User Interface Design concepts

April 2015

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⁰¹ Key Design Screens

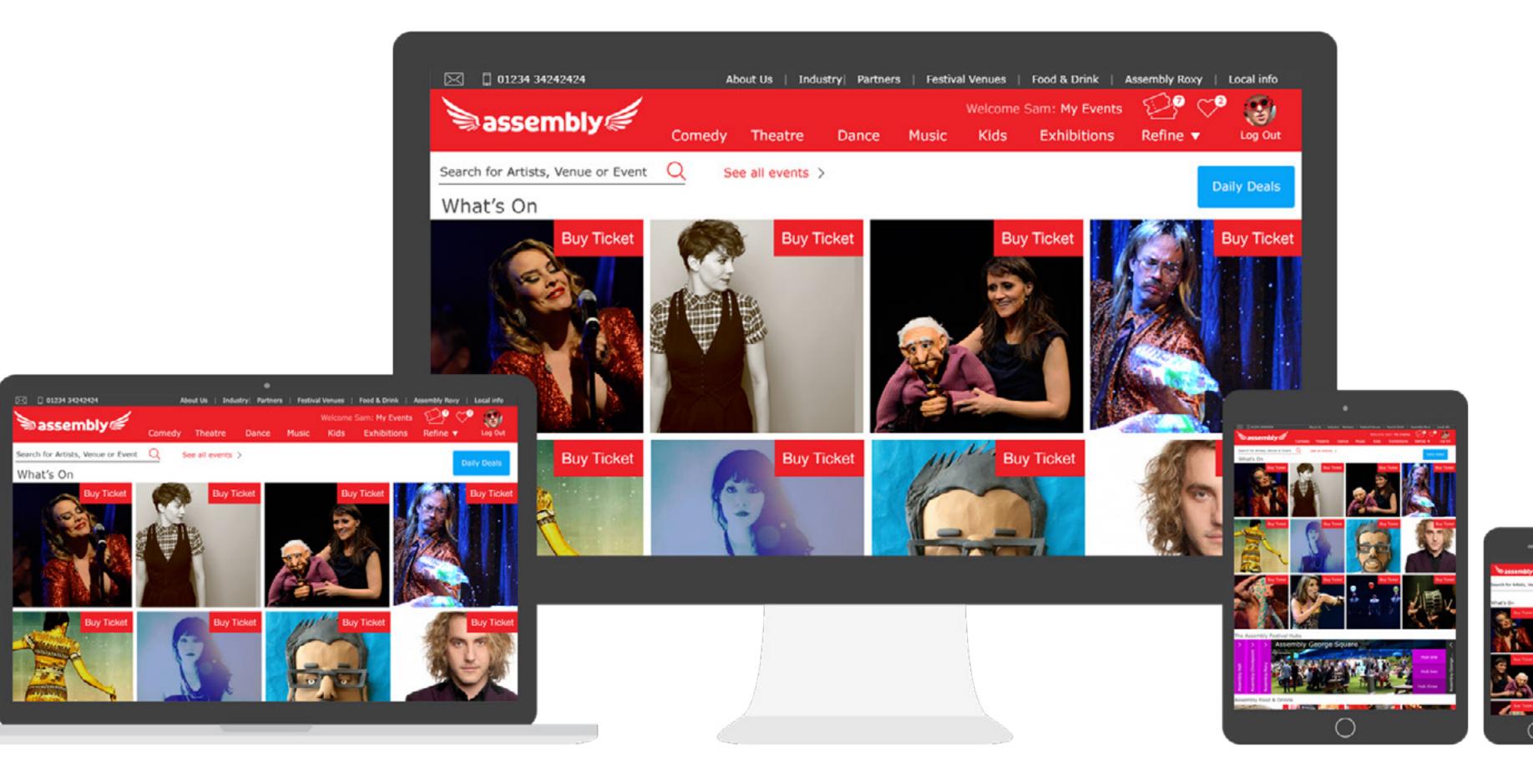
Home / Join Us CTA / Refine reveal Category Event details & Calendar User registration & Login Booking & Payment flow Assembly promo pages User account: tab views

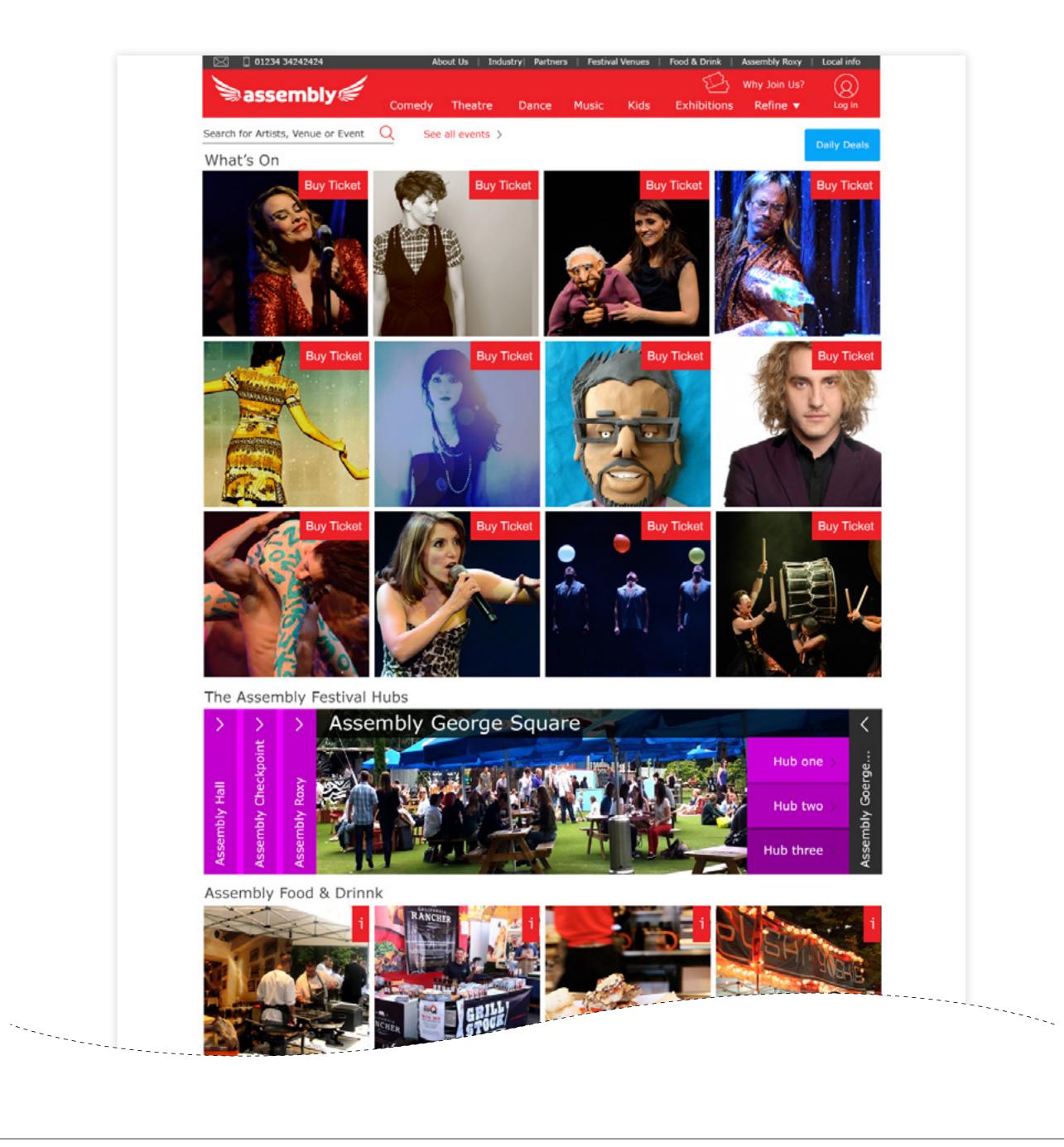
Key Design Goals

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



The Assembly Festival Hubs



Assembly Food & Drinnk





Stay in touch



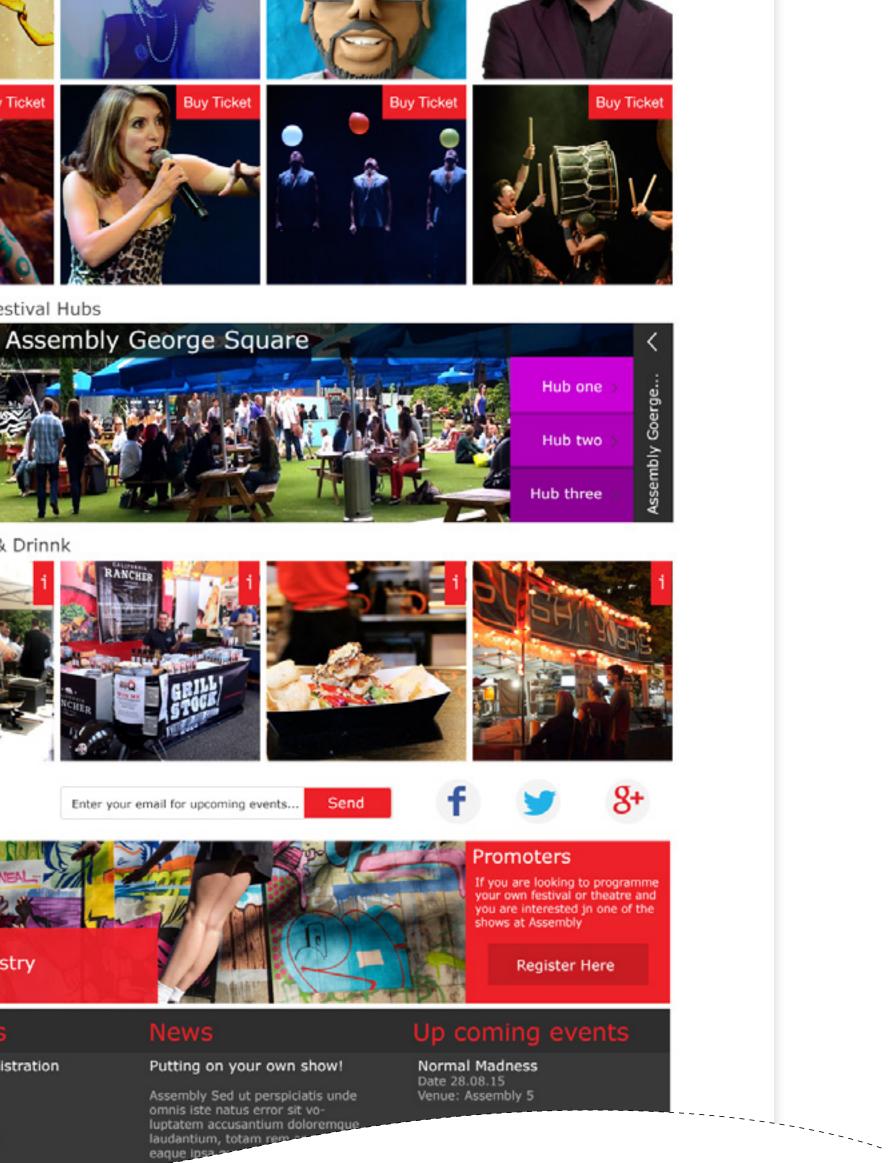
Industry

Edinburgh Administration Office

Assembly 2 Roxburgh Place Edinburgh, EH8 9SU

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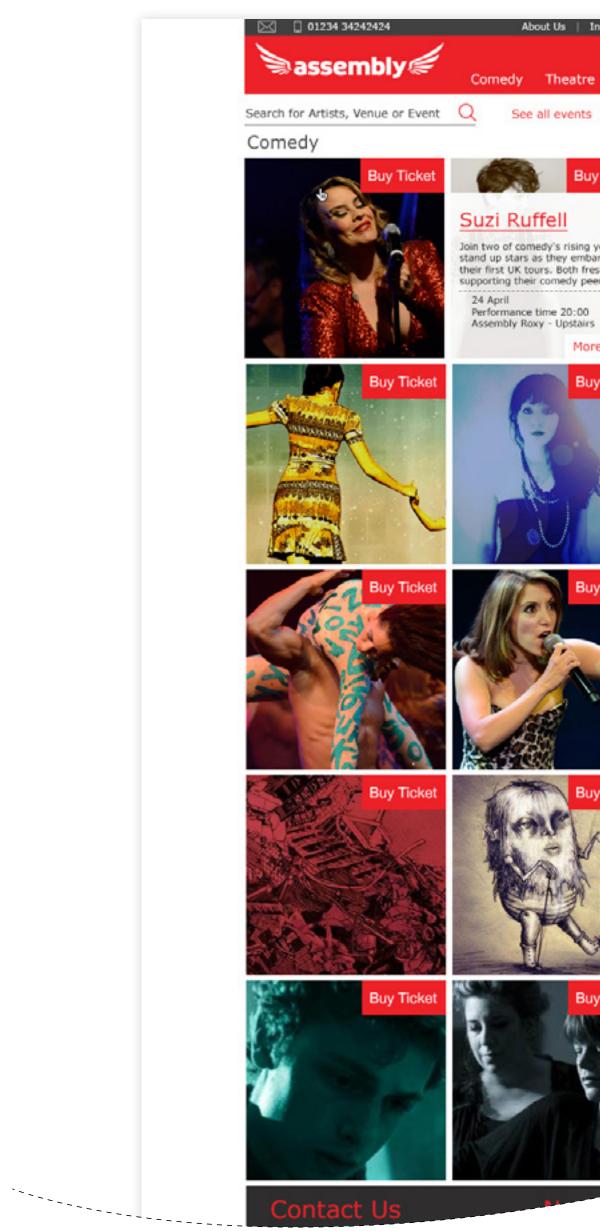


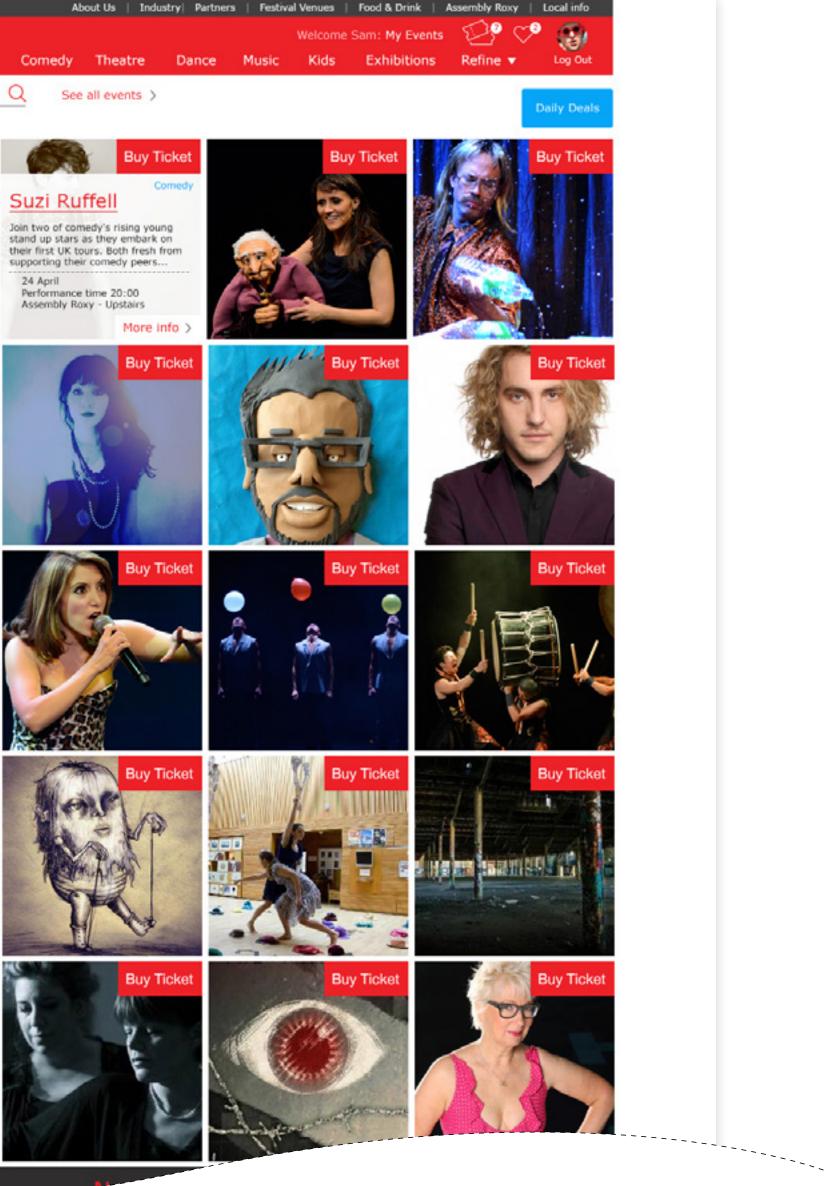
## Category page: Comedy

### Category Event reveal

Event details summary is revealed through the

hover event action + 0.5 event delay

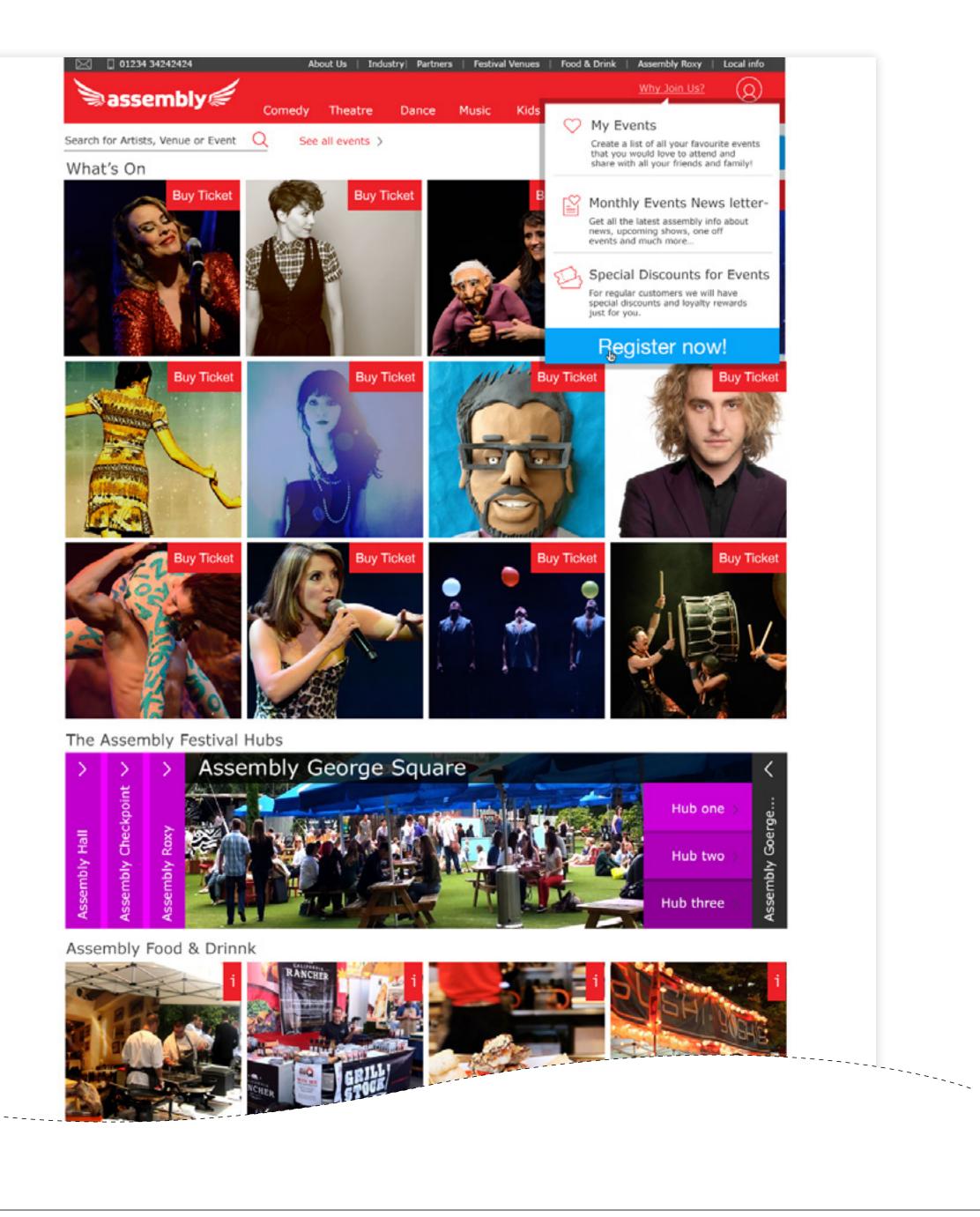




### 'Why join Us' CTA

Revealed through the hover event action + 0.5

event delay

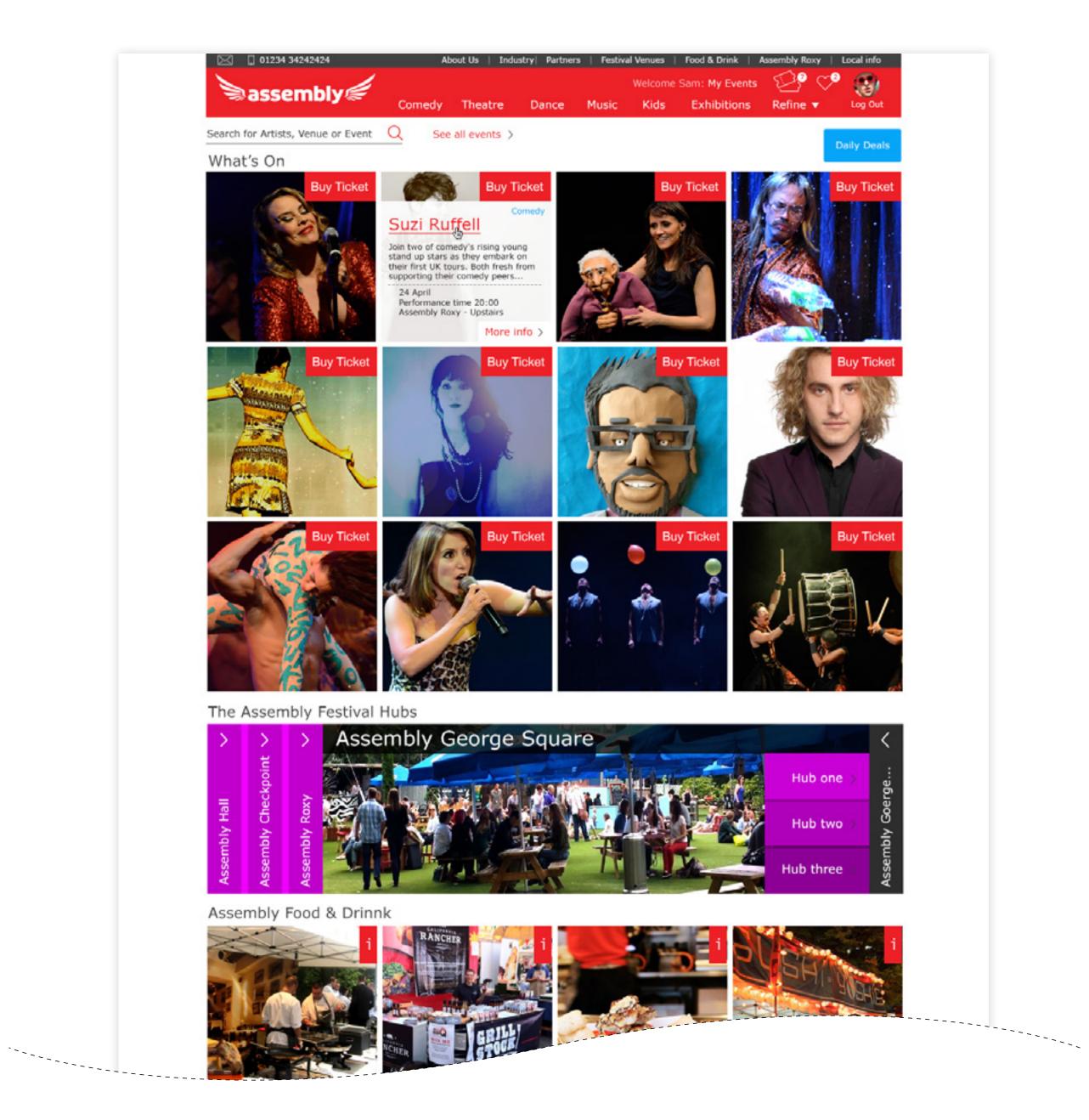


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### What's On Event reveal

Event details summary is revealed through the

hover event action + 0.5 event delay





### Refine overlay

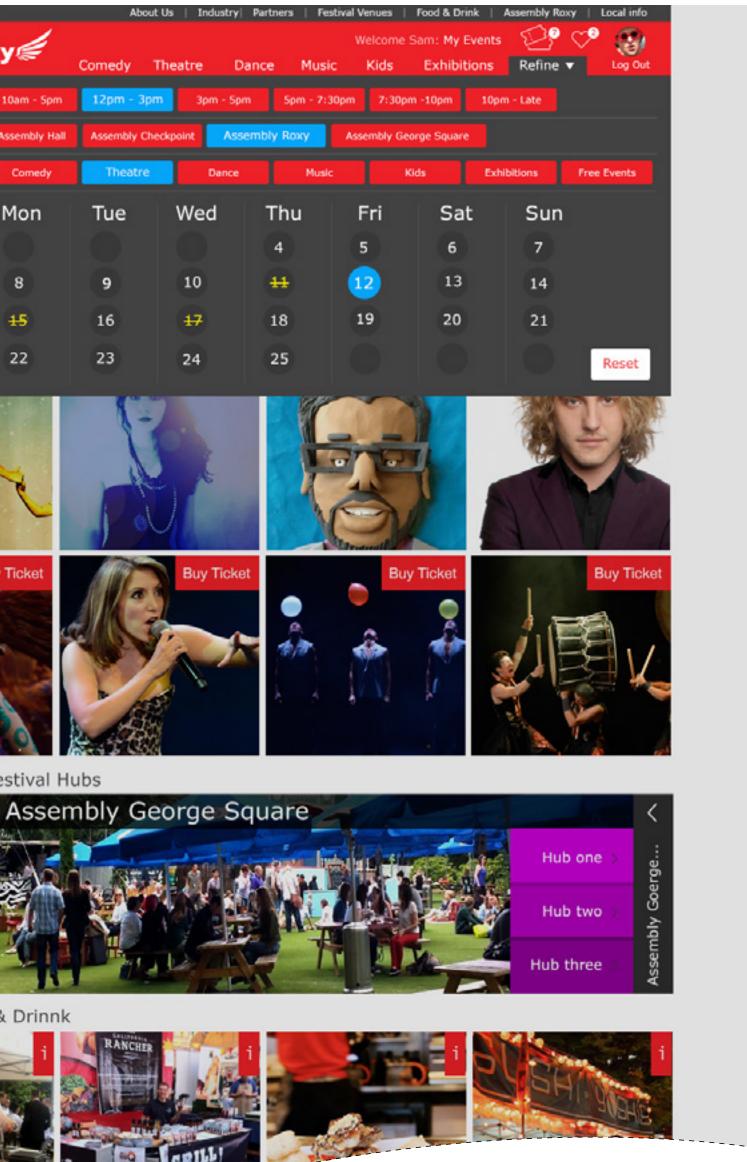
The visible area beneath the 'Refine' reveal is a black with 20% opacity

assembly Time(s): 10am - 5pm Venue(s): Assembly Hall Assembly Checkpoint Genre(s): Cornedy Festival days: Mon Tue Select All Dates 8 9 16 45 August 22 23 Sold out The Assembly Festival Hubs Assembly Food & Drinnk

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01234 34242424





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### Event details

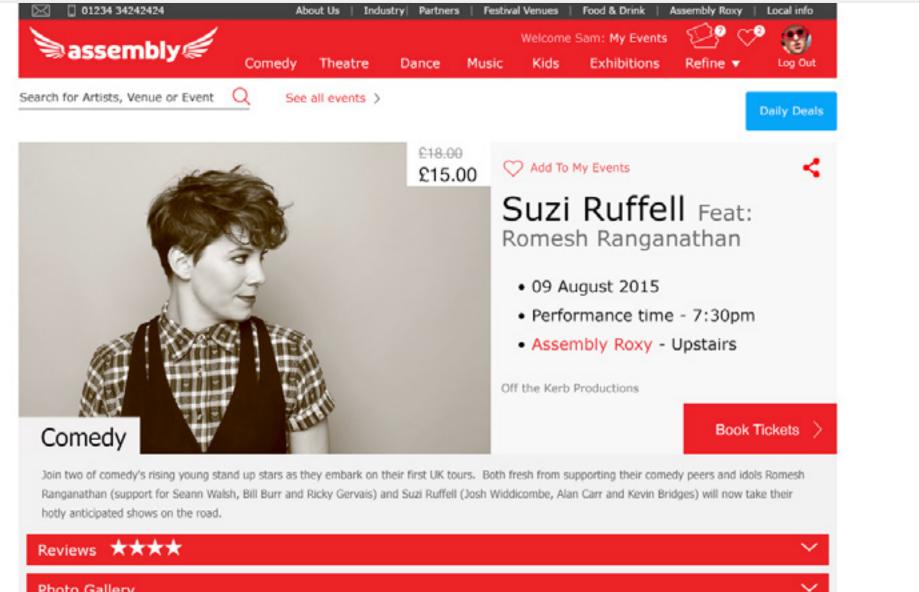


Photo Gallery

### Related Video

You may also like...



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Assembly 2 Roxburgh Place Edinburgh, EH8 9SU

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Putting on your own show!

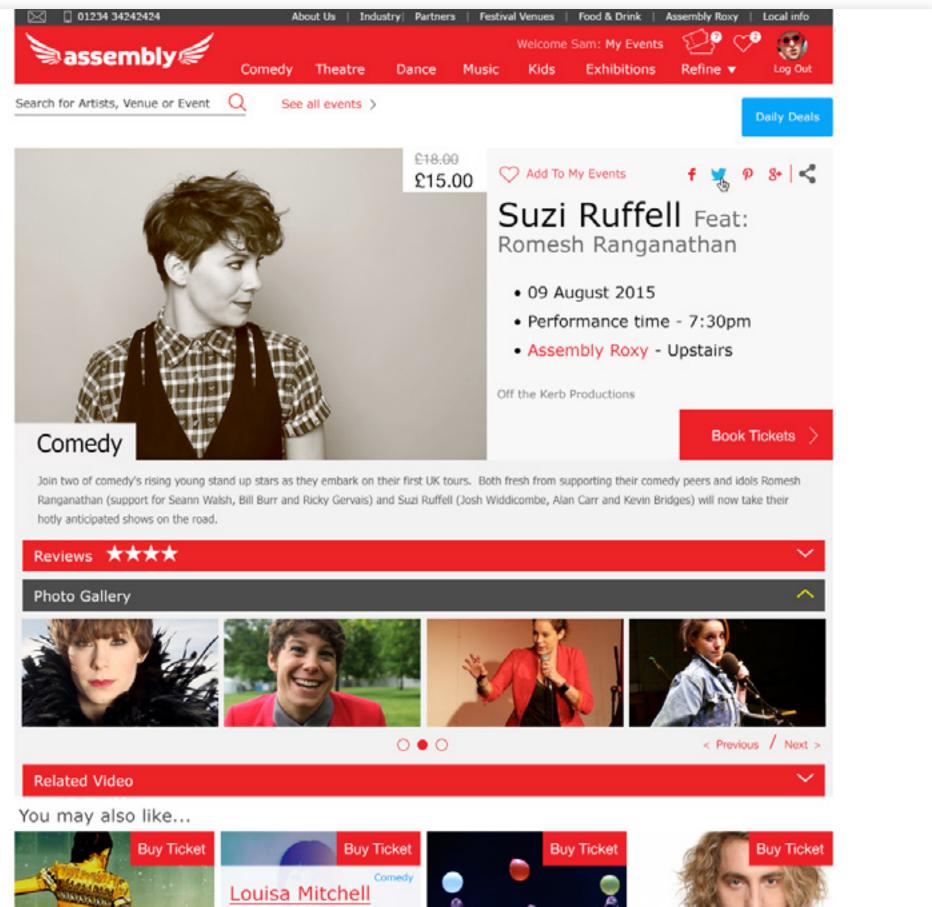
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Normal Madness Date 28.08.15 Venue: Assembly 5

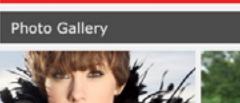
Event details

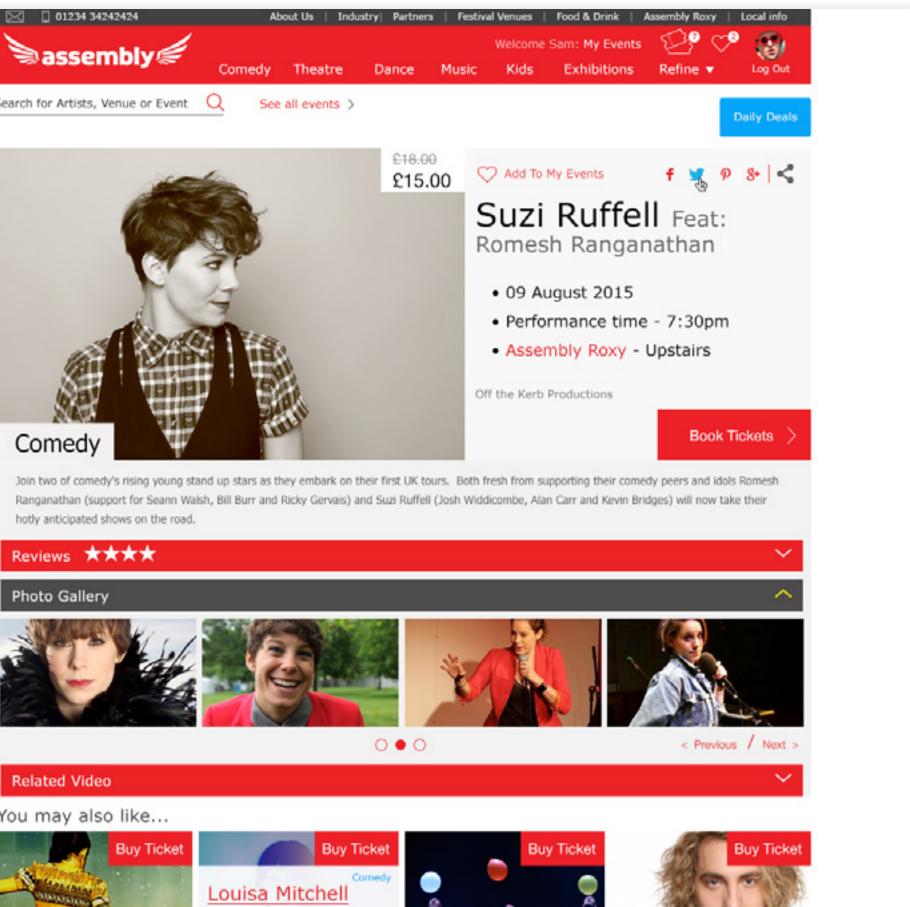
Accordian reveal

- Share interaction
- Related item interaction

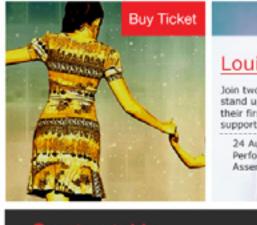


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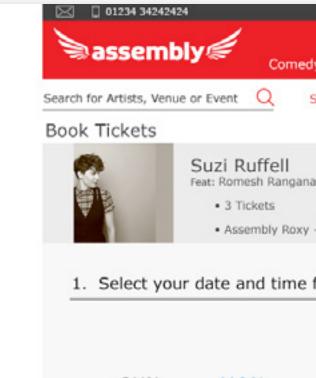


assembly

Join two of comedy's rising young stand up stars as they embark on their first UK tours. Both fresh from supporting their comedy peers... 24 August Performance time 20:00 Assembly Roxy - Upstairs

More info >

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| 01234 34242424            | 4                              | About Us   In         | dustry  Partners                                      | Festival Venues    | Food & Drink   A               | ssembly Roxy   L   | ocal info  |
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| h for Artists, Venue      | or Event Q                     | See all events        | >                                                     |                    |                                | D                  | aily Deals |
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London Administration Office



## User Registration/Login

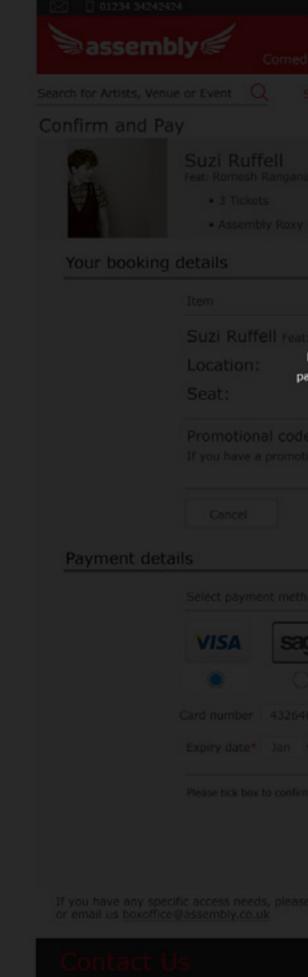
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## Event summary & Payment details

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|-------------------------------------------|---------------------------------------------------------------------|-----------------------------------|----------------------|------------|-------------|------------|-------------|
| Search for Artists, Ve                    | nue or Event Q                                                      | See all events >                  |                      |            |             |            | Daily Deals |
| Confirm and F                             | Pay                                                                 |                                   |                      |            |             |            |             |
|                                           | Suzi Ruffell<br>Feat: Romesh Ranga<br>• 3 Tickets<br>• Assembly Rox | inathan<br>:y - Upstairs, perform | hance time - 7:30p   | m          |             |            |             |
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| If you have any sp<br>or email us boxoffi | ecific access needs, plea<br>ce@assembly.co.uk                      | ase contact the box o             | ffice on +44 (0)13   | 1 623 3050 |             |            |             |
|                                           | Us                                                                  | News                              |                      |            | Up com      | ing eve    | nts         |
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| Contact<br>Edinburgh Adi<br>Office        | ninistration                                                        | Putting on                        | your own show        | v!         | Normal Mad  | iness      |             |

## Payment processing



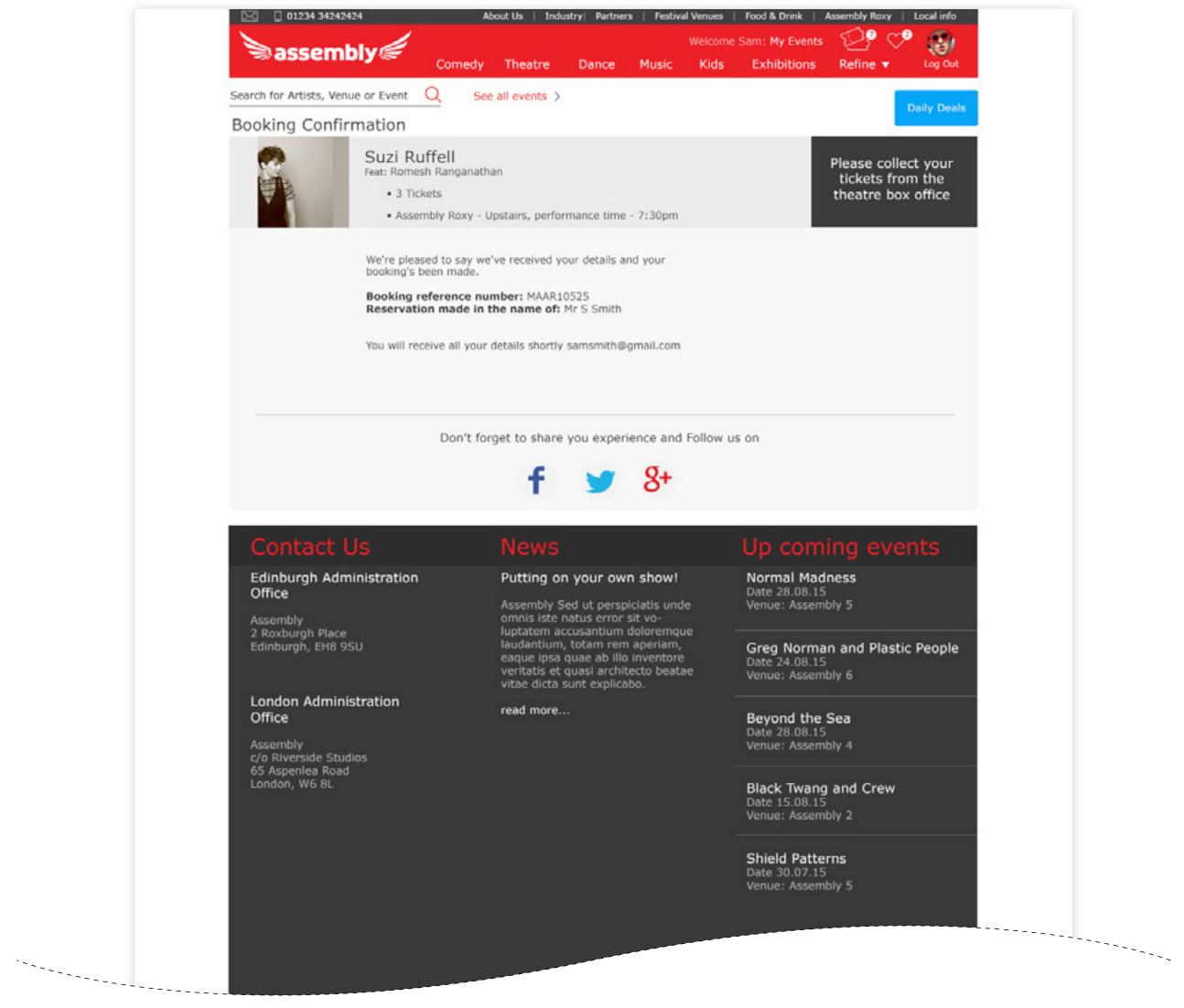
Edinburgh Administration Office

Roxburgh Place

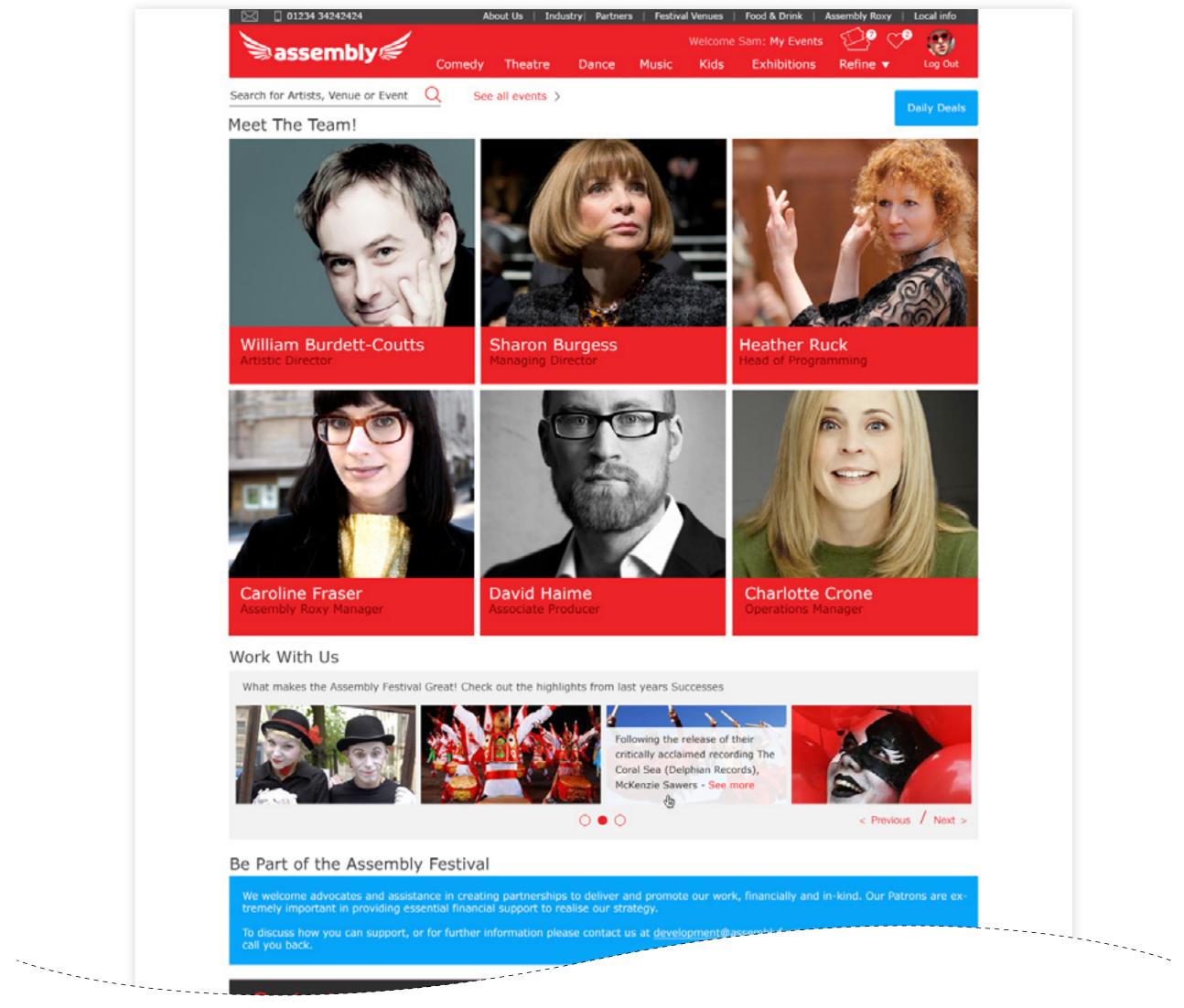
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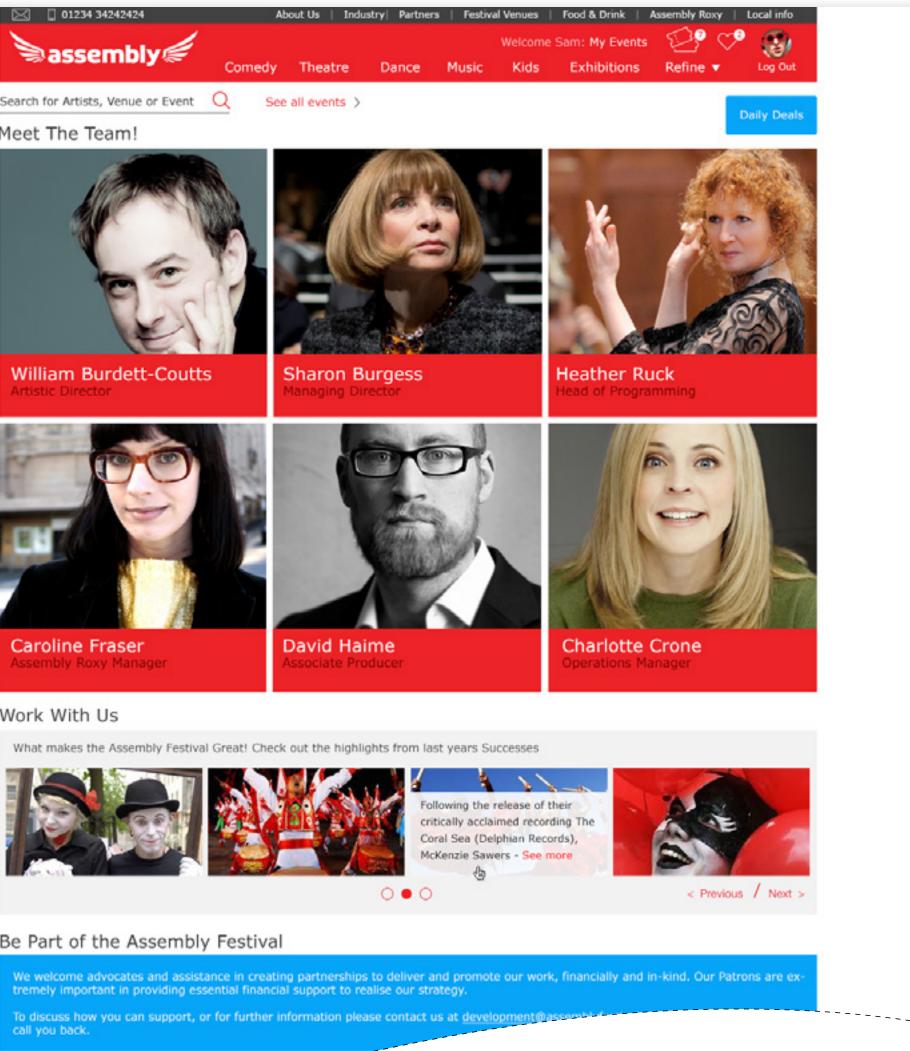
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Booking Confirmation











Our Festival Venues



Here are all our Festival hubs and performance spaces Please note that due to the nature of the Festival all technical specifications are subject to change.



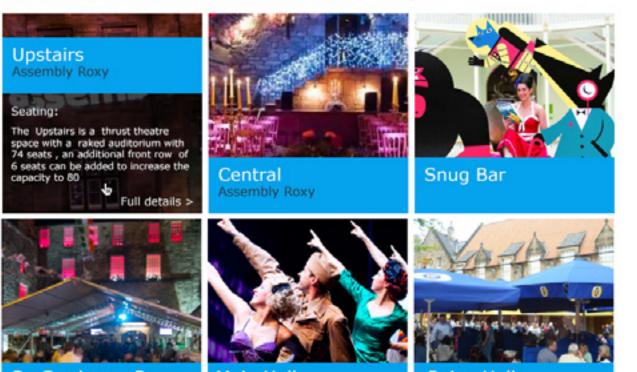




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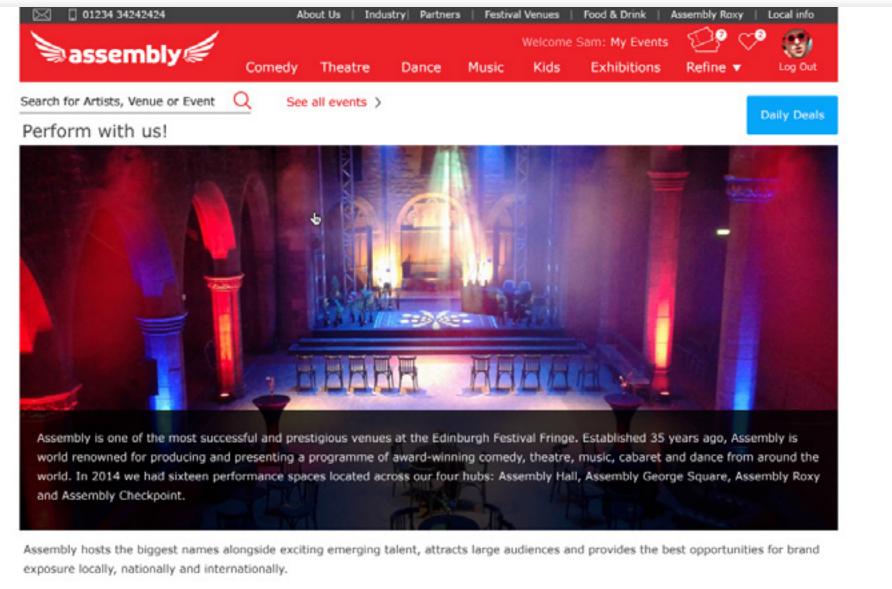


Sq Gardens - Bosco Assembly George Square

Main Hall ssembly Hall



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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.



Check out all our festival venues



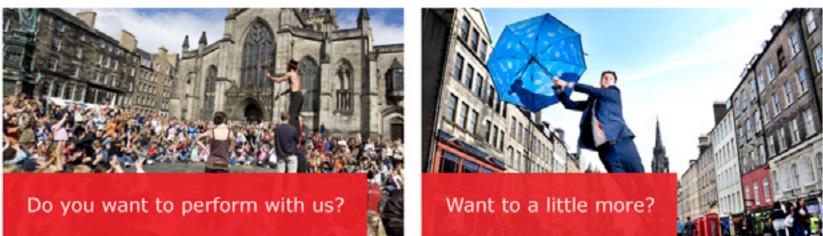
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Welcome to the Assembly Roxy



The year round home of the Assembly atrical, wedding, personal and corporate needs



Do you want to perform with us?

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 <u>development@assemblyfestival.com</u> and Annette or Amy will call you back.

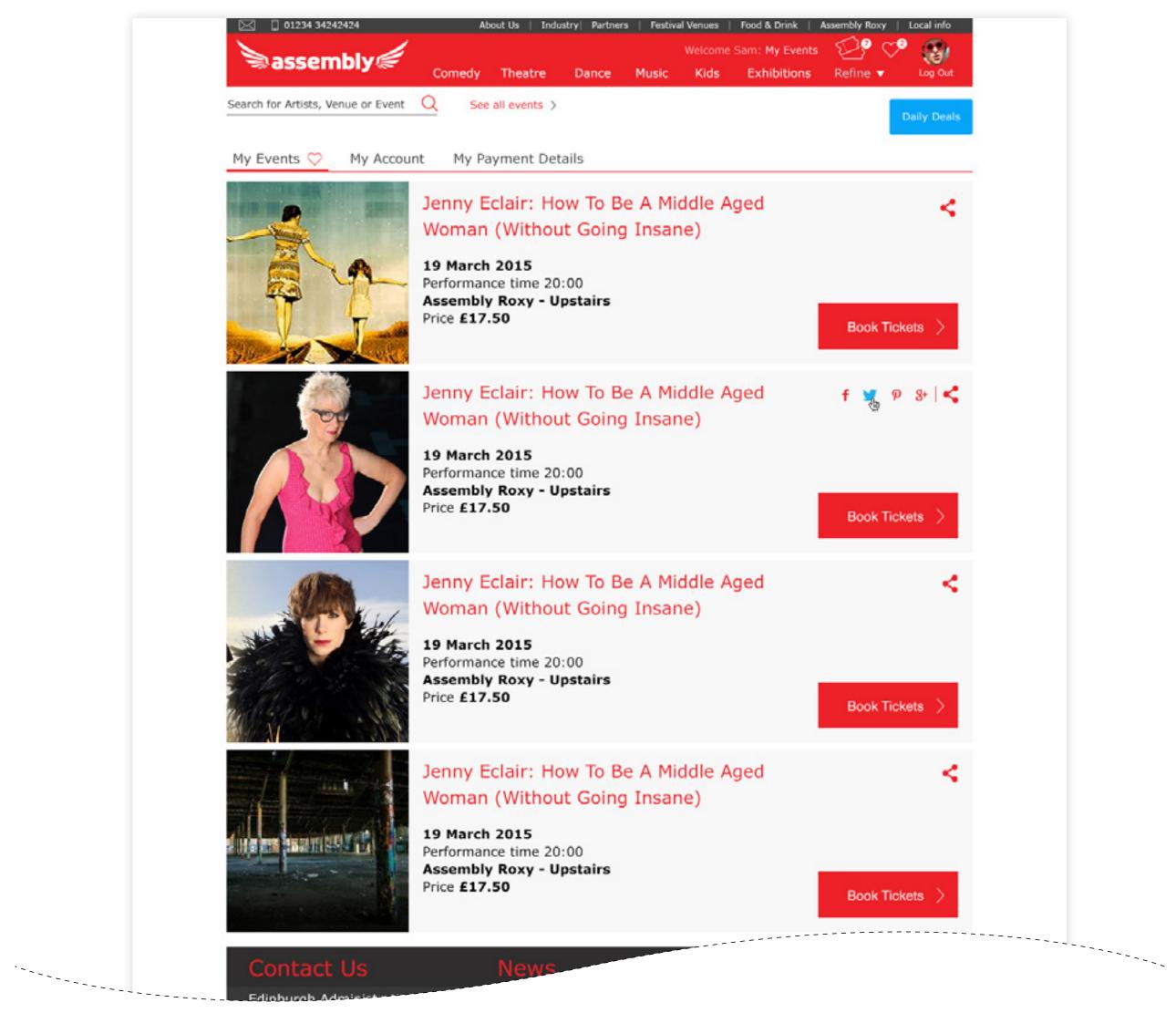
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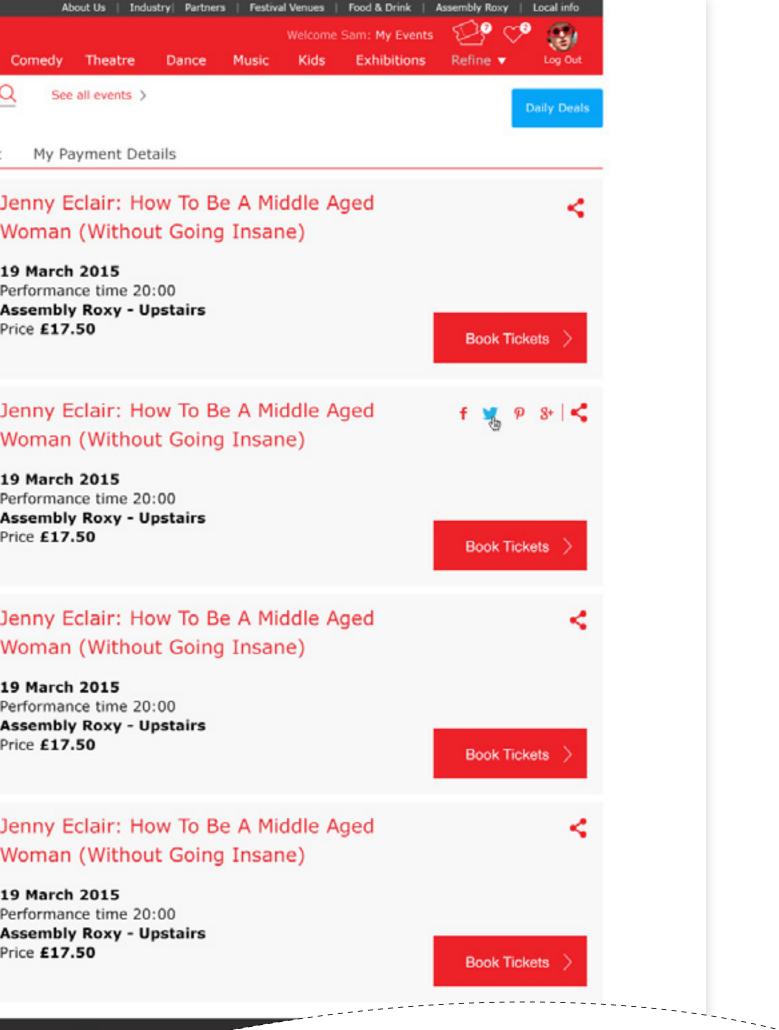
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Now as part of the Assembly Festival family, we plan to provide Edinburgh with a year round multi-functional arts centrNow as part of the Assembly Festival family, we plan to provide Edinburgh with a year round multi-functional arts centre, with inspiring spaces to rent for the-

Tab selection: 'My Events'

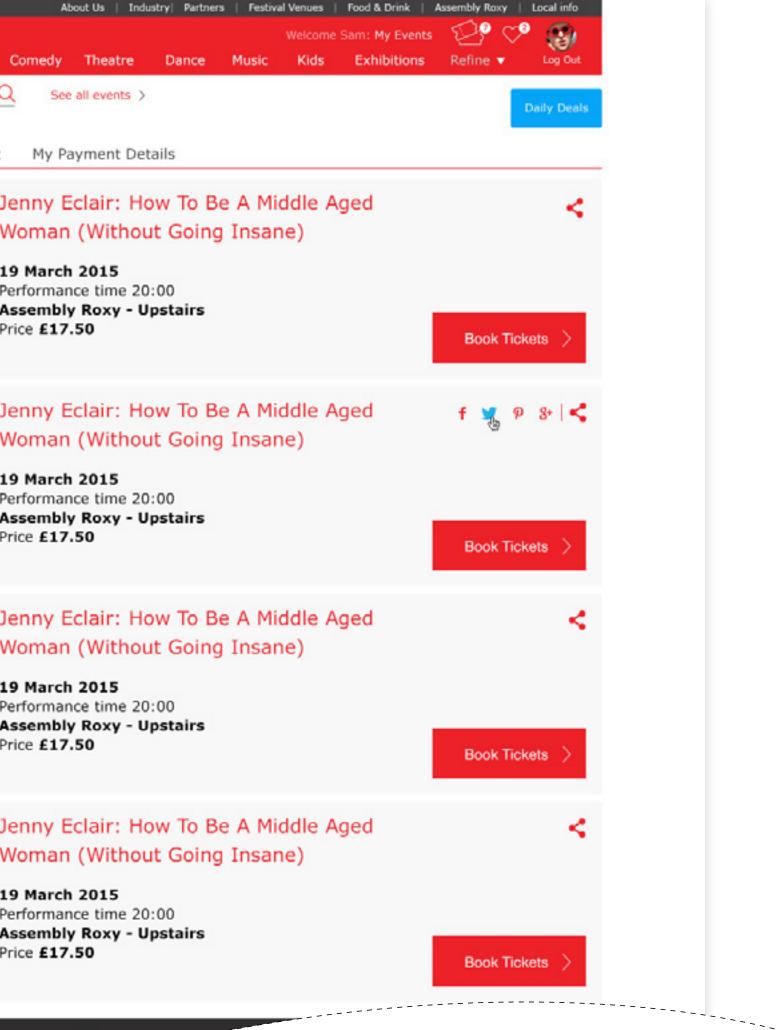






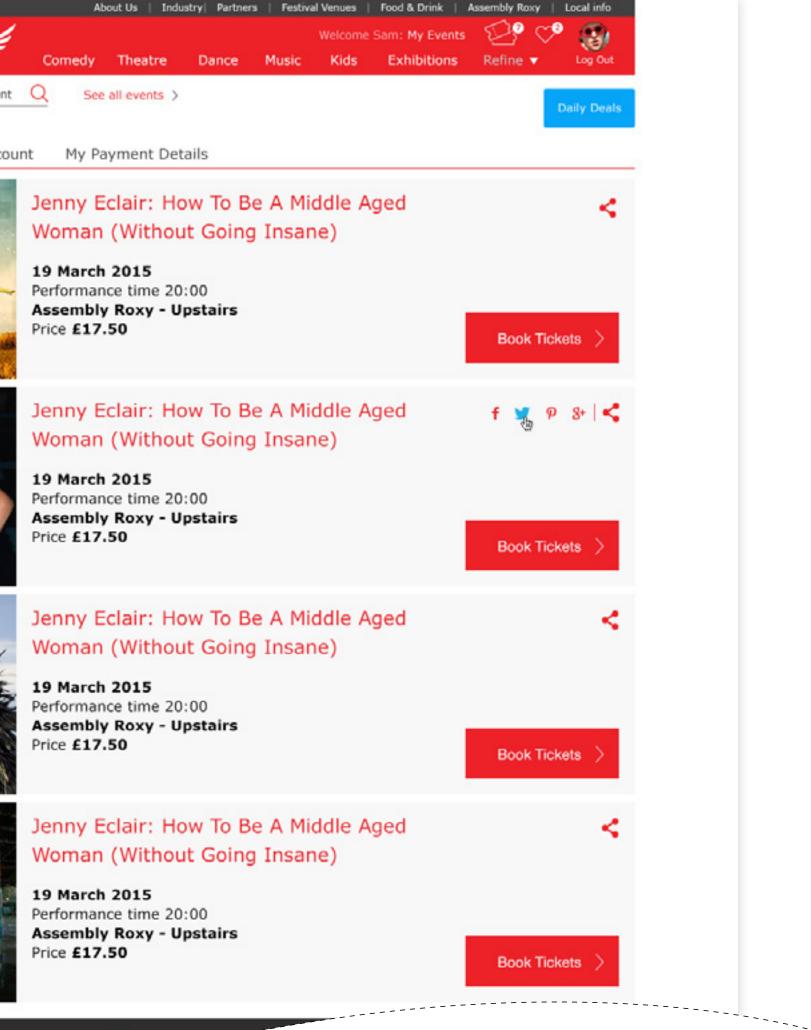






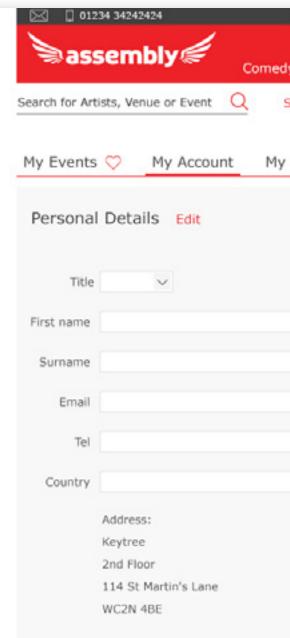








assembly Design conecpts Tab selection: 'My Account'



### Contact Us

Edinburgh Administration Office

Assembly 2 Roxburgh Place Edinburgh, EH8 9SU

London Administration Office

Assembly c/o Riverside Studios 65 Aspenlea Road London, W6 8L

| Ab  | out Us   Ind | lustry  Partner | s   Festiva | I Venues | Food & Drink   ) | Assembly Roxy | Local info  |
|-----|--------------|-----------------|-------------|----------|------------------|---------------|-------------|
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| See | all events > |                 |             |          |                  |               | Daily Deals |
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### 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 quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

read more ...

### Up coming event

Normal Madness Date 28.08.15 Venue: Assembly 5

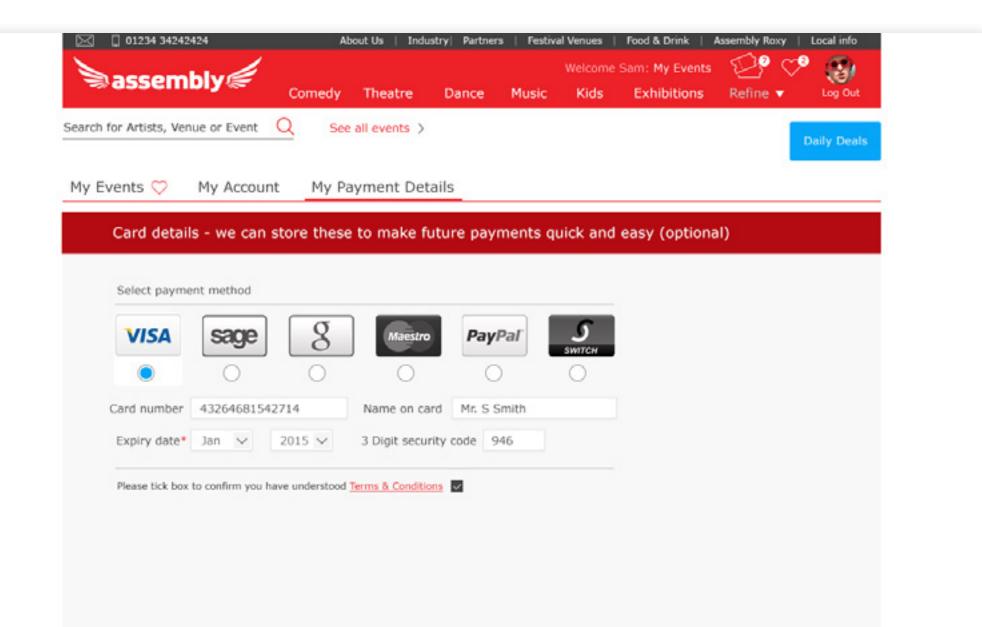
Greg Norman and Plastic People Date 24.08.15 Venue: Assembly 6

Beyond the Sea Date 28.08.15 Venue: Assembly 4

Black Twang and Crew Date 15.08.15 Venue: Assembly 2

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Tab selection: 'My Payment Details'



### Contact Us

Edinburgh Administration Office

Assembly 2 Roxburgh Place Edinburgh, EH8 9SU

London Administration Office

Assembly c/o Riverside Studios 65 Aspenlea Road London, W6 8L

### 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 quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

read more ...

### Up coming event

Normal Madness Date 28.08.15 Venue: Assembly 5

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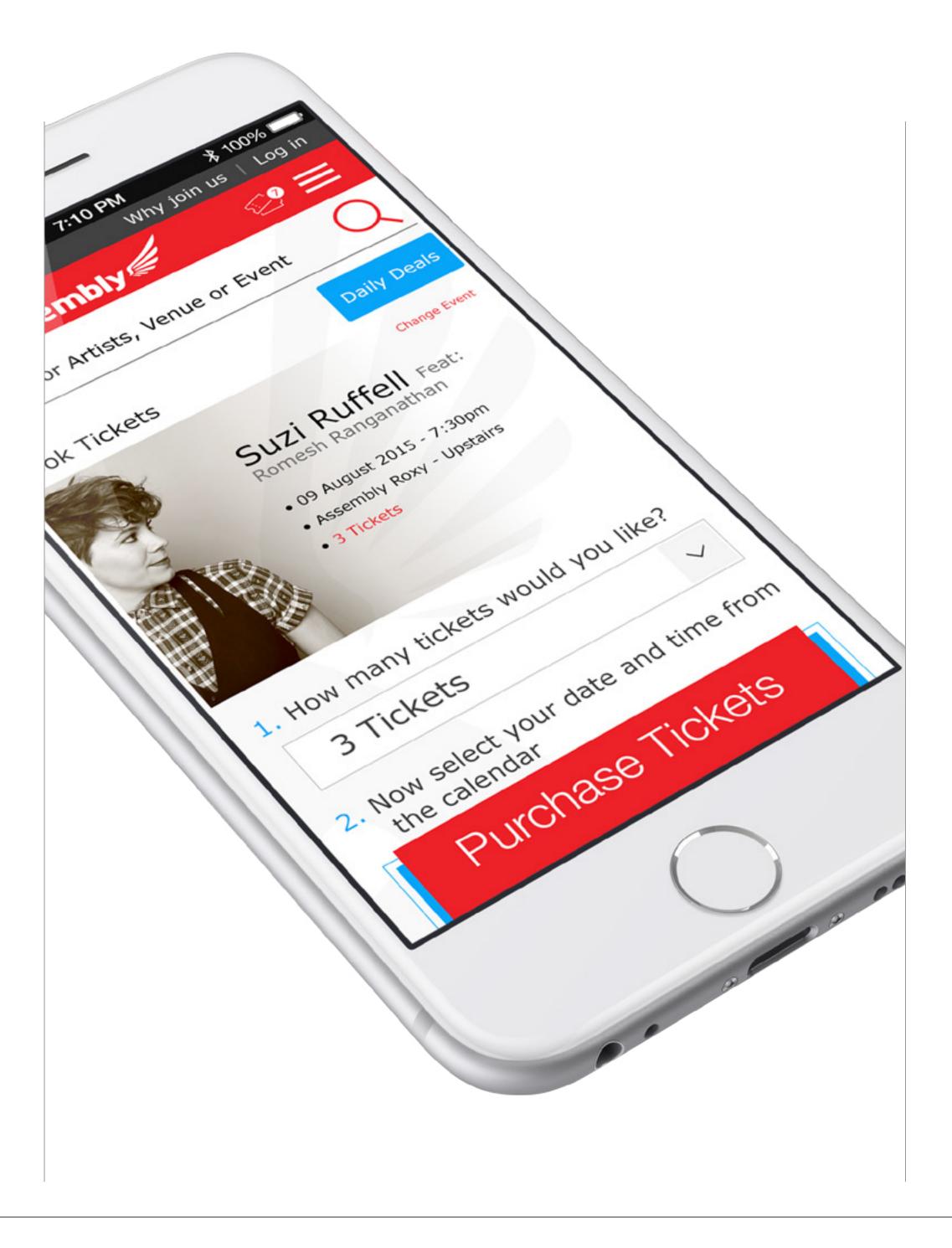
## Aseembly Festival on mobile

### Key Design Goals

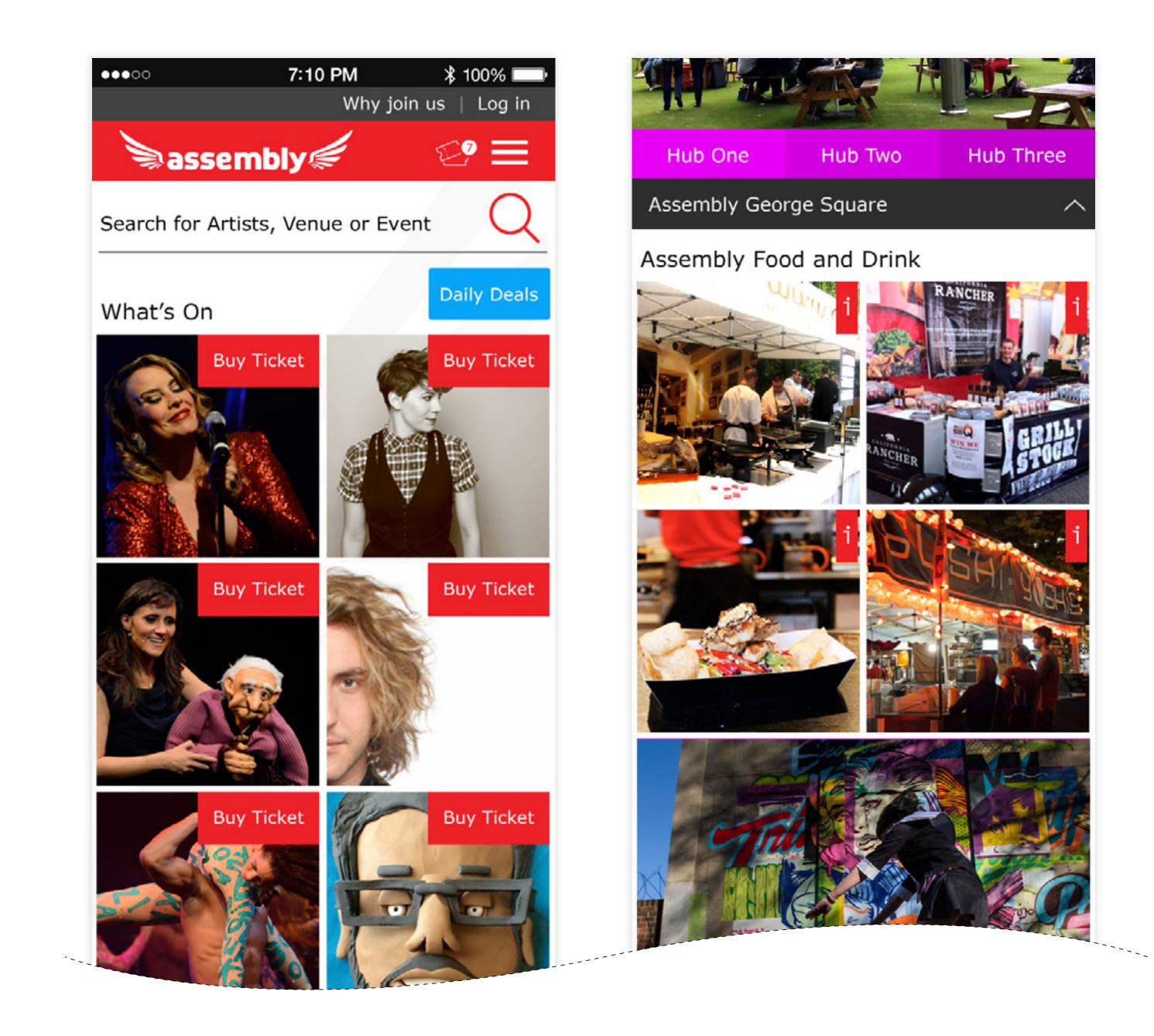
Presented here are a series of concept designs with the aim of showing how data visualisation and user experience could be improved.

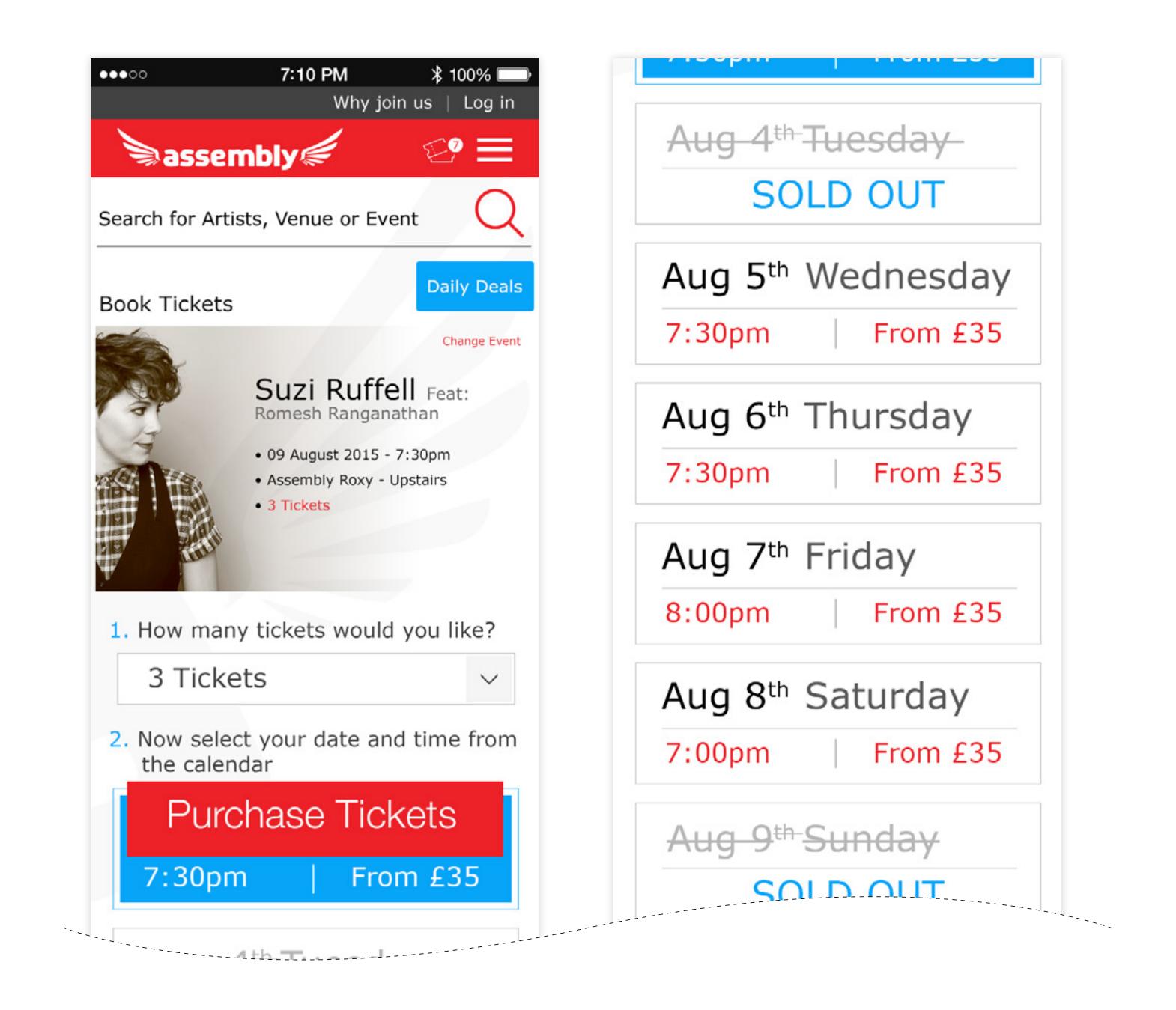
These show us what possible problems the product will solve, how it will solve them, and what it will feel like as it is solving them.

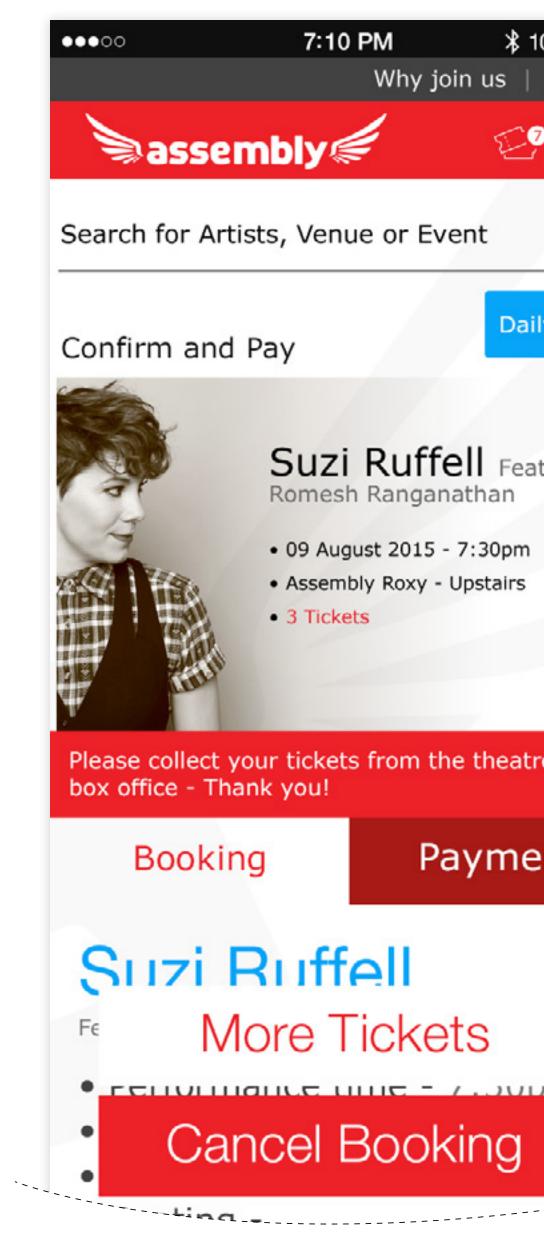
The actual design phase for redesigning any new service would require a User centred design process of Strategy > Research > Analysis > Design > Production









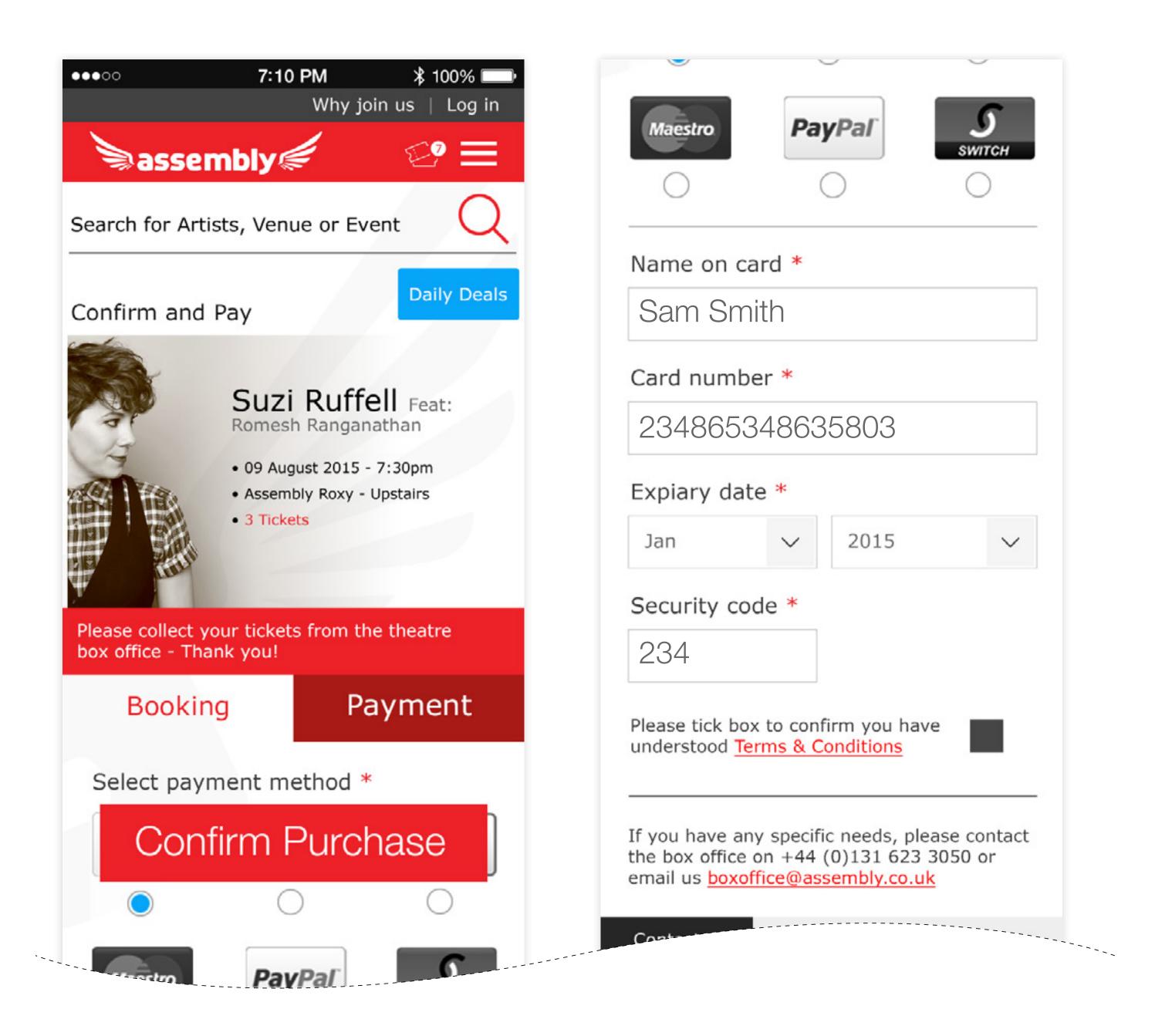




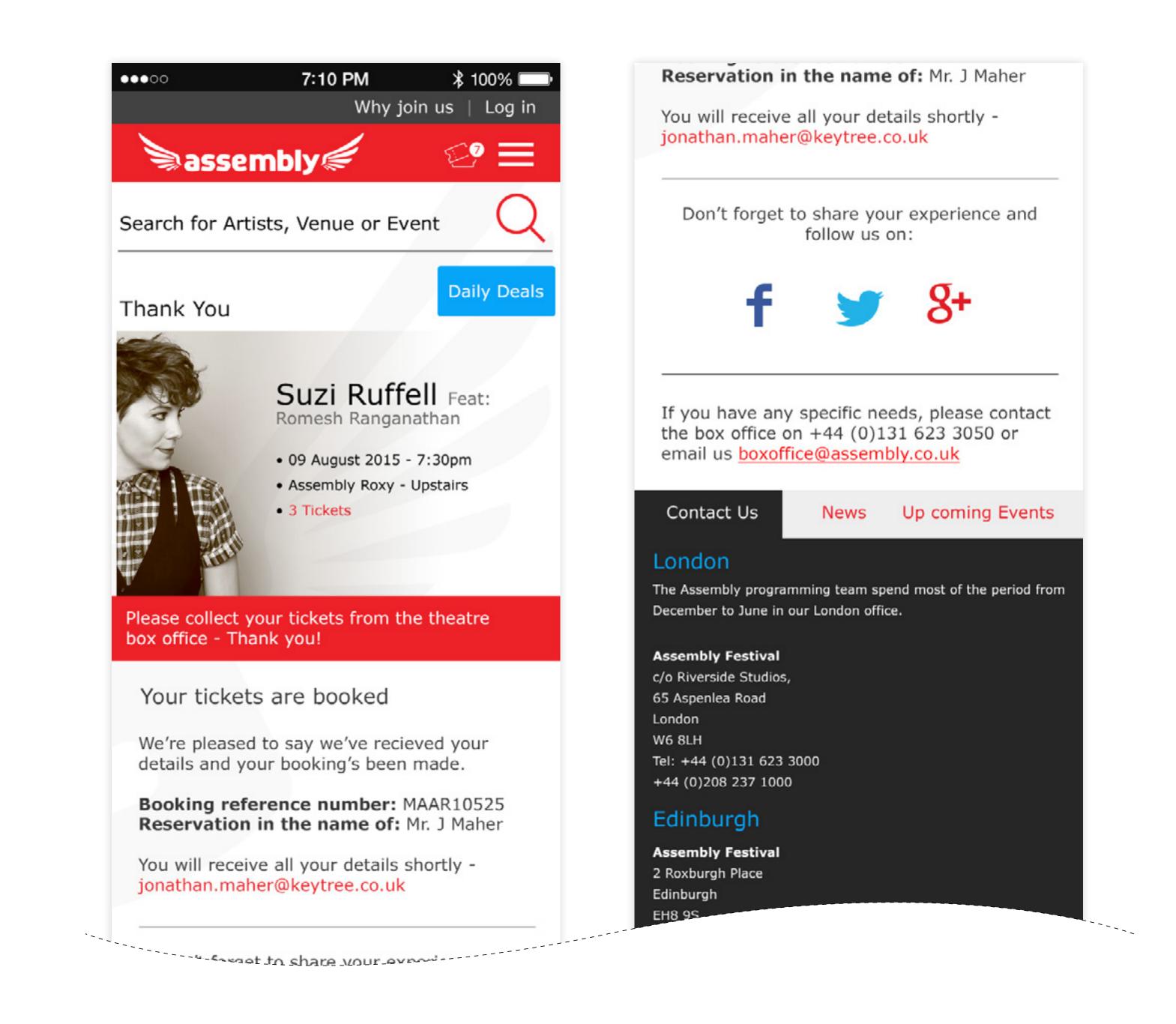
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## Event booking & Payment



## Booking confirmation





# User Interface Design concepts

April 2015



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