



Week 16 Deliverables

Group M2-CB01-G5

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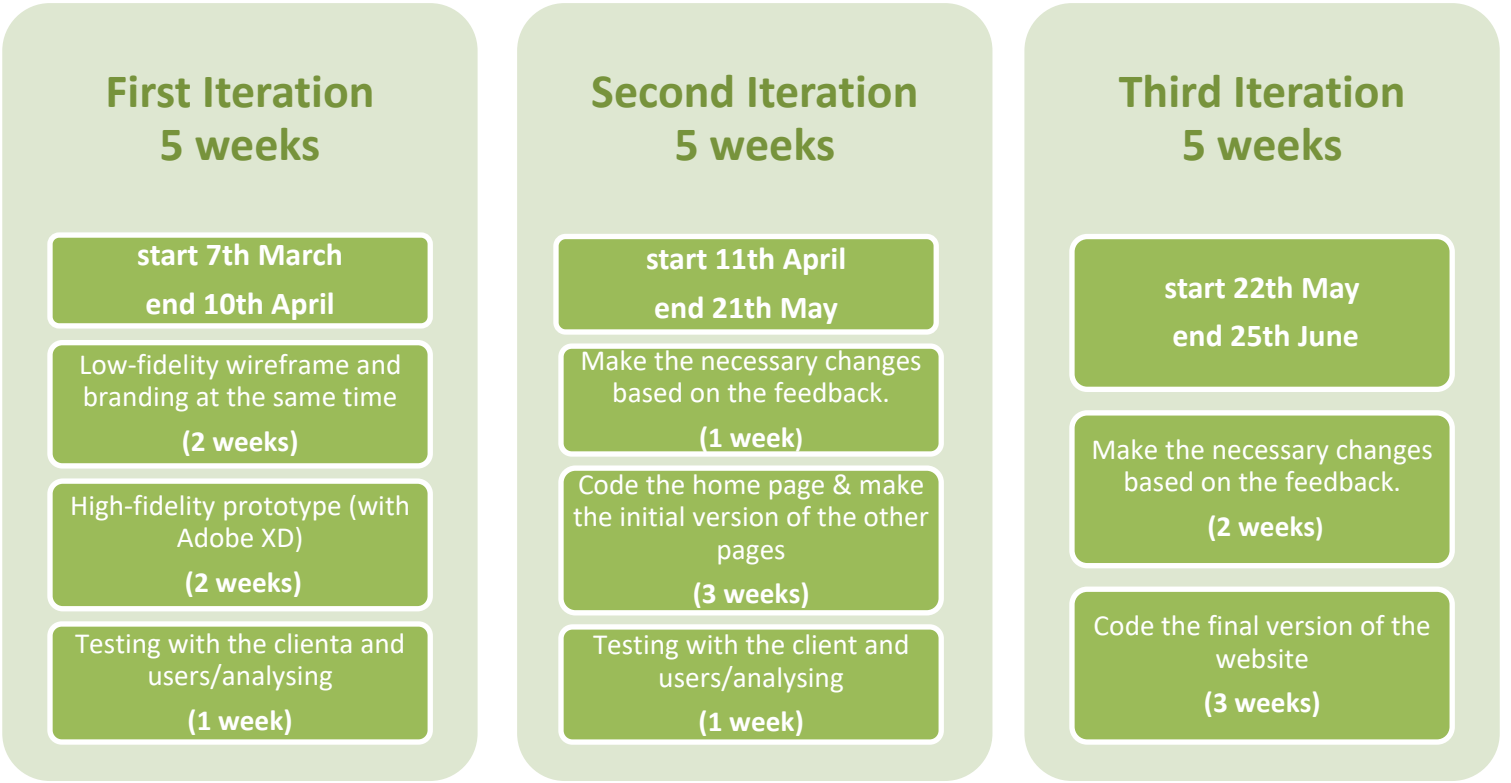
LINK TO OUR GIT REPOSITORY: <https://git.fhict.nl/l477928/m2-cb01-g5>

1. Introduction to project

During this semester our group will be working for a real client from the music industry. The overall time dedicated to this project is 18 weeks. The goal is to make her own personal website that will help her become more recognizable and expand her network.

In the first 3 weeks of the project, we will focus on researching. The aim is to get familiar with Maaike’s needs and wishes but at the same time hear what users think when it comes to artist’s websites.

Then we divided the rest of the weeks into 3 big iterations each 5 weeks long.



The website will be coded only with HTML, CSS and JS. No back-end and database will be included in the project.

2. Methodologies used

Agile methodology

For the project management we followed the agile methodology. The project was divided into several phases and iterations. We had continuous collaboration with the stakeholders (Maaike, Metaxas, users) and we tried to improve our work at each stage. We chose to use it because in that way we were able to respond to changes quickly. We delivered our work incrementally with improvements instead of all at once.

CMD methods

For the research and design phases we were following the CMD methods pack. They guided and helped us in the decisions we were going to make. We had 3 main goals: explore different artist, potential competitors, know about the target audience that are going to use our website and follow their work process, ideate and prototype. For each thing we were looking at the cards and choosing the most suitable method to follow.

DOT framework

We stuck to the 5 research strategies. We started off with the library method to explore the strategy of other artists and competitors. Then we continued with the field part that helped us understand what users and our client want and need. After that we did different variations of the website with the help of prototyping, and we improved things based on feedback. For the lab research we had to test our product and figure out if things work out the way we designed them. The last step would be the showroom to see how our work is different from the competitors and hear the opinion of our client, teachers and users.

3. Research Phase

Researching the client

After talking with the client, asking questions, and getting more in-depth information about her needs for the website, our group wrote down everything that we have to do (from the start point to the end point).

For the website

- Minimalistic design
- One-pager
- Colours: green, blue
- Flowy, handwritten font
- Contact me page, gigs, information about her, page with her songs
- Guide on how to update things on the website
- Nature vibe in the pages
- Have all of her social media somewhere in the pages
- To have it in English, Italian and Dutch
- To be under her name

Competitor analysis

The goal was to become more aware of Maaïke's competitors, explore their strengths, weaknesses and strategies. She wanted to know what others are doing in order to interact with their audience and how they keep up with the social media presence. We searched for similar artist like her and looked through their social media platforms, websites, and work.

We found that her current competitors are:

- Miss Starling
- Jonathan Haxhe
- BEA1991
- Winona Oak

Further reading about the competitor analysis [here](#).

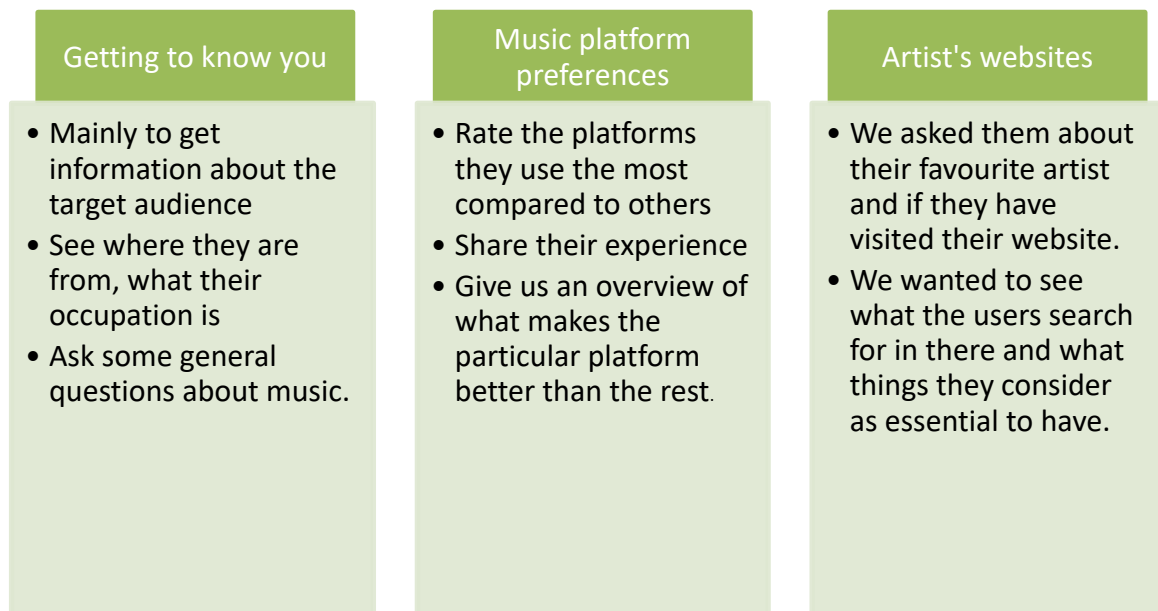
Survey

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

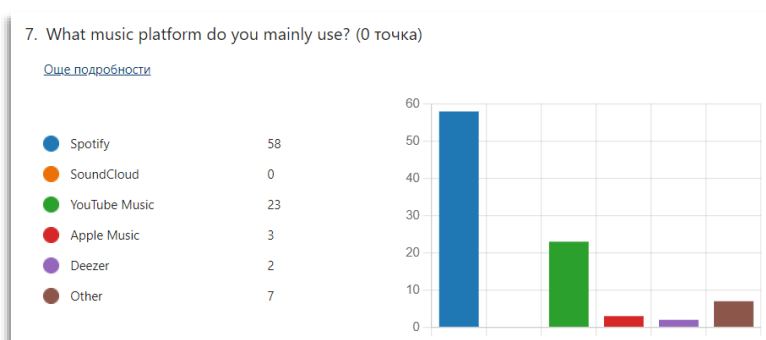
The survey was part of the quantitative research that was conducted. It was based on numbers, graphs, and statistics. It consisted of 10 multiple choice questions and 6 open-ended ones. The survey was spread among young adults, and we succeeded with 93 responses.

We wanted to gather basic user information and needs when it comes to artist's websites and music platforms, hear their opinion and setbacks they have experienced in these types of websites and become aware of music habits.

The survey was divided into several sections:



➤ Survey results



58 out of 90 people think that our client has to be active mainly on Spotify and YouTube Music as they prefer these music platforms.

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

[Още подробности](#)

Affordability	36
Sound quality	33
Selection of music	57
Usability	56
Other	8



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](#)

Information about them	55
Performance dates	75
Merchandise	40
Links to their social medias	40
Videos and photos of them	38



The users consider as important for an artist 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.
21	anonymous	Depends on how famous the artist is
23	anonymous	It is easier way to buy tickets

Opinions about artists' websites.



There are a couple of things worth noting: 29 out of 90 people visit artists websites only on special occasions or when they want to read more about the tour dates. The rest do not visit them at all or rarely. Most of them (55 people) stream their music and that is why they choose platforms like Spotify and YouTube music. Another thing is the wide selection of music, affordability and usability that makes these platforms famous. The majority (75 people) think that performances dates are crucial for an artist website to have followed by information about them (55 people). The least important thing is the merch (40 people).

Interviews

Another method that we chose to do is interviews. They were part of the qualitative research and helped us to dig deeper into the topic from the survey, show the interviewees our client's work as well as her social media platforms and website.

➤ Interview materials:

- Laptop with a working microphone and camera
- Teams/ Discord to talk with users
- Average time: 5-10 minutes

➤ Interview questions:

Hi, first of all do I have your consent to record this conversation for university purposes? The aim of this interview is about music and music preferences and then we will move on the topic to our client Maaïke and her work and website. Is that alright with you? Let's begin then.

- What is your name?
- Where are you from?
- How old are you?
- Are you a student?
- What are your hobbies?
- 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 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?

➤ Interview participants:

The focus group was young adults either studying or working that listen to music regularly and visit artists websites at least once or twice a month.

Participant 1: Melina, 19, Polish, Student (link: <https://youtu.be/fObs6J1XgOM>)

Participant 2: Ralitsa, 20, Bulgarian, Student (link: <https://youtu.be/iHIQc0RvorY>)

Participant 3: Radoslav, 19, Bulgarian, Student (link: <https://youtu.be/tSA1xrGMeas>)

Participant 4: Bogdan, 18, Romanian, Student (link: <https://youtu.be/q0bKcpJQIPs>)

Participant 5: Maanit, 20, Brazilian, Student (link: https://youtu.be/4X_Yk61870g)

➤ Interview analysis:

For a start we asked questions about music and musical platforms. All of the participants stated that they use Spotify and the reason behind this is that they are able to find all of the music of their favourite artists. Two of them use YouTube Music as their second choice. No one uses SoundCloud, one of them has only heard about it, but never used it. They are very active when it comes to listening to music – they spend at least 2 hours per day.

For artists websites four out of five consider visual effects, animations, minimalistic design as their cup of tea. They all think that in an artist website there should be a page for gigs, information about the artist and their work. One of them has suggested a separate page for merch as well. They prefer balanced colours instead of too many that do not mix with each other.

When it comes to the question about original songs vs covers, the participants had different opinion on it. Three of them said that rising artist should start with original music. However, when asked they told us that they do not like listening to cover songs, only on rare occasions where it is better than the original one.

Then we shifted out topic on Maaike and her previous website. We wanted to hear their opinion on it. All of them stated that they want more pages. When asked what pages they think are missing, three of them said gigs and upcoming events, one information about her somewhere, and the rest - her songs. They were all not a fan of the yellow with grey. Four people suggested something interactive for the home page – a video of the artist performing.

To finish up we showed them Maaike's music. Two of them told us that she needs to experiment with her voice more. They described her music as comforting, heart warming and calming. Overall, they like her voice and quality of the videos. They consider her voice as strong. Three people told us that they associate her music with yellow or green.

Personas

From the obtained research mentioned above we created two personas to represent a group of users that would use our website for a certain goal. We decided that both personas would be from a similar demographic – young adults from the age of 18 to 25, one of them student, the other working in the music field.

We used insights from the interviews and survey, took in mind all of user's wishes, expectations, habits and desires. They were part of the quantitative research that was conducted.

- A fan of Maaïke that wants to find her future events

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.



- 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

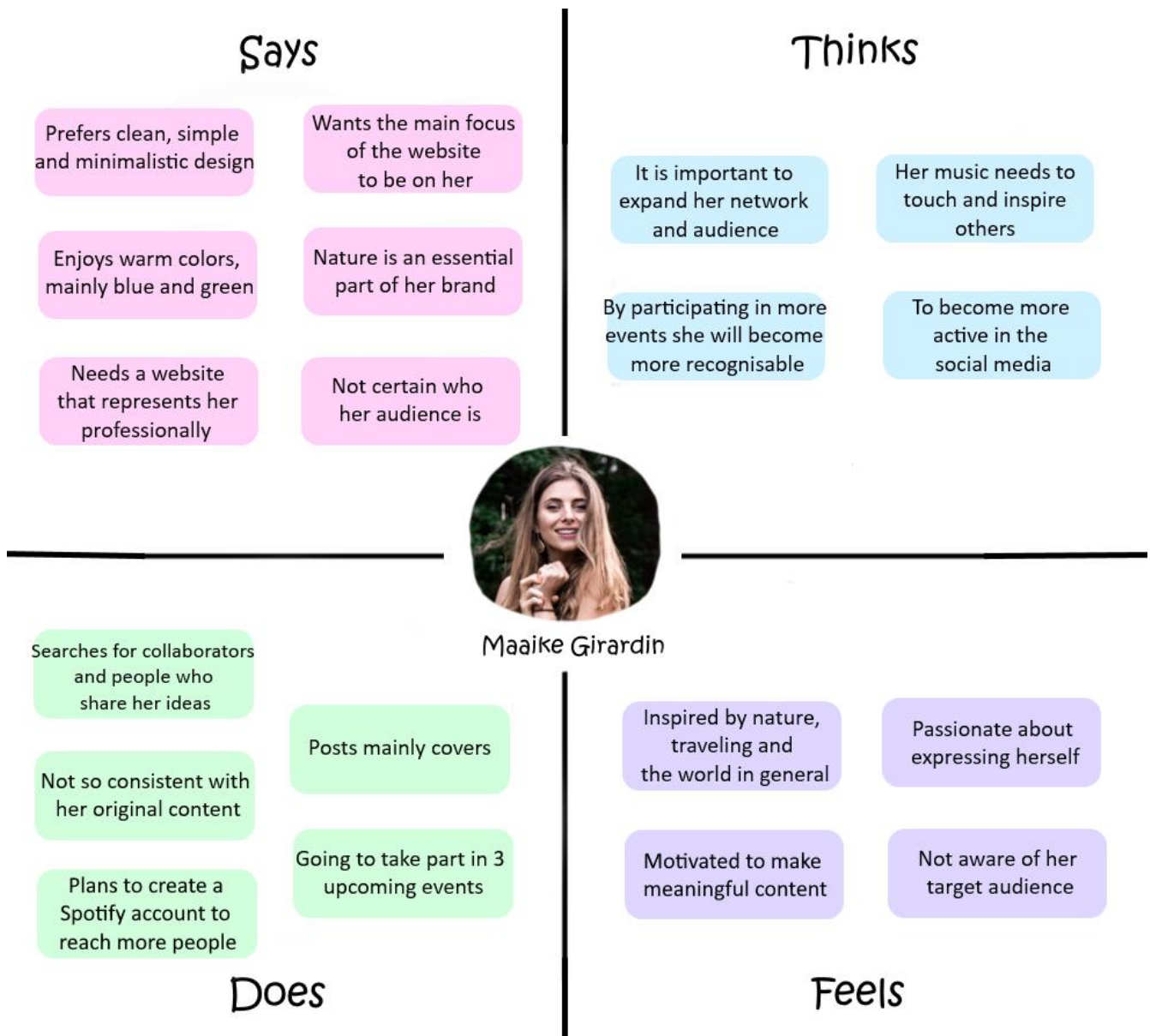
Pain points

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.



Empathy map

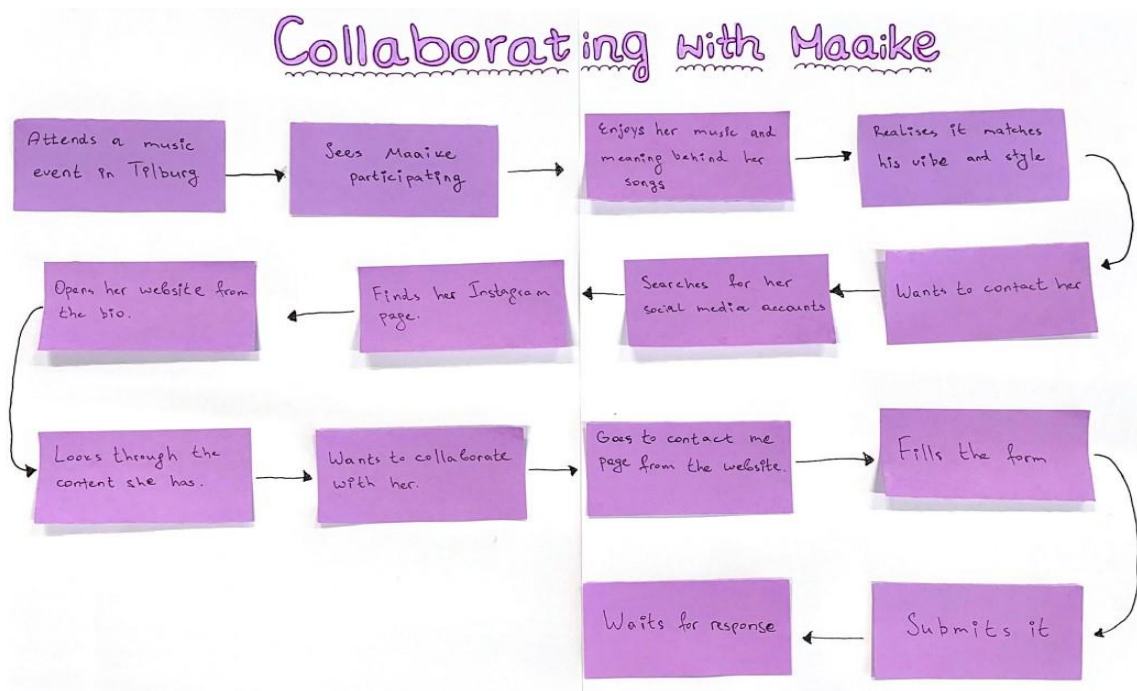
It was made in order to gain a deeper insight of our client. It summarises her needs, wishes, frustrations and actions. For making it we used our initial research on the client and took into consideration everything that she has told us during the meetings we had.



Customer journey and scenario

After that we did a user-scenario and customer journey to follow the steps the user has to take in order to achieve a certain goal on our website. By listing all of the steps, we were able to visualize and optimize the entire process so that it would be faster and more user-friendly.

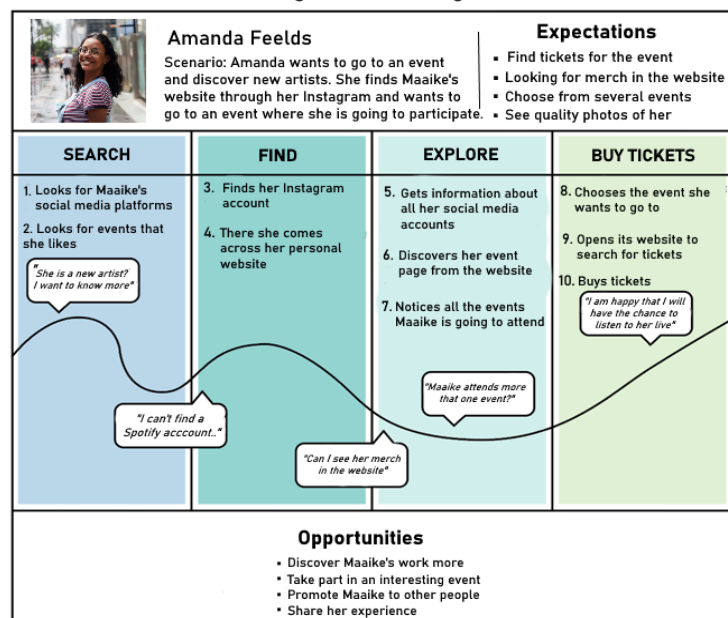
- Customer scenario



- Customer journey

CUSTOMER JOURNEY MAP

Finding Maaïke through event



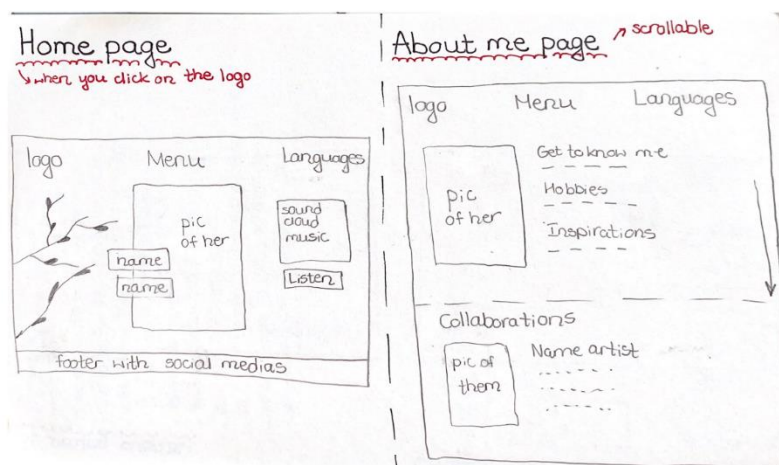
4. Ideation and design phase 1

During this phase we focused on brainstorming and how the website can look. We wanted to gather as many ideas as we could think of in order to choose the best ones that would be suitable for our client.

We used the Benchmark creation method to get inspiration from different artist's websites and commented what features we like and dislike. In that way we could learn from other developers and see what makes a website intuitive and user-friendly.

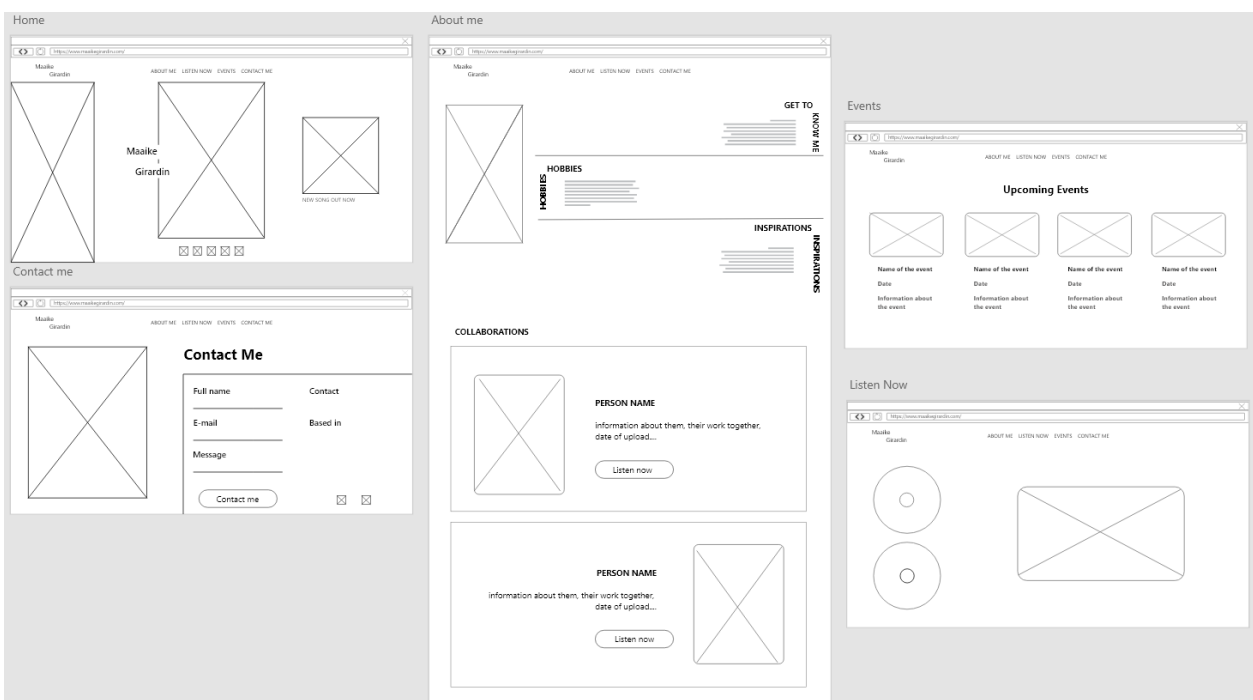
Sketches and low-fidelity wireframe

We started off this phase with sketches of the different pages. Then we continued with the low-fidelity wireframe that helped us better visualise the placeholders for the content if everything is looks the way users and Maaïke want.



Two of the pages

➤ Our low-fidelity wireframe



Logo and colour choice

Before starting with the prototyping part, we wanted to create a logo that will present Maaïke and her brand. She told us that she wants only her name on it, without anything else.

We thought about adding some music related element (treble clef), but she did not approve this, so we started exploring different fonts. She wanted something flowy and handwritten. We sent her the different options and she eventually chose the one that she liked the most.



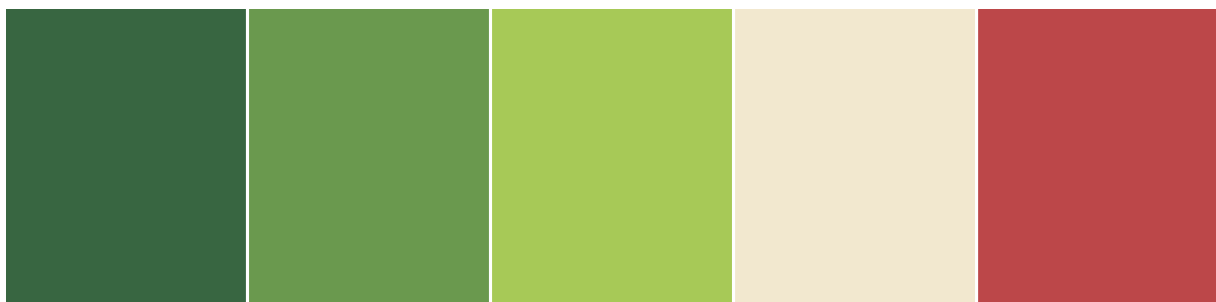
First iterations of the logo

<i>Maaïke Girardin</i>	Maaïke Girardin	<i>Maaïke Girardin</i>
<i>Maaïke Girardin</i>	<i>Maaïke Girardin</i>	Maaïke Girardin
Maaïke Girardin	<i>Maaïke Girardin</i>	<i>Maaïke Girardin</i>
<i>Maaïke Girardin</i>	Maaïke Girardin	<i>Maaïke Girardin</i>
<i>Maaïke Girardin</i>	<i>Maaïke Girardin</i>	<i>Maaïke Girardin</i>

Second iterations of the logo

**Maaïke
Girardin**

Third iteration of the logo



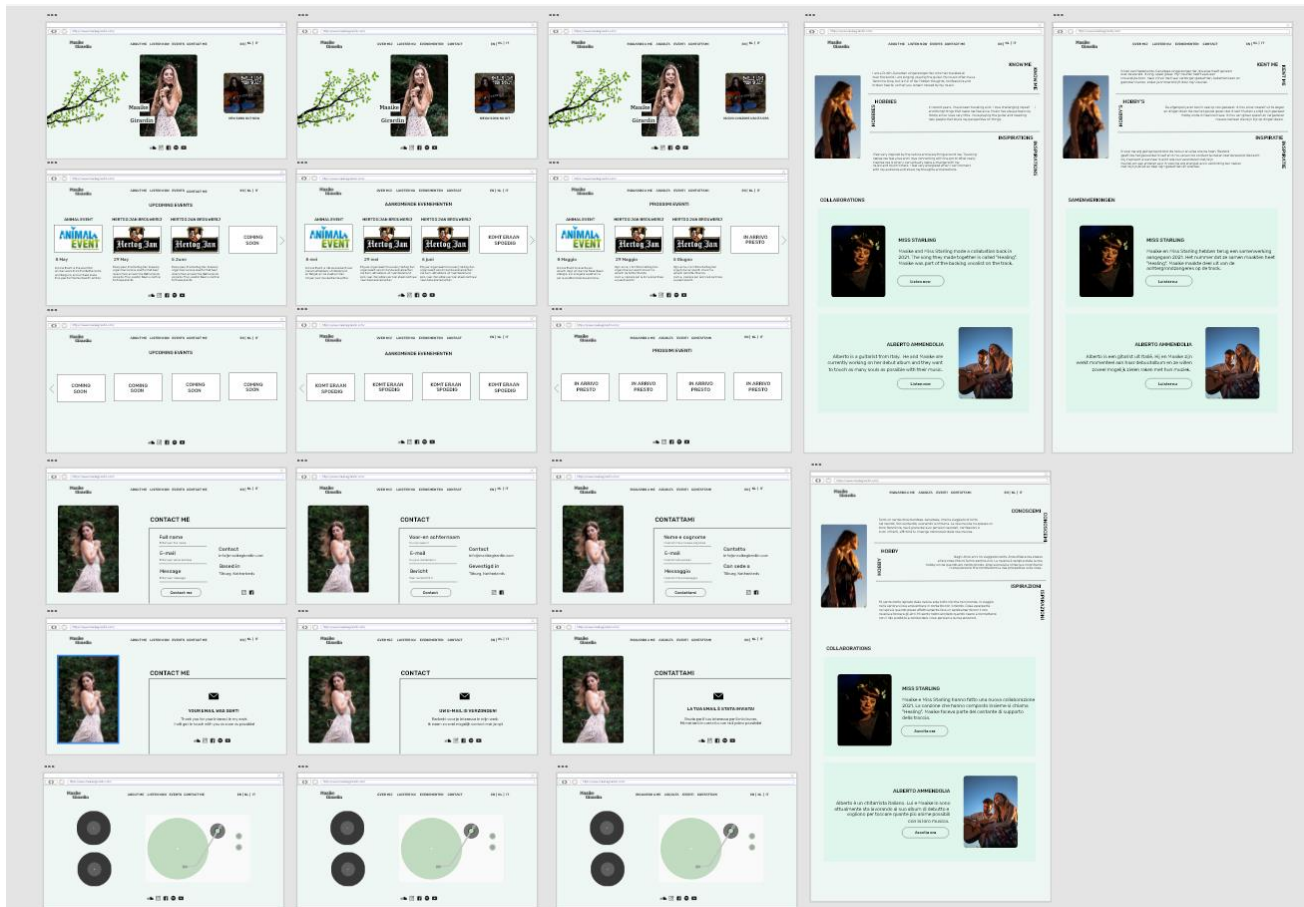
We chose this palette because it gives a nature feeling.

High-fidelity and testing

We continued with a high-fidelity prototype. We made it interactive so that it can be tested easily with users. Before testing with the users, we showed the prototype to Maaïke in order to get feedback firstly from her.

Generally, she liked our work. However, she did not find the font of her logo appealing. She wanted something more flowy and only her name as a logo.

➤ Our high-fidelity prototype:



➤ Testing 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.

➤ Test materials:

- Laptop with a working microphone and camera
- Teams/ Discord to talk with users
- Average time: 2-8 minutes

➤ Testing tasks:

Hi, first of all do I have your consent to record this conversation for university purposes? The thing we are going to do right now is test the prototype my group and I have created for our project this semester. I want to hear your opinion about it and see how you navigate through it. Is that alright with you?

- Find how you can collaborate and contact with her
- Read information about her
- Find more about her upcoming events
- What can be added or removed from the design?
- Was it easy to navigate through the pages?
- Find her collaborations
- Find the page with her music? How do you image this to work?
- Do you like the idea of being interactive in these types of websites?
- Switch between languages. Do you like this option?
- Do you like the layout of the pages and the colours used?
- What can be improved/removed?

➤ Test participants:

The focus group was again adults either studying or working that listen to music regularly and visit artists websites at least once or twice a month.

Participant 1: Joan, 20, Bulgarian, Working (link: <https://youtu.be/JyD4Hhn5sUA>)

Participant 2: Oktay, 18, Bulgarian, Student (link: <https://youtu.be/iIJehcf4sAQ>)

Participant 3: Mihai, 20, Romanian, Student (link: <https://youtu.be/blgGLMrjEOo>)

Participant 4: Radoslav, 19, Bulgarian, Student (link: https://youtu.be/xkc_uQ7IIYM)

Participant 5: Lyubo, 23, Bulgarian, Working (link: <https://youtu.be/UbzfkfW7rVU>)

➤ Test analysis:

Generally, all of 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 three of the 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 them to find what they needed. When asked about the colours two people said that they are soothing and give a nature vibe.

However, there were some remarks by the participants. For instance, we got feedback from one of the participants that the home page is a bit empty on the right side. Two people added that 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. Another thing that we will focus on is the positioning of the headings of the sections in the “About Me” page because one of them told us that they are confusing and need redesigning.

5. Implementation Phase 1

After the user testing, we started coding the actual website. Midway, based on feedback from our teacher, we decided to take the whole design and make another iteration that would include a lot of changes.

We were told that the colour palette was too monochromatic and needs more contrast. Another thing was about the home page – we had to think of other way to put the music video because it was too small and not intuitive for the users.

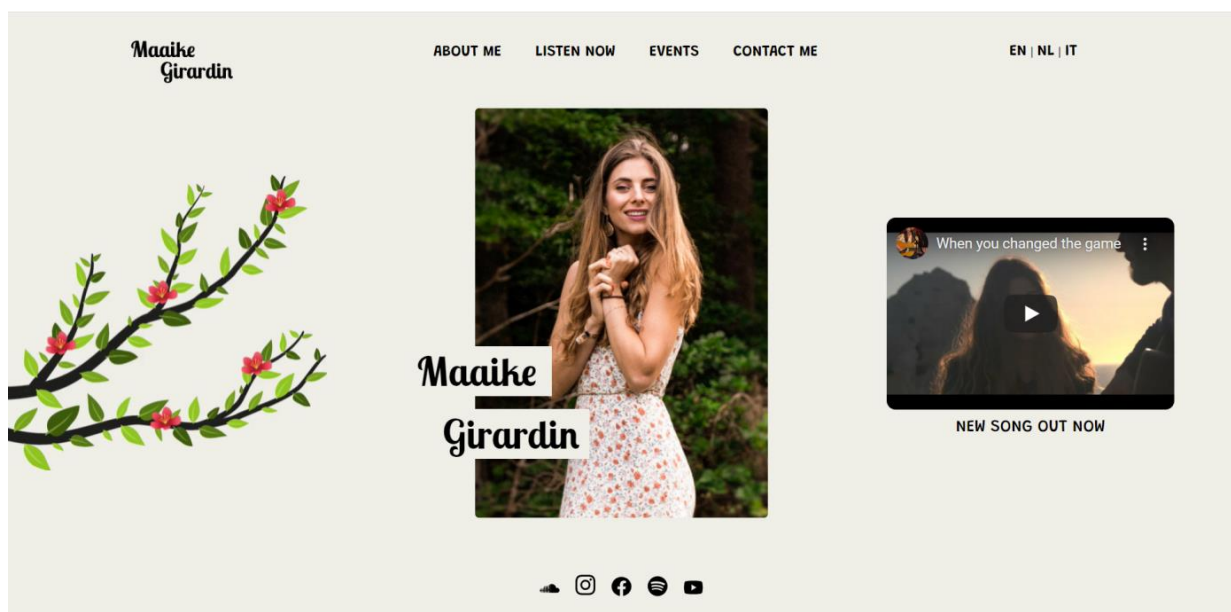
After showing it to Maaïke she wanted to remove the sections in the about me and combine them into one big paragraph. Also, she did not like her name in the home page and the position of it.

When it comes to the pictures, there were not proportional to the text, and we had to make them more visual. We needed to be more consistent with our design.

Before the changes of the design, we were ready with:

- The home page (made also responsive)
- The about me page
- The contact me page (partially responsive)
- Button to switch to the different languages (works in each page)
- Collaboration section
- Sending emails (made with HTML API)

Link to our old design --> [here](#)

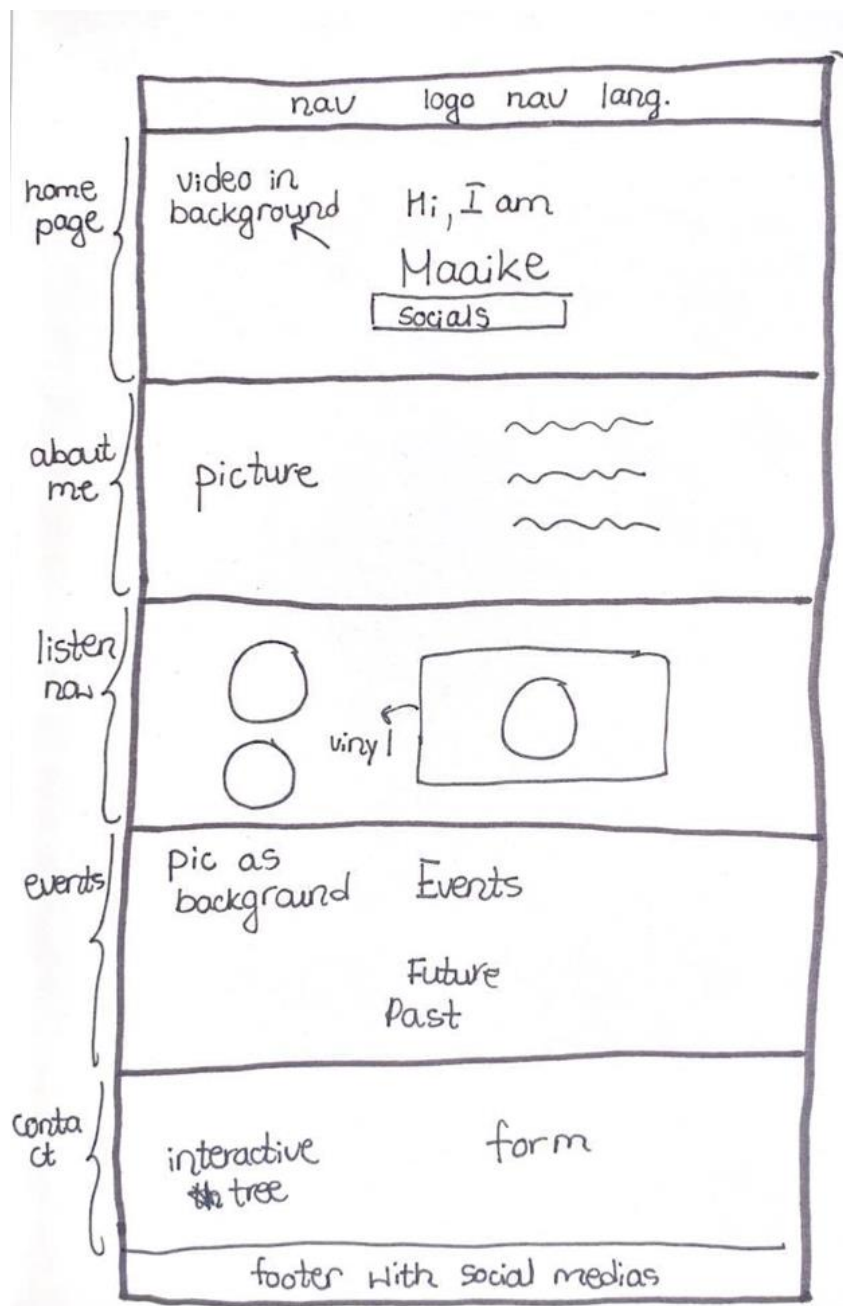


6. Ideation and design phase 2

During this phase we focused on improving our design and start with the second iteration of our design. With all of the feedback that we gathered, we wanted to modify almost everything but at the same time keep the elements users liked in the first iteration.

Sketches

We decided that we will start with sketches and use them for brainstorming how the layout is going to look like.



Changes for the new design

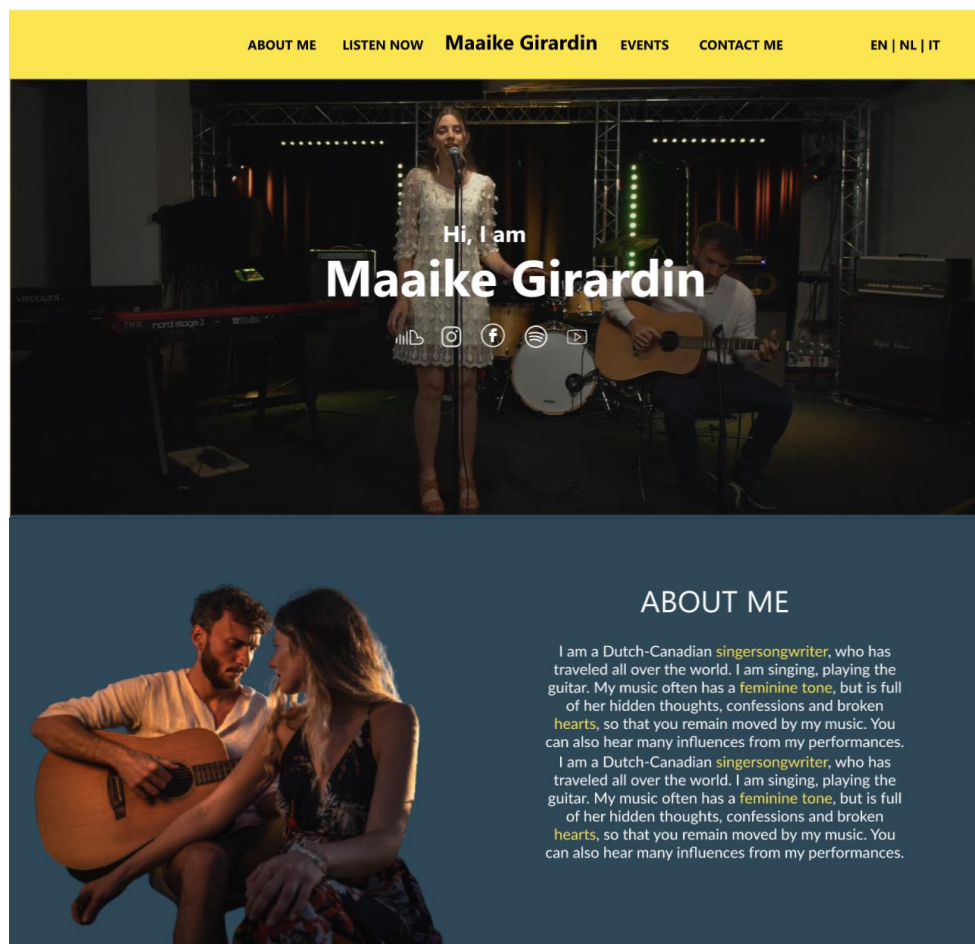
It is going to be a one pager divided into sections.



High-fidelity and testing

- **First iteration of new high-fidelity prototype:**

Link to it: <https://adobe.ly/3MVx1to>



➤ Testing with users

Since this was not the final version and we had to do things in a rush, we decided to ask users about their opinion on the layout and what they think can be improved.

➤ Test materials:

- Laptop with a working microphone and camera
- Teams/ Discord to talk with users
- Average time: 2-8 minutes

➤ Testing tasks:

Hi, first of all do I have your consent to record this conversation for university purposes? The thing we are going to do right now is test our new prototype my group and I have created for our project this semester. Your feedback will be used in order to improve our design.

- What do you think of the home page?
- Do you like a video as a background?
- Do you think it is useful to have all the social medias in the first page?
- What is your opinion on the navigation bar and its design?
- Would you like to see other colours used?
- Any remarks on the events page?
- How do you imagine the events pages to look like when you click on the buttons?
- Do you think the website is intuitive?
- Do you like the fields in the form to be like this?
- Do you like the placement of the buttons in the nav bar?
- What would you like to change or add?

➤ Test participants:

Participant 1: Oktay, 18, Bulgarian, Student (link: <https://youtu.be/vztZGY9p3i0>)

Participant 2: Sasho, 20, Bulgarian, Student (link: <https://youtu.be/tZEzrvppGSI>)

Participant 3: Samuil, 24, Bulgarian, Student (link: <https://youtu.be/cReO7i8Rcfc>)

➤ Test analysis:

On balance, the idea of having a scrollable website was perceived well. 2 of the participants said that they like having links on the home page to the social media of Maaik. Also, 1 person said that the font of the website is good.

However, there were some points that should be improved. Firstly, the yellow color is perceived too bright for the eyes by all of the participants. Instead, we got recommendations that we replace it with something that gives more nature vibes. Furthermore, it was mentioned by 2 people that the language dial should be simplified. Also, 1 person suggested that a button which returns you to the top would be a good idea.

Nevertheless, the overall structure of all the pages was liked since it is smooth and easy-to-use. The tree on the Contact Me page was found quite appealing by 2 of the participants since it is something that brings the nature vibe.

6. Ideation and design phase 3

Logo and colour choice

After the testings we changed the colour palette once again. For this design we wanted to pay more attention to highlighting elements so that they look more noticeable.

We choose the base colour of the pages to be green. We also used different shades of green in other pages mixed with black and white. The red colour is going to be used for the flowers in the tree.



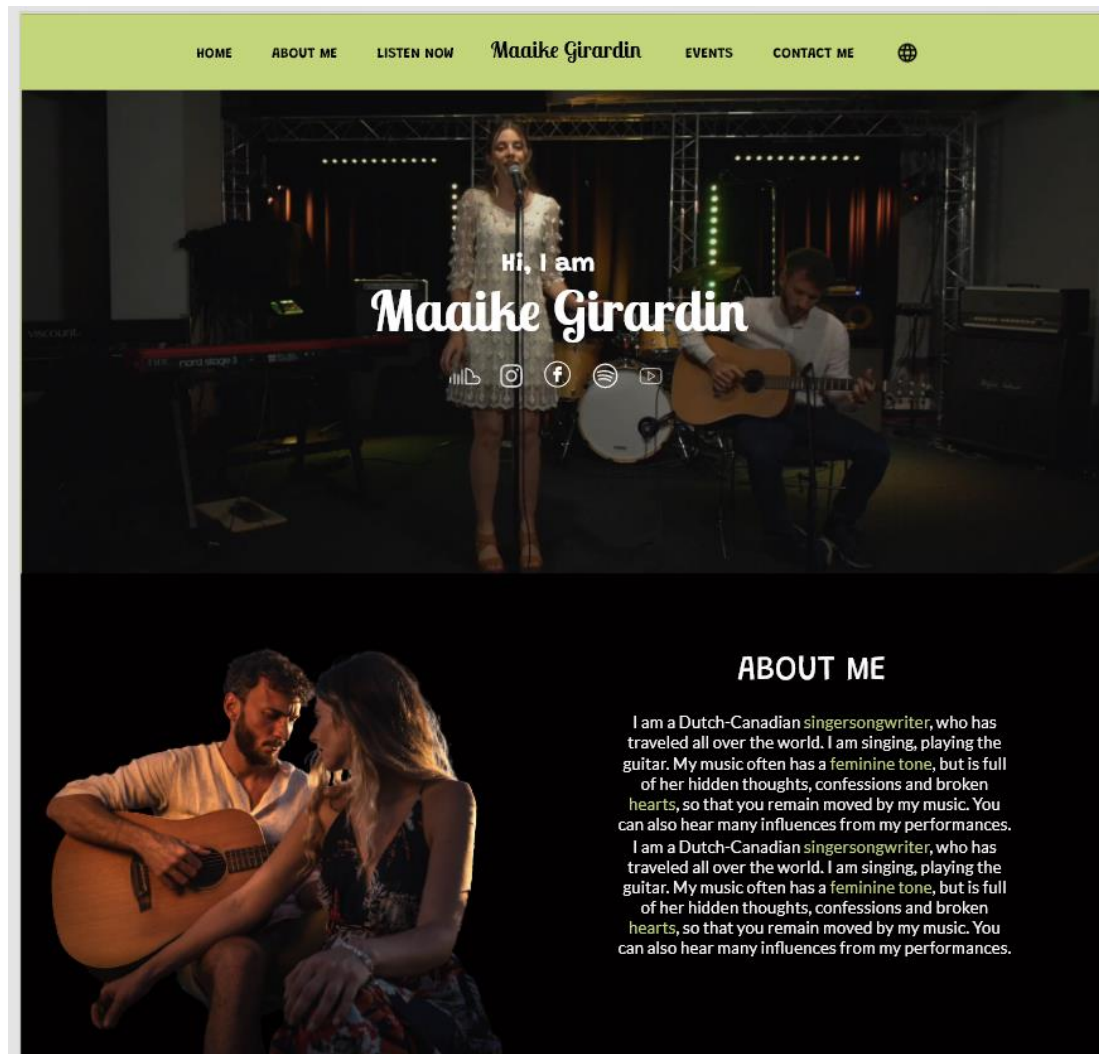
Also we modified our logo. This is going to be our final (final iteration) of it. Both the palette and logo were approved by Maaïke.

Maaïke Girardin

High-fidelity and changes

➤ Final iteration of high-fidelity prototype:

Link to it: <https://adobe.ly/3t2UhOq>



➤ Changes made based on previous testing:

- Changed the yellow color on the pages with green.
- We put a globe to the right instead of having the 3 languages (EN, NL, IT) next to each other. When you hover on it, a drop-down menu with the 3 languages appears.
- We put a home button in the left part of the navigation bar to look more symmetrical.
- There is also a new button with an arrow pointing to the top. It brings you back to the home page.
- We also adjusted the colors of the tree on the Contact Me page in order to achieve a better contrast and aesthetics.
- We added separate pages to the past and future events with links to all of the events.

7. Implementation Phase 2

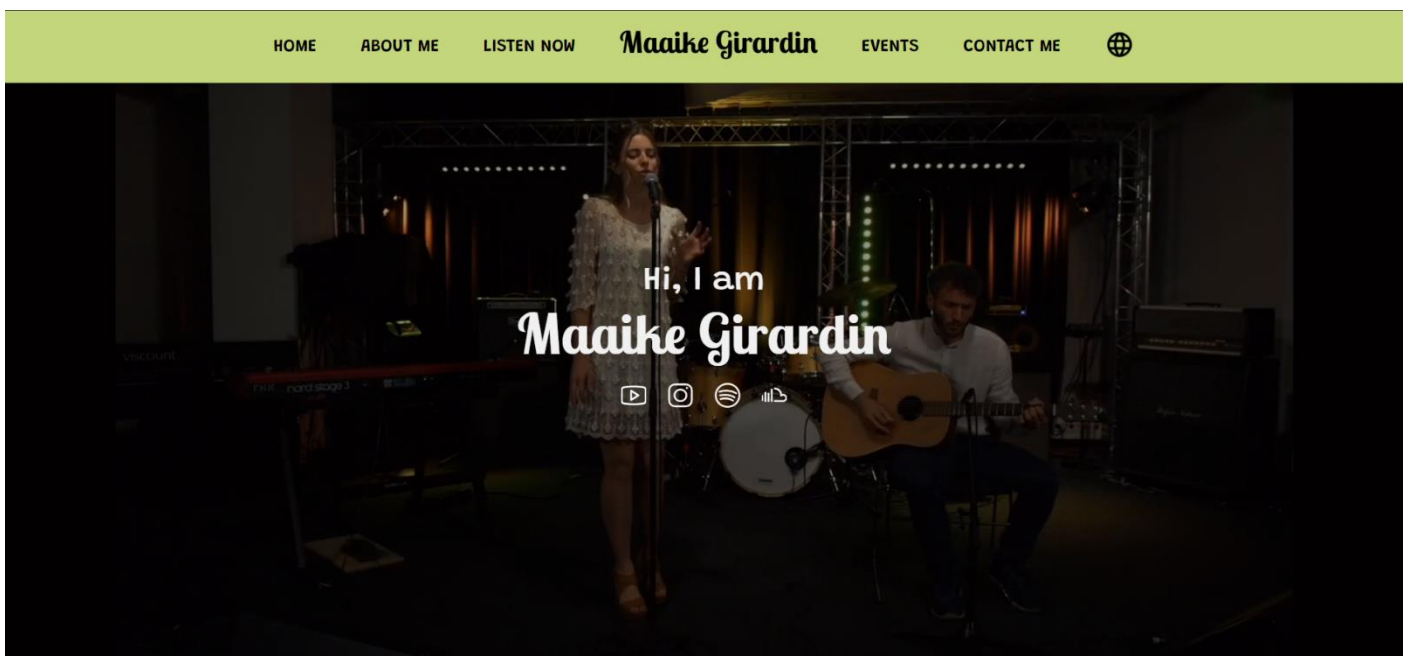
After we were ready with the changes, we proceeded with the coding of the actual website. So far, we have coded almost everything and asked Maaïke for midway feedback before the website is fully done.

She approved all of the changes that we made based on her previous feedback, liked the colours, fonts, pages and the interactivity on the website.

We are ready with:

- The home section
- The about me section
- The events section with the two pages with future and past events
- Button to switch to the different languages (works in each page)
- Sending emails (made with HTML API)
- The listen now section with the vinyl record (when it is in tablet or mobile mode to switch to only her songs from YouTube because the vinyl will not work for these devices)
- Website almost fully responsive (what is left is the navigation bar, some elements from the home page, the footer and the two pages for events)

Link to the website --> [here](#)



8. Where are we now?

So far we have coded the website and we are almost at the end of the implementation phase 2. After all of the sections are made responsive, we will proceed with user testing and then based on the feedback received we will make the final necessary changes.

WEBIFY'S PROJECT PLAN

