



Efangelist

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Agenda

- 1 Introduction
- 2 Value Prop, Problem, and Solution
- 3 Tasks
- 4 Revised Interface Design
- 5 Prototype Overview

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EFANGELIST enables listeners to
be the ultimate fan...

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

Problem:

New artists must reach consumers without investing much

- Time
- Capital
- Technical Expertise

Solution:

Customizable template for branded app with

- Gamified system
- Fanzone for fans to connect
- More intimate relationship with artist

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Tasks

- **Simple:** play a song
- **Medium:** provide feedback during a live stream
- **Complex:** earn and redeem points

Agenda

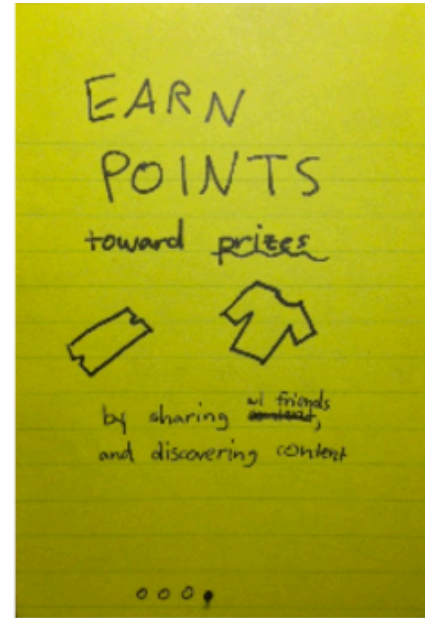
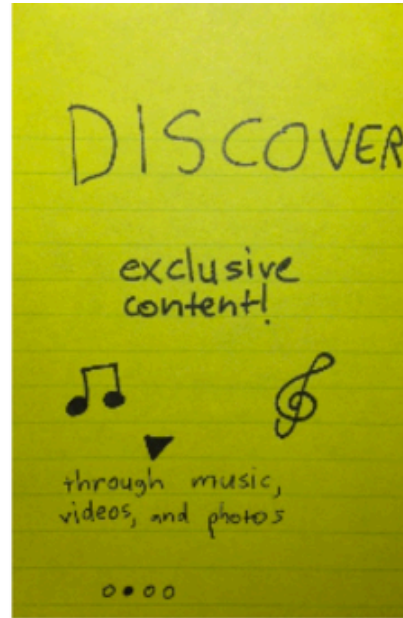
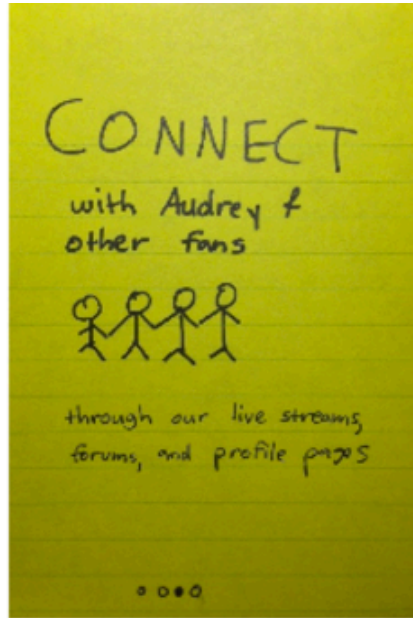
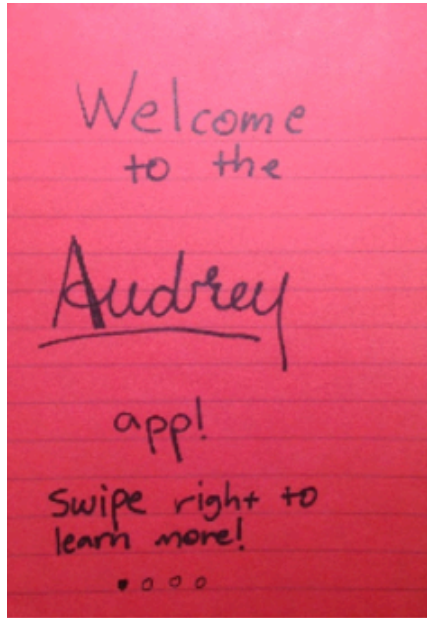
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Major Design Changes

- **Tutorial of Functionality**
- **Simplification/Clarification of Point System**
- **Removed Clutter/Unnecessary Features**
- **Unsaturated Colors**

Tutorial of Functionality



Tutorial of Functionality

Welcome to the

Audrey

app!

Swipe left to
learn more!



DISCOVER

exclusive content



through music,
videos, and photos.



CONNECT

with Audrey &
with other fans



through live streams,
chats, and profile
pages.



EARN POINTS

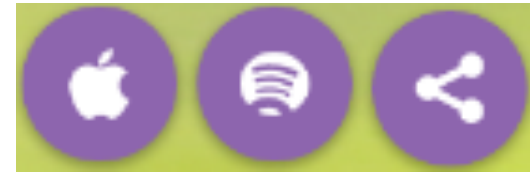
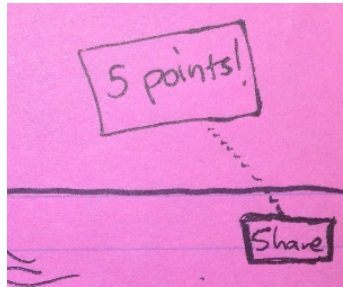
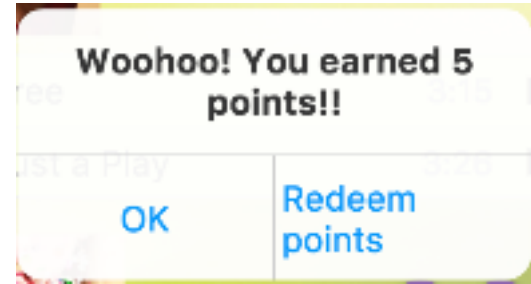
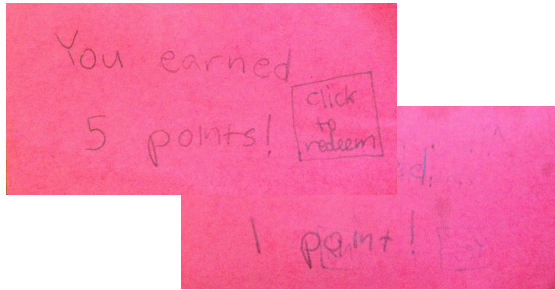
toward prizes



by sharing with
friends and
discovering content.



Simplification/Clarification of Points

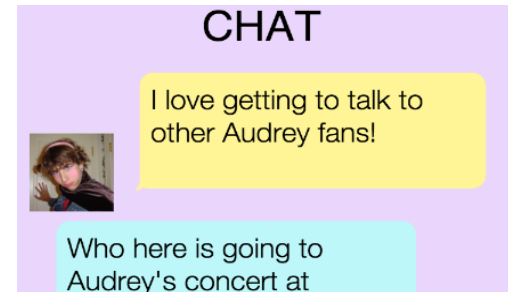
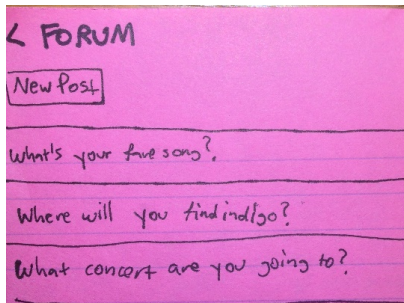
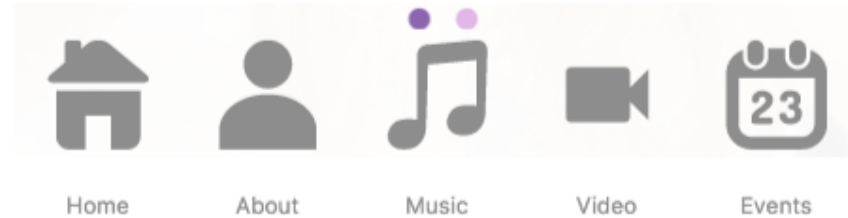
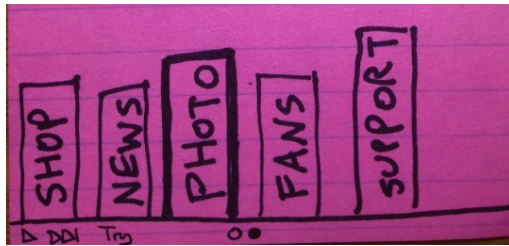
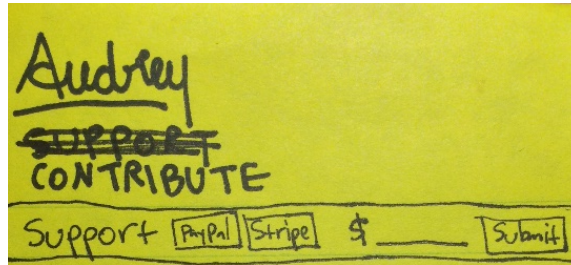


A hand-drawn sketch on pink paper showing a list of top fans. The title is "< Top FANS". The list contains four entries: 1. Albert (2.9m), 2. Ian (2.1m), 3. Sean (1.8m), and 4. a wavy line representing a fourth name.

< Top FANS	
1. Albert	2.9m
2. Ian	2.1m
3. Sean	1.8m
4. ~~~~~	



Removed Clutter/Unnecessary Features

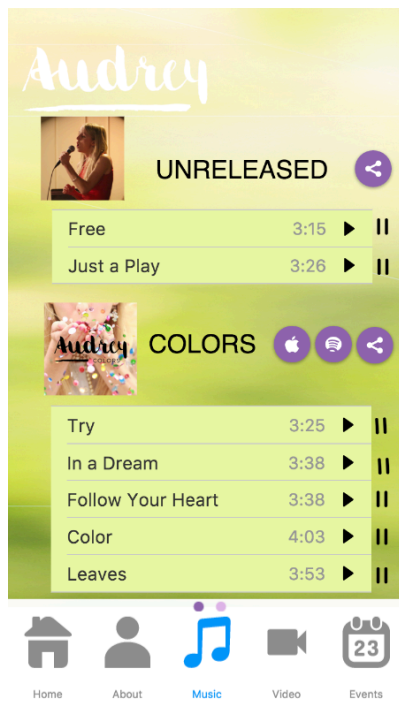
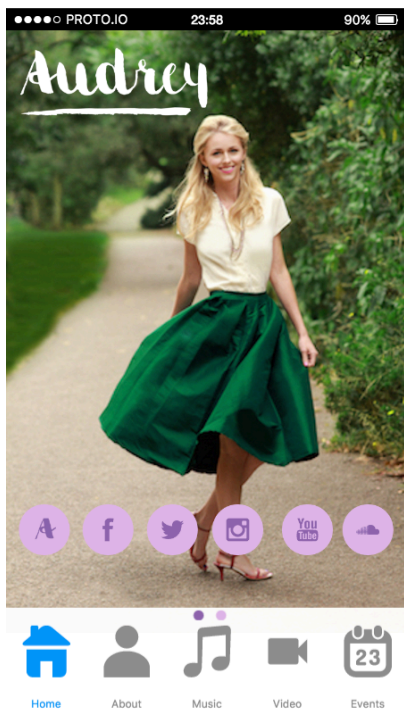




Prototype Task Flows

- **Simple:** play a song
- **Medium:** provide feedback during a live stream
- **Complex:** earn and redeem points

Simple Task: Play a song

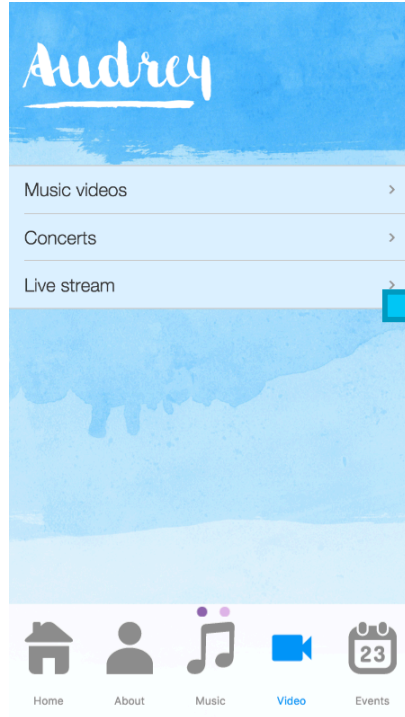
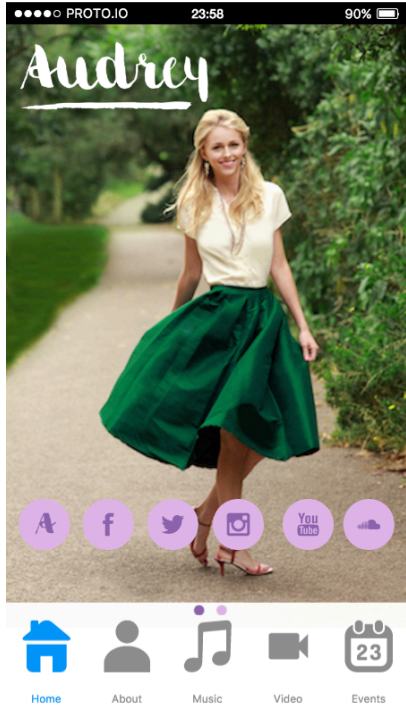


Play or
pause
a song

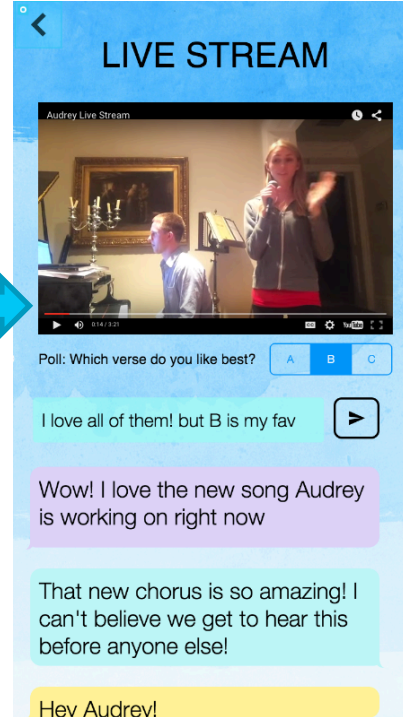


Click
"Music"

Medium Task: Provide feedback



Select
"Live
Stream"

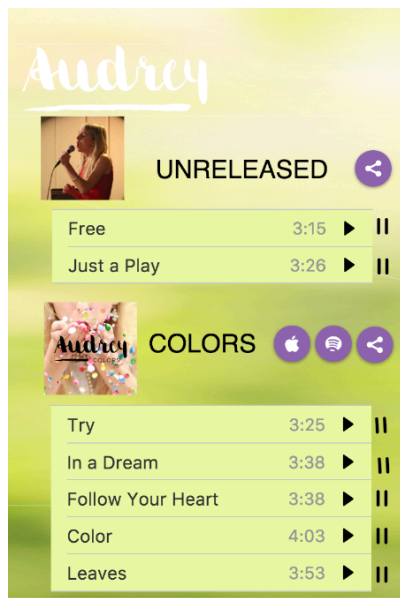


Vote!

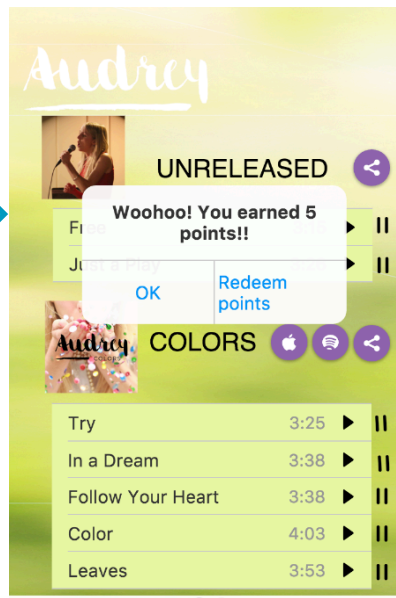
Comment!

Click
"Video"

Complex Task: Earn and redeem points



Share music/articles

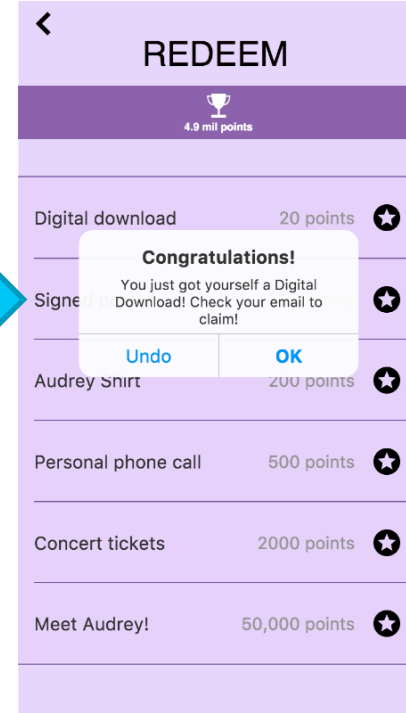
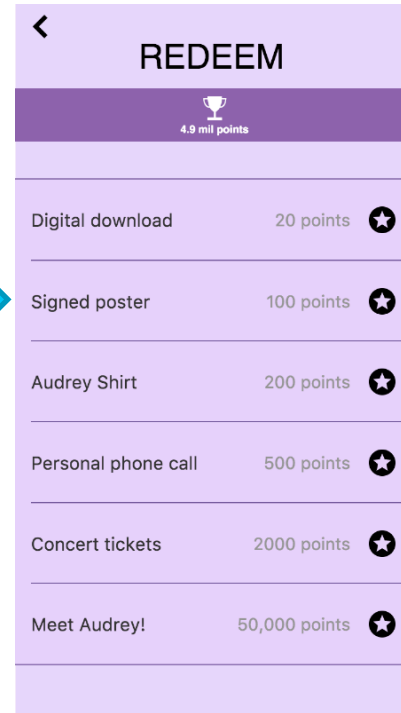
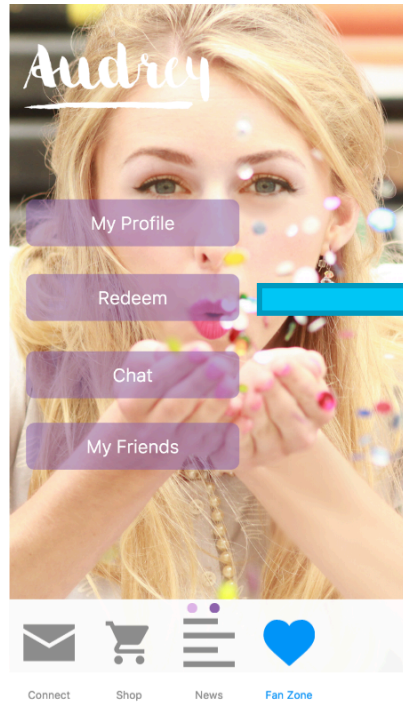
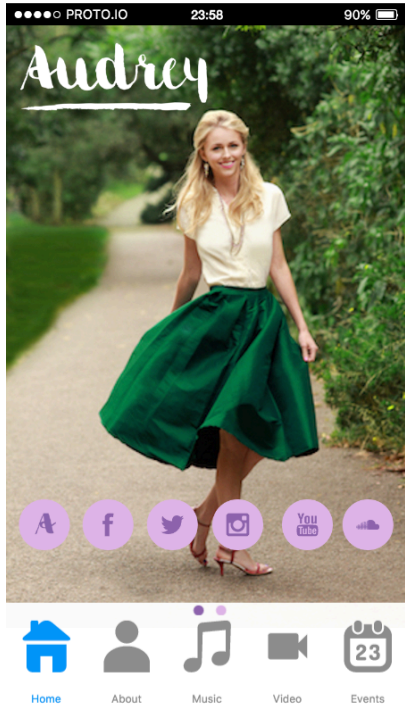


Click "Redeem points"



Click "Music" or "News"

Complex Task Alternative



Click "Fan Zone"

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Prototype Overview

- **Proto.io**
- **Limitations**
- **Hard-coded features**

Proto.io

- **WYSIWYG**
- **Large library of features**
- **Incredibly slow**

Limitations

- **No media player**
- **Used separate play/pause buttons instead**
- **No network connectivity**
- **Can't keep track of points or friends**

Hard-coded Features

- **Pre-recorded video, no live stream**
- **Preset number of points**
- **Chat content and friends list**

Questions?

http://web.stanford.edu/class/cs147/projects/sharing/the_recursive_leapers/