



# EFANGELIST

Albert Tomasso

Audrey Proulx

Ian Proulx

Sean Klein

# Agenda

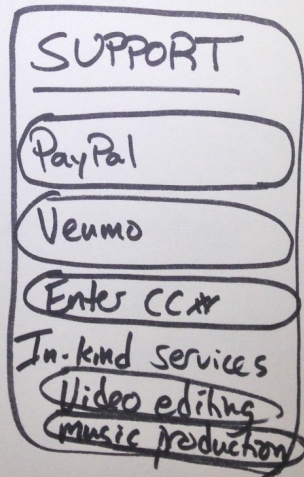
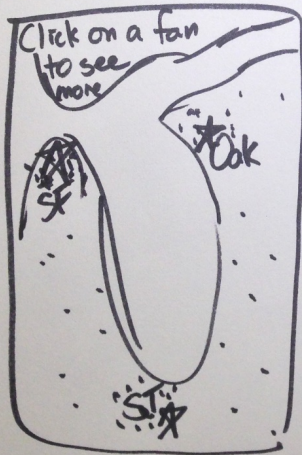
- 1** Introduction
- 2 Initial Designs
- 3 Selected Interface
- 4 Prototypes & Testing
- 5 Summary

EFANGELIST enables listeners to  
be the ultimate fan...

...and artists to cultivate  
*superfans* while remaining  
focused on creating music

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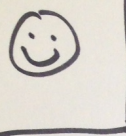
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## Concept One

- Artist-to-Fan
- Fan-to-Fan
- Fan-to-Artist


### FEATURED FAN



Jan Poulx has been a fan of Audrey since the day he was born...

Click to connect

### LIVESTREAM



Chat

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### CALENDAR

click for more deets!

Club Fox			

### CLUB FOX

→ Tues, Nov. 3  
8 pm, RWC

\_\_\_\_\_

\_\_\_\_\_

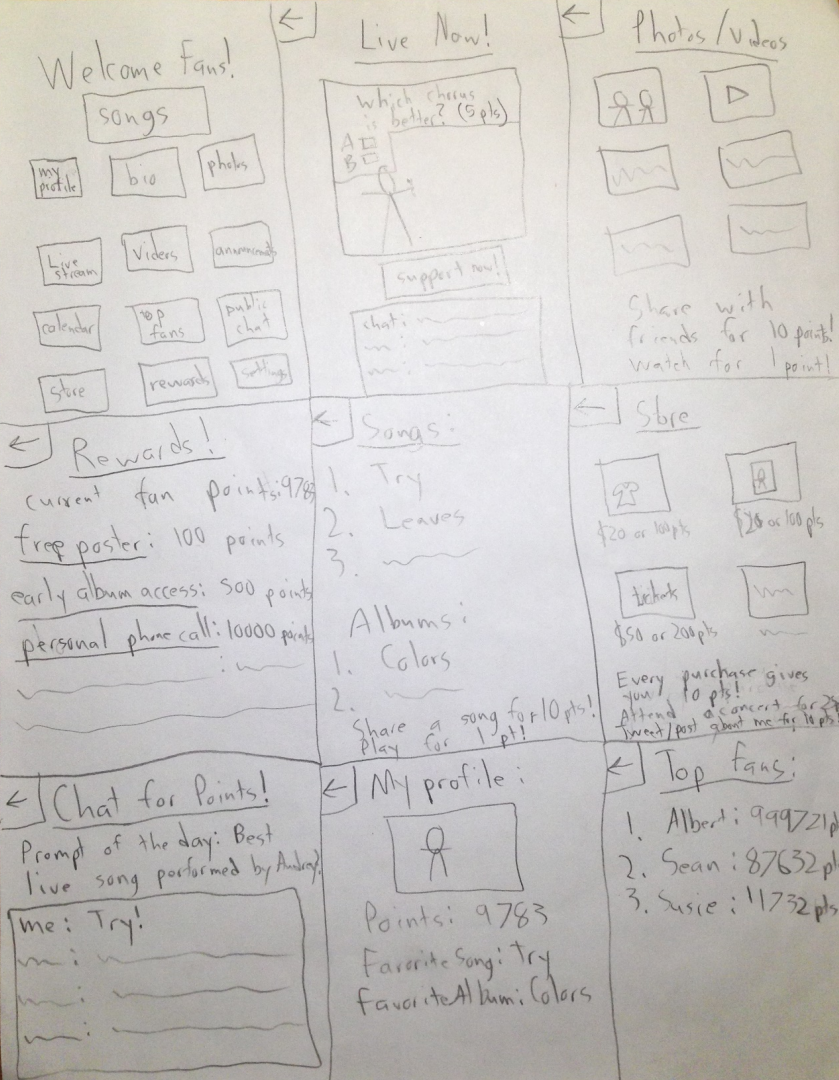
Buy tickets

Check out venue

Add to calendar

## Concept One

- Artist-to-Fan
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- Fan-to-Artist



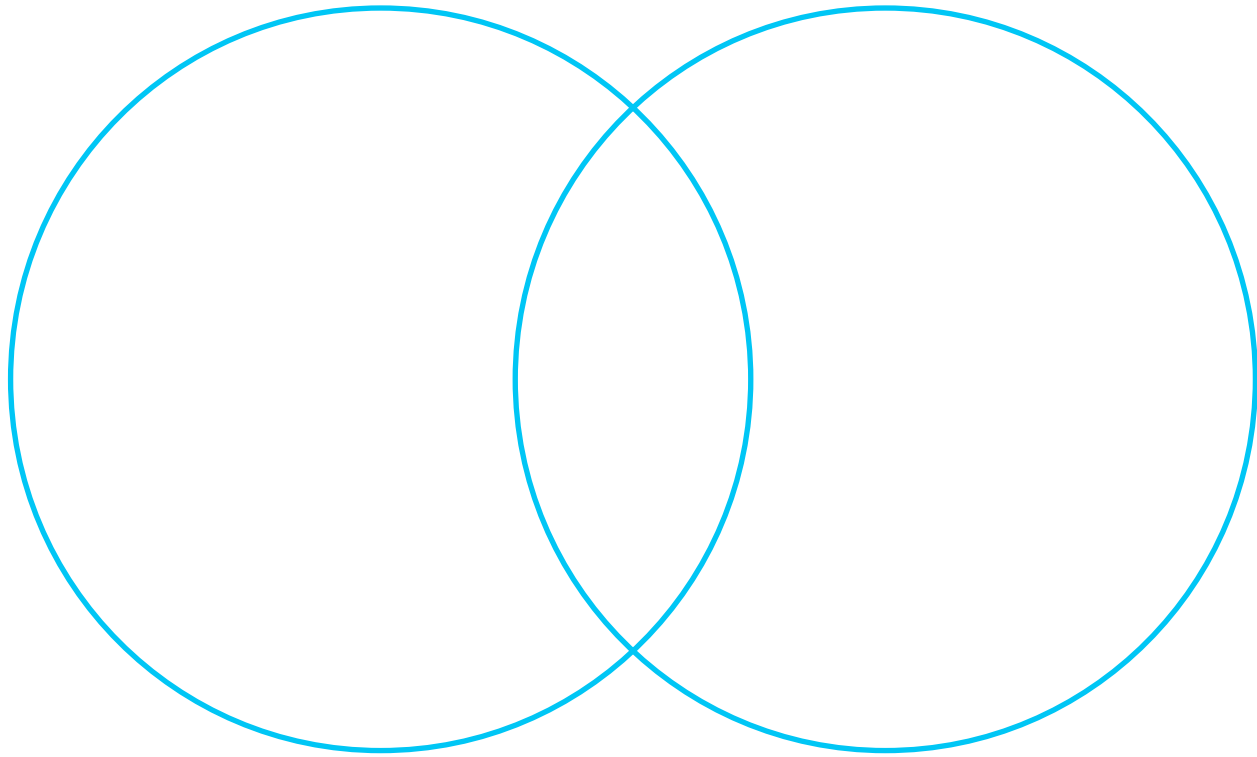
## Concept Two

- "Mosaic" tiled approach
- Emphasis on back-navigation
- Introduces points system through performing various tasks



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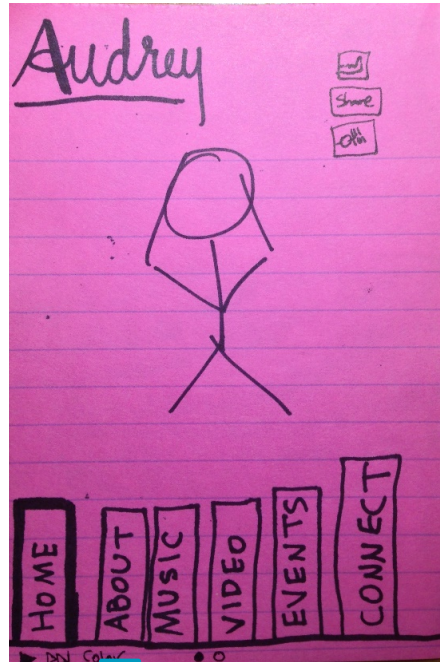
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Clean Interface

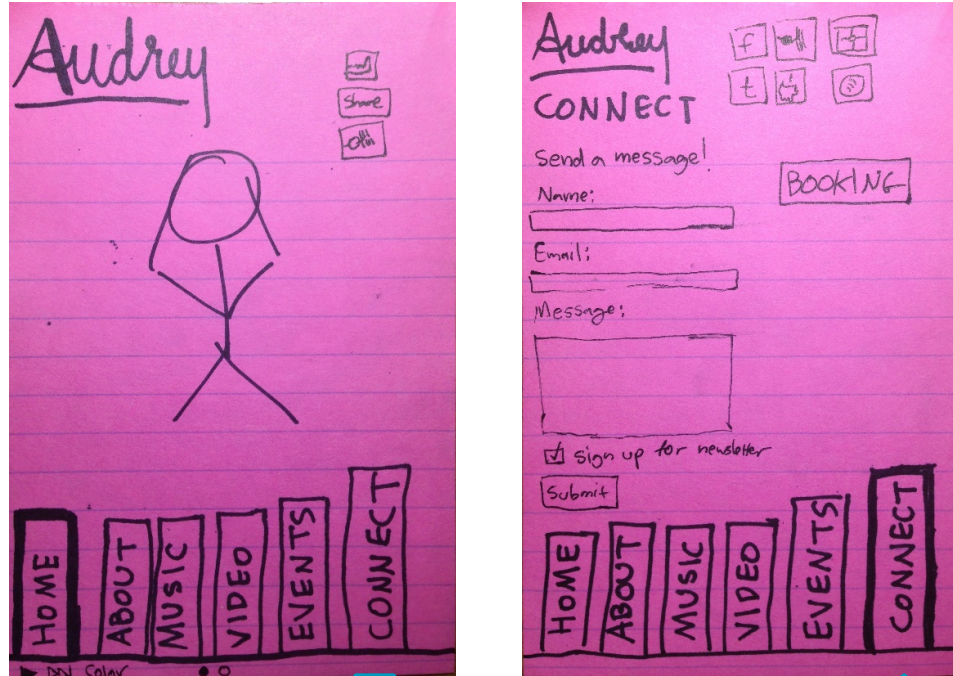
Robust Features

# Task One: Learn More About The Artist



press the  
"ABOUT" button

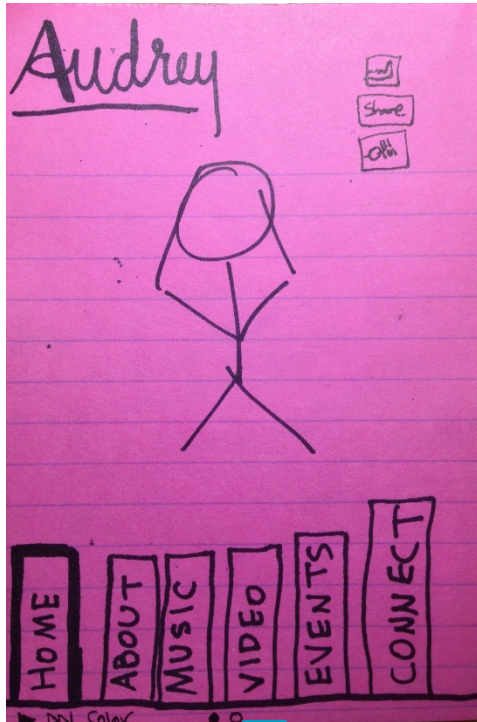
## Task Two: Communicate Directly With Artist



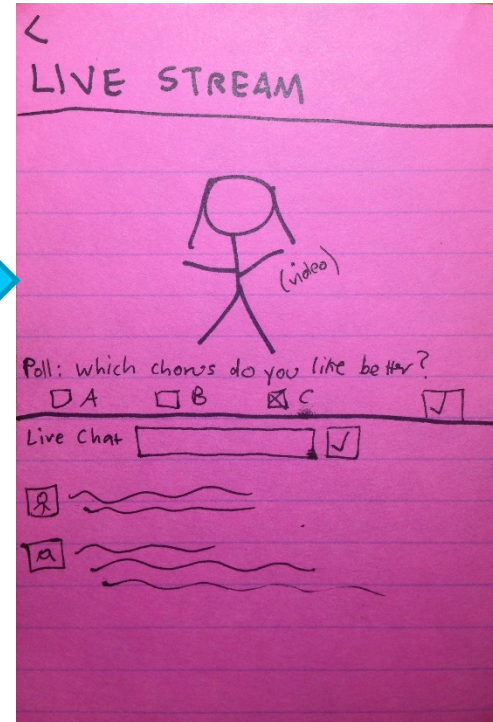
press the  
"CONNECT" button

Then fill out the dialogue box to communicate directly with the artist

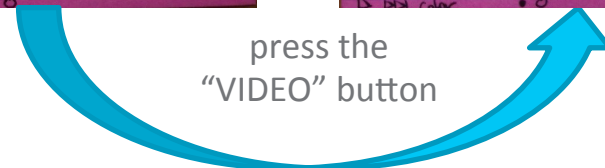
# Task Three: Listen To Music and Give Feedback During Livestream



Select Category

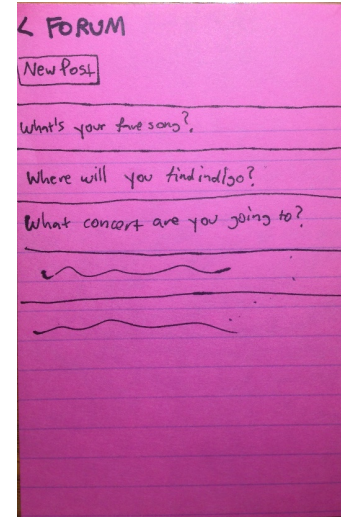
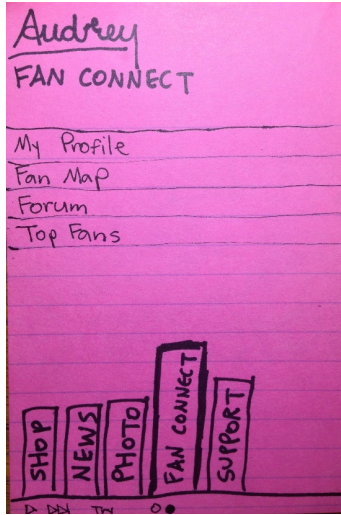
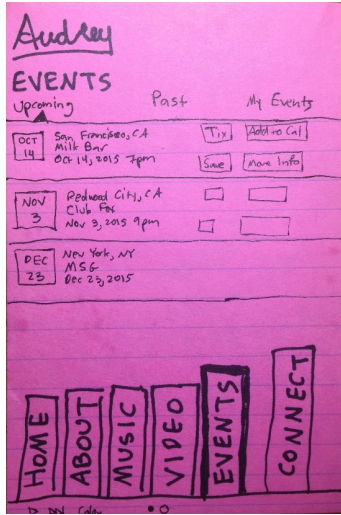


Provide feedback in real time through the live chat and multiple-choice interfaces



press the "VIDEO" button

## Task Four: Connect With Fans



1. Find & choose an upcoming concert after which to organize a fan party

2. Use “FAN CONNECT” to find other fans nearby, post an invitation on the forum, etc.

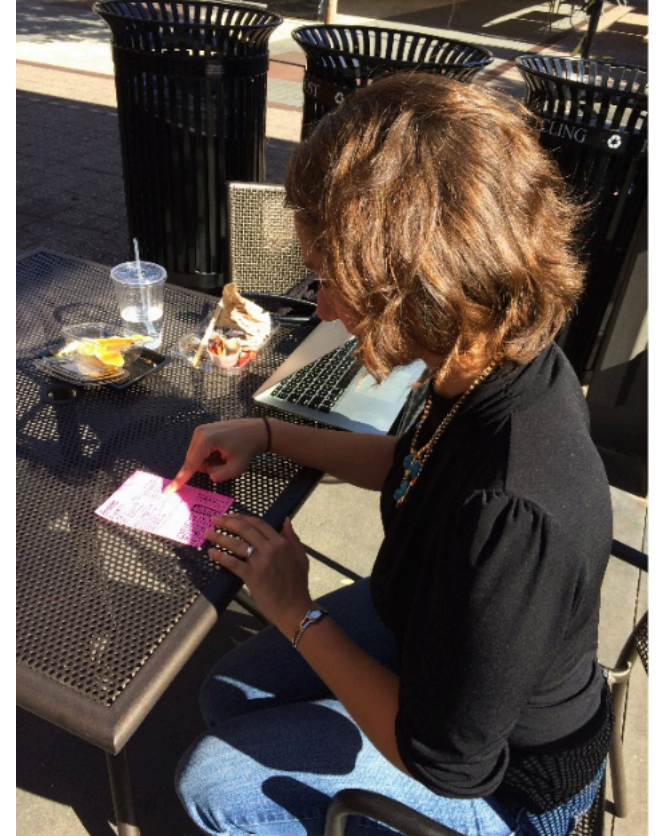
3. Celebrate together when your favorite artist comes to town! Bring a friend to spread the word (and earn extra points when they check in on the app)

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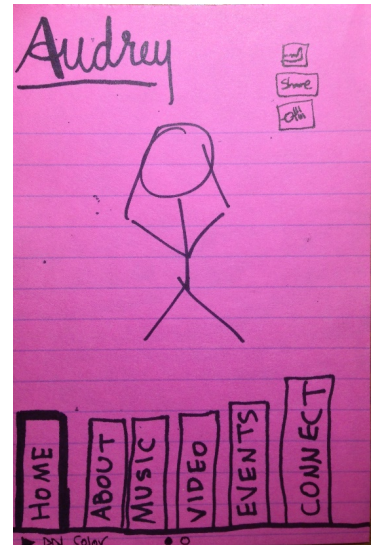
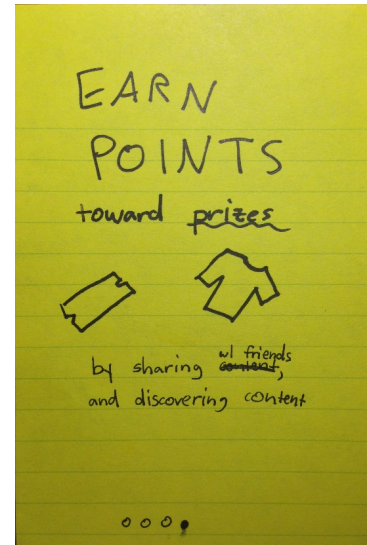
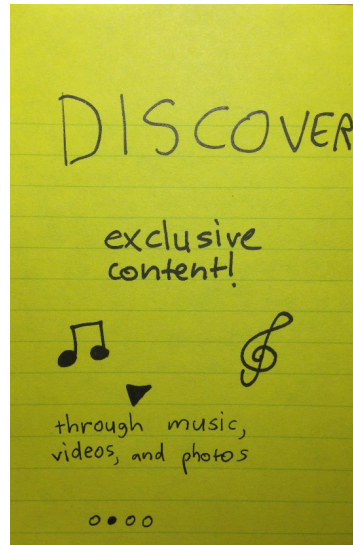
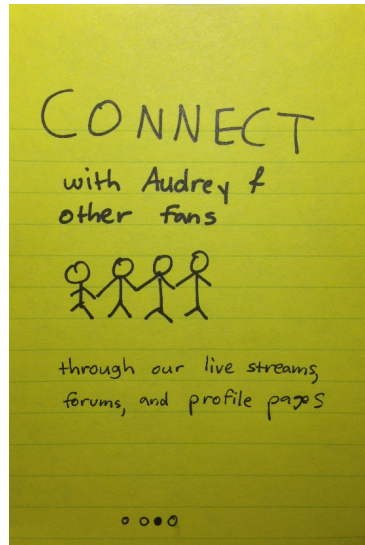
# Experiment 1 Holly

- Refused push notifications
- “I am not interested in points”
- “Competition and fandom don’t really go together”
- Confusion with points system
  - Leaderboard
- Surprise with Support Tab





# Intro Screen



## Experiment 2: Jean

- “I always say no to push notifications”
- “So you would actually help them make music, in a way?”
- “How Would I connect with other fans”
- Confusion with points system

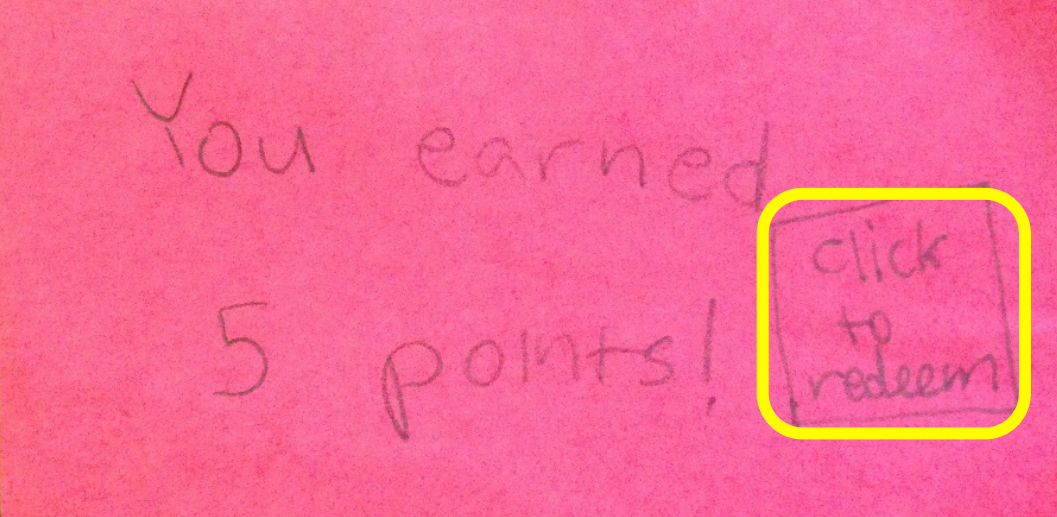


## Experiment 3: Jason

- On unreleased section – “that’s pretty tight”
- Connect Section – Wouldn’t Sign Up
  - Fear of spam
- Points System



# Experiment 3: Jason



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# Takeaways

## Went Well

- Users indicated want to interact with favorite artist
- Generally found the interface predictable

## Needs Work

- Certain Features Are Ambiguous
- Support Feature
- Point System
- Fan-to-Fan Interaction Improvements