

Team Live Band Justification

The paths we agreed upon are good focuses because they highlight the importance of the artist/fan interaction - which has been our main concern to recreate. During our interviews and research, many expressed missing the feeling of singing along with the artist and meeting their “heroes”. By including a video call and sing along feature to the virtual concert experience, those are ways to tackle that experience that they are missing.

The paths we chose also provide users with the option to replay their interaction with the artist. Not only do these paths center around making sure the fan and artist have an enjoyable interaction, but they even make the moment re-livable. Right now, there are not many ways for a user to access the live virtual concert. This will be an important step in the process and should be included when prototyping. The path we decided to focus on aligns with our target users’ end goal. Through research we discovered that interacting with the artist is a nuance that is missing from the current virtual concert experience. We believe our chosen path can be a viable solution to this problem.