

# Demo: A UX Teardown

A brief walkthrough of the UX of  
[soundcloud.com](https://soundcloud.com)



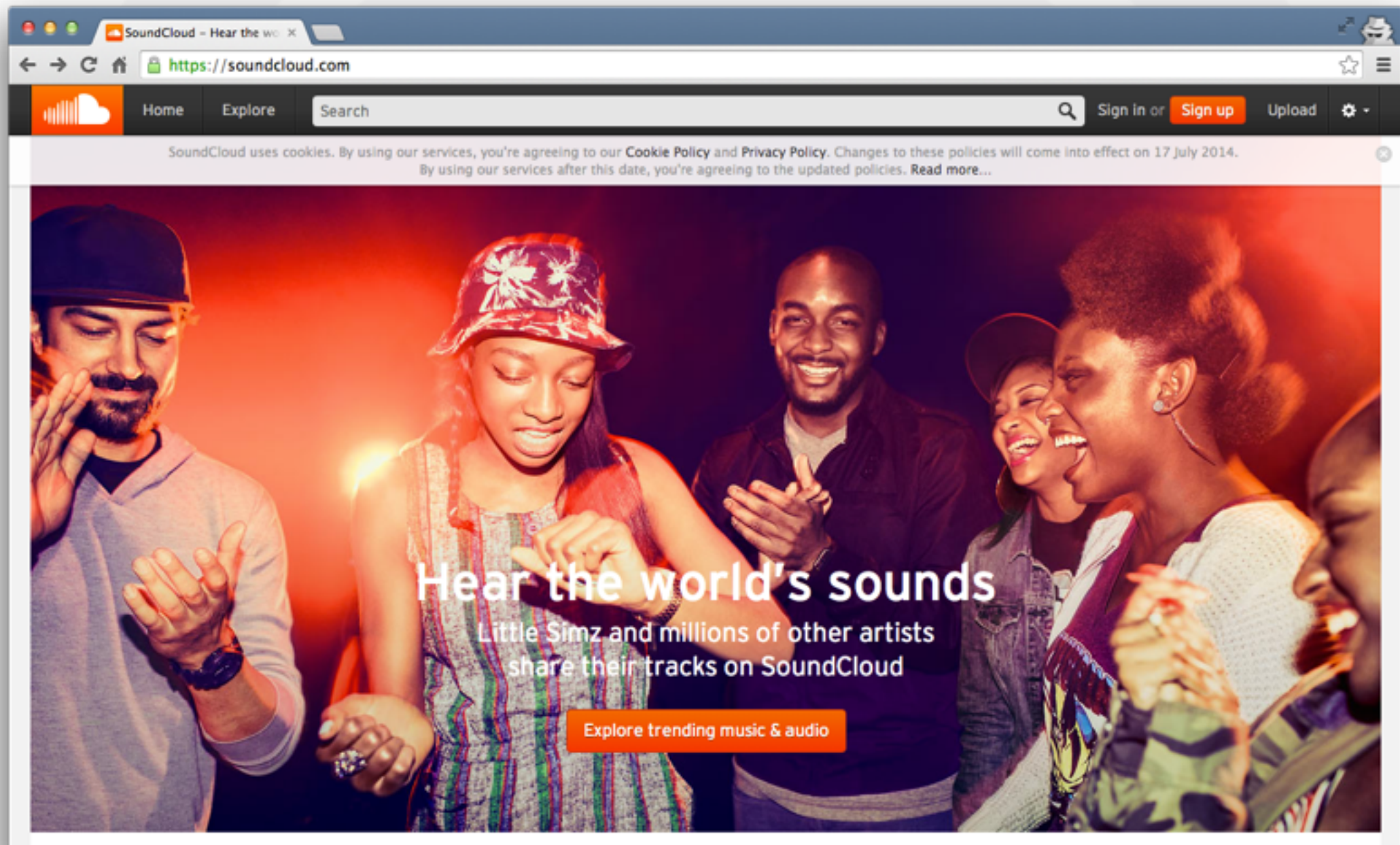
# Our Goals

1. Demonstrate an approach for deconstructing the UX of a website (at least partially).
2. Help you think more critically about the sites you visit.
3. Maybe throw in a couple helpful suggestions for Soundcloud :)

# Questions

1. Who is the key user?
2. What is that user's number one critical goal when using the site?
3. What is likely to make that user's experience particularly positive (i.e. provide good satisfaction)?
4. What is the approximate information architecture of the site? (sketch it out)
5. What is the flow through that architecture for the user who is accomplishing the critical goal you identified above?
6. What style(s) of navigation is/are used? Do they answer the three key questions (Where am I and how did I get here? Where should I go next? How do I get there?)?
7. What key interactions does the user have? Are they clear and usable?
8. What did the site do well to allow the user to accomplish his goal effectively, efficiently and with good satisfaction?
9. What did the site do poorly when allowing the user to accomplish his goal effectively, efficiently and with good satisfaction?

# Let's Dive In....

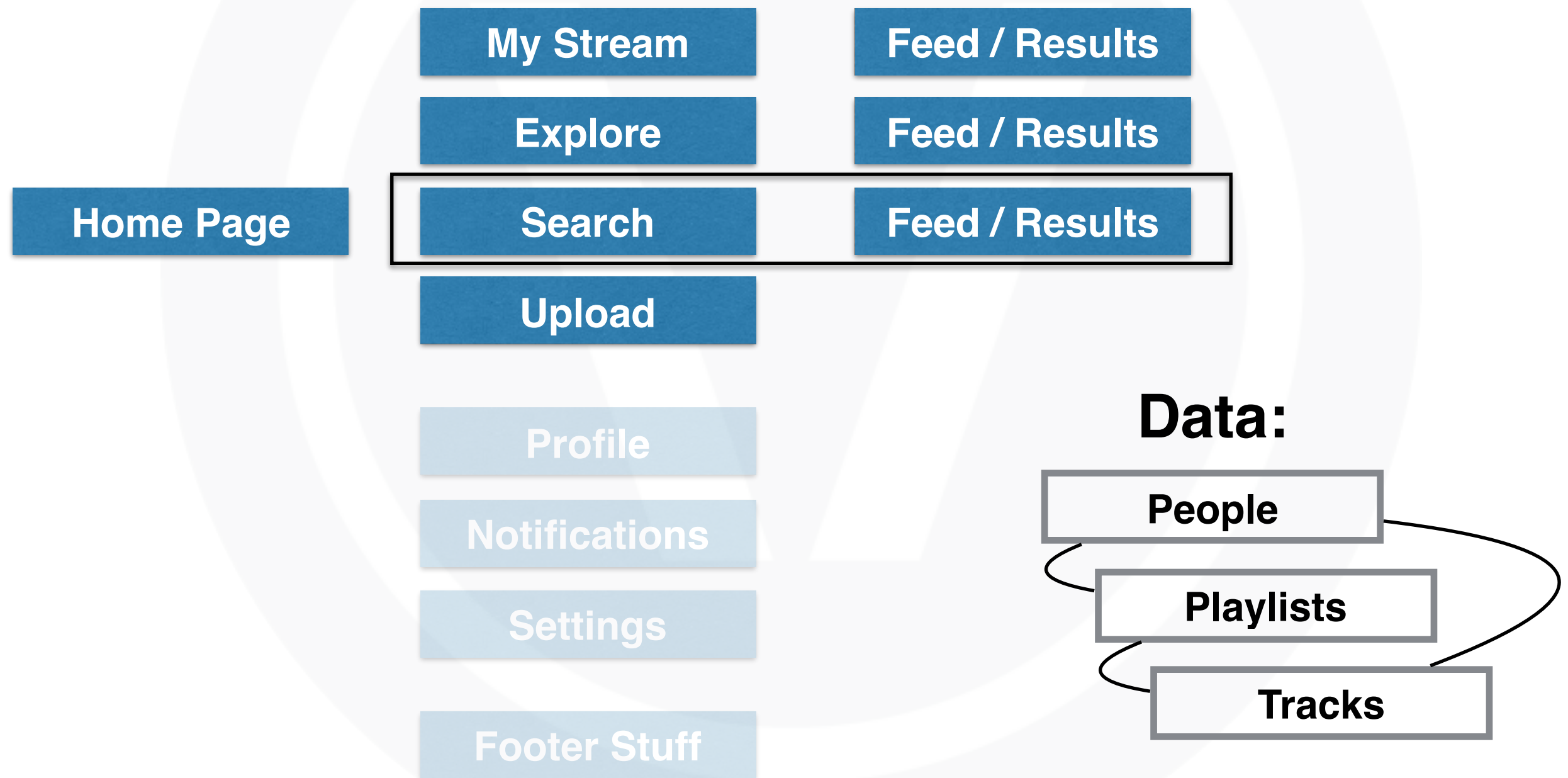


# 1-3: Users and Goals

1. Who is the key user?
  1. An active music listener, probably younger
2. What is that user's number one critical goal when using the site?
  1. Listen to music ASAP
  2. Secondary — explore for (and save) new music
3. What is likely to make that user's experience particularly positive (i.e. provide good satisfaction)?
  1. Clear and continuous sound quality
  2. Feeling like part of a vibrant community
  3. Great recommendations for exploration
  4. A “cool” factor

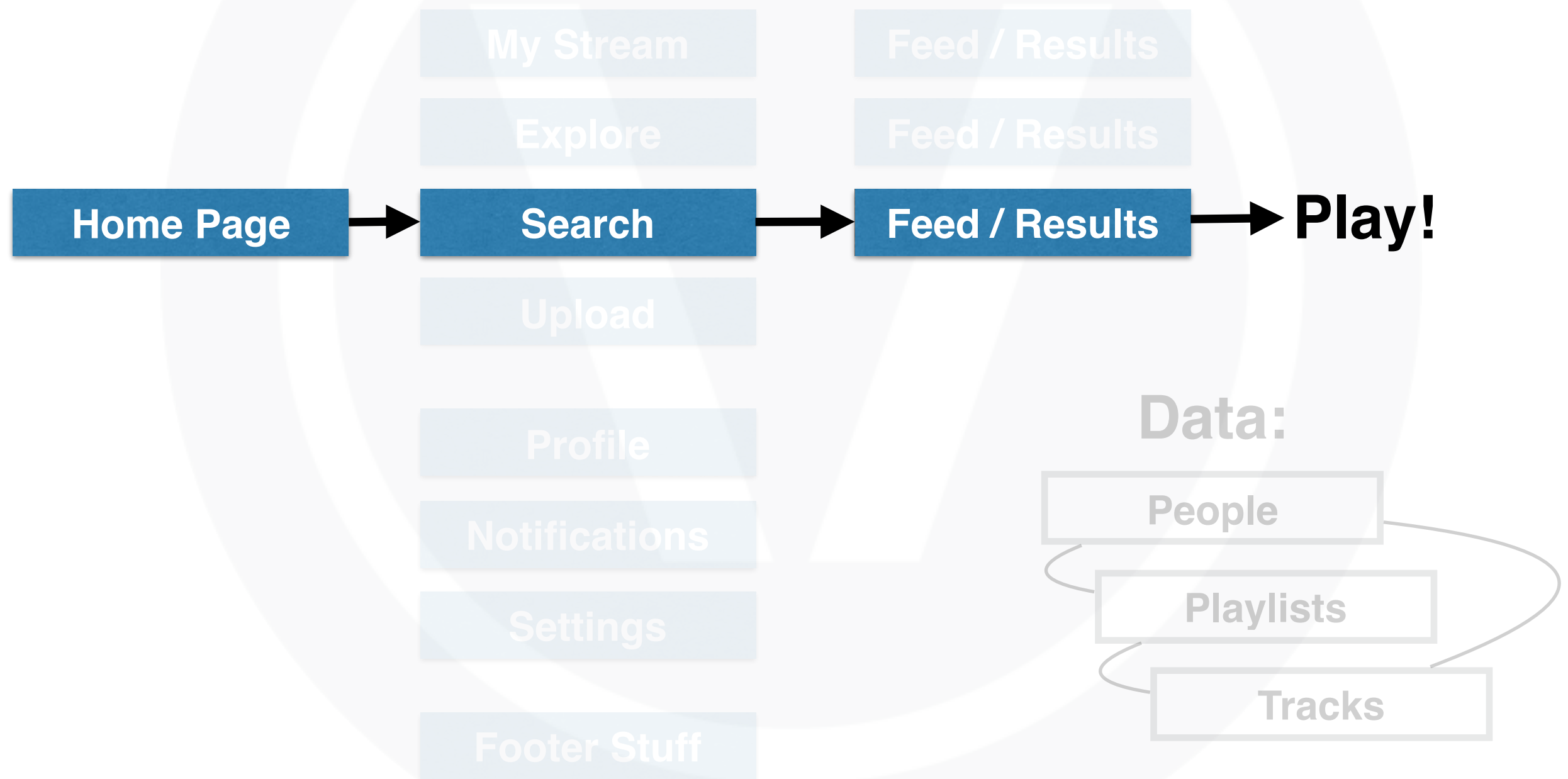


# 4. Information Architecture



# 5: Navigation Flows

Goal: Find and play music ASAP



# 6: Navigation Critique

1. Busy navbar, but it's got the main actions we want to use.



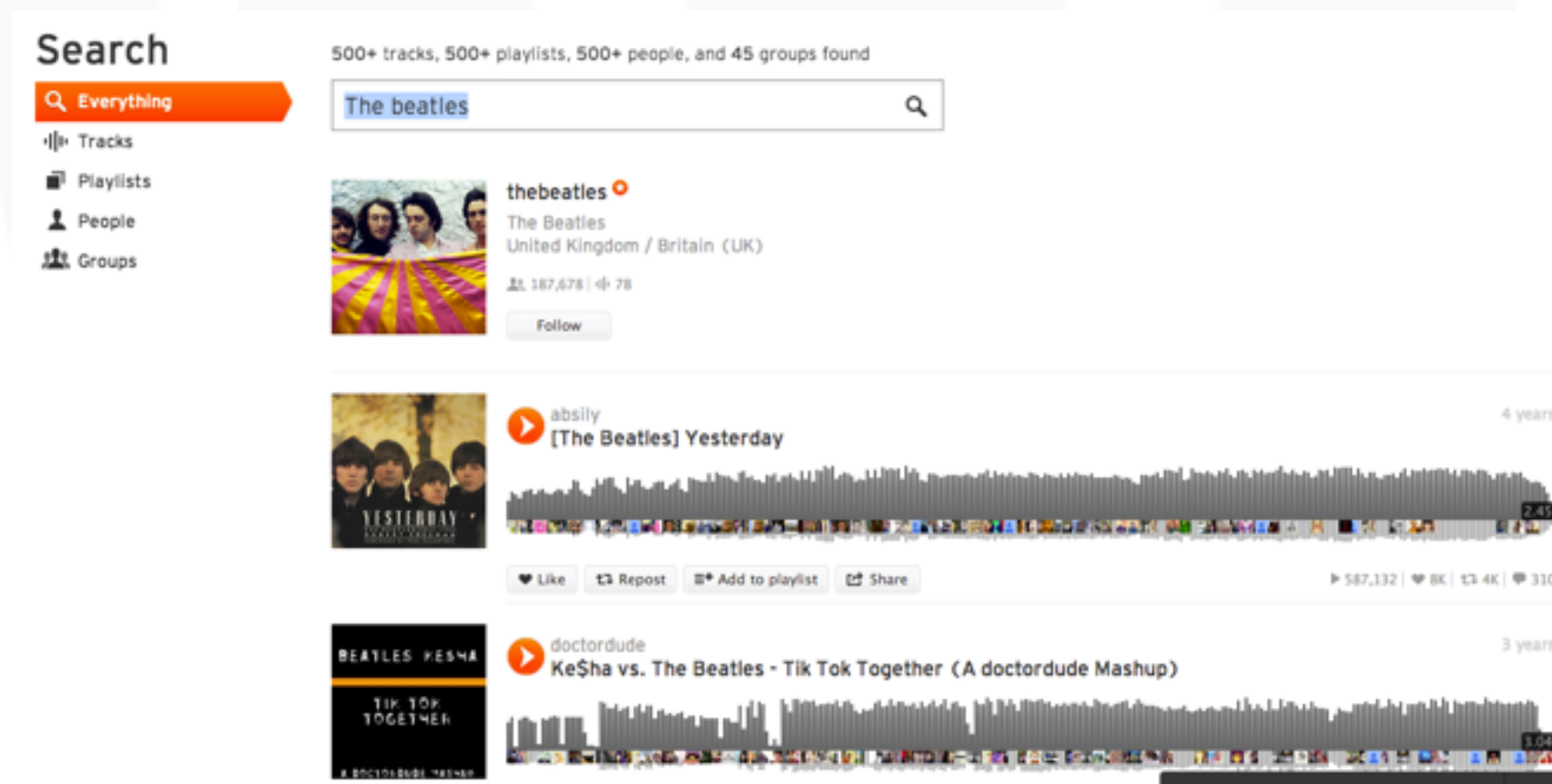
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# 6: Navigation Critique

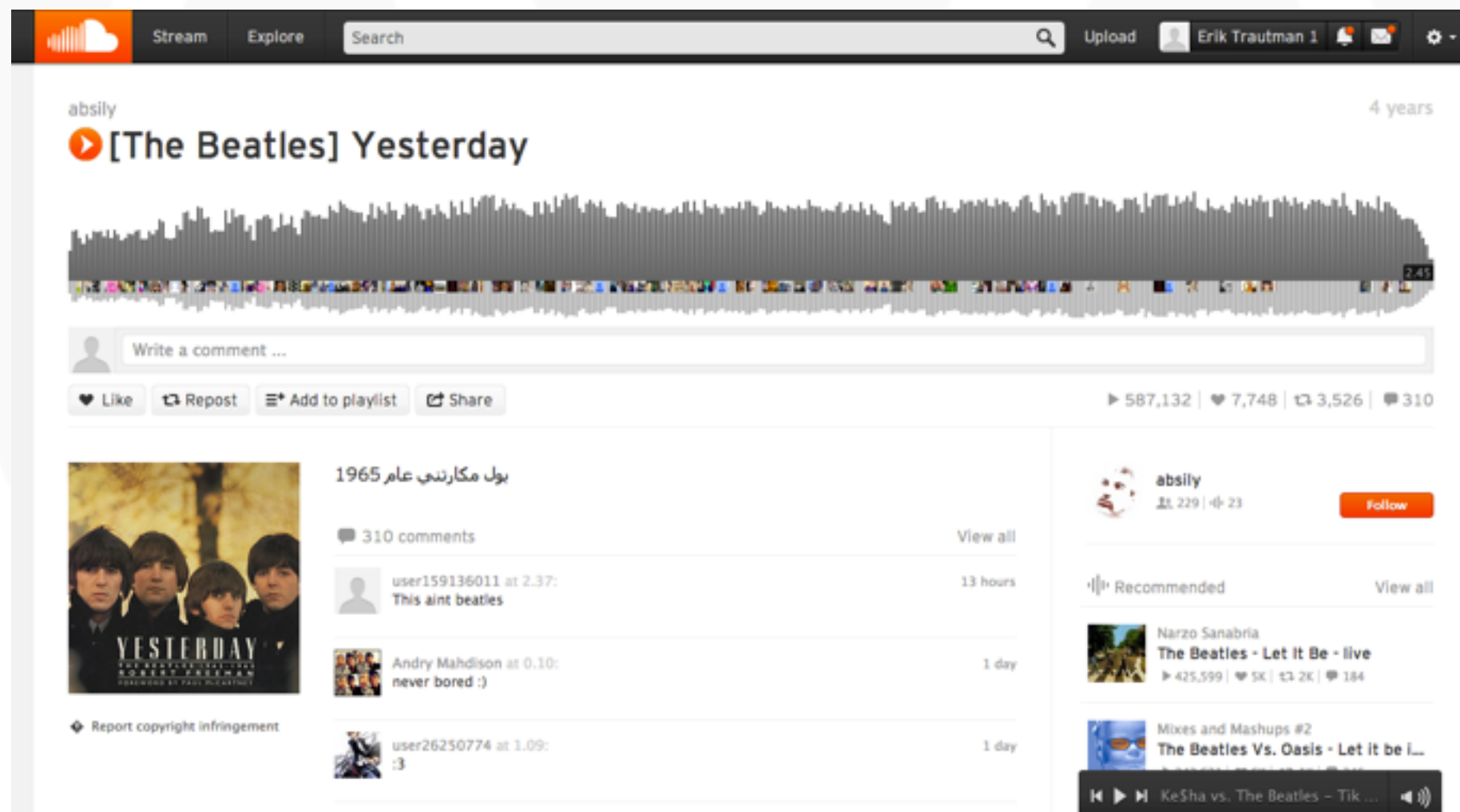
**Where am I and how did I get here?** Looks good — shallow architecture helps.

**Where should I go next and how do I go there?** It's a bit tough to say what the next step is since the play buttons are so small, but there are other CTAs on the page (like add to playlist). Clicking the sound wave pattern plays the track too though.



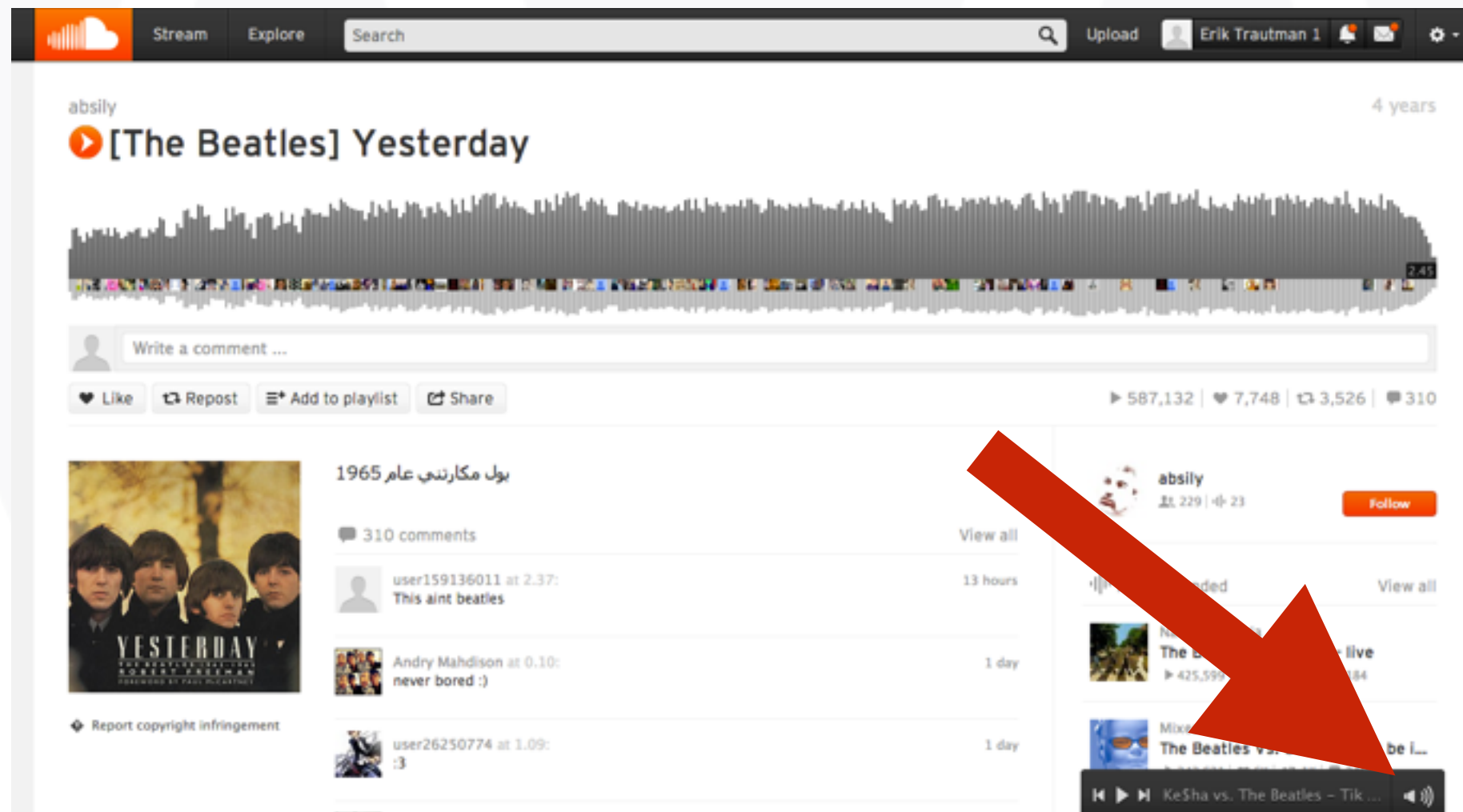
# 6: Navigation Critique

Moment of confusion: Clicking on the track title leads to the track page instead of immediately playing it



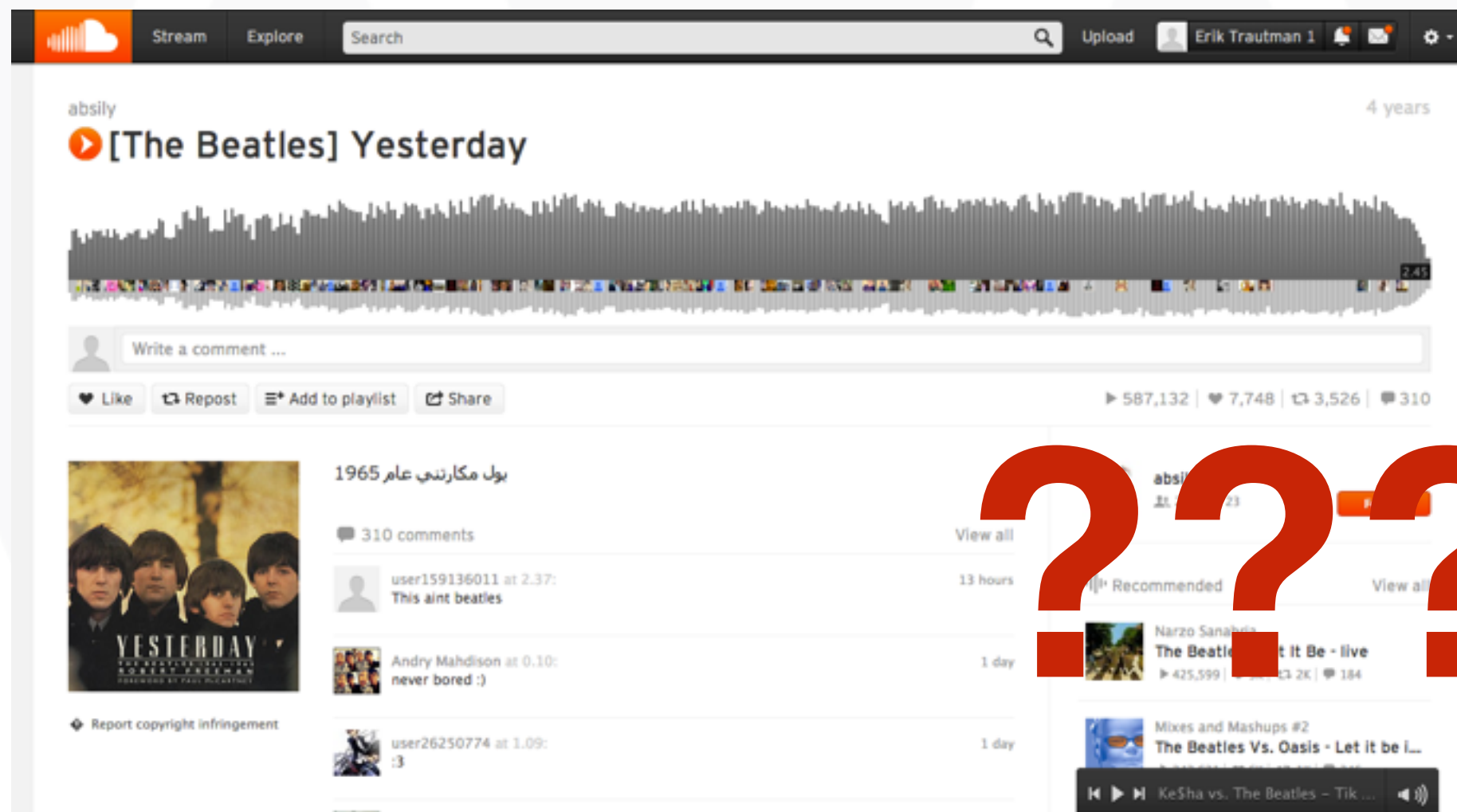
# 7: Interaction Critique

Playback... how do I change the volume!?



# 7: Interaction Critique

The track changed, where did the new one come from!?!?

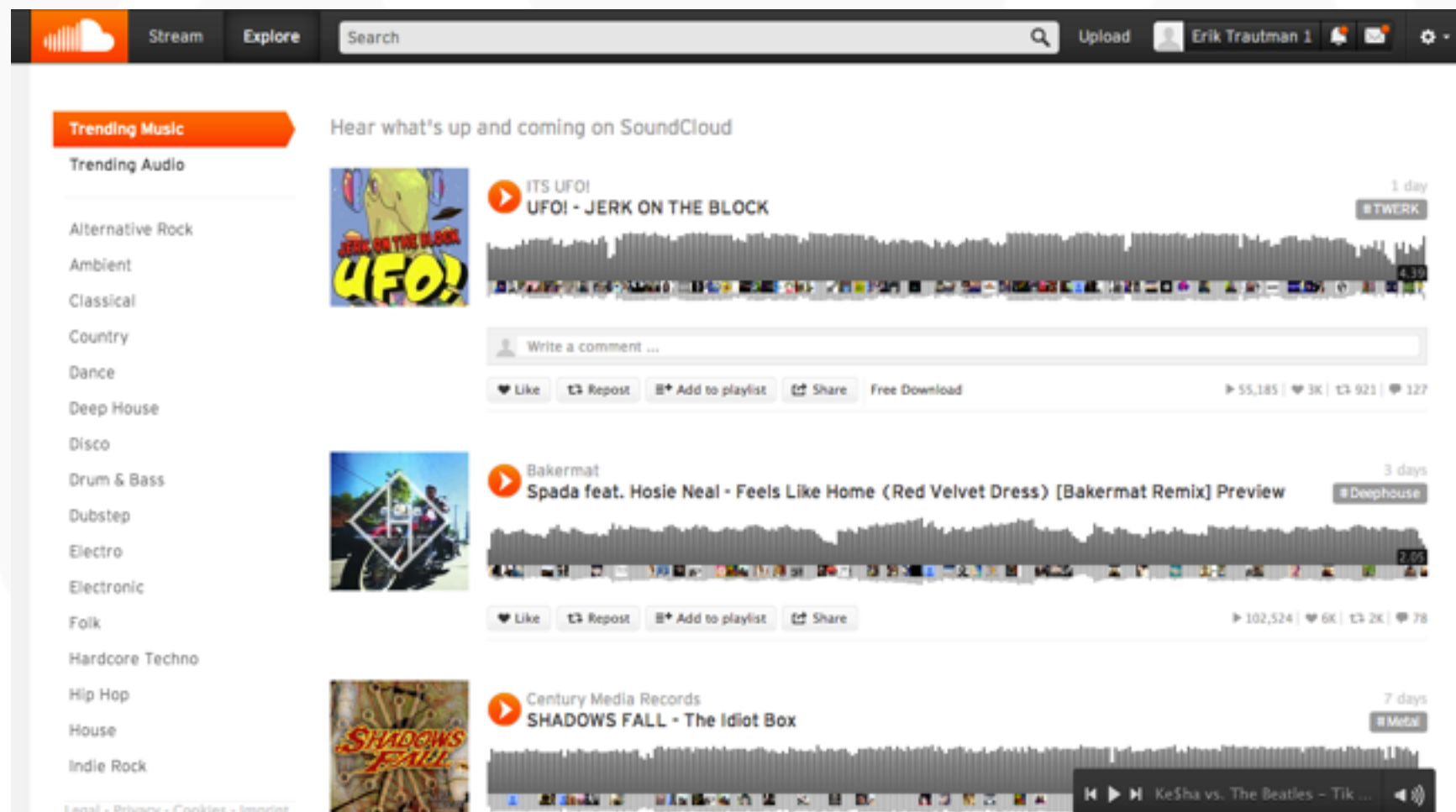


# 7: Interaction Critique

...You get the idea.

# Secondary Goals: Explore

LOTS of possible navigation paths and CTAs!





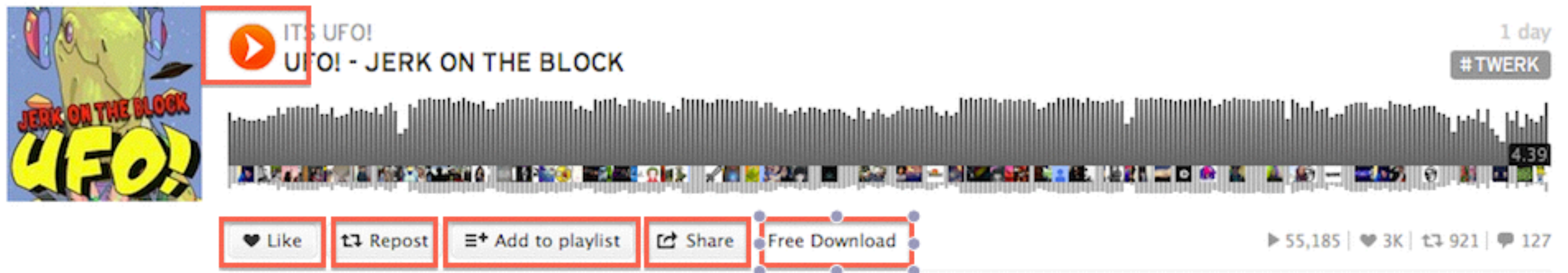
# 8: Overall Wins

1. Once you know what to click, navigation is quite rapid to get playing fast. Our stated goal is achieved effectively, efficiently, and with satisfaction (barring a few critiques).
2. The product experience itself is smooth — fast website, good playback (mostly).
3. The site feels high budget ... because it is. It's mostly an example of a well thought out layout that's trying to serve lots of different needs.

# 9: Overall Critiques

1. They're jamming a lot of stuff together — you can tell they're trying to serve lots of goals and that's still a problem.
2. CTAs all over the place! Click panic...
3. Playback controls are hard to find and use. Need a callout or something when you interact (e.g. playing a new track)
4. The data hierarchy wasn't clear at first — users, playlists, tracks, groups, likes

Hear what's up and coming on SoundCloud



# Go Explore!

