

**Interaction design studio**

Communication Design Course  
a.y. 2019/2020

**Professors**

Brugnoli Gianluca, Garzotto Franca,  
Pompili Jacopo, Tolino Umberto

**Designers**

Calabrese Susanna, Di Lorenzo Leonardo,  
Mammanna Matilde, Migliorini Virginia



**POLITECNICO**  
MILANO 1863

# Zillion Events, Stay Tuned

Who we are\_  
Our design challenge\_

# Group Leo



Calabrese Susanna  
susannaclb@gmail.com



Di Leonardo Lorenzo  
dileonardolorenzo@gmail.com



Mammana Matilde  
matilde.mammana@gmail.com



Migliorini Virginia  
migliorinivirginia0@gmail.com

Who we are\_  
Our design challenge\_

# Rethink live streaming events

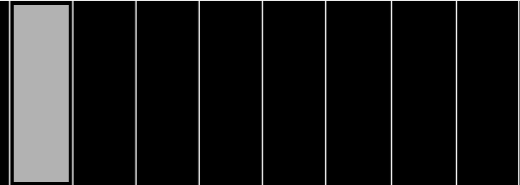
## why

The vast majority of music artists' earnings come from live concerts, but the future of the whole industry is uncertain. Live concerts probably will be one of the last services to be reopened to the public.

## how

Providing the audience to have an interactive and accessible experience. We want to make again the live concert a social experience that is worth to pay for, even in this period of social distancing.

Who we are\_  
Our design challenge\_



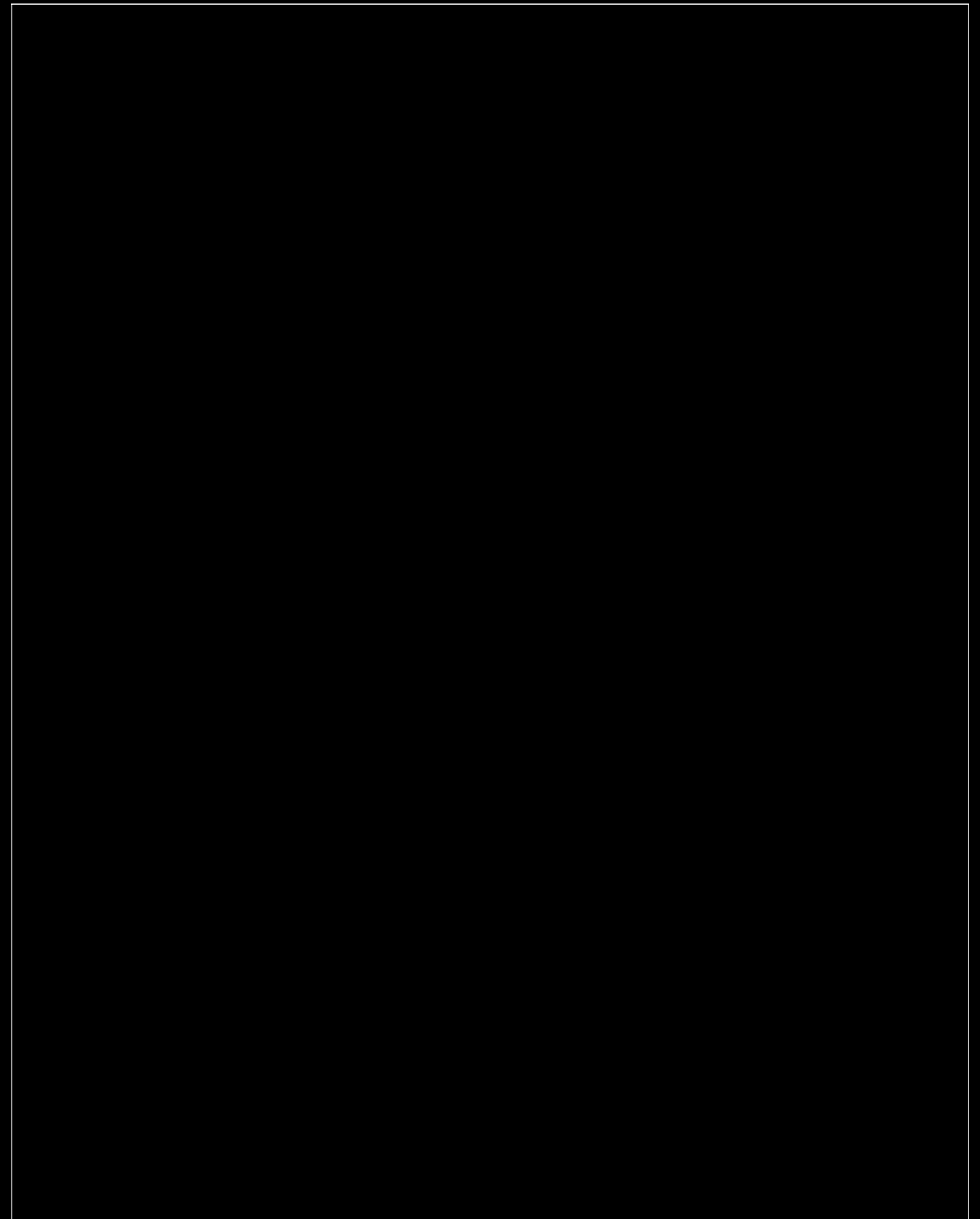
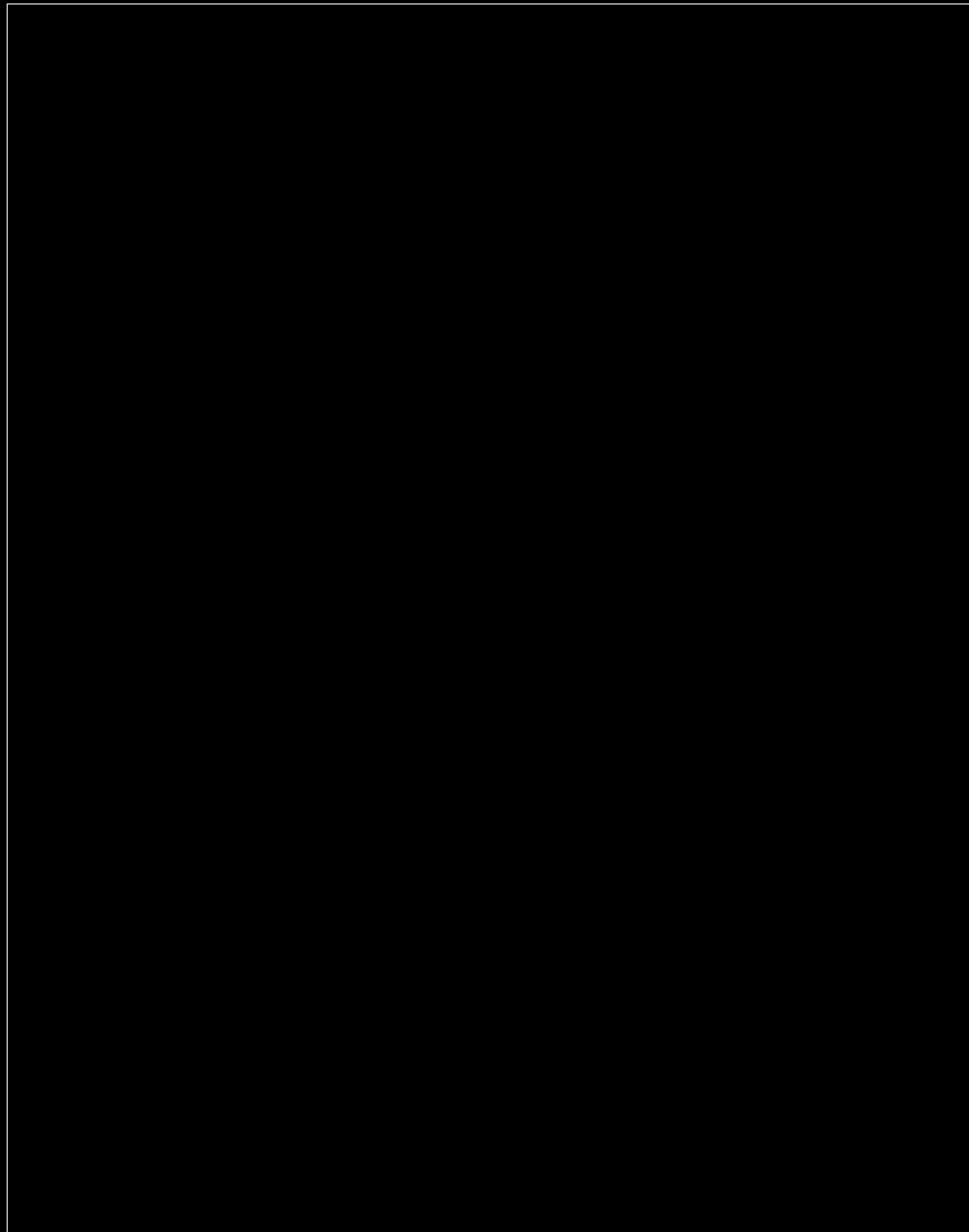
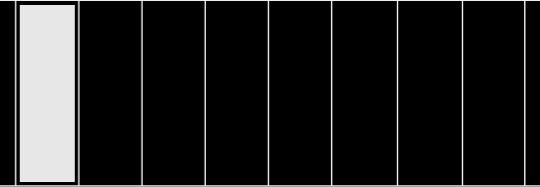
# Rethink live streaming events

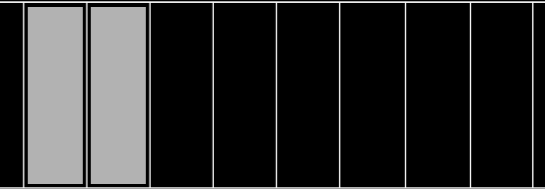
**Let's take up  
the challenge!**



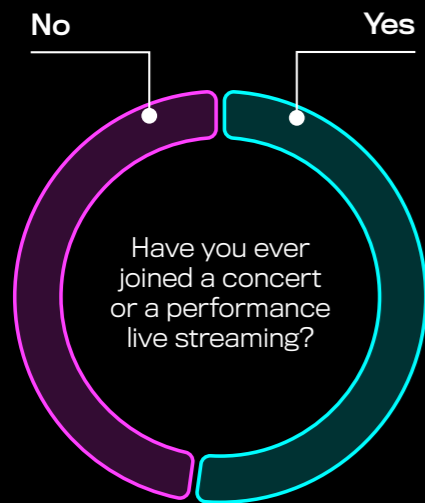
Online survey\_  
Interviews and focus groups\_  
Key words\_

# User Research

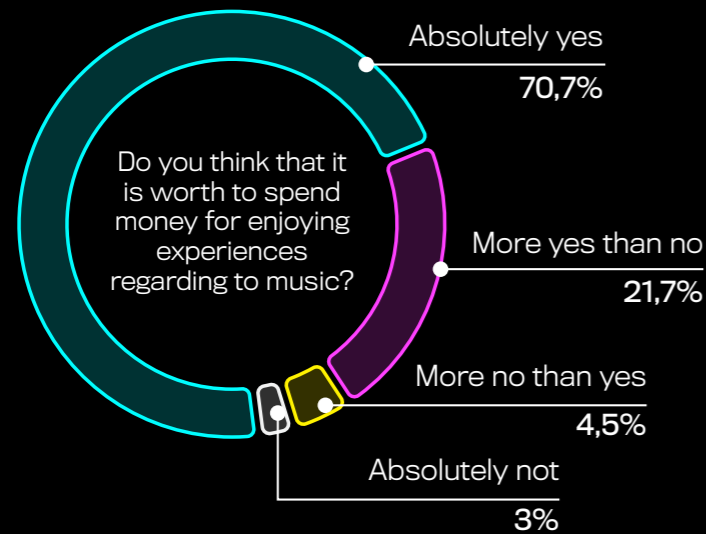
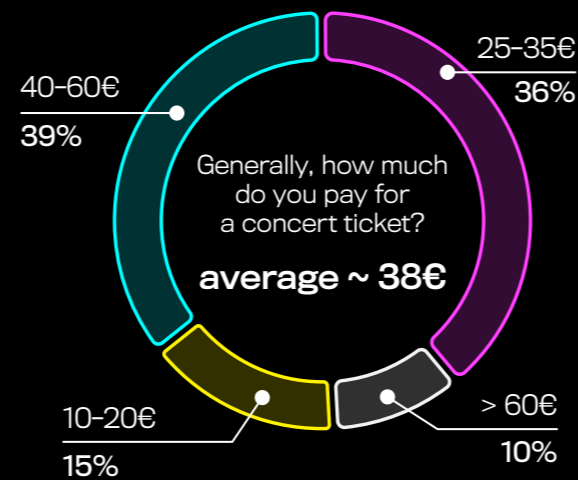




Survey conducted during  
April 2020 on a cluster  
composed of 150 people



- Video/audio quality ●●●○○
- Interaction with the artist/s ●●○○○
- interaction with the audience ●●○○○
- Did you feel involved? ●●●○○



**\_It is worth to spend money to enjoy experiences related to music.**

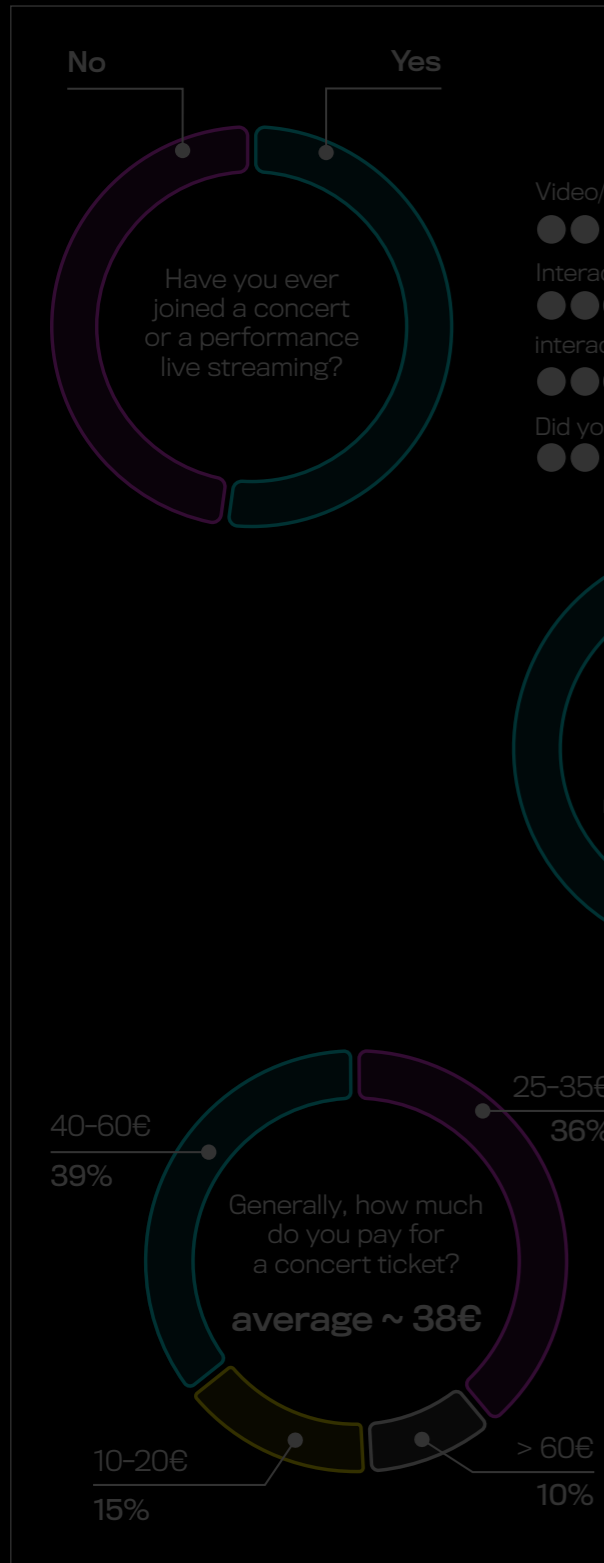
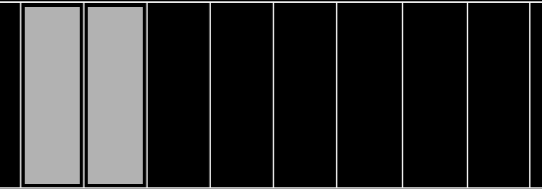
**\_The average price paid for a ticket is 38€.**

**\_The average level of satisfaction about streaming experiences are very low, because they miss an interaction level.**



*"The worst part about not having real concerts is not having the post concert, the moment in which you get feedbacks."*  
Clipo, singer, 30 yo

*"If there's no interaction i'm not going to pay. But if the artist makes me live a real experience and has consider me during the show... We have always paid for concerts, why not doing it now?"*  
Andrea, fan, 24 yo



“Maybe this emergency could be for some artists an **opportunity to experiment with their art** and make something new... To try new things they never did before”

Elvina, fan, 21 yo

“The concert in which you go for having fun.. there, **the crowd and the company are what matters**”

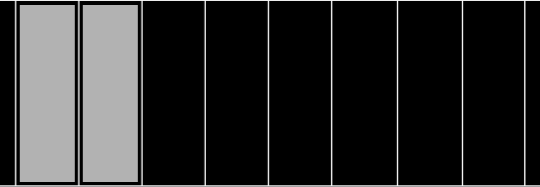
Pietro, fan, 27 yo

“The worst part about not having real concerts is not having the **post concert, the moment in which you get feedbacks.**”

Cipo, singer, 30 yo

“If there’s no interaction i’m not going to pay. But if the **artist makes me live a real experience and has consider me during the show...** We have always paid for concerts, why not doing it now?”

Andrea, fan, 24 yo



**Accessibility**

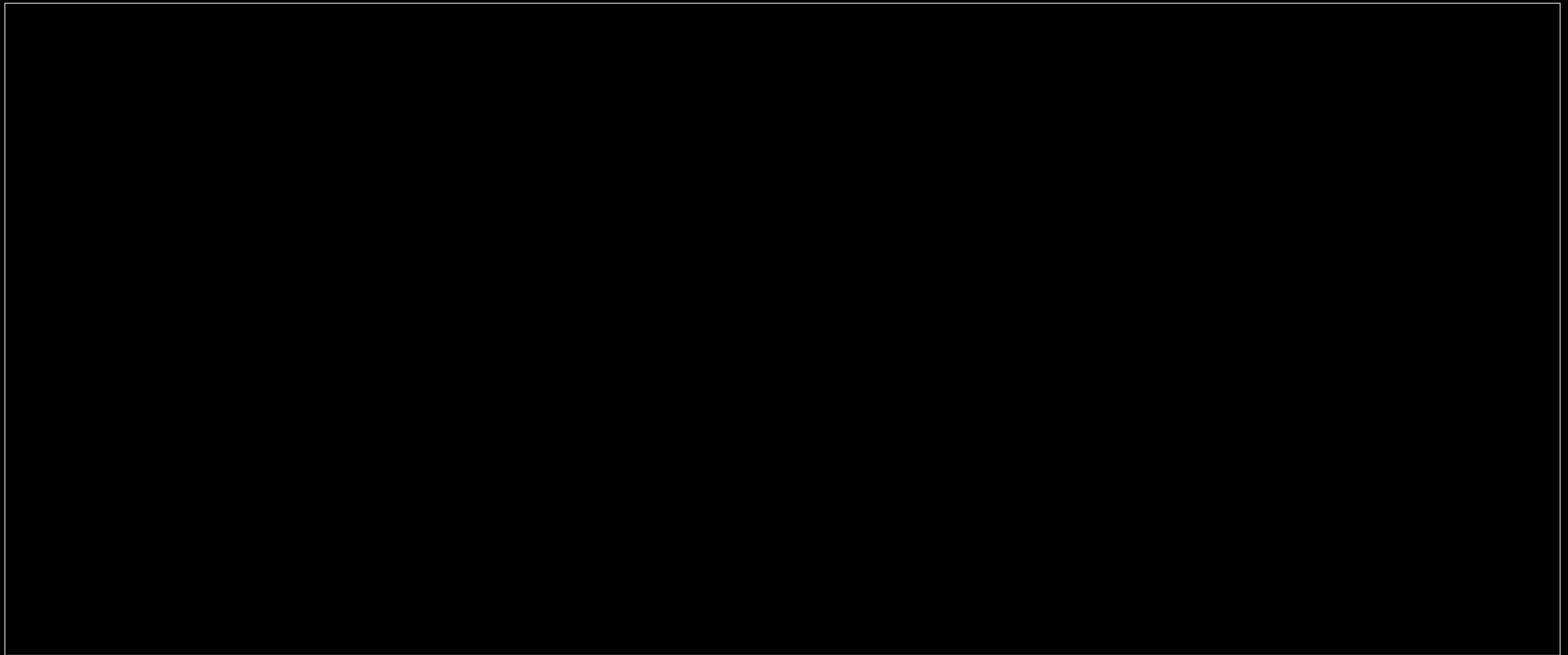
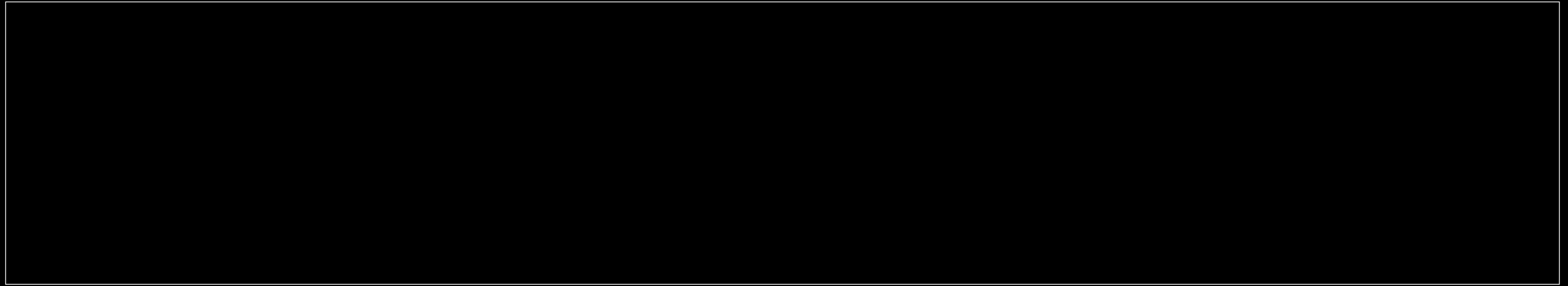
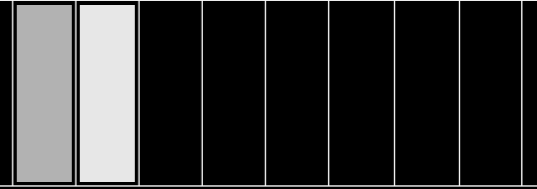
**Sharing**

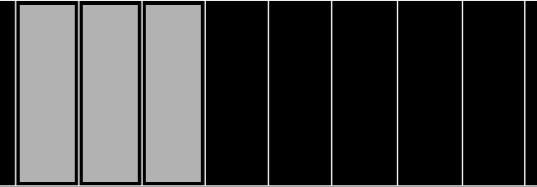
**Interaction**

**After party**

**Discovery**







**Lucia,  
occasional addicted**

18 yo  
Student  
From Piacenza

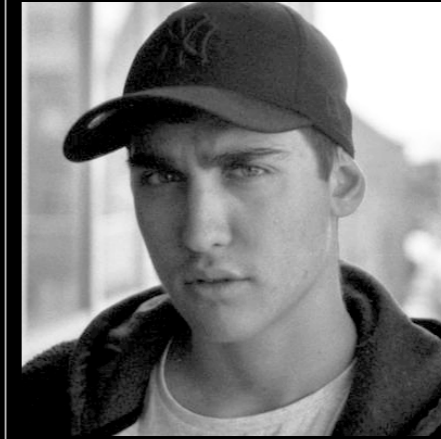
"I would like to **enjoy the concert whenever and wherever I am**, because I am far from the events."



**Giulia,  
interaction lover**

25 yo  
Journalist  
From Brescia

"I would like to have a **deeper interaction** during the streaming concerts of my favourite artists.."






**Antonio,  
lonely devotee**

23 yo  
Student  
From Roma

"I would like to **discover** easily **new events** according to my music tastes of the moment."



 <p><b>Lucia,</b> occasional addicted</p> <p><b>Accessibility</b> <b>Sharing</b></p> <p>From Piacenza</p> <p>"I would like to enjoy the concert whenever and wherever I am, because I am far from the events."</p>	 <p><b>Giulia,</b> interaction lover</p> <p>25 yo Journalist From Brescia</p> <p>"I would like to have a deeper interaction during the streaming concerts of my favourite artists.."</p>	 <p><b>Antonio,</b> lonely devotee</p> <p>23 yo Student From Roma</p> <p>"I would like to discover easily new events according to my music tastes of the moment."</p>
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## Satisfaction & Quotes about traditional music events







**Lucia,**  
occasional addicted

18 yo  
Student  
From Piacenza

"I would like to **enjoy the concert whenever and wherever I am**, because I am far from the events."



**Giulia,**  
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## Interaction After party

"I would like to have a **deeper interaction** during the streaming concerts of my favourite artists.."

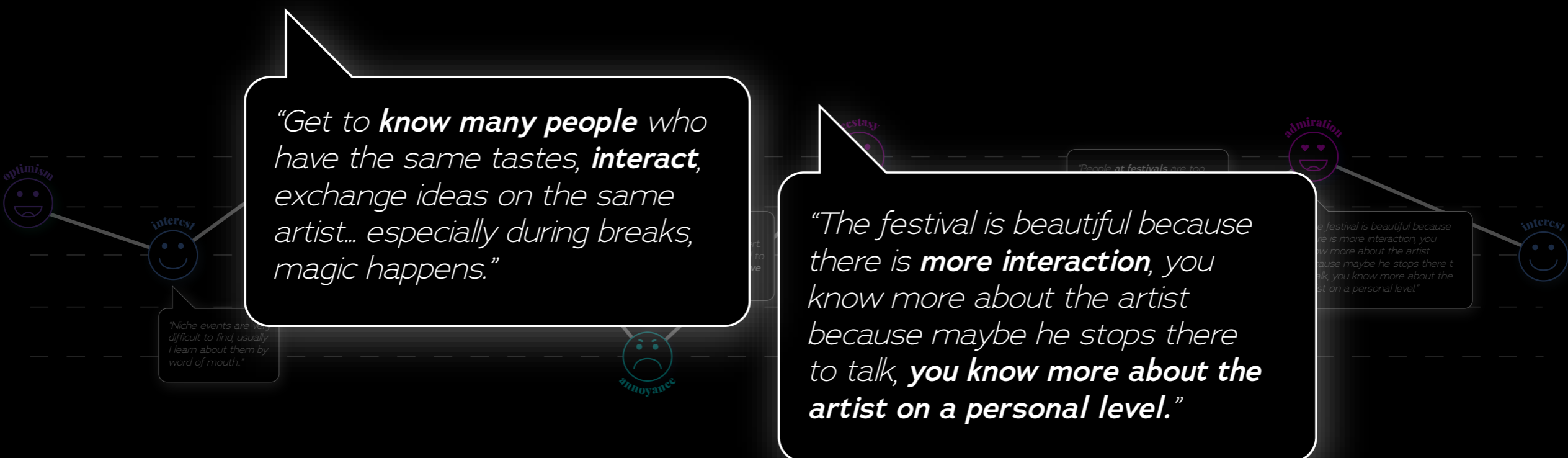


**Antonio,**  
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23 yo  
Student  
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"I would like to **discover easily new events** according to my music tastes of the moment."

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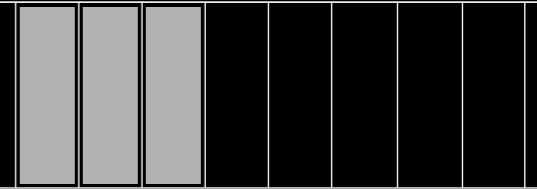
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"I would like to **discover** easily **new events** according to my music tastes of the moment."

## Satisfaction & Quotes about traditional music events





Lucia,  
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18 yo  
From Piacenza

## Accessibility

## Sharing

*"I'd like to enjoy the concert whenever and wherever I am, keeping in touch with my friends."*



Giulia,  
interaction lover

22 yo  
Journalist  
From Brescia

## Interaction

## After party

*"I would like to have a deeper interaction during the streaming concerts of my favourite artists.."*

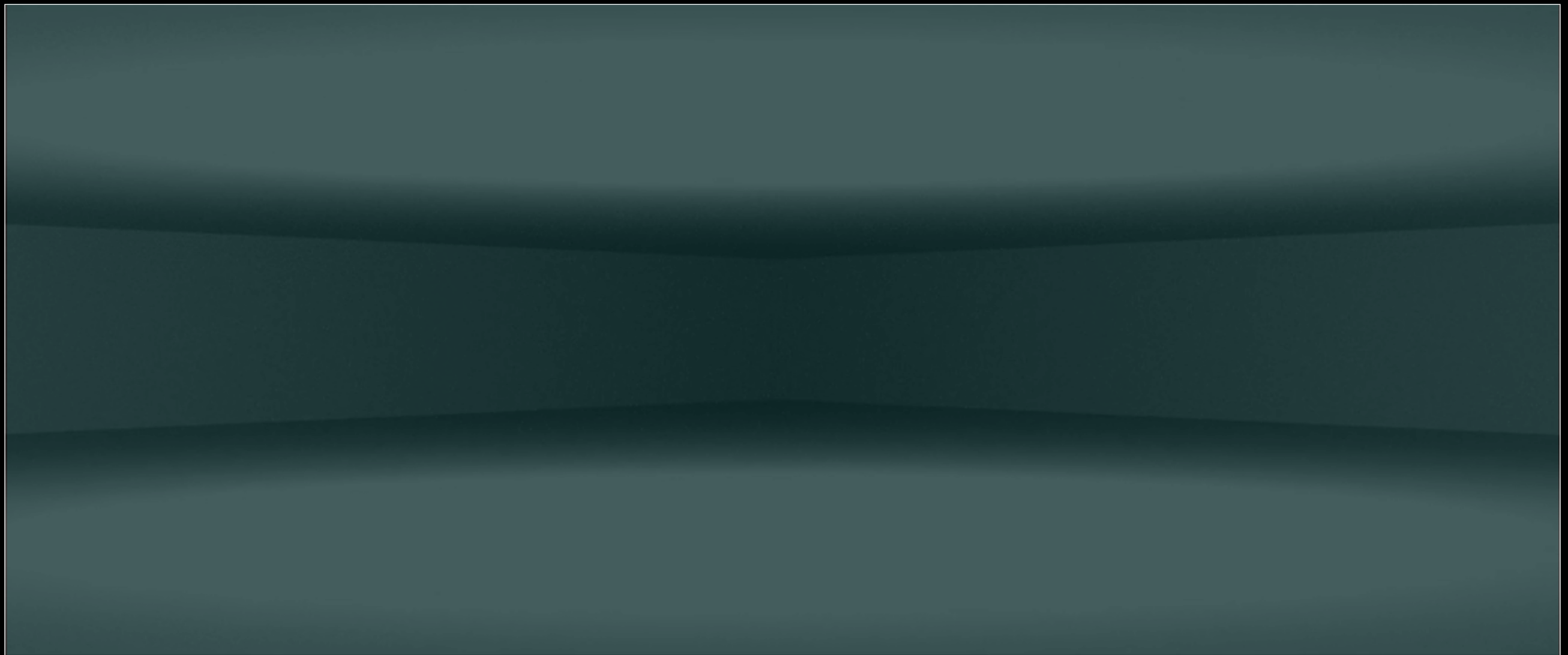


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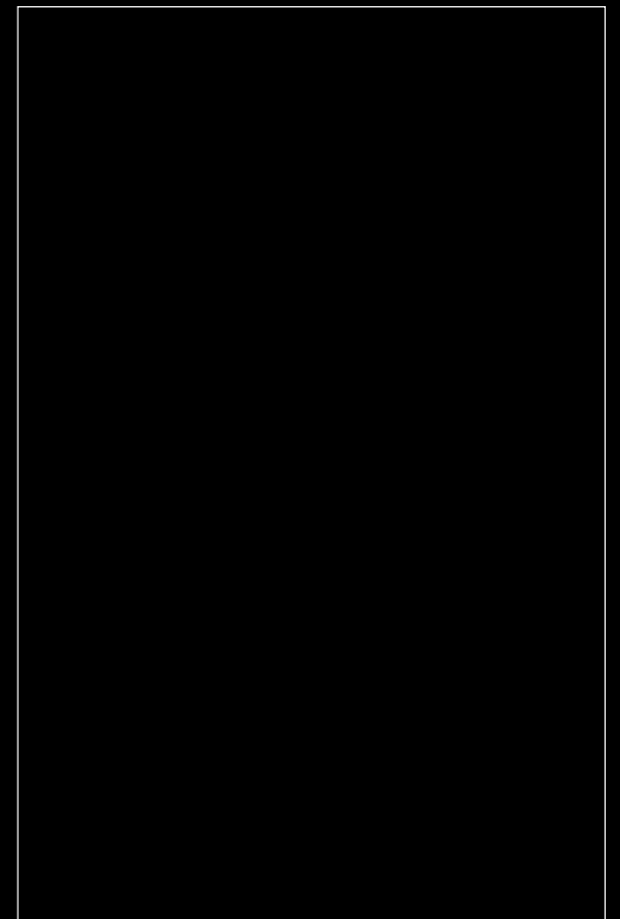
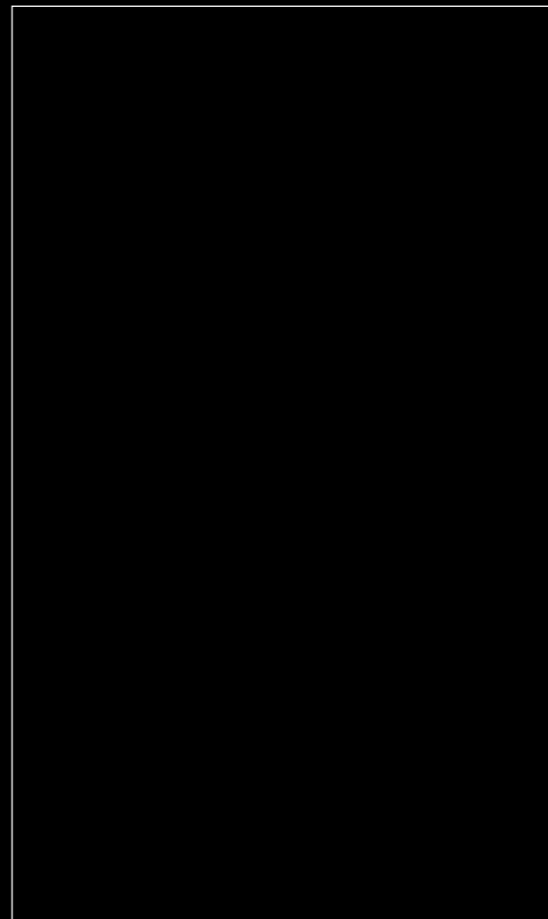
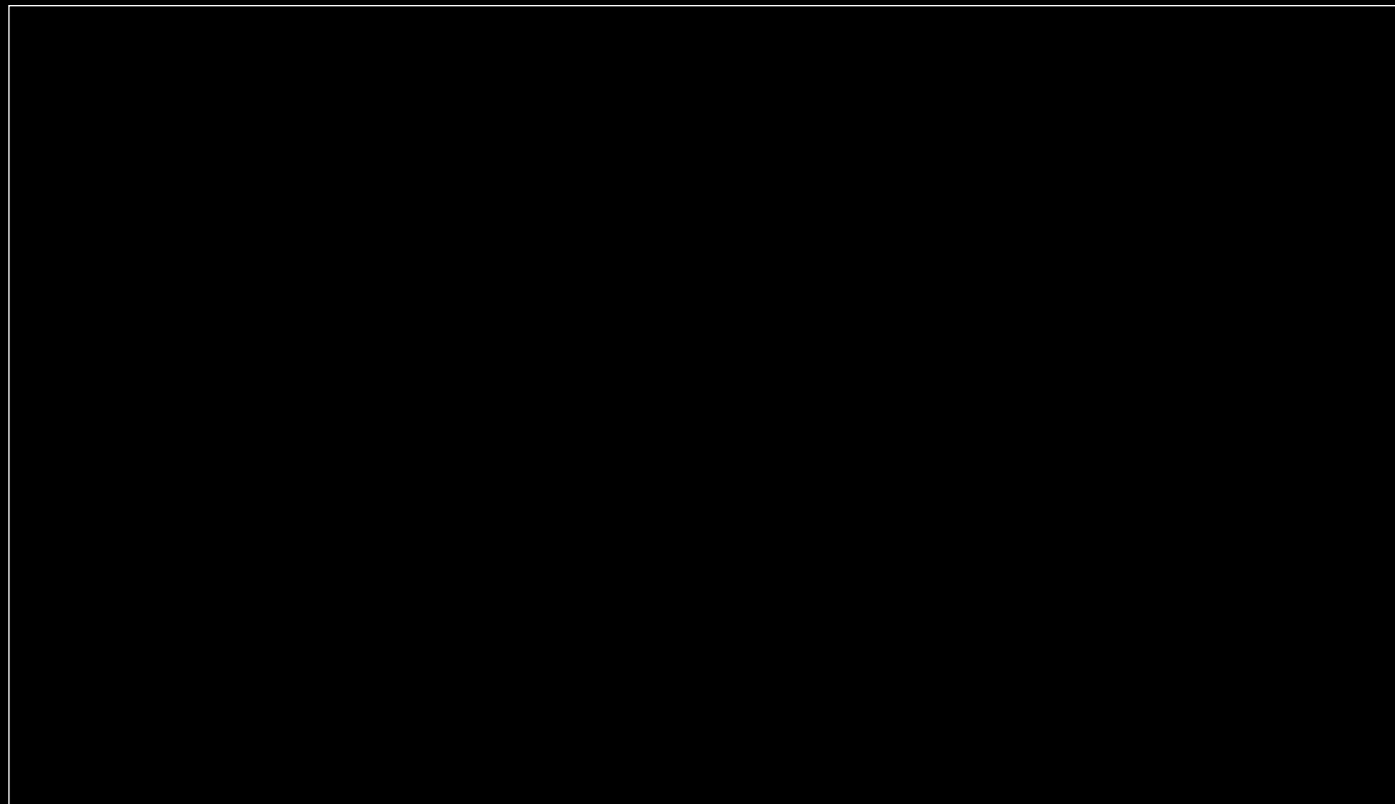
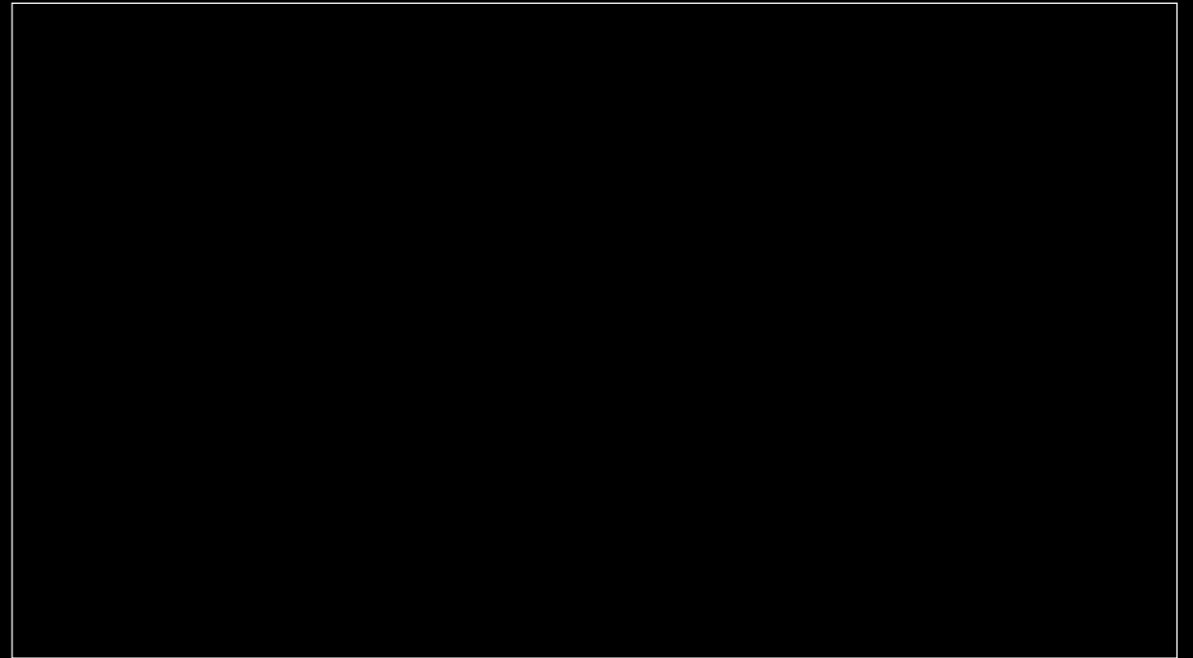
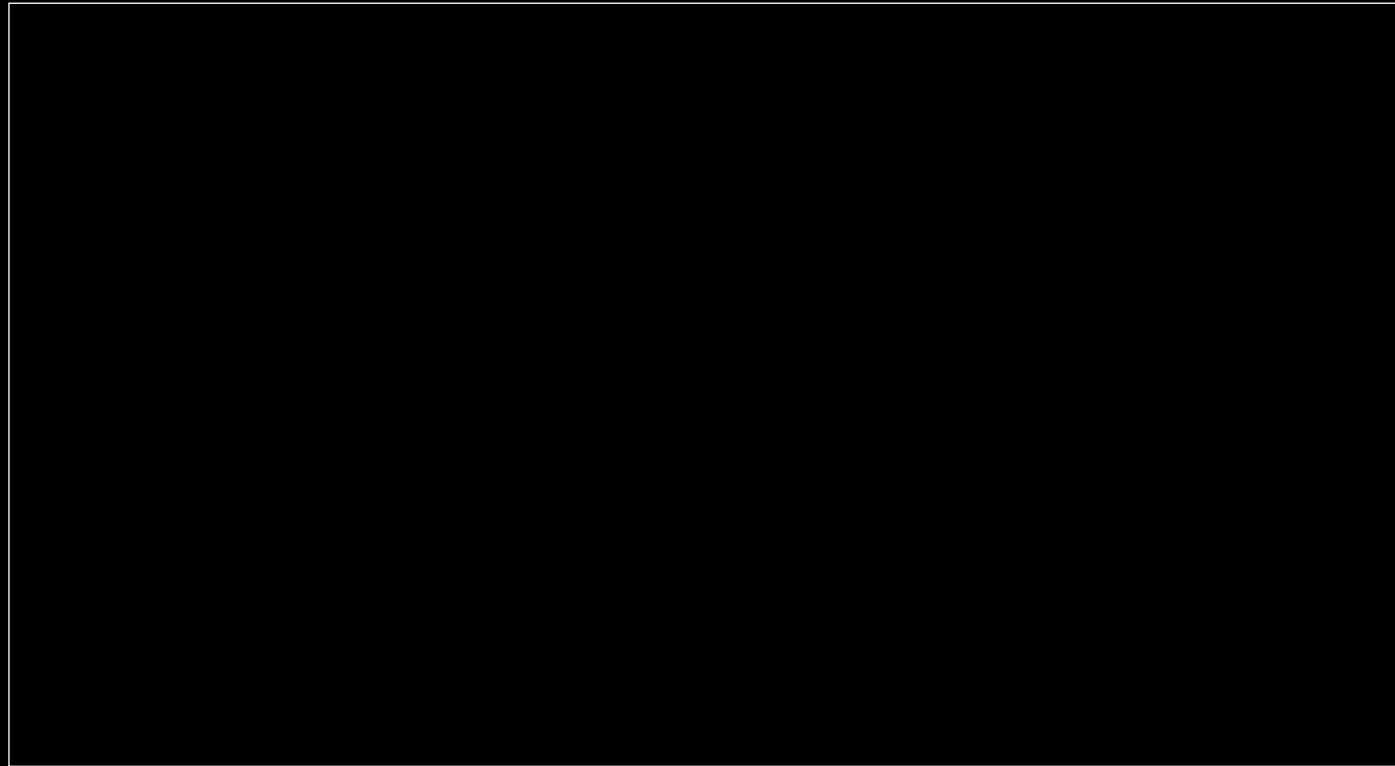
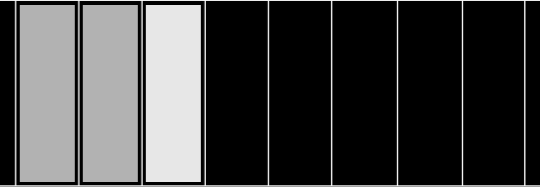
## Discovery

*"I would like to discover in an easy way new events according to my taste of music."*



Competitors\_  
Pros&Cons\_

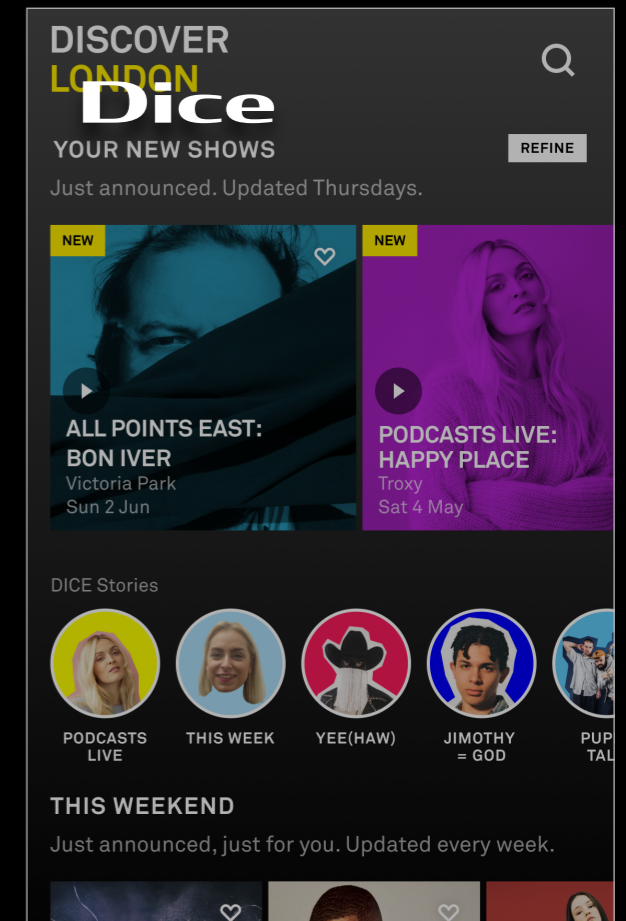
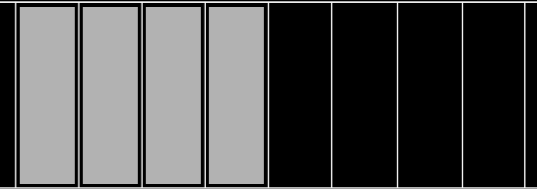
# Case studies



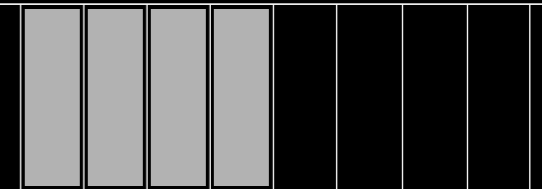


Competitors\_  
Pros&Cons\_

# Case studies





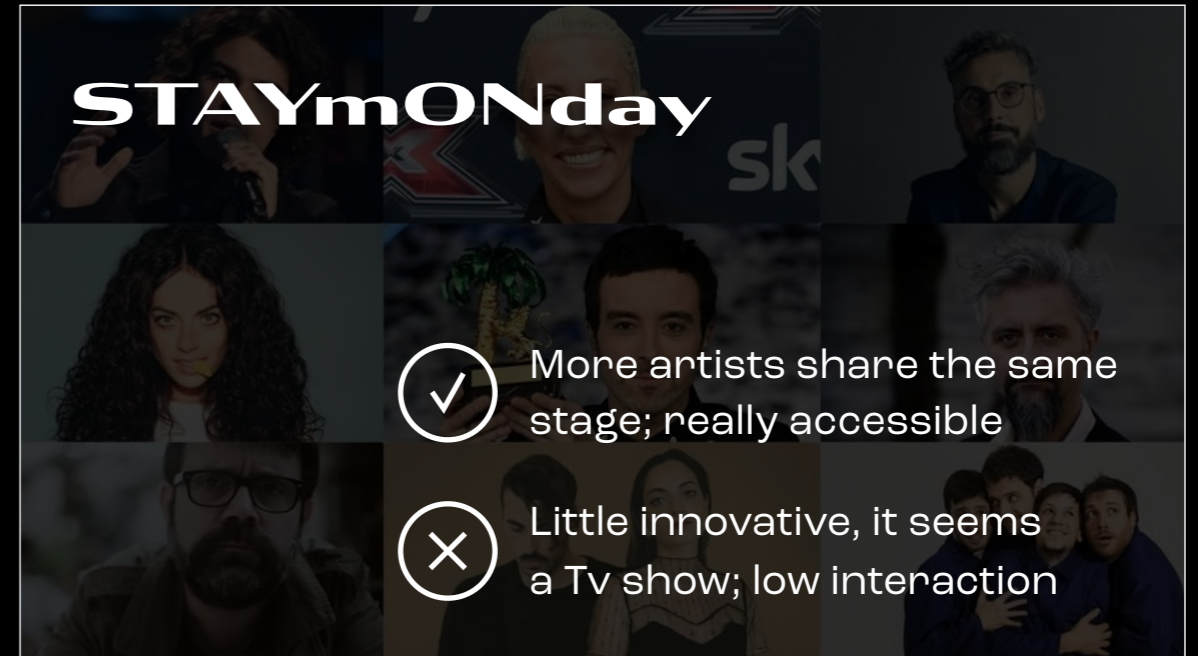


## WaveXR



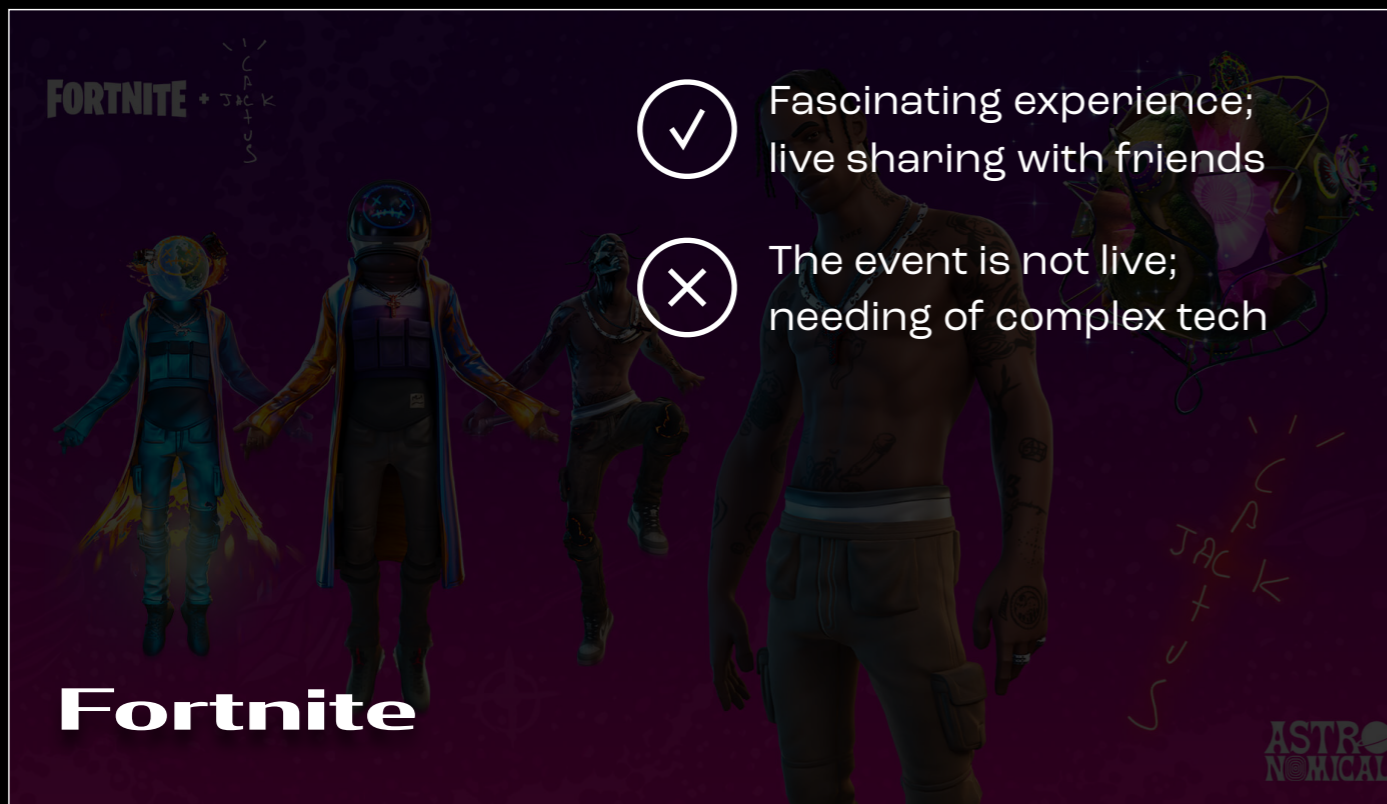
- ✓ Fascinating experience, with customised visuals
- ✗ Needing of complicated and expensive technologies

## STAYmONday



- ✓ More artists share the same stage; really accessible
- ✗ Little innovative, it seems a Tv show; low interaction

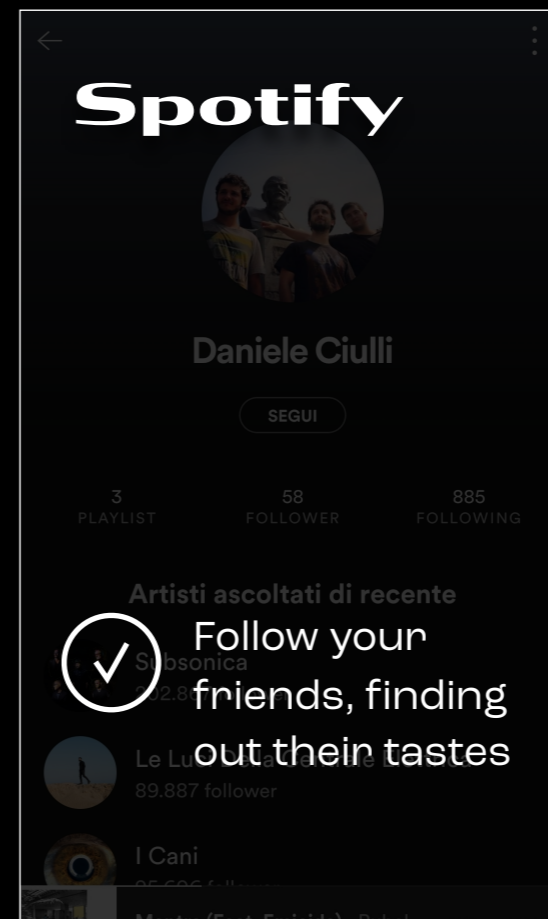
## FORTNITE + JACK + SUS



- ✓ Fascinating experience; live sharing with friends
- ✗ The event is not live; needing of complex tech

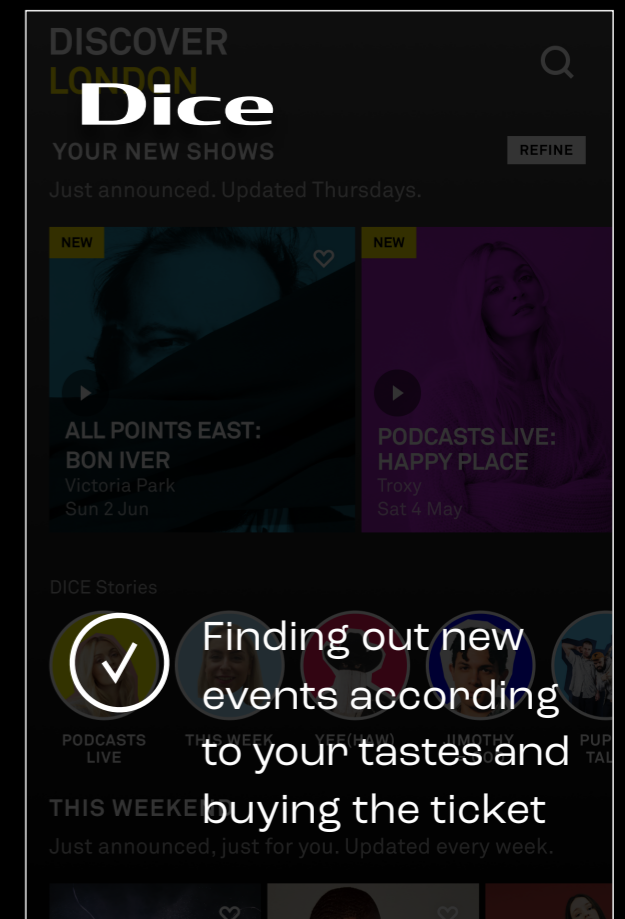
## Fortnite

## Spotify



- ✓ Follow your friends, finding out their tastes

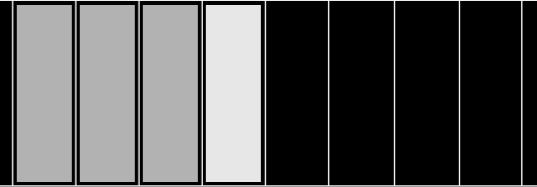
## DISCOVER LONDON Dice

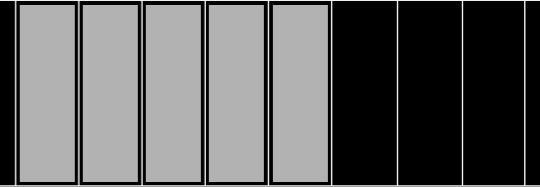


- ✓ Finding out new events according to your tastes and buying the ticket

Onliness statement\_  
Provided services\_  
Interactions\_

# Our proposal





## Onliness Statement

ZEST is the only live streaming platform that retrieves the social dynamics of a real concert, allowing many interactions both with the artists and among the users.

## Provided Services



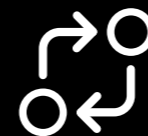
A personal profile for the user to share his/her music tastes



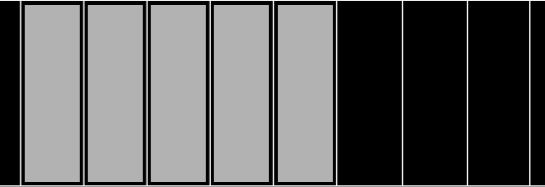
Creation of sharing groups with friends; meeting new people



Finding out new music events; discovering new artists



Interaction between artists and fans, also during online after party



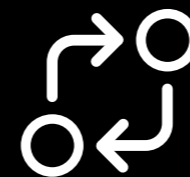
## Provided Services



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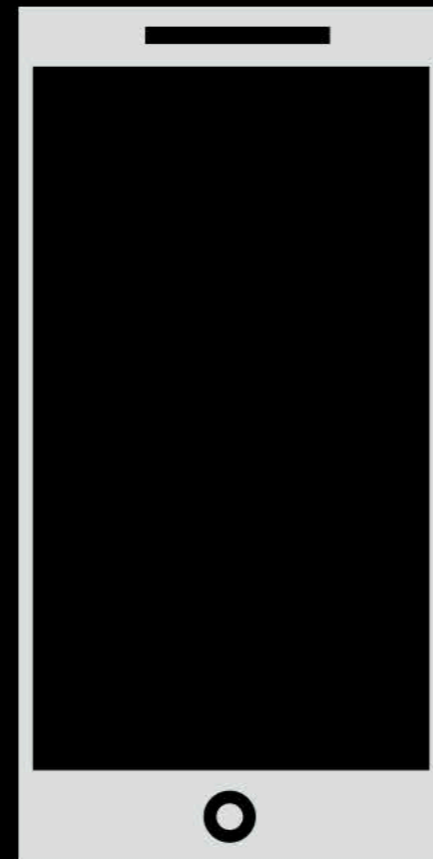
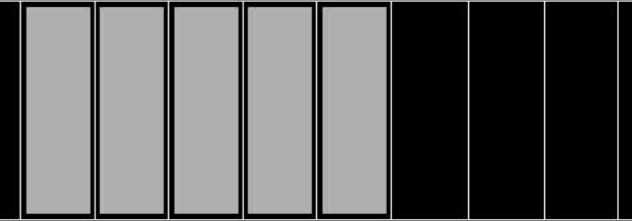
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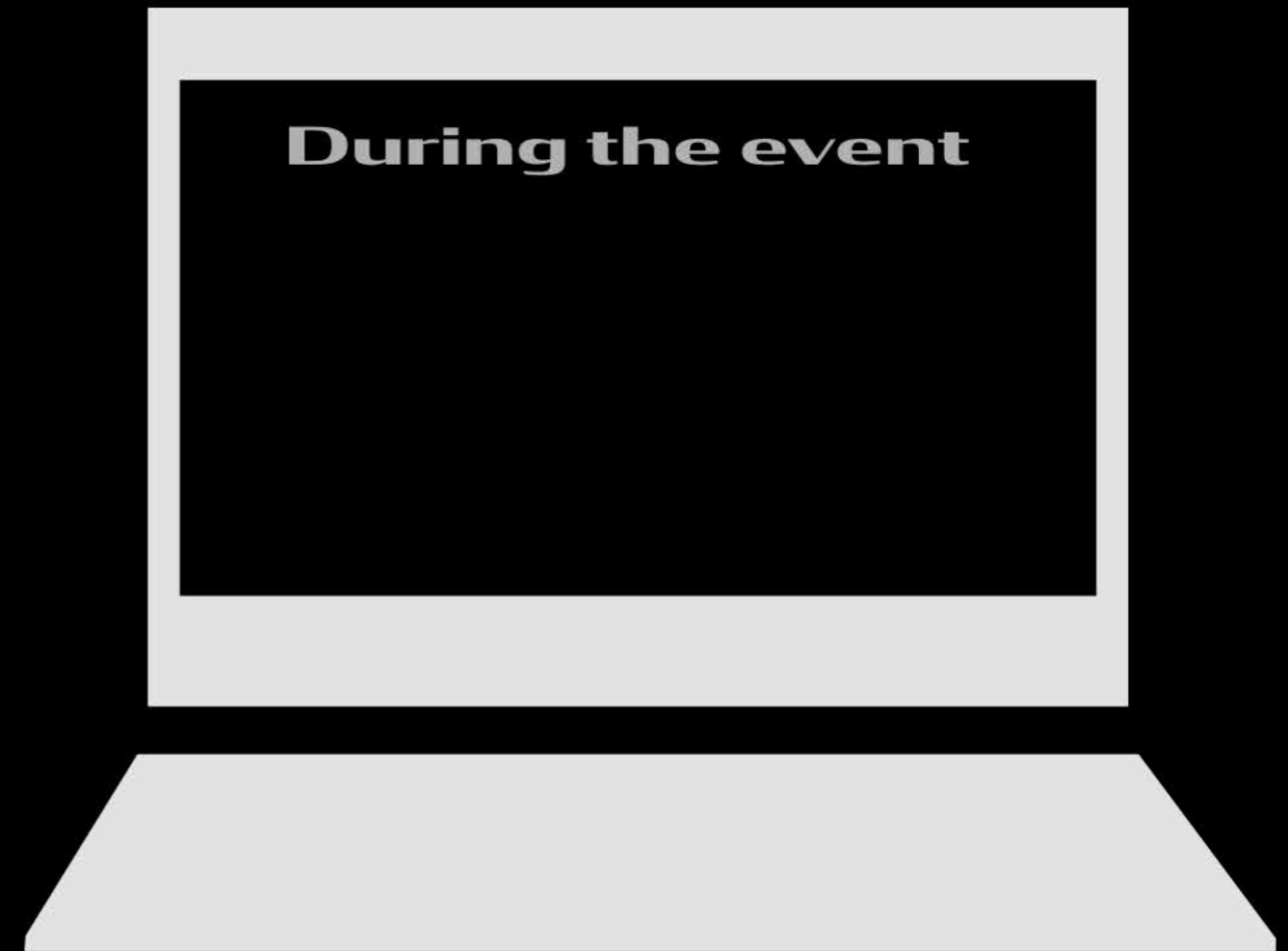
Interaction between artists and fans, also during online after party



# Our proposal



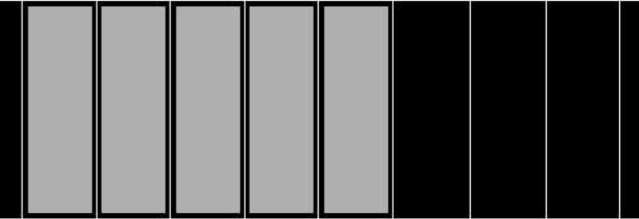
Smartphone  
as controller



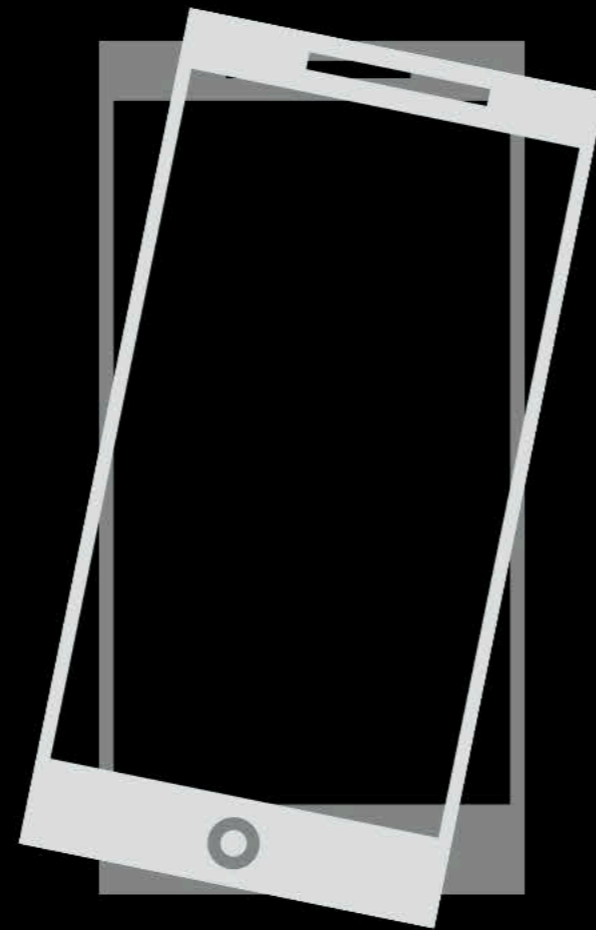
PC as screen  
for the stage

Onliness statement\_  
Provided services\_  
Interactions\_

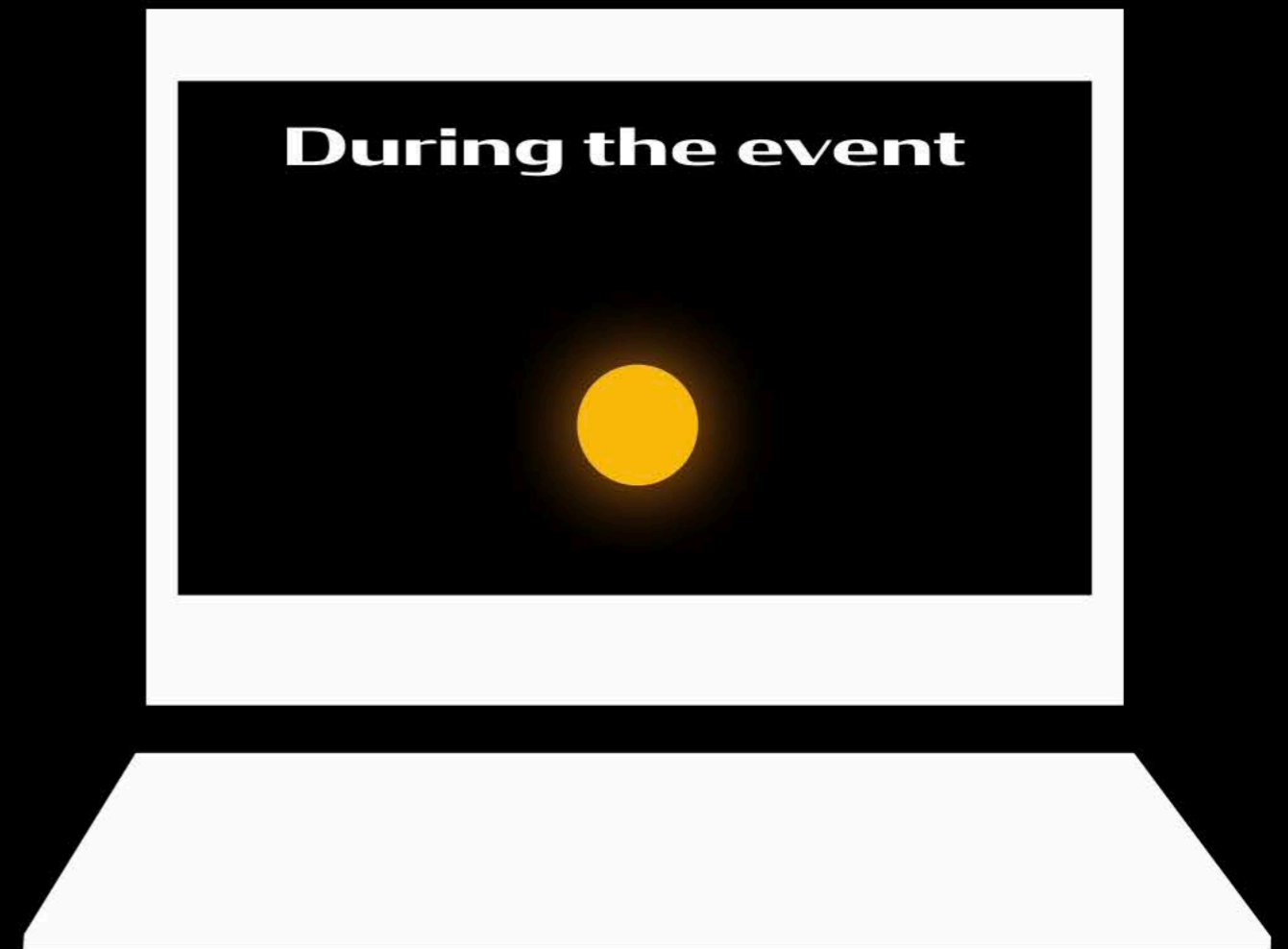
# Our proposal



A single shake  
for a single clap



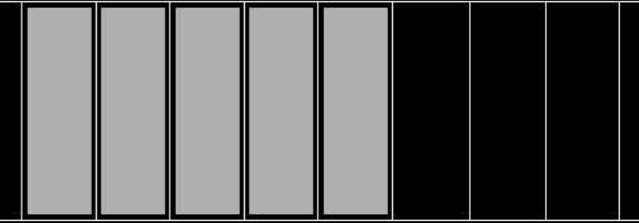
Smartphone  
as controller



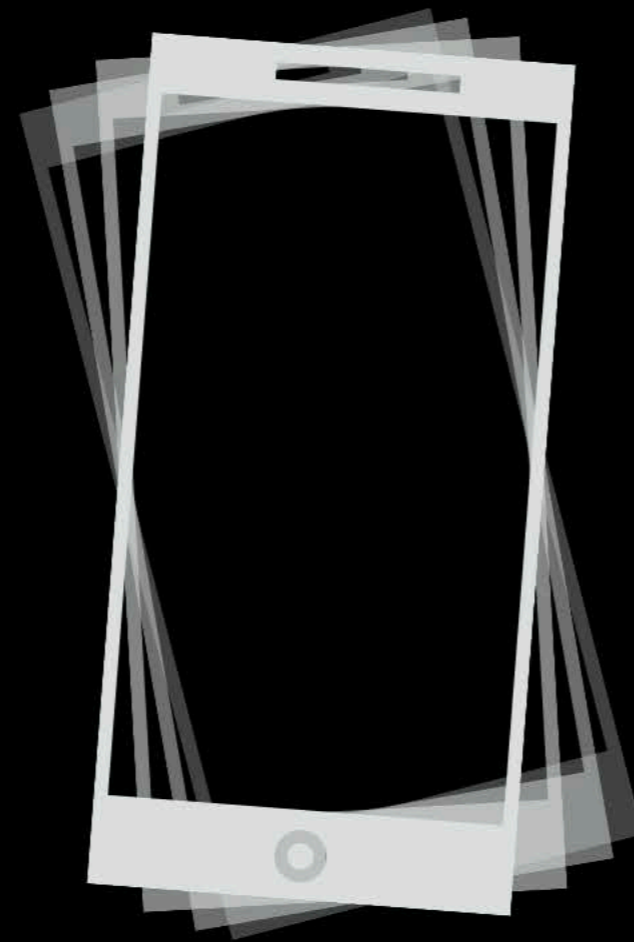
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Onliness statement\_  
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Interactions\_

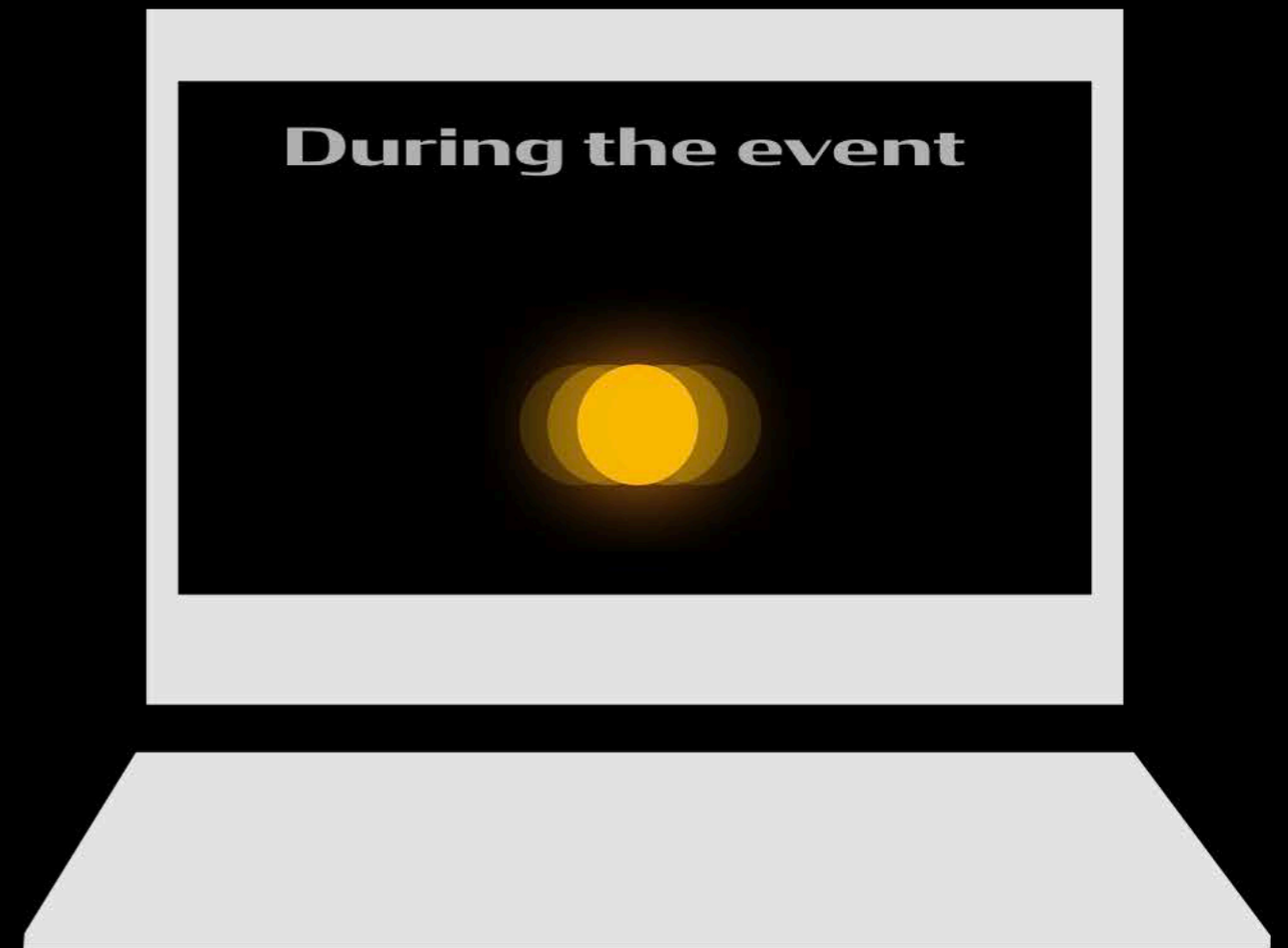
# Our proposal



A kepted shake  
for a long applause



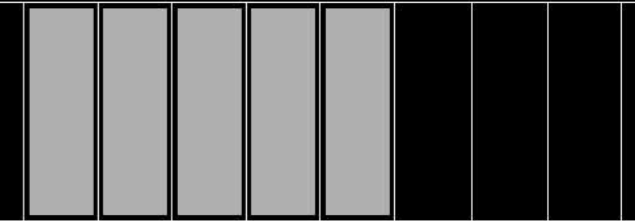
Smartphone  
as controller



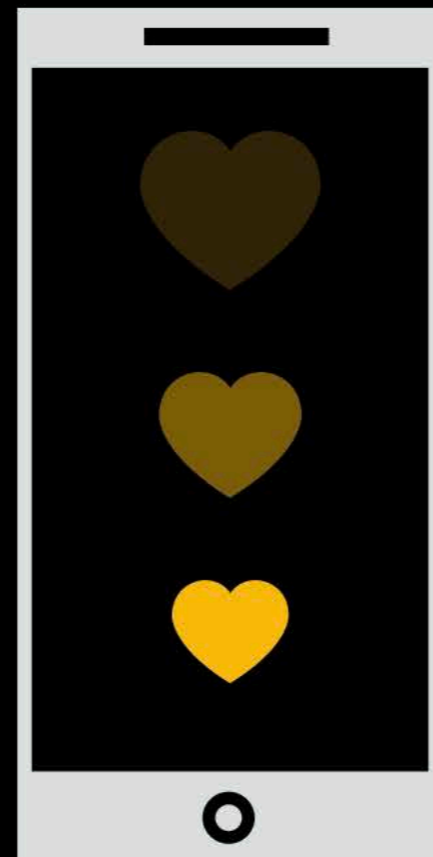
PC as screen  
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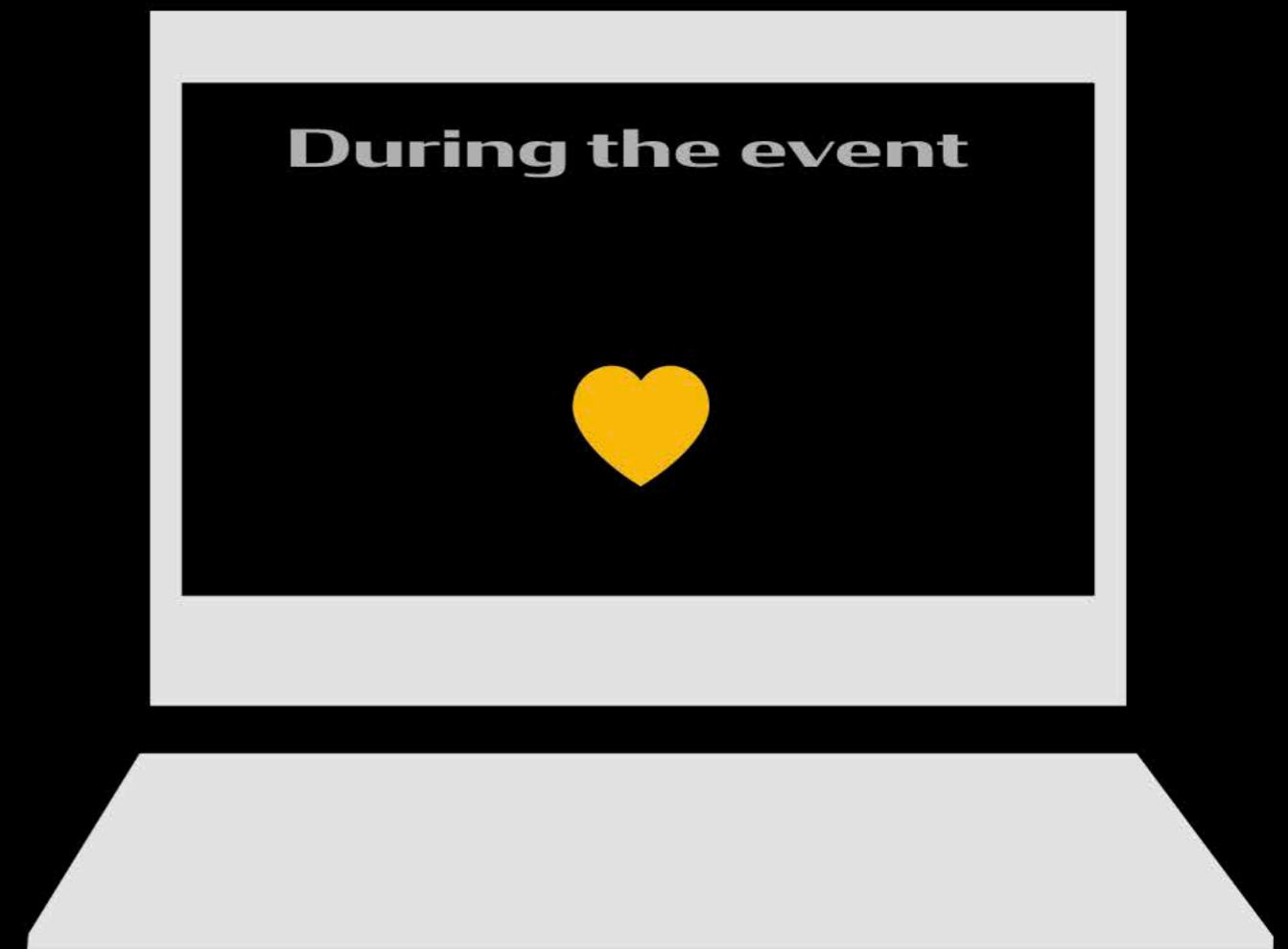
# Our proposal



A tap on the emoji to  
turn your light into it



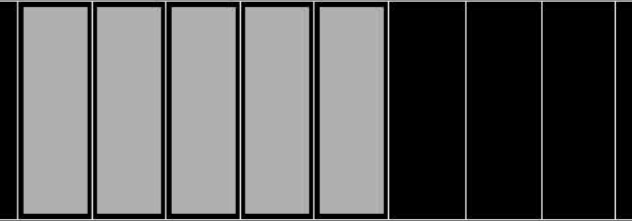
Smartphone  
as controller



PC as screen  
for the stage

Onliness statement\_  
Provided services\_  
Interactions\_

# Our proposal



Answer the call and  
appear on the screen

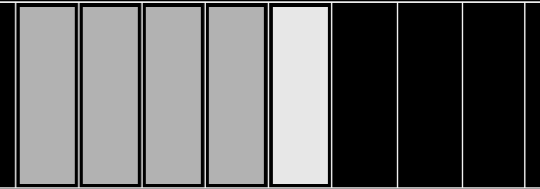


Smartphone  
as controller

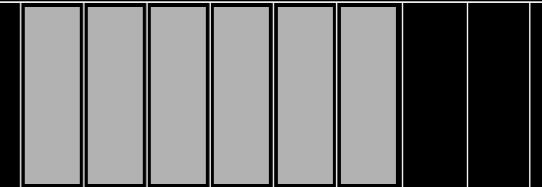


PC as screen  
for the stage

# How it works



# How it works



## Smartphone



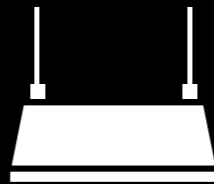
- Browse & share events
- Ticket purchase
- User profile management
- Remote controller

## Laptop / PC / Smart TV



- Browse & share events
- Ticket purchase
- User profile management
- Event streaming

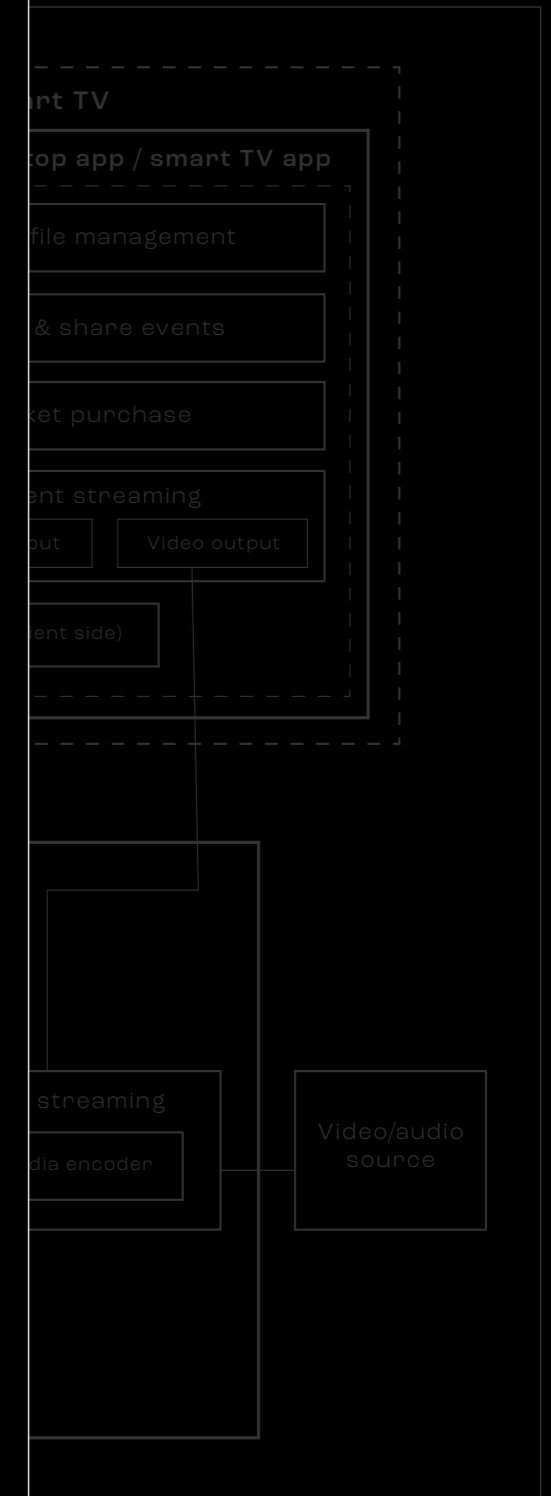
## WiFi router



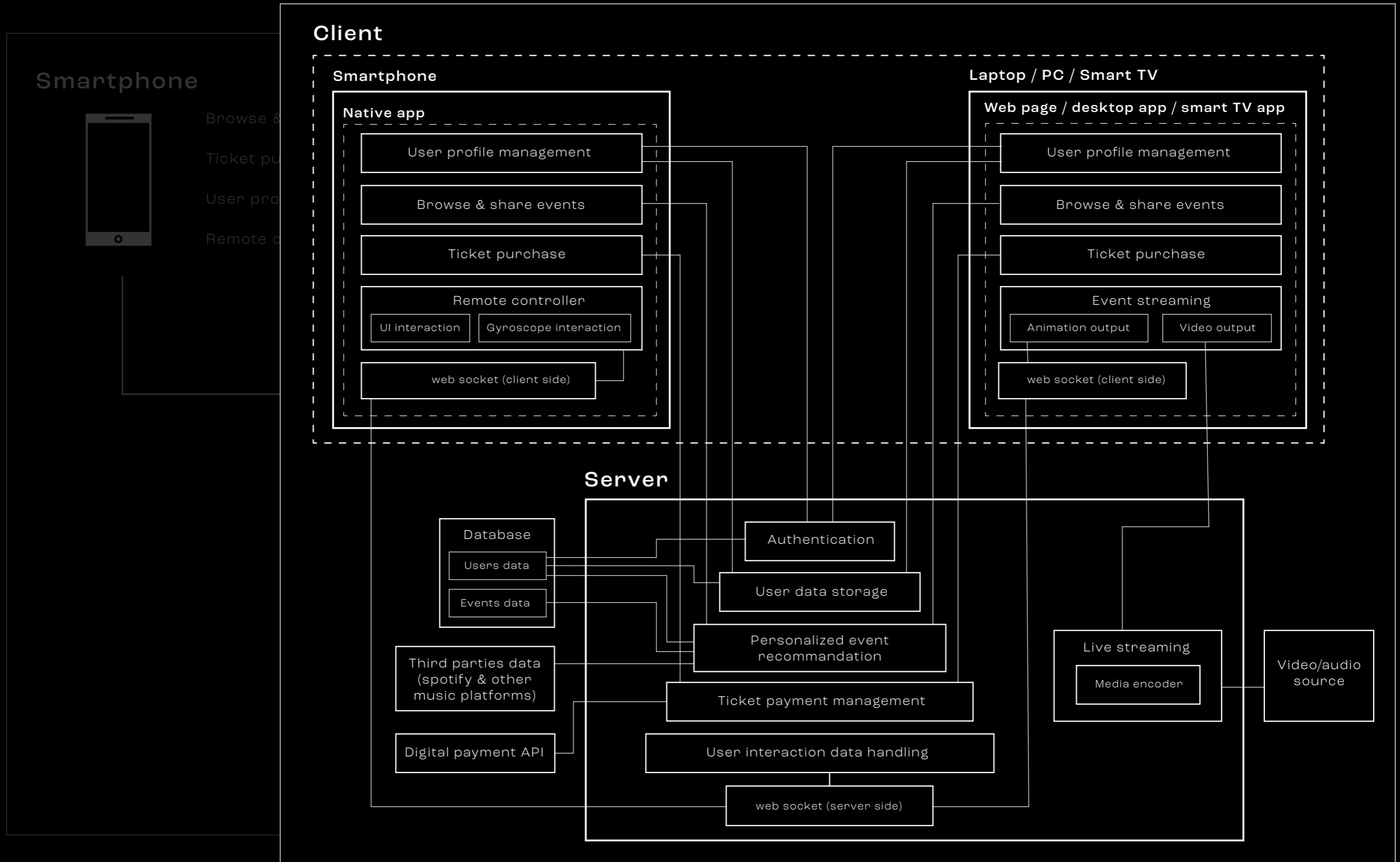
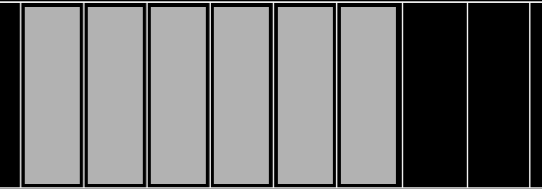
## Remote server



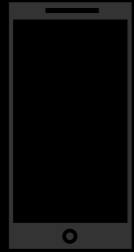
- Authentication
- User interaction data handling
- User data storage
- Personalized event recommendation
- Live streaming
- Ticket payment management



# How it works



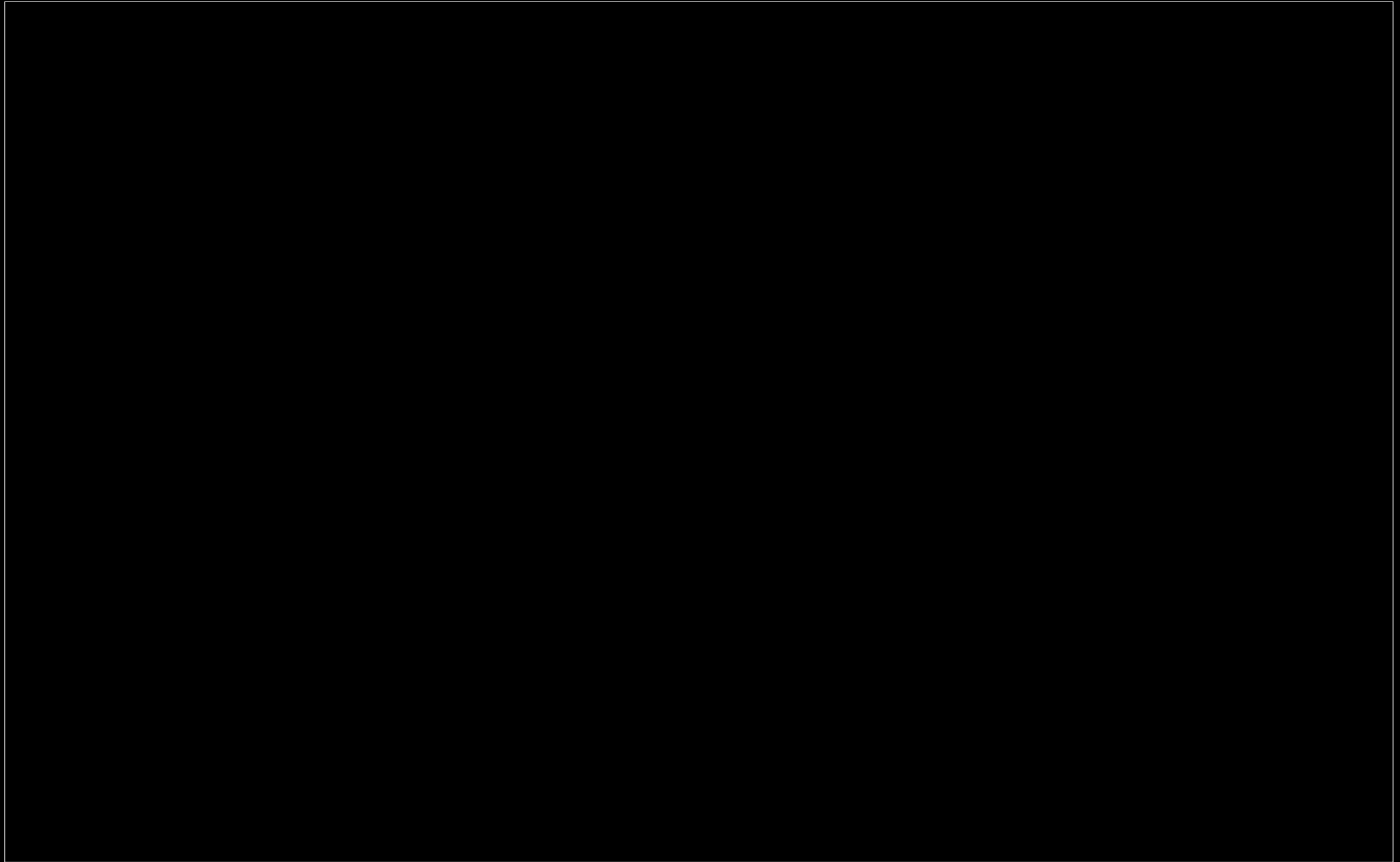
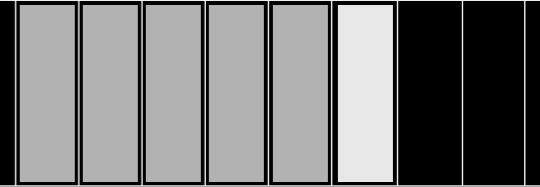
## Smartphone



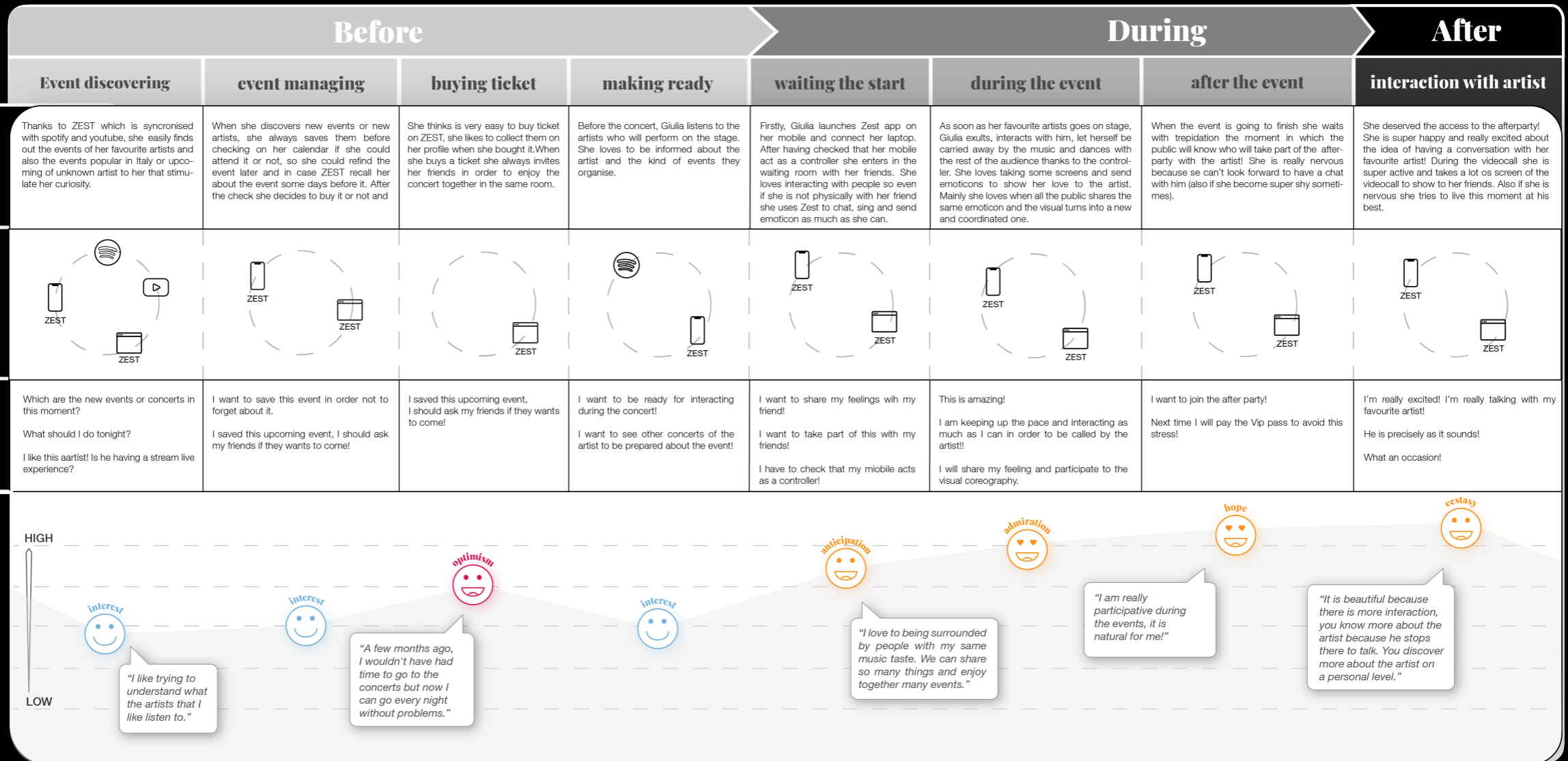
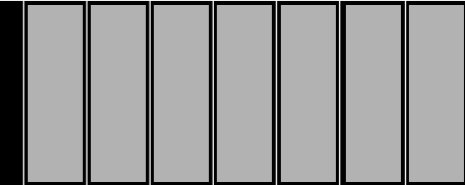
Browse &  
Ticket pu  
User pro  
Remote c



# Users' experience

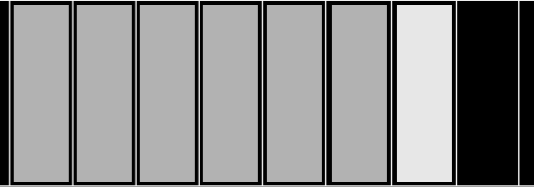


# Users' experience



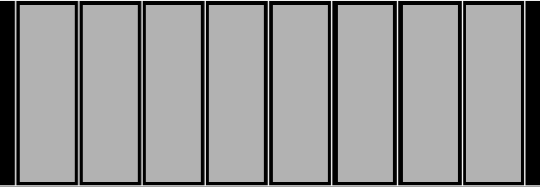
Name\_  
Logo\_

# Brand Identity



Name\_  
Logo\_

# Brand Identity



A synonym for ENERGY, ENTHUSIASM  
and EAGERNESS

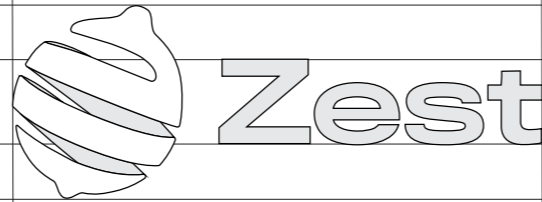
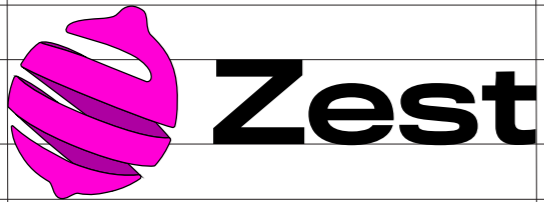
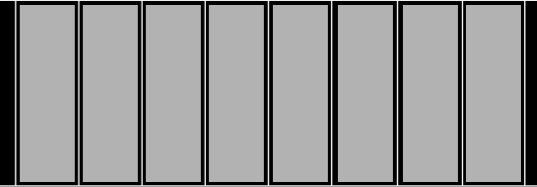
In the music field, it has possible to say  
“to capture the zest of the live concert  
performance”

Acronym of “Zillion Events, Stay Tuned”

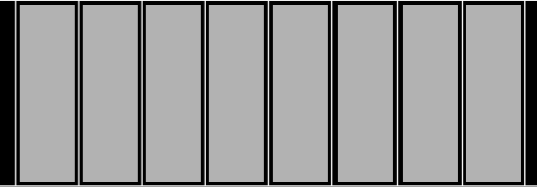
**Name?**

Name\_  
Logo\_

# Brand Identity



# Video Scenario



**How does  
she use  
the app?**

