

# musicHub

José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# **Final Group Project Report and Prototype**

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## **Final Group Project Report and Prototype**

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### **PROJECT IDEA**

Liana's Idea - "The app I propose is like social media and hiring committee all in one. With Music Hub users can connect with their favorite artists or their fans, hire musicians for an event, discover new artists, or create their own temporary or permanent musical group."

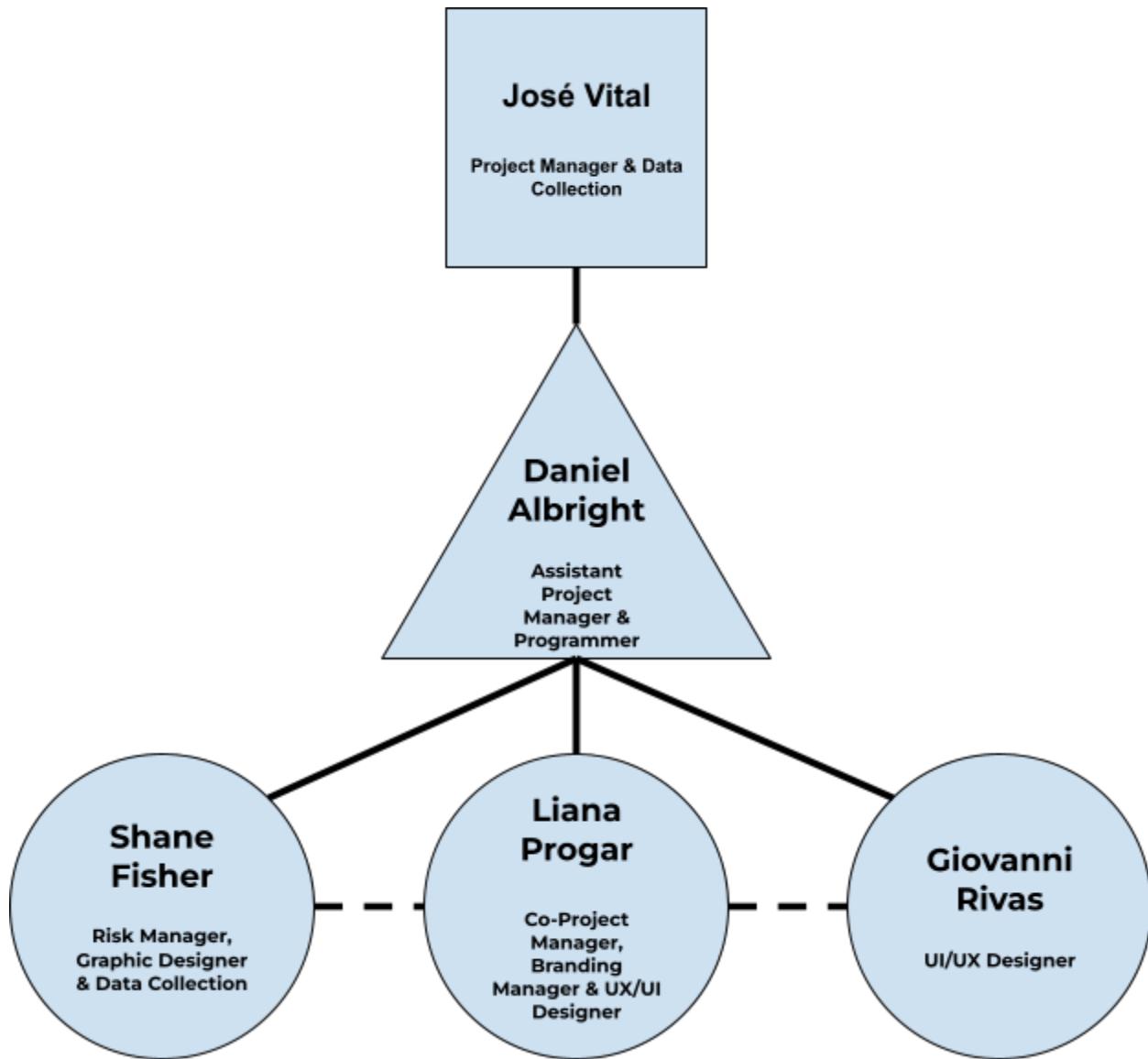
Giovanni's Idea - "My idea for this app "Jamsy" is to create a music collaborative application that unites the musicians worldwide in real-time creative sessions. With the interface that Jamsy will provide, it will showcase smart matching algorithms, artist profiles featuring upcoming events, while providing a platform that will provide personalized collaborations, creating a lively community for musicians and their fans."

With these two initial ideas, we combined them to create the final version of MusicHub.

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# **GROUP IDEA & TEAM FORMATION**



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### **José Vital - Project Manager & Data Collection**

- Set clear dates for deliverables
- Schedule meeting times
- Check in with team to make sure direction of the project aligns with everyone's goals
- Submit group assignments
- Contribute with design mock ups and detailed feedback
- Organize communication between the group and professor
- Find data
- Organize interviews
- Create clear visual representation of data
- Get user feedback on prototypes

### **Daniel Albright - Assistant Project Manager & Programmer**

- Enforce deadlines
- Bridge between designers and management
- Submit group assignments if Project Manager is unavailable
- Majority of the writing responsibilities
- Assist in conducting interviews/researching
- Get user feedback on prototypes
- Making assets
- Creating prototypes

### **Liana Progar - Co-Project Manager, Branding Manager & UX/UI Designer**

- Schedule meeting times
- Leave detailed feedback on work
- Organize communication between the group and professor
- Illustrate design concepts
- Make page navigation, buttons, search fields, and other needed assets
- Create prototypes to represent clearly how the site should look and work
- Graphic design
- Identify and resolve UX/UI issues and make layout changes based on user feedback
- Create a style guide
- Select fonts, logos, colors, etc. to represent the app

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### **Giovanni Rivas - UI/UX Designer**

- Prototyping
- Visual design
- Usability testing
- Updating documentation
- User Research
- Design system adherence
- Accessibility Implementations
- Stakeholder Communication

### **Shane Fisher - Risk Manager, Graphic Designer & Data Collection**

- Contribute to the visual aspect
- Work on functional designs
- Evaluate key decisions for success
- Help with major writing portions
- Flaw mitigation
- Data input
- Data organization
- Provide feedback to programmers
- Help where needed

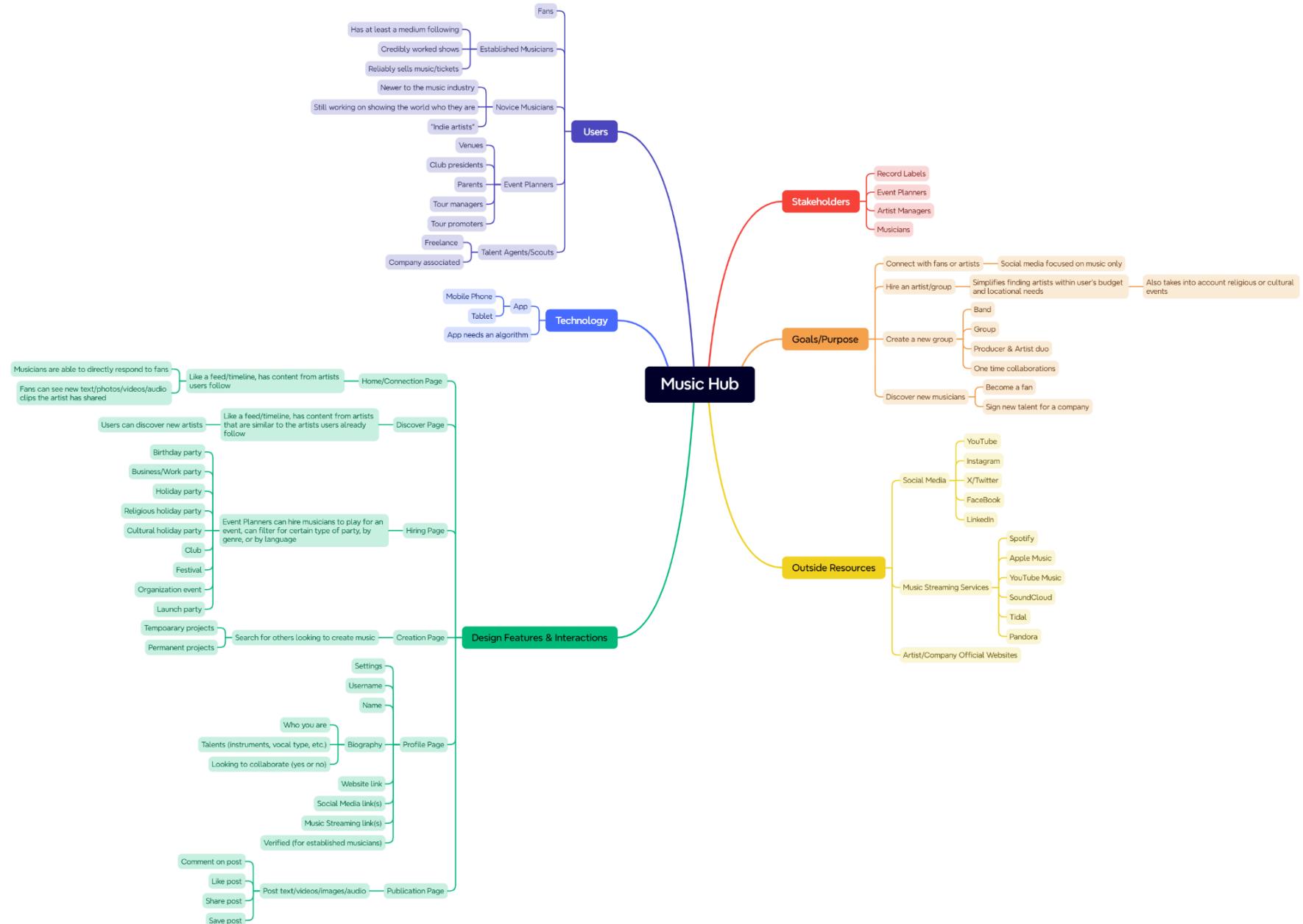
While the original idea for Music Hub was created by Liana, when coming together as a group we were able to brainstorm something amazing together. We all wanted to make something where people could connect and be more social. This included songs, feed, profiles, venue and concert sales, and more!

We all loved the idea of Music Hub since we all bonded over our love for music. We found it important to be something different and unique while also providing things that users would actually use and need rather than functions just for looks.

Each individual comes from different backgrounds but has a lot of skills to offer. Some skills that we shared that elevated this project would be project management skills, graphic design, UX design, organization, data input, and prototyping are among the many skills this team had to share and complimented well with each other.

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Presented with xmind

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# **DECISION CRITERION TABLE – MARKET MATRIX**

## **EXAMPLES IN THE MARKETPLACE**

### **José Vital**

- LinkedIn
- Slack
- ReverbNation

### **Daniel Albright**

- TikTok
- BandLab
- Discord

### **Liana Progar**

- Instagram
- Twitter
- Meetup

### **Giovanni Rivas**

- Apple Music
- Soundcloud
- iHeartRadio

### **Shane Fisher**

- Spotify
- YouTube Music
- Pandora

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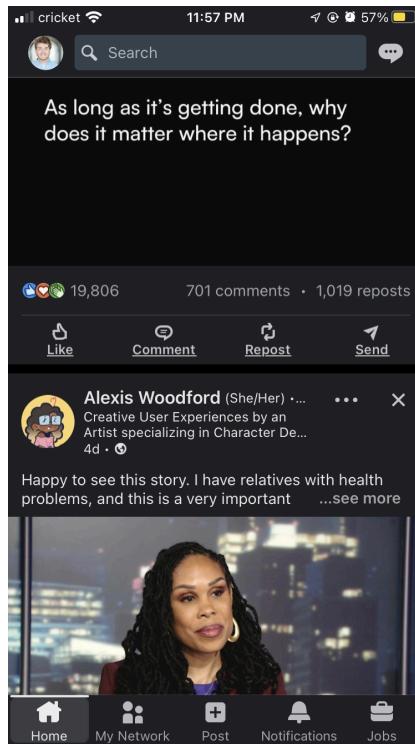
### JOB SEARCH

#### LinkedIn

<https://www.linkedin.com/>

**Overview:** LinkedIn is a social media app that is geared towards career minded professionals. Its goal is to connect businesses and employees with each other to create job opportunities or even just strengthen/grow your professional network.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Brand Recognition</li><li>• Easy to post resume</li><li>• Number of active users</li><li>• Audio/Video calling</li><li>• Targeted Advertising</li><li>• Features/Solutions for various things like sales relationships, learning &amp; education, and finding talent</li></ul>	<ul style="list-style-type: none"><li>• Some features are locked behind a paywall</li><li>• Fake users/spam bots</li><li>• Privacy breaches in the past</li><li>• Ease of access (how to fully utilize platform)</li><li>• The platform's reliance on the job market</li></ul>



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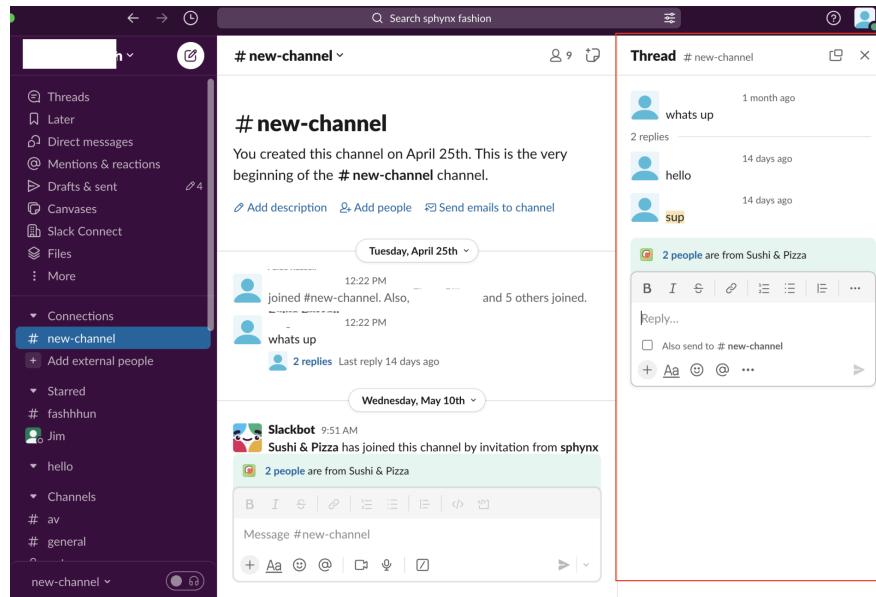
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## Slack

<https://slack.com/>

**Overview:** Slack is a business focused communication platform. It has an emphasis on communication between teams or internally within the organization/company. Slack uses servers that host text channels where they are able to communicate with teammates and even has a call feature where you can collaborate live with others. You can join slack groups where you are able to network and talk to peers, oftentimes there are jobs posted or job listings on these private groups.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>Uniqueness; one of the only products that offer this service to businesses.</li><li>Free access to (most) services</li><li>How personalized or specific a topic or group can be</li><li>Easy real time collaboration for projects</li><li>Fully functioning desktop app</li></ul>	<ul style="list-style-type: none"><li>Sending bigger sized files is locked behind a paywall</li><li>Difficult to use for general networking like LinkedIn since there isn't a home/discover page</li><li>Hard to dig through old messages</li></ul>



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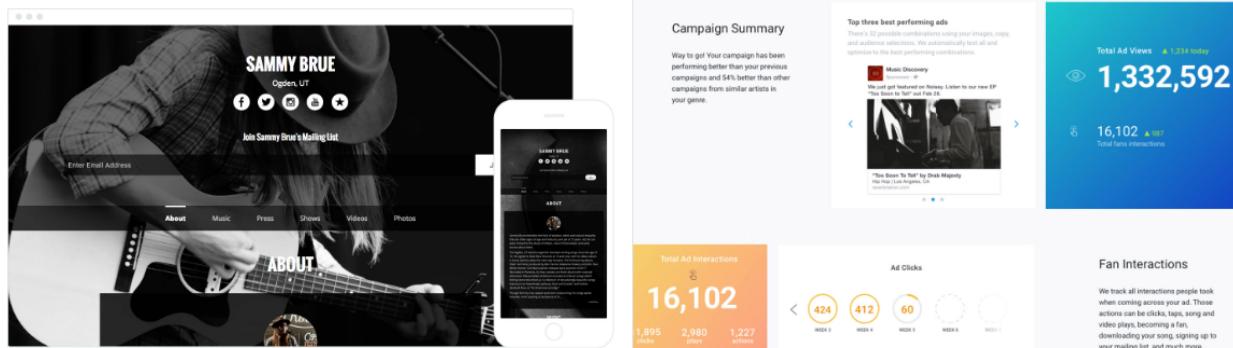
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## ReverbNation

<https://www.reverbnation.com/>

**Overview:** ReverbNation is a website that focuses on helping independent artists launch and maintain their music career. They do this by trying to create a relationship between musicians, producers, and venues on their platform so they can all communicate with each other.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>Attract listeners, producers, labels, and venues</li><li>Track analytics for listenership and remind fans about events or new music.</li><li>Crowd Review feature to track market appeal for a song</li><li>Targeted Ads</li><li>Embedded links</li><li>Customizable band profile</li></ul>	<ul style="list-style-type: none"><li>Userbase isn't large</li><li>Not enough organization for how much the platform provides</li><li>Some features locked behind paywall</li><li>Reported issues with the media player</li><li>Size limit for files</li></ul>



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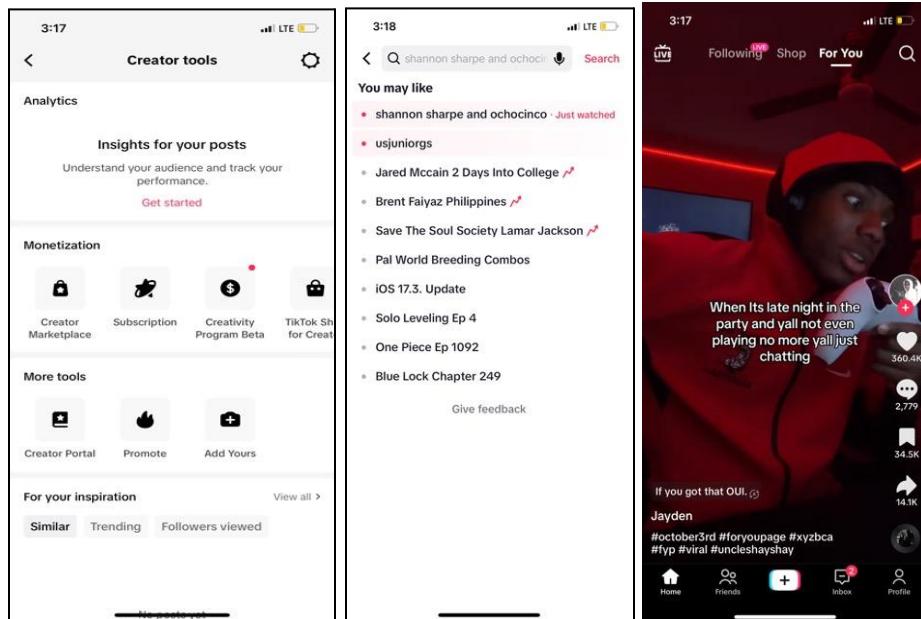
## CONNECTIVITY

### TikTok

<https://www.tiktok.com/en/>

**Overview:** TikTok emerges as a dynamic and innovative social media platform, distinguished by its emphasis on concise, engaging videos ranging from 15 to 60 seconds. Positioned as a conduit for self-expression, users leverage the platform to showcase a myriad of talents. The core of TikTok's ability to connect people stems from its algorithm which adeptly recognizes user interests and curates a feed based off of them.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Collaborations/Duets</li><li>• Personalized feed</li><li>• Ability to upload unique sounds</li><li>• Focus on short-form content</li><li>• Trends boosting reach</li><li>• Large active user base</li><li>• Easy upload process</li><li>• Multiple content forms</li></ul>	<ul style="list-style-type: none"><li>• Over personalization</li><li>• Inconsistent messaging system</li><li>• Not transparent algorithm</li><li>• Data collection/sharing concerns</li><li>• Lack of long-form content</li><li>• Content overload</li><li>• Inaccessible menus</li></ul>



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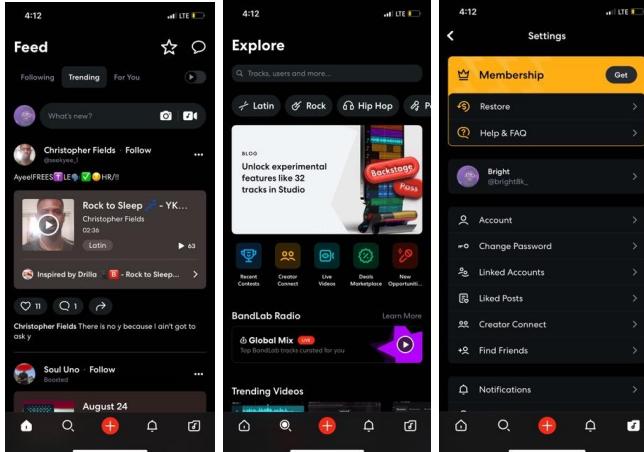
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## BandLab

<https://www.bandlab.com/?lang=en>

**Overview:** BandLab stands out as a dedicated platform for music collaboration, providing a virtual space where musicians can seamlessly create, edit, and share their musical endeavors. The platform's multi-track editing capabilities and built-in social network contribute to a vibrant community where musicians can engage, share their creations, and collaborate on diverse projects. BandLab's commitment to offering free access to essential music creation features encourages a broad audience, promoting inclusivity within the music creation space.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Creation platform</li><li>• Integrated social platform</li><li>• Music streaming capabilities</li><li>• Free</li><li>• Cloud-based</li><li>• Collaborative base</li><li>• Multi-track editing</li><li>• Audio mixing software</li><li>• Recording platform</li><li>• Career focus</li><li>• Networking based system</li><li>• Instant messenger</li><li>• Trending feed</li><li>• Communities</li></ul>	<ul style="list-style-type: none"><li>• Hard to learn</li><li>• Limited non-music features</li><li>• Offline accessibility</li><li>• Accessibility features</li><li>• Niche focus</li><li>• Mobile-centric</li><li>• No algorithmic discovery</li></ul>



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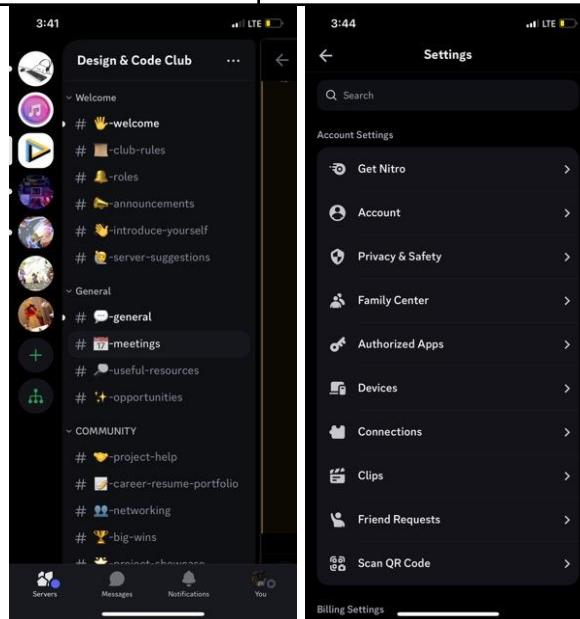
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## Discord

<https://discord.com>

**Overview:** Discord is a robust communication platform originally created for gamers, that has evolved into a versatile space made for connecting to different communities. It has real-time messaging, live chatting, and streaming capabilities that allow it to be an environment for people to come together and engage effortlessly. The platform supports and promotes both intimate close conversation and large scale community interactions, accomplishing so through bots and admin systems.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Versatile communication servers</li><li>• Server based communities</li><li>• Cross-platform accessibility</li><li>• Incredible customization</li><li>• Bot features</li><li>• Real-time collaboration</li><li>• Control hierarchy</li><li>• Computing power</li><li>• Accessibility settings</li><li>• Video and Audio capability</li><li>• Simple direct messaging system</li></ul>	<ul style="list-style-type: none"><li>• Lack of tutorial/ease of access</li><li>• Varying quality of video/audio</li><li>• Limited search functionality</li><li>• Lack of content moderation</li><li>• Difficult navigation</li></ul>



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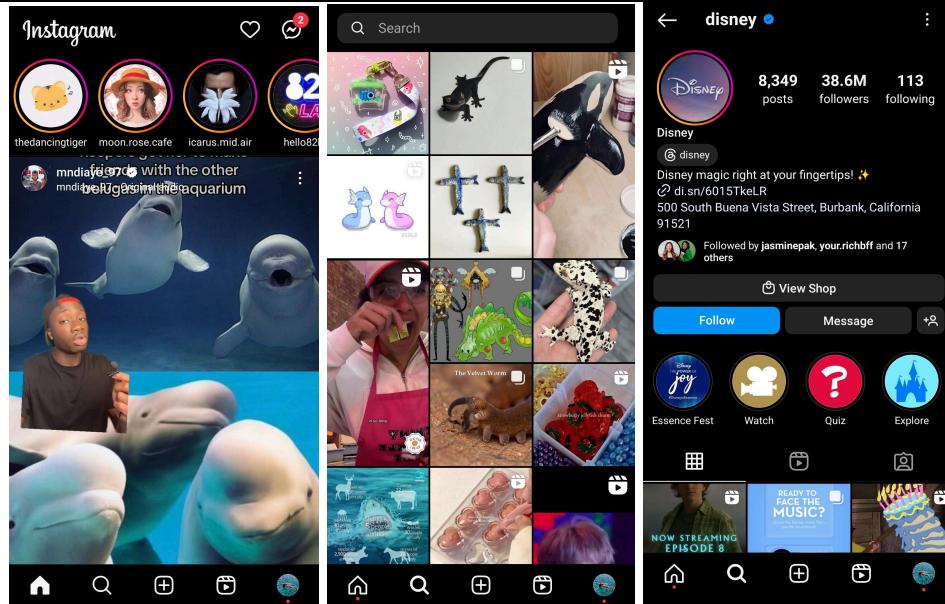
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## Instagram

<https://www.instagram.com/>

**Overview:** Instagram is a social media platform that looks to connect people through the internet. Boasting over 2.4 billion monthly active Instagram users in 2023, Instagram is ranked in the top five most used social media platforms in the world. People can connect to people they know, strangers, and celebrities. The main components of Instagram are posting images or videos, direct messaging, and live streams. Additionally, Instagram allows people to post temporary content for up to 24 hours. The app uses an algorithm to suggest new content users may like based on previous interaction history.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Large active user base</li><li>• Various ways to share content</li><li>• Can customize and edit content</li><li>• Easy to use messaging system</li><li>• Very collaborative</li><li>• Business Instagram pages</li><li>• Stricter verification process</li><li>• Notifies user upload is in process</li><li>• Accessibility features</li><li>• Edit after something is posted</li></ul>	<ul style="list-style-type: none"><li>• The app glitches sometimes</li><li>• The algorithm can become too specified, blocking new content from new viewers</li><li>• Hard to manage notification settings</li><li>• Settings layout is confusing</li><li>• Hashtag sorting doesn't work in smaller creators' favors</li><li>• Flags posts for violating guidelines when they don't</li></ul>



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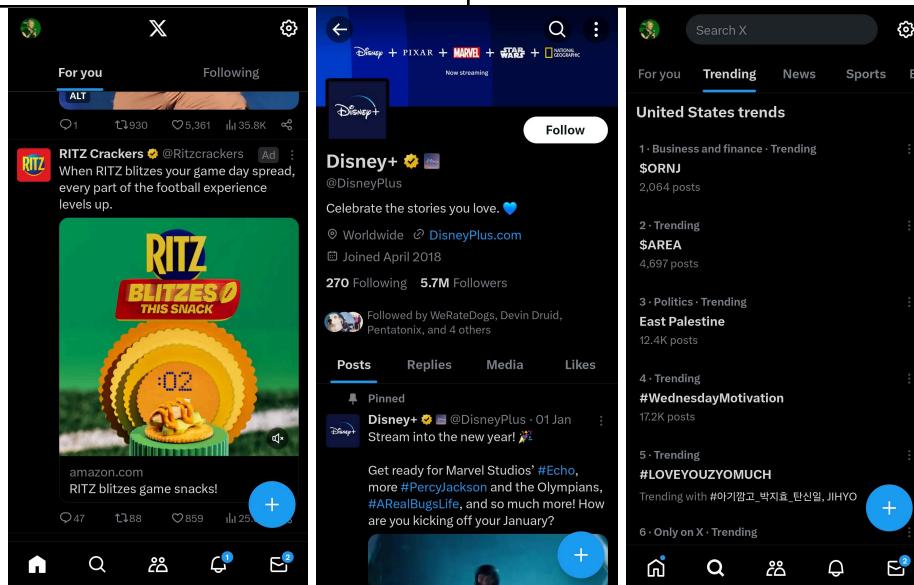
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## Twitter

<https://twitter.com/home>

**Overview:** Twitter is a text based social media platform. With about 528.3 million active users, Twitter allows users to post text, photos, gifs, and videos. Users may lengthen their posts by creating “threads,” a sequence of posts connected to each other. Additionally, users may host video live streams or audio only live streams, “Spaces.” The app’s main purpose is connecting users to others around the world. Twitter is generally known for sharing opinions or sharing short news snippets. Users may pin a post to the top of their profile, create “Lists” of specific accounts’ posts, and bookmark posts.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>Quick easy to share content</li><li>Strong direct message filtering</li><li>Split feed pages</li><li>Easy to search topics</li><li>Hashtags are curated to user, but can be changed to see broader tags</li><li>Content warnings for 18+ material</li><li>Notifies user upload is in process</li><li>Algorithm shows a wider diversity in recommended posts</li><li>Accessibility features</li></ul>	<ul style="list-style-type: none"><li>Paid verification process</li><li>A lot of ads</li><li>Notifications don't always work</li><li>Hard to manage notification settings</li><li>Fast paced, more prone to spamming</li><li>Small character limit</li><li>Organizing posts has a learning curve</li><li>Less people enjoy Twitter after Elon</li><li>Direct Message group chats are hard to make</li><li>Not all features are free</li></ul>



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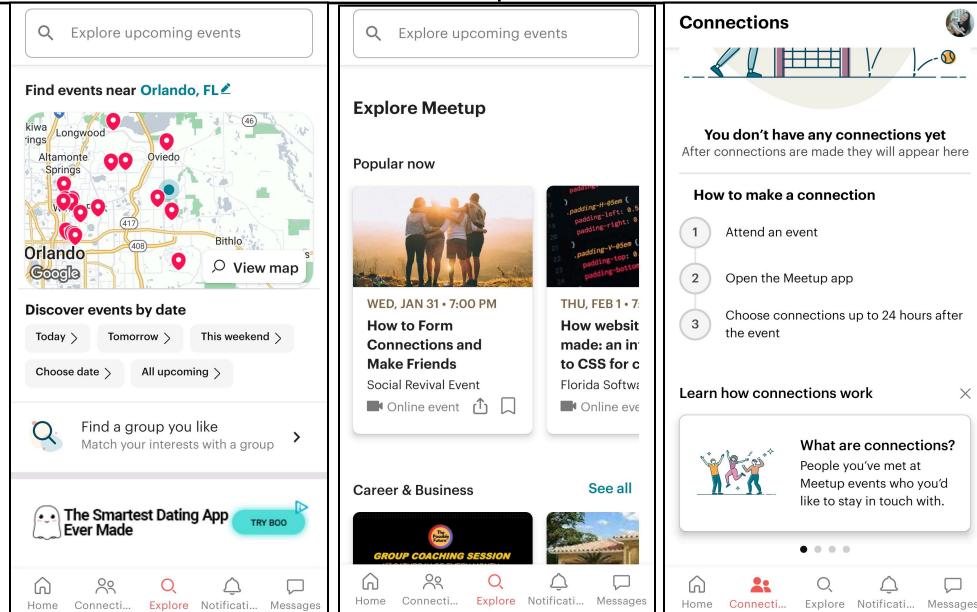
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## Meetup

<https://www.meetup.com/>

**Overview:** Meetup is an event-based community building app. Users are able to search for events and groups in their area or create their own event or group if they can't find what they're looking for. With over 60 million users, Meetup has groups and events that cater to various interests and hobbies. On each event page users are given more information about the event. Things like a summary of the event, the date, the time, the location, who is organizing it, who the leaders of the group are, previous pictures, etc. On each group page users are able to see where the group is located, who's in the group, who the group organizers are, about the group, their past and upcoming events, photos, discussions, and message boards. Additionally, Meetup's algorithm will suggest similar groups and events related to the page the user is currently viewing.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Easy to navigate</li><li>• Sorted feed of events</li><li>• Keeps track of your RSVPed events</li><li>• Direct messages one on one or as a group</li><li>• A lot details shared about events</li><li>• Various ways to sort and filter events/groups</li><li>• Easy to set up profile</li></ul>	<ul style="list-style-type: none"><li>• Doesn't remember your location after sign up</li><li>• Not all features are accessible for free</li><li>• To start a group, an Organizer Plan is needed</li><li>• Lack of accessibility settings</li><li>• Settings are in two different places</li><li>• You must sign in to view anything</li></ul>



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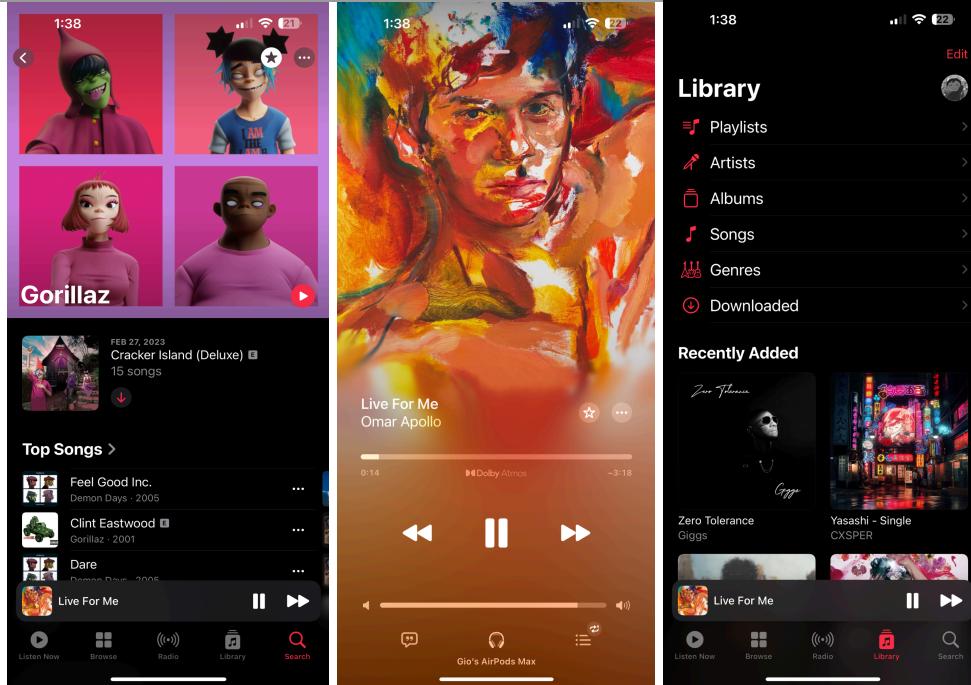
## STREAMING

### Apple Music

<https://music.apple.com/us/browse>

**Overview:** Apple Music is a music streaming service offered by Apple, showcasing a vast library of over 75 million songs. Apple Music caters to a diverse audience, ranging from niche genres to mainstream hits. Apple Music integrates seamlessly within the Apple ecosystem, letting users create customized playlists, stream a variety of radio stations, as well as exclusive content. This music streaming service also provides features such as high-quality audio, offline listening, as well as a user-friendly interface for all types of users.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>Extensive, 75+ million songs</li><li>Seamless within Apple ecosystem</li><li>Robust recommendations and curated playlists</li><li>Download for offline playback</li><li>Some curated playlists allow user contributions</li></ul>	<ul style="list-style-type: none"><li>May favor mainstream over independent artists</li><li>Primarily caters to Apple users</li><li>Discovery of new, independent music may be limited</li><li>Limited offline functionality</li><li>Limited compared to platforms focused on user-generated content</li></ul>



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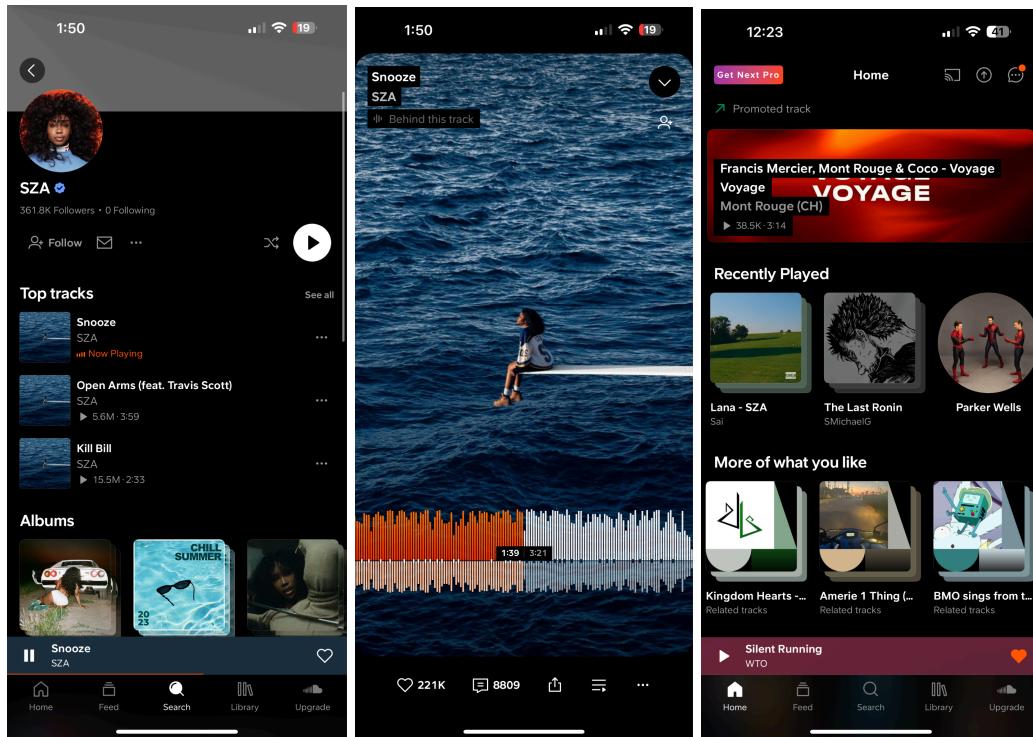
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### SoundCloud

<https://soundcloud.com/>

**Overview:** Soundcloud is a unique music streaming platform that promotes a global community of emerging and established artists. Unlike Spotify and Apple Music, it allows musicians to upload and share their own tracks, making it a central hub for discovering emerging musicians as well as underground music. Users can also explore a diverse range of genres, follow their favorite artist, and interact with a variety of vibrant music communities.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Direct artist interaction and user-generated content</li><li>• Diverse, inclusive of independent artists</li><li>• General accessibility but lacks ecosystem integration</li><li>• User-created playlists and discovery features</li></ul>	<ul style="list-style-type: none"><li>• Content quality may vary</li><li>• Lesser-known artists may have limited visibility</li><li>• Standalone app, not deeply integrated with other platforms</li><li>• Less personalized than some other platforms</li></ul>



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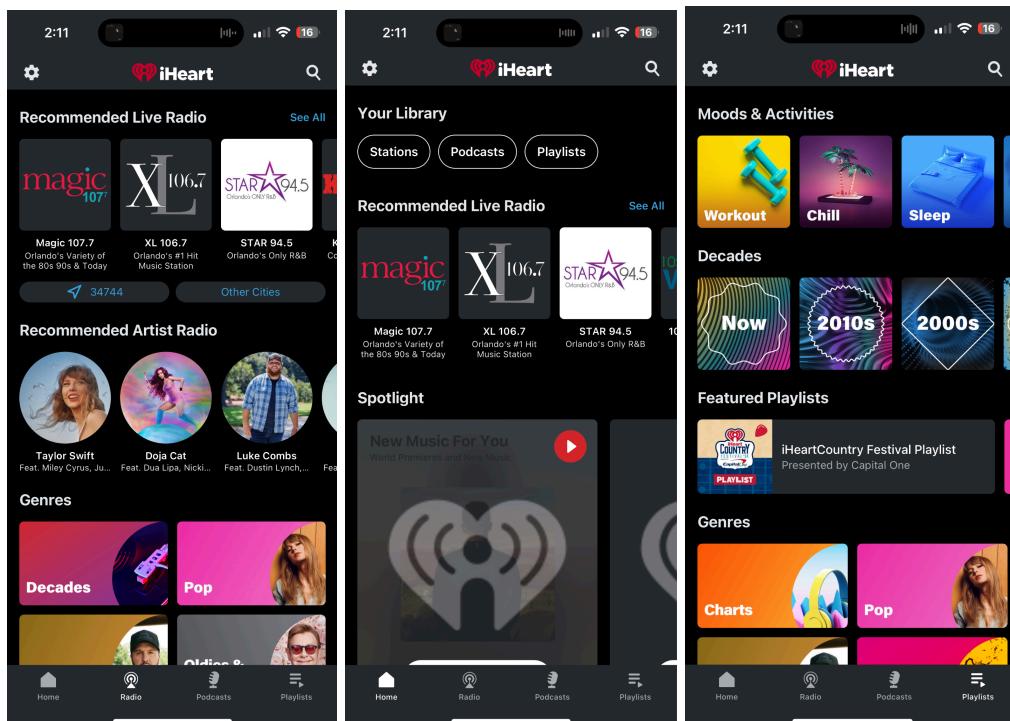
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## iHeartRadio

<https://www.iheart.com/>

**Overview:** iHeartRadio is a music streaming app that offers a mixture of curated playlist, live radio, as well as personalized stations. iHeart Radio not only has access to thousands of live radio stations but it also has access to podcasts, and artist-hosted shows, providing a diverse listening experience. This music streaming app also features a similar yet unique thumbs-up/thumbs-down system for a personalized recommendation.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>Wide variety, including live radio</li><li>Live radio stations and exclusive shows</li><li>Thumbs-up/thumbs-down for refined recommendations</li><li>Limited offline functionality</li><li>Variety in radio stations and exclusive shows</li></ul>	<ul style="list-style-type: none"><li>Less extensive than some other platforms</li><li>Less deeply integrated with other platforms</li><li>Less emphasis on discovering independent artists</li></ul>



## Final Group Project Report and Prototype

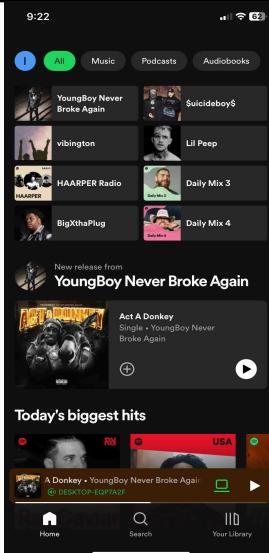
MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

### Spotify

<https://open.spotify.com/>

**Overview:** Spotify is a website and mobile app that allows users to listen to their favorite music, podcasts and audiobooks. Spotify allows personal customization and curates unique playlists for each user based on their music taste. They allow fans to get notified about their favorite artists upcoming shows and merch drops. They also allow you to connect with friends and share what you listen to.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Working Website</li><li>• Multi User/ Family Plans</li><li>• Working App</li><li>• Device Connection</li><li>• User Profiles</li><li>• Privacy settings</li><li>• Customizable audio playback</li><li>• Share listening activity to friends</li><li>• Connects to facebook</li><li>• Caters custom playlists to users</li><li>• Listening data provided to users</li><li>• Generally clean design for music you like</li><li>• Music, Podcasts, and Audiobooks</li><li>• Displays upcoming shows and merch</li></ul>	<ul style="list-style-type: none"><li>• Lack luster Home Page</li><li>• No FAQ Page</li><li>• Lack of accessibility features</li><li>• Lacking a good setting UI</li><li>• Website directs user to use the app instead of of webpage</li><li>• Comes at a cost to listen without ads</li><li>• Can't handle account details without a pop up to spotify site</li></ul>



# Final Group Project Report and Prototype

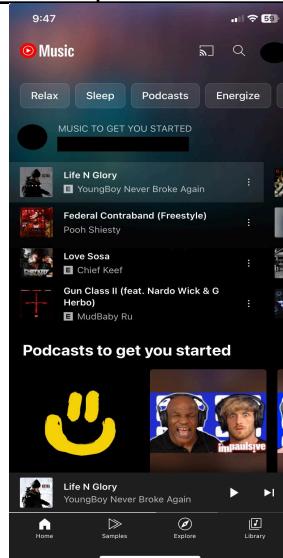
MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## YouTube Music

<https://music.youtube.com>

**Overview:** Youtube Music being an extension of regular youtube strives to provide a more catered experience for listening to music. Youtube Music pulls the music videos you have listened to or watched on regular youtube and allows you to listen to them on the separate app as well. They offer music discovery as well as being able to see the stats that each music video has in terms of likes and comments. Youtube Music seems to be very similar to the competition.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Working Website</li><li>• Working App</li><li>• Connected to YouTube account</li><li>• Music preloaded based on YouTube history</li><li>• Clean looking UI</li><li>• Similar explore to YouTube app</li><li>• Can see the likes and comments</li><li>• Prescreens to accurately recommend songs to users</li><li>• For songs that have a music video users can watch while listening</li><li>• Lots of details on songs, albums, and artists</li></ul>	<ul style="list-style-type: none"><li>• No accessibility features</li><li>• No help options or support options</li><li>• No FAQ</li><li>• Limited customization settings</li><li>• Settings difficult to find</li><li>• Similar look to competitors</li><li>• Comes at a cost to listen without ads</li><li>• No UI customization</li><li>• Music pauses if user's screen turns off</li><li>• Media player page has too many small icon buttons leading to lots of misclick</li></ul>



## Final Group Project Report and Prototype

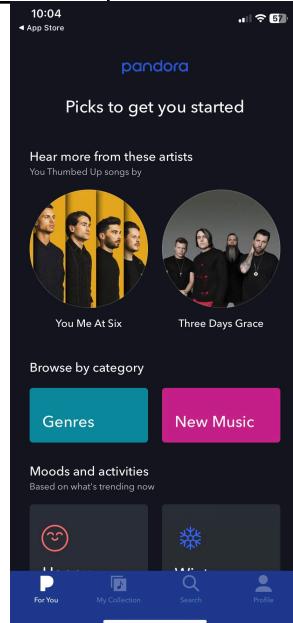
MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

### Pandora

<https://www.pandora.com>

**Overview:** Pandora is a super simple music platform that lets users listen and discover their favorite artists. Compared to their competitors, Pandora is a super simple platform. It allows personalization of a profile where users can share their current favorite artists and playlists while also catering artists for suggestions based on what they listen to. The app functions well but like the others is behind a paywall.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Working Website</li><li>• Working App</li><li>• Simple but functional design</li><li>• Help page with FAQ</li><li>• Device Connection</li><li>• Personal profiles (public or private)</li><li>• Sleep Timer</li><li>• Alarm Clock</li><li>• Music Category discovery</li><li>• Offers Music and Podcasts</li><li>• Share personal profiles and music</li><li>• Connect through Facebook and add friends</li><li>• Functional explore and search page</li></ul>	<ul style="list-style-type: none"><li>• No accessibility features</li><li>• No audio configuration or customization</li><li>• Comes at a cost to listen without ads</li><li>• No UI customization</li><li>• A lot more ads than competitors</li><li>• Website works but the mobile app is more dominant in functionality</li></ul>



# Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## STREAMING MARKETING MATRIX

Streaming Competitors	Custom Profiles	Catered Music	Playback Customization	Links to Social Media	Podcasts	AudioBooks	Library Size	Offline Playback	Personalization	Playlist Creation	Discoverability	Social Integration	Quality Of Audio	Live Radio	Podcasts	Lyrics Integration	User Interface	Cross-Platform	Ad-Free Option	Price	Family Plan	Free Tier	Exclusive Content	Offline Mixtape	Radio Stations
Apple Music	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	
BandCamp	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	0	1	0	1	1	1	1	0	
Deezer	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
iHeartRadio	0	0	0	1	1	0	0	1	1	1	0	0	1	1	0	0	1	0	0	0	0	0	0	1	
LiveXLive	0	1	1	1	1	1	0	1	0	1	1	1	1	0	0	1	1	0	1	1	0	1	0	1	
Mixcloud	0	1	1	1	1	1	0	1	0	1	1	1	1	1	0	1	1	0	0	0	1	1	0	1	
Pandora	1	1	0	1	1	0	0	1	1	1	1	0	1	0	0	0	1	0	1	1	1	0	0	1	
SoundCloud	0	1	1	1	1	0	1	1	1	1	1	0	1	0	1	1	0	0	1	0	0	0	0	0	
Spotify	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Tidal	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	1	0	1	1	1	
YouTube Music	0	1	0	0	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	
Total	6	10	8	10	11	7	7	11	9	11	11	10	9	7	8	5	9	11	5	7	7	7	8	6	9
Percent	55%	91%	73%	91%	100%	64%	64%	100%	82%	100%	100%	91%	82%	64%	73%	45%	82%	100%	45%	64%	64%	64%	73%	55%	82%

# Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## JOB SEARCH MARKETING MATRIX

Job Search Competitors	Marketing Features											
	Paywalled Features (Employees/Non-Business)	Video Calling	File Upload	Large Userbase	Audio Calling	Desktop App Integration	Analytics	Ad Optimization	Direct Messaging	Creating Specialized Chats	Paywalled Features for Businesses	
Glassdoor	0	0	1	1	0	0	1	0	1	0	1	
Handshake	1	1	1	1	1	0	1	0	1	0	1	
Indeed	1	1	1	1	1	0	1	0	1	0	1	
Jobcase	0	0	1	0	0	0	0	0	1	0	0	
Jobscan	1	0	1	0	0	0	0	0	1	0	0	
LinkedIn	1	1	1	1	1	0	1	1	1	0	1	
ReverbNation	1	0	1	0	0	0	1	1	1	1	1	
Slack	1	1	1	1	1	1	0	0	1	1	1	
Xing	1	0	1	0	0	0	0	0	1	0	1	
ZipRecruiter	0	0	1	1	0	0	1	0	1	0	1	
Total	7	4	10	6	4	1	6	2	10	2	8	
Percent	70%	40%	100%	60%	40%	10%	60%	20%	100%	20%	80%	

# Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## CONNECTIVITY MARKETING MATRIX

Connectivity Competitors	Marketing Features																																							
	Direct Messaging	Group Chat Messaging	Comment	Like	Share	Save	Post Image	Post Text	Post Audio	Post Video	Organize Saved	Send Voice Message	Feed Page	Explore Page	Creation Page	Video Explore Page	Temporary Content	Notifications	Profile	Pinned Post(s)	Edit Biography	Link other social media	Profile picture	Name	Username	Pronouns	Activity status	Verified	Tagged In Page	Limit viewers	Following	Followers	Post Notifications	Live Notifications	Story Notifications	Archive	See more frequently	Insights	Donations	
BandLab	1	0	1	1	1	1	1	1	0	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	1	1	0					
Discord	1	1	0	0	1	0	1	1	1	0	1	0	0	0	0	0	1	1	1	1	0	1	0	1	1	0	1	1	0	0	0	0	0	1						
Facebook	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	1	1	1	1	1					
Instagram	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					
Meetup	1	1	1	1	1	1	1	1	0	1	1	0	1	1	0	0	0	1	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0					
TikTok	1	0	1	1	1	1	1	0	0	1	1	0	1	0	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1					
Twitter	1	1	1	1	1	1	1	1	0	1	0	1	1	1	0	0	0	1	1	1	1	0	1	1	0	0	1	0	1	1	1	1	0	1	0					
Slack	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	1	1	0	0	1	0	1	0	1	0	0	0	1	0	0	0	0	0					
Snapchat	1	1	0	1	1	1	1	1	1	0	1	1	0	1	1	1	1	0	0	0	0	1	1	0	1	1	0	1	1	0	1	0	1	0	0					
Total	9	7	7	8	9	8	9	8	5	9	4	6	7	5	5	4	4	4	9	9	7	6	4	8	4	9	7	3	6	6	2	6	9	5	8	4	4	5	5	4
Percent	100%	78%	78%	89%	100%	89%	100%	89%	56%	100%	44%	67%	78%	56%	56%	44%	44%	100%	100%	78%	67%	44%	89%	44%	100%	78%	33%	67%	67%	22%	67%	100%	56%	89%	44%	44%	44%	56%	56%	44%

Story Highlight	Collaborative Post	Shopping	Video Call	Voice Call	Add audio to post	Requests Inbox	Message Filter	Comment Filter	Hide Comments	Turn off comments	Hide like count	Green screen	Use other's audio	Live streaming	Location	Group save collection	Two feed pages
0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0		
0	0	0	1	1	0	0	0	0	0	0	0	0	1	1	0	0	
1	1	1	1	1	1	1	0	0	1	0	0	0	1	1	1	0	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	1
0	0	1	0	0	1	0	0	0	0	0	0	0	1	1	1	0	1
0	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	0	1
0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1
1	0	0	1	1	1	0	0	0	0	1	1	0	1	1	1	1	1
3	3	3	5	5	4	3	3	2	4	2	1	2	4	5	8	3	5
33%	33%	33%	56%	56%	44%	33%	33%	22%	44%	22%	11%	22%	44%	56%	89%	33%	56%

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# USERS DEFINED USERS AND STAKEHOLDERS

## USER PROFILES

### Primary Users

- 11 - 20 Years Old
  - **Education:** College
  - **Majors:** Computer Science, Psychology, Film, Studio Art, Early Childhood Education, Digital Media: Web Design
  - **Music Genres:** Pop, Rock, Hip Hop, K-Pop, Metal, Jazz, Punk Rock, Regatón, R&B, Indie
  - **Music Streaming Services:** Spotify, Apple Music
  - **Social Medias:** Instagram, Tiktok, X
  - **Job Search:** LinkedIn, Handshake, Indeed
- 21 - 30 Years Old
  - **Education:** College, Greater Education
  - **Majors:** Criminal Justice, Entertainment Management, Architecture, Communication, Digital Media, Business, Mech Engineering, Fine Arts, Web Design, Psychology, Art
  - **Music Genres:** Japanese Pop, Classic Rock, Pop, Rap, Folk, R&B, Latin Pop, Alt Rock, Emo, Metal, Hip-hop, EDM, Spanish Rock, Indie, Regatón, Kpop
  - **Music Streaming Services:** Spotify, Apple Music, YouTube Music
  - **Social Medias:** Instagram, Tiktok, X, Discord, YouTube, Snapchat
  - **Job Search:** LinkedIn, Indeed
- 41 - 50 Years Old
  - **Education:** College, Greater Education
  - **Majors:** Studio Art, Africana Studies
  - **Music Genres:** Hip-hop, Rap, Pop, Large range
  - **Music Streaming Services:** Amazon Music, Spotify, iTunes
  - **Social Medias:** Instagram
  - **Job Search:** Google, Indeed

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- Music Creators
  - Age: 21 - 50 years old
  - **Education:** College, Greater Education
  - **Majors:** Studio Art, Africana Studies, Criminal Justice, Entertainment Management, Architecture, Communication, Digital Media, Business, Mechanical Engineering, Fine Arts, Web Design, Clinical Psychology, Studio Art
  - **Music Genres:** Hip-hop, Rap, Pop, Japanese Pop, Classic Rock, Folk, R&B, Latin Pop, Alt Rock, Emo, Metal, EDM, Spanish Rock, Indie, Regatón, Kpop
  - **Music Streaming Services:** Amazon Music, Spotify, iTunes, Apple Music, Youtube Music
  - **Social Medias:** Instagram, Tiktok, X, Discord, Youtube, Snapchat
  - **Job Search:** Google, Indeed, LinkedIn

### Secondary Users

- Brand Managers
  - Education: College +
  - Majors: Marketing, Communications, Journalism
  - Music Genres: Wide Variety
  - Music Streaming Services: Works with all of them
  - Social Medias: Works with all of them
  - Job Search: Works with all of them

### Stakeholder Profiles

Key Stakeholders	Supportive? (yes / no)	Importance to Success	Goals, Motivations, and interests	Roles
Venues	Yes	High	Host more shows at their venues, the money to be made from shows, providing quality entertainment to customers.	Businesses list their venues on the platform for musicians to perform at.
Record Labels	Yes	High	Signing on talent, potential money to be made off of said talent, and helping develop next generation of musicians	Scout musicians to potentially sign them on

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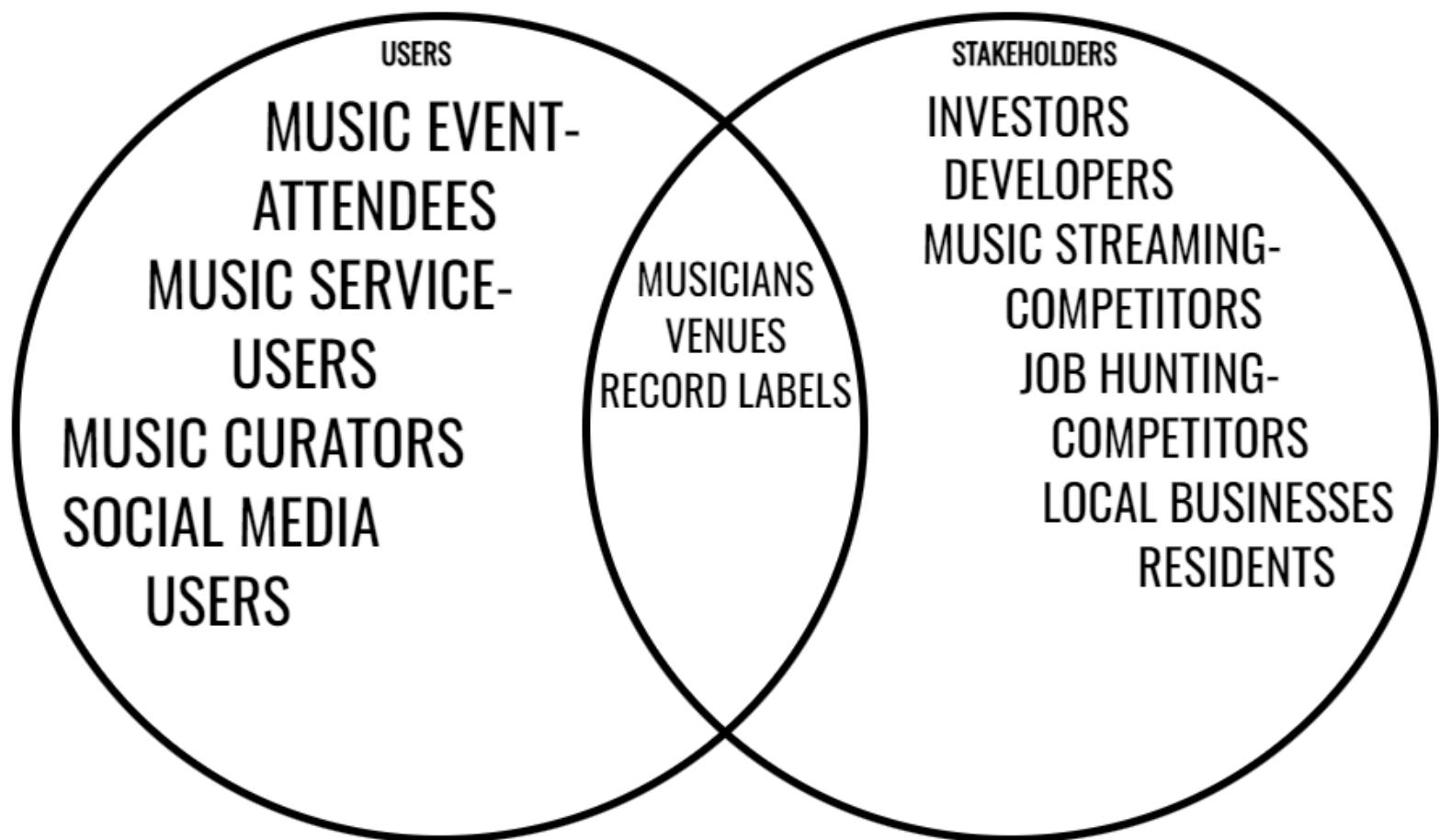
<b>Musicians</b>	Yes	High	To grow their fanbase, an aspiration of being successful or famous, and to monetize their band through album/merch sales and sold out shows	Post content, music or social media, on the platform to boost their presence.
<b>Investors</b>	Yes	High	The success of the platform and their return on investment.	Funding for the project.
<b>Developers</b>	Yes	High	To create an intuitive experience for the users, receive their compensation for this project, and to work in and develop for the music industry.	Create and maintain the platform with the various needs that come with a communication platform as robust as this.
<b>Other music streaming services</b>	No	None	To have their platform be the main music platform used, to make as much money as possible, and to hopefully even purchase the company through an acquisition	Advertiser their platform as the “best”, saturate Music Hub with fake profiles, and attempt to saturate the experience with bots spamming dm's
<b>Job Hunting Sites</b>	No	None	To host all job listings on their platform, create a monopoly for job hunting, and to purchase music hub through an acquisition	Claim that the platform is illegitimate and advertise how their platform is trusted by businesses and professionals for “real” work.
<b>Local Businesses</b>	Yes	Low	Have more foot traffic in their area, more sales for their business, and to create a good environment for both	With the added foot traffic from these shows they can more effectively

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

			themselves and their customers.	advertise their business in the area.
<b>Residents of venue areas</b>	Yes	Low	To have a fun/peaceful community, increase their property value, and not have too much noise bother their living situation.	To have a good relationship with the businesses and venues close by and file complaints to let the businesses know if they have any issues with noise.

### OVERLAPPING PROFILES



## **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# **USER INTERVIEW & SURVEY QUESTIONS + USER DATA**

## **DEMOGRAPHIC QUESTIONS**

- **What is/was your major in college?**
  - Criminal Justice + Anthropology
  - computer science
  - Psychology
  - Film
  - entertainment management
  - Architecture
  - Communication
  - studio art - illustration
  - business
  - Digital Media
  - Africana Studies
  - Web Design
  - Fine arts
  - Clinical psychology
  - Studio Art
  - Digital Media
  - Studio art
  - Digital Media: Web Design
  - Digital Media
  - library and information studies (graduate), microbiology (undergraduate)
  
- **How old are you?**
  - 21 - 30 years old
  - 11 - 20 years old
  - 11 - 20 years old
  - 11 - 20 years old
  - 21 - 30 years old
  - 21 - 30 years old
  - 21 - 30 years old
  - 11 - 20 years old
  - 21 - 30 years old
  - 21 - 30 years old
  - 21 - 30 years old

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- 21 - 30 years old
- 11 - 20 years old
- 21 - 30 years old
- 41 - 50 years old
- 21 - 30 years old
- 21 - 30 years old
- 41 - 50 years old
- 21 - 30 years old
- 21 - 30 years old
- 11 - 20 years old
- 21 - 30 years old
- 21 - 30 years old

- **What state or country do you live in?**

- Florida, USA
- florida
- Florida
- Florida
- Florida
- FL/ USA
- California
- U.S - Florida
- fl usa
- Florida, USA
- Florida
- Florida, United States
- Florida
- Florida, USA
- Florida
- Tennessee, USA

# **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher



# INTERVIEW QUESTIONS

- **What types of music and artists do you like to listen to?**
    - Pop and rap; JCole, Bruno Mars, Macklemore, Vampire Weekend
    - pop-rock music, such as The Band CAMINO, All Time Low, The Wldlfe, and other artists such as Big Time Rush, keshi, Jon Bellion, Fly By Midnight
    - Lana Del Rey, FOB, RHCP
    - Pop, Indie, Rock, Kpop, R&B, Taylor Swift, Phoebe Bridgers, SZA, Sarah Kinsley, Lizzy McAlpine, 5 Seconds of Summer, Paramore, Harry Styles
    - kpop, really anything
    - R&B, Pop, Bossa Nova, Rap. Beyoncé, Gilsons, Lauren Hill
    - R&B
    - Kpop, Regatón, Metal, Punk Rock, Bossa Nova, Jazz
    - spanish rock, punk rock, pop, indie, reggaeton
    - i like the weeknd, jack johnson
    - EDM, Pop, Rock

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- i like most genres except country and the artists i like are Lana Del Rey and Amy Winehouse.
- Hip-hop and R&B
- Hip Hop - Busta Rhymes, eminem, Joyner Lucas, Methodman, Mos Def, OutKast. Acoustic guitar- Raul Midon, Rodrigo y Gabriela, victor Wooten
- Alt Rock, Metal-ish, Emo, Alt in general, some Punk
- Rnb music
- Latin Pop, Pop, R&B, Electronic; Chainsmokers, Becky G, Daddy Yankee, Ricky Martin, Maluma
- All kinds!
- Pop, Indie, Folk – Boygenius, Lorde, Bon Iver
- Pop/alternative/rap/orchestral – Doja Cat, Ashnikko, Madi, Joji, Ramin Djwadi, Megan thee stallion, Pinkpantheress, Sza, Post Malone
- pop, rock, hip hop, soundtracks
- Japanese Pop, Classic Rock
- kpop, rock, pop rock, pop punk, folk, folk punk

- **How do you find new music/artists?**

- Instagram reels with music in the background.
- recommendations from other friends, but mostly from spotify generated playlists that play songs similar to ones i listen to
- spotify recommended
- Recommendations in social media, finding artists that sound similar to the artists/genres I like
- youtube auto play and spotify playlists
- Spotify AI Tools
- Social media/ from friends
- spotify or apple music recommended, by word of mouth too
- spotify recommended, friends, shazam out in the world
- social media, word of mouth
- YouTube Music, YouTube
- through tiktok or youtube
- Spotify Radio
- Suggested music from family, friends, pandora and Spotify
- My friends send me music, occasionally the spotify algorithm sends me something good
- Recommendations or videos
- Friends and family
- Spotify top charts or random plays
- Spotify

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- Spotify smart shuffle, every two songs off my playlist it plays a song I haven't heard before
  - TikTok, Spotify, YouTube, other forms of media
  - Spotify
  - I google for listen-alikes or listen to artist radio and/or random playlists on Spotify
- 
- **What was your favorite concert/festival/event experience? If you have never attended a music event, please explain why this is so.**
    - Only attended one in middle school. Big Time Rush, still awesome.
    - i've only ever been to two concerts in my life, and they're both for big time rush
    - Fob wintour 2016
    - The Eras Tour, a long concert and I got to enjoy it with my mom
    - i think stray kids was my favorite, i enjoyed the immersiveness of the show.
    - Pabllo Vittar. Orlando
    - Camp Flog Gnaw
    - any concert where i'm close to the artist always feels cool!
    - 4 years ago i went to see tyler in miami alone and it was one of the best experiences, i got to meet a lot of people
    - the weeknd concert in 2022
    - Music festivals are too loud and crowded.
    - Fall Out Boy
    - Drake
    - Ne-Yo at universal studios
    - I went to a Badflower concert in April 2022. It was the end of a chapter in my life and I knew it while I was there. Sang my heart out to every song.
    - A concert I went with my mom :)
    - Latina Fiesta Night
    - I have two - Bruno Mars & JLo
    - A local show showcasing bands in the area
    - Lizzo
    - I went to a Queen tribute concert, and it was small yet fun
    - I went to one at a local amphitheater where Kiss played as well as Def Leopard.
    - A.C.E. in Atlanta - intimate venue and incredible artists

## **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- **How do you discover a concert/festival/event is happening?**

- Emails from concert venues
- big time rush's instagram
- Instagram
- Social media, friends send me events, emails from ticketmaster
- twitter, word of mouth
- Spotify notifies the listeners of the artists
- Social media
- instagram/twitter
- social media
- social media
- From my friends, adverts, and conventions
- through tiktok or the artists social media
- Instagram and word of mouth
- Ads on radio, ticket apps and instagram
- My friend who follows the band's twitter gets all hyped in dms
- Social media or from friends
- Friends and emails of upcoming events
- Google search concerts coming up
- Through instagram or word-of-mouth
- Social media, word of mouth
- Online advertising
- Word of mouth
- Social media primarily, or Ticketmaster emails

- **What music streaming service do you primarily use?**

- Spotify
- spotify
- Spotify
- Spotify
- spotify
- Spotify
- Apple Music
- apple music
- spotify
- spotify
- YouTube Music
- Apple Music and Spotify
- Spotify
- Amazon music, Spotify and iTunes
- Spotify
- Spotify
- Youtube
- Spotify

## **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- **What are some complaints or grievances that you have with current music streaming platforms?**

- I have to pay for premium
- nothing
- They add random songs to my playlist even when smart shuffle is off
- I think subscriptions can be quite pricey
- none at the moment
- Pricing
- Not as many features as Spotify
- it can be slow, harder to find new music and artist i like. also when shuffling a playlist it will play the same artist 3 times in a row, then the next artist 3 times in a row
- my discovery playlists are too catered to what i already like and i feel as if im missing out on other genres
- N/A
- A lot of them focus on already mainstream music
- the ads or them only shuffling a small section of my playlist and not playing the rest
- Expensive
- Labeled edited music that is not actually edited
- Bad shuffles and bad recommendations
- Some underground bops are hard to find
- Too many ads
- Price
- Expensive
- The subscription fee
- Sometimes their "recommended" songs are wack
- There seems to be an overall focus on music I'm not a fan of because it's popular. It generally recommends me music I wouldn't care about in advertising.
- You can't exclude certain genres from your Discover Weekly profile, and so I get tons of show tunes and K-pop in mine. I would rather use it to discover new Western artists because I find new K-pop in other places.

- **What is your favorite feature of your primary music streaming platform?**

- The availability of music, podcasts, books, etc.
- smart shuffle that plays similar songs to your playlist
- offline mode
- I like the ability to make playlists and the statistics spotify features.
- i like the DJ function on spotify
- Jams

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- Curated playlists/channels
- music quality is really good compared to spotify
- "this is..." playlists
- making my own playlists
- I can listen to nerdcore music or the songs I find on youtube
- being able to queue up songs
- Quality and convenience
- Accessibility
- Spotify wrapped, time capsule, the fun things
- Podcasts and audio books
- Video available with music
- Playlists are easy to make, and it's easy to discover new music
- Music can be played off network and in the background.
- Smart shuffle
- Making playlists
- The ability to loop music tracks without triggering advertisements.
- Nesting folders for playlists

- **What is/are thing(s) you wish your primary music streaming platform had?**

- No ads
- nothing
- i wish it had unreleased music like apple
- N/A
- i wish that stations spotify makes would save the current playlist it makes rather than constantly updating it.
- Better Lyric synchronized to the songs
- Top percentage of fans statistics
- sharing playlists across different platforms i.e spotify and apple music blended playlists
- easier way to see what other types of people usually listen to that isn't super mainstream songs of that genre
- the ability to really share my playlists
- That it wasn't \$15 a month
- i'm not sure
- DJ deck would be cool
- Ability to download songs if I choose
- Maybe like a thing like steam curators, where people can post reviews on different artists/albums/songs and share those reviews with the people who follow them
- Music video display
- Less ads option available

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- Lower prices lol
- Better algorithms that connected me to newer artists rather than the same 20 shown in every built-in playlist.
- Lyrics for every song, more popular songs have them but not every artist or song does
- I wish that it could curate better mood playlists
- The option to dislike music that is recommended to me. Specifically, I really want there to be a playlist-like list of songs containing the songs I dislike in case I made a mistake or feel the need to take it out in case I do end up liking the music later since tastes in music can change over time. Spotify used to have a dislike feature where it won't recommend a certain song again, but it wouldn't change the track either once you do that which seems to be a pain for free users of the app (6 skips per hour).
- Genre exclusion for Discover Weekly, Playlist tagging, More diversity in radio stations' selections, pushing more underground artists if they have similar sound

- **If you are a musician, how large is your listener base?**

- |   |       |
|---|-------|
| ○ N/A   | ○ N/A |
| ○ i only have around 2.5k subscribers on youtube and only ever make remixes, but usually they gain about 200-500 views per remix, i haven't been making music lately due to other reasons | ○ N/A |
| ○ n/a   | ○ N/A |

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- **Do you have difficulty scheduling shows? If so, what would be your ideal app include for that feature?**

- N/A
- n/a
- n/a
- N/A
- N/A
- NA
- N/A
- Not really, we work with agents
- N/A
- N/a
- n/a
- N/A
- n/a

- **If you had an ideal platform for streaming music, setting up shows, and contacting labels and agents what would that look like for you?**

- N/A
- i think it could be a centralized website with a companion app, where it could include links to streaming platforms and their settings, links to potential touring venues based on your monthly listeners and how popular your music is per city (for example each artist on spotify have an x amount listeners from specific cities), and maybe a way to send messages to labels and agents to reach out to find new management, etc.
- it would be easy to navigate and have all the same features when u use it on ur phone or computer
- N/A
- not sure, something open. similar to my music taste where if you like an artist you can show interest and request a show from them to your city. possibly like instagram where your feed is different artists and if you like their music there is a make button to request shows/tours
- NA
- N/A
- n/a
- not sure
- i do not perform, but spotify is close to my ideal platform. i wish there was a way to really put my playlists out there though
- N/A
- N/A
- I would make it Simple yet effective
- N/A

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- N/A
- One with maybe a private chat room for labels to reach out , link videos and maybe video call for meetings
- Open for all, calendar demonstrating dates for shows and events, and email options
- Pretty cool
- That would look like LinkedIn or other career networking social media services that connected event/venue managers with performers. But I guess it would have a users platform as well that is similar to Spotify for those primarily interested in just streaming music.
- N/a
- n/a
- I'm not sure.
- n/a

- **What's your favorite social media app?**

- Instagram
- instagram
- tiktok
- Instagram
- instagram
- Instagram
- Twitter/X
- twitter
- tiktok
- snapchat
- Instagram
- tik tok
- Instagram
- Instagram
- Discord
- Instagram
- Instagram
- Instagram
- Instagram
- Instagram
- Instagram
- YouTube (technically counts)
- Twitter, unfortunately

- **What are some complaints or grievances that you have with current social media platforms?**

- None
- nothing
- it shows me videos i've already liked
- You can see the prioritization of money in these apps, frequent ads, and lots of sponsorships.
- i lose a lot of my feed, some posts i never see.
- NA
- Too many ads
- ever since converting to X it hasn't been the same. A lot of bots and spam

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- too many ads
- there are too many big changes. i think they should have left it the way it was a couple of updates ago. there is just too much now.
- Over reliance on reels and a finicky algorithm
- the amount of ads or sponsored content
- Hella bots
- Not really user friendly
- They keep trying to make me use Threads and I don't wanna
- Too many vocal haters
- Too many ads
- Everyone is tryin to use it to sell something
- They are becoming too reliant on video reels for user engagement.
- With Elon musk's ownership, hate speech and bots are far more common or accepted
- Posts are set up weird
- It's never truly safe for anyone. People can be really nasty or go out of their way to ruin your life if you have a certain opinion that doesn't mesh well with theirs (can be linked to Twitter, but the user base can be elsewhere otherwise).
- Useless algorithm pushing popular shit at me that i don't want to see rather than showing me my friends' posts

- **What is/are thing(s) you wish your primary social media platform had?**

- Nothing
- nothing
- i wish the algorithm was better
- Profile views, see who views your profile.
- perhaps a grouping section for my follows. so the ability to have different pages for different interests. one tab for friends, one tab for artists, one tab for hobbies.
- Better image upload
- Close friends/Twitter circle
- better management
- more ways to interact directly with people
- N/A
- I better way of tracking and searching for trending music
- fewer ads
- Better skits
- Auto edit options
- More cool features that weren't nitro-exclusive
- Don't think I would change anything

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- No tracking from other apps
- Not sure
- A better discovery page
- Showing more posts similar to the ones that I like, I often get recommended posts that are political/propaganda, and a lot from people/politicians I don't follow or like
- Better curated posts
- The option for dislikes to be visible for all users again. These used to be prevalent on all or most social platforms, but they started to be taken away which led to a whole mess of things, unfortunately. You need extensions for that now.
- A functioning reverse chronological timeline and slam dunking the algorithm in the garbage can

- **What's your go to job hunting platform?**

- |  |   |
|--|---|
| <input type="radio"/> LinkedIn           | <input type="radio"/> Indeed            |
| <input type="radio"/> LinkedIn           | <input type="radio"/> Google            |
| <input type="radio"/> linkedin           | <input type="radio"/> LinkedIn          |
| <input type="radio"/> Handshake          | <input type="radio"/> N/A               |
| <input type="radio"/> I don't use one    | <input type="radio"/> Indeed            |
| <input type="radio"/> Indeed, LinkedIn   | <input type="radio"/> Indeed            |
| <input type="radio"/> Indeed             | <input type="radio"/> LinkedIn          |
| <input type="radio"/> indeed             | <input type="radio"/> Indeed            |
| <input type="radio"/> indeed             | <input type="radio"/> LinkedIn          |
| <input type="radio"/> linkedin or indeed | <input type="radio"/> I don't have one. |
| <input type="radio"/> LinkedIn           | <input type="radio"/> Indeed            |
| <input type="radio"/> indeed             |   |

- **What are some complaints or grievances that you have with current job searching platforms?**

- None
- nothing
- it tells people when u view their profile
- Sometimes job descriptions are very vague.
- N/A
- Spam emails
- Doesn't always show pay
- n/a
- it becomes too catered too fast
- job listings being all over the place or not exactly what i'm looking for

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- Too much reliance on influencers
- you don't seem to get many replies from your applications
- Jobs aren't hire yet they say they are
- Not always detailed
- They no gib me job reeeeeeee
- N/A
- Too many emails and junk mail
- Not sure
- They are oversaturated with job offers from sketchy companies.
- I get constant emails from Indeed, even though I have not applied for things recently
- Fake jobs
- N/A
- Ghost job listings, surveys/screeners/quizzes

- **What is/are thing(s) you wish your primary job hunting platform had?**

- Nothing
- i wish there was a way to tailor the job openings to the amount of experience you have in a certain field (i haven't used linkedin much so there could be an option for that)
- i wish it had more for part time jobs
- Functions where you have to input information about the job to provide more in depth job descriptions.
- N/A
- Better user experience
- Always displaying pay/salaries
- n/a
- more jobs that maybe i wasnt thinking about
- a way to really get into specifics. or the results matching my search
- More accessible metrics for job listings
- better formatting
- More communication via getting the job and it's necessities
- Position matching
- A way to actually sort the jobs to just the fields I want to look at. Like I want full stack developer jobs and then it shows me bs with C++ and low level programming. What part of web dev do you not understand linkedin 🤔
- N/A
- More available methods of connections
- Not sure
- An easier user interface that made networking with people in the industry more natural. Like have a mentorship option for those looking to connect.

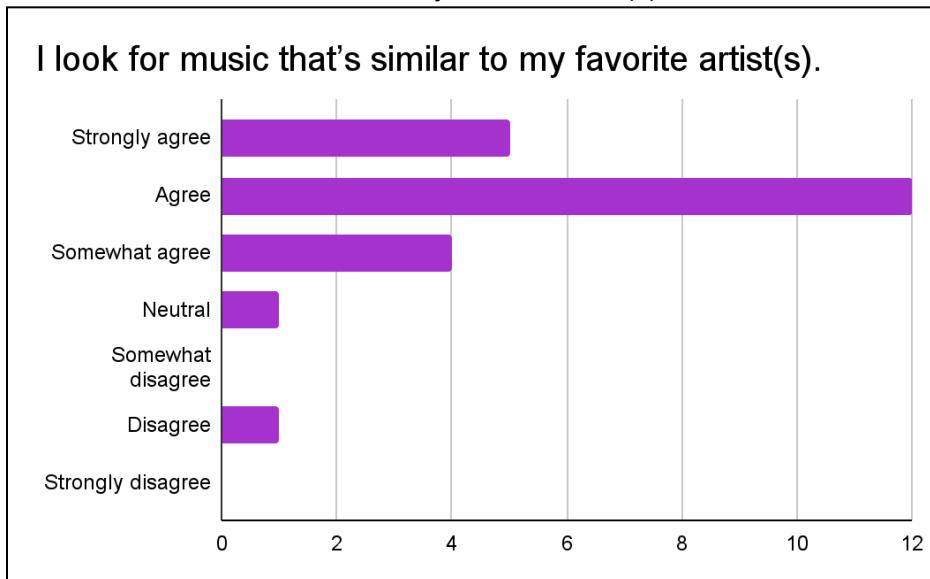
## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

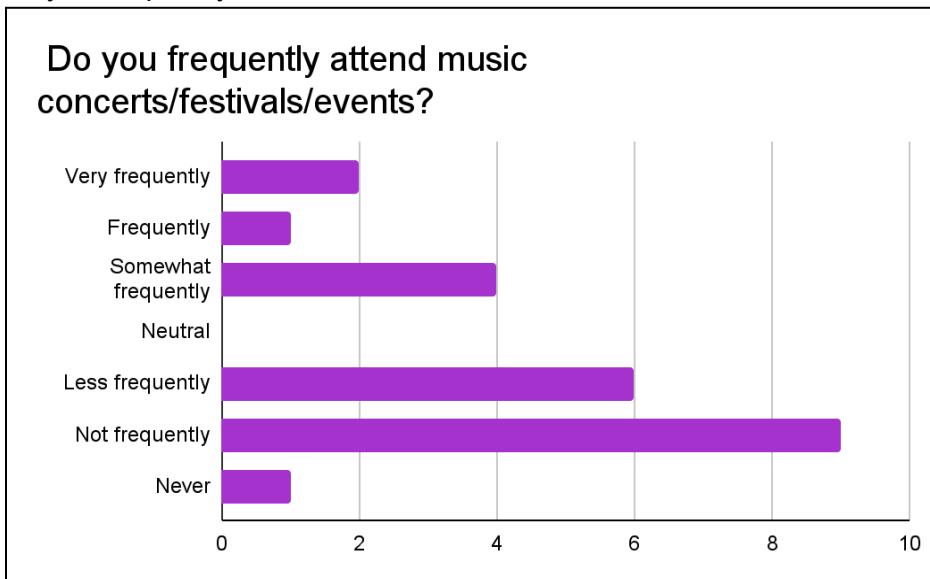
- Better feedback from users to verify information the employer posts, I've had a job where the pay started at \$4/hr less than what the starting pay was said to be
- Real jobs
- N/A
- Crackdown on ghost listings

## SURVEY QUESTIONS

- I look for music that's similar to my favorite artist(s).



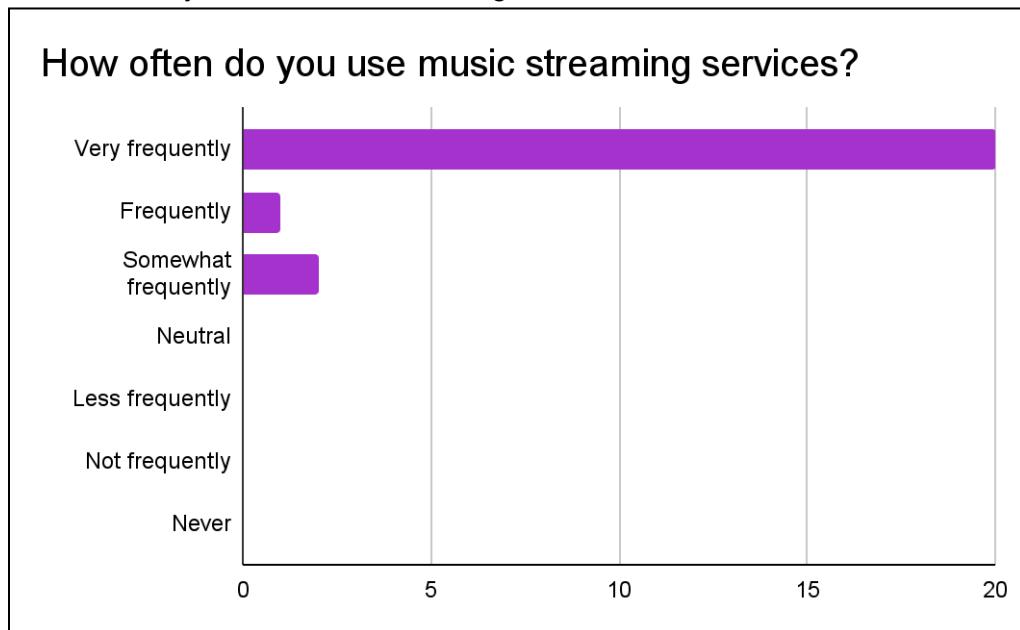
- Do you frequently attend music concerts/festivals/events?



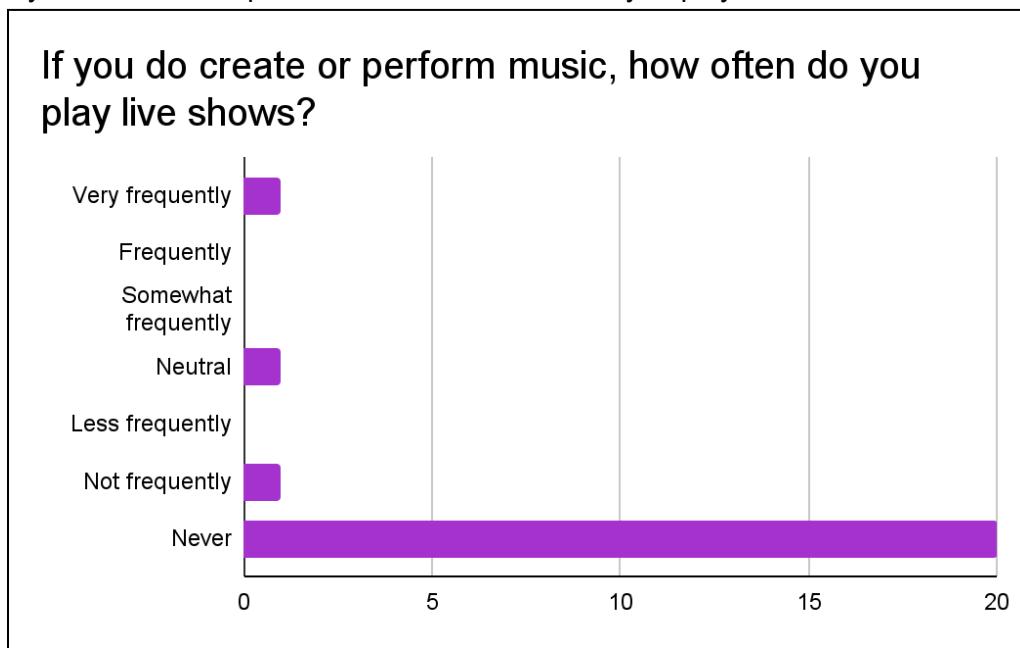
## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- How often do you use music streaming services?



- If you do create or perform music, how often do you play live shows?

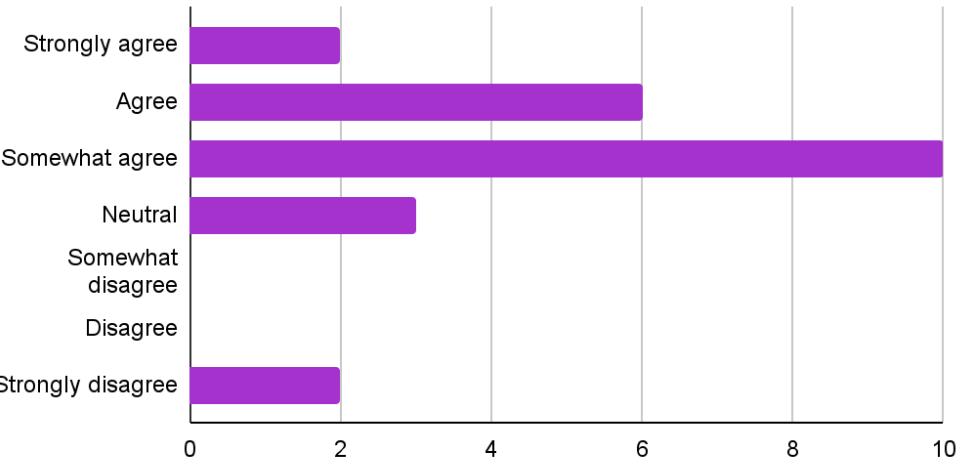


## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

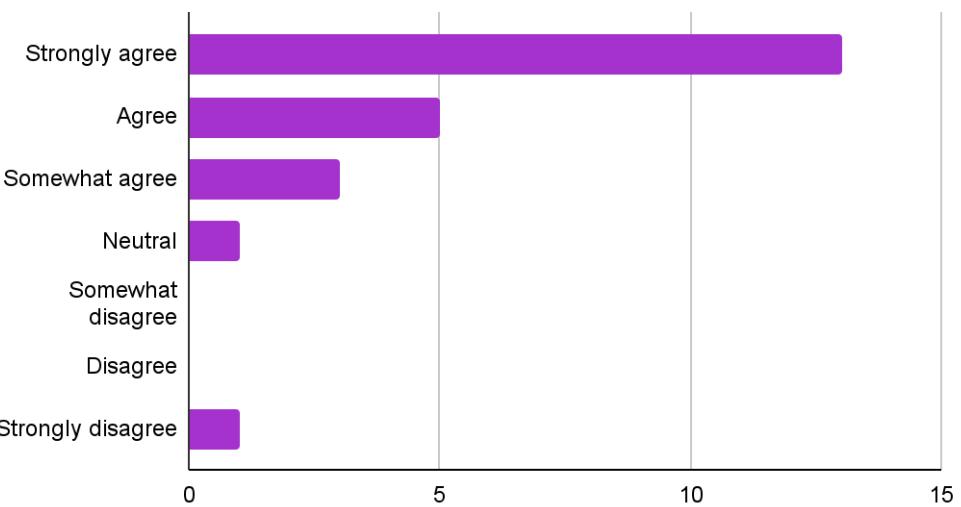
- I generally follow current music trends and listen to the top hits of today.

**I generally follow current music trends and listen to the top hits of today.**



- You enjoy sharing new music with other people.

**You enjoy sharing new music with other people.**

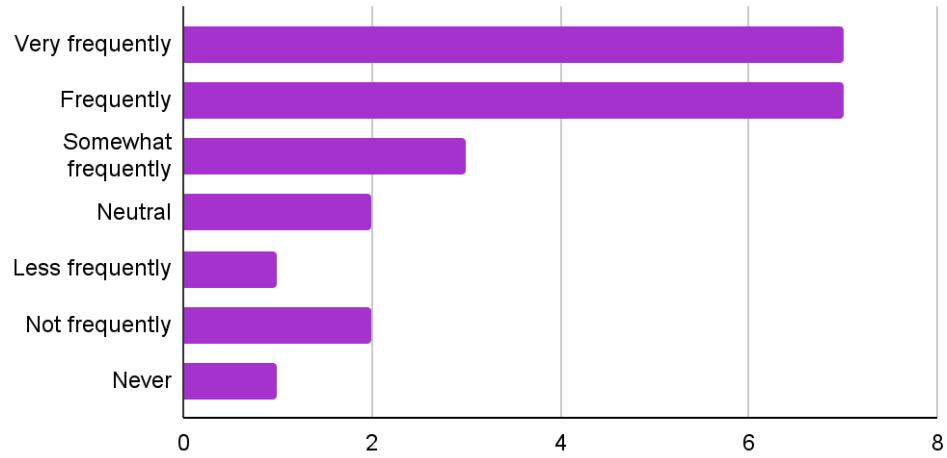


## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

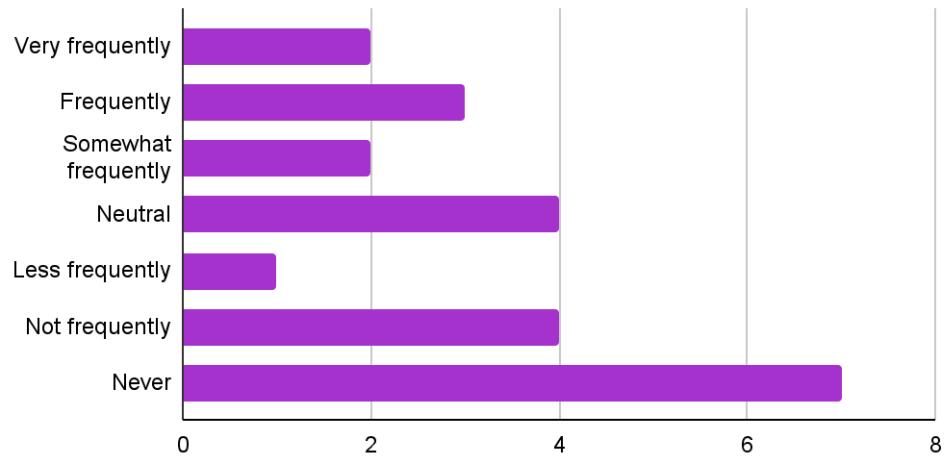
- How often do you use social media to discover new music or artists?

### How often do you use social media to discover new music or artists?



- How often do you use social media to connect with others in the music industry?

### How often do you use social media to connect with others in the music industry?

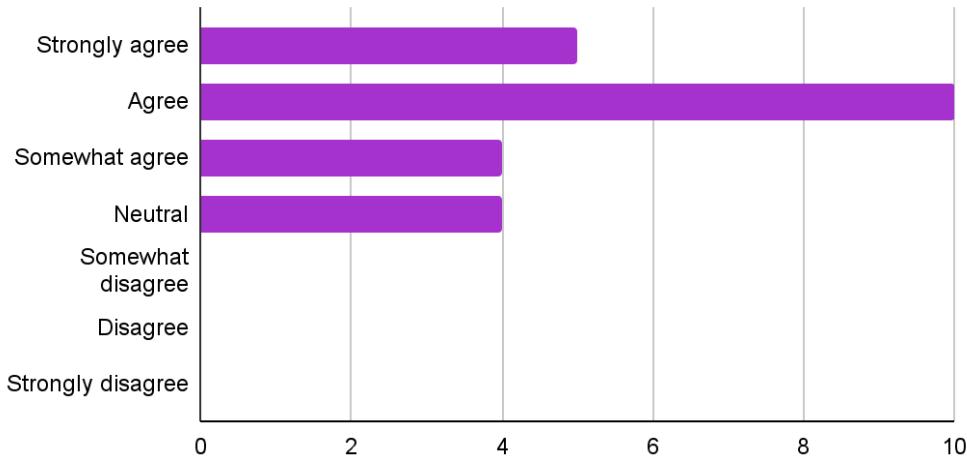


## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

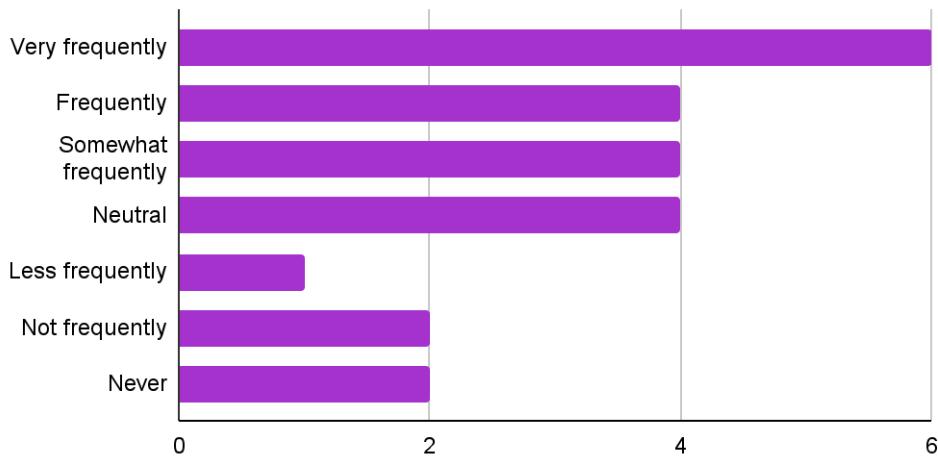
- To what extent do you believe social media is the best way to promote yourself?

To what extent do you believe social media is the best way to promote yourself?



- How often do you use job hunting platforms to look for work??

How often do you use job hunting platforms to look for work?



## **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# **STAKEHOLDER INTERVIEW & SURVEY QUESTIONS**

## **INTERVIEW QUESTIONS**

- In the eyes of your community, how can Music Hub stay competitive and adapt to the market dynamics within the music industry?
- What type of challenges do you anticipate with the implementation of Music Hub, and how can they be reduced?
- Considering your needs, what potential revenue streams do you anticipate with Music Hub, and how can it provide value?
- From your perspective of your community, how can Music Hub increase user engagement among creators, creators, and fans contributing to the brand presence?
- How would you envision Music Hub aligning with the business strategy and objectives for your company?

### **Survey Questions**

- How satisfied are you with the features and functionality of Music Hub?

1 (Extremely Dissatisfied)	2 (Very Dissatisfied)	3 Dissatisfied)	4 (Neutral)	5 (Satisfied)	6 (Very Satisfied)	7 (Extremely Satisfied)
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- How easy is it for you to navigate through Music Hub?

1 (Extremely Dissatisfied)	2 (Very Dissatisfied)	3 Dissatisfied)	4 (Neutral)	5 (Satisfied)	6 (Very Satisfied)	7 (Extremely Satisfied)
-------------------------------	--------------------------	--------------------	----------------	------------------	-----------------------	----------------------------

- To what extent did Music Hub satisfy your ability to collaborate and connect with others?

1 (Extremely Dissatisfied)	2 (Very Dissatisfied)	3 Dissatisfied)	4 (Neutral)	5 (Satisfied)	6 (Very Satisfied)	7 (Extremely Satisfied)
-------------------------------	--------------------------	--------------------	----------------	------------------	-----------------------	----------------------------

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

- With your experience, how much value do you believe Music Hub provides for your organization as well as yourself?

1 (Extremely Dissatisfied)	2 (Very Dissatisfied)	3 Dissatisfied)	4 (Neutral)	5 (Satisfied)	6 (Very Satisfied)	7 (Extremely Satisfied)
-------------------------------	--------------------------	--------------------	----------------	------------------	-----------------------	----------------------------

- How likely would you recommend Music Hub to other creators, artists, or industry professionals?

1 (Extremely Dissatisfied)	2 (Very Dissatisfied)	3 Dissatisfied)	4 (Neutral)	5 (Satisfied)	6 (Very Satisfied)	7 (Extremely Satisfied)
-------------------------------	--------------------------	--------------------	----------------	------------------	-----------------------	----------------------------

## Users' Goals, Tasks, and Activities

User	Goal	Task	Activity
Teenagers	<ul style="list-style-type: none"><li>Explore music</li><li>Find their music taste</li><li>Discover artists</li><li>Interact meaningfully with their favorite artists.</li></ul>	<ul style="list-style-type: none"><li>Consume media</li><li>Promote artists through sharing</li><li>Go to concerts</li></ul>	<ul style="list-style-type: none"><li>Use streaming functionality for music</li><li>Use personalized feed</li><li>Access section for events</li><li>Utilize a messaging system between fans and artists</li><li>Share between apps</li><li>Use messaging system between fans</li></ul>
Young Adult	<ul style="list-style-type: none"><li>Deeper exploration of music</li><li>Listen to older music</li><li>Promote a</li></ul>	<ul style="list-style-type: none"><li>Listen to music</li><li>Go to concerts</li><li>Promote artists</li><li>Go to music based events</li></ul>	<ul style="list-style-type: none"><li>Use streaming functionality for music</li><li>Use personalized feed</li><li>Access section for events</li><li>Browse/Search a library</li></ul>

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

	beginning music career <ul style="list-style-type: none"> <li>● Connect with artists, producers, and labels</li> <li>● Buying concert tickets</li> </ul>		of music <ul style="list-style-type: none"> <li>● Have distances, and prices for events</li> <li>● Share to friends</li> <li>● Use messaging system between fans</li> <li>● Store cards in the system for payment options</li> </ul>
<b>Adults</b>	<ul style="list-style-type: none"> <li>● Organizational management for events</li> <li>● Listening to “old” music</li> <li>● Interaction with venues/booking shows</li> <li>● Promotion</li> <li>● Buying tickets for concerts</li> </ul>	<ul style="list-style-type: none"> <li>● Find events</li> <li>● Compile lists</li> <li>● Organize dates</li> <li>● Look for pricing/availability for concerts</li> <li>● Spread Influence</li> <li>● Search for uncommon songs</li> </ul>	<ul style="list-style-type: none"> <li>● Use the events category</li> <li>● Use a system for compilation of events like a wishlist</li> <li>● Observe listed prices and dates for all events</li> <li>● Share posts</li> <li>● Search the music library dating back to the beginning of modern music including most of the popular artists</li> <li>● Store cards in the system for payment options</li> </ul>
<b>Music Makers</b>	<ul style="list-style-type: none"> <li>● Library to hold their created projects</li> <li>● Interaction with producers, labels, and venues</li> <li>● Sending music</li> <li>● Finding new artists</li> <li>● Studying lyrics/music</li> <li>● Sharing</li> </ul>	<ul style="list-style-type: none"> <li>● Create music</li> <li>● Upload music</li> <li>● Reach out to labels, producers, etc.</li> <li>● Observe, write, and record lyrics</li> <li>● Post event listings</li> <li>● Upload tablature</li> <li>● Download music</li> <li>● Communicate with fans</li> </ul>	<ul style="list-style-type: none"> <li>● Utilize a professional dashboard</li> <li>● Directly communicate between fans with filtering</li> <li>● Use the lyric storage system</li> <li>● Post detailed events</li> <li>● Download music from the Professional Dashboard</li> <li>● Use the separate</li> </ul>

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

	<ul style="list-style-type: none"> <li>information with fans</li> <li>Sharing content like tab sheets with fans</li> <li>Increase their reach</li> </ul>	<ul style="list-style-type: none"> <li>Plan tours</li> <li>Promote their music/service</li> </ul>	<ul style="list-style-type: none"> <li>professional communication channel between labels,etc.</li> <li>Go to the music library and upload music</li> <li>Message users</li> </ul>
<b>Brand Managers</b>	<ul style="list-style-type: none"> <li>Establish/manage a brand</li> <li>Promote that brand</li> <li>Inform about the events the brand will be present in</li> <li>Interact with creators to do sponsorships</li> <li>Spread reach</li> </ul>	<ul style="list-style-type: none"> <li>Promote their artists/brand</li> <li>Sharing content</li> <li>Communicating with the masses</li> <li>Organizing events between artists and venues</li> <li>Finding willing venues</li> <li>Organize Brand deals</li> <li>Message sponsors/brands/venues</li> </ul>	<ul style="list-style-type: none"> <li>Use a professional dashboard that can connect with other professionals</li> <li>Search venues' help wanted type posts for professionals</li> <li>Use prioritized manager messages</li> <li>Promote sponsored posts</li> <li>Share the brand to many different apps</li> <li>Post content about events</li> <li>Garner a following</li> </ul>

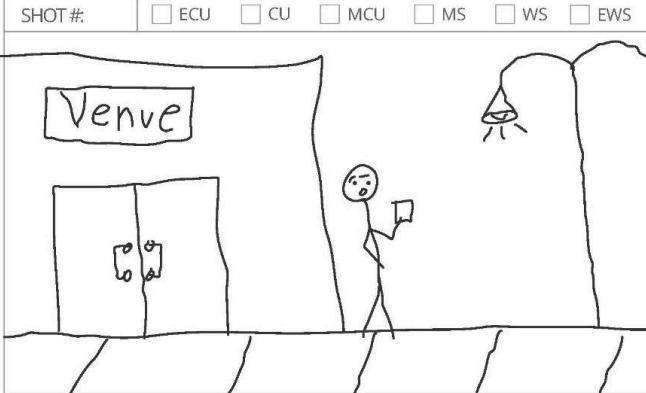
# Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## USER TASKS

### USE CASE STORYBOARD

PROJECT Music Hub Story Boards SCENE \_\_\_\_\_ PAGE \_\_\_\_\_ of \_\_\_\_\_

SHOT #:	<input type="checkbox"/> ECU	<input type="checkbox"/> CU	<input type="checkbox"/> MCU	<input type="checkbox"/> MS	<input type="checkbox"/> WS	<input type="checkbox"/> EWS
						
<p>Jarod has just made the jump and has decided to pursue his music career full time! However, the professional world is daunting and he doesn't know where to start. He decides it's best to do some research as to what would be good resources and he discovers this platform called Music Hub that would help him find work and promote his own projects.</p>						
						
<p>Eric is working for a local record-label and is wanting to recruit talent. He is having issues with getting in contact with bands. He's looking for a platform that lets him find new talent, as well as promoting the music his label is already producing.</p>						
						
<p>Terry is the owner of a local bar and venue. He wants to use his space to host events and showcase local bands. His issue is that larger locations are taking priority and not many people know his bar is also a performance area. He's in the market for a platform that allows him to book events while also advertising his business.</p>						

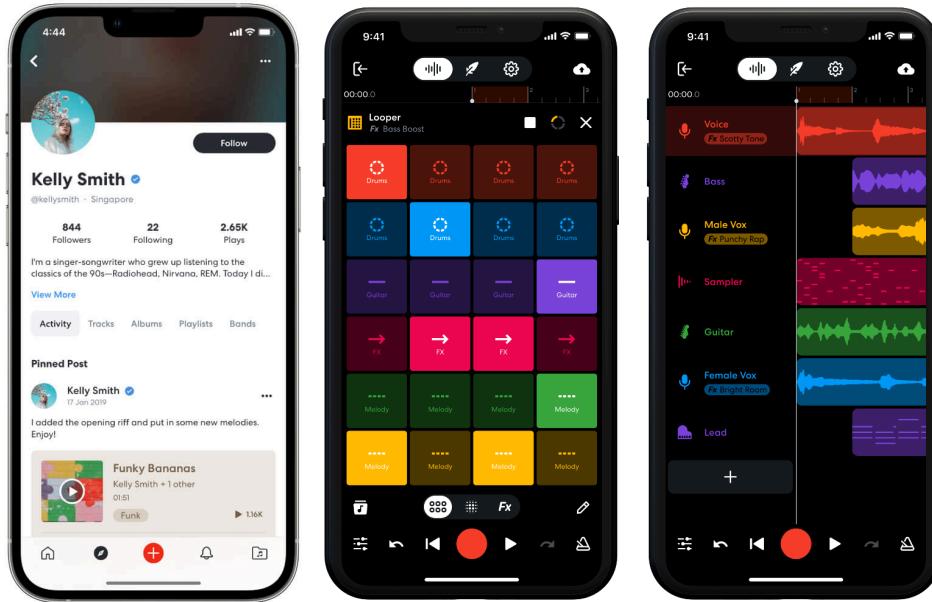
# Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## THINK ALOUD PROTOCOL

**Assessed product:** BandLab - <https://www.bandlab.com>

"Social music creation network: A creator-first destination where anyone with access to the internet can make music, grow their audience and earn a living."



**Think Aloud Protocol:** <https://youtu.be/BH3-G1KmR9k>



## **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# **TASK ANALYSIS**

### **Sign Up:**

- Start Time: 00:00:00
- End Time: 00:00:26
- Duration: 00:00:26
- Potential Error Count: 1 (Password length might be too short)

### **Profile Setup:**

- Start Time: 00:00:27
- End Time: 00:00:53
- Duration: 00:00:26
- Potential Error Count: 1 (Uncertainty in selecting "other")

### **Create a Post:**

- Start Time: 00:00:54
- End Time: 00:01:13
- Duration: 00:00:19
- Potential Error Count: 1 (Confusion about Notification Options)

### **Creating a Tune:**

- Start Time: 00:01:14
- End Time: 00:02:22
- Duration: 00:01:08
- Potential Error Count: 1 (User Uncertainty and Confusion)

### **Generate Ideas (Song Starter):**

- Start Time: 00:02:23
- End Time: 00:03:22
- Duration: 00:00:59
- Potential Error Count: 1 (Uncertainty in using the generated ideas)

### **Publishing:**

- Start Time: 00:03:23
- End Time: 00:03:42
- Duration: 00:00:19

### **Accessing Recent Projects:**

- Start Time: 00:03:43
- End Time: 00:04:17
- Duration: 00:00:34

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- Potential Error Count: 1 (Hesitation in Finding Recent Projects)

### **Review and Manage Projects:**

- Start Time: 00:04:18
- End Time: 00:05:15
- Duration: 00:00:57

## **Error Counts**

### **• Uncertainty in Profile Setup:**

- Hesitation in selecting "other" and expressing uncertainty about being a songwriter or vocalist.
- Potential error count: 1

### **• Confusion about Notification Options:**

- Mention of "Turn on notifications. Maybe later."
- Potential error count: 1

### **• User Uncertainty and Confusion:**

- Statements like "You can't just make some stuff up. I don't really know what I'm doing."
- Potential error count: 1

### **• Hesitation in Finding Recent Projects:**

- Expressing uncertainty and hesitation while looking for recent projects.
- Potential error count: 1

**Total Error Counts: 4**

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### Time Count

Section	Start Time	End Time	Duration
<b>Sign Up</b>	00:00:00	00:00:26	00:00:26
<b>Profile Setup</b>	00:00:27	00:00:53	00:00:26
<b>Create a Post</b>	00:00:54	00:01:13	00:00:19
<b>Creating a Tune</b>	00:01:14	00:02:22	00:01:08
<b>Generate Ideas</b>	00:02:23	00:03:22	00:00:59
<b>Publishing</b>	00:03:23	00:03:42	00:00:19
<b>Accessing Recent Projects</b>	00:03:43	00:04:17	00:00:34
<b>Review and Manage Project</b>	00:04:18	00:05:15	00:00:57

### Video Transcript

"So I'm gonna go sign up an email. All right. Password is six characters, but.

So the username. All right. Tell us more about you. I'll go with others because I'm not a songwriter. Vocalist. I'm not. None of that. I'm just a fan. You can go pick your favorite genres. Hip hop and trap it up and trap. All right, create a post. Turn on notifications. Maybe later. Create. Only create a tune. Um. I kind of like that. Are you okay? No, you don't go guitar. You can't just make some stuff up. I don't really know what I'm doing, but. Mhm. Uh uh. Okay. No. Um. Okay. Let me try. A try. You know I'm travelin'. Okay, so I see how to do everything now. So. Um. Try a tune. I want to try a song starter. So this is generating ideas. Waiting for it to load. All right, uh, save my work. Publish it and publish it to you.

Description. No, I'm just going to post like that and publish now. I believe you would actually. Let me see. Right. Uh. Get out the way. Now, where is my recent projects? See. Uh. Thinking library. My projects. All right. Cool. All right."

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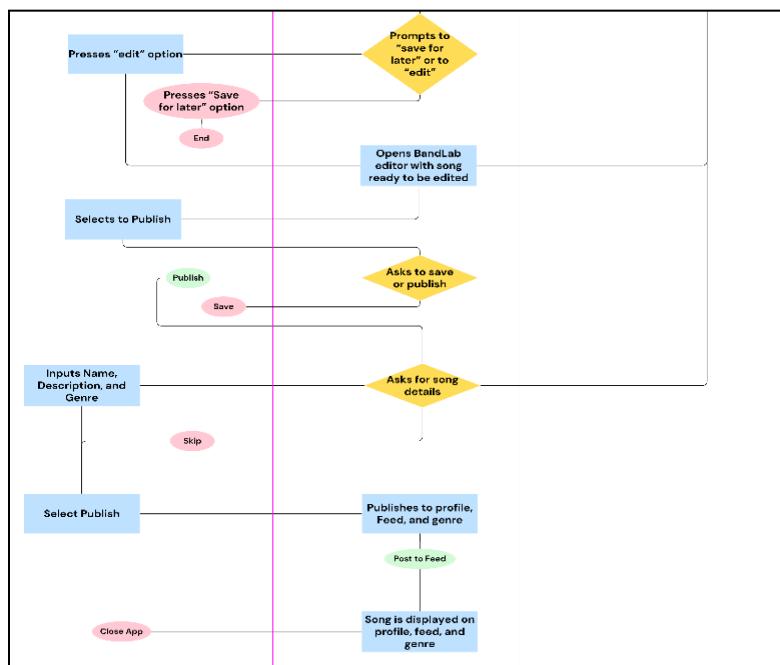
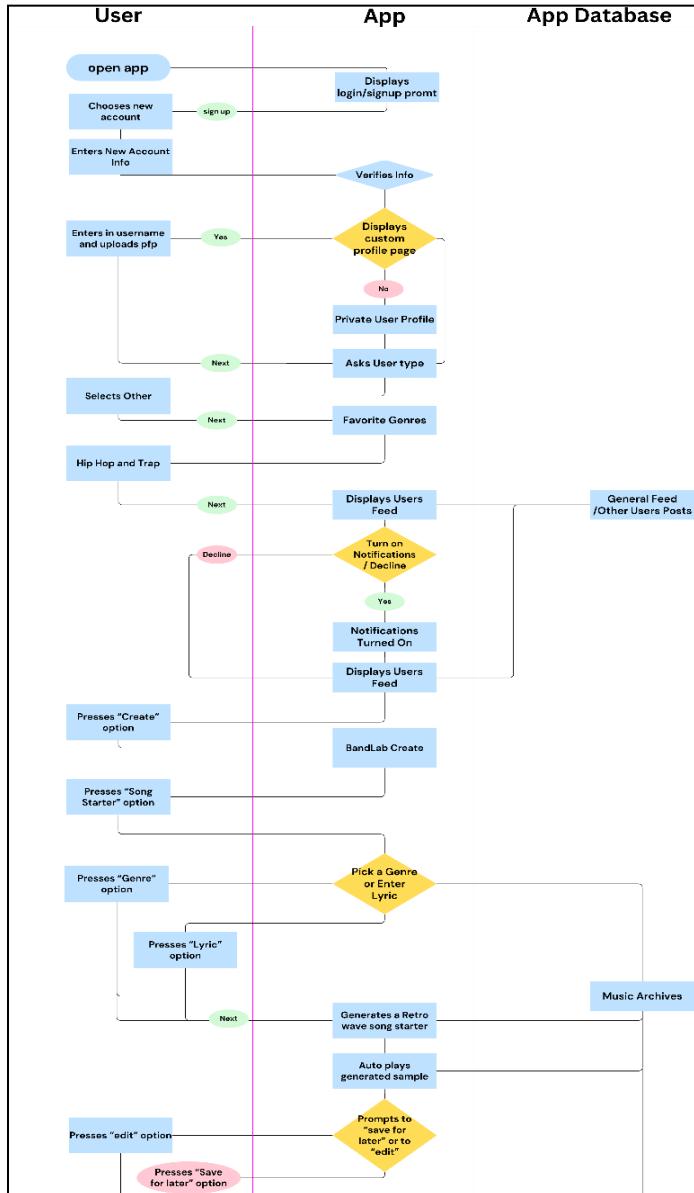
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## INTERACTION ANALYSIS

Making Music with BandLab

[https://www.canva.com/design/DAF86WDEuG4/K6MMpKDNElwtqDlecu8eDw/view?utm\\_content=DAF86WDEuG4&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAF86WDEuG4/K6MMpKDNElwtqDlecu8eDw/view?utm_content=DAF86WDEuG4&utm_campaign=designshare&utm_medium=link&utm_source=editor)

Click the link to see the interactive flowchart.



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# **EVALUATE THE DESIGN**

### **How can the UX design be improved?**

BandLab's UX is designed similarly to other social media apps of today. Overall, the layout is generally intuitive and user friendly. However, the app does lack in areas of usability, visual excitement, and customization.

Usability wise, there are a lot of smaller buttons to select on sign up. Users are able to customize their suggested "For You" feed according to what talents they have, vocalist, guitarist, keyboardist, etc. and what genres of music they enjoy, rock, pop, latin, etc. selecting these buttons are a slightly challenging task for those with larger fingers and especially those with physical or mental disabilities. The different choices are only represented by words and a small icon. To improve this, the buttons should be larger and also include a larger representation of the category. For example, for the keyboardist option, it could read keyboardist with the piano icon and then underneath that have a small image of someone playing the keyboard. Having larger buttons and clearer representation of various categories would help clear up potential usability issues in user profile set up. Additionally, once a user is on one of the feed pages, "Following," "Trending," or "For You," the audio files automatically start playing. Once the user scrolls to the next post that audio cuts off the original one and begins playing the new song. This can be jarring and should be a setting users can turn on or off. Alternatively, users could also be provided with a setting that makes it so the user had to press play on the track in order for it to begin playing.

The biggest usability issues with BandLab is that there is no tutorial for the app. BandLab has a lot of different pages and many nested features. While it would take a very long time to go over each individual feature, a brief tutorial and tour of the overall layout of the app would be highly beneficial to first time users. This tutorial/tour should be available at any time through an in-app FAQ page. On the FAQ page there should also be a written and short pre-recorded subtitled video step by step tutorials. Having various ways to answer users' questions caters to a wider variety of people and also eases the workload on the app's help center.

Visually, BandLab is very clean. There is minimal color on the whole app. Once switched to "Dark Mode," it feels like there's more color since there's now black and grey, but overall the visual look of the app is very sterile. To make the app more visually engaging, the design could utilize the red from the app's logo or find a complimentary color to add highlights of color here and there. Additionally, this could leave opportunity for the inclusion of different vision modes. A higher contrast mode or the choice to change the app's font to a more dyslexia friendly font would be a good addition.

Another visual issue with BandLab is that there are a lot of buttons that send users to different places or enact different functions that are only labeled by icons. For the new users or even old ones, this could be confusing and hard to remember. To remove potential confusion and overburdening users' memories, the amount of icon only buttons should be reduced and if necessary, they should be accompanied by a text label.

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# INFORMATION ARCHITECTURE -- NAVIGATION & SEARCH

## DATA DICTIONARY

### Profile

- **User Profile** - All of the Users public personal information is displayed here.
  - **Talent** - Tags that the user can use to describe their specialties
  - **Profile Picture** - An icon the User can upload to represent their likeness
  - **Bio** - A self written description of the user and who they are
    - **References / Recommendations** - Any professional or personal recommendations vouching for the user and their work
    - **Location** - Where the user is living or able to travel to for work
  - **Linked Platforms** - The platform allows you to link to several other platforms
    - **Personal / Company Website** - If the user has a personal or business website where they primarily conduct their work
    - **Social Media** - Any social media sites that the user may also be on where fans can get updates
  - **Pronouns** - The user is able to display how they would like to be referred to, they are able to select pronoun options or input their own
  - **Username / Display name** - What the user chooses for their name to be. This can be their actual name or a stage name.
  - **Followers** - Whoever is following the user, can be navigated through a list.
  - **Following** - Whoever the user is following, and chooses to see their content on the main feed.

### Home

- **Inbox** - A center where users are able to view several notifications regarding their account
  - **Messages** - Messages to/from several users
  - **Tags** - The user will receive notifications whenever they were tagged or mentioned
  - **Comments** - The user will receive a notification whenever they have received a comment on their post or a reply to a comment they made.
  - **Posts that Sample You** - The user will receive a notification when a post they have made have been “sampled”
- **Gigs** - This is effectively the job feed. Users are able to browse for work.

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- **Filter** - Change the filters regarding jobs such as location, pay, and type of genre
- **Search** - A more direct method to find work, users are able to directly search for what type of gig they are looking for or what venues are offering their space.
- **Content** - Users are able to view and interact with the content posted by others
  - **Questions** - Users can ask questions by directly asking the poster
  - **Apply** - Users can apply to these jobs through the platform
  - **Report** - If there is a harmful or misinforming post about a gig users are able to report the post, user, or both.
  - **View User Profile** - The user is able to view the profile of whoever posted the job listing to find out more information about the employer.
- **Main Feed (Discover)** - The main social media aspect of the platform
  - **Videos** - Users are able to view videos on the main feed and interact with them using the various methods of the platform
  - **Images** - Users are able to view images on the main feed and interact with them using the various methods of the platform
  - **Music** - Users are able to listen to audio files on the main feed and interact with them using the various methods of the platform
  - **Text Posts** - Users are able to view simple text posts on the main feed and interact with them using the various methods of the platform
  - **Interaction** - Users are able to interact with the various types of post they see on their main feed
    - **Like** - Users can like a post increasing the engagement and showing a positive reaction to the poster and others
    - **Comment** - Users are able to leave a comment on a post for more in depth reactions/responses
    - **Share** - Users are able to share posts both within the messages of the platform and outside using an external link
    - **Sample** - The “stitch” feature of the app, but geared more towards music. Users are able to take a post and use clips from it to create a new one.
    - **Repost** - Users are able to share someone else’s post on their own profile.
- **Search** - A feature used to look up anything specific like accounts, posts, or tags.

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- **Filter** - Like the job listings, users are able to filter their search when it comes to what content they are looking for.
- **View User Profile** - Users are able to view the public profiles of others
- **Settings** - The user is able to customize their experience and configure certain settings in this menu
  - **Notifications** - The user is able to control what will trigger the notifications
  - **Accessibility** - The user is able to access various accessibility options in the platform
    - **Dark mode** - Reduce the amount of white there is on the screen which leads to less brightness and eye strain
    - **Text to Speech** - Enables the written text on the app to be spoken for those who have vision issues.
    - **Text size** - Another option for those with vision issues that help with reading small text by increasing the size.
  - **Language** - The user is able to change the native language of the platform.
  - **Sharing** - The user is able to adjust sharing options for their posts, such as limiting who is able to share their content.
  - **Verification** - The user is able to verify their profile increasing confidence between users.
  - **Log Out** - The user can log out of their account to either switch accounts or simply to log out for safety reasons.
  - **About** - Miscellaneous information about the platform like the firmware version and other specific features
  - **Help** - If the user is experiencing issues with the app they are able to access the help tab to receive online support.

## Content Creation

- **Select Post Type\*** - The user may select which type of post they will be making with several different media options.
  - **Text Post** - The user will just make a text post similar to other platforms like X or Tumblr
  - **Video Post** - The user is able to post videos along with a short caption.
  - **Audio Post** - The user is able to post an audio file with a short caption.
  - **Image Post** - The user is able to upload an image with a short caption.
  - **Sampled Post** - The user is able to “sample” another post to create a new post of their own. The sampling feature is primarily designed for music and audio posts but can be used for any of the other media types as well.

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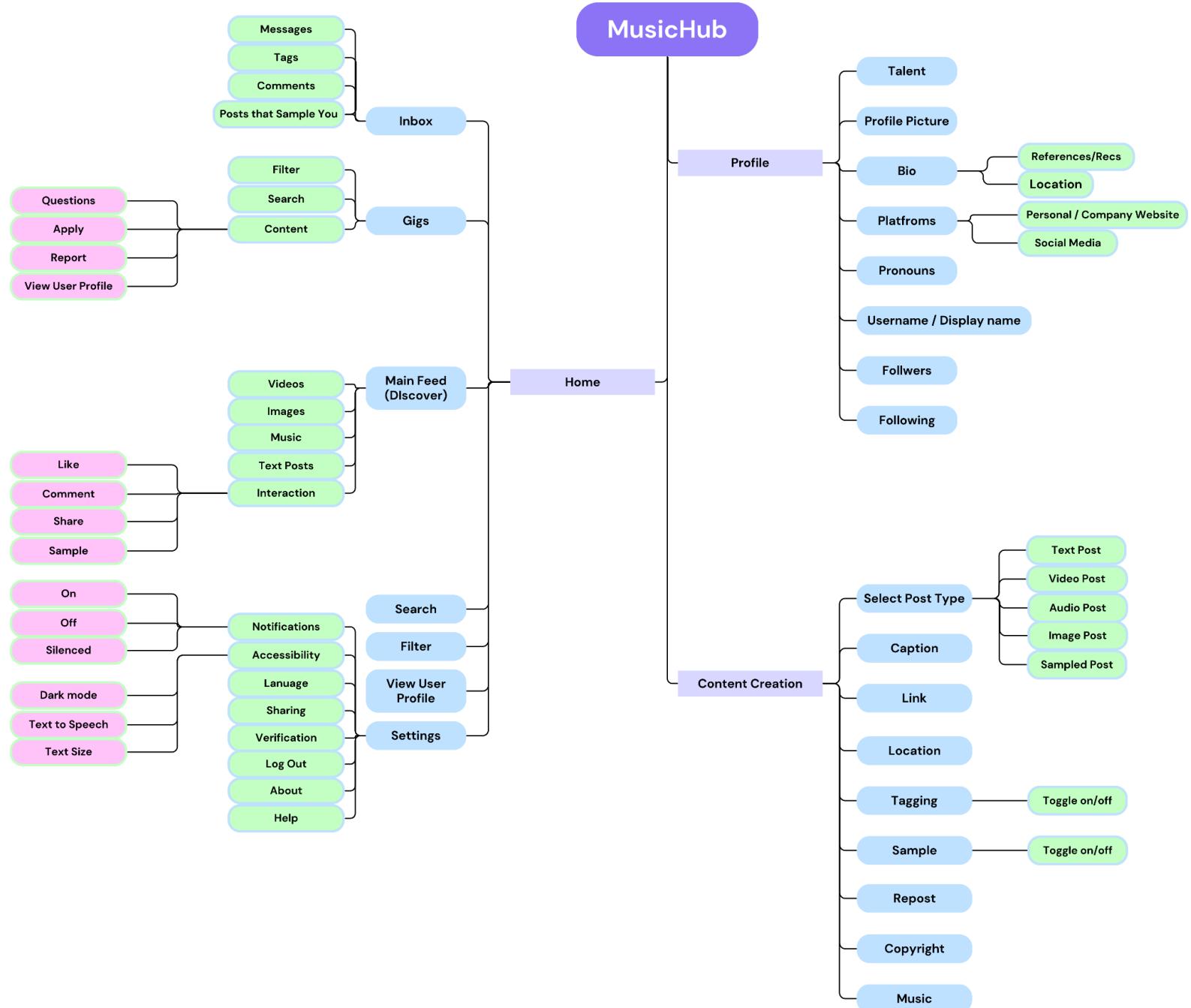
- **Caption** - A short description of the post the user is making.
- **Hashtag** - An engagement tool used to help organize posts by keywords and help promote posts.
- **Link** - Users are able to share links in posts to other websites, platforms, or posts
- **Location** - Users are able to include their location while making a post, either to where they are at the moment or anywhere else.
- **Tagging** - Users are able to tag other users on their posts for either engagement reasons or if they are in that post being shared. This feature will have an on or off toggle.
- **Sample** - Users are able to sample other posts and create their own post using clips or segments. This feature will have a toggle for the creators to opt in or out.
- **Repost** - Users are able to share the posts of other users on their profile, providing engagement and promoting other users. This feature will have a toggle for the creators to opt in or out.
- **Copyright** - The copyright information will be able to be filled out at the end of the content creation process and will be embedded in the posts as metadata to promote integrity between creators.
- **Music** - Users can include music, either created by others or the user themselves, in their posts to enhance the storytelling process.

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# **INFORMATION ARCHITECTURE**

To view better: [CLICK HERE](#)

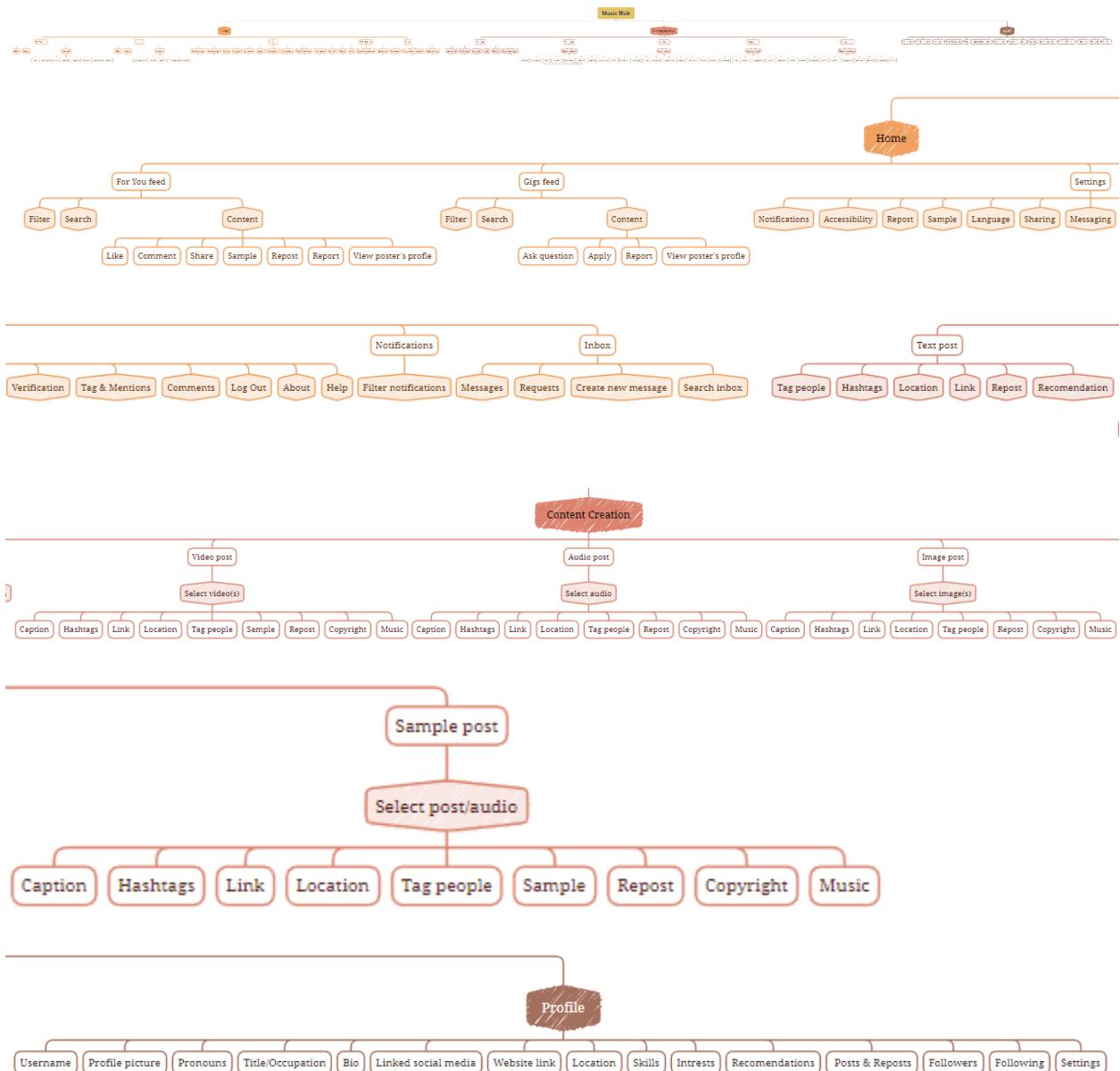


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## NAVIGATION

### Navigation Chart

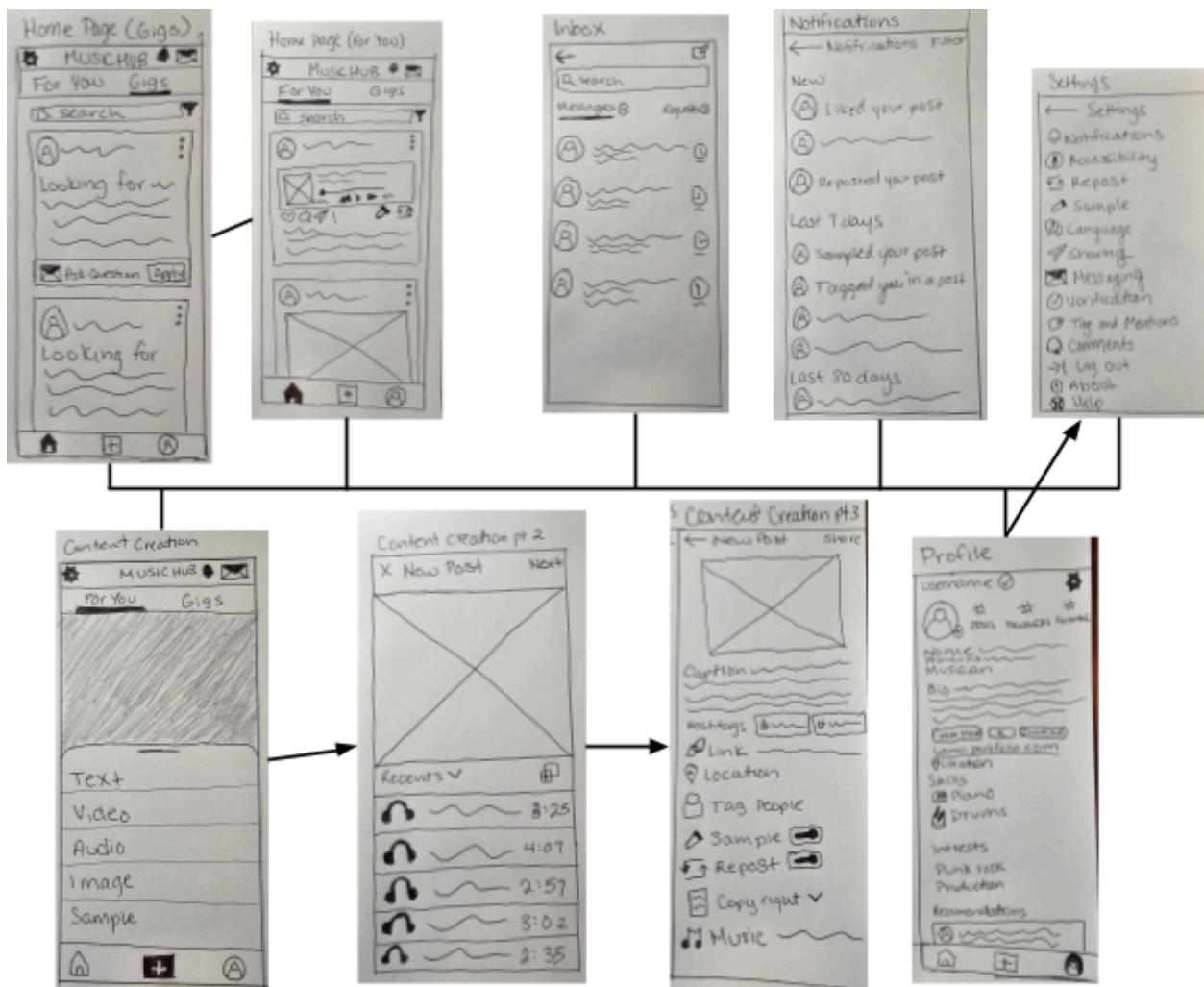


[Click here to see a larger navigation chart](#)

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## Navigation Flow



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### USER FEEDBACK

Testing Actions	User Success	Notes
Switch to For You page		User selected the Home button
Switch to Gigs page		
Search		
Filter		
View profile		
Open Inbox		
Switch to Requests Inbox		
Search in the Inbox		
Open Notifications page		
Open Settings page		
Create new post		
Add multiple images/videos		
Switch what folder content is being pulled from for new post		

Overall, the user navigated through the app with great ease and fluidity.

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## SEARCH, SORT, AND RETRIEVAL RESULTS

### Search

#### Artist:

*Genre*: The category of music an artist is associated with.

*Name*: The identifier for a specific artist.

#### Content:

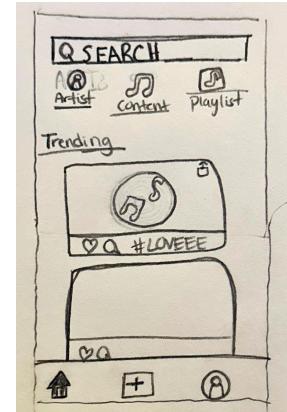
*Track*: A specific musical composition.

*Genre*: The category of music a track belongs to.

#### Playlist:

*Name*: The title of a playlist.

*Creator*: The person who created the playlist.



### Sort

#### Artist:

*Popularity*: Ranking based on the artist's popularity.

*Alphabetical*: Arrangement based on artist names.

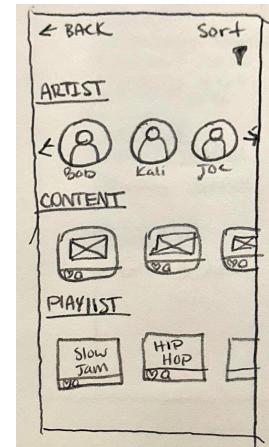
#### Content:

*Popularity*: Ranking based on the popularity of a track.

*Date Added*: Chronological arrangement based on the addition date.

#### Playlist:

*Recent*: Arrangement based on the most recently created playlists.



### Filter

#### Artist:

*Genre Filter*: User-defined filter for specific music genres.

*Popularity Filter*: User-defined filter for artist popularity.

#### Content:

*Genre Filter*: User-defined filter for specific music genres.

*Date Filter*: User-defined filter for filtering content by date.

*Popularity Filter*: User-defined filter for content popularity.

#### Playlist:

*Curator Filter*: User-defined filter for selecting specific playlist curators.



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### **USER CENTERED DESIGN**

User Feedback	Design Changes
There is a lot of information to understand at first glance, but once I understood it, it seems like a really good system.	Because the home page is relatively simplistic as is, add a tutorial to explain how to navigate the app.
I like the way it looks, kinda like instagram or Twitter, but will notifications pop up on the screen the way that it does on those apps? I kinda like that better than a big page of notifications	Add pop up notifications, and the ability to toggle their usage in the settings tab.
The new posts are simplistic, but isn't there supposed to be a way to contact artists that isn't just messaging? Otherwise it's just a music Instagram.	Create a 'Connect' page that will have a special messaging system between artists and fans, and have that same messaging system show importance from venues or other artists.
I really like the idea, and the layout. I just want to see how the venue profiles, and professional profiles will look.	Create separate styled pages for the regular user, and venue profiles. Also add a professional dashboard.
Make sure you can edit your posts within the app before you post them, like the actual media within the post.	Add a musical cutting and replacing system that's simple for alteration, but can be used if necessary.
Considering you're supposed to be able to stream off of this app, don't you need a catalog or a library to store all of your saved songs and all the songs that people have uploaded?	Add 'Catalog' when searching so that people can find specific songs, and add a 'My Library' page for the saved songs that can be accessed from the for you page bottom menu.

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# **TECHNOLOGY TARGET**

## **TARGET TECHNOLOGY PLATFORMS OF USERS**

### **Hardware requirements?**

Any smartphone with internet access can download apps from something like the App Store or Google Play Store. While it would be possible to download on an older phone, it would be a wise idea to use a more recent phone for this application, anything from the last 5-6 years. There will also be a 2GB RAM minimum for the application for ease of use because of how much multitasking will be involved.

### **OS requirements?**

Smartphone-based operating systems like iOS, Android, and Linux-based systems like Ubuntu, KaiOS, or Sailfish OS. All of these devices need to be running an operating system firmware that is relatively recent, like iOS 12 or higher or Android 10 or higher.

### **Software requirements?**

There would not be any software requirements outside of the applications itself. Many of the users probably would be using outside software for video and audio editing, but that reflects the content they wish to post and not software required to use/run the app.

### **Network requirements? (Download speed)**

There wouldn't be any real network requirements to use the app, anyone can access text and pictures with even 5Mbps. However, there would be a recommended network speed if you plan to upload video and music content which would be 15-20Mbps, but these are not hard limits, just suggestions.

### **Security requirements?**

The app would request access to location, camera use, microphone use, and accessing contacts to suggest accounts that the user may already know. The platform would have a verification system to make sure that users aren't faking identities. Aside from those features, the normal security measures for applications will be taken such as penetration testing and encryption of user data.

### **Economic/ payment requirements?**

There won't be any barrier to entry to download and use the app but there can be paid services to buy songs, backtracking, and also ad revenue to be gained through the use of the platform.

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### **Legal considerations and the issues about AI**

For this platform copyright law will be very relevant for the sharing and distribution of content. Just like any other platform, fair use laws do apply; so using other people's content to create your own cannot be punished. However, sharing and distribution of other people's content without attribution is where the line is drawn and can be reported on the platform. Regarding the use of AI, the technology itself may be very useful for conceptualizing and brainstorming but many use it as a replacement for the work itself. With how AI technology is trained by using sample works from others, usually sourced without consent or even awareness, there are many copyright issues that come to mind; however, it is very difficult to recognize if your work was used for AI training or not. With this platform having such an emphasis on "sampling" and taking inspiration from the works of others to create something even greater, it is a difficult dilemma to tackle, but we hope our users will uplift each other through artistic collaboration and continue to grow alongside one another.

### **WHAT CONSTRAINTS AND OPPORTUNITIES CAN THAT DIGITAL PRODUCT /DELIVERY CHANNEL REALIZE OR COST?**

The MusicHub app has both opportunities as well as constraints within its digital ecosystem. While some technical limitations like compatibility issues and some resource constraints might pose a challenge to the platform, the potential for global reach, monetization offer notable opportunities for the app. Security concerns like data protection as well as compliance will be addressed, but the platform's ability to incorporate community engagement will provide primitive data insight, as well as continually improving the user feedback. By navigating these constraints as well as leveraging the opportunities, the app can help begin to be a successful digital app for artists and music enthusiasts alike.

Additionally, MusicHub involves both ongoing and initial cost, including the development of the app, infrastructure, security, maintenance, as well as marketing. These expenses are necessary for its operations, however, the platform will also offer revenue opportunities through subscriptions, advertisement, and commissions. Balancing these costs with the potential income streams would be vital for MusicHub's sustainability as an app.

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### **CAN YOUR MARKET PAY THE PRICE OF THAT SERVICE?**

The MusicHub app will mainly be based on interaction between fans, artists, audio engineers, label executives, etc. As such, most revenue will stem from the purchasing of music, beats, rights, etc. Separate from that will also be sponsorships, and advertisements from ad approved companies. Ad approval will come from an application process in which app admins will review company history and previous to determine their eligibility for our platform.

### **CAN YOU COVER YOUR DEVELOPMENT AND OPERATIONAL COSTS? (iTUNES OR GOOGLE PLAY? STEAM? AMAZON?)**

MusicHub will be an application marketed on the Google Play store, and Apple app Store for both Android, and Apple users to enjoy. Both the Apple app Store and the Google Play Store take 30% commission for all in-app purchases, and for the app itself. An [Individual Developer Account](#), required for distribution via the app store, goes for an annual fee of USD\$99, regardless of whether or not your app is free or paid. There are no separate 'hosting' fees otherwise. The Google Play store incurs a one time fee of 25\$ for your first app publication.

### **WHAT DESIGN CHOICES DO YOU HAVE AS A RESULT OF THE HARDWARE CONSTRAINTS?**

Due to hardware constraints, our app is unable to have certain design aspects. The number one issue is space. Although phones have been getting larger and larger over the years, compared to a computer they're still very small. Music Hub is designed to be a phone first app, although it can run on a computer or tablet, therefore, we had to limit the amount of actions a user can take or how much information can be provided about themselves or a potential gig. Additionally, due to the size constraint, we had to nest a lot of elements within one another. Users will not be able to see all interactions they can have within the app on one page.

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### **WHAT DO THESE CONSTRAINTS/OPPORTUNITIES ALLOW/PREVENT IN THE DESIGN?**

These constraints Music Hub faces can also be seen as opportunities. Even though users cannot see all the action options on the same page, the app was designed to make it intuitive for users to understand how to locate the action they want. Through other social media/creation apps, users have been conditioned to understand that a plus button means "create a post here" and that subsequent editing pages will pop up through the posting process. By creating a design that requires less learning from the user, the chances of people continuing to use the app after the initial download increases.

Having a mobile first app, does limit creation space, but it also ensures designs are concise and make sense. There is no room to add fluff or extraneous information. Maximizing space means thinking about icons and alternative methods to convey information other than words. By using recognizable and easily associated icons, the user experience becomes more seamless. The happier people are with Music Hub, the greater chance they will continue to use the app. Finally, having a mobile first app means users have the ability to use Music Hub wherever they are. Music Hub will be more prevalent in their everyday lives.

### **SET QUANTIFIABLE GOALS AND OUTCOMES THAT CAN BE MEASURED AS SUCCESS OR FAILURE**

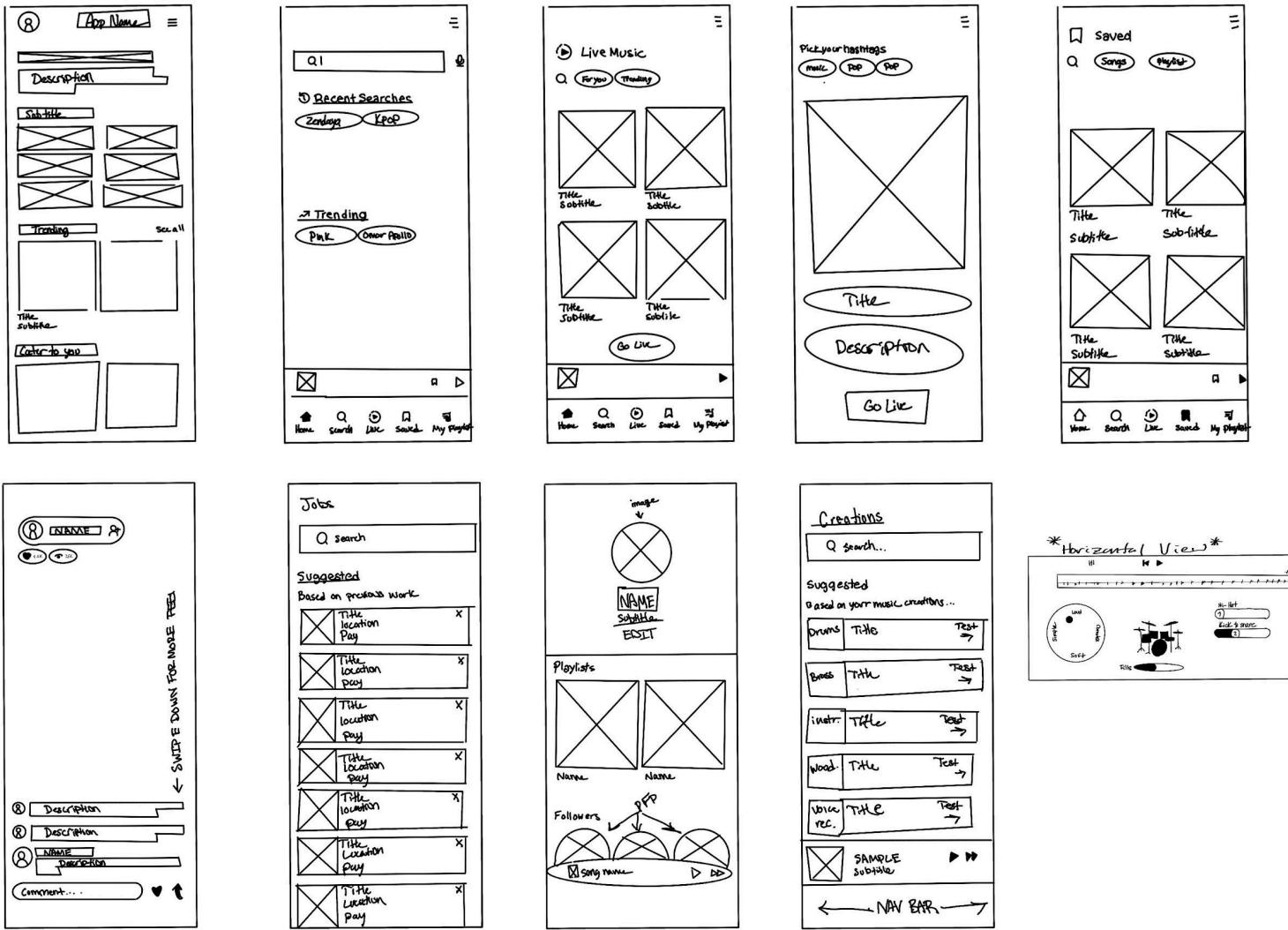
With the launch of MusicHub, we would go on a large advertising campaign with allotted funds from investment to try and kick-start the app. We would also reach out to venues, artists, bands, and other vendors to get them to jump on the platform early to get their profiles set up. One of our goals for the app is to have 3,500 standard users for the social media aspect and 2,500 users labeled as artists or bands using our creator side of the program. We think word of mouth in the music community will help growth, especially inside venues and merch vendors. Some outcomes if we can't meet these goals might result in one side of the app becoming more popular than the other. The amazing part about MusicHub is that us supporting creators and their music and publishing while having a social media aspect allows the app to thrive independently regardless of which features are popular. Even if MusicHub does not hit the goals labeled here, the app still has the potential to grow and continue as operating costs shouldn't be too much and MusicHub has multiple ways of monetization.

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## UCD PROTOTYPING & DESIGN

### LOW FIDELITY PAPER PROTOTYPE



### LOW FIDELITY PAPER PROTOTYPE FEEDBACK

- Nav bar is not visible on all of the panels, doesn't know how to navigate from page to page. Ex. Direct messaging page, go live, profile page.
- Followers take up a large area on the profile page. It's an interesting addition but not a main focus on who the artist/profile is.
- Enjoy how the jobs page has the perfect amount of information to scroll through and is succinct/ to the point.

# Final Group Project Report and Prototype

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## MID-RANGE FIDELITY DIGITAL PROTOTYPE

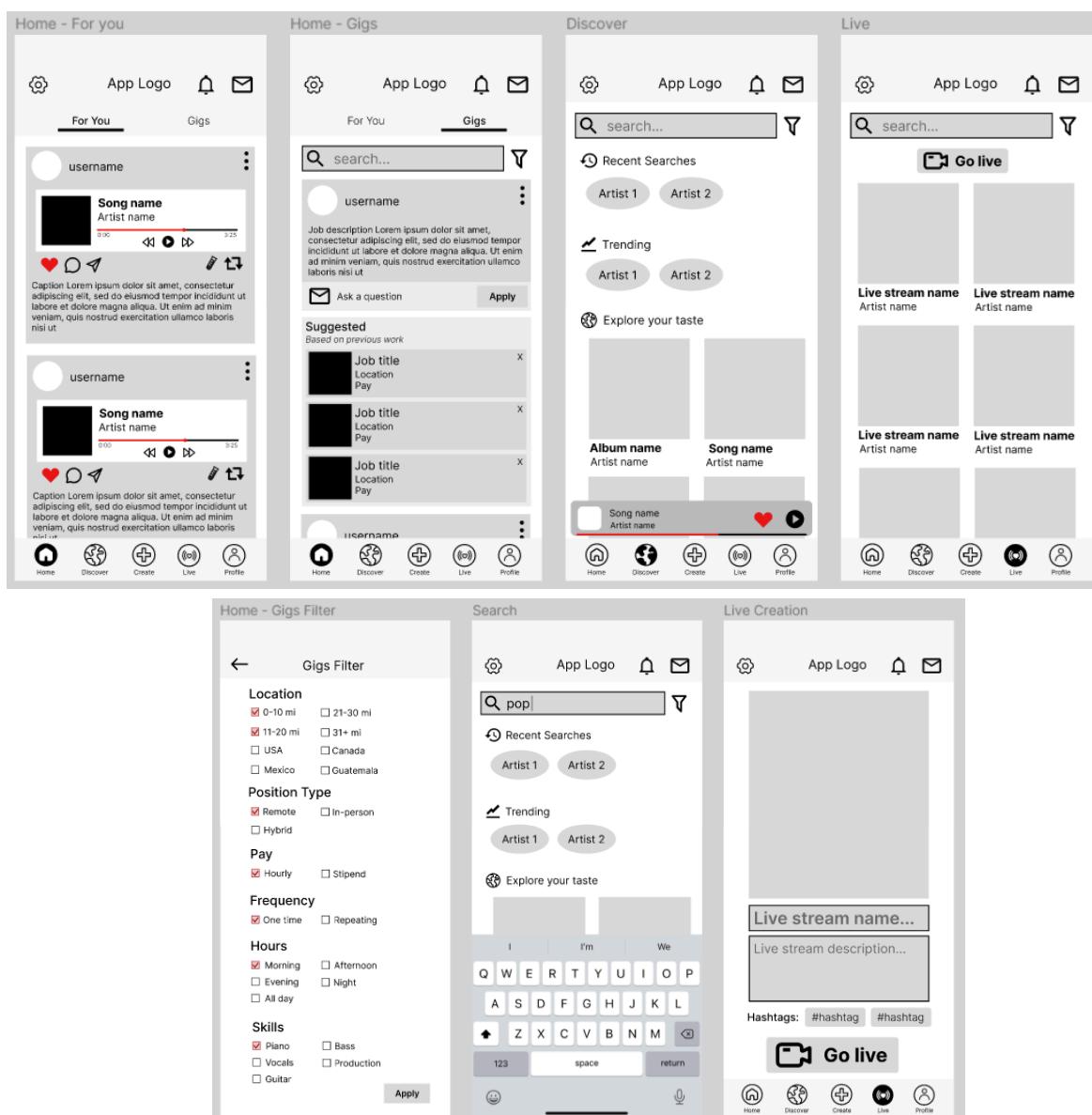
### Critical user goal: Create a post

Prototype link:

<https://www.figma.com/file/dOHytYc6f1OIQMOzLj6CDk/Midfi-Prototype?type=design&node-id=1%3A2&mode=design&t=bfvjQmipn2Bi7PXK-1>

Icon library:

[https://www.figma.com/file/rVgT0AsVut1x8Yvlkc1lm8/Free-Icons-65%2C000%2B-\(SVG\)-\(Community\)?type=design&mode=design&t=4Kyrd4biCB4rwqqy-0](https://www.figma.com/file/rVgT0AsVut1x8Yvlkc1lm8/Free-Icons-65%2C000%2B-(SVG)-(Community)?type=design&mode=design&t=4Kyrd4biCB4rwqqy-0)



## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# MID-RANGE FIDELITY DIGITAL PROTOTYPE FEEDBACK

Feedback video: <https://youtu.be/aNY3YGdocjU>

### Protocol: Create a Post

1. App prototype is open on home screen (0:00-0:21)
  - a. 1.1. User clicks Create button and the creation options open in a pop-up window
  - b. 1.2. User clicks Audio button to create a new audio post
2. New Post page (0:22)
  - a. 2.1. User talks through picking which audio post to create
  - b. 2.2. Clicked “next” button and was taken to the second new post page(0:30)
3. New Post Customization page (0:31)
  - a. 3.1. User talks through getting familiar with layout of the customization page
  - b. 3.2. User experiences confusion about whether or not he should click share (0:49-1:03)
4. Home Page Reopens (1:04)
  - a. 4.1. User experiences confusion looking for his newly created post (1:05)
  - b. 4.2. **ERROR:** User decides to check his profile page (1:13)
5. Profile Page Opens (1:16)
  - a. 5.1. Looking at Profile page, reading through the sample profile
  - b. 5.2. User clicks on settings page(1:18)
6. Settings page opens (1:19)
  - a. 6.1. User looks through layout of Settings (1:20-1:23)
  - b. 6.2. Clicks Home button at the bottom of the page (1:24)
7. Home page opens again (1:25)
  - a. 7.1. User clicks to create a post again
  - b. 7.2. Pop-up menu re opens and user tries to click a different category before clicking audio again (1:26-1:30)
8. New Post page reopens (1:31)
  - a. 8.1. User tries to pick a new audio (1:32-1:37)
  - b. 8.2. User clicks next(1:38)
9. New Post Customization page reopens (1:39)
  - a. 9.1. User talks through the customization options(1:40-1:49)
  - b. 9.2. Shares the post (1:50)
10. Home page opens again (1:51-1:56)

## **Final Group Project Report and Prototype**

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### **Error count = 1 Total duration = 1:56**

\*\*NOTES from Task Analysis:

User liked:

- Home page layout (0:18)
- Profile Layout (1:16)
- Settings Layout, Says "Now I can see all my settings," (1:20)
- Clear to navigate around app with navigation buttons at bottom of page (1:24)

\*\*ERRORS from Task Analysis:

- New Posts need to be obvious so that the user doesn't experience confusion and try to navigate to their profile to find it(1:05)

## **DESIGN IMPROVEMENTS**

### **Improving the Design**

The comprehensive task analysis has provided us with great insights into our app's design, confirming our initial assumptions and bringing light to the efficiency of our design choices. Our primary objective from the beginning was to design an app that is both intuitive and efficient. By going through the steps of task analysis, we were able to see these design choices come to light.

During the testing phase, we observed the examiner navigating through the prototype with ease, requiring little guidance. However, an issue arose when the examiner encountered confusion regarding the visibility of their newly created post, requiring a visit to their profile to confirm the post was sent. This particular challenge presents an opportunity for redesign and adjustment, which we can directly address by implementing a variety of visual cues within the user's feed to denote the presence of new posts.

### **Interview**

Following the task analysis and interview of our user on the improved design, we can confidently say that our error rate has been largely reduced creating a better user experience. The user specifically stated that visual cues attached to newer posts would allow an easier experience when seeing said new post on the timeline. They felt that this was a beneficial addition and it proved to be so by quantitatively reducing the user's time on the tasks. They managed to see the new post sooner and not have the confusion when using the posting features.

# Final Group Project Report and Prototype

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## UDC PROTOTYPING COLOR AS AN INFORMATION CUE

Color Mid Fi Prototype:

<https://www.figma.com/file/jA8jNOwfXFGUbIMa7hxNkU/Color-Midfi-Prototype?type=design&mode=design&t=yliGcMnTH98fNfrJ-1>

The image displays six wireframe prototypes for the MusicHub app, arranged in two columns of three. Each prototype is a grayscale wireframe with specific UI elements highlighted in color to represent information cues.

- Home - For you:** Shows a feed of song cards. The first card has a red play button, while others have green or blue play buttons. A red progress bar is visible on one card.
- Home - Gigs:** Shows a feed of gig cards. The first card has a red play button, while others have green or blue play buttons. A red progress bar is visible on one card.
- Home - Gigs Filter:** A modal for filtering gigs. It includes sections for Location (checkboxes for 0-10 mi, 11-20 mi, 21-30 mi, 31+ mi, USA, Canada, Mexico, Guatemala), Position Type (checkboxes for Remote, In-person, Hybrid), Pay (checkboxes for Hourly, Stipend), Frequency (checkboxes for One time, Repeating), Hours (checkboxes for Morning, Afternoon, Evening, Night, All day), and Skills (checkboxes for Piano, Bass, Vocals, Production, Guitar). An "Apply" button is at the bottom right.
- Live Creation:** A screen for creating a live stream. It features a large central video frame with a blue border. Below it are input fields for "Live stream name..." and "Live stream description...". A "Go live" button is at the bottom left. A keyboard at the bottom shows keys for "I", "I'm", "We", and various letters.
- Creation 3:** A screen for creating a new post. It shows a "New Post" button and a "Share" button. Below is a large central video frame with a blue border. A "Caption" field and a "Hashtags" field with two "#hashtag" buttons are below the frame. A list of creation options follows: Link (www.musichub.com), Location, Tag People, Sample (with a video camera icon), Repost (with a green checkmark), Add Copyright Information, Music, and Add Warnings.
- Inbox - Search:** A search interface for messages. It has a search bar with "music.hub" typed in. Below is a list of users: "username", "username 🎵", "username", "username", and "username 🎵". At the bottom is a virtual keyboard with standard letter keys, a space bar, and a return key.

# Final Group Project Report and Prototype

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## **MARKETING AND BRANDING**

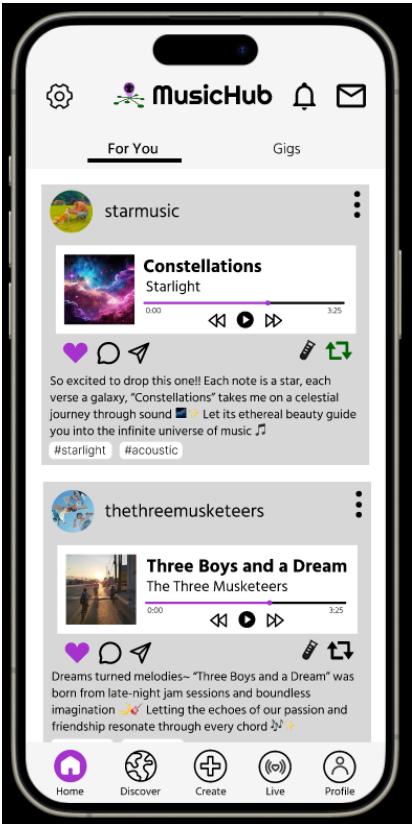
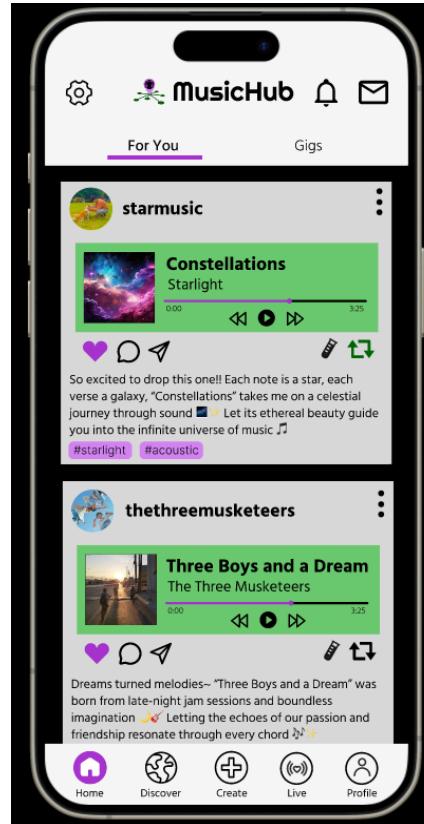
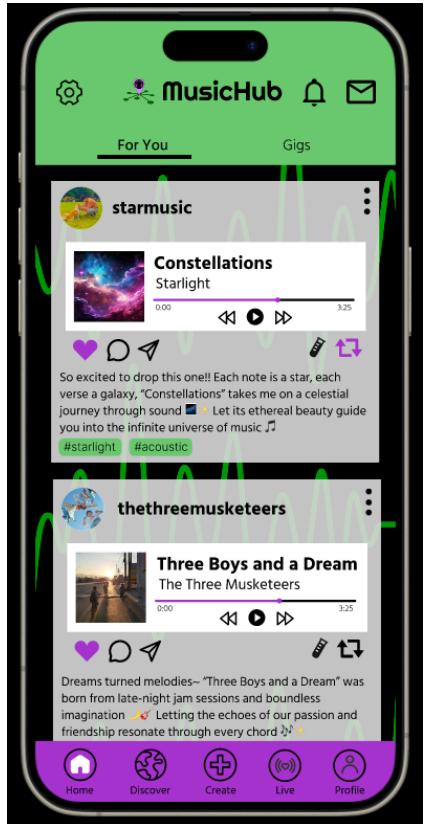
The image displays four screens of the MusicHub mobile application interface:

- Home - Branded:** Shows a feed of song cards. Each card includes a user profile picture, song title, artist name, a play button, and a caption in placeholder text.
- Discover - Branded:** Features sections for "Recent Searches" (Artist 1, Artist 2), "Trending" (Artist 1, Artist 2), and "Explore your taste". It also shows album and song cards.
- Profile - Branded:** Displays the user's profile information, including a placeholder profile picture, bio, posts, followers, and following counts, pronouns, occupation, and links to social media accounts.
- Detailed Profile View:** A close-up of the "Profile - Branded" screen showing the user's bio, which reads: "Bio Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." Below the bio are sections for "SKILLS" (Skill 1-5) and "INTERESTS" (Interest 1-5). There is also a "RECOMMENDATIONS" section and a "MY MUSIC LIBRARY" section.

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## THREE GRAPHICAL DESIGN STYLES

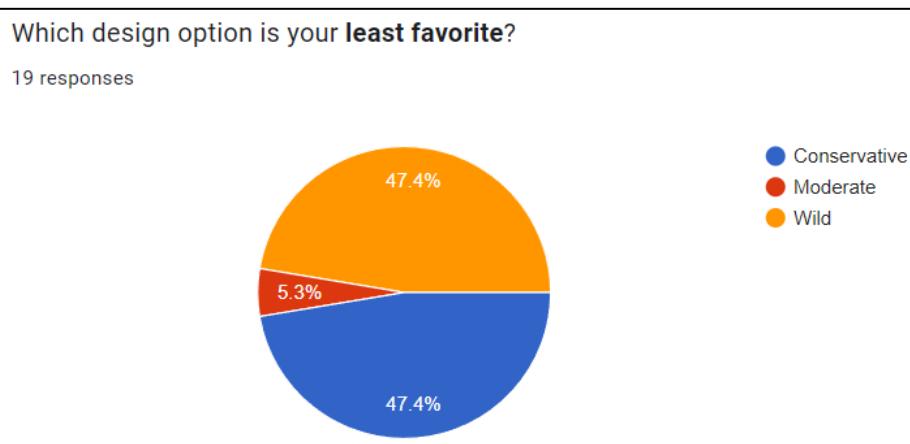
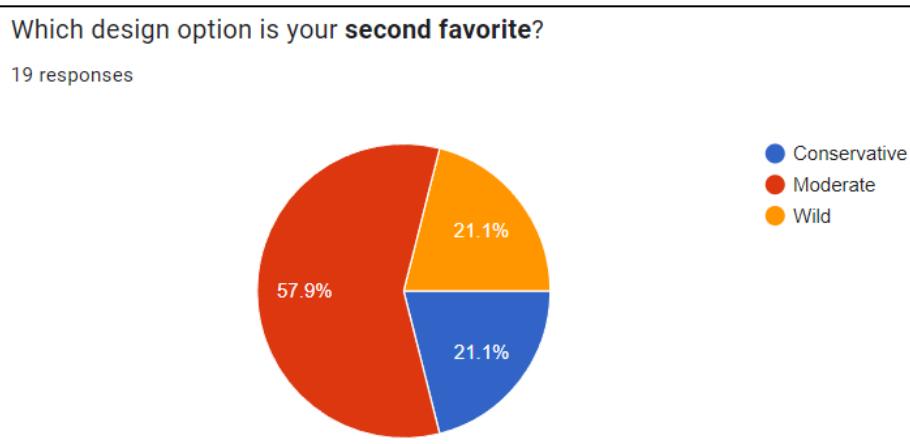
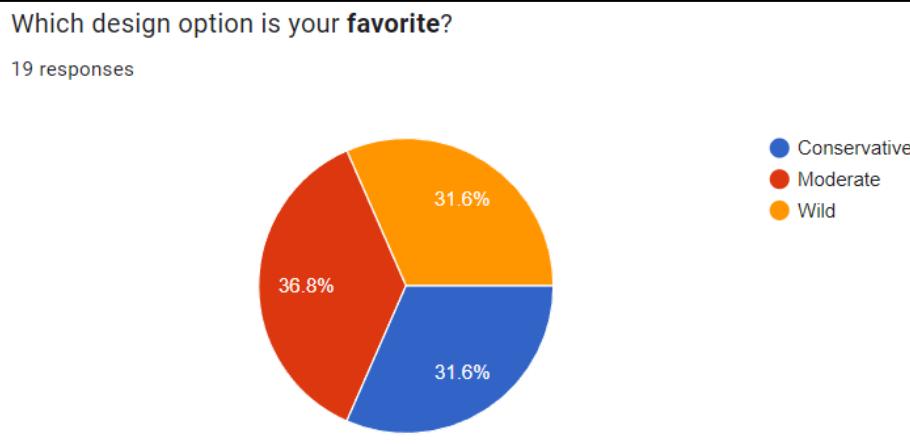
<b>CONSERVATIVE DESIGN</b>	<b>MODERATE DESIGN</b>	<b>WILD DESIGN</b>
		

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# USER FEEDBACK

Users' favorite version was the Moderate version, with Conservative and Wild as tied seconds.



## **Final Group Project Report and Prototype**

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

### **What did you like and dislike about the Conservative option?**

- It doesn't feel overwhelming. Plus the design is interesting and easy to see where I am on the page. I dislike the purple surrounding the icon indicator. I like the idea of an indicator though.
- My eyes are okay with this design
- I like that's easy to read, I dislike that it looks like every other app
- plain and not engaging
- It's sleek, and the layout is appealing / easy to navigate. Placement seems intuitive and straightforward. However not too much of a fan of the sharp corners :)
- Everything blends in together, it's hard to keep my attention.
- Looks too bland
- It just needs more color in my opinion to grab my attention.
- Overall I liked it. I wish there was a pop of more color, nothing too crazy. It just needs something to break up the text.
- I like that it's simple, but it feels too plain
- I did not like the Conservatice option. As someone that is visually impaired, looking at all-white designs on a mobile device is difficult. Without the addition of contrasting colors for the backgrounds, the text is very difficult to understand.
- It is too basic.
- Too broing, nothing stands out
- It looks nice, but it is a little plain and I think your project needs some funk and flare.
- I appreciate the simplicity and organization about it
- Too plain
- I like how readable and accessible everything is. I dislike the dark grey background used for the posts.
- I like how simple it is. I dislike how boring and bland it is
- feels plain but easier to view

### **What did you like and dislike about the Moderate option?**

- Green is a bit much, but I like it as a dark mode. Same complaint as conservative about the icon.
- The purple pills are low contrast and hard to read
- I like that's different, I feel like it's a little too dark
- like the design with the better use of colors, probably the best to reach out for larger audiences
- I like the higher contrast and the dark background of the moderate option - looks

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great! Don't have any strong dislikes

- I like the small amount of color it has, it's enough to get me to start using it but I feel like over a whole it'd become like the conservative. Just bland.
- I like the good balance with light and dark
- Maybe if the top portion of the app where it says "MusicHub" had the green (or purple) background and kept the bottom portion the same then I think it would look nice.
- Idk hate the green sorry. It's giving spotify. The black background just feels out of place. It's just a clunky design
- I like the added pops of color in the background and green on some of the content, the only thing I don't like is the black background feels a little plain. I like the background from the wild option, but needs to be blended in better so it doesn't distract from the content/text.
- I like that the background is black, as it helps me be able to focus on the text easier. I also enjoy that different elements, such as the music player, are a different color. It nicely divides the page into sections and makes browsing easier.
- I feel like the colors used in these examples are a little too bright, and make it more difficult to quickly process what's inside those colored elements.
- Love the color choices. Colors really get your attention
- I like the contrast with the dark background and the green around the song which highlights the song.
- I like the look of this one, and I like all of the color about it. I don't think there is anything that I don't like.
- I like that it is simple but the green is a bit stark
- I liked it, I just liked the more color option
- I like the colors used, but I think they are a little too vibrant.
- I like how color it is. I dislike nothing
- much prefer the black on white option

### **What did you like and dislike about the Wild option?**

- The green squiggles are annoying and the coloring is a bit overwhelming. I prefer the white icon indicator over the previous purple one.
- The audio wave in the background is distracting from the foreground
- I like that it stands out, but that bright purple is a little harder on the eyes
- very new age and engaging. Just like how music should be creative this design is creative
- Great palette choice with green / purple, I'm a bit worried about the background

## **Final Group Project Report and Prototype**

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being distracting in some cases. But I see the appeal for it.

- I loved the colors in the wild option, it keeps my attention and I just feel like I'd have fun using it.
- I like the color scheme a lot
- I like the colors that were chosen for this option because I felt like it would have people more engaged in the app as compared to the conservative and moderate options.
- I'm sorry to be a hater but the purple and green is giving incredible hulk. Other than that, what a fun 90's maximalist design
- I do like the color change in the header/nav areas, but it also kinda feels like too much. I do like the background, but it needs to be toned down. Where it's overlapping with content it needs to be faded more because it's distracting to the text.
- I like the use of contrasting colors and a dark background. However, I feel that the colors are too intense to be used so widely in this design. Although it certainly feels "Wild" it also looks like it would be difficult to navigate if your eyes become strained easily by mobile screens
- Too busy. A little childish
- Too much is going on, but would be cool as an option to users to customize the home screen
- I like this option and all of the colors and boldness, but the background kind of takes away of the important information. It is just a little busy.
- The background and purple nav bar is distracting
- It was colorful and fun
- I like the transparency of each post and the image used in the background. I don't like how unreadable the navigation is.
- I like how colorful it is. I dislike the background with the green wavy line, it's too much going on
- don't feel like the colors make the screen look attractive

### **Any other comments or suggestions?**

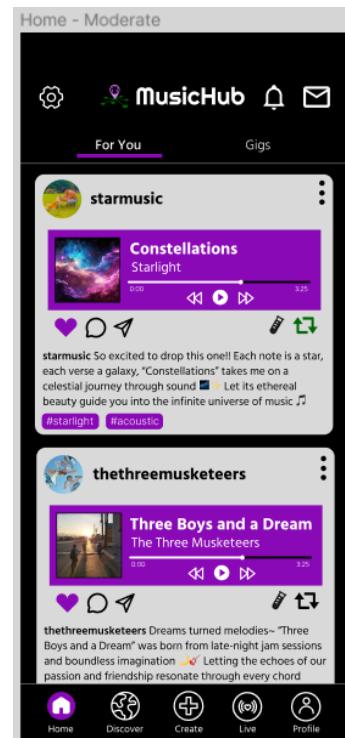
- I feel the colors you chose in the wilder designs were too bright and there wasn't much thought as to what color to use where. It's giving Joker and not in a great way. I wish y'all had more time to refine the design and use rounded corners and whitespace more. Your top bar is giving modern design, your bottom bar iphone 4s, and your contents early internet. Any era can work in a design as long as it's consistently used throughout it, but right now that sadly isn't the case
- neat

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- Designs look great!
- If this is the app design/idea thus far, I think there is a lot of potential for this app to become a big hit!
- I'm sorry but Green is owned by spotify. You must coin your own color
- I think you should add a little more color to the moderate version and then it'll be perfect.

Based on user feedback, we revised the Moderate design to be more user friendly and visually pleasing.



# Final Group Project Report and Prototype

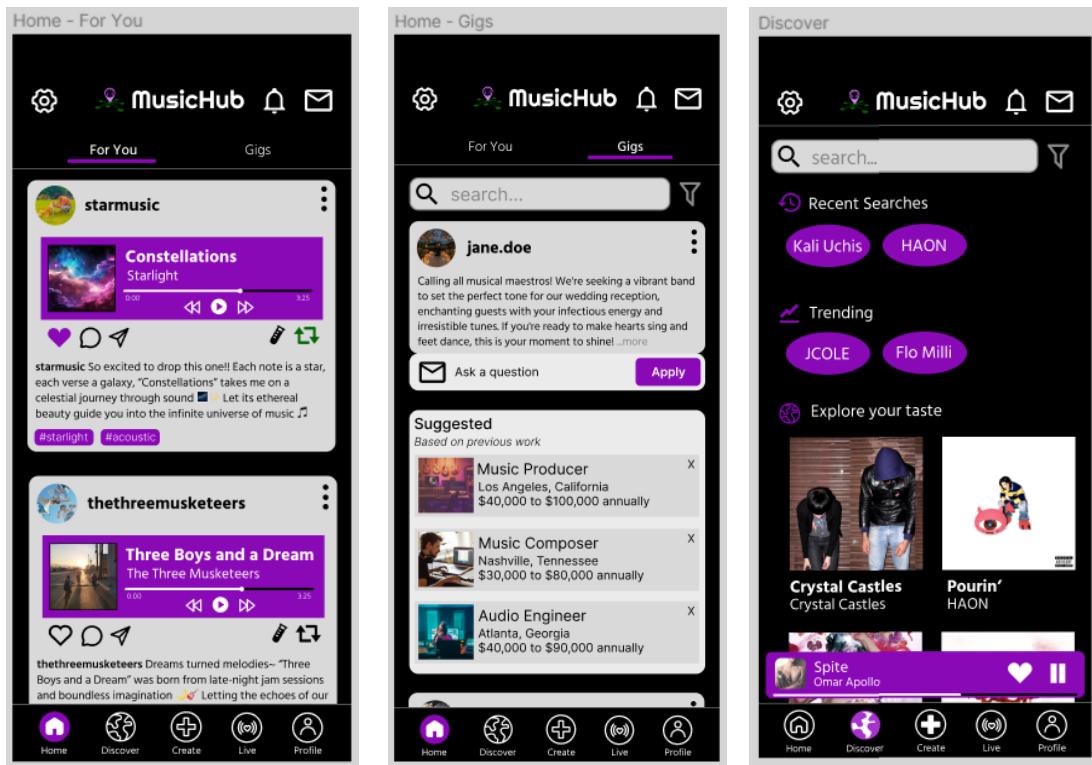
MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## HIGH FIDELITY PROTOTYPE

Hifi Prototype:

<https://www.figma.com/file/EjtERwhozXWBFy0A83JnYb/Hifi-Prototype?type=design&node-id=0%3A1&mode=design&t=xp77pdqK8NgeppMe-1>

Group 1 - Liana	Group 2 - Gio	Group 3 - José	Group 4 - Daniel	Group 5 - Shane
Home - for you Home - gigs Home - new post Home - gigs filter Home - gigs search Home - gigs search results Posts Creation 5 Creation 6	Discover Search Search Filter Search Result	Live Live Creation Live Stream	Profile Music Library Playlists	Creation 1-4, 7 Inbox - messages Inbox - new chat Inbox - search Inbox - search results Inbox - Message draft Inbox - requests Settings Notifications



## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

# STYLE GUIDE

## Logo & Identity

Our identity and logo are closely related. MusicHub's core values are community, discovery, creativity, and equality. To represent the idea that our app is a central location, a hub, for novice and seasoned musicians alike, for fans, and recruiters, we designed a logo that visually expresses MusicHub.

**Usage:** The logo, icon, or brandmark must always be legible and identifiable. The colors may not be changed unless it is the text of the brandmark to white. The designs should never be reversed, mirrored or warped in any way. All designs may be used in advertising or marketing. Inside the app, only the brandmark and symbol logo may be used.

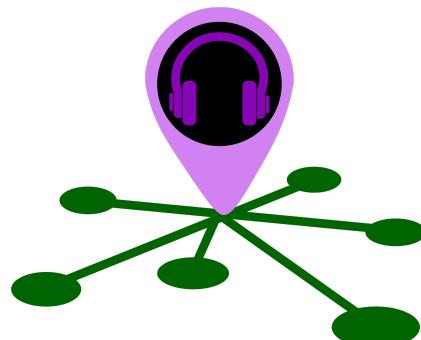
Brandmark



App Icon



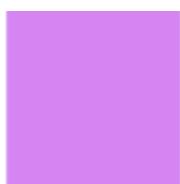
Symbol Logo



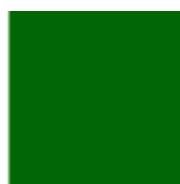
## Colors



Purple  
#8A09B6



Pastel Purple  
#D585F1



Dark Green  
#006704



Dark Grey  
#888888



Light Grey  
#D9D9D9



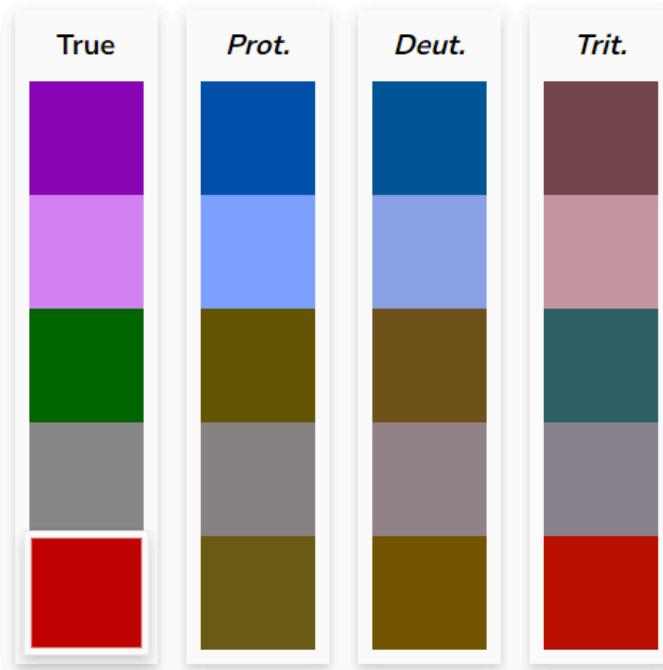
Red  
#BE0000

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

We based our color palette around MusicHub's core values. The purple stands for harmony, the green for grounded communication, and red for passion. With this color palette, we hoped to help people pursue their passions, make meaningful conversations and connections, and cultivate a harmonious community.

If users had color blindness, this is what our color palette would look like:



## Typography

We picked san serif fonts for our app as they are easier to read on a screen. To create an industrial feel, the following fonts were chosen. Text sizes were determined by the typography hierarchy. Within the app, the logo font is only to be used in the logo and the welcome screen. The headline font is used for different categories and should always be larger than the copy font. The copy font is used in its various forms depending on the importance of the information shown.

**Logo font: Righteous Designed by [Astigmatic](#)**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

**the quick brown fox jumps over the lazy dog**

**HEADLINE FONT: STAATLICHES DESIGNED BY [BRIAN LAROSSA, ERICA CARRAS](#)**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

**Copy font: Hind Siliguri Designed by [Indian Type Foundry](#) - line height of 20**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

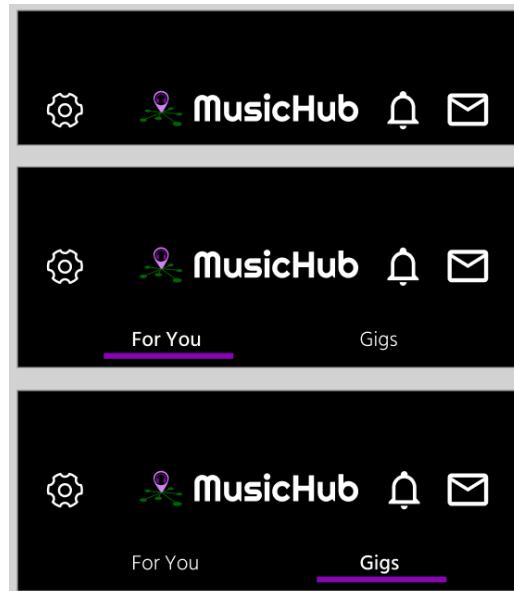
**the quick brown fox jumps over the lazy dog**

# Final Group Project Report and Prototype

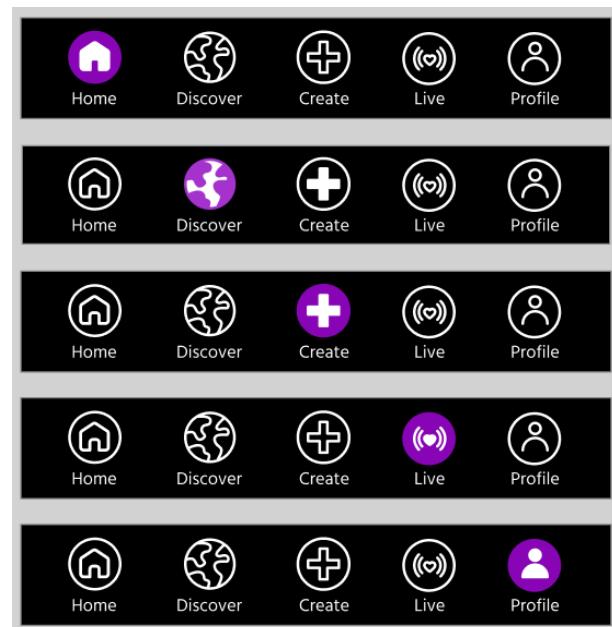
MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## Buttons

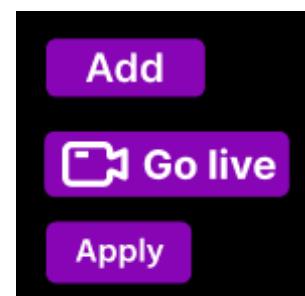
**Top Navigation Bar:** The first bar is the default state. It allows users to access the settings, notifications, and inbox pages. The second bar is the Home - "For You" page's navigation bar. The third bar is the Home - "Gigs" page's navigation bar. For both Home pages, the purple underline indicates which home page the user is on. The icons should be the same line thickness.



**Bottom Navigation Bar:** The buttons are easy to understand symbols accompanied by the name of the pages in text. Depending on the page selected, the corresponding button will change to purple and white to indicate to the user which page they're on. The circles should have a 2px white (#FFFFFF) border stroke. The icons should be the same line thickness.



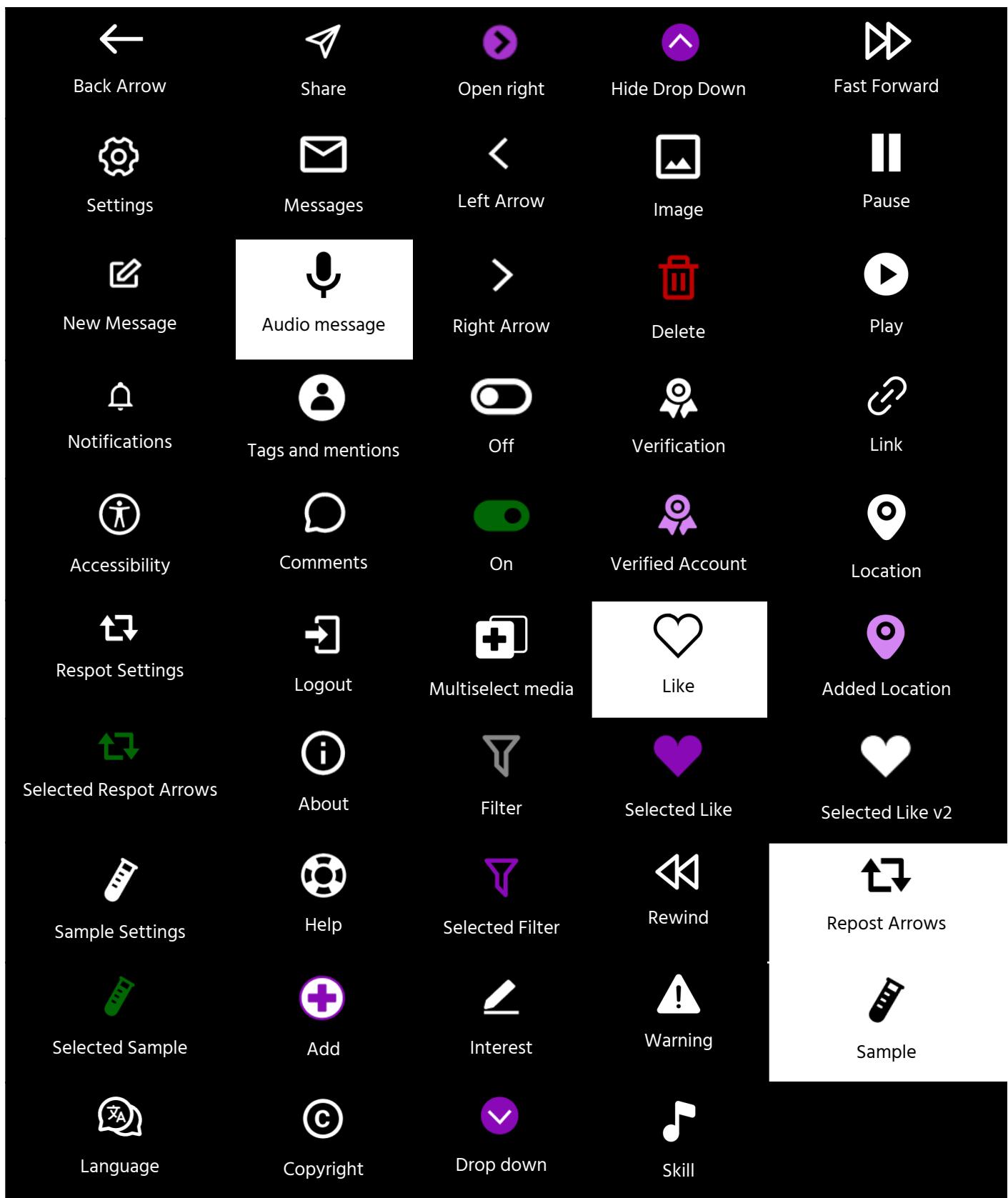
**Action buttons:** These buttons prompt the user to finish an action. The background color should be purple (#8A09B6) with centered, white (#FFFFFF) bold copy font. The corners should be rounded by 6px.



# Final Group Project Report and Prototype

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## Icons



# Final Group Project Report and Prototype

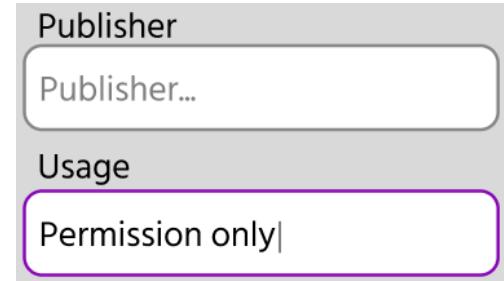
MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

## User Input

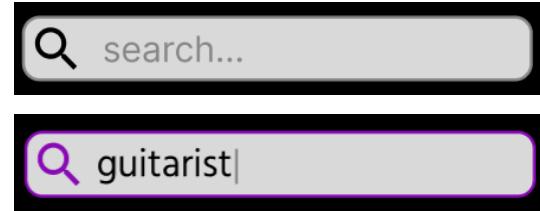
**Checkboxes:** There are two stylings for the checkboxes, unselected and selected. Unselected has a white (#FFFFFF) fill and a 1px dark grey (#888888) border stroke. Selected has a purple (#8A09B6) fill, a 1px pastel purple (#D585F1) border stroke, and a white checkmark.



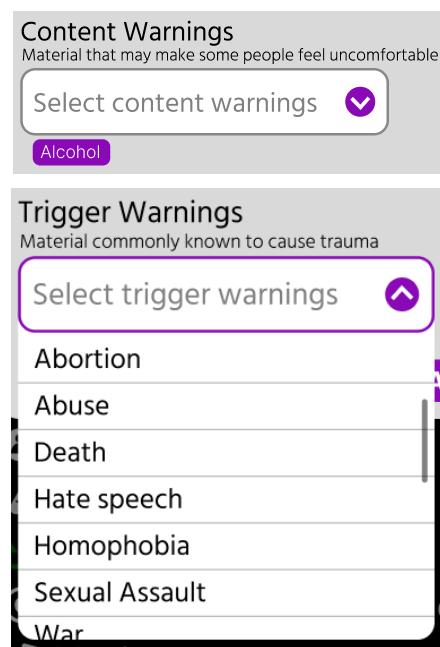
**Text input:** There are two stylings for the text inputs, unselected and selected. Unselected has a white (#FFFFFF) fill, a 2px dark grey (#888888) border stroke, and placeholder text in dark grey that describes what should be included in that text input field. Selected has a white fill, a 2px purple (#8A09B6) border stroke, and the user inputted text. All input boxes should have 6px rounded corners.



**Search bar text input:** There are two stylings for the search bar text inputs, unselected and selected. Unselected has a light grey (#D9D9D9) fill, a 2px dark grey (#888888) border stroke, and placeholder text in dark grey that describes what should be included in that text input field. Selected has a light grey fill, a 2px purple (#8A09B6) border stroke, and the user inputted text. All input boxes should have 6px rounded corners.



**Draw down:** There are two stylings for the search bar text inputs, inactive and active. Inactive has a white (#FFFFFF) fill, a 2px dark grey (#888888) border stroke, a downwards facing arrow, and placeholder text in dark grey that describes what should be selected. Active has a white fill, a 2px purple (#8A09B6) border stroke, an upwards facing arrow, and the user selected text. All input boxes should have 6px rounded corners. Selected items will appear in a purple box with 6px rounding. The font should be Hind Siliguri Thin in white.



## **Final Group Project Report and Prototype**

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# **EVALUATE DESIGN WITH USER TESTING**

## **HIGH FIDELITY THINK ALOUD**

**Think Aloud Protocol** - <https://youtu.be/cp4B5JBlulw>

**Assigned User Task:** Make a Post

## **TASK ANALYSIS**

1. Open app
  - 1.1. *Confusion* - Can't tell where to click at first (0:00 - 0:09)
  - 1.2. Clicks add (0:10)
2. Enters the post creation screen(0:11 - 0:16)
  - 2.1. Surprised - Expresses that she likes the post creation screen (0:17 - 0:23)
  - 2.2. *Confusion* - Doesn't know whether or not to post the pre created post (0:24)
3. Taken to the home screen (0:25 - 0:35)
  - 3.1. *Confusion* - Says she doesn't know where she is (0:36 - 0:40)
  - 3.2. Clicks on the creation button on the bottom navigation bar (0:41 - 0:45)
  - 3.3. Pop-up menu shows and she picks audio to create (0:46 - 0:48)
4. Audio Selection page (0:49 - 0:52)
5. Opens the New Post Screen again (0:53 - 0:56)
  - 5.1. Clicks the add copyright information option (0:57)
  - 5.2. Goes through adding information (0:58 - 1:02)
  - 5.3. Clicks the warnings area (1:03 - 1:10)
  - 5.4. Surprised - Expresses that she likes having a warnings category (1:11 - 1:14)
  - 5.5. Clicks post (1:15 - 1:18)
6. Opens the Home page again (1:19 - 1:22)
  - 6.1. **Error:** Opens the Discover page (1:23 - 1:29)
7. Opens the Live page (1:30)
  - 7.1. Clicks through settings (1:31 - 1:33)
8. Back to the Home Page (1:34 - 1:36)
9. Clicks into the Profile page (1:37 - 1:41)
  - 9.1. *Confusion* - Says she doesn't know where she is again. (1:42 - 1:56)

## Final Group Project Report and Prototype

MusicHub: José Vital, Liana Progar, Giovanni Rivas, Daniel Albright, Shane Fisher

**Error Count: 1**

**Confusion Count: 2**

**Surprised Count: 2**

## INTERVIEWS & SURVEYS

**How easy do you feel it was to navigate the app**

ANSWER CHOICES	RESPONSES	
Very easy	28.57%	2
Easy	57.14%	4
Neither easy nor difficult	14.29%	1
Difficult	0.00%	0
Very difficult	0.00%	0
<b>TOTAL</b>		<b>7</b>

**What was an aspect or feature that stood out most to you about the app**

- The large amount of things you can do in the app.
- The home/feed screen was pretty good, very colorful and aesthetic
- All of the color! It stands out from other apps I have seen.
- I liked how easy it was to get to whatever feature I was looking for.
- I really like the black and purple colors of the app. It's not a color combination you see too often and the vibrancy of the purple helps whatever is selected stand out. The messaging aspect of the app was also shocking and a really cool feature! It made the app seem more personalized and also develops the feature of networking!
- The gigs tab

**What would you rate the user experience of the app? Why are you rating it this way?**

- 9/10. It's easy to see what the app is about from the get go, and the features included seem to be well organized. However, because there are so many features the app is a little overwhelming.
- 4/5, follows general app design, but could have better navigation with the profile page (no nav bar present when I click on it)

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- 3.5/5; It is easy to use, but there is a lot of information being thrown at me all at once so it is a bit overwhelming.
- 8 out of 10. Very useful and intuitive but sometimes has too much on screen.
- I would rate it a 5/5. The app is super easy to navigate and it is easy to understand the purpose.
- 8/10 great app, needs a little work with the navigation

### **What makes MusicHub stand out from other competitors?**

- The ability to have a portfolio and recommendations as an artist all in one place. Also, the ability to request talent as a consumer and having them reach out directly.
- You can actually post about music
- All of the color! It doesn't look like other apps I have seen. I like it!
- Combining social media and gigwork is very convenient for finding work and also connecting to your audience.
- It stands out by working as a personalized social media hub for the individual user's interest (kind of like pinterest), while also having a lot of really new and important features that come with working in the music industry! I really like how there are several versatile ways a user would be able to use the app. One might just want to post their favorite songs for their friends to see, one artist might be trying to promote their own music, and someone might be looking to hire a guitarist. The possibilities seem really awesome and well thought out.
- all in one spot for all things music! has things that instagram does not have like playlists.

### **What is an extra feature that you wish the app had?**

- A user rating system for artists. Aside from the recommendations included in the artists' profile page, I think having something like a 5 star rating would help consumers in finding the right artist for their event.
- A spotify wrapped feature would be cool ngl
- Maybe the ability to pin a certain playlist or post to the profile?
- Customization. Some features may not be as useful to some so it shouldn't take up screen space if not used.
- I wish the app had the ability to create small groups/communities where a group of friends or likeminded individuals could create their own private group space to share their favorite songs.
- something like tiktok, youtube shorts, or reels

## **Final Group Project Report and Prototype**

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### **What did you like most & least about the app?**

- I like the ability an artist has to promote themselves and their work, but I also feel that the app functioning as its own social media might be too much. Things like the ability to upload new work directly to the app as opposed to having MusicHub link to a more mainstream music streaming service, for example.
- I love the design of the app, and I didn't care for the navigation around the profile page
- Most: The color and layout really stand out. Least: The information seems to get jumbled together a little bit, I suggest adding some more white space in between the different elements.
- I liked how all-in-one it feels instead of feeling limited in how useful it is. I liked least that sometimes there is too much clutter on the screen.
- I liked most the main home page feed and did not really like or understand the "live" feature of the app.
- i don't understand if it is for musicians, music lovers, everybody

### **Would you recommend this app to a peer? Why or why not?**

- Absolutely. The ability to have your bookings together in one place is enough to make the app worth a try.
- Yes because it's cool and also yolo, try new things
- Yes! I think it would be a fun app to have and see what either your friends or favorite artists are up to music wise.
- Yes, if I knew someone trying to find work as a musician and was trying to build an audience, this would be the perfect app. Even if they're not a musician, it's still nice to connect with others over music.
- I would recommend this app to a peer. I think I personally would really enjoy using an app like this and think it's a great way to share your interests with other people, as well as find others who share the same interests.
- yes because i think hardcore music fans would like it

### **Would you ever choose MusicHub over the other competitors? Why or why not?**

- As a job seeking service, yes, definitely. Having such easy access to artists willing to work could be a game changer for event planners. Alternatively, as a smaller artist/group, being able to put yourself out there to people that need talent could really boost their career. As a social media page, I would likely not choose MusicHub over apps such as SoundCloud, for example.

## **Final Group Project Report and Prototype**

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- I can't think of competitors so sure
- Yes I would! I think there are a lot of cool features on MusicHub that other competitors don't have that makes it fun to use.
- Yes, I don't believe there's another app like this.
- I would choose MusicHub over other competitor's because it seems a lot of user friendly and like a social media app rather than just a music platform.
- yes if i got to interact with artists on a much closer level via livestreams, posts, and messages

### **If there was anything you could change about the app or user experience, what would it be?**

- Being able to keep job opportunities and private gigs, such as the wedding reception example, separate would be nice.
- Like said before, navigating the profile page
- I would add some more whitespace in between some of the elements so that the information doesn't get too jumbled together and become overwhelming.
- When you select the gear icon, it opens the menu from the right side instead of the left where the gear is. If you select another option that's on the right side, it opens a menu from the right as well so it feels wrong that the gear does as well.
- I would get rid of the LIVE feature as I feel it distracts from what the main purpose of the apps could be, although I do see it being used for marketing and promotion for songs like that, but I am just not a big fan of watching Live videos in general so maybe I am a bit biased.
- i don't like discover tabs that just look like a search menu

## **EXPERT EVALUATION**

### **What Worked and Why**

Ease of Navigation: I found the app easy to get around, which made it very simple to find what I needed without any confusion.

Visual Design: The app's colorful design caught my eye and made it more enjoyable to view on my device. As well, the colors were consistent across each page which made it distinctable to the eye.

Combination of Features: What I liked about MusicHub is that it combines social media and gig work features, giving me everything I need in one place.

User Experience: Overall, I had a great experience using the app and it did what I expected and more.

Recommendations: I'd recommend MusicHub to friends and or artist seeking out gigwork, it's been great for me.

## Final Group Project Report and Prototype

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### What Didn't Work and Why

Profile Page Navigation: On the profile page, it was a little tricky. I couldn't find a way back to the home page from the very top. I had to scroll down to access the home button. Also, the navigation bar at the bottom didn't move up with me as I scrolled, which made it inconvenient.

Live Feature Navigation: When I tried to search in the live feature, it took me to a different screen related to "alternative" rather than showing other people that are currently going live or other live streams.

### Errors and Fixes

Profile Page Navigation: Ensure a direct way back to the homepage from the top of the profile, making sure the navigation bar remains visible and accessible as users scroll.

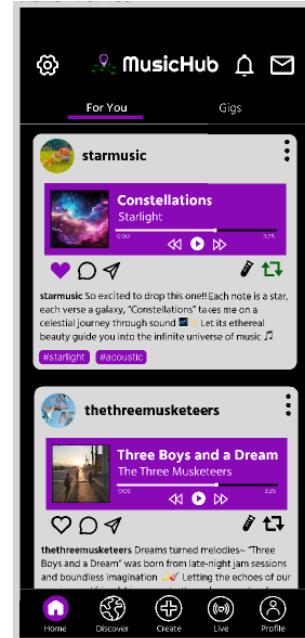
Live Feature Navigation: Rework the search function within the live feature to accurately display current live streams, aligning with user expectations and improve the overall functionality.

## FINAL HIGH FIDELITY PROTOTYPE

High Fidelity Link:

<https://www.figma.com/file/EjtERwhozXWBFy0A83JnYb/Hifi-Prototype?type=design&node-id=4173%3A1362&mode=design&t=Uuysy7AuwTxBJTqQ-1>

For some reason Figma's Fixed Position setting wasn't working so the navigation bar is still weird.



## **Final Group Project Report and Prototype**

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# **RECOMMENDATIONS FOR FUTURE IMPROVEMENTS**

### **Tell me what you learned from your end users.**

Based on the experience of our end users we were able to learn that while our overall design and application layout were liked and approved of, they had run into some issues with our navigation and button functionalities that resulted in the inability to do what they were looking to do. These navigation features stemmed across a couple of different pages. We learned this could result in end-user frustration and even confusion. These issues were identifiable and fixable once noticed by the team.

### **What did they teach you about the usability of your design?**

Some things that the team was able to take away from this included user retention, user needs, and user expectations. Users are expecting a functional product that can reduce user retention and increase user frustration. If we aren't meeting the user's needs this can result in them not using the app and using a competitor. Conceptually these were great things for the team to understand about our design and allowed us to provide a better product for the customer.

### **What surprised you the most?**

While the team had faith in the amount of work we had put into the design of Music Hub we didn't understand how accepted our visual design would be. The overwhelming support for the visual aspect of our application has been amazing and besides the few navigation issues, the visual aspect has seemed to aid in users' ability to move through the application with ease. We were also surprised as to what we missed. Everyone will make mistakes and we expected to come to light during testing but we never really understood how easy it is to miss something in such a large project till you get to that testing phase. We were happy and shocked to see what errors were revealed and happy to fix them.

### **If you had time, how would you change your design to take into account their needs?**

Music Hub functionally is a large platform that offers a wide variety of tools, social networking, and media-playing features that make it a lot to comprehend. If the time was allotted to us we feel that a frequently asked questions tab and or feature would be beneficial to all users. We also feel that some sort of toggleable tutorial and or information tab for each different feature would be beneficial for even experienced users who haven't used everything that Music Hub has to offer. With this, we feel it would only increase Music Hub's audience range as people begin to really understand the potential of use the app can provide.