

**IN
THE MOMENT**

THERE'S A "HUGE" ISSUE WITH
THE CONCERT EXPERIENCE...

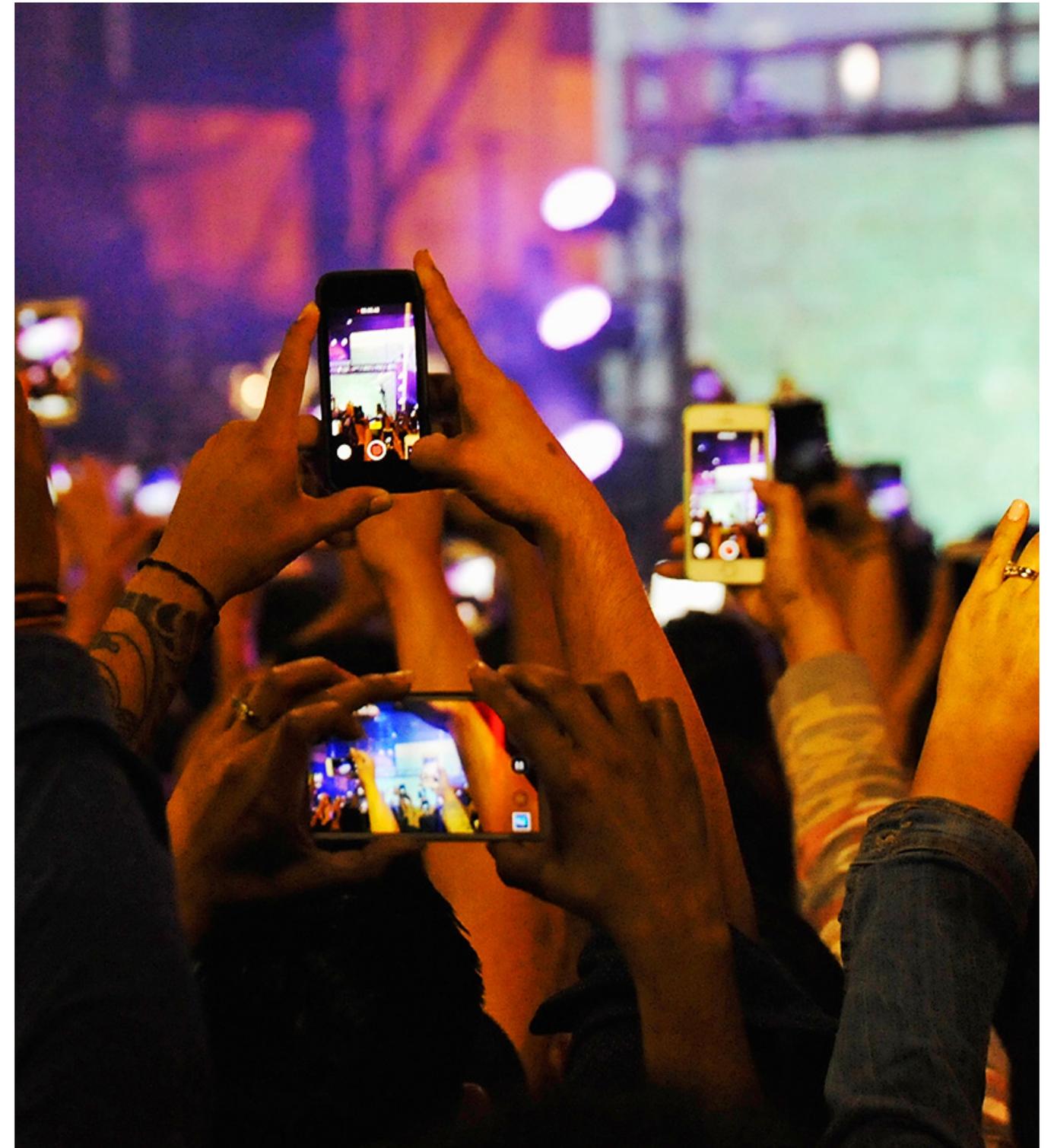
WHAT'S THE ISSUE?

As it has become more readily accessible for people to own cameras, especially those on smart phones, it is not unusual to see them at a live concert. Often times there are many people holding their phones directly above their head in order to get a photo or video recording for themselves. Some audience members do not do this for long, it may be just a quick thing for them. But few have been noted to hold their phone up for the length of an entire song. The reason these people are doing so is to gather memories of the show for later.

This may not seem like it would be that big of an issue. Who cares if someone is taking a video of their favorite song? I am even guilty of doing so at concerts, but when you have an entire audience doing this, it can become a huge distraction to those who are trying to actually watch. The concert goes who are without the distraction of their phone are forced to find a good viewpoint passed the sea of blue phone screens in front of them. As one can assume,

this is obviously not an enjoyable experience. This has actually caused quite a bit of anger on the side of the audience trying to watch without their phones. They have a lot of strong feelings about those who are recording, saying they should stop watching the show through their phone and just be there watching with their own eyes.

Articles upon articles can be found on the subject. People are constantly trying to find reasoning that would deter people from using their phone to document at a concert. They generally explain that it is distracting, inconsiderate, and useless as the videos and photos they are taking are terrible quality to begin with. But I dare to ask the question, is this problem really that bad? It's not the idea of someone having that recording that bothers people, it is just more in the way that they are obtaining the footage.



IS THERE ANY WAY TO DIMINISH THE ANNOYANCE THAT COMES FROM DOCUMENTATION WITHOUT STRIPPING THE AUDIENCE OF THEIR **DESIRE TO RECORD MEMORIES?**

THE PROPOSAL

Have you ever been at a concert and found yourself distracted by the sea of phones in the air? Each and every one of those people are holding their phone high to record the show that they could just be watching with their own eyes. This is not to say that I myself am not guilty of taking photos and videos during concerts. It is actually very likely that someone would catch me recording a song or taking too many photos. There's a major annoyance that comes from phones being used at a concert, especially when it goes on for too long. It becomes a huge distraction to those actually trying to watch, and most would argue that we need to live in the moment and put our devices away. So if it is so annoying, why does it keep happening so often? What reasons lie behind the desire to document our experiences at a concert?

The issue extends far beyond those attending, and has become obvious to the performer. Many artists have been taking action toward minimizing the use of cell phones at their shows.

Prince, Childish Gambino, Guns 'N Roses, Alicia Keys, The Lumineers, and Jack White are just a few examples. Some have just simply asked for phones to be turned off, and others have gone as far as having audience members lock their phones away during the show. These artists are beginning to feel strongly about getting their audience to live in the moment, especially those concerned with underlying legal issues that come with recording. In an interview on the topic, Jack White explains it the best. He says, "They all pulled out their phones and were filming the moment. Nobody was in the moment. Everyone was documenting the moment." So are smart phones really ruining the concert experience? Is there any way to diminish the annoyance that comes with documentation? Can we do so without just stripping the audience of their desire to record those memories for themselves?

**WITH THIS ISSUE IN MIND, IT WAS
TIME TO DO SOME RESEARCH.**

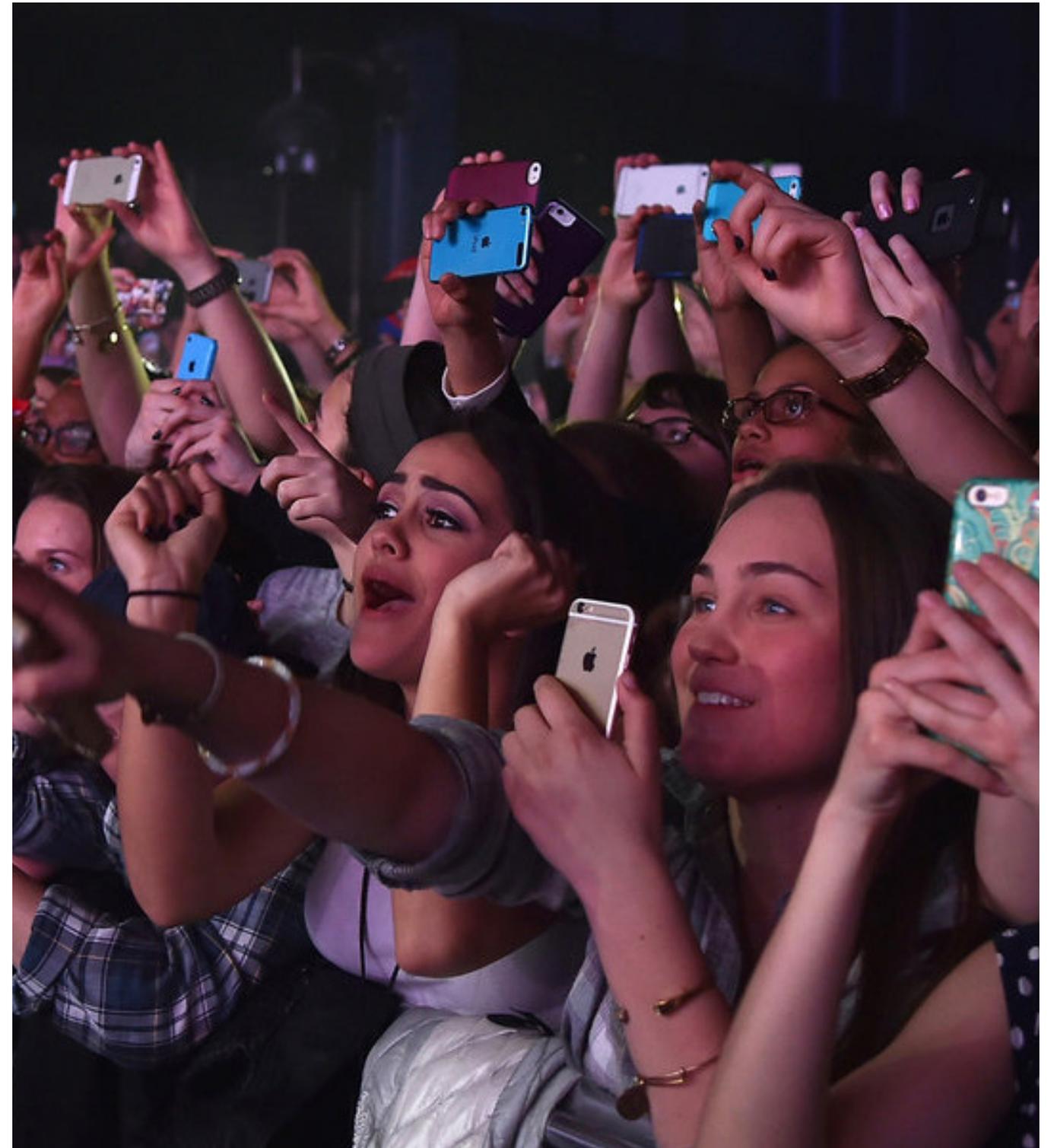
CELEBRITIES HATE SEEING YOUR PHONE AT THEIR SHOWS

Besides the angry audience members at a concert, those performing on stage are also finding this issue to affect them. There is a growing list of big names that are tired of seeing your phone up in the air during their performance. It has gone as far as singers, like Adele, stopping mid show to call out an audience member in front of an entire stadium of people. She had no issue in embarrassing that person into no longer recording her. She held the same argument as mentioned before, where she asked the concert goer to stop filming her and pay attention with their own eyes instead.

Another huge advocate for the issue is Jack White. He is practically the poster child for wanting phones to be banned from live musical performances. In an interview with Conan O'Brien, Jack White explains how he went about banning phones from his concerts. He says that all it took was going out on stage and asking the crowd to please leave their

phone in their pocket and just enjoy the show and experience it for real. He says this caused excitement throughout the crowd, and everyone was apparently ok with the request. For me, this seems a bit untrue. Personally, I find it hard to believe that not a single person in that audience was upset by the request. I also find it hard to believe that for the entirety of the show, no one took out their phones despite being asked. It feels too good to be true.

In the same interview, Jack White tells a story he heard about Iggy Pop. He says that he did this amazing jump into the crowd, and rather than enjoying the moment, everyone pulled out their phones and began to film instead. He shows his disappointment for people choosing to film the experience rather than just living it. He explains that banning phones from his shows is important and "it's just better that way."





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**NOBODY WAS
IN THE MOMENT.
EVERYONE WAS
DOCUMENTING
THE MOMENT.**

”

JACK WHITE

SO WHAT ACTION HAS BEEN TAKEN?

Many artists have followed the path of Adele and Jack White in taking action against their audience members' phone usage. They are just as tired of seeing phones. And granted, you cannot really blame them. Imagine performing live and looking out into the crowd expecting to be faced with the faces of fans, but instead being in front an endless sea of phones. They are losing the connection they hope to create with their audience.

Many have only done as much as asking their fans to put their devices away during the show. But some artists have even gone as far as introducing products designed specifically for this issue. And you would think this would be the end of my degree project, right? "Oh, someone else created a solution already and it works great for the issue." Wrong. The solutions I have found being used at concerts are far from the best possible solution. In many ways, these solutions are very invasive to an audience member and create some discomfort.

MEET YONDR

A company called YONDR is one of the few solutions that exist for this issue. And surprisingly, it is the one being implemented the most by celebrities. Their users range from singers and artists to comedians. They are all trying to stop phone use at their shows by using YONDR.

Essentially the way YONDR works is that each concert goer is given a small fabric pouch at security when entering the show. They must place their phone inside the pouch and then seal the lock at the top. They are not allowed to enter the show until doing so. While inside the show, audience members keep the pouch with them, but if for any reason they need to use their phones, they must leave the show and head back to security. Security will unlock the pouch, but before going back inside, you must lock the pouch again.

It may seem like YONDR has solved the issue, and they technically have. But not in the most successful way. They did the most obvious solution by just completely stripping people of their phone. It is a solution that does not solve all sides of the issue.



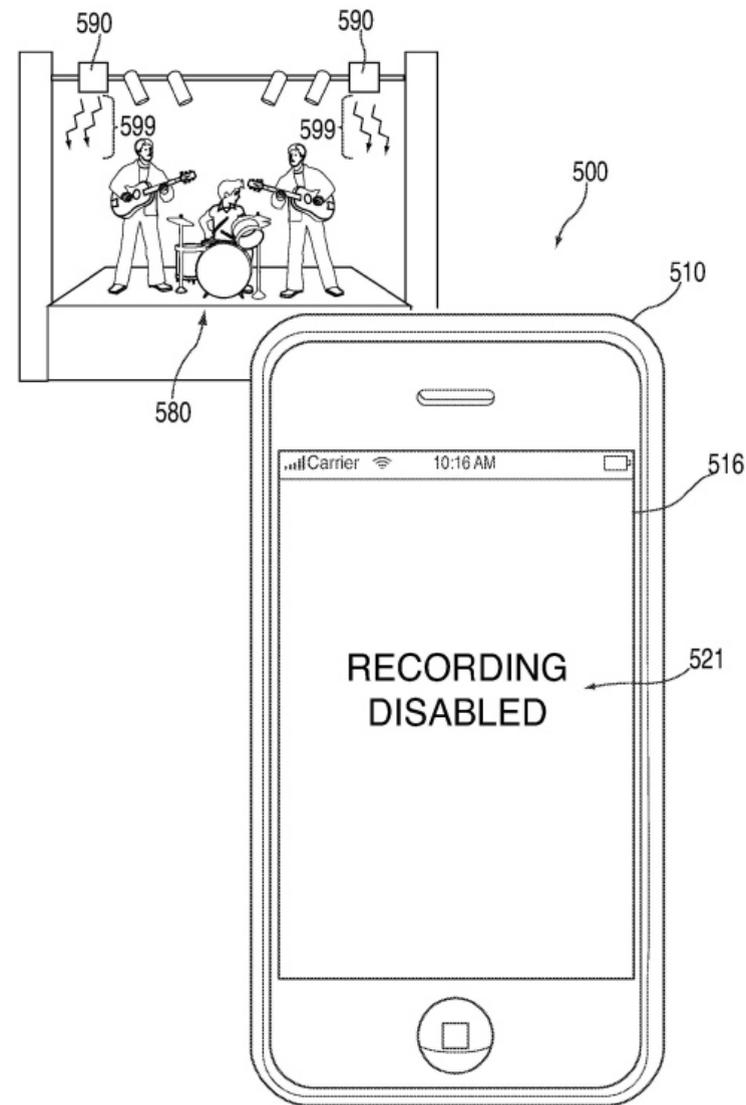


FIG. 5

APPLE IS READY TO TAKE ACTION TOO

Apple has also attempted to solve this issue, but they are far less intense than YONDR. In 2016, Apple released a patent that would combat documentation at concerts. Basically, a signal could be sent from the stage and directly to audience members' phones. This signal would disable their cameras, so no one could take photos or videos. Although the camera would be disabled, audience members would still have their phones with them and be able to use other functionalities like texting or calling.

THERE'S SOME LEGAL ISSUES INVOLVED

Unknown to quite a large amount of people, recording a live performance without the permission of the artist is actually illegal. Of course, this rule is somewhat ignored because action is almost never taken against fans. It's uncommon to see an artist trying to sue any audience members for taking videos of their performance. The biggest point to be made here is what should happen when an artist asks their audience to put their phones away. The audience should respect the request made by the artist as it is technically illegal.

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**RECORDING A
LIVE MUSICAL
PERFORMANCE
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OF THE ARTIST IS
ILLEGAL.**

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BILLBOARD MUSIC

LET'S TALK TO REAL PEOPLE

With all the arguments and solutions I was finding in my research, I decided it was time to talk to some real people. I felt I needed more personal opinions. To get some answers from people, a Google form survey was sent out to a large handful of people. The questions within the survey were to get an idea for how people experience a concert.

The survey ranged from questions about how often you attend concerts to how often you use your phone at a concert. This survey confirmed a lot of assumptions I had, and it also exposed a lot of common themes in people's answers regarding concerts and documentation.

The screenshot shows a Google Forms interface in a browser window. The browser tab is titled "Degree Project (Feb 09) - Google Docs". The address bar shows the URL: "https://docs.google.com/forms/d/1DEOWbBokpb7JGfVqYNcU4ntvJYmA3C2BR2Cc-KHa0H0/edit". The form title is "Giana's Degree Project". Below the title is a description: "I'm currently working on my senior degree project, and could use some help with my research. If you have ever been to a concert or music festival, please take the time to answer these questions for me. Thank you so much!". The form has two tabs: "QUESTIONS" (active) and "RESPONSES" (47 responses). The first question is "How old are you?" with four radio button options: "Under 18", "18-24", "25-31", and "32+". The second question is "When was the last time you went to a concert?" with a "Short answer text" input field. The form is set against a purple background with a white content area.

Usually when you want to save a memory, you take a photo or video. While watching a show, I get the urge to want to take a photo or two without really thinking about it.

I want to be able to enjoy the performance and look of the concert later on. Other people will also ask me for pictures.

IF YOU HAVE EVER TAKEN A VIDEO AT A CONCERT, WHY DID YOU DO IT?

An important theme that appeared within the survey was why people were taking videos at a concert. It was vital for me to understand why people felt the need to document their experience. Many people had the obvious, which was to keep the memories for later. They wanted to be able to hold onto those memories forever. Others simply wanted to do the same, but additionally they enjoyed the idea of being able to share their experience with others.

HOW WOULD YOU FEEL IF YOU WERE NOT ALLOWED TO USE YOUR PHONE AT A CONCERT?

There was some expected anger when the survey presented products like YONDR or the Apple patent. People disliked the idea of having their devices stripped away from them after having to pay to attend a concert.

There was also the reasonable concern for emergencies that made these products undesirable. People were worried about what they would do in a state of emergency without their phone, which is expected. This is a concern that these products ignored, especially in light of recent events at concerts.

I wouldn't feel comfortable with that and I find it rather annoying. You're paying so much money to go to these concerts so why do you think it's okay to tell me I'm not allowed to take pictures or videos of it?

What if someone got hurt/had an emergency/needed to call 911 or if a family member needed to reach them or if they wanted to meet up with friends how are you supposed to be in contact?

WITH A WHOLE LOT TO CONSIDER,
THE **PROTOTYPING** STAGE BEGAN.

THINKING ABOUT WEARABLES

When I started to brainstorm the route I could go for my own solution, wearable technology felt like an area of great possibility. The technology is already an established way for users to avoid distractions. There are so many different routes within the field of wearables, so I had some difficulty when trying to narrow down my options.

The one thing I knew for sure was what the wearable would need to do. Whatever type of device I ended up creating, I was aware that it needed to focus on aiding the documentation process. As a whole, it would aid the concert experience, but a main feature needed to be recording functionality for both photos and videos. The device must be the thing to do the recording for an audience member, but it would do so without being as obnoxious as a phone being held up in the air.





COULD SMART GLASSES WORK?

Smart glasses were one of the first things to peak my interest when I delved into researching the world of wearable technology. From my understanding, smart glasses have yet to have their breakthrough. They have mostly failed because they have yet to be implemented in the right environment. I thought that concerts could maybe be that right environment for them. There were two specific existing smart glasses that I focused on. They were Google Glass and Snapchat Spectacles. The reason these two drew so much of my attention was their ability to aid in the idea of hands free recording. I thought, "Hey! That's just what I need!"

But despite the potential that I briefly saw in smart glasses, they started to feel like they weren't a perfect fit. There's a lot of concerns that come with smart glasses. For example, someone much shorter, like myself, at a concert does not often have a great view of the stage. Most times I am met with the shoulders of someone taller than me, so if I were to be

wearing glasses to record video, they would probably be terrible quality. So in that sense, I started to doubt smart glasses.

Smart glasses are also not on the cheap side. They are generally quite expensive, especially when you look at an example like Snapchat Spectacles. For a price over \$100, they are only recording videos. This was what finally helped me let go of the idea to use smart glasses. For the audience that I am targeting, this type of product no longer feels like the answer.

WHAT ABOUT A WRISTBAND?

Moving away from smart glasses, I began to think about digital wristbands. In 2018, it is not unusual to see people with a wearable device on their wrist. They have become normalized and are no longer as outrageous as they used to be.

In doing my research about digital wristbands, I started to find a lot that live within the concert industry. To my surprise, digital wristbands are very well established at concerts. There were a lot of examples that stood out to me.



**DIGITAL WRISTBANDS AREN'T NEW
TO THE CONCERT EXPERIENCE.**



BOSTON CALLING

Music festivals, like Boston Calling and Coachella, use one of the most basic forms of a digital wristband. They are a fabric wristband that has an additional plastic piece intertwined with the fabric. The plastic piece allows for two main functions when scanned, which are acting as your ticket or your payment. Although these wristbands are a one time use type of device, people tend to enjoy them. Often times people hold onto them as a keepsake afterwards.



TOMORROWLAND

Although very similar to the usual festival wristbands, Tomorrowland has added a new feature to their wristbands. A small button added to the band allows for people at the festival to connect with one another. If two people were to put their wristbands together and hit the button at the same time, they become connected through Facebook. It is a somewhat minimal added feature, but it is kind of important to see how these wristbands can be altered and still work in the concert setting.





KLİK

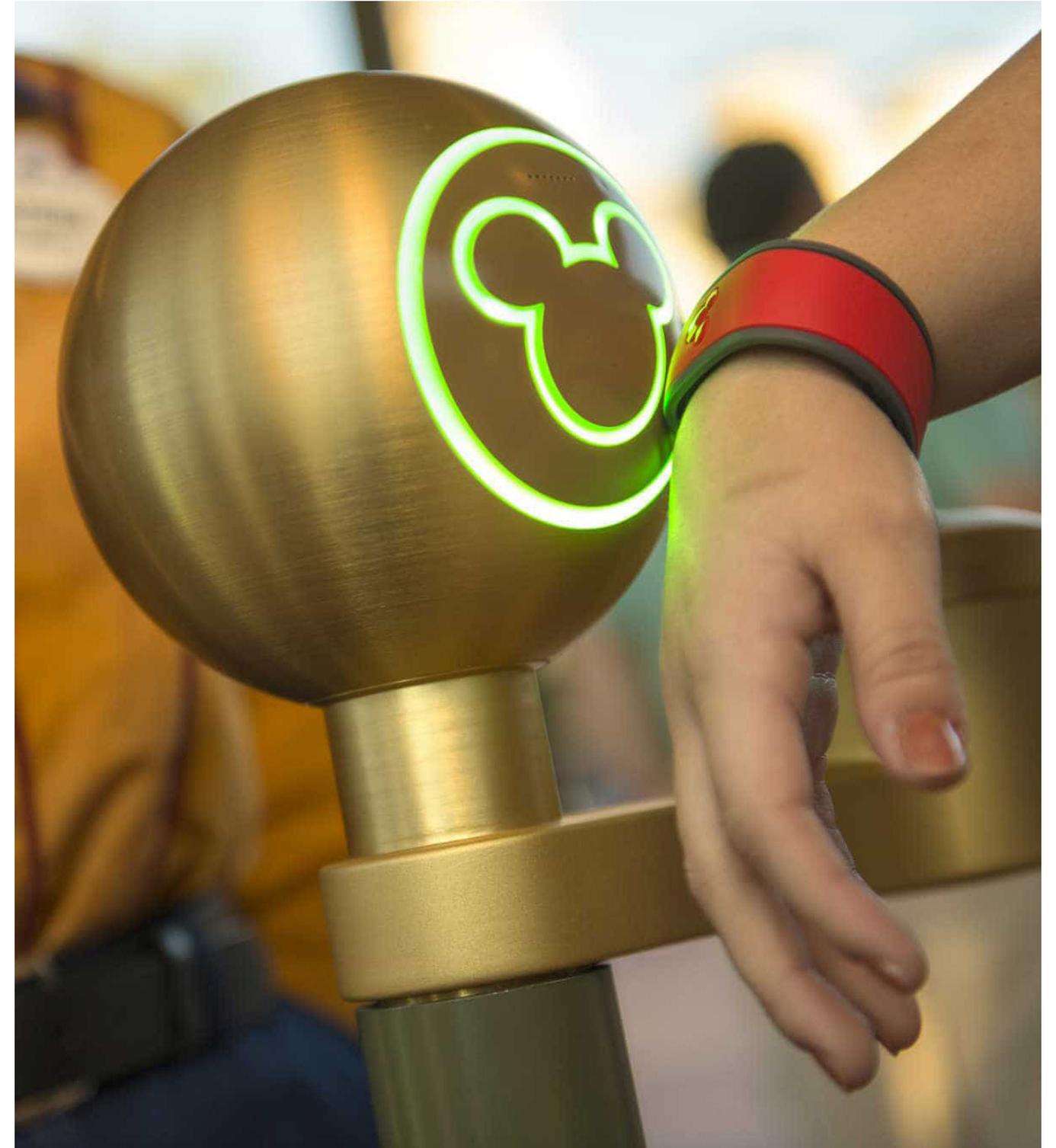
Klik is a company that is much different than any of those previously mentioned. They focus more on creating products for business conferences. With a line of products ranging from wristbands to lanyards, they cover a lot of the same functionality. People can use the product to enter the event and connect with others. A feature that is separate from other wristband/wearable products is a functionality to “click to receive content.” Say you were in a lecture and enjoying what you were listening to. Klik allows you to press a button and then

receive the content you are enjoying. For me, this was a huge breakthrough to discover. It started to clarify how my own solution could function. This feature helped me realize that maybe instead of a product that includes a camera in it, maybe users could “click to receive content.”



DISNEY MAGIC BANDS

Of course, Disney Magic Bands do not live within the concert industry. Although that may be true, this was still an important product for me to note. These wristbands are one of the only examples I came across that shows people purchasing a product that they can only interact with at one central location. As soon as you leave Disney Parks, these wristbands become no more functional than a plain bracelet. So to see that people would pay to own these despite only being able to use them when they are at Disney was good to see.



**THE SOLUTION NEEDED FOR THIS
ISSUE BECAME VERY CLEAR.**

IN THE MOMENT

no distractions, just experiences



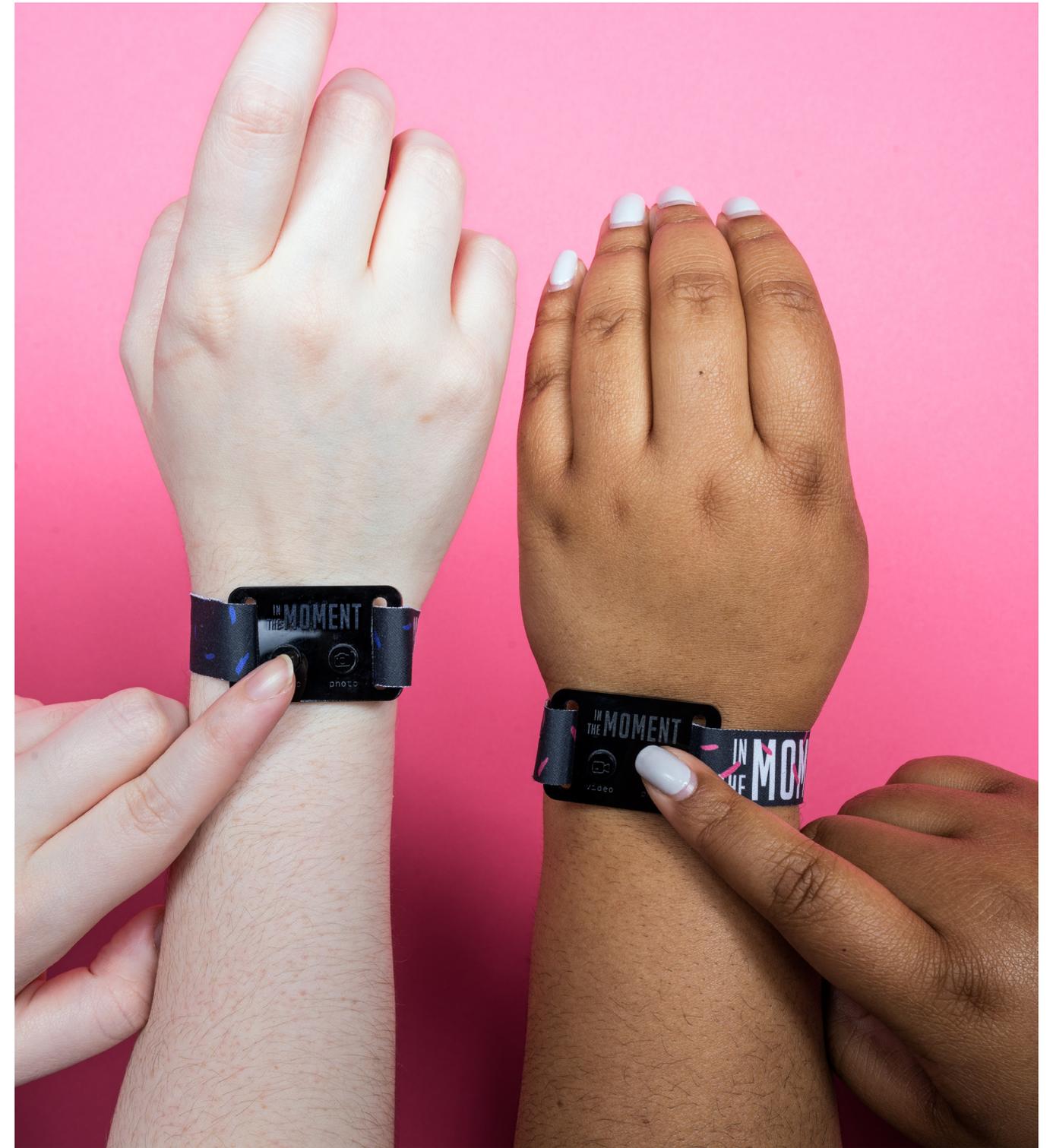
IN THE MOMENT

In The Moment is a company that plans to aid the concert experience for everyone. Their main goal is to avoid stripping anyone of their device, especially one used for documentation. If anything, the hope for In The Moment is to add to the experience rather than take away. With a simple digital wristband and a companion app, concert goers can now enjoy the show with minimal phone use. The wristband will function as their ticket, payment, and a recording device.

The wristband is reminiscent of the festival wristbands that people have become so accustomed to. On the device attached to the fabric wristband will be two additional buttons. One button for videos and one for photos. By connecting the wristband to the app on your phone via bluetooth, these buttons can be pressed to collect footage from cameras placed within the venue.

To take a video, you would hit the video once to begin recording and again to stop recording. This would trigger the wristband to collect data from the cameras in the venue and then translate that data back to your phone. The same thing goes for photos, with the only difference being that you only need to press the button once.

As these wristbands do not use any crazy sorts of technologies, mostly just RFID and bluetooth, they would not be crazy expensive. This was important for this solution, as mentioned earlier, that the product needed to be affordable because of the target audience. Considering people are already paying to attend a concert, it needed to be a price that would not feel ridiculous to add on.





INTERCHANGEABLE DESIGN

As these wristbands will function as a ticket, they were designed with interchangeable fabric wristbands. People love to have a keepsake of their show, and that keepsake is normally their ticket stub. Since the device itself is meant to be reusable, the wristband felt like the best place to implement that “keepsake” idea.

For example, say you are online and buying a ticket for Boston Calling. If you already own the device, you could opt in to receive the In The Moment wristband that has been branded for Boston Calling. You would then be able to wear the wristband to the show and keep it for yourself afterwards.





IN THE MOMENT
no distractions, just experiences

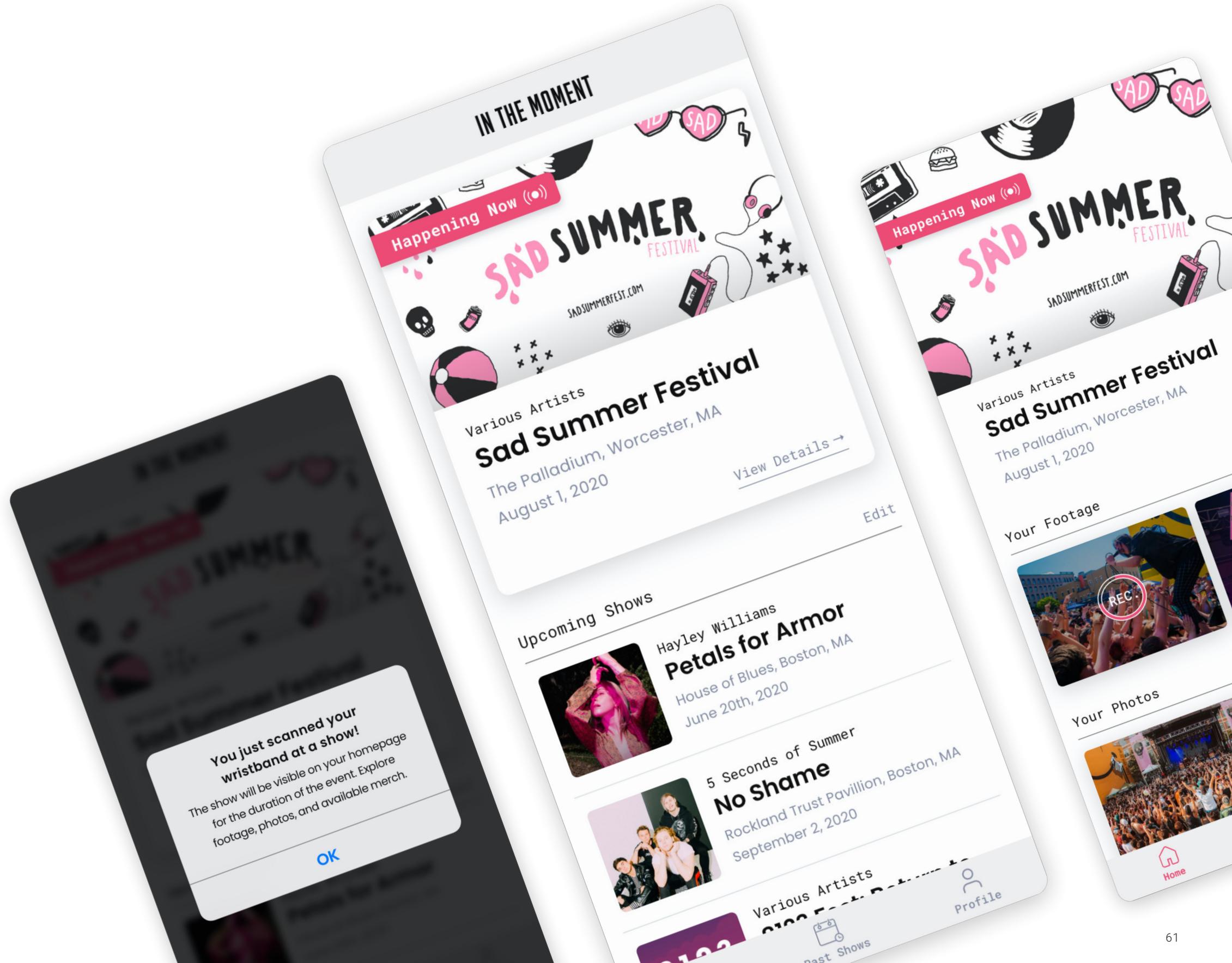
THE MOBILE APP

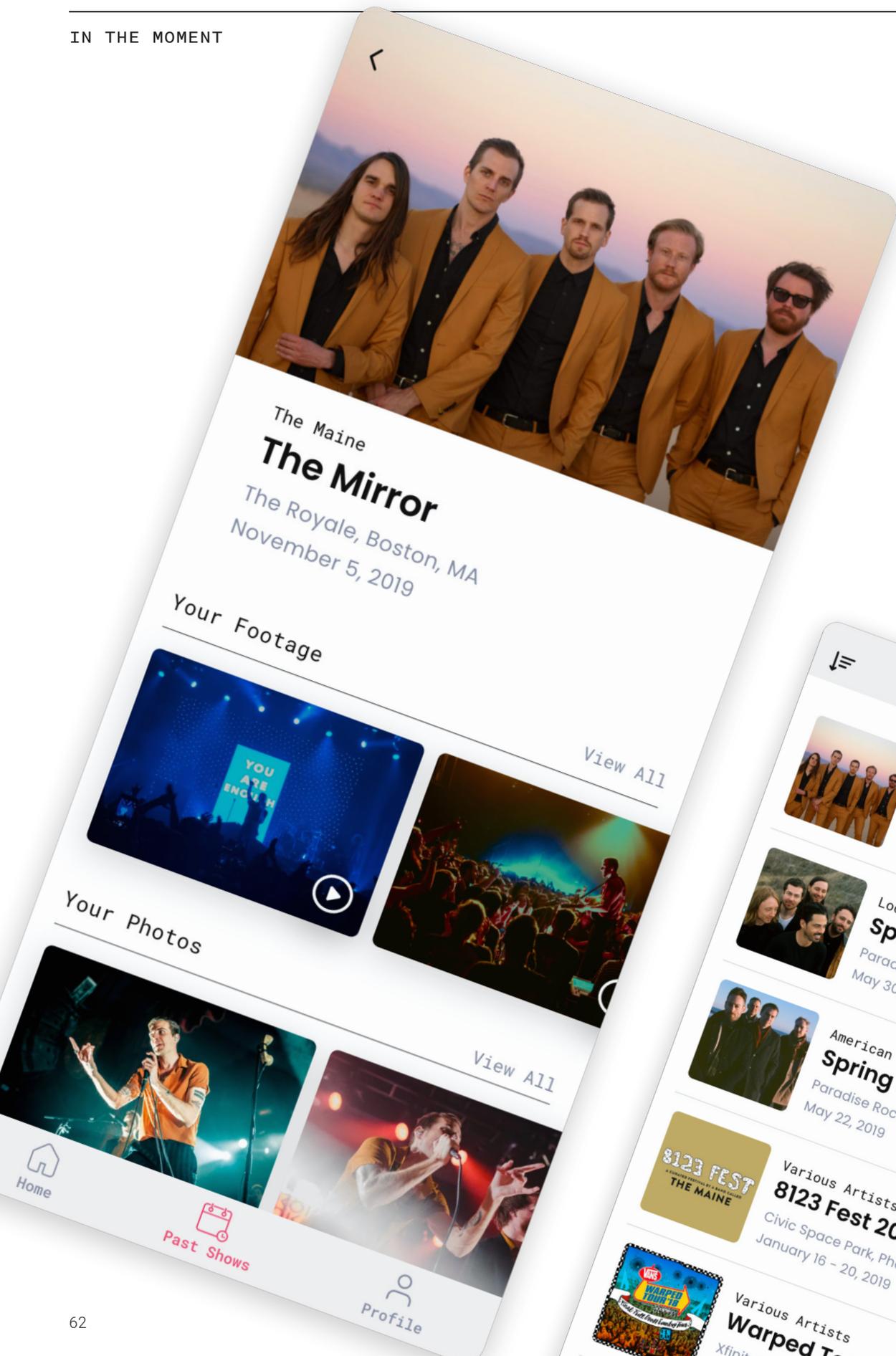
The In the Moment app connects directly to your wristband, a similar relationship to Snapchat and their Snap Spectacles. Your wristband is here to make capturing memories at a show easy, and the app is here to store them all for you. While you may only use your wristband at a show, the app is here to benefit you even after the show has ended.

THE SHOWS YOU'RE ATTENDING

Your home screen includes a "happening now" section as well as "upcoming shows." The happening now section would appear if a user were to open the app while attending a concert. When your wristband is scanned to enter a show, the app automatically adds the show to the home page until it is over. Within a concert's details page, you'll see the footage and photos you have been capturing. As an additional way to ease the concert experience, this section includes a place to view and purchase merchandise. You will then be able to pick up your merch during the show without having to wait in any ridiculously long lines.

Your upcoming shows section is exactly what it sounds like. Any shows you add that you plan to use the wristband will appear here. Shows can easily be added to the upcoming list by entering a confirmation code.





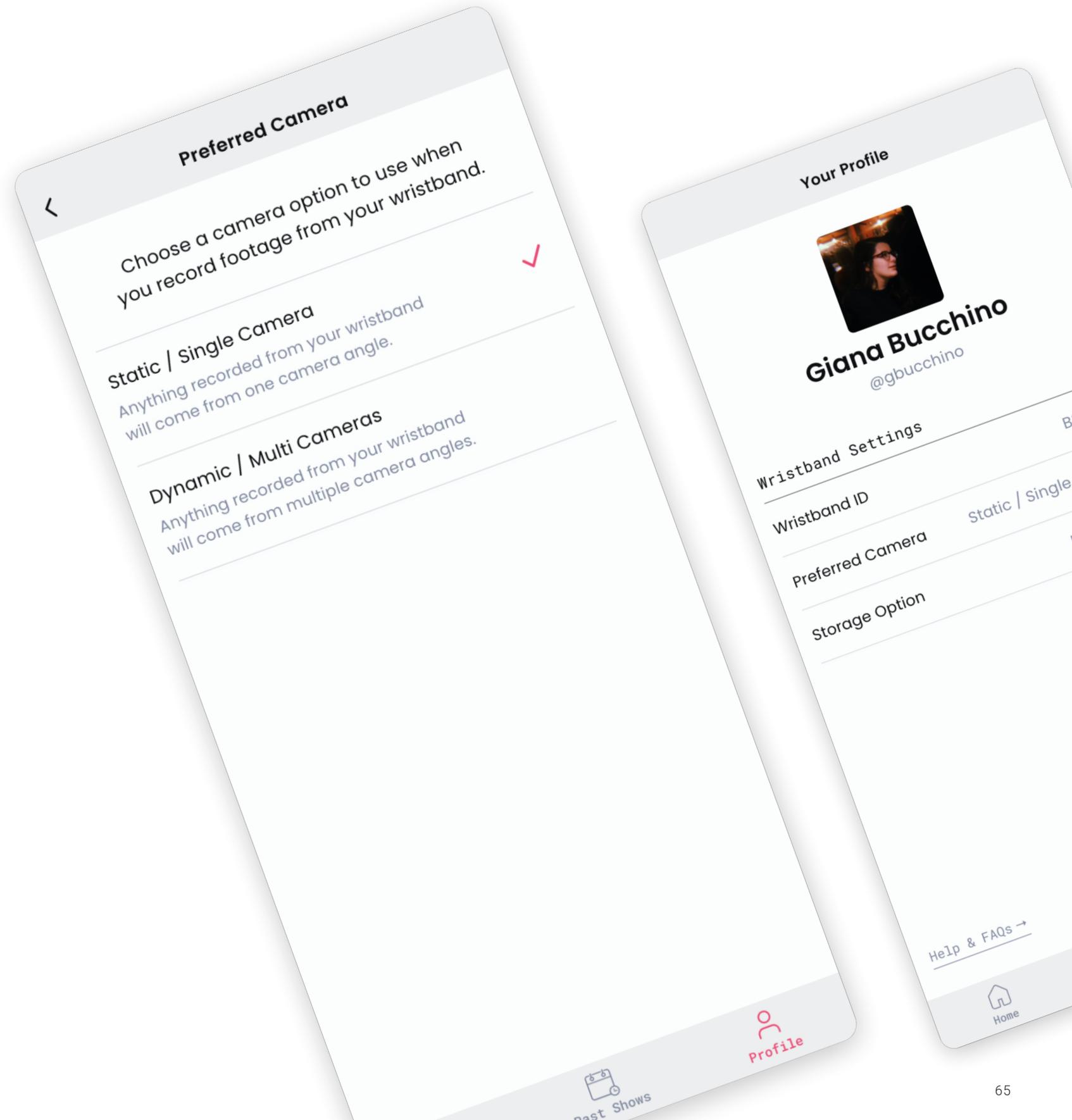
ALL YOUR PAST EVENTS

Your past events tab is a scrapbook for the concerts you've attended with your In the Moment wristband. Each event contains a details page where you can always see the footage or photos you collected during those shows. These past shows can be filtered, because with an ever growing list, you'll need a way to find exactly what you're looking for.

YOUR PROFILE FEATURES CUSTOMIZATION

The profile is important for your experience with In The Moment because it contains options to customize your wristband. Specifically, it allows for the customization of how you would like footage to be collected.

One way is “Single Static Camera,” which is similar to how we take videos at shows now. It would be one still view of the show, but of course in much higher quality than your phone. The other way is called “Dynamic Multi Camera,” which would be more along the lines of a traditional concert DVD. There would be cuts and edits that would make the video feel far more cinematic.





THANK YOU TO THOSE WHO HELPED ALONG THE WAY

Fish McGill
Vinny Bucchino
Maxwell LaBelle
Kimberly Tam
Shannon Macomber
Olivia Mei
Marlene Cole
Lisa Davidson
Quinn Field
Michelle Fincheltub
Jordan Boone
Hessam Daraei Bafi

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Process Book