



Week 9 Deliverables

Group M2-CB01-G5
Data Point 1

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LINK TO OUR GIT REPOSITORY: <https://git.fhict.nl/l477928/m2-cb01-g5>

1. Research Phase (Sprint 1)

During the first 5 weeks, we were mainly getting familiar with our client. As she is still in the beginning of her professional career, she wanted to know more about her audience and built a certain strategy in order to expand her network.

Before starting with the user research, we wanted to explore her social media presence and content so as to get insights of her current position on the market and see how well she is doing. Then we went through all her media platform and got familiar with her work and songs.

After that we started building our project plan and divided the sprints into 3 big iterations. We stated our setbacks and mitigations and made a clear timeline to follow. This helped us a lot to monitor our progress and be aware of the things we have to do week by week.

The main task we had to do as a group was to create her own personal website that will consist of all her work. We wanted it to look professional and give her audience the chance to get to know her more and for her to have the opportunity to collaborate with other artists.

2. Survey (Sprint 1)

Link to our survey: <https://forms.office.com/r/4f0xZ4j1Tr>

After we got familiar with her work and approach, we decided to make a survey and see what people consider important when it comes to artist's websites and music platforms. It also aimed to hear their opinion and setbacks they have experienced in these types of websites and be more aware of their music habits.

We received 93 answers, and, in that way, we got an insight about the things we have to take into account while making the website for our client. The survey was divided into several sections in order to analyse it more easily.

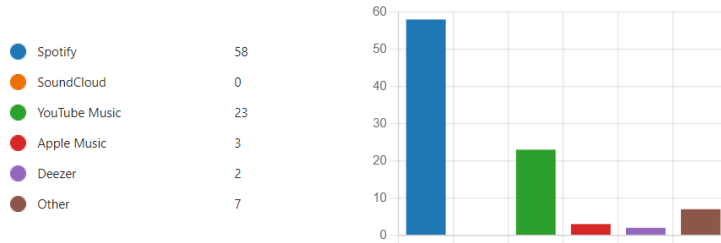
They were as follows:

Getting to know you	Music platform preferences	Artist's websites
<ul style="list-style-type: none">• Mainly to get information about the target audience• See where they are from, what their occupation is• Ask some general questions about music.	<ul style="list-style-type: none">• Rate the platforms they use the most compared to others• Share their experience• Give us an overview of what makes the particular platform better than the rest.	<ul style="list-style-type: none">• We asked them about their favourite artist and if they have visited their website.• We wanted to see what the users search for in there and what things they consider as essential to have.

3. Important results from the survey

7. What music platform do you mainly use? (0 точка)

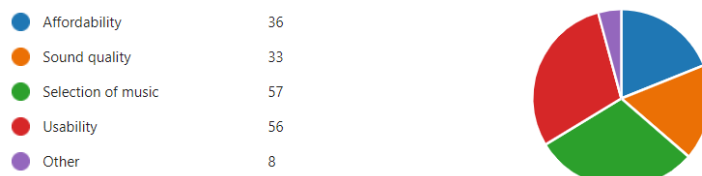
[Още подробности](#)



We can clearly see that our client has to be active mainly on Spotify and YouTube Music as most of the users prefer these music platforms.

9. What do you think makes this platform better than the others? (0 точка)

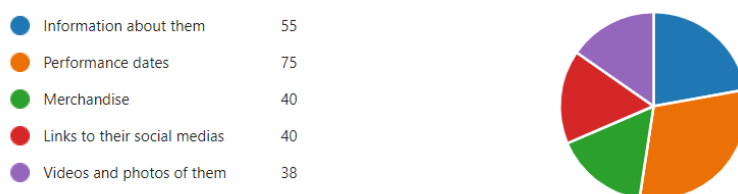
[Още подробности](#)



The reason why they prefer them is because of the wide selection of music, the price and the user-friendly interface.

14. What do you consider essential to have in such websites? (0 точка)

[Още подробности](#)



The users consider as important for this type of website to have information about the artist, upcoming events, merch and links to their other social media platforms so as to be more approachable.

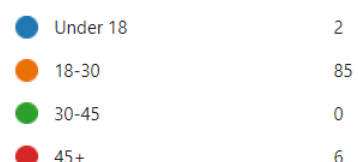
15	anonymous	When an artist has a website with more information about himself this is another way for him to create a deeper bond with his fan base. Also it's easier for his fan community to keep track of his performance dates
16	anonymous	I think that if the artist has a website it's easier for the fans to keep track of concerts they want to go to or merch they want to buy. And it's a very effective way for the artist to stay transparent with the fans.
17	anonymous	They could provide their merchandise, have info on concerts and etc.
18	anonymous	People listen to them and find them on streaming services such as Spotify or YouTube, people don't find out music artists on random websites they visit
19	anonymous	Website is the place where fans can get regular updates directly from their favourite artist.
88	anonymous	Having a website gets more into who you are and what you do and can present you to a broader audience.
91	anonymous	I think it's important for an artist to have their own website, because it makes it easier for the fans/listeners to see for example tour dates, performances, concerts or any other interesting information regarding the artist. Another reason why I think it's a good idea for artists to have such a website would be the merchandise included in it, if the profit they gain by that is used for charities for instance.
92	anonymous	Get concert and Merch info
95	anonymous	It is important as it helps fans and anyone browsing the web to see the artist's work and be able to find a place to contact them and get information on their performances as well.

Opinions about artists' websites.

Target group: young adults.

1. How old are you? (0 точка)

[Още подробности](#)



4. Interviews (Sprint 1)

After analysing the results from the survey, we continued with interviews. We showed the interviewees our client's work as well as her social media platforms and website.

The aim of the interviews was to get their initial thoughts about her, suggest improvements and get more details about the things they like/dislike about her website and approach.

Link to the interviews:

- <https://youtu.be/iHIQc0RvorY> - made by Yoana Ivanova
- <https://youtu.be/fObs6J1XgOM> - made by Nikoleta Dimitrova
- <https://youtu.be/tSA1xrGMeas> - made by Toni Dimitrov
- <https://youtu.be/q0bKcpJQlPs> - made by Deniz Hadjosmanov
- https://youtu.be/4X_Yk61870g - made by Deniz Hadjosmanov

Some of the interview questions:

- What is your name?
- Where are you from?
- How old are you?
- Are you a student or you are working?
- What type of music do you listen to?
- What music platform do you use?
- What makes this platform better than the rest?
- Do you have a favourite artist?
- How often do you visit their website?
- What features do you consider essential for an artist to have in their website?
- How often musicians should post on their social medias
- Do you like websites that have animations or visual effects?
- When it comes to rising artists do you think it is better to start their career with covers or post their original music? Why?
- Where do you find new artists/music?
- What are your initial thoughts about her website?
- Do you think there should be more pages to it? (What pages for example)
- What things can be added there?
- Do you like the colours used?
- Do you think her music is something you would listen to?
- What are 3 words you can use to describe her music or the overall vibe it gives you?
- What colour do you associate her music with?
- Do you like the quality of the videos?
- Is there something she can improve with her approach?

5. Overall conclusion from the interviews

Preferred platform

- People prefer Spotify the most. There they can find all of the music of their favourite artists.
- The service is also easy to navigate and affordable. They listen to more original music rather than covers.
- No one uses SoundCloud, most of them have only heard about it, but never used it.

Artist's websites

- They enjoy minimalistic design, preferably with visual effects.
- They consider very important the selection of colours, placement of buttons and agree that websites are the main centre for merch, tickets and events.
- Want to see more than one page.

Maaike's current website

- In need of more pages (they want to see information about her, gigs, more songs, merch).
- Don't like the colours used there.
- Would like to be more interactive and see visual effects
- Want to see links to all her social media platforms

Maaike's music

- They associate her with Taylor Swift and the color yellow
- Think that she needs to experiment more because of her strong voice and be more active on her social media platforms.
- Adjectives used to describe her music: relaxing, heart-warming, comforting

6. Competitor analysis (Sprint 1)

While we were doing the user research, we wanted to become more aware of her competitors and explore their strengths and weaknesses.

We searched a lot to find similar artist like her and explore their own strategy. When we finally found them, we started looking through their social media platform, websites, and work. In that way we compared them to Maaïke.



We found that her current competitors are:

- Miss Starling
- Jonathan Haxhe
- BEA1991
- Winona Oak

6. Personas (Sprint 1)

- A fan of Maaike Girardin (our client)

Amanda Feelds



Occupation
Business student



Location
Warsaw, Poland



Age
18



Family
In a relationship

Abilities

Communication

Social media

Creative thinking

Biography

Amanda is studying business in Poland as a bachelor. She has a lot of passion for music and is always on search for new artists. She loves going on live shows and helping young artists with business ideas.

Needs

- To follow musicians with good social media accounts so when there is an event she can be informed
- To see websites that are user-friendly and easy to navigate, with several pages (she wants to see their work, merch, tickets)
- Prefers listening to music on Spotify so the artist to have an account there. It is easier for her when she is on the move.

Pain points

Nowadays, people do not visit websites of artist that often because the musicians do not know how to maintain them and drag the attention of others. Having the right information there is very important. Another thing is the music platform they use as rising stars need to know how to promote themselves the right way and be more approachable.

"Be the star in your own sky"



- A potential collaborator

Thomas Fanara



Occupation
Working in the music field



Location
Eindhoven, The Netherlands



Age
20



Family
Single

Abilities

Communication

Social media

Creative thinking

Biography

Thomas has always been very keen on music. He plays the guitar and piano. His dream is to become well-known and make an impact on others with his work. As he is in the beginning of his career he wants to collaborate with other musicians and learn new things from them.

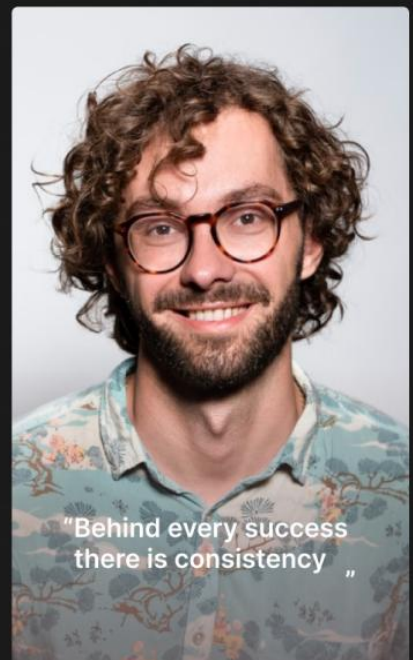
Needs

- To become more active on his social media accounts so as to broaden his audience
- To make his own website where he can promote his music and to look more professional
- To find people who share his passion for music and collaborate with them

Pain points

The setbacks for Thomas is that he is relatively new to this industry. He needs not only a good website for better promotion, but also to participate in more events and get to know more people.

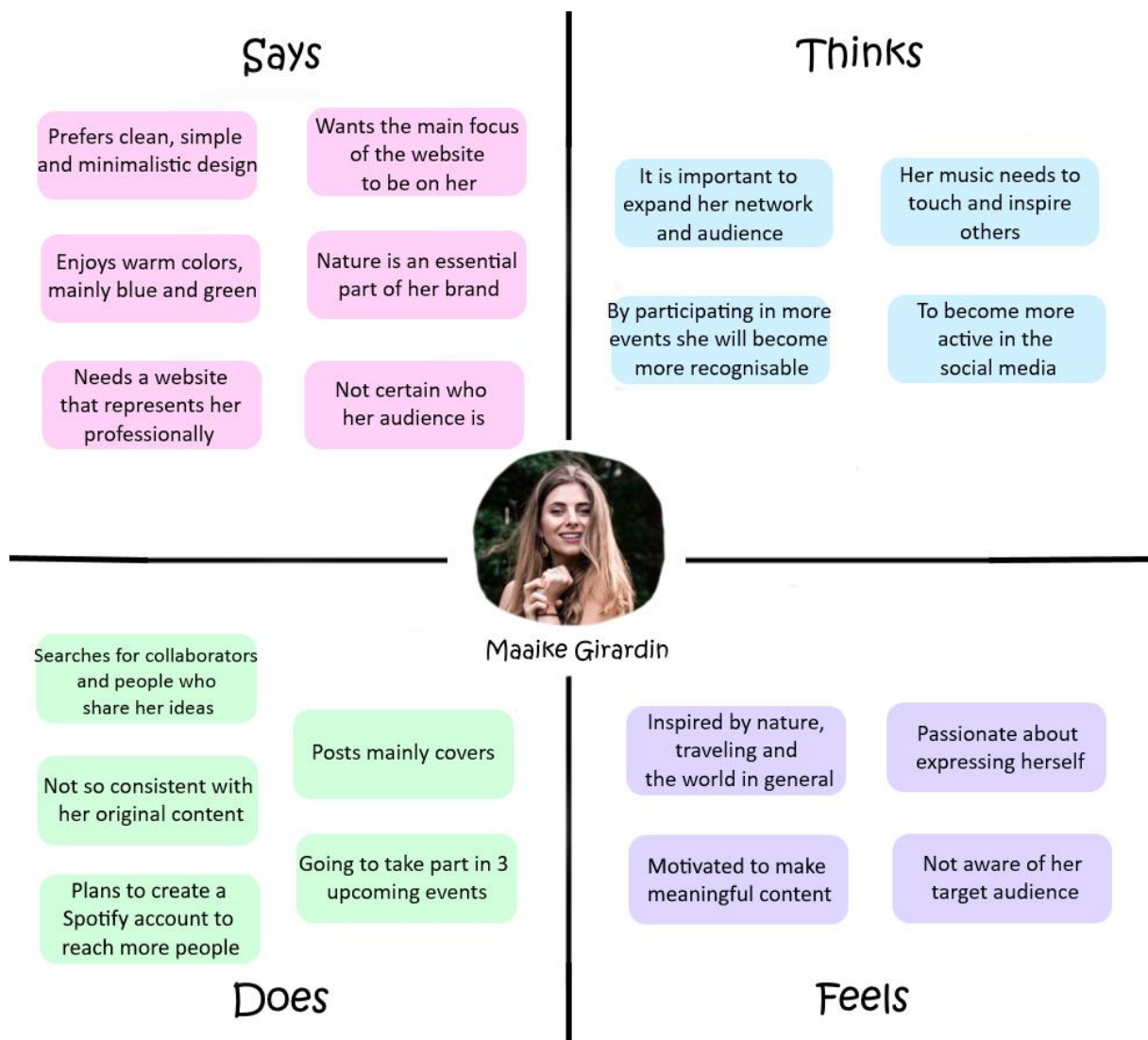
"Behind every success there is consistency "



7. Empathy map (Sprint 1)

Our group made an empathy map for Maaïke so as to summarise her needs, feelings, inspirations and current approach.

It helped us with our decisions for the website and to understand her more.



8. User scenario (Sprint 1)

As an addition we made two customer scenarios that we used to monitor the steps a user has to go through.

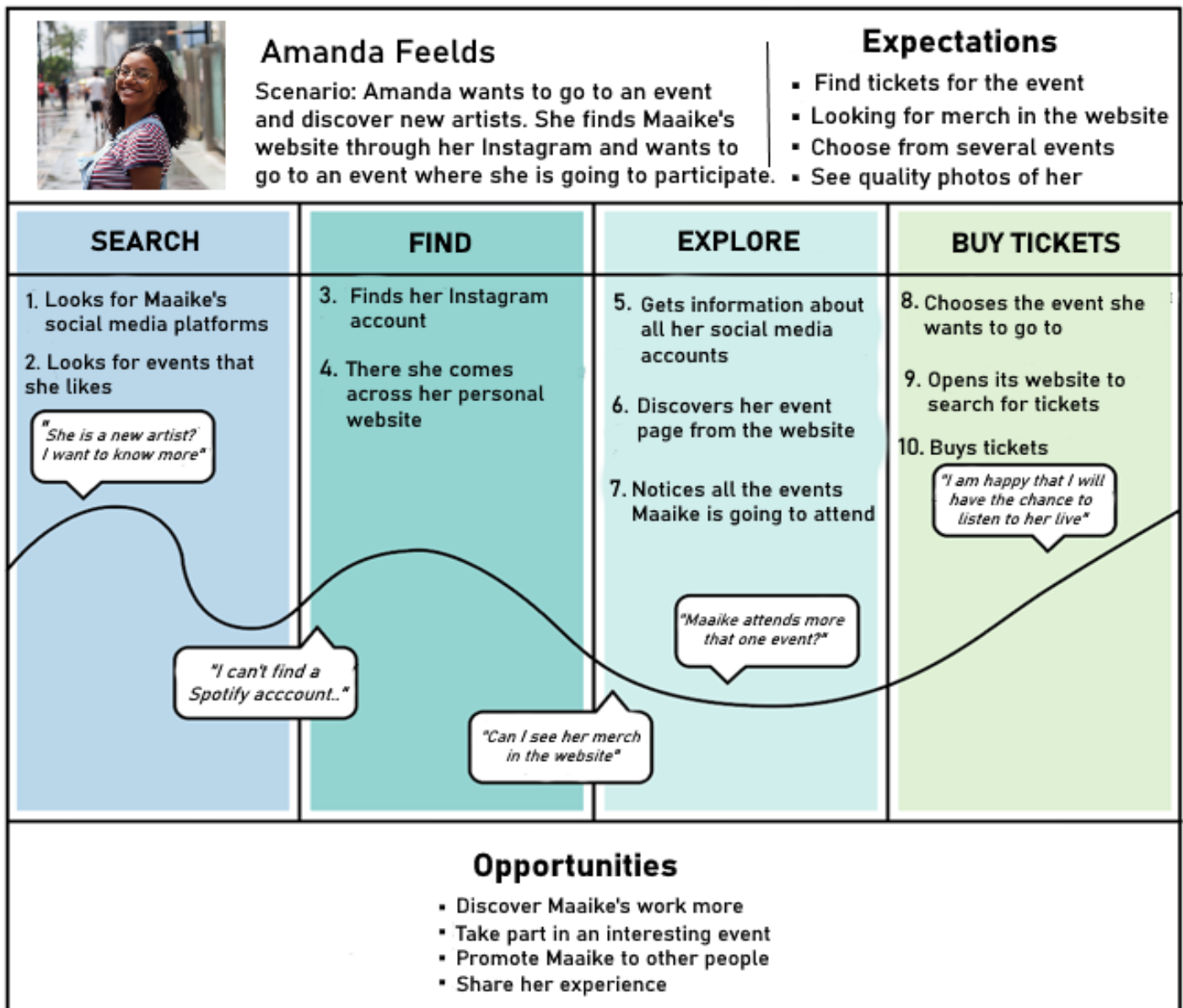
Our group wanted to imagine a scenario when a user discovers Maaïke and wants to find her website and use it to contact her or listen to her music.



9. Customer journey (Sprint 1)

CUSTOMER JOURNEY MAP

Finding Maaike through event

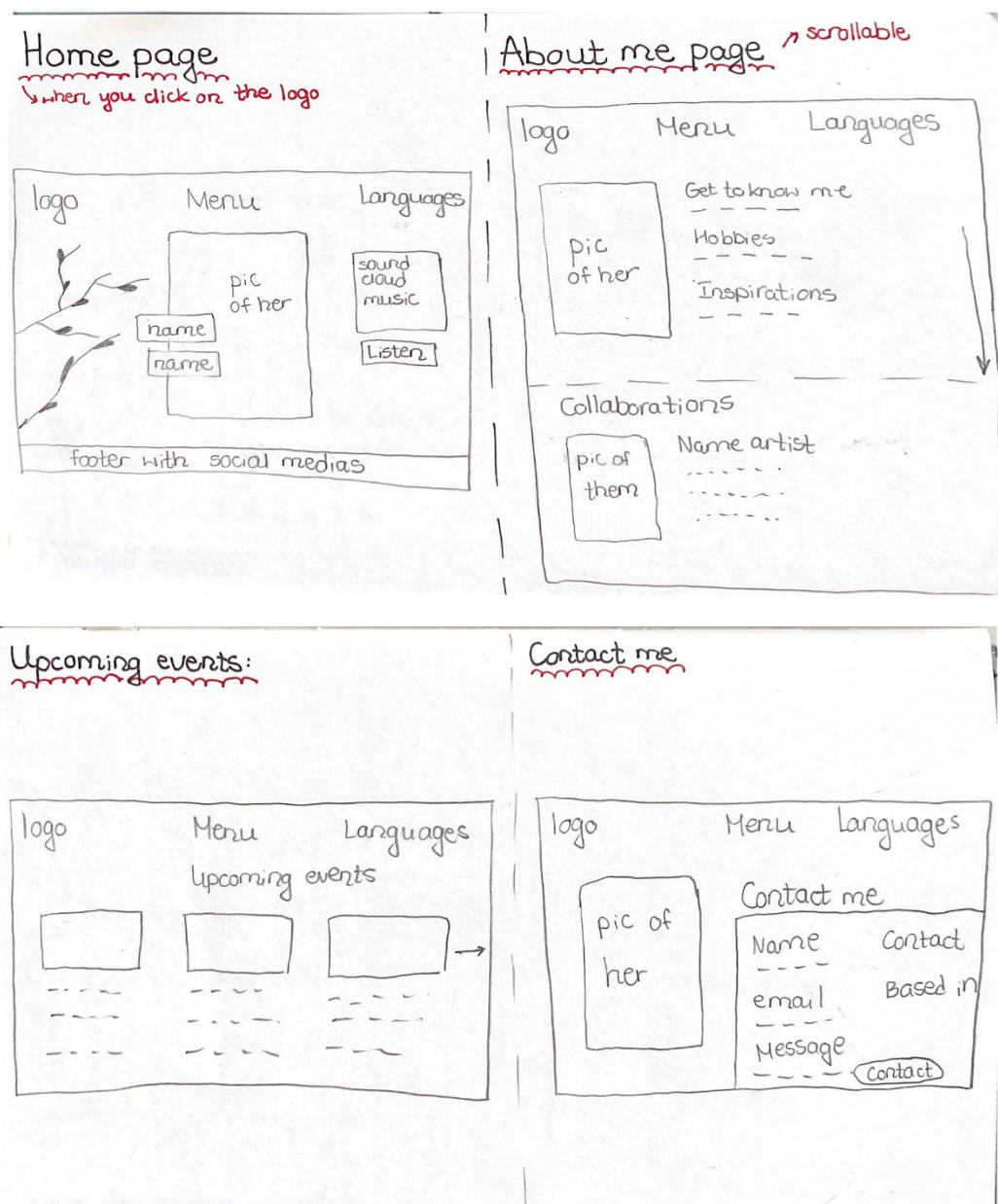


10. Initial design phase (Sprint 2)

After our user research, we continued with the initial design phase. This was going to be our first iteration and we had again 5 weeks for it.

In the previous sprint we have collected a lot of information from the users and Maaïke and we were able to start with our design of the website based on their needs and wishes.

Before everything we did some sketches of the layout we wanted for the website and brainstormed through different ideas. We were also looking for inspirations online.



11. Pages we are going to have



Colour palette chosen by Maaïke:

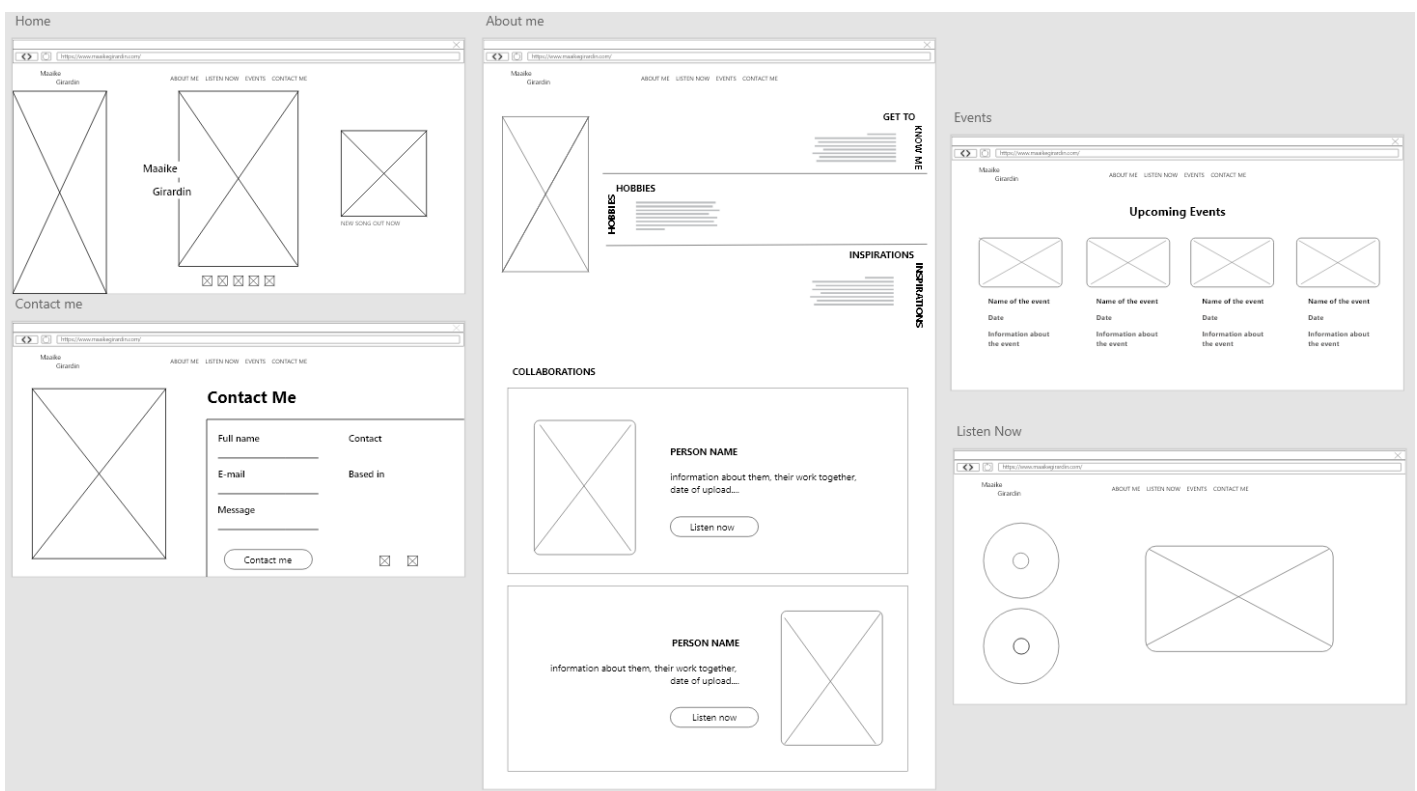


Color 1			Color 2			Color 3			Color 4			Color 5		
HEX	386641		HEX	6A994E		HEX	A7C957		HEX	F2EBCF		HEX	BC4749	
RGB	56	102, 65	RGB	106	153, 78	RGB	167	201, 87	RGB	242	232, 207	RGB	188	71, 73
HSB	132	45, 40	HSB	98	49, 60	HSB	78	57, 79	HSB	43	14, 95	HSB	359	62, 74
CMYK	45	0, 36, 60	CMYK	30	0, 49, 40	CMYK	16	0, 56, 21	CMYK	0	4, 14, 5	CMYK	0	62, 61, 26

12. Low-fidelity wireframe

Our next step was to put our ideas on a low-fidelity wireframe in order to obtain a better picture of our initial version. We showed our low-fidelity wireframe to Maaïke and got important feedback from her about our work. She liked everything we had done so far.

Our low-fidelity wireframe

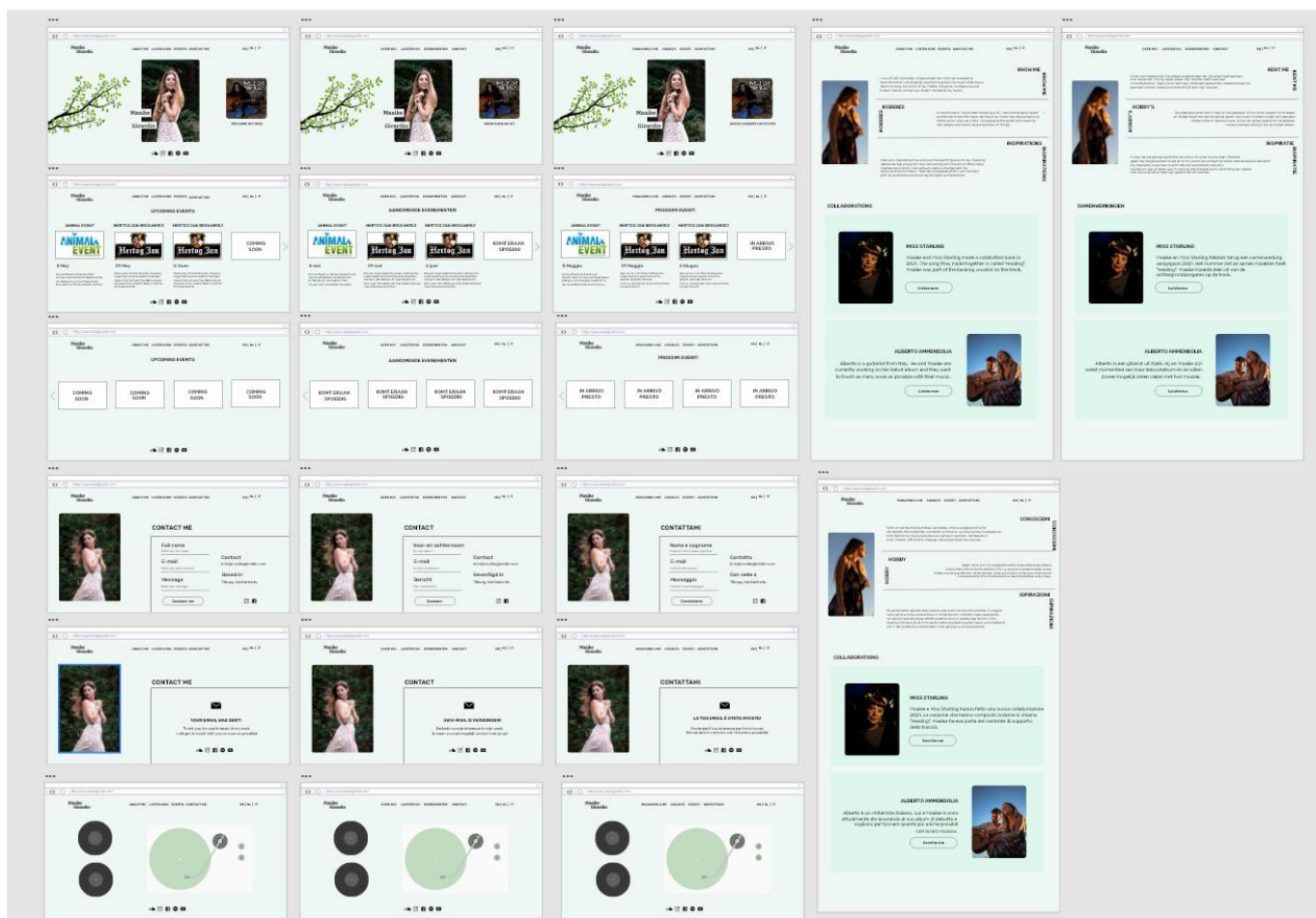


13. High-fidelity prototype

Then, we continued with a high-fidelity prototype. Here, we added all the necessary details that will be essential for our website. We made the prototype interactive so that it can be tested. Furthermore, we made it available in the requested by Maaïke 3 languages: English, Dutch and Italian.

After that, we showed the prototype to Maaïke in order to get feedback from her. Generally, she liked our work. However, she did not find the font of her logo appealing. Therefore, it is our task to make the logo more aesthetically pleasing in our next iteration.

Our high-fidelity prototype:



14. Testing the prototype with users

At the end of the first iteration of the website, our group wanted to test the prototype with users and hear their opinion on the different pages. We gave them tasks to do and asked them questions about the design and the layout. At the beginning of the second iteration, we will analyze the tests and make the necessary changes.

Links to the tests

- <https://youtu.be/iIJehcf4sAQ> - Deniz's First Testing
- <https://youtu.be/blgGLMrjEOo> - Deniz's Second Testing
- https://youtu.be/xkc_uQ7IIYM - Toni's Testing
- <https://youtu.be/JyD4Hhn5sUA> - Nikoleta's Testing
- <https://youtu.be/UbzfkfW7rVU> - Yoana's Testing

Some of the test tasks and questions:

- You want to collaborate with her and contact her
- Find information about her
- Read more about her upcoming events
- What can be added or removed from the design?
- What do you like/dislike?
- Do you like the colors used?
- Do you consider the design modern?

15. Test Analyses

Thanks to the testing of the high-fidelity prototype at the end of the first iteration we gathered useful feedback that will guide our work from now on. Generally, the participants did the navigation tasks quite fast and without hesitation which is a positive point for the design of the prototype in terms of navigation.

Furthermore, something that was found appealing by most users was the tree on the home page since, in their opinion, it gives a relaxing and a comforting vibe connected to the nature. Also, the minimalistic design was liked because it makes it easy for you to find what you need and you do not need to struggle. The colors are perceived as warm thus they are soothing.

However, there were some remarks by the participants which we will use in order to make improvements in the future. For instance, we got a feedback that the home page is a bit empty on the right side. Also, it would be very useful if there are direct links to the websites of the upcoming events so that the user can buy tickets fast. One user also said that it would be great for Maaïke if she has a merch because this will open the conversation between her and her fans more. Another thing that we will focus on is the positioning of the headings of the sections in the “About Me” page.

16. Where are we now?

So far, we have completed our first iteration of Maaike's website. Now we will start the second iteration by firstly, making the necessary changes based on the feedback we got from the tests.

WEBIFY'S PROJECT PLAN

