

riffBites

Competitive Analysis: User Experience Research

Nick Martin + Kristi Bryden

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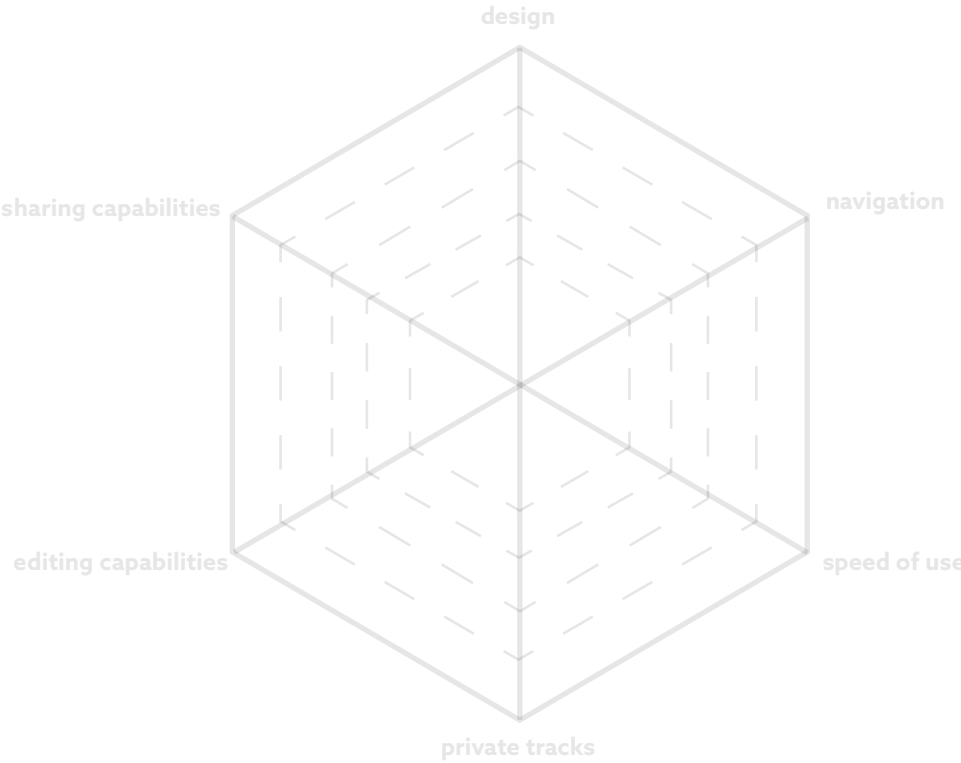
Tier 1 Competitors

- spire
- clyp.it
- soundcloud.com
- bandcamp.com

Key Dimensions

- Design
- Navigation
- Speed of Use
- Private Tracks
- Editing Capabilities
- Sharing Capabilities

details on following page



Design

Are the UI elements conducive to a clean, usable experience? Do they adhere to universal UI trends so that user interaction has little room for confusion?

Navigation

Is navigation clear? Is the site structured in a way so that user knows where they are at what time?

Speed of Use

How long does it take for users to complete minimal interaction? Just uploading/recording a clip on the fly for example? Or some quick edits?

Private Projects

Are users able to designate uploaded content as private or unlisted? Is a pro or premium account required for this?

Editing Capabilities

Do users have the ability to edit/add to uploaded content? Can users upload a work in progress that can later be modified? Is a pro or premium account required for this?

Sharing Capabilities

Are users able to share their uploaded content? Can they do so with a private team? How clear and easy is this process?

spire

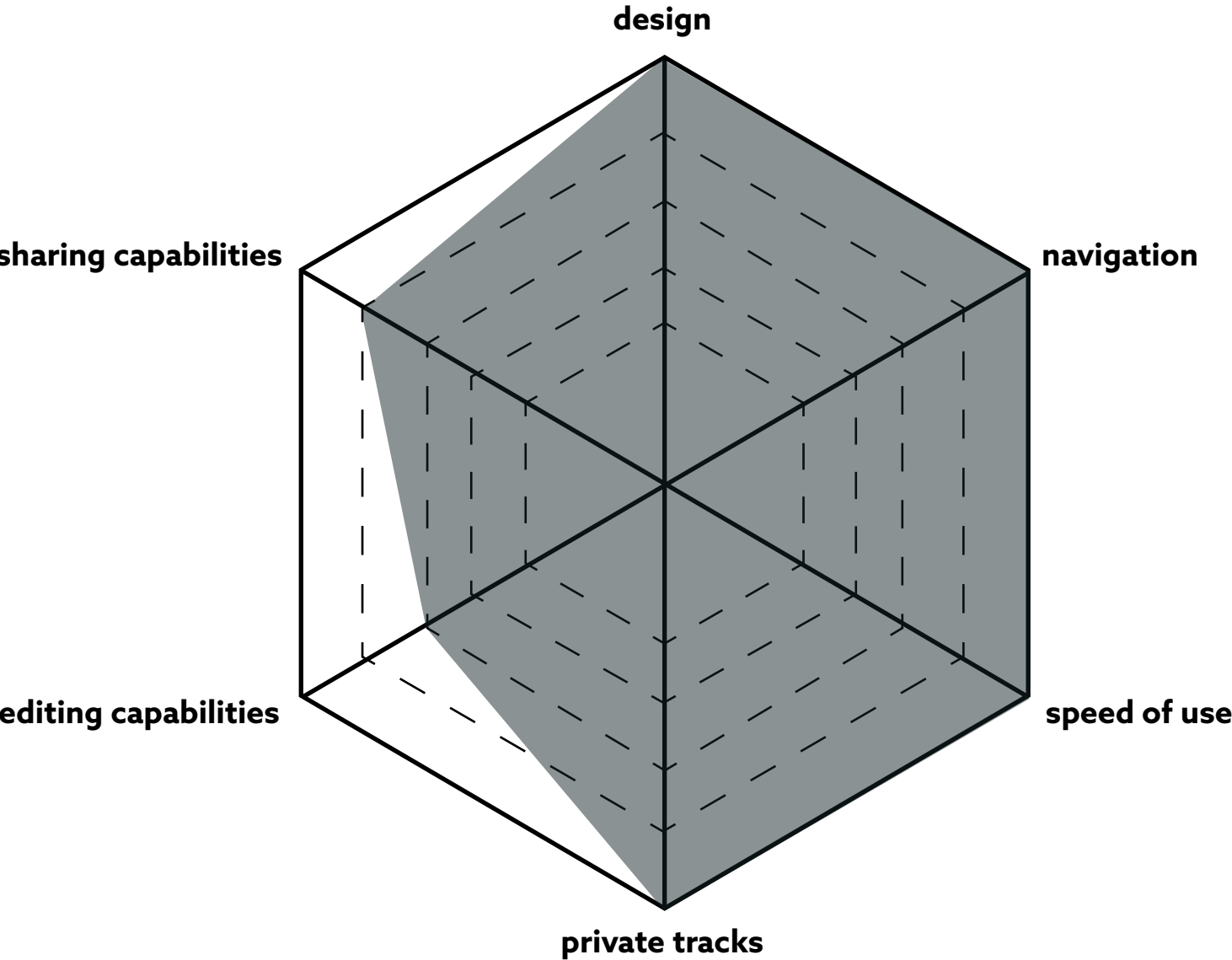
Spire is definitely at the tip-top of our Tier 1 Competitors, as the application is almost identical in nature to what we are envisioning for riffBites. As such, identifying white space opportunities was a bit of a challenge, but is absolutely paramount with this particular competitor.

Spire’s foundation is an iOS application on which users can record multiple tracks, mix those tracks, and then share for collaboration, presumably with other Spire users. While basic recording and collaborative features are available through the app alone, Spire encourages the purchase of its proprietary studio hardware, which they retail for \$350. Recording through this hardware allows for advanced editing capabilities and effects, direct input of instruments, as well as a microphone superior to those built into a phone. However, the fact that these features require the purchase of hardware is why Spire loses points in this area, and is an opportunity of which riffBites can take advantage.

The application is incredibly easy-to-use and allows even novice users to quickly record and share as there are very few screens/states to navigate. It goes without saying that Spire is a formidable competitor which will be explored thoroughly throughout design and development of riffBites. In fact, it is recommended that we arrange user testing for this application to help identify additional, more detailed white space opportunities.

Another area in which Spire loses points, and though this is minimal, is its sharing capabilities. While it is indeed focused on sharing with internal team members, it doesn’t appear to have any posting options beyond Soundcloud.

visit site

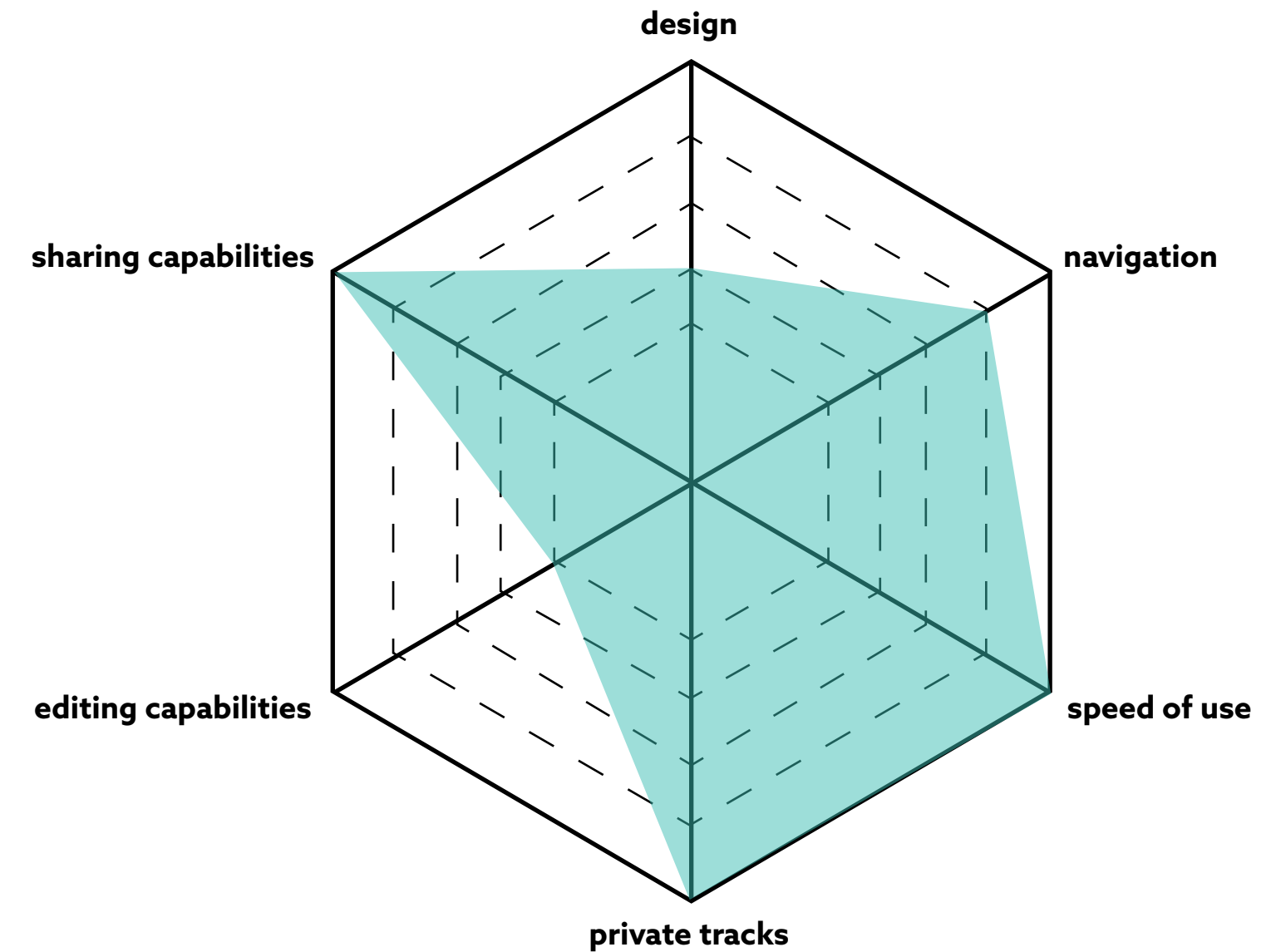


clyp.it

Clyp.it is a close second to Spire, as their product is exceedingly similar, but with less features, particularly those that relate to collaboration. Potential users of the site/app are able to upload audio clips of various formats, as well record them directly with the included recorder feature. Users needn't create account to do this (recorded clips have a unique link for 24 hours), but if they do, they have a profile to which they can store public or unlisted clips. After this, they are then able to share the clips by embedding the link or via social media. There are no editing capabilities for uploaded content; just a simple upload and share feature. As such, we expect this to be a large white space opportunity.

Design wise, clyp.it has a very clean interface and simple site structure that's easy to get around on. There isn't much confusion as to where the user is at any given point, and again, this is likely due to it's simplicity. Using the upload/recorder as a modal is thoughtful design choice in this regard.

visit site



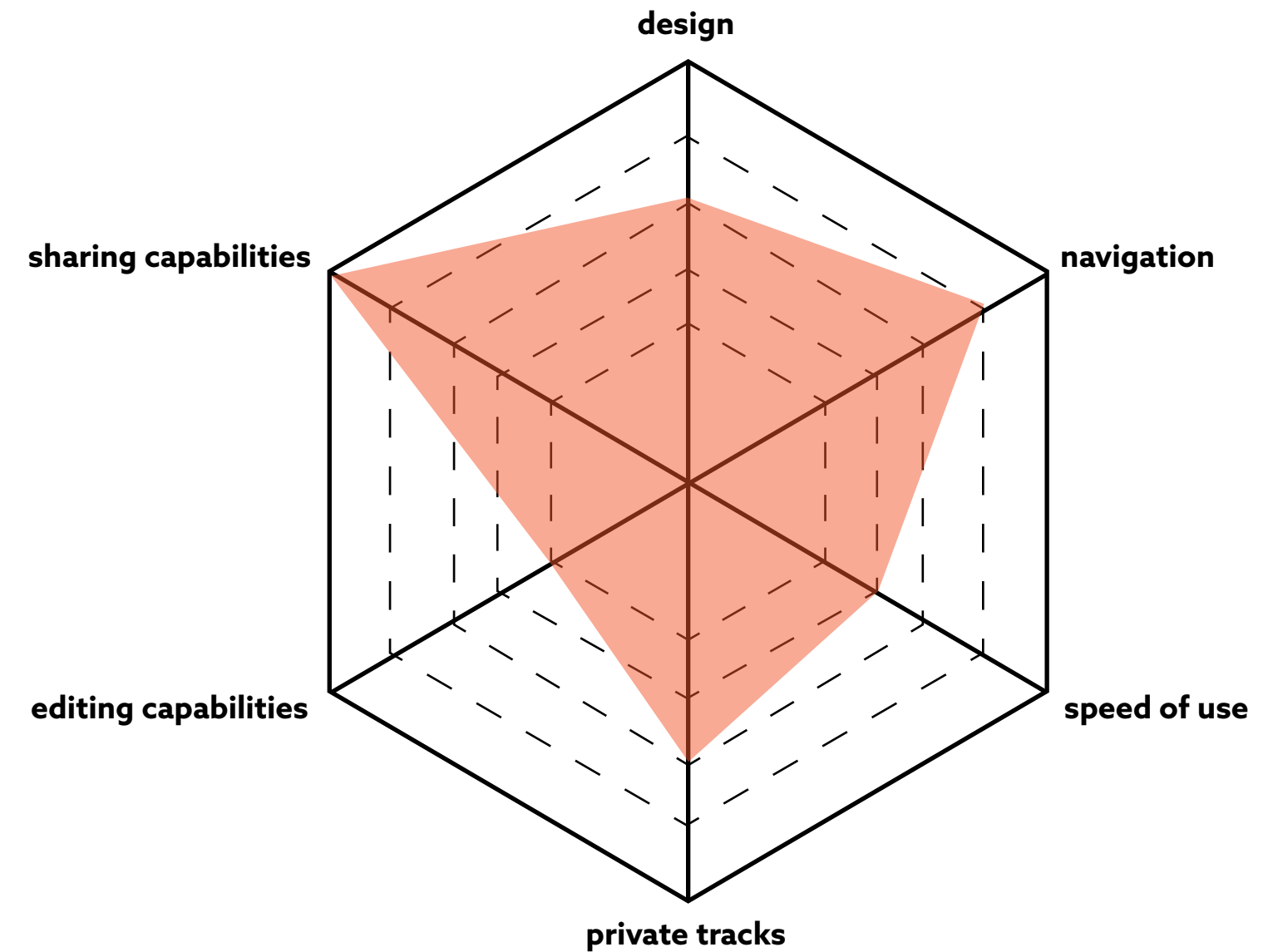
soundcloud.com

Soundcloud is arguably one of, if not the most popular application on which users can submit audio content. Given this popularity, it is often the platform of choice for many artists as they feel they can reach a larger audience. However, Soundcloud is focused primarily on just uploading tracks to a profile, or rather a band page from which to share content, as opposed to being a collaborative space where bandmates can work on songs in progress.

While many features of Soundcloud are available for free, numerous additional ones lay beyond a pro or premium account, both of which require a subscription. What appears to be most affected by this are how many tracks one can upload, which looks to be 180 minutes for free.

Lastly, Soundcloud doesn't appear to have any editing capabilities for any uploaded tracks, nor does it have any kind of recording feature. Instead, Soundcloud recommends using a product called Spire for recording artists. Though this is an outside product that works best when used with their proprietary hardware, the iOS application should be considered a careful case study in and of itself, which is why it is included in this analysis (see first).

[visit site](#)



bandcamp.com

Bandcamp is becoming an increasingly popular platform for artists to utilize in the distribution of their music. The reason being I think largely lies in their ability to manage a band's online presence beyond just their music. They can upload tracks or full albums, and then decide whether they want that content to be free, or cost money. If they go with the latter, Bandcamp takes a 15% cut. They can also offer merchandise through this site as well, so yeah, pretty much managing a lot of what a band needs to manage.

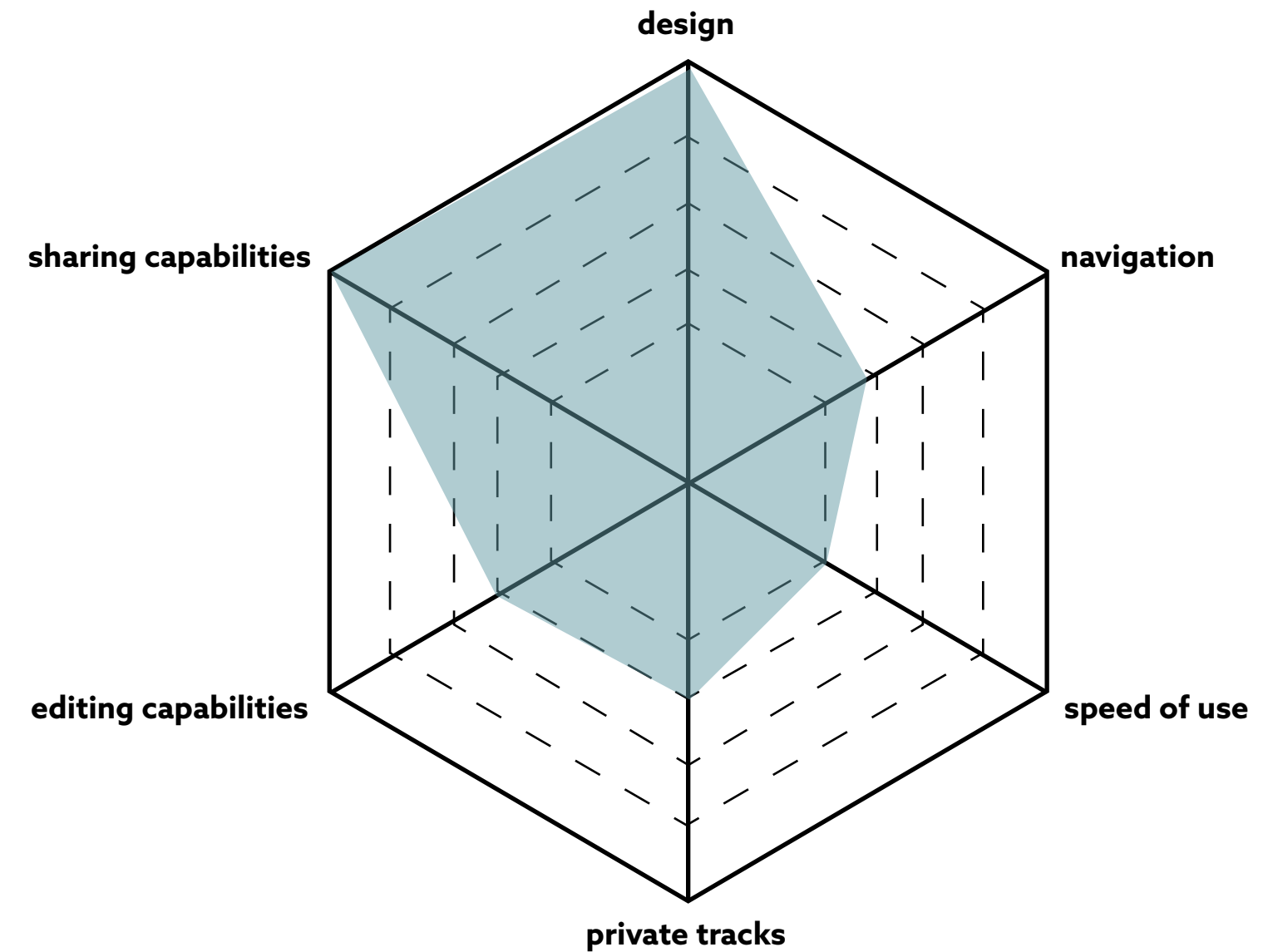
Additionally, artists have the ability to create custom web pages for their band which they can then easily share.

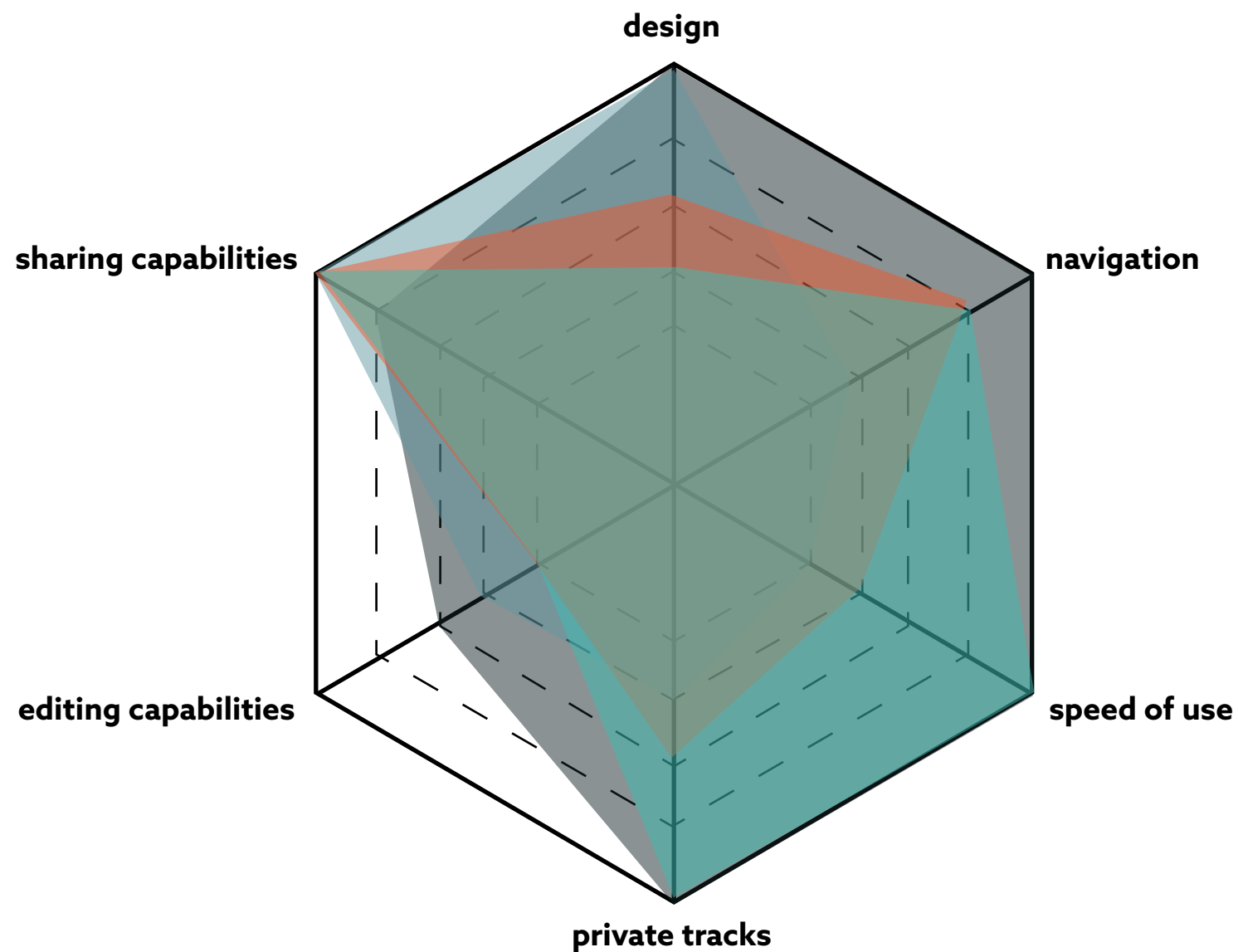
The site itself however, is not geared towards works in progress, so much as it is finished projects, so it's great for when your tracks are done and ready for distribution.

As for private projects that aren't ready for release, it took a little digging to learn that a pro account (\$10/month) is required for this feature. Because it requires this, and because it took so much digging, Bandcamp got low points in this area.

While the UI is mostly intuitive, I got pretty frustrated trying to figure out how to upload music. I actually had to leave the site and ask Google how to do this, which still didn't provide clear answers. Upon returning to the site, I realized that I actually had to create an artist account, as opposed to that of a fan, which I must have signed up for a while back.

[visit site](https://bandcamp.com)





Combined Dimensions

white space opportunities

The majority of our opportunities with riffBites are going to lay in the site/application's ability to facilitate editing and collaboration. Looking at our top competitor, Spire, we can see that advanced editing is dependent on purchasing a \$350 piece of hardware, and it is here that riffBites can pull ahead, by allowing similar features within the application.

Additionally, we need to ensure that our design facilitates quick use, in which users can upload, edit, iterate and share within as few screens as possible. If an account is required, this too should be done with little impact to the primary goal of the user, which is to upload and collaborate.

There will also need to be clear assurance that what the user is posting is private unless otherwise shared outside of the internal collaboration team. These states will need to be abundantly clear so there is no room for confusion as to the status of the project(s).

Lastly, UI and navigation should lean on universal trends, but also be rendered in a way that builds trust on behalf of the user, and provides a simple enough interface that artists who are less technologically savvy can approach. Pages should be minimal, again, to mitigate confusion as to location of the user or state of the site/application.