Discogs®

Redesign

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DSGN 310, Fall, WWU

Background

Brief: The goal is to redesign a website to improve it's user experience.

Discogs was chosen for this project because the existing website has many problems that leave much to be desired.

History of Discogs: The site was launched in November 2000 by DJ, Programmer, and music fan Kevin Lewandowski. Intended to be a database for electronic music, it's database grew to include more and more genres, organized by artist, label, and release. By September 2007, essentially all genres are included in the list.

Problem and Solution Statements

Problem: The main problems with Discogs were the ease of use and the visual design. I found through research that the most important problem to solve was the ease of using the website. The website was not the most user friendly because it could take too much time and effort in order to simply buy an album, and that's assuming that you know what you are looking for. The information that it gives can be very helpful for people knowledgeable in records, but for someone like me, there is a lot of trial and error in order to find a reasonably priced and good quality version. The other main problem is the visual design of the website. From the surveys that I did, quite a few people commented that most of the website either looks sketchy or unprofessional, and having a shopping website seem untrustworthy can deter people from using it.

Solution: In order to fix the ease of use problem, I removed a redundant page and put some of the information on the previous page. I also simplified the information on the shop page so that it is easier to find something you are looking for. I changed how filters work so they can be more helpful. For the visual design problem, I used the main menu as a point of reference and updated the rest of the pages to match, so it has a friendlier and more trustworthy look. I also added a new recommendation page, which did not directly fix any problems, but it makes the user experience better.

Discogs

Process

Research
User Demographics

Age		Gender	Options were:
19	51	17 Male	Male
20 (4)	53	1 Female	Female
21	55	1 Genderfluid	Other (please enter)
22	60		
38	62		Prefer not to answer
41	67*		
45	78*		
	*Outliers		

Research Cont.

Product and Competitor benchmarking

	Usability	Clarity	Seller legitimacy	Ease of finding a product	Prices	Condition*	Product selection	Other services	Appear-ance
Discogs	7.11	7.58	8.47	8.42	7.37	Yes-89.5% No-10.5%	9.16	6.53	6.68
Amazon	7.42	7.68	7.26	6.58	5.79	Yes-47.4% No-52.6%	7.11	7.42	6.84
Ebay	6.84	7.11	6.74	7.68	5.89	Yes-57.9 No-42.1	7.21	5.79	6.47

*Was there a detailed Description of the Condition of the product?

Open ended responses

Why do you use Discogs?

"I use it to catalogue my records and see the value of them"

"Best way to cataloging my collection and sell music recordings. Most comprehensive database."

"Discogs is an interesting option when prices with shipping are decent. I also use it as a reference for album releases because it has an extensive database."

"album availability, seller trust"

Research Cont.

Other Comments about your experience or complaints

"I don't really like the front page, its kinda boring looking unless you scroll down, maybe have the trending releases higher up."

"Not being able to sort items in the marketplace by PRICE + SHIPPING combined is horrible. You can only sort by price, and then you have to manually find the one that is actually cheapest when shipping is included."

"Discogs looks like a shady website that barely functions. I know it's not but appearances matter.

Framing Questions

Who

• Who is this for?

• Who does it affect?

• Who wants to use it?

• Who is it targeted towards?

What

• What is the purpose of the product?

• What does it do?

• What entices people to use it?

• What could it be used for?

• What else are people using instead of it?

• What are people doing in addition to using it?

• What are problems with it?

• What is good about it?

Where

• Where is it available?

• Where is the audience geographically?

• Where do people use it - professionally or privately?

When

• When would someone use it?

• When would someone want to use it?

• When would someone stop using it?

Why

• Why would someone use it?

• Why would someone else use a competitor?

• Why are the issues, issues?

• Why are people not using it?

How

• How are people using it?

• How are people learning about it?

• How often is it used?

• How easy is it to use?

Hypotheses

- Music Collectors want to know their value of their collection

- Music Collectors want to have albums or bands recommended based on what they like

- People getting into Collecting want a place to start

- People are more likely to purchase an album if they can categorize it

- Knowing the history of a seller is a key point for purchasing anything

- Reviews are an important part of telling the quality of an album

- Most people want their searches to be relatively organized

- People don't want to have to search through a lot of different versions to find the one they want

- Collectors want to see the product they are purchasing

- Collectors want to hear the album before purchasing it

Audience

The audience for Discogs are young to middle aged record collectors who are mostly familiar with how album collecting works. The average user of Discogs is a 41 year old male who is using it to expand and categorize his collection.

Discogs can alienate people who are not familiar with how album collecting and categorization works, due to the fact that the average user knows how it works.

Pain Points & Opportunities

Daniel Larson
53 Years old
Denver, CO.
Bank Teller

Daniel enjoys collecting his favorite albums on different formats. He prefers to go to record stores to find albums, but he knows that they can be hard to find sometimes. He keeps track of his collection and his wishlist on Discogs. One day he hears a song from an album that he had forgotten about, and goes onto Discogs to buy a copy of it. He wants to find one in good condition for a reasonable price. Unfortunately, he cant remember the name of the album, just the name of the band and what the cover looked like.

Expectations:
- Quick and easy searching
- Clear layout
- Reasonable prices

Tasks	Find the Band on Discogs	Find the album	Find the right version	Choose one to buy	Buy it!
Pain points	Good thing I know at least the name of the band, because I cant look up albums based on the name of a song		There are 314 versions of the same album! I know that I want an LP, so I can sort by that, but that just narrowed it down to 177. I guess I just have to check each one individually for a good price.	Ok, there are 47 for sale. I want a reasonable price, so I will sort by price, but its giving me ones that are in terrible conditions. Ill try sorting by condition. Now its giving me ones that are $400. Here's a cheap one, but the shipping is $50	
Opportunities	Being able to search by the name of the song would be convenient, even if it did bring up multiple albums the song appeared on		This part of the website is not designed to be friendly to new collectors. Being able to see the average price of that version would speed up the search considerably	Sorting is very limited, being able to sort by multiple factors and if sorting by price included the shipping cost would help	
Stress Level					

Pain Points & Opportunities

Sam Blanchard
21 Years old
Bellingham, Wa.
Student

Sam likes to collect records and visit record stores and antique shops to look for records he doesn't have. He never uses Discogs to buy anything because it's just not as fun as looking for it in a store. He uses it to categorize his collection and to keep track of albums he wants. Unfortunately, he has a hard time remembering what hes looking for while he's at the store, so he relies on his wantlist on Discogs to keep track of it. He always likes to find bands that he's never heard and he wants new recommendations. He goes onto Discogs to add an album onto his wantlist and to find some more to add as well.

Expectations:
- Quick and easy searching
- Clear layout
- Reasonable prices
- Recommendations

	Add the album onto the wantlist	Find Recommendations	Use Another app to find recommendations
Tasks			
Pain points	I don't have to search through all the different versions, because I'm just using it as a reminder	There are some categories on the home page, such as trending releases and newly added. There are also recommendations when you look on an album's page, but they seem to base it loosely off of the genre and not much else	I'm getting better recommendations that are tailored to my music taste, but it's really inconvenient to go back and forth between the website and an app.
Opportunities		Having a recommendation system based on the wantlist or owned list could be helpful. Similar to how Spotify does it. There could even be an integration in spotify where you could go from a song on Spotify to the album page on discogs	Again, a spotify integration or a better recommendation system would help. Since you can make custom lists on Discogs, maybe you could make a "Spotify list" where it automatically puts the albums in your spotify playlist in a list to keep track of them
Stress Level			

Validating Hypotheses

1. People don't want to have to search through a lot of different versions to find the one they want
2. People getting into Collecting want a place to start
3. Music Collectors want to know their value of their collection

These are the Hypotheses that were validated by looking into the pain points and opportunities. For hypothesis 1, being able to find a specific record quickly and easily can determine if someone will continue using the website. Hypothesis 2 is validated because most people who are brand new to collecting would not necessarily know what to look for in an album version, so making information like that easily accessible as they are searching is important. Hypothesis 3 isn't necessarily a universal want, but a decent amount of people would like to know what their collection is worth.

How Might
We questions

How might we make it easier to find the most common version of an album for record collectors so that they can purchase it with less hassle

How might we make it so someone who is looking to buy an album can easily see the average price without clicking through all the versions so they can decide at a glance which version they dont want

How might we better integrate spotify into the experience of finding music for users who use Discogs as a categorization product in order for them to find and hear recomendations whithout having to go back and forth

How might we provide better album reccomendations to collectors so that they can find new music that they may not have thought of.

How might we improve the overall appearance of the website for new users so it does not appear as untrustworthy

How might we make the sorting customizable so that possible buyers can sort by more than one option at once

How might we make the search funtion more helpful for msuic explorers so they can search by just the name of a song if they dont know the name of the band or album

How might we make the interface "new user" friendly so the website can be better utilized by someone who has less knowlage of music than an experienced collector

How might we allow the website to generate custom list's for people who are looking for recomendations so they can get tailored reccomendations based on their spotify plaaylist, wantlist, their collection, etc.

How might we better integrate spotify into the experience of finding music for users who use Discogs as a categorization product in order for them to find and hear recomendations whithout having to go back and forth

Define

Goals

Goals	User	Brand	Buisness
Website Clarity	• Saves time • Easy to use	• Reliable • trusted	• Users who can navigate the website will buy more
Ease of use	• more likely for continued use • Satisfying	• More intrest in website • wider audience	• An easy website brings in more users
Streamlining	• easy to find what they are looking for	• gives appearance of knowlage (trust)	• efficiancy increases user retention
Personalization	• Reccomendations are another feature that more pople can use	• Target users better	• More people want to keep using it
Spotify connectivity	• more oportunities to find what they like • hear before purchasing	• Connection with a big brand is good for appearances	• Bring in users from spotify for more users
Trustworthyness	• People arnt comfortable buying things from untrustworthy sources	• A good brand is one a user can trust • word of mouth spread	• Users who trust a company will stay loyal or use their services more

Product Statement

For record collectors who wants to purchase an album, the improved Discogs website is an on demand service that makes the process of buying used or new albums from third parties very easy!

Build

Site map
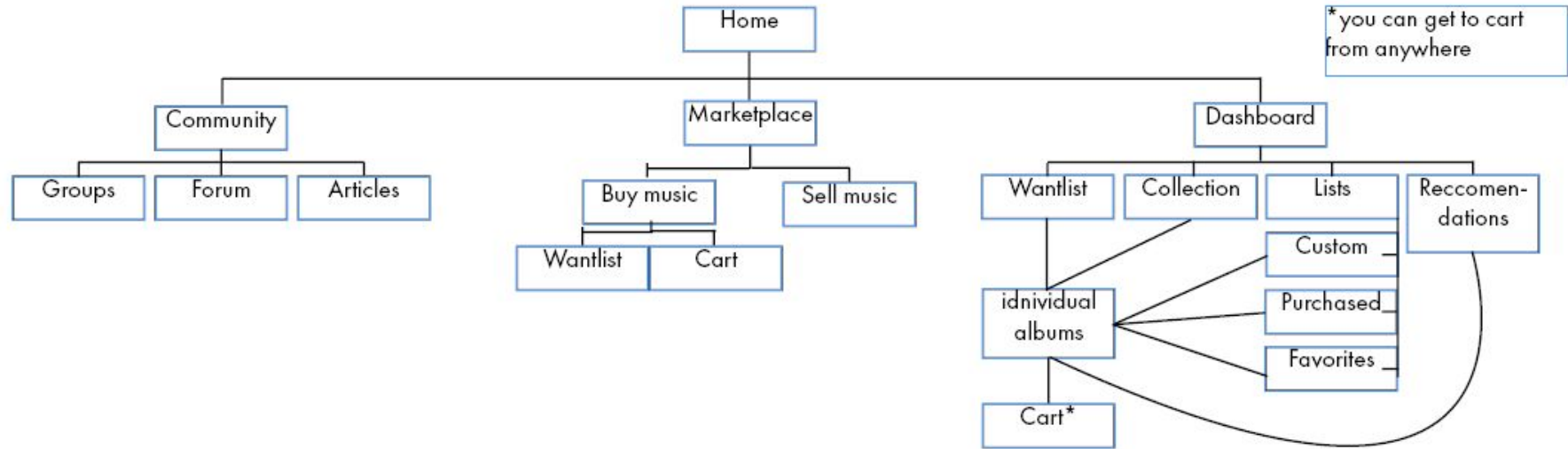
The only new page is the "Recommendations" Page, because most of the changes I implemented were to existing pages. I removed a page between "individual albums" and "Cart" because I found that it just repeated information, and the new information on that page could be condensed down and implemented into one page.

Tasks and Scenarios

I put forward 3 scenarios for the user to do.

a. Add any album to the Wantlist

b. "Buy" any album

c. Put any album into the cart and then empty the cart

I chose these 3 tasks in order to test if the path through the most common things to do is clear.

For the Scenarios, I used the same ones from the "Pain Points and Opportunities" section:

Daniel Larson 53 Years old Denver, CO. Bank Teller	Daniel enjoys collecting his favorite albums on different formats. He prefers to go to record stores to find albums, but he knows that they can be hard to find sometimes. He keeps track of his collection and his wishlist on Discogs. One day he hears a song from an album that he had forgotten about, and goes onto Discogs to buy a copy of it. He wants to find one in good condition for a reasonable price. Unfortunately, he cant remember the name of the album, just the name of the band and what the cover looked like.	Expectations: • Quick and easy searching • Clear layout • Reasonable prices
Sam Blanchard 21 Years old Bellingham, Wa. Student	Sam likes to collect records and visit record stores and antique shops to look for records he doesn't have. He never uses Discogs to buy anything because it's just not as fun as looking for it in a store. He uses it to categorize his collection and to keep track of albums he wants. Unfortunately, he has a hard time remembering what hes looking for while he's at the store, so he relies on his wantlist on Discogs to keep track of it. He always likes to find bands that he's never heard and he wants new recommendations. He goes onto Discogs to add an album onto his wantlist and to find some more to add as well.	Expectations: • Quick and easy searching • Clear layout • Reasonable prices • Recommendations

Lower-fi Iteration
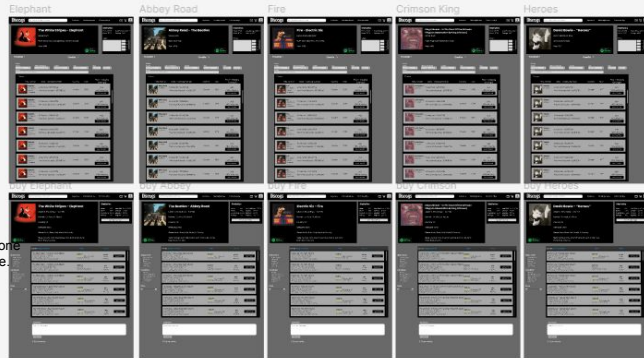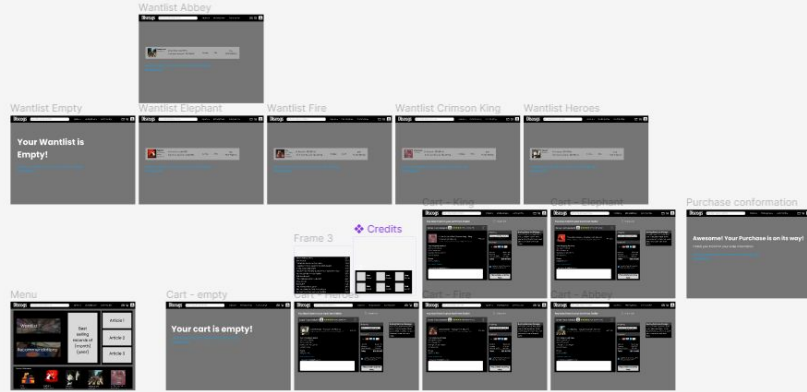
*Each page originally had one listing per page. The rest were added later
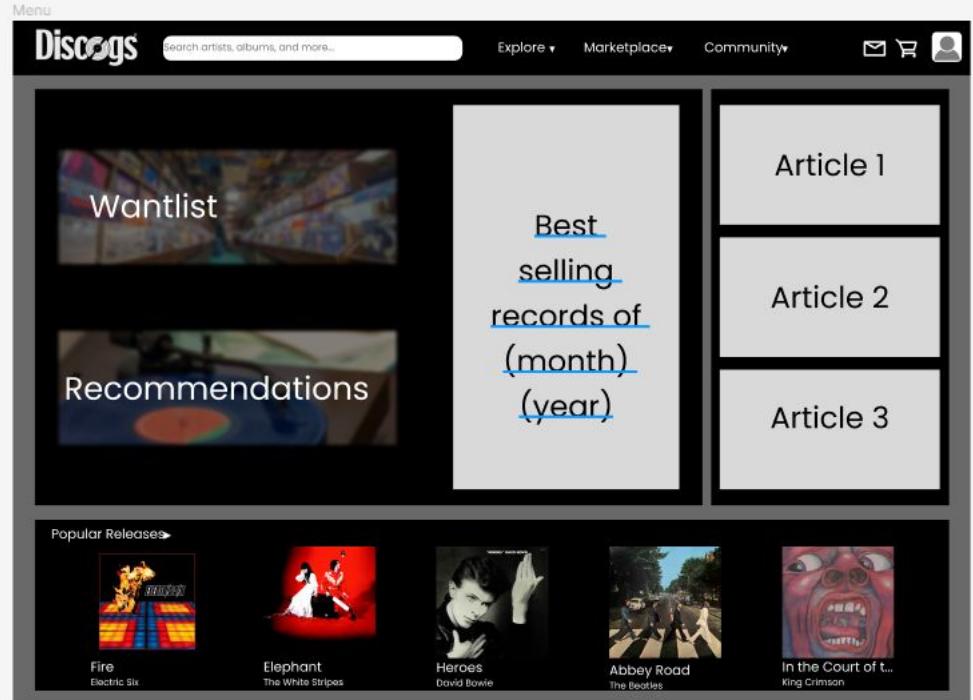
High-Fi Iteration
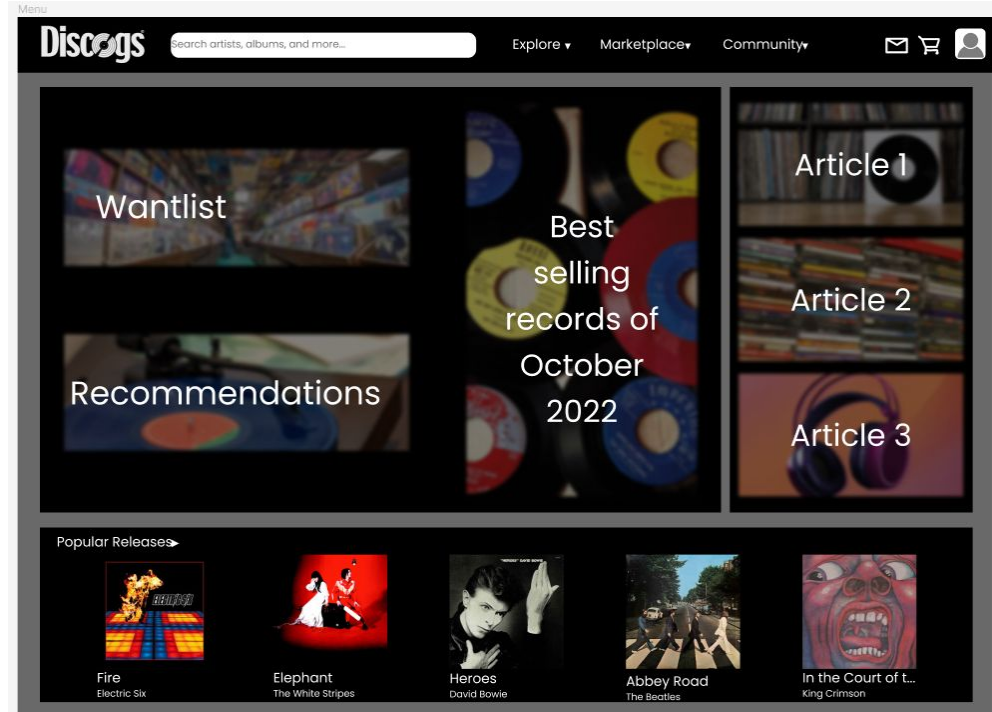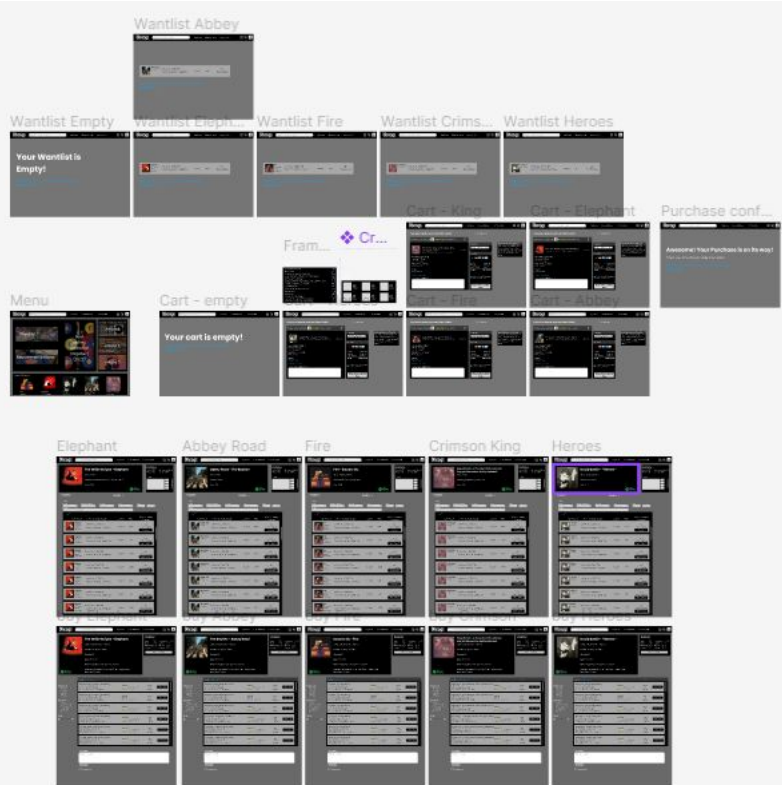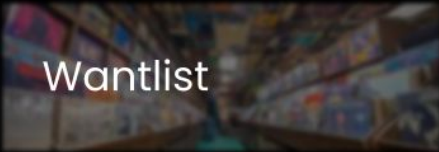
Testing and Analysis

I was able to get 3 people to test the Lower-fi prototype. I was in a call with them and asked them to go through each of the tasks and tell me what they were thinking as they were doing each task. They were all able to complete the tasks pretty easily. Their feedback mostly was that since there was only one listing per page, it was a little easy, and the front page looked didn't look right. Using this feedback, I increased the amount of listings for the pages and finished the front page. I had another 3 people test the high-fi version and they were all able to complete the tasks quite easily again. The main takeaway from that test is that everything just needed to be a bit more polished.

Discogs

Outcome

Final Product: Home

Final Product: Album Page

In the product page, I added more information about the record, such as the average price and shipping. I also improved the filters so that a user can find exactly what they are looking for. I also condensed the tracklist and credits down into dropdown menus in order to save space for the extra information, because this page was originally 2 different pages.
I also updated the look of the website to better match it's home screen. Originally everything but the home screen looked like early to mid 2000s Ebay.

Final Product: Album version Page

The only major change to this page is the look of it. I made each listing's information a bit clearer and the filters are easier to use.
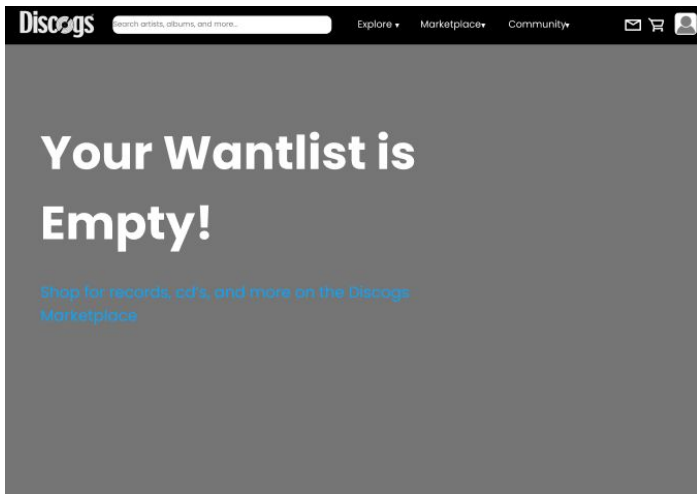
Final Product: Wantlist

Again, the only major change is the appearance. I did make everything simpler. I think in hindsight, this page would benefit from having a search or filter function
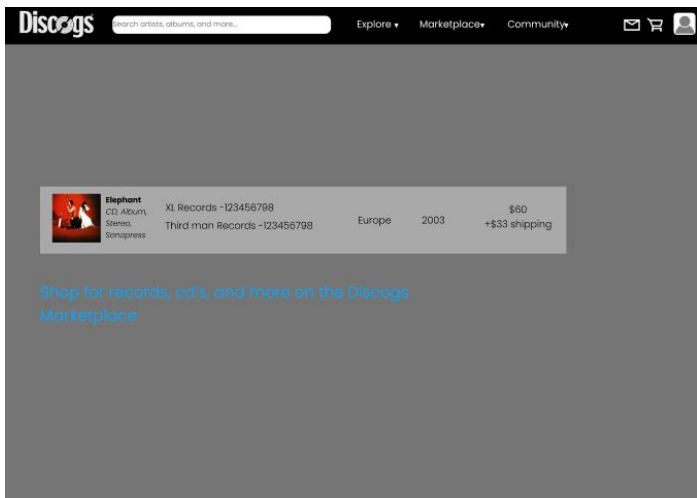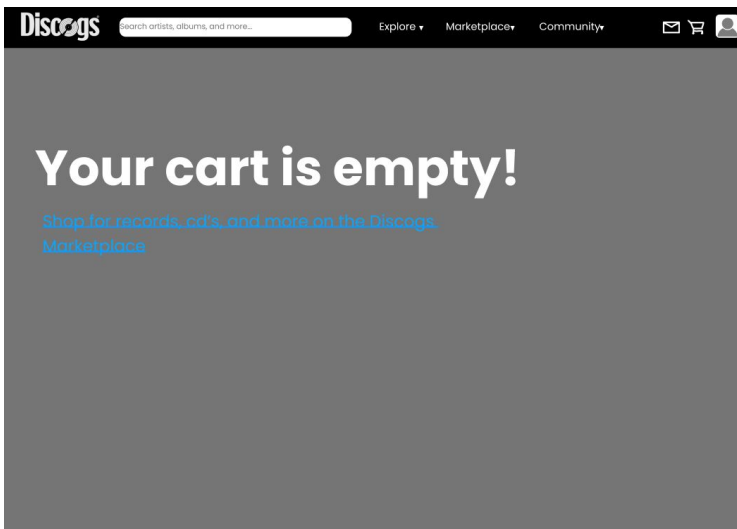
Final Product: Cart

The cart was the page that needed to be updated the most. The old version was probably the least professional part of the site. I added the post checkout screen to give the buyer a sense of accomplishment.

Your cart is empty!

Shop for records, cd's, and more on the Discogs Marketplace

You Have 1 Item in your Cart From 1 Seller

Empty Cart

Order From Seller01 ★★★★★ 100% positive (56)

The White Stripes - Elephant (LP, Album)
Media: Very Good (VG) / Sleeve: Very Good (VG) $60 USD

Your Shipping Address
Alex Record Buyer
123 N Street Ave.
Bellingham, Wa. 98225
United States

Phone
(555)123-4567

Change Shipping Information

Instructions for **Seller01** Optional

Shipping

Economy - Media Mail - $4.99 ▼
Delivery in 2 - 8 Business days

Payment

Subtotal $19.00 USD
Shipping $4.99 USD
Sales Tax (WA) $2.11 USD
Total   **$26.10 USD**

☑ I agree to Sales & Transaction Policy and Seller Terms

Place Order and Pay Now

Buying Items on Discogs
Your cart can hold items from many different sellers. When you're ready to check out, you'll place one order with each seller.

Awesome! Your Purchase is on its way!

Check your Email for your order information

Shop for records, cd's, and more on the Discogs Marketplace

Final Product Scenario/Story

Daniel Larson
53 Years old
Denver, CO.
Bank Teller

Daniel enjoys collecting his favorite albums on different formats. He prefers to go to record stores to find albums, but he knows that they can be hard to find sometimes. He keeps track of his collection and his wishlist on Discogs. One day he hears a song from an album that he had forgotten about, and goes onto Discogs to buy a copy of it. He wants to find one in good condition for a reasonable price. Unfortunately, he cant remember the name of the album, just the name of the band and what the cover looked like.

Expectations:
- Quick and easy searching
- Clear layout
- Reasonable prices

I chose to reuse this scenario because it encompases a realistic goal for an average user. The user hears the song "Seven Nation Army" and decides he wants to buy that album, but he can't remember the artist or the album name, so he goes onto discogs and searches for the song. Multiple different albums come up, but he knows that the first one that comes up is probably where it came from. The first one that comes up is "Elephant" by *The White Stripes.* The album page shows him the different versions of that album. He wants a record version, so he uses the filters to filter out the ones he does not want. He finds a version that has a reasonable average price and shipping. Next is the specific album page. He knows his price range, so he sets that and filters price from low to high. He can see the condition as well as the price+shipping, so it doesn't take too long to find one that is satisfactory. He clicks "add to cart" and it takes him to the cart. He completes the checkout. Ideally, this whole process should take less than 5 minutes.

Challenges

The biggest challenge was to update the look of the website. I eventually decided to mimic the home page with some slight tweaks. The other major challenge was to implement the recommendations page, which I was not able to do in a convincing way. I would need more time to figure out how it would look and function. Getting responses to my survey questions was also difficult.

Reflection

I learned the process it takes to redesign and ideate a website. I found that a properly done survey could mean the difference between a good finale product and a bad one. There were also some things that I could use in non-UX design, such as competitor benchmarking.

Vision/Future Goals

A 2.0 version of this product would include the recommendations page that would give recommendations based on the user's collections and wantlist. It would also include a possible change to the forums section of the website to make it easier to find relevant forum posts and threads and to possibly make it more of a social media based around analogue music.

The End

Thank you for your time and for viewing my case study of Discogs