



Huset App

Masa Wu, Chiara Nicola, Giada Ferrari

Problem

- Overload of navigation options (Hick's law)



Solution

- IA based on specific Personas
- Restructure navigation and filters UX/UI



Personas

Goals

- Discover new things, experience new cultures
- To be recognized for her music
- Connect with her audience
- Travel the world



Biography

Baloo loves life and everything about it. She spends nearly all of her time singing or traveling - preferably both. She connects with fans through Facebook, Instagram, Youtube channel and her personal webpage. She was born in south Germany, but she moved to Berlin to study music. After finishing high school she decided to go travel the world. Regularly she shares vlog posts and produces music inspired by her travels. Nowadays she performs all over Europe in USA. Her fiance works in movie industry, now she is focussed also on developing her video editing skills.



"Music is the language of the spirit & an outburst of the soul!"

AGE: 23

Occupation: Singer, songwriter, vlogger, editor
Status: In relationship

Location: German
Archetype: Artist

Technology

IT & Internet
Tech Tools
Mobile Apps
Social Networks



Clever
Wanderer
Alternative

BALOO

Motivations



Personality



Associated Brands



Event seeker

Goals

- make once in a lifetime experiences
- to be active and followed in SoMe
- to graduate from college and become influencers



Biography

Isabella is a young, creative person studying at the University of Copenhagen. Her roommate is Melissa, who she met at school and decided to share an apartment in Amager. They are passionate of events and concerts, especially indie ones. They also like stand up comedy and open mic-nights. They both come from abroad, respectively Spain and Italy, and are struggling getting used to the scandinavian culture. They want to expand their network and start exploring the city and its population.

Melissa and Isabella



"We love exploring the city and sharing it with our friends"

Age: 21

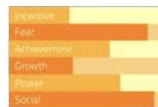
Occupation: Student
Status: Single
Location: Barcelona and Rome
Archetype: Hipster

Technology

IT & Internet
Software
Mobile Apps
Social Media



Motivations



Personality



Associated Brands



Social
Experimental
Adventurous

Volunteer

Goals

- Discover new skills, tools and develop creative skillset
- To be organized in his work
- Contribute to a great cause through volunteer work
- To explore new opportunities in his local areas

Biography

Rahul is a young, creative person studying and working in the movie field. He is also a music lover, plays himself the guitar. He likes to share and display his creations to friends and family. He is volunteering for Huset. Through volunteering in a cultural environment he can fulfill his passions: video and music. He creates video for the events and he works as a booker to find the right artists for the Husets events, as well as organizing the cinema night events. He loves the good vibes and atmosphere and the different possibilities: arts, music genres and network, that Huset gives. All these experiences broaden his prospective.

Rahul Acosta



"I love learning new tools that can be used creatively."

AGE: 24

Born: Porto, Portugal
Status: in a relationship
Location: Copenhagen
Occupation: student at National Film School of DK

Technology

Internet
Tech-tools
Mobile Apps
Softw



Creative
Experimental
Expressive

Motivations



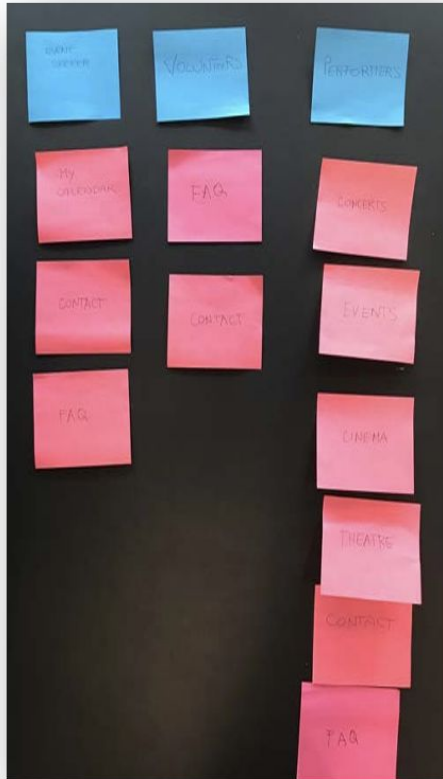
Personality



Associated Brands

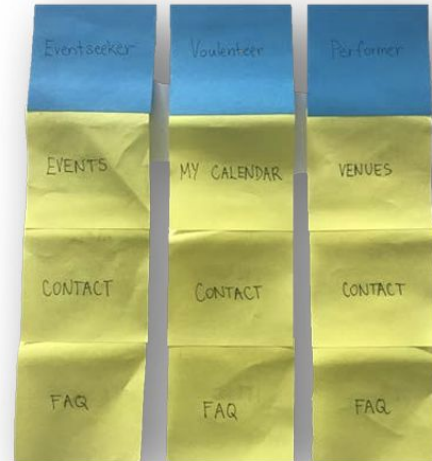


Card Sorting test

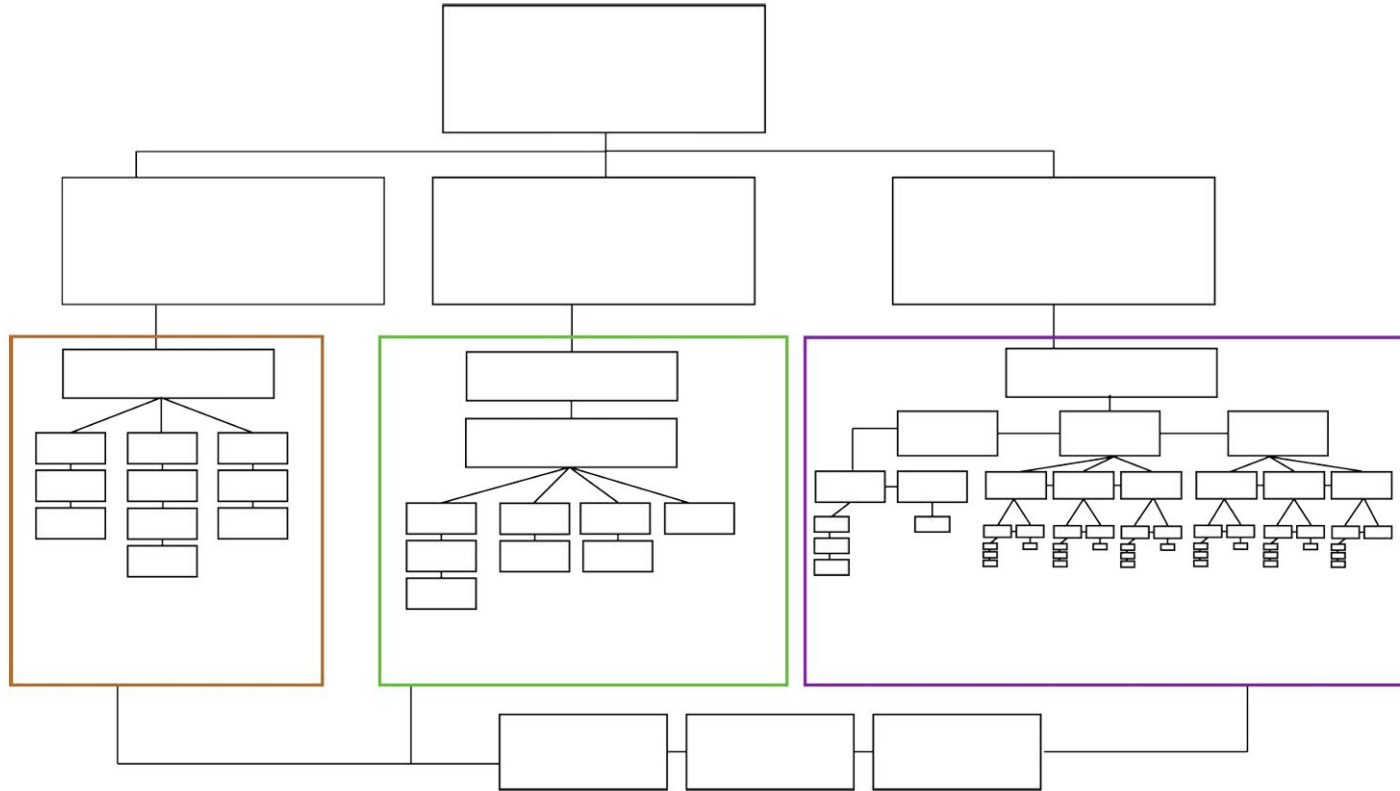


CHANGES BASED ON 3 PERSONAS:

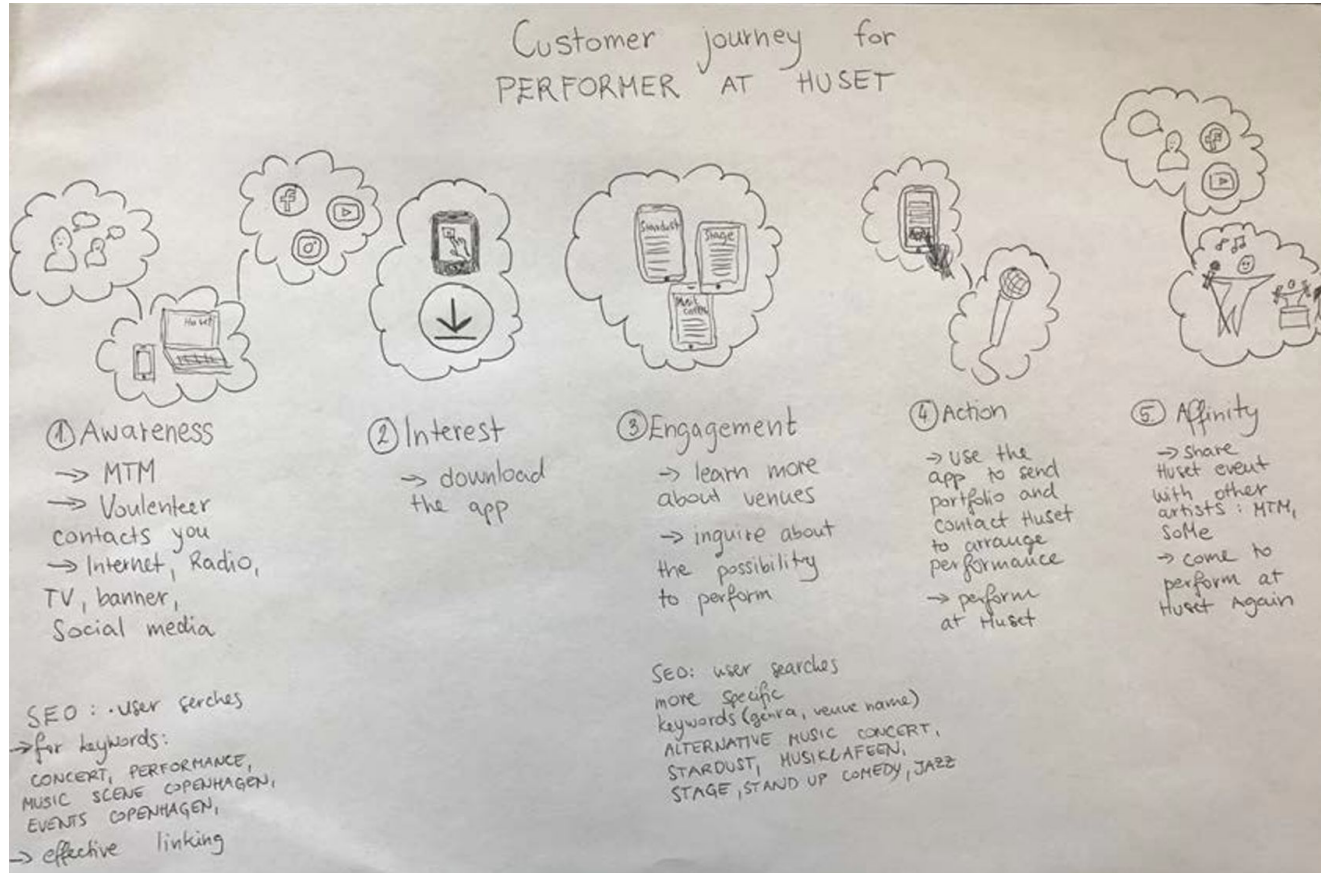
- 3 main categories:
 - Events –Performer –Volunteer -> change event into event seeker
- Restrict burger menu options to one main category (event, my calendar, venues) and keep common content and FAQ



Information Architecture




Performer - user journey



App Design

HUSET WEB APP

Style Tile



Logo

Chosen Colors

- Blue to Orange gradient (to right, #ff8008, #ffc837);
- Rainbow #1ue gradient (to right, #00f260, #0575e6);
- Crimson Tide gradient (to right, #642b73, #c6426e);

THIS IS AN EXAMPLE ENTER PAGE TITLE

Font: Big John, Sans Serif, Regular, White, 35px

This is an Example of a Heading 1

Font: Roboto, Sans Serif, Bold, Black, 1.5em/24px

This is an Example of a Heading 2

Font: Roboto, Sans Serif, Thin, Black, 20px

This is an Example of a Heading 3

Font: Roboto, Sans Serif, Thin, Black, 15px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Roboto, Sans Serif, Light, White/Black, 14px

This is an example of a Text link

Font: Roboto, Sans Serif, Bold, White/Black, 12px

Adjectives

MODERN ORGANIZED SHARP DYNAMIC CLEAR ENGAGING

MANUAL DESIGN

Graphical Elements



Three examples for Huset Web App icon. When user downloads the app gets asked about their interest in Huset. Based on their persona choice they will be provided with the Web app icon consisting of a gradient designed to provide them best user experience. The icon will be displayed as a app icon on users phone's display.

Icons

Volunteer login page: Volunteer & Performer app



Footer navigation icons. Consistent through out the all three apps. White color outline on the gradient background color of the certain app.



Colors

Different color gradient based on specific persona.

Eventseeker: #ff8008, #ffc837
Gradient is used as a background color on burger menu, pop ups and active buttons.

Volunteer: #00f260, #0575e6
Gradient is used as semi-transparent background color over the images. Full opacity on active buttons.

Performer: #642b73, #c6426e
Gradient is used as semi-transparent background color over the images. Full opacity on active buttons.

Typography

Unified typefaces through out the all three web apps (corporate identity).

Main Titles: Big John, Regular, 35px
H1: Roboto, Bold, 24px
H2: Roboto, Thin, 20px
H3: Roboto, Thin, 15px
Paragraph: Roboto, Light, 14px
Links: Roboto, Bold, 12px, Underline
Buttons: Roboto, Light, 15px, Uppercase

Buttons & lines



Consistently through out all three apps we are using the same 1 px white line on the gradient background or 1px gray line on the white background.

Think Aloud Test

1. Eventseeker

- Add a clickable 'more info' for the events

2. Volunteer

- Add a new custom field: volunteer shift for the working shift hours.
- Add icons for shift hours of the volunteer and the location for the event to help visualize.
- Add a message icon to get direct access to the messages

3. Performer

- Add contrast between font sizes and font weight to improve readability include a button at each venue where user can click and see the events taking part at that venue.
- Nesting and chunking content for each venue, creating a drop down menu solution with icon for each custom field.



App Marketing Mockup

