Musicar – UX Guidelines

Project Description

As a guitar teacher I have trouble trying to find new students. That is because I have no prior experience on the job and on that context I want to build a mobile application that will connect music teachers and students nearby. This app will connect people based primarily on location so that a new teacher can be found by students. Another advantages of establishing a connection based on location are trust and have a music professional nearby to help you personally.

Project Deliverables

* Personas
* Scenarios
* Workflows
* Content Inventory
* Wireframes
* Mockups
* Prototype

Personas

Amanda Caprilli

Guitar Student

20 years’ old

Roberto Silva

Piano and Keyboard Teacher

25 years’ old

Mônica Moreira

Business Manager at BASF

48 years’ old

User Stories

Amanda Caprilli is an independent guitar student who wants to find a guitar teacher nearby to guide her on playing popular music.

Roberto Silva is a piano and keyboard teacher starting his career who wants to find more students and fill his agenda doing something that he loves.

Mônica Moreira is a business manager who wants to pay a course for her son to see him studying in his preferred area.

Scenarios

Amanda Caprilli is used to study the guitar by herself. She looks tabs and cyphers at the internet, watches classes through YouTube and play with her friends sometimes. She loves music and is looking to find someone who can help her learn more advanced songs and play with her, giving feedback and tips. She isn’t looking for schools as she doesn’t want to learn about music theory or history.

Roberto Silva studies piano at Faculdade Souza Lima. He wants to give lessons for new students, as teaching is something that he loves. His primary sources of information to find new students are his parents and friends, who indicate students that might want to study. He also has accounts on Profes and Go Prof but since he lacks experience and isn’t graduated, he’s not very well ranked and students don’t find him.

Mônica Moreira made a career at BASF, a multinational company. She works much as a business manager and really cares about her son’s, Thiago, future. She pays for his college and extra courses to keep him studying. Thiago likes music and want to learn how to play the bass. Mônica wants to find a music school for him. She asks for parents and friends if they don’t know good schools to sign Thiago in and look for schools on the internet.