

DIVYA SURI

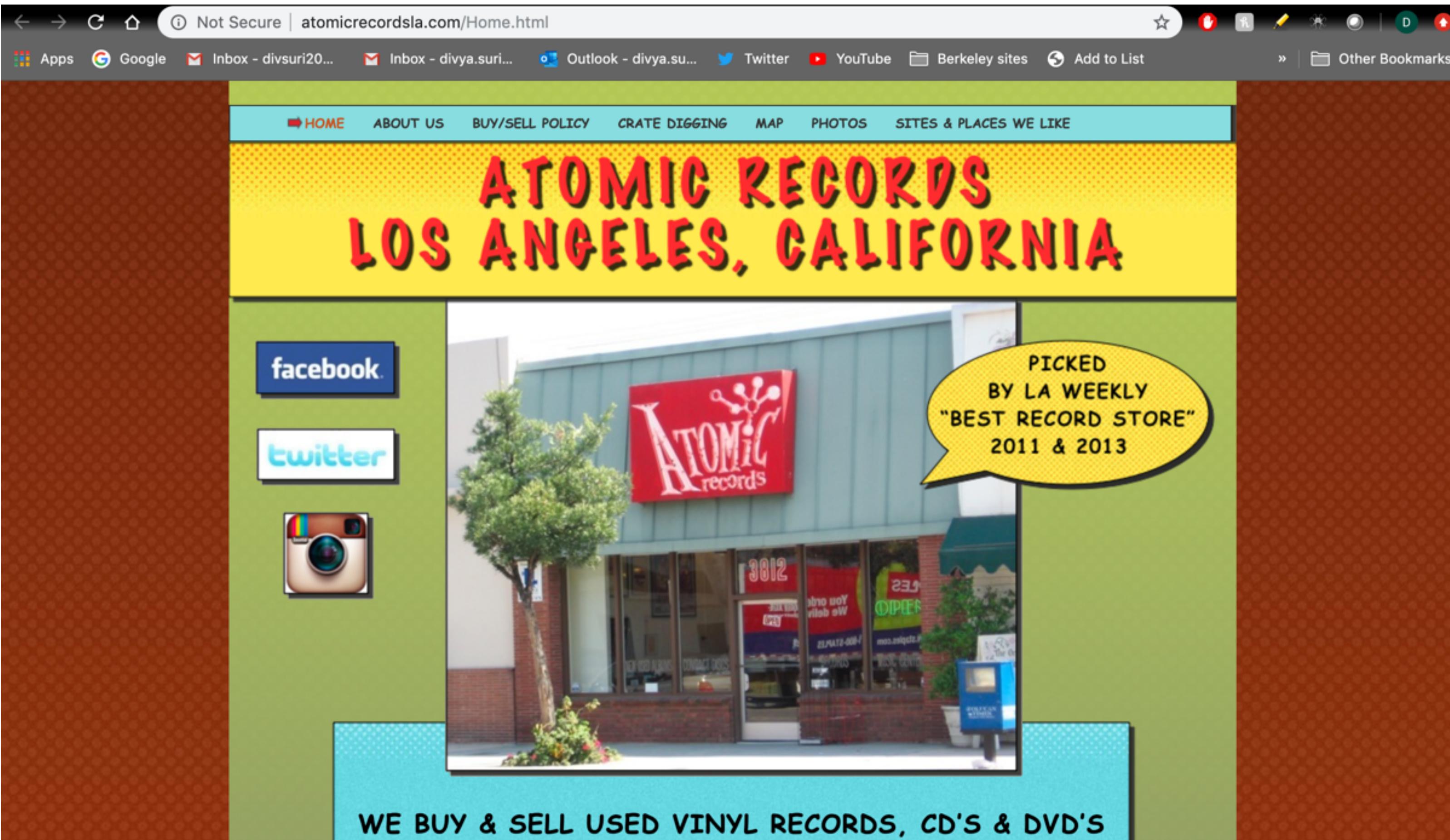
**Primary Persona Creation, User
Stories/Scenarios, Use Cases
and Feature List**

INF 555 Fall 2019

Interaction Design and Usability Testing



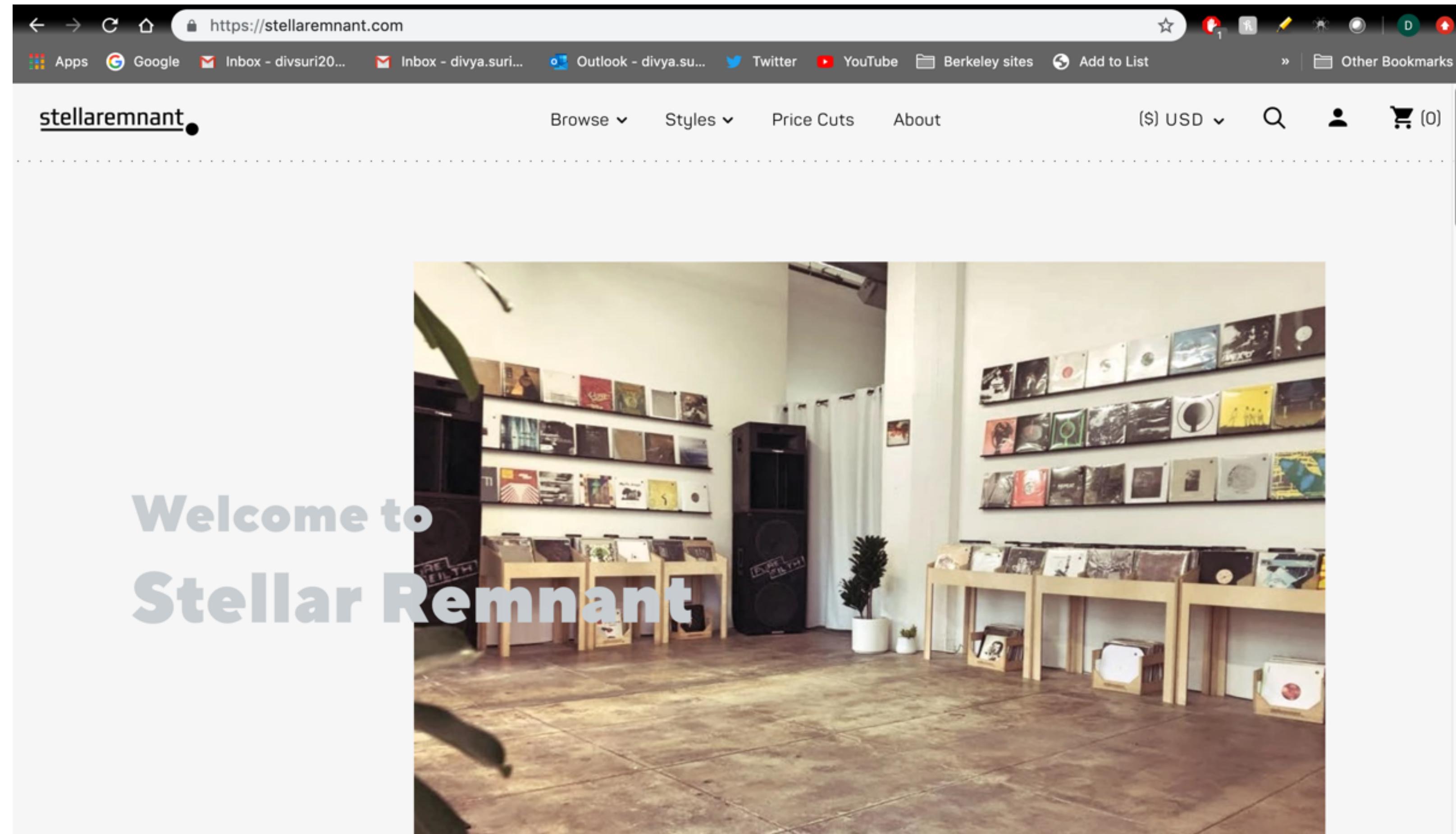
PRESENT STATE



Atomic Records

<http://www.atomicrecordsla.com>

INFLUENCER



Stellar Remnant
<https://www.stellaremnant.com>

PERSONA | COLLECTOR

Julian is an executive in the music industry who finds himself in a record store almost every weekend

Listening to records has weaved its way into Julian's routine where he finds himself appreciating the high quality sound of a vinyl record while cleaning or cooking

Physical copies of an album allow him to feel more personally connected to the artist

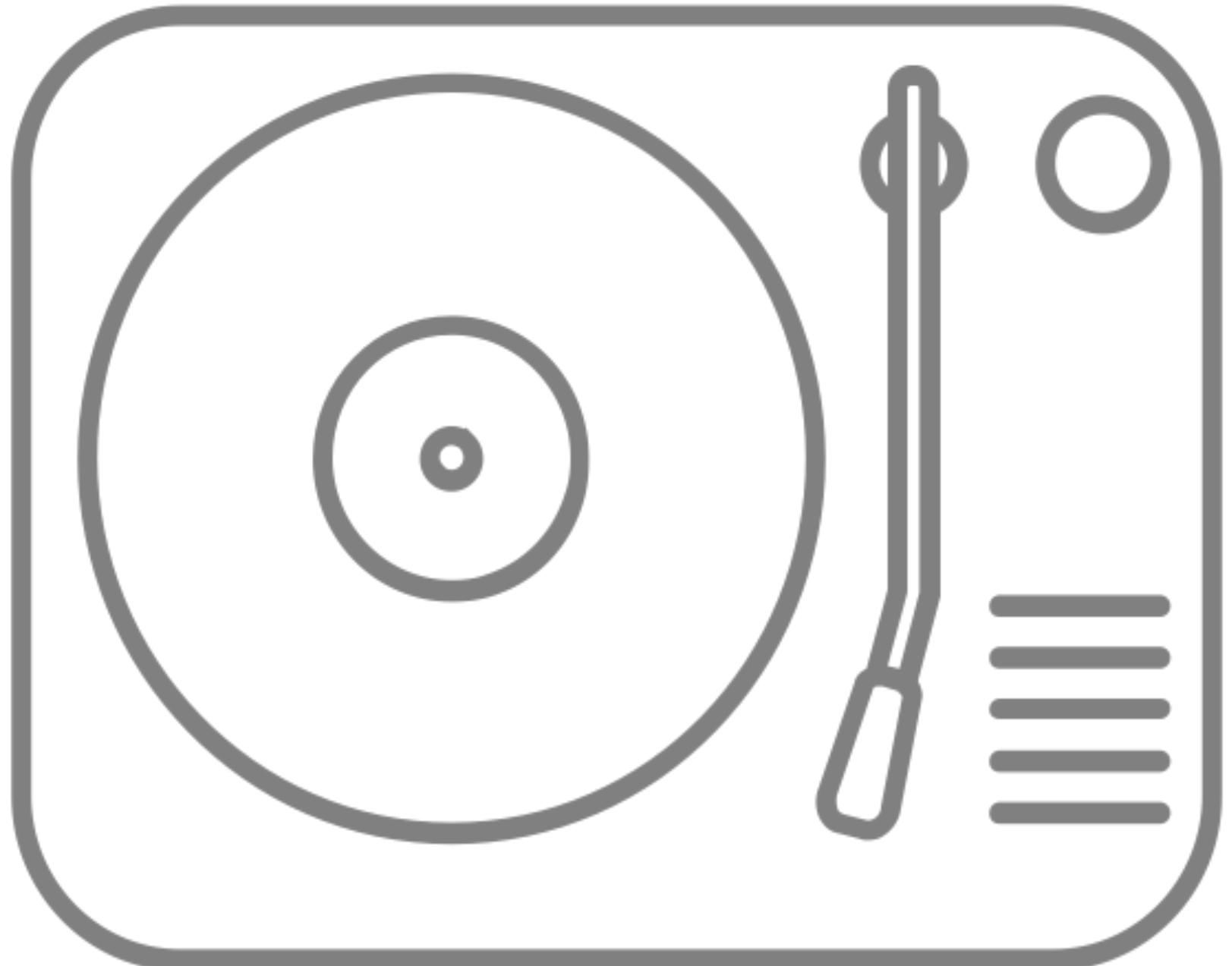
His biggest concern is finding a reasonable price for a valuable, rare addition to his collection

GOALS AND NEEDS

1. Finding a good deal for a rare, used record in pristine condition that can appreciate its value over time
2. Interacting with knowledgeable music buffs
3. Staying informed about the new collections and events
4. Supporting independent record stores with fair pricing



GOAL-DIRECTED CONTEXT USER SCENARIO



With a collection of over 100 records, Julian appreciates a store with an expansive jazz collection, like Atomic Records. He found the store through Yelp and word-of-mouth in his music community. Looking to complete his collection of essential jazz albums, Julian is on the hunt for Miles Davis' Kind of Blue.

Julian goes on the website and searches for the specific album and artist he is looking for. He finds a listing for the record and clicks on it to examine its details. He reads the history of the album, finds out that it is a first pressing, limited edition and has a grade of VG+ for its condition. He listens to a sample and zooms into the image to inspect the physical condition of the cover and actual vinyl. He finds the price to be reasonable for its value and decides to add it to his shopping cart.

Below the listing, he finds personalized recommendations for records that would be of interest to him based on his current search. He finds another Miles Davis album that he had not heard of and inspects it in the same way as his previous purchase. After satisfying his criteria, he adds it to his cart as well. He goes to 'Checkout', fills in his shipping details, pays and receives an email confirmation of his purchase.

USER STORIES

As a thrifty collector, I want to stay informed about sales and new arrivals so that I can snag the best deal for the next piece in my growing collection

As a wary collector, I want to view information about the condition and history of the record so that I can ensure that it is worth my investment



As a curious collector, I want to receive recommendations so that I can find unique records I had not considered before to add to my collection

As an engaged collector, I want to stay informed about the events at the store so that I can interact with like-minded individuals in the community



USE CASES



Finding the price and availability of a record

1. Select 'Vinyl' on the home page
2. Click 'Browse' from drop down menu to open landing page
3. Type in album in search bar
4. Click on desired result
5. View details of record, including price, condition grading, availability, sample and pressing
6. Click on image to zoom and inspect condition



Getting information about an upcoming sales event

1. Select 'Events' on the home page to open landing page
2. Search by type of event and date (presented as a calendar)
3. Click on desired event
4. View details of event, including duration and price cuts
5. If specific collection associated with event, click link to landing page with specific records on sale



Signing up for the email newsletter

1. Select 'Stay in Touch' on home page to open landing page
2. Click on 'Sign up for Mailing List' button under contact details
3. In modal form, fill out email address and select type of notifications, such as 'New Collections' and 'Events'
4. Receive subscription confirmation in inbox

FEATURE LIST



About Us

Ability for the user to learn more about the history of the store
Dropdown Menu: Our History, Press



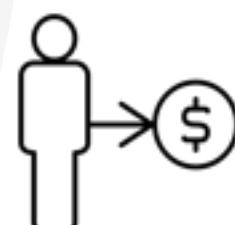
Vinyl Records

Ability for the user to browse, shop and reserve the store's collection of Vinyl Records
Dropdown Menu: New Arrivals, Sale, Browse



CDs, DVDs and Accessories

Ability for the user to browse, shop and reserve the store's collection of CDs, DVDs and Accessories
Dropdown Menu: New Arrivals, Sale, Browse



How to Sell

Ability for the user to view the store's buy/sell policy
Dropdown Menu: Policy, Price Estimation, House Calls



Events

Ability for the user to learn more about the store's upcoming events



Stay In Touch

Ability for the user to learn more about the store's hours, location, contact information and email newsletter

Collector

Works in music industry at UMG, female

How often do you listen to Vinyls / CDs?

listens to CDs in car, always listens to vinyls at home, puts on vinyl while cooking, cleaning, visits store several times a month what does do you mainly look for when buying Vinyls / CDs? Super collector - limited edition pieces, limited jackets, 180g vinyl cover art - loves displaying on shelves in apartment

What is your favorite genre of music?

Pop, 70s/80s rock

Have you ever been to events in the store? Did you buy anything?

Always go to Record store day

In other stores - went to artist in store, signings, loves experiencing music in store of music

Do you go on the website before or after your visit?
Before - only for events. Store does not have event info.

How do you utilize the store's online presence?

Follow them on Instagram

Observations / comments

Went through all crates and talked to employees

He called herself an audiophile, experiences world via music

Something about holding tangible product in hands

Loyal to some stores (like Amoeba) but news of new ones through word of mouth

Collector

26, executive, father was a car audio mechanic and DJ, passed on his collection to son, male

How often do you listen to Vinyls / CDs?

Once every three days (said he shops in the store almost every week)

What do you look for when purchasing Vinyls / CDs?

Price - Atomic very reasonably priced (found a Nat King Cole vinyl for \$4)

specific artists and classic albums

Goes through crates, starting from one end of store to the other

What is your favorite genre of music?

Soul, blues - parents played a lot of it when he was growing up

Have you ever been to events in the store? Did you buy anything?

Record store day - I bought a lot because they have limited edition records for cheap.

Sale events

Do you go on the website before or after your visit?

Never been on Atomic's website, found them on Yelp and followed them on Instagram

Would go on websites to find a specific record

How do you utilize the store's online presence?

Follow them on Instagram and find out about new collections

Observations / comments

Spent ages in the store

went through almost all shelves

Came by himself

Said records were personal - it was like a piece of the artist

That makes you appreciate them more.

150 records in collection

Said he would buy online

but needs to see it in person to examine condition

Atomic is popular marketplace

Collector

Just graduated, engineer, male

How often do you listen to Vinyls / CDs?
Once a week

What do you mainly look for when buying Vinyls / CDs?
If I like the album already, sales, cheap used vinyl
Deluxe versions, original releases
Used record prices is big deciding factor

What is your favorite genre of music?
Gampop, classic rock

Have you ever been to events in the store? Did you buy anything?
Went to Record Store Day - bought a ton of cheap stuff
Was supposed to go to a record fair a few weeks ago

Do you go on the website before or after a visit?
Usually before if there is a sale (not Amazon, maybe another eBay)
On other sites, looks for albums I like and see their asking rate

How do you utilize the store's online presence?
Not really - found them on Yelp that was it. Normally, I
stumble into most of the stores I go to

Observations / comments

Headphones

Said vinyl make the him appreciate the artist more and support
them

Prefers small, independent stores because they price fairly.

Collector

Just moved to area four months ago, found on Yelp and
on walks, now comes weekly, male

How often do you listen to Vinyls / CDs?
At least once a week, mostly more, shops in store a couple times a month.

What do you mainly look for when buying Vinyls / CDs?
Sometimes its a feeling, I like going through the crates
and the entire store to find something unique
Reasonable price price! don't mind this for so long that I know what
is reasonable)

What is your favorite genre of music?
Classic rock

Have you ever been to events in the store? Did you buy anything?
Record store day, sales events. (best deals are at what time)

Do you go on the website before or after your visit?
Not really - might if I could search for something specific
to see if they have it in the store.

How do you utilize the store's online presence?
Found about them on Yelp first

Observations / comments

Had headphones in.
came in alone and literally went through each item.
Said sound quality was different of vinyl
looks at condition but trusts the store

Collector

works in ad agency, female

How often do you listen to Vinyl / CDs?

Few times a week
Reason - just moved apartments and getting speakers set up

What do you mainly look for when buying Vinyl / CDs?

Music can't find through streaming

Classic albums

Songs are I want in physical form (ownership)

Likes owning record without third party

What is your favorite genre of music?

Classical rock / guitar, female vocalists, R&B

Have you ever been to events in the store? Did you buy anything?

Record store day

In Amoeba - artist shows (Talib Kweli was most memorable)

Do you go on the website before or after a visit?

Neither - I went once to after I found it on Yelp

I'd like to find events information

How do you utilize the store's online presence?

Follow them on Instagram and find out about store hours.

Observations / Comments

Stayed close to corner with displayed records

Talked to employees

"music is true form of human expression"

Not everything is available through streaming

More personal, respect to artist