Case Study

Music X

UI UX Case Study

My Role
UI/UX Design

Platform
Mobile, IOS

Duration
8 Weeks

Project Overview

Problem

Web stores offer more challenges when it comes to scheduling and managing concerts compared to Spotify. The lack of a dedicated platform for artists to upload and manage concerts leads to inefficiencies, missed opportunities, and accessibility issues. Data collection for ticketing commissions, enthusiasts, and families, struggle to keep up with changes, and the reliance on third-party sites for ticket comparisons and Google searches adds to the artist's scheduling problems.

Solution

Music X aims to revolutionize the live concert industry by offering a single platform where artists can effortlessly upload and manage concerts. Through intuitive navigation, transparent service details, real-time appointment availability, and personalized features for families and fans, the app ensures a seamless experience for both artists and attendees, and promotes accessibility and inclusivity, ensuring that everyone can enjoy live music events and connect with their favorite artists.

Ideation

Music X's mobile application designed to streamline the process of scheduling and managing live concerts. The app aims to provide a convenient solution for artists to upload their concert details, manage ticket sales, and connect with fans. Initially, its ideation was centered around user-friendly interfaces and intuitive features, with a focus on ensuring the app's accessibility and inclusivity. Here are some highlights from the ideation process:

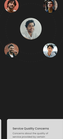
Design Process

Empathize | Define | Ideate | Design | Testing

Empathize

Qualitative Research

User Research: Qualitative research methods were employed to gather in-depth insights into the experiences, motivations, and challenges faced by artists and their families when scheduling concerts. This research aimed to understand the pain points and needs of the target audience, ensuring that the app would address their specific requirements and provide a seamless experience.



Interview

Interview Questions:

1. Can you tell me about your experiences with booking service appointments for your kids or the family?
2. How often do you typically spend your time, and what factors influence your decision-making?
3. What aspects (apps or services) do you usually spend your time and why, and how frequently is you?
4. Could you describe a recent situation where you related little spending and the steps you took to book an appointment?

Interview Insights

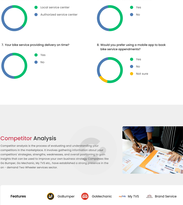
Pain Points

- **Inconvenient Booking Process**: Having to call multiple service providers for appointments, phone, and services.
- **Unclear Service Details**: Lack of clear information available on service providers' websites, leading to confusion and hesitation.
- **Service Quality Concerns**: Concerns about the quality of service provided by unknown service providers.
- **Remembering Appointments**: Forgetting appointments and missing them due to the lack of reminders or notifications.
- **Transparency & Hidden Costs**: Concerns about hidden costs and the lack of transparency in pricing and booking.
- **Convenience and Efficiency**: Desire for a more convenient and efficient way to book appointments, including the ability to compare service providers and their availability.
- **Clear Service Information**: Need for more detailed and accessible information about service providers, including their services, pricing, and availability.
- **Quality and Trust**: Concerns about the quality of service and the reliability of service providers, including their reputation and reviews.
- **Services System**: Need for services that help organize and manage appointments and find suitable service providers.
- **Transparency in Costs**: Lack of transparency in pricing and hidden costs associated with service providers, leading to confusion and frustration.
- **User-Friendly Experience**: Need for an app that is intuitive and easy to navigate, with features like advanced filtering and personalized recommendations.

User's Needs

Quantitative Research

Quantitative Research involves gathering and analyzing numerical data to understand patterns, relationships, and trends within a specific population or sample. In the context of the Music X app, quantitative research can provide valuable insights into user preferences, behaviors, and opinions through data-driven analysis.



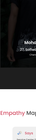
Competitor Analysis

Competitor analysis is the process of evaluating and understanding other companies or organizations that compete with your business. It involves gathering information about their strengths, weaknesses, and market positioning. The insights from this can be used to improve your own business strategy. Competitors like Ticketmaster, StubHub, and Eventbrite have established a strong presence in the live concert ticketing industry.

Features	StubHub	Ticketmaster	SeatGeek	My TVS	Brand Service
User Step Service	✓	✓	✓	✓	✓
On Road Service	✓	✓	✓	✓	✓
Service Booking	✓	✓	✓	✓	✓
Service Tracking	✓	✓	✓	✗	✗
Spare Shopping	✓	✓	✓	✗	✗
Insurance	✓	✓	✓	✗	✗
Vendor UI	✓	✓	✓	✗	✗

Define

User Persona



Mohammed
21 Software Engineer
Kerala, India

Bio

He identifies as non-binary and is a brief seeking mountain bike. They love exploring new trails and challenging themselves on the bike. The concept of representation is an important component of their custom experiences as they're looking for a service rather than predominantly the unique needs of their bike and unique service requirements.

Frustration

- Inconvenient dining & unsophisticated drop-off spots
- Hard time finding professional Mechanics & Spare parts
- Not supporting diverse bike rides
- Not providing knowledge and unfamiliar spares changed
- Online bike suppliers miss

Goals

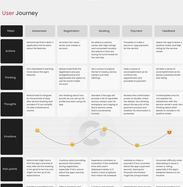
- To focus more fashion, experience and service center rating
- Know their pickup and delivery
- Service full amount guaranteed before the delivery
- Knowledge about service and high rating provided
- Know the bike delivery time and response the customer care

Social Media

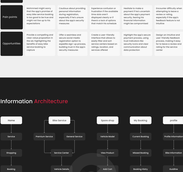
Empathy Mapping

Ideate

User Journey



Information Architecture


Home
Profile Screen
Service Center
Service Center
Service Center

Design

High-Fidelity Wire-Frames

TYPOGRAPHY

Poppins

Aa

SemiBold
Medium
Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
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Large Title / SemiBold / 52/41.122
Title 1 / Medium / 34/41.44
Title 2 / Medium / 28/35
Body / Medium / 16/24.48
Callout / Regular / 14/19
Caption / Regular / 12/16

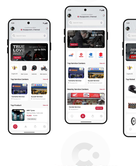
COLORS

#C12040 #1D1D1D #D1D1D1 #F8F8F8

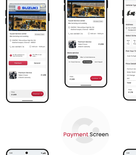
User Interface Design

Splash screen

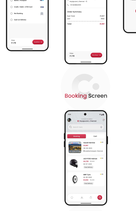
On Board Screen



Login Screen



Home Screen


Search
Bulldozer
Excavator
Crane
Dump Truck
Concrete Mixer
Forklift
Grader
Roller
Loader
Scraper
Trencher
Backhoe
Pile Driver
Dragline
Tower Crane
Mobile Crane
Crawler Crane
Truck Crane
Rough Terrain Crane
Boom Truck
Pick & Carry Crane
Telescopic Crane
Lattice Crane
Gantry Crane
Jib Crane
Overhead Crane
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