



# ★ 90.3 The Core App Design

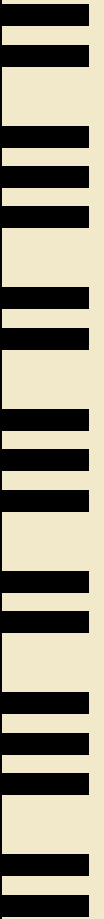
Made by Group 3 | Ana, Jenna,  
Carly, Veronica, and Shrutika





# Project Overview

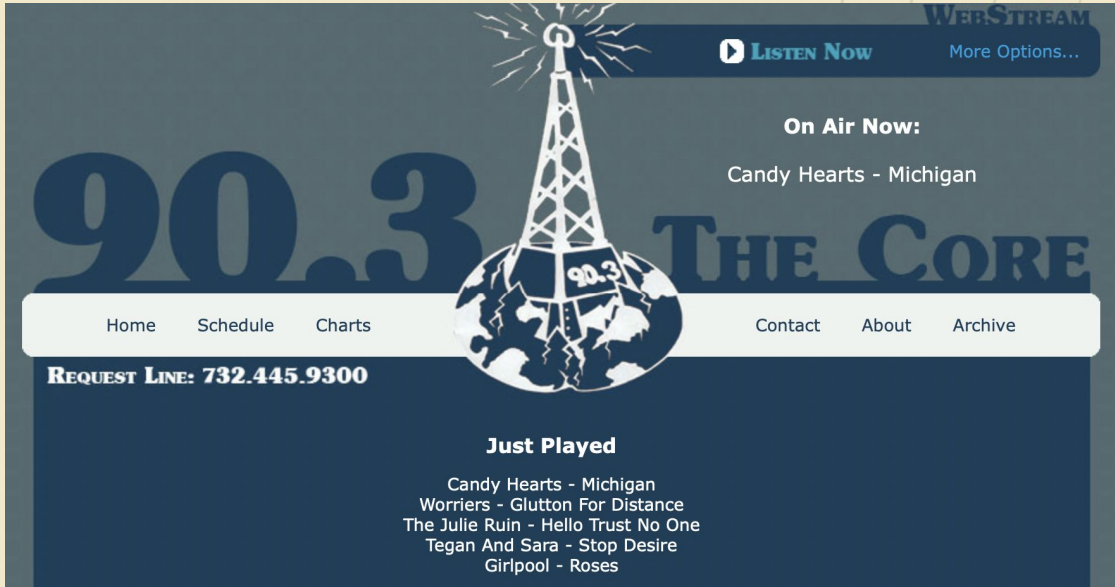
Presented by Ana





# Project Overview | Ana

Background:



- Transformed a 2000s college radio website into an app
- The app allows users to listen to live music from 90.3 The Core, a community and student-run radio station



# Project Overview | Ana

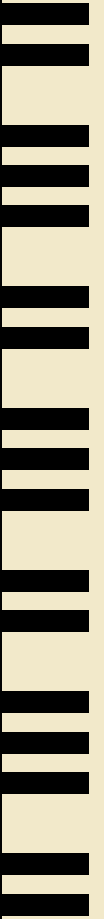
## Objective:

- The purpose of our app is for users to directly listen to college radio from 90.3 The Core without going on the website
- Previously, listeners would have to go on a browser and type in the link to the station's website to listen. With the app, users can directly listen and view information about the station all in one place on their mobile devices



# UX Research Process

Presented by Carly





# UX Research Process (Research Method) | Carly Chick



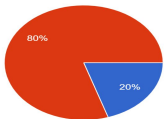
## Research Method:

- Google Form Survey

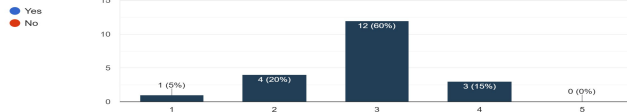
## Survey Questions Focused On:

- General usage of radio
- 90.3 the core website usability
- App feasibility
- Music discovery
- Open ended feedback

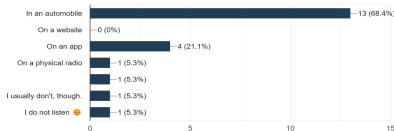
Do you listen to the radio?  
20 responses



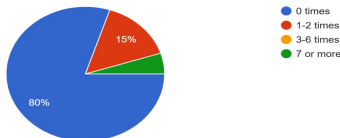
How would you rate the navigation of the current website? (1: Very Unsatisfied, 5: Very Satisfied)  
20 responses



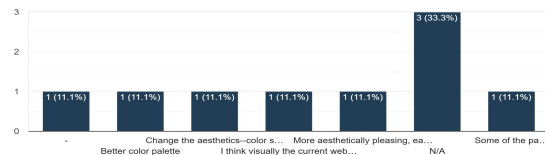
How do you prefer listening to the radio?  
19 responses



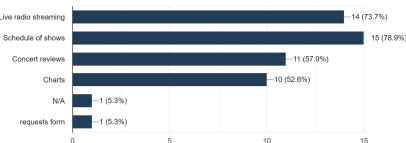
In the past 30 days, how many times did you listen to the radio?  
20 responses



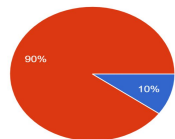
Do you have any suggestions on how the current website can be improved?  
9 responses



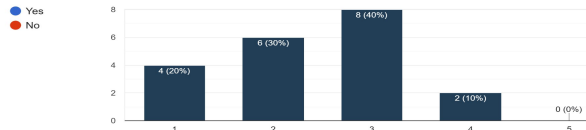
If the website were to be transformed into an app, what features would you be excited to see added? Please select from the options below, or use 'Other' to suggest additional features.  
19 responses



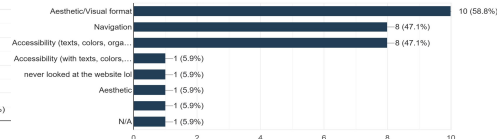
Do you listen to 90.3 The Core?  
20 responses



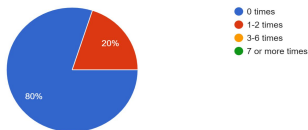
How would you rate the design of the current website in terms of visual appeal? (1: Very Unsatisfied, 5: Very Satisfied)  
20 responses



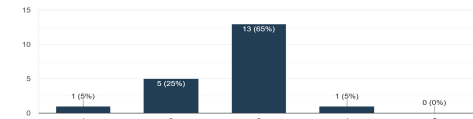
What issues do you have with the current website? Please select from the options below, or use 'Other' to name additional issues.  
17 responses



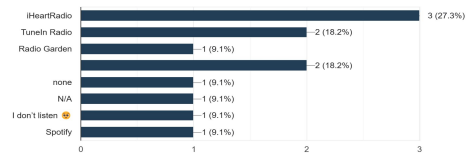
In the past 30 days, how many times did you listen to the 90.3 The Core?  
20 responses



How would you rate your overall experience with the current website? (1: Very Unsatisfied, 5: Very Satisfied)  
20 responses



If you listen to the radio through a website or an app, what do you use?  
11 responses

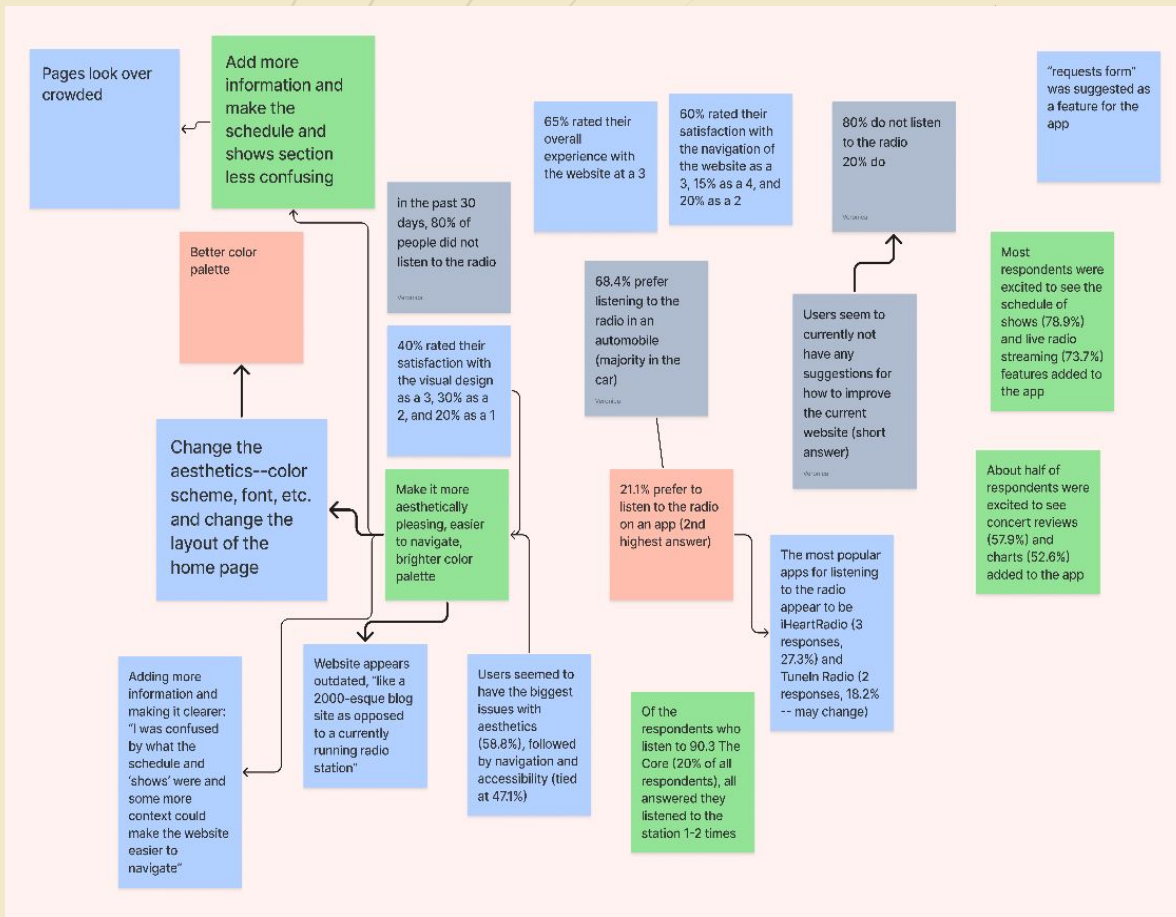




# UX Research Process (Draft for Affinity Map) | Carly Chick

## How Did We Draft the Affinity Map?

- We drafted down the summarization of the responses/charts from our google form survey.
- Inserted arrows to show the relationships between survey responses.





# UX Research Process (Final Affinity Map) | Carly Chick

## Visual Design/Aesthetics

website appears outdated, "like a 2000-esque blog site as opposed to a currently running radio station"

better color palette

change the aesthetics --color scheme, font, etc. and change the layout of the home page

make it more aesthetically pleasing, easier to navigate, brighter color palette

40% rated their satisfaction with the visual design as a 3, 30% as a 2, and 20% as a 1

65% rated their overall experience with the website at a 3

## Features Users Want

"requests form" was suggested as a feature for the app

most respondents were excited to see the schedule of shows (78.9%) and live radio streaming (73.7%) features added to the app

about half of respondents were excited to see concert reviews (57.9%) and charts (52.6%) added to the app

users seem to currently not have any suggestions for how to improve the current website (short answer)

10/26/20

## App Navigation

pages look over crowded

add more information and make the schedule and shows section less confusing

60% rated their satisfaction with the navigation of the website as a 3, 15% as a 4, and 20% as a 2

add more information and make it clearer: "I was confused by what the schedule and 'shows' were and some more context could make the website easier to navigate"

users seemed to have the biggest issues with aesthetics (58.8%), followed by navigation and accessibility (tied at 47.1%)

## Listening Habits

21.1% prefer to listen to the radio on an app (2nd highest answer)

68.4% prefer listening to the radio in an automobile (majority in the car)

80% do not listen to the radio; 20% do

in the past 30 days, 80% of people did not listen to the radio

the most popular apps for listening to the radio appear to be iHeartRadio (3 responses, 27.3%) and TuneIn Radio (2 responses, 18.2%)

of the respondents who listen to 90.3 The Core (20% of all respondents), all answered they listened to the station 1-2 times

## Final Mapping

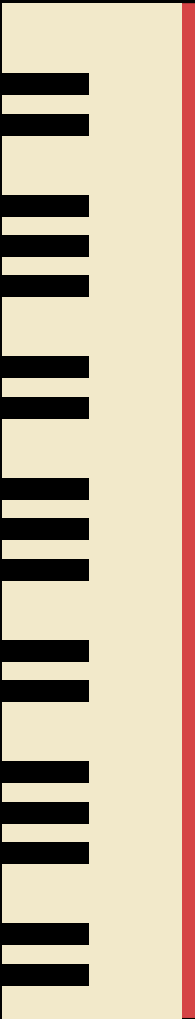
- We reviewed each response and came up with 4 main topics that came up most often in the responses.
- We then grouped up the response notes into their respective groups and color coded them.





# Design Process

Presented by Carly and Veronica





# Design Process Part 1 (Style Tile) | Carly Chick

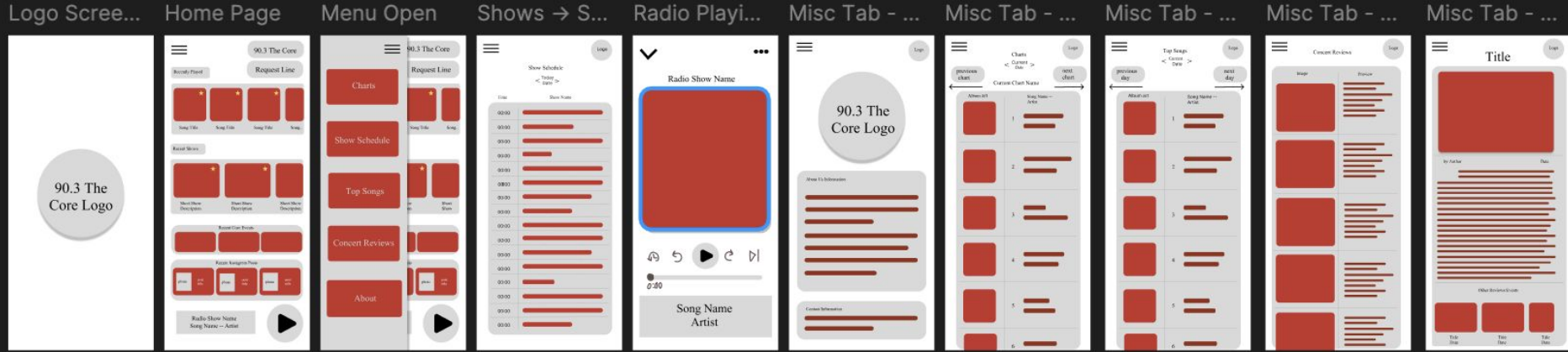


## Style Board:

- Looked at aspects of the original website that we'd like to keep (song charts, show schedules, concert reviews, and etc).
- Tried to figure out additional features that would benefit the app:
  - favorites feature
  - A "Top Songs" section
  - A "Contacts" section
- Put some example pictures of what our design style could be.



# Design Process Part 1 (Lo-Fi Wireframe) | Carly Chick



## Our Lo-Fi WireFrame:

- We created a Logo, Home, Menu Bar, Shows, Radio, charts, top songs, concert reviews, and about pages.
- Just created a simplified version of what our website could be like.
- At this point, we didn't choose any specific fonts or colors yet and just wanted to create a good layout for the base of our app.



# Design Process Part 2 (Hi-Fi) | Veronica

Poppin

S Song Name ☆

Artist Name : Album Name

DotGothic16

90.3 The Core Charts

Main Color Scheme:



#BA2739



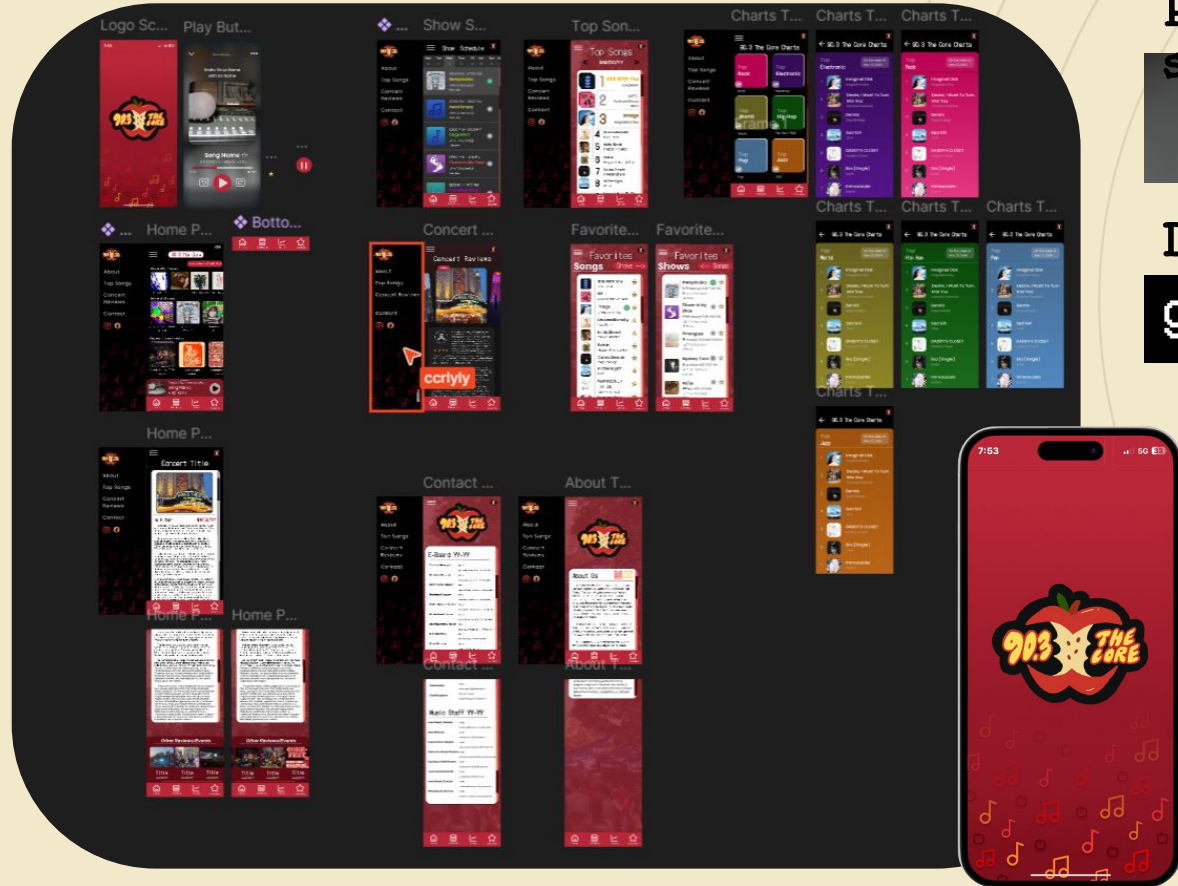
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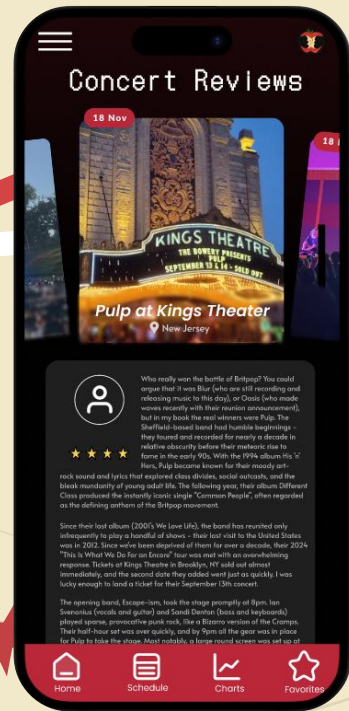
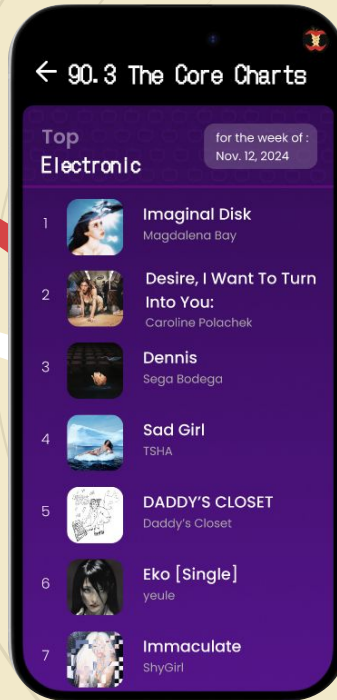
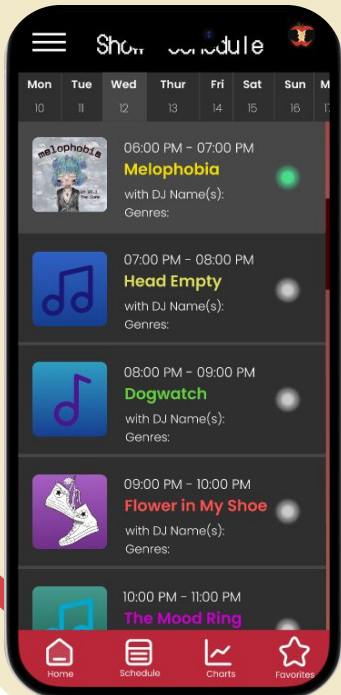


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# Design Process Part 2 (Hi-Fi) | Veronica

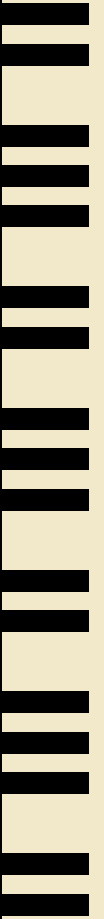


Prototype Demo!



# Final Thoughts

Presented by Shrutika







# Final Thoughts | Shrutika

- What did you learn design-wise?
- How did you manage design issues?
- What would you have done differently if given more time for your project?



**Thank You!**