

Company Name / Logo

Rap'IT

08-Apr-21

UX Analysis Team

Neria Katz

Project Background

We're creating a new app to help people discover new music in the RAP industry, with a download option for license-free tracks.

Before launching, we need to figure out how users use the app, and if there are any issues with the user flow.

Goals

Figure out users flow in the app and find issues.

Personas



Dr. Joseff Emdin

Age: 43

Education: PhD in Urban Education

Hometown: New York, NY, USA

Family: Wife and two kids

Occupation: Associate Professor

Google | Proprietary & Confidential

“Education is not memorization. It is the activation of the imagination and a path towards liberation.”

Goals

- To educate the youth
- To bring people together through music

Frustrations

- I want to know that all the music i share with my students is free for use
- I find it hard to find new songs from the community

Dr. Joseff is an Associate Professor of Science Education at the Teachers College. He partnered with the rapper GZA and the website Rap Genius to develop the Science Genius B.A.T.T.L.E.S, which engages students in science through the creation of rap battle competition.

He is looking for ways to share songs with his students without copyright issues, also, he would like to be exposed to new songs in rap music scene.



Andre Romelle Young

Age: 56

Education: John C. Fremont High School

Hometown: Compton, California,, USA

Family: Divorced, three kids

Occupation: Rapper and record producer

“I just want to get my music out and make sure that it's heard in the right way.”

Goals

- Get my music to every ear

Frustrations

- Popular music apps downgrade the quality of the sound to save on bandwidth

Andre is an American rapper, record producer, audio engineer, record executive, and entrepreneur. He is the founder and CEO of Aftermath Entertainment and Beats Electronics, and was previously co-owner and President of Death Row Records. He is looking for a way to share his music with fans with uncompromisable quality.

Study Details

Study Details

Research Questions

Does the user find the app intuitive and easy to use?

Does the user easily find music he likes?

Does the user download any tracks?

Participants

15

4 music producer, 5 rap fans, 3 general music lovers, 3 rap performer

Methodology

Unmoderated usability study

Location: Thailand, Bangkok, in-office.

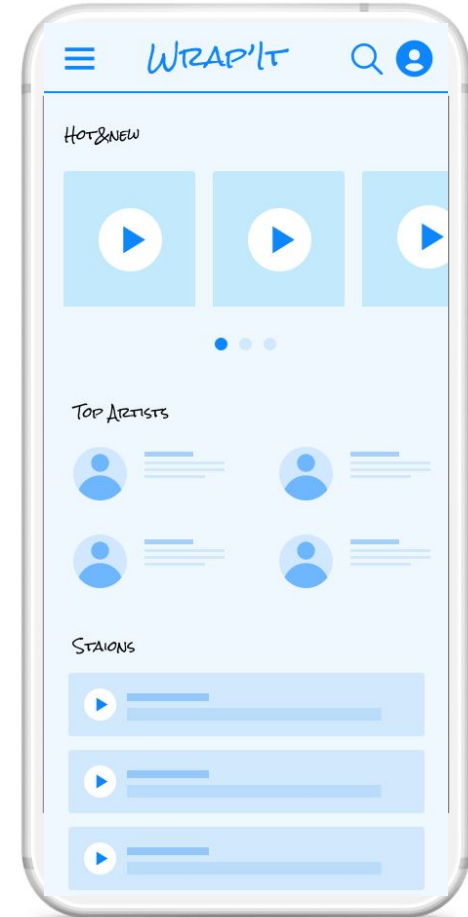
participants will use the app to discover new songs, listen to them, share with friends & download.

Each session will last for about 15 minutes.

Prototype / Design Tested

The Rap'IT prototype app, complete with:

- ❑ Home page
- ❑ Artist page
- ❑ Track page
- ❑ Play track option

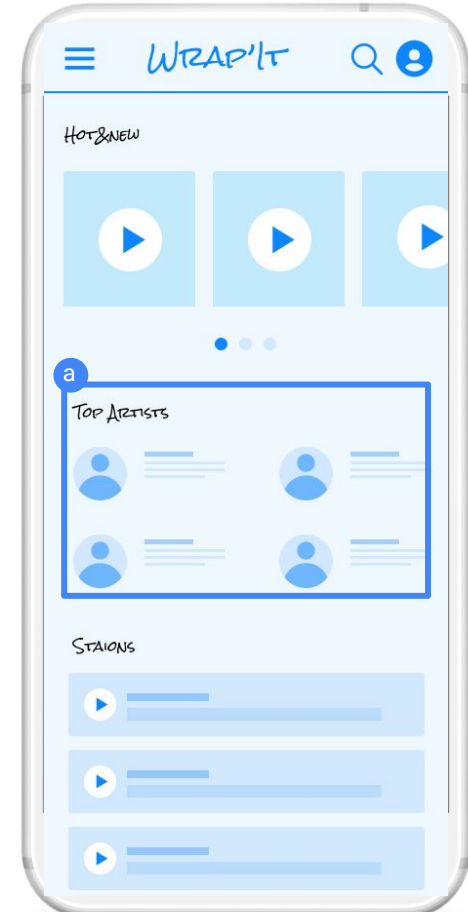


Themes

User had issues navigating the app

- ❑ 4 users had issues finding song license info
- ❑ 4 users didn't get to track page from artist page
- ❑ 5 users didn't get to the artist page at all, and complained about the home page setup

"I found the app very minimalistic and hard to recognise different sections of the app and how to navigate" (P2)



Insights & Recommendations

Research insights

Unable
to find song
license info

Consider creating an icon-based indication of the song license info - with a tooltip showing the full license info

Home page
needs work

Put more time into design implementations and UI approaches for home page layout and user flow

consider an 'on-boarding' process for new users

Artist page
needs work

Put more time into design implementations and UI approaches for artist page layout and user flow

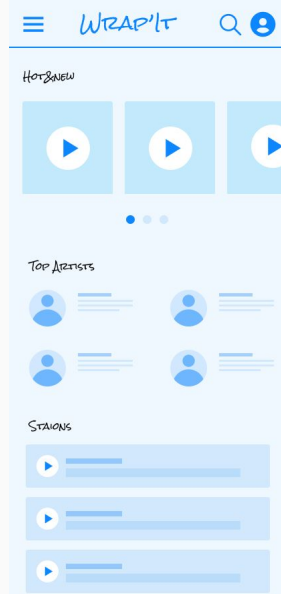
consider an 'on-boarding' process for new users

Recommendations

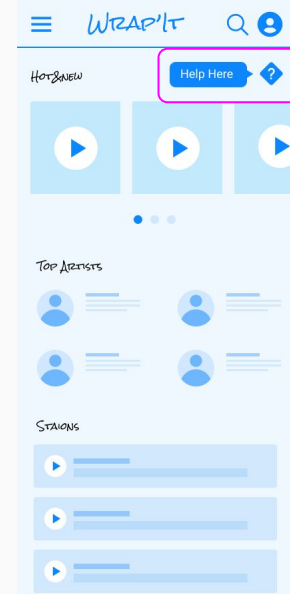
- General work on UI and design
- An 'on-boarding' process for new users
- Create icon based license info indicator on track

An 'on-boarding' process for new users

Before

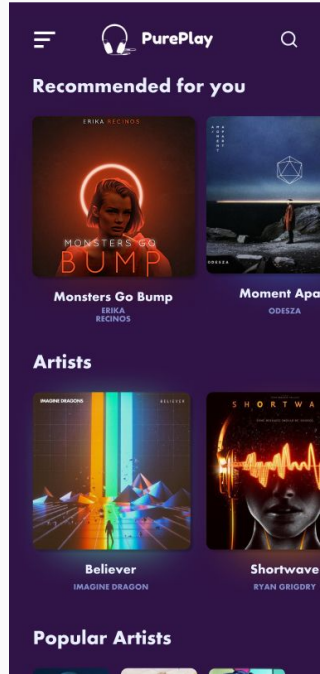


after

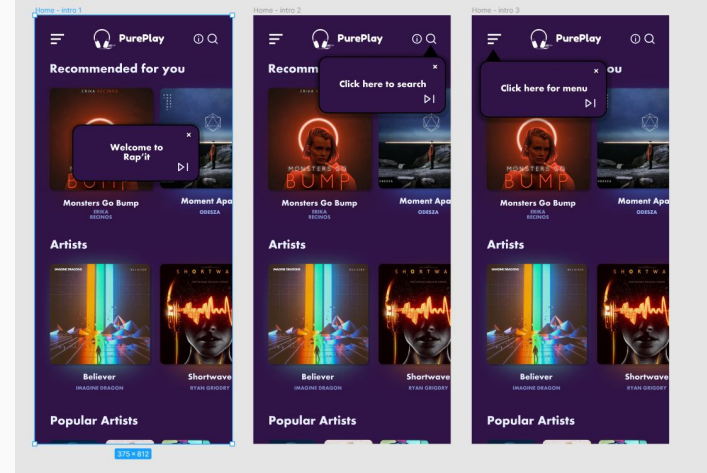


An 'on-boarding' process for new users (High Fidelity)

Before

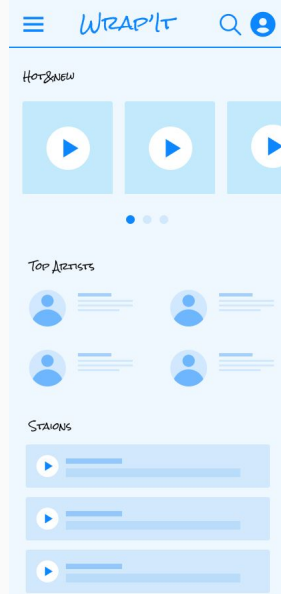


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Create icon based license info indicator on track

Before



after

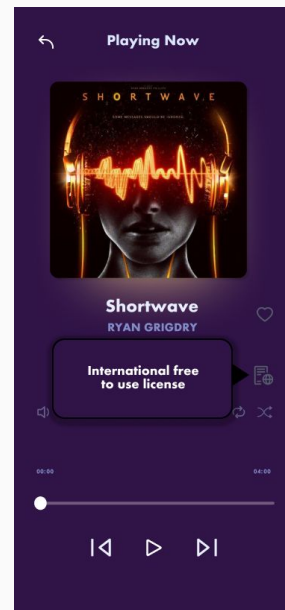


Create icon based license info indicator on track (High Fidelity)

Before



after



Additional research findings

Findings

Further survey research - add playlists creation

Link to prototype

Figma URL

<https://www.figma.com/file/eLhGxjm9egovq95b53iz7l/rap-it?node-id=36%3A13>

Accessibility considerations

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Used alt on images for screen readers

Conclusion

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While working on rap'it app design - i learned how important user research is - and how we can never predicate exact use of the app and user flow

Thank you!