Queue

San Diego Comic Con is one of the world's biggest conventions for comic books initially and now all realms of popular culture. Within the past decade, the convention has seen a dramatic increase in attendance, going from a couple thousand attendees to over 150,000. For the novice, Comic Con can be overwhelming with the crowds, hundreds of panels, and many locations for SDCC things to do.

RESEARCH

Current Problems with Hall H Line

- People waiting in line without a SDCC badge
- Wristband duplicates
- People stay for panels they have no interest in
- Holding spots for large groups while others wait in line
- Paying for place holders to wait in line for them
- Health risks (dehydration, heat stroke, starving)
- ADA line is not a handicap link
- Line enforcement is weak and lightly enforced
- Waste time in line waiting on a chance to get in for next day's panels + lose out on a day inside convention

Proposed Solution with Queue

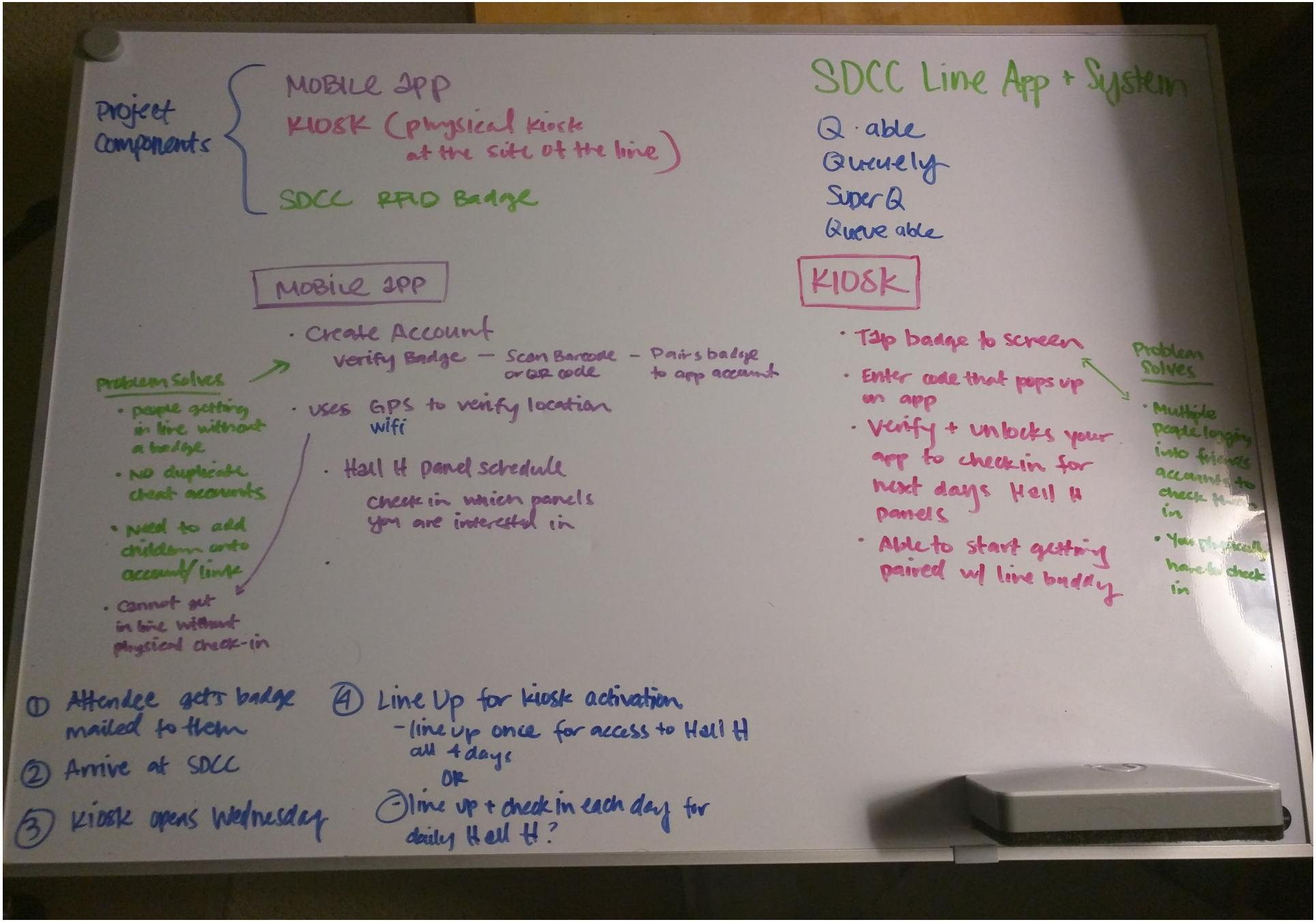
- Badge verfication required to enter line
- RFID wristband needed only for Line Buddy
- Seat swap - take a break and have your seat held
- Each person must get in line for themselves
- Multiple validation passes required
- No longer an issue
- ADA line is not a handicap link
- Enforcement needed for few hours / reduce staffing costs
- Find out instantly if you will get into the panels

1. Attendee's SDCC badge arrives + downloads mobile app
2. Create app account and Scan badge for verification
3. Mobile app account syncs your SDCC badge and unlocks app capabilities
4. Arrive at SDCC and check in at kiosk the day before the panels you want to attend
5. Kiosk will tell you if you official have a spot for Hall H tomorrow or if you are waitlisted
6. Come back the next morning to get in your spot and check in on mobile app, enjoy Hall H!

Fail Safes : If you are not in the first 6000 to digitally line up,
the kiosk will give you a waitlist number
if you are in the next 1000 to check in.

Didn't get a spot? Don't waste your time waiting in line
and try again for the next day's panels!

APP DEVELOPMENT


Project Components
MOBILE APP
KIOSK (physical kiosk at the site of the line)
SDCC RFID Badge
SDCC Line App + System
Q-able
Queuely
SuperQ
Queue able
MOBILE APP
Create Account
Verify Badge – Scan Barcode or QR code – Pairs badge to app account
Uses GPS to verify location wifi
Hall H panel schedule
check in which panels you are interested in
Problem Solves
people getting in line without a badge
NO duplicate cheat accounts
Need to add children onto account/line
Cannot get in line without physical check-in
KIOSK
Tap badge to screen
Enter code that pops up on app
Verify + unlocks your app to check in for next days Hall H panels
Able to start getting paired w/ line buddy
Problem Solves
Multiple people logging into friends accounts to check them in
You physically have to check in
① Attendee gets badge mailed to them
② Arrive at SDCC
③ KIOSK opens Wednesday
④ Line Up for kiosk activation
- line up once for access to Hall H all 4 days
OR
- line up + check in each day for daily Hall H?

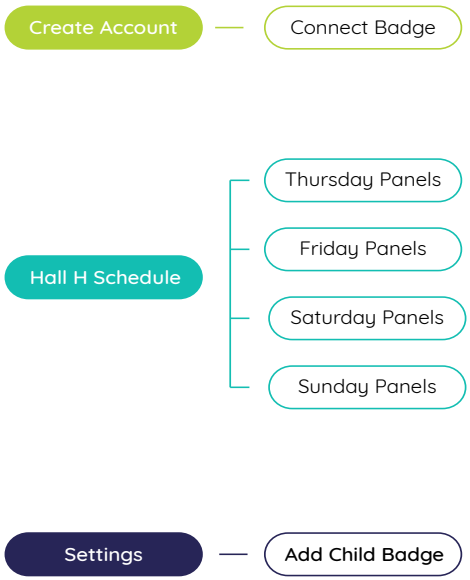
THOMAS

Age | 32
Occupation | Field Service Engineer

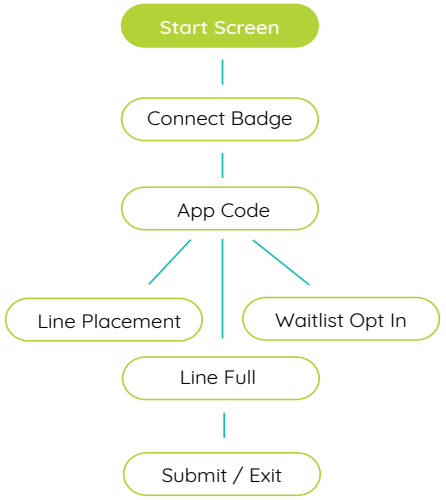
SDCC Experience | Attended SDCC for 3 years.
Interests | Video Games
Comic Books
Marvel Studios films
Games of Thrones

- **Is tired waiting in line for Hall H panels the whole day before**
- **Tech savvy, builds his own computers**
- **Wants to see many panels due to his various interests**

MOBILE APP



KIOSK



MOBILE APP

- Create Account to pair with your SDCC badge for eligibility for Hall H line
- Will use GPS to confirm where attendee's location
- Hall H panel schedule to select which panels you are interested in or the option to choose all day panel watching

KIOSK

- Check-in kiosk for Hall H line system
- Use badge to verify your mobile app account
- Get in official line or waistlisted
- Instantly know if you got in or not

SDCC BADGE

- Has RFID embedded with attendee's information
- Used to verify attendee status
- QR Code and Barcode can be scanned for validation of mobile app and kiosks

GPS WRISTBAND

- Has GPS embedded to track
- Used to help find your line buddy
- Helps defend against people not honoring the buddy system

On Boarding

Create Account — Connect Badge — Verify Badge — Successful Sync — Account Generates

scan badge barcode

information from your badge will port over, verify name, number, etc.

add photo, extra details, etc.

Hall H Schedule

- Thursday Panels
- Friday Panels
- Saturday Panels
- Sunday Panels

select which panels you are interested in each day

Line Buddy — Opt-In — Create Panels List

explains the line system

option to sync your panel interests

Line Placements — Thursday — Friday — Saturday — Sunday

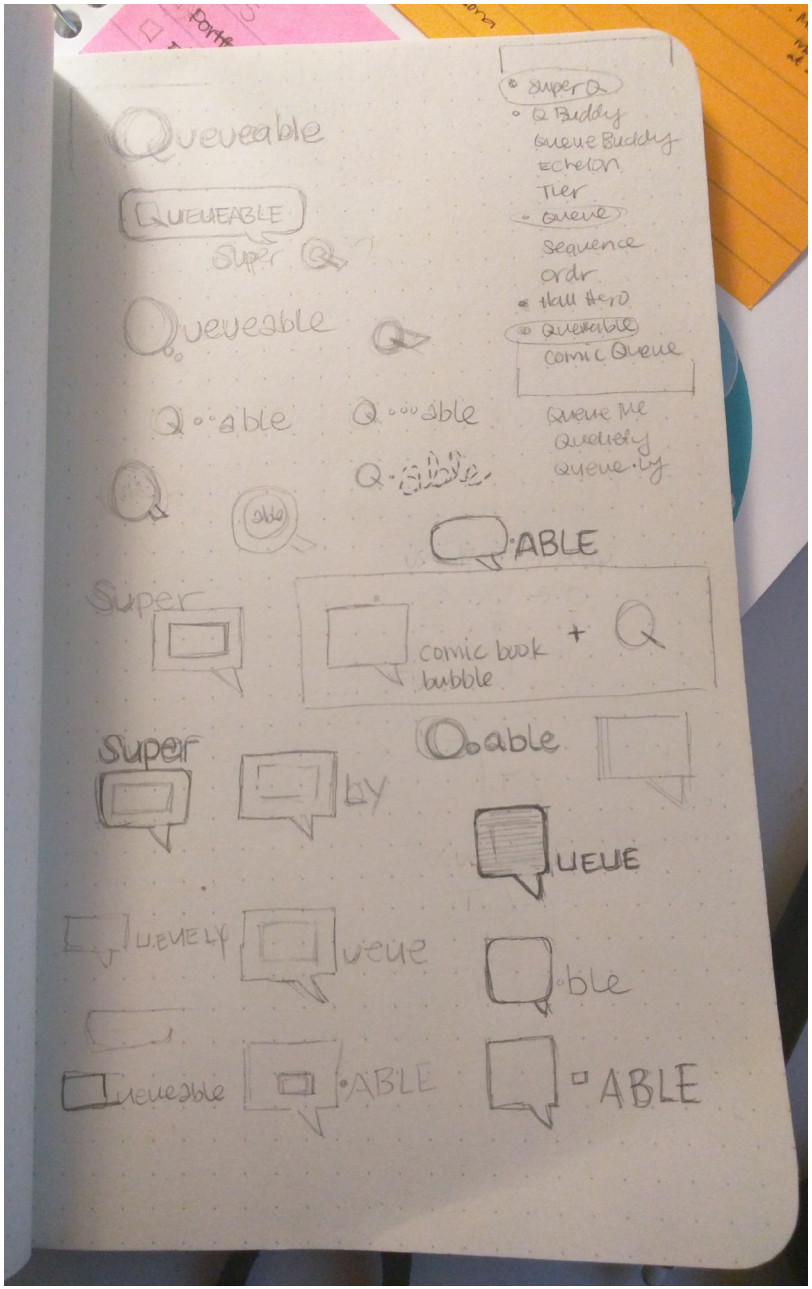
Settings — Add Child Badge

Account

Main Menu

- Hall H Schedule
- My Panels
- Line Placements
- Line Buddy
- Settings

BRAND IDENTITY



Comic Book Bubble + Letter 'Q' for Queue = Q•able

ABLE

ueue•able

Super

ABLE

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Super

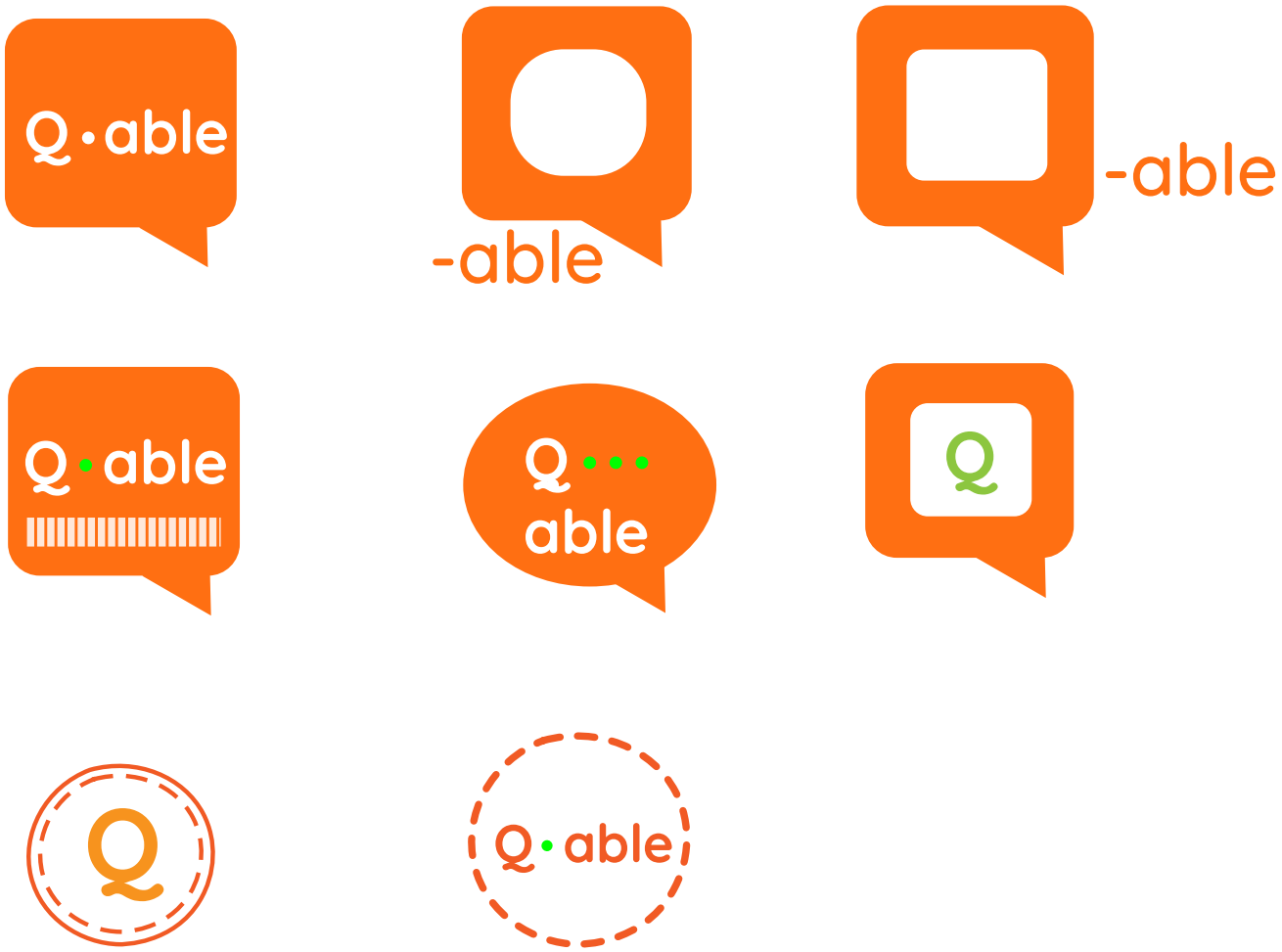
able

ueueable

Q•able

Able

ABLE


Q·able
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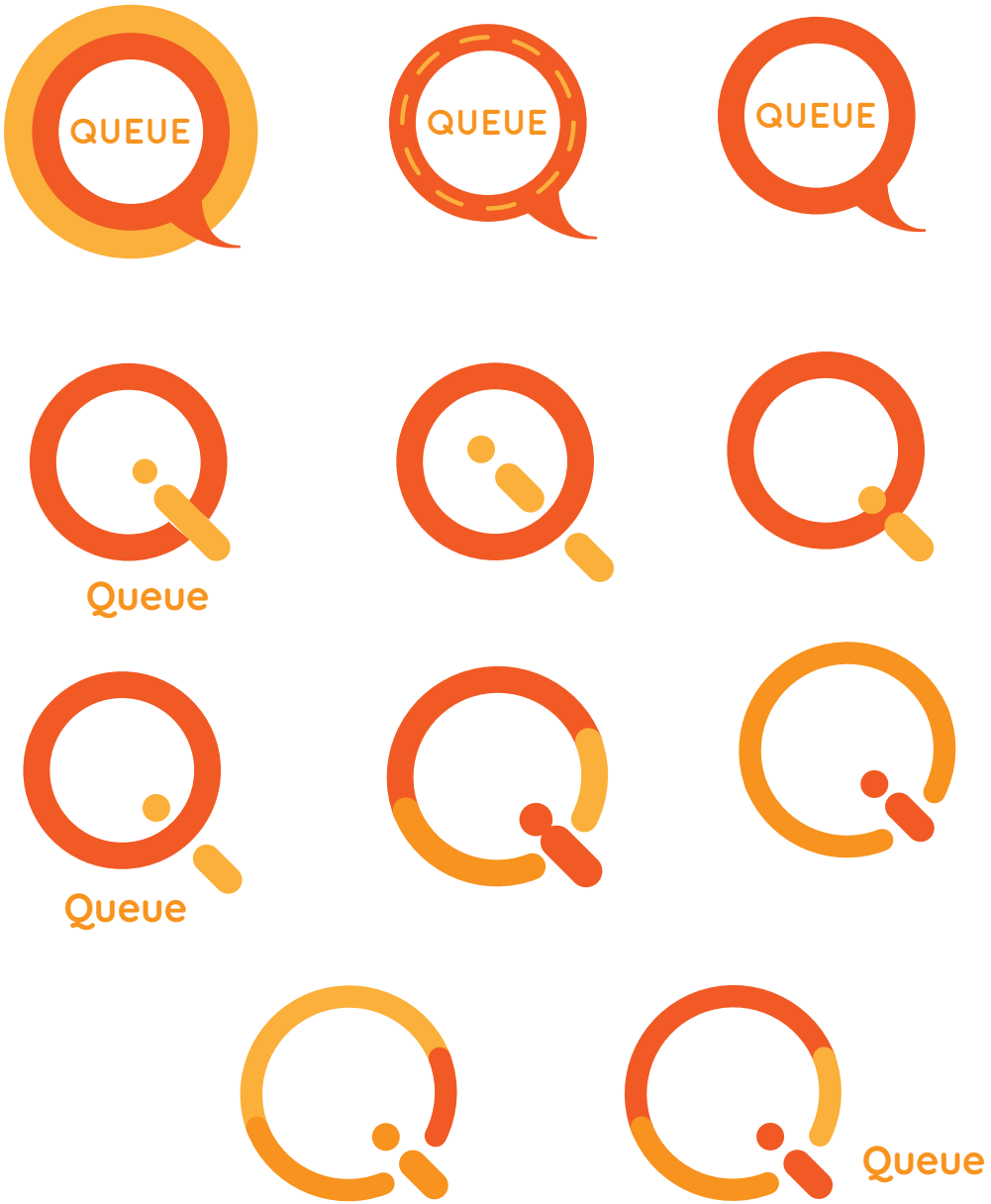
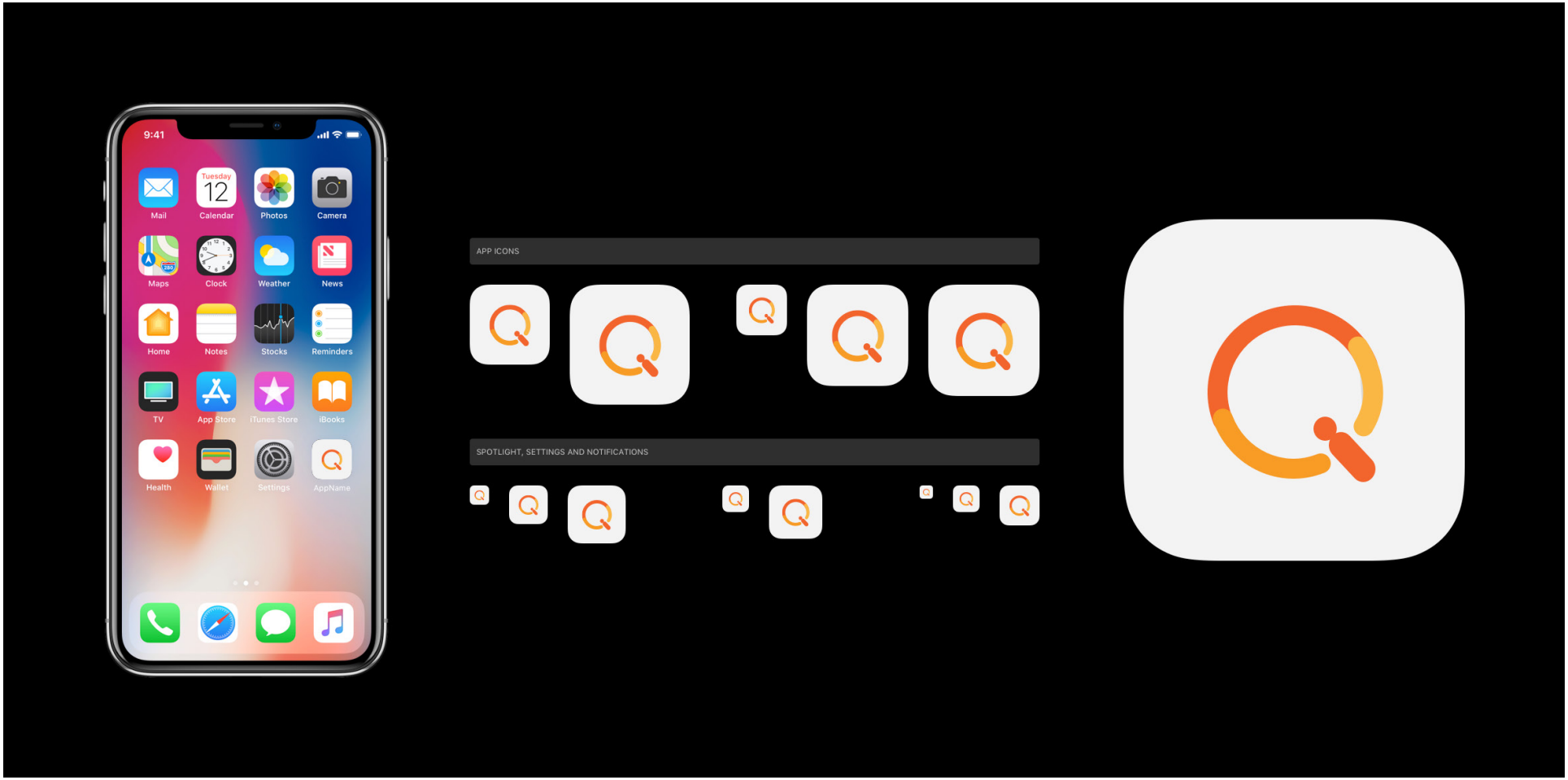


INITIALLY I WANTED TO CHOOSE THE NAME ' QUEUEABLE' BUT IT SEEMED TOO DIFFICULT TO WORK WITH. I INSTEAD CHOSE ' QUEUE' AND DECIDED TO GO WITH A LINE VISUAL.

" Q " FOR QUEUE
COMIC BUBBLE
PERSON
LINES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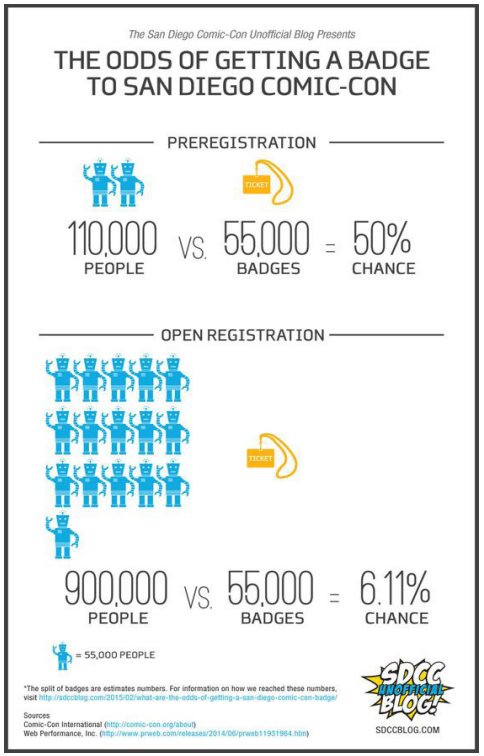
Calendar
Photos
Camera
Maps
Clock
Weather
News
Home
Notes
Stocks
Reminders
TV
App Store
iTunes Store
iBooks
Health
Wallet
Settings
AppName
APP ICONS
SPOTLIGHT, SETTINGS AND NOTIFICATIONS


The San Diego Comic-Con Unofficial Blog Presents
THE ODDS OF GETTING A BADGE TO SAN DIEGO COMIC-CON
PREREGISTRATION
110,000 PEOPLE
VS.
55,000 BADGES
= 50% CHANCE
OPEN REGISTRATION
900,000 PEOPLE
VS.
55,000 BADGES
= 6.11% CHANCE
= 55,000 PEOPLE
*The split of badges are estimates numbers. For information on how we reached these numbers, visit http://sdccblog.com/2015/02/what-are-the-odds-of-getting-a-san-diego-comic-con-badge/
Sources
Comic-Con International (http://comic-con.org/about)
Web Performance, Inc. (http://www.prweb.com/releases/2014/06/prweb11931964.htm)
SDCC UNOFFICIAL BLOG!
SDCCBLOG.COM

CREATIVE PROCESS
SUCCESS

WILD
MAIN
NEUTRAL

Healthy Eating

COMIC CON
BY THE NUMBERS
15 300 lb. Wolverines
3 People excited about "The Arrow"
People dressed as Silk Spectre: 30
10,500: Cans of Mountain Dew Code Red
118,646 Zombies
People dressed as Phil Spector: 6
Photo ops passed up by Stan Lee: 0
24: Completely unrecognizable actors with booths in the autograph area
95: Men wearing fanny packs and pretending they were utility belts
200: Costumes that might have been Big Barda, Loki or the Honey Nut Cheerios Bee
2000: "BAZINGA!" T-shirts
$40: Cost of a nude photo of Bai Ling*
1700: Sloppy, aborted handjobs after too many Five Hour Energy Drinks
6225: Lost inhalers
136: Fluent Elvish Speakers
300: Women over 40 with white contact lenses
0: Pounds of deodorant used
* True story
regretsv.com

Excite

Blue

Yellow

Aqua

Orange

Superhero

Comics

Level

Power

Time

Digital

Convention

Lines

System

Order

Hall H

Useful

Resource

Queue

Wait

Easy

Simple

Quick

Confirmed

Progress

Calm

Minimal

Alert

Helpful

Hero

DESIGNS / MOBILE APP

Quicksand Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Quicksand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Quicksand Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Quicksand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEB / BODY COPY

Catamaran Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Catamaran Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Catamaran Medium

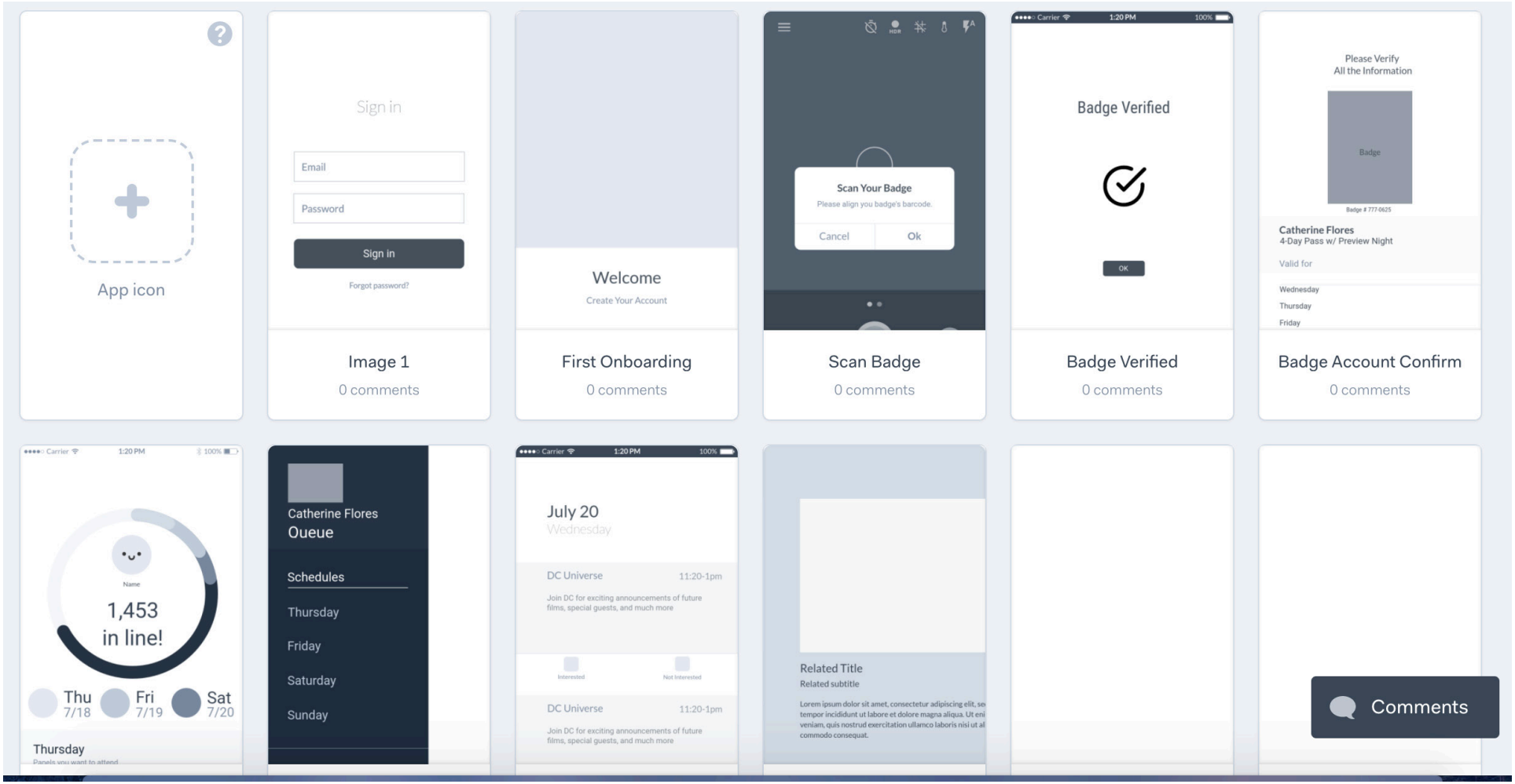
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Catamaran Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WOLVERINE	THE THING	FLASH	AQUA, MAN	POISON IVY	MYSTIQUE
#F7931E	#F9AF3A	#F25923	#6AC6B1	#B3D237	#F25923
R 251 **G** 176 **B** 59	**R** 247 **G** 147 **B** 30	**R** 242 **G** 89 **B** 36	**R** 106 **G** 198 **B** 177	**R** 179 **G** 210 **B** 55	**R** 242 **G** 89 **B** 36

APP DESIGN


App icon
Sign in
Email
Password
Sign in
Forgot password?
Image 1
0 comments
Welcome
Create Your Account
First Onboarding
0 comments
Scan Your Badge
Please align you badge's barcode.
Cancel
Ok
Scan Badge
0 comments
Badge Verified
OK
Badge Verified
0 comments
Please Verify
All the Information
Badge
Catherine Flores
4-Day Pass w/ Preview Night
Valid for
Wednesday
Thursday
Friday
Badge Account Confirm
0 comments
1,453
in line!
Thu 7/18
Fri 7/19
Sat 7/20
Thursday
Catherine Flores
Queue
Schedules
Thursday
Friday
Saturday
Sunday
July 20
Wednesday
DC Universe
11:20-1pm
Join DC for exciting announcements of future films, special guests, and much more
Interested
Not Interested
DC Universe
11:20-1pm
Join DC for exciting announcements of future films, special guests, and much more
Related Title
Related subtitle
Comments

Queue

Welcome to Queue!

Line up for SDCC Hall H ahead of time

SIGN IN

SIGN UP

Sign Up

Please Scan Your Official San Diego Comic Con Badge

Verify Your Account

4Day w/ Preview Night

Thomas Pimentel
6025 Sajak Lane
San Jose, Ca 95871

(408) 673-0625
docholliday@gmail.com

Accept

Create Your Account

Name
Thomas Pimentel

Email
docholliday@gmail.com

Password
••••••••

Accept

Line Buddy is a co-op system

Give your seat to someone who wants to watch a panel you don't!

Accept

Decline

Settings

GENERAL

ALERTS

Name
Thomas Pimentel

Email
docholliday@gmail.com

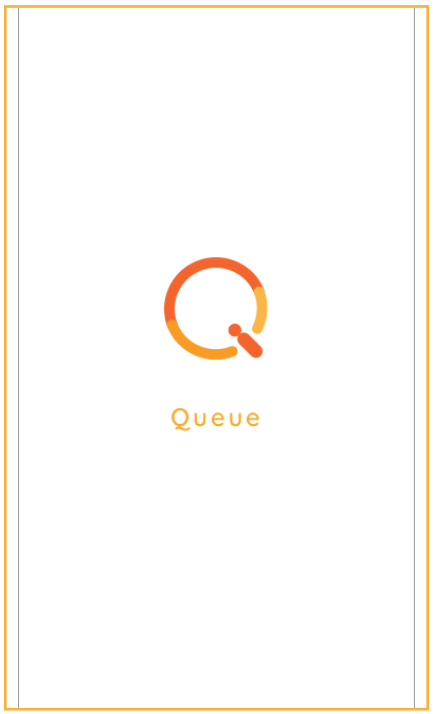
Password
••••••••

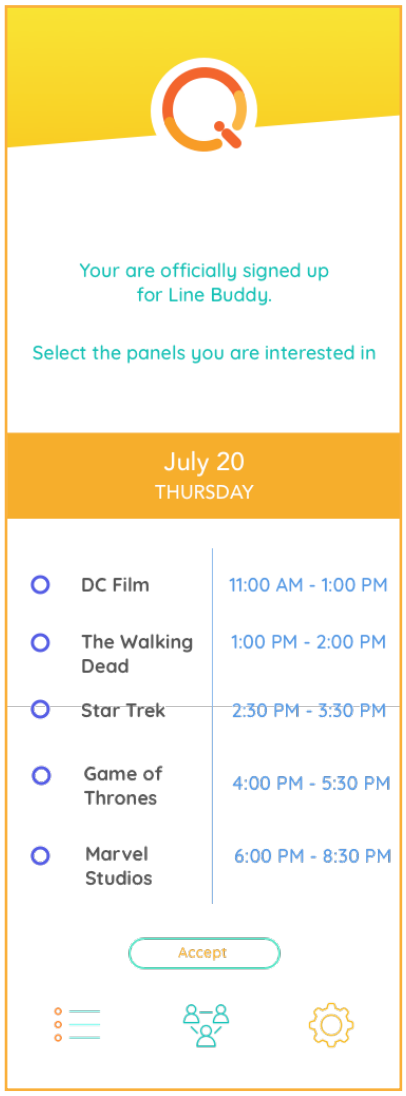
Thursday

Friday

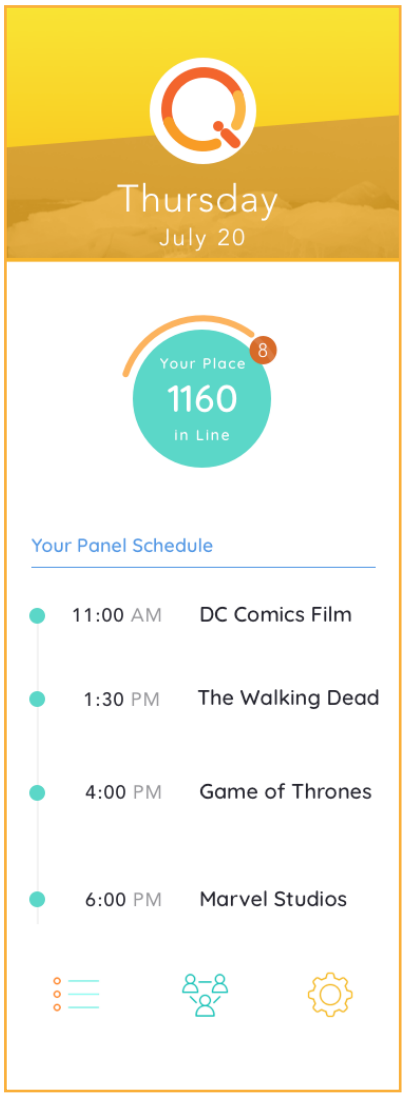
Saturday

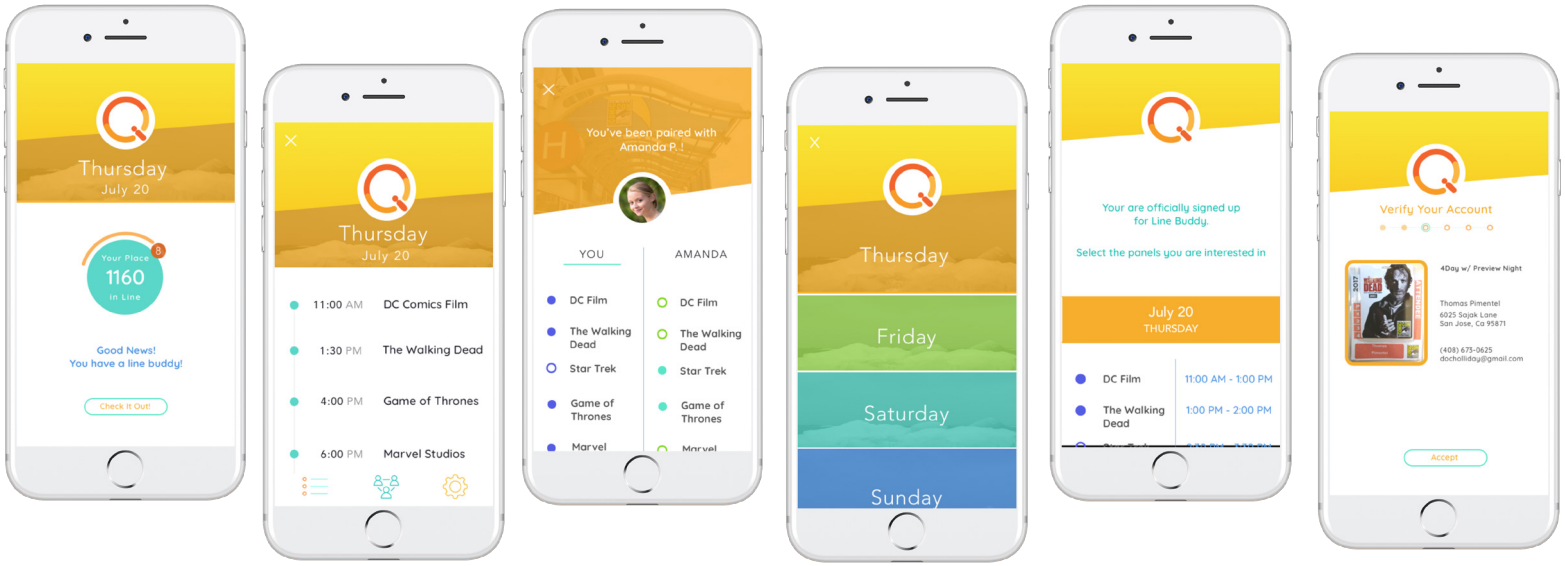
Sunday


Queue


Your are officially signed up for Line Buddy.
Select the panels you are interested in
July 20
THURSDAY
DC Film
11:00 AM - 1:00 PM
The Walking Dead
1:00 PM - 2:00 PM
Star Trek
2:30 PM - 3:30 PM
Game of Thrones
4:00 PM - 5:30 PM
Marvel Studios
6:00 PM - 8:30 PM
Accept

You've been paired with Amanda P. !
YOU
AMANDA
DC Film
The Walking Dead
Star Trek
Game of Thrones
Marvel Studios
DC Film
The Walking Dead
Star Trek
Game of Thrones
Marvel Studios
Accept


Thursday
July 20
Your Place
8
1160
in Line
Your Panel Schedule
11:00 AM
DC Comics Film
1:30 PM
The Walking Dead
4:00 PM
Game of Thrones
6:00 PM
Marvel Studios


Thursday
July 20
Your Place
1160
in Line
Good News!
You have a line buddy!
Check It Out!
Thursday
July 20
11:00 AM DC Comics Film
1:30 PM The Walking Dead
4:00 PM Game of Thrones
6:00 PM Marvel Studios
You've been paired with Amanda R.!
YOU
AMANDA
DC Film
The Walking Dead
Star Trek
Game of Thrones
Marvel
Thursday
Friday
Saturday
Sunday
Your are officially signed up for Line Buddy.
Select the panels you are interested in
July 20
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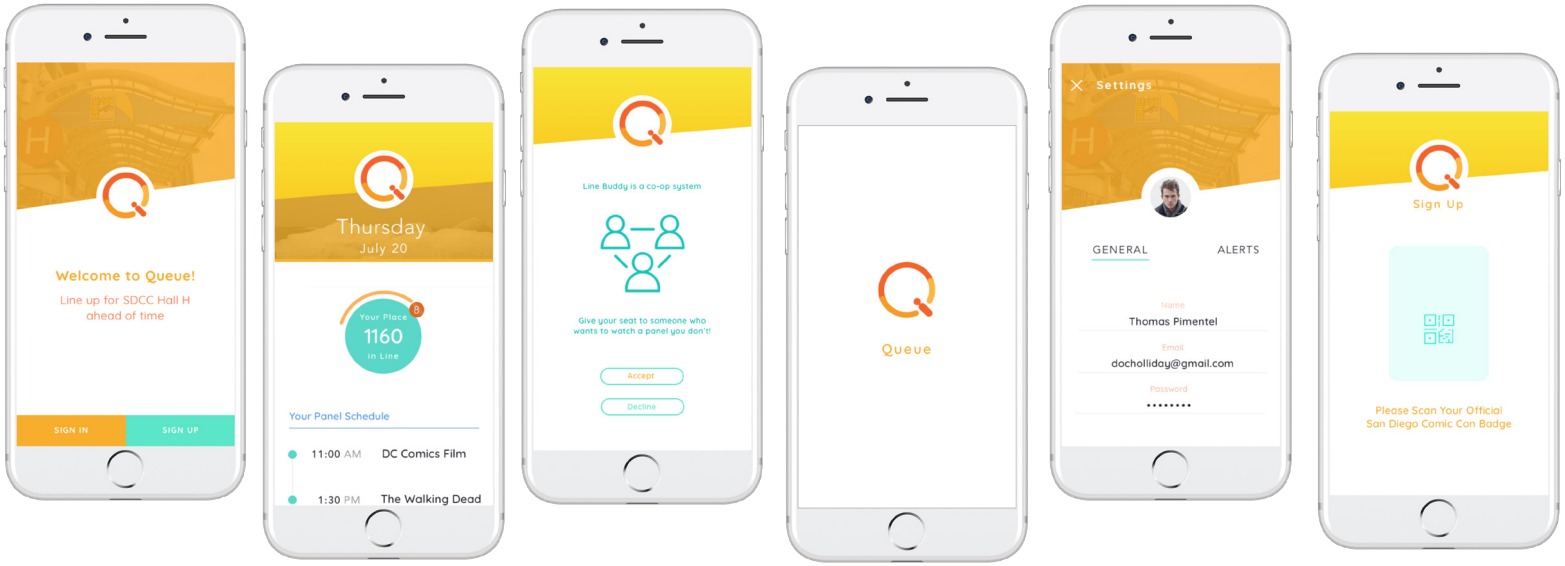
DC Film 11:00 AM - 1:00 PM
The Walking Dead 1:00 PM - 2:00 PM
Verify Your Account
4Day w/ Preview Night
Thomas Pimentel
6025 Sojak Lane
San Jose, Ca 95871
(408) 673-0625
docholliday@gmail.com
Accept


Welcome to Queue!
Line up for SDCC Hall H ahead of time
SIGN IN
SIGN UP
Thursday
July 20
Your Place
1160
in Line
Your Panel Schedule
11:00 AM DC Comics Film
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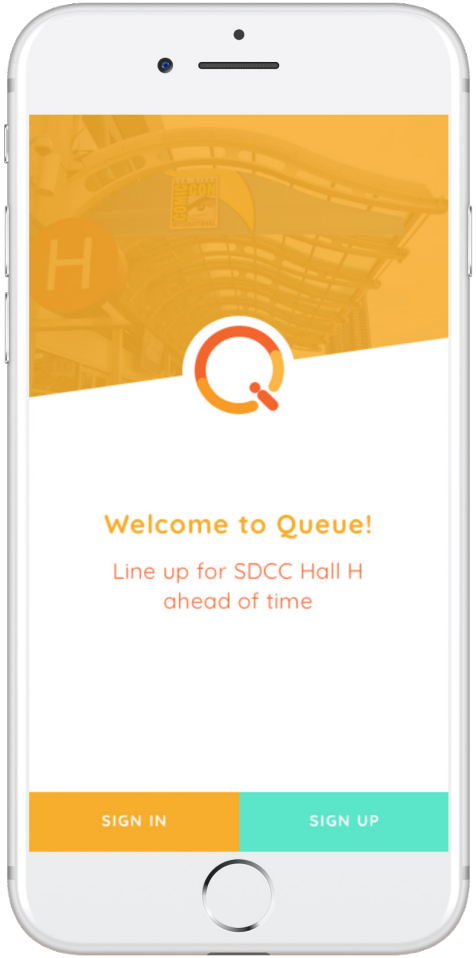
Line Buddy is a co-op system
Give your seat to someone who wants to watch a panel you don't!
Accept
Decline
Queue
Settings
GENERAL
ALERTS
Name
Thomas Pimentel
Email
docholliday@gmail.com
Password
Sign Up
Please Scan Your Official San Diego Comic Con Badge



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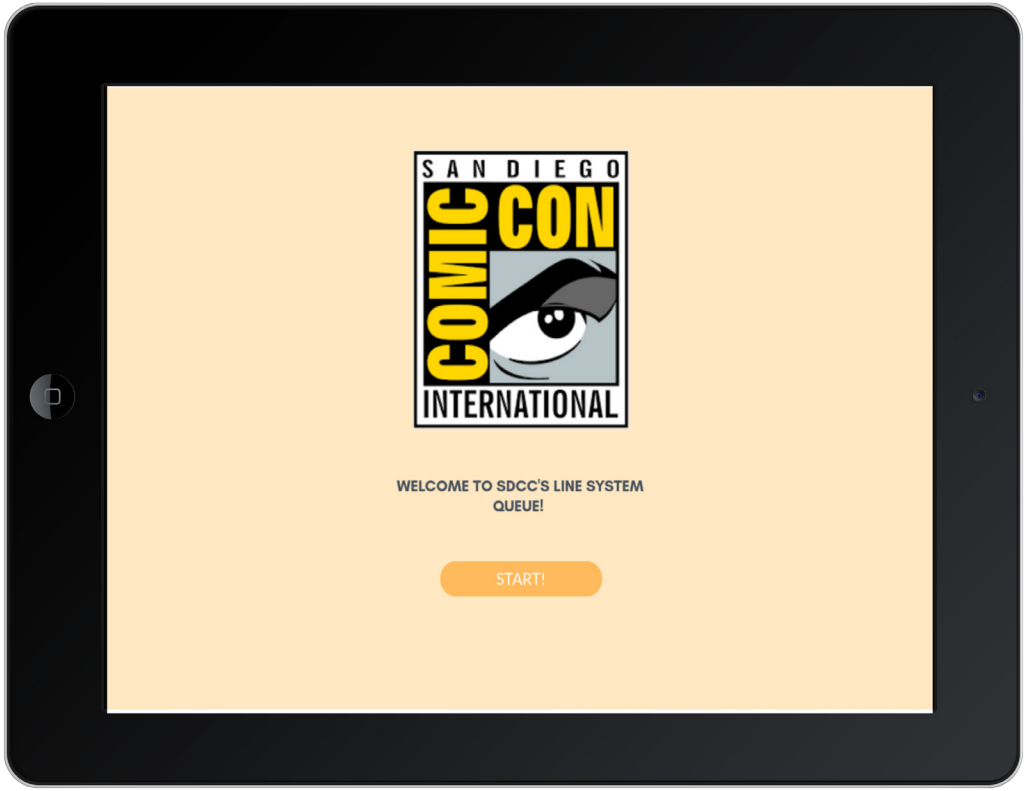

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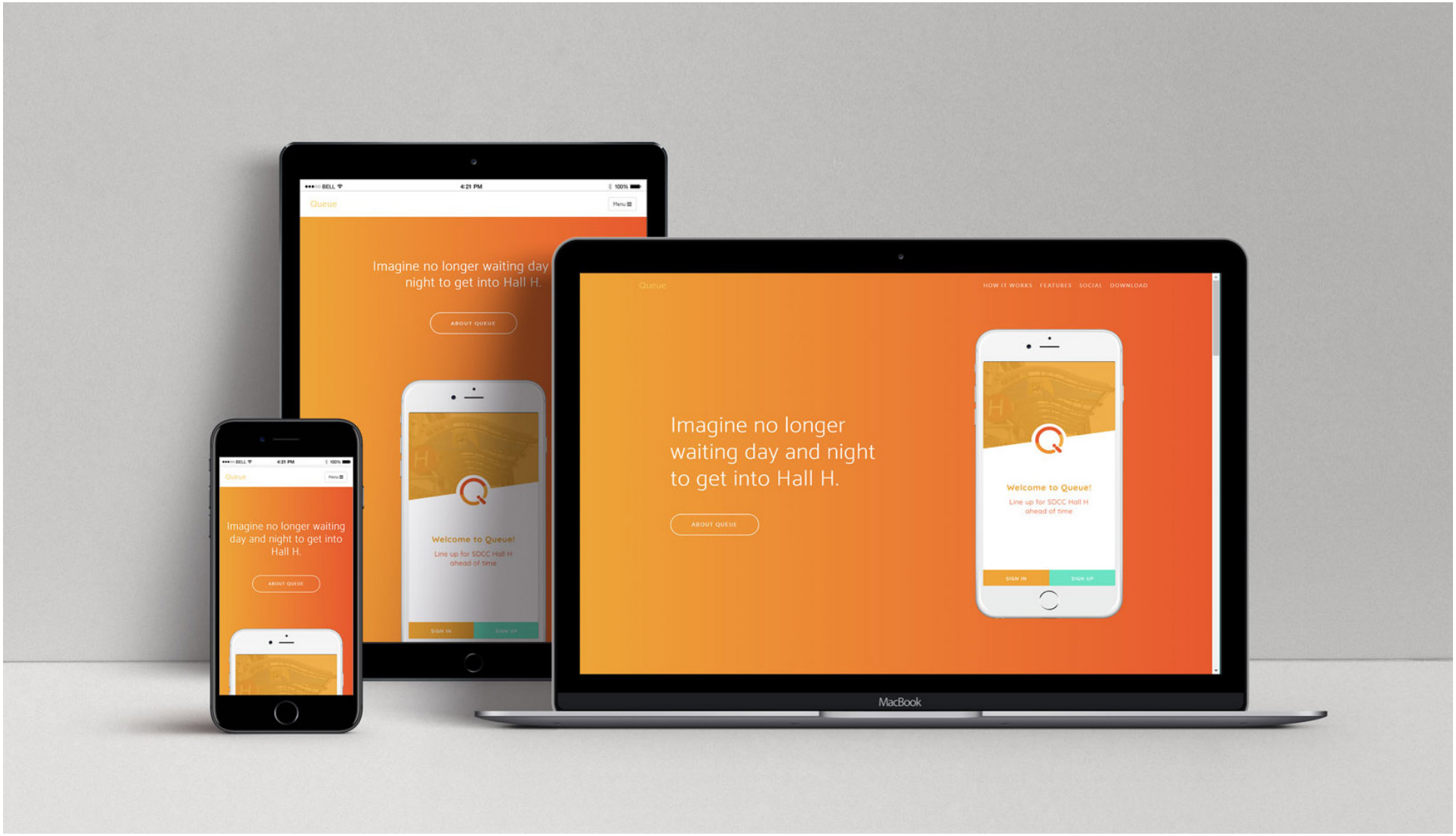
WEB DESIGN



GO TO LIVE SITE: http://catherinefe.com/aau/queue/

THANK YOU

CATHERINE FLORES-ESPINOSA