DIRTY HIPPIES

Good Times & Sustainability

Contents

Introduction

I've always been a huge fan of music, and music has always been a big part of my life. In fact, a music video inspired me so much, it led to me to taking decisive action to return to school and finish my degree.

My love of the live music experience has driven me to attend more concerts and shows than I really care to admit. It is also what introduced me to the unique experience of music festivals.

In particular, I admire and enjoy the sense of community and togetherness that arises around these events.

Although, one thing troubled me which I noticed about every music festival I attended; the mess left behind by attendees. This terrible mess seemed to stand in direct contradiction to the ideals of looking out for each other, the community, and the earth, which many festival goers seemed to espouse.

Was there something that I as a music fan and designer, could do to help reduce the amount of trash left behind at these events? This was my inspiration for the Dirty Hippies program.

Special Thanks

In alphabetical order:

Jason Bowers

Chester

Michelle Carpenter

Brian DeLevie

All my festy friends

Bryan Leister

Michael Mages

Michael Moo Moo

Michael Salamon

Travis Vermilye

...and all the others who encouraged and supported me.

Proposal

My proposal presentation can be viewed online at:

http://mikihansen.com/?p=591

Thesis Question

How can User Experience design be used to encourage festival goers to behave in a more environmentally responsible manner?

Audience Research and Analysis

Using online surveys and in-person interviews, I identified my target audience and their perceptions and thoughts on currently available festival recycling programs. For the most part, the results fell right in line with my expectations.

BUT, there was one big surprise.

A significant portion of my respondents were not aware of any festival recycling programs, despite having attended festivals which offered them.

When I began this project I presumed that most people did not participate in these existing programs because they were not convenient, not easy enough to use, or did not offer enough incentive. But the results I had gathered showed me that my presumption was wrong.

This meant I had to address the lack of awareness first and foremost. This meant revising the scope and form of my planned final design approach.

My full survey results and analysis are available at the following links:

http://mikihansen.com/?p=492

http://mikihansen.com/wp-content/uploads/2014/03/ParticipationReasons.pdf

Plans Change

My initial plan had been to create a smartphone App which would make participating in festival recycling programs easier and more convenient.

Based on my research, I revised the scope and content of my project. My new plan of action was to create a branded awareness campaign, including elements of Branding, Touchpoint, and Interactive Design. The goal of this campaign will be to increase awareness of festival recycling programs and encourage more attendees to participate.

Personas

Any decent design for humans starts by defining who the target audience is, including their needs and motivations. And so I defined my two primary target personas.

Sunshine

Female

27

Part-time College Student

Sunshine loves music, hooping, and the earth. She believes in being environmentally responsible, but as a part-time college student with a very busy life, she's careful about how she budgets her time. She's been saving her money for the past year and finally this summer, Sunshine will be attending her first music festival! Although she hasn't yet experienced a festival herself, she has many friends in online festival forums who have shared their stories and experiences with her. She's looking forward to letting loose and experiencing all the festival has to offer.

Spends her time at a festival:

- Dancing with her hoop
- Socializing with friends she normally doesn't get to see in person
- Experiencing new "things"

Quote:

"First year to this festival and I'm looking forward to meeting all of my friends from the Facebook group in person!"

River

Male

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College Student

River has attended festivals in the past and is planning on attending more this summer. Last year he met up with some old buddies from high school and college who had their own group camp site. Money is tight for River, being a full-time college student and part-time bar back. River mostly enjoys the music and the ladies, but he knows the festival can only take place if the local community allows it. He tries to be respectful by picking up after himself; that is, when he remembers to.

Spends his time at a festival:
- Getting his bro dance on
- Socializing with friends from all over the country
- Purchasing collectible merchandise from both legitimate, and not-so-legitimate vendors

Quote

"I didn't know there were any recycling incentives at festivals, what the heck? I totally missed out on some sweet-ass merch!"

Plan of Attack

I plan to approach my answer using several different disciplines of design:

Branding Design:

Create a brand that is fun, cheeky, and reflects the spirit of the current music festival community.

Touchpoint Design:

Evaluate physical placement of brand and program elements to maximize potential awareness and emotional engagement with the program.

Interactive Design:

Create a smartphone App which encourages program participation through ease of use, without detracting from the festival experience.

Program Summary

Dirty Hippies is a branded awareness campaign designed to increase participation in festival recycling programs while enhancing the festival experience in a fun and engaging way.

Recyclable trash items will be assigned a point value. Participants will collect and bring recyclable items to designated trade-in booths in exchange for virtual points. These points can then be used to purchase items exclusive to the Dirty Hippies program.

Entry level items for purchase will include useful, desirable, physical touchpoint items, branded for the program. These items will also help to drive awareness of the campaign.

A smartphone App will be available to show current point balance, items which can be purchased, and the participant's ranking as compared to other program participants at the same festival. The App will have social media capabilities so participants can brag about their program ranking to their social media network.

Ideal Journey

Let's follow Sunshine through the ideal journey of learning about and using the Dirty Hippies festival recycling program.

1

Sunshine decides to attend a music festival with her friends

- She visits the festival website to get more information about the festival and purchases her tickets
- While there she sees an announcement about the launch of the Dirty Hippies festival recycling program

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Sunshine receives her ticket package for the festival

- In her ticket package, Sunshine receives a sticker for the Dirty Hippies recycling program with a web address to visit for more information
- Sunshine installs the festival smartphone App on her iPhone 4, which includes the Dirty Hippies recycling program built-in

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Sunshine arrives at the festival and receives a festival information pamphlet

- She takes note of the recycling program booth locations on the festival map and reads a brief description of program located on the pamphlet
- As she walks around the festival, she notices signs for the program in prominent areas

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Sunshine participates in the Dirty Hippies recycling program

- In between hooping with her friends, Sunshine collects recyclable items and takes them to the Dirty Hippies booth for trade-in
- A booth worker collects Sunshine's items. He scans her wristband, which is tied to her festival account and enters the points she has earned
- The Dirty Hippies smartphone App updates Sunshine's account status

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Sunshine uses the Dirty Hippies smartphone App to check her current ranking

- Sunshine sees her current ranking amongst all festival goers participating in the Dirty Hippies recycling program and feels like bragging about this to her friends
- She posts to Twitter from within the App
- Sunshine's followers, including River, read her tweet and are now aware of the Dirty Hippies recycling program themselves

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Sunshine trades in her earned points for exclusive merchandise

- Sunshine uses the Dirty Hippies smartphone App to browse available merchandise and notices there are a few items she can afford already
- Sunshine goes to the Dirty Hippies merchandise booth and requests a reusable water bottle in exchange for her points
- A booth worker scans her wristband, deducts the points from her account and gives Sunshine her commemorative Dirty Hippies reusable water bottle

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Sunshine runs in to River

- River asks her where she got the sweet-ass water bottle
- Sunshine tells River about the Dirty Hippies recycling program and he decides to participate and earn points so he can get a water bottle too, bro

End Result

Sunshine and River enjoy their exclusive merchandise, have spread awareness of the program through their physical and virtual social networks through use of branded touchpoints and interactive design elements. This leaves them with a positive experience of the festival, ensuring they will look for programs like Dirty Hippies in the future. On top of all this, they've also reduced the amount of trash left behind!

Program Elements

Branding

Physical Touchpoints

Interactive

Branding

Goal:

Create a brand that is fun, cheeky, and reflects the spirit of the current music festival community.

Sketches

To gather my thoughts, I created lists of words and imagery associated with music festivals.

Iterations

Several iterations of potential logos were created.

Final Brand Logo

After seeking input from users, some elements were adjusted resulting in the final badge-like logo.

Touchpoint Design

Goal:

Determine placement of brand and program elements to maximize potential awareness and emotional engagement with the program, mainly in the form of physical touchpoints as rewards.

Sketches

Initial ideas included lapel pins, stickers and a commemorative wristband, shown in the sketches below.
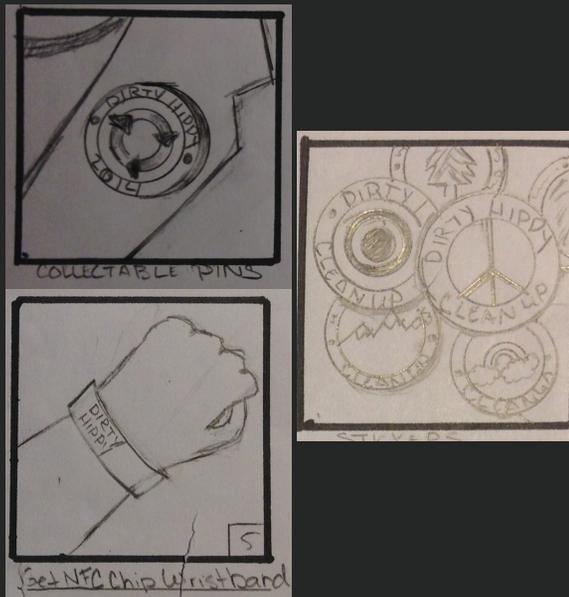
Iterations

After some options were eliminated for physical production due to their associated costs, sticker materials and designs were explored.

Vinyl sticker

Prototype logo sticker

Final Sticker Design

The final version of the sticker design sent to print incorporated design elements that were popular with users in testing. Red and blue lines show the safe and trim areas.

Mock-ups of Alternate Touchpoints

Other items were designed with the intention to be rewards for minimal to low effort in order to incentivise program participation. These items are commonly sought after by collectors at music festivals and will also drive campaign awareness.
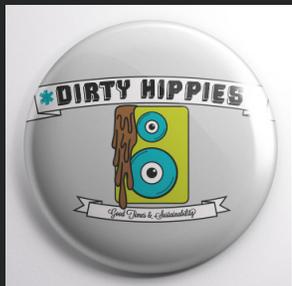
Buttons

Reusable water bottle

Interactive

Goal:

Create a smartphone App that not only raises program awareness but also encourages program participation with elements of gamification and competition, while being easy to use despite a highly distracting festival environment.

Sketches

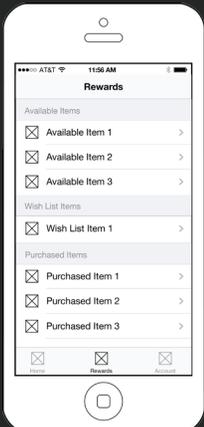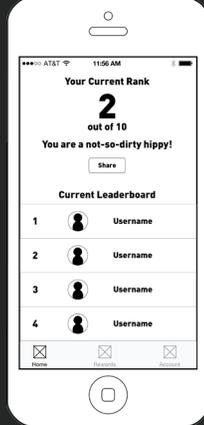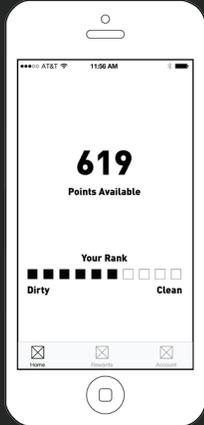I started with a crude sketch Illustrating my idea of real time point tracking.

Flowcharts

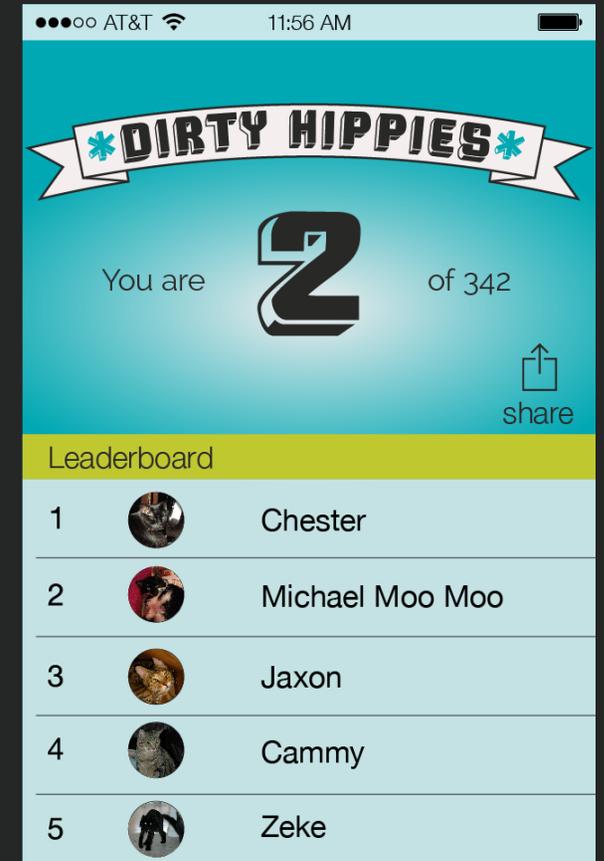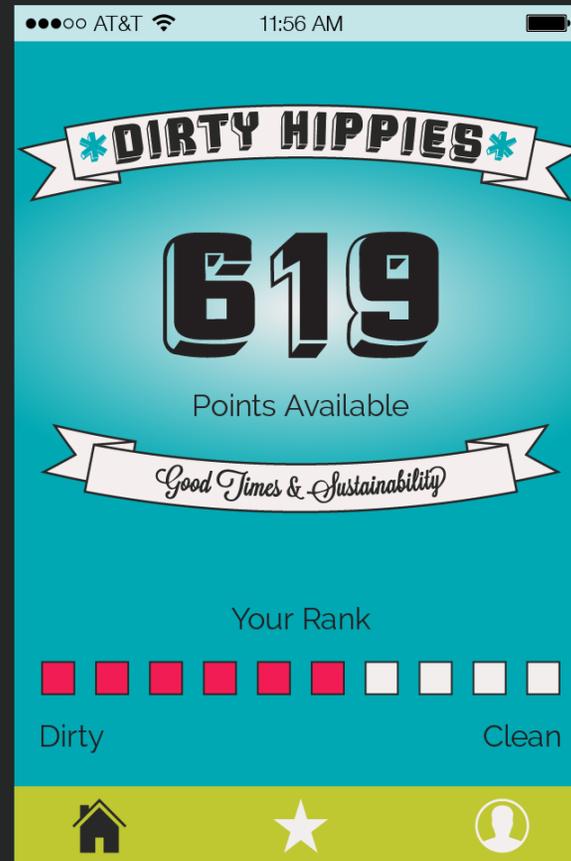I fleshed out the planned features of my App using flow charts.
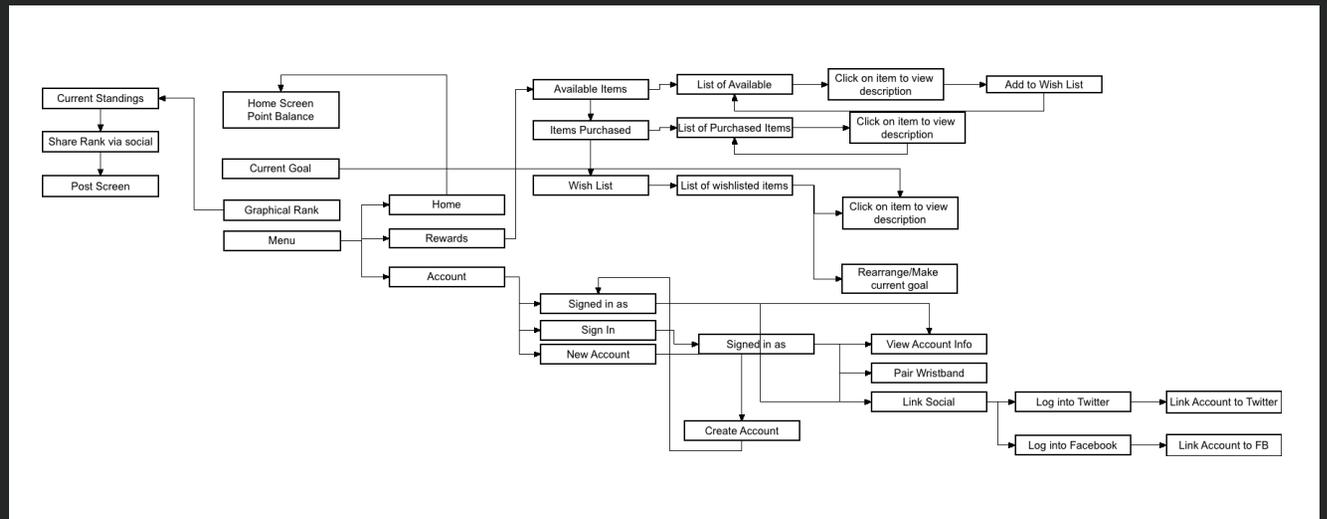
Wireframes

Once I felt I had right screens and flow, I generated wireframes and created a prototype using Marvelapp.
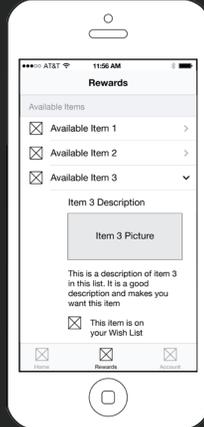
Final Demonstration Screens

Based on user testing, and faculty feedback, some features and screens were eliminated, enhancing ease of use and navigation.

Mentor

My mentor who assisted me greatly with the Dirty Hippies campaign was Jason Bowers, a UX designer working in the Denver area.

I chose Jason because of his real-world experience as a UX Designer.

I appreciate and respect his ability to push me in the right direction, but still let me discover and explore various solutions on my own.

Jason was instrumental in helping me define the scope of my answer to my thesis question. Immediately following our proposals, I was confused and lost. After our conversations, I felt more focused and on the right track. He helped me to understand how branding and marketing can fit into a UX strategy.

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