

User Interface

Design concepts

April 2015



01 Key Design Screens

Home / Join Us CTA / Refine reveal

Category

Event details & Calendar

User registration & Login

Booking & Payment flow

Assembly promo pages

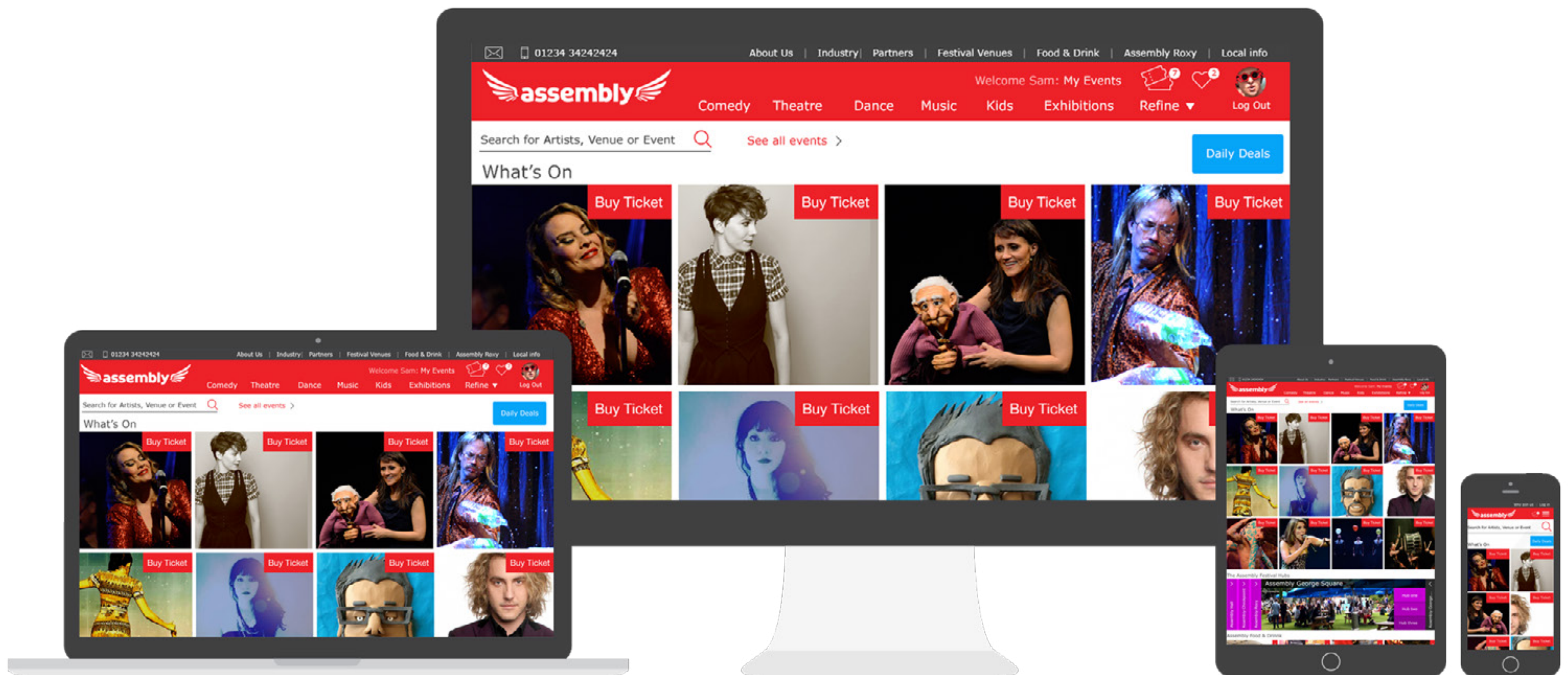
User account: tab views

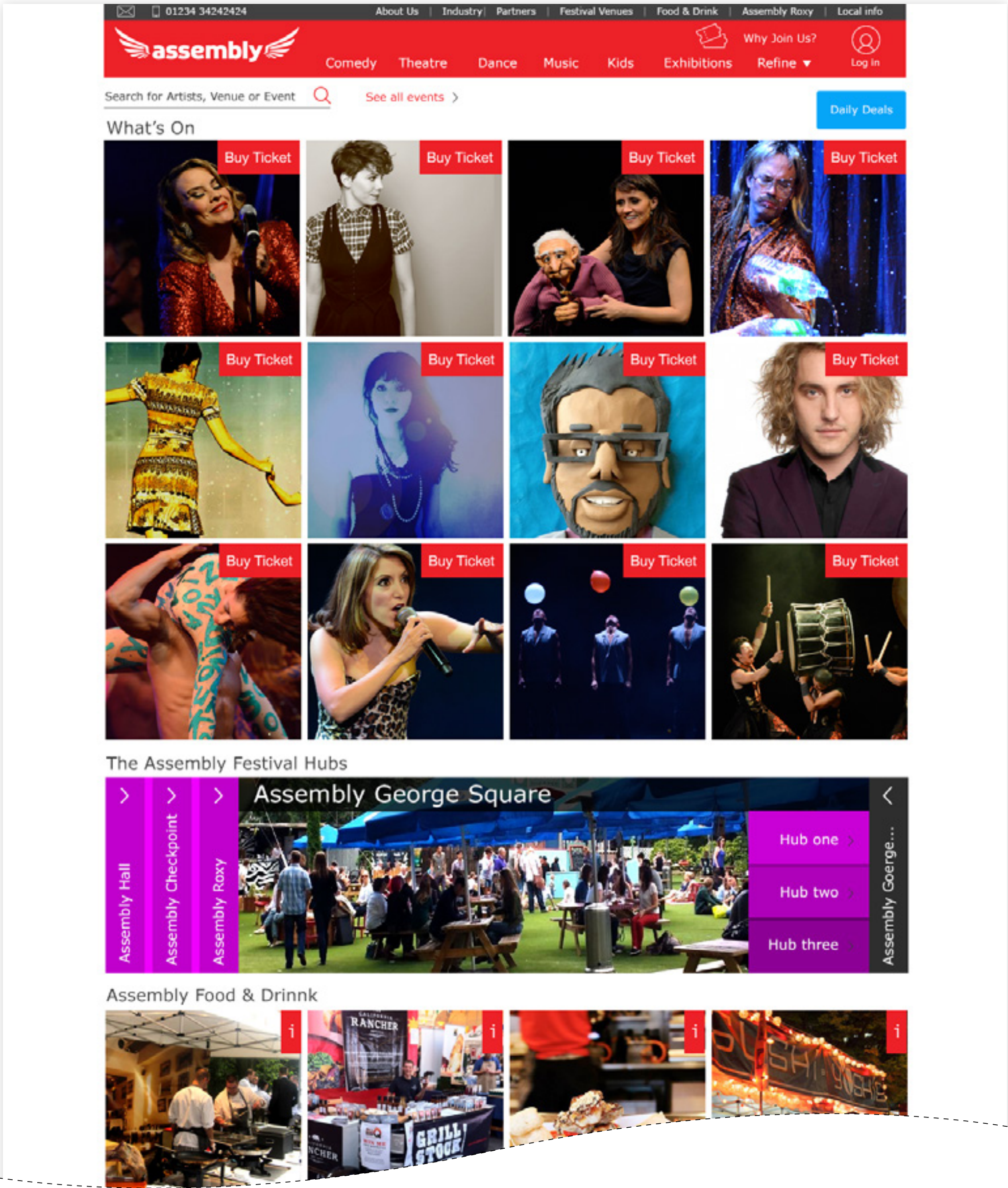
Key Design Goals

Presented here are a series of concept designs with the aim of showing how data visualisation and user experience could be improved.

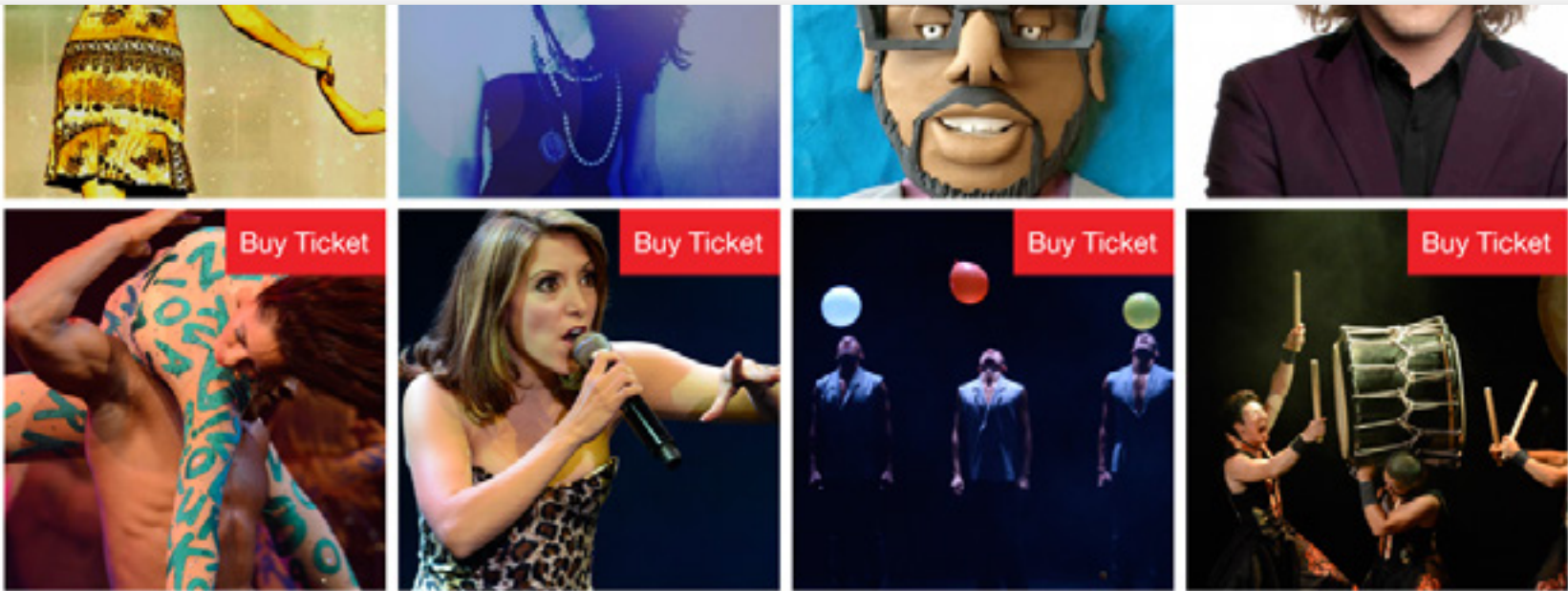
These show us what possible problems the product will solve, how it will solve them, and what it will feel like as it is solving them.

The actual design phase for redesigning any new service would require a User centred design process of Strategy > Research > Analysis > Design > Production





Page up



Buy Ticket

Buy Ticket

Buy Ticket

Buy Ticket

The Assembly Festival Hubs

>

>

>

Assembly George Square

<

Assembly Hall

Assembly Checkpoint

Assembly Roxy


Hub one >

Hub two >

Hub three >

Assembly George...

Assembly Food & Drinnk



Stay in touch

Enter your email for upcoming events...


Send

f

t

g+

Industry



Promoters

If you are looking to programme your own festival or theatre and you are interested in one of the shows at Assembly

Register Here

Contact Us

Edinburgh Administration Office

Assembly
2 Roxburgh Place
Edinburgh, EH8 9SU

News

Putting on your own show!

Assembly Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa...

Up coming events

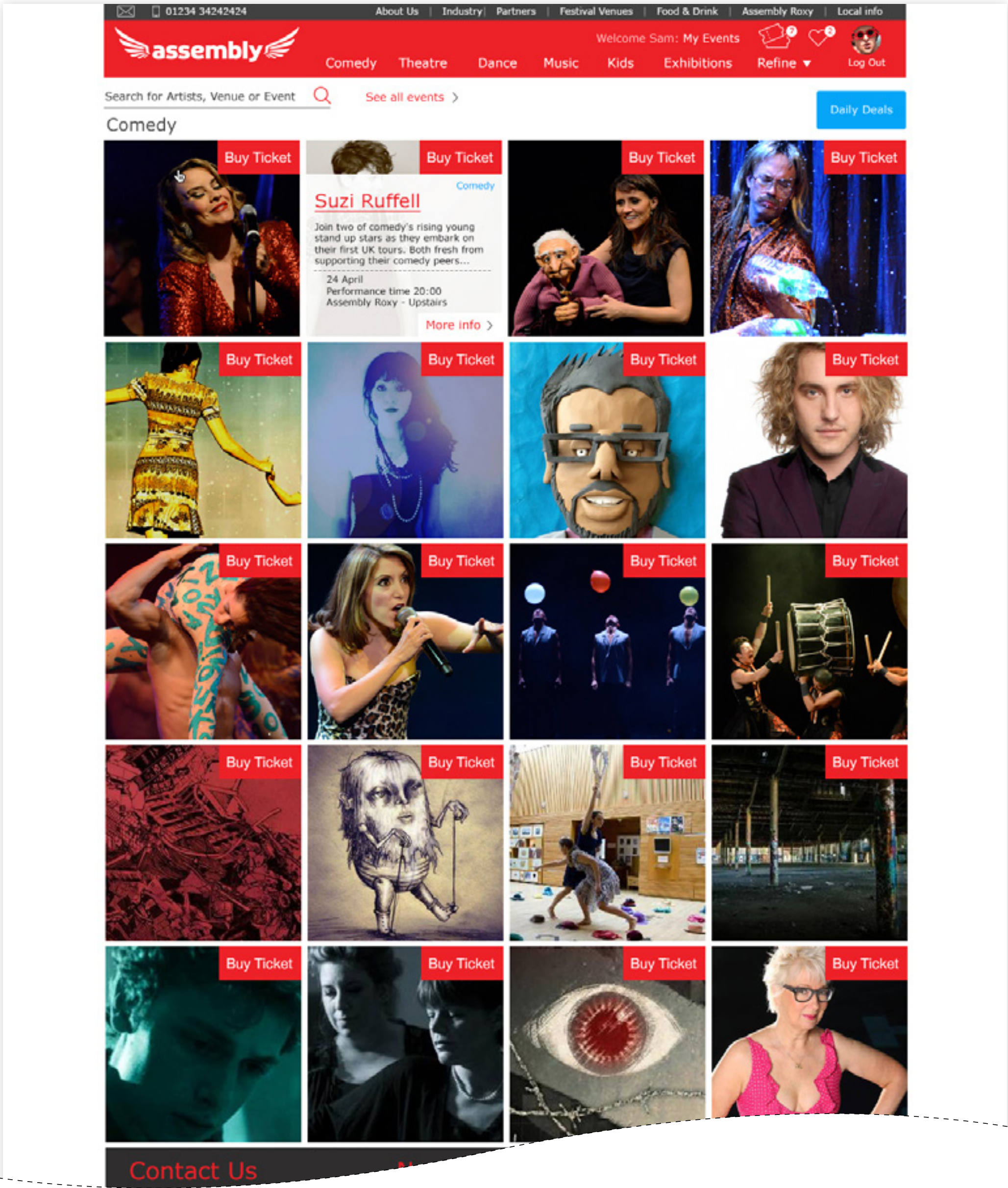
Normal Madness

Date 28.08.15

Venue: Assembly 5

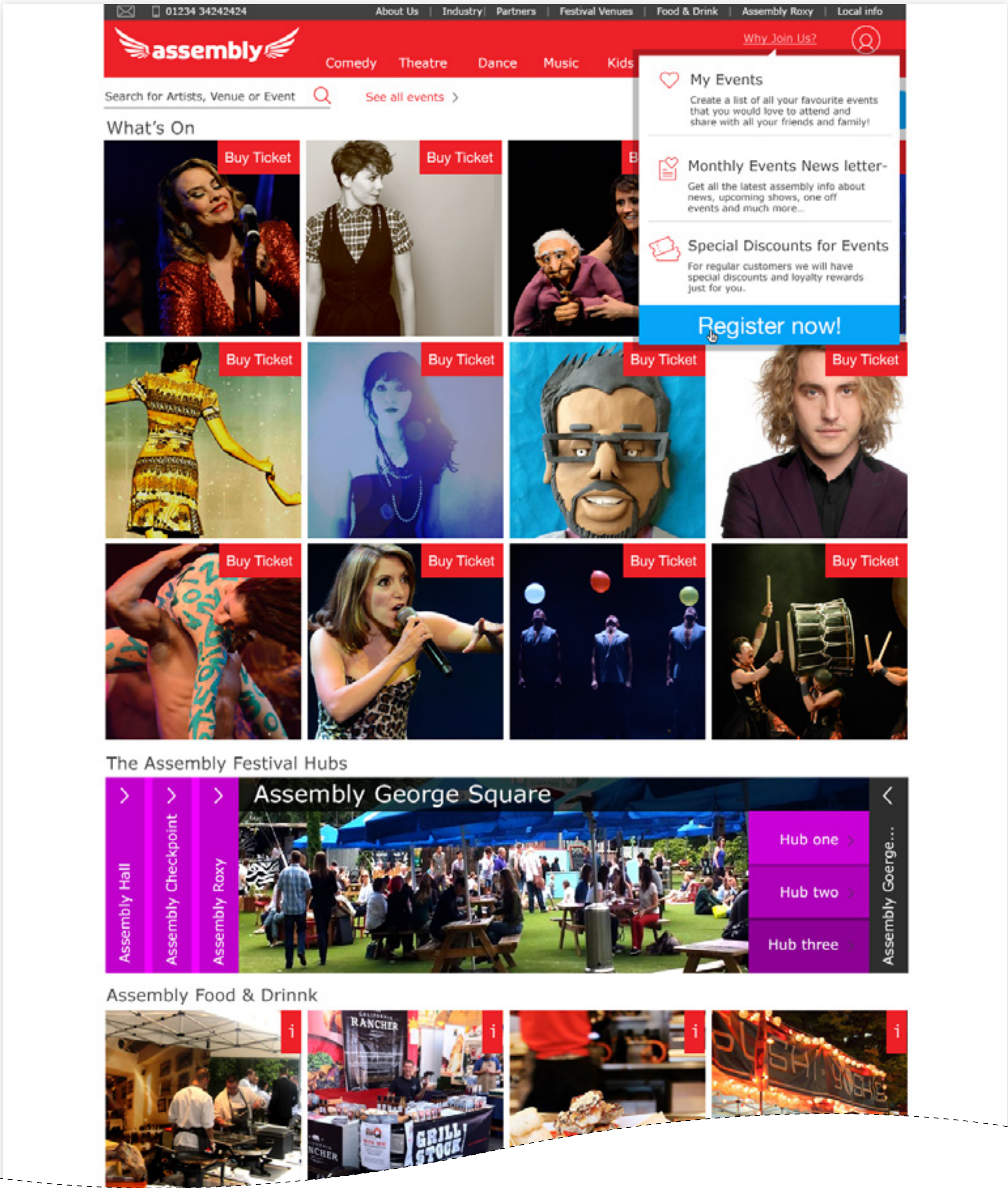
Category Event reveal

Event details summary is revealed through the
hover event action + 0.5 event delay



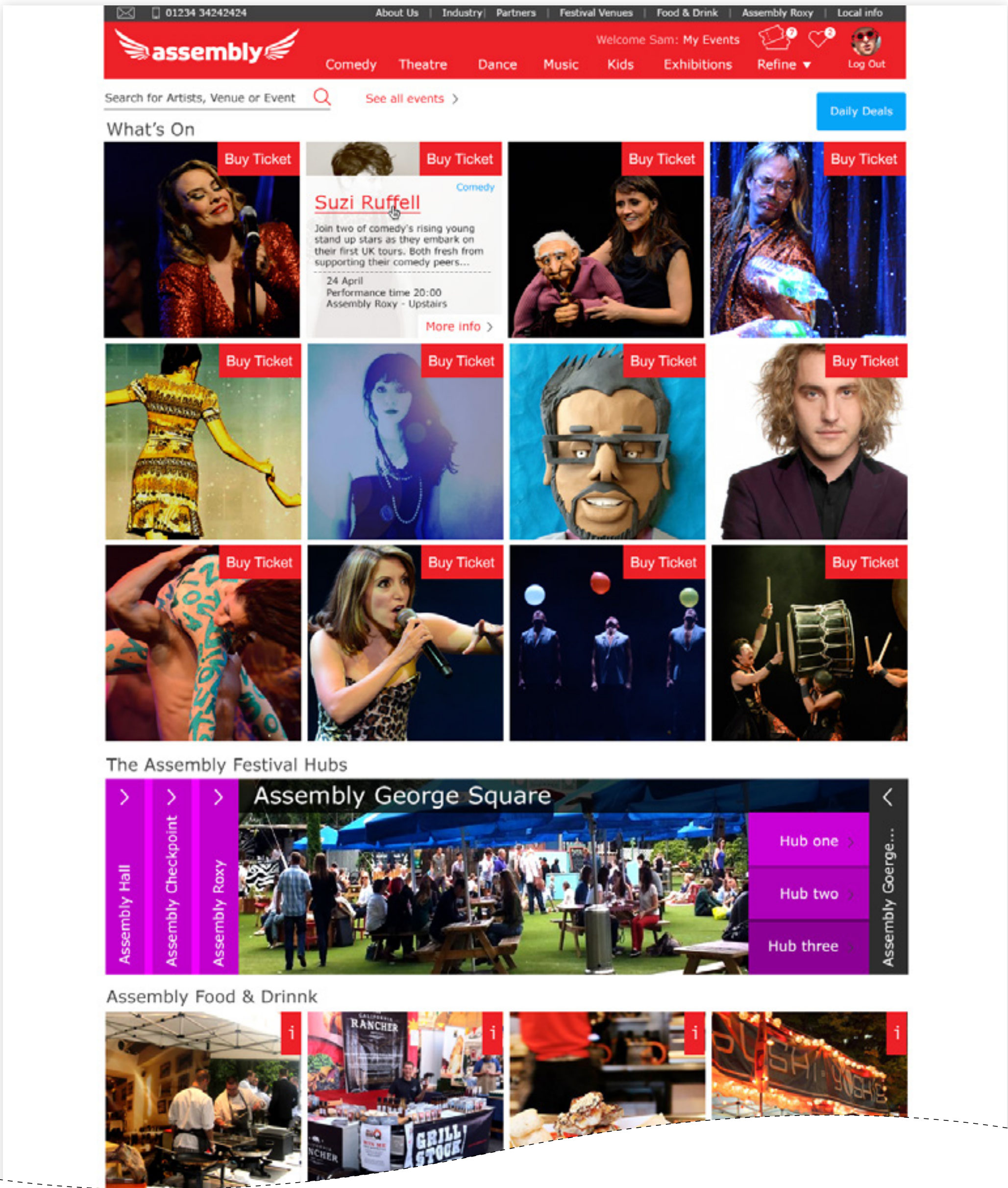
‘Why join Us’ CTA

Revealed through the hover event action + 0.5
event delay



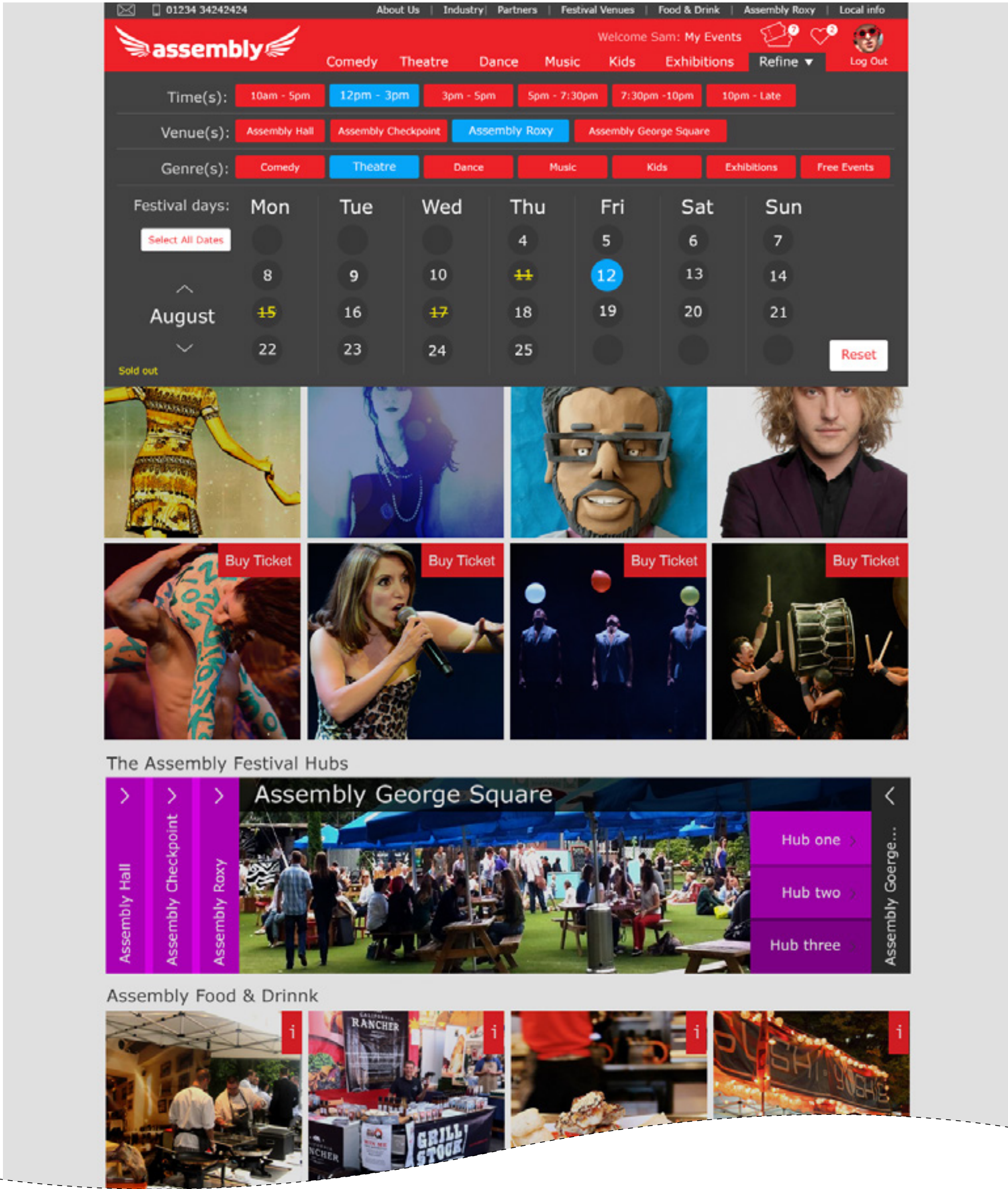
What's On Event reveal

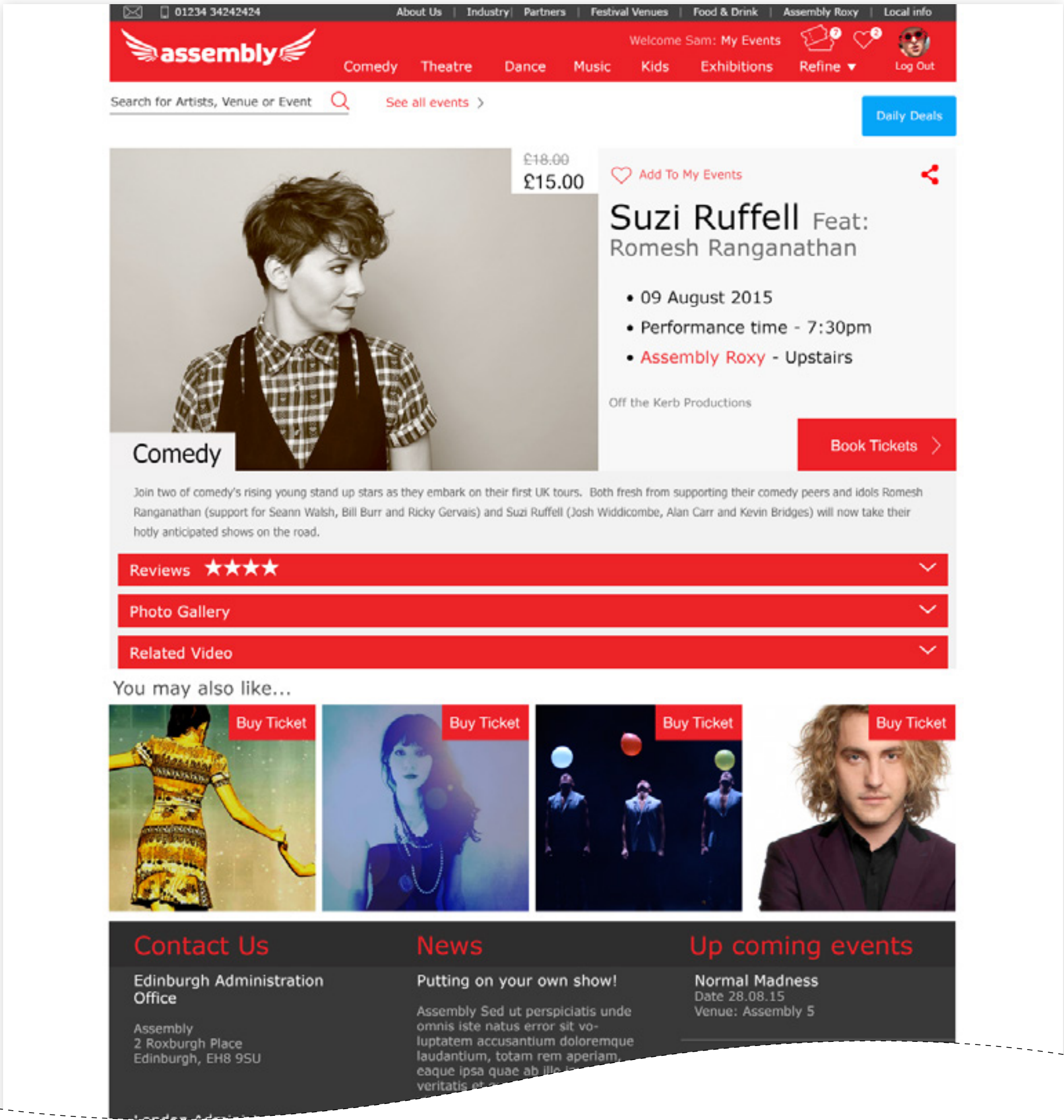
Event details summary is revealed through the
hover event action + 0.5 event delay



Refine overlay

The visible area beneath the 'Refine' reveal is a black with 20% opacity

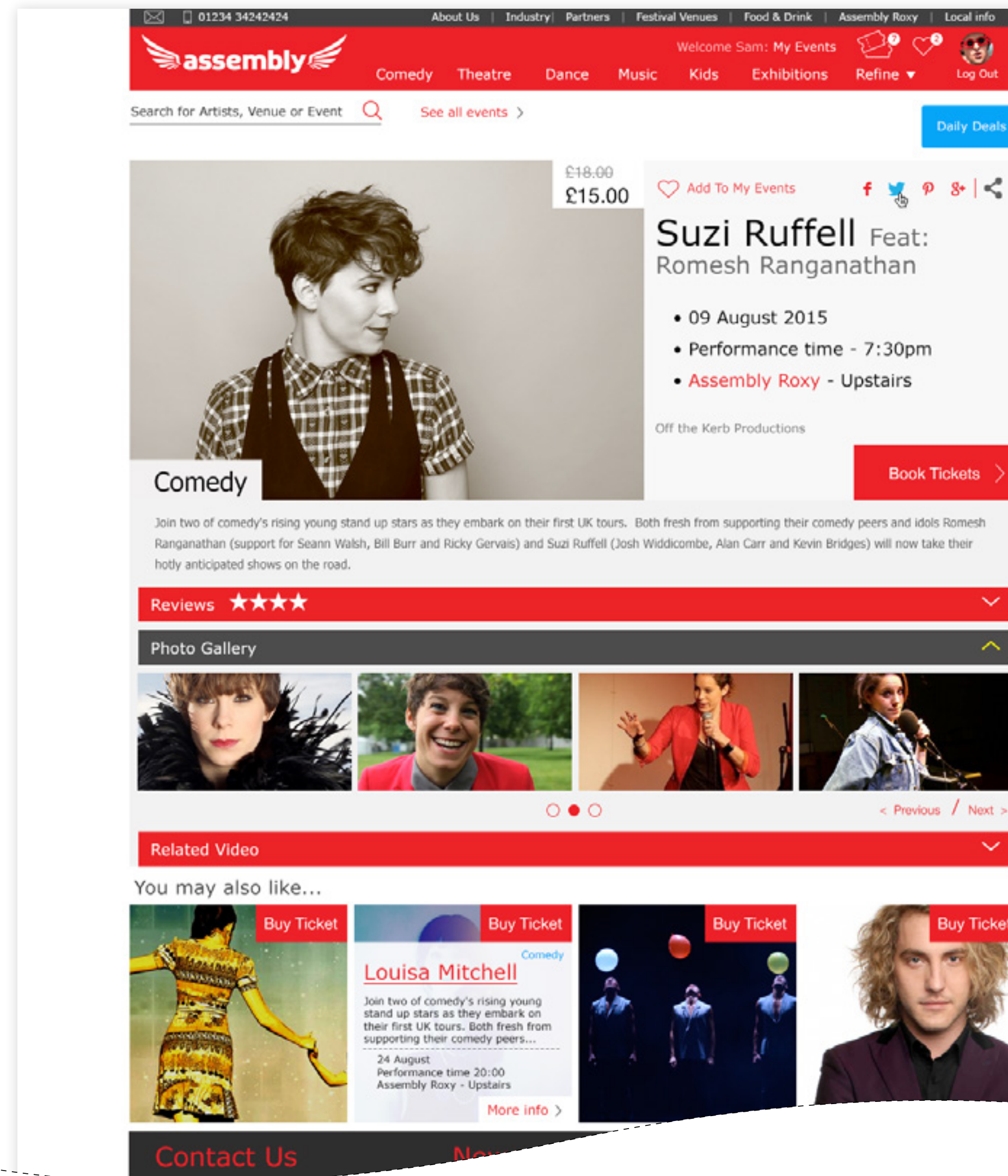


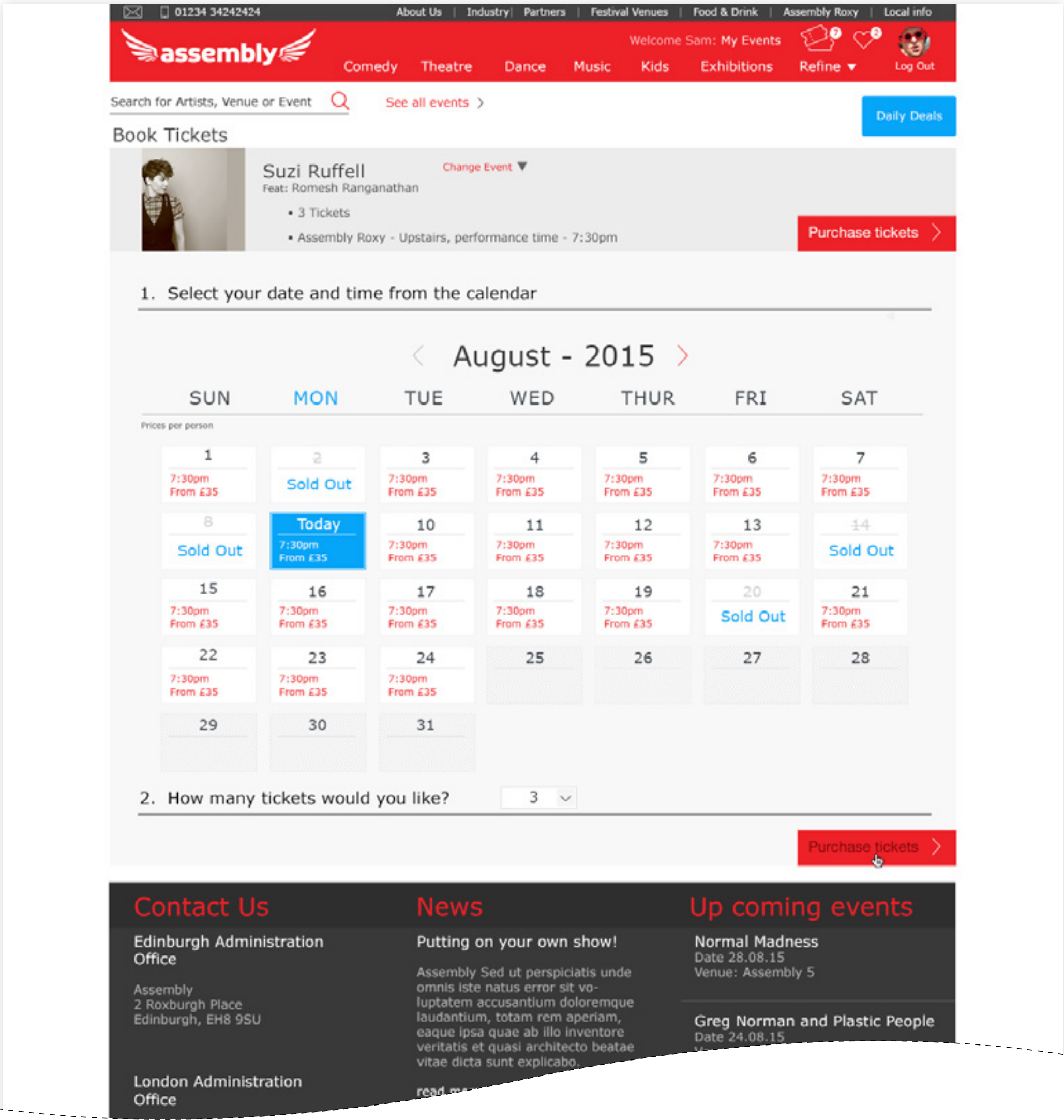


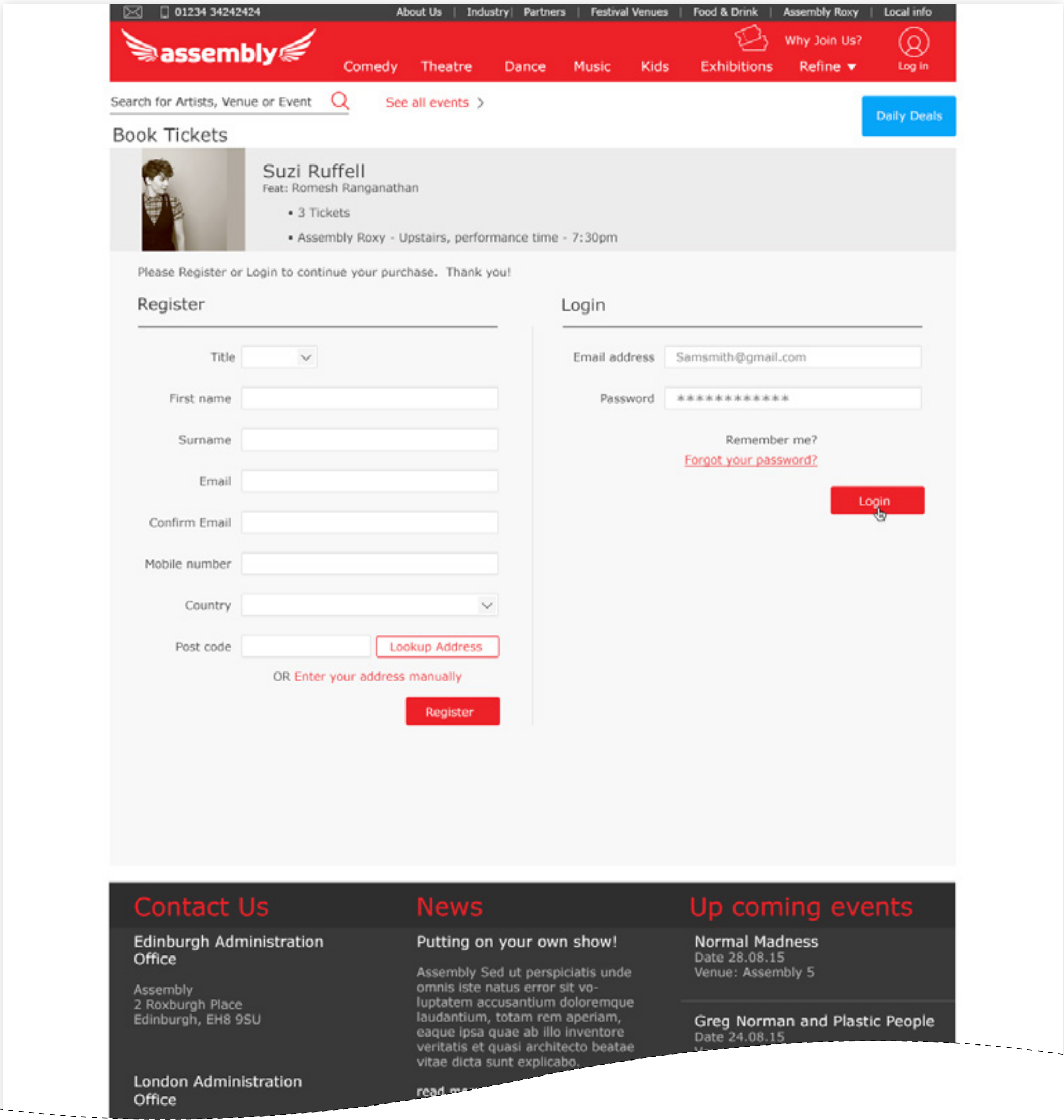
Accordion reveal

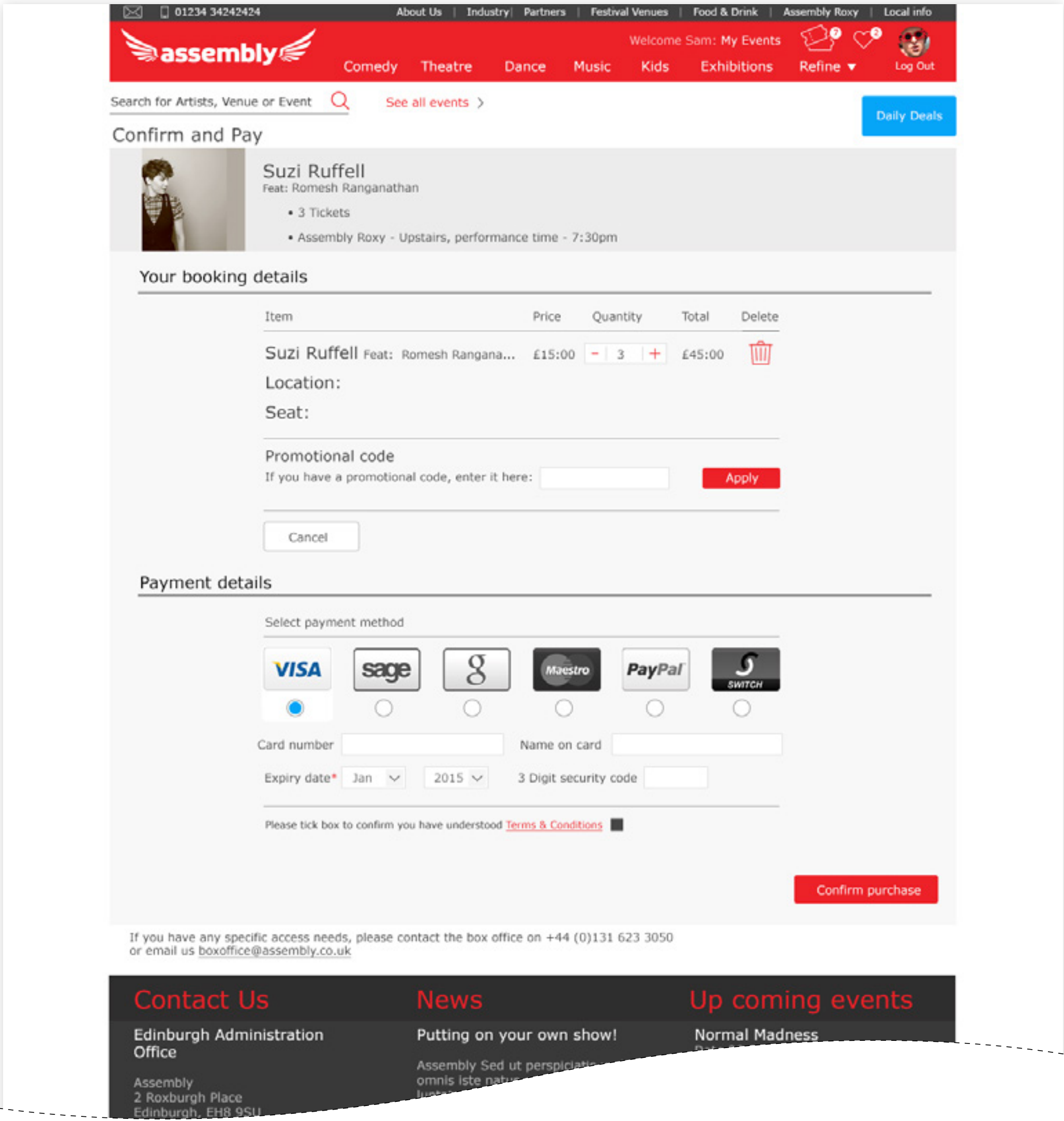
Share interaction

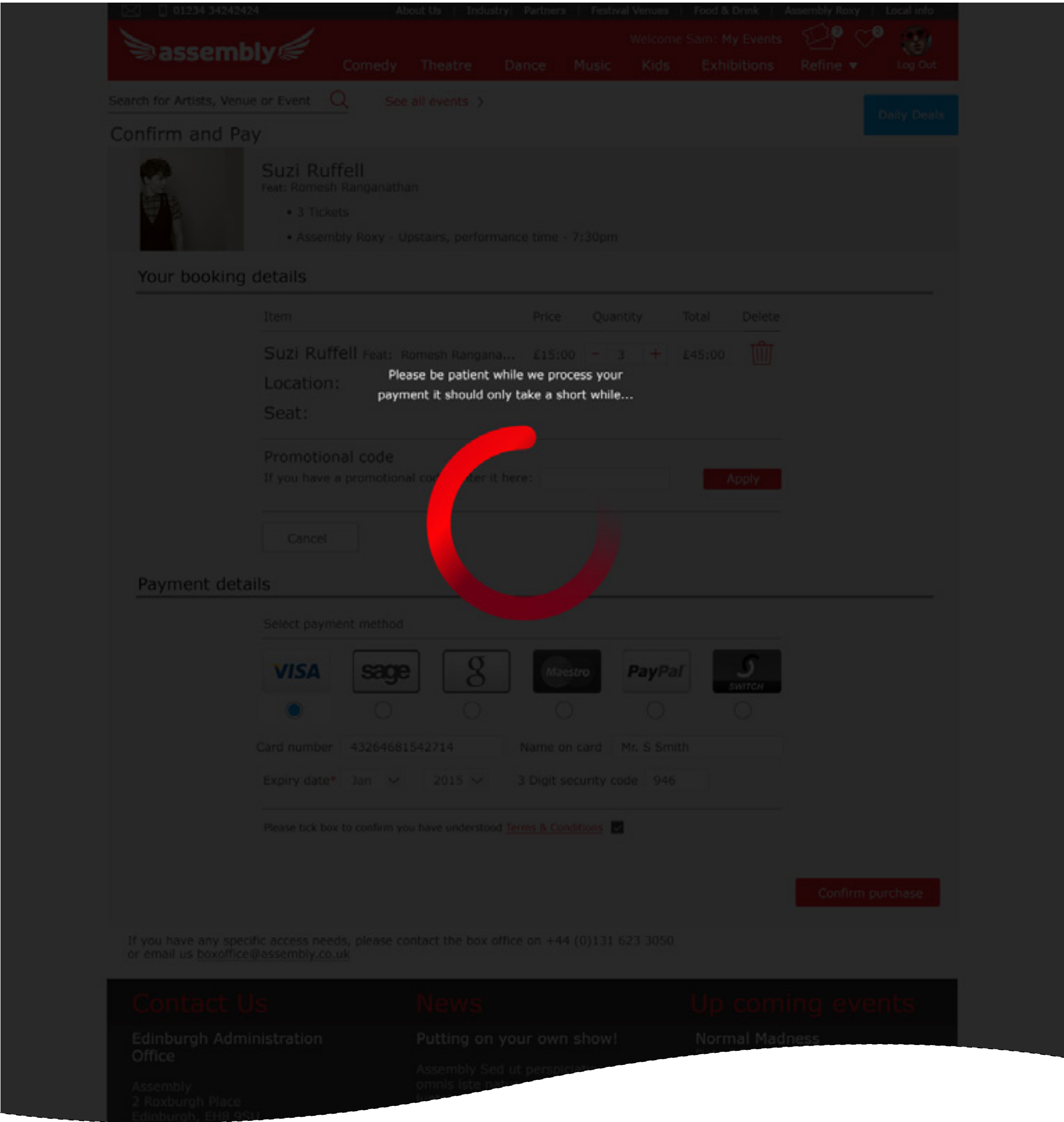
Related item interaction

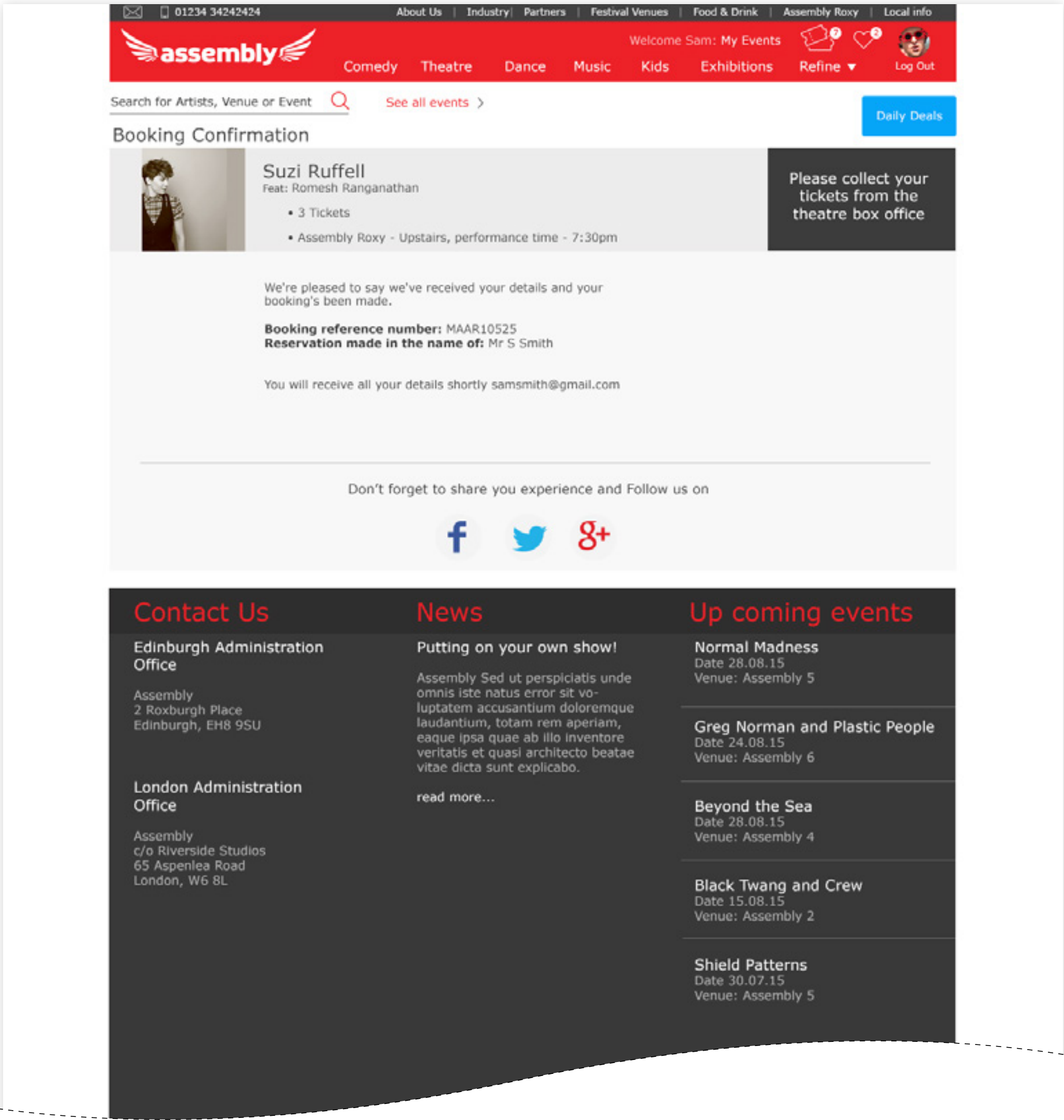












01234 34242424

assembly

Comedy Theatre Dance Music Kids Exhibitions Refine Log Out

Welcome Sam: My Events


Local info

Search for Artists, Venue or Event


See all events

Daily Deals


Meet The Team!




William Burdett-Coutts
Artistic Director




Sharon Burgess
Managing Director




Heather Ruck
Head of Programming



Caroline Fraser
Assembly Roxy Manager




David Haime
Associate Producer




Charlotte Crone
Operations Manager

Work With Us

What makes the Assembly Festival Great! Check out the highlights from last years Successes



Following the release of their critically acclaimed recording The Coral Sea (Delphian Records), McKenzie Sawers - [See more](#)



< Previous / Next >

Be Part of the Assembly Festival

We welcome advocates and assistance in creating partnerships to deliver and promote our work, financially and in-kind. Our Patrons are extremely important in providing essential financial support to realise our strategy.

To discuss how you can support, or for further information please contact us at development@assemblyfestival.co.uk we will call you back.

assembly


Design concepts




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About Us | Industry | Partners | Festival Venues | Food & Drink | Assembly Roxy | Local info




Welcome Sam: My Events   

Comedy Theatre Dance Music Kids Exhibitions Refine  Log Out

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Perform with us!



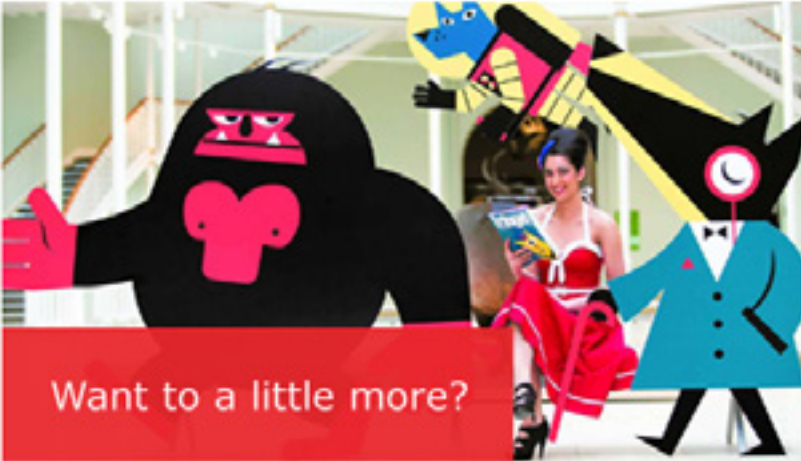
Assembly is one of the most successful and prestigious venues at the Edinburgh Festival Fringe. Established 35 years ago, Assembly is world renowned for producing and presenting a programme of award-winning comedy, theatre, music, cabaret and dance from around the world. In 2014 we had sixteen performance spaces located across our four hubs: Assembly Hall, Assembly George Square, Assembly Roxy and Assembly Checkpoint.

Assembly hosts the biggest names alongside exciting emerging talent, attracts large audiences and provides the best opportunities for brand exposure locally, nationally and internationally.

Assembly's programme of events runs from 10am until late at night, and is accompanied by exhibitions, cafés and bars where members of the press, performers and guests alike can party and relax into the small hours of the morning.








Do you want to perform with us?



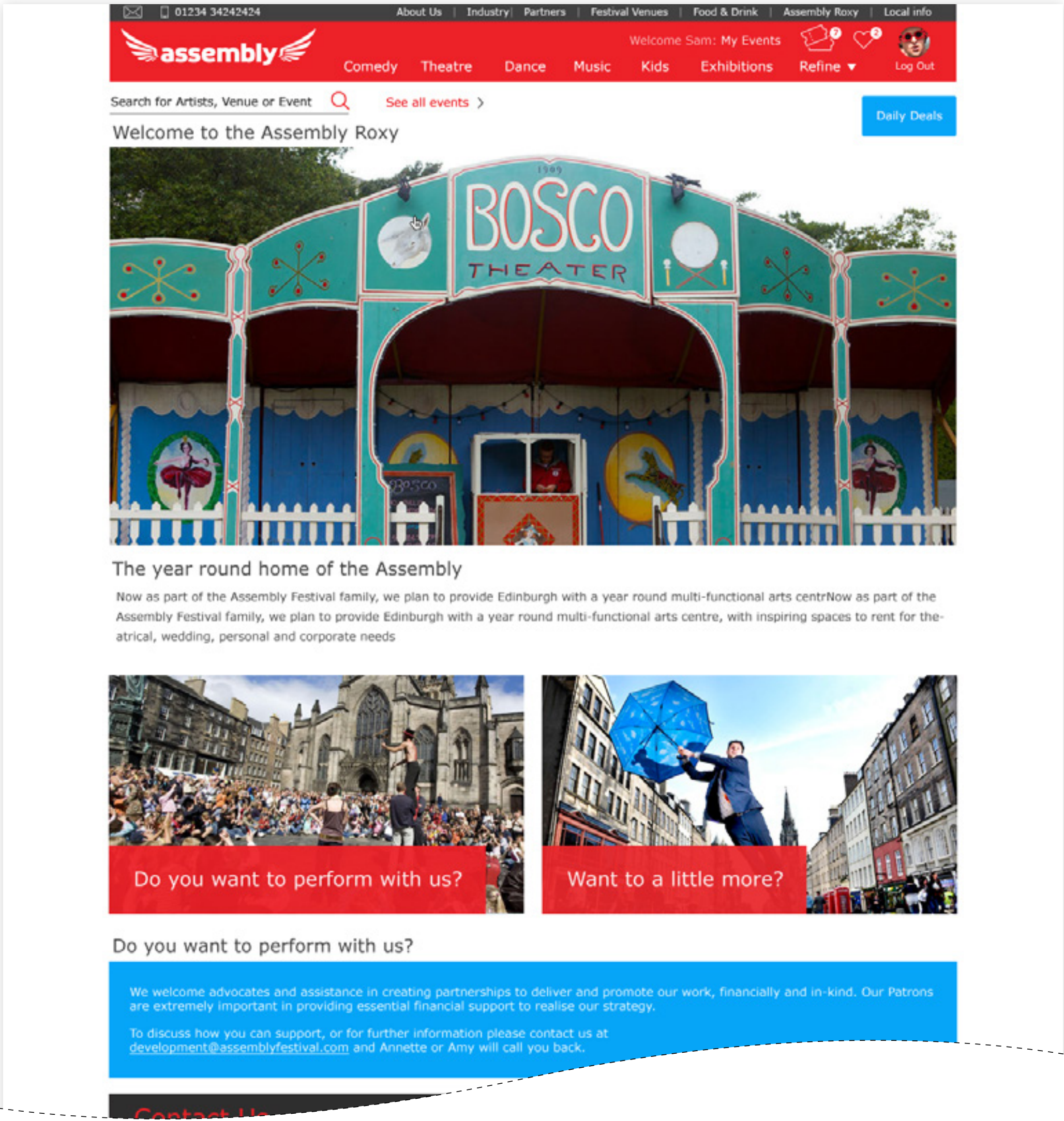
Want to a little more?

Check out all our festival venues

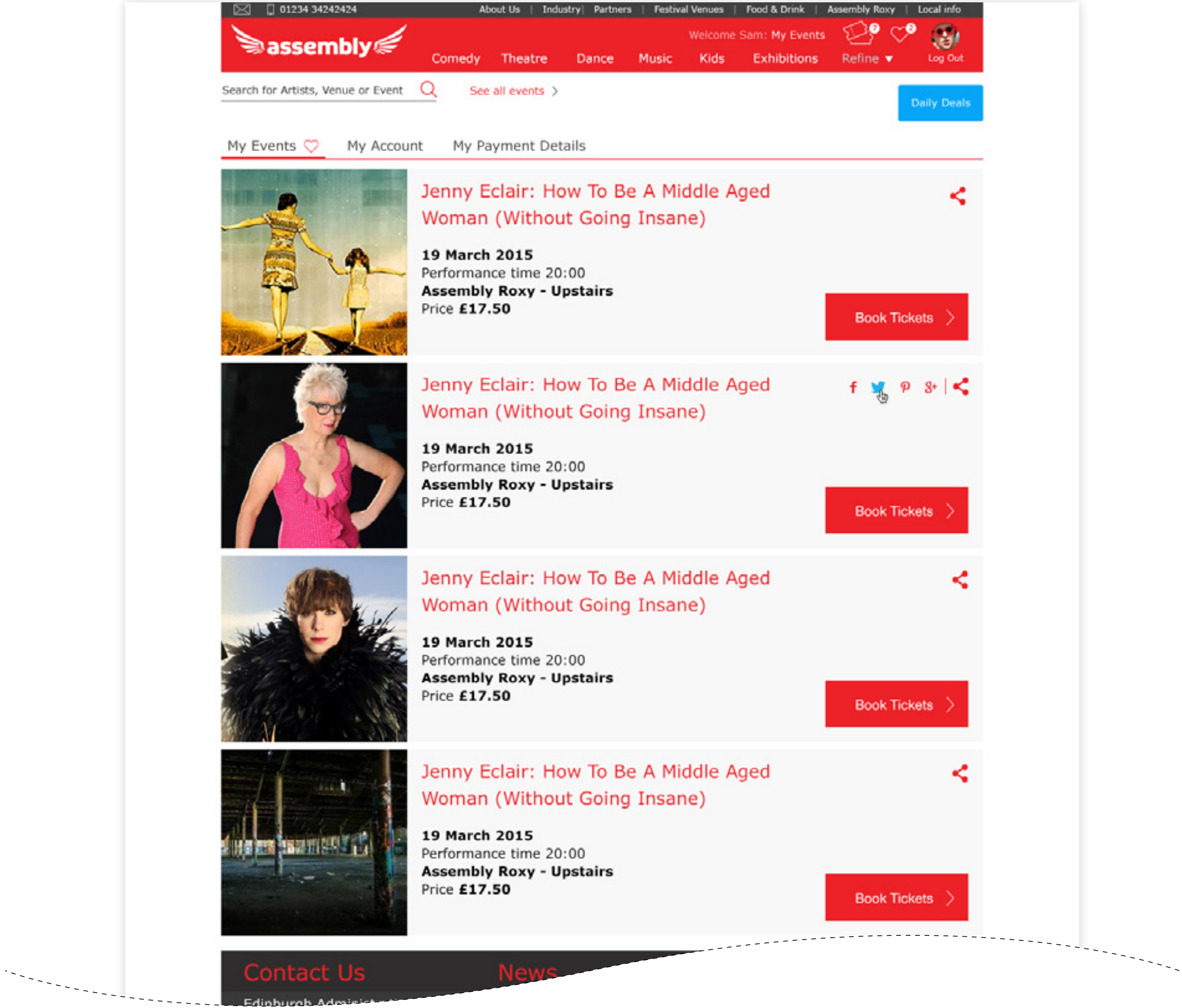


 | Design concepts

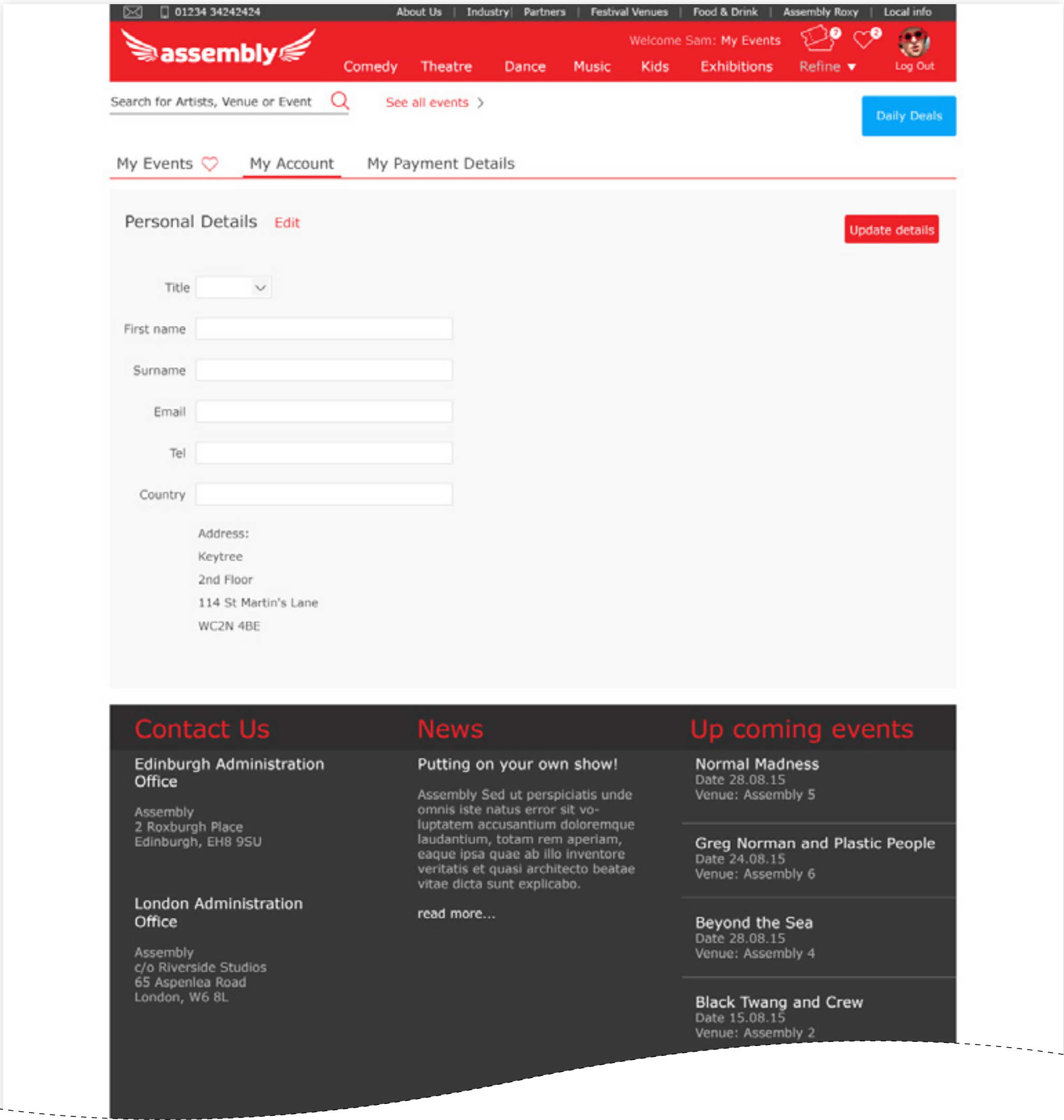
Copyright © 2015 keytree



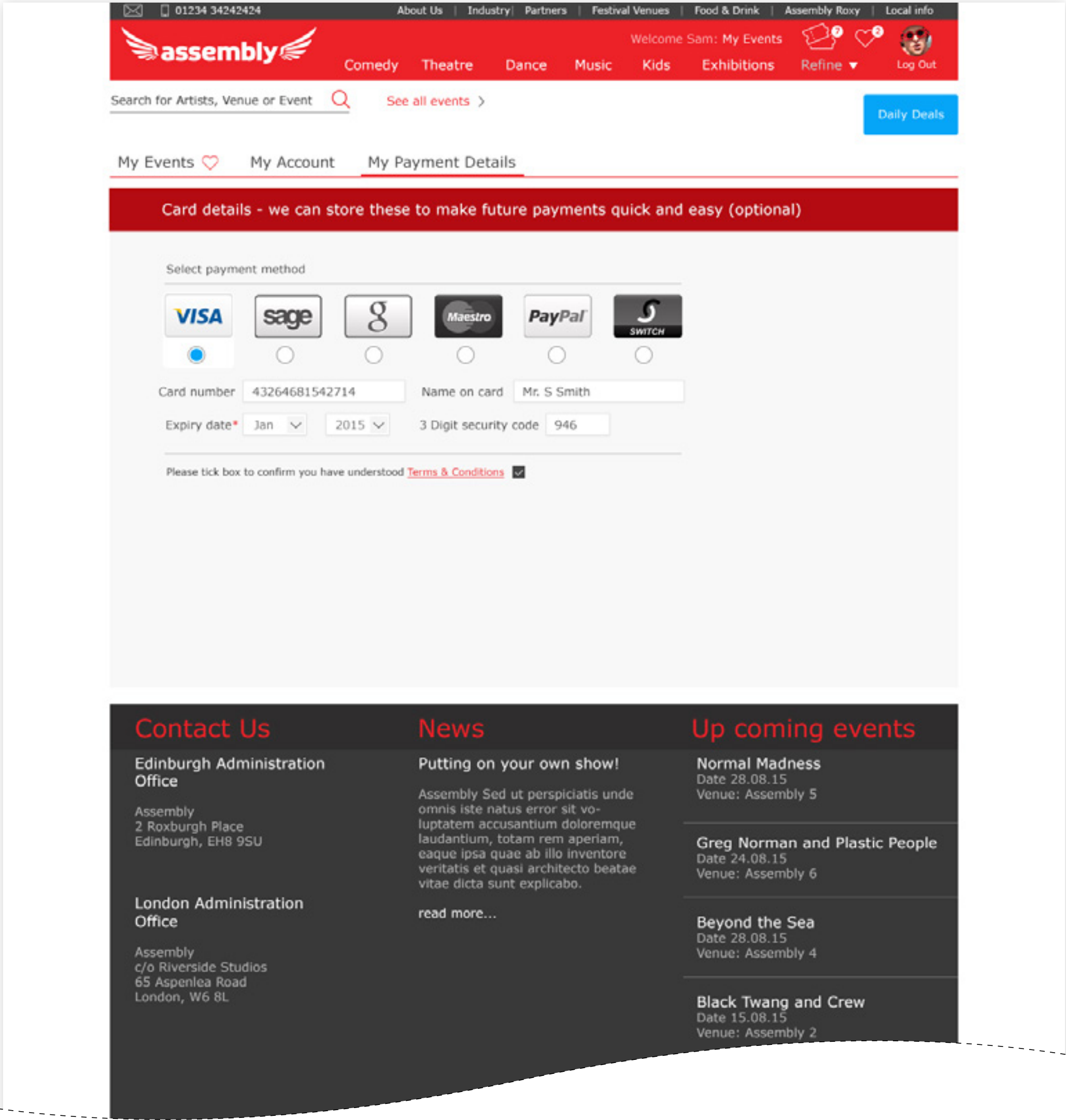
Tab selection: 'My Events'



Tab selection: 'My Account'



Tab selection: 'My Payment Details'

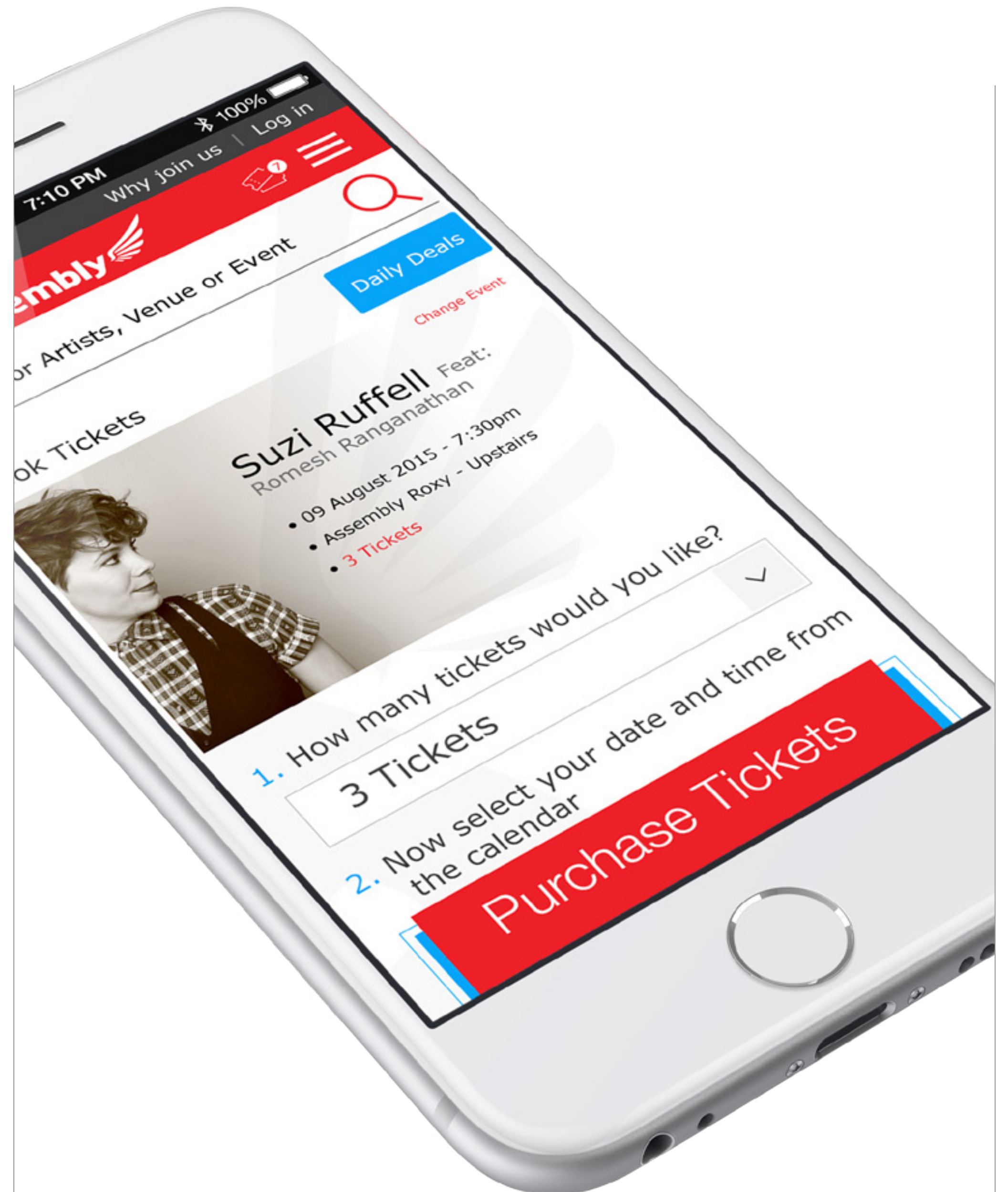


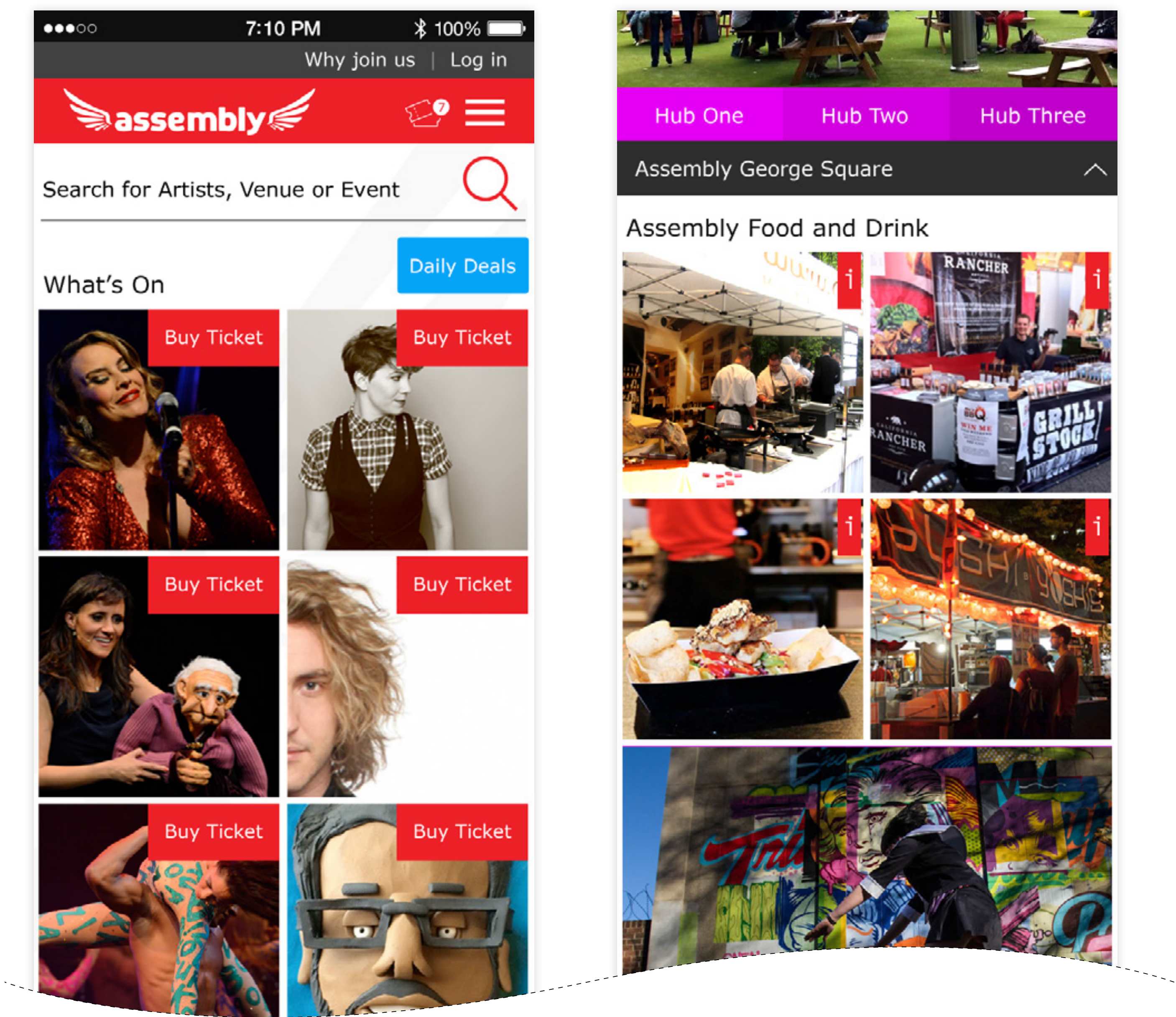
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7:10 PM100%Why join us | Log in


assembly

7

Search for Artists, Venue or Event

Book Tickets

Daily Deals



Suzi Ruffell

Feat: Romesh Ranganathan

• 09 August 2015 - 7:30pm

• Assembly Roxy - Upstairs

• 3 Tickets

Change Event

1. How many tickets would you like?

3 Tickets

2. Now select your date and time from the calendar

Purchase Tickets

7:30pm | From £35

7:30pm | From £35

Aug 4th Tuesday

SOLD OUT

Aug 5th Wednesday

7:30pm | From £35

Aug 6th Thursday

7:30pm | From £35

Aug 7th Friday

8:00pm | From £35

Aug 8th Saturday

7:00pm | From £35

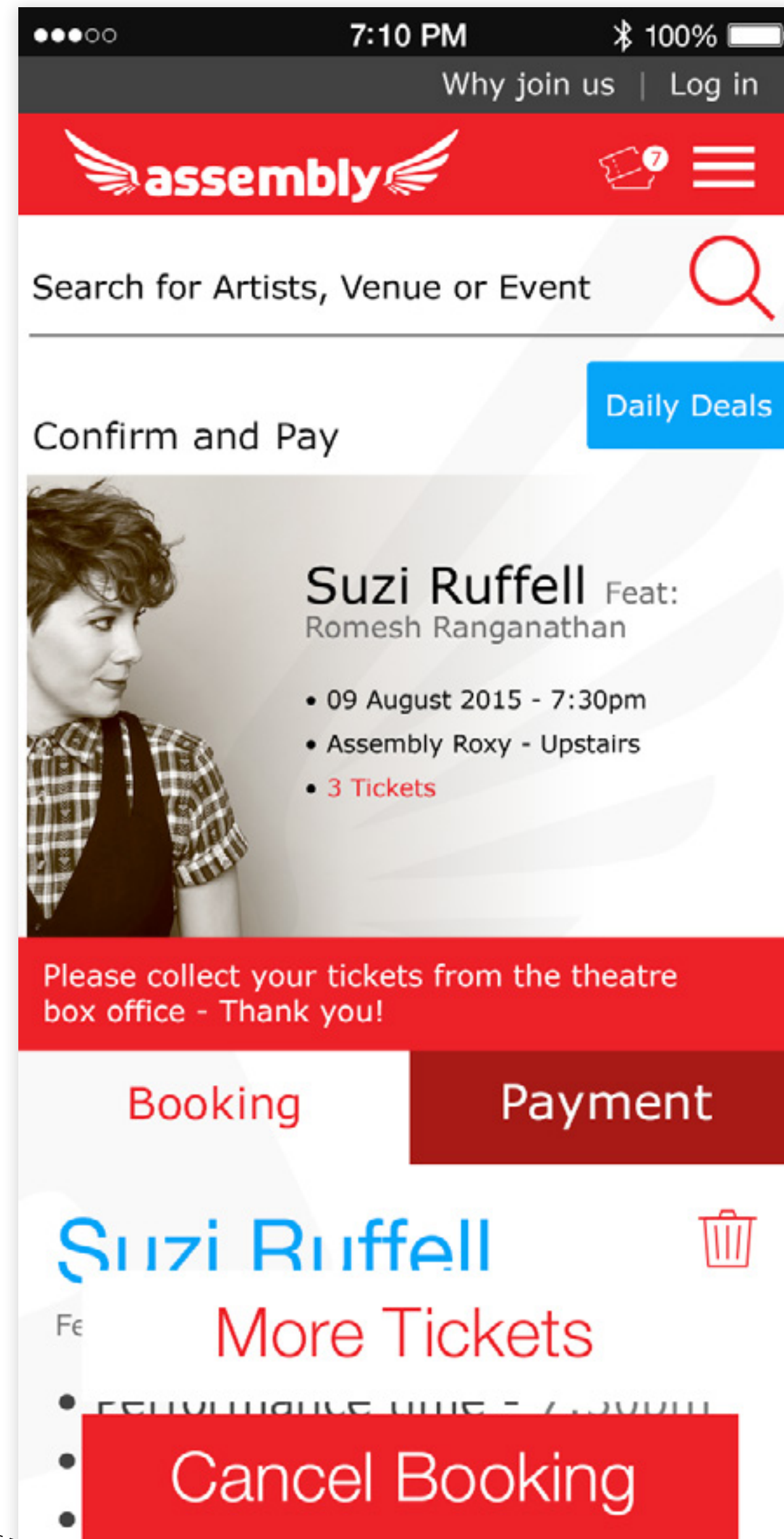
Aug 9th Sunday

SOLD OUT

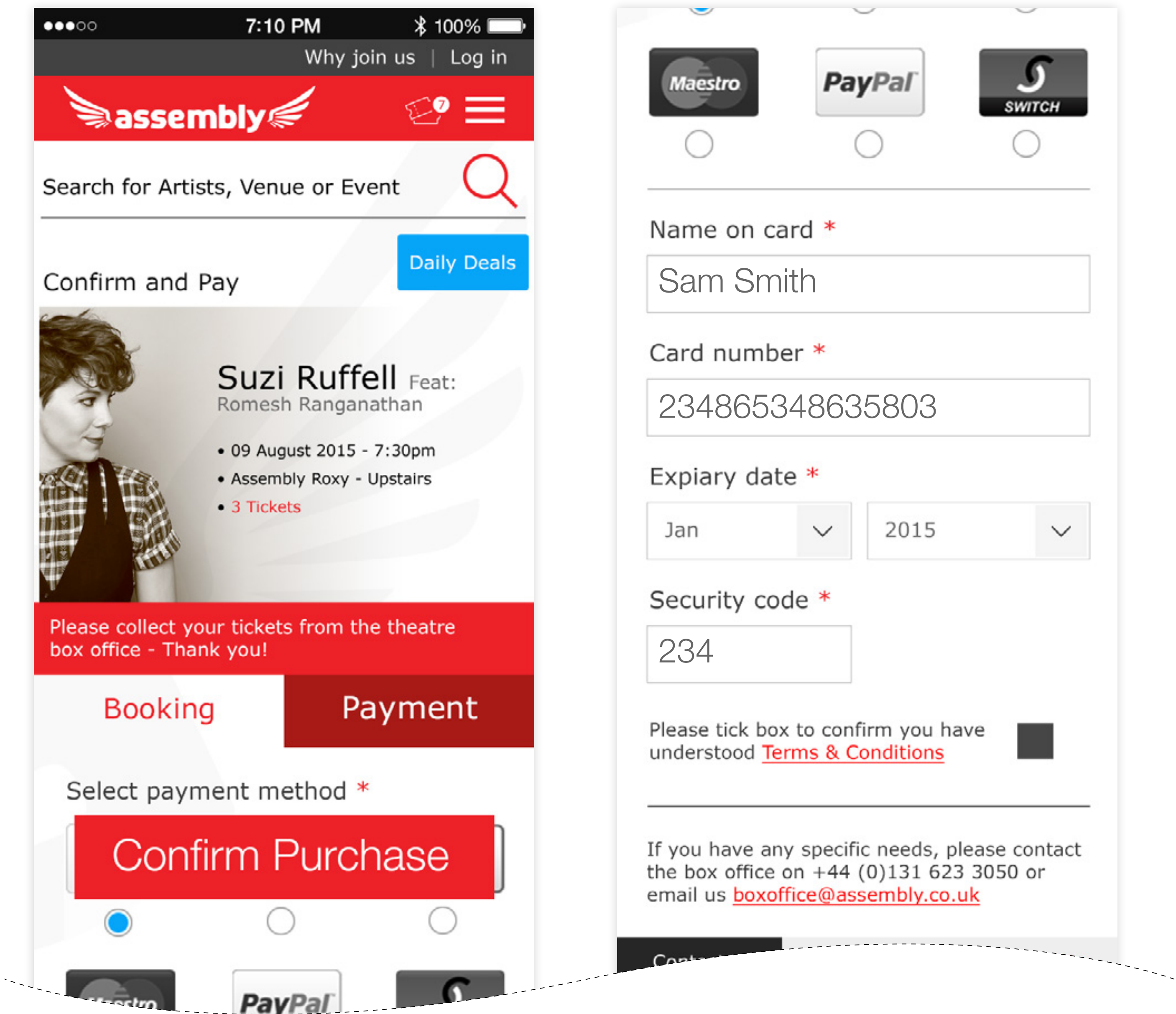
assembly

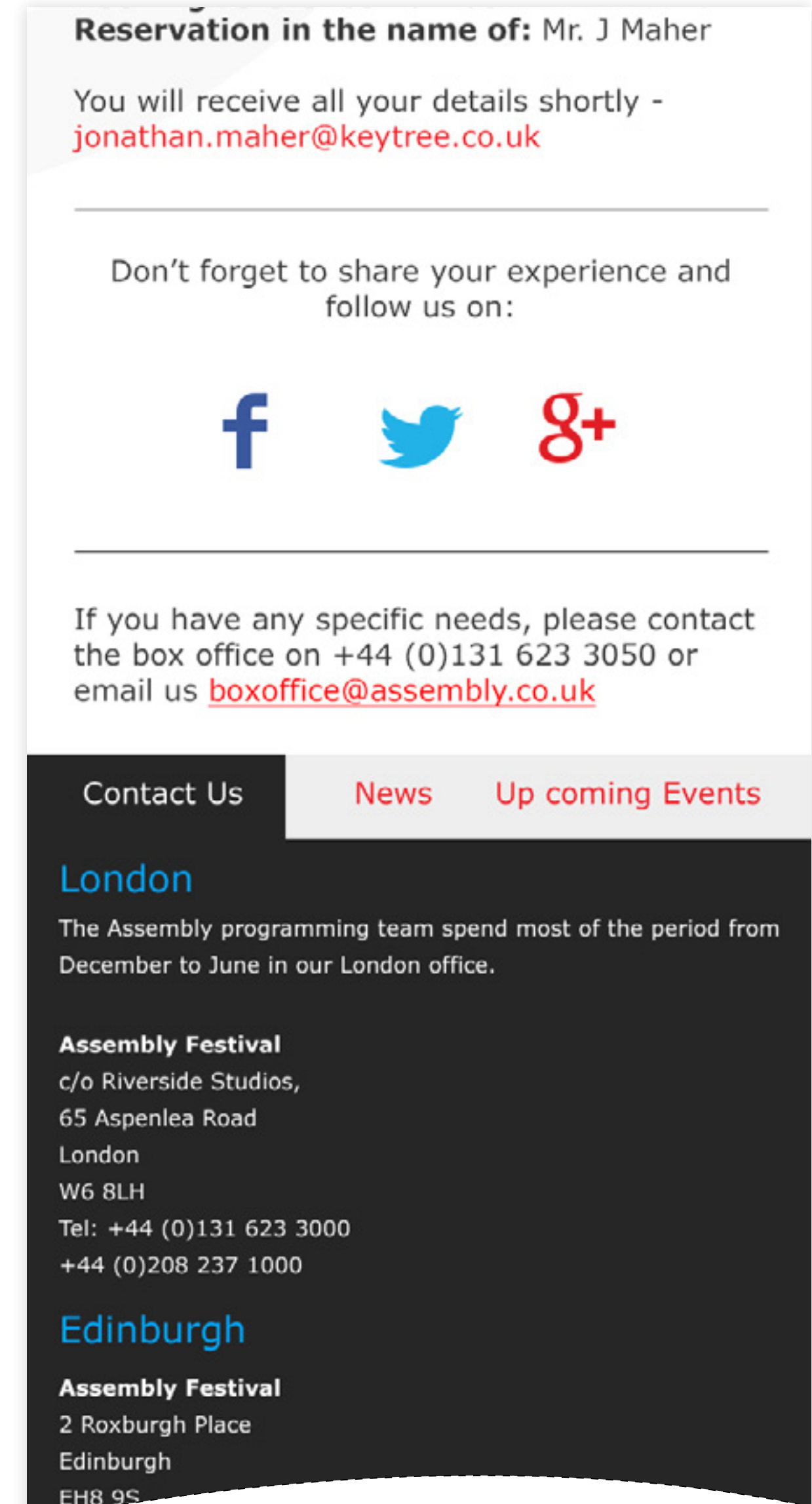
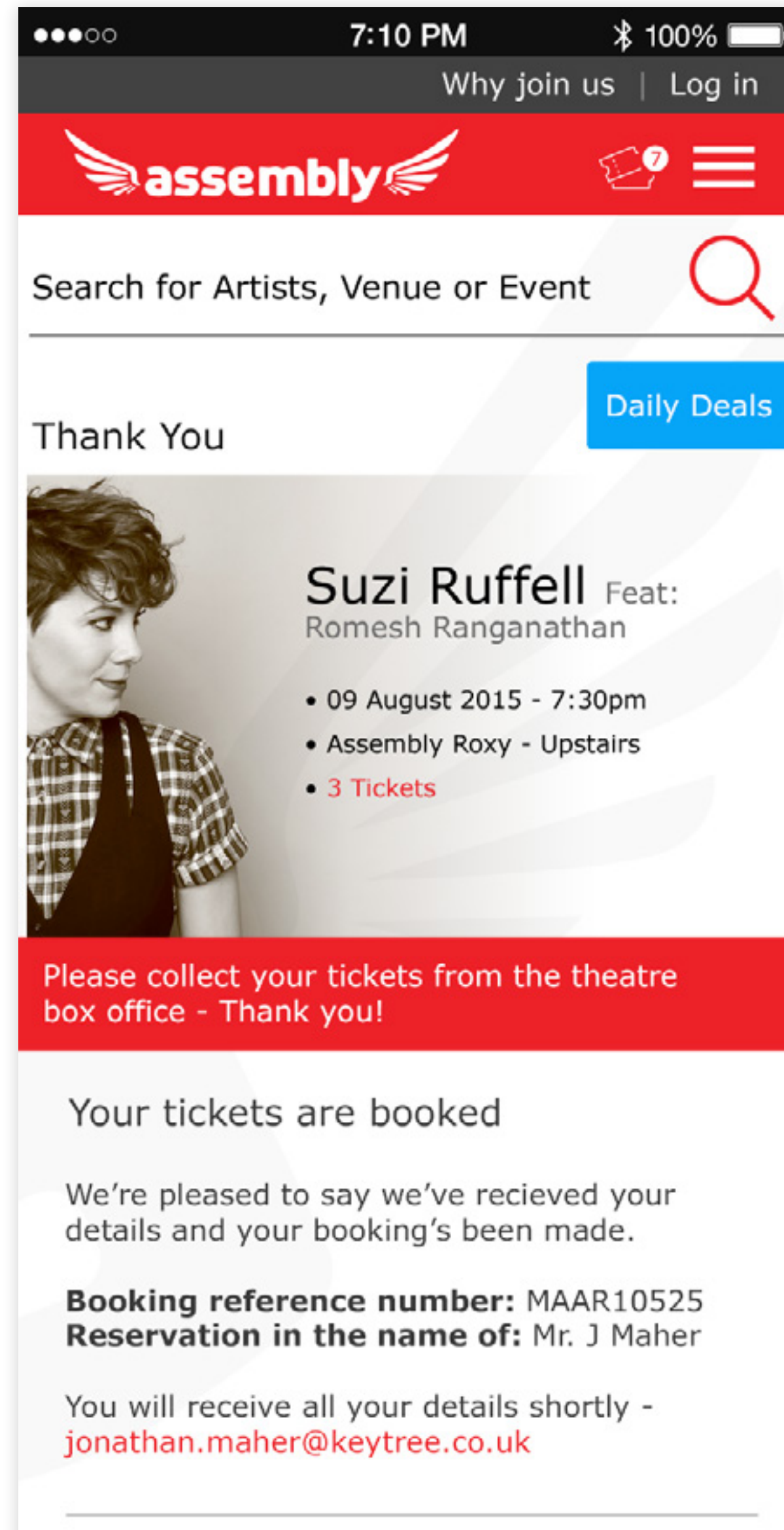
Design concepts

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A mobile app interface for payment. It features three payment method icons: 'Maestro', 'PayPal', and 'SWITCH'. Below these are three circular selection buttons. The form includes fields for 'Name on card *', 'Card number *', and 'Expiry date *' (with dropdowns for 'Jan' and '2015'). A 'Security code *' field is also present. A checkbox for 'Please tick box to confirm you have understood [Terms & Conditions](#)' is shown. At the bottom, a note provides contact information for the box office: '+44 (0)131 623 3050 or email us boxoffice@assembly.co.uk'.





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For any questions related to this Presentation, please contact:
Jonathan Maher | Director of experience design at Keytree | jonathan.maher@keytree.co.uk