CHRIS TARAMPI

OVERVIEW SUMMARY

PROBLEM

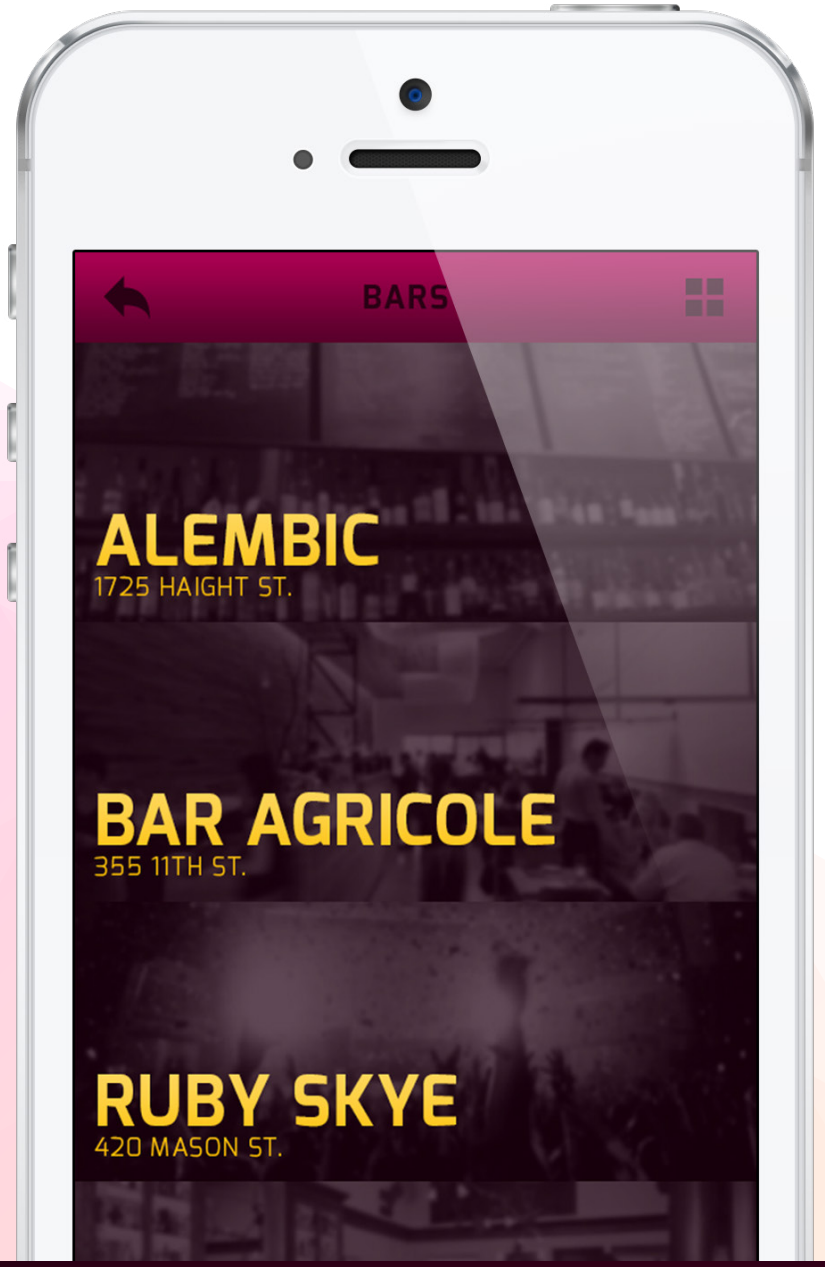
Finding events in the city can be a hassle, and sometimes bars can be very busy and troublesome.

SOLUTION

Infusions goal is to infuse the nightlife culture into a single easy and simple go-to app. Quickly find upcoming events and instantly order tickets. Order drinks instantly through the app and spend less time waiting, and more time socializing.

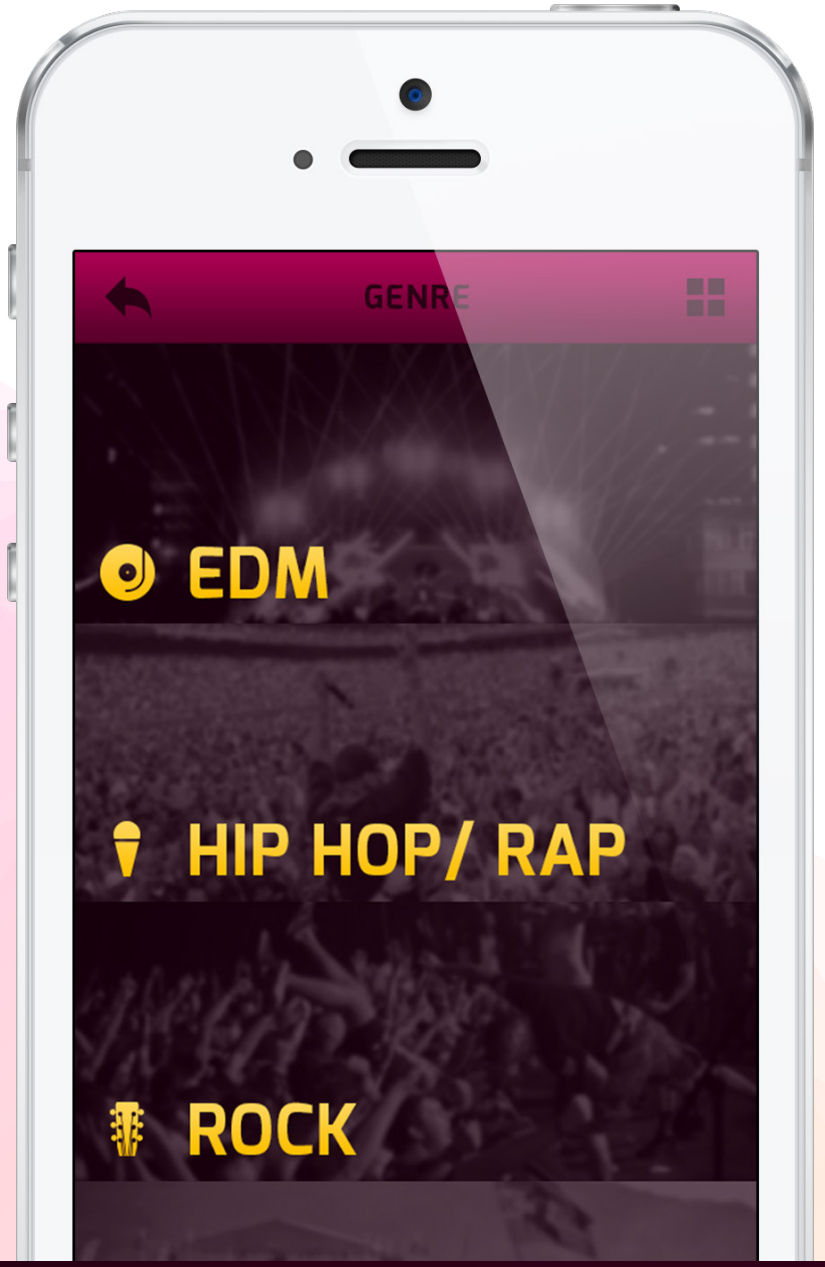
OVERVIEW ORDERING DRINKS

Ordering drinks, you'll never have to leave what you're doing, you can browse the menu, place the order on your phone, and you'll be notified when to pick it up. Once it's ready, show the bartender your phone and leave. It's that simple.



OVERVIEW BUYING AN EVENT TICKET

Disovering events is now simple. You can chose the genre, browse the upcoming events, place an order for a ticket, and you'll be emailed immedietly with your receipt!



OVERVIEW SWOT ANALYSIS

STRENGTHS

+ Order drinks seamlessly
+ Find events quickly along with information
+ Order tickets to events
+ Less waiting time
+ No waiting in line
+ No need to get cash (ATM)
+ Everything works seamlessly through the app

WEAKNESSES

- High cost
- Not all venues approve
- Not all events displayed
- Not all drinks logged in

OPPORTUNITIES

+ Easy to use
+ Helps promoters
+ Helps venues
+ Helps consumers of the nightlife
+ Big nightlife market in San Francisco
+ Many venues, bars, events, and concerts
+ More drinks
+ Less complaints
+ Partnerships with venues, bars, events, and concerts
+ Consumers will socially share with friends of the nightlife

THREATS

- New competitors in the local market

USER RESEARCH TARGET MARKET

San Francisco

Tourist

New people

Nightlife

Music enthusiasts
- Hip-Hop / Rap
- EDM
- Rock
- Reggae

Dance enthusiasts

Drinkers

Visitors

College students

Clubs

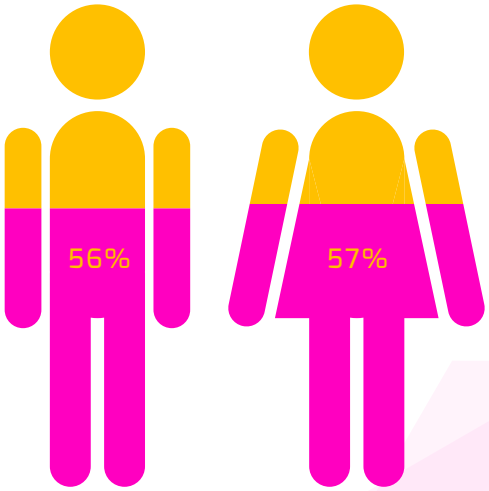
Venues

Events

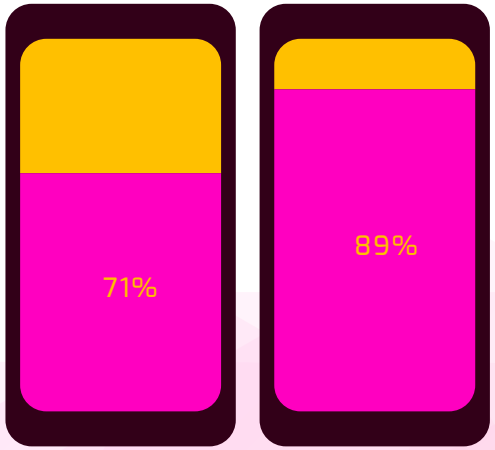
Concerts

USER RESEARCH SMARTPHONE RESEARCH (VIA OUR MOBILE PLANET: 2013)

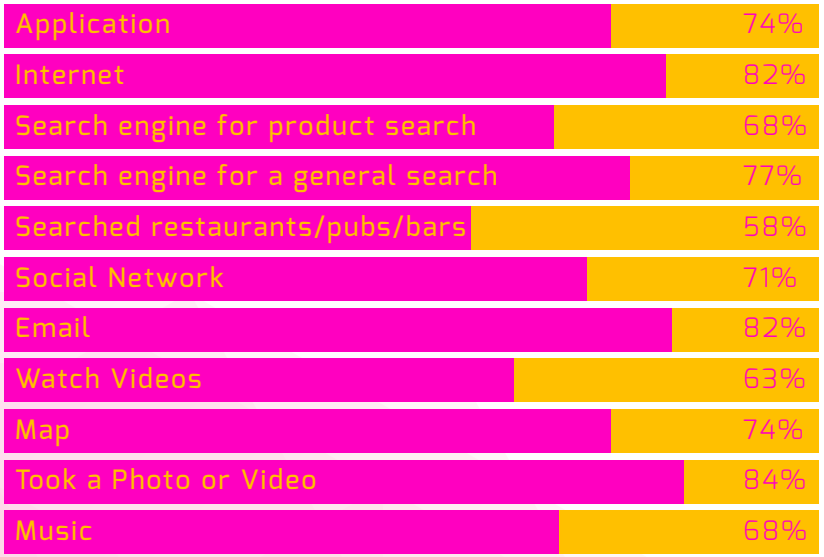
Smartphone penetration by gender



Usage of Social Networking Platforms on Smartphone



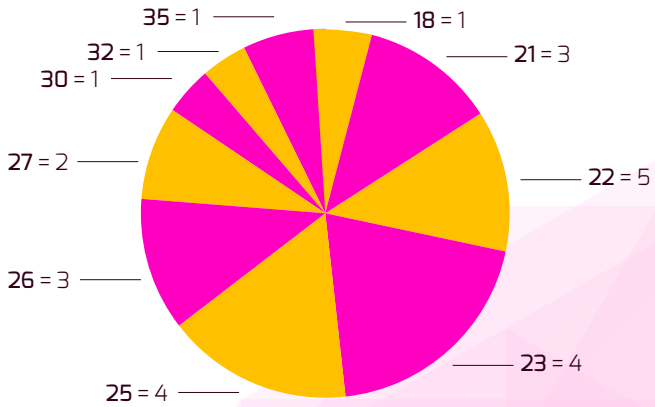
General Smartphone Activities



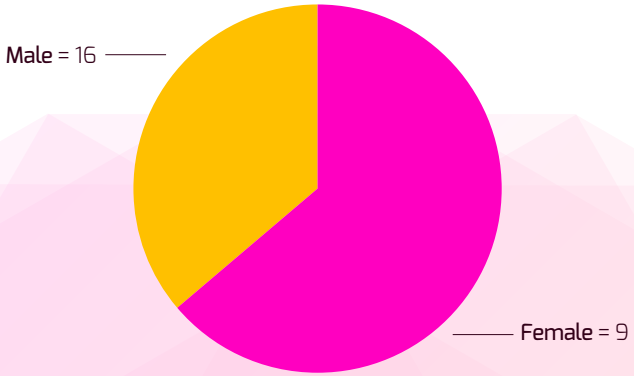
USER RESEARCH SURVEY RESULTS (Demographics)

The following survey was compiled using surveymonkey.com with four questions to better understand the general crowd and conflicts during the nightlife. Total number of participants was 25.

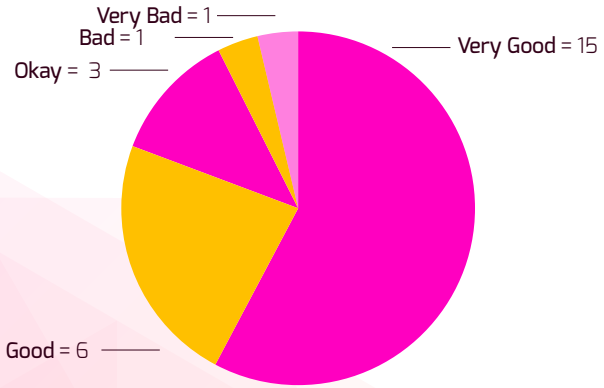
AGE



GENDER



TECHNICAL PROFICIENCY



USER RESEARCH PERSONA 1

NAME
Luke

AGE
22

OCCUPATION
Illustration student

TECHNICAL SKILLS
8/10

STORY
Grew up in Minnesota, moved to San Francisco to attend college for Illustration. He attends clubs occasionally with his friends.

CHARACTERISTICS
· Impatient
· Picky

Luke and his friends are having a great conversation, and the bar is very busy. He wants to order another round for him and his friends without leaving his group.

USER RESEARCH PERSONA 2

NAME
Lara

AGE
23

OCCUPATION
Design student

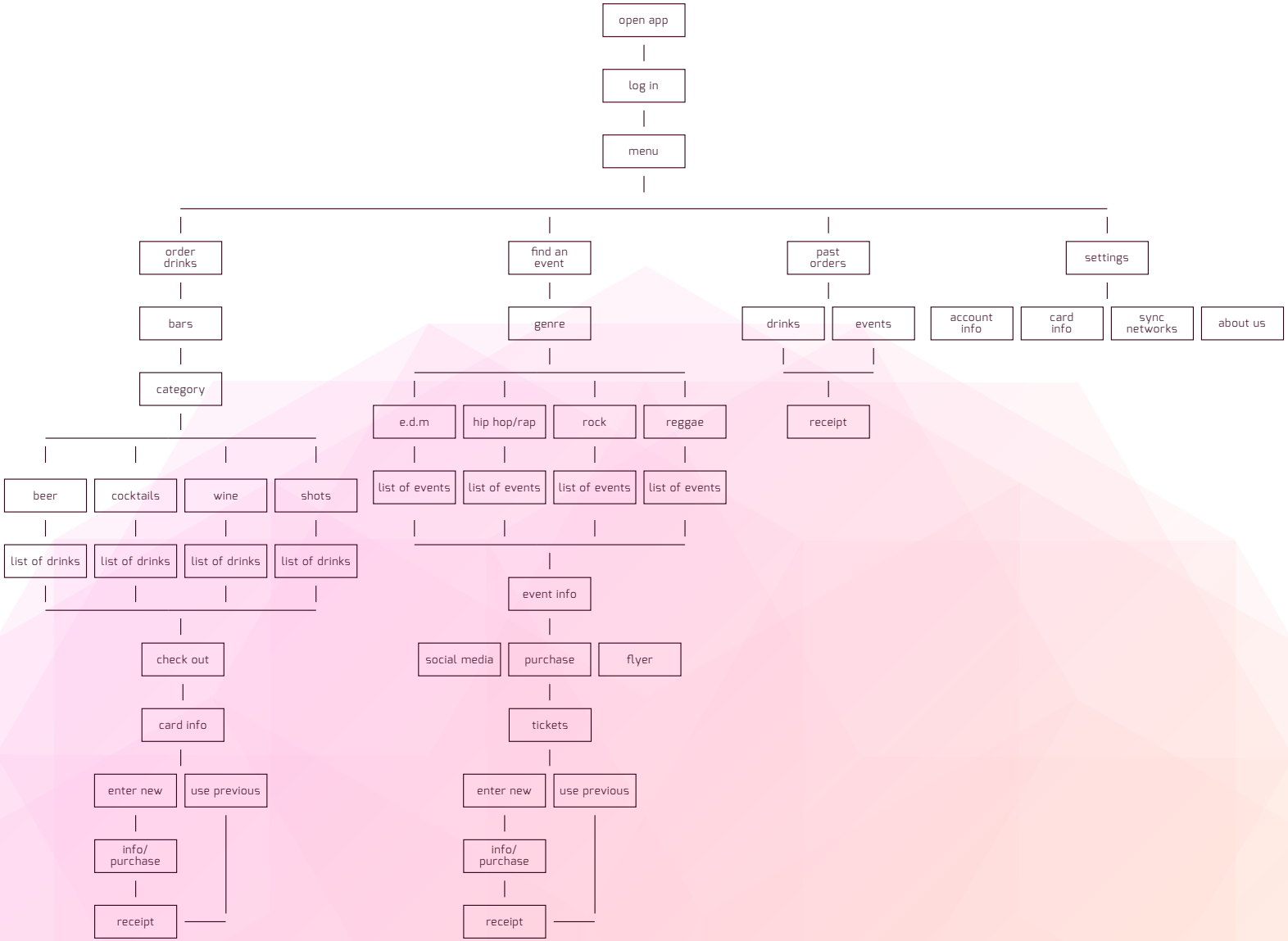
TECHNICAL SKILLS
8/10

STORY
Grew up in Seattle, just recently moved to San Francisco to attend college for New Media Design.

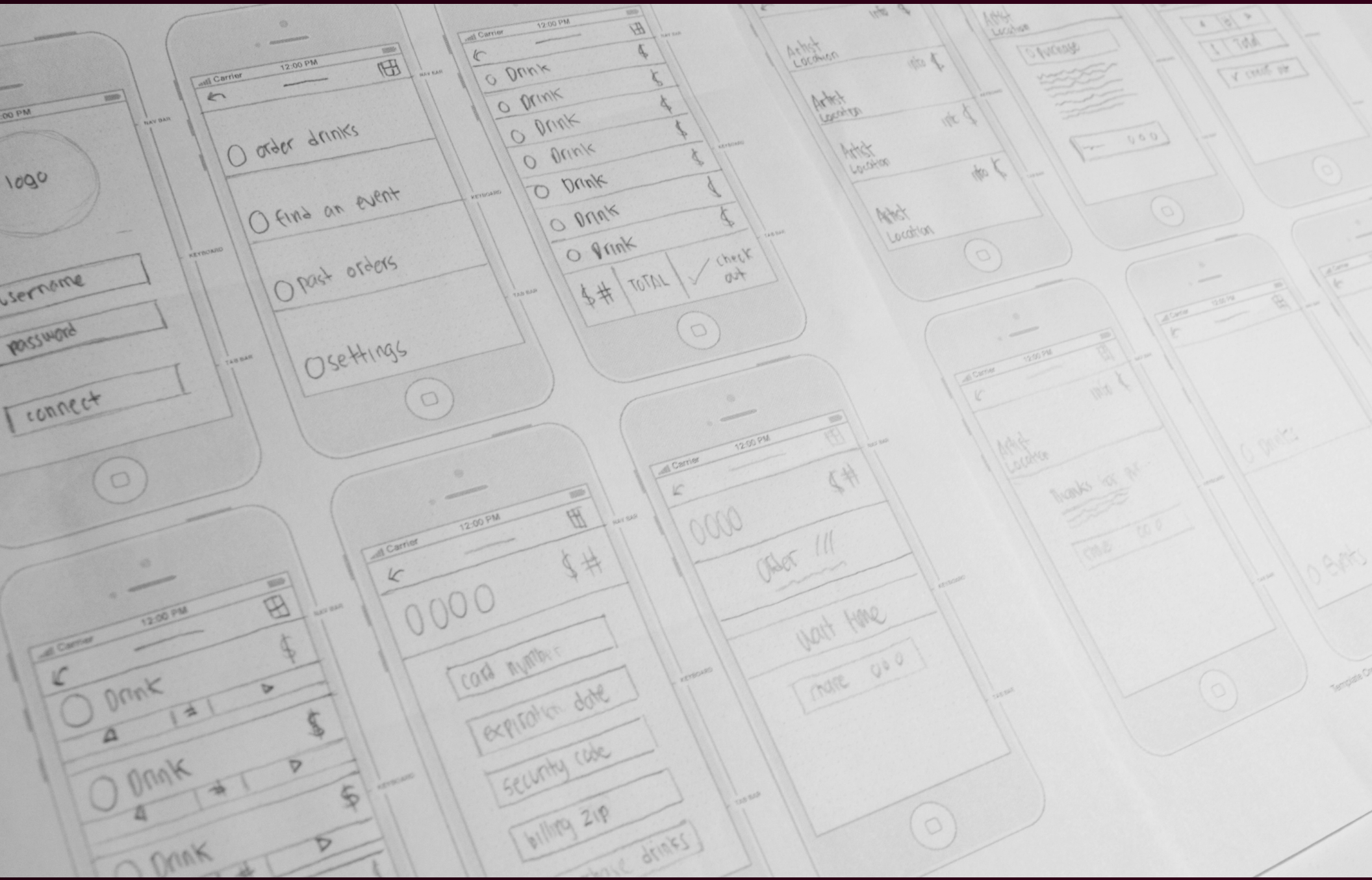
CHARACTERISTICS
· Impatient
· Indecisive

Lara is new to the city and is interested in finding an upcoming EDM event to buy tickets.

USER RESEARCH USERFLOW



USER RESEARCH WIREFRAMES



INSPIRATION WORDLIST

A
Artist
Atmosphere
Album
Alcohol

B
Bar
Bartender
Bass
Beats
Beer
Boombox
Bright

C
California
Clothes
Club
Cocktails
Colorful
Collective
Concerts
Creative
Culture

D
Dancers
Dance floor
Dj
Drinks

E
Ecstasy
Edm
Electronic
Energy
Equalizer
Events
Expanding
Exciting

F
Fans
Fashion
Fast
Flashing lights
Flashing
Floor
Fog
Frequency
Fun

G
Glasses
Glitch
Gogo dancers
Grind

H
Hair
Hardstyle
Hands up
Happy
Headphones
Heavy
Hip hop
House

I
Indie
Infusion

J
Jump

K
Kandy

L
Levels
Loud
Lounge
Love
Lighting
Lightshow
Lights
Liquor

M
Margarita
Memories
Movement
Music

N
Neon
New
Noise
Nightlife

P
Party
People
Performance
Photography
Producer
Promoters
Play
Pulse

R
Rap
Rave
Relax
Rooms
Rising

S
San Francisco
Sets
Scream
Shapes
Show
Shuffle
Smoke
Social
Space
Speakers
Style
Sub culture
Sweat
Synth
Synthesize

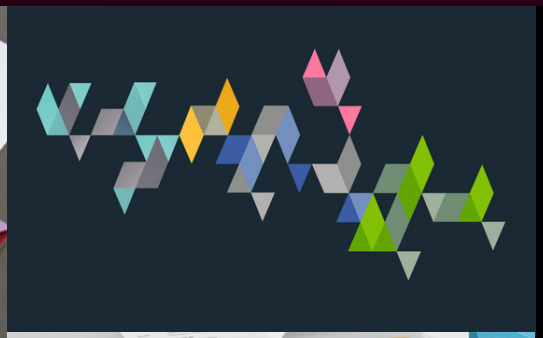
T
Tickets
Tequila

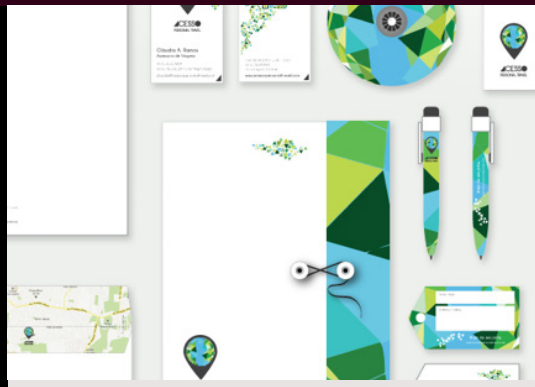
U
Unity

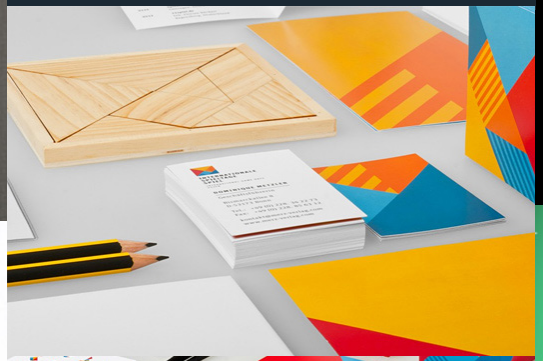
V
Venue
Vibe

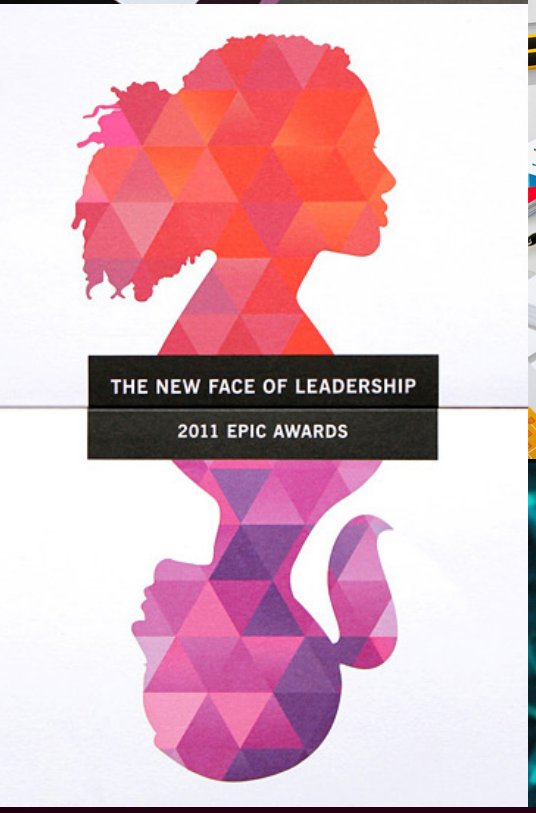
W
Wobble
Womp
Wonder
Wine

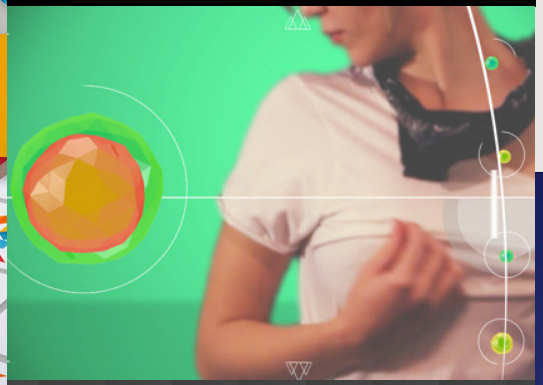
INSPIRATION MOODBOARD (SHAPES)

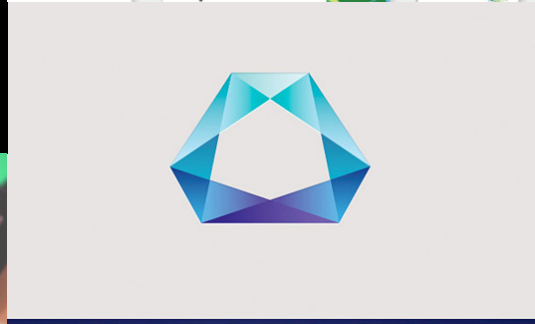


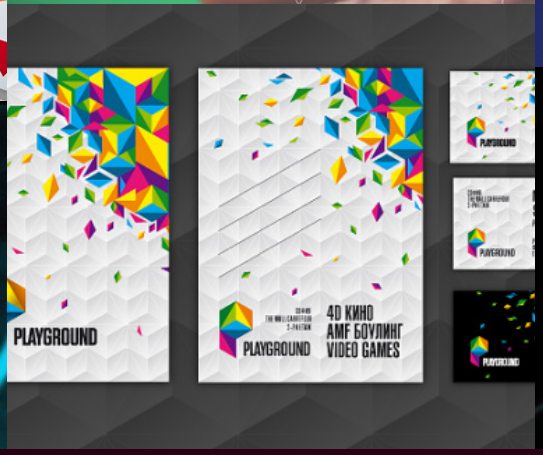


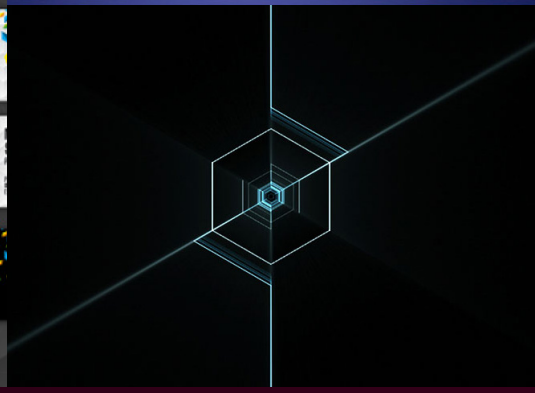




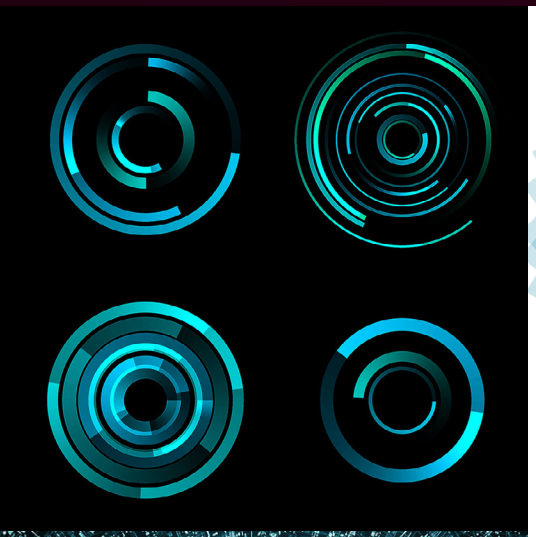


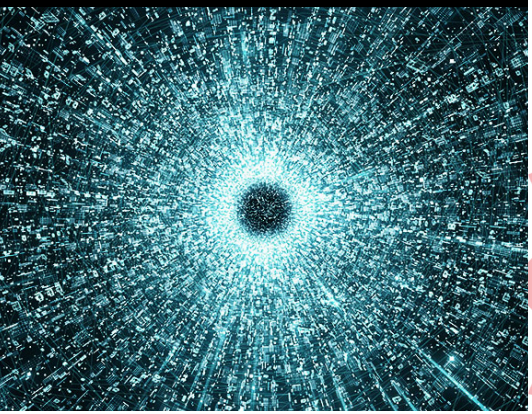


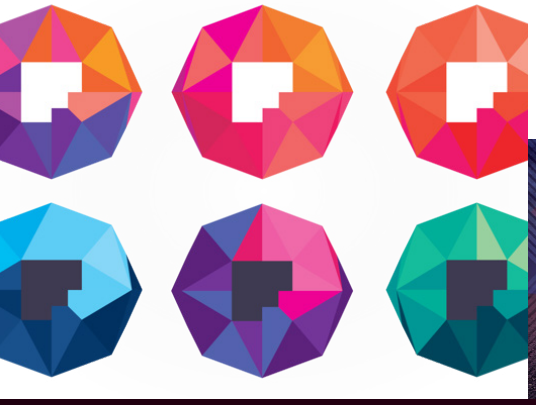


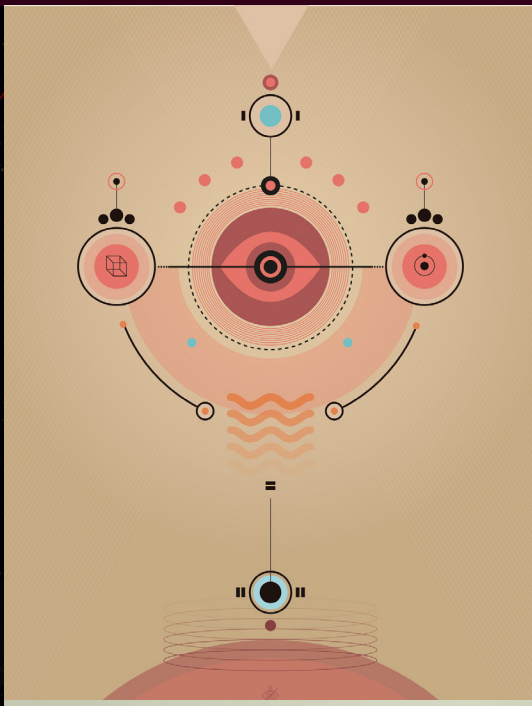


INSPIRATION MOODBOARD (SHAPES CONT.)

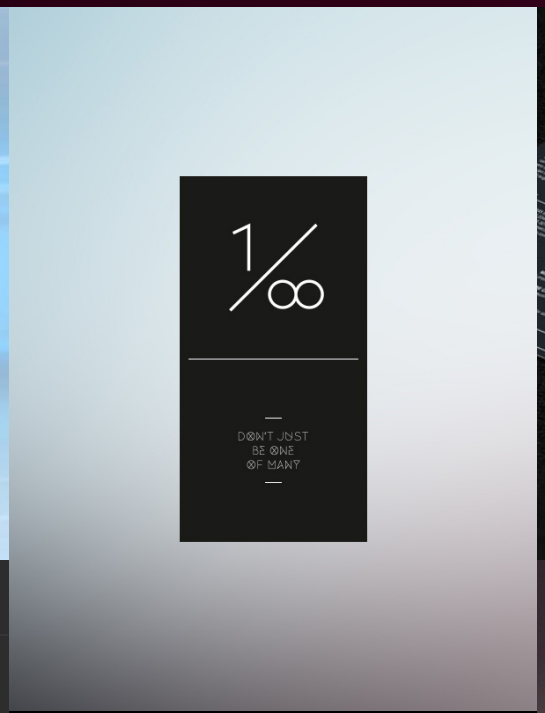


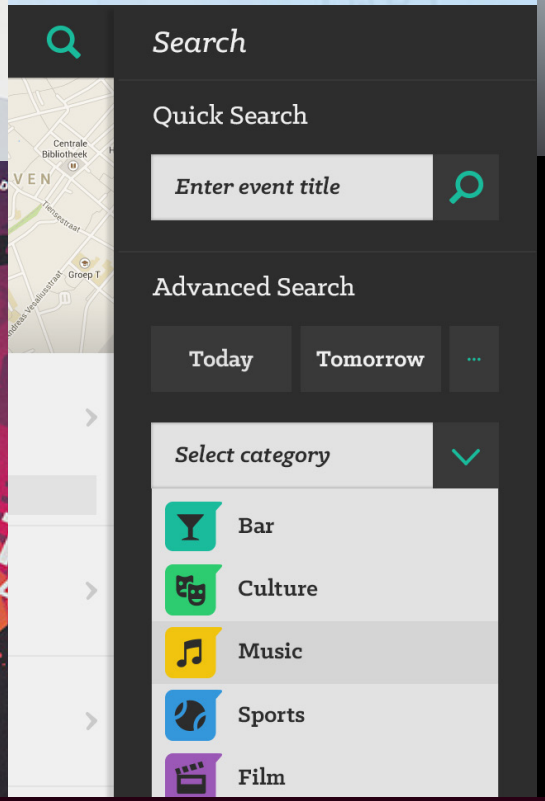






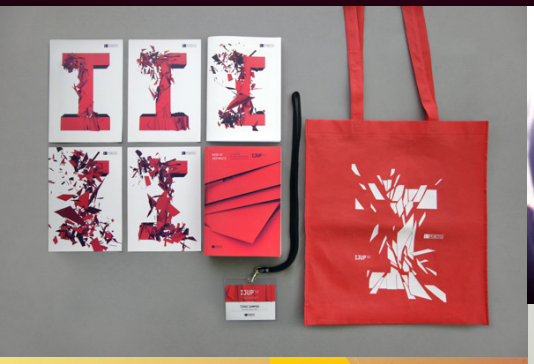
INSPIRATION MOODBOARD (USE OF REDUCTION)

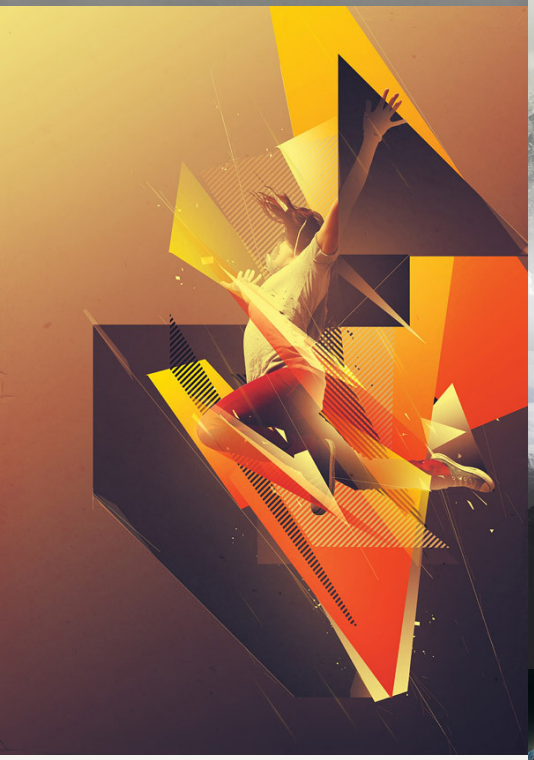


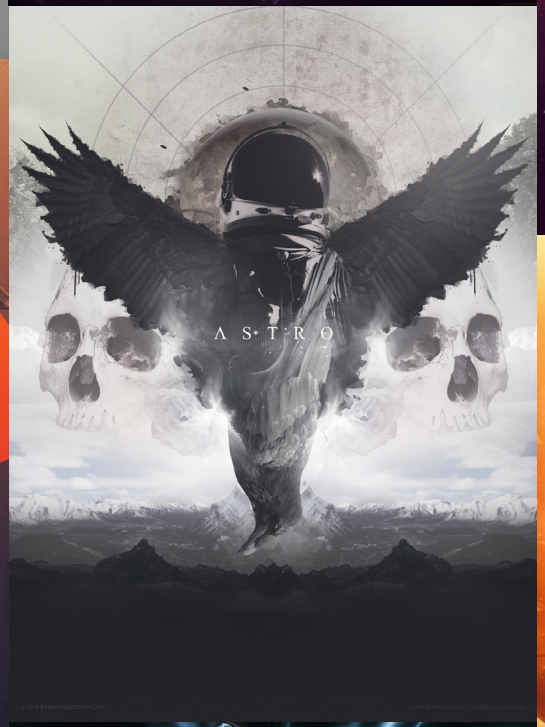


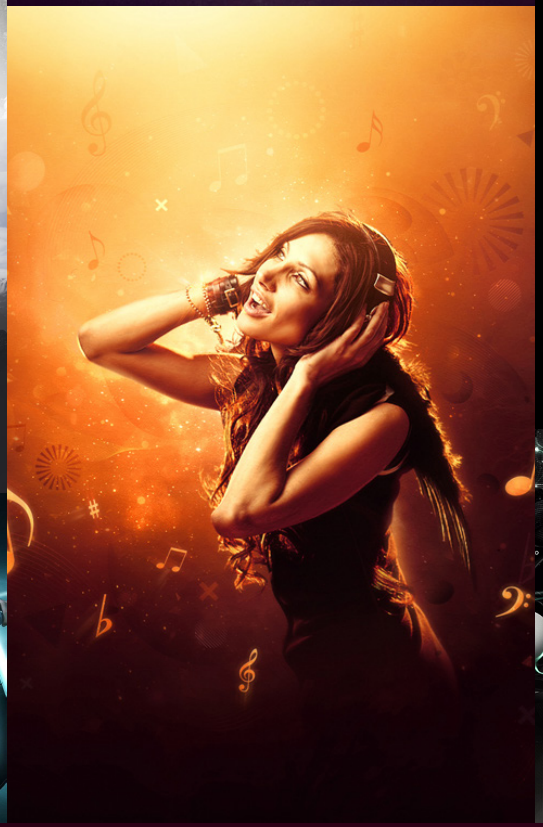
INSPIRATION MOODBOARD (USE OF LIBERTY)

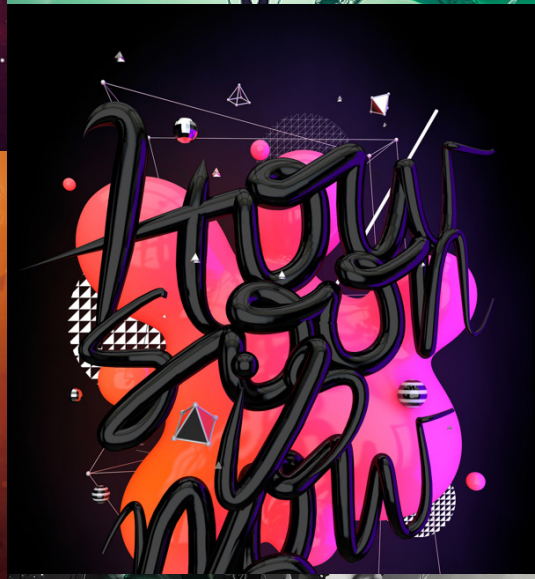
INFUSION

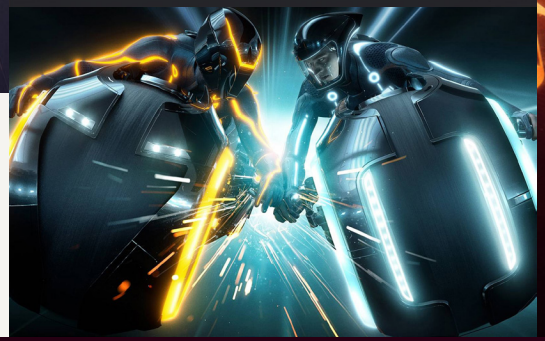


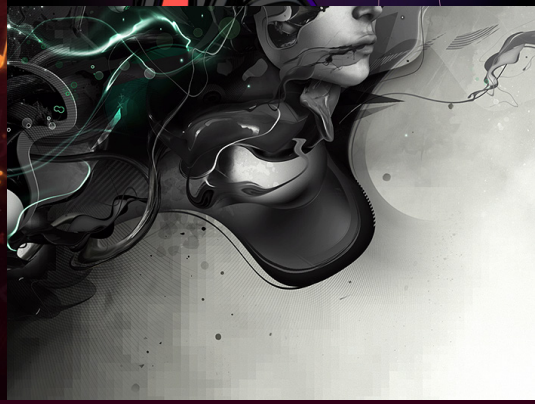












DECORO

IDENTITY OFFICIAL LOGO

- **Infusion** The act or process of infusing.
- **Infusing** To introduce, as if by pouring.

- **Characteristics** Collective + Drinks + Infusing.

- Colors reflect nightlife.
- Elegant gradient reflects the act of mixing.
- Mosaic and radial pattern represents “collective”, “unity”, and “coming together”.
- All caps in “Gotham HTF: Bold” reflects sophistication.

IDENTITY CLEARSPACE

Clearspace is measured using the width of 2 letters.

IDENTITY INCORRECT USAGE

1 Do not invert the logo
2 Do not use effects like drop shadow
3 Do not scale the logo unevenly
4 Do not rotate logo
5 Do not alter type placement
6 Do not reverse the logo
7 Do not alter colors
8 Do not make the logo black and white
9 Do not make the logo a flat color

1

2

3

4

5

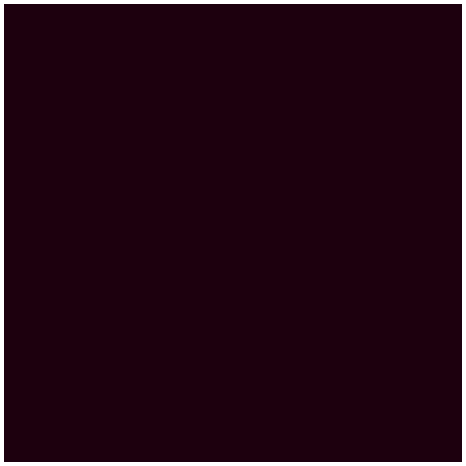
6

7

8

9

IDENTITY COLOR PALATTE



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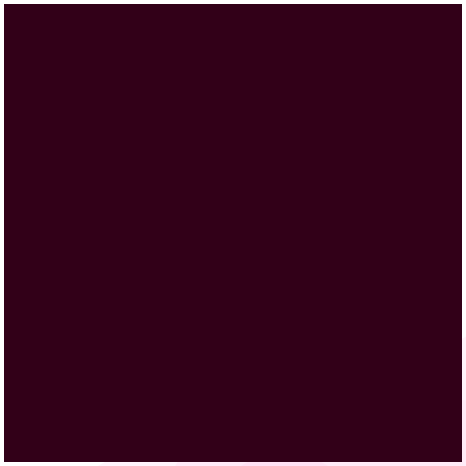
RGB 29/0/14
CMYK 65/75/60/82



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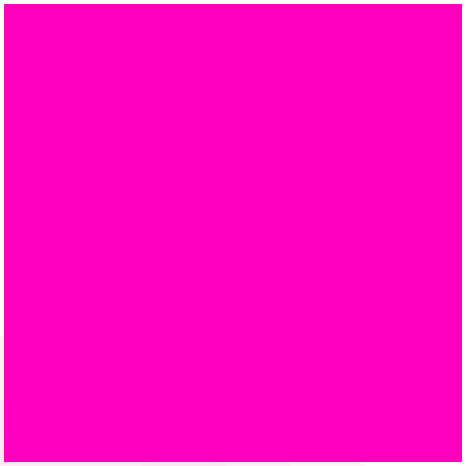

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CMYK 9/88/0/0

HEX #ffc000
RGB 255/192/0
CMYK 1/26/100/0

IDENTITY TYPOGRAPHY

EXO

Thin
Thin Italic
Extra Light
Extra Light Italic
Light Italic
Light
Regular
Regular Italic
Medium
Medium Italic
Demi Bold
Demi Bold Italic
Bold
Bold Italic
Black Italic
Extra Bold
Extra Bold Italic
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

GOTHAM

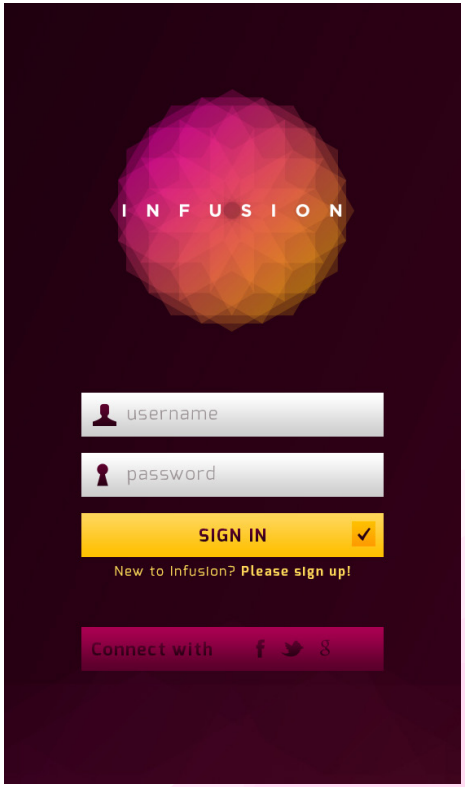
Light Condensed
Book Condensed
Medium Condensed
Bold Condensed
Thin
Thin Italic
Light
XLight
Light Italic
XLight Italic
Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Ultra
Black Italic
Ultra Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

15

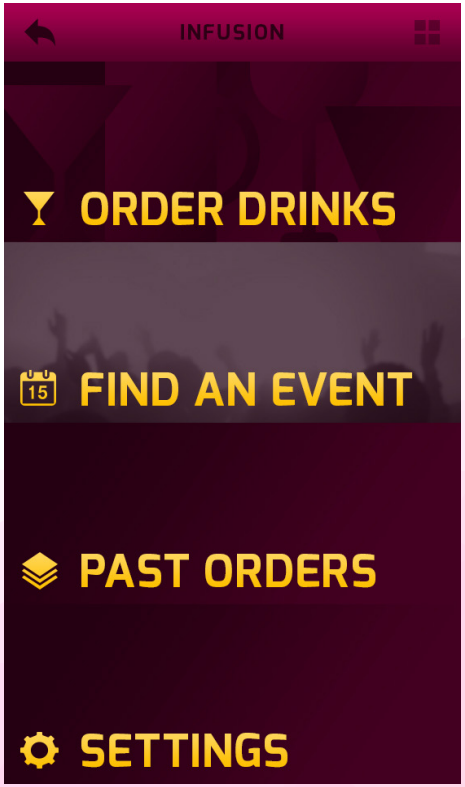
APPLICATION APP ICON

APPLICATION LOG IN



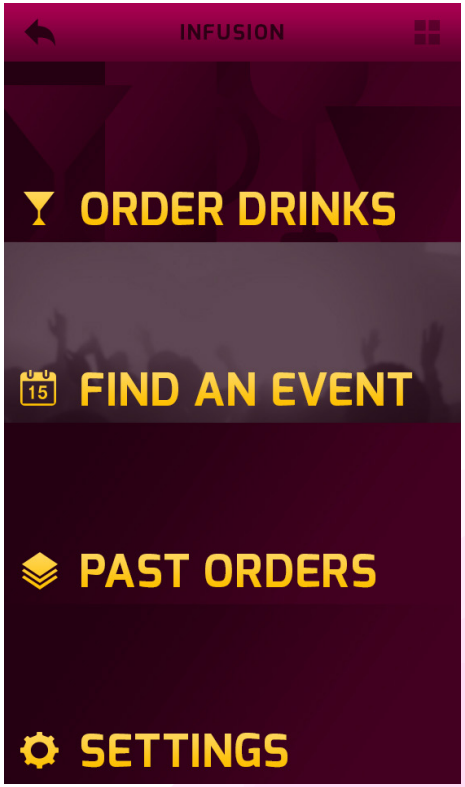
Log your information.

If you're new, you can quickly sign up using other social networks.

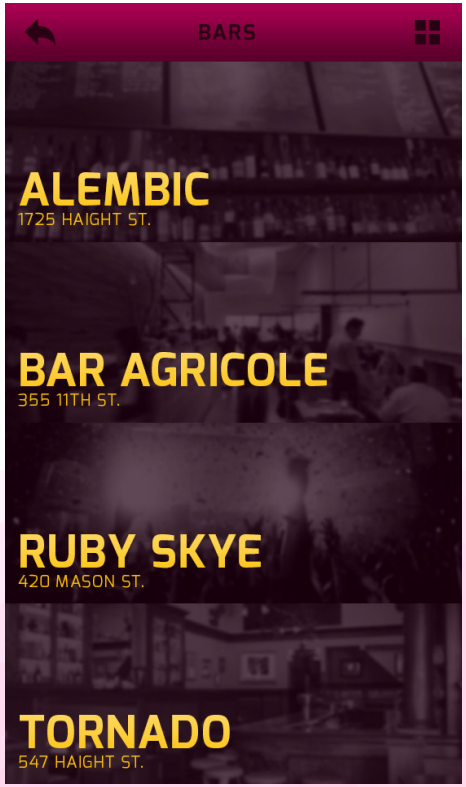


Main Menu

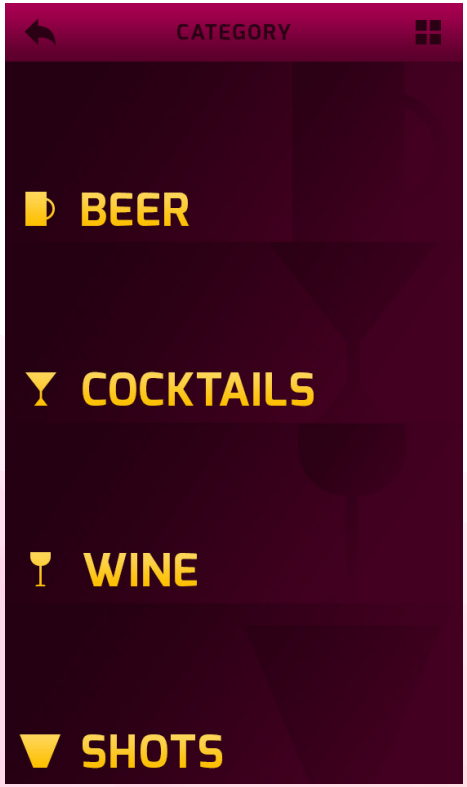
APPLICATION ORDERING DRINKS



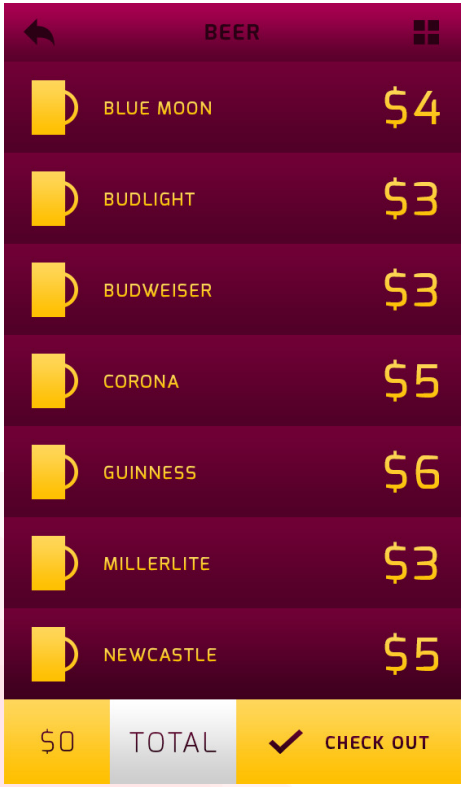
Select “Order Drinks”.



Select a bar.

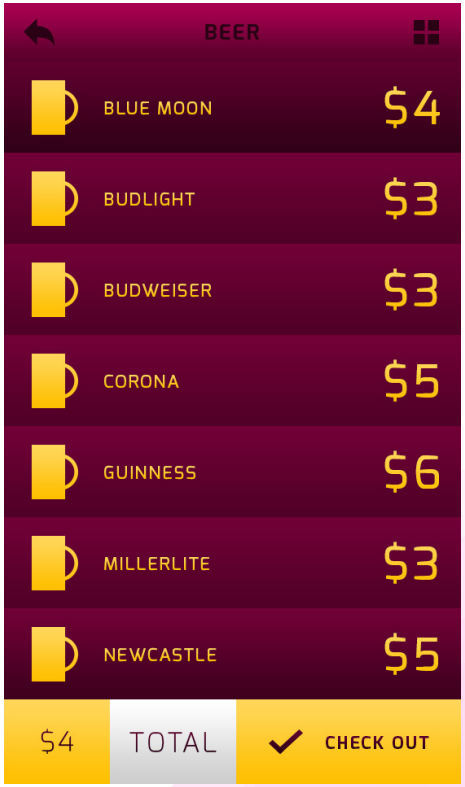


Select your taste.



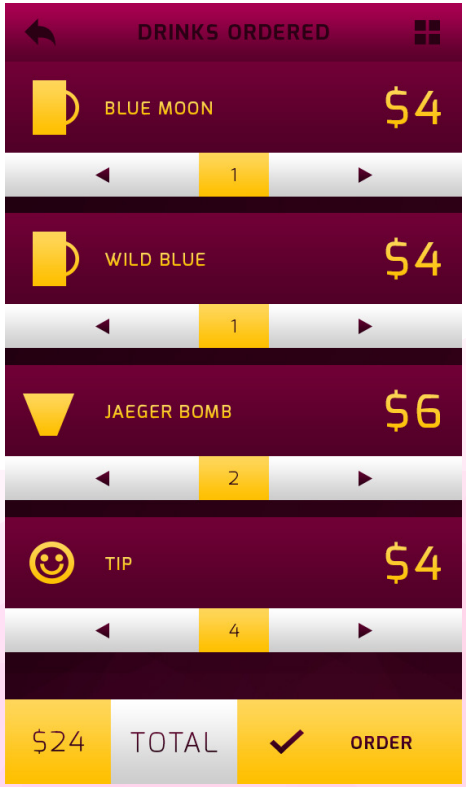
Select what you want.

APPLICATION ORDERING DRINKS (CONT.)



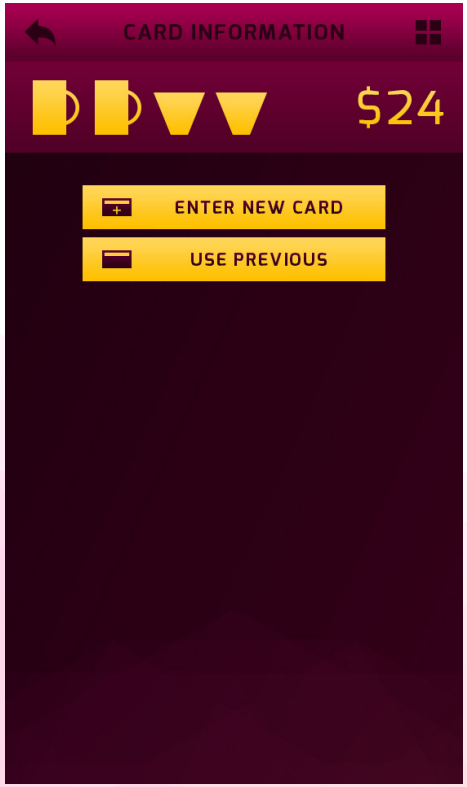
As you select, total updates.

When ready, check out.

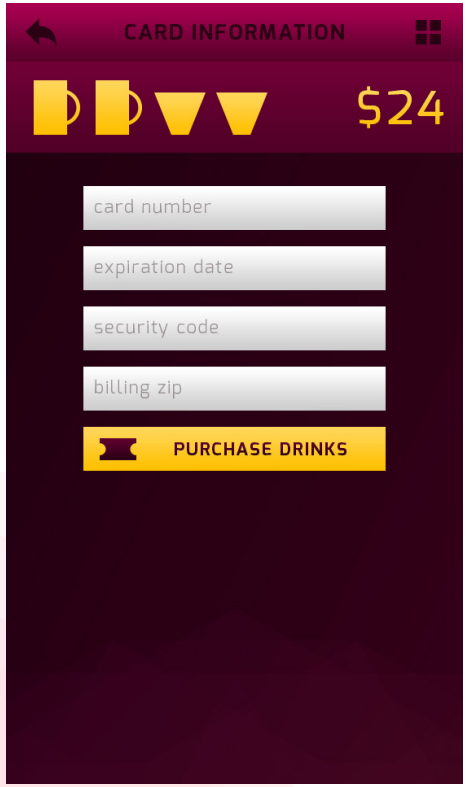


Toggle amount of drinks, and add a tip.

When ready, place your order.

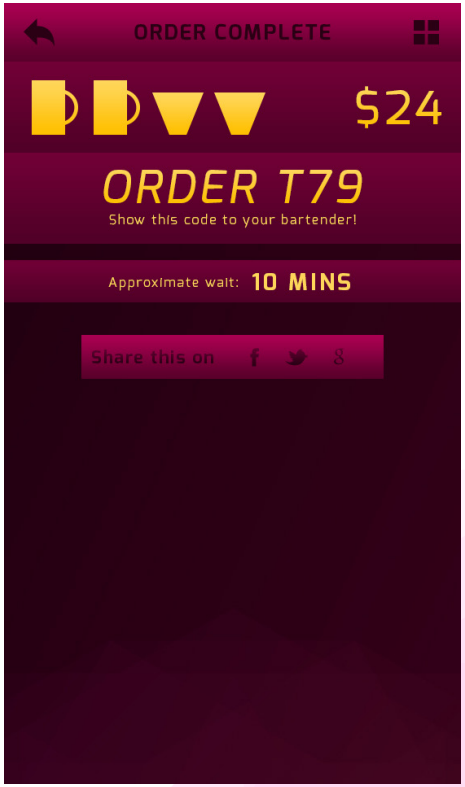


Enter a new card, or use a previous card from past orders.

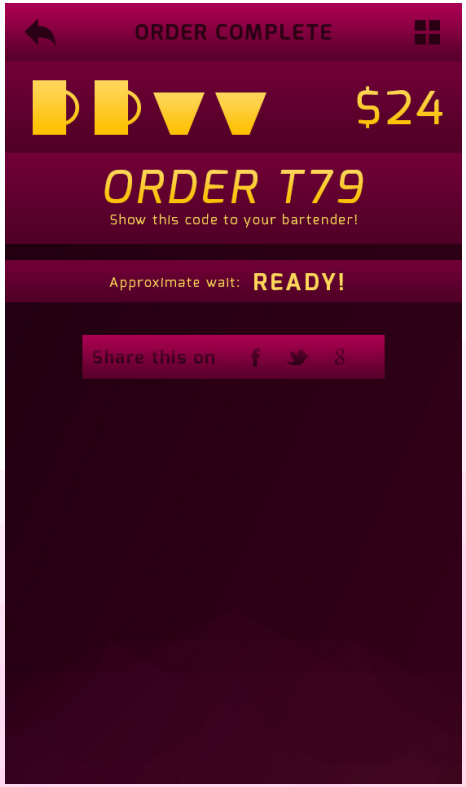


Enter your card information and purchase drinks.

APPLICATION ORDERING DRINKS (CONT.)



You'll receive a digital receipt, with an estimated wait time.

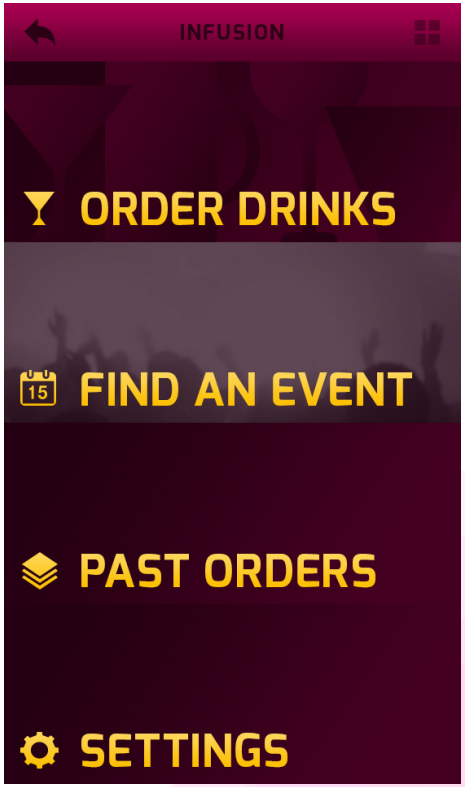


When your order is ready, you'll be notified.

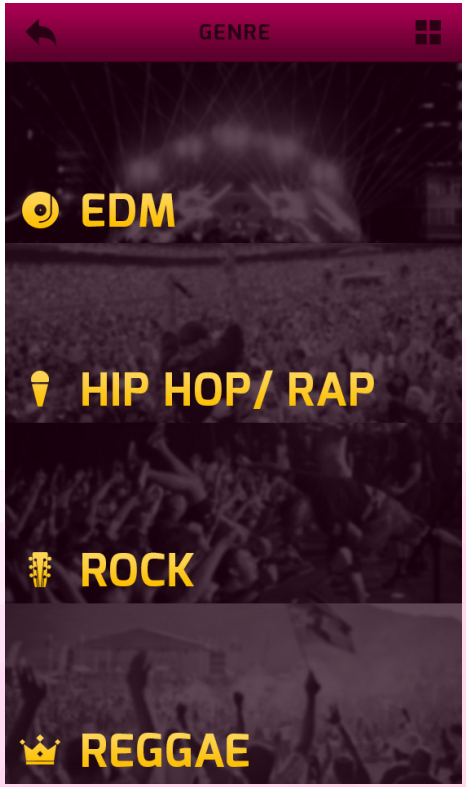
Show this digital receipt to the bartender to receive your order. (High Class venues can deliver to your table.)

Share your activity on multiple social networks to show your friends what you're drinking.

APPLICATION BUYING AN EVENT TICKET

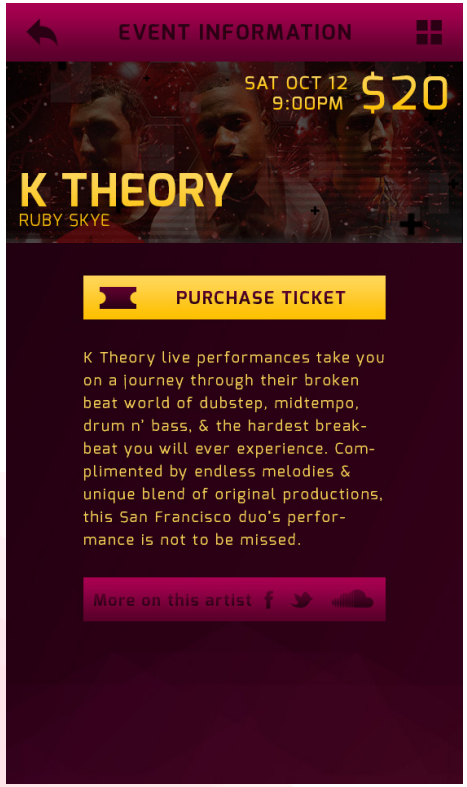


Select “Find an event”.



Select a genre.

Select an upcoming event.

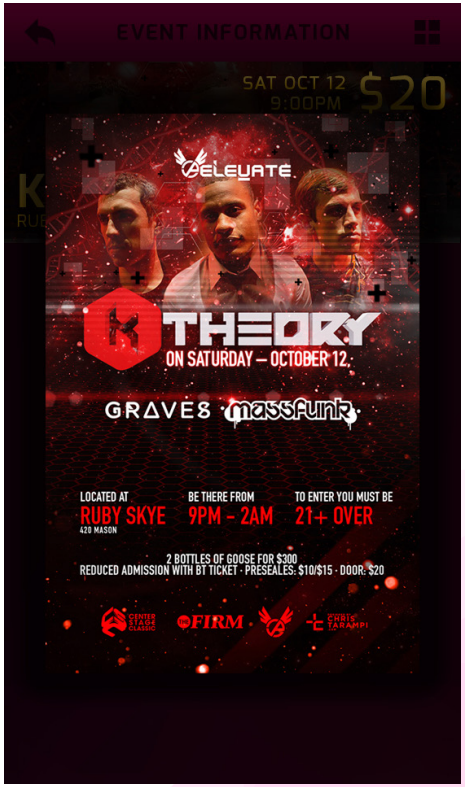


Inform yourself with the artist.

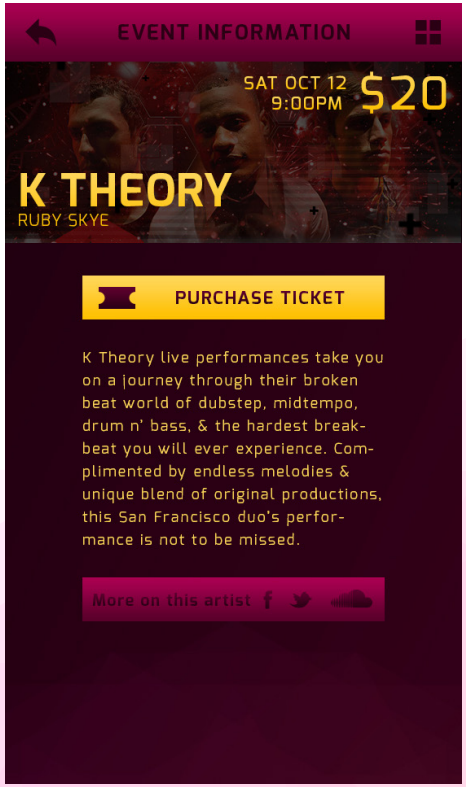
You can also visit them on other social networks.

Click top image to view flyer.

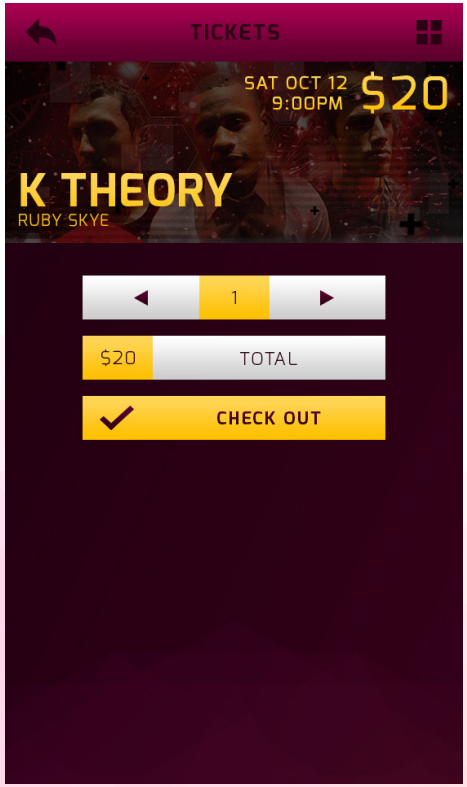
APPLICATION BUYING AN EVENT TICKET (CONT.)



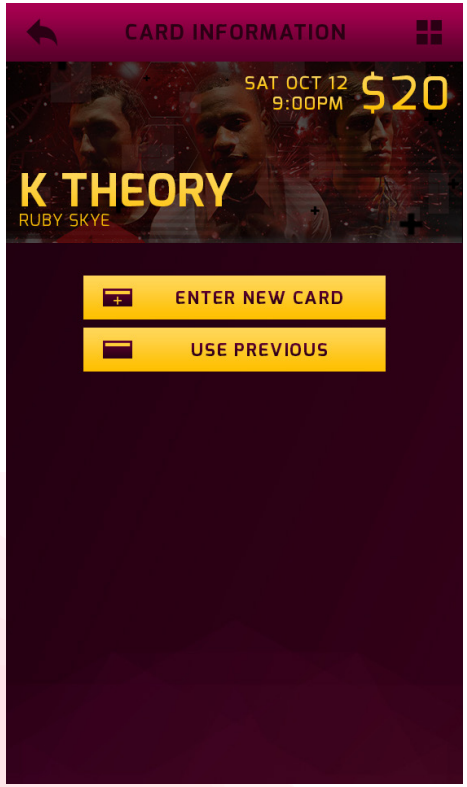
View flyer, and click anywhere to exit.



When ready, purchase ticket.

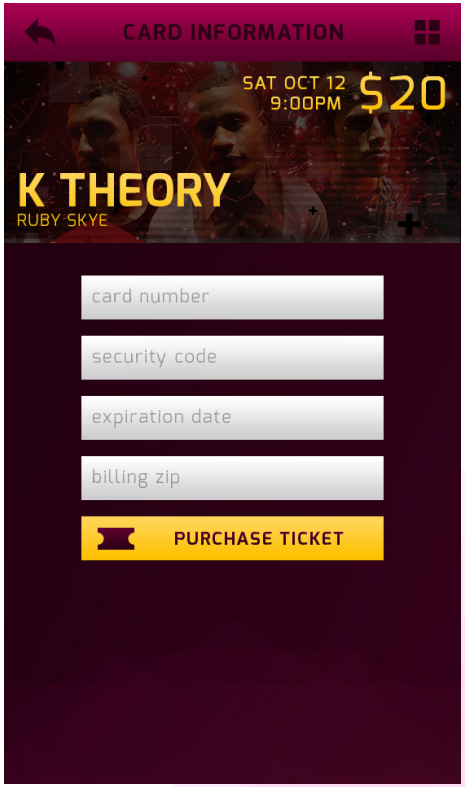


Toggle amount of tickets wanted and check out.

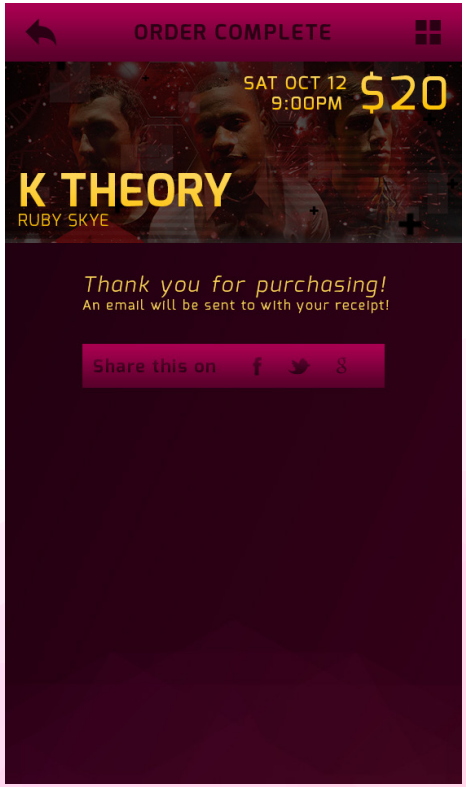


Enter a new card, or use a previous card from past orders.

APPLICATION BUYING AN EVENT TICKET (CONT.)



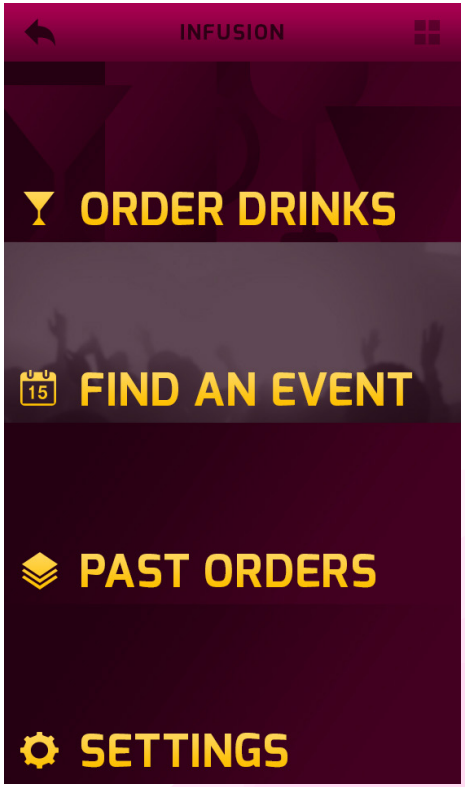
Enter your card information and purchase ticket.



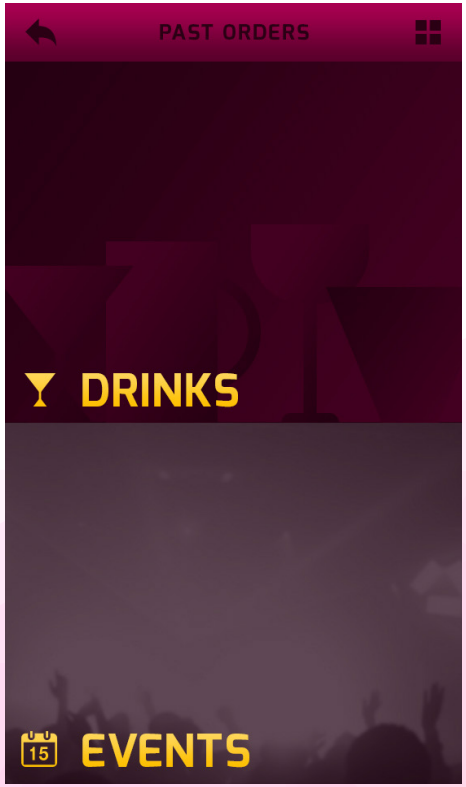
Your ticket will be emailed.

Share your activity on multiple social networks to show your friends what you're attending.

APPLICATION PAST ORDERS (DRINKS)

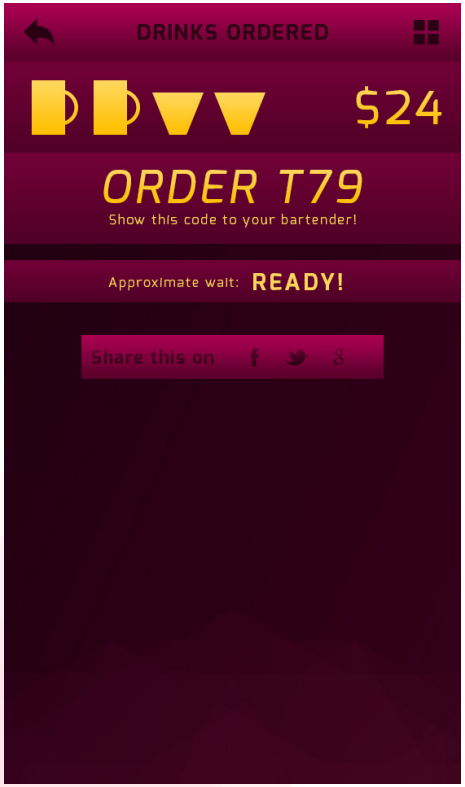


Select “Past orders”.



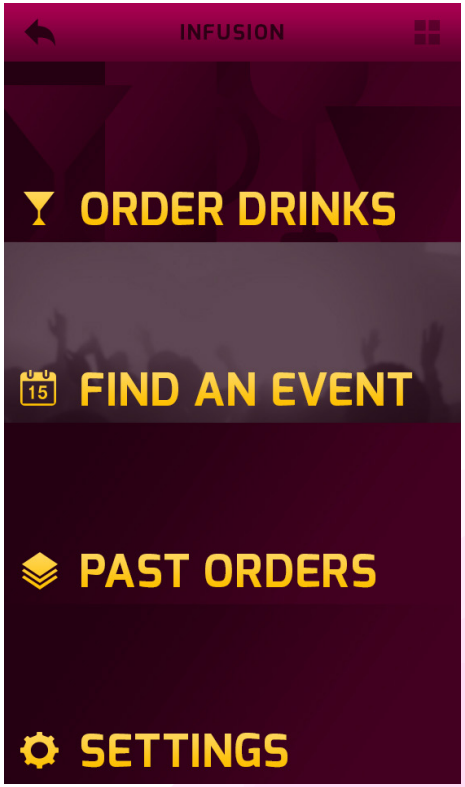
Select drinks.

Displays past orders.

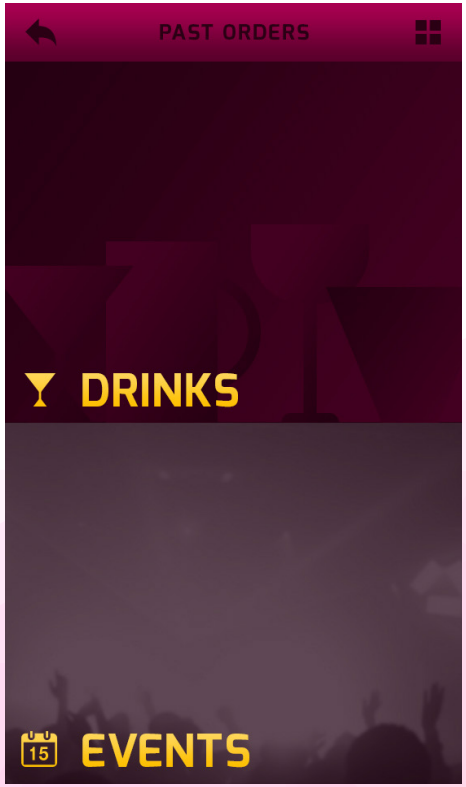


Displays if your estimated wait time, and if your drinks are ready.

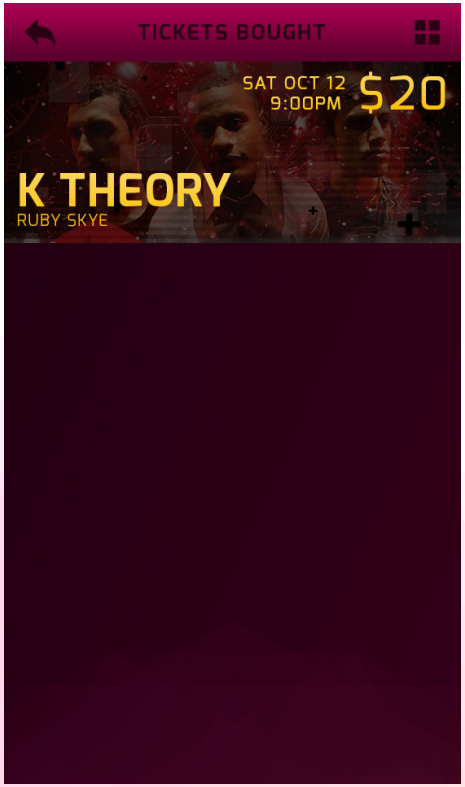
APPLICATION PAST ORDERS (EVENTS)



Select “Past orders”.

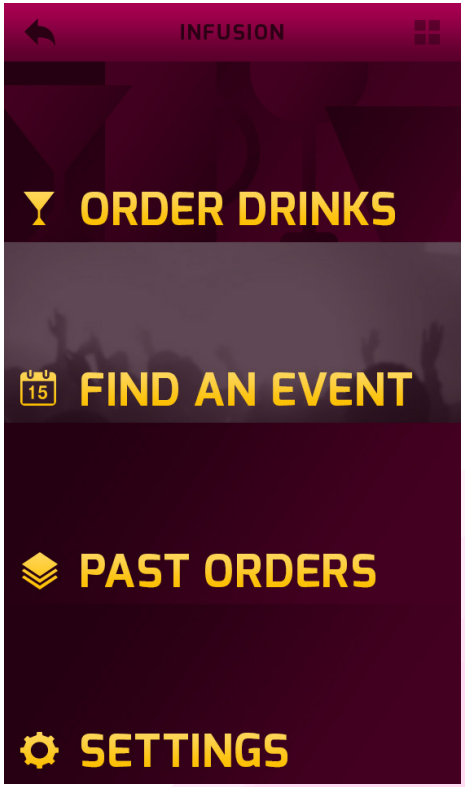


Select events.

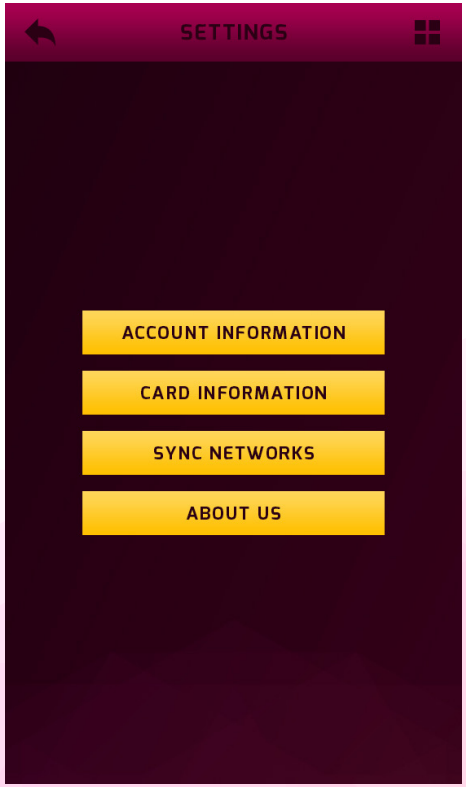


Displays what events you have ordered tickets for.

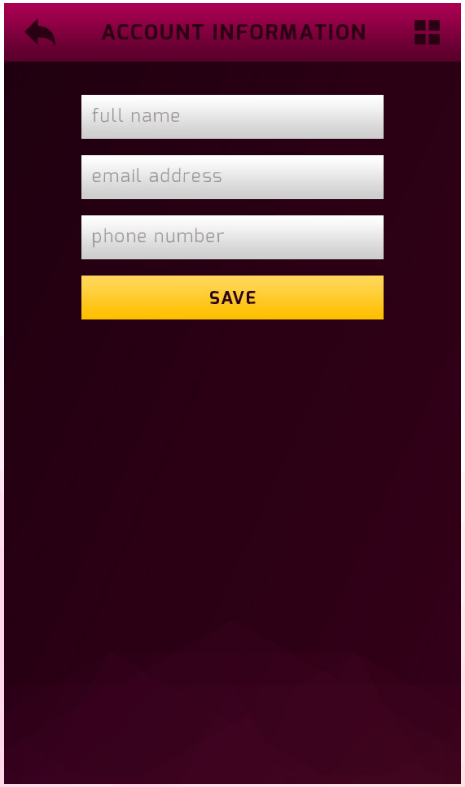
APPLICATION SETTINGS PAGES (EDITING INFORMATION)



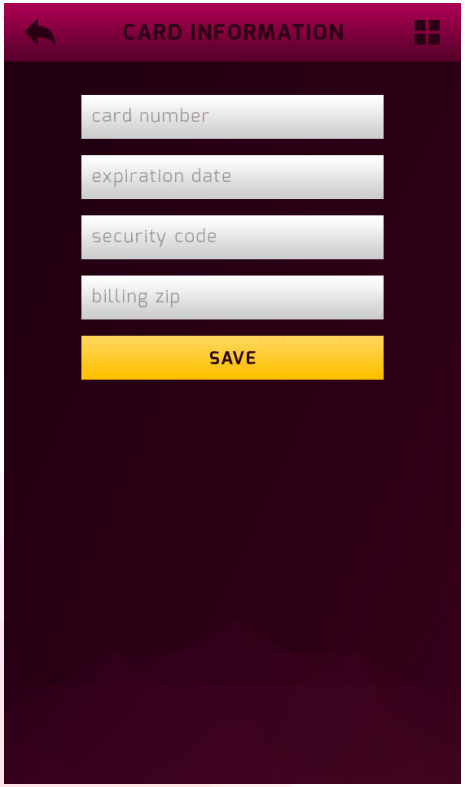
Select “Settings”.



Chose what you want edit or view.

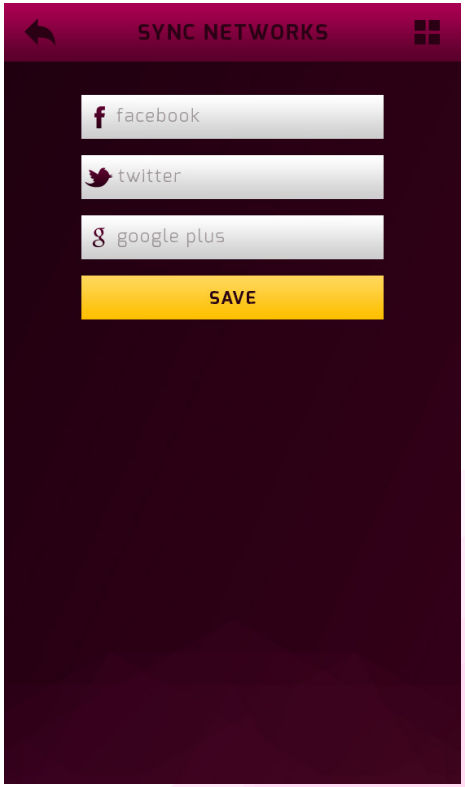


Edit account information and save.

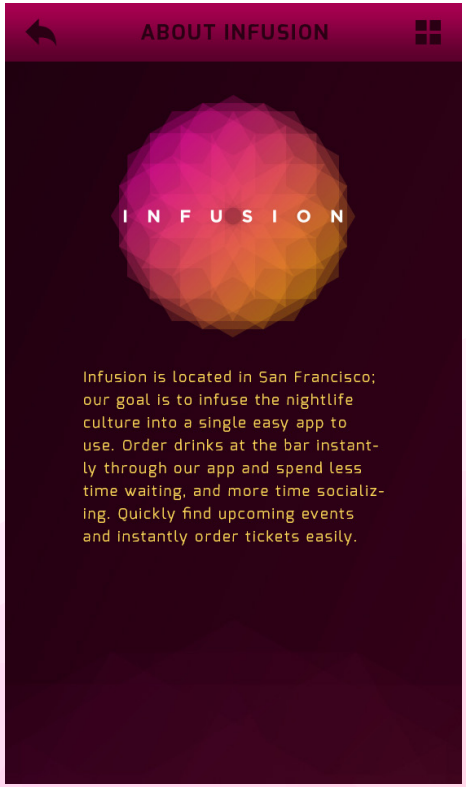


Edit card information and save.

APPLICATION SETTINGS PAGES (CONT.)



Edit connected social networks and save.

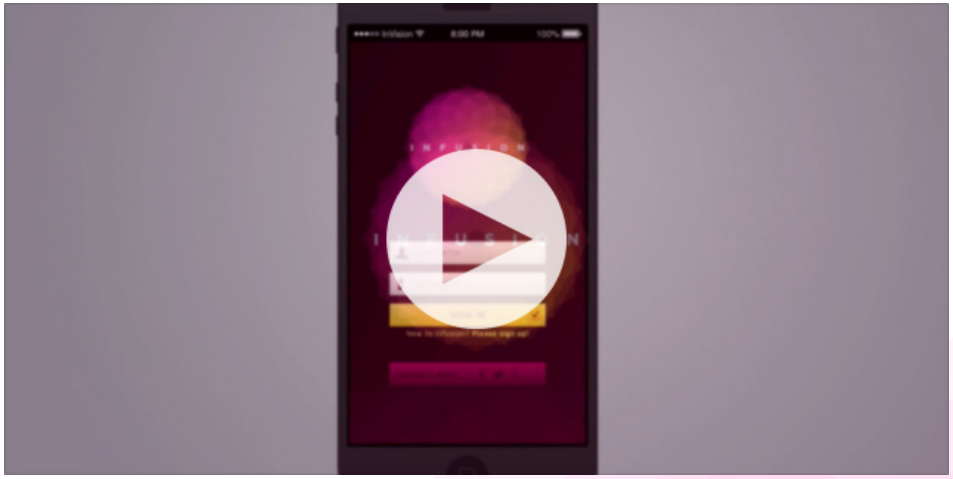


Learn about Infusion.

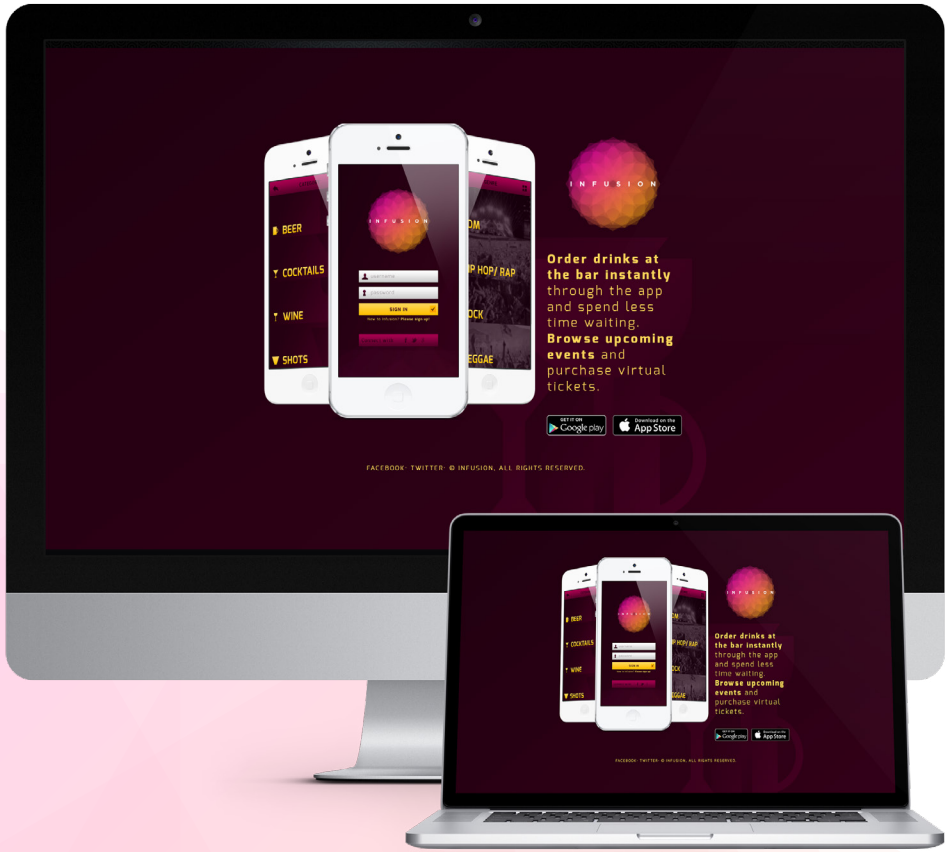
APPLICATION LIVE PROTOTYPE

Live Prototype: invis.io/N4J82VAE

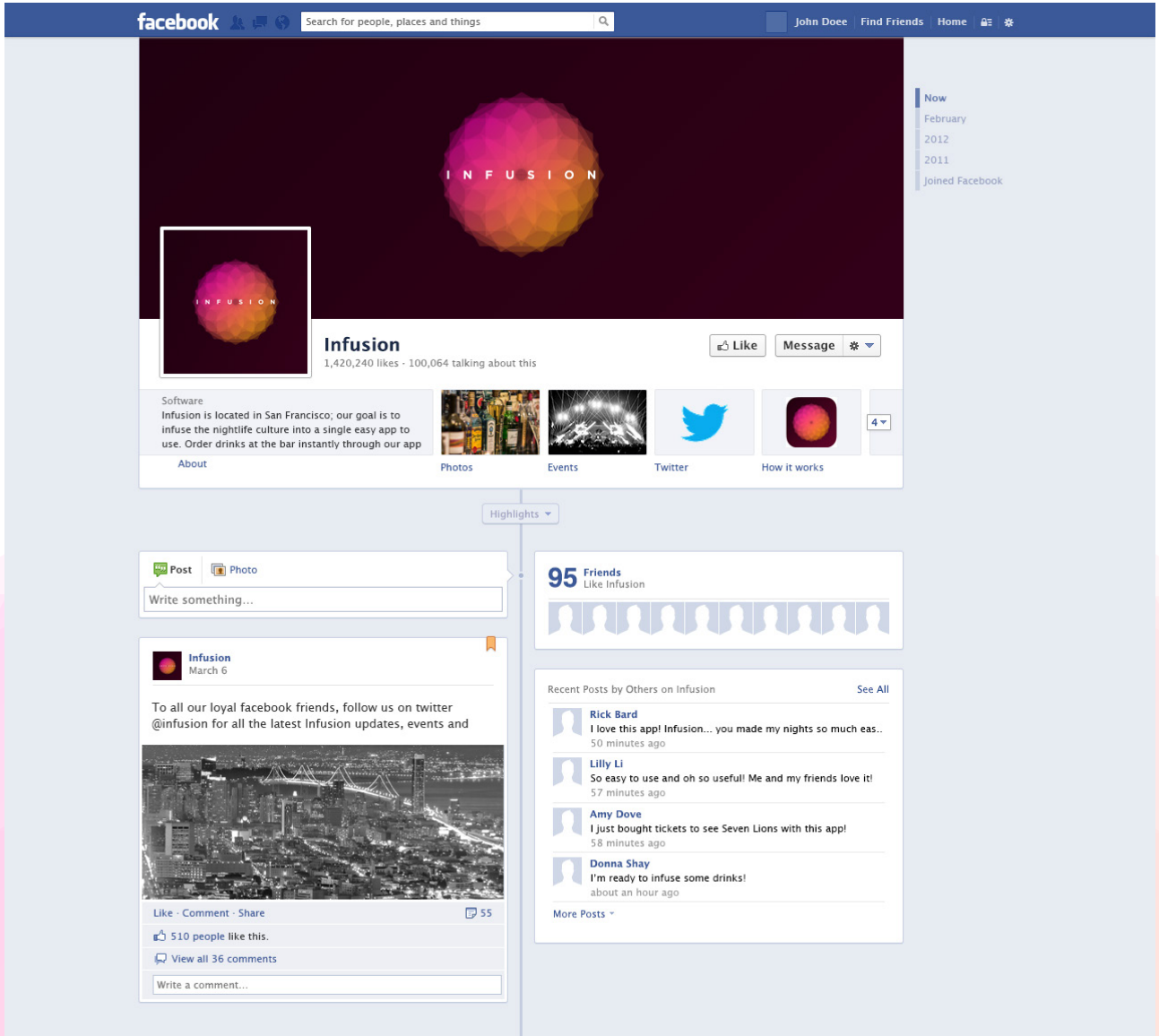
WALKTHROUGH VIDEO



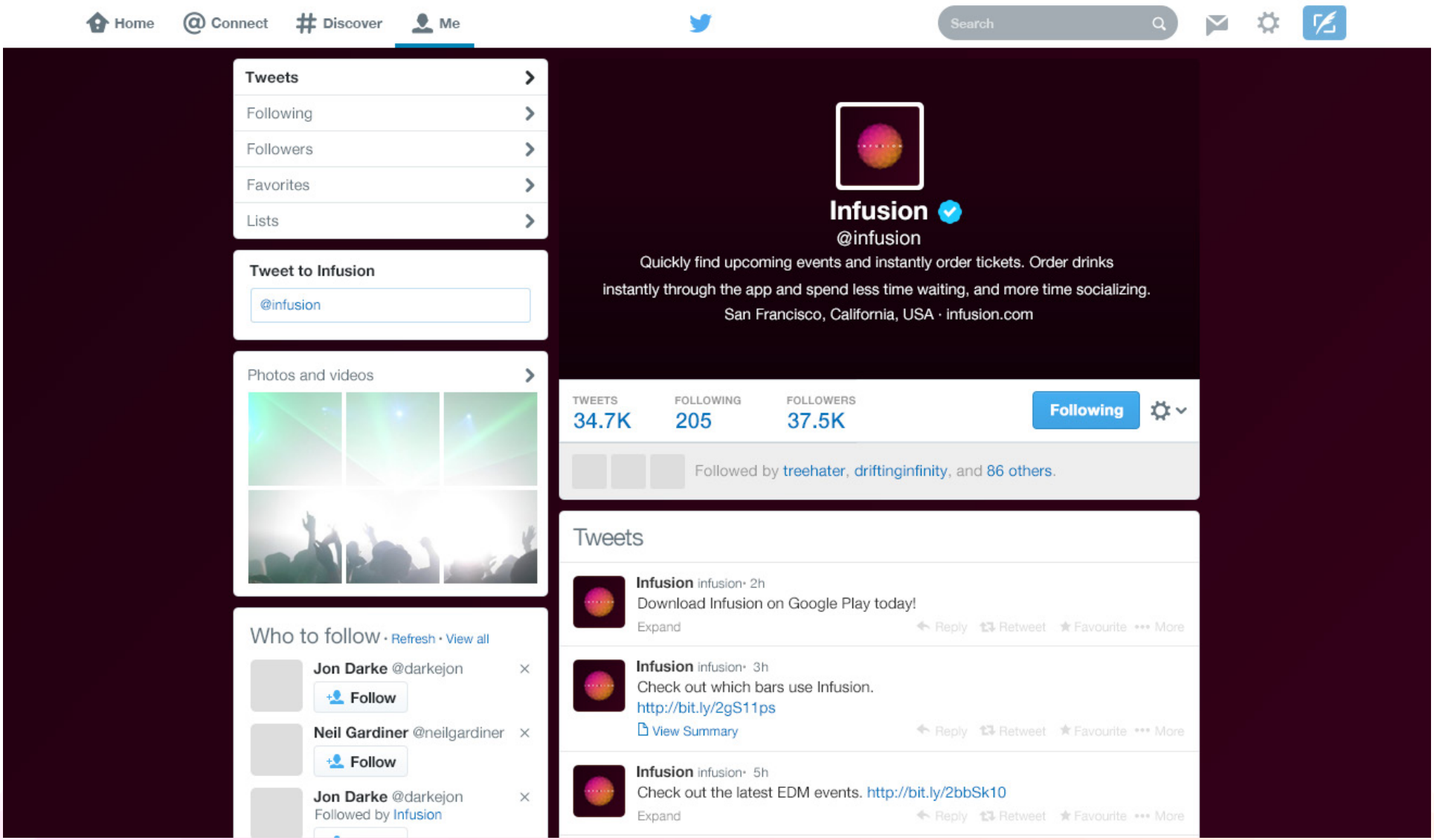
WEB SITE “DOWNLOAD ON GOOGLE PLAY AND APP STORE



SOCIAL MEDIA FACEBOOK

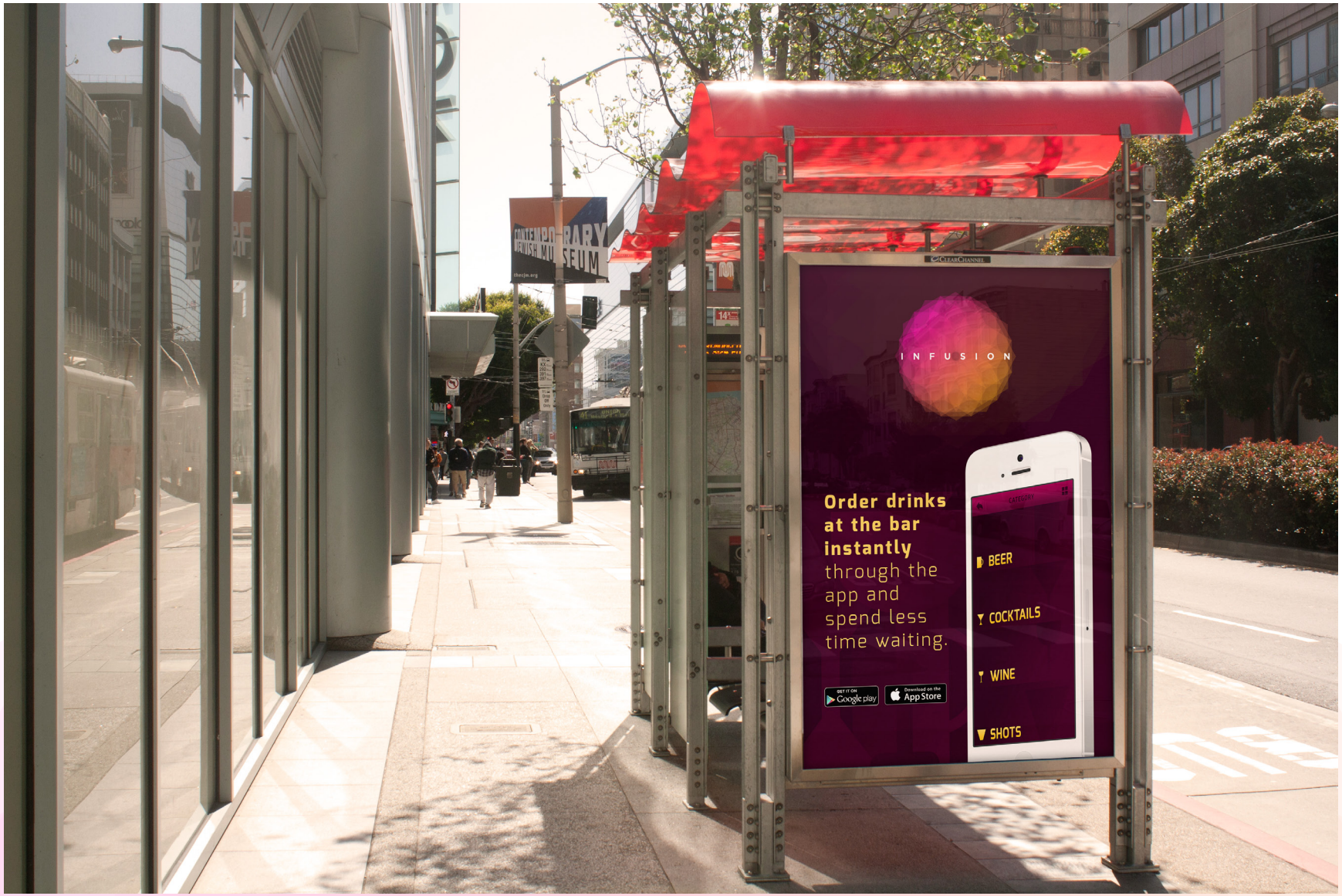


SOCIAL MEDIA TWITTER



PRINT STATIONERY

PRINT POSTER



CHRIS TARAMPI