

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

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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

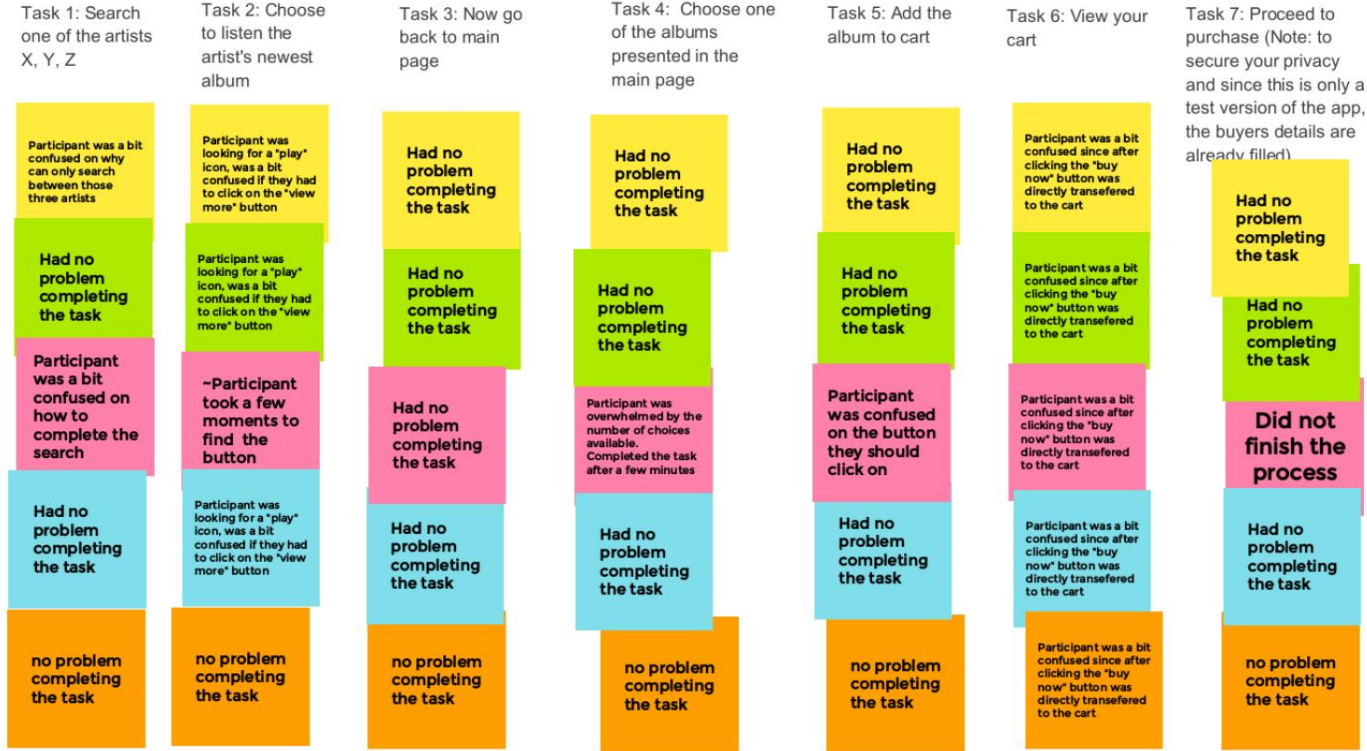
- User research
- Personas
- Problem statements
- User journey maps

# 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 in-app navigation.

# Affinity Diagram



# How the affinity diagram's results will guide the designs

1

## Play Button

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

2

## 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 immediately 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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### 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

- 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.



## 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”
- “Due to my work load I often don’t make it to get the limited editions”

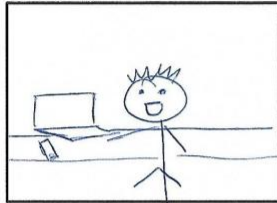
George is a music enthusiast that loves to spend his free time in music shoes with his husband and their child. He is passionate and enjoys buying the limited edition merchandise from his favorite bands. He thinks this is the best way to show your dedication and support the artists who fill you with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

# User journey map

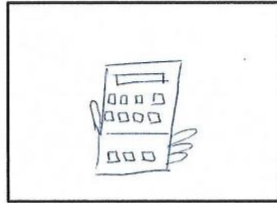
BIG PICTURE

## UX Design Storyboard

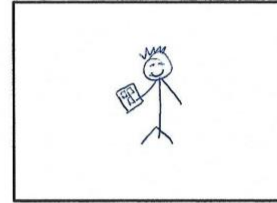
Scenario: Use the music app to quickly purchase the new album of your favorite artist on your way home



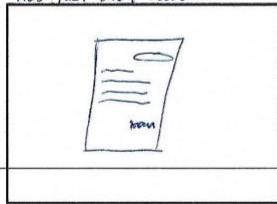
George has two more hours to get home, while receives a notification that the new album of his fav. band has just been released.



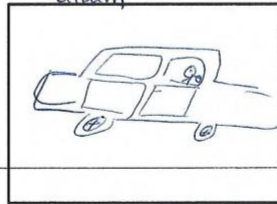
George grabs his smart-phone, gets into the app and is ready to look into the album.



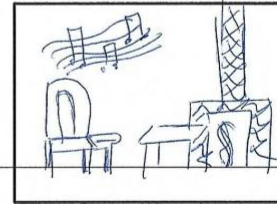
The voice activating (search) and accessibility feature catches his attention.



After voice searching the album name, adds it to cart and proceeds to purchase.



Happily drives home from work with a small stop to get a few snacks.



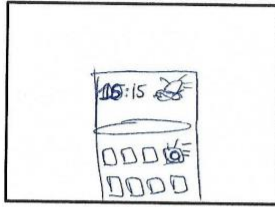
He spends a relaxing afternoon enjoying his favorite ~~music~~ music which easily purchased through our app.



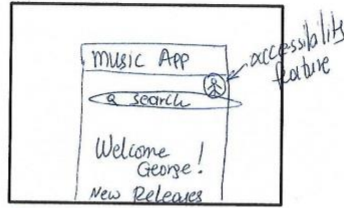
# Paper wireframes

## UX Design Storyboard

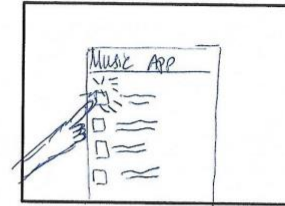
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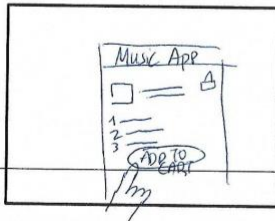
George opens the app on his smartphone



George is welcomed and has immediately available the new releases



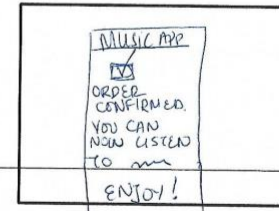
Gets to choose his favorite band's new album



Adds the album to the virtual cart



Confirms the order



George can now play the new album through the app and enjoy his evening.

# Usability study: findings

## Pattern Identification Template

Google UX Design Certificate

1. It was observed that 2 out of 5 participants were confused on why they were limited choices to search for, while 3 out of 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.
2. It was observed that 3 out 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 5<sup>th</sup> participant was overwhelmed by the choices given. This means that we should probably minimize the available album choices on the next phase of testing.
5. It was observed that 5 out of 5 participants had no problem completing this task.
6. 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.
7. It was observed that 4 out of 5 participants had no problem completing the task.

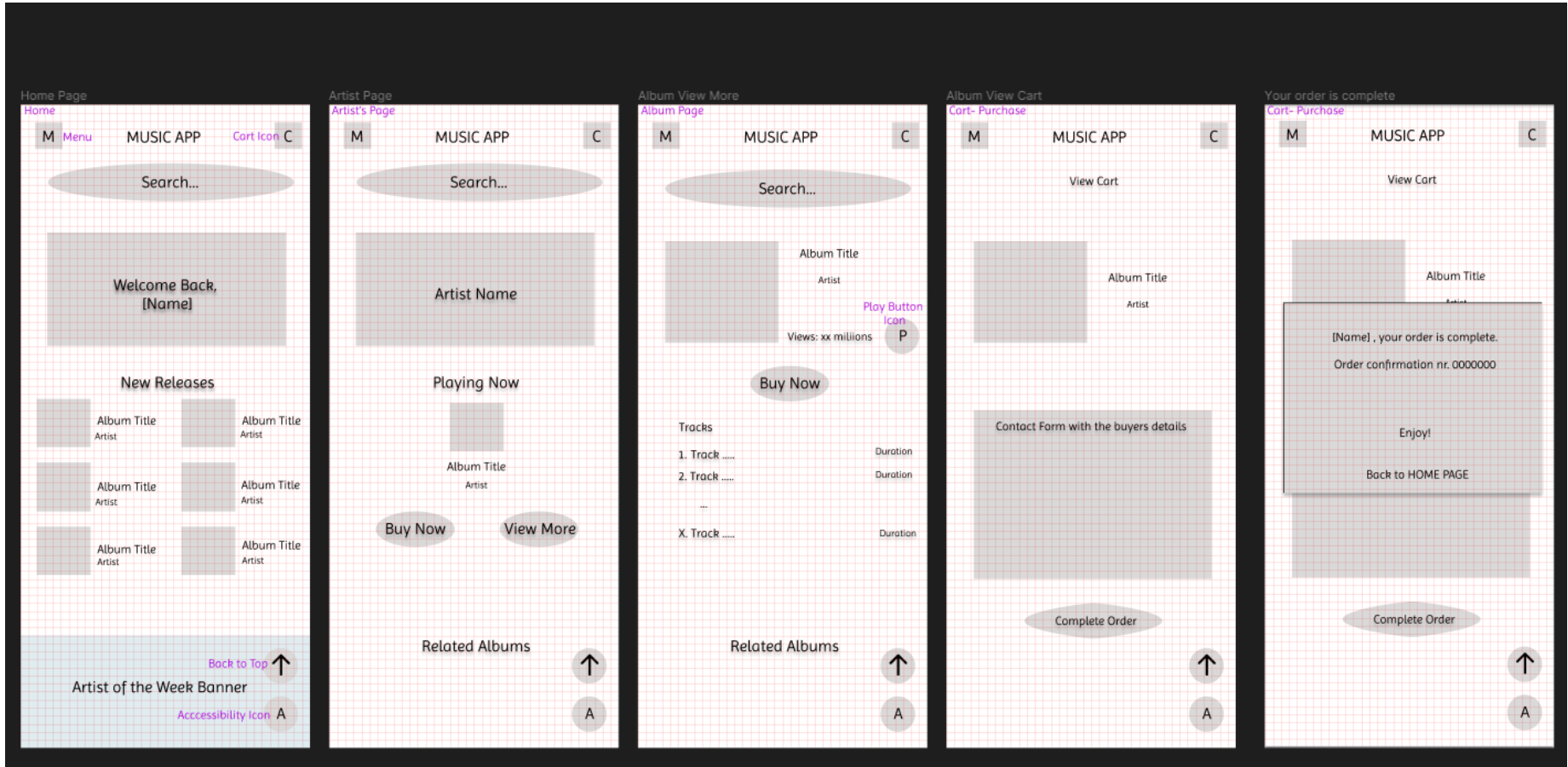
## Insight Identification Template

Google UX Design Certificate

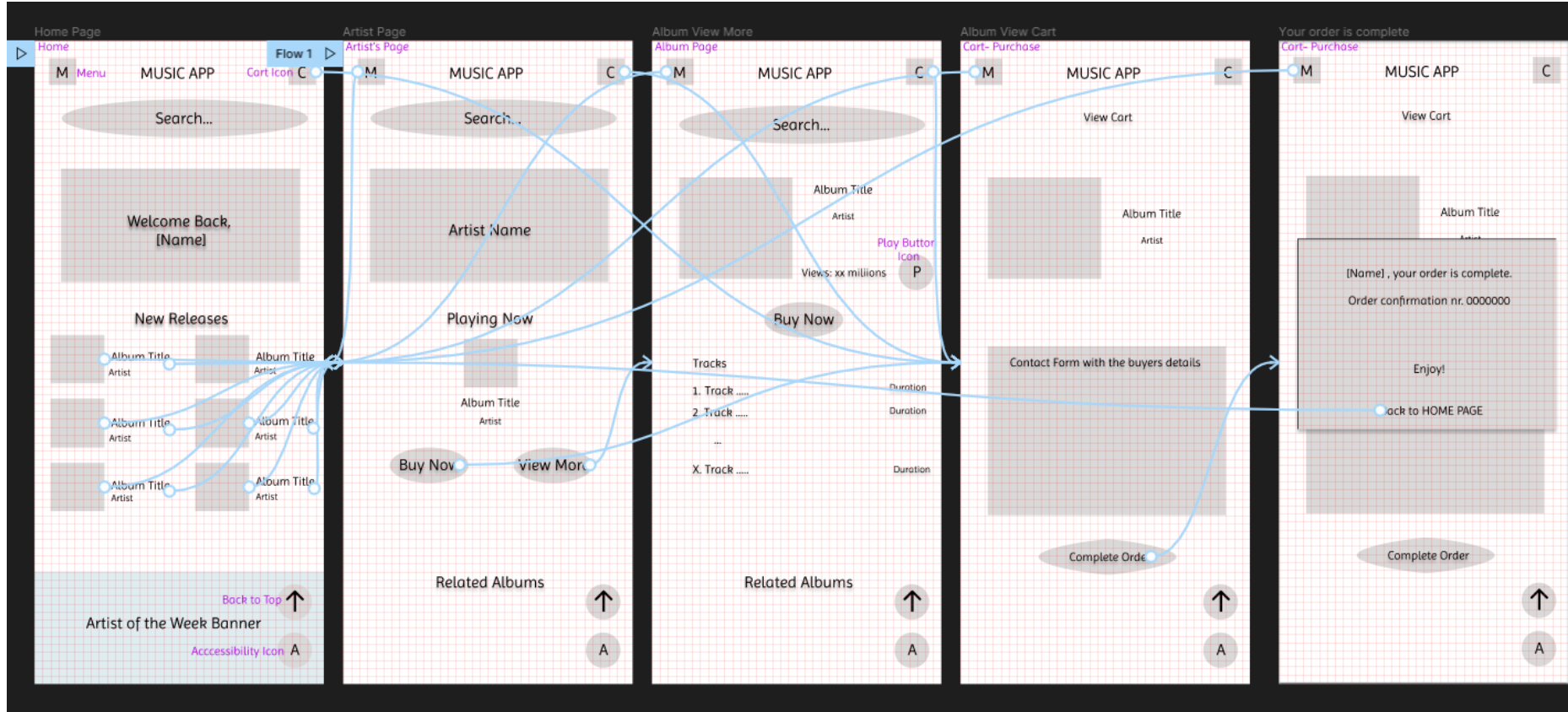
1. Based on the theme that: some participants were confused on the choices given to complete the first task an insight is: better explanation of the app functionality and the research process is needed.
2. Based on the theme that: participants were looking for known patterns/ functionalities seen on other apps, an insight is: that a more visually clear design is needed.
3. Based on the theme that: participants couldn't complete the 6<sup>th</sup> 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

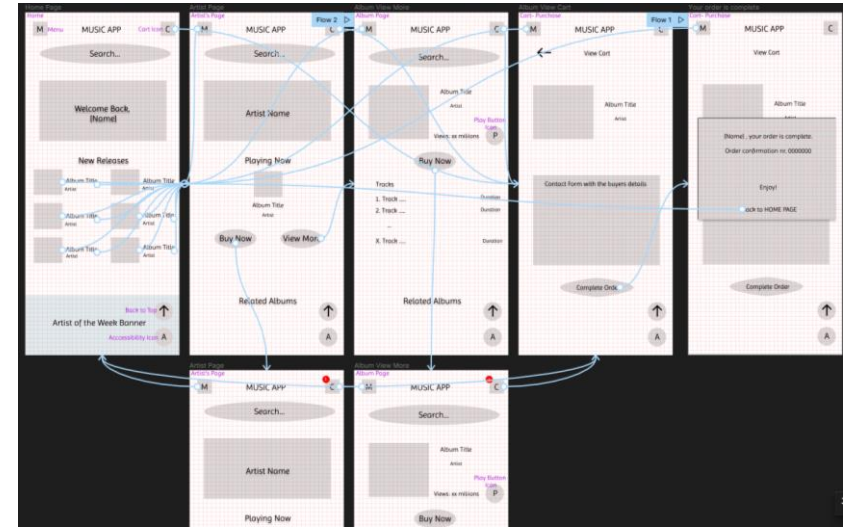
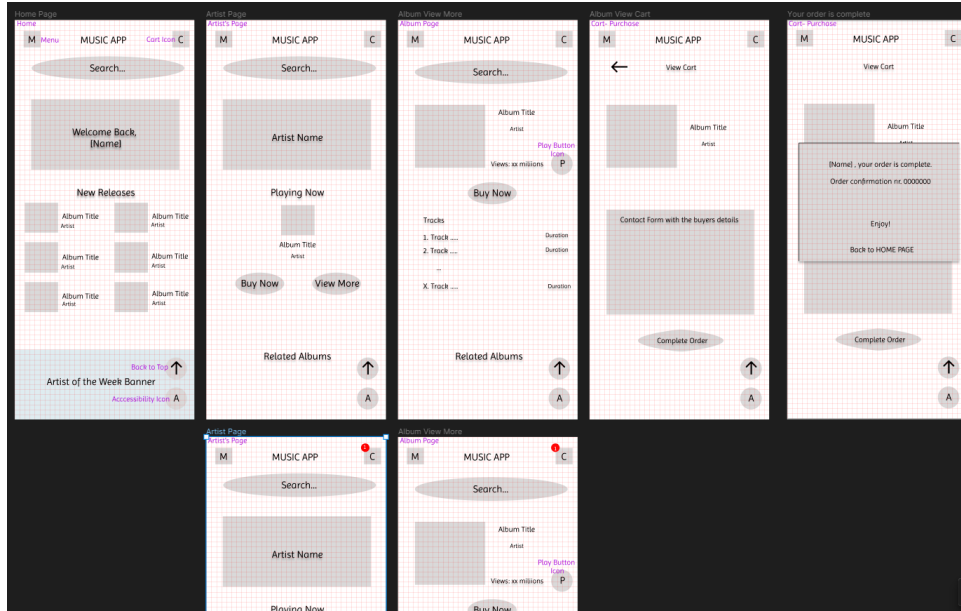


# Low-fidelity prototype : BEFORE RESEARCH



# Low-fidelity prototype : AFTER RESEARCH

<https://www.figma.com/proto/f32pHs602njufcrQ8NJE7/Home?node-id=104%3A3&scaling=min-zoom&page-id=104%3A2&starting-point-node-id=104%3A154&show-proto-sidebar=1>

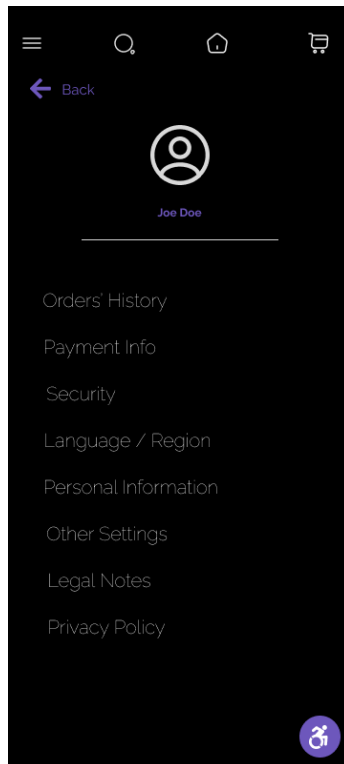


# Refining the design

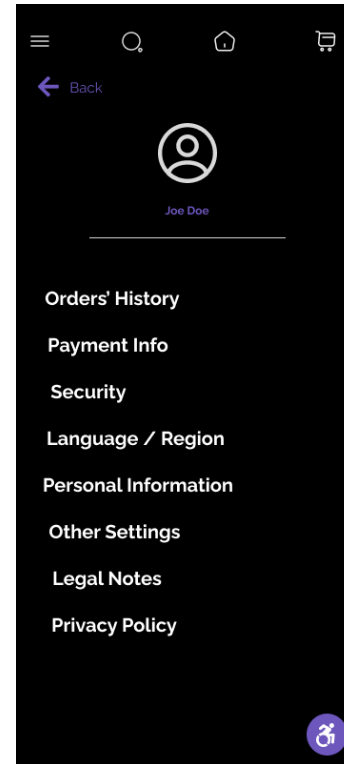
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Before usability study

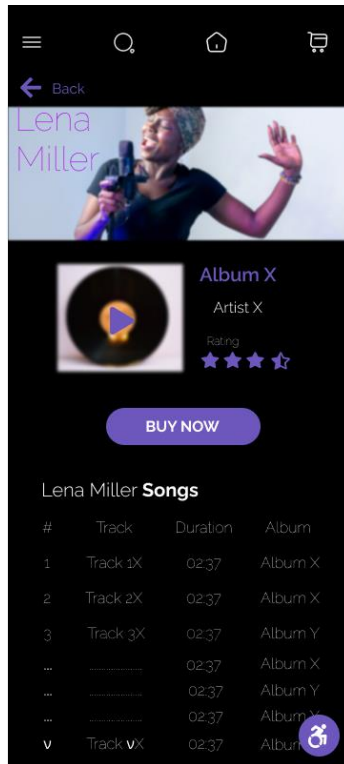


After usability study

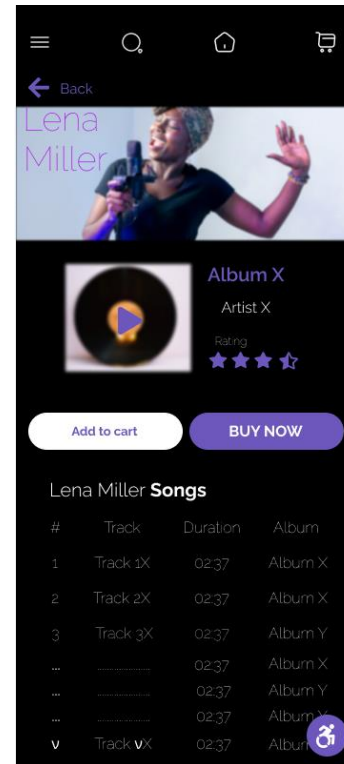


# Mockups

Before usability study

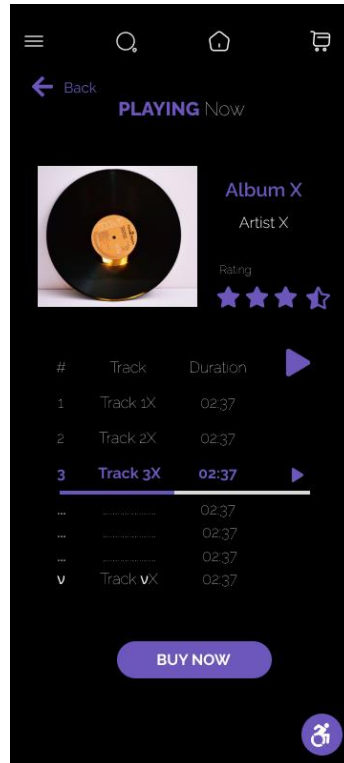


After usability study

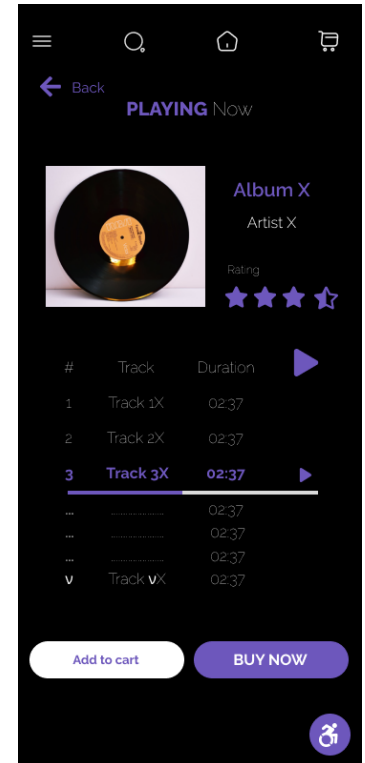


# Mockups

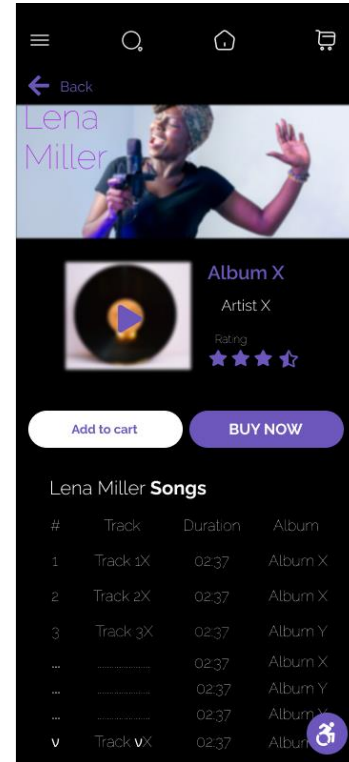
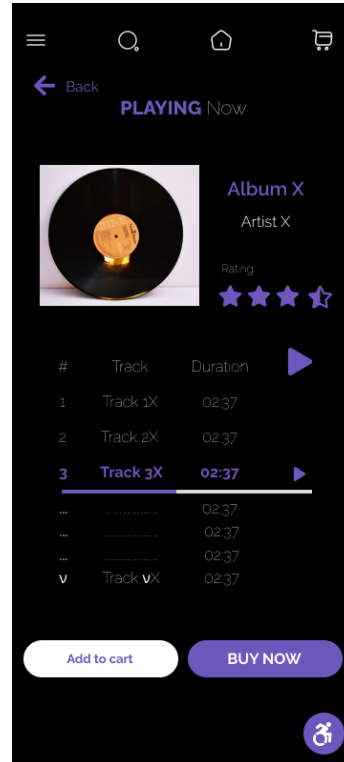
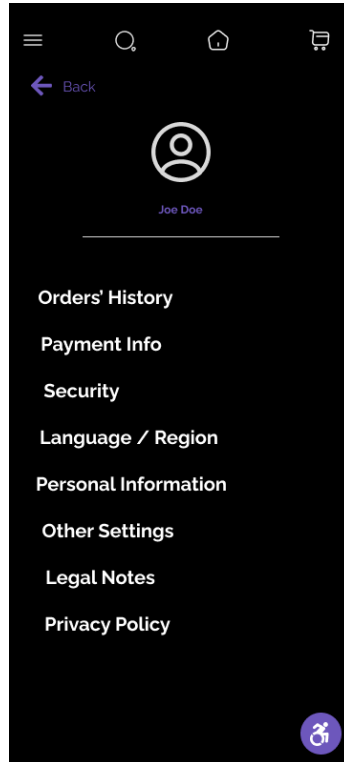
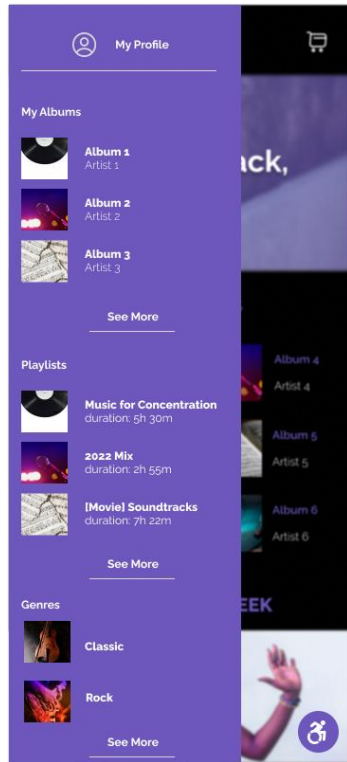
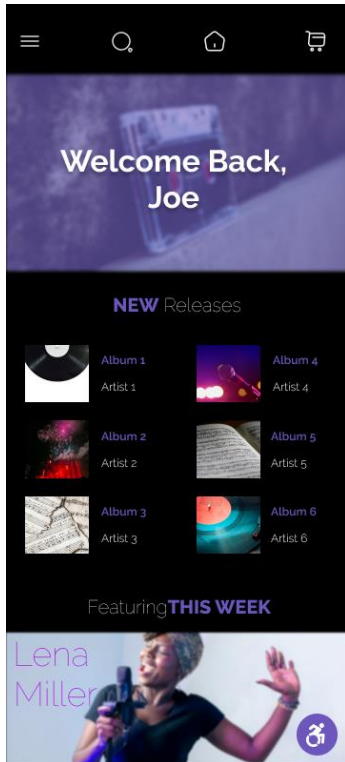
Before usability study



After usability study

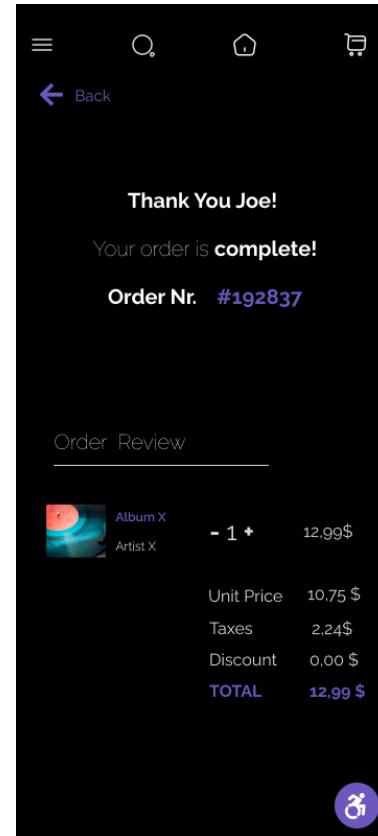
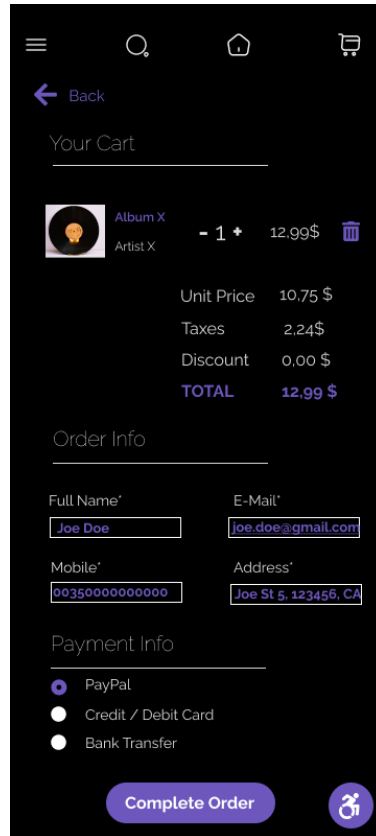
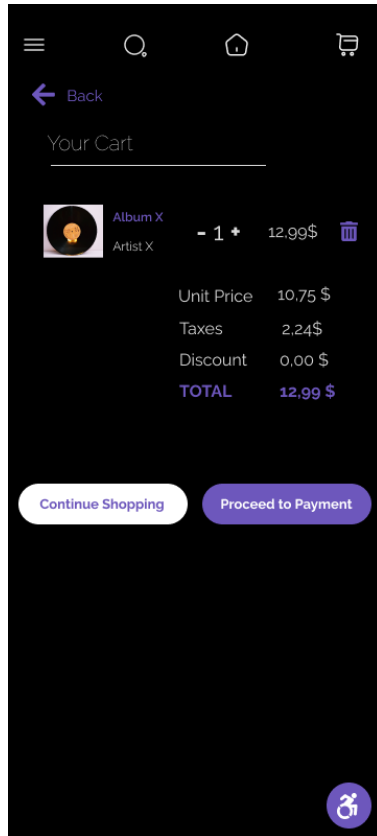


# Final Mockups



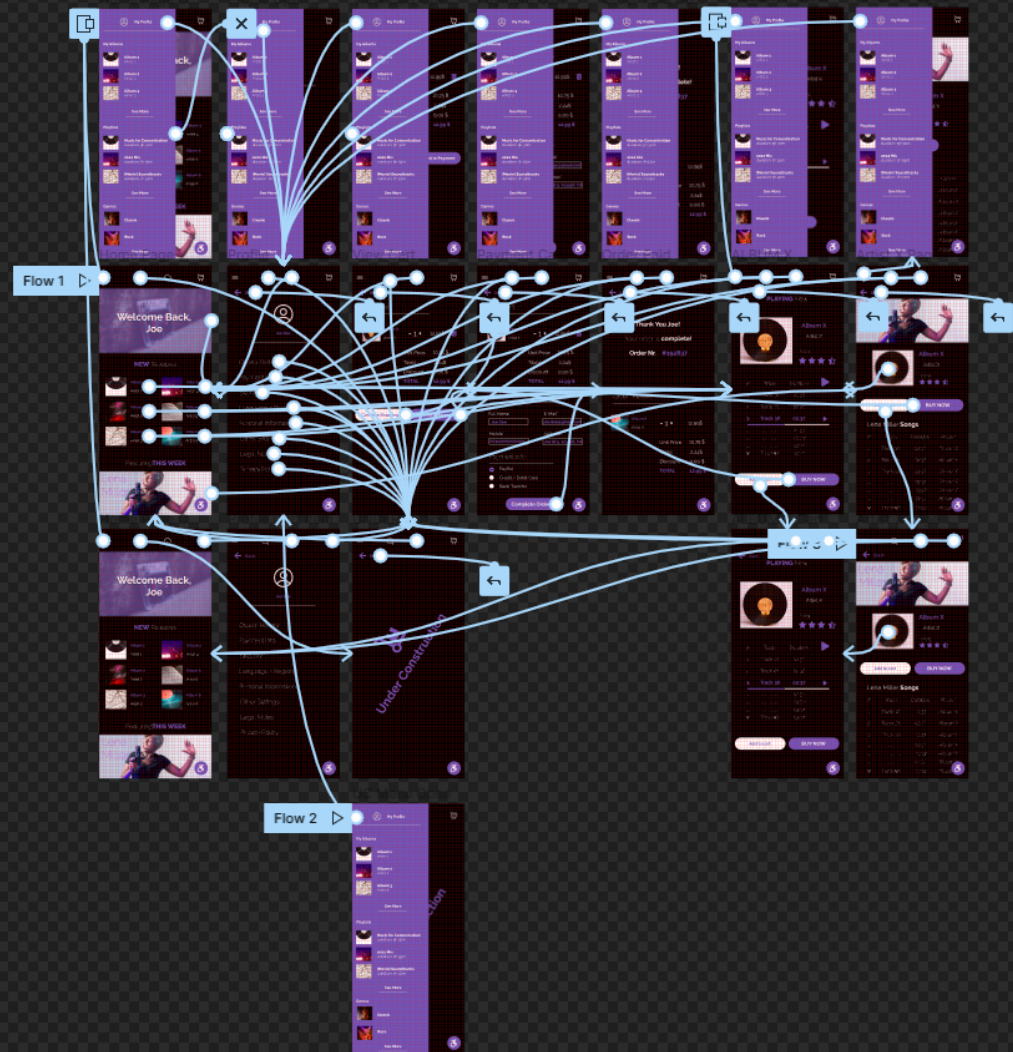


# Final Mockups

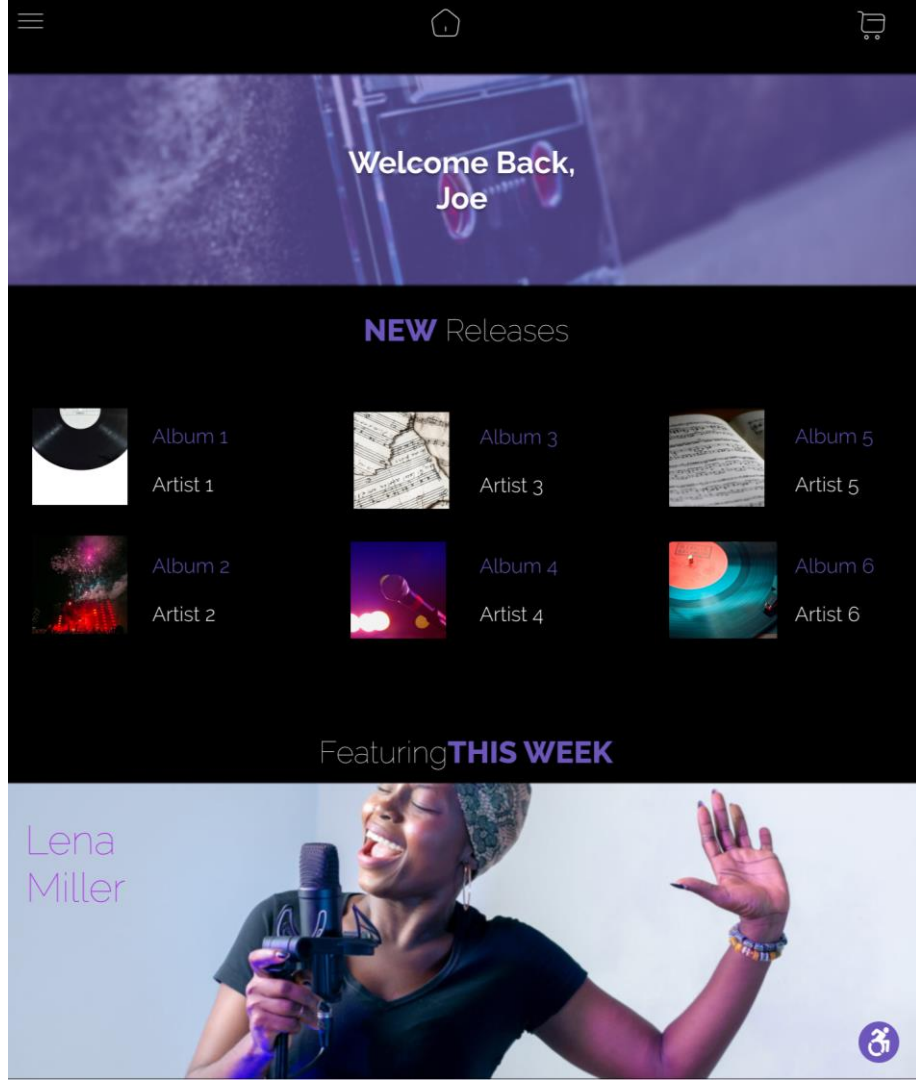


# High-fidelity prototype

## Music App High Fidelity Prototype



High-fidelity  
prototype  
|  
Home Page  
Desktop +  
Large Size Tablet



# Accessibility considerations

1

Contrast

2

Negative Spaces

3

Accessibility Icon for more  
option like higher  
contrast, larger font, text  
to speech, screen reading  
etc

# Going forward

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- Next steps

# Next steps

1

Second Phase Usability  
Research & Research  
Analysis

2

App Development

Thank you!