

Musician's Corner App

Elaine

Project overview



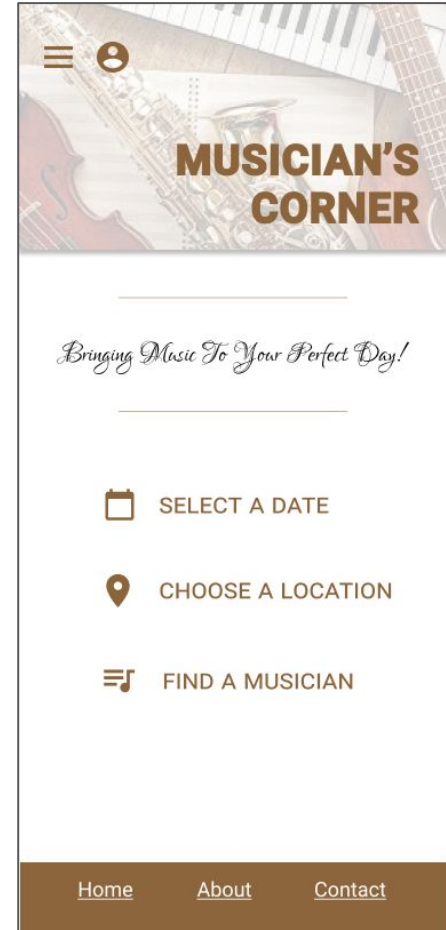
The product:

This app is designed specifically for people who are having a wedding/event and would like a live musician to be there.



Project duration:

September 2021



Project overview



The problem:

Getting Live music at weddings/events



The goal:

Connect Live Musicians to a wedding couple at a venue.

Project overview



My role:

UX Designer



Responsibilities:

Design, Research, Wireframing, Prototyping

User research: summary



As I was doing research, I discovered that there was a high sense of frustration in being able to book a musician to play live at weddings and events. Also, that some venues were not set up to handle live musicians. After doing a bit of digging around, I discovered that it would be possible to get approval from venues through our app to get live music at these events.

User research: pain points

1

Community

No way to connect with
Musicians or Music
Bands

2

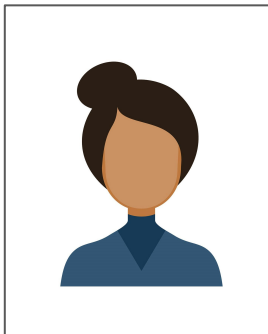
Venue Reservation

Choosing a venue and
then not being able to
have live music

Persona: Sarah

Problem statement:

Sarah is a Bride-to-be who needs to book a live musician because she would love to surprise her Fiance.



Name: Sarah
Age: 32
Education: Bachelor Degree in Social Justice
Hometown: Phoenix, Arizona
Family: 2 kids, Fiance
Occupation: Judge

“Our wedding is the first part of next year, and this app has finally helped me connect with and decide who I want for live music at my wedding.”

Goals

- Book a Musician at an approved venue

Frustrations

- Selected Venue was not approved

Sarah is a busy woman with a demanding schedule. Even though she loves the thought of having live musicians at her wedding it was more difficult than she thought it would be. This app helped connect multiple people and communities and proved as helpful for people in her situation.

User journey map

Mapping Sarah's user flow helped me see some missing components that would be very helpful in making the user experience better.

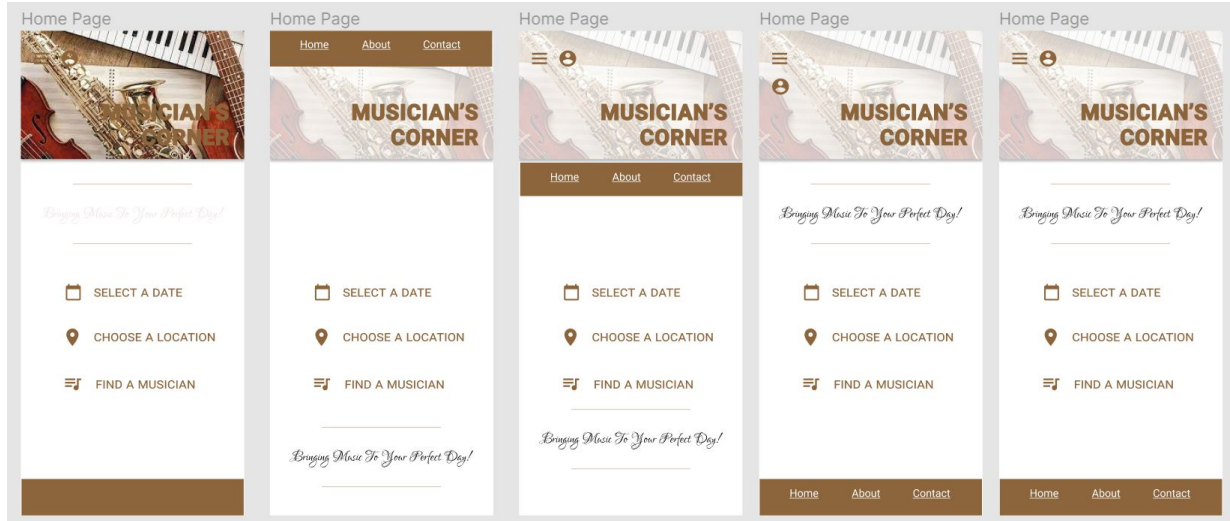
Sarah			
Task	Click Path	Observations	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: Choose a starting point for your journey	Login > Home page	-Participant is unsure why she can start at any step in the process	2
Prompt 2: Select a Date	Home page > Select a Date	- Participant find selecting a date easy	1
Prompt 3: Choose a Location	Select a Date > Choose a Location	- Participant liked the wide variety of locations available, but would have like to select the option of State to filter locations	2
Prompt 4: Book a Musician	Choose a Location > Book Musician	- Participant liked the filter by genre feature	1

Starting the design

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

Paper wireframes

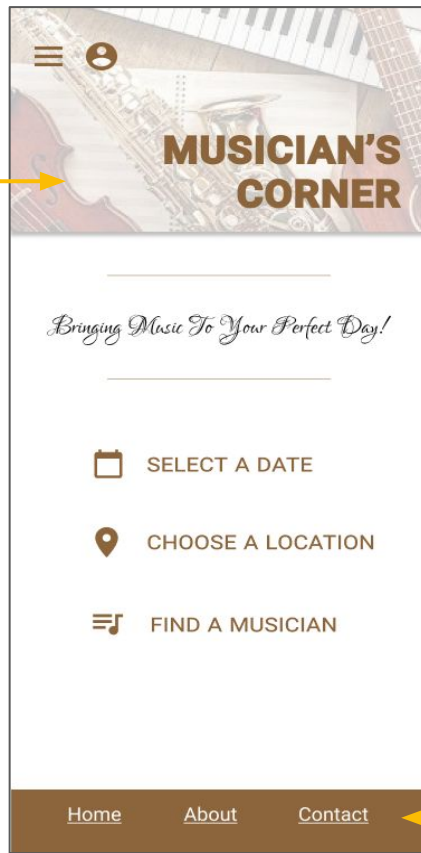
For the Home Page, there was multiple possibilities of where to place the components, but I think the last image captures it best.



Digital wireframes

As I was editing this page, I noticed that changing the opacity of the hero image helped add character to the page.

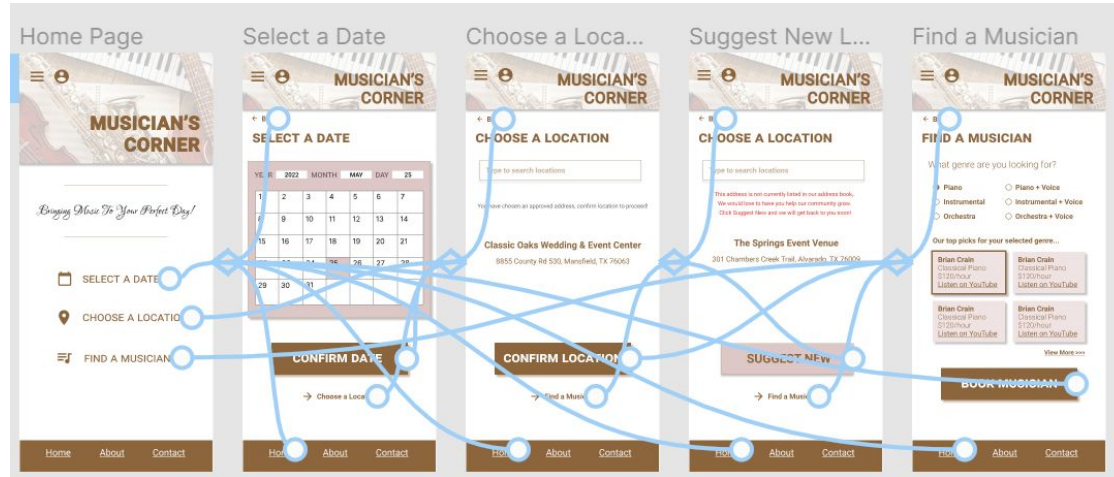
The image is opaque to make the text and icons stand out more



The buttons down here are on every page

Low-fidelity prototype

<https://www.figma.com/file/ABZK-MVrvtCTFpxNyvc3WX7/UX-Training?node-id=0%3A1>



Usability study: findings

When receiving feedback, I was glad to find out that the suggestions would help improve the app significantly.

Round 1 findings

- 1 Clear user flow from home page
- 2 Select state when choosing location

Mockups

The input from the usability study helped the homepage design significantly.

Before usability study



Bringing Music To Your Perfect Day!

 SELECT A DATE

 CHOOSE A LOCATION

 FIND A MUSICIAN

After usability study



Bringing Music To Your Perfect Day!

 SELECT A DATE

 CHOOSE A LOCATION

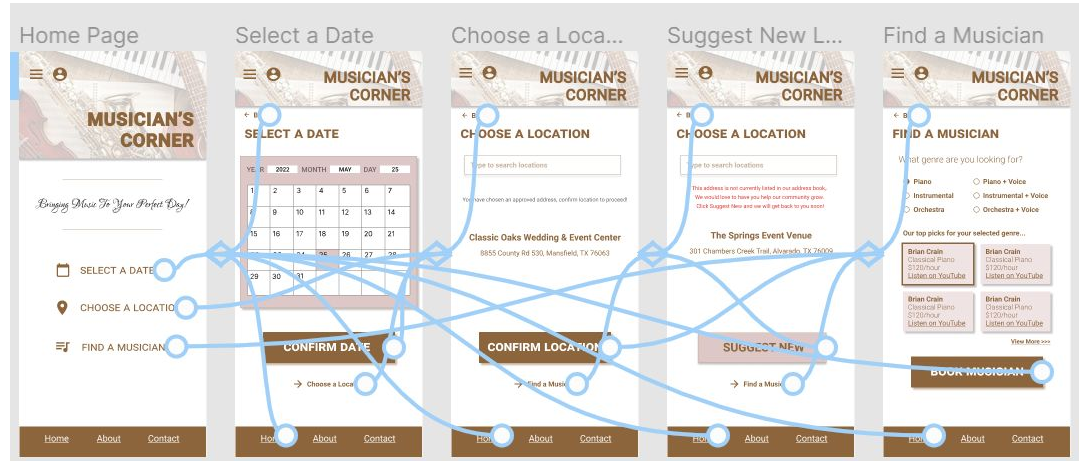
 FIND A MUSICIAN

[Home](#) [About](#) [Contact](#)



High-fidelity prototype

<https://www.figma.com/proto/ABZKMVrvtCTFpxNyvc3WX7/Musician's-Corner-%7C-App-%2B-Web?node-id=63%3A190&starting-point-node-id=63%3A190>



Accessibility considerations

1

Add a clear step-by-step process for user

2

Enter “back” options for each page

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I will be researching for my design how to implement a state and city filter when looking for a venue.



What I learned:

Other people bring value when you let them speak into your design.

Next steps

1

Research how to do a filter to search by state and/or city for a location.

2

Work on creating a more self-explanatory flow from the home page

Let's connect!



Thank you for taking time to review my work!

Let's Connect!

Email: example@gmail.com