

DGMD E-23 Winter 2019 Assignment 2 Turn-In Sheet

Refer to the assignment for details on these requirements! Details are not fully described in this sheet.

Class 5

My content is rewritten from an existing site (<https://bitmidi.com/>)

Please post copy here, even if you used it in your wireframes.

- A. At least one page where the main content is text-heavy (at least 4 paragraphs of text, can be more) - This might appear on a portion of the About page:
 - a. BitMidi is the world's most powerful MIDI discovery platform on the web — a place where musicians can explore and cultivate their genius. We aim to bridge the gap between discovery and experimentation. Your musical journey lives here.
 - b. With BitMidi, it's easy to find the MIDI files you need for any occasion. So, whether you're exploring music compositions, sharing your creations, or downloading MIDI files for sheet music software, we've got you covered.
 - c. Our team of open source developers wish only to empower music enthusiasts with tools to help hone their craft and connect with peers along the way. This site is free, and always will be. And every feature we design is inspired from what our community demands.
 - d. Join us. Help us. Be us. Create an account or listen for free. Leave a like or make a suggestion. Your contributions are what make this site the best place to be.
 - B. At least one page with where the main content is minimal (1 paragraph or less -- in other words, for what text there is, it must be effective -- contact forms are often a good choice, or an image gallery)
 - a. Image Gallery: These phrases may be sprinkled throughout the About and/or the front page.
 - i. Quickly browse your favorite composers
 - ii. Discover MIDIs you'll love
 - iii. Get the Ins and Outs of MIDI tech with our tutorials
 - iv. Feed your nostalgia with sounds from the early web
 - C. One example of microcopy: sidebar text, form text, error messages, or something similar
 - a. Menu text: About Us – Login – Donate – Discover
 - b. Gallery (Genre) text: Classical – Jazz – (TV &) Movies* – Games – DESI – K-POP – Electronic – Avant-Garde – Web
- * “TV &” only appears in full spread (desktop) version of responsive design.

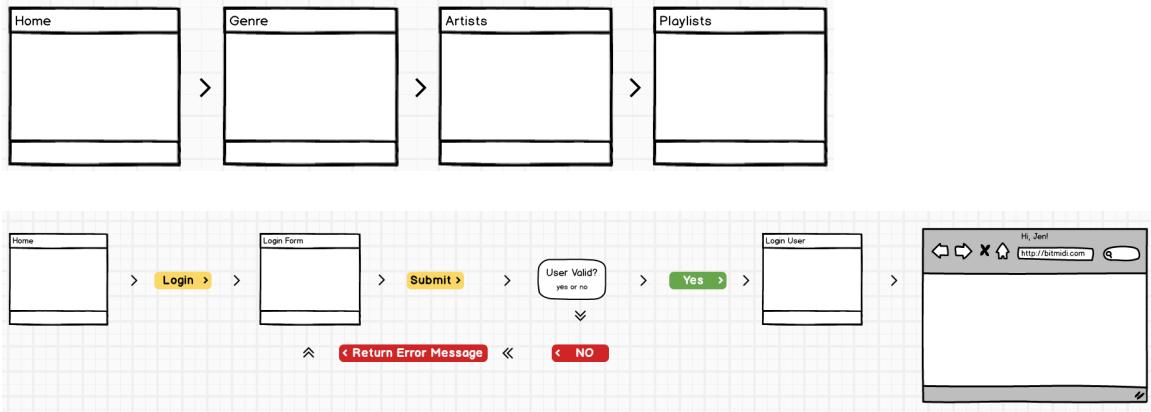
D. User Journey, persona #1

- a. My primary persona has been changed. It is now Pakia Vang, my once secondary persona. She represents a more common visitor of BitMidi.
- b. Pakia Vang's User Journey:
 - i. She searches Google: "Bach Cello Suites MIDI files"
 - ii. She sees BitMidi's site summary in the results: "The World's Premier MIDI Playlists"
 - iii. She clicks on www.bitmidi.com/
 - iv. She sees music organized by genre and notices the "Classical" genre.
 - v. She clicks on "Classical" and notices a panel of artists with Bach front and center.
 - vi. Below she sees a list of playlists populated with Bach pieces by style.
 - vii. She clicks on "Cello Suites" by Bach and finds the piece for recital.

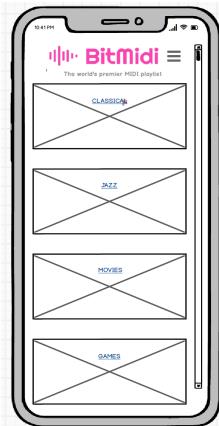
Class 6

NOTE: Wireframes may overlap with the user testing portion of the assignment. Point me to the right wireframe for these requirements, or repost them here.

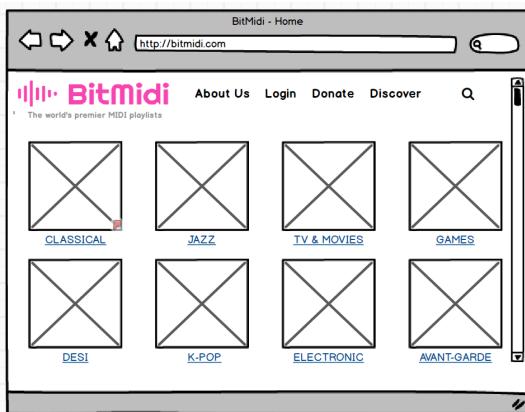
A. One workflow methodology (two given)



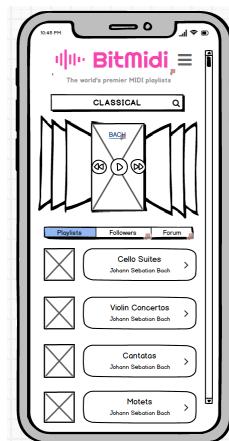
B. Wireframe #1 (home/device of your choice)



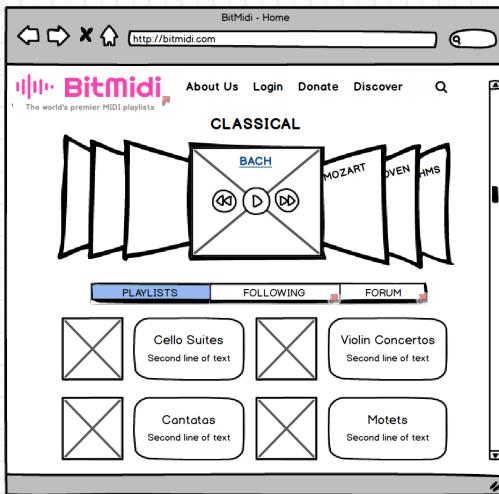
C. Wireframe #2 (home/other device)



D. Wireframe #3 (inside/device of your choice)



D. Wireframe #4 (inside/other device)



Class 7 & 8

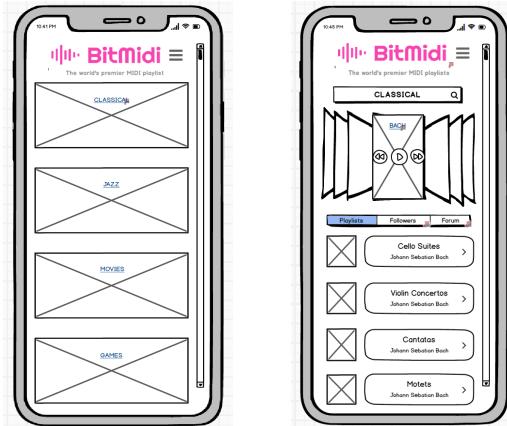
- A. List of prioritized tasks, persona #1
 - a. Find MIDI files that function properly and are easy to use.
 - b. Discover a MIDI site that's safe and simple to navigate.
 - c. Explore classical MIDI files.
 - d. Connect with other fans of your favorite artists by using a forum.
 - e. Find a large body of MIDI files related to Bach music.
 - f. Locate a set of MIDI files dedicated to Bach's Cello Suites.

- B. Testing scenario 1, persona #1 (for competitor site)
 - a. You've heard of Spotify, and you generally know that it's a music streaming company. You want to find classical music to play while you complete your homework, and you've heard from your smartest friends that Bach is the best accompaniment. Use Spotify's website (www.spotify.com/) to find a collection of pieces to study to by Johann Sebastian Bach.

- C. Testing scenario 2, persona #1 (for wireframes)
 - a. You have a recital in three months, and you're learning a new piece of music – one from Bach's Cello Suites. You'll begin preparations by using MIDI powered sheet music, but you need to find the right MIDI file first. Use BitMidi's website (www.bitmidi.com/) to find a collection of pieces by Johann Sebastian Bach and locate Bach's Cello Suites.

- D. Testing scenario 3, persona #1 (not tested)
 - a. You've just started to learn about midi files, and you would like to ask your own questions about the technology. Find an area on BitMidi where you can post your questions.

- E. Wireframes for persona #1, scenario #2



F. Testing scenario, persona #2 (not tested)

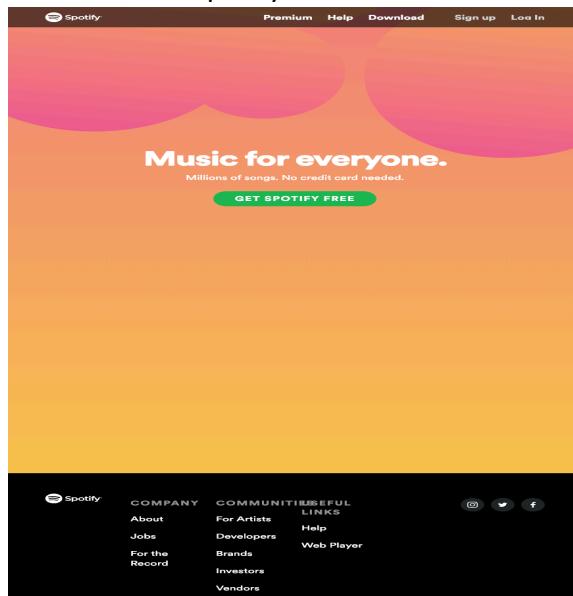
- a. You're a graduate student studying data science at Stanford University. You need a lot of MIDI data for your dissertation, and you want to see if BitMidi would give you permission to scrape their site for academic use. On BitMidi's website, find information regarding download permissions.

G. Testing scenario, persona #3 (not tested)

- a. You're a front-end web engineer, and you love the web of the 90's. The MIDI sound files prevalent at the time are fun and nostalgic. One day, you see a tweet from BitMidi that seems to share your infatuation. You click on the tweet and visit the website. Find a group of MIDI files related to the web that could potentially bring back some fond memories.

H. Usability test notes photo(s), competitor site

Spotify - Home



Spotify – Web Player Click Results

The screenshot shows the Spotify web player interface. On the left, there's a sidebar with the Spotify logo, a search bar, navigation links for 'Home' and 'Your Library', and buttons for 'SIGN UP' and 'LOG IN'. Below these are 'Cookies' and 'Privacy' links. The main content area has a dark background with the title 'Into the night' at the top. Below it, there are two rows of five items each. The first row includes 'Techno Bunker', 'Quiet Hours', 'Moonlight Bumps', 'Rock Party', and 'Late Night Vibes'. The second row includes 'Silk Sheets', 'Exospheres', 'Mega Hit Mix', and 'Vibras'. Each item has a small thumbnail image and a title below it.

Spotify – Bach Search Results

The screenshot shows the Spotify web player interface after searching for 'bach'. The left sidebar is identical to the previous screenshot. The main content area has a dark background with the search term 'bach' at the top. Below it, there's a section titled 'Artists' featuring six circular profile pictures. From top-left to bottom-right, the profiles are: Johann Sebastian Bach (a portrait painting), Bachman-Turner Overdrive (a group photo), Tal Bachman (a close-up of a person's face), Bachata Heightz (a stylized logo), Carl Philipp Emanuel Bach (a portrait painting), and El Chaval de la Bachata (a person in a dark t-shirt). Each profile has a name and a short description below it.

Mike's Observer Notes

- Starts looking for a search bar to find his music, but there isn't one after looking over the site.
- Assumes users with accounts might see more, but is frustrated he cannot without signing up first. Needing an account to listen to the music is expected, but not needing one just to view/search the music library.
- Sees a web player link buried in the useful links section of the footer. Click on it for lack of any better options (basically a guess)
- Clicking on web player brings it to the actual spotify app with music
- Click on discover within the web player to try and find the search or a playlist
- No search clear on that page, but themed playlists. Similar to the users expected mental model (iTunes)
- Finds search on the upper left nav bar. There is no search bar, just the magnifying glass icon and the word search. Clicking on it brings up the search bar. User missed this before as they were quickly scanning for an actual search field.
- Searching Bach brings up lots of content (songs, artists, playlists, podcasts, etc). Bach's artist page is clear and above the fold, easy to click on and get to his music page, per the task.
- Task success!

General Notes – the landing site is unintuitive and basically just one big stylized call to action to register – not what the user is looking for! Calls to action are fine, but he also wanted information to see what they have before moving to the signup stage. User eventually found it after guessing, however if he didn't know what spotify was and that they did have music somewhere, he may have called it quits right there and never done the extra work needed to find it.

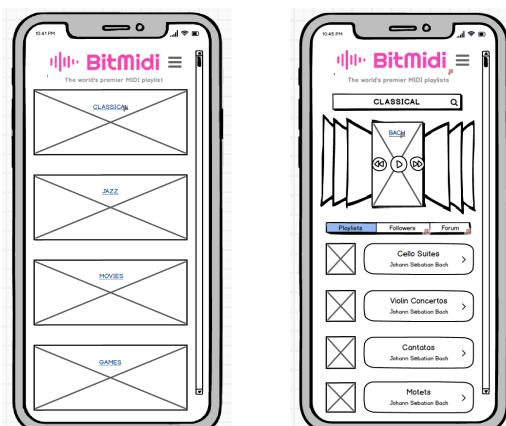
Lack of search or library field was a turn off. The web player, once found, contained the desired information and follows the itunes mental model user was familiar with. Search was still not immediately apparent but was eventually found. Searching itself was intuitive for the user, but the position of the search bar should be more obvious.

Jeremiah testing Spotify

Objective: Find Bach's pieces

1. Looked for Search bar upon getting to Spotify
2. Scrolled up and down of the Nav menu, to learn the site and find search bar.
3. Looked at bottom Nav menu → Saw Web Player and thought that's where he can find it
4. Went to Discover → Showed an Afternoon playlist
5. On the left menu, he observed the search button
6. Type Bach on Search.
7. Saw list of Songs first, then scroll down to Artists, Albums, and observed a whole lot of different material
8. He clicked on Bach the Artists, task accomplished

I. Usability test notes photo(s), your wireframes



Mike's Observer Notes

(testing mobile version)

- Genres on the homepage are clear, though rather than go into Classical and look for Bach, user would rather find a search bar and lookup Bach directly.
- Would use the hamburger mobile nav to find the search and default to using that, if available.
- Assuming no search (not there yet in wireframe), user goes to Classical genre page.
- Swiping through different artists within the classical page was intuitive for user, easily found Bach and got the song he wanted.
- Test success!

Jeremiah testing Jordan's mobile wireframe

1. Looked at what pops up on the home page
2. Saw different categories of music
3. Tried to scroll down to look for search feature
4. Jeremiah does not want to go through categories to find the specific artists
5. Clicked on Classical
6. Use Carousel to find Bach, and clicked play