

The Muse App

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Project overview



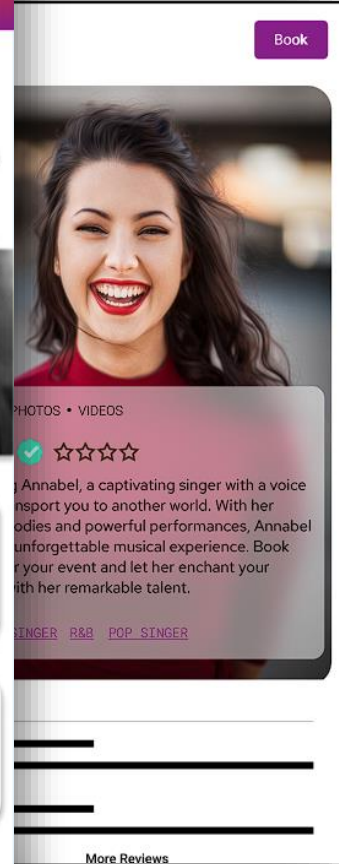
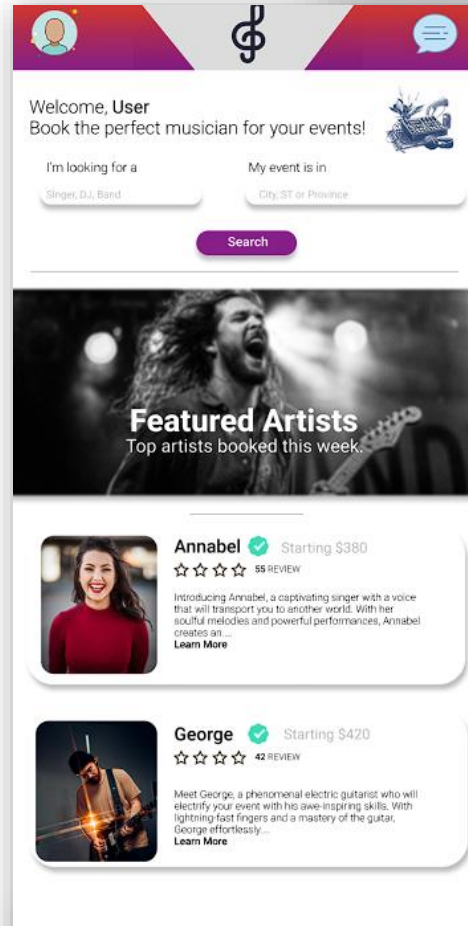
The product:

The Musician Booking app simplifies hiring musicians for special events, ensuring a smooth and enjoyable experience for users and musicians alike.



Project duration:

2 Months



Project overview



The problem:

- Unclear user flows: UI designers may encounter difficulties in establishing clear and intuitive user flows.
- Challenge in accurately capturing and reflecting the app's unique identity and value proposition.
- Balancing sufficient information while avoiding an overcrowded interface.



The goal:

- Develop a user-friendly platform: Create an intuitive app interface that allows users to easily browse, compare, and book musicians for their events.
- Comprehensive musician profiles: Provide detailed musician profiles with past performances, audio samples, and reviews, enabling users to make informed decisions.

Project overview



My role:

Lead UX/UI designer and UX researcher



Responsibilities:

- Conducting user research to understand customer needs
- Designing the user interface and user experience
- Creating wireframes and prototypes for the website
- Collaborating with developers to ensure a seamless implementation of the design
- Conducting usability studies and iterating the design based on finding

Understanding the user

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

User research: summary



The Musician Booking app is being developed to provide a platform for users to easily book musicians for their special events such as weddings, parties, and corporate gatherings. The app aims to streamline the process of finding and hiring musicians, ensuring a smooth and enjoyable experience for both users and musicians. This research study aims to gain insights into user needs, preferences, and pain points to inform the design decisions and improve the overall user experience of the app using qualitative research method.

User research: pain points

1

Pain point

Confusion while navigating the app

2

Pain point

Unclear date, timing and availability of the artist before booking

3

Pain point

App is not visually aesthetic

Persona: Amy Thompson

Problem statement:

Amy Thompson is a busy professional who needs to plan a perfect wedding with memorable musical experience conveniently and efficiently because she is busy with her work as a marketing manager



Amy Thompson

Age: 32
Education: Bachelor's in BA
Hometown: Seattle, Washington
Family: Nuclear
Occupation: Marketing Manager

The Busy Professional

"Juggling the demands of work and wedding planning, I strive to create moments of joy amidst the chaos. Life may be busy, but I believe in celebrating love and creating memories that last a lifetime."

Goals

- Amy wants to plan a perfect wedding with a unique and memorable musical experience for her guests.
- She seeks a convenient and efficient way to find and book talented musicians for her wedding venue.

Frustrations

- Limited time to dedicate to music research and planning due to her demanding job.
- Lack of knowledge about local musicians and their availability for weddings.

Amy Thompson is a busy marketing manager in Seattle, Washington. With limited time to dedicate to wedding preparations, Amy seeks a user-friendly music booking app that simplifies the process of discovering and booking talented musicians for her wedding venue. She desires comprehensive musician profiles, music samples, and a secure payment system, allowing her to save time and create a memorable musical experience for her guests.

Persona: David Rodriguez

Problem statement:

David Rodriguez is a Music enthusiast with visual impairment who needs a convenient way to express his talent as a musician and have access to other musicians for networking because he is visually impaired.



David Rodriguez

Age: 28

Education: High School Graduate

Hometown: Austin, Texas

Family: Joint

Occupation: Musician and event organizer

The Music Enthusiast with Visual Impairment

"Through the melodies I create, I transcend limitations and connect hearts. Music is my language, and I embrace every challenge as an opportunity to inspire others and break down barriers."

Goals

- David wants to find more opportunities to perform at weddings and special events to expand his network and showcase his talent.
- He seeks a platform that connects him with potential clients looking for musicians for their wedding venues.
- As a visually impaired individual, David also wants the platform to be accessible and optimized for screen reader technologies.

Frustrations

- Difficulty in reaching out to potential clients and promoting his services effectively.
- Limited visibility and competition with other musicians in the industry.
- Challenges in navigating and accessing digital platforms due to visual impairment.

David Rodriguez, a passionate musician and event organizer based in Austin, Texas, faces the challenge of promoting his services effectively while dealing with a visual impairment. He envisions a music booking app that not only connects him with potential clients but is also accessible and optimized for screen reader technologies. David seeks features like voice-based interaction, screen reader compatibility, and a clear layout to facilitate easy navigation, enabling him to showcase his talent and overcome accessibility barriers in the industry.

User journey map

Mapping Amy's user journey revealed how helpful it would be to book with musician directly without having to contact the musician directly, thus making the booking efficient..

Persona: Amy Thompson

Goal: Convenient and efficient musician booking for her wedding venue as a busy professional.

ACTION	Amy searches for musician booking platforms online	Amy compares available platforms for musician booking	Amy selects a preferred platform and explores available musicians	Amy finalizes the musician booking and makes the necessary arrangements	Amy communicates with the chosen musicians and coordinates the event details
TASK LIST	Tasks A. Uses search engines to find platforms B. Explores social media groups and forums for recommendations C. Reads reviews and testimonials from previous clients	Tasks A. Visits multiple platform websites B. Compares pricing, available musicians, and user reviews C. Checks if the platforms provide sample music, videos, and bios of the musicians	Tasks A. Navigates through the platform's musician listings B. Listens to sample music or watches videos of the musicians C. Checks the availability and pricing of the desired musicians	Tasks A. Contacts the chosen musicians and discusses the event details B. Finalizes the pricing, terms, and conditions C. Receives confirmation and instructions for the day of the event	Tasks A. She communicates the timing, venue and other necessary details with them.
FEELING ADJECTIVE	Curious	Excited	Engaged	Satisfied	Organized
IMPROVEMENT OPPORTUNITIES	Improve platform visibility in search results	Highlight unique features of each platform	Provide clear profiles and portfolios of musicians, including their experience, genres, and availability	Streamline the booking process, provide clear communication channels for further coordination with the musicians	Enhance communication features, such as in-app messaging or event-specific planning tools

Persona: David Rodriguez

Goal: Finding performance opportunities and connecting with other musicians for wedding venues or special events as a visually impaired musician.

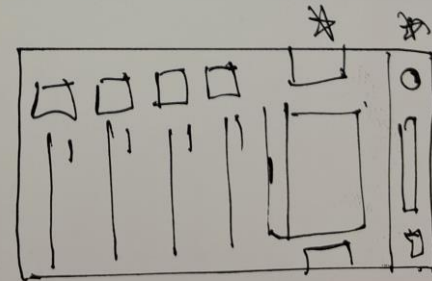
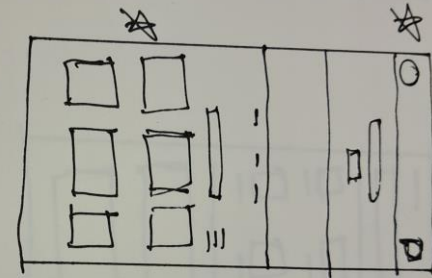
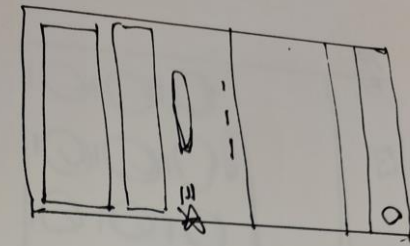
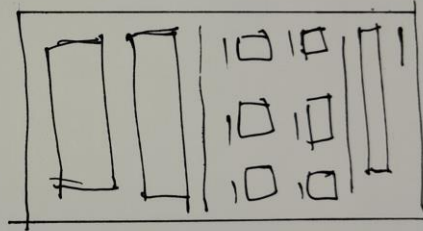
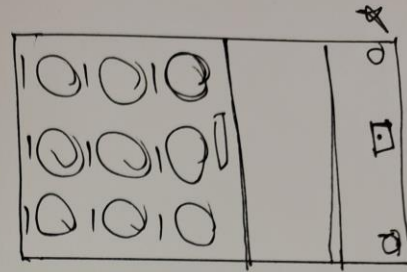
User journey map

Mapping David's user journey revealed how effortless it would be for David to have easy accessibility of the app considering his impairment.

ACTION	David searches online for platforms to find opportunities to perform at wedding venues or special events	David evaluates the suitability of different platforms	David selects a preferred platform and explores available opportunities	David applies for gigs and events	David communicates with event organizers or other musicians to coordinate performances and collaborations
TASK LIST	Tasks A. Uses search engines to find platforms B. Uses search engines to find platforms C. Uses search engines to find platforms	Tasks A. Visits multiple platform websites B. Checks the platform's accessibility features, such as screen reader support, high contrast options, and keyboard navigation C. Reviews the availability of opportunities for musicians with visual impairments	Tasks A. Navigates through the platform's gig listings B. Checks the requirements and application process for performing at gigs C. Reviews the location, date, and time details of the gigs	Tasks A. Submits necessary information, such as bio, portfolio, and accessibility requirements B. Waits for confirmation or feedback from event organizers	Tasks A. He communicates the timing, venue and other necessary details with them.
FEELING ADJECTIVE	Curious	Excited	Engaged	Hopeful	Connected
IMPROVEMENT OPPORTUNITIES	Improve platform visibility in search results	Ensure platform accessibility for visually impaired users	Provide clear listings of available gigs and events, ensuring information accessibility for visually impaired users	Streamline the application process for visually impaired users	Enhance communication features, such as in-app messaging or alternative contact methods for visually impaired users

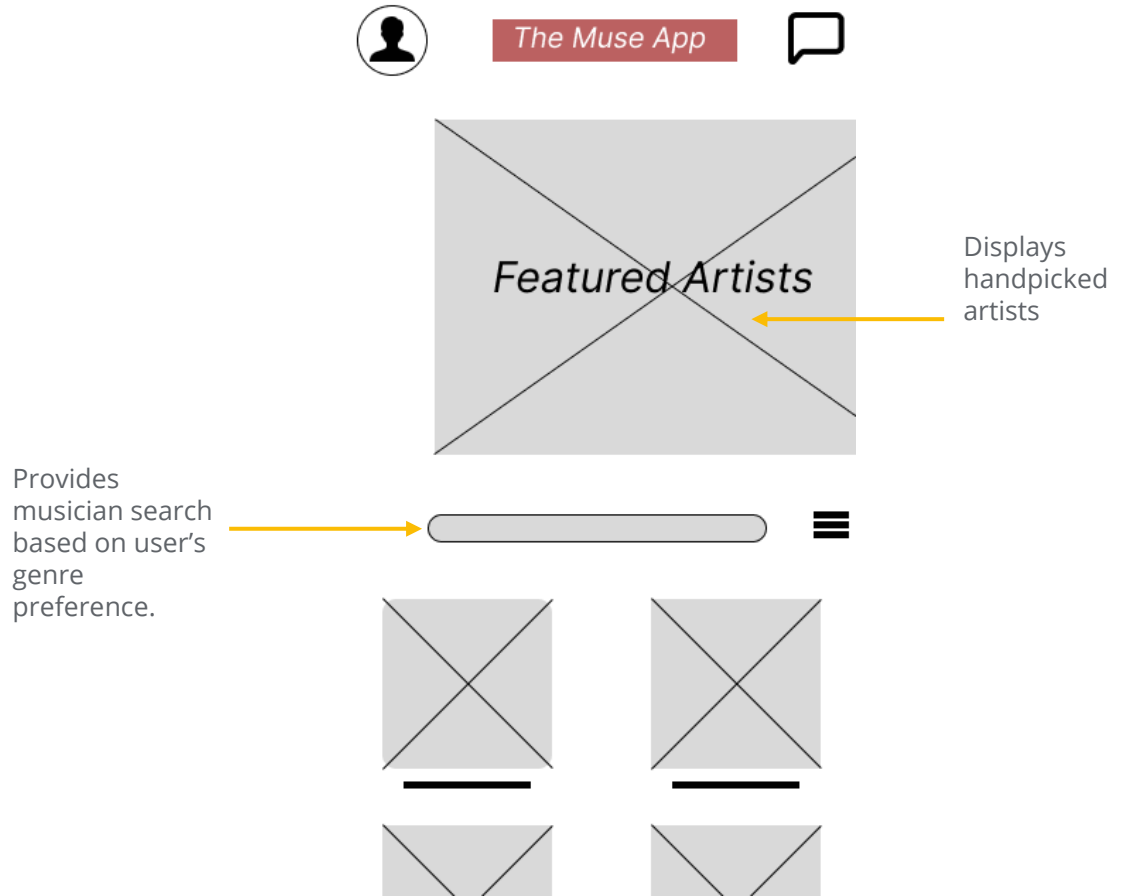
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

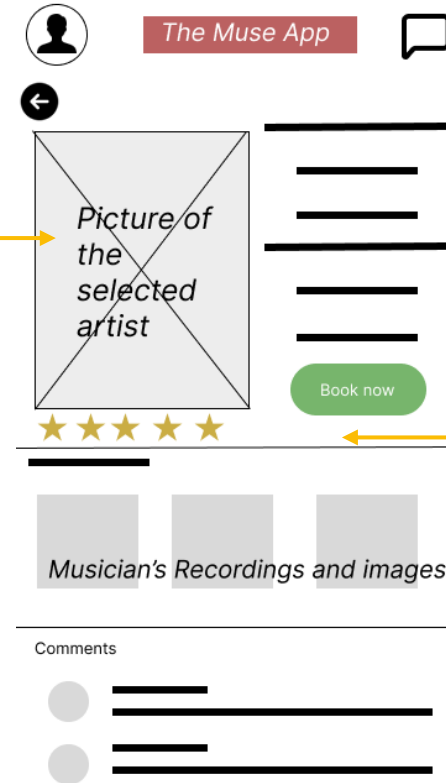
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Digital wireframes

The artist page has essential and important information that the user would need to make an informed and trusted booking experience.

The selected artist page provides essential details of the users for informed user purchase. The page consists of about sections, photos, videos, and reviews of the artist.

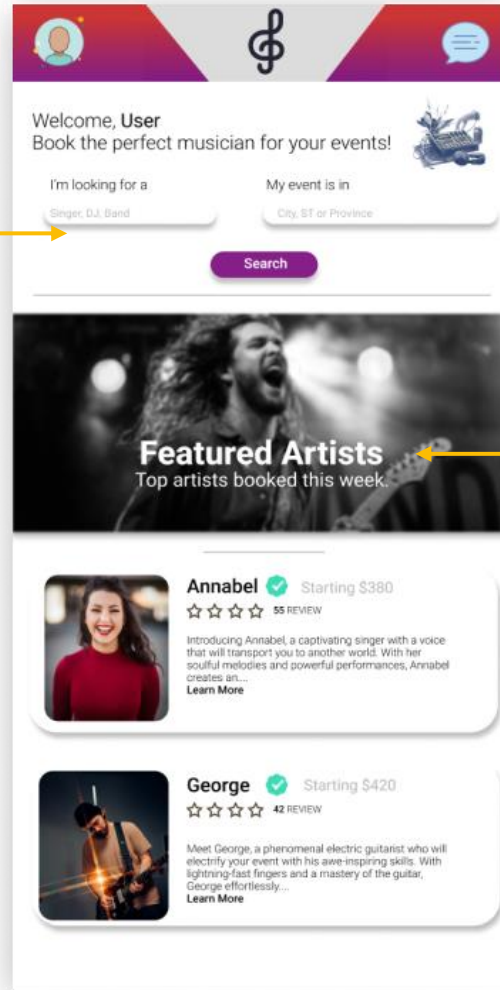


The stars are added to the artists based on client satisfaction and review.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

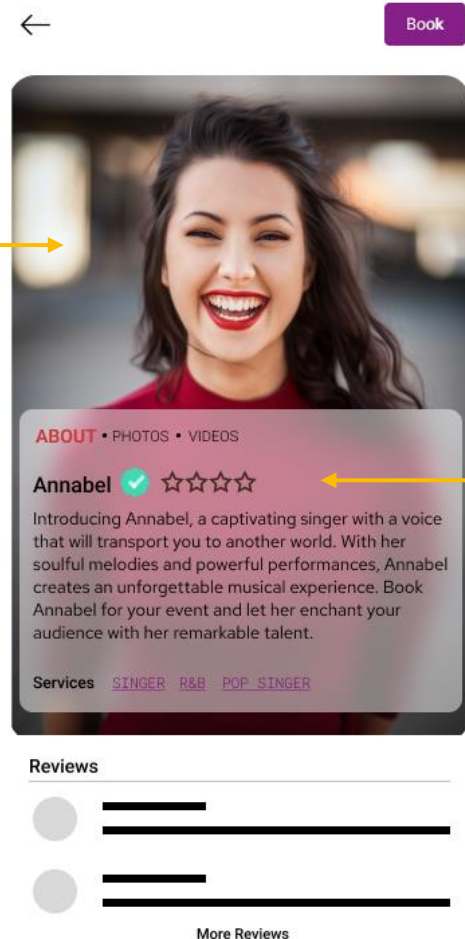
Provides musician search based on user's genre preference and event location



Digital wireframes

The artist page has essential and important information that the user would need to make an informed and trusted booking experience.

The selected artist page provides essential details of the users for informed user purchase. The page consists of about sections, photos, videos, reviews and services offered by the artist.



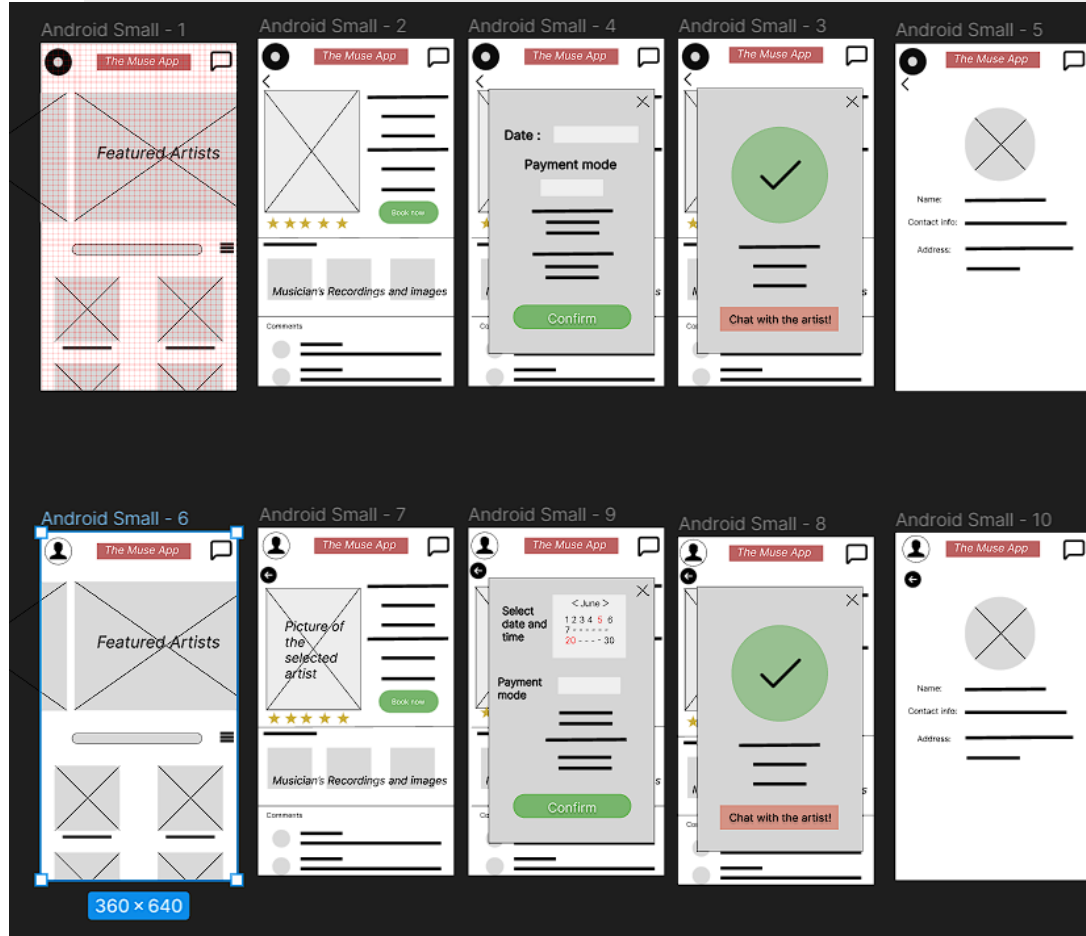
The green tick means the artist has been verified, this decrease any scams. Additionally the stars are added to the artists based on client satisfaction and review.

More Reviews

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.

View the Muse App
[low-fidelity prototype](#)



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 User want a calendar for booking
- 2 Users want to know availability of the artist
- 3 User wanted better navigation

Round 2 findings

- 1 More detailed booking (User Flow)
- 2 More details and category of the artist
- 3 Including voice search

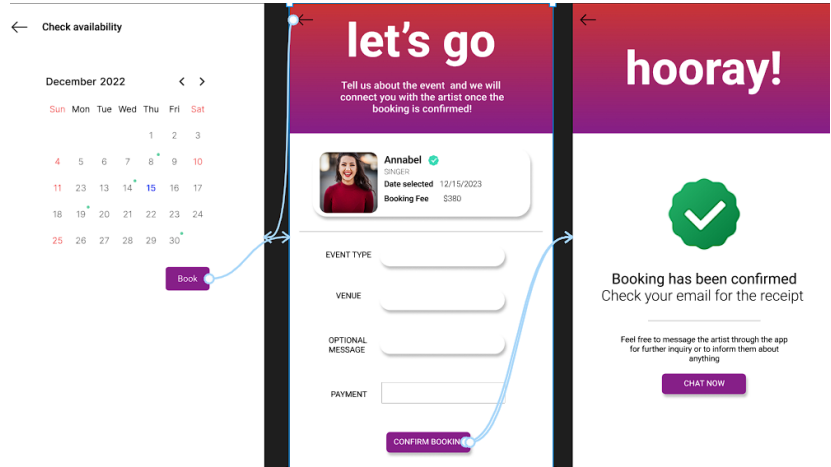
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

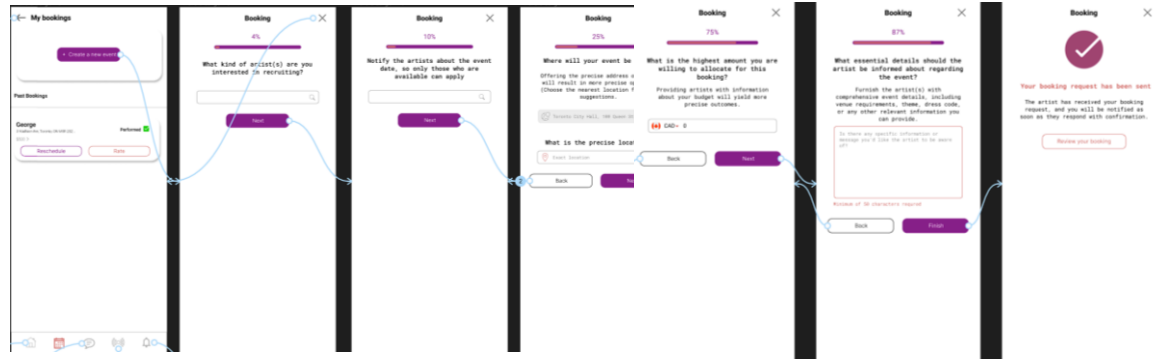
Mockups

Early designs allowed for fewer details before booking, but after the usability studies, I added additional details that will bring more clarity to the **booking process** while also offering an **enhanced user flow**

Before usability study



After usability study

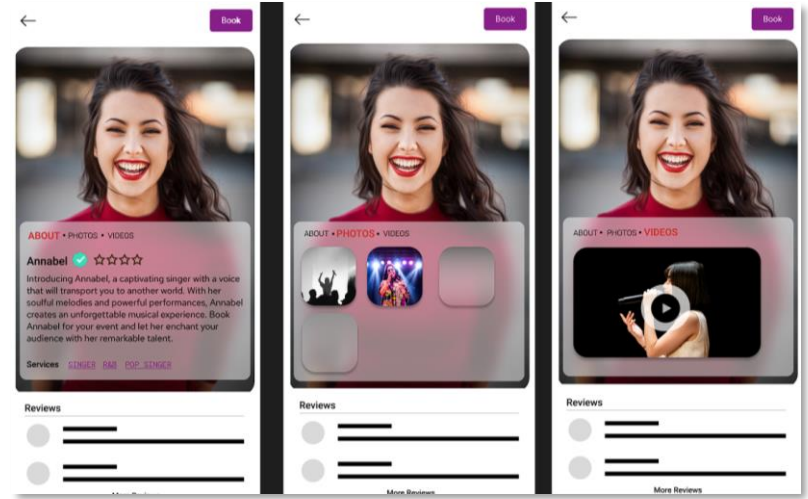


Mockups

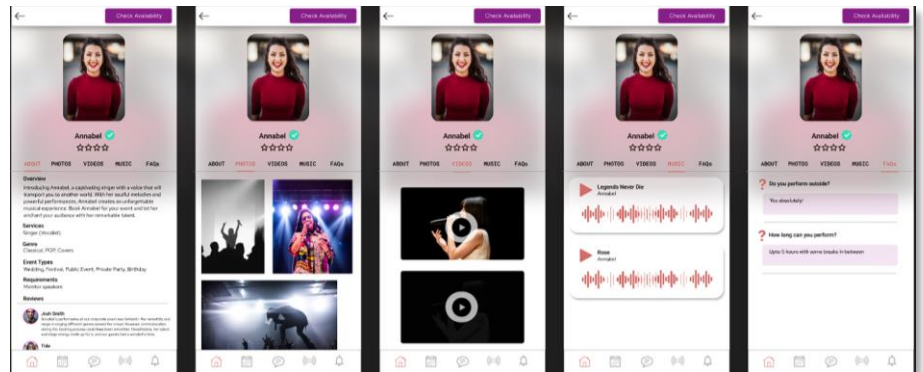
Redesigned the artist page after the usability study to make it look more professional and have important details about the artist



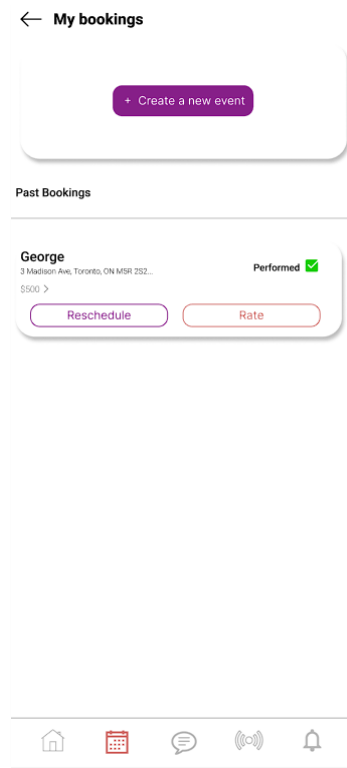
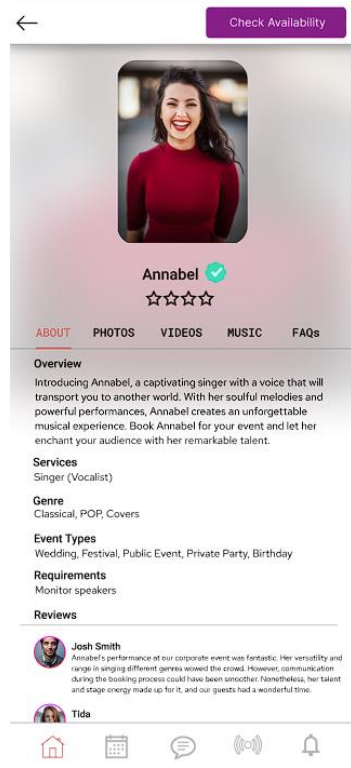
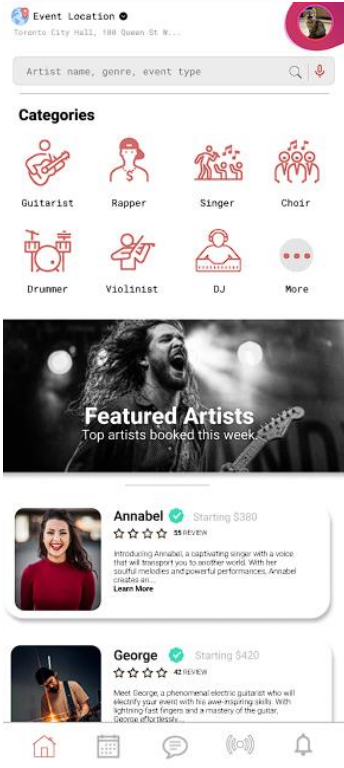
Before usability study



After usability study



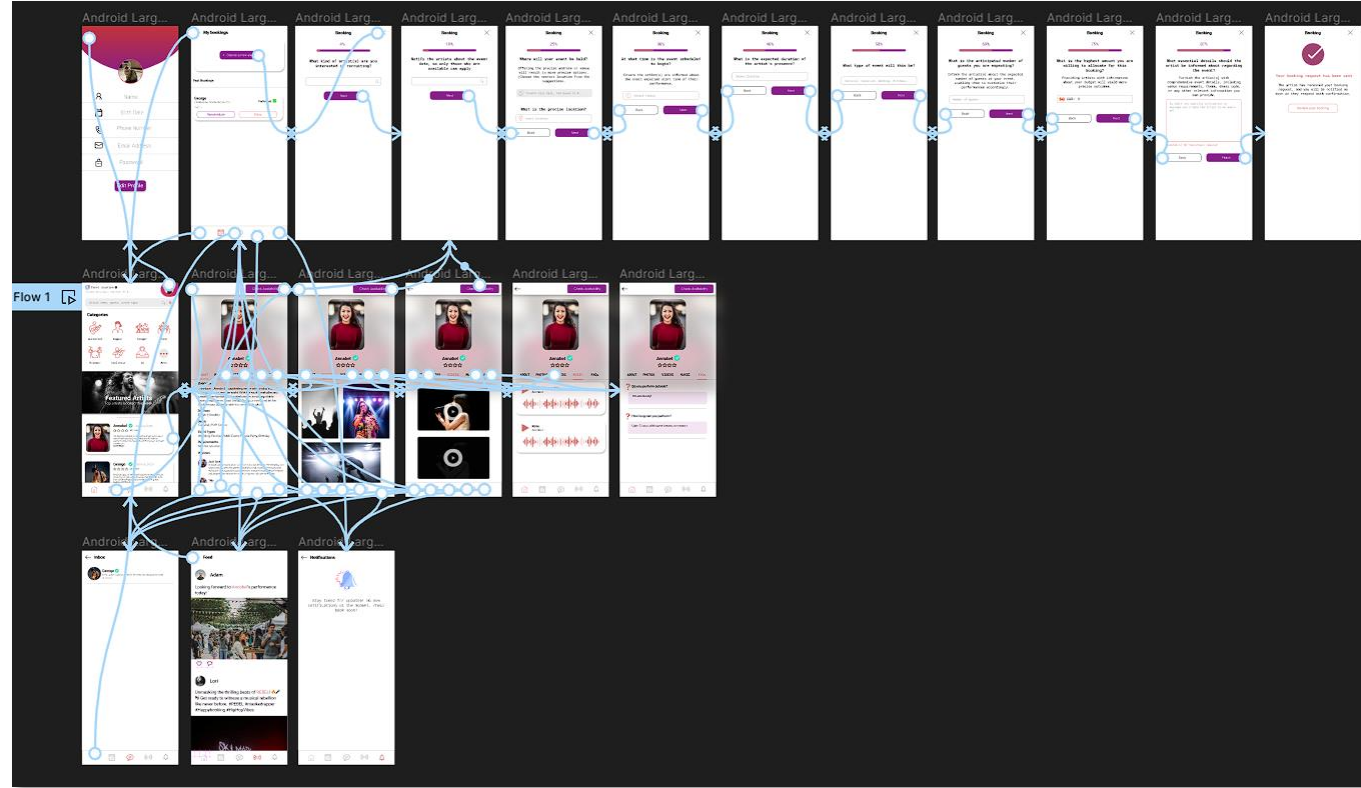
Key Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking a musician from the app securely and efficiently. It also met user needs to have detailed info about the artist and message them after booking.

View the MUSE app's [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding voice based command search on the homepage.

2

Improved the design of the app and added a navigation bar to increase accessibility

3

Added a live feed page where other users can share their booking experience with other users through posts.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like the MUSE app thinks about how to meet their needs.

One quote from peer feedback:

“The app made it so easier to book the preferred musician for any event. The booking process is much more clear and it has a live feed page where we can look at the musician performing for other users which increases my trust to use this app



What I learned:

While designing the MUSE app, I learned that the initial prototype is only the beginning and I one would likely need to redesign the app to solve user problem. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on MUSE app! If you'd like to see more or get in touch, my contact information is provided below.

Email: reonmichael.1999@gmail.com

Website: [TBD](#)

Thank you!