

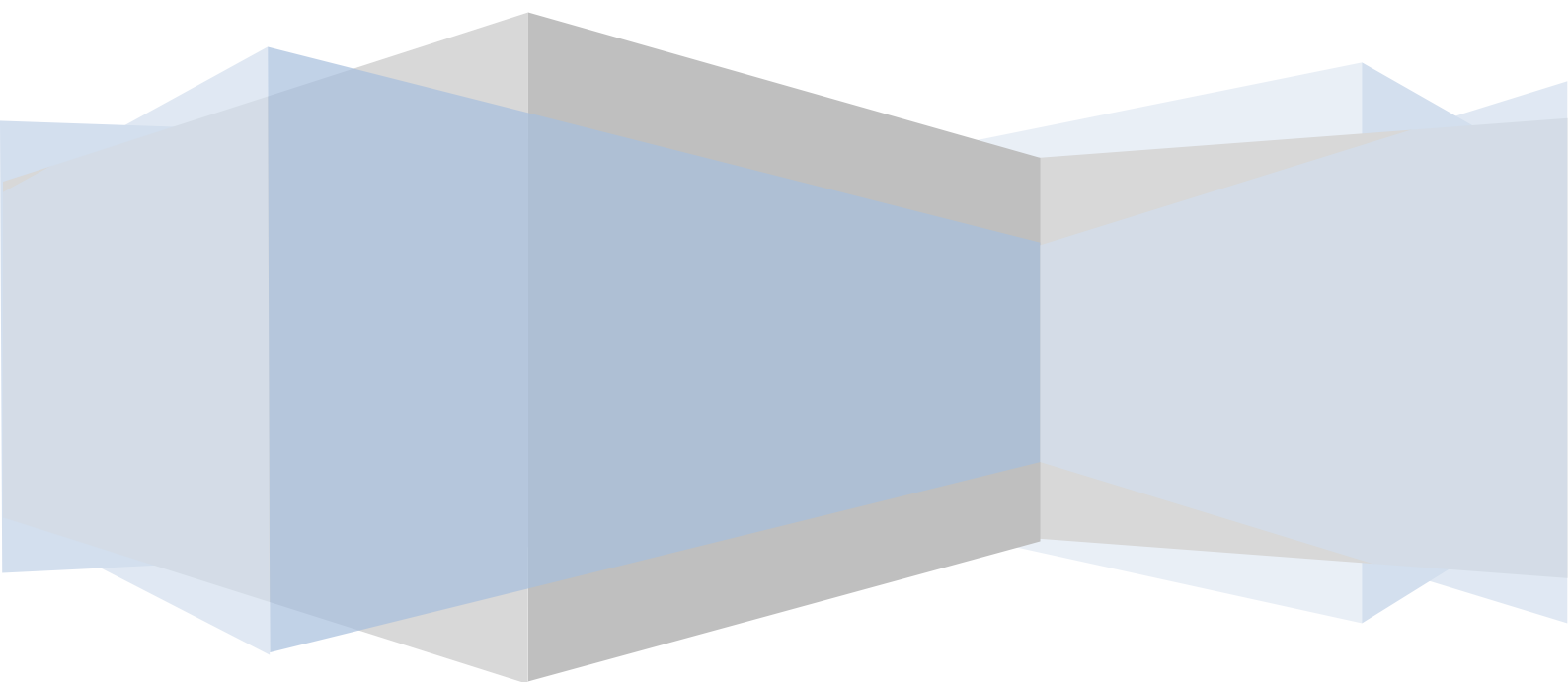
I541-Human-Computer Interaction Design I

Midterm Report-MusicNow

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I. Problem space

A. Context

Problem :

- Social networks of the day often connect people who either already know each other those whom they have met on different occasion.
- Most social networks are a means for people to pass away their time instead of putting it to productive use.
- A lot of band performers who want to spread the word about their band, want to be recognized for their work and want to profit from their talent.
- Social networks like LinkedIn provide a means to share their CV for those working in the business field. However, there is nothing for those in the creative field to be able to connect and collaborate with businesses that are seeking opportunities locally. The only way for artists to connect is by visiting each other's personal websites and use traditional means of communication such as email or chat or via other social networks which, unfortunately, do not showcase their talents in the best possible way.
- The urban revitalization that is happening by the application of the arts has created a demand on businesses to find unique ways to attract customers.

Need :

- Businesses need to be able to connect to local performers in a quick, efficient and cost effective way.
- For many entertainment businesses that operate locally, it is difficult to find new performers for locally hosted events.
- There needs to be a way for performers that operate locally to be able to get notified of the different performance opportunities that might be available in their vicinity and be able to promote and showcase their talent.

B. Use

What are we designing?

Our team is designing a mobile application/website that connects performers to local businesses.

What will the product do?

- The app will help users look for opportunities within their region based on user interests, whether it is festivals, contests, or auditions.

How will it support people in the activities of the target audience?

- It intends to bridge the gap between talent seekers and talent recruiters.
- It would provide a platform for budding artists to showcase their talent by preparing by sharing their online portfolio with a global audience and local businesses.
- This will also serve as a place that artists can gain inspiration from their peers, offering an area for networking and sharing if they choose.
- Business will be able to easily filter talent based on their samples, bio, experience, or location.
- It can act as a place where new talent can be discovered and businesses can offer entertainment based on their audience's interests.

C. People

Primary Users : Our system has two primary users. In our application the primary users are the ones who are contribute content to the system.

Performers : These can of any age group starting from 17+ where most youngsters begin to form bands and record their own performances at home or in public. Other mature bands are also a target since they would be looking for places where they can perform professionally.

Local business owners : This group of users primarily comprises of people belonging to the age of 20+ who locally own businesses or who are just starting up new businesses such as a restaurant or a pub. These people need to hire performers who can play at their venues and need a reliable method to screen applicants.

Secondary Users : Our system contains only one type of secondary user.

Fans : Fans are not major contributors of content system but are allowed to discuss about performances or band and can browse through the system to find events that they would like to attend to or check out the history of the bands or performers that they are interested in.

D. Usability

Effective : The product should be effective in highlighting the core features of the profile of an performer or a business and therefore help in quicker decision making.

Enjoyable : Upon using the product, the user must feel a sense of enjoyment while navigating through the system and the manner in which the visual components are laid out.

Ease of use : Businesses should be able to quickly find appropriate talent for their events. They should also be able to easily connect contact and have conversations with other users of the system such as other artists and businesses.

Learnability : The user interface should be easy to learn and navigate. The visual cues and the icons used should provide clear contextual information to the user.

Memorability : The different parts of the system should look and appear the same depending upon the context and therefore be easily memorable due to a consistent design.

Privacy : The system should protect the privacy of the users and should provide them with the relevant information that will allow them to hire a particular performer.

Entertaining : Users should be able to use the system as a form of entertainment by being able listen to the music uploaded by various artists.

E. Experience Goals of the User

- Helpful
 - Linking musicians to opportunities
 - Linking musicians to events
 - Create a targeted local network of musicians, teachers or performers' and fans
 - Quickly updating local events for musicians and businesses
 - Quickly providing event information to users
 - Increase attendance of local events, through notifications
- Rewarding
 - Hopefully an increased customer base for events
 - Provides opportunities for local musicians to perform and earn money or recognition
 - Network of like-minded peers
 - Users will be able to follow and interact with their favorite bands and venues
 - Gives user a place to market themselves
- Enhance Sociability
 - Facilitate connections that ultimately end up with face to face contact
- Supporting Creativity
 - Allow users to show case themselves using media
 - Supports local entertainment and events

II. Conceptual Model

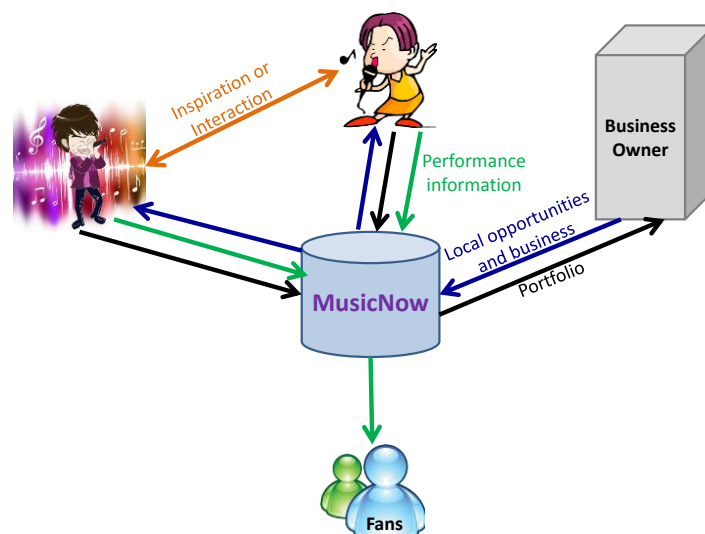
A. General Description of Products Use

With the revitalization of urban areas, there has been a growth in local arts and entertainment. MusicNOW wants to connect local musicians to local opportunities, and business. It can be difficult for new talent to find opportunities to perform locally, and become recognized. Our product connects upcoming artists of all levels to local business and events.

Additionally, it can be difficult for local business to find talent that fit the needs of their venue. Local business will be able to easily search for musicians and view their profiles to get a better feel of the performer. The musicians will have profiles that they can update, providing samples of their work and relevant information for business to search.

MusicNow will allow users to create events with in the system. These events can be open or may require users to apply. The events will serve as a way to advertise upcoming shows, to create contest, a way for business to recruit musicians, or a way for local bands to find new members.

MusicNOW will offer a network that supports musicians of all levels. Musicians need access to other talent to form bands, get inspiration and even learn from each other. Fans will be able to see what is new with their favorite bands and be alerted when they book a gig. Fans can discover new local bands based on their musical taste and interests. MusicNow will increase a musician's fan base and businesses clientele. Figure below provides basics relation between our target users according to different categories.



B. General Proposal of the Product's Objects and Interactions

Our target user categories are business owners, musicians and fans. Therefore, system objects are design for these different types of users.

Common

- A profile page would let the user categorize and organize his/her information, and update when necessary.
- A section that allows users to import links from video sharing sites into their profile pages such as Youtube links.
- A place a user can listen to and discover new music.
- A way to identify trusted users, based on points.
- A way to notify their fans of events.

Business Owner

- A section that let's business owners enter details about the kind of opportunity at their premises and the details of the offering.
- A section where business owners can browse local talent.
- A section where business owners can notify multiple artists for an audition or event.
- A section where business owners and artists can have a conversation on a one to one basis.

Performers

- A section that let's artists notify their availability.
- A section where an artist can browse local job listings.
- A section in which artists can apply for open positions in a business.
- A way for artists to share uploaded items with a specific audience such as business owners or with fans.
- A way for artists to enlist the type of performances that they are available for.

Fan

- A way for fans to sign up for receiving news and updates of artist and events.

C. Interaction Types

There are three types of users for our system. They are musicians, businesses, and fans. Each category may interact with system differently, based on their needs and goals.

Instructing:

- Filtering for musicians, user instructs the system to find musicians.
- Asking to be alerted of upcoming events or openings
- Asking the system for unique radio stations to listen to.
- Blacklisting users or block unwanted users
- Choosing a user type when interacting with the system, musician, business, fan

Conversing

- Alerting users of upcoming events or openings.
- The system will provide users with a way to communicate, through messages, text chat and video chat.

Manipulating

- Users creating and saving lists of songs or musician profiles.
- Rating trusted users and favorite artists.
- Adding Events
- Users creating their profiles

Exploring

- Exploring events
- Exploring Profiles
- Using the radio

III. Identifying needs & establishing requirements

A. Target audience and their needs

The target audience of this application would be performers seeking opportunities to be hired, and business owners seeking new talent who can perform at their venues. The application that we are building helps musicians to specify their availability schedule and enlist their skillsets in the form of a digital portfolio and then seek out business owners who might be interested in their work. It also allows business owners to post events and allow local bands or musicians to apply for open vacancies at their venues. The application's main intention is to bridge demand – supply gap between local talent and local businesses and try to provide a safe and trustworthy means for businesses and musicians to communicate.

B. Personas

1. Business Persona

Background

- 38 years old, Male, Caucasian
- Owns a local bar
- Books local musicians
- Works everyday sometime odd hours
- Favorite Music: Punk Rock or Alternative

Motivation

- Interested in increasing clientele
- Performers fit the target audience of the establishment
- Promoting business/marketing his establishment
- Customer feedback

Frustrations

- YouTube is not the same as a live performance
- Musicians want to be able to contact businesses immediately.
- Finds bands by word of mouth or self-promotion. I miss out on some good local acts.
- Need to find a specific style of music for example a lead female singer.
- Need to know if the band is a fit for my clientele

- Using forums or social media to post irrelevant or boring.

Important qualities for a band to have

- Stage presence - can they perform?
- Fan base - do they have one?
- References from other venues or fans?
- Do they merchandise themselves and take themselves seriously?
- Do they do promote themselves to their fan base?

Chris has owned his own bar here in Indianapolis for ten years; it has required long hours and dedication to build up his clientele. He is dedicated to his business and clients, ultimately he wants to keep his current clients and bring in similar minded customers to build his business. Chris enjoys music and socializing, and considers himself a fan of local music, having once been a young musician himself. Anything that could promote his establishment or market it to like-minded individuals would be beneficial. The ultimate goal is to grow his clientele. Chris uses media like Facebook as a way to communicate with his clients, advertise his establishment, and get in touch with bands that have contacted him. The only problem is that this is often the same base of patrons he consistently communicates with.

2. Musician Persona

Background

- Motivations
- Need jobs or gigs
- Meet more people so that can find more jobs
- Interest in local musical events

Frustration

- Just moving to a new place, she has no friends to go out with except her boyfriend.
- Since she has no friends in this new place, there are no gigs by words of mouth for just moving to another city.
- No accesses for local musical event information except advertisements.

Jane majors in Music while she was a student at IUB. She had some gigs

from friends and classmates, so that she can support her living expenditures by herself. She also teaches at a school as a part-time job. She has a boyfriend, Sam, who lives in Indianapolis. Since he is a pilot that has to work abroad very often, Jane and Sam doesn't date every week. They use the Internet to connect more often. Jane uses smart phone, so she can check her e-mail and uses social network system everywhere. Most of time, Sam visits Jane at Bloomington. After graduate from IUB, she moves to Indianapolis so that they can have more time together while Sam has a day-off. She has a lot of time go out by herself when Sam has to work because she doesn't have many friends here. Despite of finding jobs, she also wants to attend some local musical event. Since she just moved to this city, she has no friend here to tell her about local events. Although she has smart phone, she still has no idea about how to find apps to provide her more information about local events, such as performances or contests.

D. Task Scenarios

Based on requirements and persona, we created five scenarios for MusicNow, two for business, two for musician and one for fans. Details are included in Appendix A. From task scenarios, we found MusicNow is an application with many interactions and dialogues between user types. Therefore, for following design, we should consider these manipulation differences between user types.

1. Business

Scenario 1 : A mother wants to find a piano tutor for her children.

Scenario 2 : A local bar owner wants to bring in new clientele he has decided to hold a locale battle of the band contest.

2. Musician

Scenario 1 : A guitar player creates portfolio including videos and photos in order to promote himself.

Scenario 2 : A professional piano teacher seeks for holiday gigs.

3. Fans

A fan wants to keep a track of the activities of his favorite brandsA.

Concept Design

1. Product concept explained in detail

MusicNow is an application that helps local businesses and performers connect together through a trusted and reliable source for both the parties. The primary users of the application - Business owners and Performers, maintain a portfolio. A portfolio for a business and a portfolio for a performer differ in the sense that a business is mainly the one seeking for local talent or fresh faces to perform at their venues, whereas a performer can either be a mature music band or they can be a fresh face/group that does not have much credibility.

The goal of the application is to make it easy for performers to look for events that are happening locally for which a business owner is holding auditions. At the same time, the application will help in reducing the turnaround time when new businesses are looking for hiring new talent to perform at their venues.

Traditionally, the only means for businesses and performers to connect is via word of mouth and via social networks. However, this mechanism lacks the ability to rate and compare music bands. There is no way that lets a business owner that is seeking performers to be able to compare the fan base of a music band. Moreover there are many budding performers and bands that are desperately trying to reach out to the masses and present themselves to the world.

This application is especially made to focus on the needs of the performers who need to find places where they can perform.

Since band or performers form a part of the same group of users, they will collectively be referred to as 'band' hereafter.

From the perspective of the band, the concept revolved around creating a portfolio which can be used to form the first impression of the

band. A portfolio would contain summarized information about a band. A Business owner viewing a band's portfolio can then browse through the content of the portfolio and view the track record of performances of the band.

By doing so, a business can get a clear idea of the talent of the band and their specialty. Based upon this, a business owner can then contact the band and request further details or might ask them to come and perform at their venue.

From the perspective of the business, details about parties and events can be posted. These events can be future dated and can be used to invite performers to apply for performing for events. If a performer is interested, he can browse through the portfolio of the business and then decide whether to apply for auditioning for the event.

The system provides a way for bands and business owners to review each other and provide feedback that starts a chain reaction enabling future business owners to help finalize a band by viewing their portfolio, comparing their statistics with those of other bands, and analyzing their popularity on the basis of a valid track record and fan base.

2. Multiple Sketches

Please see Appendix B for multiple sketches of the paper prototype.

3. Low-fidelity prototype (Version 1 and Version 2)

Please see Appendix C for screenshots of version 1 and version 2 of the low fidelity prototype

B. High-fidelity prototype

A high fidelity prototype of the system was made using image manipulation software such as Inkscape, Illustrator, Axure, and the images were linked together to simulate common functionality using HTML.

1. High Fidelity Prototype:

<http://faculty.ivytech.edu/~shopper6/music/home.html>

2. Explanation of interaction and interface design components

MusicNow is an iPhone application; its purpose is to connect musicians of all types to fans, or anyone in need of a musical performer, or teacher. If the user does not have an existing account in the systems memory, the first screen users see requires them to log in, create an account, or enter. What comes up next depends on what has been selected.

The MusicNow system comprises of the following main components.

Anonymous browsing : If the user chooses to enter with no login, they have the option to search local user profiles, local events, or listen to the radio. The communications tab is not available to them, however they can leave messages leaving outside contact information.

Home : This is the landing page when a user signs into the application and contains the users notifications.

Portfolio : This is the landing page when a user searches for a business or a performer. However, unlike other social networks, the portfolio provides a statistical summary of a band's/business's information such as number of fans, number of videos, reviews etc. A curious user can then go to these specific pages to get more information about the band's activities. Ideally, each band/business can upload their own content into the portfolio and customize its details so that they can draw the attention of the visitor to specific sections of the portfolio that highlights their strengths.

Events : When the user clicks on the events tab in the interface, he is presented with a list of events that are happening in his vicinity during the next 7 days. Users can also search for other events.

Search: The Search function lets the user search for business, performers and events.

Reviews :This is a simple system that allows either a band or a business to review each other.

Communication : Communication plays a very important role in the system, users can instant message, video chat, and leave message through users portfolios.

Radio : This is the entertainment module of the system, users can listen to local performers music.

Evaluating the Design

A. Usability Study

1. Interview with users

Within our product there are three target audiences, business, musicians and fans. To represent how our target audience would use our system we developed two High fidelity prototypes, one representing a musician and one representing a business. We asked our users to first freely explore the system and then to perform 4 tasks. This was followed by a survey that had questions that ranged from general impression of the product to focusing on the products ease of use associated with the tasked performed. The tasks gave insight to major problems within the systems navigation and users expected contexts. Our usability test was conducted with 5 users. Some users felt they had successfully completed a task but had not. For the most part users did see a use for a system like this and offered complements in one form or another.

2. Internal Walkthrough

We performed the internal walk through together as expert users evaluating 6 tasks. We had our test users perform 4 of the tasks that we felt were most relevant in evaluating our user requirements. These tasks are listed below.

Task 1: Messages

You are the owner of a local business the Red Cherry Club, you want to send the band Illuminus a message.

Task 2: Ask to attend an event

You are a band looking for local events you could participate in. You find an audition you are interested in and ask to attend.

Task 3: Accept a request

You are the owner of a local business The Red Cherry Club, you see you have a few request from local musicians to attend your audition you want Illuminus to attend.

Task 4: Search Events

You are an artist, The Illuminus. You want to search events on MusicNow. There are three ways to search events. Using these three functions to search for a band performance.

B. Assessments and findings

1. Task Findings

Observing users perform the tasks yielded the most information concerning our products design. Below are critical issues that need to be addressed.

Users were confused, expecting different content in areas within our product that related specifically to them. They expected by going to the events tab this would be their events, like the “My Events” option on their home portfolio page, not system wide events.

The communications tab and messaging system is not clear, and uses redundant icons. Users seemed to want to do this task from their portfolio page, not the communication tab. Many users felt there where to many steps.

All users expected to ask to attend events from the events page. Users felt

navigation and icons were confusing.

There was confusion on the button labeled “Review Request” users wanted to go there to accept an applicant, not to “Applicants”. Users could not find this function on the bands portfolio page.

Users tried to search events from their own portfolio page, or use the search box. When users were directed to the search events tab they felt some of the icons were confusing or not prominent enough to notice.

Many of the users commented that they liked the system, even though it was apparent that they were confused by the navigation and context of the system. Some notable remarks included:

A need for a clear contact list or history in order to store repetitive tasks. One user felt the fans were not visible enough noting, “fans are how businesses and musicians make money.”

Request for more back buttons within a native application. One user felt that this could be used for other types of business, such as a nanny service. One user asked if the radio linked to iTunes so they could buy or sell music.

2. Findings from the survey

Overall, users’ attitudes toward MusicNow were positive. Some of the data gathered from the survey is not reflective of our observational data of the tasks, particularly in terms of ease of navigation, and expected context to the user. The survey indicates the communications area need revision as well as the events area. This is represented in the Appendix E.

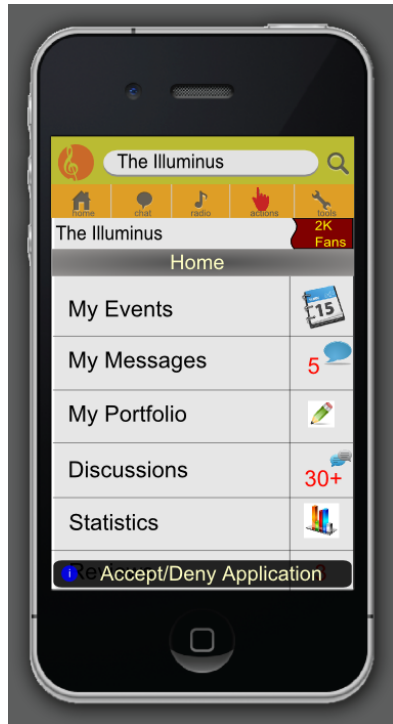
C. Key Design Changes

This image incorporates a change in the menu system. Creating a new button for actions and a highlighting the fans section to make it more visible. It also contains an overlay that will appear if an business is browsing the portfolio of an artist who has applied to play at his venue

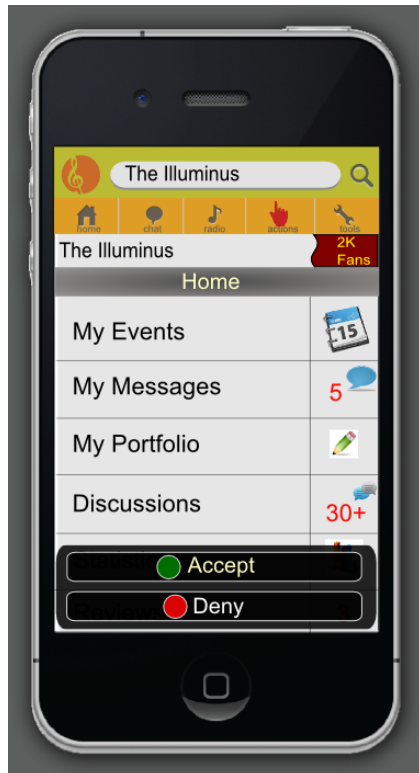
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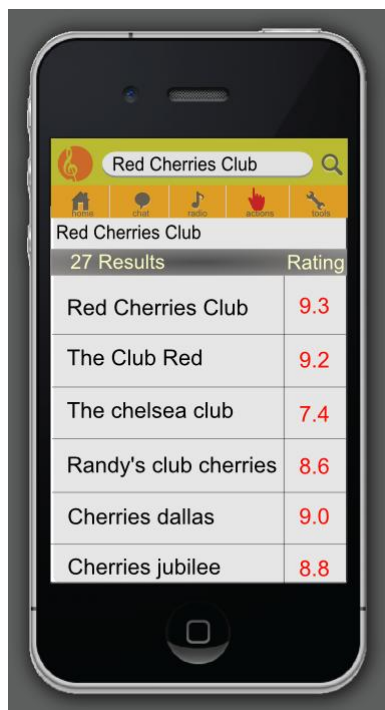
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The search bar is located on top and clearly highlights the search term In the new menu layout.



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The events home page now contains 2 tabs – one for the events created by the business/artist, the second for all the events in the system. Our users were expecting

to see their own events when they landed on the events section because of the context and old menu design. The new design eliminates the misconception created by the concept by making things more clear by explicitly stating them.



The second tab in the all events section contains all the events in the vicinity of the user and also displays a map icon to assist the user in locating the business directly from this page. Also, the 'create new' button is present on this page to allow the user to create events quickly instead of going through a menu.



VI. Appendix

Appendix A: Task Scenarios

1. Business Scenario 1

Recently, Amy is considering finding a piano tutor for Jenny because they spend too much time on transportation after school. The other reason is that Jenny is very interested in learning piano. However, the class at music center isn't one by one teaching. Amy thinks if Jenny can have one by one class, it will help a lot. She asks her neighbor, Lisa, who also has a piano tutor for her children for tutor information. Lisa recommends her to post information on MusicNOW.

MusicNow is a web application for musicians to find opportunities. For parents, they can login as business owners to find teachers. Jenny downloads this application. She clicks login button to login as business owner. Then, she clicks portfolio area to explore a lot of musician portfolios on MusicNOW. In portfolios, she can have information like education back ground, competition experience and teaching experience of each musician. Except that, they also upload their competition videos. She feels these portfolios and media are helpful when finding experienced teachers. Then, she searched a few experienced teachers to show their locations on MusicNOW Map. She chooses those who live near her home and sends message through message section to them for tutoring. After two days, she is notified by MusicNow for receiving a message from an experienced teacher for interview. Amy interviews by video chat in MusicNOW and finds another time to meet face to face. After interview face to face, Amy finds a piano tutor for her daughter on MusicNow.

2. Business Scenario 2

Chris, a local bar owner wants to bring in new clientele he has decided to hold a locale battle of the band contest, he has advertised in the local paper and within his establishment. Chris thinks he could bring in some really good talents and new customers if he creates a contest and posts it on the musicNOW events page. Chris has used musicNOW to find bands but has never created an event with them.

Chris creates a contest that invites local talents of all levels to participate. There will be a first second and third cash prize. He knows his current clientele enjoy alternative music so he mentions this and lists some of the local bands he already has lined up to compete. Chris goes to the event page he sees you can explore events based on location, venue, type of event, and artist. Events that are happening that week are highlighted on the page. He selects post an event. A simple form allows Chris to enter his contest information including the time, location and rules of the contest. The form acts as a dialogue, prompting Chris to add additional information based on what he has added already. He sees that there is an option allowing performers to add their names to the event, creating a list of talent that plans on attending, he adds the bands already attending, and chooses to select this option. MusicNOW informs Chris that fans of specific artists that will be attending will be notified of the event as well. There is also an option asking Chris if he needs to be contacted by the Artist planning on attending or if he would like there contact information, he chooses no because it is an open contest allowing anyone to

participate. After Chris saves his event a flag is placed on the map indicating its location, providing more information if you rollover the flag or select it. The event is added to the list of highlighted events because it is happening this week and to the searchable calendar. Bob is able to check back to see the list of artists planning to attend, on the day of the event he sees there are 20 local artists planning on attending his band contest.

3. Musician Scenario 1

Bob is a guitar player. He has been learning how to play the guitar for 1 year now. Now that he feels comfortable with all the strings, he wants to join a music band who play similar tunes. One fine evening, Bob decides that it's time to kickstart his music career. He sets up his camera and microphone in his room, dresses in a fancy jacket and plays a popular tune that all the other kids in his college he usually finds humming to.

Then, he visits MusicNOW. An invigorating welcome page opens up prompting him to enter his credentials. Bob had created an account before when he was trying to find out what the system is all about. He enters his credentials. The system verifies it and displays his home page. Since Bob wants to create his portfolio, he searches for the button that asks him to create his portfolio.

On his portfolio page, he enters his all the basic details of his bio information. Then, he has to add tags to his profile that help him identify the type of artist he is.

Then, he has to add tags to his profile that help him identify the type of music genre he is interested in.

Then he has to add tags to identify the types of instruments that he plays.

There is an option where he can upload photos and videos to his profile. He chooses to upload a video, selects his recording from his computer and uploads it into the system inventory.

After he has uploaded his video, the system prompts if he wants to upload more videos. Since he had only one video, he chooses to go to the next option which is - managing his portfolio.

On his portfolio page, he can choose to add his recently uploaded video to his video stream.

Once he has updated the details of his portfolio, he can then customize the theme of his portfolio by arranging the different elements on this page.

After he is fully satisfied with the customization of this portfolio, he can choose to share a link of his profile to the other social networks within the system so that his friends can now follow him on this new venture.

4. Musician Scenario 2

Robin is a professional piano teacher. She has been playing and teaching the piano for several years. Since its holiday season, Robin wants to see if she can make an extra income by performing at local events such as children's birthday parties.

Robin logs into the system using her credentials. She is presented with her home page that shows the recent activity of her fans on her previous uploads.

Robin looks for the option that allows her to setup her availability. This takes her to a page where she is presented with a form. In this system, she chooses to be available for a date range - 2 weeks from today. Since she is free in the evenings, she specifies the time for her availability for evenings.

Then, she adds tags to her availability information that lets her choose the types of events that she is available for - birthday parties.

She can choose to mention her hourly rate and also specify if it is negotiable or not.

She has an option to specify any additional information that she wants to provide if someone wants to hire her. For example, she says that she would be willing to reduce her rates if the birthday is for children with disabilities.

Then, she specifies a radius in the map to which she is willing to travel in order to perform. If she wishes to, she can also specify if she wants pick up and drop facility.

She specifies how she would prefer to be contacted - via chat or via emails. She chooses emails.

After entering these details, she saves it in the system. This takes her back to her home page, where it displays her Performer status as available.

She then logs out of the system and would come back at a later point of time to see if a potential client tried to contact her.

5. Fan Scenario 1

Ted is an architect. He has a pretty busy schedule. However, over the weekends he likes to go out and attend local musical concerts. Until now, he keeps asking his colleagues about local events and shows and frequently talk to restaurant and pub owners or checks out newspapers when he wants to find out about local events.

Sometimes new bands come and play in a pub and he really likes them. But due to his hectic lifestyle, he can barely manage to keep a track of the different bands that he has liked.

He heard about the MusicNow where he could keep a track of the activities of his favorite brands. He quickly signed up as a fan. When he logged in, he landed on his home page that displayed his recent activities on the website. It also showed a small map with legends that indicated nearby events.

He clicks on one of the legends and information about the event is displayed. From the information is comes to know that the band that was going to perform there was the same band that he had heard about from one of his colleagues.

Out of curiosity, he clicks on the band's name and he is taken to the band's profile page.

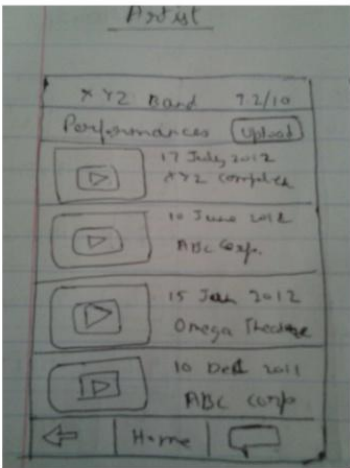
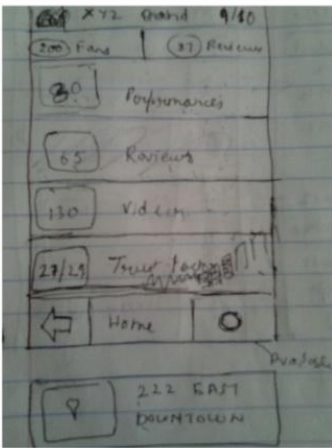
The profile page shows a lot of details of the band such as their past events, their old and new members and the different places that the band has travelled. He also sees the details of the event that he just clicked on and realized that it's a 5 hour event and there would be 2 more bands performing.

After listening to their recordings, he feels that he is interested in the activities of the group. He chooses to click on the 'I am a Fan' button on the group's profile page. A popup tells him the benefits of becoming a fan when he hovers over the 'I am a Fan' button. He can choose to add the band to a list of his own.

From now on, whenever the band posts any public events, or promotions or has a performance, Ted will receive a notification of the event on his page. He can share the details of this event with his friends if the band on other social networks directly from within the system.

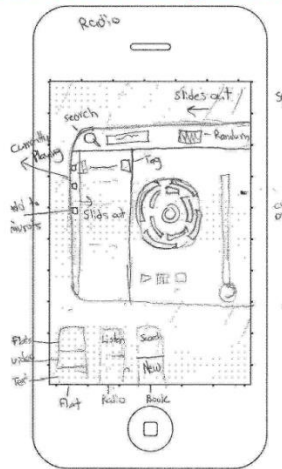
Appendix B: Multiple Sketches

Portfolio

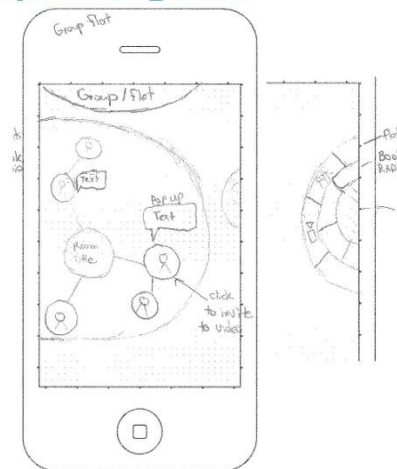


Communication and Radio

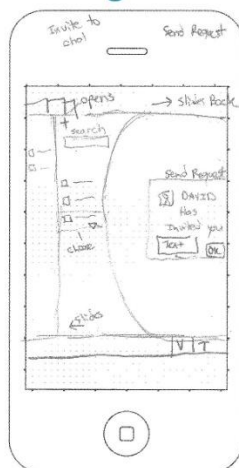
Pull Tab Navigation



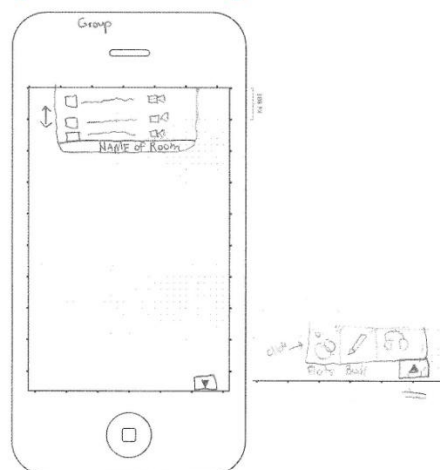
Spin Navigation



Tab Navigation

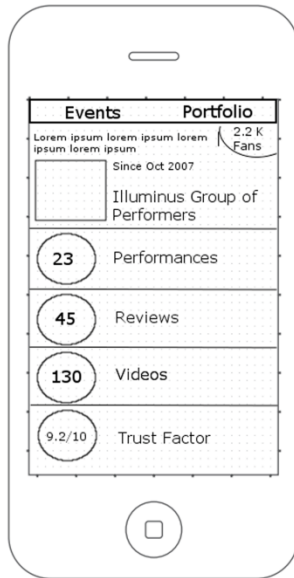


Drop Arrow Navigation

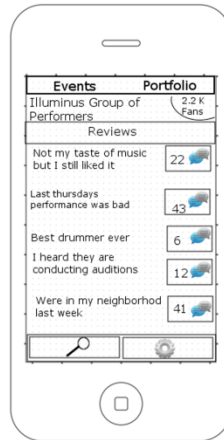


Portfolio

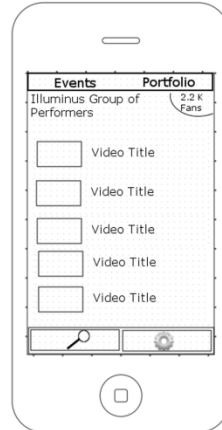
Portfolio



Reviews



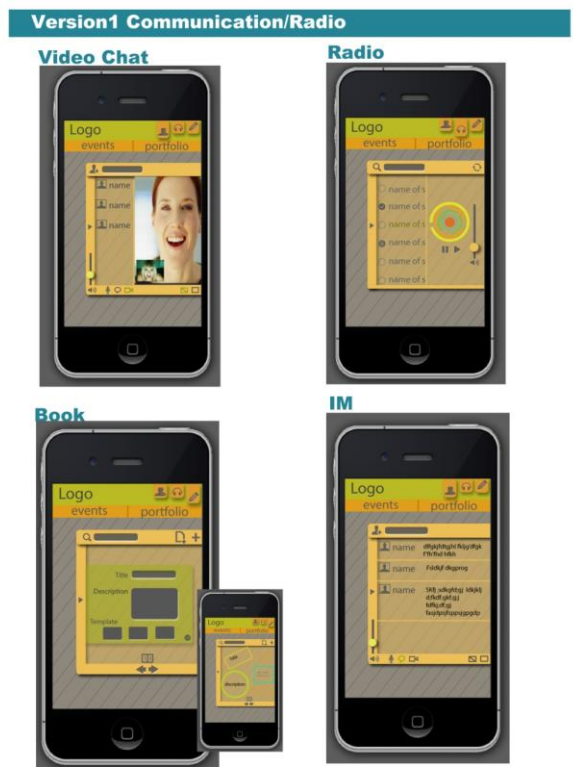
Performances



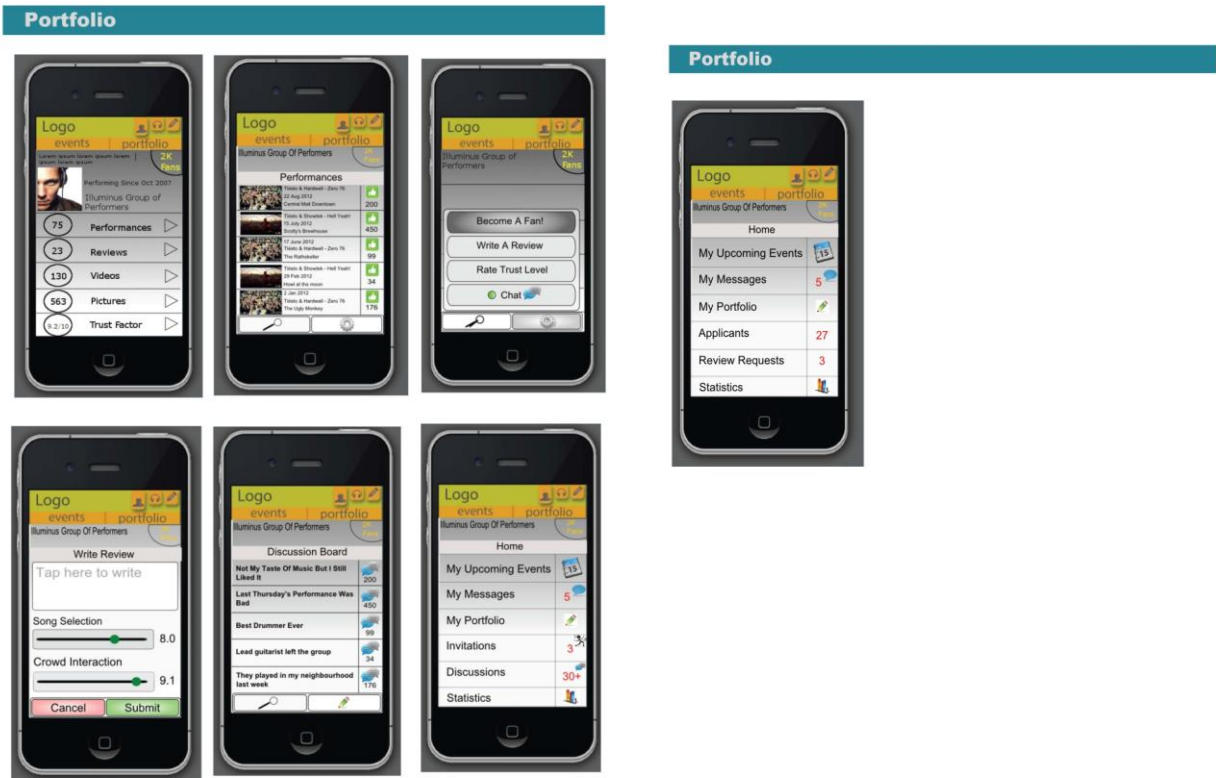
Version 1: Events



Version 1: Communication/Radio

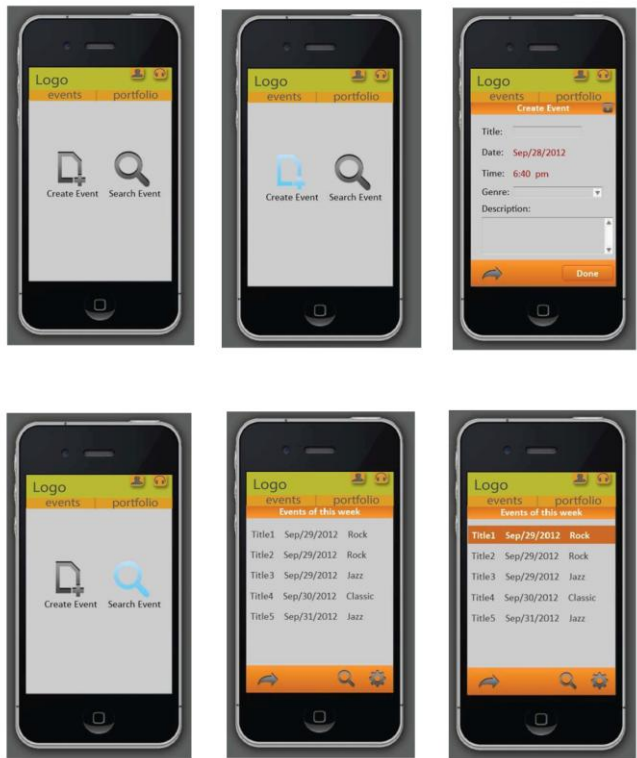


Version 2

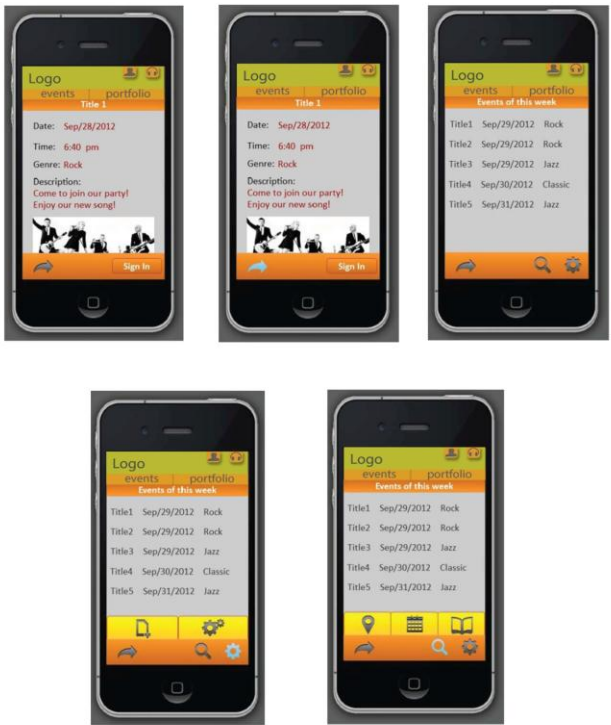


Version 2: Events

Version 2 Events

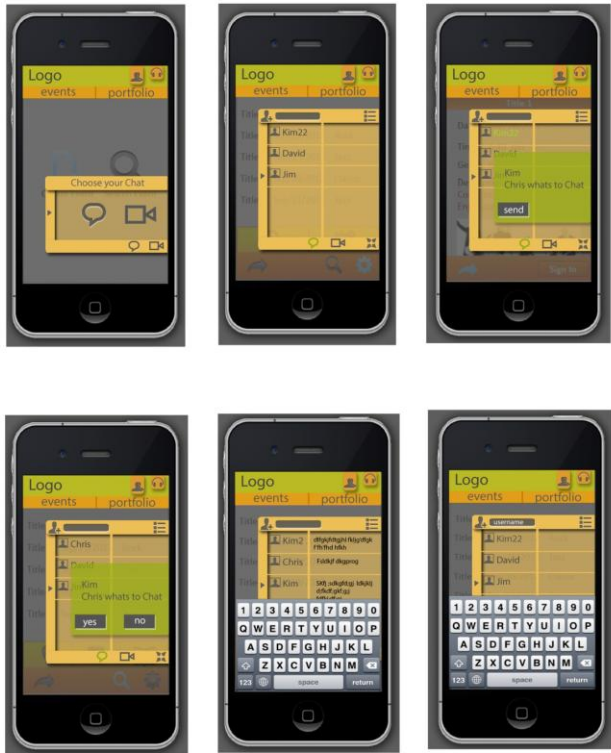


Version 2 Events



Version 2: Communication/Radio

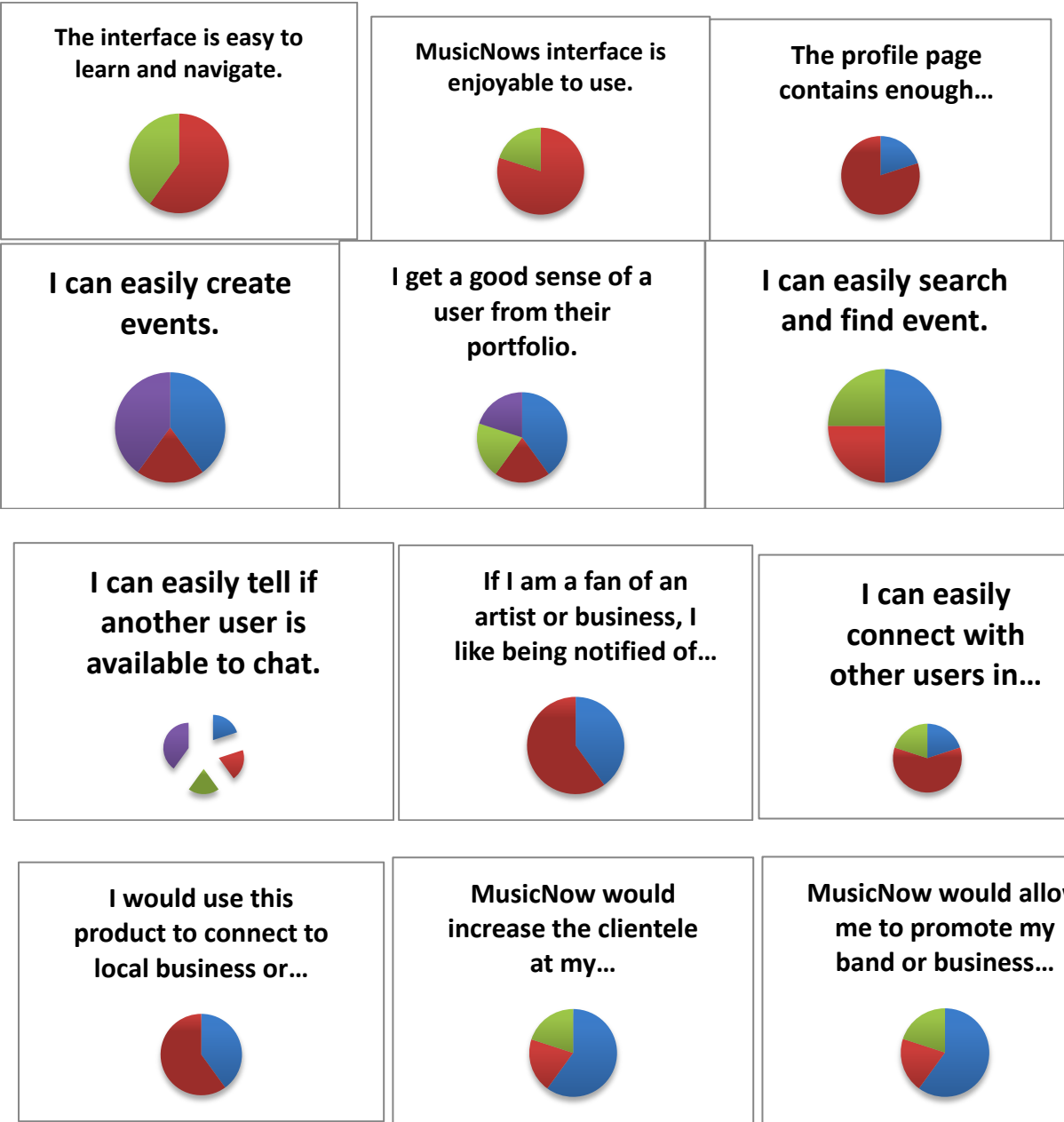
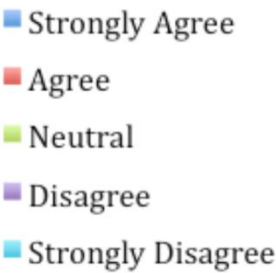
Version 2 Communication/Radio



Version 2 Communication/Radio



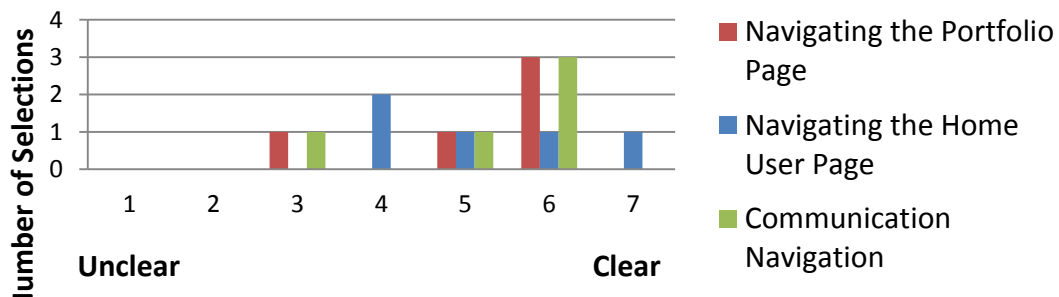
Appendix C : Evaluation Data



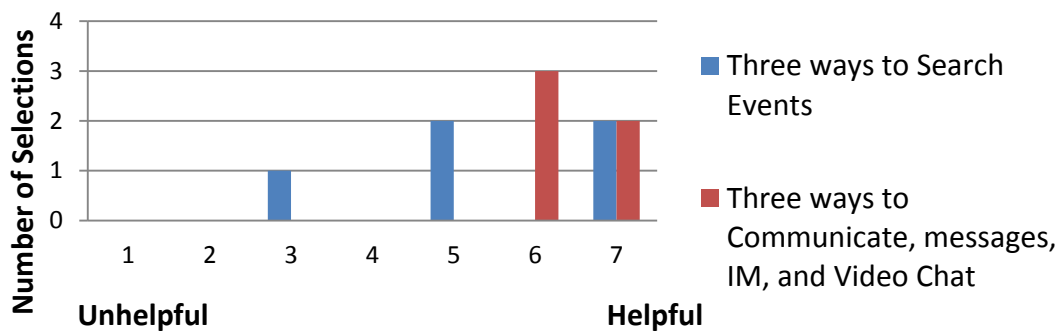
I enjoy using
MusicNow.



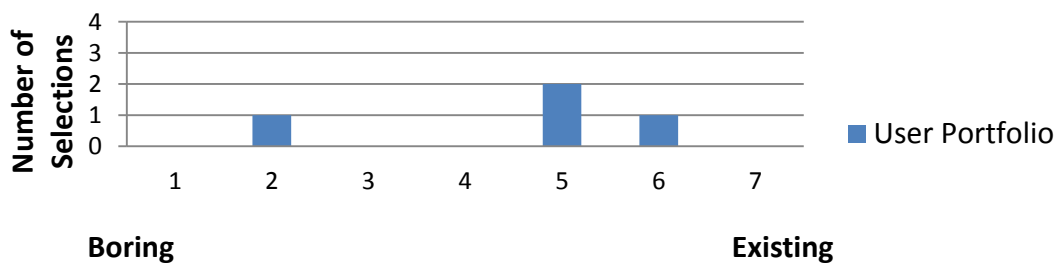
Navigation

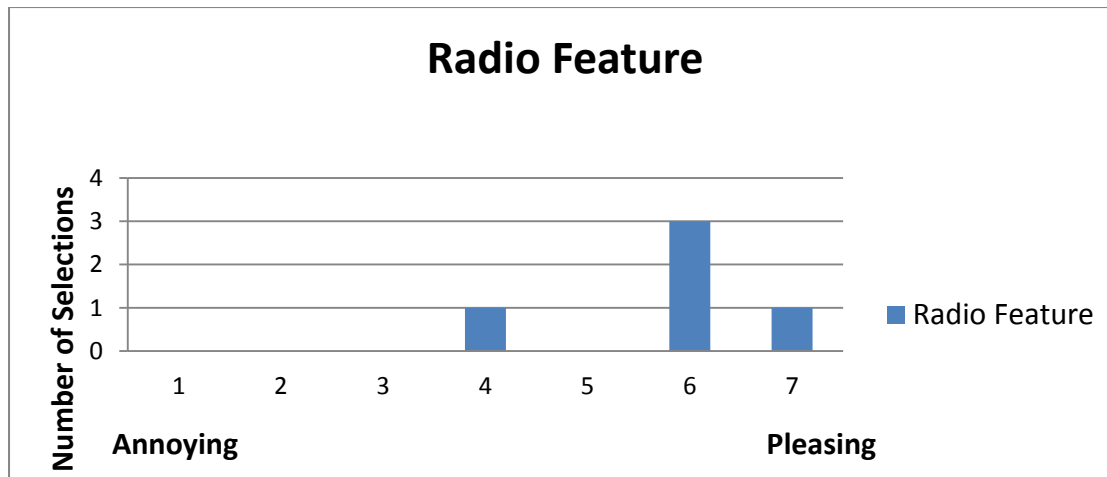


Ways to communicate & search



User Portfolios





Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The interface is easy to learn and navigate.	0	3	2	0	0
MusicNows interface is enjoyable to use.	0	4	1	0	0
The profile page contains enough information for me to promote my band or business.	1	4	0	0	0
I get a good sense of a user from their portfolio.	2	1	1	1	0
I can easily search and find event.	3	1	1	0	0
I can easily create events.	2	1	0	2	0
If I am a fan of an artist or business, I like being notified of their events automatically.	2	3	0	0	0
I can easily tell if another user is available to chat.	1	1	1	2	0
I can easily connect with other users in MusicNow.	1	3	1	0	0
I would use this product to connect to local business or musicians.	2	3	0	0	0

MusicNow would increase the clientele at my business/increase my opportunities to perform.	3	1	1	0	0
MusicNow would allow me to promote my band or business locally.	3	1	1	0	0
I enjoy using MusicNow.	1	2	2	0	0

Questions	Number of Selections						
	1	2	3	4	5	6	7
Navigating the Portfolio Page			1		1	3	
Navigating the Home User Page				2	1	1	1
User Portfolio		1			2	1	
Three ways to Search Events			1		2		2
Three ways to Communicate, messages, IM, and Video Chat						3	2
Communication Navigation			1		1	3	
Radio Feature				1		3	1

The least favorite was the radio and Events were the most liked. The portfolio and communications ranked the same.

Features	User01	User02	User03	User04	User05	Total score for each feature
Events	4	1	1	2	2	10
Portfolios	2	2	3	1	3	11
Communication	1	4	2	3	1	11
Radio	2	3	4	4	4	17