

Album Pre-Order App Usability Study

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Team

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Study Details

Project Background

We believe that album pre-order applications can go beyond the simple purchase of one album. Our application connects you with your current audience and helps you discover new opportunities. Your users will discover more about you, your influences and most importantly, your brand.

Study Details

Research Questions

1. How long does it take for a user to add an album in the app?
2. Are users navigating through the processes easily?
3. What can we learn from the steps users took to complete processes?
4. Are there any repetitive blockers or pain points?
5. Is the payment process frictionless for the customer?

Participants

5 participants

- Participants between 18 and 55 and included a fairly even distribution of genders across the spectrum and people with different abilities:
 - 1 user of assistive technologies
 - 1 user with a visual impairment
 - 1 user who isn't fluent in English

Methodology

25-30 of minutes (with actual time of 15-20 minutes)

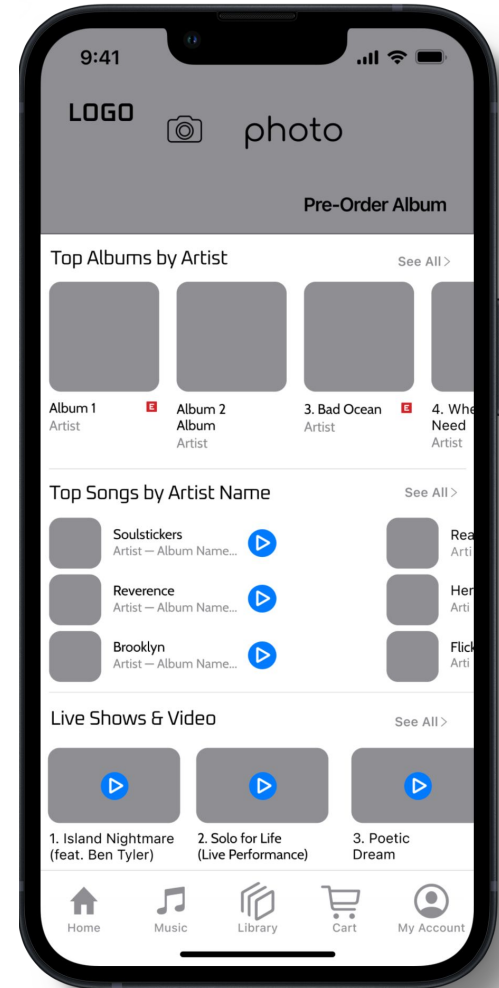
United States, EMEA (Remote)

Unmoderated usability study

Users performed actions on a low-fidelity prototype

Prototype / Design Tested

The low-fidelity app prototype for NAESOR'S Album Pre-Order/Pre-Save was tested and can be viewed [here](#).



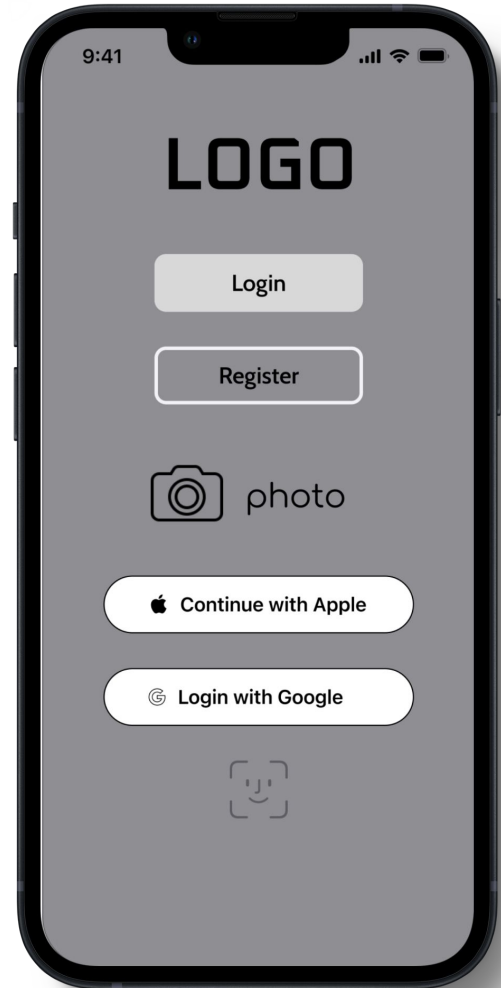
Themes

People want less time entering information

Supporting evidence from the usability study.

- 4 out of 5 participants did not enjoy having to login at the beginning.

"I don't really want to have to login and enter information until I get to the end." - Anna, music blogger from Alexandria, Virginia

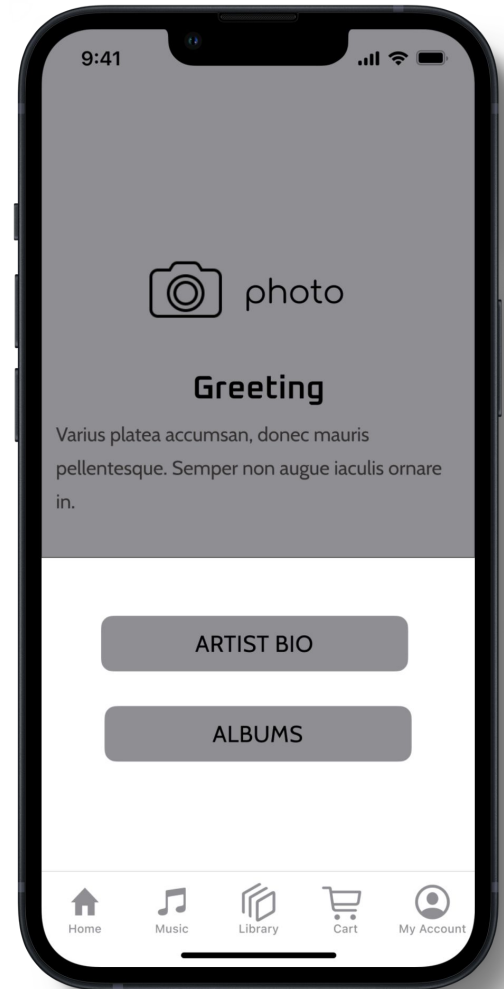


People want less time entering information

Supporting evidence from the usability study.

- 4 out of 5 participants did not spend time on the cta screen for artist info and music library.

“It would have been better for me to look at the extra stuff after adding the album.” - Anna, music blogger from Alexandria, Virginia

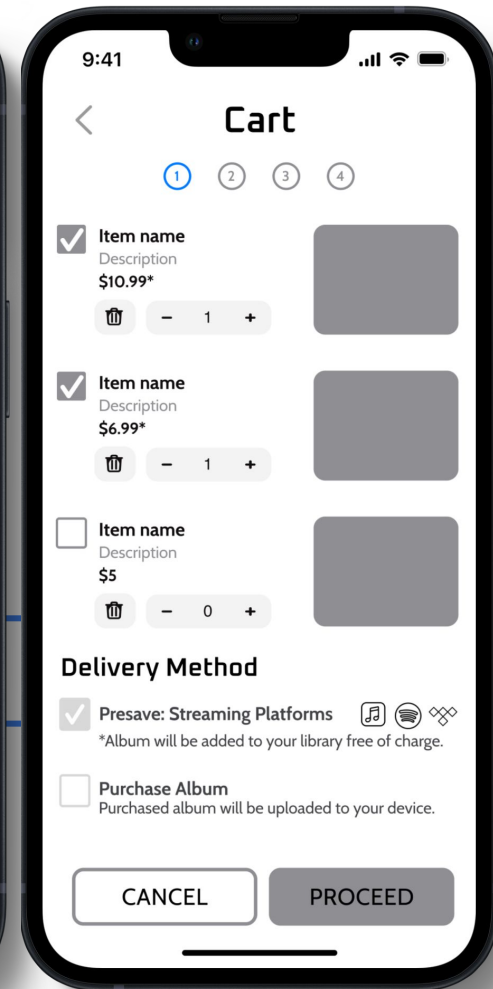
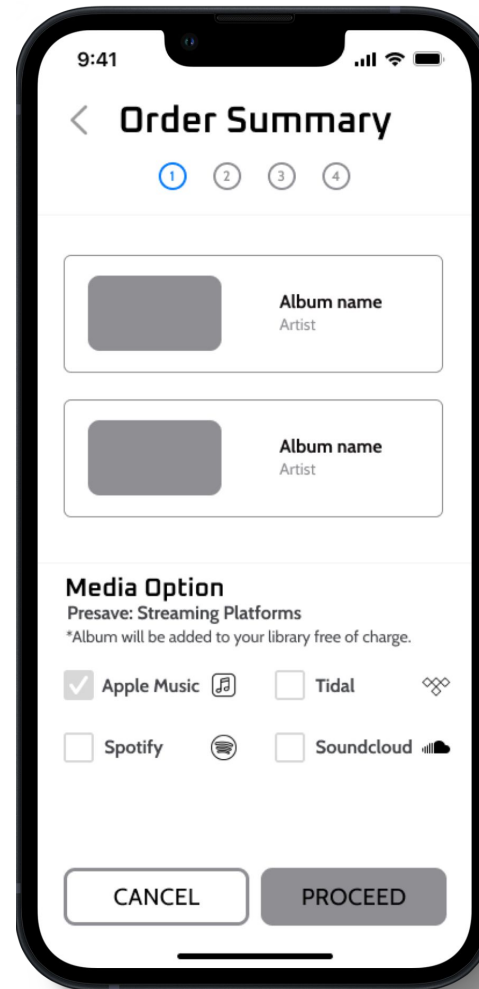


People want direct account connections

Supporting evidence from the usability study.

- 3 out of 5 participants wanted a feature to connect to their preferred streaming account rather than provide details.

"I think that I would love to have an ability to go directly to this content and enter my account info or just connect it." - Jim, music blogger from Alexandria, Virginia



Insights & Recommendations

Research insights

Quick Access

Users need a direct flow to new album content

Data Compliance

Users would prefer not to enter PII until the check out process

Omnichannel

Users want to connect streaming accounts without adding info

Heiarchy

Users would consider looking a special content after achieving main goal.

Recommendations

- Change login and greeting sections to access new album preview quickly
- Add a way for users to connect social media accounts without leaving the application (“Streaming platform would like to connect account.....”)
- Create a easier checkout flow based on preferences.

Thank you!