

DataTune

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The Data

How much do music artists earn online?

Source

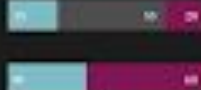
Streams

TYPICAL CUP 6
distribution / whether / label / 2019

signed

unsigned

For a solo
artist to earn
US monthly
min. wage
\$1,360



platform

year

deal

ships needed

How many full-time min. wage

artist needed

Google
play

year

signed

172,204

no data

34-4075
per artist



unsigned

70,301

no data

35,017

TIDAL
(exclusivity royalty)

assuming 2018, includes
WMA's royalty rate

signed

180,000

50%



9,440



Apple MUSIC

year

signed

871,303

no data

40,000



unsigned

no data

no data

no data

platform

year

deal

ships needed

How many full-time min. wage

artist needed

DEEZER

14,000,000

signed

1,390,080

2%

1,000,000

10,000
per artist



The Problem

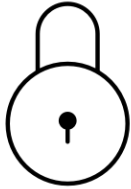
Income from streaming music varies greatly from platform to platform, making it difficult for musicians to understand where they may make the most money from and how much energy they should put into promotion on certain platforms.

Design Process

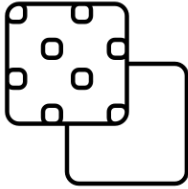
2. Identify decision criteria as a basis to choose.

6. Iterate as needed until satisfied goals are achieved.

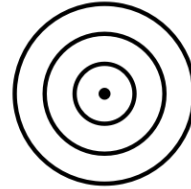
4. Make a choice.



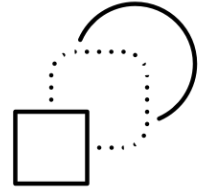
1. Define the problem.



3. Determine the possible options.



5. Evaluate the choice.



Mistakes To Avoid

- Trying to do too much
- Not designing for the target user
- Too much focus on technology and features
- Falling for the first solution
- Considering feasibility during brainstorming
- Prototyping in too high of a fidelity
- Not scheduling time for iteration and refinement
- Releasing before fixing the small bugs

Value Proposition

- Gives users the ability to track different platforms pay-out percentages
- Allows users to view their potential income on platforms they have yet to upload music to
- Brings awareness to financial disparities within the music industry

User Insights

“It’s really hard to know how much money will be coming in each quarter from streaming”

“I’m always surprised when the direct deposit comes in ‘cause I forget about it”

Bryndon

Musician

About

Age: 33

Location: Los Angeles,
California

Behaviors

Bryndon is a musician who makes a living from playing in bands and on records. He is a low level tech user who mostly uses technology for correspondence and to check on their finances.

Goals

- To gain a better understanding of the music industry and where money is coming from
- To have an estimate of how much money will be coming in from streaming each quarter

Frustrations

- Income varies greatly from month to month and is hard to estimate
- Hard to find info on streaming percentages
- Doesn't like to look things up online



User Scenario

Bryndon is a drummer who makes his living from touring and playing on records. The Publishing Rights Organization(PRO) that represents Bryndon pays out his streaming royalties quarterly, though he has no way of anticipating how much to expect. Since Bryndon is on the road often he needs a way to anticipate his quarterly income from streaming royalties while on the go and would appreciate infographic that made it easy for him to quickly understand where his income was coming from.

DataTune Project Themes

- Infographics
 - Display easy to understand and up to date graphics based on users current plays and platforms they are streaming on
- Analysis
 - Compare estimated income from different platforms and demonstrate on which platforms the user is performing well
- Mobile
 - Easy to access while on the road

Imagining a Conversation

User

I wonder how much my streaming royalties earned this quarter?

I can figure that out for you.

Product

All I need to know is what songs are yours and where you have them streaming.

User

User enters names of songs they have percentages on and which platforms they are streaming on.

Awesome! Let me calculate that for you....

Product

All Done! Here is a breakdown of your estimated earnings from this quarter.

User

Amazing!! Can you show me a breakdown of where this income was coming from?

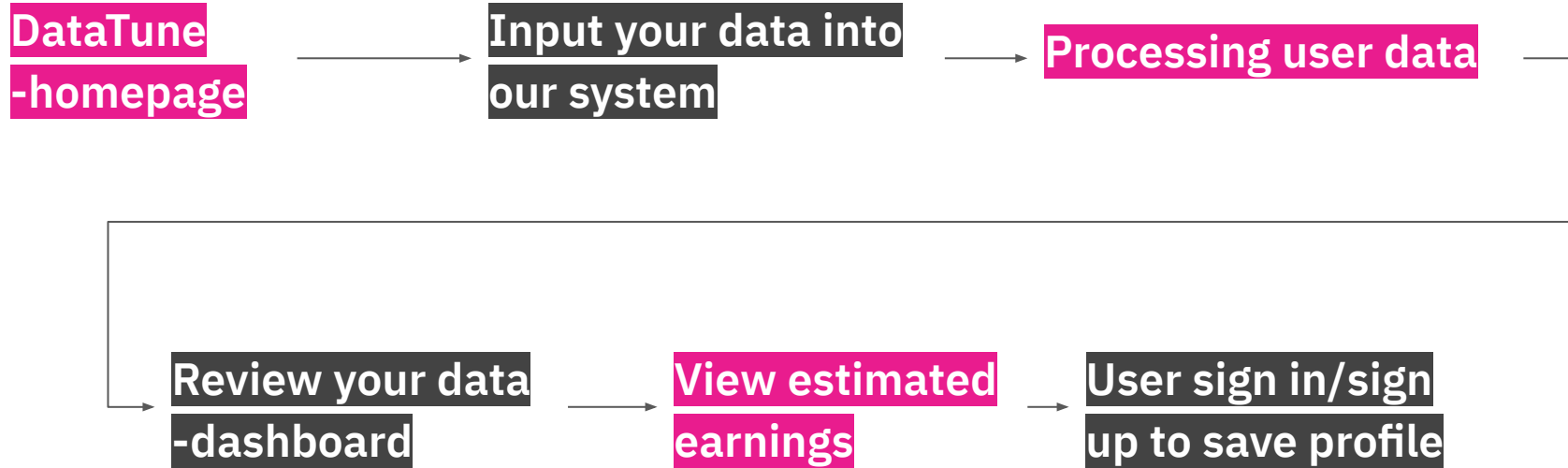
Definitely, here ya go!

Product

High Level Task Flow



Task Flow After Evaluation



- Improvements
 - Broke up pages into more tasks
 - Used clear verbs to make more user friendly
 - Moved sign in page to end of flow

Wireframes

Keep track of your streams

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Get Started](#)

Let's get started!

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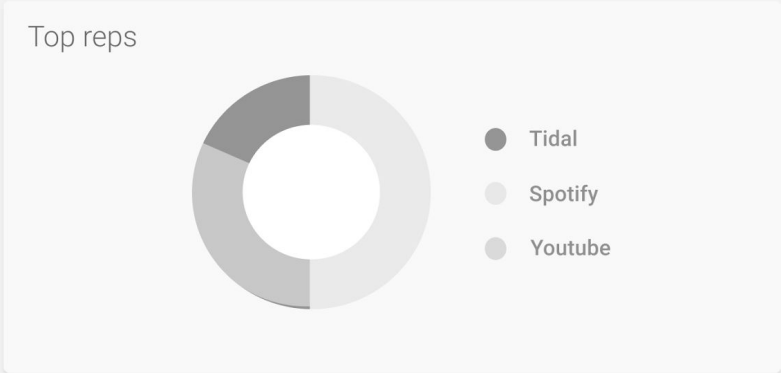
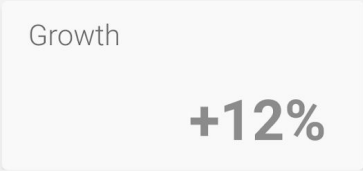
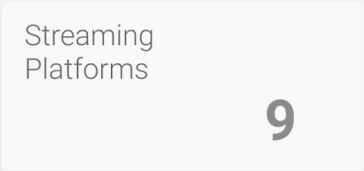
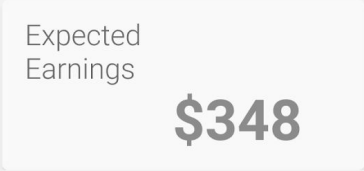
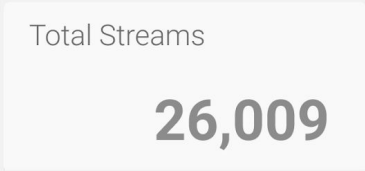
▼

Submit

This Will Just Take A Sec...

We are doing all the calculations and checking them twice so
you don't have to.





Design Retrospective

- A. The value proposition you laid out. Does the design really deliver benefits, reduce costs, and make the value obvious? **I believe it does deliver benefits and makes the value obvious. If I had more time for this project I would design functions for the user to test different scenarios that could increase revenue for their music.**
- B. Review your user scenarios and personas. Do you have the details right to support the scenarios? Are the users goals being achieved? Does the design work well in the user's environment and context? **I believe the users goals are being achieved with this design, but it is not the most mobile friendly application. My thinking is that their would be an application for users to monitor streaming activity, but the uploading of data would be handled on the website.**
- C. Have you solved the problem you identified during the planning phase? **I think I have started to, but to truly solve the problem I would need to build out a number of other functions as well.**
- D. Review for simplicity and optimization. What can be removed? What should be hidden by default? What can we optimize? Is there any unnecessary effort? **I tried to keep things as minimal as possible in order to stick to my design themes. The simpler the design the easier it will be for users to understand the data they are looking at.**
- E. Has your actual design process deviated from your proposed design process in Assignment 4? If so, how and why? **For the most part I believe I have followed my proposed design process.**

Further Improvements

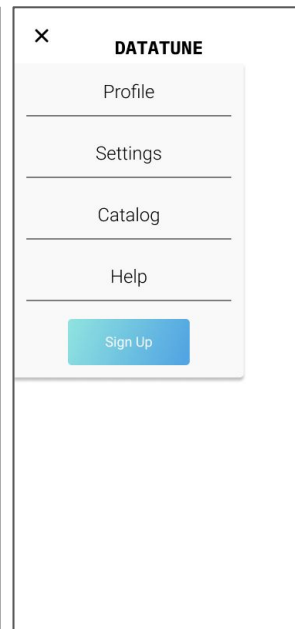
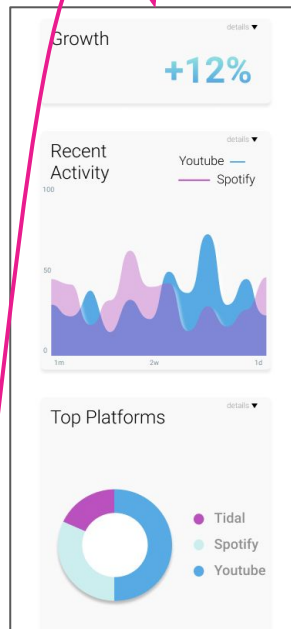
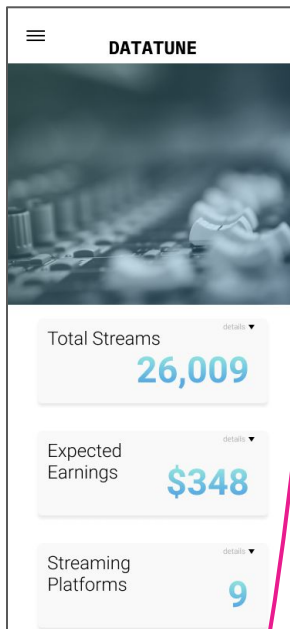
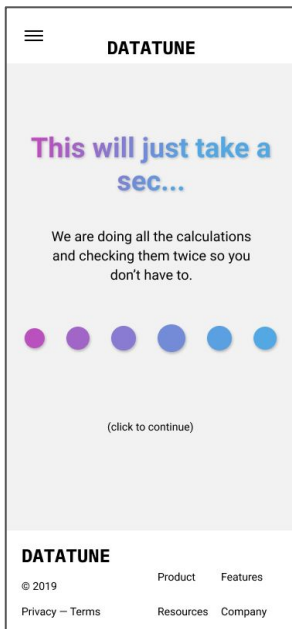
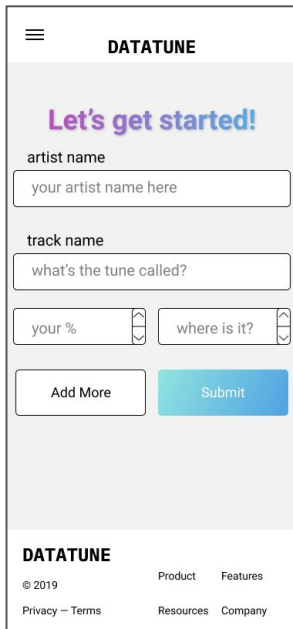
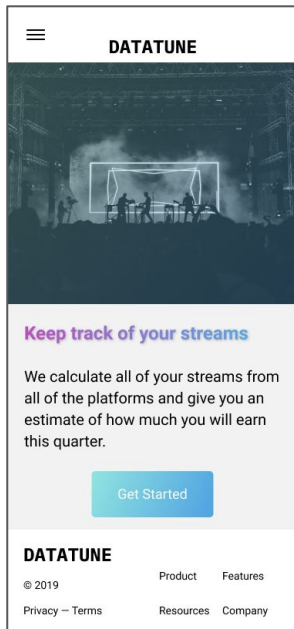
To improve upon these wireframes I would:

- Conduct usability testing
- Build out more pages and functions
- Build a prototype
- Design & test a mobile app

High Fidelity & Prototype



Comps



Prototype

[Figma Prototype](#)

