1º Usability study - MusicAll

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UX/ UI

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Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

Create an app to promote musicians and get paid for that only with donation or selling merchandise products.

On other hand, create a platform to user listen musics based in their mood or music style preferences.

Study Details

Research Questions

How long does it take for
you to find a mood list in
the app?
Can users easily listen to
music?
How many steps did he take
to do it?
Are there any parts where
users are getting stuck?
What can we learn from the
steps that users take to
listen?
Can users easily donate or
buy items?

Participants

5 participants

3 female, 1 males and 1 non-binary
individual between the ages of 25
and 45.

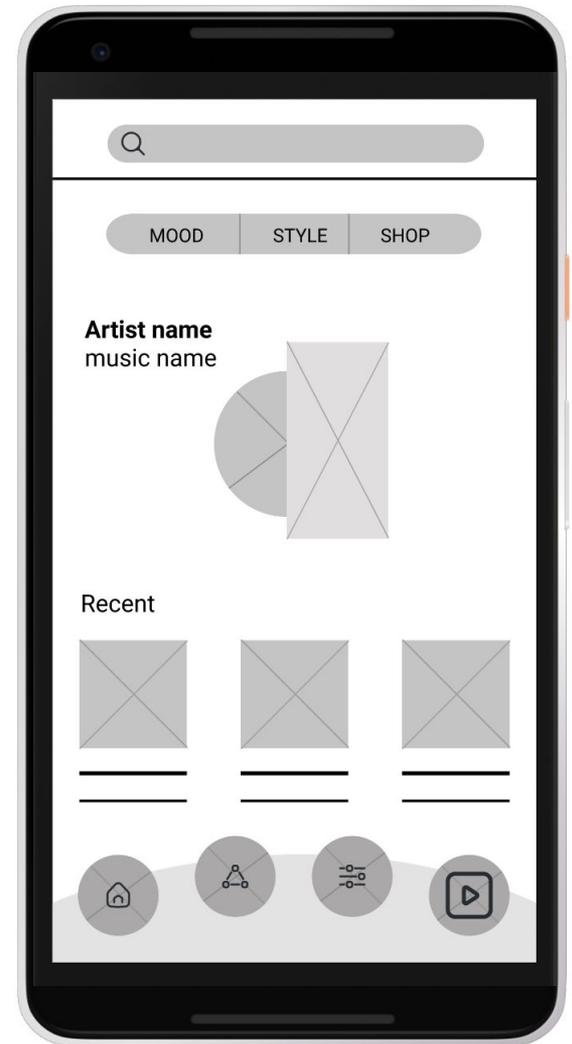## Methodology

05 of minutes/ participants

Barcelona, ES

Moderated usability study

User were asked to do tasks in
a low fidelity prototype.

Prototype / Design Tested

To check the low fidelity prototype,

Please click here

Themes

Most participants perceived issue in the contribution process

- It was observed that # 4out of 5 # participants had issue with the buy/donation process.

- Half of then suggested change the name to contribution.

- Two of than suggested turn in to light the importance of the contribution to keep the free music service.

" Maybe could change the name of the button a part of put more evident that it does not have ads but the app work with donations or shopping merchandise"
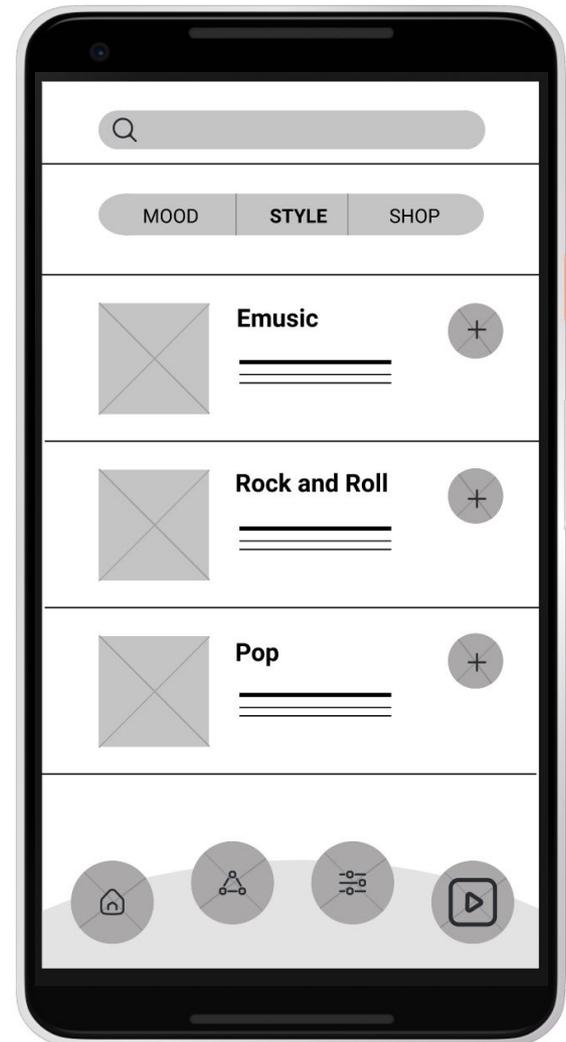
Participant B
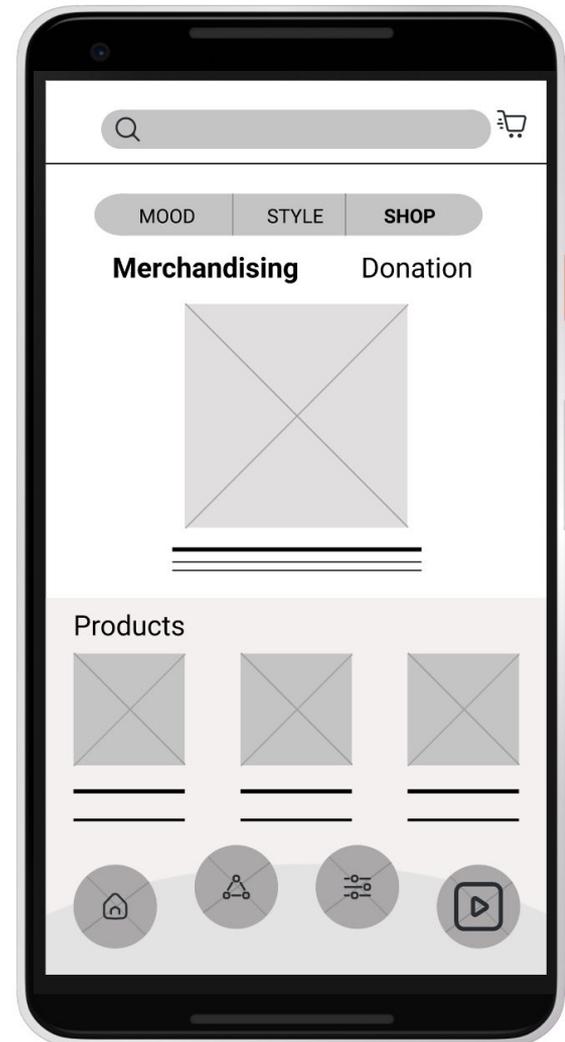
Visual increase

- It was observed that # 3 out of 5# participants thought not useful app since we listen music searching artist and music.
- More than half participants though the app should increase the aesthetic quality as colors and clear buttons

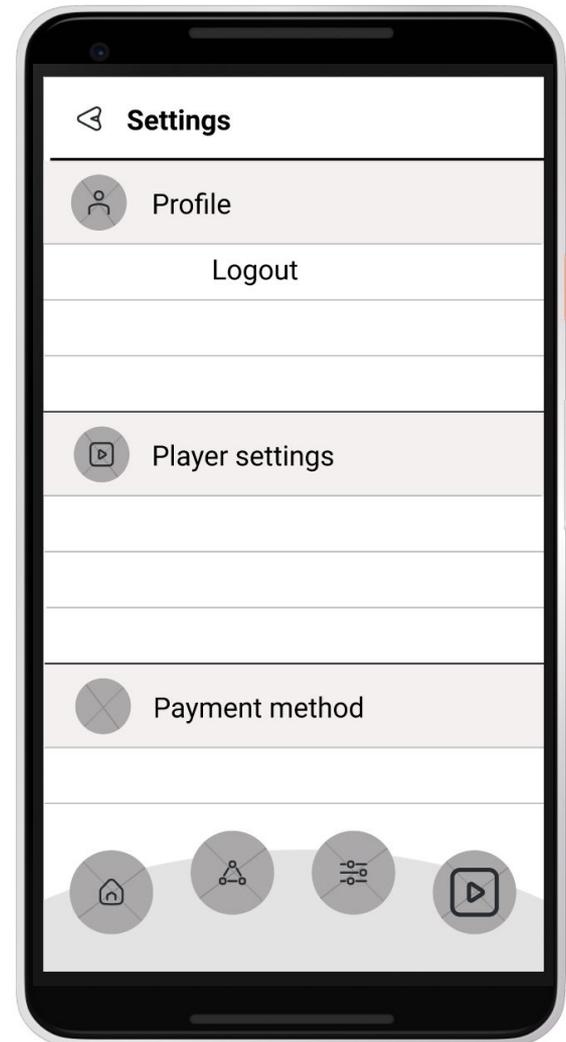"It is easy to use but need some improves in the appearance as more visual details, more clear buttons"

Participant E

More languages options

- It was observed that # 2 out of 5# participants did not understood well because the app is only in one language.

"It will be better if it has more language options"

Participant C

Insights & Recommendations

Research insights

Contribution process is not clear enough

In general, users prefers the main point of the app better explained

Visual increase

It will be better to the user if has more visual appeal

More language options

It will increase and facilitate the user experience

Recommendations

- Facilitate the contribution process clarifying the buy/donate process as well educate user since the first moment.

- Build a final design version.

- Add more languages version of the app since the first contact with the app.

Thank you!