OPERA AUSTRALIA

Mobile application for an event schedule (Mobile Native Application)

DURATION :

3 weeks in total :
2 weeks for idea to Wireframe prototyping.
1 week for Visual Mockup + Style guide.

ROLE :

User Experience Designer, Project Manager and User Interface designer. Part of a 2 person UX consultant team for first 2 weeks of the project. Individual for 1 week UI design.

METHODS :

Competitor Analysis, Comparative Analysis, Heuristic Evaluation, Surveys, Contextual Inquiries, Affinity Mapping, Personas, Feature Priorisation Mapping, Sketching, Wireframe Prototyping, Customer Journey Map, User Interface mockup and Style Guidelines.

TOOLS :

Sketch app, Invision, Lookback, Excel, photoshop, Keynote and Google Drive,

DELIVERABLES :

Presentation:
https://drive.google.com/file/d/0BxXMq-H-R961dDAwUFJoYV80X3M/view?usp=sharing

Interactive Mockups:
https://invis.io/RK5X57I7F

Style Guidelines:
https://projects.invisionapp.com/boards/U513B4C94YAQ6/



IN SUMMARY

PROBLEM

The majority of the people who attend performances at traditional venues like Sydney Opera House and Arts Centre Melbourne are seniors. These performances are well attended at the moment, but the future is unclear.

We needed a solution to engage the millennials. This will ensure live operas remain an interest in the community for years to come.

APPROACH

By understanding the younger attendees' perceptions and motivations, we found that our users weren't educated enough about operas to appreciate and justify its high price.

By promoting opera performances in comfortable and casual environments, for example at free events like "Opera in the Domain", we encouraged younger attendees to experience operas in places where they are comfortable and more open to new experiences.

SOLUTION

The solution we recommended is an educational mobile programme guide, catered to someone who is unfamiliar with or who doesn't understand the performance of live operas.

This solution encourages the younger generation to give live operas a try and, in time, convert to attending customers.

TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

DISCOVER - Understanding the problem

In the discovery phase, we focus our primary and secondary research around the business and the user. These research are conducted in relation to the proposed problem provided by the client.

BUSINESS INSIGHTS

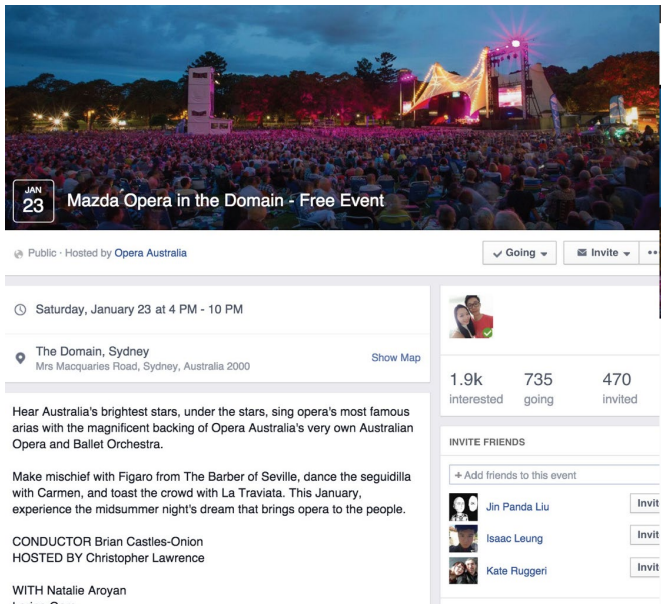
Methods used : Competitor Analysis, Comparative Analysis, Heuristic Evaluation

- There is an existing symphony application that generates a more meaningful experience of the concert through information. It has a timeline synced to the performance as it is being played. At each particular points in timeline, brief descriptions are displayed for understanding.

- The current website access to cheatsheets, valentine playlists, beginner guide, discounts, special free events are well hidden and not advertised enough.

- Understanding the website has won multiple branding design awards (such as Best of Show Brand New Awards 2013) allowed us to narrow down other opportunities that exists to increase customer conversions.

- Opera Australia currently offers non traditional venue events such as opera in the domain where our target



COMPETITIVE ANALYSIS

FEATURES LIST	sydney symphony orchestra	CAPITOL THEATRE	STATE THEATRE	The Metropolitan Opera	OA
Account login	y	y		y	y
Purchase merchandise				y, separate site	y
Access discounts	y	y		y, exposed	y, Quite hidden
Brochures	y				y
Newsletter	y	y	y	y	y
Calendar view	y			y	y
Purchase tickets on same site	y			y	y
Purchase tickets off different site		y	y		
Map of seating plan	y	y	y	y	y
Physical tours		y		y	y
Virtual tour			y		
Blog					y
Cinema screening of opera productions				y	y, hidden
Share Your Experience, Social Media engagement				y	
Donations / Sponsorship	y			y	y
Main focus	everything is important	What is now showing	Iconic Venue	What is now showing	Sydney / Melb Location
How does it show its main focus	overview on landing page of all sections	Large hero image +others on landing page	Large hero image on landing page	Large hero image / video + others on landing page	First level of navigation is sorted to venue / location

TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

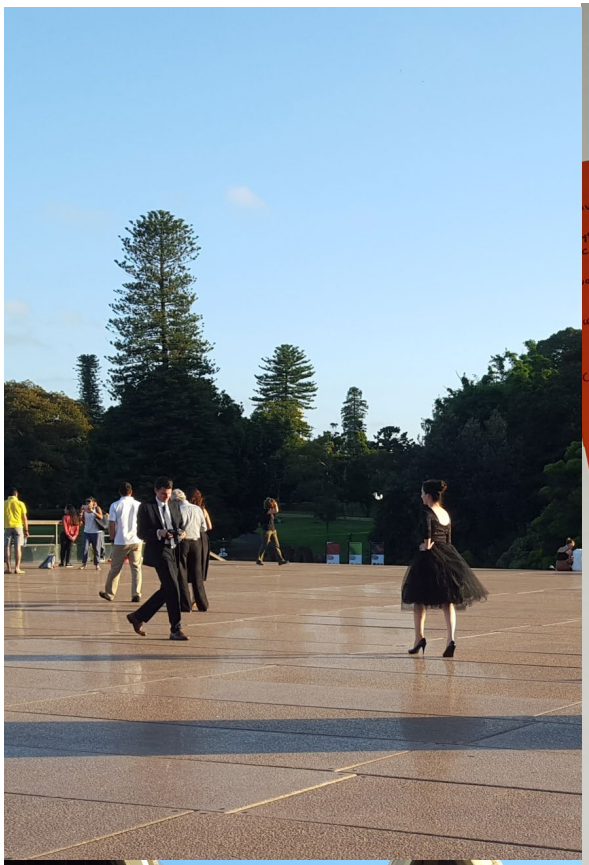
DISCOVER - Understanding the problem

USER INSIGHTS

Methods used : Surveys, Contextual Inquires and Affinity diagram.

- User are neutral about watching operas they would however watch a movie instead, due to the price factor
- Target users major influences include friends, convenience and availability.
- Driving factor to attend a live opera would be because of the luxurious experience it conjures. The story, music and costume, are the favorable aspects of a live opera.
- A strong relation between users not understanding operas which lead to negative perceptions. "its boring, its for older people and it doesn't interest users."
- Which we can conclude a deeper understanding or knowledge will lead to the appreciation and enjoyment of music/opera.

The collation of both qualitative (contextual inquiries) and quantitative (surveys) data was made possible by affinity diagramming. It allows us to see relative links between common topics. This help drives our user personas which defines our needs for the user.







TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

DEFINE - Insight (implications) and Needs

From understanding the business and the user from our discovery phase. We can then define what the particular needs and problems that exist for both the business and the user.

BUSINESS NEEDS

- To retain existing attendees of live operas.
- To include user engagement to drive opera exposure among target user's friends via their social media channels to share their experience on the night.
- Make use of their existing offerings and events.
- Increased conversion rates for Opera millennials attendance.

USER NEEDS

- Educational guide, catered to someone who is not familiar with understanding the performance of a live operas.
- Comfortable and casual environments where younger attendees give live operas a try and in time convert to attending customers.
- User engagement among friends via their social media channels to share their experience on the night.

Driven by our research findings, we understood the target user perceptions and motivations. The key insight to takeaway is our users weren't educated about operas to appreciate and justify its price.



TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION







JOHNNY JONES
Interested in opera, might not be able to afford the high price.

ANNA BAKER
I do everything on my phone. And highly involved in social media presence.

FIONA SMITH
Enjoys opera, able to afford it and enjoy discussions about it.

JOHNNY JONES



"I have a fear of missing out when it comes to friends and events."

Name: Johnny Jones
Age: 32
Job: Inatallation Artist
Status: Single
Technology: Phone and Laptop
Lives: Newtown
Type: Interested in opera, might not be able to afford the high price.

Behaviour
- Johnny is socially active and hangs out with this friends at clubs, concerts, festivals and free / low costed community events.
- He regularly attends art exhibition and performances out of his own interest.
- He enjoys all kinds of music and experiences.
- He is constantly on the go.

Motivations
- He wants to explore new fun activities.
- And broadens his knowledge and experiences in all art forms.
- Spend even more time with friends.

Pain points
- No money.
- He doesn't want to embarrass himself by making noobie mistakes
- He feels uncomfortable at the traditional
- live opera venue.

Goals
- Find out more information about an event he is organising, what might happen etc.
- Socialise with his friends.

Anna Baker



"I don't know a lot about Opera, so I'm not interested. And that cycle never breaks."

Name: Lisa Baker
Age: 24
Job: Junior consultant
Status: In a relationship
Technology: Phone, Laptop and Ipad
Lives: Bondi
Type: I do everything on my phone

Behaviour
- Anna likes to watch popular musicals every now and then.
- She enjoys light entertainment where she doesn't feels out of place.
- She mostly relies on her friends and social Media to get information about events.
- She is quite tech savvy and enjoys sharing her life on social media.
- She has 100.000 thousand followers on Instagram.

Motivations
- Going to a special event she can post about on Social Media.
- Interested in everything fashion and costume related.
- Dressing up for a special occasion and environment.

Pain points
- She doesn't really know what to expect.
- She is afraid of getting bored due to the. length of the performance.
- Doesn't want to feel out of place.
- Afraid age group / event is not appealing enough to post about .

Goals
- Having a girls night out with fellow blogger friends and generate content for their social media.
- Wants to feel special attending a special event.

IDEATE – Generate ideas

From the holistic insights gathered in the defining phase, concept ideas are then generated from both business and user needs.

FEATURE PRIORISATION MAP

In understanding this, concept ideas are generated from both business and user needs is placed in a feature priorisation map. Where it will help us understand what is feasible to be implemented, that best satisfy the proposed problem. (Minimal Viable Product)

We mainly focused on the most essential and low effort/ expense ideas.

- Latest / event opera feed
- Particular opera info (cheatsheet, guide, image, gallery)
- Sharing content with friends
- Discounts / Cheap tickets feed
- Opera learning knowledge game.
- Live chapter summary

We drew relevance between these ideas and formulated our primary solution.

FEATURE PRIORITISATION MAP



BUILD - Prototyping

Following the ideation phase, all the ideas are consolidated with the chosen prioritised features. We then start rapidly sketching / prototyping these ideas into the proposed concept solution.

RAPID SKETCHING

Rapid sketching on papers allows us to craft calls to actions, navigation labels, page flow, element positioning and reorganise information architecture. It encourages guerilla testing to identify problems early, saving time and effort in the long run.

PROTOTYPE SCOPE

At this point we are designing an educational mobile programme guide, catered to someone who is unfamiliar with or who doesn't understand the performance of live operas.

- Home page landing page
- Event Listing (Sydney and Melbourne)
- Opera production details
- Opera story (cheat sheet)
- Competition signup
- Competiton

The above pages are what we believe will help craft a more positive customer journey experience.



VALIDATE - Testing

Once we had a form of prototype established, it necessary to check that we are solving the proposed problem via variety of methods.

This could be testing directly on the prototype or on a holistic view, design proposed artefacts such as a sitemap and customer journey map.

HEURISTIC EVALUATION & USABILITY TESTING

We conducted heuristic evaluation and guerilla usability testing on wireframe prototypes with 4 users to continuously iterated our designs into final concept solution.

KEY INSIGHTS

- Need more detailed labels to provide visual queues of particular page or call to actions.

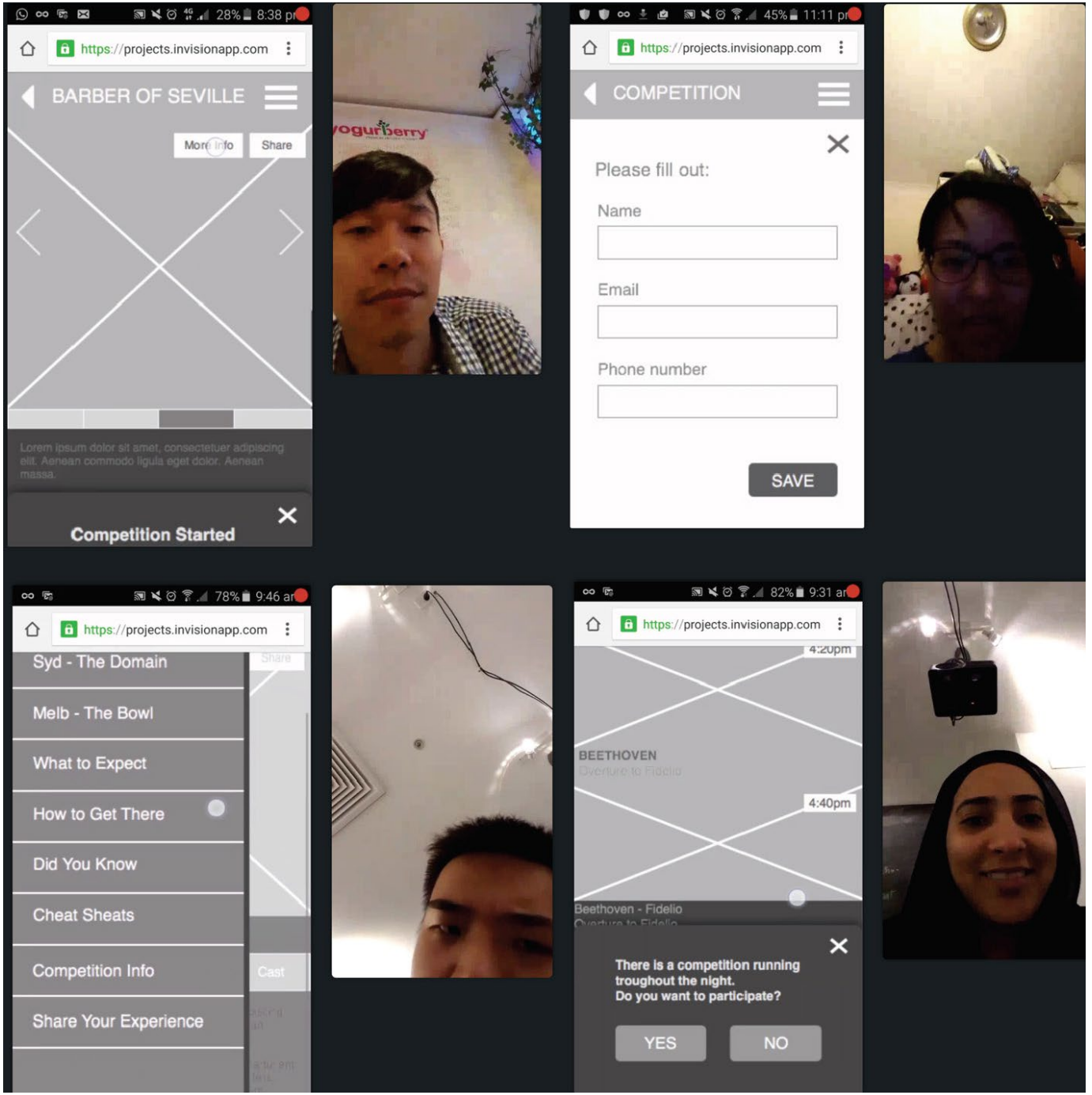
- Users were consistently confused at the navigational layout and flow of screens. Page flow needed to be revisited.

- Informal usability testing encouraged impatient user decisions in clicking everything without reading through existing labels.

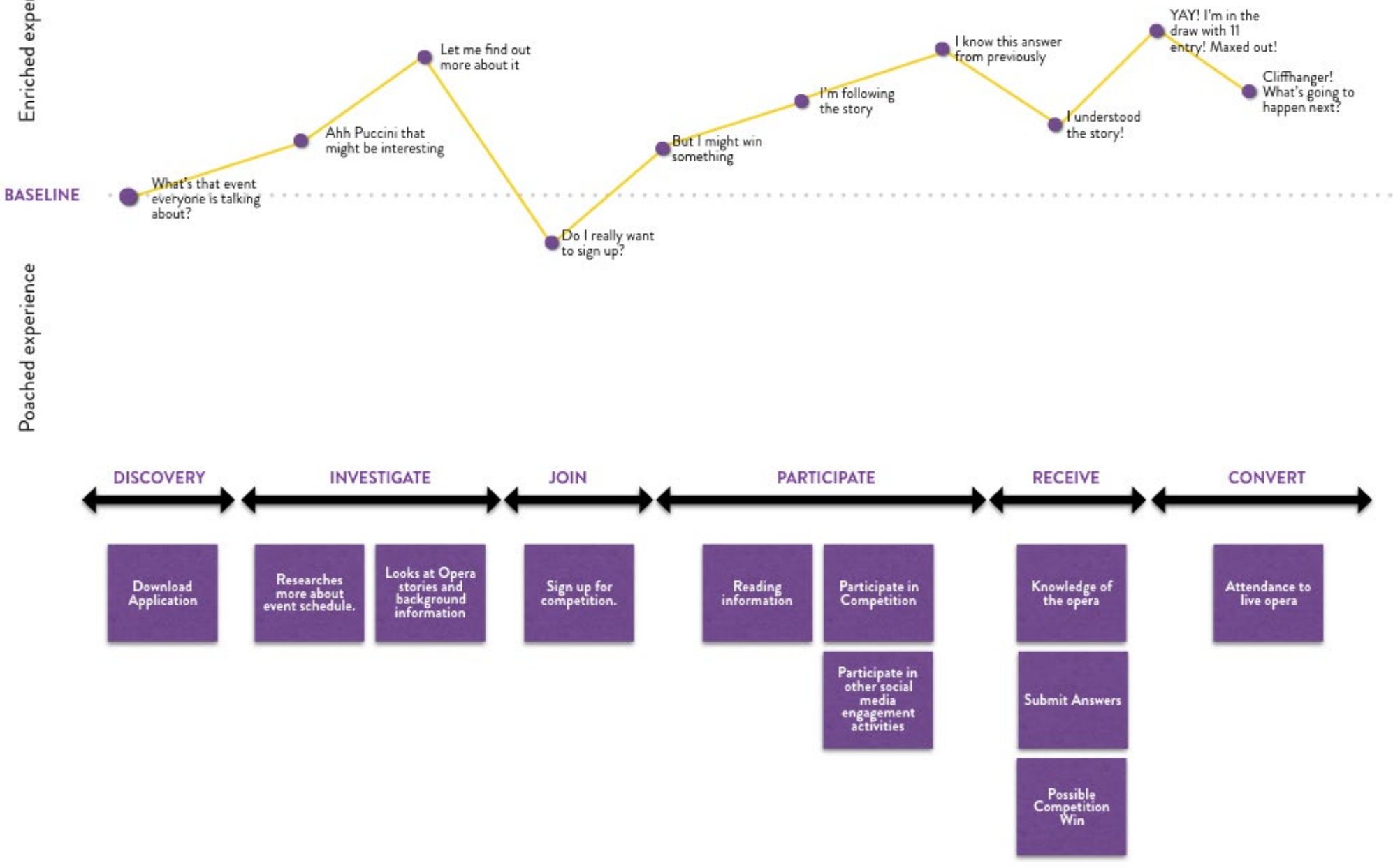
CUSTOMER JOURNEY MAP

Designing a proposed customer journey illustrates a progressive positive experience from a user using the concept solution. The experience continue to resonate as an enjoyable experience throughout via maintaining user engagements.

User would keep live opera as top of mind before the event, during the event and in the first few weeks of post event(announcement of the competition winners). Resulting in users more likely to be return and become customer to a live opera production at the Opera House.



CUSTOMER JOURNEY MAP (PROPOSED)



TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

ITERATE - Implement changes & Repeat Testing

Insights from validate phase are taken on board for further implementation and testing until the end of project sprint.

The continuous cycle of build, validate and iterate ensures a more refined and solid concept solution as an end product.

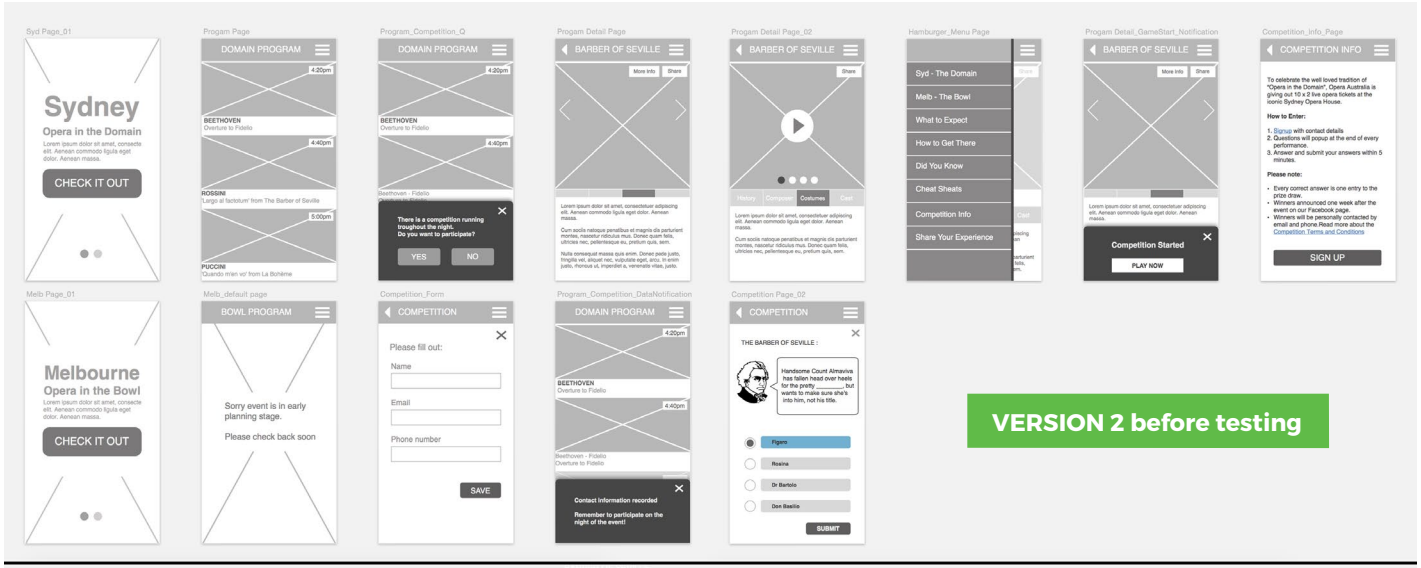
Majority of the insights were implemented, however due to time constraints and the remaining points were documented for future implementation.

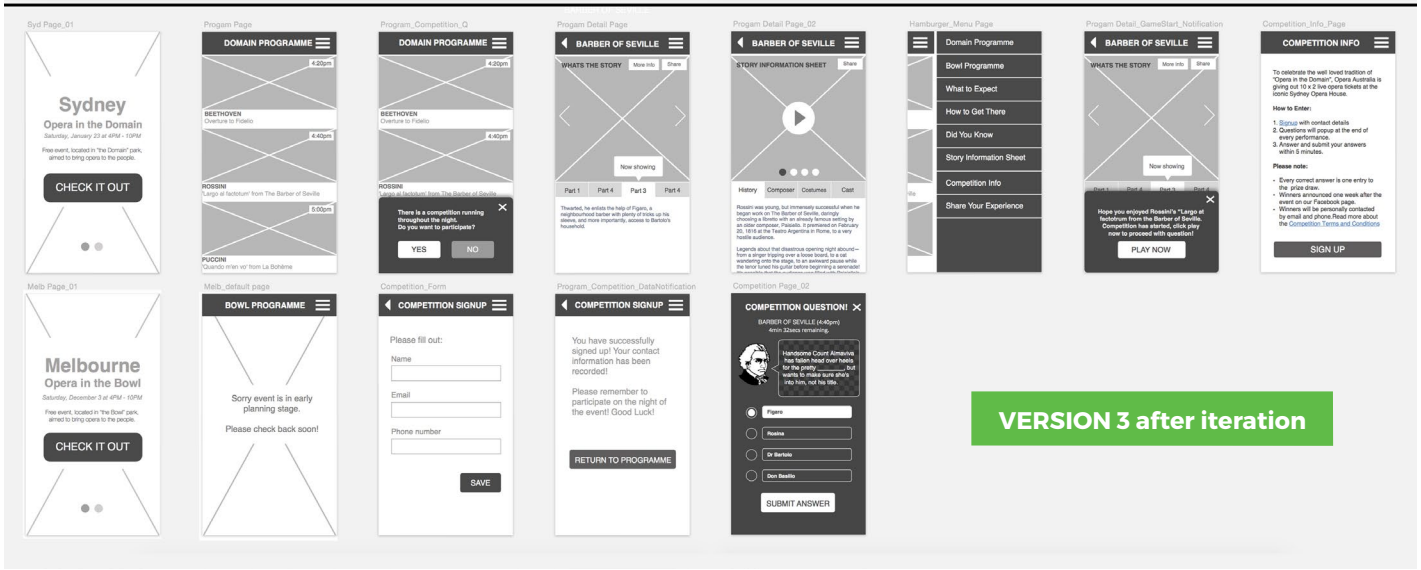
At the end of the 2 week project sprint. We have concluded with bottom right wireframe for presenting to client.

WEEK 3 - Individual visual design implementation

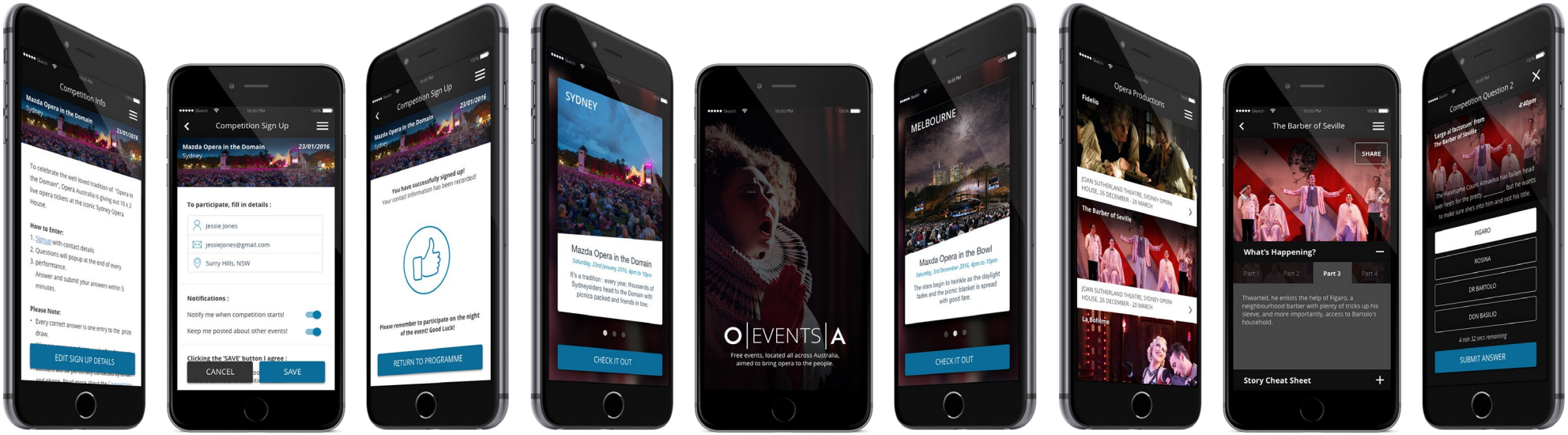
Further iterations on the page flow was done in the visual design phase. In the visual design phase I have created the user interface mockups and accompanying style guide for handover.

Aligning the needs of Opera Australia's award winning brand positioning, Opera Australia would be more accepting to this concept solution to move this to the development stage.





THE CONCEPT SOLUTION



HOW NEEDS ARE SATISFIED

BUSINESS

- Since its a separate application, used outside the traditional opera venue setting. Disturbance to normal live operas will be not be affect.
- This is an add on to “bringing live opera to the people”, campaign they run. reused as a template for other events.
- Competition offerings and call to actions encourages customers to explore and gain knowledge about operas.

USER

- Useful and educational mobile application.
- Rewards user for learning with prize incentive.
- Encourages users to post their selfies and experiences with a unique hashtag and Instagram stream feed.
- Constant call to action to share the knowledge of the particular opera productions.

NEXT STEP RECOMMENDATIONS

- Conduct a more controlled usability testing for insights. Iterate and develop further screens to create all pages. including share your experience, did you know facts etc.
- Come up with further social media engagement ideas for the event, and get information about opera buzzing within the younger generation.
- Suggestion to have more Opera events at non traditional venues. Could really leverage the target markets to conversion.
- Expose discounted tickets page within the main website navigation.
- Include more social media engagement elements for new opera attendees.

LEARNINGS / REFLECTIONS

To improve this project even further, I felt the need for stakeholder meetings with their marketing team would greatly benefit the timing spent on researching about all the campaigns they run for Opera Australia. This will allow more time on refining a more solidified solution.

In terms of project management of task, it is best to play at the strengths of team members, if you are more familiar with interaction and flow, definitely initiate you want to take ownership of that task. The downfall of this project was during the usability testing insights. The prototype flow isn’t logical or ready for testing yet due to time constraint. As a result the concept solution prototype still required page flow to be changed after week 2.