

EFANGELIST

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 musical artists create semi-customizable apps from a common template. The “Audrey Is Music” app demonstrates the functionality of these apps in context of a particular up-and-coming artist, Audrey Proulx.

This medium-fidelity prototype was created using Proto.io, a web-based service to create interactive prototypes that look and work similarly to the final product. The prototype is available online at our team project page, and can be accessed on computers and mobile devices: http://web.stanford.edu/class/cs147/projects/sharing/the_recursive_leapers/

On computers, the circular pointer button can be used to simulate the interactivity of swiping and pushing buttons on the screen. On mobile devices, the prototype can simply be used as you would expect with any other app. When you first open the app, you will be brought to a series of introduction screens that provide an overview of the features in the app, followed by a prompt asking if you would allow push notifications from the app. It is intended that these would only be visible the first time the app is launched. Once the app is open, you can navigate to any of the pages by clicking the icons at the bottom of the screen, swiping left to see icons for additional pages. (Push directly on the button when clicking icons after the swipe, as the Proto.io interface is a little finicky here). Within any sub-page, you can use the back “<” arrow in the upper-left corner to return to the parent page. Small purple icons on certain pages link to outside sites, such as social media, news articles, and the iTunes store. The standard sharing button, which is available on many pages, is intended to enable you to share any of the content with your friends, bringing them into your fandom and building the fan base of the artist. Clicking this button will trigger a dialogue box notifying you of the points earned for that action, which can be redeemed by clicking the “Redeem” button on the dialogue box, or by navigating to the Redeem sub-page from the Fan Zone parent page.

Although no Wizard of Oz techniques were used in the sense that this prototype requires no hidden human intelligence to operate, there are necessarily limitations to the current functionality and some of the features were hard-coded. In particular:

- The opening introduction screens would be rendered with higher-fidelity imagery
- The Music page will feature an actual music player widget and additional tracks (although the current tracks can still be played from the prototype!)
- The Video page will likewise feature additional videos. The Livestream feature currently uses a pre-recorded video to simulate a livestream. We are still experimenting with the concepts of a livestream vs. pre-recorded messages, possibly similar to Snapchat in that they would only exist for a limited period of time. Within the livestream page, the poll button simulates the interactivity of providing feedback to the artist, although the responses are not yet recorded and the comments have been seeded.
- The Events page displays some events that have not yet been booked. While the links to external sites are active, we eventually intend for this page to link directly to be able to buy tickets, possibly earning points in the app as well. Additionally on this page, the

calendar buttons are not currently active but those will be able to place the event directly into your calendar.

- On the Connect page, the messages are not yet sent to the artist nor is there currently a newsletter, although we plan to implement both of these features.
- Although the products in the Store are real, the links are not yet active to purchase them.
- Within FanZone, the profiles, chat, and friend list have been manually coded to simulate the actual social network. The points cannot yet be redeemed, although the Redeem page gives an example of the kind of rewards that can be earned from engaging with the app and sharing with friends.