HIDDEN NOTES

AUSTIN

Marina Petric • MC5340

Table of Contents

Project Background 3

Brand + UI Elements 4

Audience Analysis + Pitch 5

Personas 6

Journey Maps 10

Wireframes 11

App Screens 15

User Testing 18

With the pandemic, the music scenario has changed in and around Austin. There is a need to support small venues and local musicians, and to connect the audience, old and new, to the new musical configuration.

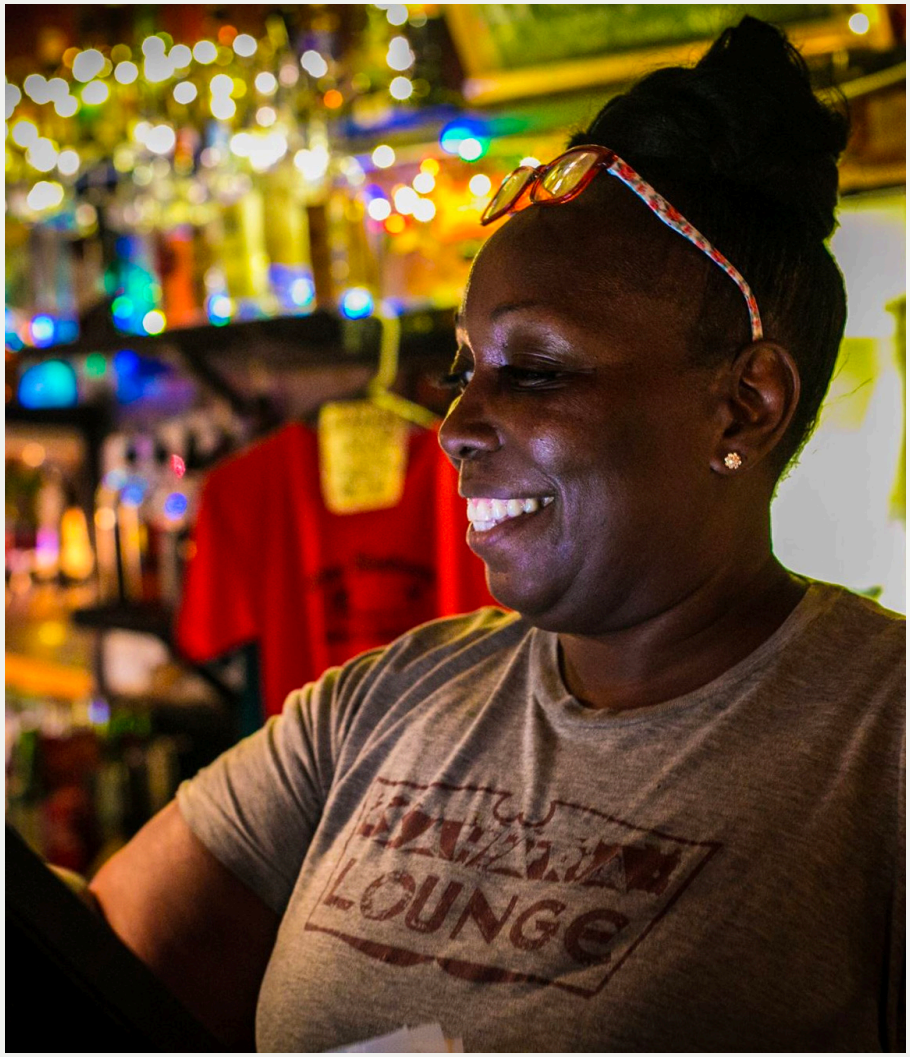
If a tourist or a local wants to find local artists or small venues with relatively unknown artists, the websites available will not offer much help. Maybe social media will, but only if the friends/connections are "in the loop."

This geolocation-based app fulfills the needs of the music and the hospitality industries in Austin.

The user selects a genre, a zip code, an artist on a venue and sees what is available in the next week.

The information in the app is constantly being updated by venues.

There is the possibility of a sister app for the venues to keep uploading new images, videos, and schedule.



Cashier smiling at the Sahara Lounge.
Photo by Marina Petric, March 2021.

Logo

HIDDEN NOTES

AUSTIN

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Whitney

Primary Colors

93/67/53/50
#0e3441

74/58/52/33
#415465

32/27/36/0
#b2ada0

Secondary Colors

35/83/73/32
#803837

0/0/0/0
#ffffff

0/0/0/100
#000000

Required Assets

Photos of artists and bands

Icons for primary navigation

Map pin

Radius triangle

Primary Audience

Sociographic + Demographic

- Male and Female
- Age 18 - 80
- Annual income: average American, 65K/year
- Bachelor's degree incomplete or higher

Geographic

- Lives in urban environment in the United States or other countries

Psychographic

- Enjoys live music
- Wants to engage and support local artists
- Enjoys participating in events again (post-vaccine)
- Is curious

Communication Channels

- Spends a significant amount of time online
- Active social media user
- Listens to the radio when driving

Pitch Outline

A concierge at the W Hotel downtown observed that people are visiting Austin and looking for new bands and unknown artists again.

With the pandemic, the music scenario has changed in and around Austin. There is a need to support small venues and local musicians, and to connect the audience, old and new, to the new musical configuration.

This geolocation-based app fulfills the needs of the music and the hospitality industries in Austin.

The user selects a genre, a zip code, an artist on a venue and sees what is available in the next week. The information in the app is constantly being updated by venues.

The app has the potential to be repeated in every city with live music.

Hannah • The Local

24, Account manager at an advertising agency downtown Austin.

Hannah was born in San Diego. She graduated in business at UT last year. After jump-starting her careers as a account manager at Springbox and being vaccinated against COVID, she decided to enjoy the Austin music scene. She lives in a studio downtown, walks her dog everyday by the lake and is interested in healthy habits. She enjoys cooking for her and her boyfriend in the weekends. She spends a significant part of her day online.

Likes:

- Being well-informed
- Trends on social media
- Social interaction

Dislikes:

- Abstract thoughts (she's "hands-on")
- Long films

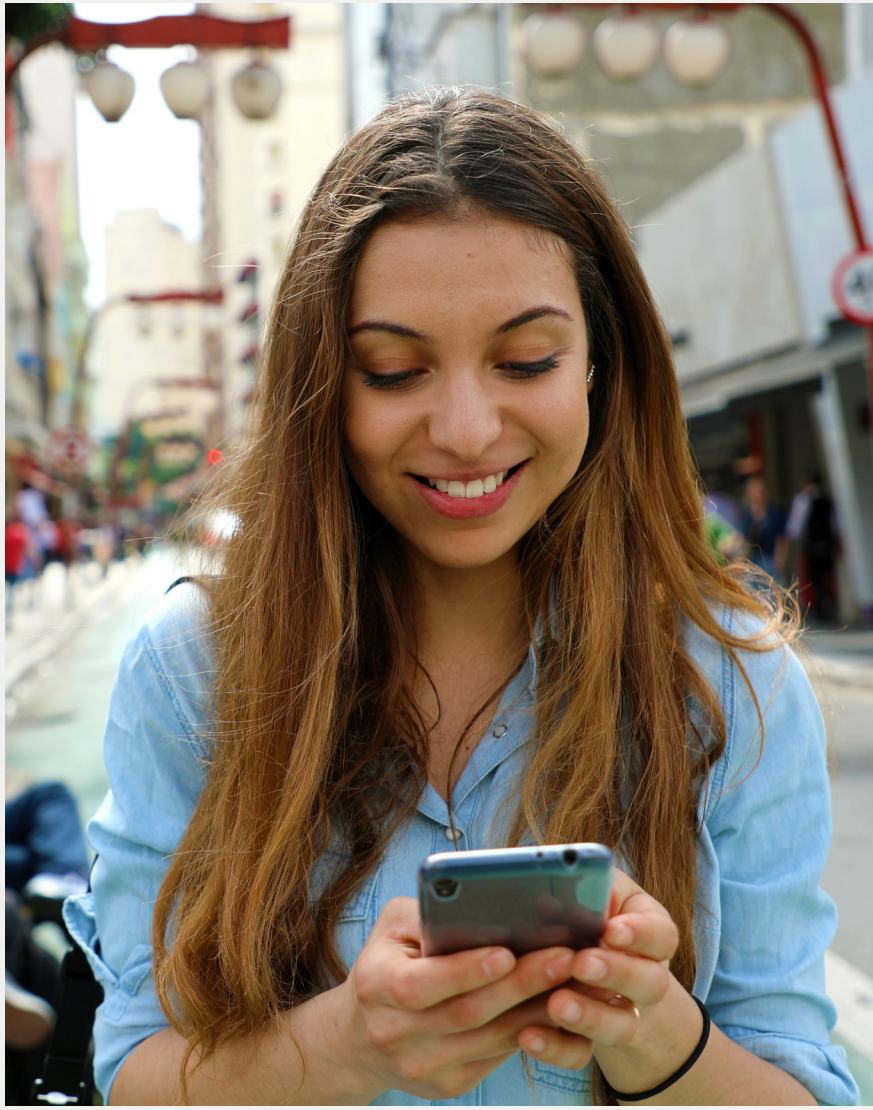
Goals:

- Get married
- Buying a house in Austin
- Staing fit

Favorite brands: Etsy, Lululemon

Personality traits: Self-motivated, friendly

Myers-Briggs: ENFJ



"I want to support Austin musicians."

Michael • The Country Music Fan

55, software developer at United Airlines

Michael lives in Washington, D.C. He went to school in Chicago and has always loved coming to Texas to avoid low temperatures. He developed a taste for Willie Nelson, then for other country artists. One of his favorite things to do in Austin is watching live music. Sometimes he plays the guitar. He is divorced with no children and enjoys short trips with the new girlfriend, also a country fan. Back home he runs every day and listens to NPR.

Likes:

- Photographing
- Hiking
- Listening to music

Dislikes:

- Grocery shopping (only buys online)
- People that talk too much

Goals:

- Retire and move to Texas
- Play the guitar more often

Favorite brands: Canon, REI

Personality traits: Decisive, quiet

Myers-Briggs: ISTJ

"I love weekend trips."

Amber • The Occasional Tursist

40, social media content creator at Gudrun-Sjoden

Amber lives in Chicago. She started university, but never finalized her degree in communication. She started working as an interen in the fashion industry, was offered a job and never finished school. She is passionate about fabric patterns, new designs and fashion in general. She is married and has a 15-year-old daughter. She likes to travel domestically with friends or family to see what people are wearing. She is passionate about her job.

Likes:

- The beach
- Hiking
- New trends

Dislikes:

- Cooking
- Running
- Being late

Goals:

- Have her own brand
- Have more time for her family

Favorite brands: Unknown boutiques all over the country

Personality traits: Focused, enthusiastic

Myers-Briggs: ENTJ

"I love fashion design."

Jonathan • The Small Vanue Owner

64, professional musician and copy-writer in Webberville

Jonathan lives in Webberville. He is married and has 2 teenagers. He inherited a night club in northeast Austin from his father, which allows him to keep on playing his tenor saxophone in events like weddings, company gatherings, etc. He is part of a fairly known music quartet in Austin and is socially active. He loves Charles Parker, Thelonius Monk, the Marsalis. His whole family is also involved with music. Recently his older son started to play with him.

Likes:

- Jazz and blues
- Seeing his club crowded
- Friends and family

Dislikes:

- Staying far from home too long
- Talking politics

Goals:

- Renew the club
- Play with his quartet in a big event

Favorite brands: Yamaha

Personality traits: Friendly, creative

Myers-Briggs: ENFP

"Everything is music."

Hannah • The Local

Follows a few local bands. Interested in finding out new artists in the same genre.

Checks Do512.com, The Chronicle, etc. Still, the best option is to check for options on social media.

Checks Facebook, Instagram, doesn't find anything interesting, gets frustrated.

Posts on Instagram an old photo of a local artist, asks "any reccomentaions for tonight?"

A friend suggests The Sahara Lounge and suggests Hidden Notes. Hannah loves it.

Michael • The Country Music Fan

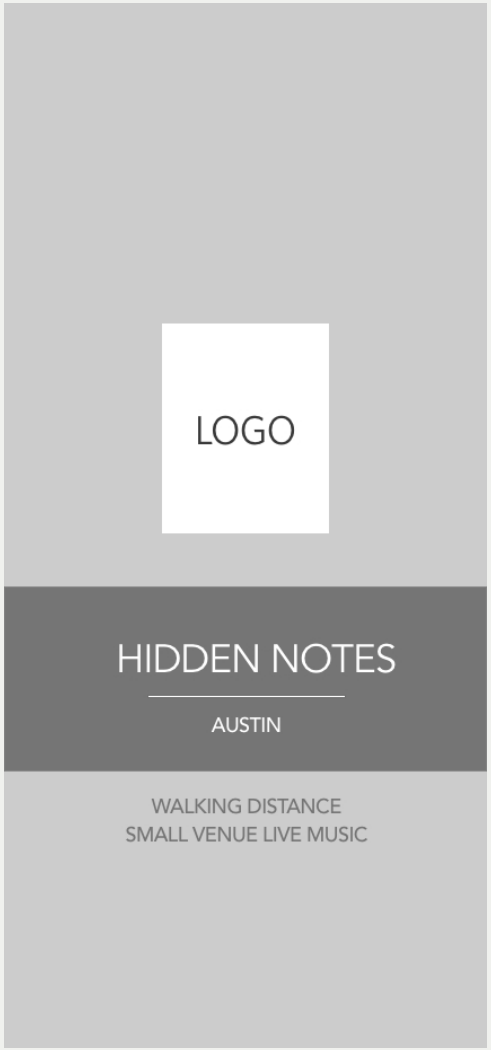
Loves the "old country," like Willie Nelson and Johnny Cash. Follows artists in the same style, or close.

Arrives in Austin and goes to the same venues, but all changed during the pandemic, there are more options but no orientation.

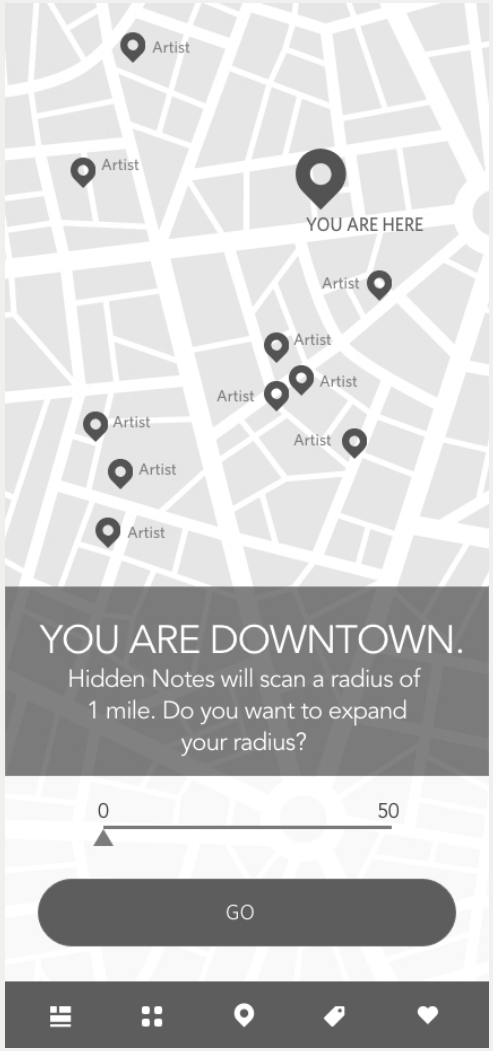
Checks with the hotel concierge, but she doesn't know where he can go for that kind of music.

Goes out to eat, checks his phone and thinks "there must be an app for that."

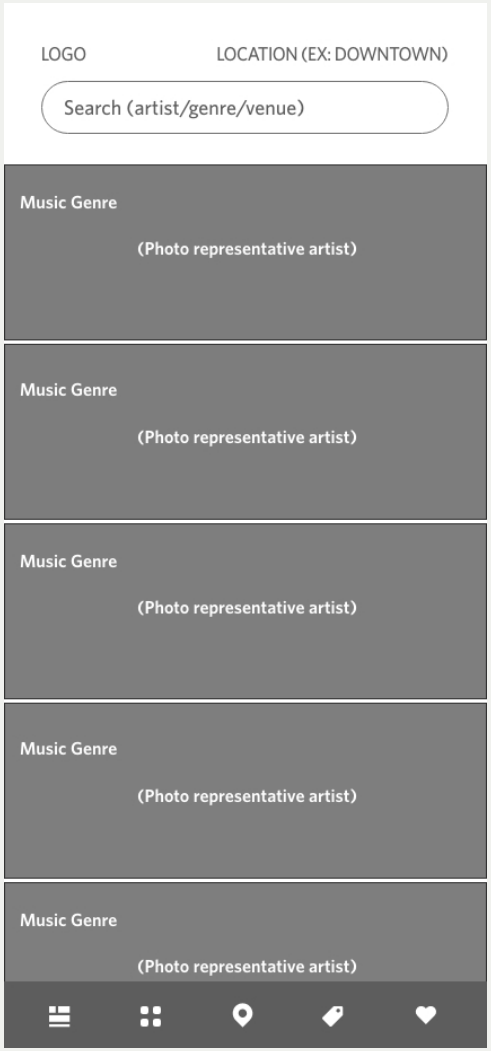
Looks for "local music." Finds Hidden Notes, downloads it and starts using it immediately.



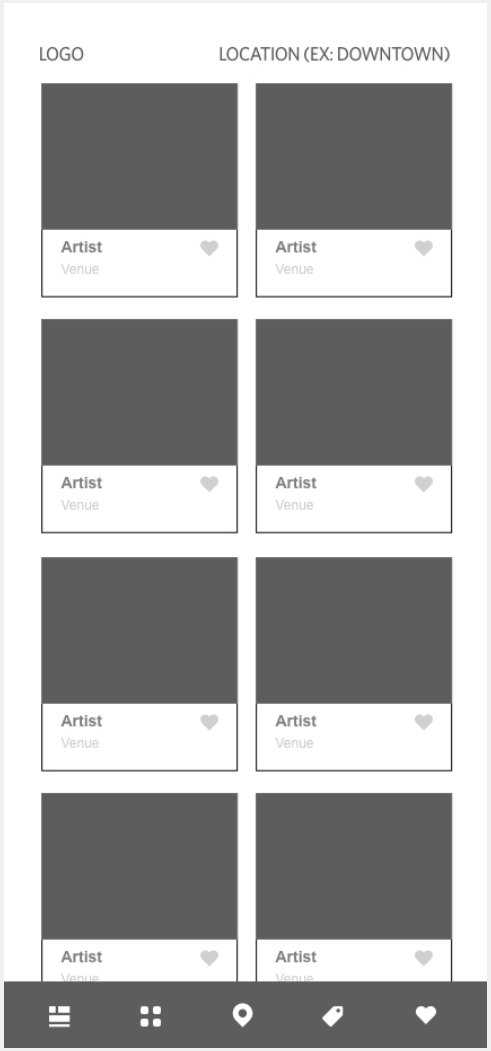
"Splash" screen.



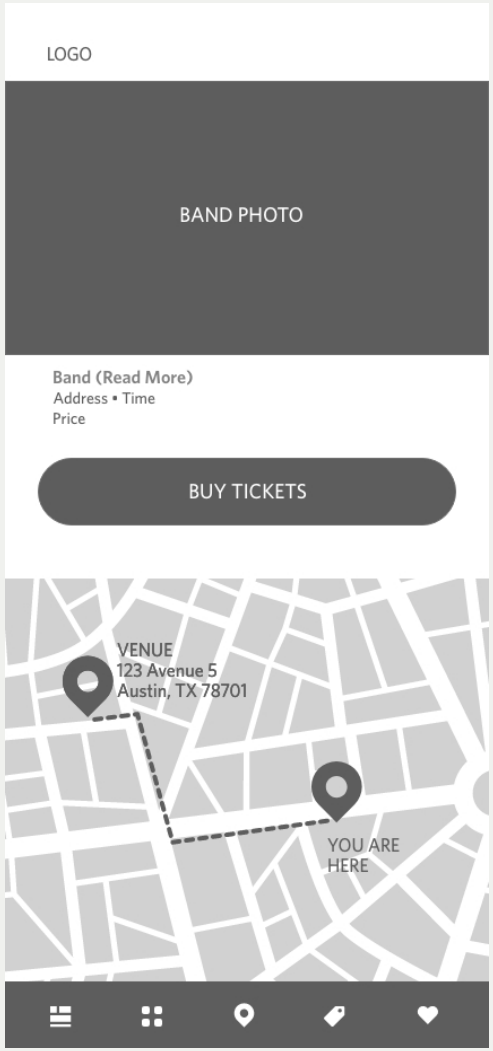
First screen: define your radius.
In the future, benchmarking icons for walking, using a pedicab or Uber/public transportation will be added.



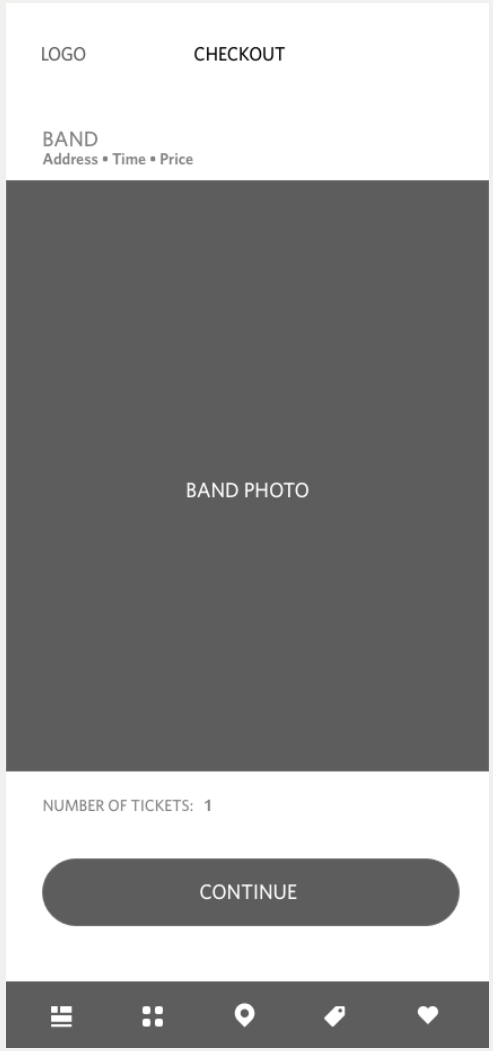
Choose what you want by genre or search.
At any point, favorites can be accessed.



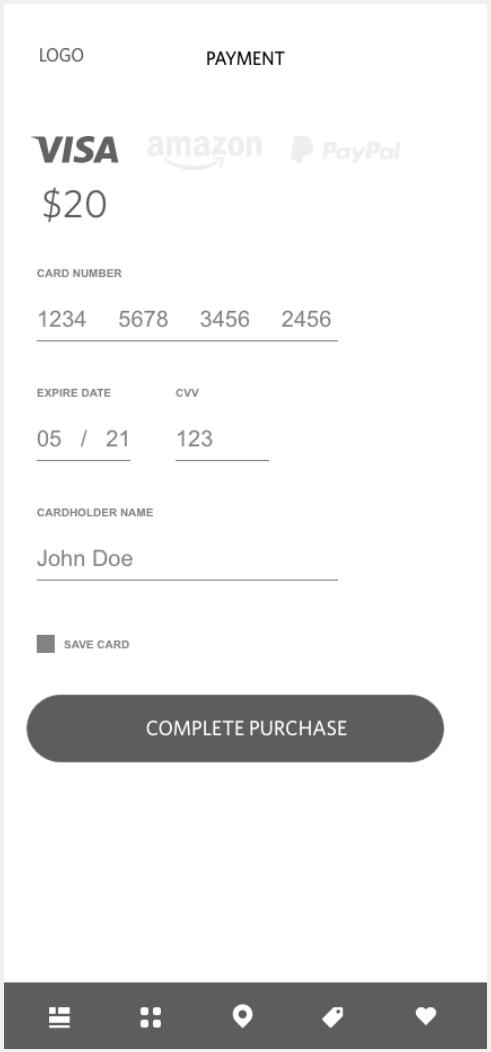
"Artists Menu" in the selected genre in the selected area.



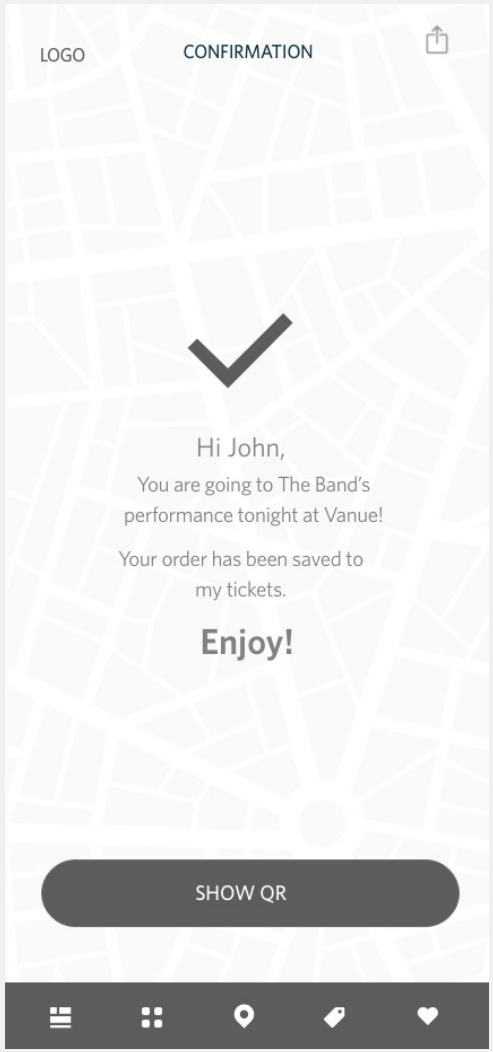
One the artist is chosen, the venue address and the instructions to go there are displayed along with the "buy ticket" button.



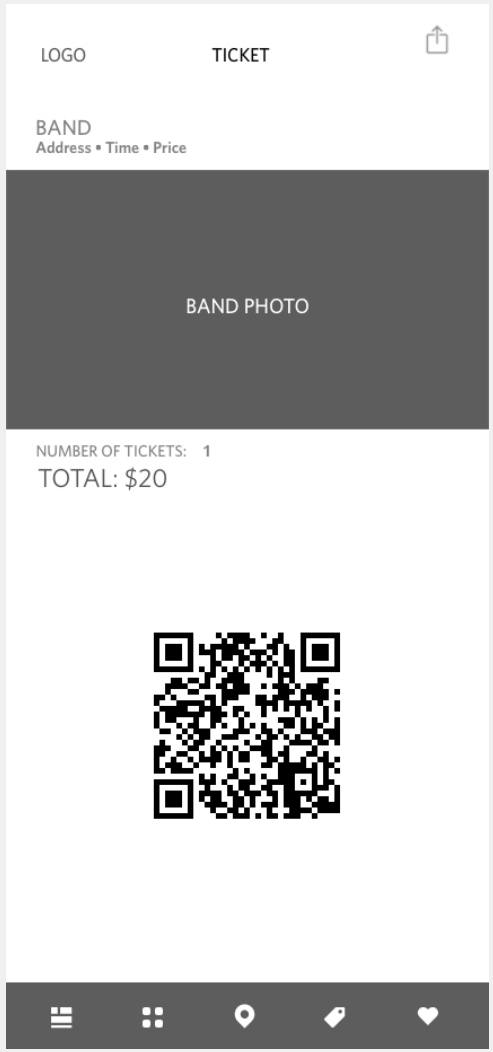
Confirmation screen.



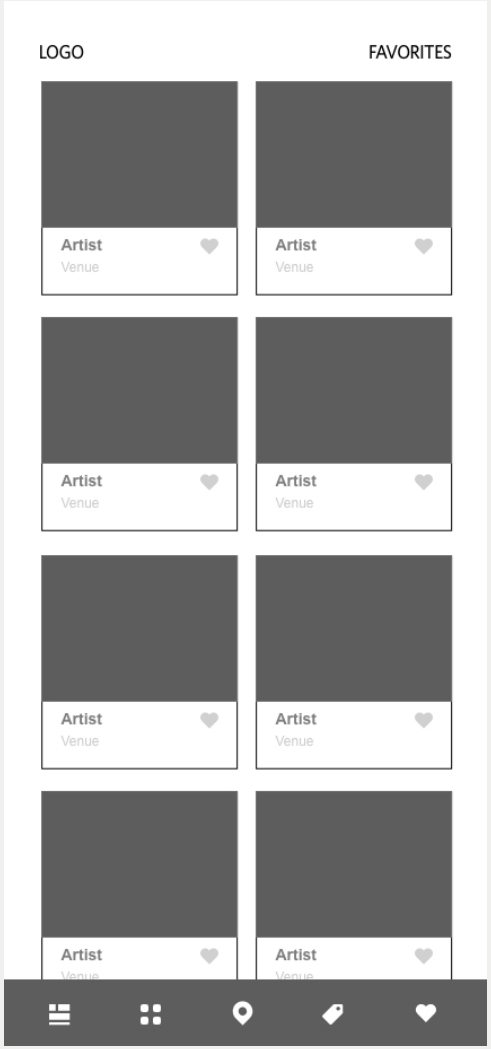
Payment screen.



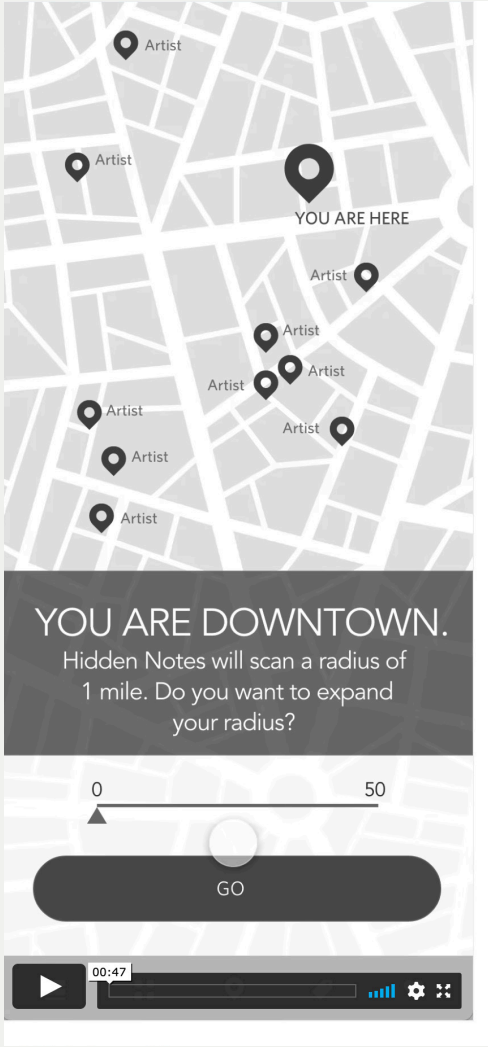
Purchase successful page.



QR, the ticket screen.

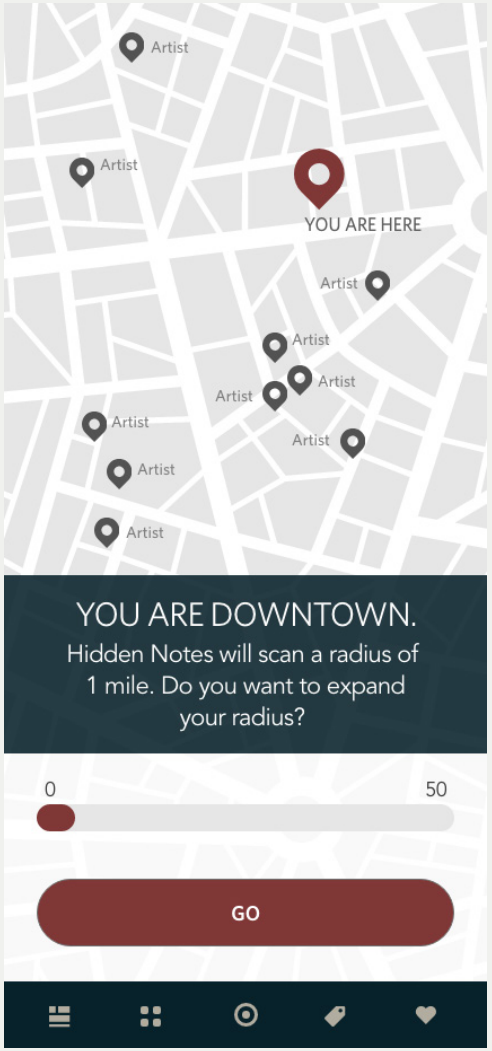


Favorites screen.



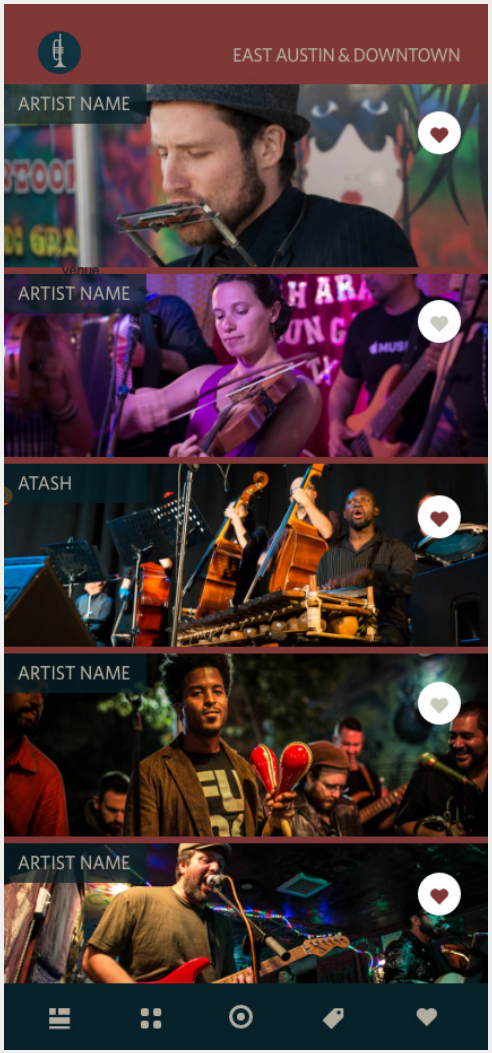
This early moderated usability test helped shape the wireframes. Resluts are incorporated in the wireframes presented.

Splash screen.

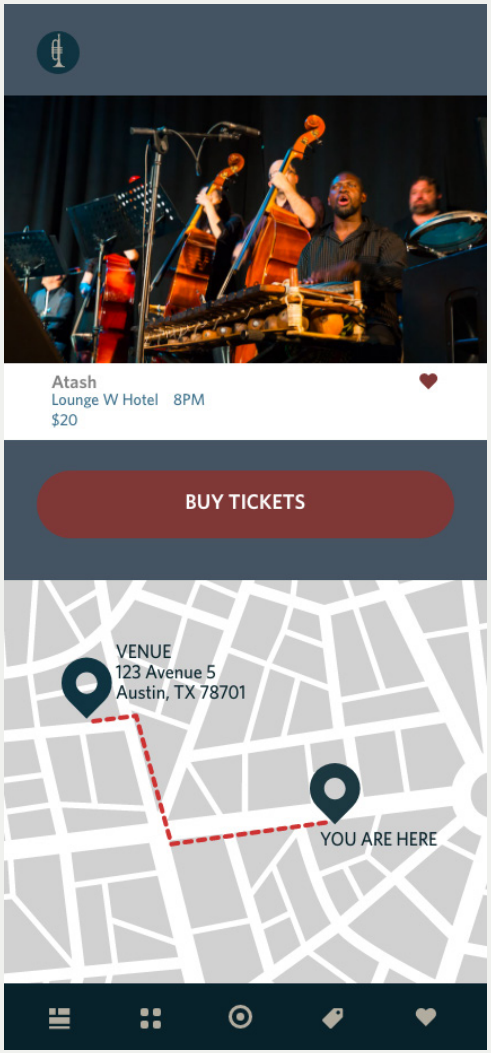


Radius screen.

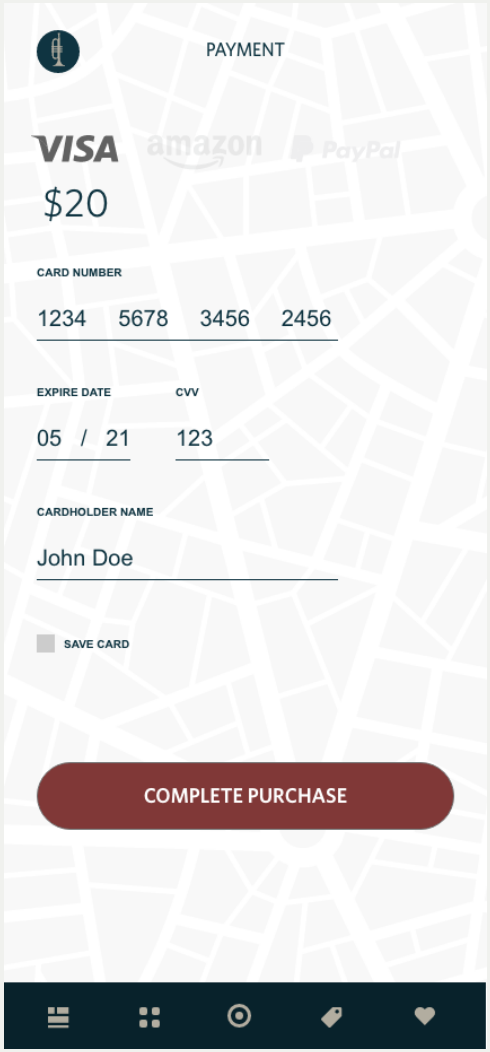
Genre/Search screen.



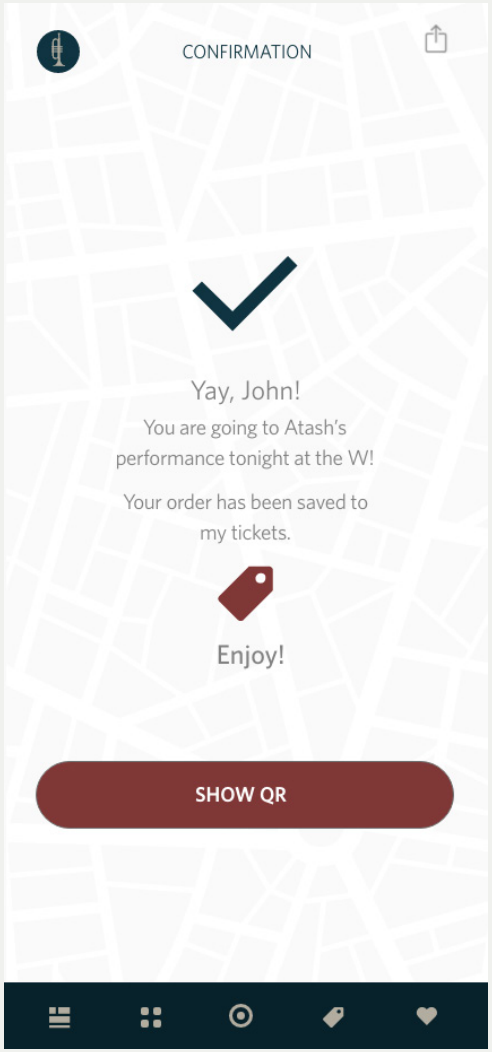
Artists in the genre screen.



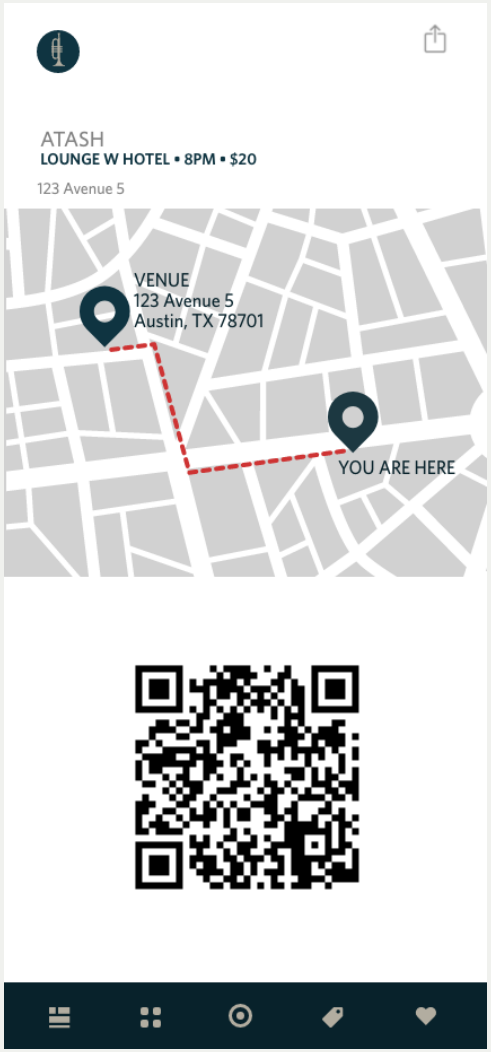
Buy tickets/Map location screen.



Payment screen.



Purchase successful screen.



QR, the ticket screen.

Hidden Notes Prototype in Action

Moderated Remote Usability Study

This usability study examined the Hidden Notes mobile app.

Usability usage statistics were not available for this app but based on the primary users experiences through a moderated remote usability study.

We followed the users' interaction with Hidden Notes and the obstacles they encounter leading up to the point of purchase.

In order to measure efficiency, we will measure time spent until a ticket is purchased. Comments were also recorded.

SEE LIVE PROTOTYPE

Notes

Design Notes

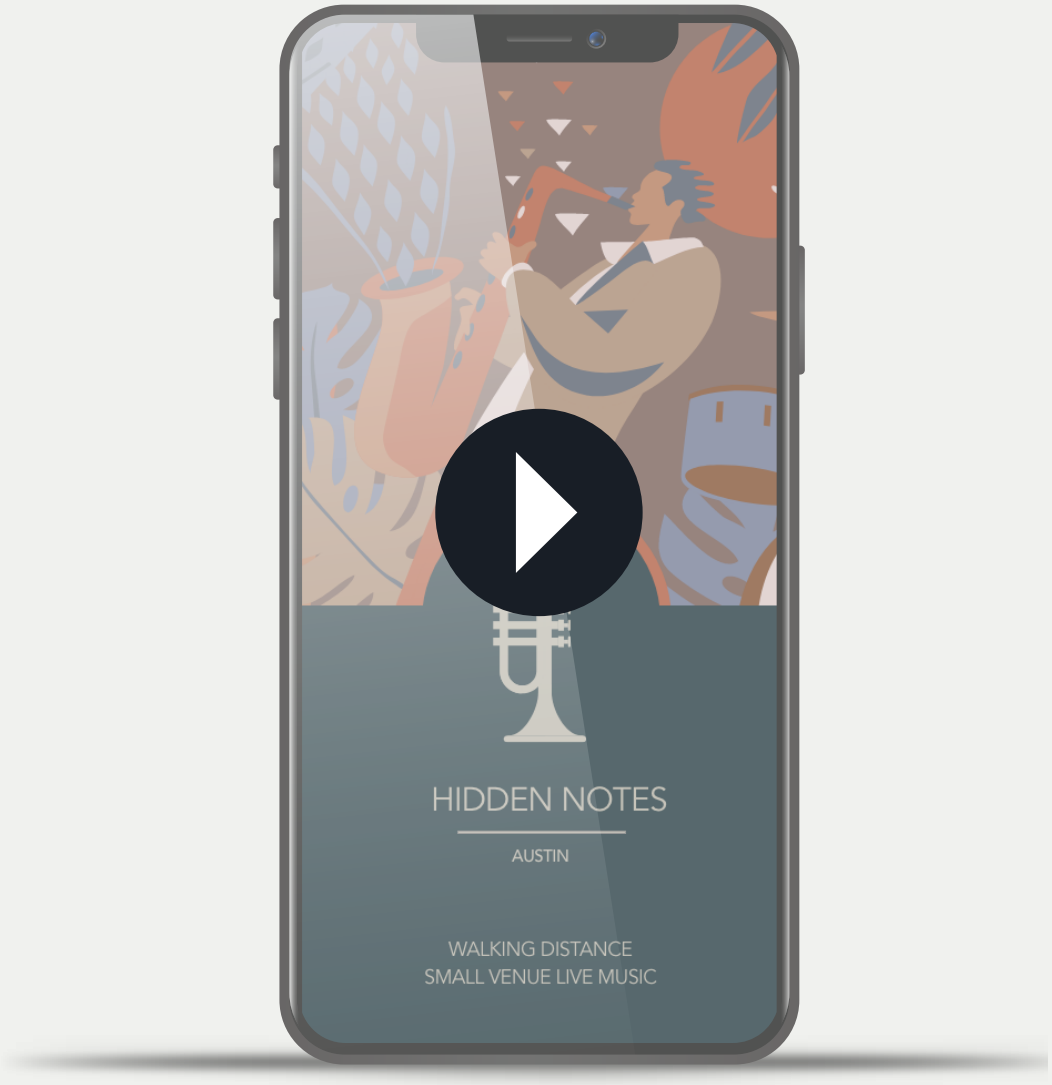
Once the Music Genre Screen was made full width, I decided to also expand all others. Phones screens are getting wider and their resolution keep growing, so just like monitors, mobile may go full-width, too.

The icon for the radius/first screen changed in the main navigation to reflect the idea of "radius." The path to the venue is on the same screen as the QR code.

Photos were taken by the author.

Testing Notes

The person who tested the prototype in the final user testing video had conducted the wireframing test before, so she was familiar with the idea of the app.


HIDDEN NOTES
AUSTIN
WALKING DISTANCE
SMALL VENUE LIVE MUSIC

For comments and questions, please email marina.petric@txstate.edu
or Professor Nolan at dnolan@txstate.edu