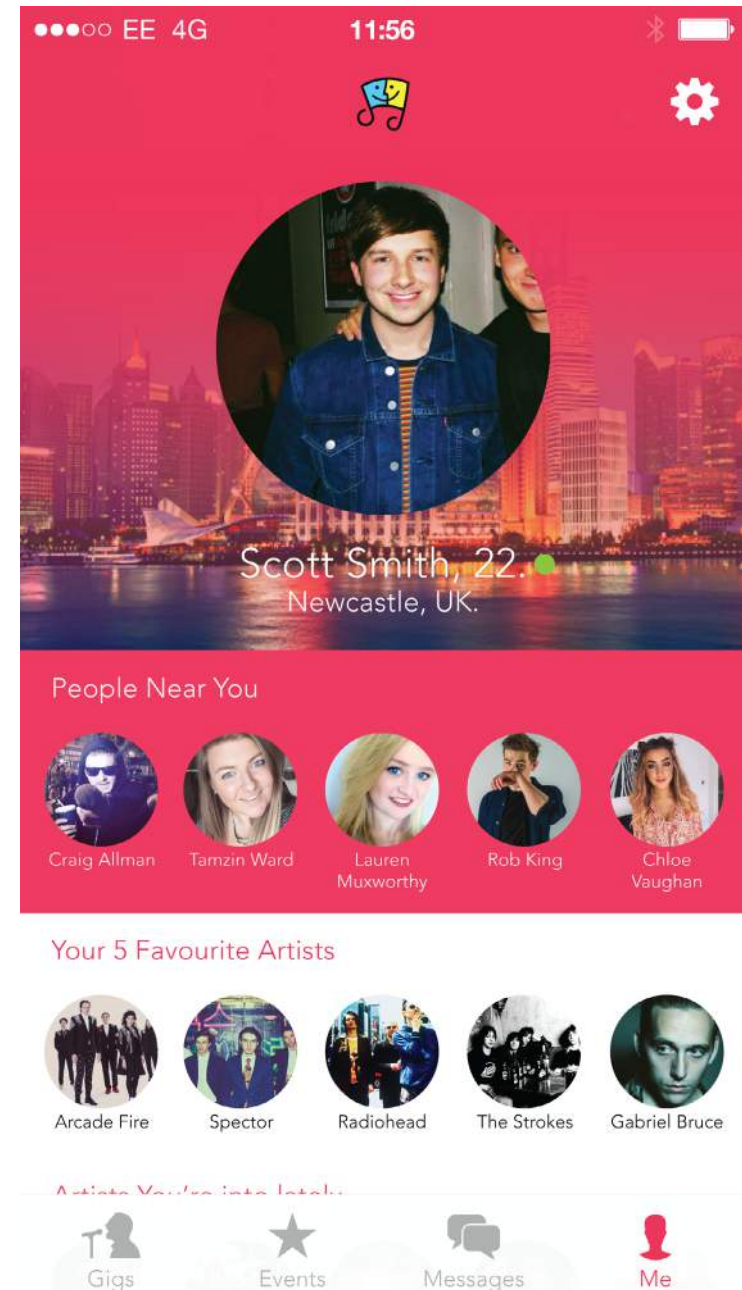
Final screens

This is the user's profile page.

Underneath your profile/cover photo will show you 10 users who are close to your location and who have been the most recently active so there's an incentive to use the app regularly so you get spotted more, become more recognised and will eventually help you to be approached and spoken to by people.

All of your on boarding information is used for your profile.

Information is crystal clear and there's not too much irrelevant information.

Final screens

The settings page has a few options here.

Here the use selects their card/message bubble colour.

You can see the current setting is blue background with why text, which is clear on the events tab where it shows you all of your cards.

You can view your friends from here. This was a tricky decision to make but I don't want peoples friends to appear on profile pages because it's not a popularity contest. Someone who is new to the app might see lots of users with a ton of friends and may feel they have lagged behind and in turn become less likely to have the confidence to use the app efficiently.

For these reasons, friends are tucked away not for public viewing.
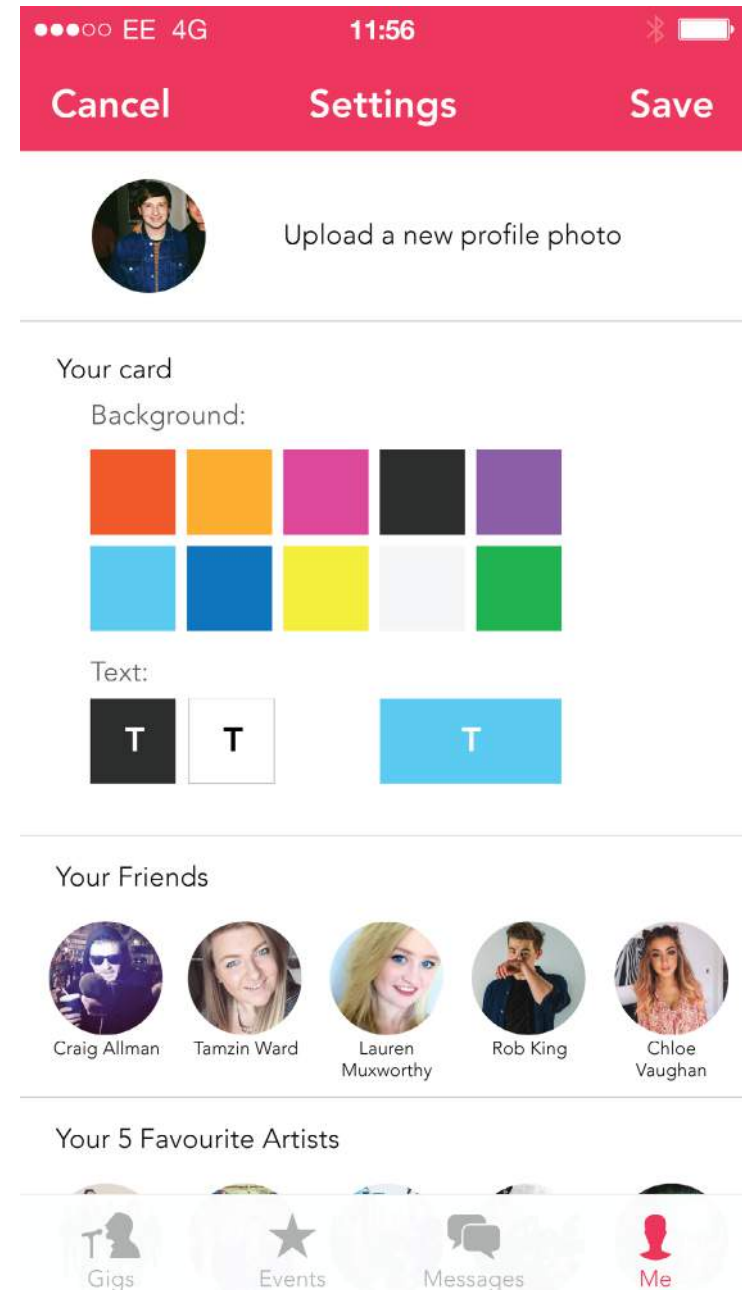
Final screens

This is how someone's profile will look if you're viewing it.

You can add them, view what gigs they have said they would like to attend and message them. You can see their on boarding information too.

If a user does not feel comfortable with any messages they are receiving from a user by any reason, they may delete the messages and are offered the option of blocking further communication.
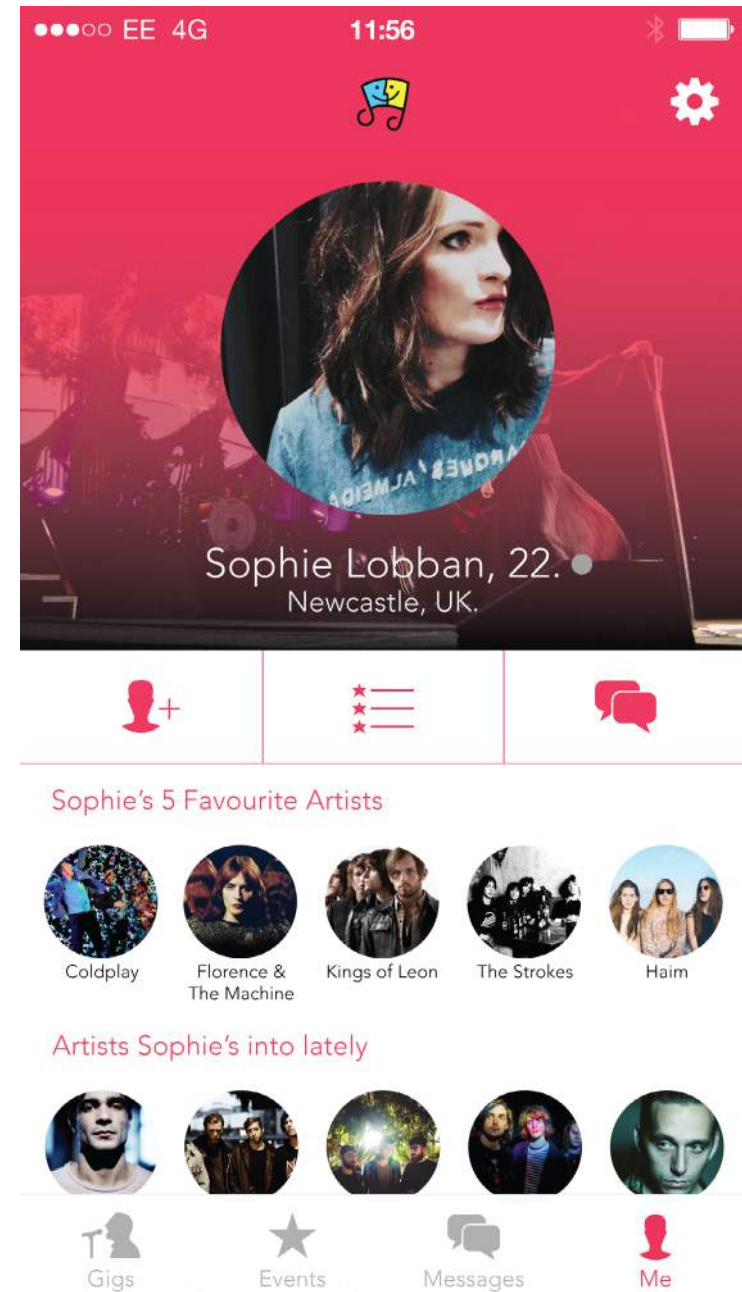
Music for Video

The music I used in my video had to be a perfect fit for everything I've designed Jive to stand for. The music has to be alternative, fast paced and sound quite raw.

The shortlist of songs I gathered were:

We Have Band - Someone

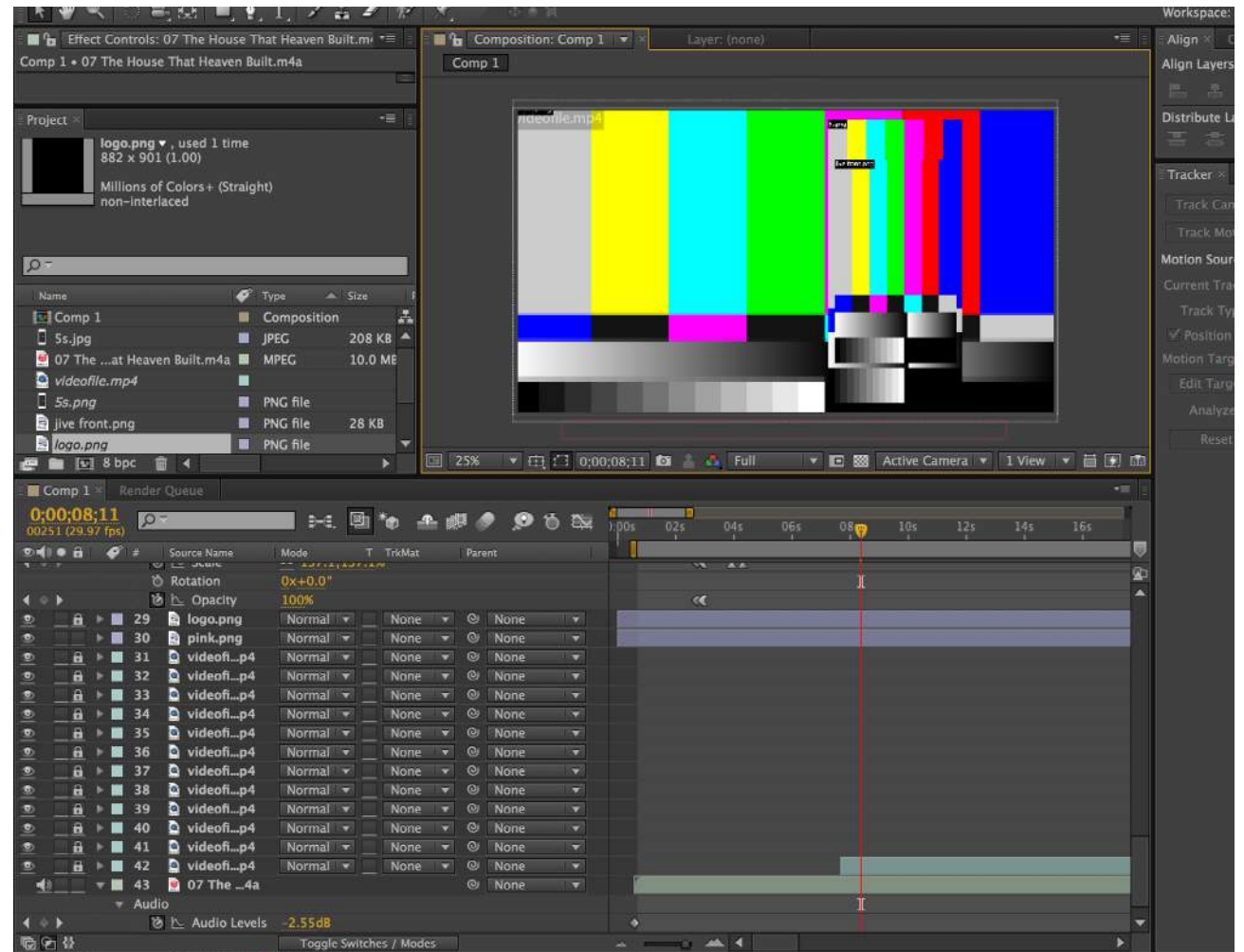The Japanroids - The House That Heaven Built

Walk The Moon - Tightrope

San Cisco - Fred Astaire

Circa Waves - So Long

Tokyo Police Club - Your English Is Good

Walk the Moon - Quasadilla

The 1975 - Heart Out

After spending weeks with this in the back of my mind, although it's 3 years old, Japanroids - The House That Heaven Built musically represented Jive.

Reflections/Evaluations.

Jive, the "Music / Social Discovery application that helps curate friendships built on a single foundation through a mutual love of live music."

I'm very proud of what I created in this project and I take great pride in speaking about it because of my own personal experience around missing out on gigs.

I strongly believe there is genuine opportunity for this idea to be taken further and become a real service. I know that a lot of people would benefit from this service and would love the opportunity to meet new people and interact with other groups of people.

The brand itself I created the foundations of could definitely be taken further and I do believe people could attach themselves to this application and use it very regualrly.

I received great feedback from my tutor Tever Sewell. Trev took a great interest in this as he is a musician himself and provid-ed some great insight into how functionality of the app could pull in users.

My main obstacles in this project was fine tuning the target audience. My initial idea was Jive to be for anyone and everyone, any age. Persona generating told me that younger generations will not likely mix/socialise with older generations.

I had a great problem overcoming the virtual ice breaking barrier to make the first move to initiate communcation and I think the use of personal notes added to the card would massively benefit the way user's see each other and I know that it will increase the likelihood of users communicating with each other.