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Business profile that lays out the type of radio station and the target audience

### Objective

To create a dynamic and engaging radio station that delivers informative content in an entertaining format. Our objective is to captivate and educate our audience, fostering a sense of curiosity and a deeper understanding of the world around them. Our radio station is primarily targeted towards people between 18-25 age.

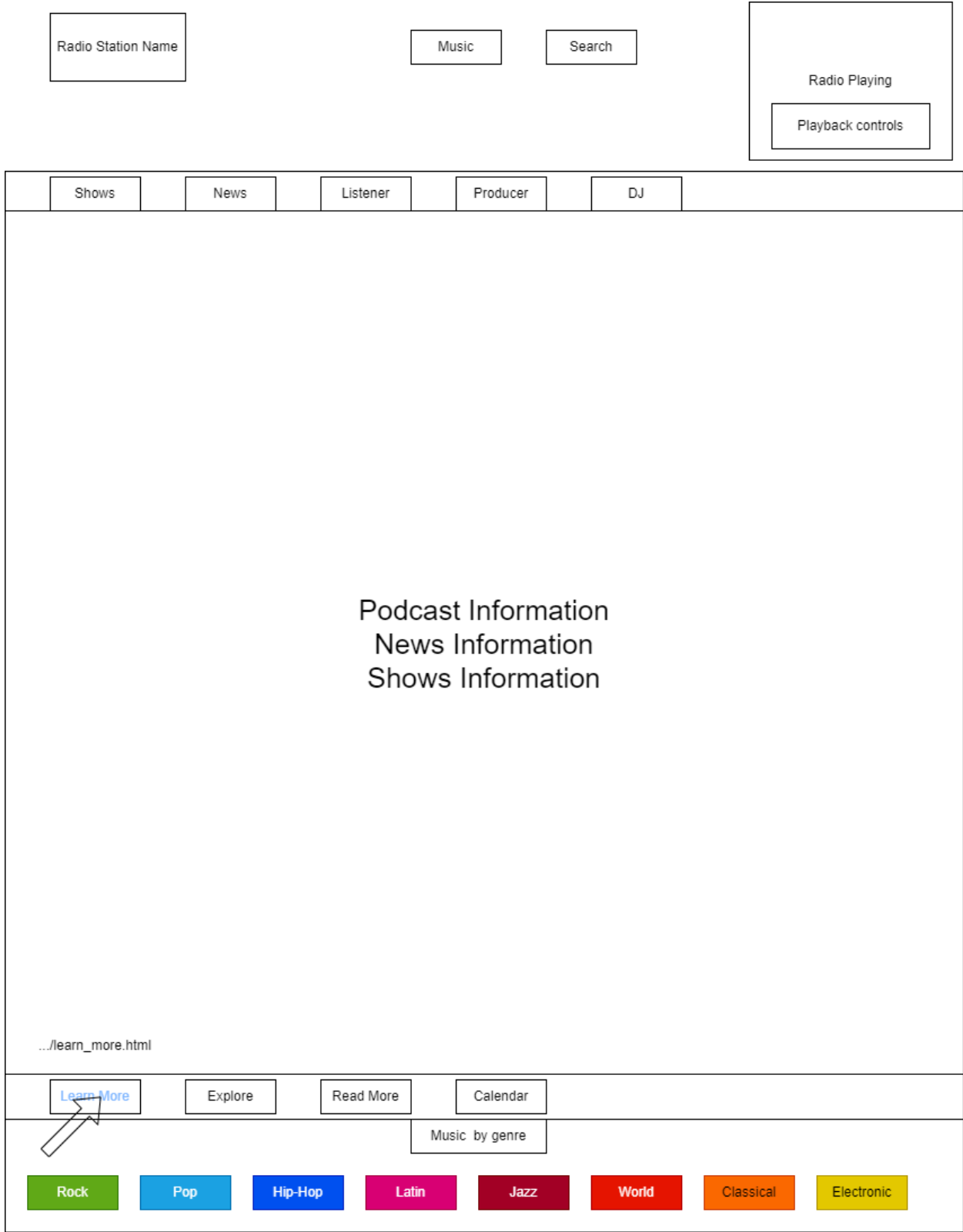
### Goals

1. We aim to deliver consist high-quality content that combines the intellectual depth
2. Charismatic and entertaining DJ
3. Build a dedicated and diverse audience through engagement and immersion

### Mission Statement

Our mission is to provide a platform where knowledge, culture, and entertainment converge seamlessly. We are committed to delivering thought-provoking discussions, in-depth reporting, and engaging storytelling that empowers our listeners to stay informed, inspired, and entertained. We pledge to uphold the principles of journalistic integrity, free expression, and inclusivity while harnessing the power of an entertaining personality to make learning enjoyable. Through our mission, we aspire to enrich lives, foster meaningful conversations, and create a lasting impact on our community and beyond.

# UX Sketch and wireframe for the common page layout



## Evaluation of the common page against the 8 Golden Rules

1. Consistency:
  - a. Consistency is maintained throughout the UX with a standard header layout (logo, navigation, search bar) and footer (copyright, links).
  - b. Show/podcast cards and news items are consistently structured with an image, title, description, and action buttons.
2. User Shortcuts:
  - a. The navigation menu provides user shortcuts to essential sections like "Shows," "News," and "Podcasts," making it easy for users to access their desired content quickly.
3. Informative Feedback:
  - a. Playback controls offer informative feedback by displaying the current playing show or podcast, the progress bar, and the timestamp.
  - b. When users hover over or click on buttons (e.g., "Learn More," "Explore," "Read More"), they receive feedback, such as color change or button animation.
4. Dialogue Leads to Closure:
  - a. When users click on a show or podcast ("Learn More" or "Listen Now"), it leads to a new page or dialogue where they can explore more about the content or start listening, creating a sense of closure.
5. Simple Error Handling:
  - a. While the wireframe doesn't explicitly show error messages, it's designed to minimize errors by providing clear and simple navigation and buttons, reducing the likelihood of users making mistakes.
6. Easy Reversal of Actions:
  - a. Users can easily reverse actions by pausing or stopping playback using the playback controls. There could also be a "Back" button to return to the previous page or section.
7. Give Users the Feeling of In Control:
  - a. The persistent audio player at the bottom or top of the screen gives users control over their listening experience, allowing them to play, pause, adjust volume, and skip tracks at any time.
  - b. Set Reminder/Add to Calendar buttons empower users to control their schedules and participation in upcoming shows.
8. Reduce Short-Term Memory Load:

- a. The wireframe reduces short-term memory load by providing clear and concise information on show and podcast cards, news items, and schedule details.
- b. Users don't need to remember their actions since the playback controls are persistent, and the schedule section displays upcoming shows with dates and times.

## Proto-persona

### 1. DJ

- a. Background:
  - i. Steve is a 35-year-old professional with a lively and outspoken personality.
  - ii. He's a dedicated radio enthusiast and a big fan of shows allowing him to host and DJ.
  - iii. Steve is tech-savvy and often uses his smartphone or computer to access his favorite radio station's website or app.
- b. Time Slot Management: Steve's primary responsibility is to manage the radio station's schedule. He needs a user-friendly platform that allows him to allocate time slots to various shows, including live broadcasts and pre-recorded content.
- c. Playlist Curation: Steve curates playlists for the station's broadcasts. He needs efficient tools to create, edit, and organize playlists, ensuring a seamless flow of music and content during his shows.
- d. User Interaction: Steve interacts with the station's audience during live shows, taking song requests, shoutouts, and engaging in discussions. He requires easy access to user-generated content and messages from listeners.
- e. Content Archive: Steve needs access to the station's content archive to select and play recorded segments or shows as needed.

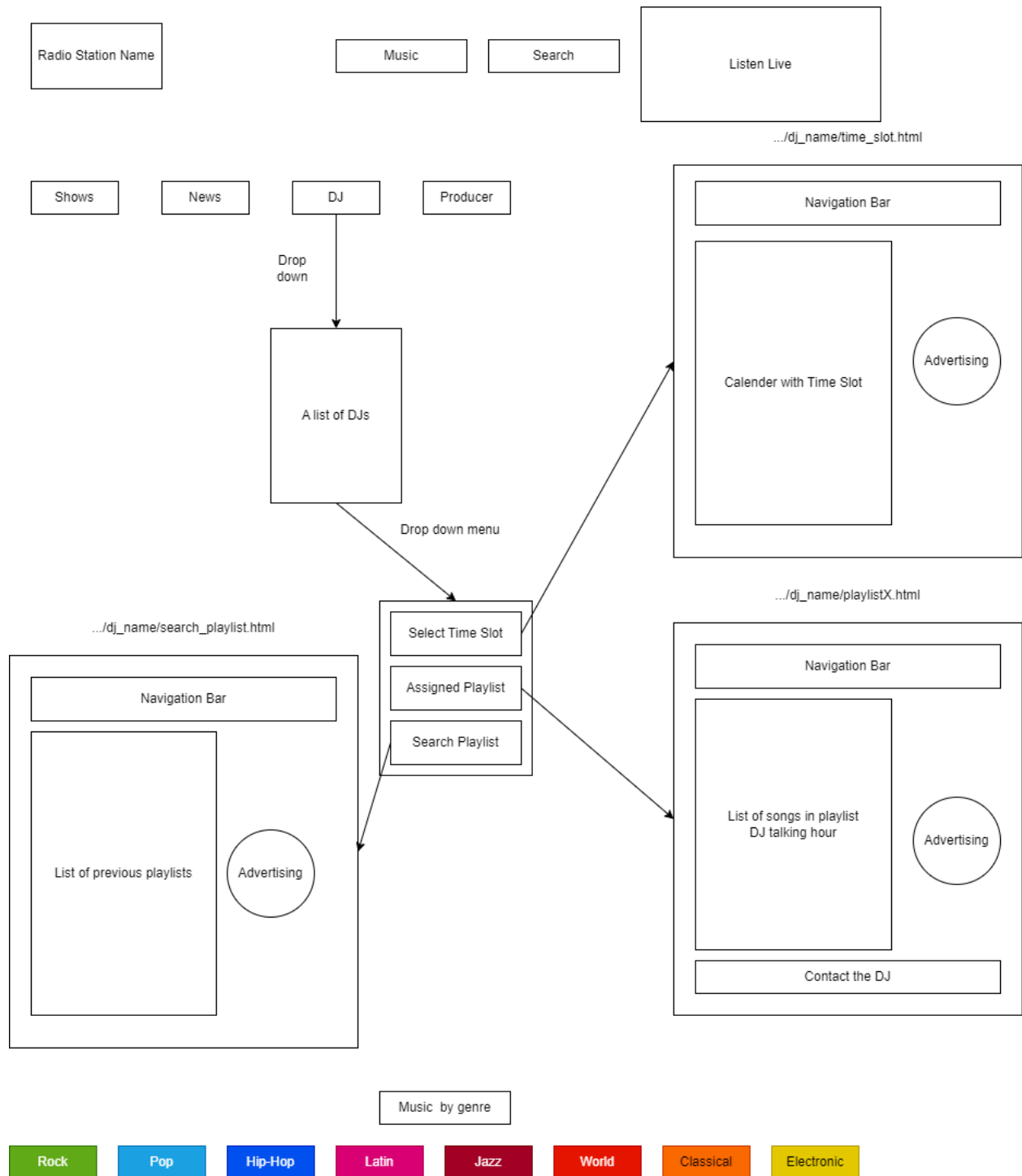
### 2. Producer

- a. Background: Mike is 30 years old, who is a passionate music producer with a solid background in music production and audio engineering. He has a degree in Music Production and has several years of experience in the field.
- b. Goal: To produce hit tracks that gain recognition and chart success in various genres.

- c. Challenge: Staying updated with the latest production techniques and trends in the ever-evolving music industry.
- d. Role: As a producer, Mike values platforms where he can showcase his work, connect with artists, and gain exposure for his tracks.
- e. Engagement: Regularly submits his latest tracks to our station for airplay and exposure to a broader audience.
- f. Networking: Actively engage with DJs and artists associated with your station, seeking collaboration opportunities.

UI Sketch, wireframes, user flow of the screen(s)

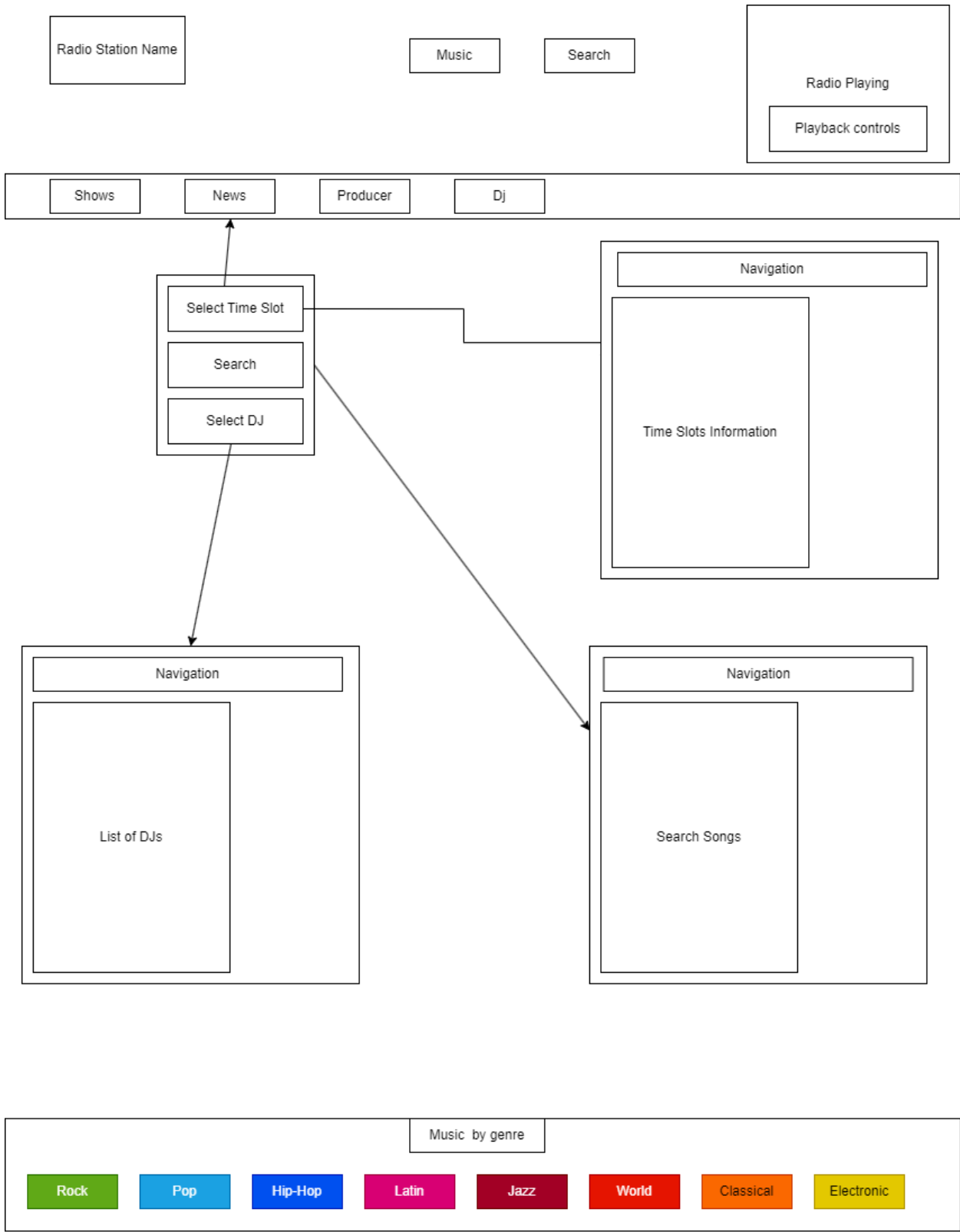
# Dj



## Evaluation of DJ pages against the 8 golden rules

1. Consistency:
  - a. Navigation Toolbar: Consistency is maintained with a navigation toolbar at the top of all pages, ensuring users can easily access different sections of the website.
  - b. DJ Dropdown: The dropdown menus for DJs are consistent in behavior, which provides a uniform user experience.
  - c. Secondary Navigation: The secondary navigation for contacting the respective DJ maintains a consistent design, allowing users to contact DJs without confusion.
2. User Shortcuts:
  - a. The dropdown menus for DJs serve as user shortcuts, allowing users to quickly access DJ-specific content without navigating through multiple pages.
3. Informative Feedback:
  - a. While it's not explicitly mentioned, it's essential to provide informative feedback when users click on options like "Select Timeslot," "Assigned Playlist," or "Search Playlist." Feedback will be in the form of loading indicators or success messages to reassure users that their actions are being processed.
4. Dialogue Leads to Closure:
  - a. The dropdown menus for DJs provide a clear dialogue that leads to closure. When users click on a DJ's name, they expect to see related actions and content.
5. Simple Error Handling:
  - a. Error handling is not explicitly described, but it's important to implement clear error messages if, for example, a DJ is not available for a particular action or if there are technical issues with loading content.
6. Easy Reversal of Actions:
  - a. It's important to allow users to easily go back to the previous page or menu. If users click on a DJ and then decide to go back, there should be a clear option or intuitive way to do so.
7. Give Users the Feeling of In Control:
  - a. The design, with consistent navigation and clear menus, gives users a sense of control over their interactions. However, it's essential to ensure that all actions are responsive and that users receive feedback for their interactions.
8. Reduce Short-Term Memory Load:
  - a. The use of consistent navigation and clear menu options reduces short-term memory load as users can easily access different sections without needing to remember complex pathways.

Producer





## Evaluation of Producer pages against the 8 Golden Rules

### 1. Consistency:

- The interface maintains consistency with a standard header and navigation menu across all pages.
- The layout of program schedules, recently played songs, and contact information is consistent.

### 2. User Shortcuts:

- Keyboard shortcuts for controlling the audio player (e.g., Play/Pause) are not visible.
- Adding keyboard shortcuts for audio control could benefit frequent users.

### 3. Informative Feedback:

- The live stream player provides clear feedback with a Play/Pause button and volume control.
- The "Listen Now" button on the program schedule provides feedback by allowing users to join the live broadcast.

### 4. Dialogue Leads to Closure:

- The "Listen Now" button provides closure, allowing users to easily access the live broadcast.
- A "Thank You" message or acknowledgment after contacting the station could improve closure for interactions with the contact information.

### 5. Simple Error Handling:

- The interface does not display error handling examples, as it doesn't involve complex user inputs or form submissions.

### 6. Easy Reversal of Actions:

- There are no actions in this interface that require reversal, as users mainly consume content rather than performing reversible actions.

### 7. Give Users the Feeling of In Control:

- The interface allows users to control the live stream (Play/Pause and volume control), providing an internal focus of control.

### 8. Reduce Short-Term Memory Load:

- The program schedule and recently played sections display information clearly, reducing the need for users to rely on short-term memory.

## Representative metrics for each of the four types in the assigned article (DJ)

### Completion

On successful enqueue in the playlist, a small ping can indicate completion. These small pings can be an indicator of successful operation.

### Duration

Each of these tasks should be a short operation since they either open a small menu, a new tab, or a simple type and display operation.

### Error

In terms of errors, there should be minimal input with clicking and selecting being the primary interaction. In the event of navigating to the wrong webpage, the user can click the back button on their browser.

### Satisfaction

Delivering pings should make interactions more meaningful since it is an audible indicator of success.

## Representative metrics for each of the four types in the assigned article (Producer)

### Completion

For the completion metrics, we are going to measure how a specific task has been completed. For example, after successfully adding a song to a playlist, choosing a DJ and a specific time slot for a playlist.

### Duration

For our page, most of the operations are short. For example, choosing a DJ, searching for a song, adding a song in a playlist etc.

### Error

If a song cannot be added to the playlist then we can let the user know by some pop message or if a song is not available then we clearly indicate that the song is not available.

## Satisfaction

For our page users to be satisfied then we can present a survey to them about various features and design of the page.