



WEB UI/UX CONCEPT

JEFF LU

JUL - AUG 2022

# 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 **providing accessible and affordable music education to all** by linking each user with a teacher that fits their personal budget, schedule, and musical goals.

# 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

---

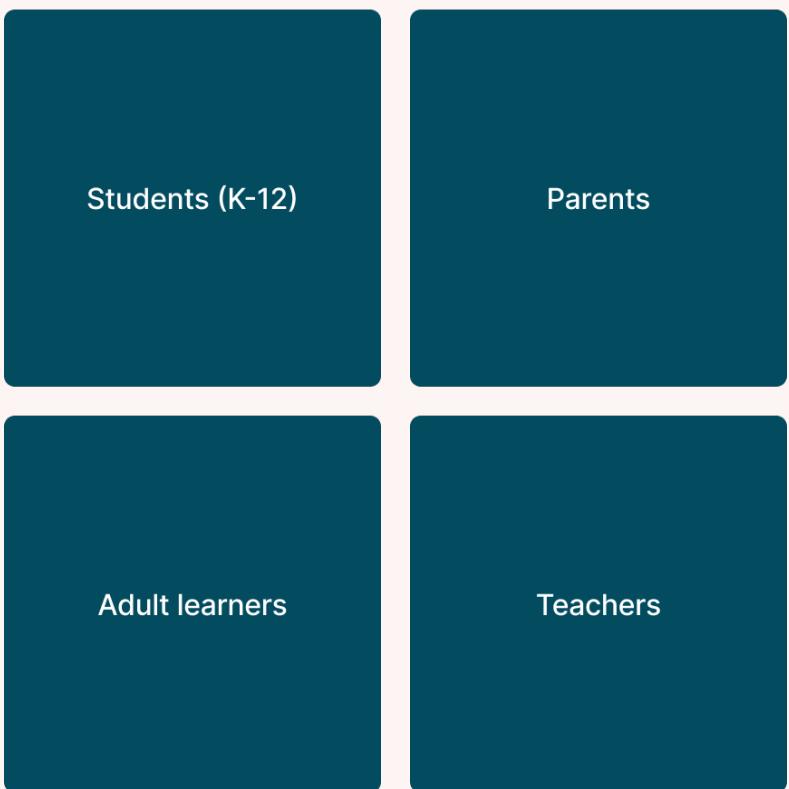
To kick off the research process, I investigated 4 pre-existing platforms with functions similar to Aria's. In doing so, I **identified which features significantly contributed to the experience** of finding a music teacher. Notably, **none of these features were shared by more than 2 of the competitor 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	○	○	○	●	○

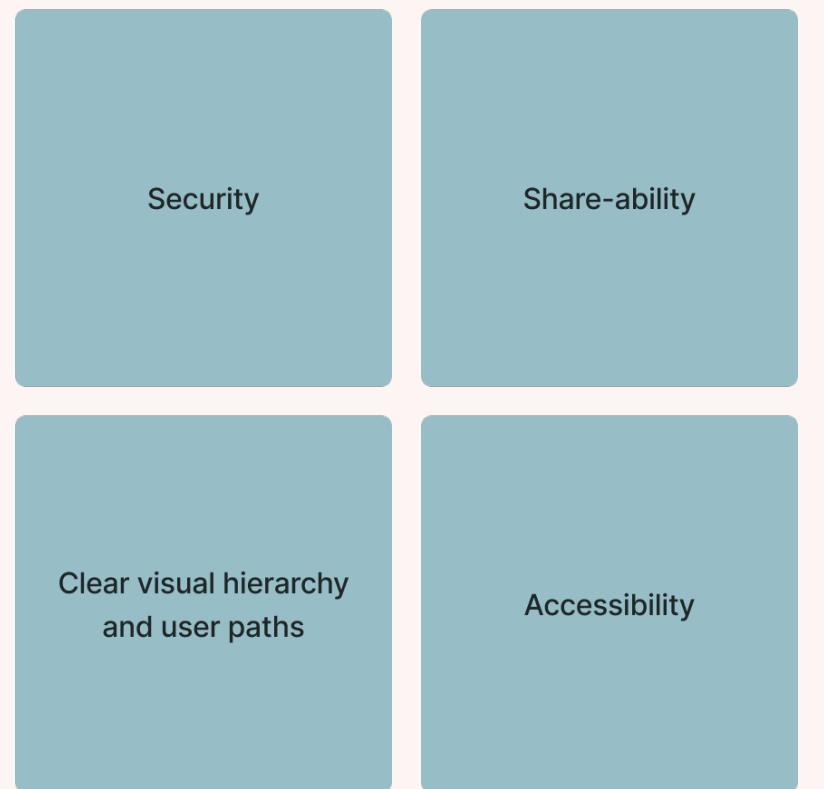
# affinity mapping

Next, I created an affinity map to plan the scope of the product. Doing so ultimately led 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 ideate and work.**

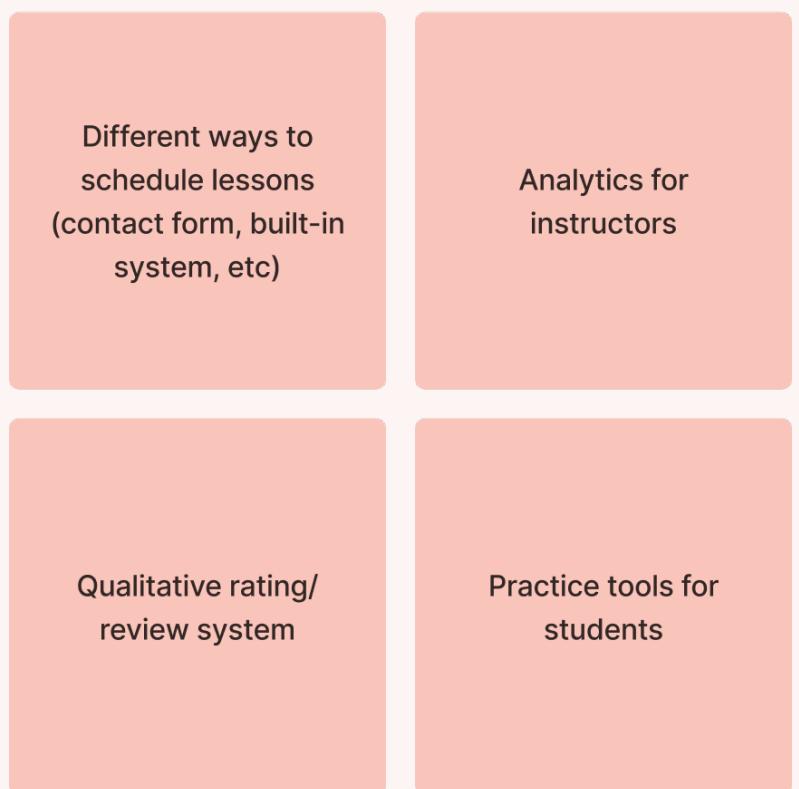
## Users



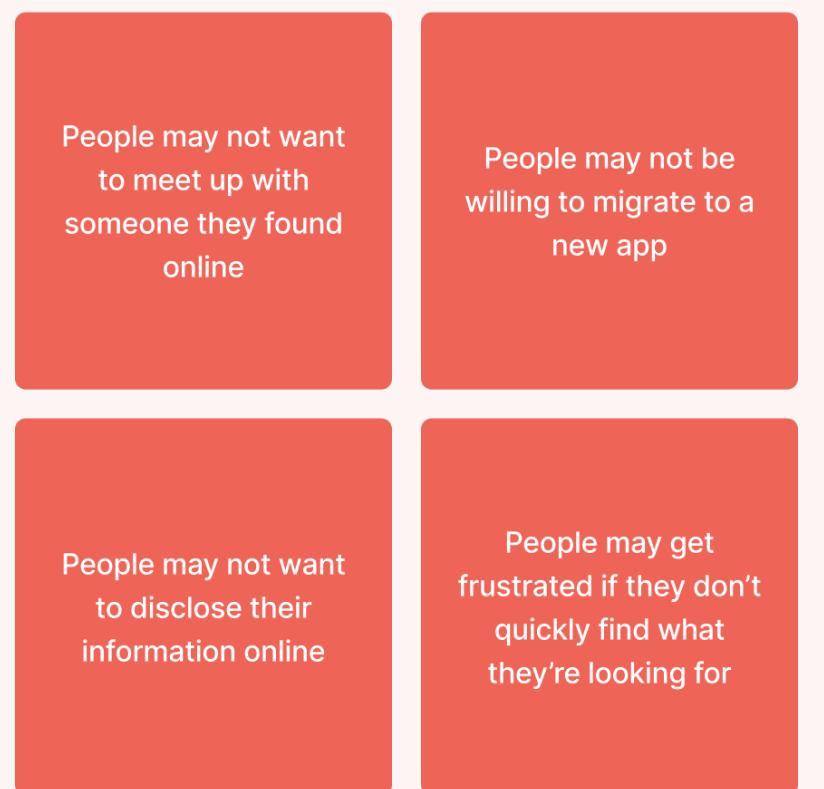
## Needs



## 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**.

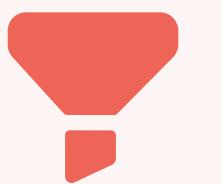
# key takeaways

---



## 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 verified identity on their profiles, as well as hide personal details.



## Filtering

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



## Simplicity

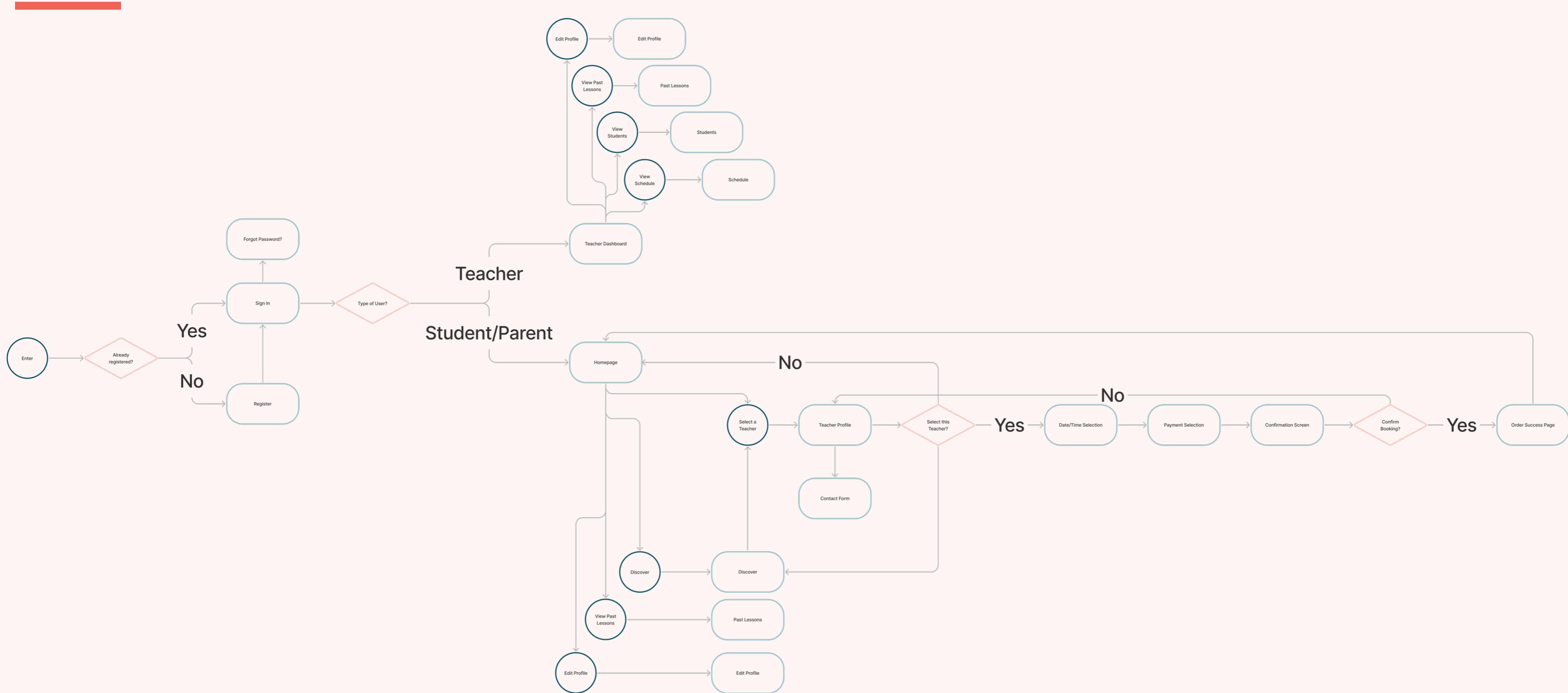
Avoid using musical jargon, instead opting for user-friendly terms and user paths to create a simple experience.

# 3. designs

---

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

# user flow



# lo-fi wireframes

---

**aria**

Sign in

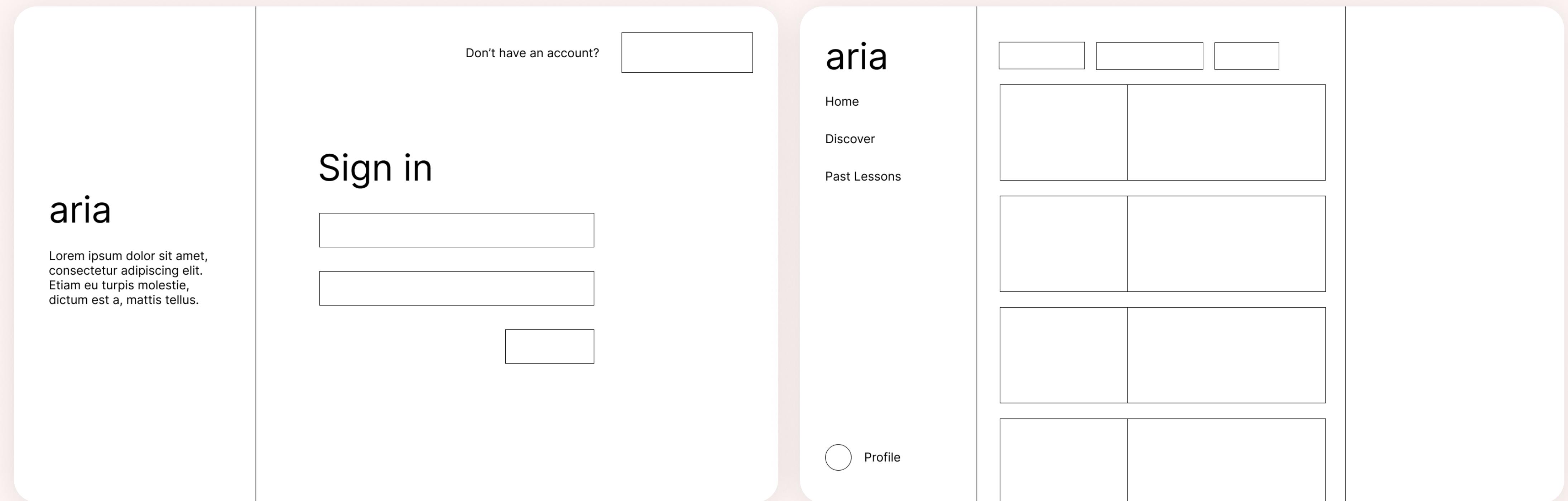
Don't have an account?

Home

Discover

Past Lessons

Profile 

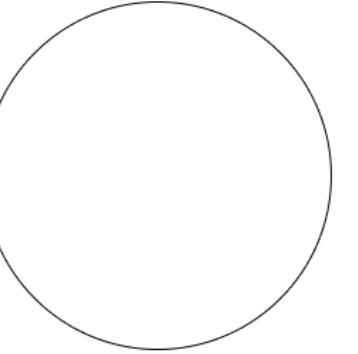


# lo-fi wireframes

—

**aria**

- Home
- Discover
- Past Lessons



**Teacher Name**

Teacher Bio: 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.


 Profile

**aria**

- Dashboard
- Schedule
- Students
- Past Lessons



**Upcoming Lessons**

**Past Lessons**

**Reviews**

**Analytics**

**Browse Other Teachers**

# lo-fi wireframes

---

aria

- Dashboard
- Schedule
- Students
- Past Lessons

Profile

## Students


aria

- Home
- Discover
- Past Lessons

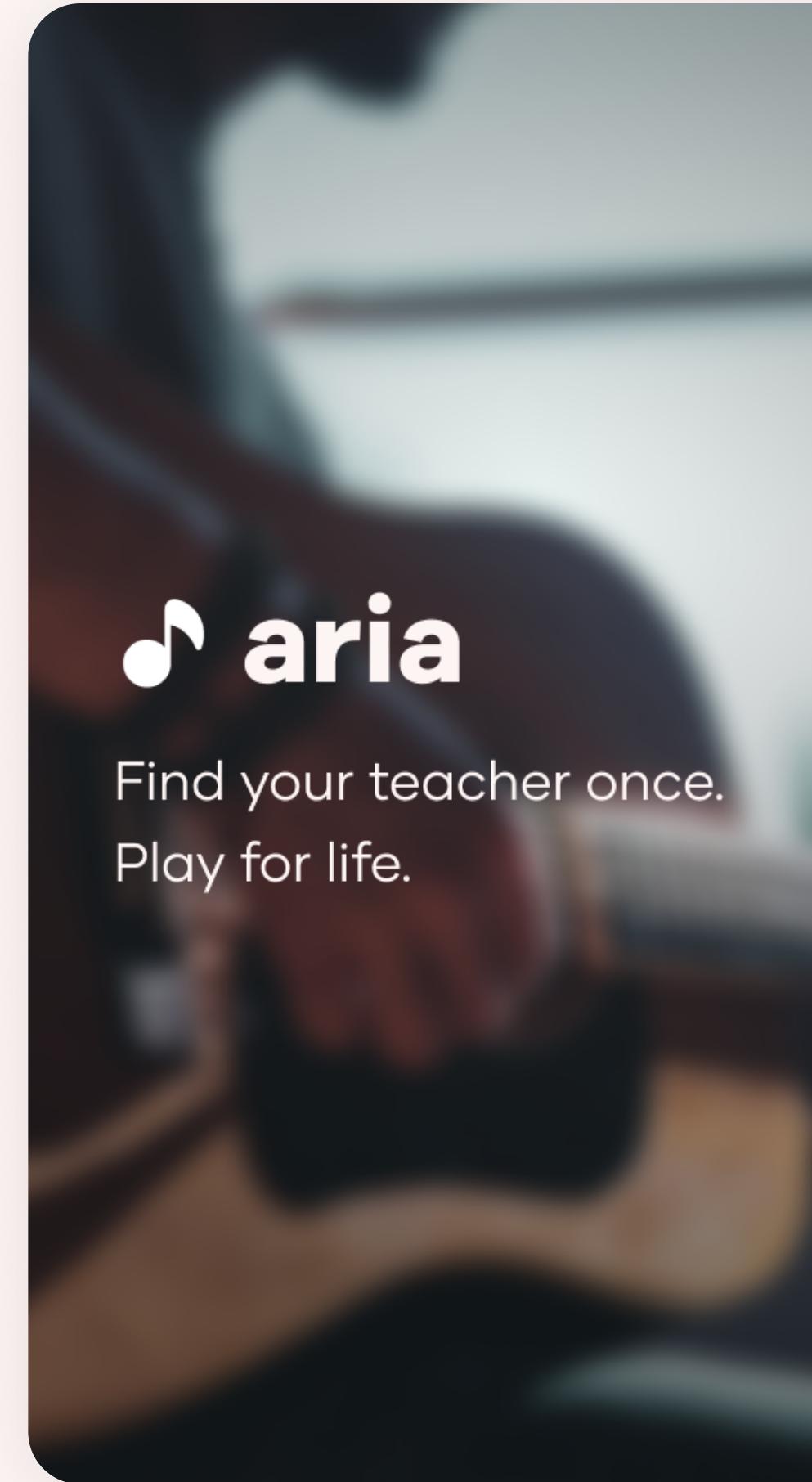
Profile

## Schedule Lesson

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

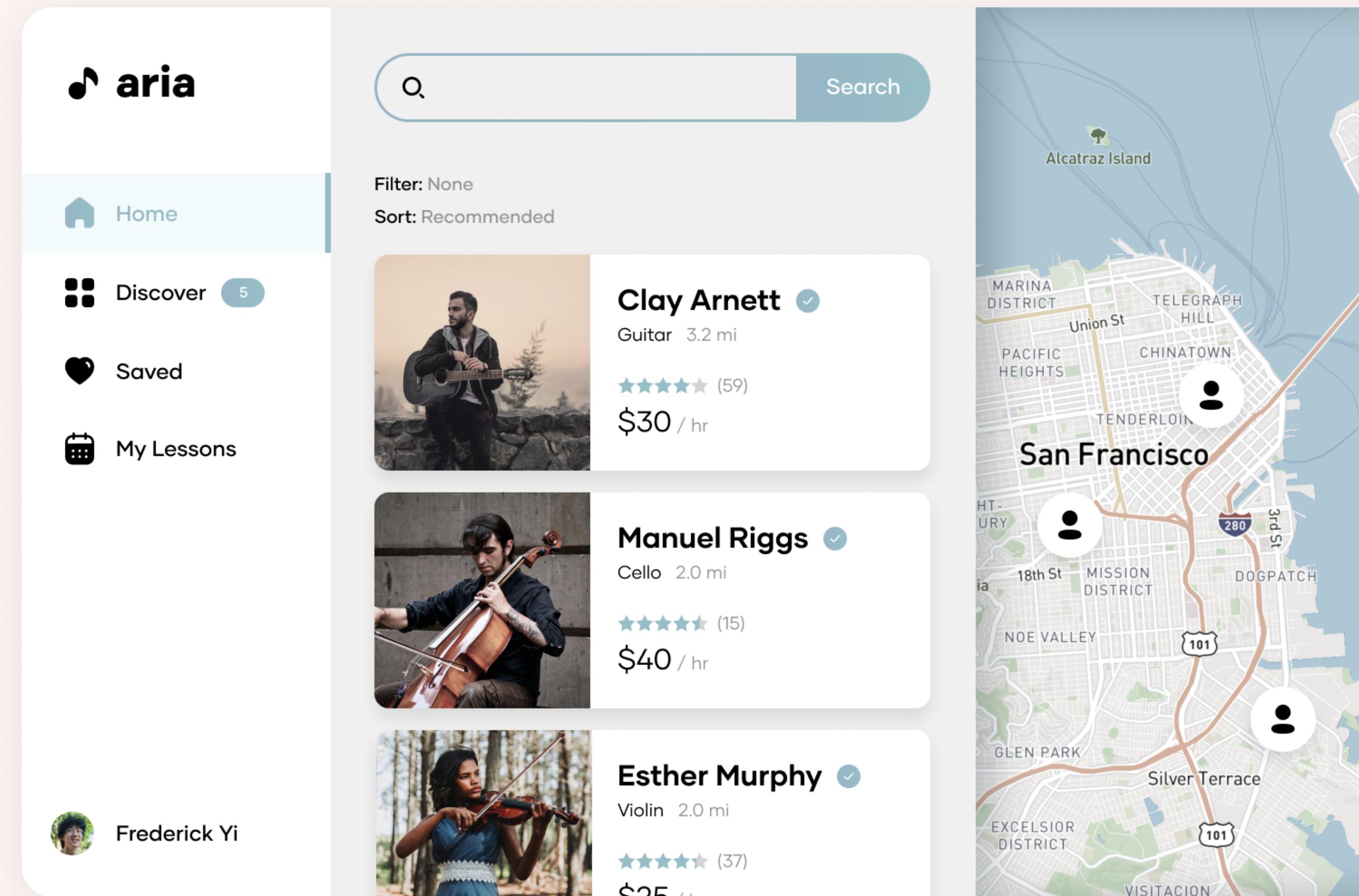
# final design: splash page

---



The image shows the final design of the Aria app's splash page. On the left, there is a blurred background image of a person playing a guitar. Overlaid on this image is the Aria logo, which consists of a white musical note icon followed by the word "aria" in a white, lowercase, sans-serif font. Below the logo, the tagline "Find your teacher once. Play for life." is displayed in a smaller, white, lowercase font.  
  
On the right side of the page, there is a white rectangular form area with rounded corners. At the top right of this area, there is a "Don't have an account?" link and a black "Register" button. In the center of the form, the words "Sign in" are displayed in a large, bold, black font. Below this, a smaller text "Please enter your details below." is shown.  
  
The form contains two input fields: an "Email Address" field containing the placeholder "samuelgoh@gmail.com" and a "Password" field, which is currently empty. To the right of the password field, there is a "Forgot Password?" link. At the bottom right of the form, there is a blue button with the text "Let's Roll! ▶".

# final design: student homepage



# final design: teacher profile

**aria**

Home

Discover 5

Saved

My Lessons

Frederick Yi

**Clay Arnett**

B.A. Music Education Teaches Blues Speaks Spanish

**4.0**

Featured Review

"Clay is the best! He really works with you and makes sure that you understand what you're doing..." — Michael

Hours

Day	Hours
Su	6AM - 10PM
Mo	4 - 8PM
Tu	4 - 8PM
We	6 - 8PM
Th	6 - 8PM
Fr	12 - 4PM
Sa	None

Popular Tags

Good with Kids Laid-back Responds Quickly

**Teaches**

Guitar Bass Voice

**Location**

Teacher's Home Student's Home Online

**Pricing**

\$1 First Lesson  
\$15 30 mins  
\$30 60 mins

**About**

I am a guitarist, bassist, and singer who started learning to play the guitar at age 6, and I love teaching all students of all experience levels. Contact me for more information!

Ask a Question

Start Learning with Clay

Alcatraz Island

MARINA DISTRICT

PACIFIC HEIGHTS

CHINATOWN

TENDERLOIN

HT-HURY

MISSION DISTRICT

NOE VALLEY

280

101

Clay's Travel Radius

Silver Terrace

VISITACION

# final design: teacher dashboard

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

**Upcoming Lessons:** A timeline showing two lessons: Alaina Shaw at 12:30PM and Lucy Perez at 6PM today.

**New Sign-Ups:** A list of new students with their details and a "Confirm All" button.

**Profile Views:** A line graph showing profile views from January 2022 to August 2022, with a peak around July/August.

**New Activity:** A feed of recent interactions:

- Today, 12:49PM: Tyler Clark wrote a 5 star review for you: "Sam has been a..."
- Today, 8:04AM: Charlie Welker rescheduled his lessons to Wednesdays, 5PM
- Yesterday, 8:25PM: Rick Nelson left a message: "Hey Mr. Goh, my family will be..."

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

# final design: students 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	

 Manually Add a Student

# 4. conclusion

---

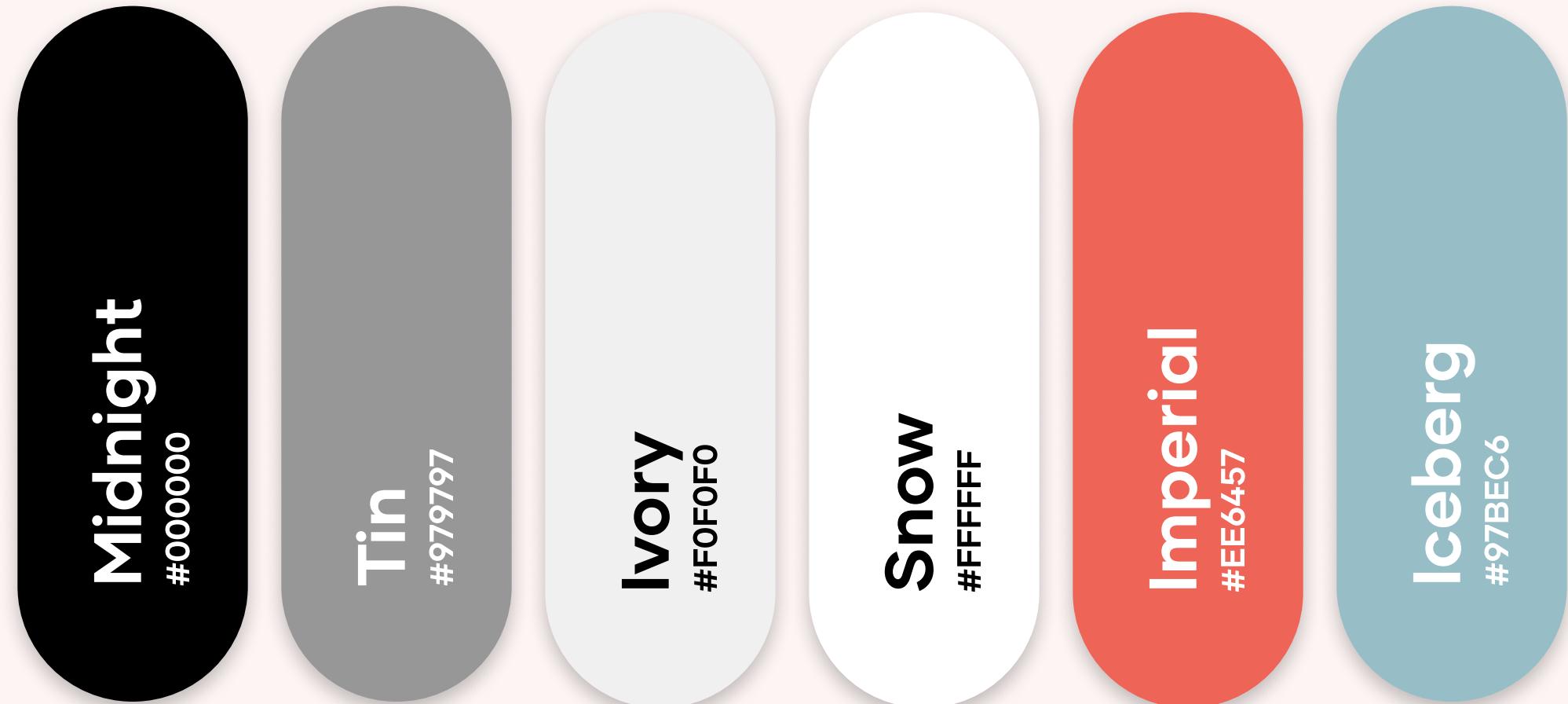
- a. **Style Guide**
- b. **Takeaways**

# 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

Primary ►

Secondary

# takeaways

---

As a lifelong musician, working on a passion project like Aria was extremely fulfilling. The topic of 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.