



# WANDERWAVE

UI/UX Festival App Design

No Way! Wayfinding Design

# Wayfinding Project – Festival App

Nuku Saladyn Shah

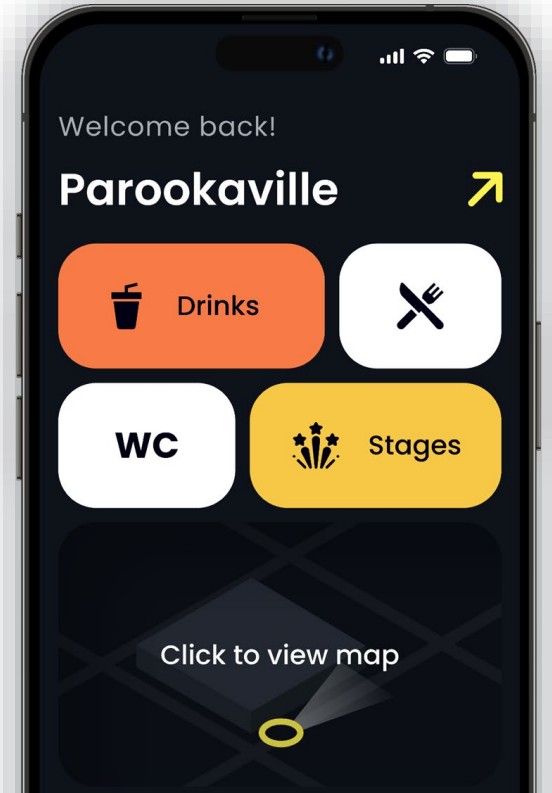
# Agenda

1. Introduction and Overview
2. Problem and Aim Definition
3. Strategy and Development
4. Design and Prototype
5. Conclusion and Sources

# Introduction and Overview

# Introduction

Welcome to the Future of Festival Navigation. We present WanderWave, an innovative wayfinding app poised to redefine the festival experience. Our mission is to seamlessly address common navigation challenges, elevate user experience, and contribute to unforgettable festival adventures. Explore WanderWave with us, where we show you the smart plan, cool technology, and live directions that make it special. It's not just a regular app; it's a sign of how festivals will be easy to explore in the future. This is a new way to navigate festivals.



# Project Background

Inspired by the excitement of festival experiences and fueled by a common frustration, our journey begins with some of our friends, an occasional festival-goers. Having attended numerous festivals, they found the **existing wayfinding systems often lacking**, resulting in a less-than-optimal navigation experience.



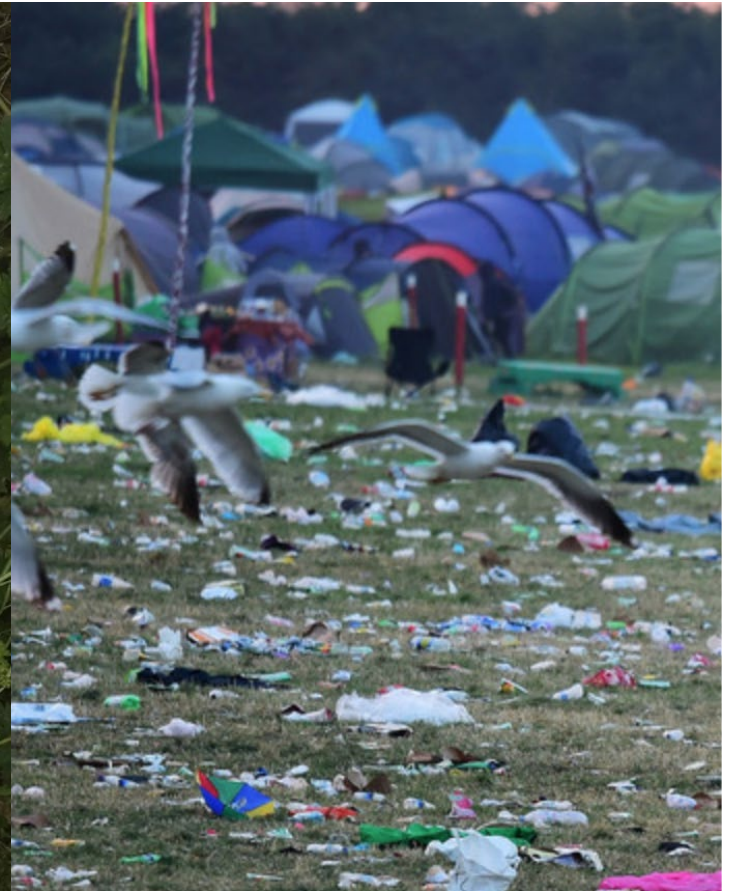


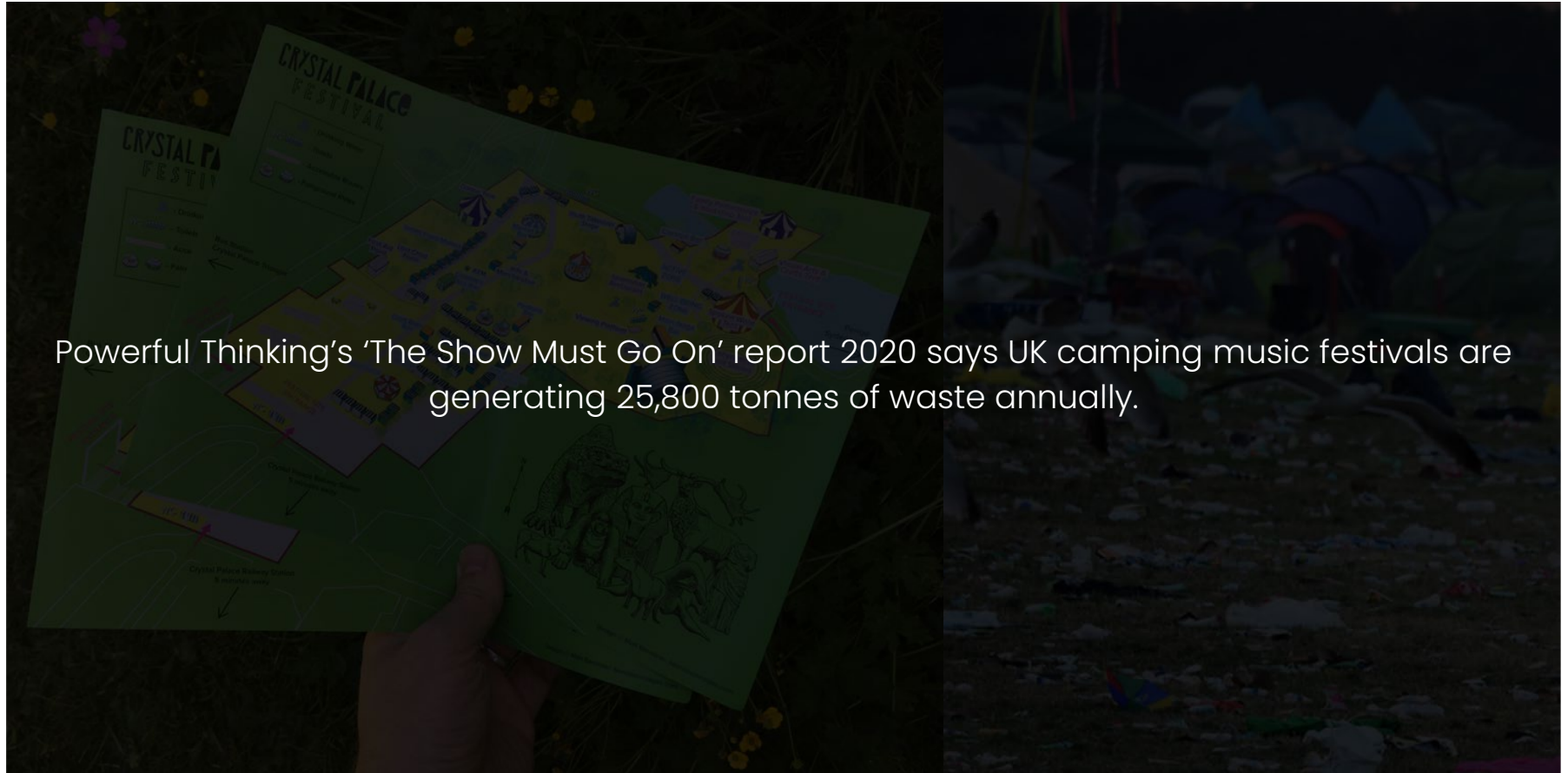






The paper maps handed out at festivals not only fell short in guiding attendees effectively but also contributed to post-event waste.





Powerful Thinking's 'The Show Must Go On' report 2020 says UK camping music festivals are generating 25,800 tonnes of waste annually.



This realization sparked our collective drive to create a more efficient, sustainable, and user-friendly solution – **WanderWave**. Our mission is to transform the festival navigation landscape and contribute to the seamless flow of experiences amidst the music, the crowds, and the vibrant energy of festivals.

# Objectives and Goals

Our primary mission is to address the following key challenges:

- **Efficient Navigation**
- **Reducing Environmental Impact**
- **Enhancing User Experience**
- **Seamless Integration**







# Target Audience

Our app is tailored for:

- **Festival Enthusiasts**
- **First-Time Attendees**
- **Event Organizers**
- **Sustainability Advocates**



# User Personas

**Persona 1:** Festival Fashionista – **Sasha Ivana**

**Age:** 27

**Occupation:** Social Media Influencer

**Festival Experience:** Regular attendee of music festivals

**Goals and Needs:**

Seeks visually appealing and Instagrammable spots within the festival.

Wants real-time updates on surprise guest appearances and secret sets.

Prefers a trendy and vibrant user interface that enhances the overall festival experience.

**Persona 2:** Adventure Seeker – **Chrollo Stein**

**Age:** 30

**Occupation:** Outdoor Adventure Guide

**Festival Experience:** Enjoys various music festivals sporadically

**Goals and Needs:**

Looks for unique and offbeat stages or hidden corners within the festival.

Wants the ability to discover new and upcoming artists on-the-go.

Values an adventurous and explorative user interface that encourages festival exploration and also wants an easy interface.

**Persona 3:** Tech-Music Lover – **Taylor Brandt**

**Age:** 25

**Occupation:** Software Developer

**Festival Experience:** Enthusiastic about techno music festivals

**Goals and Needs:**

Requires seamless integration with personal devices for a customized festival experience.

Seeks real-time notifications for favorite artists' performances and schedule changes.

Values a tech-forward and user-friendly interface that enhances the overall festival navigation and engagement.

# Problem and Aim Definition

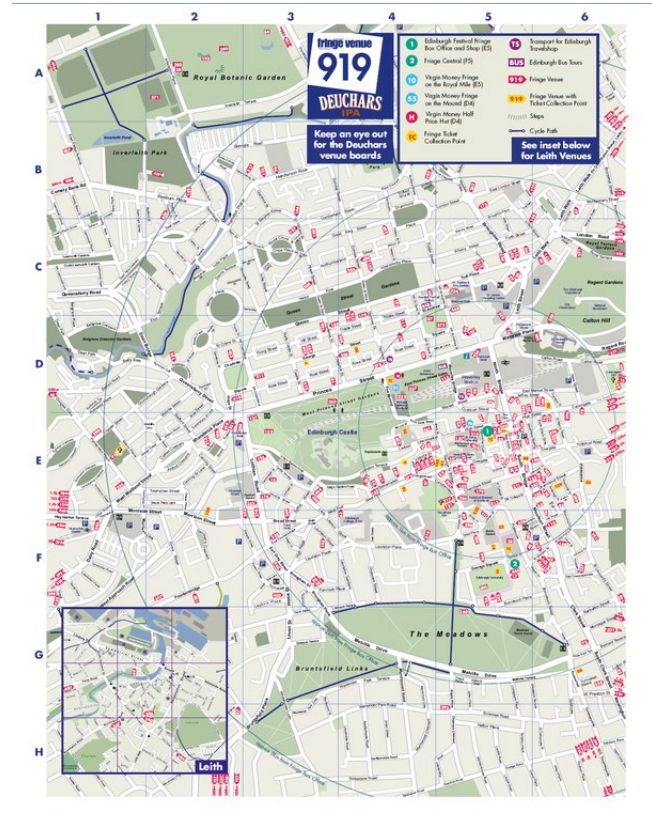
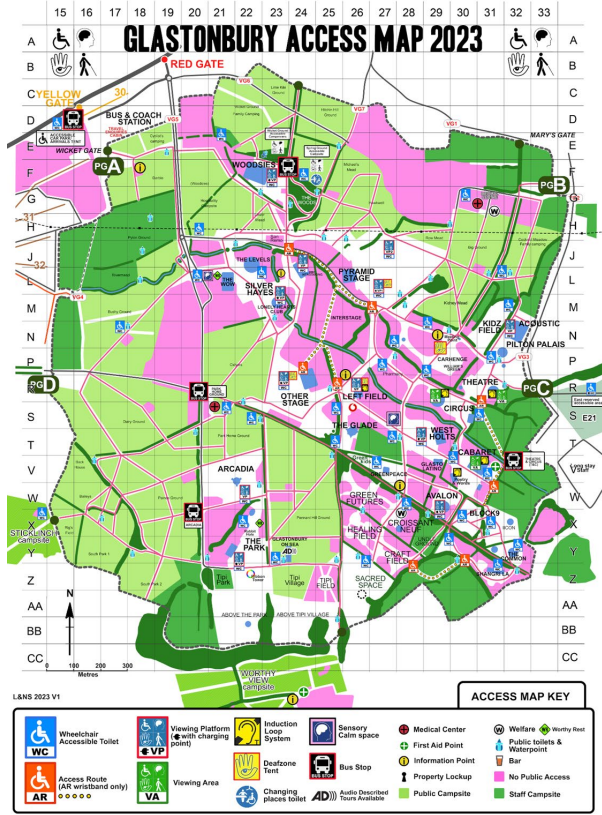
# Problem Definition

Festivals, while sources of joy and excitement, often present attendees with navigational challenges. The current festival landscape struggles with:

- **Complex Layouts**
- **Crowded Spaces**
- **Paper Map Waste**
- **Limited interactivity**



Problem and Aim Definition



Vast and intricate festival grounds create a maze for attendees, hindering efficient navigation and exploration.





High attendance levels contribute to congested areas, bottlenecks, and an overall challenge in maintaining a smooth flow of movement.





Traditional paper maps, handed out at festivals, not only fall short in guiding effectively but also contribute to post-event waste, covering the grounds.





Existing navigation systems often lack real-time interactivity, leaving festival-goers without instant updates on schedules, stage changes, or crucial announcements.

# Problem Definition

These challenges form the backdrop against which WanderWave emerges as a solution, aiming to untangle the navigational puzzles, enhance the festival experience, and contribute to a more sustainable event environment.

# Aim Definition

Driven by a commitment to enhance the festival experience, the aim of WanderWave is clear and ambitious. Our primary goals include:

- **Efficient Navigation**
- **Sustainability**
- **User-Centric Design**
- **Real-Time Interactivity**

Efficient Navigation:

We want to revolutionize how festival-goers navigate by providing an **intuitive, real-time, and dynamic navigation experience.**

Sustainability:

We aim to **reduce waste** at festivals, contributing to a more eco-friendly event environment.



## User-Centric Design:

We **prioritize user experience** by offering personalized accounts, bookmarking features, and instant news feed updates. Tailoring the app to the needs of both festival attendees and organizers ensures a holistic and enjoyable user journey.

## Real-Time Interactivity:

WanderWave will act as a **real-time hub**, providing instant updates, announcements, and dynamic scheduling changes for both users and event organizers.

# Strategy and Development

# Tools

The backbone of our design and prototyping process, **Figma** facilitated seamless collaboration among our team. Its real-time collaboration features allowed us to work together, iterate swiftly, and ensure a cohesive and user-friendly interface.

# Unique Features

WanderWave distinguishes itself through a multifaceted approach, offering an array of features that collectively redefine festival navigation. Our unique selling proposition lies in:



# Dynamic Navigation Experience



WanderWave's 3D view, 2D view, and Augmented Reality (AR) navigation. Seamlessly transition between these modes for an unparalleled and dynamic navigation experience.

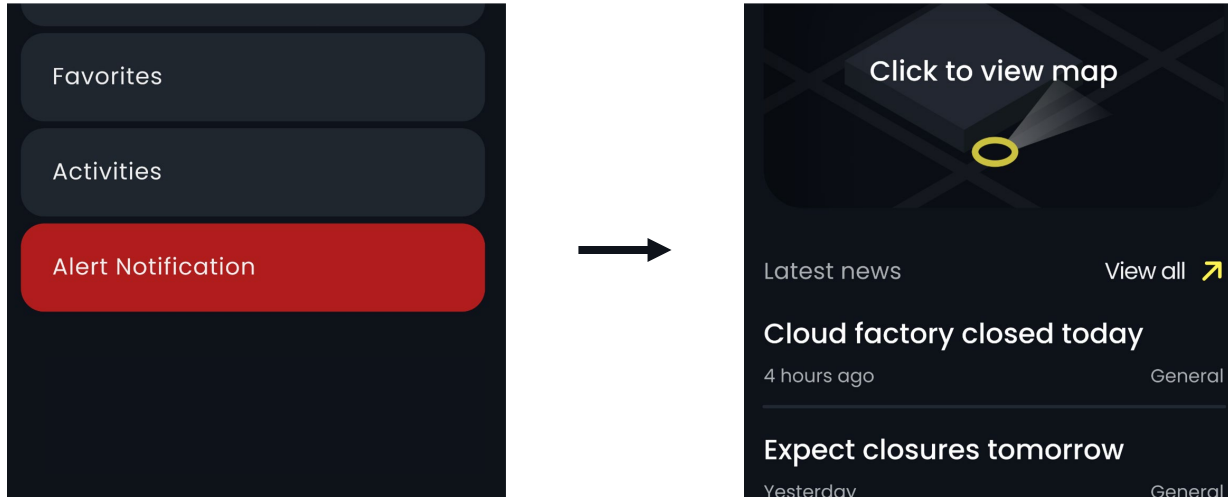
# Personalized User and Organizer Accounts



Elevate user engagement with personalized accounts for both festival attendees and organizers. Users can tailor their preferences, bookmark favorite stages, and receive personalized recommendations. On the flip side, event organizers can manage schedules, monitor attendance, and share real-time updates.

# Instant News Feed Integration





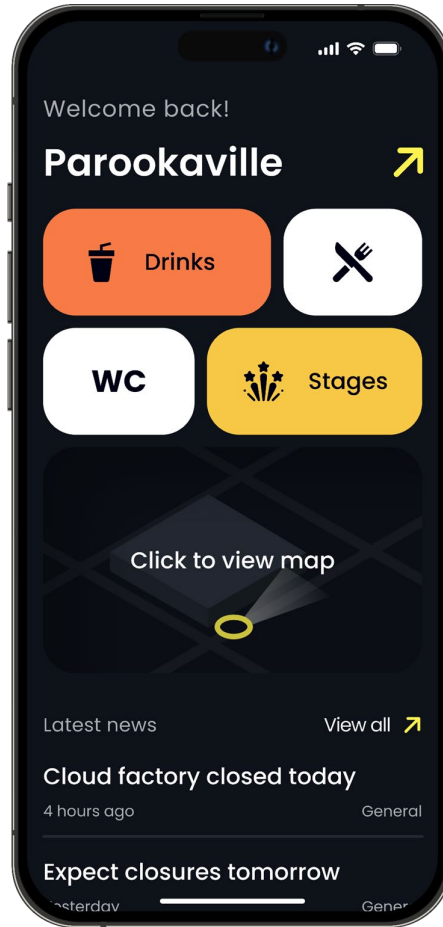
Stand out with our unique feature that allows event organizer accounts to share news directly onto the home screen's news feed. Keep festival-goers informed with up-to-the-minute updates, announcements, and highlights.

In combining these features, WanderWave creates an immersive, user-centric platform that not only guides but connects festival enthusiasts and organizers in real-time. Our app is not just about navigation; it's about **enhancing the entire festival experience.**

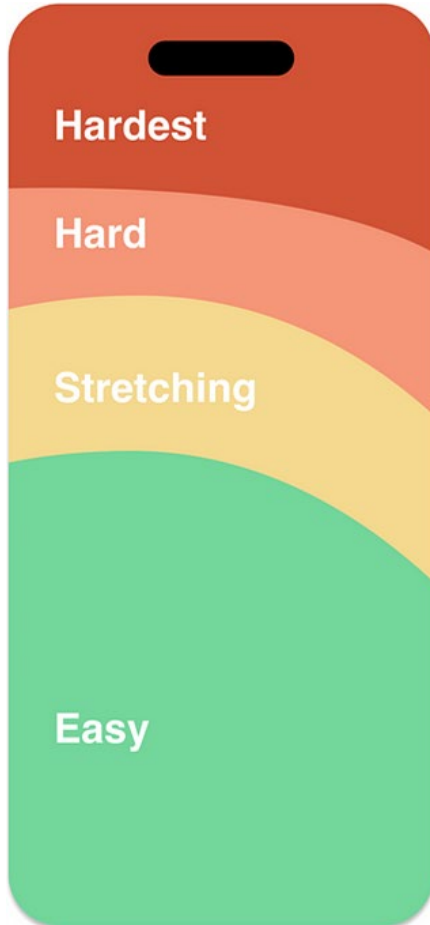
# Strategic Approach

At the core of WanderWave's development lies a strategic approach that summarizes our commitment to innovation, user-centric design, and seamless execution. An example of our strategic pillar is:

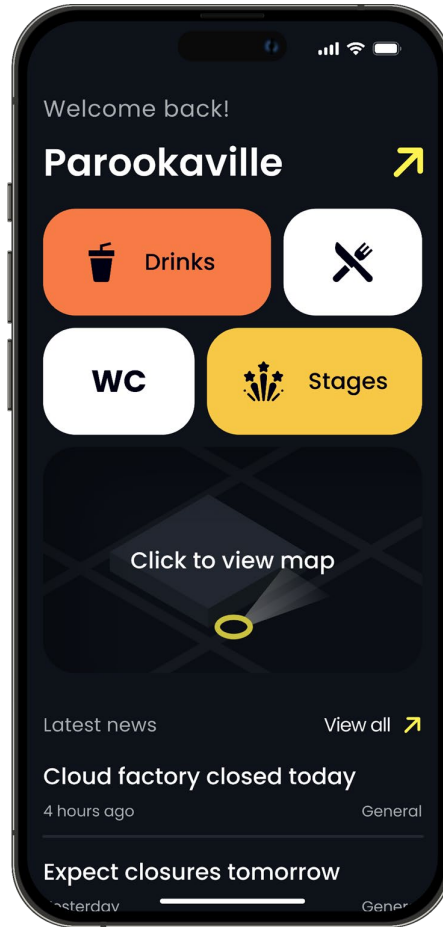
## User-Centric Design Thinking:



Buttons for highest user needs and also highest income sources



No Way! Wayfinding Design



Easy to reach,  
most important  
button

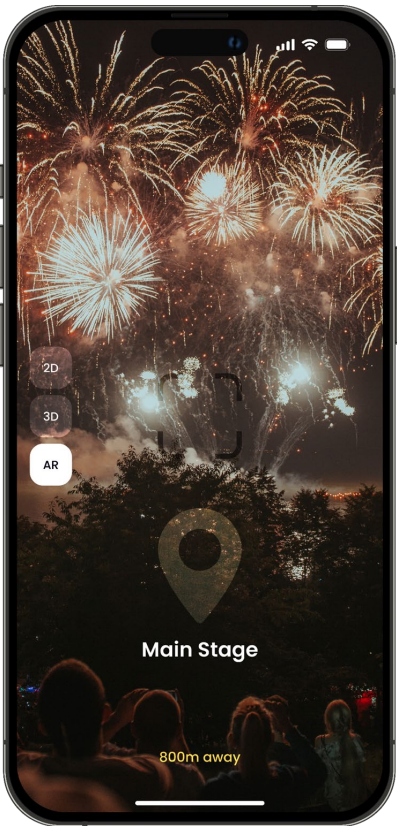
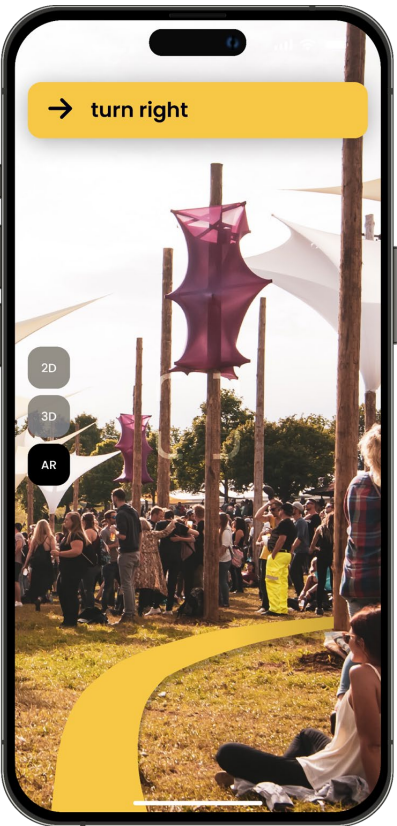
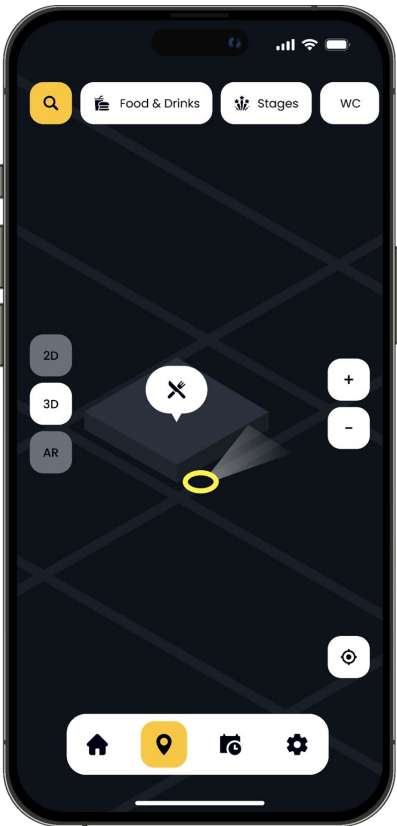
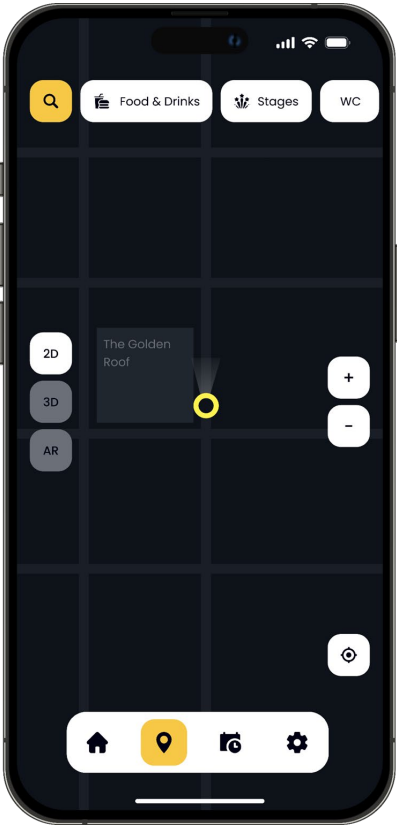


# Challenges and Solution

Every innovation journey encounters challenges, and WanderWave is no exception. Here are the challenges we identified and the ingenious solutions we crafted:

# Challenge: Complex Festival Layouts

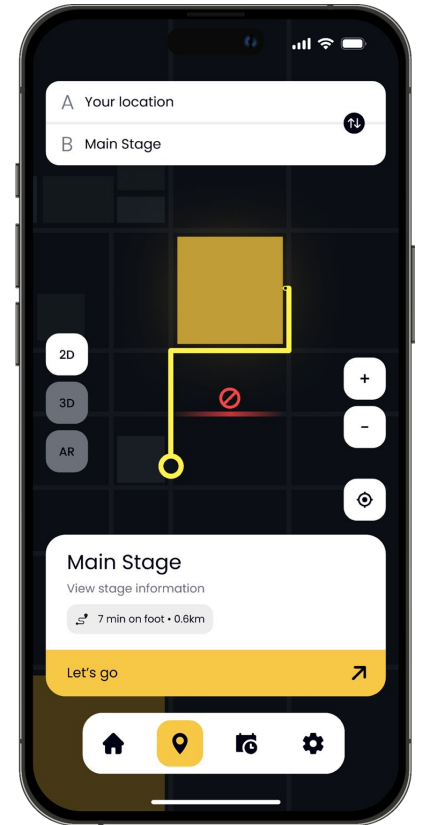
Dynamic Navigation Modes (3D, 2D, AR) provide festival-goers with a versatile and intuitive navigation experience, unraveling the complexities of vast festival grounds.



# Challenge: Crowded Spaces and Bottlenecks



Real-time Interactivity ensures attendees receive instant updates on crowd densities, allowing for informed decisions to navigate less congested areas.

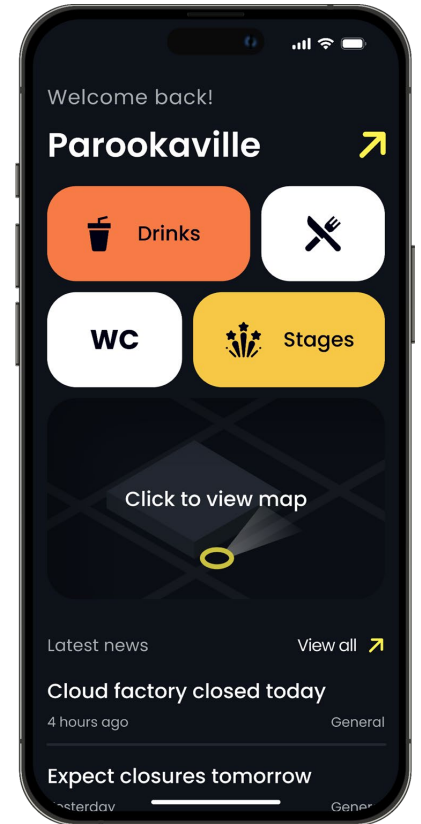


# Challenge: Paper Map Waste

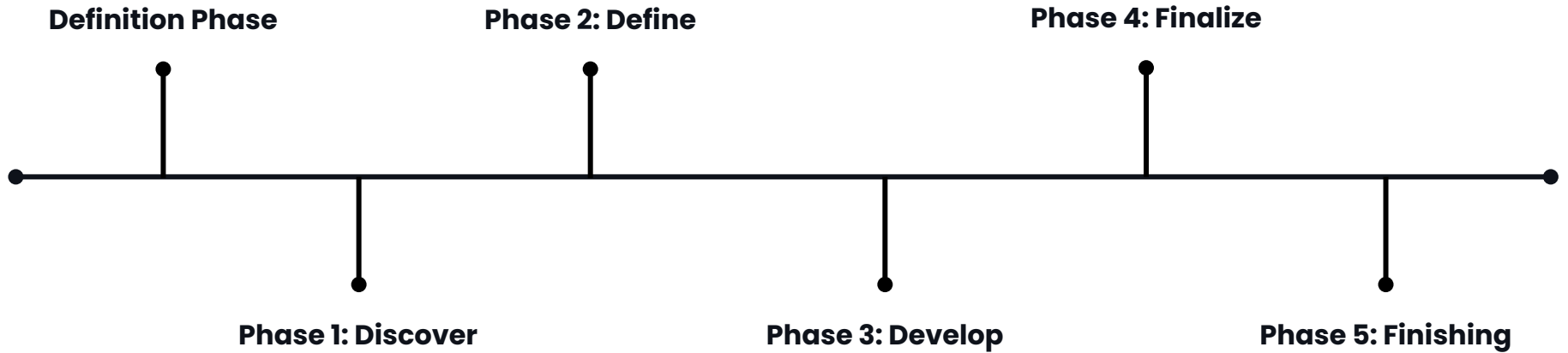
By eliminating traditional paper maps, our app contributes to environmental sustainability, reducing post-event waste and promoting a more eco-friendly festival environment.

# Challenge: Limited Interactivity

Personalized User and Organizer Accounts, coupled with an Instant News Feed, bridge the communication gap, providing real-time updates, announcements, and dynamic scheduling changes.



# Timeline



# Design and Prototype



# Typography

We chose **Poppins** as our signature typeface. Poppins is a versatile and contemporary sans-serif font that encapsulates the vibrant and dynamic spirit of festivals. Its clean lines and rounded forms evoke a sense of modernity, ensuring optimal readability across various screen sizes.

# Key Features of Poppins

- **Modern Elegance:** Poppins strikes the perfect balance between modernity and elegance, mirroring the diverse and dynamic festival atmosphere.
- **Readability:** With well-defined letterforms and ample spacing, Poppins enhances readability, a crucial factor for effective communication in a festival environment.
- **Versatility:** Poppins adapts seamlessly, providing a cohesive and unified visual experience.

# Colors

Meet the dynamic duo that defines the visual identity of WanderWave—the lively **Suntone Yellow (#F7C846)** and the deep, mysterious **Jaguar Blue (#000014)**.

#000014

#F7C846

#000014

**Jaguar Blue**, with its profound depth, establishes a sense of trust, stability, and sophistication. Together, these colors form a harmonious blend, capturing the essence of diverse festival experiences. The lively Suntone Yellow highlights important elements, while the deep Jaguar Blue provides a reliable backdrop, ensuring a visually striking and cohesive interface for Wanderwave.

#F7C846

**Suntone Yellow** brings a burst of energy, reminiscent of sunlit festival moments, infusing warmth, creativity, and a touch of optimism.

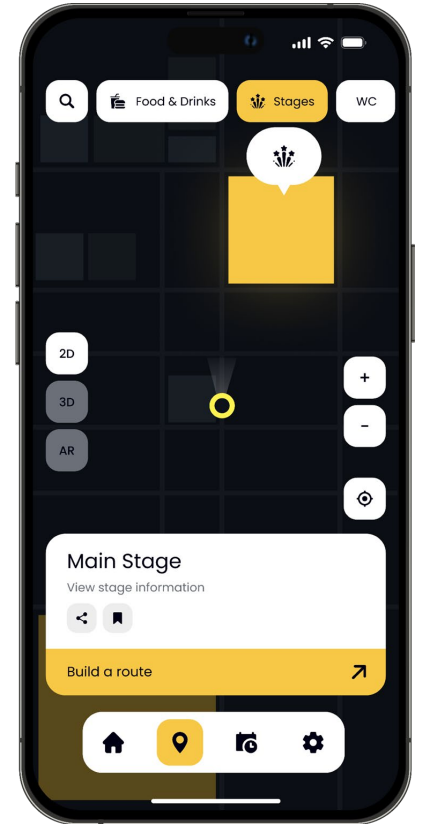
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Together, these colors form a harmonious blend, capturing the essence of diverse festival experiences.

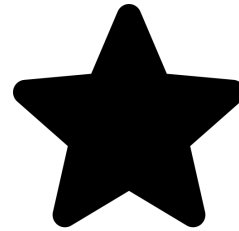
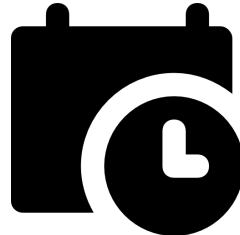
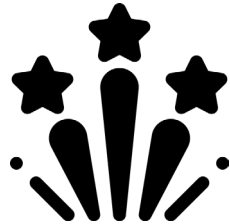
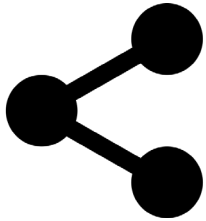
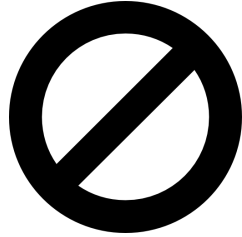
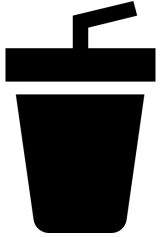
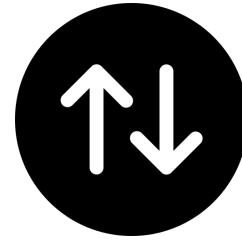
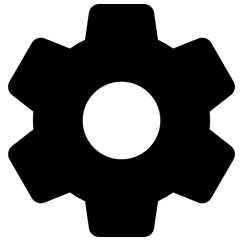


The lively Suntone Yellow highlights important elements, while the deep Jaguar Blue provides a reliable backdrop, ensuring a visually striking and cohesive interface for WanderWave.



# Iconography

Used with clarity and simplicity in mind, our icons go beyond aesthetics; they convey information intuitively. From stages and landmarks to essential facilities, WanderWave's iconography ensures a seamless understanding of the festival environment.

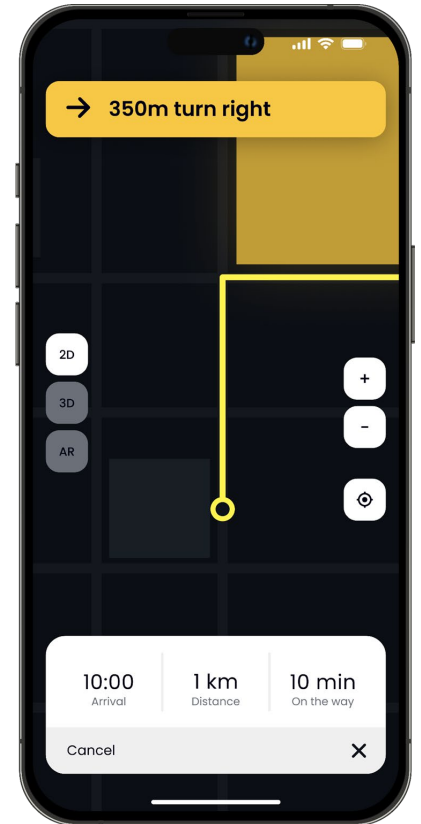
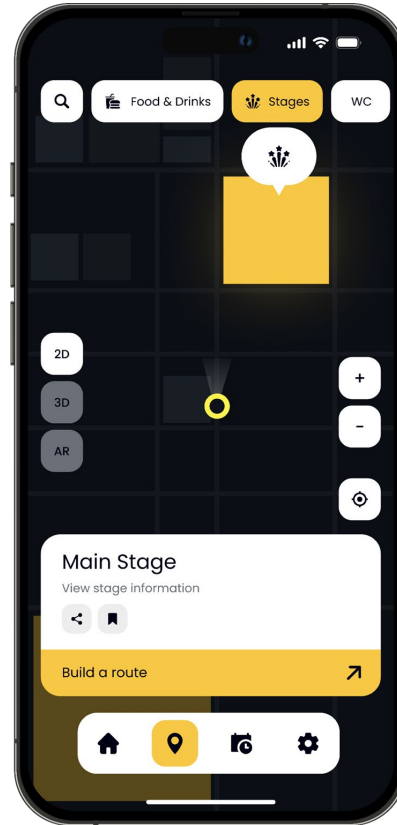


The use of consistent design principles and familiar symbols guarantees that festival-goers can effortlessly navigate the app, enhancing their overall experience with visual cues that resonate with the dynamic essence of festivals.

# Design

In this section, we delve into the intricacies of our user interface, unveiling the innovative design elements that define WanderWave. From the elegance of the Floating Navigation Bar to the seamless harmony of rounded rectangles, each choice is intentional, contributing to an interface that is not just functional but a visual delight.

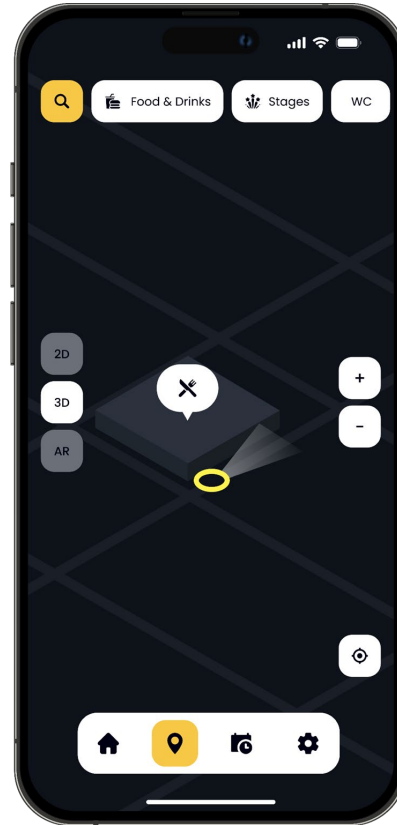
One of the standout features is the Floating Navigation Bar, a design innovation that enhances user interaction.



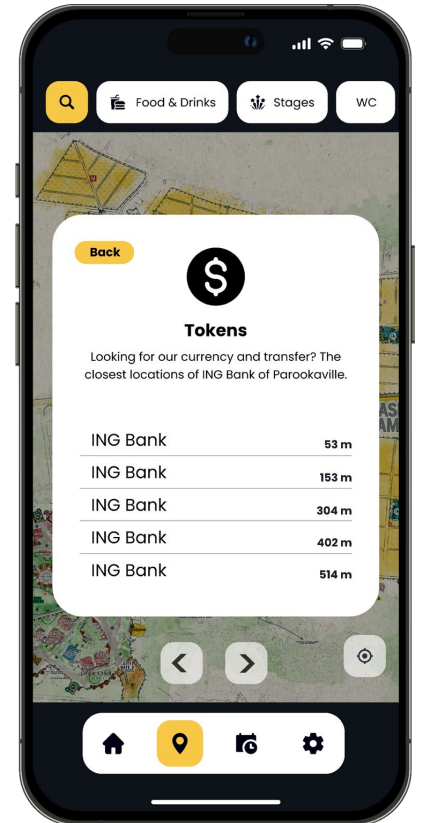
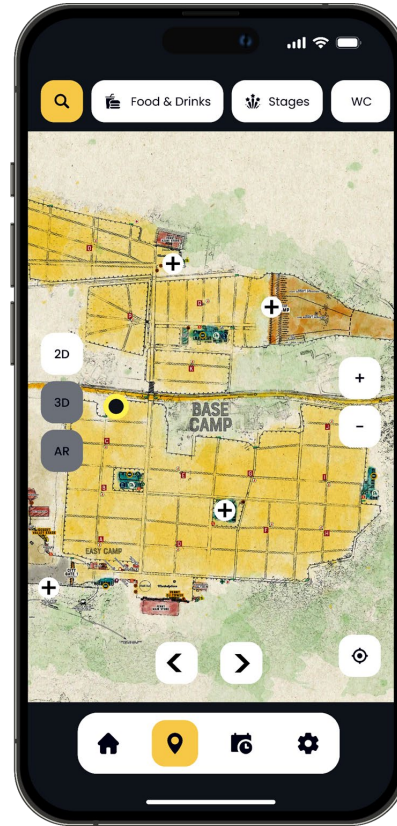
This dynamic element adapts to the user's context, intelligently hiding when not in use to maximize screen real estate. When engaging in navigation mode, the bar hides, showcasing only the most essential buttons—streamlining the user interface for optimal usability.



The rounded corners not only contribute to a modern and visually appealing interface but also prioritize ease of use, ensuring a comfortable navigation experience for festival-goers.

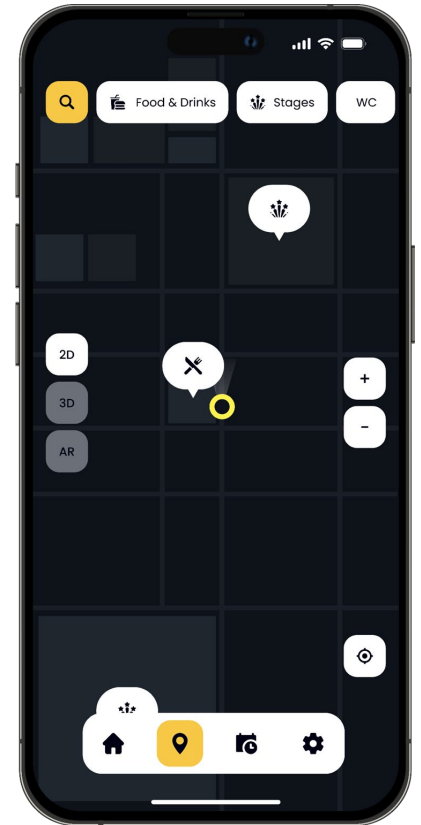
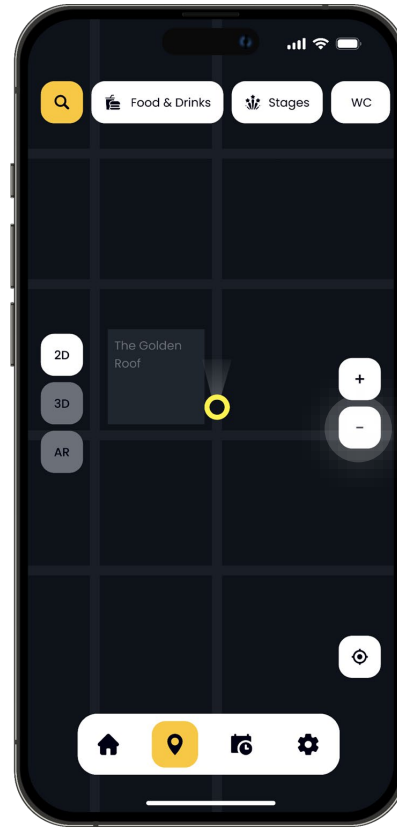
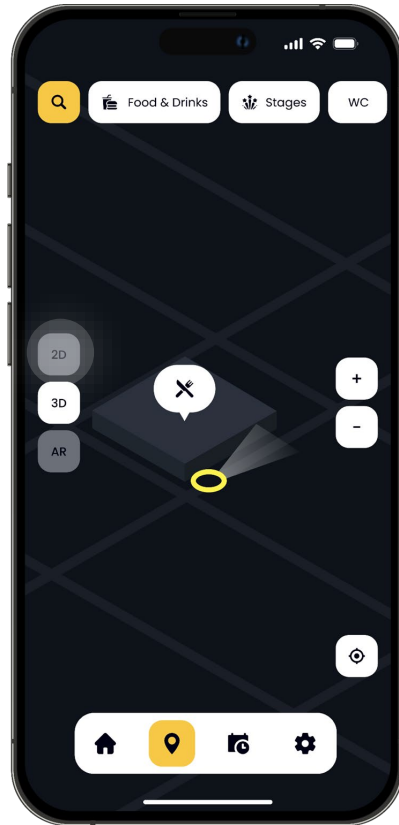
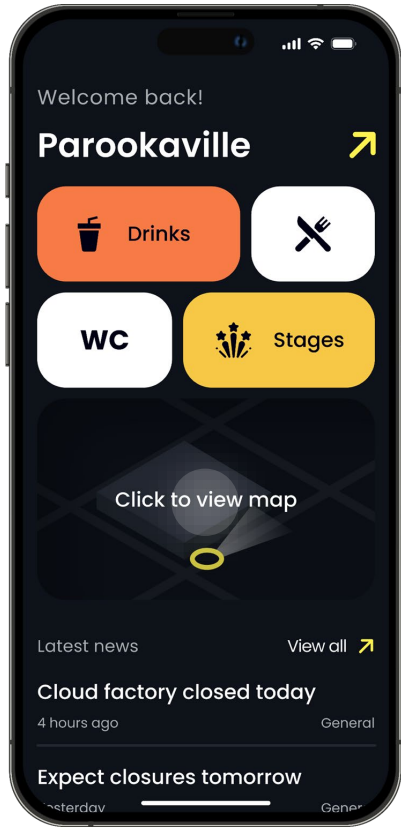


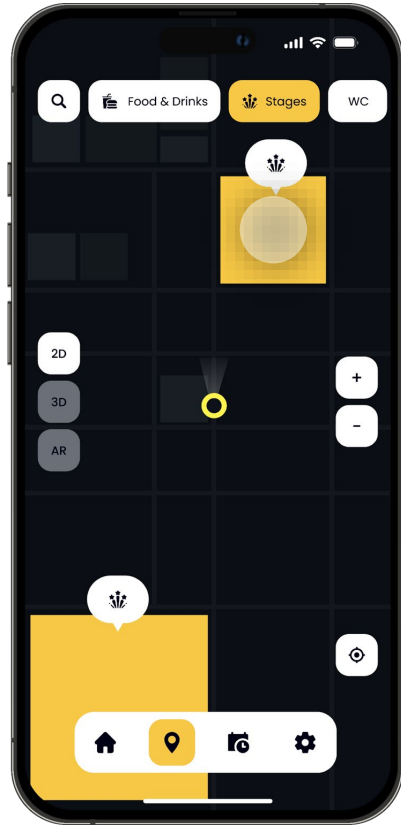
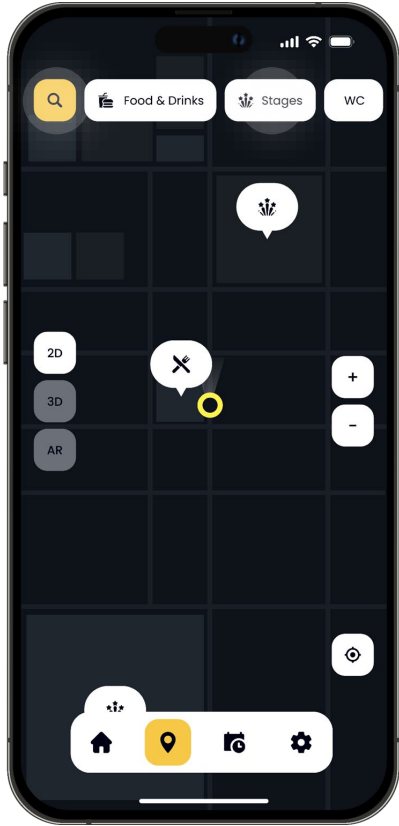
Unlock the door to the festival's essence with WanderWave's **Interactive Festival Map**—a feature that unveils the authentic blueprint provided by the festival organizers themselves.



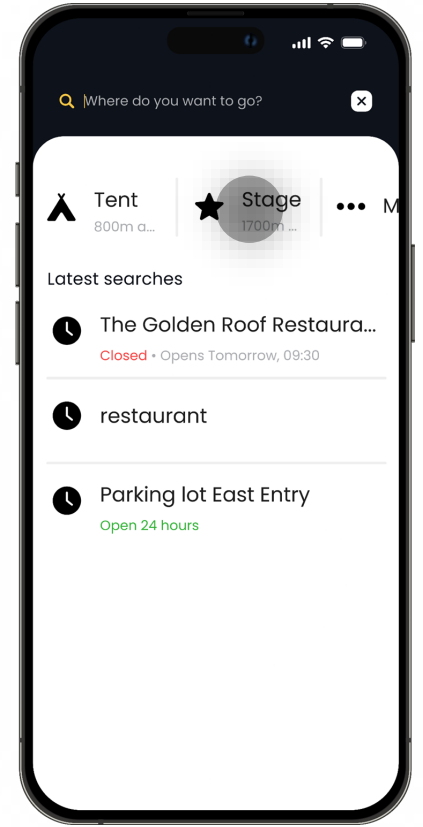
# Prototype

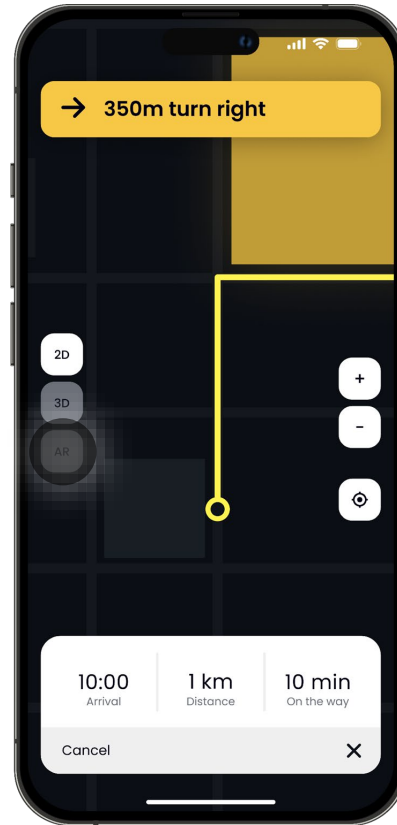
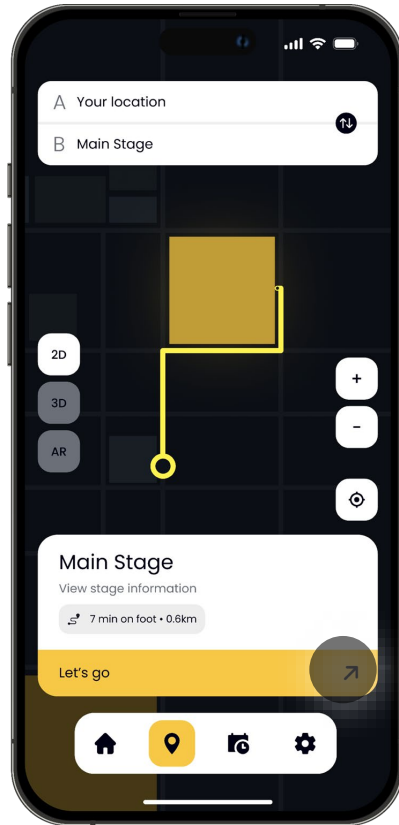
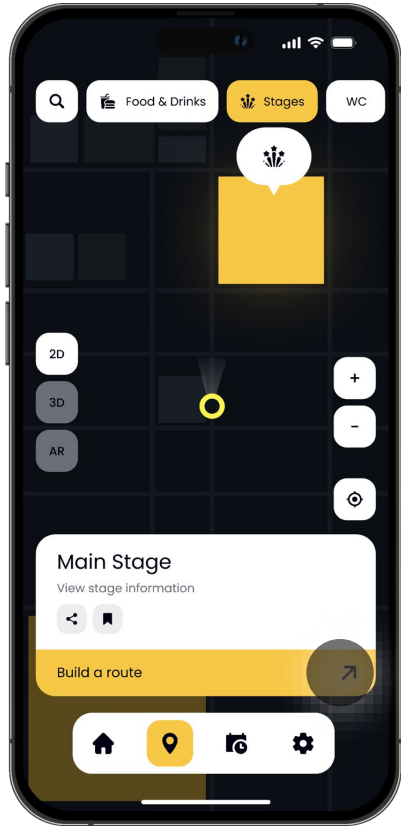
This walkthrough not only demonstrates the functionality of our app but immerses you in the user's perspective, providing a firsthand glimpse of the app's prowess in enhancing your festival journey.

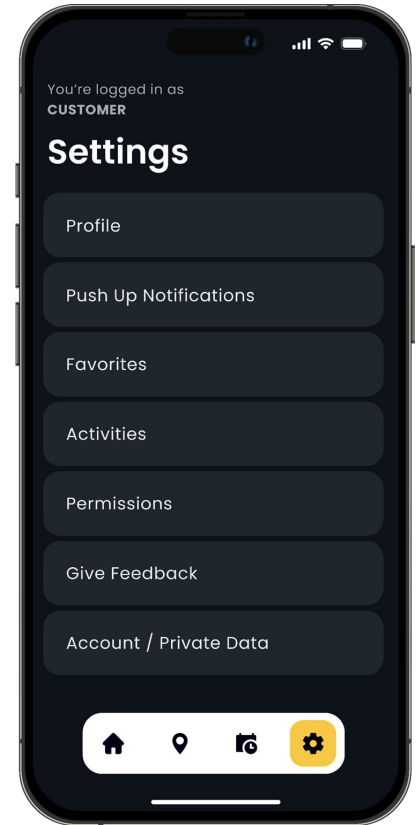
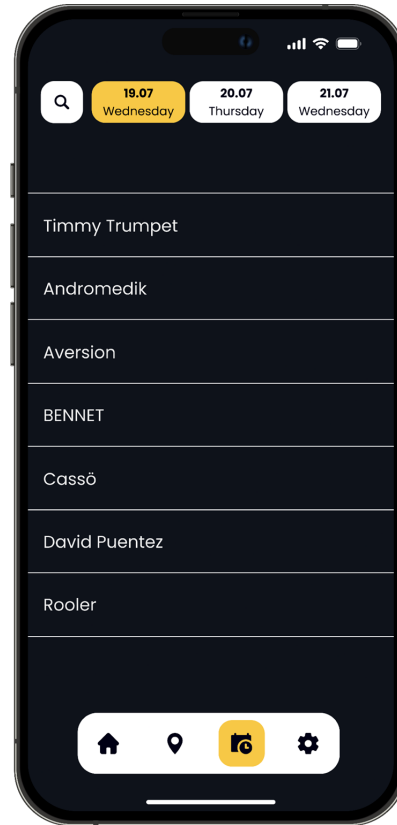
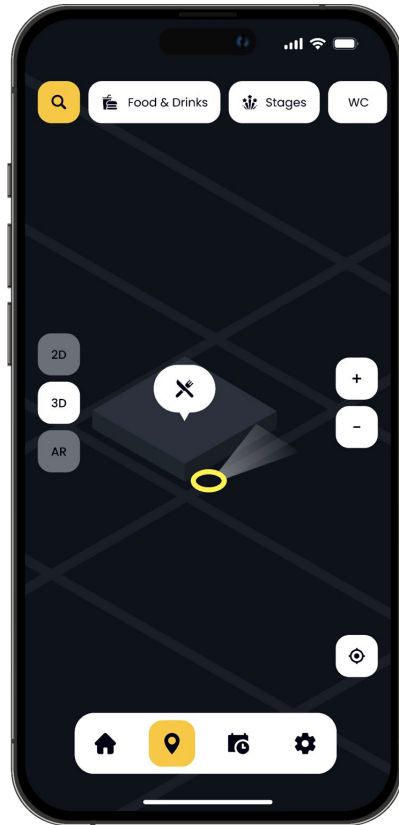
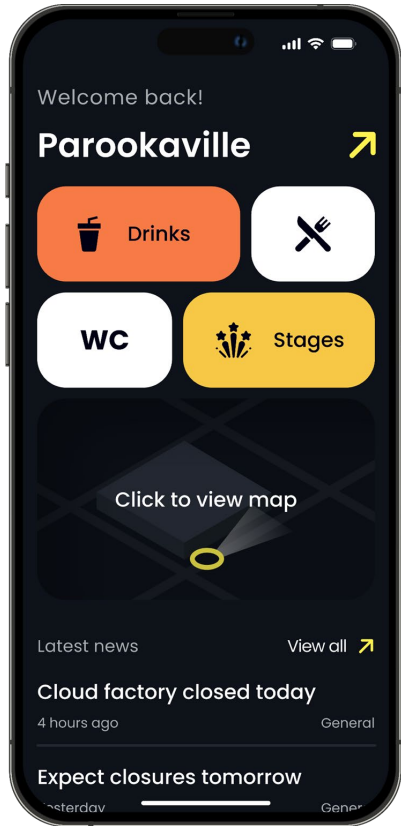




or







The whole app and prototype can be viewed [here](#).



# Conclusion and Sources

# Closing thoughts

With user-centricity at its core, WanderWave stands poised to redefine how we navigate festivals, ensuring that the path forward is as vibrant, dynamic, and memorable as the festivals themselves.

# Sources

## App

- [flaticon.com](https://flaticon.com)
- [svgrepo.com](https://svgrepo.com)
- [unsplash.com](https://unsplash.com)

## Text

- [circularonline.co.uk](https://circularonline.co.uk)

## Images

- [unsplash.com](https://unsplash.com)
- [wdr.de](https://wdr.de)
- [nrz.de](https://nrz.de)
- [niederrheinblond.de](https://niederrheinblond.de)
- [bannisterimages.com](https://bannisterimages.com)
- [weforum.org](https://weforum.org)
- [cnn.com](https://cnn.com)
- [stereogum.com](https://stereogum.com)
- [glastonburyfestivals.co.uk](https://glastonburyfestivals.co.uk)
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- [novinsazansalamat.com](https://novinsazansalamat.com)
- [bbc.com](https://bbc.com)

## Images

- [uxplanet.org](http://uxplanet.org)