



COLLECTOR

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Contents

Introduction

- 03 Problem Statement
- 04 Project Goals

Research & Approach 5 - 11

- 06 - 07 Competitive Analysis
- 08 Moodboard
- 09 - 10 User Personas
- 11 User Stories

Sketches & Wireframes 12 - 17

- 13 Sketches
- 14 First round wireframes
- 15 - 17 Final wireframes

Final Comps 18 - 24

Problem Statement

In order to appraise, organize, buy and sell vinyl, record collectors have to go through an immense amount of information and resources.

Project Goals

Users will be able to:

- ◊ View the value of their entire record collection at any point in time.
- ◊ View all of the music genres they collect.
- ◊ Scan in any record to look at the price range it is selling for right now.
- ◊ Scan all of their records into their own library.
- ◊ Mark records in their library as sold.
- ◊ Organize their library by anything, including current value.
- ◊ Use the app to work with personal or business (record store) collections.

Research & Approach

Competitive Analysis: Discogs

Discogs is hands down the most used resource for pricing records. It is widely used by collectors and record stores alike.

Pros:

- ◇ Large database for records.
- ◇ Allows the user to put records into their collections.
- ◇ Users can use the search bar to more easily navigate the database.

Cons:

- ◇ Information is often missing on certain records. There are a lot of gaps in the database.
- ◇ A bit difficult to navigate.
- ◇ The information isn't very clearly organized.

The screenshot shows the Discogs homepage. At the top, there's a search bar with placeholder text "Search artists, albums and more...". Below it are links for "Explore", "Marketplace", and "Community". On the right, there are "Log In" and "Register" buttons. A large banner in the center says "Discover new music. Track your collection and wantlist. Contribute to the database. Buy & Sell in the Marketplace." Below the banner, there's a genre-based search interface. The left sidebar lists genres: Rock (2,775,066), Electronic (2,666,539), Pop (1,350,471), Folk, World, & Country (664,104), and Funk / Soul (608,396). The main area shows a grid of album covers with titles like "Come Taste The Band", "Little Helpers 223", "smart attitude", "Stoltz & Frei / Keine A...", "Josephine / If The Ma...", "Over And Over", and "Ali Baba".

The screenshot shows a detailed view of an album page for "Skeletonwitch - Beyond The Permafrost". At the top, it displays the album cover, title, and artist. Below that, it shows the master release information: "Genre: Rock", "Style: Thrash, Speed Metal, Black Metal, Heavy Metal", and "Year: 2007". To the right, there are buttons for "Master Release", "Edit Master Release", "Data Correct", "Add all to Wantlist", and "Marketplace". The "Marketplace" section shows "47 For Sale from \$6.79". Below the master info, there's a "Tracklist" table with 13 tracks and their respective lengths. At the bottom, there's a note about reading partner Google AdSense services.

Competitive Analysis: Milkcrate

Milkcrate is the most popular record collecting app. It allows the user to scan barcodes and look on the information on the record through Discogs.

Pros:

- ◊ Allows user to scan in records.
- ◊ Pretty nicely designed.
- ◊ Makes use of existing database.

Cons:

- ◊ Allows the user to scan the record in via barcode only. This becomes an issue with pressings and records released before barcodes were used.
- ◊ All of the information gaps in discogs are carried into Milkcrate since it uses the same database.

	Collection	Edit
D	For The First Time SD 1641, Atlantic	
	Dave Brubeck Quartet,... Time Out 1995 CS 8192, Classic Records	
	Dave Brubeck Quartet,... At Carnegie Hall 1963 C2S 826, Columbia	
	Dave Brubeck Quartet,... Time Out 1962 1397, Columbia	Delete
	Dave Brubeck Quartet,... Time Changes 1966 CS 8927, Columbia	
	Dave Brubeck Quartet,... Bravo! Brubeck! 1967 CS 9495, Columbia	
	David Bowie The Next Day 2013 The Next Day Extra	

Moodboard

Mood words:

- ◊ Crisp
- ◊ Bright
- ◊ Modern
- ◊ Dramatic
- ◊ Bold

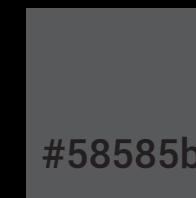
Color Scheme:



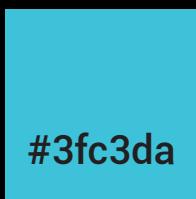
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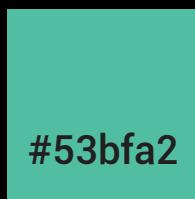
#000000



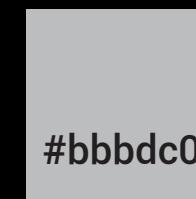
#58585b



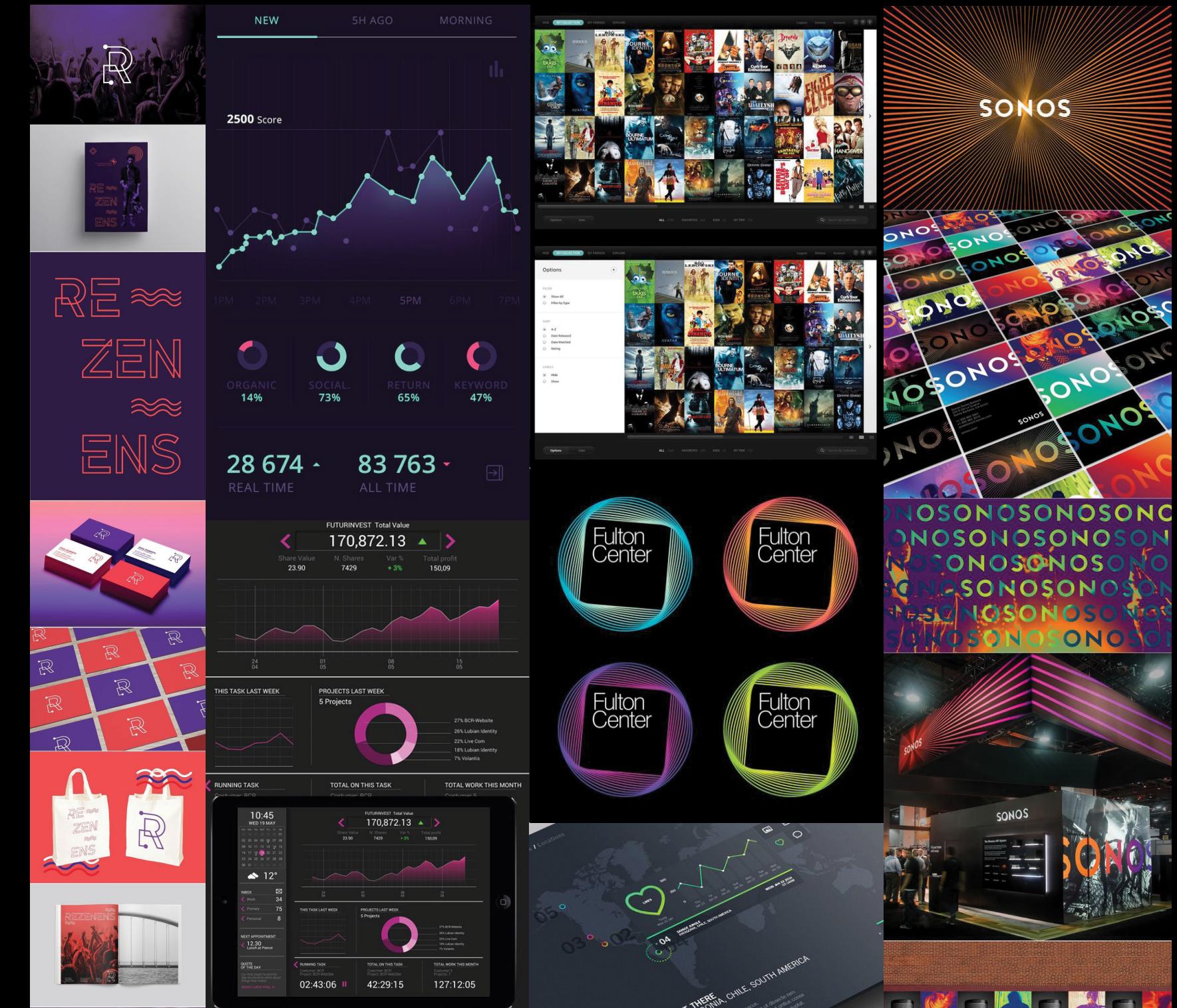
#3fc3da



#53bfa2



#bbbdc0



User Persona: Carla Black



Age: 24

Occupation: Record Store Associate

Location: Philadelphia, PA

"I love working at a record store but I wish there was an easier, more dependable way to price and sort our merchandise."

Carla was born in Westchester, NY but moved to Philadelphia to do her Masters degree in music technology. She lives with her boyfriend Jared and her black cat Danzig. In her freetime, she likes reading, going to concerts and studying in her local coffee shop. She recently got a job at a record store on South Street, where she organizes, buys and sells records.

Goals:

- ◊ Keep track of all the records coming in and out of the store.
- ◊ More easily keep up with the ever changing prices of records.

Painpoints:

- ◊ The records in the store are disorganized.
- ◊ It is a long, inefficient process to come up with fair prices for the records.

Uses the internet



Seldom

Often

Uses a tablet



Seldom

Often

Record knowledge



Little

Expert

User Persona: Matt Strom



Age: 31

Occupation: Bank teller

Location: Milwaukee, WI

"I have such an huge record collection that it's nearly impossible to keep up with the value of each record."

Matt was born and raised in Milwaukee, went to college in Kansas but moved back when he graduated. He lives with his wife Tara and their daughter. He is very passionate about music. He's been playing drums since he was 13 and has played in 9 bands. He's an avid record collector and has accumulated over 2,000 records through the years. With so many records, Matt struggles to keep track of the value of his collection.

Goals:

- ◊ Stay up-to-date on all the prices of his records.
- ◊ Organize his huge collection.

Painpoints:

- ◊ It is almost impossible to keep up with all of the records in his collection.
- ◊ His collection is out of order and it would take forever to organize them.

Uses the internet



Seldom

Often

Uses a tablet



Seldom

Often

Record knowledge



Little

Expert

User Stories



Although the store Carla works at has a great selection of records, some of the prices are out of date and the collection isn't very well organized. As a result, the store is losing money and customers. Carla decides to try to find a better way of doing this, but some of her co-workers are not very good with technology so she is trying to find something straightforward. She downloads "Collector" and manages to catalog all of the records in the store in a matter of three days. The store is now able to adjust their prices and keep track of all of all of the records they buy and sell.

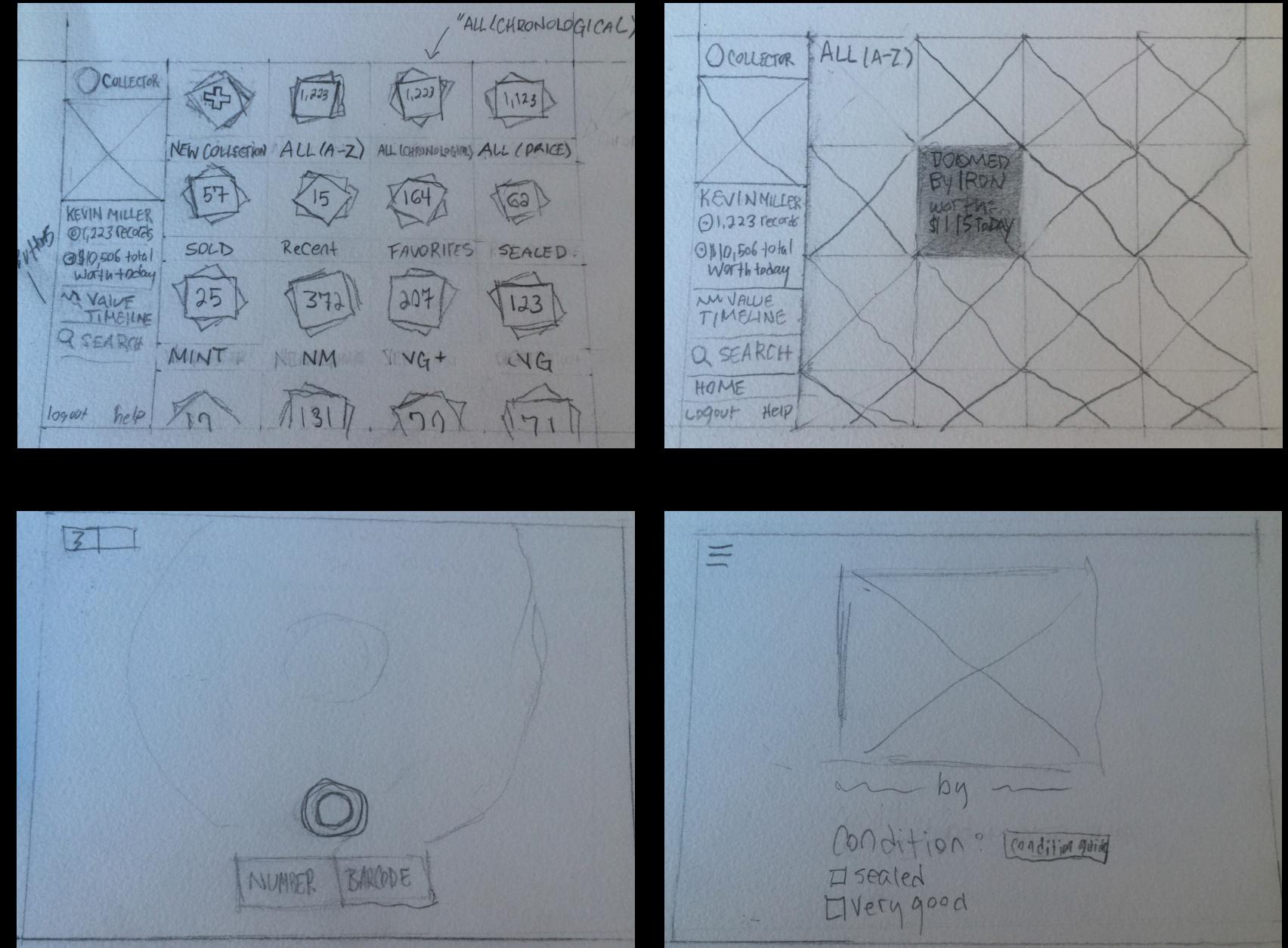


Matt has been accumulating records for almost 15 years. Rather than keeping them organized, he has been simply placing them in open spots in his shelf. Matt wants to once and for all organize his collection and get a better grasp as to what is valuable and what is not. He downloads "Collector" on his family's iPad and begins to catalog his collection. Once he catalogs all 2,134 records, he finds that his entire collection is worth about \$7,892. Matt finds that a few of his old records are actually very valuable and he sells them and makes an impressive profit.

Sketches & Wireframes

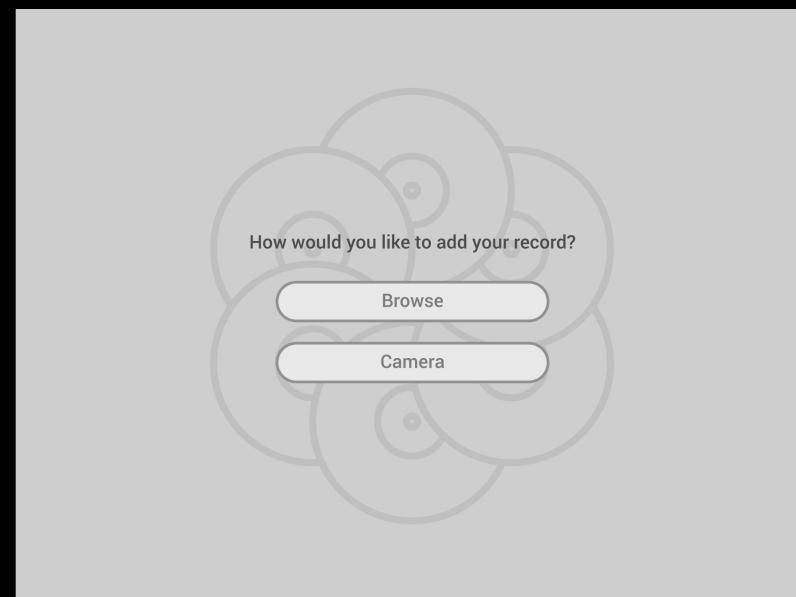
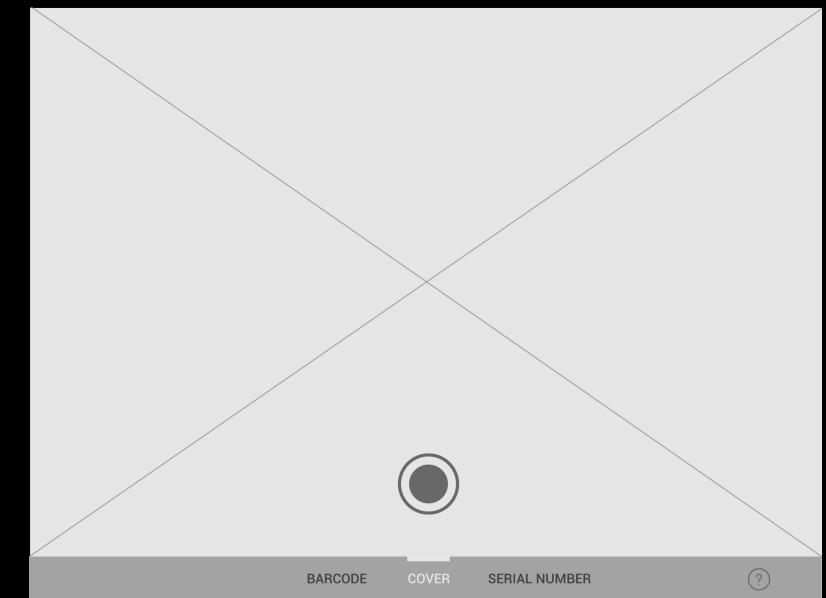
Sketches

When I first started sketching and iterating, I focused primarily on the process of adding a record and looking at information on that record. The main data about collection was in a sidebar next to the collection. In the end, I decided that that was too visually cluttered and not as refined as it could be, so I added a separate visualization screen.



First Round Wireframes

Rather than focusing so heavily on the different ways the user can sort their collection, I decided to make the record statistics page my main focus. In this draft of it, too much of the page centered on the user's profile rather than statistics on the collection as a whole.

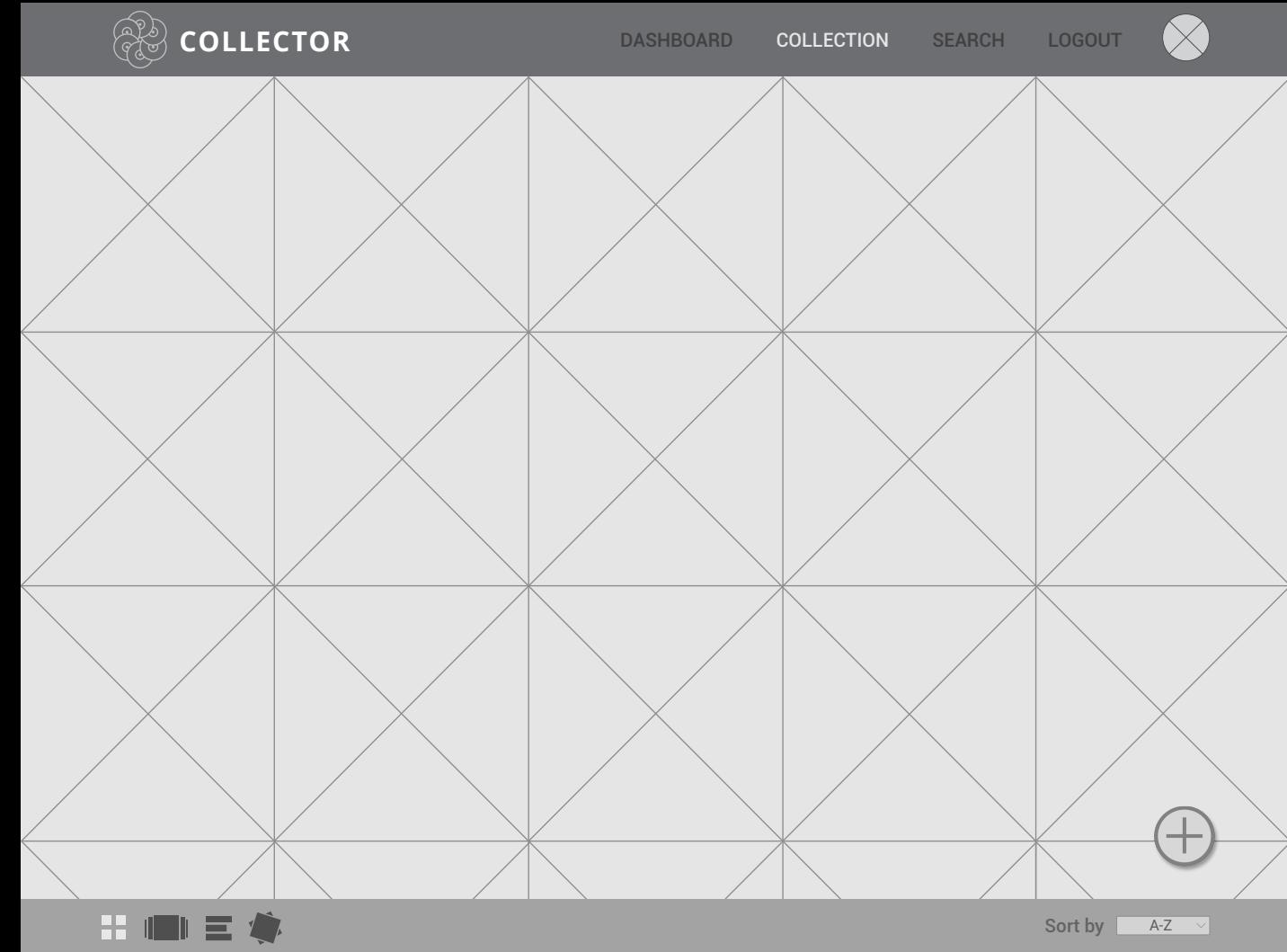


Final Wireframes 1-2



1) Dashboard/ collection statistics

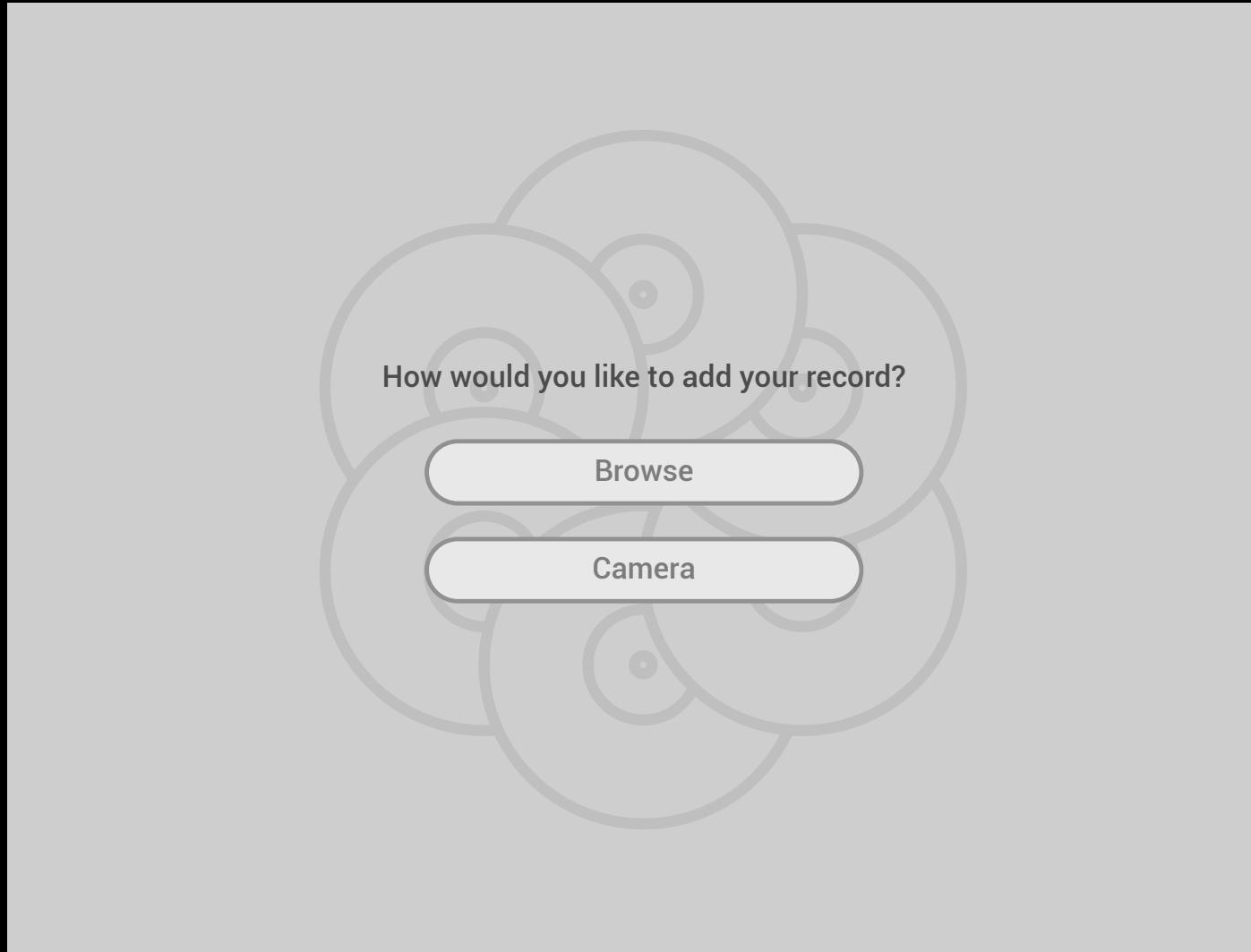
The user logs into Collector and this is the first page they see. Here they can view an interactive history of the value of their collection as well as see a break down of the genres the collection is made up of.



2) User's collection

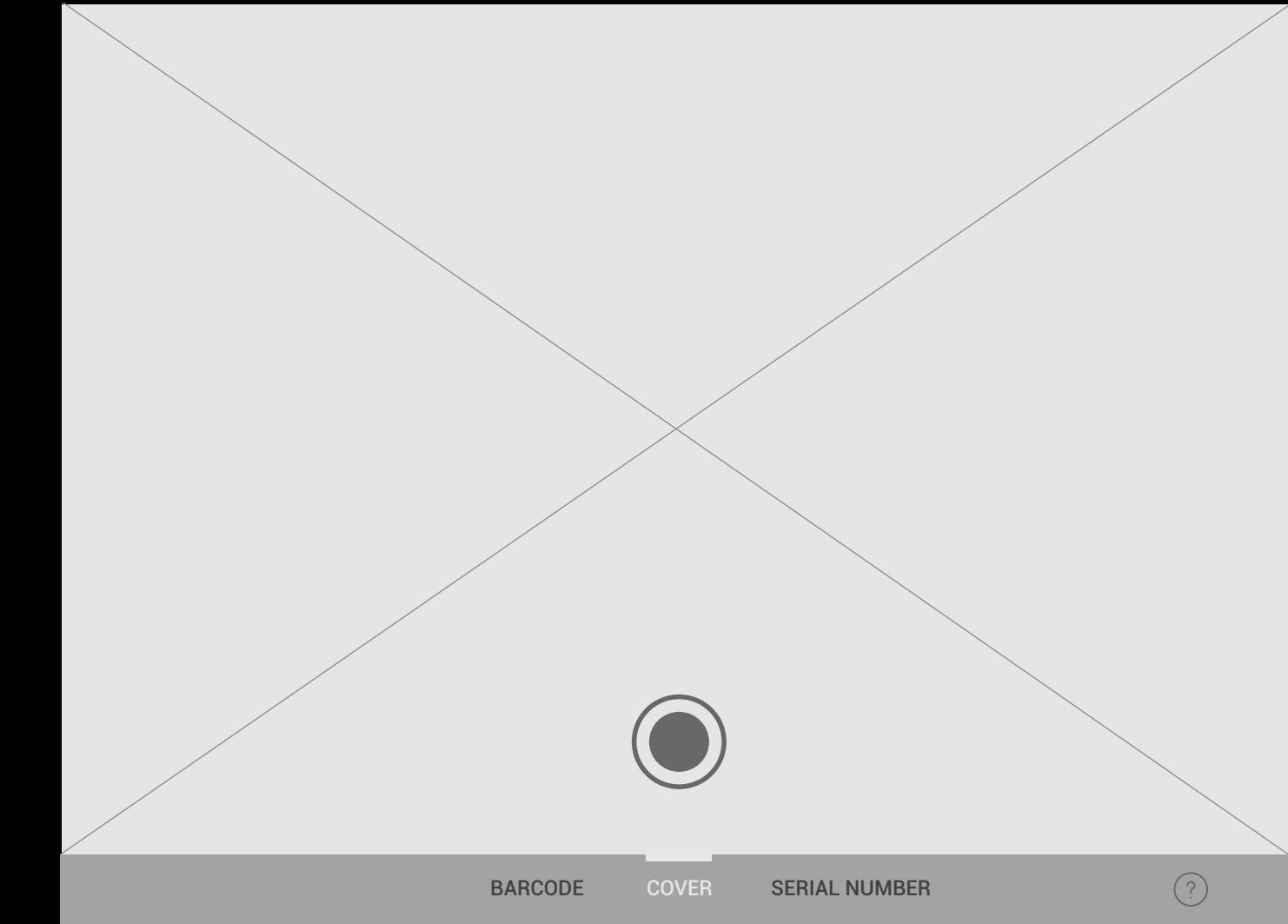
The user can sort and view their collection many different ways. To view information on each record, they just tap it. To add a record, they tap the plus button on the bottom.

Final Wireframes 3-4



3) Add record

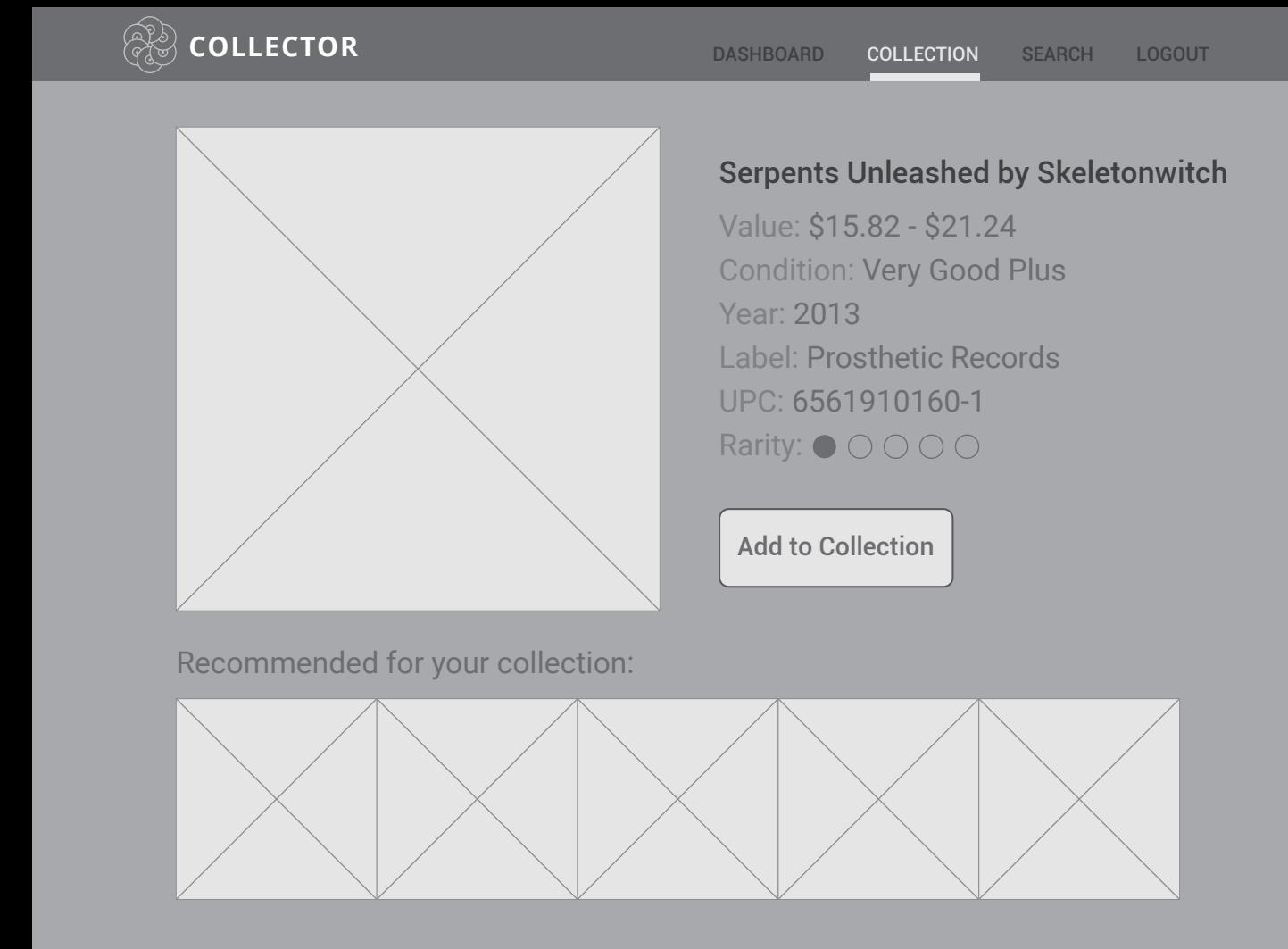
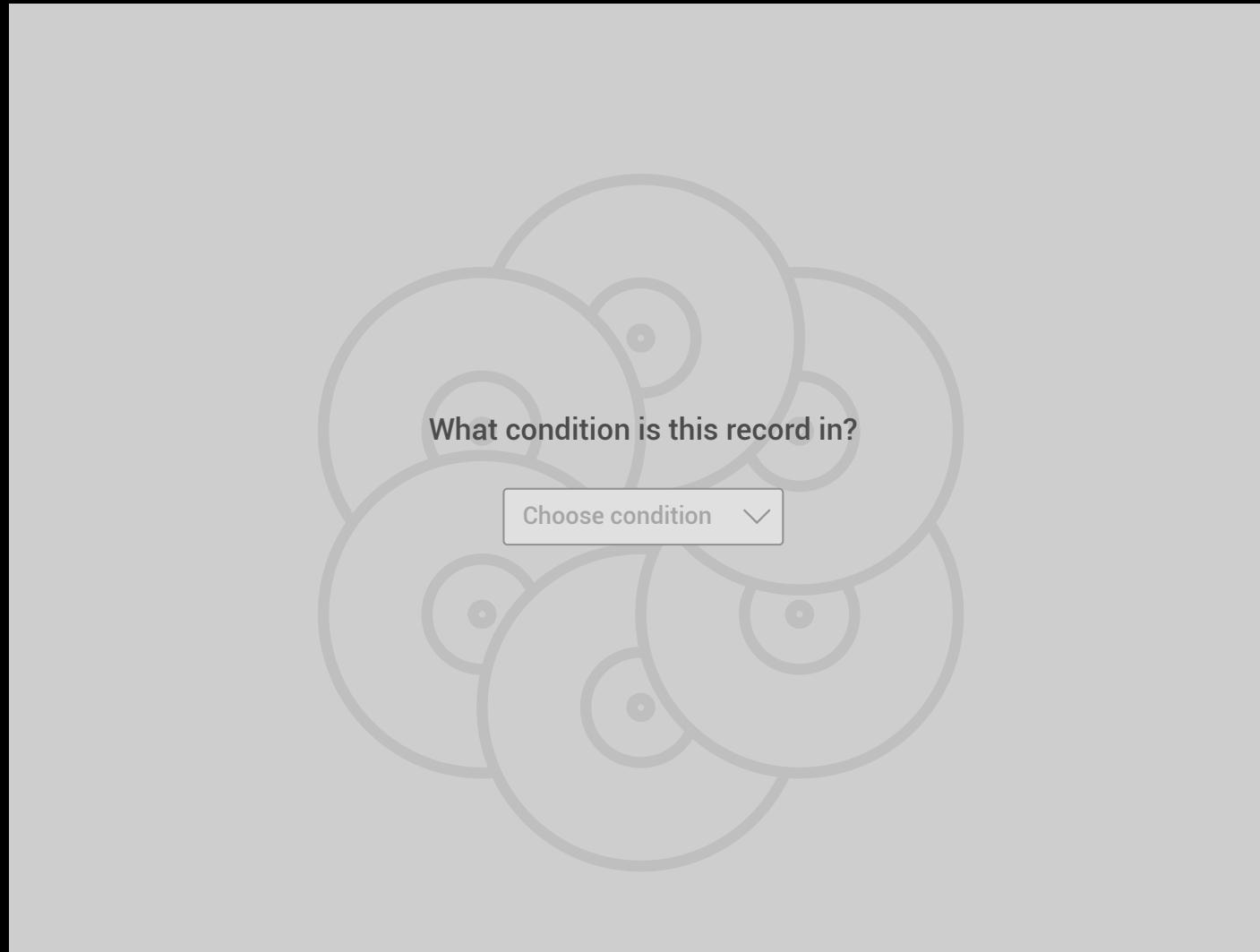
The user can add a record by browsing the Collector database by hand, or by using the camera.



4) Camera

To add a record using camera recognition, the user can choose cover, barcode or serial number recognition. The most accurate option is barcode but not all records have them.

Final Wireframes 1-2



5) Choose the condition

Since the value of a record can change drastically based on it's condition, I made it compulsory for the user to select the condition of the record. On the final comp of this, I have a help button in case the user doesn't know about the condition of the record.

6) Record found

Once the database recognizes the record, it gives the user a simple rundown of it's statistics and lets them add it to their collection.

Final Comps

 COLLECTOR

DASHBOARD COLLECTION SEARCH LOGOUT 

Collection Value Progress

● Activity Max. Value Min. Value

Daily Weekly Monthly

\$3,685 \$2,623 \$3,689 \$2,559 \$3,704 \$2,583 \$3,593 \$2,482

Day Friday Saturday Sunday Monday Tuesday Today

6/17 6/18 6/19 6/20 6/21 6/22

Today 6/22

Today's Stats

Maximum Value **\$3,568** Minimum Value **\$1,928**

Increase Today **\$22.03** ▲ Decrease Today **\$1.32** ▼

Total Value Change **+ \$20.71**

Collection Genres

42% Metal
31% Rock
22% Blues
5% Classical

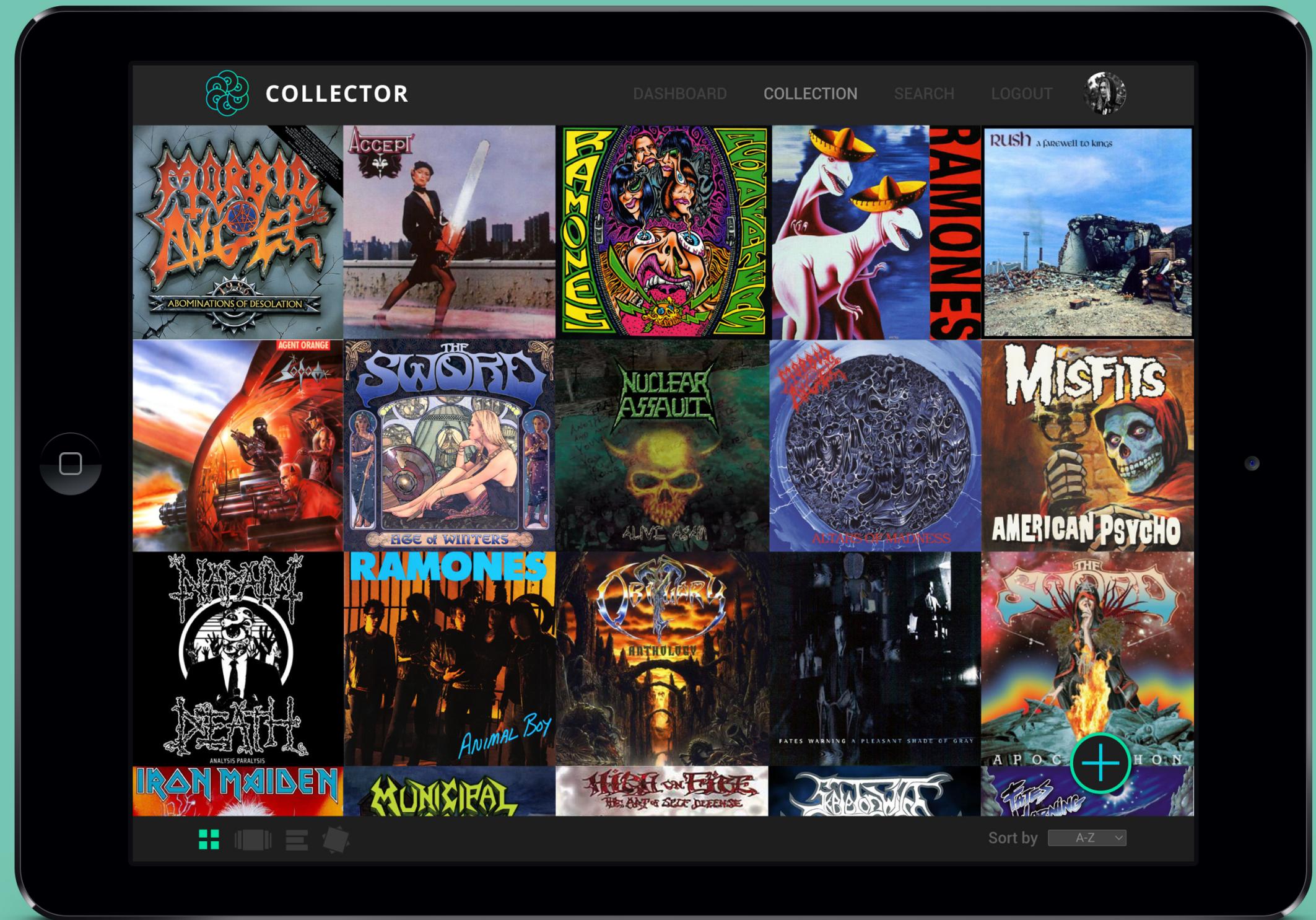
3,256 Total Records

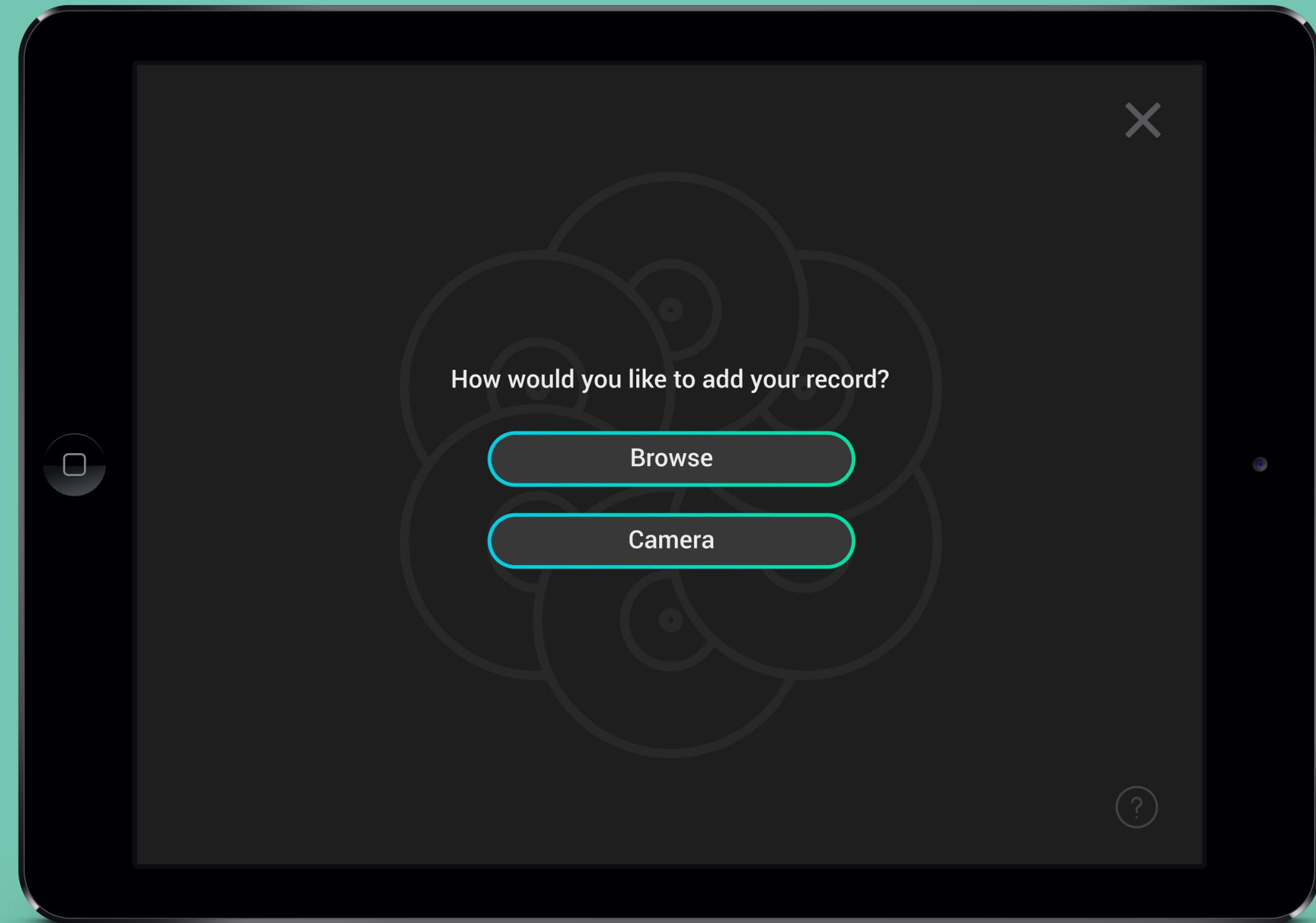
1,368 Metal Records

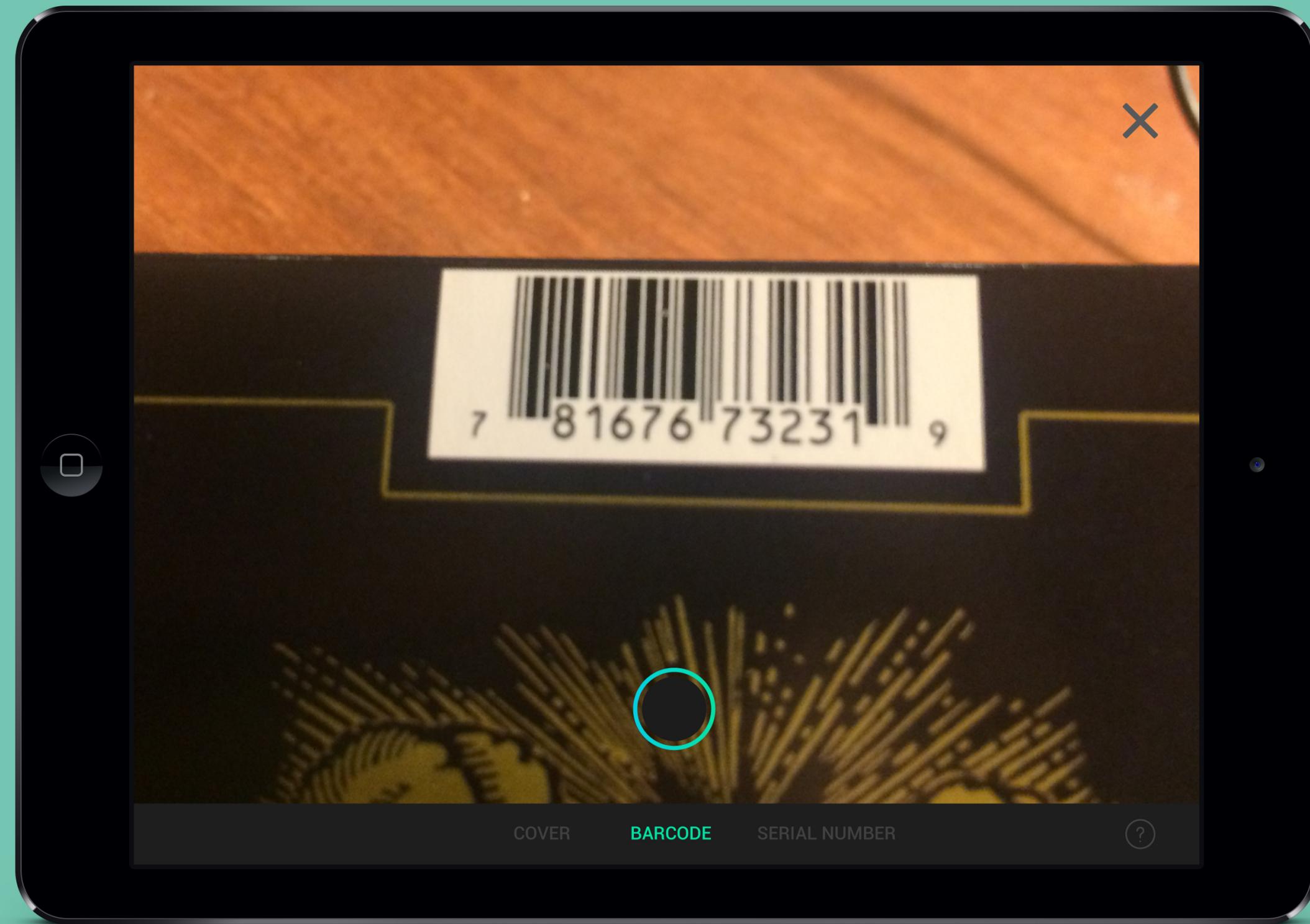
1,009 Rock Records

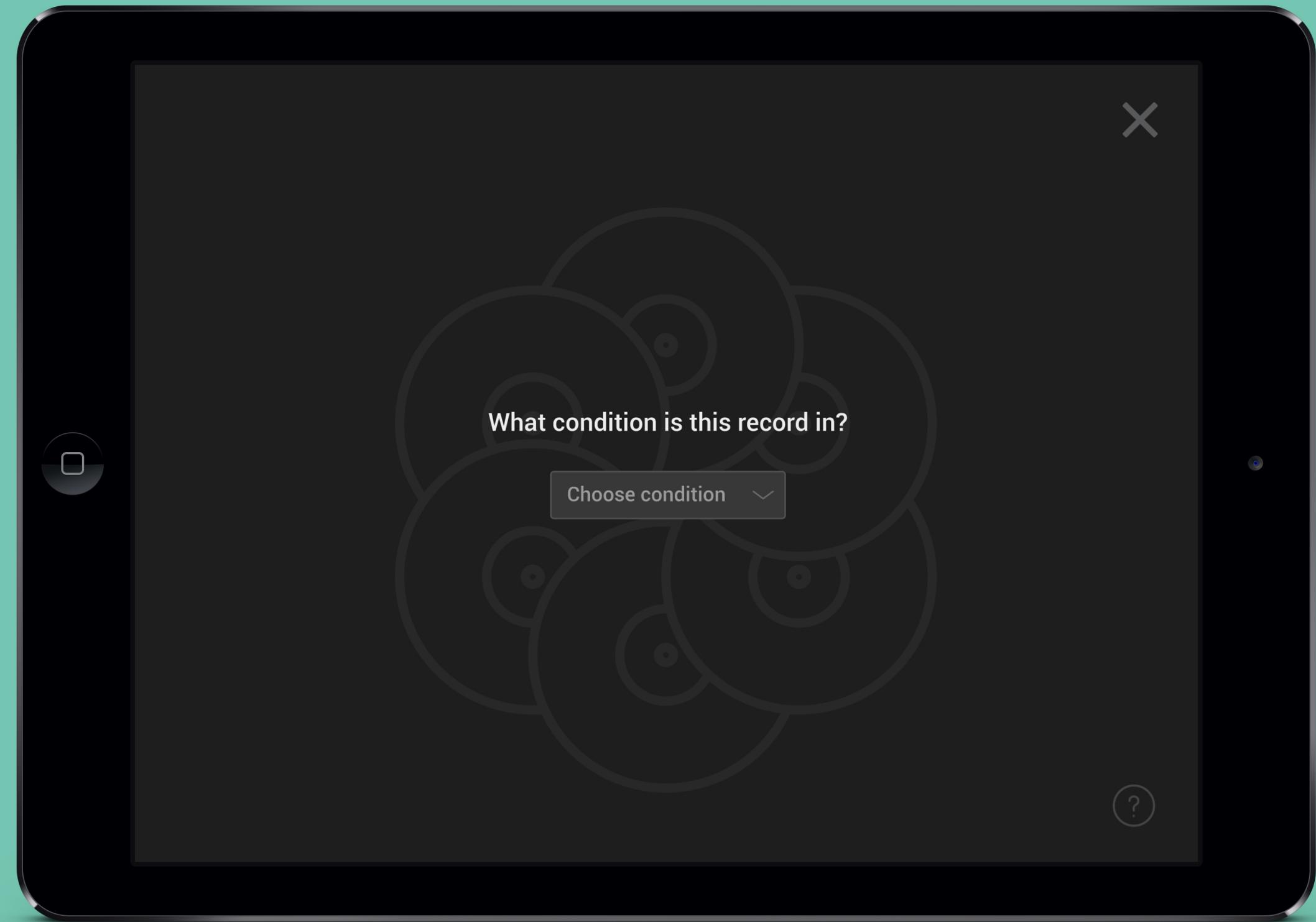
716 Blues Records

163 Classical Records









COLLECTOR

DASHBOARD COLLECTION SEARCH LOGOUT



Serpents Unleashed
Skeletonwitch
Value: \$15.82 - \$21.24
Condition: Very Good Plus
Year: 2013
Label: Prosthetic Records
UPC: 6561910160-1
Rarity: ● ○ ○ ○ ○

Add to Collection

Recommended for your collection:





Thank you!