Spelify: Phase I
CIS 470: Web Design

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I.   Website Idea

Focusing on a <u>functionality oriented</u> website, our website is centered around a music streaming service. The idea of the website is to allow a user to browse/search, and play music via various artists, genres, songs; with the website housing 30-40 songs the user can select from.

II.   Website Objectives

<u>What do you want to get out of the site?</u>
We want our users to be able to search for and listen to songs/albums of their choice on our website.
<u>What's is your motivation?</u>
Our motivation is to make a website similar to Spotify, but tweak it to better fit the needs of our users.
<u>What's the purpose?</u>
The purpose of our website is to make listening to music simple and enjoyable.

III.   User Needs

a.   <u>Who is your intended audience?</u>
Our intended audience is anyone who listens to music. (If this is too broad it can be changed to Spelmanites since our website is Spelify)

b.   <u>What do they need from a website?</u>
Our users need a simple interface where navigation is intuitive and high definition cover art to keep them interested.

c.   <u>Why do they use this website?</u>
Our users will come to our website because it is easy to use and convenient. Our users will keep coming back because of our websites interface, information, and navigation design

IV.   Success Metrics

The following success metrics will be tracked in order to maintain an efficient website for our users:

-<u>How long (hours/days) does a user stay on the website for</u>: tracking how long a user stays on the website will determine if the website is efficient to the user's liking. The less time they spend on the website, will indicate the updates, improvements, adjustments may be needed in order to allow an efficient website for a user's using.

-<u>How often does a user return to the website after visiting it previously</u>: tracking if a user returns to the website is just as important as tracking how long they remain on the site. Tracking this lets
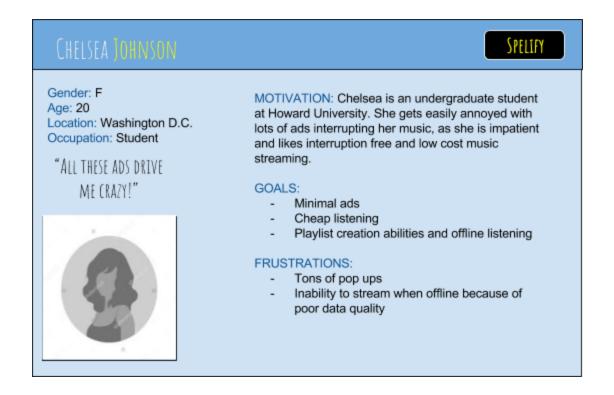
us know that the website is efficient enough for a user to incorporate the website in their daily routine.

-<u>Number of people that are using the playlist feature</u>: tracking how often specific features, like playlist, allows us to know if it needs to be incorporated into the website; maximizing user efficiency. If the feature is not being used, improvements or adjustments may need to be made to ensure that every aspect of the website is beneficial to the user.

-<u>Number of people playing a particular song, genre, album</u>: the website is a music streaming service, so it's important to track the music the audience wants to hear. By tracking the number of times a song or artist gets played, will further tells us other potential artists our audience might like, what songs to get rid of of, and what might need to be added in order to maximize user efficiency.

V.   Personas
Create 2 Personas that fit your intended users (5 points)

The following personas were created in order to keep our audience in mind when creating the website:

Mable SIMS

Gender: F
Age: 50
Location: Montgomery, AL
Occupation: Registered Nurse

"I JUST NEED SIMPLICITY"

MOTIVATION: Mable is a working class woman with a large family and many grandchildren. She likes a large variety of old school music, and thinks that YouTube is too difficult to navigate.

GOALS:
- Large selection of Blues and Funk music
- Simple and easy navigation

FRUSTRATIONS:
- Tons of pop ups
- Videos
- Cluttered design