

# Gig-It is a platform aimed at promoting unknown artists by helping them find small venues where they could share their music.

This UX/UI project was a two weeks long individual project at Ironhack Barcelona. The idea of this project 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. The starting point was to understand our users and their main pain points through research. Following, we defined as many solutions as possible before refining a main idea. Finally, we focused on how to design it, using testing as the main tool to evolve from paper prototype to high-fidelity digital prototype.

## RESEARCH

### RESEARCH METHODS

The research for this project has started with a more business focused point of view in order to understand the market current situation and uncovered needs.

The next step was to understand the three main actors of this world (venues, audience and artists) through 52 surveys and 5 interviews.

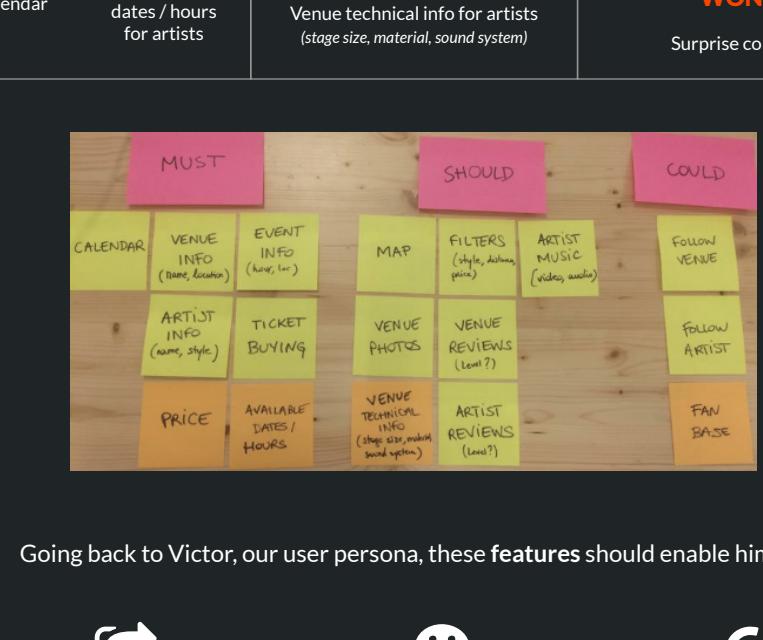
The outcomes of this research has been resumed in a problem statement and a corresponding user persona. This process finished with feature ideation and prioritization in order to build the project scope.

### WHAT IS THE CURRENT MARKET SITUATION?



Analyzing this platform, I discovered that Acoustic offered an agenda of concerts (published by artists) that anyone could attend to know secret concerts! 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 as acoustic is centered more on the people who organize events rather than the musicians who want to perform. It looked more like a catalogue of artists.



Online music is growing fast mainly 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.

### MUSICIANS

### AUDIENCE

Many concepts arises in the music industry, mainly to relate artists and fans but none of those concepts include the venues.

### THEN IS THERE AN OPPORTUNITY?

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

### Opportunity for venues

In Spain, it is now legal in all locals with a license to play live music. The town hall will economically help with the sound proofing.

### Legal & Subventions

On average, during their time in the bar, a person orders one more drink in the loud music condition than in the normal music condition.

### 50% of respondent spend a minimum of 10€ in food and beverages

Survey result based on 52 results

### 72% of young musicians struggle to find venues to perform at

This data is taken from a survey made on the situation of live music in Spain. The main issues are the difficulty to contact a venue, the lack of availability and the disagreement on terms.

### 56% of amateur musicians would be willing to perform for free to be able to share their music

In early stages of their musical career, musicians are more focused on their professional development than money: they want to grow a reputation and attract new audiences.

### Opportunity for artists

From easy to pay more than 5€ to listen to amateur musicians

« Live music is more true, conveys more feelings and shows the real artist »

« It is a demonstration of how capable human beings are »

« Live performances are the backbone of musical creativity... It connects people »

### Strong increase in live music spending

Live music turnover increased by 14.7% between 2015 and 2016, mainly thanks to 20-4 years olds with superior studies.

### 63% of respondents like to discover unknown artists

Data taken from personal survey of 52 results, with Barcelona based respondents between 18 and 35 years old.

### 79% hear about these events from Facebook or friends

Street boards and Instagram are not decisive to inform about events

### SURVEYS & INTERVIEWS INSIGHTS

#### Why do respondents attend live music events in small venues?

41% for the music itself (style, to discover, to stay connected...)

37% for the experience (socialize, experience, recommended...)

Willingness to pay  
64% would pay more than 5€ to listen to amateur musicians

« It makes us feel human as rare things in life do »

« It makes me happy. As few other things in life, it makes me FEEL »

### PROBLEM STATEMENT

Amateur musicians need to find venues where they can perform because they want to share their music in live

### USER PERSONA

This problem is one of Victor's concerns. Victor is our user persona and represents then our target user. « Humanizing » our user will enable us to decide more realistic solutions that would be centered on his pain points.

Victor Gonzalez  
Student, Part-time writer, 20 years old, lives in barcelona

PAIN POINTS & Frustrations  
The only venues he knows with live music don't need more musicians or let him for experience playing in bars (that he doesn't have)

« Live performances are the backbone of musical creativity... It connects people »

« At first glance, I did not know it was a concert »

Does not give a night life feeling

« It is a demonstration of how capable human beings are »

« Live music is more true, conveys more feelings and shows the real artist »

« It makes us feel human as rare things in life do »

« It makes me happy. As few other things in life, it makes me FEEL »

### PROJECT SCOPE

After defining our user and problem statement, the next step in this process was ideation, and trying to brainstorm as many features as possible to solve our user main frustrations.

In order to reduce all the ideated features to the minimum features necessary for an MVP, I used the MoSCoW method that defines what must be in the prototype, what should be there for usability to increase and what could be there as more delightful features.

MUST	SHOULD	COULD
Venue info (name, location)	Entrance price	Follow venue
Artist info (name, style)	Ticket buying system	Venue level
Event info (hour, location)	Price for artists	Follow artist
Calendar	Available dates / hours for artists	Artist level
	Venue technical info for artists (stage size, material, sound system)	Fan base for artists
		Surprise concerts



Going back to Victor, our user persona, these features should enable him to:

...share his music by finding appropriate venues, requesting gigs, checking the calendar or fan base (an artist fan base)

...communicate with venues and his audience through a chat

...make money by selling tickets

### PROJECT SCOPE

The project scope summarizes all the research and ideation results.

Format: Mobile app (iOS)  
Why? On the go, last minute accessibility

Goal: Give easy access to musicians to know music performances

Basic concept:  
- Artists fulfill basic information and upload videos / photos  
- They have a calendar per venue  
- Map / calendar view

UX writing:  
- How do I go back to the home screen?  
- How do I expect the logo to work?

Testing insights on high-fidelity

« How do I go back to the home screen? »

Unclear the logo was access to the home page

« I don't know what to expect on the home screen »

Still unclear: testers thought they would access a form to publish a gig

UX writing: too long, not appealing enough

Final version

Explore

Barcelona

Acoustic only

Band mode 3

Summer songs

Grand opening

Acoustic only

Band mode 3

Summer songs

Grand opening

Acoustic only

Band mode 3

Summer songs

Grand opening

Acoustic only

Band mode 3

Summer songs

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