



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

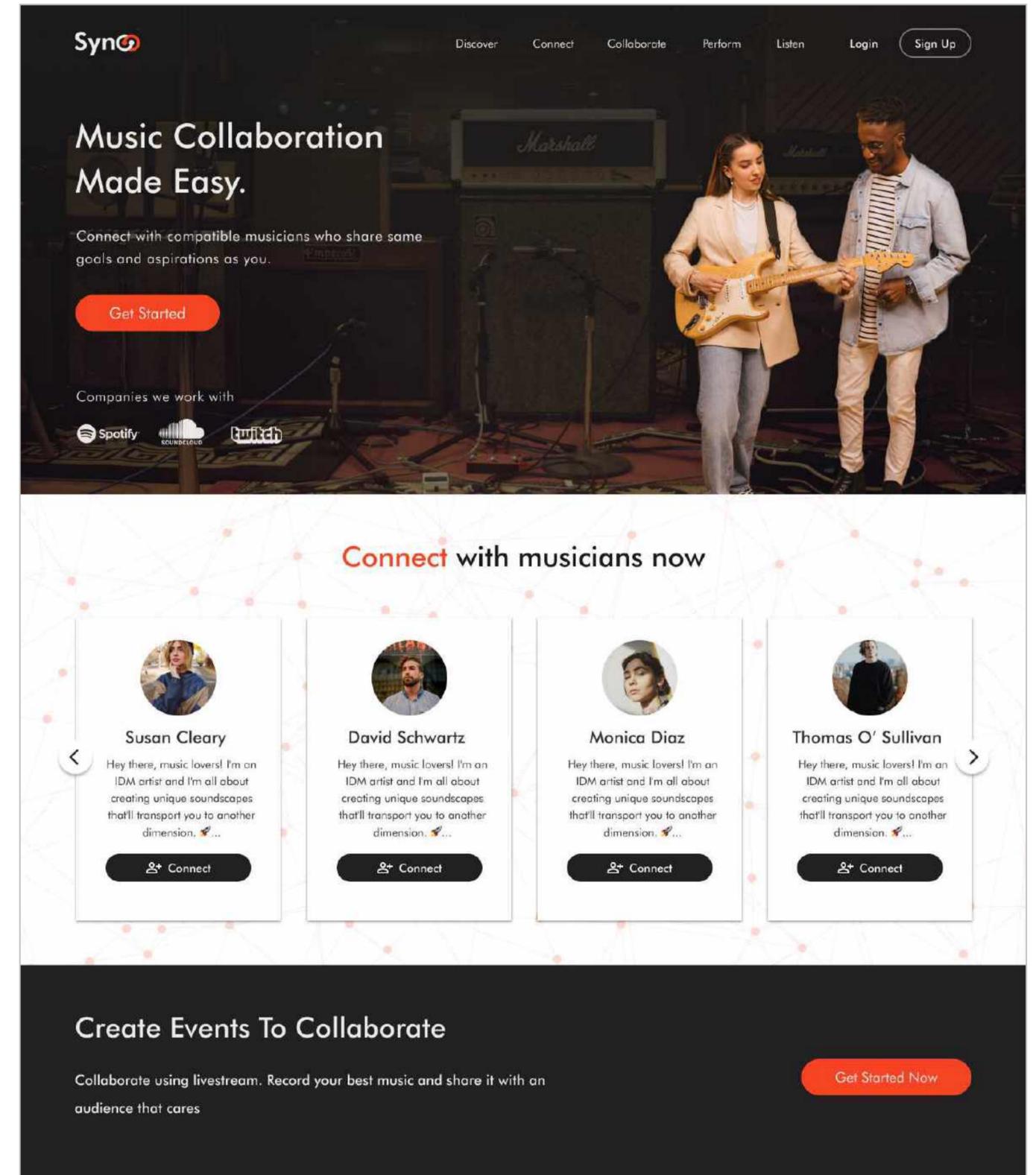
- 1 pilot survey - 15 valid responses
- 1 survey - 60 valid responses
- 1 pilot interview - 4 participants
- 2 usability test - 6 participants (Each)
- 2 System usability scale questionnaires

## 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



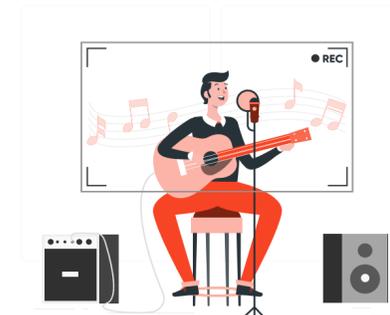
Limited collaboration opportunities



Difficult Musicians affect collaboration



Time, transport & location barriers



Limited performance opportunities

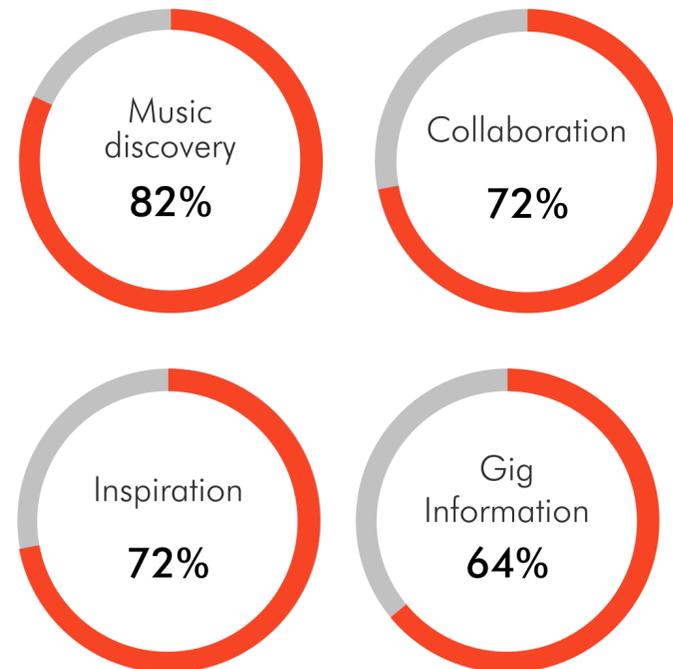
# Early research

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

## Survey:

- 15 valid responses

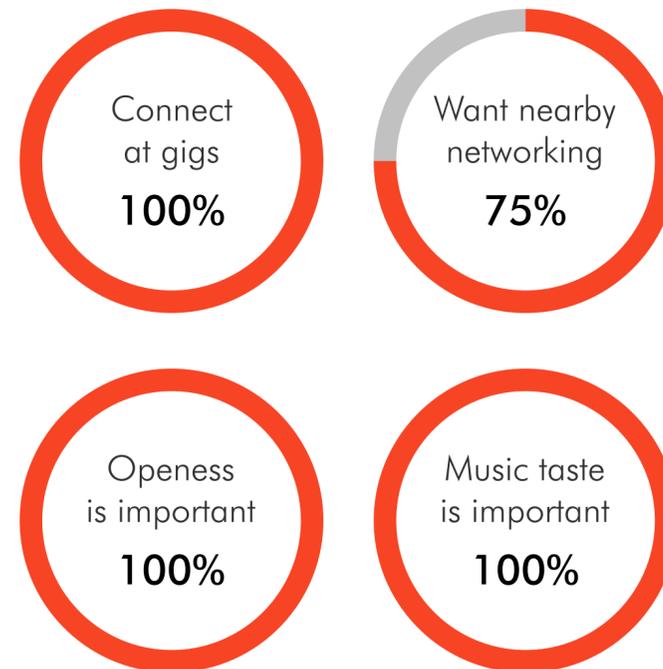
**Insights:** Motivations when networking with other artists



## Interviews

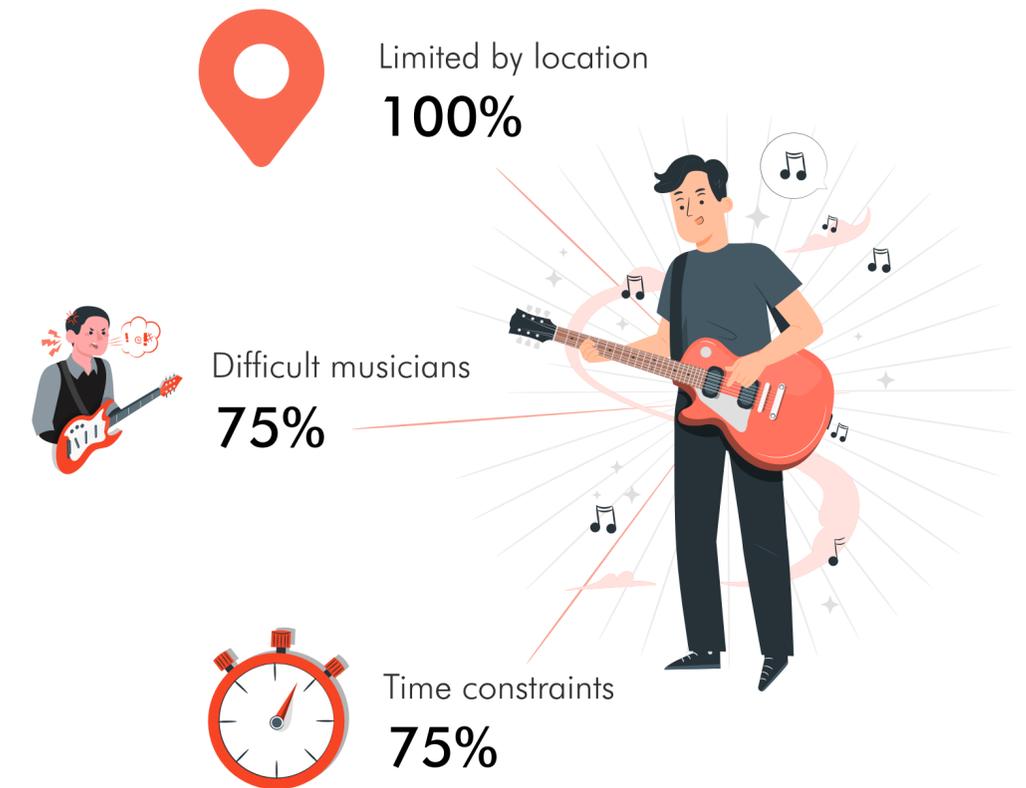
- 4 participants | 1hr

**Insights:** Behaviours & attitudes when networking.



## Pain-points:

Challenges affecting musicians connecting with other artists.



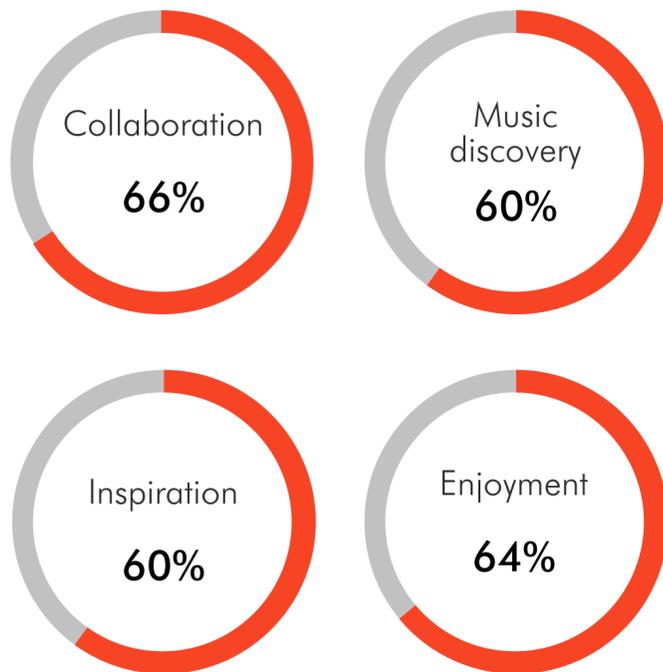
# In-depth research

**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

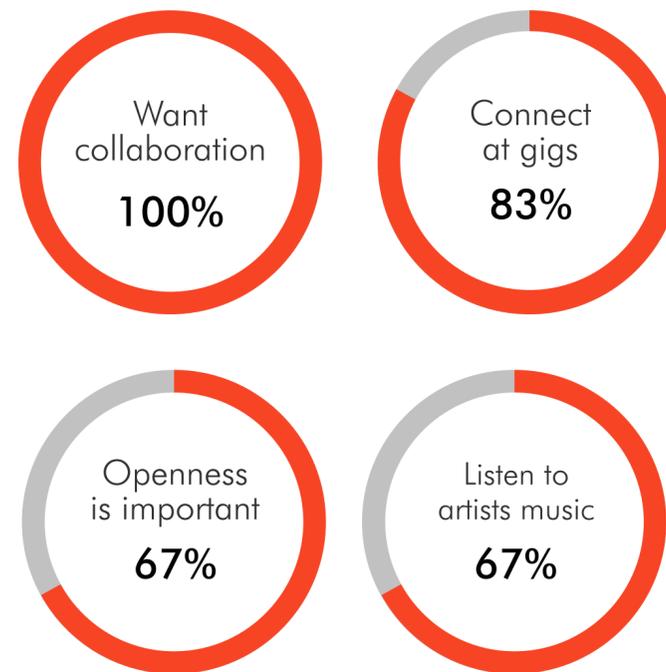
**Insights:** Common motivations for musicians connecting with other artists.



## Interviews:

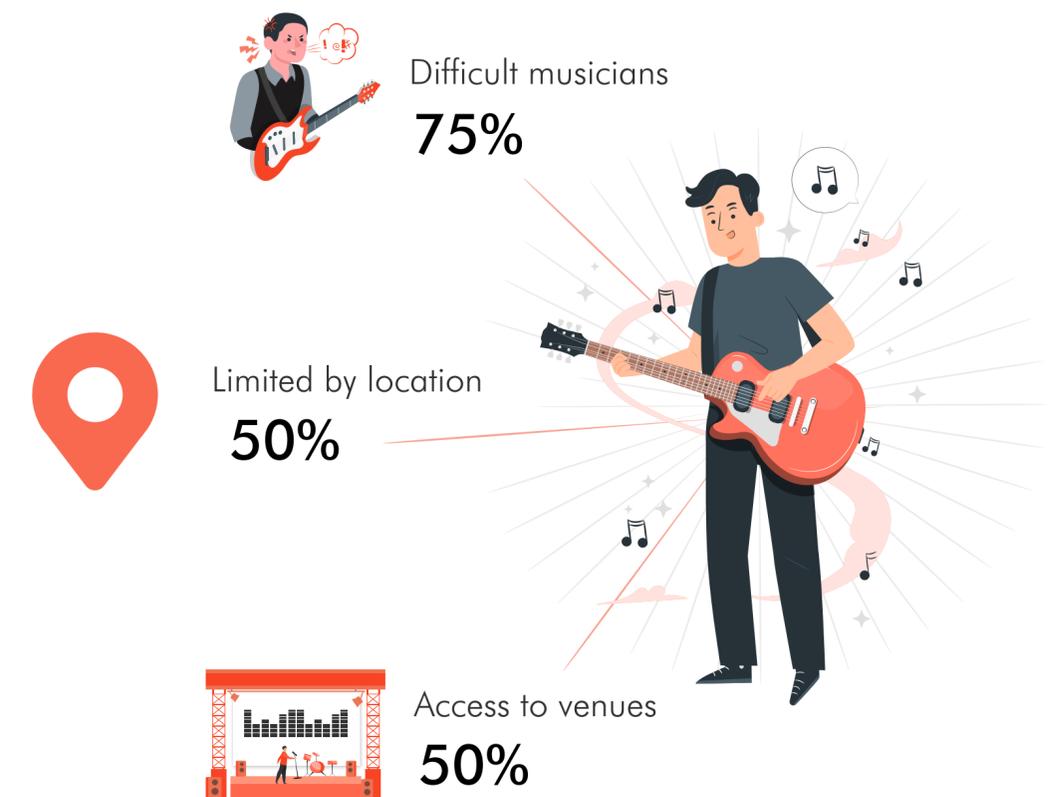
- 6 participants | 1hr
- Open ended questions
- Likert scale

**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.



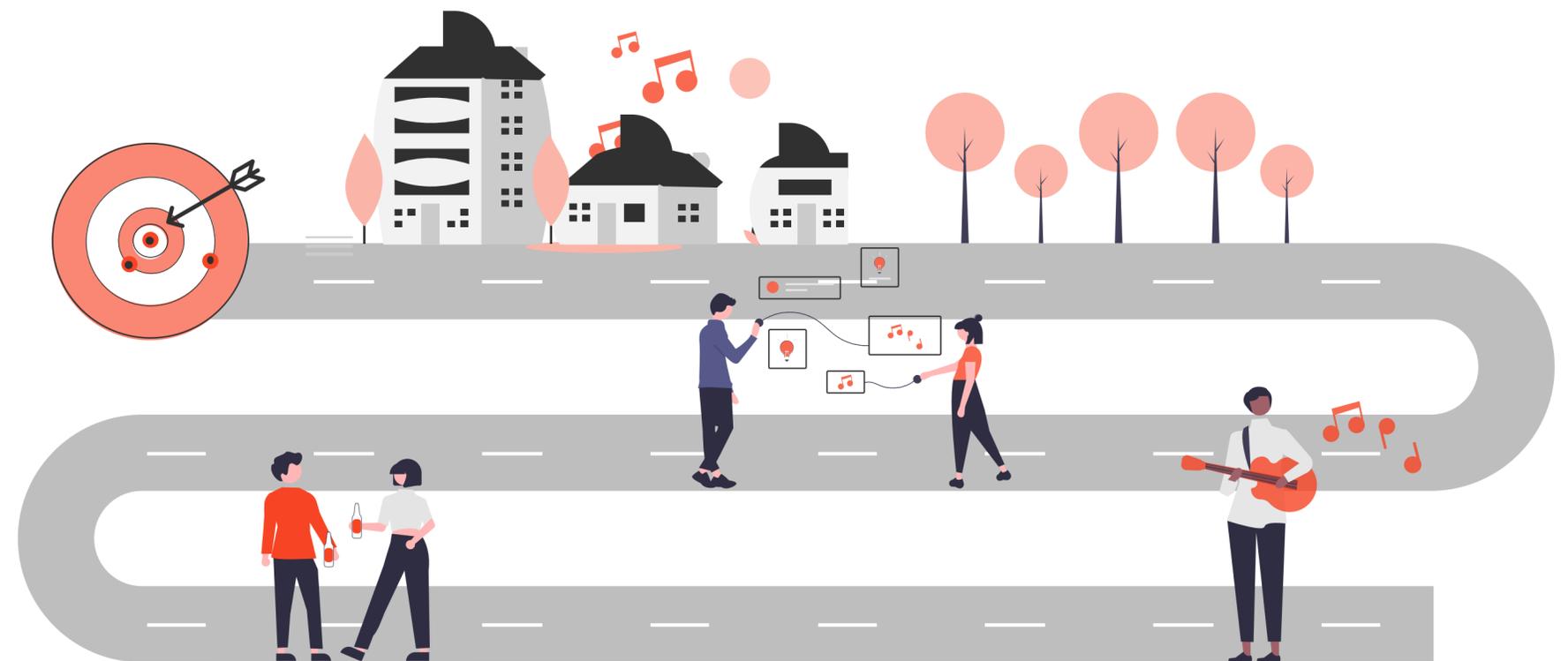
### Uninterrupted conversation

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



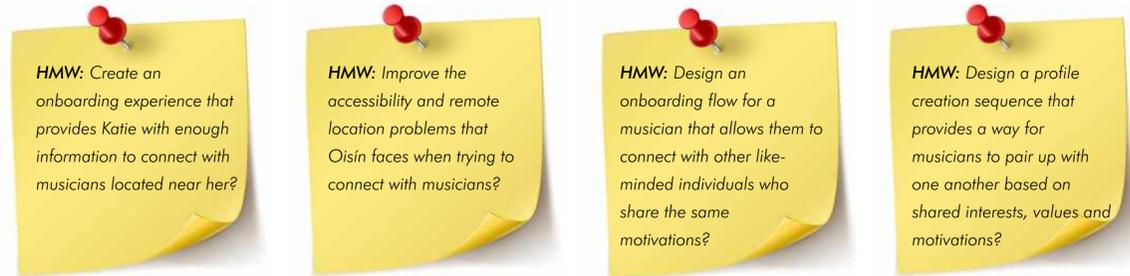
### Remote performance

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



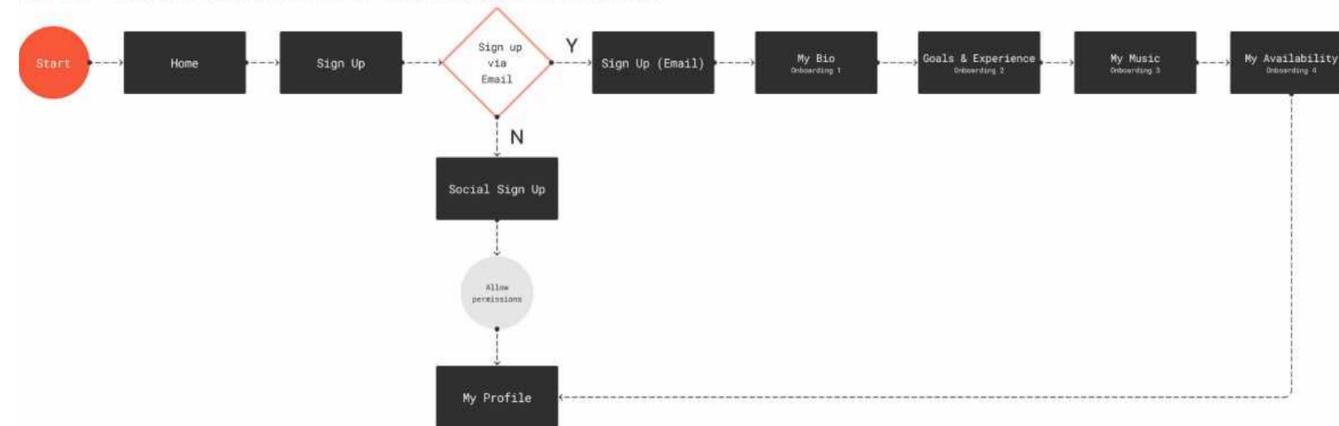
# Onboarding flow - Ideation, wireframing, insights & solutions

## How might we | Crazy eights

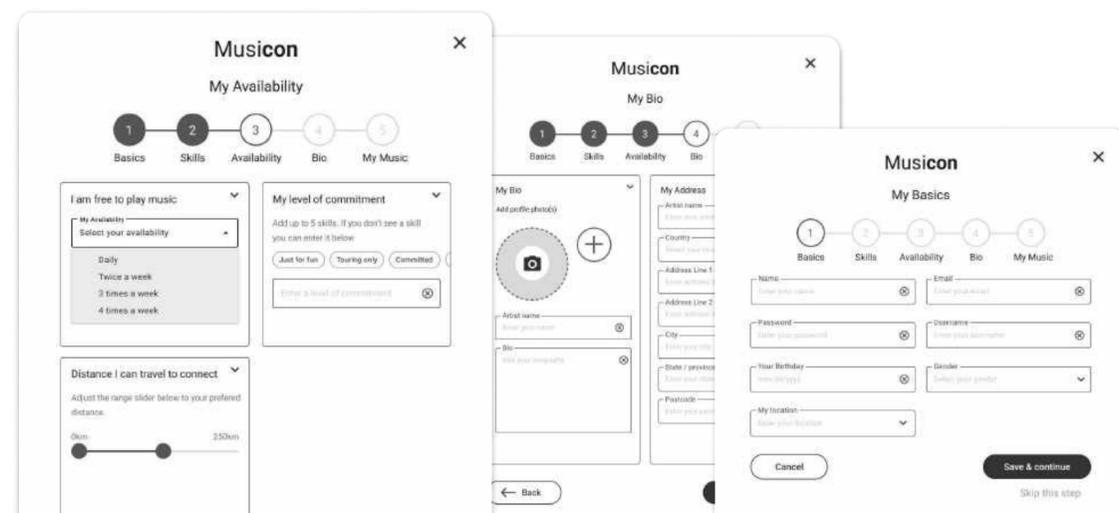


## Task flow

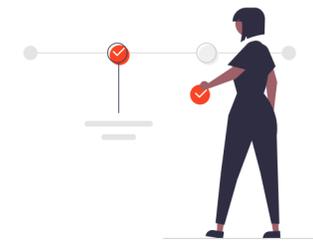
Task flow - **Create an account:** Create an account using your email address.



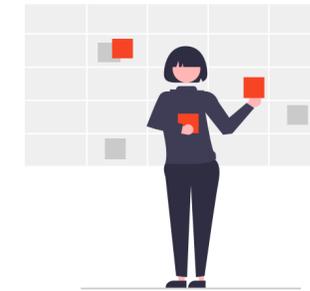
## Wireframes & prototypes



## Research insights



Progress steps frustration

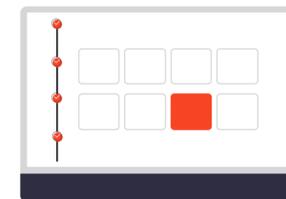


Availability confusion

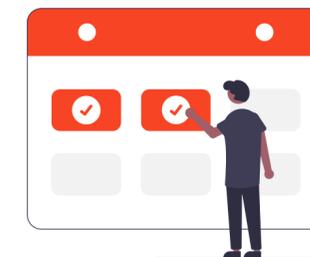


Sign up frustration

## 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."*

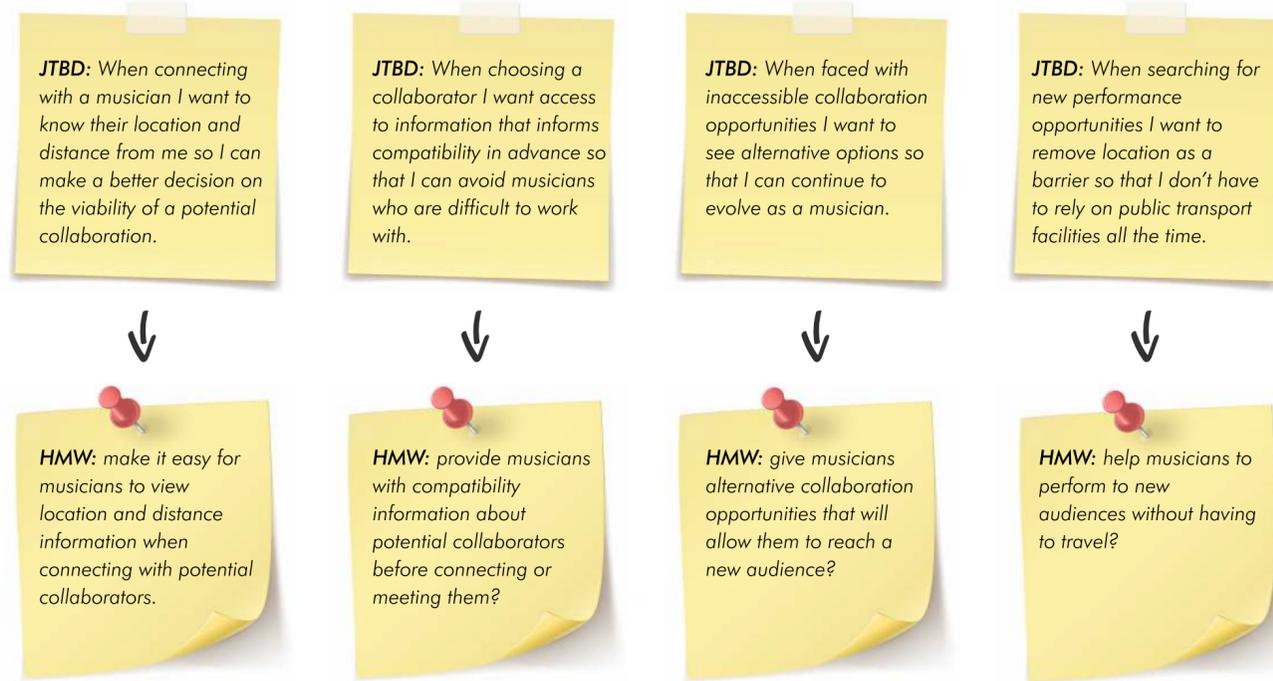
## Exploring a full product solution

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.



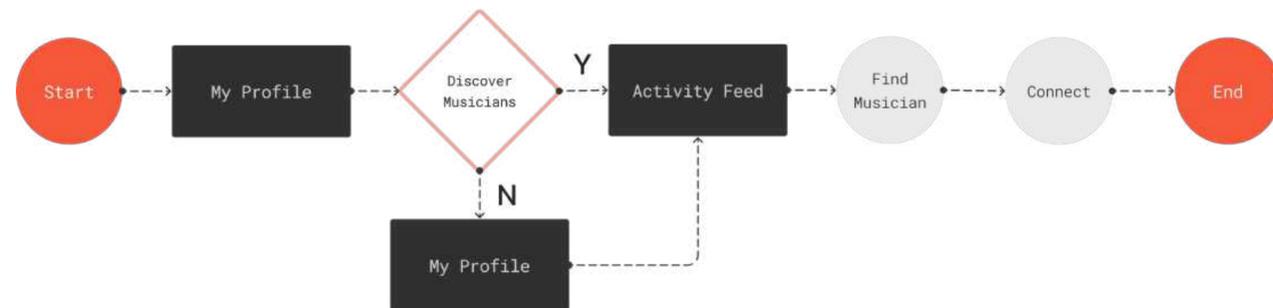
# Social feed - A full product solution

## Jobs to be done | How might we

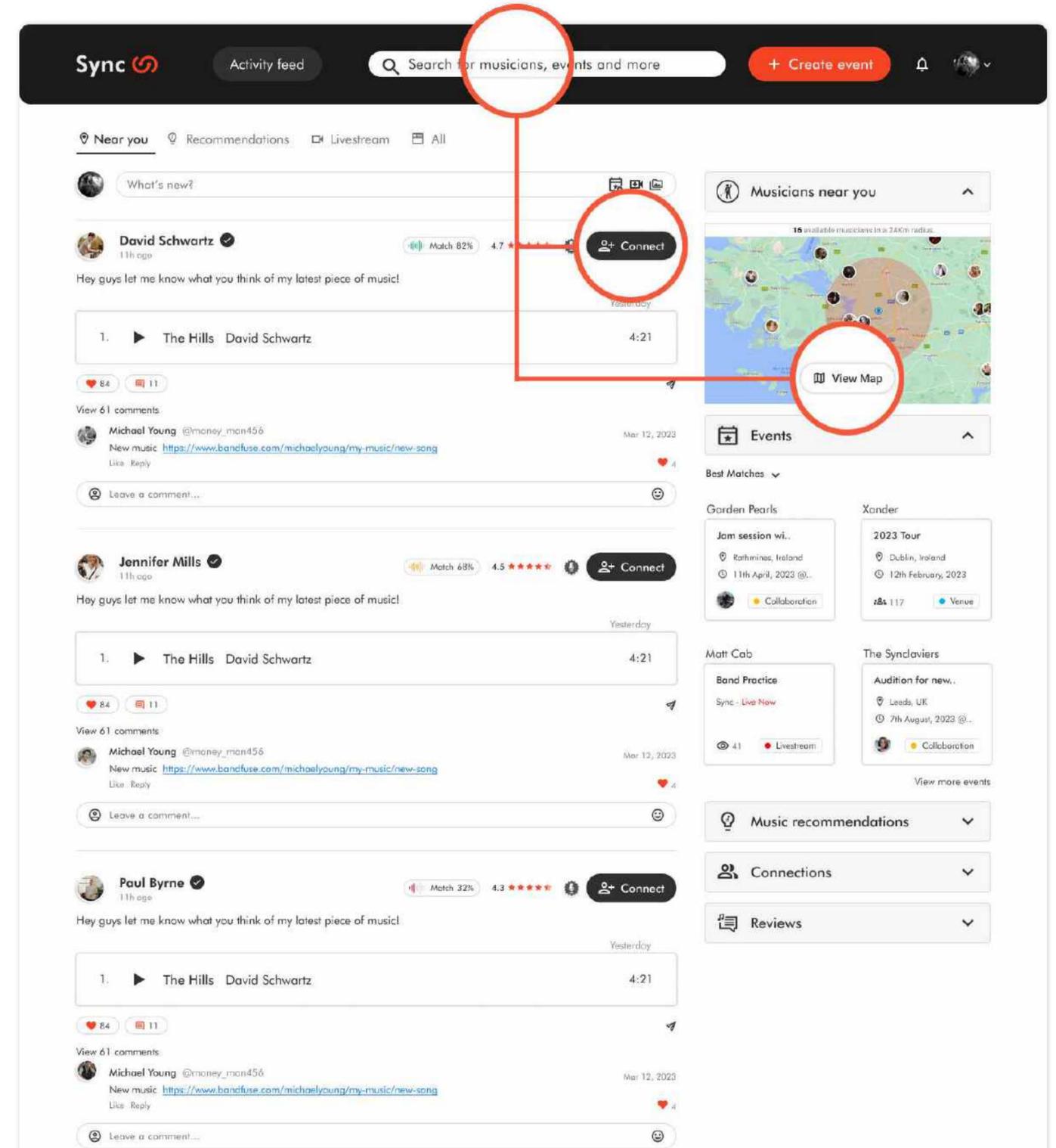


## Task flow

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

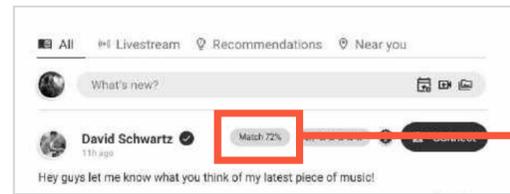


## Connect with a musician (User interface preview)



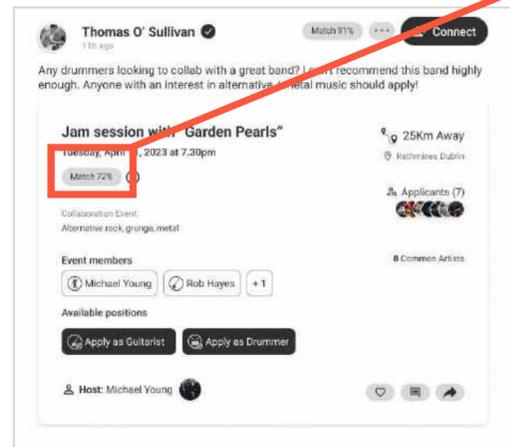
# Wireframing the social feed

## Key solutions



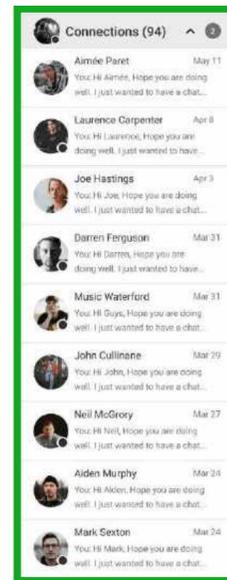
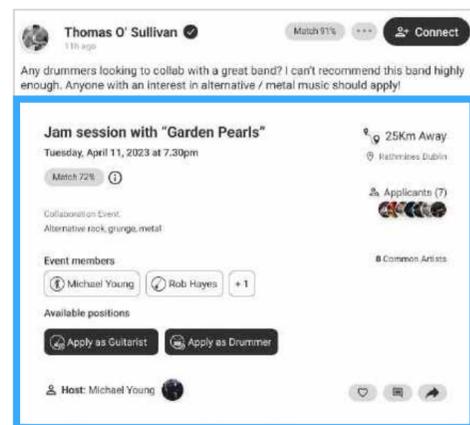
1

Compatibility badge



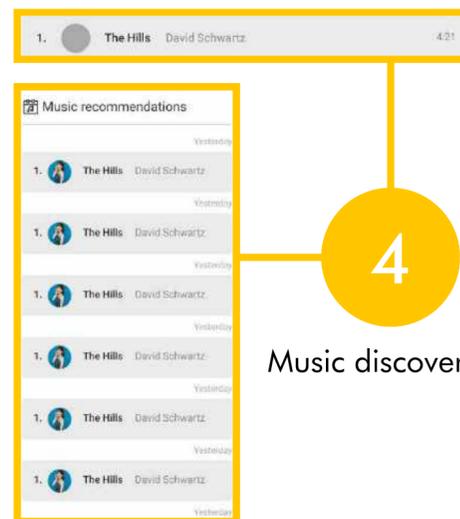
2

Collaboration events



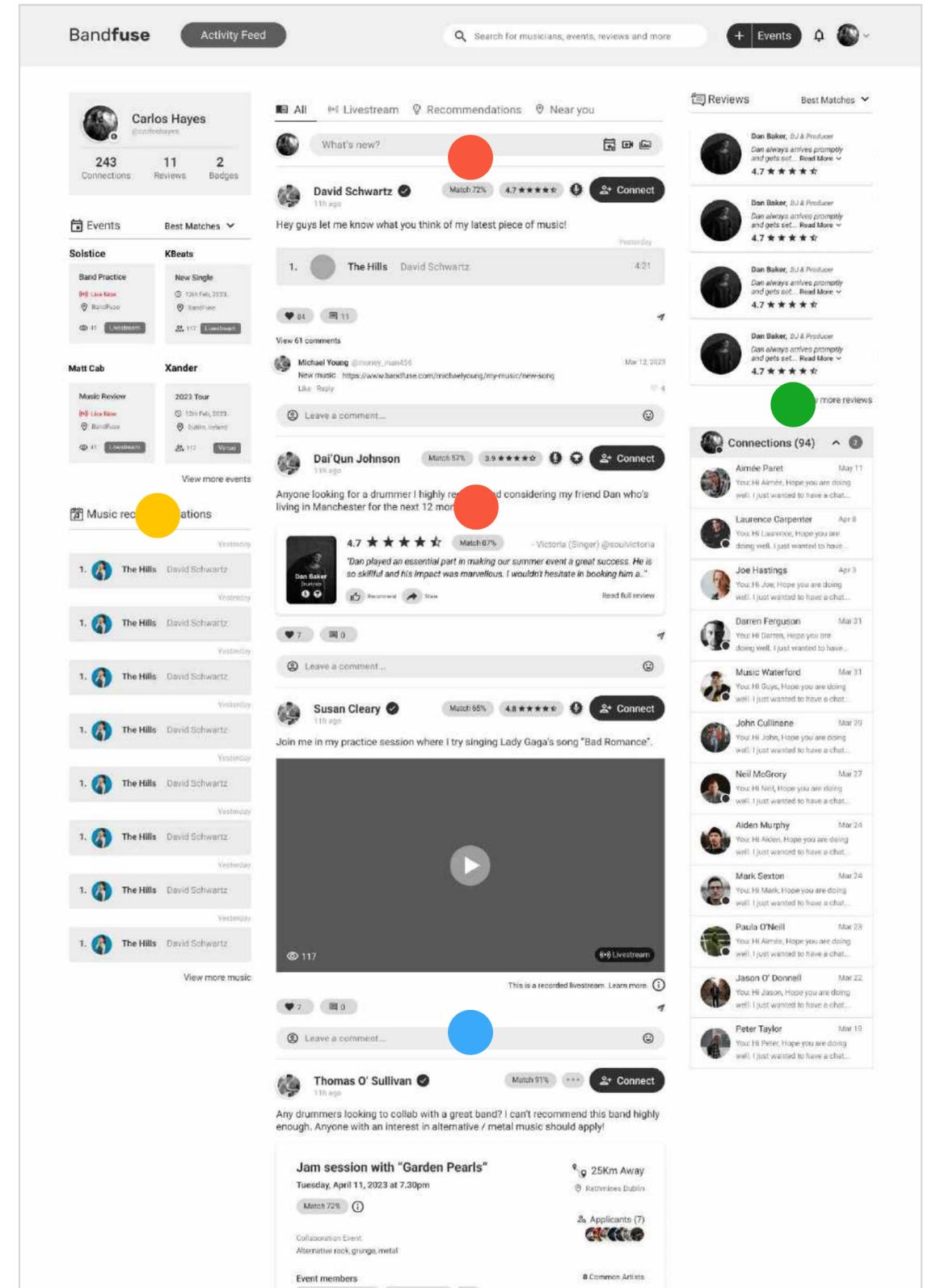
3

Instant messaging



4

Music discovery



# Testing the social feed

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

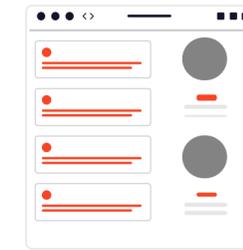
## Testing at a glance

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



## Insights

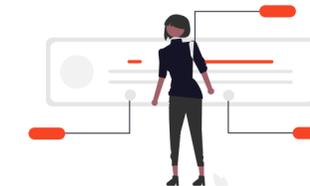
### Concise social feed



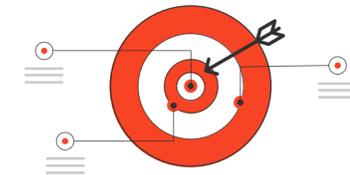
### Location Data



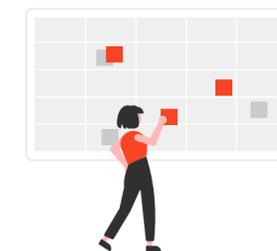
### Compatibility Insights



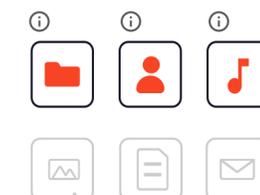
### Accessible goals



### Scheduling intent

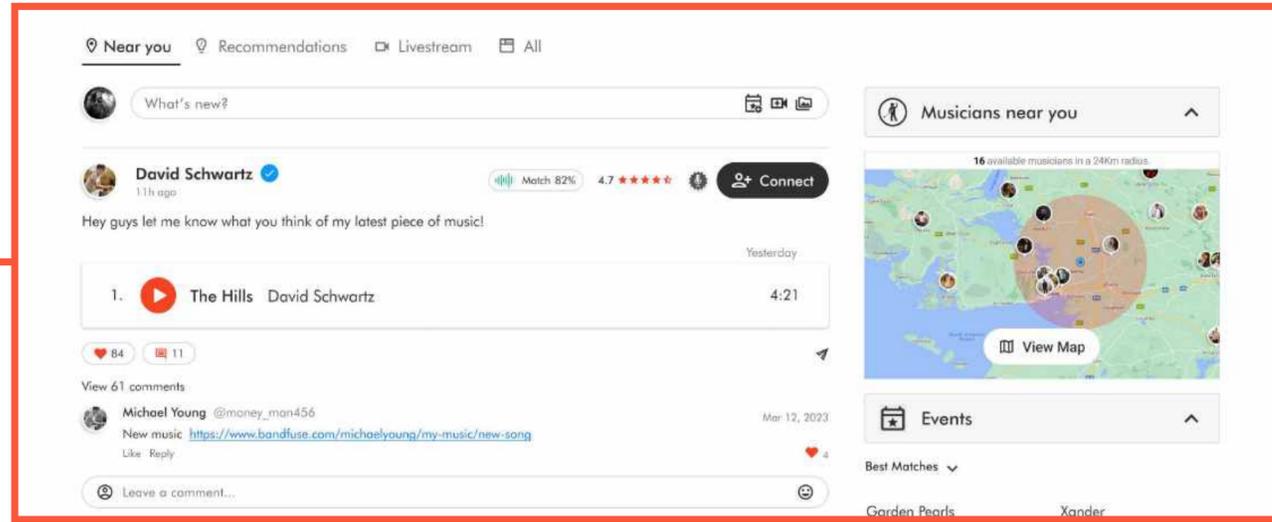


### Icon labelling

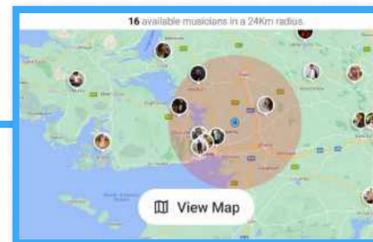


# User interface design (Hi-fi)

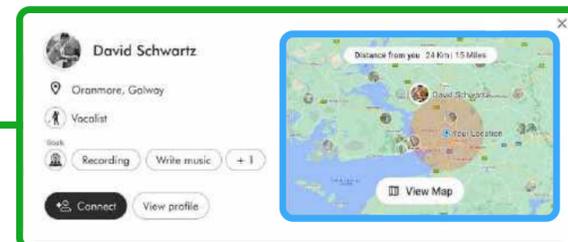
1  
Reduced content



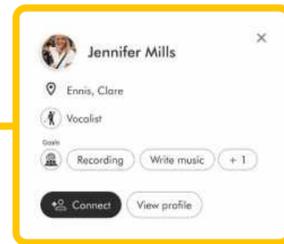
2  
Location



3  
Insights



4  
Goals

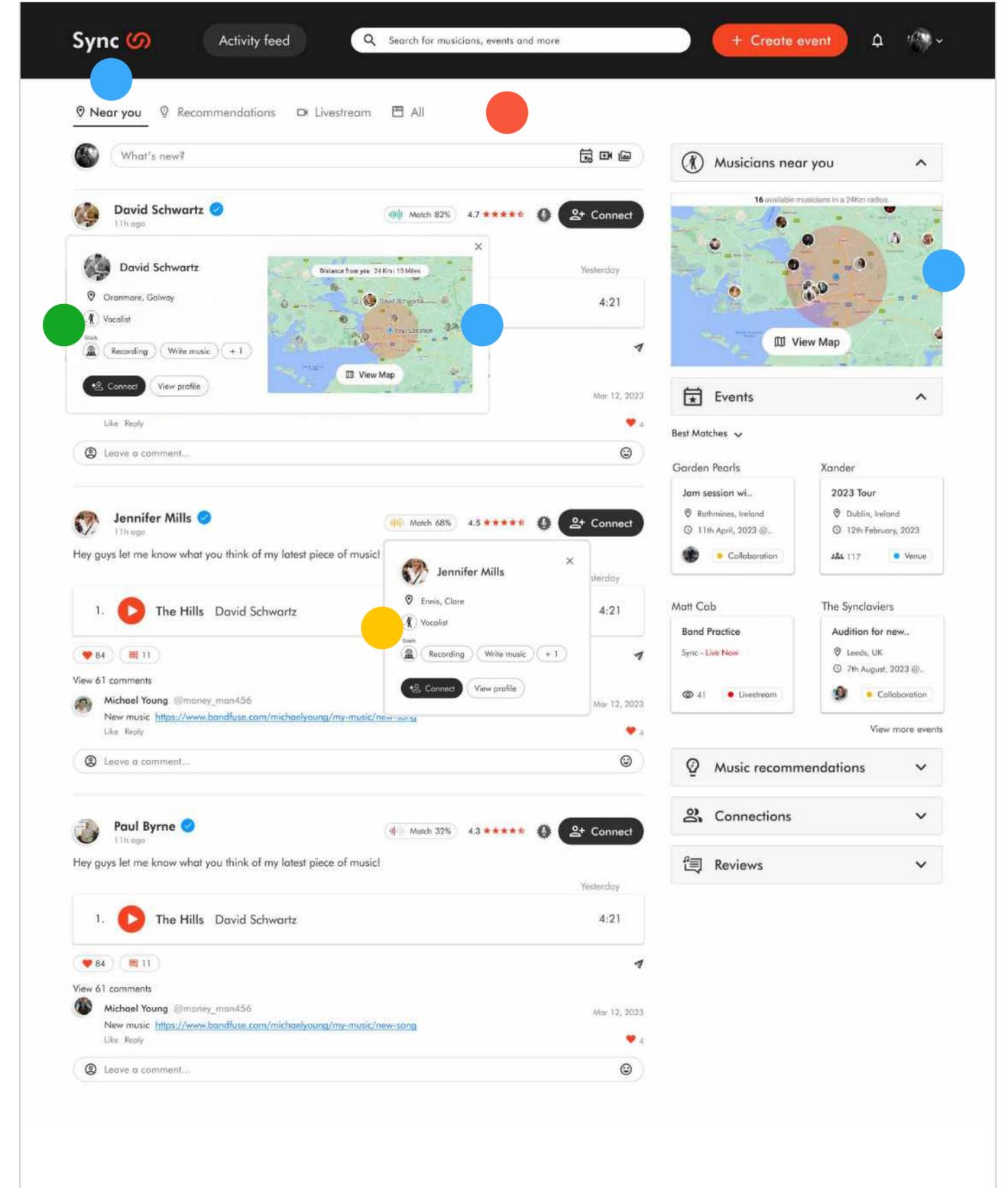
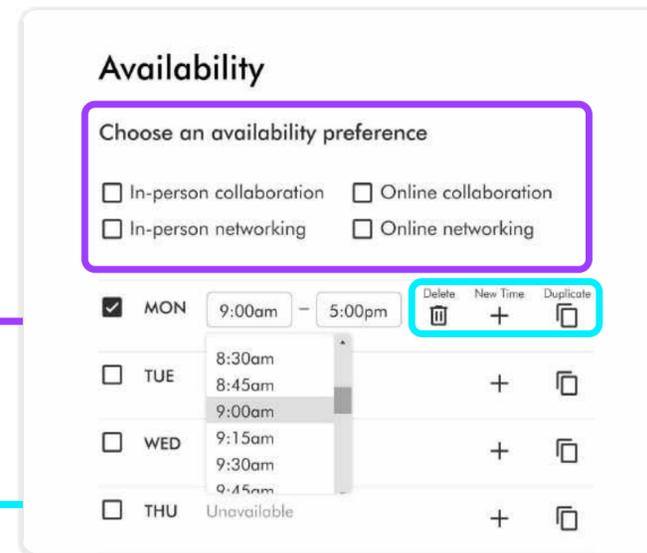


5  
Availability preference

5

6  
Accessible icons

6

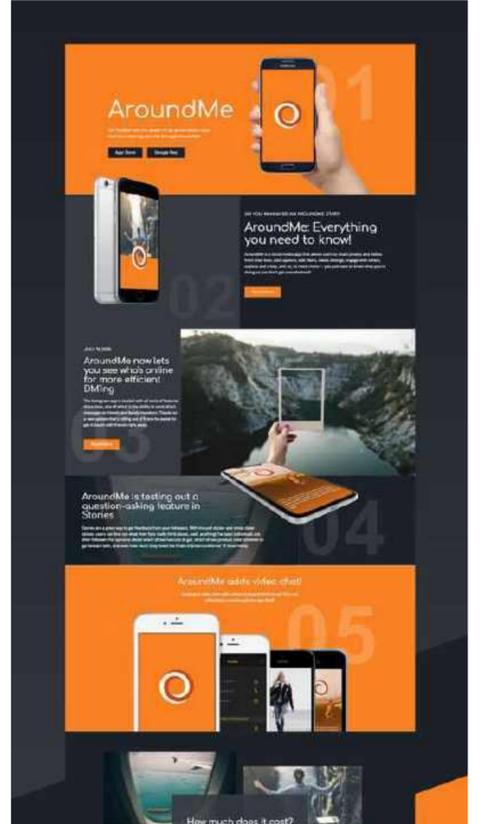
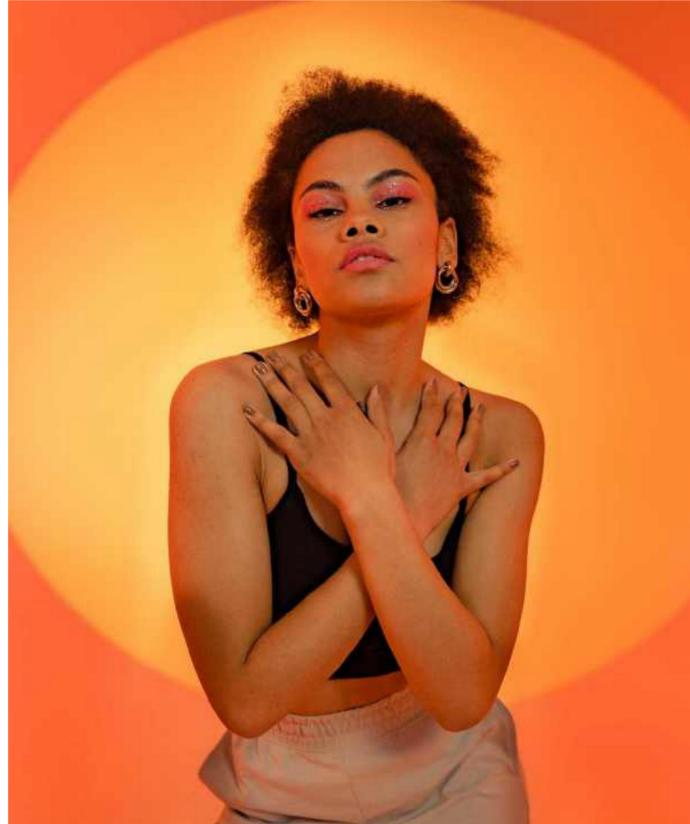
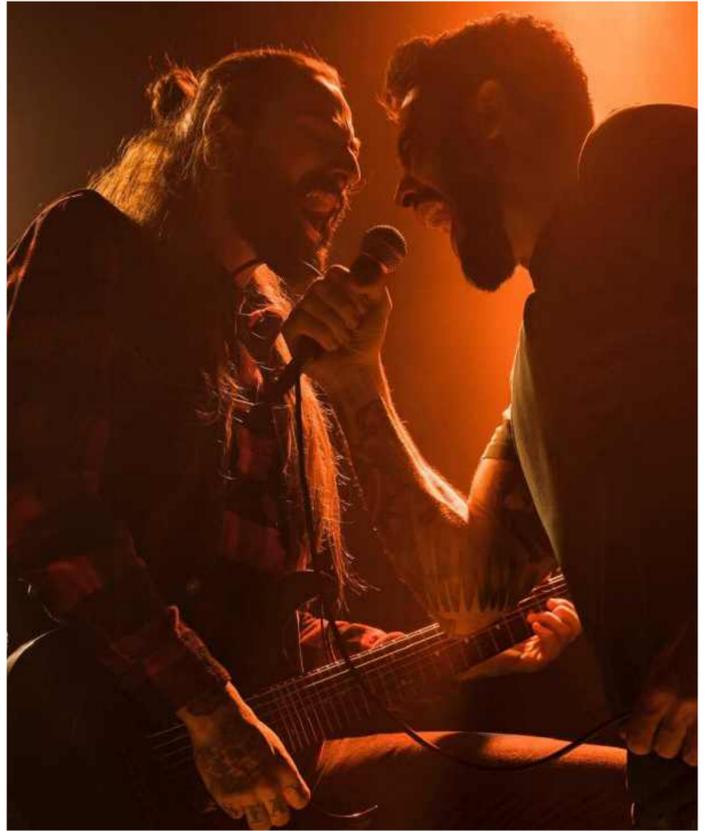
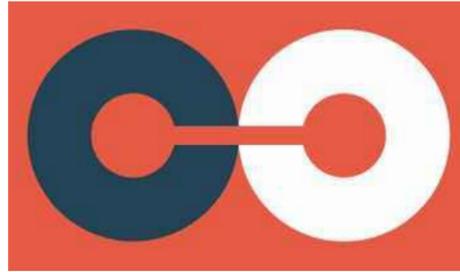
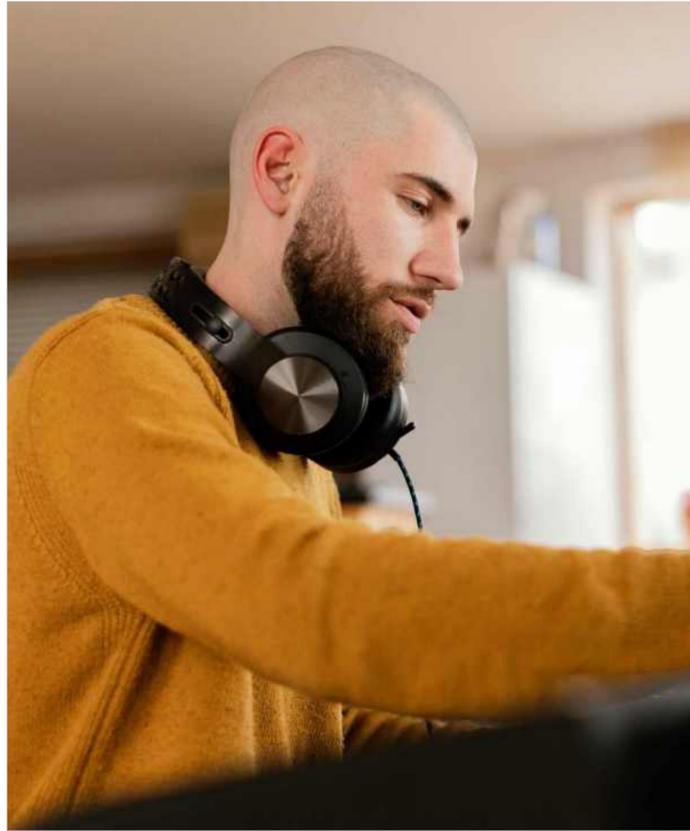




Moodboard

Keywords

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



## 01. TYPEFACE

# Futura

# 01

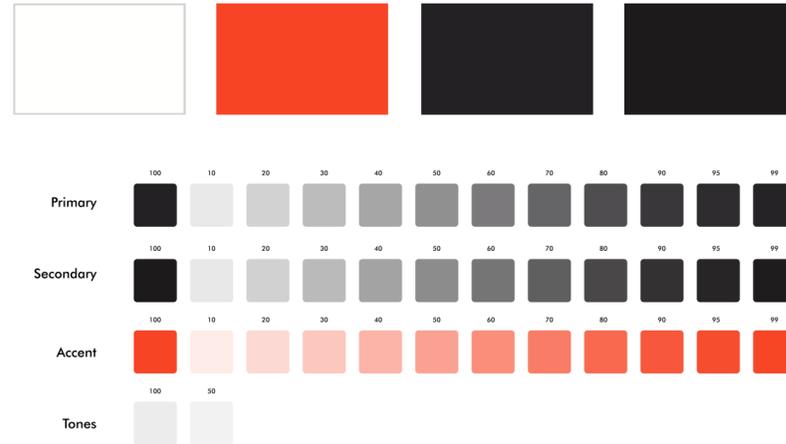
Lorem ipsum dolor sit amet consectetur. Sit non morbi aenean duis duis. Dui auctor eget aliquam urna turpis ut rhoncus fringilla velit. Sollicitudin velit ut sed consectetur nunc sed eleifend tristique cursus. Vestibulum est faucibus nunc amet gravida imperdiet vitae. Volutpat et montes feugiat sit tincidunt. 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.

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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



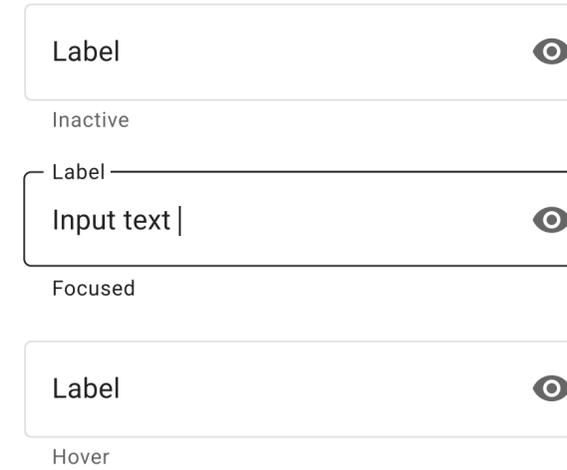
## 03. ICONOGRAPHY



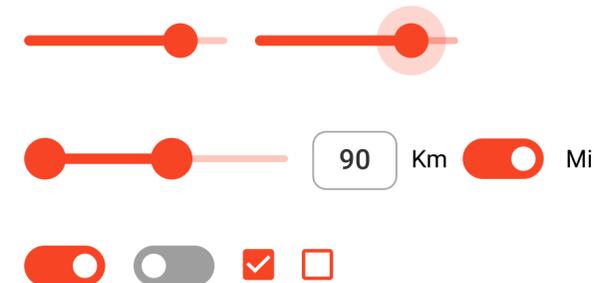
## 04. BUTTONS



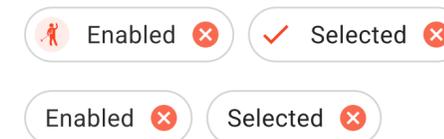
## 05. TEXT FIELDS



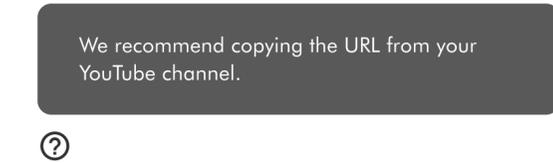
## 06. SELECTION CONTROLS



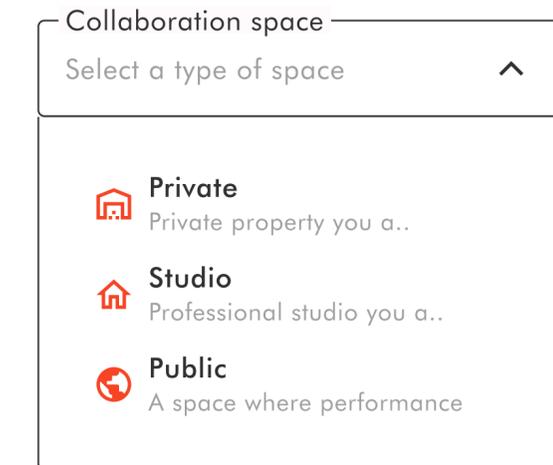
## 07. CHIPS



## 08. TOOLTIPS



## 09. DROPDOWN MENUS

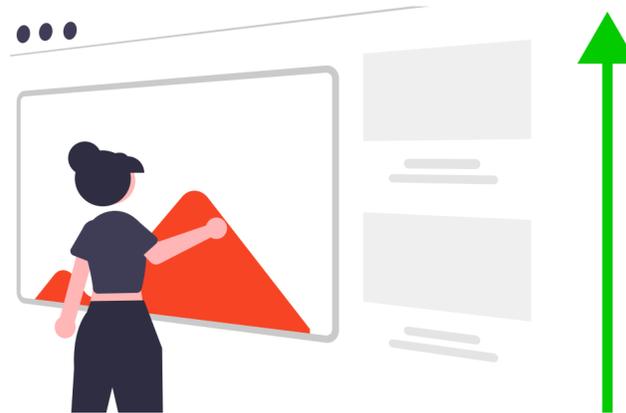


# Conclusion & what I learned

## Impact



**22%** increase in user confidence



**10%** rise in frequent users



**14%** drop inconsistent experience

## What I learned

- User needs are top priority
- Pilot testing & environment are essential

## Future work

- Validate current solution
- Explore a livestreaming a event feature
- Understand, test & validate connection process

# Appendix

## Research

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### Context

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

### In-depth research

Survey - [Link](#)

Survey insights - [Link](#)

In-depth interviews & insights - [Link](#)

Affinity diagrams - [Link](#)

### Early research

Survey - [Link](#)

Survey insights - [Link](#)

Interviews & insights - [Link](#)

### Personas

Ella's full persona - [Link](#)

Oisín's full persona - [Link](#)

### User journey maps

View Ella's journey map - [Link](#)

View Oisín's journey map - [Link](#)

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## Onboarding flow - Create an account

Ideation (Full) - [Link](#)

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

Iteration 2 - Wireframes - [Link](#)

Themes & Insights (Affinity diagrams) - [Link](#)

Mid-Fidelity prototypes - [Link](#)

Sitemap - [Link](#)

Task flow - [Link](#)

Competitive audit - [Link](#)

Competitive audit report - [Link](#)

Theme & pattern identification - [Link](#)

Prioritized insights - [Link](#)

Lo-Fi prototypes - [Link](#)

Lo-Fi prototypes (Mobile) - [Link](#)

## Social feed - Musicians Hub

Task flow - Connect with a musician - [Link](#)

Sitemap - Connect with a musician - [Link](#)

Wireframing the social feed (Full) - [Link](#)

Mid-fidelity prototypes - [Link](#)

Usability tests & insights (Full) - [Link](#)

UI Mock-ups (Full) - [Link](#)

Hi-fidelity prototypes - [Link](#)

## Sync - Full product

Sync - Usability tests 2 - Themes - [Link](#)

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