

A concert merchandise app and website for the Punk band.

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Project overview



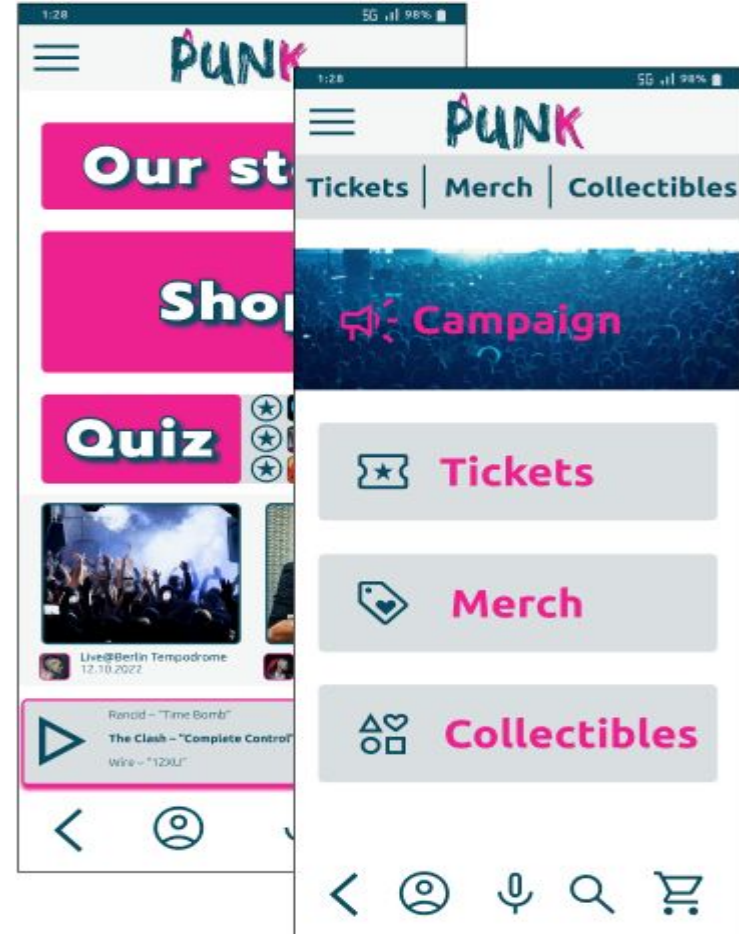
The product:

The purpose of the Punk is to help people to engage more with the band called "Punk" and to purchase their merch. The idea strives to stand out in the market and increase customer satisfaction.



Project duration:

October to December 2022



Project overview



The problem:

Busy adults and teenagers who lack time and interest to support their Punk band hobby.



The goal:

Design an app and website for Punk Band that combines online shop and an interactive environment to keep users interested.

Project overview



My role:

UX designer designing an idea from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who need clear and simple solution to support their Punk band hobby and save their time.

This user group confirmed initial assumptions about Punk band fans, but research also revealed other needed add-ons to keep users interest at peak over time.

User research: pain points

1

Time

Working adults are too busy to search and purchase tickets online.

2

Interest boost

Users interest tend to fall over time.
Combination of online shop and regular leisure.

3

Item variations

Petite people need items suitable for them.
People with higher income needs valuable products.

4

Empathy with band

Potential and existing users need opportunity to feel closer to band.

Persona: Amelia

Problem statement:

Amelia is a teenager who needs fun add-ons in the application because they keep her interested.



Amelia Nowak

Age: 16

Education: High school student

Hometown: Lublin, Poland

Family: Dad and older sister

Occupation: Full time student

"I like doing things in my own way - it gives me ultimate freedom and a sense of individuality."

Goals

- Determined to never skip the monthly in-app quiz
- Likes to surprise her family with band shirts
- Interested in backstage clips as has a slight crush on lead singer

Frustrations

- Sometimes band merch is sold out too quickly
- Shirt sizing is too big and wearable only as oversize
- App tend to lag when using public Wi-Fi

Amelia's love for punk is a shared family hobby that helps to develop musical taste as well as stand out among other teenagers. Once a week on Sunday mornings the whole family dresses up and gathers in the garage to play musical instruments for fun.

Persona: Lars

Problem statement:

Lars is a versatile adult who takes great functionality as a must, but needs something extra to take his experience to the next level.



Lars Olsen

Age: 41
Education: Bachelor of Science in IT
Hometown: Moss, Norway
Family: Single
Occupation: AI Engineer at startup

"To me, life is the freedom to create, freedom to be successful, freedom to not be successful, freedom to be who you are. It's freedom."

Goals

- Likes saving time by buying concert tickets online
- Enjoys option to check band's tour schedule as it gives opportunity to plan ahead

Frustrations

- Canceled, postponed or rescheduled events
- No collectible merch options as vinyl records, signed posters or small figurines

Lars is rebel in heart and Punk band fan by choice. Likes to travel across Europe and attend concerts. Plans his trips ahead - his main frustration is when concert is canceled or postponed. Lars likes to collect valuable items and hopes that one day he will be able to extend his collection with Punk band items as well.

User journey map

Mapping Amelia's user journey revealed how helpful it would be for users to have access to a dedicated Punk band merchandise app.

Persona: Amelia

Goal: An easy way to order a Punk band merchandise with home delivery.

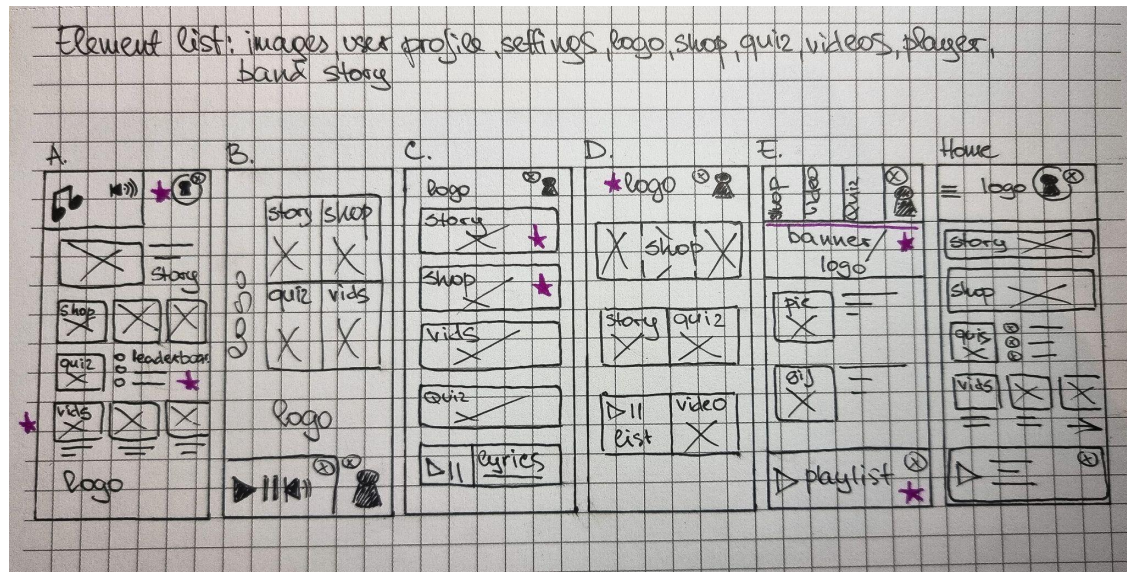
ACTION	Select online shop	Browse items	Place order	Complete order	Receive order
TASK LIST	A. Decide on merch type B. Search for item in browser C. Select an online shop	A. Browse available products B. Select suitable item C. Select size, color and quantity	A. Add item to cart B. Revise order C. Place order	A. Confirm order B. Provide payment information C. Decide on delivery method D. Make payment	A. Wait for order to be delivered B. Inspect order C. Enjoy purchased item
EMOTIONS	Overwhelmed by number of options Excited to find item that they like	Annoyed at large amounts of items displayed together	Anxious about revising order	Frustrated at having to find bank card to get card number needed for payment	Happy to get the item
IMPROVEMENT OPPORTUNITIES	Create a mobile app for Punk band merchandise	Provide search filter Optimize app for screen reader technologies and add voice control	Provide a simple check out flow	Add different payment options Add estimated delivery time Send automatic order confirmation email	Include a rewards program

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen on paper ensured that the elements that made it to digital wireframe would be well-suited for the users.



Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Added music player what plays band members playlists allows users to connect emotionally.



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

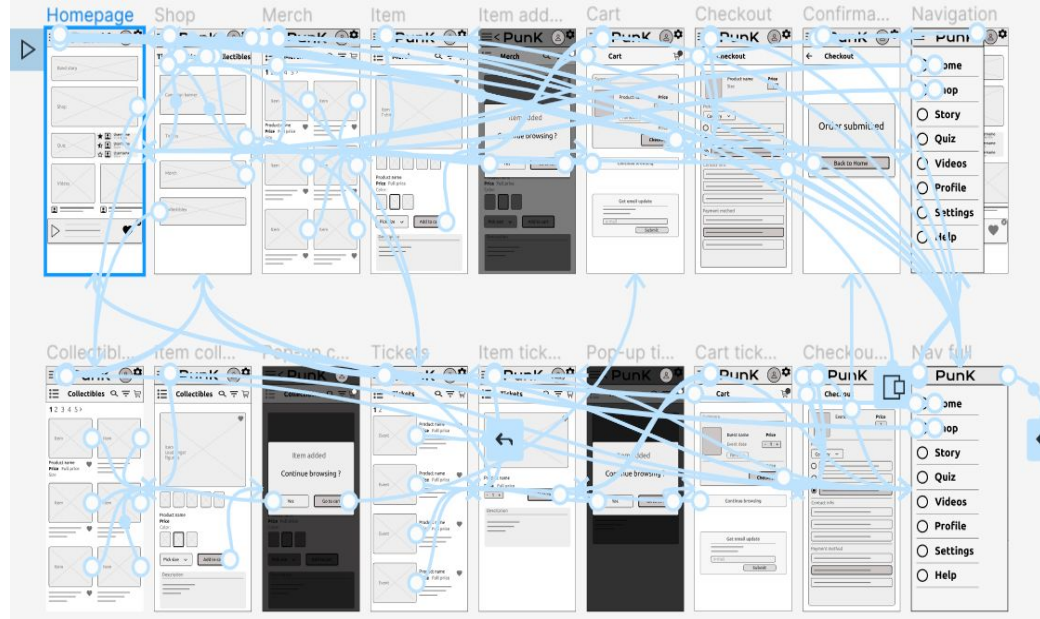
Easy access to navigation that's screen reader friendly.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of online shop so the prototype could be used in a usability study with users.

View the Punk app [low-fidelity prototype](#) and website [low-fidelity prototype](#).



Usability study: findings

Round 1 findings

- 1 Users need additional language options
- 2 Users need additional button to make final payment step clearer

Round 2 findings

- 1 Users need an additional path to get to the item view
- 2 Users need simplicity in the interface to feel comfortable

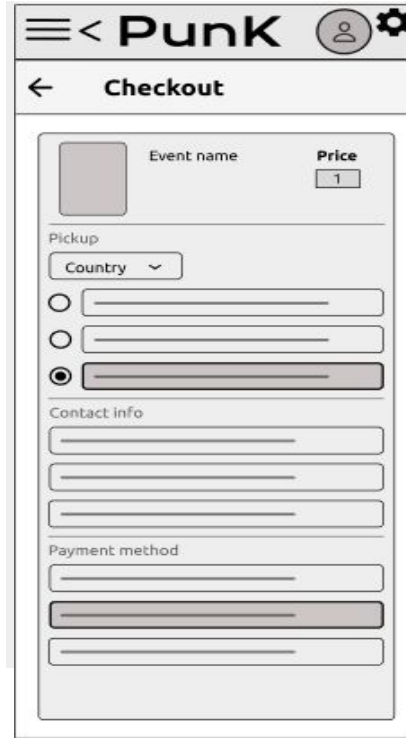
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

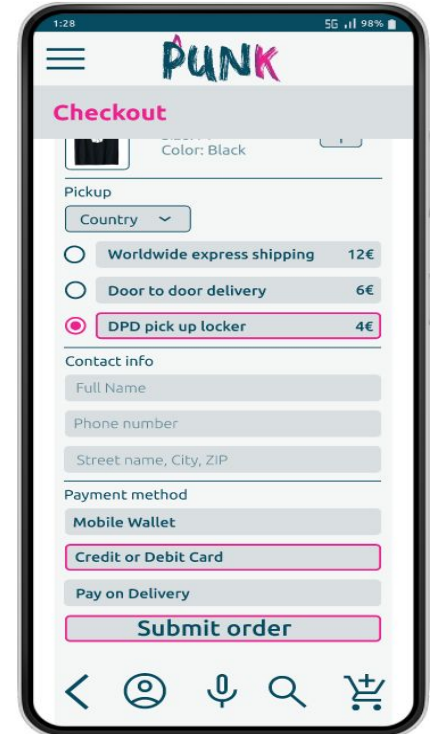
Early designs allowed to make payment right after choosing suitable method but had no option to rethink. Additional button added needed clarification for the users.

Before usability study



The early checkout mockup for the Punk app is a vertical form. At the top, it features a hamburger menu, a back arrow, the brand name 'Punk', a user profile icon, and a settings gear. Below this is a 'Checkout' header with a back arrow. The main form is divided into sections: 'Event name' with a placeholder image and a 'Price' field showing '1'; 'Pickup' with a 'Country' dropdown and three radio button options; 'Contact info' with three text input fields; and 'Payment method' with three text input fields. A large, light gray button is at the bottom.

After usability study



The improved checkout mockup for the Punk app is a vertical form. At the top, it features a hamburger menu, the brand name 'Punk', and status icons (5G, 98% battery). Below this is a 'Checkout' header. The main form is divided into sections: 'Color: Black' with a dropdown; 'Pickup' with a 'Country' dropdown and three radio button options (Worldwide express shipping 12€, Door to door delivery 6€, DPD pick up locker 4€); 'Contact info' with three text input fields (Full Name, Phone number, Street name, City, ZIP); 'Payment method' with three text input fields (Mobile Wallet, Credit or Debit Card, Pay on Delivery); and a 'Submit order' button. A large, light gray button is at the bottom.

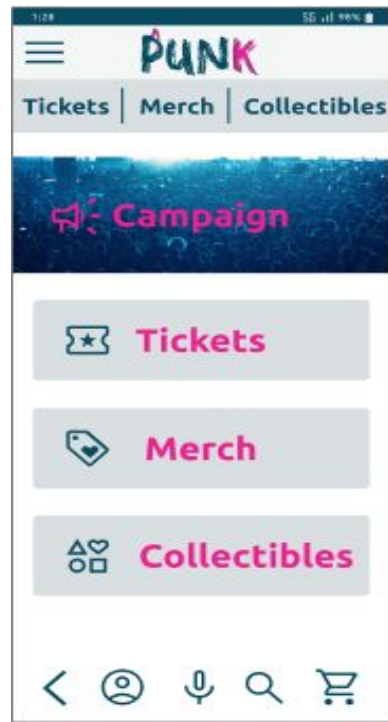
Mockups

The second usability study revealed frustration with the uninviting interface of the app. To make the view more attractive I simplified the visual and changed color palette.

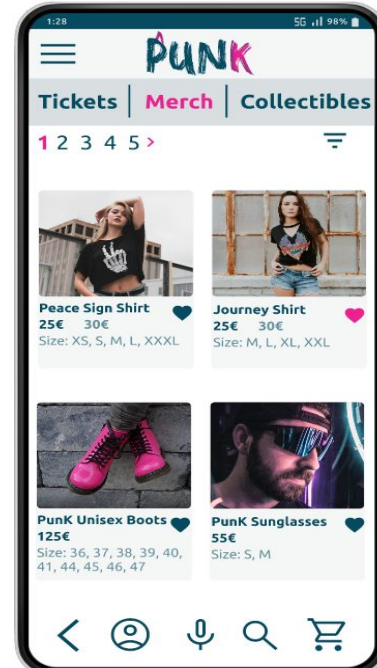
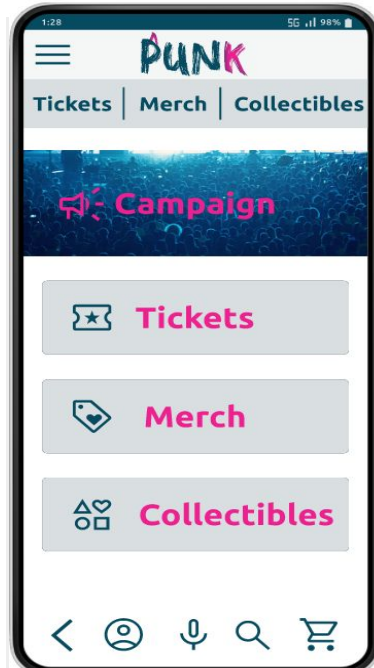
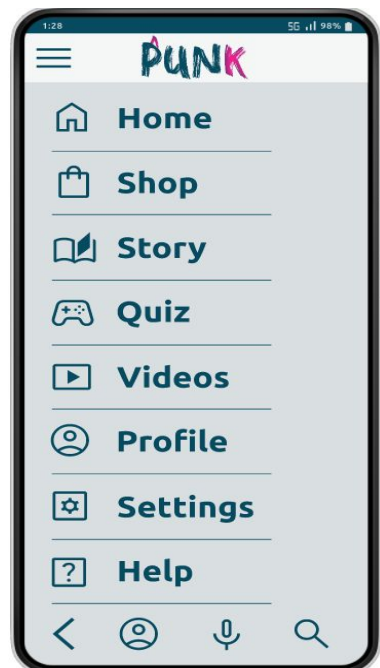
Before usability study



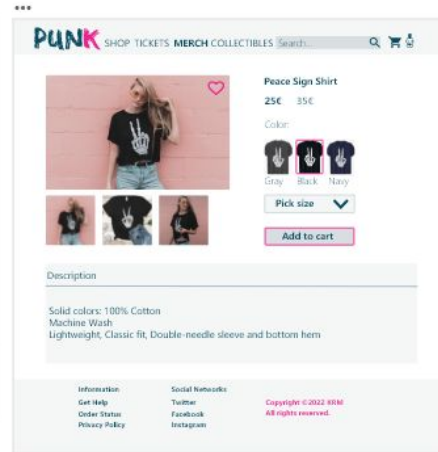
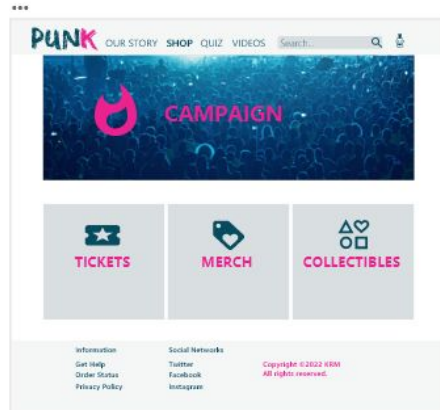
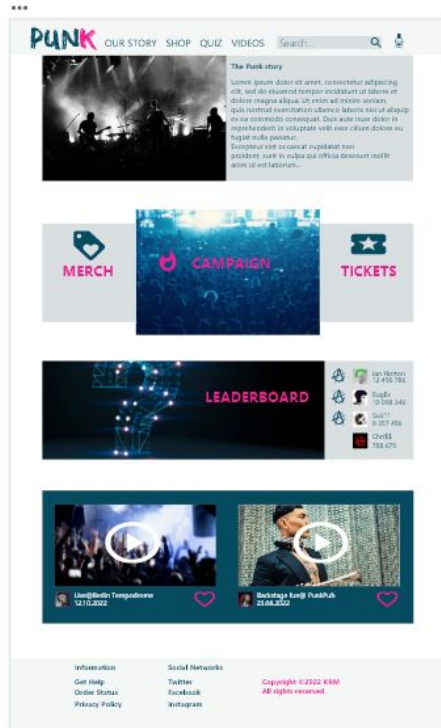
After usability study



Mockups app



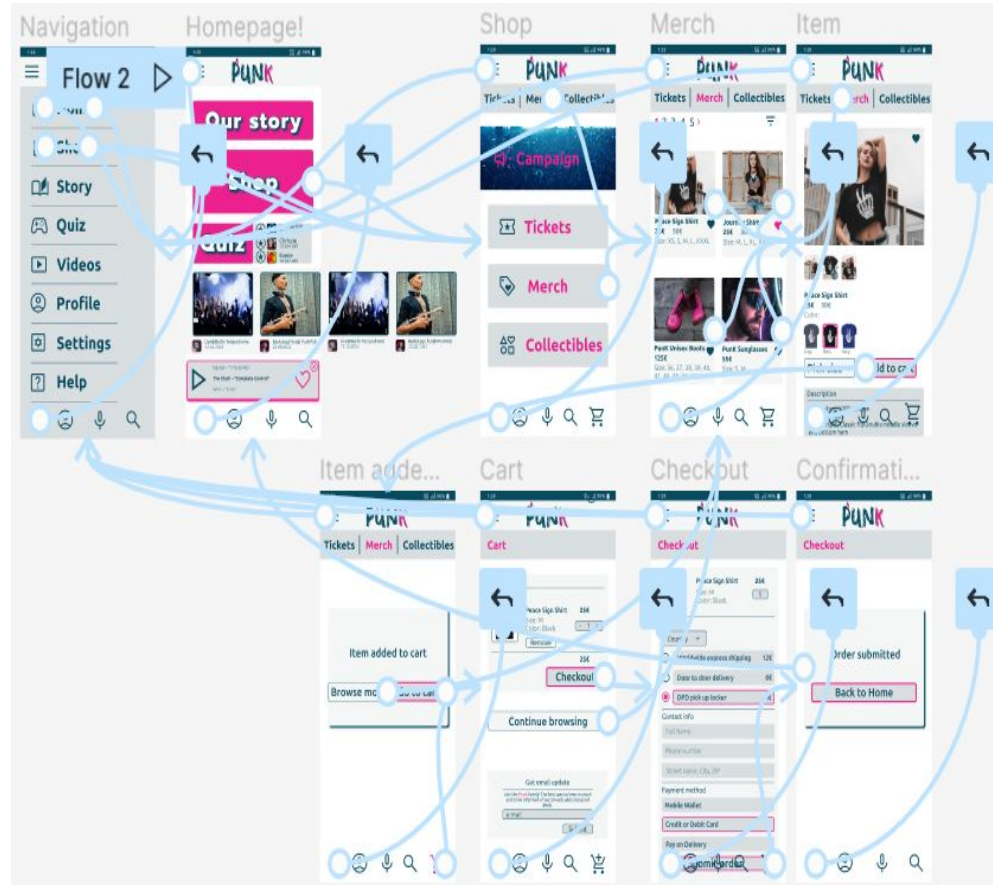
Mockups web



High-fidelity prototype

The final high-fidelity prototype presented clearer user flows, more understandable checkout process and simplified interface.

View Punk app [high-fidelity prototype](#) and web [high-fidelity prototype](#).



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used voice control option for in-app navigation.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The solution makes users feel like Punk really thinks about how to meet their needs.



What I learned:

While designing, I learned that the first ideas are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Punk app!