

REDESIGN

SOUND CLOUD



2023

Revision II



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OVERVIEW

Soundcloud is a music platform that has been around since 2008 and the website has had minor changes since then. At first glance, the website seems outdated and lacking compared to it's competitors such as Spotify or Apple Music.

The primary goal of this project is to revitalize the visual appeal and user experience of the SoundCloud website. While the current platform is functional and has many features that are intended for artists and listeners, it does not have intuitive design that directs users to key functions of the website.

This new concept is more in-line with industry standard music streaming platforms such as Spotify and Apple Music. Redesigning the platform will enhance user experience by streamlining navigation, boosting user engagement, and providing a refreshed aesthetic.

OBJECTIVES

The purpose of this project is to develop a coherent and consistent brand identity through both the web player and application. In order to do that, we first started with a competitive analysis, then moved on to user interviews and wireframing. We were able to gain user insight on the platform and it's competitors through the user interviews to facilitate our design choices moving forward. Once those stages are finished we began with the actual design process. There is currently a lack of consistency between the website and application version of the platform. We focused on matching the user interface of the website with the app, as we found through our interviews that users were more active on the Soundcloud app than the website.



TEAM MEMBERS

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Design Team: Elizabeth Kim, Rachel Gordon, Tracy Ho

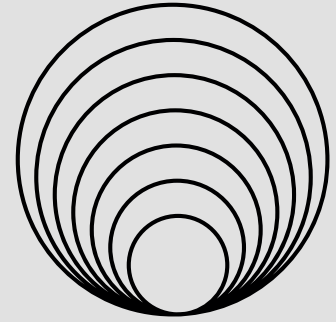
Research Team: Kasey Keeler, Jeremy Wagner

USER STORIES

- As a user, I like using SoundCloud to look for underground artists that other streaming platforms do not host.
- As a user, I prefer using platforms that allow me to support freelance artists.
- As a user, I prefer using Spotify for music streaming since I can access both music and podcasts on the same platform.
- As a user, I prefer using Spotify for music streaming because it has an easy to use interface that still shows all necessary functions.



PRIMARY DELIVERABLES



COMPETITIVE ANALYSIS

Includes an analysis on Spotify, Apple Music, and YouTube Music.



USER INTERVIEWS

Google Forms that have taken responses.



WIREFRAMING

A basic sketch of our visuals.



HIGH-FIDELITY MOCK-UPS

Visualized mock-ups of our designs.

INTENDED GOALS

MUSIC POSTER / QR CODES (TANGIBLE)

“As a user, I want to be able to promote my music or share my profile on posters so that it is easily accessible for my audience.”

CREATING PERSONAL PLAYLISTS (INDIVIDUAL)

“As a user, I want to be able to curate my own personal playlists and also have songs that are recommended to me based on my liked music.”

FOLLOWING OTHER USERS/ARTISTS (SOCIAL)

“As a user, I want to be able to easily search for artists I want to keep up with and friends I want to connect with.”

PLAYING MUSIC (DIGITAL)

“As a user, I want to be able to play, pause, skip, or shuffle music as I please without any disruptions or difficulties”

COMPETITIVE ANALYSIS

This competitive analysis aims to delve into the desktop user interfaces of three major players in the music streaming industry—Spotify, Apple Music, and YouTube Music—in comparison to our focal platform, SoundCloud. By critically examining the distinctive features of each, we aim to gain valuable insights that can help us create a much better user experience for the SoundCloud web player.

GENERAL INFORMATION

Company Name	Competitor Type (Direct or Indirect)	Product Offering	Price	Website
Spotify	Direct	Music/Podcast Streaming	\$10.99/month (Individual)	https://open.spotify.com/?
Apple Music	Direct	Music/Podcast Streaming	\$10.99/month (Individual)	https://music.apple.com/us/browse
YouTube Music	Direct	Music, Music Video, and Podcast Streaming	\$10.99/month (Individual)	https://music.youtube.com/

COMPETITIVE ANALYSIS CONT.

FIRST IMPRESSIONS

Company Name	Desktop Website Experience
Spotify	Very modular; window panes of similar content grouped together. Easy to navigate and understand. A lot of swim lanes used for different genres and music/podcast recommendations. Sidebar navigation with liked music and custom playlists. Music player at the bottom.
Apple Music	Sidebar navigation, with dropdown links and various categories. Features different swimlanes based on recommendations and genres. Bombarded with Apple Music sign-up ads and banners for a free trial. Music player at the top.
YouTube Music	Greeted with songs recommended from YouTube history. Also features sidebar navigation with custom playlists and liked music. Various swim lanes for music genres, recommendations, and even music videos. Very similar to the previous competitors. Music player at the bottom.

COMPETITIVE ANALYSIS CONT.

INTERACTION

Company Name	Features	Accessibility
Spotify	Search Bar, Custom Playlists, Friends list, daily mixes (Spotify offers six Daily Mix playlists that are tailored to users' listening habits). Lyrics can be displayed for certain songs.	High Contrast colors, Clothes available for men, women, and children, sitemap
Apple Music	Search Bar, custom Playlists, Radio, music player, "Just Ask Siri" playlists.	Voice over, zoom, invert colors, mono audio, speak auto-text
YouTube Music	Search bar, genre navigation buttons, music videos, screencasting, and recommended albums and playlists from the community.	Screen reader support, customizable text, color contrast.

INTERVIEW QUESTIONS



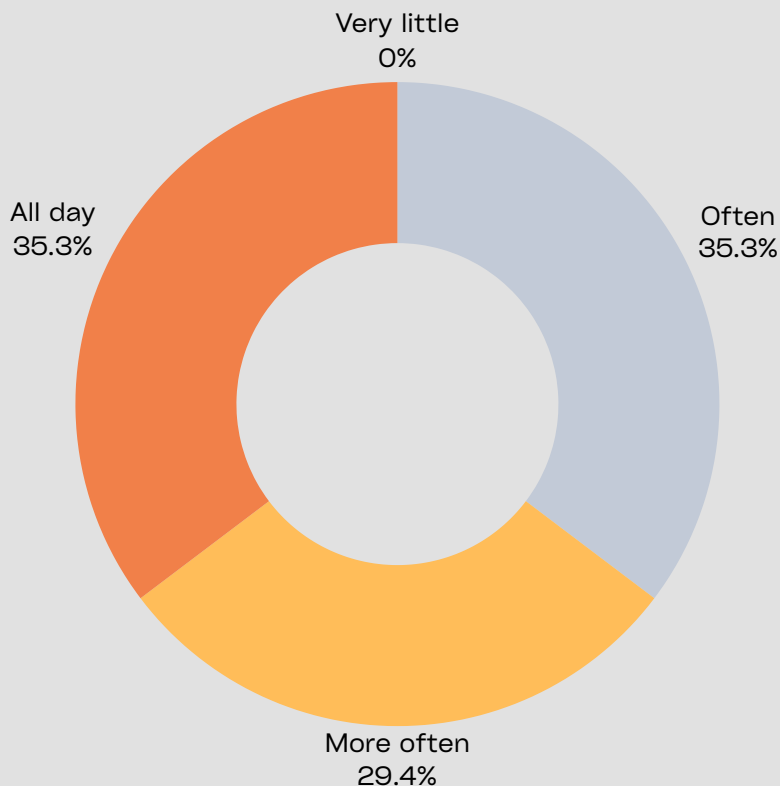
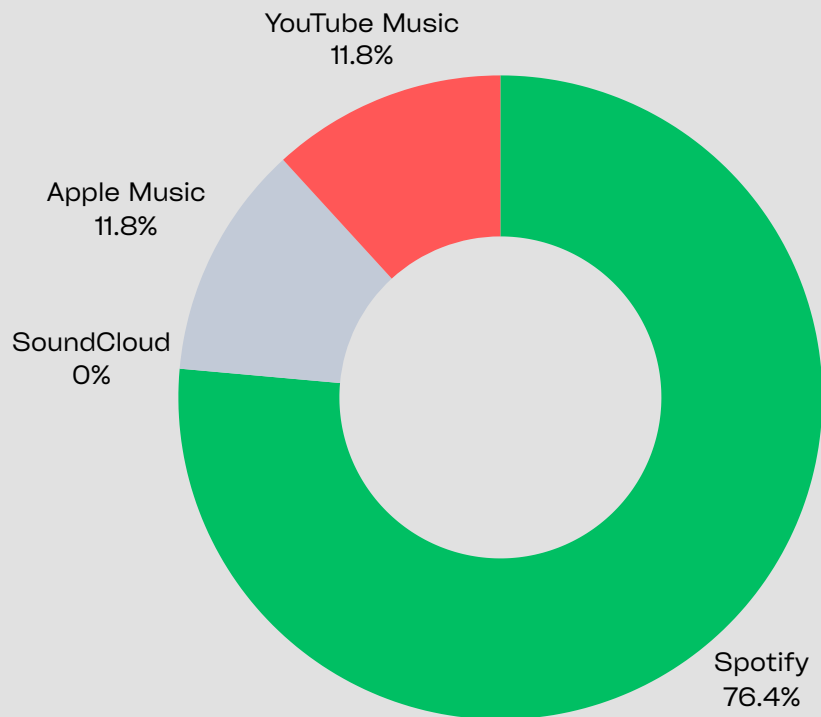
1. What is your name?
2. What is/are your major(s) and minor(s)?
3. What music streaming service do you primarily use?
4. What are the pros about using that platform?
5. What are the cons about that platform?
6. How often do you listen to music on that preferred platform each day?
7. What genre(s) of music do you listen to?
8. Have you ever listened to music on SoundCloud?
9. Have you ever/do you currently pay for SoundCloud Premium?
10. What specifically do you use SoundCloud for?(if applicable)
11. Do you use the SoundCloud mobile or web player more often? (if applicable)
12. What are the pros of using the SoundCloud web player? (if applicable)
13. What are the cons of using the SoundCloud web player? (if applicable)

INTERVIEW RESULTS



Here are select stats we recieved from 17 survey responses:

What music streaming service do you primarily use?

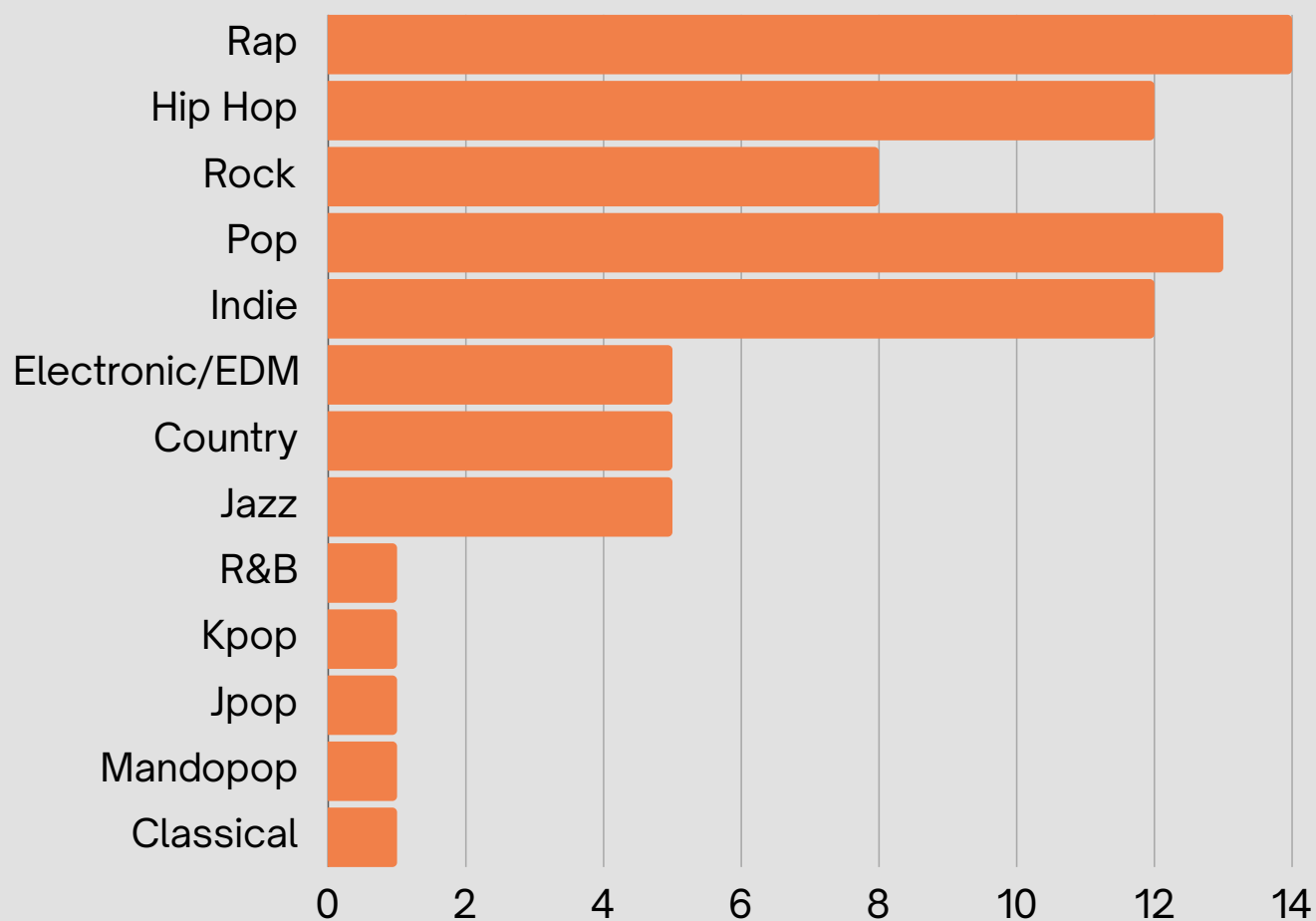


How often do you listen to music on that preferred platform each day?

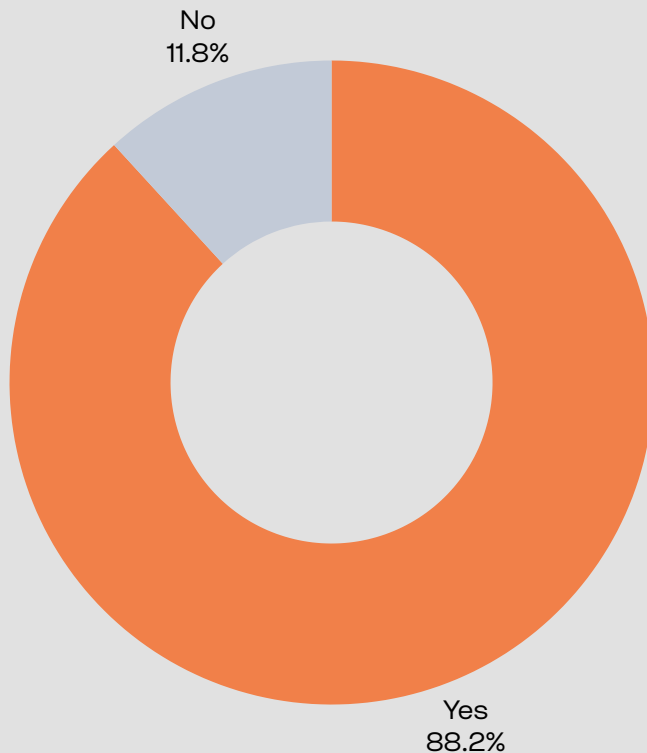


INTERVIEW RESULTS CONT.

What genre(s) of music do you listen to?

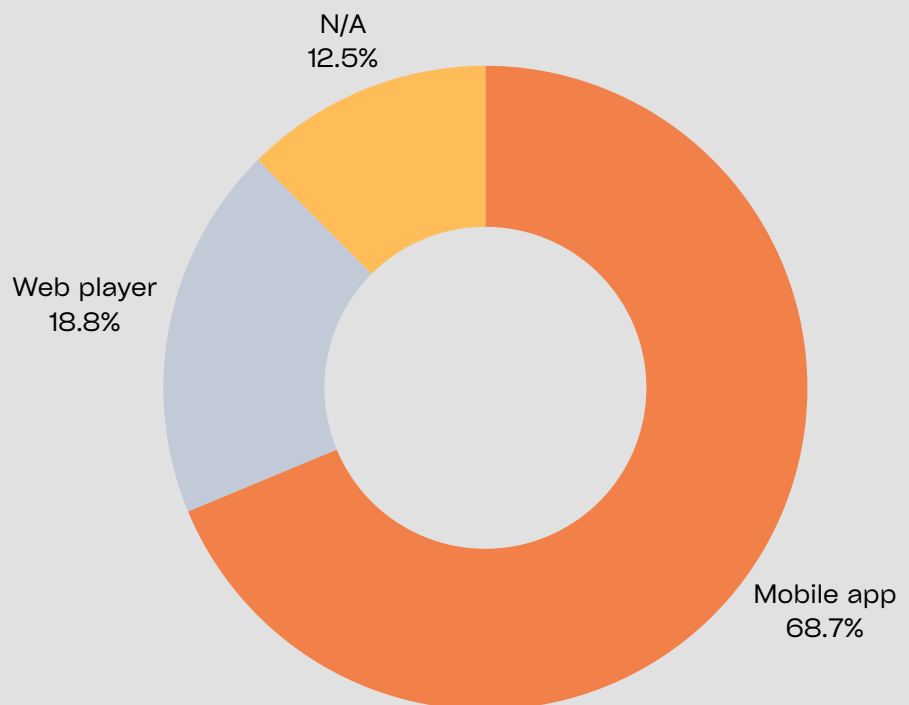


INTERVIEW RESULTS CONT.



Have you ever listened to music on SoundCloud?

Do you use the SoundCloud mobile app or web player more often? (if applicable)



PRIMARY USER PERSONAS



RYAN ELLSON

Avid SoundCloud User

RAP

EDM

ABOUT ME

Ryan Ellson is a 24 year old who loves to listen to music in his free time. He mostly listens to rap on SoundCloud and has been using the platform for about 6 years now. He uses the site to listen to his favorite artists, search for new ones, and share his playlists.

FRUSTRATIONS

- App is great but Ryan works at home and mostly uses the web player. The website seems outdated compared to the app
- The discover page is very bland, there is nothing super eye-catching
- There is no aesthetic design when playing a song
- No option for light or dark mode for when he is working in the day or night

PERSONALITY

- Care-free
- Creative
- Personable

NEEDS

- Update the web player to match the UI/UX of the app
- Create an interactive and personable discover page that inspires users to be interested in new music
- Add a more appealing visual design to show the current song being played

FEELINGS

- Outdated
- Discouraged
- Discontent

“SoundCloud is the best platform for finding underground artists, unreleased songs, or cool remixes.”



EVA MAE EVANS

New SoundCloud User

INDIE

POP

ABOUT ME

Eva Mae is a 22 year old college student at James Madison University. She is passionate about music and loves finding new artists to listen to in her free time. She is interested in trying out SoundCloud as there are a lot of new artists promoting their work on the platform as well as songs by her favorite artists that are not accessible anywhere else.

FRUSTRATIONS

- Website feels outdated
- It's hard to know where to start on the discover page
- Dislikes having to click through the carousels on the discover page to see every playlist or album

PERSONALITY

- Passionate
- Open-minded
- Optimistic

NEEDS

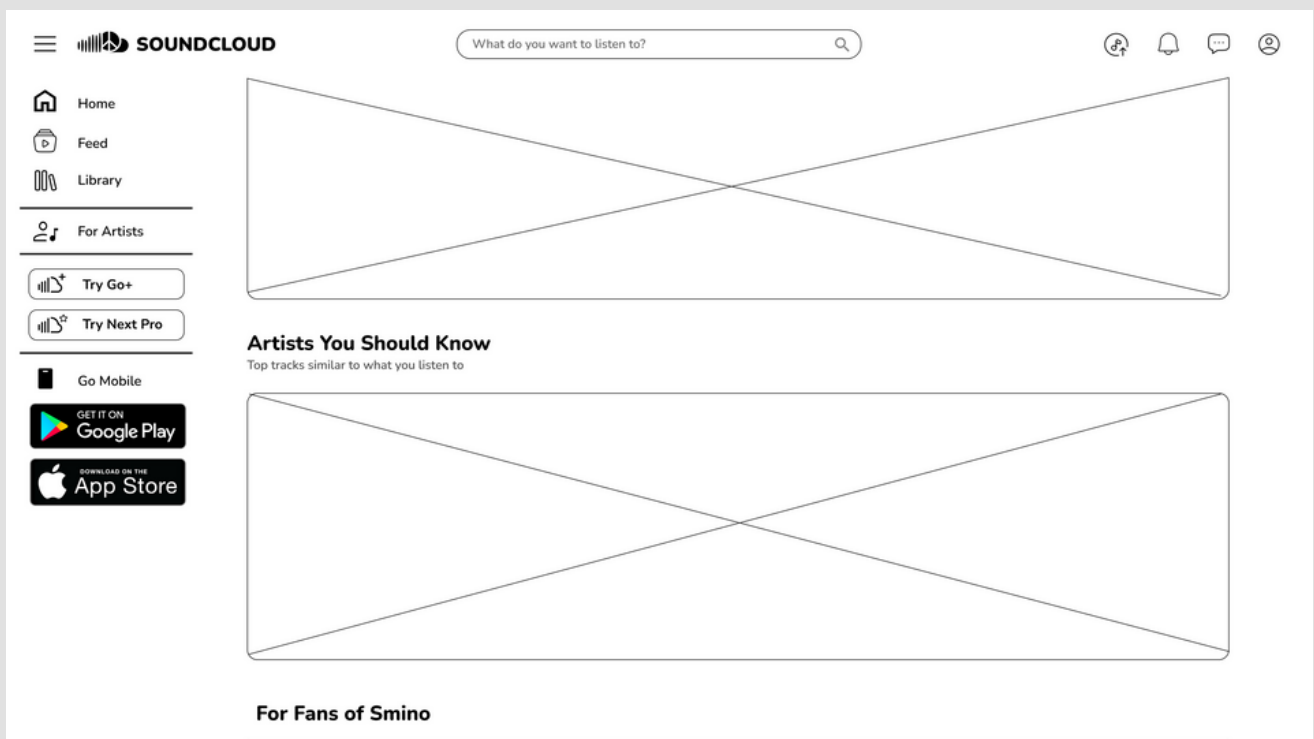
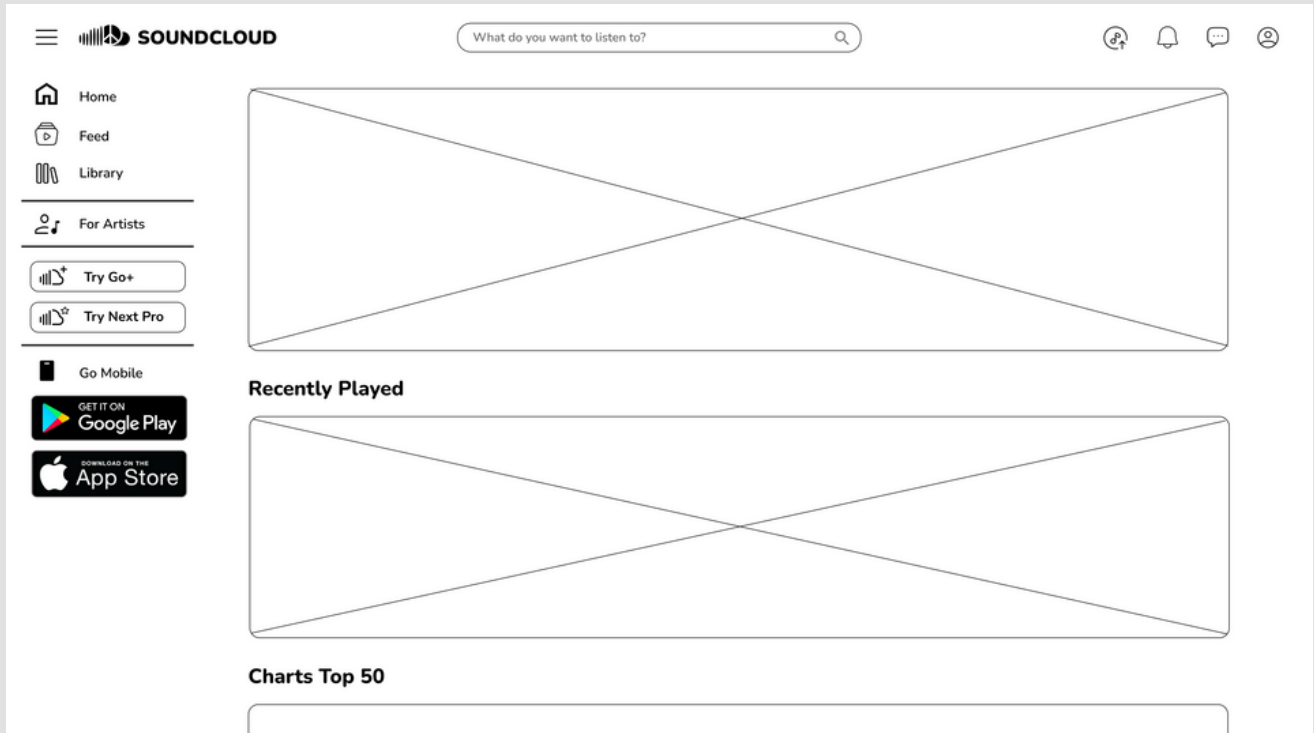
- Create an aesthetic and welcoming home page for new users that is up to date with the trends
- Display better navigation on where to get started for new users
- Offer multiple navigation methods that would fit user needs

FEELINGS

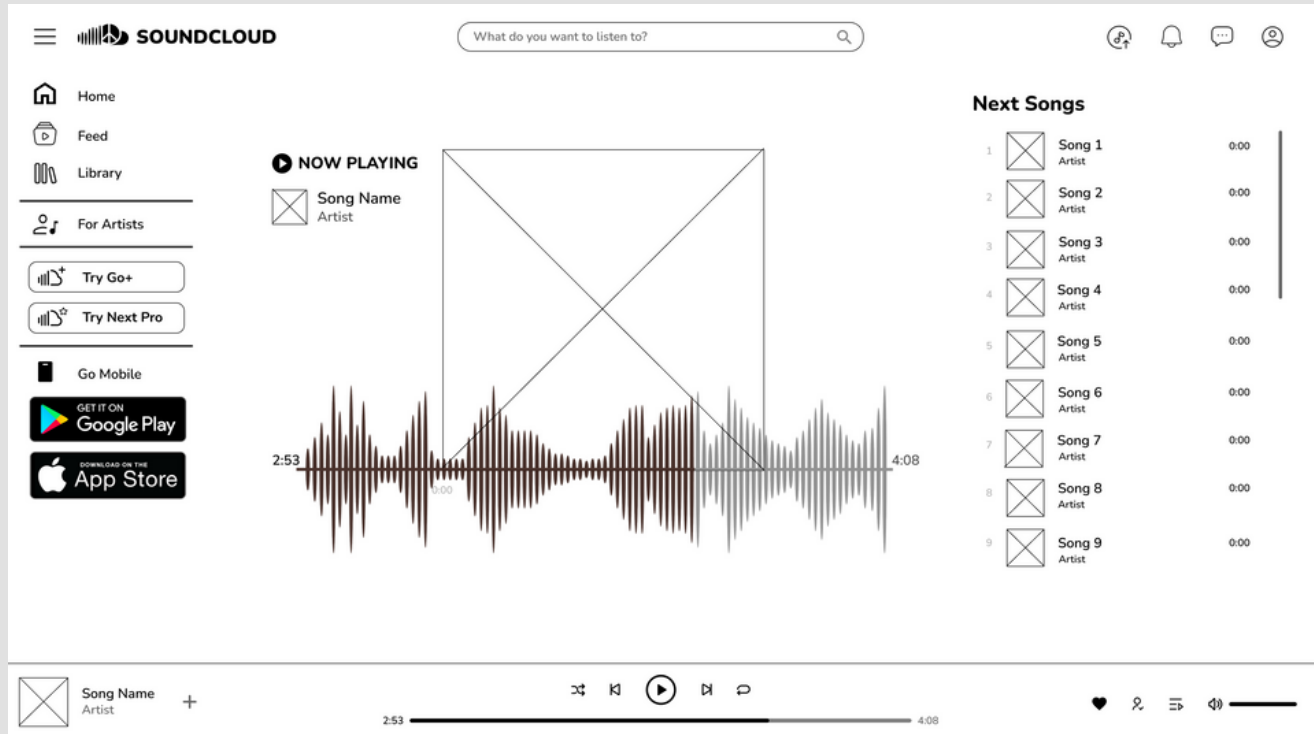
- Overwhelmed
- Intimidated
- Bored

“I like to use SoundCloud to find songs that I can't find on Spotify.”

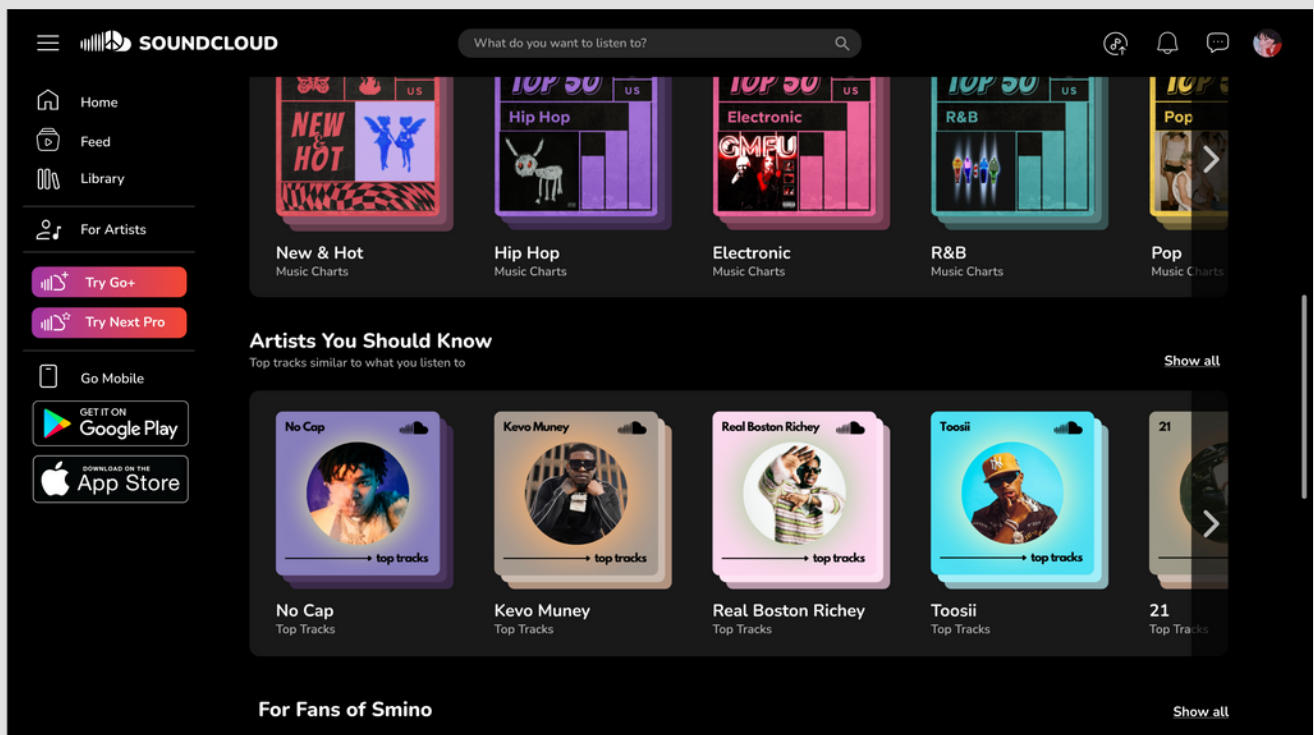
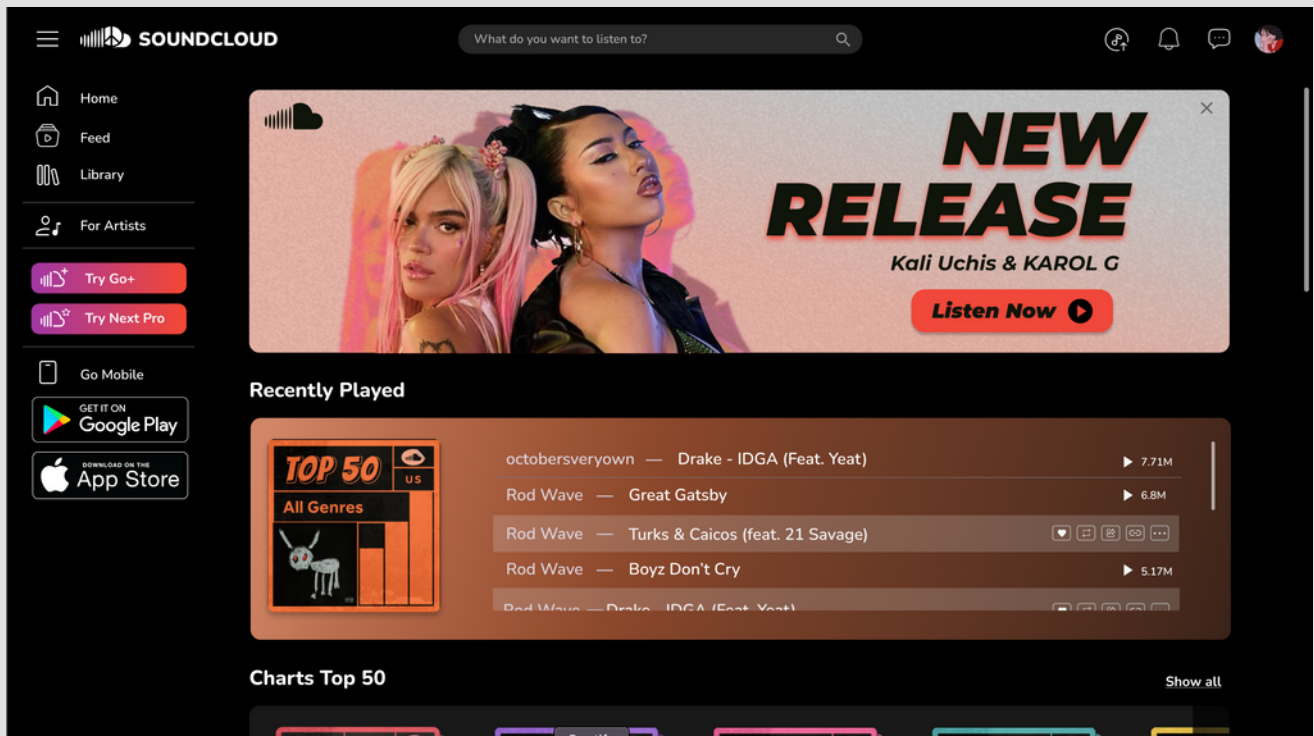
WIREFRAMES



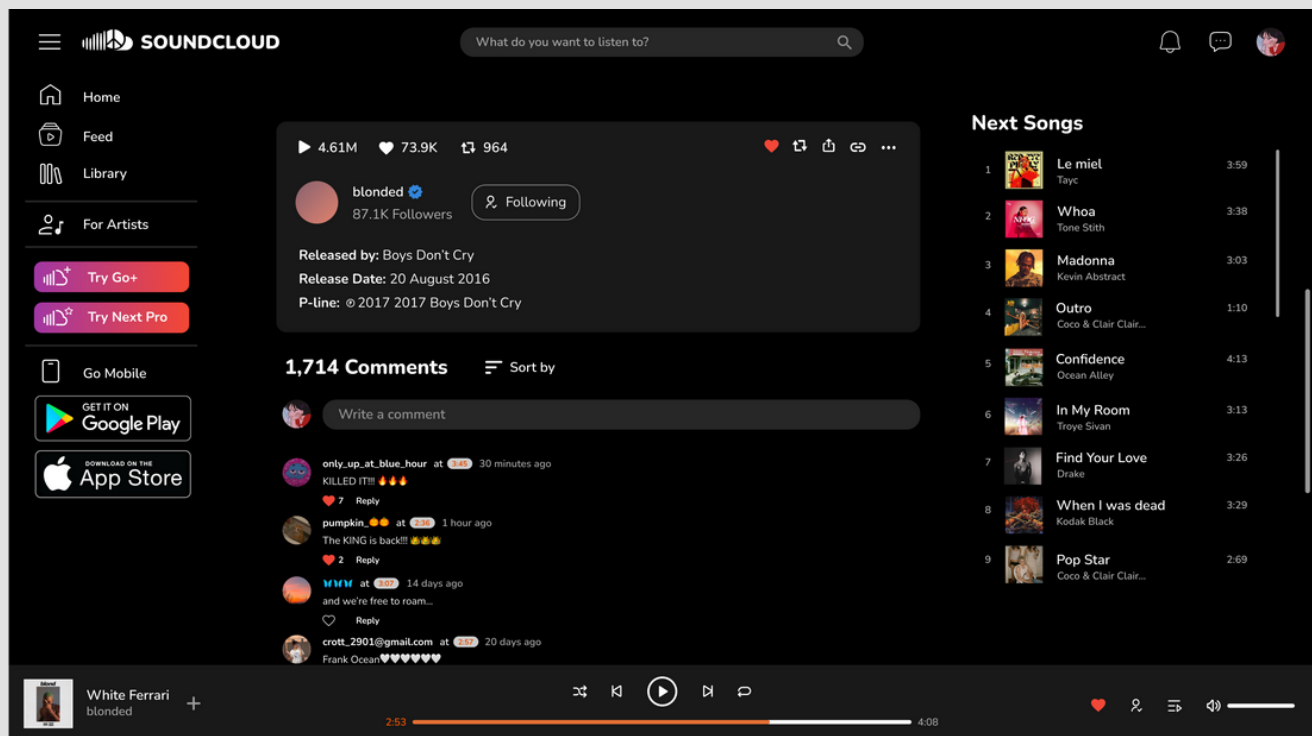
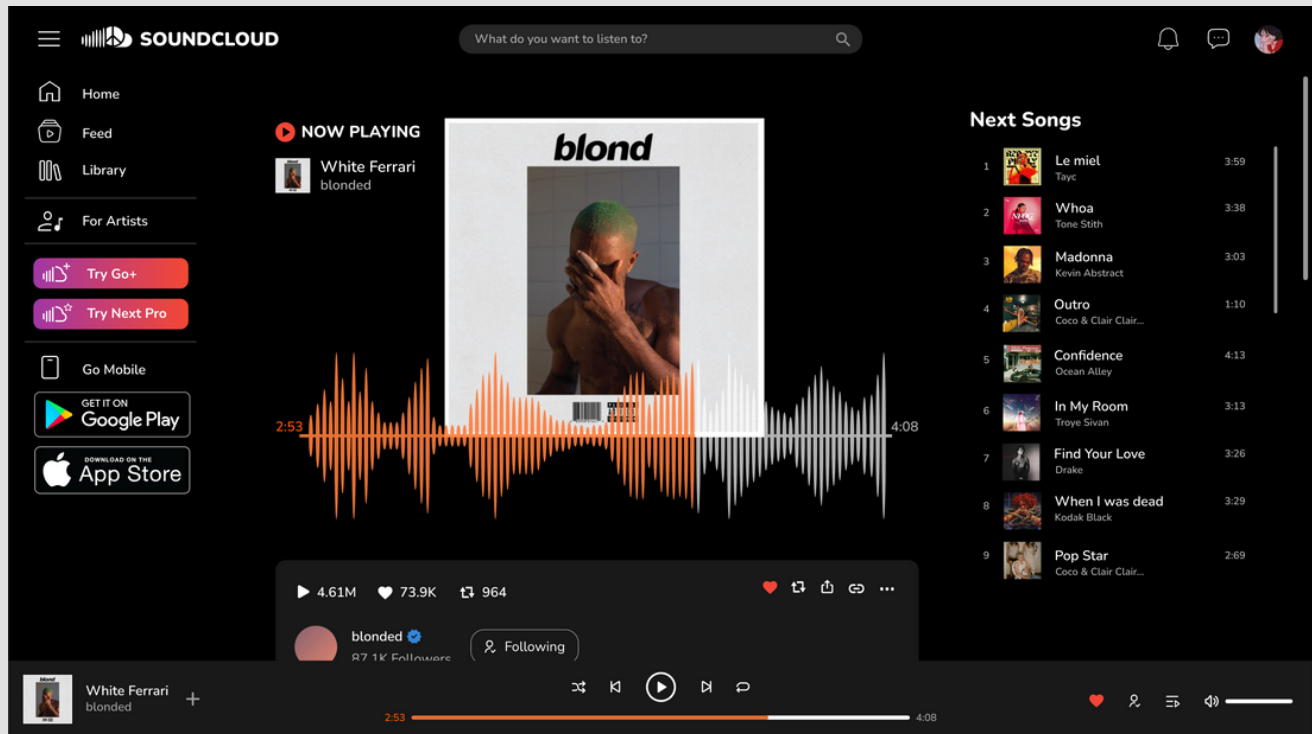
WIREFRAMES CONT.



HIGH FIDELITY MOCK-UP



HIGH FIDELITY MOCK-UP CONT.



POSTER TANGIBLE

LAUFEEY



 **SOUNDCLOUD**

Christmas Dreaming





CONCLUSIONS

- A well designed webpage will draw new users in
 - It will allow SoundCloud to compete with industry standard competitors
 - Consistent user experience between the site and mobile app
-

FURTHER DEVELOPMENT

- Create a light and a dark mode
- Redesign the “for artists” page
- Create customizable song QR codes
- Create an interactive mock up and conduct usability testing