Fred's Album Sales Tracker App
Usability Study (revisions)

FASTA

Team

UXR, UXD, PM: Frederick E. Thomas

Project overview

The product: ALBUM SALES TRACKER

The app should calculate the sales throughout the year by month, week, and daily. This app caters to the targeted audience of fans, managers, A&Rs, music execs, artists who would like to know more information on the sales numbers and move accordingly from there.

Project duration:

Start time: 12:20 PM EST, Dec 15, 2021

Project overview

The problem:

How can users view the number of album sales that **an artist's album** has sold over a particular frame of time?

The goal:

Track the number of album sales **an artist's album** made in the year, broken down to month, week, day, and hour.

Project overview

My role:

Lead UX designer, UX researcher, and project manager for the designing of the Album Sales Tracker App.

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

The research went very well! My friends gave very thorough answers, some had similar takes and fewer differences. They did open my eyes to other apps that, this one could possibly model. As well as who the target audience should be and how they should be catered to. Minimalism, but informative. Also, a target user group has been more keyed in as it would benefit more reaching out to those that work in the industry, i.e. managers, A&R's, etc. those that would like to keep up with statistics.

User research: pain points

1

Overdoing the design

The consensus answer I've gotten back was to keep it simple, and minimalistic. Better for the eyes.

2

Hard to navigate

The easier the layout and movements of page to page and attached audio and/or links is important.

3

Target Group Identity

Mainly casual music listeners wouldn't find as much use for this than an actual music artist or someone working in the industry of music.

4

Lack of accurate updates

Not only would be crucial to gather accurate information at the highest rate as possible, but specifically the different type of sales that were accounted for.

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Persona: **LaTasha Morris**

Problem statement:

LaTasha Morris is a detailed-oriented
music artist manager
who needs to keep up with sales
statistics
because it helps chart the growth of
her artists.

"How could you have a destination, with no direction to get there?"

Goals
- Wants to track their artist's music sales bi-monthly at minimum
- Would like to view the budget that went in behind an album prior to release

Frustrations
- "I enjoy the simplicity, but too much of it could be straining on the eyes."
- "It sucks that the sales numbers don't distinguish between, physical copies and streams."

LaTasha Morris

Age: 32
Education: FAMU
Hometown: Tulsa, OK
Family: Husband, pet Yorkie
Occupation: Manager for a singer, and a hip-hop artist

LaTasha is a very meticulous manager of 2 artists. Tracking the progress of their music sales is very important to her and would at least like to check updates every other month. She expects to see how the budgets did post-release, and with that said, it can be frustrating not knowing which sales are which. She's iffy about the minimalism of the layout and figures it could use a bit more decoration.

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User journey map

Mapping LaTasha's journey showed how it would be helpful to have accessibility for the sales tracking app, for a situation like she just experienced.

Persona: LaTasha Morris

Goal: Wants to show her friend the current sales for the R&B artist she manages during a listening party.

| ACTION	Find her friend	Pull up the album sales app	Find her R&B artist's page	Show her friend the sales numbers	Access Accessibility feature for her
TASK LIST	Tasks A. Step away from regular crowd B. Locate her friend C. Moves to more quieter space in the venue	Tasks A. Pull out her phone B. Access the album sales tracking app	Tasks A. Search her artist using the search bar B. Select her artist profile	Tasks A. Pull up her recent album B. show overall sales C. Show breakdown between streams, online buys, and physical copies	Tasks A. Friend express her hard time of seeing clearly B. Friend has sensitive eyes at the moment, so LaTasha enables the audible text reader
FEELING ADJECTIVE	Scatterbrained at trying to navigate through a crowd concerned	Determined and focused	Happy to find her artist's page so that she can show her friend	Excited and very informative, thrilled to share the progress of her artist and the work	Confused, yet concerned, still determined to give her the full experience of the app
IMPROVEMENT OPPORTUNITIES	Communication to cut down on searching in the venue	App launch time could be faster	Favorite artist list to cut out search time altogether	"Overall sales, Streams, Physical copies, etc." Categories to search the sales info with	Icons that prompt next to the album cover art, the chart, text, so that images and text can be read aloud

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Starting the design

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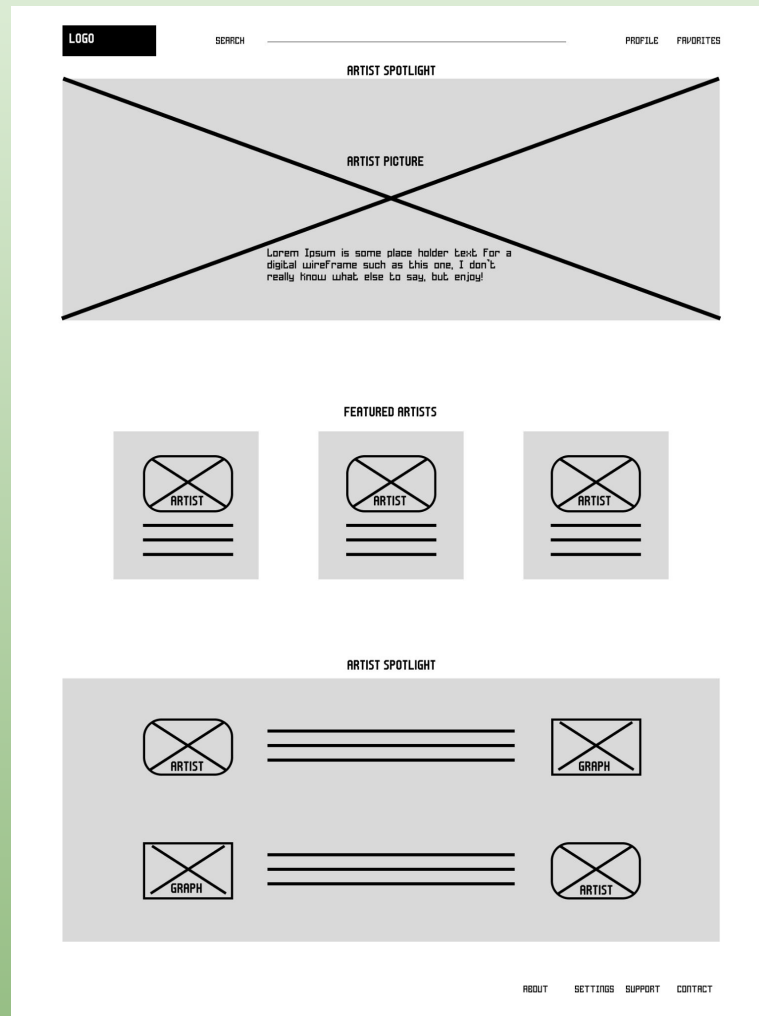- Low-fidelity prototype
- Usability studies

Paper wireframes

I drafted up some iterations of some homepages first on what would be best for the user experience and their respective paths. These could also be rehashed into some future designs despite not make the first cut.

Google
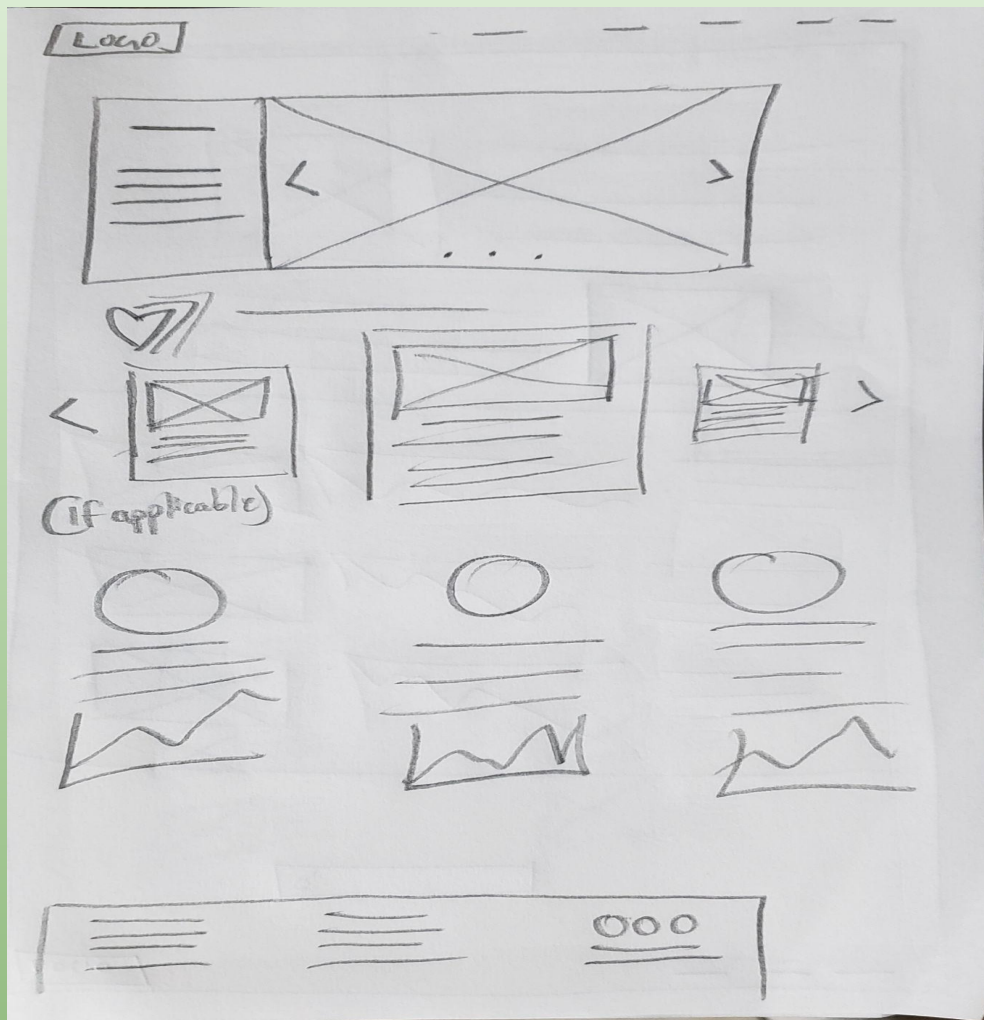
Digital wireframes

This is the first wireframe for the homepage. As you can see there are artists that have relevance that are in the spotlight and featured headlines.

ARTIST SPOTLIGHT

ARTIST PICTURE

Lorem Ipsum is some place holder text for a digital wireframe such as this one, I don't really know what else to say, but enjoy!

FEATURED ARTISTS

ARTIST SPOTLIGHT

Heading that keeps clear of text in the above the fold

Digital Wireframes

This was the first wireframe of the what would any artist's page for a specific album that the user navigated to.

Low-fidelity prototype

The low-fidelity connected the primary user flow of exploring the options of the app from artist spotlight to profile page.

View the album sales track low-fidelity prototype here.
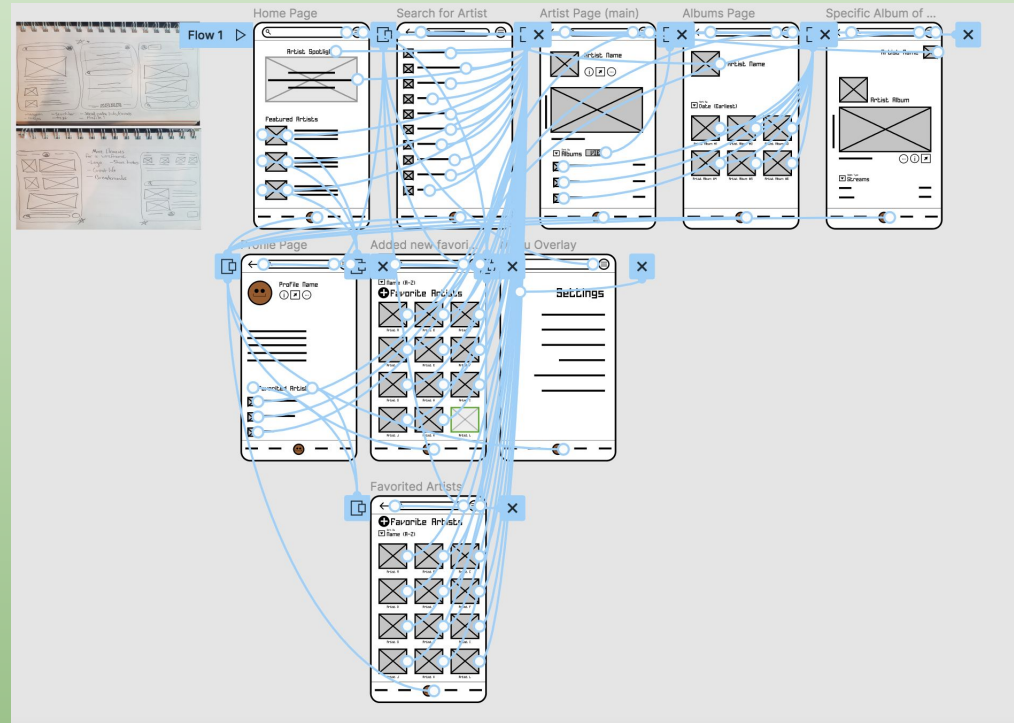
Low-fidelity prototype 2

The low-fidelity prototype connected the primary user flow of searching for artists and looking through their sales statistics and accolades. There was a few more details added to help participants & users navigate through app per the feedback from the first usability study.

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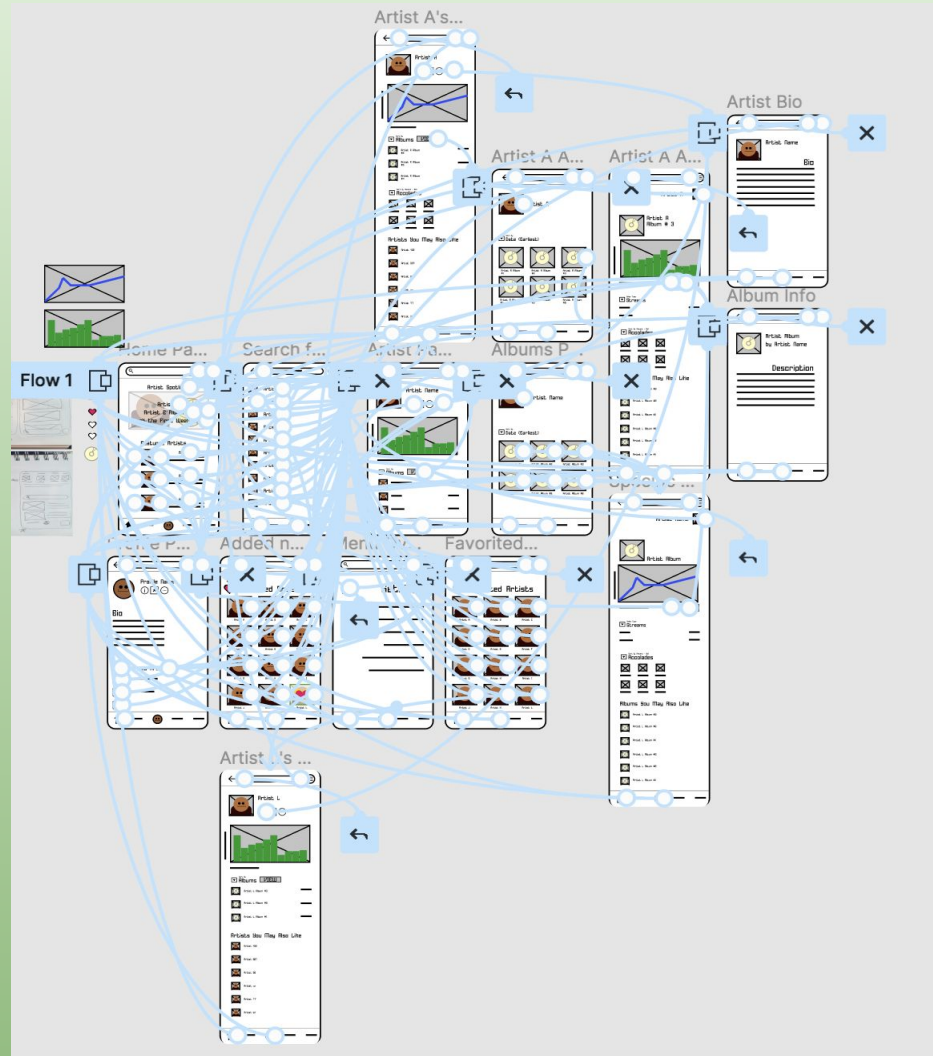
Usability study: findings

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

Round 1 findings

1   More details in the prototype

2   All the pages weren't the same throughout

3   Better cues for navigation

Round 2 findings

1   Few users thought Log-out was in Settings

2   More distinction between artists

3   Font size could be bigger

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Sitemap

Coming off the same function as the mobile device in the earlier iteration of the prompt, this would adapt the matrix structure of the sitemap.
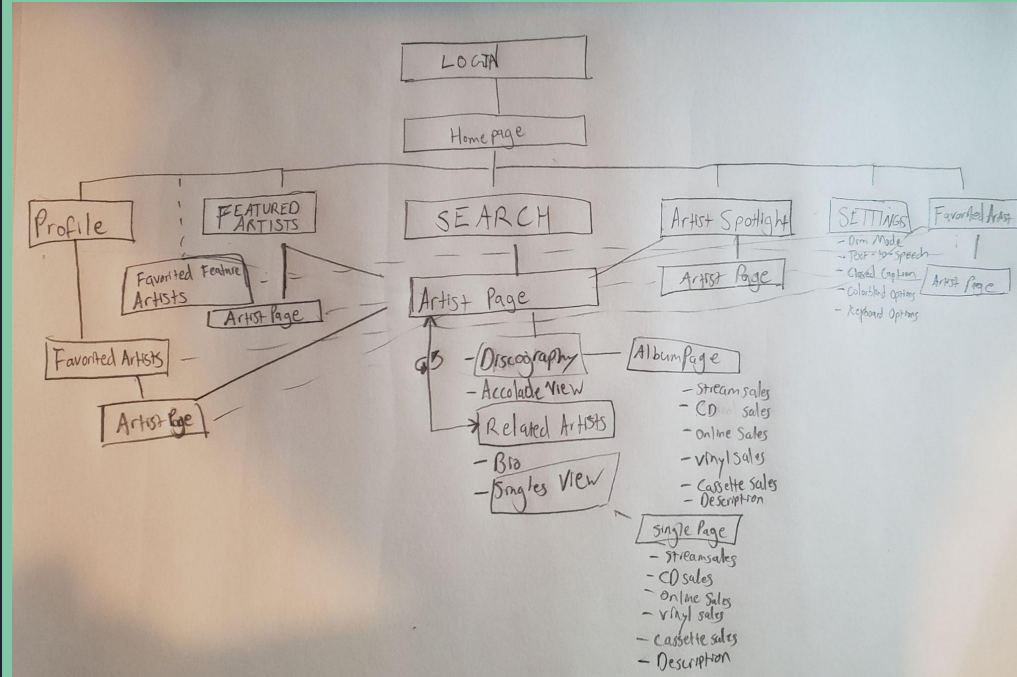
Paper wireframe screen size variation(s)

Just wanted to continue
what's already been shown
on the main page and
others for the mobile
iteration of the prompted
app design.
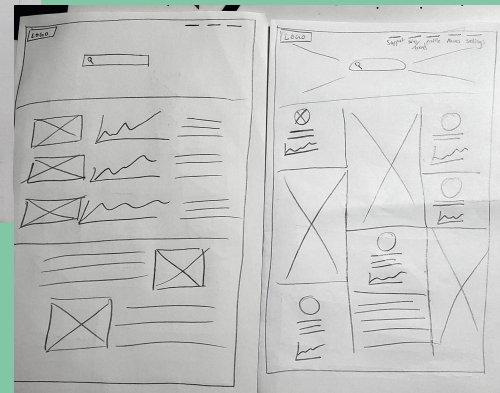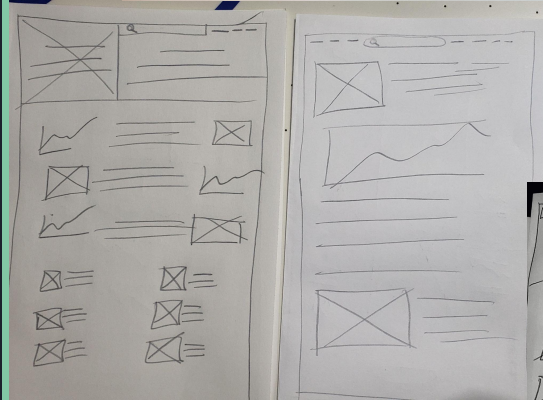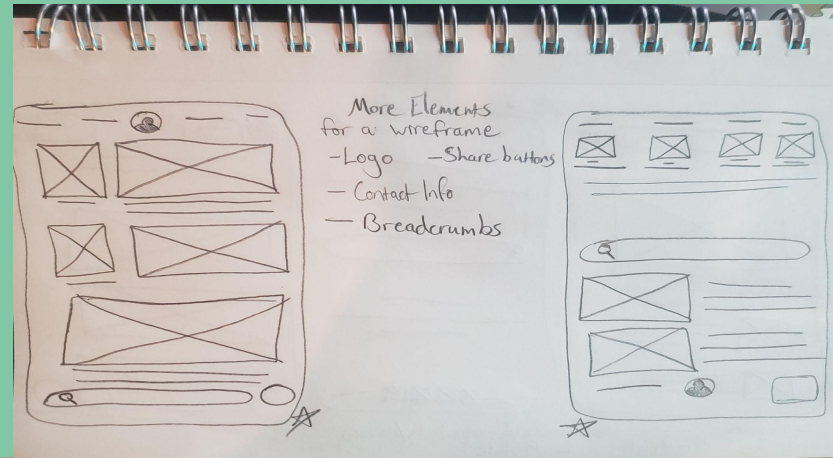
Digital wireframe screen size variation(s)

Just wanted to continue
what's already been shown
on the main page and
others for the mobile
iteration of the prompted
app design, but now into a
digital wireframe.
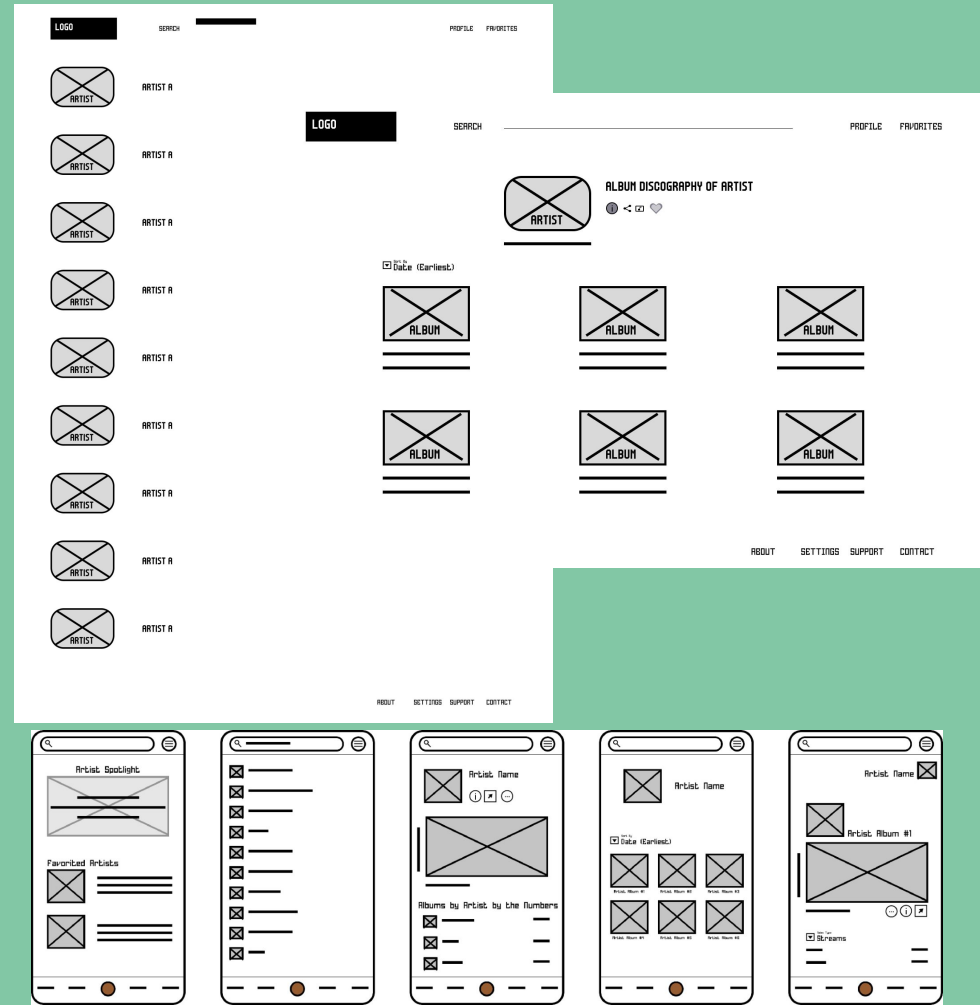
Usability study: parameters

Study type:

Unmoderated usability study

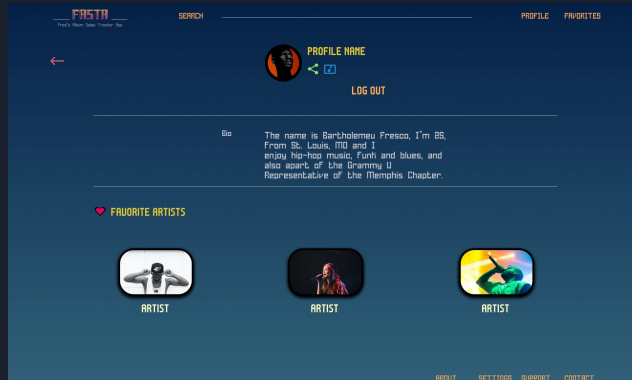**Location:**

United States, remote

Participants:

5 participants

Length:

20-30 minutes

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Refining the design

- Mockups
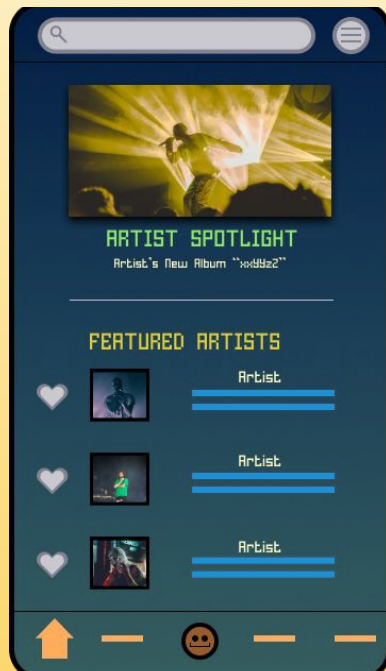- High-fidelity prototype
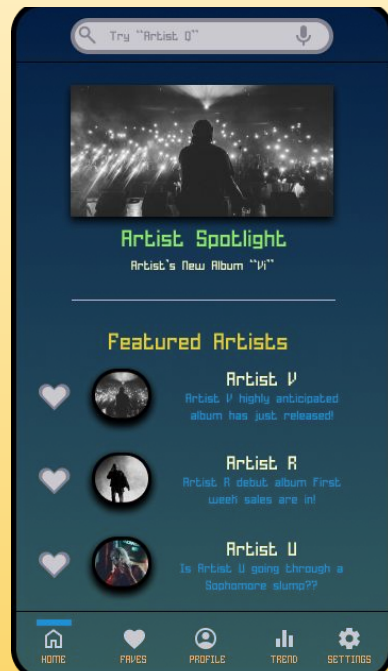- Accessibility

Mockups: Original screen size
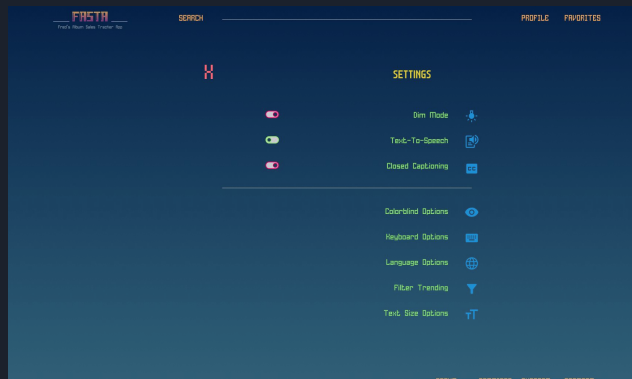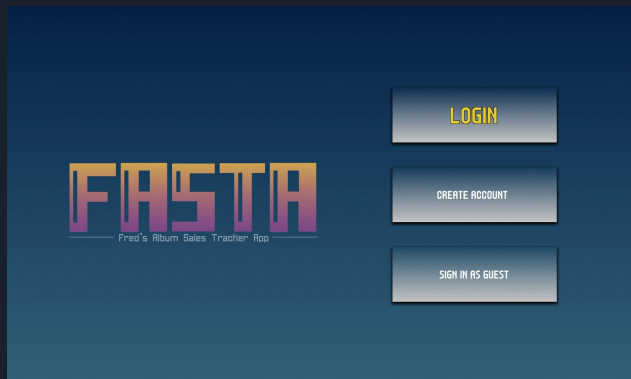
Mockups

After the 2nd usability study, there was still a little confusion in artist distinction so a bit more polishing took place after the 2nd usability study to better help the user's experience and journey
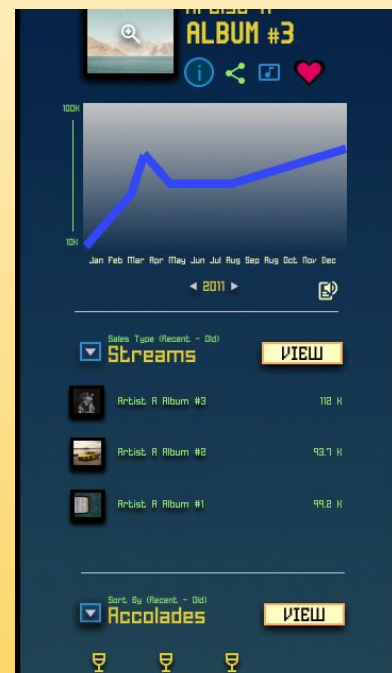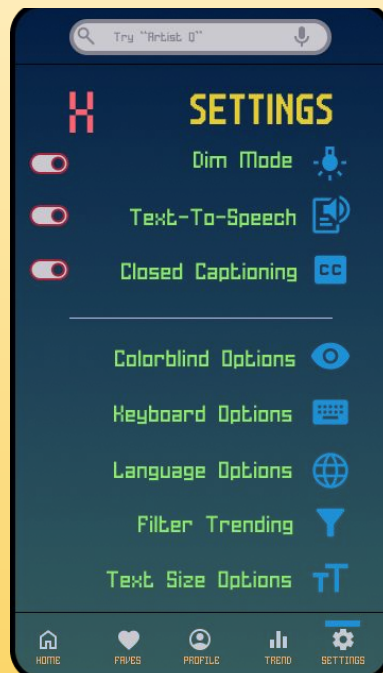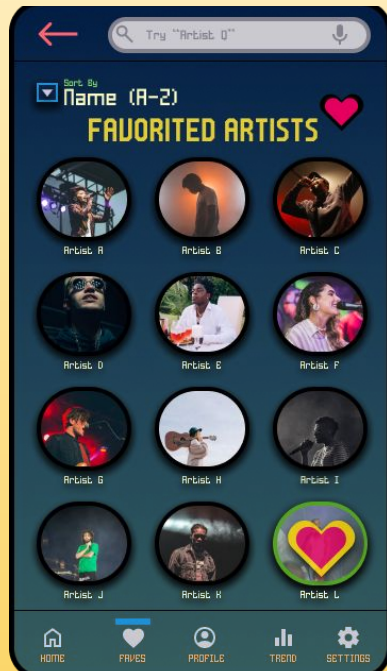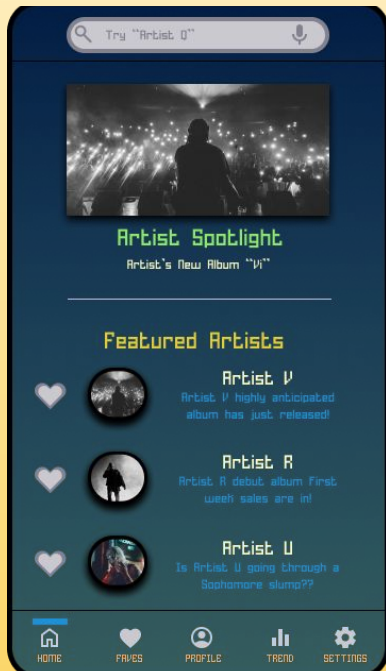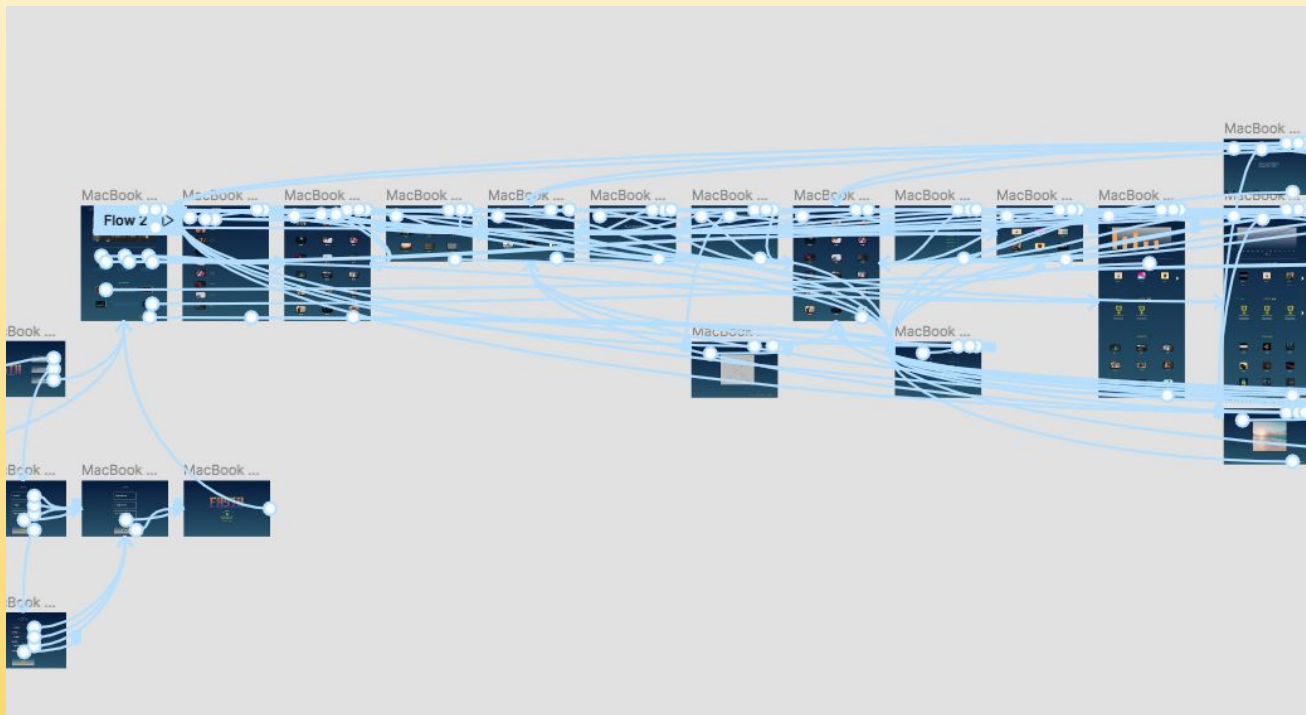
Google

Mockups: Screen size variations

Google

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for navigating for different artists, reading graph statistics, and settings for accessibility. Also, polished the artist info to provide more distinct presentation.

View the FASTA here.

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Accessibility considerations

1

I have added colorblind options in the Settings tab of the app just in case, certain users who deal with those disabilities can still use the app to their benefit.

2

Text-To-Speech was a big one for me because eyesight in general could be difficult for some users and I would like to provide a better service for the benefit of someone who deals with that.

3

One of the users of my second usability study mentioned the bio text size may have been a bit small to read, so to accommodate for that, I have also added a Text Size option as well for users to increase or decrease at the preference.

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app left the participants feeling very interested in the product as it met with the their expectations of such app.

One quote from peer feedback:
"I think i like this app very much, i think it has future potential" Very intriguing having articles on artists all in one place"

What I learned:

As I designed and did my iterations of the app, I've learned that there is so much more to expound on to getting an app just right for not only the user but the vision that was initially set. I feel the more involved in the usability studies, the better, this is a very important step to take as you're building an app with the team.

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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.

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Let's connect!

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

Email: fred.ee.tee@gmail.com
Website:
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