



IMPROVING THE **MILLENNIAL** **MUSIC EXPERIENCE**

 15 minute read



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Before I present my UX Executive Summary, I would like to share 3 pages of my reflective essay/future blog post for my digital media journalism portfolio!

PSA: I apologize for the lack of visual appeal and enormous amount of unedited grammatical errors.

ALL ABOUT MY EXPERIENCE AS AN AMATEUR UX DESIGNER! What I have learned and my thoughts along the way

My first 9 months as a UX Design student have been quite challenging! I have re-evaluated my talents, skills, and creative abilities weekly! I have contemplated focusing my career development solely on marketing/journalism or accepting my fate as a Career server.

However, I have managed to make it to my second semester in the MA UX program. I am still enrolled in Designing Screen Bases Interaction 2! I must be learning something of value to me as a seeker of knowledge, skill enhancement, and paying customer.

Therefore, I have decided to turn my “failed” project into a learning experience and present my case study as a personal design critique, inspired by a few inspirational quotes from my Pinterest motivation board.

“I failed my way to success.” -- Thomas Edison. -- “Stay hungry, stay foolish,” – Steve Jobs – “I haven’t failed I have just found 10,000 ways that won’t work,” – Thomas Edison.

14 Things I learned Improving the Spotify Mobile App, Concerts Features, as an amateur UX Designer/Researcher

1. Don't test ONLY your closest friends, who know how vested you were in the project!

I feel like they were scared to give me honest feedback for fear of hurting my feelings. Even though, I repeatedly iterated that, I wanted to learn how to test people to find out if a design is useful, useable, or desirable! I'm not really an app designer and have no clue on what to do! But I do know as long as you tell me your thought process while trying to accomplish a task, your feeling, and suggestions! I will be pleased! I could care less about my graphic design abilities and newly developed XD proficiencies. Still the majority tested responded in one of two ways.

- 1.) They seemed to feel less like a user being tested seriously about a product but a friend trying to do some school project... OR they found my introduction spiel and unfamiliar serious tone and demeanor comical
- 2.) They didn't want to be mean and I they already knew everything about my app and my ideas.

2. Learn how to get the feedback you need during design critiques.

I missed out on several opportunities for advice, that would of aided an easier, more successful design by not knowing how to ask the right questions when presenting my progress to my UX support people.

-Be specific in the. Type of feedback you are wanting at this point in your progress

-Explain your rationale of your design thinking. Why did you have this idea instead of Do you think I should do this.. JUST DO and then show your results and findings with the team and evaluate. Then try again!

3. If you are doing usability Testing DON'T WAIT until mid-way through the project to start testing users.

I was so apprehensive in having a profitable idea that would be both financially beneficial to stakeholders/marketing and of actual TRUE value to users, that I never felt my idea met both. As a result, I, designed my mid-fidelity prototype and began testing users extremely lately! In addition, after further research, various casual conversations with Spotify users over the months, and a few tests I lost interest in the project. I did not want to continue improving this specific feature anymore and lacked motivation to further my prototype and testing.

If I would have continued, I could have strengthened my skills in UX design and Adobe XD. Most notably, built a few techniques on innovative user insights that facilitate successful user design!

4. When doing “Do it yourself usability testing” during a design sprint make your interview questions count!
5. If you are redesigning an existing app or improving a feature for premium users.
 1. DON'T try to use a paper prototype to test!
 2. Wireframe before you just start redesigning stuff – stay on track
6. Establish value proposition EARLY and move on to the Usability. Don't get hung up on the value! – Do mixed testing between the UI and Value!
7. Self-reflect along the way and keep track of it!
Know the pros and cons!
8. Do not try and test without a clear scenario of use and leave it up to chance – “Like here can you predict the future.”
9. At some point you need to take your marketing hat off! Try not to get so hung up on the shareholders benefit and the branding/ROI that you STOP thinking like a designer.
10. Work on your project at least TWICE a week & DO NOT step away for too long!
11. Remember it is a learning process! So, what you don't know what you're doing at least your trying!
12. If you get overwhelmed or lose interest in your idea because you feel it might be a bad idea just keep moving forward, wrap-it-up, and finish! There is still something to learn and present!
13. Stay organized and make sure to keep yourself creative by...
14. Stay in contact with fellow designers, team members, or anybody else in the industry! They offer better support about your UX methods and design thinking than your MOM or Lynda from accounting.

Just a few things that help my design growth, when wrapping up my first UX design/Usability Testing project. Unfortunately, I lost interest in my idea after a few testing sessions because I realized the feature is not as important to LOYAL users, as I thought I could make it. AGAIN! I am an amateur, this could be basic or Incorrect.

I will not quit until I find my Creative Flow, the highest level of creative fulfillment, according to Mihaly Csikszentmihalyi.

PSA: My case study/executive report is an uncompleted messy work in progress!

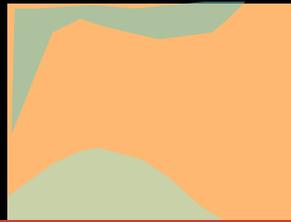
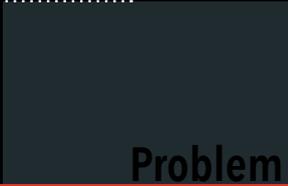
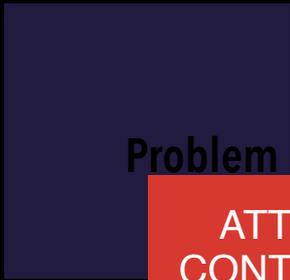
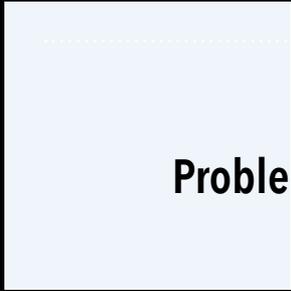
Fun Reads from other UX Designers about their journey

□ <https://getpocket.com/a/read/2465022244>

□ <https://getpocket.com/a/read/2537556814>

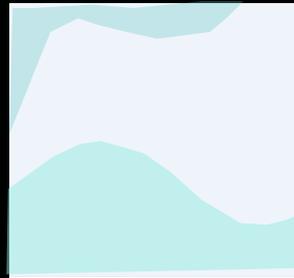
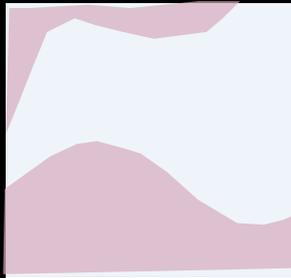
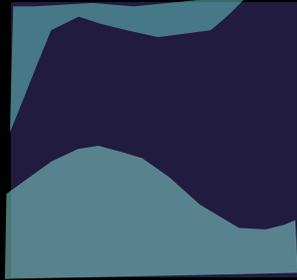
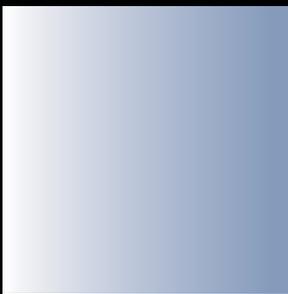
□ [Mihaly Csikszentmihalyi has contributed pioneering work to our understanding of happiness, creativity, human fulfillment and the notion of “flow” -- a state of heightened focus and immersion in activities such as art, play and work.](#) “

HOME

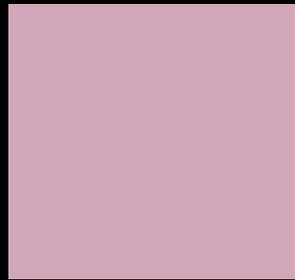
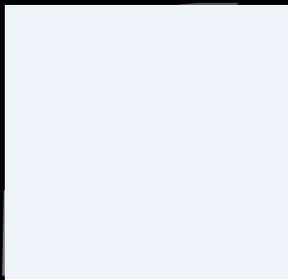
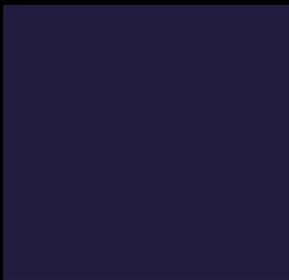
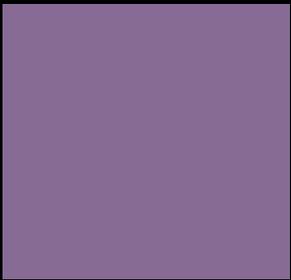


ATTEMPT AT DESIGNING A CREATIVE TABLE OF CONTENTS -- looks like spotify home page

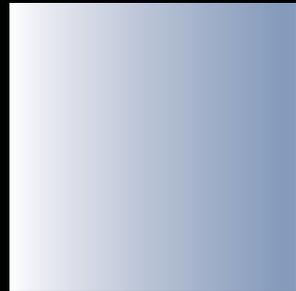
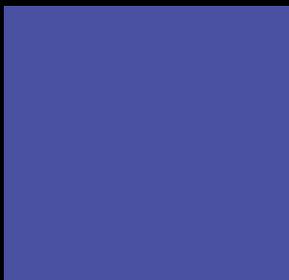
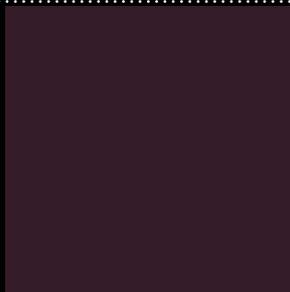
About this UX case study



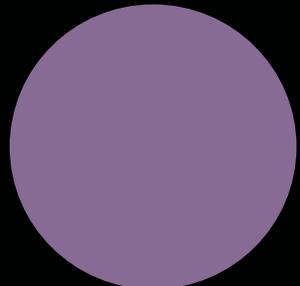
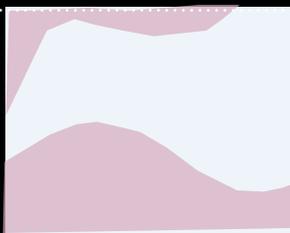
Prototyping testinh



RECCOMENDATIONS



Made for my UX Learning



- **Stakeholder Benefits**#
- **About this UX case study**
 - Methodology
 - Research v
 - Synthesizing research
 - Prototyping
- **What is Spotify? - for the non-millennials** #
- **Spotify Demographics** #
- **Persona & Scenario of use**#
- **User interviews and insights**#
- **Prototyping**#
 - low-fidelity iterations
 - Usability Testing
 - High-fidelity prototype
- **Recommendations**.....#
- **References** #
- **UX Tools & Resources**#

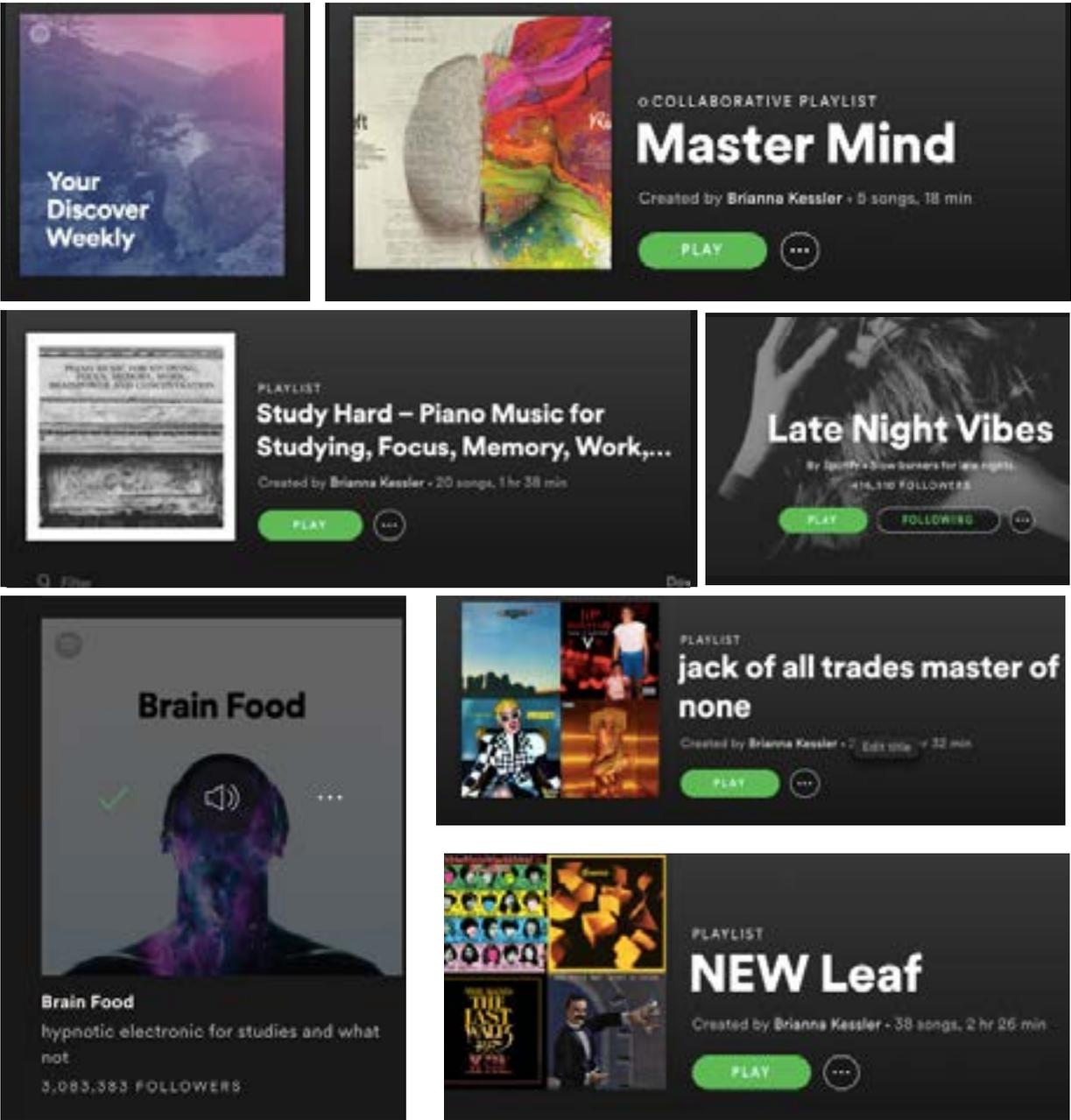
HOW SPOTIFY HELPS ME STAY CREATIVE



I listened to a total of 200 hours of music while working on this project. I used a combination of my mobile app, desktop app, and Alexa to access my playlist. I listened to my discover weekly almost

every week, played the same creative playlists I created and a few Spotify generated playlists!. Click play at the bottom if you would like to listen!

MY DESIGN PLAYLIST WHILE WORKING ON THE PROJECT



Users need a more efficient way to explore, select, and curate concerts and venues on the Spotify mobile app because the feature is not highlighted on the homepage and lacks customization and personal curation.

"Millennial social currency is based on discovering something new and sharing it with their friends so they're always on the hunt for the next artist, playlist or single," according to Research by Spotify for Brands conducted in May 2018.

"Music is a vital part of daily life, defining who they are and sustaining them through the moments in their lives: big, small, happy, sad, alone and together," according to Research by Spotify for Brands conducted in May 2018.

"Forget the music tribes of generations past (mods, rockers, punks, grunge). Because they use streaming to access music from all over the world and across the ages, millennials are eclectic and wide-ranging in what they consume. 85% say their music taste doesn't fall into one specific genre or category," according to Research by Spotify for Brands conducted in May 2018.

HOW STAKEHOLDERS BENEFIT

ROI

Possible Partnerships

Venue Promotion

Key branding differentiation from Tidal concert offers

ABOUT THIS UX CASE STUDY

This Case Study was inspired by a semester long project in a MA IXD course at UNT. In this course, we were challenged to apply design thinking and research to improve user experience by testing, developing, and designing an interactive screen-based experience.

Time Line

February 2019 to May 2019

Design Schedule

	Task:	Notes :		
2/5	Review design schedule, secondary research, Template/layout for executive report --- Delimit app plugin ideas / Have initial interview questions		3/26	Mid fidelity prototype 1
			4/2	User AB testing / executive report outline
2/13	Interview users to define design scope / Create personas / Competitive analysis - Know design objective- what exactly will the plug-in do		4/9	Mid fidelity prototype 2
			4/16	Executive report draft / Mid fidelity prototype 3
2/20	Primary and secondary research – User experience map / Scenario of use		4/23	Executive report review-2 / Mid fidelity prototype 4
2/26	Low fidelity prototype 1 (Interview 2)		4/30	FINISHED PROJECT- for one last review from Keith
3/5	User testing and possibly Low fidelity prototype 2			

DESIGN METHODOLOGY

In order to solve these problems and improve digital and analog millennial music experience, I used a deductive research approach that allowed me to hierarchy and delimit functionality problems and opportunities on the Spotify mobile application.

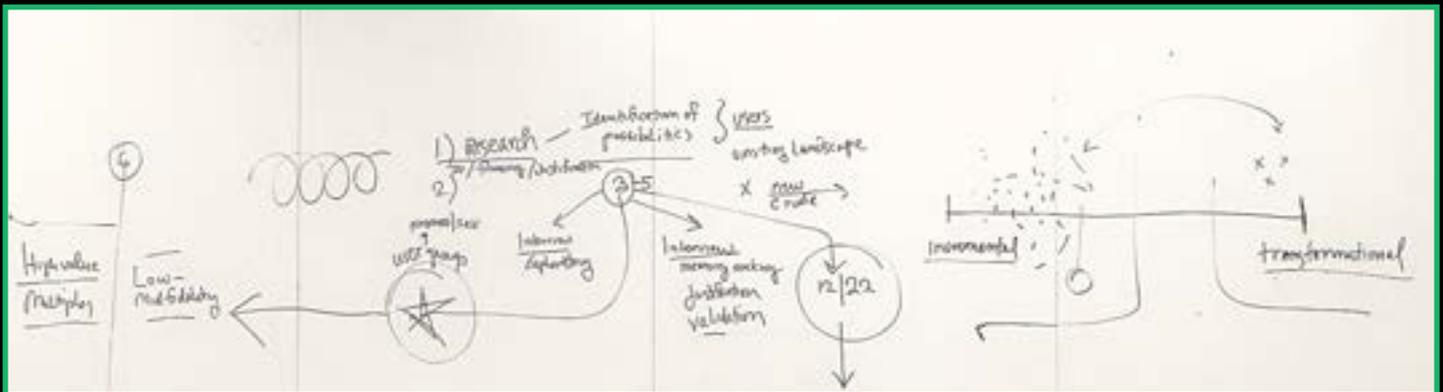
I conducted qualitative and secondary research, S.W.O.T analysis, content audit, competitive analysis, user interviews, and affinity mapping.

SYNTHESIZING RESEARCH

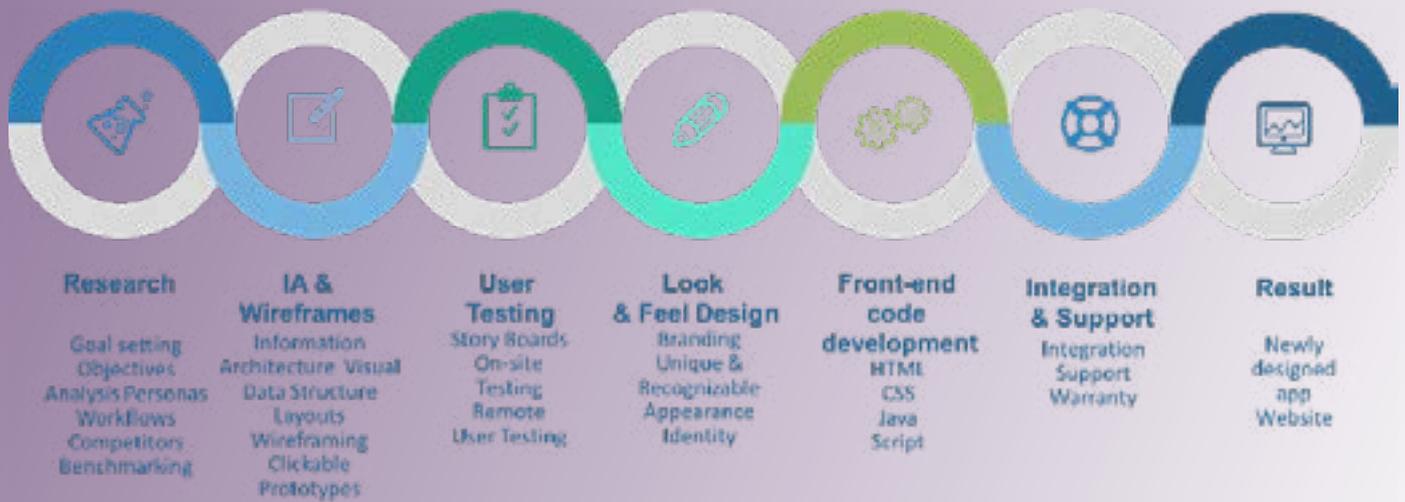
In order to empathize and understand users I used my research to create personas, customer journey maps, card sorting, and sketching low-fidelity prototypes.

PROTOTYPING

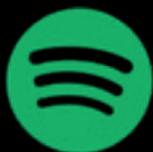
Lastly, I developed low-fidelity paper prototypes to conduct usability testing to iterate a potential high-fidelity prototype, using Adobe XD, for stakeholders.



Project Overview By Professor Owens



WHAT IS SPOTIFY? *-For the non-millennials*



I conducted qualitative and secondary research, S.W.O.T analysis, content audit, competitive analysis, user interviews, and affinity mapping.

Number of Subscribers

XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX.
 XXXXXXXX. XXXXXXXX. XXXXXXXX.

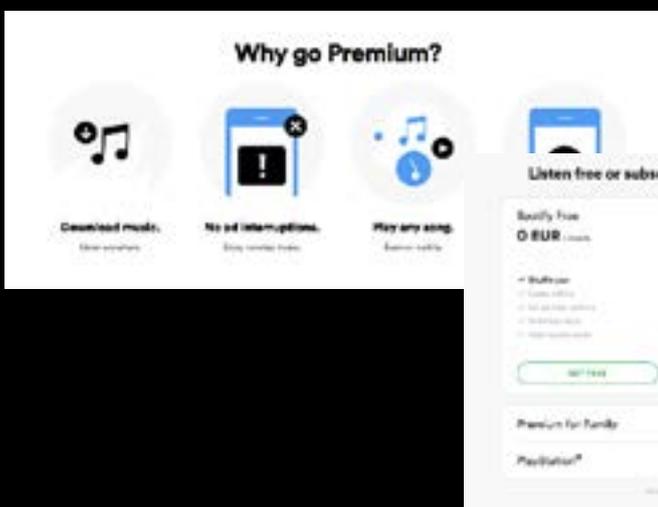
XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX.
 XXXXXXXX. XXXXXXXX. XXXXXXXX.

Features

XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX.

Key Branding Differentiations

XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX. XXXXXXXX.
 XXXXXXXX. XXXXXXXX.X. XXXXXXXX.X. XXXXXXXX.X.



COMPETITIVE ANALYSIS

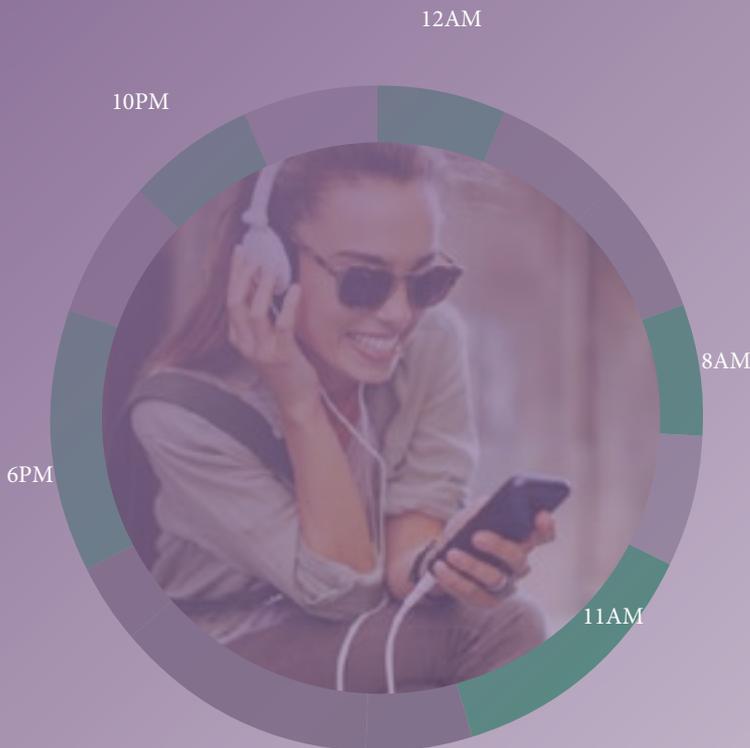
In my competitive audit I found Jay Z's Tidal music streaming mobile application to be Spotify's biggest competition. The Tidal application offers live concert streaming.....

TOP COMPETITORS



S.W.O.T ANALYSIS

Strengths		Weaknesses	
Freemium Freemium	Freemium Freemium	Freemium Freemium	Freemium Freemium
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Threats		Opportunities	
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DALLAS, TEXAS

Jean Adams, Female, 25, USA

OCCUPATION

Graphic Designer &
Social Media Coordinator
at the Creative Circle

MOTIVATIONS AND PERSONALITY

- Loves to listen to a variety of genres and artists
- Stay up-to-date with the latest tech trends
- Works hard and plays hard!

GOAL

- Loves to listen to a variety of genres and artists
- Stay up-to-date with the latest tech trends
- Works hard and plays hard!

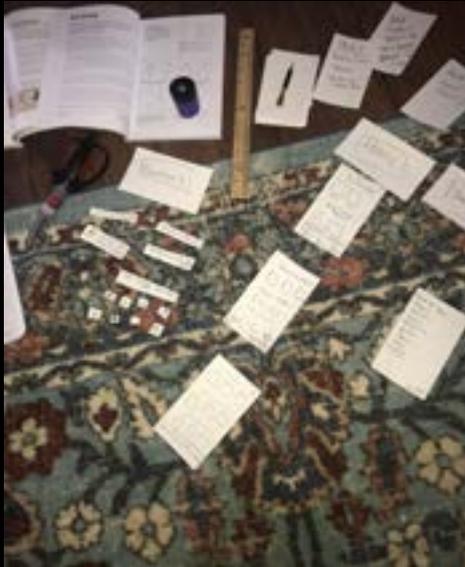
PAIN POINTS

- Loves to listen to a variety of genres and artists
- Stay up-to-date with the latest tech trends
- Works hard and plays hard!
- Works hard and plays hard!

BEHAVIORS

- Loves to listen to a variety of genres and artists
- Stay up-to-date with the latest tech trends

PAPER PROTOTYPES -- Bad Idea



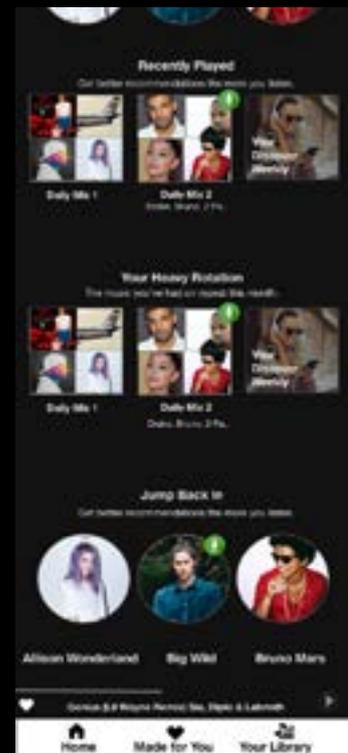
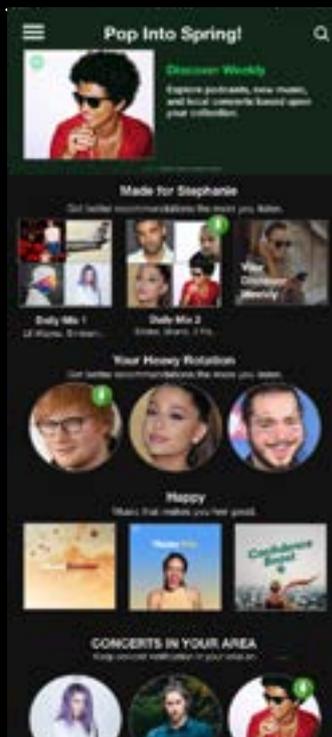
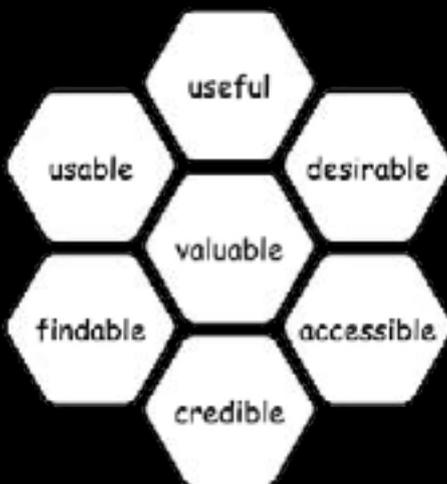
INTERVIEW QUESTIONS

<https://www.surveymonkey.com/r/T6QTFB3>

USER INSIGHTS

<https://www.surveymonkey.com/results/SM-T893QXWRV/>

PROTOTYPE I -HOME PAGE & TESTING



User Interview Key Findings:

Problem

After conducting a short online survey with 15 Premium Spotify Users I found that Users are unaware of Spotify's Concert feature.

((Include Survey Monkey Results))

Usability testing of Spotify app regular routine user flow:

Problem: After interviewing 3 users about the current Spotify app I found that users do not use the home page often and generally go their own library or use the search bar. In addition, users do not scroll through the search page and miss out on the custom curated concerts feature.

Concerts feature is hidden under each artists page at the very bottom of the artist page

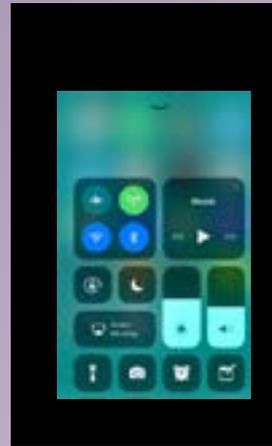
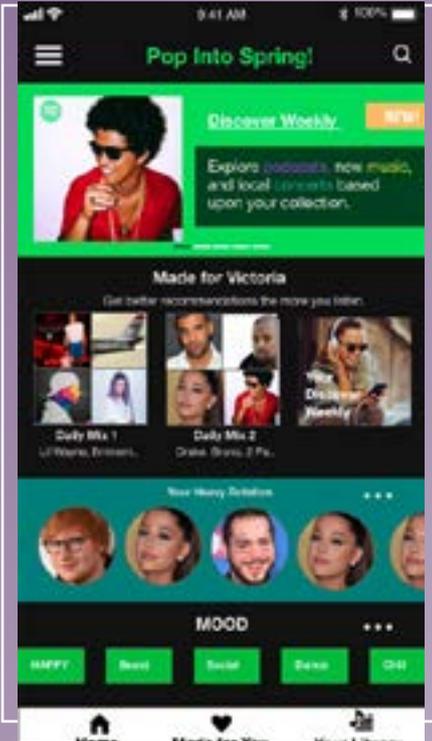
Solution options:

- Redesign the home page to make users want to use it and highlight the concerts features as well as podcasts sense that is also a new feature Spotify is investing in.
- Allow users to have the option to turn on and off concert notifications
- Concert notification on music player when user is listening to an artist that will be in their area soon
- New menu placement and add concerts to the list options
- Move search bar and add made for you as main home bar option.
- Redesign made for you page to include concerts option

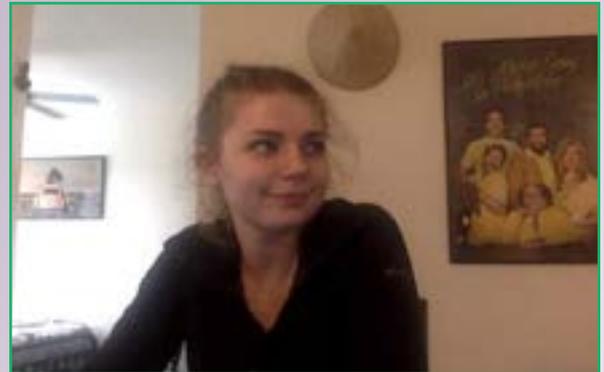
A/B testing of new Home page iteration 1 compared to current Home Page

- Users did not recognize notification Isotype/icon
- User did not like that it was scattered throughout the home page in various sections
- User did not notice the notification until asked about it
- User did not recognize concert feature added to home screen
- User generally uses search feature to find things only by typing
- User uses his own library the most
- User wants a way to be notified of new features on Spotify

PROTOTYPE II

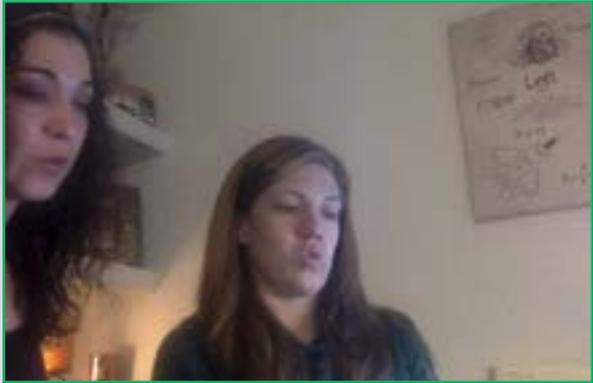
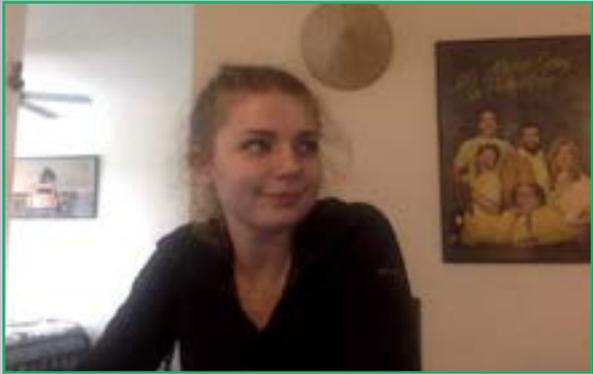


USABILITY TESTING



PROTOTYPE III --- Last iteration

USABILITY TESTING round 2



IN WORD !

UX TOOLS & RESOURCES

DIGITAL

- Adobe CC
- Survey Monkey
- Mendeley
- Apple screen mirroring
- Post-It Plus
- Squad
- Mural
- Pocket
- Microsoft Word
- Mendeley
- Rocket Book

PHYSICAL

- Index Cards

- Post-it Notes
- Notepad, pen, and pencil
- Sharpies
- White Board
- Archival polyester film

MENTAL

- Curiosity
- Problem Solving
- Empathy
- Listening
- Rigor

EDUCATIONAL

- Add books
- Add IDF website/other sites