



Finalni Projekt – Case Study

Benjamin Babić, 1RM2

Project Info

SoundWave je startup koji za ideju ima izradu web stranice koja će nuditi preporuke glazbe od tisuće izvođača i stotine različitih žanrova i subžanrova bilo to nešto starije ili novije.

Povijest projekta

- Danas je glazba toliko širok pojam da je ponekad teško pronaći nešto što vam odgovara. Vjerojatno postoji hrpa dobre glazbe za koju nikada niste ni čuli, a uz SoundWave ćete ju konačno moći otkriti.
- Istraživanje glazbene scene je ogroman posao, a samo pronalaženje zajedničkih interesa, žanrova, izvođača to čini još zahtjevnijim. SoundWave je zato tu za vas da vam pomogne pronaći glazbu koja vam najviše odgovara i možda proširiti spektar žanrova i izvođača koje slušate.

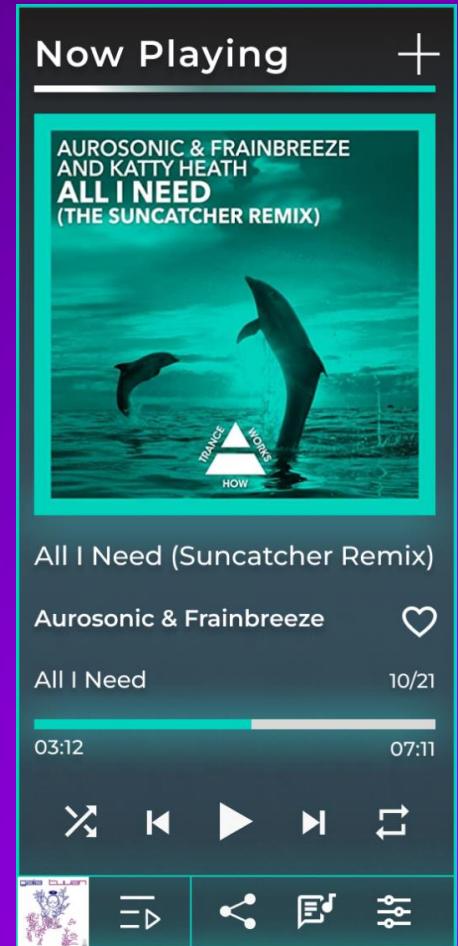
Project Info

Cilj projekta

- Na jednostavan i intuitivan način korisniku približiti glazbeni sadržaj.

Glavne karakteristike

- Definirati logo, boje brenda, osmisliti branding, definirati konkurenčiju
- Dizajnirati interaktivnu web stranicu koja će davati prijedloge izvođača na temelju unesenih informacija (isto za playliste / nasumične pjesme...)
- Omogućiti razne opcije filtriranja prilikom korištenja search bar-a
- Feature: glazbeni kvizovi + vrijedne nagrade poput ulaznica za koncerте
- Napraviti sistem za korisnički profil na kojem se spremaju njegovi najdraži izvođači, playliste, alubumi, pjesme
- Razviti friend sistem + Interaktivni Music Player



Project Info

O brendu

SoundWave je upravo ono što će korisnicima omogućiti pronalaženje nove glazbe i bolje upoznavanje s postojećom koju prate.

- Modernost
- Futurističnost
- Jednostavnost
- Interaktivnost
- Pouzdanost
- Informativno, poučno, ali zabavno

Konkurenčija

- Cijene variraju između 5€ - 15€ ovisno o odabranom planu (Cancel Anytime)
- Informacije o Izvođačima, diskografije, zanimljivosti, custom playliste
- Gotovo svi nude mogućnosti preuzimanja glazbe
- Add-free iskustvo (premium verzije)
- Većina ima 2-4 pricing plana ovisno o platformi npr.
 - Deezer: Student / Premium / HiFi / Family
 - Spotify: Individualno / Duo / Family / Student
 - Apple Music: Individualno / Family / Student
- Pristup na svim uređajima
- Neograničen broj playlista koje korisnik može kreirati
- Friends sistemi gdje ljudi mogu međusobno share-ati glazbu i vidjeti tko što sluša





Konkurencija

- Deezer



- Spotify



- Apple Music



- Sound Cloud



- Amazon Prime Music



- LiveXLive (Slacker)



- Youtube Music



- Qobuz



- TIDAL



- Napster



- Pandora



User Interviews + Ankete

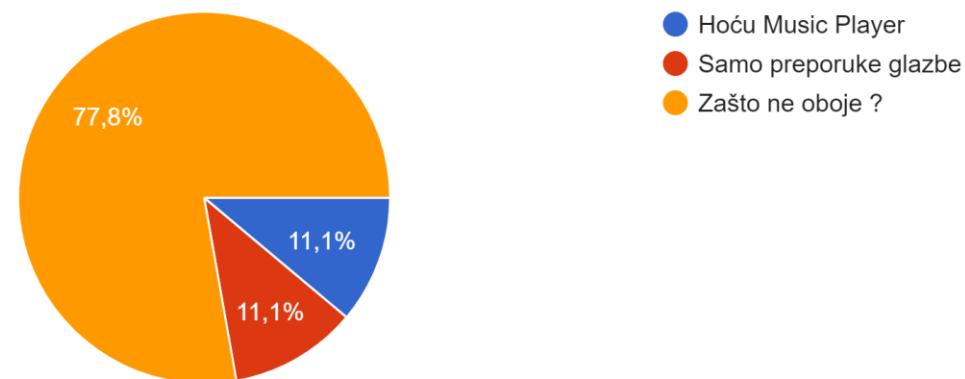
Google Forms Anketa: <https://forms.gle/NAn3hRJnPfevFi759>

Anketa (2-3 min, 18-25 ljudi) + dubinski intervjuji 5 ljudi (proširena pitanja iz ankete, isti zaključci)

Prikaz najzanimljivijih odgovora vezanih za daljnji razvoj stranice

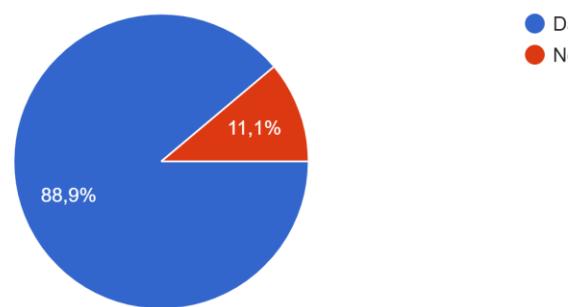
Smatrate li da bi SoundWave trebao imati ugrađen interaktivni music player odnosno mogućnost slušanja glazbe ili da se strogo prezentira kao servis za preporuku glazbe

18 odgovora

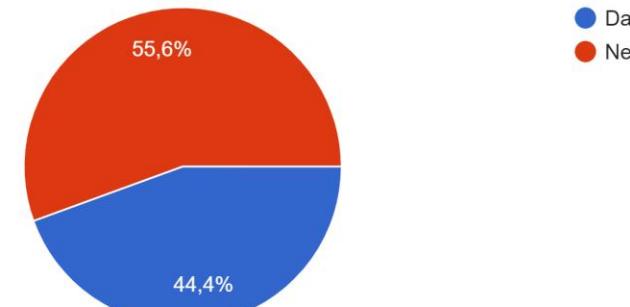


User Interviews

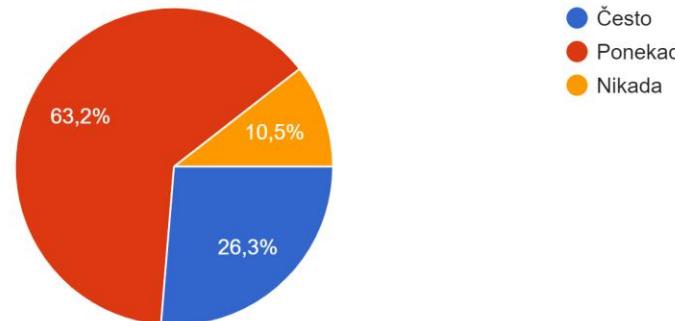
Smatrate li kako bi bilo korisno da vam SoundWave preporučuje glazbena događanja i koncerete blizu vas
18 odgovora



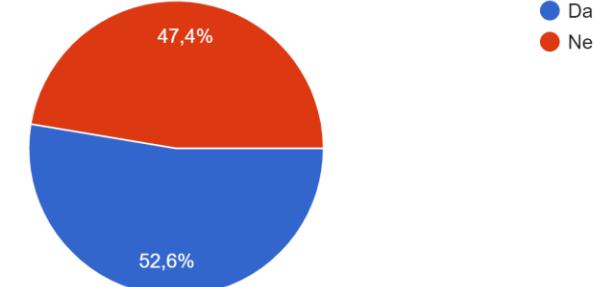
Zanimaju li vas glazbeni podcasti ?
18 odgovora



Jeste li se ikada našli u situaciji da ne znate što bi slušali od glazbe ?
19 odgovora



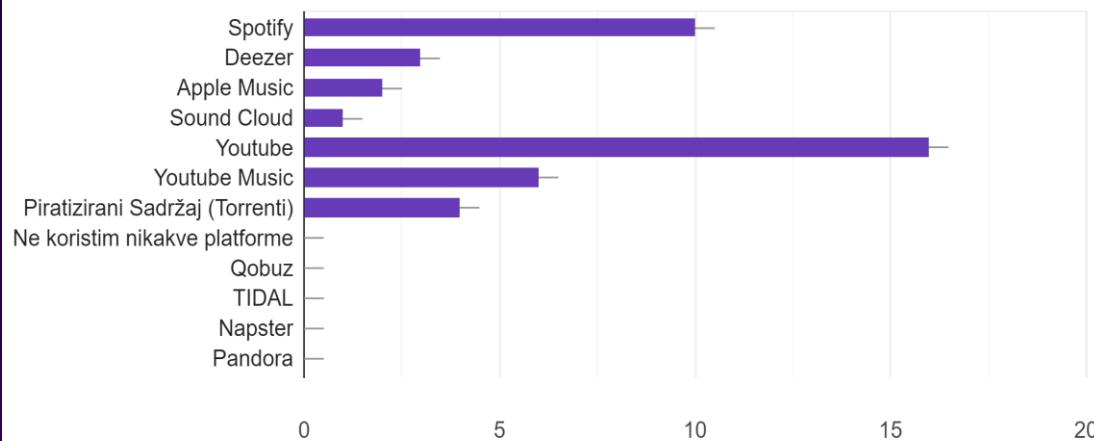
Smatrate li kako je danas teže naći kvalitetnu glazbu koja bi vam odgovarala s obzirom na zasićenost tržišta
19 odgovora



User Interviews

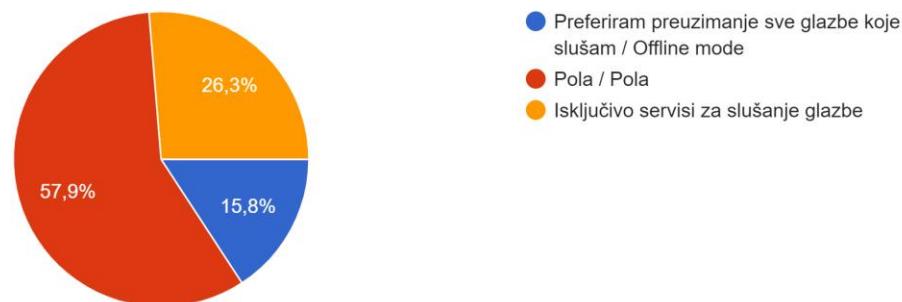
Koristite li neke platforme za slušanje glazbe

19 odgovora



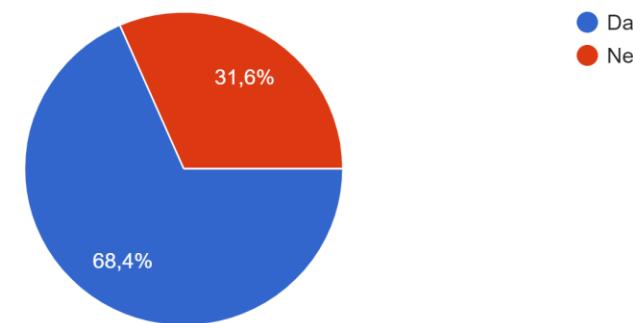
Preuzimate li glazbu s interneta ili koristite razne servise za slušanje glazbe

19 odgovora



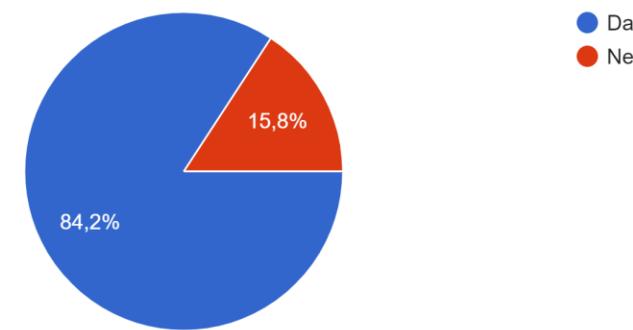
Želite li da SoundWave ima sistem followera gdje možete vidjeti što vaši prijatelji slušaju / kakve playliste imaju / share mogućnosti vlastitih playlista...poruci prijatelja / novom koncertu u blizini i slično

19 odgovora



Smatrate li kako bi SoundWave trebao imati vlastiti library izvođača s kompletnim informacijama poput opisa grupe / povijesti grupe / čitave diskografije...

19 odgovora



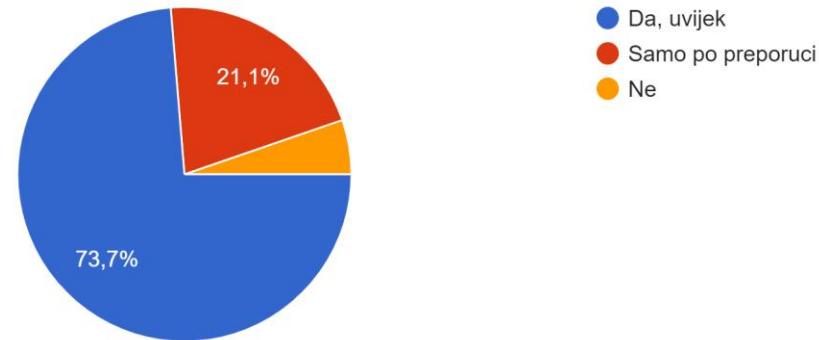
User Interviews



SoundWave

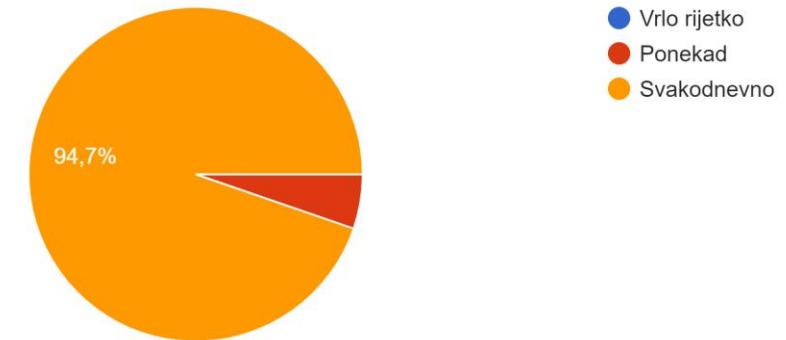
Jeste li voljni otkrivati nove žanrove glazbe / nove izvođače koji vam do sada nisu bili interesantni ?

19 odgovora



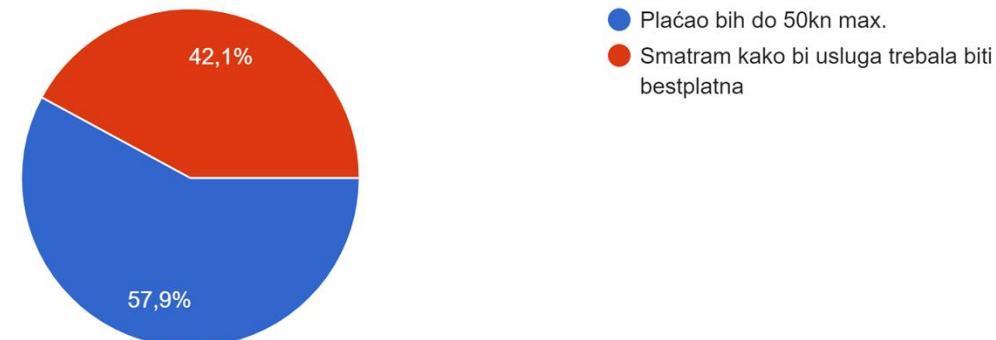
Koliko često služate glazbu ?

19 odgovora



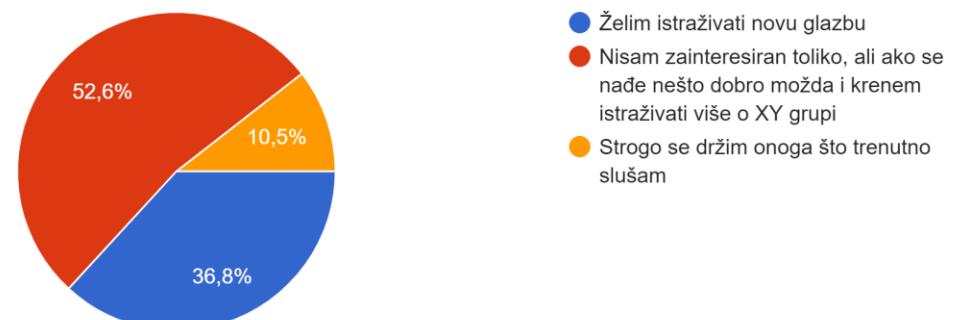
Jeste li voljni plaćati SoundWave uslugu ili smatrate da bi ovaj servis trebao biti besplatan

19 odgovora



Smatrate li da je pred vama gomila neistraženih glazbenih područja ili ste zadovoljni s trenutnim obujmom glazbe koju služate / poznajete ?

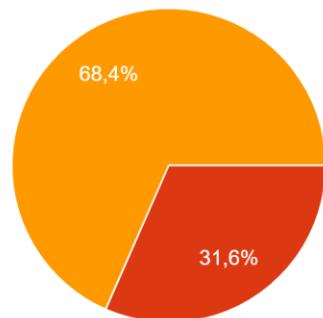
19 odgovora



User Interviews

Utječe li recenzija neke pjesme / albuma na vašu odlučnost slušanja ?

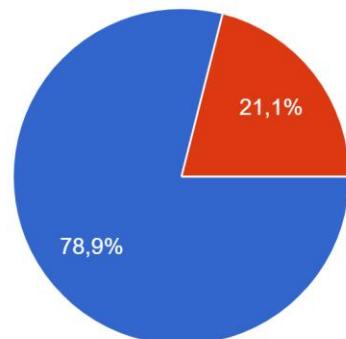
19 odgovora



- Da, ako su recenzije uglavnom loše neću niti poslušati
- Da, ali ne u tolikoj mjeri, ipak ću poslušati pa osobno prosuditi
- Neovisno o recenziji uvijek ću poslušati pa tek kasnije donositi vlastite zaključke

Kreirate li vlastite playliste ?

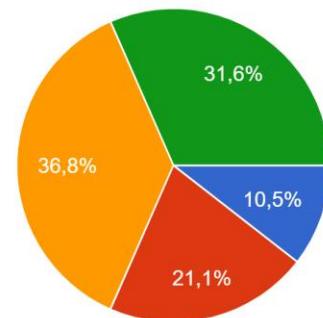
19 odgovora



- Kreiram vlastite playliste
- Koristim već kreirane playliste

Posjećujete li stranice na kojima saznajete više o glazbenim novostima ?

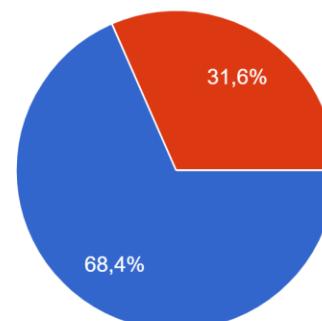
19 odgovora



- Gotovo uvijek
- Ponekad
- Vrlo rijetko
- Ne posjećujem takve stranice / saznajem usput

Biste li sudjelovali u kratkim kvizovima s općim pitanjima iz raznih glazbenih područja (trivia, zanimljivosti) ? Najbolji natjecatelji dobivaju ulaznice za koncerte

19 odgovora

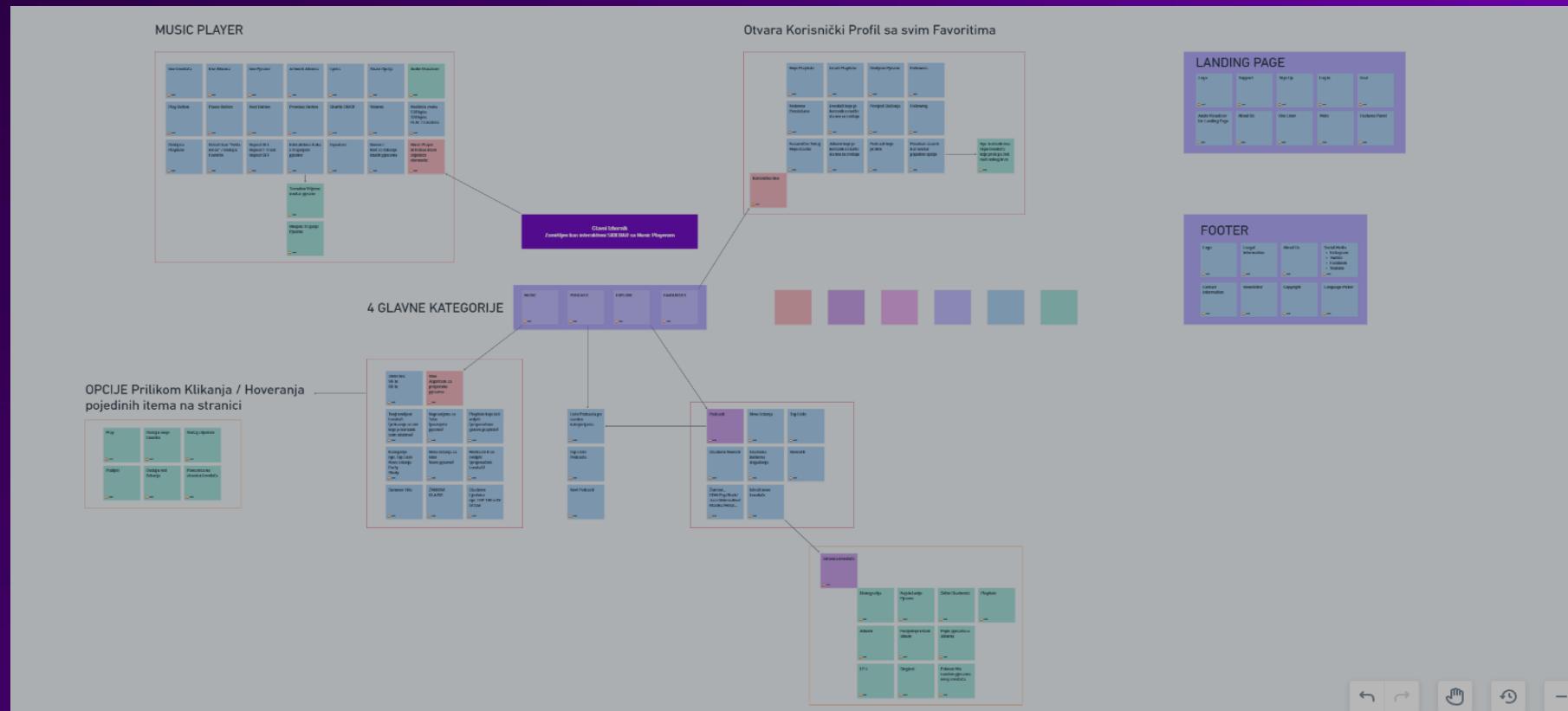


- Da
- Ne

Affinity Map



Whimsical Link: <https://whimsical.com/affinity-map-B2uKofW3stH11kpBKYVqJf@3CRerdhrAw8tJ4UvDbY82q7p>

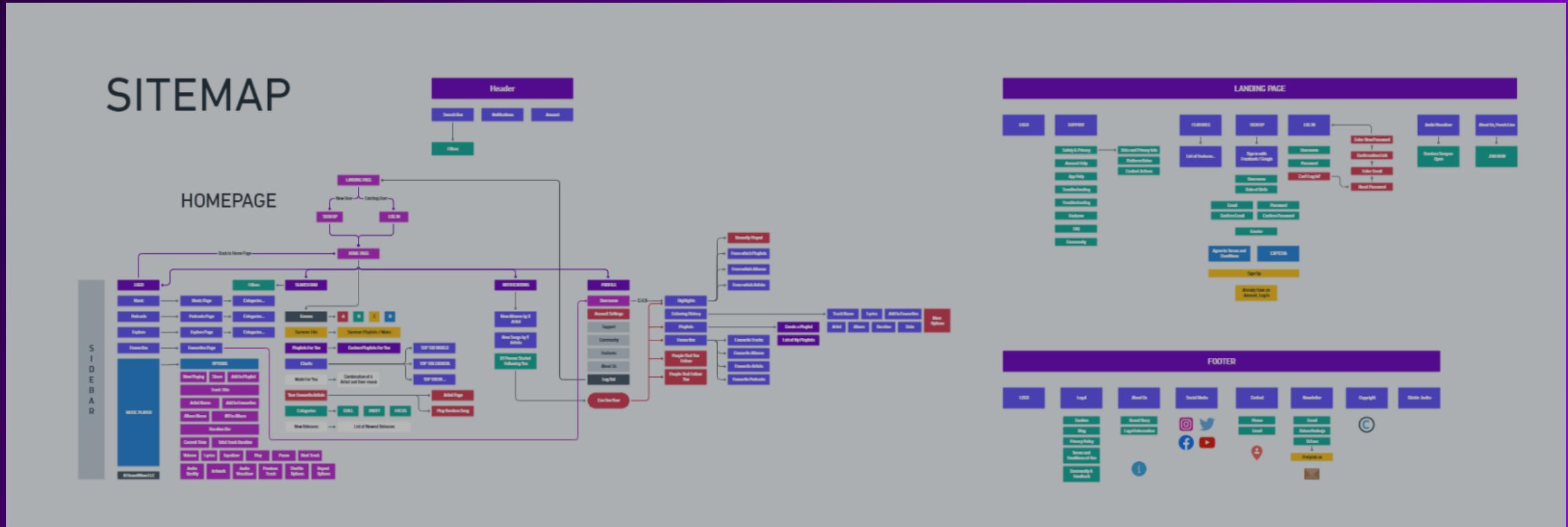


Sitemap



Whimsical Link:

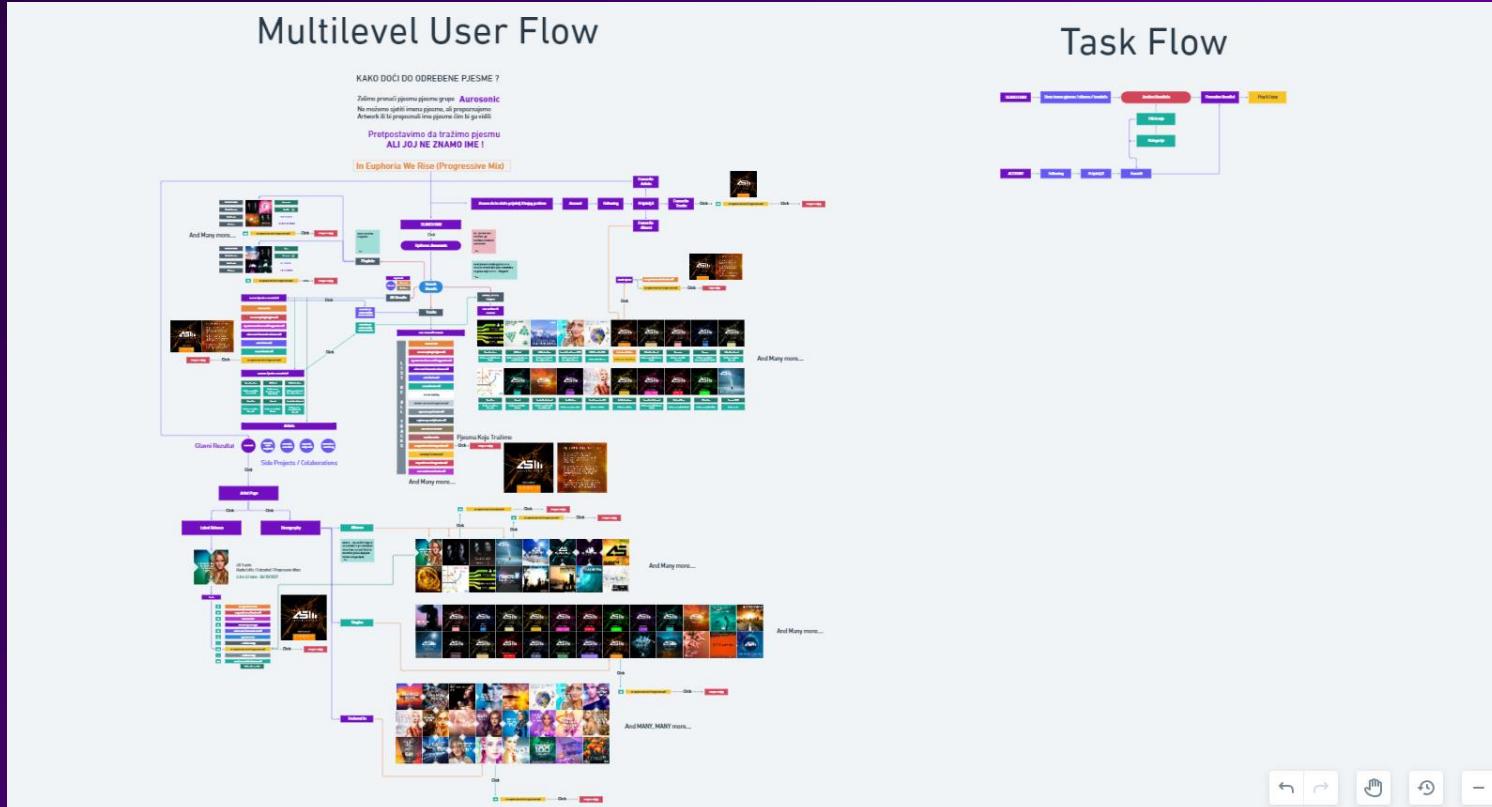
<https://whimsical.com/sitemap-X2PqKgNit6tq5t8yzxDjTv@7YNFXnKbYmGkZSgZyj15z>



Multilevel User Flow / Task Flow Example

Whimsical Link:

<https://whimsical.com/user-flow-7568gjkUhFycqhaiWzA4JF@3CRerdhrAw8x64iFQFAnGyLX>



SoundWave

User Persona



Alat: Uxpressia.com



SoundWave

PRODUCT MARKETING MANAGER

Mike

MARKET SIZE



TYPE

Rational



Pozadina

Mike je product marketing manager koji radi u prosječnoj IT kompaniji od stotinjak zaposlenika po imenu ChartAnalysta.

Tvrtka stvara rješenja za pametnu poslovnu analitiku (prikupljanje i pohranjivanje podataka, vizualizacija u grafikonima i brojkama).

Radi uglavnom na daljinu te dolazi u ured jednom ili dva puta tjedno kako bi brainstormao s timom. Preopterećen je marketinškim zadacima i nema puno vremena za stjecanje vještina koje nisu 100% povezane s njegovim trenutnim dužnostima.

Mike obožava slušati glazbu kada god stigne. Pomaže mu u da se opusti i da uđe u flowstate gdje produktivnosti nema kraja. Mike želi aplikaciju koja razumije njegove potrebe za glazbom. Nema vremena previše istraživati nove stilove, slične izvođače poput onih kojih već sluša te se navikao na poznate melodije, ali žudi za nečim novim.

Mike zna vrijednost vremena i namjerava poboljšati svoje upravljanje vremenom, usredotočujući se na zadatke visokog prioriteta projekta na kojem radi s timom.

Demografija

Male 35 godina

Warsaw, Poland

Single

Product Marketing Manager

\$3,400/month

Ciljevi

- Uspješno voditi tim
- Generirajte nove potencijalne klijente.
- Poboljšajte trenutnu stopu zadržavanja kupaca pružajući nove, zanimljivije obrazovne materijale.
- Ukomponirati glazbu u svoj svakodnevni život na kvalitetniji način.

Potrebe

Aplikacija / Web stranicu za glazbu koja razumije njegove ukuse i potrebe.

Aplikacija koja razumije njegov "djir" te bez previše razmišljanja može jednostavno puštati sadržaj koji mu se svidi pritom otkrivajući nove pjesme i izvođače koji su slični onome što trenutno sluša.

Vještine

Strateško planiranje

0 25 50 75 100

Research i Analiza

Izazovi

- Dugo čitani blogovi, priručnici i članci na interfonu ne funkcioniраju dobro za kupce.
- Tim za podršku traži rješenje jer je preopterećen ulaznicama i pitanjima kupaca koji traže objašnjenja.
- Stalna potreba za opuštajućim glazbenim trenucima u kojima se čovjek može u potpunosti opustiti i približno pobjeći stvarnosti makar na trenutak

User Persona



Alat: Uxpressia.com



SoundWave



Research i Analiza



Komunikacija



Samostalnost



Stres



Organiziranost



Motiviranost



Technology



- Dugo čitani blogovi, priručnici i članci na interfonu ne funkcionišu dobro za kupce.
- Tim za podršku traži rješenje jer je preopterećen ulaznicama i pitanjima kupaca koji traže objašnjenja
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Citat



"Music expresses that which cannot be put into words and that which cannot remain silent"

- Victor Hugo



Motivacije

- Radije obavlja sav posao sam nego objašnjava nekome drugome.
- Perfekcionizam i odgovornost osiguravaju visokokvalitetan rezultat
- Poboljšati svoje upravljanje vremenom ostajući usredotočen na zadatke visokog prioriteta i strateško planiranje
- Poboljšajti metriku izvedbe tima
- Uz pomoć dobre glazbe pobijediti svaku prepreku koja se nađe pred njim

Frustracije

- Mike se boji da neće ispoštovati rokove i iznevjeriti cijeli tim
- Ne osjeća se samouvjerenom u dizajnu i uređivanju
- Provide a poor quality for the task
- Osjeća da mu je teško delegirati zadatak i biti vođa
- Strah od potrebe mikro-upravljanja svakim korakom ostali zaposlenika
- boji se zahtjeva za dodatnim proračunom, povećanje troškova i nezadovoljstvo višeg menadžera
- Boji se kako mu glazba možda više neće pomoći u smirivanju i opuštanju kao i prije

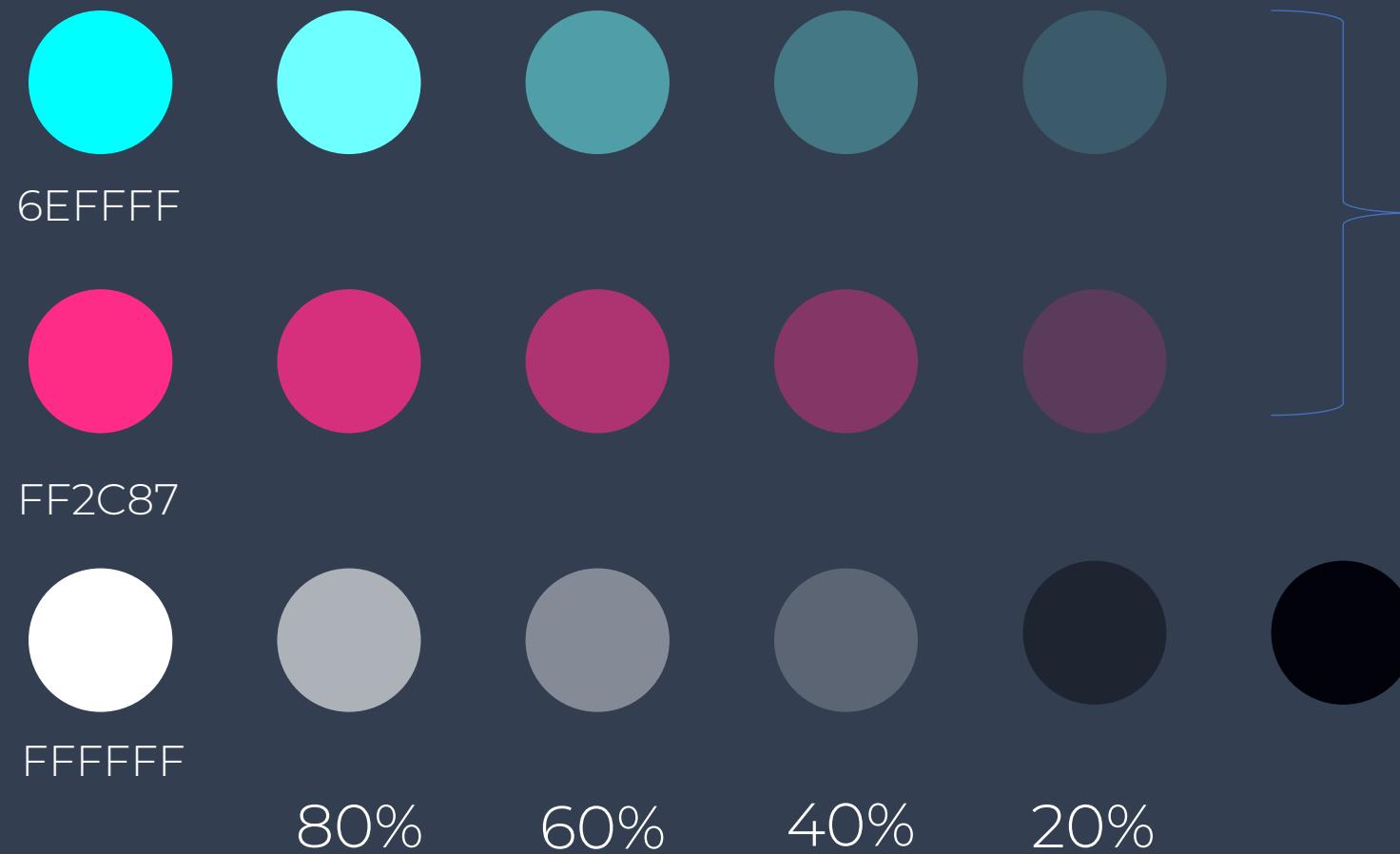
Kanali Komunikacije



UXPRESSIA

UXPRESSIA

Boje



SoundWave

Tipografija - Montserrat

Heading 1

- Bold, 36

Text

- Medium, 16

Heading 2

- Bold, 24

Track Name

- Medium, 14

Button Text

- SemiBold, 22

Artist

- Medium, 13

Meni

- Regular, 24

Released on

- Medium, 12

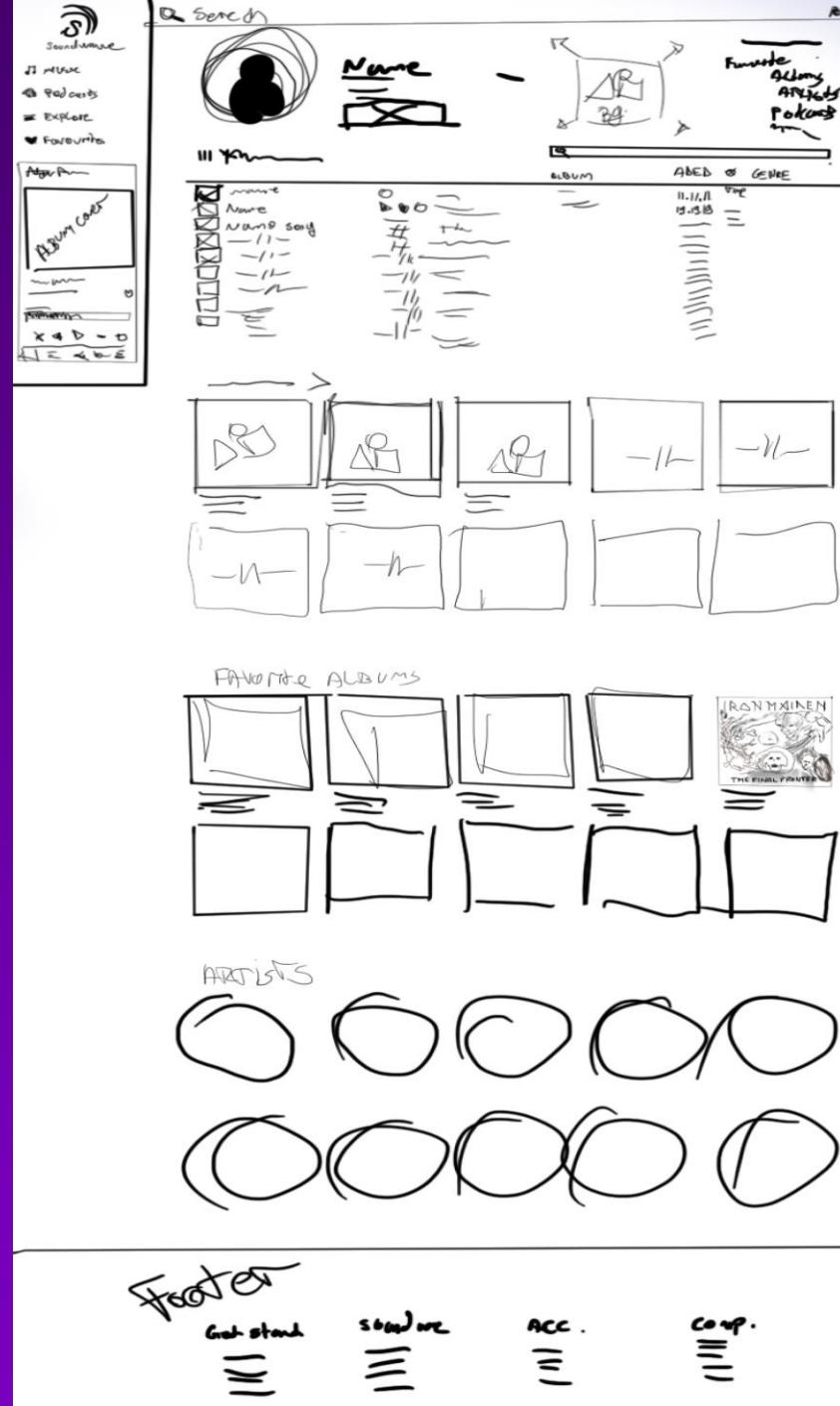
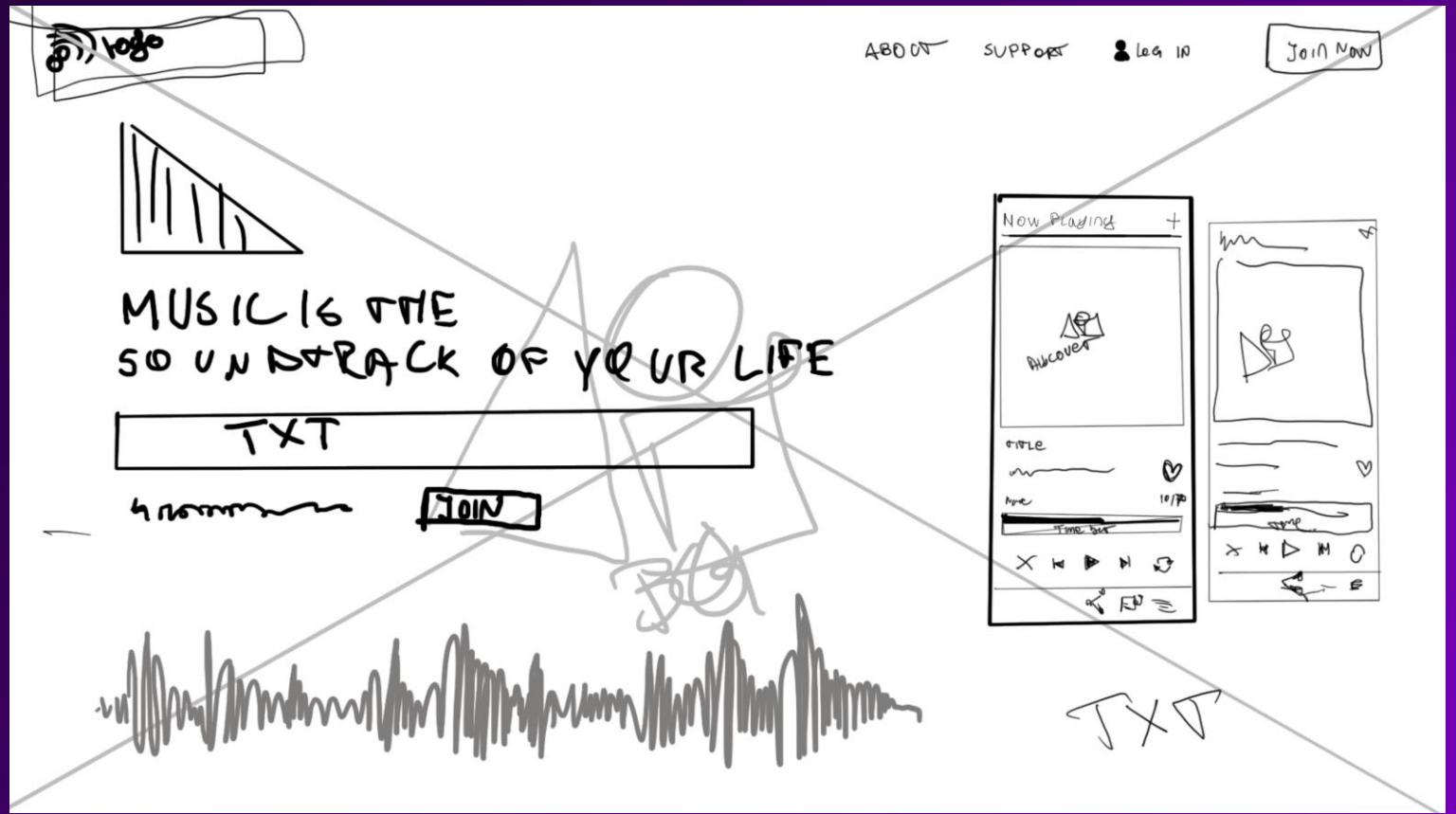
Paragraph Text

- Medium, 20



SoundWave

Sketches

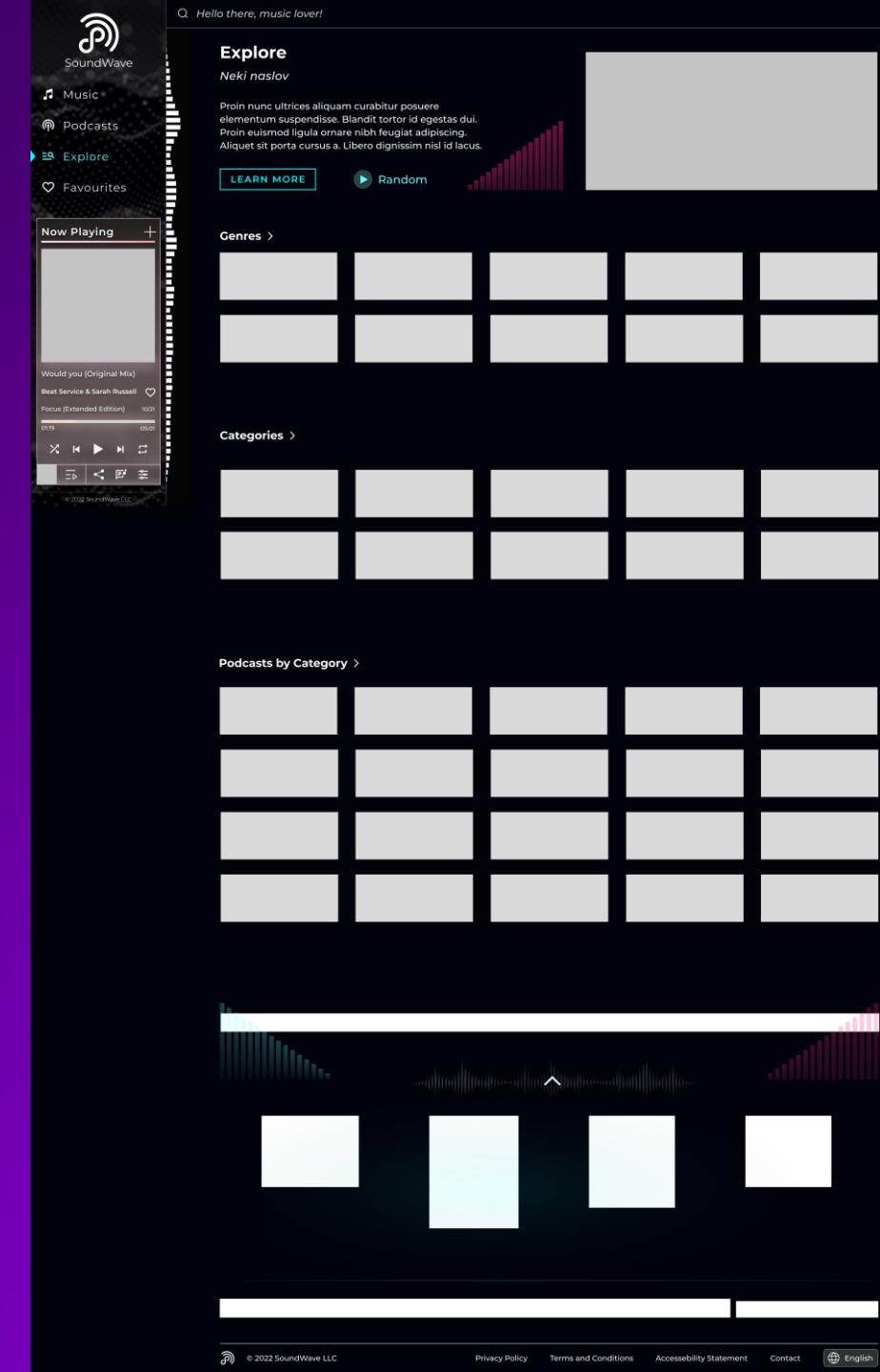


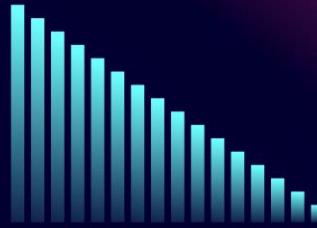
Mid-fi mockups

<https://www.figma.com/file/r17i8Eylzbl08ecTmZdIOM/SoundWave-Projekt?node-id=329%3A698>



SoundWave

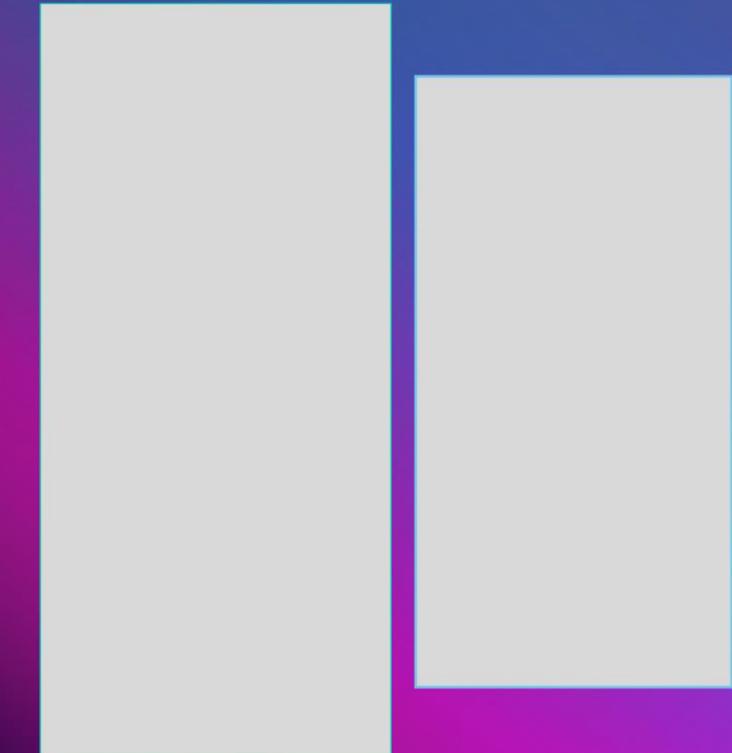




MUSIC IS THE SOUNDTRACK OF YOUR LIFE

Discover, stream, and share a constantly expanding mix of music from emerging and major artists around the world.

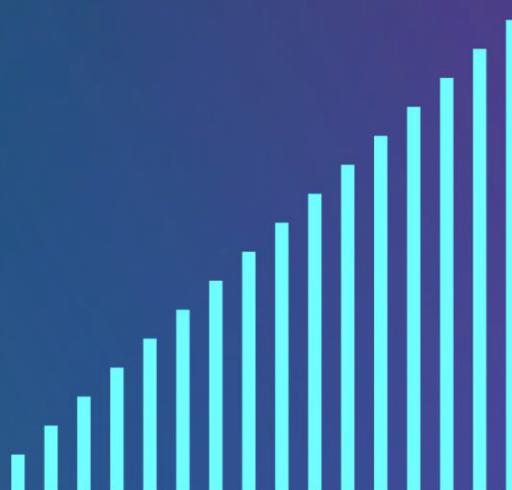
— What are you waiting for ?

[Join Now](#)

Neki fancy naslov

Odio volutpat potenti risus at lobortis.

Sing Up or Log In



Enter your Email or Username
Type here...

Enter your Password
Type here...

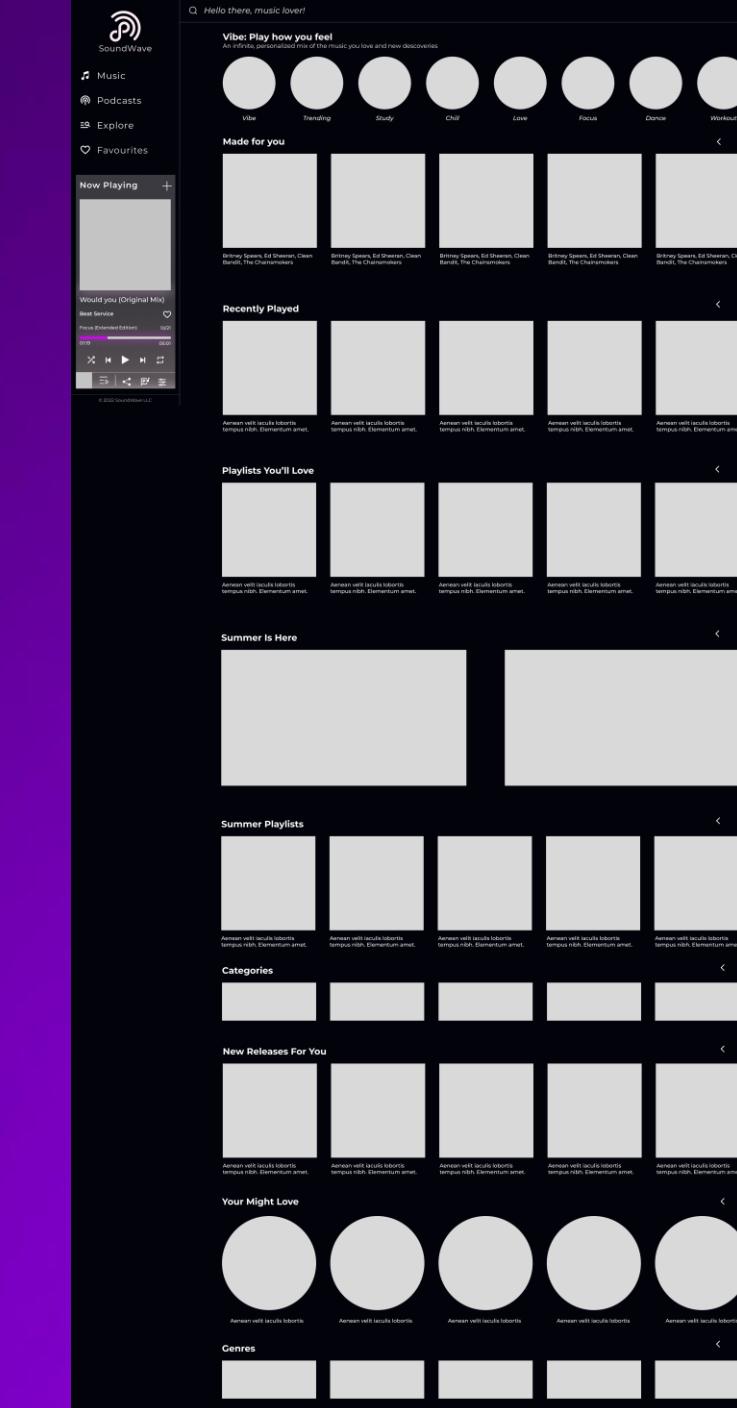
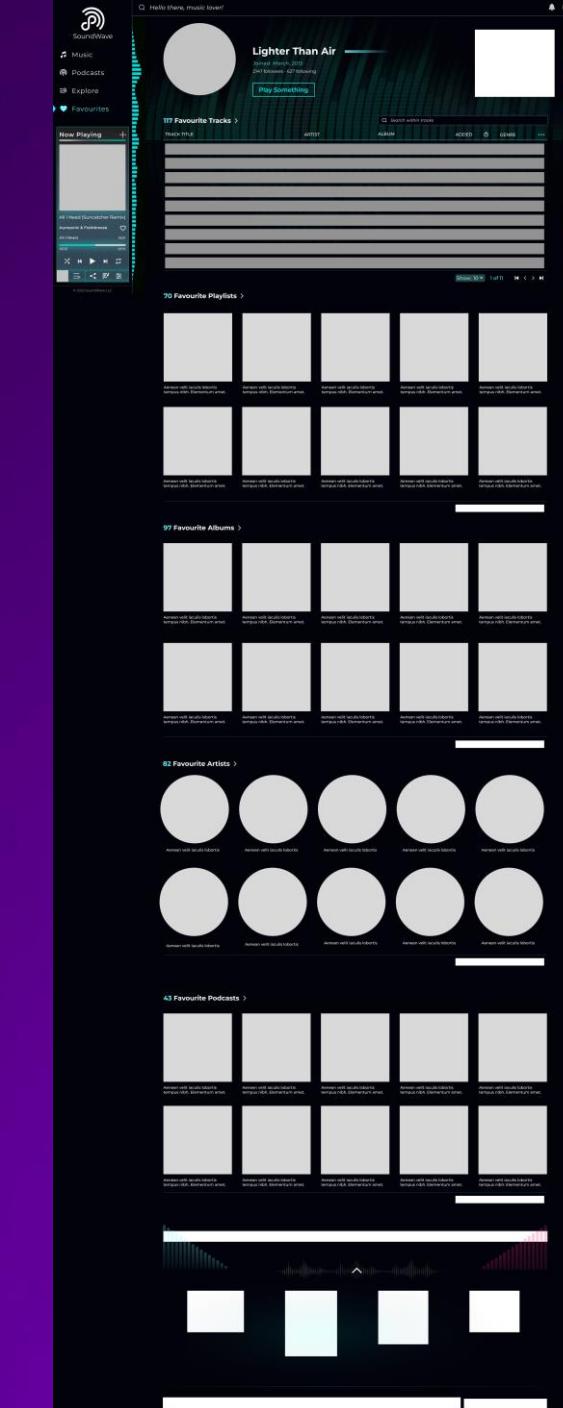
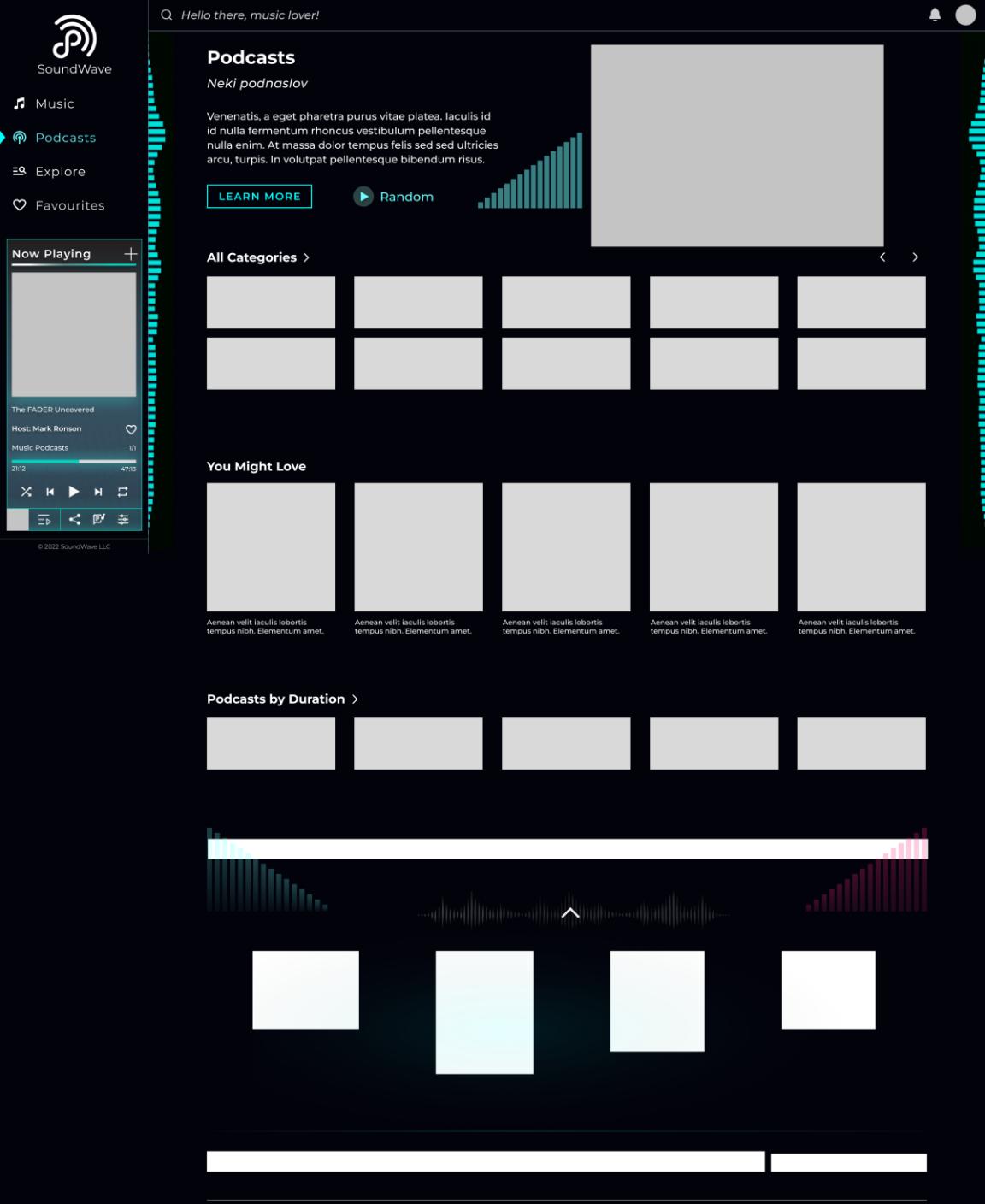
Continue

or

 Continue with Facebook

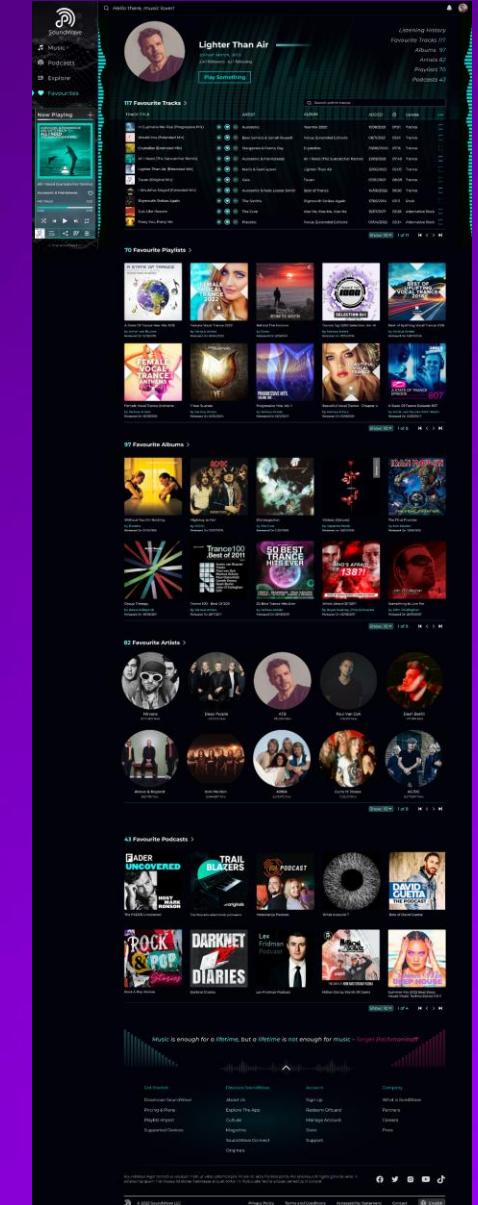
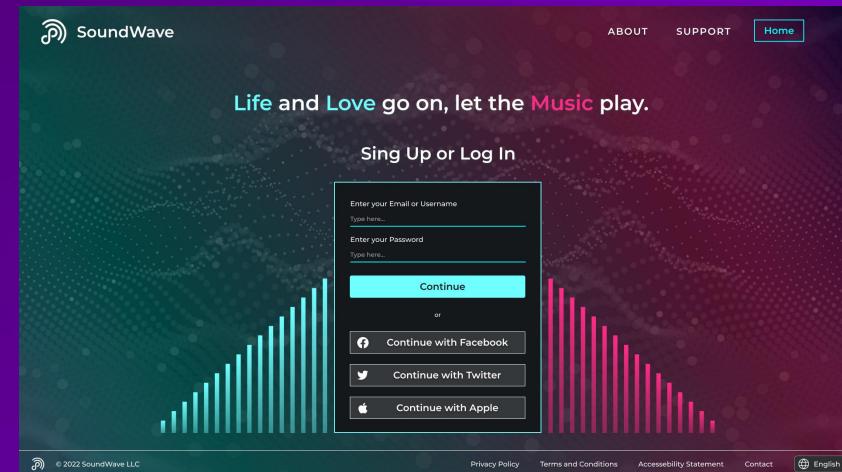
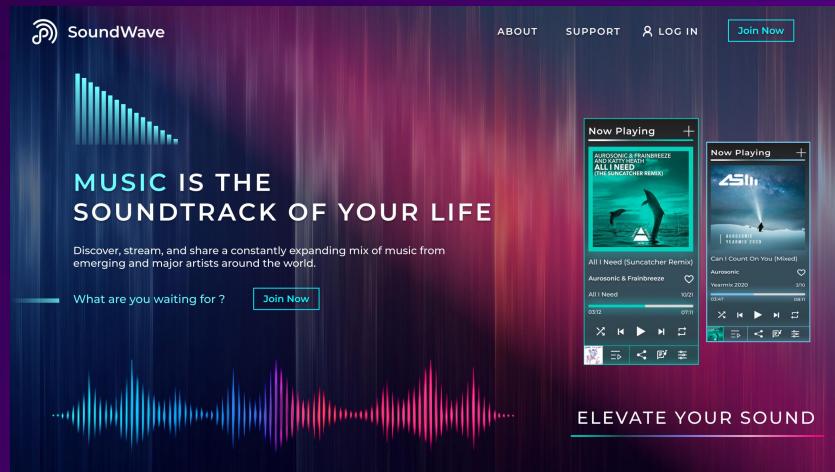
 Continue with Twitter

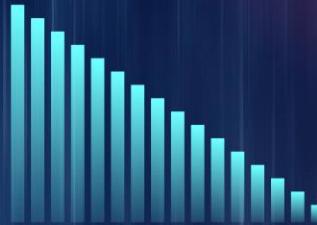
 Continue with Apple



High Fidelity prototype

<https://www.figma.com/file/r17i8Eylzbl08ecTmZdIOM/SoundWave-Projekt?node-id=30%3A90>

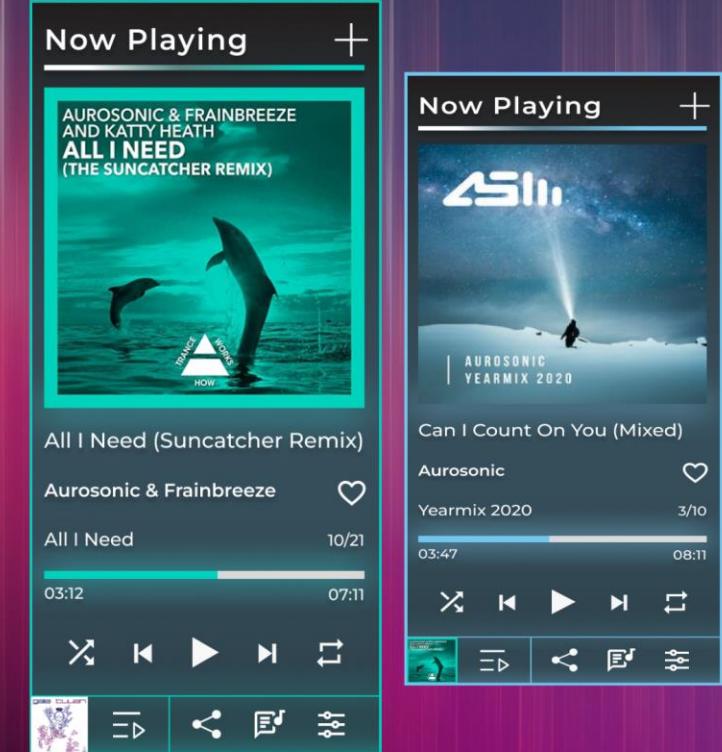




MUSIC IS THE SOUNDTRACK OF YOUR LIFE

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What are you waiting for ?

[Join Now](#)

The image shows two side-by-side mobile device screens displaying the SoundWave application. Both screens have a dark theme with a cyan header bar containing the text "Now Playing" and a plus sign (+) in the top right corner.

Left Screen (Device 1):

- Album Art:** AUROSONIC & FRAINBREEZE AND KATTY HEATH - ALL I NEED (THE SUNCATCHER REMIX)
- Song Title:** All I Need (Suncatcher Remix)
- Artist:** Aurosonic & Frainbreeze
- Progress Bar:** Shows 03:12 / 07:11
- Control Buttons:** Back, forward, repeat, shuffle, volume, and track selection.

Right Screen (Device 2):

- Album Art:** AUROSONIC YEARMIX 2020
- Song Title:** Can I Count On You (Mixed)
- Artist:** Aurosonic
- Progress Bar:** Shows 03:47 / 08:11
- Control Buttons:** Back, forward, repeat, shuffle, volume, and track selection.

ELEVATE YOUR SOUND

Life and Love go on, let the Music play.

Sing Up or Log In

Enter your Email or Username

Type here...

Enter your Password

Type here...

Continue

or



Continue with Facebook



Continue with Twitter



Continue with Apple

The screenshot shows the SoundWave mobile application's main screen. At the top, there's a navigation bar with icons for Music, Podcasts, Explore, and Favourites. Below this is a large, colorful waveform visualization. The main content area is organized into several sections: 'Vibe: Play you feel' (with categories like Trending, Chill, Love, Dance, Workout, Focus, and Study), 'Made For You' (a grid of album covers), 'Recently Played' (a grid of album covers), 'Playlists You'll Love' (a grid of album covers), 'Summer is Here' (a promotional section with a large image of a woman in a bikini and text about summer playlists), 'Summer Playlists' (a grid of album covers for summer-themed playlists), 'Categories' (a grid of genre icons like Charts, Pop, Chill, Feel Good, and Party), 'New Releases For You' (a grid of album covers for new releases), 'You might love' (a grid of artist profiles), and 'Genres' (a grid of genre icons like Rock, Electronic, Soul, EDM, and Alternative). A footer at the bottom contains links for Get Started, Discover SoundWave, Account, and Company, along with social media icons.

The screenshot shows the SoundWave mobile application's main screen. At the top left is the SoundWave logo with a stylized ear icon. The top navigation bar includes a search bar with the placeholder "Hello there, music lover!" and a bell notification icon. On the far right of the top bar is a small user profile picture. The main content area has a dark background with various interactive elements. On the left side, there's a sidebar titled "Now Playing" showing "The FADER UNCOVERED" by Host Mark Ronson. The main content area features a section titled "Podcasts" with a sub-section "Listen with curiosity, speak with honesty, act with integrity." Below this is a text block about communication, a "LEARN MORE" button, a "Random" button with a play icon, and a blue bar chart graphic. A large image of a man speaking into a microphone is on the right. Below the "Podcasts" section is a grid of "All Categories" with icons for Music, Education, Business, Sports, Podcast Charts, Travel, Summer Podcasts, Film & TV, Mystery, and New Podcasts. Further down are sections titled "You might love" with cards for "The FADER UNCOVERED" (Host Mark Ronson), "TRAILBLAZERS: electronic pioneers", "Netokracija Podcast", "What is sound?", and "Best of David Guetta". There's also a section titled "Podcasts by Duration" with categories for < 10 min, ≈ 20 min, ≈ 30 min, ≈ 60 min, and > 2 h. At the bottom, there's a decorative graphic of a sound wave and a quote from Ernest Hemingway: "When people talk, listen completely. Most people never listen." The footer contains links for "Get Started", "Discover SoundWave", "Account", "Company", and various support and partnership links. The very bottom of the screen shows the copyright notice "© 2022 SoundWave LLC" and social media icons for Facebook, Twitter, Instagram, YouTube, and TikTok.

Q Hello there, music lover!

Explore

Be fearless in the pursuit of what sets your soul on fire.

Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.

[LEARN MORE](#) [Random](#)

Now Playing

Would You (Original Mix)
Best Service & Sarah Russell
Focus (Extended Edition) 10:21

Genres >

- EDM
- Alternative
- Blues
- Jazz
- Rap
- Electronic
- Classical
- Rock
- Pop
- Soul

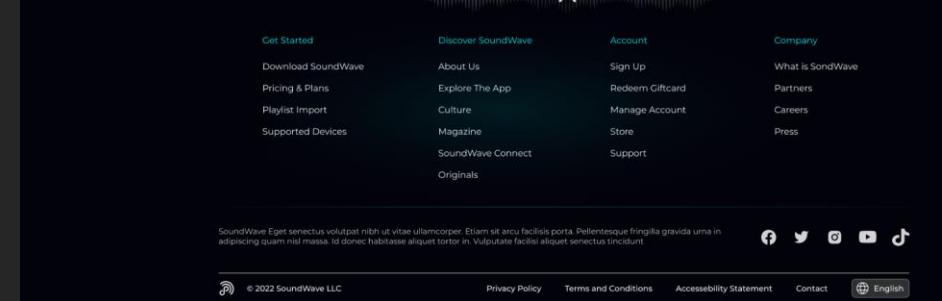
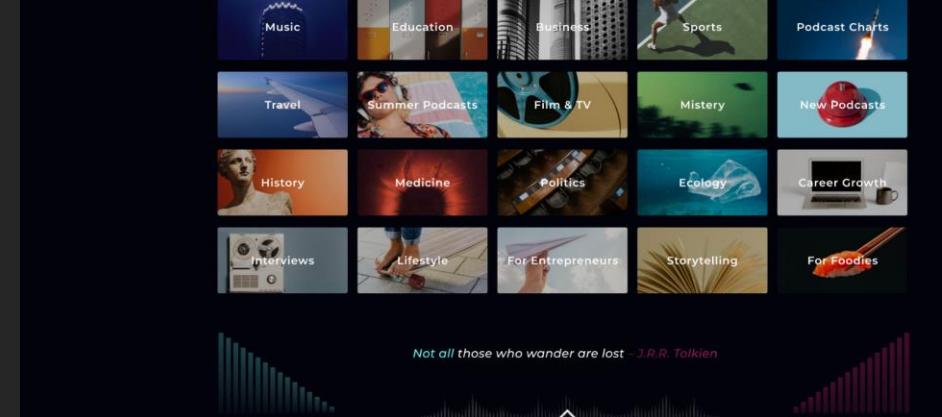
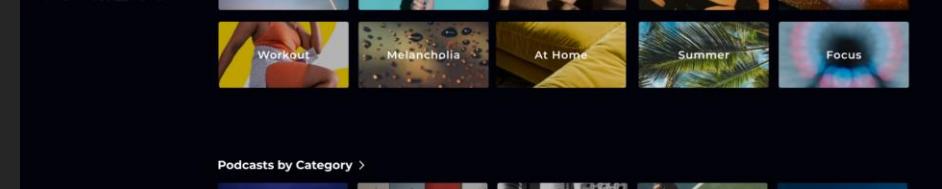
Categories >

- Charts
- New Releases
- Chill
- Feel Good
- Party
- Workout
- Melancholia
- At Home
- Summer
- Focus

Podcasts by Category >

- Music
- Education
- Business
- Sports
- Podcast Charts
- Travel
- Summer Podcasts
- Film & TV
- Mystery
- New Podcasts
- History
- Medicine
- Politics
- Ecology
- Career Growth
- Interviews
- Lifestyle
- For Entrepreneurs
- Storytelling
- For Foodies

Not all those who wander are lost - J.R.R. Tolkien



Q Hello there, music lover!

Lighter Than Air

Joined: March, 2013
2M+ followers - 627 following

[Play Something](#)

117 Favourite Tracks >

TRACK TITLE	ARTIST	ALBUM	ADDED	GENRE
In Euphoria We Rise [Progressive Mix]	Aurosonic	Yearmix 2020	11/08/2021 07:51	Trance
Would You (Extended Mix)	Best Service & Sarah Russell	Focus (Extended Edition)	06/11/2021 05:01	Trance
Crystallize (Extended Mix)	Stargazer & Ferma Day	Crystallize	29/08/2020 07:35	Trance
All I Need (The Suncatcher Remix)	Aurosonic & Frainbreeze	All I Need (The Suncatcher Remix)	21/09/2021 07:40	Trance
Lighter Than Air (Extended Mix)	Mario & Seanspaw	Lighter Than Air	12/06/2022 05:05	Trance
Tuvan (Original Mix)	Cais	Tuvan	07/10/2021 08:09	Trance
I Wouldn't Stayed (Extended Mix)	Aurosonic & Kata Louise Smith	Best of Trance	14/06/2022 06:50	Trance
Bigmouth Strikes Again	The Smiths	Bigmouth Strikes Again	17/05/2014 03:11	Rock
Just Like Heaven	The Cure	Kiss Me, Kiss Me, Kiss Me	13/07/2017 03:26	Alternative Rock
Every You, Every Me	Placebo	Focus (Extended Edition)	01/04/2022 03:54	Alternative Rock

[Show 10 > 1 of 11](#)

70 Favourite Playlists >

A State Of Trance Year Mix 2015
by Armin van Buuren
Released On 12/02/2015

Female Vocal Trance 2022
by Various Artists
Released On 03/04/2022

Behind The Horizon
by Costa
Released On 07/09/2021

Trance Top 1000 Selection, Vol. 41
by Various Artists
Released On 07/09/2018

Best of Uplifting Vocal Trance 2019
by Various Artists
Released On 07/09/2019

Female Vocal Trance Anthems
by Various Artists
Released On 26/06/2015

1 Year Sounds
by Various Artists
Released On 15/04/2014

PROGRESSIVE HITS VOLUME 1
by Various Artists
Released On 01/03/2007

Beautiful Vocal Trance - Chapter 4
by Various Artists
Released On 19/02/2019

A State Of Trance Episode 807
by Armin van Buuren & Paul van Dyk
Released On 05/03/2017

[Show 10 > 1 of 8](#)

97 Favourite Albums >

Without You I'm Nothing
by Placebo
Released On 12/10/1998

Highway to Hell
by AC/DC
Released On 21/09/1979

Disintegration
by The Cure
Released On 01/09/1993

Violator (Deluxe)
by Depeche Mode
Released On 16/12/1990

The Final Frontier
by Iron Maiden
Released On 3/8/2010

Trance 100 .Best Of 2011
by Armin van Buuren
Paul van Dyk
Markus Schulz
Mike Olakowski
Germany
John O'Callaghan
TyDi

Trance 100 .Best Of 2011
by Various Artists
Released On 06/06/2011

50 BEST TRANCE HITS EVER
by Deadmau5, Paul van Dyk, Markus Schulz, Mike Olakowski, Germany, John O'Callaghan, TyDi

WHO'S AFRAID OF 138?!
by Bryan Kearney, Chris Schreier
Released On 08/03/2019

Something To Live For
by John O'Callaghan
Released On 25/09/2007

Music is enough for a lifetime, but a lifetime is not enough for music - Sergio Rachmaninoff

Q Hello there, music lover!

Lighter Than Air

Joined: March, 2013
2M+ followers - 627 following

[Play Something](#)

Listening History

Favourite Tracks 117

Albums 97

Artists 82

Playlists 70

Podcasts 43

117 Favourite Tracks >

ARTIST	TRACK TITLE	ALBUM	ADDED	GENRE
Aurosonic	In Euphoria We Rise [Progressive Mix]	Yearmix 2020	11/08/2021 07:51	Trance
Best Service & Sarah Russell	Would You (Extended Mix)	Focus (Extended Edition)	06/11/2021 05:01	Trance
Stargazer & Ferma Day	Crystallize (Extended Mix)	Crystallize	29/08/2020 07:35	Trance
Aurosonic & Frainbreeze	All I Need (The Suncatcher Remix)	All I Need (The Suncatcher Remix)	21/09/2021 07:40	Trance
Mario & Seanspaw	Lighter Than Air (Extended Mix)	Lighter Than Air	12/06/2022 05:05	Trance
Cais	Tuvan (Original Mix)	Tuvan	07/10/2021 08:09	Trance
Aurosonic & Kata Louise Smith	I Wouldn't Stayed (Extended Mix)	Best of Trance	14/06/2022 06:50	Trance
The Smiths	Bigmouth Strikes Again	Bigmouth Strikes Again	17/05/2014 03:11	Rock
The Cure	Just Like Heaven	Kiss Me, Kiss Me, Kiss Me	13/07/2017 03:26	Alternative Rock
Placebo	Every You, Every Me	Focus (Extended Edition)	01/04/2022 03:54	Alternative Rock

70 Favourite Playlists >

STATE OF TRANCE

FEMALE VOCAL TRANCE 2022

COSTA BEHIND THE HORIZON

TRANCE TOP 1000 SELECTION 41

BEST OF UPLIFTING VOCAL TRANCE 2019

FEMALE VOCAL TRANCE ANTHEMS

1 YEAR SOUNDS

PROGRESSIVE HITS VOLUME 1

BEAUTIFUL VOCAL TRANCE - CHAPTER 4

A STATE OF TRANCE EPISODE 807

97 favourite Albums >

A STATE OF TRANCE YEAR MIX 2015

FEMALE VOCAL TRANCE 2022

BEHIND THE HORIZON

TRANCE TOP 1000 SELECTION 41

BEST OF UPLIFTING VOCAL TRANCE 2019

FEMALE VOCAL TRANCE ANTHEMS

1 YEAR SOUNDS

PROGRESSIVE HITS VOLUME 1

BEAUTIFUL VOCAL TRANCE - CHAPTER 4

A STATE OF TRANCE EPISODE 807

82 favourite Artists >

ARMIN VAN BUUREN

AC/DC

THE CURE

DEPECHE MODE

IRON MAIDEN

PLACEBO

DEADMAU5

PAUL VAN DYK

MARKUS SCHULZ

MIKE OLAKOWSKI

GERMANY

JOHN O'CALLAGHAN

TYDI

DEPECHE MODE

MARKUS SCHULZ

MIKE OLAKOWSKI

JOHN O'CALLAGHAN

TYDI

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JOHN

Usability Testing

Očekivanja od korisnika su:

- uspješno navigiranje stranicom u pronašlasku traženog sadržaja
- intuitivno poznavanje funkcionalnosti svakog gumba
- za kratko vrijeme upoznati se sa stranicom i usjećati ugodno prilikom pregledavanja
- preglednost informacija je jasno vidljiva, sadržaj nije previše zbijen te prati neku formu kroz sve podstranice što korisniku signalizira kvalitetu
- svaki korisnik intuitivnim razmišljanjem dolazi do istog sadržaja na identičan način, iako je bilo par korisnika koji su na malo drugačiji način došli do traženog
- zadovoljnost logotipom (prijeđlog jednog korisnika da logotip mijenja boju ovisno o pjesmi kao interaktivni sidebar)
- font je čist, pregledan, ništa nije presitno / preveliko s obzirom na sadržaj
- kategorije / poglavљa prate zadalu formu na svim stranicama (korisnici znaju što očekivati na drugim stranicama, zadovoljni jednostavnošću korištenja + interaktivnošću pojedinih komponenti



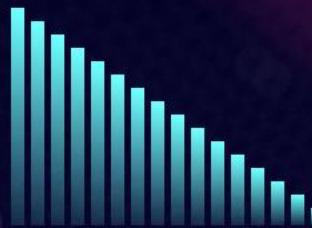
SoundWave

A/B Testiranja

Landing Page v1



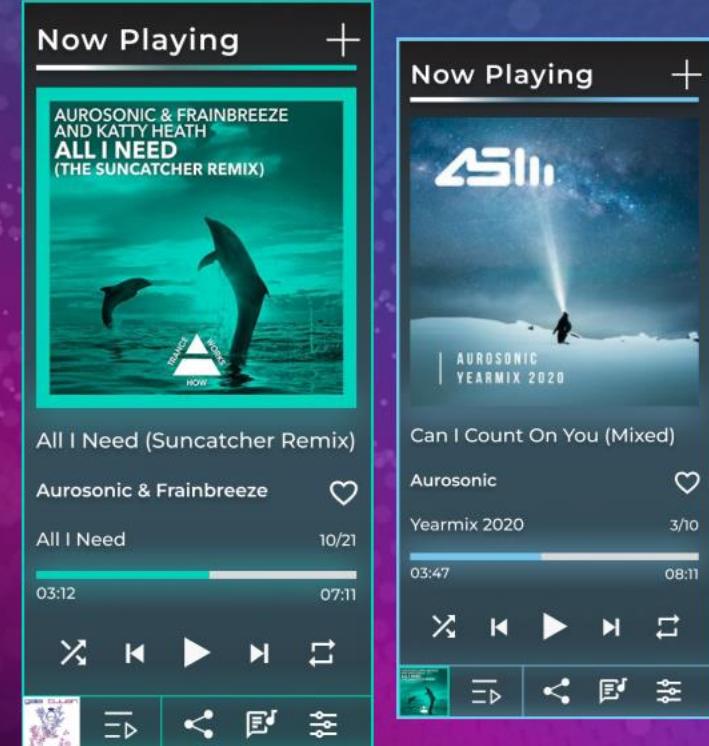
SoundWave



MUSIC IS THE SOUNDTRACK OF YOUR LIFE

Discover, stream, and share a constantly expanding mix of music from emerging and major artists around the world.

What are you waiting for ?

[Join Now](#)

The image shows two smartphone screens displaying the SoundWave mobile application. Both screens feature a dark-themed interface with a 'Now Playing' header and a '+' button in the top right corner.

Left Screen (Primary View):

- Now Playing:** AUROSONIC & FRAINBREEZE AND KATTY HEATH - ALL I NEED (THE SUNCATCHER REMIX)
- Artwork:** A dolphin leaping out of water against a sunset background.
- Song Details:** All I Need (Suncatcher Remix) by AUROSONIC & FRAINBREEZE
- Release Date:** 10/21
- Length:** 03:12 / 07:11
- Control Buttons:** Previous, Next, Play/Pause, Stop, and a shuffle icon.
- Bottom Icons:** Home, Library, Profile, and a search bar.

Right Screen (Secondary View):

- Now Playing:** AUROSONIC - YEARMIX 2020
- Artwork:** A person standing on a beach at night with a bright light source.
- Song Details:** Can I Count On You (Mixed) by AUROSONIC
- Release Date:** Yearmix 2020
- Length:** 03:47 / 08:11
- Control Buttons:** Previous, Next, Play/Pause, Stop, and a shuffle icon.
- Bottom Icons:** Home, Library, Profile, and a search bar.

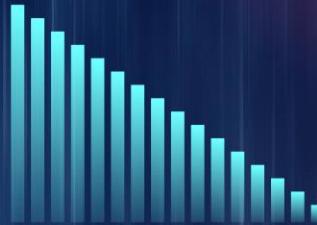
ELEVATE YOUR SOUND

A/B Testiranja

Landing Page v2



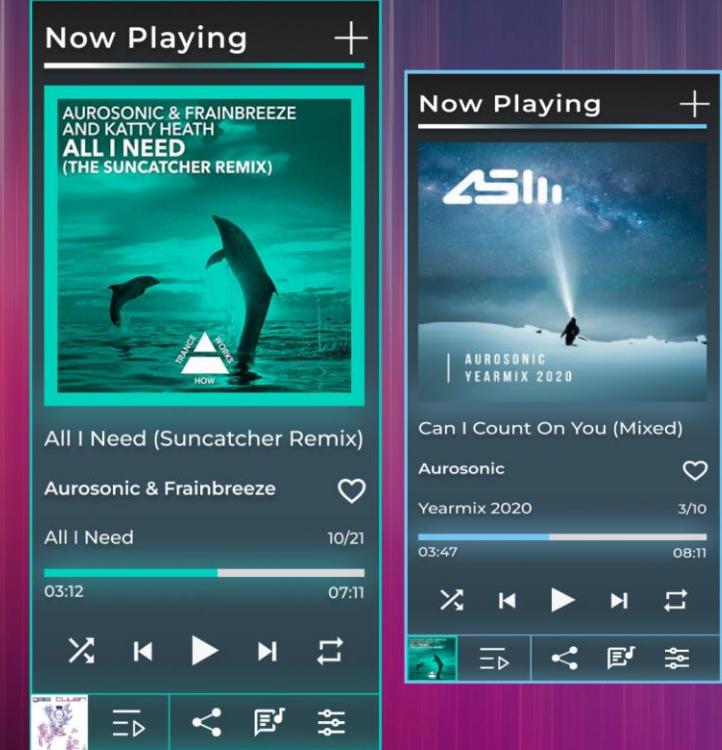
SoundWave



MUSIC IS THE SOUNDTRACK OF YOUR LIFE

Discover, stream, and share a constantly expanding mix of music from emerging and major artists around the world.

What are you waiting for ?

[Join Now](#)

The image displays two side-by-side mobile device screens, each showing a "Now Playing" music player interface. Both screens have a dark background with a cyan-to-red gradient overlay.

Left Screen (Device 1):
- Title: Now Playing
- Artist: AUROSONIC & FRAINBREEZE AND KATTY HEATH
- Song: ALL I NEED (THE SUNCATCHER REMIX)
- Artwork: A dolphin leaping out of water against a sunset background with the text "BALANCE WORK HOW"
- Player controls: Shows a progress bar from 03:12 to 07:11, and standard play/pause, skip, and volume controls.

Right Screen (Device 2):
- Title: Now Playing
- Artist: AUROSONIC
- Song: YEARMIX 2020
- Artwork: A person standing on a snowy slope at night with a bright light source.
- Player controls: Shows a progress bar from 03:47 to 08:11, and standard play/pause, skip, and volume controls.

ELEVATE YOUR SOUND

A/B Testiranja & Iteracije

Većini ispitanika se sviđa pozicija interaktivnog music playera unutar sidebar-a (neki smatraju kako je audio visualizer dio fora, ali zauzima preveliki dio stranice što je korigirano u dalnjim iteracijama – konkretno širina je smanjena sa 100px na 50px na lijevom i desnom kraju stranice)

Korisnici su se jednoglasno složili da bi audio visualizer trebao biti vidljiv samo kada glazba svira
Landing Page v2 je bolja u odnosu na v1

Citati o glazbi u podnožju pojedinih stranica su bolji u *italic* formi s naglašenim ključnim riječima u PLAVOJ boji, a autor ROZOJ umjesto čistog bijelog, uspravnog teksta.

Voulme Bars u PLAVOJ i ROZOJ boji se više uklapaju na dizajn stranice nego obični pravokutni trokuti jer na ovakav način dodatno naglašavamo da se radi o stranici za glazbu.

Sadržaj prilikom „hoveranja“ poprima PLAVU boju koja odgovara temi dizajna, što prati sve gume + dio teksta za Izvođača u pojedinim kategorijama, također se svaka kategorija uz pripadajuću strelicu prilikom „hoveranja“ pretvara u PLAVU.

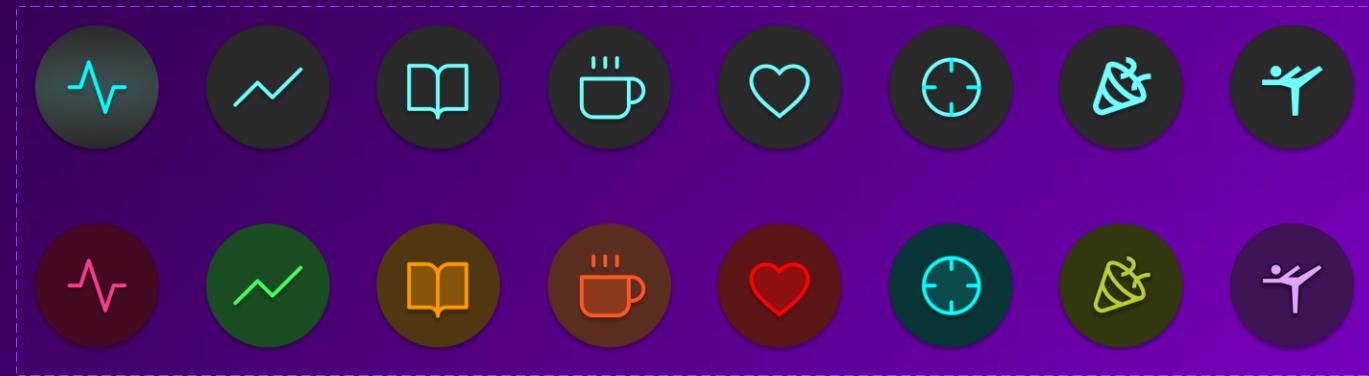
Korisnici više vole „180° flip“ animaciju naspram „bouncy“ animacije prilikom „hoveranja“ nad imenima kategorija



SoundWave

A/B Testiranja & Iteracije

Korisnici preferiraju da „Vibe” kategorija sa okruglim sličicama zadržava **PLAVU** boju sve dok korisnik ne pređe mišem preko pojedine kategorije čime pokreće slijedeću promjenu:



NAPOMENA: u prvoj iteraciji dizajna, gornji red sličica se podudarao s donjim u bojama samo su gornje bile puno svjetlijе i blaže te nisu imali boju ispunе koja odgovara boji samog simbola unutar sličica.



SoundWave

Final Design

Finalni dizajn je najbolje pregledati u samoj figmi ili web browseru zbog ograničenih mogućnosti prikazivanja cjelokupnog dizajna unutar powerpointa

NAPOMENA:

- u Options odabratи opciju Fit Width
- Show Figma UI, uncheck (sakriti)
- Postaviti preglednik na Fullscreen
- Ako je u pitanju chrome browser, bilo bi poželjno upaliti sljedeću opciju:
Options > System > Use hardware acceleration when available > ON

Link na Figma gotovi Prototip:

<https://www.figma.com/proto/r17i8EylzbI08ecTmZdIOM/SoundWave-Projekt?node-id=458%3A2835&scaling=min-zoom&page-id=30%3A90&starting-point-node-id=458%3A2835>

Link na Figma Project File:

<https://www.figma.com/file/r17i8EylzbI08ecTmZdIOM/SoundWave-Projekt?node-id=30%3A90>



SoundWave

Dodatne Napomene

- Podsjećam da pogledate napomene s prošlog slajda
- Stranica je dosta velika pa će možda trebati malo više vremena da se pojedini elementi učitaju
- Pokušajte hoverati / klikati na sve elemente jer većina njih (oni za koje je imalo smisla da se u određenom roku, s obzirom na svrhu i namjenu ovog projekta, realiziraju na vrijeme
- Nemojte preskočiti What is SoundWave stranicu, koja možda na prvu nije intuitivno za doći do nje budući da se mora kliknuti na About button nakon čega se otvara meni gdje bi trebalo kliknuti link „What is SoundWave“
- Imajte na umu Next i Previous buttonne kod music player-a pri čemu se dizajn stranice zamjetno mijenja ovisno o pjesmi koja svira.
- PLAY button-i neće pokretati pjesme jer ne bi bilo praktično da se za svaku pjesmu ručno radi novi dizajn music playera, pa je to rješeno pomoću 5 jednostavnijih primjera u raznim bojama iako bi krajnji produkt naravno trebao imati rješenu ovu funkcionalnost
- Dodatna poteškoća koja se javljala jest sam GIF koji bi trebao u konačnici biti stvarni audio visualizer ovisno o glazbi, međutim nisam mogao maknuti pozadinu iz GIF-a što me je ograničilo u izradi stranice u kontekstu pozadine, jer sam bio prisiljen koristiti za pozadine onu boju koja je pozadina unutar GIF-a !



SoundWave