Design a music app | Design an album pre-order app for your favorite band.

Vasiliki Xypolytou

Project overview



The product:

An app focusing on (pre)sales of artists' merchandise. Starting point is pre-sales of music albums, while the ending point will be adding a streaming function on the app



Project duration:

07 Jul 2022 - Ongoing

Preview of selected polished designs.



Project overview



The problem:

Piracy in music and less money arriving to artists' when selling music or other merch.



The goal:

Make more merchandise easily available from artists' to their audience

Project overview



My role:

UX Design Student



Responsibilities:

user research, wireframing, prototyping, etc

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

We'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Music App: item selection, ordering, and inapp navigation.

Affinity Diagram

Task 4: Choose one Task 2: Choose Task 1: Search Task 5: Add the Task 3: Now go Task 6: View your Task 7: Proceed to of the albums to listen the one of the artists back to main album to cart purchase (Note: to cart X. Y. Z artist's newest presented in the page secure your privacy album main page and since this is only a test version of the app, the buyers details are Participant was a bit Participant was Participant was a bit Had no confused since after looking for a 'play' Had no Had no already filled) confused on why clicking the "buy problem icon, was a bit can only search problem problem confused if they had now" button was completing between those completing completing directly transefered to click on the "view three artists Had no the task to the cart more" button the task the task problem completing the task Had no Participant was Participant was a bit looking for a "play" Had no Had no problem confused since after icon, was a bit Had no problem problem completing clicking the "buy confused if they had Had no problem completing completing now* button was the task to click on the *view directly transefered problem more" button the task completing the task to the cart completing the task Participant the task was a bit ~Participant Participant confused on Participant was a bit confused since after took a few Participant was Had no how to was confused Did not overwhelmed by the moments to problem clicking the *buy number of choices on the button complete the find the now* button was finish the completing available. they should search directly transefered button Completed the task the task click on to the cart after a few minutes process Participant was Had no looking for a "play" Had no Participant was a bit Had no problem Had no icon, was a bit Had no problem confused since after confused if they had problem completing problem problem clicking the "buy to click on the 'view completing the task completing now" button was completing completing more* button the task directly transefered the task the task the task to the cart Participant was a bit no problem no problem confused since after no problem no problem no problem no problem completing clicking the *buy completing completing completing completing completing now" button was the task the task the task the task the task directly transefered the task to the cart

How the affinity diagram's results will guide the designs



Play Button

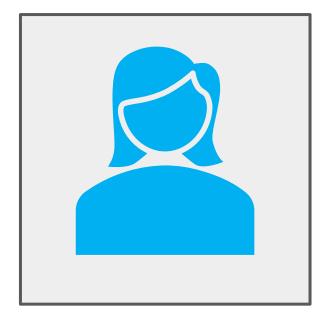
Play button layer on top of album's picture, allows direct and easy action towards listening the album



Buy now/ Add to Cart

When adding an item to cart, the cart number (top right) increases. The user has to click on the cart in order to see it.

With "Buy Now" button after *click* the user is redirected immidiately to cart



Siiri Shmidt

Age: 24

Education: Student of Fine Arts

Hometown: Berlin Family: 2 cats

Occupation: Student & part-time

educator

"Art is everywhere around you, from nature to the most majestic human imagination"

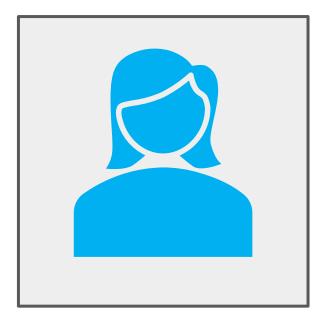
Goals

- Educate children about art
 & following their dreams
- Raise awareness on how people can support their favourite artists
- Make art accessible for everyone

Frustrations

- "Products & Services are often not easily accessible from everyone"
- "Leaks & piracy harm the artists"

Siiri is a young student of fine arts, keen to activism, loves nature & children and hopes to raise awareness that Art Career is a career that shall offer one a living. A useful pre-order app for music (and eventually other forms of art) feels that will bring closer the audience with the artists.



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Hometown: Berlin Family: 2 cats

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User Story:

As a part-time educator of Arts, I want easy and legal access to artists work, so I can use it as an example during my courses.

Goals

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 & following their dreams
- Raise awareness on how people can support their favourite artists
- Make art accessible for everyone

Frustrations

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George Selman

Age: 36

Education: Degree in Economics

Hometown: Ontario

Family: Husband & 1 child

Occupation: Customer Service

"After a long day with clients all I want to do is get home and relax with my favorite music"

Goals

- Get to as many live shows of his favorite artists as possible
- Always be the first to get the new album
- Seeks limited editions

Frustrations

- "There are not enough notifications regarding new shows & album releases"
- "Due to my work load I often don't make it to get the limited editions"

George is a music enthusiast that loves to spend his free time in music shoes with his husband and their child. He is passionate and enjoys buying the limited edition merchandise from his favorite bands. He thinks this is the best way to show your dedication and support the artists who fill you with great emotions through their art.



George Selman

Age: 36

Education: Degree in Economics

Hometown: Ontario

Family: Husband & 1 child

Occupation: Customer Service

User Story:

As a music enthusiast, I want to be first to buy my favorite artists new merchandise so I can show my support while enjoying their work!

Goals

- Get to as many live shows of his favorite artists as possible
- Always be the first to get the new album
- Seeks limited editions

Frustrations

- "There are not enough notifications regarding new shows & album releases"
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User journey map

RIG PICTURE

Scenario: Use the mussic app to quickly purchase the new album of your favorite artist on your way bean 0000 0000 DDD George grabs his smartphone George has two more hours to The voice activation (search) et home while receives a polification that the new album of his fav. band has just been released. gets into the app and is ready to look into the and accessibility feature couldes his attention. Happily dries home After voice scarching the album Hr spends a relaxing work with a small stop name adds it to cort and proceeds to purchase to get a few snacks fainte music which easily purchased

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

UX Design Storyboard Scenario: De the music app to quickly purchase the new album of your favorite artist on your way home MUSIC APP 105:15 < 8 search Welione ! 四日日后 DODD New Releases George opens the app George is welcomed and has Gets to choose his favorile immidiately available the new band's new album released MURIC APP MUSIC APP Your purchase CONFIRMED. YOU CAN NOW USTEN CONFIRM PROCEED TO PANUENT ENJOY! Adds the album to the George can now play the new album through the app and enjoy his dening virtual cart

Usability study: findings

Pattern Identification Template

Google UX Design Certificate

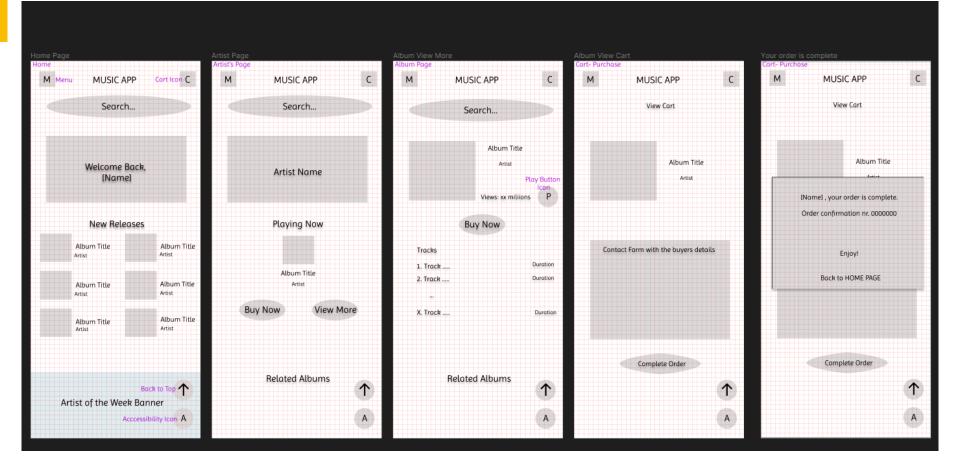
- It was observed that 2 out of 5 participants were confused on why
 they were limited choices to search for, while 3 out 5 participants
 had no problem completing the task. This means that search
 functionality is working properly & we should focus on better
 explaining the stage of the app on the next phase of the testing
 research.
- It was observed that 3out of 5 participants were looking for a functionality usually seen on similar apps. This means that we need to improve our UX & UI by adding a play button close to each album title/ icon.
- 3. It was observed that 5 out of 5 participants had no problem completing the third task.
- 4. It was observed that 4 out of 5 participants had no problem completing the task, while the 5th participant was overwhelmed by the choices given. This means that we should probably minimize the available album choices on the next phase of testing.
- It was observed that 5 out of 5 participants had no problem completing this task.
- It was observed that 5 out of 5 participants couldn't complete the task. This means that we need to recheck this part of the design as well as the order of this task on the research process.
- It was observed that 4 out of 5 participants had no problem completing the task.

Insight Identification Template

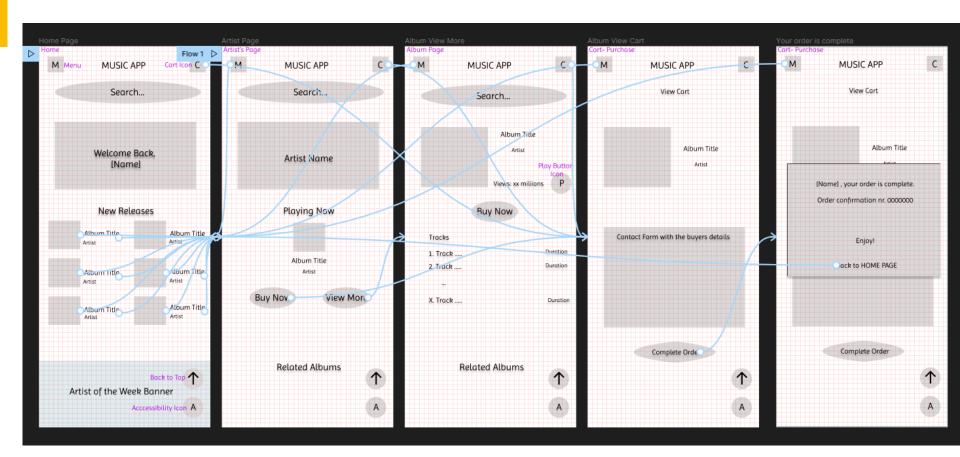
Google UX Design Certificate

- Based on the theme that: some participants were confused on the choices given to complete the first task an insight is: better explanation of the app functionality and the research process is needed.
- Based on the theme that: participants were looking for known patterns/ fuctionalities seen on other apps, an insight is: that a more visually clear design is needed.
- Based on the theme that: participants couldn't complete the 6th task
 of the testing an insight is: better design of the research is needed,
 as well as to rethink the app's design.

Digital wireframes: BEFORE RESEARCH

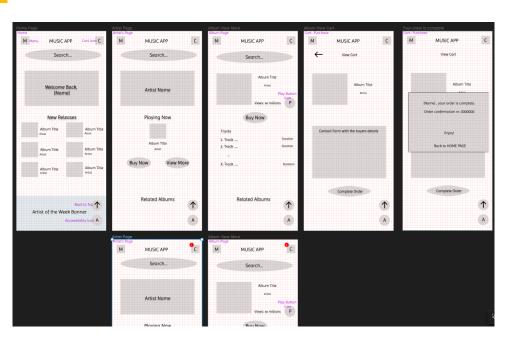


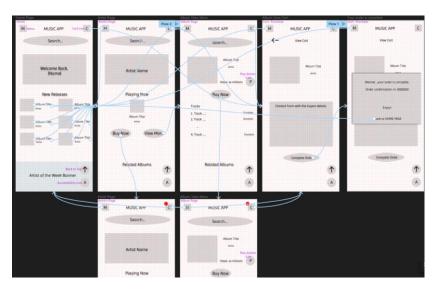
Low-fidelity prototype: BEFORE RESEARCH



Low-fidelity prototype: AFTER RESEARCH

https://www.figma.com/proto/f32pHs602njufcrQ8NJEr7/Home?node-id=104%3A3&scaling=min-zoom&page-id=104%3A2&starting-point-node-id=104%3A154&show-proto-sidebar=1



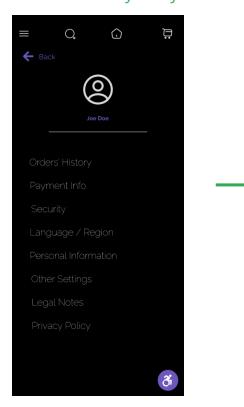


Refining the design

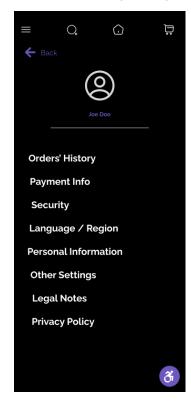
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study

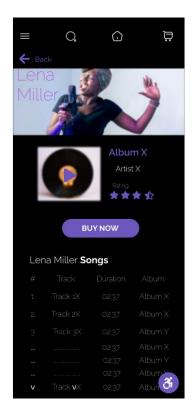


After usability study

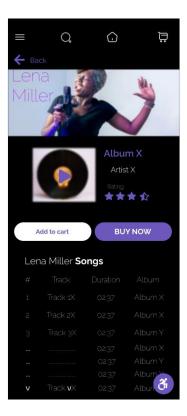


Mockups

Before usability study

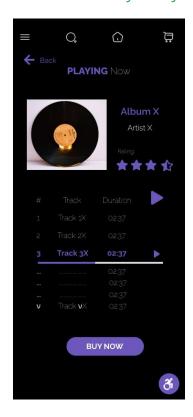


After usability study

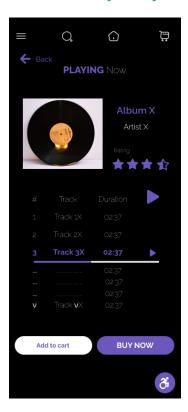


Mockups

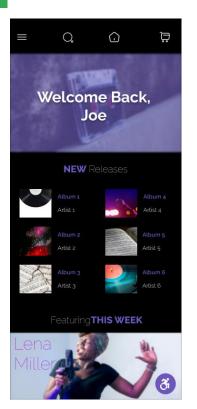
Before usability study

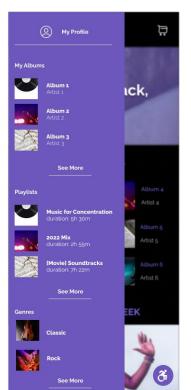


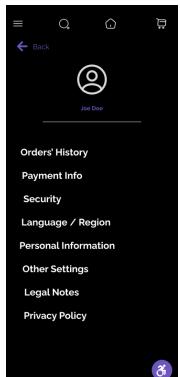
After usability study

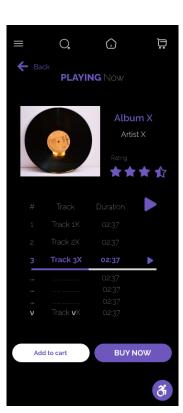


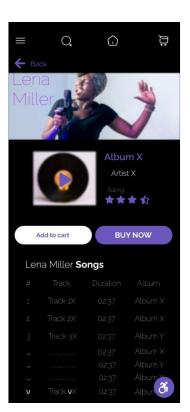
Final Mockups



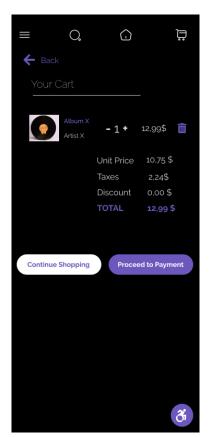


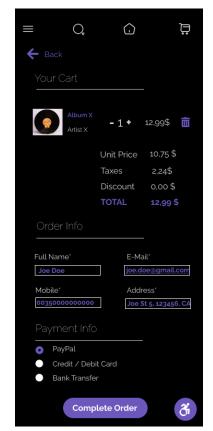


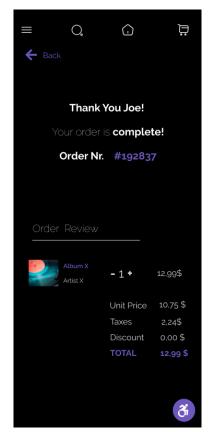




Final Mockups

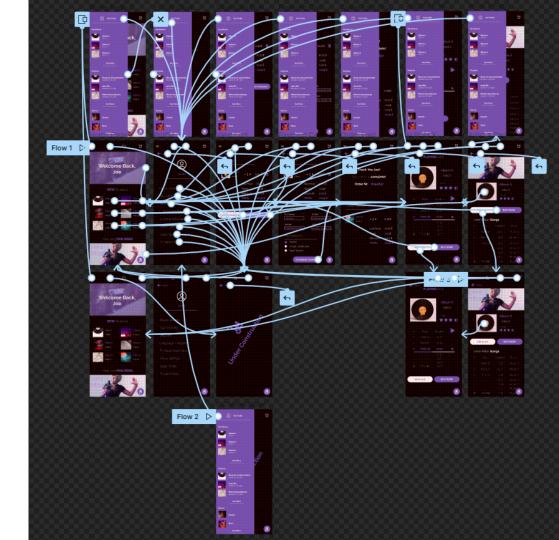






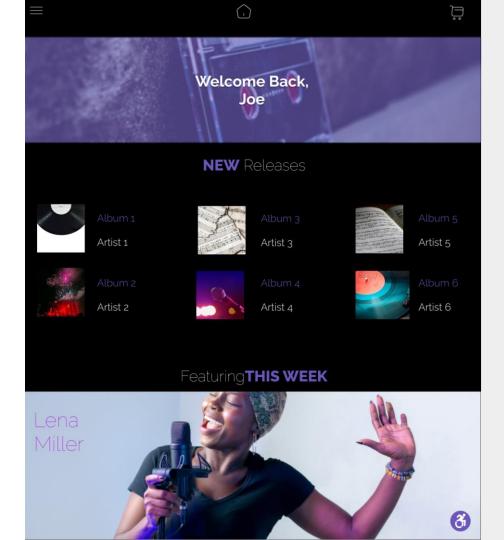
High-fidelity prototype

Music App High Fidelity
Prototype

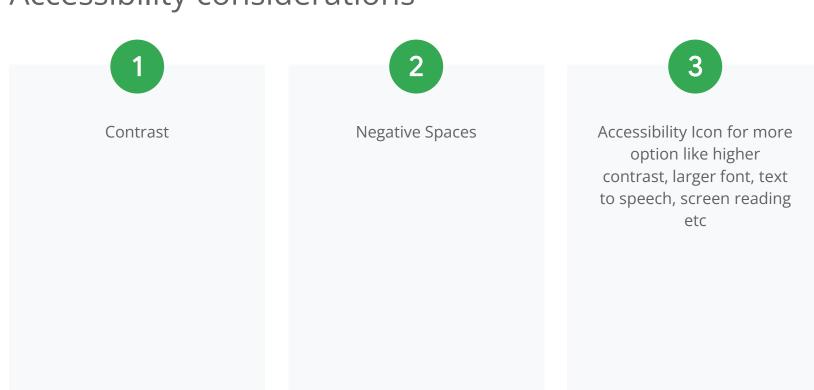


High-fidelity
prototype

|
Home Page
Desktop +
Large Size Tablet



Accessibility considerations



Going forward

• Next steps

Next steps

1

Second Phase Usability Research & Research Analysis 2

App Development

Thank you!