

Design an album pre-order app for a musician

Rosean Alexander

Project overview



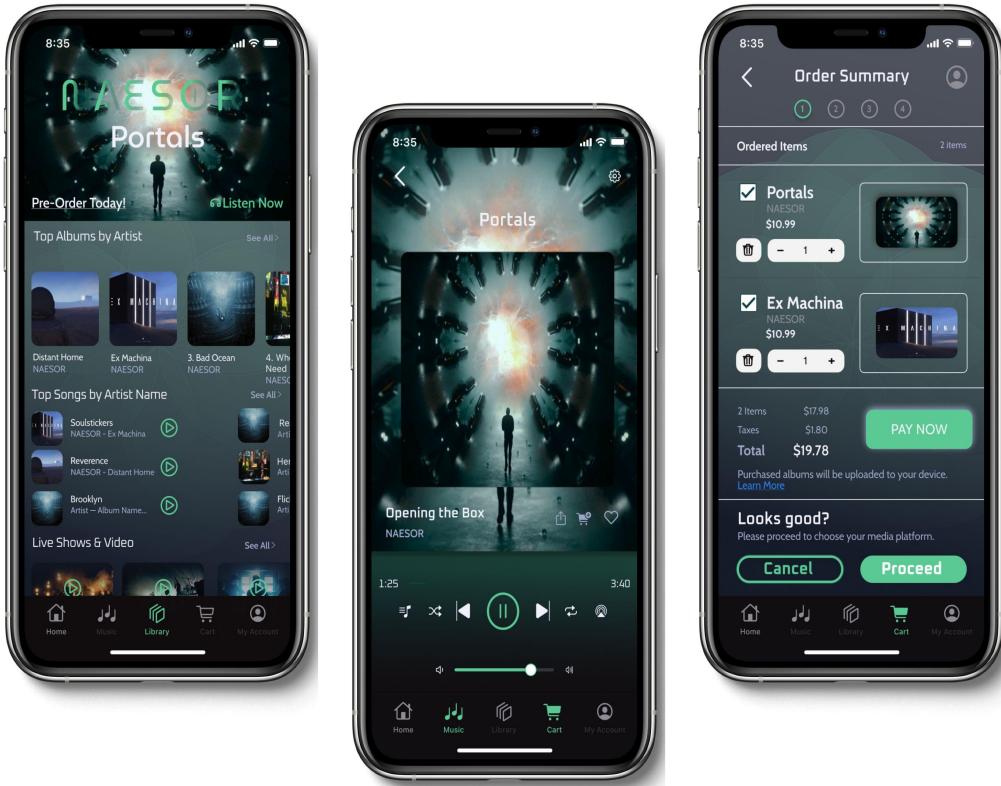
The product:

Using the sharpen prompt, I created a album Pre-Order/Pre-Save application for a fictional artist.



Project duration:

05/2022 - 06/2022



Project overview



The problem:

Users who are interested in the artist would like to either purchase or save an album before the release date.



The goal:

Design an app that represents the artist and create an engaging experience for the user.

Project overview



My role:

UX Designer

UX Researcher



Responsibilities:

User Research

Competitive Market Analysis

Wireframing

Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I primarily relied on competitive market analysis strategies for my primary research.

Talking to potential users during interviews, I discovered the need for users to connect quickly and have assurances that there wouldn't be any issues on the day of the release.

User research: pain points

1

Quick Access

Users need a direct flow to new album content.

2

Data Compliance

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

3

Omnichannel

Users want to connect streaming accounts without adding info

4

Hierarchy

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

Persona: Name

Problem statement:

Veela is a busy music teacher and aspiring electronic musician who needs to learn more about the artist because she wants to separate her musical careers.



VEELA

Age: 26

Education: Berkley School of Music

Hometown: Brooklyn, NY

Family: Lives with partner and roommate

Occupation: Music Teacher & Classical Performer

"I know a little bit about everything but I am a Master of None. Sometimes that is better than not knowing anything at all!"

Goals

- To increase her brand reputation.
- Find new ways to market herself.
- Look for color pallets and fonts that separate her contrasting music careers.

Frustrations

- "Sometimes, I have too many different obligations and responsibilities. I don't have time to fully focus on marketing and networking."
- "I need to understand how presales work but information is not readily available"

Veela is a upcoming and trending DJ in her local scene. Her formal classical training is the foundation of music knowledge. Veela chose to expand her traditional understanding of music by focusing on recording and music productions. She became fond of electronic music and the extensive capabilities they can produce.

Veela teaches classes and wants to find a new way to make the things work in the marketing dept. She is tech savvy but is not tine rich.

Persona: Name

Problem statement:

Jaime is a freelance developer and former musician who needs more music content because he is inspired by the artists creativity.



JAIME

Age: 32
Education: NC University Computer Major
Hometown: Tampa, FL
Family: Lives with girlfriend
Occupation: Freelance Developer

"I have the time and resources that were not available to me in the past. I just want to be unique in the industry but still have a similar visual experience."

Goals

- Showcase his new sound with live instrument performances.
- Find new followers via album pre-sale marketing.
- Reduce the amount of work it takes to monitor album sales.

Frustrations

- "Sometimes, I have too many different options to explore"
- "I think that there is a way to be unique without straying to far from what familiar. I am not creative in the visual arts."

Jaime is in a conundrum. He started college, left to explore music and played in bands. He worked at music stores, learned a lot about equipment, software and recording. He was able to acquire DJ skills by learning through fellow employees and friends.

Eventually he decided to go back to school as music was not profitable. He learned to code and studied business. He spends a lot of time listening to music and has Now he has returned to music and has time to complete tasks due to his work schedule.

User journey map

[Your notes about goals and thought process]

ACTION	Home Screen (Landing)	Search Artist Album	Purchase Customization	Purchase and Delivery	Logout
TASK LIST	Tasks A. Download App B. Sign In / Register C. Verify (2FA - Email)	Tasks A. Artist Info B. Finds Albums C. Selects Album	Tasks A. Streaming B. Digital Purchase C. Pricing	Tasks A. Payment Methods B. Inputs Information C. Payment D. Confirmation	Tasks A. Incentives to follow artist on other platforms B. Merchandise C. Future shows
FEELING ADJECTIVE	Interested Stressed	Excited Hopeful Satisfied	Confused Intimidated	Overwhelmed Stressful	Satisfied Relieved Alert Happy
IMPROVEMENT OPPORTUNITIES	Login with Google or affiliated accounts	Splash page to inform of new album Sort feature	Engaging menu option with “info”	Clear options for payment. Add payment options at login or option to save after first purchase	Share to friends to increase artist branding

User journey map

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TASK LIST	Tasks A. Download App B. Sign In / Register C. Verify (2FA - Email)	Tasks A. Artist Info B. Finds Albums C. Selects Album	Tasks A. Streaming B. Digital Purchase C. Pricing	Tasks A. Payment Methods B. Inputs Information C. Payment D. Confirmation	Tasks A. Incentives to follow artist on other platforms B. Merchandise C. Future shows
FEELING ADJECTIVE	Interested Stressed	Excited Hopeful Satisfied	Confused Intimidated	Overwhelmed Stressful	Satisfied Relieved Alert Happy
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Paper wireframes

When I started the wireframes, I wanted to draw elements from popular streaming applications. As time progressed I learned to search for other influences from the event and ticketing industries applications.

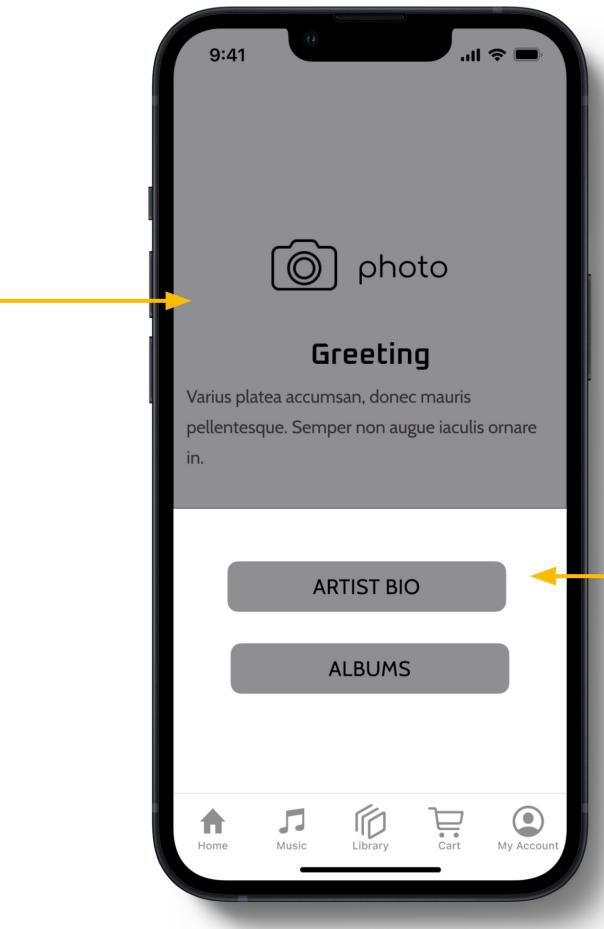


Digital wireframes

My first wireframes included the option for the user to login with email, facID, etc., and it was not a great user flow.

I eventually created a flow directly to the artists content.

This photo section is to connect the user with the branding and imagery of the application.



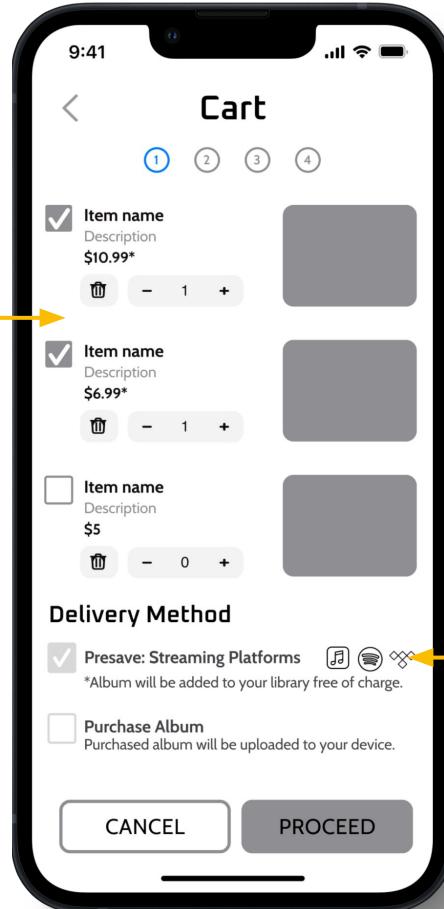
This created a simple user flow into the application with PII.

Digital wireframes

The checkout process generated a more thorough and dedicated thought process.

Another usability study can create a new iteration of the process.

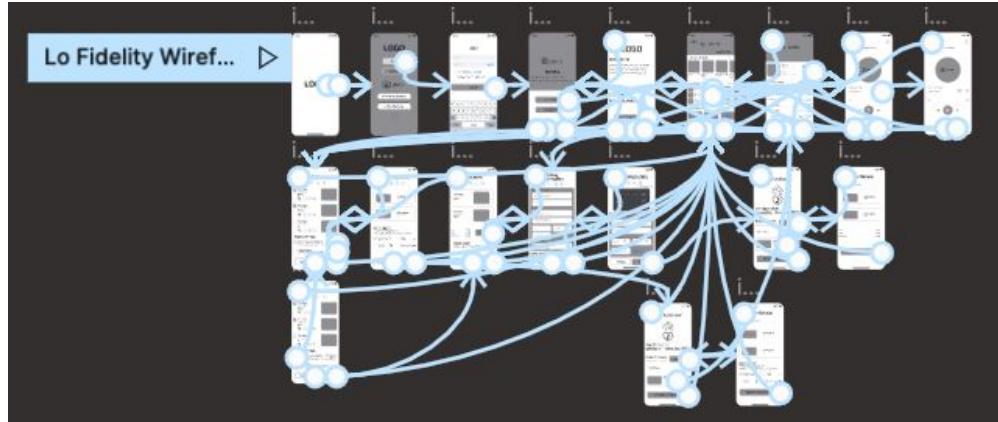
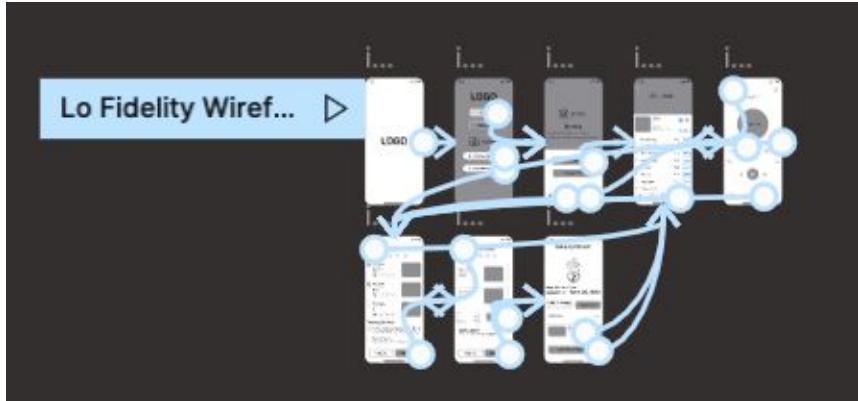
Clear Checkout options and visibility into the cart contents.



After usability this option was removed as the user was able to connect their account via a better flow.

Low-fidelity prototype

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



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users did not enjoy having to login at the beginning.
- 2 Users did not spend time on the cta screen splash for artist info.
- 3 Users wanted a feature to connect to their preferred streaming account rather than provide details

Round 2 findings

- 1 Users indicated they would like to share the new album release
- 2 Users of stream based platforms do not want to provide PII
- 3 Users indicated they would like to share the new album release

Refining the design

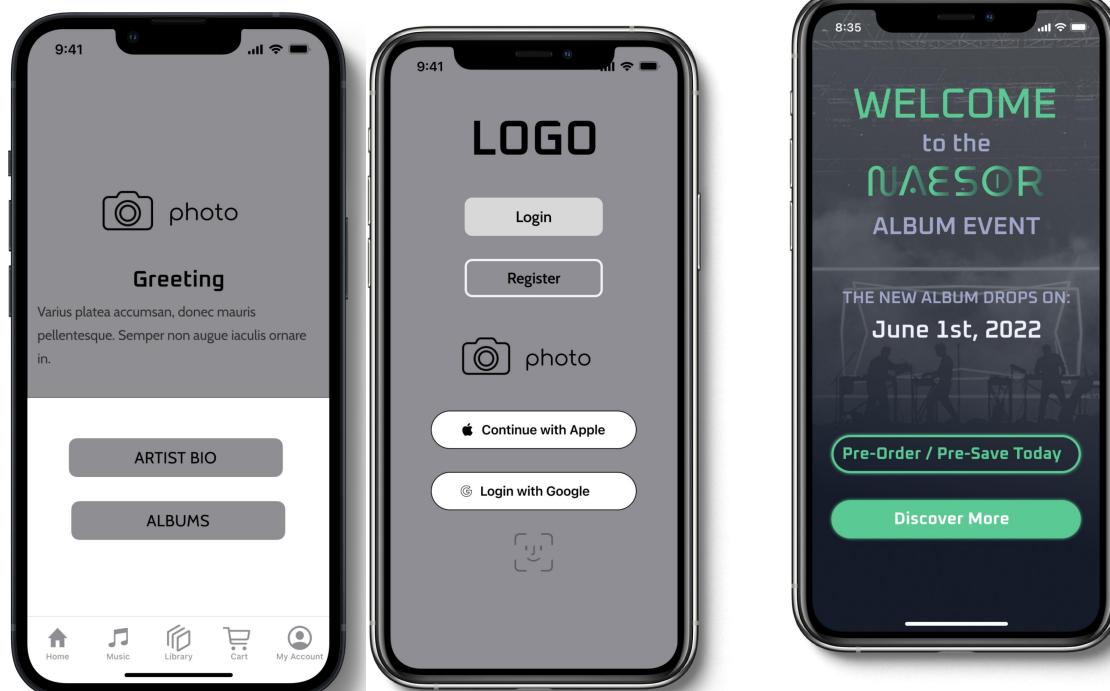
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study

After the usability study, I decided to omit the e-mail login section and after a small loading animation, there is a stronger CTA.

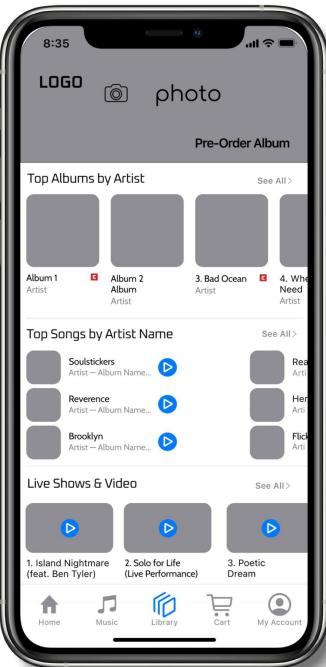
After usability study



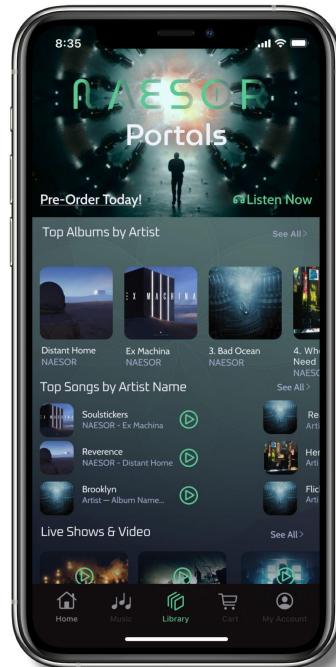
Mockups

The main library has the potential for the user to connect with the artist beyond just adding the new album. Unreleased live shows and videos are available to the user.

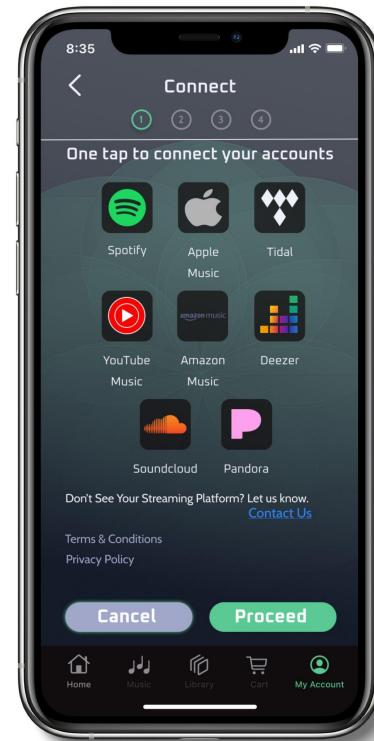
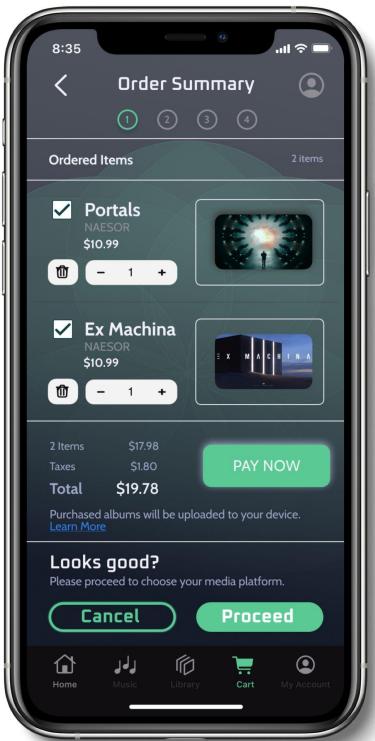
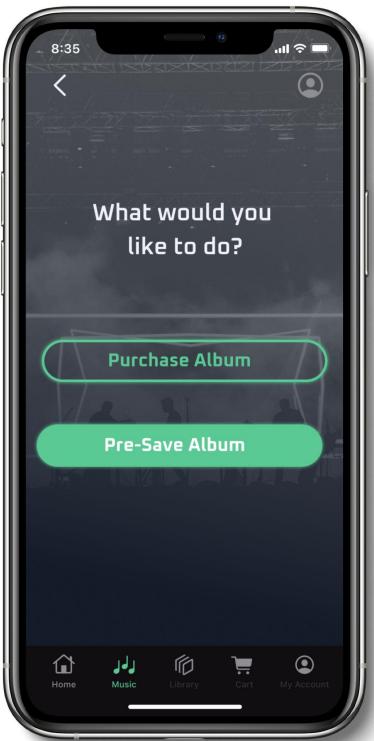
Before usability study



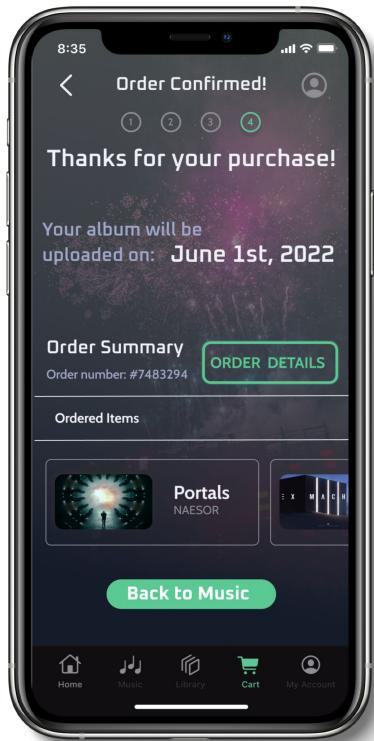
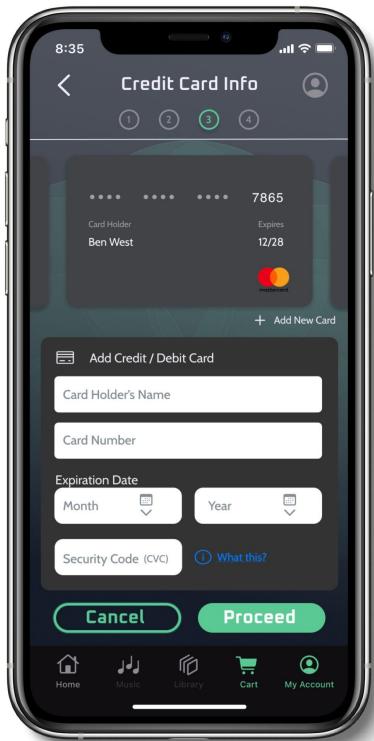
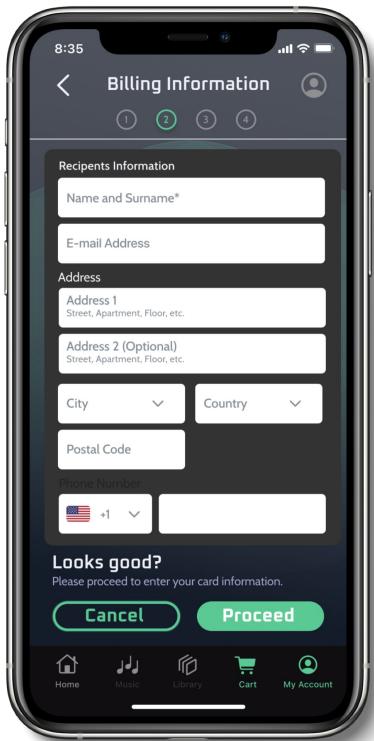
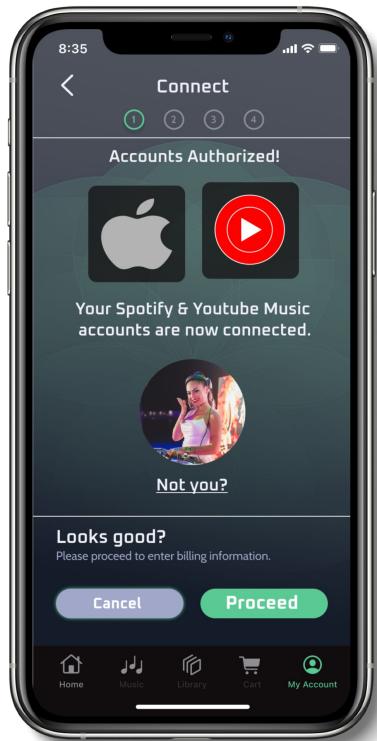
After usability study



Mockups

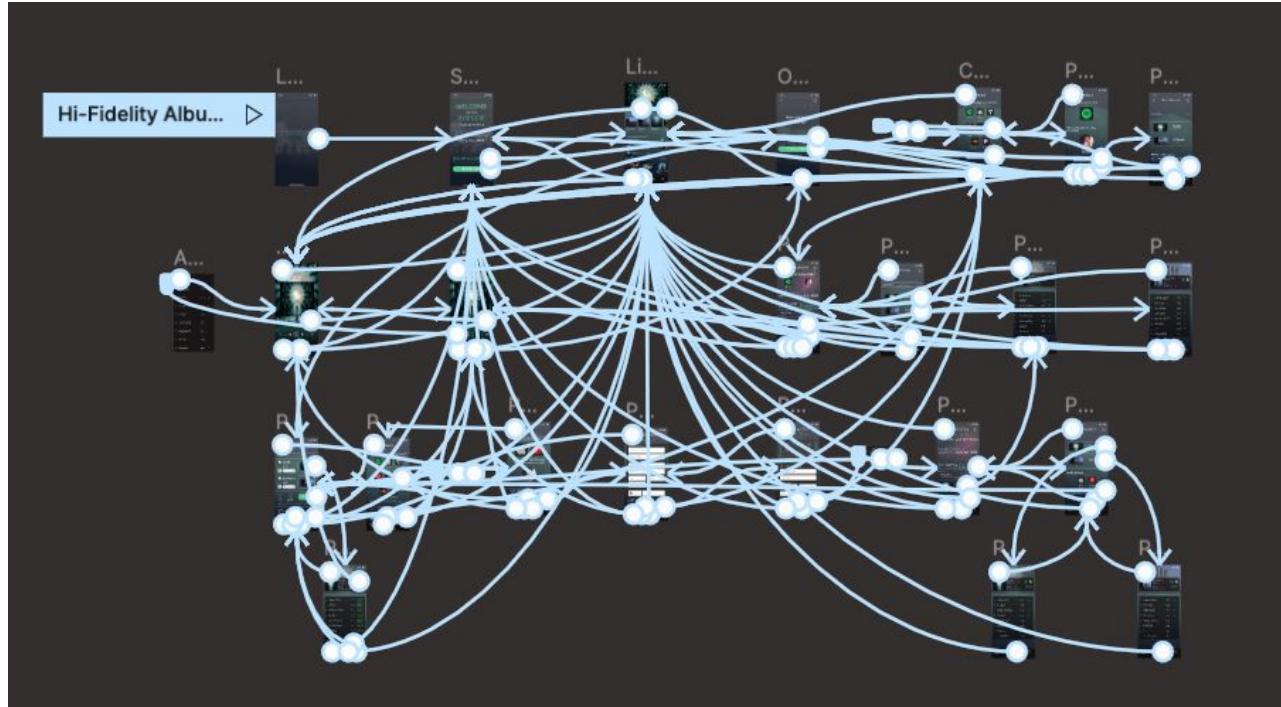


Mockups



High-fidelity prototype

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



Accessibility considerations

1

Removing a cumbersome login process creates a better user flow in regard to accessibility.

2

The utilization of icons and screen readers have to be considered when creating a simple, equitable application.

3

Using UI kits and applying best practices like similarity, familiarity and hierarchy creates a more accessible application that does not confuse users.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Creating the app allowed me to discover the pain points that users (myself included) experience while using an app. The user needs to love the app before committing.



What I learned:

I learned that the first iterations after creating the low-fidelity prototypes create new user flows that I incorporated into parts of my final design. With increased feedback there are still parts of the flow that I will continue to iterate on.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine better accessibility practices.

3

Discover better user flows and design possibilities to capture a broader audience.

Let's connect!



Thank you for your time reviewing my work on the Album Pre-Order/Pre-Save app! If you'd like to see more or get in touch, my contact information is provided below.

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