

NetEase Cloud Music

Case Study

(2017)

1. Research Questions

01

What are the selling points of NetEase Cloud Music on its functional design and user experience?

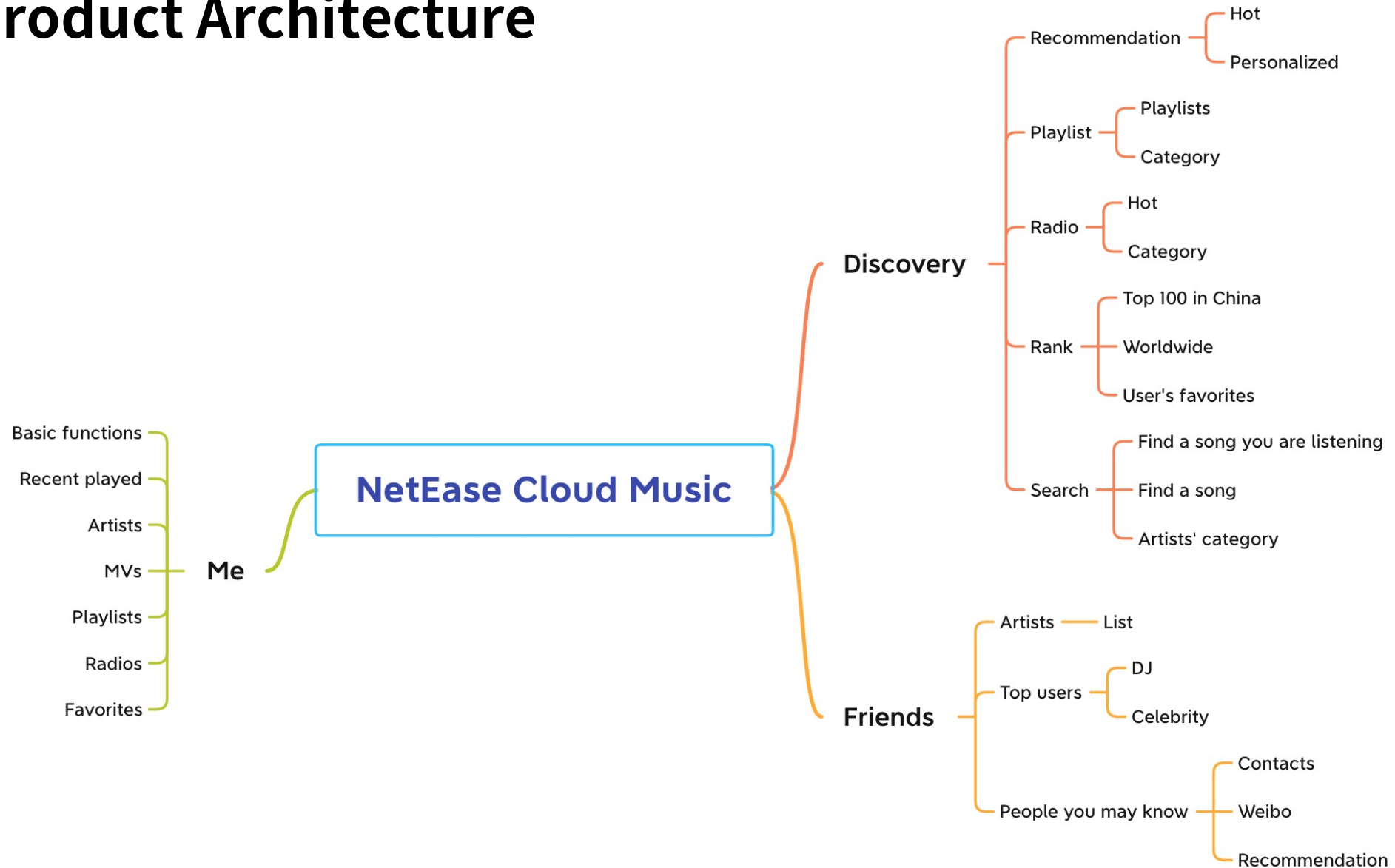
02

What's the differences between NetEase Cloud Music and QQ Music in user experience?

03

In what aspects of NetEase are there yet to be improved or enhanced?

2. Product Architecture



3. Users



High income, living in big cities

ACCORDING TO GATHERED IN 2014, USERS ARE MOSTLY FROM BEIJING, SHANGHAI, CHENGDU AND HANGZHOU, OVER 25% OF WHICH RECEIVING 10,000 YUAN PER MONTH



Young People

THE GENERATIONS AFTER 85S ACCOUNT FOR 85% OF THE TOTAL USERS



Mostly Female

FEMALE USERS MAKE UP 62% OF THE TOTAL USERS

4. Advantage in Function Design

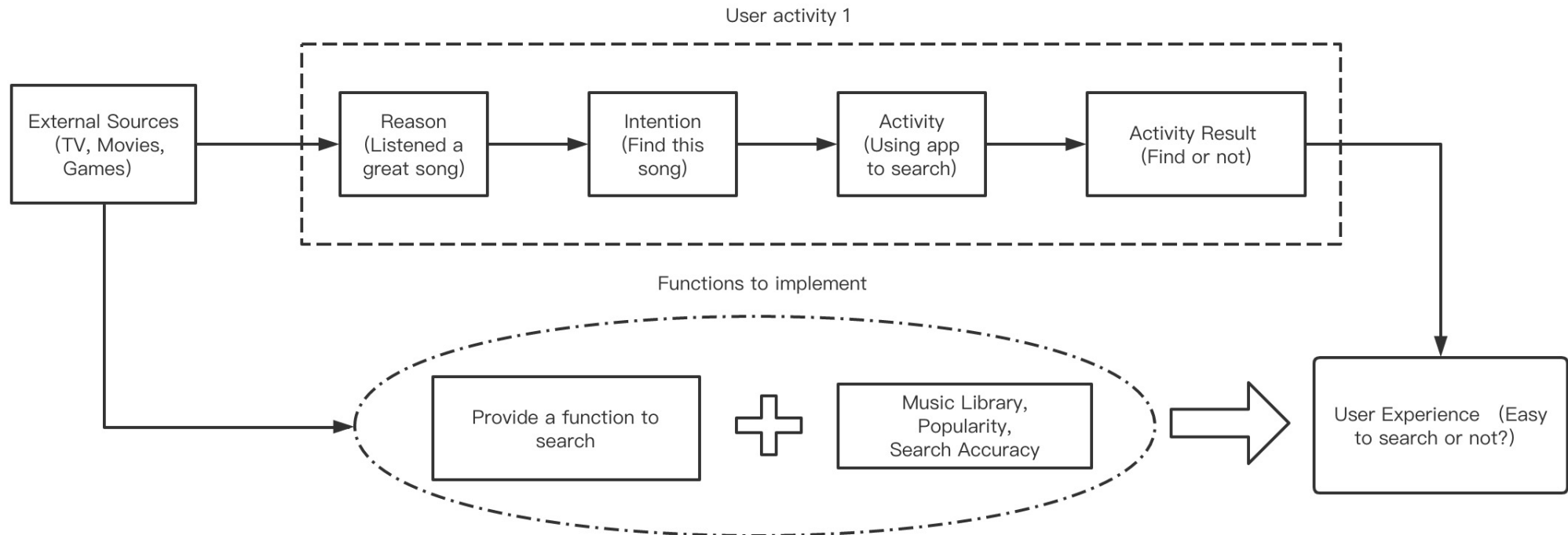
4.1.1 Provide users with personalized recommendations

Type 1 user behavior model:

finding certain scenario music through key words

Work focus:

- Improve the search convenience and precision
- Increase library size
- Spot out the popular elements and heats in target users

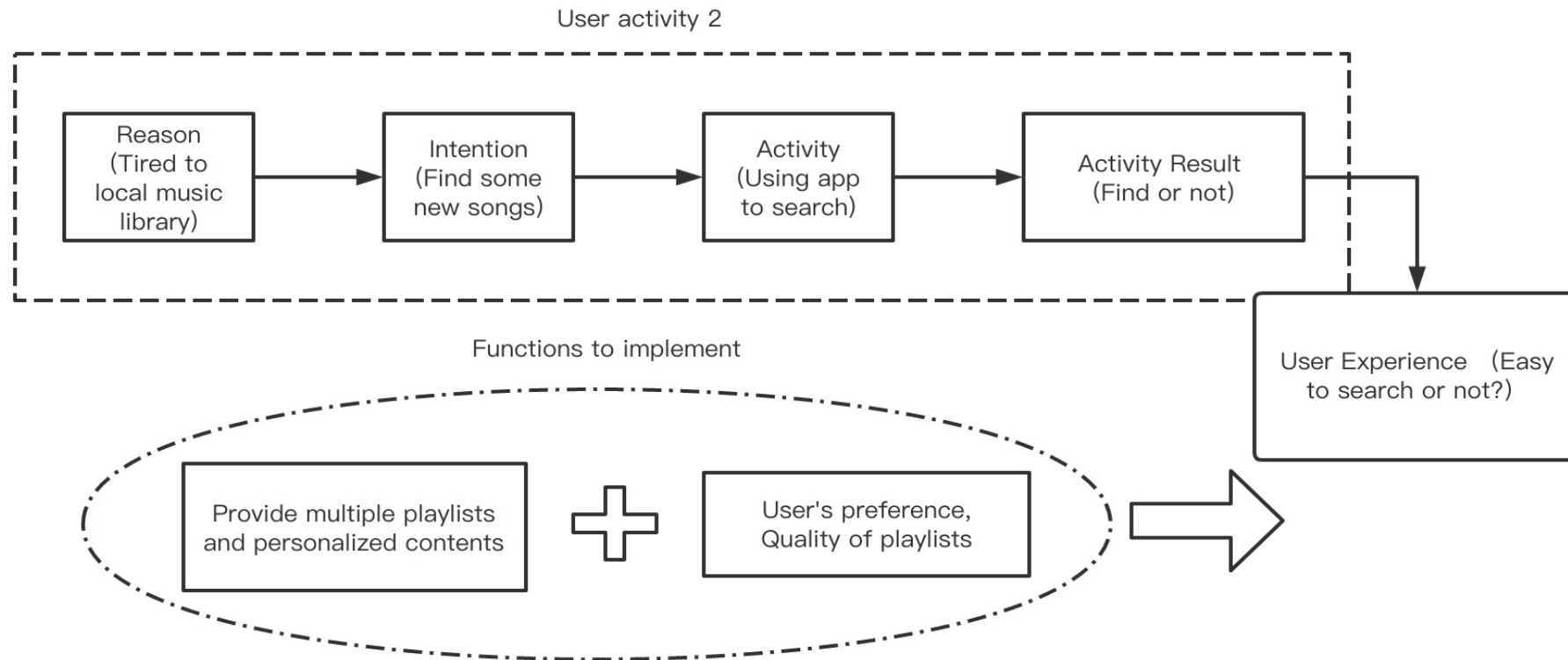


4.1.2 Provide Users with Finest Personalized Recommendations

Type 2 user behavior model:
getting bored of local library and desire for something new

Work focus:

- Based on users' local library and listening habit, analyze their listening preferences and then make accurate recommendation
- Make a personalized recommendation for users of various preferences



4.2 Running FM Mode Serve for More Scenarios

Running FM feature based on its previous two models and getting more considering for users (e.g., how can one find new songs when both hands are full?). **FM** will be able to automatically choose or switch songs with suitable rhythm according to the user's stride and pace, so to create a product that could demonstrate scenario model to its fullest.

For example, in the right-hand picture, a soothing song like “Through the Rain” is recommended for the user when pacing is slow.



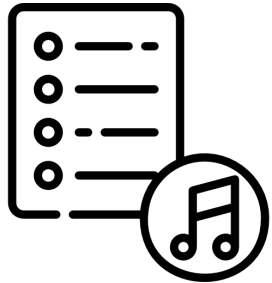
5. Comparison in User Experience



Boooo! NetEase Cloud Music doesn't have Jay Chou's songs!



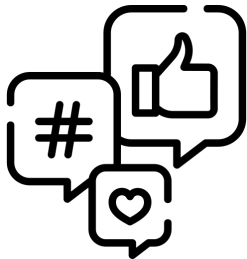
74% of the respondents think QQ Music owns a larger and more well-round music library and it's easier to find songs



QQ Music doesn't really get me, and its algorithm is so lame.



81% of respondents think the personalized recommendation on NetEase Cloud Music is better. It knows what they want to listen.



It must be NetEase Music, everybody know it!



66% of respondents believe the community on NetEase Cloud Music is more active and there are more independent artists on it

6. Improvement

6.1 The layout of its identify songs feature should be more in accordance with user's habits

With the identify songs feature in the secondary menu, it is not very convenient for the user to find it (such as the left-hand picture), which requires additional steps to find it.

Integrated the feature into the search bar (such as the right-hand picture), it not only could reduce steps, but also improves user satisfaction in finding songs, which is more in line with user psychology.



6.2 Private FM Should be More Integrated With more Scenarios



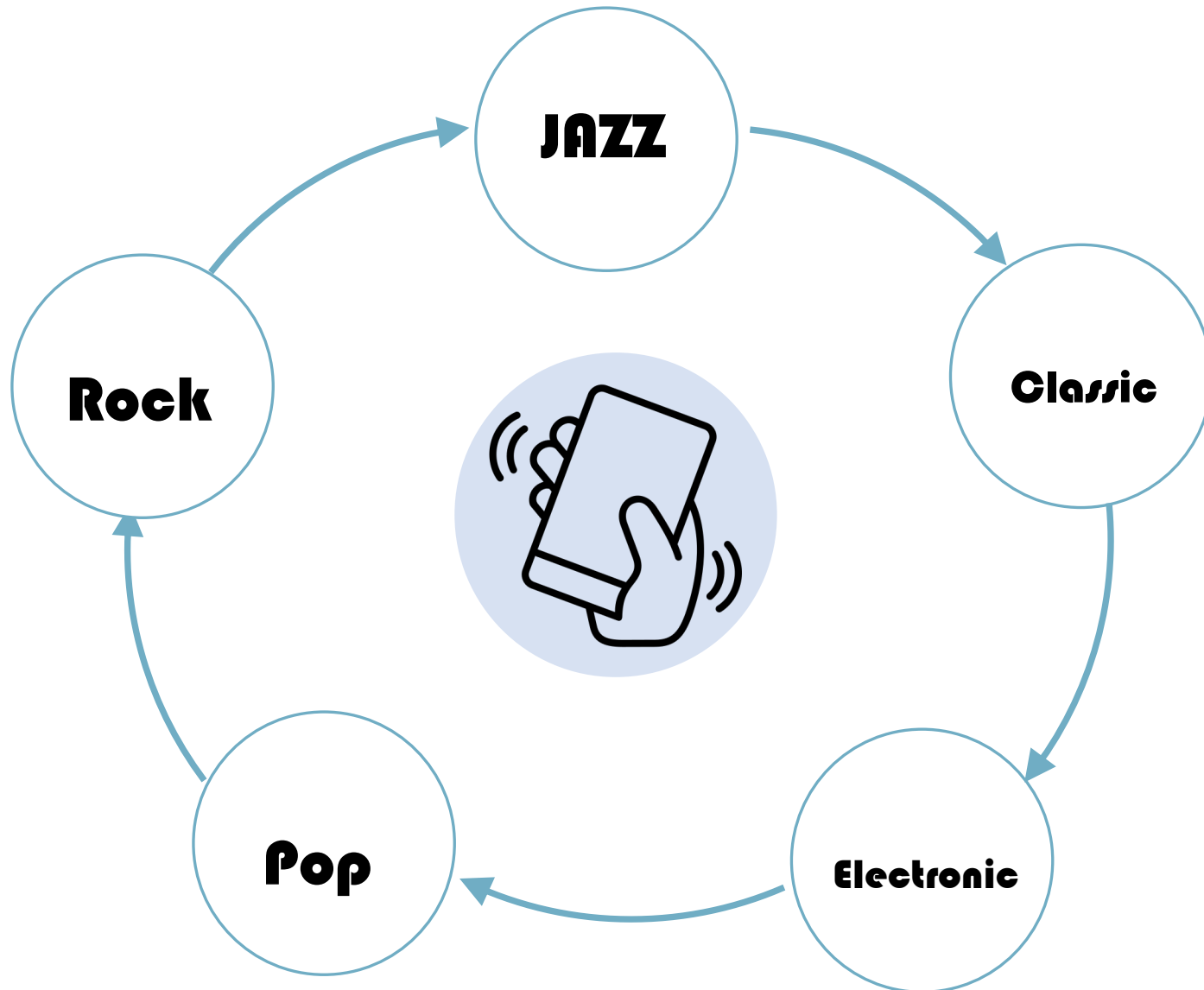
Understand that user's listening preferences are diverse, and it is not possible that one would listen to the same genre all the time.

According to my research, users is changing their music preferences in different scenarios, such as they tend to listen to music with strong beats during work, and they may prefer to listen to pure music during lunch breaks or before bedtime.

I think NetEase Cloud Music should give users the right to switch genres within their preferred range of music types as the environment changes, **such as switching genres by shaking their phone.**

This suggestion can also be easily demonstrated by a classic example, the Coolidge effect, when it becomes more and more difficult for a ram to climax while a ram that continues to mate with a different ewe reaches climax at the same time. **In other words, freshness can make stimulus and excitement for a certain kind of things maintaining at a high level.**

6.2.1 Shake Phone to Switch Genre



7. Summary

Through this simple research, I found that there is actually a whole set of research on user behavior behind a simple music software. It is achieved through understanding the user, building a user-oriented model, and then continuously optimizing to enhance the user's feelings.

Unfortunately, due to my own capabilities as a person alone, I cannot specifically assess whether their UX/UI design perfectly follows their complete set of models in terms of interaction design. I hope that in the future, I will have the opportunity to know more research methods, expand the sample size and conduct more in-depth research.

