Mind Map

App Idea:

callboard

- Company, Actor, & Patron profiles
- Company (theatre, performance, film, etc)
    - Promote auditions & events
    - Receive resumes and applications for review (first round of filtering, invite to audtion)
- Actor
    - Create profile with resume and headshot
    - Search and filter auditions by location, media, and role
    - Apply/Sign up for local auditions/roles
    - Communication between company & actor
    - Calendar and maps for auditions
- Patron (Company & Actor)
    - Purchase local theatre tickets & store them
    - Company sets up box ofice, actors can store tickets
- One place for all things performance

Persona Alanya Summers

AGE 22
OCCUPATION Performer/Choreographer
STATUS Single
LOCATION Milwaukee, WI
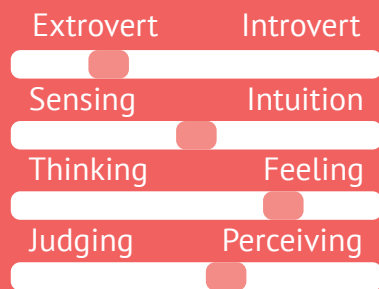TIER Semi Professional
ARCHETYPE The Creator

GOALS
- To build her resume with reputable productions.
- To easily find local auditions and theatre organizations.
- To easily manage potential auditions and performances.

FRUSTRATIONS
- Lack of knowlegde of auditions.
- Poor communication.
- Trouble figuring out the next step in life.

PERSONALITY

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

TECH PROFICIENCY

IT & Internet

Software

Mobile Apps

Social Networks

USER BRANDS

StageAgent

LinkedIn

Facebook

Google

"I want to start building my resume. I need something that helps me put myself out there as a performer."

BIO

Alanya has just graduated with a degree in Musical Theatre with an emphasis in dance. She dreams of becoming a professional choreographer; however, she still wants to pursue performing as her career. She wants to start with more local venues around her area, but doesn't know where to start. Being able to make that first connection is key. Despite growing up in the area, she is having trouble finding a connection that is local to her.

Client callboard

Task Model

Goal:
Search, apply for, and schedule an audition on Callboard.

NEED
"I need to look for my next audition."

INITIAL INVESTIGATION
"How can I find the best auditions for me?"

DECIDE ON ACTION
"This looks right."

DETAILED INVESTIGATION
"What do I need in order to prepare for this audition?"

DECISION MADE
"Everything looks good."

DECISION

LOGIN

NOTIFI-CATIONS

FILES

SEARCH

MY AUDITIONS

MY TICKETS

CALENDAR

MY PROFILE

SEARCH

SELECT AUDITION

ADD TO CALENDAR

CONTACT DIRECTOR

UPLOAD FILES

SUBMIT APPLIC-ATION

DASH-BOARD

FIND LOCATION

AUDITION MATERIALS

ROLES AVAILABLE

ABOUT

SUBMIT APPLIC-ATION

DIRECT CONNECTION
Needs to be a seamless connection through the login and the application opening menu.

COMPLEX EVALUATION
The user must be able to move freely through the opening menu until they have reached their decision.

FILTER TO WHAT YOU NEED
Allows the user to filter by location, type (theatre, film, etc), event or audition, and time.

CONTROLLED EVALUATION
The user now knows their goals and the actions they must take to accomplish them. The dashboard allows them to alter these known variables to fit their need.

Repeat this process for multiple auditions. These will appear in My Auditions and their Calendar.