Application Definition Statement

A concise, concrete declaration of the app’s main purpose and its intended audience

Purpose or Main Intent

*Define the intent of your application in detail.*

Create a responsive web application that allows users to search and favorite progressive rock and metal bands.

Description of Intended Audience

*Define your target audience. Include general characteristics as well task oriented goals.*

Consists of fans of the Progressive Rock and Metal Genre looking for bands within those genres. The age group consists primarily of males 16-60 years old. Fans of these genres are always on the lookout for groups they may not be familiar with. This responsive web app will allow them to search for new bands wherever they please.

Core Functionality

*Define core functionality of the application. Consider workflow and how required tools assist in main intent of the application.*

Allow users to search a list of bands. They will be able to filter results down based on genre-specific details. Can create a list of favorites that they like.

Feature Set

*List all required functions / tools the application must have in order for user to complete their intended task.*

* Search for bands.
* Filter search results by the following filters:
  + Music Style
  + Vocal Style
  + Band’s Home Location
  + Currently On Tour
* View Detailed Listing of Bands:
  + Biography
  + Discography
  + Images
* Favorite collection of bands.
* User Accounts:
  + Sign Up
  + Login

Nice to Have

*List all extra functionality / tools the application could contain that would make the task easier, improve the experience and /or separate it from other similar web apps.*

* Recommend bands to the user based on “favorited" bands.
* Ability to like and share on social networks.

Primary Persona

|  |  |
| --- | --- |
| Jordan Brewer | “An application that would easily expose me to new bands would be great. Being able to filter those results would be even better.”  Jordan grew up with technology; he is a digital native. He works with technology for his career. Music is his release from his 9-5 job. He loves finding new bands and expanding his collection of music. He currently scours various sites for recommendations, as well as, word of mouth. Jordan would love a location that aggregates bands in his favorite genre. He would love to be able to find bands similar to his current favorites. He would like to search for bands that may fit a specific style within the genre. An application that encompasses all of these features would make Jordan a happy man. |

|  |  |  |
| --- | --- | --- |
| Characteristics | Influencers | Pain Points |
| Age: 25  Education: University/Bachelor’s  Job Title: Junior Data Analyst  Tech Familiarity: Competent  Tech Usage: Daily  Platform:   * Macbook Pro * iPhone 4S | * An easy way to find bands within the prog-metal and prog-rock genres. * A way to filter by musical style. * A way to view detailed information about the band. | * Poor mobile website. * Irrelevant information. * Unnecessary clicks. * Inability to properly filter information. |

Primary Persona

Jordan Brewer

|  |  |
| --- | --- |
| Scenarios | |
| **Goal:**  Discover New Bands | Jordan opens his browser on his Macbook Pro. He types in (Name of Site).com in the address bar and hits go. He reaches the site and logs in. He sees his list of favorite bands that he created. From here he is presented some recommendations on bands he might like. He likes some of them, but decides he wants to search manually for other options. He navigates to the search bar and types in the style of music he is looking for, from here he locates a band he likes. He clicks on the thumbnail of the band he is interested in and reads up more on that band. |
| **Goal:**  Learn More About His Favorite Bands | Jordan has logged into his account on (Name of Site).com and he has been presented with his list of favorite bands. He chooses one out of the list that he wants to learn more about. He clicks on the thumbnail for said band and is presented with a detailed page about the band. He learns new details about the band he didn’t know before. |

Secondary Persona

|  |  |
| --- | --- |
| Neal Lifeson | “I want to learn more about the current music scene. The easier to discover new music the better.”  Provide a brief description of typical workflow user currently engages in. |

|  |  |  |
| --- | --- | --- |
| Characteristics | Influencers | Pain Points |
| Age: 48  Education: Trade School  Job Title: Music Store Owner  Tech Familiarity: Novice  Tech Usage: Every other day  Platform:   * HP Laptop * Windows 7 | *In this section, outline the personas concerns and why they would use this web service.* | *In this section, outline any major issues or problems with current workflow.* |

|  |  |
| --- | --- |
| Scenarios | |
| **Goal:**  List primary goal persona is trying to accomplish |  |
| **Goal:**  List secondary goal persona is trying to accomplish (if applicable) |  |

Use Case Diagram

*Insert use case diagram created in OmniGraffle.*

Heuristics Evaluation Sheet

Pick a similar web app and evaluate the design.

Metal-Archives.com

|  |  |
| --- | --- |
| Heuristic |  |
| **Visibility of app status**  Does the app keep users informed about what is going on, through appropriate feedback? | Yes and No. Some of the clicks present a loading dialog and some don’t. Overall I’m not satisfied with the feedback. |
| **User control & freedom**  Users often choose app functions by mistake and will need a clearly marked “emergency exit.” Does the app contain safe exploration features? (back, cancel, undo) | sup |
| **Error prevention**  Does the app eliminate error-prone conditions and present users with a confirmation option? | sup |
| **Consistency & Standards**  Users should not have to wonder whether different words, situations, or actions mean the same thing. | sup |
| **Recognition rather than recall**  Minimize the user’s memory load by making objects, actions, and options visible. | sup |
| **Flexibility & efficiency of use**  Reduce the number of steps required by anticipating user needs and enabling customization. | sup |
| **Aesthetics & screen design**  Screens should not contain information which is irrelevant or rarely needed | sup |
| **Help users recognize, diagnose, & recover from errors**  Error messages should be expressed in plain language precisely indicating the problem and solution | sup |

Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs. Pick a similar service and evaluate its design.

|  |  |
| --- | --- |
| Heuristic |  |
| **Add your own Heuristic**  If the App can be evaluated using another heuristic, feel free to add to this list. |  |
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