



The OSL Compass Widget

Instant navigation for the festival's
most critical points of interest.

Designed for iOS.

NAVIGATING THE NOISE REQUIRES A DIRECT DIGITAL SHORTCUT.

THE MACRO

320,000+ attendees navigating a complex physical environment.



THE MICRO



One-tap access bypasses menus to instantly trigger AR routing.

Extracting a unified design system from the Compass App.



Medical Red +
Briefcase Icon



Stage Cyan
+ Mic Icon



Water Blue
+ Drop Icon



Restroom Purple
+ Toilet Icon

Prioritizing high-frequency and high-urgency user needs.

MEDICAL	STAGES	WATER	RESTROOMS
			
Emergency Action	Scheduled Priority	High Convenience	High Convenience
Routes to nearest First Aid (e.g., Lands End Medical, 426 ft)	Routes to specific set (e.g., Lands End Stage)	Routes to free hydration stations	Routes to nearest facilities

THE ANATOMY OF THE OSL COMPASS WIDGET.

Direct App Access.
Bypasses the iOS app library for instant general entry.



One-Tap POI Routing.
Color-coded tap targets instantly trigger specific AR wayfinding.

Native iOS Integration.
Frosted glass and squircle radii merge festival branding with Apple's HIG (Human Interface Guidelines).

ZERO FRICTION FROM IMMEDIATE NEED TO PHYSICAL NAVIGATION.



Action.

User taps iOS Home Screen quick-action.



AR Routing.

Compass app launches directly into pre-filtered wayfinding view.



Arrival.

User is physically guided to the destination.



Elevating the festival experience through invisible design.



Seamless Brand Integration.

Authentically extends the Outside Lands aesthetic to the iOS ecosystem.



Reduces Time-to-Action.

Eliminates app-navigation friction for critical amenities.



Head-Up Experience.

Gets users off their screens faster and back into the festival.