

Interactive, High-Fidelity Prototype



1. Header

Product: **EFANGELIST**

Team: THE RECURSIVE LEAPERS

Audrey P. (design)

Albert T. (management and reports)

Ian P. (development)

Sean K. (presentations)

Value Proposition, artist's perspective: "No fuss buzz."

Value Proposition, fan's perspective: "Be the ultimate fan!"

2. Problem/Solution Overview

Musical artists need to build online buzz, and fans want to connect with their favorite up-and-coming artists. But up-and-coming artists are a one-man team who often lack the technical or financial resources to build the mobile platforms of more established acts.

Efangelist is a customizable template for building branded mobile apps. We enable listeners to join a community of fans with exclusive access to and content from their favorite artist, and artists to cultivate superfans who will share the buzz with new fans, allowing them to remain focused on creating music.

This final prototype is an example of the kinds of mobile apps that would be easily created through Efangelist. The "Audrey Is Music" app demonstrates the functionality of these apps in context of a particular up-and-coming artist, Audrey Proulx.

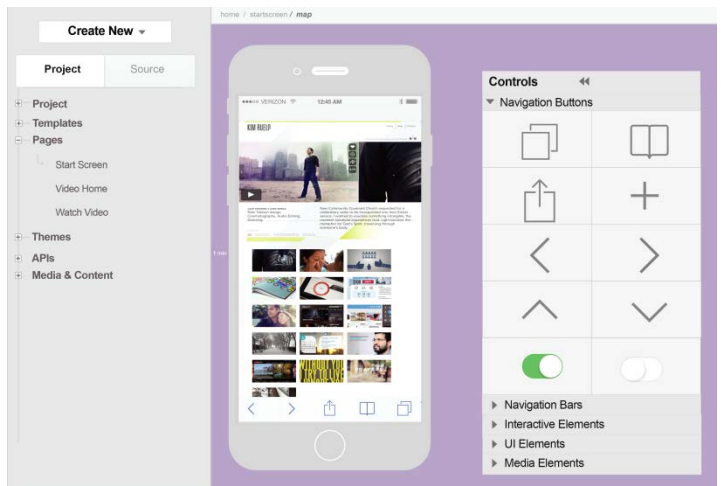


Figure 1: Efangelist customizable template / mockup of the artist-facing app-builder interface

3. Tasks & Final Interface Scenarios

The following are motivations that a superfan would have for using the app, and therefore are written from the fan's perspective.

SIMPLE TASK:

Listen to the artist's music, including unreleased, demo, cover, and acoustic tracks.

Fans want to hear everything they can from their favorite artist, especially songs they've never had access to before. Therefore the "Unreleased Demos" are listed first on the page. Artists could also choose to rotate the unreleased songs available on the Music page to keep things fresh, releasing new songs and removing others regularly.

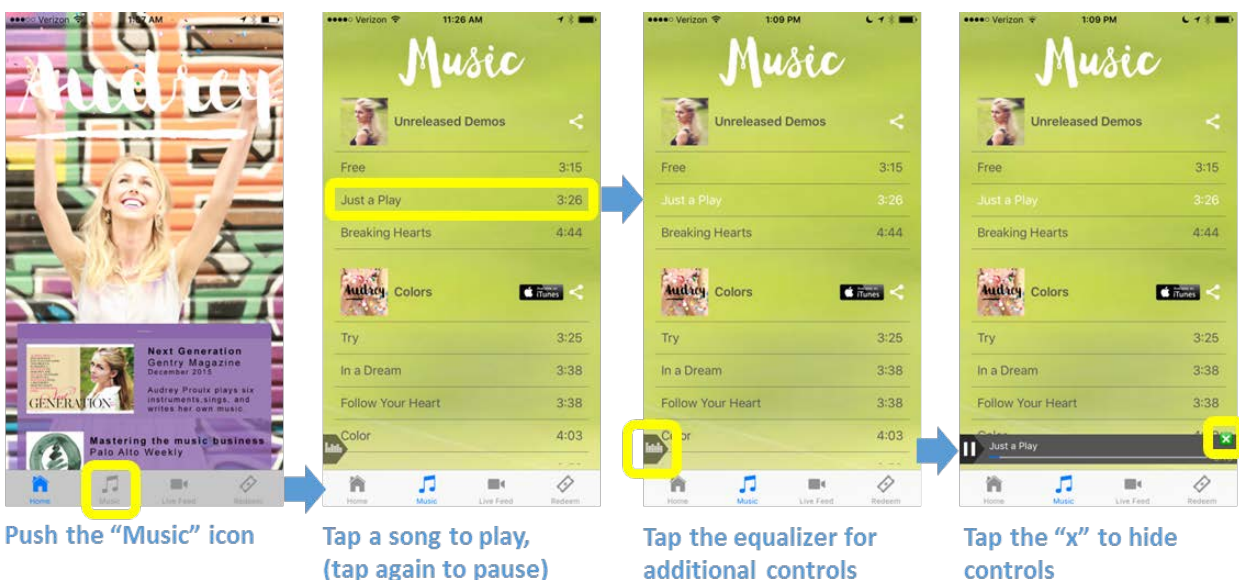


Figure 2: Simple Task Storyboard (High-Fi Prototype)

Once playing, completed songs will automatically advance to the next song, and will continue playing while the user navigates to other screens in the app.

MODERATE TASK:

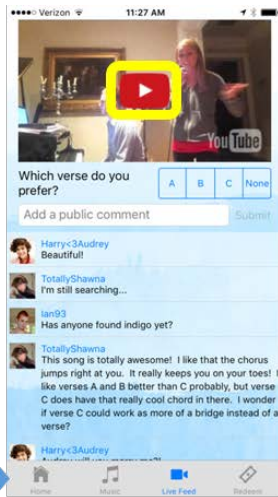
Be a part of the songwriting process and communicate directly with the artist by providing feedback during a video live feed.

From our needfinding, it was clear that superfans wanted a more intimate connection with their favorite artists, and many particularly wanted an inside view of the artist's creative process. The video broadcast and feedback provides this direct connection. Many also wondered whether the artists would really be listening to them—thus the comments posted are viewable publicly, and the poll distills feedback to be sent straight to the artist.

Our vision is that live feeds would be announced beforehand and available for live streaming and recorded playback for a period of time specified by the artist, such as a week.



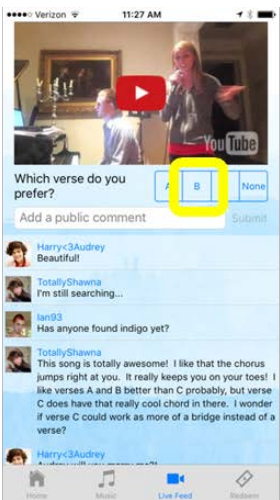
Push the "Live Feed" icon



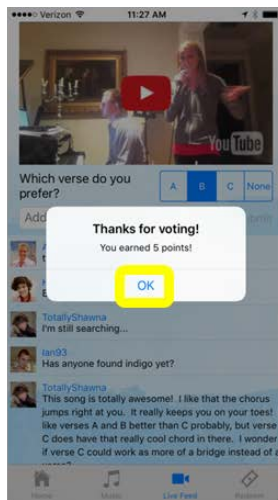
Press play to view



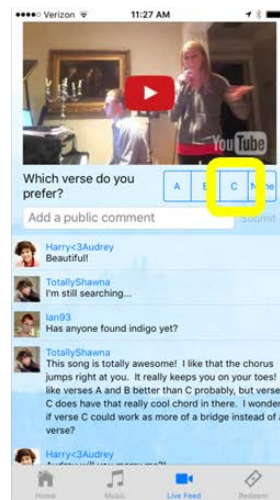
Rotate phone horizontally to view fullscreen



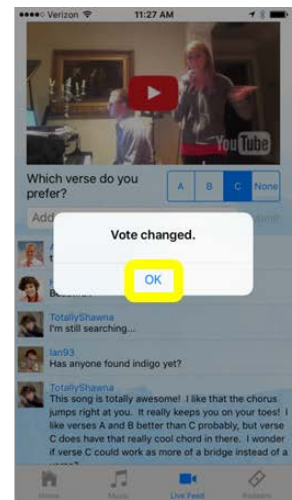
Tap poll button to cast vote (and earn 5 points)



Tap "OK" to exit feedback dialogue



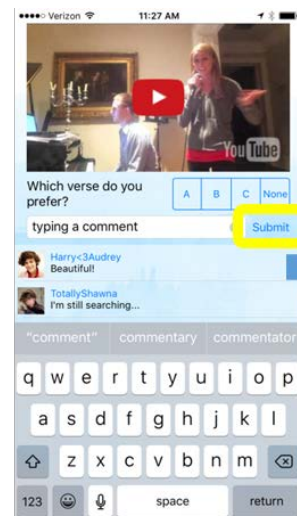
Votes can be changed at anytime



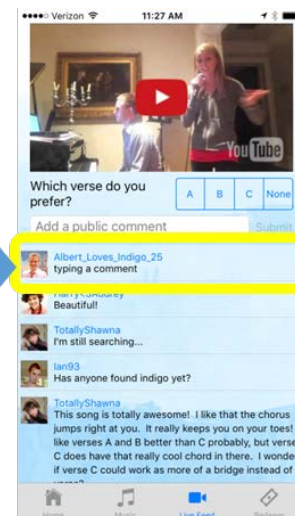
Tap "OK" to exit feedback dialogue



Tap and type to add a comment



Tap "Submit" to post



Comment will appear below

Figure 3: Moderate Task Storyboard (High-Fi Prototype)

COMPLEX TASK:

Receive a variety of artist-determined perks, accomplished by earning fan points redeemable through the app.

Which fan doesn't love perks like digital downloads, free concert tickets, swag, and maybe a chance for face time with the artist herself! The ultimate fan can earn this ultimate prize by *efangelizing* their favorite artist to their friends: points are earned primarily by sharing the artist's songs and content with others. Points are also earned from interacting with the app in other ways, such as providing feedback during a Live Feed, incentivizing users to return to and continue interacting with the app.

TO EARN POINTS:

- A) See the moderate task above for instructions on how to cast a vote during a live feed, which will automatically gain the user 5 points.
- B) Follow the instructions below for sharing music, which gains the user 5 points for each song shared.

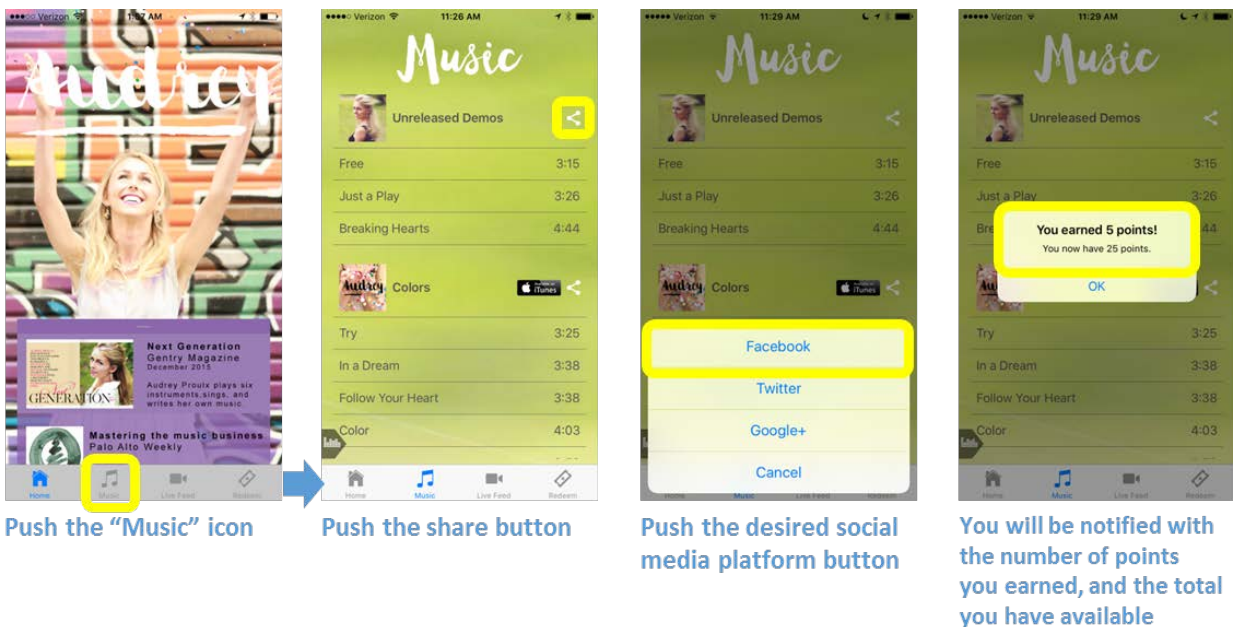


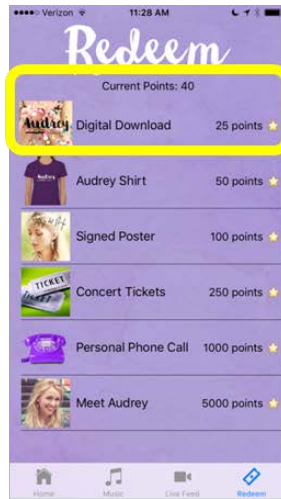
Figure 4.1: Complex Task Storyboard (High-Fi Prototype)

TO REDEEM POINTS:

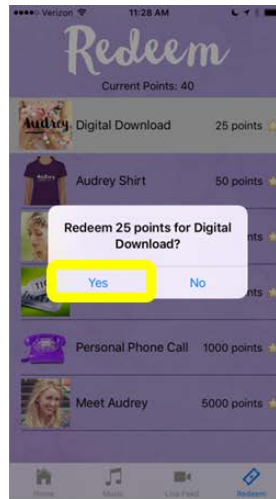
Navigate to the "Redeem" page and follow the instructions below.



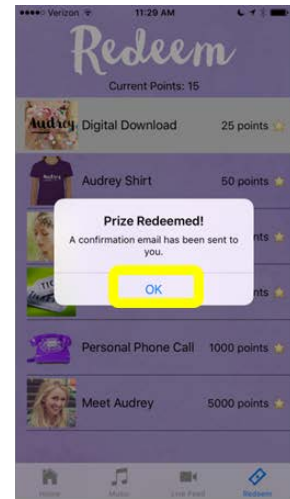
Push the "Redeem" icon



Available points are visible at the top of screen. Tap the desired reward to redeem!



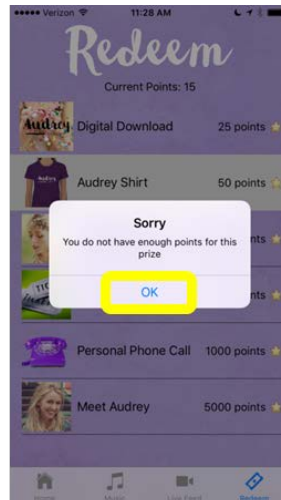
Tap "Yes" (or "No" to cancel)



Tap "OK"



After redeeming, the available points total is updated



This error message appears if you try to redeem more points than you have available. Tap "OK" to exit the dialogue

Figure 4.2: Complex Task Storyboard

4. Design Evolution

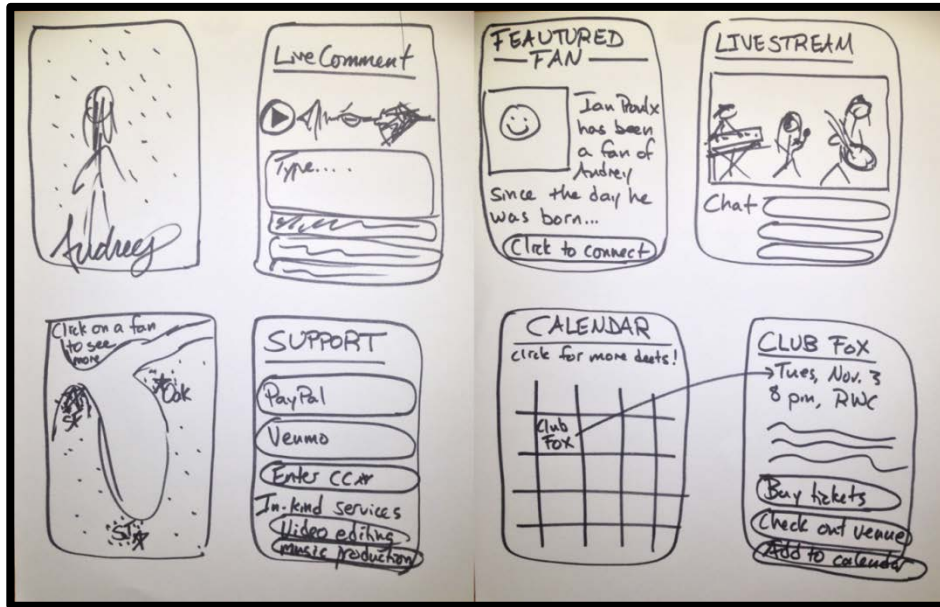


Figure 5a: Initial Sketch Concept A

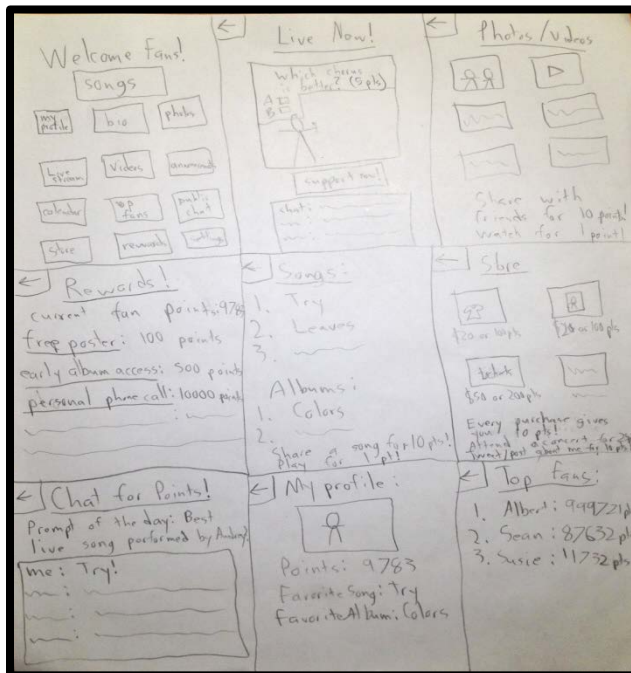


Figure 5b: Initial Sketch Concept B

Figure 1a and 1b show our initial concept sketches. When our group reconvened, we decided that neither was sufficient as an interface design. We wanted an interface that would be clean, attractive, and natural to navigate, but also one that could accommodate the large number of features we intended to build: Home, About, Music, Video, Events, Connect, Shop, News, Photos, Fan Connect, and Support.

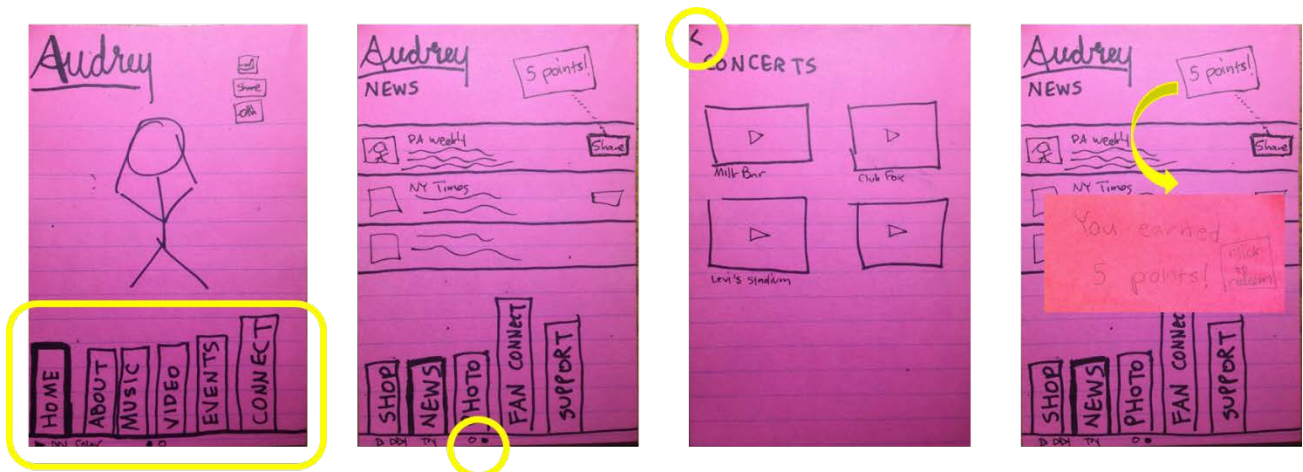


Figure 6a: The basic interface of our Low-Fi Prototype

The design of our low-fi prototype centers on a set of navigational buttons that are visible in every tab. Since they do not all fit on one screen, the tabs can be slid left or right, just like the home icon screens on an iPhone. This allows for flexibility in the number of tabs/screens that can be accommodated, while preserving ease of use through an intuitive interaction already familiar to most users. The relation of the current window to other windows is marked by a set of small circles at the bottom of the screen, also similar to iOS.

From the page of any given feature, a user may click on a category to be taken to a sub-page of that feature. For example, "CONCERTS" is a sub-page of "VIDEOS" in Figure 3a above. To navigate back to the parent page, a user has only to click the "<" button in the upper-left corner of the screen, an interaction customary to most apps.

Figure 6a also demonstrates the interactivity of the points system, the amount of which is visible before a user selects any given task, after which a congratulatory notification is pushed onscreen. In this example, the reward is triggered when a user pushes the "share" button, an action that is incentivized throughout the app.

As the result of user feedback, we added the following demo sequence to help explain the functions of the app when opened for the first time. The design is a standard swipe-left to move-right gesture leading from screen to screen:

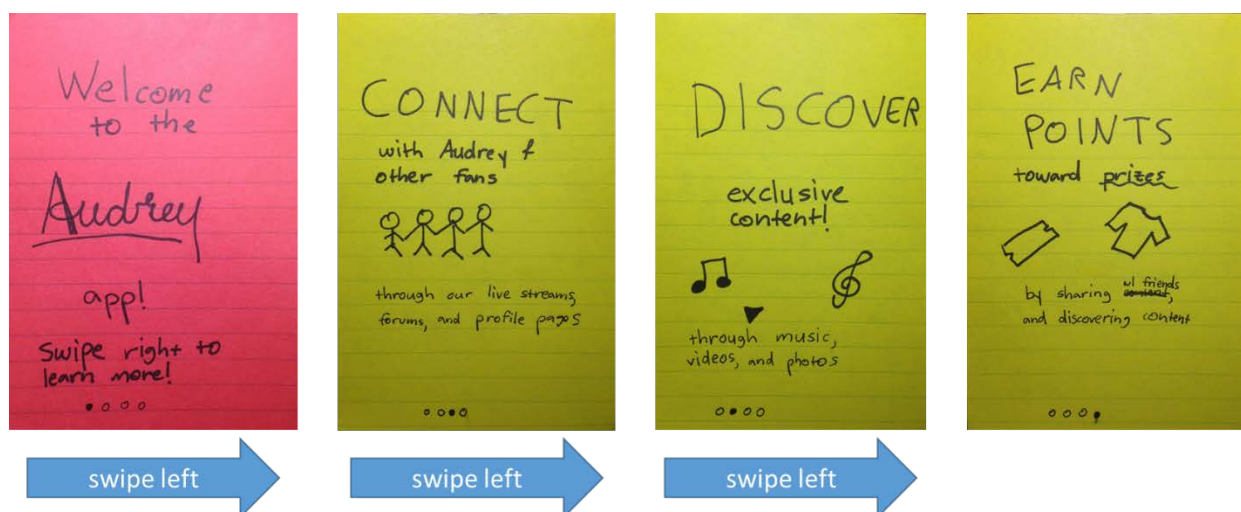


Figure 6b: Opening demo sequence when the app is launched for the first time (Low-Fi Prototype)

Overall, we were pleased by the warm reception toward our low-fi prototype, particularly the ability of users to picture themselves interacting with their favorite artists. Our participants generally found the interface predictable and easy to navigate. Some of the features needed clarification, a more precise name, or both. We were able to implement some changes on the spot, including the introduction of the opening demo sequence and the name-change from “SUPPORT” to “CONTRIBUTE,” though the latter still needed additional work. Implementing a seamless points-rewards system was high on our list of remaining conceptual challenges. Our experiments seemed to indicate that users were unimpressed by having points or leaderboards for their own sake, but interested in using points as a currency toward valuable perks. Tickets were an obvious satisfier, but there might also be room to think of more creative and meaningful interactions between an artist and her fans. We had additional work in thinking how we would implement other features, like moderating the forums and convincing people to sign up for the newsletter (not to mention push notifications). Other features that were popular with users would have to be vetted by artists for feasibility, such as the unreleased songs and live feed (which would take considerable logistics to sync properly and notify all the fans in advance). And stepping back, it was imperative that we make the act of sharing with friends fundamental to the act of launching this app, since the service is meant ultimately for the “efangelist” who can spread the buzz and build the fanbase of an up-and-coming artist.

Our medium-fi prototype reflected some of these learnings in a higher-resolution prototype: the support/contribute button was eliminated, the forum was converted to a chat, and the navigation bar used icons. It was easier to keep track of and redeem points. Visually it was far more developed, though the major revisions UI revisions would not come until the High-Fidelity Prototype (see Section 5).

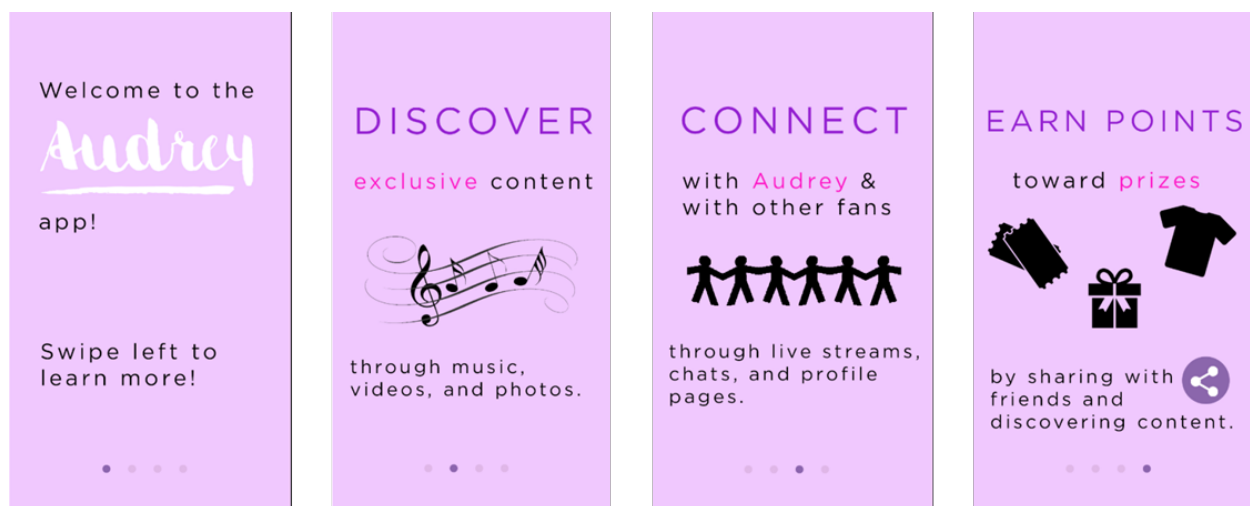


Figure 7a: Opening demo sequence when the app is launched for the first time (Medium-Fi Prototype)

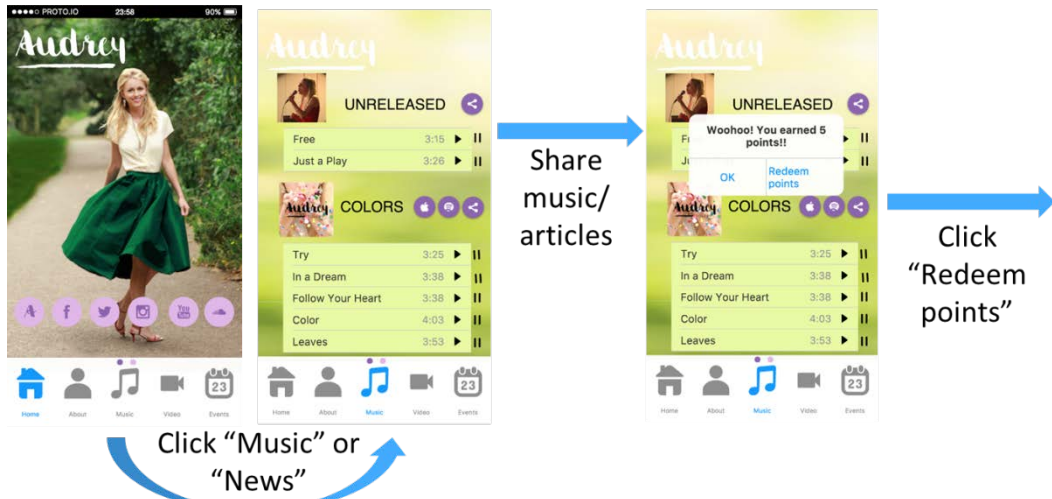


Figure 7b: Simple Task Storyboard (Medium-Fi Prototype)

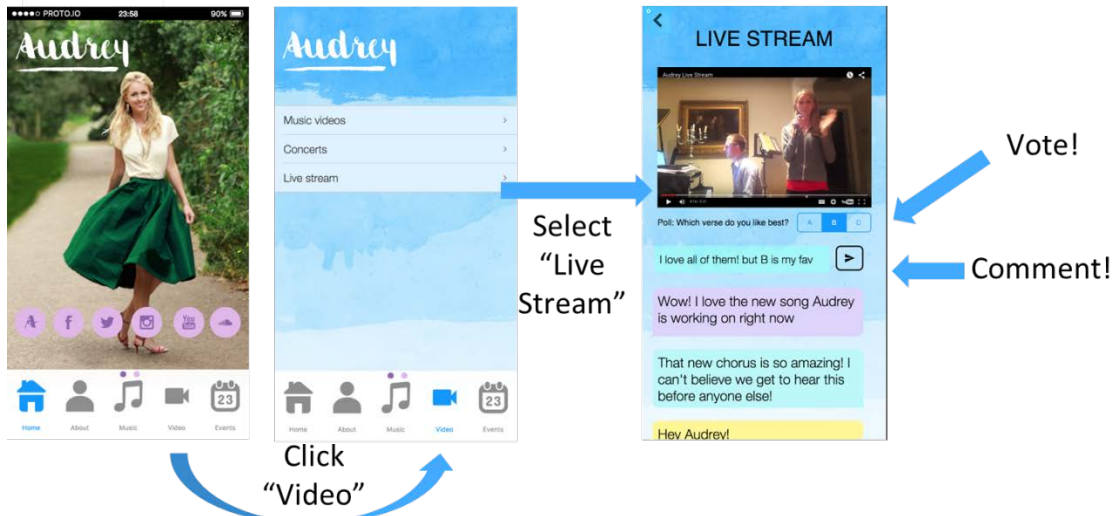


Figure 7c: Moderate Task Storyboard (Medium-Fi Prototype)

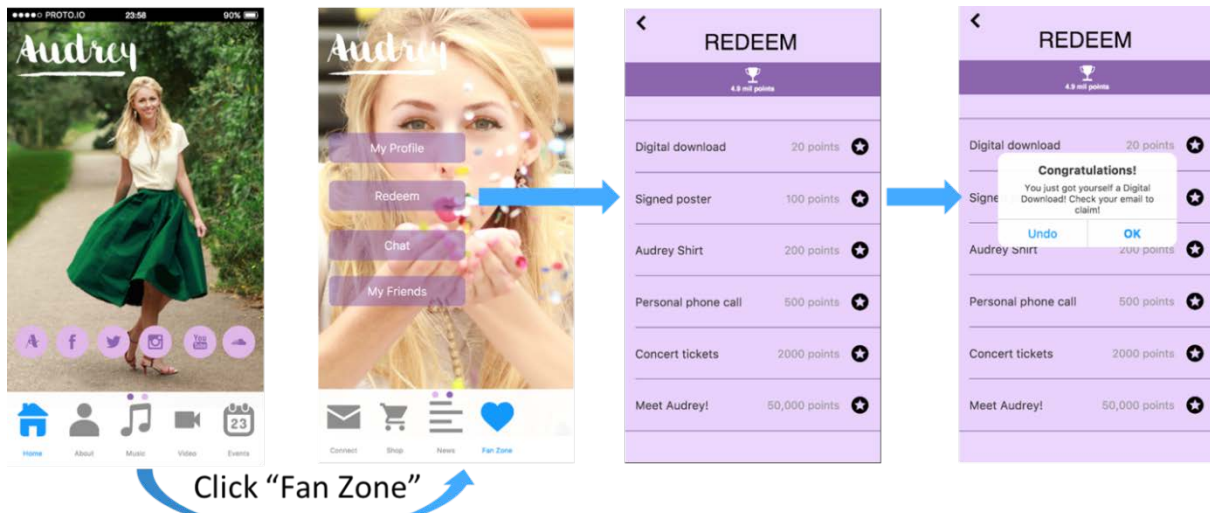


Figure 7d: Complex Task Storyboard (Medium-Fi Prototype)

5. Major Usability Problems Addressed

REVISED DESIGN

From our heuristic evaluation and Sarah Nader's feedback, it was clear that we needed to simplify navigation buttons, reduce clutter, and prioritize key features in the redesign of our app. Sarah helped us coalesce around the following three 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

We consulted the Facebook and iTunes Store apps, which both have a simple set of 5 navigation buttons at the bottom of the screen. These apps clearly intend for users to jump around between pages, which is why the buttons are always present at the bottom of the screen. We had the same goal in mind for Efangelist.

We went back through our prototype and thought hard about the rationale for each page. Adhering to the design principles above, we realized that many (or even most) of the pages in the medium-fi prototype were peripheral to the core value superfans would derive from Efangelist, and so we eliminated them. This process led to the following revised UI, which you can contrast with the Medium-Fi prototype in Figure 7.

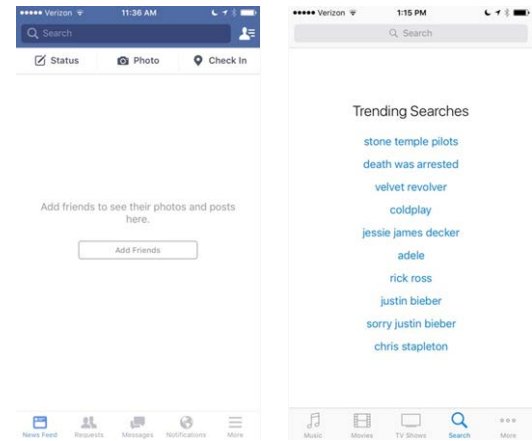


Figure 8: Facebook and iTunes Store app interfaces

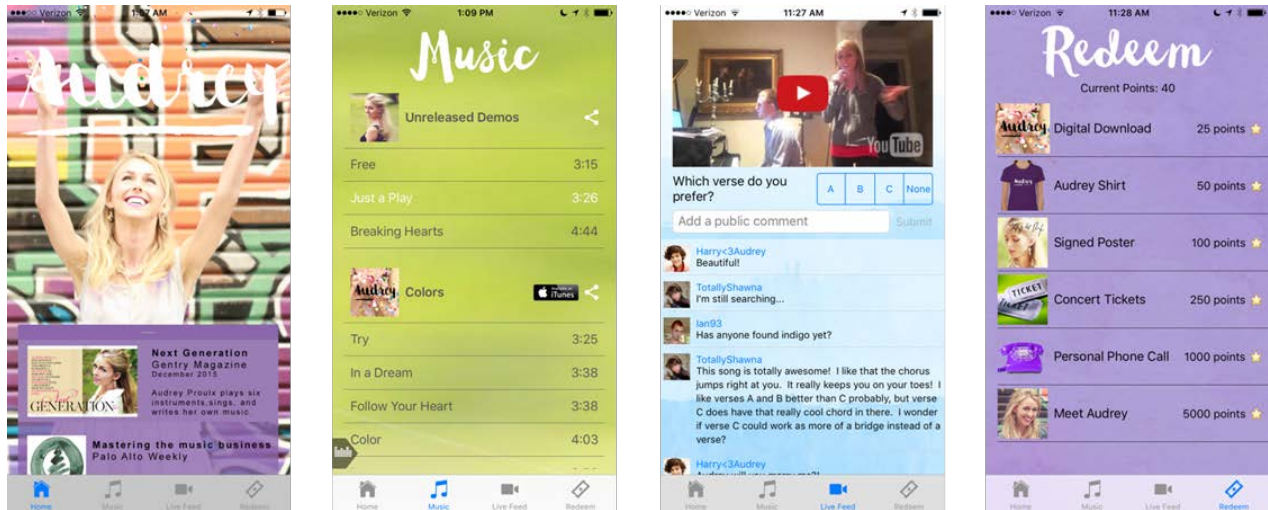


Figure 10: Revised interface design (High-Fi prototype)

Moreover, we were advised to make better use of home screen, highlight new content, and keeps users within the app. This led to the use of the home screen as a news feed that consolidates posts from all the artist's social media platforms, as well as notifications of new content within the app. For branding purposes, it was essential that the artist's name and

image be prominently visible, since up-and-coming artists must be able to link a name with a face (though in the spirit of dynamic content, this background image could update regularly). However, the news feed can be dragged up or down to adjust its size on the screen (see Appendix 1.2 for additional images of this).

For the “Music” page, we drew inspiration from the Taylor Swift app, which has an equalizer button at the bottom-left corner at the screen which pops out as a status/playback controls bar. We realized it was not always necessary to display this bar, since the current song is already highlighted in white and can be paused by simply tapping again (see notes on our Simple Task). So in the interest of reducing clutter, we have it minimized by default. However, we thought the additional controls were useful as a pop-out feature.

For the “Live Feed” page, we looked to YouTube as the standard in video streaming and commenting. Our interface duplicates theirs almost exactly.

On the back-end, the app was optimized to display correctly on any iPhone model 5S and above. Below are screenshots of the same page displaying on three different phones, the 5S, the 6S, and the 6 Plus, respectively. Note the tweaks to the text size and layout.

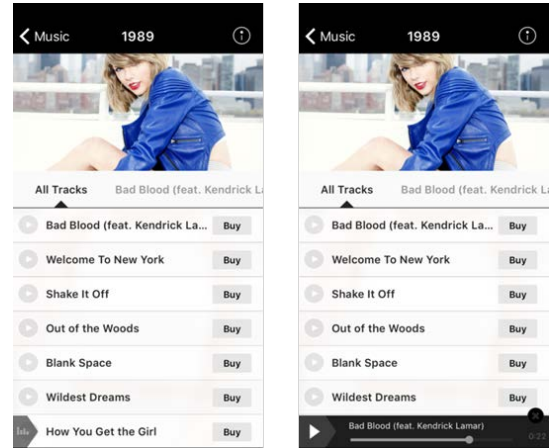


Figure 11: Taylor Swift app music player interface

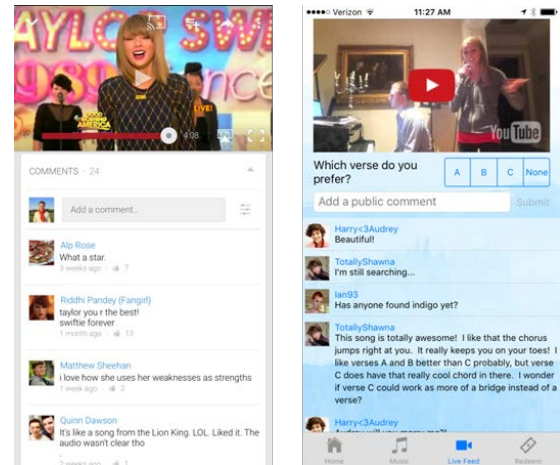


Figure 11: YouTube and Efanglesit interfaces for video streaming and commenting

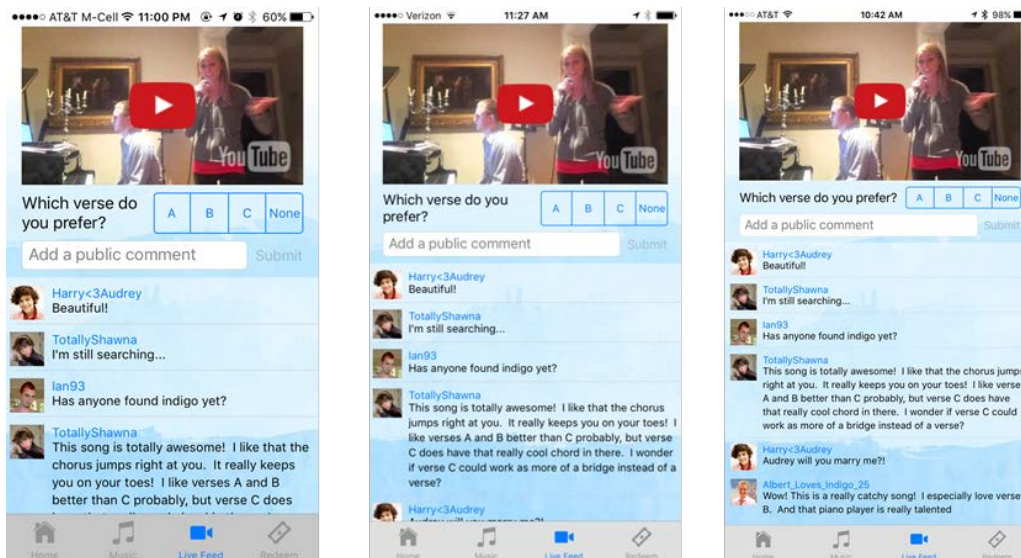


Figure 12: Efanglesit optimized for the iPhone 5S, 6S and 6 Plus, from left to right

HEURISTIC EVALUATION

[H2-1 Visibility of Status]

1. [Severity: 2] *When I clicked on a song to play, I expected that the app would somehow indicate which song was currently playing. That way it would be easier to know which pause button to click when I needed to stop it.*

Agree! The currently-playing song is now highlighted in white and visible from the status bar. (See Figure 2)

[H2-2 Match system and real world]

2. [Severity: 3] *What determines what goes in the "Fan Zone" page? It seems like the whole app should be a Fan Zone, based on your value proposition.*

Agree that there was confusion surrounding the Fan Zone. Ultimately we decided that the Fan Zone was beyond the scope of our three tasks and the feasible implementation for this prototype, and so we removed it entirely.

3. [Severity: 2] *The chat feature on the live stream is a little disconcerting. All other chat apps that I've used have the text entry underneath the recent chat history, not above.*

It's not a chat but a comment feature. See Figure 11 for the comparison with YouTube, after which the comment feature was modeled.

4. [Severity: 3] *A large percentage of the content will look really weird on an actual mobile device. The live stream feature will be super cramped with the chat, only 25% of the screen will have video, which will be way too little. We recommend redesigning this page with a critical eye to what is important if you intend the majority of users to use it on a phone.*

Actually, this page is set up exactly the same way as the YouTube app, which similarly features video playback at the top of the screen with user comments below. Like on YouTube, the user can rotate the screen horizontally for full screen view, alleviating this problem. (See Figures 3 and 11)

[H2-3 User control and freedom]

5. [Severity: 2] *Users have no way to "Skip" the educational introduction screens if they wanted to, and have no way to return to these screens at a later point while using the app if they wanted to. These become something that users see the first time they open the app and never again, when it would perhaps be more helpful if they were a resource users could reference when they felt they needed to. Add a "Skip" button to the tutorial.*

Agree! We added a "Skip" button. (See Appendix 1.1)

6. [Severity: 1] *The time and network bar is only visible on the home page. Please make it visible on all pages.*

Agree! This is now visible on every page. (See Figure 10)

7. [Severity: 3] *How will sharing work on the actual app? I wasn't asked to log in with Facebook or another social media platform so what is the share button hooked up to and how does the user set, control or know that? Seems scary.*

Agree that more work needs to go into the social networking features. Implementing them live was beyond the scope of this prototype, but would certainly be addressed in future iterations.

8. [Severity: 3] *There is way too much information in this app and it's easy for users to miss things like new content or new features. We recommend slimming down the app so there are fewer tabs and/or only one feed with all relevant information.*

Heartily agree. See Figure 10 above for our complete redesign of the UI, which now includes a home news feed.

9. [Severity: 2] *Elements are difficult to navigate to. It takes a concerted effort to get to chatting for example. It would be a good idea to follow the 3-click rule for web dev.*

Agree! Contrast Figures 2 and 3 with Figures 7b and 7c to see navigation reduced from three to two steps for key tasks like playing songs and giving feedback on the live feed.

10. [Severity: 3] *Some features seem contrived. What is chatting for? Why would people chat inside the app rather than outside? A forum style feed or a ride sharing system to and from concerts seems like a more relevant usage of resources.*

As previously mentioned, the Fan Zone and its subsidiary elements have been removed from this implementation.

11. [Severity: 2] *Overlapping services: link to YouTube and embedded YouTube content. You should try to be consistent when linking users to content vs. embedding it on the app. Where do you want to focus your users, the musician's other social media pages or the app itself?*

Agree. See Figure 10 above for our redesign to keep users in the app.

[H2-4 Consistency]

12. [Severity: 3] *Using the menu to navigate from any of the pages on the first set of menu options to the "Connect" page will reset the menu to the first page of menu options. It does not show that the "Connect" page is being viewed while on that page, as it does when viewing the other pages in the app. Change this behavior so that the "Connect" button is highlighted in blue and visible when viewing that page.*

As previously mentioned, the Fan Zone and its elements have been removed from this implementation.

13. [Severity: 1] *Since "Unreleased" and "Colors" have the same style, some users may think that they're both albums. It might be better to more obviously separate the page into "unreleased tracks" and "albums" and then further partition the latter section into the various albums.*

In this instance of Efangelist, we chose to avoid unnecessary partitions and treated “Unreleased,” “Colors,” and “Covers” each as their own albums. Artists using Efangelist would have the option of how to label and partition their music, including section headers.

14. [Severity: 1] *On the “Redeem” page, what will be the difference between clicking on the item name or row vs. the star icon on the right? In the prototype they both do the same thing, so I don’t know if the icon is necessary, unless it’s meant to indicate whether the user has already redeemed that item.*

Everyone wants a gold star... The stars are visual affordances that these are prizes to be redeemed for the given number of points.

15. [Severity: 0] *The blue highlight color on the menu bar isn’t consistent with the highlight color on the tutorial (hot pink) or the page indicator on the menu bar itself (darker purple). Additionally, the gray background of the icons themselves is jarring compared to the bright colored backgrounds.*

The menu bars have been fixed to all be uniform, and the icons use the standard iOS color conventions (see Figure 8).

16. [Severity: 1] *Weird spacing on the intro screens: Placing seems kind of random and some of the font feels squished. Make the spacing more natural. The intro/tutorial screen sets your impression for the rest of the app, so you should try to make it pop more.*

Agree! Contrast Figure 7a (before) with Appendix 1.1 (after).

17. [Severity: 1] *Different font for redeem than other titles.*

Agree! The headers are now in the same font (see Figure 10).

18. [Severity: 1] *The text changes color from white to black depending on the background; it would look cleaner if the colors were all the same. Specifically the word “Audrey” is a lost on the “Music” screen. Maybe find a way to unify the text color, which may lead to changing the backgrounds as well.*

Colors now follow a convention: all of the text is in black and all of the headers are in white (see Figure 10).

19. [Severity: 2] *The chat on the Fan Zone page is different from the chat on the live stream page – please make them consistent.*

As previously mentioned, the Fan Zone and its subsidiary elements have been removed from this implementation.

20. [Severity: 2] *The icon sizing and scaling are not consistent across pages or even within the menu bar itself. Please make it consistent.*

This has been fixed in our revised UI (see Figure 10).

21. [Severity: 1] *Using the menu to navigate from any of the pages on the first set of menu options to the "Connect" page will reset the menu to the first page of menu options. It does not show that the "Connect" page is being viewed while on that page, as it does when viewing the other pages in the app. Change this behavior so that the "Connect" button is highlighted in blue and visible when viewing that page.*

This has been fixed in our revised UI, which contains only four key navigation buttons (see Figure 10).

22. [Severity: 4] *The complete purpose of the home page of the app is to take the user outside the app. You should want users to get a benefit from the app not leave use your app as a conduit to other sources. We recommend having the home page be the main features of the app*

Agree! This has been fixed in our revised UI, which consolidates external media sources into the app and removes the outside links (see Figure 10 and explanation above).

23. [Severity: 3] *The behavior of selecting pages from the menu is erratic across the app, especially when navigating from page to page. We recommend figuring out what your standard behavior will be when moving to a page and see that all pages follow that rule.*

This has been fixed in our revised UI, which contains only four key navigation buttons on the bottom menu, and removes sub-menus within each page (see Figure 10).

[H2-5 Error prevention]

24. [Severity: 2] *On the "Music" page, songs will play without stopping the song that was previously playing. This allows songs to be played over each other, instead of one at a time. Allow only one song to be played at any given time.*

Agree that the music player was buggy! This has been fixed.

25. [Severity: 3] *Trying to navigate away from the "Video" page to any other page will land the user at the "Music" page. This prevents users from reaching the page they'd like to reach. Allow for navigation to any of the menu items from the "Video" page.*

Agree that the navigation menu was also buggy! This problem was alleviated with our revised UI (see Figure 10).

[H2-6 Recognition not recall]

26. [Severity: 4] *From the tutorial, it's not clear that the "share button" is the way users earn points, that they will get 5 points per share, or that there is a place to redeem the points. Maybe change the last screen of the tutorial to make it clearer, or add another screen with this information.*

The sharing button is now much larger and more prominently featured in the tutorial (see HE #45).

27. [Severity: 1] *It wasn't immediately obvious that there were more pages of the navigation menu, even with those 2 purple circles at the top. Please find a way to make this clearer.*

This has been fixed in our revised UI, which contains only four key navigation buttons (see Figure 10).

[H2-7 Flexibility]

28. [Severity: 2] *On the music page, there is no further organization functionality than a list. If an artist has a large number of songs, users would have to browse through every song to find a specific one. Offer further organization of songs, perhaps by albums or adding a search function.*

The songs are organized by album (see Appendix 1.3). A search feature is not necessary for the number of songs on this app, but could be added by artists from the Efangelist template when building their app.

29. [Severity: 4] *Embedded video playback doesn't seem optimized for mobile. Make this seem more natural, either by removing embedded video on screens where it can't take up the full screen, or find a way that will make video visible.*

As discussed in response to Violation #4, the live feed page is set up exactly the same way as the YouTube app, which similarly features video playback at the top of the screen with user comments below. Like on YouTube, the user can rotate the screen horizontally for full screen view, alleviating this problem (see Figure 3).

30. [Severity: 4] *If live streams are one of the main tasks of the app, I would recommend having a dedicated navigation tab for them rather than putting "live stream" as a subtab of videos. I think that main features should be the easiest to access, with smaller features being sub-tabs, rather than the other way around.*

Agree! The "Live Feed" is now a dedicated navigation button in our revised UI (see Figure 10).

31. [Severity: 4] *Similar to live stream, I believe that main features should be easier to access compared to less important features. Therefore, having the redeem screen be inside "Fan zone" may not be ideal.*

Agree! "Redeem" is now a dedicated navigation button in our revised UI (see Figure 10).

32. [Severity: 2] *Swiping between screens would be useful (I couldn't tell if that was intended in the production version or not).*

That proved to be technically challenging and less necessary given the ease of navigating our revised UI, but agree it could be a nice addition to a future implementation.

33. [Severity: 3] *Navigation feels unnatural: consider putting the fan zone first*

and condensing other zones (contact could be in the fan zone for example).

Please see notes above on our revised navigation and UI (see Figure 10).

[H2-7 Minimalist Design]

34. [Severity: 1] *Intro sequence has a different color scheme than the rest of the app. Make these more consistent.*

Agree! Contrast Figure 7a (before) with Appendix 1.1 (after).

35. [Severity: 1] *Use of both white and black on the same background is questionable due to contrast issues. Fix contrast issues.*

We have adjusted the backgrounds to mid-value, somewhat desaturated colors that support our convention of black text and white headers. (See Figure 10)

36. [Severity: 2] *There are just too many colors on this app, it gets overwhelming. Colors also mean different things on different pages. It would be great to have fewer and more standardized colors across the app.*

There are now far fewer pages and a more consistent look and feel to the app in our revised UI. (See Figure 10)

37. [Severity: 1] *A profile picture on the about page would be helpful and interesting. Page feels lacking.*

The "About" page was removed as part of our redesign.

38. [Severity: 1] *Pause is outside the tableview in the music playback. It would look more consistent if the row were longer to accommodate the pause button.*

The music player was completely redesigned. Songs can now be played and paused simply by tapping on them, or by pressing "pause" on the status bar. (See Figure 3)

39. [Severity: 1] *The title bar, "Audrey", uses a ton of screen space, possibly 10-15%. One possible fix would be to have it only on the "Home" and "About" pages, or find a way to make it smaller.*

Agree! The headers now follow a common convention: "Audrey" is on the home screen, and the title of each page is on respective pages, in the same font but smaller size as "Audrey." (See Figure 10)

40. [Severity: 3] *The "Home" should be more of a splash screen when opening the app rather than a dedicated home screen since I don't think it offers any functionality or features that aren't somewhere else in the app. For instance, all of the social media buttons are duplicated in the "Contact" tab (where I think they make more sense). It would make more sense to make the "Home" screen more closely related to one of the main features/tasks of the app rather than just a picture. Additionally, we want the users to stay on the app, not leave as soon as they open it.*

Heartily agree. See Figure 10 and the discussion above for our complete redesign of the UI, which now includes a home news feed.

41. [Severity: 1] *The grey used for subtitles is hard to read on most backgrounds as it is too light. Make the contrast more apparent so the text is more readable.*

Agree. Black is now the convention for all text.

42. [Severity: 1] *The chat UI's colors seem inconsistent with the rest of the color scheme. It would be great to have everything more consistent.*

As previously mentioned, the Fan Zone and its subsidiary elements have been removed from this implementation. The comments on the Live Feed page are black, following our new convention.

43. [Severity: 2] *There doesn't seem to be an order to the icons on bottom. It would be great if the order of the buttons made more sense or the reason for the order were more obvious.*

Agree. The navigation buttons have been redesigned in our revised UI and now appear in order of increasing complexity of task (play music, interact with live feed, earn and redeem points). Since points cannot be redeemed until they are earned on the Music or Live Feed pages, it makes sense that Redeem appears last. (See Figure 10)

44. [Severity: 4] *Overall design seems somewhat busy (double lining the social media buttons over the task bar). There is just too much going on in the app and it really harms our perception of it because we don't know what the main purpose of the app is vs. all the filler.*

Agree. See previous discussions of the revised UI.

[H2-10 Help and Documentation]

45. [Severity: 4] *From the tutorial, it's not clear that the "share button" is the way users earn points, that they will get 5 points per share, or that there is a place to redeem the points. Maybe change the last screen of the tutorial to make it clearer, or add another screen with this information.*

As discussed in response to Violation #26, the sharing button is now much larger and more prominently featured in the tutorial.

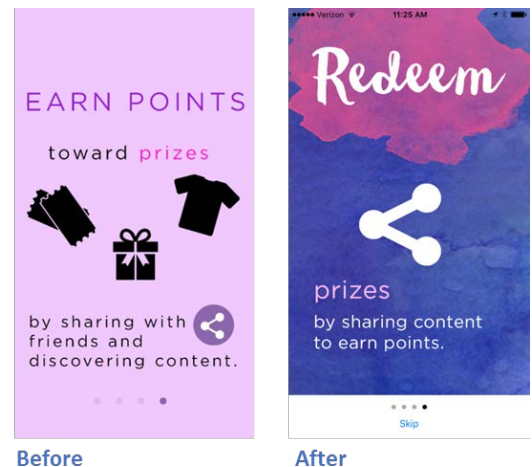


Figure 12: Changes to the share page on the tutorial between the medium-fi and high-fi prototypes 18

6. Prototype Implementation

This high-fidelity prototype was programmed in Swift using XCode 7. The “.ipa” file is available for download off our team website, and anyone with a Stanford iOS developer account can install and launch the app on an iPhone for personal use and testing. Ian actually began by programming in Objective C, a language he had used before, but found it was clunky and difficult to program this app. Knowing that Swift is a more modern and intuitive language, he took this opportunity to learn Swift, and development went progressively faster as he became increasingly more familiar with it.

While the interface is fully-functional as far as supporting user tasks, there are inevitably limitations in the implementation on the back end. Although no Wizard of Oz techniques were used in the sense that this prototype requires no hidden human intelligence to operate, some of the features were hard-coded. In particular:

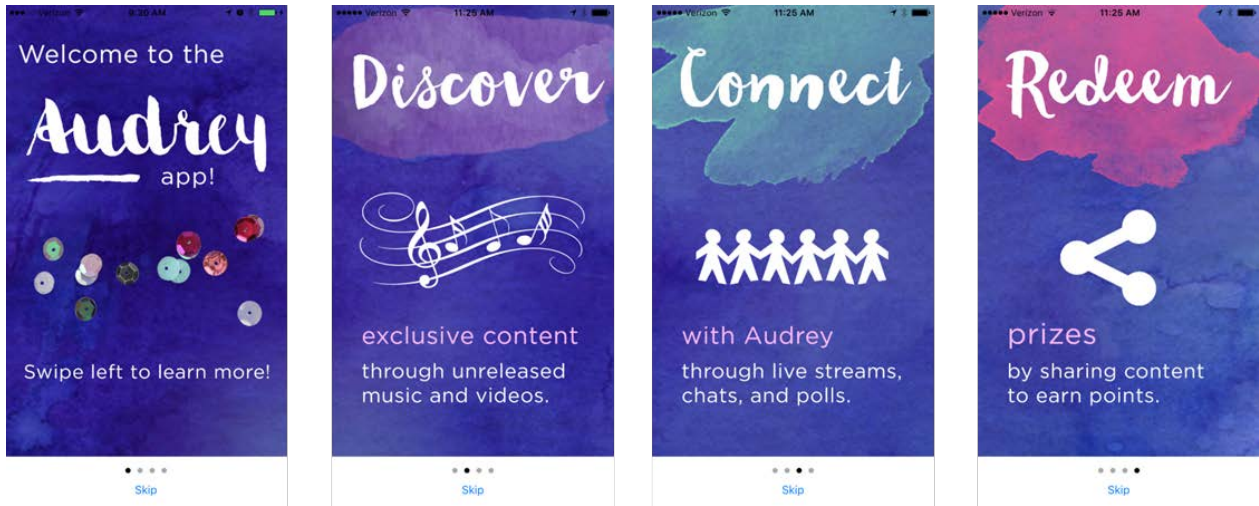
- Links for sharing activate the accumulation of rewards points, but don't actually post the content to social media platforms like they would in a final implementation.
- Rewards points can be earned, accumulated, tracked, and redeemed, but the prizes do not yet deliver to one's email address. Points however *are* saved when the user closes and later returns to the app.
- The app is not yet online and networked. User profiles have been hard-coded and there is not yet the functionality to edit profiles or interact with other fans.
- The “live feed” uses a pre-recorded, embedded YouTube video. Our vision is that live feeds would be announced beforehand and available for live streaming and recorded playback for a period of time specified by the artist.
- Comments can be viewed and posted below the live feed, but some of these are pre-seeded. Comments are not yet saved when the user closes and reopens the app.
- The live feed poll provides real feedback to the user, but this data is not yet recorded or sent back to the artist.
- Some of the events and articles on the news feed have not yet been written, although all the links take you to the appropriate places (e.g., the Facebook post links to Facebook).

7. Summary

This prototype is an example of the kinds of mobile apps that would be easily created through Efangelist, our service to help up-and-coming artists create semi-customizable apps from a common template. It was the result of a full-cycle design thinking process from needfinding and problem definition to ideation, prototyping, and testing. We made our greatest leap in the high-fidelity prototype when we settled on the design principles of exclusive and dynamic content and distilled the app to its core features. This gave us a simplified UI that was easier to navigate and more visually appealing. Next steps would include enabling users to create profiles, making the app live and networked, and of course developing our artist-facing service.

8. Appendix

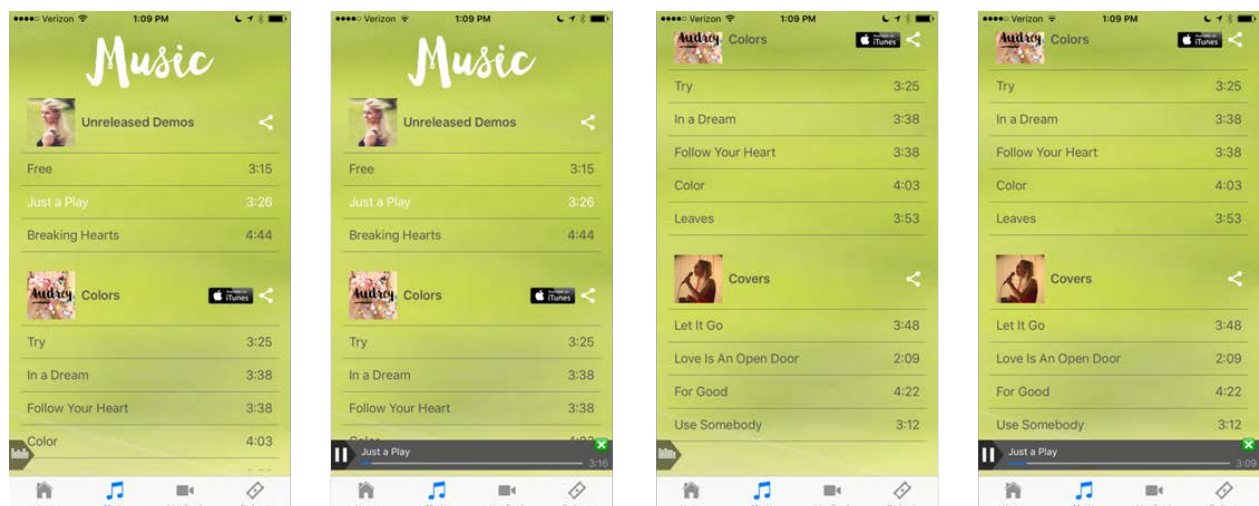
Appendix 1.1: Intro tutorial screens



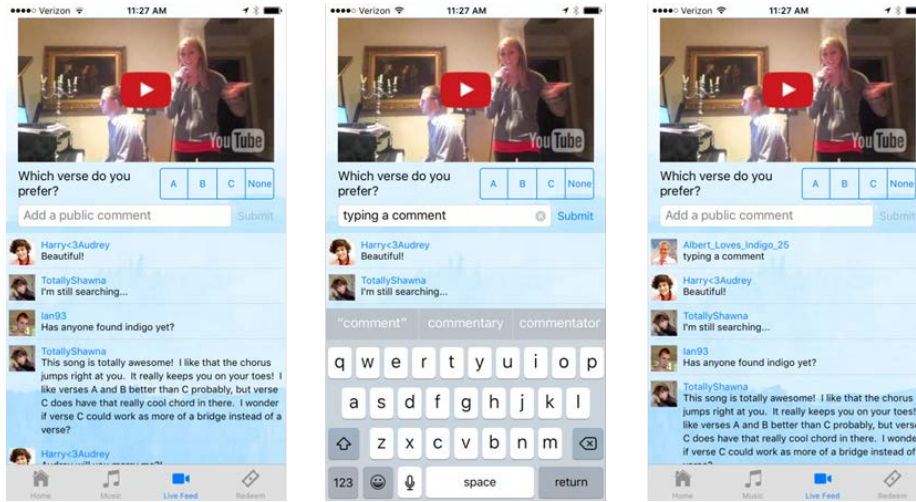
Appendix 1.2: "Home" news feed



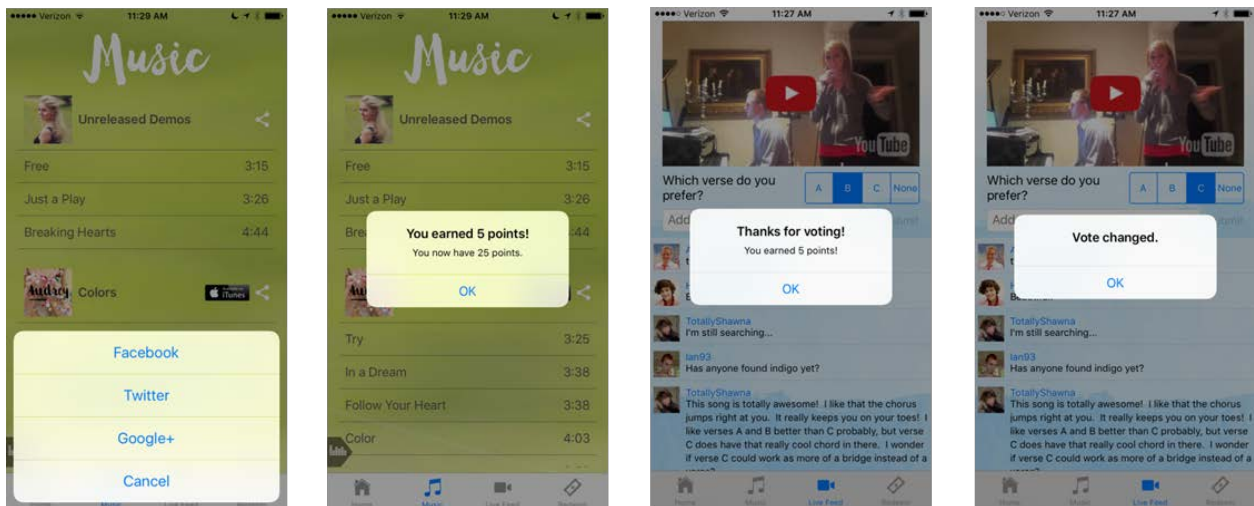
Appendix 1.3: "Music" page



Appendix 1.4: "Live Feed" page



Appendix 1.5: Dialogue boxes on the "Music" and "Live Feed" pages



Appendix 1.6: "Redeem" page

