

Immersive Concert Vending System

Egie Kwon, April 5 2025

Table of contents

1.Overview and introduction
p.3-8

2.My Vending machine design
p.9-11

3.Information architecture
p.12-13

4.How does it work?
p.14-19

5.Journey map
p.20-21

6.Concept models
p.22-25

7.Appendix
p.26-31

1.

Overview and introduction

Persona



Name: Jenny Kim

She is a college student who is a huge fan of BTS and has always wanted to go to a concert. There was a concert in LA, but she could not get a ticket because they sold out in 10 seconds. She is now feeling depressed and is looking for a way to go to a concert.

Problem & Solutions

Problems

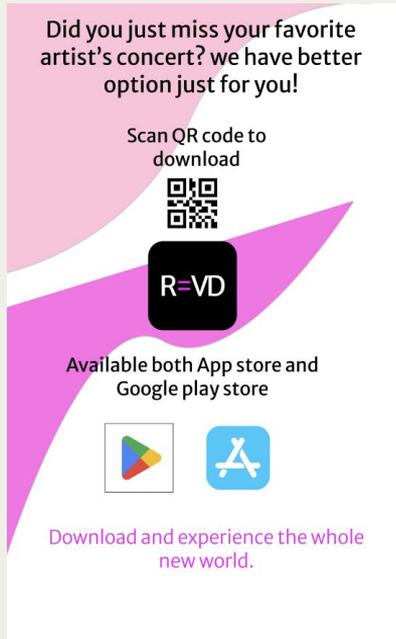
- Tickets for concerts are hard to get.
- Tickets are also expensive.
- Concerts are available for limited times



Solutions

- Make the concert easy to attend, affordable, and available for a long period of time.

Marketing



Advertisement

- To make our vending machine famous, we need advertisement.
- We will target our posters and ads specifically at people who just missed the concert. Thanks to our partnership with MetAmaZoogole, we have the capability to identify these individuals and deliver tailored advertisements directly to them.

Business case

We are selling "experience" not a product.

- If we were selling tangible items, users might not return after making a purchase, since they already own the product. However, we offer an experience—something that can be enjoyed again and again. This recurring appeal makes our vending machines inherently persuasive.

How do we make users to comeback?

- "To make this vending machine a destination worth revisiting, we need cutting edge technology that can make a concert inside the machine feel even more real than the actual event. With MetAmaZoogole, we can make that vision a reality.

Problem & Solutions

Proof

Customer's need is going to concert and fan meeting, but sometimes it is expensive and disabled to go to concert.

- BTS had over 4 million people trying to buy tickets for their Las Vegas and Seoul concerts.
- BLACKPINK's "Born Pink" World Tour sold 1.5 million tickets, and demand was even higher.
- TWICE's 2023 tour had over 1 million tickets sold, with many fans missing out.

2.

My kiosk Design

You can enter a subtitle here if you need it

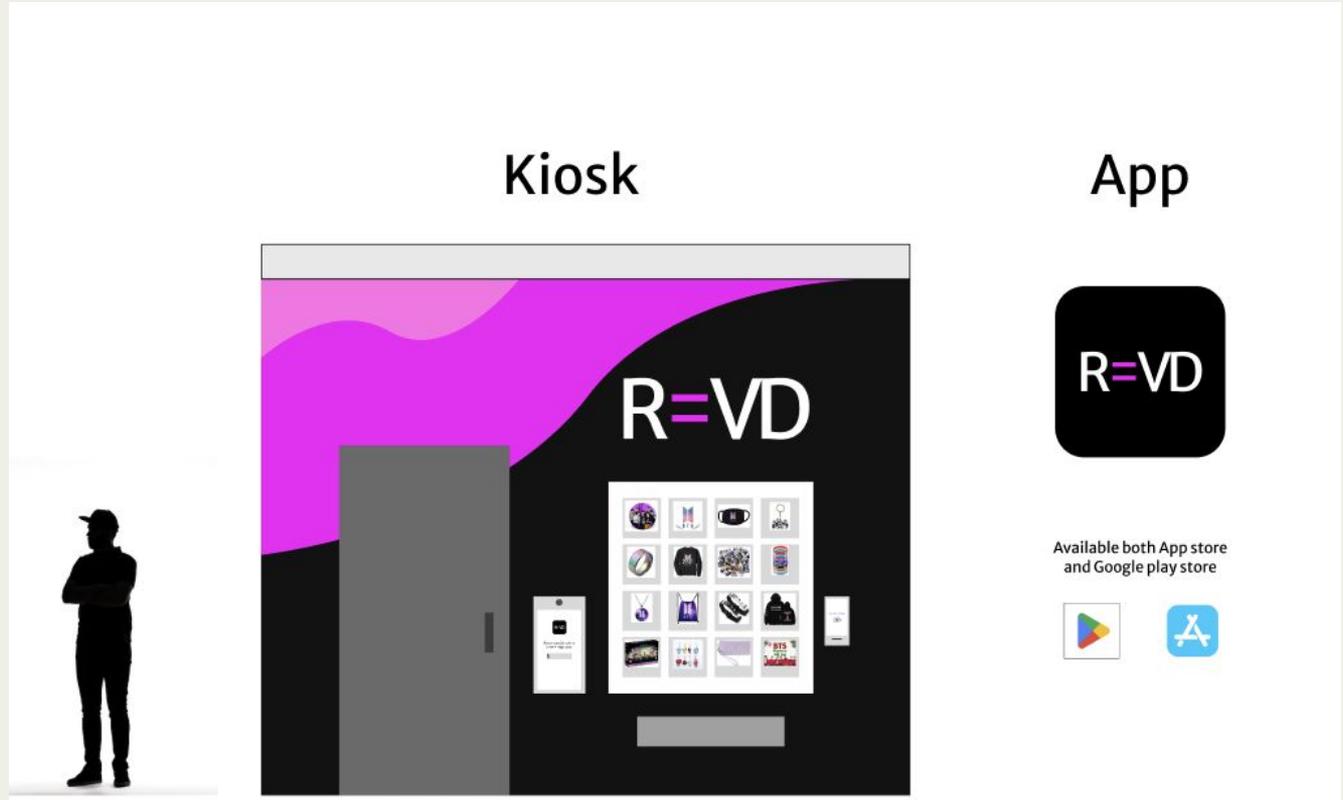
Problem & Solutions

Location: Shopping mall in worldwide



Designs

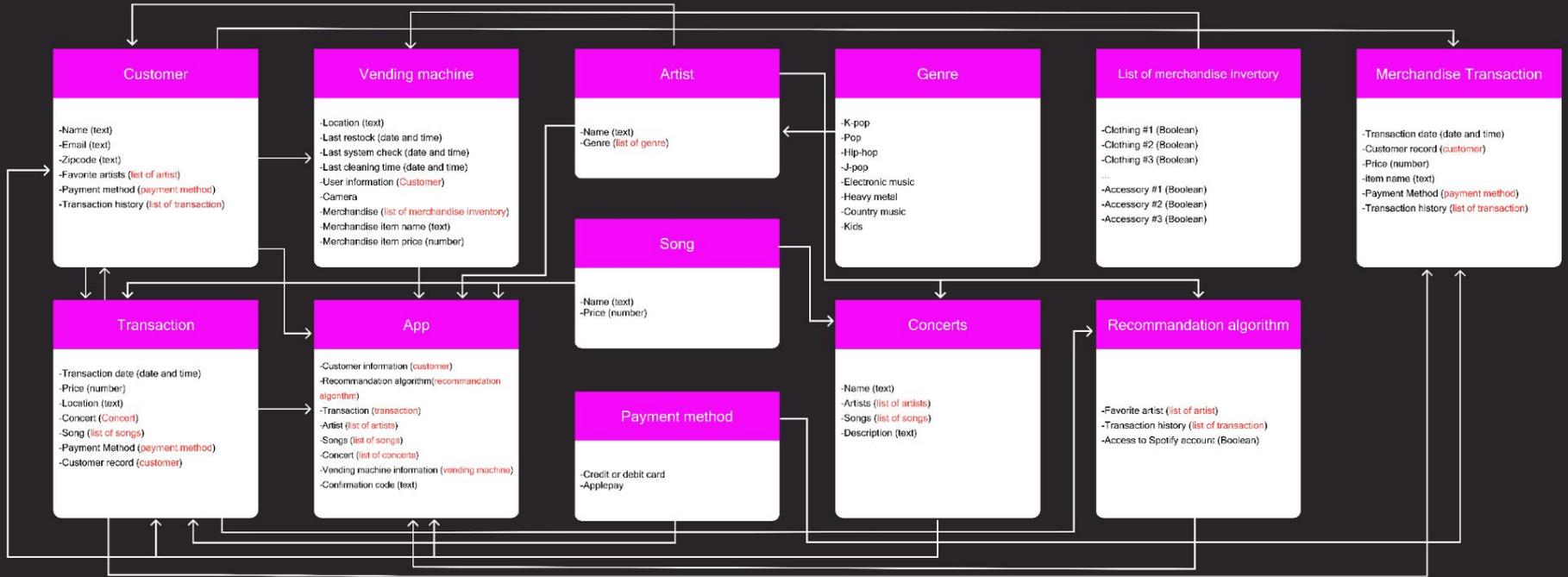
Kiosk & App



3.

Information Architecture

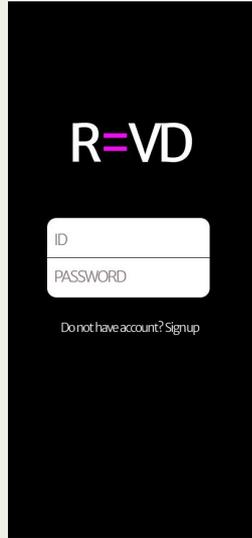
Information Architecture



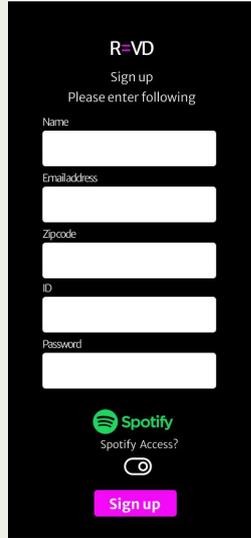
4.

How does it work?

App



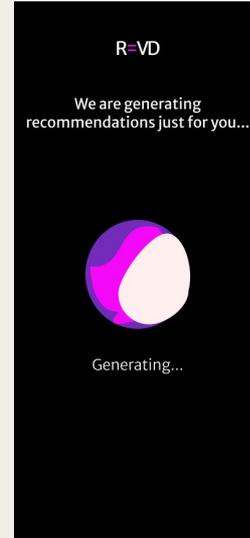
To use the vending machine customer have to download an application



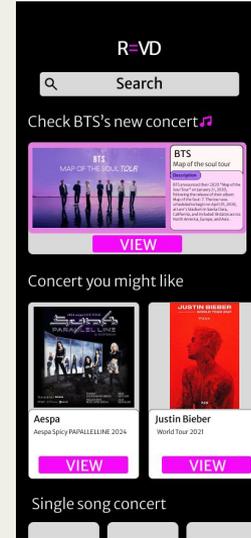
This is sign up page, where app gather information about user and also informations from spotify



This is sign up page, where app gather information about user and also informations from spotify

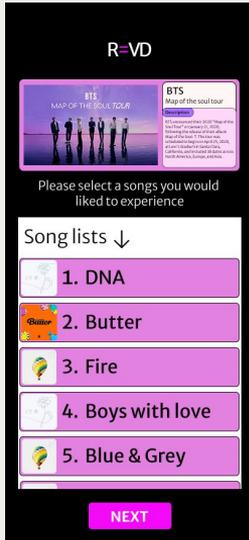


After, user finishes the process, now the app will generate their personalized page

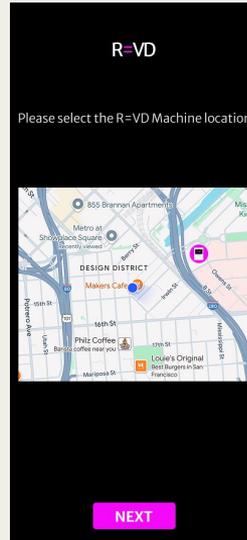


This is main home page where user can browse and view the concerts.

App



After user select the concert, user has to select songs they want to listen.



This is a page where user can see the available vending machine locations and select one of them

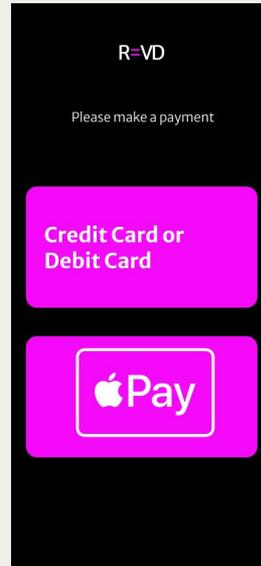


Now user has to select the viewing time for their concert.

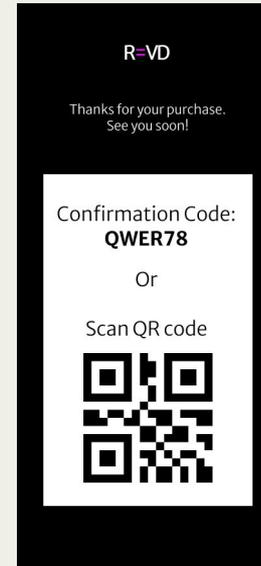
App



This transaction page where user can view the summary of order

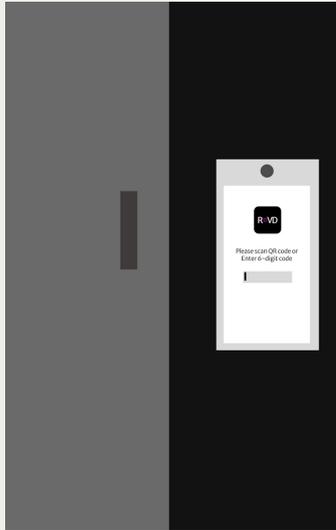


By confirming the transaction, user has to pay with prefer payment method



This is last page of the order. Now user has to go to vending machine and type or scan QR code to enjoy the concert.

Kiosk



At the vending machine, user is required to type code or scan QR code to enter the room

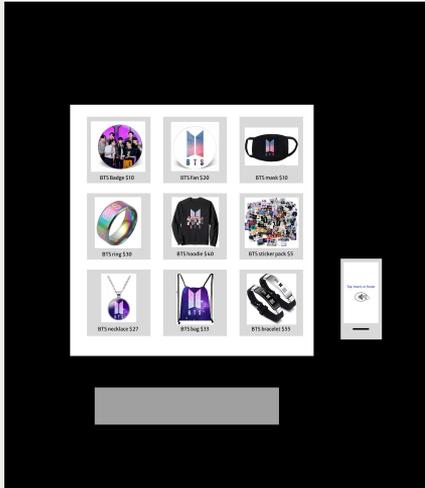


After typing the code, user enter the room

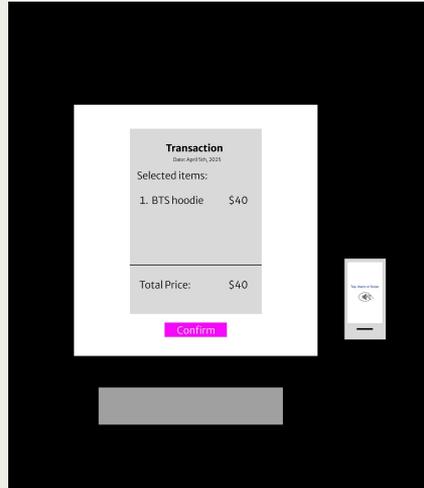


demo video(without VR)

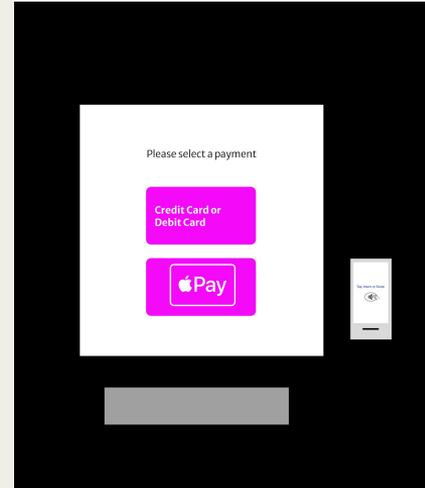
After show & Merchandise buying



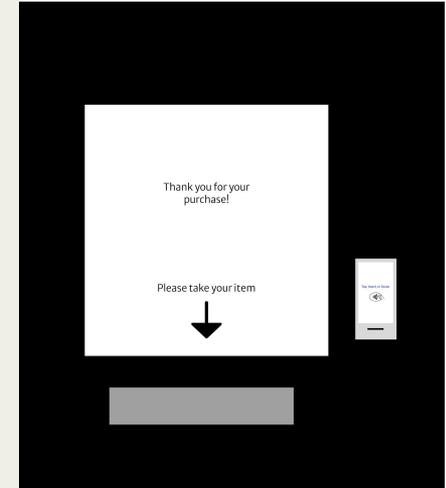
After the show the vending machine automatically open merchandise shop of artist that user just watched. If user wants to buy, they could select them



This is transaction page where user can see the summary of user's merchandise purchase.



By confirming the transaction, user has to pay with prefer payment method.

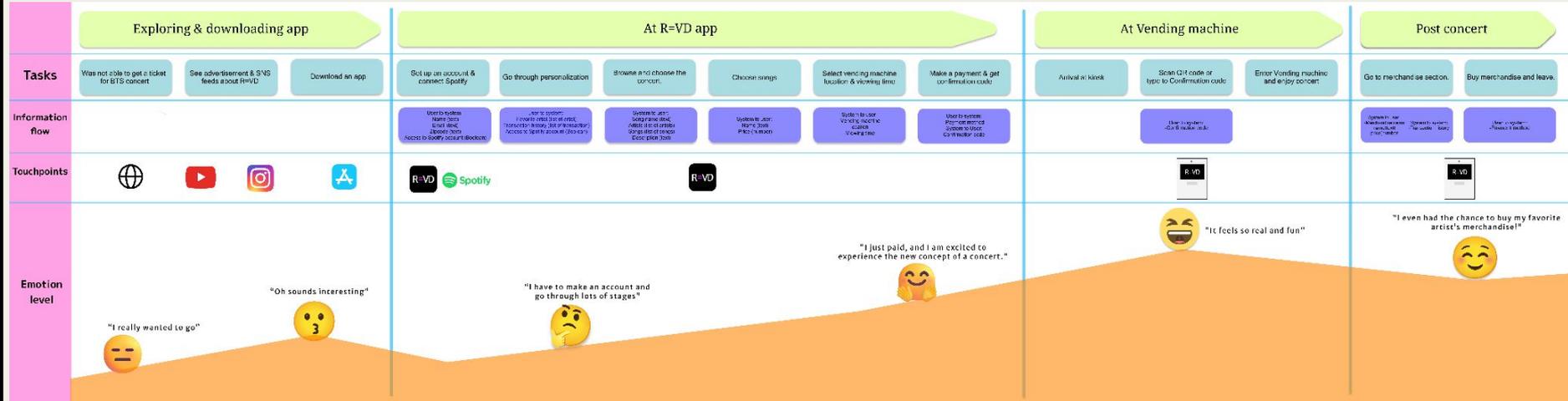


Then, user can grab their items and go home.

4.

Journey map

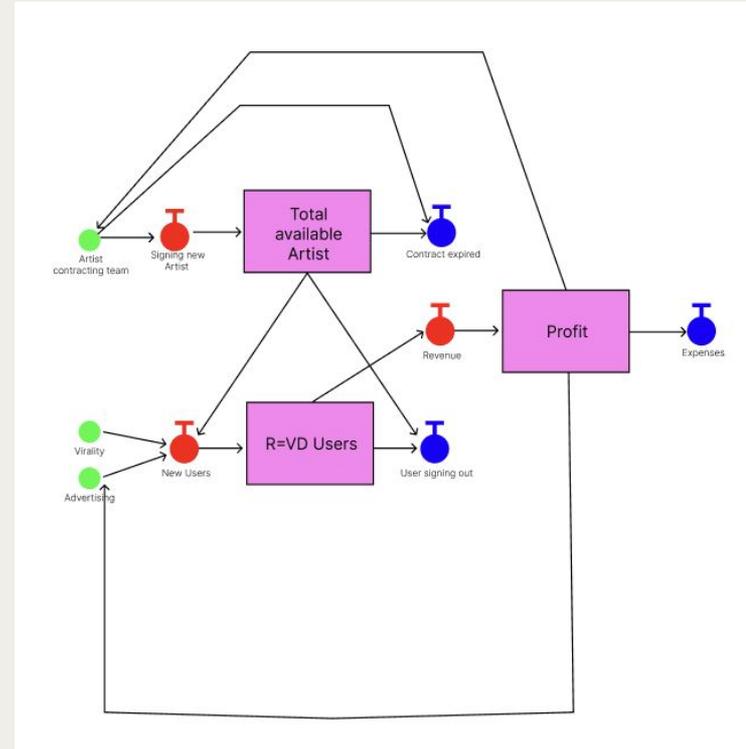
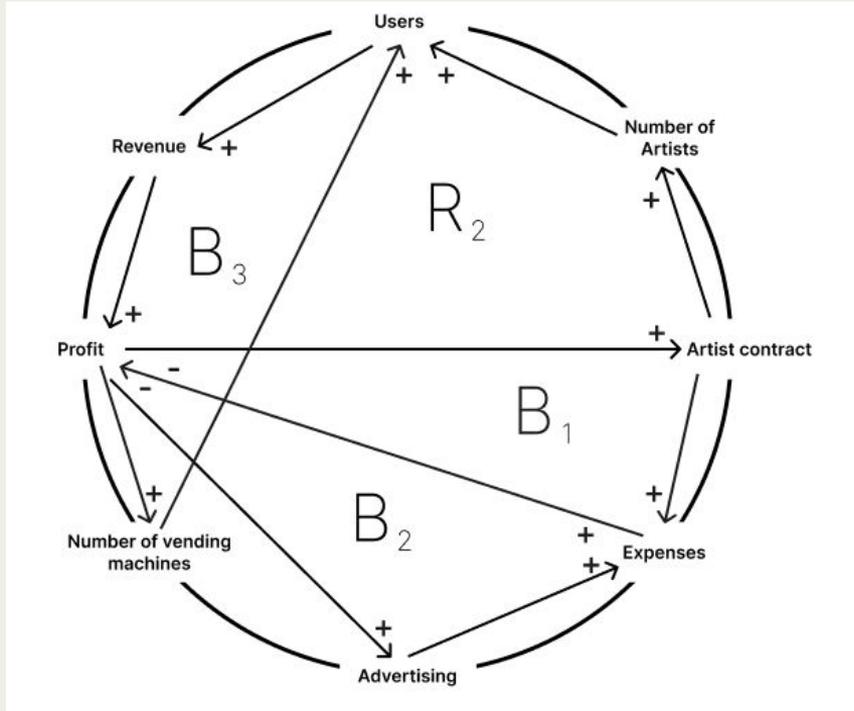
Journey map



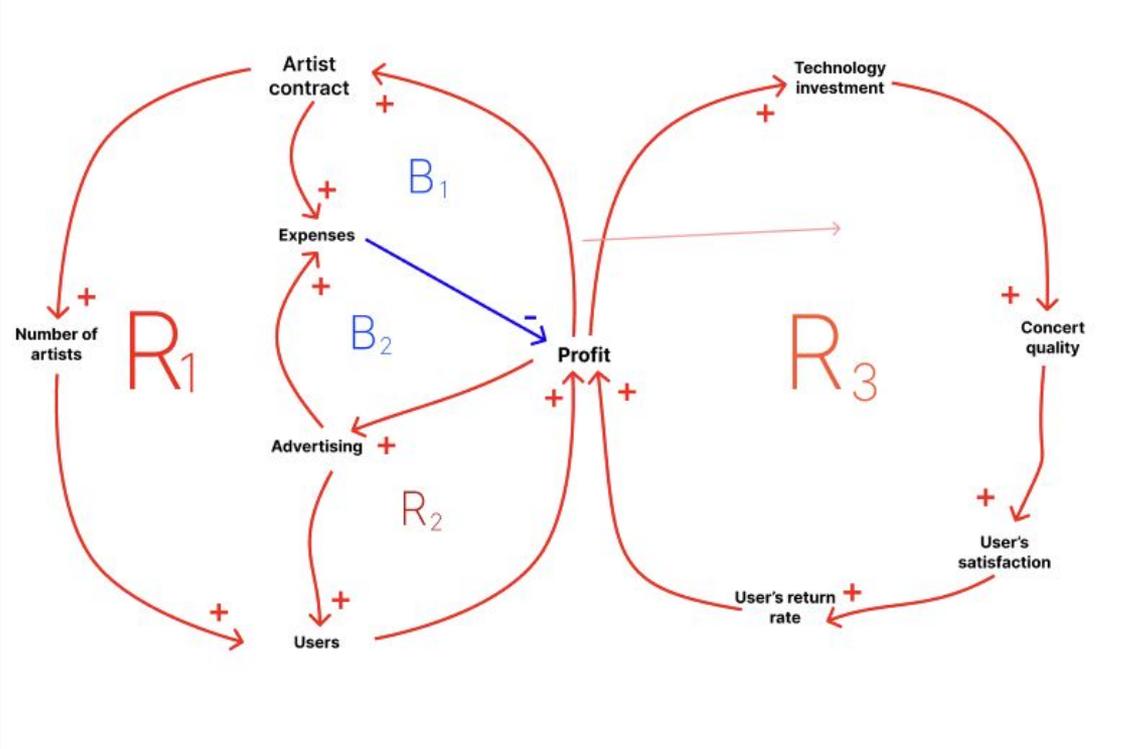
5.

Concept models

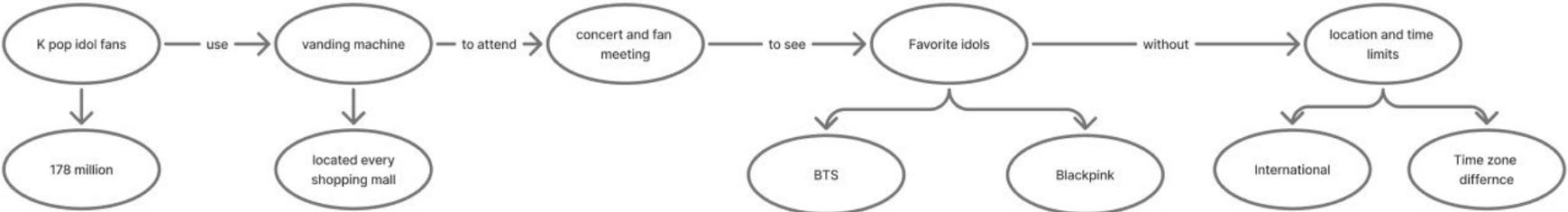
Concept models



Concept models



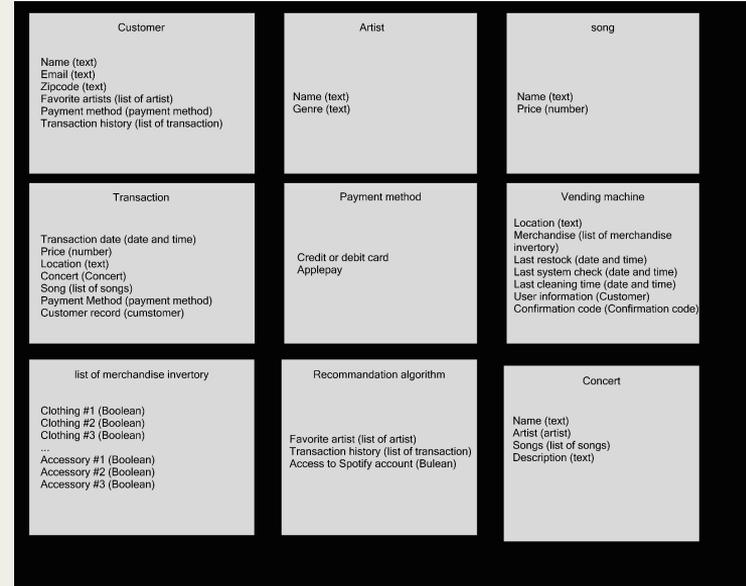
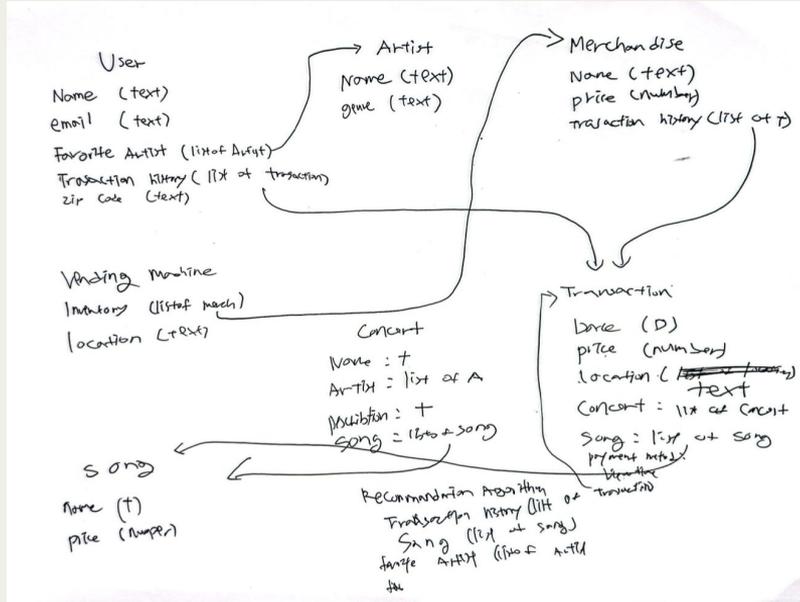
Concept models



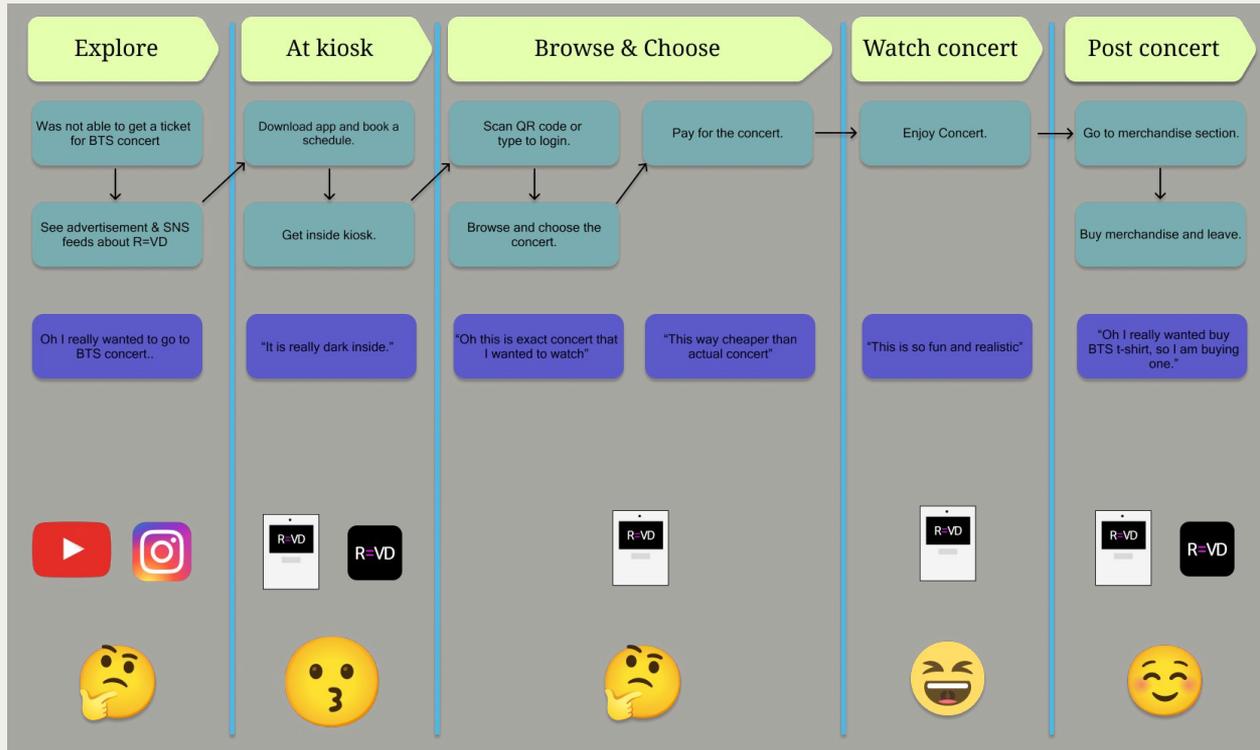
6.

Appendix

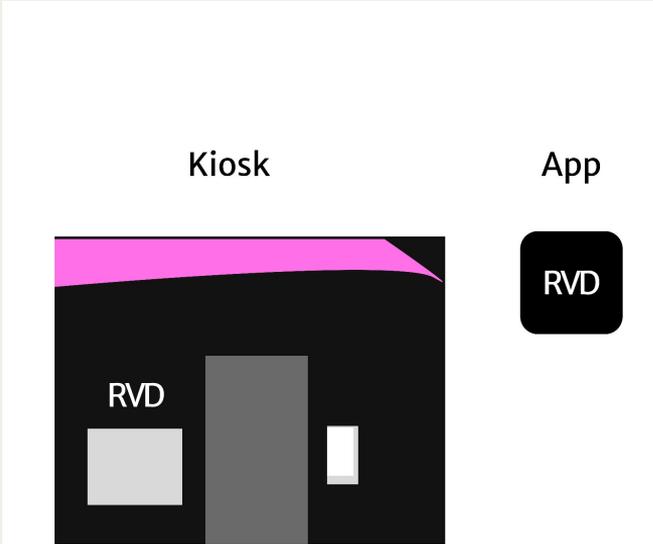
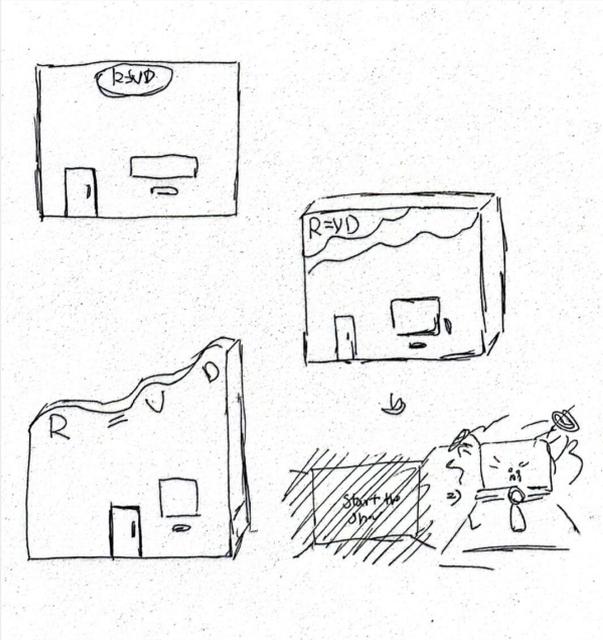
Sketches & Draft



Sketches & Draft



Sketches & Draft



Sketches & Draft

