

CAPSTONE DEFENSE

“Music to Their Ears”

Mile of Music App Revamp

Project Background

- Artisan festival in the Fox Valley Wisconsin area
- Americana music, dozens of artists and hundreds of shows at downtown venues
- Application goal: **Augment the Mile of Music weekend to enhance user enjoyment.**
 - Facilitate a good experience for people that are going for the weekend
- **Primary functions:** Schedule shows, venue information, news and updates



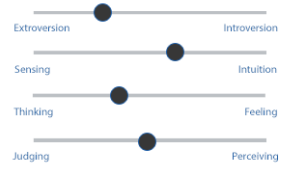
The Users – Festival Goers

Nuanced Networker

"If opportunity doesn't knock, build a door"



Jeremy S. | 57 | Fond du Lac
Director @ Chamber of Commerce
Suburban Home | Married



iPhone 6
Call family & friends
Check work email
Find news & info

HP Elitebook
Manage family photos
Read news & browse web
Plan meetings with friends

Work Desk PC
Complete routine tasks
Manage work schedule
Email correspondents

Lifestyle Snapshot

A seasoned member of the local community, Jeremy has been in the business scene of the area for years. He feels an incredibly strong sense of community and purpose in the Fox Valley, and strives to continue to build more relationships with others and make moves in the area that hopefully bring about an even stronger community for years to come. Mile of Music is an amazing event for the community, and so Jeremy absolutely loves supporting the event – of course, the music is definitely a plus as well! Jeremy loves seeing how the community thrives and comes alive during the event, and loves running into old colleagues and pith potential new connection that could spark the next big change in the area. Jeremy has a happy, "standard suburban" life filled with great family, and he seeks to give back to a community he feels has made all of that possible by using his business finesse and connections to the fullest.

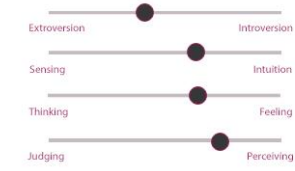
Key Characteristics	Goals & Motivators	Brand Value
Professional Cultured Personable Strategic Community-Oriented Connector "Big Picture" Mindset	Meet up/reconnect with old colleagues Find & mingle with new connections Enjoy the downtown culture Absorb the communal nature of event Find areas he can assist in improving Identify bands & local causes to support	Most Likely To: Become a Music-Maker Donate to Music Edu Spend money at venues Support an artist Advocate for MoM Keep up on Mile news

Entranced Traveller

"Life is either a daring adventure or nothing at all"



Brittany M. | 34 | St.Paul
Physician @ United Hospital
Suburban Home | Married



Samsung s5
Text and snap friends
Investigate local spots
Take photos & videos

Dell Laptop
Making travel plans
Browsing internet & social
Storing travel photos

Lifestyle Snapshot

A fun loving young woman who doesn't shy away from hard work when she knows it will bring her joy in the long run. She pursues her dreams, but not at the cost of her own happiness – she wants to make sure she lives in this moment while planning for the next. Her friends have gotten her through everything and she loves the joy connecting with others can bring to life. She's good at her job because of her easy to interact with nature, and aspires to one day pave her own way in the business world – once she decides which path will bring her the most joy that is. Her love of social media is out of a love of being connected with those she cares about – she works to balance that her social media time doesn't stop her from being social when spending time with those she cares about. She's always out to capture memories with her favorite people, because she wants to look back at her life and smile at all the amazing adventures she had!

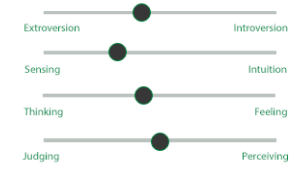
Key Characteristics	Goals & Motivators	Brand Value
Professional Charismatic Connective Energetic Persuasive Cultured	Find unique and memorable spots Make the most of vacation & travel Enjoy local things not found elsewhere Capture memories & have great stories Maximize enjoyment of time in area Find opportunities for future travel Have a smooth and enjoyable visit	Most Likely To: Make purchases in area Recommend to friends Visit new "hot" venues Want details about area Use GPS features Utilize recommendations

Moonlighting Audiophile

"Music is a universal language – where words fail, music speaks"



Mark A. | 36 | Neenah
Firm Associate @ Herrling Clark
Suburban Home | Long Term



iPhone 6
Check work email
Maintain schedule
Call SO into meetings

Macbook Air
Store digital music library
Find new artists
Read news, personal email

Work PC
Complete system tasks
Answer & check email
Attend e-meetings

Lifestyle Snapshot

A savvy law firm associate with a steady job, he definitely doesn't let his job get in the way of his passions. While work doesn't necessarily let him jam out, when he gets home his favorite way to unwind is to bust out an old vinyl or crank up some new tunes and immerse himself in the sound while he finishes chores or sits to relax. He isn't shy about his musical passion – some of his best relationships with clients were forged over a love of a common band. That said, he also knows when it's time to buckle down and focus on another task. Which is why he loves festivals and musical events – it's a time that's totally devoted to music with others he knows loves music just as much. His business side has given him an eye for detail and efficiency, which helps him ensure he plans out his trips and events to get the most done and that he doesn't miss out on a moment of fun not knowing what to do next. By planning ahead, he gets to enjoy his music totally!

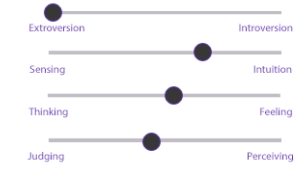
Key Characteristics	Goals & Motivators	Brand Value
Generally practical Passionate Organized Driven Personable Planner	See old friends and colleagues Listen to amazing acts Learn more about the bands Discover new music Not miss a single awesome second Plan schedule Keep track of activities and updates	Most Likely To: Browse artists in detail Listen to sample tracks Purchase a VIP pass Buy merchandise Use app scheduler Follow fav artists

Entertainment Enthusiast

"Today's moments are tomorrow's memories"



Lucille C. | 24 | Appleton
Shift Manager @ Charlotte Russe
Midtown Apartment | Single



iPhone 6
Text and snap friends
Update social media
Browse "in the wild"

Macbook Air
Browsing internet at home
Watching Netflix
Work on bills, paperwork

Register PC
Check out customers
Check store website
Update store details

Lifestyle Snapshot

A fun loving young woman who doesn't shy away from hard work when she knows it will bring her joy in the long run. She pursues her dreams, but not at the cost of her own happiness – she wants to make sure she lives in this moment while planning for the next. Her friends have gotten her through everything and she loves the joy connecting with others can bring to life. She's good at her job because of her easy to interact with nature, and aspires to one day pave her own way in the business world – once she decides which path will bring her the most joy that is. Her love of social media is out of a love of being connected with those she cares about – she works to balance that her social media time doesn't stop her from being social when spending time with those she cares about. She's always out to capture memories with her favorite people, because she wants to look back at her life and smile at all the amazing adventures she had!

Key Characteristics	Goals & Motivators	Brand Value
Fun seeking Risk Taking Connected Social Butterfly Upbeat Coordinator	Keep up with where friends will be Know what places will be bustling during the festival Check out the bands that friends are talking about Make awesome memories & share them Find best events and spots in town Meet new people	Most Likely To: Share location details Post to Social Media Bring others to festival View "Happening Now" Visit "Hot" Venues Spend money at venue

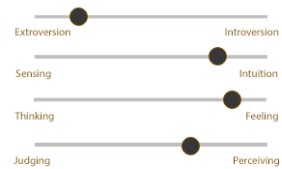
The Stakeholders – Festival Helpers

Americana Artisans

"There are far better things ahead than any we leave behind"



River Suitcase | 36 | Louisville
Label Artist @ Sugar Hill
Townhome; Bus | Long Term ▼



iPhone 6
Text friends and family
Interact on social media
Read news updates

Macbook Air
Edit and work on music
Read email, plan shows
Manage promo material

Lifestyle Snapshot

River Suitcase has huge dreams of bringing their unique sound to life in the hearts of their growing fan base. Their sound is a crafted blend - Americana meets grassroots with a bit of a kitschy hipsteresque twist. They don't like to label their sound because they know they're custom blended, but if push came to shove they'd likely categorize as "folk" for the radio if their sound reached the masses. They believe in their craft and in bringing heart to their sound to attract loyal fans - "selling out" just isn't their style, and they don't believe getting big has to be the end of being quirky. They know their fans have built them up from where they began, and the appreciate those who love and support them every step of the way. Bringing new, excited members into their family of fans is a huge priority, just as making those who are already fans happy is! They love to shop vintage and eccentric boutiques, looking for that overlooked something that screams their aesthetic and inspires their presentation and performance even more.

Key Characteristics	Goals & Motivators	Brand Value
Eccentric Artistic Charismatic Goal-Oriented Pensive Showmanship	Gain exposure and notoriety Find new fans to add to fanbase Sell merchandise Make listeners happy Keep loyal fans excited about artist Create music in their unique sound Make a living doing what they love	Most Likely To: Provide sample tracks Link social media Interact with fans Sell merchandise Keep tabs on crowd Provide fest feedback



Persona for Mile of Music: Festival by Skyline Technologies
Prepared by Briana Bettin for Masters Defense Project

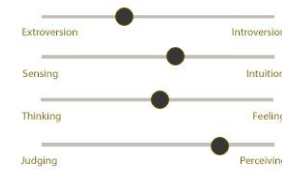


City Culture Creator

"There are no strangers here, just friends we haven't met yet"



Greg W. | 46 | Appleton
Owner @ Anduzzi's Bar & Grill
City Home | Married



HTC One
Call family & work
Lifetime to business
Check news, web

Dell Inspiron
Browse internet at home
Email for home & business
Work on bills, paperwork

Register PC
Keep track of stock
Ring up orders
Track daily sales

Lifestyle Snapshot

Greg decided to begin his own business downtown several years ago, and it never ceases to amaze him how the city's culture can ebb and flow with trends, but surprisingly stay fairly true. He loves seeing his city thrive and his business find its unique voice as part of that city, and he's always on the lookout to nurture and grow that space in the city's heart for years to come. Mile of Music provides downtown with an interesting burst of vibrancy and culture, and Greg easily recognizes Mile of Music is good for the community and can be great for his company's brand. The community has shaped Greg and his life, and adding to it with his business and with the festival is important to him. He takes a lot of pride in his business and doesn't want to be "dragged through the mud" by the festival - and would stand up for his business if he thought that was the case - but he has never had reason to feel that way about the festival. He's always welcomed the new culture the festival can bring, and hopes his business can add to the sense of community even more by being part of it.

Key Characteristics	Goals & Motivators	Brand Value
Charismatic Strategic Communal Diligent Proud Action-Oriented	Create a positive buzz about business Foot traffic and revenue during event Seeing downtown area thrive via MoM Promotion of business via Mile of Music Business growth and expansion Growth of "regulars" and returning visits Established brand and vibe	Most Likely To: Share venue details Host acts for MoM Run specials for MoM Enhance visitor's time Want to be a "hot" venue Advertise on social



Persona for Mile of Music: Festival by Skyline Technologies
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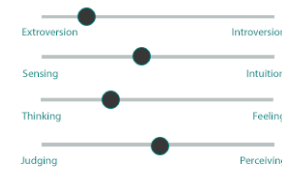


Mile of Music Magic Maker

"We are the music makers, and we are the dreamers of dreams"



Bradley C. | 32 | Appleton
Associate @ Willems Marketing
Suburban Home | Long Term ▼



iPhone 6
Event calls and email
Post to check social
Text app and website

Macbook Pro
Update website & social
Email to coordinate event
Music listen & browse web

Lifestyle Snapshot

Excited and passionate, Bradley is deeply invested in seeing Mile of Music be a success. Bradley cares about all the details: the artists, the volunteers, and the community of music lovers and locals who spend time at the Mile. He's amazed and humbled by how the festival has grown, but constantly looking forward to how it can continue to grow and be better than the year before. Pulling off a festival of such magnitude is no small task, and so Bradley may be pulled in many directions at once, under a lot of pressure to get such a huge job done right. While he has an eye for what's needed and a hand in every pot, he also puts a lot of faith in the teams he builds around him to make the magic happen. Caring about the festival and its success, as well as understanding his vision and what the festival needs are critical to volunteers and partners earning his trust. Once they have it though, he will believe in and count on them to help shape, refine, and bring to life his vision for an amazing Mile this year, and for many years to come.

Key Characteristics	Goals & Motivators	Brand Value
Professional Charismatic Networking Strategic Passionate Creative	Ensure Mile of Music is a success Grow the Mile of Music brand Raise awareness for music programs Help artists gain traction with event Build community engagement Receive positive feedback for experience Optimize MoM planning & event	Most Likely To: Approve enhancements Bring new ideas Leverage feedback Make growth decisions Consider the users Have brand "best interest"



Persona for Mile of Music: Festival by Skyline Technologies
Prepared by Briana Bettin for Masters Defense Project

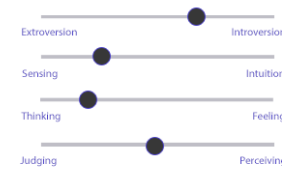


App Code Craftsman

"First solve the problem. Then, write the code"



David P. | 39 | Neenah
App Dev @ Skyline Technologies
Suburban Home | Married



Nexus 6
Text and take calls
Test Mile of Music app
Browse news & social

Dell Inspiron
Watch Netflix, YouTube
Online shopping & browse
Read blogs and articles

Work Dev PC
Code and test features
Email with clients
Conduct online needs

Lifestyle Snapshot

Helping clients see beyond their current solutions into a whole new world of productivity and value is just another day of work for David. He absolutely loves digging into technology and developing solutions to client problems. When a problem is known and a solution clear - even if it's difficult or completely foreign, David will work to resolve it with a high level of skill and service. David has an intimate knowledge of the systems he works with and of the systems he needs to build for clients, but he may not always be in or feel he is in a position to propose more "aesthetic" or front-facing changes due to his specialty and vantage point in the work process. Despite this, David works with his team and with his client to understand as much as he can about the solution and how his work can create a better product for the client. David might be a bit of a "geek" and get caught up in his expertise knowledge - but he's just passionate and wants to share what he can to find the best solution possible.

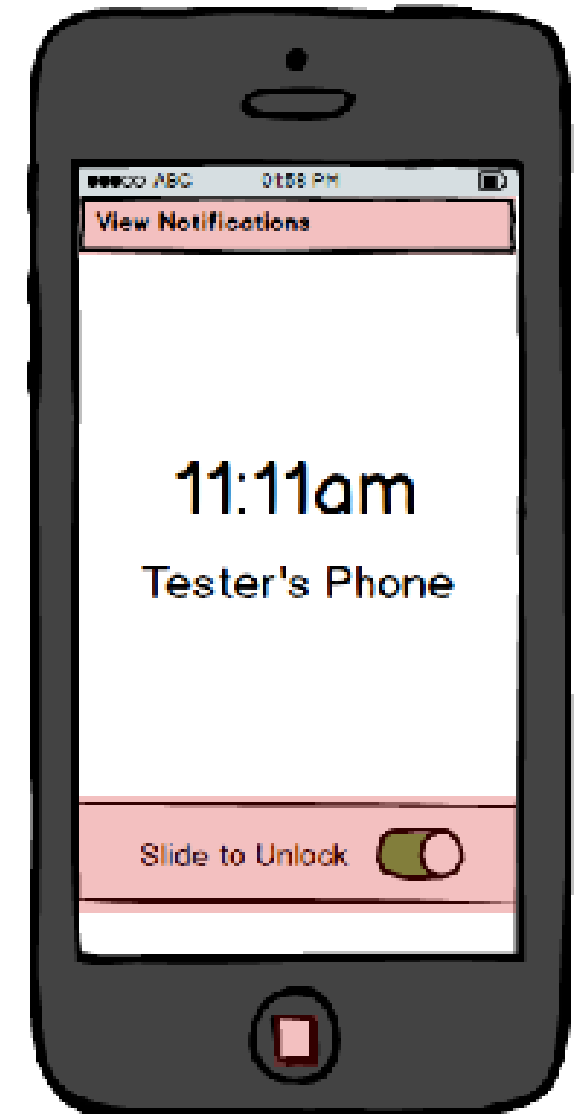
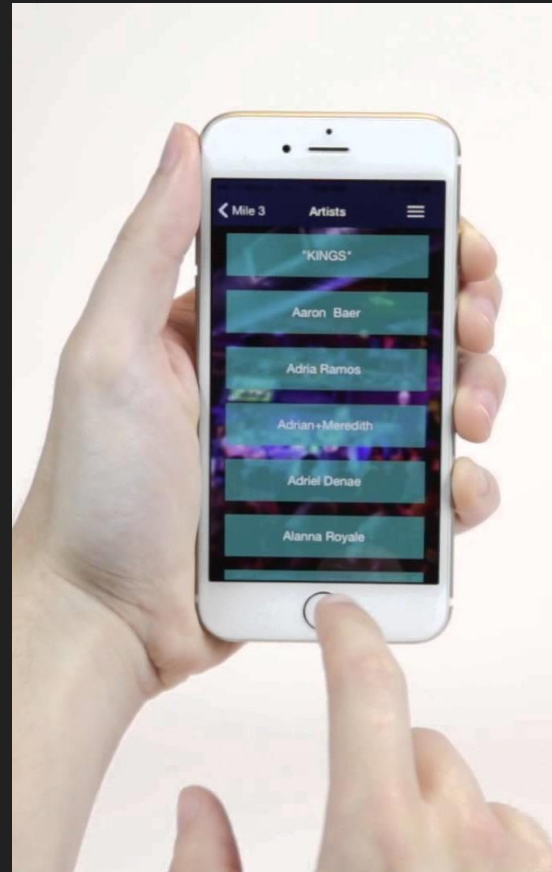
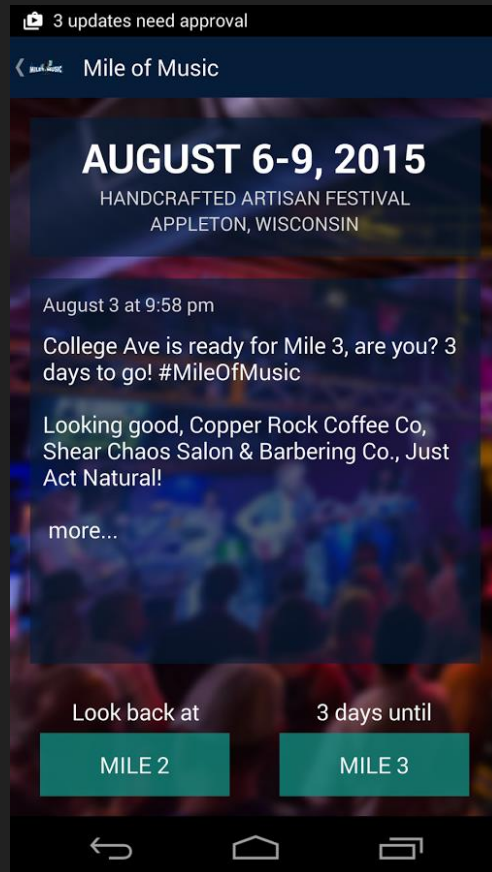
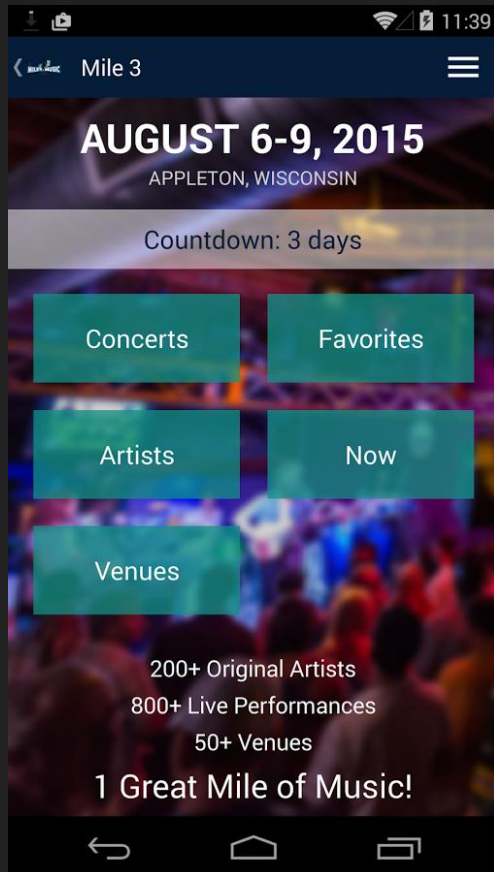
Key Characteristics	Goals & Motivators	Brand Value
Strategic Professional Innovative Knowledgeable Consultative Results-Focused	Develop a great app to showcase skill Ensure no bugs for production use Find ways to use cutting edge tech Satisfy client and their needs Know product & usage is a success Solve challenging tech problems	Most Likely To: Test features on phone Propose new tech ideas Enhance & optimize Understand tech needs Consult & support app



Persona for Mile of Music: Festival by Skyline Technologies
Prepared by Briana Bettin for Masters Defense Project



The Current App

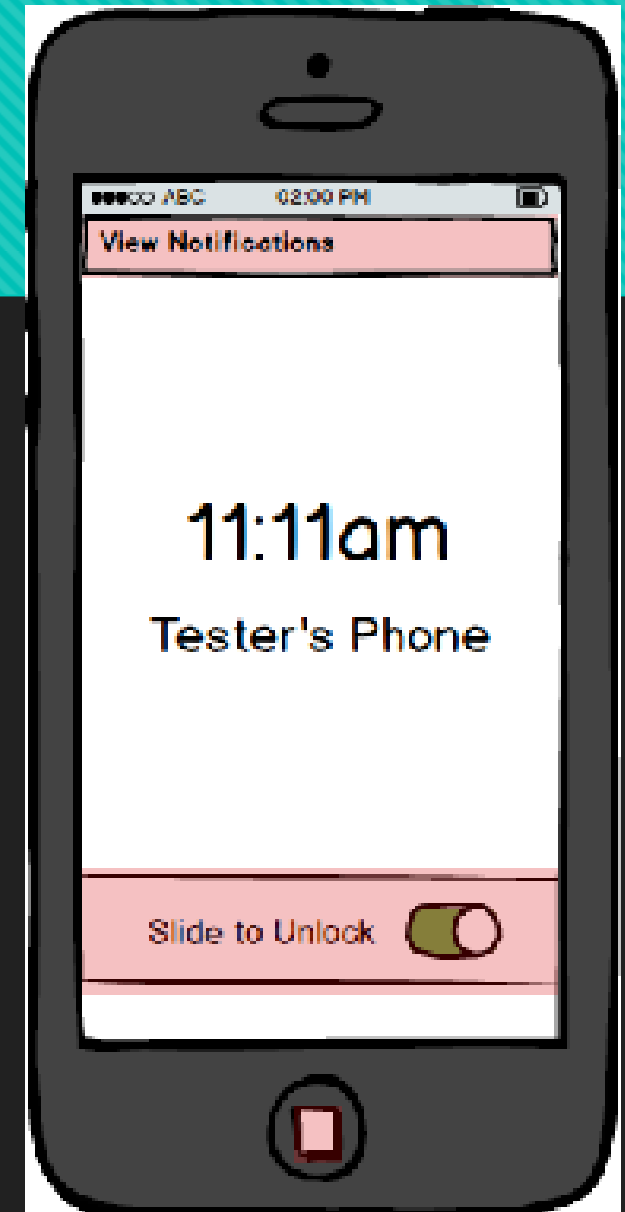
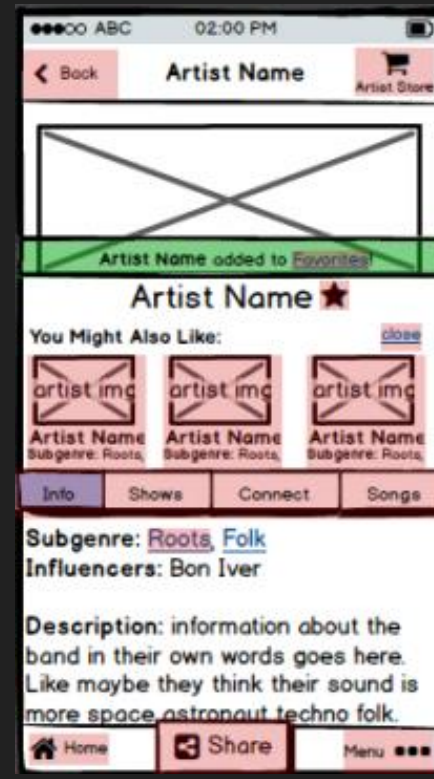
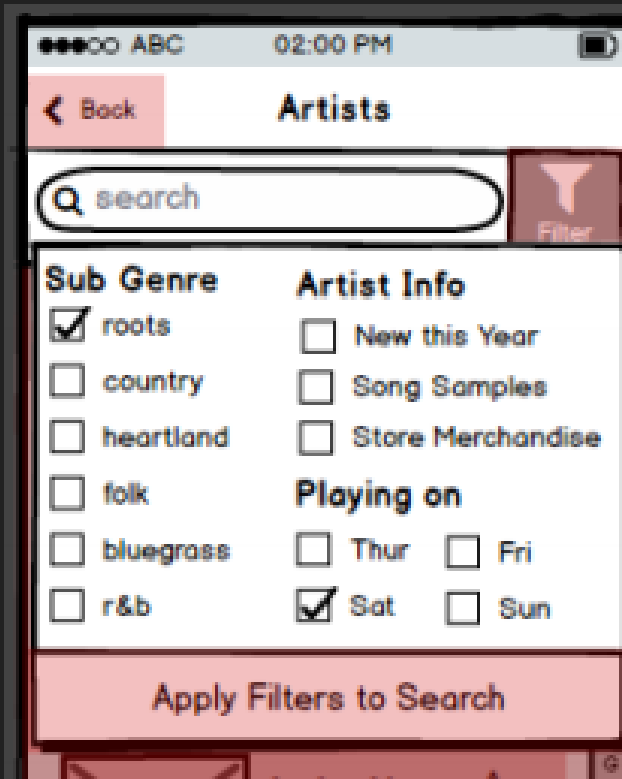


[Click to Launch Prototype](#)

Solution Approach

- Veteran Users vs New Users
- Navigation Standards across Devices
- Function Value vs Bloat
- Privacy vs Data Driven Value

Proposed Revamp Prototype



Click to Launch Prototype

Prototype Approach

- **Low fidelity** – focus desired on content block locations, flow linking, and value – not aesthetic.
 - Since app already exists, veteran testers may be familiar with aesthetic
 - Using stripped down versions ensures they're giving feedback on what they're doing, not just what they're seeing.
- **Digital prototype**
 - hopefully encourages users to “think digital”
 - placed in a phone frame to help them recognize the mobile use case
- **Hyperlinked PDF**
 - format allows for the prototype to be tested in multiple environments
 - could be downloaded to a testing phone, used on desktop, etc.

Feedback Methodologies

○ Casual Interviews

- in-house developers, users, potential users
- Gathered in a more ad-hoc, casual sense, and through questions from user testing

○ Survey

- 15 responses
- Conducted through Qualtrics, link distributed via Facebook

○ User Testing

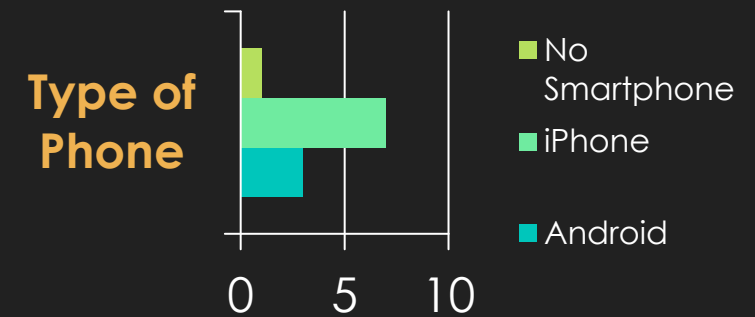
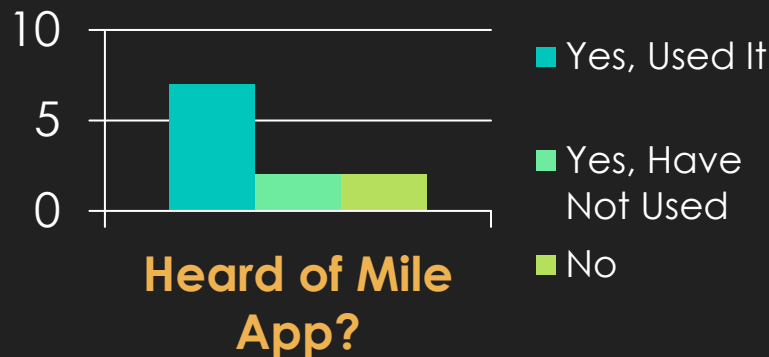
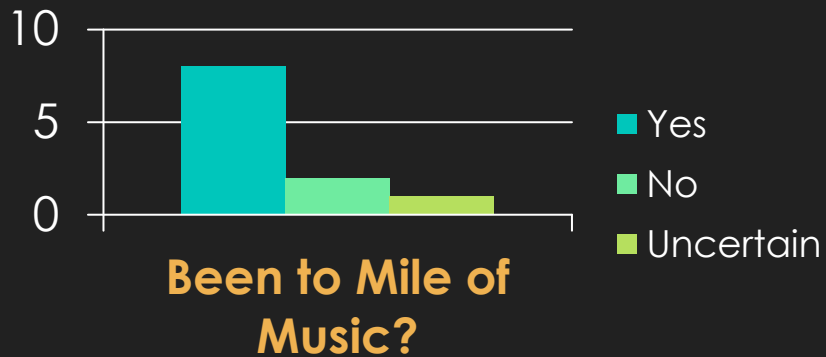
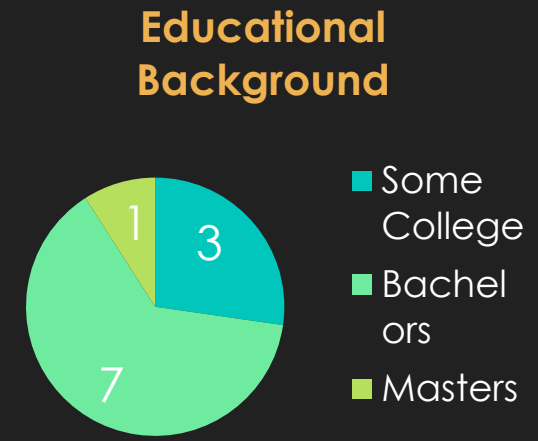
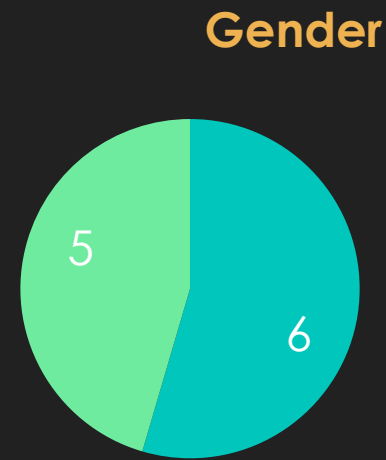
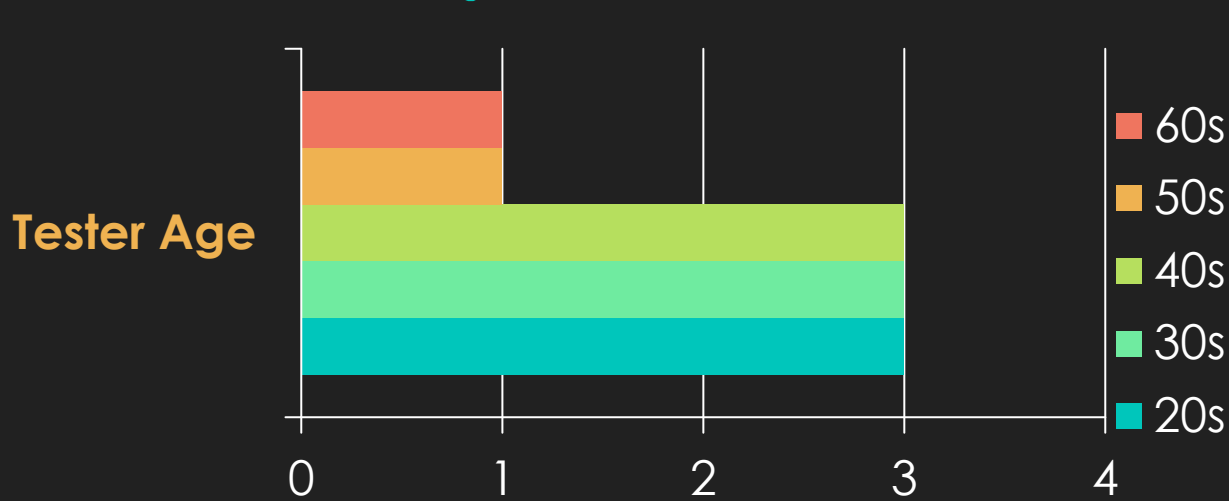
- Ten scheduled testers, plus one dry run that yielded valuable insight and went smoothly (11 total)
- One-on-one, in person, Skyline offices
 - One test conducted remotely via Skype for Business screenshare

Testing Procedure

- Prototype and test both current and revamped version
- Same scenarios to ensure same mindset for users
- Insights as to likes and dislikes of both, and favorite version

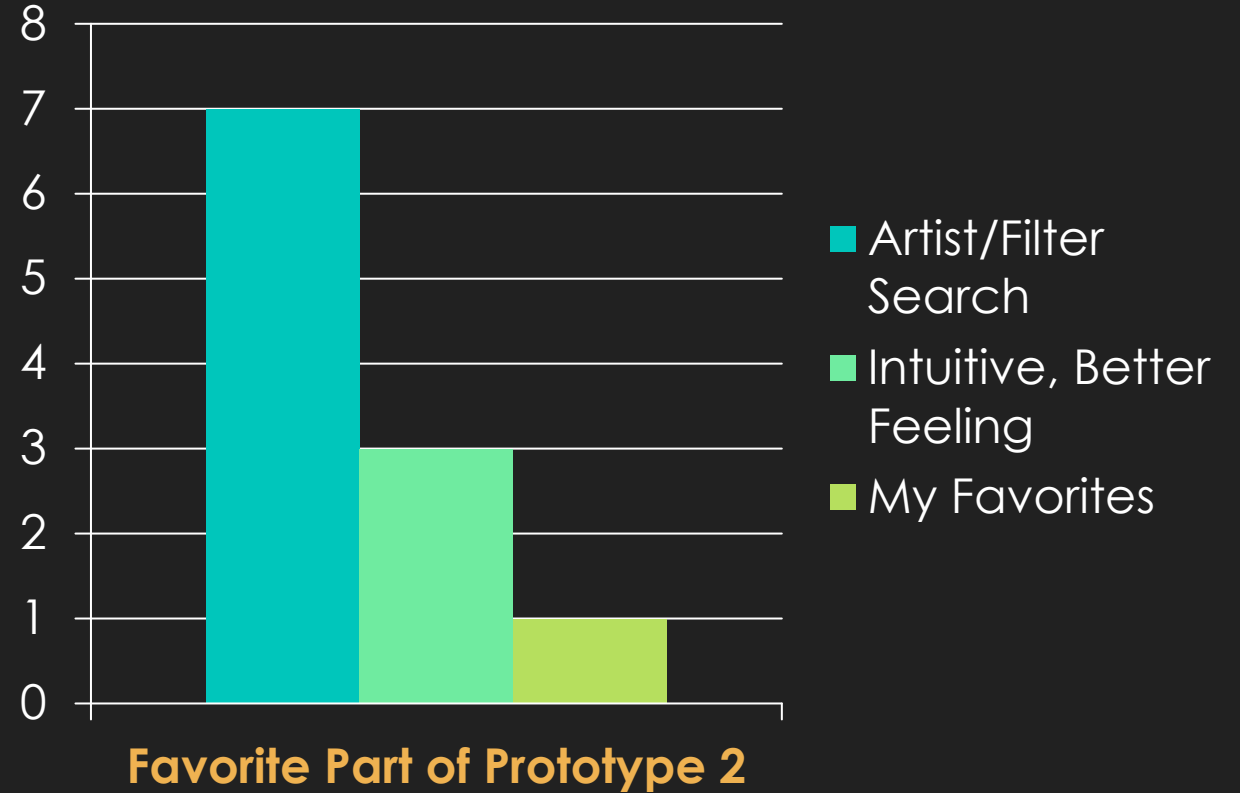
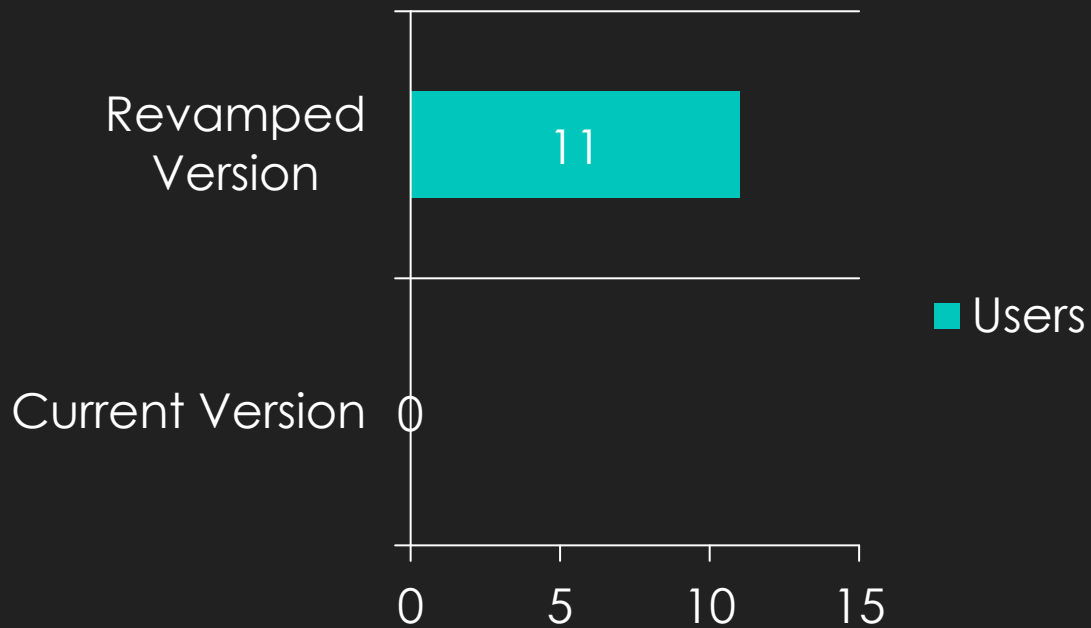
- Laptop test
 - Easy screen and audio recording , helpful for reviewing
- Informed consent + consent to pull anonymous highlight snippets
 - For case studies, and stakeholder empathy

Tester Demographic

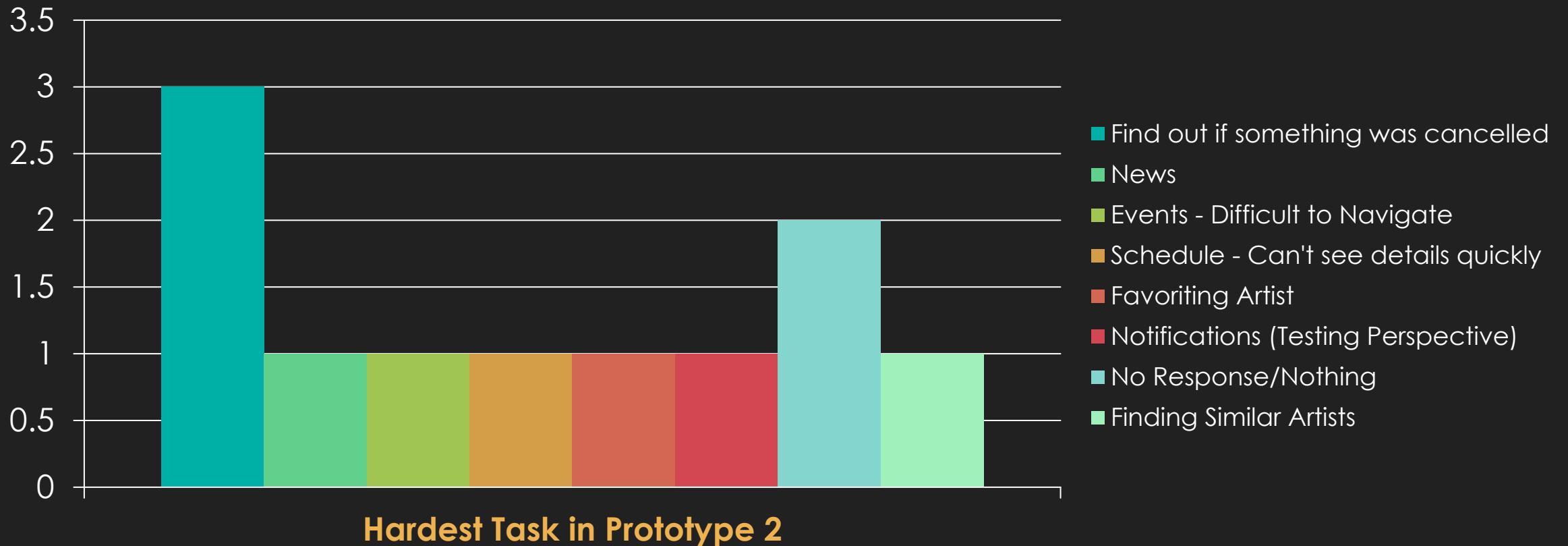


Subjective Feedback Results

Preferred Prototype of Users

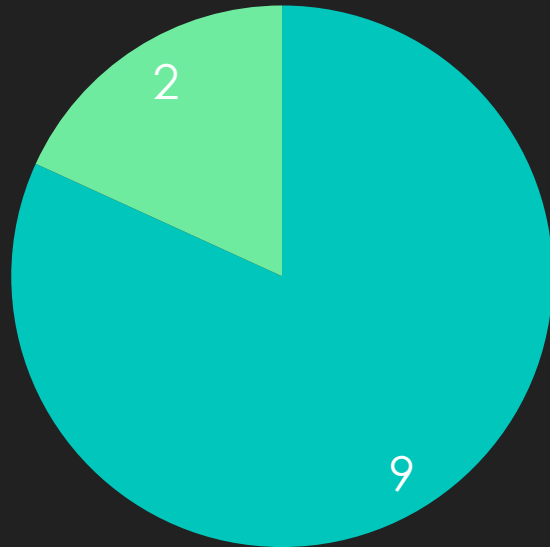


Continued Subjective Feedback



Evaluation Insights

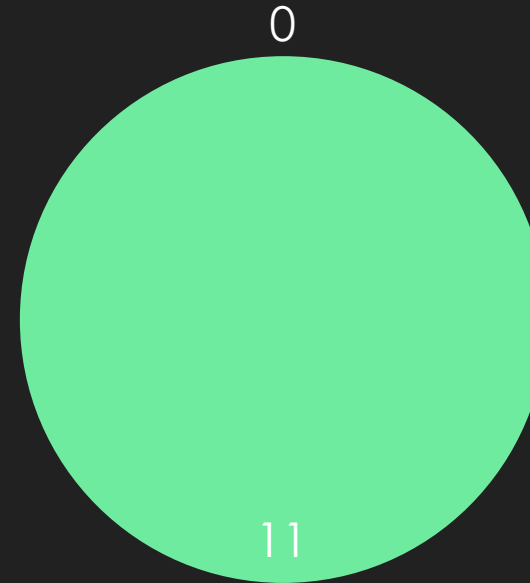
When asked to find a specific “sound” of band, concluded “genre” in think-aloud statement



Users

- Automatically Made Association
- Did Not Automatically Associate

Recognized “Put Phone Away” and “View Phone Notifications” as tasks they could achieve in prototype

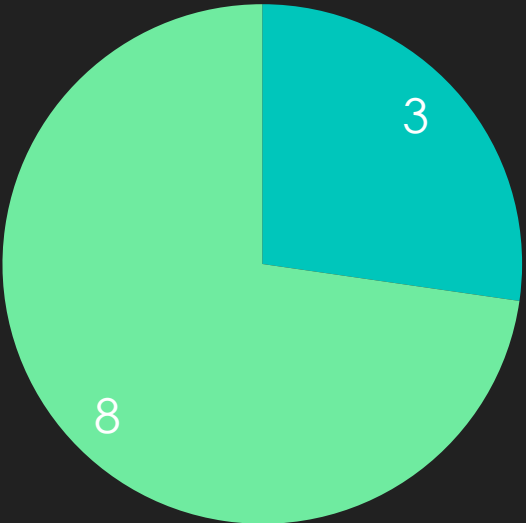


Users

- Completed Task
- Failed Task

Continued Evaluation Insights

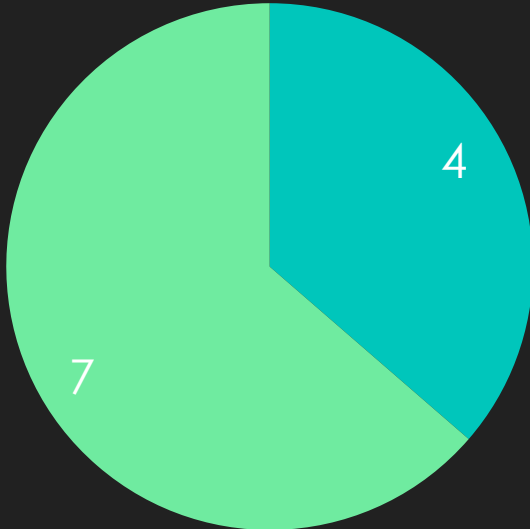
Made a comment when viewing their schedule that time slots did not feel helpful to their understanding or viewing this information



Users

- Felt category did not help them
- Did not express feelings on category

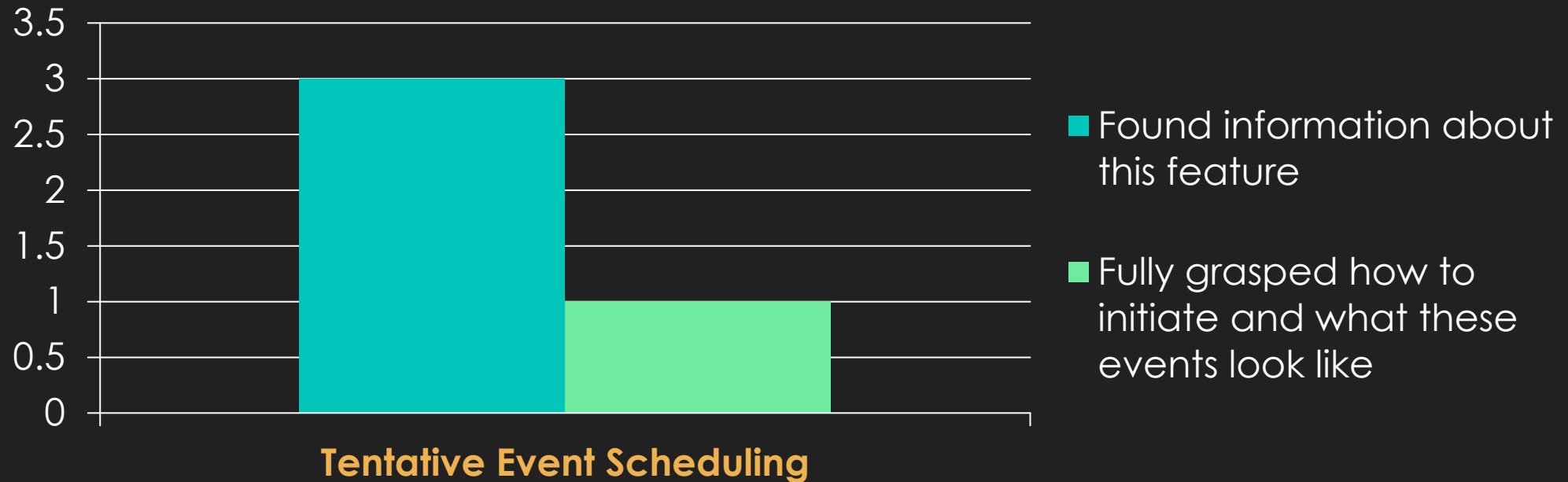
Noted prior to final thoughts (ie during a task) that they would like to see more maps to better visualize festival



Users

- Mentioned During Exploration
- Did not Specifically Mention During Exploration

Continued Evaluation Insights



- “The process [is] unintuitive” – user who followed the tentative scheduling process
- Did not anticipate favoriting an artist triggered adding the shows as tentative to calendar
 - Favoriting did not indicate this action had happened, either
- May not want to favorite, but may still want to add tentative events to calendar

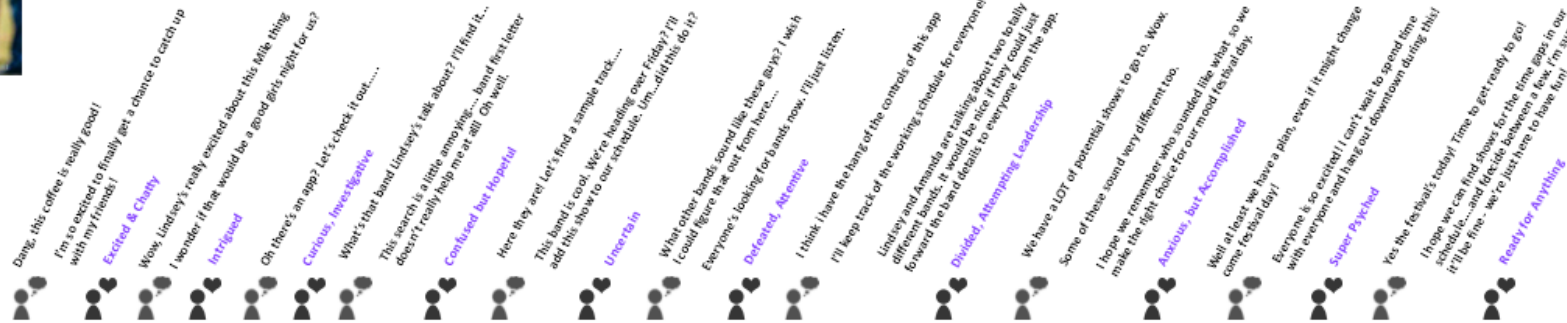
User Journeys

Based on testing, interviews, and personas



Lucille's Mile of Music App Journey - Planning with Friends

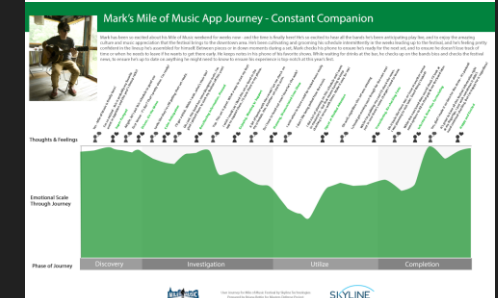
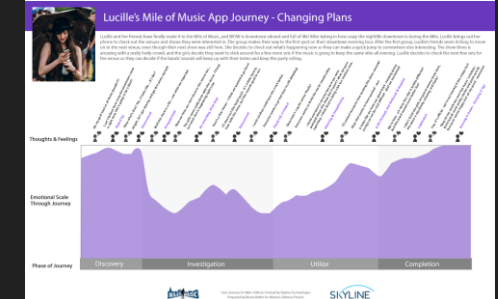
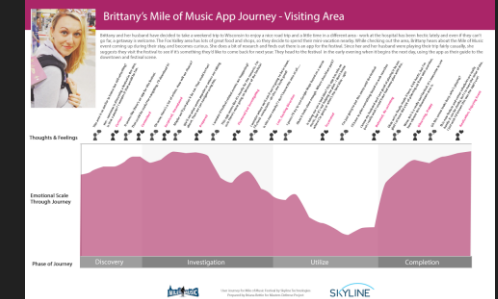
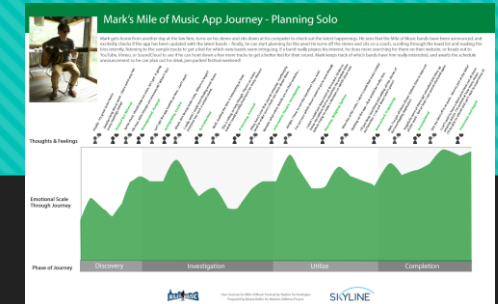
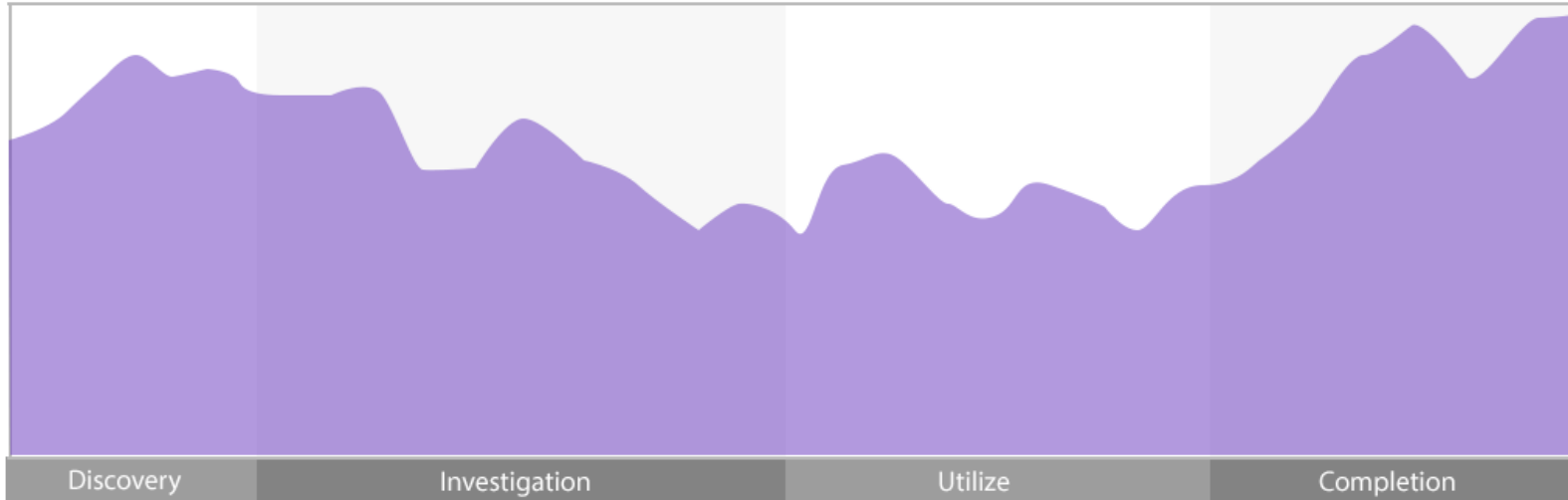
While out at the Copper Rock Coffee shop with her friends to catch up, Lindsey mentions to the group she's been hearing about this great new band that's going to be coming to the Mile of Music. Amanda chimes in that she's heard the Mile of Music is crazy busy, and the bar scene is full of people visiting. Suddenly, the girls are excitedly talking about planning their weekend around visiting festival venues. Lucille decides to check out the Mile of Music app so that everyone can hear a sample track of the band Lindsey mentioned, and soon the group have all downloaded the app to explore bands playing and venues to visit for their weekend trip. Lucille keeps track of shows at everyone's favorite venues and by everyone's favorite bands, so if they think a moment at the festival is getting dull, they can check out another place on their hot spot list and not skip a beat.



Thoughts & Feelings

Emotional Scale Through Journey

Phase of Journey



Reactions to Results

- No issues appeared to be Usability Disasters
- All users failed at finding notifications
 - this appears to be my test design
- “Real” data in prototype could be used in the future
- Tentative events = interesting, but hard to find
 - May be feature bloat, or just incorrectly located
- “Now” versus “News” for “festival updates”
- Tab bar functionality needs to be reconsidered & further tested
- Home page personalized content – cool suggestion
- Users wanted even more maps
 - asking “how could a map help here?” may yield insight

Design Process Reflection

- Overall: **Success!!**
- Much of the testing affirmed thoughts on what users might want
 - What didn't help in where we need to think more critically to add benefit for them
 - Which we wouldn't have known...if we didn't test!
- Would certainly use this method again – I highly enjoyed the process!
- Would likely use only Prototype 2 for testing moving forward
 - initial tests needed to discern if users had any strong Prototype 1 feelings

Thank You for Listening!

- Any questions, concerns, or feedback?