

MusicAll

App to listen music free, without ads because of you.

Project overview



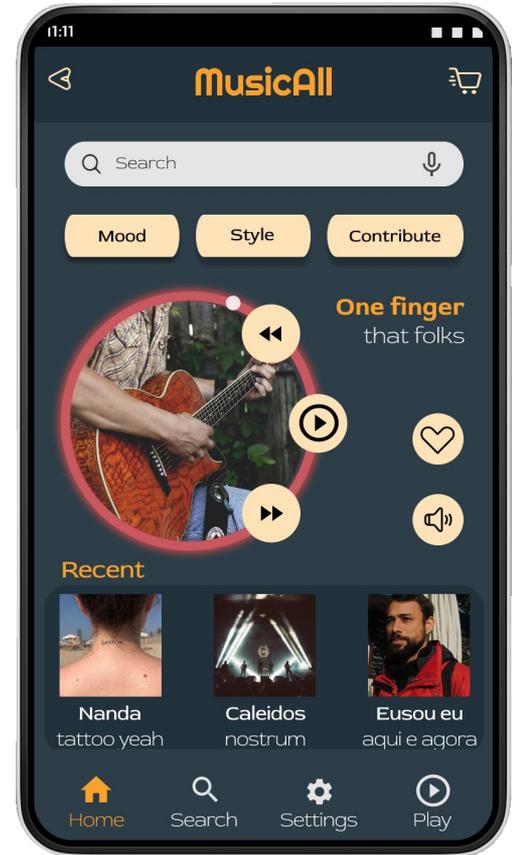
The product:

A music share app without subscription method but with donation or shop option without sounds ads. Good for the musician and to listeners.



Project duration:

Three weeks April, 2022.



Project overview



The problem:

Share musics and Improve the income of the musicians and simplify the experience to listen music based in the personal mood.



The goal:

Create an app to promote musicians and get paid for it just by donating or selling merchandise products. On the other hand, create a simple platform for the user to listen to music based on their mood or preferred musical style.

Project overview



My role:

UX researcher and UI designer



Responsibilities:

Research, wireframing, prototyping, usability test.

Understanding the user

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

User research: summary



I did interviews with two groups: musicians and users who listen and search for music. these were done over the phone. I start by assuming that the bands would like to put the albums free to download and the user to donate what they feel about it without necessity of advertisement or subscriptions . It has been confirmed.

On the other hand, I assumed the user likes and would like the suggestion exactly based on their history and it's been confirmed, but I've found they're happy when the suggestion is mood based.

Furthermore, users express annoyance with the amount of ads in the free app versions and prefer apps where the users can always choose the musical sequence.



User research: pain points

1

Ads

A lot of Ads generate interruptions in the experience. Less ads plus donation/download option.

2

Suggestions

Suggested playlist does not correspond to her preferences or mood.
Maybe creating a mood/vibe playlist

3

Shuffle playlist

Users annoyed with the impossibility to choose the specific music and playlist. It will be better if eliminate shuffle options.

4

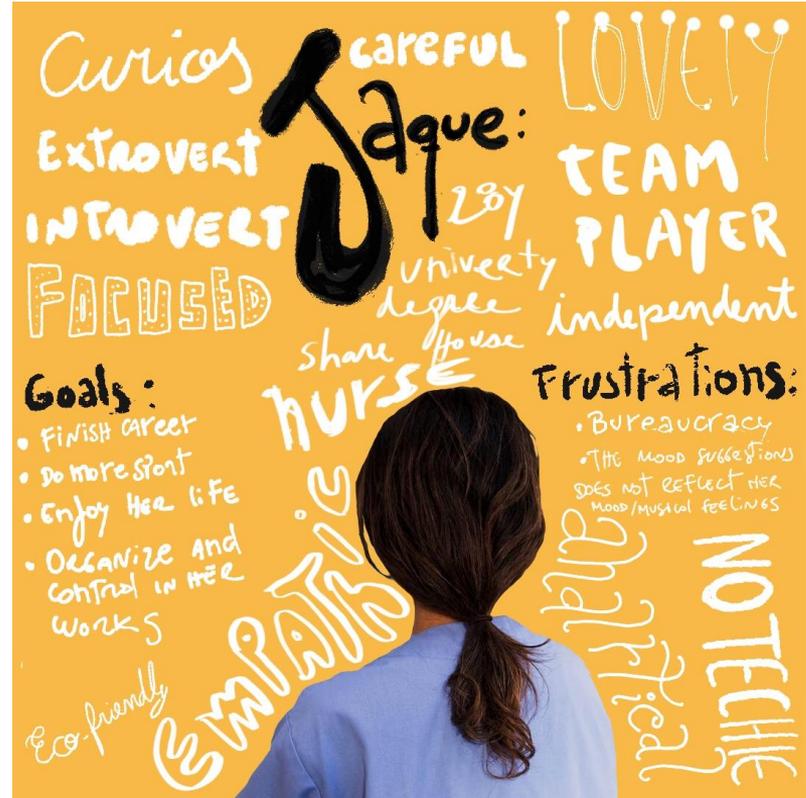
Unfunded

It is hard to compete with free apps. So, let's try the free donation option.

Persona: Jaque

Problem statement:

Jaque is a Busy nurse that is so emotional who needs an app to listen music in accordance with her mood while is doing other things because she want create ambient that she can feel deeply connected.



Persona: João

Problem statement:

João is a Creative musician and part-time driver. Who needs an app to share his music and get some income because He is tired to have a party time job to pay the bills and move away from his passion



User journey map

It was done to discover the importance of a music app in day to day life.

Persona: Jaque

Goal: Listen music in accordance with her mood

| | Select an app | Search music style | I arrived in her house | cook the dinner | Sleep |
|----------------------------------|---|---|---|---|--|
| ACTION | | | | | |
| TASK LIST | Compare apps free or not and prices. Do login or not. Install it. | User take a busy bus or metro to her house. Write group name or try Search style. She is Listening now. | User enter in her house/ take a shower. Changed the music | Prepare her dinner. Changed the music. Eat and clean all stuffs. | Change the clothes: pijama. Turn off the music. She slept. |
| FEELING ADJECTIVE | 😊 positive feelings 🤔 deep in thought 😰 Anxious | 😫 tired 😊 happy | 😊 happy 😊 positive feelings 😫 tired | 😊 happy 😊 😊 positive feelings 💖 feelings of love | 😊 positive feelings 😫 tired 💖 feelings of love |
| IMPROVEMENT OPPORTUNITIES | Option to use without login available. App without a lot megas to install. | Mood option available. One hand keyboard. Offline listen available. Option to donate. | Voice assistant available in the app. Mood option available. | Voice assistant. Mood option/information available in the app. Market with promotional items. | Voice assistant. music as alarm. |

User journey map

Persona: João

Goal: Record a single to his album

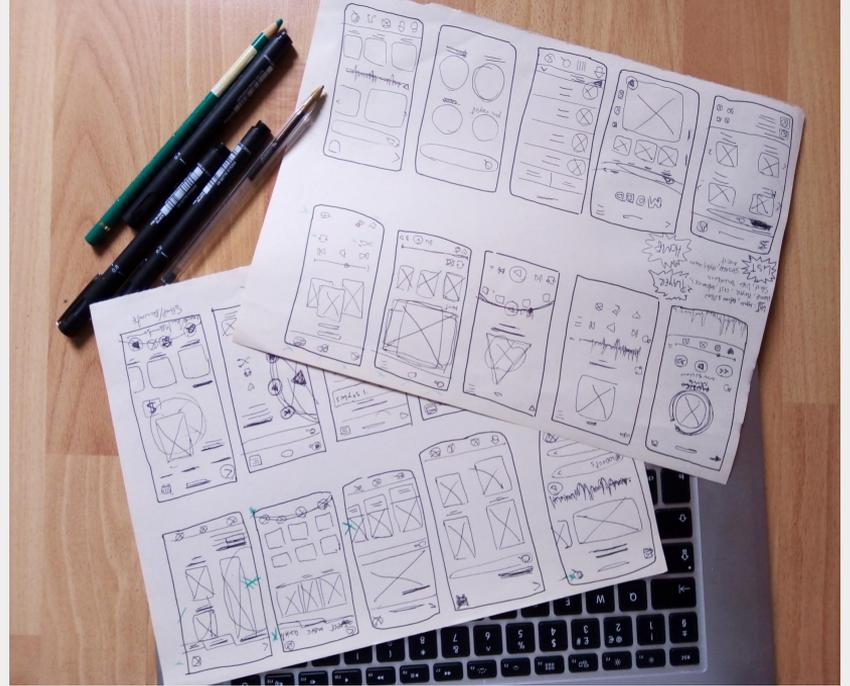
| ACTION | Save the money to record a single | Booking with recording studio and band | Recording process | Final adjustments | To Pay and receive the product | Show the single |
|---------------------------|---|--|--|---|--|---|
| TASK | Do extra-time in his job. Do concerts. | Call to recording studio. Call to musician. | Go to recording studio. Prepare instruments, start recording process. | Lasts recording instruments. Wait for the final adjusts. | To pay studio and musicians. Receive the product and go home | Make a concert. Add to the album |
| FEELING ADJECTIVE | 😊 happy 😊 positive feelings 😫 tired 🤔 deep in thought | 😊 happy 😊 positive feelings | 😊 happy 😊 positive feelings 😫 tired | 😊 happy 😊 positive feelings 😫 tired 😰 Anxious | 😊 happy 😊 positive feelings 😫 tired 😫 feelings of love | 😊 happy 😊 exciting 😍 love |
| IMPROVEMENT OPPORTUNITIES | Sell promotional items band and Free download with optional donation in an app. Crowdfunding | Booking online. | Start to record in his own house using one app | More essays previously to spend less time recording. Try to do using one app | Wait in his house and receive the final product by "dropbox" or Email. | Promote the initials concert as big events in apps and <u>webpages</u> . Make ads. |

Starting the design

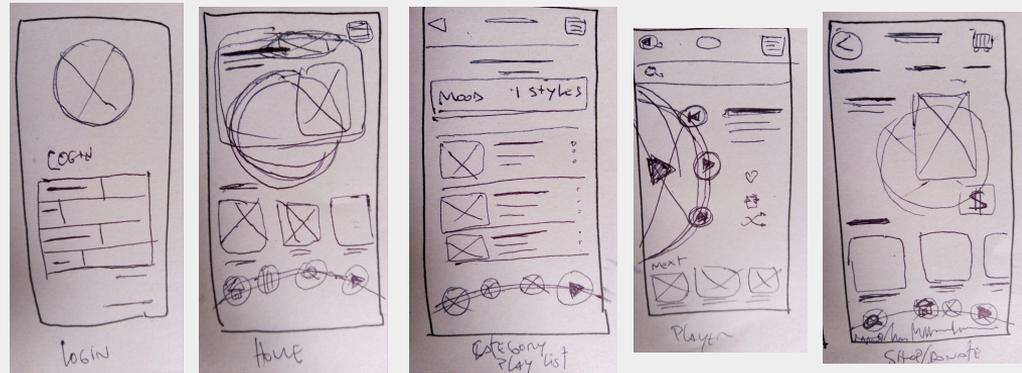
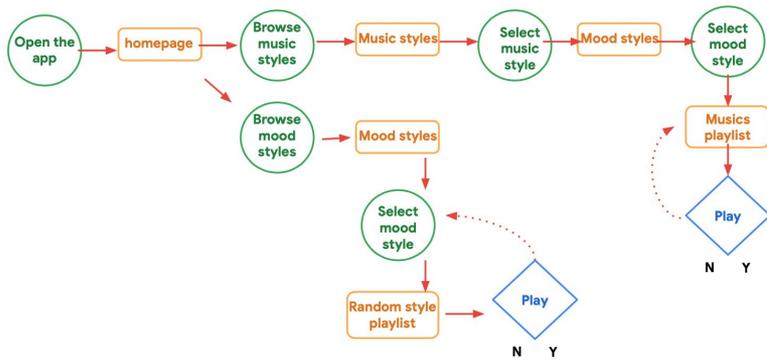
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

I Established the user flow and then prototyped a mobile app in order to minimize risk and prove the concept quickly based in the user research results.



User task: USE THE MUSIC SHARE WEBPAGE TO SELECT A MUSIC IN ACCORD WITH USER MOOD

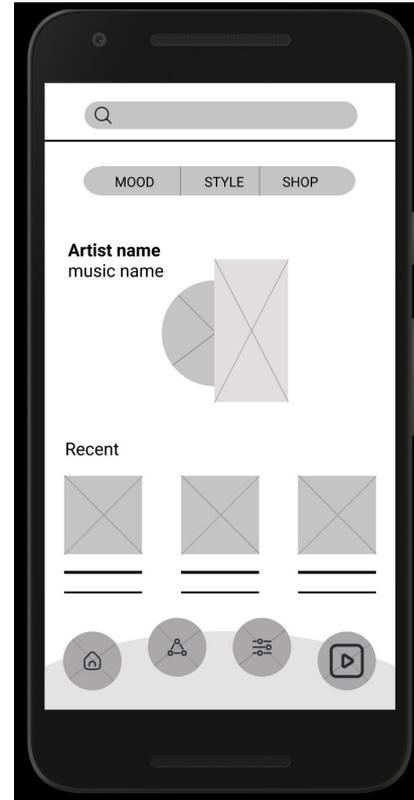


Digital wireframes

Simple and straight away:
Listen music based in the
mood or style plus the
option to collaborate with
musicians.

Design thinking aligned with
user research: listen music
and donate

Main functions
easily available



Recents,
informations
about musics,
main and
secondary
menu.

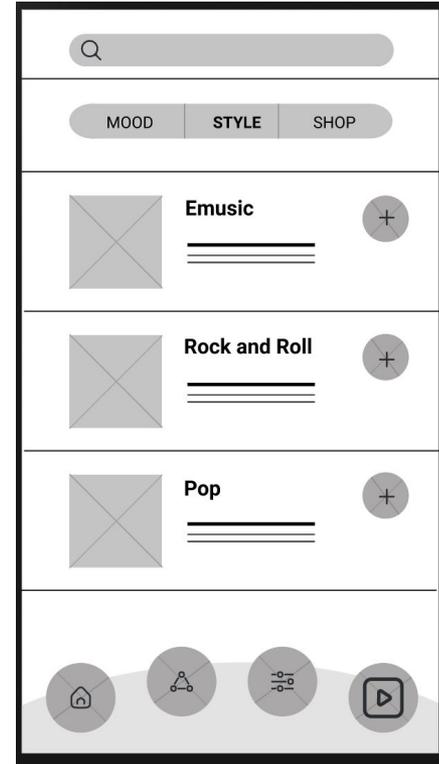
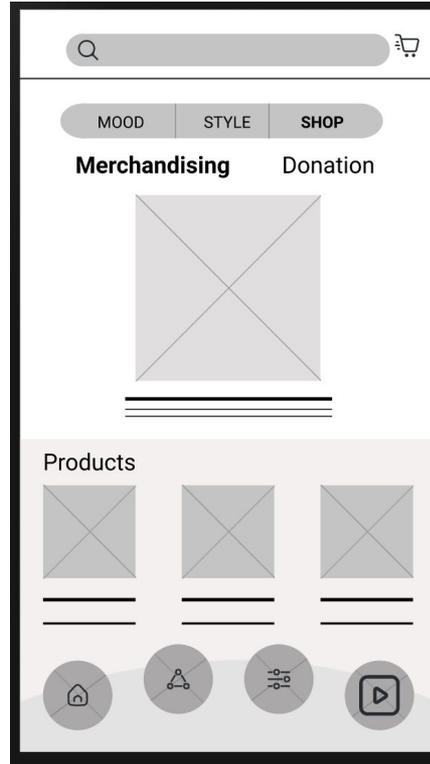
Digital wireframes

Easy to collaborate:

Donate or buy



Denote a selected product as well a list.



List of music style.

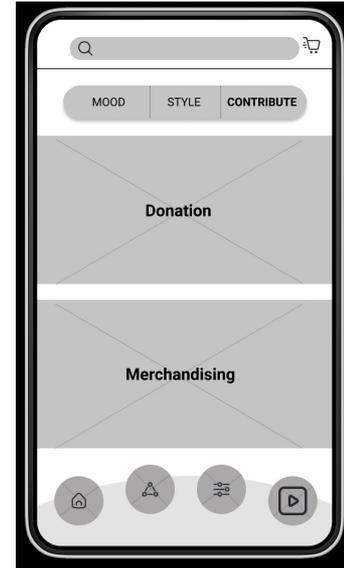
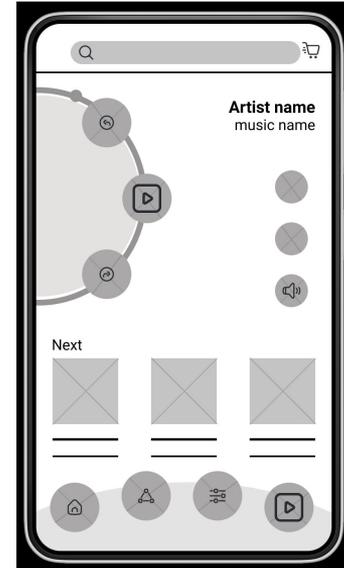


Low-fidelity prototype

Do you will find here the main user flows for listen a music and to collaborate with the artists and app.

View the Musically app:

[Low-fidelity prototype](#)



Affinity/insight - 1- Diagram study MUSICALL app

A: it's like other music app but more limited since only permit choose musics based on styles or mood and not always is like this in a real life. Often we like to choose a specific music. I did not perceived the difference between

A: about ways to listen music: ". I like that we only need to choose a general category and press play"

C: ABOUT SEARCH BAR: any participante tried the search bar maybe because it was not unable to users

A: about buy or donate "I can't see the message about why I should donate or buy"

I did not understood the difference between this app and others

B: aesthetically visual appeal: in the settings page the content is not align. it is weird.

C: aesthetically visual appeal: I liked it

B: About functions: Participant Suggested a function like shazan app.

B: I liked the flow

B: I liked but I did not tried the search option since it was not able to me. I prefer choose my music individually instead of general mood or style list

Search bar

B: ABOUT BUY OR DONATE - Participant suggested to add more payments methods instead of only credit card.

SHOP : It was simple to use.

D: Increase contrast of the buttons (style, mood, contribute)

I like the structure and colours

General

B: I like that I can donate directly to the artist and group but I miss more information about it.I only saw at the beginning

Shop-donation

D: Visual appeal: "maybe it might be interesting to add animations"

Interface design

Functions suggestions

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Increase interface design
- 2 Include more languages interfaces
- 3 Contribution process is not clear enough.
- 4 User flow is easy enough
- 5 More visibility to the main advantage of this app: Ads and subscription free

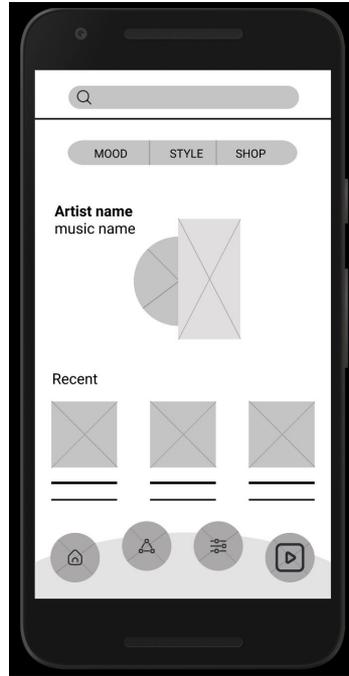
Round 2 findings

- 1 More visibility to the main advantage of this app: Ads and subscription free
And importance of the contribution process.
- 2 Design issues: align content, button contrast and (animation?).
- 3 Increase the language options

Mockups

Early designs allowed some customization but after the first usability studies I added some elements as return and chart buttons as well the customization of the home page.

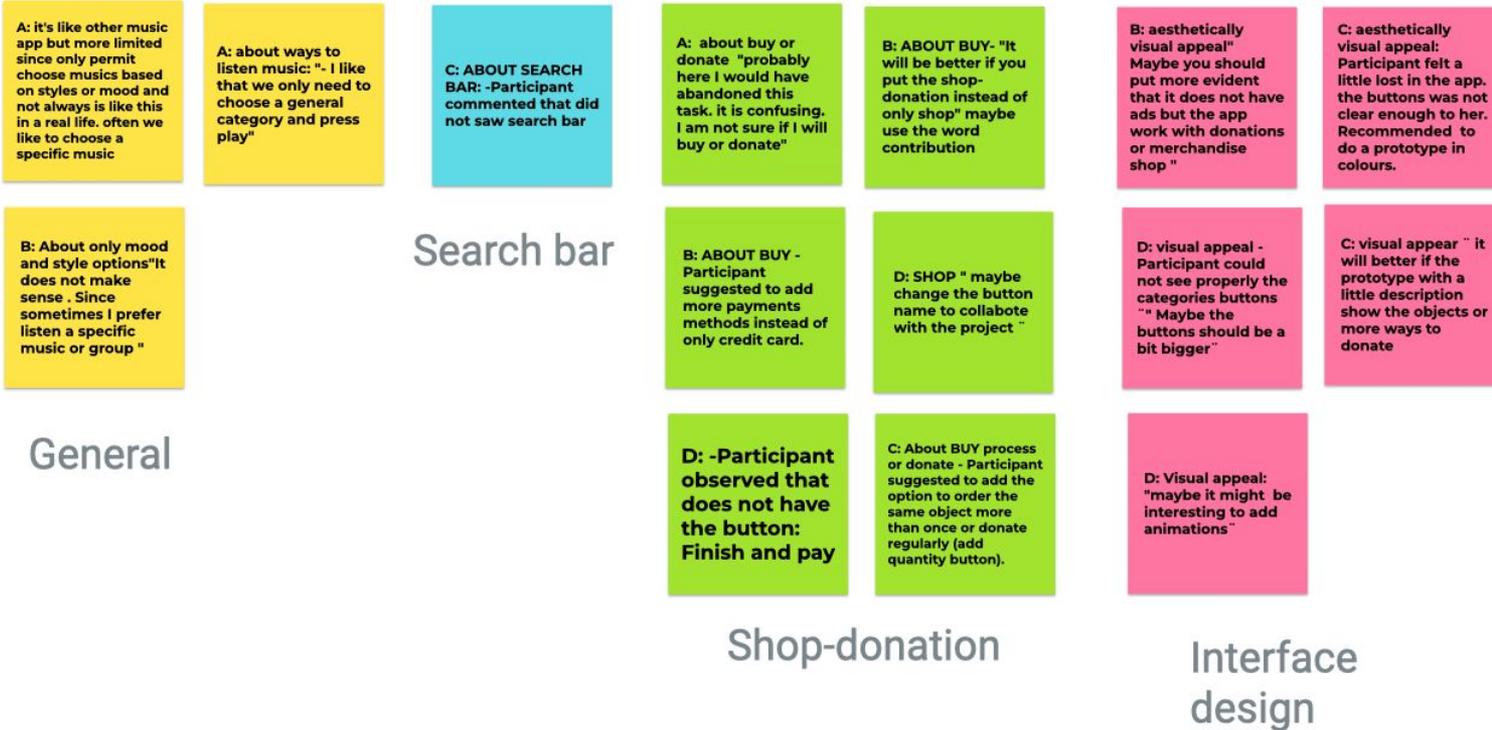
Before usability study



After usability study



Affinity/insight: 2-Diagram study MUSICALL app

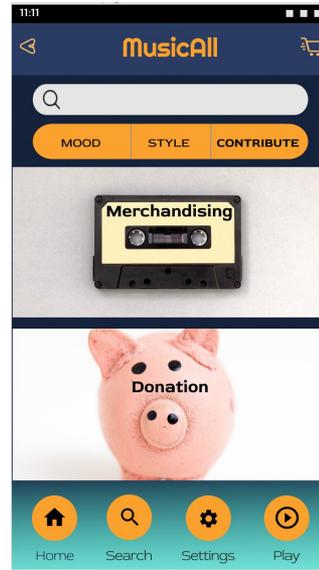


Mockups

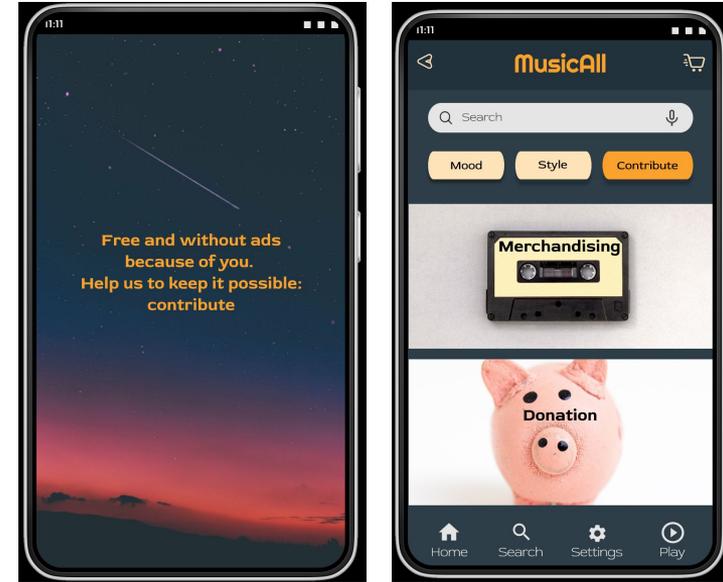
The second usability study revealed lack of information about the contribution process. The the design was consolidate increasing the flow based in usability and legibility directing it to the main goals: listen music and economic return.

I also added some confirmation alerts.

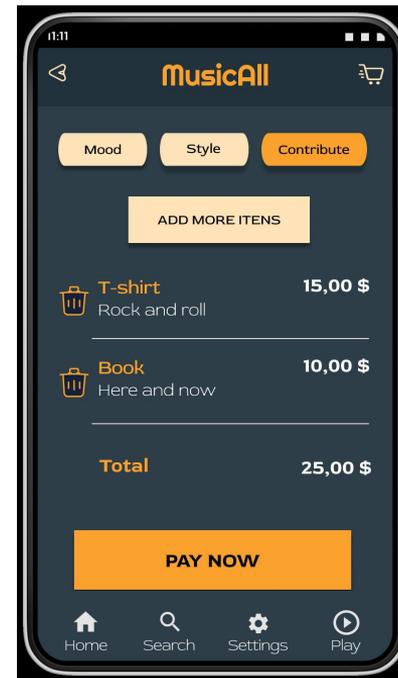
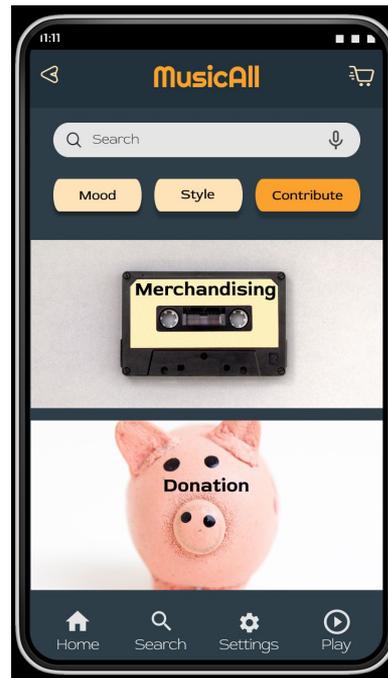
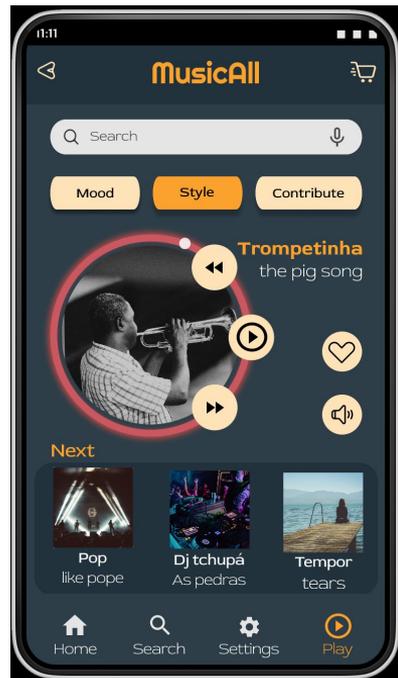
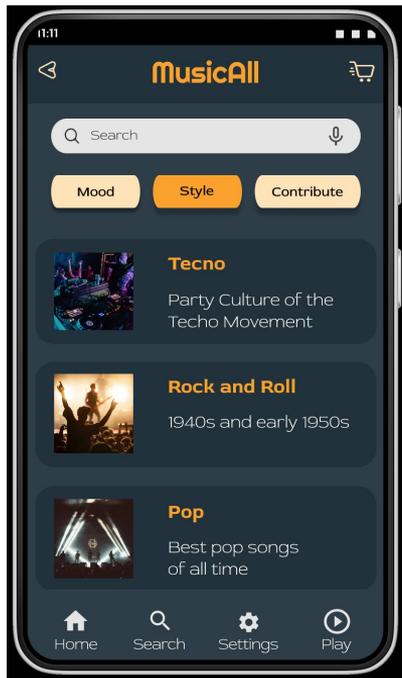
Before usability study



After usability study



Mockups

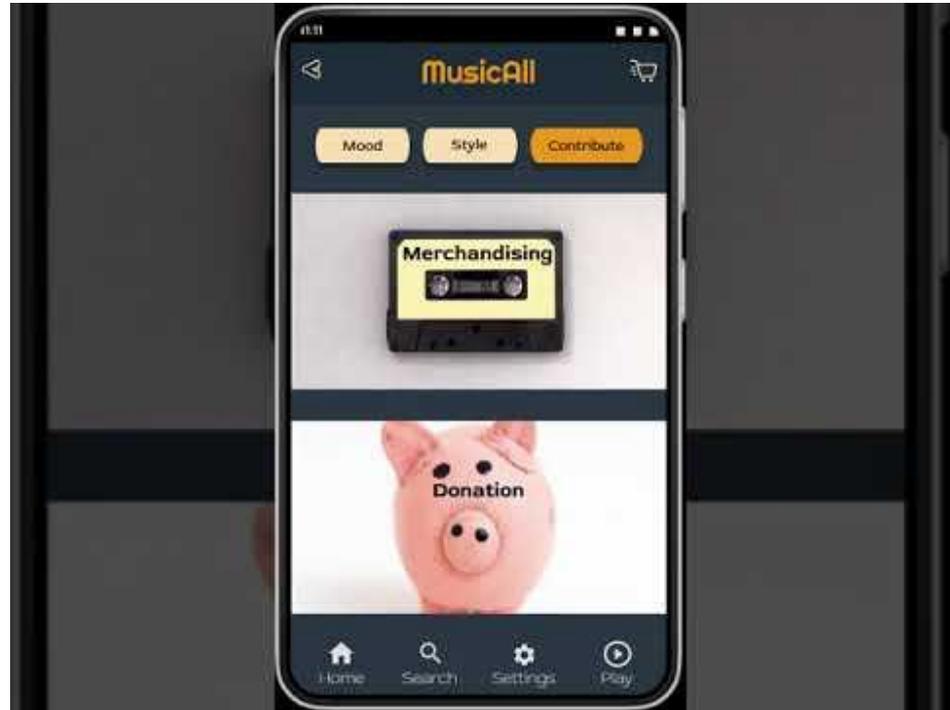


High-fidelity prototype

Do you will find here the main user flows for listen a music and to collaborate with the artists and app.

View the Musically app:

[High-fidelity prototype](#)



1-opening-l...



3-login



search...



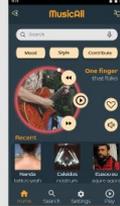
2-message...



5-login



4-home



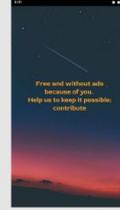
5-mood-pa...



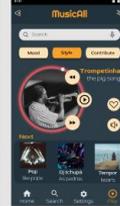
6-style-page



frame 4



7-player-pa...



8-contribut...



12-paymen...



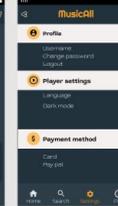
9-donation...



11-buy-page



14-settings...



10-messag...



13-confirm...



10-messag...



Frame 2



Frame 3



Accessibility considerations

1

All the app had the contrast ratio checked in the <https://webaim.org> for easy readability.

2

The app as designed in dark mode to reduce the long-term risk of eye disease.

3

The app is designed to have more than one language interface option.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The MusicAll app is a direct and simple way to listen music and the design created is minimalist focused in the two main objectives: listen music based mainly in the personal mood or style music and buy an Item.

"I like the app, it's super intuitive to use and it's free. I am sure that in some moments I would buy or donate to help this business model."



What I learned:

- It's essential to be clear why this app is free and without ads.
- Minimalist design focused in the goals is crucial.
- Easy navigation include: easy flow and usability, legibility and include more than one language options.

Next steps

1

Turn available podcasts
and audiobooks

2

Create new playlists

3

Voice commander

Let's connect!



Hi there, I am Kaue Oliveira UX visual designer, freelance illustrator and social scientist oriented towards user experience and interaction, but also a lover of the sea and plants.

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Thank you!