



VIRTUALDJ 8

USABILITY

Learnability: This factor leans heavily on the motivation of the user. The product has a lot of buttons and options at face value which make it difficult to learn it.



Retainability: Once the main lay-out and functionalities are learnt the product is quite easily to remember how to use.

Ease of use: The product has a lot of functions and buttons and is therefore difficult to use.



Authenticity: The product really has the feeling of professional mixing software.

Aesthetics: The product looks a lot like actual DJ hardware, which lends to its authenticity.

Flow: There are no guidelines whatsoever, so the flow is bad.



MEANING

As the main Meaning factor for this product I chose Competence.

This product really makes the user feel like they can become a real DJ once they create something worth listening to.

This sensation of feeling like a pro really helps for the competence factor.



ENGAGEMENT

Conclusion

I feel like the UX design of this product could have been way better. The information overflow that the user gets when first starting the program is immense and there are no guidelines as to what/how to do things.

However since this is a freely available product I feel like it still accomplishes what it set out to do, which is to give the user an introduction into music mixing, while still giving them the feeling of being a professional.