

APP DESIGN

PROJECT

|

WEB

DESIGN

STUDIO



# — BRIEF

## Idea

Avoiding dot to dot. A promotional event app with a twist. Made for avoiding the event as best as you can.

## Scope

Who is it for?

Event goes and the general public.

Where does it work?

The app will need to work primarily on 3G as the user will most likely be out will using it.

## Content

What does it contain?

The app must contain information on your distance from dot to dot, why you shouldn't attend and should contain limited information about dot to dot.

## Functionality

What does it need to do?

Promote dot to dot with a funny twist on why not to attend and your distance from the event. Could be considered a game of how far way you can get from the event.

## Skeleton

How does it work?

The app will need to utilize the location functions of app furnace and your phone to give information of the distance from the event.

## Presentation

How does it look?

The app should look similar to the dot to dot branding and website for familiarity purposes.



I did not research much for this project although since I would be reproducing something that would promote dot to dot I

wanted to take the look and feel of the previous dot to dot event as my aesthetic inspiration.

# DEVELOPMENT

## PAGES NEEDED

DOT TO DOT INFO

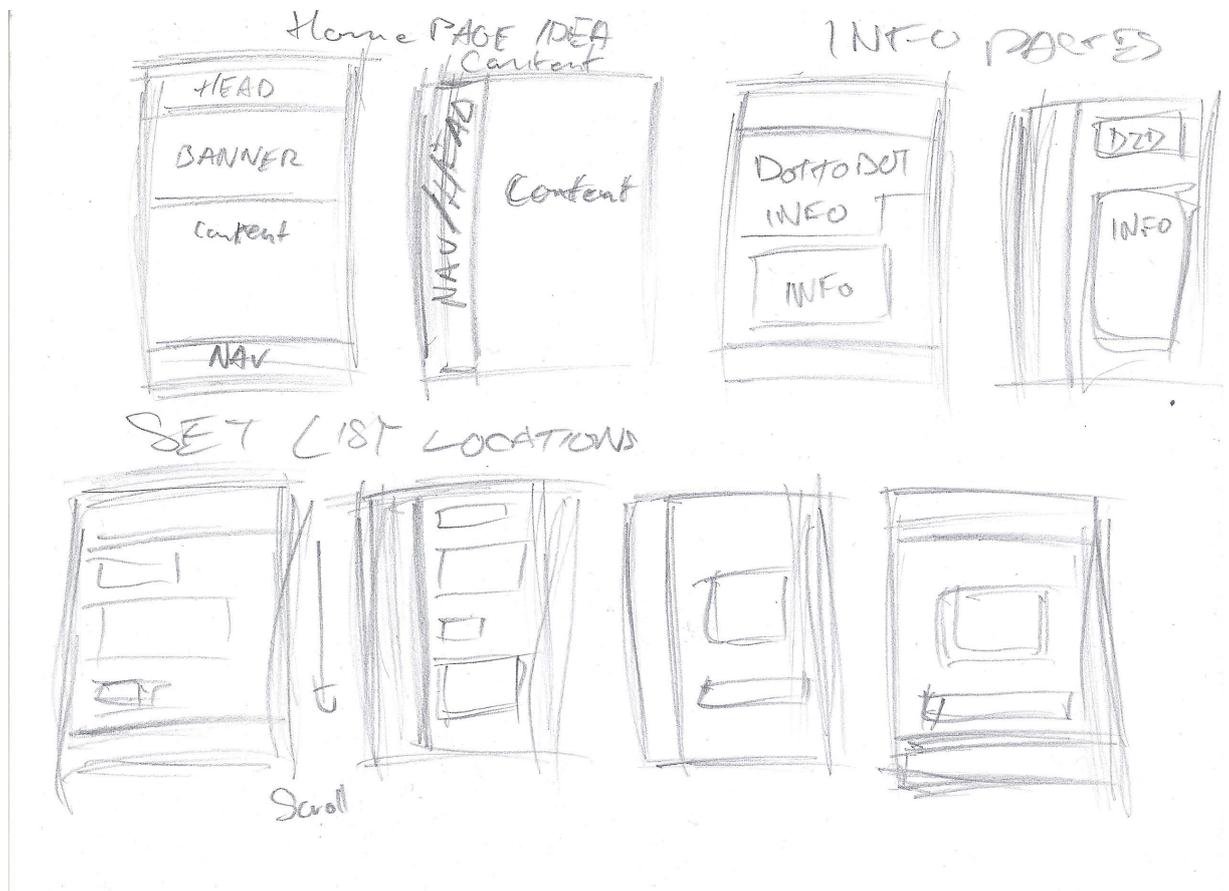
HOME PAGE

DISTANCE FROM DOT TO DOT

SET LIST / Locations

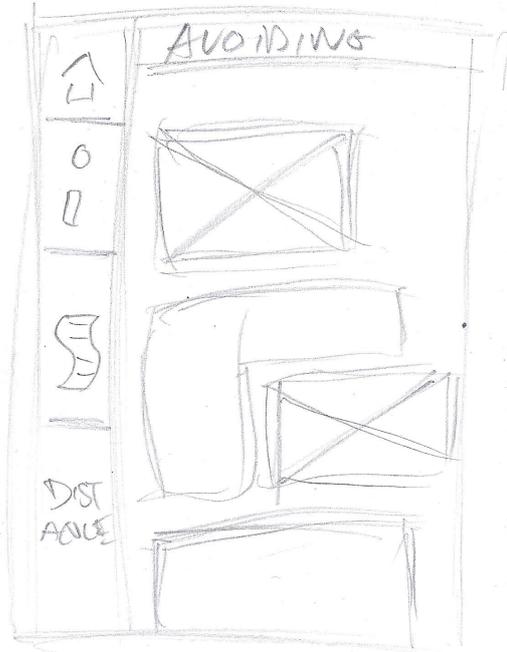
I went straight into thinking about how many pages the app would need and following up by sketching out designs. I had two main ideas driving the app design one of which was based

on a vertical navigation and the other based on a horizontal navigation style. I choose the vertical navigation as it was something that is not done often.





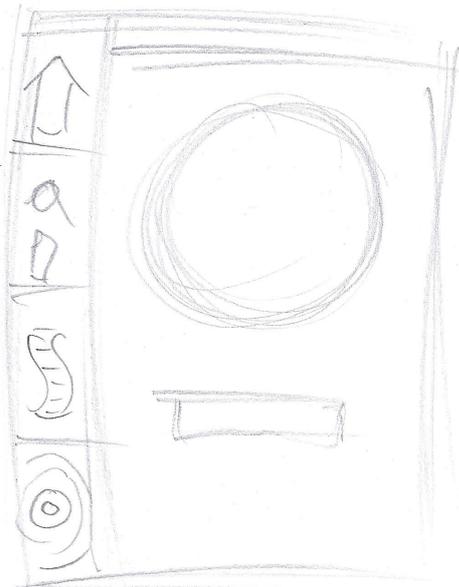
HOME PAGE



INFORMATION PAGE



SET LIST PAGE

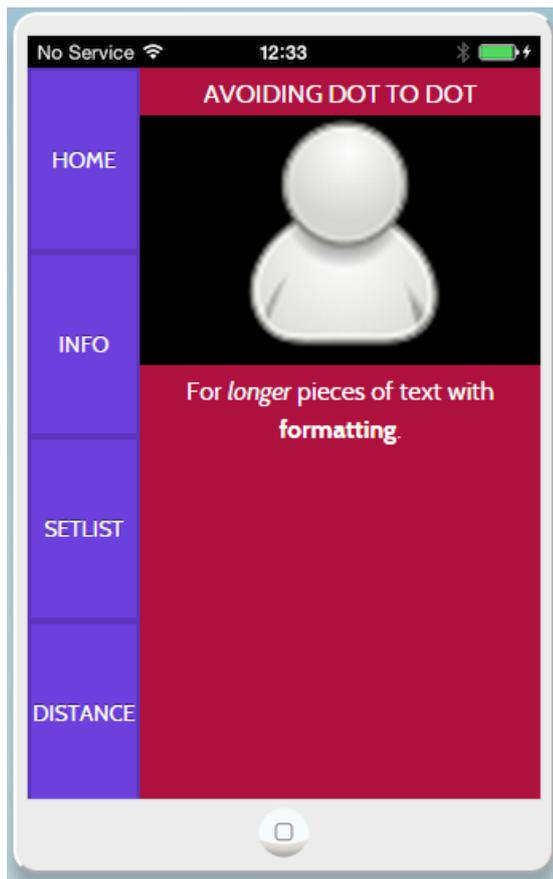


DISTANCE PAGE

I then went on to develop the different pages needed within the app. Playing with the idea that I could create icons for the navigation and the general arrangement of the content on each page later this would end up looking very different although this was a good start for me to get ideas down on paper. The home page would consist

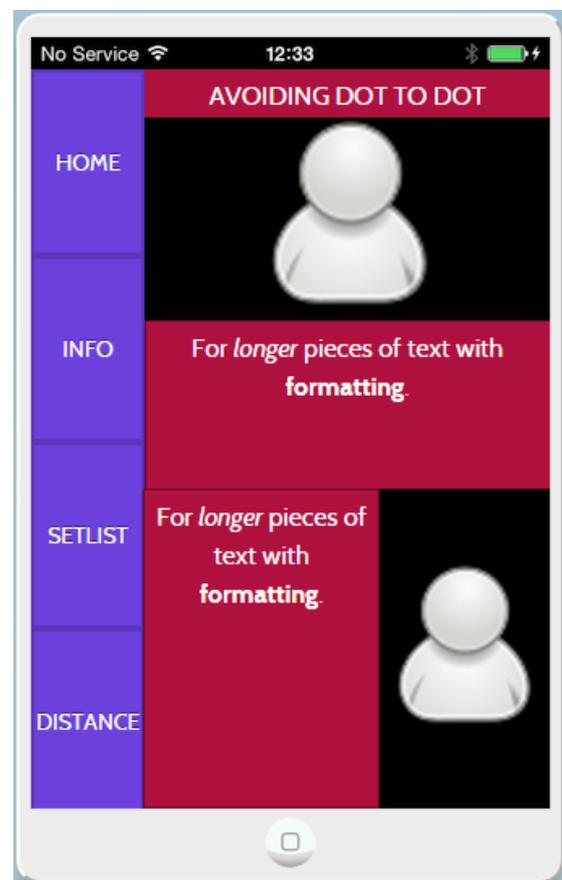
of images and a small amount of information about the event. The info page would extent that information. The set list page would give a list of all the acts and locations of the acts and the map page would take advantage of app furnaces' easy to use location widget to show users where they were on the a basic map.

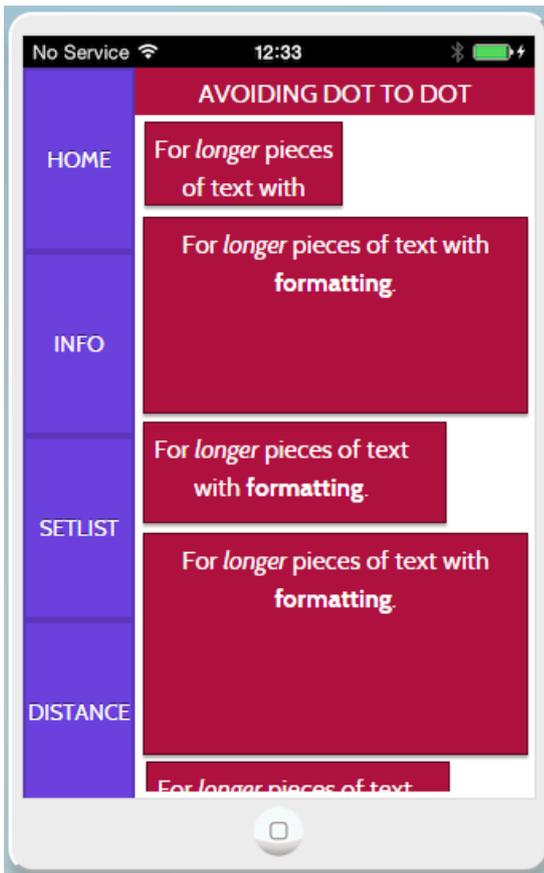
# DEVELOPMENT



I took the designs into app furnance and began mocking up what area's in which content would later be added too. I mainly wanted to get the navigation functionality working and layout a rough idea of spacing without looking into colours or styling at this stage.

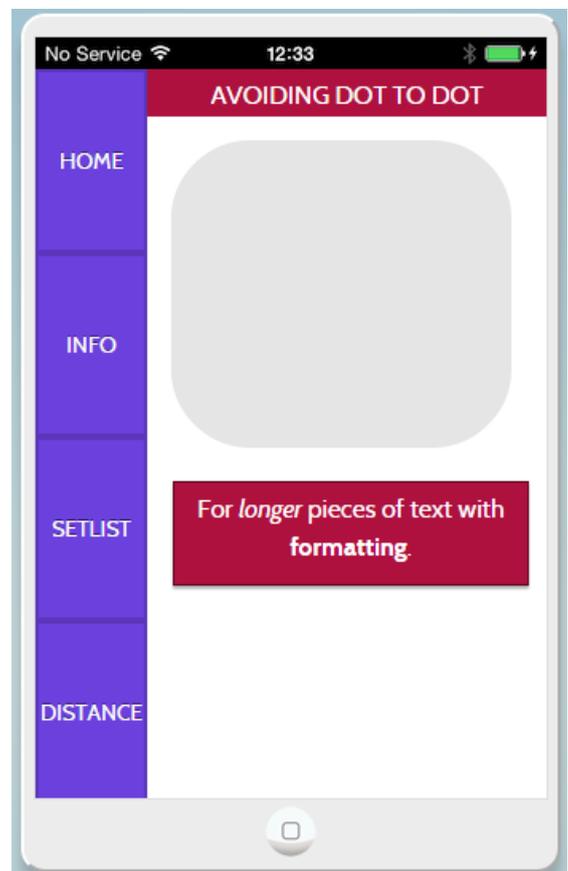
The info page is much the same at this stage with no images or text just navigation and content areas to understand spacing and layout. The info area is initially intended to be an extension of the information on the homepage.



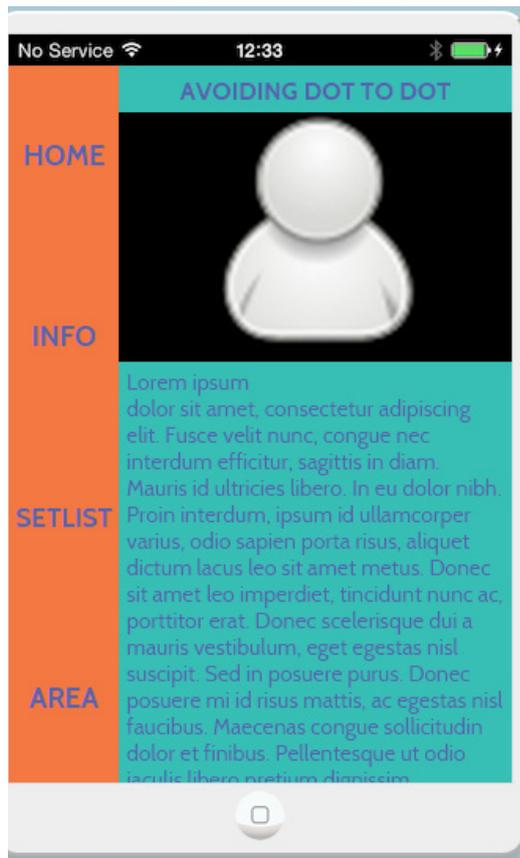


At this stage I felt like the setlist should of been a large scrollable area with sections for each location and the artist and times under them. This was the way the original setlist was formatted and I felt like it was the best way to handle quite a large amount of information.

My initial idea for the distance page was to have an image or map in the central content box seen here and then have information acquired via javascript code shown in the text box below. This would be part of the avoiding dot to dot spin on the app.

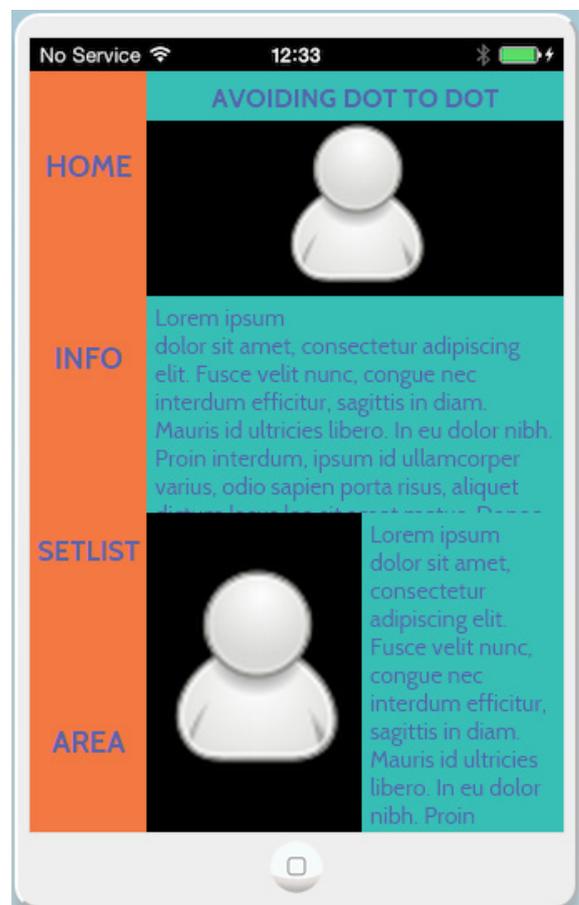


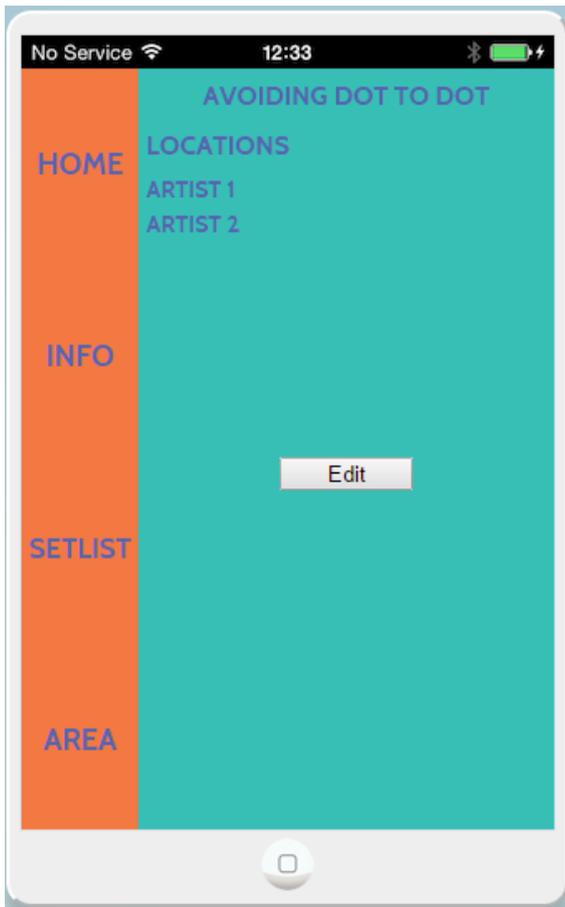
# DEVELOPMENT



By this stage I had started styling the app in a way that would link aesthetically with the dot to dot branding. The home page looks much the same as in the previous stage although this time I have added Lorem ipsum to the body of the page to understand how text would look on the page.

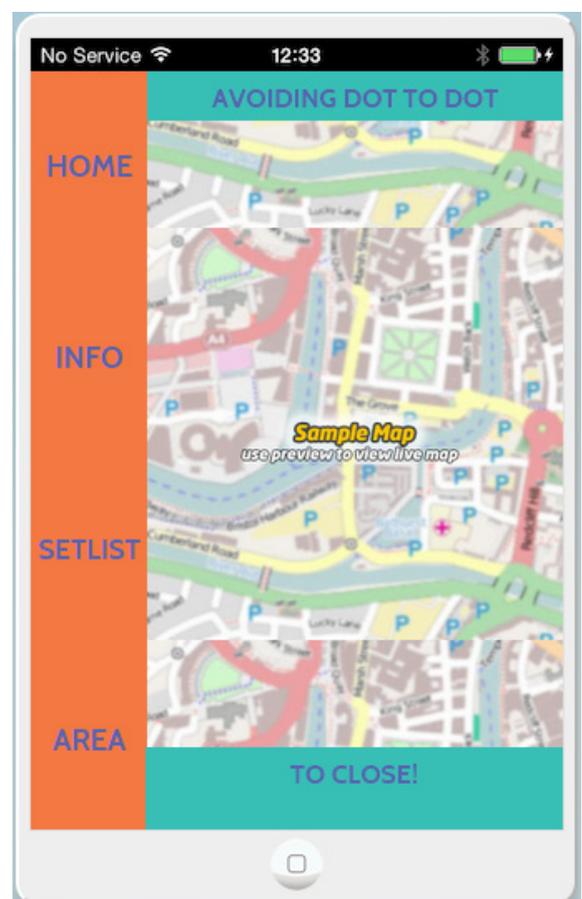
I added the same kind of styling to the info page along with Lorem ipsum to fill the content area's. Playing with font sizes and image widths to get the right balance throughout.



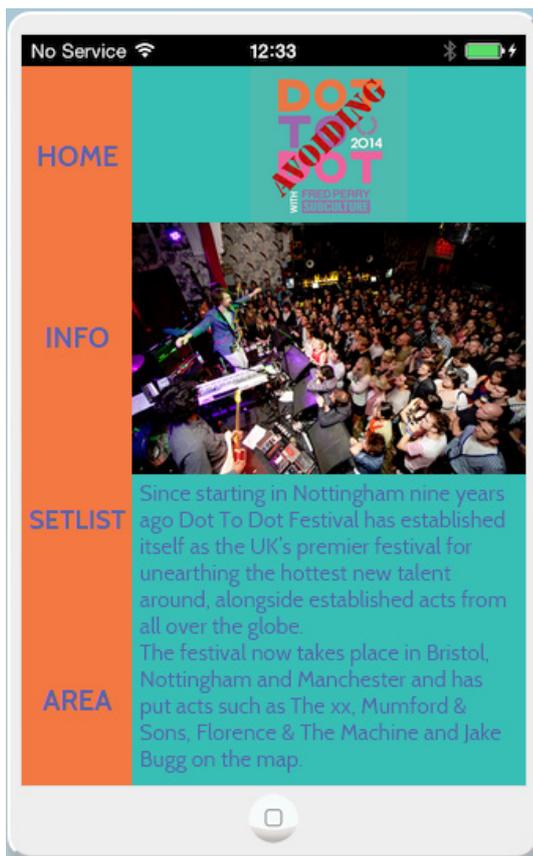


The setlist page was now taking shape aesthetically as well although unlike before I went for the solid colour blue background, large headers and smaller sized fonts to separate the locations and artists.

The distance page, now better named area page saw the biggest change. I felt like the map should be much larger and the javascript input would be placed at the bottom rather than its previous more central area.

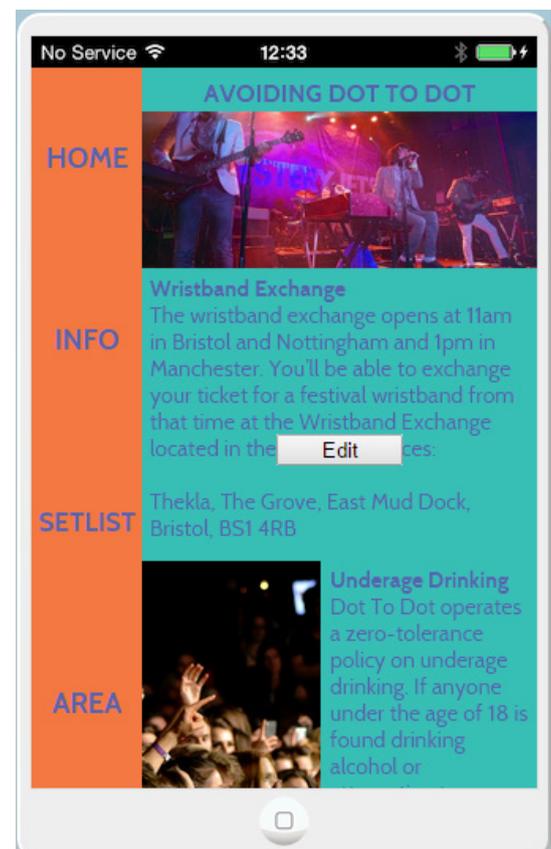


# DEVELOPMENT



At this third and final stage the home page was filled with real content, images found from previous dot to dot events and even a header created in photoshop to add to the idea of avoiding dot to dot.

As it was initially intended to info page looks much like an extension of the home page. This time with its main content area being a scrollable div rather than a fixed one giving the user more information than before without having to compromise on font or image size.



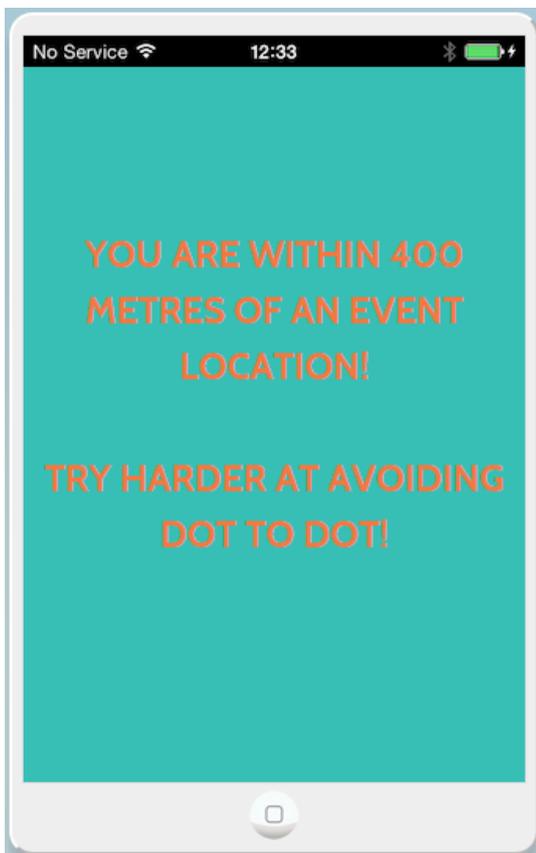
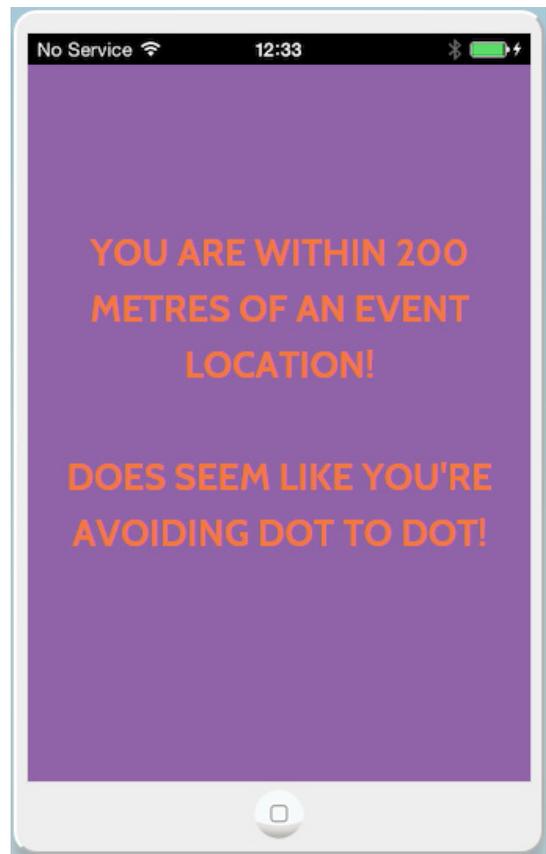
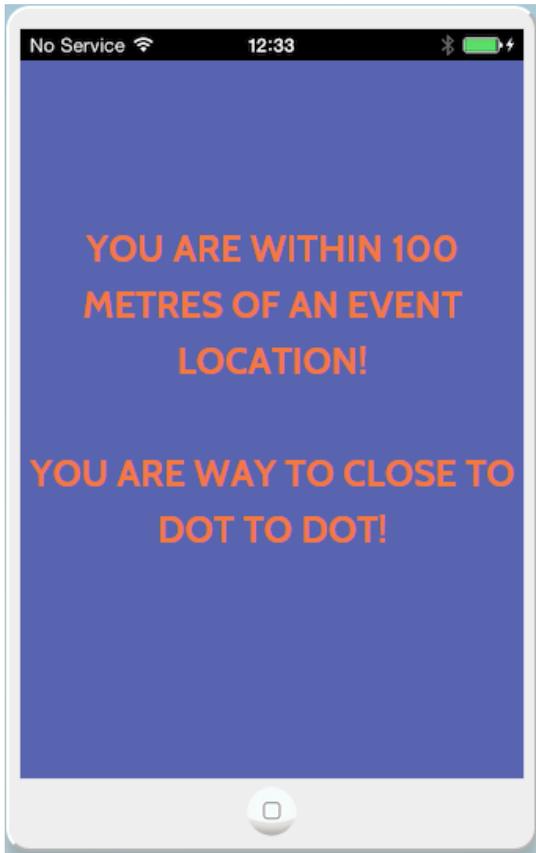


I felt like the previous version of the setlist page wasn't clear enough so I changed the colours around having a dark blue background and alternating the different venues between light blue and orange really worked to bring out the information. I feel although it is not in keeping with the other pages it is a lot better than the previous setlist at showing the user the information they need.

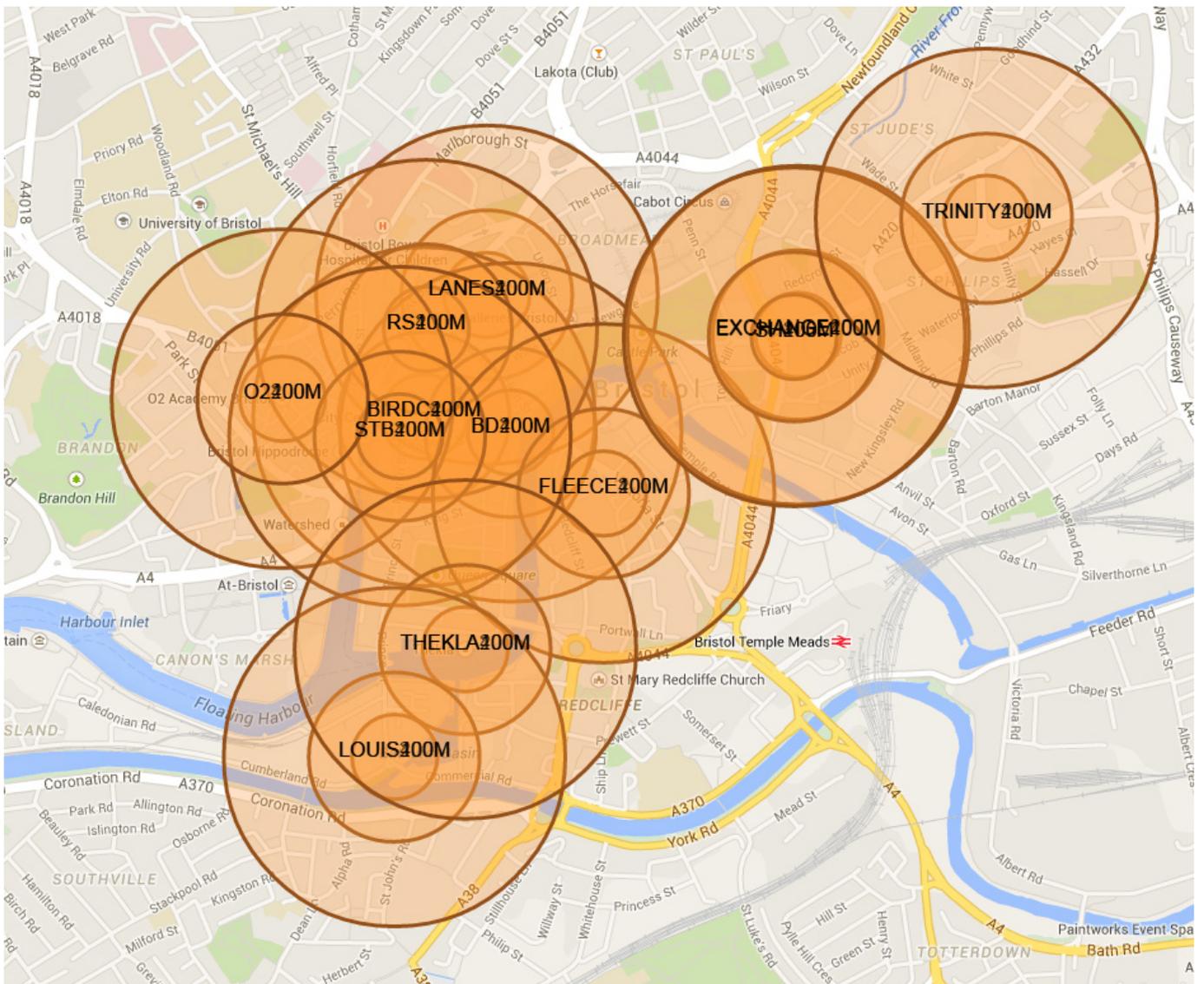
Visually the map hasn't changed much although the principles of the way that avoiding dot to dot have changed a lot. No longer will I be pulling geo-location information through javascript onto the area page. This page is now solely a map page for users to help find there way around bristol the avoidance part has moved to other pages all together.



# DEVELOPMENT



As I had said on the previous page the avoiding part of the app had moved to other pages. I started by making radial points around the venues of 100, 200 and 400 metres. Once the user entered these areas the user would be sent to one of the pages on the left corresponding to the distance from a venue. The user would no longer be able to use any of the other features until they were at least 400 metres away from a venue thus making the user avoid dot to dot.



# PRODUCT

If you would like to download the final product scan the QR code below or enter the URL via the appfurnace app.



<http://the.appfurnace.com/test/ek6vM/>

