

# Case study title

---

Shelby Weatherly  
Kayland Childress  
Cannon Washington  
Kalyn Daugherty

# Project overview



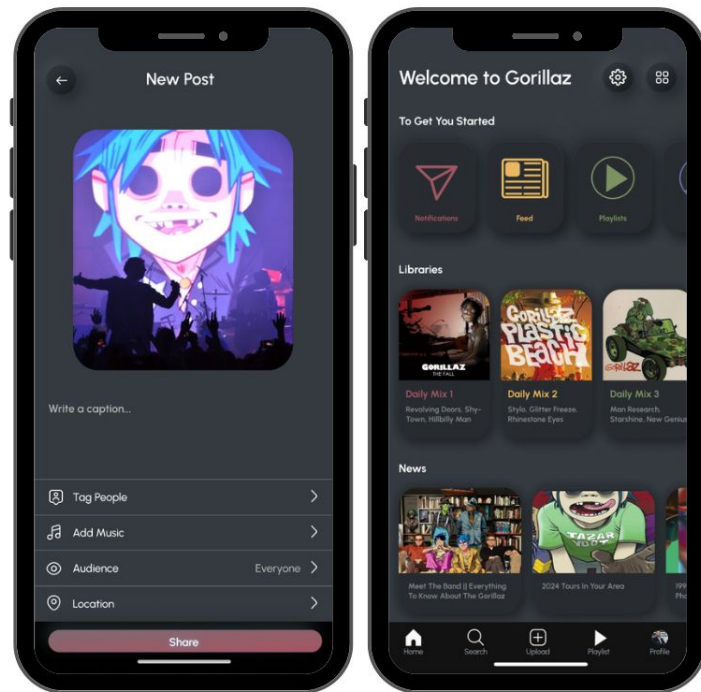
## The product:

Our music-sharing app is designed for *Gorillaz* fans and music enthusiasts, providing a platform to discover, share, and engage with the band's music. Users can access exclusive content, live streams, create playlists, and connect with a vibrant community of fans.



## Project duration:

August 2024 to December 2024



# Project overview



## The problem:

*Gorillaz* fans lack a dedicated platform to easily discover and share music, access exclusive content, and connect with other fans in one place.



## The goal:

Our goal is to create an all-in-one app that enhances fan engagement by providing exclusive access to *Gorillaz* music, content, and connected fan community.

# Project overview: Roles & Responsibilities

## Kayland Childress: Team Lead, UI Designer

- Oversee project progress and team coordination
- Design and implement visually appealing interfaces
- Ensure consistency with design guidelines and branding
- Provide feedback and support to team members

## Kalyn Daugherty: Info Architect/Content Strategist

- Organize content for clarity and accessibility
- Develop content strategies aligned with user needs
- Structure navigation for intuitive user journeys
- Ensure consistency across all content and messaging

## Shelby Weatherly: UX Designer

- Design user flows and wireframes
- Focus on user needs to enhance usability
- Conduct usability testing and implement feedback
- Collaborate closely with UI designers for seamless designs

## Cannon Washington: UX Researcher

- Conduct user interviews, surveys, and research
- Analyze data to uncover user needs and pain points
- Provide research-based recommendations for design
- Monitor usability and behavior trends for continuous improvement

# Understanding the user

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

# User research: summary



We conducted a mix of online surveys and interviews with Gorillaz fans to understand their preferences for music and discovery and community interaction. Initially, we assumed that most users primarily wanted access to exclusive content and live streams. However, our research revealed that fans also highly valued the ability to connect with other fans and share playlists within a dedicated community space. This insight shifted our focus toward enhancing social features and community engagement in the app.

# User research: pain points

1

## Limited Fan Interaction

Fans expressed frustration with the lack of a dedicated space to connect with other Gorillaz fans. Moving forward, we'll prioritize community-building features like fan forums and social sharing options.

2

## Scattered Content Access

Users struggled to find exclusive Gorillaz content across multiple platforms. Our app will centralize all content—music, live streams, and updates—into one seamless experience.

3

## Complex Music Discovery

Fans found it difficult to discover new tracks or albums. To address this, we'll implement personalized recommendations and easy-to-navigate discovery tools.

4

## Overwhelming User Interfaces

Some fans found existing platforms cluttered and hard to use. We'll focus on creating a simple, intuitive interface that enhances ease of use while still offering rich features.

# Persona: Alfie

## Problem statement:

Alfie is a busy restaurant owner who needs to connect with people who have similar interests because he wants to maintain a healthy social life.



Alfie

**Age:** 30

**Education:** High School Diploma

**Hometown:** San Jose, California

**Family:** Engaged

**Occupation:** Restaurant Manager

*"I'm regularly on the go, so keeping up with my interests can only take up a limited amount of time"*

## Goals

- Create a work-life balance in this new stage of his career.
- Continue exploring music as a creative outlet and source of inspiration.

## Frustrations

- There isn't enough time to engage with hobbies like music.
- Keeping up with friends with similar interests.

Alfie is a restaurant manager in San Jose, California, who recently stepped up into a leadership role at a bustling local eatery. Engaged and planning for the future, Alfie enjoys the city's vibrant nightlife and social scene, though finding time for these activities has become more challenging with the increased responsibilities at work.



# Persona: Zareen

## Problem statement:

Zareen is a tech-savvy student and intern who needs quick access to music because it helps her focus during multitasking.



**Zareen**

**Age:** 22

**Education:** University 4th Year

**Hometown:** Bruges, Belgium

**Family:** 2 Sisters

**Occupation:** Project  
Management Intern

*“Success isn’t just about the big wins; it’s in the details and the daily grind.”*

## Goals

- Graduate University this year.
- Kickstart career in project management.

## Frustrations

- Keeping up with all of the bands I follow.
- Balancing the stress of college and work.

Zareen is about to complete a B.A. in Business Administration and hopes her internship will launch her career in project management. While she enjoys working closely with her mentor on campaigns, she also takes pleasure in the everyday tasks like grabbing coffee and food for the office.

# User journey map

## Persona: Alfie

Goal: Talk with Fellow Fans

Alfie is focused on creating connections and forming relationships through the app, which is reflected in the goal and emotions of his journey map.

ACTION	Learns about Gorillaz music-sharing app	Open the app, make an account	Browse the app for groups	Join a current discussion	Find and join events and deals
TASK LIST	A. Find app through ad or personal search B. explore online information C. Download from App Store	A. Make and personalize an account B. View the apps contents C. Go through the app tour	A. Search fan groups B. Join groups that recommend music similar to 'The Now Now' Album C. Send and receive friend requests	A. Engage in conversations B. Get and give opinions about music and live performances C. Participate in events and polls	A. Explore events, discounts, and exclusive offers B. Redeem discounts on tickets after using the app C. Share deals with friends
EMOTIONS	Curious about what a dedicated platform to Gorillaz has to offer.	Interested in firsthand view of content but feel that too many features are placed on a single page	A bit impatient to find specific group discussions.	Connected to fellow fans through shared experience. Hopeful for future improvements to interactivity.	Appreciative and engaged in the application with the incentive of additional discounts.
IMPROVEMENT OPPORTUNITIES	Clearer messaging on unique features. Add user feedback to reduce skepticism or confusion.	Simplify the interface, add menu options that clearly guide the user to other features.	Provide quick search options, so users don't have to continuously scroll to find a group.	Create more interaction through song ratings and adding more possibilities for deals and merchandise.	Provide opportunities for deals and properly advertise digital and other events for improved engagement.

# User journey map: Zareen

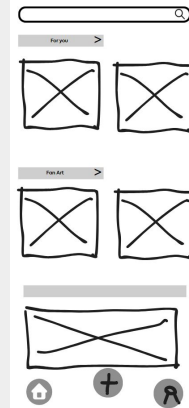
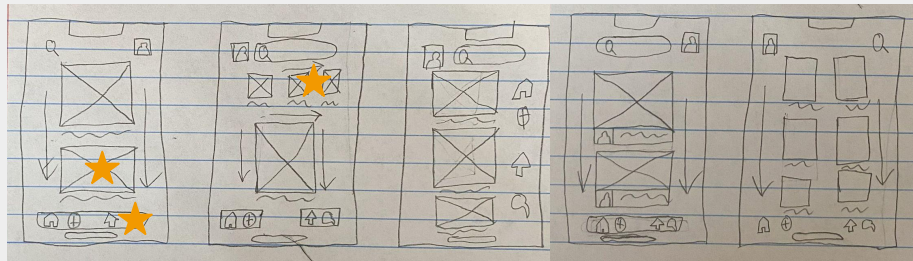
Zareen is focused on hearing music from her favorite groups and working while doing so. This is reflected in her journey map.

ACTION	Discovering new music apps.	Evaluating the app's usability.	Setting up and customizing the app.	Engaging with music during daily activities.	Continuing to use the app over time.
TASK LIST	A. Browse app reviews and recommendations online. B. Watch promotional ads for the Gorillaz-themed music app. C. Discuss the app with friends and gauge interest.	A. Download the app and explore its features. B. Test the ease of finding and playing Gorillaz tracks C. Compare the app's usability with Spotify.	A. Set up an account and select music preferences. B. Customize notification preferences for album releases. C. Play a song immediately after setup.	A. Search for favorite Gorillaz tracks and create playlists. B. Play music while using other apps in the background. C. Customize playlists for different study sessions.	A. Set notifications for new albums and singles. B. Use the app regularly for background music during tasks. C. Share the app or specific songs with friends.
EMOTIONS	Curious Cautious	Optimistic Discerning	Excited Impatient	Relaxed Annoyed	Content Frustrated
IMPROVEMENT OPPORTUNITIES	-Quick-access features in marketing. -Highlight simplicity in app descriptions.	-Add a quick start mode. -Offer easy to follow tutorials.	-Streamline onboarding for faster access. -Enable immediate play after setup.	-Simplify playlist creation. -Ensure seamless background play.	-Check in with users for feedback. -Add a favorites button for quick access.



# Paper wireframes

Sketching the interactions on paper ensured that only the most effective elements carried over to digital wireframes, addressing user pain points. For the home screen, we prioritized quick access to playlists, and the ability to upload fan made content quickly to save users time.

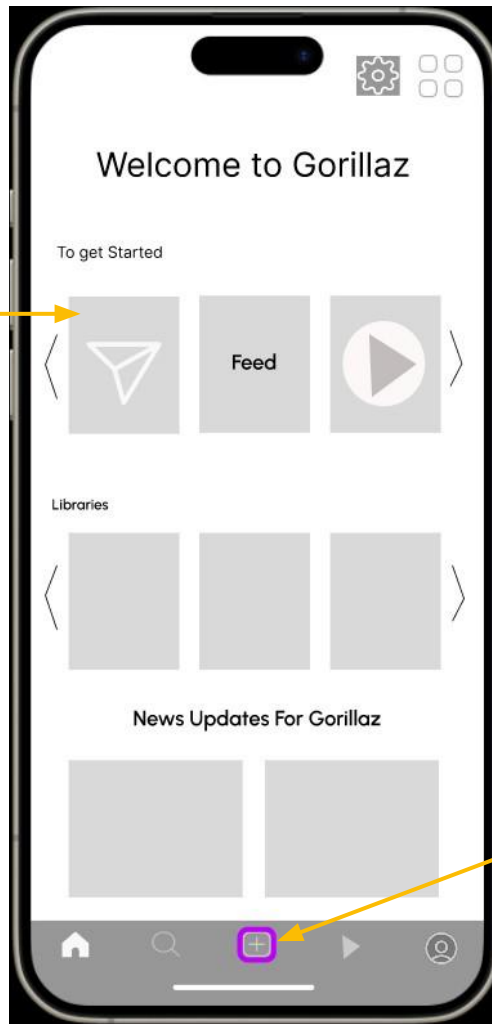


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Digital wireframes

We wanted to make sure to design the screen based off the user research findings to ensure they had quick access to these particular features.

This area gives users quick access to their playlists, feed, and messages.

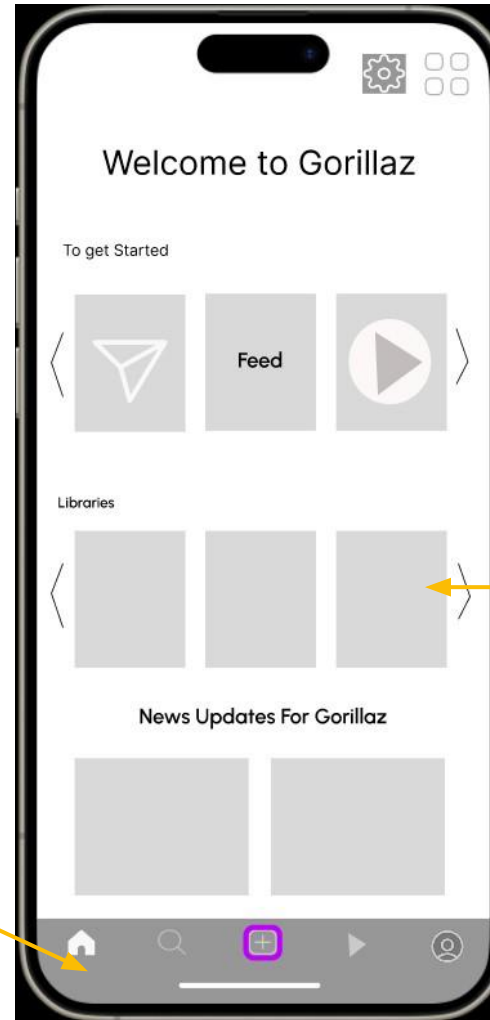


This icon allows users to quickly be able to create a post to upload fan made content.

# Digital wireframes

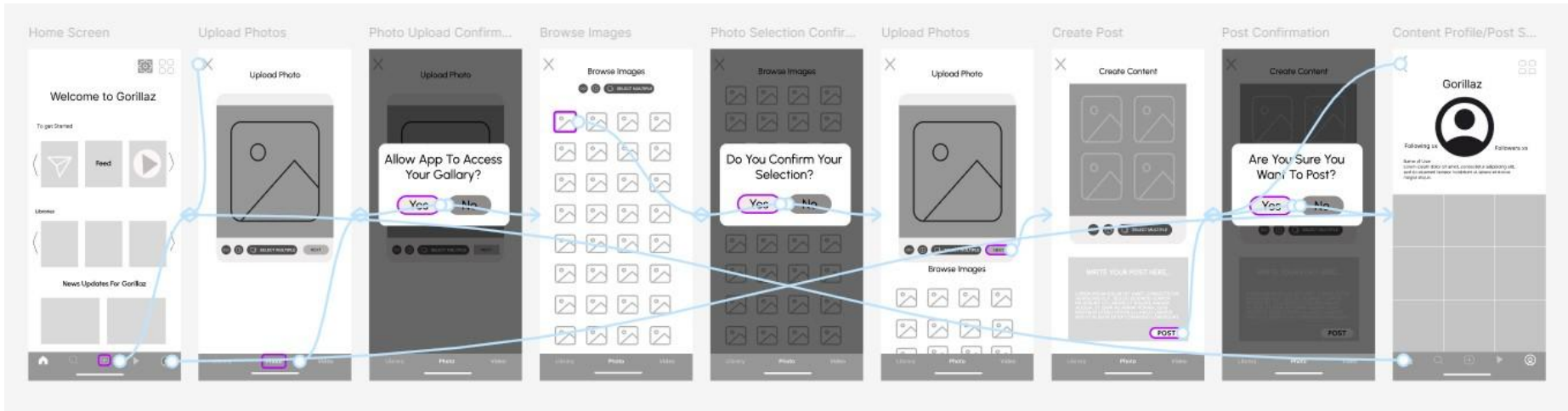
Easy navigation was a must have to meet user needs to make the app easy to follow.

Always on navigation bar at bottom with icons that have a common meaning for each action.



Description of the element and its benefit to the user

# Low-fidelity prototype



The low-fidelity prototype connects the user flow of uploading a photo of fan made content in preparation for a usability study with users.

[Click here](#) to view the low-fidelity prototype of the Gorillaz App.



# Usability study: findings

We interviewed five potential users and put them through multiple prompts to determine pain points and difficulties within our app.

## Findings

- 1 Users prefer visual confirmations for successful posting.
- 2 Users want buttons to be more visible and easily accessible.
- 3 Users want a simplified navigation system.

## Method

We gave each interviewed user five prompts along with the application in its current state and observed their click paths, behaviors, and thoughts so we could understand what they do and don't like about it.

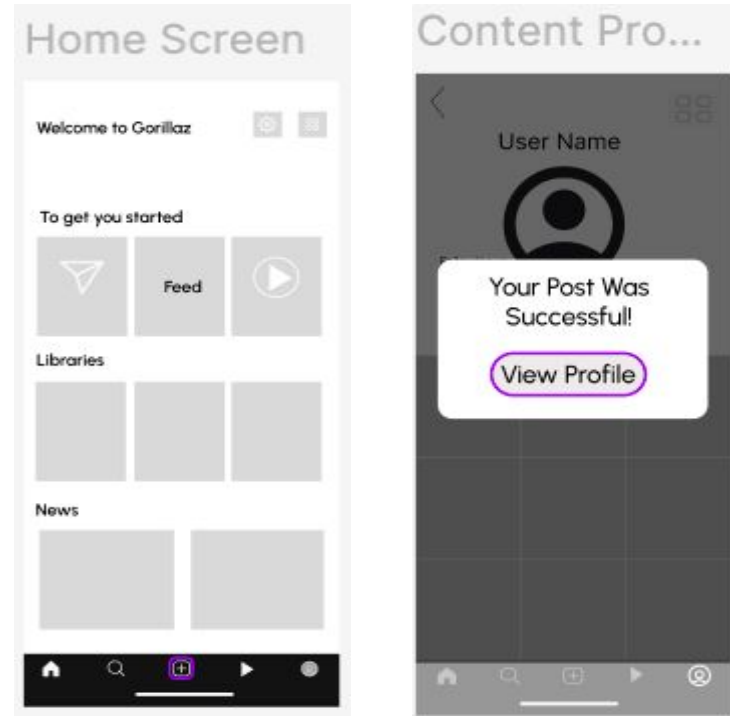
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

To the right is the pre-usability study screens. Through the usability study, participants already showed interest in the application. The expectation from users was that after the usability study, **confirmations would be more clear** and **home screen buttons** would be larger or more prominent.

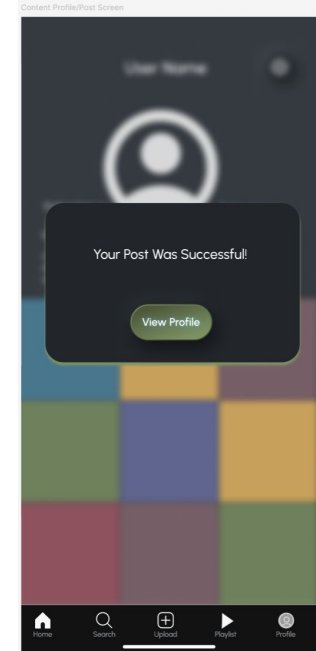
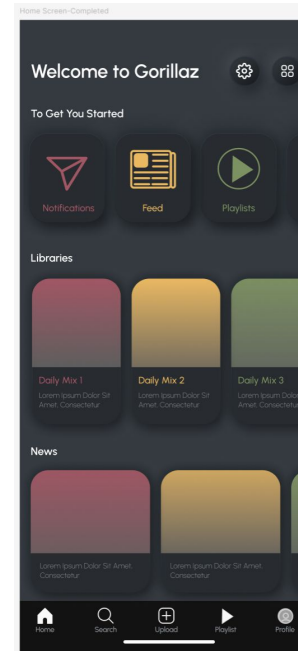
Before usability study



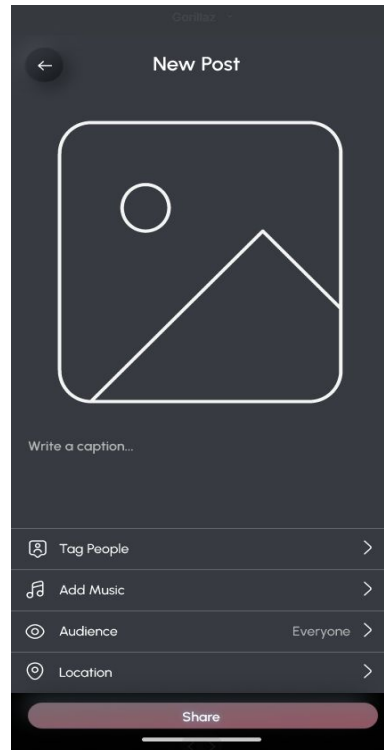
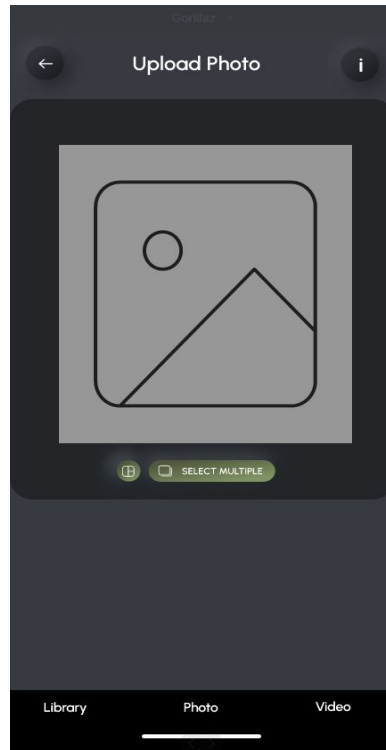
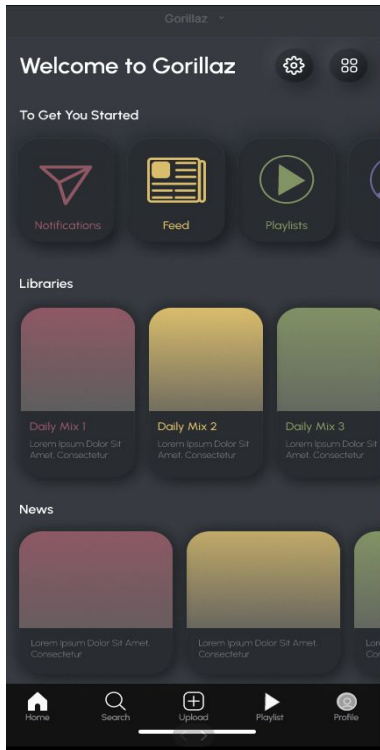
# Mockups

Post usability study, colors, and hierarchy are used to divide information clearly on the home screen. Confirmation pages, additionally, are visually appealing, and navigation components are more prominent and have text to accompany their icons.

After usability study



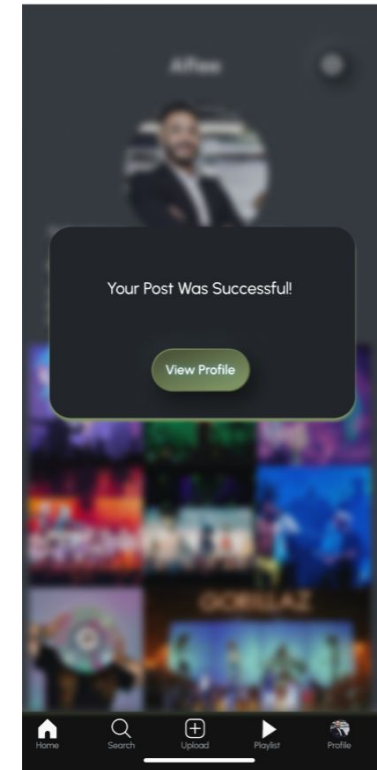
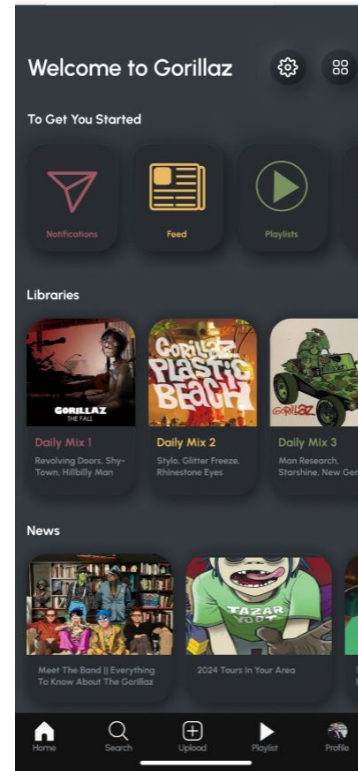
# Mockups



# Mockups

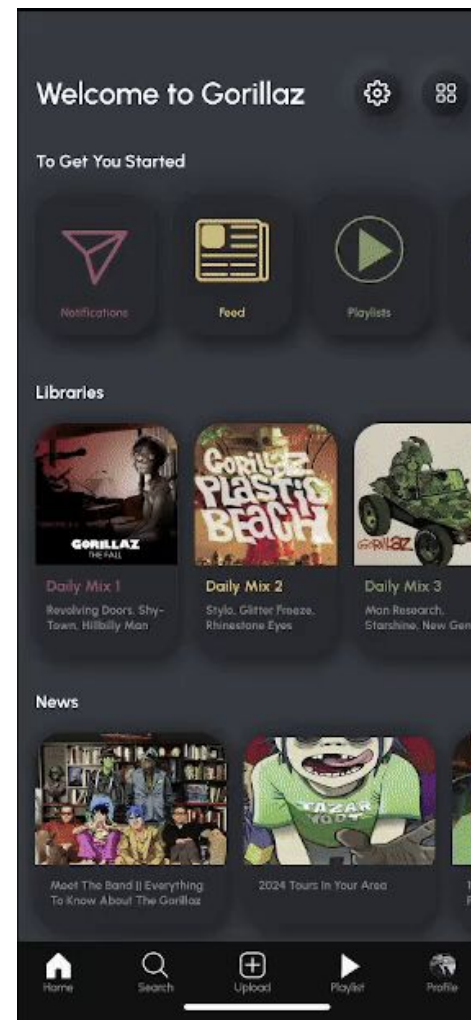
The second usability study was concerned with the flow between screens. At this point, elements of the individual screens are aligned, and the user flow has been improved for smooth navigation from the home page to the ending point of creating then posting media.

After usability study 2



# High-fidelity prototype

<https://www.figma.com/proto/KEpSA2YHivoaXR8fajPRSc/Gorillaz?node-id=375-2748&node-type=frame&t=LsM3ggXQcsh0taPa-1&scaling=min-zoom&content-scaling=fixed&page-id=375%3A346>



# Accessibility considerations

1

Simplified navigation so that the user flow is as simple as possible.

2

Created confirmation messages to show users their actions went through and had an effect.

3

Added more contrast to the buttons and background for ease of sight and enhanced the size of typography.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

"I'd use it to share event photos with friends." -  
Ben, Study Participant

"I would be interested in using this app  
occasionally to get some quick updates." - Ann,  
Study Participant



## What We learned:

We learned how to conduct ourselves through  
empathizing with potential users and the  
importance of their feedback. We also  
expanded our knowledge on and learned the  
basics of Figma for the purpose of creating  
applications.

# Next steps

1. Create more thorough version of application.
2. Create functioning user accounts and related functionality
3. Create actual posting functionality and the infrastructure to post
4. Create functions that showcase news and announcements regarding the band

# Let's connect!



If you are at all interested in our application or potential future applications, please contact us using these sources:

Kayland Childress - [kxchildress@ualr.edu](mailto:kxchildress@ualr.edu)  
Shelby Weatherly - [sbweatherly@ualr.edu](mailto:sbweatherly@ualr.edu)  
Kalyn Daugherty - [kdaugherty@ualr.edu](mailto:kdaugherty@ualr.edu)  
Cannon Washington - [crwashington@ualr.edu](mailto:crwashington@ualr.edu)