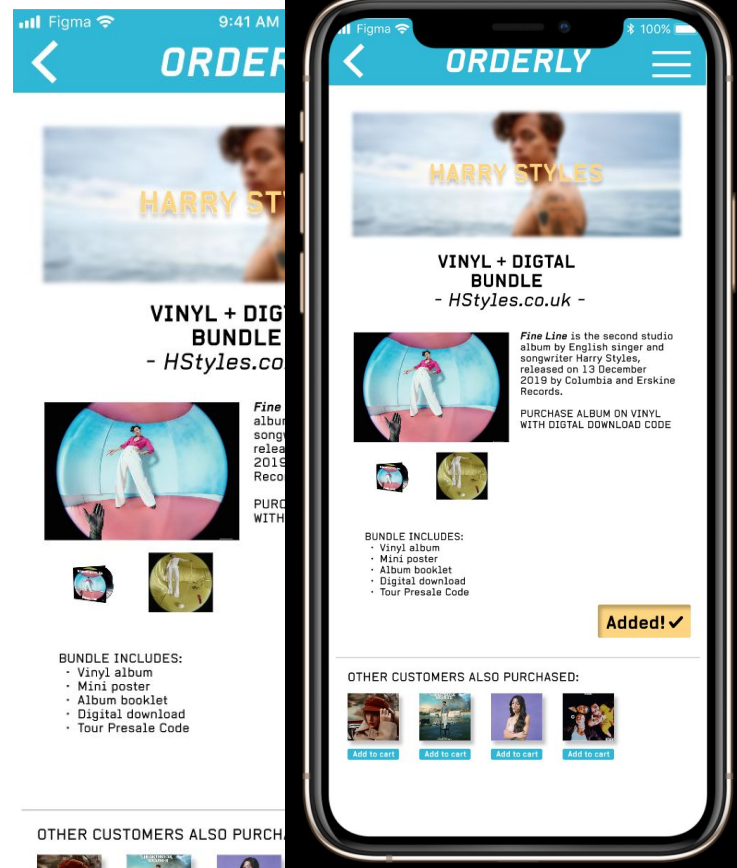# Album Pre-Order app

Emma

Project overview

The product:

Want to design + develop a streamline way to pre-order albums from your favorite musicians.

Project duration:

September 2021 – December 2021

Google

Project overview

The problem:

Every record label and musician merch shop
does pre-orders differently.

The goal:

There are so many variables that go into an
album launch and we want to bring equality to
the market.

Project overview

My role:

Lead UX designer, researcher, and interviewer

Responsibilities:

Conducting interviews and usability studies, paper and digital wireframing, low and high fidelity prototyping and accounting for accessibility

Google

Understanding the user

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

Google

User research: summary

I interviewed friends, co-workers, and anyone who would give me the time of day.
I assumed that everyone who listens to music would have experienced purchasing albums prior to launch. I assumed that my users would have an opinion or thought about the process.

User research: pain points

1

Pain point

Pre-orders that sell out.

Allowing buyers a certain amount of time to click thru and purchase.

2

Pain point

Not knowing what the pre-orders will contain in the bundles.

Getting merch ideas + information ahead of time to adequately showcase the offerings.

3

Pain point

Having to purchase in full or with installments.

Allowing services like AfterPay & Klarna to be used during checkout.

4

Pain point

Any customizable items?

Having certain incentives (join the musicians' newsletter or street team, etc) to be able to get personalized/customizable items

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Persona: **Paul**

Problem statement:

Paul is a retired sound engineer who needs to be able choose music format because he wants to listen and appreciate at the highest quality.

"I live my life the way I want and do not want my time wasted with options I don't need"

Paul

Age: 66
Education: MFA
Hometown: Cape Cod, MA
Family: Wife + adult children
Occupation: Retired

Goals
- To experience music in a preferred format
- Not be limited what the label deems most profitable
- Time to fully enjoy the product

Frustrations
- "Music is for everyone– I want to choose for myself"
- "I may be older, but I don't want to be underwhelmed"

Paul is a retired sound engineer who knows a thing or two about how music is made. He has a relaxed lifestyle after retiring and send his kids to college. He wants to be able to mix and match the formats of his music collection.

Google

User journey map

The user journey map was helpful because it started to define what I wanted the user flow to be.

Persona: Paul

Goal: Be able to enjoy mix + match album formats

ACTION	Select album options	Album Add-ons	Customizable / Personalized	Purchasing	Shipping / Delivery
TASK LIST	A. Understand the options given B. Decide which format(s) to purchase C. Choose CD + digital download	A. Have the option to add a T-shirt, presale or other special item B. Select T-shirt	A. Pick what size t-shirt B. Add item(s) to cart	A. Choosing a way to pay (Credit Card, virtual, or installments) B. Selecting installments C. Set up AfterPay/Klarna account)	A. Understand that some bundles will take longer to ship/fulfill B. Choosing the best shipping to insure accurate delivery C. Paying extra for Fedex Priority D. Signature required upon arrival
FEELING ADJECTIVE	Not overly satisfied by options Excited by physical format	Wanting another add-on, but not another CD Disappointed by placeholder images only	Anxious that size preferred isn't available	Feeling secured with financial information Confused on which service to use/have an account with	Happy to receive the item purchased on time
IMPROVEMENT OPPORTUNITIES	Have FAQ explaining the difference between bundles	Provide better product photos	Have confirmation on items selected	Make promise not to store cc info	Discount to merch store

Google

Starting the design

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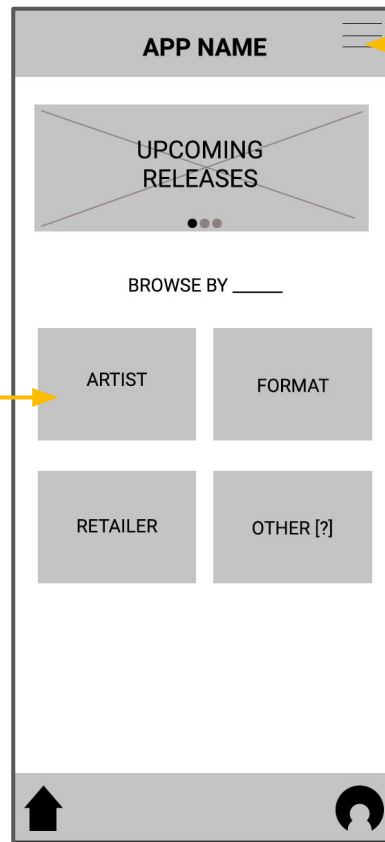- Usability studies

Google

Paper wireframes

I honestly really enjoyed
making paper wireframes
because they are a fast way
to get ideas out and I don't
have to worry about making
them perfect.

Google
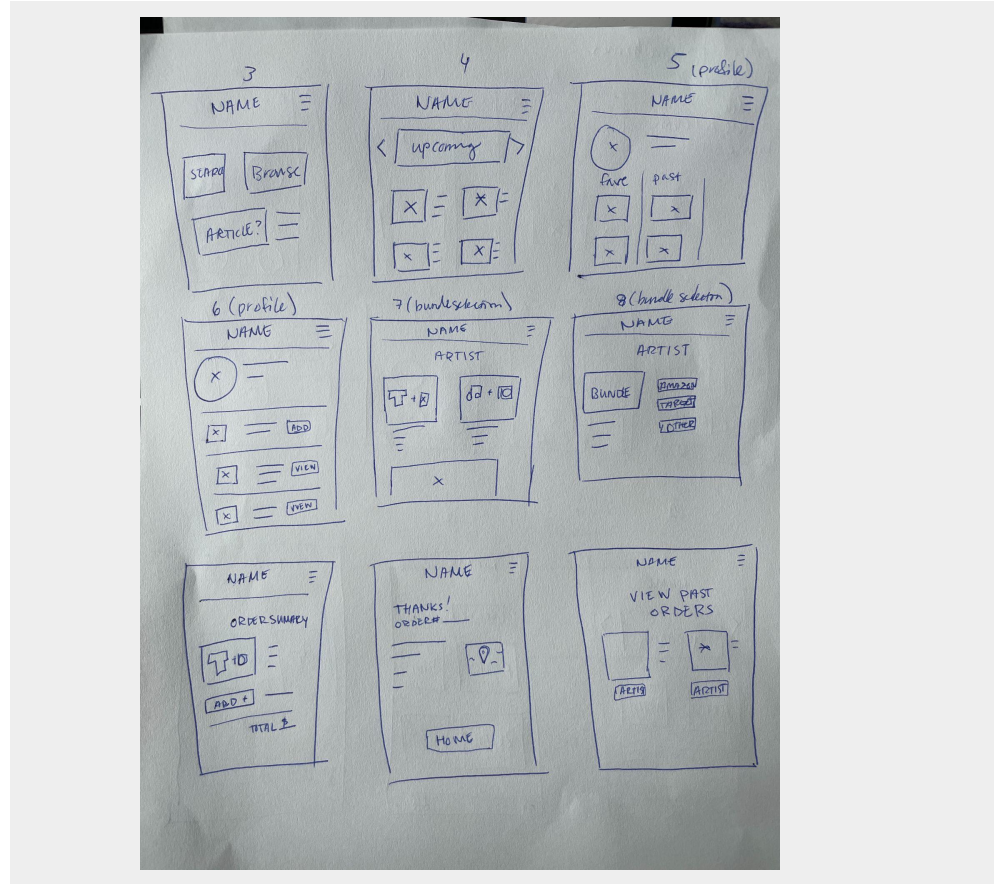
Digital wireframes

I had a lot of fun turning my paper wireframes into digital ones. Once I had a general layout figured out, it was easy to add in the elements that would change.

The ability to have more menu options without cluttering up the screen.

Big block tell the user exactly how many options they have on each screen.

APP NAME

UPCOMING
RELEASES

●●●

BROWSE BY _____

ARTIST

FORMAT

RETAILER

OTHER [?]

Digital wireframes

My goal was to have an easily accessible user flow by using icons and buttons that most users would already be familiar with. It was easier to create simple line icons rather than reinventing home and profile icons.

By eliminating the bottom nav bar, I was able to have a back button.

APP NAME

HARRY STYLES

BUNDLES AVAILABLE

CD + VINYL

CD + DIGITAL

VINYL + DIGITAL

DIGITAL ONLY
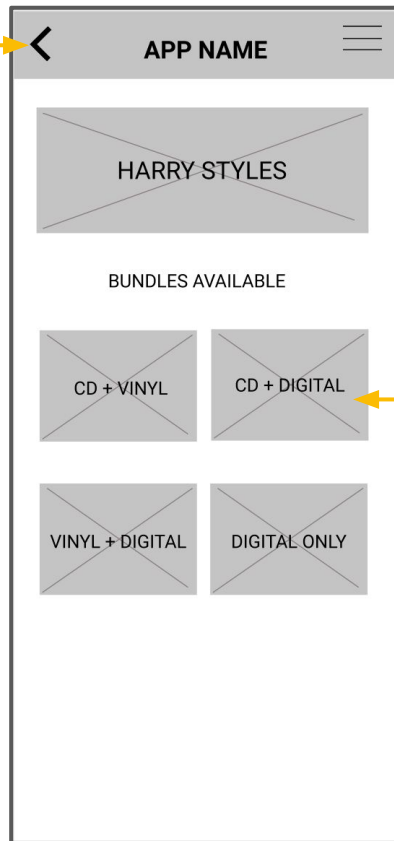
My hope is that I don't have to visually explain the different options in the brief selection screen.

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Low-fidelity prototype

I have used Sketch in the past, so switching to Figma was very intuitive and I had fun creating links and interactions for screens.

The user is first brought to the home screen and is able to choose from two options (Browse and Profile). From that screen, they can choose to browse (by artist, format, or retailer). When Harry Styles is chosen, they can see the album bundle options. If they choose Vinyl + Digital, they will see which retailer offers that bundle. From there they can add it to their cart and choose a shipping option. After their order confirmation, they can go back to the home screen or to their profile.

Lo-fi Figma prototype
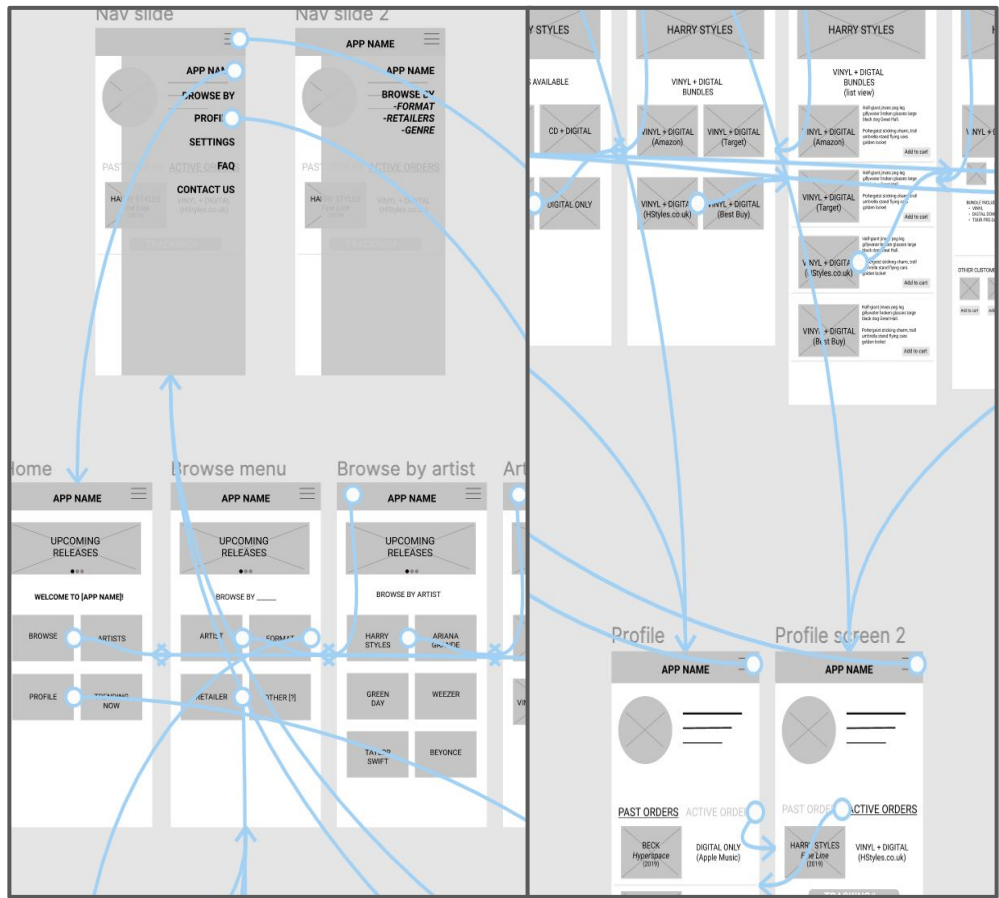
Usability study: findings

I conducted a couple user studies and learned that what I thought was easy or intuitive, was not the case and was actually difficult to navigate.

Round 1 findings

1. Each placeholder needs distinction if different items
2. Unable to go back a page if home icon can only go to home screen
3. Placeholder text was too small

Round 2 findings

1. Need to build interactions for all elements just in case
2. If using a hidden menu, it should be accessible from every screen
3. Users will have bias against placeholder text

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

Many users found it difficult to read the yellow text overlaid on the album artwork. Some wanted an option to view all the album information before making their selection so added an info/preview screen.
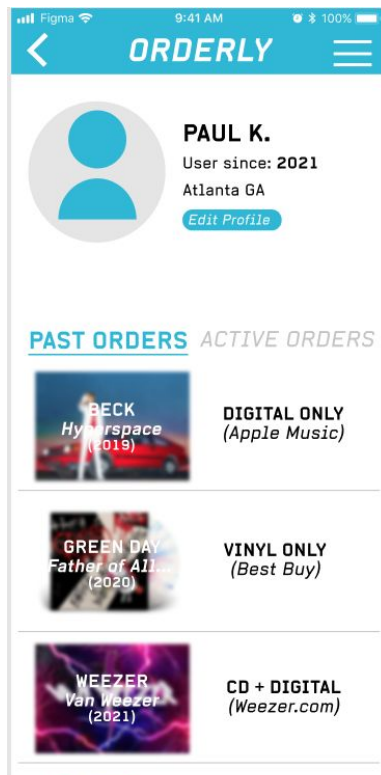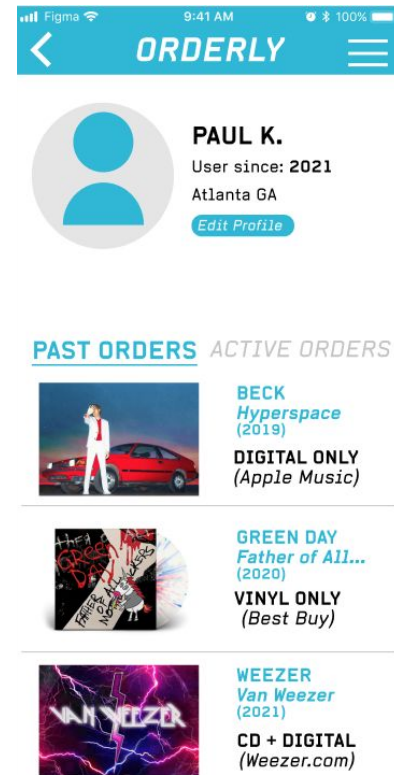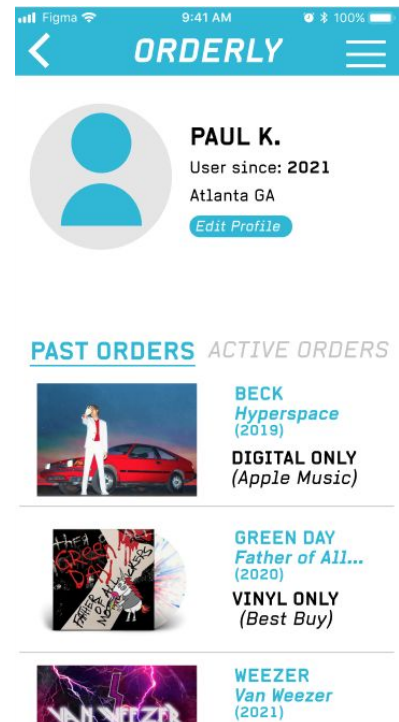
Before usability study
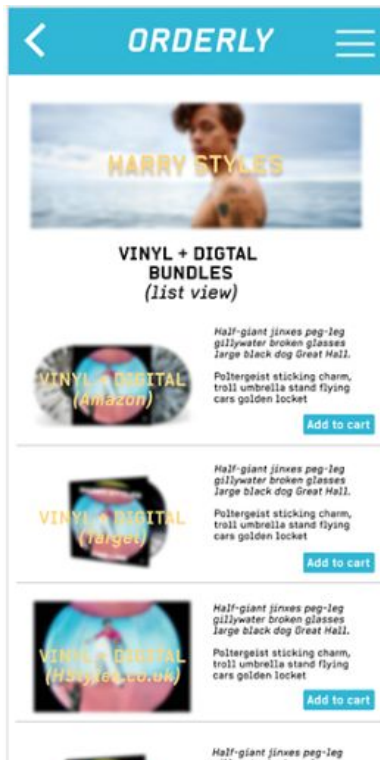
After usability study
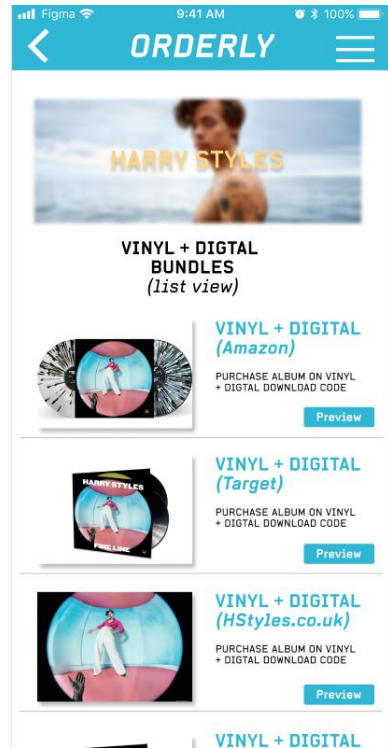
Mockups

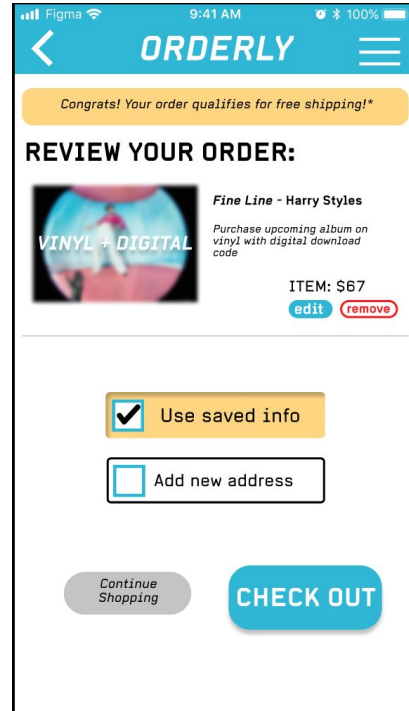By removing most overlaid text for legibility reasons, it made the screens consistent throughout the app.
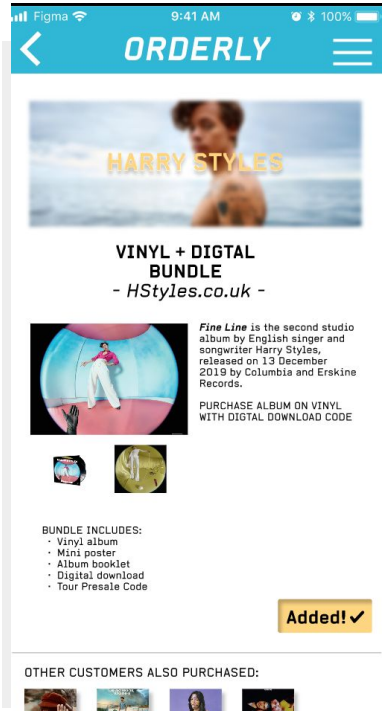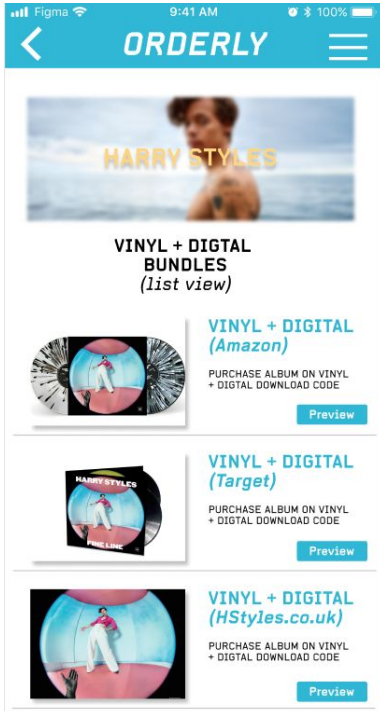
Before usability study
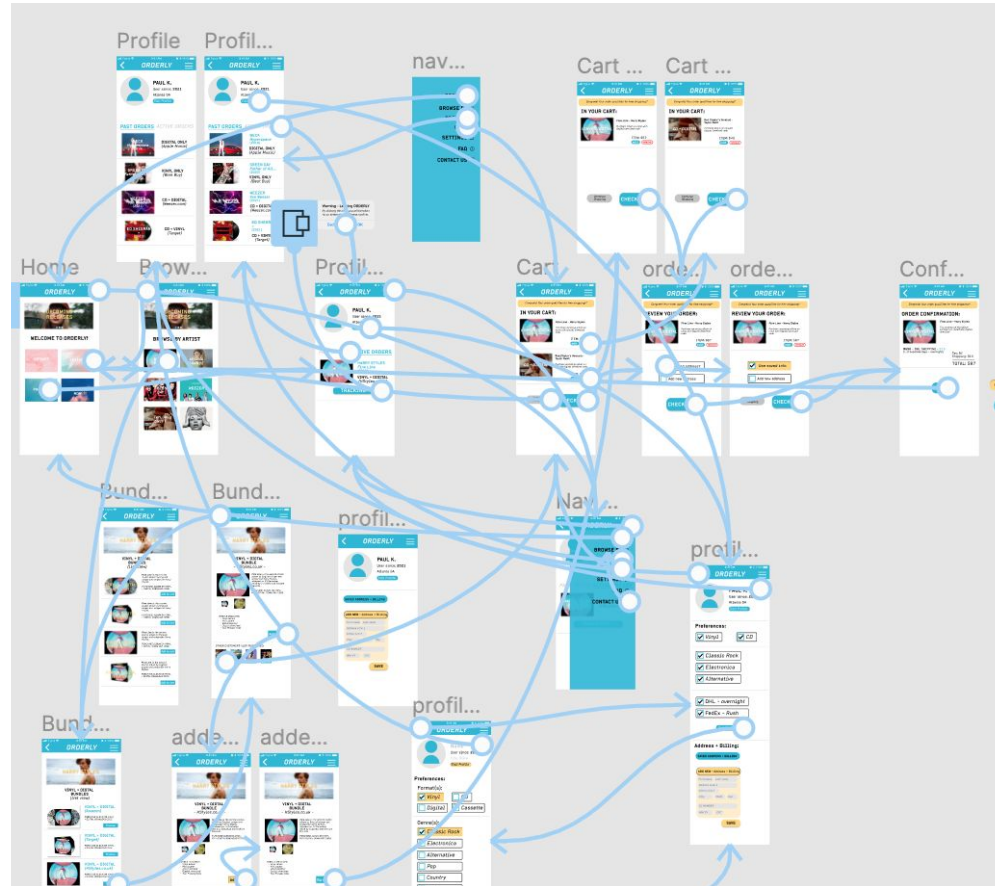
After usability study

Mockups

High-fidelity prototype

The final prototype shows all the icons and tabs functional and all typography and visual styles consistent. It meets user needs for legibility.

High-fidelity Figma prototype

Accessibility considerations

1

By using bright blue and pastel yellow, the app has distinct enough colors to be viewable for anyone with any grade of colorblindness.

2

Most of the text is 18px/pt which is generally 6 points above standard text.

3

Change of color and added icons make a selection(s) clear and stand out.

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app doesn't intimidate or pressure users into purchasing something without all the available options.

"Thanks for designing an app that seems friendly and I would actually enjoy using!"

What I learned:

While usability studies are not my favorite, they are essential to the entire design process

Google

Next steps

1

Conduct additional usability studies to determine if all the pain points had been addressed

2

Conduct more user research to see if there are more areas of need

3

Continue to update album and artist data to accurately provide the necessary information

Let's connect!

Thank you for your time reviewing my work on the album ordering app, ORDERLY.

To view other work, please visit my website: emmaming.com

Google