“Yay Area Fest” Proposal
GrC 462 Senior Project
Spring 2022
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# Table of Contents

2  ................................................. About Me
3  ................................................. Abstract
4  ................................................. Problem Statement
5  ................................................. Project Objectives
6  ................................................. Timeline
7  ................................................. Process
14 .................................................. Results
19 .................................................. Reflection
21 .................................................. Credits
About Me

My name is Tyler Matsuzaki and I am a Graphic Communication student concentrating in User Experience/User Interface. I will receive my Bachelor of Science in June 2022.
Abstract

As an avid hip-hop music lover and producer, I always envisioned the creation of my own hip-hop festival theme and lineup. I used my senior project as an opportunity to execute this vision while showcasing all of the skills I have acquired as a Graphic Communication student. My project encompasses the creation of a marketing flyer, website prototype, app prototype, and social media animation for a hypothetical hip-hop festival. These deliverables highlight my abilities in learning new tools, graphic design, UI/UX design, and project management.

*IRB Statement
The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
Problem Statement

The Bay Area, California lacks an annual, large-scale hip-hop festival. Hence, my senior project is a proposal for a Bay Area exclusive, annual hip-hop festival. The proposal encompasses four deliverables, which are a marketing flyer, website prototype, app prototype, and social media animation.
Project Objectives

• Complete all of my tasks according to a preplanned timeline
• Learn Adobe After Effects to a proficient level
• Practice efficient Figma workflow
Process - Background Research

Key Findings:
• Rolling Loud is currently the world’s largest hip-hop festival
• Rolling Loud gave a platform for prominent SoundCloud rappers around the 2016-2017 era, which further contributed to its popularity
• Many reviews of the Rolling Loud App on the App Store note that the app crashes and is poorly developed
• A fatal stabbing of popular LA rapper Drakeo the Ruler took place in the backstage of the Once Upon A Time in LA festival in Dec of 2021
• At least eight people were killed in the crowd surge at Travis Scott’s Astroworld music festival in Nov of 2021
• Festival attendees may be willing to “opt in” to biometrics technology, as long as they are informed with how the technology works for them
• Host communities of festivals often gain positive recognition, enhance their community identity, increase their sense of pride, and gain an opportunity to learn new things
Process - Competitor Analysis

I analyzed the flyer, website, and app designs of other popular hip-hop festivals to look for common design trends and characteristics that contribute to an effective user experience.
Process - Wireframe Sketching

Mobile App Wireframe Sketches

Website Wireframe Sketches

Social Media Animation Sketch
Process - High Fidelity Designing

Marketing Flyer Design in Adobe Illustrator

App/Website Design in Figma

Social Media Animation Design in Adobe After Effects
Process - Usability Testing (5 Participants)

I prepared 5 tasks for participants to complete for each of my website and app prototypes to ensure that my users can successfully carry out the essential functions of the website and app. I conducted think-aloud usability testing sessions with 5 participants. Here are the tasks I prepared:

Website Prototype Tasks
1. Attempt to purchase a Yay Area Fest 3-day VIP ticket
2. Attempt to download the Yay Area Fest app from the App Store via the website
3. Check the price of a Yay Area Exclusive tote bag
4. Check to see who is performing at 10pm at the Chanel Stage on Day 3
5. Locate the 3 festival entrances on the festival map

Mobile App Prototype Tasks
1. Add the artist Baby Stone Gorillas from the “Schedule” to “My Schedule”
2. Locate the nearest bathroom on the map
3. Check who is performing next on the Louis Vuitton stage at 1:30pm on Day 1 of the festival
4. Order a Short Rib Bowl from Koja Kitchen from the food section
5. Check how much an Yay Area exclusive tan t-shirt costs
Process - Iterations

Based on the results from my usability testing sessions, I iterated my designs to provide a more accommodating and accessible user experience. Here are the updates I made:

• Map: changed colored/patterned squares to icons (better accommodate color blindness)
• Implemented a search filter for the festival map on the app
• Added texture to the app background
• Center aligned headers for some of the pages on the app
• Added shadows below the “arrow buttons” for the schedule on the website (they now appear more clickable)
Results - Marketing Flyer

BAY AREA 2022
GOLDEN GATE PARK

FRIDAY
JULY 8
LIL DURK • LIL BABY • LIL UZI VERT • DON TOLIVER • SAWEETIE • MONEYBAGG YO • MEKK MILL
PLAYBOI CARTI • A BOOGIE WIT DA HOODIE • SZA • NAV • LIL TJAY • 42 DUGG • TY DOLLA SIGN
IAMSI • BLXST • ELLA MAI • OHGEESY • KALAN.FRFR • TOOSII • YOUNGBOY NEVER BROKE AGAIN
LIL MOSEY • YEAT • ALLBLACK • YHUNGL.T • DABOII • NARDO WICK • LIL SKIES • YOUNG NUDY
SLEEPY HALLOW • SHOOTERGANG KONY • MBNEL • AZJAH • STUPID YOUNG • BLUEBUCKSCLAN
22ND JIM • G PERICO • LIL BEAN • BABY STONE GORILLAS • BIG SAD 1900 • EBK YOUNG JOC

FUTURE
JULY 9
DRAKE • RODDY RICCH • YG • JHENÉ AIKO • DABABY • ROB WAVE • POLO G • TOO SHORT • GUNNA
LATTO • G HERBO • KENDRICK LAMAR • TRIPPIE REDD • KEHLANI • MIKE SHERM • P-LO
SKY MASK THE SLUMP GOD • FENIX FLEXIN • LIL KEED • COI LERAY • SHEFF G • RALFY THE PLUG
LIL G • ICEWEAR VEZZO • BABYFACE RAY • KEN CARSON • KEY GLOCK • KAMAIYAH
LARRY JUNE • RUCCI • JAY CRITCH • J STONE • QUANDO RONDO • ZAYBANG • MCM RAYMOND
WIFISFUNERAL • STRICK • YUNG MAL • YOUNG SLO-GE • AFLACKO • FROSTYDASHOWMANN

SUNDAY
JULY 10
YOUNG THUG • 2 CHAINZ • GUCCI MANE • 21 SAVAGE • YO GOTTI • KODAK BLACK • FIVIO FOREIGN
SUMMER WALKER • EST GEE • MOZZY • NLE CHOPPA • TEE GRIZZLY • HOTBOII • BIG30 • LIL GOTTI
YUNG BLEU • G-EAZY • SHORDIE SHORDIE • BINO RIDEAUX • 22GZ • BIA • RICH THE KID • LIL POPPA
CAPLOW • LIKYBO • SLIMMY B • LAKEYAH • AZCHIKE • REMBLE • TAKEJAY • TRU CARR
LIL PETE • ROBB BANK$ • BRAVO THE BAGCHASER • HAITI BABI • KIYOMI • WALLIE THE SENSEI
FREDOBAGZ • PAYROLL GIOVANNI • LMB LETRECE • MEMOTHEMCAFOSO • JOEMARI
Results - App Prototype (Example Screens)
Results - Social Media Animation

Logo rotates horizontally
Results - Success Criteria

- Successful completion of tasks before the due date
- Able to create smooth and visually satisfying animations in After Effects by the end of the project
- Able to utilize components and other useful features of Figma to maximize workflow efficiency
- Overall professional quality work

Link to the website prototype (clickable): https://www.figma.com/proto/8MFbvZfL94wYrC416R0FaZ/Yay-Area-Fest-Website?node-id=2%3A2&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=2%3A2


Link to the social media animation (Youtube ver.): https://www.youtube.com/watch?v=ZzR_hJDeQKM
Reflection

What Went Well

I succeeded in creating a cohesive brand and user experience for my “Yay Area Fest” project, which includes a marketing flyer, website prototype, app prototype, and social media animation. I put forth my best effort into all of my designs, making them professional grade or very close to it.

Tips/Techniques That Helped

• Gantt chart
The Gantt chart allowed me to map out all of the due dates for my deliverables and provided a birds eye view of the eight week project timeline.

• Youtube tutorials
Youtube tutorials helped me refresh my Figma design techniques and taught me how to create a basic animation in Adobe After Effects.

• Using outside inspiration
Researching and analyzing pre-existing apps and websites helped identify common design trends that cater well to users.
Reflection (cont.)

What Could Have Gone Better

• Stress
At times, I felt stressed and overwhelmed by the workload involved in my deliverables.

• Motivation
At times, I felt a lack of motivation to keep going and execute my project until the end.

• Burnout
At times, I felt that I was too burnt out from school, work, and other commitments in my life to keep working on my project.

What I Would Do Differently Next Time

• Conduct a user survey
I could have possibly gathered more user/consumer data before beginning my wireframes to better justify my design decisions.

• Set a budget
Working within a budget may have made the project more realistic by adding financial constraints.

• Try to contact people in the industry
I should have contacted people in the festival industry to see how feasible the execution of my hypothetical festival would truly be, so that I’m not designing within a silo.
Credits

Project and Process Book by Tyler Matsuzaki
California Polytechnic State University, San Luis Obispo
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References:


