Musica- Live Concert App

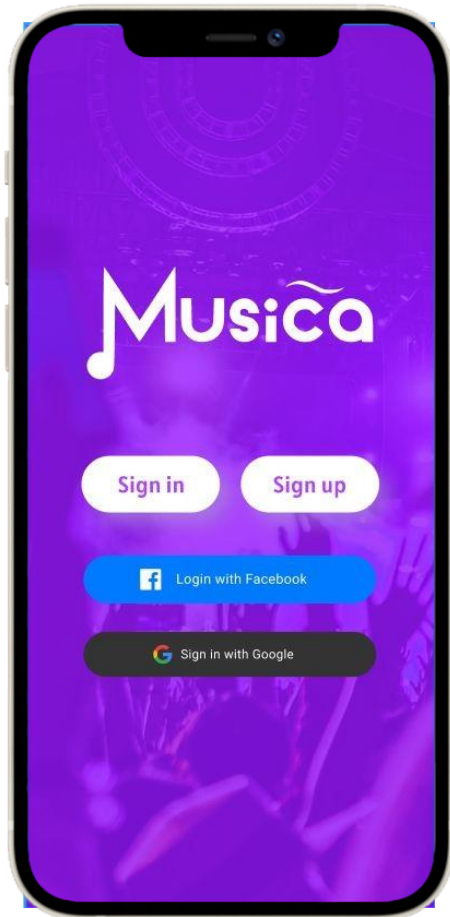Anshika Yadav

Project overview

The Product:

At Musica, we want to improve engagement and retention in the app. In order to do that, we want to expand on our social capabilities. Participants helped us define what's the best way moving forward in that direction.

Project Duration:

Jan 2022- Feb 2022

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Project overview

The Problem:

Signup page isn't responsive enough.

App lacks profile features.

The Goal:

To design a more polished way of logging in

and more profile parameters.

Project overview

My Role:

UX Research, UX Design, UI Design

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the User

- User Research
- Personas
- Problem Statements
- User Journey Maps

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for their needs. A primary user group identified through research was people of all ages who want to attend live concerts.

Other user problems included obligations, interests, or challenges that make it difficult to attend concerts from the comfort of their homes.

User research: pain points

1
Signup

Users get frustrated by seeing so many signup options.

2
App Navigation

Users feel the navigation is too difficult.

3
Profile

Users want to personalise their app according to their profile.

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Persona: **Natasha**

Problem statement:

Natasha is a law student who is currently pursuing a master's degree. She needs an app to attend to live concerts on her phone because she doesn't have time to commute.

Natasha Kapoor

Age: 21
Education: Law Degree
Hometown: Haridwar, India
Family: Unmarried, Lives with parents
Occupation: Pursuing Masters

"I usually have a very busy schedule, so whenever I'm free, i just want to enjoy and not think of work."

Goals
- Become an advocate for women's rights.
- Establish proper work-life balance.

Frustrations
- When an app freezes or takes time when I am not working as it takes from my personal time.

Natasha is a law student who is currently pursuing a master's degree. She lives with her parents and her younger sister. She likes to speak on social issues and aspires to become a women's rights activist in the future. She likes listening to music in her free time but gets frustrated with app glitches and internet issues. She wishes if there was better internet connectivity or download options for music. She also wishes for an app feature to remind her of music concerts happening nearby.

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User journey map

Mapping Natasha's user journey revealed how helpful it would be for users to have access to a dedicated Music concert app.

Goal: Order medicines online.

ACTION	Open "Netmeds" App	Search doctor's prescribed meds	Add to cart	Review	Checkout
TASK LIST	A. Search for Netmeds in Apps. B. Click on result.	A. Type the exact name and composition of medicine. B. Confirm that the image shown is of the same medicine that the doctor has prescribed.	A. Select the quantity of medicine. B. Add the selected quantity to cart.	A. Confirm the name, composition and quantity of meds in the cart. B. Confirm that the address & payment info are correct.	A. Click on "Checkout". B. Wait for confirmation. C. A confirmation text message is observed on the phone number.
FEELING ADJECTIVE	Confident & Positive	Annoyed with large text not fitting on screen. Doubtful of image.	Dissatisfied with the huge overflowing text on quantity selector.	Doubtful of address & payment info due to not being able to read it all. (Text overflow) Frustrated	A sense of calmness after finally getting the confirmation text.
IMPROVEMENT OPPORTUNITIES	Create a simple and bold font logo.	Include a scan option to identify the medicine using phone's camera.	Work on responsiveness and adaptability of the UI.	Create dedicated sections for address and payment info.	Include audio response for order review and confirmation.

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Starting the design

- Digital Wireframes
- Low-fidelity Prototype
- Usability tudies

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Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
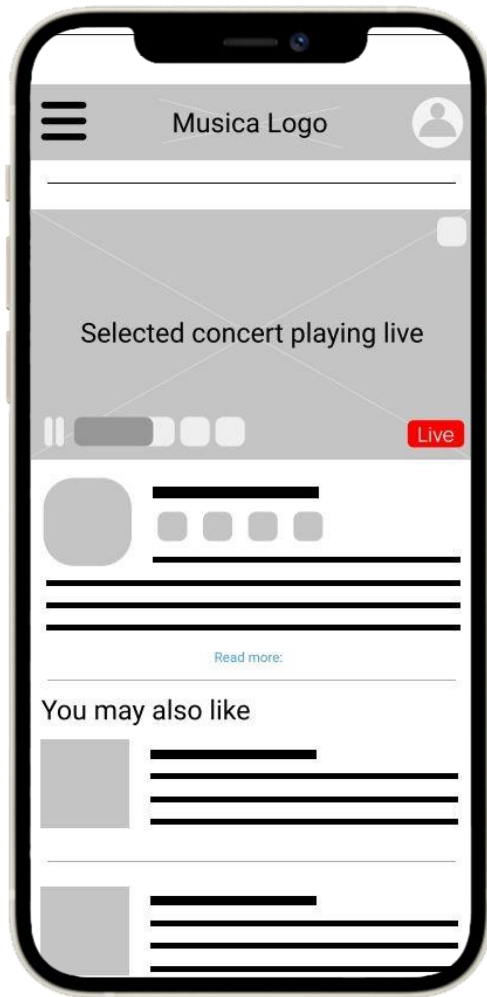
Live carousel of currently live concerts
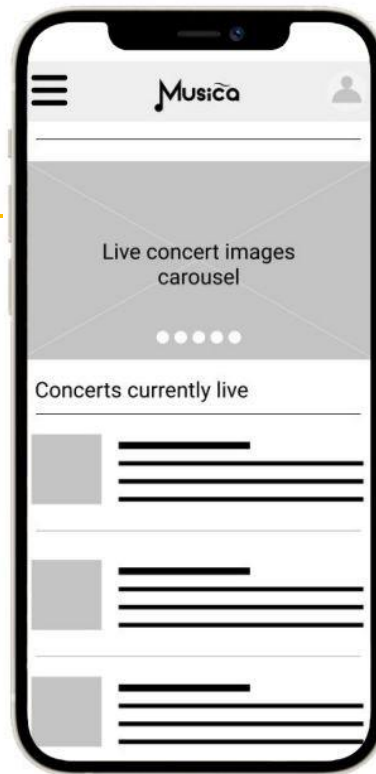
List of all the concerts that are available on app

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting a concert to play and play screen.

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Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want an easier way of signing in

2. Users had difficulty navigating

3. Homepage was difficult to find

Round 2 findings

1. Profile needed more personalisation

2. Smoother animations were required

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Refining the design

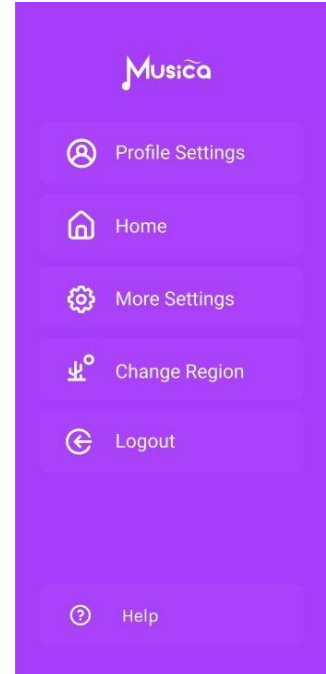- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

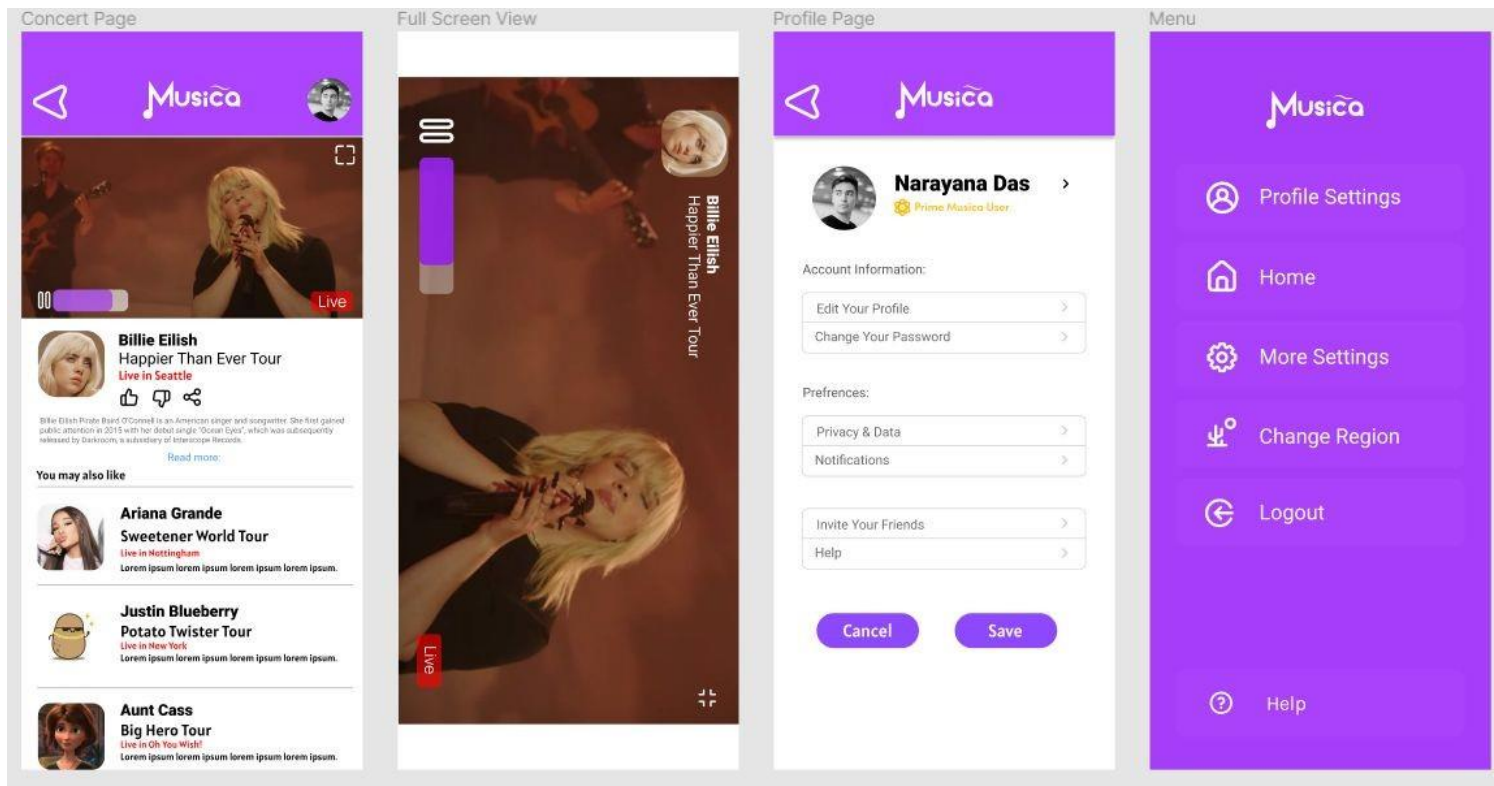Got rid of the unnecessary back button. Applied even color scheme to the menu page.

Musica

Profile Settings
Home
More Settings
Change Region
Logout

Musica

Profile Settings
Home
More Settings
Change Region
Logout

Help

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Key Mockups

High-fidelity prototype

Check the hi fidelity

prototype here-

https://www.figma.com/file

/zuCeWbea1m7okQIKhArj6O

/HiFi--Musica?node-

id=0%3A1
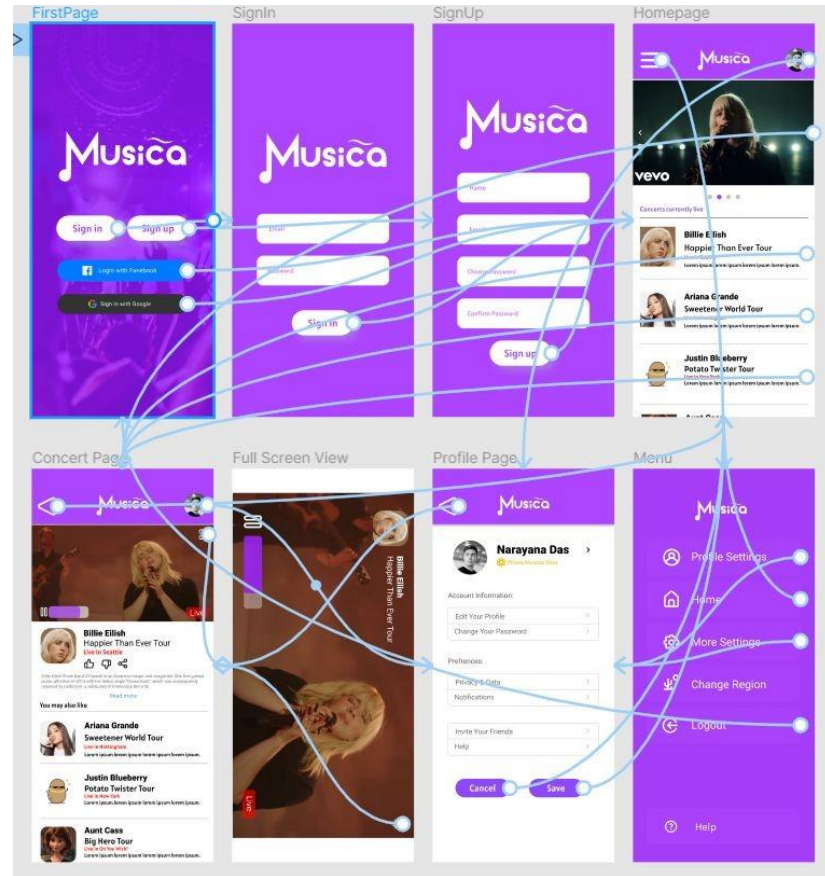
Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for artists and concerts.

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Going forward

- Takeaways

- Next steps

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Takeaways

Impact:

The app makes users feel like Musica really thinks about how to meet their needs.

What I learned:

While designing the Musica app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for reviewing my work on Musica, Music Concert app.

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