PREAMP - Music Pre-ordering app

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Project overview

The product:

Preamp is the ultimate music pre-order app, designed to give you complete control over your music collection. Browse and pre-order upcoming music releases, receive notifications when new releases are available, preview tracks, create playlists, and share music with family and friends.

Project duration:

February 2020 to March 2023

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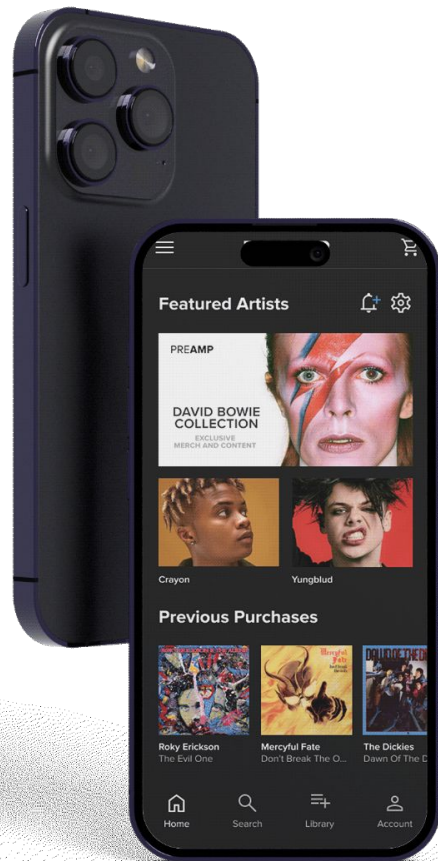
Project overview

The problem:

Music lovers face the difficulty of keeping track of upcoming music releases and staying up-to-date with their favorite artists.

The goal:

Preamp solves this problem by providing users with an intuitive and easy-to-use app that allows them to browse and pre-order upcoming music releases, receive notifications when new releases are available, and to stay up-to-date with their favorite artists.

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Project overview

My role:

UX designer creating an app called "preamp" from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

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

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User research: summary

Through the use of qualitative research methods such as interviews and empathy maps, I conducted a thorough analysis of the users I am designing for and their needs. The primary user group identified through this research consists of individuals between the ages of 15-60 who face time constraints that prevent them from visiting record stores stay up-to-date on new music releases.

Additionally, it was found that some users have obligations that hinder their ability to stay aware of new music releases. These insights provide a valuable foundation for informing the design and development of a product that effectively caters to the needs of its target audience.

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User research: pain points

1

Time

Working adults and full-time students are too busy to spend time searching, commuting, and browsing music in a record store.

2

Accessibility

A poorly designed interface makes it difficult for users to navigate the app and find the music they are looking for, leading to frustration and poor user experience.

3

Limited Selection

Some music pre-order apps may have a limited selection of genres or artists, which may not cater to the preferences of all users.

4

Lack of Notifications

Some music apps may not provide timely notifications when new releases become available or don't carry exclusive content.

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Persona: **Sarah**

Problem statement:

Sarah is a busy marketing exec who enjoys listening to music in her free time. She finds it difficult to keep up with new releases and often misses out on pre-order opportunities.

"There there needs to be another way for me to find new artists and upcoming releases"

Goals

- Stay up to date on new music releases and discover new artists.

- Wants convenient and efficient way to pre-order music.

Frustrations

- Lack of time to visit record stores, limited access to exclusive content or pre-order deals.
- Frustrated with the user interface of many music pre-order apps, which she finds cluttered and difficult to navigate.

Sarah

Age: 27
Education: Bachelor's Degree
Hometown: Los Angeles
Family: Separated with one child
Occupation: Marketing Executive

Sarah is busy marketing executive who enjoys listening to music in her free time. She has a wide range of musical tastes, from indie rock to electronic dance music. Despite her passion for music, Sarah finds it difficult to keep up with new releases and often misses out on pre-order opportunities.

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User journey map

Mapping Sarah's user journey revealed how helpful it would be for users to have access to a dedicated music pre-order app.

Persona: Sarah

Goal: Needs an alternative option for purchasing albums where she can take her time and process information without added stress.

ACTION	Select Record Store	Visit Stores website	Visits Store in Person	Browse Records	Makes Purchase
TASK LIST	A. Trying to find a physical record store near her B. She may search for store locations online or through advice from friends.	A. Sarah selects the store she wants to visit and goes to the website for more details about the store. B. Sarah selects a specific album and tries to find more info about availability. C. Sarah looks up parking information to see if the store has a dedicated lot or on street	A. Sarah has to set aside time to visit the store. She had to wait 2 weeks before she had a sliver of open time. B. Sarah has to make the trek to the record store.	A. Sarah searches for albums in the store. B. Sarah browses multiple shelves full of media in different formats. C. Has to ask record store employee for specific album.	A. Selects another album B.Waits in long line C. Pays with credit card D. Leaves store
EMOTIONS	Stress associated with having to set aside time for her busy schedule to visit the store.	Annoyed with slow website speed, difficulty finding the album she wants and a confusing checkout process. This stresses her out due to her dyslexia.	Sarah has to travel a significant distance to reach the store and is stressed out that she doesn't have much time or might not be able to pick up her daughter.	Overwhelmed with the crowded and loud store making it difficult for Sarah to Focus. Dyslexia makes it difficult for Sarah to quickly read and process information	Annoyed that she came to the store without finding the album she was actually looking for.
IMPROVEMENT OPPORTUNITIES	A mobile app that has a user-friendly interface making it easy to navigate and find what you're looking for.	A mobile app that she can use in the comfort of her own home or on-the-go without having to physically travel to a store.	App helps Sarah not have to travel anywhere and doesn't have to leave the comfort of her own home.	App can have features that help with her dyslexia such as large text and high contrast colors. App can also have personalized recommendations to help with purchases.	Secure purchases in app with credit card already on file. No physically handling cash or cards.

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

Drafted paper wireframes to address user pain points, which may include difficulties in discovering new music, navigating the app, or managing pre-orders.
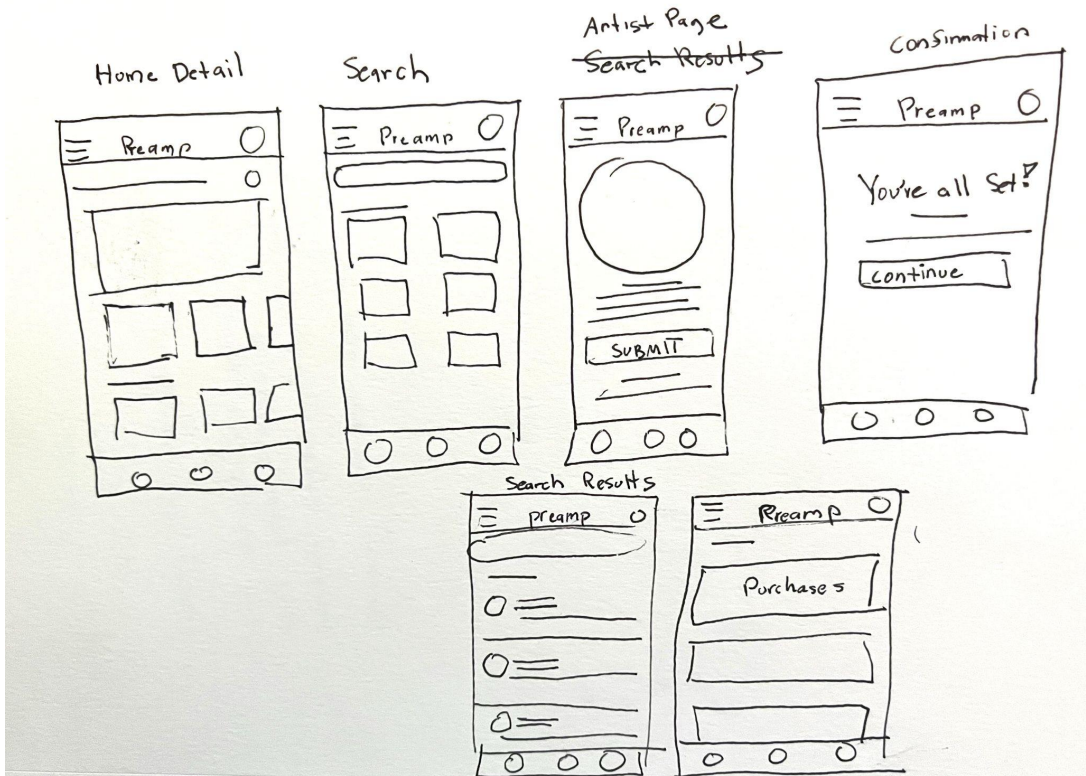
Digital wireframes

As I started sketching out my design, I made sure to base screen designs on feedback and findings from the user research.

This image here makes it fast and easy for users to know which is the most popular release of the day/week
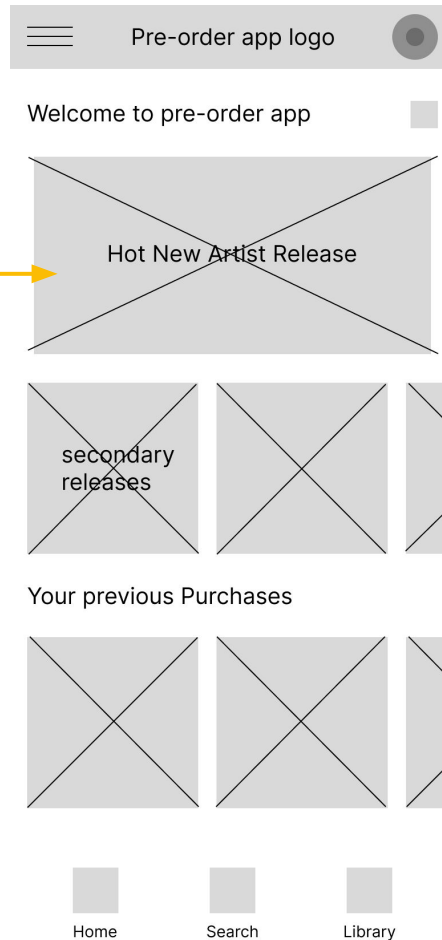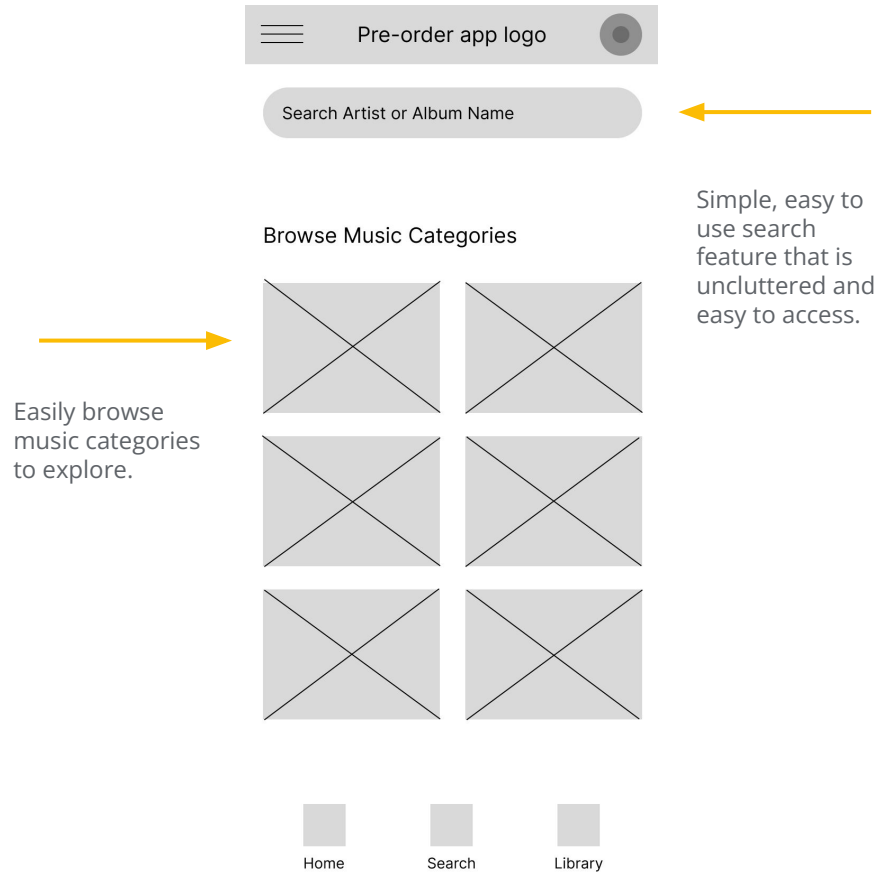
Notifications here for other new releases for the user's personal taste

Previous purchases found here for easy access and to create playlists with.

Pre-order app logo

Welcome to pre-order app

Hot New Artist Release

secondary releases

Your previous Purchases

Home

Search

Library

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Digital wireframes

Cluttered navigation was a pain point so it needed to be addressed.

Pre-order app logo

Search Artist or Album Name

Simple, easy to use search feature that is uncluttered and easy to access.

Browse Music Categories

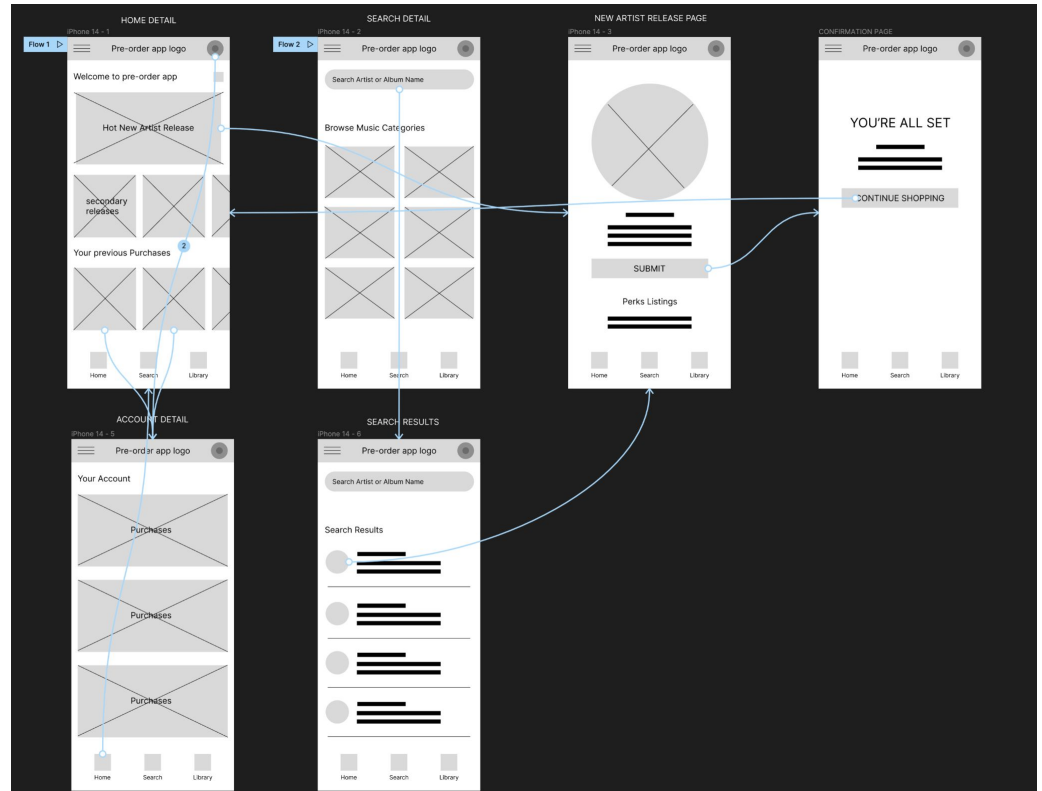Easily browse music categories to explore.

Home   Search   Library

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Low-fidelity prototype

I utilized the finalized digital wireframes to develop a low-fidelity prototype that enables users to pre-order music.

View the Prototype:

Preamp prototype

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Usability study: findings

I carried out two usability studies in two stages. The first study's results were used to steer the wireframes' designs towards mockups. In the second study, a high-fidelity prototype was used to identify specific areas of the mockups that required further refining.

Round 1 findings

1. Users want a wide range of upcoming releases

2. Users want a easier, uncluttered navigation

3. Users want more social media options

Round 2 findings

1. It is confusing how to add artists that you like into the app for it to recommend new artists

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Refining the design

- Mockups
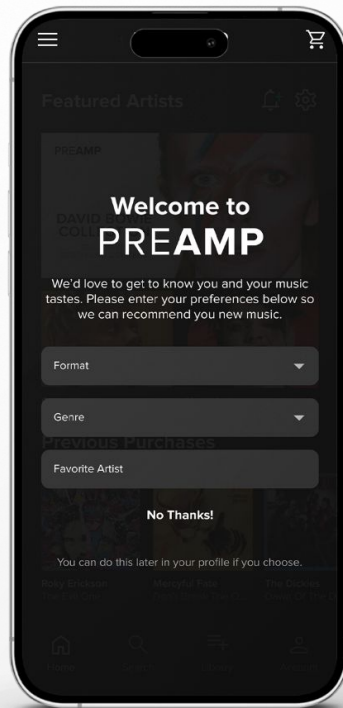- High-fidelity prototype
- Accessibility

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Mockups

To enhance the user experience of the app, a pop-up will appear upon the first run of the app on the user's phone, prompting them to select their preferred music format, genre, and artist. This will allow the app to provide personalized recommendations and notifications for upcoming releases based on the user's preference.
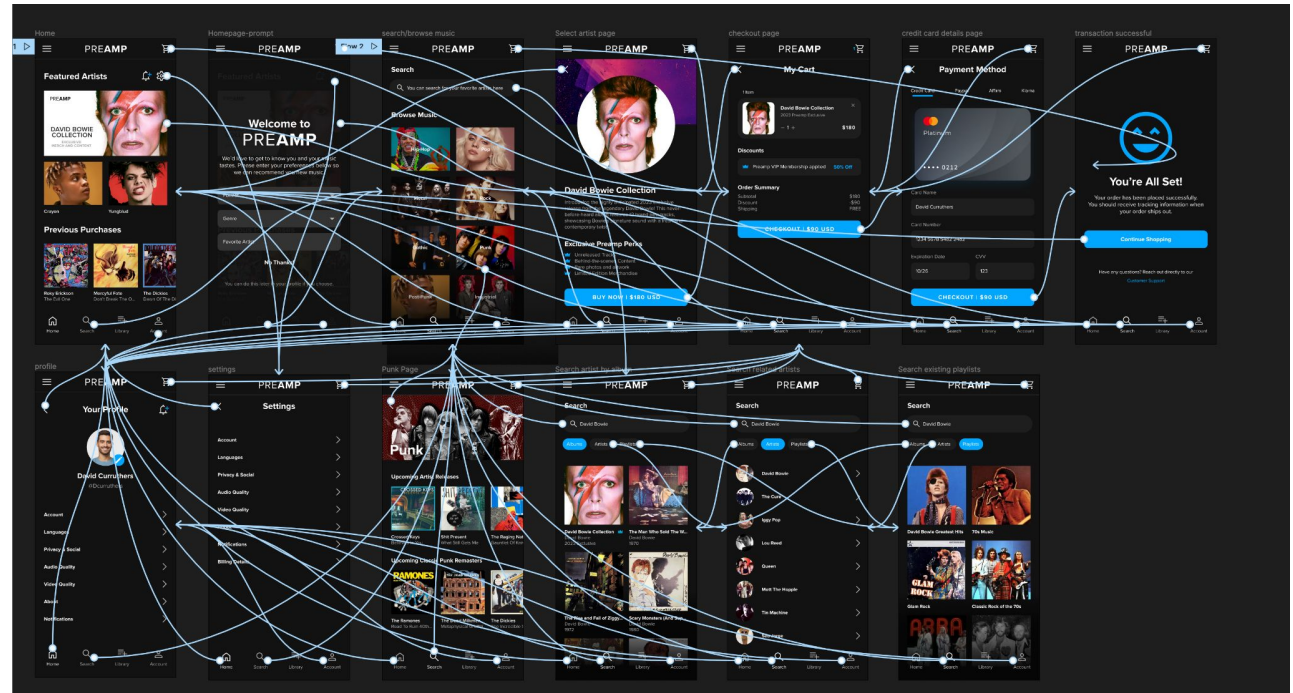

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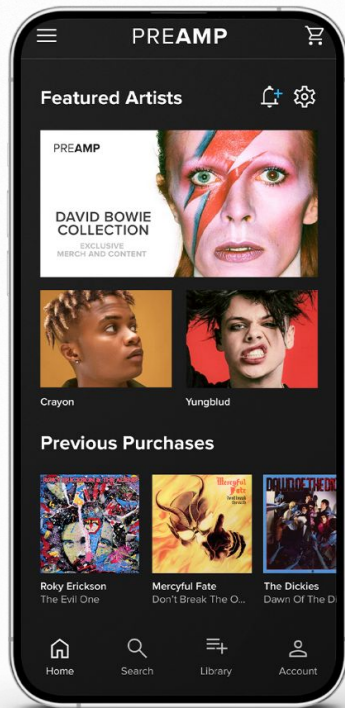
High-fidelity prototype

The final high-fidelity prototype of the music pre-order app demonstrated simplified user flows for selecting and pre-ordering music, as well as an improved checkout experience.

View PREAMP

[High-fidelity prototype](#)

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Accessibility considerations

1

Used UI approved colors for users who are vision impaired. Added alt text to images for screen readers.

2

Used native icons to help make navigation more straightforward.

3

Used recognizable album covers and musician pictures with descriptions underneath.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The impact of my design for the music pre-order app is that it can provide a more personalized and streamlined experience for users. By incorporating customization options, personalized recommendations, and improved user flows, users can easily find and pre-order music that aligns with their preferences.

What I learned:

The high-fidelity prototype addressed some common pain points identified in the usability studies, such as providing clear and easy search navigation and a way for users to fine-tune their music experience.

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Next steps

1

Conduct additional usability studies.

2

A/B Test different design options.

3

Conduct surveys to gather feedback on the app's features and functionality.

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Let's connect!

Thank you for taking the time to review my work on Preamp. If you have any further questions or would like to connect, please find my contact information below.

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Website: mywebsite.com

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