

Favorite artist music streaming app

Debra J Scott

Project overview

The product:



Inspiration for the app came after visiting the website of my favorite singer song writer, India Arie. A media streaming app branded specifically for her and artists with a similar purpose can help to support her vision of getting more involved in the conversation with fans, not just sharing her work.



Project duration:

Oct 2021 – Jan 2022

9:41



Let's Talk...



"I've always wanted to be part of anybody's healing process with my music. That was my goal from the very beginning. Now, I'm ready to be more involved in the conversation, more on the ground with smaller groups of people, experiment with what it means to be in the conversation, not just the music."

India Arie

Project overview



The problem:

How can busy and distracted people who want to make a difference in their local communities get and stay connected? Remote workers and digital nomads increasingly work and play in virtual online communities. They find it challenging to be active and engaged in grassroots efforts in their local communities as they spend most of their time engaged in digital communities.



The goal:

The goal of this mobile app (my favorite artist's media streaming app) is to provide a platform for a specific artist's fan to come together and easily share and promote organizations, events, fundraisers, and social causes taking place in their local communities online - via the in-app community and user's social media communities.

Project overview



My role:

Lead UX designer and Lead UX researcher



Responsibilities:

- user research
- Wireframing
- prototyping

Understanding the user

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

User research: summary



We're creating a favorite content creator media streaming app that enables the fan community to promote and support mission driven events and activities going on in their local communities. Before launching, we need to determine if the app has a consistent and intuitive user experience and identify any challenges users might face when using the app.

Our research goal was to confirm that users can complete the core tasks within the app easily and intuitively and that they find that they recognize the value added by app features that help user more easily support grassroots efforts in their local community by promoting them in their online communities.

User research: pain points

1

More difficult to participate in local community than in online communities

Online community engagement is distracting from local community engagement

2

Not rooted & grounded in local community

Remote workers that can work from any location are becoming less rooted in local communities

3

Unsure of how to get started contributing to local community projects

Digital nomads can be motivated to get involved in community grassroots efforts but they don't know where or how to start

4

Conflicting priorities leave little time for going out into the local community

How can busy and distracted people who want to make a difference in their local communities get and stay connected?

"Living out loud and on purpose! I'm committed to making this a better world, but I can't do it without community support! "

Persona: Nia

Problem statement:

Nia is a community organizer and an avid music lover who needs a media streaming app that attracts a like-minded fan community so that together the community can promote local civic engagement despite the challenge that many people are no longer rooted and grounded in local communities.

Goals

- Live minimalist lifestyle
- Use skills and talents in service to family & community
- Empower community members
- Sustainability advocate

Frustrations

- Struggles to organize communities to mobilize and take a stand for causes
- Concerned about the lack of awareness of social issues within the local community



Nia

Age: 26
Education: B.S. Degree
Hometown: Atlanta metropolitan area
Family: New mother
Occupation: Freelance consultant

A recent college graduate, living with partner in a suburb of Atlanta. As a new mother, they are grateful for the flexibility to work remotely. They are committed to making conscious lifestyle choices that nourish body, mind, and spirit. Their favorite artists are more than just outstanding producers of art, they are change makers. They connect with others often via social media and believe that an artists' message can and should be more influential in service to people and communities.

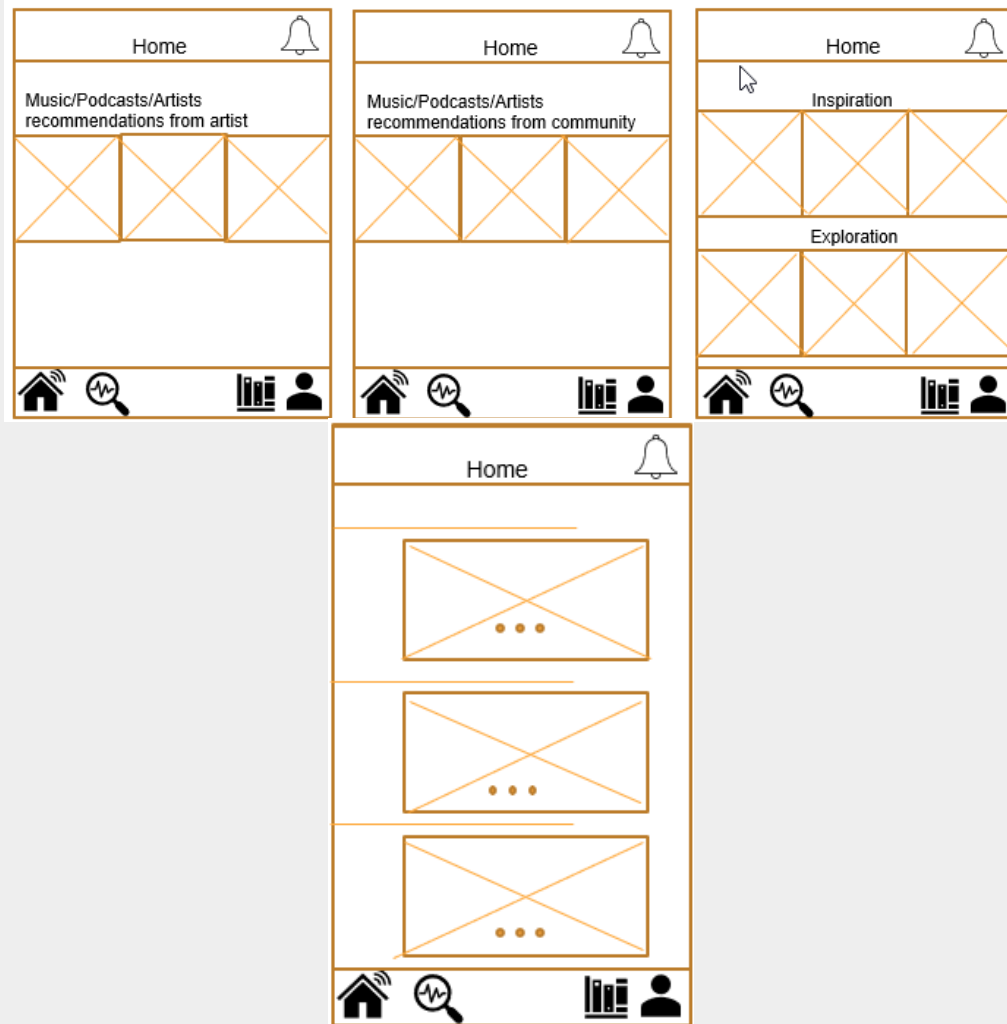
User journey map

Our research goal was to confirm that users can complete the core tasks within the app easily and that they find that the community outreach profile feature adds value by helping them to actively support grassroots efforts in their local community.

ACTION	Open music app – Discover new music (home screen)	Start listening to music (player screen)	View about artist (about artist screen)	View community profiles(player screen)
TASK LIST	Tasks A. Open music app B. View music and podcasts shared by artist C. View music and podcasts shared by app community. D. Choose listening options based on mood.	Tasks A. Listen to song or podcast B. Like and view likes C. View time-synced lyrics D. One click to comment and view comments in app E. One click to share song or podcast on Twitter	Tasks A. Read the artist's story B. Explore links to missions and causes supported by the artist C. View the artist's social media streams displayed on screen	Tasks A. Click on community member profile icon to view details B. Direct message community member in app C. Search profiles by location
FEELING ADJECTIVE	curious	Song resonates with current emotional needs	Curious inspired	Courageous sociable
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• top tracks shared by fan community icon• Artists & music shared by favorite artist icon• Artists & music based on algorithmic recommendations icon• Optimize screen layout and features for screen reader technologies	<ul style="list-style-type: none">• Add and view fan community likes• One click to share song on Twitter• Optimize screen layout and features for screen reader technologies	<ul style="list-style-type: none">• Add descriptive stories sharing the artist's <u>why</u>• Add link to artist's Twitter feed and other social media• Optimize screen layout and features for screen reader technologies	<ul style="list-style-type: none">• Add link for quick access to social media feeds• Optimize screen layout and features for screen reader technologies

PowerPoint wireframes

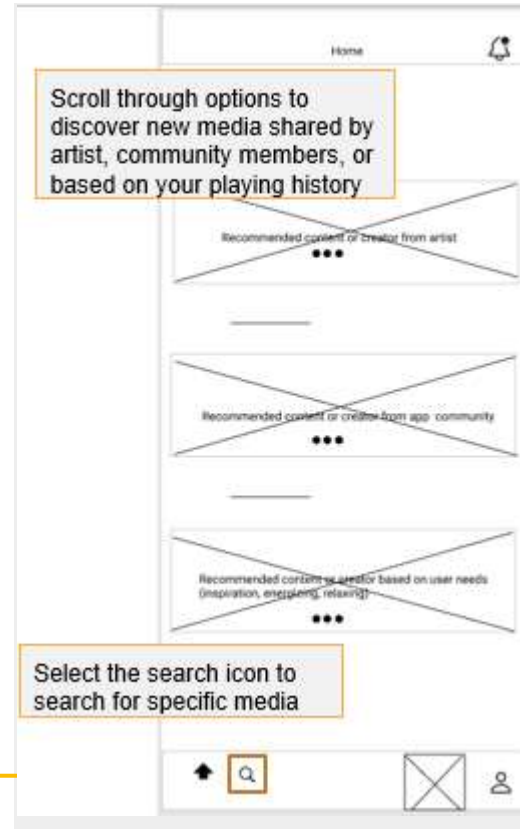
On the home screen, the goal is to give users several options for discovering new media: Recommendations from their favorite content creator, from the fan community, based on themes (Inspiration, motivation), and search by lyrics, creator name, topic



Digital wireframes

The Home screen is the lifeblood of the app. The goal is for community members to share not only media that is similar in content and purpose to that of the favorite artist that unites this fan community but also easily share and promote local community activities.

Users can search by song lyrics, music artists, podcast hosts, and content topic



Search for media based on your current emotional state

Digital wireframes

Users can follow content creator profiles and also in-app community profiles. The community profile edit screen prompts users to include a brief description and website link(s) of one or more local community organizations or fund-raising efforts that they support

Users can easily follow community member profiles and share in-app profiles via their social media accounts

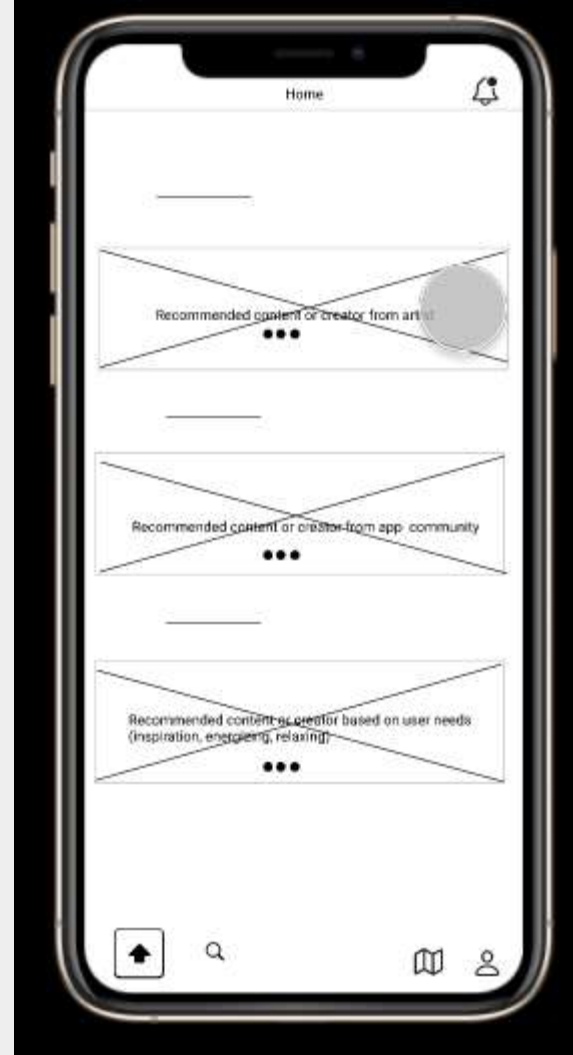


Users can edit their personal community outreach story in their profile to share with other in-app community members

Low-fidelity prototype

[low-fidelity prototype](#)

The flow enables the user journey from discovering media to sharing comments about the media in the in-app community; Users can follow content creators and community members, and share community organizations they have promoted within the app via their online social media communities.



Usability study: findings

- unmoderated usability study
- Location: each participant completes the task prompts in their own home by accessing the prototype online and recording their thoughts as they follow prompts to independently navigate.
- Date: 12/27/21 – 1/23/22
- Five participants ages 26 – 60, 1 male and 4 female
- Each session should last no more than 30 minutes

Round 1 findings

- 1 The community outreach story should be a central focus on the view profile screen.
- 2 Users can benefit from an easier way to share and promote local community activities in online communities to stay involved.

Round 2 findings

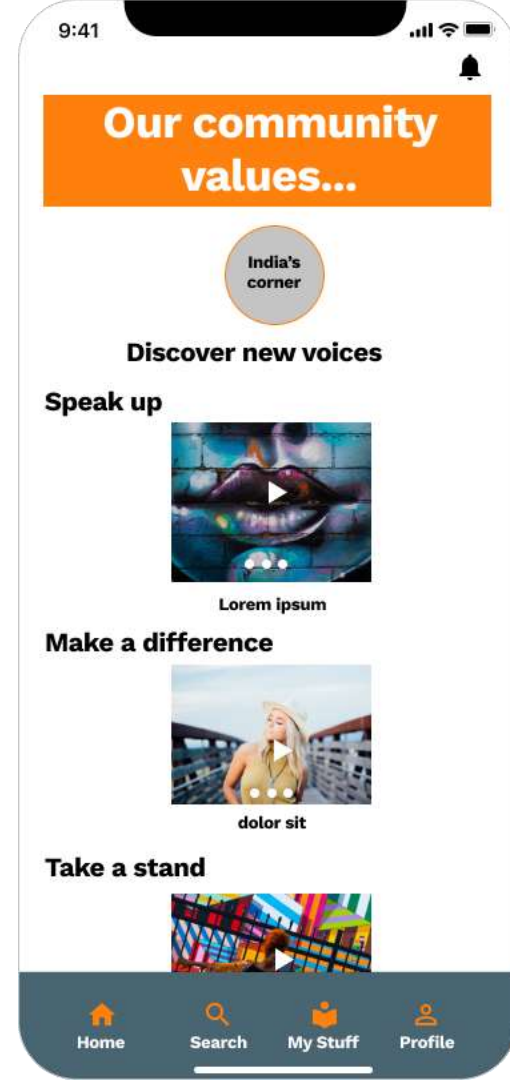
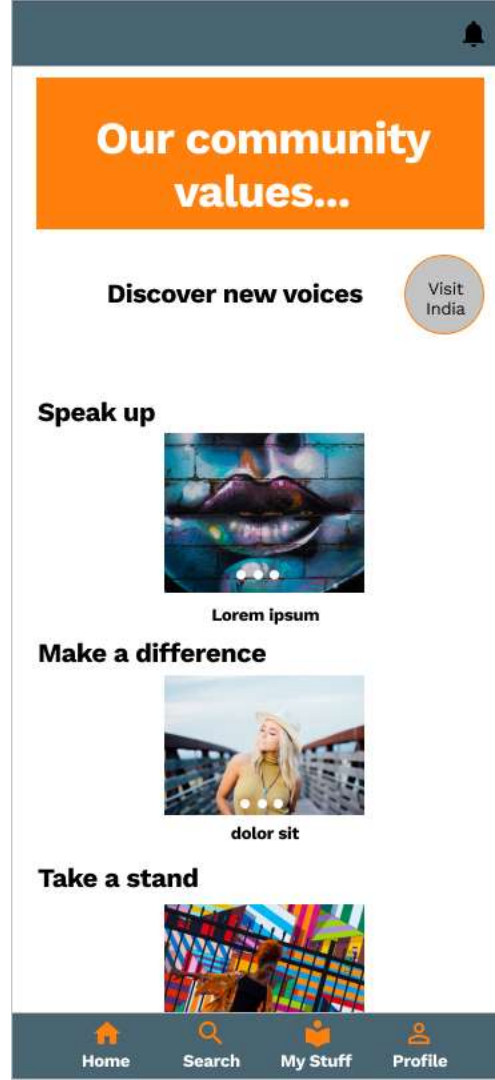
- 1 Screen prompts on view and edit profile needed to be more intuitive.
- 2 Ability to communicate with other users needed to be more intuitive.
- 3 What differentiates app from other media streaming app needed to be more obvious.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

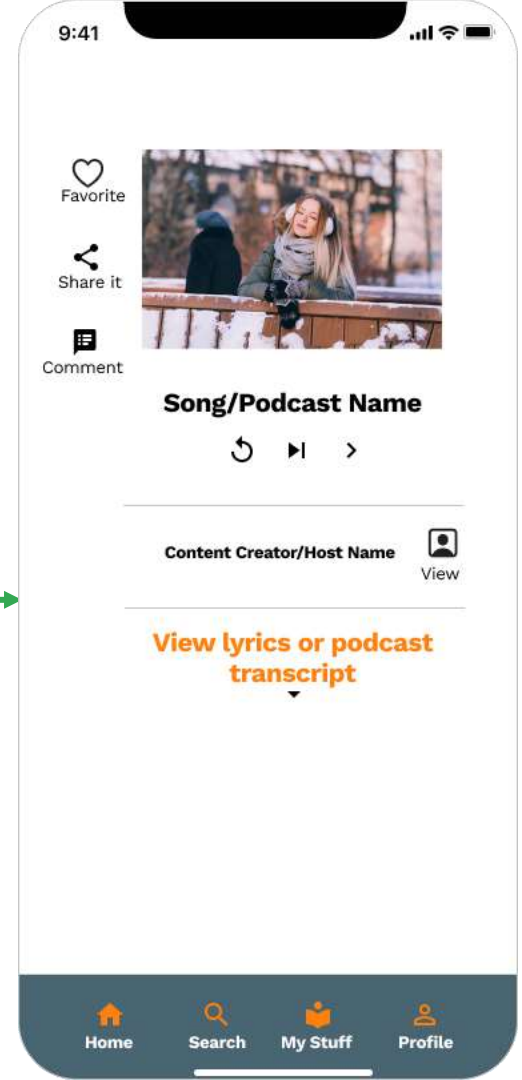
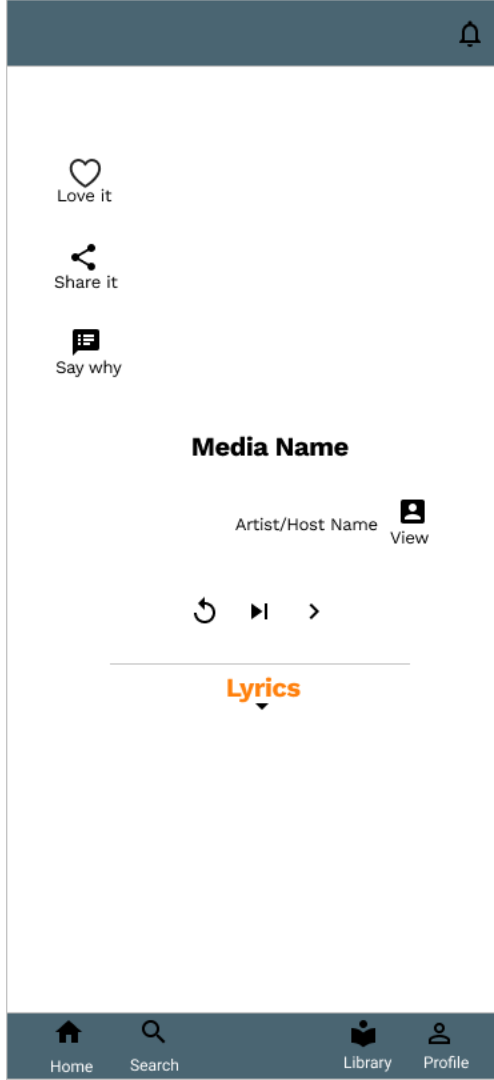
[Participant's responses indicated that the intention of the app needed to be more obviously communicated by the screen prompts: The focus on the music artist that the app is based on, needed to be more front and center on the home screen.]



Mockups

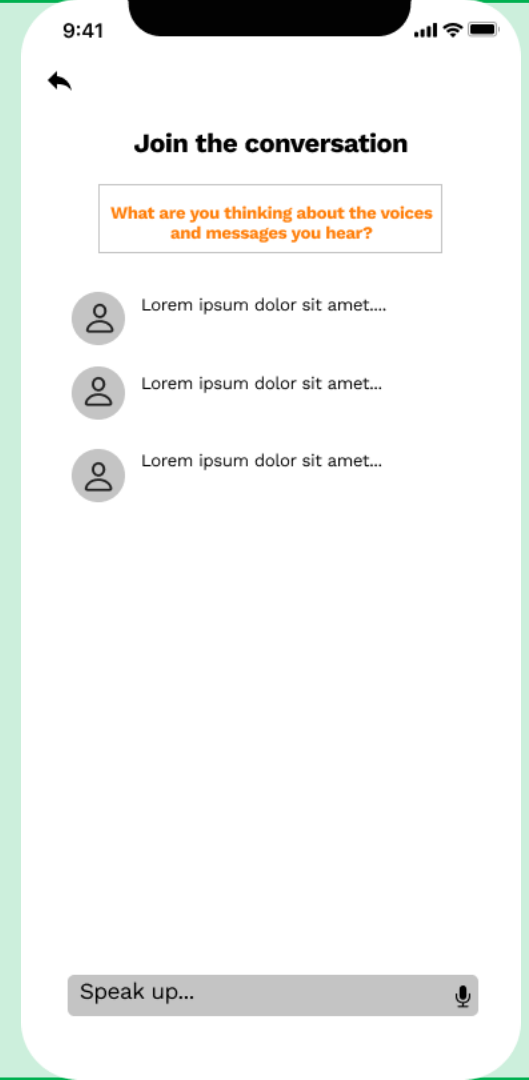
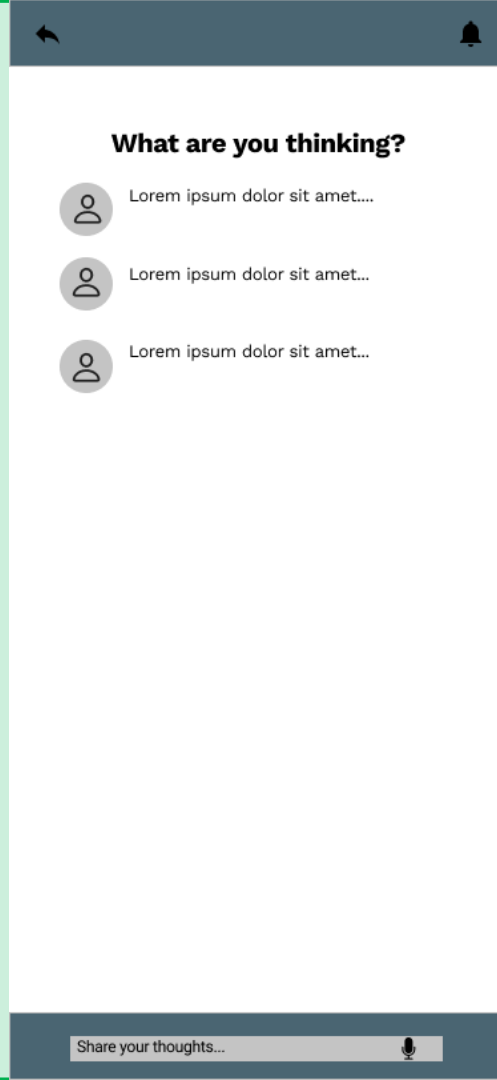
[Participant's responses indicated that the screen prompts needed to be more direct.

The screen content was reorganized, 2 lines were added to separate the media player options, the view profile feature, and the option to display song lyrics or podcast transcript]



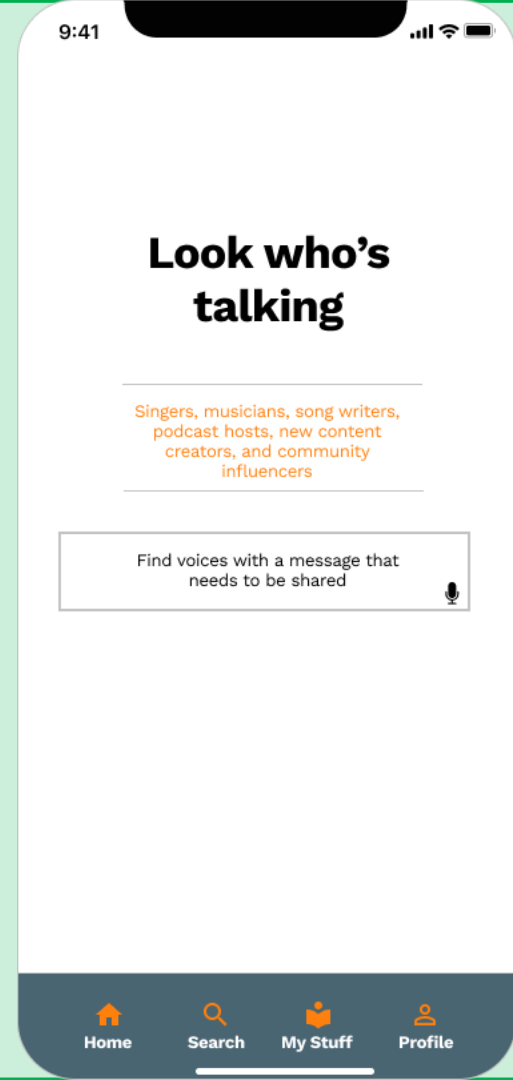
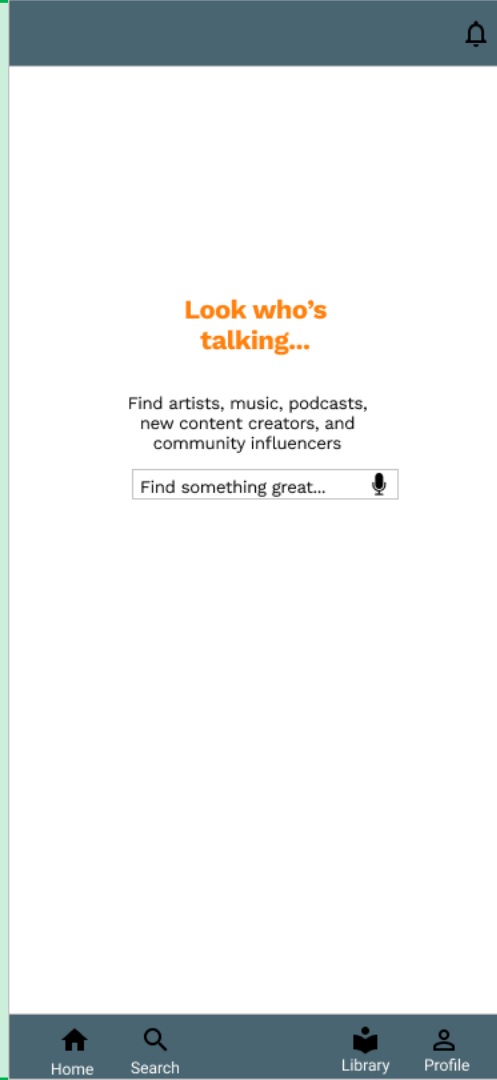
Mockups

[Participant's responses indicated that the intention of the app needed to be more obviously communicated by the screen prompts: added additional text to clarify the purpose of the Comment feature]



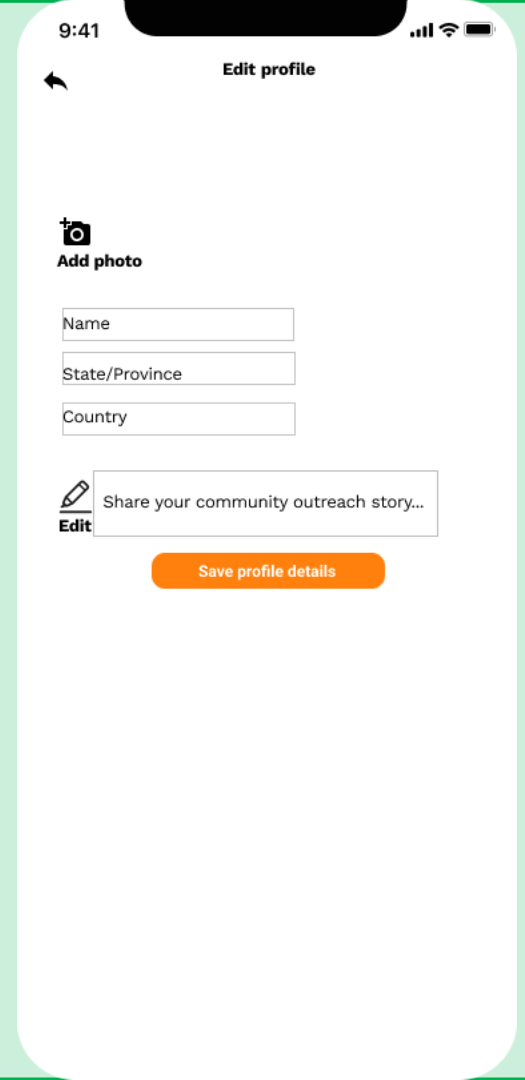
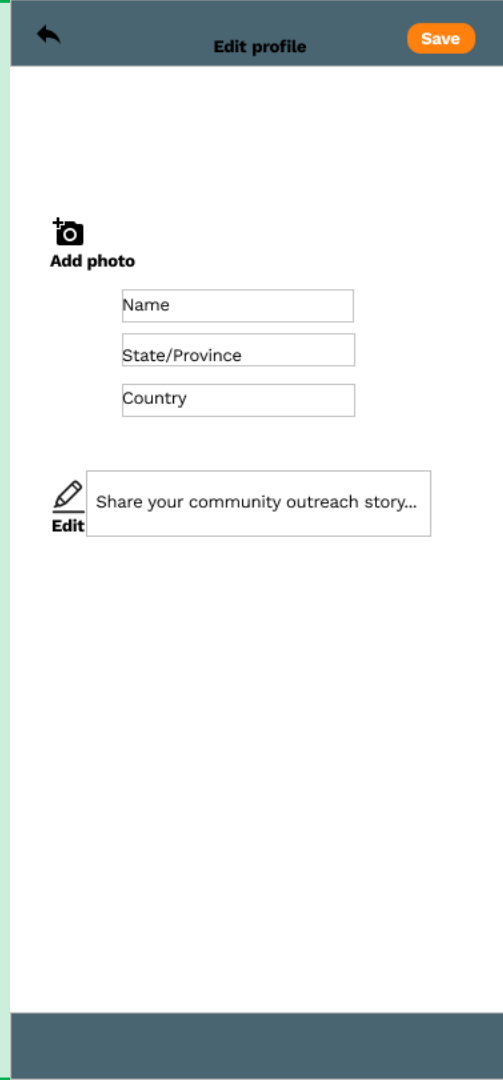
Mockups

[Participant's responses indicated that the intention of the app needed to be more obviously communicated by the screen prompts: added more text to indicate that the goal is to connect with people and content that are sharing inspirational messages.]



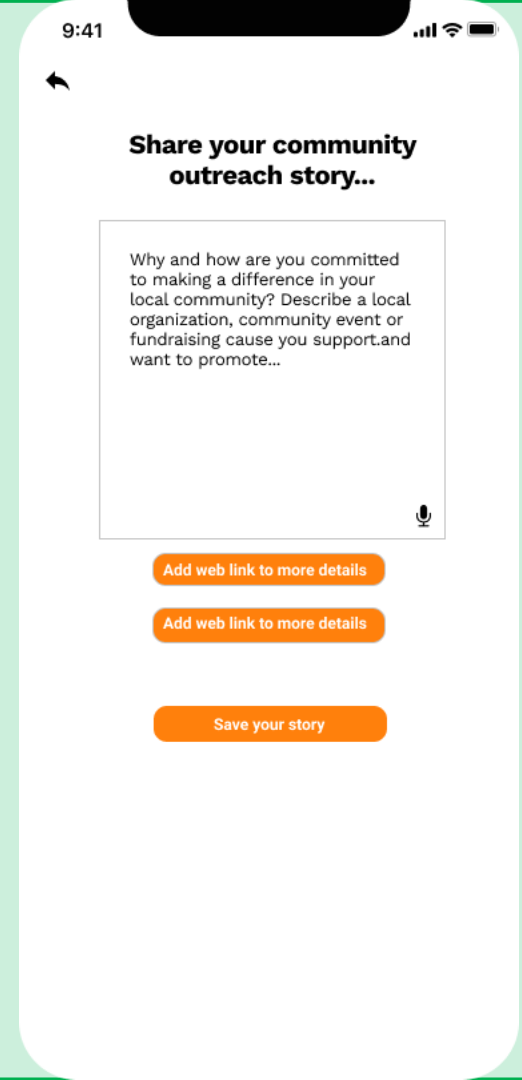
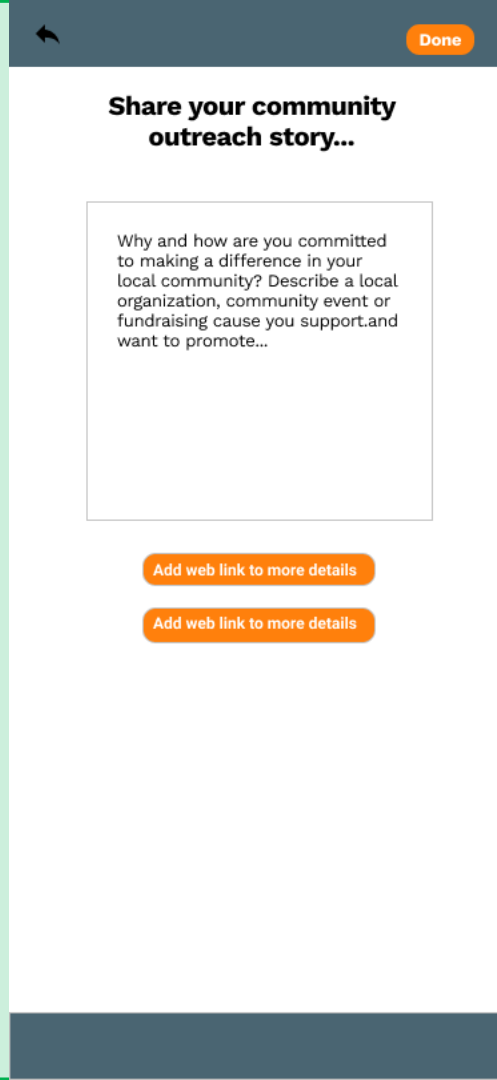
Mockups

[Participant's responses indicated that the edit profile screen prompts needed to more clearly indicate how to save changes before exiting the screen.]

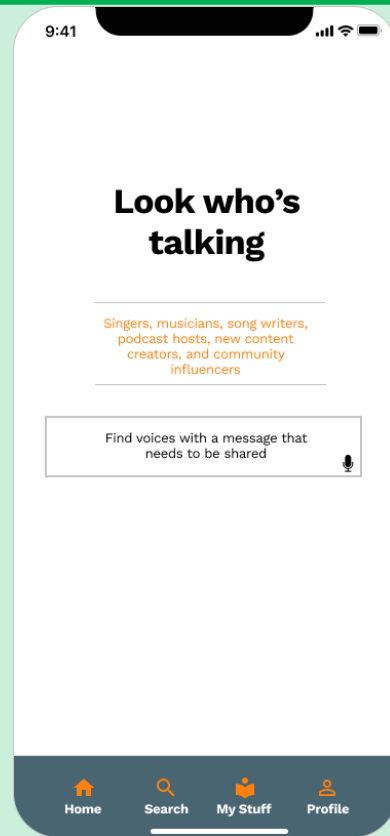
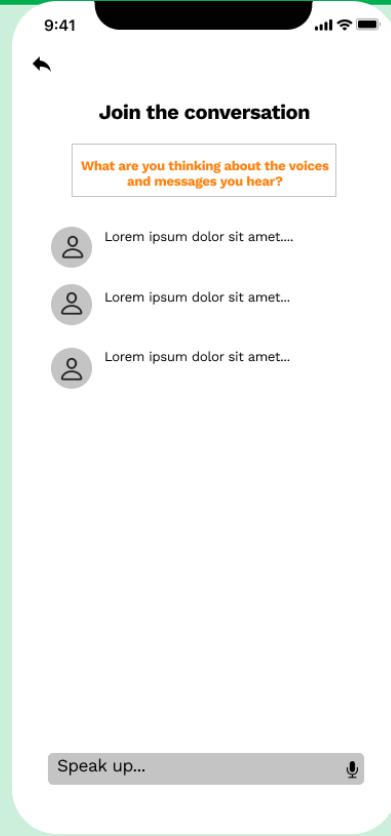
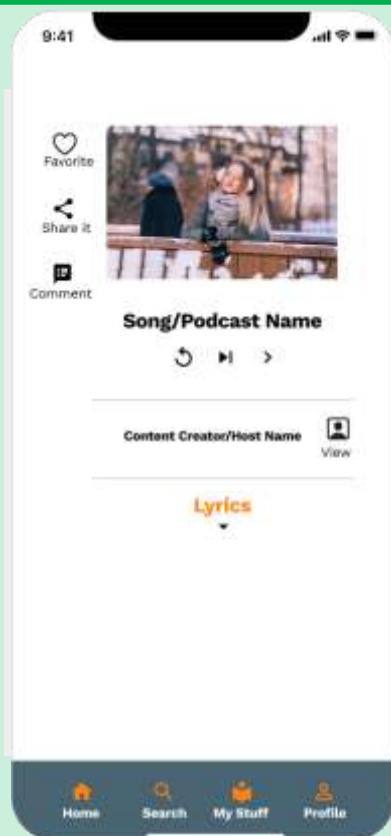


Mockups

[Participant's responses indicated that the share your community outreach story screen prompts needed to more clearly indicate how to save changes before exiting the screen.]

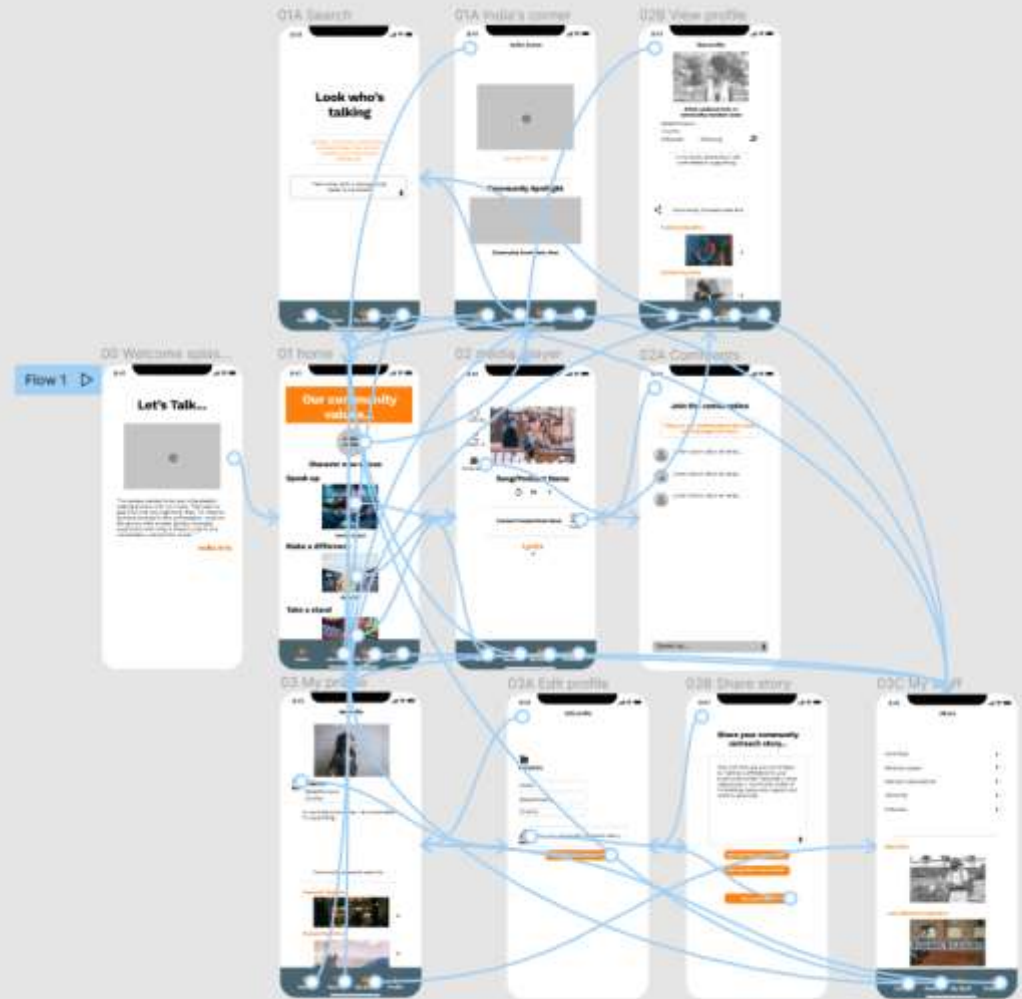


Mockups



High-fidelity prototype

[[Link to high-fidelity prototype](#)]



Accessibility considerations

1

Text is included for all icons to be accessible for screen reader devices.

A text version of media content will be readily accessible on screen allowing more options for consuming and sharing the messaging in the content.

2

The color palette was chosen with consideration of color contrast using a color picker tool

3

Options for voice and text interactions have been provided for data entry

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Useability study participant quote

“I think people that are interested in this are going to be positively impacted. It inspires me to continue with my commitment and even do better with my commitment, and someone who is probably on the fringe can easily be drawn in with this. It would get their attention. It's highly inspiring..”



What I learned:

Being responsible for all of the roles throughout the development of the design was extremely challenging as the process demands attention to lots of details. At times it was overwhelming but after completing each step in the process I was filled with a great sense of accomplishment. Throughout the process, I was continuously challenged to actively listen to users and collaborators providing feedback while putting aside my perspective and biases.

Next steps

1

Conduct more research to optimize the use of icons and text designed to encourage communication between community members in-app

2

Conduct research to determine the feasibility and value of adding features that enable all community members to function in the role of content creator if they choose by uploading and sharing their own content

3

Conduct more research to determine the feasibility and value of adding an option to view song lyrics and podcast transcripts in multiple languages.
Discuss with the engineering team the requirements for adding the ability to share specific lyrics or parts of transcript identified by timestamp via social media

Let's connect!



To learn more about me and see more of my work, contact:

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Thank you!