



# Efangelist

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# Agenda

- 1 Introduction
- 2 Value Prop, Problem, and Solution
- 3 Heuristic Results / Revised Design
- 4 Current Status
- 5 Live Demonstration

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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 build online buzz without investing much*

- Time
- Capital
- Technical Expertise

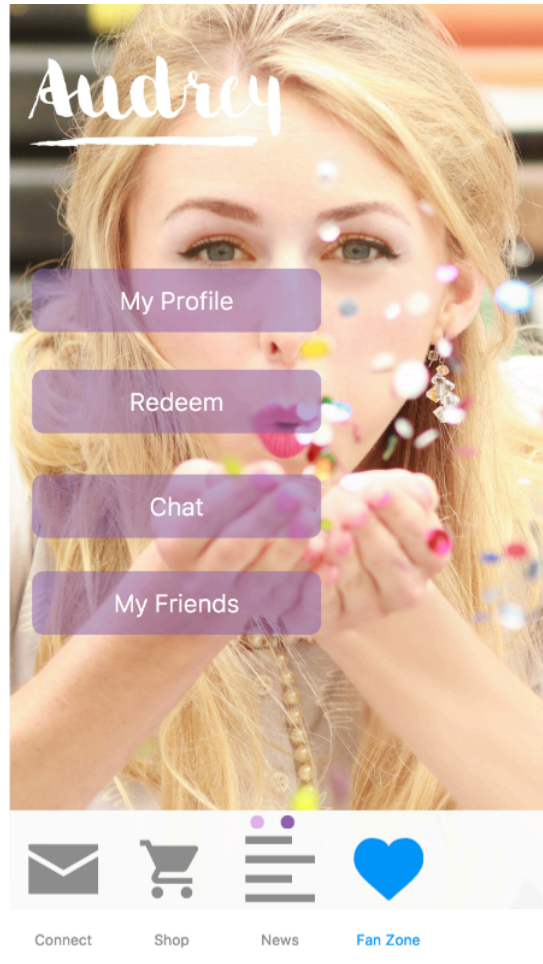
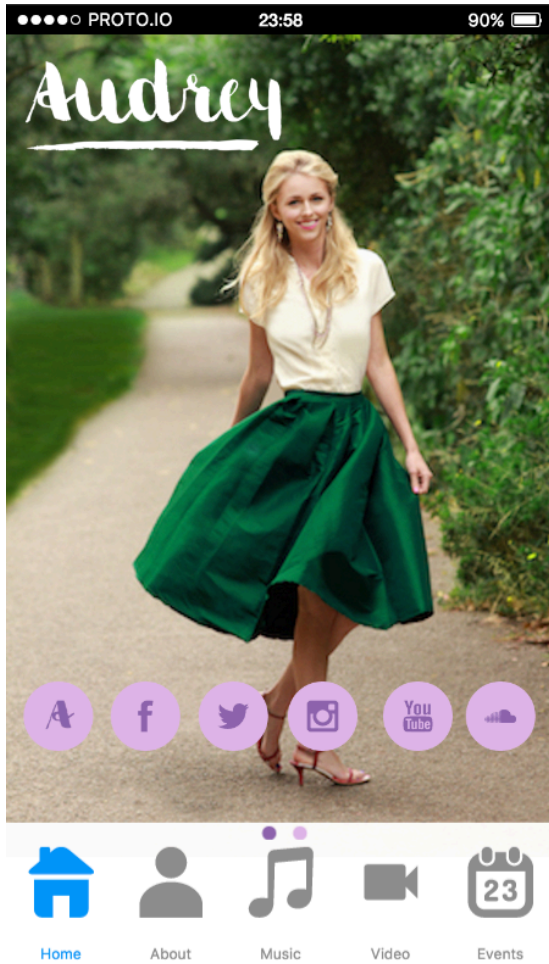
## **Solution:**

*Customizable template for branded app with*

- Access exclusive content
- Join a community of fans
- Build intimate relationship with artist

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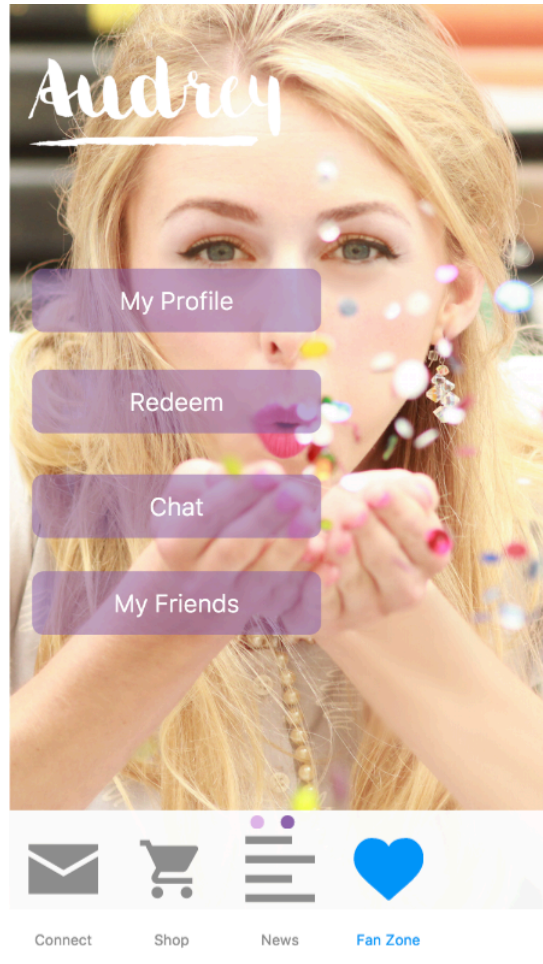
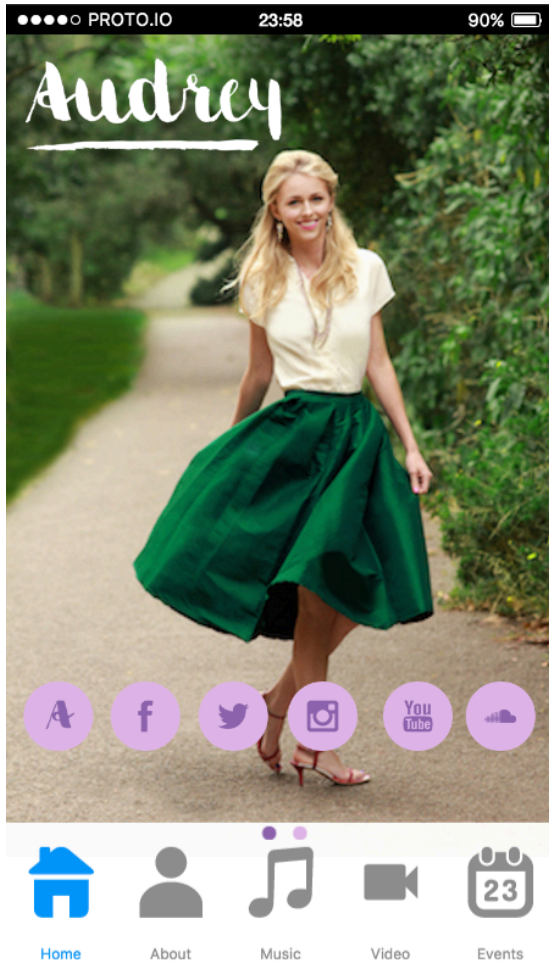


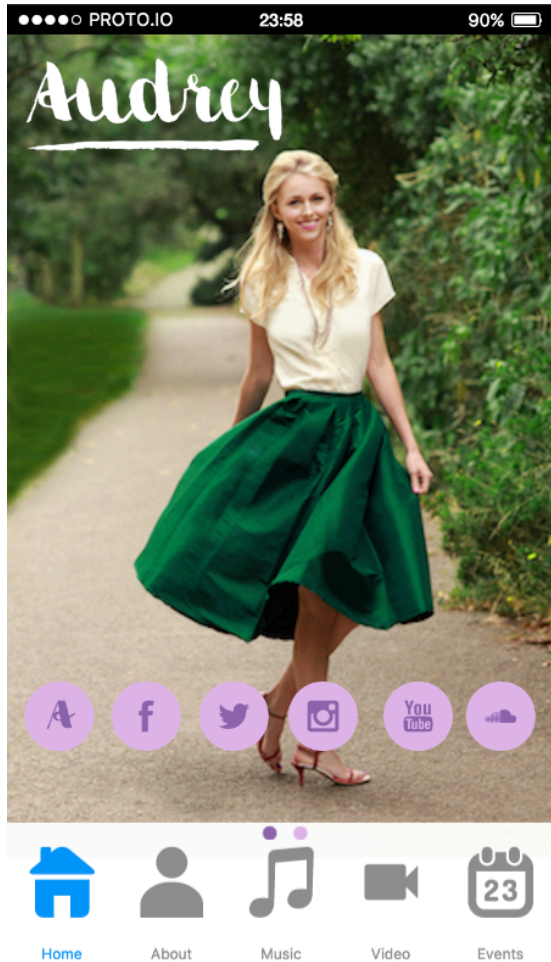
- Simplify navigation buttons
- Reduce clutter
- Prioritize key features

# Design Principles

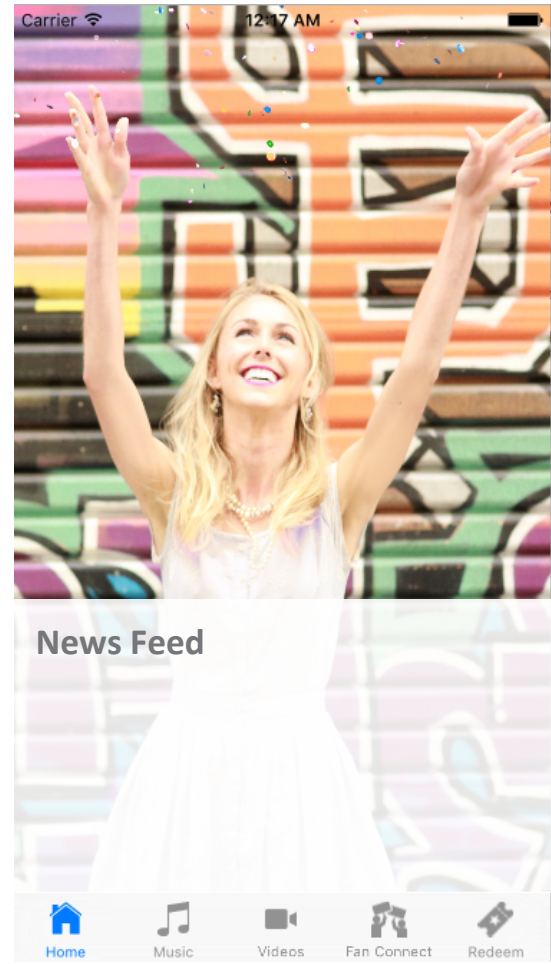
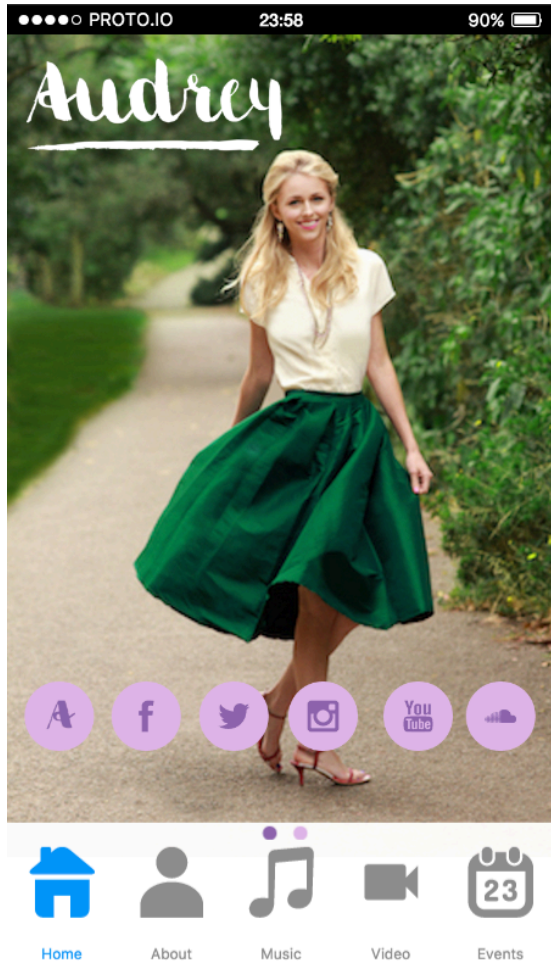
- *App supplement* to a website, not an *app version* of a website
- *Dynamic* vs. static content
- *Exclusive* access to the artist and their media wherever possible

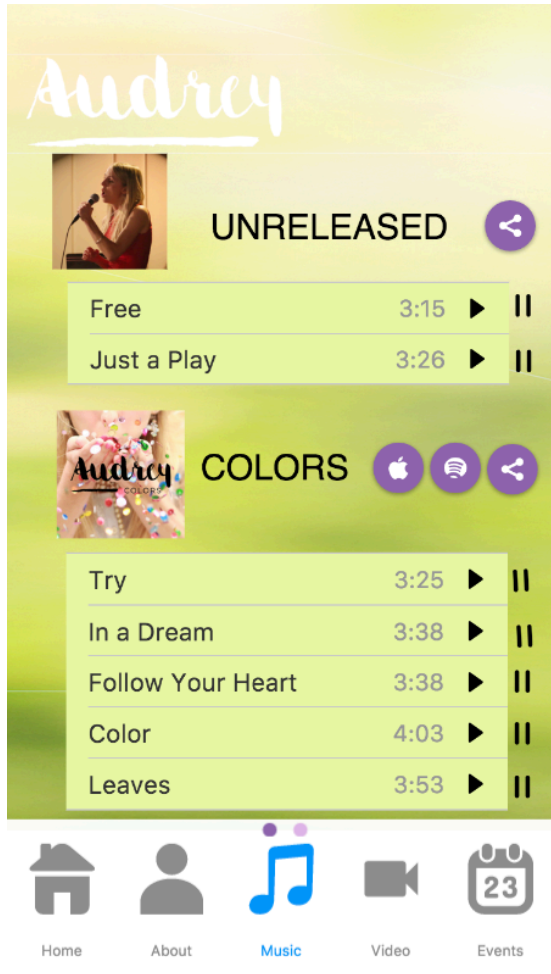






- Make better use of home screen
- Highlight new content
- Keep users within the app





- Fix music player bugginess

**Audrey**

**UNRELEASED**

Free	3:15	▶	
Just a Play	3:26	▶	

**Colors**

Try	3:25	▶	
In a Dream	3:38	▶	
Follow Your Heart	3:38	▶	
Color	4:03	▶	
Leaves	3:53	▶	

Home About **Music** Video Events

Carrier 12:18 AM

**Audrey**

**Unreleased Demos**

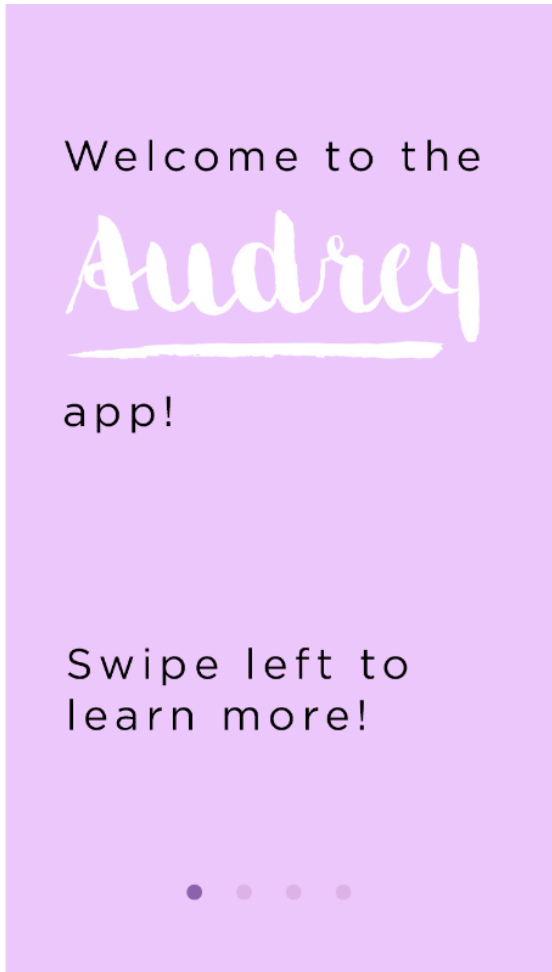
Free	3:15
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**Colors**

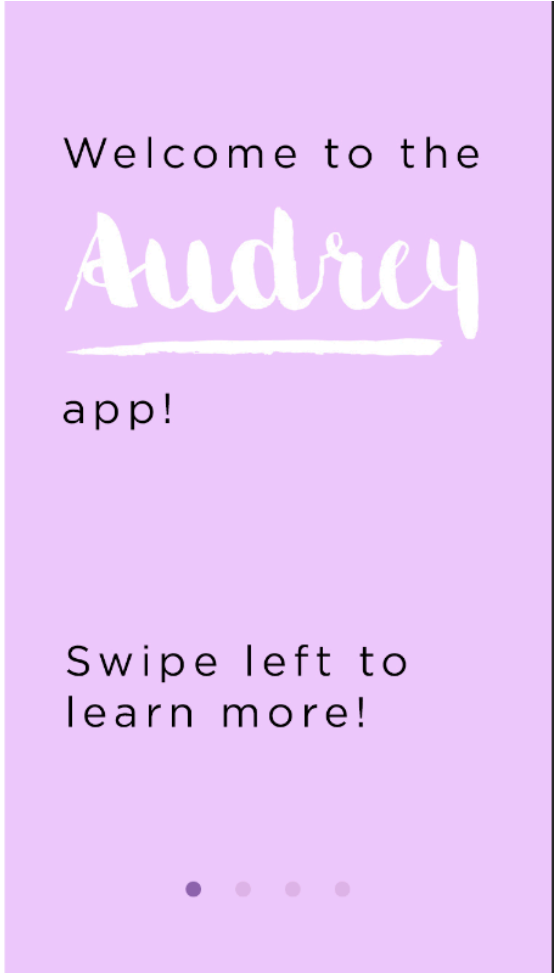
Try	3:25
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Color	4:03

▶

Home **Music** Videos Fan Connect Redeem




- Allow users to skip the intro
- Tighten visual look of intro screens
- Clarify how to earn points in the intro



<

## LIVE STREAM



Audrey Live Stream

0:14 / 3:20

Poll: Which verse do you like best? A B C

I love all of them! but B is my fav


Wow! I love the new song Audrey is working on right now



That new chorus is so amazing! I can't believe we get to hear this before anyone else!


Hey Audrey!






- Optimize video playback for mobile
- Type below the comments




 **LIVE STREAM**

Audrey Live Stream  



0:14 / 3:26     

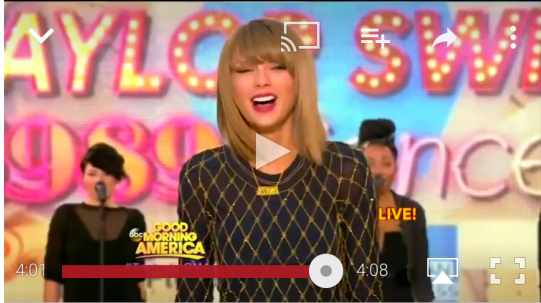
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Hey Audrey!






AYLO SWI  
9899  
ince



GOOD MORNING AMERICA



LIVE!



4:01 4:08     



COMMENTS · 24 

 Add a comment... 

 **Alp Rose**  
What a star.  
3 weeks ago ·  7

 **Riddhi Pandey (Fangirl)**  
taylor you r the best!  
swiftie forever  
1 month ago ·  13

 **Matthew Sheehan**  
i love how she uses her weaknesses as strengths  
1 week ago ·  2

 **Quinn Dawson**  
It's like a song from the Lion King. LOL. Liked it. The audio wasn't clear tho  
2 weeks ago ·  1

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# Tools Being Used

- iOS
- Originally Objective-C
- Decided to learn Swift instead
- Using XCode

# Implemented Features

- Simple task: music player
- Simplified bottom navigation

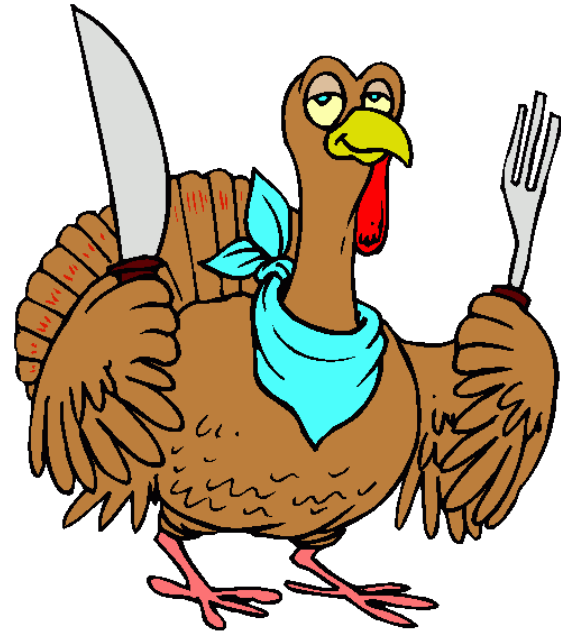


# Future Implementation

- News feed on home page
- Live stream/video features
- Fan connect: profile, forum, & events
- Redeem page

# Plan to Finish

- Ian is injured!



# Hard-coded Data

- Pre-recorded video, no actual live stream
- Preset profile
- Hardcoded forum posts from fake users
- Won't win real prizes

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# Summary

Questions?