

**SCENARIO:**

Christoph, Urs, and Zach met at the Berklee College of Music in Boston three years ago and formed a Jazz Trio, *The Colorblind James Experience*. Generally, they perform in the greater Boston area. However, this summer they're performing at the New Orleans Jazz Festival. Given that their travel and other expenses won't be comped, they'd like to book venues along the way. The two weeks before their show in New Orleans are flexible and they'd like to optimize their trip so as to hit as many venues as possible along the way. In order to do this, they pull up VenView, enter their start and end destinations and specify the two weeks that they have free. They narrow their search to include only small jazz venues and browse the possibilities, adjusting the cities they'd like to hit and spots they definitely don't want to miss. Using VenView's database, *The Colorblind James Experience*, efficiently culls a list of available venues. Using this information they're able to pad their tour and reach new audiences they would not have met otherwise.

*The Colorblind James Experience*, incorporates VenView into their local routine as well. By searching only in Boston, they're able to quickly find available venues quickly even given their complicated school schedules.

Prof. Evan Ziporyn is a composer, clarinetist, pianist and lecturer. His schedule is packed with events far and wide. While he's grateful to say that he doesn't have trouble booking gigs, he isn't able to manage his visits that efficiently. He specializes in new music and loves exposing small audiences to his work and that of his peers. But often, smaller venues simply can't afford to foot the cost, especially with the increasing price of gas. Prof. Ziporyn uses VenView to research cities he has already booked gigs with. VenView displays venues specific to his genre nearby. Prof. Ziporyn narrows the results and contacts the venues based on the information supplied by VenView at a cost they can afford.

**TASKS:**

1. Based on users' time availability, search all the potential venues users can perform at around one city. Narrow search results based on venue specifications, such as genre played at venue, capacity, etc.
2. Create a music tour by searching all venues from a start location, A, to an end location, B. The user can add a city to visit in the middle between A and B.
3. Select venues the users want to perform at and finalize the trip.

### DESIGN 1: Node form:

Christophe chooses Boston as a location he wants to perform in from the dates of 3/23 to 3/28. When he clicks enter, the available venues near the entered location, Boston, appear on the screen.

Begin Date: 23 | 03 | 2012  
End Date: 28 | 03 | 2012

A Boston  
music tour

Narrow based on:  
genre   
audience   
type capacity

ENTER

The sketch shows a search interface with a location field containing 'Boston' and a 'music tour' label. Below are three filter categories: 'genre', 'audience', and 'type capacity', each with an empty input field. A large 'ENTER' button is at the bottom. To the right, a map area contains several hand-drawn venue icons (rectangles with 'h' or 'A' inside) and a dashed vertical line separating the filters from the map.

Christophe only performs Jazz, so he narrows the available venues to those specialized in Jazz. Additionally he wants to play at a smaller venue, so he selects the venue size to fit 200 people. The results refresh to fit these parameters.

Christophe decides on the venue he wants to perform at, so he marks it with a red star.

Begin Date: 23 | 03 | 2012  
End Date: 28 | 03 | 2012

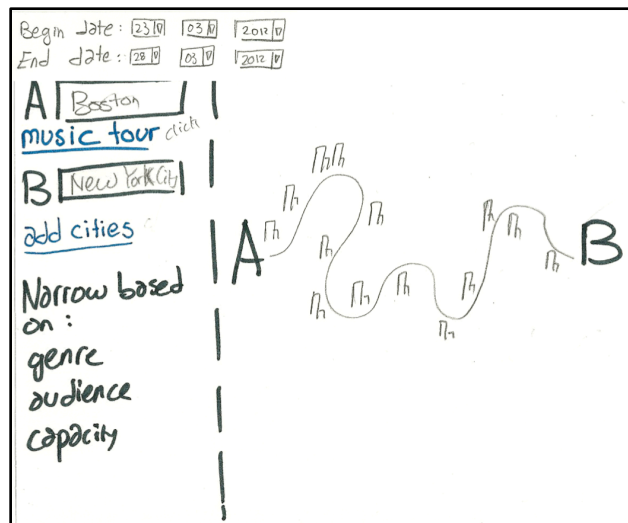
A Boston  
music tour

Narrow based on:  
genre JAZZ  
audience   
capacity 200

ENTER

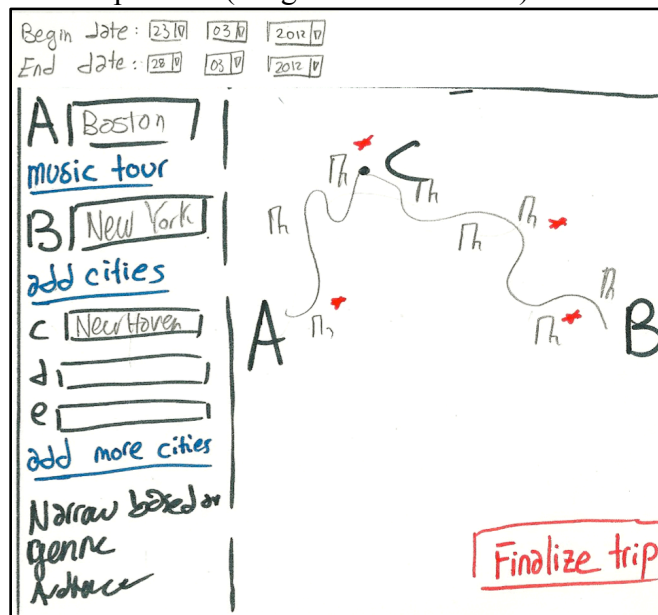
The sketch shows the search interface after applying filters. The 'genre' field now contains 'JAZZ' and the 'capacity' field contains '200'. A dropdown menu for capacity is shown with options: 100, 200, 500, 1000. A red star is placed next to a venue icon on the map, with an arrow pointing to it and the text 'add star'. The 'ENTER' button is at the bottom. The map area contains several hand-drawn venue icons and a dashed vertical line separating the filters from the map.

When Christophe gets to Boston, instead of performing, he and his band members, Zach and Urs, decide to go on a tour to NYC. So they click the **music tour** click and a second text box appears for them to enter NYC in. Additionally, an **add cities** click appears as well to enable them to specify any cities they want to visit between Boston and NYC. They keep the dates as is, from 3/23 to 3/28. They enter their end location as NYC and click enter. A path from Boston to NYC appears on the screen. The path maximizes the number of venues between Boston and NYC.



Christophe and his friends decide they want to pass by New Haven on the way to perform for their friends in Yale. So they click the **add cities** click, and a number of text boxes appear. In one of them they enter: “New Haven”, then they click enter. A path from Boston to NYC appears, that passes through New Haven.

Christophe and his friends mark the venues they want to pass by with red stars. When they are done, they click the **finalize trip** button. Then the path refreshes to show them their finale path with all stops on it. (Diagram not available)



**Analysis:**

Learnability:

Pros:

- The interface is consistent with other mapping services, in the way in which it allows multiple locations and cities.

Cons:

- The relative distance provided for the user might be misleading, instead of using a map, Design 1 uses relative nodes. So the distance from i.e. Boston to New Haven will be equal to New Haven to NYC. When it might not be in real life.

Efficiency:

- The design gives feedback to the user in regards to the instant refreshed results after a narrowed search.
- It does not require the user to go back to a previous screen to change input information; all the information can be changed from the same screen.

Safety:

- There is not direct change of data inputted by the venues.

**DESIGN 2: List Form:**

This form pays special attention to a user's schedule.

Left Column: Displays venues with open slots in the specified place and timeline.

**VEN VIEW**

LOCATIONS) A  FOR DATE(S)  thru

add more locations

GENRE:

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
Paradise Rock Club	—	—	OPEN	—	—	—
Brighton Music Hall	Open	—	Open	OPEN	OPEN	—
House of Blues Boston	Open	—	—	OPEN	—	OPEN





Below, the user has selected an opening at Winsor Hall for Day 4. The conflicting opening is greyed out and a green tick is added besides the “current location” (in purple).

**VEN VIEW**

GENRE:

LOCATIONS: A  B

FOR DATE(S)  thru

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
New England Jazz Club				-	OPEN	OPEN
Winsor Hall				OPEN	OPEN	-
Bristol Jazz Club				OPEN	-	OPEN

VenView has updated the displayed venues to location B (New York). The view also reflects the user’s previous selection (green tick), and updated current location (in purple).

**VEN VIEW**

GENRE:

LOCATIONS: A  B

FOR DATE(S)  thru

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
Knitting Factory					OPEN	-
Poisson Rouge					OPEN	-
Village Vanguard					-	OPEN

**Analysis:**

The familiar form of a scheduling table and the well-defined text fields for user input make this form highly learnable. The interface is also quickly responsive (regions grey out depending on the user’s selections) which helps the user discover the interface’s behavior. The main ambiguous point to this interface is that the left column displays only venues that are available within the given time frame for a specific location—specified by the slider between user-inputted locations, A and B.

This design is highly efficient since it enables users to quickly draft a schedule for their tour. However, because the domain of what the user can select depends on their previous selections (earlier shows before later shows), it is not as quick to update non-

sequentially. For instance, the user will have to clear their previous selections in order to enable earlier shows for a later location to become available.

Overall, our app does not enable users (musicians) to directly book a venue. While this means that our data is reliable because it is only controlled by the venues, the turnaround time for our data is slowed. This affects the security because multiple musicians may think they can book a venue, when in fact they cannot. This sacrifices the reliability of our interface and may perhaps discourage musicians from using it.

### **DESIGN 3: map:**

The Colorblind James experience would like to look at all the available open venues around Boston next Saturday night. They want something only 5 miles within the vicinity because they don't have a car. So they enter the location, the distance which they are willing to travel. They also enter how they want to filter the search or order search results. All the user input entered is highlighted in this page below . They can add more constraints if they like on this search by clicking on the plus sign. After they click on the blue button to Get Venues, all the Venues will appear on the map, as well as a list below with a scrollbar If they click on any of the venues they get a pop up and they can see details regarding the venue. To remove any of the search constraints they can just click on the little x near the field.



Location  From  to

[Add more locations](#)

Distance within

Order by

Filter by

[Get Venues](#)

Results

- A** Paradise Rock Club  
967 Commonwealth Avenue, Boston, MA  
(617) 562-8800 · thedise.com
- B** Brighton Music Hall  
158 Brighton Avenue, MA  
(617) 779-0140 · brightonmusichall.com
- C** Bank of America Pavilion  
290 Northern Avenue, Boston, MA  
(617) 728-1600 · livenation.com
- D** House of Blues Boston  
15 Lansdowne St, Boston, MA  
(888) 693-2583 · houseofblues.com  
Category: Concert Venues

**Brighton Music Hall**  
Address  
158 Brighton Avenue  
Boston, MA  
617 779 0140  
Website  
brightonmusichall.com  
[More info](#)

The Colorblind James are planning a road trip from Boston to New York where they have a performance scheduled. They are wondering if they can schedule other gigs within a certain radius of the path they travel. If they click on Add more locations they get to the screen below. In that screen they can enter the city, as well as the dates at which they planning to stay in the city. The best car route is then shown, and all venues within a certain radius appear. The user inputs are identical, except the additional location on the path.

Location  From  To

From  To

Add more locations

distance along path within

Order by

Filter by



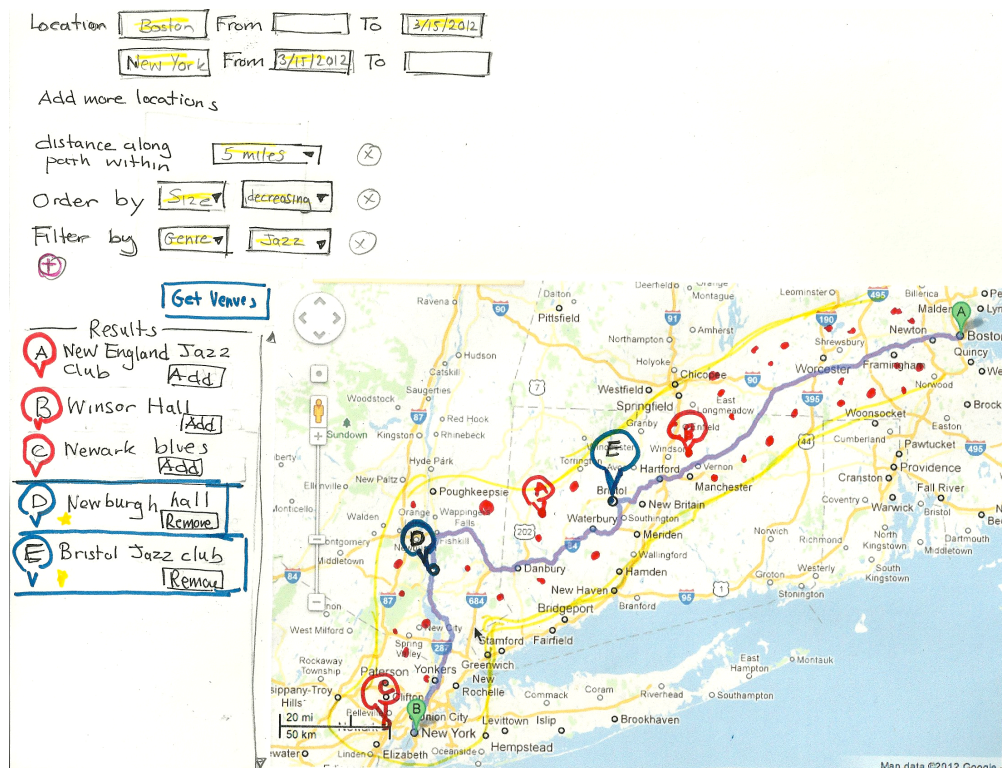
Bristol Jazz Club

Address  
192 Washington Street  
Bristol, CT  
Website Bristoljazz.com

- Results
- A New England Jazz Club
  - B Winsor Hall
  - C Newark blues
  - D Newburgh hall
  - E Bristol Jazz Club



To add a certain venue, the Colorblind James can then just click on Add button below the venue. In this case Colorblind James decide to add Newburgh hall as well as Bristol jazz club as venues on their trip. If they click on the add button for each of these venues, and then on the get Venues button again, the page then reloads, showing the selected venues in the map as blue. The selected venues are also shown with blue boxes around them. They can now remove each venue now clicking on the remove button below each of the venue that are already selected.



### Analysis:

**Learnability:** This design is very learnable because it's very similar to the commonly used google maps interface.

**Efficiency:** this design is not so optimal in terms of efficiency because it will often have to recalculate routes whenever the user specifies a new location or a certain venue. It's difficult for this design to address other issues such as if the user intends to use public transport or plane travel from both A to B. In addition this design does not address the issue of actually scheduling or booking a certain venue.

**Safety:** This design is also not safe in the sense it will not keep track of all the constraints or venues that you select. If you click on the little x, it removes it from the list and it's difficult to retrieve the search results again.