

EFANGELIST

This final 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 high-fidelity prototype was programmed in Swift using XCode 7. The app was optimized to display correctly on any iPhone model 5S and above. 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:

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

On an iPhone, 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, with the option to skip this tutorial. It is intended that it 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. The news feed can be dragged up for fullscreen or dragged down to minimize it to a single item, allowing full view of the background image. Music can be played by tapping a song, and paused by tapping again. The equalizer icon displays while a song is playing, and can be tapped to expand additional audio controls. On the livestream page, a poll is registered by simply tapping the desired selection, and comments can be typed and posted using the text field and “submit” button. Rotate the device horizontally for a full-screen view of the video. 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 page from the icon at the lower-right corner of the screen.

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.
- Rewards points can be earned, accumulated, tracked, and redeemed, but the prizes do not actually 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 “livestream” uses a pre-recorded, embedded YouTube video
- Comments can be viewed and posted below the livestream, but some of these are pre-seeded. Comments are not saved when the user closes and reopens the app.

- The livestream 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)

Enjoy!