



**Michele Spina**

# OPPORTUNITY

SoCal Taco Fest is a popular festival that happens in San Diego, California yearly.

# SOLUTION

Create a mobile experience for users attending or looking to attend the SoCal Taco Festival.



# RESEARCH

## Primary Research

Interviews

Focus Group

Competitor Analysis

## Secondary Research

User Testing

Statista

# PRIMARY RESEARCH:

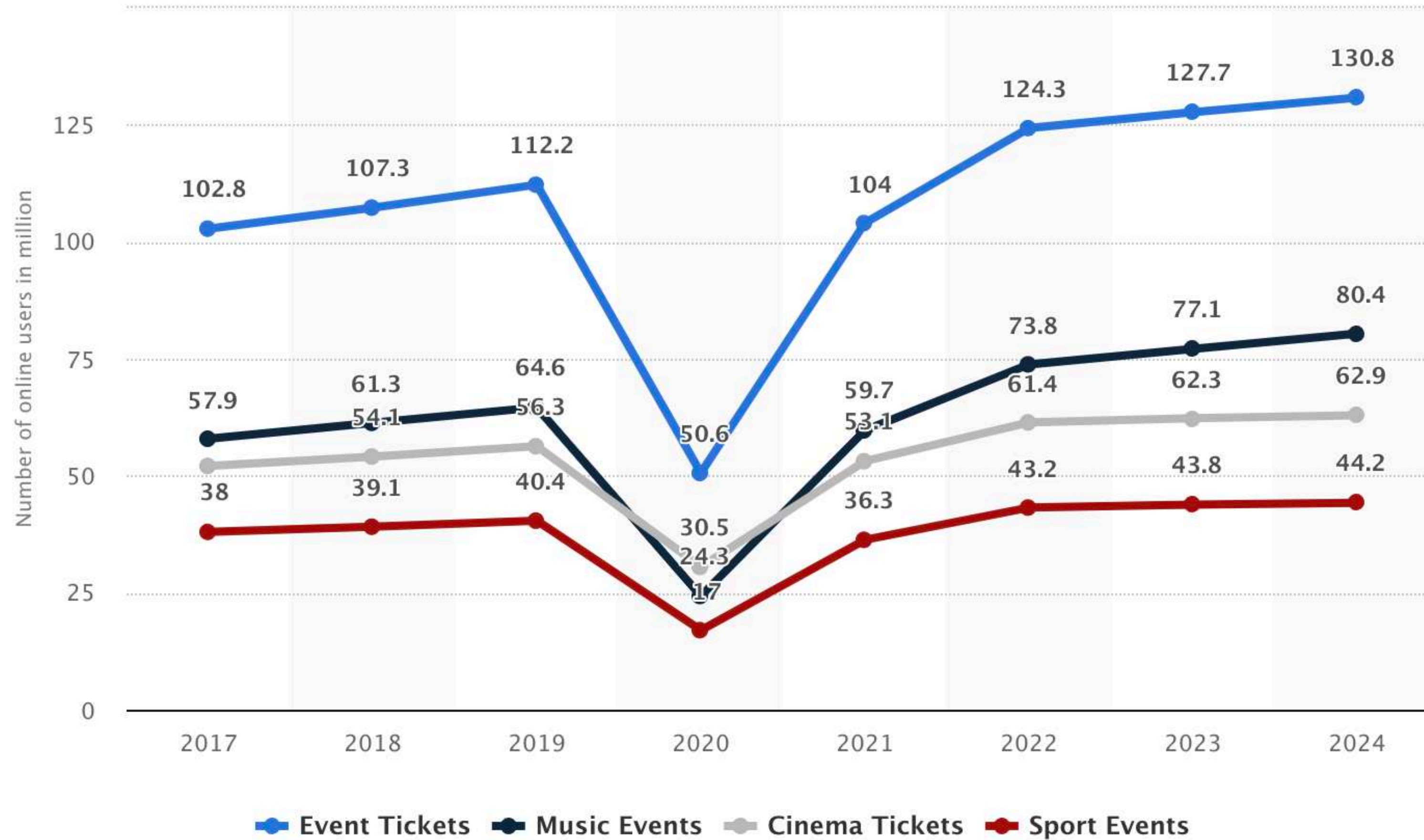
Users find it convenient to use a mobile application when attending a festival.

Most users download tickets on their mobile device instead of having a card copy.

Having access to a downloadable map gives users the opportunity to view festival grounds even without service.

***“It is nice to see which artists are playing & when even before arriving so I can make the most out of my experience.”***

# SECONDARY RESEARCH



More users buy tickets online for events.

Music & other events rank higher in the amount of purchases compared to sports or cinema sales for online users.

**Number of Online Users for Event Tickets in the US**

# SECONDARY

## RESEARCH Continued

### 2022 Taco Festival Outcomes

**468,743**

Tacos Eaten

**103,958**

Happy Customers

**1,785**

Different Tacos

**402,569**

Margaritas & Beers

# COMPETITOR ANALYSIS



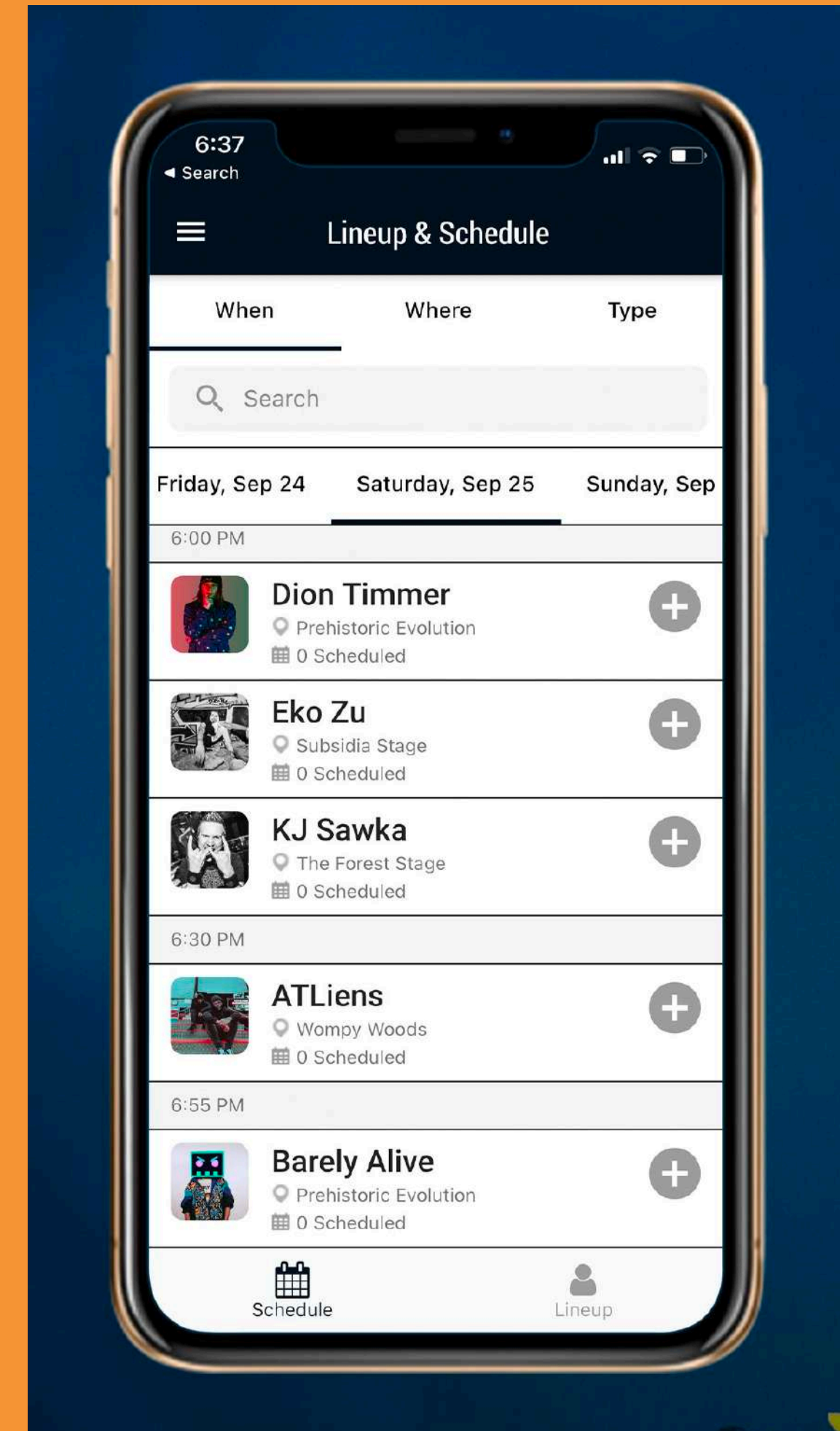
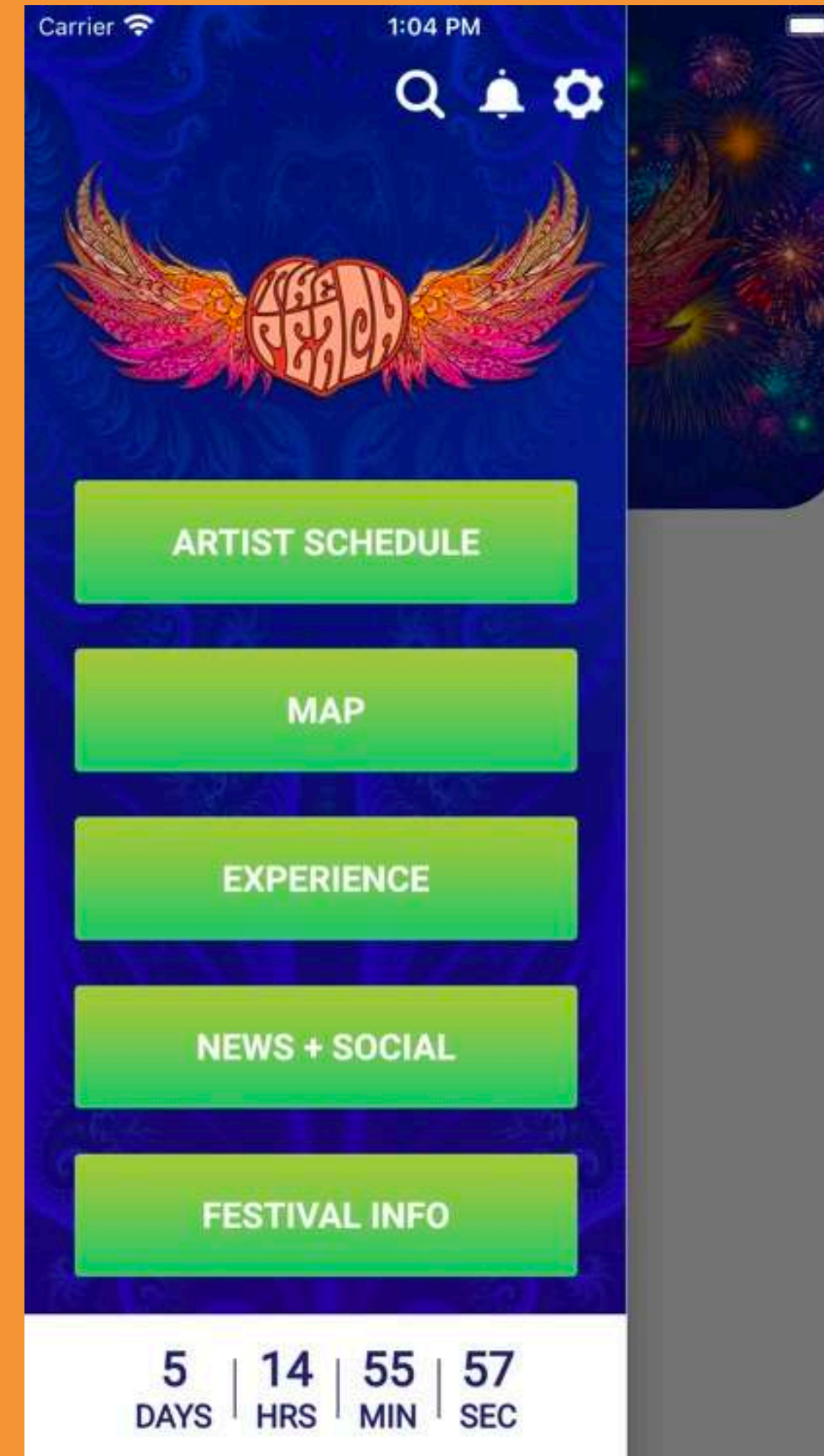
Peach Festival App displays Artist's schedule first since this is a music festival and **allows users to create their own schedule** for festival days.



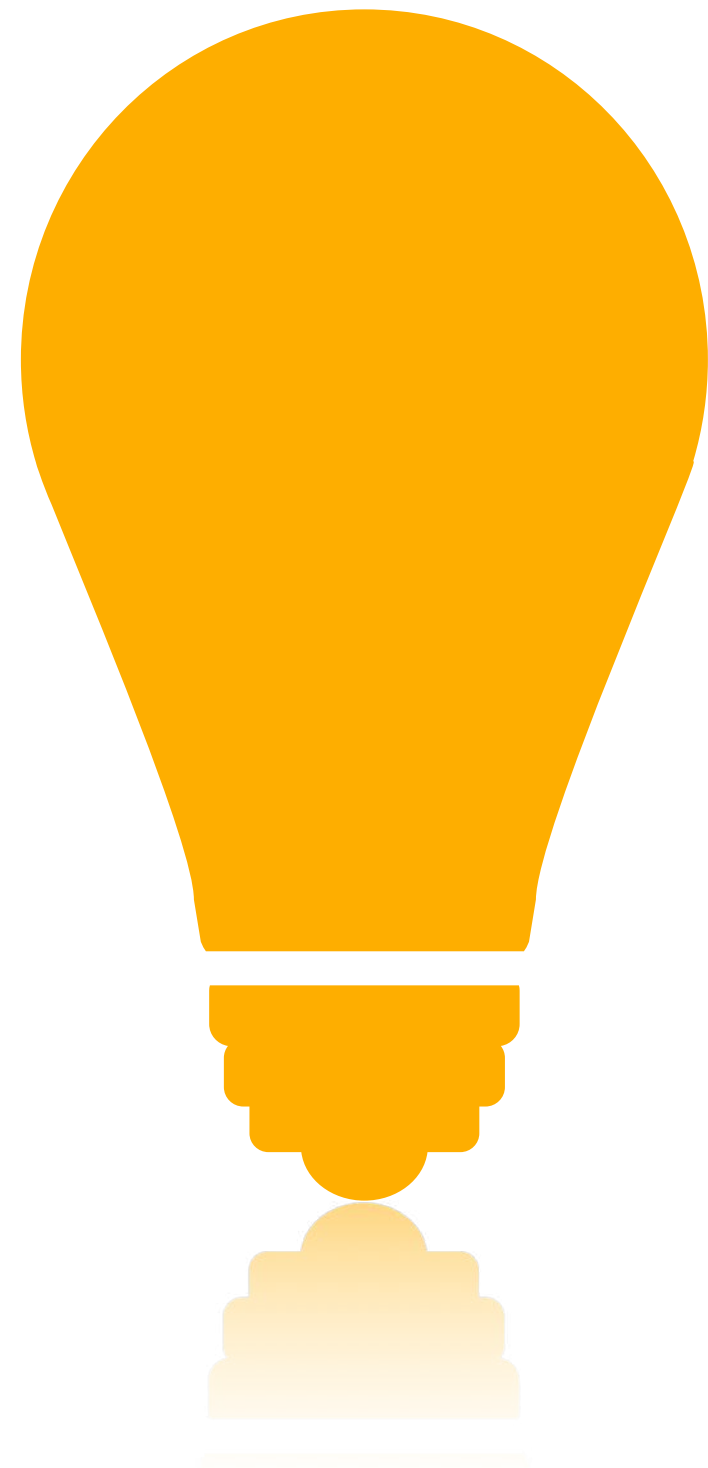
The Lost Lands Festival has a similar look and feel to peach and but also **shows vendors in addition to artists**. This app **sends notifications for set times** and lets you view the weather.



ACL has the option to **heart artists** and give you suggestions to others a user may not know. The map to this app is **downloadable** so the user can use it without internet access.



# INSIGHTS



## Pain Points

- Nonfunctional scrolling on some pages
- No back button to return to previous pages
- No way to return to homepage without exiting the app
- Check out process is confusing
- The Taco tab is inactive
- No access to choose quantity in checkout
- Access to tickets after purchase.

## Goals

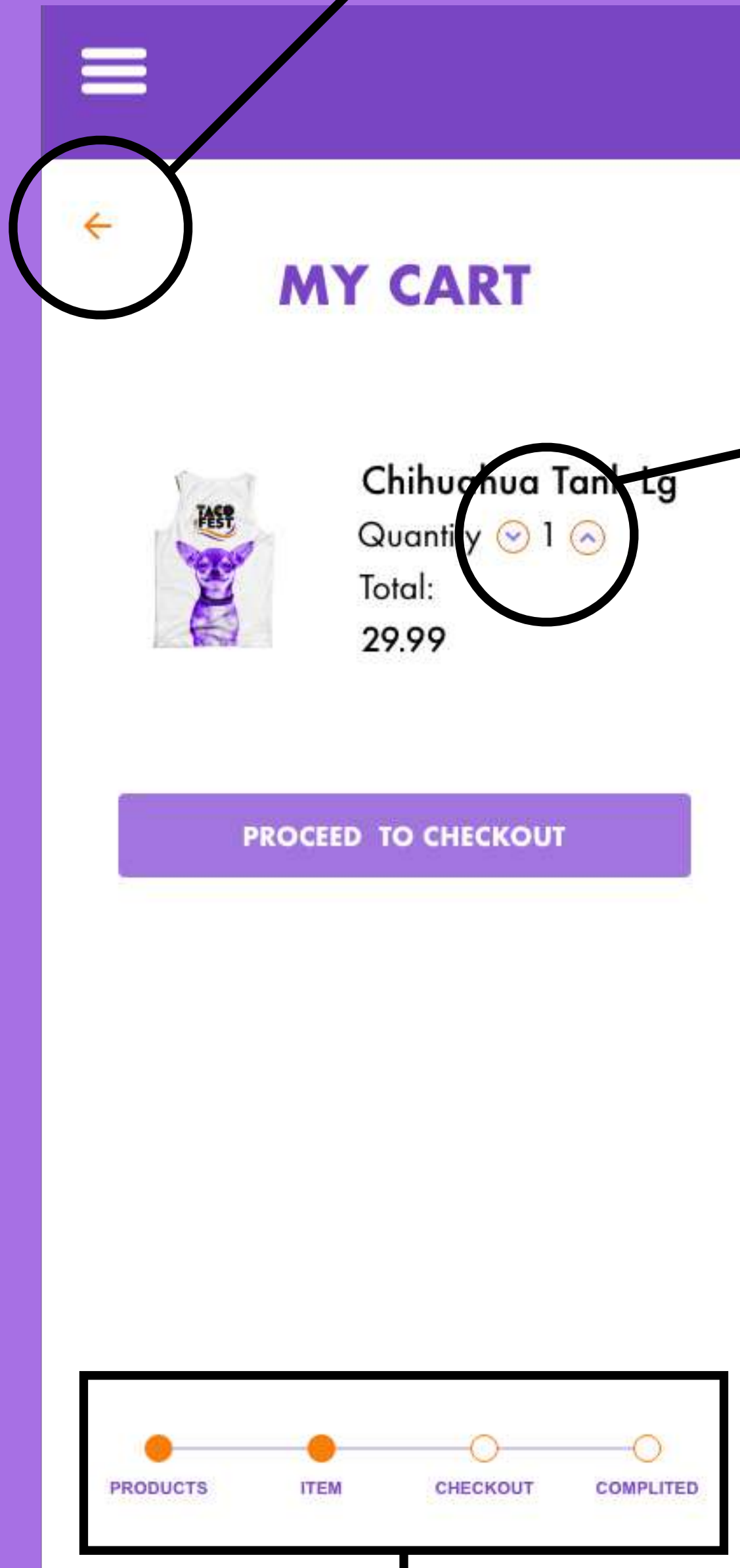
- Fix scroll on all screens
- Create back button on all screens
- Ensure there is a homepage button on nav bar
- Add cart icon for more familiar checkout process
- Quantity adjustment for checkout
- Option to download ticket in multiple ways



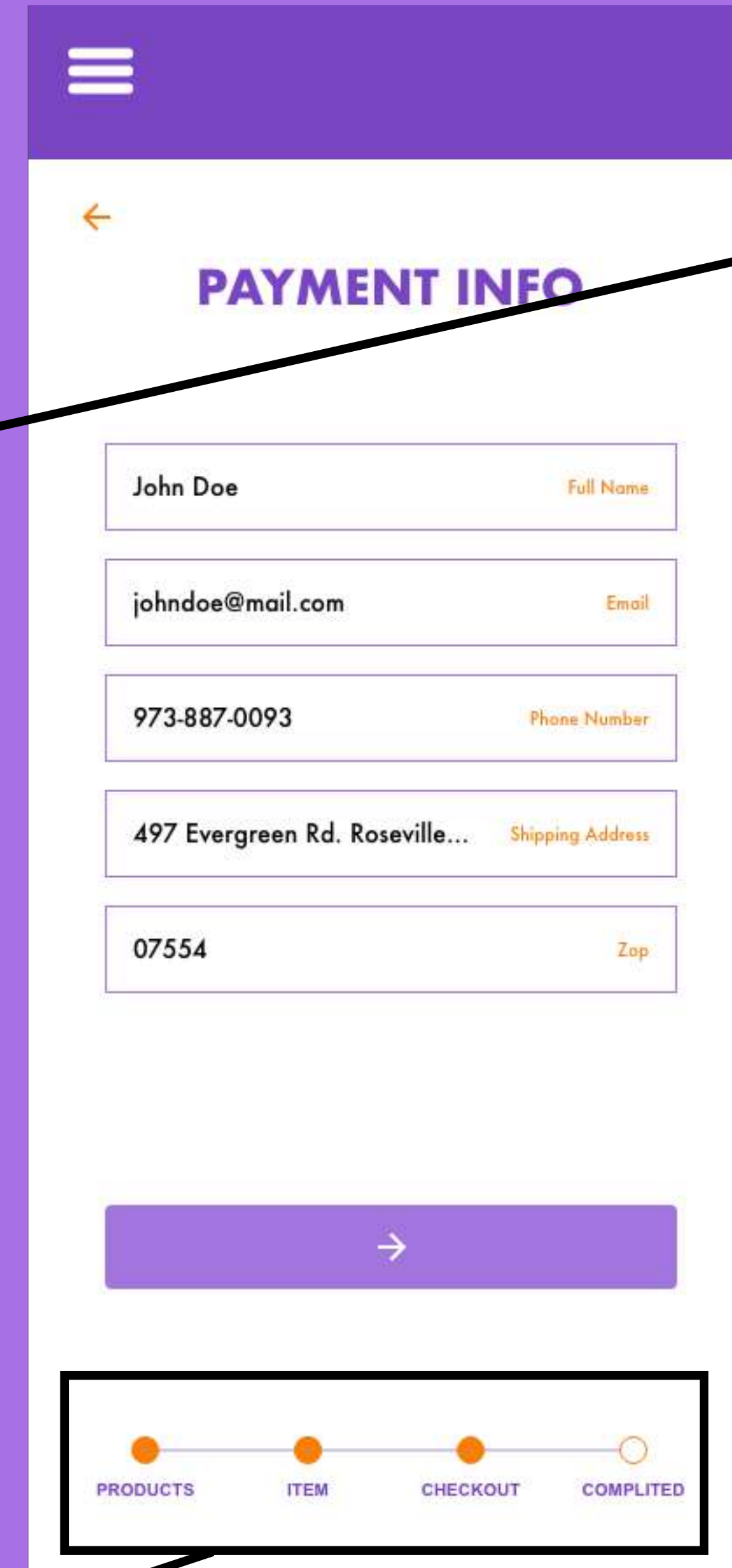
Addition of bag icon number



Addition of back button



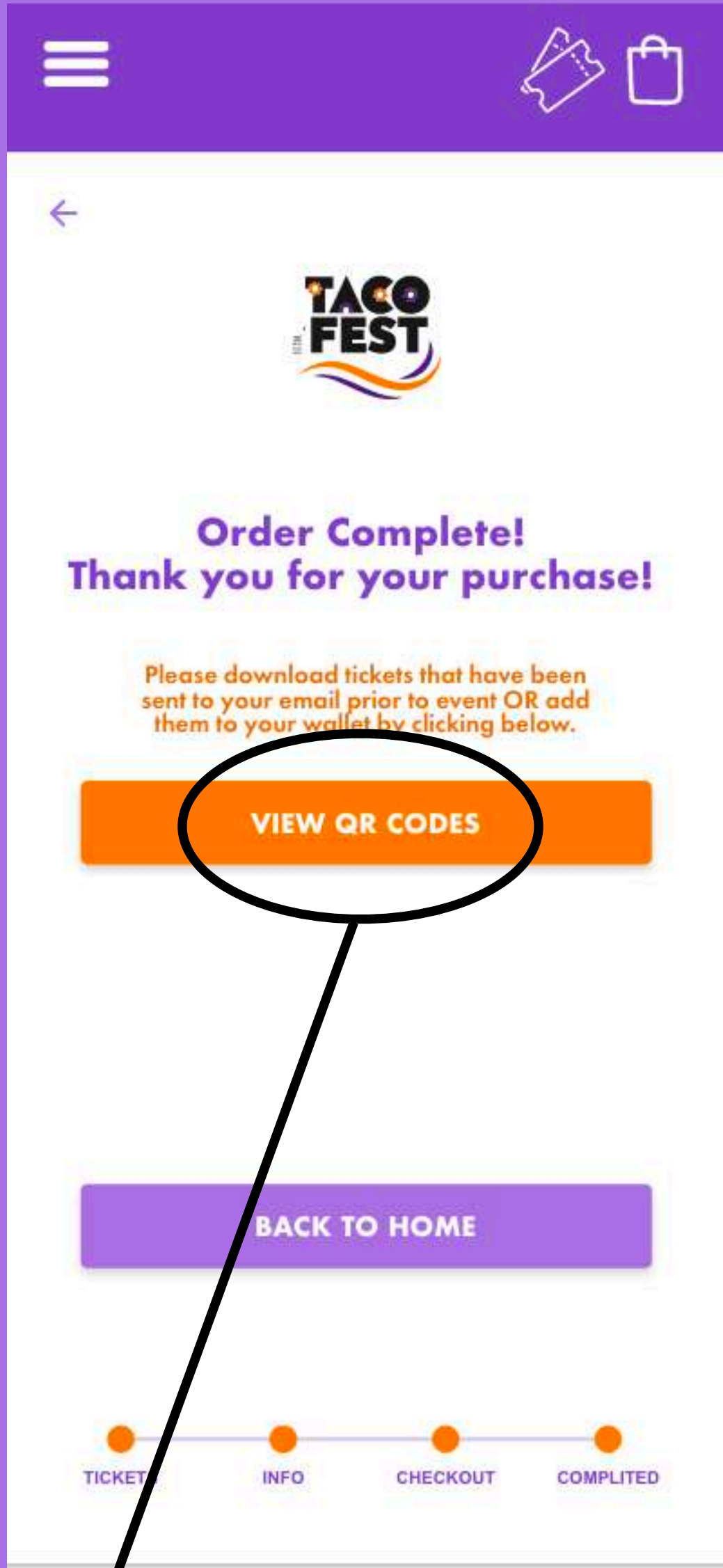
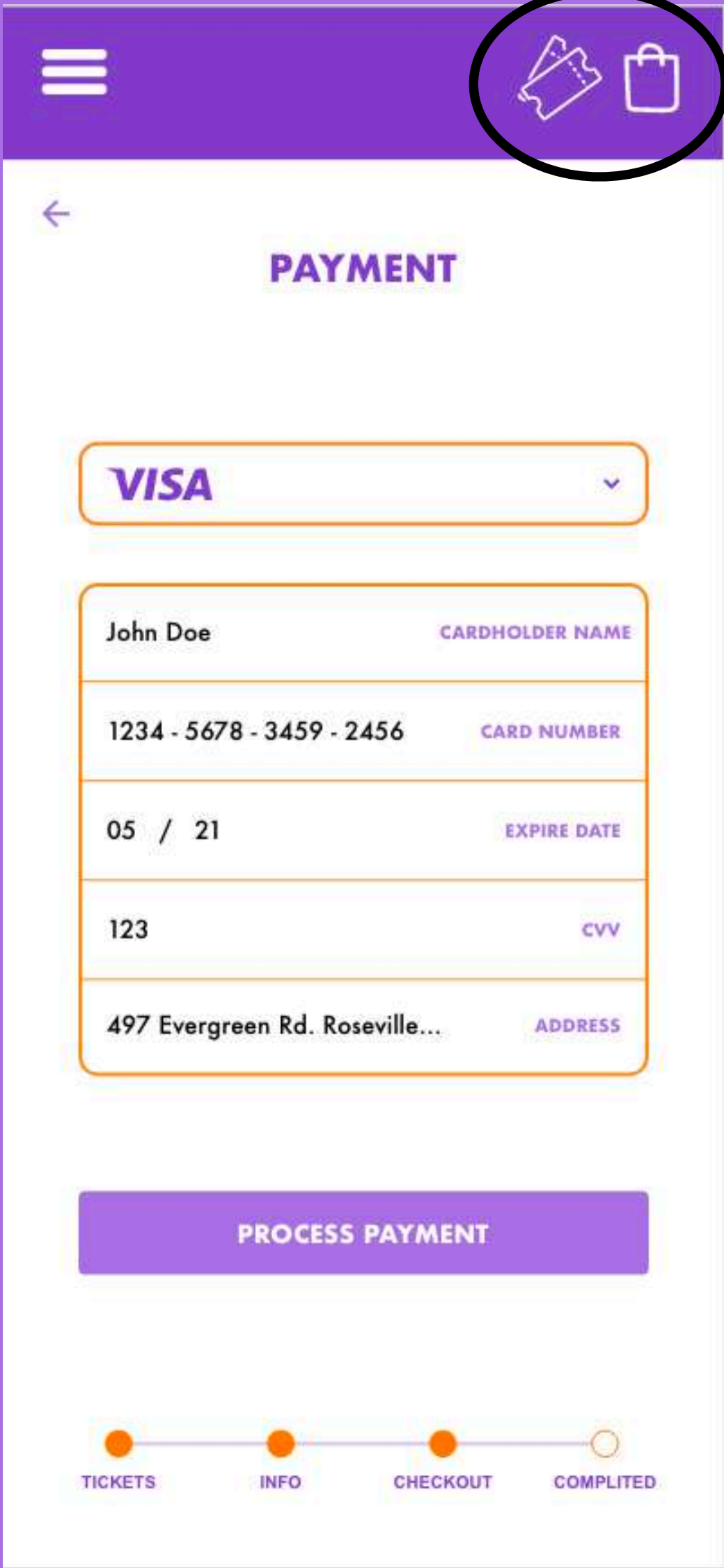
Quantity Selection



Option to pick size

User feedback checkout process

Additional buttons for easy accessibility to ticket purchase & cart



QR code to scan ticket w/o leaving app

Option to view QR code of ticket right on mobile app

# MICHEAL DUNCAN

**AGE:** 37

**STATUS:** Married

**LOCATION:** Los Angeles, California

**ABOUT:** Micheal works full time at a CPA Firm in Los Angeles. As an accountant he works the normal 9 - 5 Monday through Friday and enjoys his weekends off with his wife. Normally they enjoying eating out and staying up late watching movies with their chihuahua Luna.

## FAVORITE BRANDS:



## TRAITS:

Work Oriented  
Techy  
Self Sufficient  
Funny  
Light hearted  
Genuine

## INTERESTS:

Stocks  
Wrestling  
Finding new restaurants  
Comedy  
Music  
Animals

## FRUSTRATIONS:

Work/life balance  
Time management

*“ It is nice to see which artists are playing & when even before arriving so I can make the most out of my experience. ”*



# SHELLY HIGGINS

**AGE:** 23  
**STATUS:** Single  
**LOCATION:** San Diego, California

**ABOUT:** Shelly is a free spirited music lover. With no specific genre in mind she'll dance no matter what is playing. As a foodie she is always on the lookout for the next interesting local shop to get her taste buds excited. She is a part time student while also working at the smoothie shop on Pacific Ave.

## FAVORITE BRANDS:



**TRAITS:**  
Quirky  
Bookworm  
Energetic  
Free-spirited  
Extrovert

**INTERESTS:**  
Thriftig  
Music Festivals  
Food  
Hiking  
TikTok

**FRUSTRATIONS:**  
Financial Status  
Transportation  
School/Work Balance

*“Its super easy to download my festival pass on my phone after purchasing tickets online.”*



# BRYAN WESTLY

**AGE:** 27  
**STATUS:** Single  
**LOCATION:** San Diego, California

**ABOUT:** Bryan loves the outdoors and likes to surf and skateboard on his free time. Previously living at the Jersey Shore Bryan moved to the West coast for School and has stayed there since. Venice beach is one of his favorite spots to travel to with his friends.

## FAVORITE BRANDS:



## TRAITS:

Trendy  
Active  
Optimistic  
Popular  
Talkative

## INTERESTS:

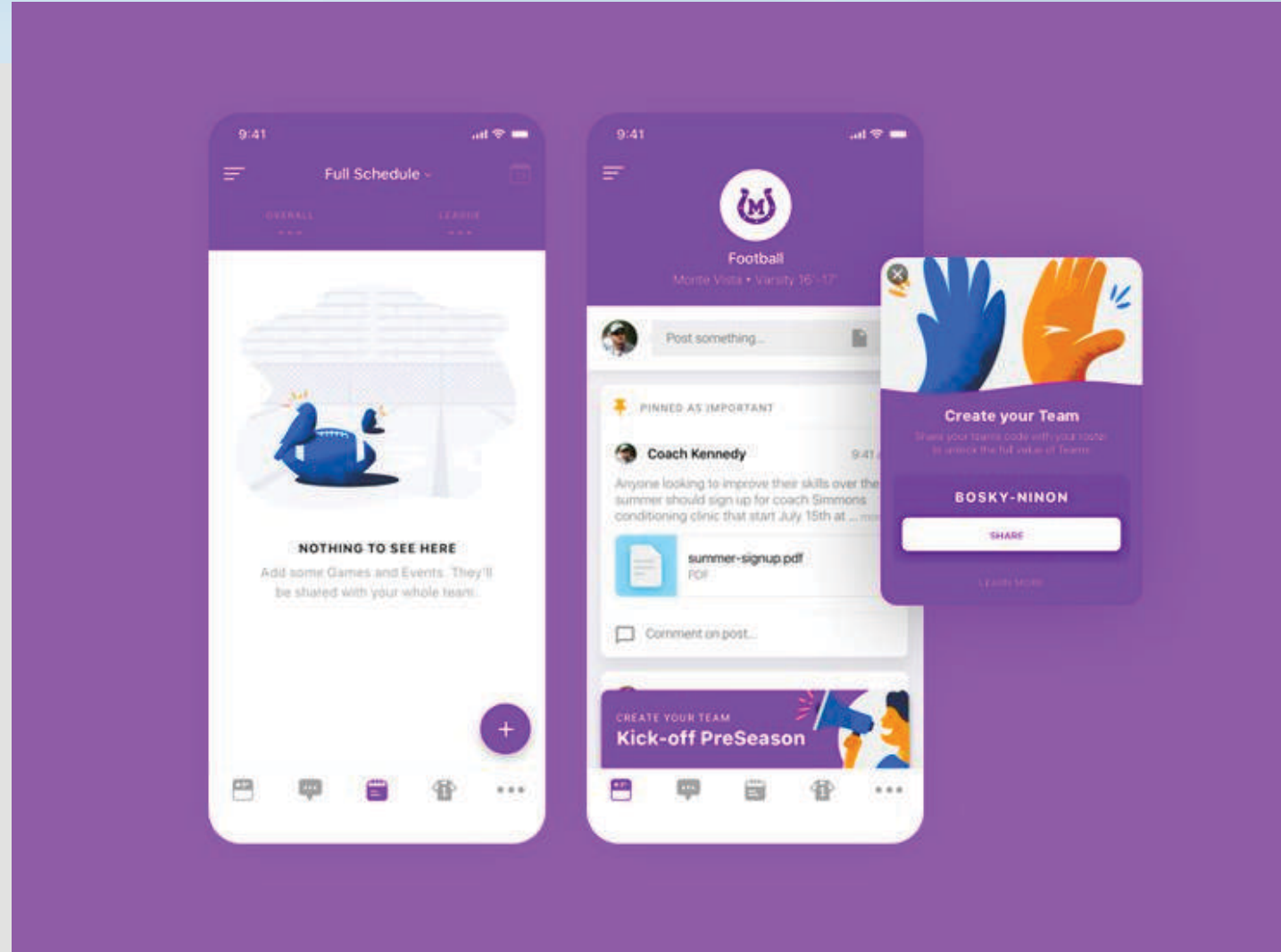
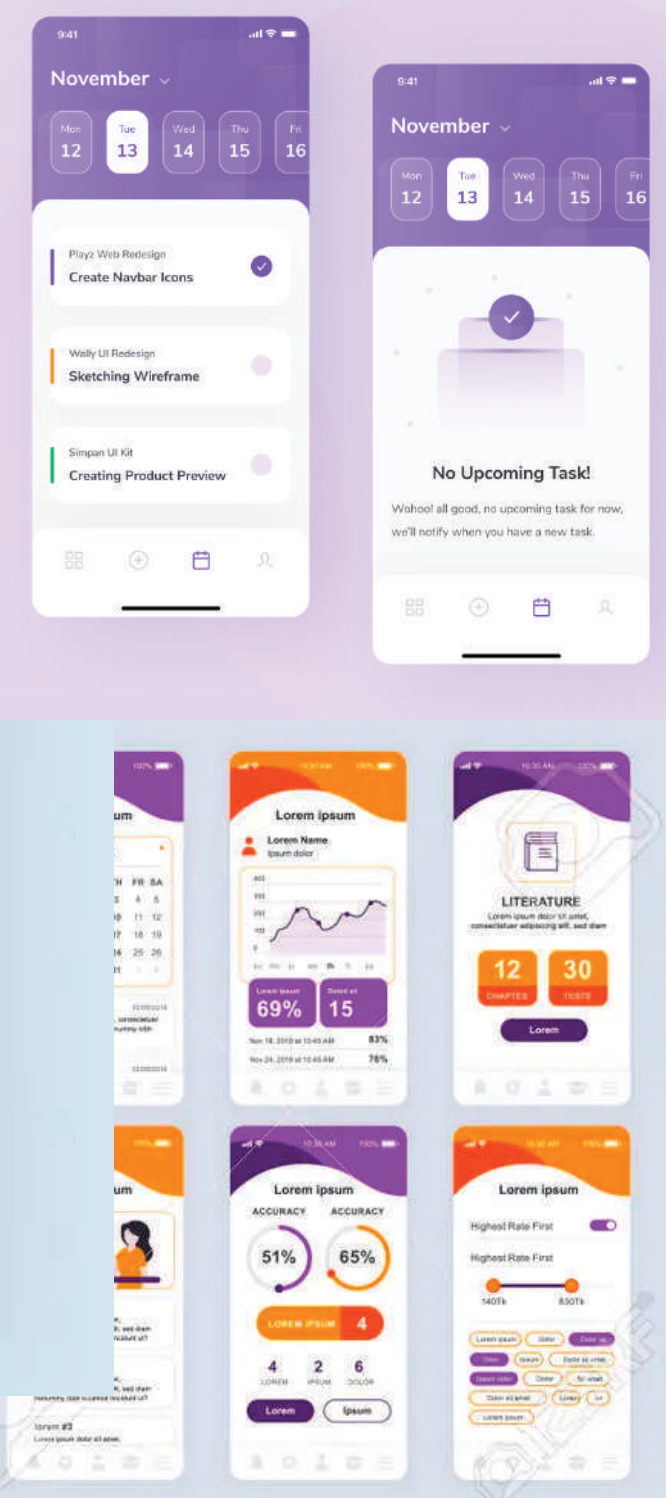
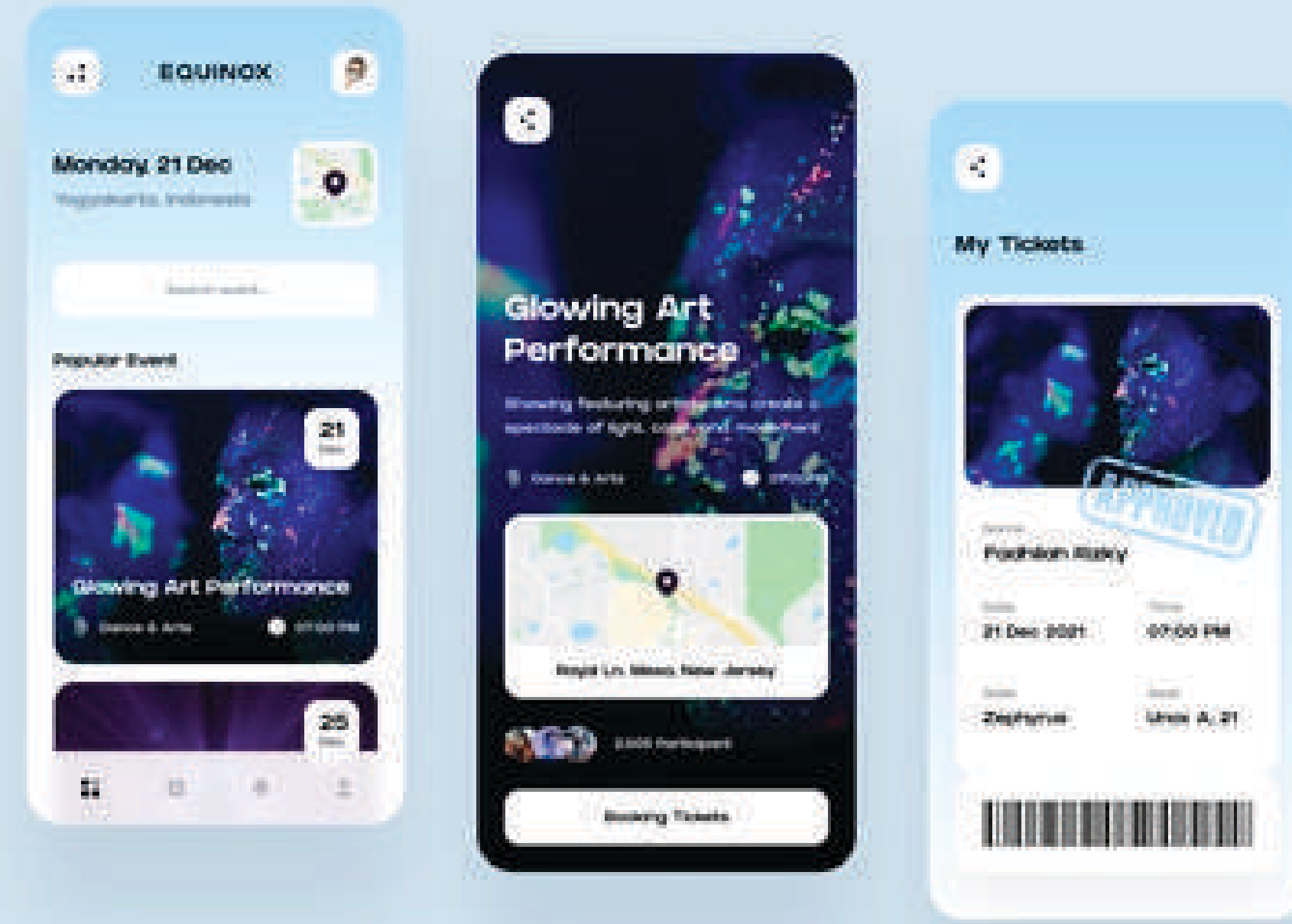
Surfing  
Skateboarding  
Sports  
Music  
Real-Estate

## FRUSTRATIONS:

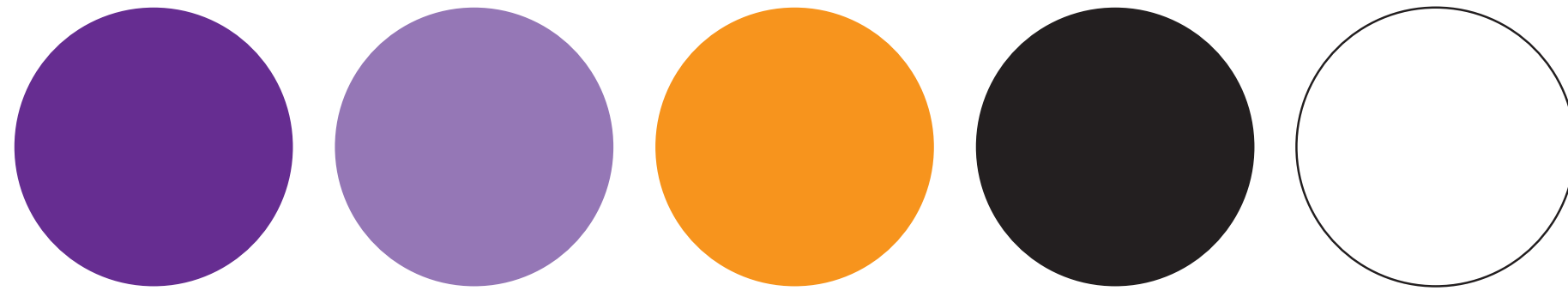
Wifi Connection  
High Cost for entertainment on the West coast

*“ It is super helpful that I am able to download the festival map just in case I don't have a wifi connection while I am there. ”*

# INSPO BOARD



## COLOR PALLETTE



## TYPEFACE

Futura  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## TEXT

**PRIMARY HEADERS**

**SECONDARY HEADERS**

Body Regular

**NAVIGATION**

**Buttons**

Futura Bold Caps. Pt size 36

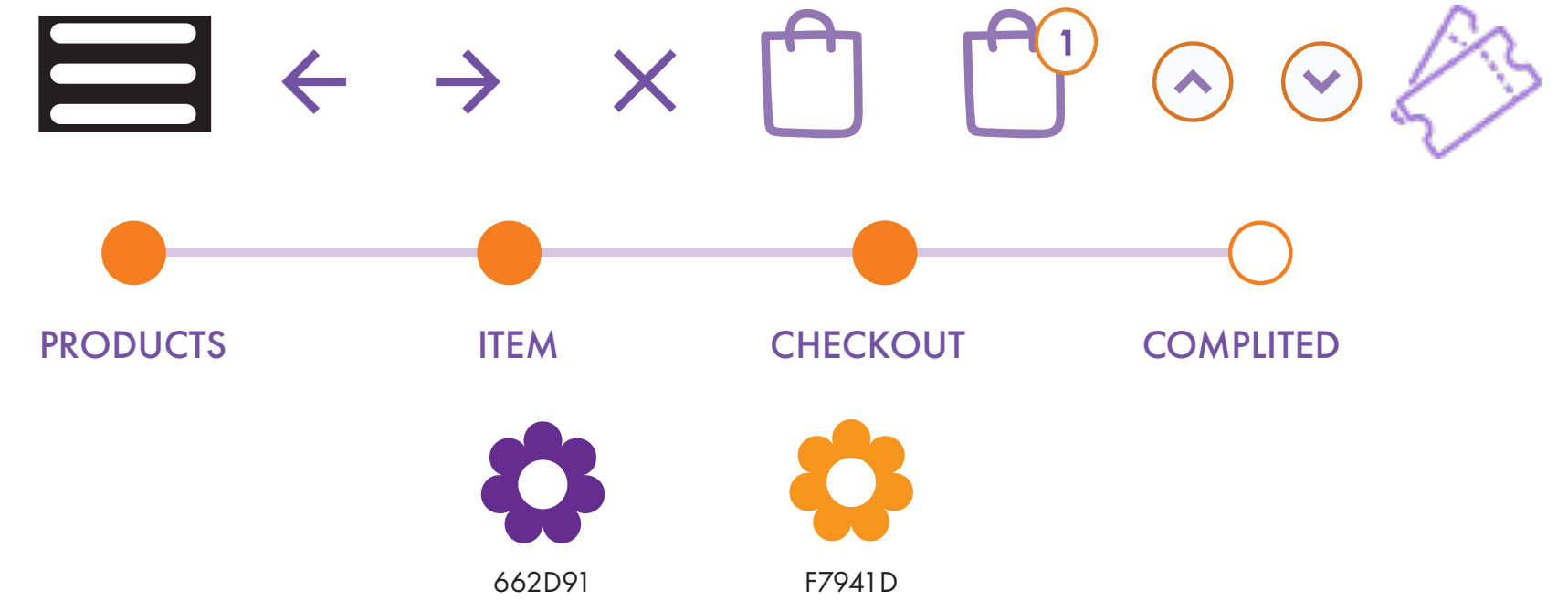
Futua Medium Caps. Pt size 21

Futura Medium. Pt size 15

Futura Bold Caps. Pt size 21

Futura Bold. Pt size 17

## ICONS



## BUTTONS



## TEXT & COLOR

**PRIMARY HEADERS**

**SECONDARY HEADERS**

Body Regular

**NAVIGATION**

**Buttons**



# LOFI WIREFRAMES

## Buy Merch

iPhone XR, XS Max, ...

## Ticket purchase

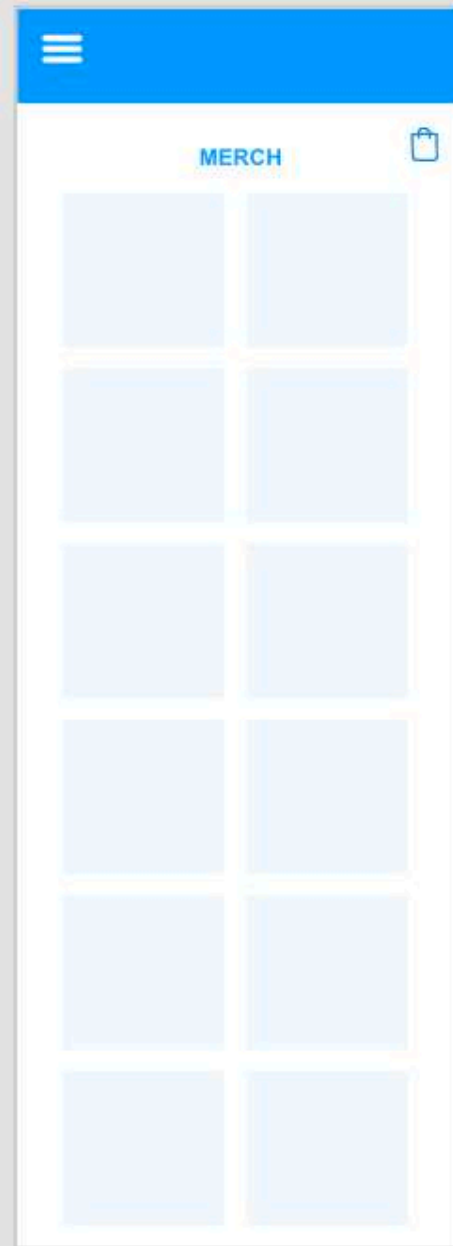
iPhone XR, XS Max, ...



# HIFI WIREFRAMES

## Buy Merch

iPhone XR, XS Max, ...



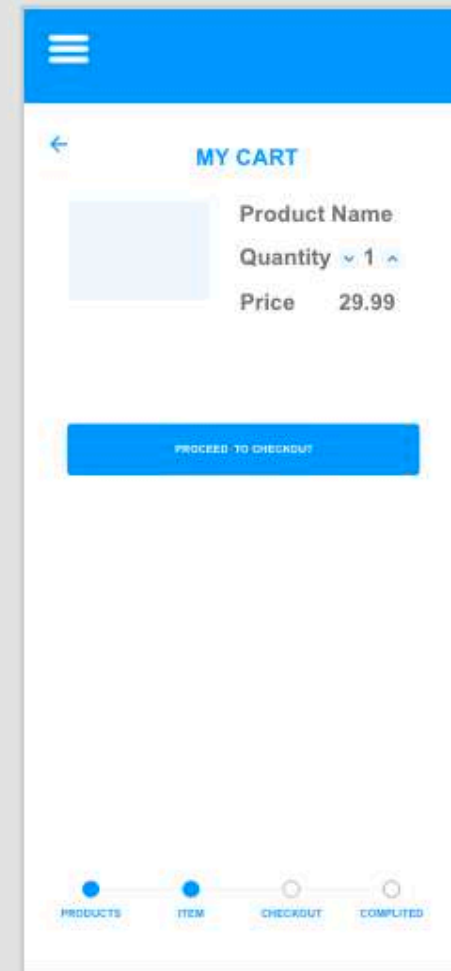
iPhone XR, XS Max, ...



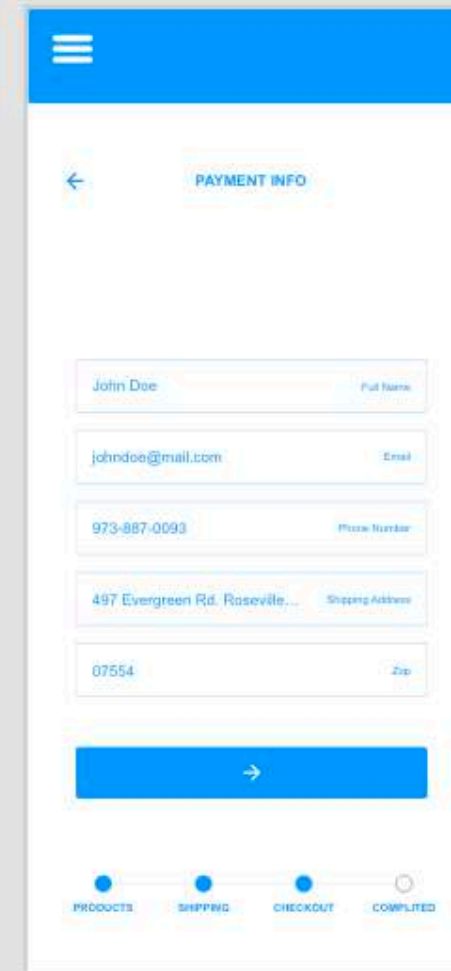
iPhone XR, XS Max, ...



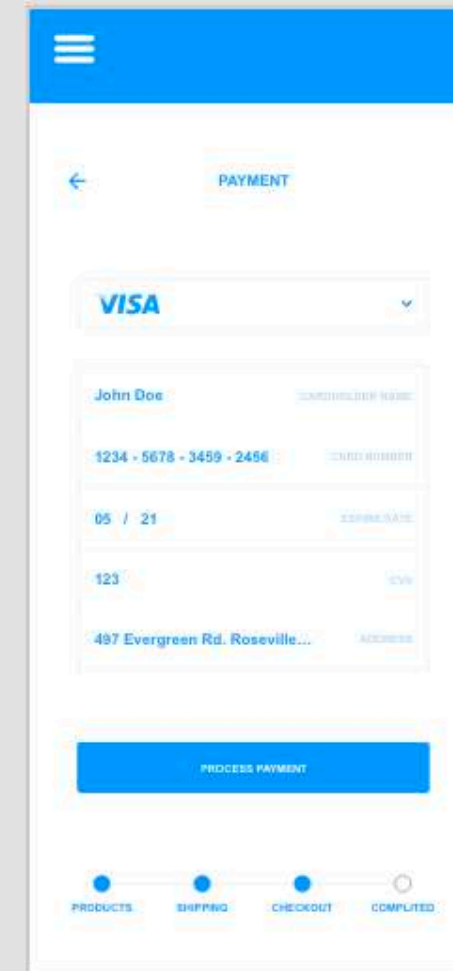
iPhone XR, XS Max, ...



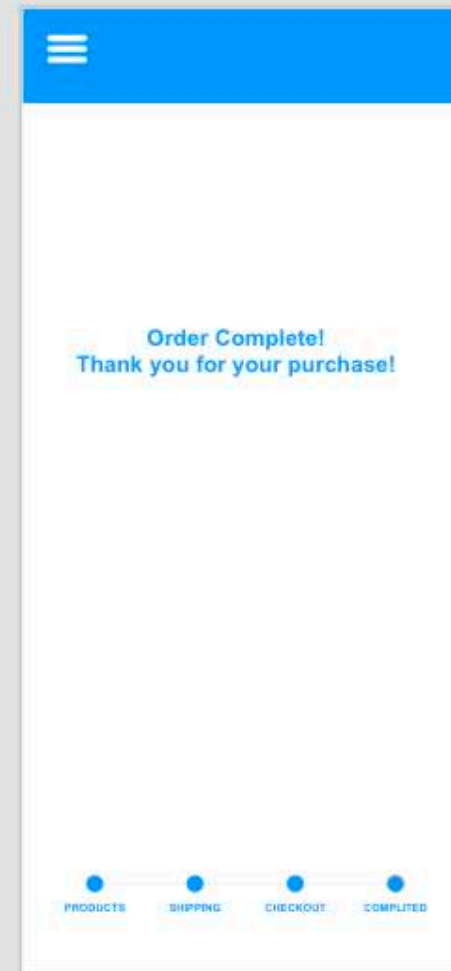
iPhone XR, XS Max, ...



iPhone XR, XS Max, ...

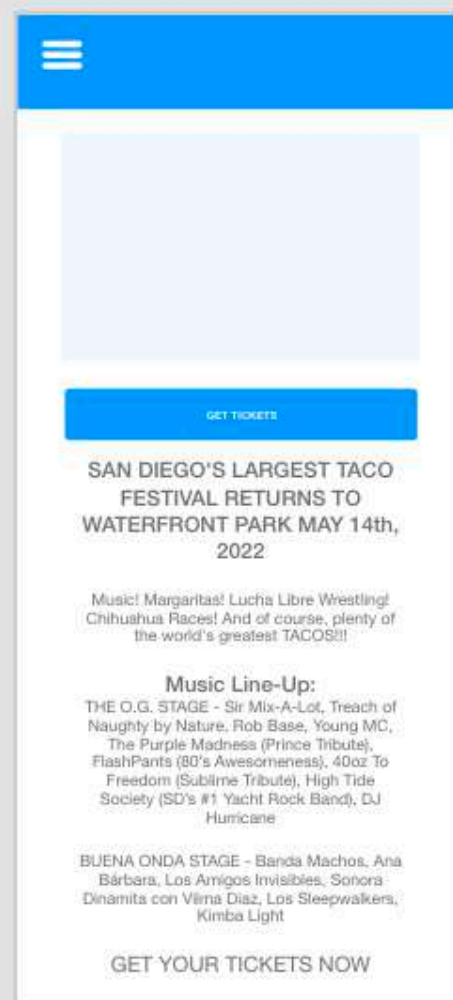


iPhone XR, XS Max, ...

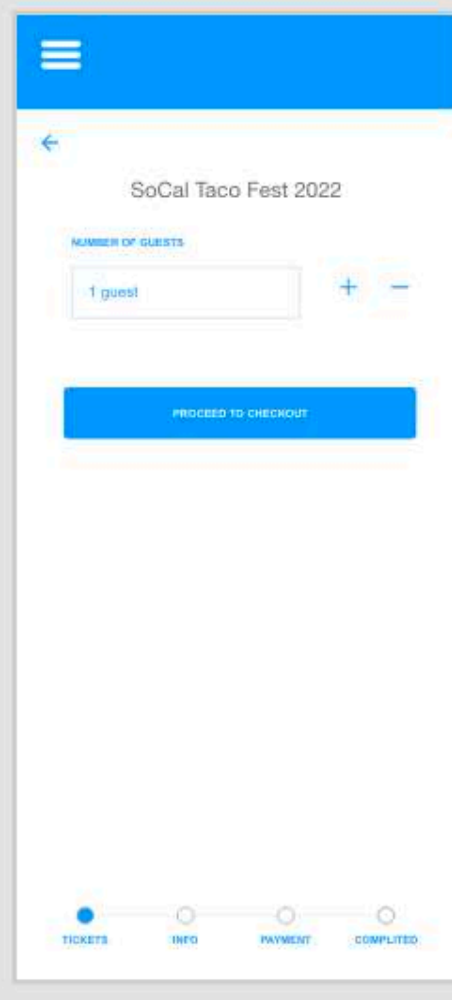


## Ticket purchase

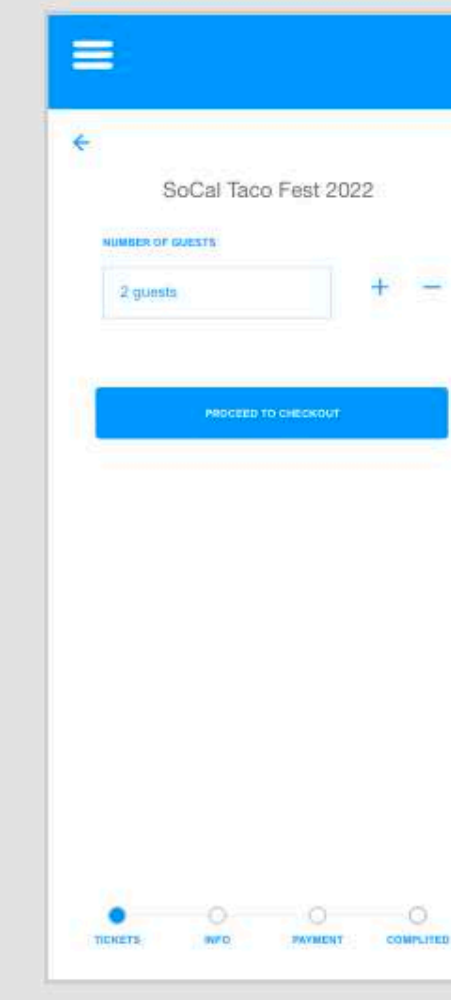
iPhone XR, XS Max, ...



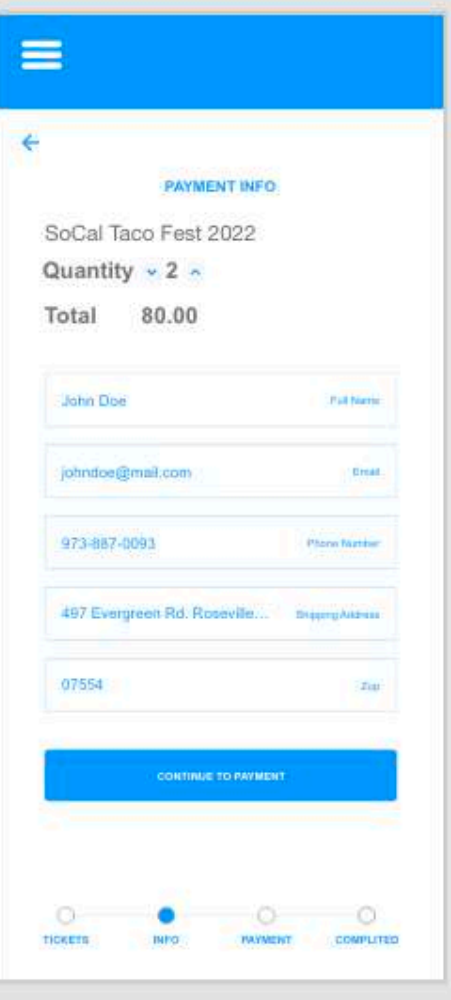
iPhone XR, XS Max, ...



iPhone XR, XS Max, ...



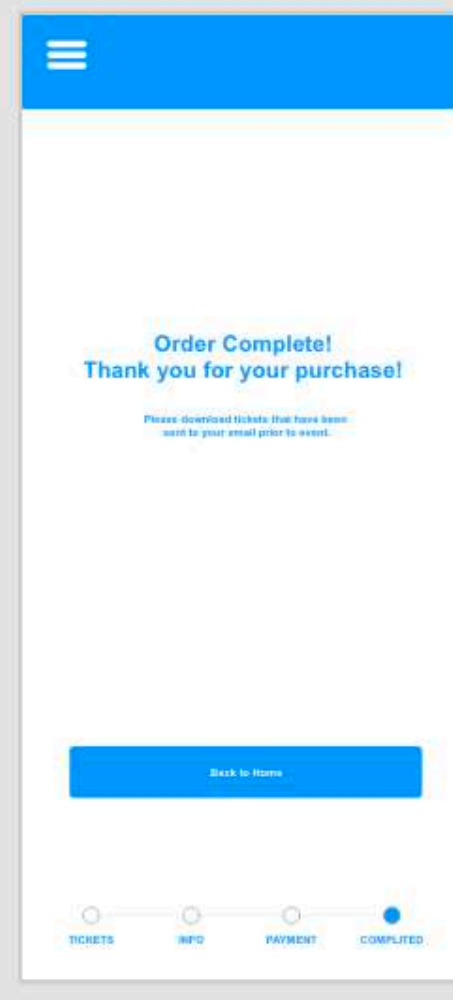
iPhone XR, XS Max, ...



iPhone XR, XS Max, ...



iPhone XR, XS Max, ...



# WIREFRAME USERFLOWS

1. Check out Artists
2. Read about Chihuahua races & pageants
3. Check out different taco vendors
4. Take a look at Libre Wrestling
5. Purchase Tickets
6. Buy Merchandise
7. Look at Rules and Regulation
8. View the Festival Map



# RESULTS

## **In my final user testing I discovered:**

A ticket and cart icon on the navigation bar makes the apps most important features easily assessable

Giving the user a distinct indicator that they can scroll through photos is important

Allowing users to has assess to tickets on the app itself is more convenient then downloading them



**CHECK  
OUT THE  
PROTOTYPE**