MUSIC LABEL WEBSITE REDESIGN

Objective

To optimize the information architecture of a music label website to improve the user experience, specifically addressing the user need: "When my favorite artist releases new music, I want to receive immediate notifications and easily access their new tracks, so I can be among the first to listen and support them."

Research Goals

1. **Understand User Mental Models:** Discover how users categorize and organize information related to new music releases, artist information, and notification preferences.
2. **Identify Optimal Information Architecture:** Determine the most intuitive and effective way to structure website content to facilitate quick access to new music releases.
3. **Improve Navigation and Findability:** Design a navigation system that enables users to effortlessly locate new releases from their favorite artists.
4. **Optimize Notification Preferences:** Determine the best methods for delivering immediate notifications about new music releases (e.g., email, app notifications, website alerts).
5. **Address Website Issues:** Gather insights to inform the redesign of a current website struggling with styling inconsistencies, excessive artist images, limited navigation, and a strong reliance on Instagram redirection.

Introduction - 10 minutes

1. **Welcome and Introductions:** Briefly introduce the workshop's purpose and goals.
2. **Background:** Explain the context of the website redesign, highlighting the user need and current website issues.

3. **Task Overview:** Clearly explain the card-sorting activity: Participants will be given a set of cards representing website content, and they will be asked to group these cards into categories that make sense to them. Emphasize that there are no right or wrong answers; the goal is to understand their mental models.

Individual Sort – 20 minutes

1. **Card Distribution:** Provide each participant with a set of index cards, each containing a piece of website content (e.g., "New Album Release Notifications," "Artist Biography," "Latest News," "Concert Tickets," "Merchandise," "Music Videos," "Artist Photos," "Lyrics," "Social Media Links"). Make sure to include various content types reflecting the current website and potential new features.
2. **Independent Sorting**: Ask participants to sort the cards into categories that they feel are logical and intuitive. They should also name their categories. Observe participants and note any visible struggles or hesitations.

Group Discussion and Synthesis – 30 minutes

1. **Sharing and Comparing:** Once individuals have finished, facilitate a group discussion where participants share their sorting and category names. Document these on the flip chart/whiteboard.
2. **Identifying Patterns:** Look for common themes and patterns in the sorting. These patterns will indicate potential groupings for the website's information architecture.
3. **Addressing Website Issues:** Incorporate discussion on how to improve the current website by addressing styling inconsistencies, image size, navigation, and Instagram dependency. Ask participants how they'd approach optimizing these elements in their suggested organization.

Final Consolidation and Prioritization – 20 minutes

1. **Prioritization:** Identify the key areas for improvement based on the card sorting results, focusing on how to best meet the user need (immediate notifications and easy access to new tracks).

Wrap-up – 10 minutes

1. Thank participants.
2. Summarize key findings: Reiterate the key takeaways from the card sorting exercise, emphasizing the insights gained regarding information architecture, navigation, and content prioritization.