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PART 1
DISCOVERY
PROJECT GOAL
To deliver the best curated music experience based on personality through a questionnaire catering to males aged 18-25 years.

OBJECTIVE STATEMENT
Beat.Box will be the digital destination where young adults can personify their music through suggested playlists and minimise their search to discover their next favourite song.
**PRIMAry AudIence**
- Male
- Ages 18-25
- College Age/Entry Level Career
- Single
- Hourly Income/ $20k+ per year

Youthful, socially-active, loves to discover new music to share with friends. Enjoys exploration and discovery and love to be the first in their peer group to discover the latest tracks.

Need a service that tailors to their likes and lifestyle, but is quick and easy to set up, especially on a smartphone or tablet.

**SECONDARY AUDIENCE**
- Women and Men
- Ages 18-35
- College Age to Young Professionals
- Single or Married, no children
- Income of $30k+ per year.

Time-conscious and need a novel and quick way to create a playlist. Limited experience with building playlist due to lack of knowledge of existing music. They have a strong engagement with novelty online quizzes and like to be first to discover new music.

Focus is on quick, accessible way to educate them about emerging musicians and new genres.
This is a mood board example of the different ways a male aged 18-25 would explore and discover themselves socially in the outside world.

This is based on the creative brief, interviews with people as well as observations amongst those sharing content on their social media profiles.
Scott is both a full-time student and part-time cinema worker. He is a socialite as a member of many university clubs and community sporting groups. He enjoys adventuring the outdoors when not at uni or work. He is also seen first in line buying tickets to the next live music concert and live uni bands.

**PROFILE**

Leading a busy life between university, work and his social life – Scott finds listening to music as therapeutic, and also perfect for concentration. Scott however, does not have the time to create playlists and is often lacking of energy to perform the tasks required to discover music.

Scott is in need of a solution which is seamless, engaging and provides the ability to create playlists with minimal effort.

**MEDIA USAGE**

Scott is a very frequent user of social media sites – Facebook, Twitter and Instagram. He prefers to use his phone but is most often using his laptop because of work and uni. In terms of apps, Scott enjoys using music apps such as Spotify and Pandora as well as other apps, eg. Netflix and YouTube to distract him from the pressure of studying.
AUDIENCE/COMPETITION

SPOTIFY
Device agnostic, app-centric
Uses vibrant colours, mix of illustration and photography. Copy begins with verb to encourage action.
Main CTA is for the subscription.

PANDORA RADIO
Device agnostic, web-centric.
Uses plenty of shades of blue with lens flare and no other focus other than the music player and artist's album cover.
Main CTA is just to play the music straightaway.

APPLE MUSIC
Apple-centric, app-centric
Mixed palette of B&W gradients, and pink, red and the page has a strong focus on the artists themselves as opposed to the app itself.
Main CTA is to learn about the product.
Device agnostic, no focus on web app or device app.

Uses flat design with Google branded colours and supported with imagery of albums and use of service on device.

Main CTA is start subscription service.

Device agnostic, web-centric

Blue is centric colour with girl in hero panel as persona. Content above the fold to encourage scrolling.

Main CTA is to register using Facebook or email.

Device agnostic, web-centric

Emphasis on orange which is the brand colour identify. Photography is only used with evoking emotion through facial expressions.

Main CTA is to search for music.
Focus on three keywords from the creative brief:

Personalised, Vibrant, New and Exciting.

Focus on the key element of geometric figures.

Unfortunately this was scrapped from production.

Focus on futuristic technology and architecture.

Based on feedback, this felt too forced and unrealistic.
Based on the brief, the three keywords outlined were: personalised, vibrant, new and exciting.

The first column shows a combination of beat as in heart-beat and musical beat.

The second and third column show personalisation represented in different contexts.

The fourth column is an exploration of different font treatments to consider, whilst the last column is an emphasis on neon which represents the vibrant element.
This moodboard is an emphasis on the vector element and personalisation from the previous mood board. Unfortunately, this styling was not used in the final design due to lack of experience with illustrator and because the applications used – DMesh did not create an aesthetically pleasing design to the test users.
This moodboard is an emphasis on the futuristic element from the first mood board. In particular, it is a focus on the technology and architecture expected for the future.

Upon learning of the colour element of the design phase, this was also unfortunately ignored as it did not suit the existing design and futuristic exploration did not appear relevant to the test users.
Through testing of different colour schemes with assistance of the Adobe Color Picker tool, the schemes on the right, were created.

The test users found that the complementary scheme was most aesthetically pleasing, however in user testing, the users didn’t notice the CTAs, so the beach colour was changed to red to contrast the content. The blue hues were also played around with to create the final colour scheme on the next slide.
BEAT.BOX COLOUR SCHEME

MAIN
TEXT
BACKGROUND
ACCENT
ACCENT
The body font was found to be too small as the panels had too much whitespace.

H1 styling was found to be easy to read, particularly because all caps is smoother to read.

The body font took more time to read and strained the user’s eyes because it used serif font styling.

The H1 font thickness was very striking, however lower case made it seem less important.

The H1 font has good styling, however this feels too 'video-game'-ish and not relevant to music unless 'its about 80s music'.

Body font was a lot easier to read on the eye and font size helped ease the scanability of the text.
HEADING1
HEADING2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

FINAL VERSION

H1
League Spartan, Bold, 72pt

H2
League Spartan, Bold, 48pt

BODY
Segoe UI, Semilight, 24pt
**MAIN**

**<H1>** HEADING1

**<H2>** HEADING2

**BODY** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

**ALTERNATE**

**<H1>** HEADING1

**<H2>** HEADING2

**BODY** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
Using the user-centered design methodology and mixing this with the visual design process, the following stages below applied the UX approach.

<table>
<thead>
<tr>
<th>EMPATHY</th>
<th>DEFINE</th>
<th>DESIGN</th>
<th>PROTOTYPE</th>
<th>TEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Interviews</td>
<td>- Personas</td>
<td>- Develop screen flow and navigation (interaction and order of information)</td>
<td>- Wireframes</td>
<td>- Scenario testing</td>
</tr>
<tr>
<td>- Observations</td>
<td></td>
<td></td>
<td></td>
<td>- User testing</td>
</tr>
<tr>
<td>- Competitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
All imagery was shown to the interviewees. 4/5 found the space imagery to be cool but irrelevant as didn’t show anything about music and felt out of place as the other two were something someone would do in real life.

The original idea, was for the hero imagery to feature geometric patterns to display a degree of difference but all 5 interviewees found the image unappealing and nauseating to the design.

After completing the study on colour, it was decided to investigate which colour scheme the users wanted – dark or vibrant. Vibrant won majority with 4 votes out of the 5 surveyed.
When testing the website, the users felt there was a lot of content on one page, so it was difficult to know where they are. A navigation menu was added so they have visibility of status.

Because red was used for CTAs as an accent colour, it was unsure as to whether users would perceive this as a negative action as red is bad. After investigation, none found it to be concerning.

In relation to the navigation headings, the copy was changed to be consistent with the headings so that there wouldn’t be any confusion for the user.
PART 3
DESIGN
LISTEN WITH YOUR HEART

Discover your music playlist based on who you are and what defines your personality.

Start the quiz
Listen with your heart
Discover your music playlist based on who you are and what defines your personality.

Start the quiz

Personality Quiz
Learn things about yourself that you didn't even know.

Start Quiz

Beat.Box

Listen with your heart
Great music, unexpected finds tailored for you.

Start Quiz

Personality Quiz
When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging artist? Or found just the perfect playlist for that special date night?

Beat.Box introduces you to artists you love by creating bespoke playlists just for you. We believe that music is an expression of your personality and finding that perfect playlist can make for the perfect day. Our playlists are curated just for you with music from emerging and established artists based on your personal profile.

Begin
INTERACTION #1

When the user clicks the 'START QUIZ' option, the page scrolls to the next panel 'PERSONALITY QUIZ'.
INTERACTION #2

When the user clicks a navigation option, the page scrolls to where that section begins and the section title becomes highlighted.
When the user reaches the end of the page, they reach the footer. However, if they scroll a bit more, the map and contact us details are displayed.
4 MOBILE

INTERACTION #4

When the user selects the hamburger menu, the menu takes over the screen space with options becoming available.
# CALL TO ACTION STORY

Each section has been placed in a specific order to serve a purpose to the story.

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<thead>
<tr>
<th>#</th>
<th>TITLE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero Panel</td>
<td>Main CTA encouraging to start the quiz</td>
</tr>
<tr>
<td>2</td>
<td>Quiz</td>
<td>Personality Quiz panel which performs the questionnaire – the objective of the website</td>
</tr>
<tr>
<td>3</td>
<td>Playlists</td>
<td>Quick shortcut to quickly view playlists within the website</td>
</tr>
<tr>
<td>4</td>
<td>What is Beat Box?</td>
<td>Carousel with short spiel about what the product is and its benefits.</td>
</tr>
<tr>
<td>5</td>
<td>Recommended By</td>
<td>Testimonials section from different companies to verify the authenticity</td>
</tr>
<tr>
<td>6</td>
<td>Hungry for More?</td>
<td>Link to blog as well as an ‘end of the story’ to encourage users to learn more about BeatBox from a personal level as opposed to marketing.</td>
</tr>
<tr>
<td>7</td>
<td>Footer</td>
<td>Additional links to social networks, contact us.</td>
</tr>
<tr>
<td>8</td>
<td>Map</td>
<td>Shows the location of where the HQ is as well as contact details.</td>
</tr>
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</table>
### PART 1 - DISCOVERY

Through investigation of the 18-35 year olds as well as the other music subscription service website design, BeatBox is able to differentiate itself through emphasis of the questionnaire as a method of playlist creation which will make it seamless to the user to pick their next favourite music.

### PART 2 - METHODOLOGY

Through investigation of the different colour schemes, typography and user research, the design was able to apply empathy into the design as well as subliminally evoke emotion appealing to the user.

### PART 3 - DESIGN

Through iterations of the desktop and mobile – BeatBox is able to visualise the experience to the user through this particular interface.

By considering the interaction design, BeatBox is able to create a dynamic experience as opposed to a static website.
Though the UX component was not discussed until halfway in the project, based on this experience, it would be best to interview and observe users early-on, so that insights can be determined earlier on and so the empathy can be discussed more thoroughly.

Unfortunately, towards the end of the project, work ended up taking up my capacity and also ended up getting ill. For future projects, I would need to allow contingency of timings to prevent any possible unfortunate circumstances and to ensure all work can be effectively evaluated properly.

One major learning was to consider the colour, typography – rather than just use my own ideas and pretend to consider other variables in my design.

This was hard but important because the end user is not myself but the targeted persona.