LiveHouse in Covid 19



The combination of APP and Offline experience process

Background

Before Covid-19

China Livehouse: nearly 20,000 shows, with an annual compound growth of 23.1%, with an audience of nearly 2 million person-times, an increase of 47.9% compared with 2017, and the box office of special shows exceeded 100 million yuan



-- > Livehouse market is expanding and has a good prospect.



The outbreak period

Nearly 20,000 shows were canceled or postponed nationwide between January and March, resulting in direct box office losses of more than 2 billion yuan, according to the China Performance Industry Association.
A quarter of the country's LiveHouse clubs have closed, and another quarter are on the verge of closing.

post-epidemic era

China has brought the epidemic under effective control, and the government's policies have slowed down.
LiveHouse shows and attendance has rebounded.
If the prevention measures can be strengthened, the performance will be more approved by the government, people will be more willing to come to watch the performance, singers will have chance to show their music again.

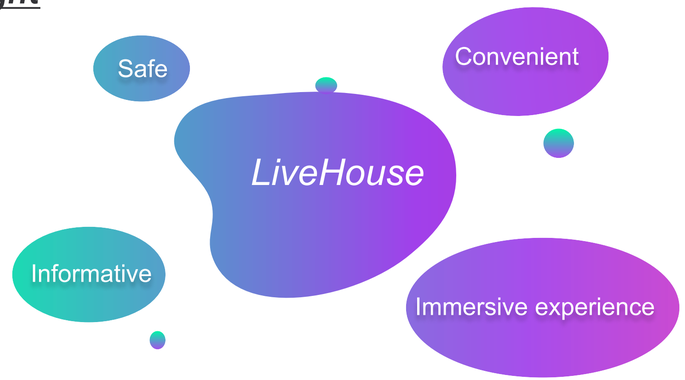
Problem Statement

Facing the influence of the Covid-19, how to let young people watch the performances safely while maintaining the atmosphere is the problem that needed to be redesigned.

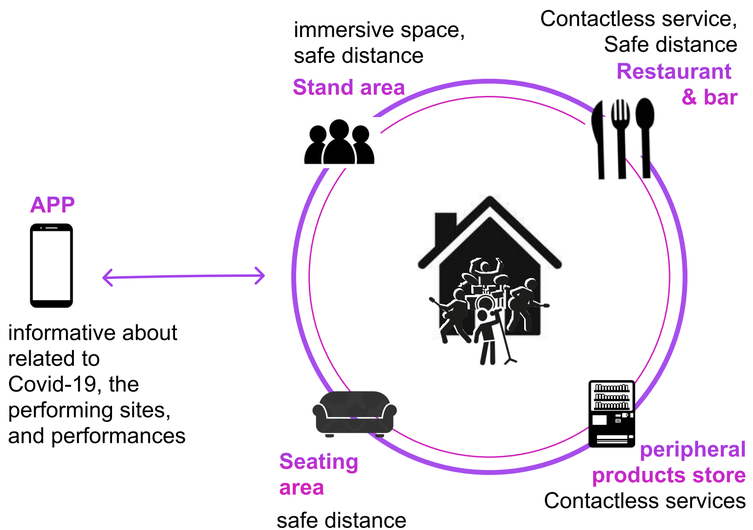
Experience Map

Stage	APP	LiveHouse		
		Listen	Eat+Drink	Peripheral Products
Worries	Are singers/ LiveHouse staffs/ other audiences potential virus carriers?	People all want to go to the front to get closer to singers, but that will be too crowded. That's dangerous!	Are the cups and disks/ food clean?	What if the products on the shelfs have already been touched by dozens of people?
	Do they have valid anti-epidemic equipment?	What if the atmosphere is not good since there aren't too many people and we are constraint by the distance requirement and masks?	What if the people siting beside me are potential patients and their saliva accidentally flew into my drinks/ food?	Use vending machines (reduce touch)
	Have the LiveHouse disinfects frequently?			
Opportunities	Show bands' dangerous level and trajectory	Require distance, wearing masks.	Use disposable items	Use Alipay or wechat to buy (avoid touch)
	Show the instrument, records of recent disinfection, state of stuffs' health	Use more lighting to warm the environment + guide people to de dispersive	Use QR code to buy - avoid direct atouchment	
	ID, Health Code, Tour Code		Use transparent baffle	

Insight



Concept



Persona



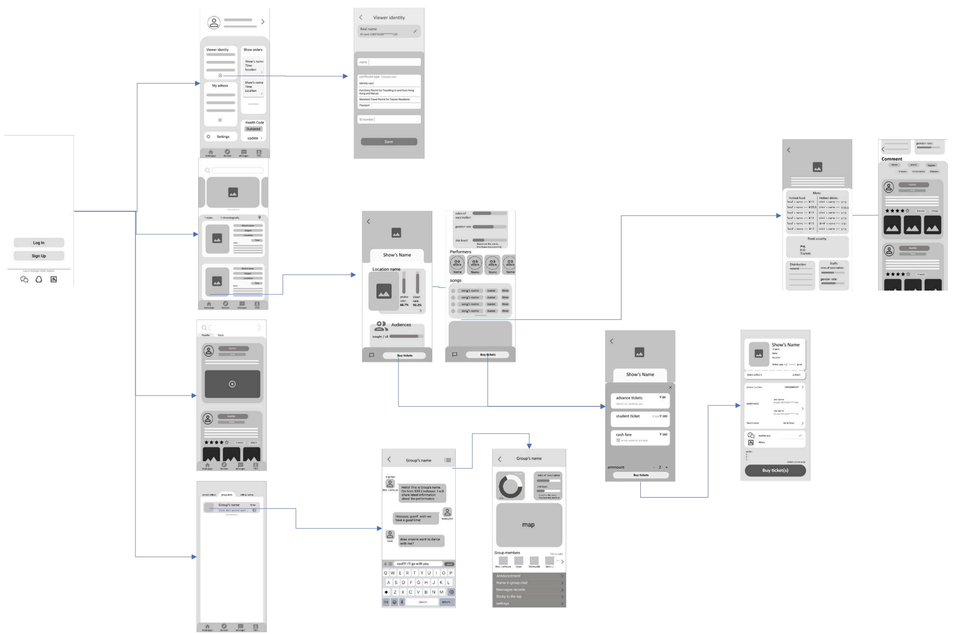
♀:♂ —— 2:1

Mostly 18-22 years old.

Not sensitive to ticket price, but the quality of performances.

Hesitated to watch shows due to Covid-19

Wire frame



Interface Design

Log in/ sign up through phone number and also Wechat, Alipay, and QQ (which are the common modes of e-payment and social media)

My address: to send tickets or peripheral products (In Covid-19, only e-tickets are available)

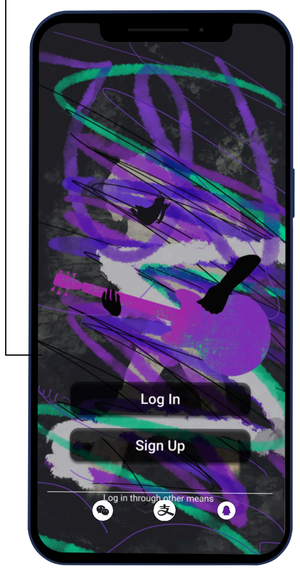
Actual identity information—— for security.

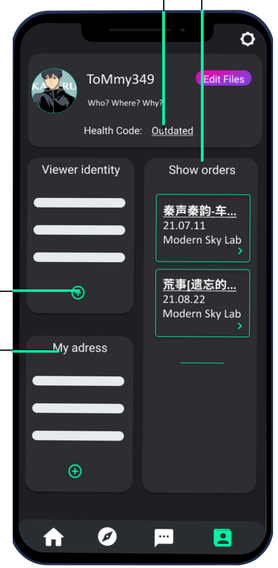
Remind people about the date and location of the shows they have joined

Only when the Health Code is available can people buy tickets

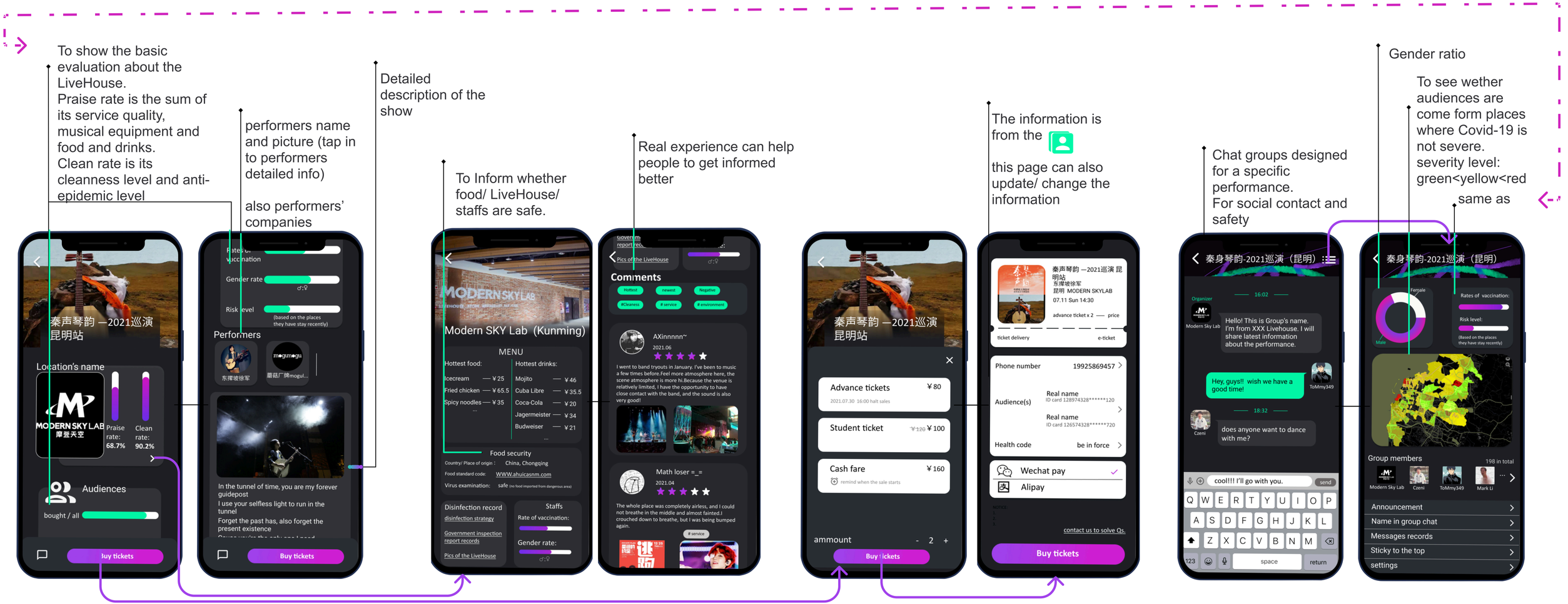
Brief information about each Show

Change locations








To show the basic evaluation about the LiveHouse.
Praise rate is the sum of its service quality, musical equipment and food and drinks.
Clean rate is its cleanness level and anti-epidemic level
performers name and picture (tap in to performers detailed info)
also performers' companies
Detailed description of the show
To Inform whether food/ LiveHouse/ staffs are safe.
Real experience can help people to get informed better
The information is from the
this page can also update/ change the information
Chat groups designed for a specific performance.
For social contact and safety
Gender ratio
To see wether audiences are come form places where Covid-19 is not severe.
severity level: green<yellow<red
same as
秦声琴韵 —2021巡演
昆明站
Location's name
MODERN SKY LAB
摩登天空
Praise rate: 68.7%
Clean rate: 90.2%
Audiences
bought / all
Buy tickets
Gender rate
Risk level
(based on the places they have stay recently)
Performers
东撵坡徐军
蘑菇厂牌mogul...
In the tunnel of time, you are my forever guidepost
I use your selfless light to run in the tunnel
Forget the past has, also forget the present existence
Modern SKY Lab (Kunming)
MENU
Hottest food:
Icecream — ¥ 25
Fried chicken — ¥ 65.5
Spicy noodles — ¥ 35
Hottest drinks:
Mojito — ¥ 46
Cuba Libre — ¥ 35.5
Coca-Cola — ¥ 20
Jagermeister — ¥ 34
Budweiser — ¥ 21
Food security
Country/ Place of origin : China, Chongqing
Food standard code: WWW.ahuicasnm.com
Virus examination: safe (no food imported from dangerous area)
Disinfection record
disinfection strategy
Government inspection report records
Pics of the LiveHouse
Staffs
Rate of vaccination:
Gender rate:
Pics of the LiveHouse
Comments
Hottest
newest
Negative
#Cleaness
service
environment
AXinnnnn~
2021.06
I went to band tryouts in January. I've been to music a few times before.Feel more atmosphere here, the scene atmosphere is more hi.Because the venue is relatively limited, I have the opportunity to have close contact with the band, and the sound is also very good!
Math loser =_=
2021.04
The whole place was completely airless, and I could not breathe in the middle and almost fainted.I crouched down to breathe, but I was being bumped again.
service
秦声琴韵 —2021巡演
昆明站
Advance tickets ¥ 80
2021.07.30 16:00 halt sales
Student ticket ¥ 120 ¥ 100
Cash fare ¥ 160
remind when the sale starts
ammount - 2 +
Buy tickets
秦声琴韵 —2021巡演 昆明站
东撵坡徐军
昆明 MODERN SKYLAB
07.11 Sun 14:30
advance ticket x 2 — price
ticket delivery
e-ticket
Phone number 19925869457
Audience(s)
Real name
ID card 128974328******120
Real name
ID card 126574328******720
Health code be in force
Wechat pay
Alipay
contact us to solve Qs.
Buy tickets
秦身琴韵-2021巡演（昆明）
16:02
Organizer
Modern Sky Lab
Hello! This is Group's name. I'm from XXX Livehouse. I will share latest information about the performance.
Hey, guys!! wish we have a good time!
ToMmy349
18:32
Czeni
does anyone want to dance with me?
cool!!! I'll go with you.
send
秦身琴韵-2021巡演（昆明）
Female
Male
Rates of vaccination:
Risk level:
(Based on the places they have stay recently)
Group members
198 in total
Modern Sky Lab
Czeni
ToMmy349
Mark Li
Announcement
Name in group chat
Messages records
Sticky to the top
settings

Space Deisign

Take the plane of *Modern Sky Lab (Kunming)* as an example

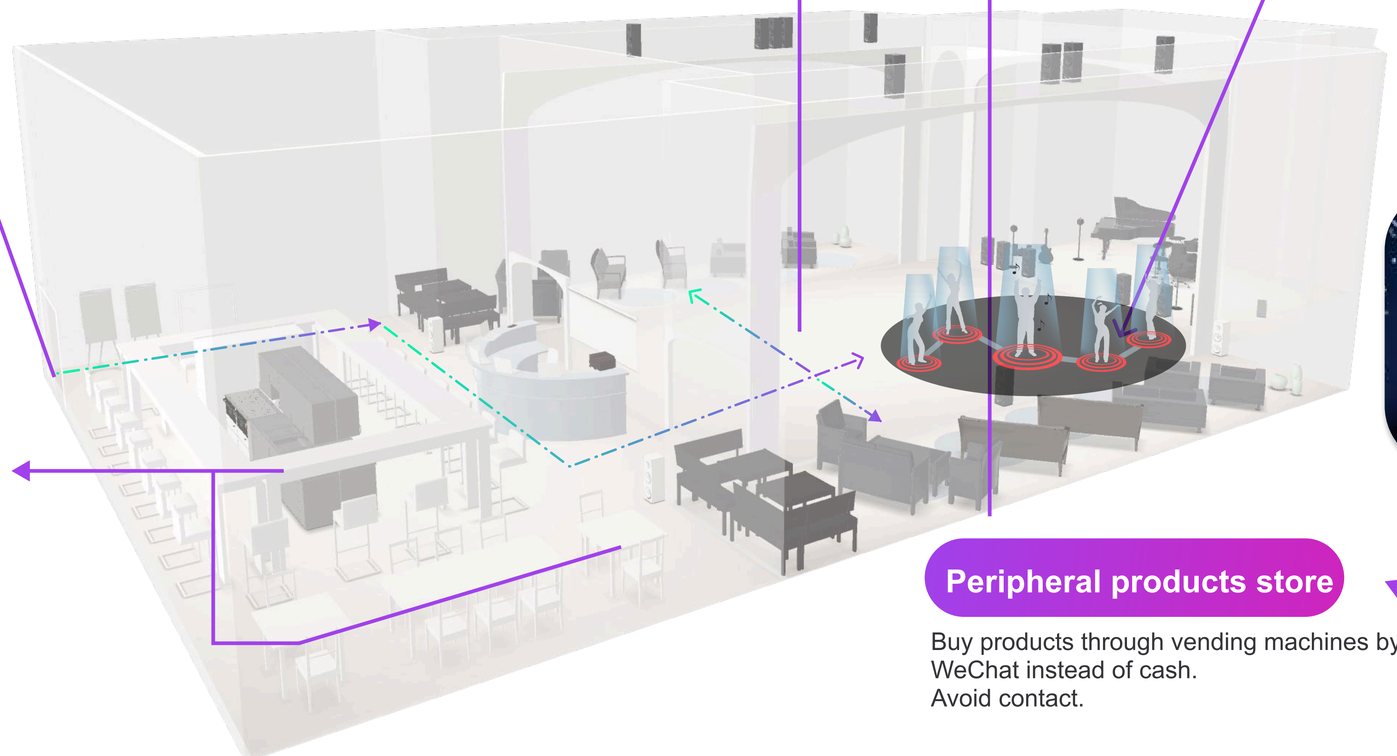
When entering

Scan QR code and take temperature to enter



Seating area

Disperse location to prevent virus transmission



Stand area

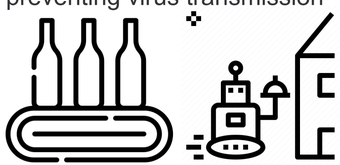
Use the technology of Holographic Laser Projection.

Generate patterns that follow the rhythm of music through music visualization. Each person has a pattern of light and shadow. The light group keeps the audience at a safe distance from others and increases interaction.



Restaurant & bar

Each chair is spaced one meter apart, and there are transparent partitions between the tables. Single tables are delivered by robots. Realize the effect of reducing contact and preventing virus transmission



Peripheral products store

Buy products through vending machines by Alipay or WeChat instead of cash.
Avoid contact.

