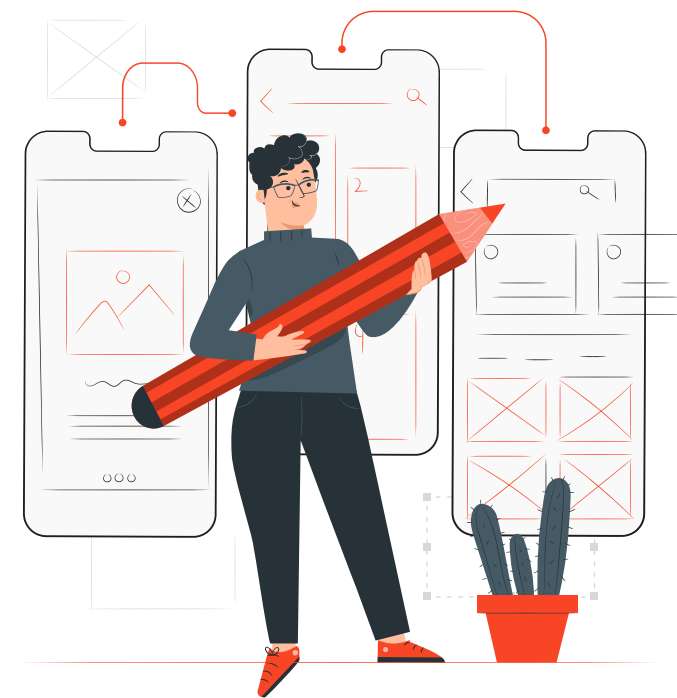




Part 1: Context



Part 2: Challenge



Part 3: Design



Part 4: Outcomes

Case summary

Product vision

A platform allowing musicians to discover, connect and interact with compatible artists who want to create collaboration opportunities that add meaning and utility to their profession.

Deliverables

- 1 pilot survey - 15 valid responses
- 1 survey - 60 valid responses
- 1 pilot interview - 4 participants
- 2 usability test - 6 participants (Each)
- 2 System usability scale questionnaires

Project timeline

November 2022 - November 2023

My responsibilities

Design thinking

Interaction design

Interface design

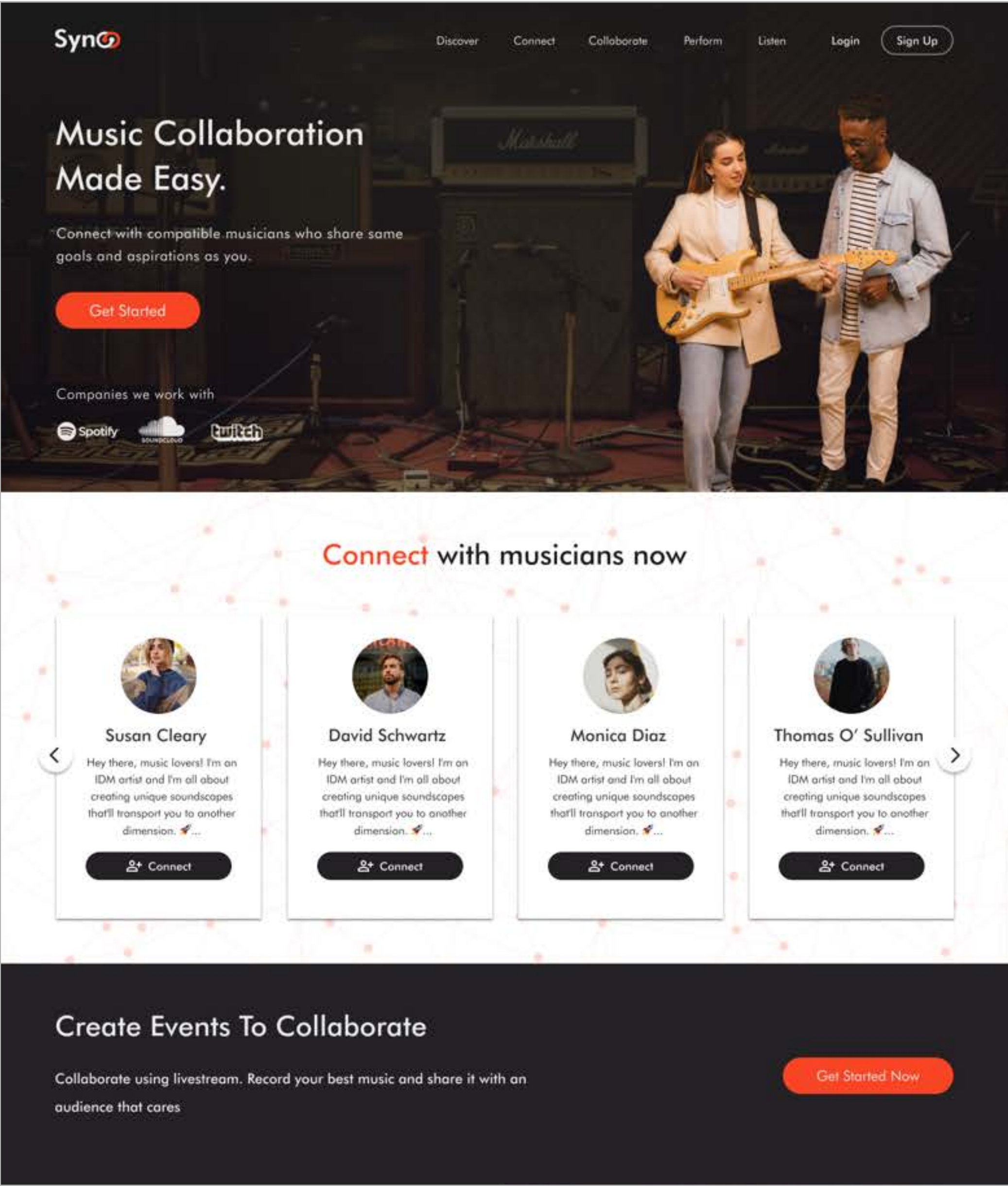
Visual design

User research

Usability studies

Concept validation

Insight synthesis



Context - Music networking problems



Limited collaboration opportunities



Difficult Musicians affect collaboration



Time, transport & location barriers



Limited performance opportunities

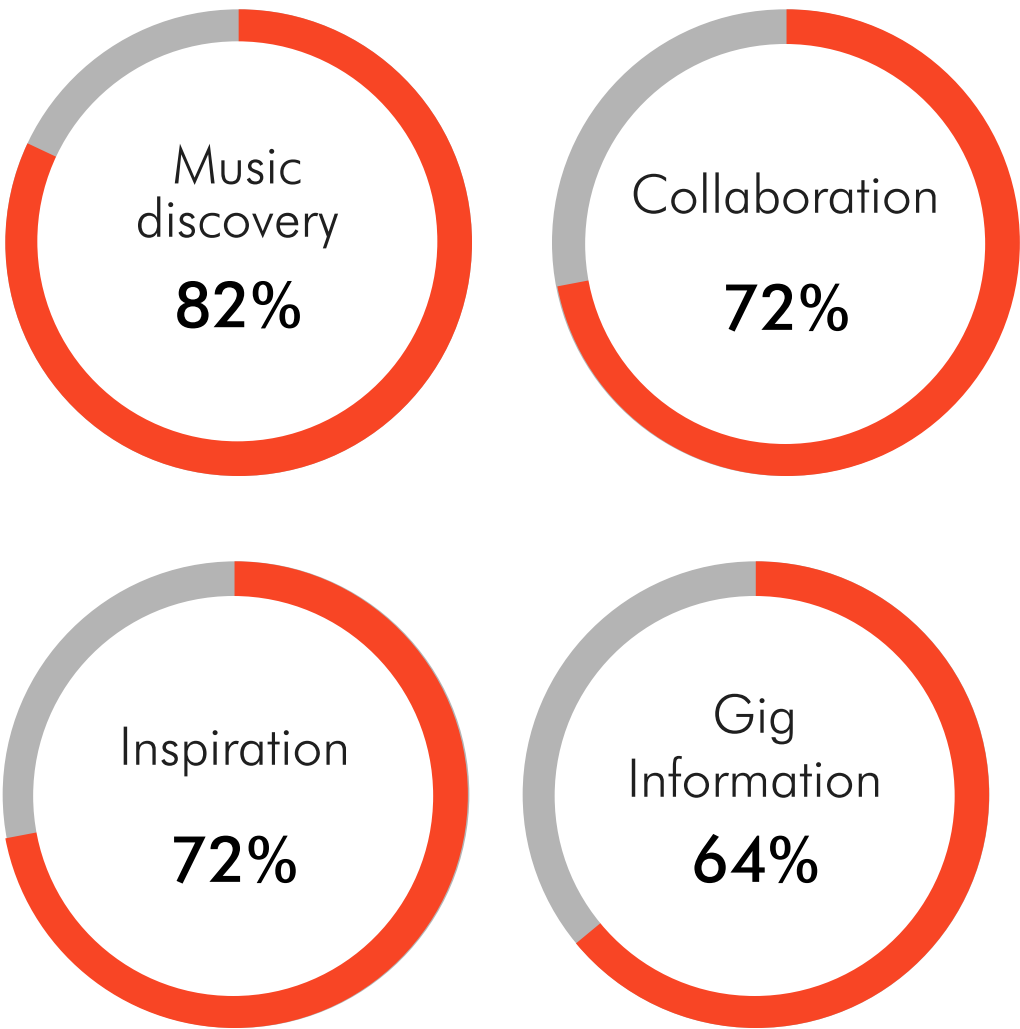
Early research

Sync began as a simple design challenge - “Design a profile creation flow for a networking platform for musicians.”

Survey:

- 15 valid responses

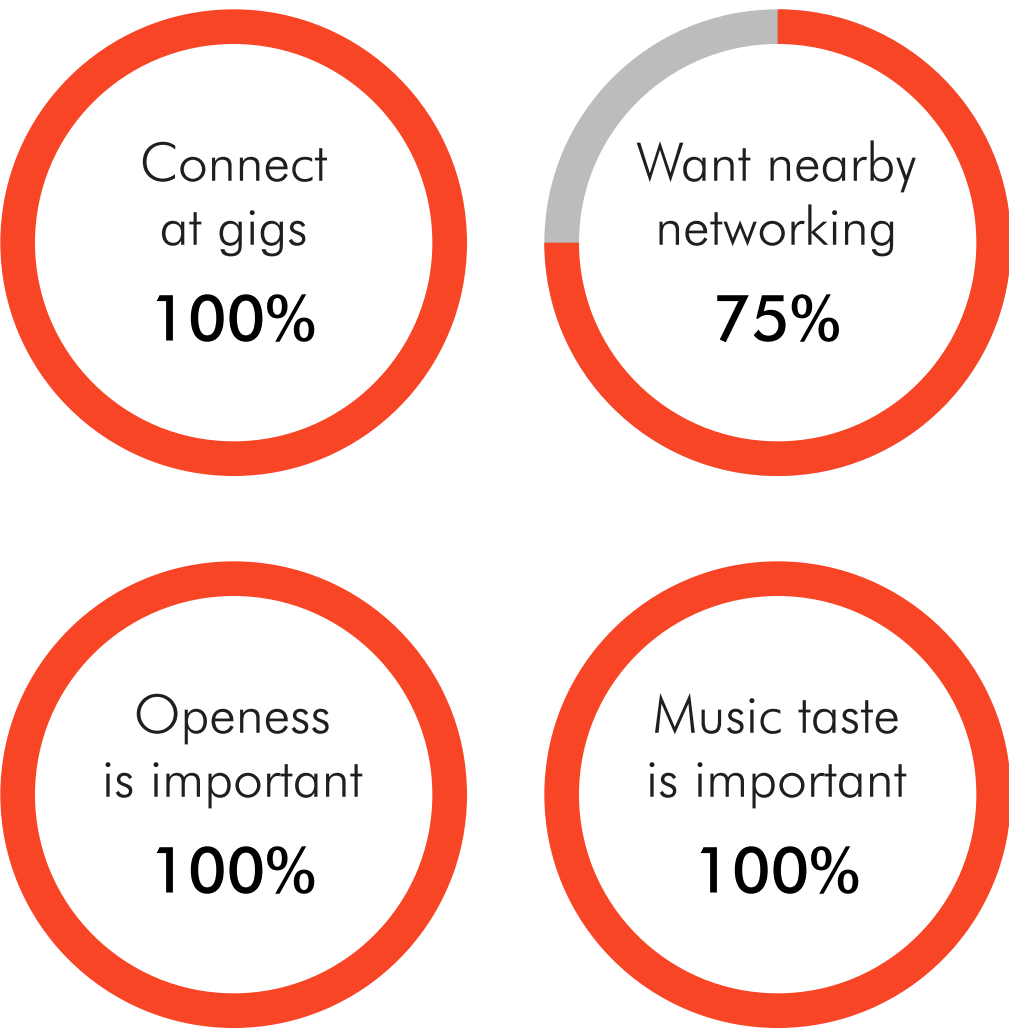
Insights: Motivations when networking with other artists



Interviews

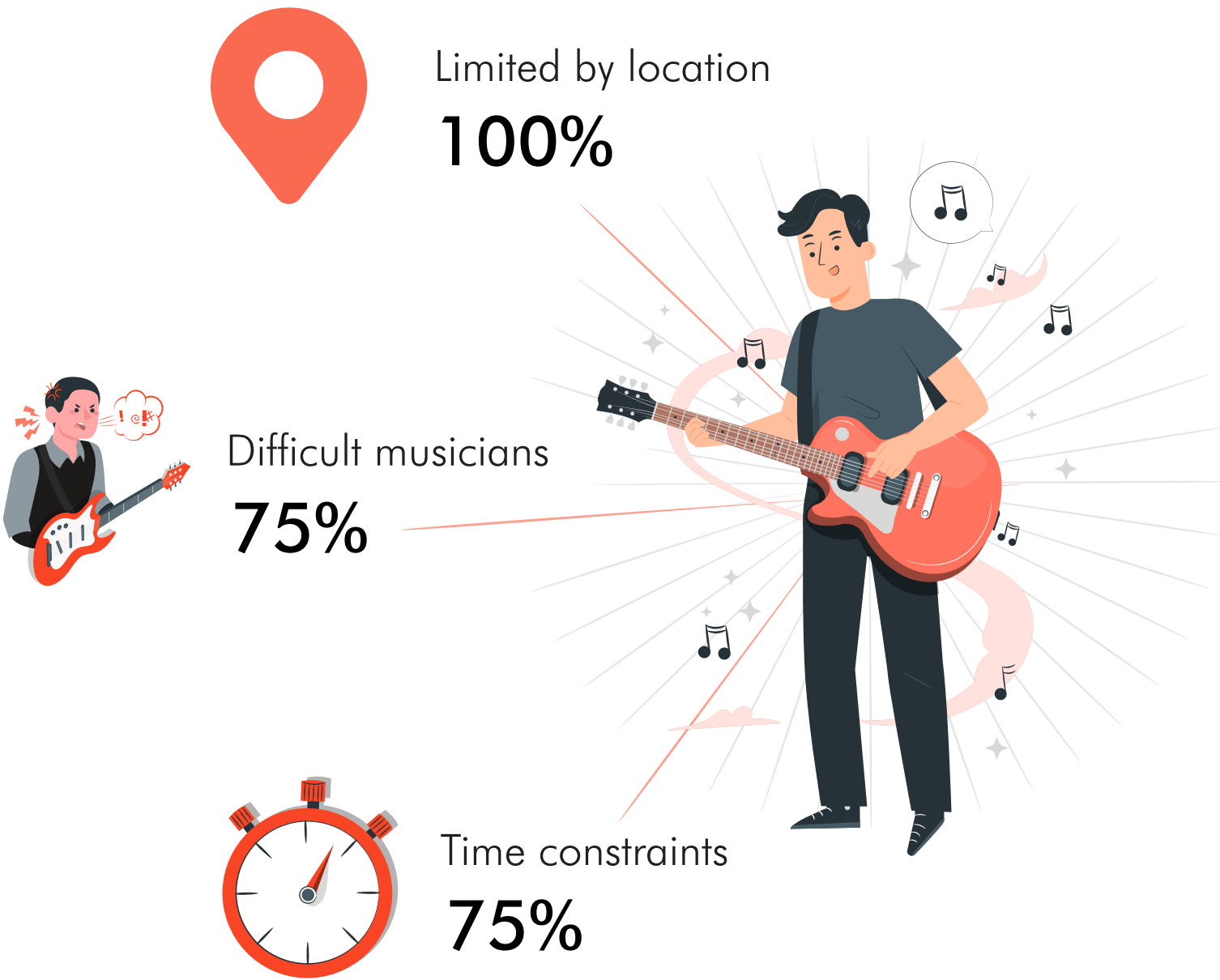
- 4 participants | 1 hr

Insights: Behaviours & attitudes when networking.



Pain-points:

Challenges affecting musicians connecting with other artists.



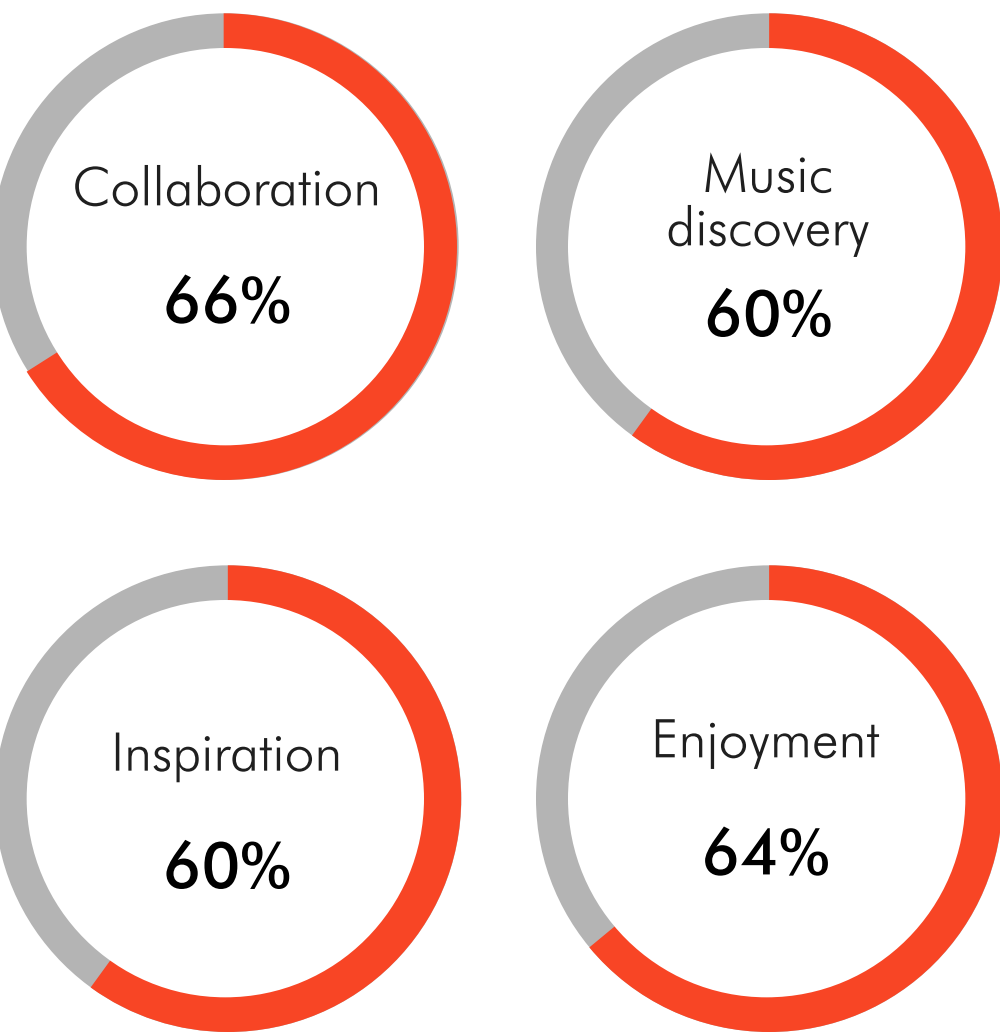
In-depth research

New challenge: “Musicians need a way to make more meaningful connections with like-minded individuals.”

Survey:

- 60 valid responses
- Multiple choice questions
- Open-ended questions

Insights: Common motivations for musicians connecting with other artists.



Interviews:

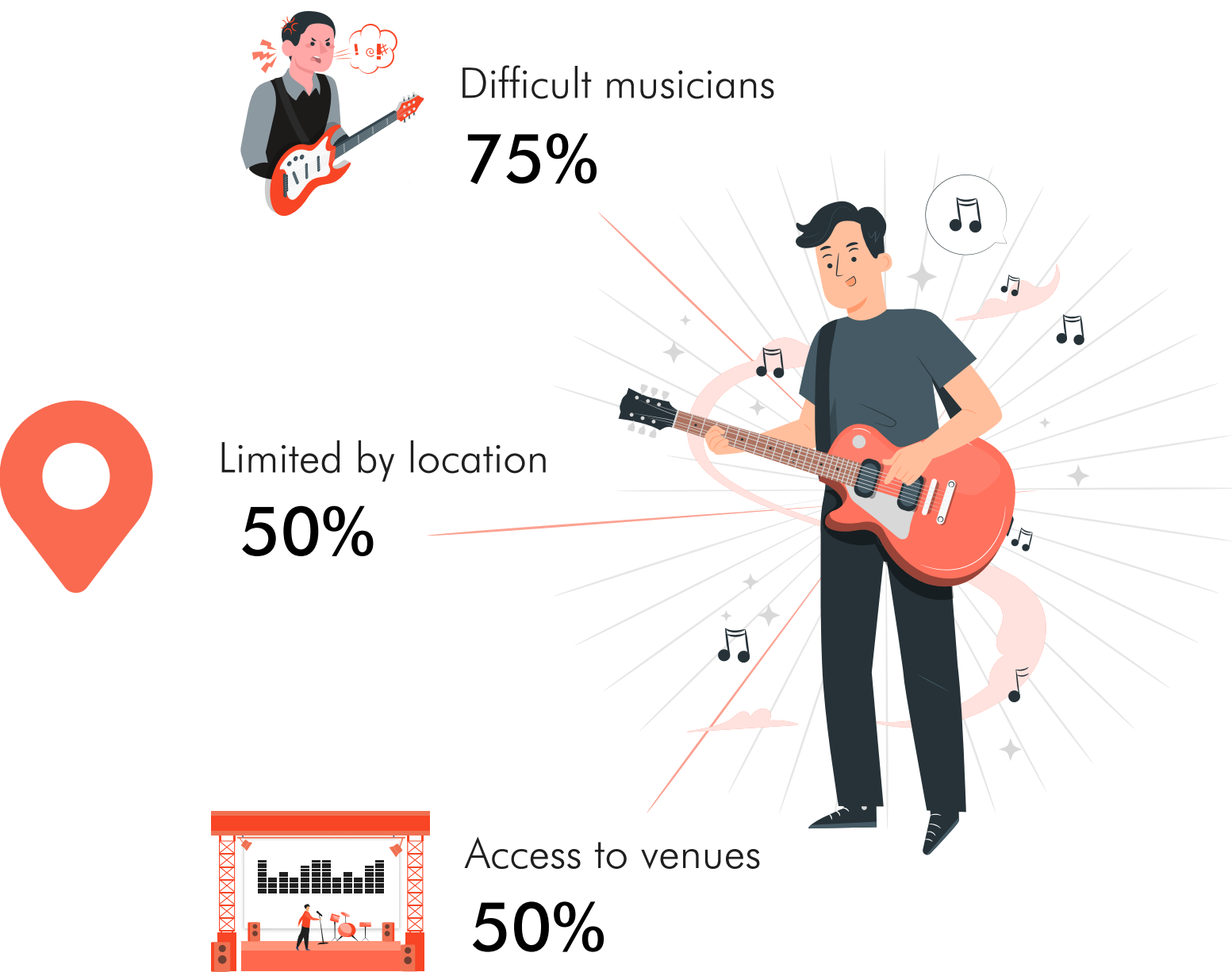
- 6 participants | 1hr
- Open ended questions
- Likert scale

Insights: Key insights from in-depth interviews with musicians.



Pain-points:

- Difficult musicians
- Limited by location
- Access to venues



Persona snapshots



Quote

“Venues and music variety are very scarce in my town. I don’t drive so it makes getting to gigs an even bigger challenge because the transport system is not great”

Favourite Apps



Goals

- Wants to connect with musicians who live nearby.
- Wants to know how far a musician would be willing to travel to play a gig.
- To find and connect with other musicians who have the same music tastes and are professional.

Pain points

“For me the biggest challenge is there’s not enough venues. For music to expand and grow it needs a scene.”

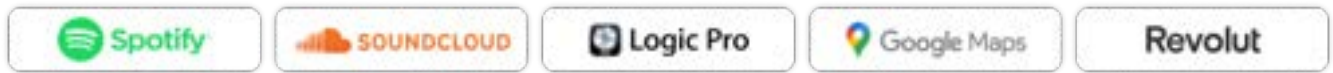
“I don’t drive so it's difficult to commute to gigs in different cities. For me that's the main barrier.”



Quote

“Finding a musician nearby who has the same music tastes, interests and ethos as me is very difficult. I don’t have the time meet people during the week due to work commitments”

Favourite Apps



Goals

- To share the experience of making music with another musician.
- To connect with musicians who are open-minded.
- Wants to connect with other musicians to find information on gigs.

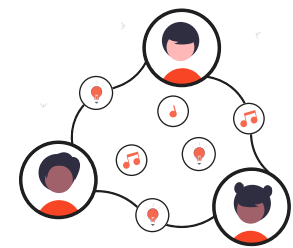
Pain points

“I have worked with people that maybe have been on the more difficult side. That has never really worked out long term.”

“Some musicians can be very closed off and opinionated.”

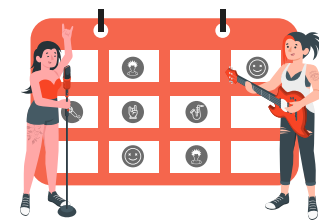
User journey maps

Key opportunities



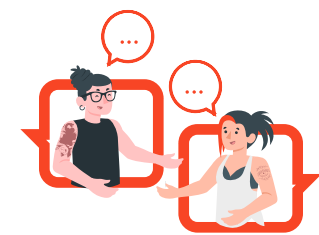
Remote collaboration

Remove networking barriers by allowing musicians to interact and chat with potential collaborators remotely.



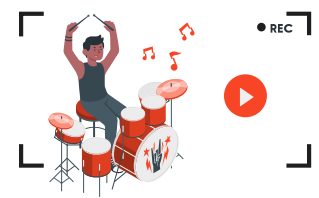
Create & manage events

Ability to facilitate and manage online and or in-person events for compatible collaborators and performers.



Uninterrupted conversation

Ability to have music centric conversations that aren't fragmented like it can be on social media.



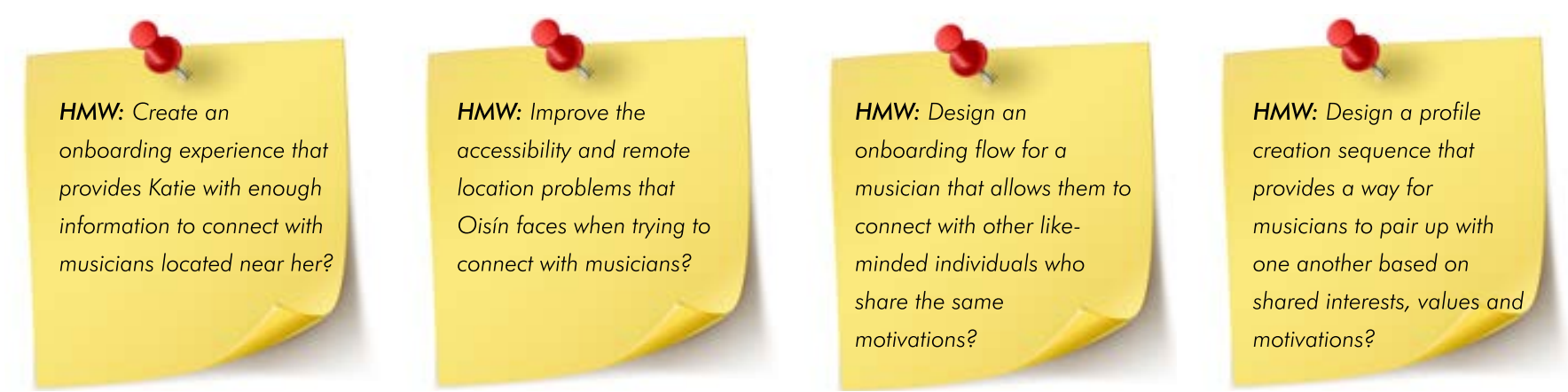
Remote performance

Accommodate remote performance to solve location, venue, travel and transport challenges.



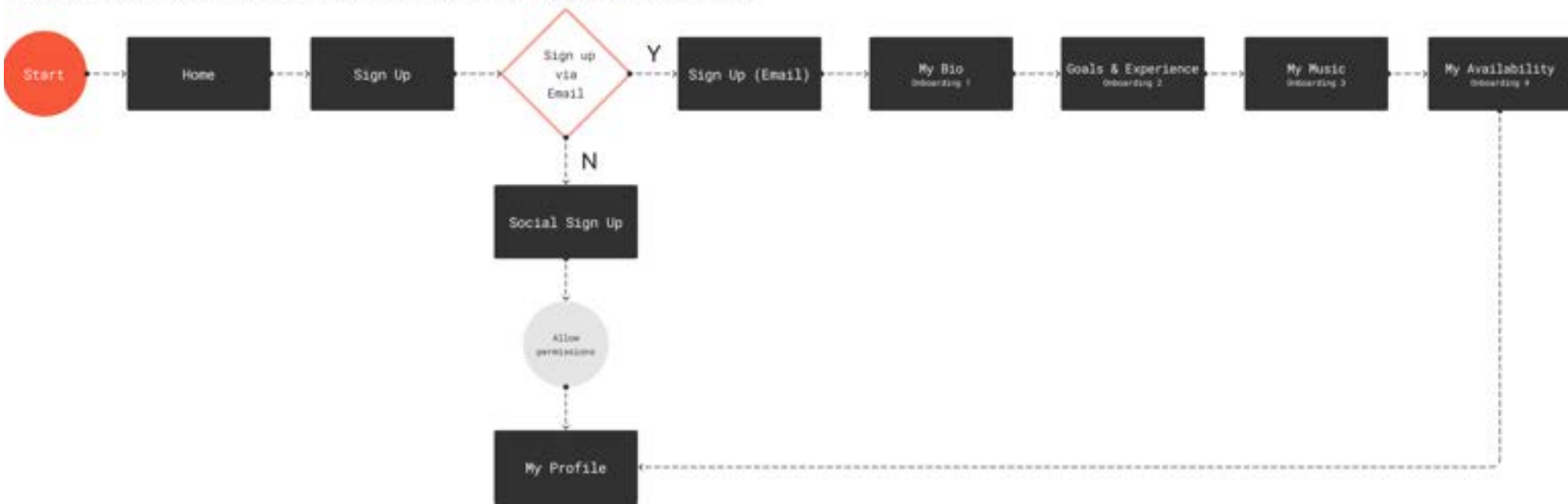
Onboarding flow - Ideation, wireframing, insights & solutions

How might we | Crazy eights

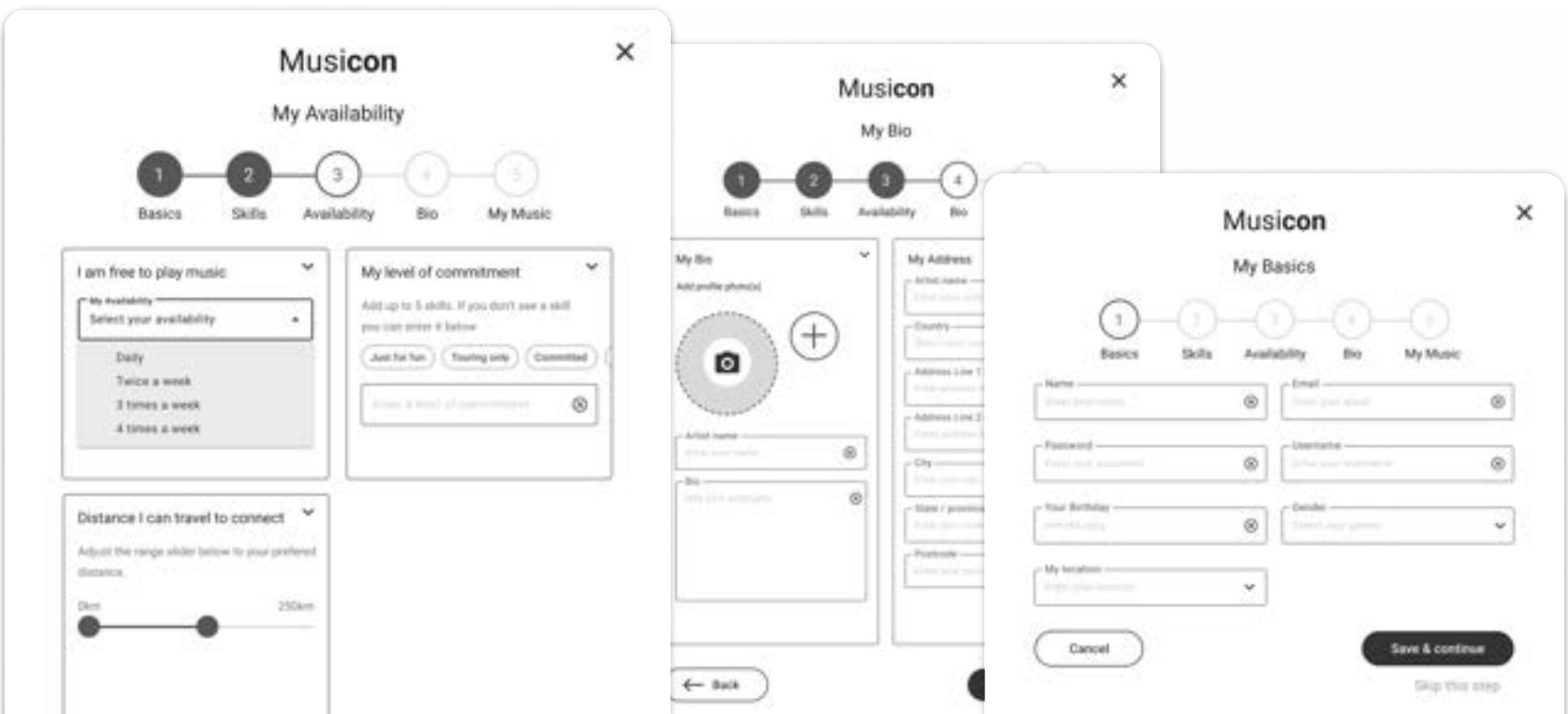


Task

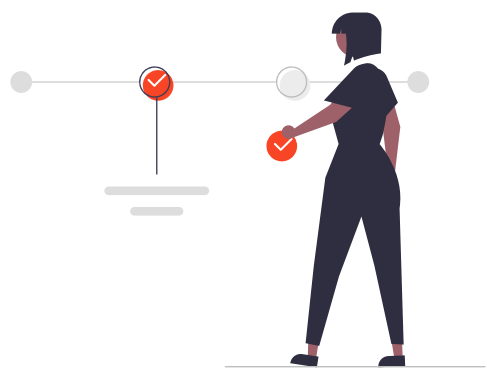
Task flow - **Create an account:** Create an account using your email address.



Wireframes & prototypes



Research insights



Progress steps frustration

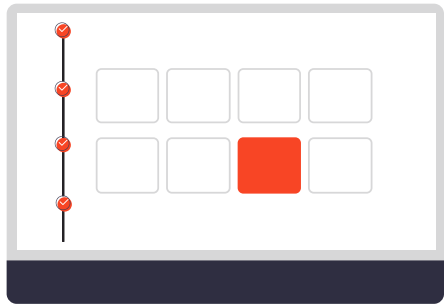


Availability confusion

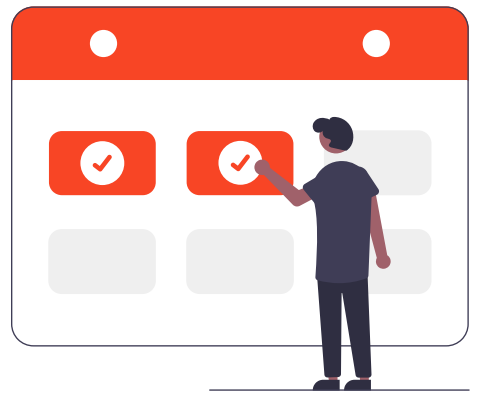


Sign up frustration

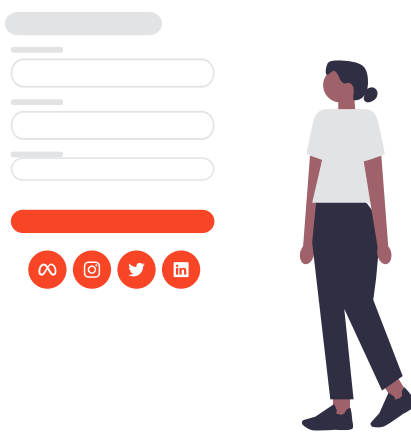
Solutions



Landscape orientation



Daily scheduling



Social sign-on interaction

Uncovering the real problem



New challenge opportunities

Research revealed user needs and goals which required an exploration of a full product solution beyond the current onboarding challenge.



New hypothesis

"How can we improve the networking process between musicians so that it allows them to find compatible musicians they value thus enabling more meaningful connections and creativity in their lives."



Exploring a full product solution

The function of onboarding flows in a wider context, is to educate users on how to use a product, show the value of the product and to demonstrate how it solves user problems - this means users cannot be educated on how to interact with a product and understand it's value without exploring and testing the full user experience.



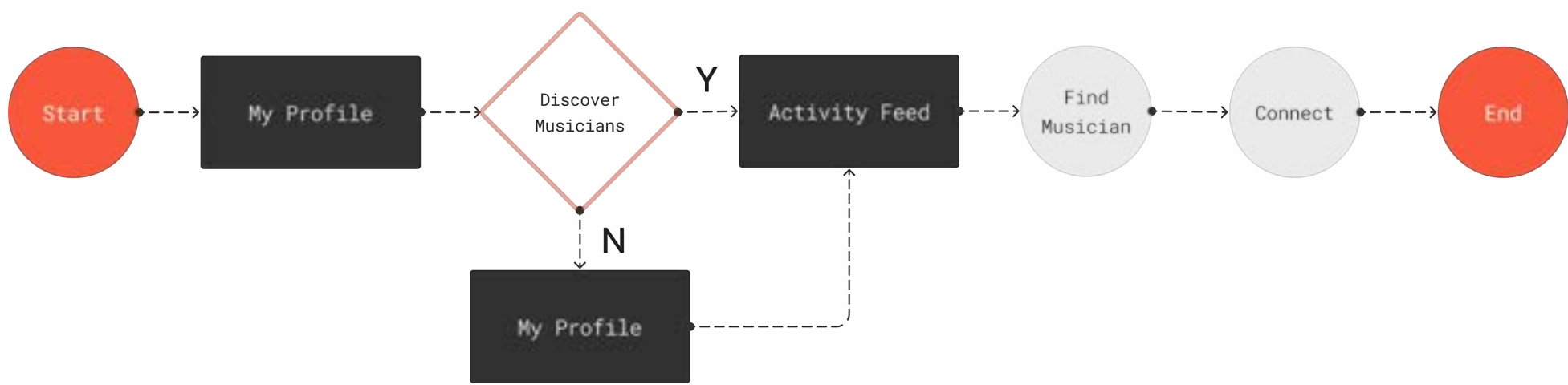
Social feed - A full product solution

Jobs to be done | How might we

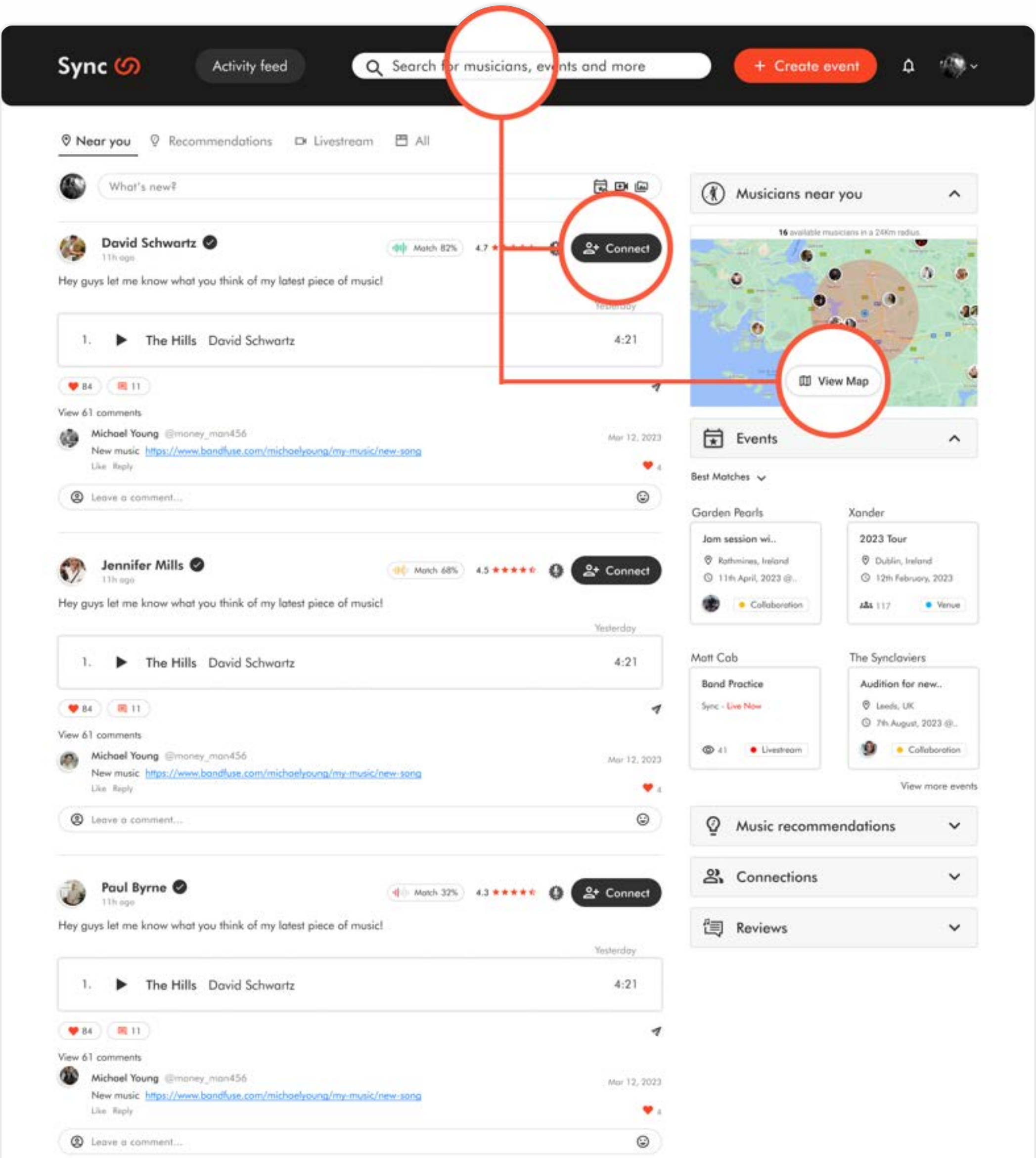


Task flow

Taskflow - **Connect with a Musician:** Connect with a musician who you have got high compatibility with.

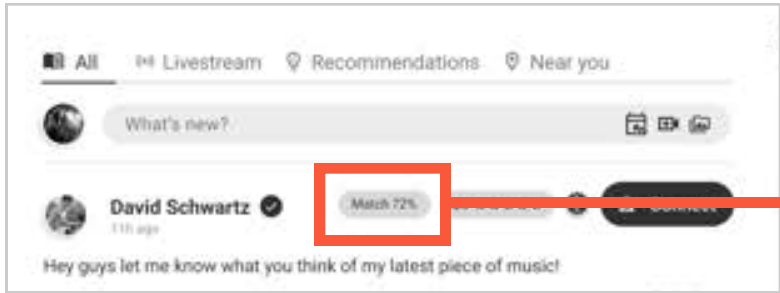


Connect with a musician (User interface preview)

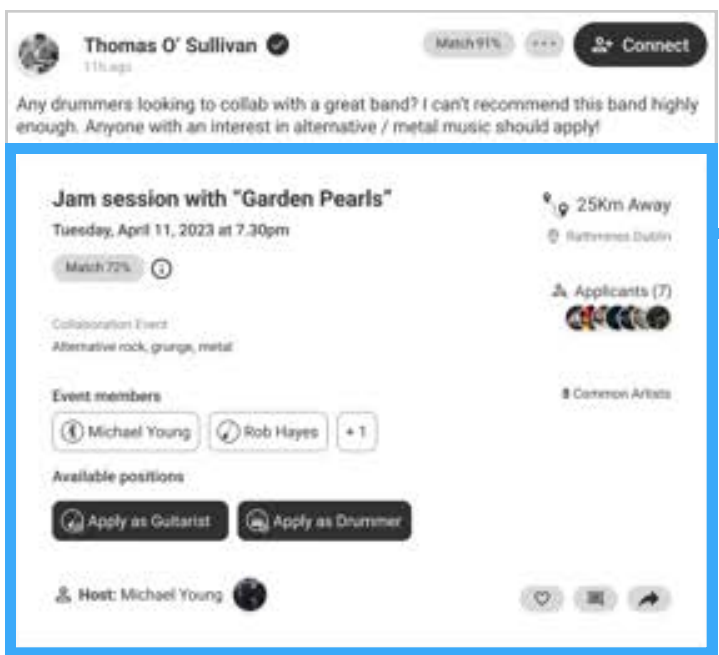
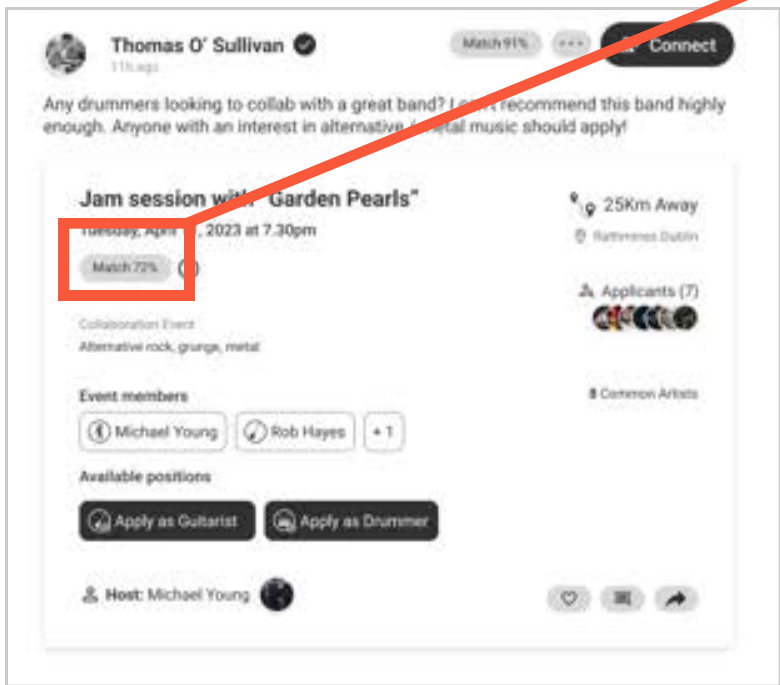


Wireframing the social feed

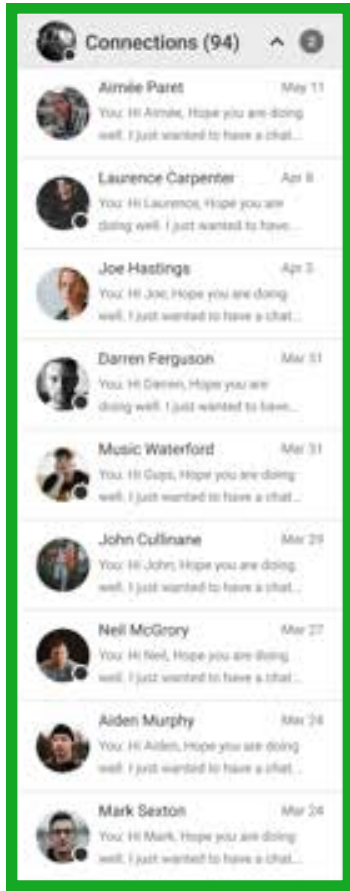
Key solutions



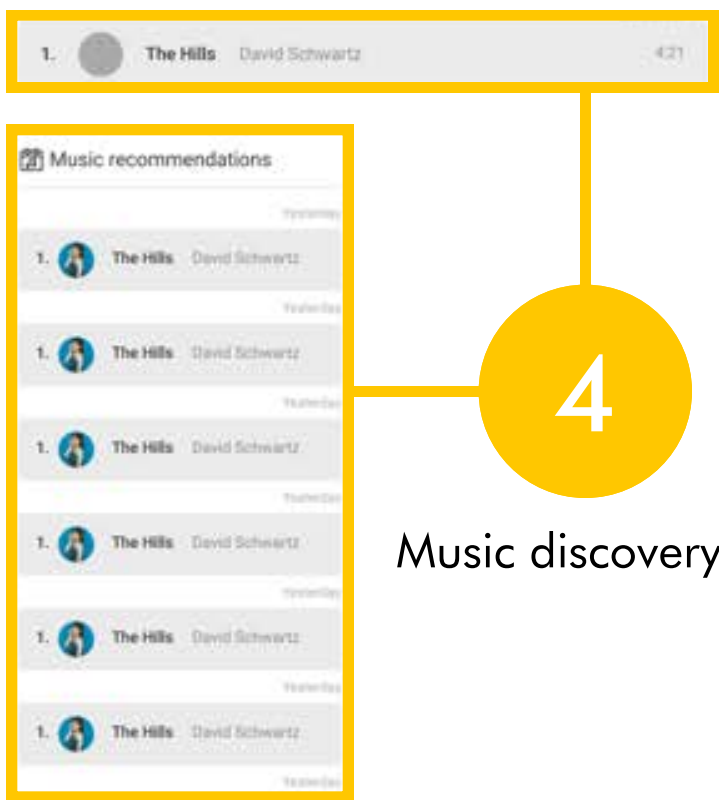
Compatibility badge



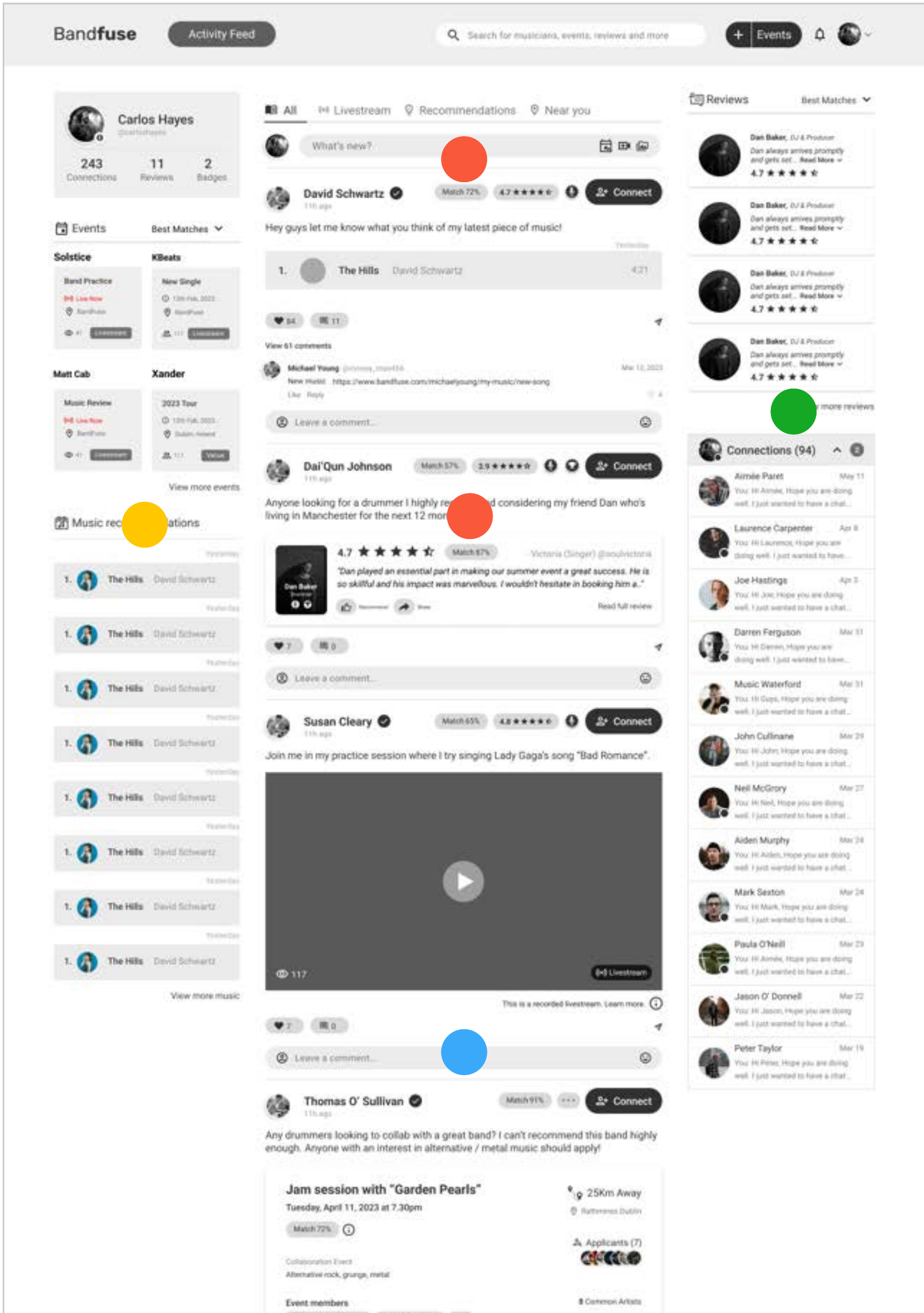
Collaboration events



Instant messaging



Music discovery



Testing the social feed

Lo-fidelity wireframes were converted into prototypes suitable for usability testing.

Testing at a glance

- 6 participants
- 4 tasks
- Follow up questions
- System usability scale questionnaire



Insights

Concise social feed

An illustration of a social feed layout with four columns. Each column contains several posts, represented by small rectangular cards with horizontal lines for text and a small circular profile picture. The layout is clean and organized.

Location Data

An illustration of a person sitting on a large red location pin. The pin is set against a background of a grid, suggesting a map or location-based data.

Compatibility Insights

An illustration of a person standing next to a large screen displaying a social feed layout. The person is pointing at the screen, which shows several posts in a grid format.

Accessible goals

An illustration of a target with an arrow hitting the bullseye. The target is red and white, and the arrow is black. This represents a goal or objective.

Scheduling intent

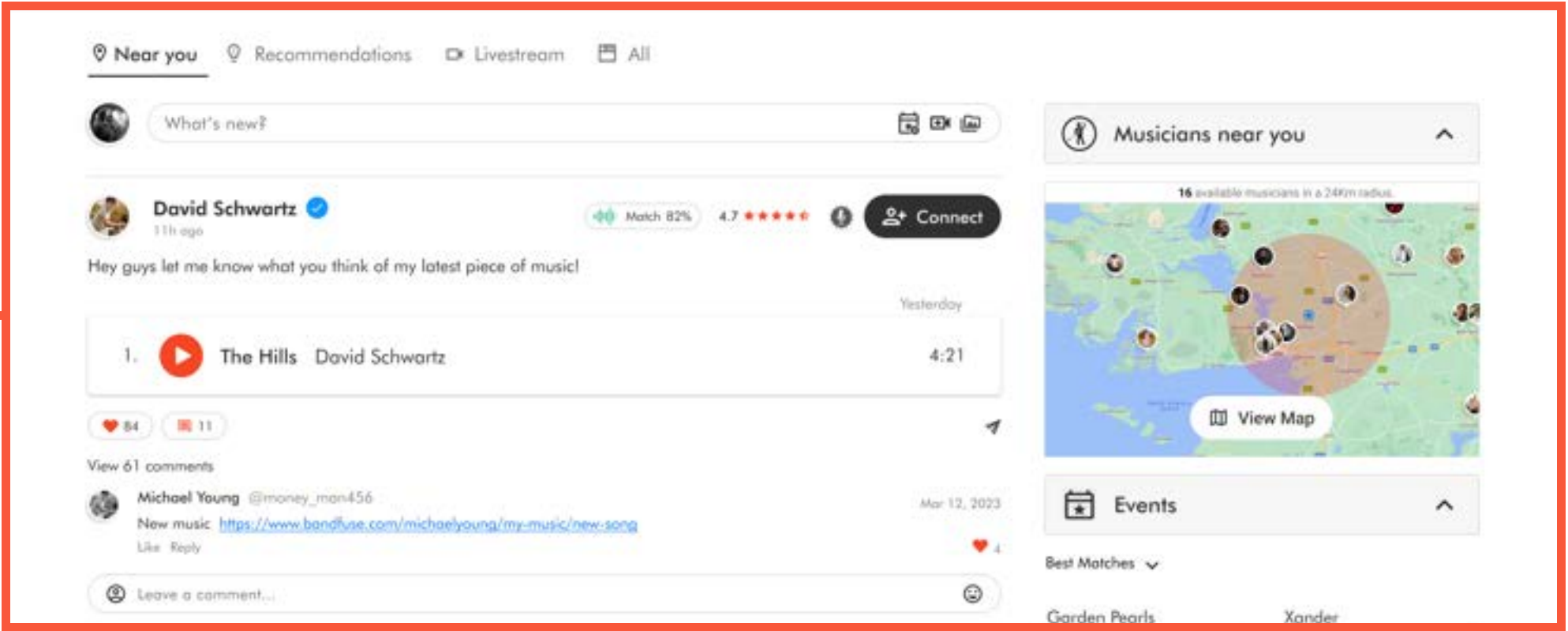
An illustration of a person standing next to a large screen displaying a calendar or scheduling interface. The screen shows a grid with several red squares, representing scheduled events or tasks.

Icon labelling

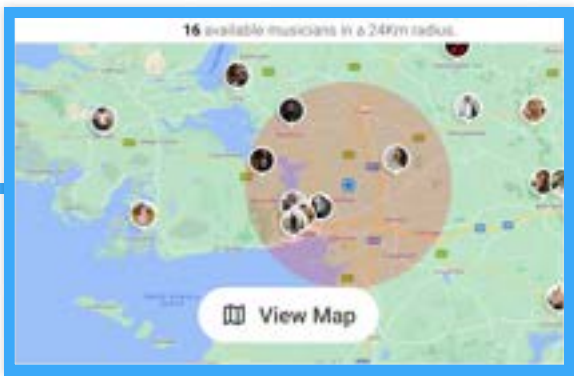
An illustration of a grid of icons representing various functions. The icons include a folder, a person, a music note, a chart, a document, and an envelope. Each icon is accompanied by a small information icon (i) in the top left corner.

User interface design (Hi-fi)

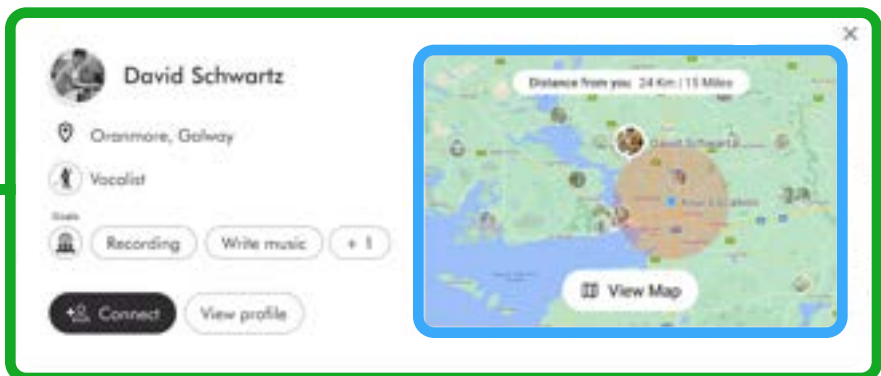
1
Reduced content



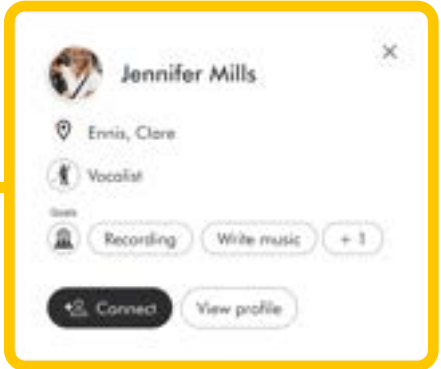
2
Location



3
Insights



4
Goals

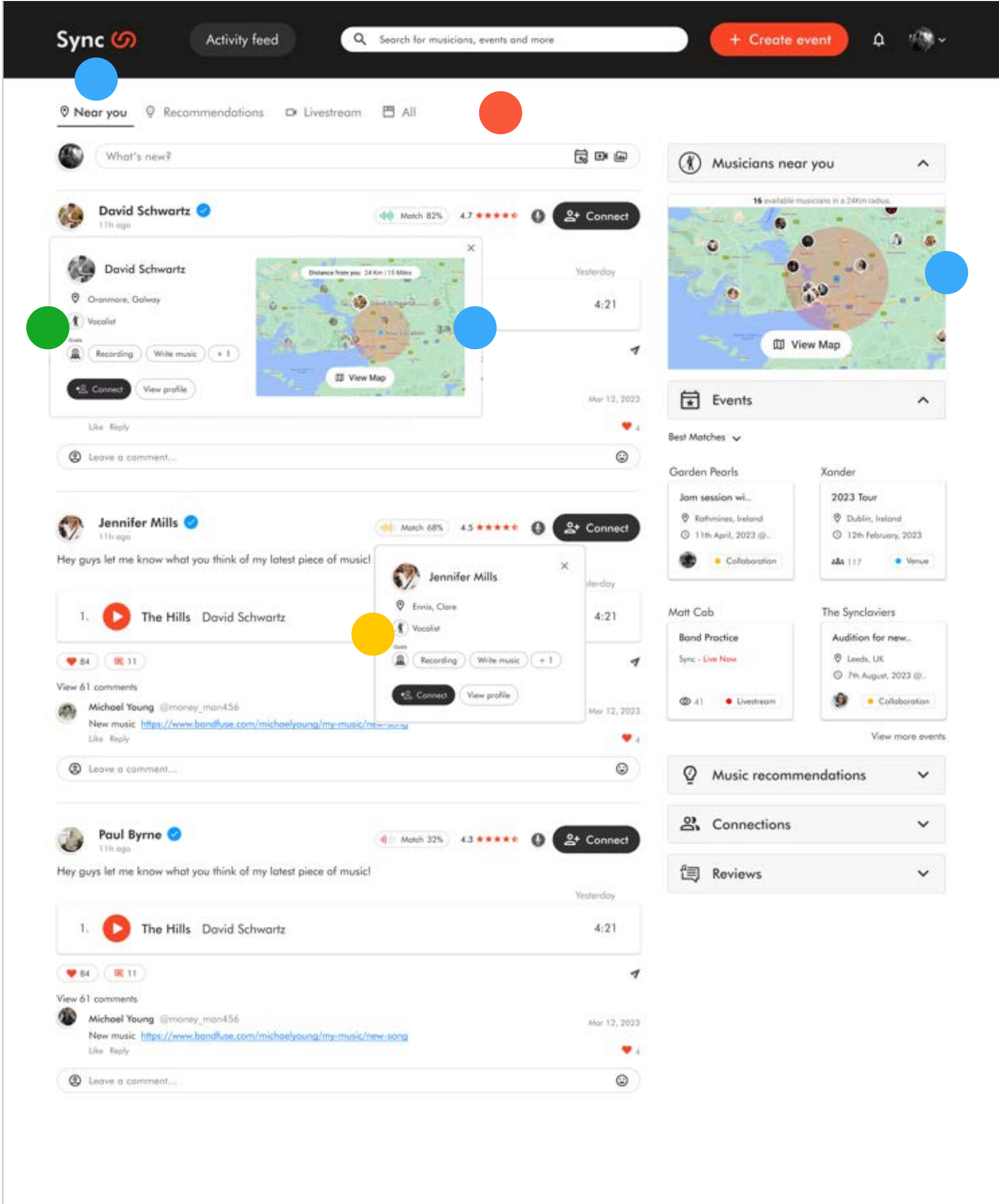
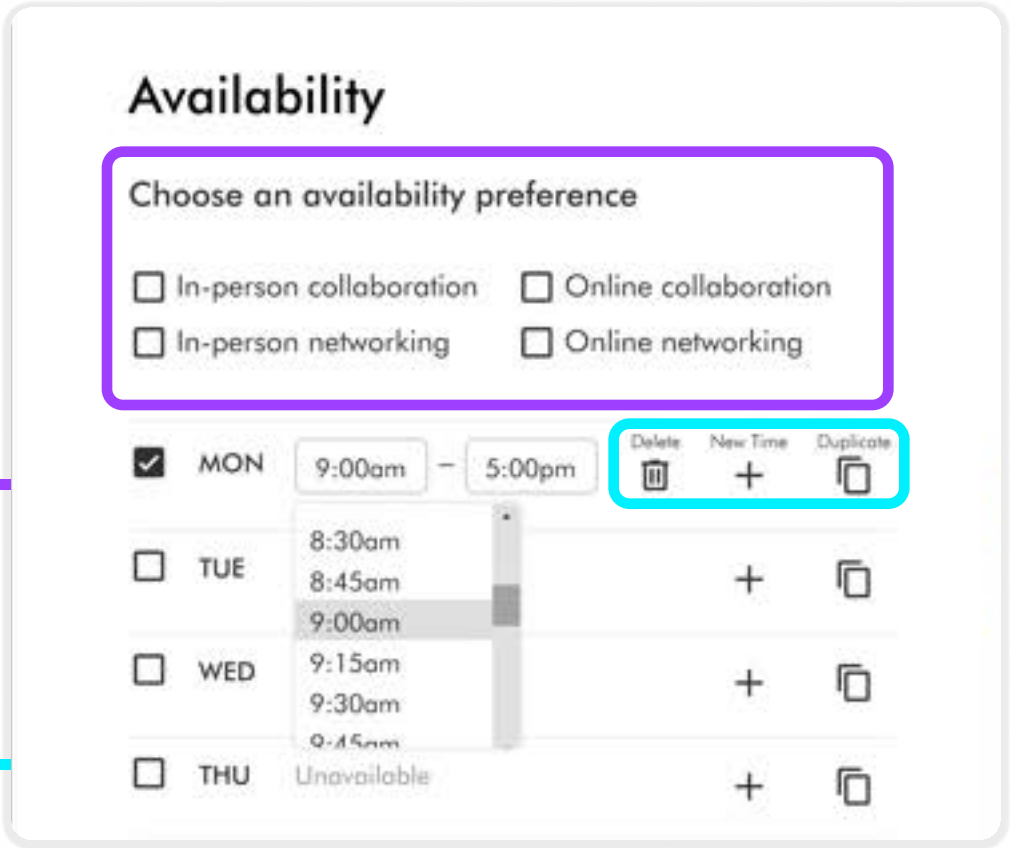


Availability preference

5

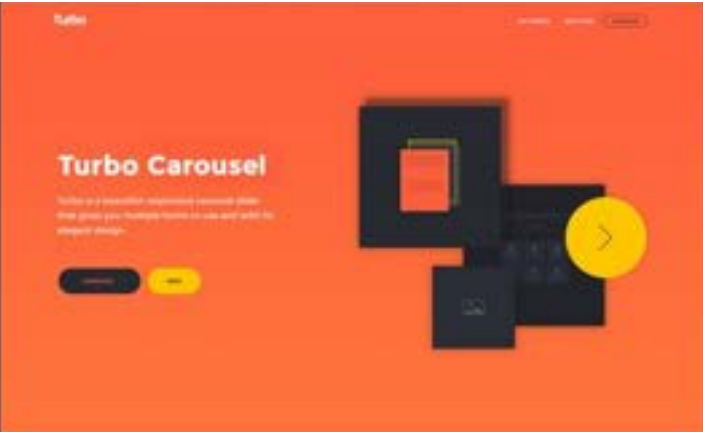
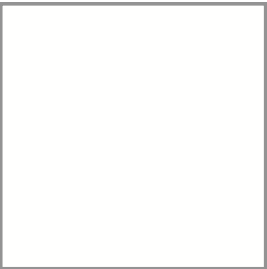
Accessible icons

6



Keywords

- Human
- Friendly
- Minimal
- Modern
- Smart
- Youthful
- Collaborative
- Fun



01. TYPEFACE

Futura

01

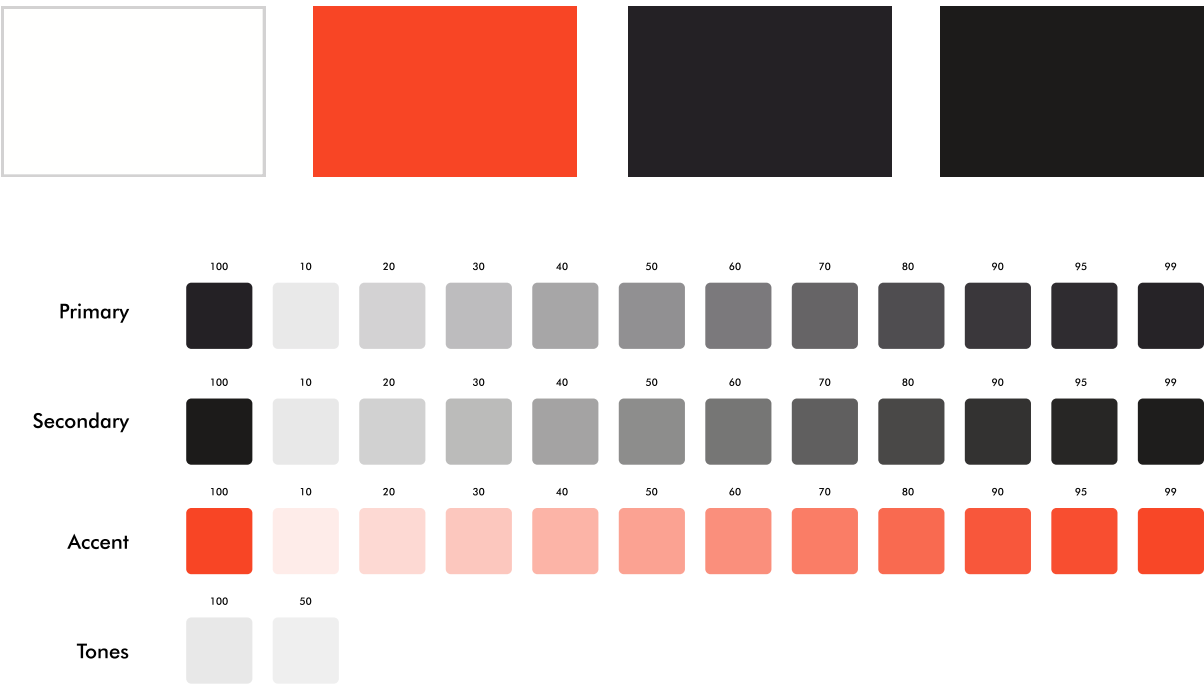
Lorem ipsum dolor sit amet consectetur. Sit non morbi aenean duis duis. Dui auctor eget aliquam urna turpis ut rhoncus fringilla velit. Sollicitudin velit ut sed consectetur nunc sed eleifend tristique cursus. Vestibulum est faucibus nunc amet gravida imperdiet vitae. Volutpat et montes feugiat sit fincidunt. Felis et nulla quam dapibus sagittis gravida. Vitae aliquam sed maecenas viverra aliquam pellentesque at. Ac congue odio malesuada tempus morbi amet malesuada posuere sed.

Placerat bibendum elit faucibus sit porttitor urna posuere. Ac venenatis in nisl nisl nam purus suspendisse habitasse.

A B C D E F G H I
S T U V W X Y Z
J K L M N O P Q R

The Quick Brown Fox
Jumps Over The Lazy
Dog

02. COLOUR PALETTE



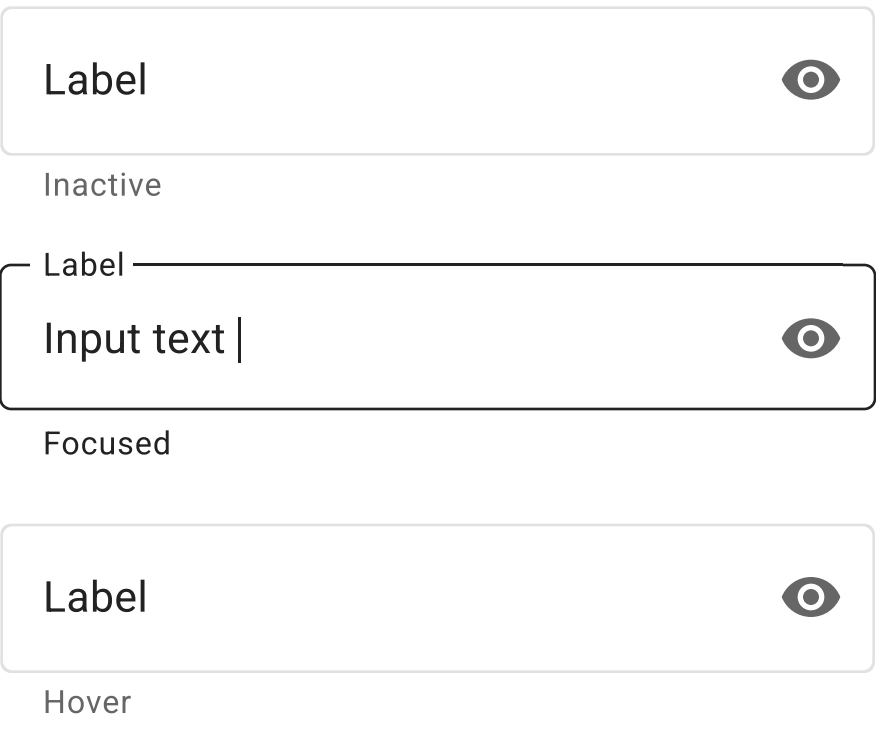
03. ICONOGRAPHY



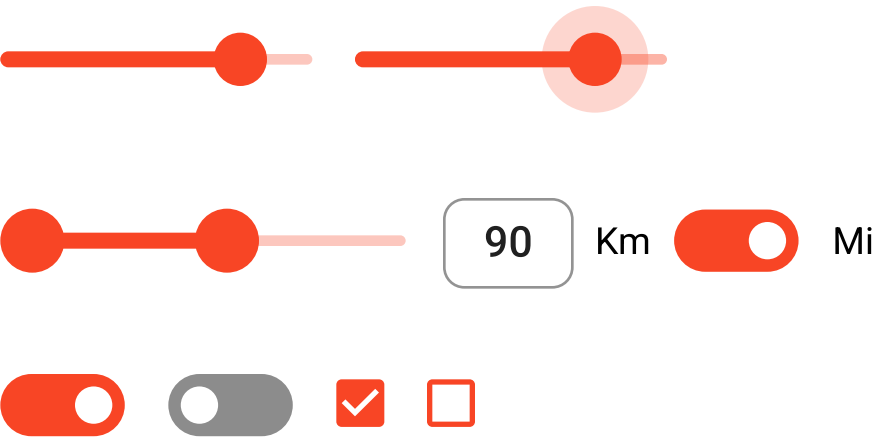
04. BUTTONS



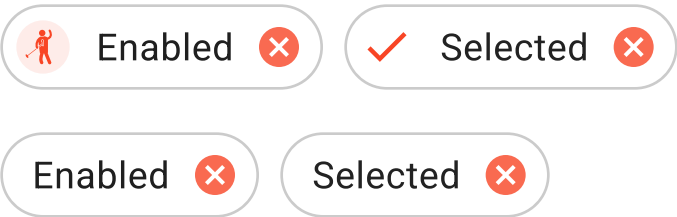
05. TEXT FIELDS



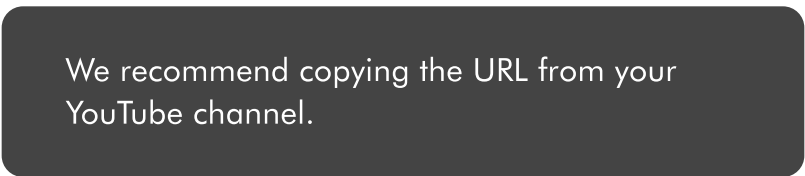
06. SELECTION CONTROLS



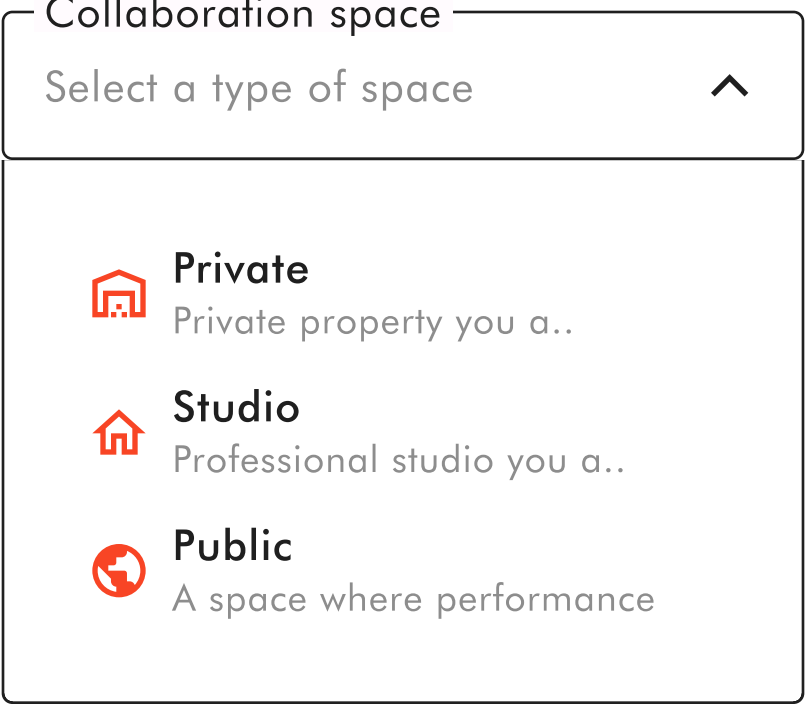
07. CHIPS



08. TOOLTIPS



09. DROPDOWN MENUS



Outcomes

Impact



22% increase in user confidence



10% rise in frequent users



14% drop inconsistent experience

Next steps

- Validate current solution
- Understand, test & validate connection process
- Livestreaming

Appendix

Research

Context

Context - Music networking problems (full) - [Link](#)

In-depth research

Survey - [Link](#) • In-depth interviews - [Link](#) • Affinity diagrams - [Link](#)

Early research

Survey - [Link](#) • In-depth interviews - [Link](#) • Affinity diagrams - [Link](#)

Personas

Katie’s full persona - [Link](#) • Oisín’s full persona - [Link](#)

User journey maps

View Katie’s journey map - [Link](#) • View Oisín’s journey map - [Link](#)

Onboarding flow

Onboarding - Ideation (Full) - [Link](#)

Onboarding - Wireframes & usability testing (Full) - [Link](#)

Onboarding - Iteration 2 - Wireframes - [Link](#)

Affinity diagramming - Insight analysis - [Link](#)

Onboarding Lo-Fi Prototypes - [Link](#)

Sitemap (Social feed) - [Link](#)

Social feed

Social feed - A full product solution

Taskflows - [Link](#) • Sitemap (Social feed) - [Link](#)

Wireframing the social feed

Mid-fidelity prototypes (Social feed) - [Link](#)

Testing the social feed

Mid-fidelity prototypes (Social feed) - [Link](#)

User interface design (Hi-fi)

Hi-fidelity prototypes (Social feed) - [Link](#)

Full product

Sync - Full prototype

Hi-fidelity prototype (Full) - [Link](#)