**Name of the site:**

- This is a website for the company **Beatwire**.

**Purpose of the site and intended users:**

- This website is a marketplace which allows rap artists to browse and purchase beats online by genre. It is intended for artists of all experience levels.

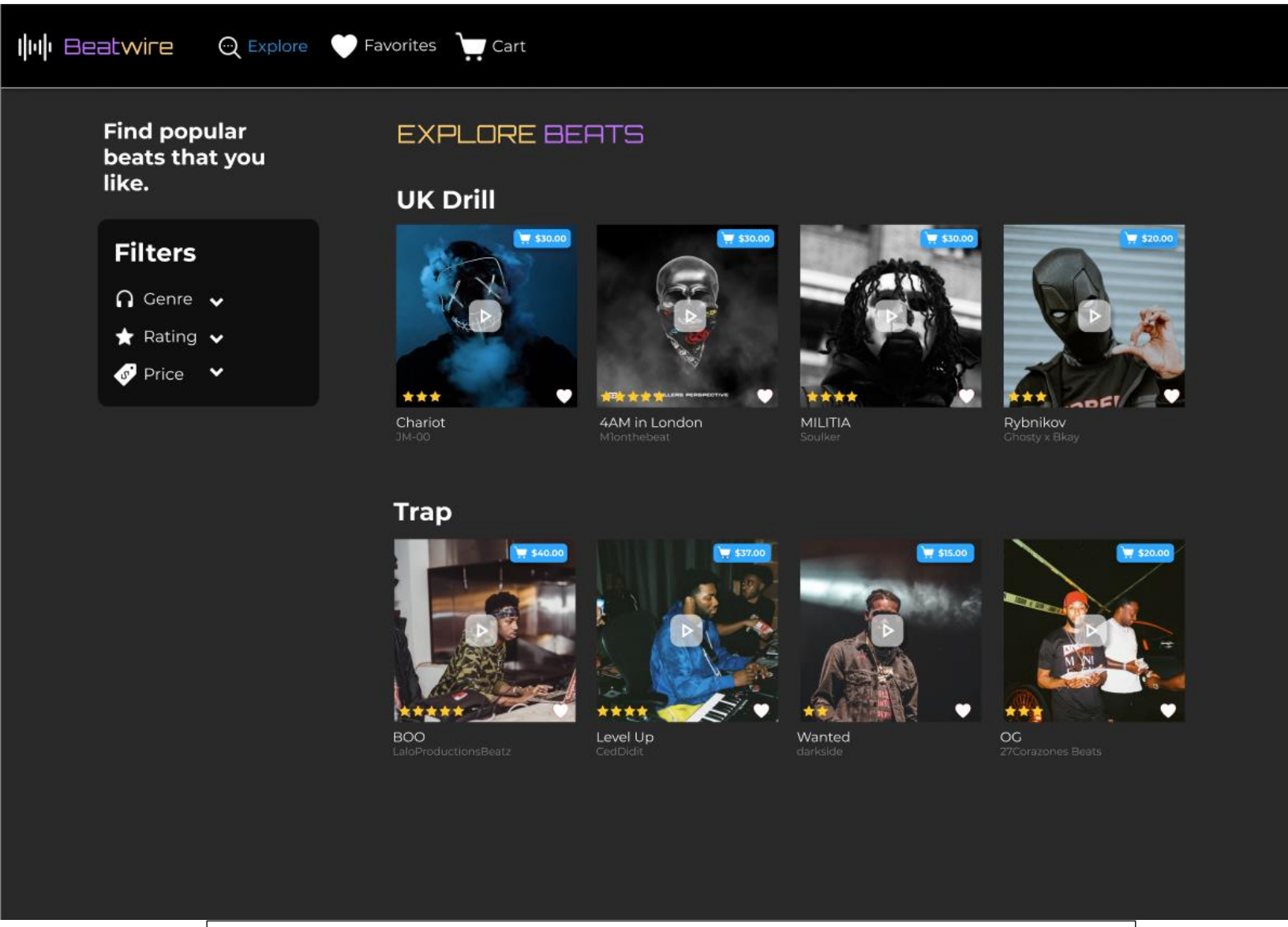
**Different processes in the site:**

- Divergent/convergent exploration:
  - Users can explore different types of beats on sale. They can eventually pick one or multiple beat(s) that they like and make a purchase.
  - The user can filter by genre, rating, and price to help decide.
  - Note: I have 2 categories in my wireframe (UK Drill and Trap), but I will be adding additional ones in my final website. I will also add more beats to each category than what the prototype shows.
  - Wireframes 1, 4-6, 9-13.
- Absorb information:
  - Users can listen to the beats that are offered on the marketplace.
  - This will be implemented using a "play" button for each advertised beat. They can also pause the audio.
  - The user can play and pause a track from any page of the UI.
  - Wireframes 7-8.
- Follow instructions:
  - Users can buy one or multiple beats. The UI will guide them through this process.
  - Wireframes 14-18.
- Communicate:
  - Users can send messages to the producers to ask for changes to be made to the beat.
  - Users can give their feedback, ratings and express their opinions regarding beats.
  - Wireframe 7.

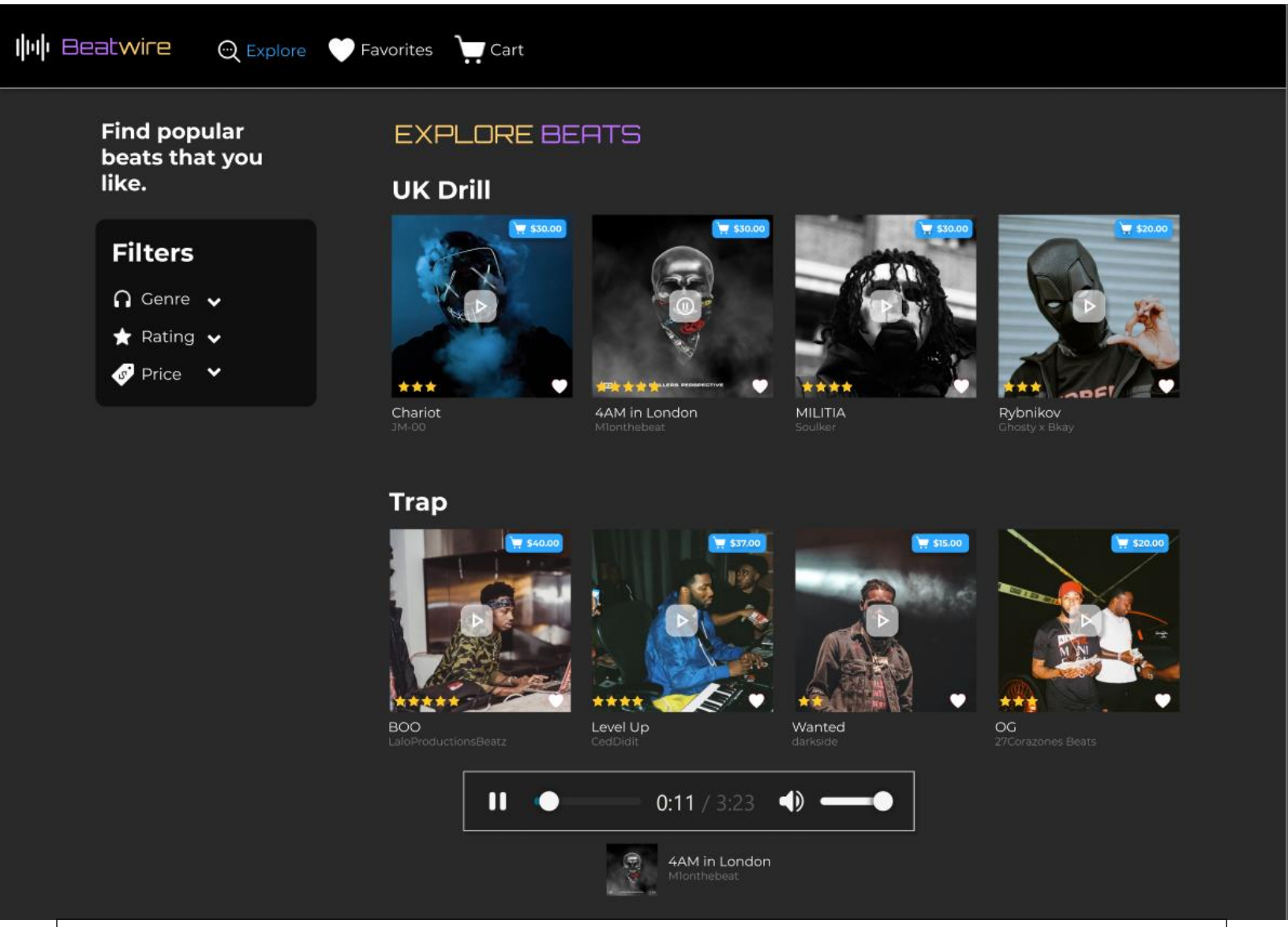
**Mockups (wireframes) start on next page.**

**Interactive processes and usability heuristics are referenced in the mockups.**

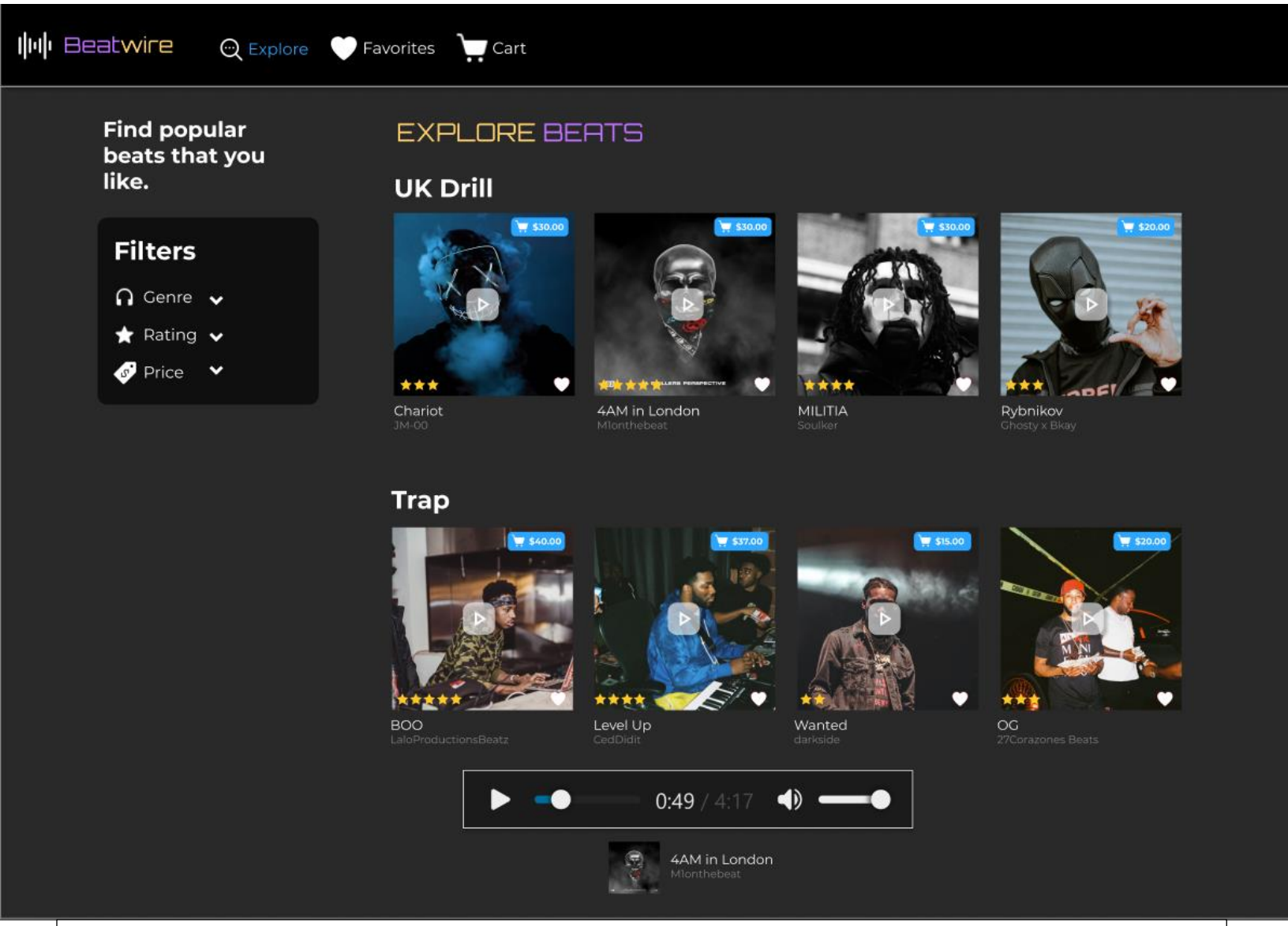
**Explanations for the 10 usability heuristics are on the last 2 pages.**



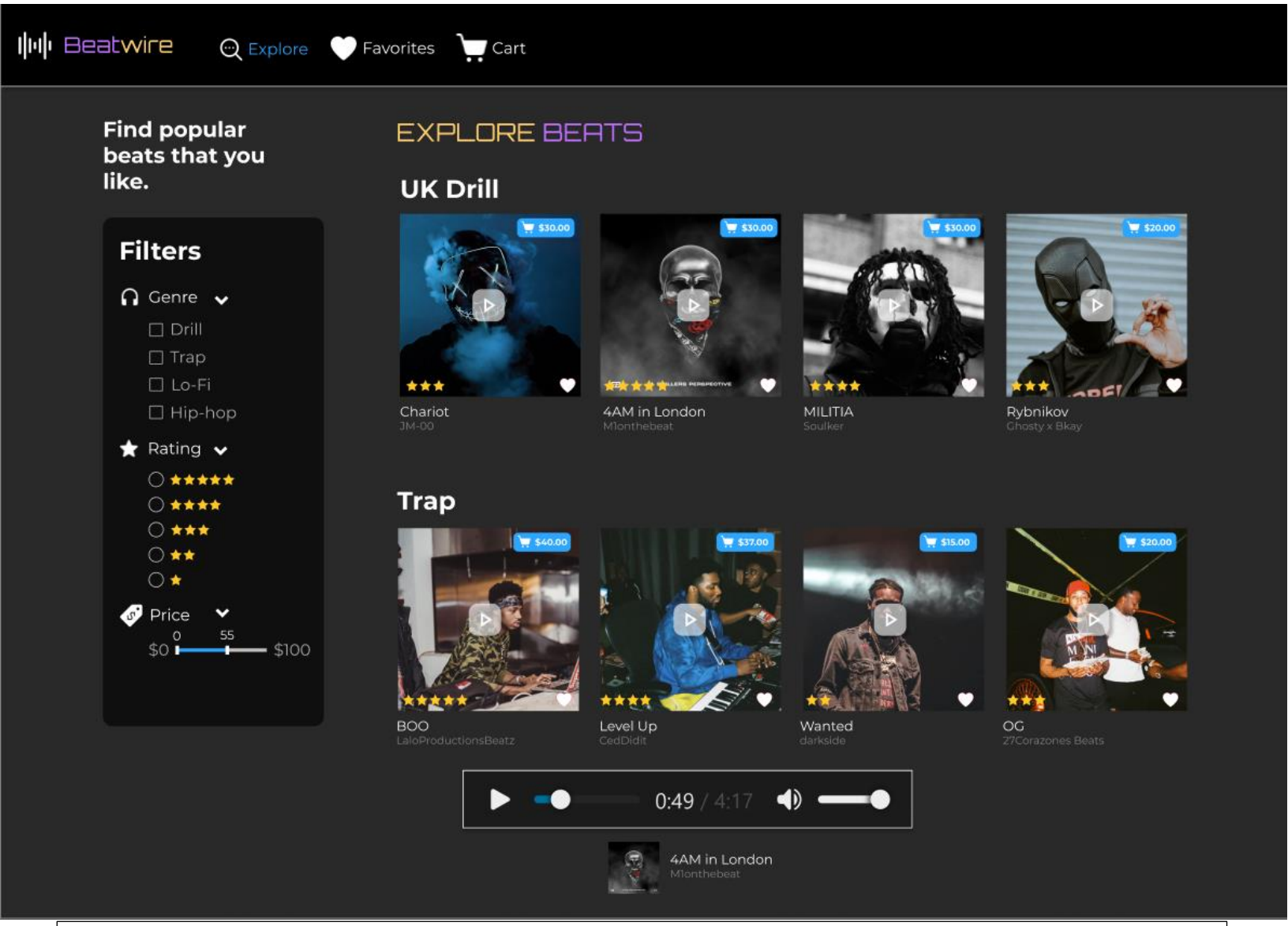

Wireframe 1 – Landing page. Here the user sees multiple beats by category and can explore (interactive process: divergent/convergent exploration) (heuristics: consistency; freedom and control; flexibility and efficiency of use; help)



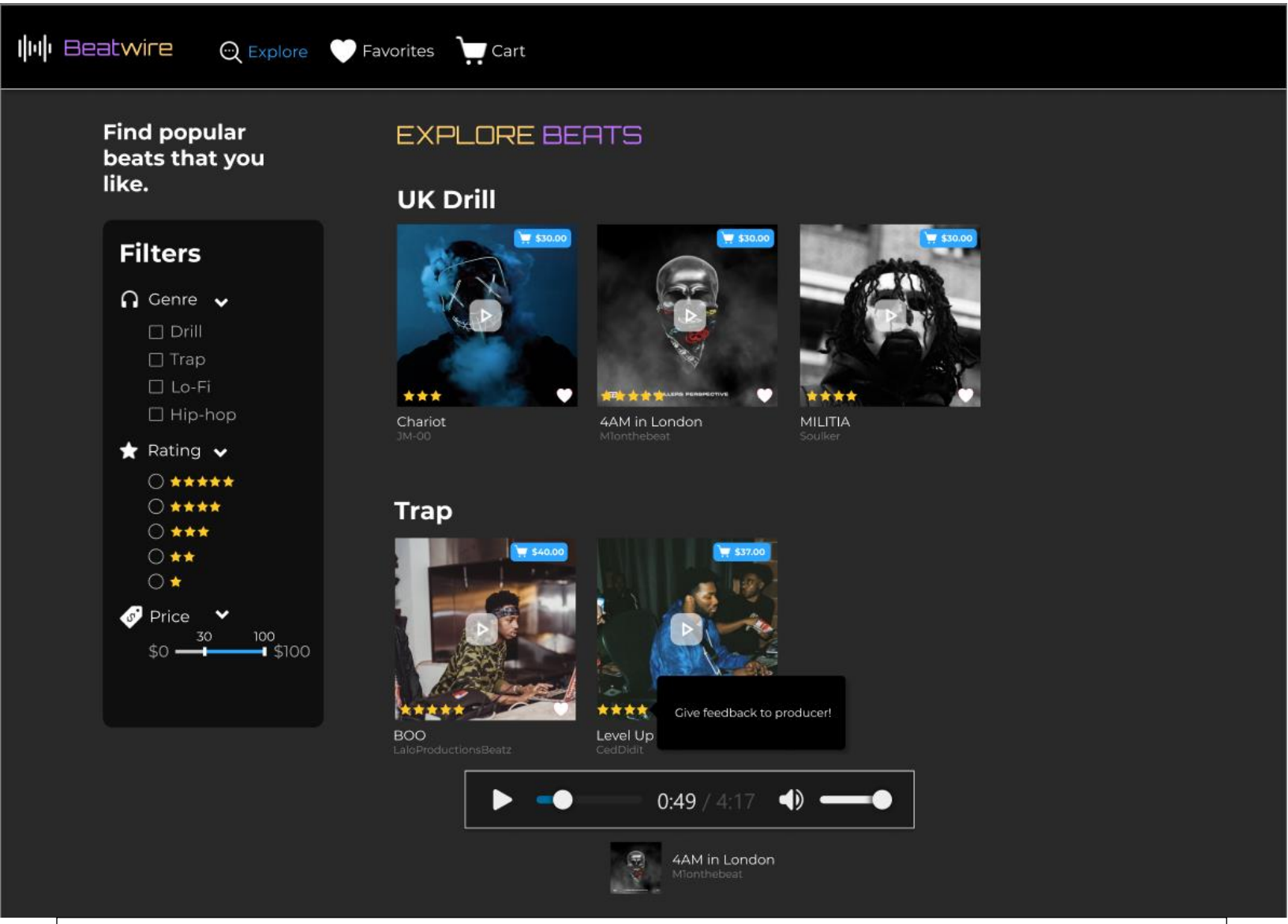

Wireframe 2 – The user clicks on the play button of “4AM in London” and music starts playing. A pause button now shows up on the image of the picture that is currently playing to allow the user to pause (interactive process: absorb information).



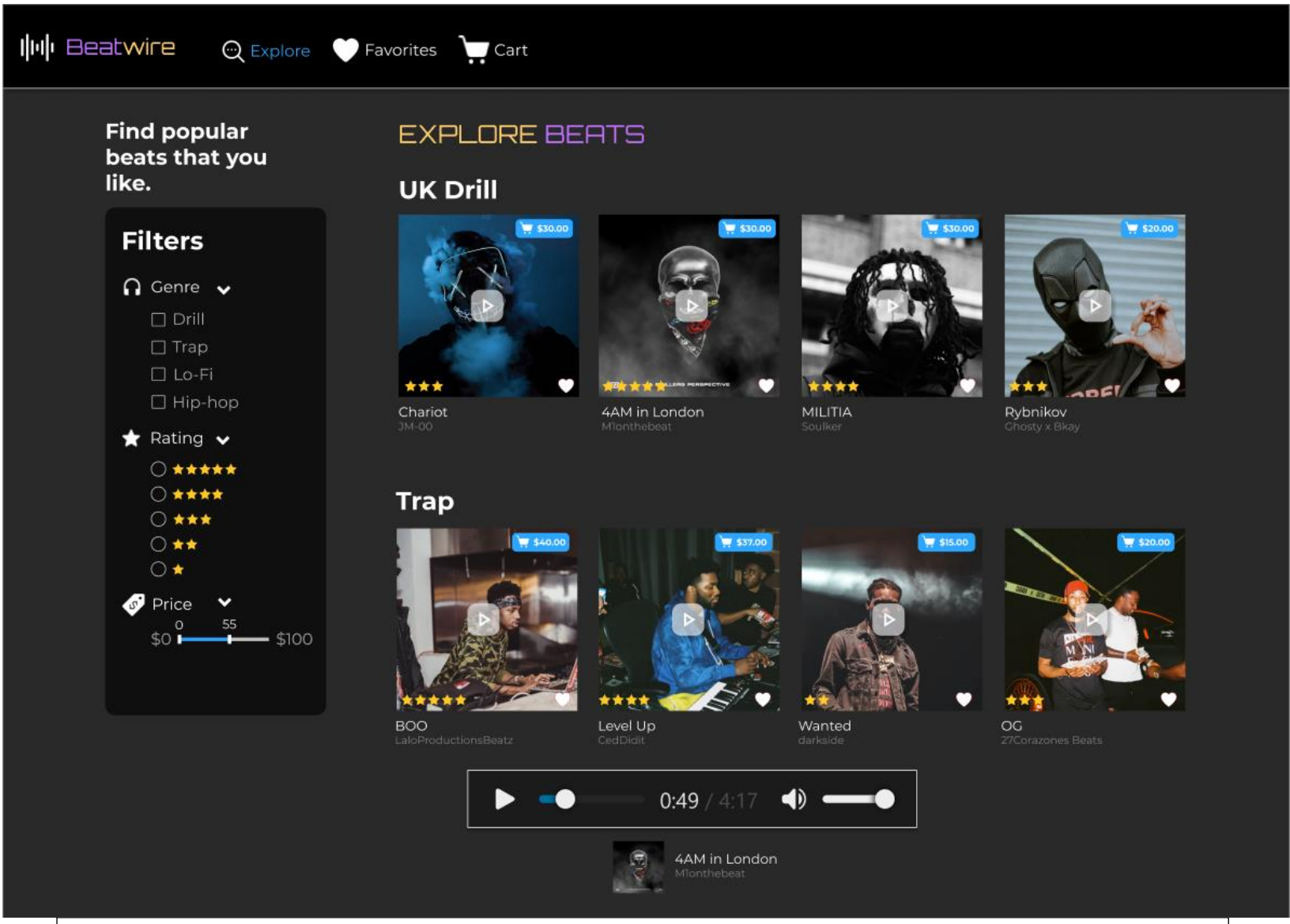

Wireframe 3 – The user pauses the music. Play button on the image of the track that was paused (interactive process: absorb information).



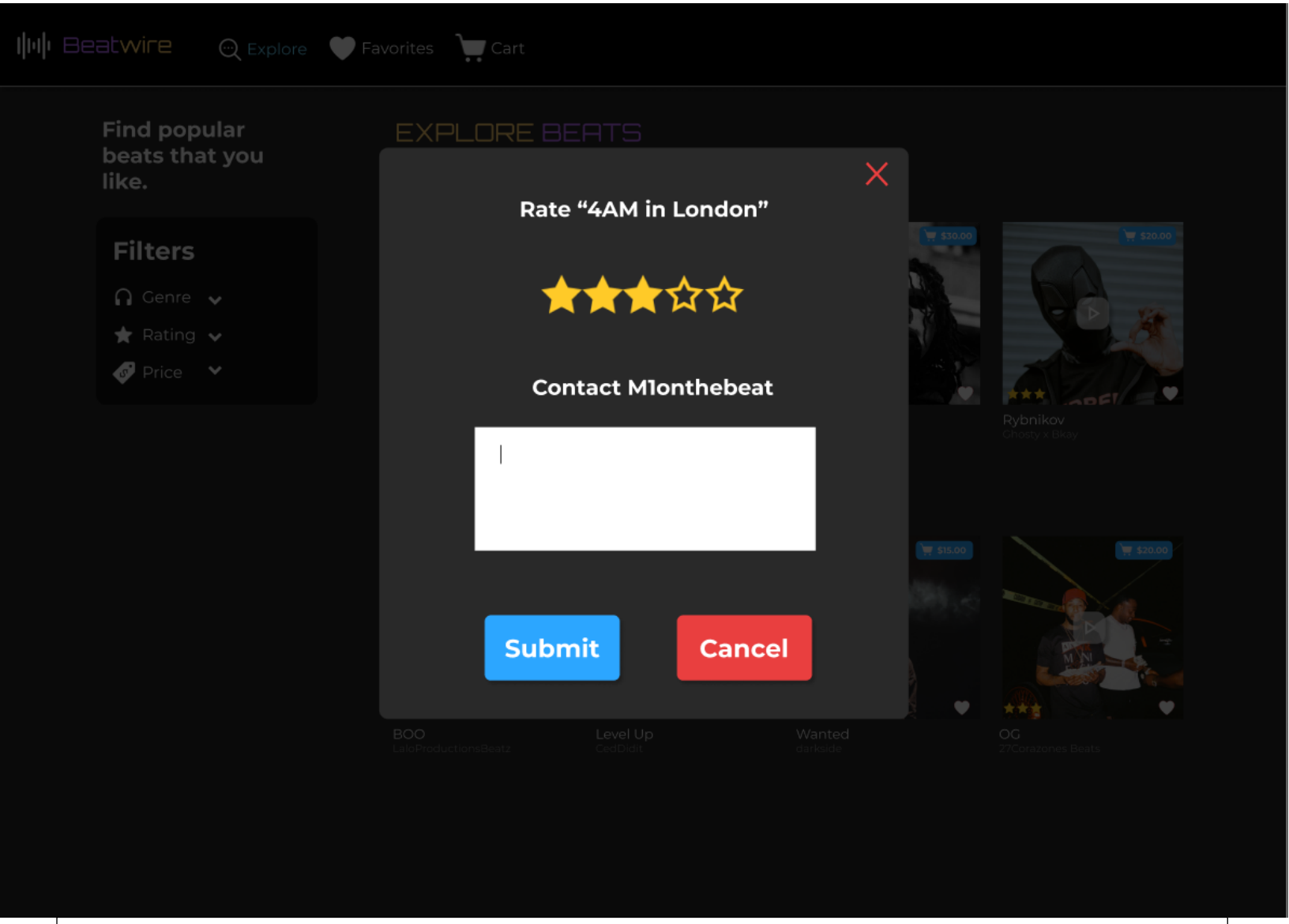

Wireframe 4 – The user can expand the filter accordion to see every filtering parameter (interactive process: divergent/convergent exploration) (heuristics: recognition over recall)



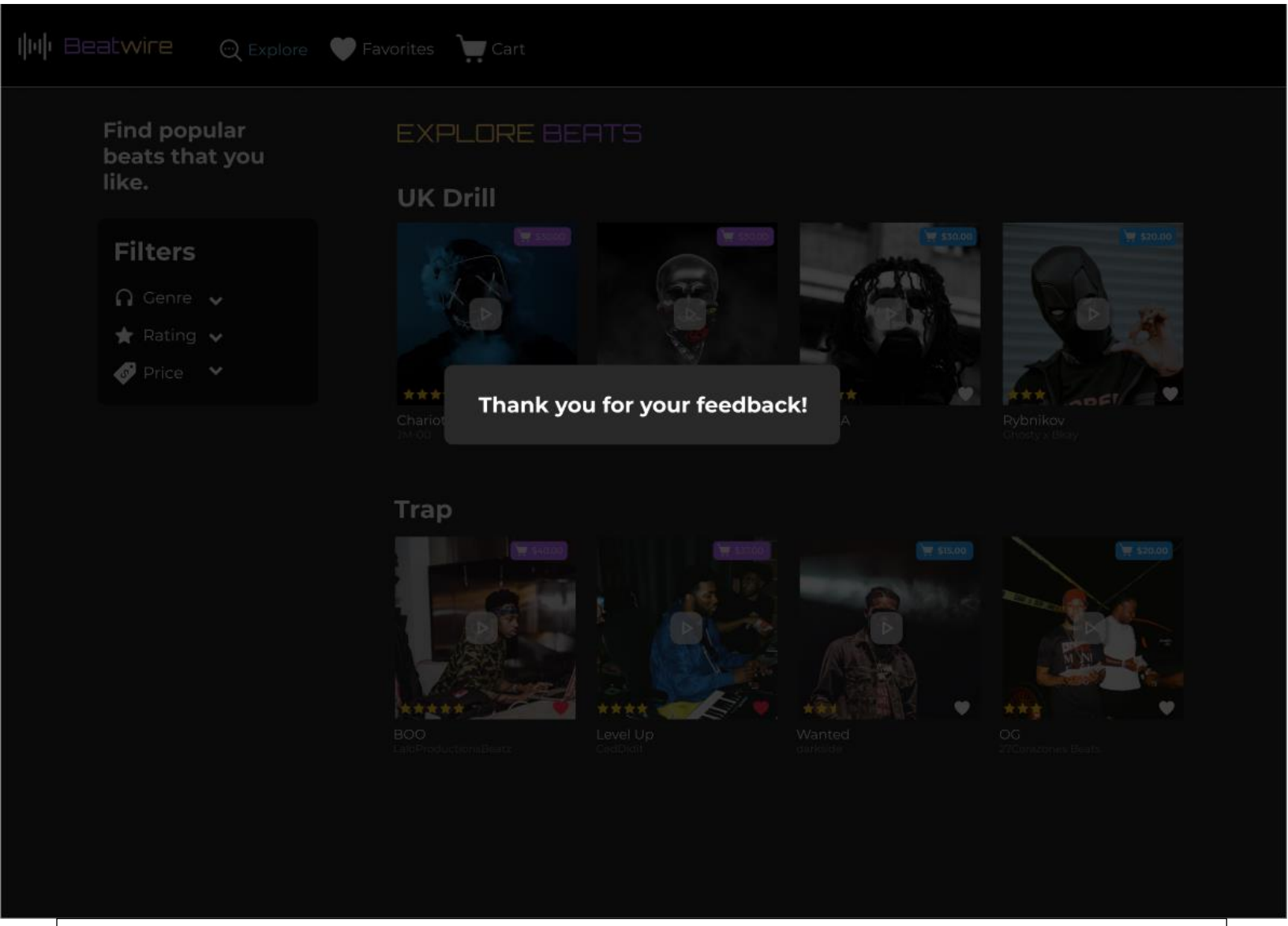

Wireframe 5 – The user filters by price ($30 -$100). Now the number of thumbnails on the screen is reduced. The user can also hover on different icons on the page, such as the stars buttons on the thumbnails. The UI then shows a thumbnail explaining what the user can do with this button: “Give feedback to producer!” (Interactive process: divergent/convergent exploration).



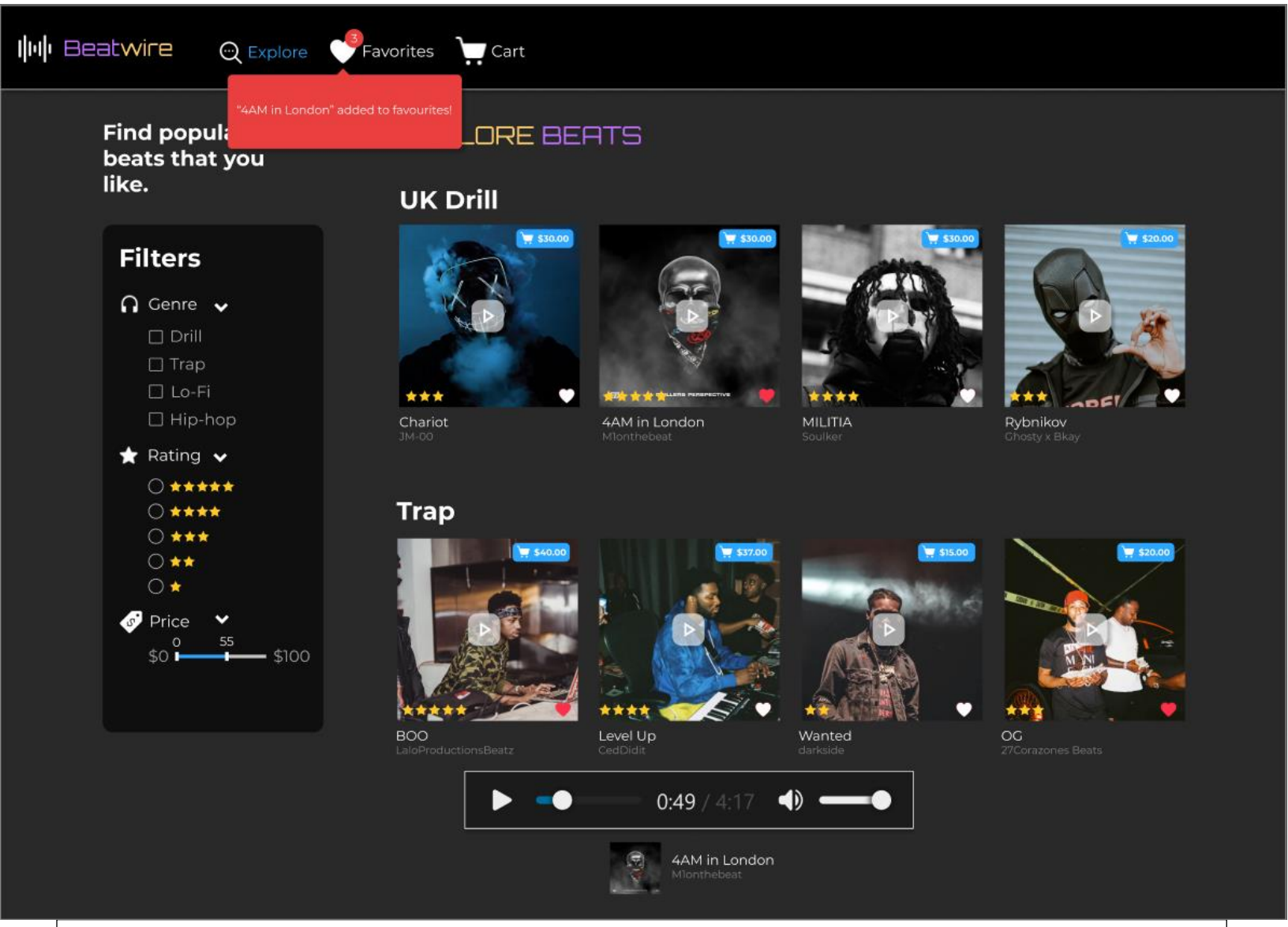

Wireframe 6 – The user resets the price filter (interactive process: divergent/convergent exploration).



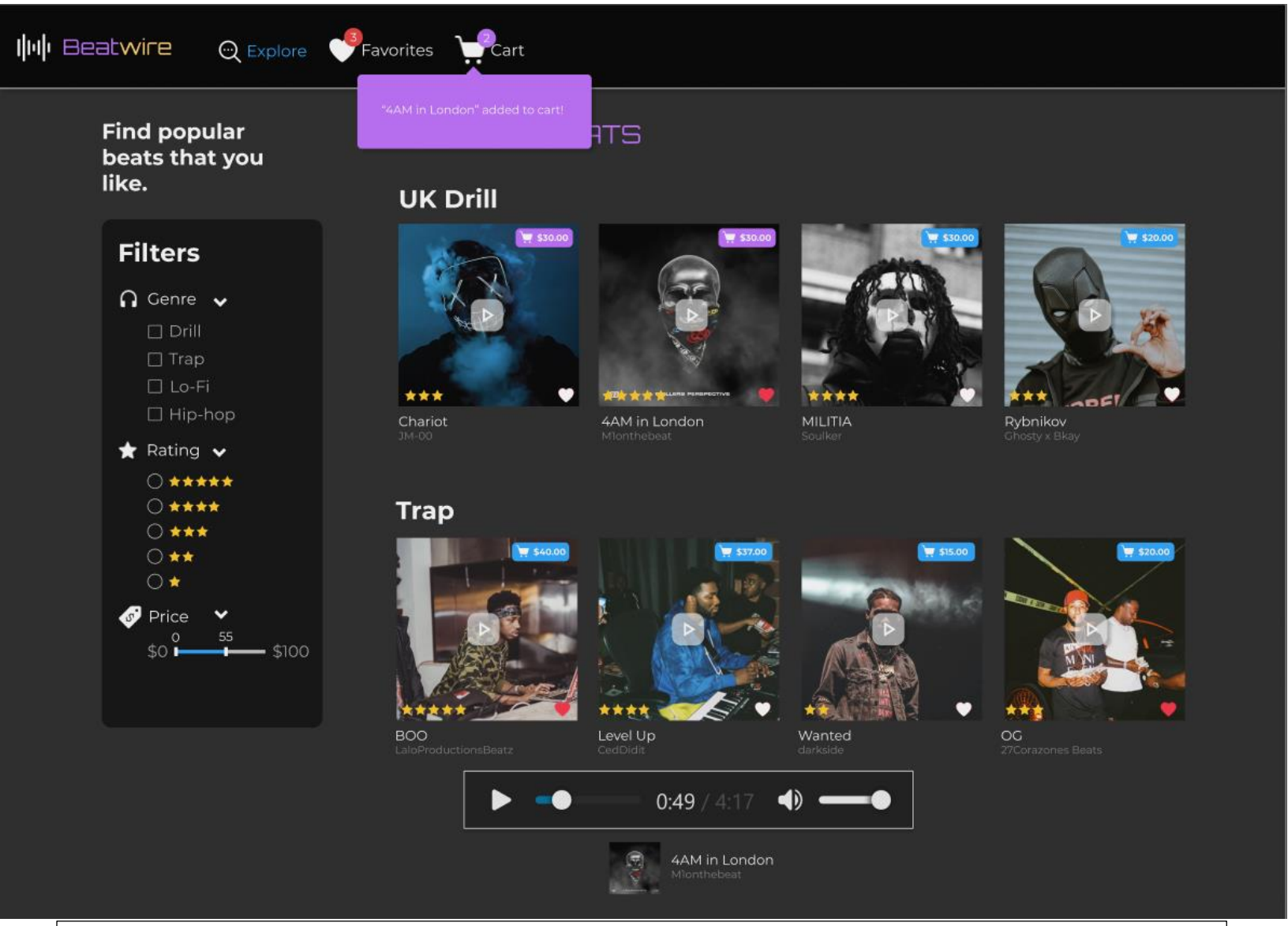

Wireframe 7 – The user clicks on the stars under the thumbnail of the beat “4AM in London” and a modal pops up allowing the user to provide feedback to the producer (interactive process: communicate).



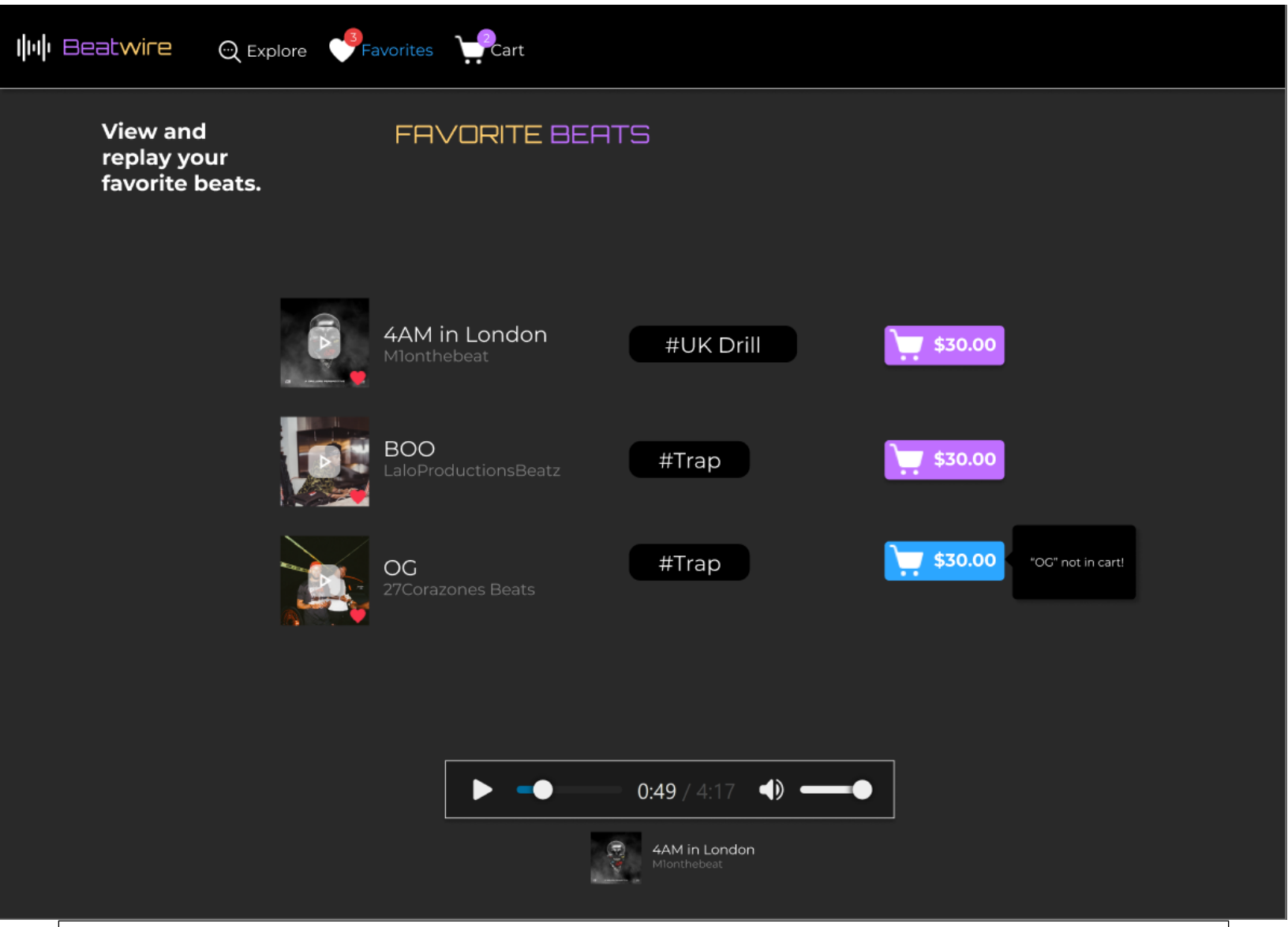

Wireframe 8 – The UI alerts the user about the successful feedback submission after clicking on the “submit” button.



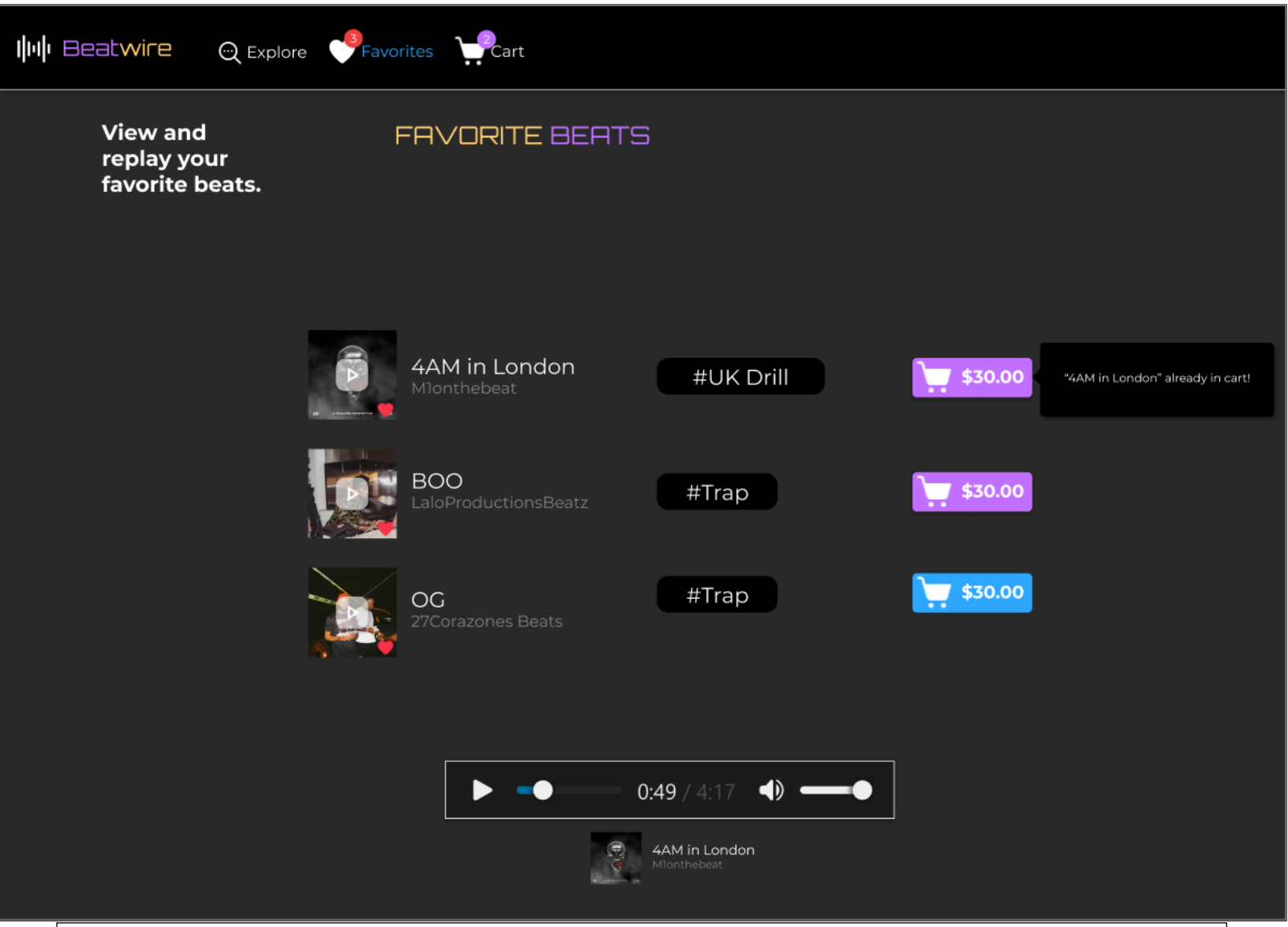

Wireframe 9 – The user adds 3 beats to their favorite, including “4AM in London”. The user gets a subtle notification for this and the favorites button on top now has the number of favorites that the user included (3). Also, the favorite button turns red for the thumbnails for songs which have been favorited, while others remain white. The color consistently associated with favorites is red (interactive process: divergent/convergent exploration) (heuristics: consistency; help)



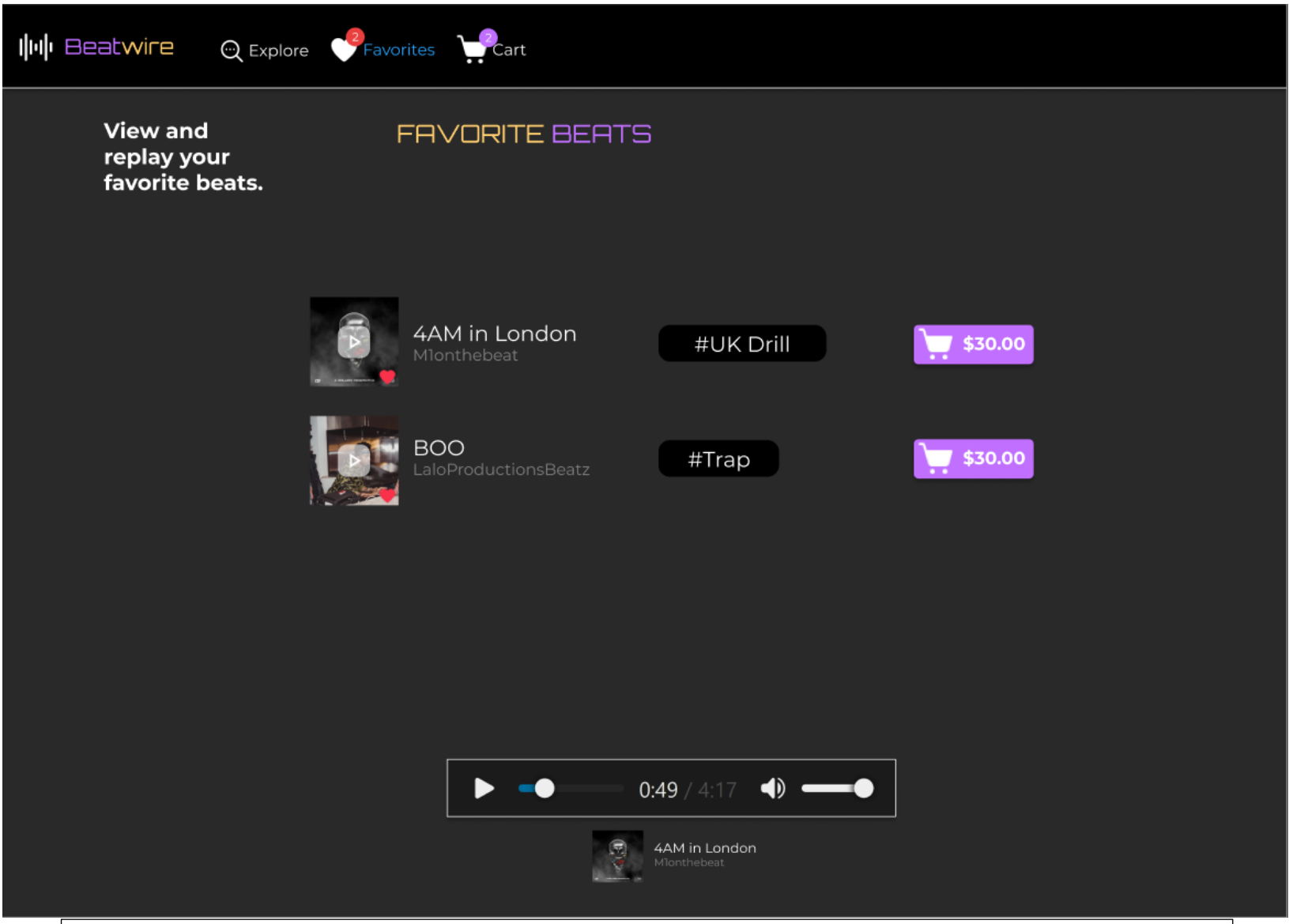

Wireframe 10 – The user adds 2 beats to their cart, including “4AM in London”. The user gets a subtle notification for this and the cart button on top now has the number of favorites that the user included (2). Also, the cart button turns purple for the thumbnails for songs which have been added to the cart, while others remain blue. The color consistently associated with the cart is purple (interactive process: divergent/convergent exploration) (heuristics: consistency; familiar language and metaphors, help)



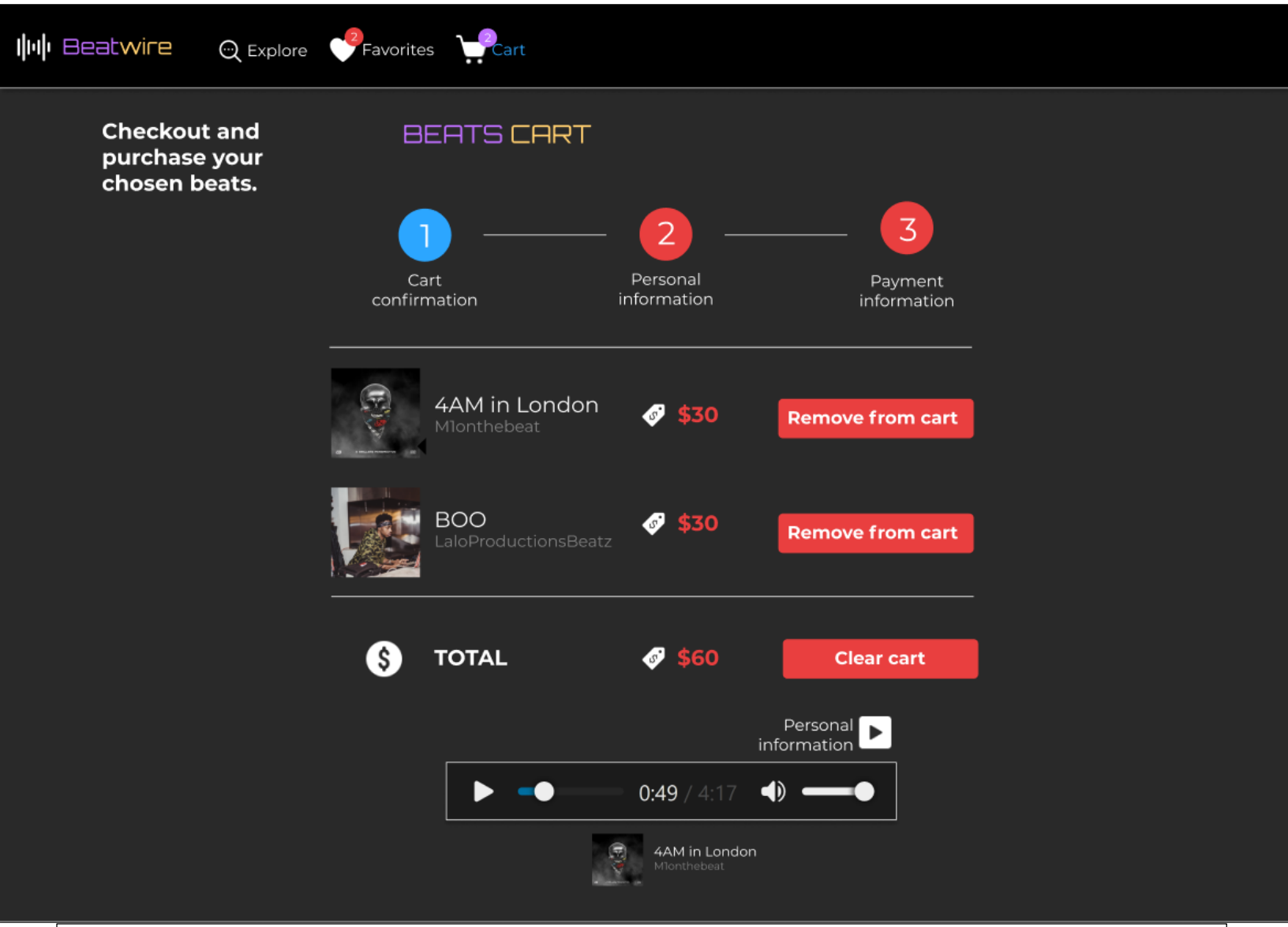

Wireframe 11 – The user navigates to the favorites page using the navbar at the top. The blue color now changes from "Explore" to "Favorites" in the navbar to indicate to the user that they are in a different page. In the favorites, the user can hover on the cart button and see whether the beat is in the cart. The user gets a tooltip for beats that are not in the cart. Notice how the media player are still at the bottom of page despite navigating to a new page. The user also sees the genre of each beat (#Trap, etc.) (interactive process: divergent/convergent exploration) (heuristics: help)



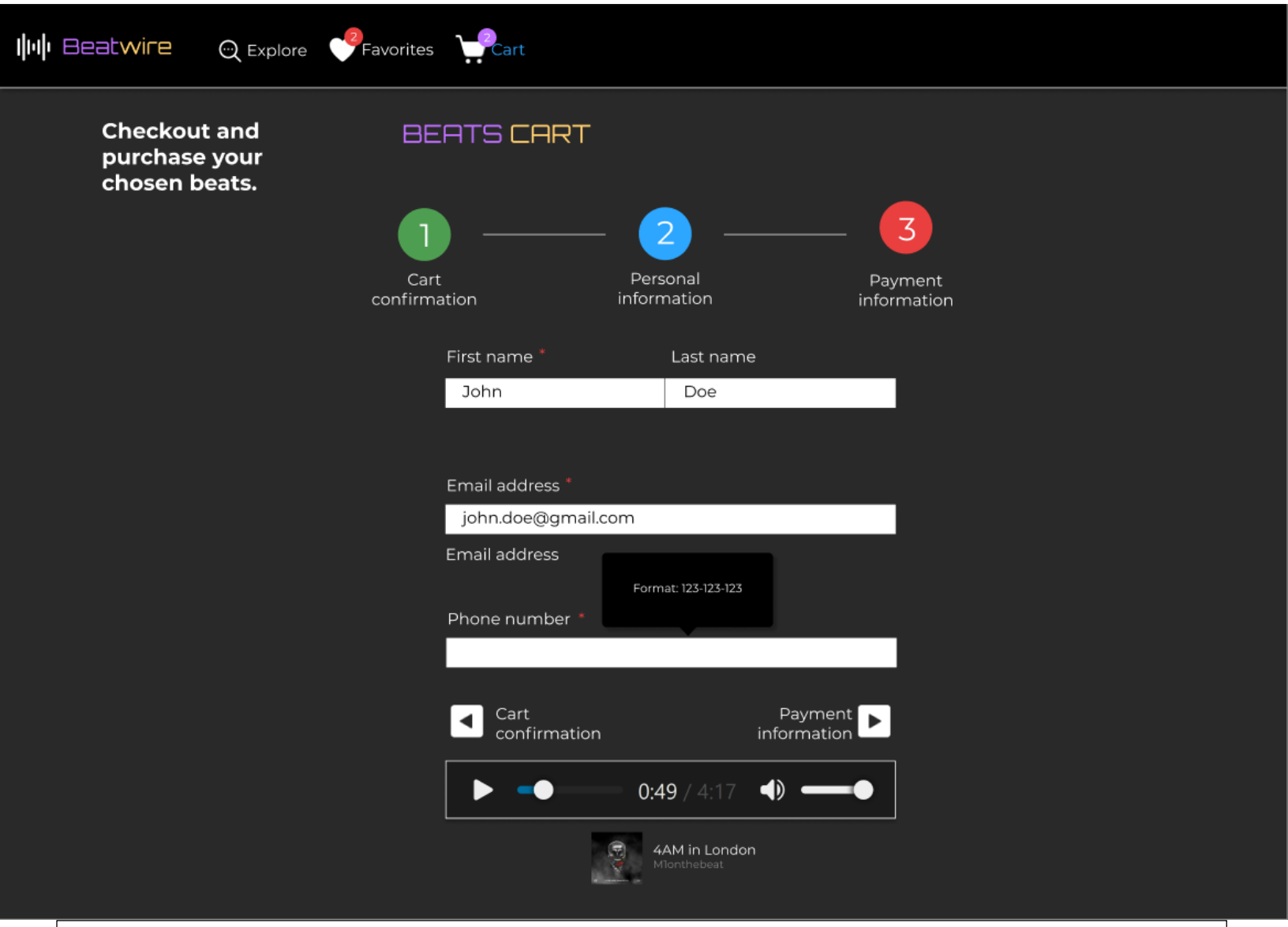

Wireframe 12 – The user hovers over the button for a beat that is in the cart and sees a tooltip that it is already in the cart (interactive process: divergent/convergent exploration) (heuristics: consistency)



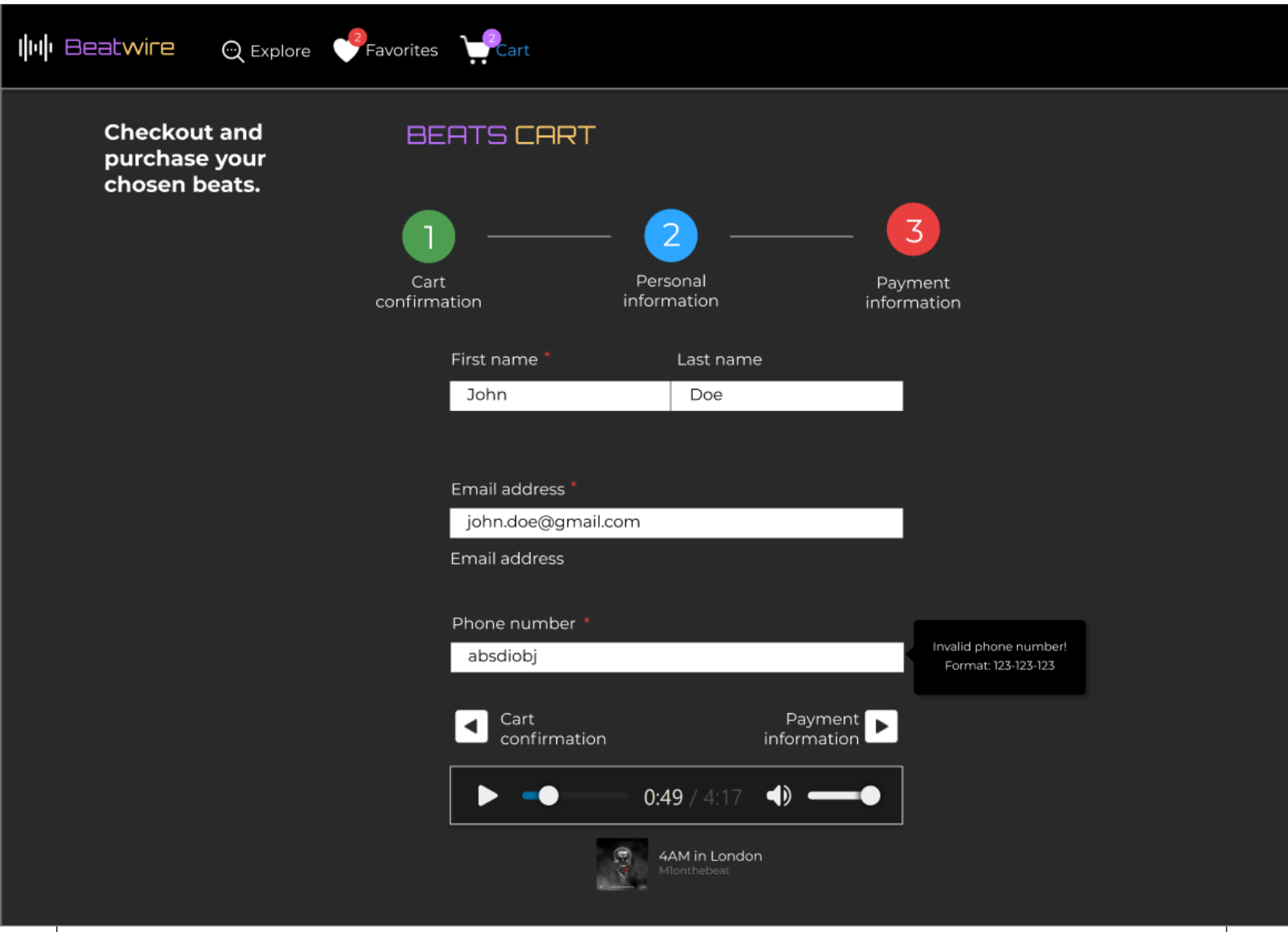

Wireframe 13 – The user clicks on the favorite button of the track that was not in the cart to remove it from the favorites list (interactive process: divergent/convergent exploration) ) (heuristics: familiar language and metaphors; freedom and control; flexibility and efficiency of use; help)



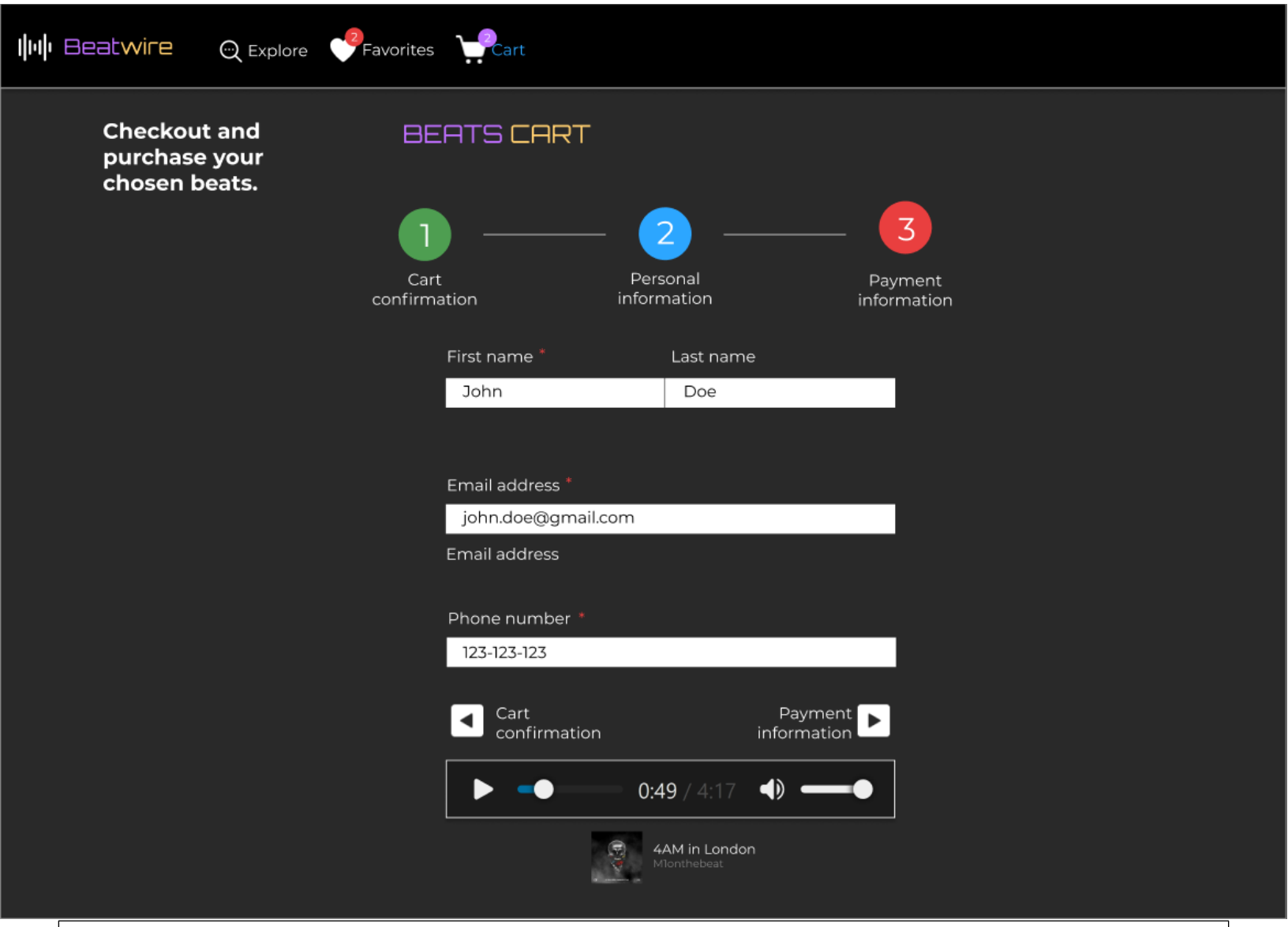

Wireframe 14 – The user navigates to the Cart page. Here we see 3 steps that the user must perform. The first is to verify the cart information. The user can remove items from the cart and view the total price to pay. We have a button at the bottom which allows the user to continue to the personal information section. The user can also clear their cart entirely (interactive process: follow instructions) (heuristics: flexibility and efficiency of use; help)



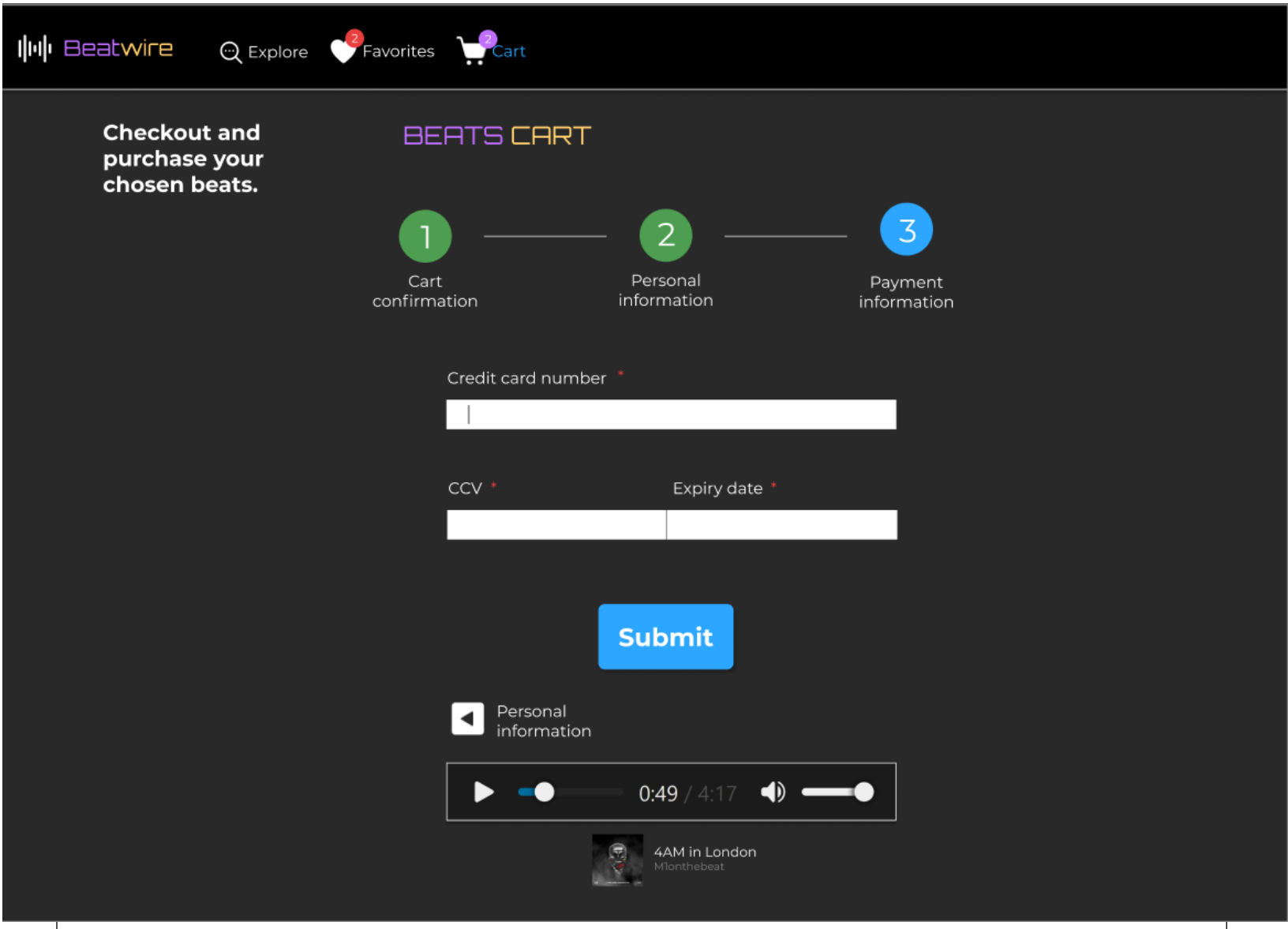

Wireframe 15 – The user clicks on “Personal information” button at the bottom (the right arrow), or the user can alternatively click on the step number at the top. The UI shows a tooltip of the proper phone number format on hover. The user can return to the cart confirmation if they wish using the navigation buttons at the bottom (interactive process: follow instructions) (heuristics: freedom and control; error prevention)



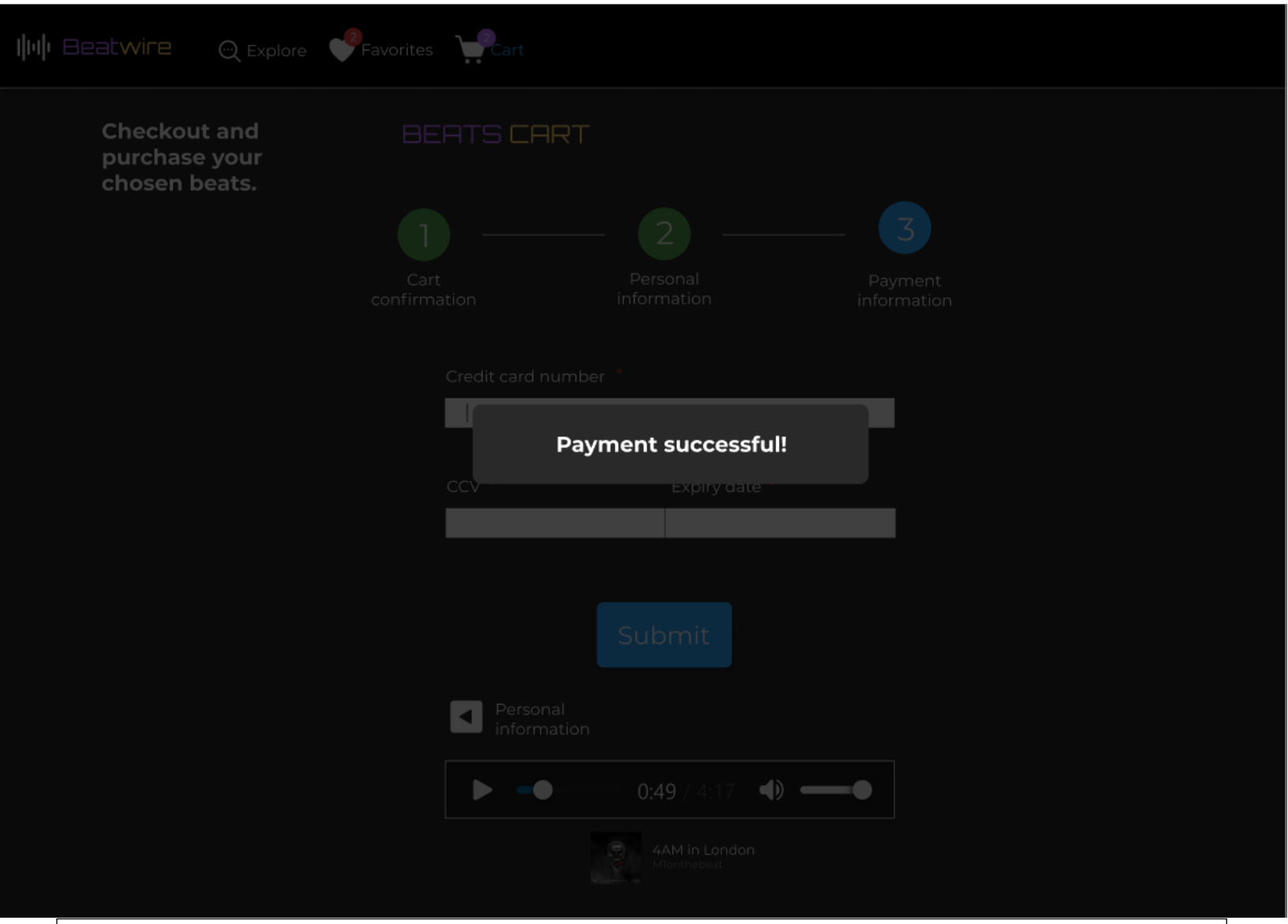

Wireframe 16 – The user tries to enter an invalid phone number and the UI does not allow them to do so. The UI tells the user what the proper phone number format is. If the user clicks “Payment information” the UI will now allow the user to continue to the payment information and will keep asking for a valid phone number (interactive process: follow instructions) (heuristics: clear status; help; error recovery; error prevention)



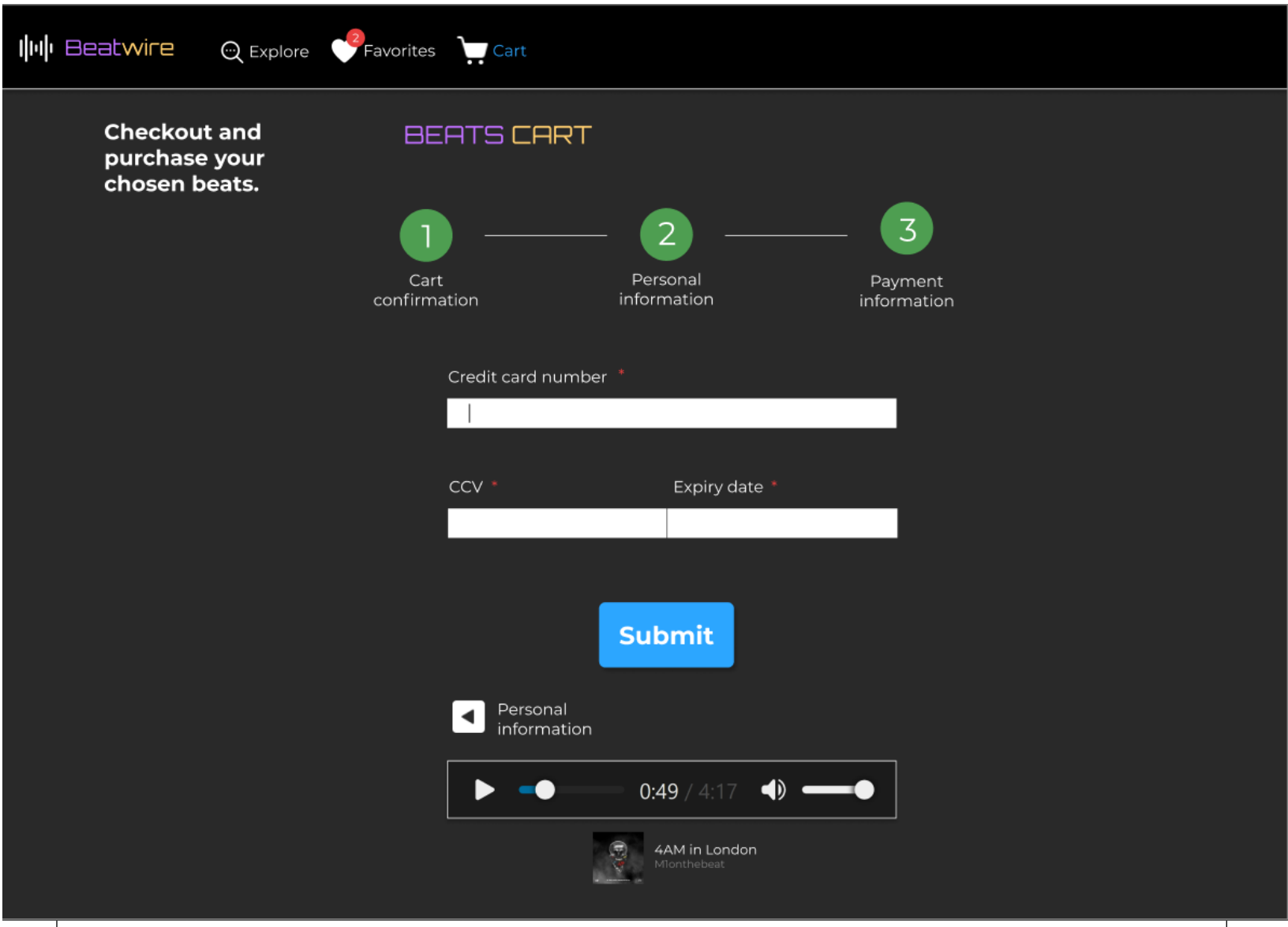

Wireframe 17 – The user enters valid information. They can move on to the next step (interactive process: follow instructions) (heuristics: error prevention)




Wireframe 18 – Once the user enters valid input, they can navigate to the payment information and enter credit card information and submit their payment. the user automatically gets brought back to the website and the cart now has no more items (interactive process: follow instructions)




Wireframe 19 – The user submits the payment and is notified that the payment was successful.




Wireframe 20 – The user is brought back to the website. Now that the user has submitted their payment, the cart gets emptied and the number of items on top of the cart goes away. The “Payment information” circle becomes green (heuristics: consistency; familiar language and metaphors; flexibility and efficiency of use)

**Usability heuristics:**

1. Consistency
    - Consistent colors:
        - Purple is used for any item in the cart.
            - Wireframe 10
        - Red is used for the favorites.
            - Wireframe 9
        - The word “Beats” is in purple on every page as well as in the navbar.
            - Wireframes 1, 12, 20
        - Same icons are used in many places to mean the same thing (favorite button, price tag, cart button).
            - Wireframe 1
    - Consistent fonts:
        - The same font is used for similar actions, and a different font is used for the header of pages.
    - Consistent style:
        - The icons are uniform and have the same overall style.
2. Familiar language and metaphors
    - Simple and familiar, but specific words are used: “Cart information”, “checkout and purchase chosen beats” (wireframe 20); “View and replay your favorite beats” (wireframe 13).
    - Familiar icons are used which are standard in the industry like stars for ratings, shopping cart for cart, heart for favorites, etc.
        - Wireframe 10
3. Simple, aesthetic, and functional design
    - High signal-to-noise ratio. The UI is not crowded, and very simple. There are no unnecessary or distracting items.
    - Pleasant color theme is used that is easy on the eyes, good contrasting between the background and the fonts which are not too strong.
    - Simple color palette:
        - Black, white, grey for background
        - Blue, purple, yellow, red, and green for foreground
    - This is present in every wireframe.
4. Freedom and control
    - The user can undo items such as adding to cart and adding to favorites.
        - Wireframe 13
    - The user can go back in the wizard pattern of the cart page if they wish to change some information.
        - Wireframe 15
    - Center stage pattern used for exploring songs in the landing (“Explore”) page.
        - Wireframe 1
5. Flexibility and efficiency of use

- Frequent operations such as adding items to the cart are easy to perform. In particular, the “add to cart” button is present on every thumbnail. Access to this operation is very easy, and it is present in every page where there is music.
  - Wireframes 1, 13
- The user can remove items from the cart from any page in the UI.
  - Wireframes 1, 13, 14
- Different points of entry: the user can play and pause beats either from the bottom of the page, or from the “Explore” tab. The user can in fact pause or play the track on any page of the UI. The audio controls remain at the bottom of the page. No need to go back to the “Explore” page.
  - Wireframes 1, 13, 14, 20

6. Recognition over recall
   - Cognitive load is limited by using WIMP in the filters. The filters are divided into 3 simple categories.
     - Wireframe 4
   - The filters use checkboxes, sliders, and radio buttons rather than text input.
     - Wireframe 4
   - In the “Explore” section, beats are separated into their respective genres which reduces the cognitive load on the user.
     - Wireframe 4
7. Clear status
   - When the user goes through the steps in the cart, they know exactly what step they are on thanks to the colors of the steps, and the navigation buttons at the bottom which tell them where to go.
     - Wireframe 16
8. Error prevention
   - Input constraints in the cart section. The user needs to input valid inputs, or they cannot continue in the UI.
     - Wireframes 15-17
9. Error recovery
   - Error messages are visible when the user enters invalid text. Error message explanations are clear.
     - Wireframe 16
10. Help
    - Tooltips are present every step of the way, on every page, to guide the user.
      - Wireframes 9, 10, 11, 16
    - There is descriptive text at the top of every page like “Checkout and purchase your chosen beats” for the cart page, to tell the overall user what the purpose of this page is.
      - Wireframes 1, 13, 14