



User Research

Assignment C

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1. Survey

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

The survey we conducted aimed to see the users' preferences when it comes to websites about artists, 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.

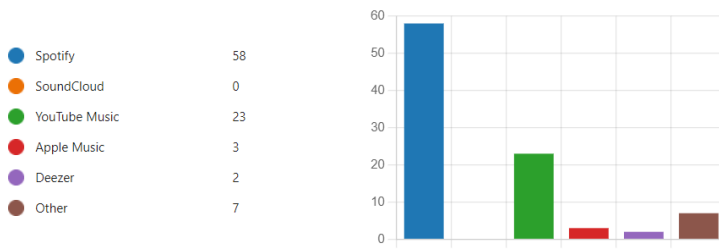
We divided the survey into several sections in order to analyse the results more easily. They are as follows:

- **“Getting to know you”** - it was mainly to get information about the target audience, see where they are from, what their occupation is and ask some general questions about music.
- **“Music Platform Preferences”** - rate them, share their experience and give us an overview of what makes the particular platform better than the rest.
- **“Artists’ Websites”** – 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.

2. Important results from the survey

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

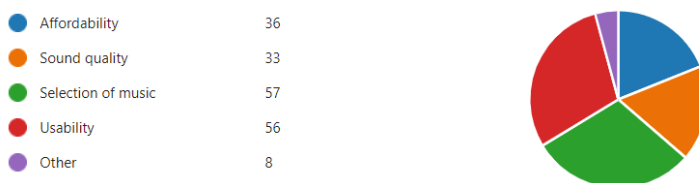
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We can clearly see that our client has to be active mainly on Spotify and YouTube Music as most of the users prefer these music platforms.

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

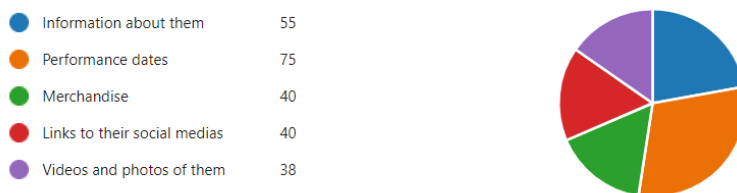
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The reason they prefer them is because of the wide selection of music, the price and the user-friendly interface.

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

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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.

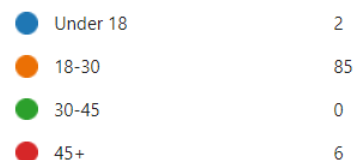
15	anonymous	When an artist has a website with more information about himself this is another way for him to create a deeper bond with his fan base. Also it's easier for his fan community to keep track of his performance dates
16	anonymous	I think that if the artist has a website it's easier for the 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](#)



3. Interviews

After analysing the results from the survey, we continued with the 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/q0bKcpJQIPs> - 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 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 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

4. Affinity Map

Our group then started with the affinity map. We wrote on sticky notes findings and important things from each interview that we need to take into consideration. Then we put them into different categories based on the similar answers we got.



5. Overall conclusion

- **Platform used:** 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.
- **Artist's website:** 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.
- **Maaïke'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
- **Maaïke's website:** in need of more pages (they want to see information about her, gigs, more songs, merch). Don't like the colours used there.

6. Personas

- A fan of Maaïke 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.

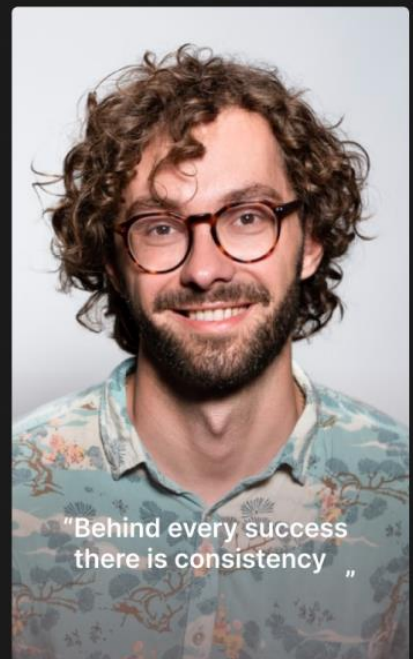
Needs

- 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 "

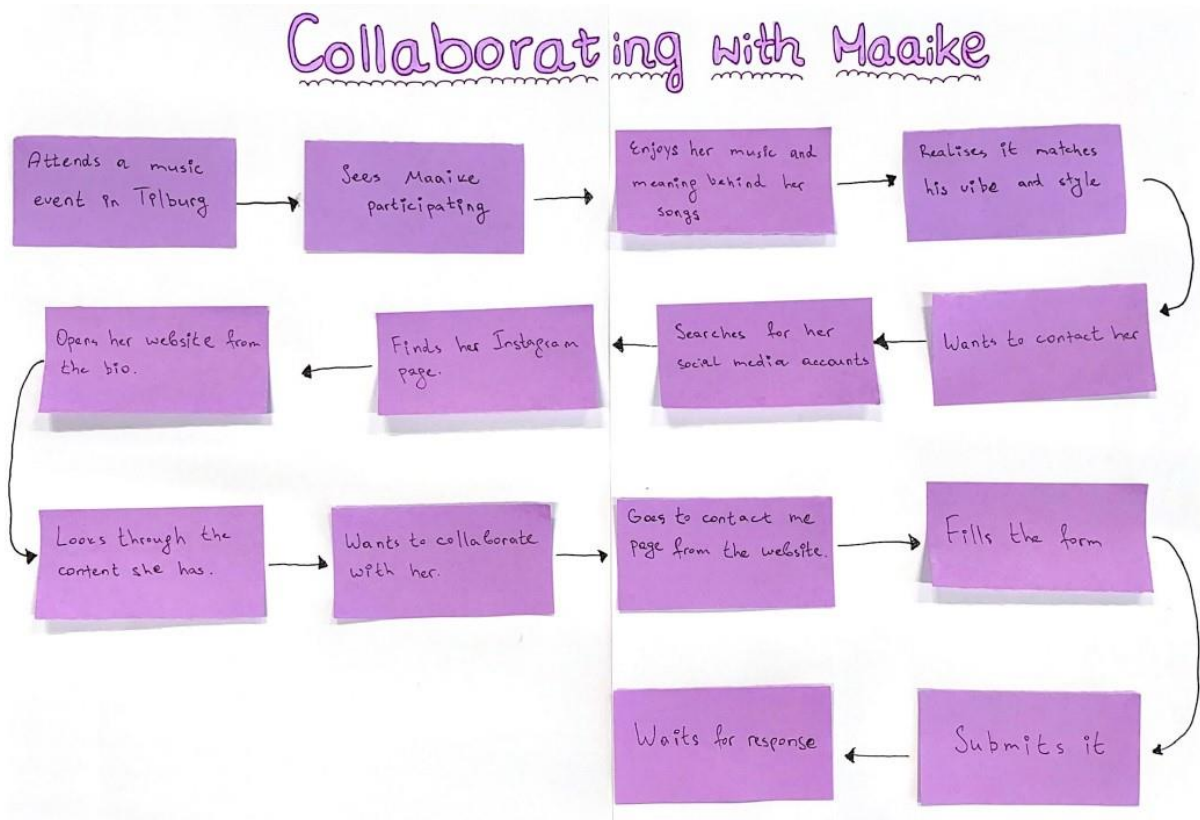


7. User scenario

- The fan discovering Maaïke through event



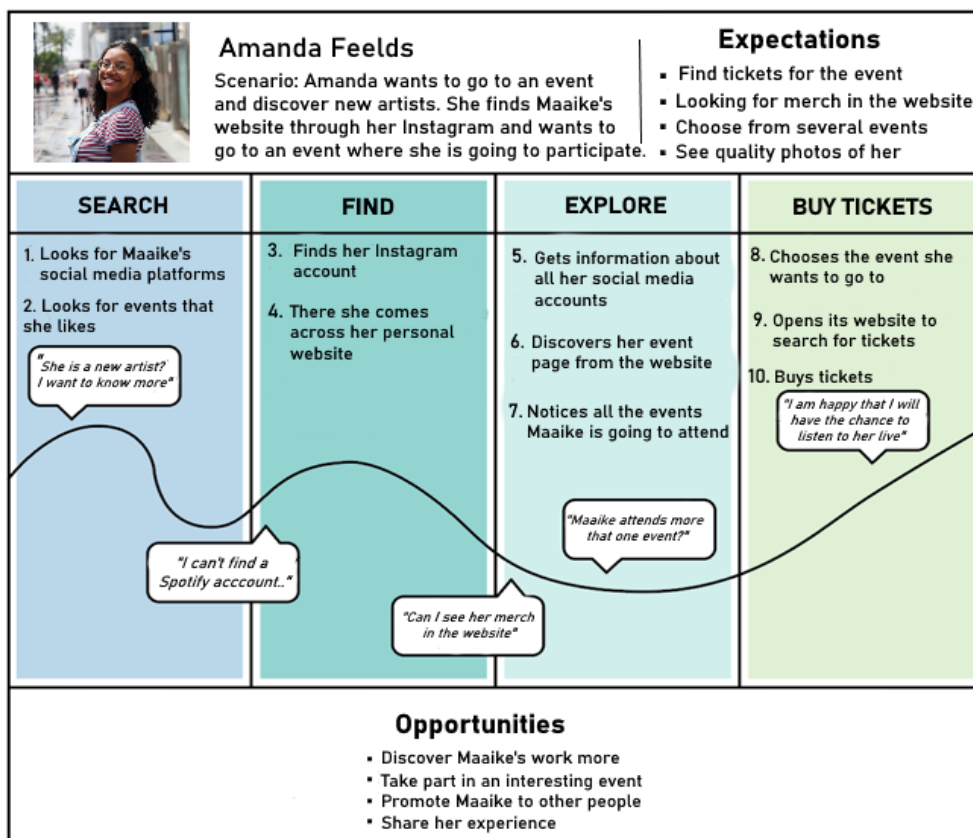
- Searching for a collaboration



8. Customer journey

CUSTOMER JOURNEY MAP

Finding Maaïke through event



9. Empathy map (Optional)

