DIG103: Interaction Design



LINK TO DESKTOP DEMO **LINK TO MOBILE DEMO**







Design Breif

Elektrik Eel Festival

Project Overview

Elektrik Eel Festival is a high-end, underground casing top-tier DJs and producers, it delivers an house, tribal house, dark electro, and industrial te

This project focuses on designing a visually strik while providing a seamless ticketing and inform

Project Objectives

The goal is to create a high-impact, user-friendly webpage that:

- + Delivers an immersive first impression of Elektrik Eel's underground identity.
- + Guides users seamlessly to key actions like ticket purchases.
- + Incorporates UX best practices for mobile and desktop.
- + Showcases the artist lineup and festival experience in a compelling way.
- + Maintains a sleek, minimalist aesthetic inspired by Berlin club culture.

Target Audience

Elektrik Eel's audience is 22-35-year-old electronic music fans who seek an exclusive, high-energy underground experience. They expect:

- + Sleek, high-end branding—no mainstream festival aesthetics.
- + Seamless navigation—quick access to event details and tickets.
- + A mobile-first approach, optimized for fast browsing.
- + Strong visual storytelling that captures the festival's unique atmosphere.

		Denby Serrao-Arno A00177514
electronic music event spanning three major Australian cities. Show- n immersive experience across acid house, Chicago house, deep echno.		
king, UX-driven website that reflects the festival's exclusivity and energy nation hub.	I	



Elektrik Eel Festival





Competitor 1: Boiler Room

Direct competitor – underground electronic music events with global recognition

Strengths

Global cult following – Hardcore electronic fans trust and engage with the brand. Slick, minimal branding – Clean, high-contrast UX aligns with underground aesthetics. Seamless ticketing experience – Events sell out fast due to smart user flow. Heavy video content – Builds hype and extends event life via recordings.

Weaknesses

Over-commercialised – Some fans feel Boiler Room has "sold out." Not exclusive enough – Some events lack the premium feel Elektrik Eel is pushing. Overloaded homepage – Can be cluttered with too many media elements.

Opportunities

Leverage exclusivity – Elektrik Eel can position itself as more premium and invite-only. Better ticketing UX – Boiler Room leans on third-party platforms — Elektrik Eel can do it better.

Threats

Brand familiarity – Boiler Room's audience might not easily shift to a new festival. Social clout – Competing with their huge following is a challenge.

Competitor Anyalsis





Competitor 2: Dekmantel Festival

Direct competitor – A premium, niche underground festival with deep credibility

Strengths

Ultra-premium feel – Clean, high-fashion branding that appeals to purists. Perfectly targeted audience – Elektrik Eel's demographic would love Dekmantel. Slick UX & branding – Aesthetic is minimal, bold, and focused on the experience.

Weaknesses

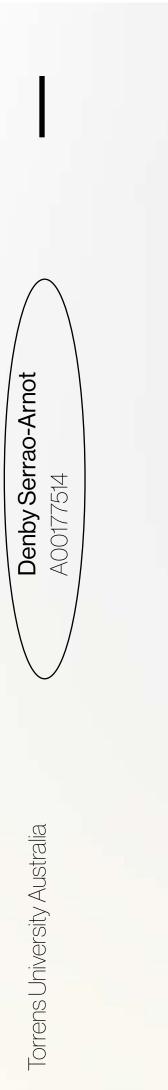
Less discoverable – Not as accessible to new audiences. Focused on Europe – Might not translate as well to the Aussie market.

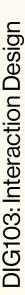
Opportunities

Embrace exclusivity even further – Elektrik Eel can lean into its mystique. Better event accessibility – Dekmantel sells out quickly, leaving room for EE to grab fans.

Threats

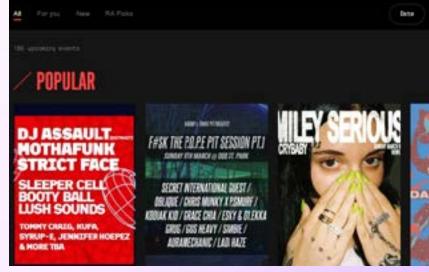
High UX expectations & Loyalty – Fans expect an effortless, premium booking experience. This is a long running event with deep roots, this isn't an easy scene to break into.





Competitor Anyalsis. (cont)

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Competitor 3: Resident Advisor (RA)

Direct competitor – underground electronic music events with global recognition

Strengths

Global cult following – Hardcore electronic fans trust and engage with the brand. Slick, minimal branding – Clean, high-contrast UX aligns with underground aesthetics. Seamless ticketing experience - Events sell out fast due to smart user flow. Heavy video content – Builds hype and extends event life via recordings.

Weaknesses

Over-commercialised – Some fans feel Boiler Room has "sold out." Not exclusive enough - Some events lack the premium feel Elektrik Eel is pushing. Overloaded homepage - Can be cluttered with too many media elements.

Opportunities

Leverage exclusivity – Elektrik Eel can position itself as more premium and invite-only. Better ticketing UX – Boiler Room leans on third-party platforms – Elektrik Eel can do it better.

Threats

Brand familiarity – Boiler Room's audience might not easily shift to a new festival. Social clout - Competing with their huge following is a challenge.



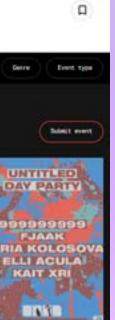
Elektrik Eel Festival

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Competitor 4: Pitch Music & Arts Festival

Direct competitor – A premium, niche underground festival with deep credibility

Strengths

Ultra-premium feel - Clean, high-fashion branding that appeals to purists. Perfectly targeted audience - Elektrik Eel's demographic would love Dekmantel. Slick UX & branding – Aesthetic is minimal, bold, and focused on the experience.

Weaknesses

Less discoverable – Not as accessible to new audiences. Focused on Europe – Might not translate as well to the Aussie market.

Opportunities

Embrace exclusivity even further – Elektrik Eel can lean into its mystique. Better event accessibility – Dekmantel sells out quickly, leaving room for EE to grab fans.

Threats

High UX expectations & Loyalty – Fans expect an effortless, premium booking experience. This is a long running event with deep roots, this isn't an easy scene to break into.









Target Audience Personas

Elektrik Eel Festival hopes to attracts a diverse yet niche audience of underground electronic music lovers. These personas reflect their motivations, behaviors, and expectations, helping shape a website experience that feels authentic and seamless, from discovery to ticket purchase.



The Spontaneous Party Crew Maddie & Josh, 27 Bartender & Chef

Vibe: "We're just here for a mad weekend."

Music Taste: Tech house, festival anthems, peak-time bangers

Tech Use: Instagram, Facebook events, group chats

Why They're Coming: Love big, high-energy nights, and they've got FOMO from hearing about it on socials.

What They Expect: Hype-driven marketing, easy ticket access, and a killer aftermovie.

Website Behaviour: Need clear CTAs, mobile-friendly ticketing, and Instagram integration to seal the deal.

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The Exclusive Weekender Chloe, 32 Fashion PR Manager

Vibe: "If it's not premium, I'm not going."

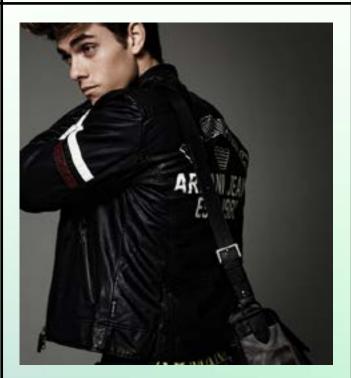
Music Taste: Tech house, minimal, melodic techno

Tech Use: Instagram, TikTok, high-end lifestyle blogs

Why They're Coming: Status & experience—loves the VIP, boutique festival scene.

What They Expect: A luxury, high-fashion aesthetic — dark, moody visuals with premium exclusivity cues.

Website Behaviour: Skims aesthetic & ticket tiers first—needs VIP access options, high-end branding & Instagram-worthy visuals.



The International Raver Luca, 26 Crypto & UX Consultant

Vibe: "If the party's worth it, I'll fly."

Music Taste: Deep house, industrial, experimental electronica

Tech Use: SoundCloud, Boiler Room, travel forums, WhatsApp groups

Why They're Coming: Loves jet-setting to premium electronic events—Elektrik Eel is a perfect excuse for a summer trip to Australia.

What They Expect: Clear info on travel options, accommodation links, and artist credibility.

Website Behaviour: Needs English-friendly UX, smooth navigation, and instant ticket purchasing from overseas.



The Underground Connoisseur Felix, 29 Sound Engineer

Vibe: "If you don't know the artist, you don't belong here."

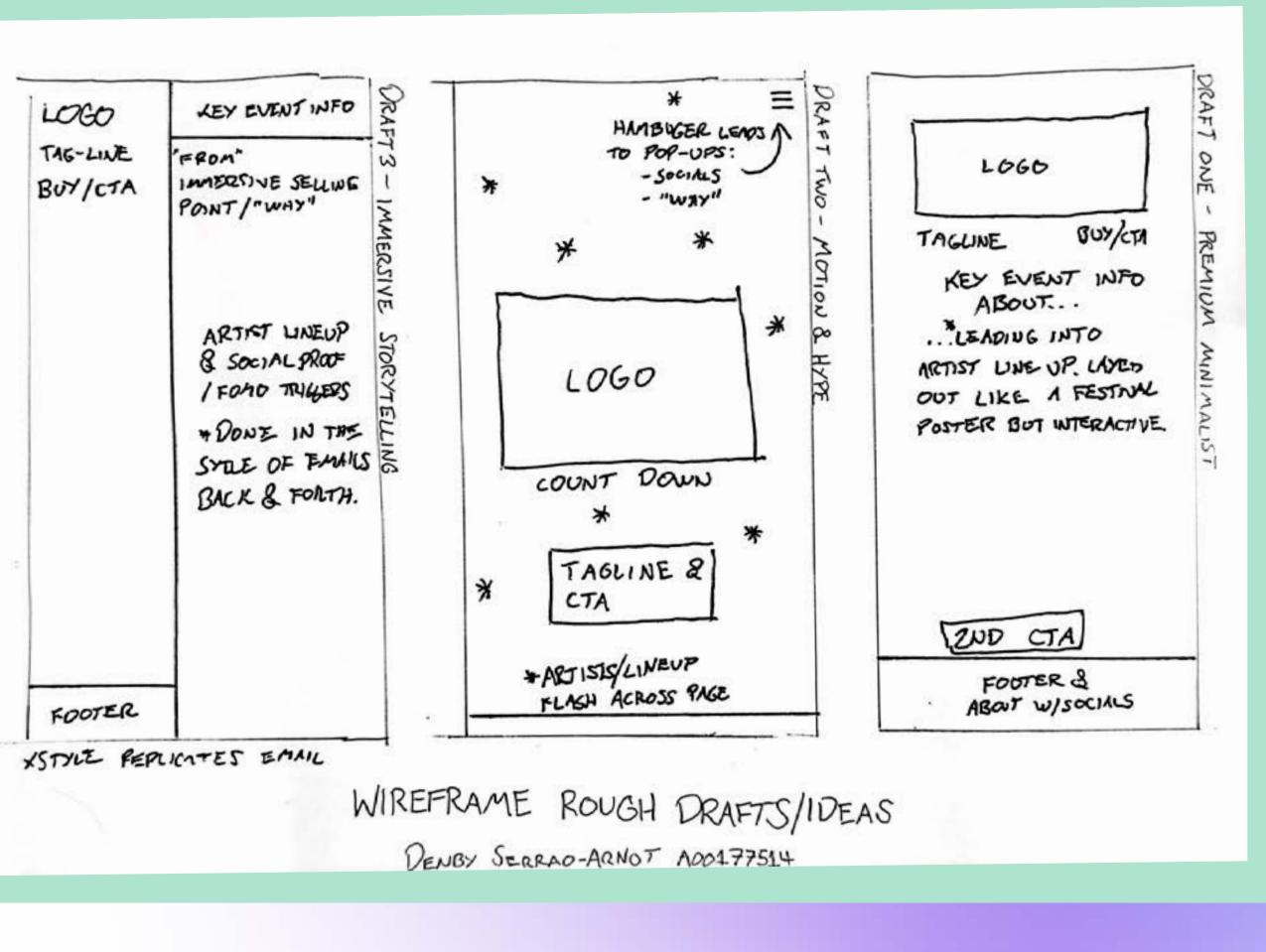
Music Taste: Acid house, dark electro, modular synth sets

Tech Use: Reddit forums, Bandcamp, Telegram event channels

Why They're Coming: For the sound quality, deep-cut artists, and real underground vibes.

What They Expect: Minimalist design, crisp branding, zero fluff just pure info on the music & vibe.

Website Behaviour: Will scrutinise the lineup & credibility before buying — needs high-quality audio snippets & exclusivity signals to get hyped.



Wireframe Drafts

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Elektrik Eel Festival

WIREFRAME MUST-HAVES:

- · HERO SECTION.
- ·KEY EVENT INFO.
- · ARTIST LINE-UP

OPTIONAL:

SELLING POINT.

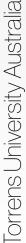
· FOLLOW-UP (2A.

· SOCIAL PROOF/FOMO

GOLDEN RULES: 1 - KEEP IT CLEW & DIRECT. 2 - PRIORITISE MOBILE USERS. 3 - CTA SHOULD BE ALWAY NEARDY. H-UX IS A PRIORITY.









Final Wireframe

Notes:

- ANIMATED DACKGROUND IMAGE.
- * SWAPPED LOGO AND CTA/KEY EVENT INFO. "THIS PAGE WOULD BE VISITED BY A CX AFTER SEEING AN AD, POSTER OR WORD OF MOUTH. WE ASSUME THEY HAVE KNOWLEDGE AND SUBCONSCIOULY CONNECT THE PAGE WITH OUR BRAND/HYPE VIA THE LOGO, COULORS AND PESIGN MOTIF'S.
 - THE IDEA IS TO CAPTURE THAT HYPE/FOMO AND HAVE THE CTA/PURCHASE BE THE FIRST AND EASIEST ACTION THE CA CAN TAKE.

ALL IN ONE PAGE

- * FITS THE THEME OF REPLICATING THE "FESTIVAL POSTER AESTHETIC.
- * THE GOAL OF THIS SITE IS TO PROJECT A "UBE" AND MOST IMPORTANTLY - SELL TICKETS KEEPING IT AS SIMPLE A POJSIBLE HOPES TO ACHIEVE THAT GOAL.
- * AFTER DOING A COMPETITOR ANLYSIS AND SWOT, THIS IS THE INDUSTRY STANDARD.



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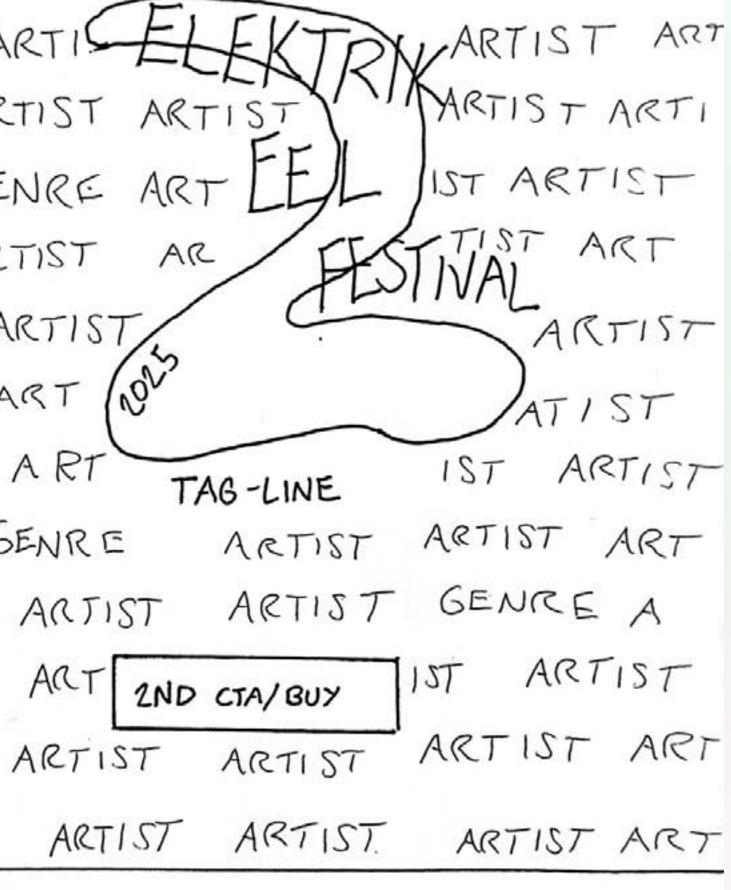
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1ST CTA/BUY KEY EVENT INFO



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WIREFRAM FINAL DRAFT

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Elektrik Eel Festival

High-fidelity visual design

📚 FAQ ABOUT

Brisbane: Dec 19th The Family, Fortitude Valley, starts 10pm Sydney: Dec 20th S.A.S.H, CBD, starts 10pm 3 NIGHTS OF PREMIERE ARTISTRY AND HYPNOTIC CRAFTSMANSHIP - Melbourne: Dec 21st, New Guernica, CBD, starts 10pm ACID HOUSE: RIC SP), BASTIAN KRELL PLE (AUS). CHICAGO (AUT), NOVA PRYCE (AUS), FEL HOUSE: ROBERT HOOD MITCH ARATA (AUS), VERA DEEP HOUSE: ROBAG KLYNE (NLD), ELLIOT VANCE WRUHME (DEU), ILONA VAN 2025 (PRT), TAHLIA REEVE (AUS), HARPER GREY (AUS), KAIRA NEUMANI (C. OUSE: HIDEO TAKADA (JPN). MILO BAPTISTE (BEL), KASPAR RUNE (DNK), TAHLIA REEVE (AUS), SAVANNA BRIGGS (AUS), FELIPE DUARTE (BRA). DARK ELECTRO: SURGEON (GBR), ANAÏS DUPONT (FRA), EKATERINA VOLKOVA (RUS), HARPER GREY (AUS), EVIE LOCKE (AUS), ILONA VARSKY (POL). INDUSTRIAL: DREXAN VORTEK (DEU), KASPAR RUNE (DNK), JOHAN STRÖMBERG (SWE), ZANE BISHOP (AUS), LOWK3Y (AUS), SAVANNA BRIGGS (AUS).

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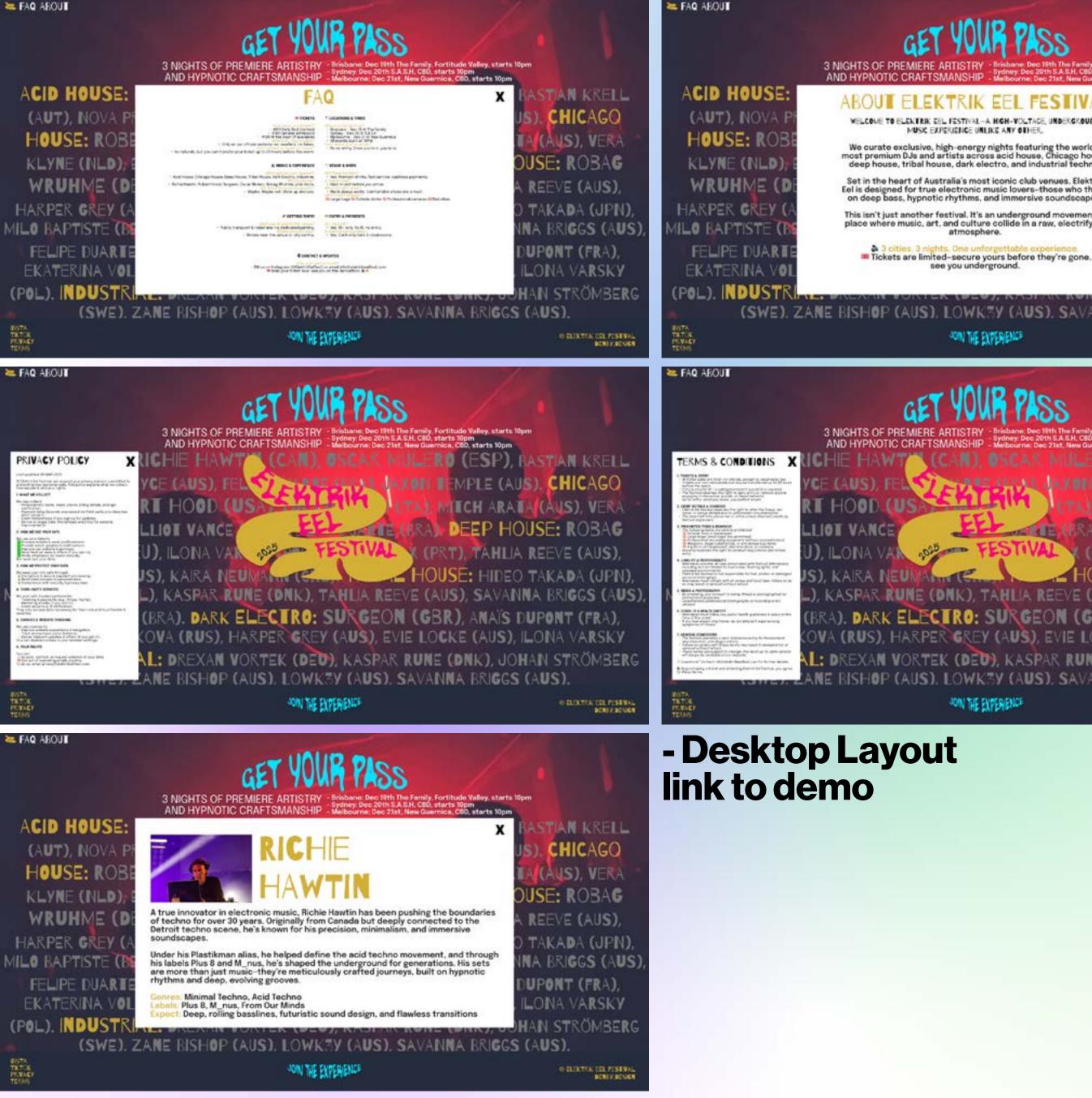
JOIN THE EXPERIENCE

© ELEKTRIK EEL FESTIVAL DENRY, DESIGN





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GET YOUR PASS

S.H. CBO, starts 10pm New Guernica, CBD, starts 10pm

EEL FESTIVAL	х	
A HIGH-VOLTAGE, UNDERGROUND LIKE ANY OTHER.		
r nights featuring the world's iss acid house, Chicago house, ectro, and industrial techno.		
st iconic club venues, Elektrik music lovers-those who thrive and immersive soundscapes		

This isn't just another festival. It's an underground movement-a place where music, art, and culture collide in a raw, electrifying atmosphere.

(SWE). ZANE BISHOP (AUS), LOWKEY (AUS), SAVANNA BRIGGS (AUS)

JOIN THE EXPERIENCE

GET YOUR PASS 0pm 60, starts 10pm RO (ESP), BASTIAN KRELL CHICAGO EMPLE (AUS MITCH ARATA(AUS), VERA DEEP HOUSE: ROBAG THE LIRA ((PRT), TAHLIA REEVE (AUS), OUSE: HIDEO TAKADA (JPN). RUNE (DNK), TAHLIA REEVE (AUS), SAVANNA BRIGGS (AUS) BRA), DARK ELECTRO: SURGEON (GBR), ANAIS DUPONT (FRA), OVA (RUS), HARPER GREY (AUS), EVIE LOCKE (AUS), ILONA VARSKY L: DREXAN VORTEK (DED), KASPAR RUNE (DNK), JOHAN STRÖMBERG ANE BISHOP (AUS), LOWK3Y (AUS), SAVANNA BRIGGS (AUS). JOIN THE EXPERIENCE IN ELEKTRIK EEL PESEWAL DEREV, DESKR

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- Mobile Layout link to demo



GET YOUR PASS

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JOIN THE EXPERIENCE

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JOIN THE EXPERIENCE

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SOW THE EXPERIENCE







Design Reflection -

This project was an exciting challenge, especially as someone who has spent the last decade in Brunswick, surrounded by Melbourne's vibrant music scene. The inspiration for a festival poster-style layout came early in the brainstorming process, and once that idea took shape in wireframes, I knew it was the right direction.

I refined the CTA placement, improved contrast and framing, and ensured the visual hierarchy guided users naturally. Ideally, each artist's name would highlight individually on hover, but since this is easier to achieve with CSS than in Figma, I used a palette shift to simulate the effect.

This was also a great opportunity to dive into Figma. As someone who has primarily worked with Adobe Creative Cloud and typically designs straight in code, this project allowed me to explore Figma's potential for presenting and collaborating in the early design stages.

One of the elements I'm particularly proud of is the background video. With one of static image provided (featured in the brief), I used Adobe Firefly to create a GIF that expanded the scene, adding depth and atmosphere to better reflect the Elektrik Eel Festival experience.

This project not only challenged my design approach but also reinforced the power of visual storytelling in Stock by Adobe. (n.d.). High-quality stock photos and assets. Retrieved from https://stock.adobe.com

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