Contents

The story

Jim is a consultant on the move. Travelling between remote clients is the order of the day.
Of course this means frequent multiple-night hotel stays.
Jim is loving it, there's only one problem, what to do with his evenings. Sure you can work a bit, study a bit, surf the internet a bit, but all work and no play makes Jim a dull man, and also a bit of a reclusive.
What Jim would really love is to visit a live music act once in a while, it helps relax and also inspires to rekindle his long neglected love of music. He has the time, now find the opportunity.

If only there was a way to see what acts are on in his neighbourhood this week. It would make it much easier and quicker to plan a concert visit and have some fun.

The solution
Create an app that
- *Delivers location aware concerts options.*
- *Deliver background information on the performing artists & their published work*
- *Link to youtube for related music videos*
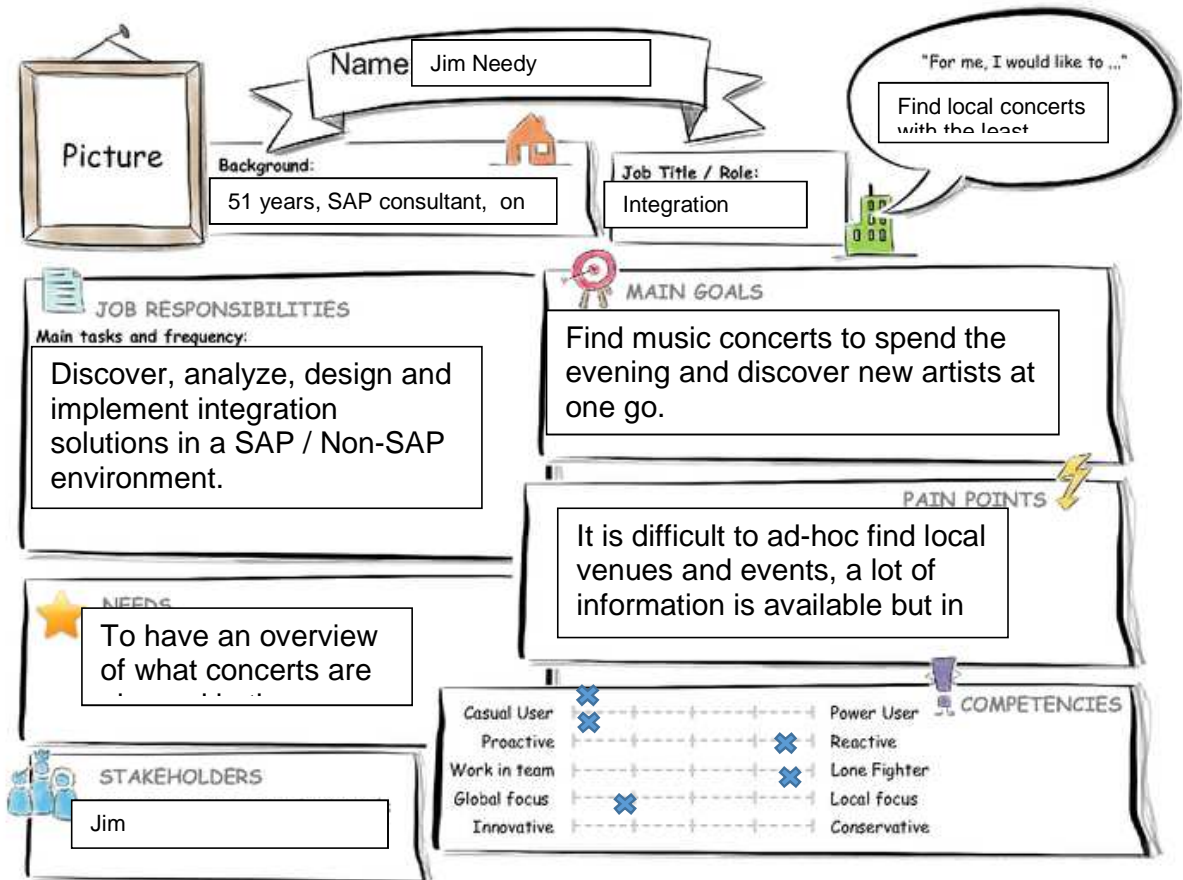- *Share concerts with friends/collegues via mail*

The audience
The app is meant for visitors to new locations who want to know where to go for a concert. It is not work related.
Targeted devices are mainly phones & tablets so that the app can be used during a drink at the hotel bar. It should work on desktop, but that is not how most users will consume the app.

The experience
It should be easy to use and deliver a list of possibilities with just a few actions.
All actions & navigations should be intuitive.

Persona

Name Jim Needy

Picture

Background: 51 years, SAP consultant, on

Job Title / Role: Integration

"For me, I would like to ..."

Find local concerts with the least

JOB RESPONSIBILITIES

Main tasks and frequency:

Discover, analyze, design and implement integration solutions in a SAP / Non-SAP environment.

MAIN GOALS

Find music concerts to spend the evening and discover new artists at one go.

PAIN POINTS

It is difficult to ad-hoc find local venues and events, a lot of information is available but in

NEEDS

To have an overview of what concerts are

STAKEHOLDERS

Jim

COMPETENCIES

Casual User	✖✖	Power User
Proactive	✖	Reactive
Work in team	✖	Lone Fighter
Global focus	✖	Local focus
Innovative		Conservative

The Point of View

Jim the travelling consultant wants to spend his evenings away from visiting concerts. To this end he needs an app that gives an overview of concerts in his area. To help make a choice the app should give background information on the Artist and his Work, and also link to relevant music video's on YouTube.

The User Experience Journey

Jim Needy's Experience Journey

Mindset	Another long evening	Don't want to work tonight	Gimme some Music!	Who is Playing?	How do I get there
What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?	What shall I do tonight	Nothing on TV	Where do I go for music?	What do they sound like	Music!
Actions	Go online	See what bands are playing there	Listen to a few music videos		
What actions and activities does the Persona take while going thru the journey to achieve their goal?	See what venues are close by	Get more info on bands	See if tickets are available		
Touch points	Mobile Device	Youtube			
What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)	Laptiop				

Mock-up - Screenshots

Startup of app

At app startup the location of the requester is determined and an event list (concert list) is generated within a 10 mile radius within the coming month.

Zoeken 🔍 ↻

Anastacia
TivoliVredenburg Ronda Utrecht
2016-04-20T19:00:00
available

Empiri Bookings
Cafe Hofman Utrecht
2016-04-20T19:00:00
unavailable

Pop. 1280
ACU Utrecht
2016-04-20T20:00:00
unavailable

The Bodyguard
Beatrix Theater - Utrecht
2016-04-20T20:00:00
available

Grenadeers
dB's Utrecht
2016-04-20T20:00:00
available

Trixie Whitley
Tivoli De Helling Utrecht
2016-04-21T20:00:00
available

Event   Artist

Artist:
Venue:
City - Country:
Ticket Status:
Ticket URL: External link

Event detail

Some more data about the events is retrieved. Because of CORS and the format of the API I was not able to retrieve everything I wanted.

The ticket url opens an external windows where you can order tickets:

Artist detail

Several external links are available although depending on the artist not every link has content.

Facebook tour dates

Facebook Artist page

Link to MusicBrainz site if Musicbrainz id (MBID) is filled

I wanted to retrieve more information from this site but ran into cors problems.

Link to youtube with artist as search criterium
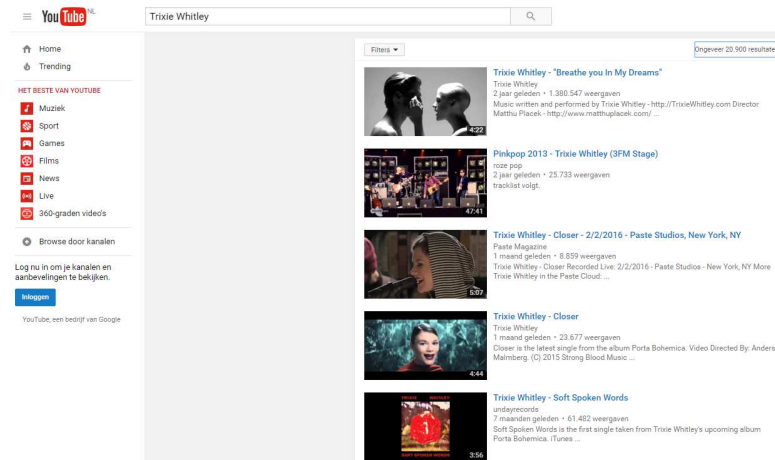
Design components - SAP Web IDE App Prototype

Icon Tab Filter

```xml
        <items>
            <IconTabFilter
                    id="eventDetail"
                    text="Event"
                    tooltip="{i18n>detailIconTabBarInfo}">
                    <content>
```

Simpleforms

```xml
    <semantic:content>
        <ObjectHeader
            id="objectHeader"
            title="{artist}"
            numberUnit="{venue/name}">
        </ObjectHeader>
        <IconTabBar
                id="iconTabBar"
                class="sapUiResponsiveContentPadding">
            <items>
                <IconTabFilter
                        id="eventDetail"
                        text="Event"
                        tooltip="{i18n>detailIconTabBarInfo}">
                        <content>
                            <f:SimpleForm
                                id="eventFormId"
                                minWidth="1024"
                                maxContainerCols="2"
                                editable="false"
                                layout="ResponsiveGridLayout"
                                labelSpanL="3"
                                labelSpanM="3"
                                emptySpanL="4"
                                emptySpanM="4"
                                columnsL="1"
                                columnsM="1">
                                <f:content>
                                    <Label text="Artist" />
                                    <Text text="{artist}" />
```