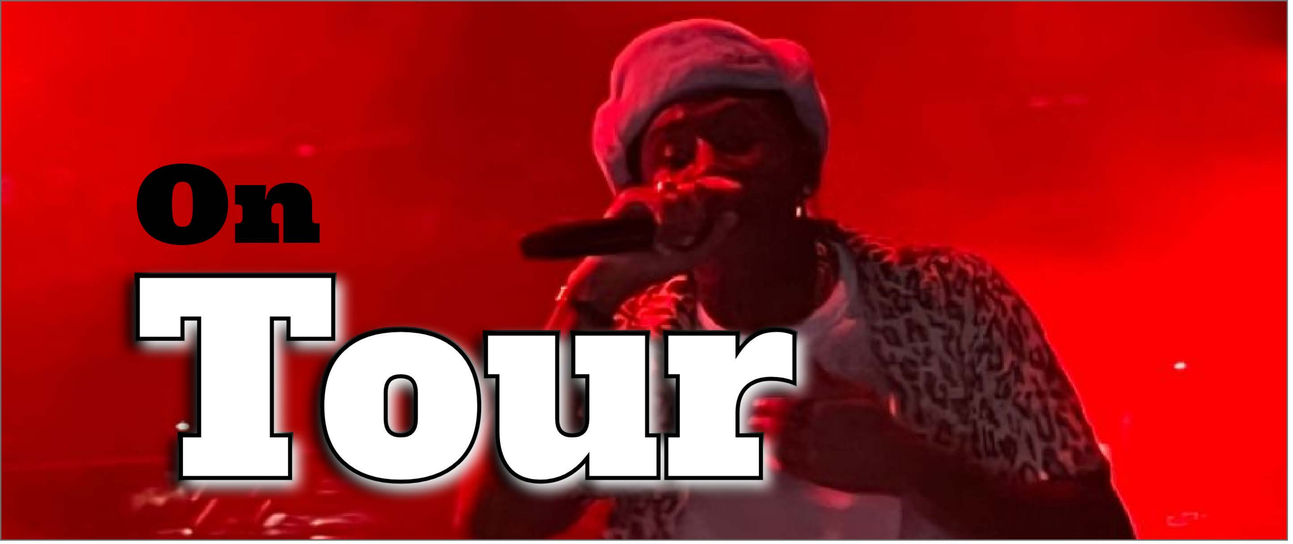
On Tour

By Jasmin “Jnique” Hamilton



On Tour is an Indie Artist trusted business partner that has full knowledge of their finances, tracks all revenue streams and strategizes budget plans for the artists to grow their music career.

Context

Currently, Indie Artists have an abundance of resources they can utilize to create and build a music career without a conventional record label.

There is now a shift where artist’s have control over their music and the business generated from it, but not all artist’s have a grasp of the business side of their career, especially finances.

Leading them to miss opportunities to generate and utilize revenue to fund their music careers effectively.

The Approach

On Tour gives a visual representation of an Artist’s revenue generated from their music . For an Indie Artist it forms an understanding of where their money comes in from, where it goes and how it can be utilized for projects, marketing, touring etc. that would overall help grow their music career.

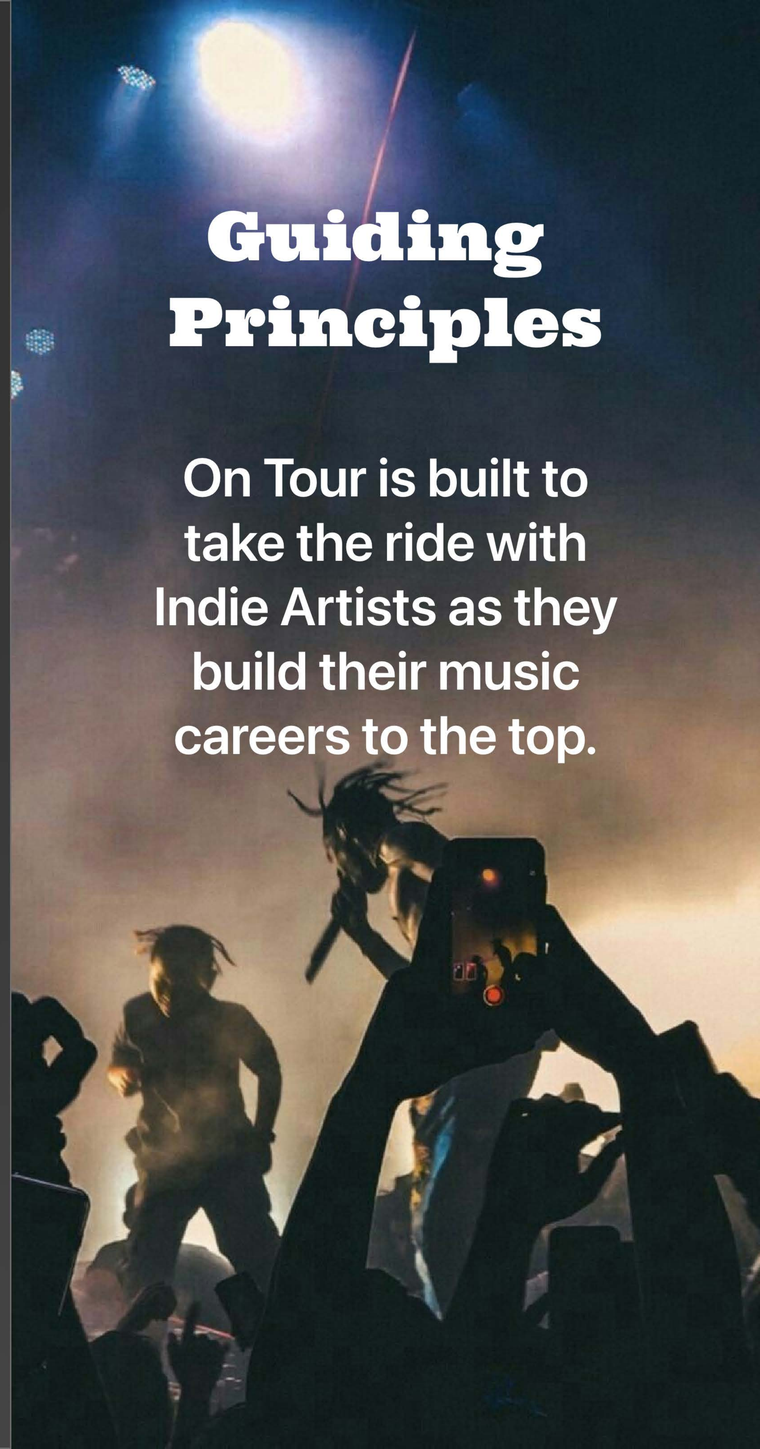
On Tour is ...

Your Right Hand: On Tour is a member of your team. Right alongside you, building with you so your career grows.

Transparent: On Tour will lay out all your numbers. Providing clarity to where your money moves, how it happens and why.

Strategic: On Tour helps Indie artists execute on career goals, by creating plans to reach finance strides, so artists can reinvest in their music.

Authentic: On Tour is true to the essence of being independent by providing functionality specific to an artist's financial goals, and formalizing financial plans based on the stage of an artist's music career.



Guiding Principles

On Tour is built to take the ride with Indie Artists as they build their music careers to the top.

User Flow #1 Onboarding

The onboarding process for On Tour, is meant to collect data entered by an Artist regarding career metrics and revenue to create a personalized profile that provides Financial Plans specific to an artist's career goals.

User
Flow 1: Choose A Stage (Onboarding)

Home Landing Page
Home Page, Is the landing page for both new and returning users.
Users can login or Join.

Loading
Loading, Intro to defining your music career.

Career Metrics X3
Career Metrics Screens, users will select answers for a variety of metrics, so a financial plan can be generated.

Loading
Loading, Financial plans are being generated based on the data a user input for career metrics.

Choose A Plan
Choose A Plan, Users can choose a financial plan for their career.

Loading
Loading, Explanation on what "Choose A Stage" is.

Choose A Stage
Choose A Stage, Users can pick an account type, based on functionality and features.

Create Profile
Create Profile, Once users select a Finicial Plan, and Choose a stage. Users will enter Artist Name, Email, and Password.

Loading
Loading, Signify's to users they are now joining On tour, and about to enter the platform.

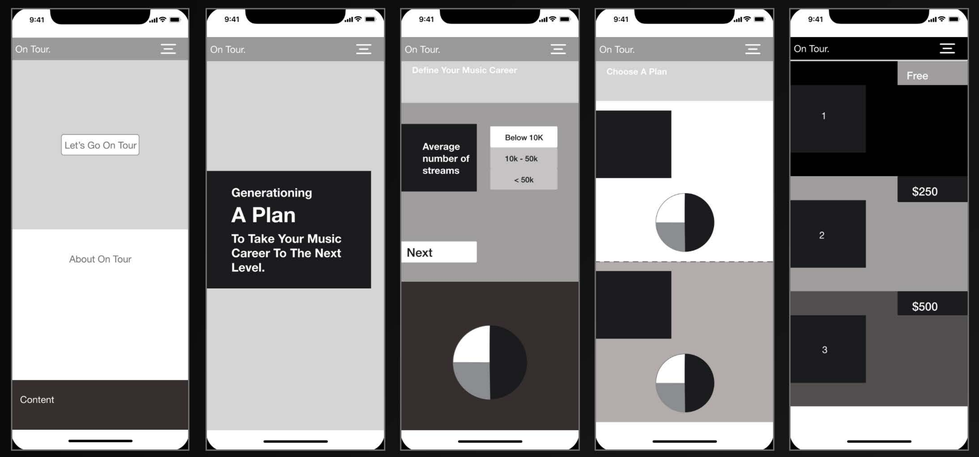
User Dashboard
User Dashboard, Landing page for new and returning users once they create an account.

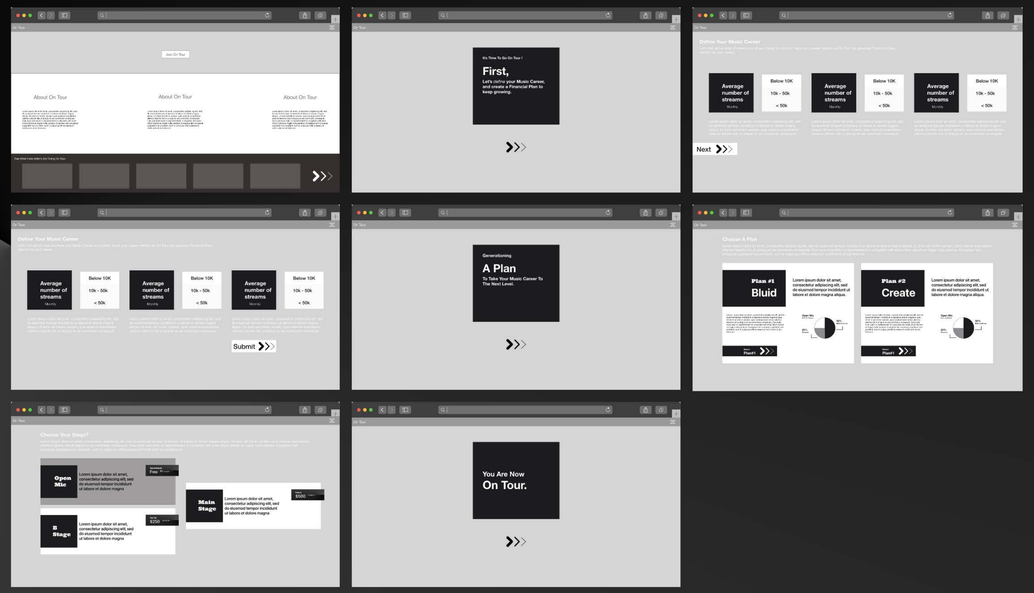
Low Fid Wireframes

The user flow for the onboarding process must be efficient and not drawn out.

The purpose is to create a personalized profile for the user, but not discourage or deviate them from successfully joining On Tour because the process takes too long.

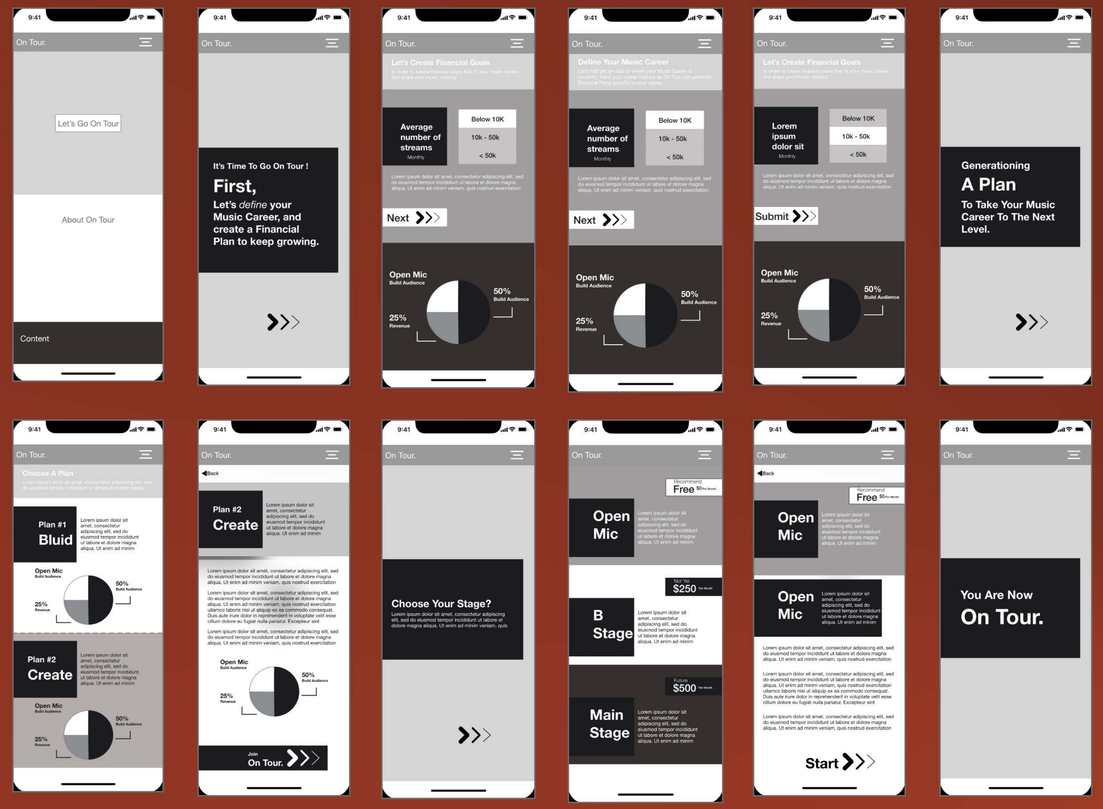
User Flow #1 Onboarding

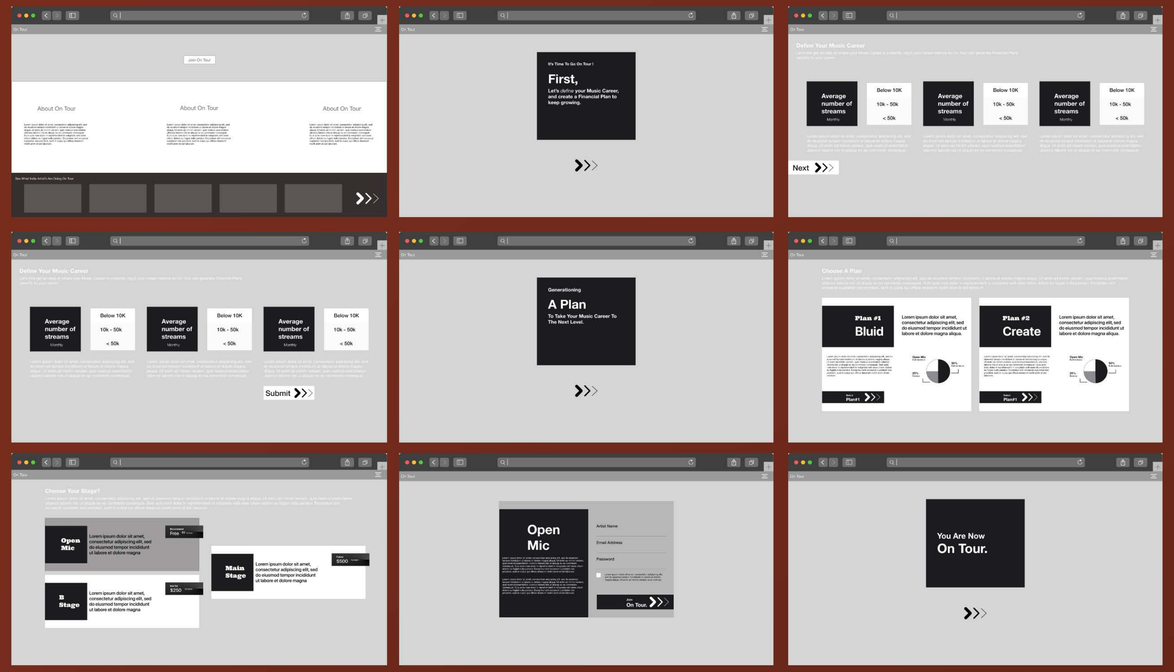




Mid Fid Wireframes

Mobile Wireframes





Desktop Wireframes

User Testing

Scenario

You're an Indie Artist ready to join On Tour. First, you want to see a personalized Financial Plan based on your career's revenue and expenses, then choose an On Tour account that fit's your career needs best. Join On Tour.

Click Here For Prototype

User Feedback

Participant# 1

The flow is easy to understand, but it looks like it is written in a different language.

Participant# 2

Figured out how to make it through the process, but more directions or instructions would be helpful.

Participant# 3

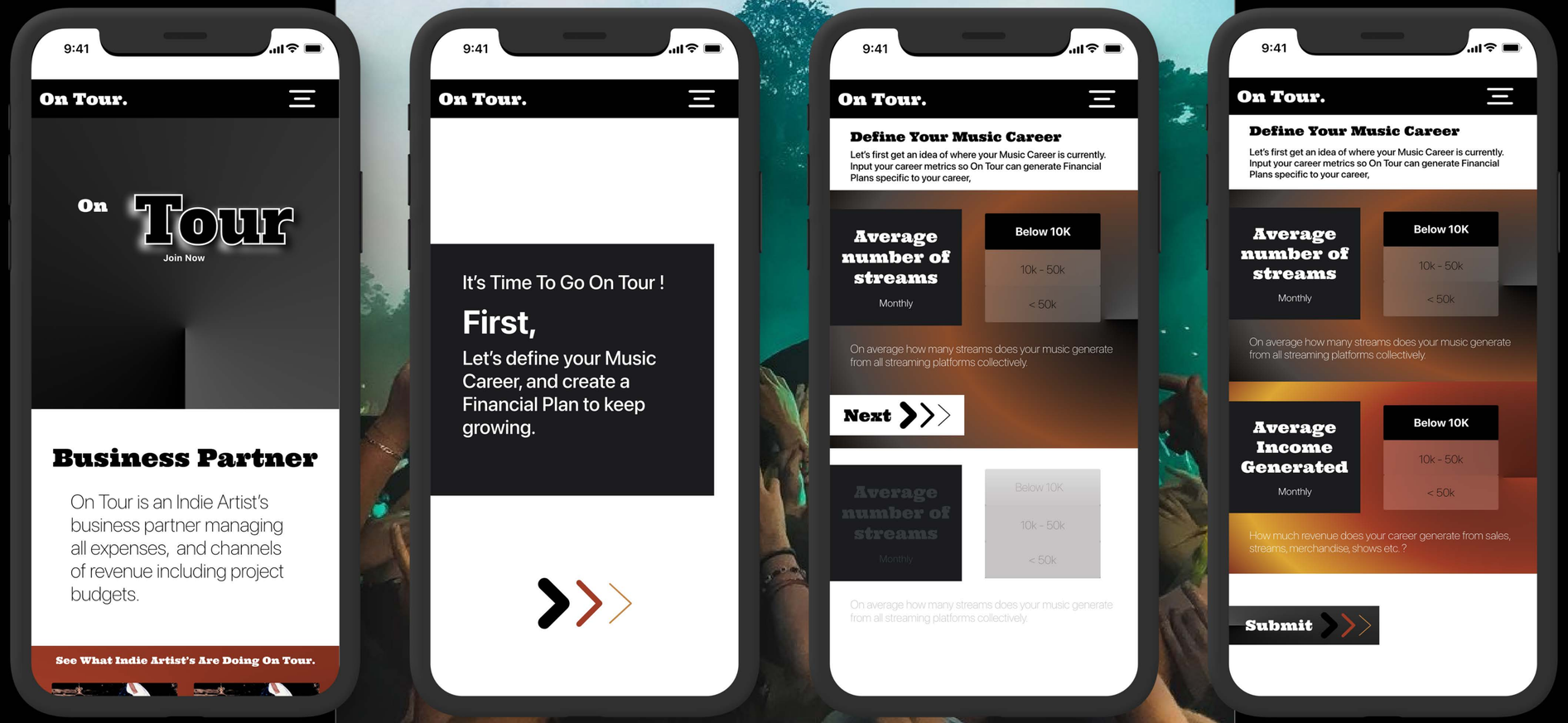
It's difficult to know what to do, because there isn't any directions.

Final Mobile Screens

Based on User Feedback The "Filler Text" really confused users, but they were able to successfully complete the task based on the visual components of the UI design.

The User Feedback also shows that it is important for the content, or text to provide direction and information so users have clarity on what is expected of them to do next.

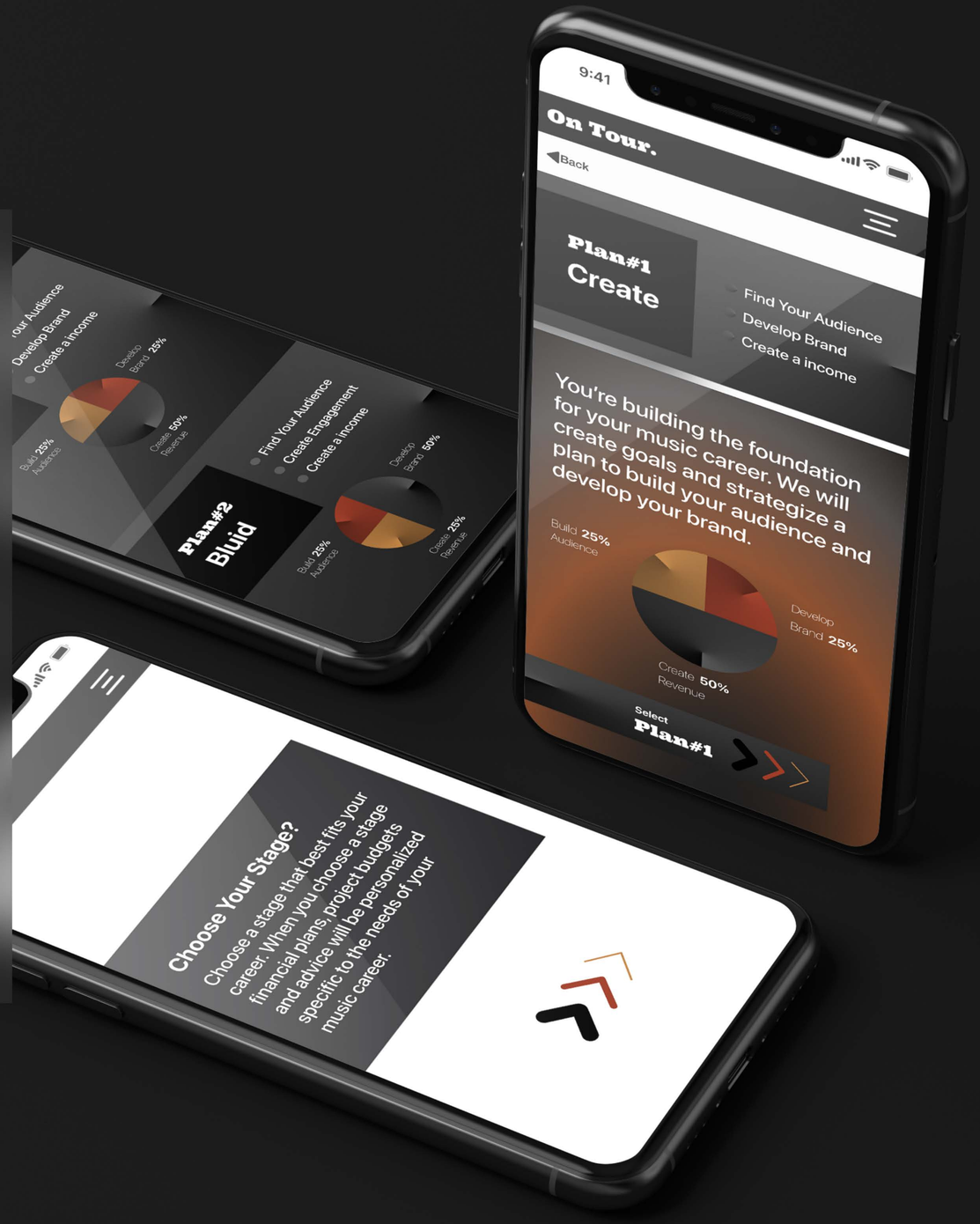
On the "Loading Screens" the descriptions are detailed, so a user knows what is going to happen next.



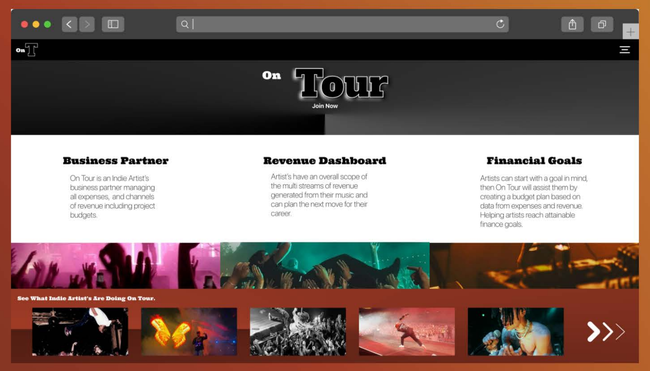
Artists will provide the metrics of their music career, by answering various questions regarding music streams, revenue etc.

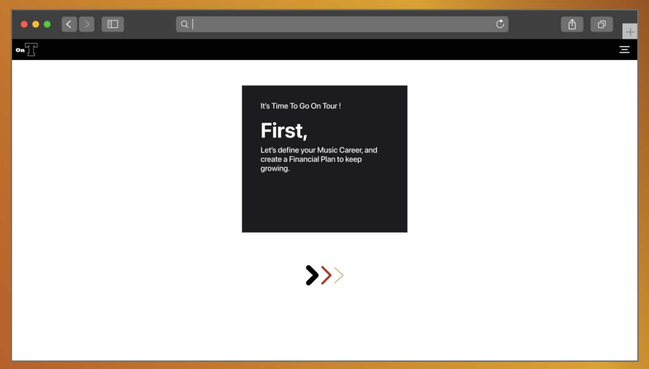
Artists will then choose a financial plan that best suits their career goals.

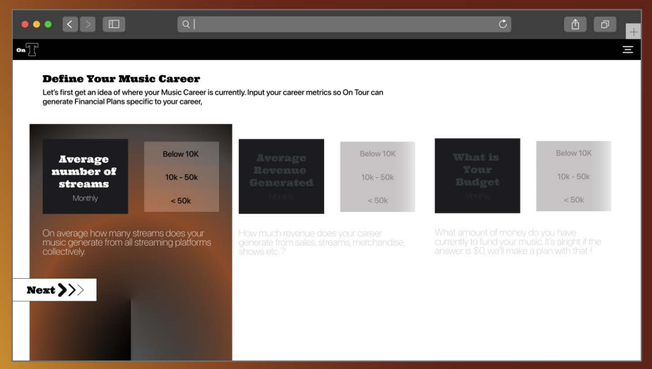
Once a financial plan is selected, artists will “choose a stage” for their profile account.

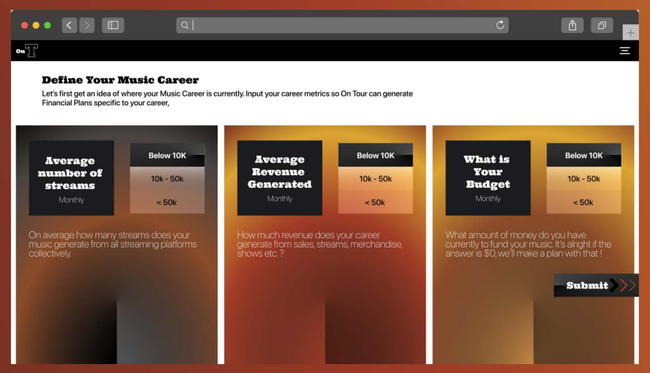


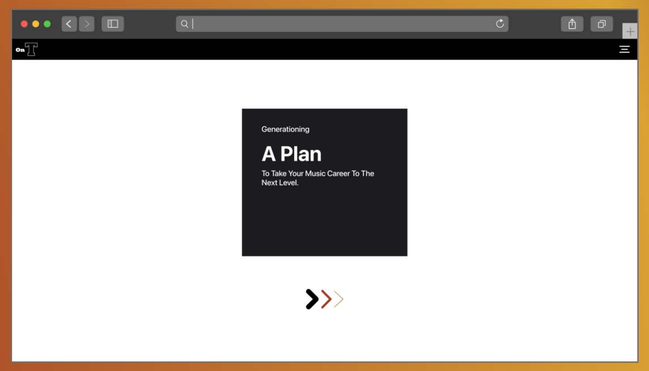
Final Desktop Screens

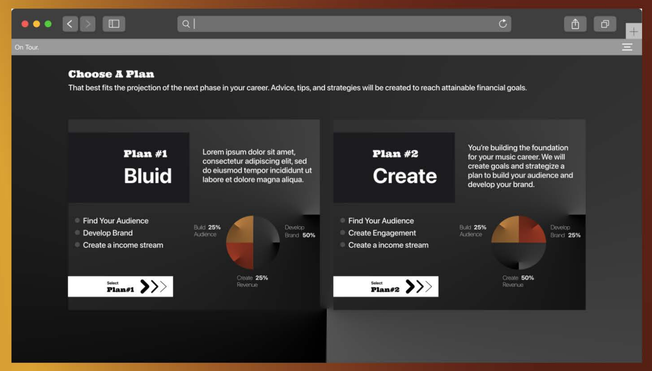


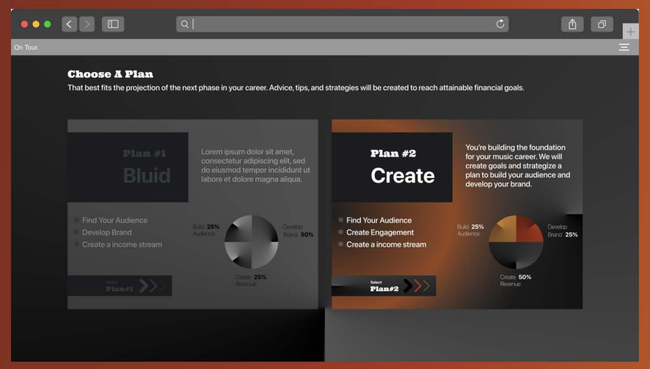


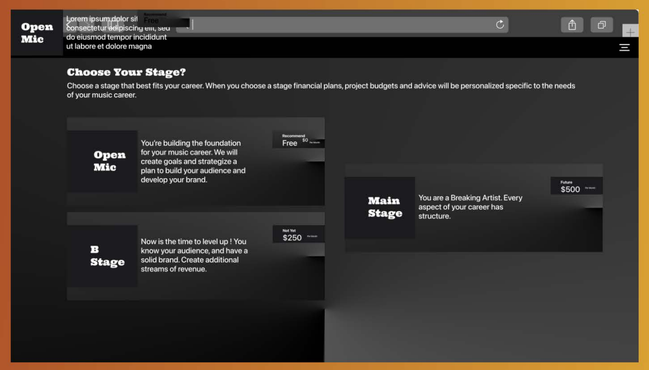


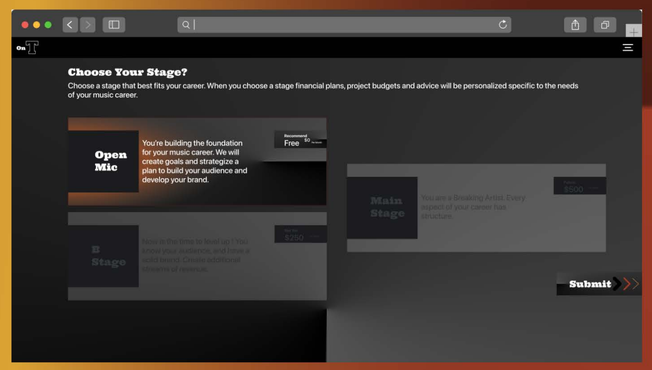


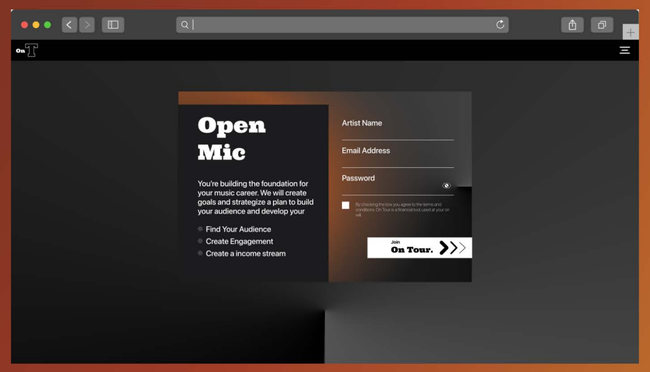


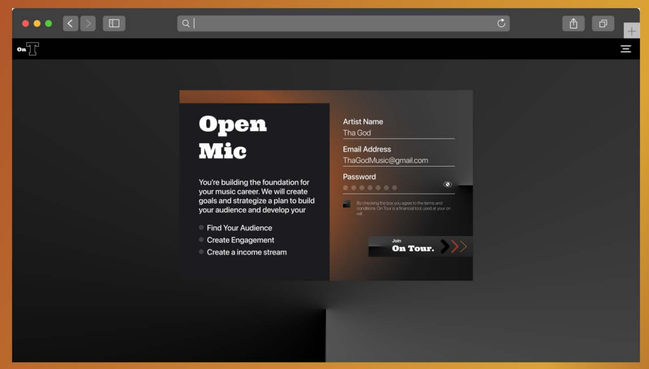


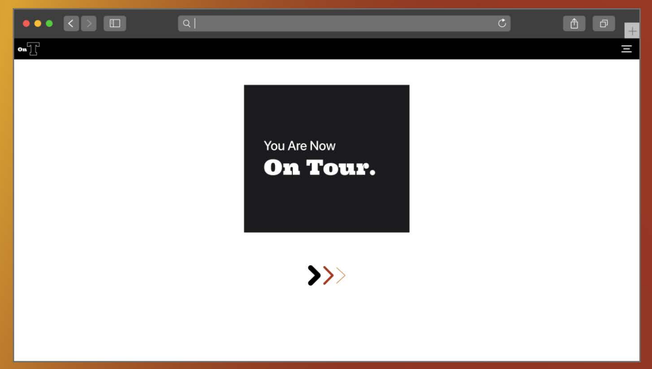


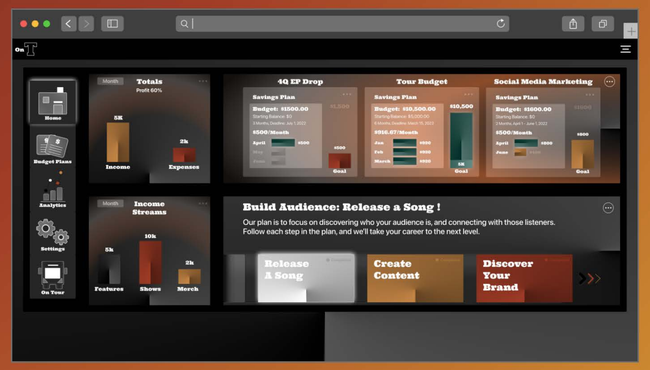












After an artist chooses a stage for their profile, they will enter basic credentials such as artist name, email address and password to complete the creation of their account.

When Artists join On Tour for the first time or are returning users, the landing page is their financial dashboard.

What's Next?

Conduct UX research for On Tour, which would be very beneficial to the future development of the application.

This way the features provided can be most effective for Indie Artists. Also, the information can be reflective of the current state of how Indie Artists operate and develop financial strategies based on resources that they can tap into now to accomplish realistic career goals.

Such as branding, digital real estate, web 3, merchandising, social media marketing, etc.