

UX Research Study — Album Pre-Order/Save App for Musician

Google UX Design Certificate

Introduction

- **Title:** Creating an album pre-order application for a musician
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- **Stakeholders:** NAESOR (Artist Name), NAESOR's fans, followers and branding team.
- **Date:** May 26, 2022
- **Project background:** We are creating an album pre-order app for NAESOR to generate interest in his new album. NAESOR has been trending due his diverse style of music and performance. We would like to expand on this impact with a dedicated app to promote his new album. We want to create a product that will generate a strong connection to the artist, boost album interest and drive future live performance attendance.
- **Research goals:** We want to discover what users consider to be the strongest blockers when attempting to pre-save or preorder an album for an artist. We are focused on: Direct to cart or addition to play l

Research questions

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

Key Performance Indicators (KPIs)

- Time on task: how much time users spend navigating the application
- Error rates: how often users get blocked or prohibited from completing actions.
- Drop-off rates: do users complete the pre-save/pre-order or just close the application
- Conversion rates: how many albums pre-saves vs per-order per location
- KPIs might include: Time on task, use of navigation vs. search, user error rates, drop-off rates, conversion rates, system usability scale (SUS), etc.

Methodology

- Unmoderated usability study
- Each session is scheduled for 30 minutes, with actual time of 15-20 minutes.
- Location: United States, EMEA
- Date: Studies/sessions will commence between May 22-28
- Approximately 7-10 participants will either choose to pre-save or pre-order the artist's album/



	<ul style="list-style-type: none"> • Each
Participants	<ul style="list-style-type: none"> • Participants are users who have shown a specific or heightened interest in the artist. . • Participants should be between 18 and 55. • Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including: <ul style="list-style-type: none"> ○ 1 user of assistive technologies ○ 1 user with a visual impairment ○ 1 user who isn't fluent in English • Incentive: These users will receive free personalized and signed merchandise from the artist.
Script	<ul style="list-style-type: none"> • Prompt 1: From the home screen, login to application <ul style="list-style-type: none"> ○ Prompt 1 Follow-Up: How easy or difficult was it to create a login? Is there anything you would change about the process? • Prompt 2: Checking the artist bio and navigation <ul style="list-style-type: none"> ○ Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the app after login? • Prompt 3: Searching New and Old albums <ul style="list-style-type: none"> ○ Prompt 3 Follow-Up: How easy or difficult was it to search/and listen to the upcoming album? Is there anything you would change? • Prompt 4: Confirm your order and complete the checkout process <ul style="list-style-type: none"> ○ Prompt 4 Follow-Up: How easy or difficult was it to complete your order preference? Is there anything you would change? • Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree: <ul style="list-style-type: none"> ○ I think that I would use this app frequently. ○ I found the app unnecessarily complex. ○ I thought the app was easy to use. ○ I think that I would need the support of a technical person to be able to use this app. ○ I found the various functions in this app were well integrated. ○ I thought there was too much inconsistency in this app. ○ I would imagine that most people would learn to use this app very quickly. ○ I found the app very cumbersome to use. ○ I felt very confident using the app. ○ I needed to learn a lot of things before I could get going with this app. ○ I found the payment system frustrating. ○ I found the ordering process cumbersome.

