

JENNIFER ARGOTE | DECEMBER 2021

MUSIC IN THE TIMES OF COVID

UX Design Case Study



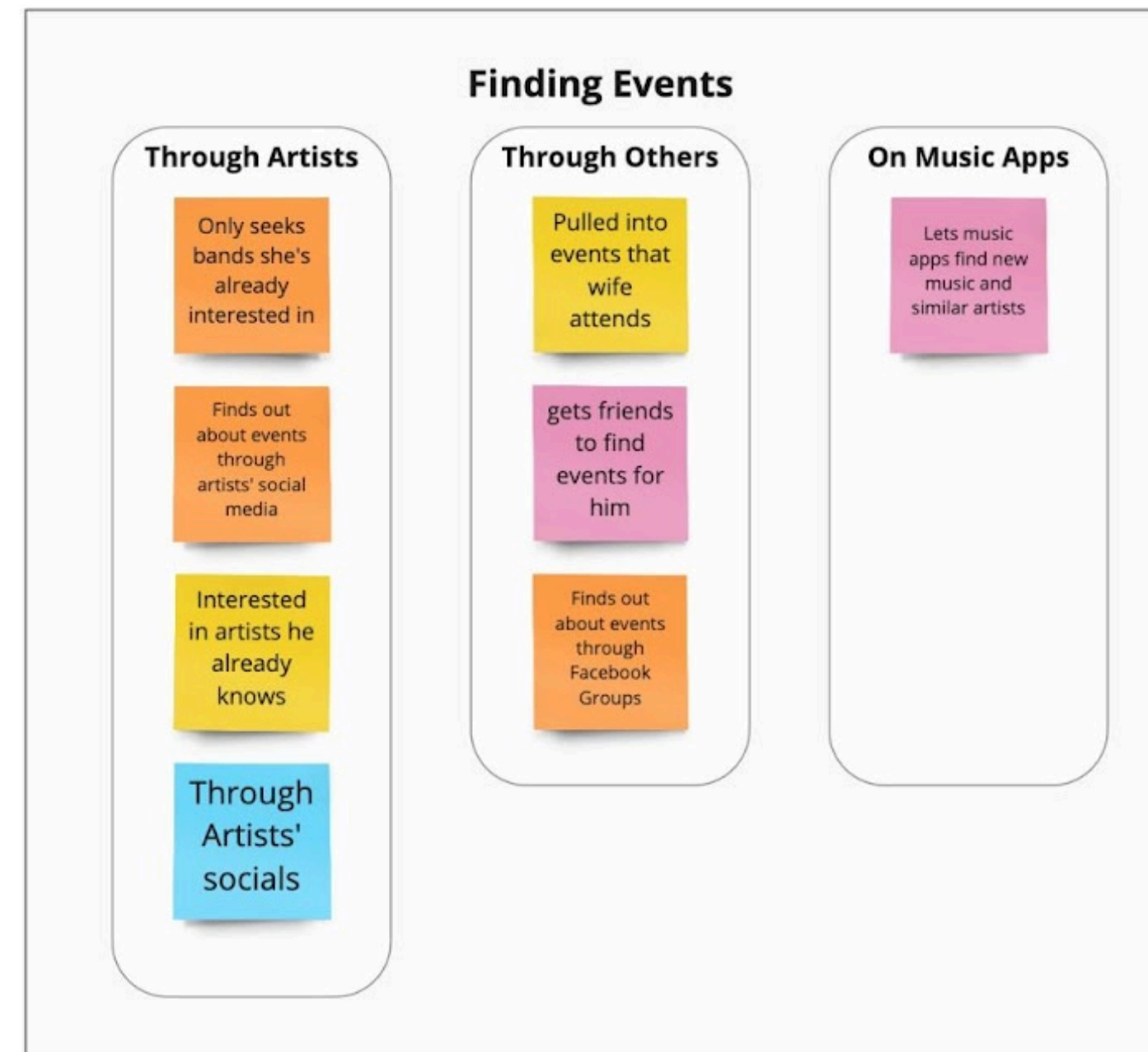
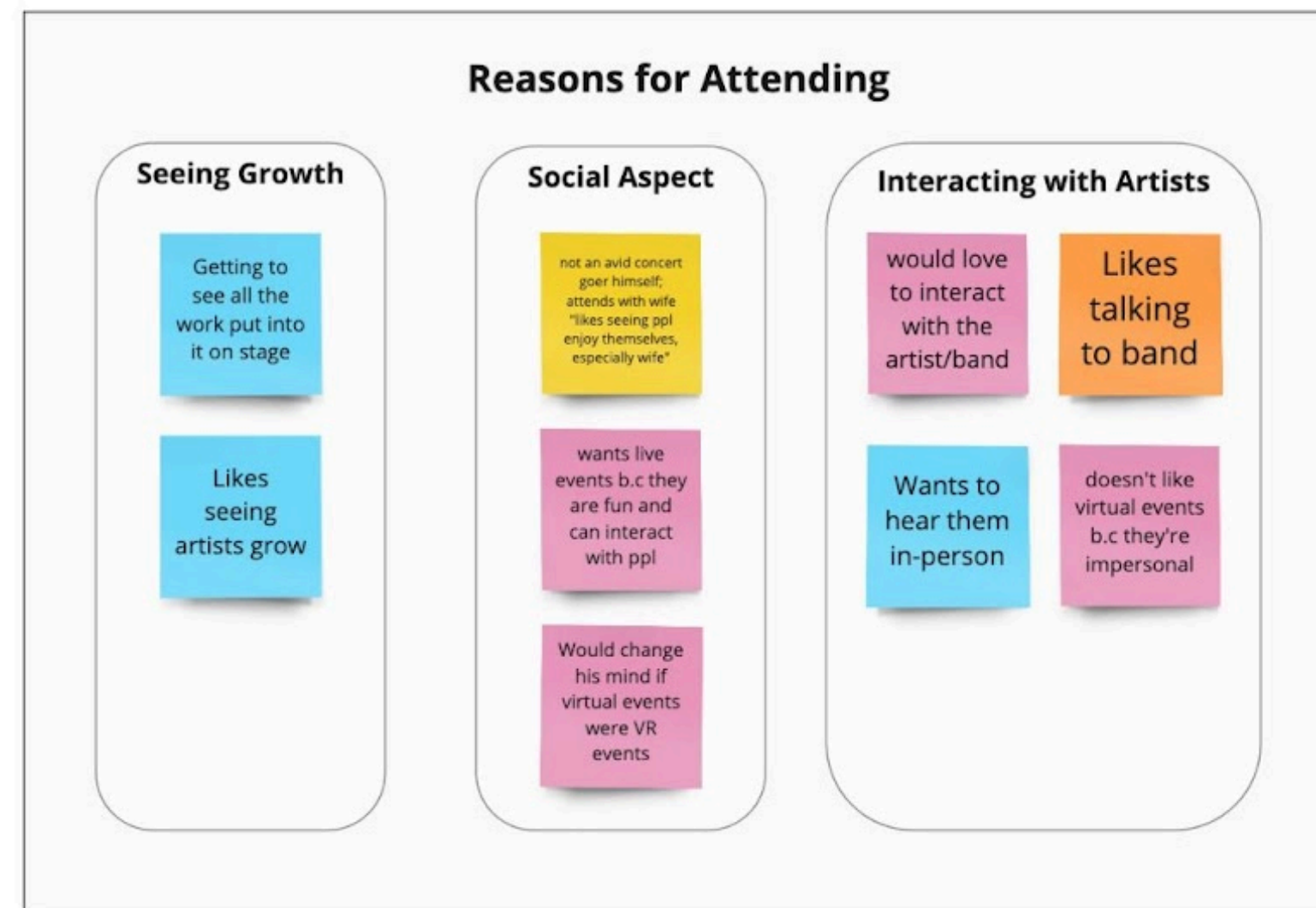
HOW ARE MUSIC FANS AFFECTED BY COVID?

USER RESEARCH

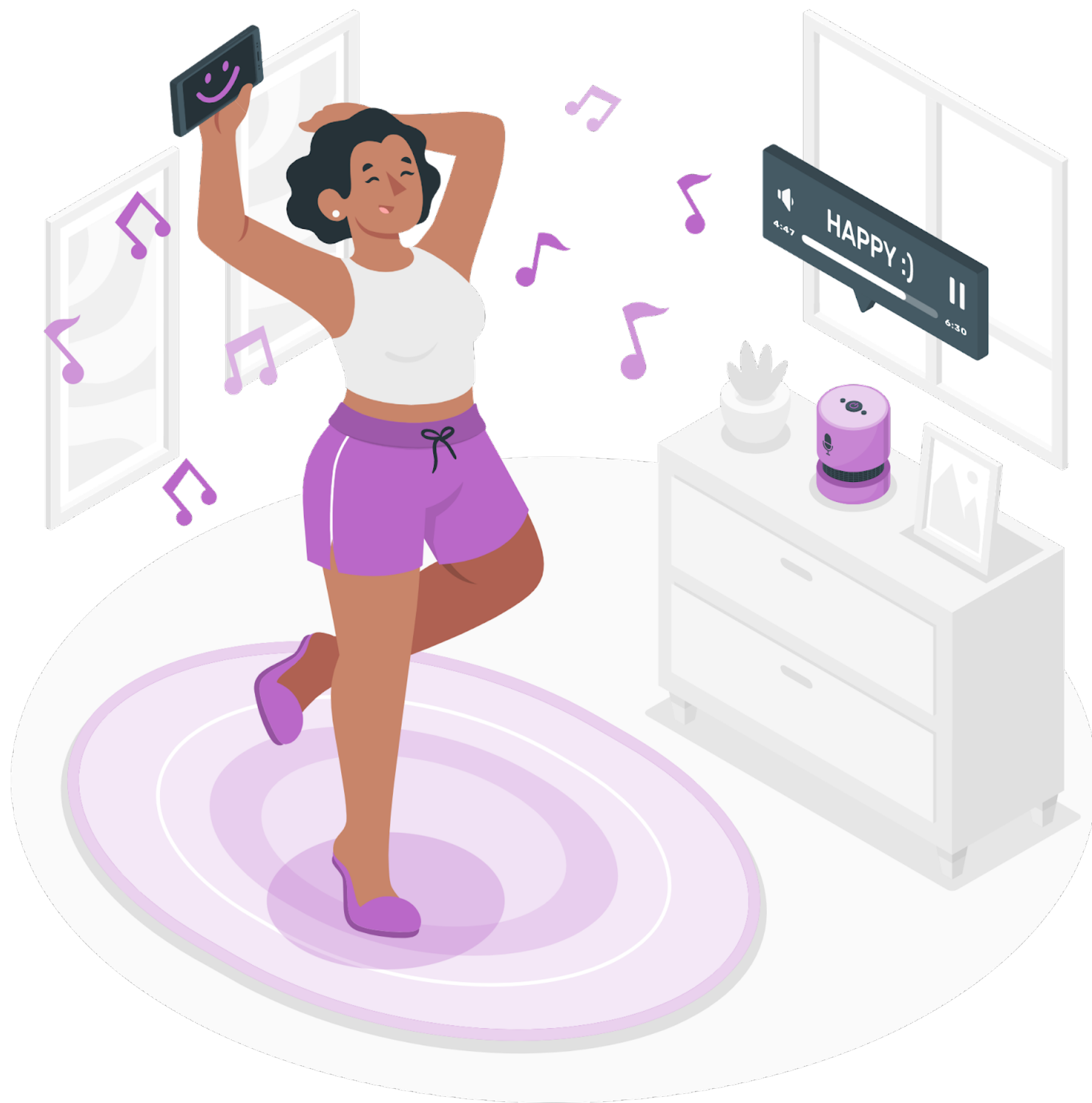
Music fans need a way to
support their favorite
artists because
they want them to keep
producing music.



AFFINITY MAP



USER PERSONA



LACEY

“You can hear how artists grow”

🎂 35

📍 From the suburbs

💕 Married, no children

STORIES AND SCENARIOS

She has travelled five hours to see her favorite artists play live. She supports artists by buying merch and attending shows. With COVID restrictions in place, she's open to attending virtual shows but wouldn't want to pay too much for attending because of the experience is different compared to live shows.

BEHAVIORS AND GOALS

- ➡ Supports favorite artists by buying merch.
- ➡ Wants to see favorite artists grow and make new music.
- ➡ Would love to attend meet-and-greets.
- ➡ Has participated in crowdfunding to support favorite artists.

NEEDS AND FRUSTRATIONS

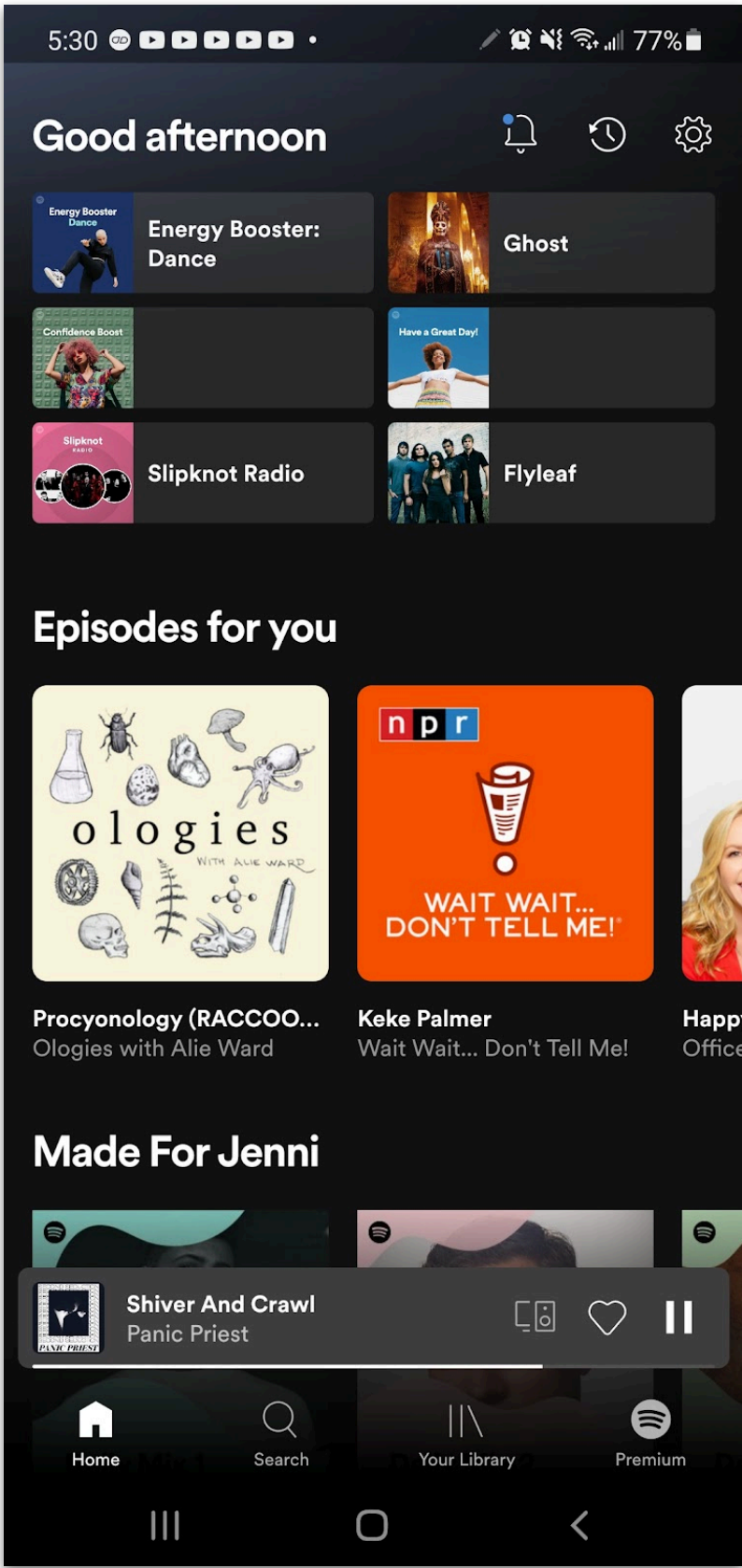
- ➡ Misses attending live events. Hates when shows get canceled.
- ➡ Will travel far and wide to see an artist. If a show gets canceled, she would like to get a notification about it ASAP.
- ➡ Wants to interact with artists.

COMPETITOR RESEARCH

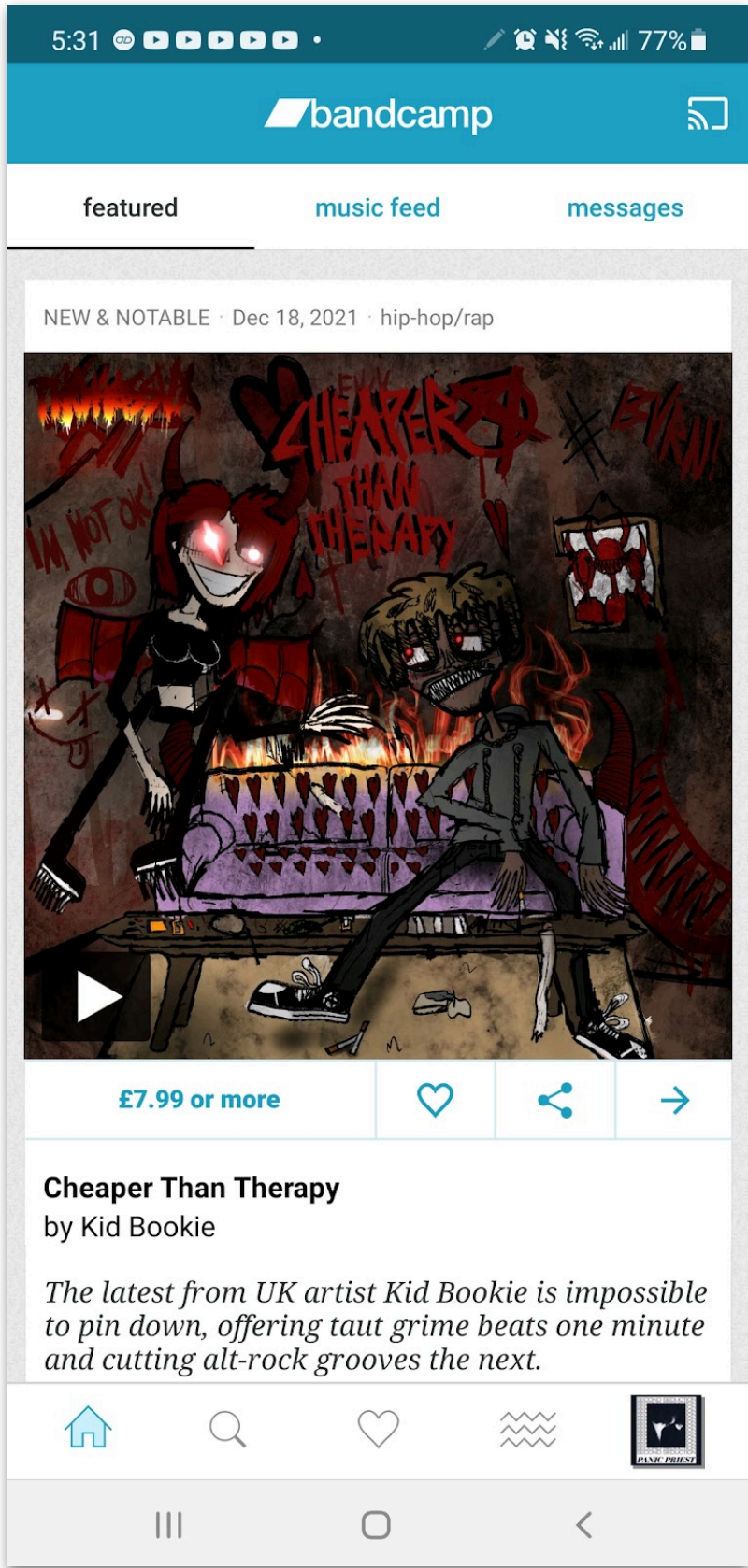
Competitors

Features		Patreon	Facebook Community Group	Facebook Artist Page	Meetup	Venue Websites	Twitch	YouTube	Bandcamp	Spotify
	Able to communicate directly with artist	✓	✗	✓	✗	✗	✓	✓	✓	✗
	Able to communicate with other fans	✓	✓	✓	✓	✗	✓	✓	✓	✗
	Free Membership	✗	✓	✓	✓	✓	✓	✓	✓	✓
	Merch Shop	✗	✗	✗	✗	✗	✗	✗	✓	✗
	Purchasing songs	✗	✗	✗	✗	✗	✗	✗	✓	✓
	Upcoming Events	✗	✓	✓	✓	✓	✓	✗	✓	✗
	Tiered Supporting System	✓	✗	✗	✗	✗	✗	✗	✗	✗
	Lyrics	✗	✗	✗	✗	✗	✗	✓	✓	✓
	Live Streams	✗	✓	✓	✗	✗	✓	✓	✗	✗
	Engagements during live streams	N/A	✓	✓	N/A	N/A	✓	✓	N/A	N/A

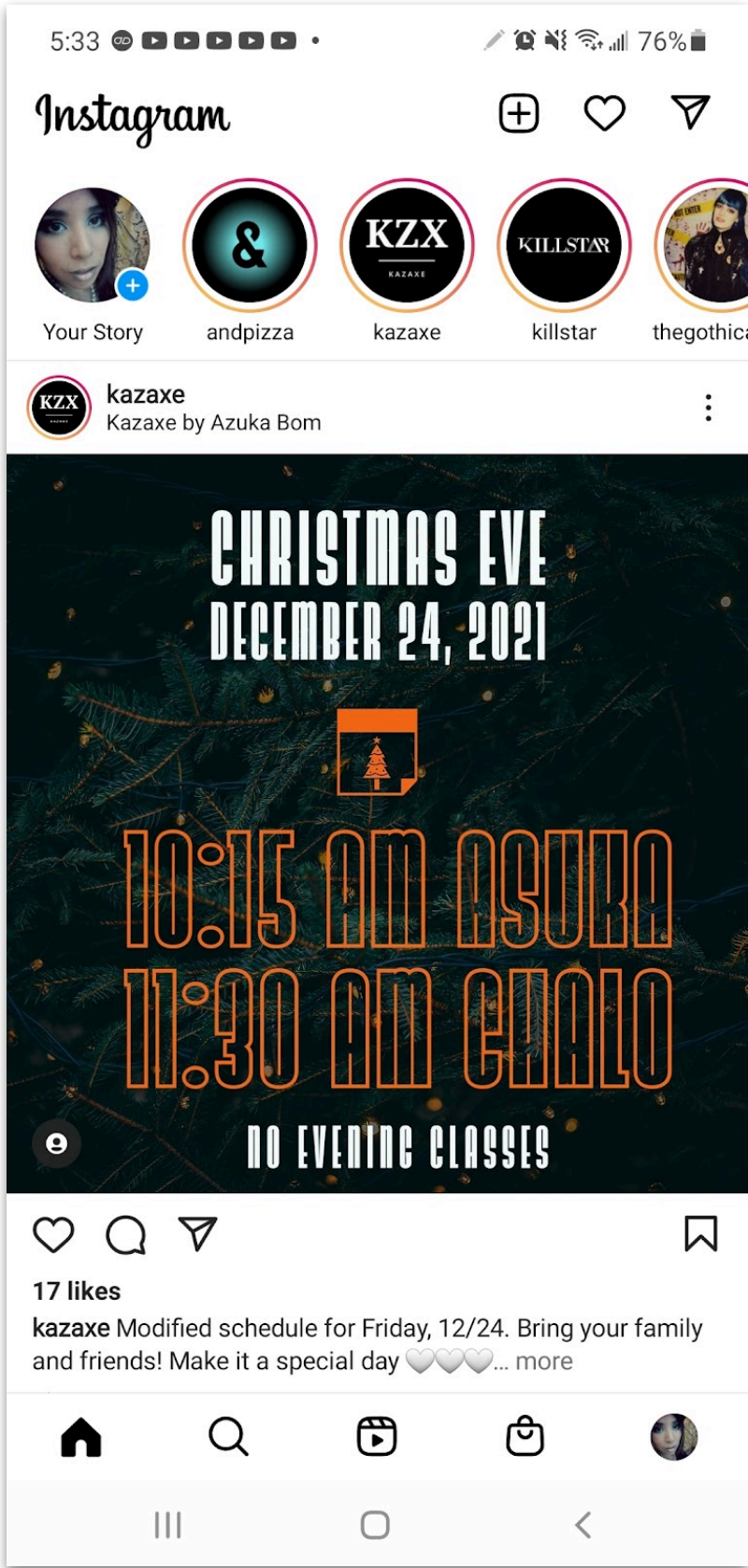
COMPETITOR RESEARCH



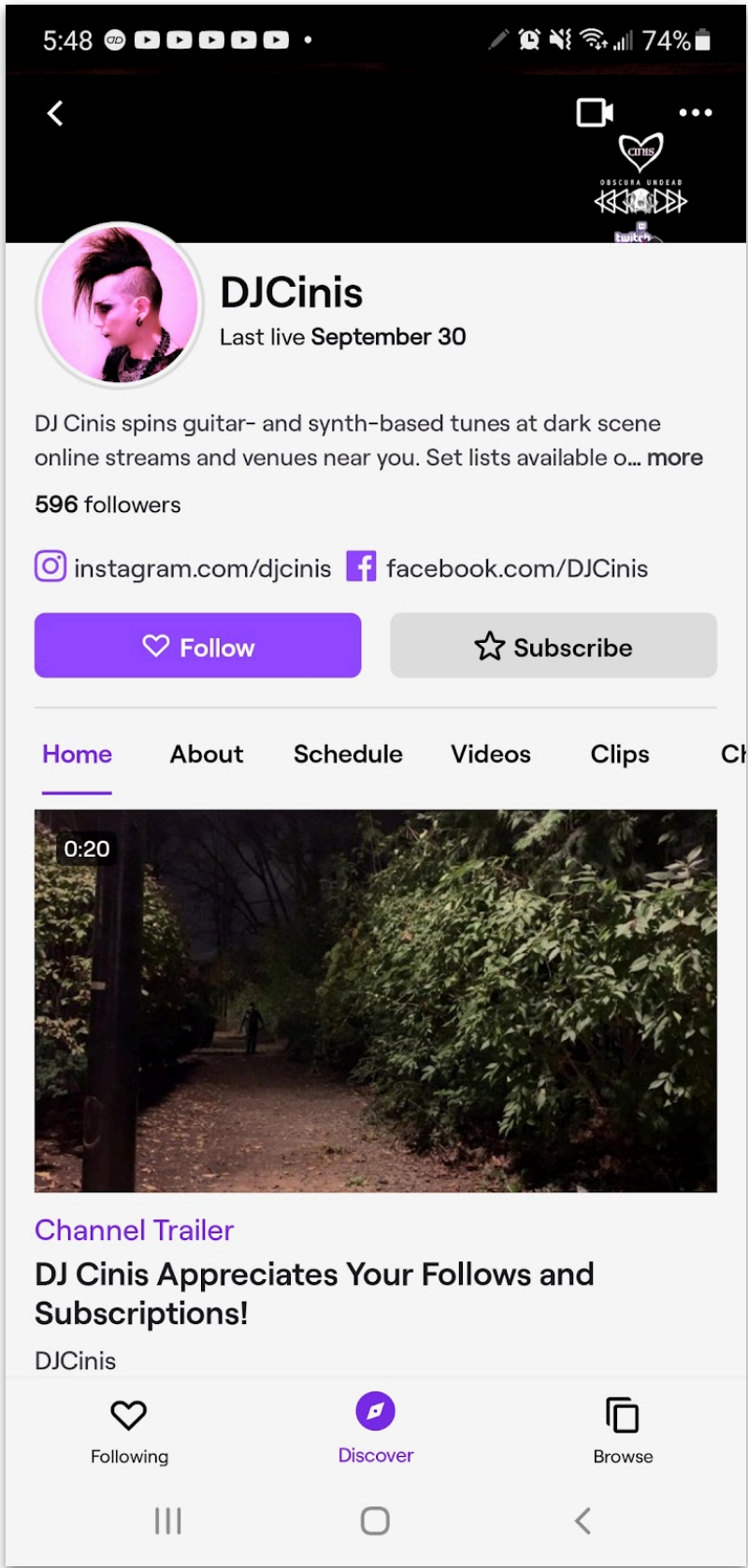
Recommendations & Player UI
Spotify



Artist-Tailored Features
Bandcamp

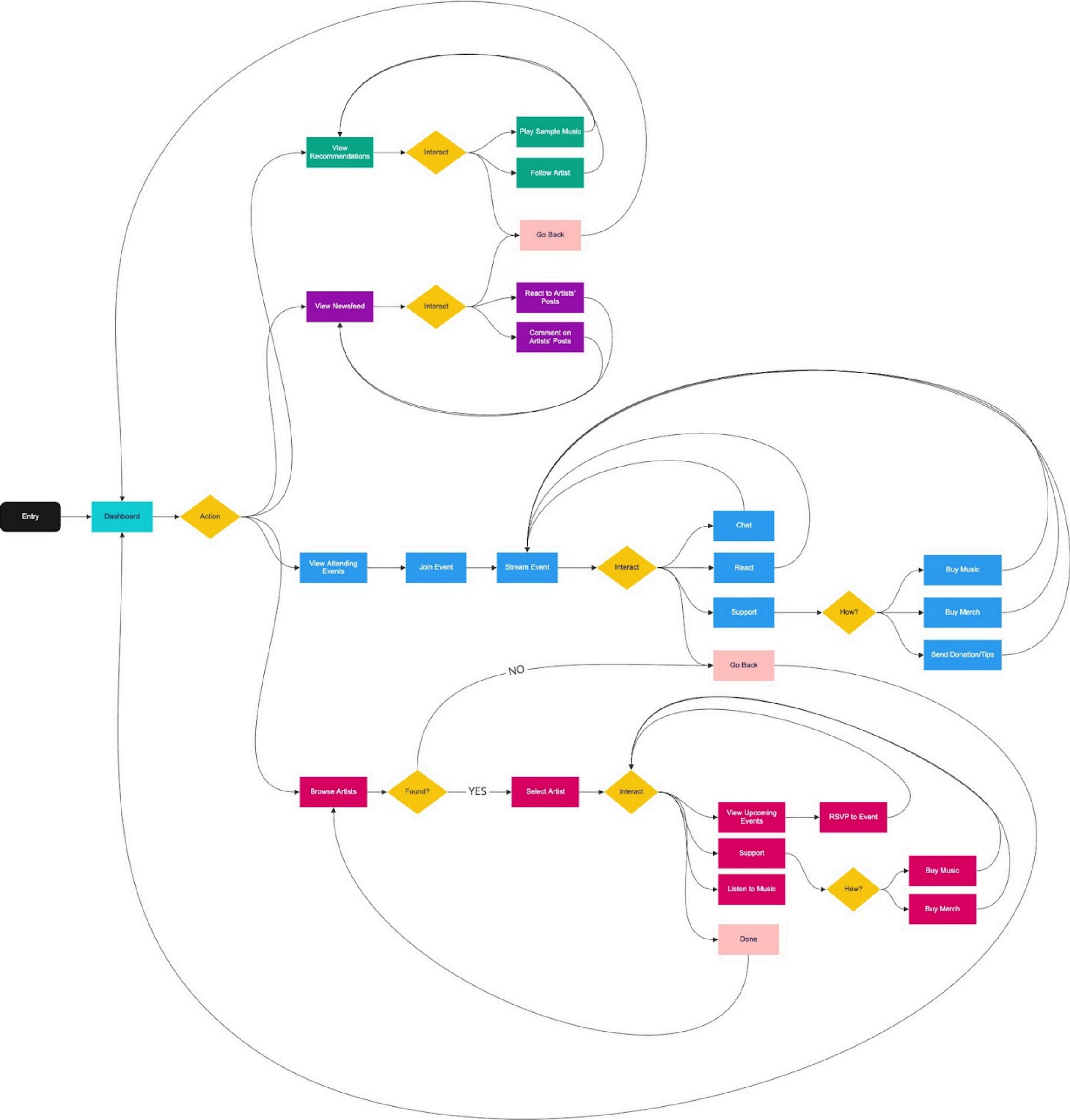
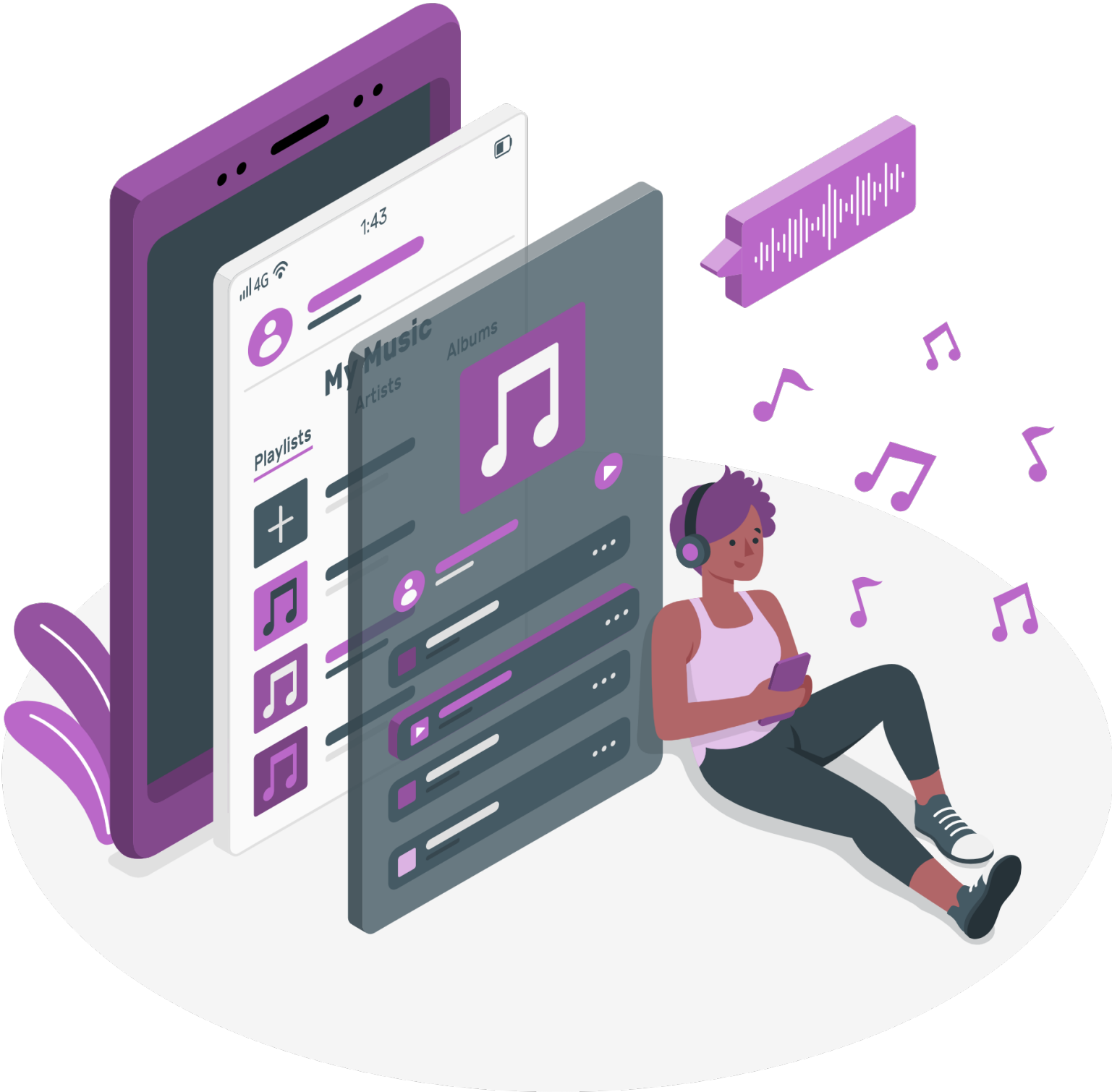


Newsfeed & Stories
Instagram

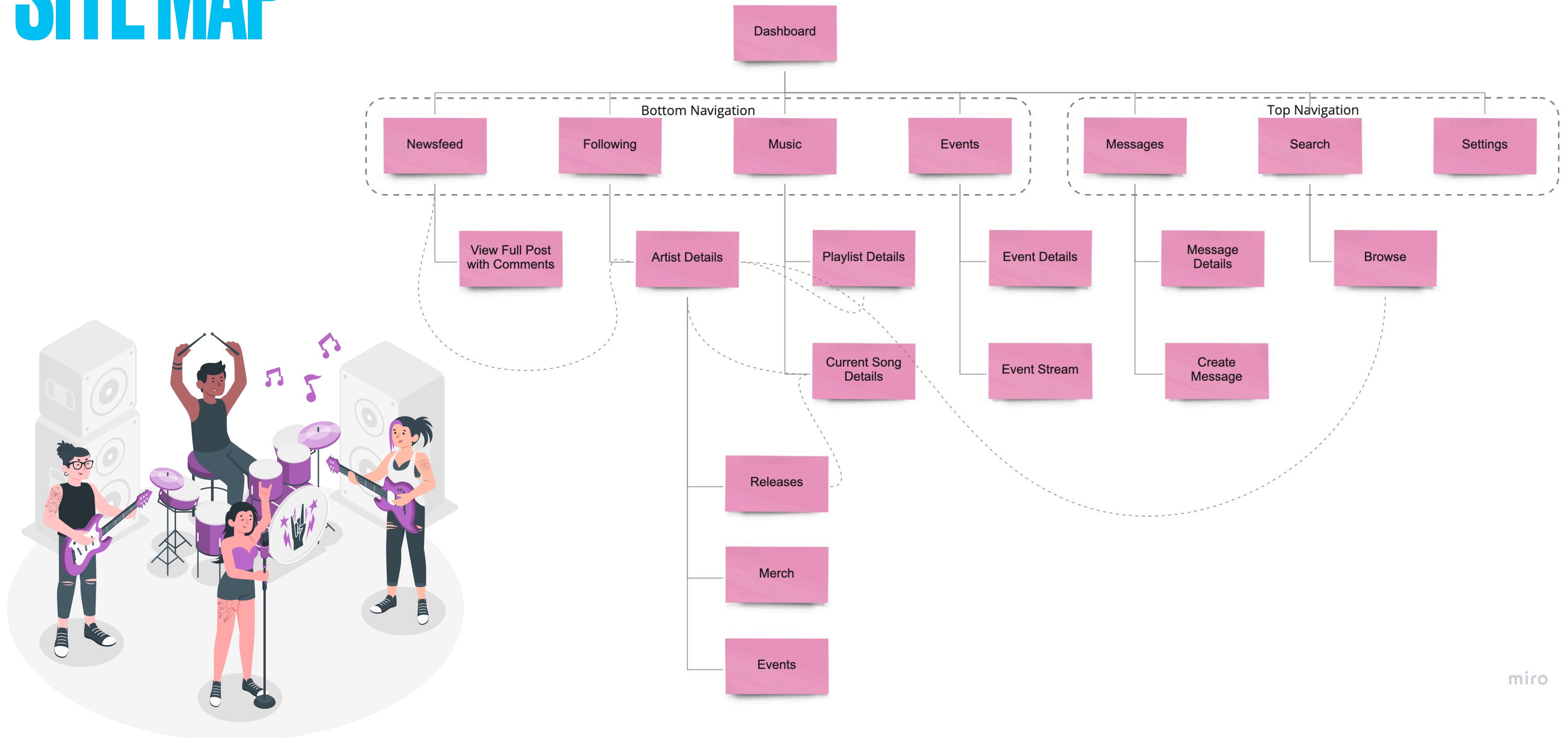


Video Streaming Interaction
Twitch

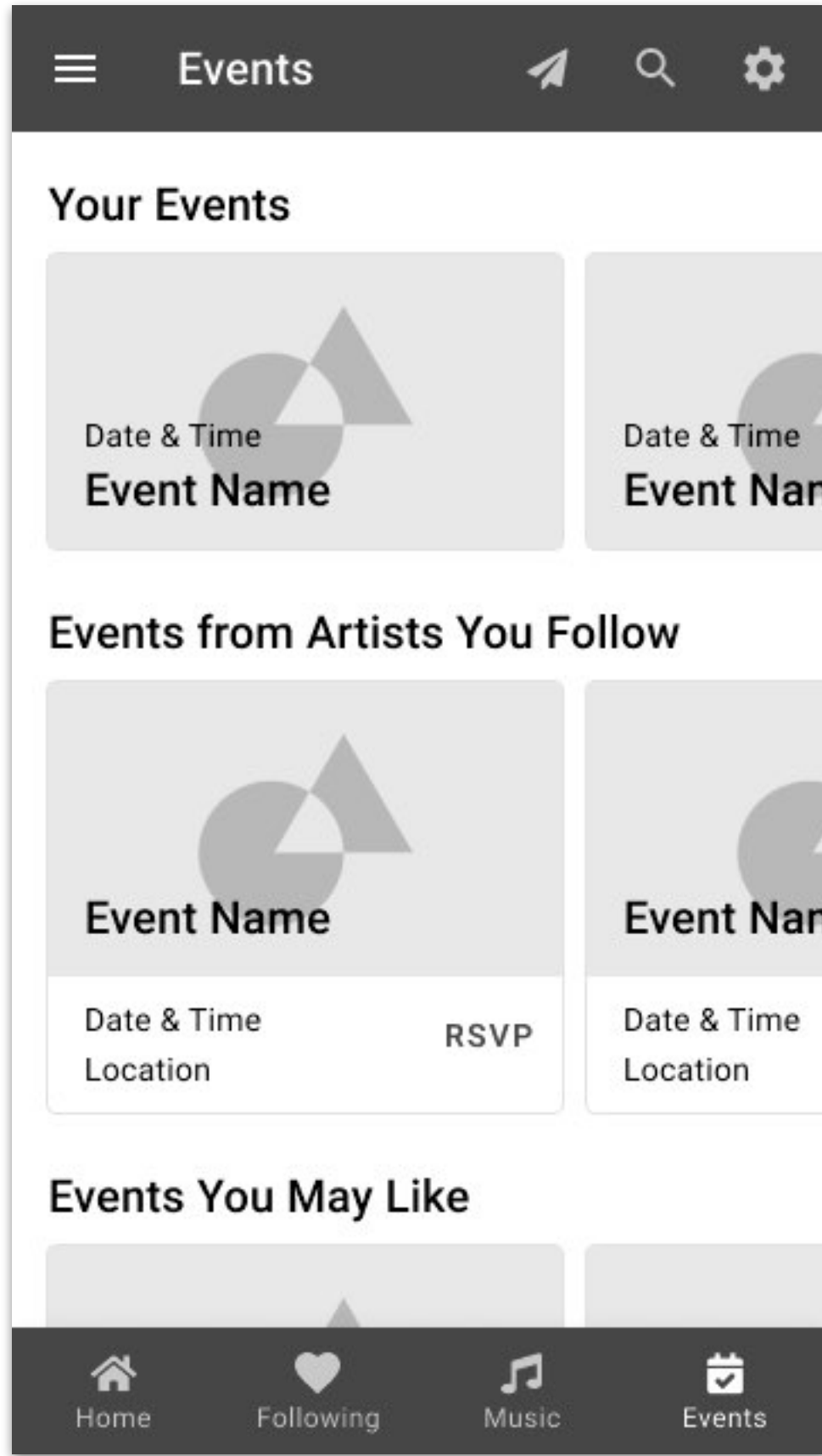
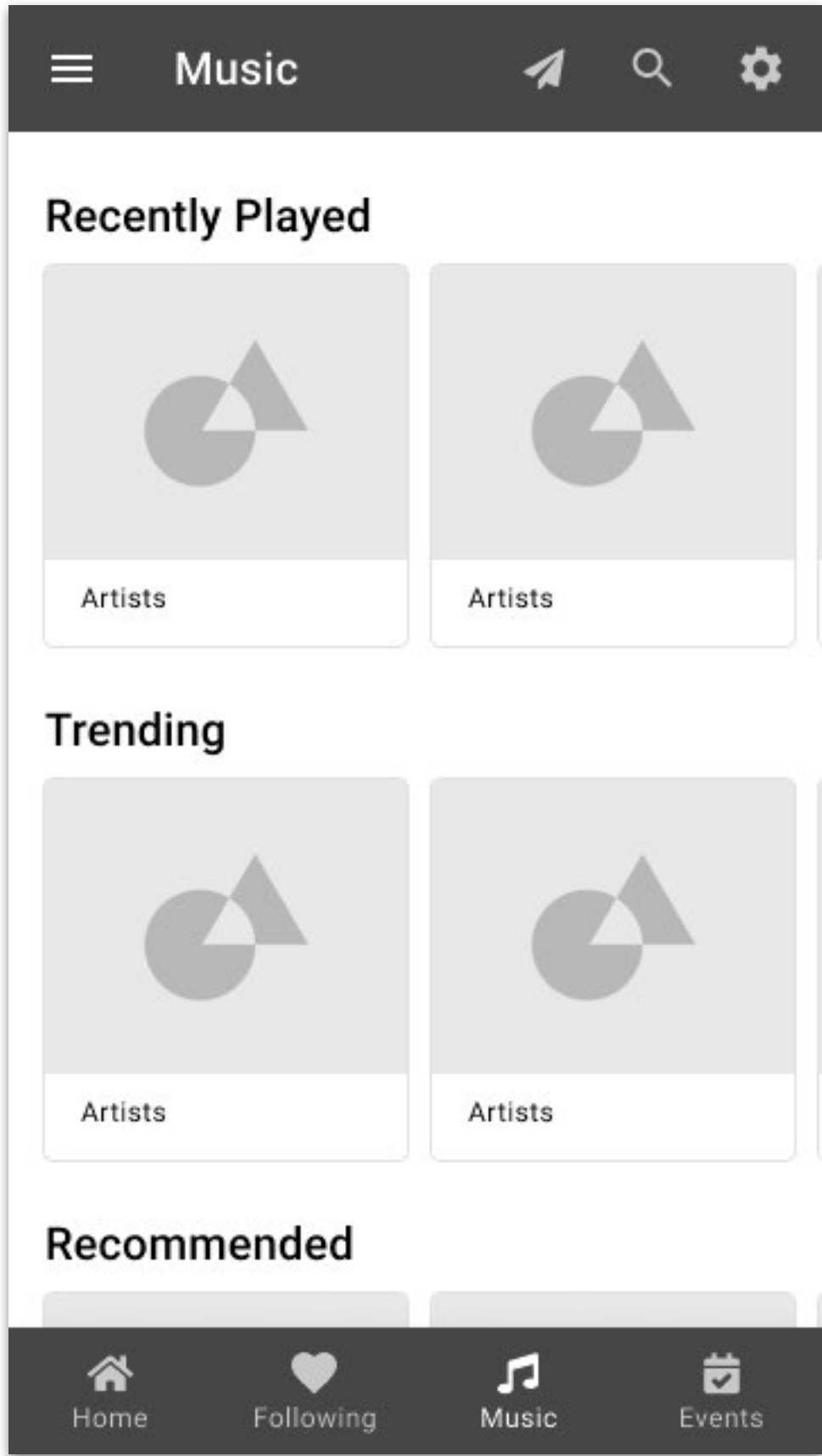
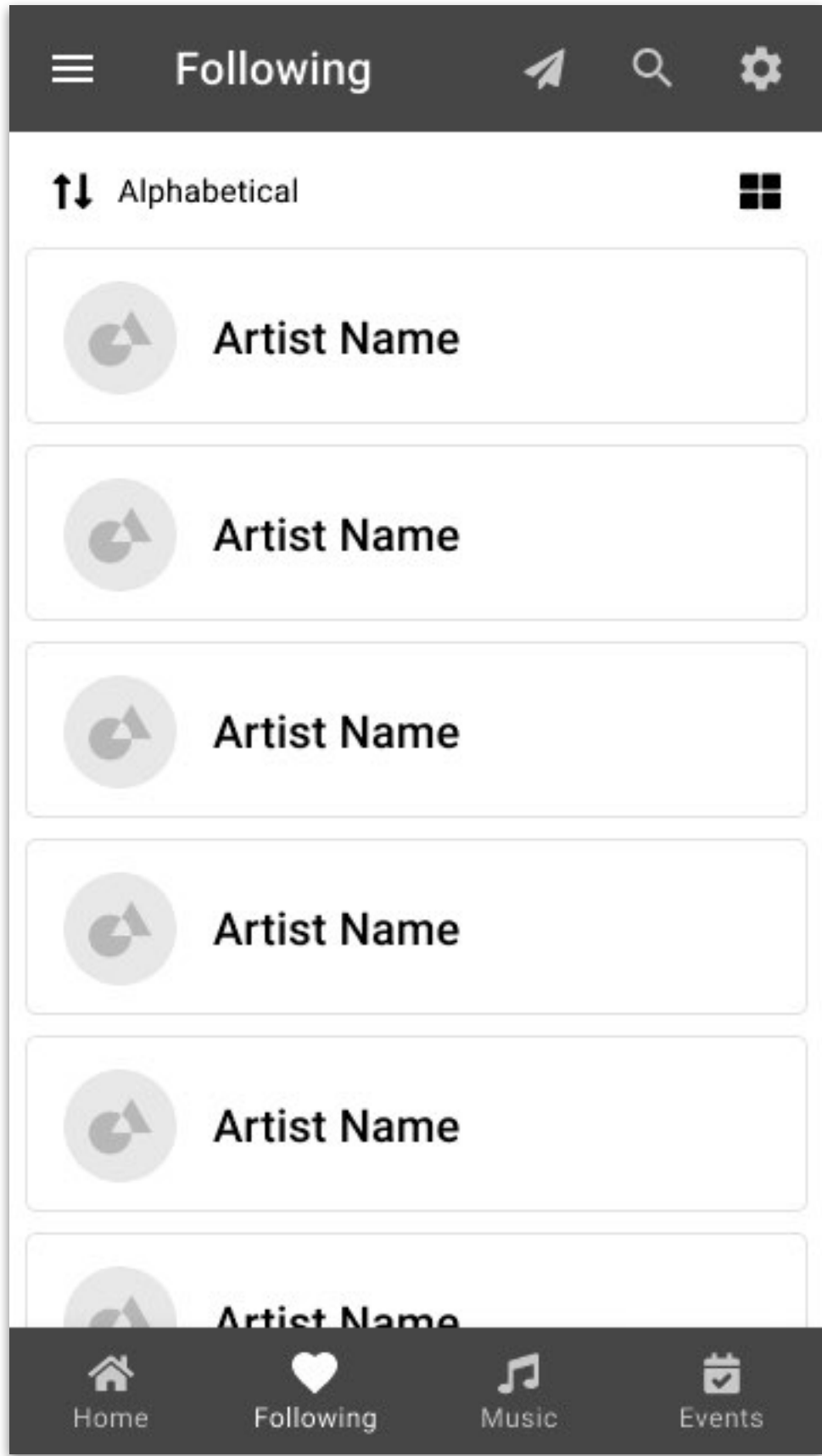
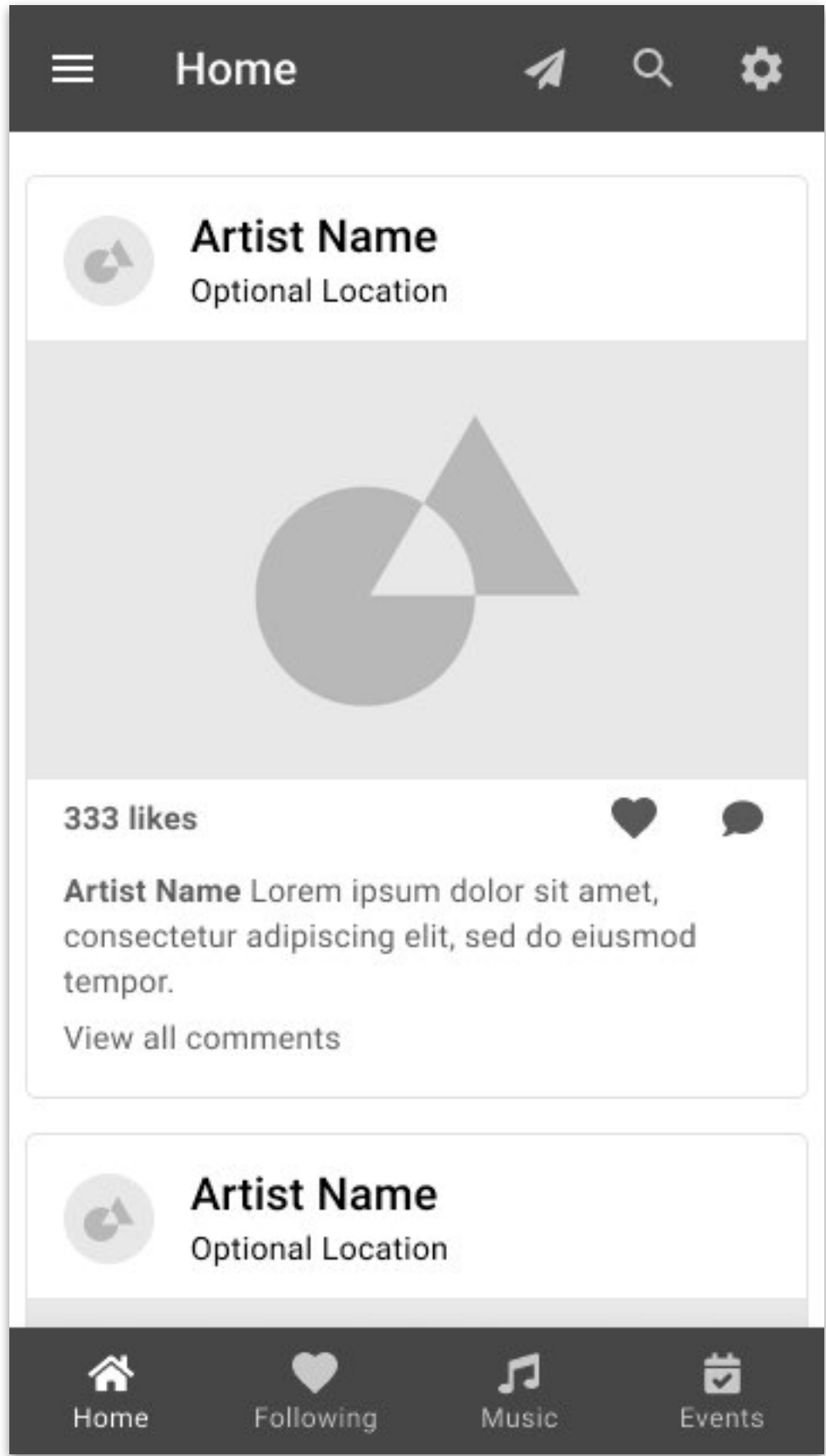
USER FLOWS



SITE MAP



WIREFRAMES



FEATURE PRIORITIZATION

✓ NOW

- ★ Artist details
- ★ Music player
- ★ Event listings
- ★ Artist newsfeed

➡ NEXT

- ★ Built-in merch store
- ★ Donation/
crowdfunding
- ★ Event streaming
- ★ View purchased
tickets
- ★ Recommended
artists and playlists

🔭 LATER

- ★ Merch and song
wishlists
- ★ Synced lyrics
- ★ Advanced
interactions during
live streams
- ★ VR events

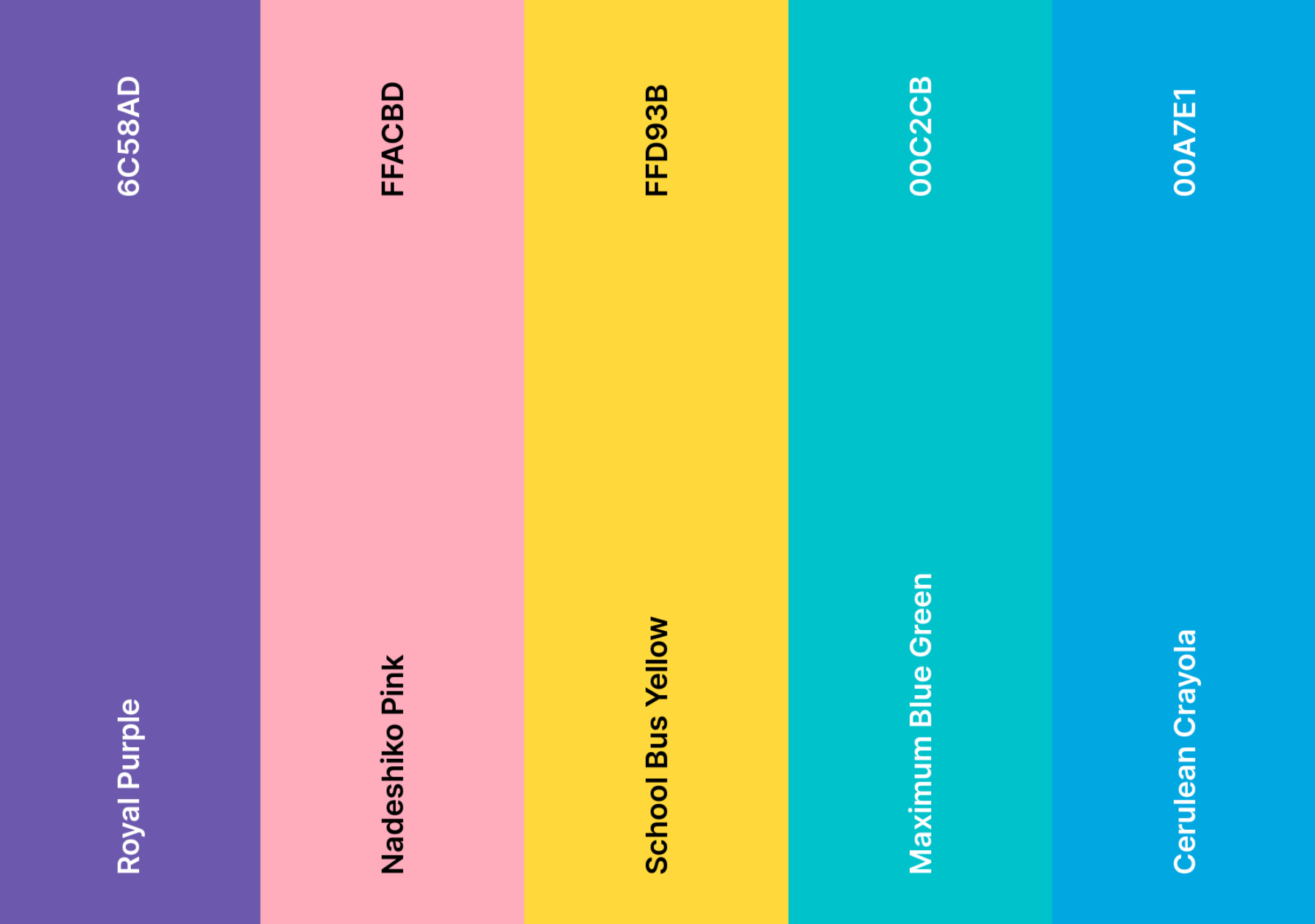


PROTOTYPE

FIGMA LINK

STYLE GUIDE (DRAFT)

COLOR PALETTE



Color Palette



TYPOGRAPHY

Readex Pro

Extra-light 200

Almost before we knew

Light 300

Almost before we knew

Regular 400

Almost before we knew

Medium 500

Almost before we knew

Semi-bold 600

Almost before we knew

Bold 700

Almost before we knew

Sen

Regular 400

Almost before we knew

Bold 700

Almost before we knew

Extra-bold 800

Almost before we knew



WHAT'S NEXT?

- ★ **Usability Testing**
- ★ **Hi-Fi Wireframes**
- ★ **Branding**
- ★ **App Name**

ATTRIBUTIONS

- People illustrations by Storyset

