

# Festa - Be with the Music

A single application to find and be notified of all upcoming EDM concerts and music festivals in North America.

Spec Status: **Draft** / Mentor Review / Team Review / Complete

Team Name: Team 1

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## Summary

*Festa is an application for Electronic Dance Music (EDM) concert and music festival goers to easily find upcoming concerts and music festivals in North America.*

## Problem Background

*With music festivals and concerts on the rise worldwide as the world starts recovering from the Covid-19 pandemic. People between the ages of 19 and 53 are increasingly attending these types of events, specifically electronic dance music (EDM). These users often find these types of events through artists social media accounts according to 83% of 25 respondents to an online survey we conducted. The findings are in-line with in-person interviews we conducted as well. In an example our users provide us. The user would find out about events through either Facebook groups or reddit and then go to either Ticketmaster or the artists or promoters website for more information on the event or purchase tickets. This is key as it provides us an opportunity to be our customers go to source for all up to date concert and music festivals.*

As venues start reopening fully with fewer restrictions and artists doing more tours, starting to develop such a website now would be great timing. We know the way users are currently finding their music festivals and concerts. Currently users are searching websites, blogs, social media, artist announcements, venue schedules, and word of mouth. These are all great resources but can be time-consuming and can be confusing when users have to align schedules with larger groups of people, or even their travel plans if applicable. With over

decades of no changes in how friends, family, and even music-goers go about finding music festivals, concerts, the time has come to bring the festivals and concerts to them.

## Goals

For **EDM fans in North America** who are looking for **EDM festivals and concerts**, **Festa** is an **entertainment aggregator** that **allows them to find events to attend**. Unlike a **Google search**, our product **recommends events for you to attend, based on my musical taste**.

## User Stories

1. *As a general user, I want to be able to find either a concert or music festivals where my favorite artist is performing, So that I can spend more time planning and budgeting to purchase tickets*
  - **Given:** You are the user on the landing screen. When you select a specific artist you can tap on "Follow".
  - **When:** When I follow an artist by pressing the "check" icon
  - **Then:** I am able to see all the available concerts or music festivals that I can attend
2. *As a user, I want to be able to receive important notifications on upcoming EDM concerts and festivals featuring the artists I have liked so that I can purchase tickets early.*
  - **Given:** I am following an artist and they get added to the artist lineup for an event, I will be notified in the application
  - **When:** When I press "Follow" on an artist
  - **Then:** I will be able to view the event the artist(s) are performing in and decide if I want to attend
3. *As a user, I want to easily add the concerts and festivals I plan on attending to my calendar app, So that I can plan my travel arrangements for the concerts or music festivals I will be attending in North America*
  - **Given:** I have chosen the events I will be "Attending" under the attending tab and want to add the event name, date, location, and time to my external calendar
  - **When:** When I press the "Share" icon in the "Attending" section of my profile

- **Then:** I can add the event to my personal calendar application (iCal, Google Cal, etc.)
- 4. As a user, I want to be able to favorite the events I am most interested in attending so that I can easily decide what events to attend. So that I can reference the events I am most interested in attending on a later date or assist me in planning out my travel schedule.
  - **Given:** I am the user of the app and have found a concert or festival I want to attend
  - **When:** I go to the concert or music festival screen
  - **Then:** I can view the option to “Heart” a specific event to have easy access on my profile
- 5. As an Admin, I want to be able to easily add events manually, so that I can add additional events that I find or users request
  - **Given:** I am the admin of the application and are looking to add an event
  - **When:** I select the “Sproket” icon in the top right corner of the screen and login with my admin credentials
  - **Then:** I select “Add Event” and enter “Event Name, Headline Artists, Date and Time, Location, and Event High Resolution image”.

## Proposed Solution

### Problem Statement:

Electronic Dance Music (EDM) concert and music festival goers need a single destination to find all upcoming concerts and music festivals in North America, because 79% of users surveyed stated they find their concerts or music festivals through social media and are not able to quickly find event sometimes taking multiple hours to research.

*Our proposed solution is creating a website called “Festa” that will allow users to find all EDM concerts and music festivals in North America that will also work on a users mobile web browser like a dedicated app. The website will provide notifications for a users favorite artist they have pre-set in their Festa account to get personalized recommendations on upcoming EDM concerts and music festivals while allowing the user to add the events to their personal calendar application or to the calendar in their Festa account.*

## Personas

### Persona 1: Gen Z Music Enthusiast (Melinda)

**Bio:** Melinda is a 20-year-old college student who enjoys attending music festivals when she has the time and budget. She often hears about events going on from her friends but mainly from social media such as Facebook or Instagram. Due to her very specific music taste, Melinda finds it hard to access events around her location that she can easily attend and navigate without adding stressors to her already busy student schedule. .

### Persona 2: Millennial Concert Goer (Joseph)

**Bio:** Joseph is an active 37-year-old fan who enjoys connecting with others through music. He has always been part of the music community and seeks to attend more events. With the start of his new job, he finds it hard to keep up this hobby as he has less time to stay updated with upcoming events. Even when he finds concerts near his location, Joseph struggles to organize all the events he plans to attend and sometimes will be disappointed to find a concert has already sold out.

## Measuring Success

### Co.Lab Success Metrics

*Festa will have a functional login page requiring the username and password or to create an account and have the ability to search up to 25 events with dates and times. The user will then have the option to export to their own personal calendar and mark as “Favorite” inside of the application to their Festa account.*

### Product Success Metrics

*Consider metrics you’d want to measure to consider the product a success. How would we know if we’ve solved the problem? What are the things we’d want to measure?*

1. *The number daily active users*
2. *We will want a 5% increase in daily active users month over month*
3. *How many events they are favoriting*
4. *How many events users are adding to their calendars*
5. *How frequently a user visits Festa*

## Milestones & Timeline

*What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?*

Timeline	Milestone
Week 1	<b>Design</b> Verify problem space Create initial research plan including competitive research  <b>Dev</b> Verify technical feasibility in 8-week timeline of problem space Identify technical constraints
Week 2	<b>Design</b> Report research data findings to product manager including competitive analysis Complete scrum analysis Create Lo-fi mockups based on user stories 1 and 2 <b>Dev</b> Complete technical one page initial analysis based on findings and product features proposed Identify high level development tasks and apply scope Build database for user data cloud storage
Week 3	<b>Design</b> Create High fidelity mockups based on user stories 1 and 2  <b>Dev</b> Start development of user stories 1 and 2 Develop landing page
Week 4	<b>Design</b> Finish high fidelity designs mockups for user stories 1 and 2 Initial high fidelity design mockups for user stories 3 and 4  <b>Dev</b> Complete development for user stories 1 and 2

	Verify working prototype for user stories 1 and 2
Week 5	<p><b>Design</b>  Live user testing product demo  Adjust designs based on user feedback for user stories 1 and 2  Finalize high fidelity design mockups for user stories 3 and 4</p> <p><b>Dev</b>  Implement feedback changes advised by users in product demo  Start user stories 3 and 4 development  Resolve P0 reported bugs</p>
Week 6	<p><b>Design</b>  Initial high fidelity design mockups for user story 5  Continue to gather product feedback via user demo on user stories 3 and 4</p> <p><b>Dev</b>  Implement user feedback changes advised by users in product demo for user stories 3 and 4  Resolve P1 and P3 reported bugs  Start development of user story 5</p>
Week 7	<p><b>Design</b>  Finalize high fidelity design mockups for user story 5  Start presentation creation with product manager</p> <p><b>Dev</b>  Complete development of user story 5  Resolve outstanding bugs found in development and user feedback  Finalize full product development for product release</p>
Week 8	<p><b>Design</b>  Gather and finalize user feedback for final changes  Finalize presentation with PM</p> <p><b>Dev</b>  Product release  Track and resolve outstanding bugs</p>

## Open Questions / Future Features / Appendix

1. Conducted competitive feature research and found no outstanding services or applications including travel recommendations or arrangements. Additionally, competitors did not list attractions in the stated location of the event, or food and beverage options. Festa can include monetization for travel bookings (Flights, Rental Cars, Hotels, AirBnB, etc.) based on the location the concert or music festival is located when favoriting a concert or music festival.
2. Ticketmaster currently has a monopoly for selling authentic tickets first party (original ticket seller). This allows Ticketmaster to charge extraordinary service fees, in some cases the service fee is the same as the original ticket price. Festa can work with venues, promoters, artists, and third parties to sell tickets through the service. This will allow Festa to become a users single application/service instead of having to visit multiple different websites for travel, food and beverage, concert and music festival planning, and purchasing tickets.

## Research Data

### Competitive Analysis

- [Competitive Analysis Including SWAT Analysis Figma Link](#)
- [Competitive Analysis Document](#)

### User Survey Research

- [Research Plan](#)
- [Survey Data Analysis](#)
- [Survey Questions](#)
- [Persona Building](#)
- [User Testing Protocol](#)

- [Usability Testing Script](#)
- [User Interview Script](#)
- [Flows, IA & Personas](#)