

# PROCESS BOOK



# FESTIVALL

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# FESTIVALL

## FINDING THE RIGHT MUSIC FESTIVAL IS HARD!

FESTIVALL GIVES YOU A SERIES  
OF TOOLS TO HELP MAKE  
YOUR FESTIVAL CHOICES WITH  
EASE AND CONFIDENCE.

SO WHAT ARE YOU WAITING FOR?

### STRATEGY

THE STRATEGY AND GOALS OF FESTIVALL ARE TO CREATE A PLACE WHERE USERS CAN DISCOVER THE MANY MUSIC FESTIVALS HELD IN AMERICA DURING THE FESTIVAL SEASON AND PICK WHICH ONE SUITS THEIR NEEDS BEST. FROM SOUTH BY SOUTHWEST TO TOMORROWLAND AND WAKARUSA. FESTIVALL IS A USER'S FESTIVAL GUIDE IN THEIR POCKET. FESTIVALL IS FOR THE FIRST-TIMER, THE CASUAL ATTENDEE, AND THE SEASONED VETERAN FESTIVAL ATTENDEE. FESTIVALL WILL APPEAL TO THESE USERS BECAUSE THEY CAN SELECT WHICH FESTIVALS THEY ARE INTERESTED IN AND SEE ALL THE INFORMATION THEY NEED ABOUT THEM INCLUDING PRICE, WHETHER THEY CAN CAMP, LINEUP, AND OTHER IMPORTANT FESTIVAL-SPECIFIC INFORMATION. FESTIVALL'S MAIN GOAL IS TO AID PEOPLE IN THE TEDIOUS TASK OF DECIDING WHICH FEST IS BEST.

### SCOPE

FESTIVALL WILL AID IN ACHIEVING THESE USER GOALS BY SEPARATING THE TYPES OF FESTIVALS AND GIVING MANY BROWSING OPTIONS. USERS CAN BROWSE WITH FEST GENIE, BY LOOKING UP GENRES, SELECTING FESTIVAL TYPE, LOCATION, AND EVEN TIME OF YEAR. THIS HELPS PEOPLE MAKE SURE THEY SELECT THE FESTIVAL THAT BEST SUITS THEM. VITAL INFORMATION AS TO WHETHER YOU CAN CAMP, NEARBY HOTELS, AND VIP EXPERIENCES WILL BE PRESENT IN FESTIVALL. WITH ALL OF THESE FEATURES, FESTIVALL WILL MAKE SURE THAT FESTIVAL GOERS EVERYWHERE ARE INFORMED AND READY FOR THEIR NEXT FESTIVAL EXPERIENCE FROM PLANNING STAGES TO ENTRY.

# USER PROFILES



**ANNIE MARCO** - INDIE AND POP

VERSION: WEBSITE

NEEDS:

- ACCOMODATIONS
- LINEUPS
- TICKET INFO

WANTS:

- FAVORITE ARTISTS
- TRAVEL INFO
- BANG FOR THE BUCK

"I WANT AN AWESOME FIRST FESTIVAL"



**ERIC JONES** - ROCK AND ELECTRONIC

VERSION: TABLET

NEEDS:

- CLOSE TO HOME
- LINEUPS
- TICKET INFO

WANTS:

- FAVORITE ARTISTS
- PARKING INFO
- SINGLE DAY TICKETS

"I JUST WANT TO KNOW THE LINEUPS"



**BRIDGET ANDERSON** - ELECTRONIC AND JAM

VERSION: MOBILE APP

NEEDS:

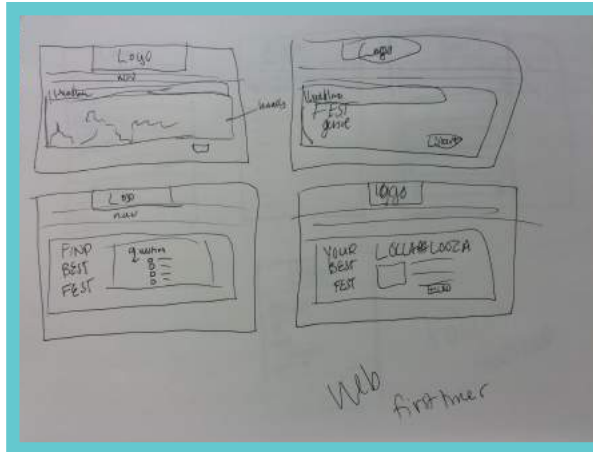
- CAMPING INFO
- FESTIVAL NEWS
- TICKET INFO

WANTS:

- FEST WITH GOOD VIBES
- FAMILIARITY
- FREE SPIRITED FEST

"I NEED TO CAMP, HANG MY HAMMOCK, AND CHILL"

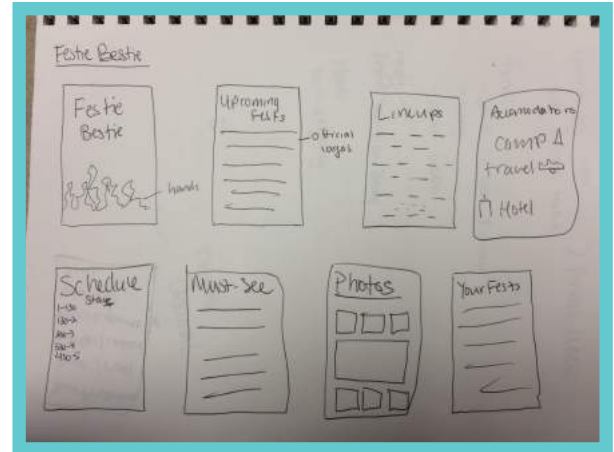
# SKETCHES & WIREFRAMES



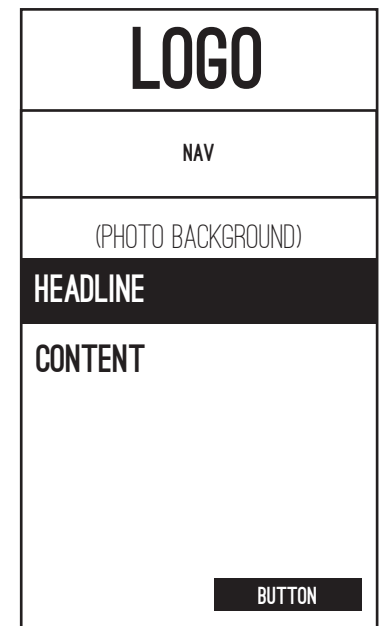
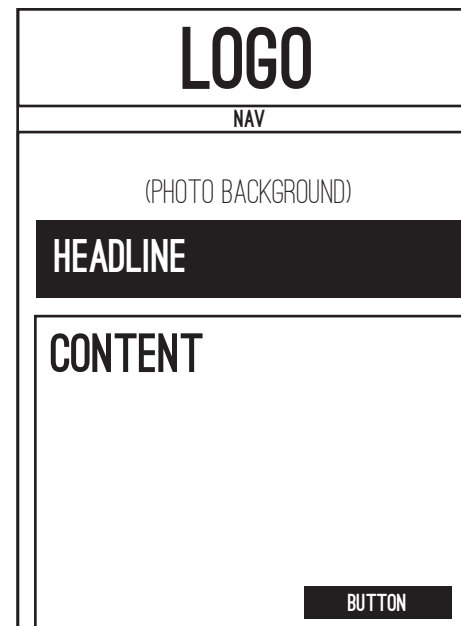
WEB



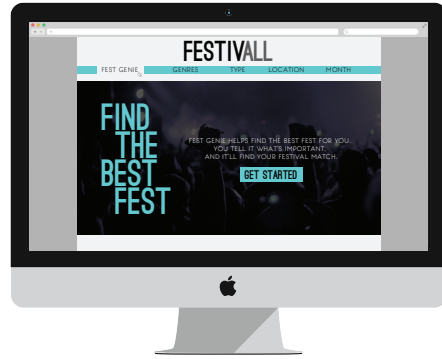
TABLET



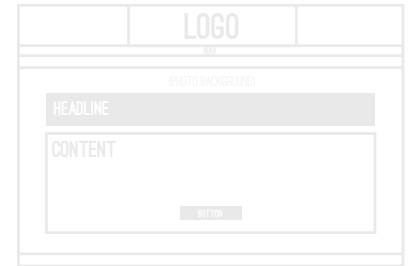
MOBILE



# DESIGN MOCKUP: WEBSITE



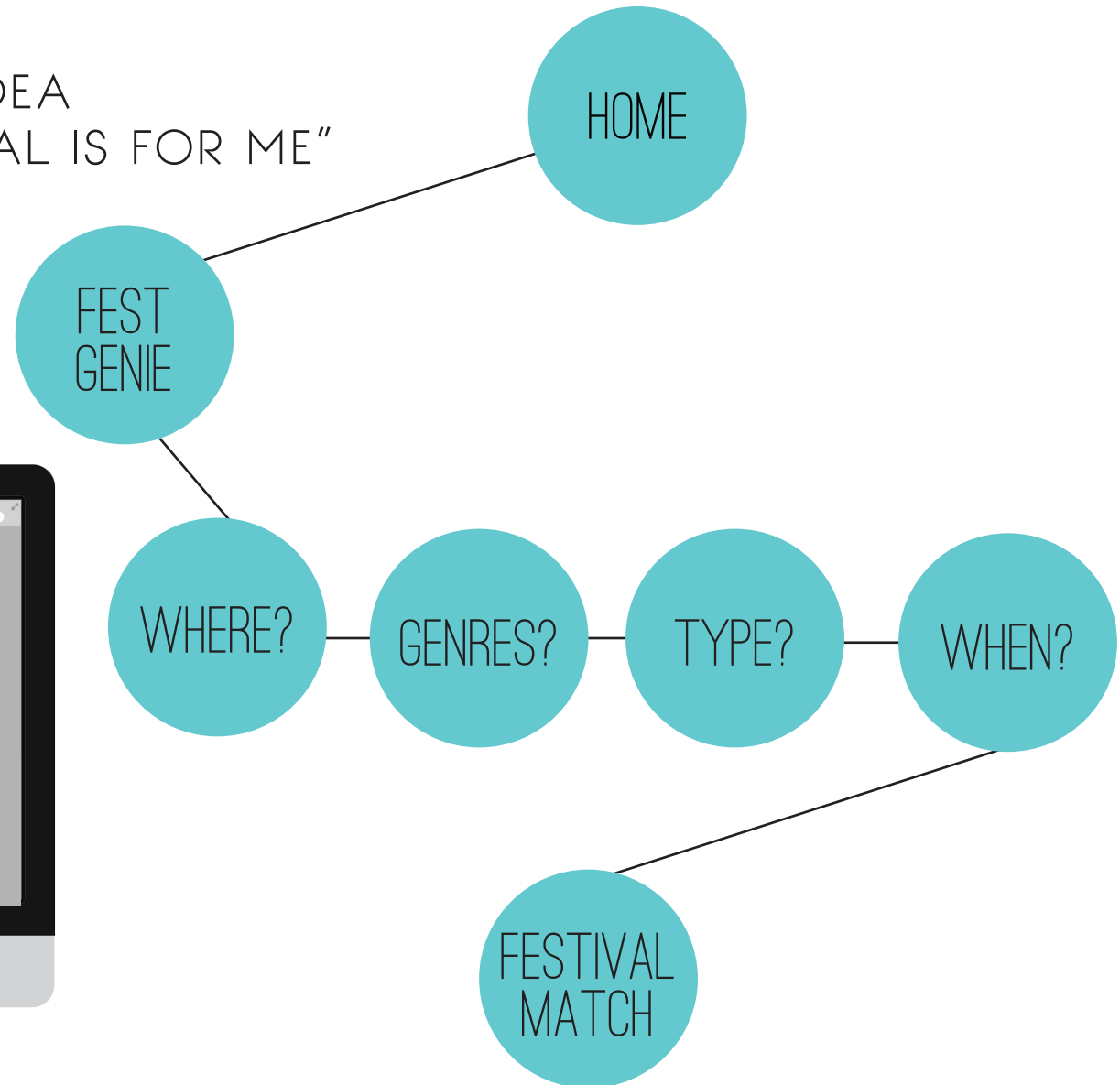
THIS FIRST TIME USER WOULD USE THE WEBSITE TO GAIN ACCESS TO THE FESTIVAL GENIE. THIS WOULD BE THE BEST APPLICATION FOR HER BECAUSE SHE CAN FIND THE PERFECT FESTIVAL FOR HER.



# PROCESS FLOW: WEBSITE

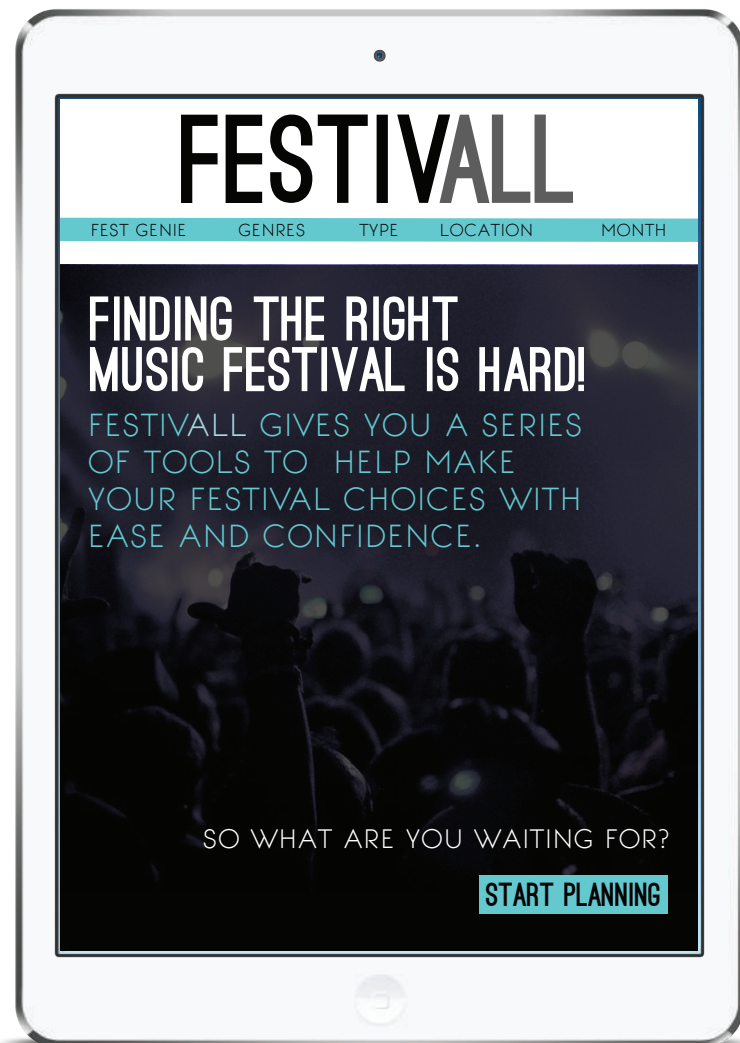
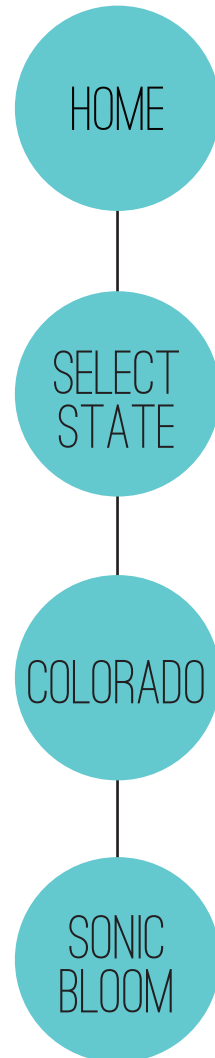


"I HAVE NO IDEA  
WHAT FESTIVAL IS FOR ME"



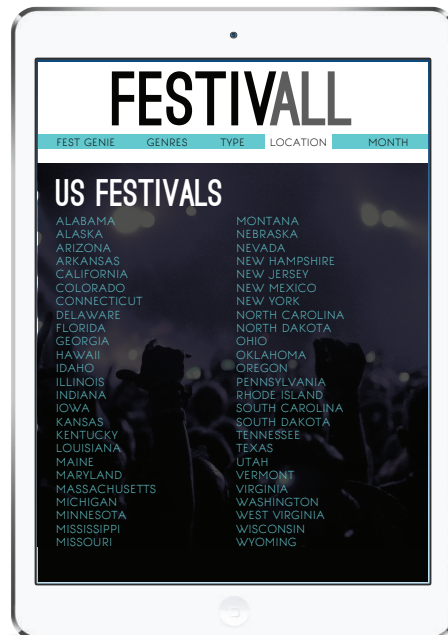
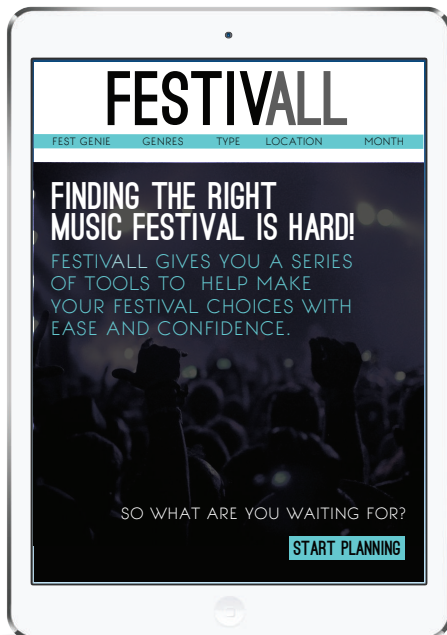
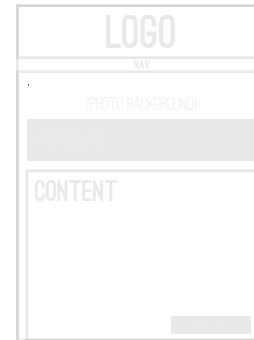
# PROCESS FLOW: TABLET

"WHAT FESTIVALS ARE IN COLORADO?"



# DESIGN MOCKUP: TABLET

THIS USER HAS BEEN TO A FEW FESTIVALS AND NOW ALL HE WANTS IS TO KNOW WHAT IS LOCAL TO HIM IN COLORADO. WITH FESTIVALL HE CAN FILTER THE FESTIVALS BY LOCATION.

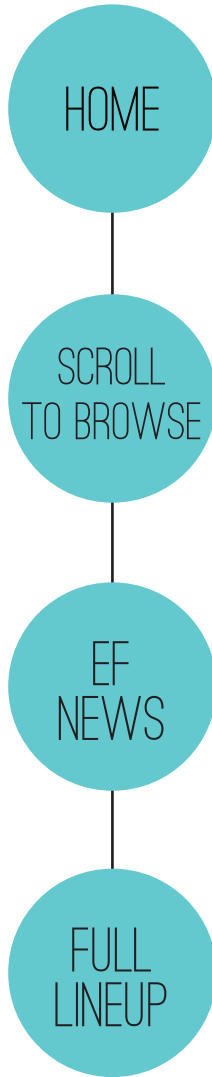




# PROCESS FLOW: MOBILE APP



“WHAT’S GOING ON WITH THE ELECTRIC FOREST LINEUP?”



THIS USER ALREADY KNOWS WHAT FESTIVAL SHE IS GOING TO AND IS JUST HERE BROWSING AND GETTING TO KNOW THE LINEUP AND SPECIAL EVENTS AT HER FAVORITE FESTIVAL, ELECTRIC FOREST

LOGO
NAV
(PHOTO BACKGROUND)
CONTENT

