

How Might We Create an Organized Space for Event Goers within the Red Bull TV app?



Contents

Project Pitch
Project Timeline

Phase One

Stakeholder Interview
Secondary Research
Competitive Analysis
Heuristic Evaluation
Quantitative Research
Qualitative Research
User Personas
Domain Expert Interviews
Reflections

Phase Two

Concept Poster
Prototype Documentation
Research Plan (Part One)
Research Plan (Part Two)
Interview Guide
Customer Outcome #01
Customer Outcome #02
Customer Outcome #03
Results

Phase Three

Website Information
Presentation to Client
Final Reflections

Project Timeline

		PHASE 01	PHASE 02	PHASE 03	PHASE 04	PHASE 05
WEEK	1	Meeting with Stakeholder Secondary Research				
	2	Competitive Analysis Consumer and Market Research Heuristic Evaluation				
	3	Stakeholder Interview Quantitative Research #01				
	4	Qualitative Research #01 Domain Expert Interview #01				
	5		User Persona #01			
	6	Quantitative Research #02 Qualitative Research #02 Domain Expert Interview #02				
	7		Low-Fidelity Prototyping #01			
	8	Technological Research	Mid-Fidelity Prototyping #01		Low-Fidelity Prototype testing #01	
	9	Pitch Development #1		Interaction Implementation #01		
	10	Feedback from Stakeholder Secondary Research Technological Research			Mid-Fidelity Prototype testing #01	
	11		Low-Fidelity Prototyping #02			
	12		User Persona #02 Mid-Fidelity Prototyping #02		Low-Fidelity Prototype testing #02	
	13			Interaction Implementation #02		
	14	Pitch Development #2 Compile All Data & Processes			Mid-Fidelity Prototype testing #02	
	15			Presentation Development #1 Presentation Development #2		
	16	Retrospective Discussion			High-Fidelity Prototype testing #03	
				Final Reflection		
						Presentation to Client
		RESEARCH	DESIGN	DEVELOPMENT	TESTING	DELIVERY

Ever go to a music festival only to know a handful of the artists playing? And are too lazy to research who the other artists are? What about when you get to the event, how painful is it to stand in line and wait? But—don't you ever think, “damn... if only the organizers were more... well... organized!?”
But, what if I told you that the possibility of a smoother event process is possible? Would you be more inclined to go?

What if I told you we've done the research for you so that you can spend more time exploring the participants rather than researching them yourselves?

How might we integrate an in-app feature that will help resolve all those issues?

How might we create an organized space for Red Bull event goers within the Red Bull TV mobile app? Well.. with an in-app event organizer, of course! Let me tell you why—

A study conducted on Red Bull TV users showed a high interest in events but often didn't know when or where they are. Delving further into the topic, users have then expressed pain for long lines, not knowing who the participants are, and have wanted more information from the event, as well as more control over the information they were receiving.

As for the Red Bull TV app, the only two types information users receive are Upcoming events and Past events, of which only include videos or countdowns for upcoming LIVE event coverage.

My proposed product is for Red Bull TV users who go to live music events, but are inclined to not participate due to a lack of information and perceived disorganization of the general event service process.

This is to engage the current audience in Red Bull events through the Red Bull TV app, increasing the interaction between users and content within the Red Bull event space.

And unlike YouTube and Ticketmaster, my product will not only cover the event live, but give users the freedom to explore an event prior to purchasing in-app.

In addition to organizing event information conveniently in one place, users who

have purchased tickets to an event in-app are able to exclusively check-in digitally, bypassing long general admission lines.

I've done testing on this prototype and users have shown to like the features. However for future possibilities, a sub-menu may be developed, as well as ensuring a faster check-in process. On most micro-interactions, all participants expressed a good-to-great experience.

This added in-app feature would be beneficial in user retention for the mobile app, in particular, by serving the need for better organization and preparation for Red Bull event goers.

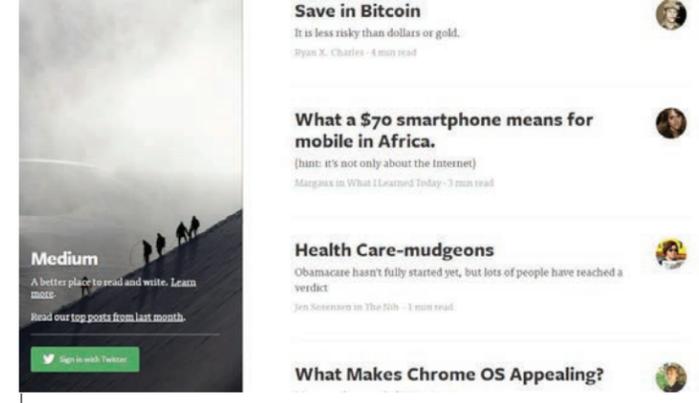
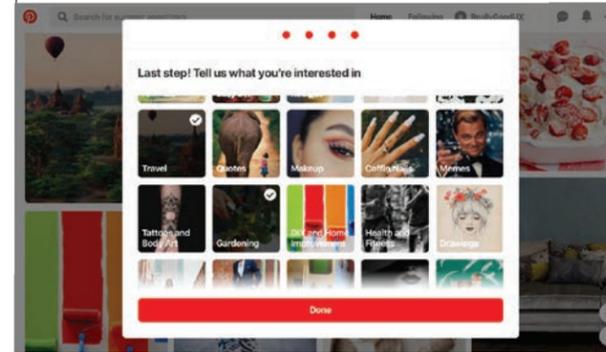
With the In-App Event Organizer for Red Bull TV, we can now assure our users a seamless and organized event experience.



Secondary Research

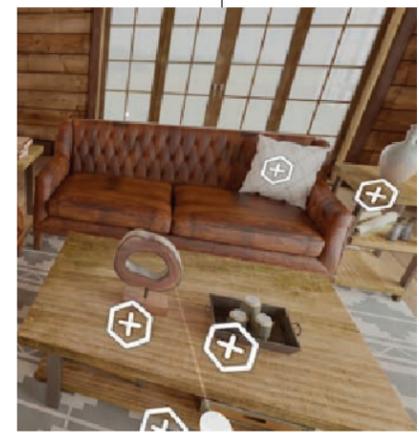
At the beginning of our **research phase**, much **thought and exploration** went into uncovering various types of **personalization and customization** to **increase engagement and interaction**. Subjects observed were from both tangible and intangible areas: **(1) tangible areas** included reimagining spaces and ergonomics, while **(2) intangible areas** included news outlets, mobile apps, and streaming services online.

Pinterest
Posts you may also like



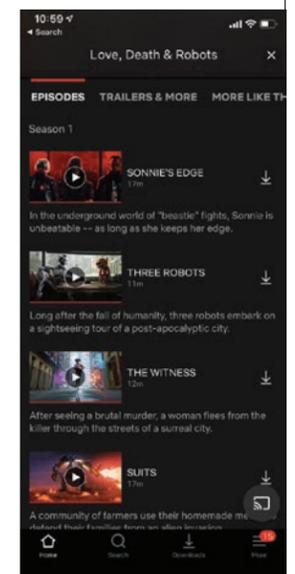
Medium
Daily Read

Wayfair
AR Furniture - Digital Dimensions

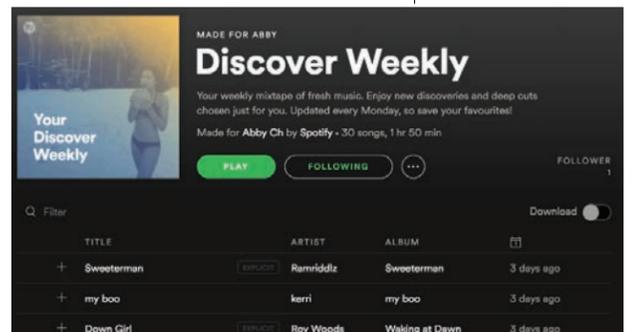


Cube
Multi-use, Customizable Furniture

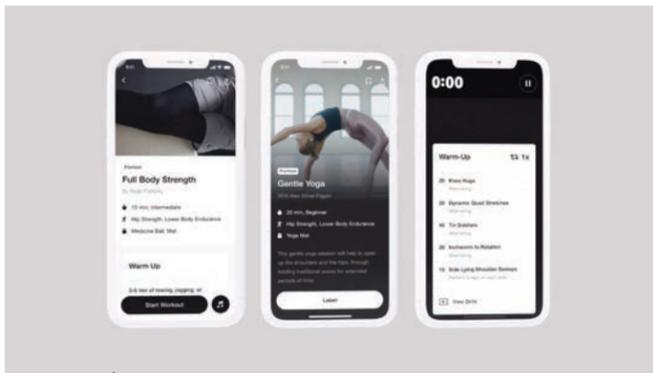
Love, Death, & Robots
Personalized Playlist



Spotify
Discover Weekly



Facebook
Personalized news feed



Nike Training App
Personalized and Customized workouts

The Bi-Chair
Personalized ergonomics



Bitmoji
Personalized Avatar



“—GIVING WINGS TO PEOPLE & IDEAS.”



DAVID GRAU

Red Bull Media House
Design Lead

Award-winning multidisciplinary creative with a track record of successfully delivering creative solutions across web, mobile, tv, video and print for some of the most iconic brands in the world including: YouTube, Ford, Nike, Adidas, Warner Brothers and more.

“How do we connect with people, or enable people in those communities?”

Stakeholder Interview Summary

Insights gathered from the stakeholder interview with David and his design staff concluded with concerns on inclusion in various aspects, as well as user retention and engagement for the Red Bull mobile app. Their target audience spans broadly across a wide spectrum of individuals ranging from ages eighteen to thirt-five, all from diverse groups and walks of life. Because of their broad demographic, my colleagues and I found

pockets of possibilities to research, design for, and test. And with that, my personal interests revolved around the concepts of social inclusion and engaging, or rather differentiating, features compared to other media streaming platforms. I've then embarked on interviews to uncover needs within subcultures, as well as engagement in all Red Bull media-related events.

Learning Outcomes

The research in this area proved important on a Red Bull beverage standpoint. However, this was conducted before knowing the true design challenge, and that a redesign or design of new features for the Red Bull TV mobile app was not entirely understood at this point in the project. Perhaps, in future situations, questions involving the stakeholders painpoints and intentions should be recognized before conducting any type of research. In this specific project, the competition would be identified as media-streaming service competitors, rather than those with competing energy-type beverages.

BRAND ANALYSIS

Company	Red Bull	Monster Beverage Corporation	Pepsico	The Coca-Cola Company	Mark Anthony Brands, INC.
Competition:	Client	Direct	Direct	Direct	Indirect
Type:	Private	Private	Public	Public	Private
Tags:	F&B, Manufacturing & industrial, Media and Entertainment	F&B, Retail	F&B, Manufacturing & Industrial	F&B, Manufacturing & Industrial	F&B, Manufacturing & Industrial
Target Audience:	Teenagers & College students (13–21), young adults or working professionals (21–35)	18–25 yo males (primary), 12–35 yo male and females (secondary)	15–45 yo male and female students, employees, professionals	12–24 yo male and female (primary), 45–64 yo male and female (secondary)	21+ yo female (primary), 21+ yo male (secondary)
Services:	RedBull TV (no cost)	N/A	N/A	N/A	N/A
Brand Tone:	Energetic, Diverse, Aggressive, Cool, Active, Outgoing	Aggressive, Action-based, Thrill-seeking	Cool, Casual, Expressive	Casual, Witty, Happy	Fun, Classy, Mature
Marketing Strategy:	Creating content and experiences people would be interested in. Taking their product and associating it with things their audience loves.	Developing experiences—emotional connection, excitement, and energy.	Segmentation to help target specific groups of customers based on differentiated offerings.	Market segmentation, brand establishment and customer relationship, increasing financial efficiency, increasing process efficiency, focusing core competencies and business models, developed markets. Adaptive strategy.	N/A
Positive Attributes:	Energy drink has proven to have positive effects on cognitive performance, attention, and driving performance. Brand connects with their users on a personal level.	Caters primarily toward males and are effective in pulling in their audience	Wide variety of products that caters to many markets	Caters to a wide audience offering many beverage options	No Data
Negative Attributes:	Not all users are into extremes, or the adrenaline rush. For example: college students having to stay up late to do homework.	Not inclusive to females, and they shun secondary/tertiary target markets.	Bad reputation in advertising/media; often sending the wrong message. Too many markets to keep track of.	the original coca-cola drink has been historically known to contain cocaine.	No Data
Competitive Advantage:	Continual International Marketing Strategy through sponsorships and endorsements	Sponsorships and endorsements. Recently lowered prices on beverages.	Sponsorships and endorsements. Variety in beverages. Able to tackle multiple markets.	Sponsorships and endorsements. Variety in beverages. Able to tackle multiple markets.	Top-selling. Caters to keto dieters, gluten-free consumers, and health conscious crowds.

Summary

It seems as though RedBull has been winning in the area of energy drinks given their strategy to adapt their content to the lifestyles of their users. Some data collected on their primary competitor, Monster Energy, in the realm of energy drinks, has proven that they are quickly catching up to RedBull and their products. This may be because of their endorsements and recent sponsorships. Though, RedBull caters

to all genders and has an interest in all sports, including electronic gaming, they include individuals in the category of music as well. Monster, however, still has a tone that delivers their message clearly, and exclusively to males, specifically in sports that are male dominated, both traditional and extreme. Pepsico has Gatorade and Rockstar, and Coca-Cola has Full Throttle and Powerade as a competitive product

to both RedBull and Monster Energy. However, because of their wide spectrum of products, the focus on such a product seems to be more diluted and marketing of the product is not at their full potential. Mark Anthony brands contain the new alcoholic beverage White Claw of which has set the nation ablaze. The popular alcoholic seltzer is comparable to a soda-vodka mixed drink, which could be seen as a

direct competitor to the audience who prefers a RedBull-Vodka on their night out of town. Altogether, from the data gathered, RedBull's top competitor seems to still be the Monster Beverage corporation.

FEATURE COMPARISON

Company	Red Bull	Monster Beverage Corporation	Pepsico	The Coca-Cola Company	Mark Anthony Brands, INC.
TV or relative media:	Yes. Wide variety of content on website.	Not a lot of content	Stories on main page. Not a lot of content.	No.	No.
Events:	Yes. Ability to view event by date.	Yes. nice and clear.	No.	No.	No.
News:	Yes.	Yes.	No.	No.	No.
Athletes	Yes. Able to view endorsements and sponsorships on site.	Yes.	No. Not apparent,	No.	No.
Products:	RedBull TV (no cost)	N/A	N/A	N/A	N/A
Social Media	Yes.	Yes.	Yes.	Yes.	Yes.
Search:	No.	Yes.	Yes.	No.	No.
Music	Yes. Hidden within hamburger menu, though not what I've imagined it would be.	Yes. Available in menu bar.	No.	No.	No.
Sports	Yes. Very prominent through RedBull TV feature.	Yes. Available in menu bar.	No.	No.	No.
Gaming	Yes. Viewable through hamburger menu under esports link.	Yes. Available in menu bar.	No.	No.	No.
Rewards, Awards, Promo	Yes, when available.	Yes. Available in menu bar.	No.	No.	No.
Shop	Yes. External link to merchandise page. No option to view pricing in USD, only available in euros.	No. Not a B2C business.	No. Not a B2C business.	No. Not a B2C business.	No.
About	Some information available, not extensive.	No.	Yes.	Yes.	Yes.
External App	Yes.	No.	No.	Yes.	No.

Summary

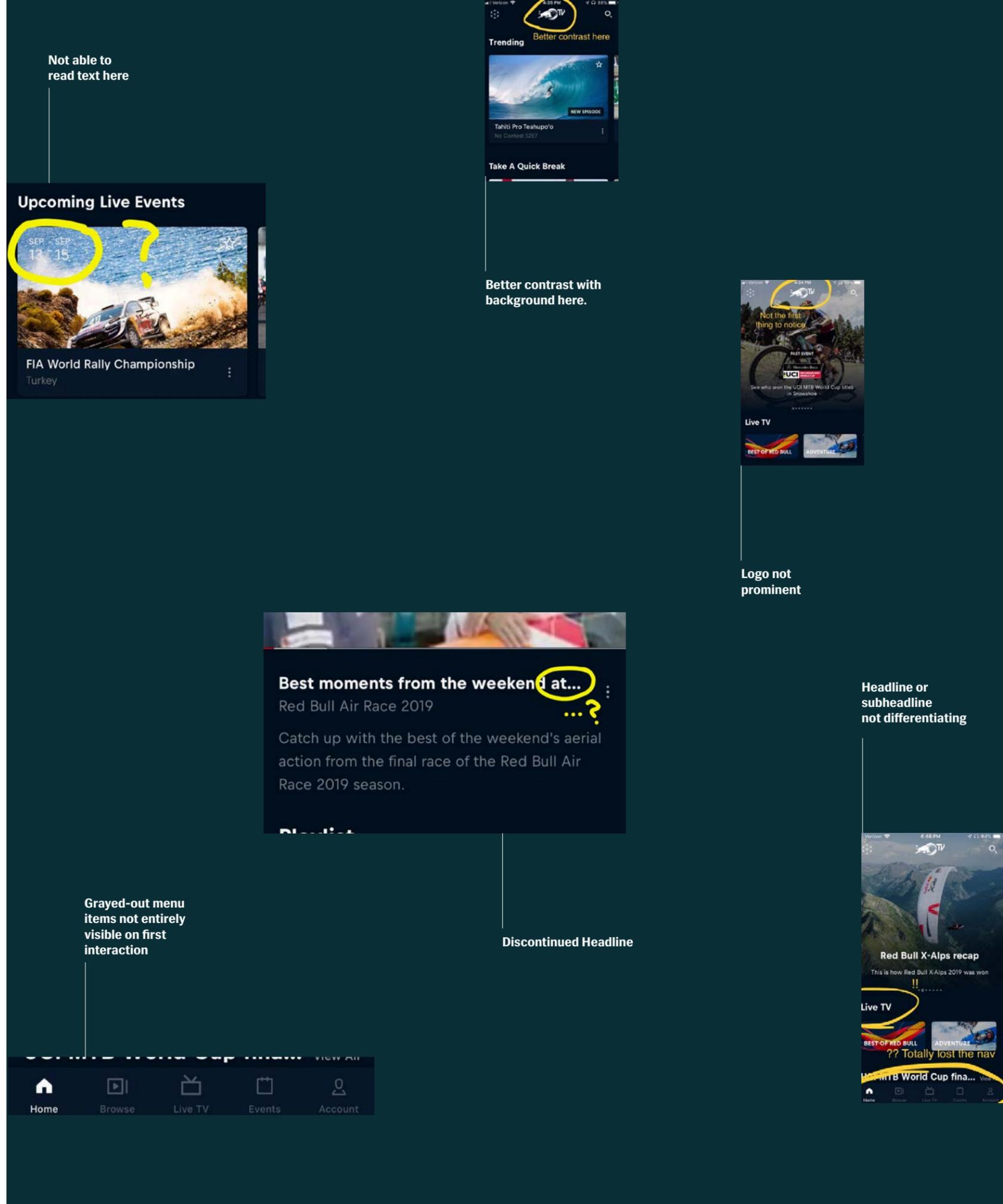
The top competitor to RedBull still seems to be Monster Energy in comparison of their website content. I was surprised they didn't include a detailed or witty story about their company, given I've enjoyed reading about how they've started. Either that, or it wasn't prominent to me as a user on their website. I did like the content they've produce. Though, knowing RedBull has their music academy, I would have liked

to see the talent they're associated with, and I know it's a lot more than just rappers as I've been to a bunch of their events. They need to include a search bar as their content is so saturated, wide, and sometimes far apart.

Heuristic Evaluation

Learning Outcomes:

In relation to gestalt theory, there weren't much contrast or differentiation in pages or groups of information. Proximity between grouped sections were observed as undigestible due to similar shapes and layouts. Furthermore, not enough contrast were implied to bring attention to important areas of the app such as the bottom navigation, as well as the hidden AR icon on the top-left corner of the user-interface. Indication to scroll horizontally through content were missed in the first few interactions. However, having adapted to this specific scrolling feature, the observed written information supporting each media were mediocre, but not engaging enough and have sometimes seemed a bit confusing. On a positive note, the design aesthetic is on brand, and their video content quality is high.





Joshua Manalang

Sex: Male
Age: 34
Job: Freelance Illustrator
Comm. Arts Student
Likes: Music, Dance, Inclusion

Insightful Quote from participant:

“What’s the difference between the Red Bull TV app and following them on Instagram? I get the same experience. What sets them apart from the rest? Is this even needed?”

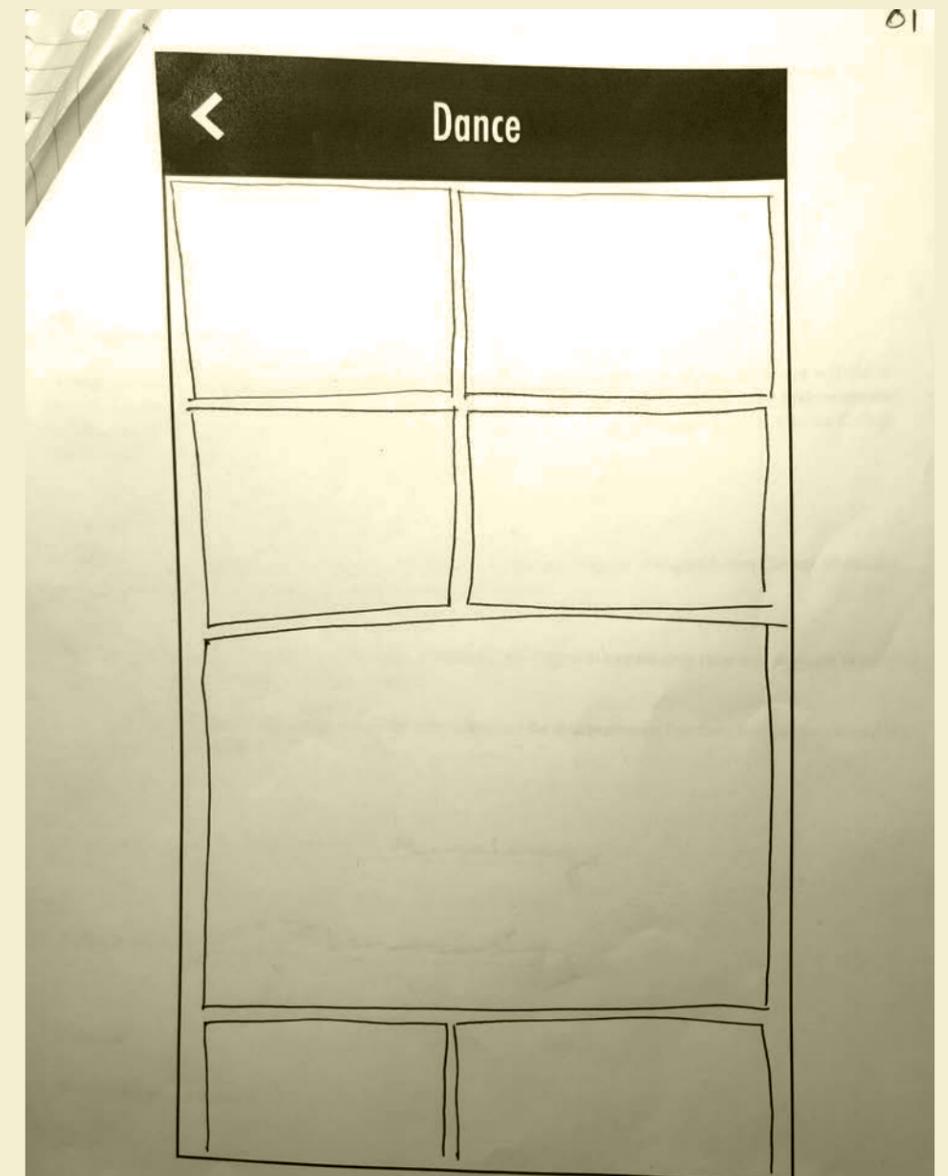
Summary:

During the Love Letter exercise, the participant paused to ask if Red Bull included “drag balls.” He then went on to tell me a story: “...I actually just went to my first drag show in Portland. It was dope! I am a fan of dance in general, like all kinds... it was my first show and i didn’t know how to behave. The MC had her own show on Vice. But, she was so animated and vocal and I was just very intrigued. I guess it’s a bunch of lipsyncing. I really like the catwalk portion, and the competitive part because it reminded me of dance, breakdance in battling, so i thought that was cool. I don’t know if thats how all events are, but I’m totally down to go to them... Drag balls would fall under dance or culture, or both since seeing an overlapping in culture... it’s a certain culture... not everyone is open-minded to it—I wasn’t open-minded to it. But, everybody should be open to watching it.”

The participant seems to revolve his interests around his close friends, as he always came back to talking about their similar interests. In the context of the app, it seems that inclusion has

been a very prominent topic. This participant in general seems motivated by people close to him, which was refreshing because he seems like he puts the people he holds close, first. Which would also mean that his girlfriend and friends are his top influencers. He rarely indulges in media, but when he does it’s rather short. He holds a great interest in anything art-related. Though, he also seems interested in dance—music being secondary. Inclusion seems like a point of interest, as well.

He could not find the VR section of the app and was rather confused with where to find AR content. He has also mentioned not being interested in notifications or promotions, **however he did admit into purchasing tickets to a Red Bull music event through Instagram, which I found ultimately interesting.** I have quite a few involving promotions, inclusivity, and would love to involve him in more tests for the overlapping of subjects in each genre. I would like to include quantitative methods in our next interview. Along with asking him about his thoughts and feelings, I’d also like him to rate his feelings on a likert scale progressively throughout his experience.





Roye Bustan

Sex: Male
Age: 22
Job: Math student (UCSB)
Likes: Anime, Music, Games, Music Festivals

Insightful Quote from participant:

“I find the music section to be very interesting. Though, I have no idea who half these artists are. I guess I could spend time finding out, but a short audio clip would be nice to get a taste.”

Summary:

Aside from all the micro-stories gathered from this interview, I particularly grew an interest to his interaction with the actual app. His feedback on AR/VR was extremely insightful. It took the participant almost five minutes to find any content related to AR/VR, given my assumptions that he'd probably find that section the quickest amongst my other interviewees. The grouping of such subject-matter is one I'd take into account.

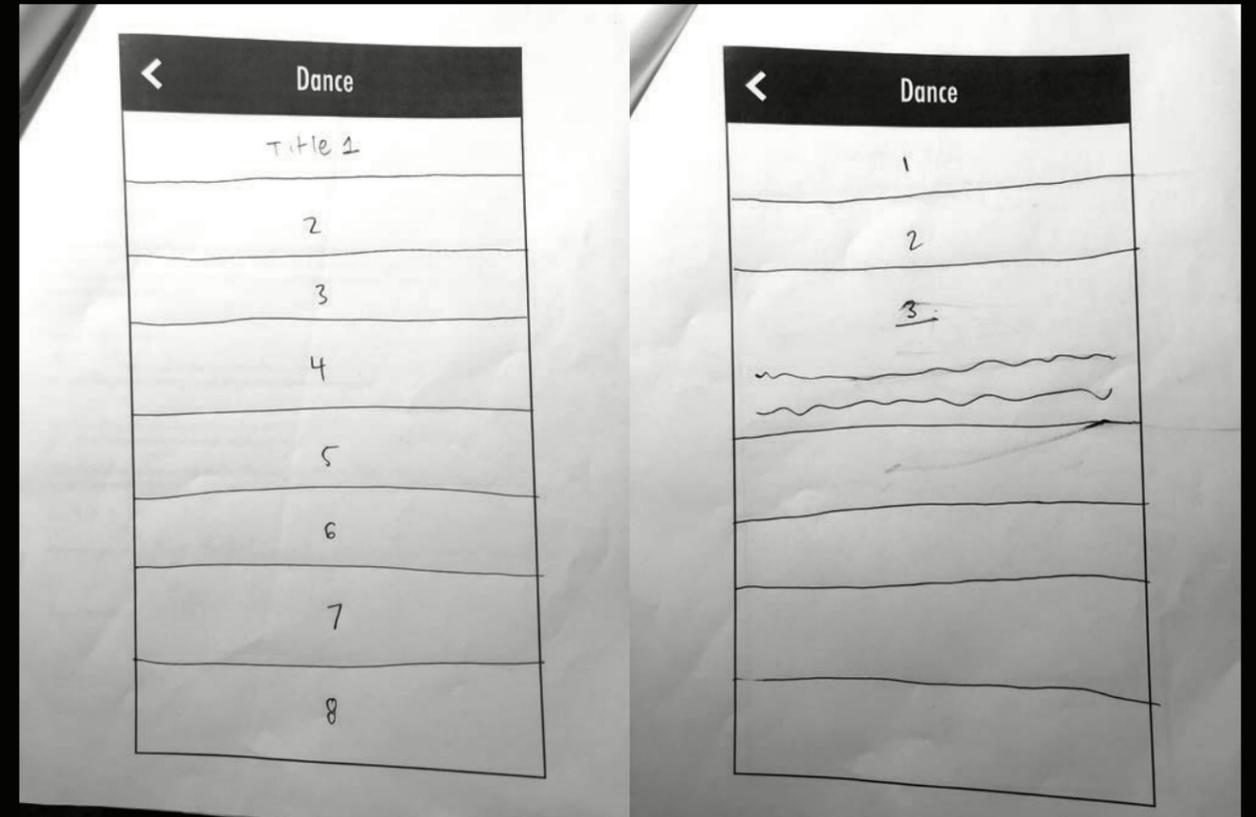
The participant seemed to care about music and gaming the most. Surprisingly, toward the end of the interview, he bridged off into the topic of anime, which then led to the topic of gaming. It was interesting when hearing him say, **“...when watching Twitch streamers like Ninja, it would be amazing to switch the cam to his screen in 360—sometimes, I'd rather not see his face—it gets annoying. Like, who wants to see that?”**

Participant admits to giving into clickbait material. He loves a good headline and is a sucker for great captions. He is currently a student, so not anything revolving around ending class early

or finishing homework seems to motivate him to participate in extracurricular activities. He enjoys anime, gaming, indie music, and often subscribes to several people on YouTube.

Participant usually likes to stay away from negativity and seemed happy the entire time. However, he could not find anything related to AR/VR on the app, which took him a total of five minutes before discovering “360” was an option in specific content located on the home screen all the way at the bottom.

I'd like to ask him more about gaming and possibly develop tests and questions directed toward his high interest in gaming. I would also like to see if there's a crossover between gaming and his enjoyment with the AR/VR functions of the app. I would like to uncover his engagement with AR/VR as well as his interests in competitive gaming or e-sports.





Gretsky Ubaldo

Sex: Male
Age: 35
Job: Finance
Likes: Music, Festivals, Sports

Insightful Quote from participant:

“ Apps need to be more inclusive to gestures and that they need to know that Android and iPhone function differently. The problem with this app are the gestures trigger something else on my phone.”

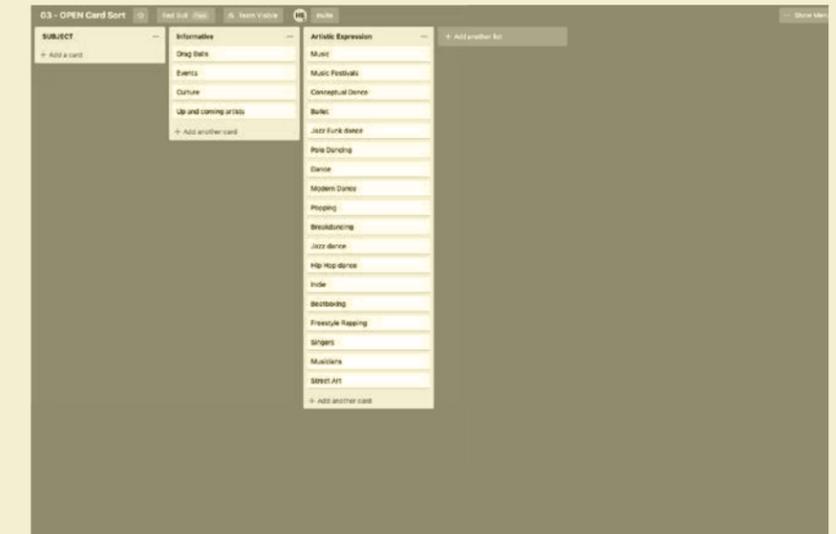
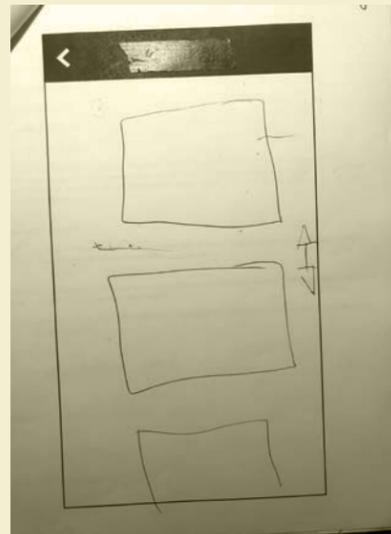
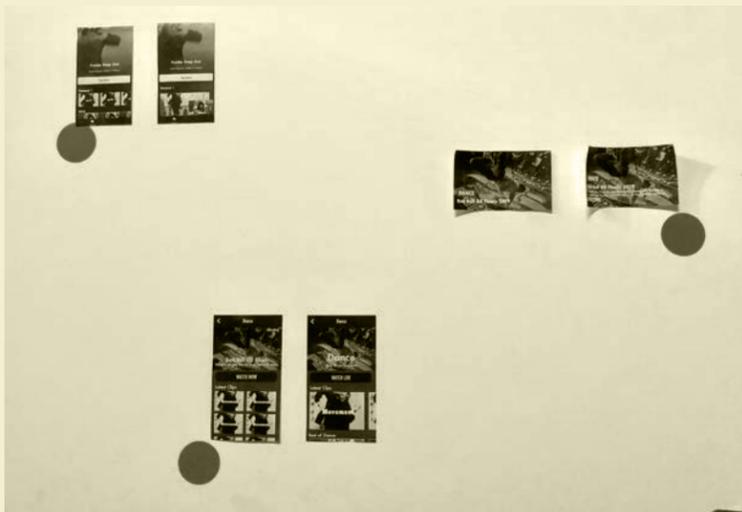
Summary:

When the participant talked about music, **he mentioned Podcasts, leaving valuable insight as to include such.** Given his interactions with mobile during car rides (or driving), a Podcasts would be a great form of engagement for this participant and others similar to him.

This participant cared most about his family and his church. However, in the context of Red Bull, he mostly cared about sports—football in particular. Church is the main motivator for this applicant—stressing on many occasions that music helps him a lot throughout the day. He seemed pretty frustrated with the app in general as it didn't align

with his values. The participant was eager to delete the app from his phone.

Valuable insight was gained observing this participant in using the app because he was on the extreme end of being uninterested in the content. Possibly the testing of wireframes for this individual would be most interesting, concealing the actual subjects of the content before releasing the test to this particular participant—he has a great feel for gestures and general ergonomics. The insight given was also very unbiased. Participant was not afraid to voice out negative feedback, and that was very much appreciated.



Qualitative Interview: Round 2, Participant 4 and 5



Esther Lee

Sex: Female
Age: 27
Job: Finance
Likes: Music, Festivals, Sports

Insightful Quote from participant:

“I would also like to know who the artists are before watching them at a festival. Most of the time, I don’t know who they are.”



David Bai

Sex: Male
Age: 27
Job: Finance
Likes: Music, Festivals, Sports

Insightful Quote from participant:

“I think it would be helpful to order refreshments beforehand so that we’re not surprised by a long line.”

Summary:

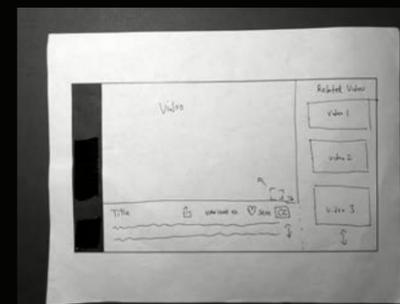
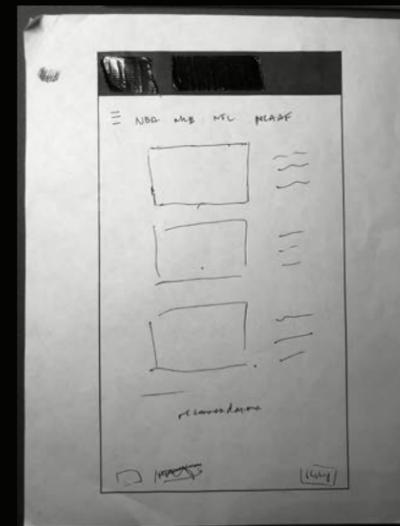
These two participants are a couple who both equally love music festivals as much as sports. I’ve approached David for an interview, but then offered to do the activity with his girlfriend. They’ve invited me over to their home on a Sunday, where they had a set-up for a football viewing party. Before the party, we had the interview, and a lot of extremely insightful information came out of these two.

First off, I’ve interviewed Esther of whom came to love sports because of her boyfriend, David. I’ve conducted a generative test and think-aloud protocol with them both, of whom couldn’t help from listing as much information as possible. Esther liked the vertical scrolling feature with bits of information attached to each content. She then added a sub-menu above the feed, indicating different genres. When asked, she said she finds it easier to find what she wants specifically if there’s a menu targeting certain content she wants to see. David, on the other hand, went for a horizontal layout, indicating that video-type media is viewed best in that format. He then added a vertical scrolling menu to the right-side so he can freely scroll through content. **He has also pushed for the idea that content should have the ability to be saved or favorited.**

Furthermore, when questioned on watching events, they both liked the energy of a live event, whether

it be music festivals or sports. However, they both found lots of pain points in going to live events such as long lines, obnoxious people, horrible wayfinding, wanting control of the camera angles, expensive refreshments, and sometimes not getting enough information on the event beforehand. **Esther stressed that she would like to be prepared events, but most of the time the information is vague. David, on the other hand, as busy as his schedule is, would like digital event service to be seamless, stating, “...I hate having to pull up my email or print a ticket out for an event. Sometimes, I wish I could just swipe my phone like they do at some places.”**

On the topic of music festivals, **they both said they would like to get to know the musicians and performance times beforehand to plan out their evening at the festival.**



Learning Outcomes: Insights on how Esther & David interact with events virtually.



COLE VERCAMMEN
Sports Fanatic

Learning Outcomes:

Aside from the long lines and general pain points of live events, Cole pointed out that watching a sporting event digitally can have its perks. However, he wished there were a way to gain more control of the sports content he viewed remotely.

Insightful Quote:

"It would be really cool if you could switch between camera angles and be given that freedom."



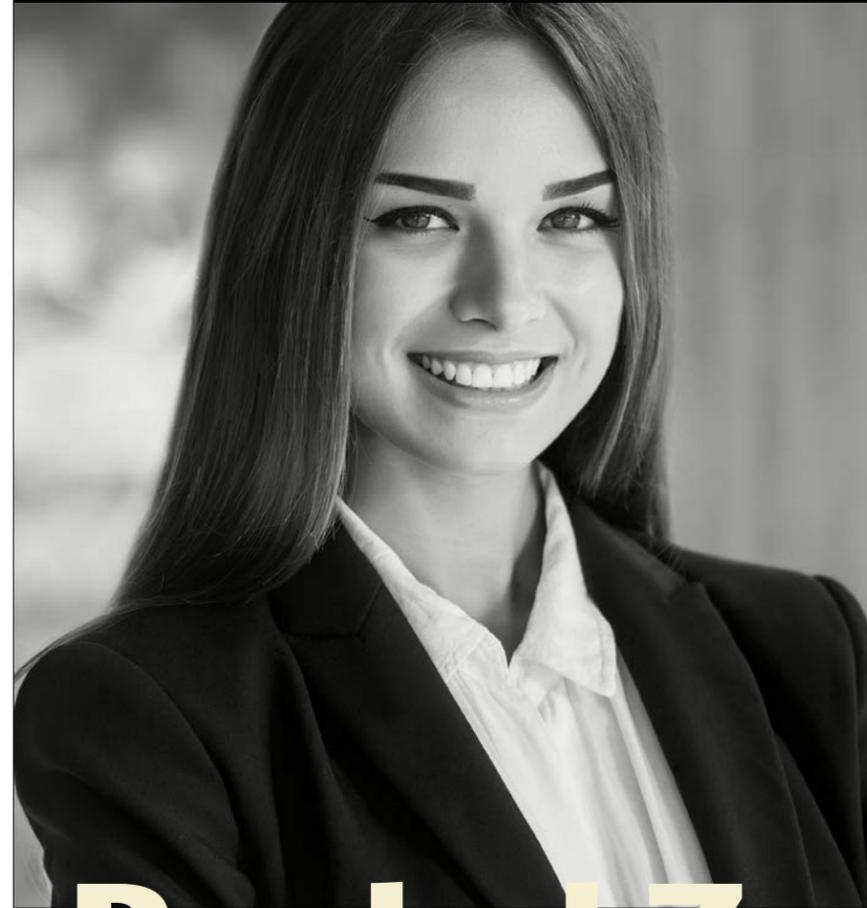
ALEX YACHI
eSports Gamer

Learning Outcomes:

Alex is often on the social media platform Twitch, where gamers broadcast themselves playing games LIVE. On the topic of inclusivity, Alex says that just treating people like people is a great way to be inclusive. To look down on someone as if they need help silently says something negative.

Insightful Quote:

"To include people is to just treat them as people—I think the more general you can be, the better."



Rachel Zane
Marketing Executive
25 years old

MAIN GOALS:

Get info on musicians

PAIN POINTS:

No time to research musicians
Doesn't want to be let down

NEEDS:

More information on artists before attending any festival.

"I'm not much in the music-loop as I've had been. So, having to research the musicians I don't know is such a pain."

\$60k/year
Denver, CO
Single
Bachelor's in Business Marketing

JOB RESPONSIBILITIES:

Recruits talent to work at his agency
Manages weekly campaigns
40-50 hours weekly
Travels for work 3-4x a year

Rachel just got promoted at her job and she has been working long hours. Since graduating college, she has been out of the loop with pop-culture. Raised with four brothers, she is quite the active person—engaging in sporting activities such as kayaking and rock-climbing. On her weekends, if she's lucky, she likes going to music events with friends. The only problem is she doesn't know much about all the new up-and-coming artists as much as she used to.

Concept Poster

Updated Concept Name:
In-App Event Organizer

Position Statement:

How might we create an organized space for Red Bull Event goers within the Red Bull TV mobile app?

Stakeholders:

Red Bull Media House, Santa Monica College

Big Idea:

To prepare users for a LIVE event experience.

How Does it Work:

(1) Offers information on artists or athletes participating in the Red Bull event.

(2) Gives users the ability to purchase tickets for an upcoming event, as well as keep a digital copy of their ticket within the app for faster check-in time.

(3) Gives users the ability to pre-order refreshments, if available, for quicker pick-up. This feature will also involve a live menu of items currently in stock, along with prices and wait times.

(4) A schedule of upcoming events the user has signed-up for will be available for viewing, as well as a wait time for lines at the entrance.

(5) Efficient replay for specific artists or athletes will be available for viewing post-event.

Why Might it Fail:

Having the added features in-app might be hidden from the general public, thus not giving users the experience they need, immediately.

What Can we Prototype and Test:

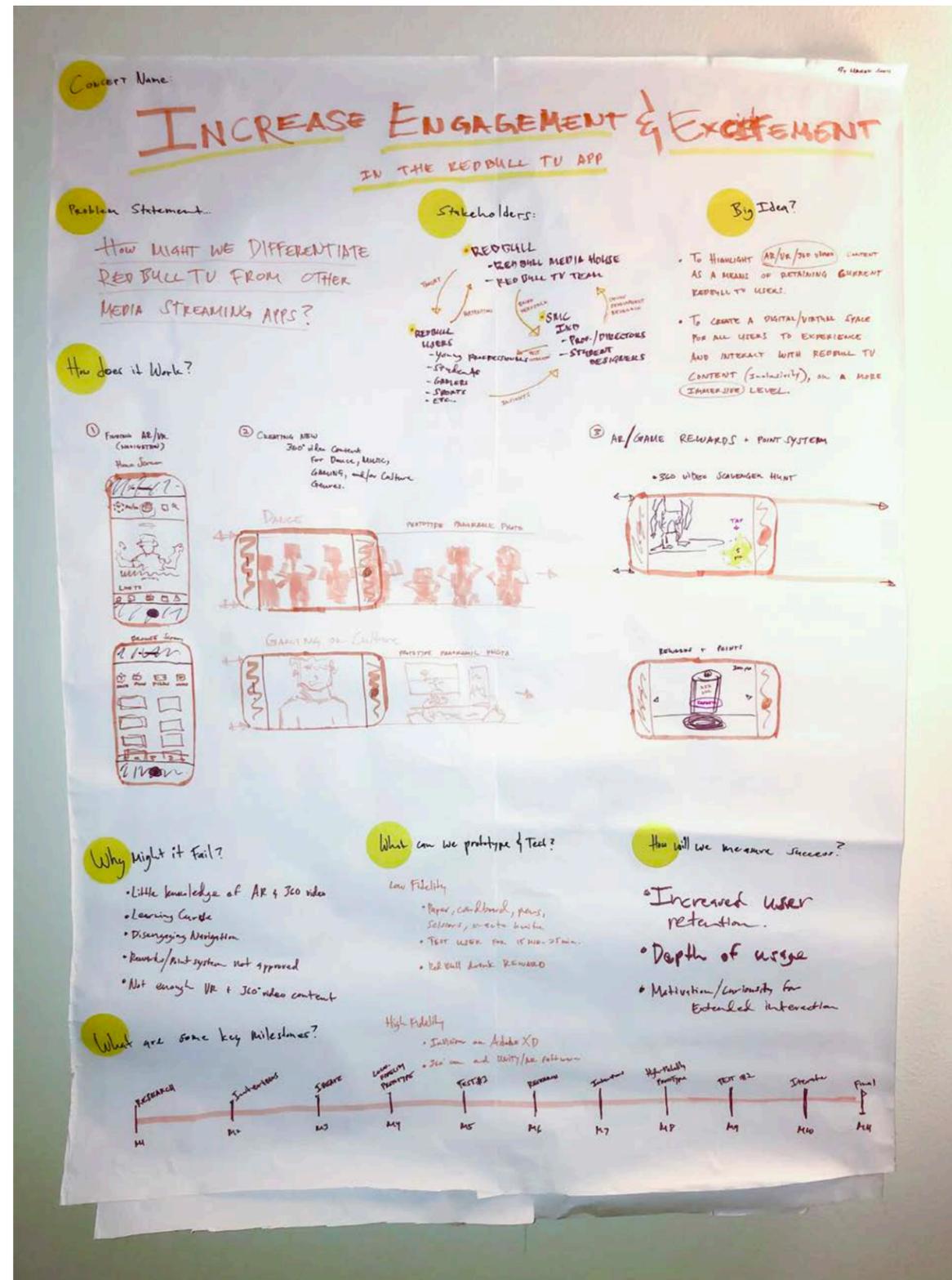
Without further development of actual video and audio interaction, the only things we can prototype and test are wayfinding, onboarding, and roleplaying into each feature.

How Will we Measure Success:

With experience mapping, we can gauge a users experience, gain feedback on each interaction and feature, and may gain insight into the process from start to finish.

Key Milestones:

Prototyping low-fidelity, testing low-fidelity, feedback and reiteration, prototyping mid-fidelity, testing mid-fidelity, making final preparations for high-fidelity, and usability testing before launch.



First Pitch

Have you ever gone to a sporting event or music festival and dread the long lines? Don't you ever wish you could just pre-order your refreshments and pick them up? What about the check-in process? How annoying is it to pull up an email, or print a ticket? Well, what if I told you that you could prepare for all of that in one place? With the ability to gather information from an event like no other media-streaming app? Let's face it—we are all busy people. In this modern world, where the music industry has become saturated with up-and-coming artists—where athletes are plentiful and the genres in sports have broadened to a wide spectrum of newer, more futuristic-type activities. How do we keep up?

What if all you need was an app on your phone? Instead of wasteful, printed pamphlets and flyers filled with information that is hard to read most of the time, especially when the event you're at is at night.

On insights gathered from research conducted on RBTV users, participants expressed how excitement when seeing an upcoming event, especially the fun ones "...brought to you by Red Bull." But, how much of a pain it is when they don't know more than half the artists, players, or athletes.

My proposed product is for RBTV users who are time sensitive and want a way to gain more information about the events they are interested in, as well as lessening their time waiting in long lines.

My product is to include the RBTV audience in an event, and get them excited for it—stress-free!

Unlike YouTube or Instagram, my product takes it a step further in engagement, and gives the users the information they are seeking.

In addition, my product will allow users to replay a video footage of the artist or athlete after the event has been filmed. Whether the user has been to the event or not, they are able to see how a performance went with a particular musician or athlete.

How might we engage and include users in Red Bulls event space within the Red Bull TV app?

By giving users the freedom to explore the content they're viewing for a customized experience, intensifying the ability to indulge, escape, experience, and connect with the events they are most interested in.

Updated Pitch located in the beginning of this case study.

Research Plan (part one)

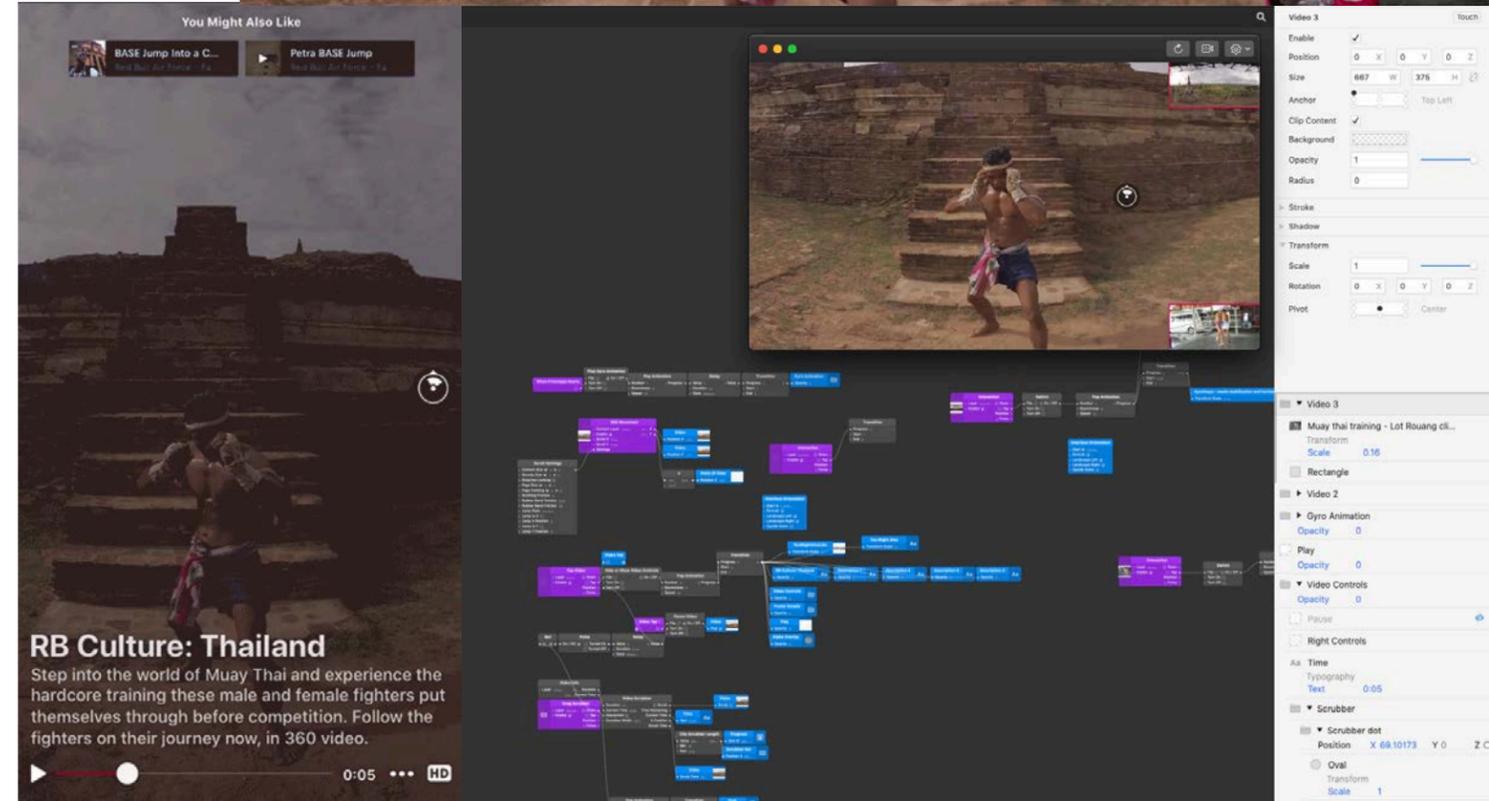
I plan to test my prototype by starting with low-fidelity paper mock-ups with interchangeable interface elements to see which features will work or not work. I then

MIDTERM REFLECTION:
The Interactive TV concept failed due to being media-related. However, moving forward, I've then taken the research and uncovered a commonality—lost of interest due to lack in information. I have since then moved forward with events and music, as this was a common interest between participants.

plan on bringing this into Adobe XD or a similar program such as Origami or Framer X to test the interactions. In this stage, I will also be implementing an experience map to gauge the users behaviors and emotions while interacting with the digitally designed

prototype. From there, I plan on refining the UI elements and interactions based on the feedback for the final round of designs where I'll be doing usability testing on a developed, high-fidelity prototype.

To the right, I have the first round of prototypes: →



Research Plan (part two)

The screenshot shows a Notion workspace titled "RBTV - Red E" with a navigation bar at the top including "Red Bull Free", "Team Visible", "HS", and "Invite". The workspace is organized into seven columns, each representing a week of the research plan. Each column contains a list of tasks in card format, with a "+ Add another card" button at the bottom of each column. The tasks are as follows:

- Week 1 - Low Fidelity Prototype**: Compile research into technological insights; Research technological possibilities; Sketch wireframes of proposed UI; Gather Materials; Develop Paper Prototypes; Role-play with paper prototypes for self-test before actual testing.
- Week 2 - Low Fidelity Testing**: Find 5 people to test paper prototypes; Print and have participants fill out consent forms; Test paper prototypes; Conduct think-aloud protocol during testing; Post-interview questions for extra insights.
- Week 3 - Mid Fidelity Prototype**: Conduct extended research on AR, VR, and 360 video; Gather insights on what can or can't be done; Test concepts with small exercises; Learn Origami Studio/Origami Live; Download free 360 video content to for prototype; Research technologies relating to digital interactive spaces; Develop mid fidelity prototype with Origami Studio; Self-test prototype before testing.
- Week 4 - Mid Fidelity Testing**: Find 5 people to test Origami Live prototypes; Print and have participants fill out consent forms; Test mobile prototypes; Conduct think-aloud protocol during testing; Post-interview questions for extra insights.
- Week 5 - High Fidelity Prototype**: Rent 360 video equipment; Find a subject to shoot (dancer, LGBT voguer, skater, surfer, etc...); Print and have subject sign consent forms; Production shoot with 360 video and two other cameras in a secluded location (for equipment security); Edit footage for high quality output similar to RBTV content; Create live 3D text for informative hot spots on Interactive video content; Perfect specific Origami Studio functions to aid in development; Develop High fidelity prototype using Origami Studio; Self-test prototype before testing.
- Week 6 - Usability Testing**: Find 5 people to test Origami Live prototypes; Print and have participants fill out consent forms; Test mobile prototypes; Conduct think-aloud protocol during testing; Post-interview questions for extra insights.
- Week 7 - Iteration and Final Delivery**: Work out kinks and make sure all links are working; Incorporate RBTV navigation into final product; Reiterate digital product with onboarding features for new user; integrate favoriting and sharing capabilities; Final self-test before launch; Launch final product; Develop final pitch for presentation.

Ideation and creation of first design was a flop after feedback from client. The research plan had transformed. Thankfully, the evolved concept resolved the actual needs of users. Rather than setting a foundation of what the user wants. Below was the only feedback offered from the client.

“...I’m stumped by this [concept]... is there a non-media use case for this?”

Yes. And no.

What Worked?

- (1) Great prototype and user interactivity
- (2) Great supporting research to first concept.

What Didn't Work?

- (1) Client did not want a feature whose focus was entertainment.
- (2) Went back into research to uncover and design for users painpoints.

Research Plan (part two)

Objectives

- 360 video functions
- AR/VR capabilities and software
- User insights on media usage
- Origami software for prototyping
- 360 video editing and 3D space capabilities
- How users may engage with interactive video
- Test to see if a reward system is needed
- What excites users about the interactive video
- Further researching and implementing UI

Participants (Recruitment)

Between the ages of 18–35

Interested in at least one of the following:

- Traditional Sports
- Extreme Sports
- Dance
- Music
- Music Festivals
- Gaming
- Culture
- Events (sporting, music, etc...)

Approach (Interview + Participatory)

Interviews will be run either individually or up to teams of two—(1) a researcher and (2) a notetaker; a video recording may substitute for the notetaker position. Each participant will be interviewed for up to a total of 30-minutes of which may include sets of questions surrounding several themes in relation to mobile app interaction and engagement, activities testing mobile app interactions and engagements, followed by several questions to gather insights on digital interactive spaces and video viewing. This interview may be conducted in-home or on-location, according to the participants personal preference. We respect the participants' privacy, and all data gathered will be shared only with members of whom are present and not present within this activity, of which may include, but are not limited to students and their/our corresponding faculty members of Santa Monica College.

Interview Guide

Background Questions

Hi! I'm Haren Soril (optional: ...and this is _____ of whom will be helping us take notes from this interview today). First and foremost, I'd like to thank you for helping us in our research. If you haven't already known, I'm a student of Santa Monica College enrolled in the Interaction Design program completing our final year as seniors. As students, we're collectively reviewing applicants or volunteers to a part of our study involving mobile interactions and engagements. The interview will take a total of up to 30-minutes. There are no right or wrong answers as we are just looking for your personal input. If you have questions as we go along, please feel free to ask. However, I might not be able to answer all questions during the interview and will have to answer your unanswered questions at the end of our session.

Prior to starting our interview today, we just want to reiterate our process: this interview will be conducted for 30-minutes and will involve both questions and activities related to mobile interactions and engagements. Just to confirm, is it okay for us to video or audio record this interview? Great, give us a moment as we will (or will not) be setting up the equipment. In the meantime, could you look over this document and sign where the X's are marked in red? All recordings, data, and notes gathered today will only be shared with other students and faculty members for review, and may be included in a presentation, meeting, conference, or similar. We want to stress that these recordings will never be shared publicly and we value all participants' privacy. Are there any questions before we start the interview? Great, thank you.

High-level questions

- How often do you view videos on your mobile device?
- When do you usually watch videos on your mobile device?
- Which mobile apps do you use when viewing these videos?
- When viewing videos, what do you like the most, or not like?
- What do you think about ability to customize the content you view?
- What do you think about featured-type content?
- What do you think about interactive video content such as 360 video?
- How do you feel about onboarding? What do you like or not like about it?
- What do you think about videos with an automatic-play preview? Does it help you understand the content?
- What do you not like about it?
- What are your thoughts and feelings on AR/VR features?

Detailed questions

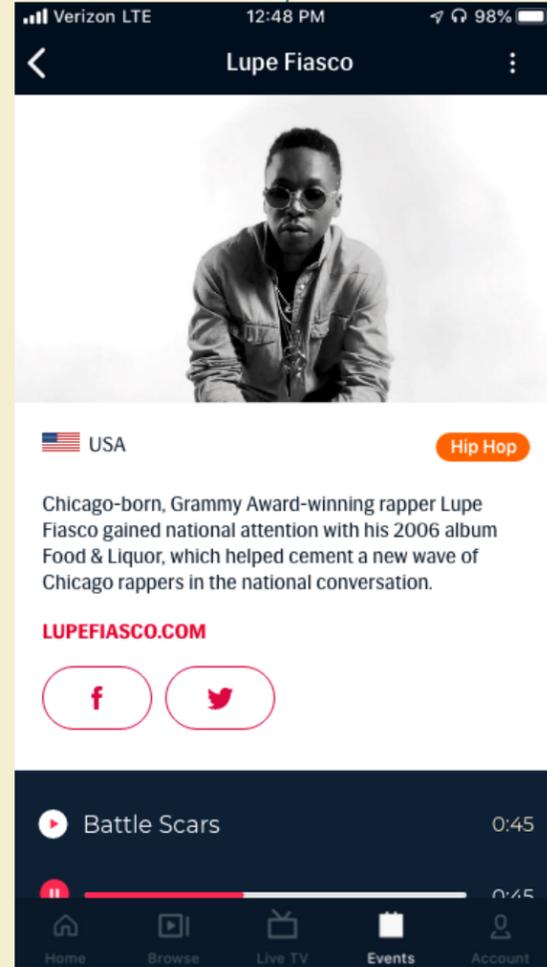
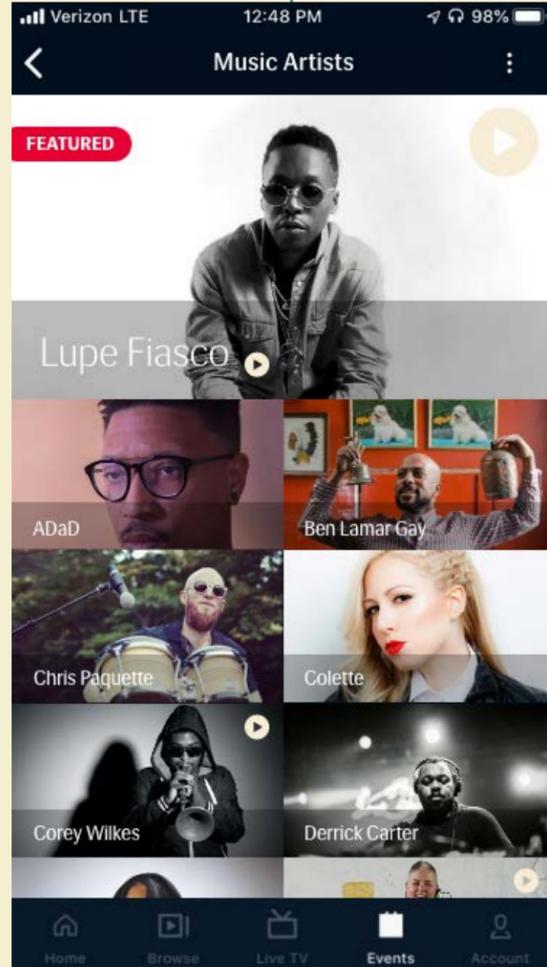
- How do you feel about personalization? For example: the way streaming services offer similar content based off of what you've recently interacted with or viewed?
- Do titles and headlines—the way they are written—affect your decision in viewing?
- Would you like to read a little about a video before watching it? Or after?
- What propels you to open the same mobile apps to watch videos? Also, what do you think drives you away?
- What do you usually do when a video isn't as engaging as you thought it would be? What do you wish you could do?
- Could you tell me about a time where you've felt engaged and included in a sporting event: What are the pros and cons of viewing an event, whether sports or other, digitally versus an event live in-person?
- When watching an event, is there anything you wish you could do, attain, or control digitally?

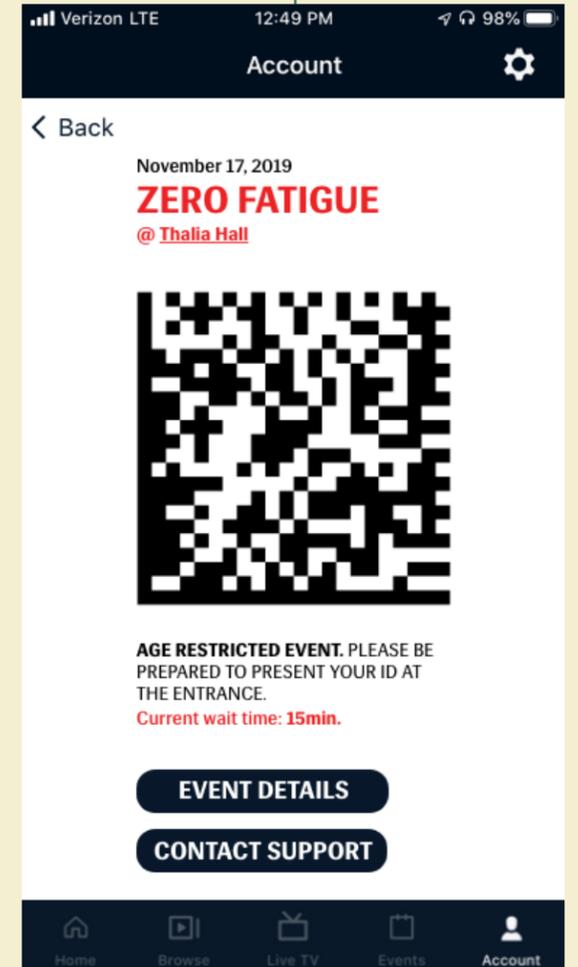
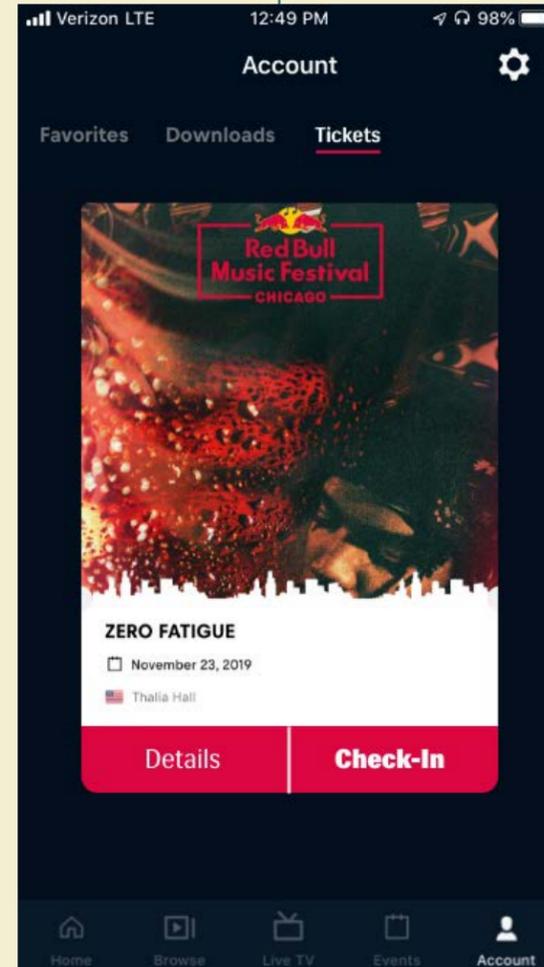
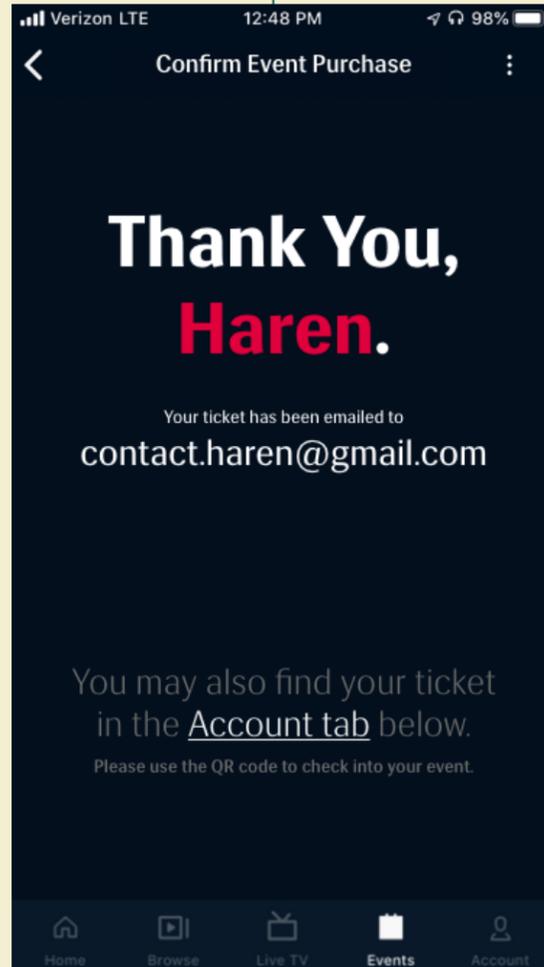
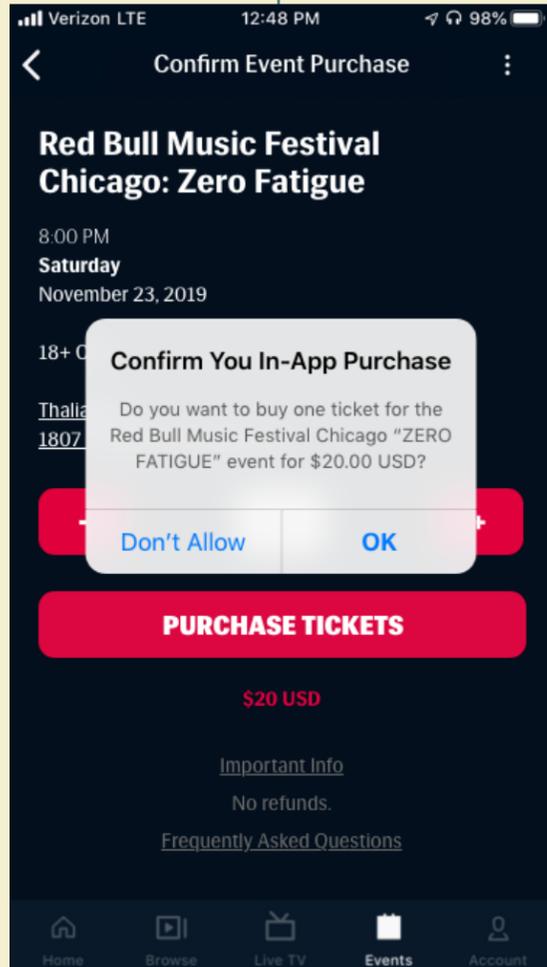
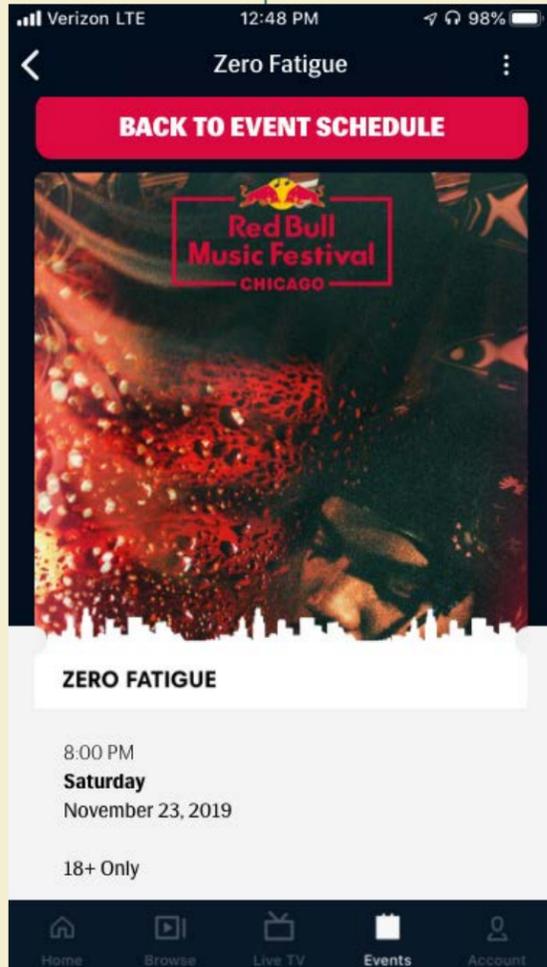
Think-Aloud Activity

- Please show me how you would view interactive TV on the Red Bull app
- Great. Could you show me where the 360 videos are located?
- Click on a video (specific video will be mentioned for hot spot link)
- Awesome. Please take a moment and play with the controls here...
- Tell me what you think and feel as you're doing this.
- Show me how you would switch between camera angles..
- Show me how you would share this experience with a friend
- Thank you. This concludes our activity. Are there any questions or feedback from this exercise you could give me?

Thank You

Alright, this concludes our interview for the day/evening. Before we disengage, may I ask my partner if we've missed anything? If not, again, we'd like to thank you—here's the compensation we've promised and copies of our agreement. Please feel free to contact me if there are further questions. When we're done compiling and analyzing the data, we will be contacting you again for a follow-up—is this ok? Also, we will have prepared a document for you showing the results of our analysis. Thank you so much for your time, today. You did a great job and we are so lucky to have worked with someone as insightful as you. Thanks, again!





Liked:

“I really liked how you can play the audio file to listen to the artist. It really can change a persons decision into purchasing tickets for the event.”



Esther

Disliked:

“The scroll function to choose the artist was cool but I’m still not sold on it. Is there a way to integrate photos of the musicians?”

Liked:

“You know, I really liked that everything is available in the app. I can immediately get the information I need and check-in, which is nice.”



Josh

Disliked:

“Mmm... you know... what’s the difference between this and EventBrite? The app is already too busy. Could this be another app? I still would not keep this.”

Liked:

“I guess what I liked the most was that everything is kept in one place... I like the wait times...”



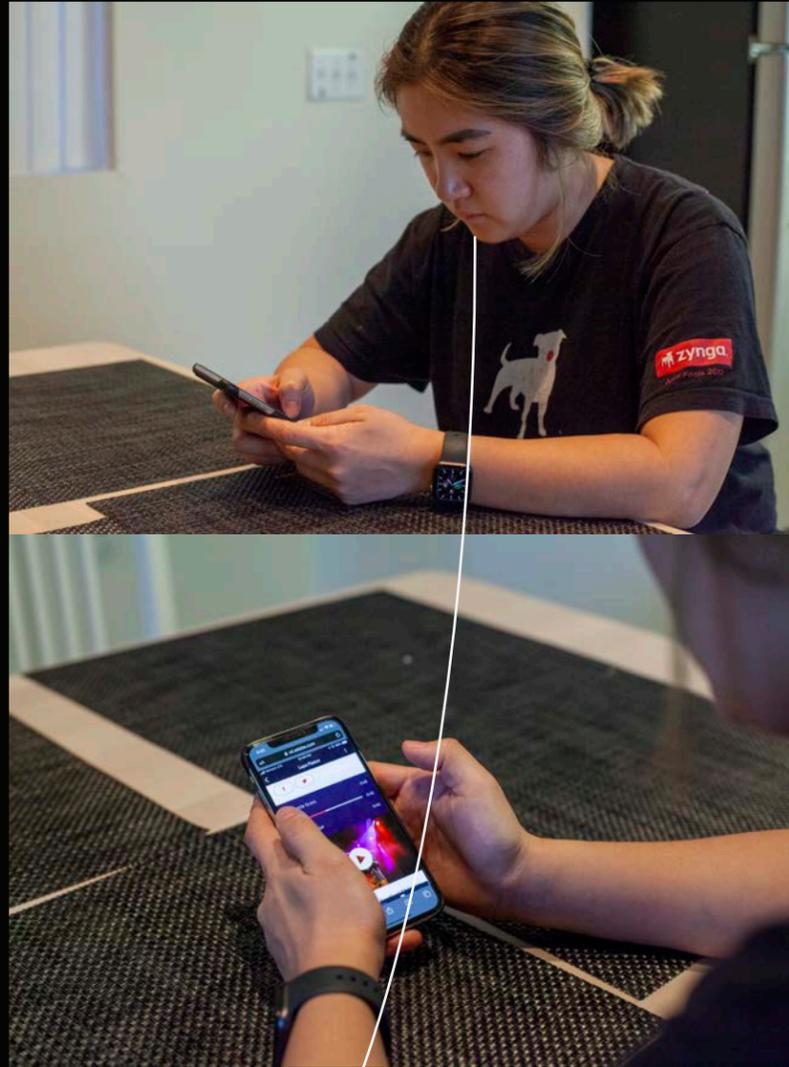
David

Disliked:

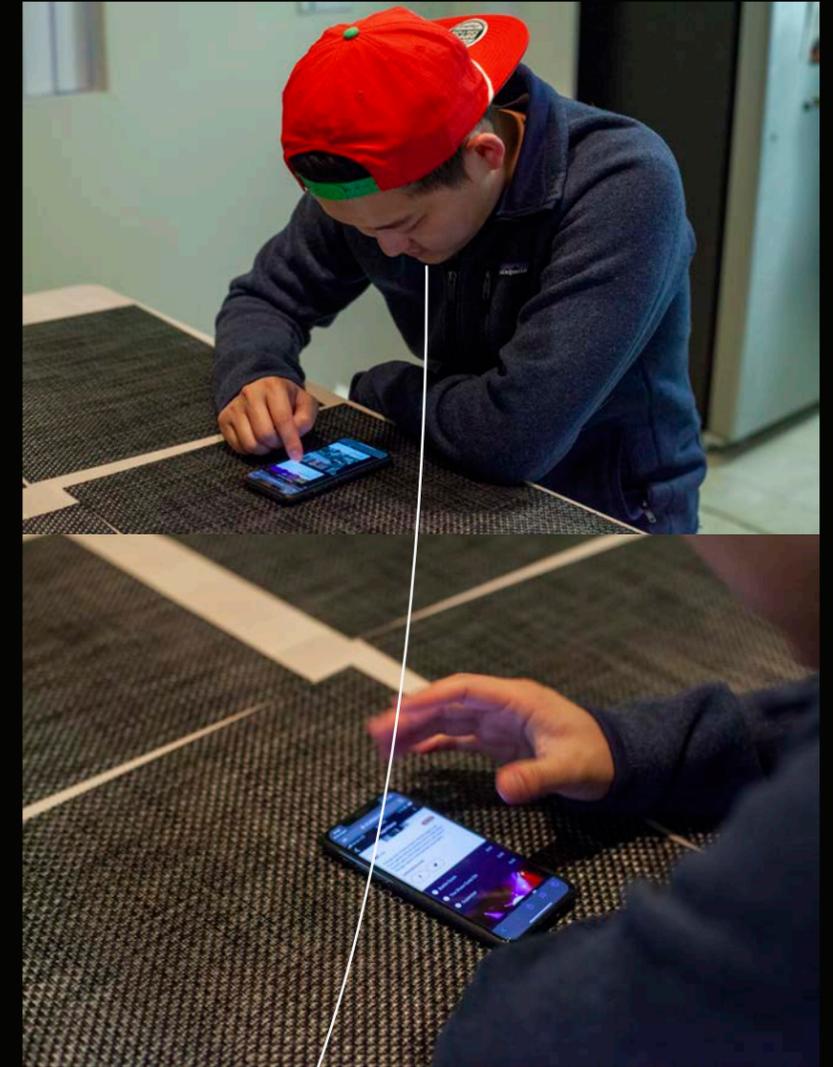
“I guess because it’s a music festival that I’m not completely sold. What would it look like if it were a sporting-type event? Also, I don’t want to log-in or create an account.”

Stage	Pre-Event									During Event			Post																																																			
Touchpoints	Find event & scan page	Browse & view artist page	Purchase tickets	Create account	Enter basic information	Take photo of ID & credit card	Ticket confirmation	OnBoarding Event organizer	Check-in	Wait estimates - bathroom & refreshments	Live event video	Artists clips																																																				
	<p>● Esther ● Josh ● David</p> <table border="1"> <caption>User Satisfaction Scores</caption> <thead> <tr> <th>Touchpoint</th> <th>Esther</th> <th>Josh</th> <th>David</th> </tr> </thead> <tbody> <tr><td>Find event & scan page</td><td>7.3</td><td>8.2</td><td>9.3</td></tr> <tr><td>Browse & view artist page</td><td>5.2</td><td>6.2</td><td>5.2</td></tr> <tr><td>Purchase tickets</td><td>6.2</td><td>8.2</td><td>8.2</td></tr> <tr><td>Create account</td><td>4.2</td><td>5.2</td><td>6.2</td></tr> <tr><td>Enter basic information</td><td>4.2</td><td>6.2</td><td>6.2</td></tr> <tr><td>Take photo of ID & credit card</td><td>6.2</td><td>9.2</td><td>6.2</td></tr> <tr><td>Ticket confirmation</td><td>10.0</td><td>8.2</td><td>8.2</td></tr> <tr><td>OnBoarding Event organizer</td><td>3.2</td><td>6.2</td><td>5.2</td></tr> <tr><td>Check-in</td><td>7.2</td><td>10.0</td><td>8.2</td></tr> <tr><td>Wait estimates - bathroom & refreshments</td><td>7.2</td><td>8.2</td><td>8.2</td></tr> <tr><td>Live event video</td><td>5.2</td><td>7.2</td><td>7.2</td></tr> <tr><td>Artists clips</td><td>6.2</td><td>9.2</td><td>7.2</td></tr> </tbody> </table>												Touchpoint	Esther	Josh	David	Find event & scan page	7.3	8.2	9.3	Browse & view artist page	5.2	6.2	5.2	Purchase tickets	6.2	8.2	8.2	Create account	4.2	5.2	6.2	Enter basic information	4.2	6.2	6.2	Take photo of ID & credit card	6.2	9.2	6.2	Ticket confirmation	10.0	8.2	8.2	OnBoarding Event organizer	3.2	6.2	5.2	Check-in	7.2	10.0	8.2	Wait estimates - bathroom & refreshments	7.2	8.2	8.2	Live event video	5.2	7.2	7.2	Artists clips	6.2	9.2	7.2
Touchpoint	Esther	Josh	David																																																													
Find event & scan page	7.3	8.2	9.3																																																													
Browse & view artist page	5.2	6.2	5.2																																																													
Purchase tickets	6.2	8.2	8.2																																																													
Create account	4.2	5.2	6.2																																																													
Enter basic information	4.2	6.2	6.2																																																													
Take photo of ID & credit card	6.2	9.2	6.2																																																													
Ticket confirmation	10.0	8.2	8.2																																																													
OnBoarding Event organizer	3.2	6.2	5.2																																																													
Check-in	7.2	10.0	8.2																																																													
Wait estimates - bathroom & refreshments	7.2	8.2	8.2																																																													
Live event video	5.2	7.2	7.2																																																													
Artists clips	6.2	9.2	7.2																																																													
Feels	Confused Curious Great	Anxious, more disengaged OK OK	Confused Great Great	Confused OK OK	Annoyed OK	Great Great Good	Great, happy Great	Annoyed Annoyed OK	Good Great. Loves it! Great	Good Great. Great	OK Good. Good	Good Great. Good																																																				
Needs	"Where's the menu?"	To find specific musician To find artist	To know where else tickets can be bought on the app	Quicker access To do this earlier To be logged in, already.		Quicker access		No onboarding, please.		Menu for refreshments GPS location	Easy Access to view later	To know who other musicians are																																																				
Improvement	More white space and contrast. Maybe color? "Would be cool to have a sub-menu"	Categorizing or some sort of sorting Bigger text Would like to see a menu or some sort of category sort system here so I'm not scrolling for information	Where else does this feature exist?	Possibly include biometric scanner Users should log in first thing after downloading Log in at beginning, this section came in late.		Possibly include Apple pay for quicker access?		Make design self-explanatory. Users should do this first thing after downloading	Quicker access	Create menu for refreshments Add GPS location?	"Why do we need this when we're already there?" Live captioning, maybe?	Maybe add lyrics?																																																				

A final check-up with the participants to see if everything is good to go for presentation day with the client.



“Everything is good. Just, I’m wondering if would be more efficient to include the events you’re going to on the front page of the app. That way, I can quickly open it up and scan my ticket.”



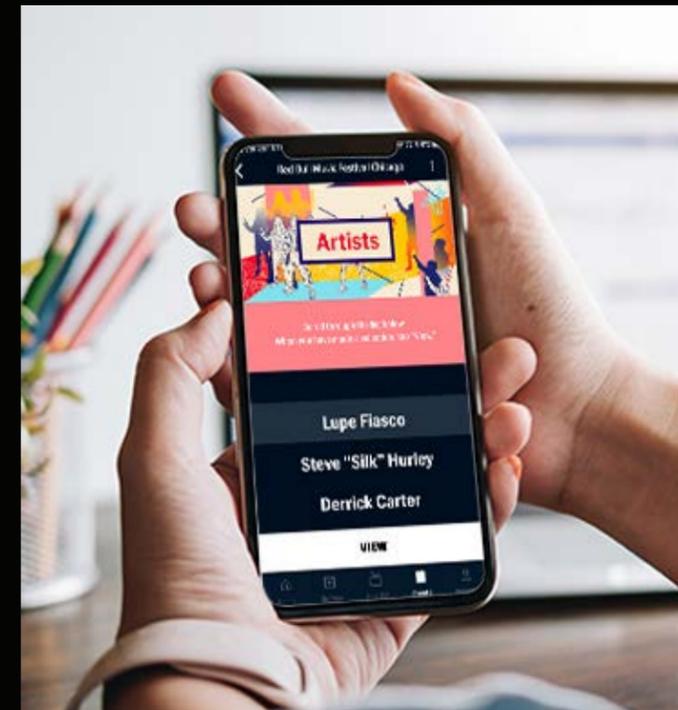
“I still want more information. I mean, I get that some people may want little to read. But, I actually would like to read more about the artist... Possibly add a ‘more’ tab where it could expand to more information?”



RESEARCH DESCRIPTION

Majority of my research conducted for Red Bull TV revolved around the inclusion of social groups, excitement & engagement, and user retention. This later evolved into the research of how users navigate physical event spaces, delving deep into pain points involving the interaction of event service design and human behavior and **emotion**.

- (1)
Users were most engaged with the 360 video feature, expending a majority of their time immersing themselves in the virtual environment versus other video content. However, most users also expressed a liking toward live events versus virtual alternatives.
- (2)
Not knowing who the musicians, players, artists, and athletes were disinterested a majority of my participants and interviewees from the actual app. Thus, the lack of information presented a block for all participating users.
- (3)
Inclusion proved to be a major issue, as well. In genres such as dance and culture, the lack of content proved to be troublesome when users interested in such areas found these few genres to be more exclusive than inclusive. They've also perceived the same for Red Bull Events.



PROTOTYPE DESCRIPTION

The Red Bull TV Event Organizer helps users within the Red Bull Event space by allowing previews, bios, and event playbacks of participating music artists, performers, and athletes. In addition, users are able to organize their event schedule and use the app to efficiently check into their events.

GROUP INSIGHTS

Crowds are a huge problem for users at live events and some might not even attend due to it.

Users prioritized finding their friends and parking at live events.

Users struggled a lot with trying to find live events that they were specifically interested in due to the hard to understand search feature.

Users are not interested in casually downloading apps.

A lack of information proved to be a major block for all event enthusiasts researched. Most feedback on why they wouldn't attend an event revolved around not knowing the participants, whether music artist, performer, or athlete.

A lack of information regarding refreshments, wait times, and awful wayfinding was another key insight given by participating users. One participant responded, "...they give you those printed pamphlets or flyers with information, and honestly I just throw it away—I already have too much to hold."

Learning Outcomes:

Presentation day went well. I've presented with three other designers of whom all tackled on the theme of Events. Our group, in particular, did well in our cases, and have received great feedback, along with a few questions that got us thinking for future possibilities. Altogether, this project was a success and we are glad Red Bull Media House liked the research and design we've worked on for the past three months.

Perhaps the biggest learning outcome here was to verify a direction. Though, for me, this was already a flop from the start because of the research conducted, which focused more broadly on app engagement. Learning the only feature that excited the users was 360 video, I've then went along with that concept because I've thought that if RBTV furthered their development on such interactive content, would they probably have more of a user retention rate—this was not the case. I've then had to reach back into my research and uncover pain points from users in the event space—now, integrating features that propel engagement from the digital world to the physical.

Through this project, I've learned users have an extremely low attention span when on mobile devices and media consumption is based on the context of their setting. Users can't simply be forced into interaction. And perhaps, seeking needs instead of implementing fun features should not be overlooked. My insights supported the need for Red Bull through an increase in user retention. More information and feeling included were the top two needs of my users. Red Bull could benefit by incentivizing on events.

