

# Music Production Service -UXD

## User Experience Design (UX)

Developed from the code institute full stack web developer module on UX design.

### What is UX:

User Experience Design is the work, processes and skillsets involved in creating useful useable products which provide value not only to the customer but the business owner ensuring that a product not only works but is intuitive, simple, and enjoyable to use.. A good UX experience is achieved by following a defined process called User Centred Design or UCD for short.

I haven chosen to redesign my current business website following these newly learned principals and will apply them to reassess the current needs and wants of my customers and future potential clients.

I felt like tackling a business which I am currently involved in would give me a better understanding of implementing UX principals which will then allow me to generate better UX designs in the future with a stronger understanding of the core principals.

I will aim to cover the different planes in detail so that this document can be used as a blueprint for future UX development I undertake.

### Strategy plane: The Initial idea.

The strategy plane or initial idea for this project centres around coupling a rebuild of a current website using the latest technologies I have learned to also satisfy my user centric front end design milestone project. Primarily I am aiming to tie in real life applications and not 'concepts' with all of my projects so that I have to address all issues and strategy from a real world stand point.

Regarding the website, my current business website was in need of a rebuild and is currently deployed using the Wordpress CMS platform, with a front end page builder called Elementor.

However I felt that I could overhaul and run a full UX analysis on the site in order to improve the user experience, through page speed ( I found that Wordpress once you start loading multiple plugins the website becomes slow and has a tendency to need frequent updating and maintenance.) improved navigation and to better display appropriate content to display what my site offers for potential clients.

### About the business:

The business is entirely online and is concerned with music production services. From Mixing, mastering, track production, consulting etc with the primary aim of the website to display that information and get the potential client to contact me directly to discuss their needs further.

Strategy to deliver above.

- A clear and simple design starting with the Hero section displaying the Name and tag line to establish the message of the site.
- Landing page explains through a text box About the site in the first section.
- First section to demonstrate our work – Music video visually representing our latest work and major client – this will increase conversions through association.
- A clear selection on the landing page to address our top services with clear navigation to explore this further.
- Addition of a Call to action within the navigation bar and on the landing page will also allow the potential client to realise we are encouraging getting in touch with us.

### Branding:

I own the domain name <https://musicproductionservice.com> and my business name follows suit with the strap line Music production service – unlock your artist potential.

I don't have a logo as present and wish to be represented as serious and professional.

### Strategy for above.

All of the below points should fulfil 'user first impressions' (see table below) and is especially importance in our B2C business.

- Develop a logo – which is simple but effective, as full txt for a nav bar section may be too long. Logo will also act as a link back to the home page as common practice. \*credibility and trustworthiness.
- Develop a professional colour scheme – check out competitors in not only music but business related websites. Use consistently throughout site.
- Choose a font type for the project which reflects what we are trying to achieve – research music platforms and use similar fonts. Spotify similar fonts -two come to mind straight away. "Montserrat" and "Poppins" Use consistently

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throughout site.

- Social proof in the form of a testimonial carousel, displaying their 'testimonial' and artist name.
- A clear call to action on a number of areas of the site. With my other business websites I did find that a call to action or sign up section in the nav bar works well. So this may well be employed in this project.
- Utilise the bootstrap card deck to display the services in a professional manner.
- Develop a footer with info section, social media links to external platforms and also a mini menu so that even when a user is at the end of the webpage he/she can quickly navigate to a page, the footer and copyright sections will be available on every page of the completed site.
- Appropriate navigation left to right order of importance – I have developed the order of importance so that potential clients can navigate around the main landing page, next use the about page to learn more about what we do, then move on with the actual services we provide and finally a contact page, for general enquiries and service enquiries. To cater for return visitors a quick call to action on the nav bar will be placed so returning visitors who are familiar with us can instantly via modal and contact form contact us directly.

<b>Does it look credible and trustworthy?</b> ☐	Yes – through colour palette, fonts, testimonials, social proof and displays of current work.
<b>Does it offer what I want?</b> ☐	Yes – Clear display of services related to and relevant to the music industry.
<b>Does it look valuable enough for me to stay?</b> ☐	Professional design, clear and simple navigation, displayed in an easy to read manner. Mobile responsive.
<b>Does it look valuable enough for me to return?</b> ☐	No hard sell but only offering our services and proof of work.
<b>What actions can I take now?</b> ☐	A clear Call to action labelled 'Enquire' and all internal links go to appropriate content and pages.
<b>How do I learn more?</b> ☐	A clear Call to action labelled 'Enquire' and all internal links go to appropriate content and pages.
<b>How do I contact someone?</b>	Call to action within the navigation, interactive google map embed and also contact form on landing page, contact page and quick enquiry on nav bar all allow for a selection of options relevant to our services or line of enquiry.

### What is culturally appropriate?

In relation to this project I have found that the brand name stands for a lot right from the offset. Our website is only concerned with displaying services within the music industry and the rest of the content is used strategically in order to display our work and our clients to whom we work with.

We keep the site strictly about musical endeavour and focus solely on this area of business.

I have also developed the site to be mobile first as our demographic for clients looking for our services seems to be in the male category and age range of 22-34, whereby we know its highly likely that users have access to a smart phone and will be accessing our website from mobile.

### Tracking and cataloguing content in an intuitive way.

Regarding the display of the content I have opted for a typical section style layout to the site, this meaning I have a hero section and subsequent blocks of content each separated by alternating background colours, an off white and white to ensure content separation is apparent.

Not only this but I developed a Media query in order to display content suitably not only on mobile but to set a max width to sections so that content wasn't too spread out. This returns results more easy on the eye and then allowed me to counter that design with a full length parallax style separator for wider content which I feel gives a pleasing UX and also ensures content is viewed in its correct 'box'.

I also created the site mobile responsive so that content is displayed to full width and looks spacious even on mobile, whilst ensuring that the navigation bar employed a toggler system and hamburger bar to neatly hide away on smaller screen resolutions.

Typically in modern web design a hero section is employed so I have taken advantage of that with a centered H1 and H2 Heading for site title and strap line, using a more bolded font to make an impact from first page load. This screams to the user, this is the site title and this is what you can do here.

I also used a background image which is relevant (musically) to display the field the website is addressing. One concern is the bright image was taking away from the Hero text, so a background overlay was used in order to fix this. Not only that but the background overlay is the main colour in the colour palette chosen again adding to our branding and overall UX experience for the potential client.

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### What is the importance of this.

From the first time the user visits the website we want to display a level of professionalism and ease of use, not only that our strap lines, branding and colour palettes are correct but our content is distraction free and displayed easily enough that a user can learn about our website and feel at ease very quickly. Becoming instantly trustworthy is a primary focus and puts the potential client at ease when considering they could spent a lot of money with us after they make contact. Not only that but to display top level clientele and labels we work with it also allows the client to visualise the level we work at and increases our trustworthiness. This is important when working remotely knowing that a level of professionalism is maintained and that results are delivered. Clients should feel like we are delivering around the clock, from our online presence, how the website works, looks feels and our displays of current work. This should all work cohesively in order allow the client to feel like they are making an informed choice.

### Why would a user want this.

Music production services are expensive for those who don't wish to learn the profession themselves, although a lot of websites may offer services, it should be noted that there is no quality assurance in the industry. It mainly works on word of mouth, professionalism and who our current clients are. It is important that our website portrays all of these factors so that a new client feels comfortable enough to use the CTA to approach us with confidence knowing they will get a professional level of service from start to finish.

Once a client makes contact it is often that we get repeat business from them so to display an array of services on the site all presented correctly will allow the client to return to our site time again find the service they require, make contact easily and book us again.

### What creates a good User Experience with regard to this online Music production service business.

- Strong branding – colour palette – typography.
- Seeing relevant previous work.
- Meeting the person they are going to be working with (myself).
- Social proof – social media presence.
- Call to actions with complimentary advice or request phone call to discuss needs.
- Means in which to contact the website or myself across timezones and countries.

### What does the user / client expect

- Strong Branding- Does this website come across as an authority in its field. I feel we do by the use of correctly structured content, branding through colour and font type and also consistency throughout.
- Pricing – this is often not displayed for contracted work on the website so enquiring for more information is often accepted for this B2C business, I am aware that this is often employed with B2B however each clients project needs are different and each project budget is discussed on an individual basis. This also prevents competitors from under pricing and also gives the business owner the opportunity to explain costs associated with the service the client is enquiring about.
- Does the business offer the services which I am looking for? - Music production, remixing etc, does it fit my needs in terms of style and genre.
- Does the site have evidence of previous work I can listen to and make an informed decision. - It does from testimonials to sound-cloud and youtube embeds, further development of the website will include a dedicated section for previous work displayed in a portfolio.
- Ease of use and contractible -multiple CTA and quick forms available on each page with social media accounts displayed in the footer, Maps with correct addresses for increased assurance.

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**Prioritisation** – To launch a **Minimal Viable Product**.

We can address which features should be prioritised primarily by developing a map of importance and viability/ feasibility. For this submission we will be focusing on UX efforts of higher importance and developing features of lower importance and viability/feasibility further in the timeline of this project.

Opportunity/Problem	Importance	Viability/ feasibility
<b>A. Increase user conversions through CTA</b>	5	5
<b>B. Previous work showcase</b>	3	4
<b>C. Increase social media followers</b>	2	4
<b>D. Addition of online market place for other producers</b>	3	1

**Graph of importance in order to launch our MVP from previous table.**

The priority matrix for Music production Service

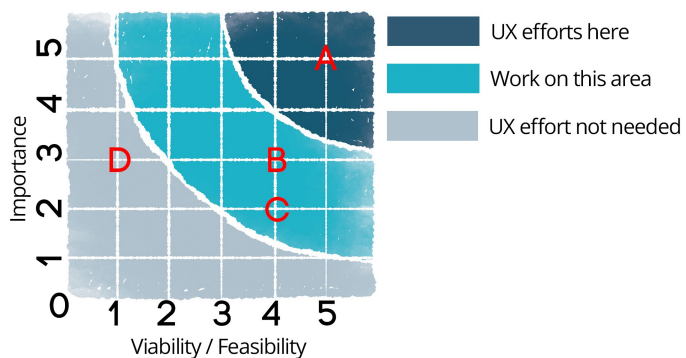


image adapted from <https://www.flickr.com/photos/rosenfeldmedia/38682893105>

As we can see from our priority matrix we will be focusing our attention on **Opportunity A** – Increase user conversions and to a lesser extent **B** and **C**.

We will Approach this via all methods discussed above.

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## Scope Plane - requirements and functional specification

### What users and stakeholders - Say they need

- The user visiting this type of website wants a professional website showing prior work and a way to get music production services.

### What users and stakeholders - Actually need

- They need a clean and tidy designed website which is mobile responsive, highlighting previous work, the music producer who will be working for them and a list of previous clients and labels who we as the business owners can get them in touch with. They need a site that gives them information based on what they are searching for. So a prioritised section of the website for said services, additional information on the services and an opportunity to discuss the project with a real life person over the phone or on email.

### What users and stakeholders - Don't know they need.

- As a working business website, we have to abide by GDPR rules, so a pop up advising the client on our privacy and how we use their information would be needed down the production line.
- A merchandise store – an opportunity to increase revenue as a more B2C standard practice.
- Plans to develop an online booking system and also allow other checked and vetted music producers to use the platform and develop more of a directory of professional services. This would lead to the site becoming more of a social and membership platform, which is hopefully going to be added during the course and is already added to the priority matrix.
- Other desirable features may include, online reviews, more services for music promotion and education, through a LMS or one to one coaching. These services would benefit not only the user but the business owner as he can monetise these features whilst offering more services to the client. This is already touched upon in 'client consulting' but not to an extent where LMS would be introduced, this would in fact make it easier for the business owner as the LMS would automate a lot of the content.
- Social networking feature – not essential but desirable, perhaps a twitter/sound-cloud like entity where users can register to the site share their music tips and advice, this would allow for content to be shared cross platform and to other social media accounts, drastically increasing awareness of our web application.
- An iOS and android app – its true that many users now if these features down the line are implemented that developing an application would be of extreme benefit, it would allow extra monetisation brand awareness and next level professionalism, as far as I am aware there are no such apps with the previous aforementioned features bundled into one. This could be an avenue to explore in the future.

## Scope Continued.

### Is what we are building useful to the customer. (Current and future plans) is it useful and is it sellable.

- I believe that at each stage of development our web application will become more and more useful to the client. I have worked professionally in the music industry for 10 plus years now and have a list of features which I deem essential to my working day and the success of my career, similarly there are a list of features which I would love to have and use in a web application which would help me and allow me to effectively use my time. Not only does that include the above list but I always found that having some form of escrow system and area for working remotely would be of benefit, with regard to music and PRS etc I had an idea of rolling this all into one. Whereby a client could issue a work request and when the work was completed instead of transferring the file to the client in a low bit rate mp3 I could upload it to a the website where it would be displayed to the client to approve or critique. If approved a payment request would be made before the files became downloadable.

I feel that implementing this technology in to not only an online web application but bundling what is essentially a CMS for the music industry it would become a valuable product, useful not only for the user as these are features which I would like to have readily available to myself as I work professionally in the industry.

### Scalability and Security.

- At this stage of development we are only implementing front end technology, however once the web application gets to a stage of implementing the backend technologies it would be wise to get advice from a senior developer on which

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frameworks and languages would be best suited in order to allow for scalability, if using python this maybe opting for Django instead of the micro framework flask etc.

- Not only that but relevant security issues must be addressed, such as **https:// SSL certificates** should be used which if payments are taken on the site (from membership revenue or merchandise sales) this is a must, where the users credit card information is kept safe and secure. Not only that but passwords and user logins must be secured. Data breaches would essentially kill the web application and its trustworthiness if not addressed correctly.

### Structure: How we present information

The web application will consist of a typical navigation and structure which will conform to web best practices. By this we would expect the navigation menu items to be located to the top right hand corner of the web app. To the left we will employ a Navigation bar logo which doubles as a main Home or index.html link.

As it stands there will only be 4 pages and one enquiry button, which brings up a modal with a contact form. The menu items are only one level consisting of a linear structure, so no nested pages as of yet. The structure is as follows.

**HOME---ABOUT---SERVICES---CONTACT---ENQUIRE**

### Information on structure regarding page layout and design.

- The general structure of pages will consist of a nav bar, a hero section and then relative content to that page, structured using the projects fonts, font sizing and colour palette.
- As discussed earlier I have opted for a content block approach which will allow me to display content in a clean and structured manner. These two points allow the user to learn the layout and feel of the website quickly.
- Each page will have working navigation whereby the logo (a musical note) will return the user to the home or landing page.
- I have added a CTA button inside of the nav bar as I feel this works well for what i'm trying to achieve – clicking this will open a modal with a contact form.
- The footer consists of three sections positioned centrally and away from the edges of the site so that any information can be viewed with out scanning from left to right on larger screen resolutions. I discovered this as I work on a 27inch iMac and having content full width at this size is bad for UX in my personal experience.
  - Regarding the footer, section one or block one will have an information box
  - section two will display a quick navigation section with links so the user can navigate to any page from the bottom of the site instead of scrolling back to the top.
  - Section 3 will comprise of my social media font awesome icons clickable and attributed with target”\_blank” so they open in a new tab in the browser, ensuring the user doesn't leave the main site.
- The carousel feature of Bootstrap has been used so that I can display multiple scrolling testimonials without taking up too much space on the webpage, I also styled this section so it acts as a content separator.
- The card deck and cards have been used for the Services sections of the website, I feel this works well as I like the way the information is displayed on the website, indicating an image of the service and a text box positioned below so I can give further information about the service.
- The services page in particular employs a quick nav bar using #ID's so that potential clients can quickly pick a category they wish to explore without scrolling through every option. This will become more important for UX when more categories and services are added.

### IXD:

- Hero section is not full viewport height with next sections always visible, this promotes scrolling and intrigue.
- Colours fonts and structure are reused throughout the site.
- Minimal use of external libraries and hover states, I only employed hover states on buttons and on nav bar link hovers as I don't want to distract from the main purpose of the site.
- I did however add an animation class from Animista which was used throughout the site on the hero text and strap line, it plays once on page load and is a fade animation, which I feel adds a subtle but impressive introduction when visiting pages. No further animations are employed.

### Structure Plane concerns:

- From my past 10 years plus experience working at a professional level in the music industry and my current client base

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it is safe to say that I know my demographic and users well, I know how most of my clients like to interact with myself and my web apps, not only that but I like to have a hands on approach when dealing with clients, so I give out my personal mobile number and like to converse about individual needs and client expectations.

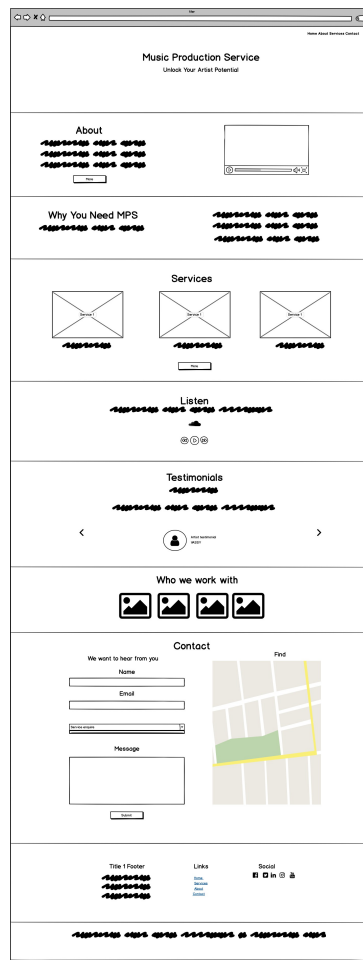
- Similarly I am aware that in future development and progression as discussed this may become impossible if user interest spikes considerably. My expertise on music client relations will allow me to employ the use of chat bots programmed by myself with typical questions, for general enquiries or develop an F.A.Q section / help desk would be beneficial in allowing me to deal with as many enquiries as possible. This I feel would then adapt easily in to the web application design and allow me to develop a help section of the web app this would ensure that there is a reduction in user error and thus enhanced user experience.

### Skeleton Plane – Interface design, navigation design and giving form to function.

As with every project which is to be taken in to production it was essential to firstly wireframe the project. This would allow me to test out different ideas layouts, navigation and presentation which is expected when visiting this type of website. I developed the wireframes using the Balsamiq software which allowed me to produce low fidelity mockups of the finished web application without the need for coding it first. This saves on production time and allows us to have a 'map' of how to finally code the app.

Please note – these wireframes may differ slightly from the end result, for example after the website was completed I added a quick enquiry button to the nav bar and a few styling changes.

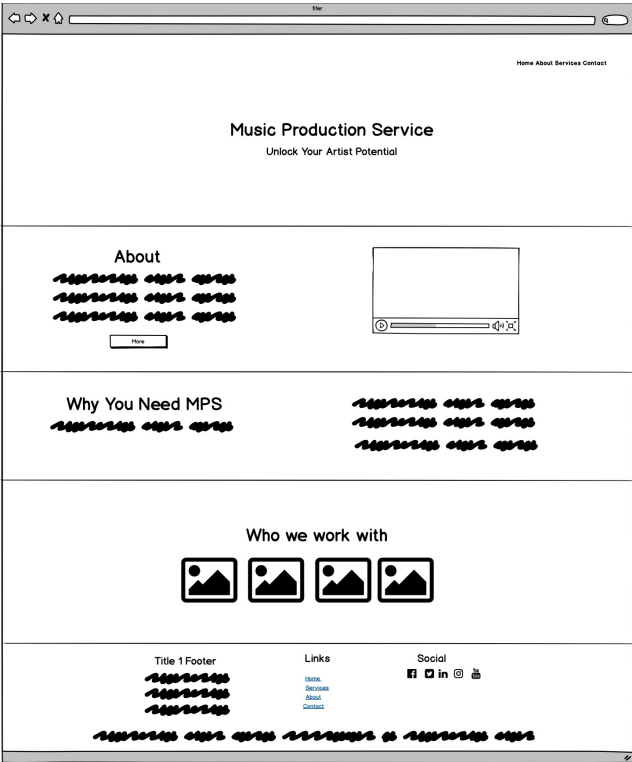
### Landing Page- (Home / Index.html)



About page.

Music Production Service – Kickstart your music career.

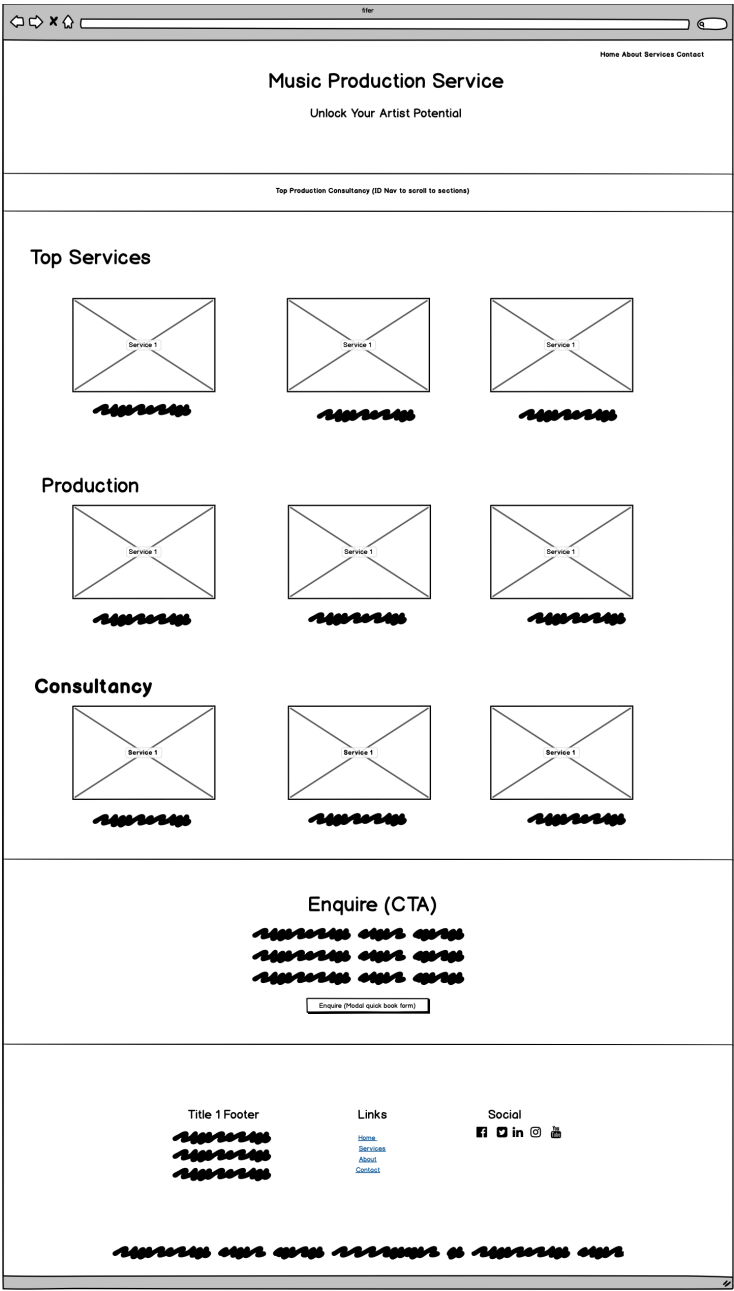
# Music Production Service -UXD





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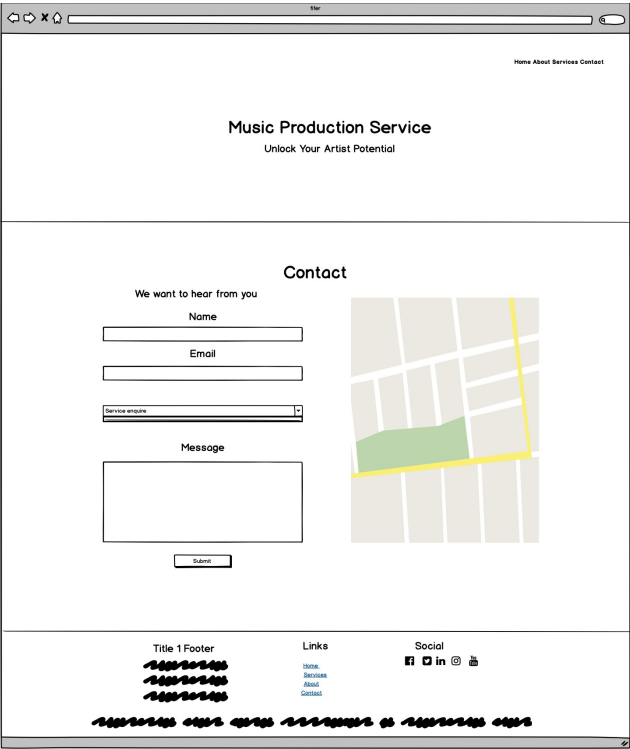
Services:



Contact:

Music Production Service – Kickstart your music career.

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Skeleton plane cont.

Music Production Service – Kickstart your music career.

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In this project we are only focusing on data presented, and will be future enhance this project with data at rest and data in motion.

However as we are only concerned with the frontend HTML CSS and a small amount of Javascript I have only focused my UX on data presented.

The data presented should provide good usability and at current is only concerned with a few features, contacting through CTA and presenting the information using tools such as cards and carousels. As there are very few features and a sole aim at contacting through the site this should alleviate cognitive overload from the end user.

Navigation has been assembled in order of priority from left to right and all links and internal links are well displayed (many as buttons) and working.

Furthermore I found no need for pagination to display data and also provided menu items and buttons with relevant font awesome icons to aid in web application learning to the end user. Data is presented the same throughout the web app alongside colours, fonts and branding all aiming to allow the end user to learn the web app easily and enjoy using it.

### Surface Plane

Using all the planes above and the data presentation and all the research carried out I was able to present all of this with my project.

I hope you enjoy browsing my web app and I look forward to developing it further.

In ending this UXD analysis and a quote I feel summarises this whole process I will leave you with this.

*“ Good UX smells like value. Ask yourself the question whenever you're building a project, does this smell like value?”*

I feel it does.

UXD analysis carried out by Dan Boots – Code Institute.