



# Final Report

Group M2-CB01-G5

OUR GIT REPOSITORY: <https://git.fhict.nl/I477928/m2-cb01-g5>

MAAIKE'S WEBSITE: <http://i477363.hera.fhict.nl/website-maaike-final/>

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# 1. Executive Summary

Our project lasted 18 weeks, divided into 6 sprints. During this time, we had to make a website for a real client – the rising artist Maaïke Girardin. Throughout the project we used the agile methodology for our work since it gave us flexibility and we could coordinate our activities faster. We also made use of the CMD methods and the DOT framework.

We started our project with a **Research Phase** which aimed to study Maaïke, her competitors and the potential users of her website. In this phase, we used different methods such as Survey, Interviews, Personas, Competitor Analysis, Empathy map, Customer journey and User scenario.

After that, we continued with **Ideation and Design Phase 1** where we brainstormed ideas as to how Maaïke's website should be structured. For this purpose, we made sketches firstly in order to obtain a better picture of how the ideas are going to look. Then, we proceeded to low-fidelity wireframe of the website. Simultaneously, we were creating her logo and choosing the right typography. Finally, we made a high-fidelity prototype which included everything that the actual website should have and concluded this phase with user testing.

Our next step was **Implementation Phase 1** where we coded the website based on the feedback we got from the testing as well.

Once we were finished with the coding, we continued to **Ideation and Design Phase 2**, and we started our second iteration. Meanwhile, we got feedback from our teacher that we needed to improve our design. That is what we did in this phase – we redesigned the whole website so that it is more intuitive and aesthetically pleasing. Again, we finished the phase with user testing.

When we analyzed the test results, we moved on to **Ideation and Design Phase 3** and started our third iteration. Here, we changed the color palette and Maaïke's logo to achieve the desired by the user's effect.

The very final part of our project was **Implementation Phase 2** where we coded the website, then tested it with users and made the final necessary changes so that it meets not only Maaïke's but also the users' needs.

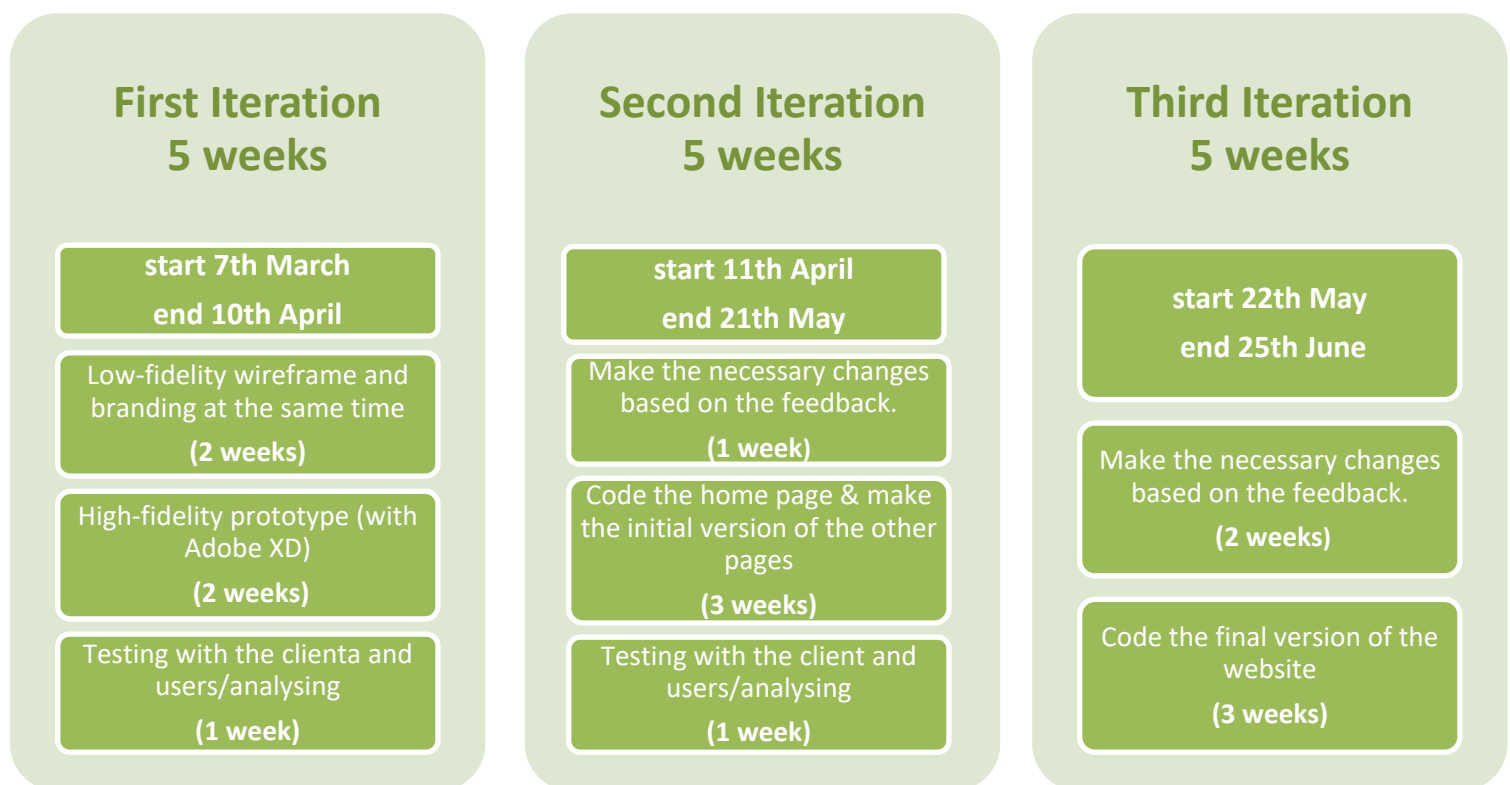
## 2. Introduction to project

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 Maaïke's needs and wishes but at the same time hear what users think when it comes to artist's websites.

As shown in Table 1 we divided the rest of the weeks into 3 big iterations, each 5 weeks long. For each one we are going to test the product and ask for feedback both from users and Maaïke. The website will be coded only with HTML, CSS and JS. No back end and database will be included in the project.

**Table 1** - Weekly work division



### 3. 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 (Maaikje, Metaxas, users) and we tried to improve our work at each stage (*Wrike, 2020, para. 1*). 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 (*Koen van Turnhout, 2015*). They guided and helped us in the decisions we were going to make. We had 3 main goals: explore different artists, 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.

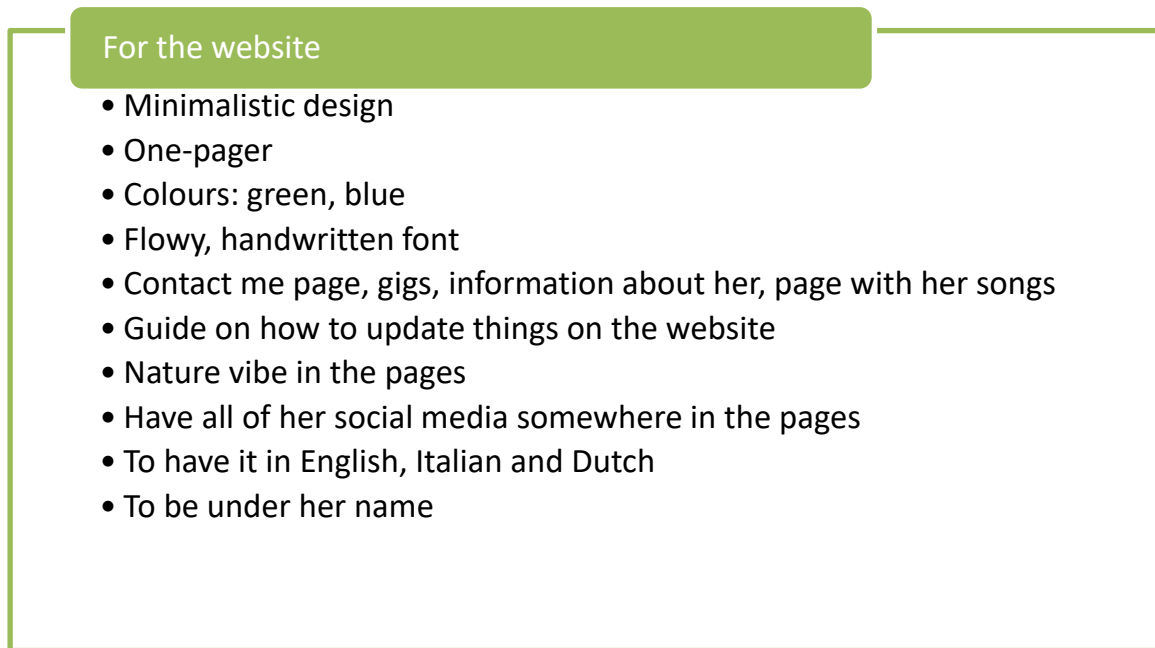
#### DOT framework

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 (*Koen van Turnhout, 2015*). 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.

## 4. 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 had to do (from the start point to the end point). In Figure 1 below are mentioned all of the requirements that we need to fulfill.



**Figure 1** – Requirements for the website

### 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 artists 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

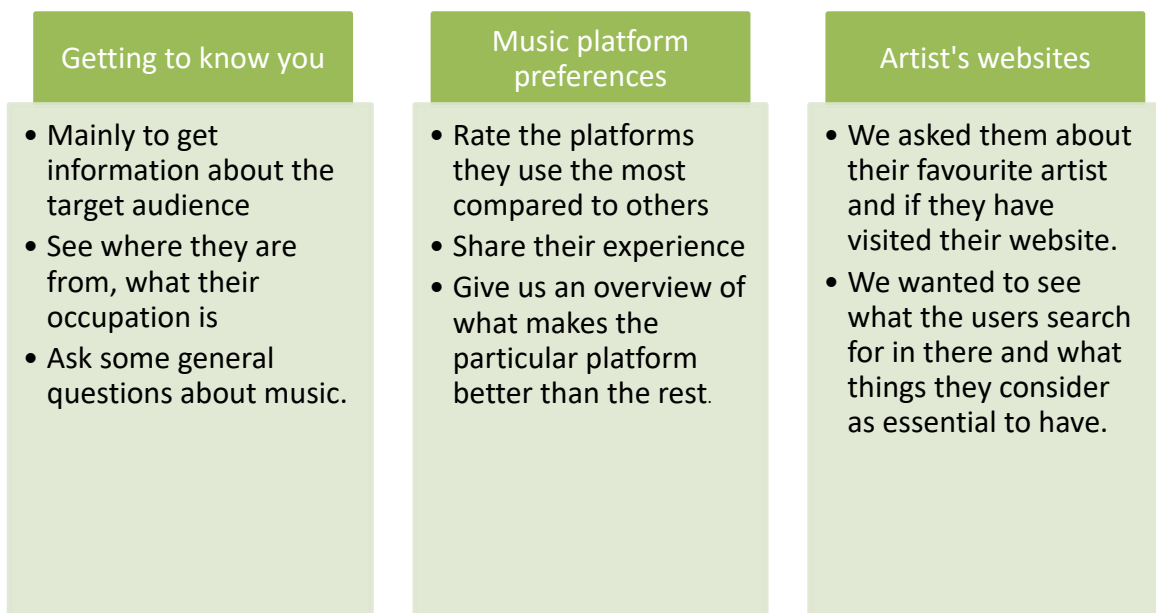
Check Appendix A for competitor analysis.

## Survey

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 (*see Appendix B for survey questions*). The survey was conducted among young adults, and we succeeded with 93 responses.

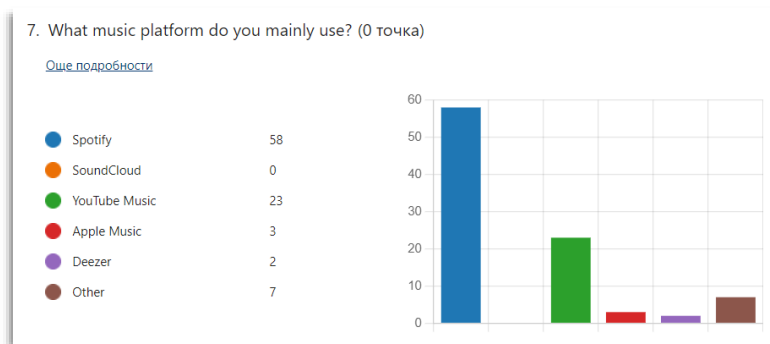
We wanted to gather basic user information and needs when it comes to artist's websites and music platforms, hear their opinion and setbacks they have experienced in these types of websites and become aware of music habits.

The survey was divided into several sections as shown in Figure 2:



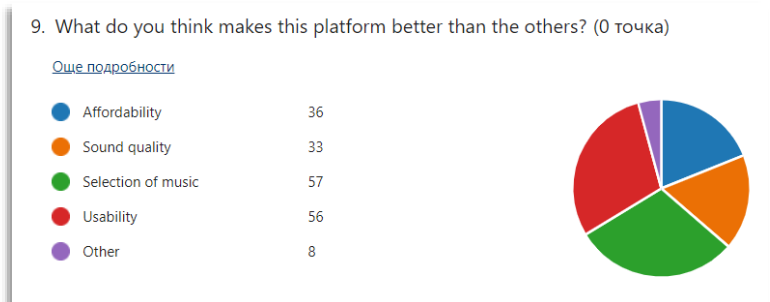
**Figure 2** - Sections in the survey

## ➤ Important survey analysis:



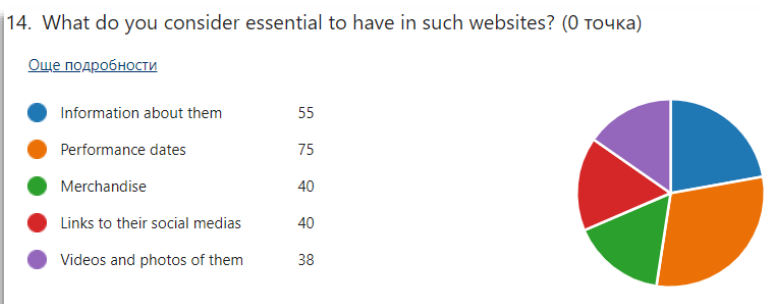
**Figure 3**

Figure 3 provides information that 58 out of 90 people think our client has to be active mainly on Spotify and YouTube Music as they prefer these music platforms.



**Figure 4**

The reason why they prefer them is because of the wide selection of music, the price and the user-friendly interface as seen in Figure 4.



**Figure 5**

From Figure 5 we see that users consider important for these websites to have information about the artist, upcoming events, merch and links to their other social media platforms so as to be more approachable.

**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). Further analysis check Appendix C.



## 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 (*Transcripts of Interviews in Appendix D*).

### ➤ 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 favorite artist?
- How often do you visit their website?
- What features do you consider essential for an artist to have on their website?
- How often should musicians post on their social media?
- 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 colors 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 color 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. (Check Appendix E for interview links)

**Participant 1:** Melina, 19, Polish, Student

**Participant 2:** Ralitsa, 20, Bulgarian, Student

**Participant 3:** Radoslav, 19, Bulgarian, Student

**Participant 4:** Bogdan, 18, Romanian, Student

**Participant 5:** Maanit, 20, Brazilian, Student

### ➤ 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 favorite artists. For instance, participant 1 (*Melina, 00:01:50*) noted about Spotify that, *"it's easy to use, it has never made me any problems, it has every song of my favorite artist and yes, I like the design as well."* Two of the participants 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 on an artist's 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 colors 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 opinions on it. Three of them said that rising artists should start with original music. Participant 4 (*Bogdan, 00:10:17*) noted, *"Depends on the trend on the song. If there is a song that they want to make a cover that let's say other 1000 people did a cover on, it is the best way if they did an original song."* However, when asked, the participants 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 Maaïke 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 fans of the yellow with grey. Four people suggested something interactive for the home page – a video of the artist performing.

To finish we showed them Maaïke's music. Two of them told us that she needs to experiment with her voice more. For example, participant 3 (*Radoslav, 00:04:20*) mentioned, *"I think she just needs to find her own style and it needs to be unique to what she has right now because what she has right now, I think it's very templatish."* The participants described her music as comforting, heartwarming, and calming. Overall, they like her voice and the quality of the videos. They consider her voice as strong.

## Personas

From the research obtained mentioned above we created two personas (*see below Figure 6 and Figure 7*) 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, taking in mind all of the user's wishes, expectations, habits, and desires. They were part of the quantitative research that was conducted.

We chose both of our personas to be from the same demographic, because the target audience, which had the most votes in our survey, was this. We wanted to make the personas as relatable and as close to reality as possible, so that they can match the real world.

We made Thomas Fanara (*Figure 7*) to show what Maaïke needs to do in order to broaden her audience and to thrive in the music industry properly. For example, Thomas wants artists to have Spotify so as to look at their music there and decide if it matches his vibe. Our survey concluded that Spotify is a very fundamental part because most of the users use it, which leads to successful step-in in the music industry. A very wide part of the people who completed our survey use Spotify, instead of other musical platforms (like YouTube Music). (*Check Figure 3*)

From our interviews we concluded that people like minimalistic designs (as requested by Maaïke as well) and visual effects. They consider very important the selection of colors, placement of buttons and agree that websites are the main center for merch, tickets, and events. We implemented all of this into our personas, for example Amanda Feelds (*Figure 6*) needs to see websites that are user-friendly and easy to navigate, and again we go to Spotify – an easy platform to use, which our survey also concluded (*Figure 4*). Amanda seeks for well maintained good social media accounts and wants to see the events, which our survey concluded to be quite important as well, with “performance dates” getting first place (*check Figure 5*).

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

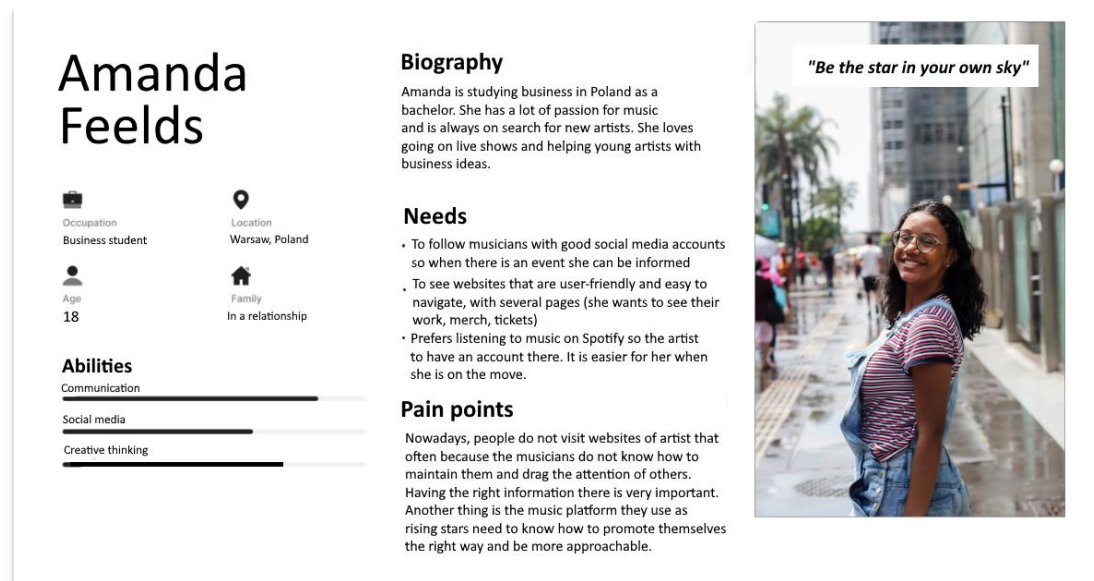


Figure 6

- A potential collaborator

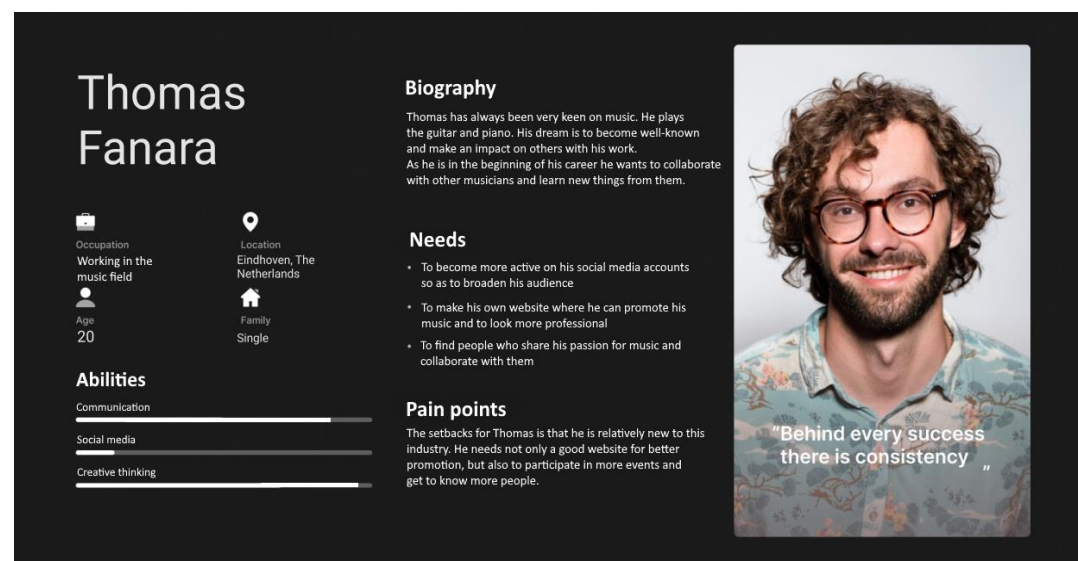


Figure 7

## Empathy map

It was made in order to gain a deeper insight into our client. It summarizes 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.

Figure 8 depicts Maaïke's needs and what things are important to her, her daily inspirations, preferences for websites and plans for the future in her career.

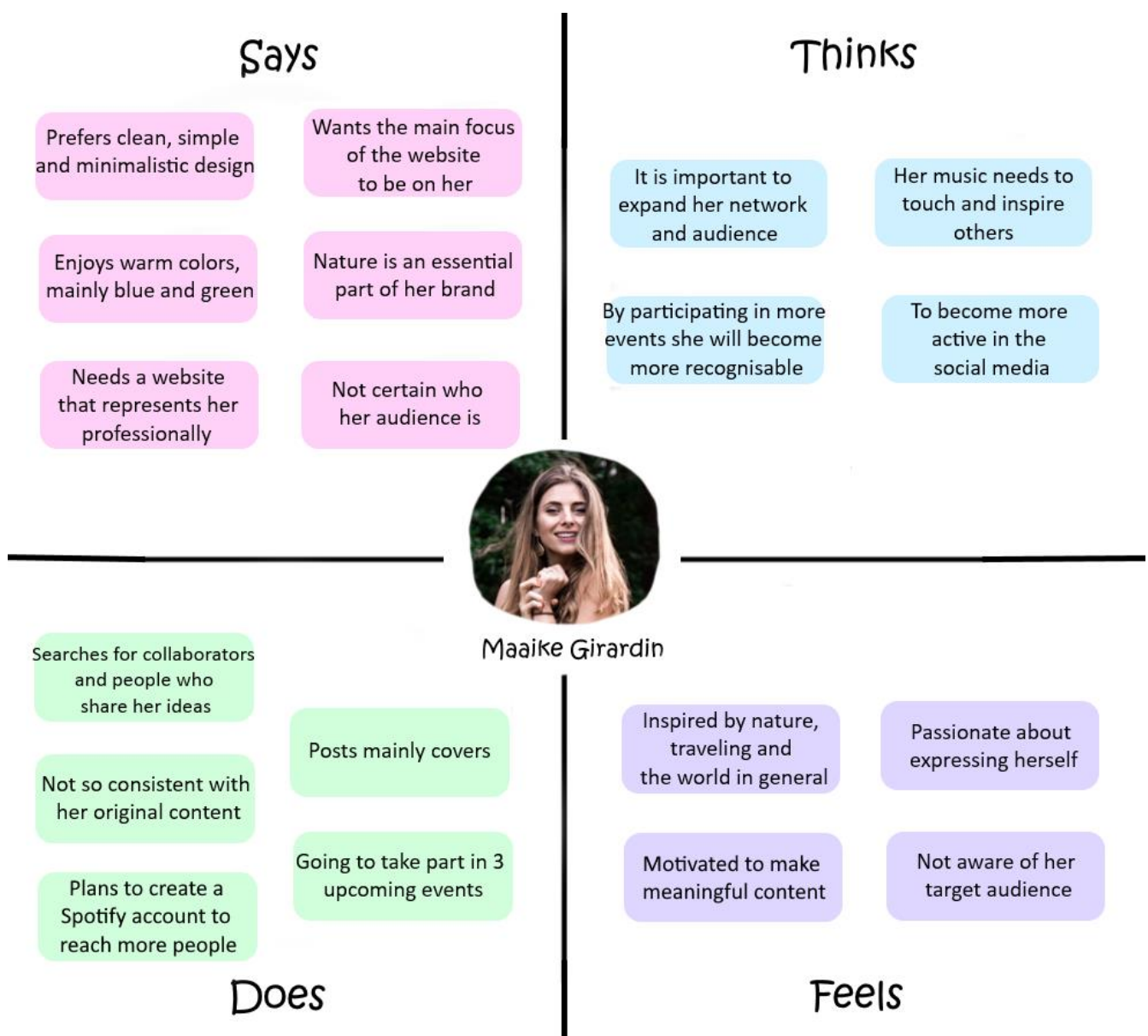


Figure 8



## Customer journey and scenario

After that we did a user-scenario (Figure 9) and customer journey (Figure 10) 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.



Figure 9

## CUSTOMER JOURNEY MAP

### Finding Maaike through event

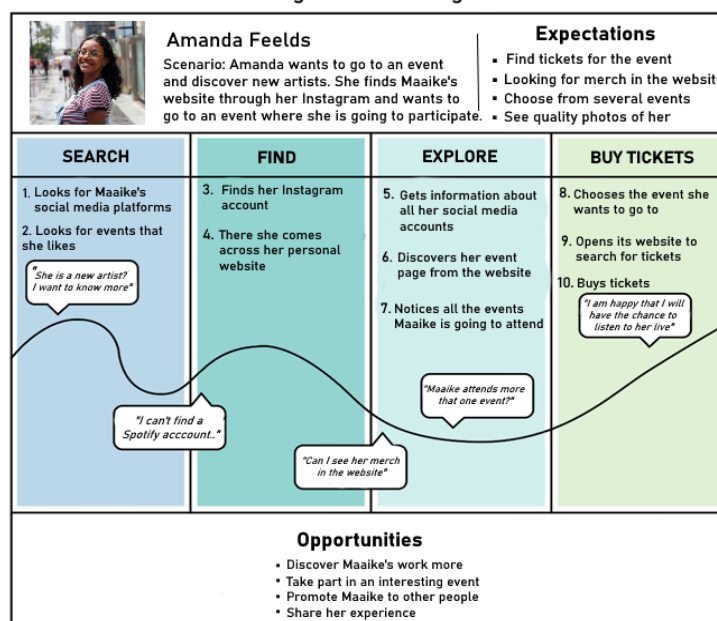


Figure 10

## 5. 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 on 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 (*Figure 11*). Then we continued with the low-fidelity wireframe (*Figure 12*) that helped us better visualize the placeholders for the content if everything looks the way users and Maaïke want (*Link for the high-fidelity in Appendix G*).

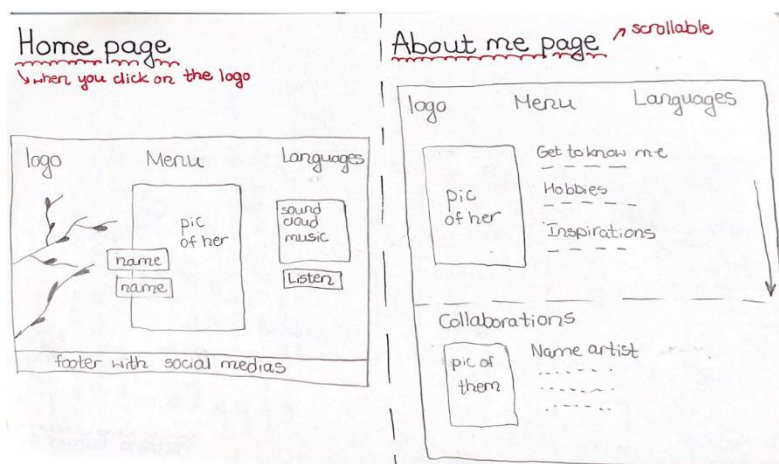


Figure 11

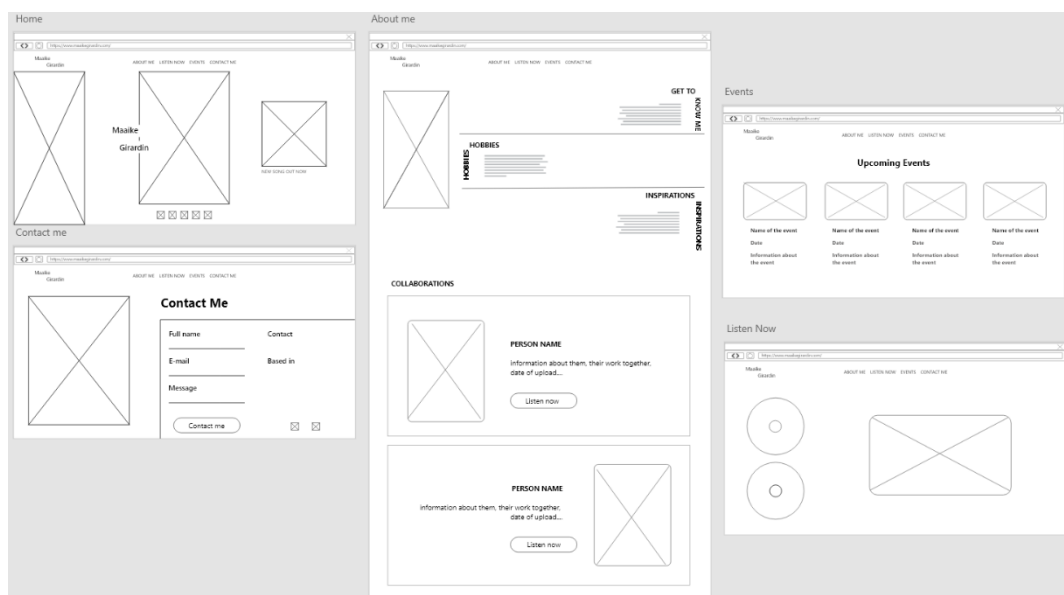


Figure 12

Logo and color 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 did 3 iterations of the logo. For the first iteration (Figure 14) we thought about adding some music related element (treble clef), but she did not approve this, so we started exploring different fonts (Figure 13). She wanted something flowy and handwritten. We sent her the different options and she eventually chose the one that she liked the most (Figure 15).

For the color palette (Figure 16) she wanted some nature vibe to it, so we thought about green, but the colors turned out rather monochromatic and we had to add more contrast to it.



Figure 14

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

Figure 13

Maaïke  
Girardin

Figure 15



Figure 16



## High-fidelity and testing

We continued with a high-fidelity prototype (*Figure 17*). We made it interactive (*Link in Appendix G*) so that it can be tested easily by users. Before testing with the users, we showed the prototype to Maaïke in order to get feedback firstly from her.

It consisted of 5 pages – home page, about me, events, contact and listen now.

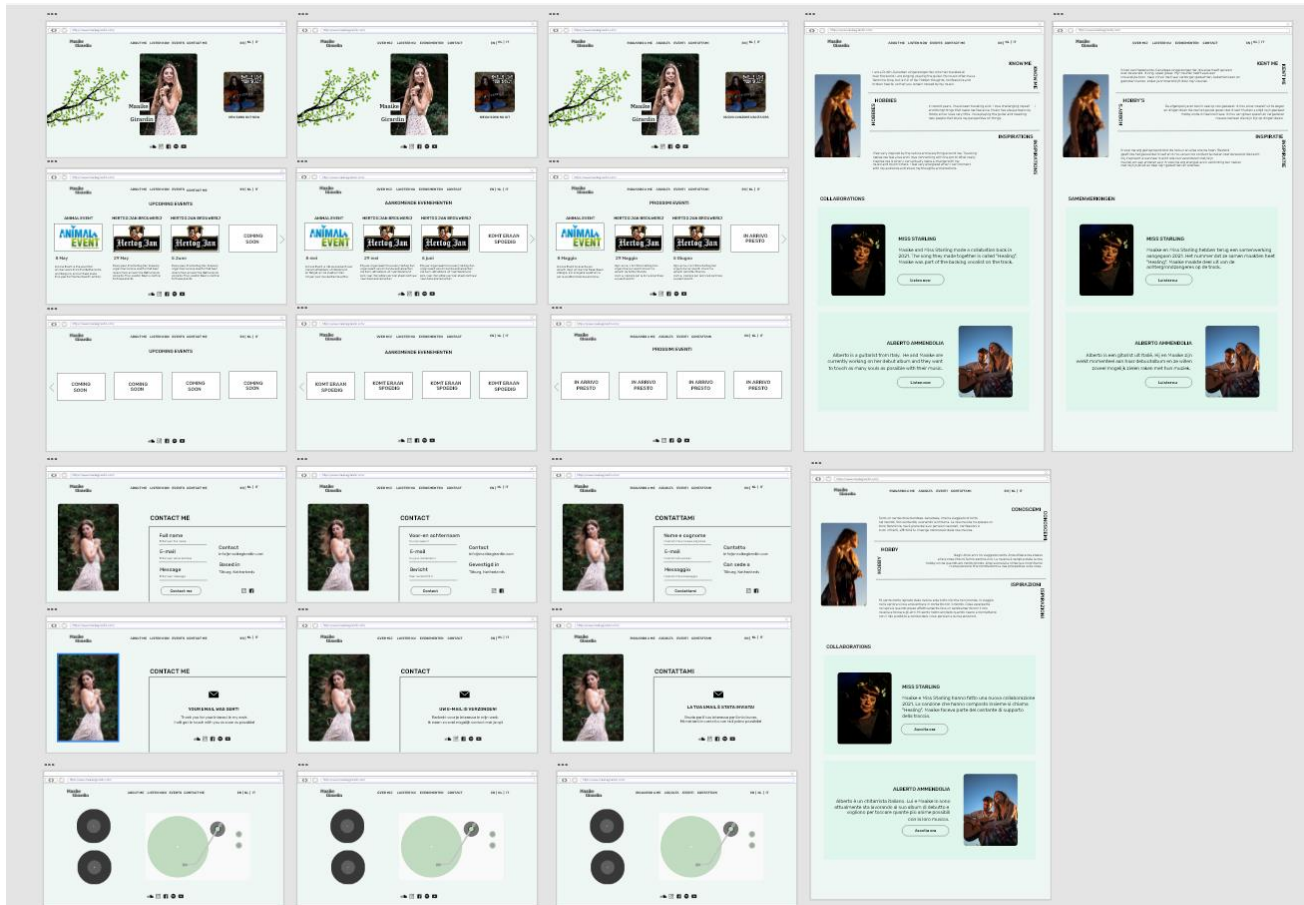


Figure 17

### ➤ Testing with users (*Links in Appendix H*)

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 (*in Appendix J you can read about the whole procedure of the tests*)

### ➤ 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 out how you can collaborate and contact 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 imagine this to work?
- Do you like the idea of being interactive on these types of websites?
- Switch between languages. Do you like this option?
- Do you like the layout of the pages and the colors used?

### ➤ 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 (*Check Appendix K for clarification of the roles during the testings*)

**Participant 1:** Joan, 20, Bulgarian, Working

**Participant 2:** Oktay, 18, Bulgarian, Student

**Participant 3:** Mihai, 20, Romanian, Student

**Participant 4:** Radoslav, 19, Bulgarian, Student

**Participant 5:** Lyubo, 23, Bulgarian, Working

### ➤ 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 comforting vibe connected to nature. Also, the minimalistic design was liked because it makes it easy for them to find what they needed. Participant 2 noted, *“Well, honestly I prefer the minimalistic designs because it’s easier on your eyes so if you want to find something, you can quickly navigate and there are not a lot of things to distract you.”* When asked about the colors 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 were direct links to the websites of the upcoming events so that the user can buy tickets fast. Participant 1 noted, *“I think it would be good if you can click on the events and it would forward you to the page of the event so you can buy tickets or see which other artists are going to be there.”* 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.

## 6. 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 color palette was too monochromatic and needs more contrast. Another thing was about the home page (*Figure 18*) – we had to think of another 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 on the home page and the position of it.

When it comes to the pictures, they 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 to 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)

In Appendix F are placed some pictures of our old design and link to the website.

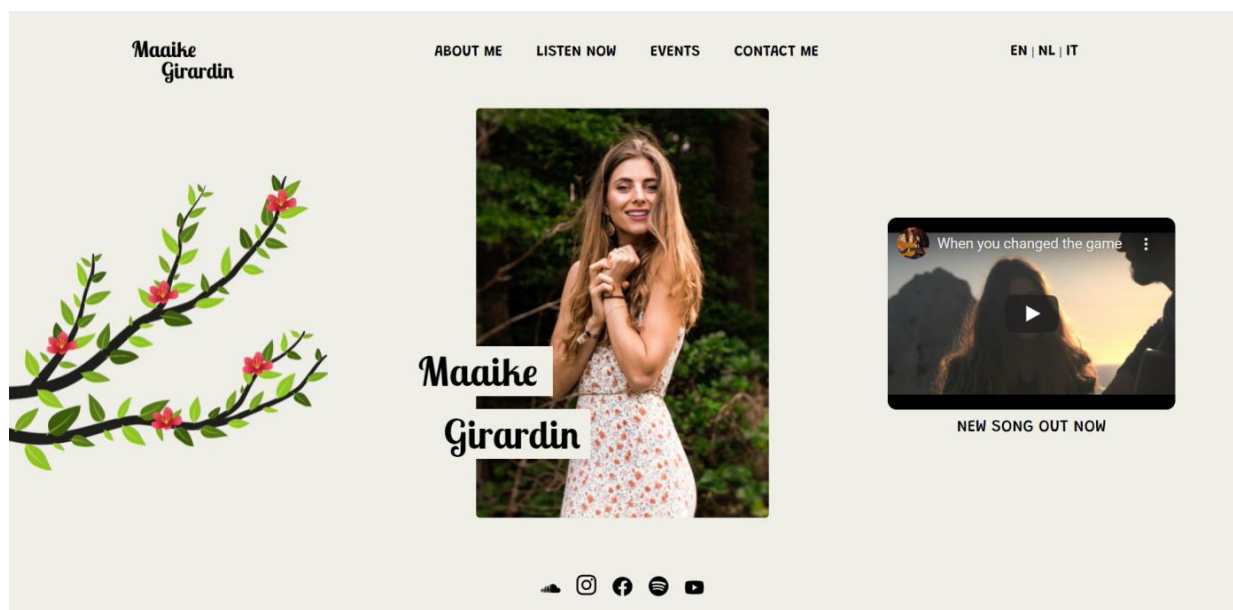


Figure 18 - Home page of the website

## 7. Ideation and design phase 2

During this phase we focused on improving our design and started with the second iteration. 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 (see below Figure 19) and use them for brainstorming how the layout is going to look like.

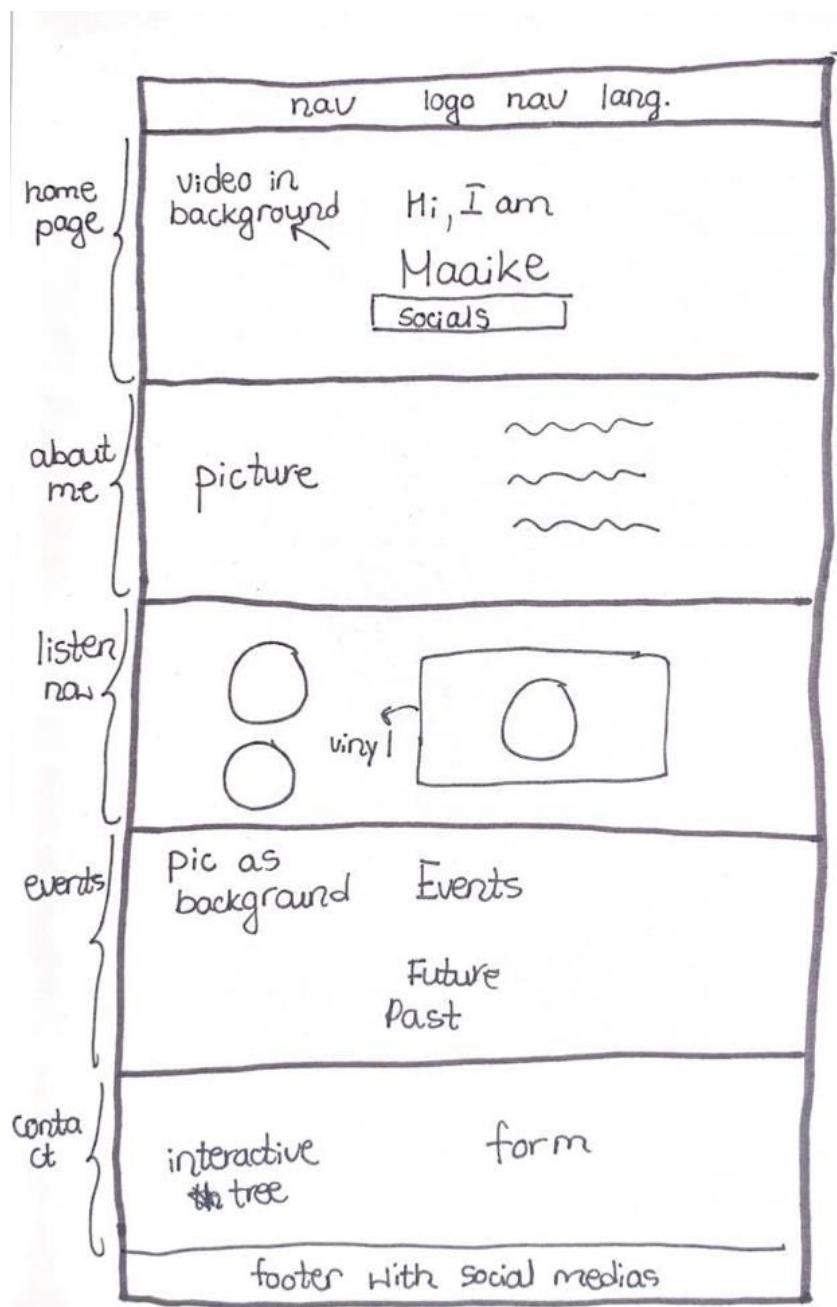


Figure 19 – Sketch of the new design

## Changes to the new design

It is going to be a one pager divided into sections. Below (Table 2) are described the components which make up each individual section.

Table 2 – Content of each page

HOME SECTION	ABOUT ME	UPCOMING EVENTS	LISTEN NOW	CONTACT ME
Video of Maaïke playing on loop	Information about her on the right of the page	Two options	Interactive page	A form where you can contact her
Fixed navbar		Future events	Vinyl player with all her songs on the side	See her socials there as well
A translate option (English, Dutch, Italian)	PNG of her and Alberto on the left	Past events	The user has to drag and drop the song on it and it will start playing	Footer with all her socials
Headline with greeting and her name				Interactive tree on the left of the page

## High-fidelity and testing

➤ First iteration of new high-fidelity prototype (Link in Appendix G)

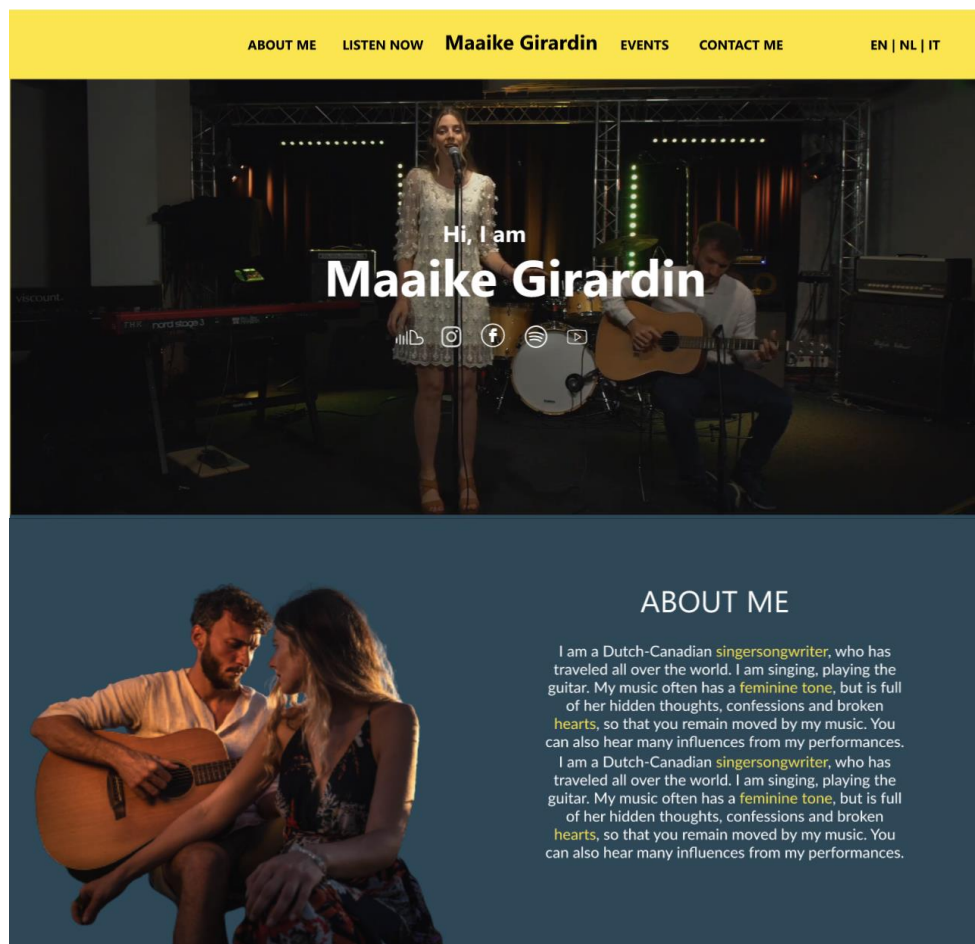


Figure 20 – Home page and about me page



### ➤ Testing with users *(Links in Appendix I)*

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 (*in Appendix J you can read about the whole procedure of the tests*).

#### ➤ 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 media on the first page?
- What is your opinion on the navigation bar and its design?
- Would you like to see other colors used?
- Any remarks on the events page?
- How do you imagine the events pages 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

*Check Appendix K for clarification of the roles during the testings*

**Participant 1:** Oktay, 18, Bulgarian, Student

**Participant 2:** Sasho, 20, Bulgarian, Student

**Participant 3:** Samuil, 24, Bulgarian, Student

#### ➤ 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. For instance, Participant 2 noted, *"I think it looks pretty good having for example, social media hyperlinks on the front page. It's pretty good if a fan would like to go check."* 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 was perceived too bright for the eyes by all of the participants. Instead, we got recommendations

to replace it with something that gives more nature vibes. Participant 1 mentioned that *“this bright yellow color is, at least to me, a little heavy to the eyes and I would maybe let’s say try to change it to a little bit of a lighter shade – maybe some kind of green color.”* 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.

## 8. Ideation and design phase 3

### Logo and color choice

After the testings we changed the colour palette once again (*Figure 21*). For this design we wanted to pay more attention to highlighting elements so that they look more noticable.

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.



*Figure 21*

Also we modified our logo (*Figure 22*). This is going to be our final iteration of it. Both the palette and logo were approved by Maaïke.

# Maaïke Girardin

*Figure 22*

## High-fidelity and changes

### ➤ Final iteration of high-fidelity prototype (Link in Appendix G)

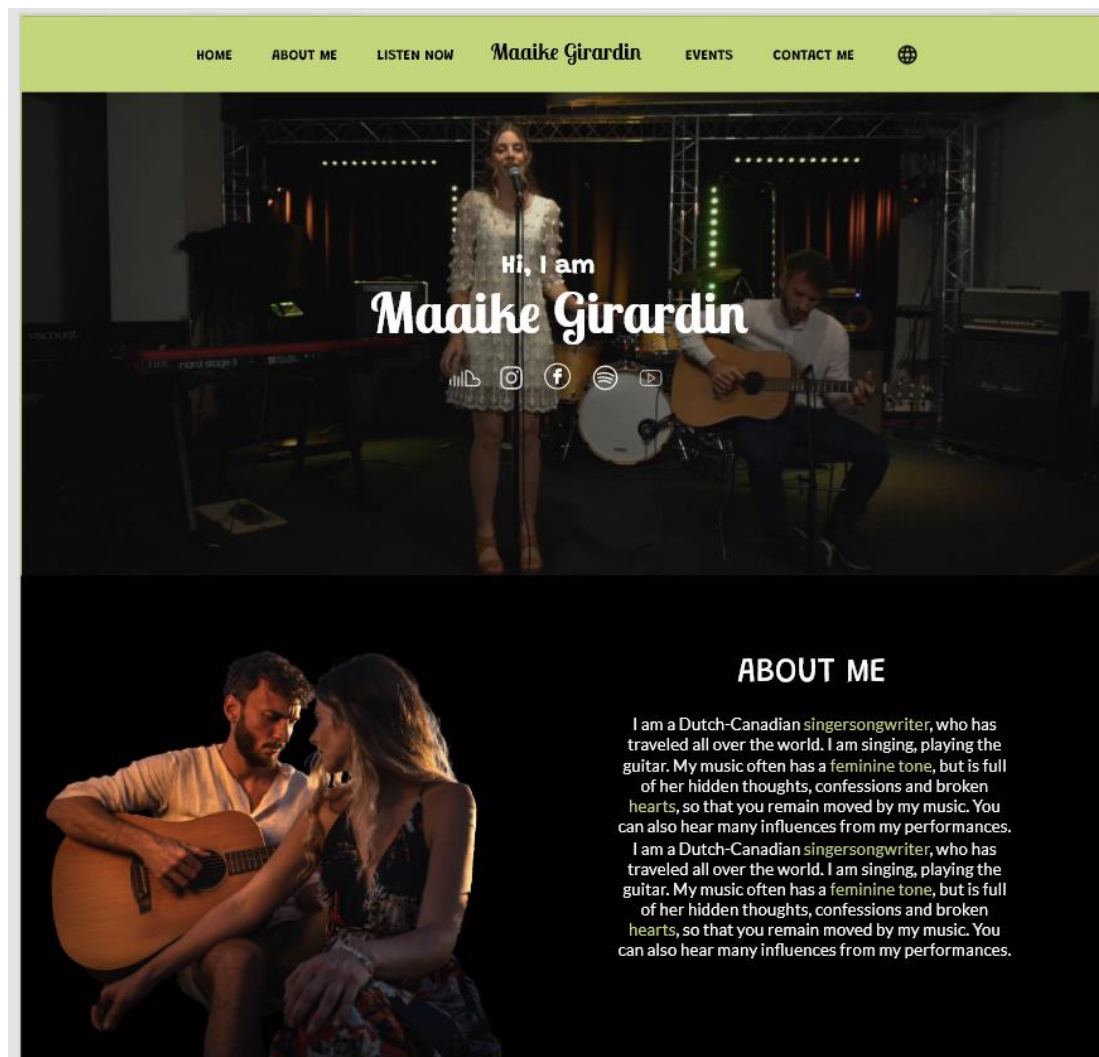


Figure 23 - home page and about me page

### ➤ Changes made based on previous testing:

- Changed the yellow color on the pages to 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.



## 9. Implementation Phase 2

After we were ready with the changes, we proceeded with the coding of the actual website.

### We are ready with:

- The home section (*Figure 24*)
- 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)
- Contact me section
- 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 fully responsive

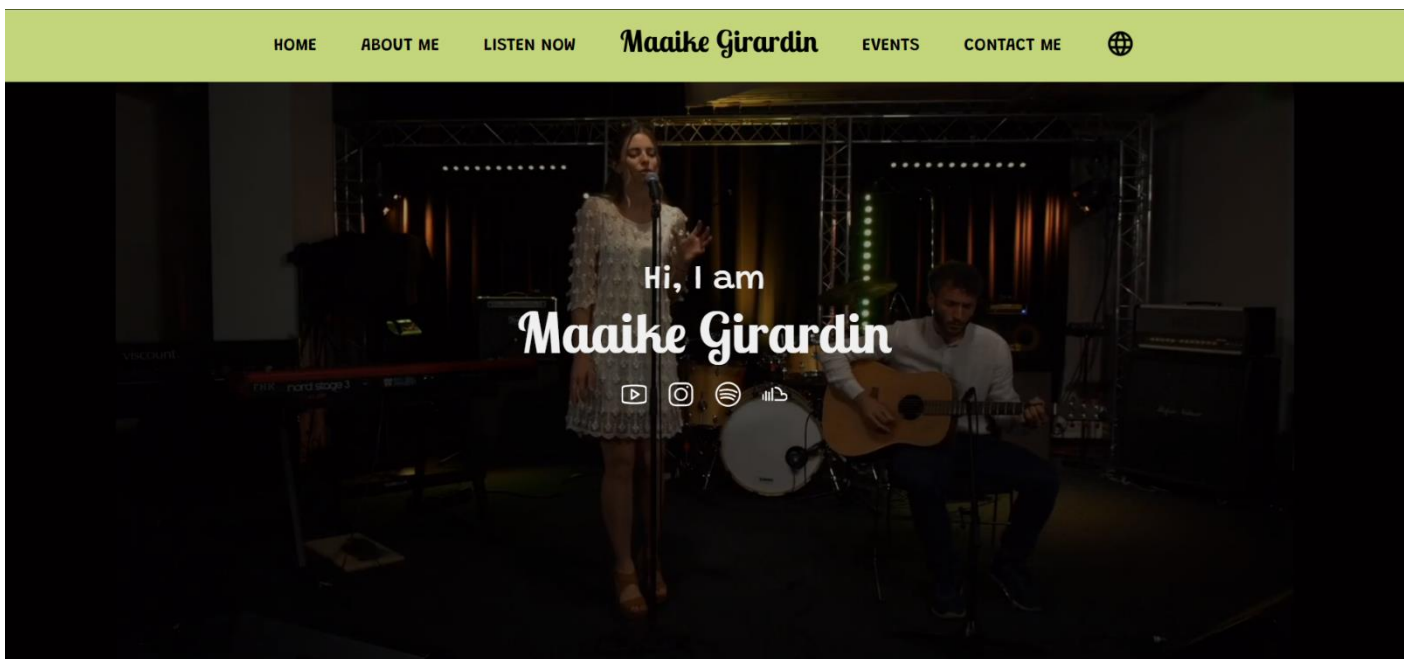


Figure 24 - new design of the home page

## Final testing of the website *(links in Appendix L)*

The tests were done online so the participants were at their own workstation, using their personal PC while they were sharing their screen in Teams/Discord. There were 6 participants, each one of them given the same tasks to ensure stable results *(Check Appendix J for the procedure of the tests)*. As we all had to make one test, they were done in the period from 1st June till 5th June. The purpose of the tests was:

- Understand how real users interact with our website
- Outline design inconsistencies within the UI
- Find out if users find it useful and user-friendly
- See if it is easy to navigate and intuitive
- Find out if there are any usability issues
- Get insights if the participants are satisfied with the product
- Learning about the target users' behaviour and preferences

The tests lasted from 2 to 8 minutes depending on how well the participants were doing. In general, all of them (100%) found the website easy to navigate and useful. They liked the design and the different interactions there. They were all able to complete their tasks on time. Only one of the users (16,5%) found it difficult to use the vinyl player in listen now, but eventually with a little help from the facilitator he managed to do it.

The test identified only a few minor problems including:

- Not enough clarification on how to use the vinyl player
- Unnecessary hover effect in the nav bar
- Lack of scroll to top button
- Slow animation in contact me page
- Not enough contrast in events pages

### ➤ Test participants

*Check Appendix K for clarification of the roles during the testing.* The focus group was people who visit artist's websites at least once a month. We wanted them to be interested in interactive, minimalistic design. They were not given the tasks beforehand because we wanted to see their initial reactions. Transcript of each test in Appendix N.

**Participant 1:** Yordan, 45, Bulgarian, Working

**Participant 2:** Joan, 20, Bulgarian, Working Student

**Participant 3:** Lyubo, 24, Bulgarian, Working Student

**Participant 4:** Luchezar, 19, Bulgarian, Student

**Participant 5:** Mario, 19, Bulgarian, Working Student

**Participant 6:** Martin, 21, Bulgarian, Student

### ➤ Testing tasks:

Firstly, we did a 5 second testings. The participants were asked to look at the website for 5 seconds and then close it. The facilitator was responsible for telling them when the time has finished. We wanted to see what things immediately grabbed their attention for such a short time. Post-task questions included:

- What do you remember? (ex: colour, shapes)
- What do you think this page was about?
- What's your first impression about the website?
- Is there something that really grabbed your attention?

Then in the second part they were asked to do is task-based testing. The participants were given one or two tasks to complete for a certain time. The facilitator and observer followed the steps they were taking. The tasks included imaginary situations when they had to click on certain pages on the website to succeed in doing them.

- Imagine that you are fan of Maaïke, and you want to see her perform
- Imagine that you want to collaborate with this singer, and you want to reach her

Before the finishing post-task questionnaire, we asked the participants to do a think-aloud walkthrough the website. We wanted to gather feedback from the pages and see what things they find interesting.

After that we finished with the post-task questionnaire. It served as a conclusion of their whole experience. The questions included:

- What grabbed your attention?
- What things can be added or removed?
- Do you think this website is useful and user-friendly?
- Did you stumble upon any difficulties?
- What things do you like/dislike in the pages?

## ➤ Test analysis:

### Ease in Finding Information

All of the participants completed the tasks without setbacks. They all agreed that the website was straight-forward and easy to use. They were able to navigate through it without asking the facilitator for help. They reached the pages they had to go very fast and without second guessing their decision to go there. For example, Participant 3 (*Lyubo*, 7:12) noted, *"It's sectioned nice, I don't feel lost when I look at it and it's pretty easy to find my way around it if I need something."*

### Keeping track of location in site

As the navigation bar was fixed, meaning it was visible from all of the pages, the participants were always aware where they currently are on the website and were able to switch from one page to another at any time. Only 3 of the participants (49,5%) suggested that it would be nice to have a scroll to top button because it will make their user-experience more pleasant. For instance, Participant 4 (*Luchezar*, 8:27) noted, *"One thing that can be added is a button that automatically scrolls up to the top instead of you doing that manually."*

### Errors

No errors were made by the participants. They all clicked on the right things to reach the pages and finished the tasks successfully.

### Time on Task

Task 1 (find her live events) was the difficult one because they had to open a separate page but firstly find the button for that. They spent longer time to complete (avg = 12 seconds). For the second task (reach her) the participants found it quite easier because they only had to click on one button from the navigation bar (avg = 8 seconds). Some of them were asked to fill the contact form in the page which took them around 30 to 45 seconds. When it comes to the vinyl player, the participants figured out how to use it less than 1 minute.

## ➤ Summary of data (conclusion):

Table 3 below displays a summary of test data. The tasks were completed fast and without the help of the facilitator. The participants told us that the website was easy to navigate and intuitive.

Table 3

Task	Task Completion	Errors	Time on Task
1	6	0	12sec
2	6	0	8sec
3	5	0	-
4	2	0	-

\* Task 1: find her live events

Task 2: reach her

Task 3: figure out how to use the vinyl without help

Task 4: hover on the interactive tree without being told

Further reading on the analysis and the answers from each participant in Appendix M.

### ➤ Recommendations:

The recommendations section provides recommended changes and justifications made by the participant success rate, behaviors, and comments. Each recommendation (*mentioned in Table 4*) includes a severity rating. The following recommendations will improve the overall ease of use and make the website more user-friendly.

Table 4

Change	Severity
Clarification on how to use the vinyl player	3
Remove the outline in the navigation bar	2
Make the animation of the tree faster	3
Add contrast in events pages	3
Add a scroll to top button	2
Add clarification on how to use the interactive tree	1

**0** = I don't agree that this is a usability problem at all

**1** = Cosmetic problem only: need not be fixed unless extra time is available on project

**2** = Minor usability problem: fixing this should be given low priority

**3** = Major usability problem: important to fix, so should be given high priority

**4** = Usability catastrophe: imperative to fix this before product can be released

### ➤ Task completion success rate:

All of the six participants completed task one (find her live events). The next task (reach her) was also successfully done by all of the participants. The observer was responsible for keeping track of how long it takes to complete the certain task.

Table 5 displays the success rate from each of the task.

Table 5

Participant	Task 1	Task 2	Reached the page from the nav bar to complete the tasks	Scrolled through the sections to complete the tasks	Figured out how to use the vinyl player without help	Hovered on the interactive tree without being told
1	√	√	√	-	-	-
2	√	√	√	-	√	√
3	√	√	√	-	√	-
4	√	√	√	-	√	-
5	√	√	-	√	√	√
6	√	√	√	-	√	-
Success	6	6	5	1	5	2
Completion Rates	100%	100%	82,5%	16,5%	82,5%	33%

## 10. Conclusion

In this project, we made a website for the rising singer Maaïke Girardin which aims to present her in a professional way. Throughout the project work we made 3 iterations of the website that we developed. During this time, we were collaborating with each other in order to exchange ideas and to be more flexible when working on our deliverables.

We divided our work for the entire project into different phases. In each phase, there was a particular type of activities that we performed. We learned that it is important that we structure our survey and prepare the interview questions well so that we can gather the most appropriate information. Once we identified the user requirements and the pain points, it was very useful to discuss different ideas with the whole team as to how we should make the low-fidelity and the high-fidelity prototype.

After that, the user testing was very handy for us since they pointed where we had to make improvements and which parts we should keep. In addition, we got insights from the users why we need to make changes and why we should keep the rest. This process - starting from the prototype and continuing to the user testing was repeated 2 more times.

Collaboration was the key to success in the coding part. We distributed all the pages of the website between the group members so that we can work simultaneously and effectively.

## 11. Contribution Table

Team member name	Student number	PCN	User study	Design Phase 1	Implementation Phase 1	Design Phase 2 and 3	Implementation Phase 2	Additional	Contribution
<b>Nikoleta Dimitrova</b>	<b>4414845</b>	<b>477363</b>	Wrote the report, filmed 1 interview, analysed the results from the survey and interviews, wrote the competitor analysis, empathy map, customer journey, user scenario, affinity map	Font and colour choice, high-fidelity, low-fidelity, sketches, 1 testing of the high-fidelity, creating the design of pages, designed the iterations of the logo	Coded the home page and contact me page	Did the sketches of the new design, worked on the high-fidelity, font and colour choice, made new iteration of the logo, 1 testing of the website	Made the home section, future and past events pages, contact me section, scroll to top button, improvements on the responsive menu, burger menu, home section	<b>Wrote the whole documentation, part of the weekly reports</b>	<b>+</b>
<b>Yoana Ivanova</b>	<b>4406478</b>	<b>476234</b>	Filmed 1 interview, analysed the results from the survey and interviews, competitor analysis, customer journey and user scenario	Made some of the sketches, font and colour choice, low-fidelity, high-fidelity, creating the design of pages, 1 testing of the high-fidelity	Coded the home page	Worked on the high-fidelity, font and colour choice, 1 testing of the high-fidelity, 1 testing of the website	Made the home section, listen now section	<b>All the graphic design stuff (interactive tree, vinyl player)</b>	<b>+</b>
<b>Alek Zanev</b>	<b>4410181</b>	<b>477422</b>	Made one persona, customer journey, user scenario	Helped with brainstorming ideas for the design of the pages	Made contact me page responsive	1 testing of the website	Made the about me, contact me, listen now section responsive, improvements on the responsive code for events pages	<b>-</b>	<b>0</b>

Team member name	Student number	PCN	User study	Design Phase 1	Implementation Phase 1	Design Phase 2 and 3	Implementation Phase 2	Additional	Contribution
<b>Deniz Hadjosmanov</b>	<b>4430786</b>	<b>477928</b>	Customer journey, user scenario, did 2 interviews, affinity map, analysing the results from the survey and interviews	Helped with brainstorming ideas for the design of the pages, did iterations of the logo, helped with ideas for low-fidelity, 2 testings of high-fidelity	Coded the About me page	Did one testing of the high-fidelity, analysed the tests	Coded the about me and events sections, translated some of the pages	<b>Part of the weekly reports</b>	0
<b>Toni Dimitrov</b>	<b>4472047</b>	<b>480888</b>	Customer journey, user scenario, did 1 interview	Helped with brainstorming ideas for the design of the pages, 1 test of the high-fidelity	Coded the About me page	2 testings of the high-fidelity, 1 testing of the website	Coded the about me section, translated some of the pages	-	-
<b>Viktor Velizarov</b>	<b>4436253</b>	<b>478650</b>	Customer journey, user scenario, 1 persona	Helped with brainstorming ideas for the design of the pages	Made home page responsive, burger menu	1 testing of the website	Made the two events pages responsive, tried making the burger menu and header responsive	-	-

**\*Individual contribution deviation:**

0: someone did equal to average contribution

+: someone did more than average contribution

-: someone did less than average contribution



## 12. References

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## 13. Appendices

### Appendix A

#### Competitor analysis

The competitors we chose to compare Maaïke Girardin (our client) with are from the music industry and are making similar content to hers. Miss Starling, BEA1991 and Jonathan Haxhe are her direct competitors. They make covers and original music and try to reach a wider audience. When it comes to Winona Oak, she already has a broad fandom and is trying to stay consistent with her content.

The social media that they use the most is Spotify, but our client does not have one. She prefers SoundCloud but this platform is not that known in Europe, so it makes it difficult for her to stand out with her music. From the monthly listeners of Jonathan Haxhe (he makes mainly covers) we can clearly see that Spotify is not the right platform for this, but rather for original content only.

It is also important for Maaïke to have a personal website with more information in it so that people can read about her, listen to her music, have all her socials there and keep up with the upcoming events.

Another thing is that in the music industry consistency plays a huge role. Winona posts 2 times a week and this keeps her fans interested. The others (including our client) have not posted in a while. The good thing about all of them is that they share high-quality videos. Our client needs to start uploading more frequently and be more active in her social media in general. We know from her that she has several original songs, but they are kept unlisted on YouTube. In this way a lot of people will not be able to listen to her music.

Another recommendation that we have for her is to take part in more music/social events. By doing this she will become more confident in herself, expand her network of musicians and make collaborations.

## **Appendix B**

### **Survey questions**

1. How old are you?
2. Where are you from?
3. What field are you working/studying in?
4. How often do you listen to music?
5. What is your preferred genre?
6. Do you download or stream your music?
7. What music platform do you mainly use?
8. How would you rate your experience with it?
9. What do you think makes this platform better than the others? Why?
10. Who is your favorite artist?
11. How often do you visit their website?
12. What do you like the most about their website?
13. What do you consider essential to have on such websites?
14. Do you think it is important for an artist to have their own website? Why?

## Appendix C

### Analysis of remaining survey questions

1. How old are you? (0 точка)

[Още подробности](#)

Under 18	2
18-30	85
30-45	0
45+	6



As we can see from Figure 25, we concluded that all of the questions asked in this survey were done by participants, aged between 18 and 30 years.

Figure 25

4. How often do you listen to music? (0 точка)

[Още подробности](#)

Regularly (every day)	79
Sometimes (several times per w...	14
Rarely (less than once a week)	0
Never	0



Most of the participants stated that they listen to music every day (Figure 26). Nobody indicated they either rarely or never listen to music, which makes their opinion very valuable.

Figure 26

6. Do you download or stream your music? (0 точка)

[Още подробности](#)

Download	7
Stream	55
Both	30
Neither	1



The majority of the responses were that streaming music is the most widely used mean of listening to music, with both downloading and streaming coming to a second place as seen from Figure 27.

Figure 27

12. How often do you visit their website? (0 точка)

[Още подробности](#)

Daily	11
Weekly	5
Monthly	5
Only on special occasions (conc...	29
Never	43



A very big portion of our participants (43 people) stated that they never visit artists website. Only on special occasions occurring on second place (Check Figure 28).

Figure 28

13. What do you like the most about their website? (0 точка)

[Още подробности](#)

User friendly design	19
Easy to navigate	23
Has all the necessary informatio...	28
I do not like it	6
I do not visit it	38



The most liked part of a website, according to our participants, is to have all the necessary information, though most of them do not visit the website. Easy navigation comes at second place.

## Appendix D

### Interview transcripts

#### ➤ Interview 1 – Participant Melina, Interviewer Nikoleta

**N:** (00:01) Hi. First of all, before everything, do I have your consent to record this conversation for university purposes?

**M:** (00:09) Hi and yes, of course.

**N:** (00:11) Thank you so much. So the interview that we're going to do right now is mainly about music and your musical preferences, and then we will move on with our client, Maaike. Is that all right with you?

**M:** (00:22) Yes.

**N:** (00:23) Okay. So first of all, we would like to know more about you. So please tell me your name and where are you from?

**M:** (00:31) So I'm Melina and I'm from Poland.

**N:** (00:35) Okay. Thank you, Melina. And how old are you?

**M:** (00:39) I'm 19.

**N:** (00:41) Are you a student or you're working something?

**M:** (00:45) Yes, I study business right now.

**N:** (00:49) Okay. And now let's talk about your hobbies. Tell me what your hobbies are.

**M:** (00:59) I like, of course, listening to music, watching movies, going out, drinking coffee every day, and that's it.

**N:** (01:11) So you mentioned that you like listening to music and I want to dig deeper into this topic. Can you tell me what type of music is your favorite one?

**M:** (01:24) Spotify Wrapped told me that it's indie pop and indie rock, and in general, pop. I like everything. I like RnB as well.

**N:** (01:35) Okay. And what music platform do you use daily?

**M:** (01:41) I use Spotify.

**N:** (01:43) And what do you think makes this platform better than rest?

**M:** (01:50) It's easy to use. It has never made many problems. It has every song of my favorite artists. And yes, I like the design as well.

**N:** (02:04) Okay. And now about your favorite artist. Do you have one?

**M:** (02:11) Yes, I have many - for female Rihanna and for male Harry Styles.

**N:** (02:18) And how often do you find yourself visiting their website for any reason?

**M:** (02:27) Usually, for Harry Styles for example, I go to their website when I want to find the tour dates and when the new album is coming out. And if he has any products that he's selling, for example, and merchandise.

**N:** (02:45) Yeah. And what features do you consider essential for an artist to have in their website?

**M:** (02:52) Their social media platforms, their music if we are talking about music artists, the places where they put their music, they upload their music. If they're playing somewhere like a pub, if it's a smaller artist or if it's a bigger artist, the tour dates and so on.

**N:** (03:15) And how often musicians should post on their social media, in your opinion?

**M:** (03:22) I think for a new artist, it should be every day or every week just to attract more attention to them.

**N:** (03:35) To broaden their audience, for example?

**M:** (03:38) Yes. And to promote themselves.

**N:** (03:43) Do you like websites that have animations or visual effects?

**M:** (03:48) Yes. They attract the attention and they're beautiful.

**N:** (03:55) So I want to ask you another thing. When it comes to rising artists, do you think it is better to start their career with covers or post only original music?

**M:** (04:06) I think by being original, that's when you attract the more attention. For example, Billie Eilish, which started her career by writing songs with her brother in her bedroom, and now she's so big only being 19 years old.

**N:** (04:26) Yes, she started her career very early.

**M:** (04:28) Yes, but I don't think that she has done a lot of covers.

**N:** (04:32) No, I haven't heard any of them. Okay. And now let's talk about our client, Maaike. I showed you before the interview some of her music, but now I want to talk about her website. So I'm going to show you right now. Just 1 second. Can you see it?

**M:** (04:59) Yes.

**N:** (05:03) Okay. So just have a quick look at it, and I want you to tell me, what are your initial thoughts about the website?

**M:** (05:15) Is it only this page?

**N:** (05:17) Yeah, it's only one page.

**M:** (05:20) So there are some missing parts, I think. I like the vibe but the colors don't match a lot for me. I don't like the gray with this orange, yellow tones, but overall, I think it can be better.

**N:** (05:48) Do you think there should be something that can be added? More pages, for example. And so what pages do you think should be there?

**M:** (05:56) I think that this website misses, for example, a Spotify button if Maaike has Spotify. I think also if she plays somewhere, there should be a page for her events. Yes, in general. And I think the coloring, maybe it's my opinion, but I don't like the colors that much. And more information about her.

**N:** (06:28) So you want to read more about her interests, hobbies, inspirations and something like that?

**M:** (06:34) Yes, I think that is essential.

**N:** (06:37) Okay. So that was about the website. Now we will continue about her music. I showed you two of her songs before the interview, and you mentioned you like listening to pop music. So do you think her music is something you would listen to?

**M:** (06:57) Yes. It matches my vibe, the indie vibes. And so I like it.

**N:** (07:03) Okay. And if you have to choose three words that you can describe her music, what would they be?

**M:** (07:13) I think comforting, heartwarming and chill.

**N:** (07:22) What color do you associate her music with? Because I like associating things with colors. It gives me a better idea of the thing I'm describing.

**M:** (07:33) The first thing that comes to my mind is yellow.

**N:** (07:36) Yellow?

**M:** (07:38) Yes. It reminds me of yellow.

**N:** (07:41) Because it's associated with Sunshine or something like that?

**M:** (07:46) Yes. In her music video that you showed me, it was colored in yellow because it was during sunset. I think those colors match her vibes.

**N:** (08:02) Yeah, I agree with that. Do you like the quality of the videos that I showed you?

**M:** (08:11) Yes. They could be better, but for raising star, she's great, actually.

**N:** (08:21) Okay. Thank you. We will tell her that. And the last question would be, is there something she can improve with her approach?

**M:** (08:32) Maybe posting more often, more music because she doesn't have that many songs posted on the media. And yes, improving her website, maybe.

**N:** (08:52) Yeah. Adding more stuff to it.

**M:** (08:55) Yes.

**N:** (08:56) Okay. Thank you so much for participating in our interview. It really helped us.

**M:** (09:01) You're very welcome bye.

## ➤ Interview 2 – Participant Ralica, Interviewer Yoana

Y (00:01): Hello. What's your name?

R (00:03): Hi, my name is Ralica.

Y (00:05): Where are you from?

R (00:06): I'm from Varna, Bulgaria.

Y (00:09): Are you a student now?

R (00:12): Yes, I'm currently studying at BUas in Breda.

Y (00:16): Okay, so how often do you listen to music?

R (00:20): Oh, I listen to music every day for at least 2 hours.

Y (00:28): And what music do you usually listen to?

R (00:32): It really depends on what mood I'm in. I usually listen to every type of music, but I mostly listen to pop, maybe indie as well. Sometimes I feel like listening to rap, sometimes I feel like listening to rock, sometimes I feel like listening to Bulgarian chalga. It really depends.

Y (00:55): Okay. And since you listen to music like a lot, where do you usually listen to it? Like what do you use?

R (01:11): I use Spotify.

Y (01:11): Do you use anything else?

R (01:11): When I'm at home and I'm using my laptop, I'm using YouTube, but I'm not subscribed to it.

Y (01:19): Okay. And do you usually listen to covers or do you prefer original music?

R (01:28): I think I prefer original music. If the cover is better than the original one, I would like to listen to the cover more. But since artists upload their original music and it's not common for me personally, it's not common for me personally to find covers. If a cover pops up on my usually YouTube feed and I just think it's going to be a good one or I like the way it looks on the picture, I would click on it, but I usually listen to original music.

Y (02:07): Why do you think you don't listen that much to cover? Do you find them like too sleepy or something like that?

R (02:15): No, I think it's because the way that different platforms are made is to show you music that to show you more types of music, more music of the type you listen to. And if you start listening to covers, it's going to show you covers. But if you don't listen to covers, it's not going to show you any covers. So it really depends. If you start looking for covers, then you're going to have covers on your feed and they get more popular. But if you don't look for covers, they are not going to appear on your feed.

Y (02:54): Okay. And do you think it's useful for stars that will start with covers or if they have original songs to actually show them to the world?

R (03:09): I think starting off with covers is a good idea because you show your talent first and when you've proven yourself the audience, you can start uploading original music, but you really need to be careful with which covers most people listen to. So you know what music they like and you know what music you should make to make you popular and to make your music popular as well.

Y (03:40): Okay. And also, where do you find new artists or new songs? I mean, you listen to music and Spotify, but where do you find the artist?

R (03:54): In recent years, I've just typed a song in the search bar in Spotify and then it automatically starts playing songs that are kind of this genre and I get to know more artists and that's why when I had my Spotify wrapped for the year of 2021 I think I had 154 discovered artists so it usually happens that way.

Y (04:28): Okay, so you heard Maaïke I mean, I played you her song her cover. What do you think of her what do you think she should improve what you don't like?

R (04:43): I like her voice and I think she has the I'm not sure but I think she has a strong voice and she should definitely show it because in the cover she didn't really show how strong her voice could be but if she doesn't feel that confident in her voice she should practice more but I think it would be essential for her to show how strong her voice is and if it fits she can cover more rock songs and start making rock songs but if she doesn't really feel like making rock songs there are a lot of top songs who show vocal range and how strong someone's voice can be and should get inspiration from artists from famous artists with voices that are similar to hers.

Y (05:38): Okay. And also have you ever visited like a single website if you have a favorite celebrity have you ever visited their website or even to check if they have a website?  
R (05:52): It's yes, I have I usually do it for merch even though I never buy merch but I'm just curious.  
Y (06:01): Okay. That was it. Thank you.  
R (06:04): Thank you so much for your time.

### ➤ Interview 3 – Participant Radoslav, Interviewer Toni

T (00:00) Hello, what's your name?  
R (00:03) Hello, my name is Radoslav.  
T (00:04) Where are you from?  
R (00:06) I'm from Bulgaria.  
T (00:08) Okay. Are you a student?  
R (00:11) Yes, I currently study software engineering in Via University in Denmark.  
T (00:15) Thank you. Do you listen to music?  
R (00:18) Yes, I listen to music every day, while doing various tasks.  
T (00:23) Okay, what music do you listen to?  
R (00:25) Well, I usually listen to rock music or mainly rock, sometimes pop. I don't really like hip hop, but it really depends on what I'm doing and what kind of mood I am in.  
T (00:40) Thank you. Covers or original music?  
R (00:45) Well, I mostly listen to original music, although I believe there are some good covers that can leave a lasting impression on a listener who has heard the original. But personally I prefer listening to original music.  
T (01:02) Okay, for how long have you been listening to this kind of music?  
R (01:06) Well, in my household, rock and pop music is mostly what everyone listens to, so I kind of grew up with it and stayed with me I guess.  
T (01:15) Okay, what platform do you use to listen to music?  
R (01:19) Well, when I'm on the move, I use Spotify or YouTube music, you know, if the track is not on Spotify. But when I'm at home, I'm one of those nerds who has vinyl collection and I listen to my vinyl records. That's what I enjoy.  
T (01:35) Oh, that's very cool. What is your favorite artist?  
R (01:40) My favorite artist is quite unknown one. It's The Beatles. I'm one of those nerds.  
T (01:47) Which is your favorite album of theirs?  
R (01:51) My favorite album of The Beatles is Revolver. It was written 1966 and it's mainly experimental psychedelic rock music. It's quite the experience.  
T (02:01) Okay. How often do you listen to music?  
R (02:04) I listen to music every day, even when I'm doing various tasks. I think it's just nice to have something in the background. I don't know, it's just nice not to be quiet.  
T (02:16) Yeah, I understand. So I showed you Maaïke's music. What is your opinion on it? What you disliked, what you liked?  
R (02:28) Well, I think her voice is quite supreme, to be fair, but it's not very stand out-ish. I think there's so much artists like, so much girls and boys who have amazing voices and play acoustic guitar, which just, these days into music interest, in my opinion, it's not good enough to be able to sing well and play well. You need to have some kind of edge to yourself, portray yourself with passion for music or something like that experiment because the great artists who get remembered are those who make timeless music and who express themselves always.  
T (03:12) Okay, thank you. What vibes does it give you?  
R (03:16) Well, I remember when I was listening to it, it gave me the exact feeling I had when I listened to the latest Taylor Swift album, which has this folklore-ish feel of just the guitar and the lo-fi production. It's good music, but I think once you listen to several tracks, they kind of blend into each other and they don't stand out as a separate entity in your mind, which I think is a big letdown in my opinion.  
T (03:51) Okay. Would you listen to her music and is it your type of like listening mood-ish?



**R (03:59)** Is it my type? Probably not. But if it plays, I will listen to it. It's nice and relaxing but I would not seek it out if that's what you're trying to say.

**T (04:11)** Yeah. What tips can you give to her how to improve, for example?

**R (04:20)** Well, I think there's not much she can improve talent wise. I think she has talent, but I think she just needs to find her style and it needs to be unique to what she has right now because what she has right now I think it's very ten plate-ish if I can call it like that and everyone does it it's what I would like to call the "Bedroom Musician" in YouTube, where you play the guitar and sing quietly.

**T (04:50)** Okay, last question do you visit the sites of groups like for concert dates, for merch, for example?

**R (05:00)** Yes, I do, but I think the site is important. But how can I say it, the site is important but I feel like nowadays it's more important to also have good social media presence so you can inform your fans about upcoming tickets and concerts and what social media should do is pretty much lead to your site which would be your media center for everything - merch tickets, news about the artist. So I do visit the sites yes, but not because I seek out the sites mainly because I found out about them in the social media of the artists that I'm searching for.

**T (05:38)** Okay. Thank you. This is the end of the interview. Thanks for participating.

**R (05:44)** You are very welcome. Bye.

#### ➤ Interview 4 – Participant Bogdan, Interviewer Deniz

**D: (00:06)** Hello. I would like firstly to ask for your consent for being recorded for university purposes.

**B: (00:15)** Okay. You have my consent.

**D: (00:18)** So what is your name and where are you from?

**B: (00:22)** Hi. My name is Bogdan Grigore. I'm from Romania and I'm a Media Design student at Fontys in the second semester.

**D: (00:31)** Okay. And how often do you listen to music?

**B: (00:38)** I think, like, I'm listening to music every day. I don't know if it's a lifestyle or not, but I don't know if I can live without music.

**D: (00:49)** Yeah.

**D: (00:50)** I can relate it because it is absolutely the same with me. So I understand you. And in this sense, what type of music do you listen to?

**B: (01:01)** I don't have a type. I can listen to every kind of song, but I think my favorite artists are like the same age with me somehow. I really like Billy Eilish and I don't know the new artist, like Canon Gray, Olivia Rodrigo, like James.

**D: (01:29)** Yeah.

**D: (01:30)** Okay. Do you download or stream your music when you feel like listening to it?

**B: (01:37)** No, I'm listening to music on Spotify and on YouTube and most of the songs also on TikTok.

**D: (01:47)** Okay.

**D: (01:47)** So you have, like a huge range of platforms.

**B: (01:50)** Yeah.

**D: (01:51)** And you said you use Spotify the most.

**B: (01:55)** Yeah, Spotify the most. Then I think YouTube and the rest of the content that I hear is from TikTok.

**D: (02:04)** Okay. Do you listen to covers or you would rather go for original music?

**B: (02:17)** Depends. Now, mostly I listen to the original song, but when, you know, I receive some YouTube algorithm, they suggest you things and let's say the contest, the voice. I think you heard of it. And there are so many young artists and talented people that do covers, so I really like to hear a good cover.

**D: (02:54)** Yeah, me too. This is sometimes the artist music, so you can never expect the exact thing.

**B: (03:03)** Yeah. Every person expresses their they can put their touch on that specific kind of music.

**D: (03:11)** Yeah, precisely.

**B: (03:13)** Yeah.

**D: (03:14)** And now let's move on to the representation of the artist, of the band. So, when it comes to websites, what, in your opinion, makes a website visually appealing and easy to navigate?

**B: (03:31)** So I think the best way to describe an artist's website, it should be minimalistic. I don't know have a really good positioning to the menu so it's visible visually on the homepage. I would like to see the entire artist, maybe some animation or maybe like a short video of the artist. I don't know,

something that would be really great. It would be something that you can interact with. So I would enjoy something different. Not just a site that has a menu and that's it.

**D: (04:23)** Yeah.

**D: (04:23)** Something like thinking out of the box maybe, you mean.

**B: (04:26)** Yeah, exactly.

**D: (04:28)** And you said you would like to have something like a short video of the artist. Why is that? Is it because of, like, for example, for you to get a quick impression of the artists?

**B: (04:39)** Yeah. I mean, it would be really good to have like a gift or I don't know, he has a microphone and his things. We grew up with this nature and there were a lot of young artists. I don't know if you remember or if you watched, but I remember now if I'm thinking back then, when Hannah Montana, it was on like every day on this day, there were some funny animations of her, like when it was a break or something, she would appear, like taking her hair out. Yeah, it was really funny. So, if it would be possible to have a gift or something on the front page with the artist would make a really good difference.

**D: (05:45)** Yeah.

**D: (05:46)** Sweet childhood memories. Bring the fresh ideas from right now. Okay. And let's talk about the opposite side. What makes a website bad?

**B: (06:01)** Okay. Like not being accessible and having too much. Let's say you go on the footer of the page and you have a bunch of lists with links and things that are not useful or in the menu, some animations or some kind of pop outs that cover the rest of the page and it's not visible enough or I don't know what else. It's annoying. Let me think about it. Maybe, you know, the popup things with don't. Let's say you can make an account on the website and, I don't know, to purchase some merchandise. You have a pop up with login now and again. If you reload the page, the pop up appears and again and again and again. And if you go to another page, the pop up will appear again. I think that it's one of the most annoying things.

**D: (07:14)** Yeah.

**D: (07:15)** It's irritating because it more or less destroys the smoothness of your experience, right?

**B: (07:23)** Yeah, exactly. I don't mind if it appears once, but like, repeating that again and again and again.

**D: (07:31)** Yeah, it's exactly. Quite annoying. Okay. And have you recently visited websites of.

**B: (07:37)** Some artists or bands having in consideration that I need to work on the project? I did a bit of user research. I don't remember the website that I went to, but I was able to spot some good things and bad things. One of the bad things was the fact that with the login pop out and a good thing that I saw and I was really impressed. The cover of the album of the artist were placed like a Gallery of, like, art, you know, and it was aesthetically pleasing. I really like it.

**D: (08:26)** Yeah.

**D: (08:27)** That's something good to know.

**B: (08:29)** And when you would press on the cover, like the poster, it would play like a small part of the song.

**D: (08:42)** Okay. So you say that's pretty cool, right?

**B: (08:45)** Yeah.

**D: (08:48)** Is there anything that you didn't find appealing, like, in the website that you visited recently?

**B: (08:57)** Yeah, if I'm thinking about it, maybe. I don't know. The color theme. It wasn't like the best choice because with the artist and their photo. You need to go to one aesthetic and try not to mix too many colors because the artists are going to have like crazy photos, wear crazy colors and the environment and if they want to post it on the website it won't match the background of the website. So that is one thing that it's not aesthetically pleasing.

**D: (09:43)** Yeah. Okay. That is good to have in mind when designing a website so for sure that will be quite useful.

And now what do you think? Is it better for a new singer to start their career with covers or they should directly start making their original music?

**B: (10:11)** Hmm, depends on the trend and on the song, you know?

**D: (10:16)** Mhm.

**B: (10:17)** If there is a song that they want to make a cover that let's say other 1000 people did a cover on, it's the best way if they did an original song. But if it's something that's on a trend, maybe the song it's like interpreted really really differently from that artist, then the cover is like, their own version, I think it's a good idea to start with a cover. Depends on the situation.

**D: (10:51)** Okay, so as far as I can infer from what you're saying, if the artist would like to make a cover, they should really feel it so that they can like express it through their emotions, right?

**B: (11:04)** Yeah, they need to put their touch on that cover. Not be like static that it's actually a copy of the actual song.

D: (11:14) Yeah, yeah. I see. So, that was it.  
B: (11:20) Ok.  
D: (11:21) Thank you very much for your participation!  
B: (11:23) Thank you so much!  
D: (11:24) And we hope that we will use your feedback in order to take the most out of it and create the best possible product.  
B: (11:33) Ok.  
D: (11:34) Thank you! Bye bye!  
B: (11:36) Bye!

## Appendix E

### Interview links

Dimitrova, N. (2022, March 20). *Interview with Melina*. YouTube.  
<https://www.youtube.com/watch?v=fObs6J1XgOM&feature=youtu.be>

Ivanova, Y. (2022, March 15). *Interview with Ralitsa*. YouTube.  
<https://www.youtube.com/watch?v=iHIQc0RvorY&feature=youtu.be>

Dimitrov, T. (2022, March 15). *Interview with Radoslav*. YouTube.  
<https://www.youtube.com/watch?v=tSA1xrGMeas&feature=youtu.be>

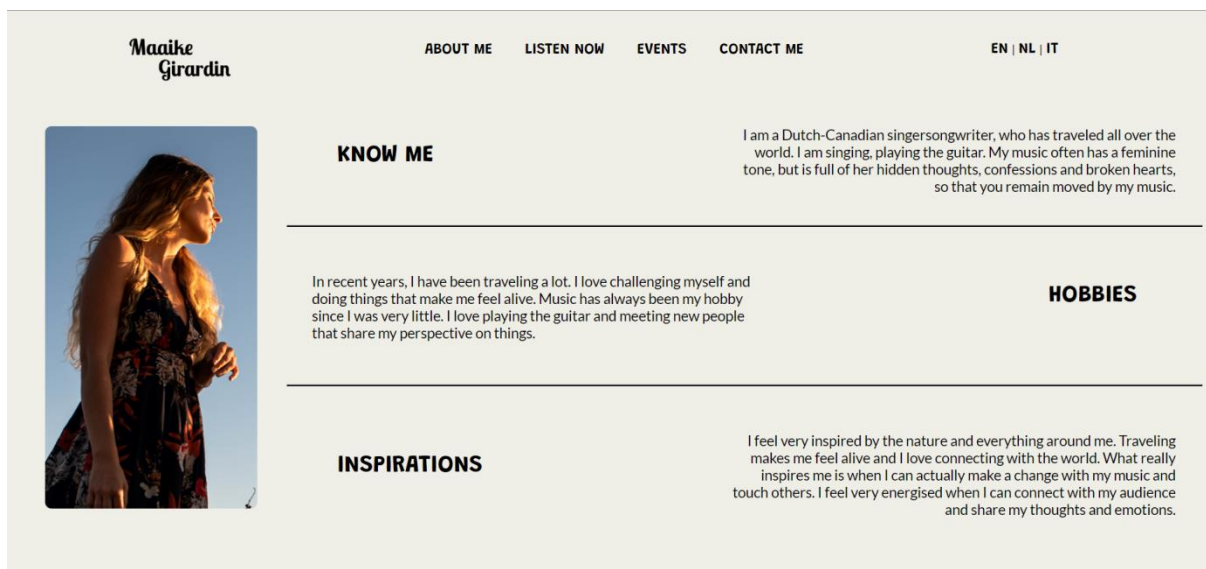
Hadjiosmanov, D. (2022, March 17). *Interview with Bogdan Grigore*. YouTube.  
<https://www.youtube.com/watch?v=q0bKcpJQIPs&feature=youtu.be>

Hadjiosmanov, D. (2022, March 19). *Interview with Maanit*. YouTube.  
[https://www.youtube.com/watch?v=4X\\_Yk61870g&feature=youtu.be](https://www.youtube.com/watch?v=4X_Yk61870g&feature=youtu.be)

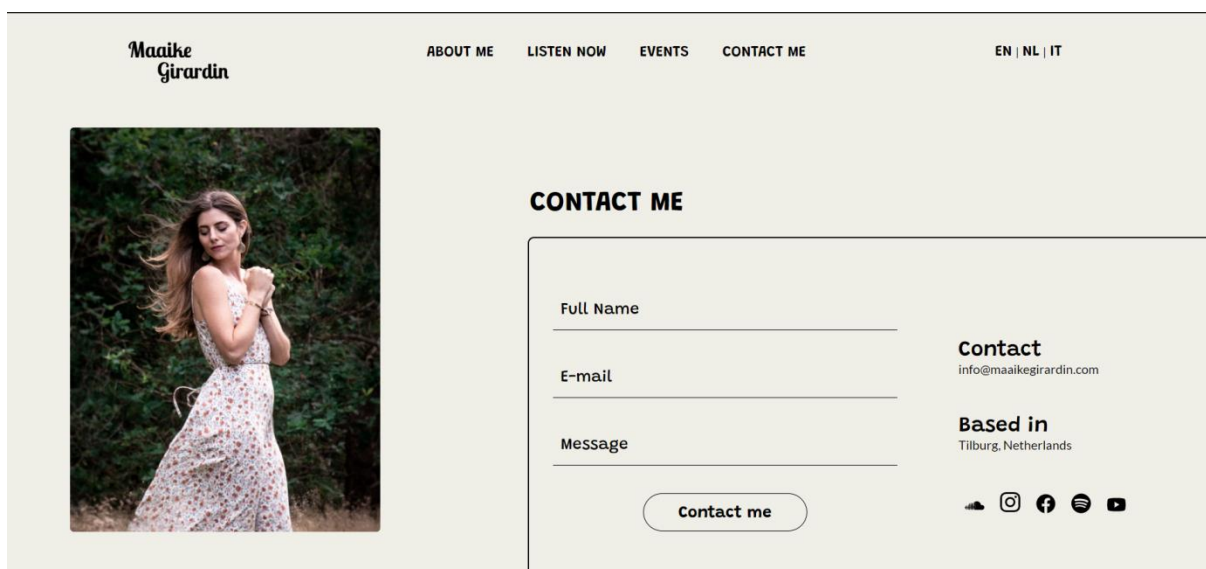
## Appendix F

### Pictures of old design and link to website

Link to website: <http://i477363.hera.fhict.nl/maaike-website/>



Picture 1 – About me page



Picture 2 – Contact me page

## Appendix G

### Links to high-fidelity and low-fidelity prototypes

#### Design Phase 1

Link to low-fidelity: <https://adobe.ly/3xeAn4i>

Link to high-fidelity: <https://adobe.ly/3MwEAG5>

#### Design Phase 2

First iteration of the new high-fidelity prototype: <https://adobe.ly/3MVx1to>

Final iteration of the high-fidelity prototype: <https://adobe.ly/3t2UhOq>

## Appendix H

### Links to testing of high-fidelity (old design)

Dimitrova, N. (2022, April 10). *Testing the high-fidelity prototype*. YouTube.  
<https://www.youtube.com/watch?v=JyD4Hhn5sUA&feature=youtu.be>

Hadjiosmanov, D. (2022, April 10). *Test with Oktay*. YouTube.  
<https://www.youtube.com/watch?v=iIJehcf4sAQ&feature=youtu.be>

Hadjiosmanov, D. (2022, April 10). *Test with Mihai*. YouTube.  
<https://www.youtube.com/watch?v=blgGLMrjEOo&feature=youtu.be>

Dimitrov, T. (2022b, April 10). *User Prototype Testing*. YouTube.  
[https://www.youtube.com/watch?v=xkc\\_uQ7IIYM&feature=youtu.be](https://www.youtube.com/watch?v=xkc_uQ7IIYM&feature=youtu.be)

Ivanova, Y. (2022, April 10). *Testing*. YouTube.  
<https://www.youtube.com/watch?v=UbzfkfW7rVU&feature=youtu.be>

## Appendix I

### Links to testing of high-fidelity (new design)

Hadjiosanov, D. (2022, May 17). *Test with Oktay 2nd Iteration*. YouTube.  
<https://www.youtube.com/watch?v=vztZGY9p3j0&feature=youtu.be>

Dimitrov, T. (2022c, May 15). *Sasho\_Testing\_1*. YouTube.  
<https://www.youtube.com/watch?v=tZEzrvppGSI&feature=youtu.be>

Ivanova, Y. (2022b, May 15). *Yoana Test*. YouTube.  
<https://www.youtube.com/watch?v=cReO7&feature=youtu.be>

## **Appendix J**

### **Procedure of tests**

We will conduct remote moderated usability testing. The participants will be seated at their workstation in their work environment. The tests will be conducted via Teams/Discord. They will be done via remote screen-sharing technology and will be recorded.

Beforehand they will be sent a link to the website and when the testing starts, they will be asked to share their screen. In that way we can observe what they are doing and guide them if they stumble upon any problems. The participants are allowed to choose if they want to be with their camera on or off.

Participants will hear an informed consent that acknowledges: the participation is voluntary, that participation can end at any time, and that the session will be recorded but we will keep their privacy. The facilitator will ask the participant if they have any questions.

When it comes to instructions and tasks, the facilitator will be the one responsible for reading the tasks out loud, asking questions and helping the users. The tests will start after the facilitator has given a brief overview of the thing we are going to do and with the consent of the participant.

After each task, the participants will complete a post-task questionnaire and elaborate on each task given. When the user has completed all of the tasks, they will be asked to give some overall feedback and satisfaction rating.

## **Appendix K**

### **Roles in testing**

#### **Facilitator**

- Guides the participant
- Responds to participants' requests for assistance
- Asks follow-up questions
- Runs the session
- Gives tasks to the participant
- Observes the participant's behaviour
- Listens for feedback

#### **Observers**

- Present during the entire usability test
- Write down important points for improvement
- Serve as note takers
- Carefully watch the participants and their expressions
- Stay silent during the test

#### **Data Logger**

- Records participant's actions and comments

#### **Participants**

- Realistic user of the product
- Ask for guidance if needed
- Share their honest opinion

## Appendix L

### Links to final tests

- Zanev, A. (2022, June 4). *usability test for Maaike's website*. YouTube.  
<https://www.youtube.com/watch?v=N6Qt68trYxc&feature=youtu.be>
- Dimitrova, N. (2022, June 6). *Usability test for Maaike's website - Joan*. YouTube.  
[https://www.youtube.com/watch?v=\\_A7RQKlAxmc&feature=youtu.be](https://www.youtube.com/watch?v=_A7RQKlAxmc&feature=youtu.be)
- Ivanova, Y. (2022, June 6). *Testing*. YouTube.  
<https://www.youtube.com/watch?v=6jUca2fkTXM&feature=youtu.be>
- Hadjiosmanov, D. (2022, June 6). *Test with Lachezar*. YouTube.  
<https://www.youtube.com/watch?v=bp3pK04XmuA&feature=youtu.be>
- Dimitrov, T. (2022, June 8). *Testing with Mario*. YouTube.  
[https://www.youtube.com/watch?v=bH\\_8C-a5EBo&feature=youtu.be](https://www.youtube.com/watch?v=bH_8C-a5EBo&feature=youtu.be)
- Velizarov, V. (2022, June 8). *User testing*. YouTube.  
[https://www.youtube.com/watch?v=wBbrdh00m\\_g](https://www.youtube.com/watch?v=wBbrdh00m_g)



## Appendix M

### Final test further analysis

#### ➤ Results from 5 second testings (Table 6)

Table 6

Questions	Participant's answers
What do you remember?	4 of the participants remembered the video in the background. All of them mentioned the colours from the navigation bar and some black from the pages. For instance, Participant 4 noted, <i>"I think I remember the colours, I remember the reactive picture and navbar on the top."</i>
What do you think this website was about?	5 assumed it was about a singer or musician in general. For example, Participant 2 shared, <i>"My first thought would be about the singer that I saw because it was like the first thing you see so that's my guess."</i> One of the participants was not sure and thought it was about a musical group. All of them identified it as something from the music industry.
And what is your first impression about the website?	3 of them told us it looked clean and simple. They liked the combination of colours. Participant 5 mentioned that, <i>"It looks clean, It's green and I like that."</i> One of the participants described it as fresh and good-looking.

**Conclusion:** The website was perceived as clean and fresh. It was easy to identify its aim from a first glance. The things that stood out the most for the users were the colours and the video in the home page.

#### ➤ Results from think-aloud testing (Table 7)

Table 7

Answers	Recommendation
The participants liked the design. They were all very impressed by the vinyl prayer and its interactivity.	2 of the participants recommended to write some clarification on how to use the vinyl player.
Thought the website was very easy to navigate. Liked the smooth scroll between the pages.	Add a scroll to top button so that it makes it possible to go to the home page from each one of the pages.
3 of the participants did not like the outline in the navigation bar. They thought it was not necessary.	Change the colour or remove the outline.
Slow animation in the contact me page.	Make the animation fast. Participant 5 suggested, <i>"Maybe it can be a bit faster because when I hovered for like 2 seconds nothing happened so users might miss it."</i>
Told us that the design is very minimalistic, and the layout is great	-
Lack of contrast in the events pages.	Make the flowers or stems different colour to make them more visible. Participant 4 noted, <i>"The black stems are... maybe they could be changed."</i>

➤ **Results from exit questions** (Table 8 and 9)

Table 8

Sample Questions	Sample Responses
What grabbed your attention?	6 people said it was the vinyl player. They liked the design and layout, the colors and interactivity in the website. Participant 2 noted, <i>"Definitely the vinyl player. I think it's very creative and I haven't seen anything like it, I really like it. You can immediately listen to her music from here in like a creative way."</i>
What things can be added or removed?	The hover effect, the tree animation to speed up, add contrast in some of the pages, add a scroll to top button, clarification on how to use the vinyl. Participant 4 mentioned, <i>"One thing that can be added is a button that automatically scrolls up to the top instead of you doing that manually."</i>
Do you think this website is useful and user friendly?	Likes the details of the events and songs
Is there anything that you feel is missing on this site?	All of them told us that it seems complete and with enough content
Do you have any other final comments or questions?	-

Table 9

Participant No.	Like best?	Like least?
1	Vinyl player	No instructions for the vinyl
2	Vinyl player	Hover on nav
3	Vinyl player	Red outline in the navigation
4	Vinyl player	Tree animation
5	Vinyl player	No scroll to top button
6	Vinyl player	Red outline in the navigation

## Appendix N

### Final test transcripts

#### ➤ Test 1 – Participant Yordan, Interviewer Alek

00:00:01

*Interviewer:* Hello, my name is Alek. And first of all, do I have your consent to be recorded and please state your name.

00:00:10

*Participant:* Yes, sure. I am Jordan Zanev and you are recording me.

00:00:17

*Interviewer:* Okay. Your response will be used for our research. Your participation is voluntary. So if you want to withdraw from this at any time you are allowed to, you have the right to request from us not to upload your responses as well. So let me explain you a little what we are going to do right now. We are asking people to try to use a website that we are working on so we can see whether it works as intended. The test should take up around 2 to 8 minutes and remember that we are testing the site, not you, so you can do anything wrong here. Your first task will be the 5 seconds testing. When I say, you open the link that I sent you and you have 5 seconds to look around the website. When I say, you close it and then I will ask you some questions about what you remember about the website. So you may open the link.

00:01:17

*Participant:* Okay.

00:01:32

*Interviewer:* And now you have to close it. Thank you. So my first question is, what do you remember about the website? Is there anything that popped out?

00:01:48

*Participant:* It has nice colouring. I tried to understand what this site represents.

00:02:09

*Interviewer:* So you did not understand what the website was about?

00:02:16

*Participant:* It seems like it seems like it's for some musician.

00:02:25

*Interviewer:* Okay.

00:02:26

*Participant:* I wasn't sure about the name.

00:02:29

*Interviewer:* No, no problem. Still, you had 5 seconds, so it's not a problem. Okay, so now we come to the task based testing. You have to imagine that you are a fan of our performer here on the website and you want to see her life. So you have to find her future events somewhere in the website and decide on which dates you're able to go. So please proceed.

00:03:04

*Participant:* So it's a site for musician, right?

00:03:08

*Interviewer:* Yes.

00:03:11

*Participant:* Okay. Uh. Yeah, we should go to events, I guess. And I need to choose a future event, right?

00:03:30

*Interviewer:* Yep. Which suits you best.

00:03:34

*Participant:* Uh, let's see. I can go it tomorrow.

00:03:42

*Interviewer:* Okay. Great. Now I want you to go to the homepage of the website. You can just click back on the browser. And go to the home page. And I want you to walk me through the website and gather some information about it. So I'll let you do this in silence. And if you want, you can think aloud. That will be helpful.

00:04:32

*Participant:* Okay. I see. The site is looking very nice. I see that there is a video embedded in the homepage which is very nice. What kind of music she sings, do you know?

00:05:08

*Interviewer:* Oh, that's up to you to find out.

00:05:12

*Participant:* Yes. No. It looked like something very Latino.

00:05:21

*Interviewer:* No, no, no.

00:05:25

*Participant:* Maybe I need to read here and understand.

00:05:28

*Interviewer:* Yeah. That's the purpose. About me page. Yeah. Go through.

00:05:37

*Participant:* Then what is this?

00:05:40

*Interviewer:* This is a vinyl player. So if you try to drag one of the vinyls and put it there, it should start playing the song.

00:05:53

*Participant:* Nice. Oh, this is very cool.

00:05:57

*Interviewer:* Yeah. Thank you. Can you hear the song, actually?

00:06:00

*Participant:* Yeah.

00:06:01

*Interviewer:* Okay. Now you can drag back the vinyl so that the song stops playing. Okay. You saw the events page, and you can also go to the Contact Me page. And the tree is also animated. So if you hover your mouse on the tree. Yeah. And that's basically our website. Do you have anything that you want to talk about it, your first impressions, what you think that could be added or be removed from here?

00:06:52

*Participant:* I like it very much. But maybe, maybe to go to the home page. I can go home by clicking home, right?

00:07:08

*Interviewer:* Yep.

00:07:10

*Participant:* Even if I'm at the bottom?

00:07:21

*Interviewer:* Yes. This is the language button. The client said that she specifically wanted a Dutch and Italian translation, so we put them in. But we definitely think about more languages to be put in the translation option. So you're saying that you don't need a button that will move you back to the top of the web page since there is a home button in the nav bar which is always situated on top of the page. So it's always reachable for the client.

00:07:53

*Participant:* For me, yes. Because from here I can go anywhere on the bottom and then I can go up.

00:08:03

*Interviewer:* Okay. Okay. That's good. That's valuable information.

00:08:12

*Participant:* And and the name is also home, right?

00:08:15

*Interviewer:* Yeah. So you actually have two buttons to get you to the home page. And I have a last question about the website. Do you think it is useful and user friendly?

00:08:30

*Participant:* Yes, very much. And I like this little game here with the vinyls. Very nice.

00:08:39

*Interviewer:* Okay, great. Thank you very much for your participation.

00:08:49

*Participant:* Yeah, great.

## ➤ Test 2 – Participant Joan, Interviewer Nikoleta

**N: (00:01)** Hello, my name is Nikoleta Dimitrova. First of all, do I have your consent to be recorded for university purposes?

**J: (00:07)** Yes, of course.

**N: (00:08)** Thank you. And can you please tell me your name?

**J: (00:11)** My name is Joan Krastanov.

**N: (00:13)** Okay, Joan, your response will be used for our research and your participation is voluntary, so if you want to withdraw from this at any time, you are allowed to. Also, you have the right to request from us not to upload your responses. Is that all right with you?

**J: (00:26)** Yeah, sounds good.

**N: (00:27)** Okay, so let me explain you a little what we are going to do right now. We're asking people to try a website that we're working on so that we can see whether it works as intended. The test should take up around 2 to 8 minutes. Remember that we are testing the website, not you, so you can't do anything wrong here. Should we start now?

**J: (00:46)** Yeah.

**N: (00:47)** Okay, so first we will start with the five second testing. When I tell you, you open our website and you have 5 seconds to look at it.

**J: (00:55)** Okay.

**N: (00:56)** Okay. You can start now. Okay, close it. So what do you remember about the website?

**J: (01:07)** Well, majority of it was green. There was also some black. There was like a singer in the beginning and then I saw some sort of vinyl player thing.

**N: (01:19)** And what do you think this website was about?

**J: (01:23)** My first thought would be about the singer that I saw because it was like the first thing you see. So that's my guess.

**N: (01:29)** Okay. And what's your first impression about the website?

**J: (01:33)** Well, I couldn't really see much, but I think it was pretty good looking. Like the green and the black. It was pretty simple. There was not a lot of clutter there.

**N: (01:42)** Thank you. So you can open the website again. We will continue with task- based testing. I'm going to give you a task and you have some time to complete it. So imagine that you want to collaborate with this singer and you want to contact her.

**J: (02:03)** Okay so contact me seems like the intuitive thing.

**N: (02:06)** You can try filling the form.

**J: (02:08)** Okay.

**J: (02:25)** And then I guess just click Contact me. Awesome.

**N: (02:31)** Yeah, it's sent now. Okay. And now let's continue with the think aloud walkthrough. Can you give me feedback from all of the pages and we want to hear your opinion about them.

**J: (02:45)** Okay, so I'll start from the top, I guess. The nav bar, it looks pretty simple. I don't know about the hover effect. I'm not really a big fan of the outline and the pink/ red. This is a very nice page to just really get the user right into the action with the singer that they want to see. And the about me page is pretty nice. I like the little hints of green. The vinyl player, I assume. Oh yeah. You can drag them.

**J: (03:16)** Maybe you can add like some sort of text that says drag the plates to play them.

**N: (03:21)** Mhm, okay we will think about that.

**J: (03:22)** And it plays some music. Nice. I really like the spinning animation. It's really good and it stops. Awesome. Now the events...

**N: (03:32)** Yeah, you can look at them all of the events are there.

**J: (03:35)** It looks pretty good. It's really creative with the stems and then the flowers on top. I really like it. Goes well with the whole nature vibe, with the green. Then the contact me page where I was at. If you hover it actually blossoms. That's very good.

**J: (03:58)** I don't know, maybe it can be a bit faster because when I hovered on it for like 2 seconds nothing happens so users might miss it. Maybe it can be a bit faster.

**N: (04:04)** So make the animation faster?

**J: (04:06)** Yeah.

**N: (04:06)** Okay. So let's wrap things up. What grabbed your attention the most on the website?

**J: (04:14)** Definitely the vinyl player. I think it's very creative and I haven't seen anything like it. I really like it that you can immediately listen to her music from here in a very creative way.

**N: (04:25)** What things can be added or removed, for example?

**J: (04:30)** Yeah, like I said, maybe remove the hover effect but other than that it looks like a pretty complete website and also like speed of the animation here but other than that I really like the website and I think it's pretty complete.

**N: (04:43)** Thank you so much. And do you think this website is useful for singers like that?

**J: (04:48)** Oh, yeah. It's always a good idea for singers to have their own website with all the details about the events and the songs and everything just to get the users and their listeners more acquaintant with them.

**N: (05:00)** Okay. Thank you so much for participating in our testing. It helped us a lot.

**J: (05:06)** Thank you for having me.

### ➤ Test 3 – Participant Lyubo, Interviewer Yoana

**Y: (00:01):** Hello, I am Yoana. First of all, do I have your consent to be recorded for University purposes?

**L: (00:05):** Yes, you do.

**Y: (00:07) :**Your response will be used for our research. Your participation is voluntary. So if you want to withdraw from this activity at any time, you are completely allowed to do so. You have the right to request from us to not upload your responses as well. So let me explain you a little what we are actually going to do right now. We are asking people to try use the website that we are working on so we can see whether it works as intended. But this should take up around 8 minutes. Remember that we are testing the site, not you. Remember that we're testing the site, not you. So you can't do anything wrong here.

**L: (00:52):** Okay.

**Y: (00:55):** So first of all, we want you to do a five second testing, which you should open the website and close it after 5 seconds.

**L: (01:08):** Should I do this now?

**Y: (01:10):** Yeah.

**L: (01:11):** Okay.

**Y: (01:16):** So what did you remember?

**L: (01:20):** I remember the top bar was green and the main section of the website had a video playing in the background.

**Y: (01:29):** What do you think this page was about?

**L: (01:34):** I think it was about a singer or group, a musical group for certain individual or group.

**Y: (01:46):** And what is your first impression about the website?

**L: (01:51):** Well, as far as I could tell, from 5 seconds, it looked pretty clean. I mean, it wasn't cluttered or anything. It looked pretty nice.

**Y: (02:00):** Okay, could you please open the website again?

**L: (02:04):** Yes. All right. Just opened it.

**Y: (02:10):** I want you to do something a little bit different right now. I want you to imagine yourself that you want to collaborate with Mike, which is the artist that this website is about, and that you just want to contact her. So just imagine yourself that you want to collaborate with her and you want to contact her what will you do.

**L: (02:35):** Okay, so I'm looking at the top menu bar and I can see clearly it says contact me. Should I click that?

**Y: (02:44):** I don't know.

**L: (02:48):** Oh, yes. And it takes me down to the page and it's asking me for my full name, email and the message I want to send her. So, yeah, I think that was pretty easy.

**Y: (02:58):** Okay. So now can you imagine that you're a fan of her and you want to see her live somewhere at the concert or just something?

**L: (03:10):** Yeah, I can see next to contact me there is events. So if I'm interested, when I click it, it says events and then past events and then future appearances.

**Y: (03:22):** Okay. So now can you just scroll through the website and basically think out, walk through, you know, just walk around the website and say, I don't know, what you think.

**L: (03:39):** Okay. First of all, I like the video behind saying Hi. I am. I think it's pretty clean and interesting. I also like that when I hover on her social links underneath her name, I can see that they're responsive. That's pretty cool. It's pretty fast way to go to a certain website. I like how the Website is divided into different sections. Like right now I'm looking at the about me page which is like, I guess a short summary about the Singer. Then there is this record player. When I grab the record, I can put it on the player, it starts automatically and when I drag It Off, it stops. So that was pretty easy to think of and do It. It wasn't complicated at all. Yeah, this is pretty nice. I think one thing I wish maybe that it has because I don't see It when I click first on contact me, it scroll all the Way down to the bottom pretty quickly and if I want to go back up again, I would have to scroll all the way back up. It would be nice if there was just like a quick button saying bring to top or bring me back so that I don't have to scroll up.

**L: (05:19):** And then I think, Oh yeah, when I Hover over the top menu on the titles, for instance, when it says Home, About Me, Listen now I can see there is like a red line that highlights it, which is nice but I don't think the red really suits it. But other than that, I think it's pretty responsive on the most part and pretty cool.

**Y: (05:51):** Okay. In Conclusion, I want to ask you a few questions. So what grabbed your attention?

**L: (06:02):** My attention Immediately went to Hi, I am Maaiké Girardin because it's in white and in contrast, nice to the dark video behind It.

**Y: (06:13):** No, but I mean, for the whole.

**L: (06:15):** Website, as in general, I think the most fun aspect of it must be the record player because I have not seen this on other websites. Maybe there is, but this is the first time I'm seeing this and it works pretty well and yeah, I think it's really impressive. I think it's like a unique point this website has so I will remember It.

**Y: (06:41):** What things can be eventually added?

**L: (06:47):** Well, like I said, I think the only thing that's missing here is to bring me back to the top because I can see here there is already a change the language button so other than that, I don't see anything else that could be added.

**Y: (07:06):** Okay. And do you think this website Is useful and user friendly?

**L: (07:12):** Yes, definitely useful and user friendly because it's section nice. I don't feel lost when I Look at it and it's pretty easy to find my way around it if I need something.

**Y: (07:25):** Okay. Thanks you for your participation.

**L: (07:28):** No problem. Thank you. Bye.

#### ➤ Test 4 – Participant Luchezar, Interviewer Deniz

**D: (00:08)** Hello, my name is Deniz and firstly, I would like to ask for your consent to be recorded for University purposes.

**L: (00:18)** Yes, I'm fine with that

**D: (00:20)** Okay, so your feedback that you're going to give will be used in order to improve our product that we're developing as much as we can. And here I would like to say that your participation is voluntary. In other words, you can at any point withdraw this participation that you have here. And you can also ask us not to upload it anywhere. So you're entitled to this. And now let me give you some more detail about what you're going to do now. So you will test a website that we are currently developing and the testing will take approximately, let's say two to maximum, eight minutes. And remember that we are testing the website, not you. So nothing can go wrong with you. And with that being said, are you ready?

**L: (01:23)** Yep, I am

**D: (01:25)** Okay, so firstly, some general information. What is your name and where are you from?

**L: (01:32)** My name is Lachezar Mitov and I'm from Bulgaria. I study at Fontys, I study ICT & Software and I'm in semester two. Okay, Lachezar.

**D: (01:43)** So, now let's move on to the testing of the website. Firstly, I'm going to show you something and you will have 5 seconds to see it. But firstly, close your eyes. And when I tell you, open your eyes. Open them.

**L: (02:03)** Okay.

**D: (02:04)** Open your eyes.

**L: (02:06)** Nice. I see the website. Right.

**D: (02:13)** So now that you've seen this, I would like for you to ask you, what did you remember from what you saw?

**L: (02:22)** I think I remember the colors. I remember the reactive picture and NAV bar on the top.

**D: (02:33)** All right. And what do you think this website is about then in this case.

**L: (02:40)** I think this website is for a singer or music producer of some kind.

**D: (02:47)** Okay. And what was your first impression to sell?

**L: (02:53)** My first impression. It looks really nice. It looks fresh with the nice green colors. So my first impression is good.

**D: (03:04)** All right, so now let's move on to some tasks that I'm going to give you. So now that you've already seen the website for 5 seconds, you'll have the chance to see it for even more now. So the first one that I'm going to assign you is imagine that, for example, you want to collaborate with this person called Michael J. Radian and you want to contact her. What would you do in this case?

**L: (03:33)** In this case, I would go to the contact me page. Yes, I'll press the button. Then I would have my full name, my email, and I would send a message of some sort like question and then just press the button. Contact me.

**D: (03:52)** Okay, so that was quite intuitive. And now the next task is, let's say that you are a fan of Mike of the singer and you want to see her performing Life on Life concert where would you go in this case?

**L: (04:12)** Well, I'll probably go to the events page so I can see her live shows and I can go to one.

**D (04:23)** If you want to go to, let's say, to see some performances. Future, let's say yes.

**L (04:31)** I'll click the future appearances to see. Yes, this looks good. Maybe not just me, but the black stems. Maybe they could be changed. But everything else looks great. Yes. You can see everything. Can see the title, you can see the date, you can see the place. So I think it looks very good.

**D: (05:03)** Okay. But just to think more about the black stands, right?

**L: (05:07)** Yes.

**D: (05:09)** Okay. I'll keep this in mind for the team. Okay. So these were tasks. And now the next part of the testing is it is going to be some kind of a walkthrough through the website. And now you have the chance to explore the different sections. And just while looking at all the sections, just feel free to think aloud and just share what you think.

**L: (05:41)** Okay. Yeah.



**D: (05:43)** Just speak your mind.

**L: (05:47)** About me.

**D: (05:49)** Okay.

**L: (05:49)** See the information about the person. Okay. That's really cool, actually.

**D: (06:01)** Where you can play the music.

**L: (06:02)** Oh, you can. That's great.

**D: (06:06)** Yeah.

**L: (06:07)** So you can put the record and it's going to play. Yeah.

**D: (06:16)** Exactly. Just like that.

**L: (06:19)** Oh, that's amazing.

**D: (06:21)** Okay.

**L: (06:21)** That's something very cool. Yeah. Okay. This is the event. Okay, great. Oh, nice. Very good. And it looks really good. I think it's great. Maybe one thing I would note is that there could be a button on the bottom right that says, like go up to the top. It said that you have to having to scroll back up.

**D: (06:59)** At the bottom.

**L: (07:01)** Yeah, the bottom right. It just says go to the top. So you can just press it and automatically go to the top of the page. You don't need to scroll up.

**D: (07:12)** Yeah, I get you. Okay. So just to go back directly to the home page.

**L: (07:17)** Yeah.

**D: (07:20)** Okay. So now that you have the chance to explore, like the whole one pager, I would like to ask you some questions with which we're going to wrap up this testing. So now that you've seen the website, what grabbed your attention? Let's put it like that what grabbed my attention.

**L: (07:45)** Yes, for sure. It was the record player because that's something I've never seen before.

**D: (07:51)** All right. Is it because of the interactivity or something else?

**L: (07:58)** Yes. Because you can chose a record, you can put it and it's going to play the specified music. So it's amazing.

**D: (08:07)** Okay. We'll keep this in mind for sure. Maybe for our next project. And now I think you already said this, but just to clarify it once again, what things can be added or let's say removed if there's such a thing.

**L: (08:27)** Yeah. One thing that can be added is the button that automatically Scrolls up to the top instead of you doing that manually.

**D: (08:36)** Okay. You said somewhere here yes, on the.

**L: (08:39)** Bottom right would be great but you can choose bottom left. Bottom right. It's okay.

**D: (08:44)** Okay.

**L: (08:48)** Yeah, one thing because I was in the event, I think I personally would think that without the black stems would be good and just the green rectangles would look great, but that's just my opinion. All right.

**D: (09:11)** We will also keep this in mind about the future things and the very last question is do you think that the website is useful and it's user friendly now that I've seen it

**L: (09:29)** Yes, I do think it's user friendly because everything is can easily be seen, can easily be interacted with and I think someone that opens the website for the first time would have an easy time of finding whatever he wants. And I think the website is really good because everything for a person of this type of field, like music person, everything is there

**D: (10:00)** Ok, so thank you very much for your feedback. As I said, that was your last question and this really helped us to gain more insight about our work and as I said at the beginning, we will use your feedback in order to tailor this project as much as possible to the needs of the users. So, now I would say that we are finished and I wish you to have a nice day! Bye!

**L: (10:32)** You too! Bye!

## ➤ Test 5 – Participant Mario, Interviewer Toni

T: (00:00) Hi. First of all, do I have your consent to be recorded for University purposes? Your response will be used for our research. Your participation is voluntary. So if you want to withdraw from this at any time, you're allowed to. You have the right to request from us to not upload your responses.

M: (00:15) Yes, I'm okay with that.

T: (00:17) Okay. Thank you. So now we'll begin with a quick five second testing, which begins now.

T: (00:29) Okay. So, first question. What do you remember from the website?

M: (00:35) It was green. In the beginning there was something like video playing, and I saw a contact form at the end.

T: (00:45) Okay. Any other shapes or something?

M: (00:49) Yeah, I saw something like disco or something. I'm not sure what it is.

T: (00:54) Okay. What do you think this page was about?

M: (01:00) Maybe about a musician.

T: (01:04) Okay, what's your first impressions about the site?

M: (01:08) It looks clean. It's green and I like that.

T: (01:15) Okay. So now we will proceed to the task based testing. Please open up the website.

T: (01:25) Okay, now go to the top.

M: (01:26) Yes.

T: (01:28) Okay. Now imagine that you want to collaborate with Maaïke and you want to contact her.

M: (01:35) I'm going to just go to the contact form I just saw.

T: (01:40) Okay.

M: (01:41) Should I do it?

T: (01:42) Yeah.

M: (02:13) Okay.

T: (02:14) Okay, thank you. So now, the second thing. Imagine that you are a fan and you want to see her live.

M: (02:21) I see an icon for Instagram, so I'm going to click that. Yeah. I just found a link with events so I can see her future and paste events, yeah.

T: (02:52) Okay. Thank you. Now you have a part give us feedback. For example, let's start with the first page.

M: (03:04) From what, sorry?

T: (03:05) From the first page, go to the top. What do you think about it?

M: (03:10) It looks clean. I like the animated background and yeah, the font as well is nice.

T: (03:19) Okay, now we go to the next one. What do I think about this one?

M: (03:25) I think it's a bit too dark, because there is a very big contrast between the navigation bar and the actual page. But overall, like the highlighting of the text. It looks nice.

T: (03:40) Okay, now go to the next one. What do you think about it?

M: (03:49) Okay, can I? Okay, it has an animation. Yes, it has one. It looks very nice. I like that. You can actually play her songs here. Yeah, that's it. It looks nice.

T: (04:05) Okay. Go to the next one. Same thing.

M: (04:12) Oh, This is the event page. Yeah. I mean, it's clean, and, yeah, that's all I can say about it. I think this page needs some more color, because everything is green.

T: (04:34) For example?

M: (04:38) I don't know, maybe the flower can be changed.

T: (04:43) Okay. Is that it?

M: (04:46) Yeah. Overall, I think it's clean as well.

T: (04:48) Okay, now go to the final one.

M: (04:57) It has a very nice animation, but I think it's a bit slow and yeah, the contact form is easy to use, let's say.

T: (05:10) Okay. So just do Quicken up the animation.

M: (05:15) Yeah, I think so.

T: (05:16) Okay. Thank you. Now, about the conclusion part. What brought your attention?

M: (05:23) Probably the player thing, because it was very nice seeing that you can actually play her songs on the website.

T: (05:32) Okay. What things can be added or removed, in your opinion?

M: (05:41) The things I said. Nothing more than that.

T: (05:45) Okay. Do you think this website is useful and user-friendly?

M: (05:50) Yeah, it's very easy to navigate and it has everything, I think.

T: (05:58) Okay. Is that it?

M: (06:00) Yup.

T: (06:01) Okay. Thank you for participating. Bye.

## ➤ Test 6 – Participant Martin, Interviewer Victor

V: (00:00) Hi, my name is Victor. First of all, do I have your consent to be recorded for university purposes.

M: (00:07) Yeah, I consent.

V: (00:09) Your response will be used for our research. Your participation is voluntary. So if you want to withdraw from this at all time, you're allowed to have the right to request from us to not upload your responses as well. So let me explain you a little what we are doing right now. We are asking people to try to use our website we're working on, so we can see whether it works as intended. The test should take around two to eight minutes. Remember that we're testing the site, not you, so you can't do anything wrong here. First of all, we're going to start with a five second test. We're going to show you the website for 5 seconds, and you're going to say your initial thoughts on it. Okay? So what do you remember about the website?

M: (01:15) Well, I saw the bright green, I saw an animated background, and it looks quite well composed.

V: (01:26) Okay. Then we're going to continue with our testing. Pretend that you want to collaborate with our client, Maaïke, what action would you take?

M: (01:40) I would go to contact me, and I'm going to use this form and contact her.

V: (01:47) Okay. Then, for example, you want to listen to her songs and you want to see her work?

M: (01:57) I would go to the home page and maybe go to listen.

V: (02:02) Okay. For example, as well, you want to see where she can perform?

M: (02:29) I would go to events and appearances and I can browse through all her events.

V: (02:29) Maybe you want to give us some feedback about the website, what we can change, what we can improve.

M: (02:38) So I really like the video that you put. I think it makes the website interactive. I also like that I have this option about changing language.

V: (02:49) Okay.

M: (02:51) I think you should change this color on the NAV bar because it doesn't fit the vibe of the website. I think it's a better idea to put white or black. I see that this is a drag and drop thing. And you can, like, put some description or like something to just hint to the people what to do with this page. But overall, it's pretty good.

V: (03:22) Okay.

M: (03:26) I see it's one page website, which is really good. Like, I like those pages because it's so fast and snappy. You can browse really easily. And I also like the appearance of the whole page and it's good that you put the artist links, like Spotify links.

V: (03:50) Okay, nice. Do you think this website is useful and user friendly?

M: (03:57) Yeah, of course!

M: (03:58) I think it's really good. The only thing I don't like is the color on the number. Okay. Everything else is, I think, ten out of ten. And there's a feature with the language changer. I think it's really important for an international singer. So good job on that.

V: (04:17) Thank you.