



band it

FINAL THESIS BOOK • PIYOROS VEPHULA (03658086)

Presentation date : 5/20/2016, 1st Submission

WEB DESIGN & NEW MEDIA | ACADEMY OF ART UNIVERSITY

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PART 1 OVERVIEW

Autobiography
Résumé
Elevator Pitch
Abstract
Statement of Interest



I was born in 1982 and raised in Bangkok, Thailand. I gained my interest of music when I was in high school where my first band had been formed. I enrolled for the Tourism Industry study in the University and kept working in music career. My band made some demos and sold it in festivals under the name "Good September". The demo later arrived into my producer's hand. We got a telephone call from him a year later and that was when my dream career started.

After working in a studio for a year, Good September finally released the first album and enjoyed a bunch of concert shows later on. Next 4 years, we moved forward to sign contract at a bigger record company and released the second album. The band continued enjoying next 4 years of improvement.

I had been working as an artist for 9 years before I decided to quit and enrolled at Academy of Art University hoping to find new inspiration. During 3 years at school, I found myself more interested in programming. I took some courses outside the school in order to know how to develop native mobile application and to implement my thesis project.

I'm still inspired by music and being enthusiastic to know as much as I can in programming.

PIYOROS VEPHULA

neil

(415) 624 - 6498
newinthebox@gmail.com
www.neilsite.com

RÉSUMÉ

Front-End New Media Designer/Developer

EXPERIENCES

2010 - 2012
Spicy Disc Record - Artist
Compose, Arrange and Perform

2005 - 2009
Fine Tune Studio - Artist
Compose, Arrange and Perform

LANGUAGES

ENGLISH Working Proficiency
THAI Native

EDUCATION

2012 - 2016
MFA, Web Design & New Media
Academy of Art University, San Francisco

2014 - 2015
Certificates, iPhone & Android Programming
City College of San Francisco

2002 - 2006
BA, Tourism Industry
Kasetsart University, Bangkok, Thailand

SKILLS

languages

HTML
CSS
JavaScript
jQuery
PHP
MySQL

Java
Android SDK
Swift
Python

programs

Illustrator
InDesign
Photoshop
After Effects
Premier

Github
Apple
Logic Pro
Steinberg
Cubase

ELEVATOR PITCH

Bandit is a mobile social media application that helps musicians finding their bands easier and better. A list of band and musician profiles that are populated by location, instrumentalists and genres are provided for users to browse then consider to join. They are also be able to create several types for job posting which depended on their situation such as finding substitution for an absent member for just one gig, setting up an audition or even inviting people to jam.



Bandit, the mobile application, provides opportunities for enthusiastic musicians to find a band to jam or play with.

ABSTRACT

There are countless musicians in the world who are looking for a band. There are countless bands in the world looking for members. It's difficult for them to find each other. With the technology in the 21st century, is there any way to help them?

The solution is here. Bandit, the mobile application, provides opportunities for enthusiastic musicians to find a band to jam or play with. It will look for the most suitable group of players by style of music and scan for users who are closeby. Once they have found the the right people, they can make an appointment to audition and jam for real and make things happen. Appointment Maker that can set up the specific dates, times, duration and location.

*“These two situations inspired me to create an app that, hopefully, helps musicians around the world, including me to get a chance to **play music with others** much easier than before.”*

STATEMENT OF INTEREST

During my full time dream-come-true job, I also had a side job in the same field, that is, I had another band that intentionally formed to play only in nightclubs. I found that, most of the nightclub musicians who dedicate their life to playing gigs spend their time every Monday to Sunday night in clubs. If they are absent (sick leave, casual leave or holidays or even quit the band), serious problems occurred. Especially with me, who had two bands in the same time, this situation always happened and I found myself in trouble almost every time. My band solved this problem by asking a friend of a friend who was playing guitar in another band to replace me temporarily. Sometimes it was easy, but sometimes it was painful. However, it was not only me, in the nightclub industry, this happens often and I was wondering if there is a better way to solve this problem.

In addition, when I arrived in San Francisco, I wanted to challenge myself by having a band here. I found that it is pretty difficult to do so. Because I'm a foreigner it is not easy to penetrate into the local community unless I've been introduced by someone. But I didn't know how to get started.

These two situations inspired me to create an app that, hopefully, helps musicians around the world, including me to get a chance to play music with others much easier than before.

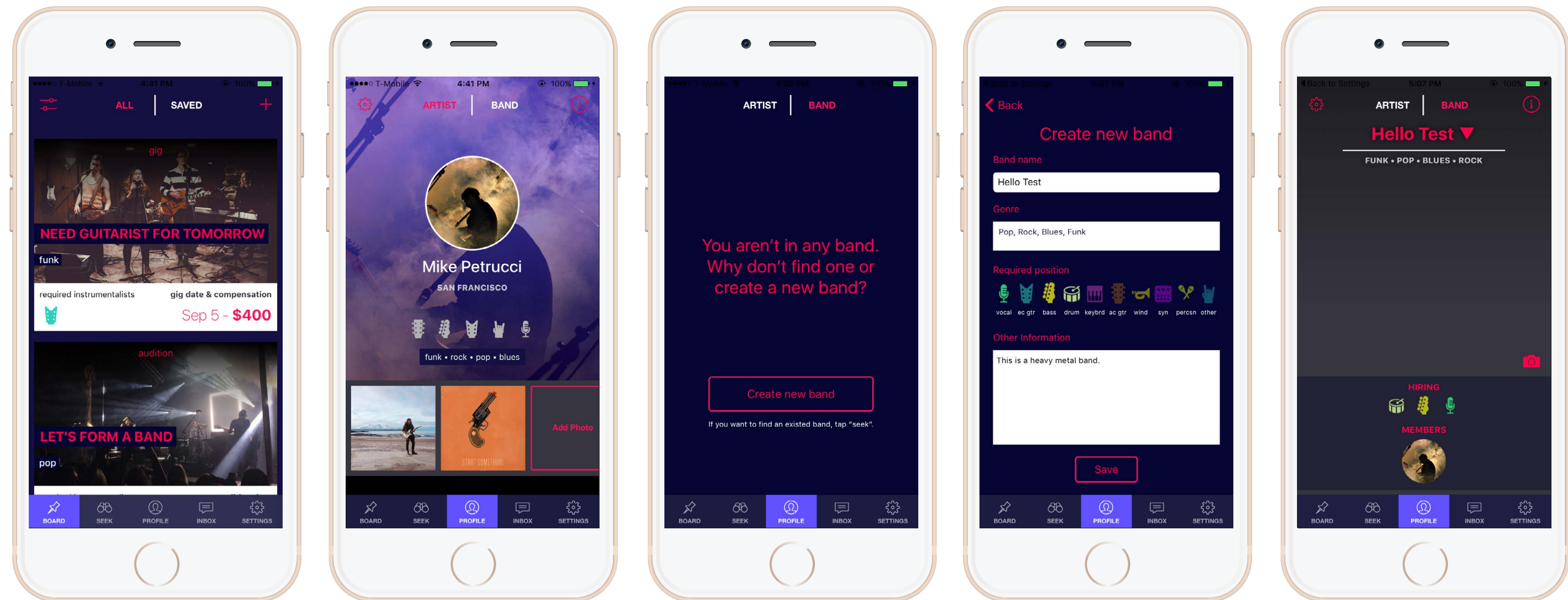


PART 2 Mind Mapping
Proof of Concept

PROOF OF CONCEPT

PROOF OF CONCEPT

TASK #1 Create New Band



Start

Tap "Profile"
on Tab Bar menu



Tap "Band"
on Navigation Bar



Tap "Form New
Band"
button
on screen



Fill the form
then tap "Save"

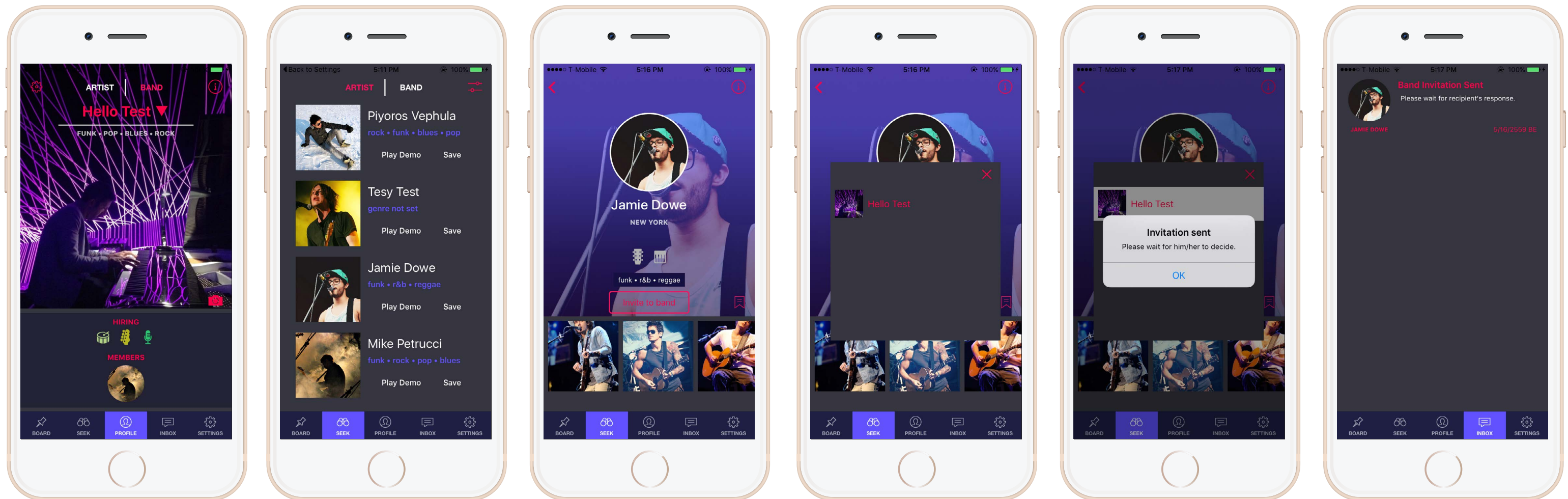


Upload band image

End

PROOF OF CONCEPT

TASK #2.1 Invite a Musician



Start

Tap "Seek"
on Tab Bar menu



Browse and tap
on interested
artist



View profile then
tap "Invite to Band"



Choose the band



Tap "OK"

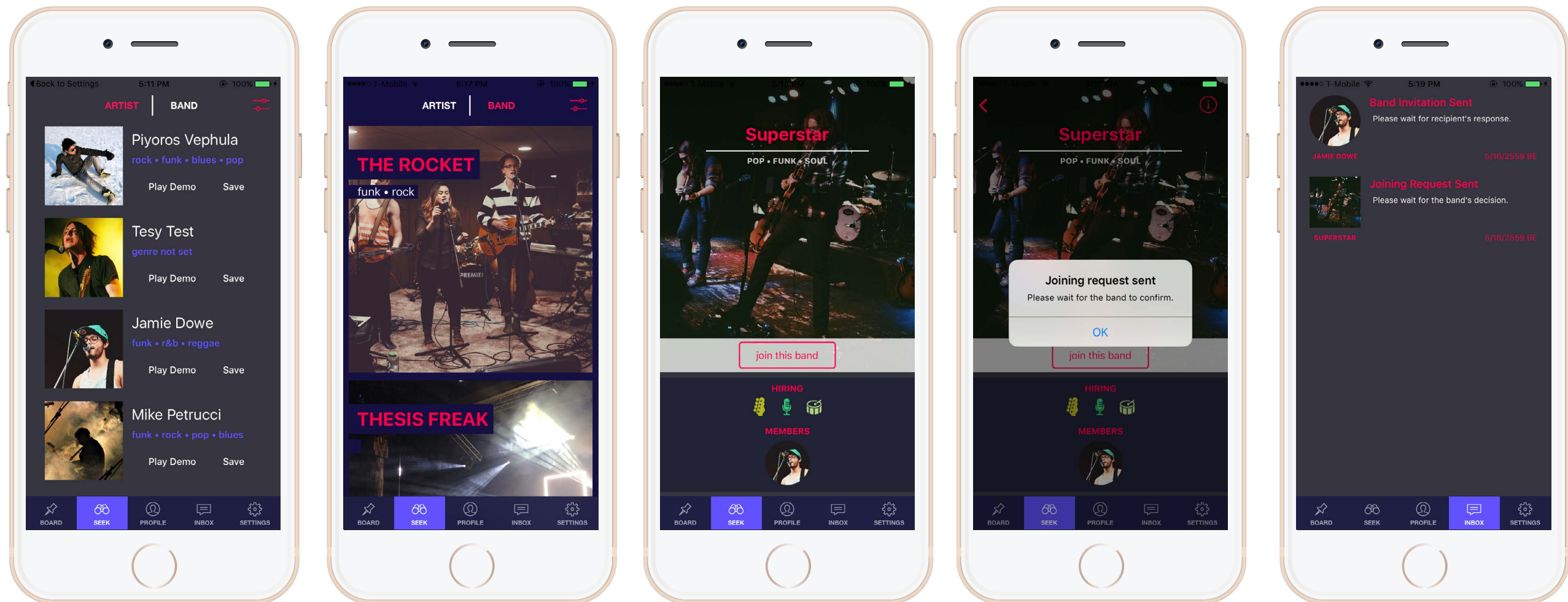


See invitation
status in Inbox

End

PROOF OF CONCEPT

TASK #2.2 Find a New Band



Start

Tap "Band"
on Navigation Bar



Browse and tap
on interested
band



View profile then
tap "join this band"



Tap "OK"

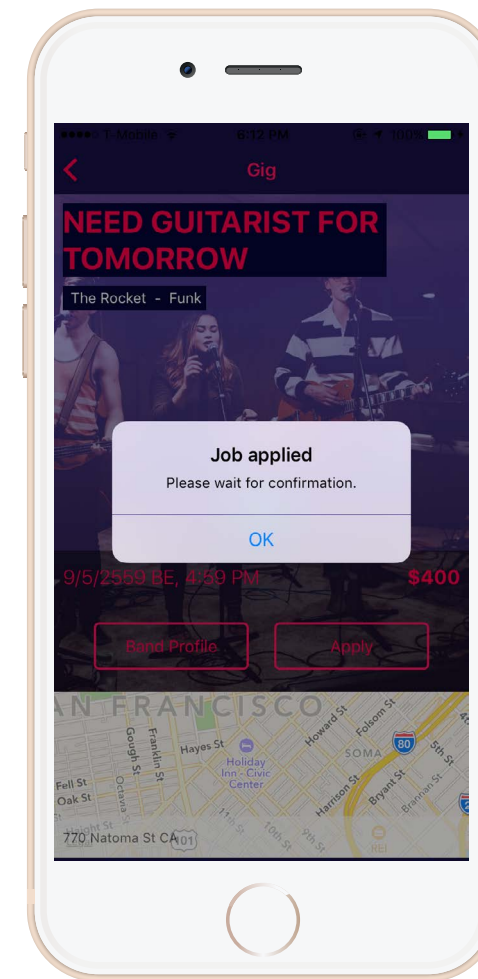
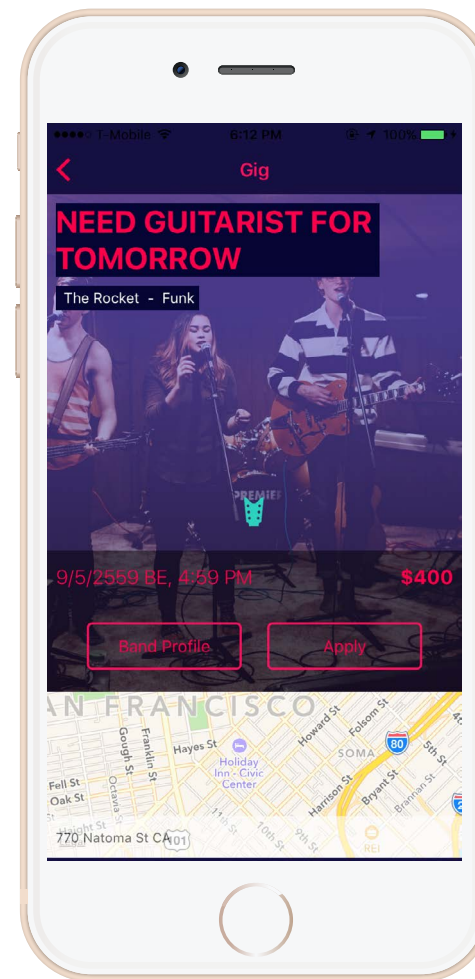
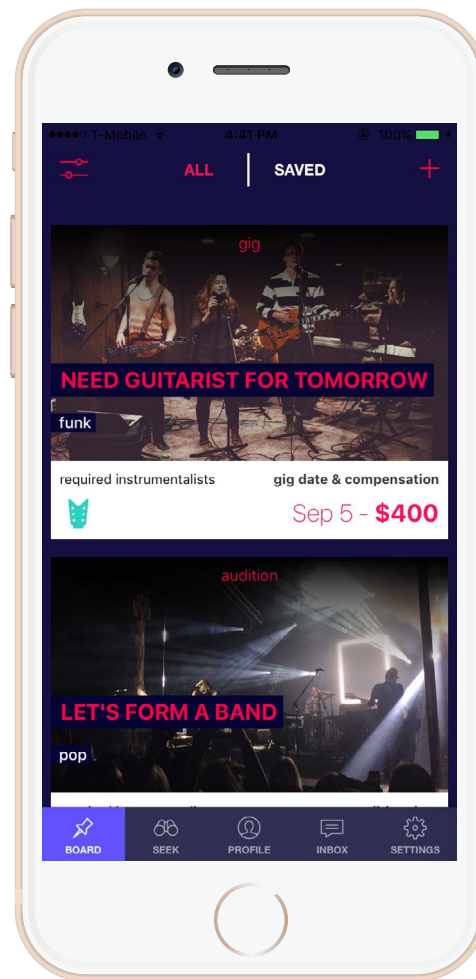


See invitation
status in Inbox

End

PROOF OF CONCEPT

TASK #3 Apply fo a Job



Start

Open Bandit.
If logged in, the first view will be
"Job Board".
Browse and pick an interesting job.



View the posting
then tap "Apply"

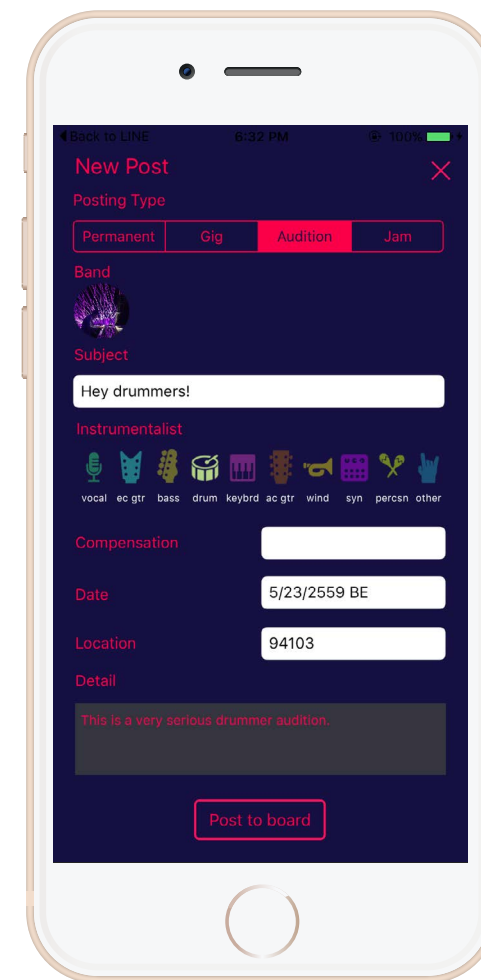
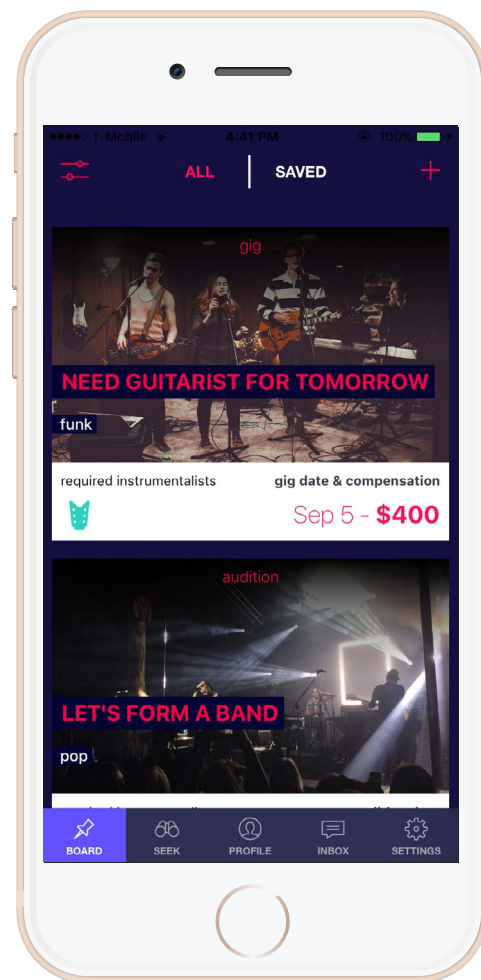


End

Tap "OK"

PROOF OF CONCEPT

TASK #4 Post New Job



Start

Open Bandit.
If logged in, the first view will be
"Job Board".
Tap Add icon (+) on Navigation Bar.



End

Fill in the form
then tap "Save"



STRATEGIC PROCESS

PART 3

Inspirational Projects
Competitive Analysis
Matrix
Unique Positioning Statement

INSPIRATIONAL PROJECT

Bandcamp

Bandcamp provides a rock-solid platform for selling artist's music and merchandise to fans, and it brings music to a thriving community of enlightened listeners who understand that the best way to support the artists they love is by directly giving them money.

Features

- Free platform for artists to post their master pieces for fans
- Fans can play tons of indy artist song and may purchase

Weakness

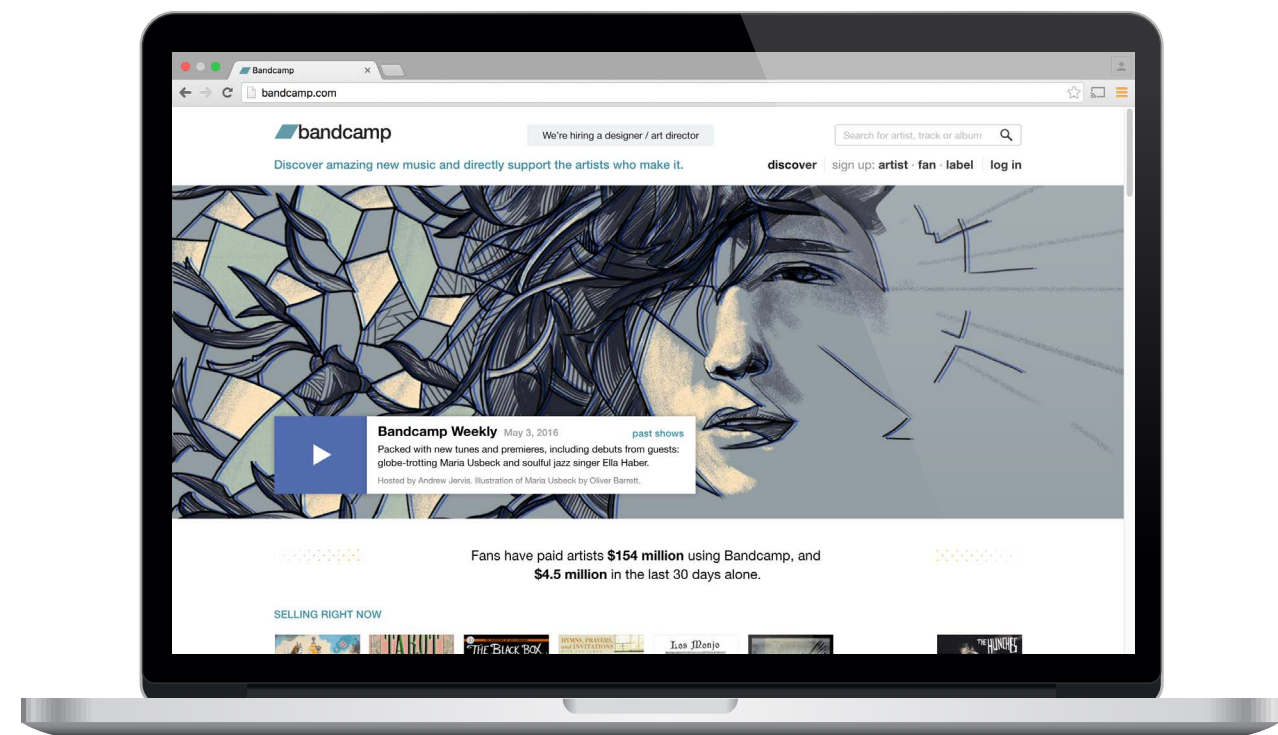
- Hard to choose which one to get start and listen because there are so many choices.
- Not a place that encourage artist to join together but solely make their individual piece.

Target Audience

- Artists who want to publish songs without trying to attempt presenting demo to record label
- Fans who don't care the mainstream market and want to listen what they exactly like.

Inspiration

It is the place that lots of musician stopped by. Might be a good case study on how can it be recognized and reliable and how to make people come and use it.



<http://www.bandcamp.com>

INSPIRATIONAL PROJECT

eHarmony

eHarmony launched in the United States in 2000 and is now the #1 Trusted Relationship Services Provider in the USA. eHarmony's patented Compatibility Matching System® allows eHarmony members to be matched with compatible persons with whom they are likely to enjoy a long-term relationship. Millions of people of all ages, ethnicities, national origins and religious and political beliefs have used eHarmony's Compatibility Matching System to find compatible long-term relationships. Today, an average of 438 eHarmony members marry every day in the United States as a result of being matched on the site. eHarmony is available in the United States, Canada, Australia and the United Kingdom.

Features

- eHarmony's patented Compatibility Matching System® that works wisely to match the most suit person.
- List of persons and detailed profile.
- Send a smile and send text message
- Activity feed

Weakness

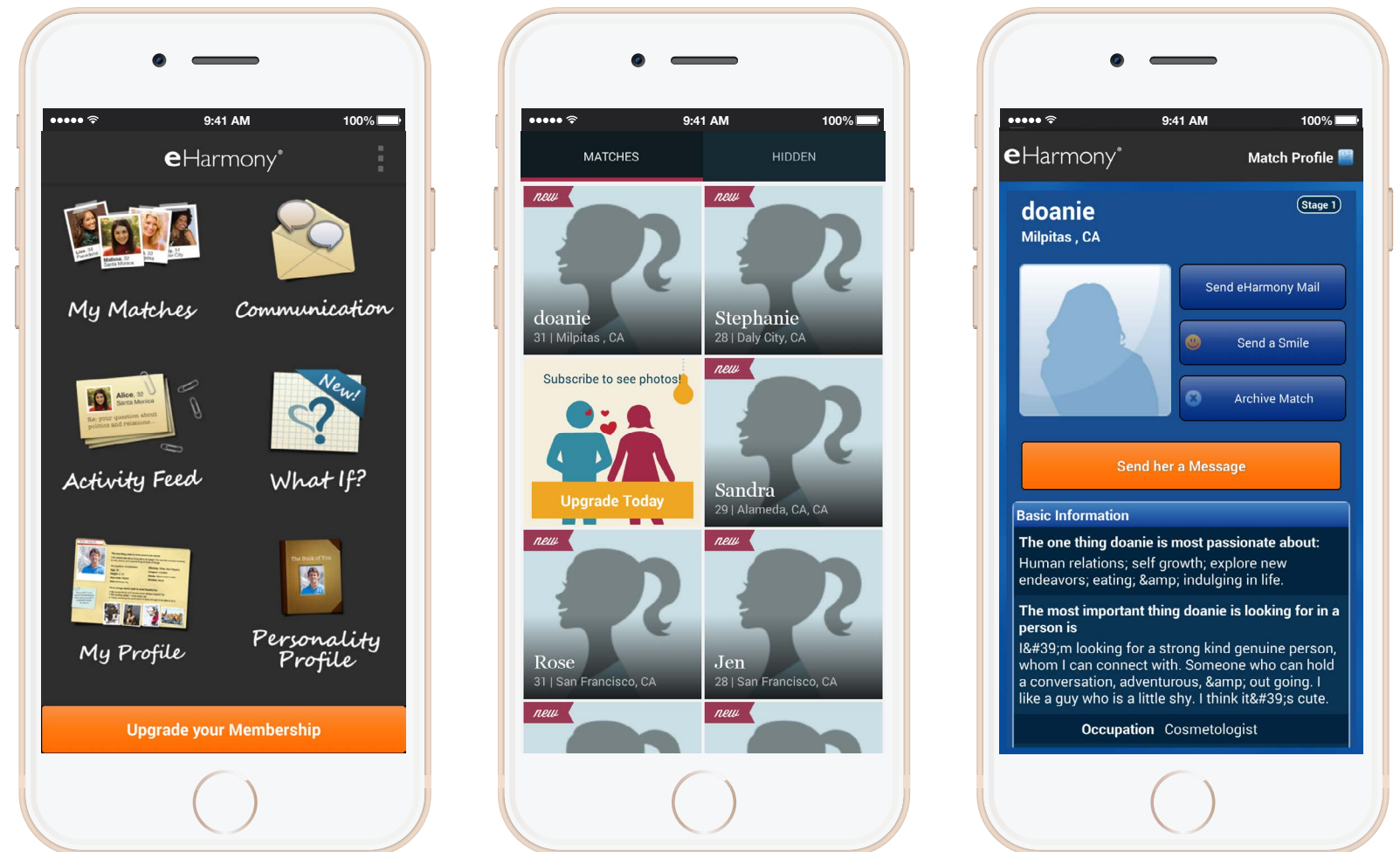
- Tons of profile setup questions that force user to spend more than 5-10 mins to finish. Some of them are very ambiguous.
- Have to subscribe/pay to see picture other users.

Target Audience

Men and women who is seriously looking for date. Age range is broad.

Inspiration

- Not to have too long in registration process.
- The Compatibility Matching System is interesting if it doesn't depend on too many initial questions.



eHarmony, available on iOS and Android

COMPETITOR

bandfinder.com

Overall

Bandfinder.com is a website that allows musicians to find a band, bands to find musician(s), bands to promote themselves and fans to follow their favorite band(s). The website is exclusive for users who are in the USA, UK and Sweden. It has a variety of search criterias such as location, instrument played or style.

Visual Design

Bandfinder.com is not the best in visual design. It seems like a website that has been designed for almost 10 years and looks good at that time. Fortunately, it is easy to use.

Innovation

It provides band's activity calendar and sound clips for musicians who is looking up a band's profile.

Target Audience

For musicians whose skill level is from moderate to advance either with or without band aged around 20 – 45. Not for beginner.

Pros

- Easy to use, especially the search task
- Manage contents well

Cons

- Based in USA, UK and Sweden only, not worldwide
- Not a mobile friendly website



<http://www.bandfinder.com>

COMPETITOR

bandmix.com

Overall

BandMix.com is a highly rated and musicians sell gears and find other bandmates website. Their concept allows users to search for bands, as well as professionals in other industries. It is available in the USA, Canada, UK, France, Spain and Australia.

Visual Design

Bandmix.com has a clean design but isn't elegant. It displays big pictures of each user when browsing.

Innovation

It allows users to upload their video clips and make user's profile more like the original myspace. It also provides forum and place to promote user's original songs.

Target Audience

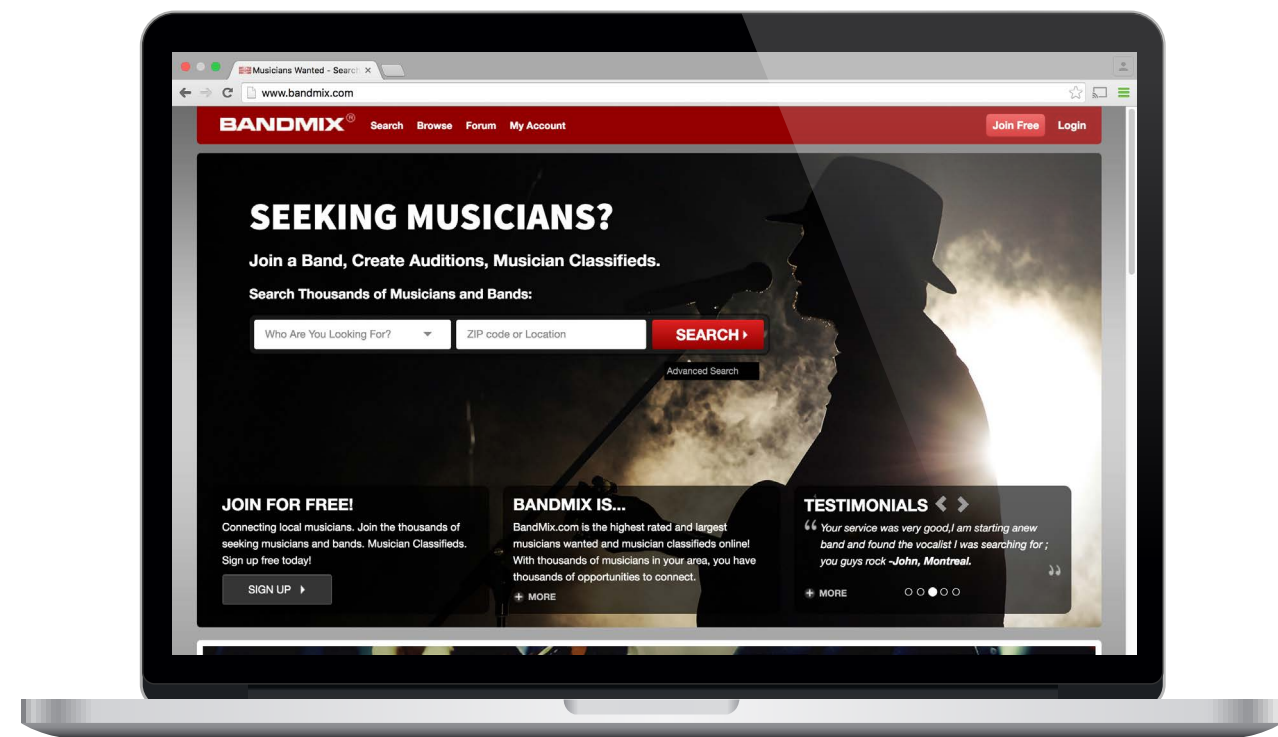
For musicians in all levels and professionals in other industries like photography and design. Age range is very broad.

Pros

- Good usability
- Cover many fields of professional

Cons

- Homepage contains too many unnecessary contents
- Not worldwide
- Not a mobile friendly website



<http://www.bandmix.com>

COMPETITOR

gigfinder.com

Overall

Gigfinder.com is the place to post and find gigs for musicians, bands, DJs, entertainers, photographers and other talents. It is available worldwide and free. It uses forum style to post every information on.

Visual Design

It has a flash colorful design with high and low contrast between text and background.

Innovation

There is facebook style chat application provided.

Target Audience

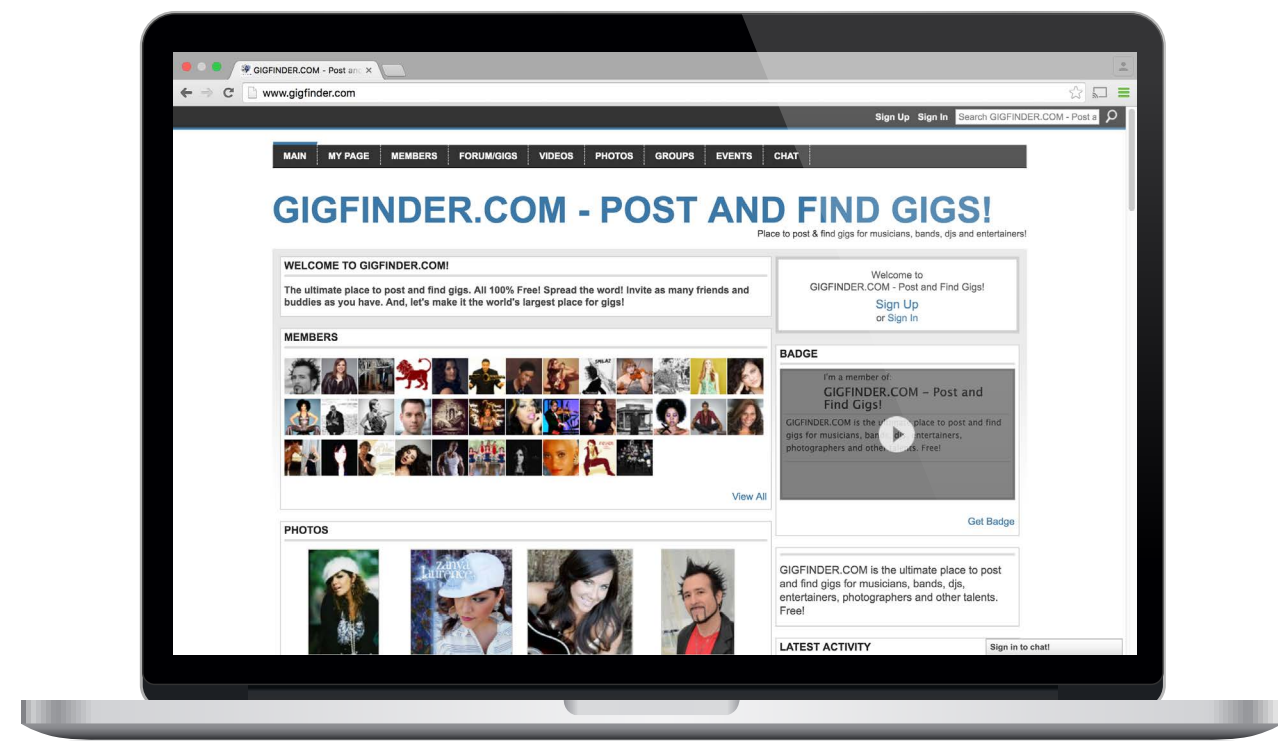
For musicians and bands from moderate to advanced levels. Age range is around 18 – 40.

Pros

- Available worldwide
- Encourages social networking

Cons

- Use forum style
- Difficult to search and find the right results
- Not a mobile friendly website



<http://www.gigfinder.com>

COMPARATIVE PRODUCT ANALYSIS MATRIX

	BandFinder.com	BandMix.com	GigFinder.com	band it
Photographs	●	●	●	●
Audio Clips	●	●	●	●
VDO Clips	●	●	●	●
Add to Favorite		●	●	●
Forums		●	●	
In-app Band Joining				●
Job Board		●		●
Mobile App				●
Share on Social		●	●	
Add Comment			●	●
Search by ZIP Code	●	●		
Promoting Bands	●		●	
Gig Places			●	
Locate User by GPS				●

*Bandit, the **first** mobile band
& player finder app.*

UNIQUE POSITION STATEMENT

1. Appointment Maker that can set up the specific dates, times, duration and location.
2. Automatically indicates the user's location and distance using GPS.
3. Picture-oriented interface on the user list page.
4. Video and audio clips can be uploaded to the user's profile to let it easier to decide if the player is the right person.
5. Rating system and comment on video and audio clips are there to make users engage and allow them to sort by rating.
6. Active notifications for request messages, or session reminders.
7. The first mobile band or player finder app.



UX PROCESS

PART 4

- Target Audience
- Personas
- Experience Map
- Information Architecture
- Wireframes
- Testing Plan & Timeline
- Interview and Summary
- Test Results & Changes

TARGET AUDIENCES

Primary

1. Person looking for a band
2. Band looking for a new member

Secondary

Band looking for substitute

Tertiary

Musician looking for jam

Age Range 22 - 35

Music Skill Upper Beginner to Advance

Income Not Specified

Other

Use Smart Phone(s)

Be familiar with Social Networking



Anthony Warnol

“I hope someday, I would have a band like Red Hot Chili Peppers.”

Age	24
Location	Los Angeles, CA
Hometown	Seattle, WA
Occupation	Restaurant Waiter
Music career	Vocalist (unemployed)
Style	Funk Rock
Income	\$1,800 (Restaurant)
Gadget	iPhone 6
Social Media	Facebook, SoundCloud, BandCamp Twitter

Background

Anthony is an enthusiastic vocalist who is starting to write his own songs. He used to be in a rock band for quite a long time before he quit due to the conflicts between other members. But he won't give up. He is writing some new songs and now looking for a new band that plays funk-rock.

Scenario

want to join a band ••••• log in to Bandit App ••••• see many bands need vocalist ••••• apply an audition to one he thinks it is best for him ••••• wait for confirmation ••••• confirmed •••••
• audition and join the band!

**MATTHEW ROGERS**

*“We’ve been **looking for a new guitarist** for a couple of months.”*

Age	29
Location	San Francisco, CA
Hometown	San Francisco, CA
Occupation	Musician / Artist / Songwriter
Band formed	4 years ago
Style	Funk, Rock, Pop
Income	\$3,000
Gadget	iPhone 6s
Social Media	Facebook, Instagram, Twitter, MySpace

Background

Matthew formed his band 4 years ago. His band called “THE EXAMPLE” playing indie pop rock. He, and his band, wrote couple of songs and preform some gigs every week. Things were going well before the guitarist suddenly quit the band without giving notice. Matthew is a head member. So he is feeling stressed since the band has to keep going on.

Scenario

want a new guitarist ••••• log in to Bandit App ••••• post an audition ••••• wait for applicants ••••• many guitarists applied ••••• they meet at studio for audition ••••• he picks one to join the band!



THEWIN MANKONG

“Seeking a replacement for a missing band member is simply painful.”

Age	28
Location	Bangkok, Thailand
Hometown	Srakaew, Thailand
Occupation	Musician
Music career	Drummer
Style	Heavy Metal
Income	\$3,500
Gadget	iPhone 5s
Social Media	Facebook, YouTube

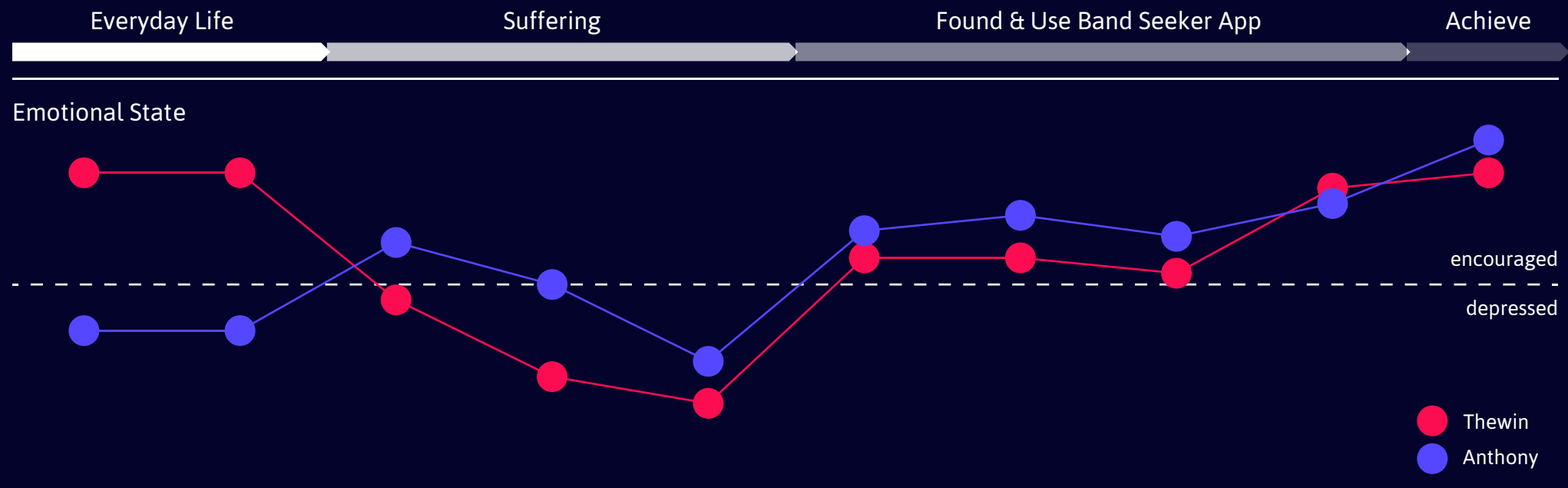
Background

Thewin is a serious moneymaking musician. He plays 7 different nightclubs 7 days a week. His band earned lots of money but sometime people need to rest. Many times his band member absent and left he and the rest headache.

Scenario

have to play 7 days/week bassist in band absent unexpectedly has no choice in hand log in to Band Seeker App sort musicians by style and location offer one a job wait for confirmation confirmed meet at the venue and enjoy!

EXPERIENCE MAP



Persona 1 - Thewin Mankong

Already in a band and play for money | have to play 7 days/week | bassist absent | has no choice in hand | making decision about cancelling the show | log in Bandit App see many choices | browse and sort musicians | offer one a job for tonight wait for confirmation | confirmed | meet at the venue enjoy the gig

Pain Point

being panict | ired of finding anyone to replace | feel he will lose credit and income

Persona 2 - Anthony Warnol

not in band want to join one | ask friend and friend of friend | found a band but hardly | audition | feel the band is not suit his style | log in Bandit App see many band that seem to need his talent | browse and sort bands | pick one then make an appointment wait for confirmation | confirmed | auditon and join

Pain Point

feel it is very difficult | getting tired | realizing the unsuitability | feel it wasted the time and money

INFORMATION ARCHITECTURE



WIREFRAMES

Onboarding

Consisted of 3 views, these onboarding wireframes are to be shown when user logged in the first time.

Welcome to Band Seeker.
Please setup your profile.

step 1 step 2 step 3

Fullname

Instruments

Genre

Music experience years

Date of birth

Hide age

Gender

next

step 1 - user info

Next, please provide
your photo.

step 1 step 2 step 3

upload photo

back skip next

step 2 - profile image

Last, provide more detail
about you as a musician.

step 1 step 2 step 3

about me

back finish profile setup

step 3 - about

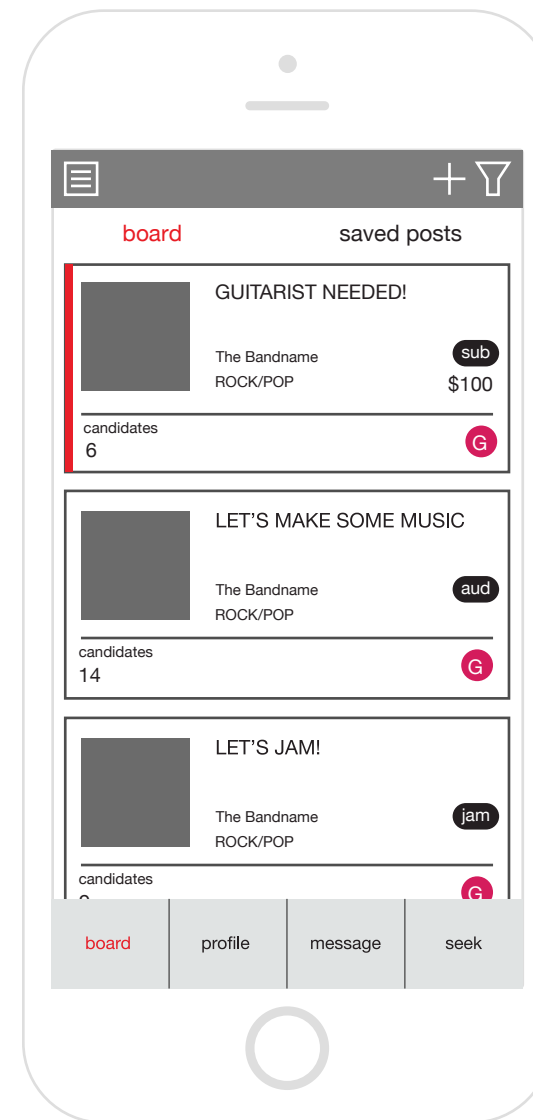
WIREFRAMES

Job Board

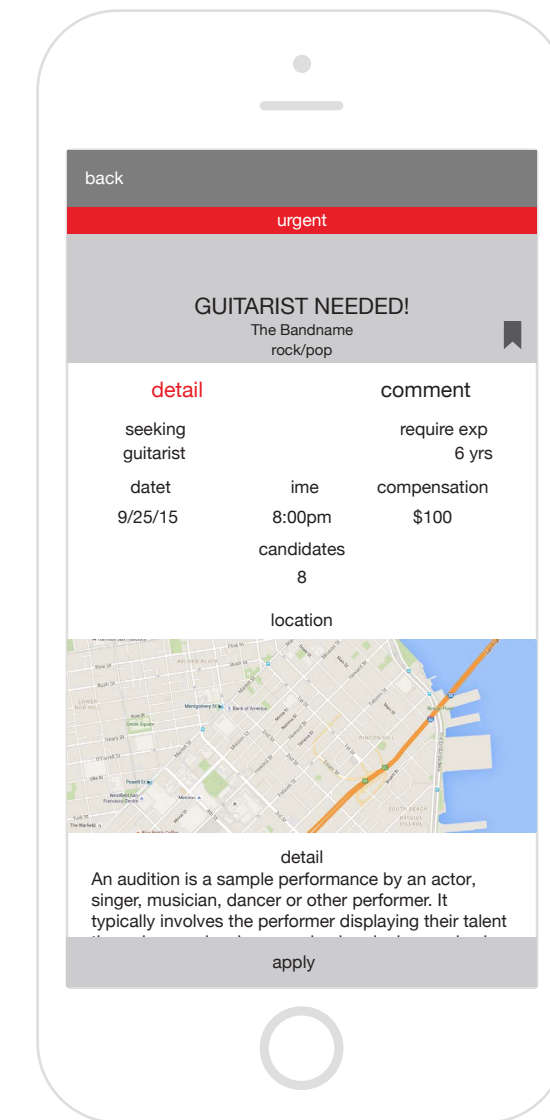
This will be a list of band's job posting. There are four types of job can be posted i.e. audition, gig, permanent and jam. Permanent is a non-audition recruitment that can happen sometimes.

Job Detail

A place that describes all requirements and all specific detail of the job such as date, genre, compensation or venue location.



job board



job detail

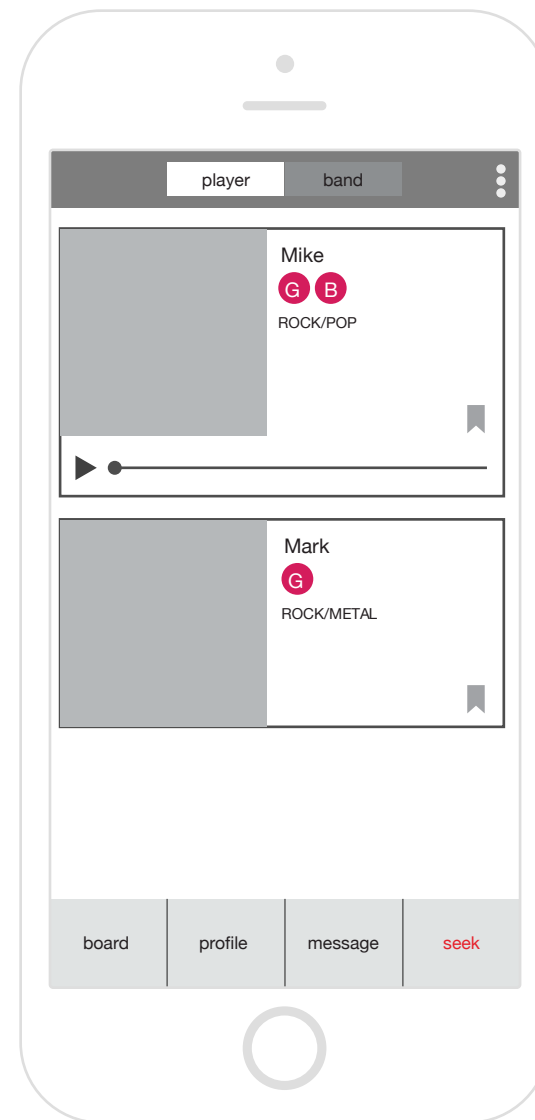
WIREFRAMES

Seek

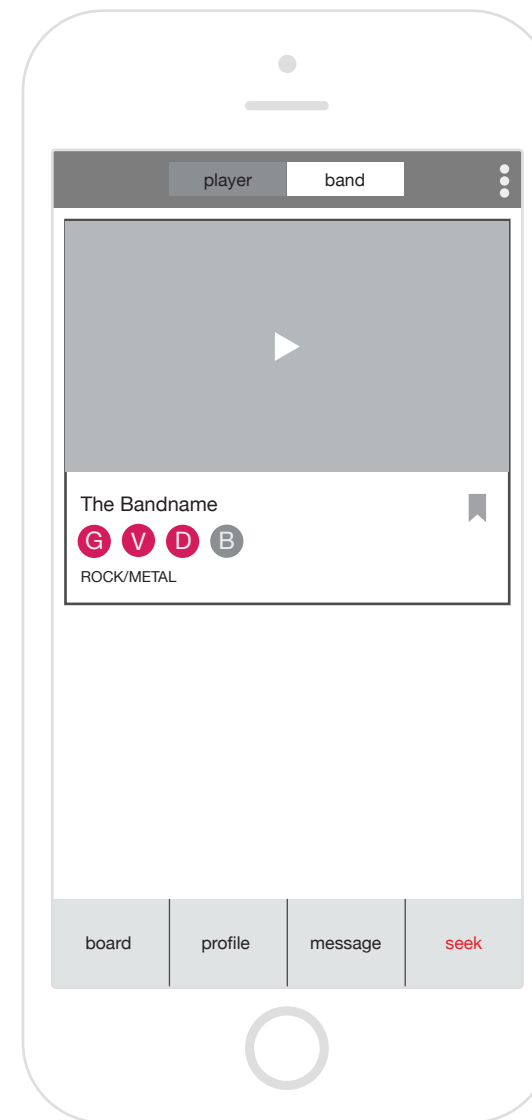
Seek is a list of musicians and bands generated and sorted by location and some user preferences. There is a switch on the navigation bar that made for toggling between musician and band list.

Filter

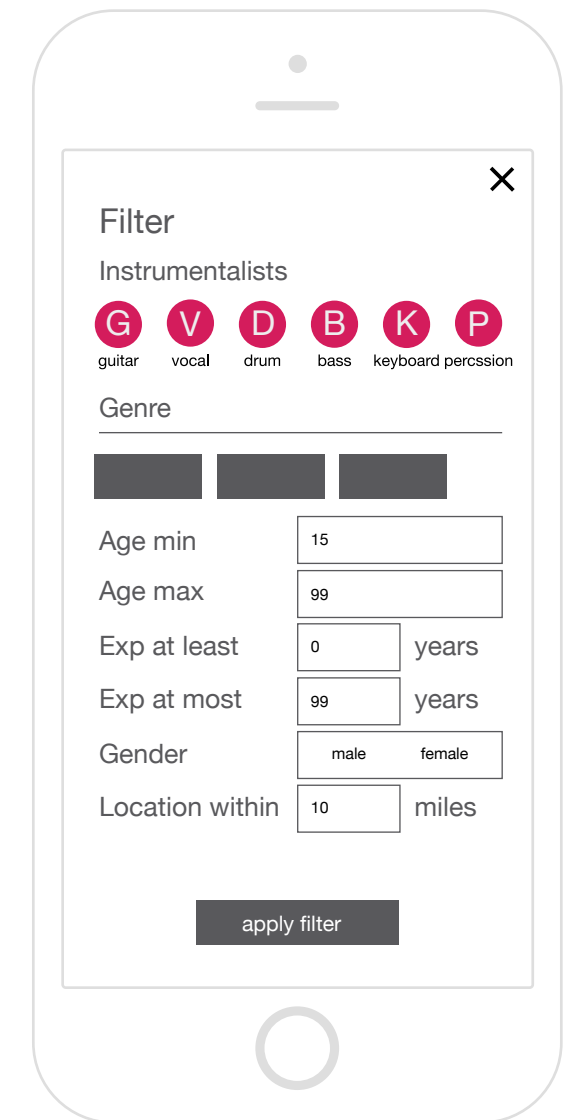
When the result displayed is not what user want to see, the filter system will take part in to re-generate outcomes that would satisfy user better.



seek (musician)



seek (band)



filter

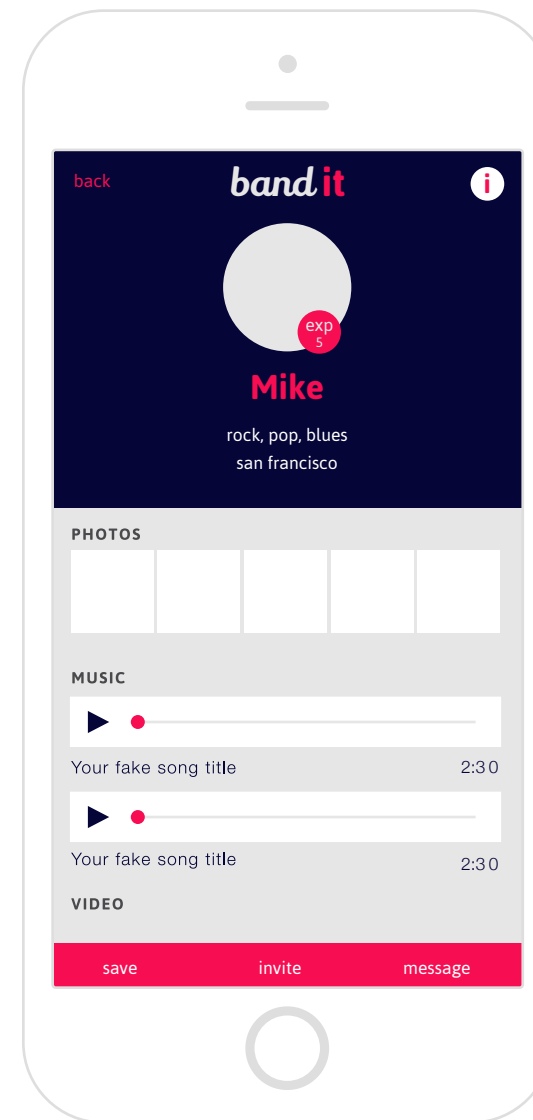
WIREFRAMES

Artist Profile

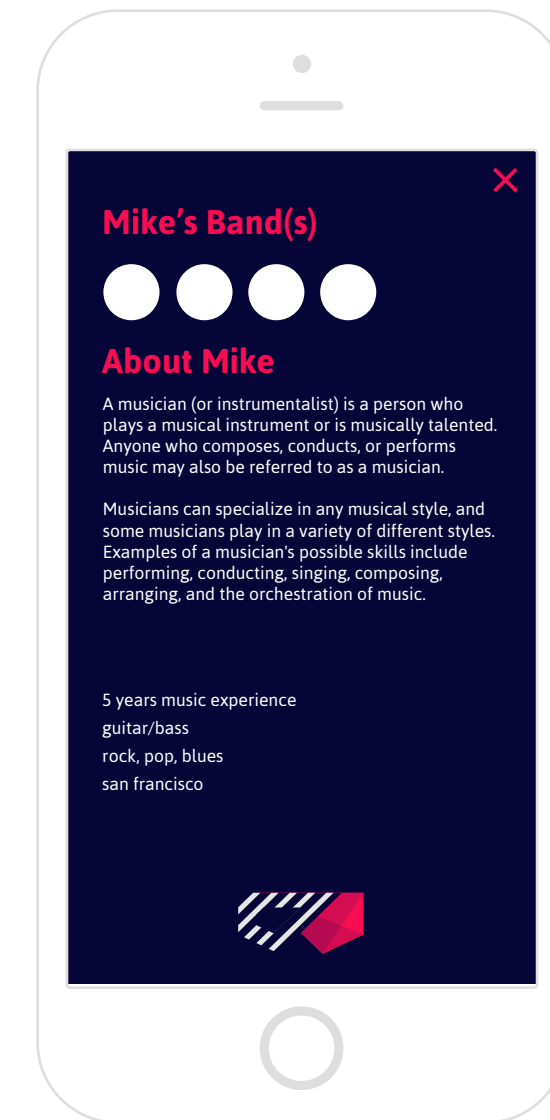
Consisted of artist images, full name, genre, position, location, music and videos.

Information (about)

It's a detailed information where user can put long text that describes his/her attitude. Also a list of bands that he/she is in.



profile



information (about)

WIREFRAMES

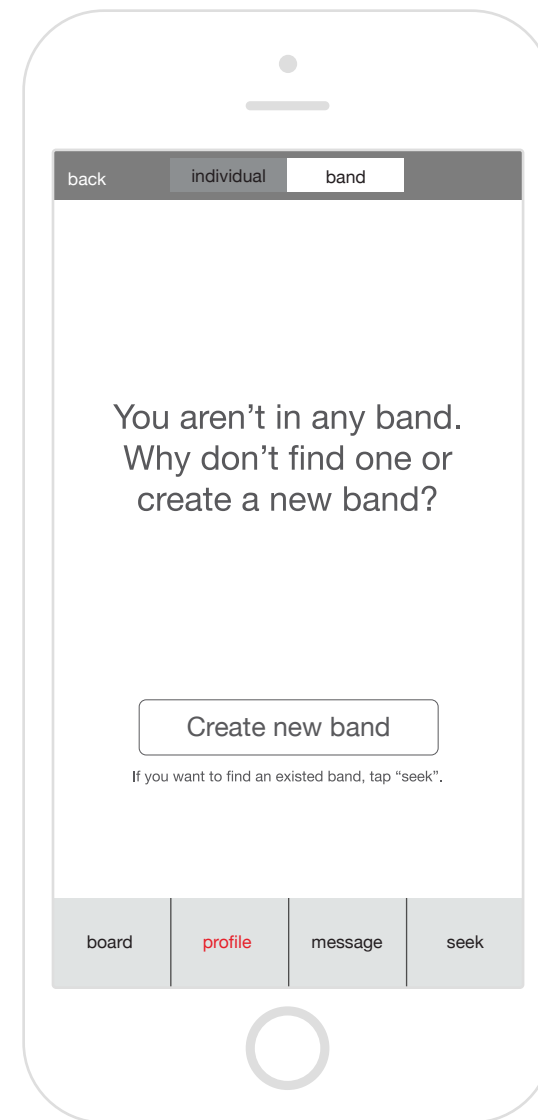
Band Onboarding

If user doesn't have a band, the band onboarding will be displayed in order to help setting up a new one.

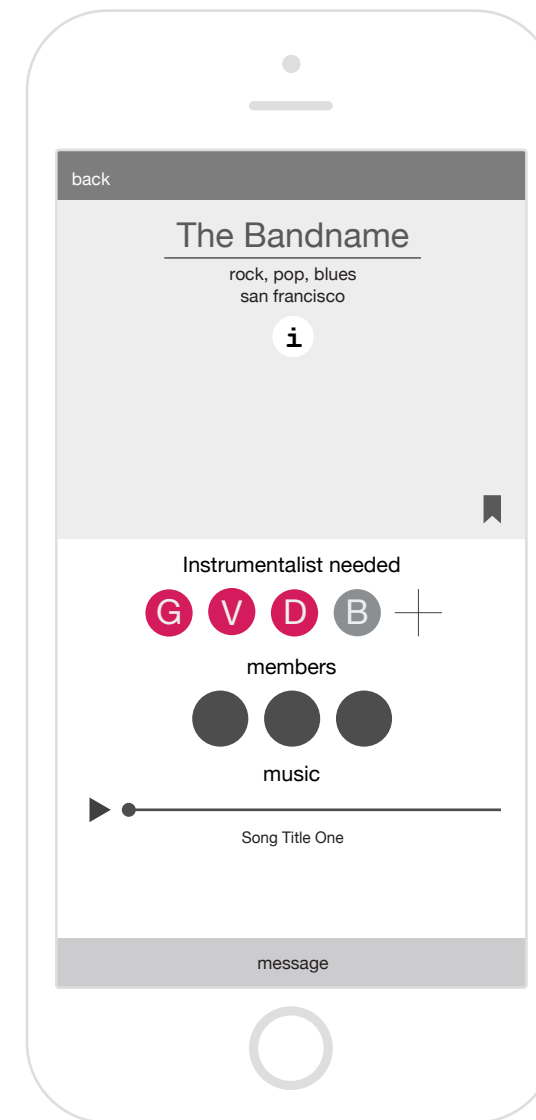
Band Profile

Consisted of band images, band name, genre, hiring, location, music and videos.

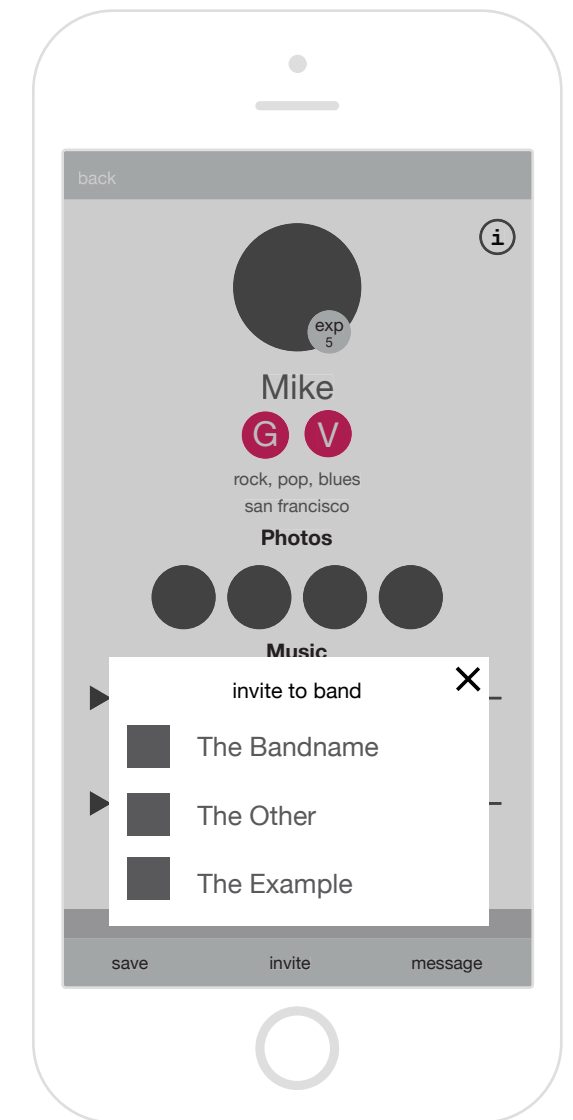
There is a popover list available to select other bands user might be in.



band onboarding



profile

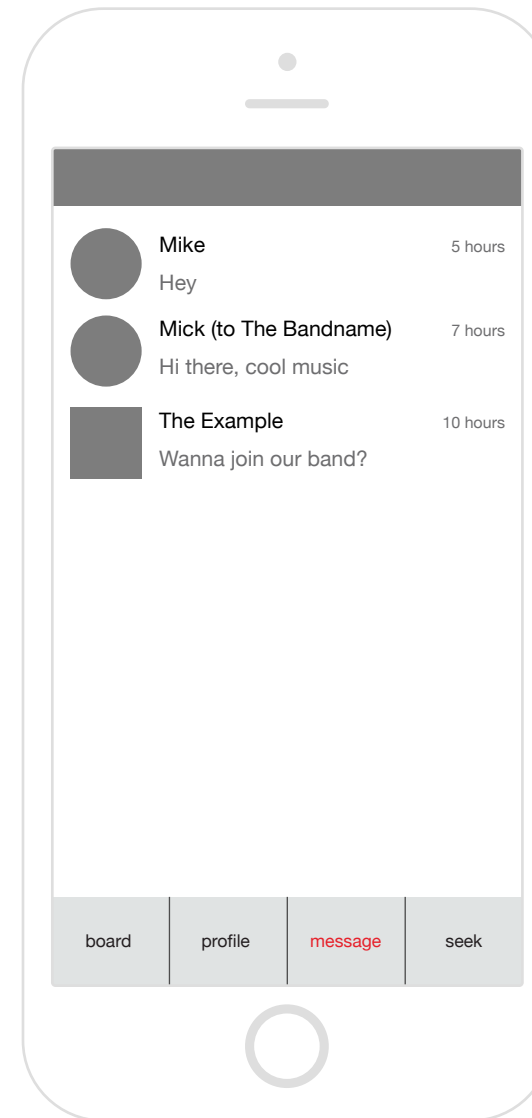


band select

WIREFRAMES

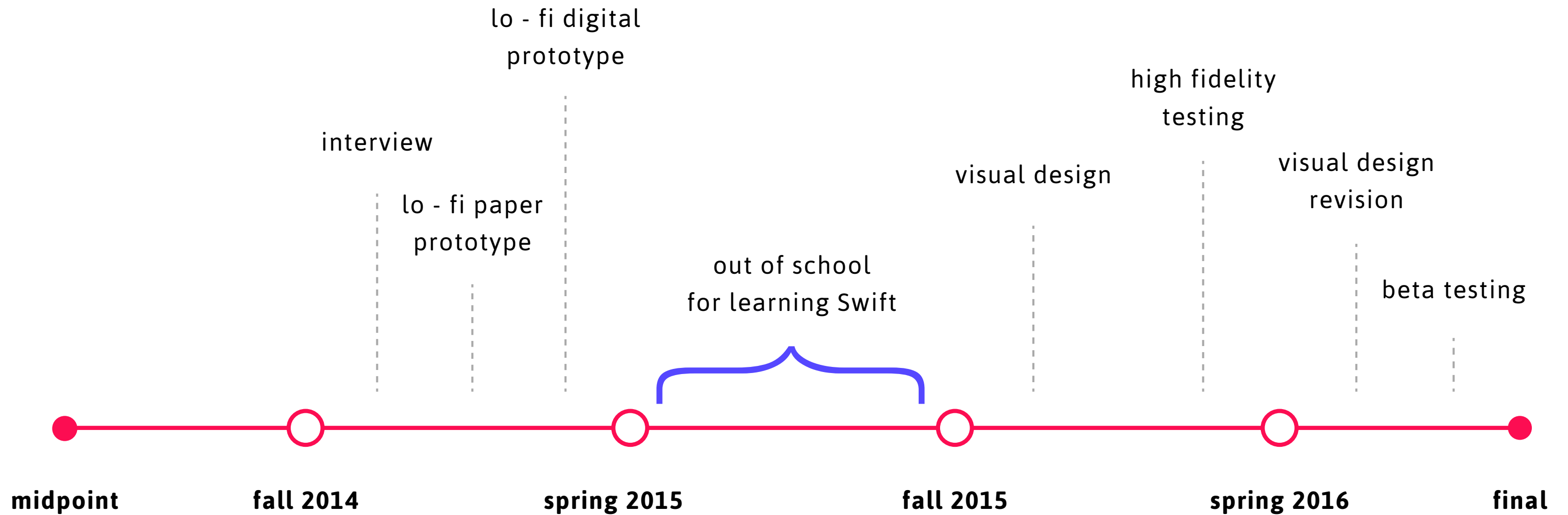
Inbox

Inbox is the place where every message or notification be. For example, if user applies for a job, the status of consideration will be indicated. Or if a band sent an invitation to join, user will be notified here.



inbox

PROJECT TIMELINE & TESTING PLAN



INTERVIEW

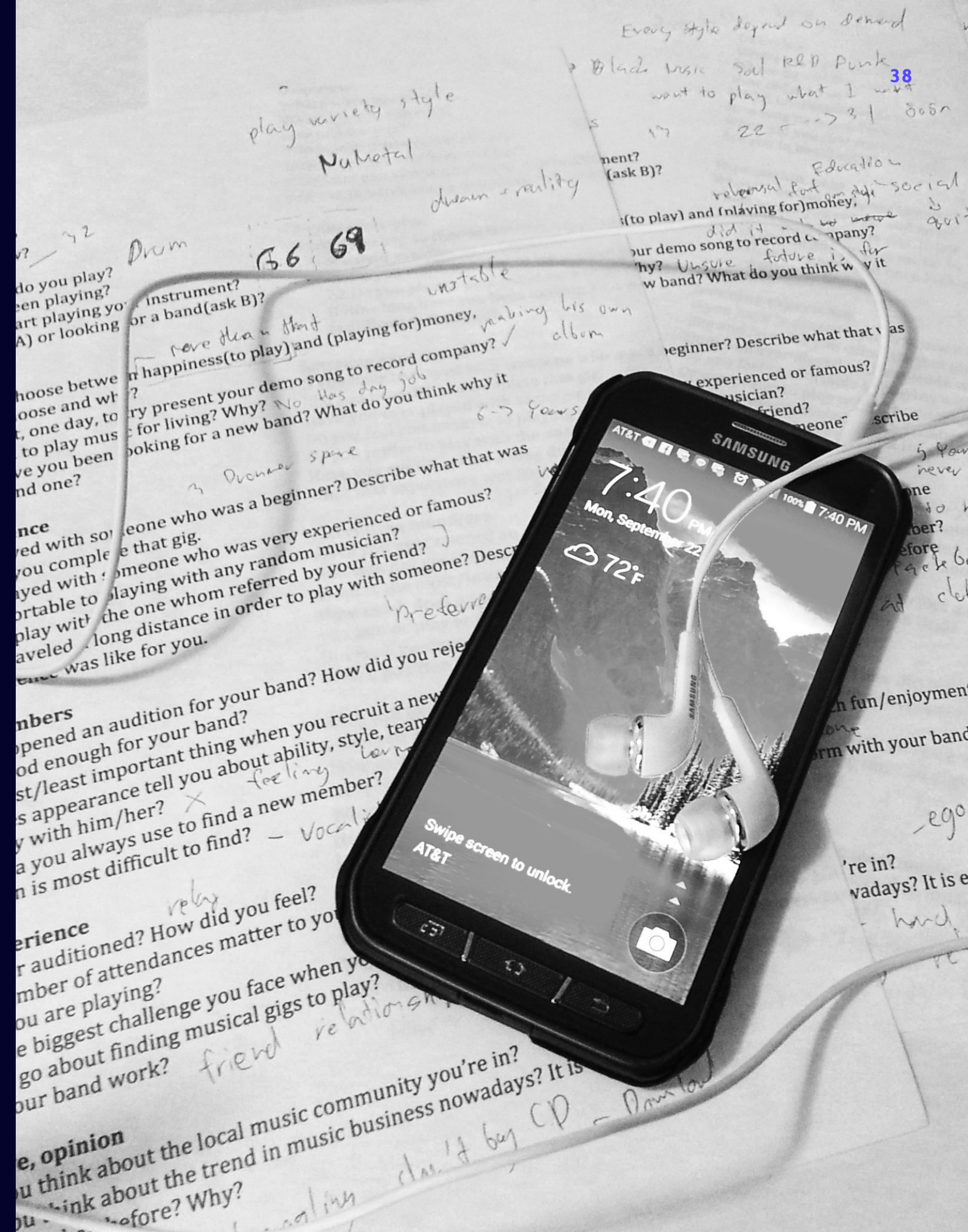
interviewees & process

INTERVIEWEES

Interviewees were divided into two groups: person who already in band and person who not yet in. Age range was no limit as well as music skill and experience in order to observe and study how to define age range for each group.

THE PROCESS

Most of my interviewees this week tend to prefer me to call them rather than set up a place to meet and talk. I got the list of these people by assistance of my friend who knows a number of working musicians. I printed out a set of questions and wait for the time they were ready to receive my call. I started opening questions as suggested but when interviewees began to talk what they'd like to talk, I jumped to some another set of question to maintain the flow of conversation and to make interviewees felt like they didn't be interrupted. I took notes into printed questions paper by keywords not the whole speech. Each interview took around an hour in average.



INTERVIEW

interview questions

INTRUDUCTION

- How old are you?
- Which instrument(s) do you play?
- How do you classify yourself and your style of music?
- When did you first start playing your instrument?
- Are you in band(ask A) or looking for a band(ask B)?

EXPECTATION, PLAN

- What if you had to choose between happiness(to play) and (playing for)money, which would you choose and why?
- A1.Do you want, one day, to try present your demo song to record company?
- A2.Do you plan to play music for living? Why?
- B.How long have you been looking for a new band? What do you think why it is difficult to find one?

JAMMING EXPERIENCE

- If you have to played with someone who was a beginner? Describe what that was like and how did you complete that gig.
- Have you ever played with someone who was very experienced or famous?
- Do you feel comfortable to playing with any random musician?
- Or you prefer to play with the one whom referred by your friend?
- Have you ever traveled a long distance in order to play with someone? Describe what that experience was like for you.

RECRUITING MEMBERS

- Have you ever opened an audition for your band? How did you reject someone that was not good enough for your band?
- What is the most/least important thing when you recruit a new band member?
- How much does appearance tell you about ability, style, teamwork etc. before you jam or play with him/her?
- In which media you always use to find a new member?
- Which position is most difficult to find?

REAL JOB EXPERIENCE

- Have you ever auditioned? How did you feel?
- How does number of attendances matter to you in how much fun/enjoyment you have when you are playing?
- What was the biggest challenge you face when you perform with your band?
- How do you go about finding musical gigs to play?
- How does your band work?

PERSPECTIVE, OPINION

- What do you think about the local music community you're in?
- What do you think about the trend in music business nowadays? It is easier or more difficult than before? Why?

INTERVIEW summary

INTRUCTION

Age range: 28 -32 for already have band person and 22 – 26 for not yet in band

Instruments: Guitar, Bass, Drum , Percussion and Vocalist

Style: Varied to [Emo punk], [Standard Jazz], [Nu-Metal],[Soul,R&B,Funk] and hip-hop

Start playing: Mostly started when they were in high school, but only one start-

ed after that and one before that.

Status: Most of them are in band, some are not.

EXPECTATION, PLAN

Almost all of them try to merge their happiness to money making. Therefore, they play music for their enjoyment and, in the same time, need money from it even though the earnings are low but seems like happiness from playing could compensate the low-paid job.

Persons who haven't had a band are staying positive. They look forward for a bright future and set no limit on for far they want to go in this field. Surprisingly, most of the have-band persons had experience in releasing album in the past or in process of making one right now. To have your own complete songs is not difficult anymore but it is difficult to push the product into the market. Audiences have so many choices and wouldn't open to new world that easy. The one who haven't tried dreamed about attempt to do so in the future to raise the chance to being signed. Half of interviewees play music for living and another half have day-time job. The latter said they are just being realistic.

JAMMING EXPERIENCE

Interviewees had experience playing with beginners in job. It happened to be an emergency like their band member absented without prior notice. They played safe by picking easier songs as their playlist. Or they asked the newcomer which songs he/she can play. Many of them played with the advanced/famous

player before and the feel that it was amazing.

Seems like the one who play music for their happiness prefers to play with people he/she knows. Some mentioned about "chemistry" that happens when playing music with someone it is like adrenaline and it can't be anyone that can product this kind of chemistry. They urged that most cases came from playing with friends. However, the one who play for money doesn't care about relationship before jamming. They emphasized that in music, harmony is essential and it doesn't mean your close friend could absolutely provide it for you.

For a long distance gig, all male interviewees love it. They explained that it is an opportunity to go travel and earn money at the same time.

RECRUITING MEMBERS

Some interviewees have ever open an audition but they were not be the one who told a message to unqualified person.

The most important thing for each person is varied to responsibility, skill, availability, experience , harmony or even nothing but the one who can make the job done and makes everyone happy. Appearance seems not to be an essential attribute because things may change when experience the before and the after.

They seek substitution for the absent one by, as expected, asking friend of friend. The second choice was varied. Some of them may spend time on Sound Cloud and Band Camp to find ones while others use social medias like Facebook group and Line App group. The most difficult-to-find position is, again, varied.

REAL JOB EXPERIENCE

Most people were not being nervous when they auditioned.

The number of audiences is not always be the thing that makes interviewees more fun/enjoy when they played. They suggested that it depends on the style of attendances that matter. Ex. if we have fully occupied attendances but they like dance music then we played heavy metal, that is not going to be a good show no matter what how good we played. Some of the biggest challenge mentioned was crowd interaction.

Interviewees used groups in social media to find a gig and some other went to venues to negotiate directly to the owner.

Their band has friends/family relationship and rehearse a lot

PERSPECTIVE, OPINION

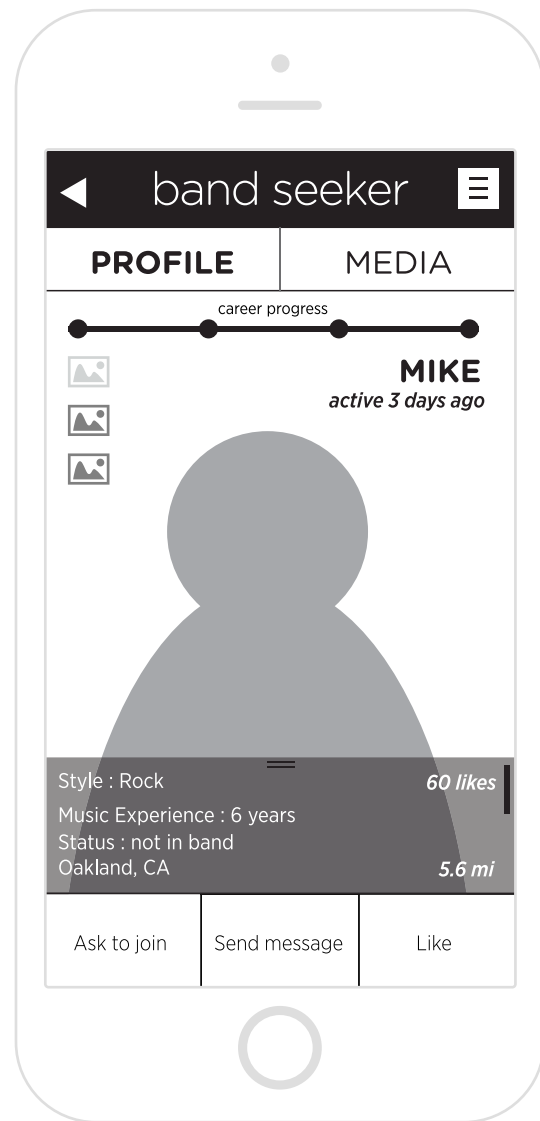
The answers were varied such as:

- Music Business today has no real passion, lots of choice for audiences. Artists have to have really unique style that can be sold.
- More thought on nowadays music. It's modern. Sound developed and better that the past.
- Struggling, people don't buy CD anymore.
- Not hard to play but harder to understand. No more CD releasing but go for a concerts.
- Have more opportunity in the Bay Area and it is very active.
- Music label is dying, a chance for indies but hard to be heard when publish songs to the cloud. Every one sounds the same.

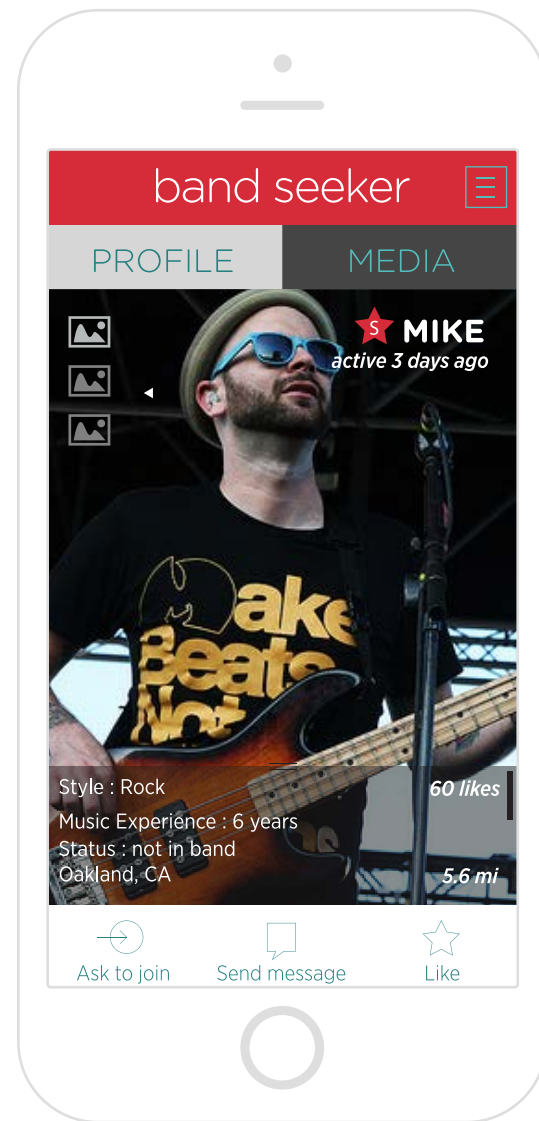
TEST RESULTS & CHANGES

profile view

post-midpoint version

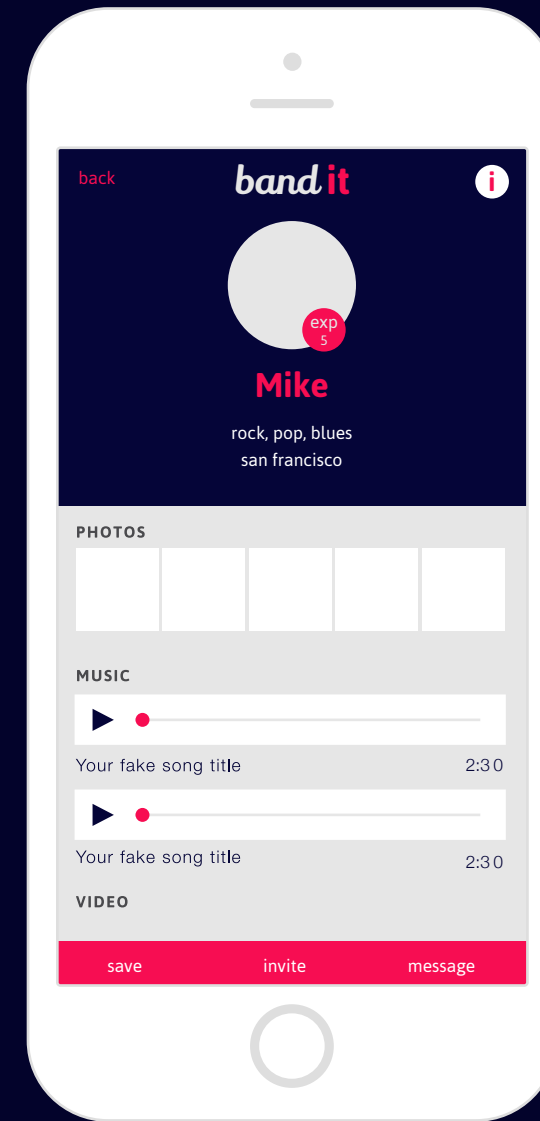


wireframe

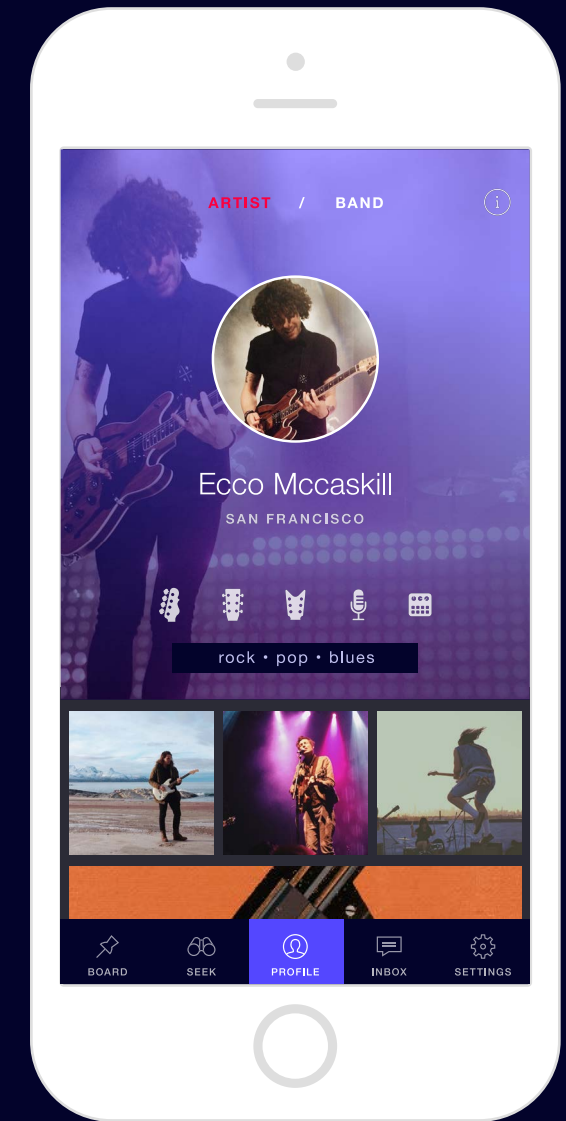


high fidelity

final version



wireframe

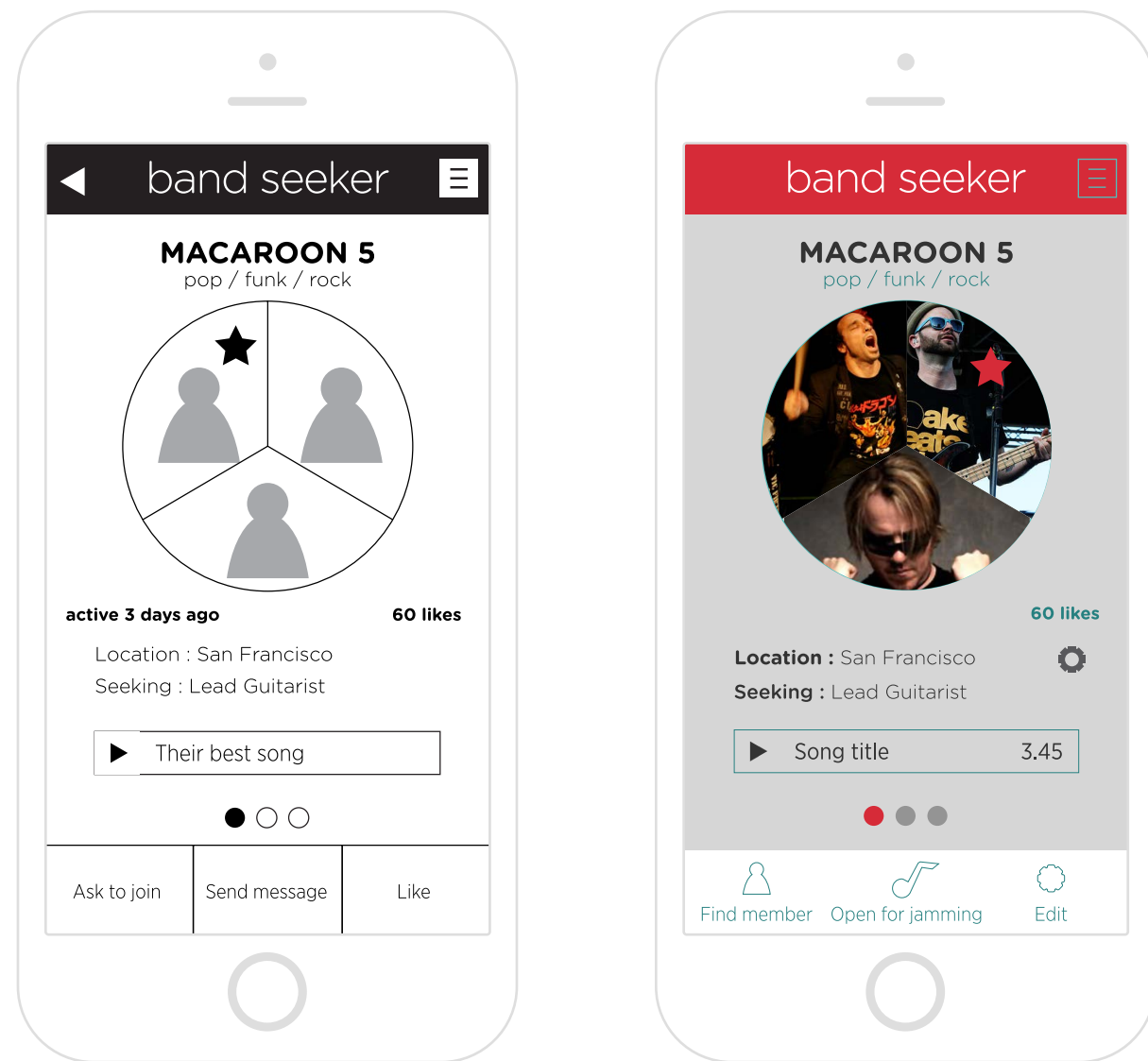


high fidelity

TEST RESULTS & CHANGES

band profile view

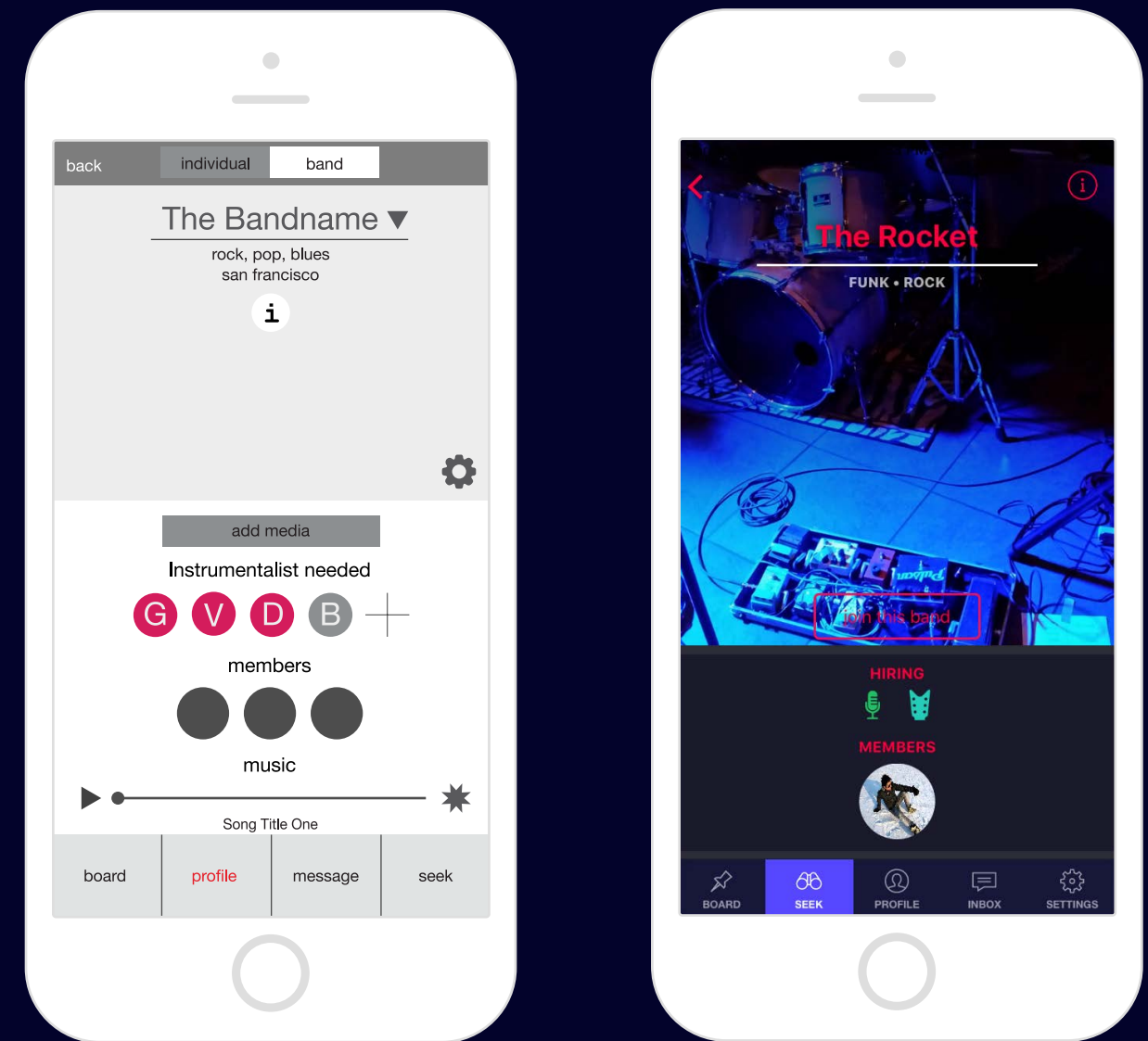
post-midpoint version



wireframe

high fidelity

final version



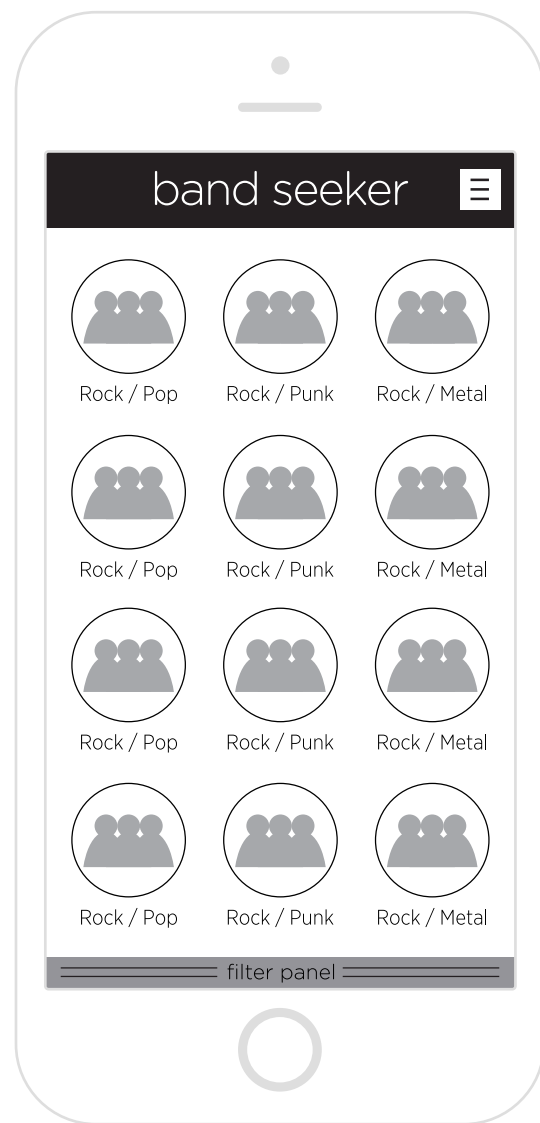
wireframe

high fidelity

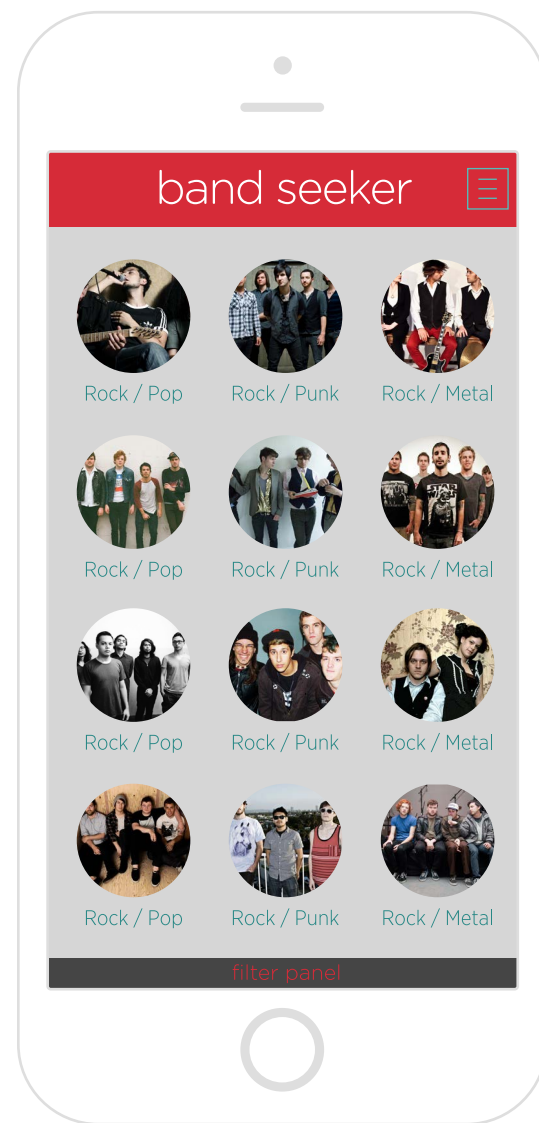
TEST RESULTS & CHANGES

seek view

post-midpoint version

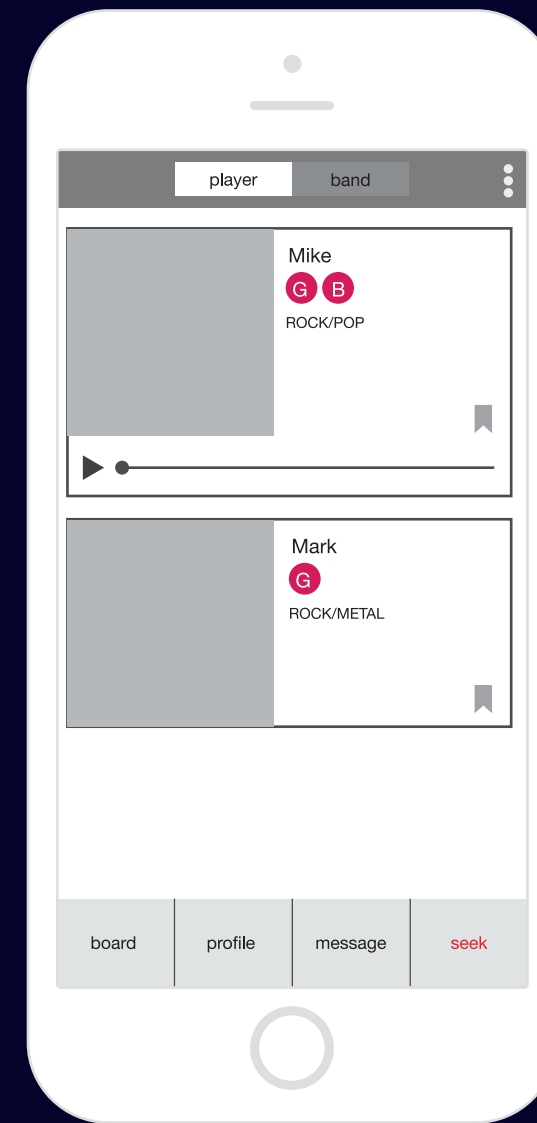


wireframe

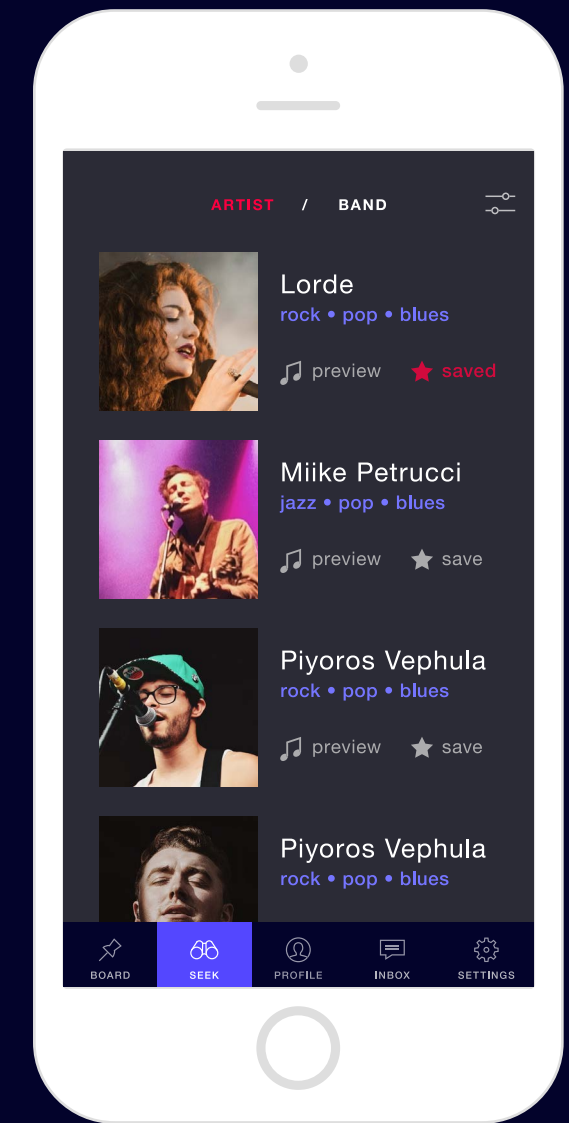


high fidelity

final version



wireframe

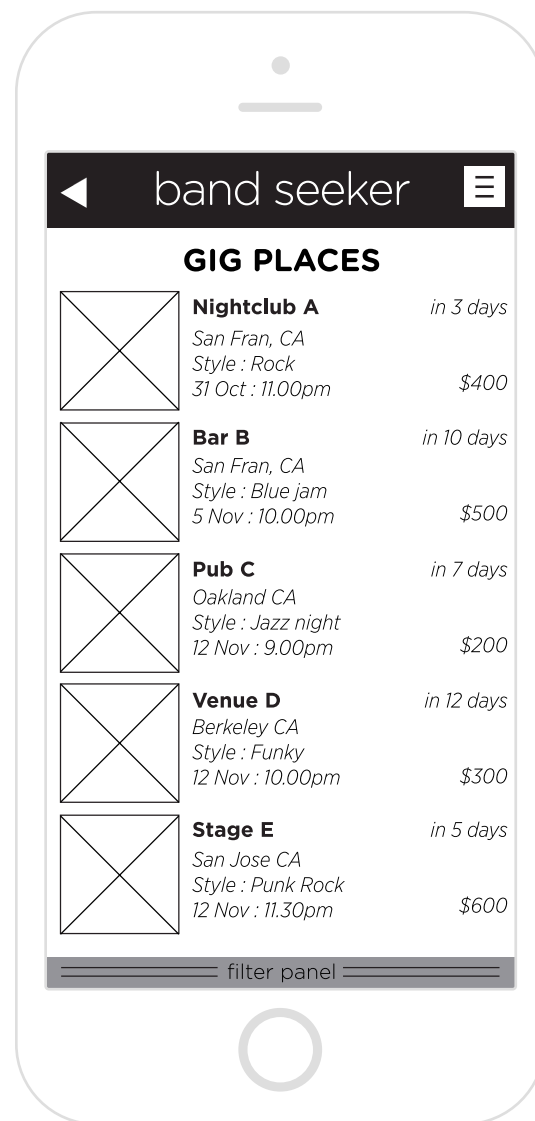


high fidelity

TEST RESULTS & CHANGES

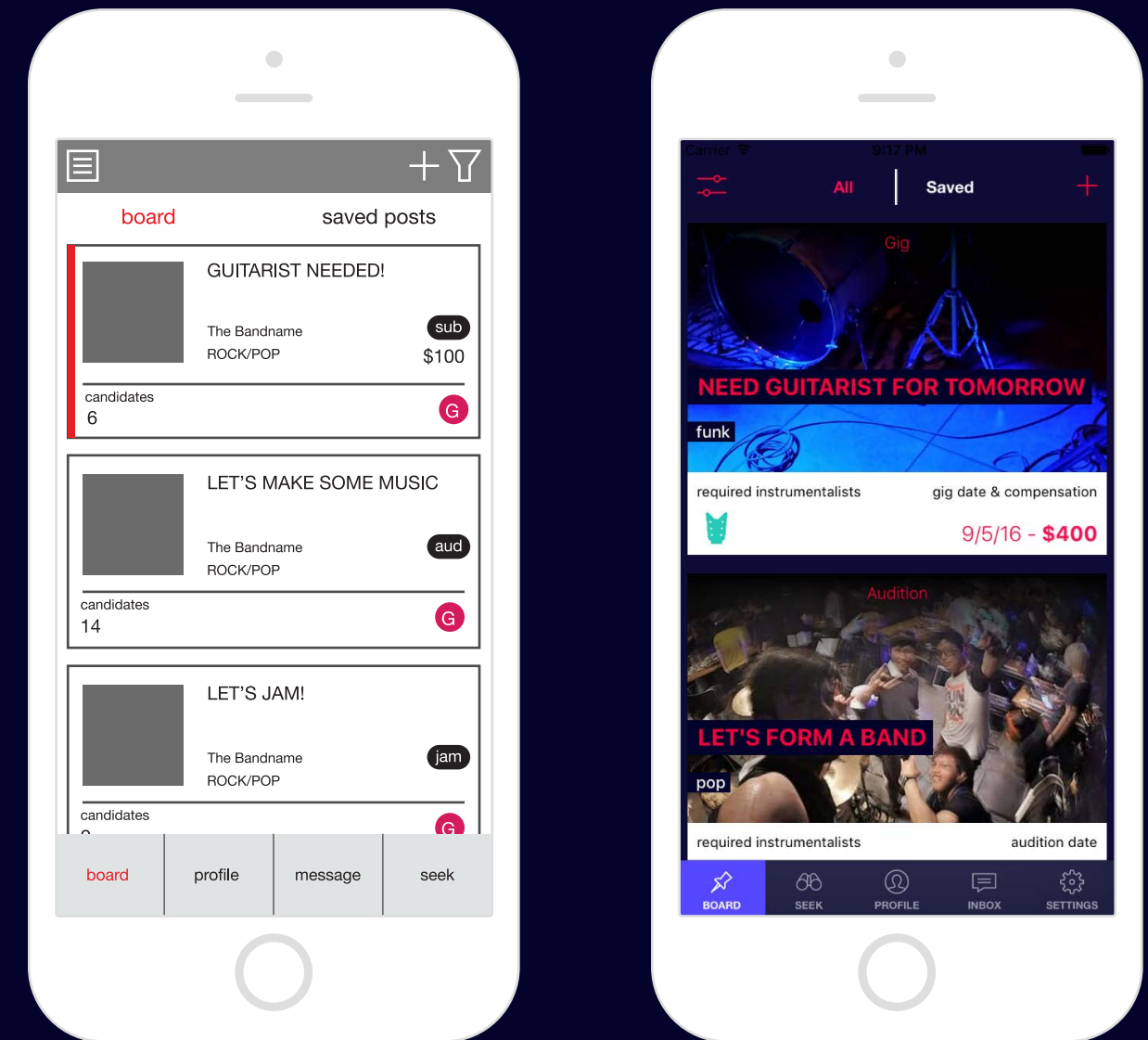
job board view

post-midpoint version



wireframe

final version



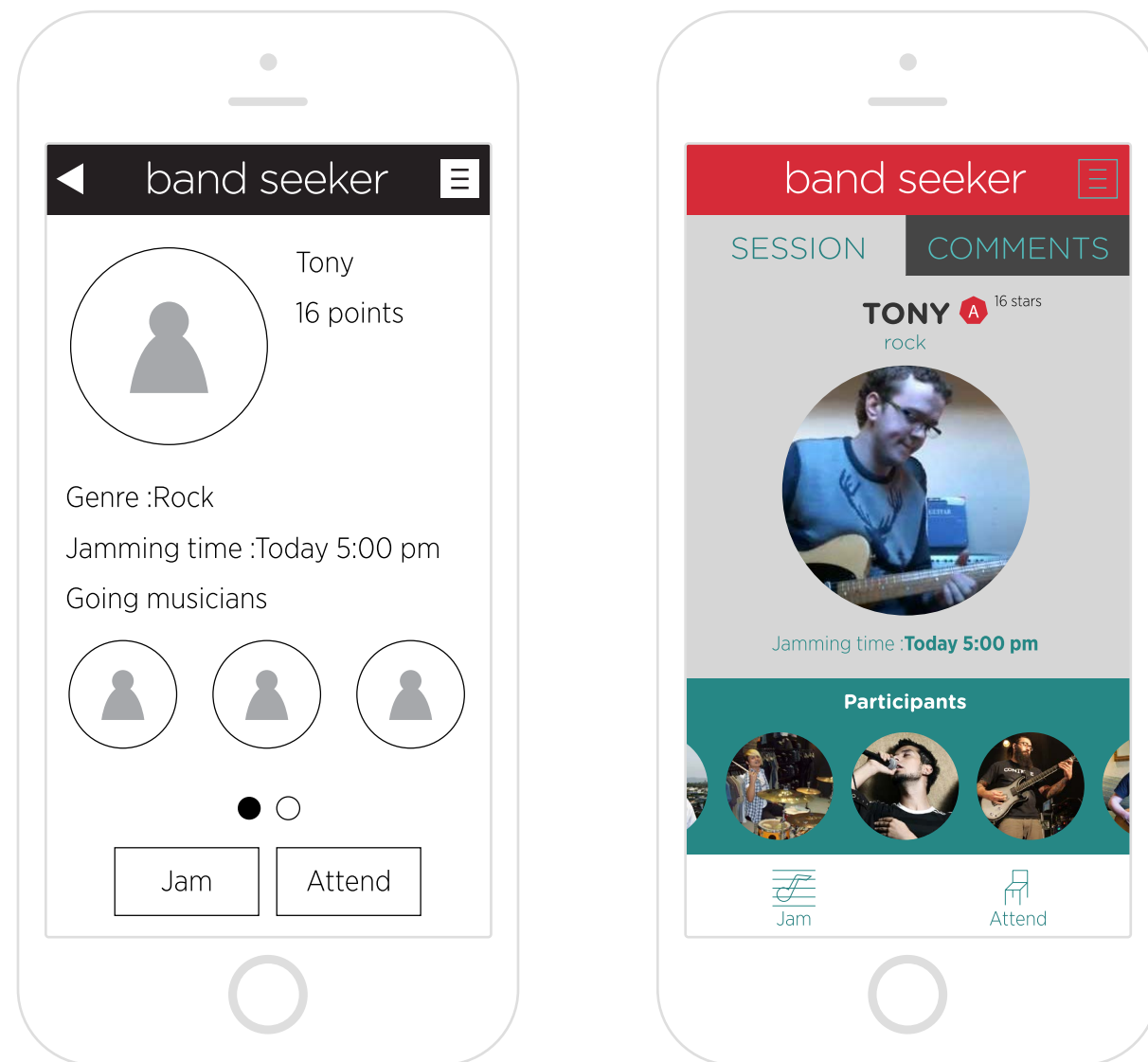
wireframe

high fidelity

TEST RESULTS & CHANGES

job detail view

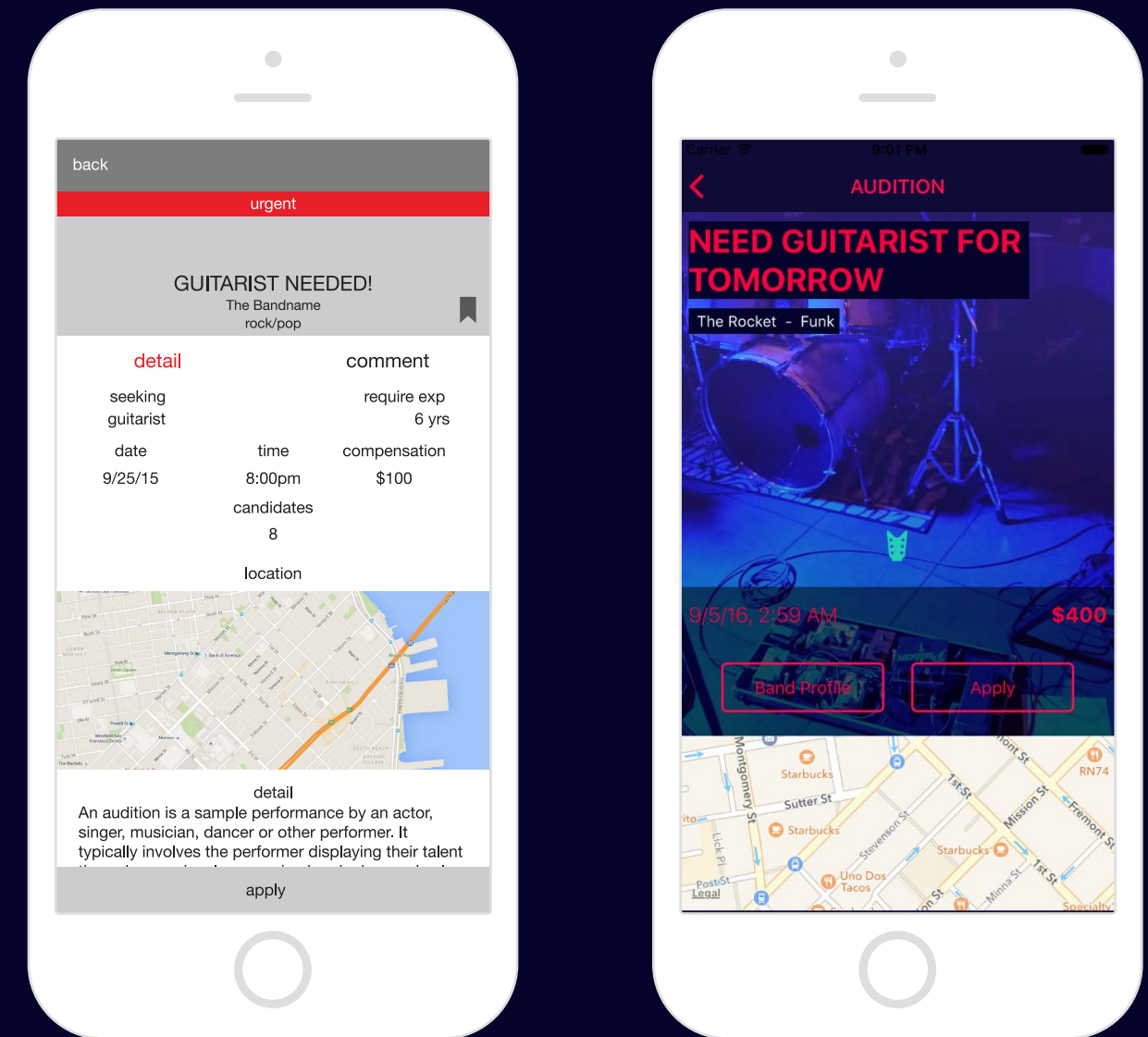
post-midpoint version



wireframe

high fidelity

final version



wireframe

high fidelity



VISUAL DESIGN PROCESS

PART 5

- Word List
- Inspirations
- Moodboard
- Typefaces & Colors
- Logo
- Iconography

WORD LIST

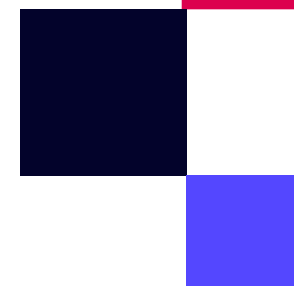
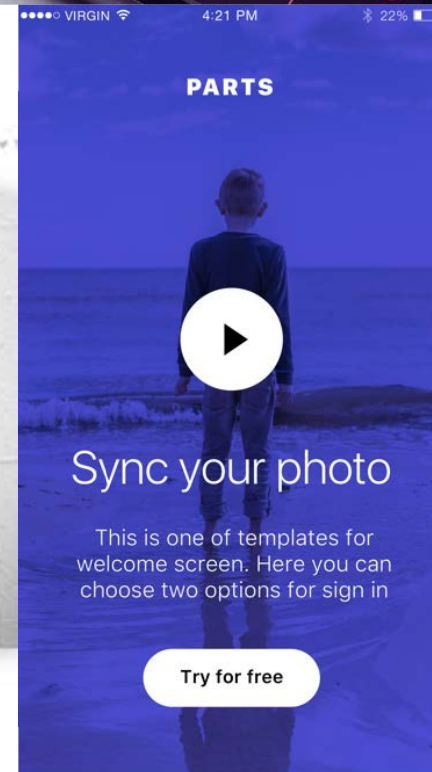
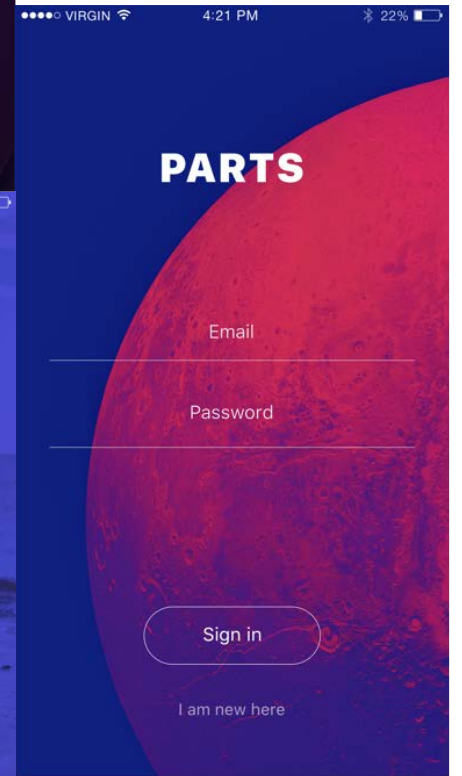
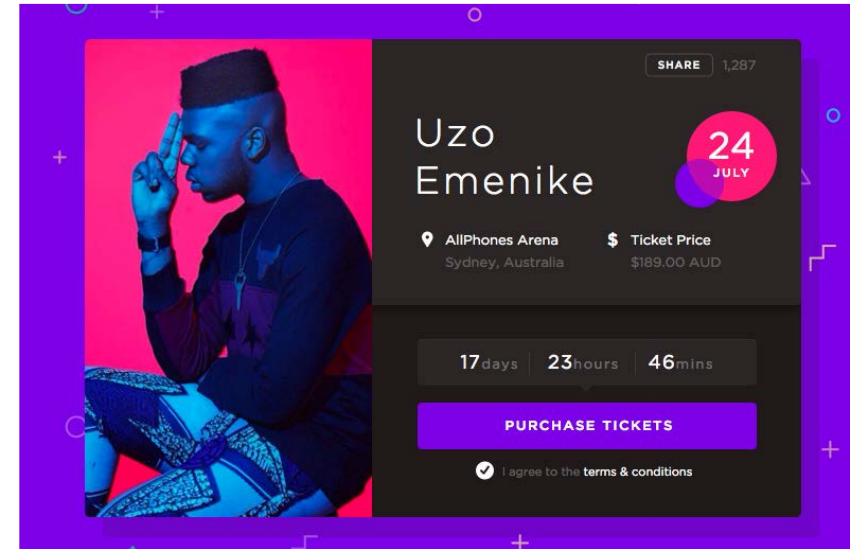
popular
amplifier/amplify
resonance
ensemble
vibrate
echo
chord
loop
circle
tune
live
session
vibe
band
intro
verse
chorus
unison
shred
stage
venue

concert
gig
jam
twist
synthesizer
synchronization
rehearsal
compose
sing
play
octave
instrument(alist)
guitarist
bassist
vocal
drummer
genre
rock
blues
jazz
alternative

music(ian)
audio
record
audition
demo
label
solo
rhythm
beat
tempo
crescendo
volume
tone
overdrive
distortion
stompbox
string
perform
harmony
improvise
fusion

blend
finale
encore
forte
riff
groove
pulse
cover
show
notes
lyrics
dynamic
seek
find
combine
unite
form
found
establish
build
together

MOODBOARD



TYPEFACE & COLORS

Apple System Font (Helvetica Neue)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

R:3 G:3 B:43
#03032B

R:252 G:13 B:82
#FC0D52

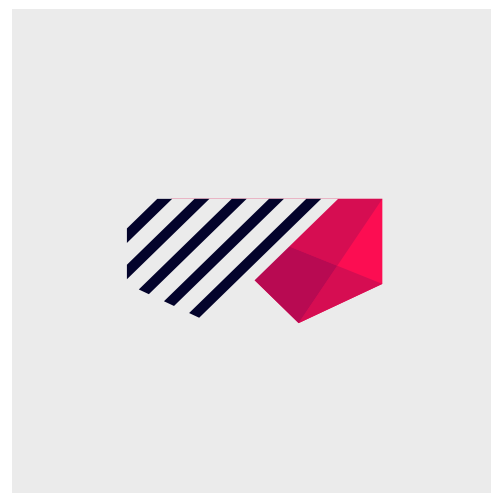
R:85 G:71 B:255
#5547FF

R:44 G:44 B:53
#2C2C35

R:5 G:4 B:80
#050450



LOGO DEVELOPMENT

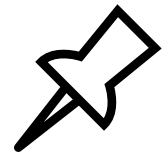


FINAL VERSION



band it

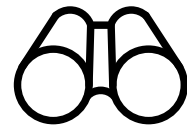
ICONOGRAPHY



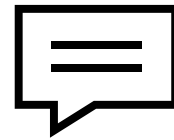
job board



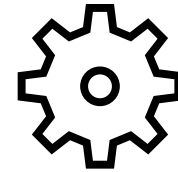
profile



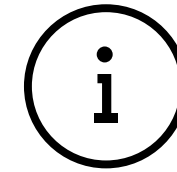
seek



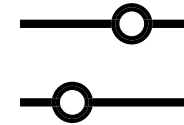
inbox



settings



info



filter

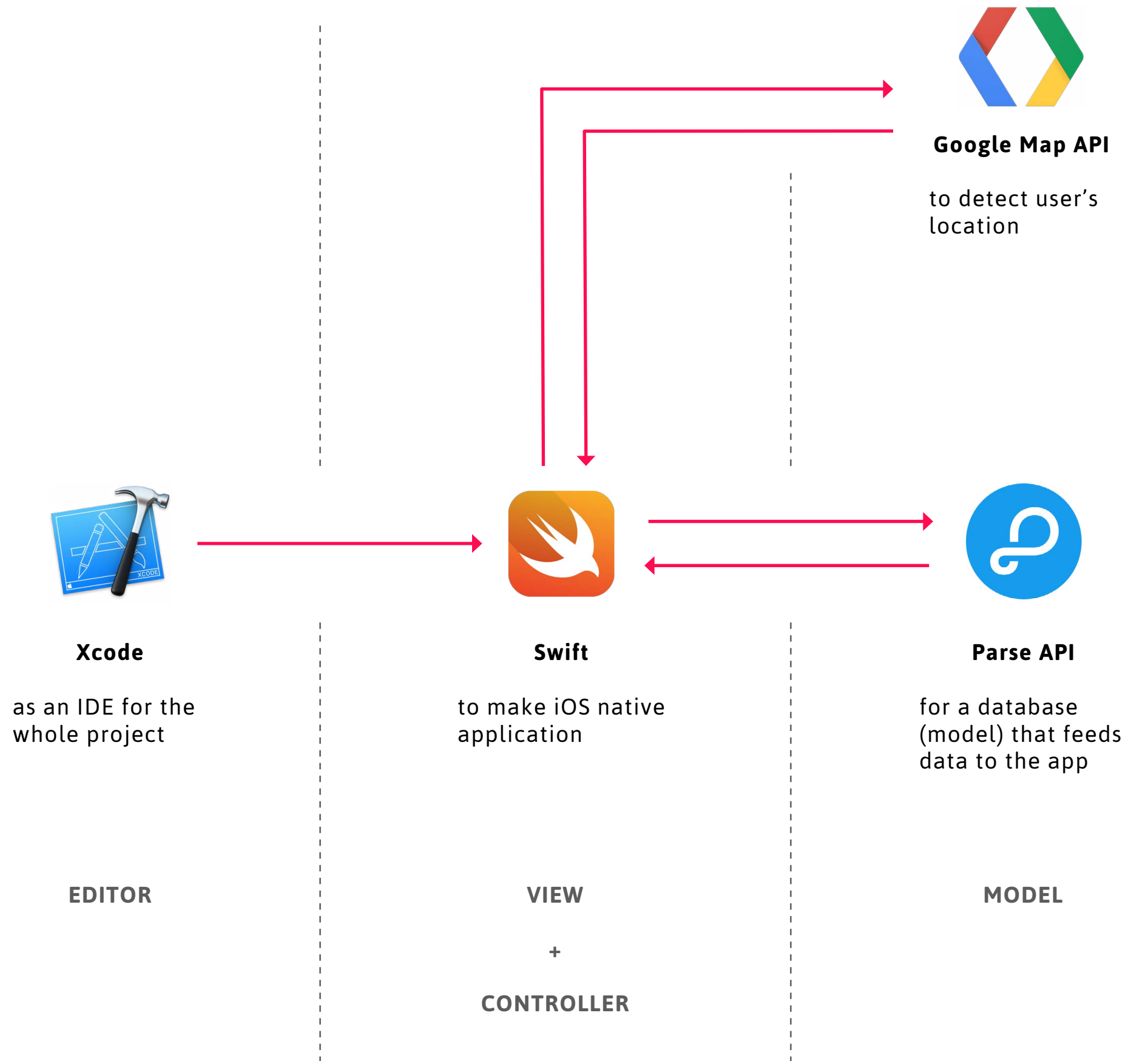


IMPLEMENTATION

PART 6

Technical Specification
Xcode
Swift
Parse API
Google Maps API

TECHNICAL SPECIFICATION



XCODE + SIMULATOR

Xcode

Xcode is an integrated development environment (IDE) containing a suite of software development tools developed by Apple for developing software for OS X, iOS, WatchOS and tvOS.

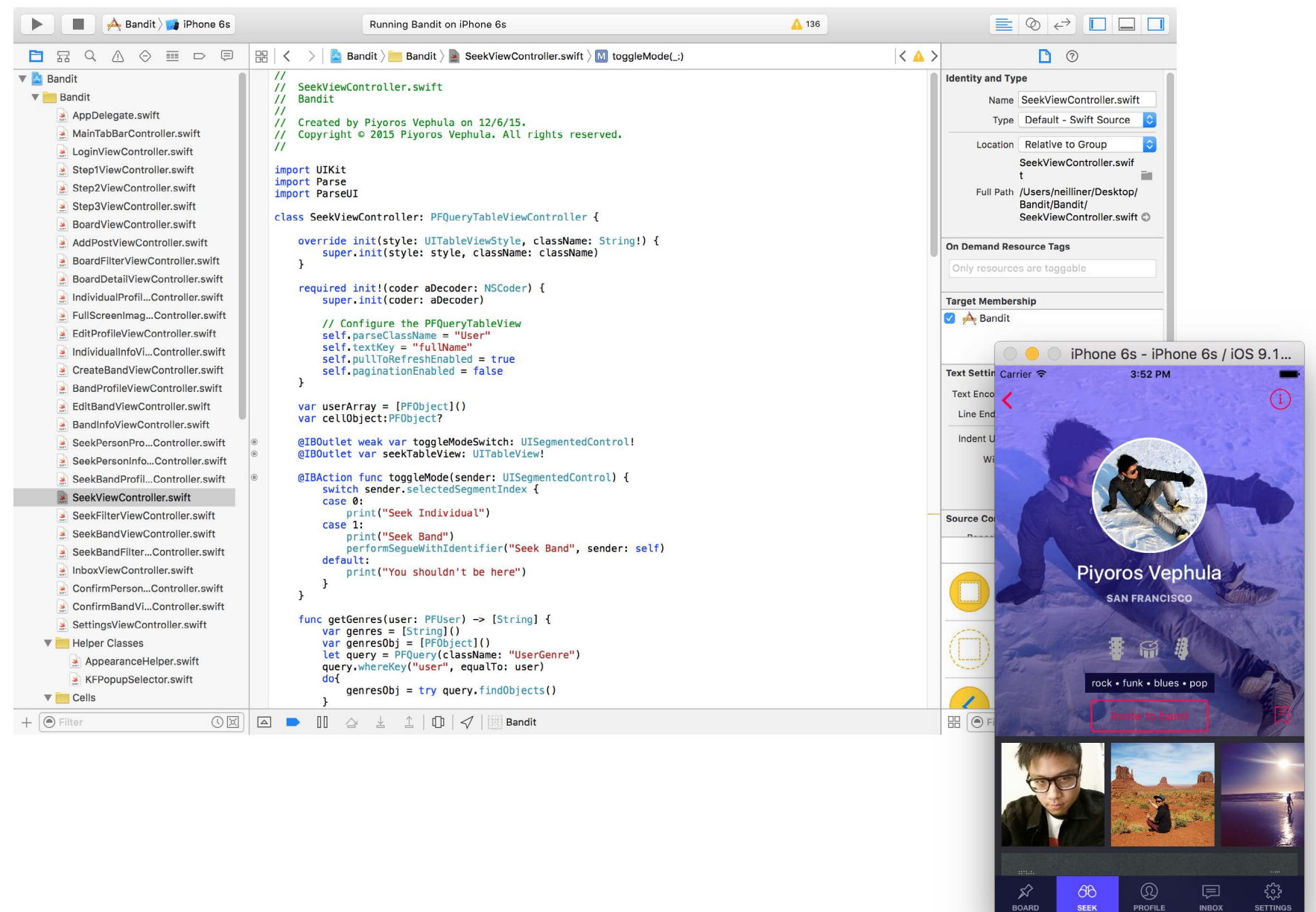
iOS Simulator

The iOS Simulator application presents the iPhone or iPad user interface in a window on the computer to emulate iPhone or iPad devices. This application provides several ways of interacting with it by using the keyboard and mouse to simulate taps, device rotation, and other user actions.

iOS Simulator can simulate many devices (iphone 4s, 5, 6, 6+ and ipad) and several iOS versions (ios7, ios8). iOS Simulator doesn't simulate accelerometer, camera hardware and airplane mode.

Sources

<https://en.wikipedia.org/wiki/Xcode>
<http://stackoverflow.com/tags/ios-simulator/info>



Xcode + iOS Simulator

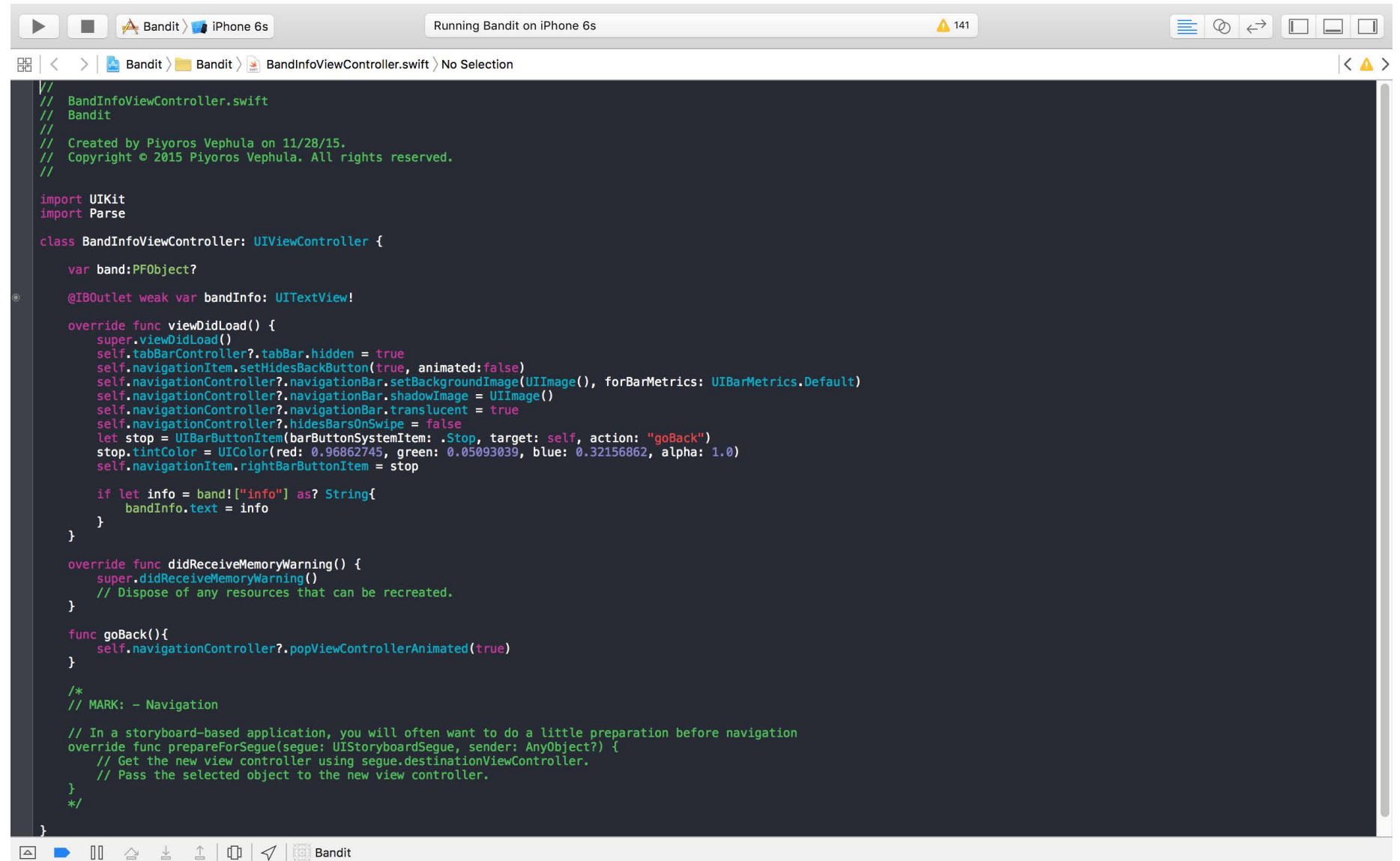
SWIFT

Apple programming language

Swift is a general-purpose, multi-paradigm, compiled programming language created for iOS, OS X, watchOS, tvOS and Linux development by Apple Inc. Swift is designed to work with Apple's Cocoa and Cocoa Touch frameworks and the large body of existing Objective-C code written for Apple products.

Source

[https://en.wikipedia.org/wiki/Swift_\(programming_language\)](https://en.wikipedia.org/wiki/Swift_(programming_language))



```
// BandInfoViewController.swift
// Bandit
//
// Created by Piyoros Vephula on 11/28/15.
// Copyright © 2015 Piyoros Vephula. All rights reserved.
//

import UIKit
import Parse

class BandInfoViewController: UINavigationController {

    var band:PFObject?

    @IBOutlet weak var bandInfo: UITextView!

    override func viewDidLoad() {
        super.viewDidLoad()
        self.tabBarController?.tabBar.hidden = true
        self.navigationItem.setHidesBackButton(true, animated:false)
        self.navigationController?.navigationBar.setBackgroundImage(UIColor(), forBarMetrics: UIBarMetrics.Default)
        self.navigationController?.navigationBar.shadowImage = UIImage()
        self.navigationController?.navigationBar.translucent = true
        self.navigationController?.hidesBarsOnSwipe = false
        let stop = UIBarButtonItem(barButtonSystemItem: .Stop, target: self, action: "goBack")
        stop.tintColor = UIColor(red: 0.96862745, green: 0.05093039, blue: 0.32156862, alpha: 1.0)
        self.navigationItem.rightBarButtonItem = stop

        if let info = band!["info"] as? String{
            bandInfo.text = info
        }
    }

    override func didReceiveMemoryWarning() {
        super.didReceiveMemoryWarning()
        // Dispose of any resources that can be recreated.
    }

    func goBack(){
        self.navigationController?.popViewControllerAnimated(true)
    }

    /*
    // MARK: - Navigation

    // In a storyboard-based application, you will often want to do a little preparation before navigation
    override func prepareForSegue(segue: UIStoryboardSegue, sender: AnyObject?) {
        // Get the new view controller using segue.destinationViewController.
        // Pass the selected object to the new view controller.
    }
    */
}
```

Swift

PARSE

Overview

Parse API provides an open source backend for powering end-user applications. Parse supports a number of different platforms, including iOS (7.0+), OS X (10.9+), Android (API level 9+), Unity 5, and Windows (8+), as well as web applications. SDKs are available for a number of these platforms.

Features

- Data persistence
- Push notifications (iOS, OS X, Android)
- Social integration
- Cloud code execution

Source

<http://stackoverflow.com/tags/parse.com/info>

The screenshot shows the Parse.com web interface for the 'Genre' collection. The browser address bar displays the URL: <https://www.parse.com/apps/band-seeker/collections#class/Genre>. The interface includes a navigation bar with 'Bandit', 'DEV', 'Core', 'Analytics', 'Push', 'Settings', and 'Docs'. A user profile 'epoch148@hotmail.com' is visible in the top right. The main content area shows a table with columns: objectId, genre, createdAt, updatedAt, and ACL. The table contains 9 rows of data, each representing a different music genre.

objectId	genre	createdAt	updatedAt	ACL
0Yc46q035S	Heavy Metal	Sep 26, 2015, 02:25	Sep 26, 2015, 02:25	Public Read and Write
ZkQWPzYrIY	Country	Sep 26, 2015, 02:25	Sep 26, 2015, 02:25	Public Read and Write
7c0gxK8lcU	Ska & Raggae	Sep 26, 2015, 02:25	Sep 26, 2015, 02:25	Public Read and Write
2qRD1kJexb	Funk	Sep 26, 2015, 02:24	Sep 26, 2015, 02:24	Public Read and Write
77fQNu71bA	Soul	Sep 26, 2015, 02:24	Sep 26, 2015, 02:24	Public Read and Write
GBJk0CMAMW	Jazz	Sep 26, 2015, 02:24	Sep 26, 2015, 02:24	Public Read and Write
cNJeVuarWf	Blues	Sep 26, 2015, 02:24	Sep 26, 2015, 02:24	Public Read and Write
IgRF9Kb0b9	Rock	Sep 26, 2015, 02:24	Sep 26, 2015, 02:24	Public Read and Write
9cbab1619Q	Pop	Sep 26, 2015, 02:24	Sep 26, 2015, 02:24	Public Read and Write

The interface also includes a sidebar with a list of collections and their counts, a pagination control showing '20 rows/page' and '1 - 9 of 9 rows', and a footer with navigation links for Parse Server, Docs, Billing, Downloads, Help, Status, Blog, and Parse.com.

Parse.com

GOOGLE MAPS API

Overview

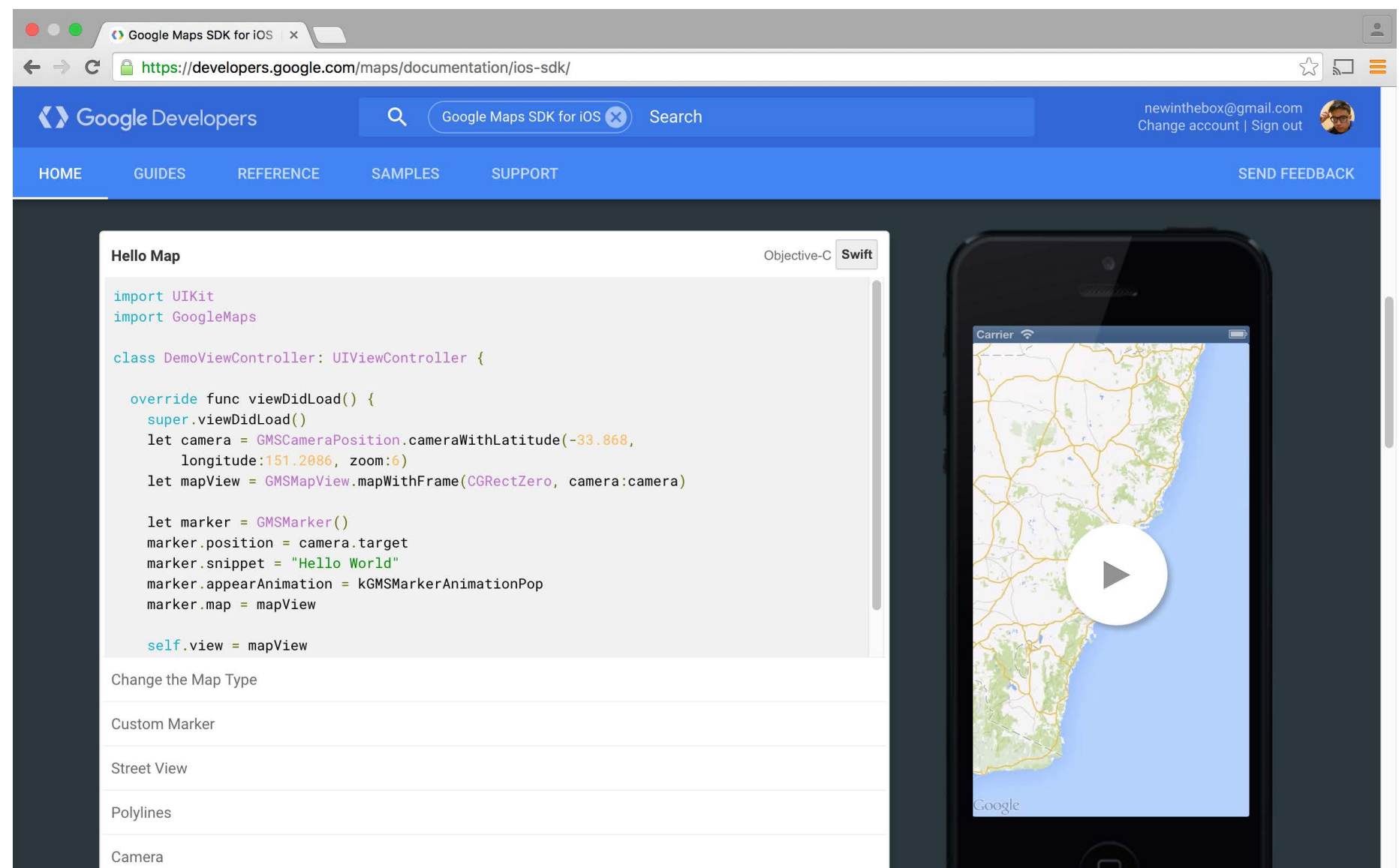
Google Maps API allows developers to integrate Google Maps into their websites. It is a free service, and currently does not contain ads.

What is possible with the API (but not limited to):

- Location-based Apps
- Mobile Apps
- Visualize Geospatial Data
- Customize Your Maps

Sources

https://en.wikipedia.org/wiki/Google_Maps
<http://stackoverflow.com/tags/google-maps-api-3/info>



Google Maps API for iOS Devices



CONCLUSION

PART 7

Conclusion
Microsite
Portfolio
Project Link (Github)
Bibliography

“To be aware of Swift, Parse API and understanding more in programming are my huge achievement.”

CONCLUSION

HOW BANDIT SOVLES THE PROBLEM

As a band, finding a musician is difficult. As a musician, finding a band is simply the same difficulty. There are several criteria to be considered to make sure that the person is the right one. Bandit gathered all those requirements and generates the best options based on user's preferences. Also, it's the first musician finder mobile native application. That's mean users are able to log in every where they go and the list of their options will be changed regarding to their location.

CHALLENGES

The initial wireframes were developed to be similar to some match maker applications. However, that was not suitable for musician users who have different needs. So, the difficult part is how to transform the UI from dating-app-like to something inventional and to be more specific this group of target audience.

Also, the implementation is one of the most challenging part of this project. Thanks to the iPhone Programming course at City College of San Francisco and Mitchell Hudson who took a huge part in helping my study of Swift language and Parse API. Therefore, to be aware of Swift, Parse API and understanding more in programming are my huge achievement.

NEXT STEP

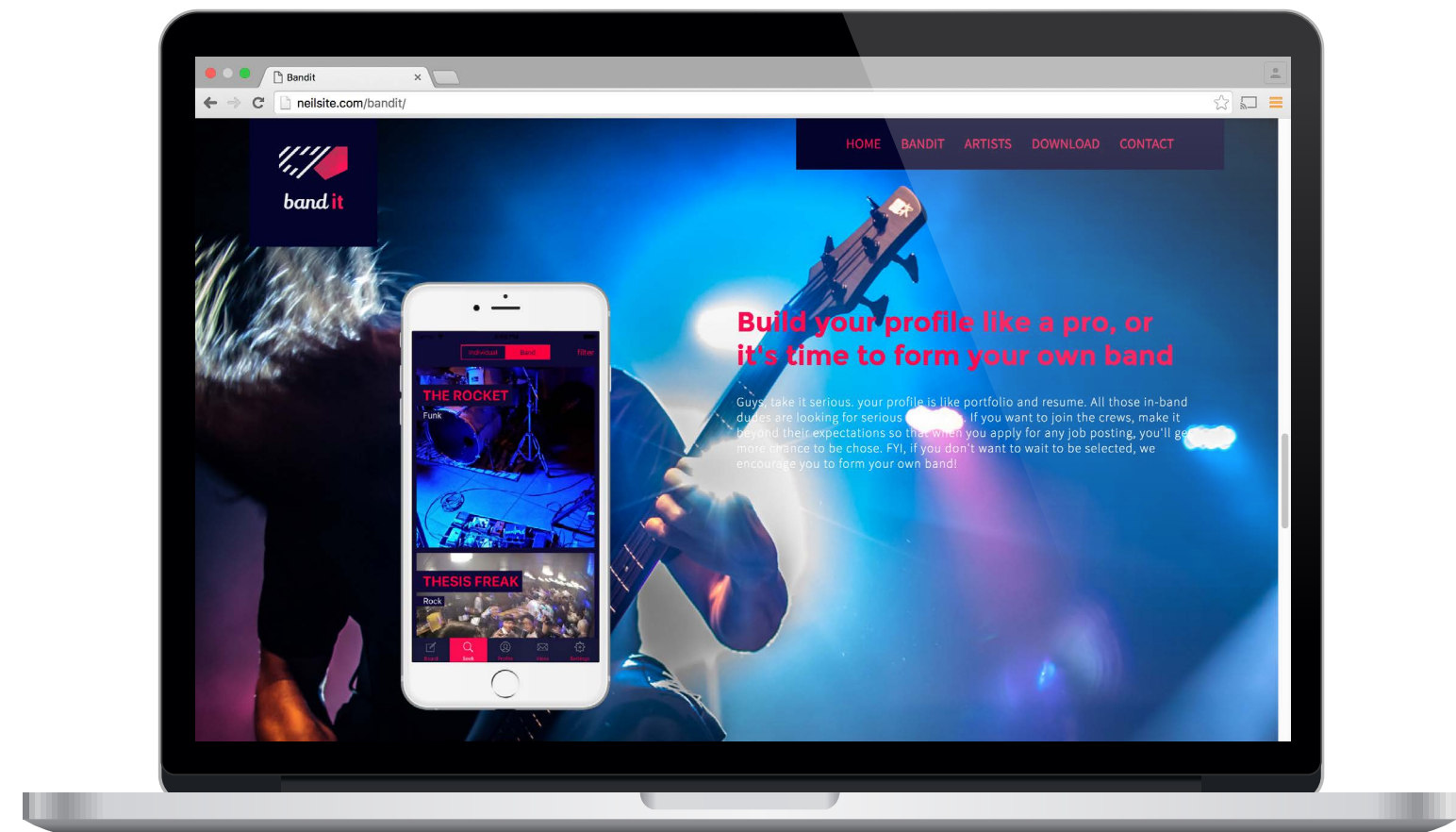
The application should be published as an alpha or a beta version to let a small group of real user test it. After gathered feedbacks, then it's the right time to revise both in user experience and performance. Also, it should be redesigned and published on other platforms such as Android.

MICROSITE

I developed a microsite of the project in order to demonstrate partial of the branding strategy. The site's content is to convince the target audiences to download the app and get started. Please visit the link below.

Link

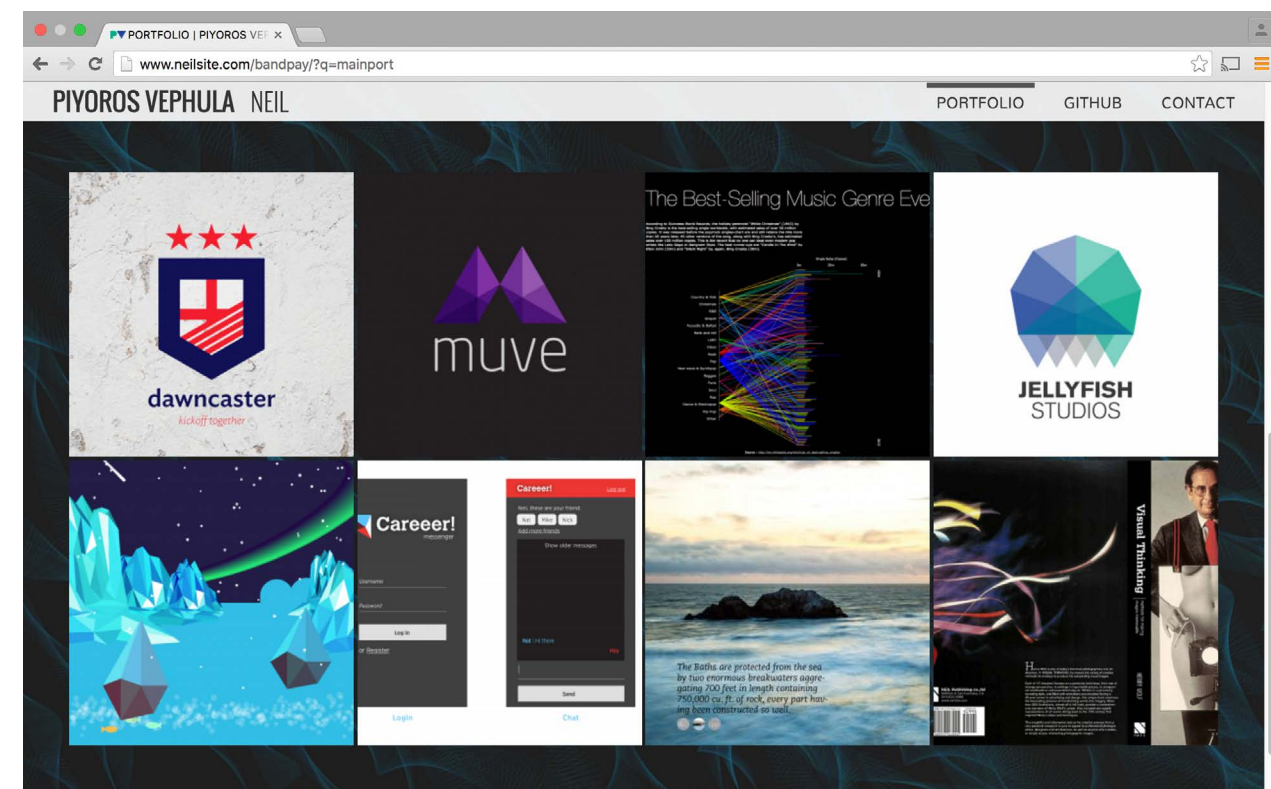
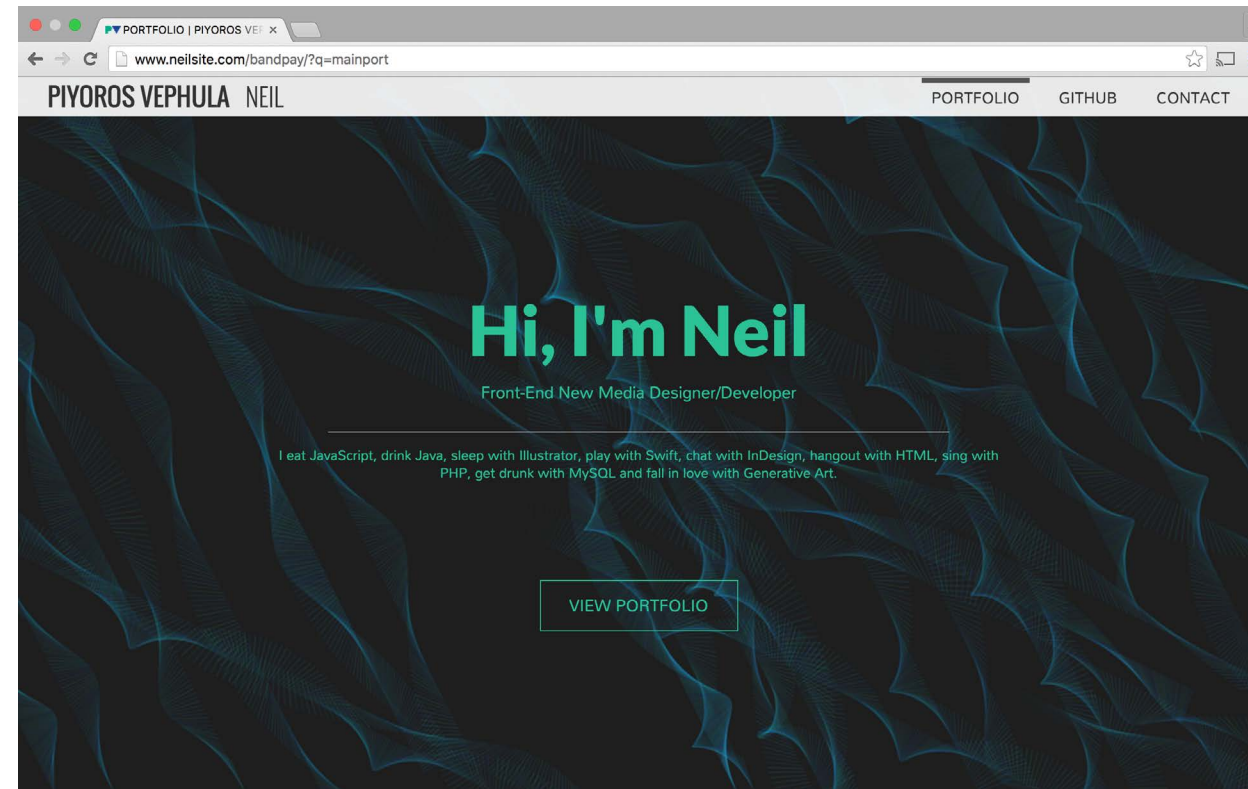
<http://neilsite.com/bandit>



PORTFOLIO

Please visit

<http://neilsite.com>

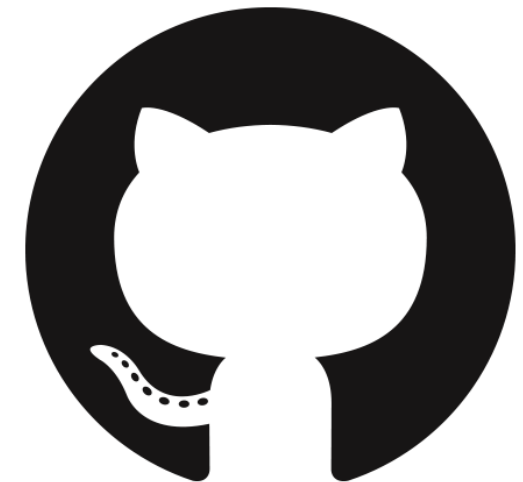
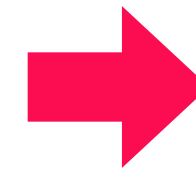


PROJECT LINK

Since the project has not been published to the App Store, Github repository is provided in order to see project implementation thoroughly.

Please visit

<https://github.com/neilliner/Bandit>



BIBLIOGRAPHY

PROJECT REFERENCES & INSPIRATIONS

BANDCAMP

<http://bandcamp.com/>

BANDFINDER

www.bandfinder.com

BANDMIX

<http://www.bandmix.com/>

GIGFINDER

<http://www.gigfinder.com/>

THEMUSICIANFINDER

<https://www.themusicianfinder.com/>

RESEARCH RESOURCES

MASSIVE GROWTH IN INDEPENDENT MUSICIANS & SINGERS OVER THE PAST DECADE

<https://www.techdirt.com/blog/casestudies/articles/20130529/15560423243/massive-growth-independent-musicians-singers-over-past-decade.shtml>

THE ANNUAL CENSUS OF THE MUSIC INDUSTRIES

<http://www.musictrades.com/census.html>

XCODE

<https://en.wikipedia.org/wiki/Xcode>

<http://stackoverflow.com/tags/ios-simulator/info>

SWIFT

[https://en.wikipedia.org/wiki/Swift_\(programming_language\)](https://en.wikipedia.org/wiki/Swift_(programming_language))

PARSE

<http://stackoverflow.com/tags/parse.com/info>

GOOGLE MAPS API

https://en.wikipedia.org/wiki/Google_Maps

<http://stackoverflow.com/tags/google-maps-api-3/info>

OTHER RESOURCES

<https://www.youtube.com/user/webdevilsvideos>