Low-fi Prototyping & Pilot Usability Testing

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VALUE PROPOSITION

How Musicians Meet

PROBLEM

There are few avenues for up-and-coming musicians to share their talent with other musicians through collaboration

SOLUTION

Provide a platform for musicians to create short performances, share their talent with other musicians, collaborate if there's mutual interest, and hopefully gain exposure to each other's fan base

SKETCHES
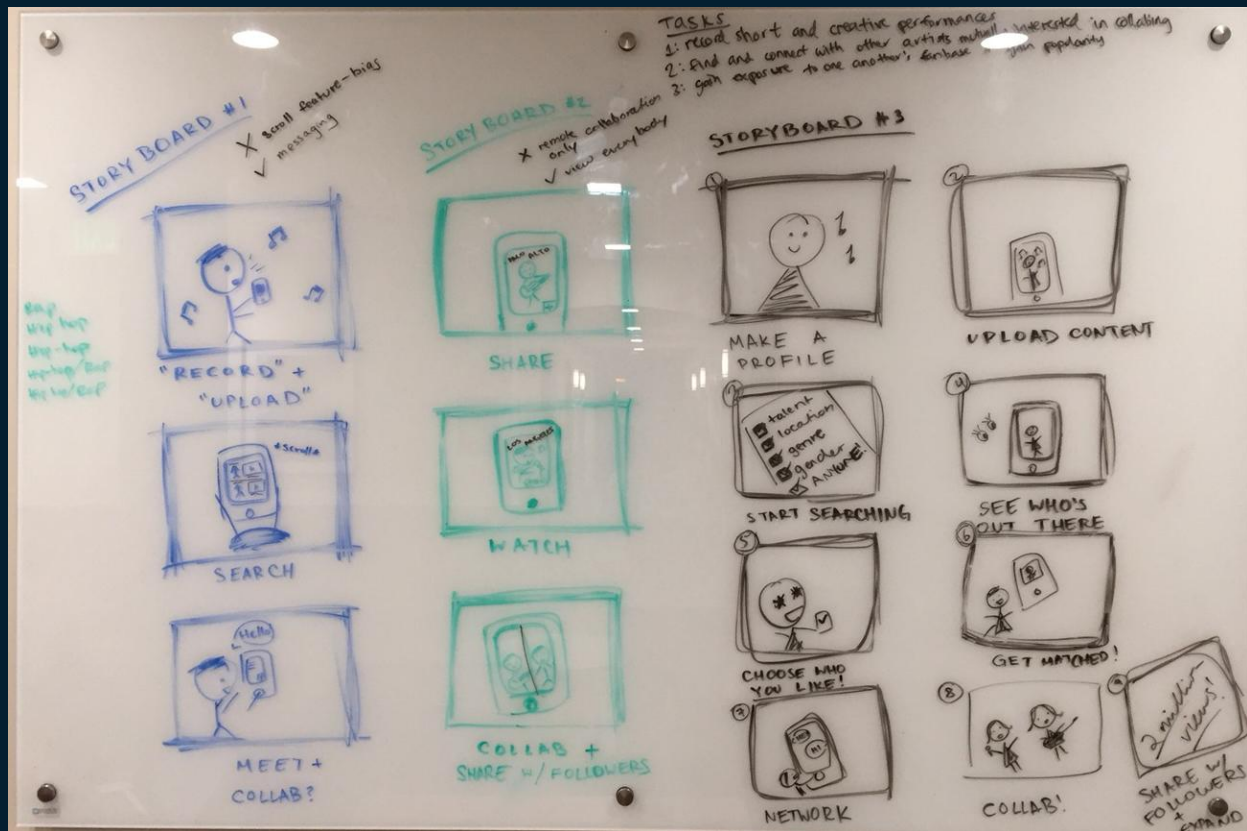
IN MORE DETAIL: UI FOR STORYBOARD I
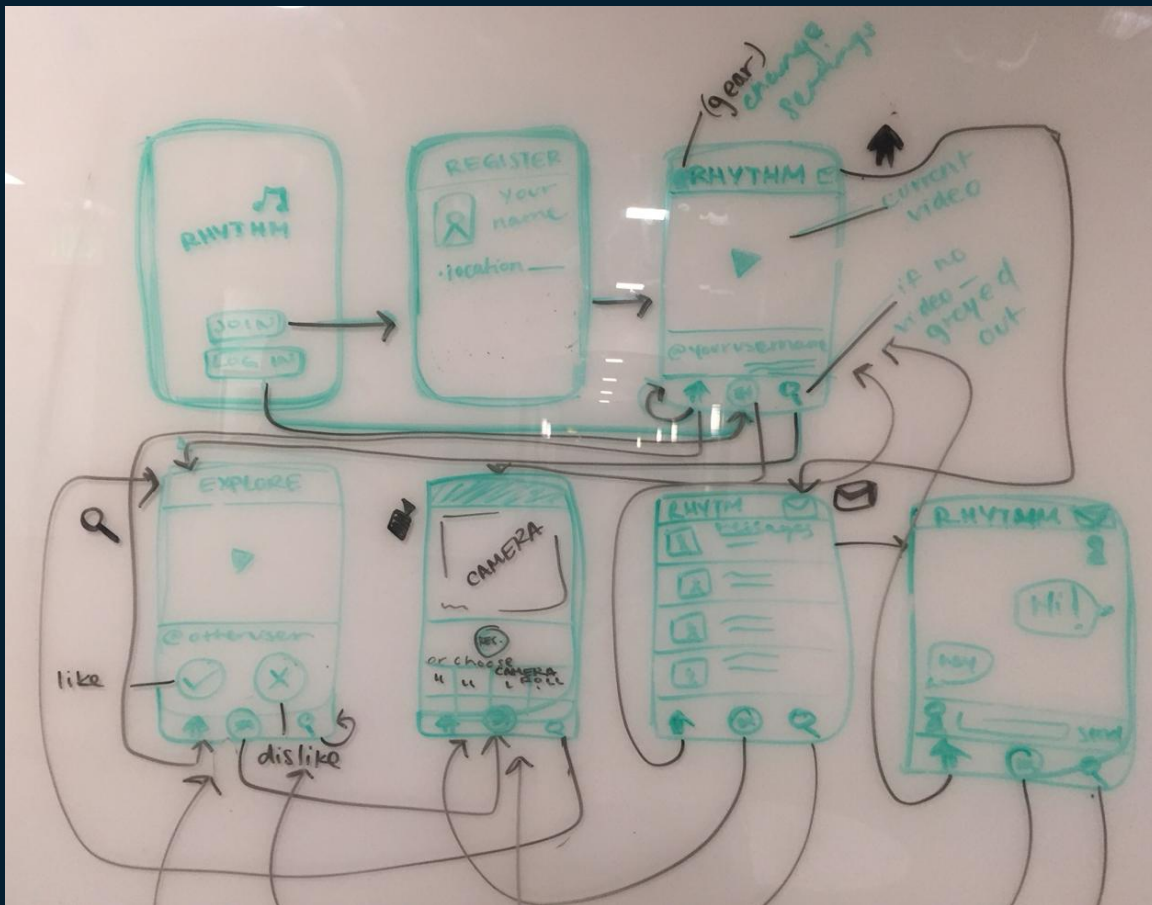
IN MORE DETAIL: UI FOR STORYBOARD II

SELECTION: STORYBOARD UI II
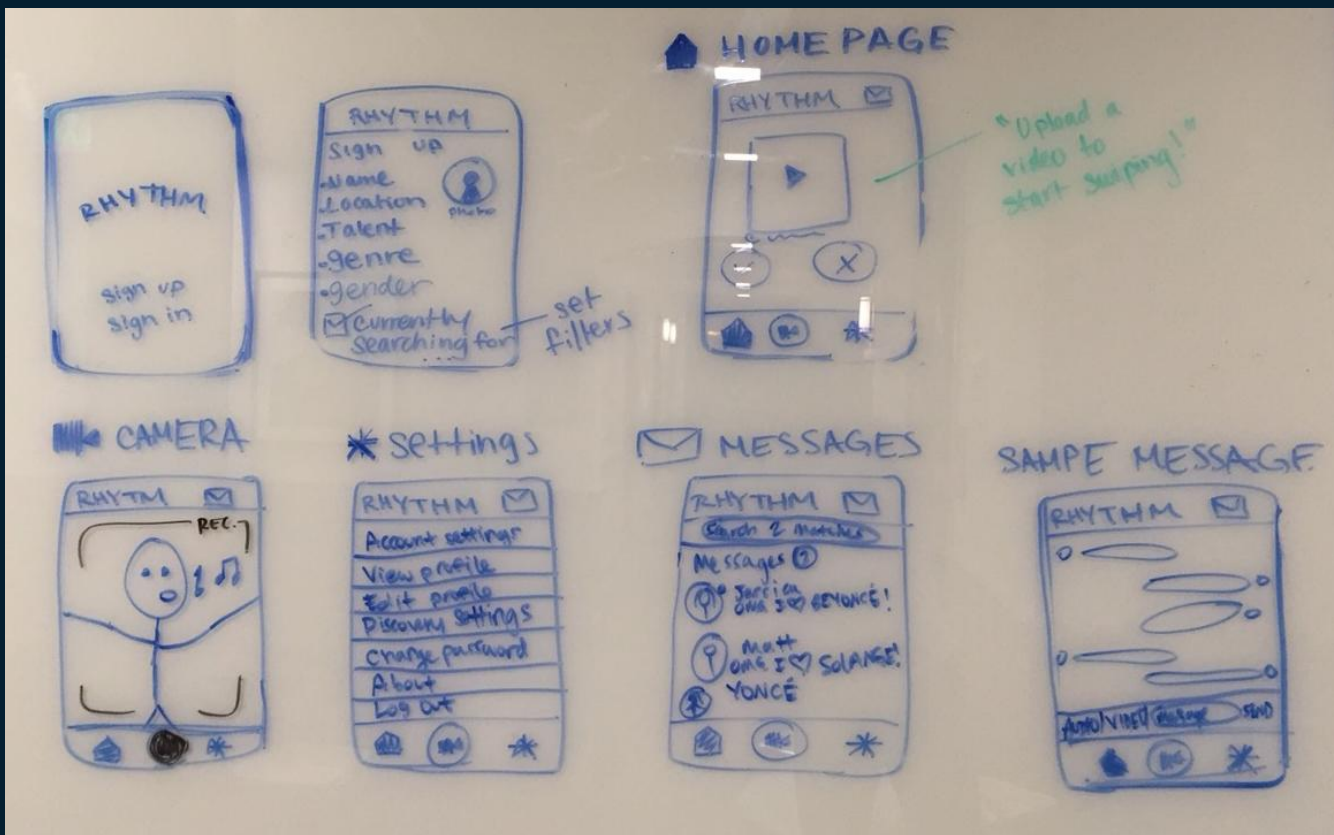
SELECTED INTERFACE DESIGN: Task 1

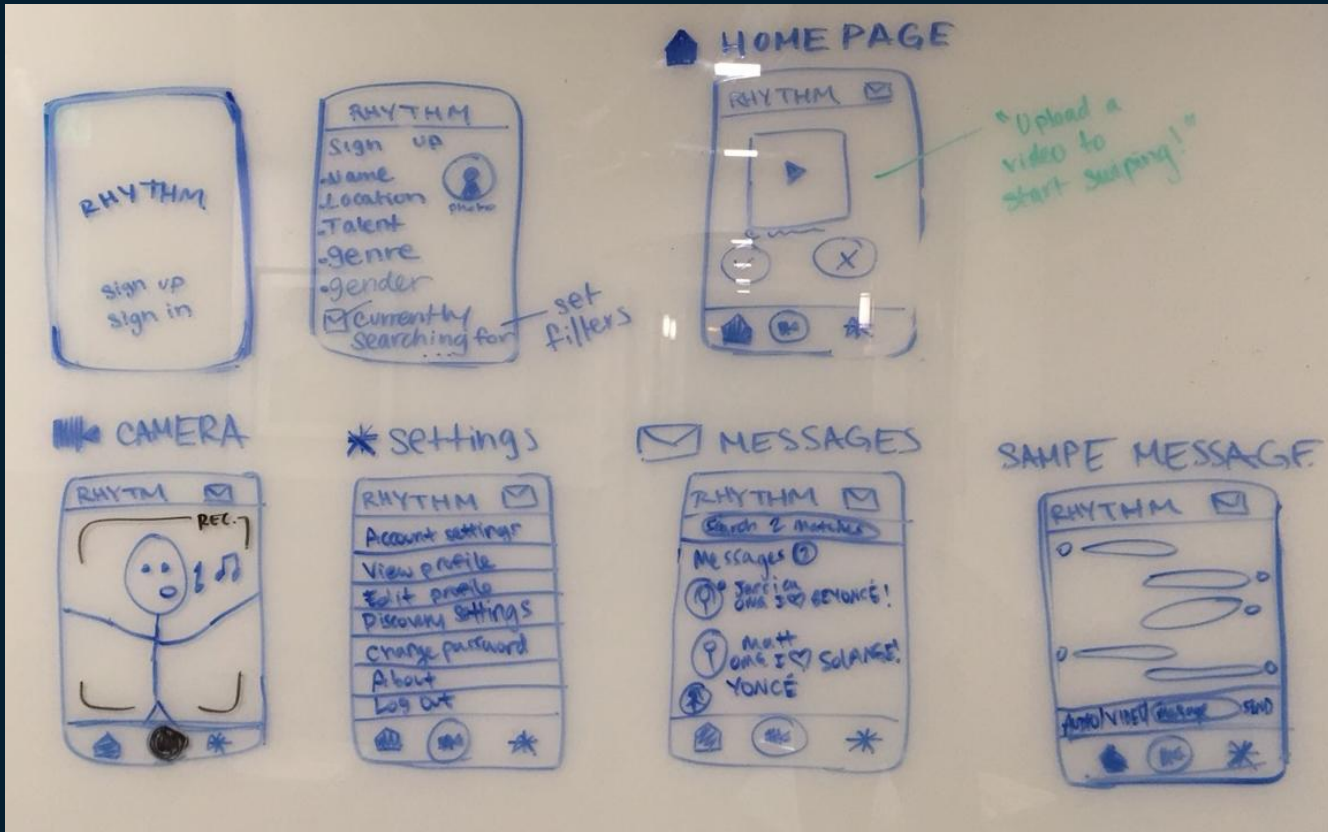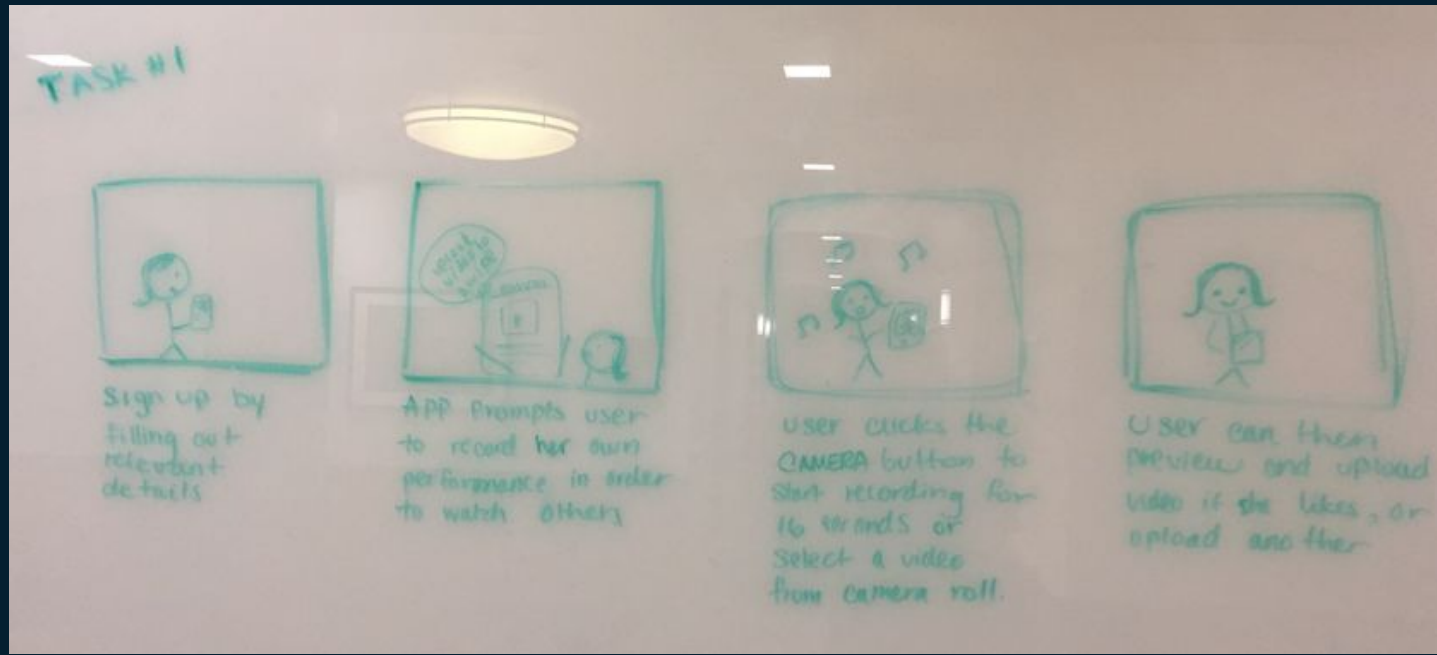# SELECTED INTERFACE DESIGN: Task 2
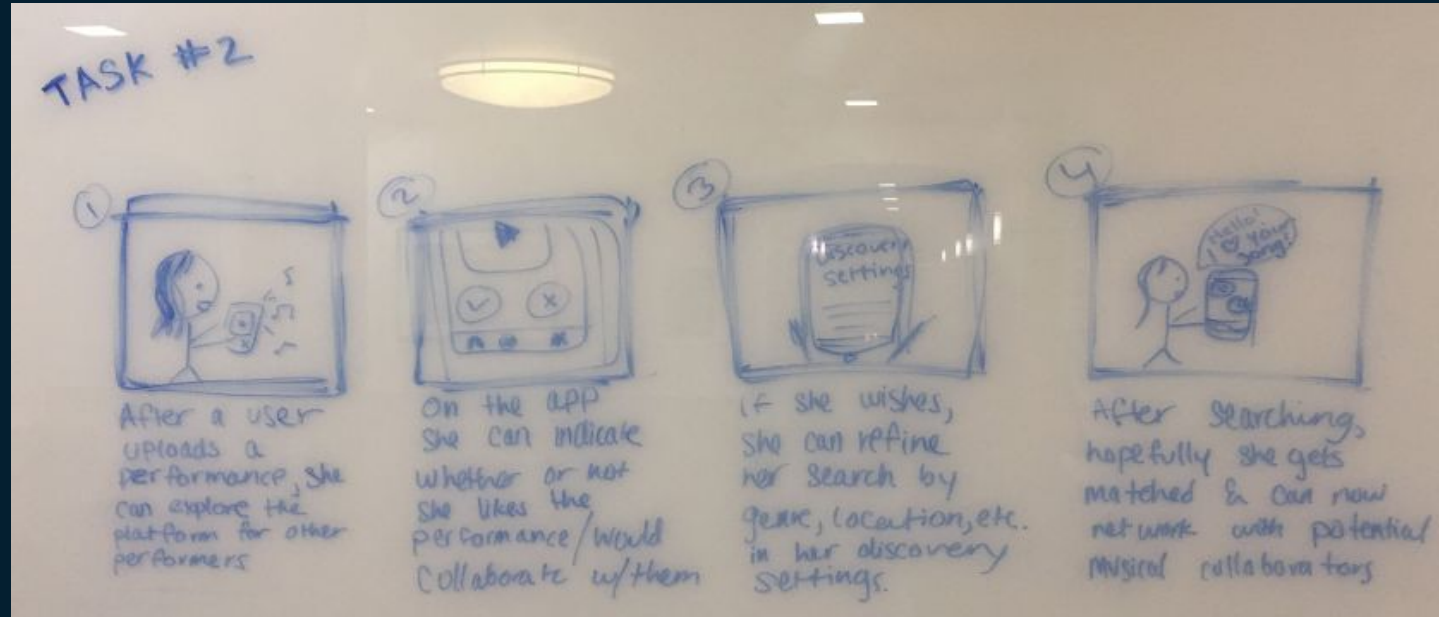
SELECTED INTERFACE DESIGN: Task 3

OUR PROTOTYPE
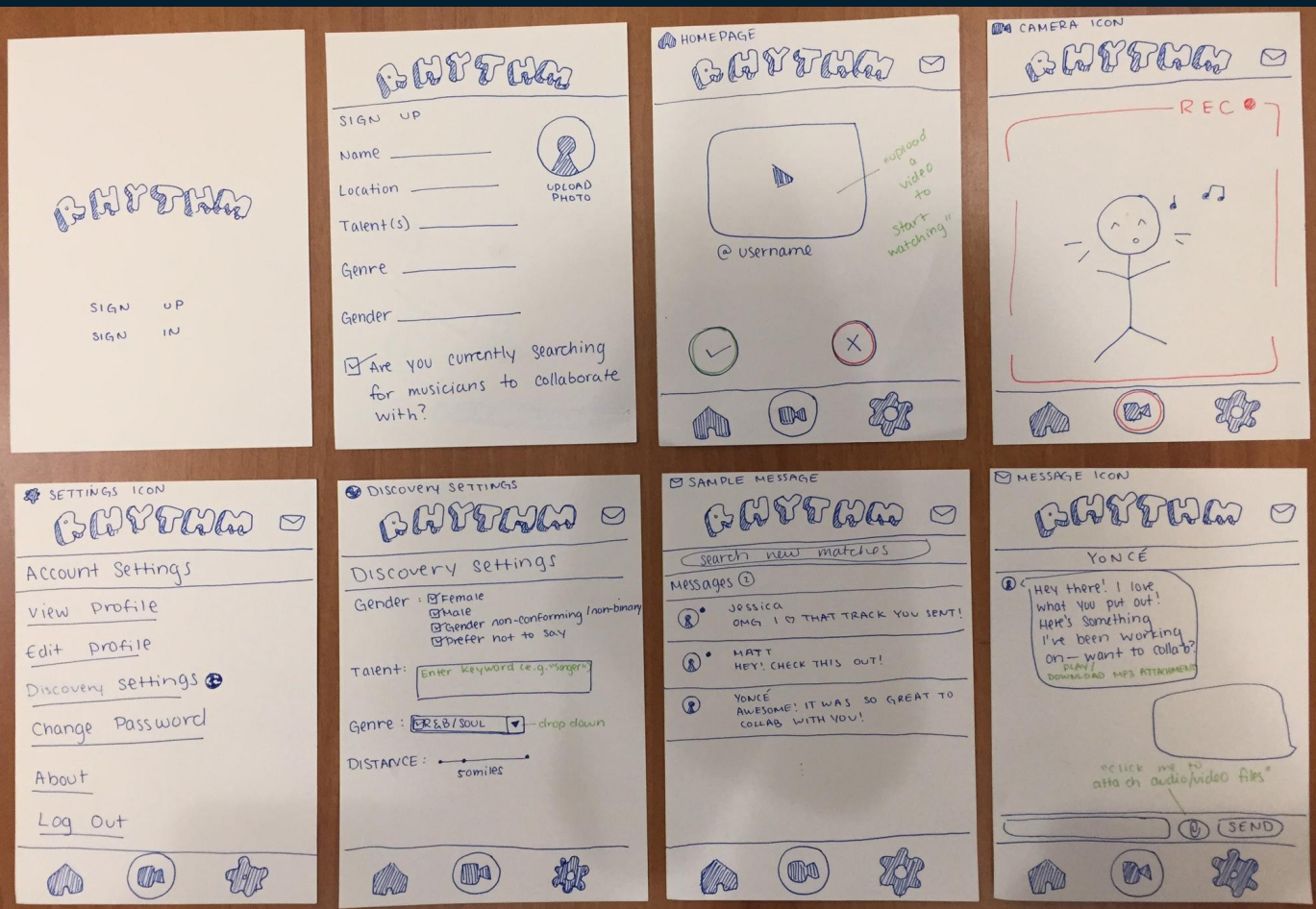
OUR METHOD: ENVIRONMENT

Our first interviews were found through friends at the university radio station where outside music aficionados frequently visit. Our last participant was scouted at Late Night at Arrillaga, where we interviewed him at an eating table.

Participant 1

- Female
- Age 20
- Guitarist
- Likes to sing sometimes
- Was in band

Participant 2

- Male
- Age 27
- Has electronic music projects
- Tried DJing for a while

Participant 3

- Male
- Age 19
- Sophomore student
- Violinist
- Likes all genres of music

OUR METHOD: TASKS

1. Record short and creative musical performances.

2. Find and connect with other musical artists interested in collaborating.

3. Collaborate and hopefully gain exposure to one another's fanbase and gain popularity.

OUR METHOD: PROCEDURE

Each UI design was put on a page and given to the participant. They were expected to turn pages to simulate clicking through the app. Apart from the introduction page and sign-up pages, each page onwards was labeled according to the button that would bring the user there.

OUR METHOD: TEST MEASURES

- How well they responded to the buttons and language used.
- Whether the user got stuck on something for any length of time.
- Asking for help.

Experimental Results

1. Participant 1: Too many questions at sign up, without much concept thought maybe you record yourself dancing, but thought the app was otherwise straightforward and had nice buttons

2. Participant 2: Wasn't sure about gender option, recording should have edit options, didn't understand yes/no buttons

3. Participant 3: Assumed recording page was already a video, didn't understand discover settings, wanted to be able to receive feedback from other musicians

Suggested UI Changes

- Larger recording screen
- Add editing tools to upload screen
- Less sign-up information

Thanks!