

SAS Music App Design

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Project overview



The product:

SAS app is a music app that users can share, listen, download and upload their favorite music. Also, users can have their own library.



Project duration:

May 2020 to May 2020

Project overview



The problem:

It's kind of difficult for people to have all of their favorite music on their smartphones whenever they want to listen to them.



The goal:

The goal is to design an app for music fan and help them to have their music ready on their phones, tablets or other smart devices.

Project overview



My role:

UX designer designing an app for SAS Music.



Responsibilities:

Running interviews, wireframing, prototyping, conducting usability studies and iterating on designs.

Understanding the user

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

User research: summary



I was facing with different kinds of user groups. I divided them into different categories by running interviews and also using empathy maps. Users wanted to have their music ready on their smart devices. They want more free features and wanted to be able to have their own library with no ad.

User research: pain points

1

Time

People often don't enough time to spend online or in stores to find their favorite music. They want it as fast as possible.

2

Features

Most apps are not free or they have lots of ads and/or limits.

3

Accessibility

Platforms for music listeners have not all the features at the same time and cost.

Persona: Farzi

Problem statement:

Farzi is a busy user who needs fast access to her music files because she doesn't enough free time to explore and search for them.



Farzi

Age: 25

Education: Associate degree

Hometown: Tehran, Iran

Family: Lives with her mom

Occupation: Artist, painter

"I like to use delivery apps for my shopping list everyday to have enough time for painting"

Goals

- To have enough time for her art activity.
- To make money and support her mom.

Frustrations

- Her address is not reachable by delivery apps.

Farzi moved to USA less than a year ago. She has a associate degree in painting and loves to spend all of her time in her apartment. She doesn't have enough time for shopping and her address is not reachable by navigation app. Her problem is with those delivery app that cannot find her address exactly.

User journey map

Mapping Farzi's user journey showed how helpful it would be for users to have easy access to SAS Music app.

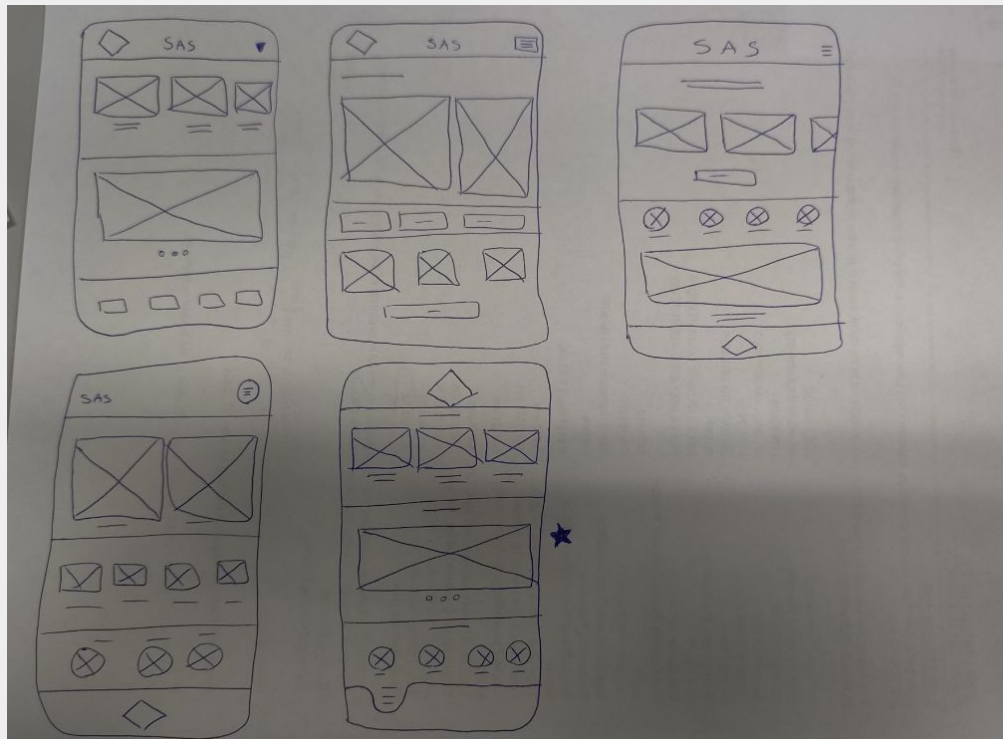
Persona: Farzi

Goal: Find an app that its navigation can locate the exact address for grocery shopping app

ACTION	Find app	Place order	Check map route with google map app	Complete order	Receive order
TASK LIST	Tasks A. Search and download app B. Set up account information including current location	Tasks A. Find nearby store B. Search menu for shopping items C. Add to card orders	Tasks A. Check the map route B. Check the route on Google map app C. Leave an extra instruction	Tasks A. Finalize order and do the payment steps	Tasks A. Call the driver to make sure he or she has the correct address B. Answer the door and get the shopping items
FEELING ADJECTIVE	Excited to find the proper app	Worry about the navigation route	Mad with navigation feature	Pleased and little bit worried	Annoyed with phone call
IMPROVEMENT OPPORTUNITIES	Add more feature to the app for navigation	Improve map route	Use Google map API	Add a place for instruction and add an option for check the route before delivery	Add a current driver location to the app

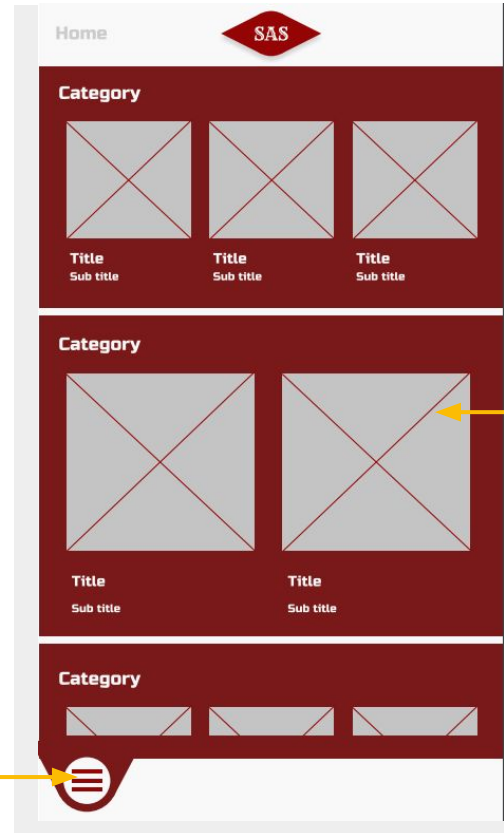
Paper wireframes

Taking the time to create designs of each screen on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

I designed the very first screen based on user research.



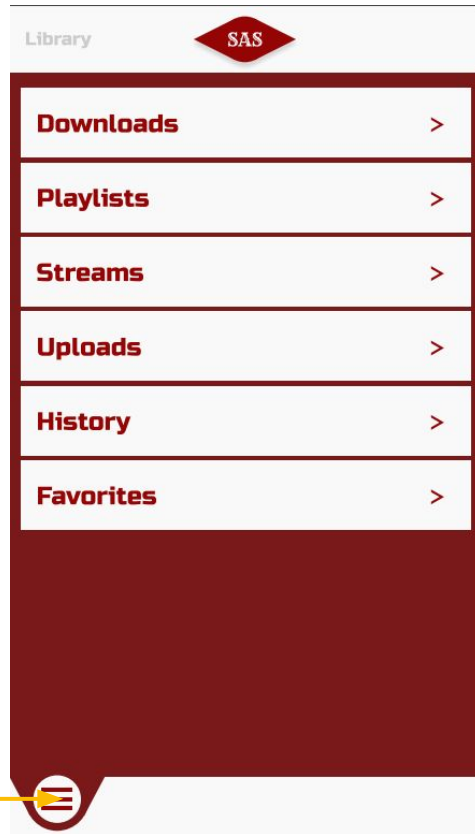
User can select different category really fast.

Easy access to menu and user library

Digital wireframes

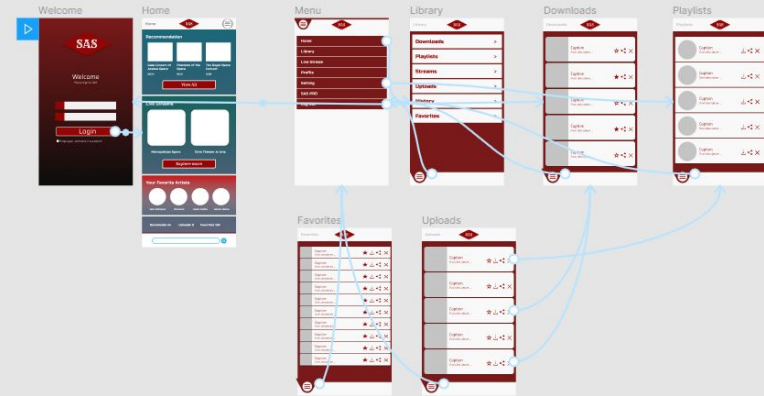
Easy access to library was a key user need for music app.

Easy access to user playlist and libraries



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of listening and sharing music, so the prototype could be used in a usability study with users.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States; remote



Participants:

5



Length:

10-20 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Customization

People want more free features.

2

Convenience

People want easy access to home page, menu button and library options.

3

Organization

People want to listen to their music fast.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

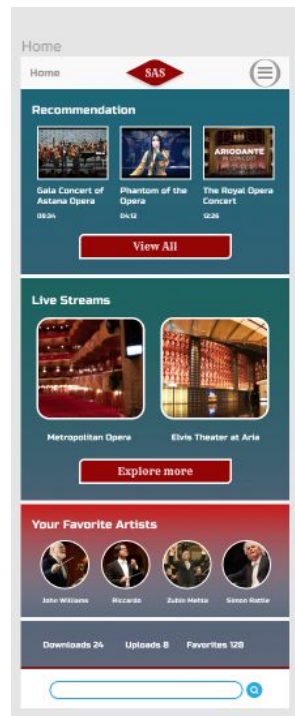
Mockups

I changed many things after the usability studies. Such as adding dividers and buttons.

Before usability study



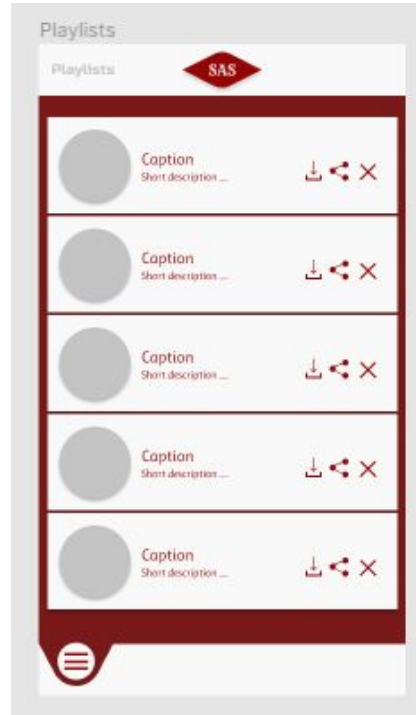
After usability study



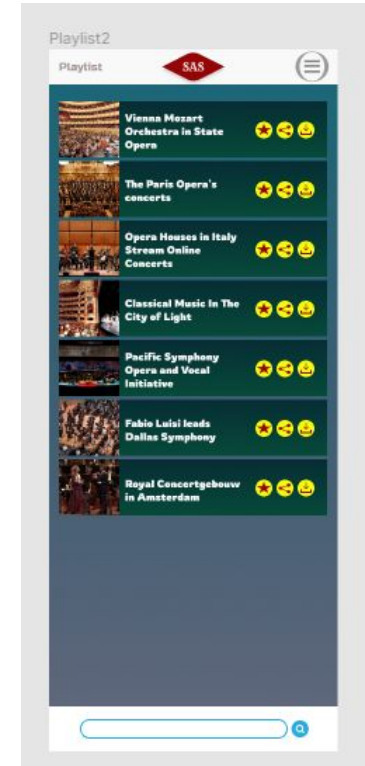
Mockups

After usability study I changed the whole background color. Also I changed the icons styles and added some good looking boxes and changed the menu button style and location.

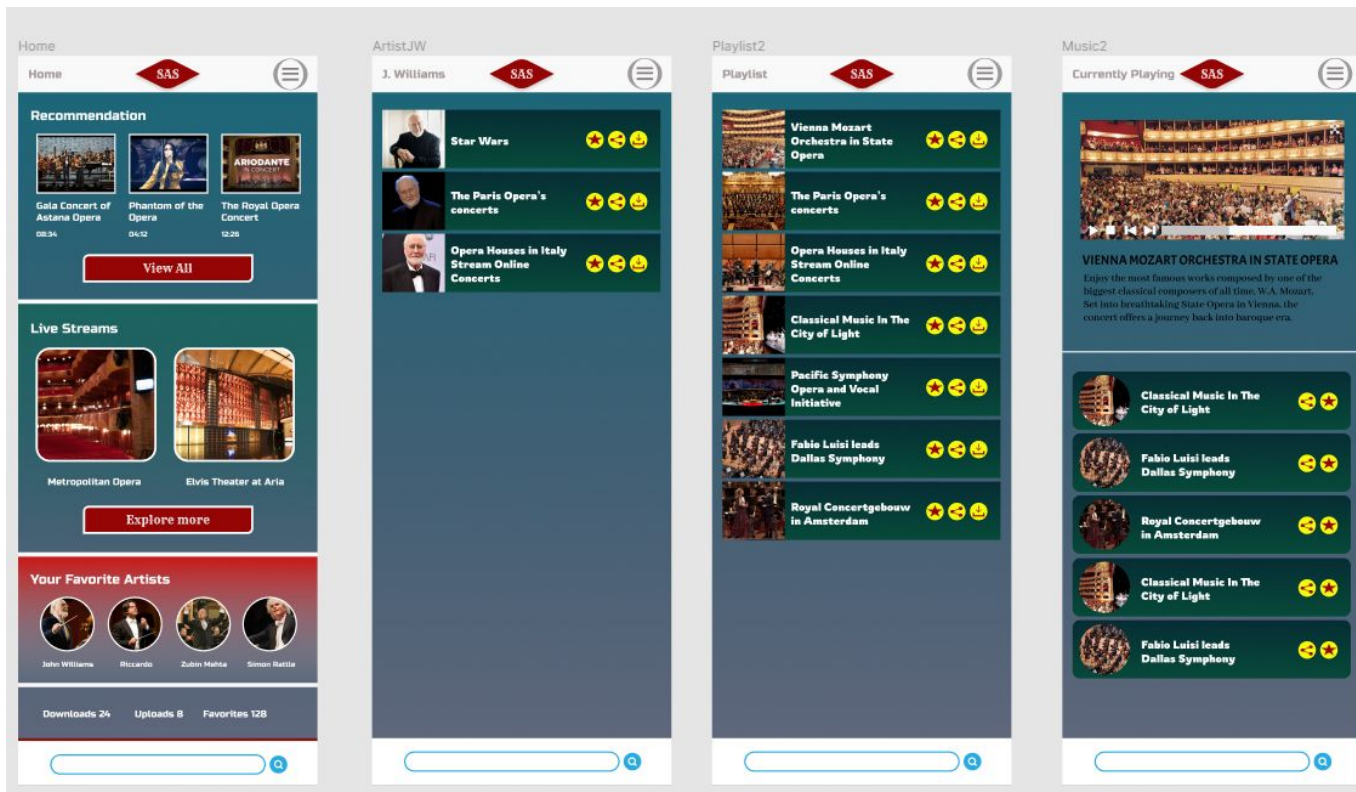
Before usability study



After usability study

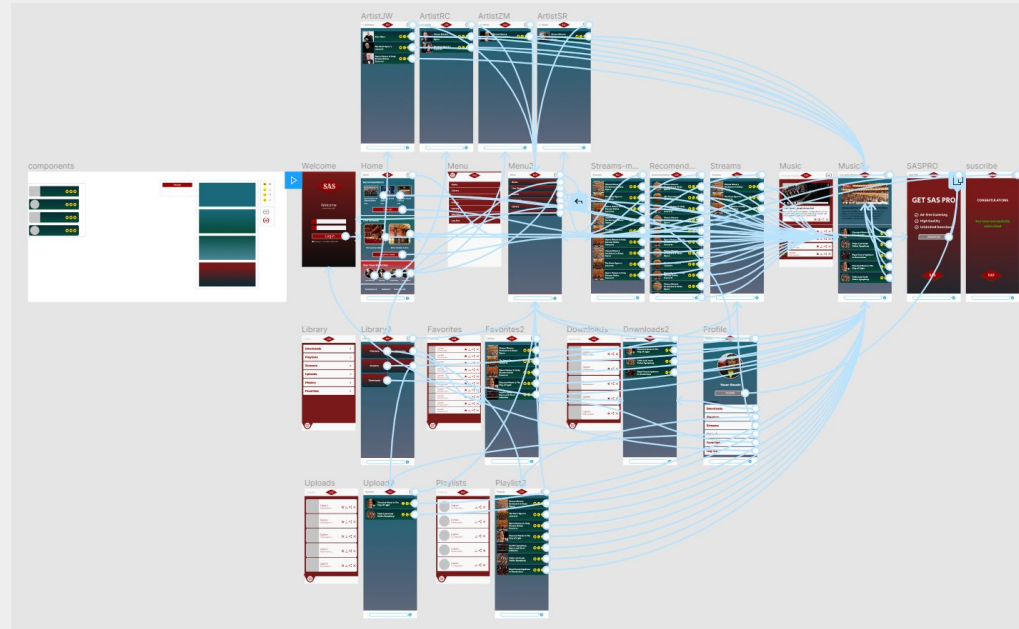


Key Mockups



High-fidelity prototype

The hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.



Accessibility considerations

1

I changed the whole background color and used larger texts for those users who are vision impaired.

2

Used better icons with different style to help using app easier.

3

Used detailed imagery for category and library options to help users understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I think this app make users happy because of their feeling about their needs from a music app.

One feedback from a user:

“The app is easy to use and has well done design.”



What I learned:

I learned that my first idea is not good enough and I need to develop it by using peer feedback and usability study.

Next steps

1

One more usability study is needed to identify users need.

2

I need to do more user research to find out how app is working and if users still have a pain point or not.

Let's connect!



Thank you for your time reviewing my design on SAS music app! These are my contact information:

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Thank you!