MANDI BOSSE

Spring 2019
Prototyping and Testing

bonnaroo®
MUSIC & ARTS FESTIVAL
PROCESS BOOK

CONTENTS
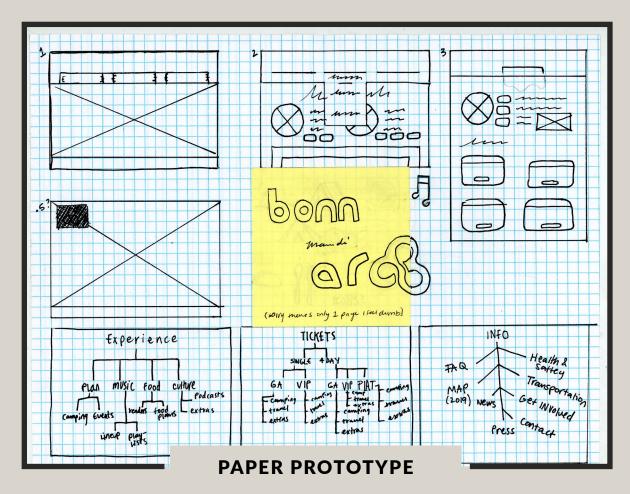
INTRODUCTION

Bonnaroo is a 4 day annual music and arts festival held on a farm in Manchester, Tennessee. The festival attracts 80,000+ attendees from all over to come Manchester every June for the art, music and culture.

While hotels and homestays are available for attendees travelling from out of state, camping on the farm is an option that creates a different festival experience.

Bonnaroo's website is jam packed of info about the festival, but is tossed into several different menus and sections that make finding specific info extremely difficult to find. Combined with the festival's theme of high contrast, neon colors, the info is extremely hard to read as well. These issues become particularly noticeable when looking to find info about their camping options
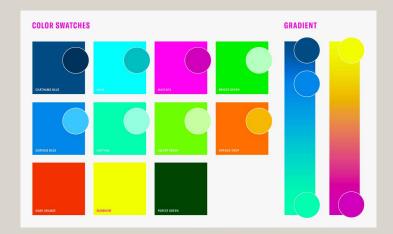
PAPER PROTOTYPE

My paper prototype was my very first iteration of the design of the site. I had yet to define a solid grid structure, But I new I wanted to create a floating header with dropdowns of the main umbrellas I was establishing with my IA.

As I started establishing my structure in Adobe Xd for V1, I found a style guide from a company called St8mnt, who presented a case study on Bonnaroo's Brand Identity from 2017. Though I pulled many assets from Bonnaroo's 2019 site, I also pulled some graphics from the study as well.

ASSETS

COLOR SWATCHES

CHATHAMS BLUE
AQUA
MAGENTA
BRIGHT GREEN

CURIOUS BLUE
NEPTUNE
CELERY GREEN
ORANGE DROP

DARK ORANGE
SUNSHINE
FOREST GREEN

GRADIENT

THIS COLOR PALLETTE WASN'T MAINTAINED IN MY PROTOTYPES, THOUGH I DID USE IT FOR REFRENCE

THESE ISCONS WERE ISED IN MY V1 PROTOTYPE BEFORE THEY WERE SWAPPED WITH REAL PHOTOS TAKEN AT THE FESTIVAL
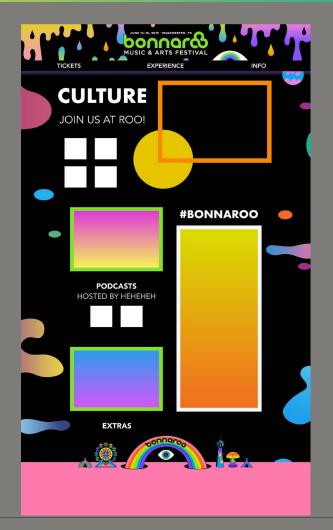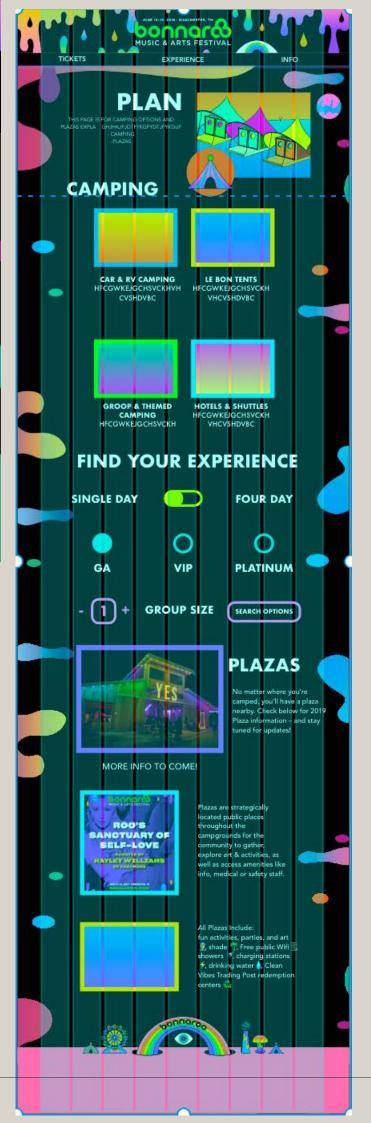
VERSION 1

TO MATCH WITH THE HEADER ART, I CREATED PATTERN TO USE AS THE SITE'S BACKDROP. THE IA ONLY CALLED FOR THREE TABS, LABELED TICKETS, EXPERIENCE AND INFO
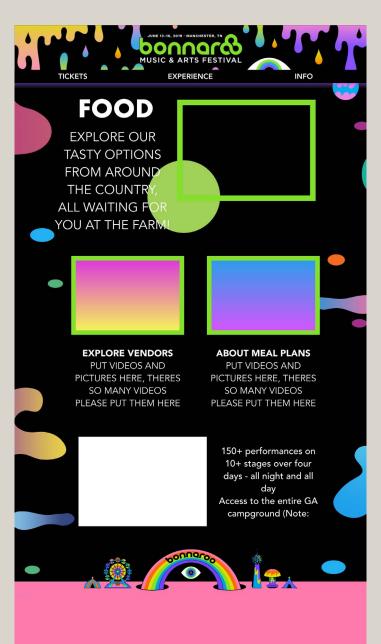
Screenshots from V1.

V1

I used a 6 column grid structure throughout most of my prototype

I included the "Find Your Experience" bar to mimic one of a travel site. This easily allows guests to input their information and have their options handed to them. I included this in the Plan tab under the camping packages to encourage users to explore what each option includes before they go to book.

VERSION 2

SCREENSHOTS & VIDEO

UTILIZING THE NEW 4 CATEGORY IA, VERSION 2 COLOR CODED EACH TAB, AS WELL AS ADDED MORE IMAGES AND CONTENT

To aid the legability of the copy, I made individual pages for every category of option, instead of keeping them all stacked on top of one another on one, long page.

Version 2 also included icon art and illustrations from artist Oliver Hibert

bonnaroo

MUSIC & ARTS FESTIVAL

| TICKETS | PLAN | EXPERIENCE | MORE |

VERSION 3

From V2, I would like to continue to work out the layout and copy issues that I was experiencing, as well as improve the sizing and spacing of images and illustrations within the pages. I feel as though the size of the text and images can create an over-crowded feeling, which exactly the opposite of what I want to do. I also would like to create a new background illustration that better matches the colors on the header and works in partnership with the grid . In a High Fidelity state, it would be ideal to use hover functions on the tabs to clearly indicate the oportunity to click the tab itself and reach an overview landing page. I would also like to incorporate anchors, as well as scroll indicators.