Unison Music Network

Responsive Website & App

Raphael Battle

Project Overview

The product:

Unison Music Network is a responsive website & app where musicians, artists, producers, and music enthusiast can: search, network, collaborate and repeat. With a streamline profile creation flow, Unison allows users to quickly update their profiles to narrow down more niche discoverable results and searches.

Project duration:

November 2021 to February 2022
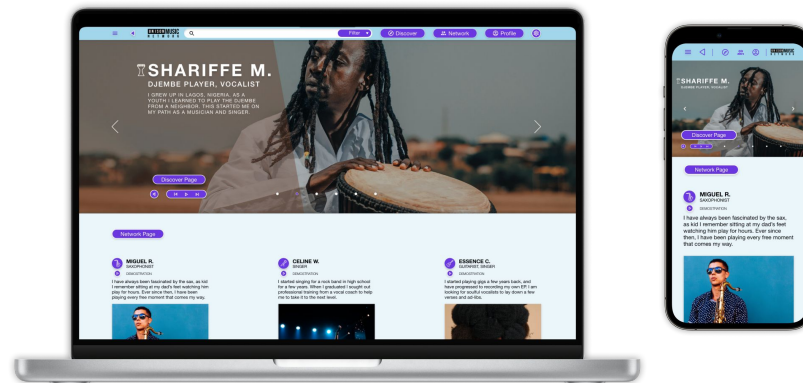
Project overview

The problem:

Musicians outside of the music industry lack the necessary time needed to find other niche musicians.

The goal:

Design a responsive website & app that streamlines the profile creation flow so users can quickly update their profiles for more narrow niche discoverable results and searches.

Project overview

My role:

UX designer designing a music networking responsive site & app 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.

Understanding the user

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

User research: summary

I conducted interviews to understand pain points that users have with music networking sites and apps. I created empathy maps and personas to better understand the users and their needs. A primary user group identified through the research were musicians and artists with professions outside of the music industry that want more from music networking sites.

During my research, I keyed in on my prompt, *"Design a profile creation flow for a networking app for musicians"*, and made this one of the main user flows. I had users go through the profile creation process initially, then had them revisit their profile and make updates.

User research: pain points

1

Time Consuming

Users want a music network that allows them to easily change profiles in order narrow searches and results.

2

Navigation

Platforms have confusing interfaces that are not intuitive.

3

Ad Heavy

Users do not want a network that is filled with advertisements.

4

Privacy

Users want the ability to make certain post only viewable to a certain set of users.

Persona: **Rich E**

Problem statement:

Rich E is a busy mechanical engineer who needs a networking app that streamlines the profile creation flow because they want balance connecting with other musicians and spending time with their family.

"I want to tell my origin story and state my destination with music"

Goals
- Present a unique story about music interest.
- Discover musicians that are similar in multiple ways.
- Find local artist with filtering.

Frustrations
- "I dislike when apps are hard to navigate."
- "I need to have a rating system to identify popular musicians."
- "I don't like when apps are not customizable."

Rich E

Age: 35
Education: B.S.; Engineering
Hometown: Orlando, FL
Family: Wife, two kids
Occupation: Mechanical Engineering

Rich is a native of Florida. He works full time for a software computing company. Though he is an engineer by day, he is a musician by night. Rich does not a lot of time to connect with other musicians with work and family being the priority in life. He longs to find an app that connects him with other musicians that share his style and interest at ease without a long drawn out process.

User journey map

Mapping Rich E's user journey revealed how helpful it would be for users to be able to update their profiles to narrow search results.
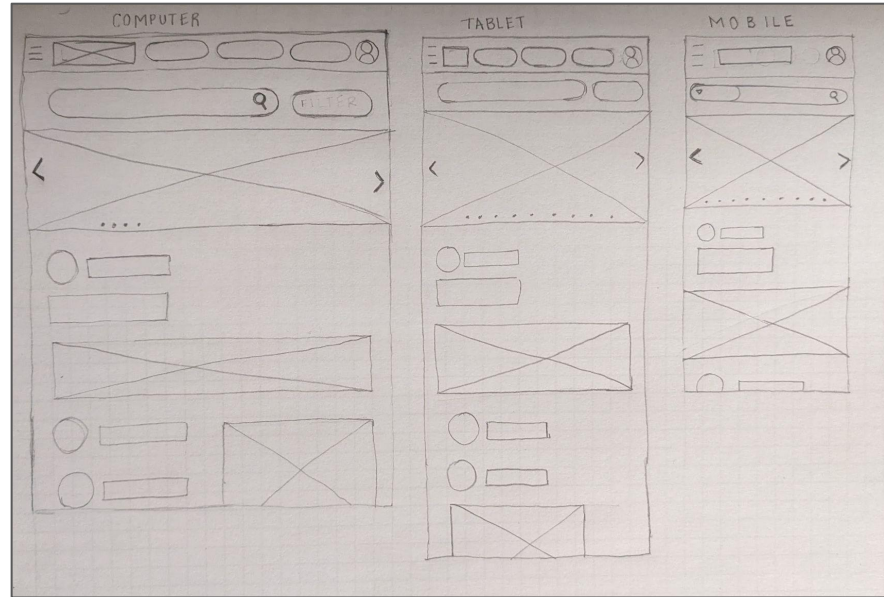
Persona: Rich E

Goal: Streamline the profile creation flow, so that users can accurately find and discover musicians to collaborate with.

ACTION	Download app	Create Login	Populate profile	Confirm profile	Browse users
TASK LIST	Tasks A. Go to app store B. Download app	Tasks A. Create username & password B. Verify email to login C. Login	Tasks A. Add profile picture B. Fill out geographical information C. Answer questionnaire	Tasks A. Review image and profile information B. Click confirm	Tasks A. Search profiles using filters B. View suggested profiles C. Listen other musician's work D. Reach out to connect
FEELING ADJECTIVE	•Excited about the app	•Bored with the standard login process •Hopeful that the app will be worth signing up	•Excited about adding information •Intrigued by the questionnaire	•Anxious about possible networking opportunity	•Excited about profiles •Intrigued by different profiles •Nervous about reaching out to musician •Anxiously waiting to hear back
IMPROVEMENT OPPORTUNITIES	•Include video of app's features and what sets it apart.	•Add biometric login	•Add unique abstract identifiers (color, smells)	•Add successful confirmation screen	•Give next steps after profile is created

Starting the design

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

Paper wireframes

Brainstormed the
homepage layout for
multiple screen sizes.

Digital wireframes

While designing, I chose to make the homepage a mixture of the two main pages, the discover and network page. I designed the page this way so users could have the option to discover other users that match their profile interests, or navigate to their personal network after logging in.

Navigation and search bar for easy navigation through site.
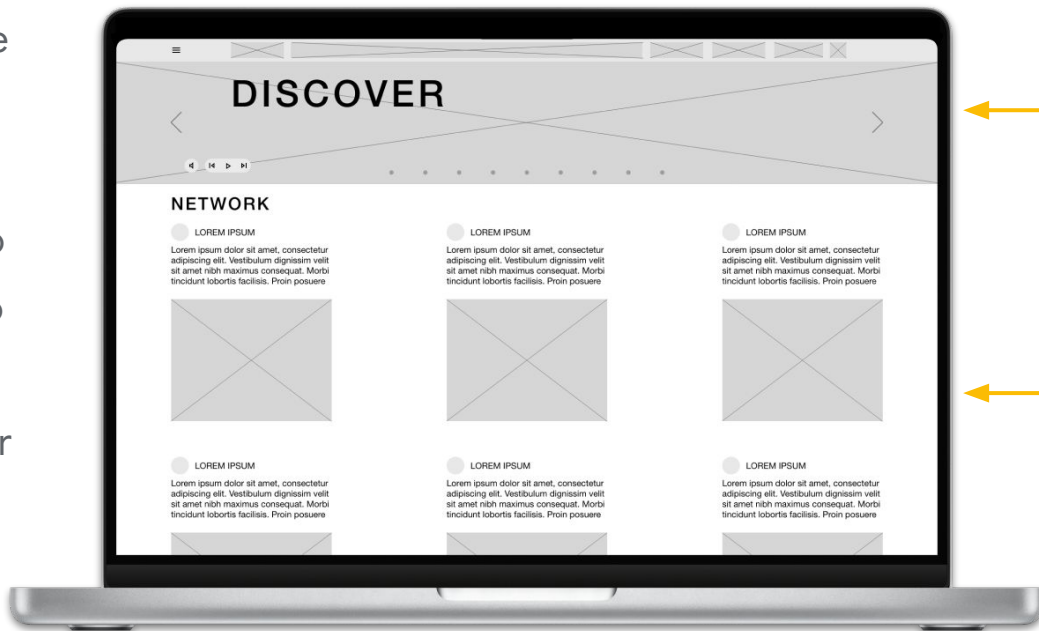
**Discoverable users that match profile in a carousel view.**

Network of saved users for quick access from homepage.

DISCOVER

NETWORK

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Digital wireframes

I made the same design
choices, but had to line the
discover and network sections
into one column to adapt to
the screen of a mobile device.

Used icons with
no text for quick
access, and the
hamburger menu
with icons full
text for context.
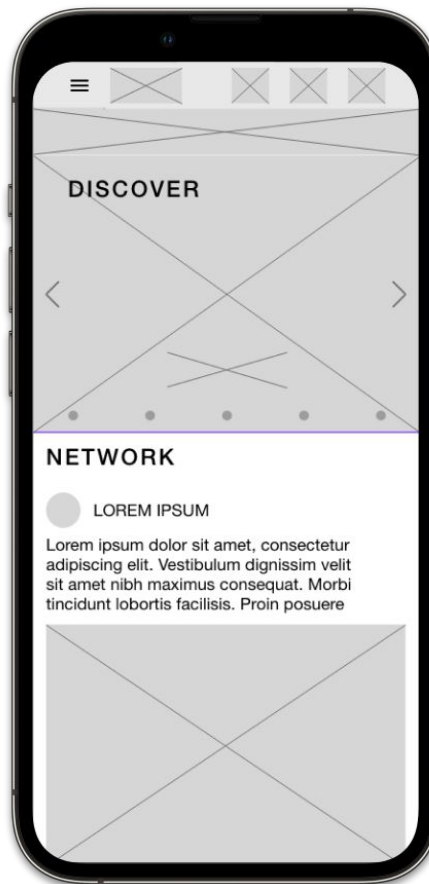
Discover and
Network section
designed with a
single column
layout.

Low-fidelity prototype

I used the digital wireframes to model my low-fidelity prototype. The main user flow of the site was centered around the the profile creation and update process, so I connected this flow in order to study this process in the usability study.
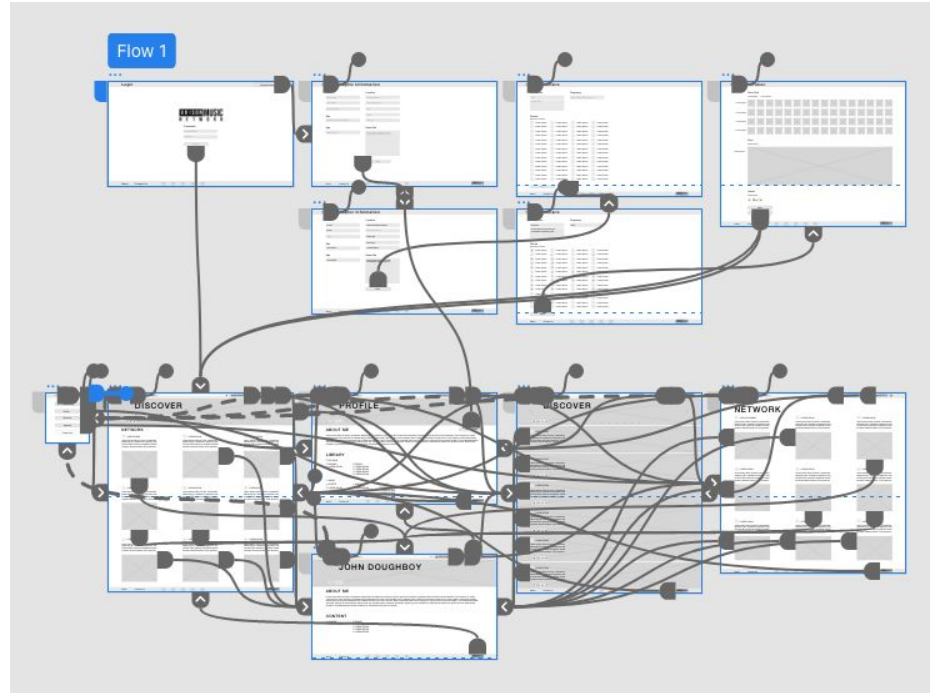
Usability study: parameters

Study type:

Unmoderated

Location:

Remote, US

Participants:

Three males, two females between the ages of 30-45.

Length:

5-10 minutes

Usability study: findings

The findings from the usability study aided the direction I took to change my wireframes to mockups, then to the high-fidelity prototype.

Findings

1. Users needed clear instructions to know what do during the profile creation flow.

2. Users wanted a to enter and exit the profile creation flow.

3. User wanted the site automatically resize to their mobile device screen.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

In my initial design, I created an "update profile" button. After the study, I created a Flyout menu so users could enter the profile update flow on different pages.

Before usability study
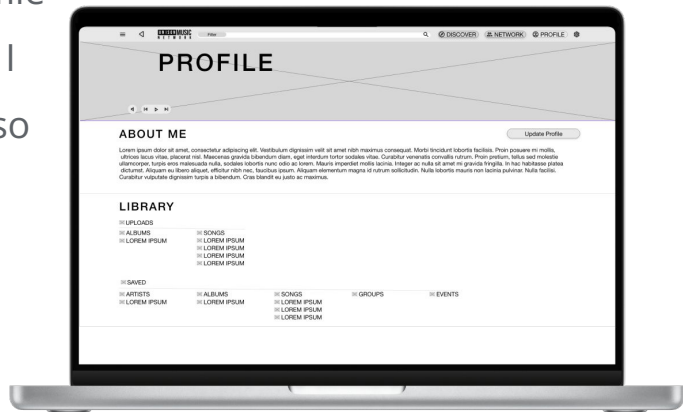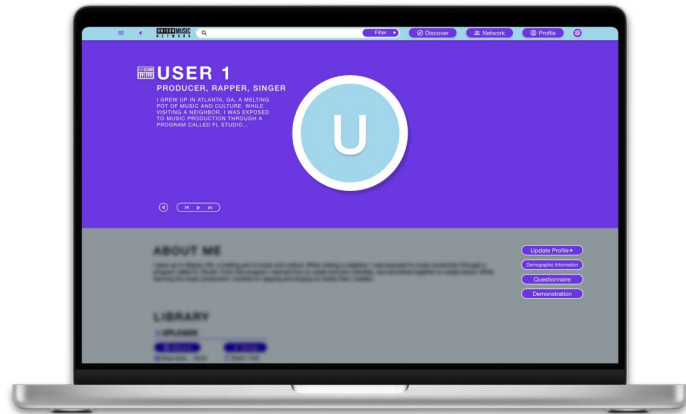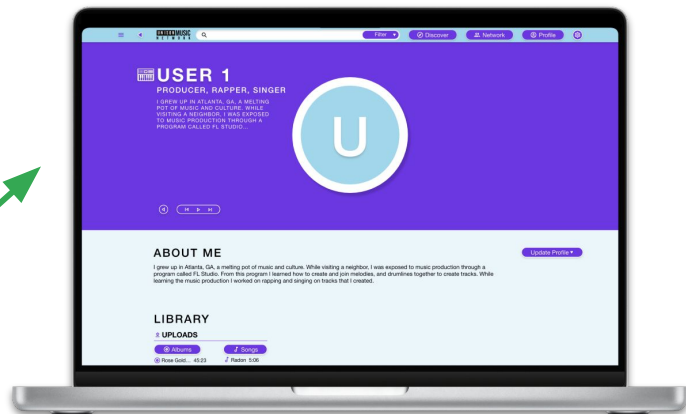
Mockups
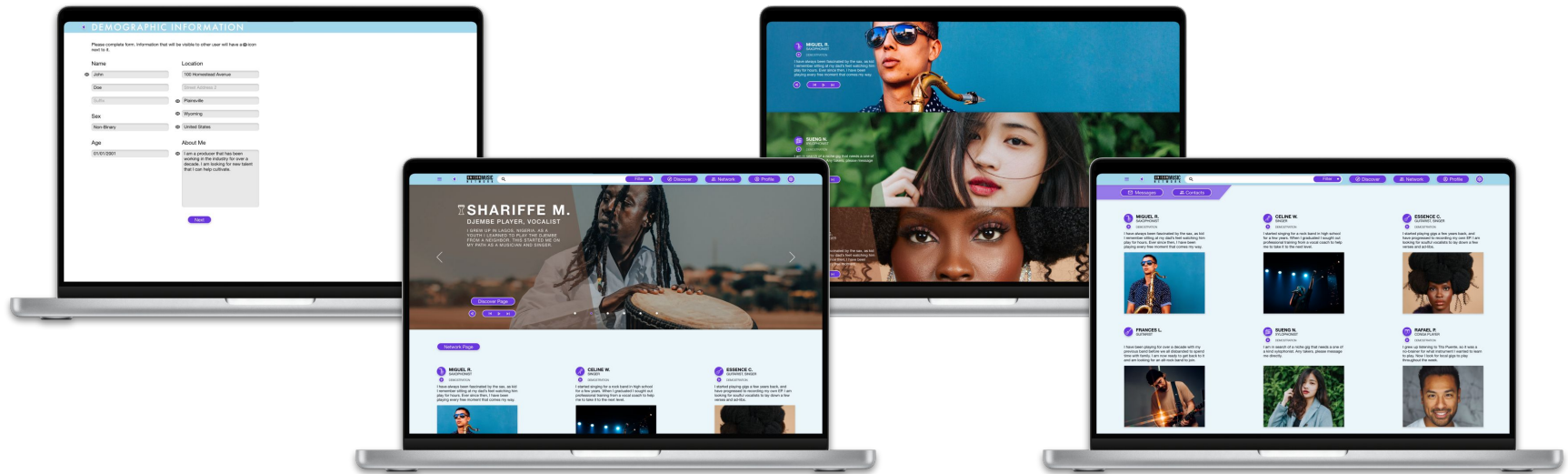
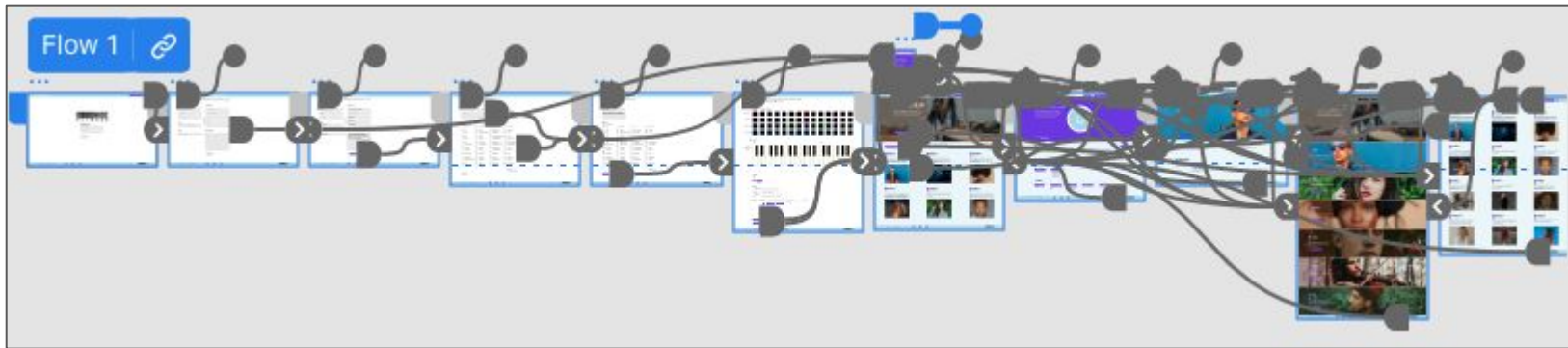# Mockups
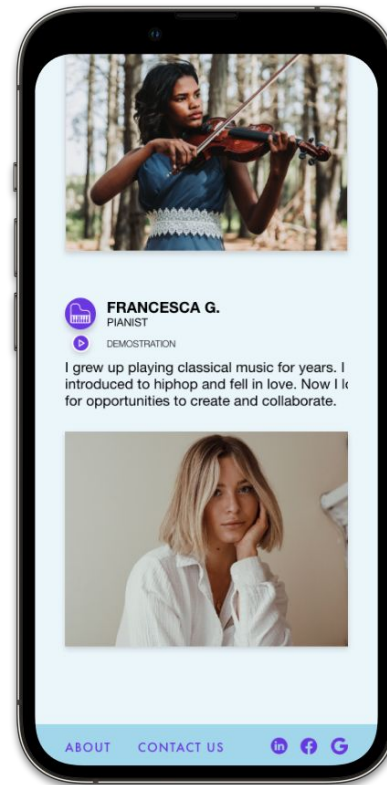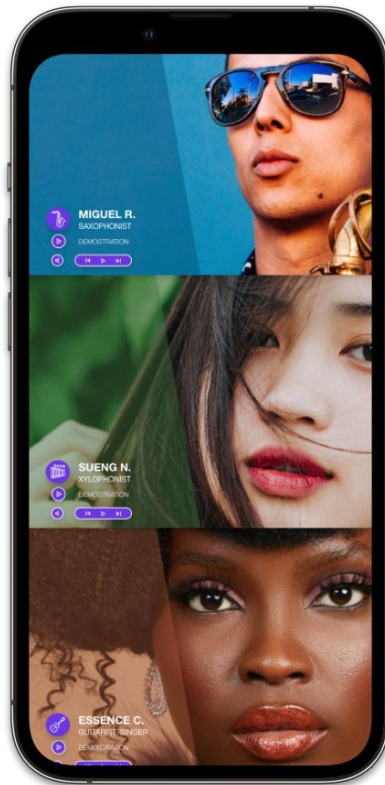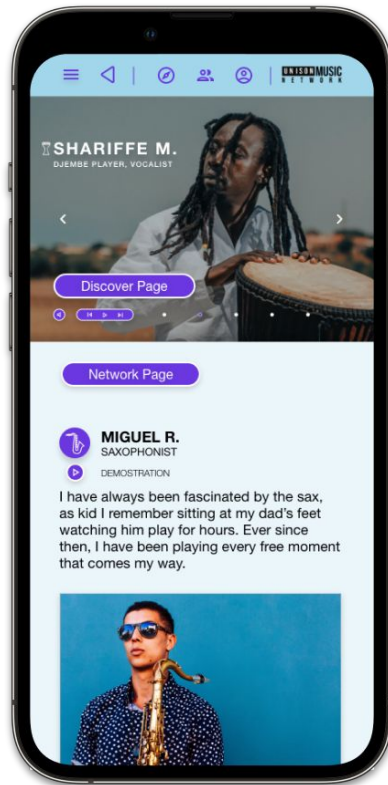
High-fidelity prototype

The website final high-fidelity prototype presented a clear profile creation and update flow. I also flushed out the discover, network, and Miguel's profile page.

View the Unison Music Network:
high-fidelity prototype

High-fidelity prototype

The app final high-fidelity prototype also presented a clear profile creation and update flow. The discover, network, and Miguel's profile page were also flushed out.
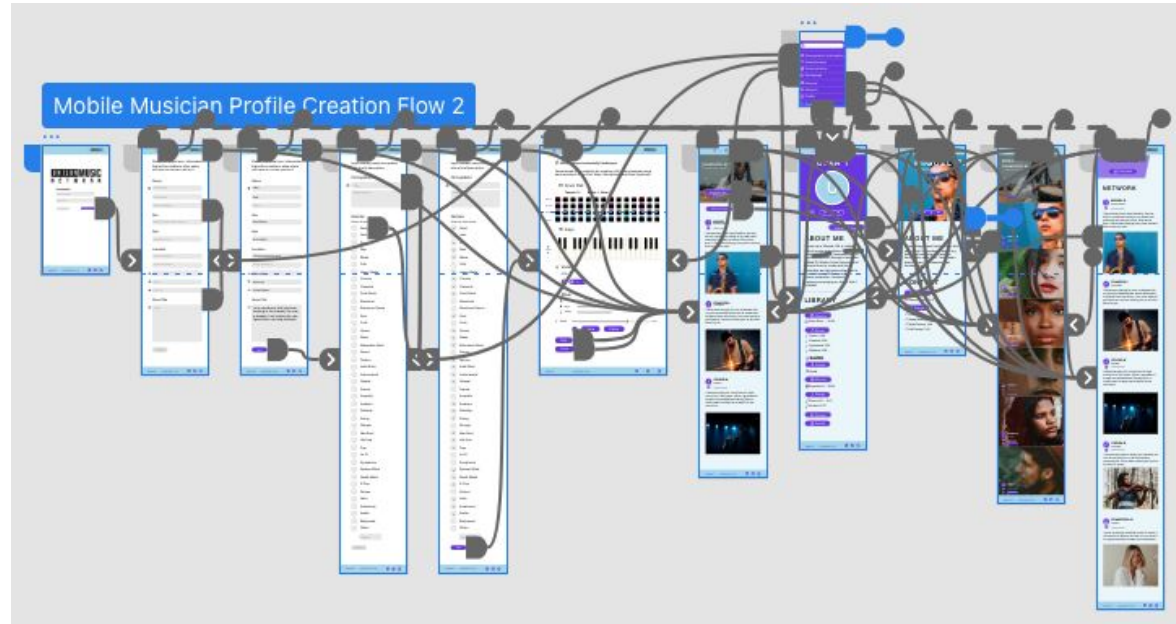
Accessibility considerations

1

Accessibility was considered through the color palette choice and contrast. The colors in the website and app were tested and align with Web Content Accessibility Guidelines.

2

Accessibility was considered throughout the user flow in the prototypes when making connections. Multiple ways were created to navigate through the app.

3

Accessibility was considered by ensuring that hotspots were connected to reasonably sized elements.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The responsive website and app allow to users to connect with other musicians and network a streamline and efficient way that saves time.

One quote from peer feedback:

"I like that it gives the name and a quick profile summary or biography…"

What I learned:

While designing the Unison Music Network responsive website and app, I learned making apps to match the site takes work and is not an automatic process.

Next steps

1

Conduct another round of usability studies to confirm that the last iterations addressed the users pain points.

2

Iterate design according to the findings from the usability study.

Let's connect!

Thank you for taking time to review my work on the Unison Music Network responsive website & app! If you'd like to see more of my work or get in touch, my contact information is provided below.

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Thank you!