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Aspiring UX/UI professional with background in research

UX Design Portfolio

Selected Case Study demonstrating User Research



Landing page for Ungdomsringsens Musikfestival

Website building for Ungdomsringsens Musikfestival

A case study introducing the user research phase of the project

March, 2020

PROBLEM

Our goal as a team was to create a product, that is accessible for young people, captivates their attention, sparks interest for the festival and displays essential information for participants, and to a lesser degree to the audience, parents and adult supervisors. All wrapped in a design solution that is vibrant and reflective of the event's atmosphere.

MY ROLES

User Research, Information Architecture

CLIENT

Ungdomsringsen,
Aalborg (DK)

Client

Ungdomsringsen is an organization in Denmark, that stands for democracy, education and community, bringing young people together since 1942. The association organizes every year Ungdomsringsens Musikfestival in Aalborg, which is the largest youth music festival in the Nordics, attracting young people with great interest in music both from Denmark and internationally. By creating a focused website, the organization would be able to increase trust for the event, and by reaching a larger audience to grow the festival.

Solution

During the four weeks assigned for the project, following the design process (user research, ideation, prototyping, testing) we created a fully functional, responsive website, where young people are able to find information about Ungdomsringsens Musikfestival 2021. By using Wordpress, part of the website's content were made dynamic.

The task provided some challenges due to the young age of our users. To accommodate their short attention span and to reduce time reading through text, in our solution we used icons and images, where possible.

My Roles

In the project my tasks were focusing on User Research and Information Architecture, defining a Persona and building content hierarchy.

Know your Users

For this part of the project I had the pleasure to take the lead. Following the **client brief**, we set out to gather more information on competitors in the field of youth music festivals. We looked around on the world wide web and did some **benchmarking** among different youth music festival. From the findings we gathered best practices, which we decided to include on our website for a competitive, modern edge.

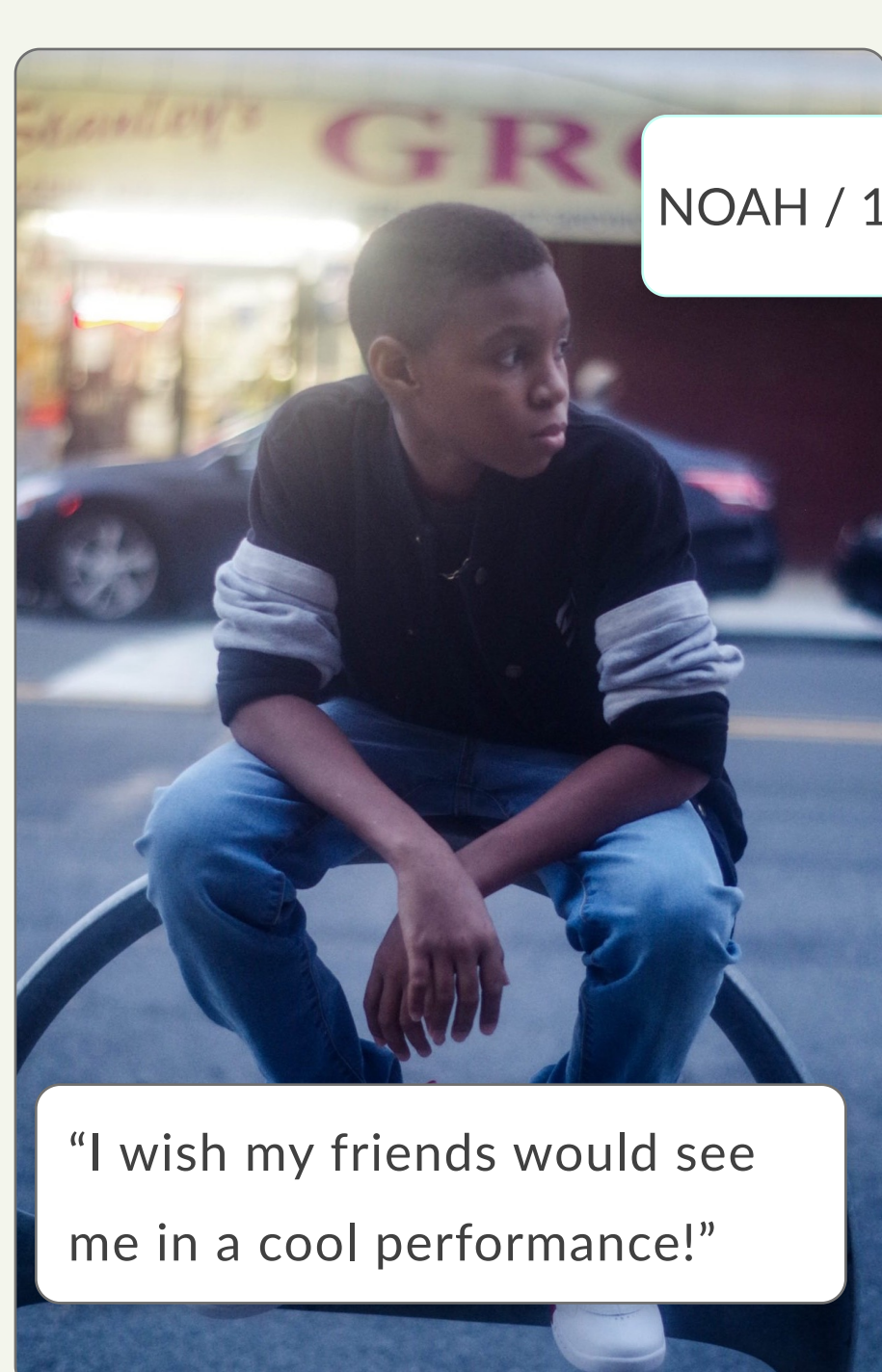
We also had to do a **content inventory** across multiple platforms, where there were bits of information available about Ungdomsringsens Musikfestival. All our findings would go towards establishing the information architecture.

To expand on the existing information, we needed to know better our potential users.

For **standard data** we used official reports published by the request at different ministries, this helped us to learn about the Danish youth's use of technology and social media.

For the qualitative, **semi-structured interviews** we created a guide, where we set out to examine our **hypothesis**: People attending music festivals consider the atmosphere and the music/bands playing equally important. With our research questions we intended to figure out the motivations and expectations of young people attending a music festival.

Persona for Ungdomsringsens Musikfestival



NOAH / 13 / male / 8th grade primary school / Aalborg (DK)





family status: parents divorced, two siblings and two bonus brothers

GOALS AND NEEDS
To become a good drummer and be recognized by peers.

FRUSTRATIONS
"Why is football more popular than music??"

MOTIVATIONS
If things go well and he receives positive feedback, Noah will consider getting into a more serious musical commitment.

"I wish my friends would see me in a cool performance!"

BIO

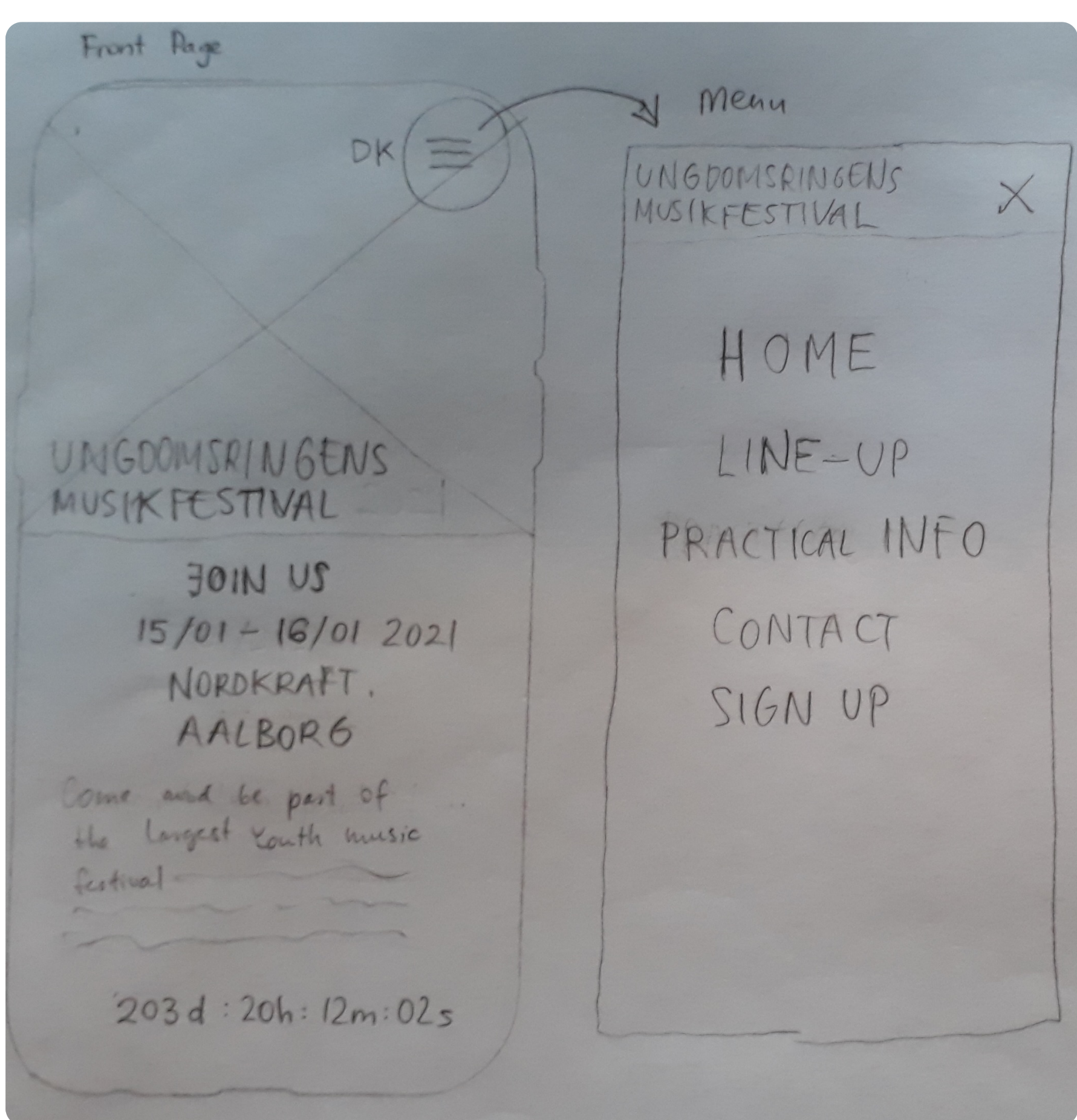
Noah's parents got divorced, when he was 6. He has two biological siblings, Tom (18) and Myra (16). The three of them live with their mum for a week, then Noah goes to his dad for a week. He also has two bonus brothers, Peter (12) and Frederik (14). Noah gets along very well with Peter and Frederik, because they are so close in age and have common interests. Noah is generally quiet and observant in a big group, but he really becomes alive and energised around people he trusts and can share his music passion with. His passion is music, he really enjoys investing time in music related activities.

On his iPhone, which he inherited from his mum last year for his birthday, he likes to watch live concerts on youtube and discuss drum solos and cool moves with Frederik. At this stage he is quite comfortable with using the smartphone and social media. He almost never posts or shares things publicly about himself but likes the small group chats and sharing his interests.

After school the boys go to the same Youth Club. His teacher there, Andreas, has been very encouraging of Noah's passion for drumming. The progress they have been making in the past year is rather impressive and there is a good chance that with consistent practice they will be ready to perform for an audience within the next few months.

Following the interview analysis, we combined the information with standard data and our **Persona** was created.

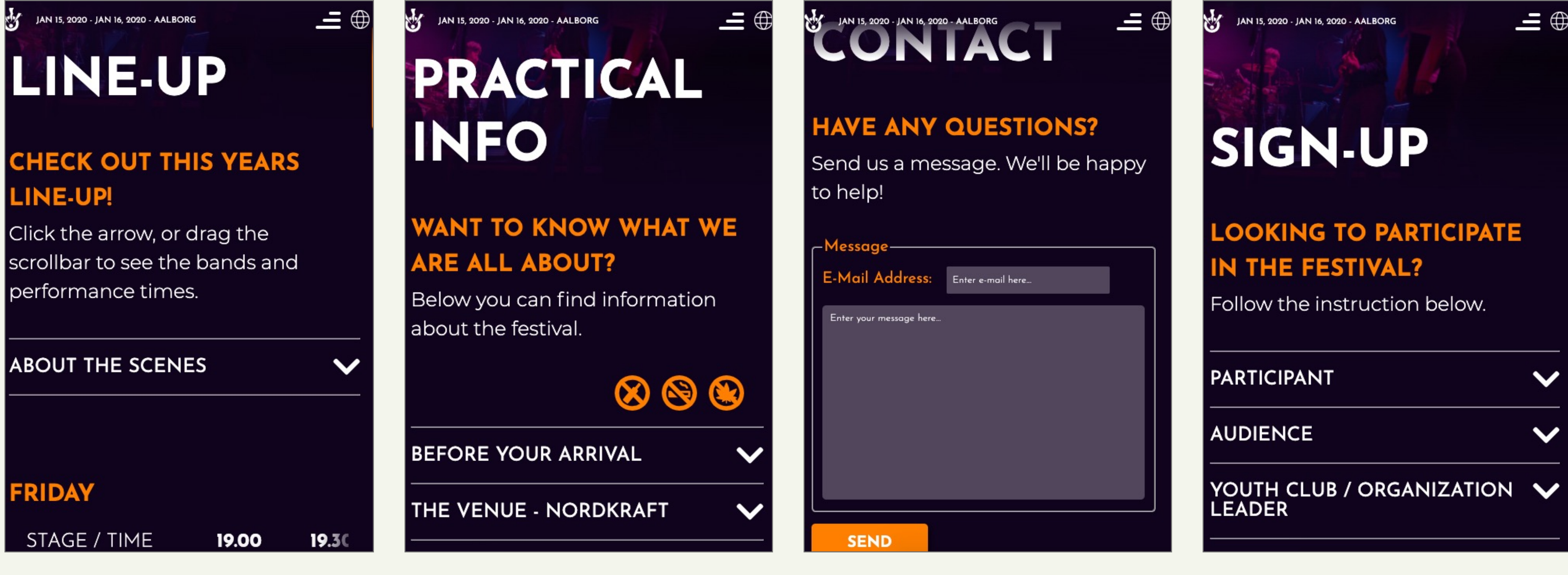
Structuring the information



Wireframes for organising information on the landing page and navigation

Using already existing content from Ungdomsringsen, we kept in mind that our main target group was young musicians planning to perform at the festival. When constructing the navigation for the site, we wanted to keep the most important and relevant information right at hand.

Our solution



High fidelity mobile version extracts of the product.

During production our team faced challenges as a consequence of the covid-19 lock down. We were forced to work together remotely, for the first time. By focusing on effective communication, and making the most of Github, we quickly adjusted to the new and unusual situation, the product was successfully delivered on time. As a novelty we got to explore the habits and characteristics of a young user group.

This project made clear for us the crucial importance of the lower levels of the five UX planes, which we'll be implementing better in our next project.

The website effectively gathers previously scattered information, framing it in an accessible manner, displaying it with a fresh and youthful look.

Thank you for taking time to read this case study!

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