

Background

The genesis for this project was to address a common issue experienced by attendees at multi-venue festivals. Attendees who have spent hundreds – sometimes thousands – of dollars give themselves a waiting line that wraps around the block. In cases like these, attendees are forced to make a decision: wait in line for an uncertain amount of time or bet that they'll have a better chance gaining entry at the next venue – or the next.

My role was to create a mockup and prototype that provides a look and feel for the app and demonstrates its core functionality.

This is a redesign of an interface I originally designed in 2017. I wanted to revisit the project as a way to challenge my design-thinking skills as well as clean up the design visually. While the app doesn't take into account social distancing protocol, I thought it especially relevant today as waiting lines have become a particular topic of interest.

Project Goal

The goal of Linea was to decrease the time a user spends waiting in line to gain entry to a venue at multi-venue festivals – specifically SXSW.

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Research

My research aimed to answer three questions:

1. What are the physical pain points that exist when attending SXSW?
2. What are the technological limitations that exist at SXSW?
3. Do any similar products exist?

Similar Products

Two apps were identified while researching similar products: Disney's Play Disney Parks App and NoWait. Due to time limitation, in-depth exploration of these apps was not feasible, however high-level research was conducted to use as a starting point in brainstorming Linea's interface.

In addition, I looked at the Yelp app to help inform UI decisions and mapping functionality.



Identifying Major Pain Points

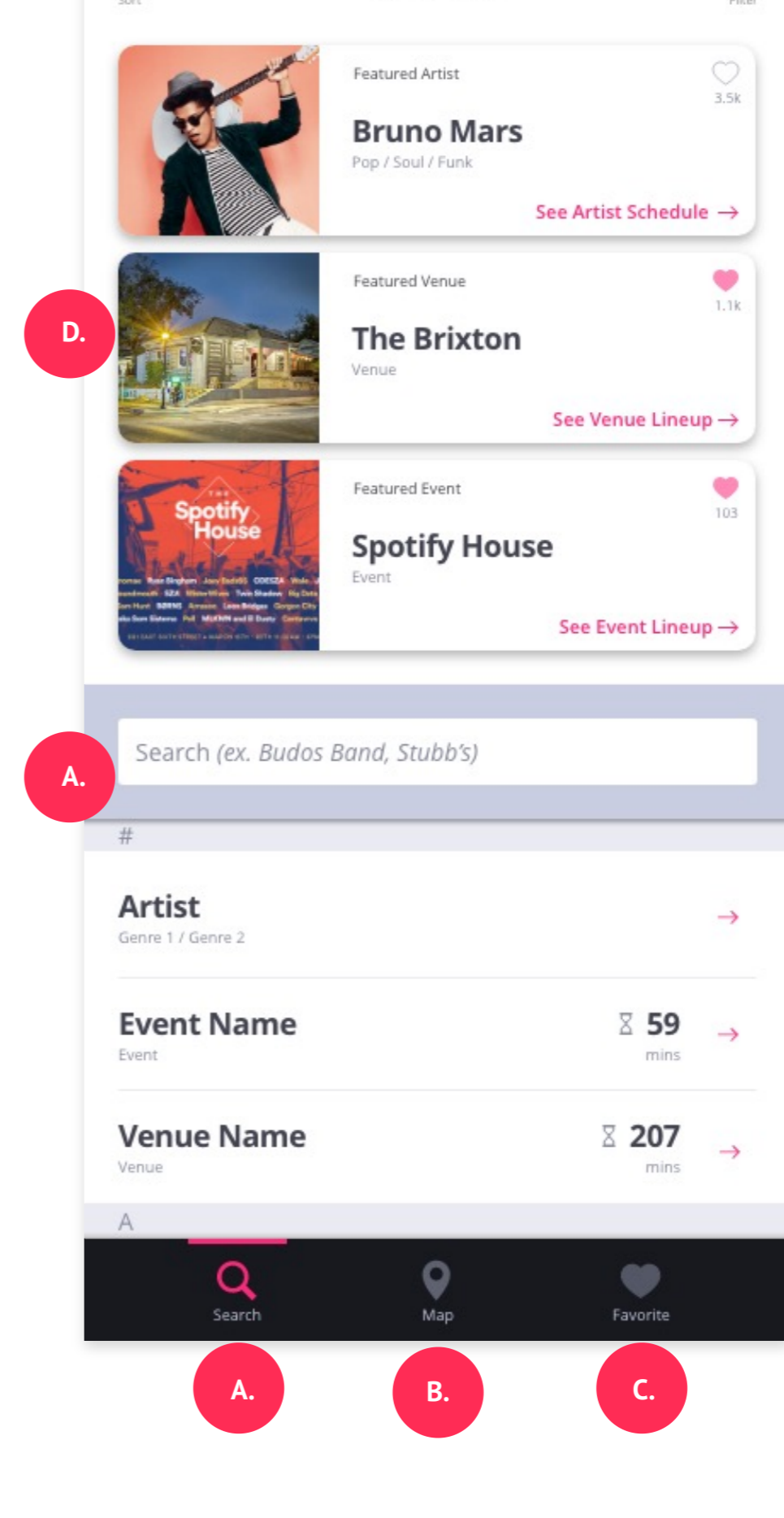
To identify pain points, I conducted a survey that asked participants to share their biggest difficulties trying to attend an event at SXSW. Participants were also asked how they utilize their mobile device to help navigate the festival.

- A. Venues can be geographically far from each other**
- B. Shows are in and out of capacity**
- C. It's difficult to know if you'll gain entry to a venue**
- D. Battery life limited (users may not have access to a charging station for an extended period of time)**
- E. Wifi access is limited and data usage can be costly**

Design

Home Screen / Primary Search View

The primary view was designed to help address pain points identified in my research. The following items are listed in order of the level to which they address pain points.



- A. Search Feature**
A prominent search function allows users to quickly find the artist, venue or event information they are looking for. Including this function will reduce the need to browse through the app, thereby potentially saving battery life and data usage.

- B. Map Feature**
While usage of the map might decrease battery life and increase data usage, it is a quick way for users to see venues near them. More about this function in the sections below.

- C. Favorite Function**
Allowing users to curate a "favorite" or follow specific artist, venues and events helps tailor the experience to their taste. It also reduces the need to browse through the app through continued use.

- D. Featured Section**
This section highlights featured artist, venue, events or a combination of the three.

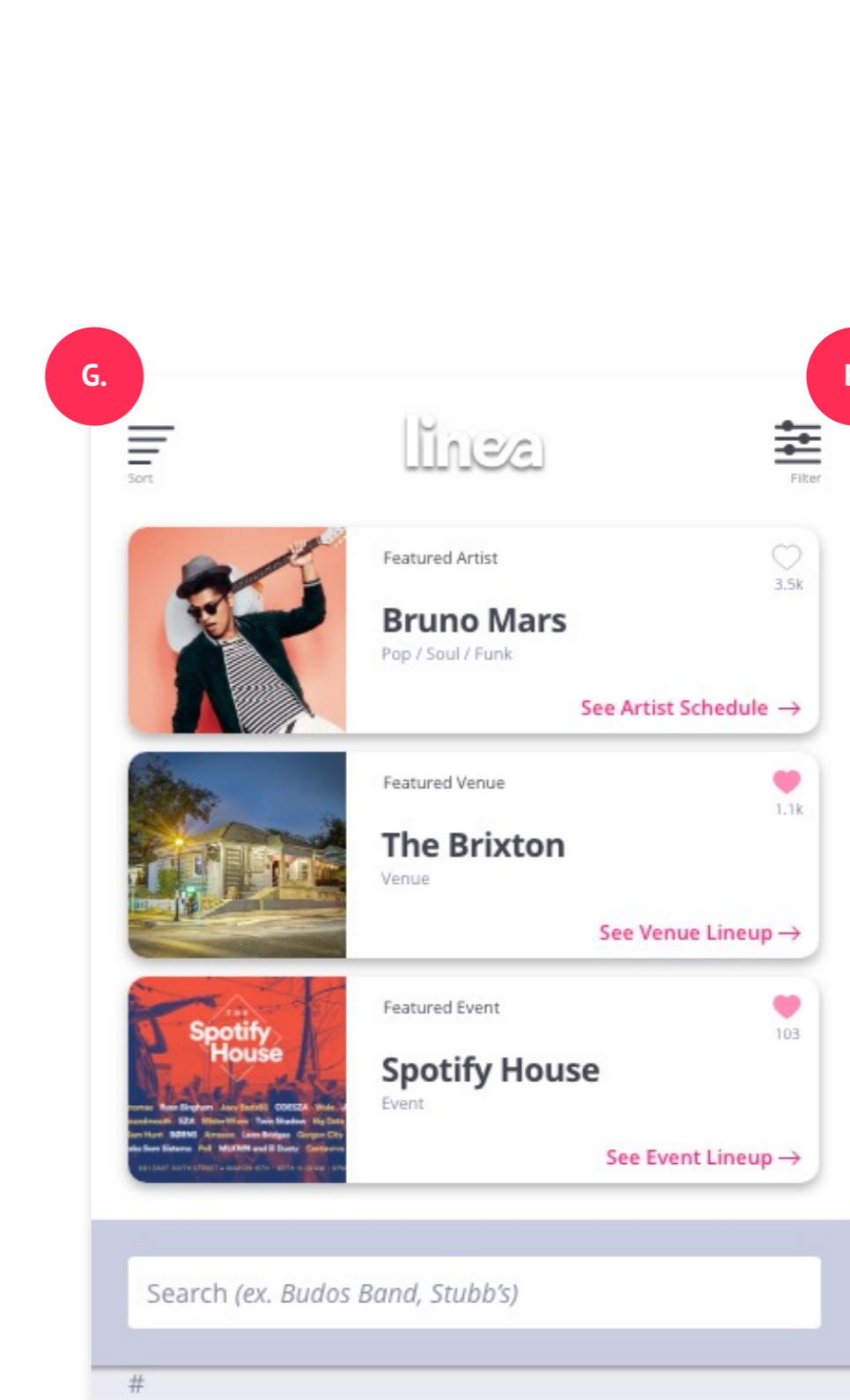
What this feed includes is still undetermined. From a user experience perspective, it would be ideal that this feed features items based on "favorites" or user behavior. From a business perspective, this could be used for sponsored items, potentially helping the app be profitable.

- E. Artist, Venue and Event List**
This allows users to quickly browse through all items. More about the design on the section below.

Wait time estimates are provided for venues and events.

- F. Filter**
Filtering allows users to set preferences, thereby tailoring the content to their taste. More about filters in the sections below.

- G. Sort**
This feature allows users to sort the list a number of ways. More about the sorting feature can be found below.



Search Feature

The search / browse feature is a primary function of the application and allows users to browse or search for a particular item. The list can be filtered using the Filter function.

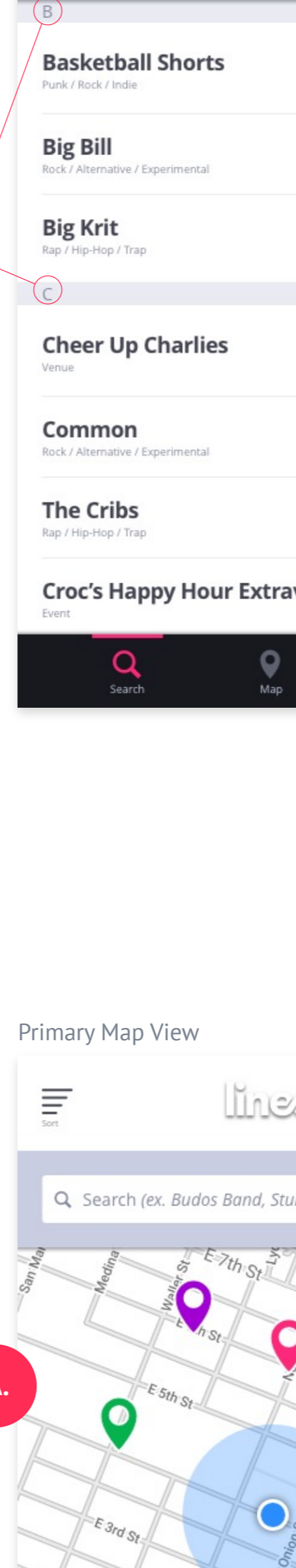
- A. Search Bar**
When a user scrolls, the search bar gets fixed position at the top of the scrollable list.

- B. Indexing**
Indexing (i.e., A-Z) allows for users to quickly scroll the list when sorted alphabetically. These get affixed below the search bar when users scroll.

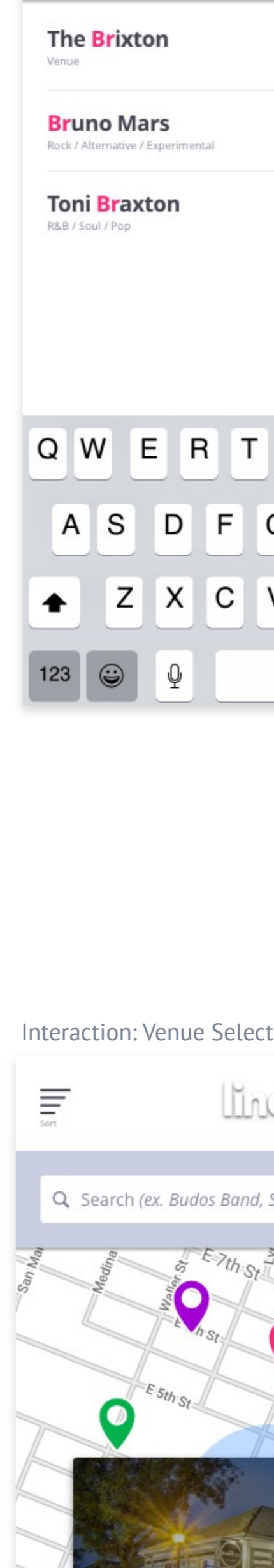
If sorting preference is not alphabetical, the list is indexed by day.

- C. Search Bar Interaction**
Focus is provided to the search bar when engaged.

Home screen when scrolled



Interaction: Search Input

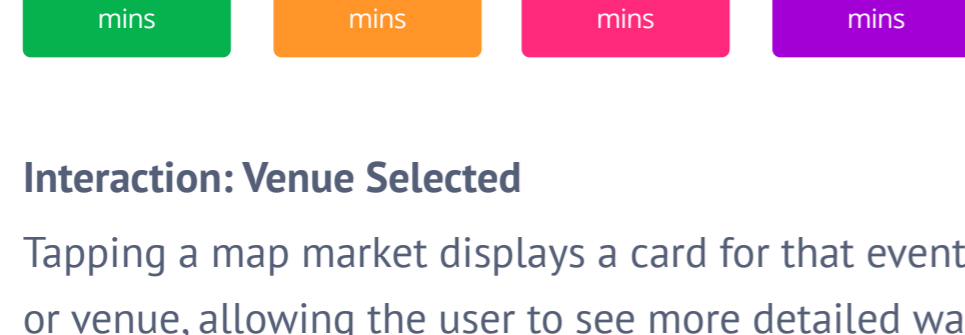


Map Feature

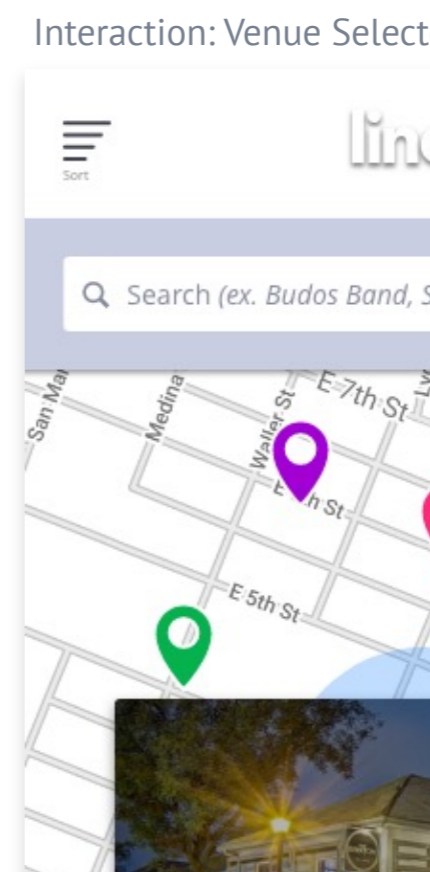
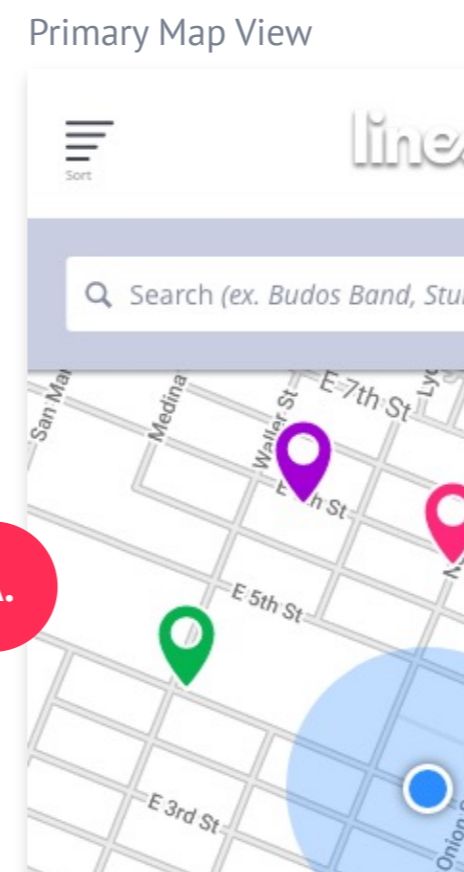
The map feature allows users to see events and venues from a geospatial perspective.

- A. Primary Map View**
The map feature allows users to see venues and events near them – or in a certain location if their location services are off.

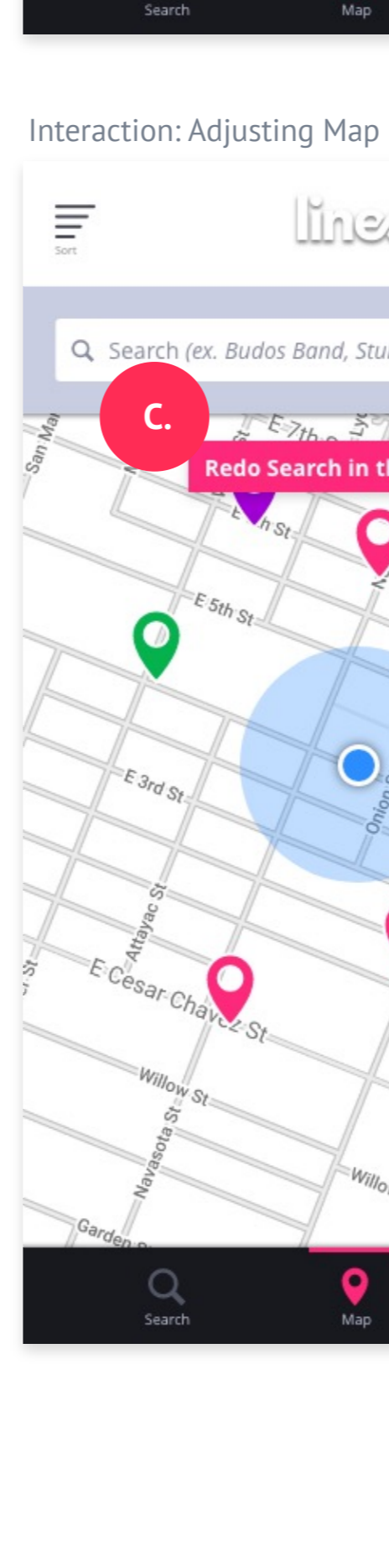
Map markets use color to convey the following wait times that can be edited using filters:



- B. Interaction: Venue Selected**
Tapping a map market displays a card for that event or venue, allowing the user to see more detailed wait time information and/or see lineup information.



- C. Interaction: Adjusting Map Focus Area**
If a map's focused area is adjusted or moved, users can redo the search in the new focus area.



Artist, Venue & Event Information

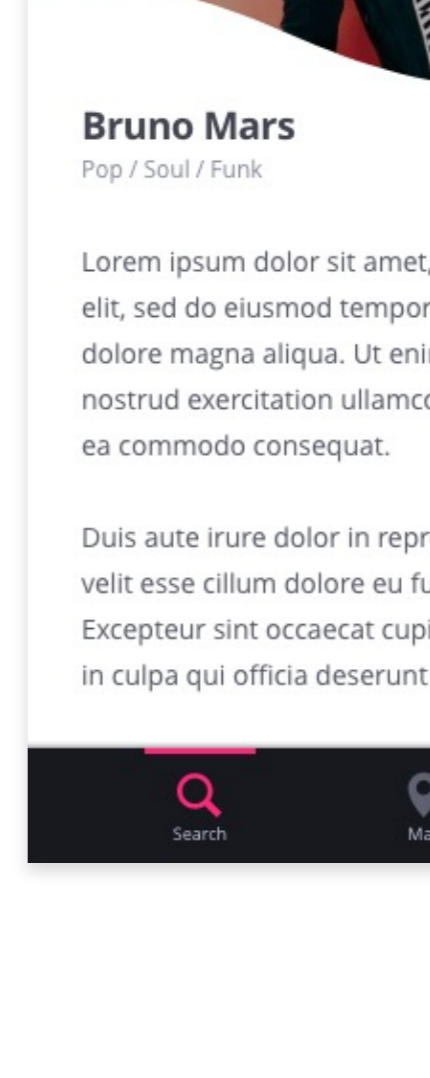
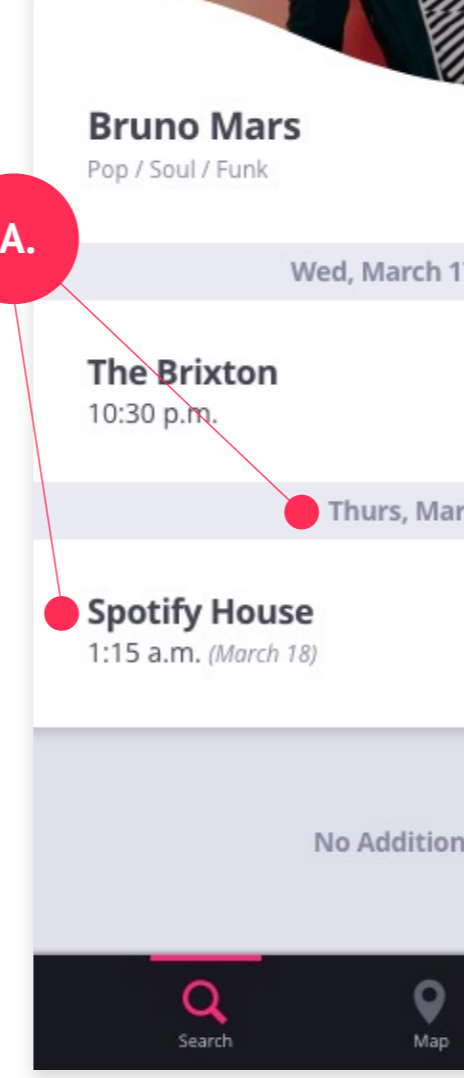
When users select an artist, venue or event, they can view more information.

- A. Artist Schedule**
Information on upcoming showcases is provided. Wait times are provided for events happening on the current day. Additionally, because SXSW often has showcases happening after midnight (technically the next day) estimated wait times are also provided for events occurring from 12 a.m. to 6 a.m. for the following day.

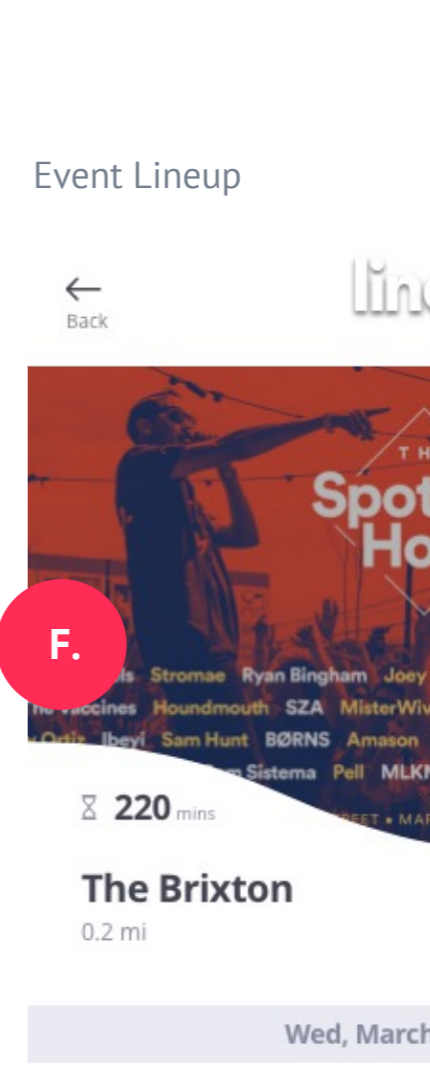
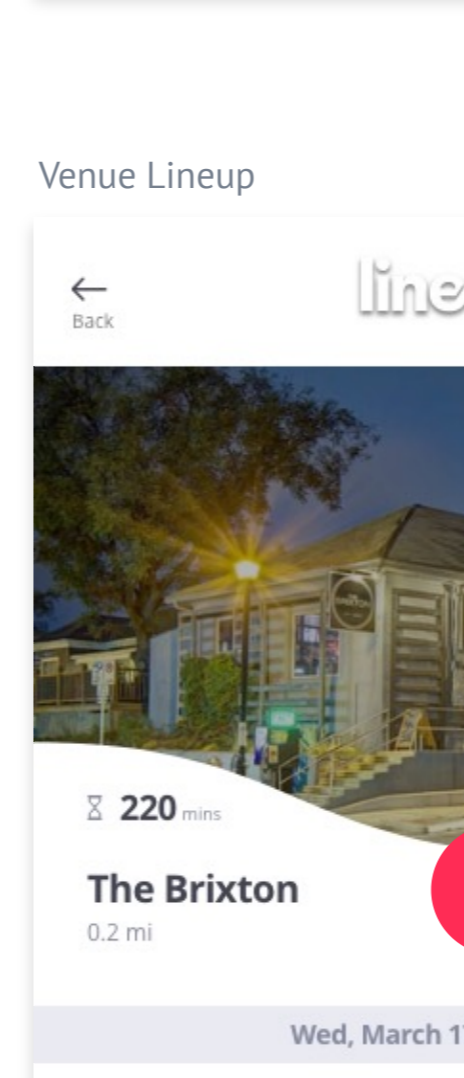
- B. Add to Favorites**
Users can add artists, events and venues to their favorites list from this view.

- C. Artist Info**
Users can get more information on artists from this view.

- D. Listen on Spotify**
If available, users can launch Spotify externally to listen to the artist.



- E. Venue & Events Mapping**
For venue and event lineup views, users are able to map the location. Doing so will direct a user to the map feature.



- F. Event Listings**
Because various venues are branded as events, and users will likely search using an event name – e.g., Burger Records Showcase, Fader Fort, Spotify House – selecting an event will direct a user to the associated venue lineup. If the event takes place at a "pop-up" venue, the venue will be listed as a plain address. This can also be mapped.

Filter & Sorting

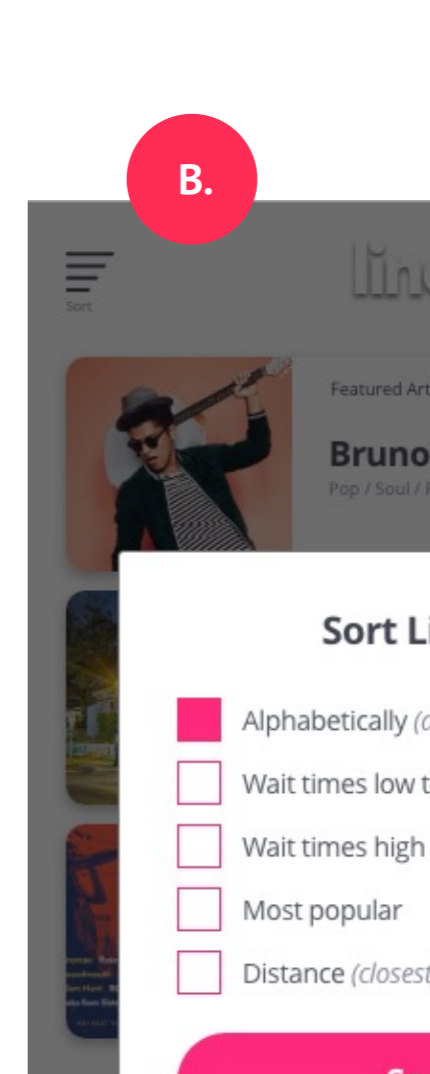
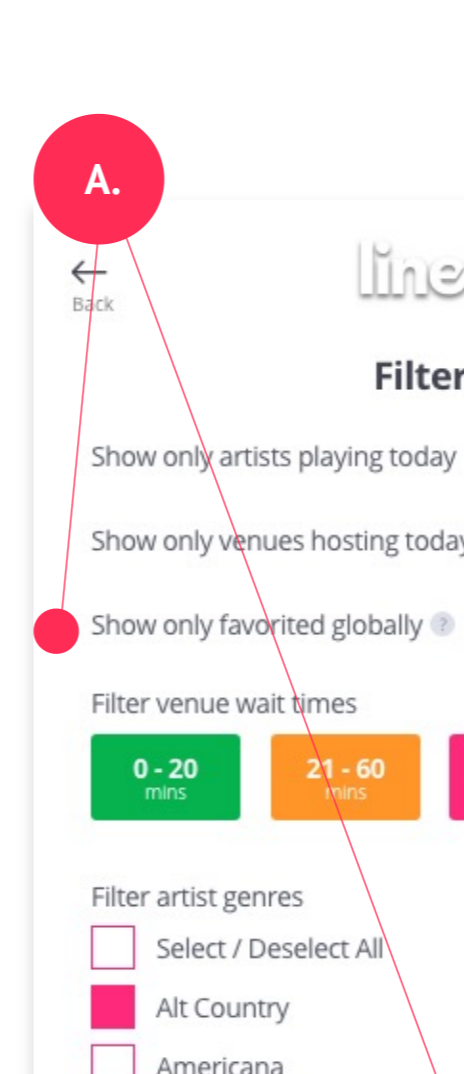
When users select an artist, venue or event, they can view more information.

- A. Filters**
Various filters are provided to allow users to tailor their feed.

If a user is not recommended that users globally filter favored items. This is because it can severely limit the amount of items displayed, and users will not be able to see events they might be interested in, but have not yet favored.

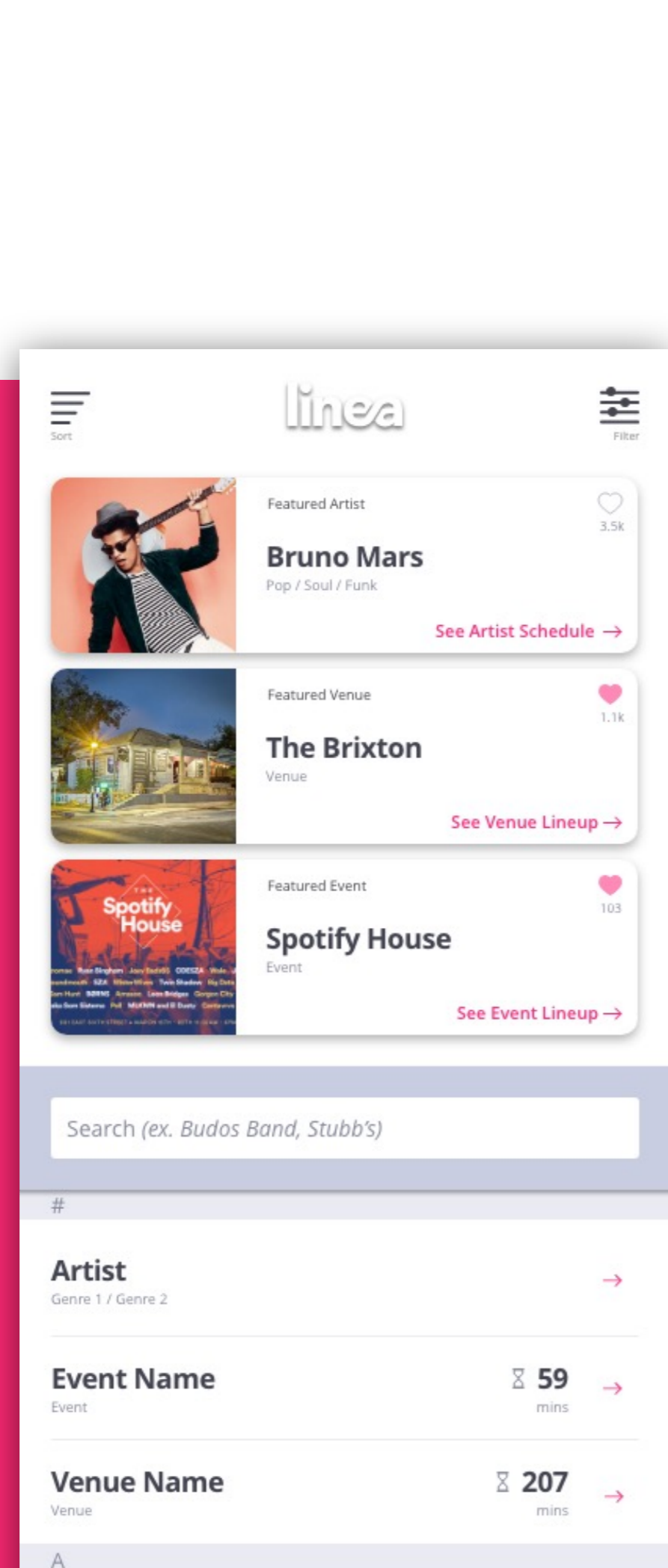
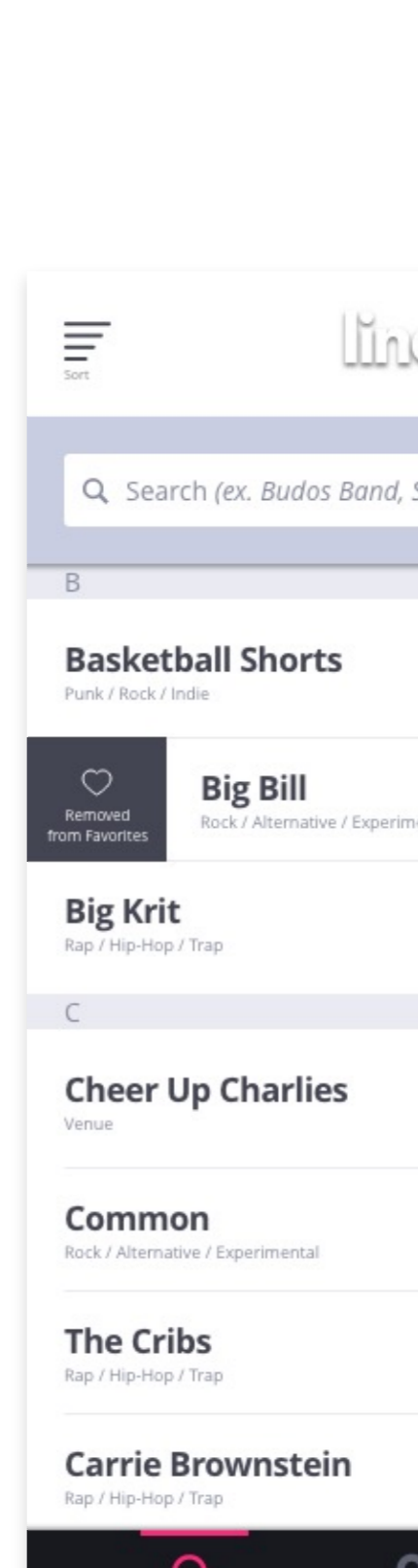
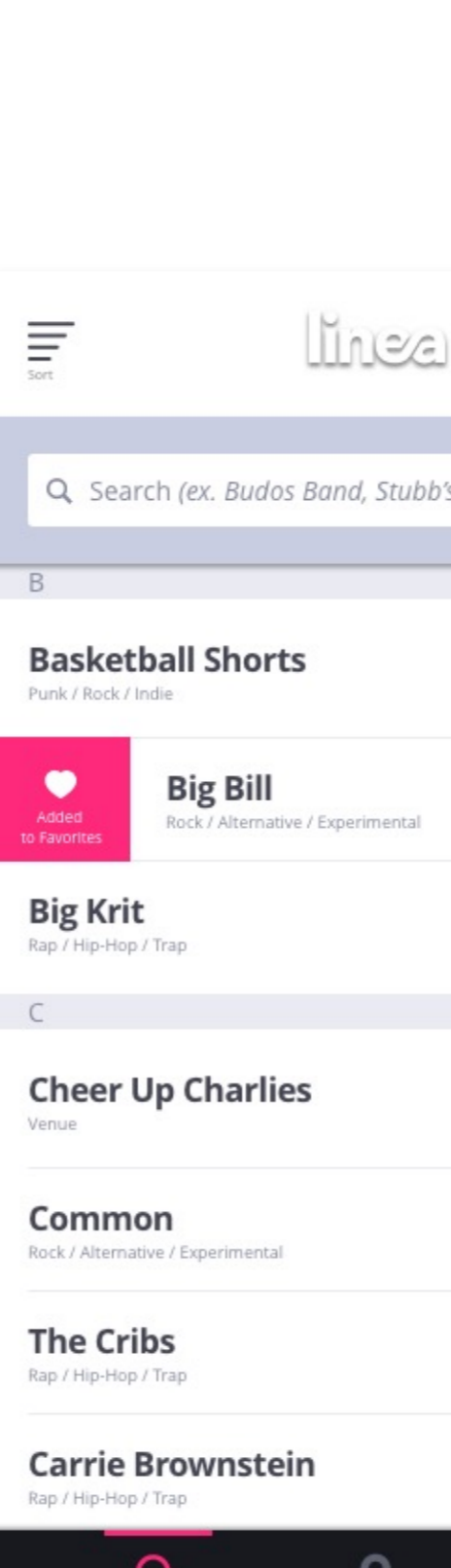
Instead, it is recommended that that users utilize the Favorite feature in the primary navigation below.

- B. Sorting**
Sorting allows the list view to be sorted in various ways. Note that regardless of which option is chosen, items will still be grouped by day. For example, sorting "most popular" items will return the most favored items for the current day, then the following day, so on and so forth.



Favoriting Interaction

Users can favorite items using swipe interactions in the list view.



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