

# HeadphoneHunter User Interface Design Proposal



HeadphoneHunter

Attention: Jean Lee, Brand Manager

Presented by Alexander Golin, User Interface Designer

February 7, 2017



Alexander Golin  
74 Bromfield Road  
Somerville MA, 02144

February 7, 2017

Jean Lee  
Brand Manager  
Starbucks Barista Program

Dear Ms. Lee,

Thank you for choosing Golin Bros Design Co to help you design what we think will be the most user friendly means of choosing a new pair of headphones! We are very excited to share our designs with you, and we think you will find the branding strategy we employed very visually compelling, and very relevant to the world of music.

In this report, we have included an overall description of our design priorities and rationale as well as all of the screens we developed, along with a brief commentary on each screen. We decided to develop rather high fidelity mockups because we know how important the visual branding is to the marketing of HeadphoneHunter. This series of high fidelity screens represents what we think is the best approach to speedily guiding the customer through the user characterization process, and we believe the results page is grippingly visual, and will encourage users to make a purchase.

Please contact Golin Bros Design Co with any questions or concerns you have about the designs and this report. We look forward to moving forward with you all at Starbucks very soon!

Sincerely,

Alexander Golin

User Interface Designer  
Golin Bros Design Co  
646-872-8987  
agolin95@gmail.com



## Design Priorities

- Create a clear and linear flow for characterizing user preferences
- Facilitate graceful failure; always allow users to go back
- Minimize cognitive load by grouping choices meaningfully
- Facilitate use by both expert and naive users; only ask core questions and utilize clear, layman language
- Develop a strong and unique brand for Headphone Hunter
- Minimize direct similarity to other headphone market interfaces

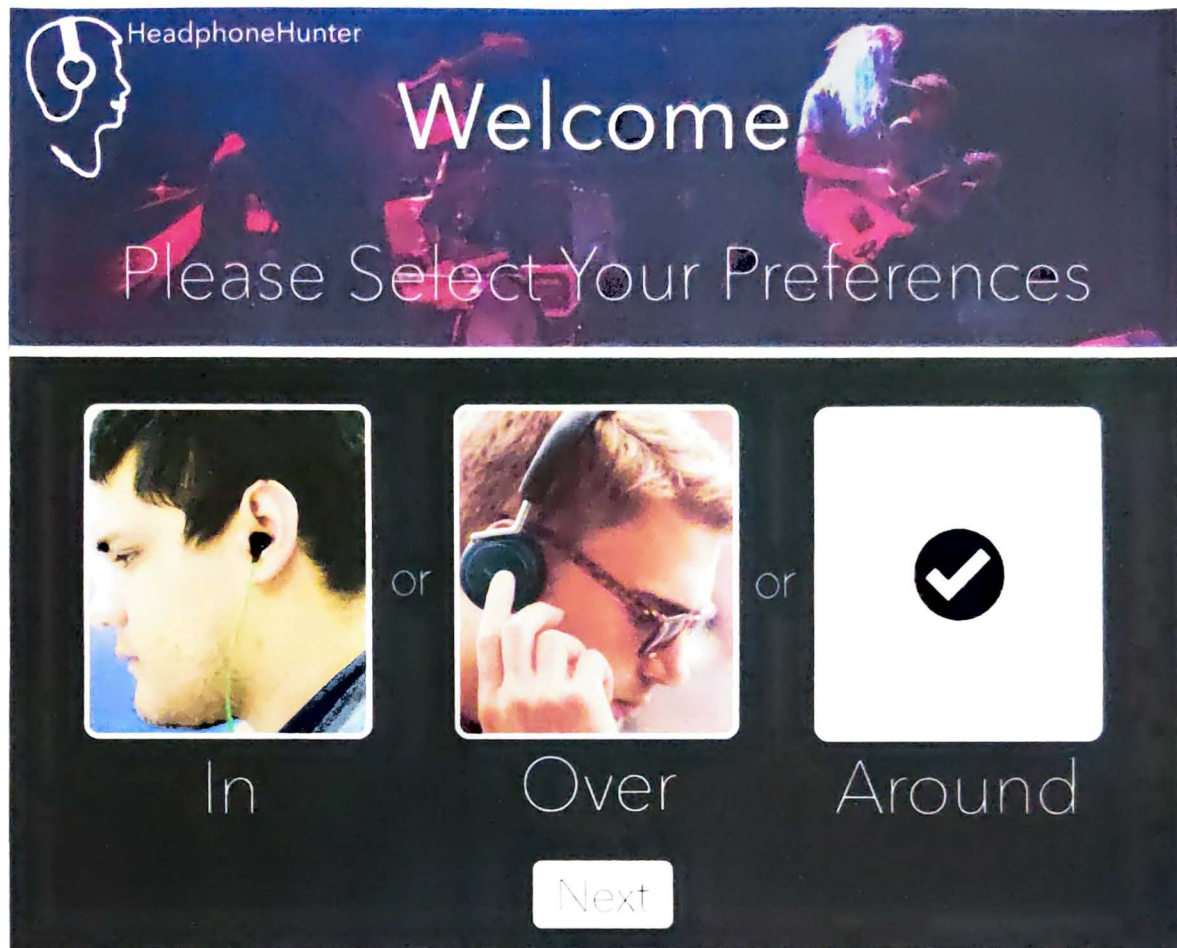
## Design Rationale

Selecting a pair of headphones tends to be an incredibly daunting task. For audio beginners and experts alike, the number of major and minute decisions that must be made is almost prohibitive. That's where we think HeadphoneHunter can help. We tried to synthesize the most salient questions into an aesthetically pleasing, and highly linear user interface. Utilizing market research and years of experience immersed in the music industry as a professional (Music Director of 91.5 WMFO Medford, Leader of Applejam the DIY Concert Collective), Alexander identified the key decision points in the purchasing process. Users are walked through a small set of easy choices, and are subsequently presented with a ranked and rated list of suggested headphones. The top suggestions are presented as a top rated baseline model and a top level luxury model, and the rest of the suggestions are presented as an ordered list. We think that this linear model, which immediately immerses first time users in the characterization process, and leads directly into purchasing items, is the optimal way to facilitate a pleasant and engaging user experience and also drive a powerful marketing campaign.



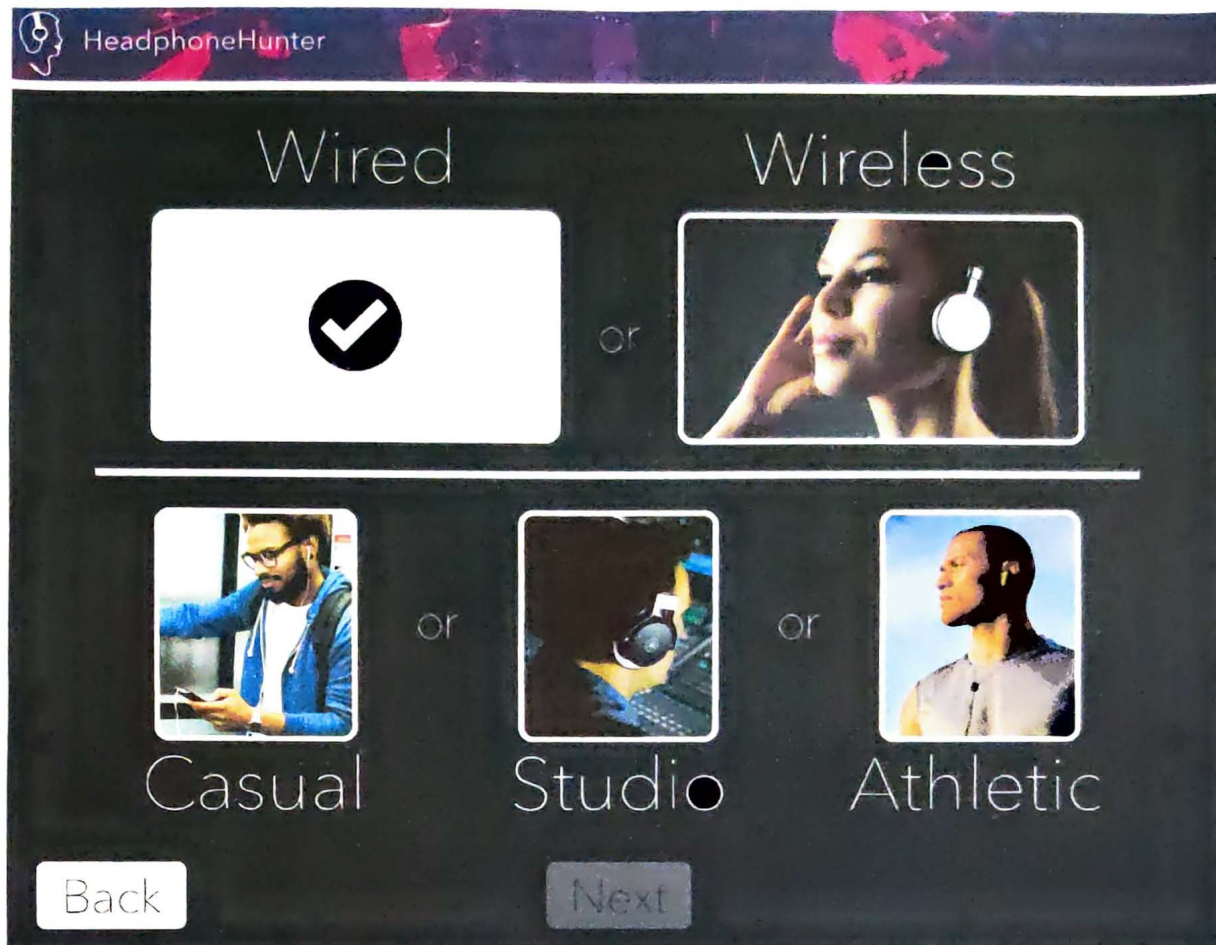


## Screen Designs



### Landing Page


The landing page immediately immerses users in the characterization process. The design of this page was intended to be almost shockingly clear, with only three options, and a Next button which only becomes clickable after making a selection. This page also strongly sets up the branding of the site, highlighting the concert photograph and dark background with white accents. The photo was taken by Alexander Golin at a Bully performance at the Music Hall of Williamsburg in New York City.




### Primary Decision Page

Aside from the most primary question of in, over, or around-ear headphones, this page encompasses the most important questions about a new pair of headphones. The options are grouped to promote clarity of decision making and to reduce cognitive load. As in all other pages, the next button is only made clickable after making the necessary selections. Additionally, this page sees the introduction of the Back button, which will remain persistent in all future screens. This is to promote graceful failure and allow users to feel more in control of the flow of the application.





 HeadphoneHunter

Noise Reduction?




or





or



Waterproof?

Back

Next

### Secondary Decision Page

This page houses the more secondary characteristics of headphones. While still very important, they are not quite as fundamental to the construction of the headphones, and many companies offer different tiers of the same line of headphones with these options.





The screenshot shows the 'HeadphoneHunter' app interface. At the top, there's a header with the app's name and a logo. Below the header, the title 'What Do You Listen To?' is displayed. The main area contains six selectable genre options, each in a rounded rectangle with a background image and a checkmark icon in the top right corner, indicating they are all selected:

- Rock & Metal (green checkmark)
- Hip Hop & R&B (black checkmark)
- Electronica & Dance (black checkmark)
- Folk & Indie (green checkmark)
- Classical & Orchestral (green checkmark)
- Funk & Jazz (black checkmark)

At the bottom, there are two buttons: 'Back' on the left and 'See Suggestions' on the right.

### User Taste Profile

This page is probably the least essential to the decision algorithm, but we think it is very important for user flow. We included this page to provide a level of abstraction from the headphones themselves, to allow users to feel a more personal experience. Additionally, this is very pertinent information, because different models of headphones can be notoriously good or bad at handling certain genre preferences. The Next button is changed to a See Suggestions button to alert the user that they've reached the end of the characterization process.



HeadphoneHunter

## Best Entry

Audio Technica  
ATH-M50x  
\$150

## Best Luxury

Grado Labs  
PS500e  
\$600

#2 Sennheiser HD 598  
98% Match \$150

#3 Bose SoundTrue  
93% Match \$120

#4 Denon AH-MM400  
99% Match \$250

Price  
\$60 \$900

Brands

Make New Choices

### Results Page

This page displays the top suggestions to the user based on their answers to the characterization questions. The top suggestions are presented as a binary: an entry level model in the sub-\$200 range, and a luxury tier model above \$500. Language was carefully chosen to gently encourage more expenditure, yet still promote the quality of the entry level model. Following these top suggestions is an ordered list of the other suggestions, along with an algorithmically determined match rating. Alongside the list is a floating control box that will scroll with the user down the page. This allows users to filter their results by price and brand. The Brand field is a dropdown that would allow users to select and deselect a series of brand options. Each listing is clickable, and spurs a modal to appear. Additionally, there is a button below the filtering box, which allows users to repeat the characterization process.





X



\$149.99

Purchase

Contact Seller

Remove Suggestion

★★★★★

Great set of headphones that will last

★★★★★

If you're looking for a great way to get

Audio Technica

ATH-M50x

Critically acclaimed sonic performance praised by top audio engineers and pro audio reviewers

Proprietary 45 mm large-aperture drivers with rare earth magnets and copper-clad aluminum wire voice coils

Exceptional clarity throughout an extended frequency range, with deep, accurate bass response

Circumaural design contours around the ears for excellent sound isolation in loud

### Headphone Information Modal

Information about a specific pair of headphones is accessed by clicking on a listing, which spurs the popup of a modal window. We made the choice to house this information in a modal rather than a different page to minimize page loading and allow users to feel as though they are staying in the context of their search results. This modal houses all the vital information about a headphone: the model name and manufacturer, an image, a price, information from the manufacturer, reviews, and a series of control buttons for the consumer. These buttons allow the user to purchase the headphones, contact the seller or manufacturer, or remove the suggestion from their listing, which can be cached so that the next time they visit the website they will only see the options they haven't already vetoed.