

Design an album pre-order app for your favourite band

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Project overview



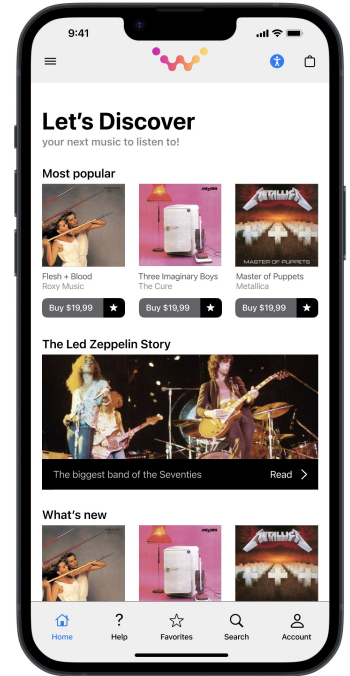
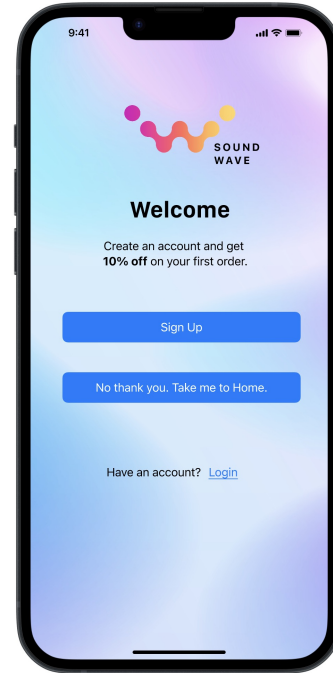
The product:

To create a new app where people can find, ordering and listen to the music they like.



Project duration:

February 2023 to June 2023



Project overview



The problem:

We need to find out if the main user experience, finding and ordering music, is easy for users to complete.



The goal:

The user experience for finding and ordering music should be easy for users to complete.

Project overview



My role:

UX designer on a Music App.



Responsibilities:

List the responsibilities:

User research

Usability Study

Wireframing

Prototyping

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps want to figure out what specific difficulties users encounter when they try to complete the core tasks of the music app: music selection, ordering, and in-app navigation.

I conducted an unmoderated usability study with 5 participants: Two male, two females, and one non binary individual, aged 18 to 65 years old. The study showed that the music selection, ordering, and in-app navigation were easy to complete. Assistive tools like magnified screens and screen reader would be useful.

User research: pain points

1

Profile

Some users could not find their profile page. This should be addressed when creating mockups.

2

No text magnification

Some users wants to have the possibility to do text magnification. This option will be added to the mockups.

3

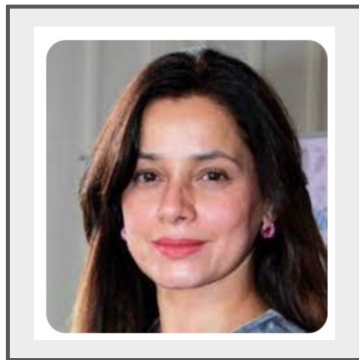
No screen reader

Some users wants to have the possibility for a screen reader. This option will be added to the mockups.

Persona: Neelam

Problem statement:

Neelam is a teacher who needs an easy music app to listen to her favourite bands because she wants to stress down and relax.



Neelam

Age: 35

Education: Master's degree in Education

Hometown: Champagne, Illinois

Family: Married with one young child

Occupation: Teacher

"I sometimes has trouble managing the stress of teaching so in the evening I like get relaxed by listening to music"

Goals

- I want to get the latest album from my favourite bands as soon as it is out.
- Find new music I like.
- Teach my students about music.

Frustrations

- Not sure on where/how to find new music that I like.
- Don't know if my favourite bands have done new albums.
- Different artists use different platforms of communication

35 year old teacher with 10 years of teaching experience, married with one young child. She loves music, it relaxes her. She sometimes has trouble managing the stress of teaching while also raising a young child. Unsure where to find the latest or upcoming music from her favourite bands.

User journey map

Mapping Neelam's user journey revealed how helpful it would be for users if the finding and ordering music is easy to complete.

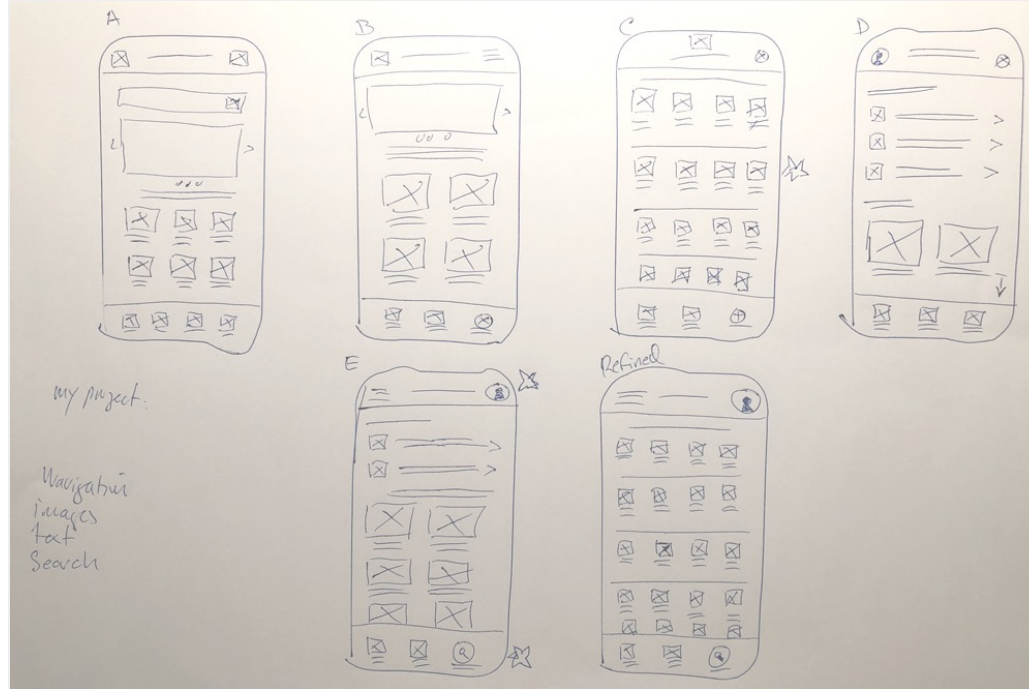
Persona: Neelam

Goal: An easy and quick way to listen to my favourite music bands and search for pre-orders

ACTION	Find favourite music	Browse music	Decide what to order	Place order	Receive music
TASK LIST	Tasks A. Search online for favourite music B. Decide on platform type C. Select a platform	Tasks A. Browse the platform for favourite music B. Browse through favourite music C. Search for pre-orders	Tasks A. Select which songs or albums want to purchase B. Add pre-order albums C. Any additional music	Tasks A. View cart and items in it B. Add credentials, name, address, etc. C. Select payment type D. Enter payment info	Tasks A. Open app to download music or via received email B. Download via app C. Listen to the music
FEELING ADJECTIVE	Overwhelmed by the number of music platforms	Annoyed that within the favourite music here is no pre-orders shown	Excited Curious	Overwhelmed Frustrated	Excited Anxious
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for a favourite music band	Provide search filters Show pre-orders for favourite music bands first in the selection	Easy add songs or albums next to items wanted Prices list next to each item	Instruction for what next, i.e. download Offer different payment options i.e. PayPal	Instruction on how to download music Instruction on how to transfer to other apps/devices

Paper wireframes

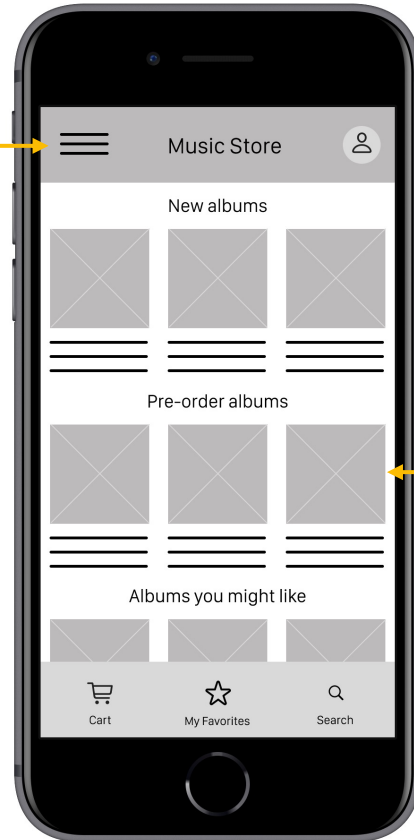
Next, I sketched out paper wireframes for each screen in my website, keeping the user pain points about customization flow and checkout flow in mind.



Digital wireframes

Want to make it easy for the user to find and select the music they like in a appealing way.

The menu icon is recognizable and gives the users a quick overview of the main pages in the app.

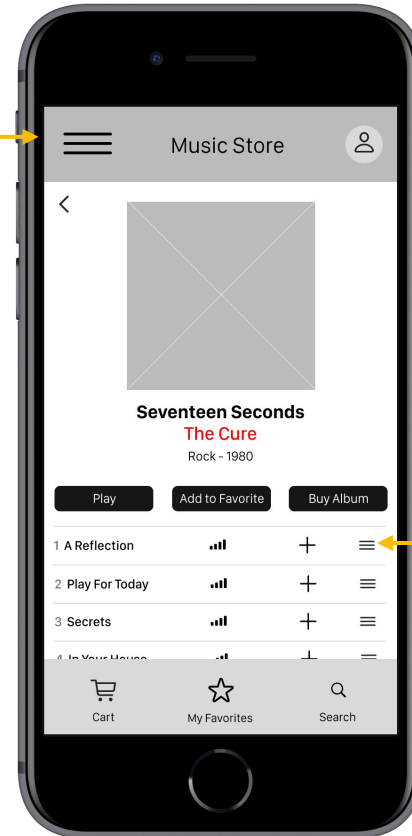


With pictures of albums the user can quickly find the music they are looking for.

Digital wireframes

The goal is to show a album and its songs: Snippet play option, add to favorite play list, order album or songs.

Description of the element and its benefit to the user



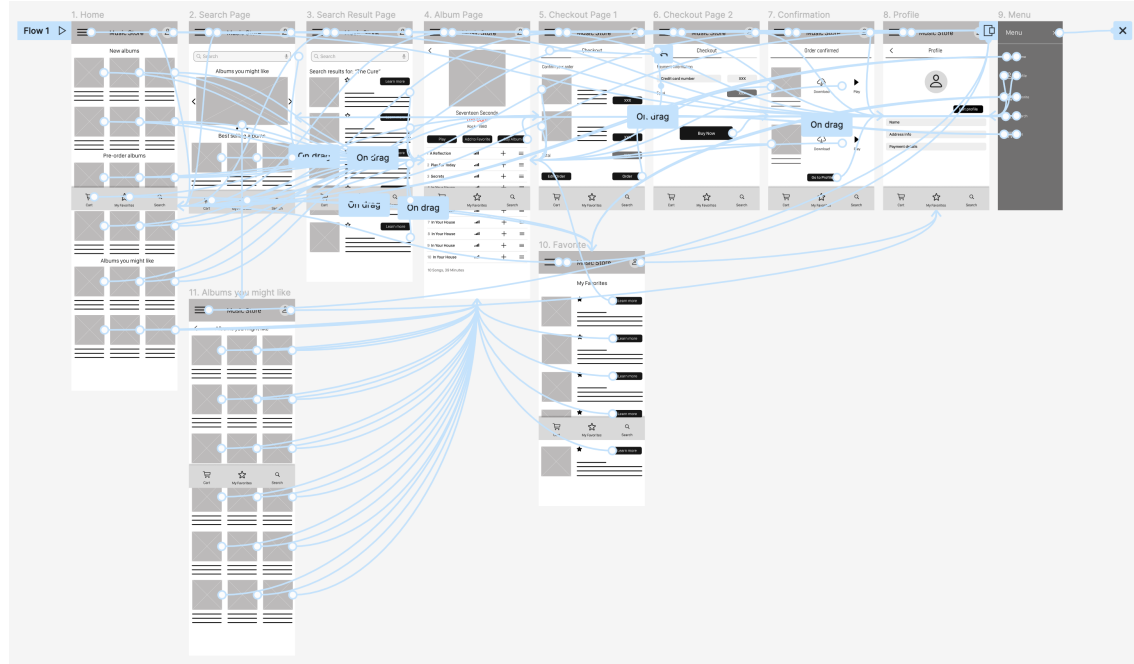
Each song in the album is listed for the user to listen to before ordering.

Low-fidelity prototype

From the home the user can choose an album, then on the album page, listen and order single songs or the album. When ordering the user goes through the checkout process and get a confirmation.

View Music App

[low-fidelity prototype](#)



Usability study: findings

Want to find out if the main user experience, finding and ordering music, is easy for users to complete.

Round 1 findings

- 1 Users want to find music songs/albums quickly
- 2 Users want to pre-order favorite songs/albums quickly
- 3 Users want an easy checkout process

Round 2 findings

- 1 Users find music easily
- 2 Users find the checkout process easy
- 3 Some users want screen reader and magnification options

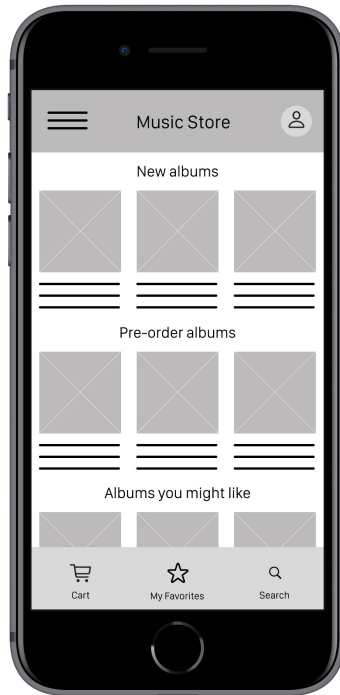
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

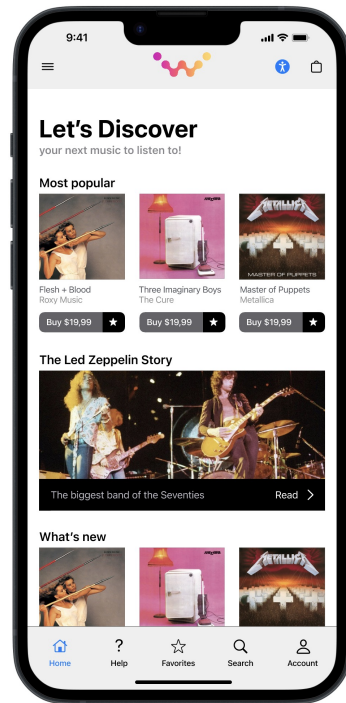
Mockups

Early designs allowed for some customization, but after the usability study added a "story about a band" to make the app more inspiring and interesting.

Before usability study



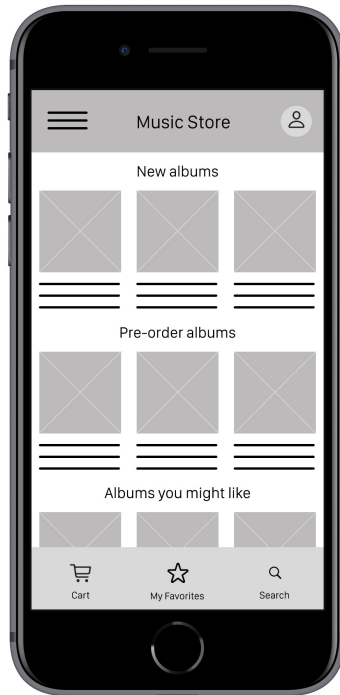
After usability study



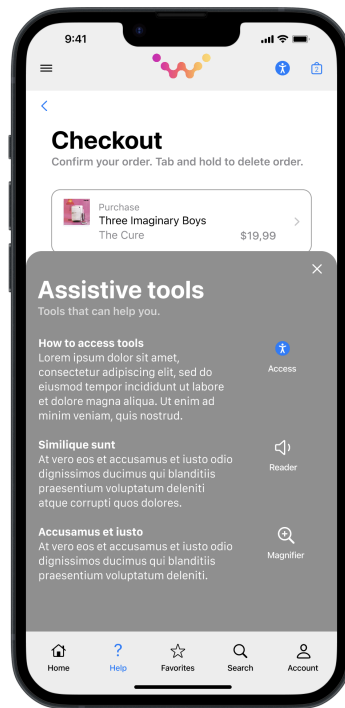
Mockups

Based on feedback from the usability study, I added a help page including a “magnification option” and “screen reader option” in the app.

Before usability study



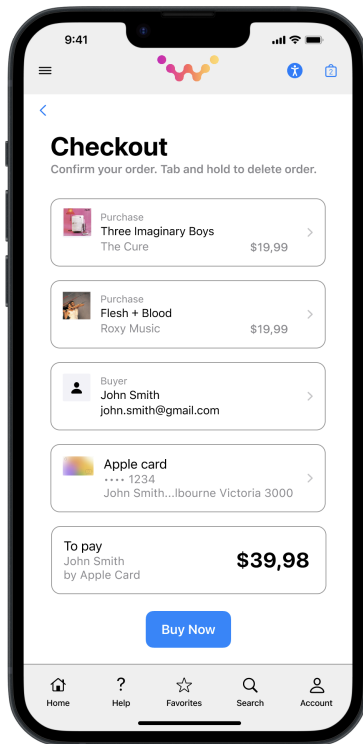
After usability study



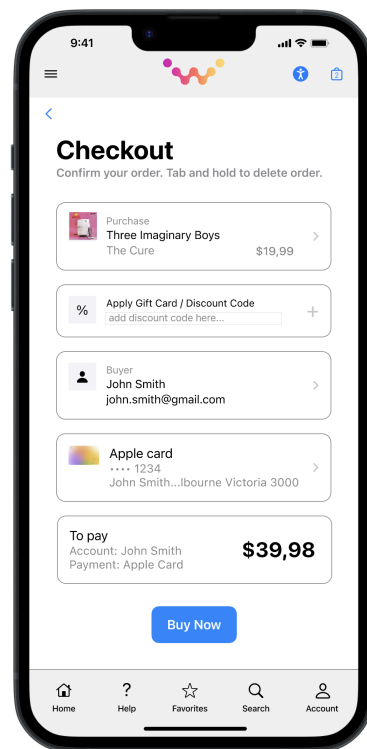
Mockups

The second usability study revealed that there was no way to add a discount code in the checkout process. I added an option to add a discount code.

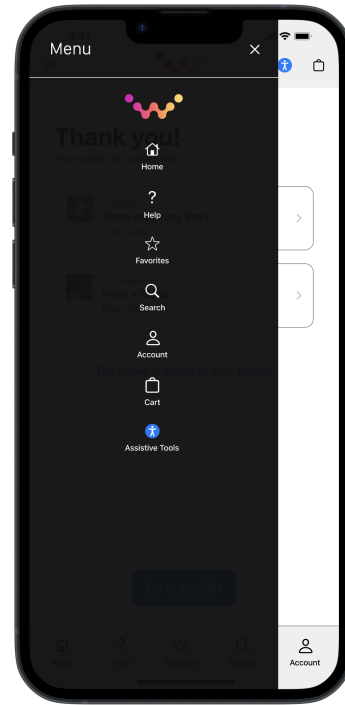
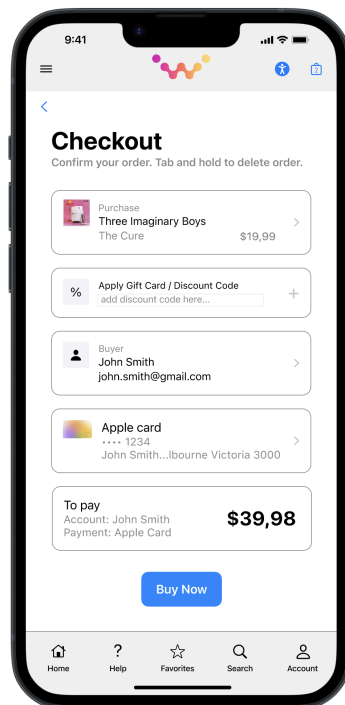
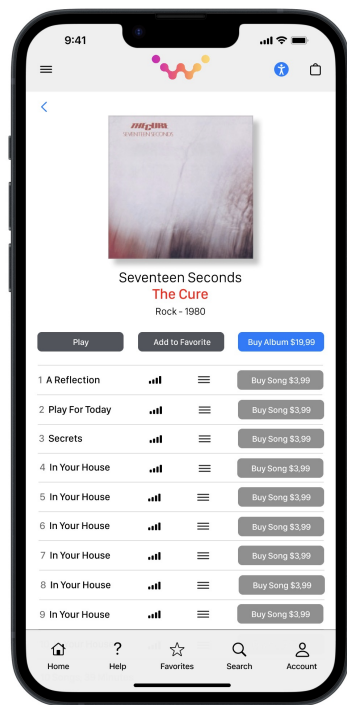
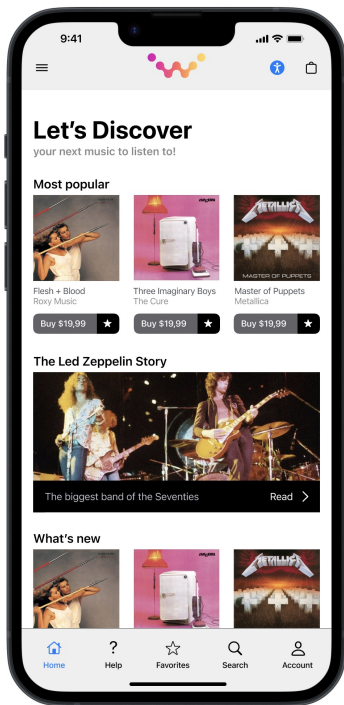
Before usability study 2



After usability study 2



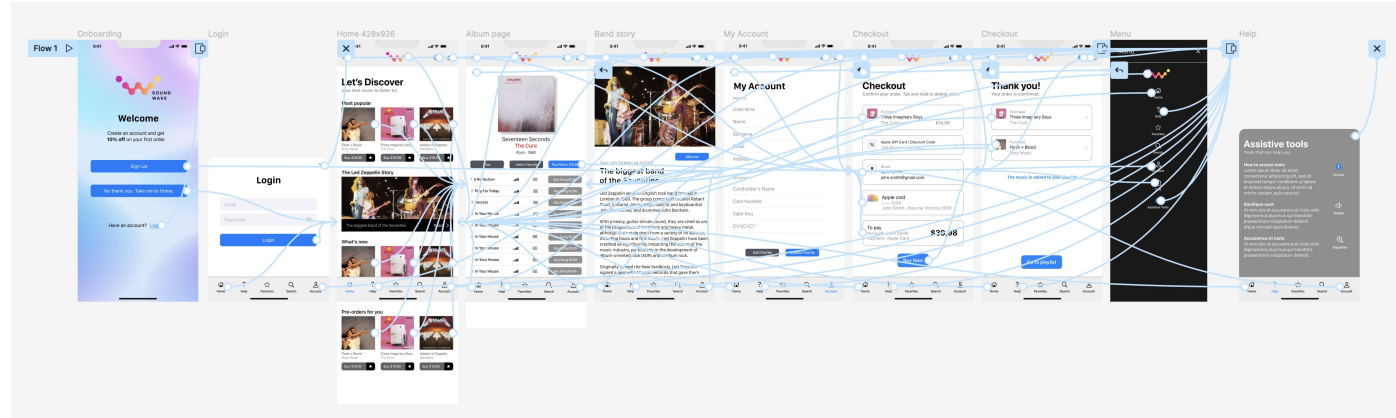
Mockups



High-fidelity prototype

The high-fidelity prototype presented cleaner user flows for finding and ordering music. It also included more recognizable icons.

View the Music App [High-fidelity prototype](#)



Accessibility considerations

1

Added a help page for general “how to” with accessibility tools for magnification and screen reader in the app.

2

Added a general accessibility icon in the navigation.

3

Added a “magnification option” and “screen reader option” in the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app provides users with a full music listening experience with pre-order music available. By adding accessibility tools in the app, will help more users get a better experience.



What I learned:

Design: While designing, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs. Iconography: using icons from other known apps is helpful in recognition. Creating a unique icon isn't always beneficial to the user.

Next steps

1

The engineers can start working on the intro page, homepage, user profile page, checkout page and navigation.

2

I will continue designing the favorite page, search page.

3

I will have a talk with the engineers about how to implement the assistive tools in the app.

Let's connect!



Thank you for reviewing my work on the endangered leopard mobile app and website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: xxxx@email.com
Website: xxxxdesign.com

Thank you!