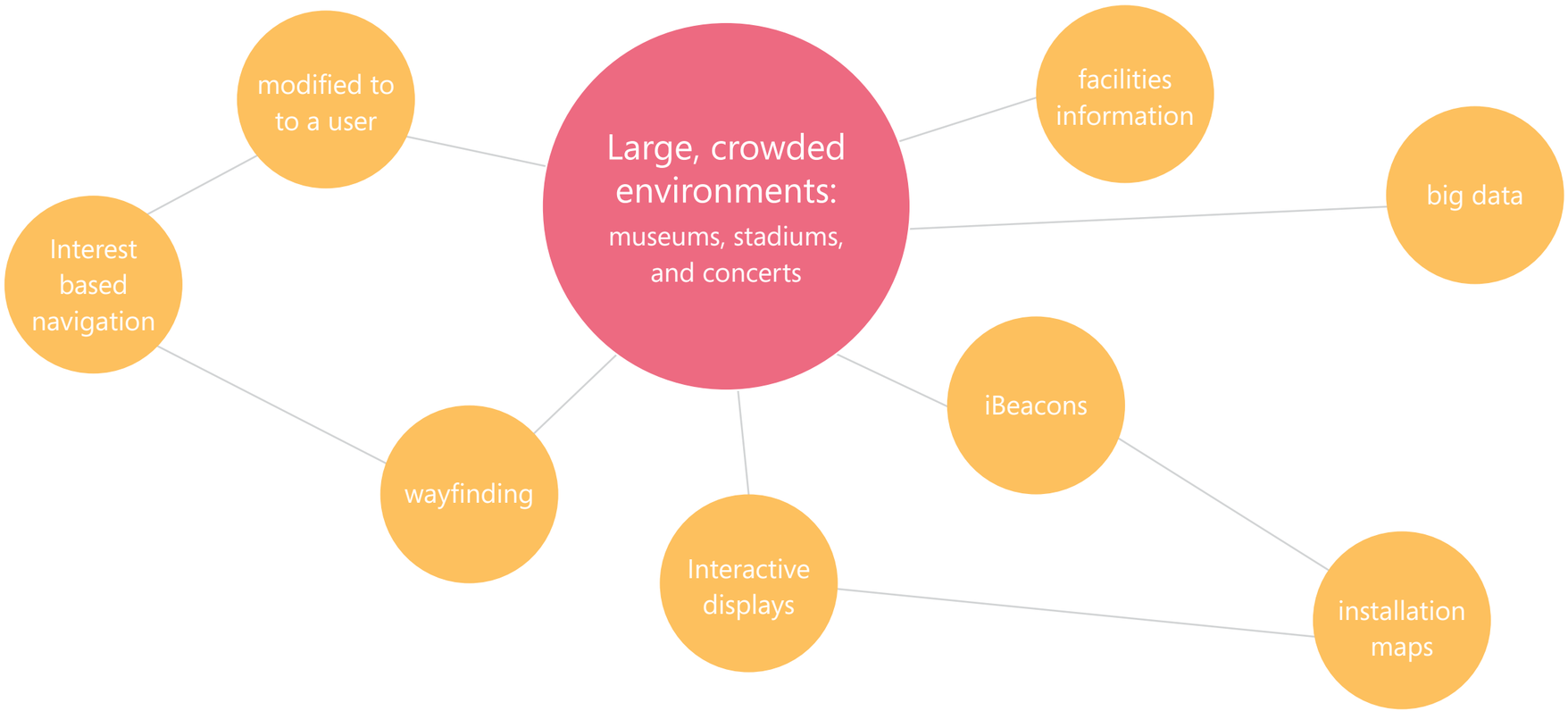
# DEVELOPMENT

02 Research
06 User & Buyer
11 Experience Design

# RESEARCH

Concept Research
Trend Analysis
User Analysis

# Our primary concept research was based on the setting of our project: large and crowded environments.



# Common features for conference apps include personalized schedules, maps, and location-based features.

| FEATURE | CROWDCOMPASS | ALOOMPA | GUIDEBOOK |
|---|---|---|---|
| Socialization | Personalized social feed, LinkedIn connections, shared contact information, SocialWall | Social & News screens keeping attendees in touch, friend finder, personalized greetings | Social media intergration, networking for attendees |
| Location-based features | Smart notifications based on location | Location sharing, finding food and retail, weather forecasts | No location-specific features |
| Schedules | General schedule of events, personalized schedules | Schedule of events | General schedule of events, personalized schedules, speaker profiles |
| Maps | Interactive maps | Maps | Interactive floor plan |
| Gamification | Photo scavenger hunt | None listed | Gamification options |
| Back end services | Interactive polling, survey feedback | None listed | None listed |

# Users want maps, navigation, and personalized schedules to help them during busy conferences.

## DEMOGRAPHICS

Female:
Male:

20-40:
40+:

iOS:
Android:

## CONFERENCE

How large was the conference?

Small:
Medium:
Large:

Were there scheduled events or all-day booths?

Scheduled:
Mix:

Was there a mobile app?

Yes:
No:

Did you use it?

Yes:
No:

Main reason for not using app:

Lack of functionality during conference

## INTERACTION

Is networking a priority?

Yes:
No:

Do you make personalized schedules?

Yes:
Loosely:
No:

Did you ever regret missing events you didn't know about beforehand?

Yes:
No:

Did long lines stop you from doing things?

Yes:
No:

## CONCLUSIONS

Most important features include:

Personalized schedule

Recommendations

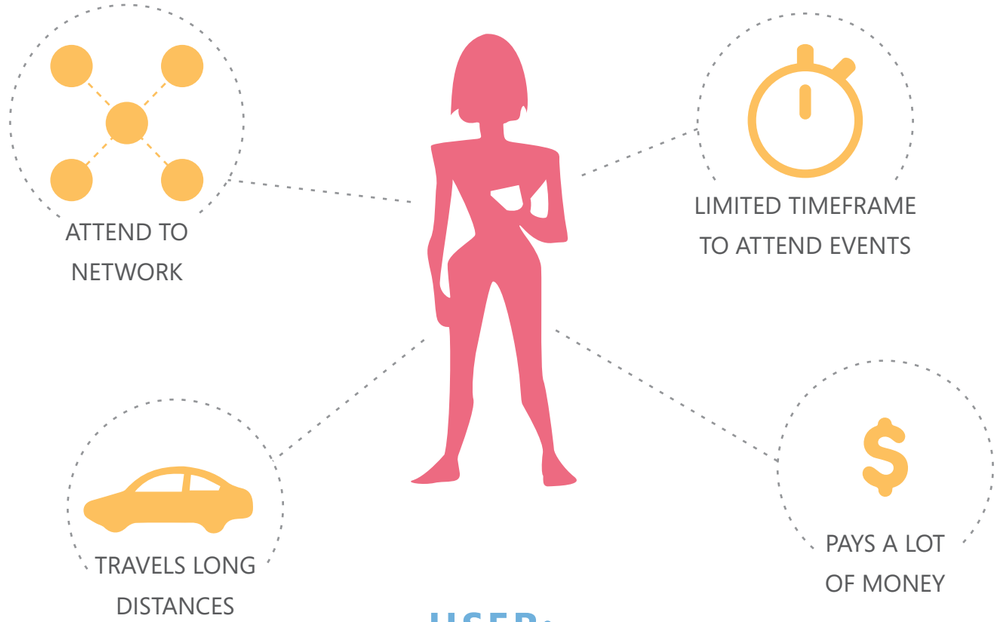
Secure ways to encourage socialization

# USER & BUYER

User vs Buyer
User Persona
Case Study
Journey Map

# Our buyer is the conference holder, but the actual user of our product is the conference attendee.

**BUYER:**
CONFERENCE HOLDER




**USER:**
CONFERENCE ATTENDEE

# THE ATTENDEE

Hector Berlioz

35

RIT alumnus, graduated 2002

Business consultant

Charlotte, NC

Attending with girlfriend, no children

This is Hector's first time coming to Imagine RIT since his graduation thirteen years ago. His favorite professor is mentoring a project that he's interested in seeing, and he'd like to look around at the other projects as well. He's interested in music and technology both, although he doesn't understand much higher-level mathematics or science. He's interested in the Brick City Singers, and used to be in the swing dance club.

Hector likes to plan out a schedule when he goes to professional conferences, and even festivals. He likes knowing where events will be and how long it takes to get there; his parents always taught him that being early was being on time and that being on time was being late. He doesn't like unfamiliar places, because he doesn't know where things are and runs the risk of being late all the time.

## GOALS

Find a specific project
Attend scheduled music performances
Build a schedule catered to his interests

## MOTIVATIONS

Catching up with his alma mater
Enjoying a day at a festival

## FRUSTRATIONS

Coming back and finding campus has changed in the past thirteen years
Not knowing which events to go to

# THE CONFERENCE

Imagine RIT

400+ Exhibits

2800+ Exhibitors

35,000+ Attendees

Saturday, May 2, 2015

**WHY IMAGINE RIT?**

Imagine RIT is an on-campus festival held each spring that is being organized while this project is being made.

There are booths all over campus for users with a variety of interests.

Attendees can try a real prototype and give real-time feedback on the project in person.

**OUR PROPOSED SCOPE:**

We hope to cover the three buildings that comprise our colleges:

College of Imaging Arts and Sciences
Golisano College of CIS

We estimate that we need 30 iBeacons to achieve this scope.

Hector is planning on attending ImagineRIT this spring. He will be traveling a long way to attend the festival. He wants to make sure that he makes it to all of the events he is interested in. The big factors that Hector hopes to avoid are time constraints, getting lost, and wasting his time.

## RESEARCH & PLANNING

## FESTIVAL ARRIVAL

## EXPLORATION

## DEPARTURE

**Searches online for list of events at ImagineRIT**

Seeing Professor Hambleton's presentation is a must
Are the Brick City Singers and Swing Dance Club performing?
Let's see what else there is to offer

*Excited and Eager*

**Writes down names of a few exhibits**

A lot more exhibits than remember
Wish there was a way to sift through
I will just choose one or two more events to attend

*Shocked and Overwhelmed*

**Arrives in car at festival after driving several hours**

I really need to find these exhibits
Locating a map would be beneficial

*Determined*

**Spots poster for Espy**

What is this app for Espy?

*Intrigued*

**Downloaded app and goes through onboarding**

This app really wants to learn about me
I really enjoy music, technology, and maybe some design too

*Interested*

**Recieves some recommendations**

The are a ton of different exhibits I can go to after seeing the exhibit I came for
Finding exhibits tailored towards my interests was super easy

*Hopeful*

**Searches for his specific exhibits**

Now I know where to find these first couple exhibits
After these I will see some of the other exhibits I found

*Pleased*

**Wraps up visiting his last exhibit of the day**

I managed to see all the events I wanted to and several others

*Accomplished*

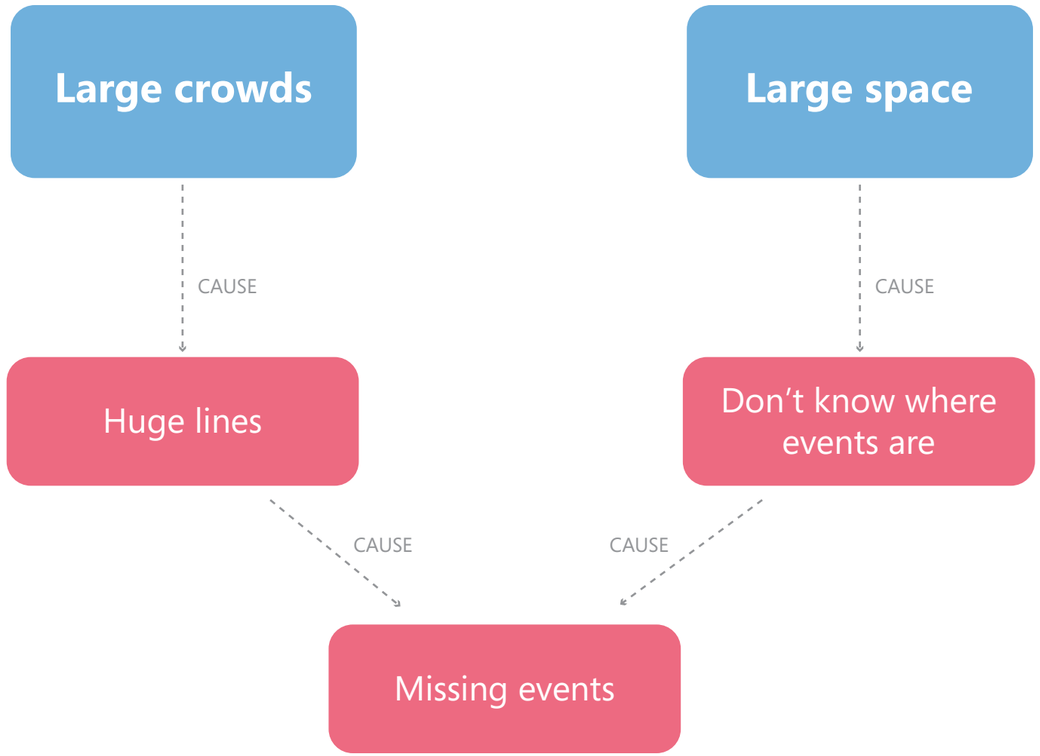
**Begins his drive home**

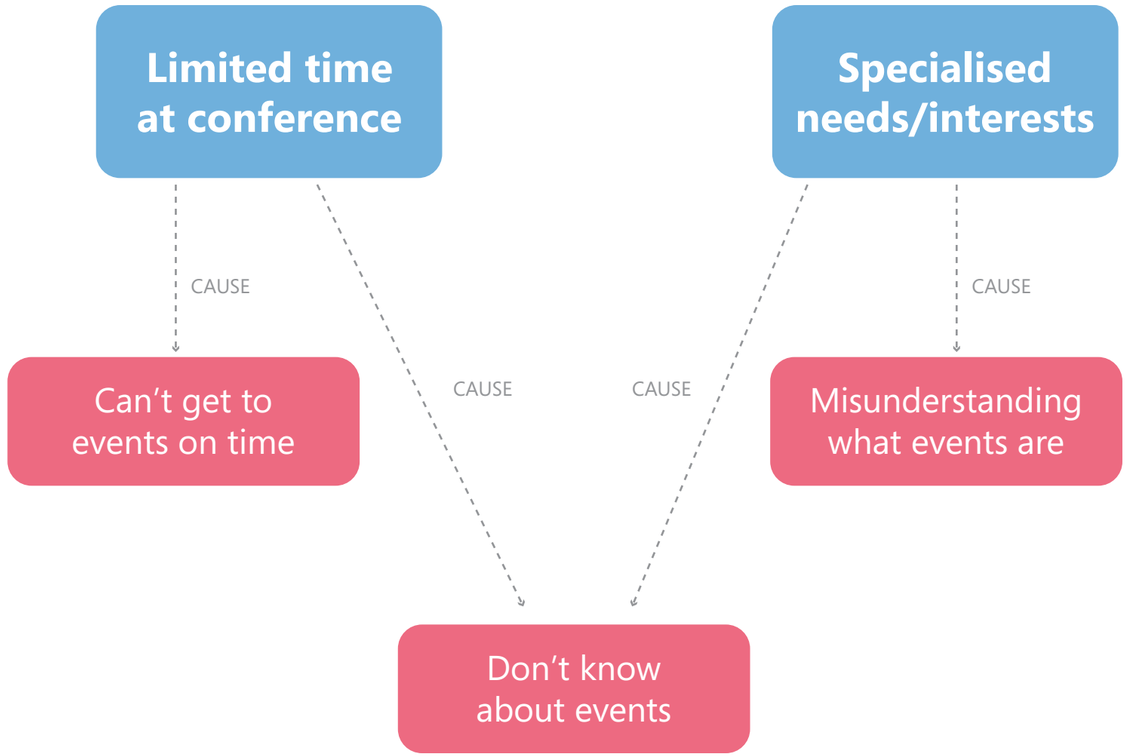
I wonder what ImagineRIT has to offer next year

*Thrilled*

# EXPERIENCE DESIGN

Problem Domain
Technology
Workflow
Conceptual Model
Mobile Information Architecture


Large crowds
Large space
CAUSE
CAUSE
Huge lines
Don’t know where events are
CAUSE
CAUSE
Missing events


Limited time at conference
Specialised needs/interests
CAUSE
CAUSE
CAUSE
CAUSE
Can’t get to events on time
Misunderstanding what events are
Don’t know about events

## TIME MANAGEMENT

Espy gives information on line lengths around the conference

Users view and make their schedules

Notifications for time-specific events starting soon

## PERSONALIZATION

Espy tracks users as they attend events and keeps track of their user paths and how long they spend at events

Based on interests, Epsy gives recommendations for events the user would like

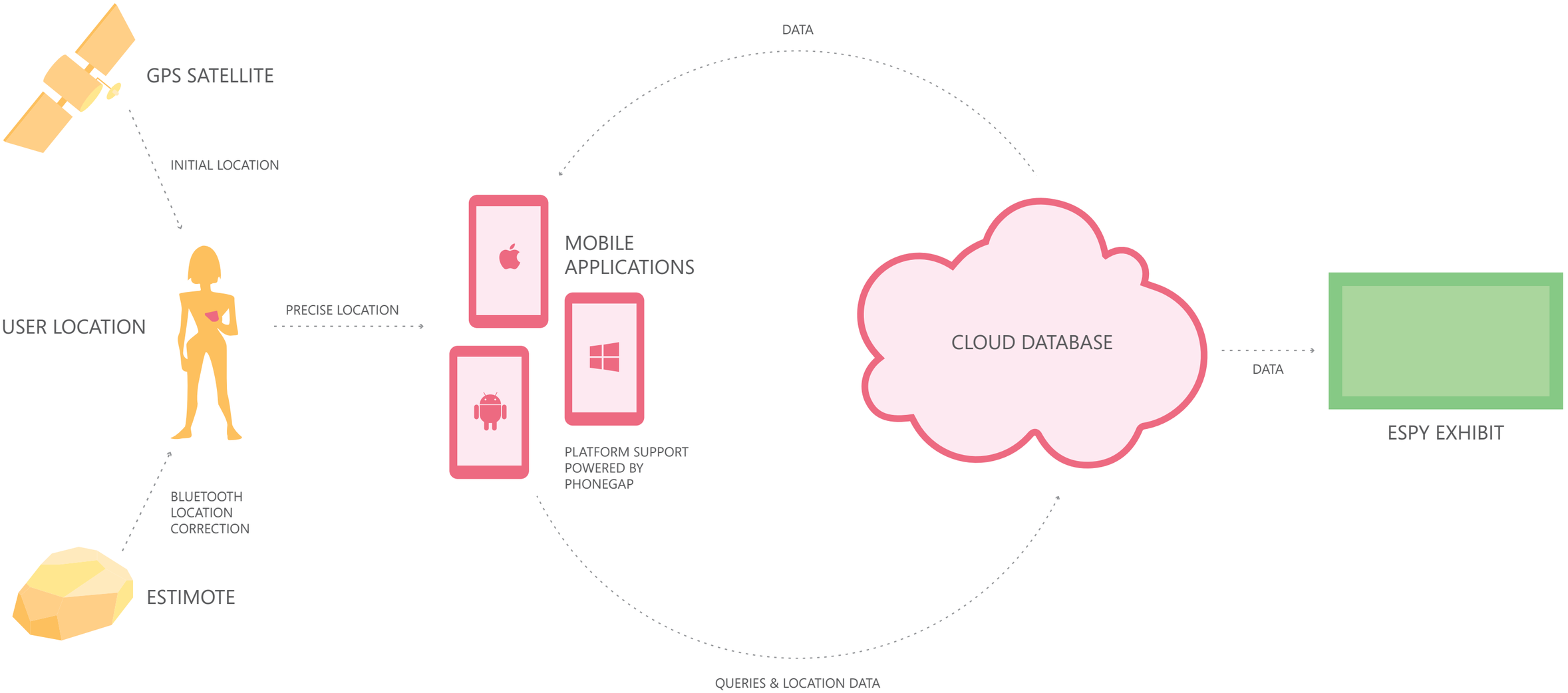
User rate events after they attend them

## LOCATION

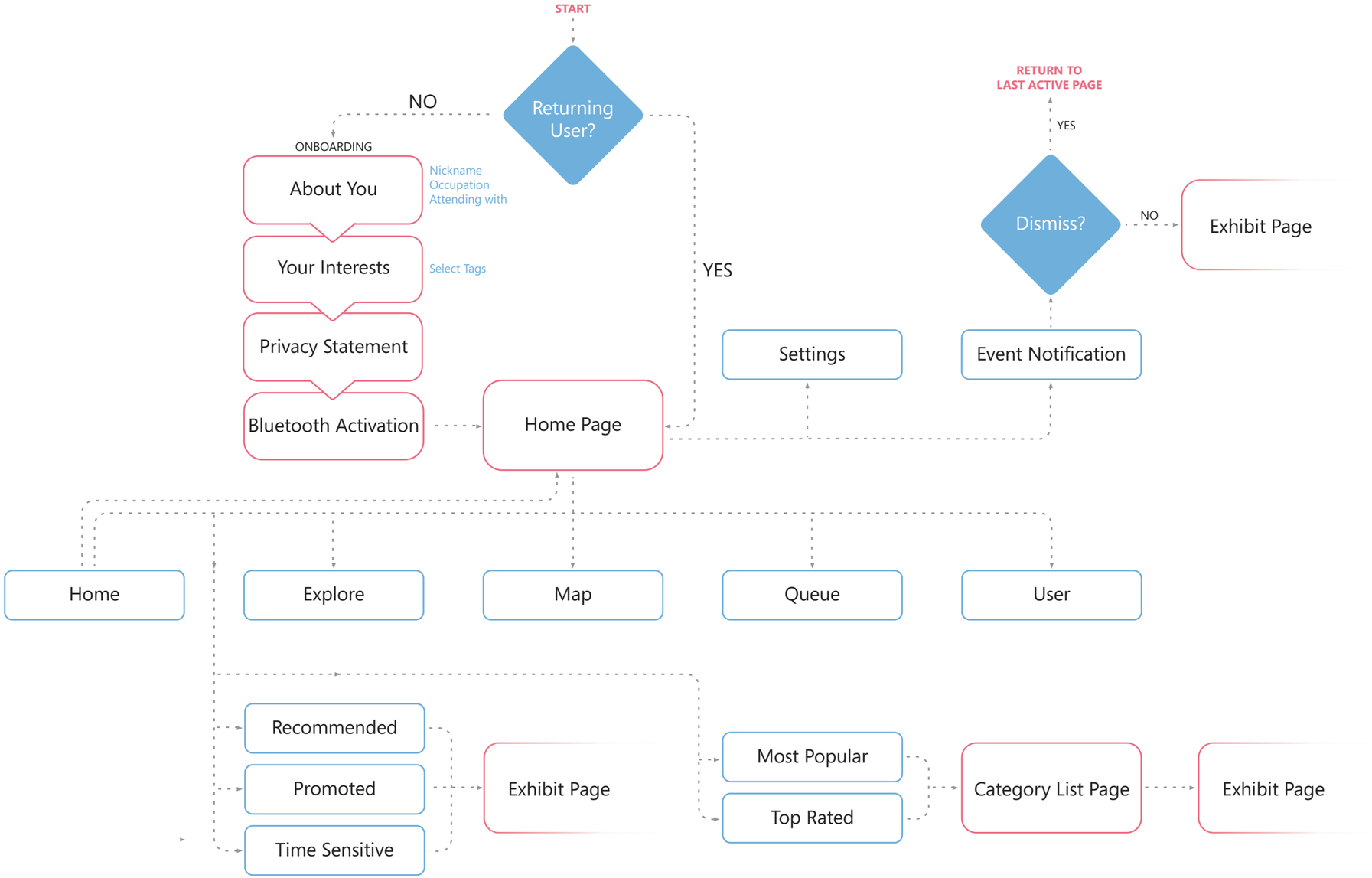
Espy tells the user where they are in relation to events aroudn them

Espy uses tracked location data to determine each user's interestsav

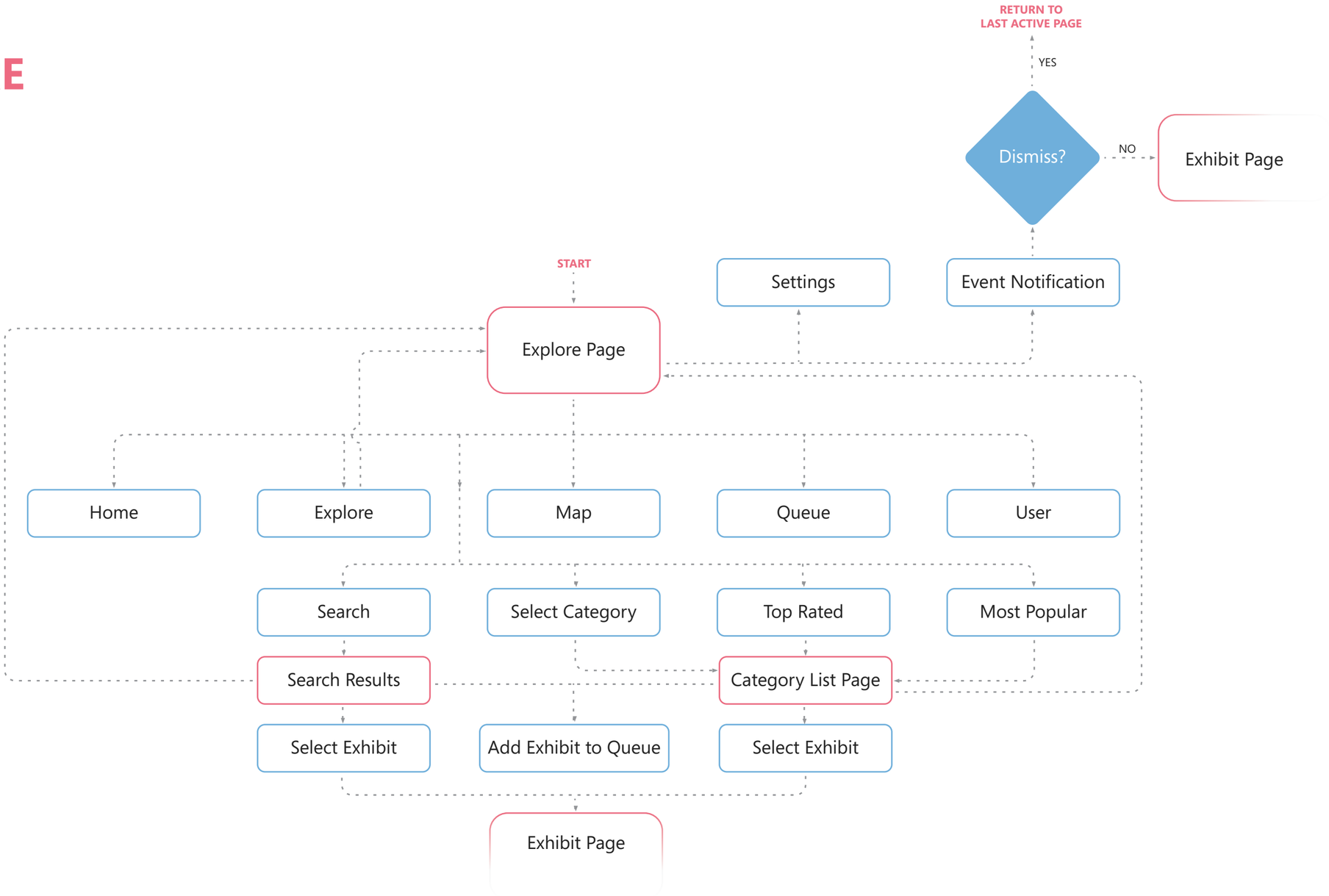
# OUR TECHNOLOGY



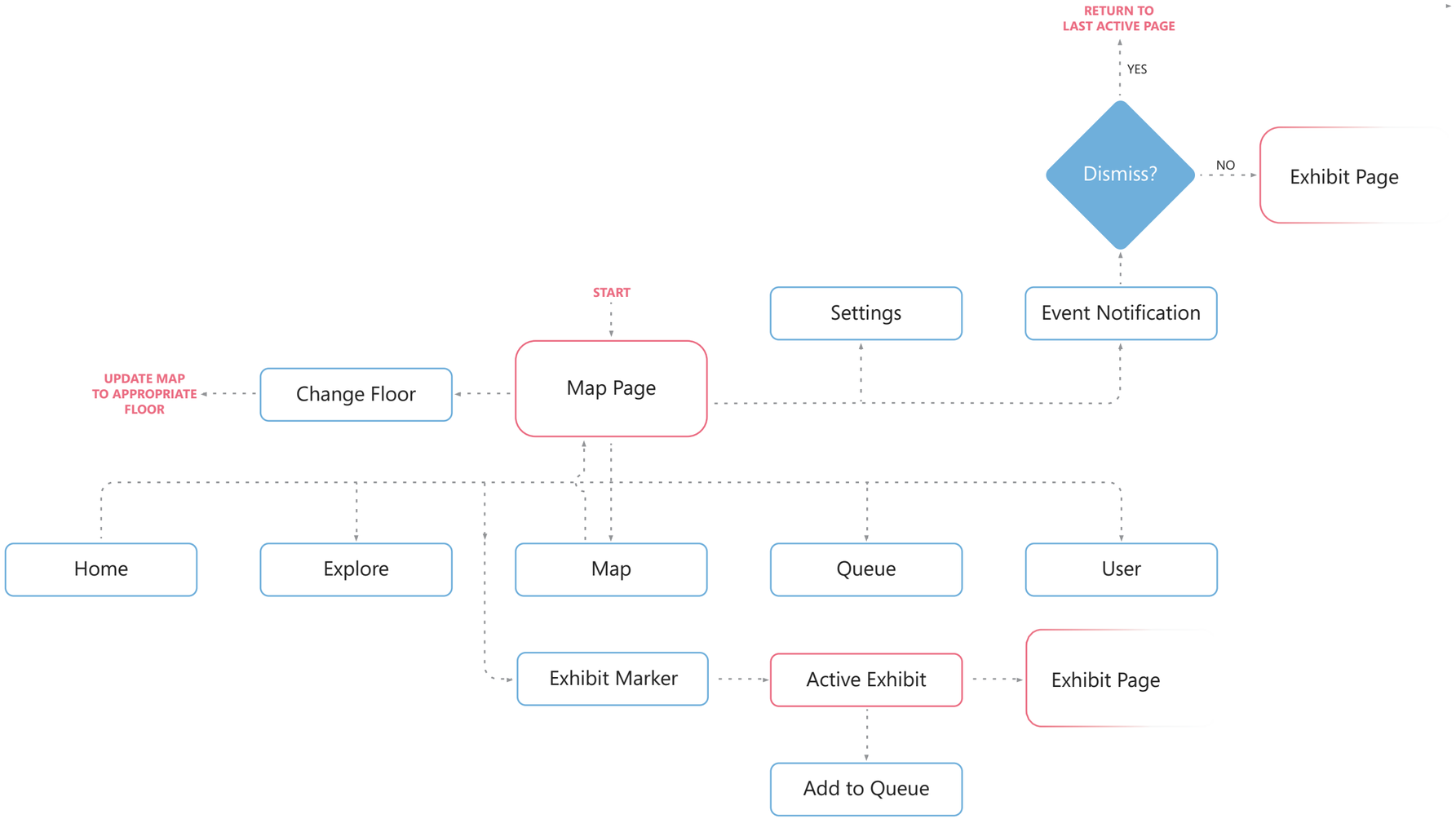
# 1 HOME


START
Returning User?
NO
YES
ONBOARDING
About You
Nickname
Occupation
Attending with
Your Interests
Select Tags
Privacy Statement
Bluetooth Activation
Home Page
RETURN TO LAST ACTIVE PAGE
YES
Dismiss?
NO
Exhibit Page
Settings
Event Notification
Home
Explore
Map
Queue
User
Recommended
Promoted
Time Sensitive
Exhibit Page
Most Popular
Top Rated
Category List Page
Exhibit Page

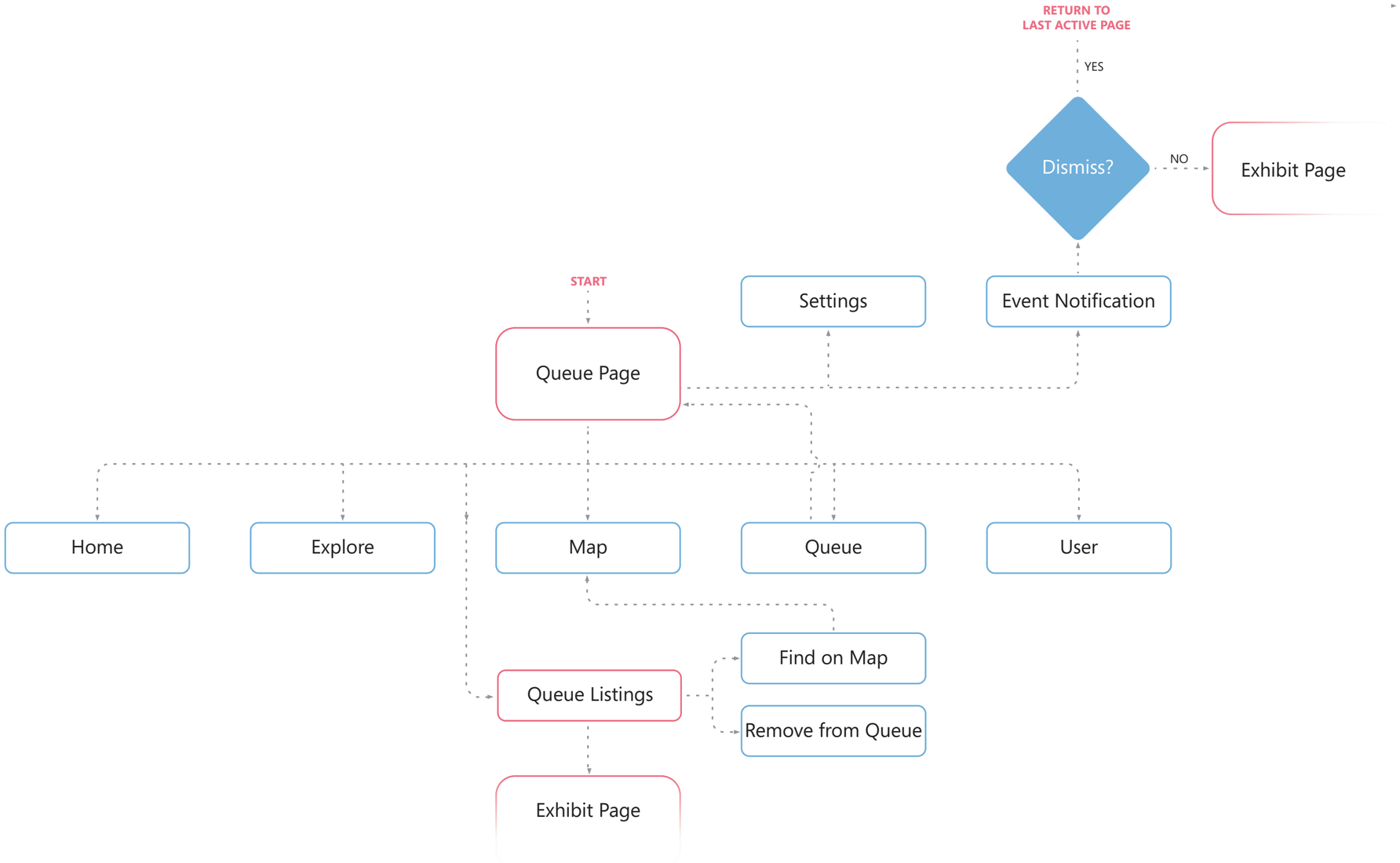
# 2 EXPLORE


RETURN TO
LAST ACTIVE PAGE
YES
Dismiss?
NO
Exhibit Page
START
Settings
Event Notification
Explore Page
Home
Explore
Map
Queue
User
Search
Select Category
Top Rated
Most Popular
Search Results
Category List Page
Select Exhibit
Add Exhibit to Queue
Select Exhibit
Exhibit Page

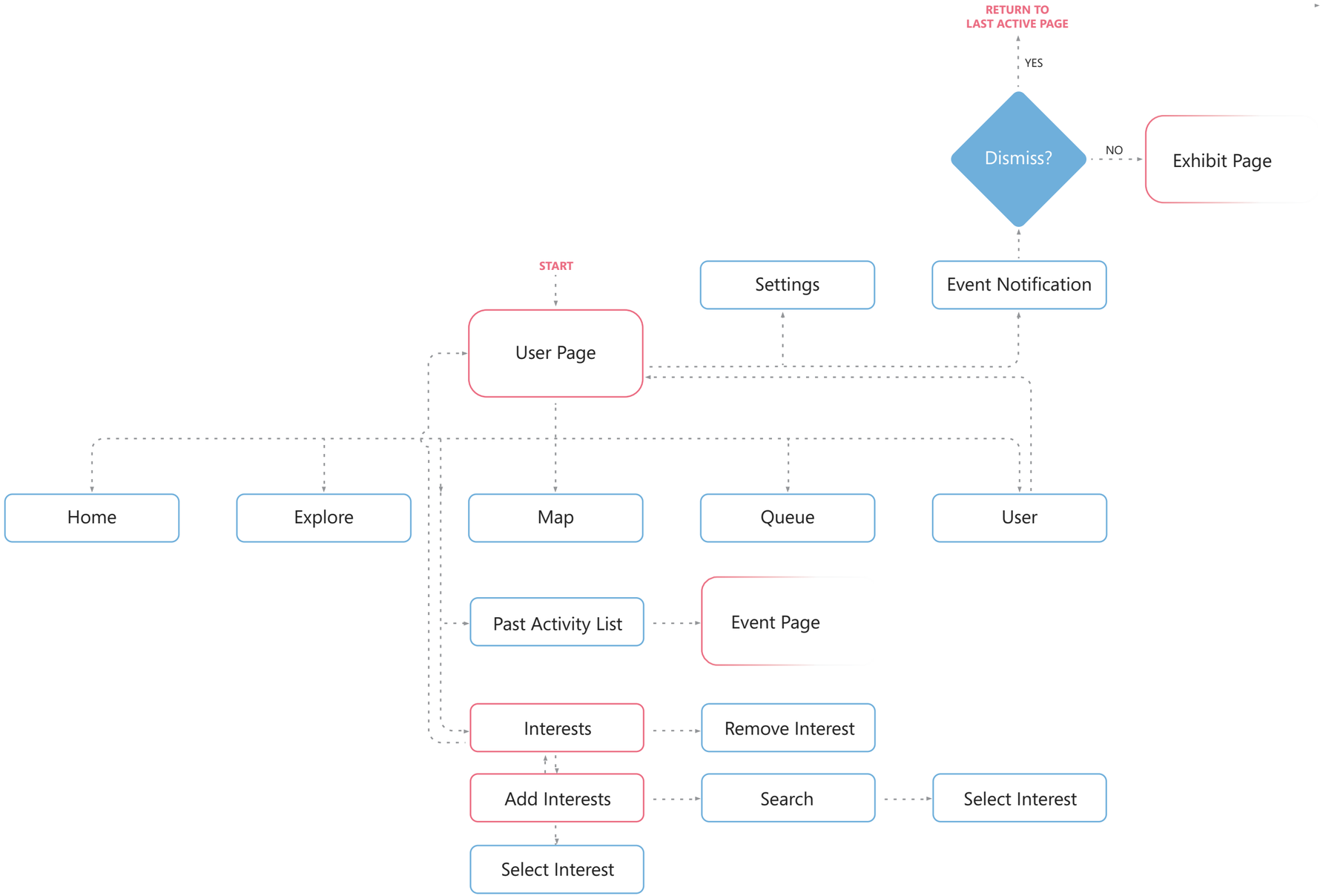
# 3 QUEUE


RETURN TO LAST ACTIVE PAGE
YES
Dismiss?
NO
Exhibit Page
START
Settings
Event Notification
UPDATE MAP TO APPROPRIATE FLOOR
Change Floor
Map Page
Home
Explore
Map
Queue
User
Exhibit Marker
Active Exhibit
Exhibit Page
Add to Queue

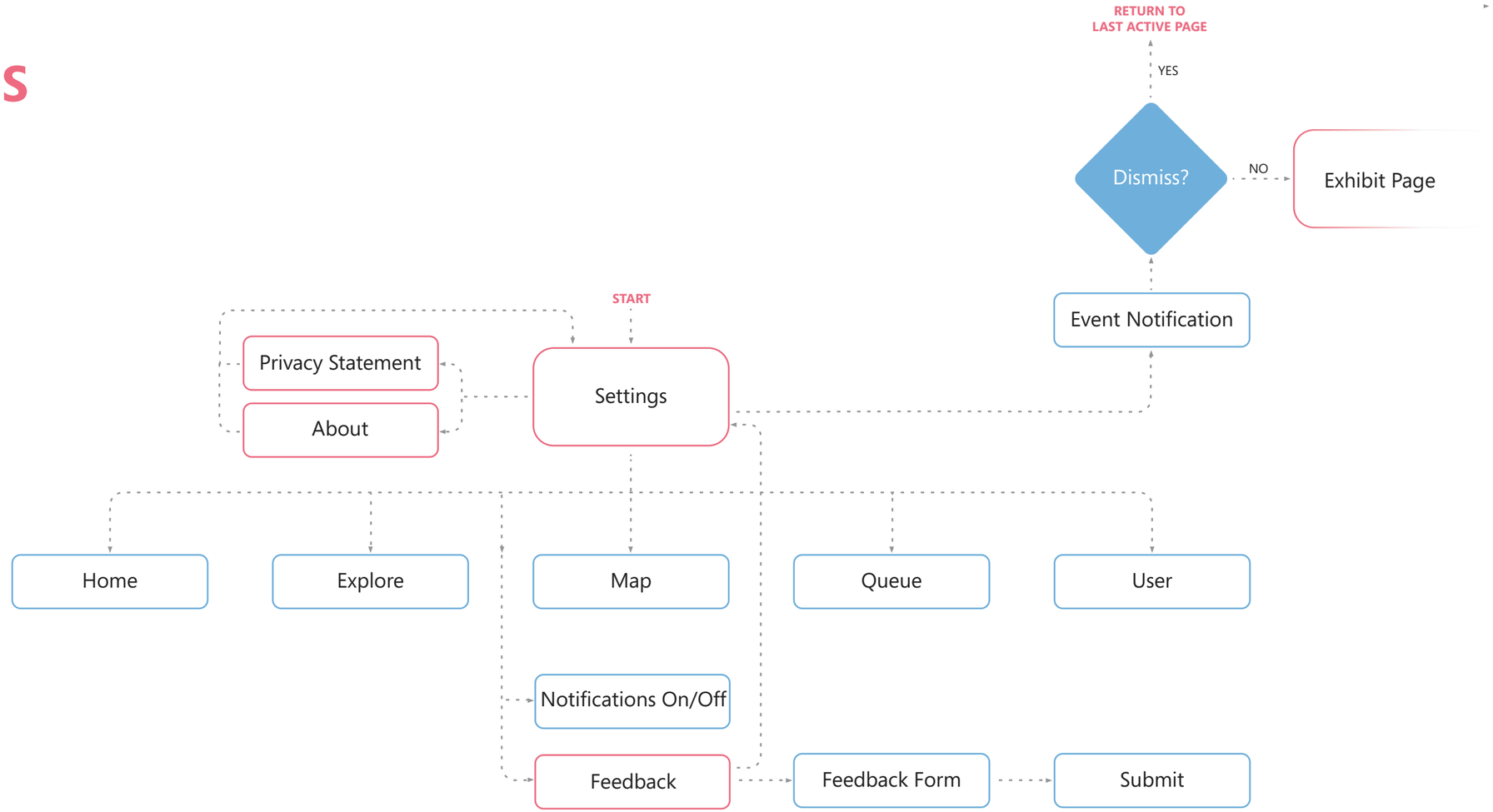
# 4 QUEUE


RETURN TO
LAST ACTIVE PAGE
YES
Dismiss?
NO
Exhibit Page
START
Settings
Event Notification
Queue Page
Home
Explore
Map
Queue
User
Find on Map
Queue Listings
Remove from Queue
Exhibit Page

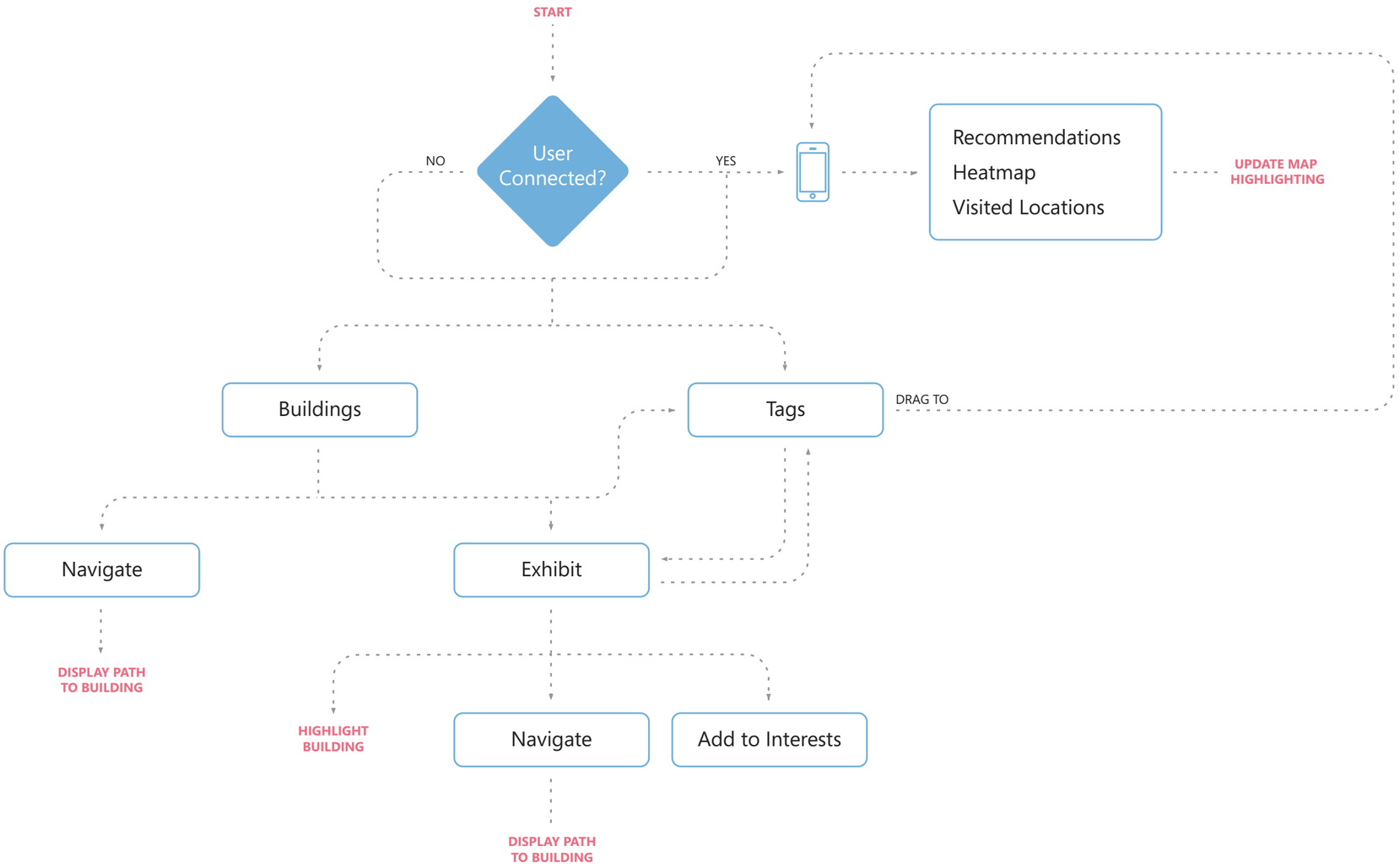
# 5 USER

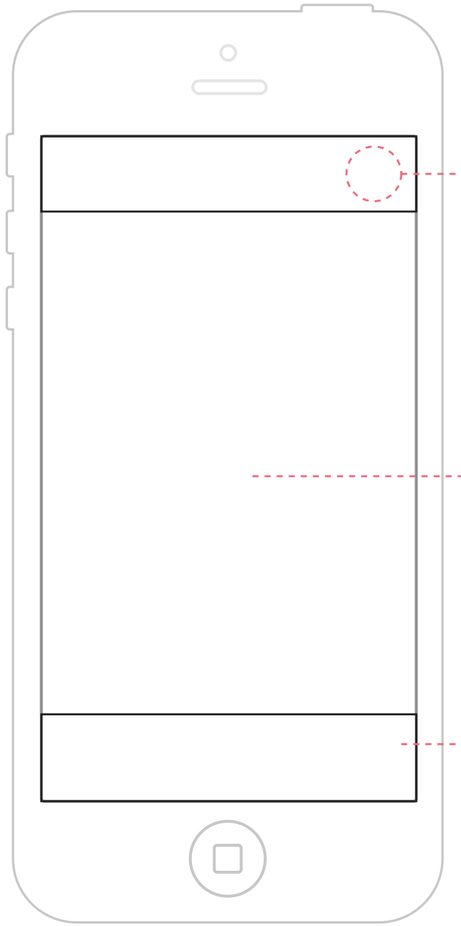

RETURN TO
LAST ACTIVE PAGE
YES
Dismiss?
NO
Exhibit Page
START
Settings
Event Notification
User Page
Home
Explore
Map
Queue
User
Past Activity List
Event Page
Interests
Remove Interest
Add Interests
Search
Select Interest
Select Interest

# 5 SETTINGS


RETURN TO
LAST ACTIVE PAGE
YES
Dismiss?
NO
Exhibit Page
START
Event Notification
Privacy Statement
About
Settings
Home
Explore
Map
Queue
User
Notifications On/Off
Feedback
Feedback Form
Submit

# EXHIBIT


START
User Connected?
NO
YES
Recommendations
Heatmap
Visited Locations
UPDATE MAP HIGHLIGHTING
Buildings
Tags
DRAG TO
Navigate
Exhibit
DISPLAY PATH TO BUILDING
HIGHLIGHT BUILDING
Navigate
Add to Interests
DISPLAY PATH TO BUILDING

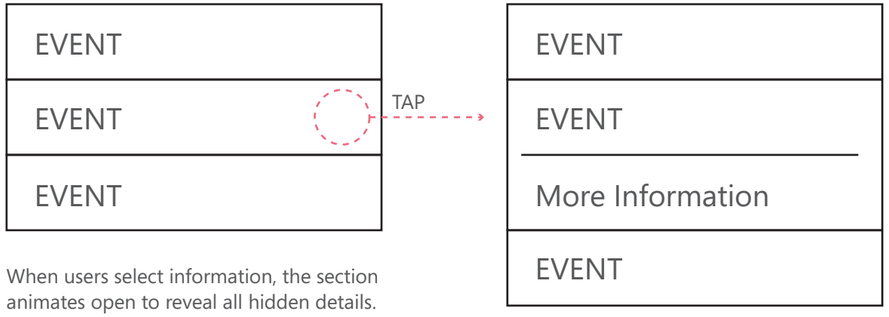


**CONEXTUAL ACTIONS**
Settings
Change View on CDP
Check in on PDP

**PAGE CONTENT**
Event Cards
Maps
Information Lists

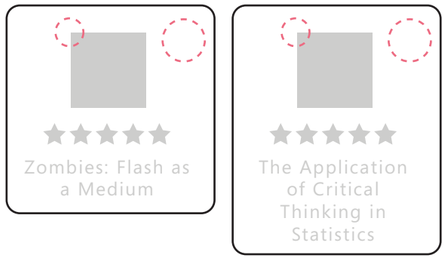
**NAVIGATION BAR**
Tab Menu, 5 pages

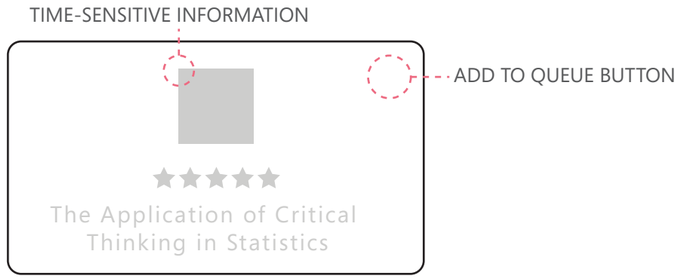
## EXPANSION MODEL




When users select information, the section animates open to reveal all hidden details.

## EVENT CARDS



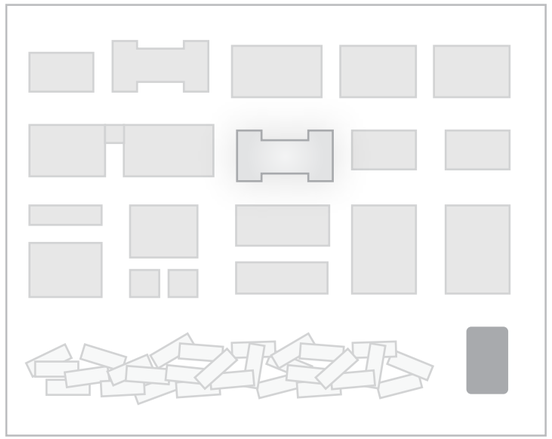

There are two sizes of event cards.

On the list pages, cards are shown in a two column list view.

On the map pages, cards are expanged to fill the bottom of the screen.

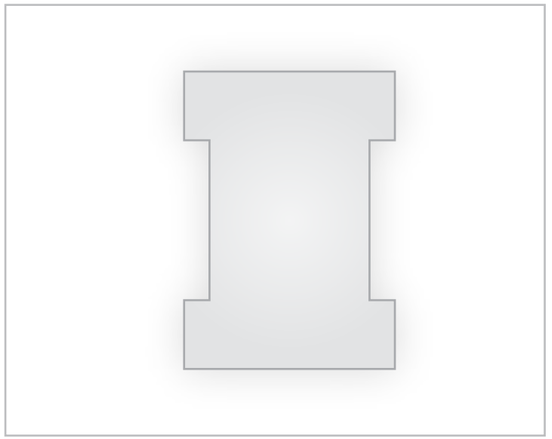
# EXHIBIT CONCEPTUAL MODEL





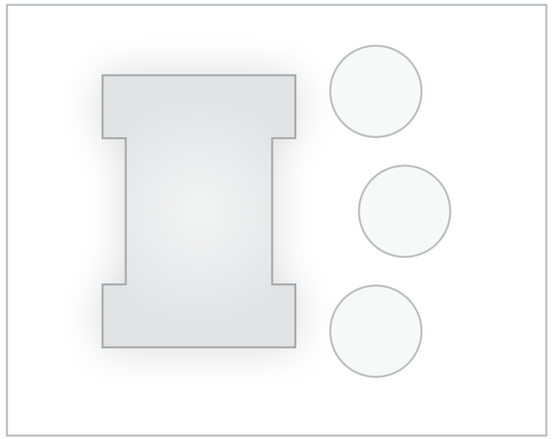
1. The default view for the map contains the buildings, tag pool and an empty phone dock.

   Your current location (building) will be highlighted by default to orient the user to the map.

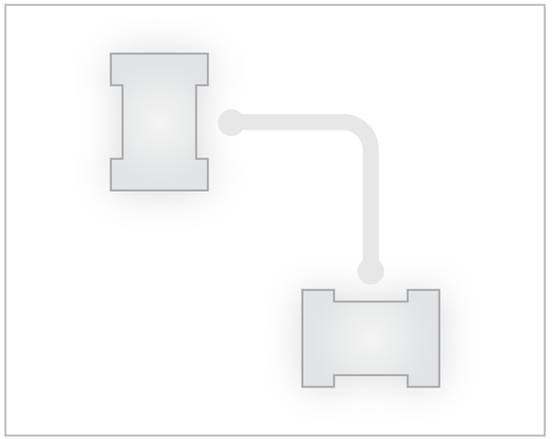


2. Highlighting buildings serves as a feedback mechanism for many interactions.

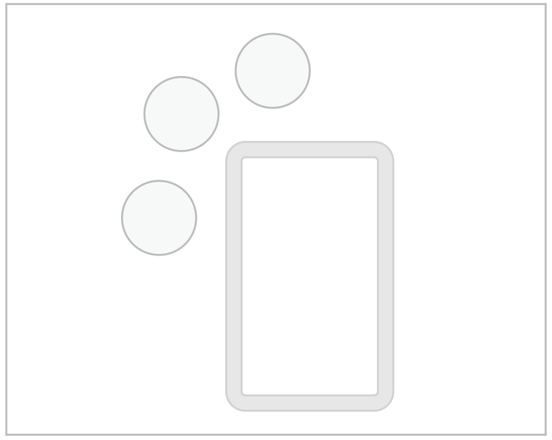
   Colors will be different based on the contextual interaction.



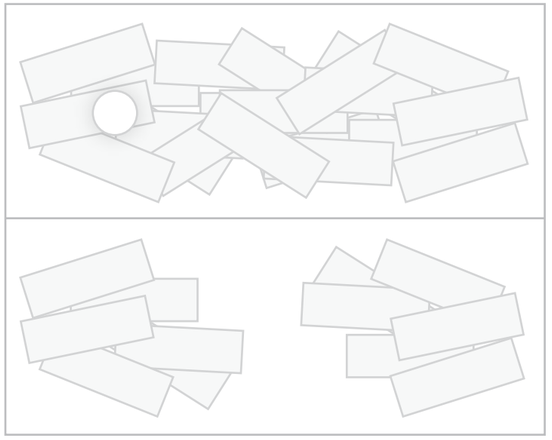
3. Interacting directly with a building will cause a menu to fly out with possible actions including navigate, tags specific to that building and exhibits specific to that building.



4. Navigating from one building to another highlights both buildings as well as a visual navigation path between them.



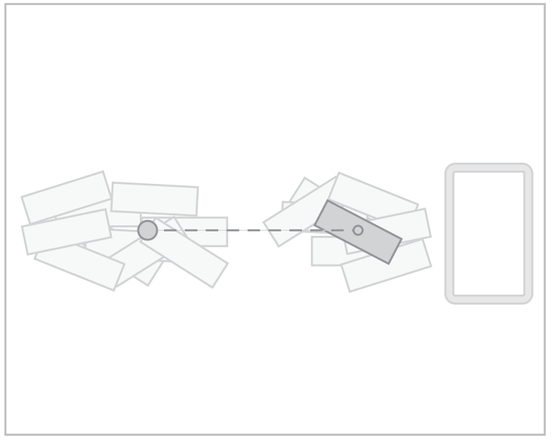
5. Placing your phone in the dock will display a flyout menu with map display options relevant to the user including recommended exhibits and locations, previously visited locations and a heatmap display that shows current traffic



6. The tag pool is full of all the categories for every exhibit at the event. When the user places their phone down the tags the user is already interested gather around their phone and the others remain in the original pile.

   Tapping a tag will bring up a category display for that tag. (7)

7. The category display reorganizes the tags into a more standard list display with a section to view the exhibits. Scrolling in both of these areas is just a simple vertical scroll.



8. Dragging tags from the general pool to your interests will add it to your interests and vice versa.

# ONBOARDING PROCESS

## ABOUT YOU

Nickname
Occupation
Attending With

Continue

## WHAT YOU LIKE

Tags for ImagineRIT
Events

Continue

## PRIVACY

A statement about what we do with private information

Continue

## BLUETOOTH

Tells people to turn on Bluetooth or else major parts of the app won't work

Continue

# APP STRUCTURE

## BOTTOM NAV

Home
Explore
Map
Queue
User

## SETTINGS

Upper right
Privacy Statement
Notifications
About Espy
Feedback

## PUSH NOTIFICATIONS

Reminders for time-specific events

## HOME

Search bar
Recommendations
Promoted Exhibits
Most Popular
Top Rated
Time Sensitive
Exhibits

tap an event

## EXPLORE

tap a category

Search Bar
Top Rated
Categories

## CDP

tap an event

Title
Tages
Rating
Image
Queue button
Time info if time sensitive

## PDP

Image
Title of exhibit
Contributor names
Rating
Description
Rate button
Queue button
Find on map
Distance
Location
Time
Age range

## RATING

Modal window
Five star rating system

adds event to the queue

## MAP

Map of current floor
Options to change floors
Icons representing different exhibits

tap an icon

## EXHIBIT

Event title

## QUEUE

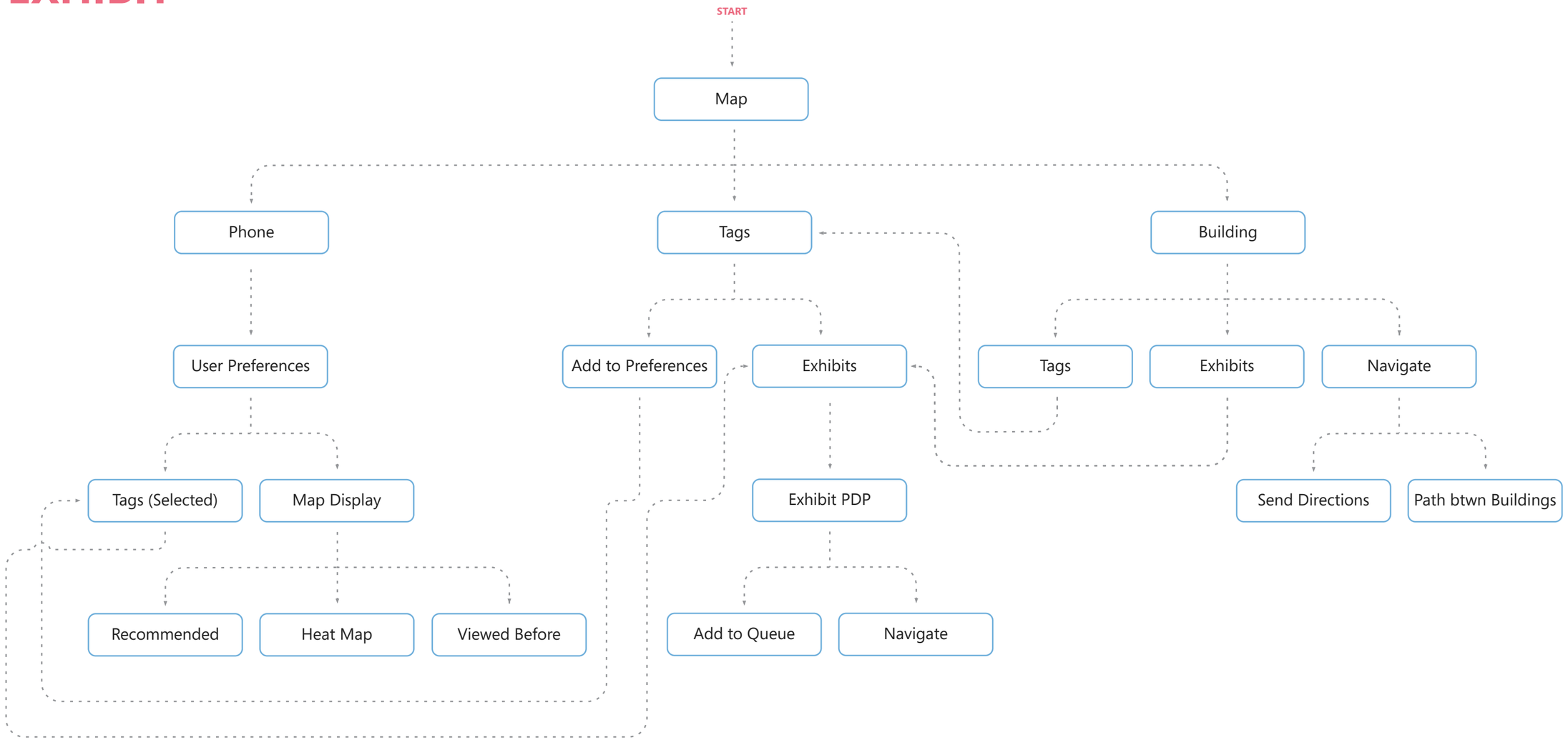
tap an event

Title
Tages
Rating
Image
Navigate button
Time info if time sensitive
Icon if associated with an estimote
Sorted in add order

## USER

Past Activity
Nickname
Change Interests

# 1 EXHIBIT


START
Map
Phone
Tags
Building
User Preferences
Add to Preferences
Exhibits
Tags
Exhibits
Navigate
Tags (Selected)
Map Display
Exhibit PDP
Send Directions
Path btwn Buildings
Recommended
Heat Map
Viewed Before
Add to Queue
Navigate