



WEB UI/UX CONCEPT

JEFF LU

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1. **brief**

- a. **Overview**
- b. **Problem Statement**

overview

In 2009, California cut \$109 million from music education programs, forcing music departments across over 5,000 public schools to close. And this problem is not confined in space or time—for America, **the neglect of music education is a recurring, nationwide epidemic.**

Aria is a web application that aims to help solve this by **making music education more accessible to all.** It accomplishes this by allowing each user to find a teacher that fits their personal budget, schedule, and musical goals.

On its flipside, Aria also functions as a SaaS product for music educators to manage their students and streamline their already-difficult-enough jobs.

problem statement

The **COVID-19 pandemic exacerbated long-standing problems surrounding music education**. As orchestra, band, and choir groups moved online, music program quality and retention plummeted.

To make matters worse, those looking for their own music instructor outside of school lack an easy way to find one. People often have to rely on personal connections or “shop” through many teachers to finally land on one that suits them. This can **leave prospective musicians discouraged and frustrated** during what should be a fulfilling and enjoyable experience.

2. research

- a. **Competitive Analysis**
- b. **Affinity Mapping**
- c. **User Personas**
- d. **Key Takeaways**
- e. **Proposed Solutions**

competitive analysis

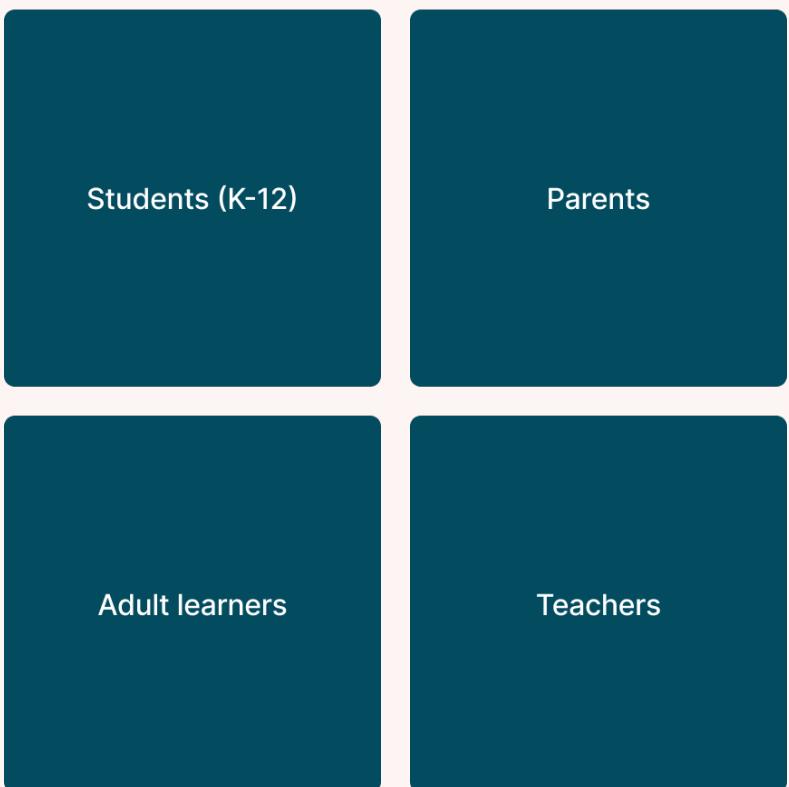
To kick off the research process, I investigated 4 pre-existing platforms with functions similar to Aria's. In doing so, I **identified which features significantly contributed to the experience** of finding a music teacher. Notably, **none of these features were shared by more than 2 of the competitor sites**, suggesting that these held lots of potential for Aria to stand out from the crowd.

	Teacher Profiles	Booking System	Review System	Advanced Filtering	Modern UI
MTAC	○	○	○	○	●
MusicTeacher	●	○	●	○	○
TakeLessons	●	●	●	○	●
The Royal Conservatory	○	○	○	●	○

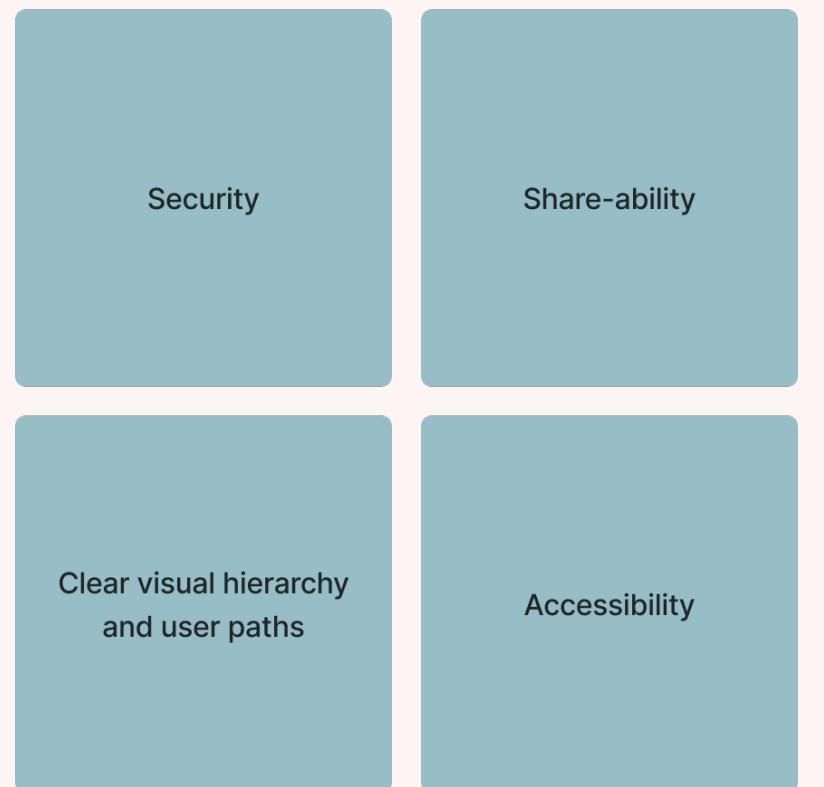
affinity mapping

Next, I created an affinity map to plan out the scope of the product. Doing so is what ultimately guided me toward the idea of a **two-way app**—one that doubles as a student resource and a teacher portal. It also proved to be an invaluable tool when proceeding with the remainder of the design process, as it provided a **foundation from which to iterate my designs.**

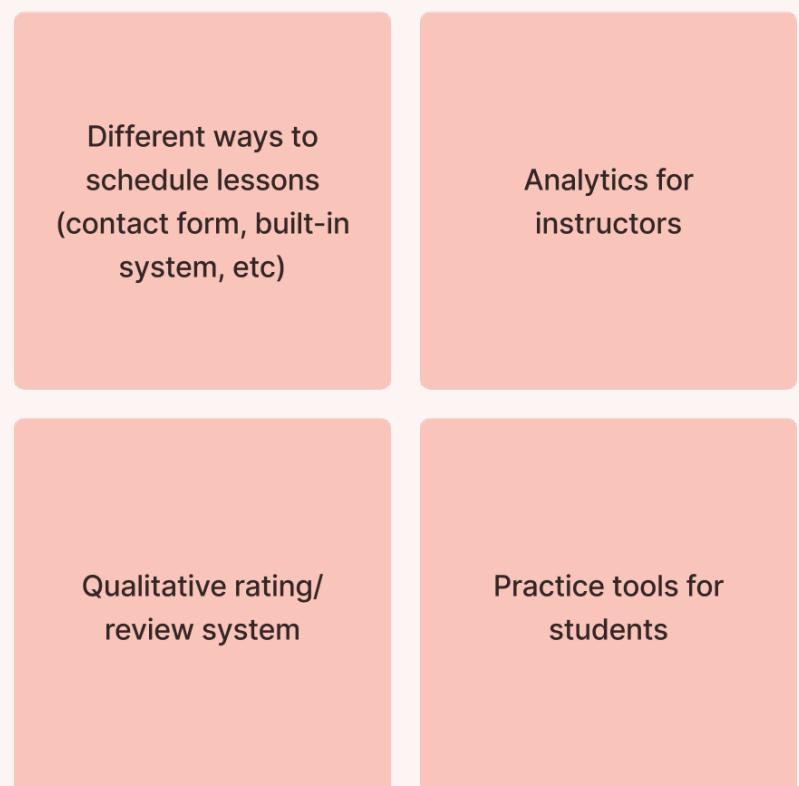
Users



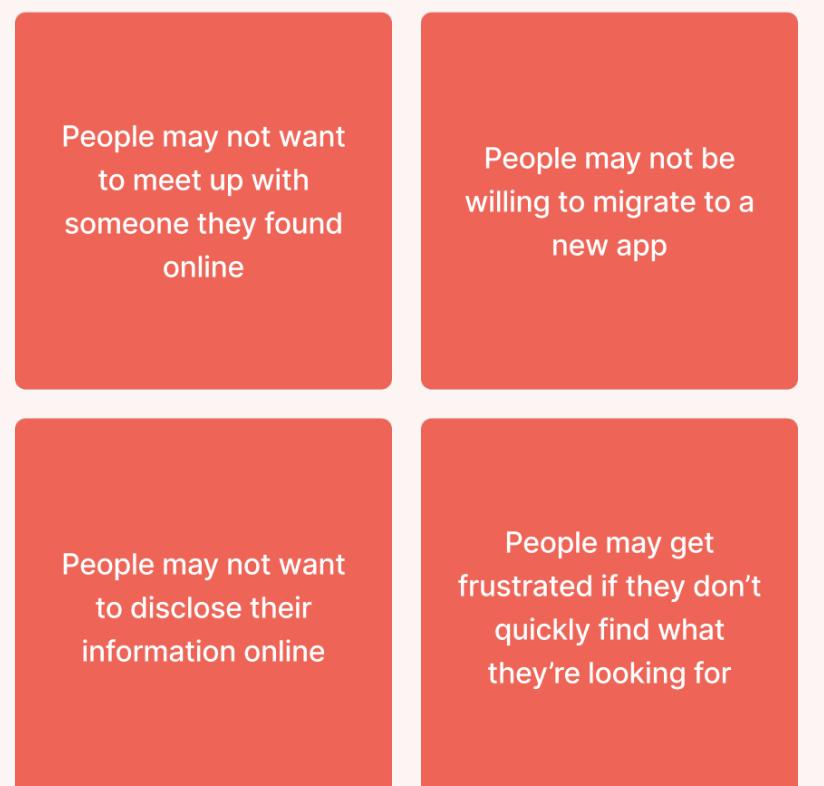
Needs



Possibilities



Issues



user personas



Sam

The Virtuoso

Age: 53

Occupation: Musician

Sam is an accomplished violist who's traveled across the globe to give performances and lead masterclasses. Now, he's looking to **settle down with his family while still teaching on the side**. However, due to his constant travels, doesn't have a network of personal connections from which to find students and is practically **starting from scratch**.



Lilian

The Mother

Age: 40

Occupation: Housekeeper

Lilian is a mother of two children who both took up instruments in their elementary school's band. As a recreational pianist herself, Lilian was more than happy to **help her kids get private lessons**. However, she **isn't sure where to find good teachers** that fit her family's budget, since she doesn't know much about wind instruments.



Fred

The Novice

Age: 12

Occupation: Student

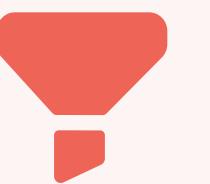
Frederick is a bright, self-motivated, soon-to-be seventh grader. Having already mastered the teachings of his school orchestra program and armed with the financial support of his parents, Frederick's looking for a new outside teacher. He **has a strong idea of what he wants in an instructor, but isn't all too familiar with using computers**.

key takeaways



Security

With an online platform comes natural concerns of privacy, safety, and credibility for both teachers and students.



Selection

There is an overwhelmingly large pool of teachers out there, especially for more common instruments.



Audience

Many students or parents of students using the system will not be familiar with technical music terminology.

proposed solutions



Privacy Settings

Allow instructors to display a badge of identity verification on their profiles, as well as hide personal details as they wish.



Filtering

Allow users to browse instructors by more than just instrument—location, lesson format, price, and teaching style are all additional considerations.



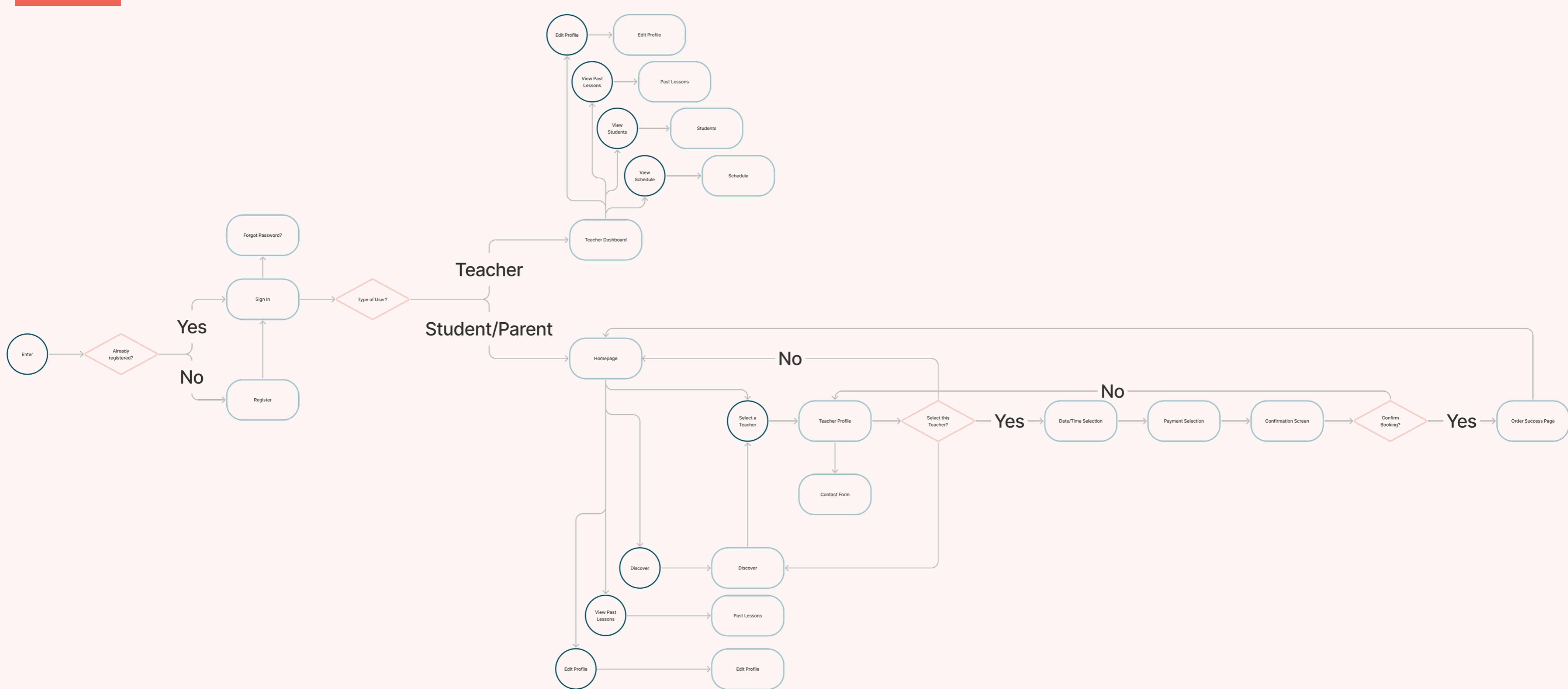
Simplicity

Avoid using musical jargon, instead opting for user-friendly terms and user paths to create a simple experience.

3. designs

- a. User Flow
- b. Lo-Fi Wireframes
- c. Final Designs

user flow



lo-fi wireframes

—

The image displays a lo-fi wireframe of a user interface. On the left, a vertical sidebar contains the word "aria" at the top, followed by a text area with placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus." Below this is a "Sign in" form with fields for email and password, and a "Sign in" button. At the top of the main content area is a "Don't have an account?" link next to a rectangular input field. The main content area features a large "aria" heading, followed by navigation links: "Home", "Discover", and "Past Lessons". To the right of these links are four rectangular placeholder boxes arranged in a 2x2 grid. At the bottom of the sidebar is a circular profile icon with the word "Profile" next to it.

aria

aria

Don't have an account?

Sign in

Home

Discover

Past Lessons

Profile

Profile

Profile

Profile

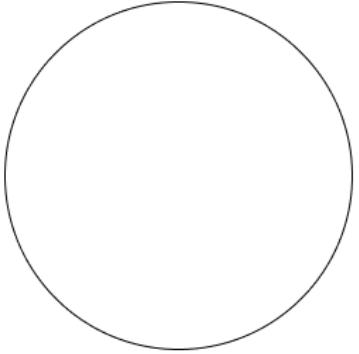
lo-fi wireframes

lo-fi wireframes

aria

- Home
- Discover
- Past Lessons

Profile



Teacher Name

Lorem ipsum dolor sit amet consectetur
adipiscing elit. Nunc vulputate libero et velit
interdum, ac aliquet odio mattis. Class aptent
taciti sociosqu ad litora torquent per conubia
nostra, per inceptos himenaeos.

Curabitur tempus urna at turpis condimentum
lobortis. Ut commodo efficitur neque. Ut diam
quam, semper iaculis condimentum ac,
vestibulum eu nisl.

aria

- Dashboard
- Schedule
- Students
- Past Lessons

Profile

Upcoming Lessons

Reviews

Analytics

Past Lessons

Browse Other Teachers

lo-fi wireframes

aria

- Dashboard
- Schedule
- Students
- Past Lessons

Profile

Students

aria

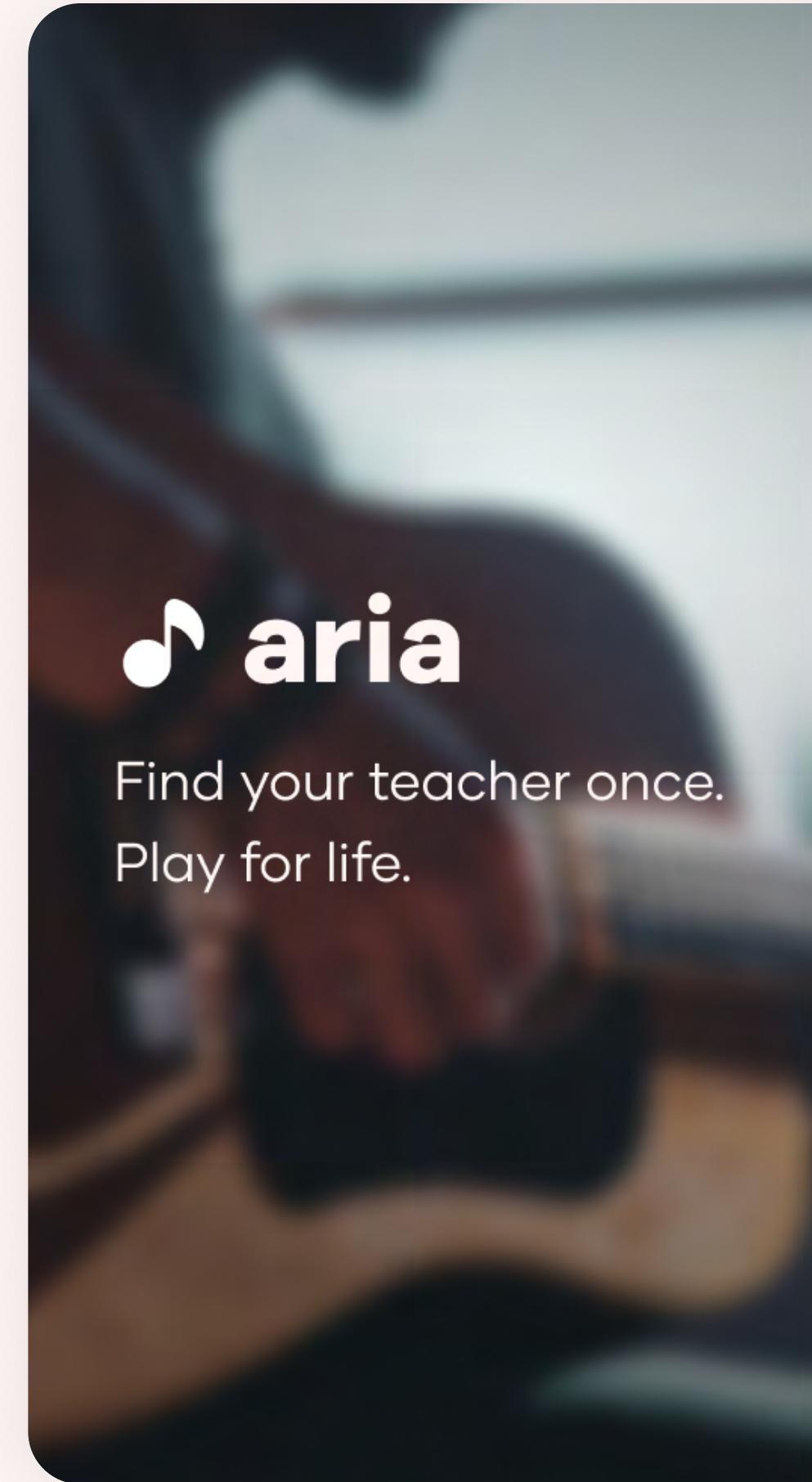
- Home
- Discover
- Past Lessons

Profile

Schedule Lesson

<input type="button"/>	<input type="button"/>	<input type="button"/>
SU	mo	tu
we	th	fr
sa		

final design: splash page



aria

Find your teacher once.
Play for life.

Don't have an account? [Register](#)

Sign in

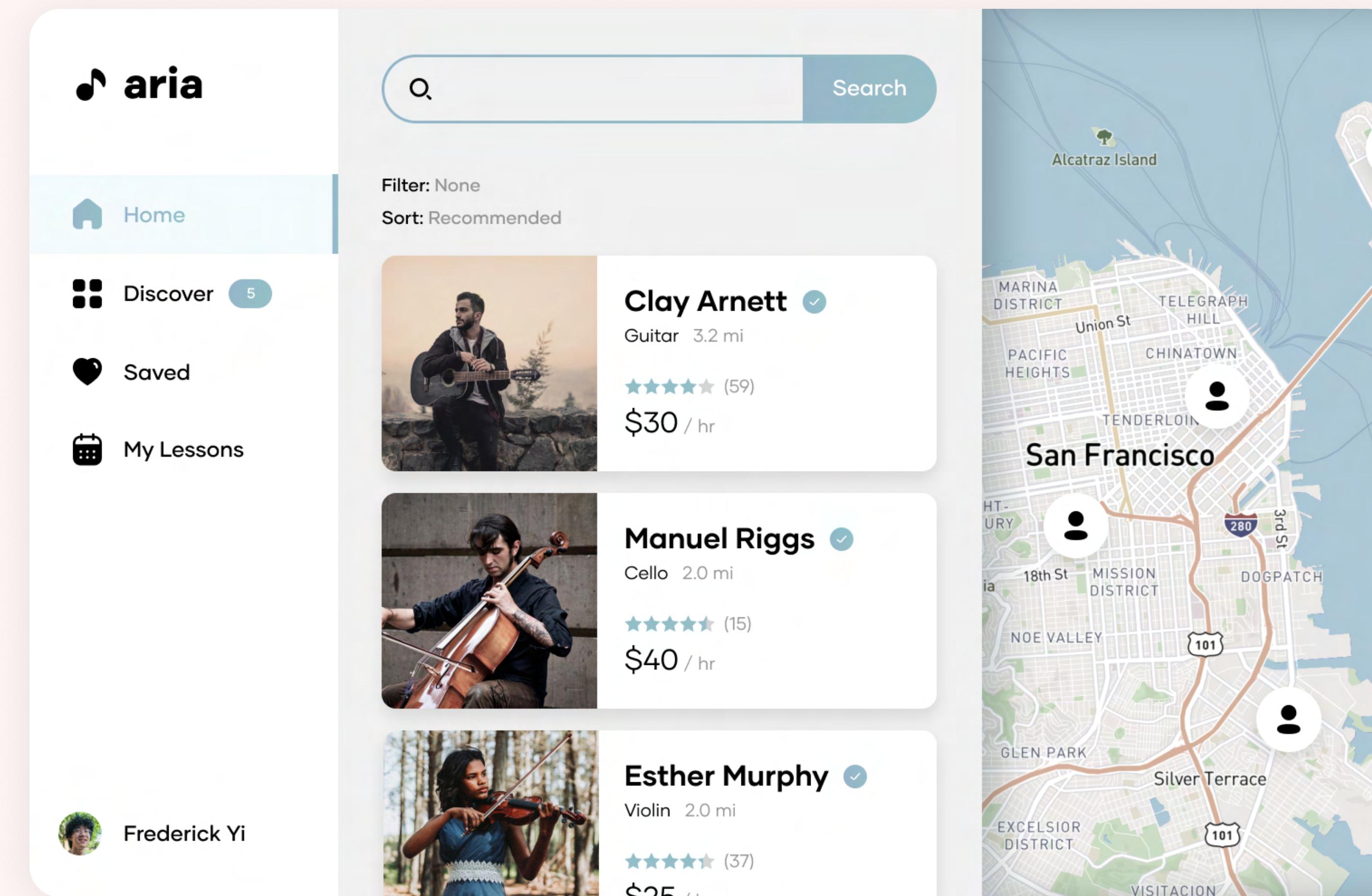
Please enter your details below.

Email Address

Password [Forgot Password?](#)

Let's Roll! ▶

final design: student homepage



final design: teacher profile

The image displays the final design of a teacher profile page on the Aria platform. It consists of three main sections:

- Left Sidebar:** Features the Aria logo at the top, followed by a navigation bar with icons for Home, Discover (which has 5 notifications), Saved, and My Lessons.
- Middle Panel (Teacher Profile):** Shows a profile picture of a man with a beard playing a guitar. The name "Clay Arnett" is displayed prominently below the photo. Below the name are three blue tags: "B.A. Music Education", "Teaches Blues", and "Speaks Spanish".
 - Rating:** A large "4.0" rating with a five-star icon.
 - Popular Tags:** Includes "Good with Kids", "Laid-back", and "Responds Quickly".
 - Featured Review:** A quote from Michael: "Clay is the best! He really works with you and makes sure that you understand what you're doing..."
 - Hours:** A table showing availability:

Day	Hours
Su	6AM - 10PM
Mo	4 - 8PM
Tu	4 - 8PM
We	6 - 8PM
Th	6 - 8PM
Fr	12 - 4PM
Sa	None
 - Teaches:** Guitar, Bass, Voice.
 - Location:** Teacher's Home, Student's Home, Online.
 - Pricing:** \$1 for First Lesson, \$15 for 30 mins, \$30 for 60 mins.
- Bottom Panel (User Profile):** Shows a profile picture of a woman with the name "Frederick Yi" next to it.

On the right side of the image, there is a map of San Francisco with a circular overlay indicating "Clay's Travel Radius". At the bottom of the map are two buttons: "Ask a Question" and "Start Learning with Clay".

final design: teacher dashboard

The dashboard features a sidebar with a user profile picture and name, followed by a navigation menu with links to Dashboard, Activity (2 notifications), Schedule, Students, and Past Lessons.

Upcoming Lessons: Shows two lessons scheduled for today: Alaina Shaw at 12:30PM and Lucy Perez at 6PM. A "see all" link is available.

New Sign-Ups: Lists new student sign-ups with their names, lesson details, and a "Confirm All" button.

Profile Views: A line chart showing profile view counts from January 2022 to August 2022, with a peak around July/August.

New Activity: Displays recent interactions such as reviews, rescheduling, and messages.

Manage Profile: A button to edit the teacher's profile.

final design: student manager

 aria

Filter: None
Sort: First Name (A-Z)

Student	Instrument	Schedule	Notes
Alaina Shaw	Piano	Every other Saturday, 1:30 - 2:30PM	Notes: currently learning Suzuki book 5. Next...
Augustus Lane	Organ	Every Sunday, 10 - 11AM	No notes
Charlie Welker	Music Theory	Next 3 Wednesdays, 5 - 6PM	Notes: working on chord progressions and...
Lucy Perez	Piano	Every Saturday, 4:30 - 5PM	Notes: concerto competition next week!
Rick Nelson	Voice	Tomorrow, 2 - 2:30PM	
Rebecca Abboud	Piano	This Friday, 3:30 - 4PM	
Tyler Clark	Jazz Piano	Every Tuesday, 6 - 7AM	

Samuel Goh

Manually Add a Student

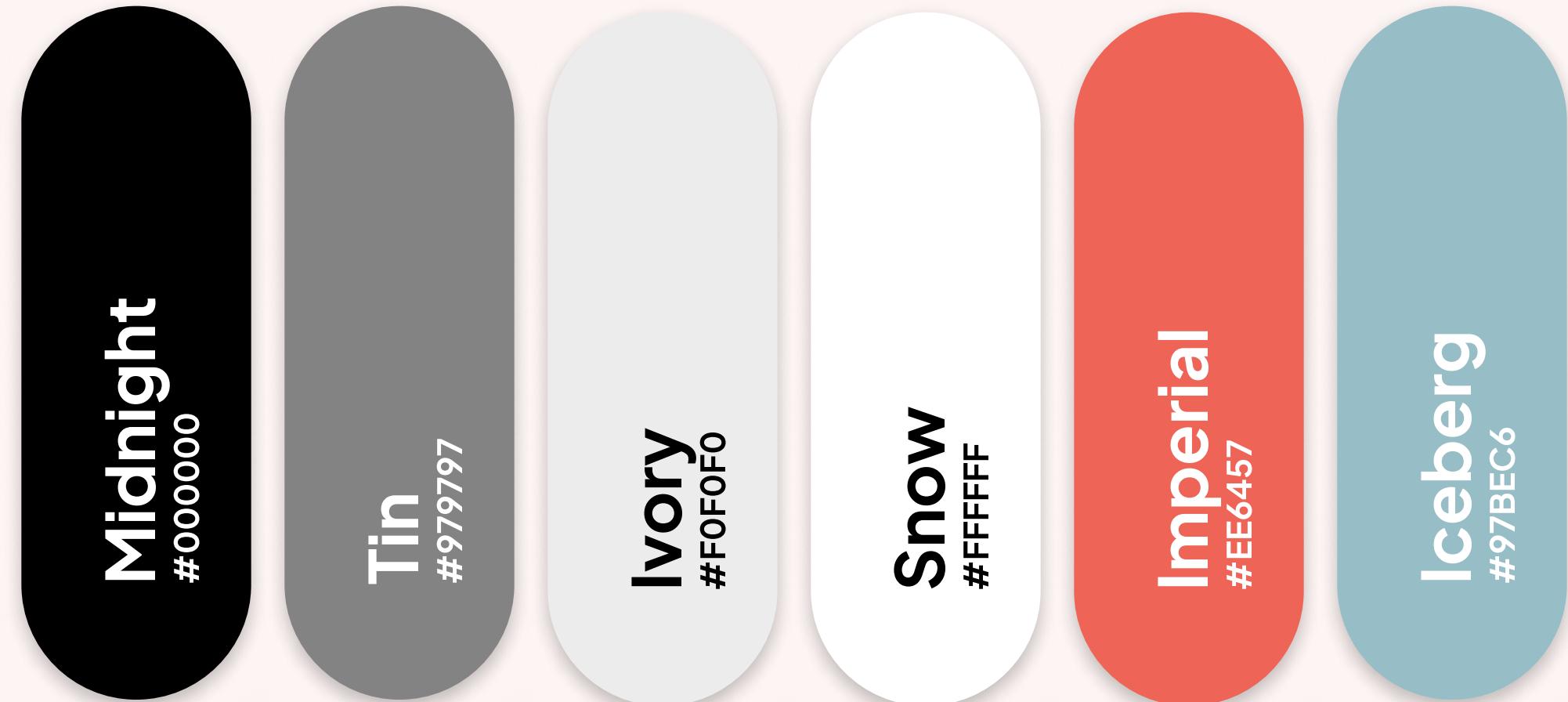
4. conclusion

- a. **Style Guide**
- b. **Takeaways**

style guide

Philosophy: incorporate **vibrant colors**, frequent use of **pictures**, and **bubbly, rounded components** to create an experience that is simple to navigate for all and presents a **fun and playful aesthetic**.

Colors



Typography

Galano Grotesque Alt Bold
Gilmer Bold
Gilmer Medium
Gilmer Regular

Buttons



takeaways

As a lifelong musician, working on a project like Aria was extremely fulfilling. Music education is incredibly important to me (important enough, in fact, for me to have given [a speech on its importance](#) in high school), and I hope that through design I can some day **do my part in the advancement of musical literacy and accessibility.**

Over the course of this project, I improved my understanding and implementation of UX industry topics such as **affinity mapping** and **user flows**, and learned how they can be **integrated into an effective, user-centric design process.**

Had I been allowed more time to work on Aria, I would've liked to create more screens, such as a lesson scheduling page or a profile editing page. That's not to say that I won't come back to Aria to further develop the project, however.