

UXG1560 ASSIGNMENT 3 LEE TONG

BACK

MUSIC FESTIVAL 2024

MOBILE APP DESIGN FOR BACK MUSIC FEST

BACK MUSIC FEST

The music festival that brings you BACK to your youth.

Still listening to that old track on repeat? Here at BACK, we believe you will never too old for a throwback. Those hits you love, the tunes you resonate with, we are bringing it all BACK to you!

This year, we are bringing back the youth of the 00s and 90s. Come and sing along with the king of rock Wu Bai, reminisce with the timeless classics of Stephanie Sun, embrace in the soulful vocals of Tanya Chua and more!

Look forward to a vibrant and nostalgic celebration of music, along with our curated line of activities from themed photo booths, to trendy pop-up retail, plus arcade games and delicious treats. We promise this will be a throwback you will never grow out of.

BACK to **Uncover, Feel, Recollect**

Target Audience

- Youths 16-25 looking to discover Mandopop classics
- Adults 26-40 who grew up listening to Mandopop

Theme

Youth (spirit of youth)

MOOD

Vibrant X Old School
Nostalgia

**BRINGING YOU
BACK TO YOUR YOUTH
THROUGH MUSIC !**

MUSIC FESTIVALS APPS

popular music festivals

Coachella

<https://play.google.com/store/apps/details?id=com.goldenvoice.coachellafest>

Summer Sonic

https://play.google.com/store/apps/details?id=jp.eplus.summer_sonic

FUJI ROCK FESTIVAL '24

https://play.google.com/store/apps/details?id=jp.eplus.fujirock&hl=en_SG

music festivals in a similar theme

When We Were Young

<https://play.google.com/store/apps/details?id=com.greencopper.whenwewereyoung&hl=en>

Back 2 Festival

<https://www.back2festival.com/>

music festivals apps

Goldenvoice Festivals

<https://play.google.com/store/apps/details?id=com.avai.queenmary>

Cruel World

<https://play.google.com/store/apps/details?id=com.goldenvoice.cruelworld>

WEBSITE

Problem Statement

How might we attract the Mandopop audience to *attend* BACK Music Fest?

- Accessible platform to the public to promote the event

Web Contents

1. Landing Page
2. Artist Line-up
3. About the festival, Event Info (getting there & activities)
4. Event Merchandise
5. **BUY TICKETS**

Context:

- public user looking to find out what the event is about

MOBILE APP

Problem Statement

How might we ensure attendees *stay engaged* with performances & activities in the event?

- **One-stop Event Guide**
 - > Access everything they need to know at the event (no updates missed!)
Full immersive experience

App Contents

1. Home Page
2. **E-Ticket**
3. **Notifications**
4. News
5. Playlists
6. Socials
7. Merchandise
8. **Line-up** (Performance Timings, Artist Info)
9. **Event Info** (FAQ & Getting Here)
10. **Profile** (**Favourited Artists & Merch**)

Context:

- A logged in attendee user, currently at the event

APP CONTENT: HOME

0. Loading Screen

Event Logo



- with brand's colour as background
- fade out animation to Home Page

1. Home Page

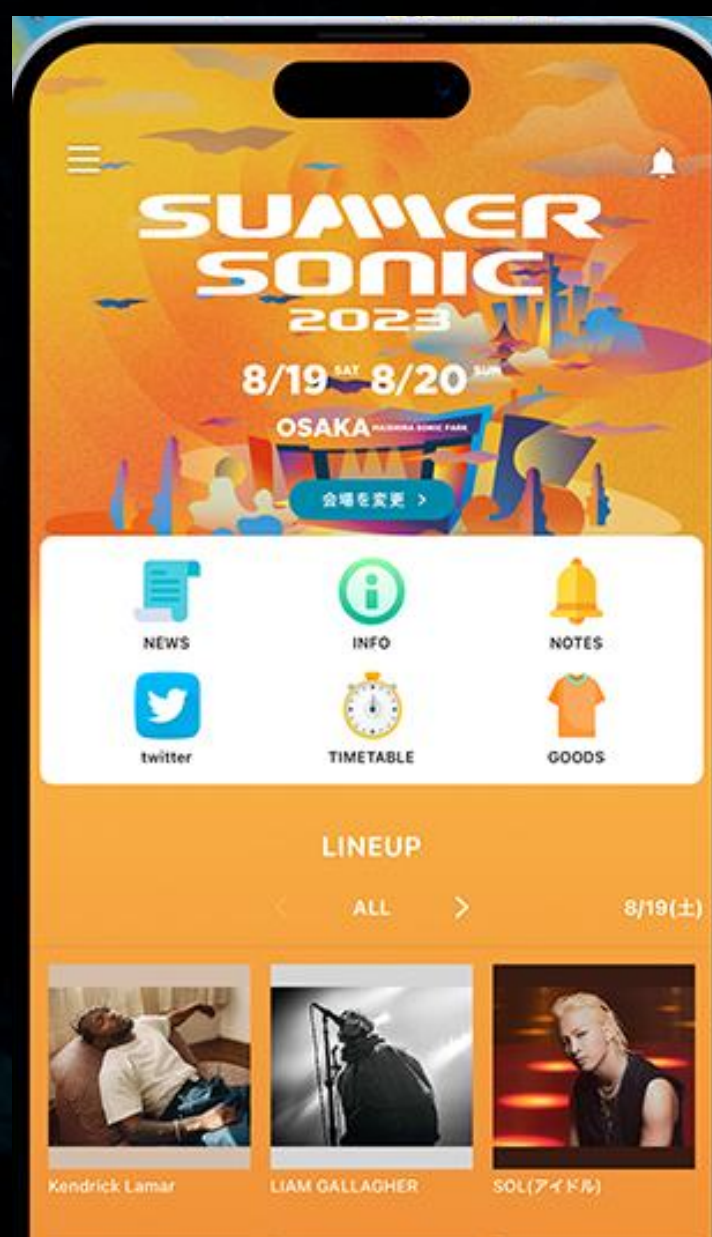
Festival name

E-ticket

Notifications

Buttons: Playlists, Merch, Socials

News



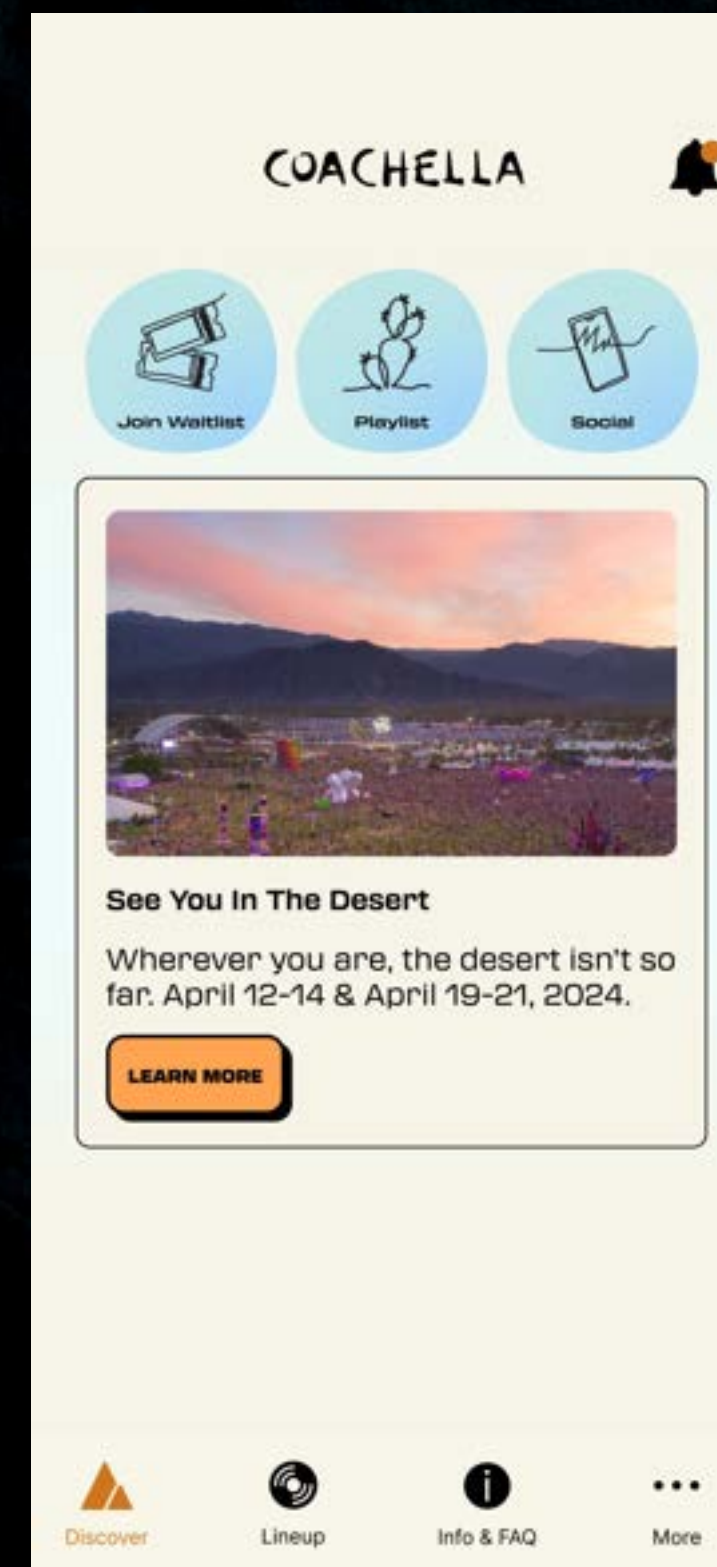
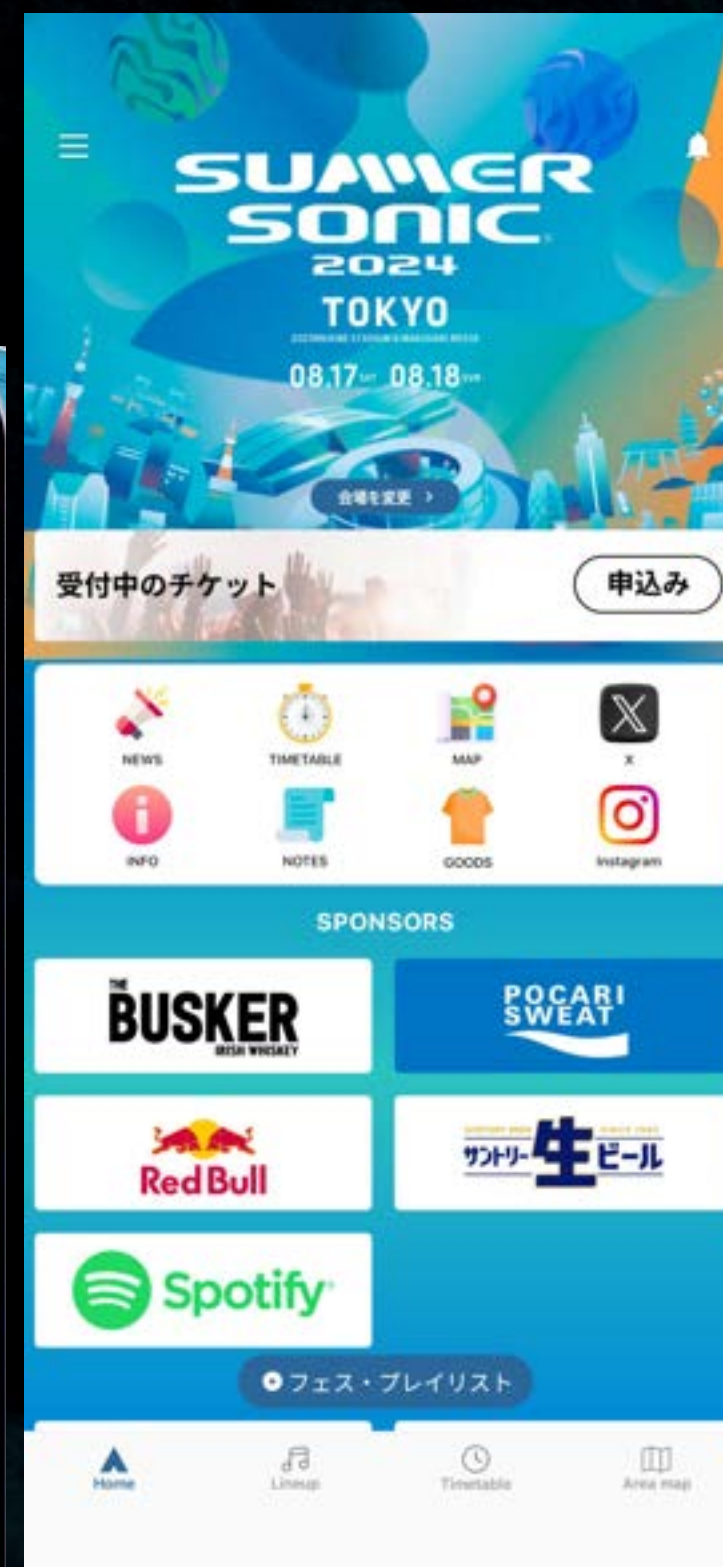
- buttons to access other pages (not in navigation bar)

Navigation bar:

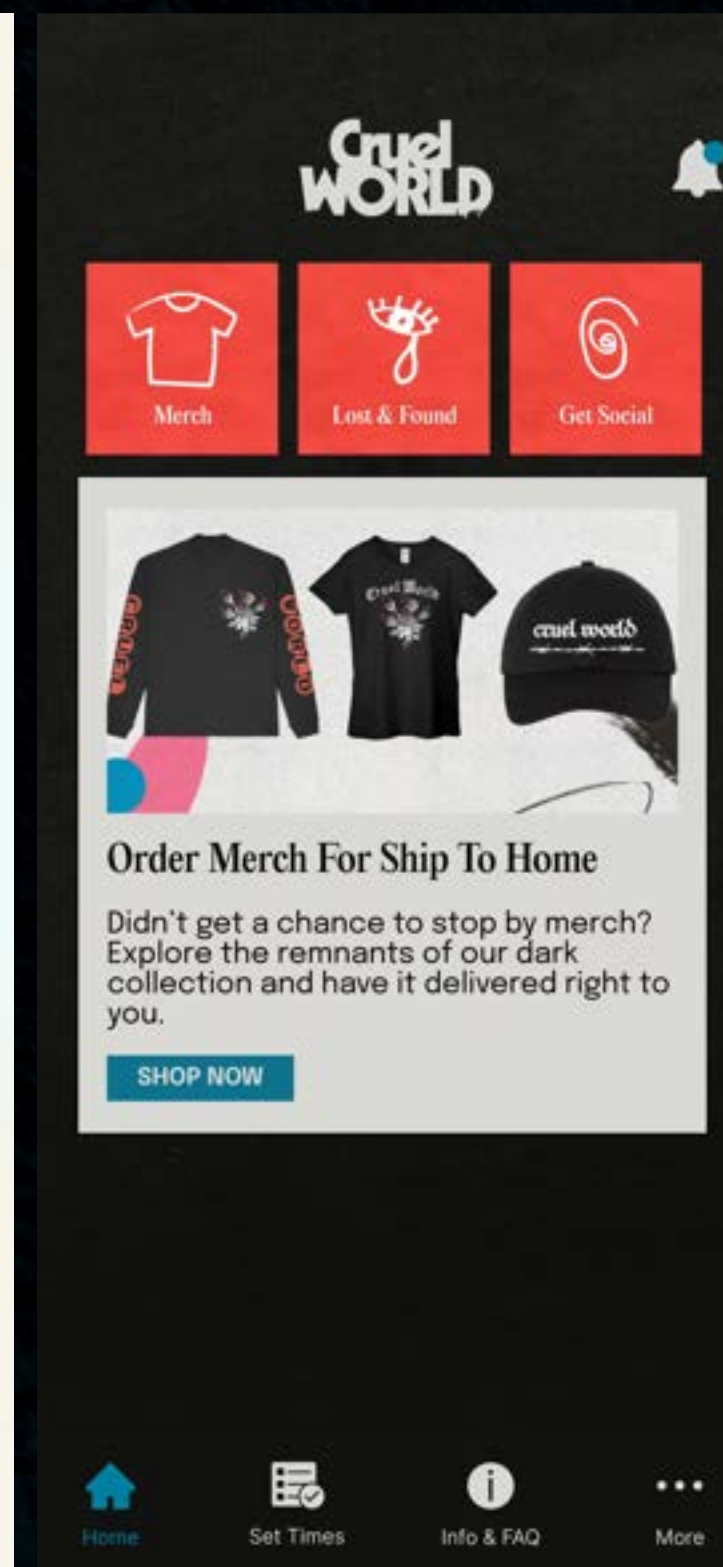
- Home
- Line-up
- Info
- Profile

Features:

- Home Page is **one-stop access** to all other pages in the app
- Fixed Navigation bar



- see latest news
- receive notifications



APP CONTENT

2. E-Ticket

- entry to the event

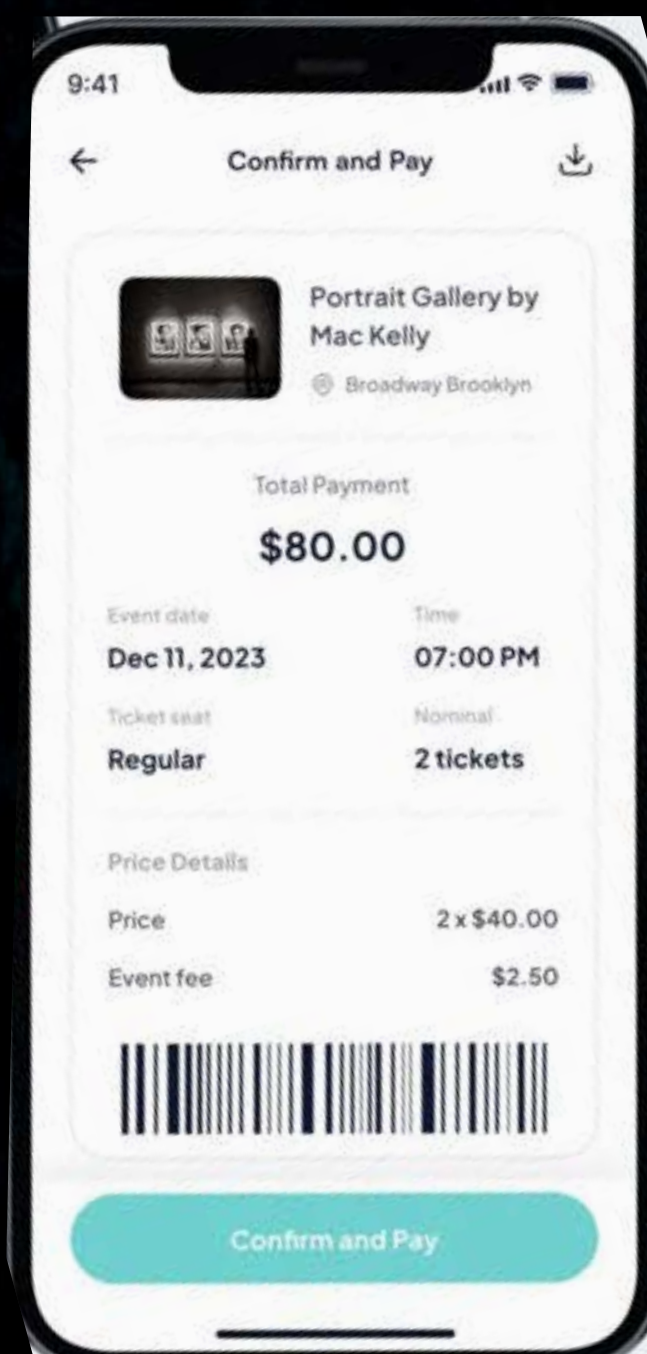
Event Pass name & type

Event Date & Time, Location

Seat Type

Barcode

- horizontal condensed layout
- button to view full ticket



- full screen vertical ticket layout (view 1 ticket at once)
- swiped up animation

3. Notifications

- accessed from Notification bell icon in Home Page

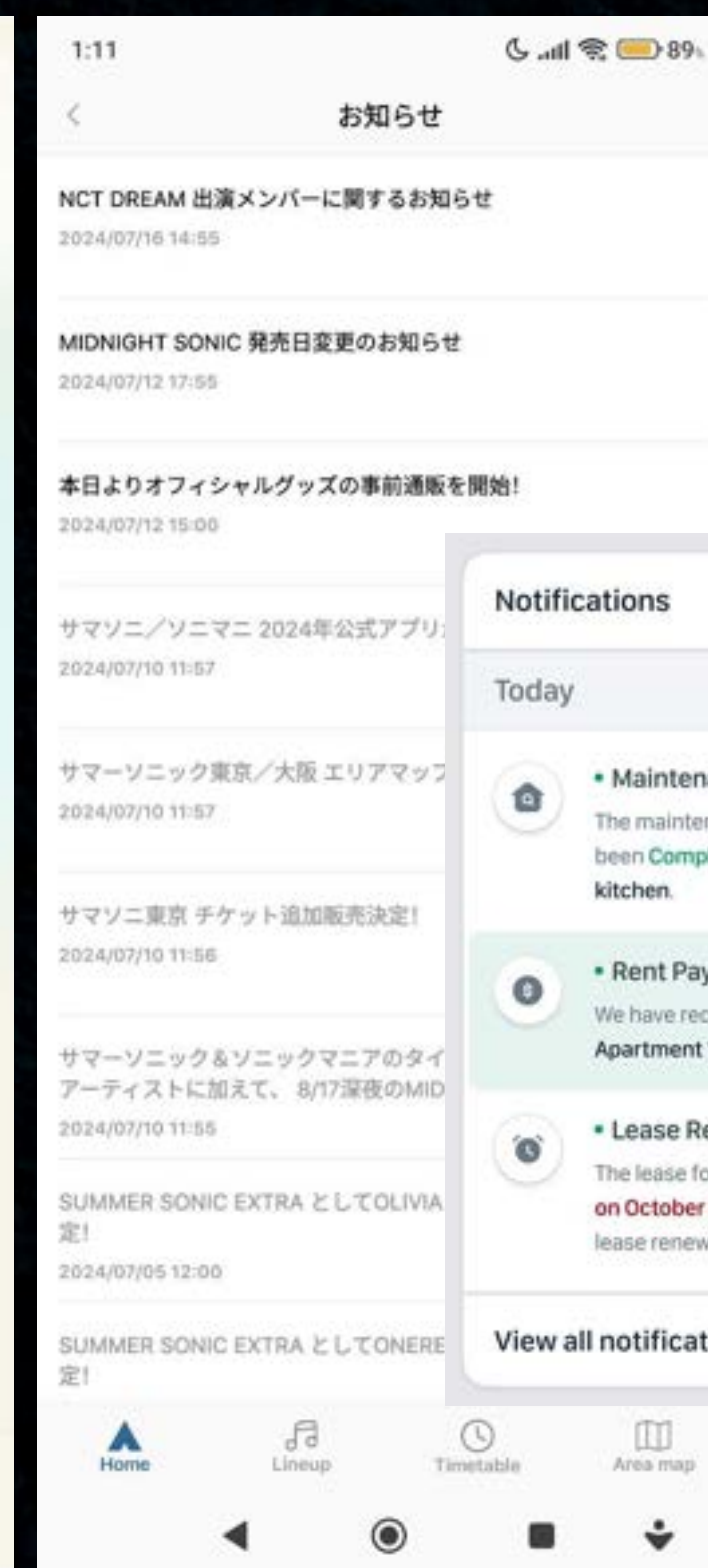
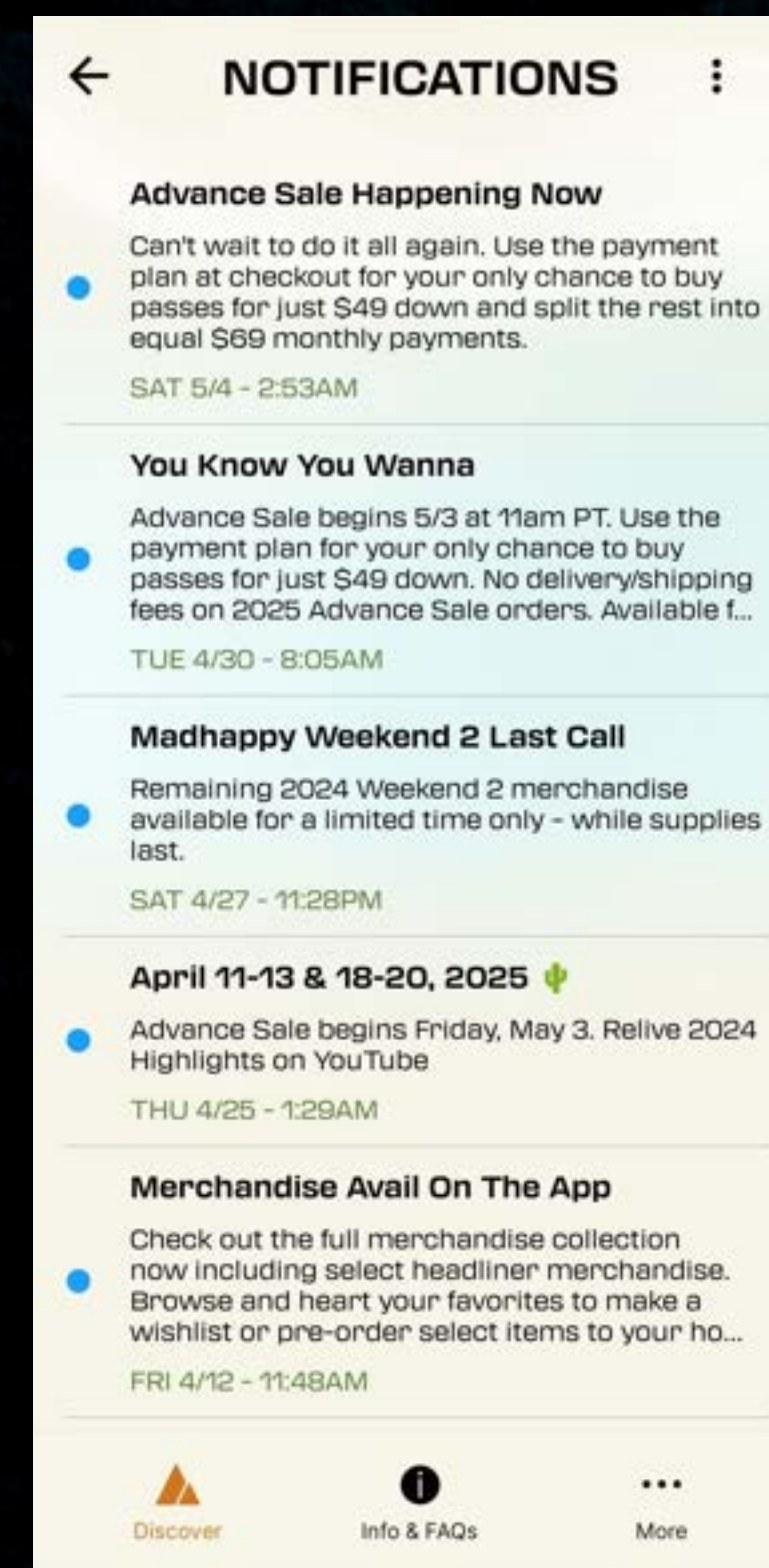
Notification Title

Description of the update

Date & time of update

Read Status

- notification title, date & time of update



- mark all as read button

- dot indication of unread updates
- faded colour of read notifs

APP CONTENT

4. News

- keep track of all official updates of the event

News Title & caption

Date of News released

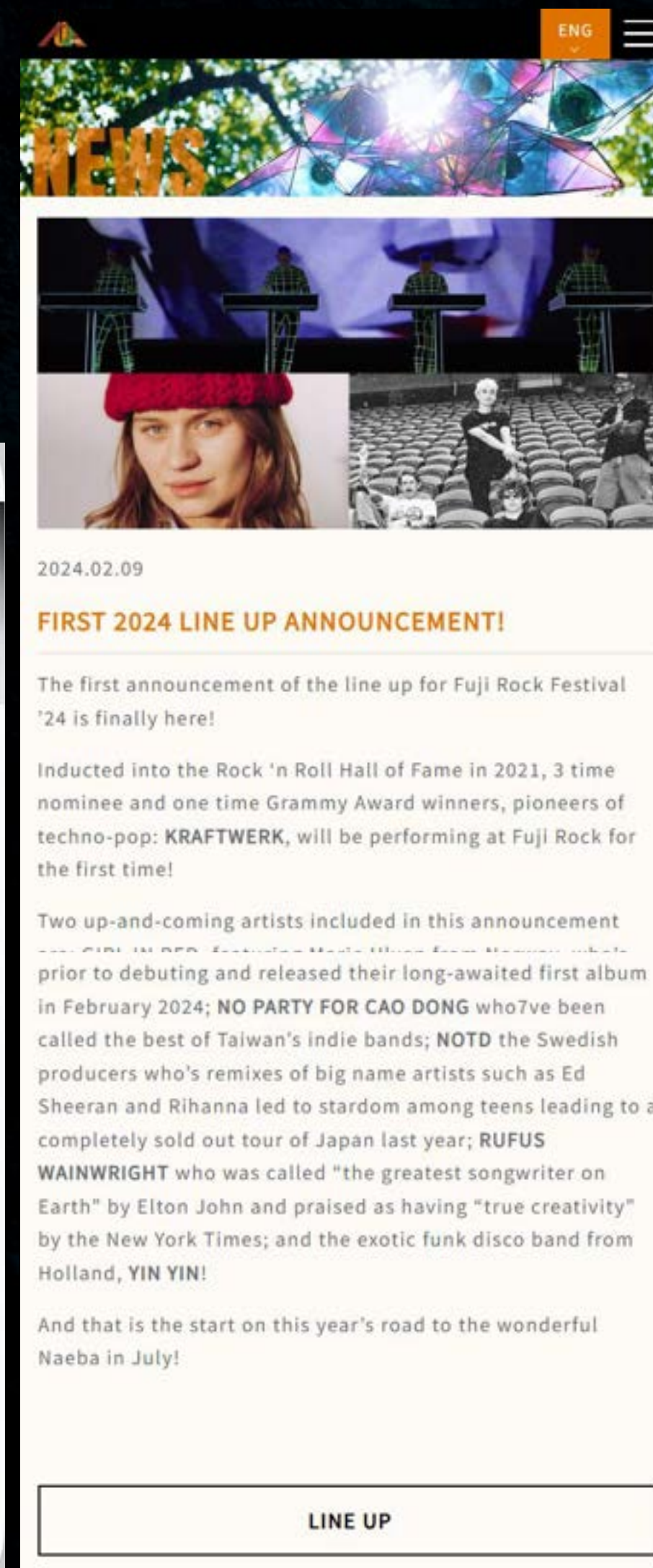
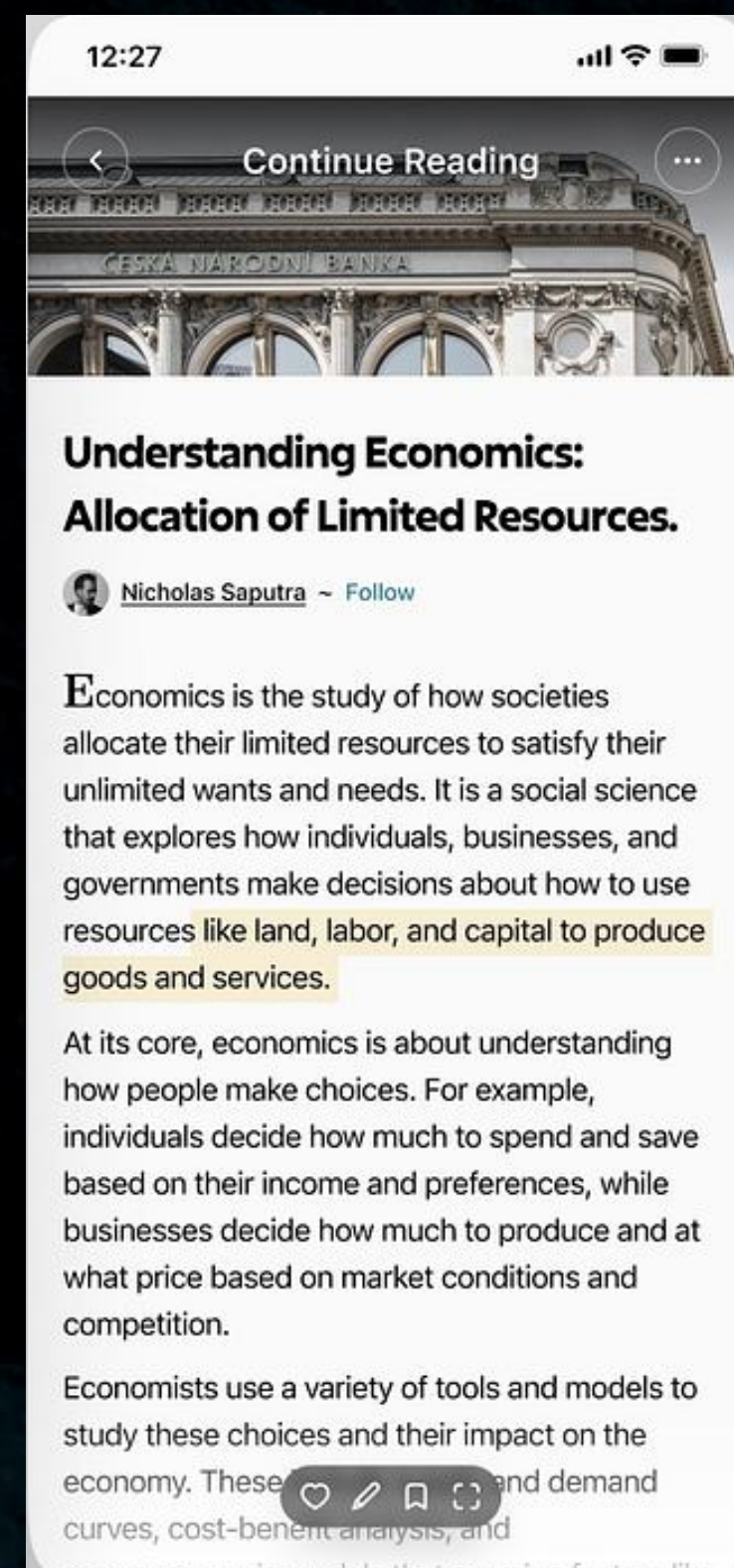
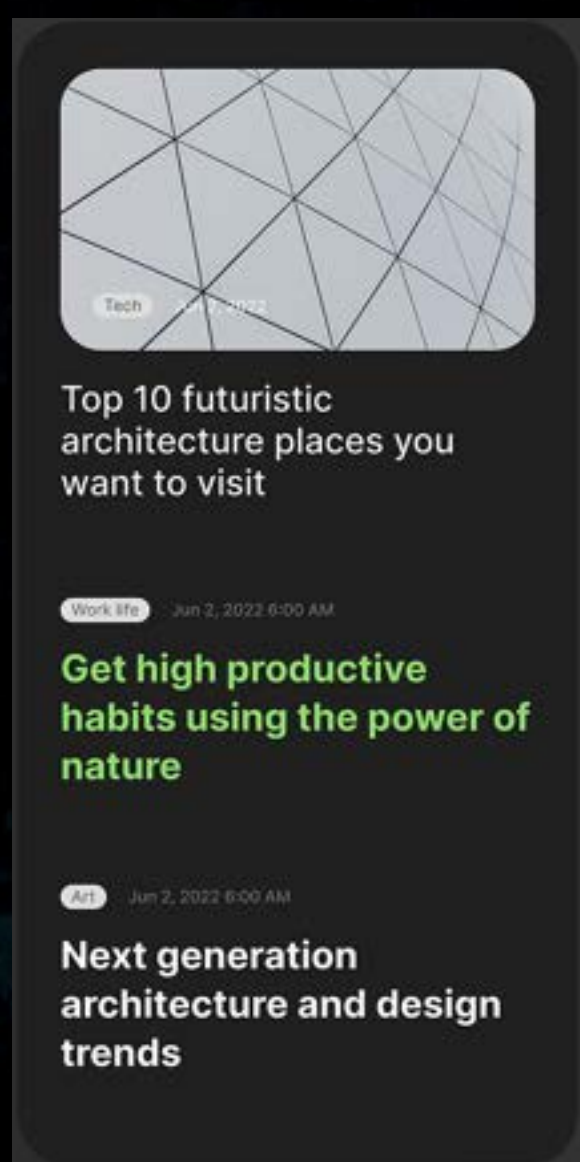
News Article

Article image

Date & time of release

text content

Button to find out more

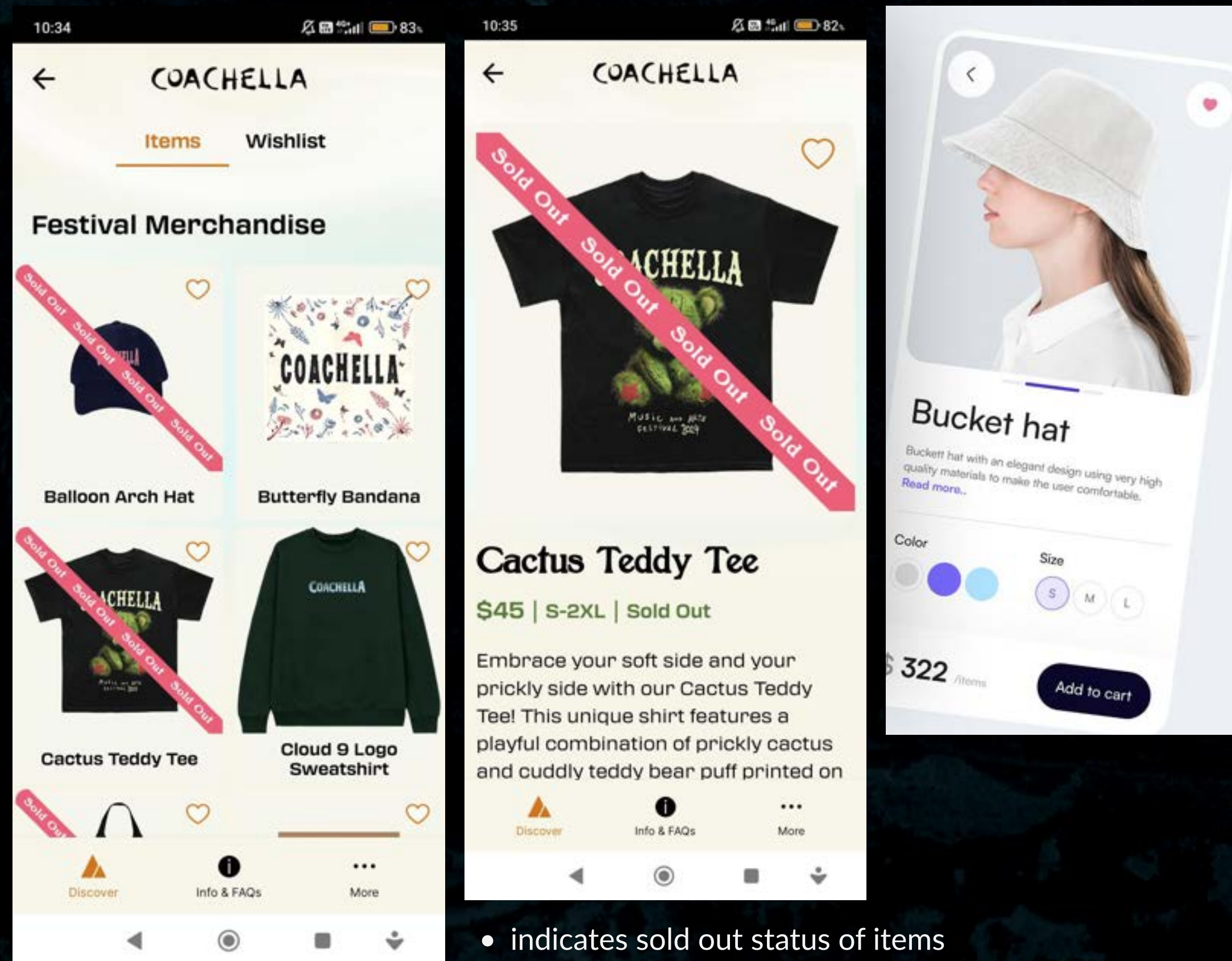


- indicates news type for categorisation

APP CONTENT

6. Merchandise

Wishlist: Items marked by the user as favourite
Item Image & name
Item Status (Available, Selling fast, Sold Out)



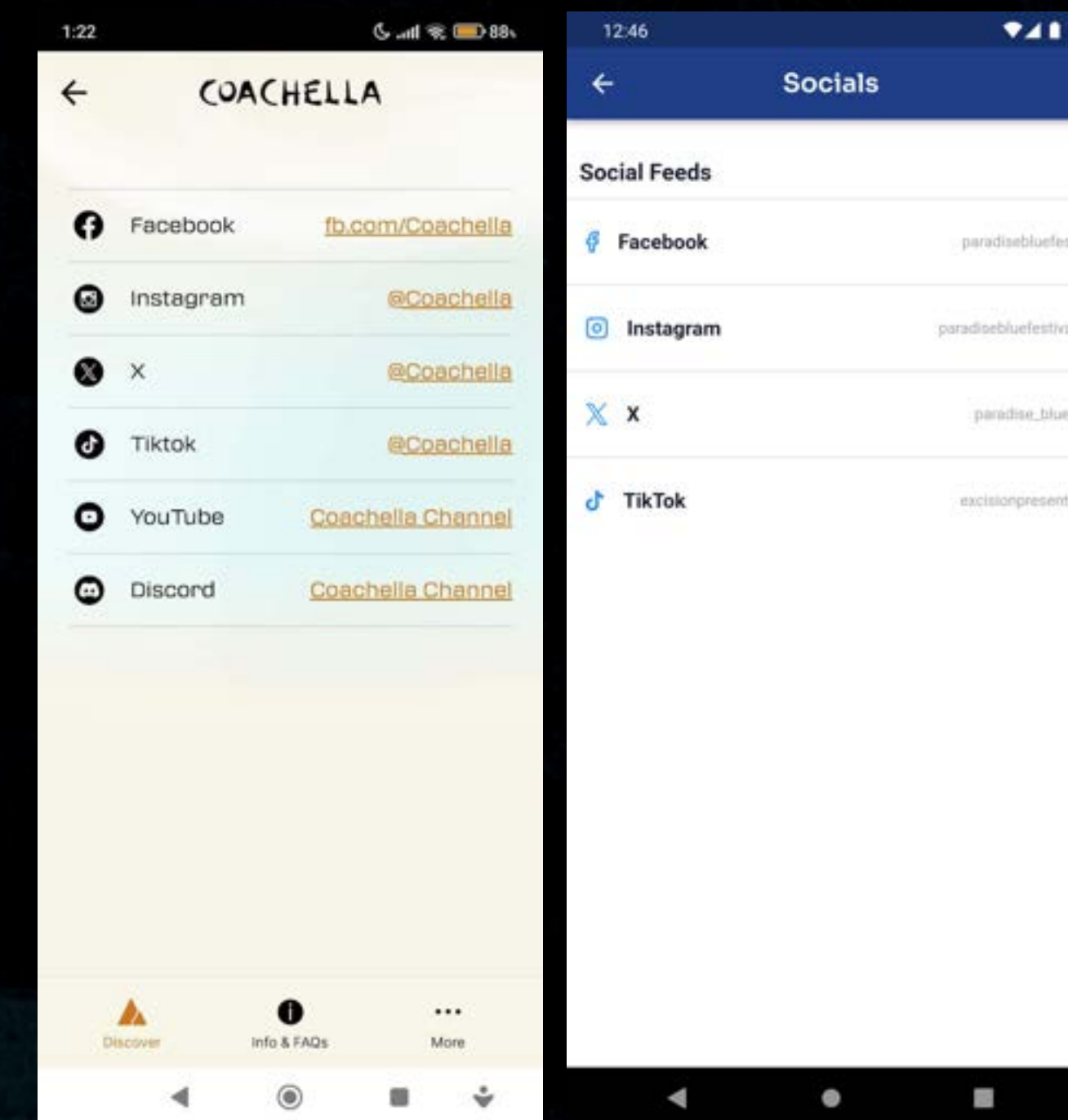
- indicates sold out status of items

5. Playlists

- buttons with external links to music platforms

7. Socials

- buttons with external links to social media platforms

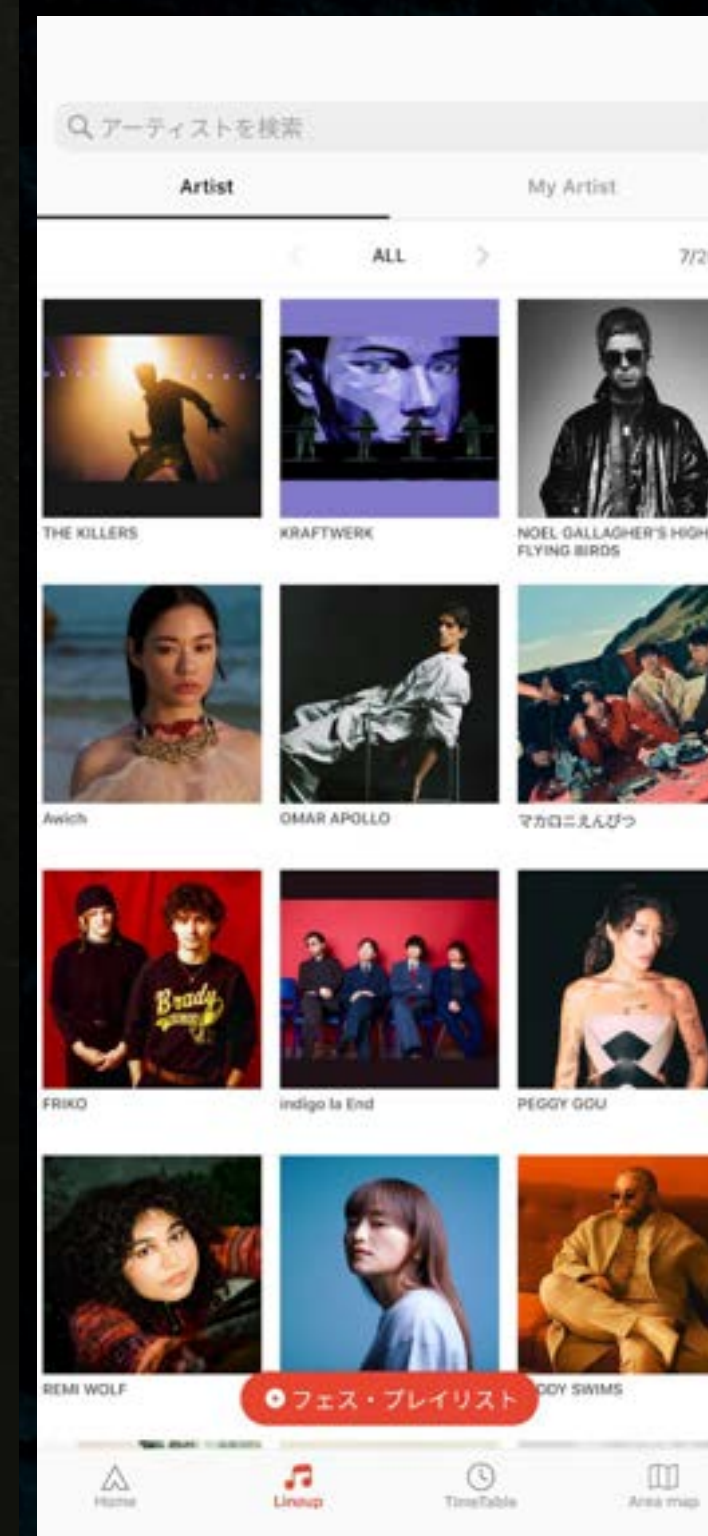
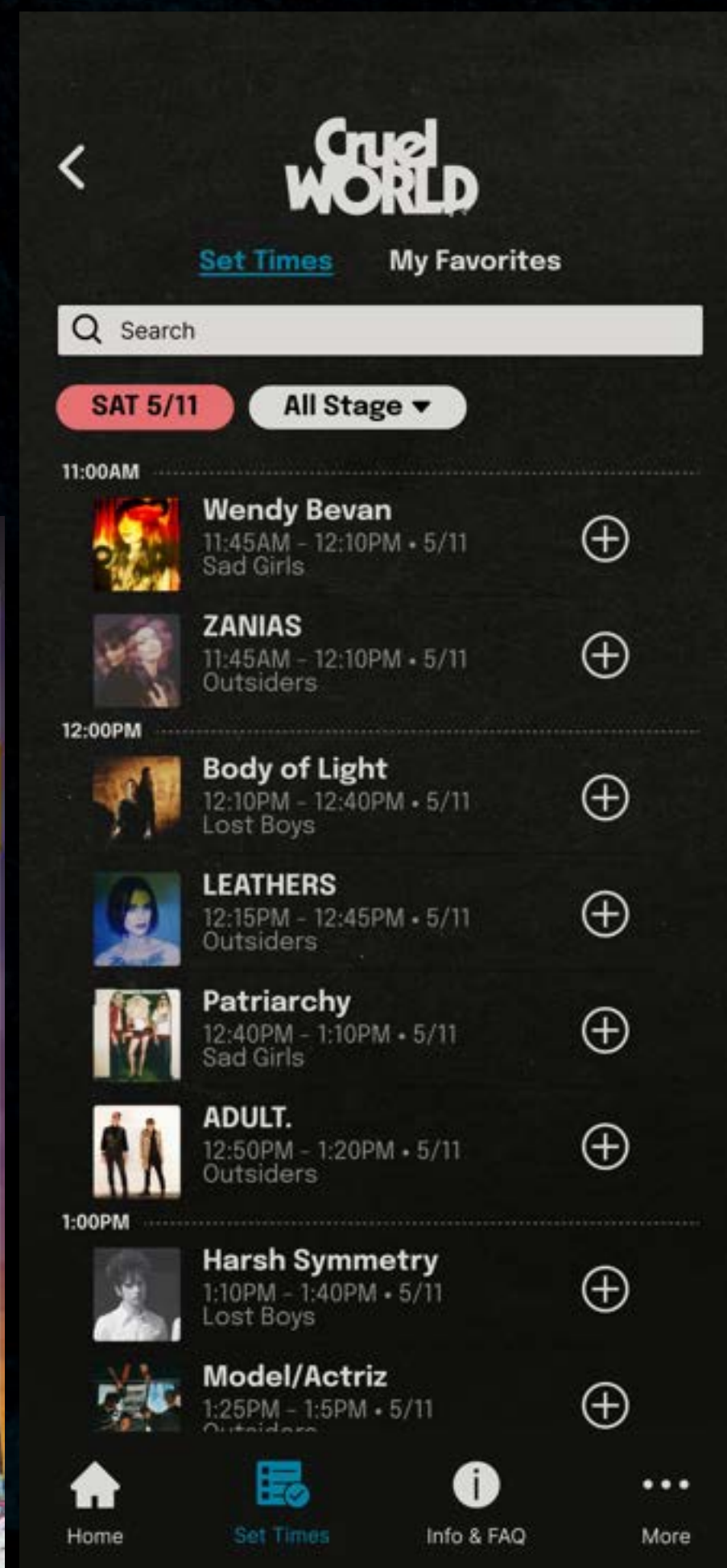
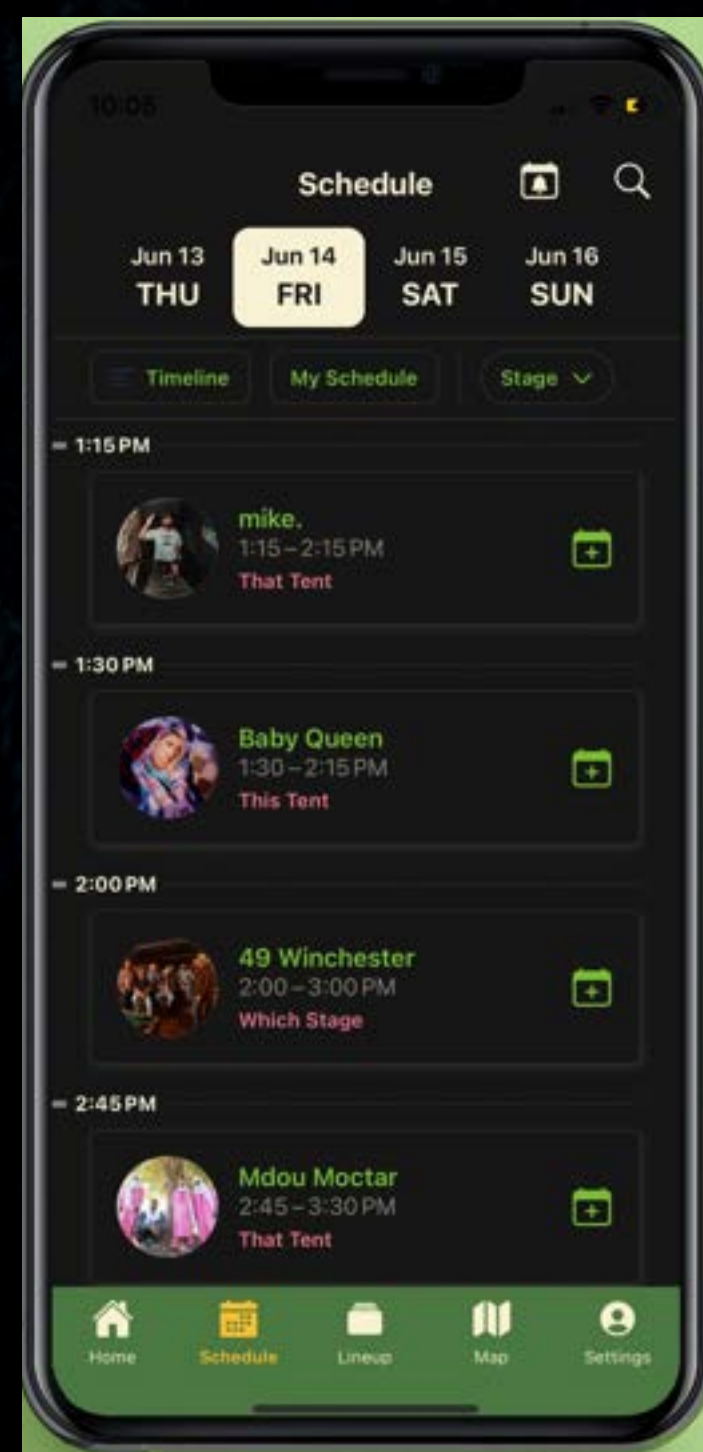


- name of official handle for each platform

APP CONTENT: LINE-UP

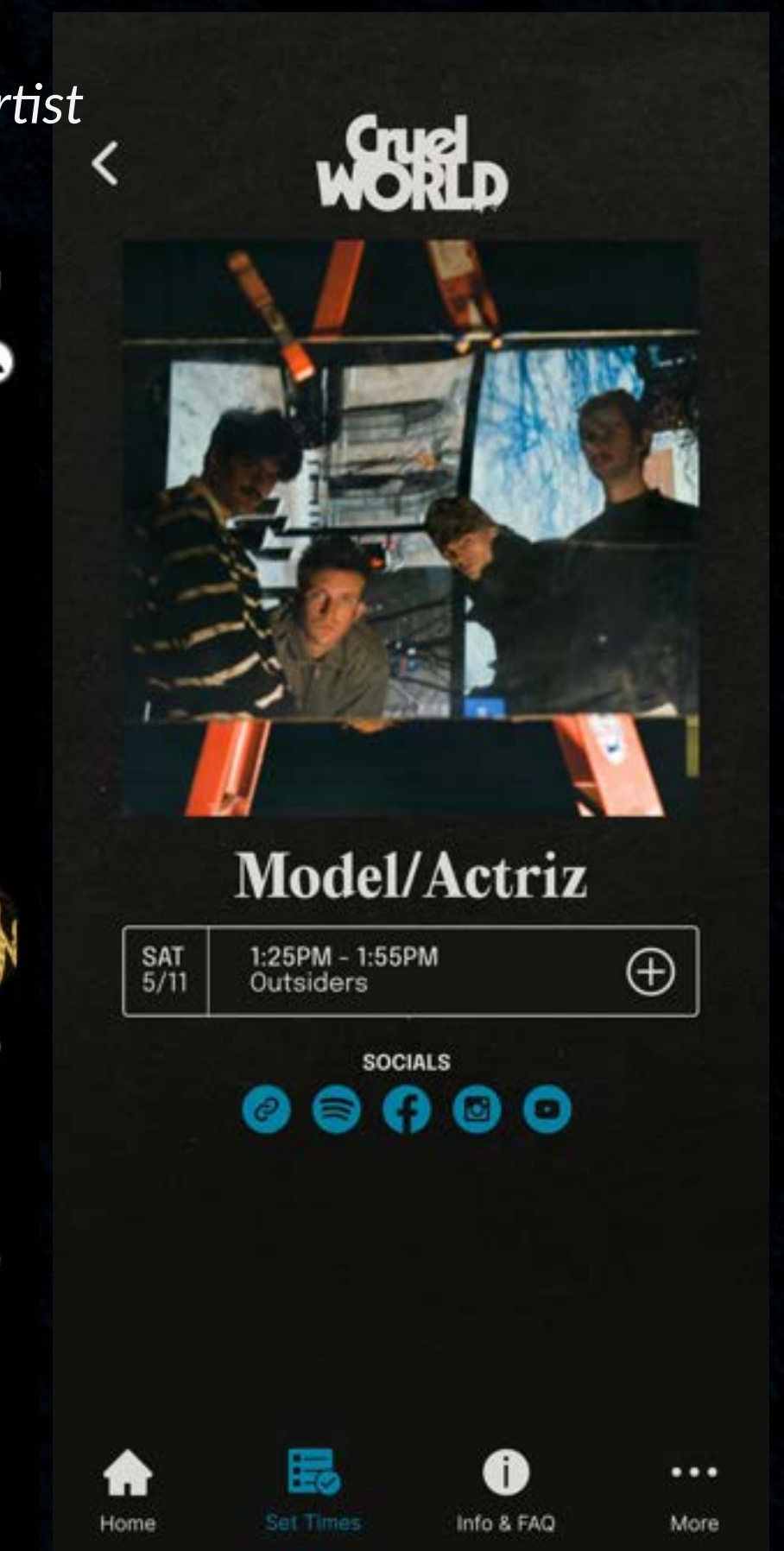
8. Line-up

Event Days Date & time
Artists names & Performance timings
Button to favourite the artist



Artist Info

Artist image
Performing Date & time
Artist social media links
brief description of artist
Button to favourite the artist



- filter for event days & stage locations

- sectioned performing timings
- add artists to your schedule

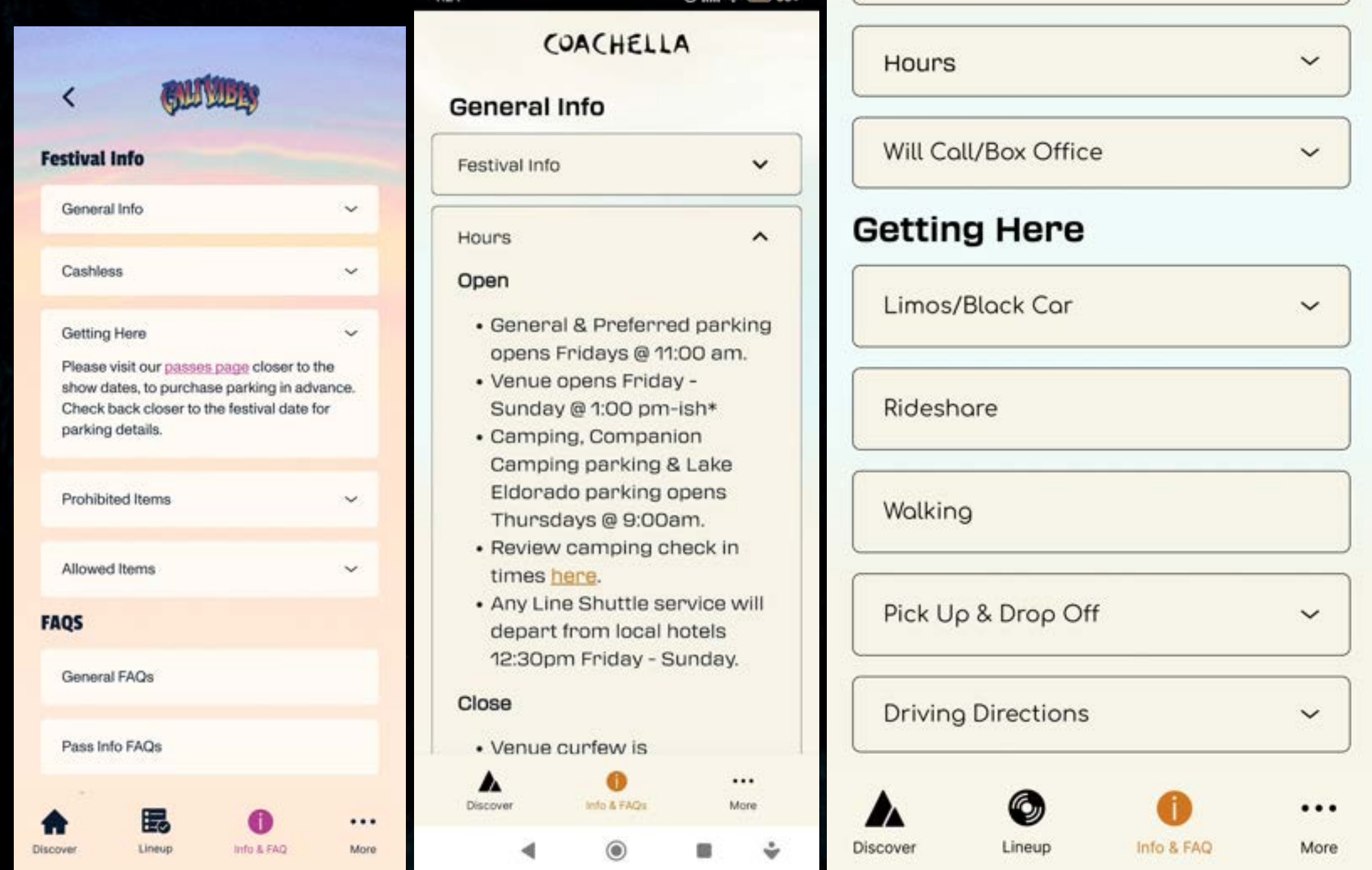
- list of all performing artists
- toggle between viewing all artists & My Artists

- Performance timing shown as a tab slot

APP CONTENT: INFO

9. FAQ

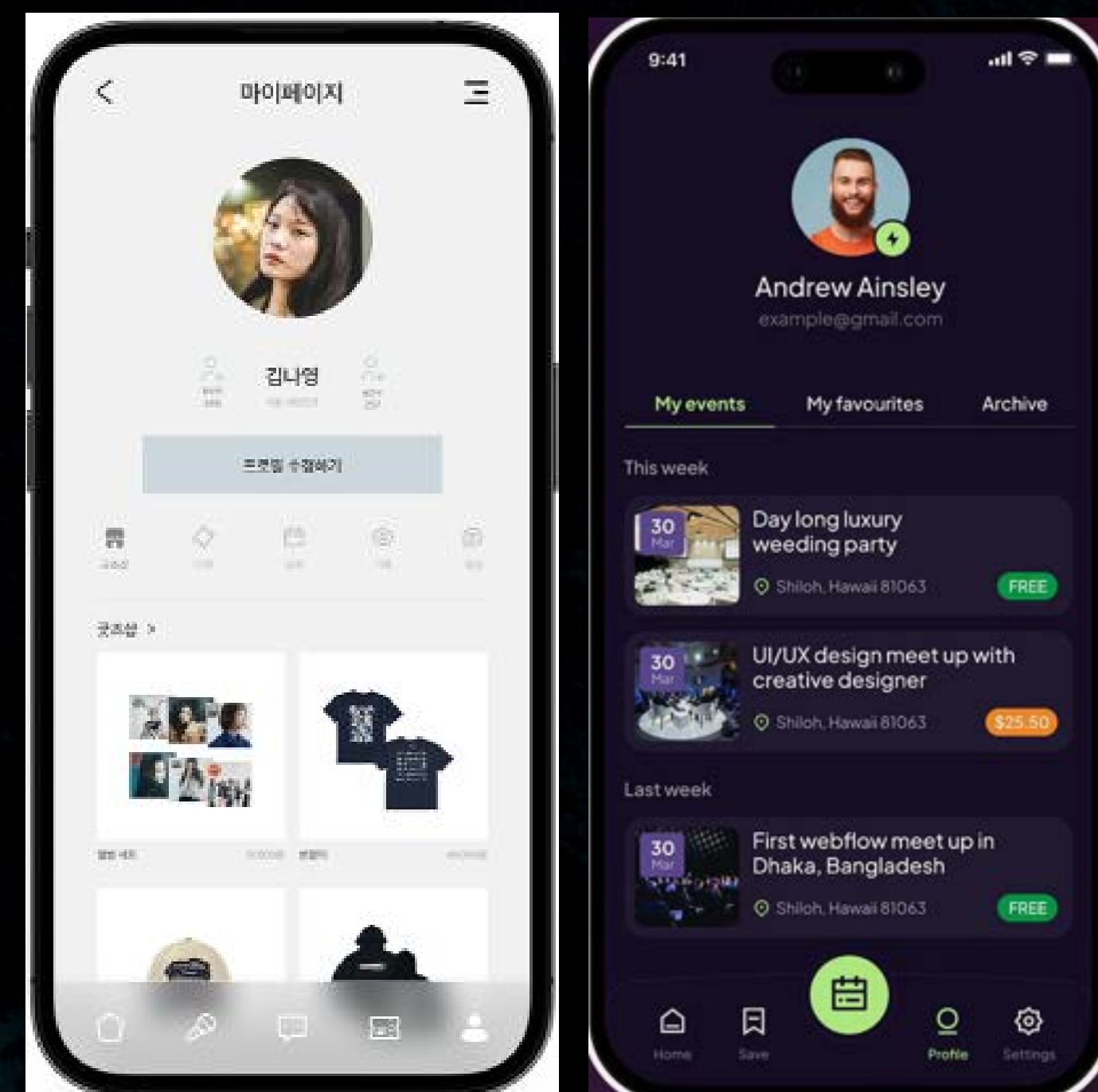
Event General Info
Getting Here



- questions sectioned by categories
- collapsible tabs for each enquiry question

10. Profile

user's Profile image & name
My Tickets (E-tickets)
My Artists (favourited artists)
Wishlist (favourited merch)



- toggle between the different sections of your favourites

STYLE GUIDE: TYPOGRAPHY

Impactful, Legible & friendly

Applications of the brand's typography in mobile app

Bowlby One SC: Loud, grab attention
Lato: Contemporary, versatile

Bowlby One SC

For Headers, Buttons

**BOWLBY ONE SC
REGULAR**

Lato

For Body text

- Lato Hairline
- Lato Thin
- Lato ExtraLight
- Lato Light
- Lato Regular
- Lato Medium
- Lato Semibold
- Lato Bold
- Lato ExtraBold
- Lato Black
- Lato Thin Italic*
- Lato ExtraLight Italic*
- Lato Light Italic*
- Lato Italic*
- Lato Medium Italic*
- Lato Semibold Italic*
- Lato Bold Italic*
- Lato ExtraBold Italic*
- Lato Black Italic*

**BOWLBY 26PT FOR
HEADER**

LATO BOLD CAPS 10PT FOR SUBHEADER

BOWLBY 16PT FOR TEXT HEADERS

Lato Regular 14pt for Body Text,

SUBHEADER

Body Text.

LATO 12PT FOR IMPORTANT TEXT



12PT FOR INTERACTABLE TEXT

BOWLBY 16PT FOR BUTTONS



ICONS 8PT

STYLE GUIDE: COLOUR SCHEME

Dynamic with punch of *Nostalgia*

Bold & Fun

Fresh Neon *yet* Old School

HEADER 1
Body Text

BUTTON **BUTTON**

TITLE
SUBHEADER
Body Text. **CLICK**

CLICK **CLICK** **CLICK**

TITLE
SUBHEADER
Body Text. **CLICK**

HEADER 1
Body Text

BUTTON **BUTTON**

TITLE
SUBHEADER
Body Text. **CLICK**

CLICK **CLICK**

Primary Colour 1:
Bold Main



- backgrounds
 - headers
- COLOUR FOR **DAY 2**

Primary Colour 2:
Dark Neutral



- backgrounds
- headers
- text

Primary Colour 2:
Light Neutral



- backgrounds
- headers
- text
- buttons

Accent Colour 1:
Bold Accent



- buttons
- COLOUR FOR **DAY 1**

Accent Colour 2:
Light Accent



- accents (used to show difference)

VISUAL DESIGN STYLE

1. Backgrounds: *Textured overlay*

Old School Grunge used to contrast with the flat & bold typography and colours of the brand.

- makes the design style appear modern yet old school at the same time



3. Information: *Label Stickers*

Loud and draws attention, adds on to the spontaneous & vibrant mood of the brand



2. Buttons: *Flat Vector style*

using solid rectangles with sharp edges as buttons, instead of the current design trend of geometric round edges, is to shape the brand's design language to give off an overall clean but unpolished look.



4. Brand Element: *Arrows*

- conveys the strong idea of going BACK
- Deploying the 2 arrows in the logo to be actual interactable back arrow buttons
-Adding a < in interactable text gives the hint of navigation to the user as well



TASK FLOW

1. E-Ticket

- Accessing E-ticket in the app to gain entry to the event

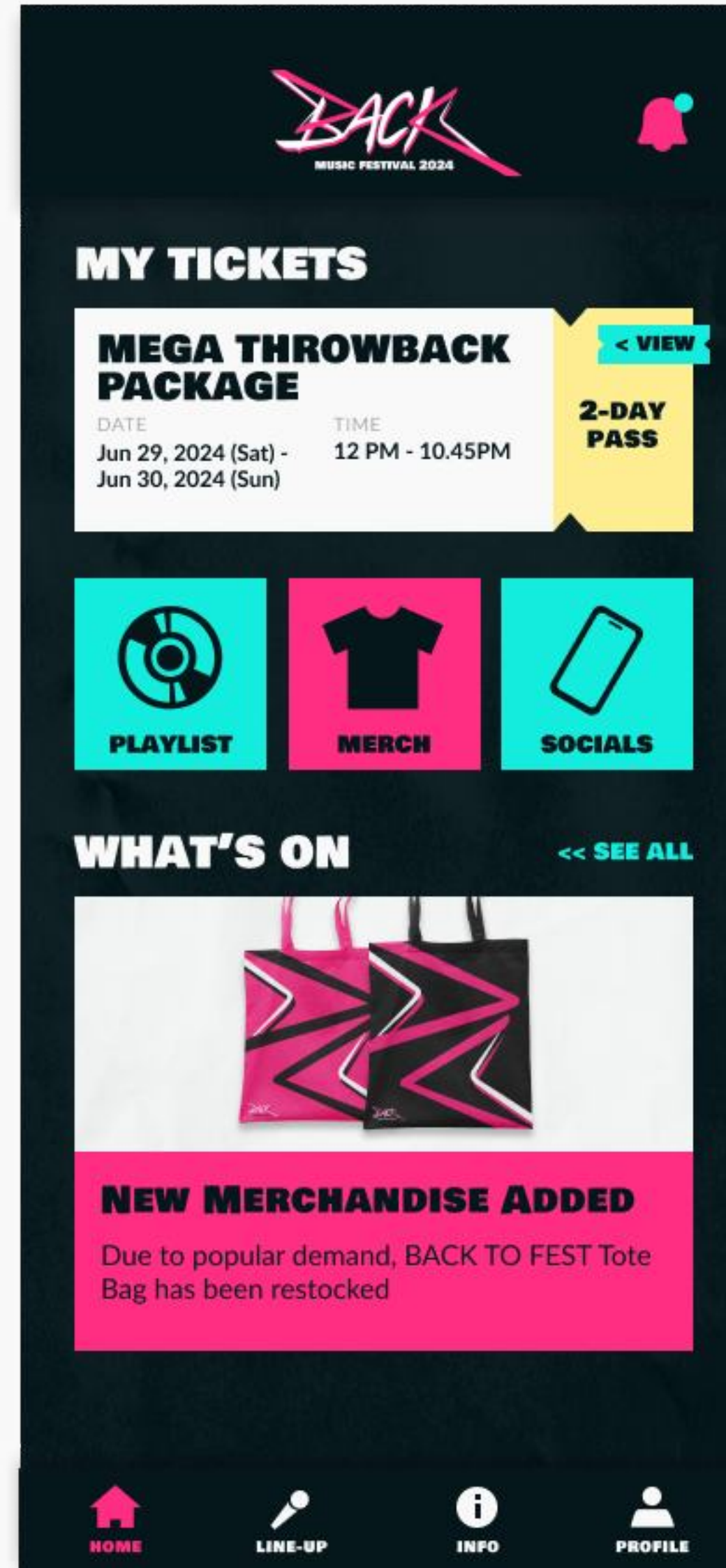
E-tickets bought online are binded to their accounts

In Home Page, able to at first glance see the event pass that they have bought, the date and time of the event

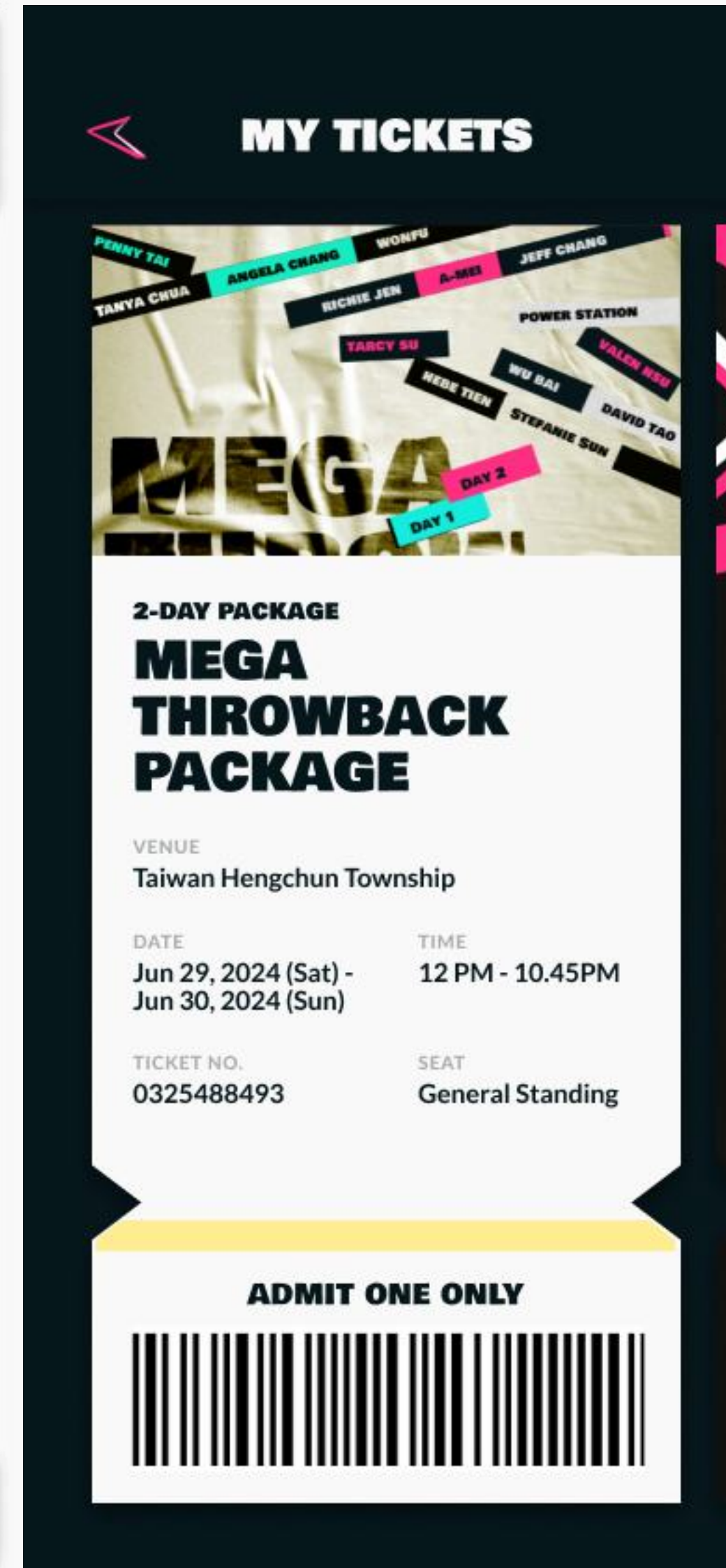
WIREFRAMES



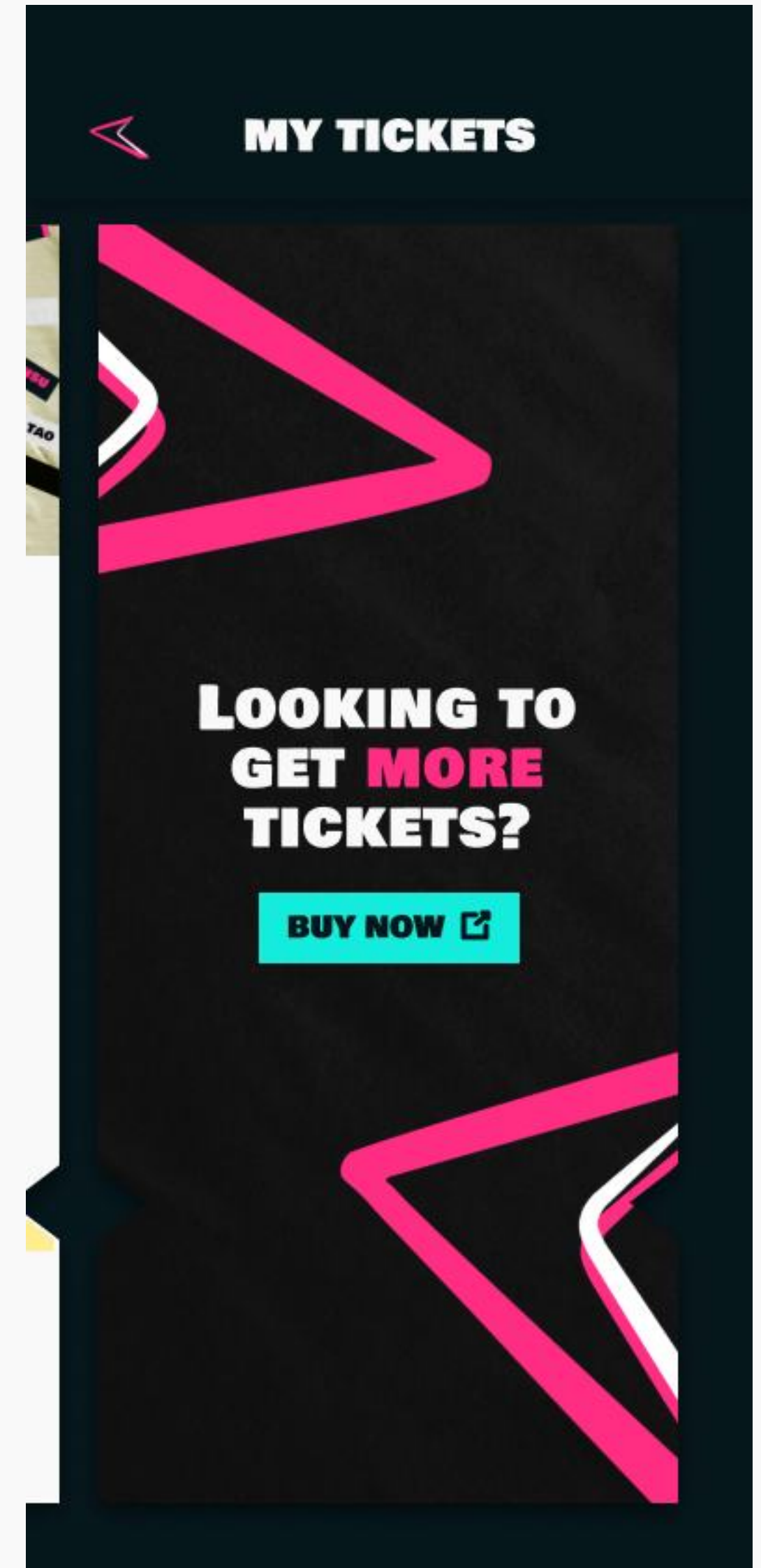
• Home Page



• E-ticket



• swipe for more tickets



TASK FLOW

2. Notifications

- Viewing notifications that the app had alerted the user

A cyan dot appears on the notification bell icon when there are unread notifications

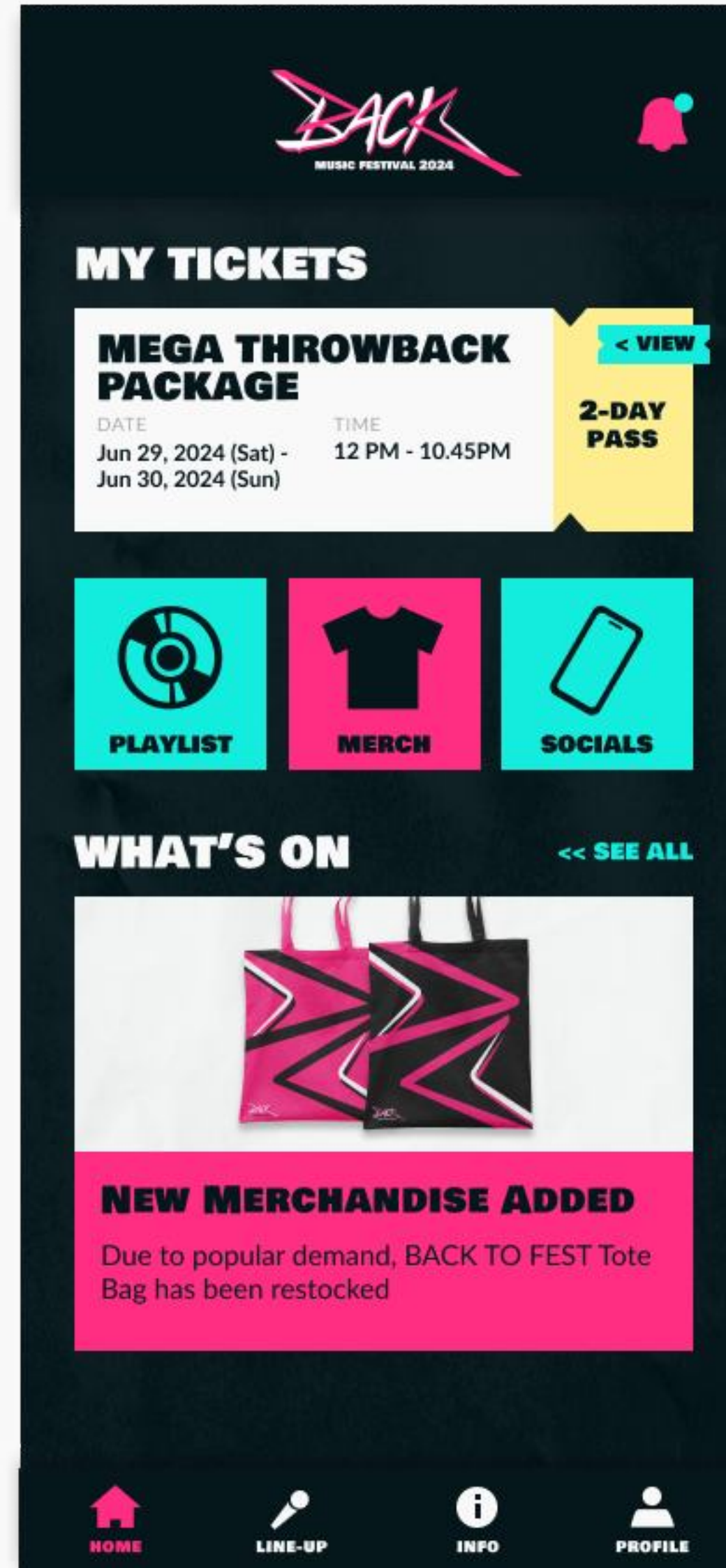
Button to Mark All As Read in the Notifications Page

Clicking in any notification directly brings the user to the exact matter in the app that was updated.
E.g. New Notification: “The Back To Fest Tote Bag has been restocked”, clicking this notification will bring the user to the product details of this exact merchandise

WIREFRAMES



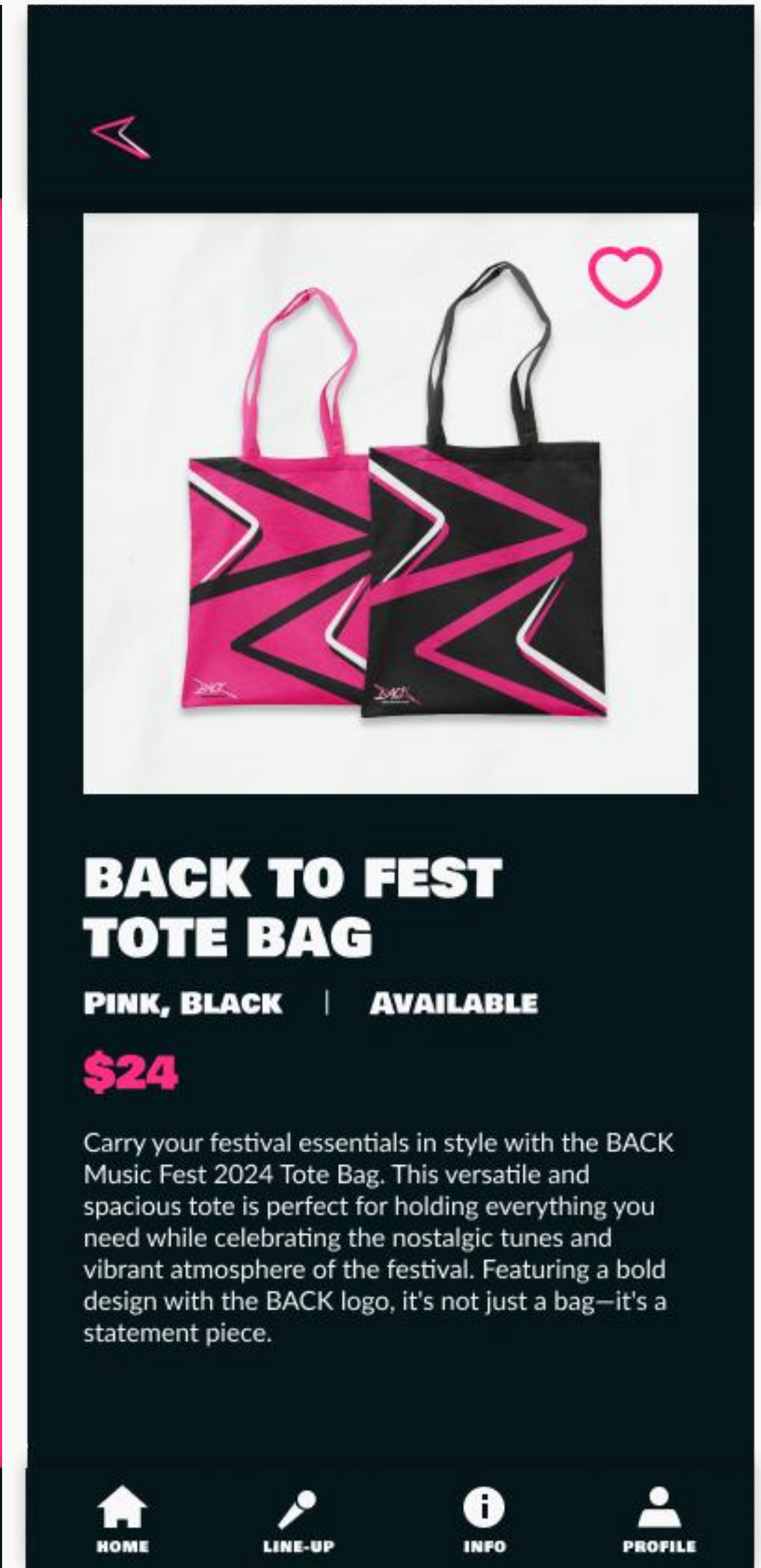
• Home Page



• Notifications Page



• the merch item which status was updated



3. News

- User had just downloaded the app and would like to see what are the news and updates of the event so far

Only the most recent news is featured on the Home Page to avoid clutter

click << SEE ALL to go to the News Page

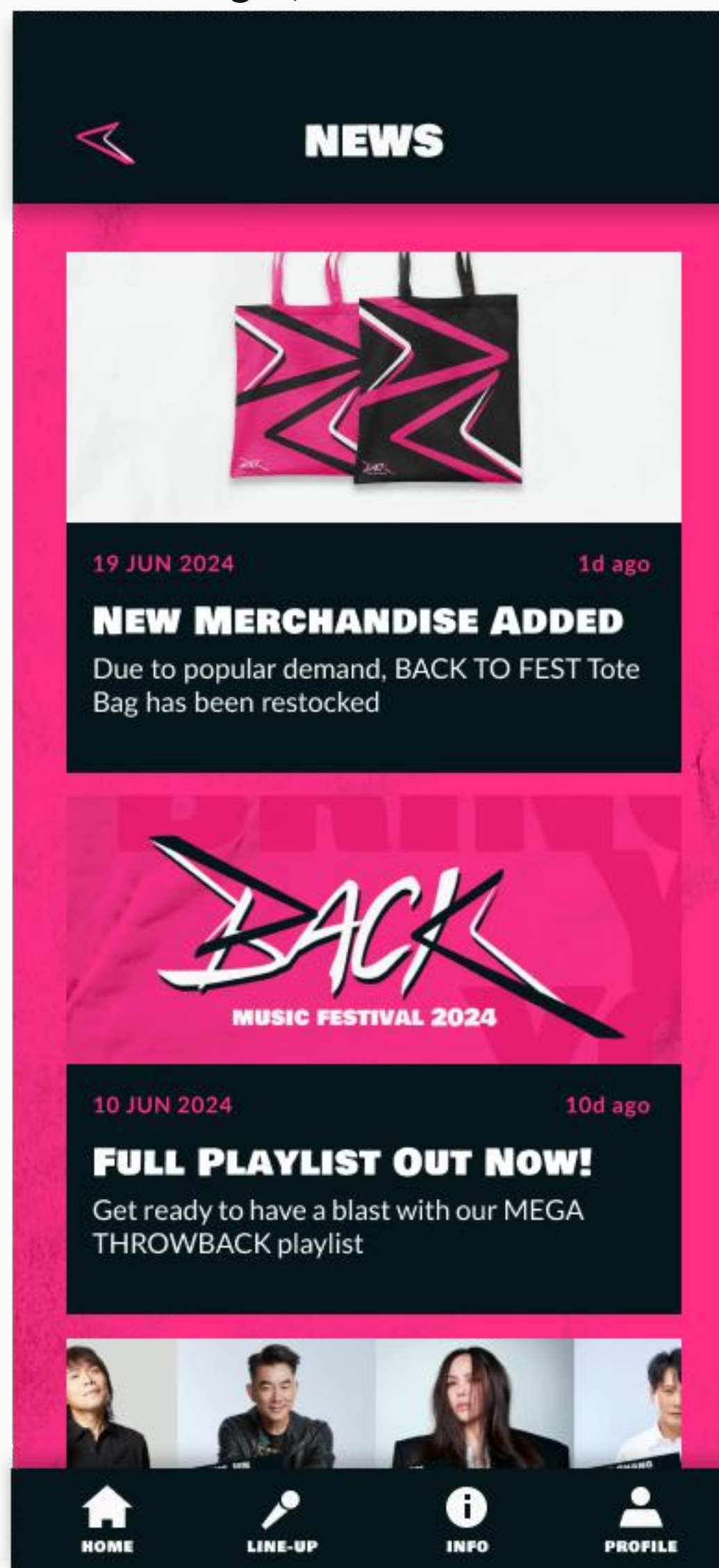
Scrollable list of past news articles officially release by the event

At the end of a news article there is a button that invites the user to learn more, regarding information on the update. For example, in the Day 2 Line-up announcement there should be a button to view the full schedule of Day 2 that involves all the artists mentioned in the article

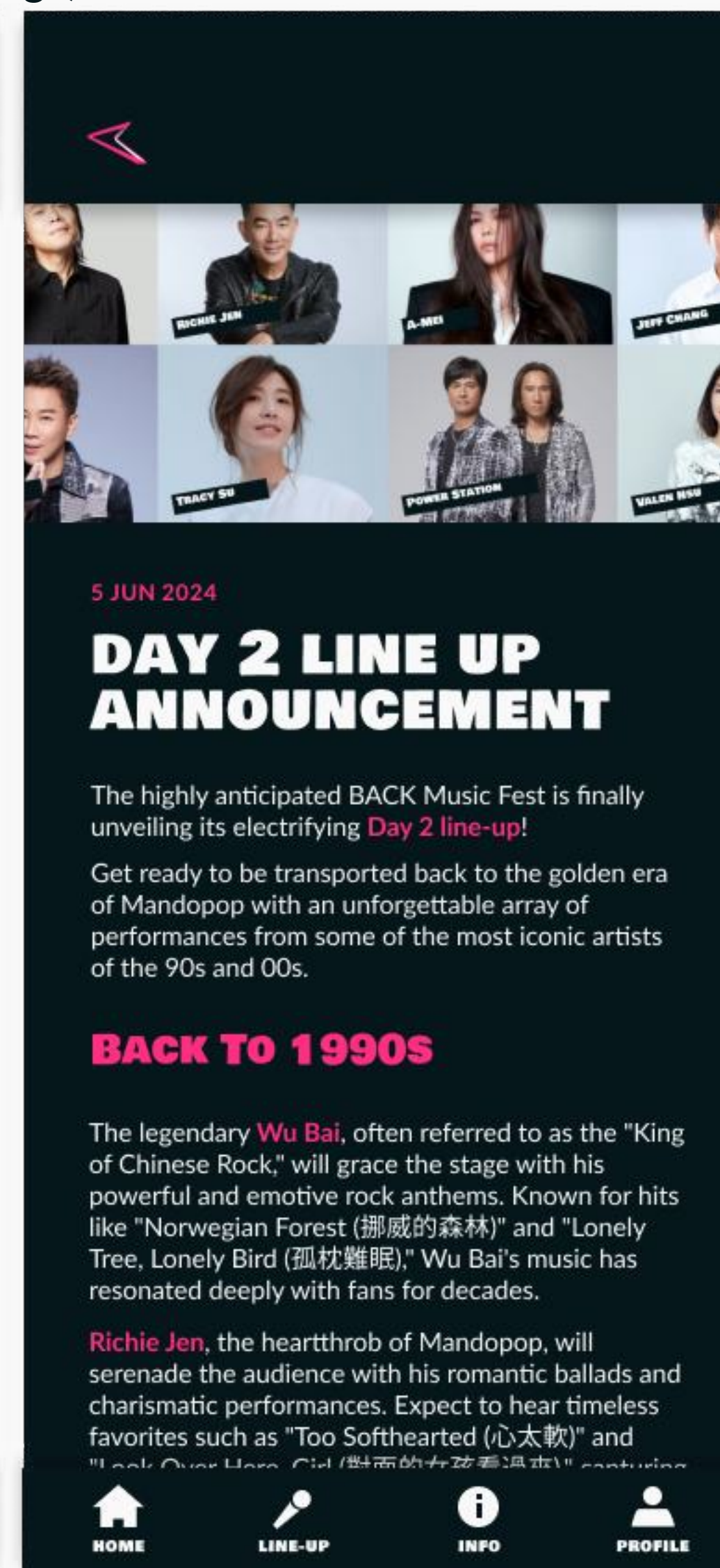
WIREFRAMES



- News Page (accessed from Home Page)



- Line-up announcement News Article



powerful vocals and emotive performances. Hits like "Sisters (姐妹)" and "Listen to the Sea (聽海)" will remind everyone why A-Mei is hailed as the "Queen of Mandopop."

Prince of Ballads **Jeff Chang**, known for his soulful voice and heartfelt lyrics, will take the stage with classics like "Faith (信仰)" and "Love is Like a Tide (愛如潮水)," evoking deep emotions and nostalgic memories.

David Tao, the trailblazer of R&B in Mandopop, will bring his innovative sound to the festival with soulful classics such as "Airport 10:30 (機場10:30)" and "Blue Moon (月亮代表我的心)," showcasing his unique blend of smooth melodies and heartfelt lyrics.

Tracy Su will enchant the audience with her sweet voice and catchy tunes. Her hits like "Duck (鴨子)" and "Lemon Tree (檸檬樹)" will bring a playful and upbeat vibe to the festival.

The dynamic rock duo **Power Station** will electrify the crowd with their powerful vocals and high - energy performances. Expect to hear anthems like "Ruthless Love Letter (無情的情書)" and "When (當)," bringing an intense, passionate rock sound to stage.

Maiden of Sweetness **Valen Hsu** will melt hearts with her delicate voice and emotional ballads. Hits like "If the Cloud Knows (如果雲知道)" and "Tears in the Palm (手心的薔薇)" will highlight her tender and poignant ballad style, creating a touching and nostalgic atmosphere.

This stellar line-up promises to deliver a vibrant and nostalgic celebration of Mandopop. Get ready to relive the golden era of the 90s with these iconic artists at BACK Music Fest.

Stay tuned for more exciting announcements and prepare for an unforgettable musical journey!

DAY 2 SCHEDULE

4. Playlists

- Getting ready for the event, finding songs that the artists will perform during the event

The 3 music platforms where the event organiser had created the playlists on

Clicking in each of them will open up an external link to the music platform

6. Socials

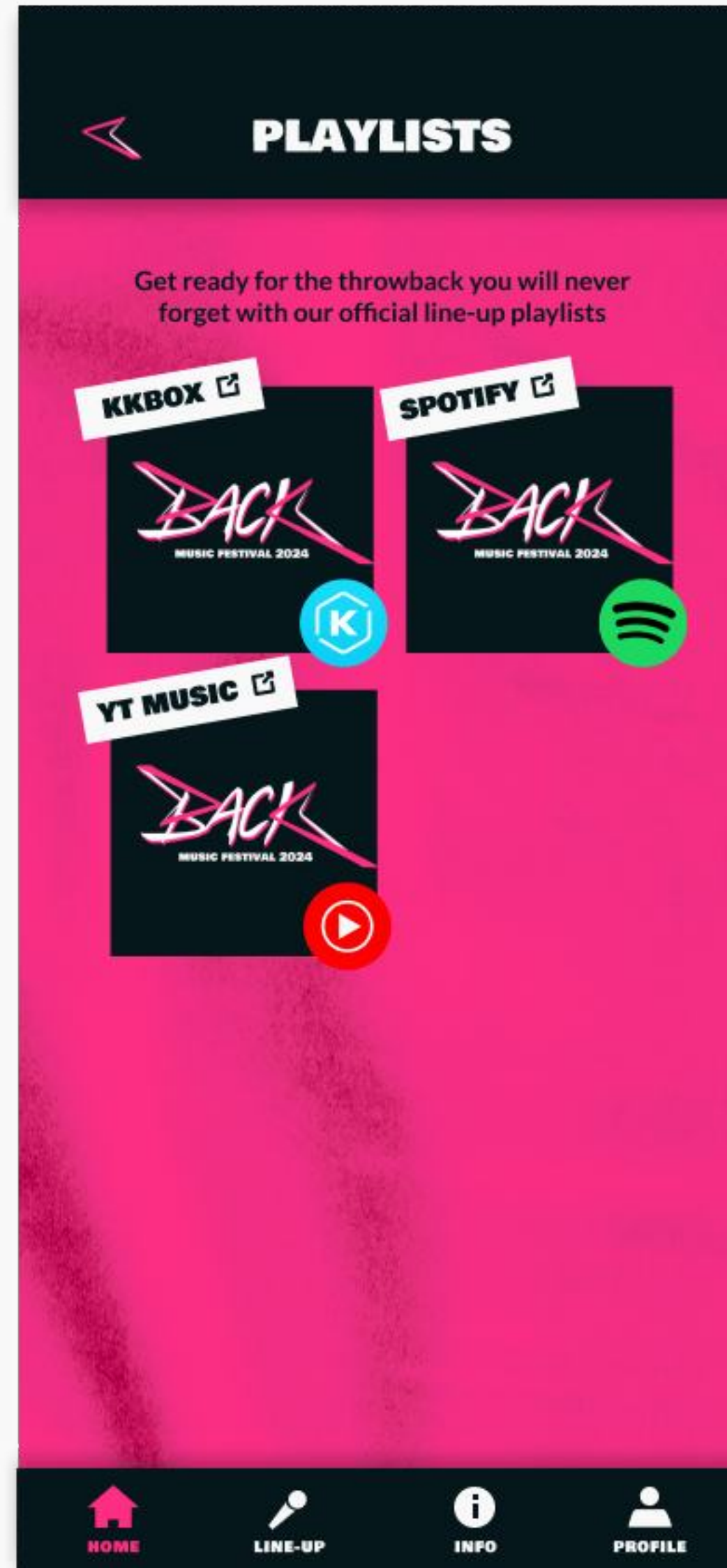
- Finding the social media accounts that the music festival is active on, to better follow their updates across social media

Clicking in each of them will open up an external link to the social media platform

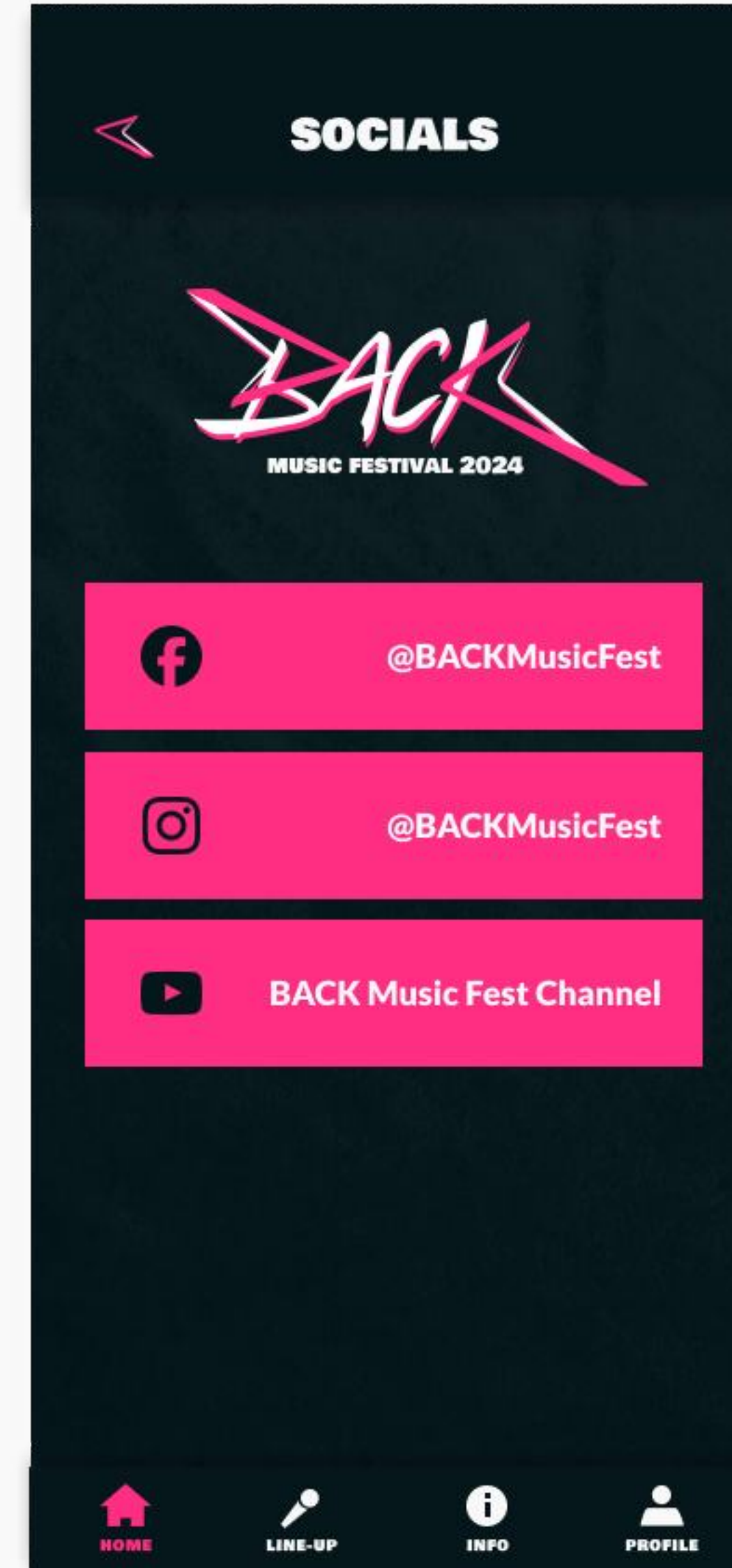
WIREFRAMES



- Playlists Page (accessed from Home Page)



- Socials Page (accessed from Home Page)



WIREFRAMES



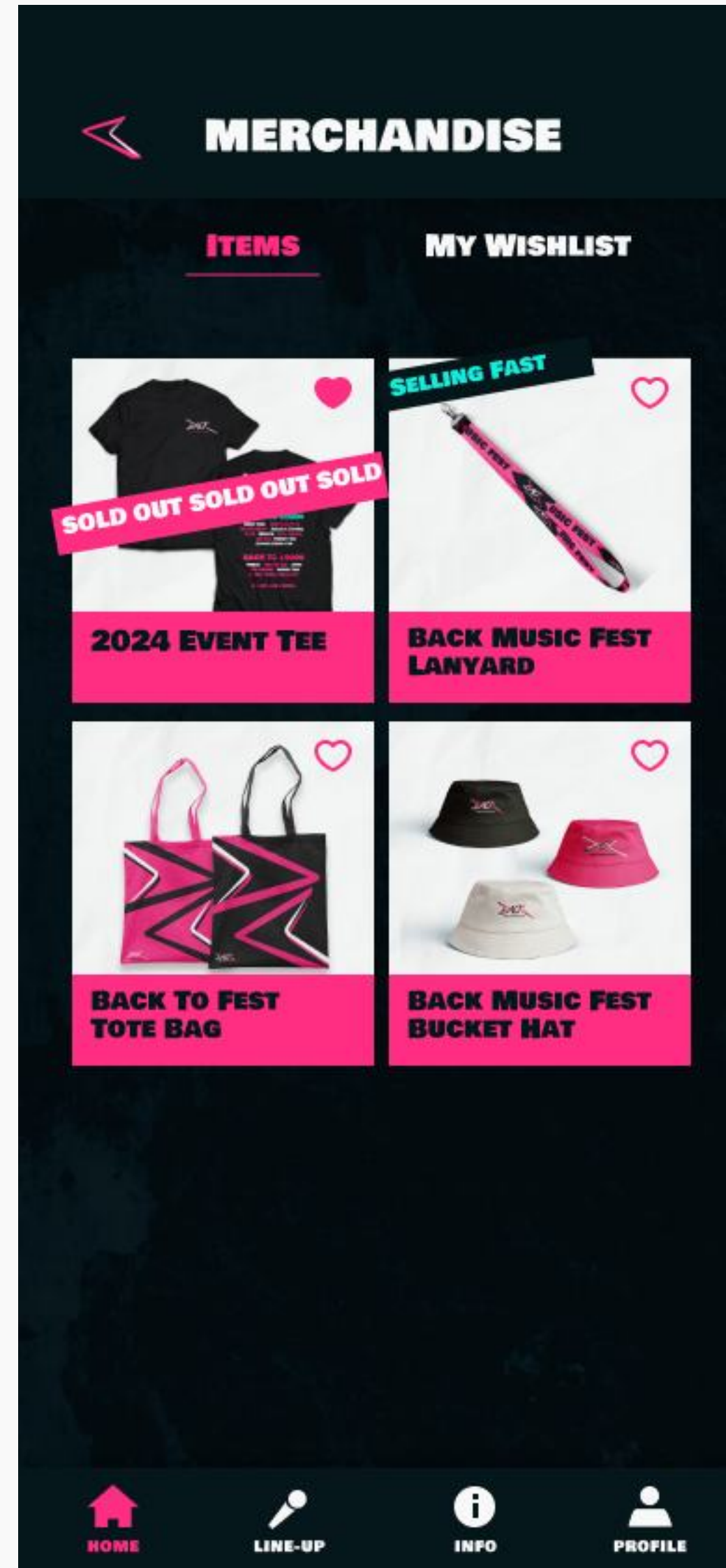
5. Merchandise

- User is at the music festival engaged in other event activities, but would like to be updated on the status of event merch, without having to go to the physical booth

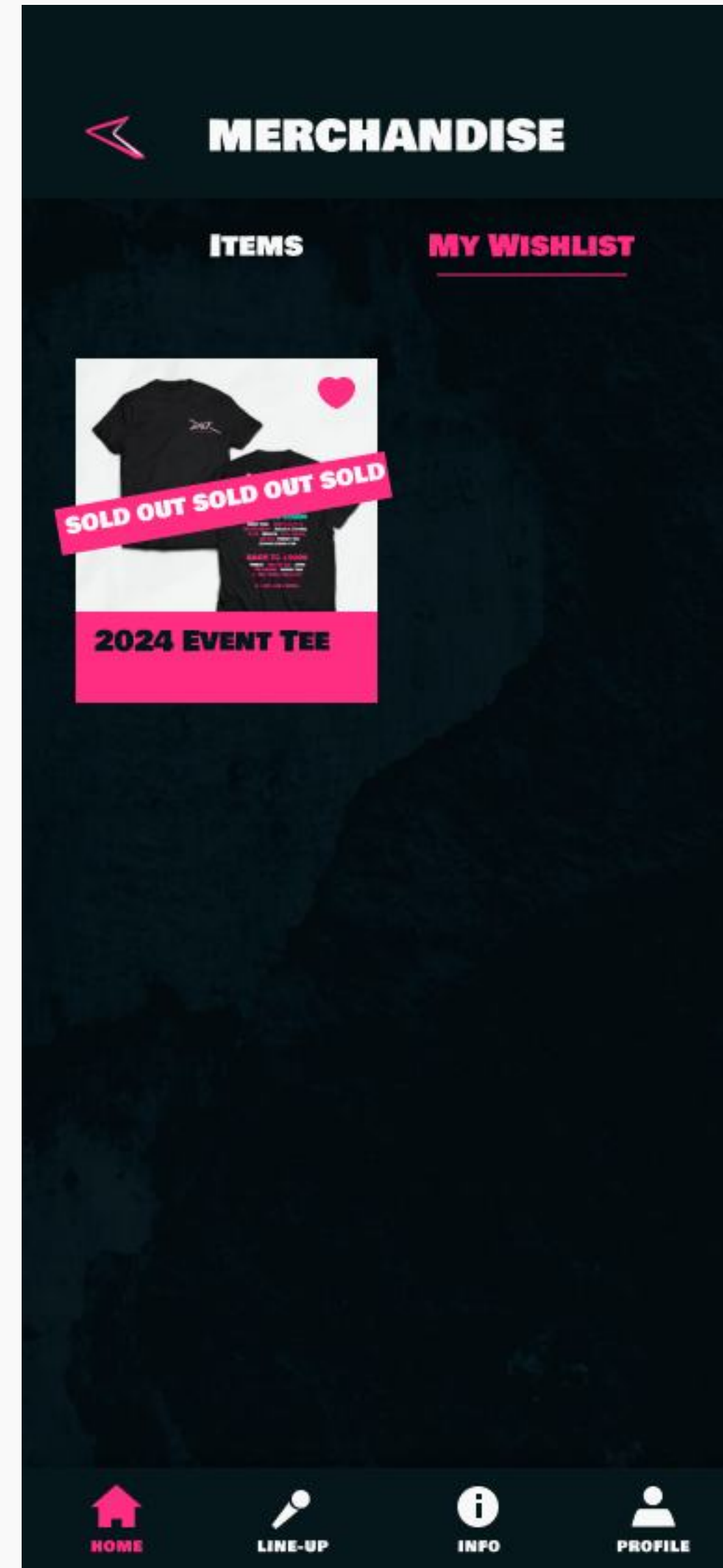
Favourite a merchandise item by pressing the heart icon, the item will then be added to My Wishlist. User will be notified on the status of their Favourited merch, when is it selling fast or has already sold out via the notifications feature in the app.

User can see the prices of all merch items, their sizes and colours, and availability status, without having to be physically there at the merch booth

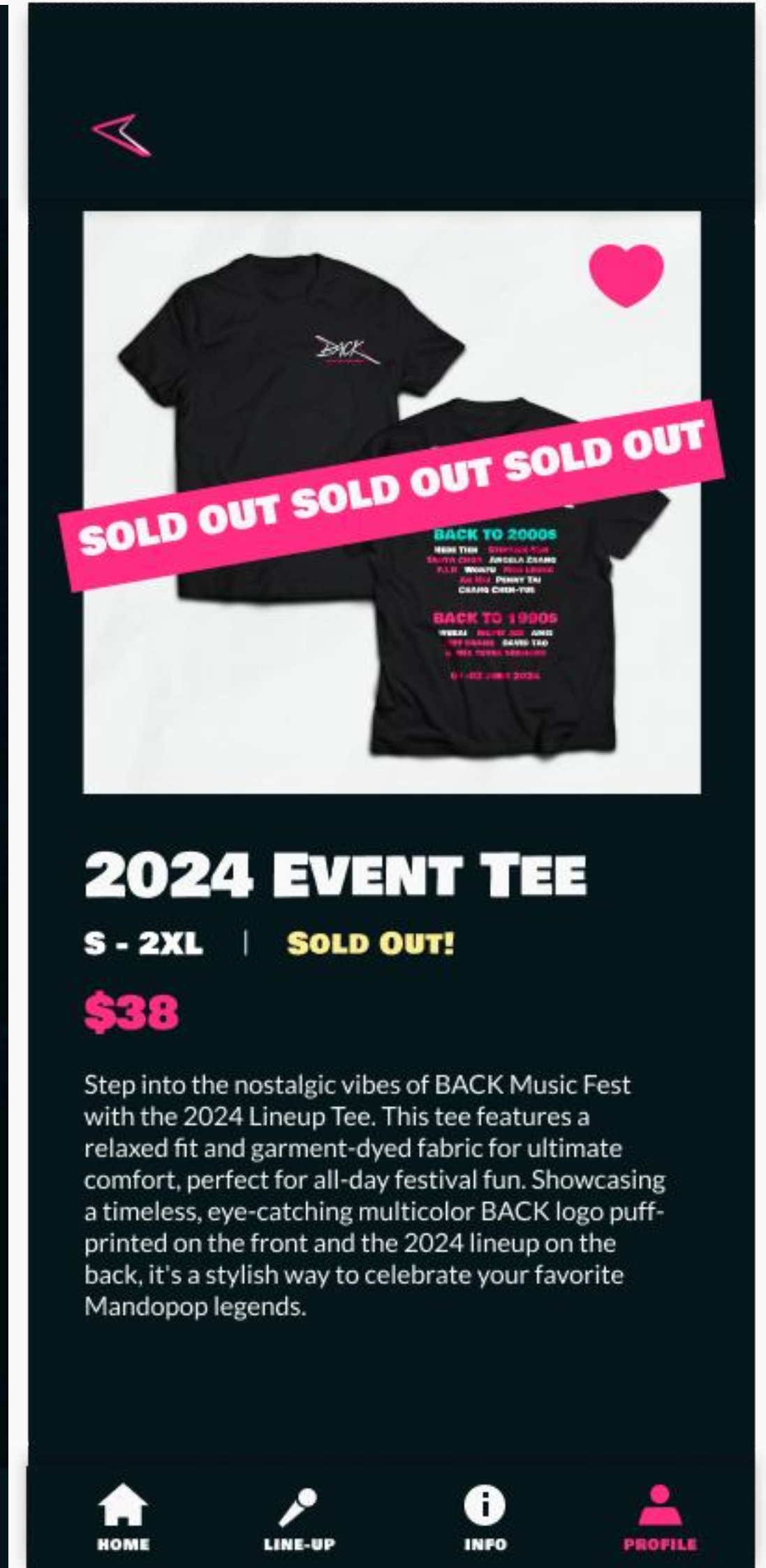
- Merch Page (accessed from Home Page)



- My Wishlist



- Event Tee Merch details



WIREFRAMES



7. Artist Line-up

- Keep track of the performance timings of all artists
- Can plan ahead what to explore and do at the event and not worry about missing favourite artist's performance

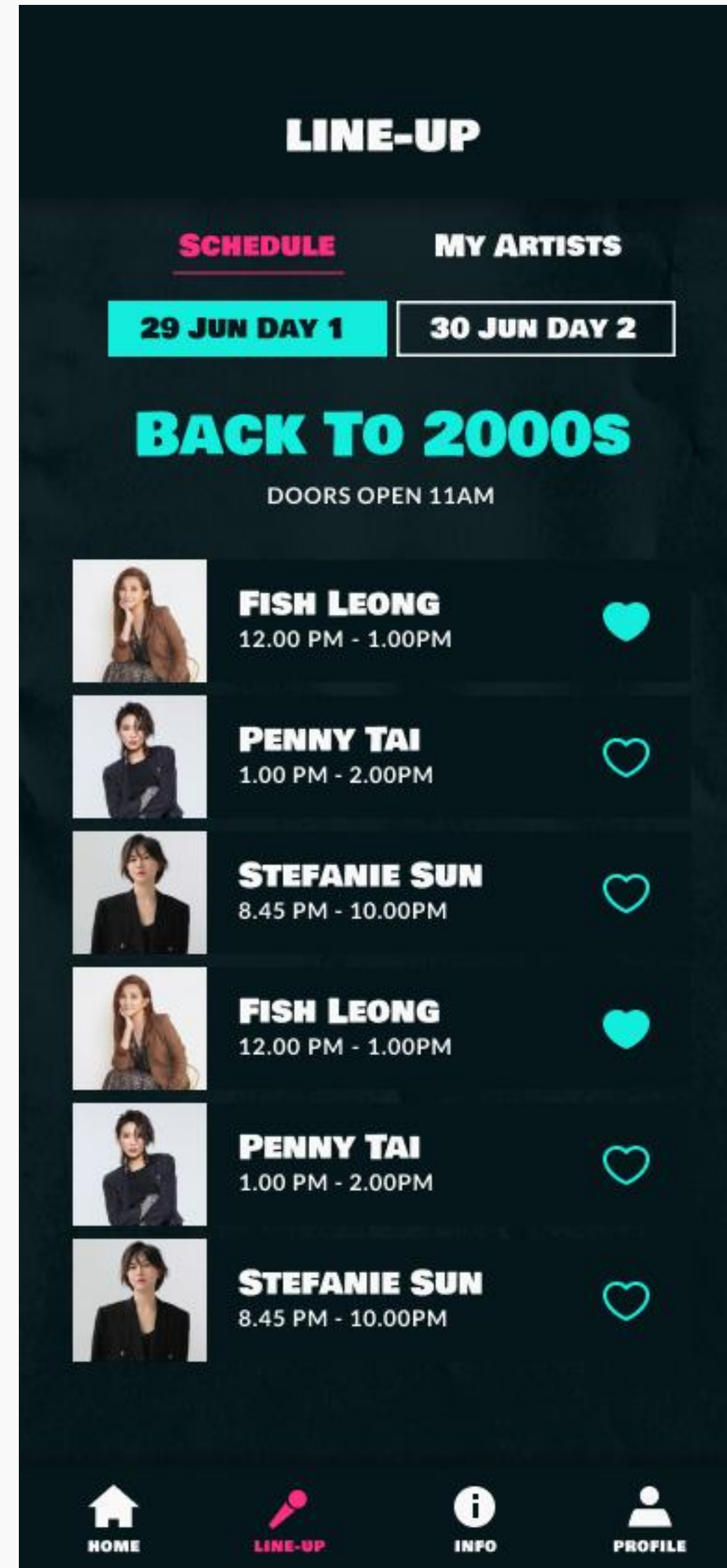
View the performance schedule of individual days by toggling the 29 JUN DAY 1 and 30 JUN DAY 2 buttons.

Favourite an artist by pressing the heart icon beside them, they will then be added to My Artists.

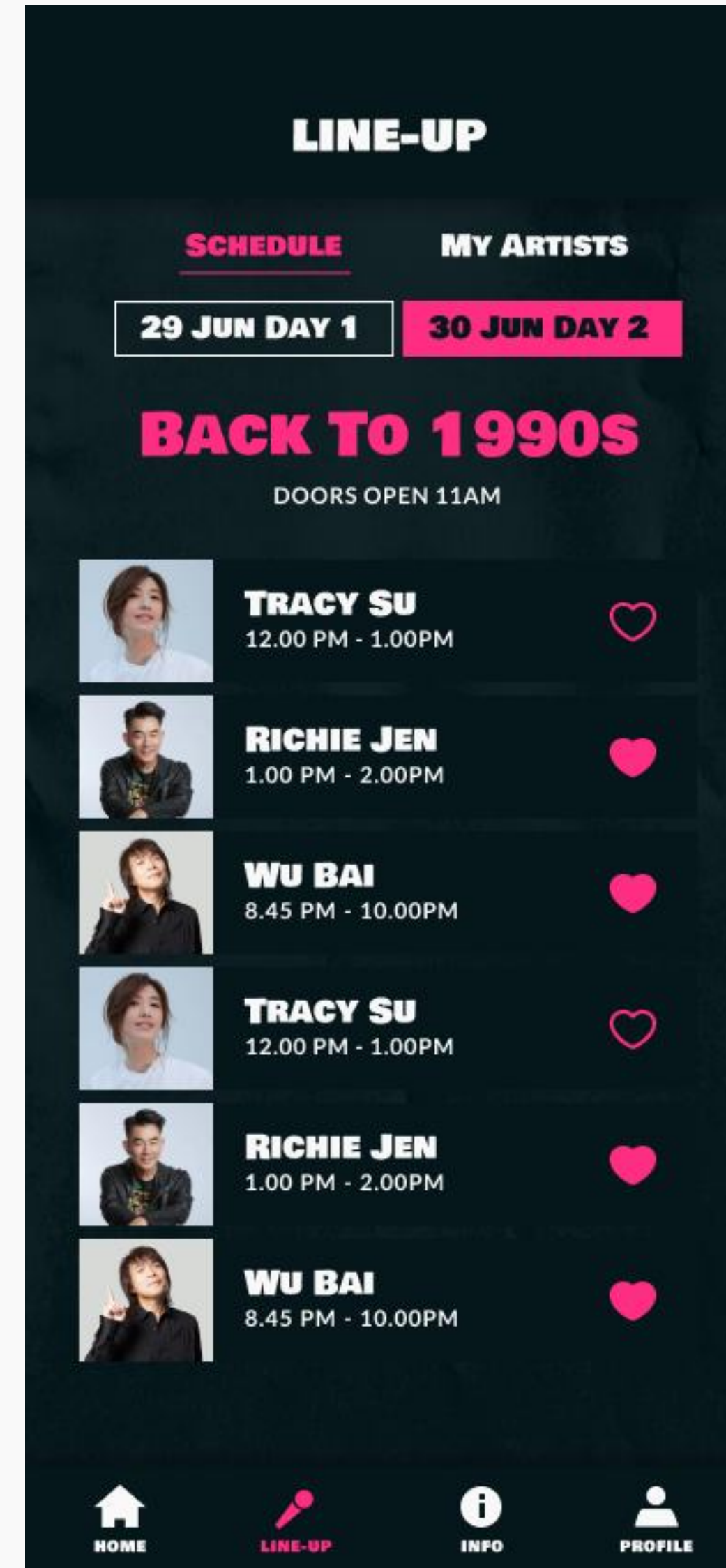
When an artist in My Artists is set to perform in 15 minutes, notifications will be sent out via the notifications feature in the app.

Favourited Artists will be found in My Artists.

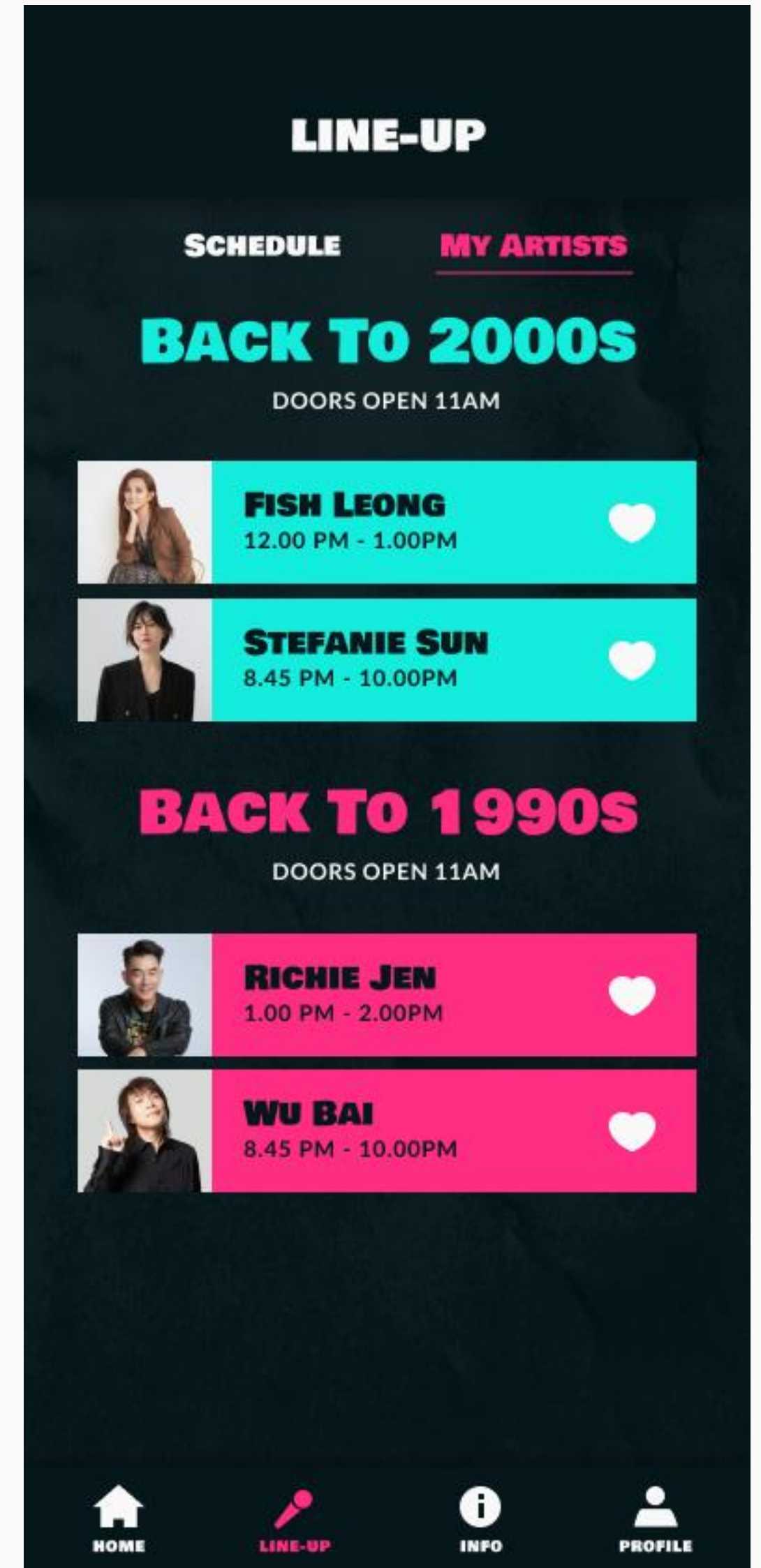
• Day 1 Artist Line-Up Page (from nav bar)



• Day 2 Artist Line-Up Page



• My Artists



WIREFRAMES

7. Artist Info

- Discover the artists that once triumph the 2000s and 1990s of Mandopop

Add them to your favourites and never miss an update about them! or even go find them on social media

- Info on Stephanie Sun

The wireframe for Stephanie Sun's artist info page is set against a dark background. At the top left, there is a pink arrow icon pointing left and a teal banner that says "DAY 1". Below this is a portrait of Stephanie Sun. Underneath the portrait, on the left, is the text "SAT 29/6". To the right of this is a teal bar containing the text "8.45 PM - 10.00PM" and a white heart icon. Below the portrait and bar, the name "STEFANIE SUN" is written in large white capital letters. Underneath the name is a paragraph of text describing her music. Below the text are three social media icons: YouTube, Instagram, and a share icon. At the bottom of the main content area is a teal button that says "DAY 1 SCHEDULE". At the very bottom of the page is a navigation bar with four icons: a house (HOME), a microphone (LINE-UP), an information symbol (INFO), and a person (PROFILE).

- Info on Wu Bai

The wireframe for Wu Bai's artist info page is set against a dark background. At the top left, there is a pink arrow icon pointing left and a pink banner that says "DAY 2". Below this is a portrait of Wu Bai. Underneath the portrait, on the left, is the text "SUN 30/6". To the right of this is a pink bar containing the text "8.45 PM - 10.00PM" and a white heart icon. Below the portrait and bar, the name "WU BAI" is written in large white capital letters. Underneath the name is a paragraph of text describing his music. Below the text are three social media icons: YouTube, Instagram, and a share icon. At the bottom of the main content area is a pink button that says "DAY 2 SCHEDULE". At the very bottom of the page is a navigation bar with four icons: a house (HOME), a microphone (LINE-UP), an information symbol (INFO), and a person (PROFILE).

WIREFRAMES

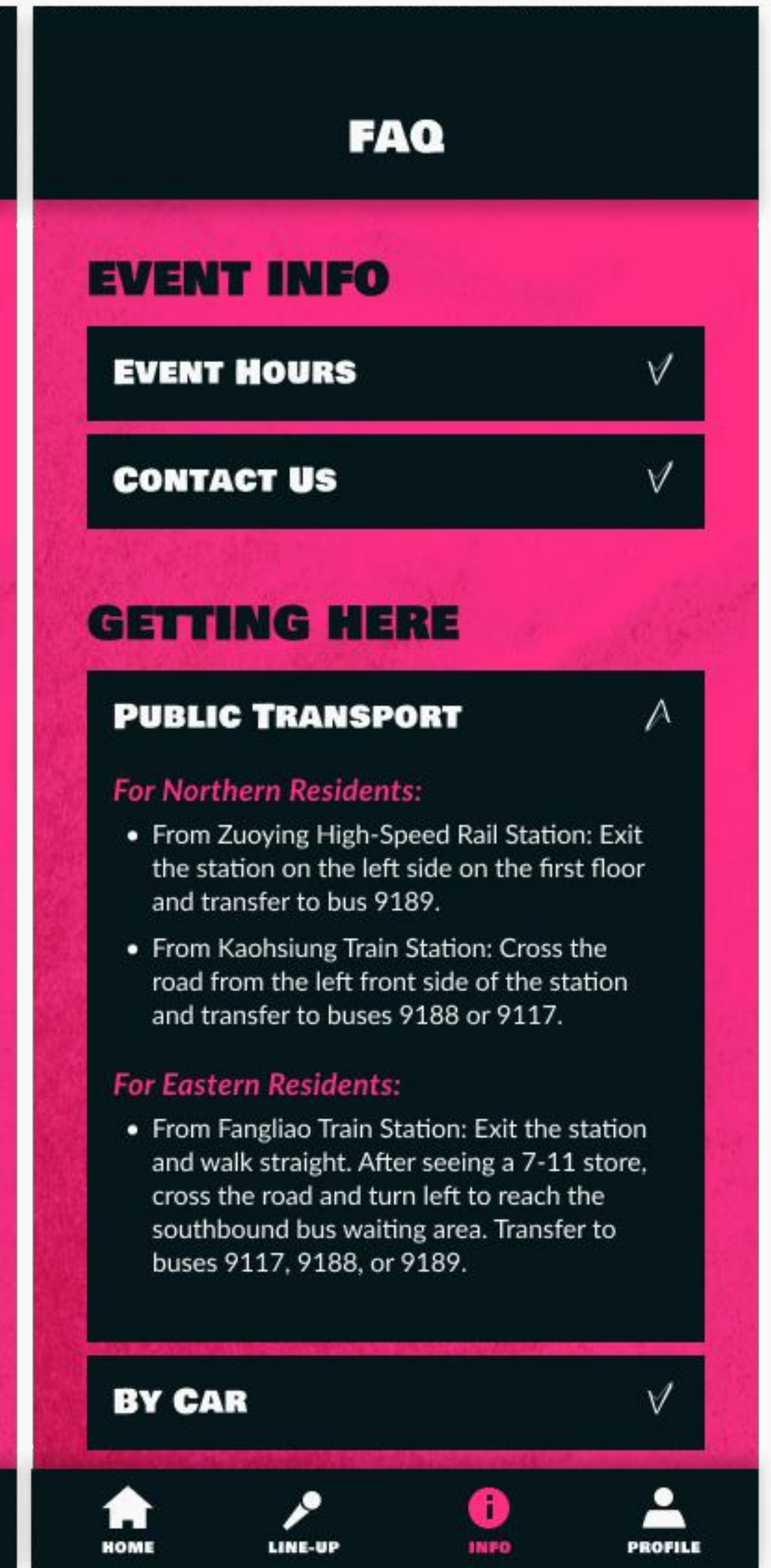
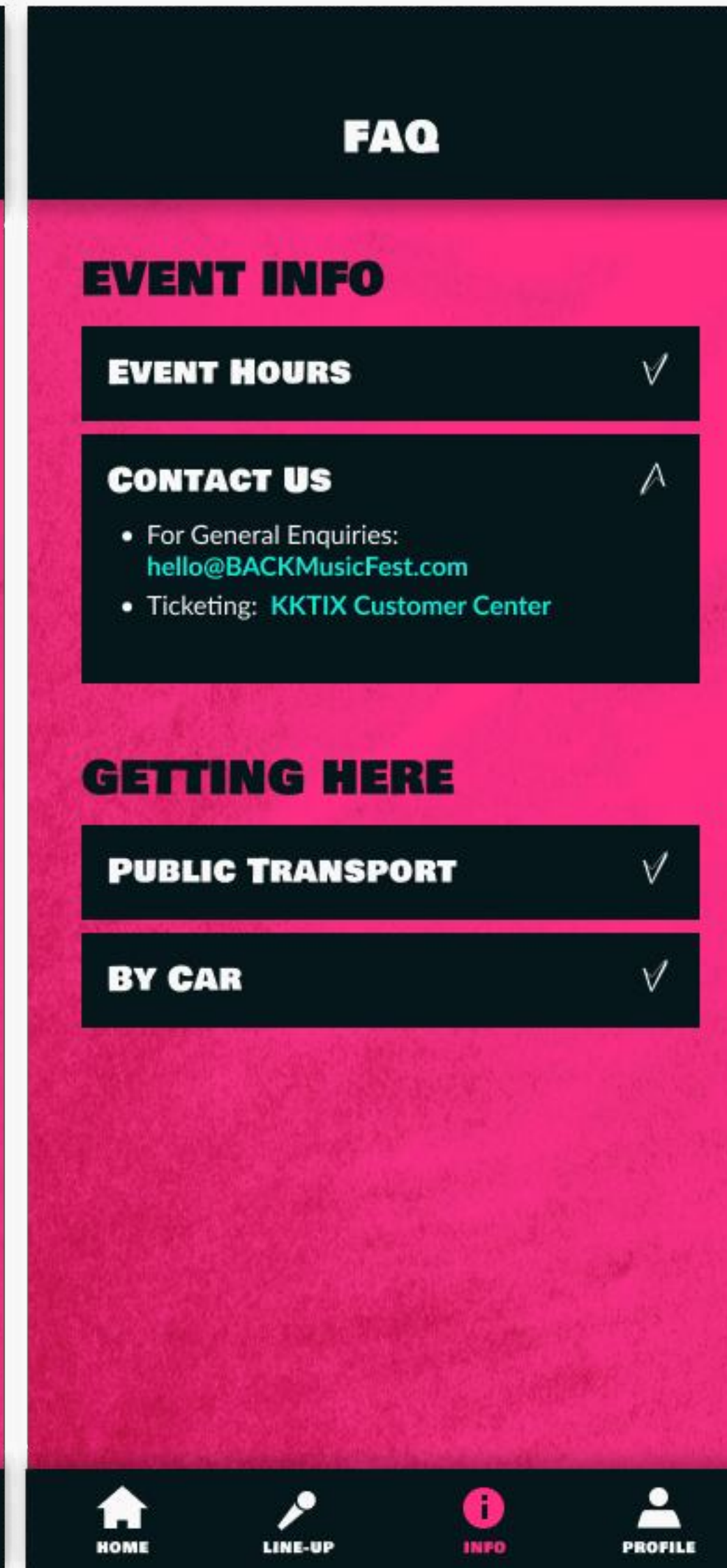
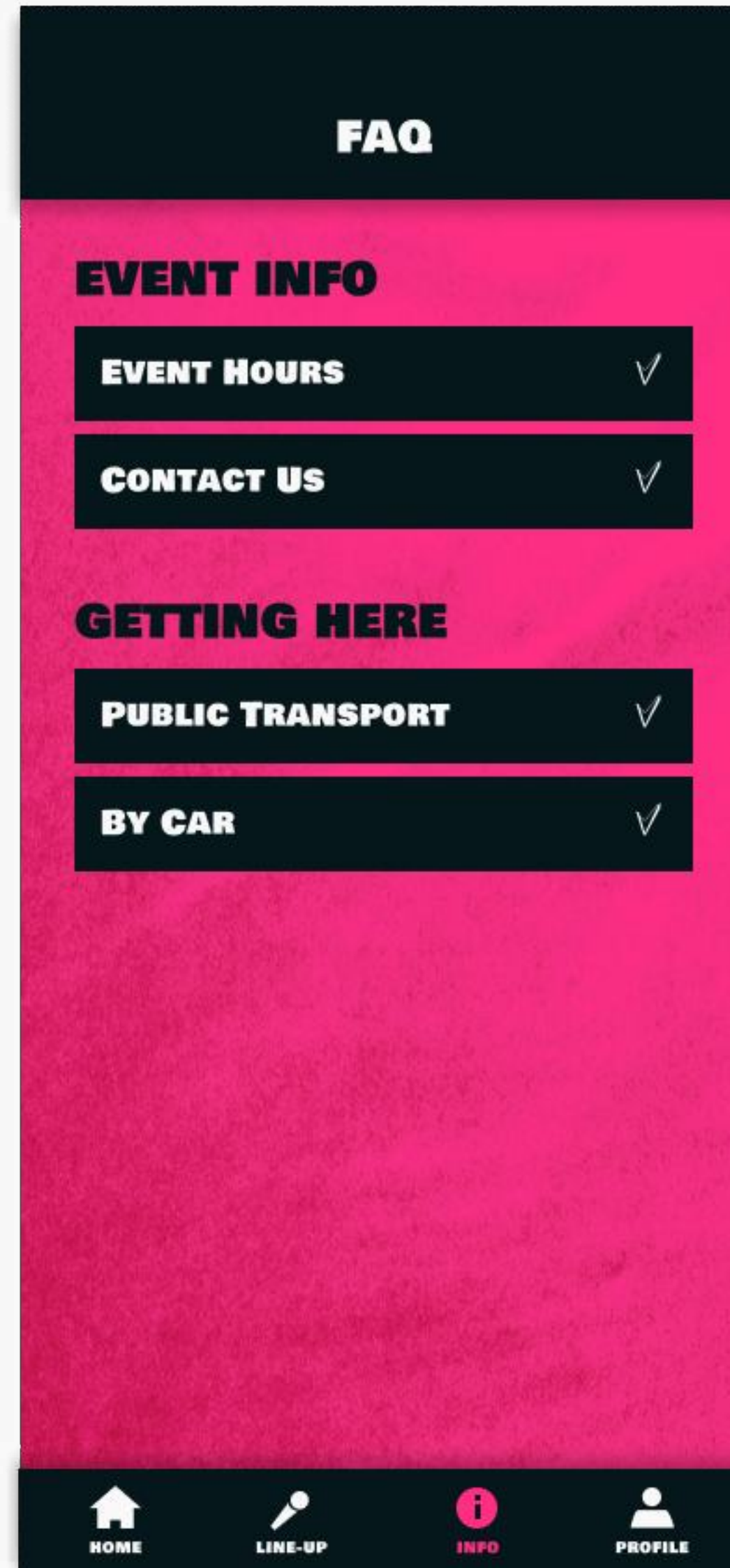
8. Event Info

- Find answers to the frequently asked questions, everything you need to know about the event, without having to cross-reference across different platforms of information

- FAQ Page (from Info in nav bar)

- Contacts Us FAQ

- Getting Here FAQ



9. Profile

- Quick access to all personalised information. Find your e-tickets, favourite artists and favourite merchandise

Seamlessly swipe to pan across the different sections in the Profile Page.

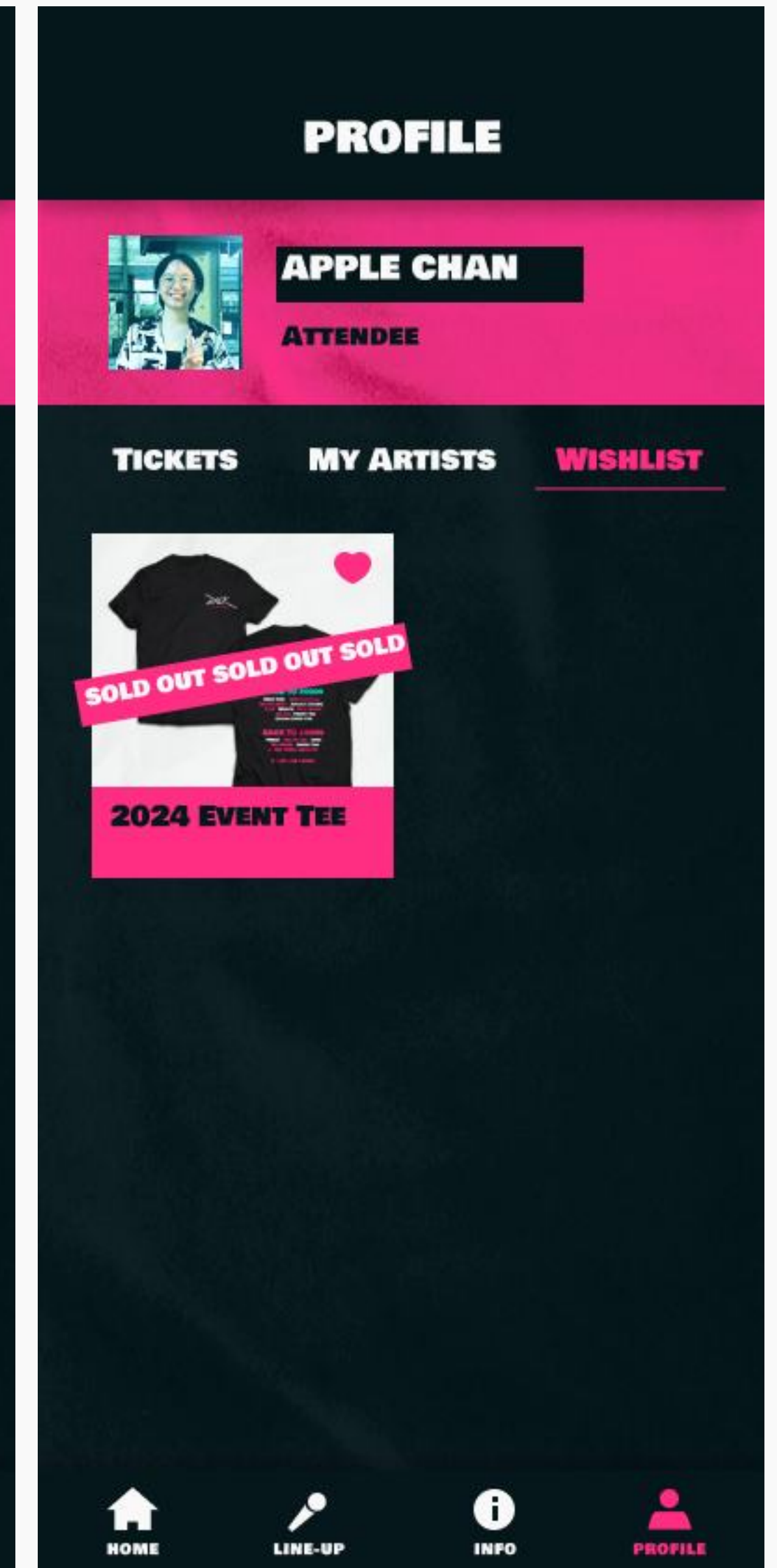
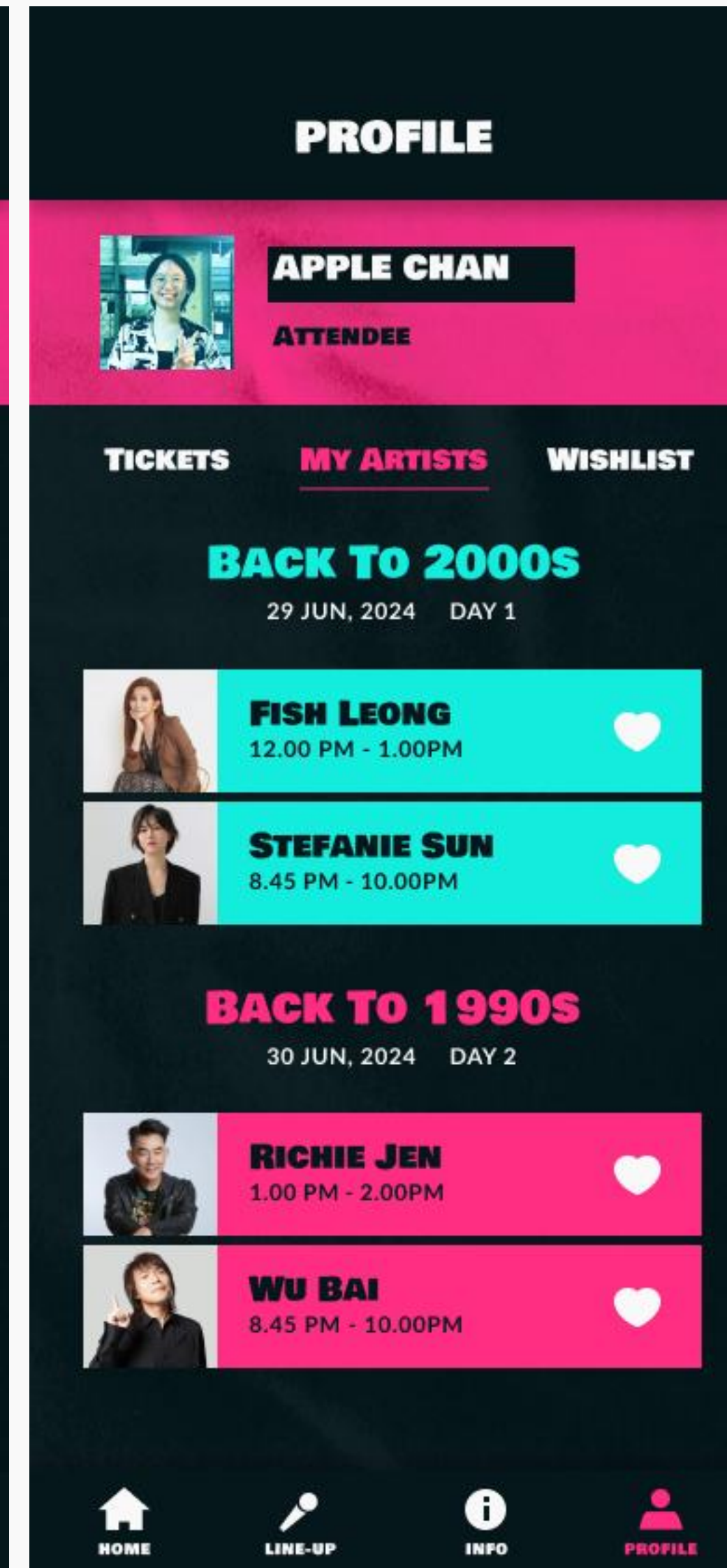
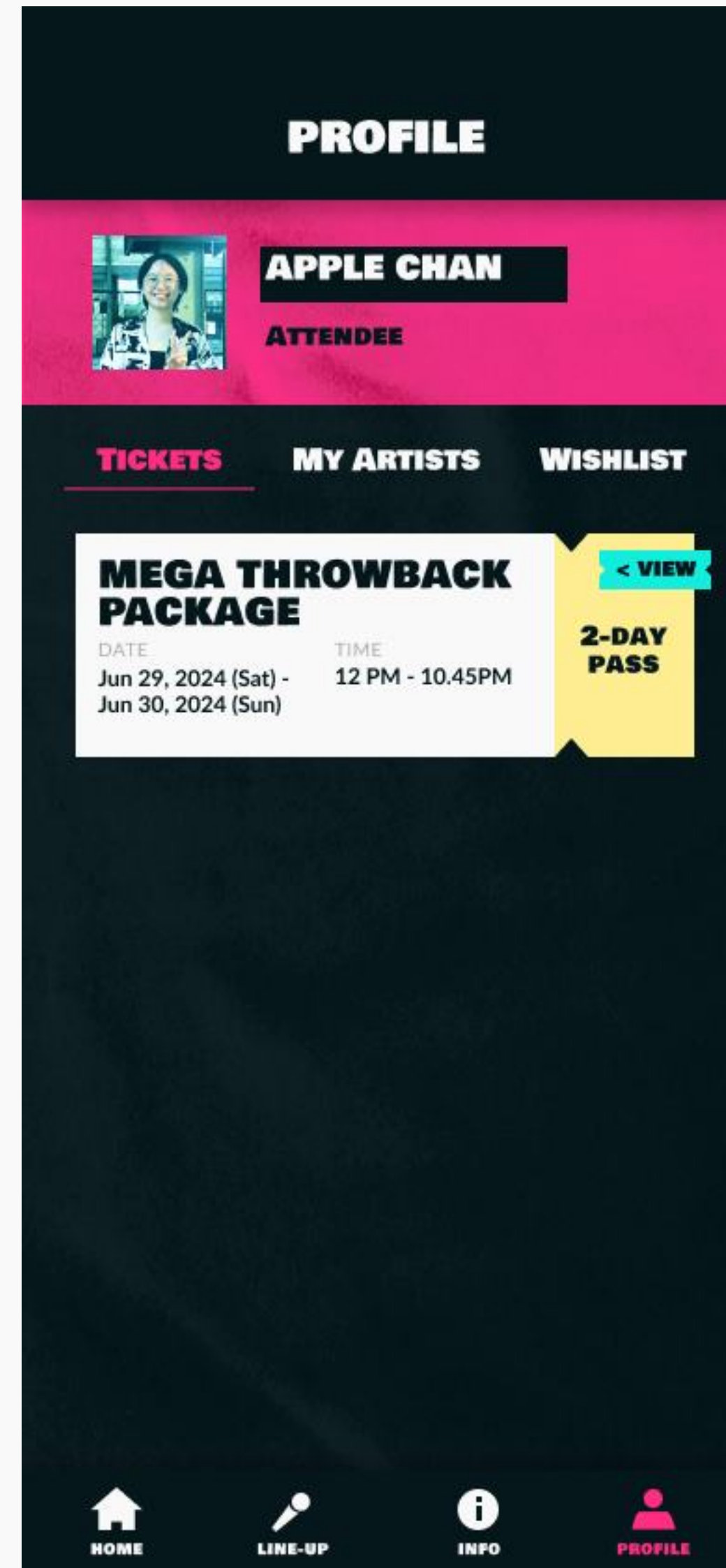
WIREFRAMES



- E-tickets in Profile Page (from nav bar)

- My Artists in Profile Page

- Wishlist in Profile Page



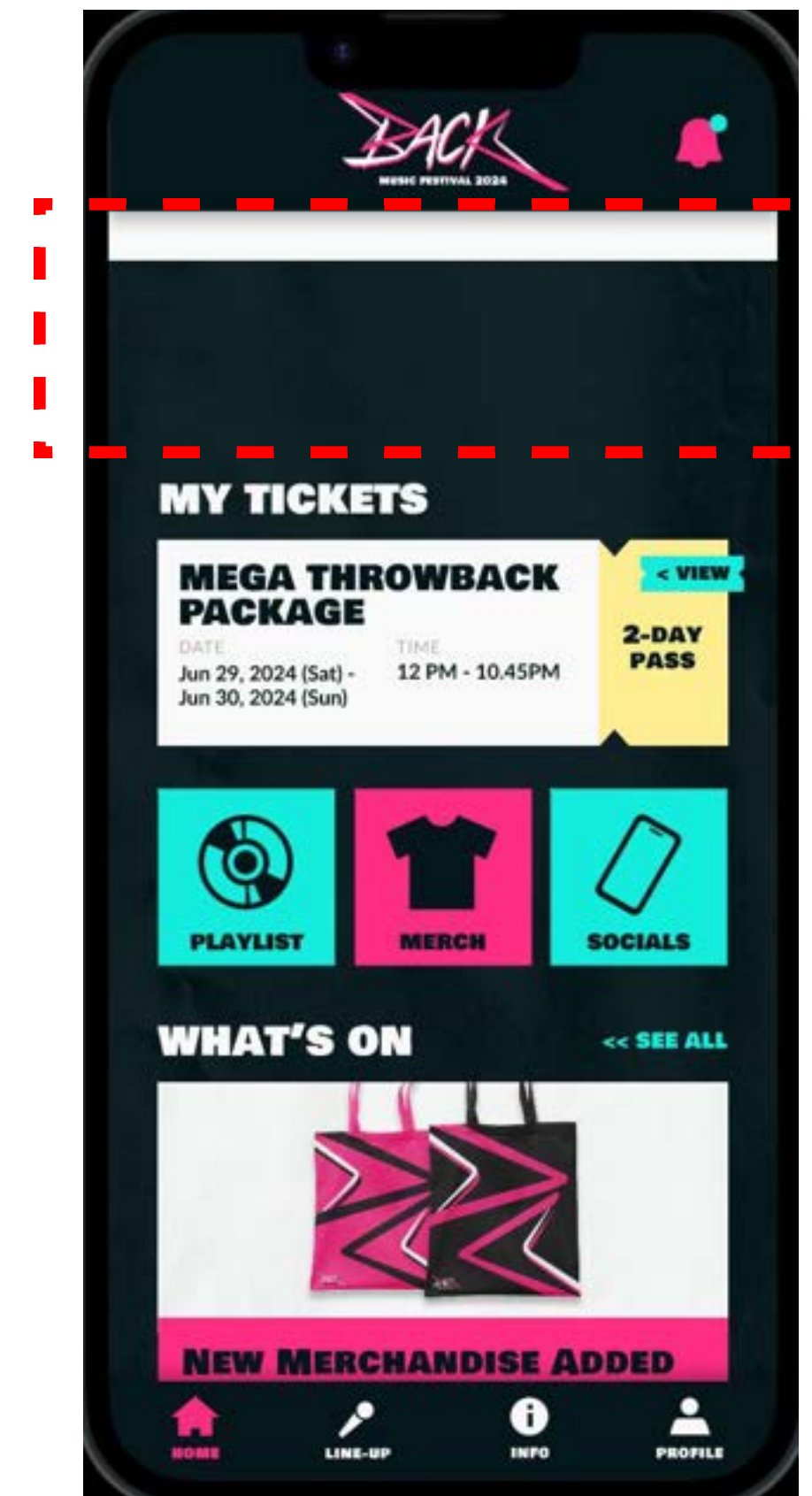
USER FEEDBACK: INTERACTIBILTY

1. Technical errors in implementations of scrolling pages

pages can be over-scrolled, gaps of emptiness at the start and end of pages

Improvements:

- fit pages properly and remove unnecessary blank spacing in pages



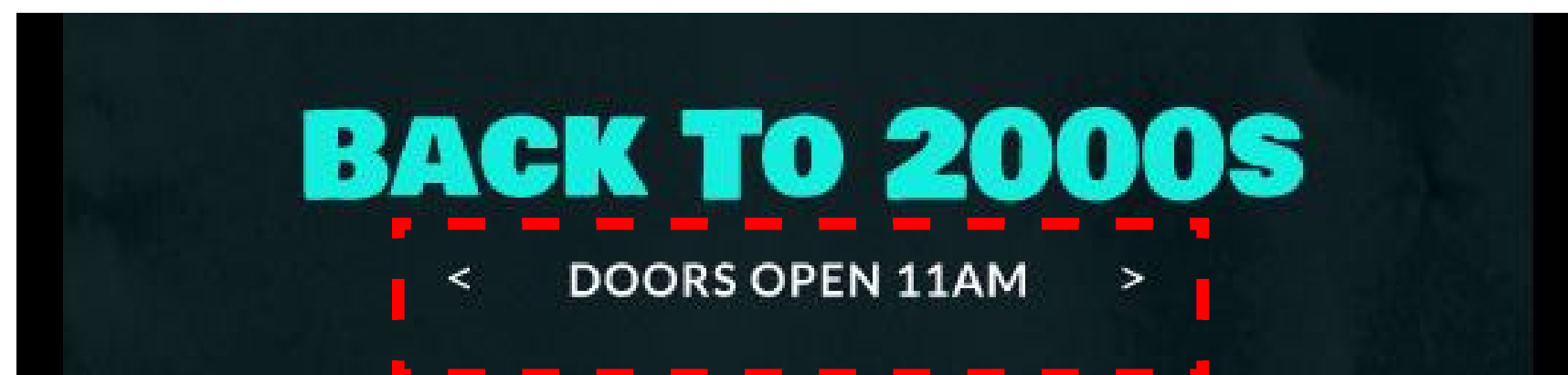
USER FEEDBACK: MISINFORM

1. Reconsider the use of brand's design elements

Though usage of arrows fits the theme of the brand, the idea of going BACK, **arrows in text form** '<' can **mislead** the user to believe that they are interactable buttons

Improvements:

- remove all usage of '<' & '>' that only serves as a graphic element
- only use arrows for interactable buttons that navigate the user to other pages.

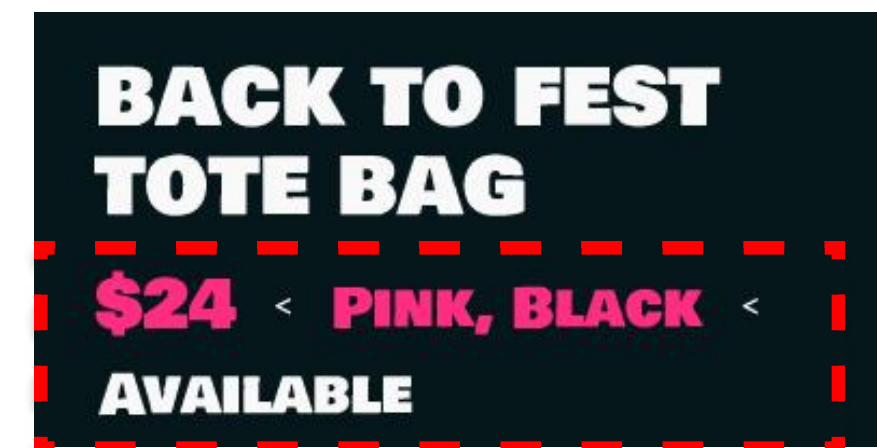


2. Usage of Colours in Typography

For the Merchandise details, the **display text** of the product's **colour choices** are in pink, when there are other colour choices available too besides pink

Improvements:

- change the display text of size & colour choices to white



PROTOTYPE LINK: WEBSITE

Best viewed in Figma App

To avoid having to reset the view to full screen every single time, it is best that the prototype is accessed through the [Figma Desktop App](#), with the settings set to “**Fit width and height**” and the app is in **FULLSCREEN** mode

Sorry for the inconvenience caused, there are just way too many external links

<https://www.figma.com/proto/HptQtIGWOvju14gVC4hhJo/BACK-Web-Design?page-id=110%3A132&node-id=110-133&viewport=68%2C1460%2C2.58&t=BaNU3stY7Fes06H4-1&scaling=scale-down-width&content-scaling=fixed&starting-point-node-id=110%3A133>

Thank You.

PROTOTYPE LINK: **MOBILE APP**

Best viewed in Figma App

<https://www.figma.com/proto/aP6lGuP4ma7tgFh95dC6LH/BACK-Mobile-App?page-id=169%3A2538&node-id=169-2762&viewport=456%2C-590%2C0.23&t=jFtV9D1wmcEVBuZ1-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=169%3A2686&share=1>