

**BATTLE OF THE
BANDS**

2021

App

STEP 1: RESEARCH / EMPATHIZE

First, I went over the project brief, including the user interviews, in order to define the problem. The following is a representative sample of attendees and participants from those interviews:



Band Member

"I wish we were evaluated on more than just everyone's overall ranking. Also, we had to play first, which doesn't seem fair because people turned in their paper ballots to vote on us before comparing us to the other bands. Feels like we got the short end of the stick."



Event Volunteer

"We have to do something different with voting next year. It isn't working. Counting 900 ballots while everyone is waiting on the results is too hard. If we use paper again next year, I'm not volunteering. I really want to, though! It is my favorite event!"



Attendee

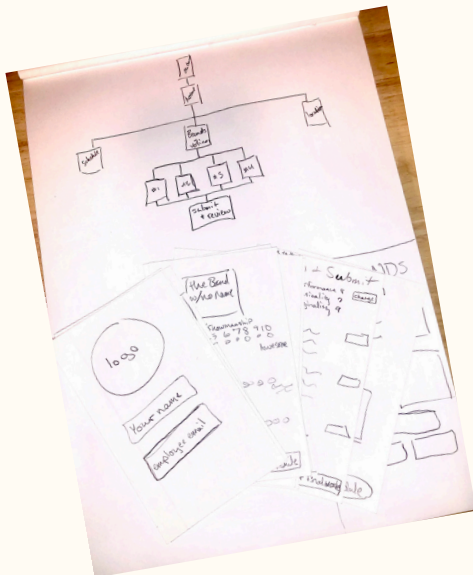
"I absolutely love this event. It was a little hard to vote though... we had to submit our ballots after each band played, but I wish I could have referenced the score for the first band because by the time the last one played, I had totally forgotten."

STEP 2: ANALYZE / DEFINE

I discovered I had three goals:

- 1) Create an app for the one day Battle of the Bands event that makes the entire voting process digital.
- 2) Create a voting system with multiple categories.
- 3) Give the user the ability to review and change their vote before submitting the final numbers.

STEP 3: DESIGN

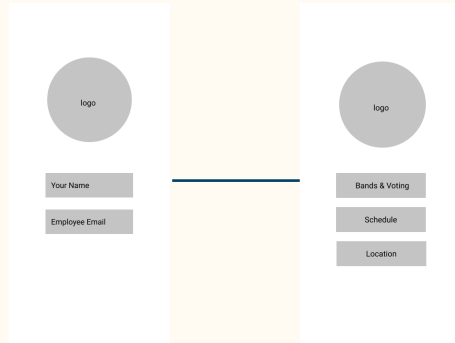


Once I knew my goals, I took out some old fashioned pen and paper and did a card sorting exercise to plan the information architecture. Then I turned the cards into paper wireframes to make sure I wasn't forgetting anything and that the structure was working the way I had hoped. After coming up with the voting solutions, I decided to add in schedule and location pages as a perk for the user.

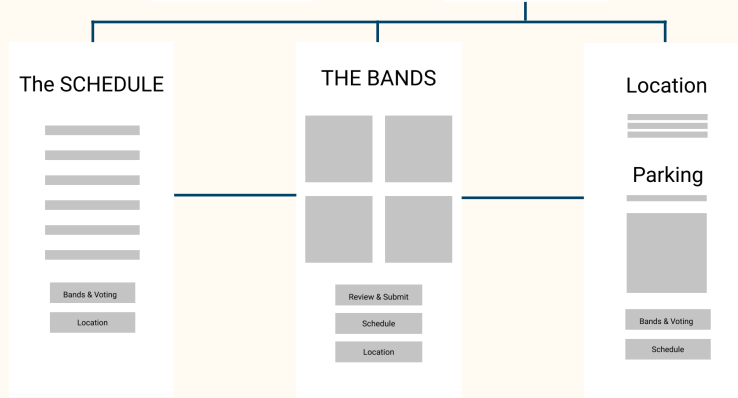
STEP 3: LO-FI WIREFRAMING

Next, I built basic digital wireframes in Figma.

Onboarding & homepages:



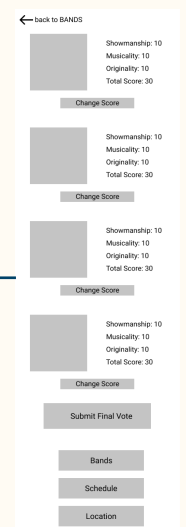
Three main pages, including the bands & voting page which is home base for solving goal 1:



Individual voting pages including information about the bands as well as 3 areas for judging which solve goal 2:

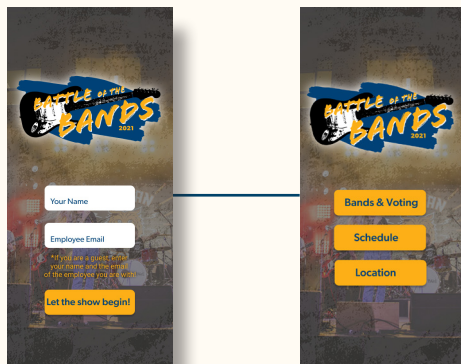


Review & submit page, complete with the ability to make adjustments to scores before submitting the final vote, solving goal 3:



STEP 4: ADD VISUAL DESIGN

At this point I realized that I needed to add a button to lead from the onboarding page to the homepage once the user entered their information.



Next, I added the visual design elements to the digital wireframes keeping the design in line with the brand identity I created for the digital marketing design challenge.

I chose to keep the buttons in a consistent color and location for ease of navigation.



Individual voting pages include three areas for judging, thus solving goal 2. In addition, they contain information about the band.



Here I chose to make the "Submit Final Vote" button slightly bigger and different than the navigational buttons. I would instruct the coder to make the submit button unclickable until there is a value in each field for each band. In addition, I would have them change the button to say "Final Vote Submitted" once the user has submitted their final vote.

STEP 5: MAKE A CLICKABLE PROTOTYPE

Finally, I used InVision to make a clickable prototype!

Link to prototype:

<https://rachelecreedon438004.invisionapp.com/console/share/JZ2YGG67E7/743756333>

1.5 hours - Identifying problem and solution, card sorting, creating lo-fi digital wireframe in Figma

1.5 hours - Applying visual design to digital wireframe in Figma, creating clickable prototype in InVision

1.5 hours - Creating presentation in InDesign

Total: 4.5 hour spent

Final thoughts:

I had a blast working on this challenge!! I believe this design provides solutions to all three of the issues that I identified in the beginning. I made the assumption that there would be a portal that collects the data from the app automatically which will save volunteers hours of counting votes! Of course, in the real world, this prototype would now be ready for "Step 6: User Testing" for which I would want to start with a moderated usability test. However, for today, this is where the journey ends.

THE END.

May the best band win!