

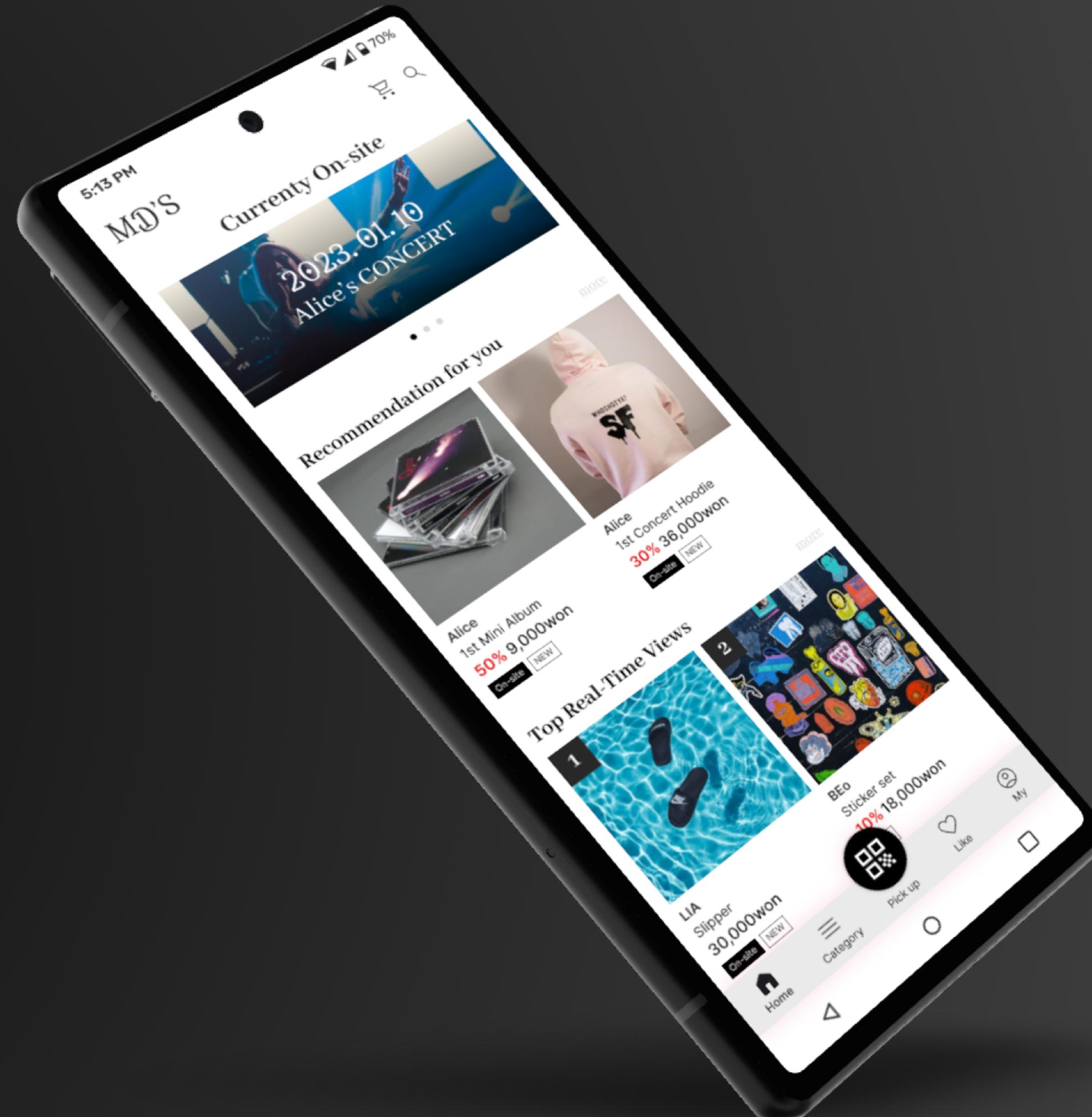
App for secure concert MD payment
& on-site pickup

MJ'S

►Prototype Link

Project duration

December 28, 2022 to January 12, 2023.



What Product?

MD'S is an online and offline market for musicians' MDs. MD'S sells MDs of registered musicians online by default. And we offer offline pre-sale service for the musician's concert. MD'S is targeted at customers such as fans who want to make pre-orders and payments online and receive MDs at the concert site.

The Problem

Office workers who are busy with their work lives do not have time to line up for MD purchases.

The Goal

Users can pre-order and pick up concert MDs at any time they want without queuing.



Persona

Problem statement:

Jiyoung is a marketer who enjoys watching concerts as a hobby who needs buying MD quickly without waiting in line because there is a limit to what can be done while waiting, so it is boring.



Jiyoung

Age: 34
Education: Marketing degree
Hometown: Seoul, Korea
Family: Single, lives alone
Occupation: Marketer

"Time is fair to everyone! I want to experience various things and live a rewarding life during the given time."

Goals

- Managing my energy efficiently using time at work and in life
- Becoming a marketer with a variety of experiences

Frustrations

- "Sometimes I waste my time trying to buy MD because it's out of stock."
- "It's boring to have so many people waiting in line to buy MDs."

Ji-young is a senior marketer who has been working for the company for about five years. As the company grows in size, it is busy serving as a mentor for new employees. If you're busy, you'll get stressed out, and Ji-young's way of relieving stress is to watch concerts or musicals and collect MDs. Ji-young, who is usually thorough in managing her time, is wasting her time waiting to purchase MD, so I hope there is an easier way to purchase MD.

User Journey Map

Mapping Ji-young's user journey allowed users to access the MD'S app, purchase concert MDs, and learn about the pain points and opportunities in the process of receiving them on- site.

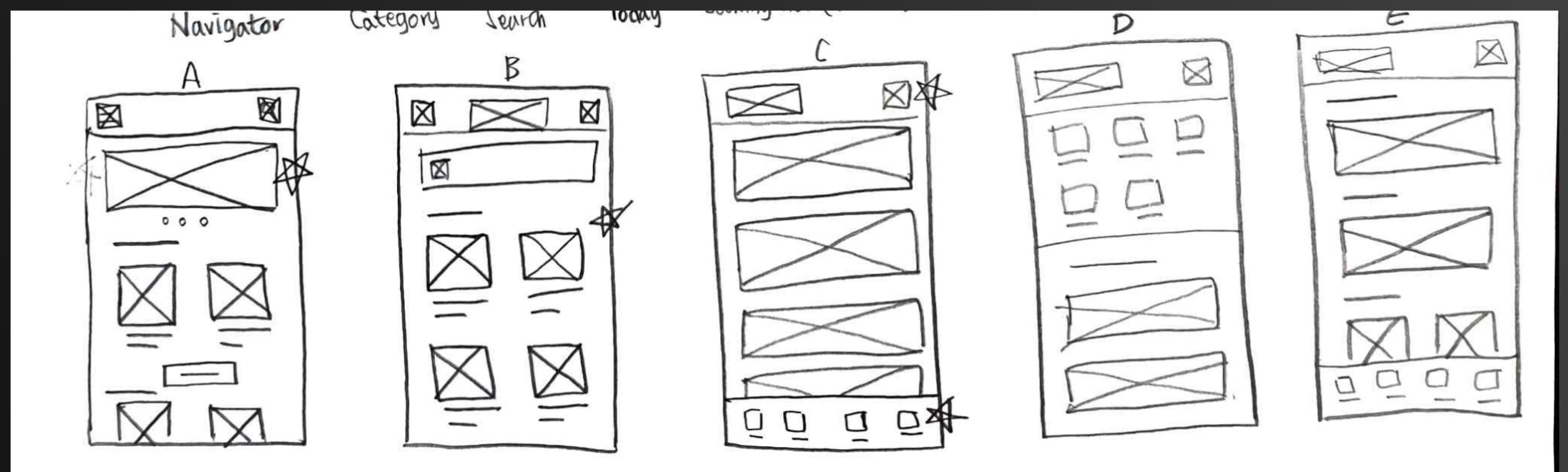
Persona: Jiyoung

Goal: Buy MDs without waiting in line before the concert starts.

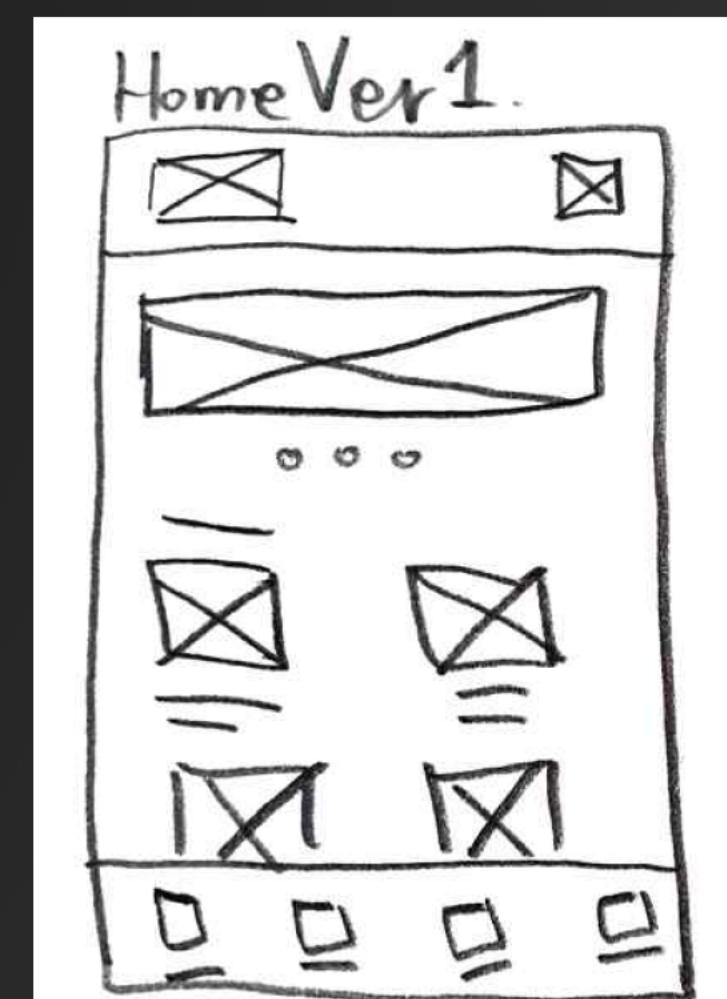
Action	Book a concert	Check the MD list	Arrive at the concert venue	Wait in line to buy MD	Buy MDs
Task List	A. Visit Booking Site B. Pay for a ticket online	A. Check MD list B. Decide which MD to buy C. Take notes on what to buy	A. Get off the subway and check the location of the concert hall. B. Find a place to sell MD	A. Wait in a long line to purchase the MD B. While waiting, using smartphone	A. Find MD List Notes to Buy B. Inform the employee of the MD list C. Paying
Feeling Adjective	. Excited . Happy	. Worried . Exitied	. Confused	. Boring . Nervous	. Relieved . hasty . Excited
Improvement Opportunities		. Mobile pre-purchase without worrying about going out of stock	. MD Purchase Location Map . easy route information for persons with disabilities from subway stations to concert halls(voice and visual)	. Pre-pay via mobile	. MD Purchase Checklist(providing braille)

Paper Wireframe

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy MD online orders and order confirmation for on-site receipt.



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

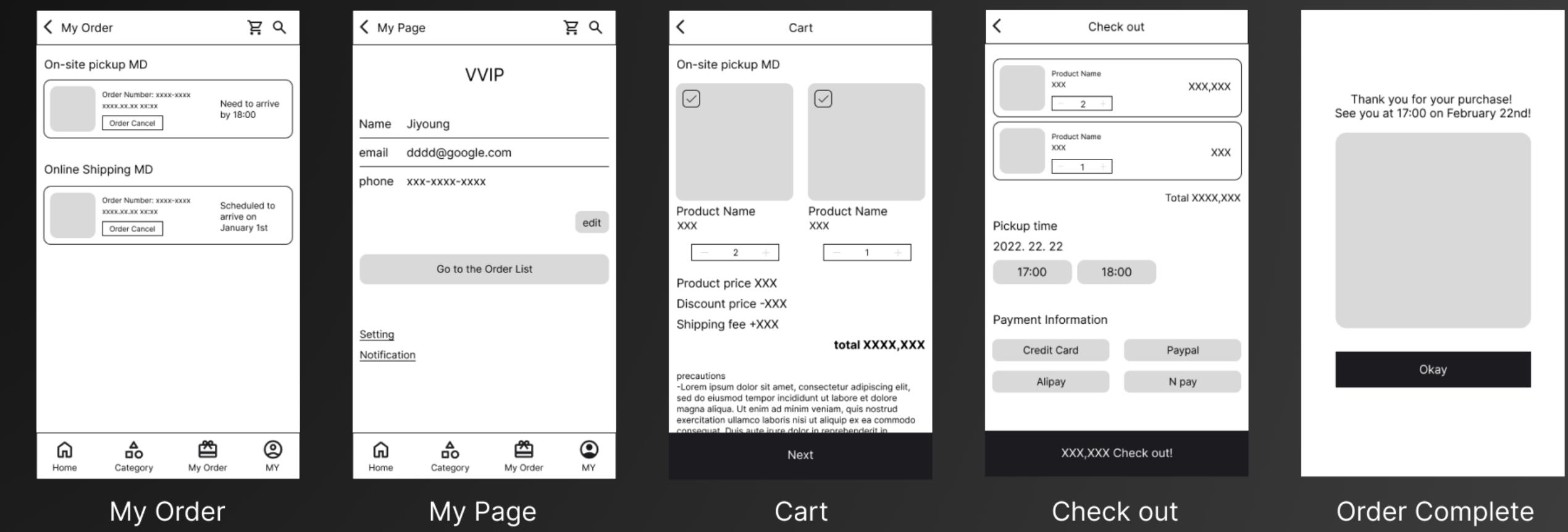
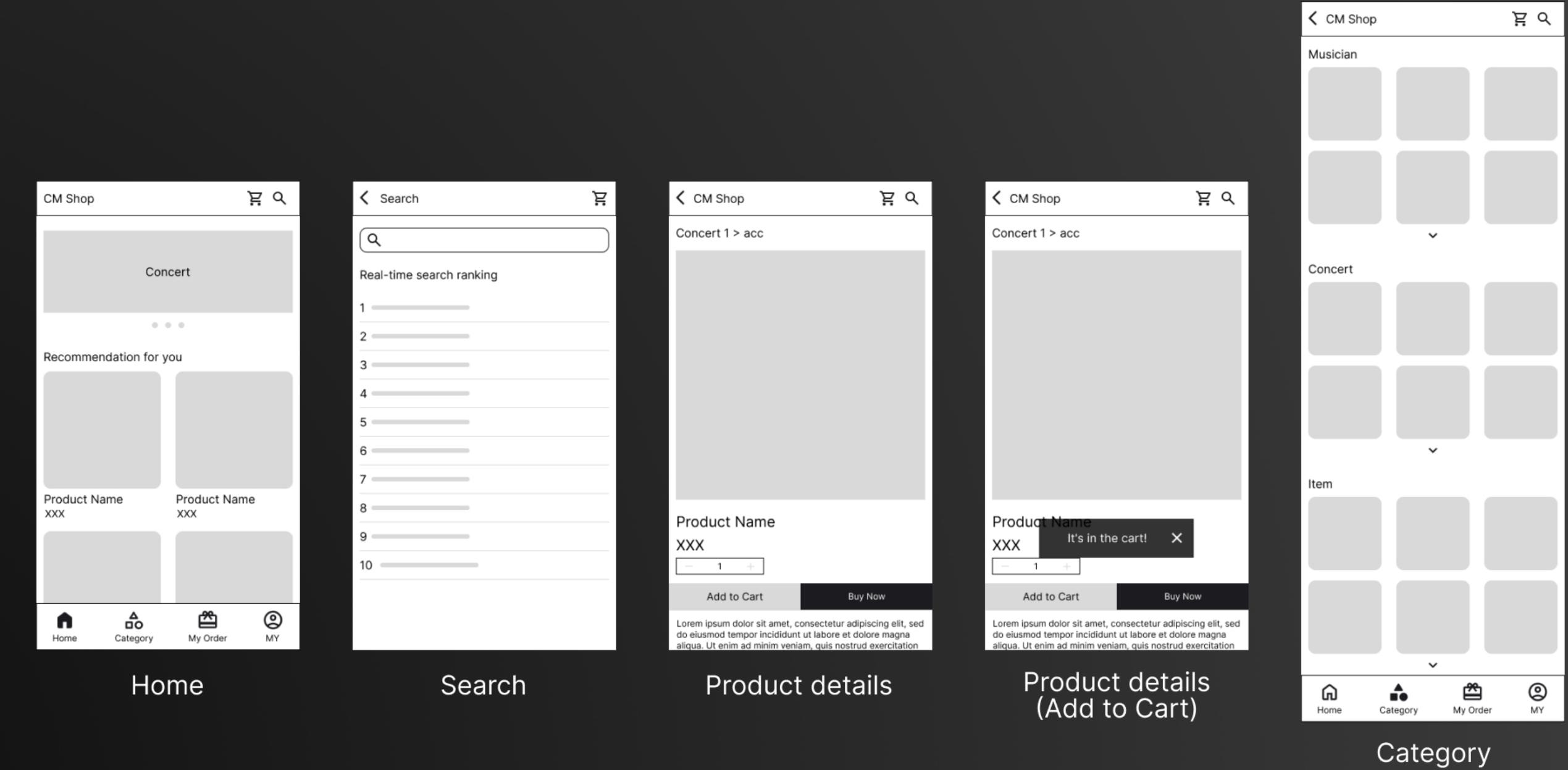


Digital Wireframes & Low-fidelity Prototype

As the initial design phase continued, screen design was performed with competitor analysis results.

A low-fidelity prototype was created using the completed set of digital wireframes. The main user flow I connected was to order MD and check the order list.

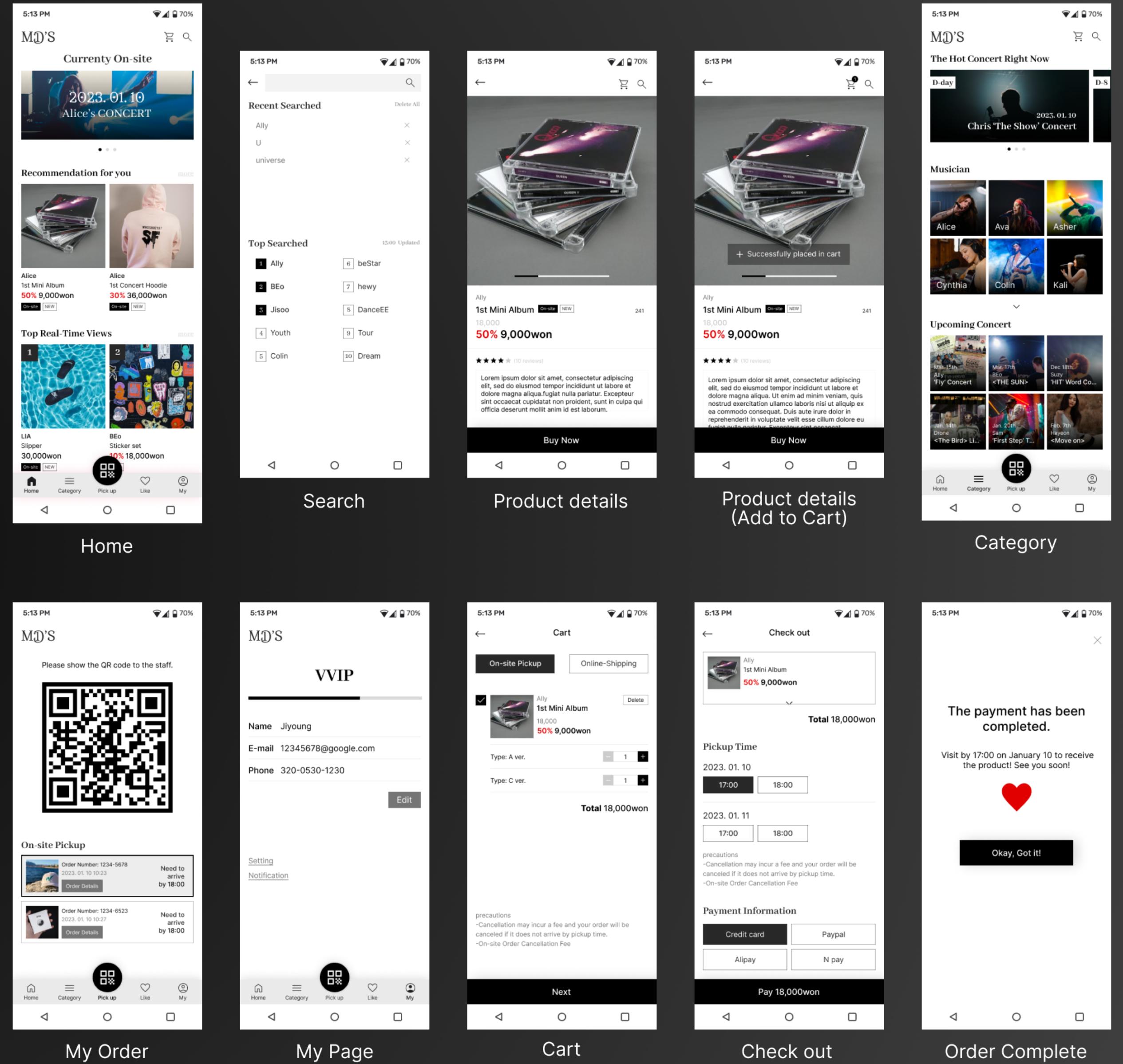
►Low fidelity Prototype Link



Key Mockups & High-fidelity Prototype

I made a difference by making the product list different from the previous product list layout in the shopping cart so that there is no more confusion in the product list and the flow. On-site pickup and online shipping buttons have been placed to determine the exact method of receipt. I also added a delete product button on this screen.

►High fidelity Prototype Link

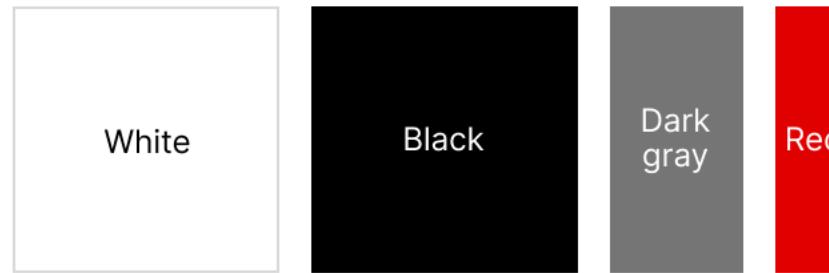


Sticker Sheet

Logo



Colors



Buttons

[Buy Now](#)

[Add to Cart](#)

[Order Details](#)



Components



Alice
1st Mini Album
50% 9,000won
On-site NEW

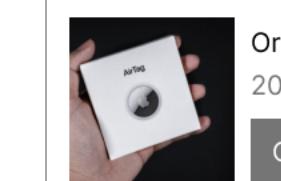


Ally
1st Single 'The Act'
18,000
50% 9,000won



Order Number: 1234-5678
2023. 01. 10 10:23
[Order Details](#)

Need to arrive by 18:00



Order Number: 1234-6523
2023. 01. 10 10:27
[Order Details](#)

Need to arrive by 18:00

Typography

Heading 1

Abhaya Libre / Bold / 24px

Heading 2

Abhaya Libre / Bold / 20px

Heading 3

Inter / Semi Bold / 20px

SubHeader 1

Inter / Medium / 16px

SubHeader 2

Inter / Medium / 14px

SubHeader 3

Inter / Regular / 14px

SubHeader 4

Abhaya Libre / Regular / 14px

Body 1

Inter / Medium / 12px

Body 2

Inter / Regular / 12px

Body 3

Abhaya Libre / Regular / 12px

icon 1

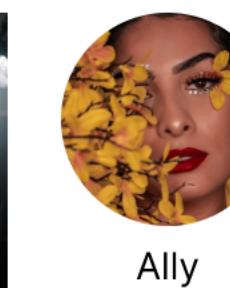
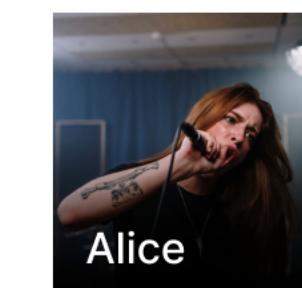
Inter / Medium / 10px

icon 2

Inter / Regular / 10px

sub

Inter / Regular / 8px



Alice
Ally



Thank you