

# Performing Arts Directory

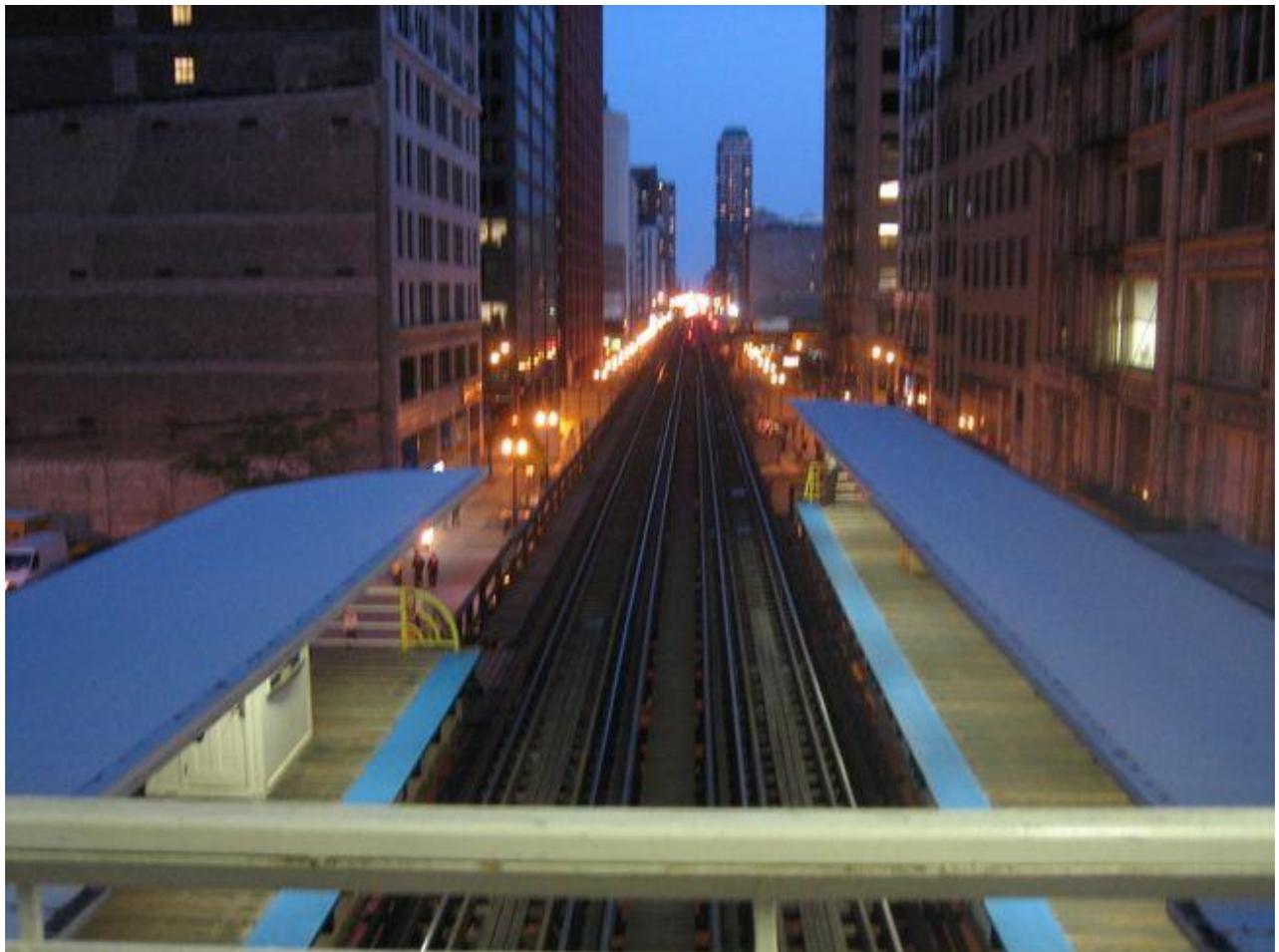
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## Getting into the role

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# Looking to a convention

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## Performing as one

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### **Project Challenge**

The current state of the site has a lot of background information for each performer. The control to update details was handled by the stakeholder.

A directory of performing artists was created using whatever I had available to me, at any free tier or at lowest cost. Most of these require familiarity with the internals of servers to get them to work. I looked online for places where the bulk of the code was already in place. By changing just enough of the template, I used it for what was needed. I will be focusing on situations where it is good practice to keep notes about altering the templates.

### **Separate focus from a UX designer role**

I will need to step lightly with separating myself from coding to work within the aims of the people and stakeholders involved. I will be reviewing my notes-to-self every time I take, ideally, a critical turn in the work of any in-progress work. Because this project revolved around a technical activation of a website using a modern app-marketed tool, there will be some overlap of roles.

### **Revamped priorities**

Eventually, this project produced a profile list. Taking on conflicting roles meant that finishing the displayable list had snubbed any thought to consider the search listings

that illustrated a milestone to be accomplished. This was not addressed in any particular way.

## Getting it right the first time

Ideally, there is a fine line between how it looks and how it works. It is easy to think you are aligned on how to solve the problem.

## Easy to follow

It is important not to drum up a list of todos immediately. Some resources of the website would call out to existing site and documents in published by the stakeholder. Those unpublished were put in place with the help of an **Airtable** service. This is where our performer data would live.

## Discovery

So many lessons learned on this project that **span coding** in Vue.js, **deployment**, and **information architecture**.

## User Testing

Using **Mixpanel** to track first-clicks and beyond, I tested the profile page to give the profile a home. The profile page was tested remotely on the video app of choice by the interviewee.

## Competitive

Northlight, Ticketmaster, 4-Star, and NBC were all analyzed as to achieve a layout that works on

1. photo size and placement
2. what items are included as part of the contact details
3. placement of copyright notice

Through the use of spreadsheets, we made a tally of what was needed by other websites to get a sense of what is standard across the established actor-directory websites.

## Comparative

I made a chart of industry terms to increase the efficiency of booking agents at finding talent. Included Backstage, Second City, Actors Access on what were the most used words by:

1. Count
2. Used in navigation
3. Used as categories in blog sections

We focused on this to make decisions about what affects sharing within other apps. The importance of technical aspect bubbles up here. Affecting the naming was merging with what technical tools were in use.

## Design

### Sketches

Using [Marvelapp](<https://marvelapp.com/>) and 3x5 cards, I sketched out the order of taps. We started looking at the original without too much guessing. Would a set of users expect to see featured performers first, or more performers as long as they kept scrolling? We kept a long list. What would be the most common searches of a talent agent? Should I make that decision myself and choose and show only the featured on the first-seen layout? Currently, over 20 performers are now shown within a set of cascading-style squares.

### Simple Lines

Given an unknown set of actor records, I pixel-sketched the simple lines and boxes that would be the start of the most consequential page on the site. At least two views, starting with mobile, in order to look at picture placement and text sizes. Justinmind prototyping software immediately helped load a data collection into the

first wireframes. It is important to not assume too much. When using a persona representation, I try to 'live it' throughout the user flow and wireframing. If our persona, "Dori" is pulling out her phone as she's walking her dog, it is only one instance. But finding loopholes is about at least living through "loop one."

## Guidelines

I didn't want the user necessarily learning and re-learning placement. At design merge, I kept the colors and font and focused on the root landing page. The initial components were Material-based components. I would use this to maintain alignment and uniformity. If we lived through a user flow, we could make those decisions live in a style guide.

## Project Summary

- The performer name placement is an important convention that reflects the real-world headshots that are handed in at auditions.
- Templates least serve the user on exposure goals
- I enjoyed reading the many varied bios of performers
- I got to delve in deep and live out the process of getting a headshot taken
- Having the hometown date as a connector category for the user or the booking agent may be a significant next step.