

A case study on how to improve the relationship between venues and amateur musicians who want to share their music

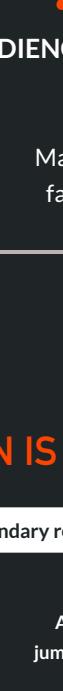
UX design

UI design

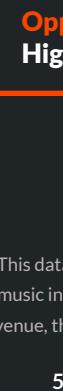
Mobile app

This two weeks UX/UI project was my final project of a nine weeks bootcamp at Ironhack Barcelona. The idea came from my personal passion for music and the will to give more opportunities to unknown artists.

The following report will explain step by step how I got to the final high-fidelity prototype [research, define the problem, ideation, prototype, test].

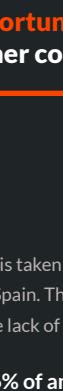


PROJECT SCOPE



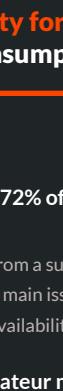
Primary user

Amateur musicians



Format

Mobile app (iOS)



Added value

Contact with venues



The concept

Venues publish available concert dates that artists can book and sell tickets for



GIG-IT

BACK TO THE START

RESEARCH METHODS

Design Thinking Process

Planning

1

Understand the market current situation and uncovered needs

Competitive and comparative analysis

2

Understand the three main actors (venues, audience and artists)

52 surveys and 5 interviews

3

Gather insights and summarize them to focus on a main problem and user

Problem statement and User persona

4

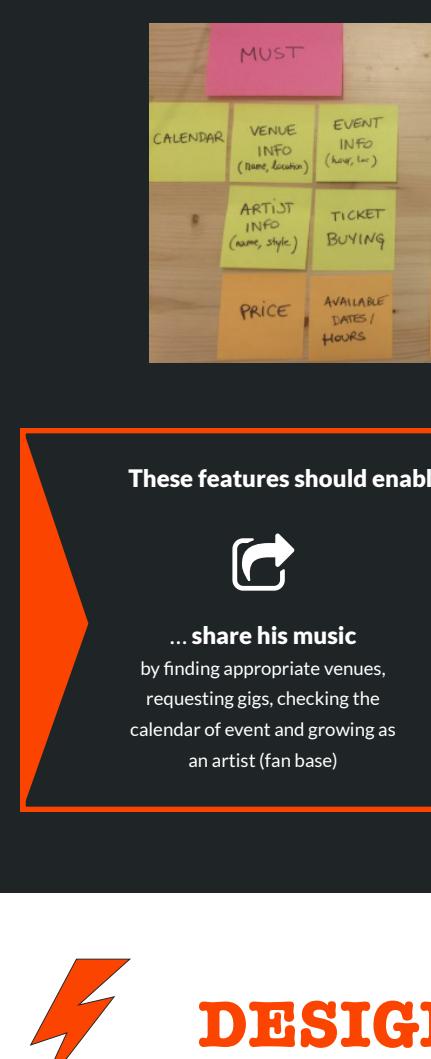
Convert the insights in tangible features used on the scope project

Feature selection and prioritization (MoSCoW)

WHAT IS THE CURRENT MARKET SITUATION?

Competitive analysis

Comparative analysis

**ac~quistic**

The only real competitor would be **Acoustic**, a platform that enables individuals to book artists for any event as well as promoting them through online channels.

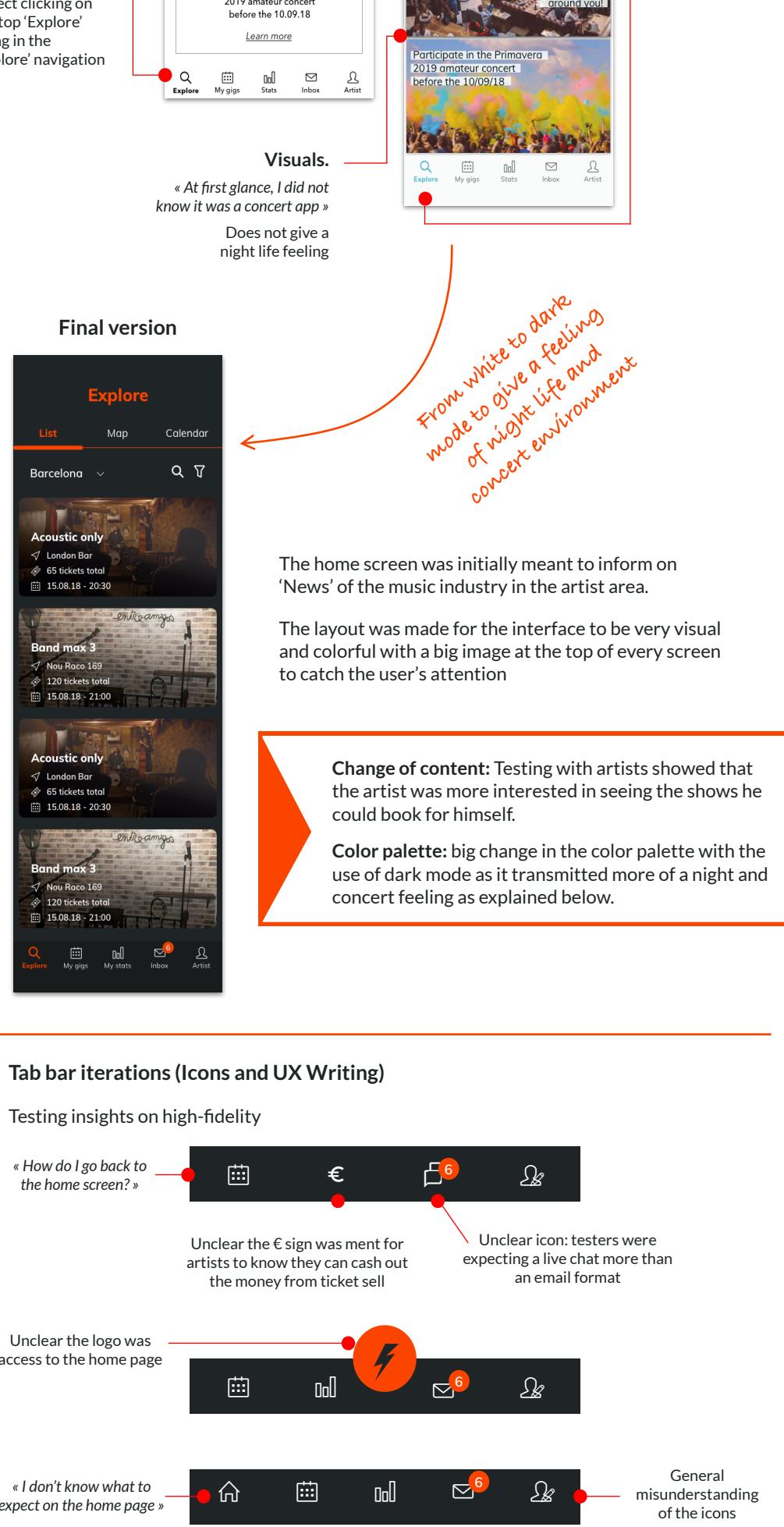
Analyzing this platform, I discovered that Acoustic offered an agenda with a fixed price. It also offers the possibility to book an artist for any event (in your house, garden...).

There was still a business opportunity looking for artists rather than the musicians who want to perform. It looked more like a catalogue of artists.

Acoustic is not empowering artists, just the event organizer and the focus of the events is not on music

Spotify, YouTube, Deezer, SoundCloud, Vimeo, MySpace...

Online music is growing thanks to music streaming services, social networks and video sharing. New models arise based on creating communities that would make the fans feel closer to their favorite artists.



THEN IS THERE AN OPPORTUNITY?

Secondary research

Legal

Surveys

After finishing the research, there was still one more step to take before jumping into the competition. Was there really an opportunity? To understand the market a little bit further, I focused on secondary research

Opportunity for venues**Opportunity for artists****Opportunity for fans****Opportunity for audience?****Opportunity for musicians****Opportunity for artists?****Opportunity for fans?****Opportunity for audience?****Opportunity for artists?****Opportunity for fans?****Opportunity for audience?**</