

THE LOCATION

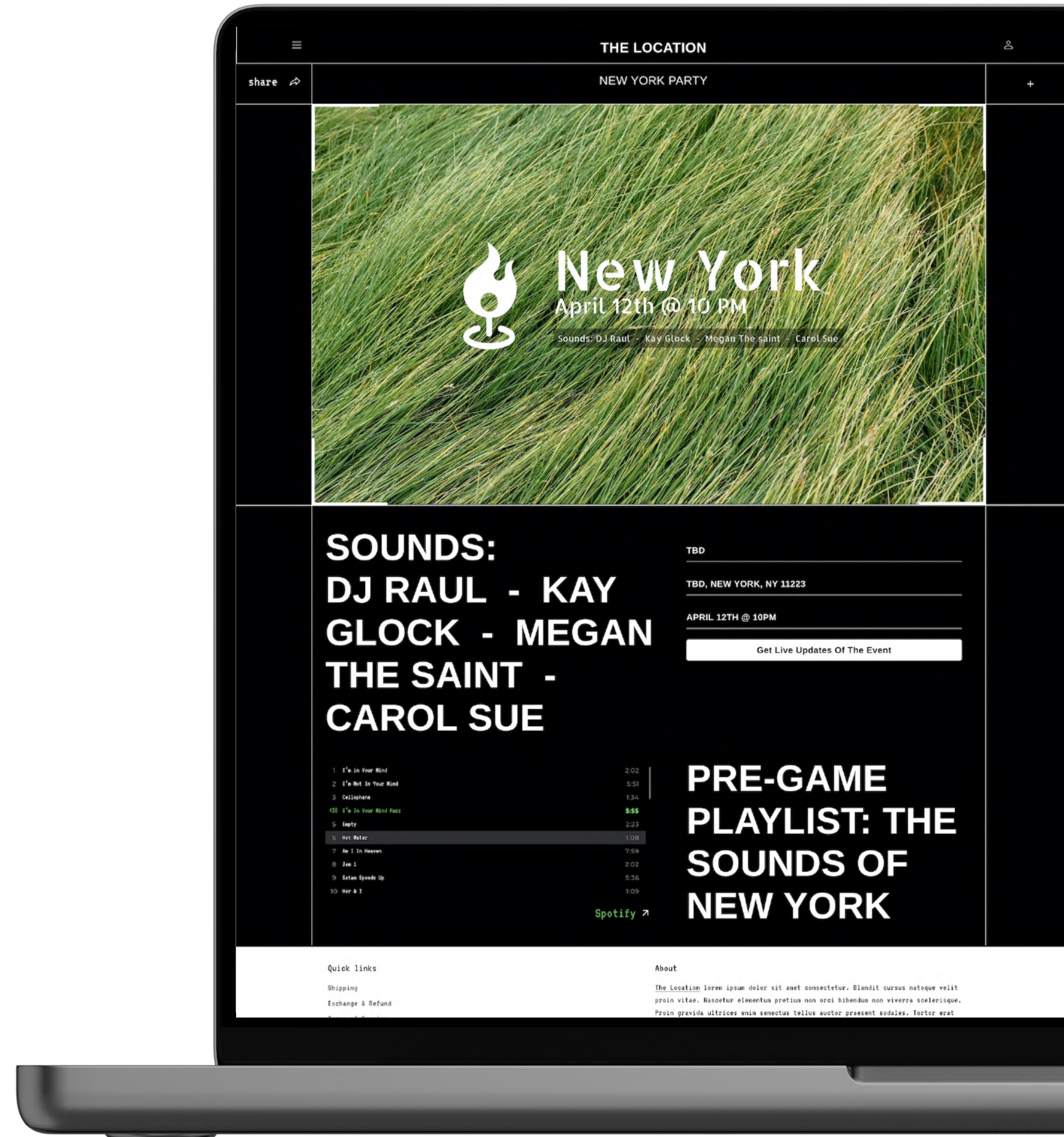


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What we'll talk about

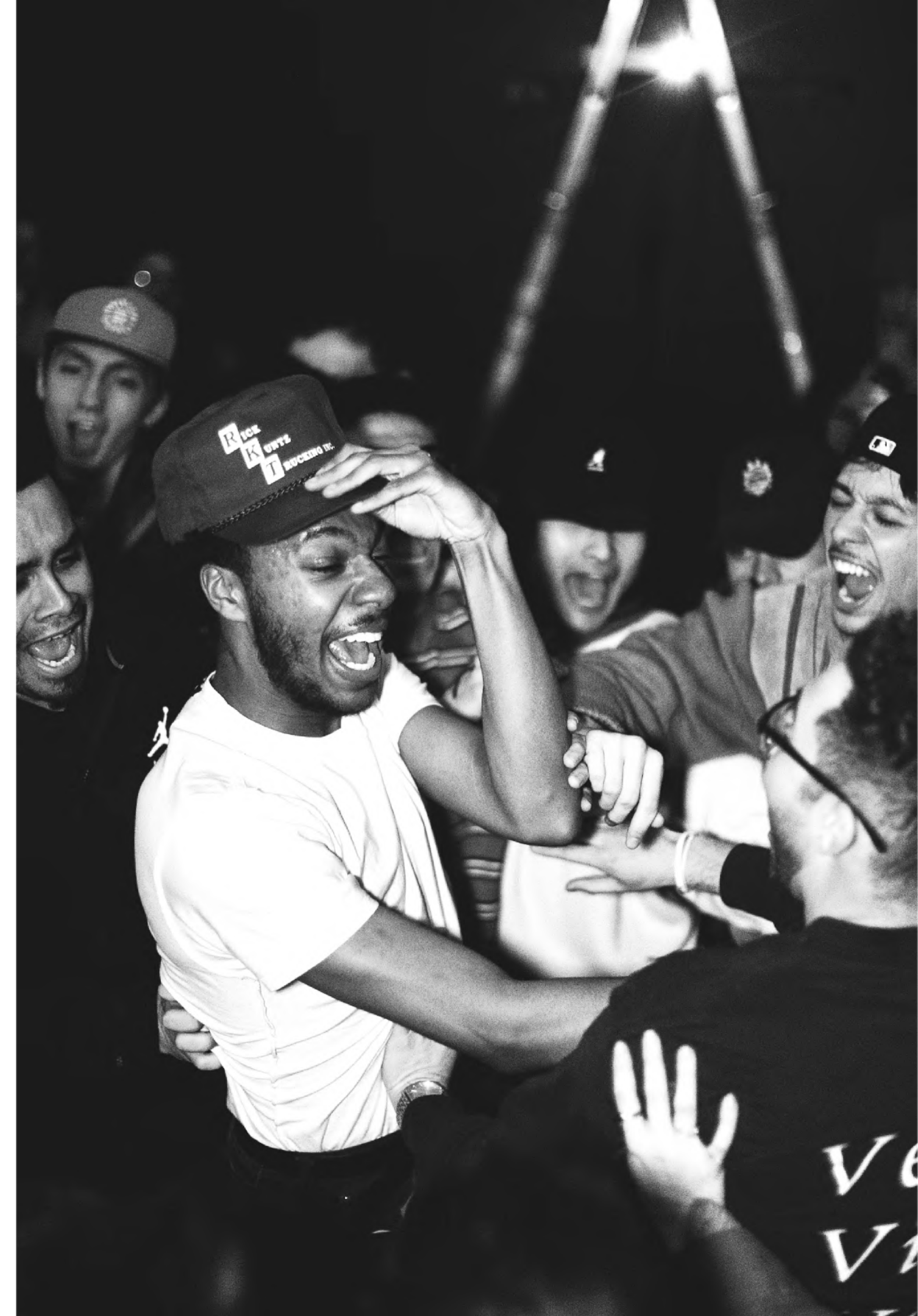
THE PROBLEM

THE DESIGN SPRINT

WEEK 1 - RESEARCH

WEEK 2 - WIREFRAMES

WEEK 3 - CONCLUSION



The Brief

01

THE PROBLEM

Many music enthusiasts with a strong passion for a specific genre lack options for engaging and diverse content catering to their interests. This leads to a gap in the party scene for this genre, with few opportunities to experience it in unique ways.

02

THE SOLUTION

My aim is to create a website that promotes a specific music genre and hosts monthly parties while connecting with creatives across various fields to bring together a community of like-minded individuals.

WHY, WHO & WHAT

WHY, WHO & WHAT

WHY

Business requirements

WHY, WHO & WHAT

WHY

Business requirements

WHO

User requirements

WHY, WHO & WHAT

WHY

Business requirements

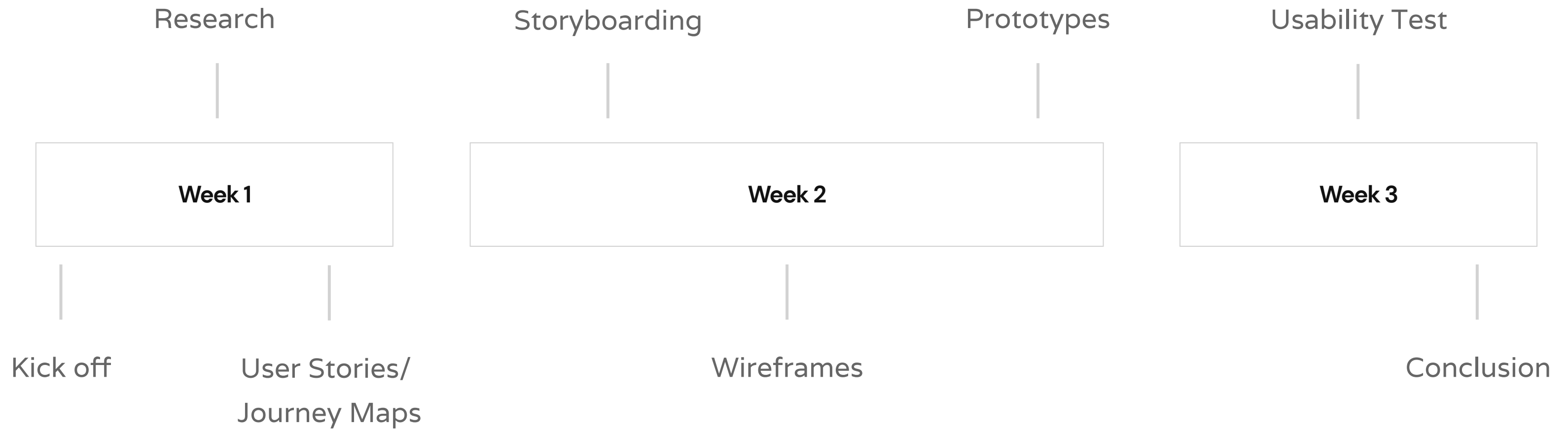
WHO

User requirements

WHAT

Functional requirements

The Design Sprint



Week 1

THE FIRST WEEK OF THE DESIGN SPRINT

Competitive Analysis

COMPLEX NETWORKS

STRENGTHS

- Large audience & diverse content for wide reach
- Strong brand reputation for high-quality content

WEAKNESS

- Limited monetization options
- Dependence on third-party platforms
- Fragmented audience.

OPPORTUNITIES

- Expansion into new markets
- Increased focus on e-commerce
- Partnerships and collaborations.

THREATS

- Competition from media companies
- Difficulty in attracting advertisers
- Need to adapt to changing user behavior.

Competitive Analysis

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**COM
PLEX** NETWORKS

 **SOUNDCLOUD**

- Established platform with diverse music genres & large user base
- Supports emerging artists & user-friendly interface.

- Limited monetization & features compared to Spotify
- High competition from other streaming platforms.

- Expansion into emerging markets for growing demand
- New monetization models for users' music
- Integration with other music services

- Intense competition from major music platforms
- Threat of copyright infringement lawsuits
- Declining user engagement leading to revenue decline

Competitive Analysis

STRENGTHS

WEAKNESS

OPPORTUNITIES

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HYPEBEAST

- Strong brand in fashion/sneaker industry
- Strong social media presence
- Collaborations for unique merchandise.

- Limited focus on niche markets
- Lack of integration between content and music
- Higher prices compared to Party App.

- Opportunity for expansion
- Potential artist collaborations
- Leverage social media for wider reach.

- Competition from Adidas and Nike
- Difficulty catering to niche markets
- Limited revenue potential from high prices and limited accessibility.

HMW?

How might we create a more engaging and personalized experience for users on the website?

How might we seamlessly integrate music and content within the website?

How might we ensure that users have access to exclusive playlists and events on the website?

How might we engage with users on social media to build a community around the website?

How might we curate content that appeals to the target audience?

How might we track flash sales and user behavior on the website?

How might we measure engagement metrics on social media platforms?

How might we ensure that users have access to exclusive playlists and events?

How might we effectively use TikTok, Instagram, and YouTube to promote the website?

How might we dedicate the design and feel to the mosh pit rap culture?

How might we showcase our merchandise to our use?

How might we design an intuitive and visually appealing user interface?

How might we reach out to young adults age 18-24 to come to the parties?

How might we encourage users to come back to the website regularly?

How might we make sure that the website is easily discoverable on social media platforms?

How might we use music data analytics to improve the website and user experience?

Engagement

How might we create a more engaging and personalized experience for users on the website?

How might we showcase our merchandise to our users?

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Content and Music Integration

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User experience

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Social Media & Promo

How might we engage with users on social media to build a community around the website?

How might we effectively use TikTok, Instagram, and YouTube to promote the website?

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Metrics & Analytics

How might we track flash sales and user behavior on the website?

How might we measure engagement metrics on social media platforms?

How might we use music data analytics to improve the website and user experience?

TOP 3 HMW?

01

How might we create a more engaging and personalized experience for users within the website?

02

How might we seamlessly integrate music and content within the website?

03

How might we ensure that users have access to exclusive playlists and events?

THE TARGET

Demographics:

Our target audience is young adults aged 18-24, with a higher representation of males. They are tech-savvy, living in urban areas, and actively engaging on social media platforms.

Values:

Our target audience values music, creativity, diversity, and self-expression. They seek opportunities to connect with like-minded individuals and to experience unique and authentic experiences.

Challenges:

Our target audience faces challenges related to the cost and accessibility of attending events, finding events that align with their interests, and feeling disconnected from the community. They also prioritize convenience and ease of use when it comes to accessing information and making purchases.

PERSONA



MARCUS JONES

"I LIVE FOR THE MOSH"

DEMOGRAPHIC:

Name: Marcus Jones

Age: 21

Occupation: College student

NEEDS/GOALS:

Marcus wants a platform to connect with music enthusiasts, find unique experiences, and affordable events and merchandise.

PAIN POINTS:

Marcus struggles to find events and merchandise, and feels disconnected from the community.

BEHAVIOR:

Marcus is a social media user who values unique and authentic experiences. He's sensitive to cost and convenience and is willing to switch to a different platform if it's more affordable and user-friendly.

HEARS

Recommendations from friends and family about new music and events

Online reviews and feedback about different music websites and services

Social media posts and comments from other fans of the genre

Cool curated music playlist

Fashion icon who shop at my job talk about cool underground parties

Other websites for music recommendations and events

Social media posts about new music releases and upcoming events

Spotify and other music streaming services

See party flyer for the hottest parties

Sees people connecting through party forms

SEES

SAYS & DOES

"I'm always looking for new music and artists to discover."

"I want a website that understands my music tastes and recommends personalized content."

"I love connecting with other fans of the genre and sharing new music discoveries."

Searches for new music websites and services on search engines and app stores

Reads website descriptions and reviews to assess whether it fits their interests

Eager to attend upcoming events and festivals

Connection and belongingness when engaging with other fans of the genre

Curiosity and excitement about discovering new music and artists

Desire for a personalized and engaging experience that fits his music preferences

Frustration and disappointment when unable to find relevant and engaging content

THINKS & FEELS



User Journey Map

User Journey Map



Marcus Jones

SCENARIO

How might we create a more engaging and personalized experience for users within a website?

GOALS

- Discover a new website for their music interests
- Set up their account and personalize their experience
- Discover and engage with new music content
- Continue using the website and recommending it to others

MOTIVATIONS

- Curiosity and the desire to explore new music genres
- Desire to have a unique and personalized experience
- Desire to explore and discover new music and stay up to date with upcoming events
- Enjoyment of the app's features and desire to share with others

JOURNEY PHASES



ACTIONS

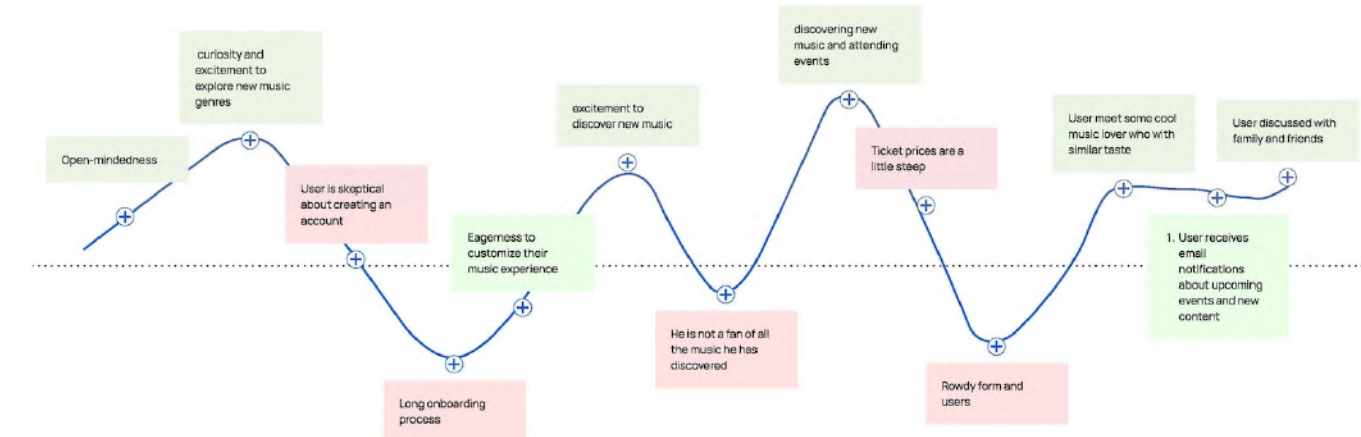
1. User searches for new music websites on search engines or social media
2. User reads website descriptions and reviews to assess whether it fits their interests

1. User creates an account and enters personal information
2. User selects music preferences and genre interests

1. User browses through curated playlists and discovers new music
2. User checks out upcoming events and buys tickets
3. User engages with the community through social media and forums

1. User receives email notifications about upcoming events and new content
2. User shares their experience with friends and family

MINDSETS AND EMOTIONS



OPPORTUNITIES AND INSIGHTS

- The website should have clear and concise descriptions highlighting its unique features
- Search engine optimization (SEO) strategies such as using relevant keywords and having a visually appealing website can improve visibility

- The website should have a user-friendly onboarding process with minimal steps
- Users are more likely to engage with a website that offers personalized experiences

- The website should offer curated playlists and personalized recommendations to keep users engaged
- Community engagement through social media and forums can increase user retention and loyalty

- Email notifications can be effective in keeping users engaged and informed
- Word-of-mouth referrals can lead to increased user acquisition

ACTIONS, METRICS AND OWNERSHIP

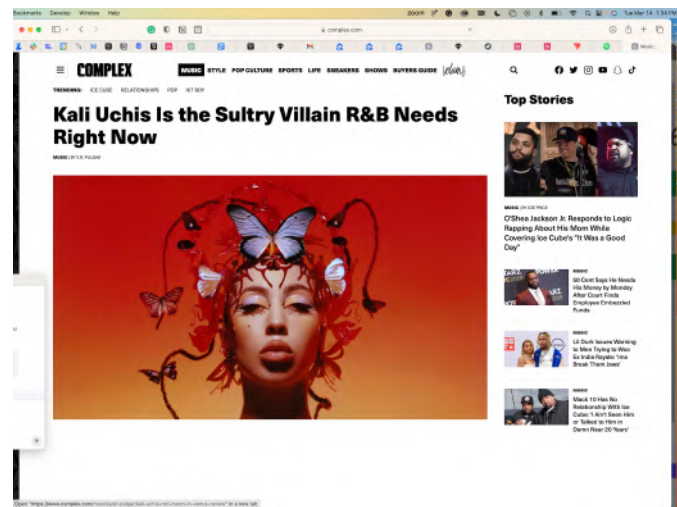
- Develop a clear and concise website description and highlight unique features
- Monitor website traffic and track keyword rankings for SEO

- Develop a user-friendly onboarding process with minimal steps
- Track completion rate of onboarding process

- Develop curated playlists and personalized recommendations based on user preferences
- Monitor user engagement through social media and forums

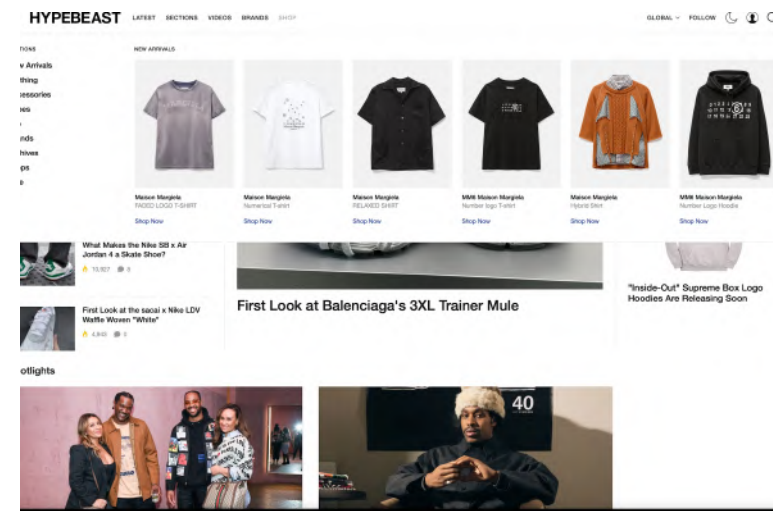
- Implement email notifications for upcoming events and new content
- Monitor user referrals and track user acquisition

Inspirations



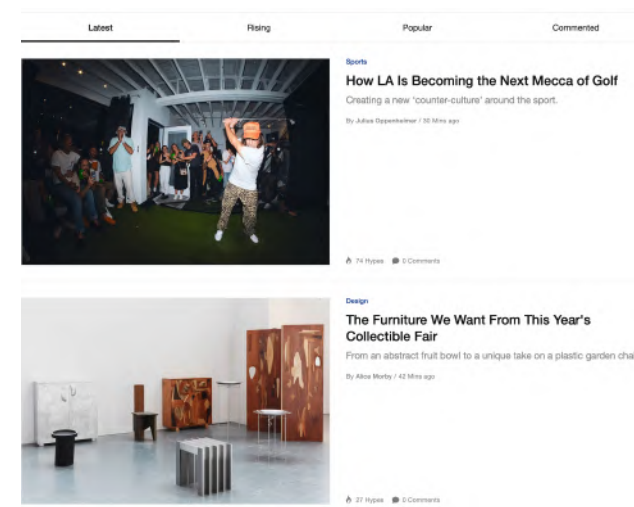
IDEAS

Complex



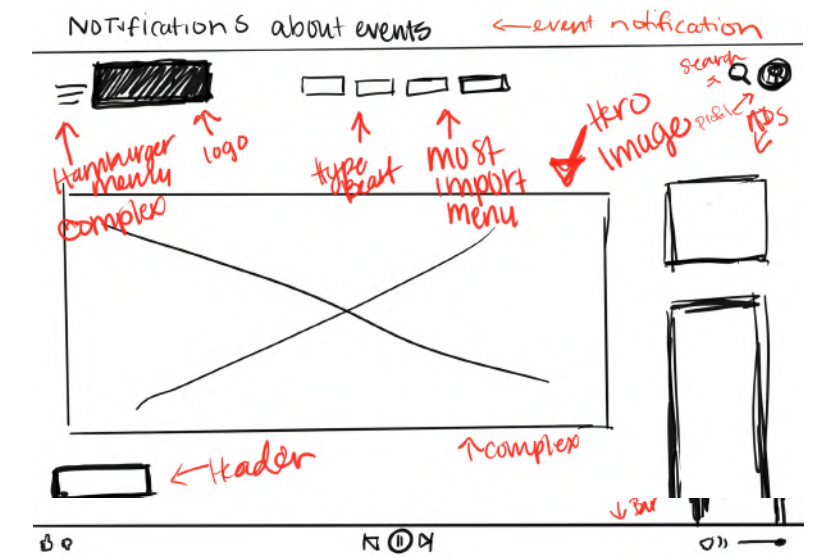
IDEAS

Hypebeast



IDEAS

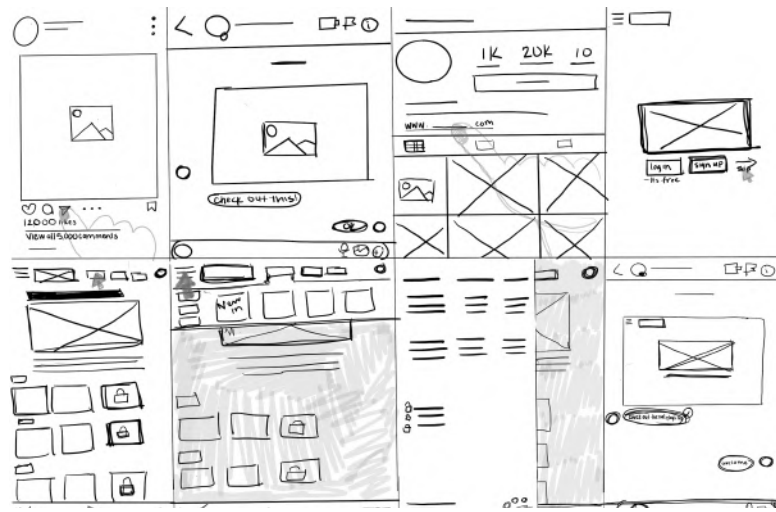
Complex



SOLUTIONS

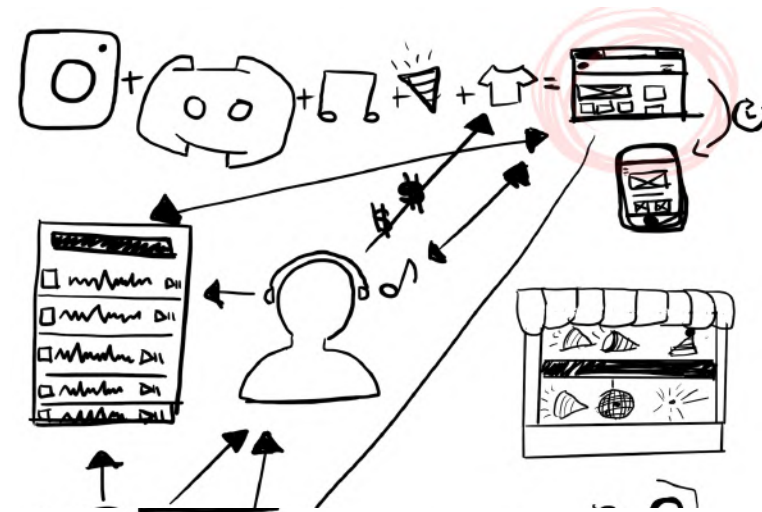
A design that inspired by others.

Putting things on Paper



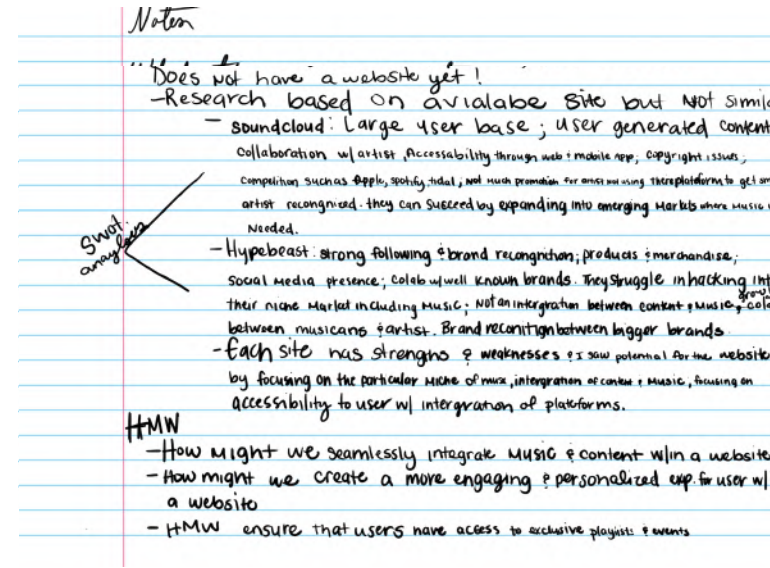
CRAZY 8'S

Studying the way the website can be shared across different platforms.



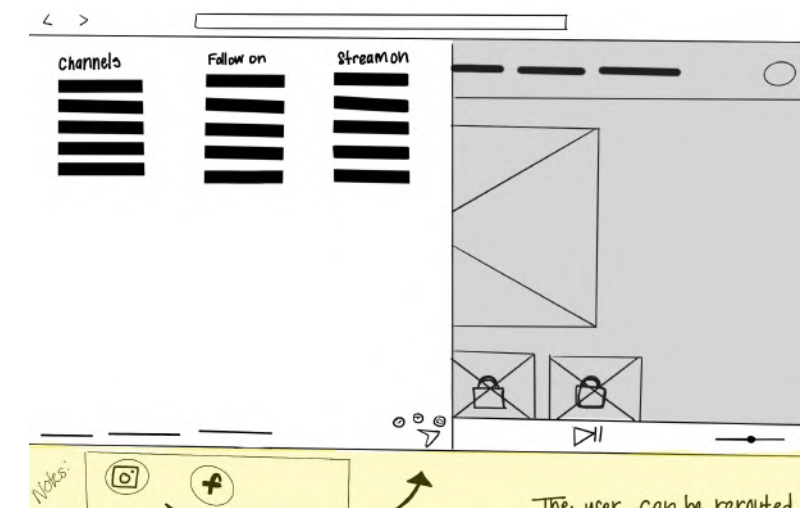
IDEAS/ MIND MAPS

Studying ideas of sharing and connecting users using mind mapping.



NOTES

Notes taken



FINAL SOLUTION

The final solution of incorporating a sharing icon to increase following and user engagement.

Week 2

STORYBOARDS AND WIREFRAMES

User Story/ User Flow

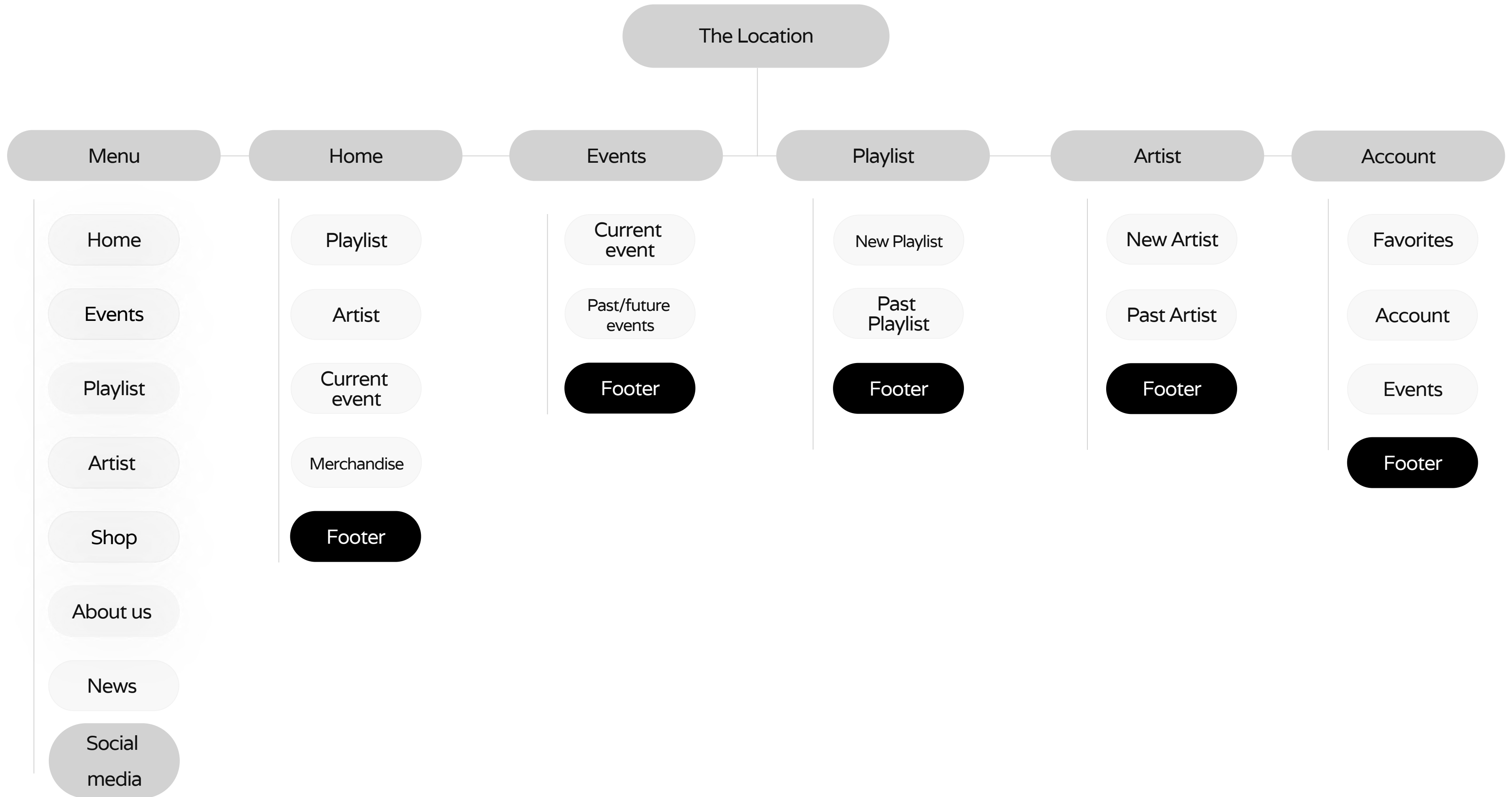
As a frequent concert-goer, I want a user-friendly website that allows me to discover and save upcoming events so I never miss out on shows I'm interested in.



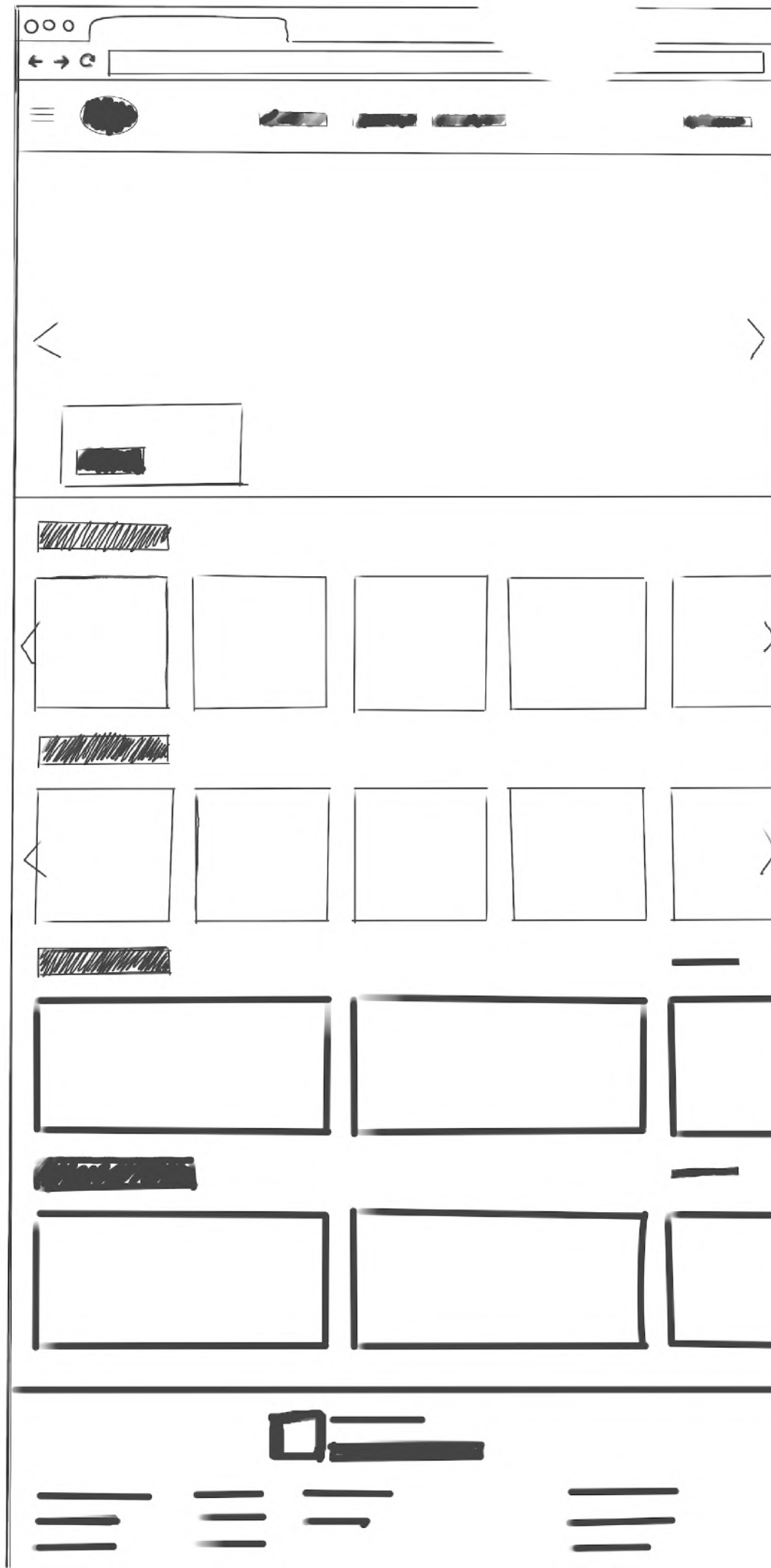
STORYBOARD

PERSONA: Carlos 21y.o., fashion student, ^{most} _{put} USER STORY/SCENARIO: Carlos is looking to find out about parties in his area

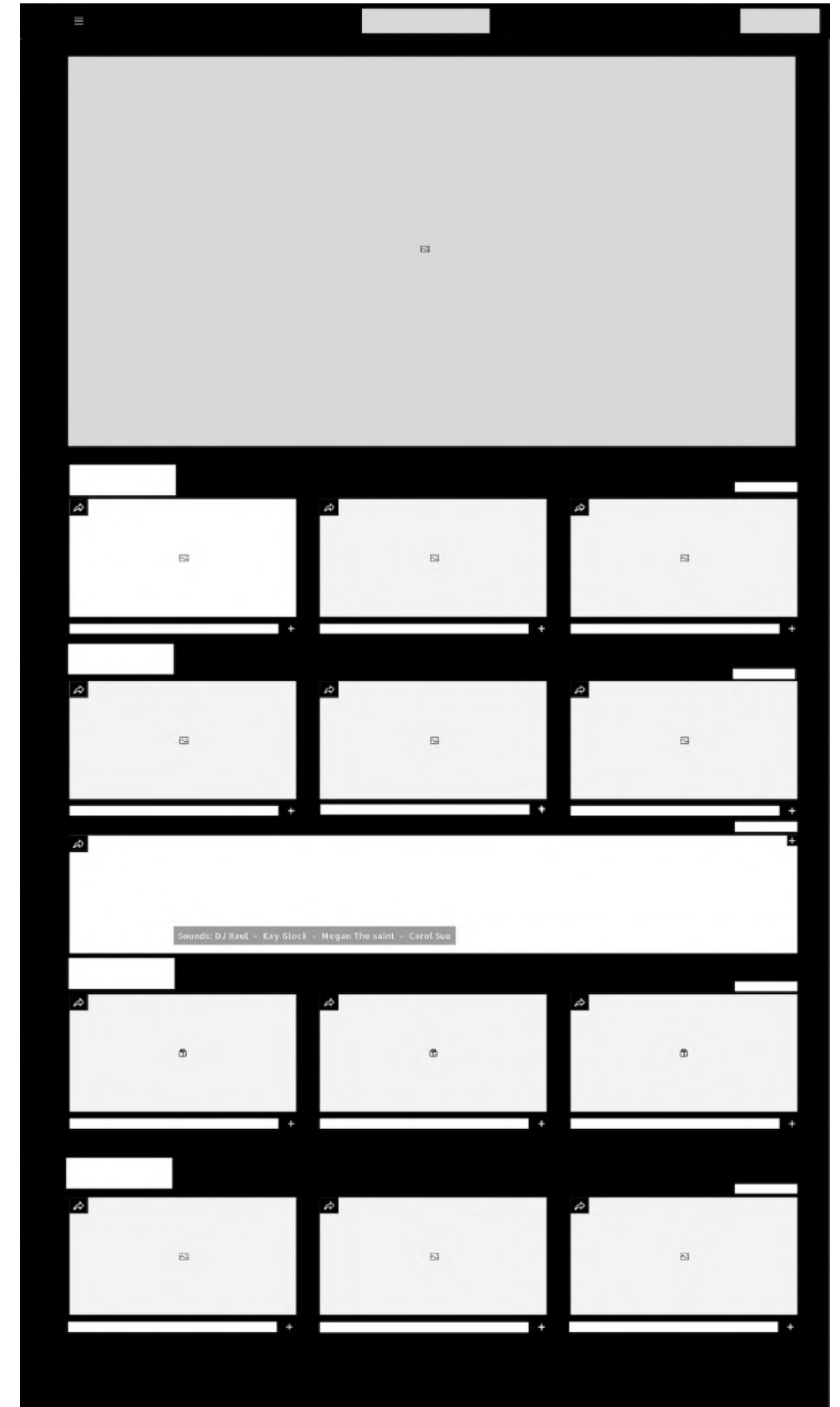
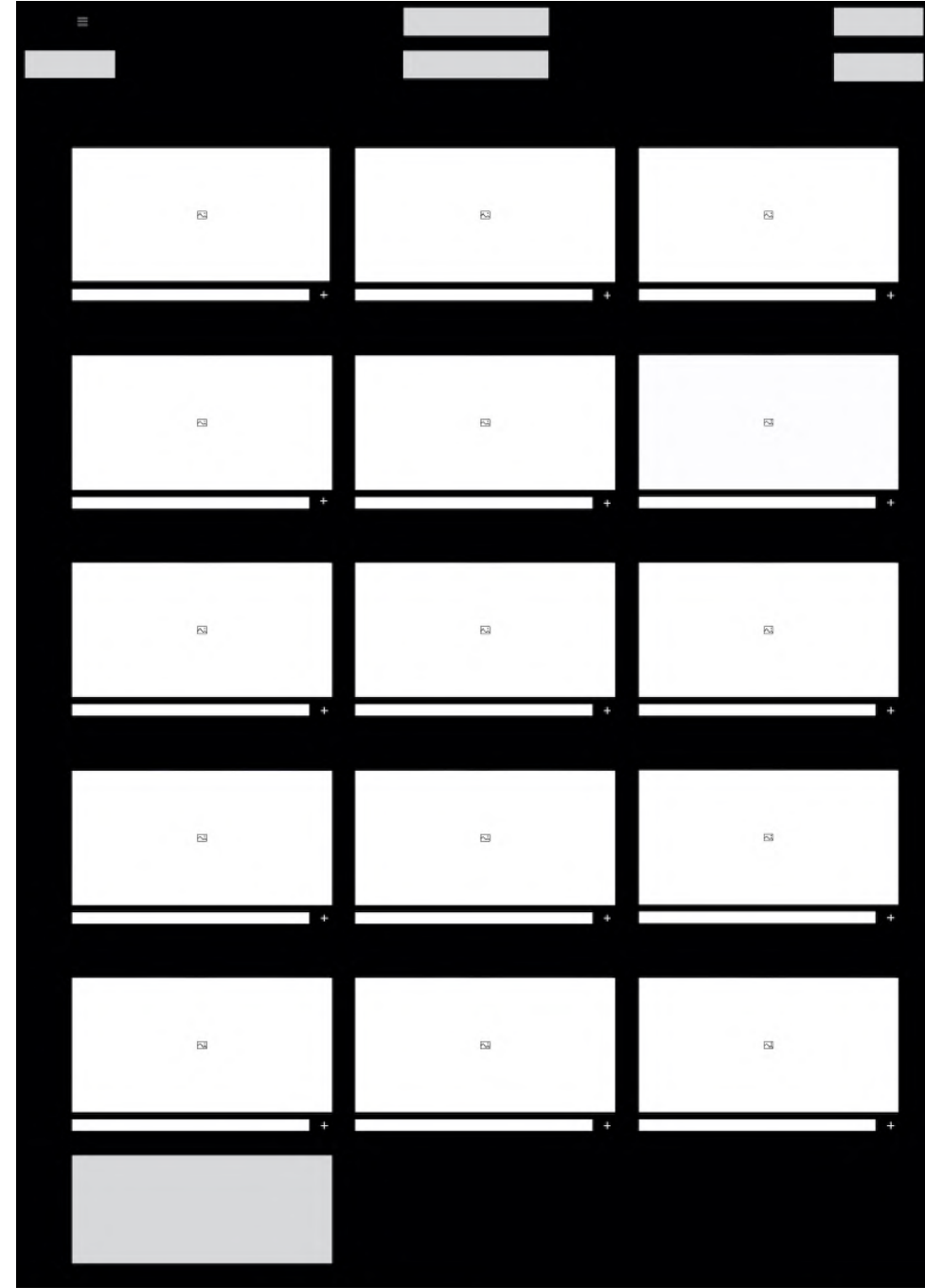
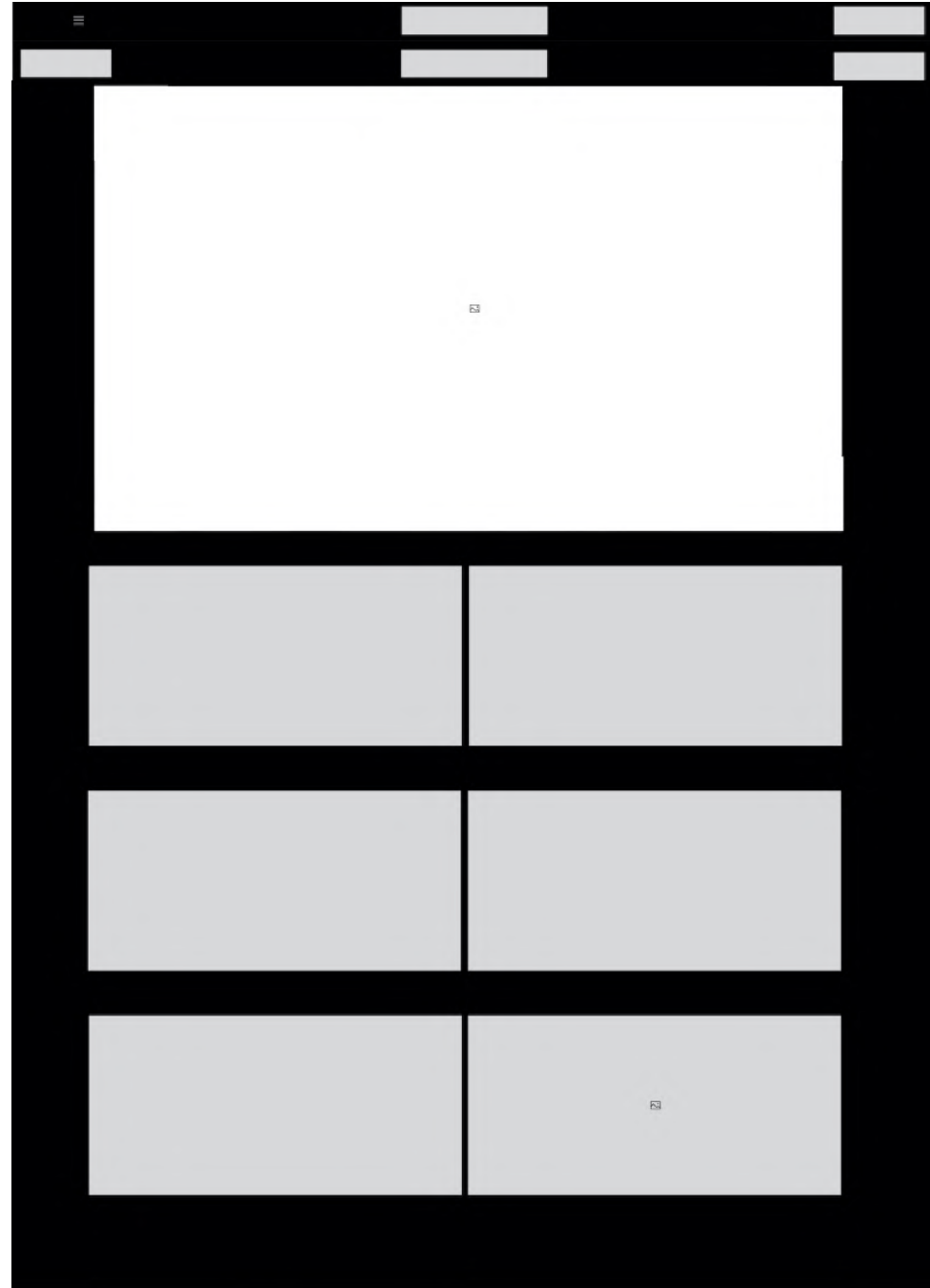


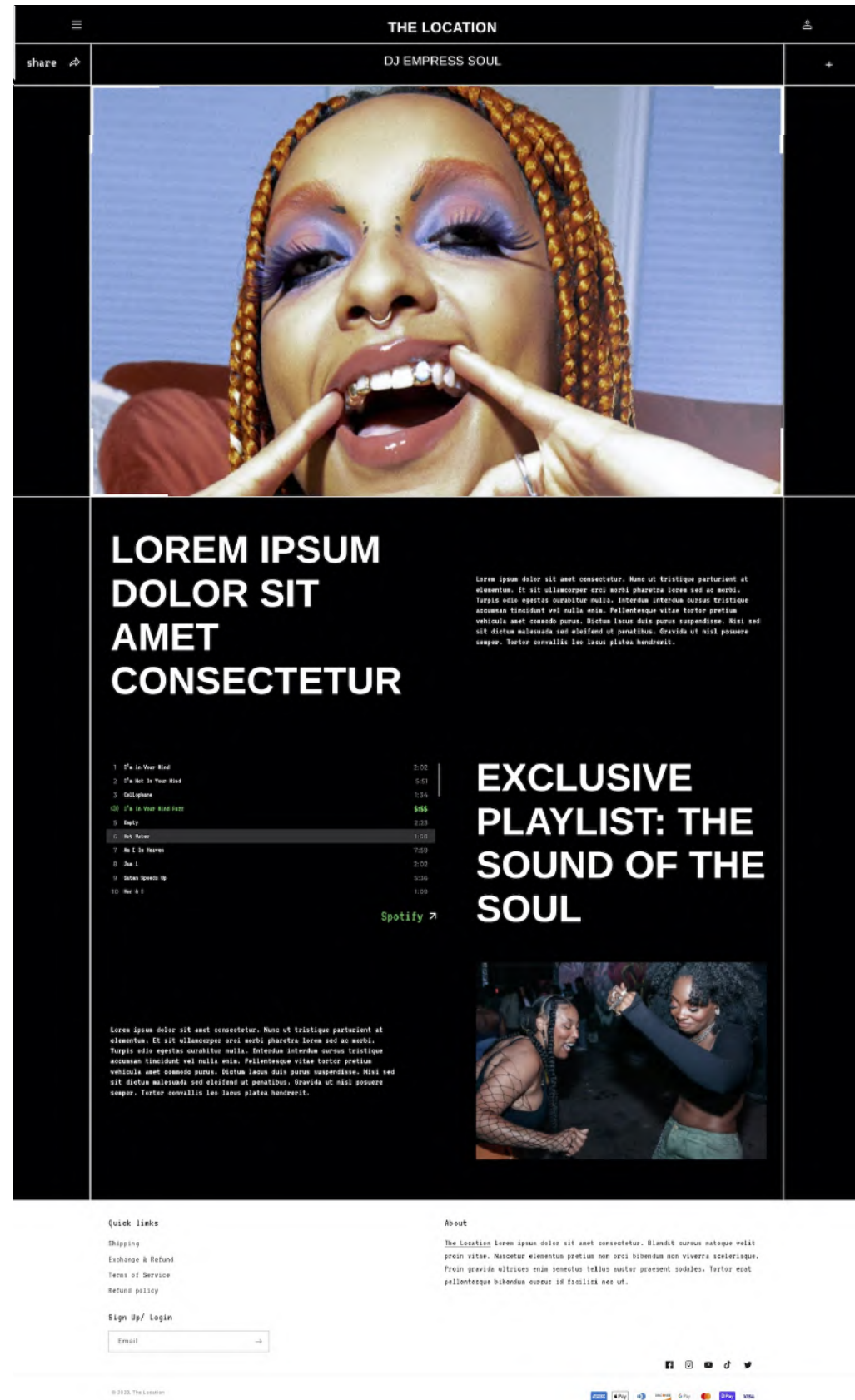
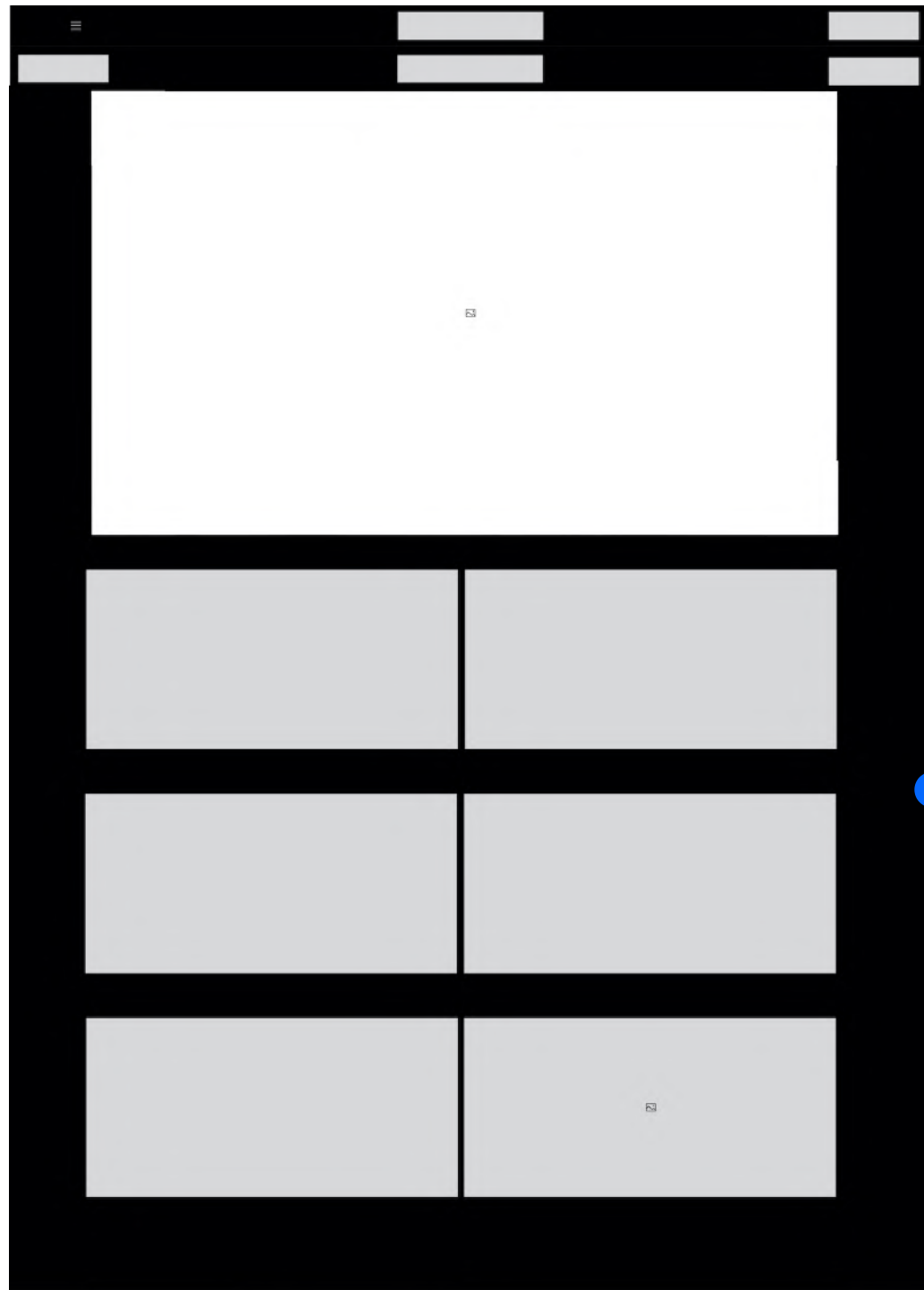


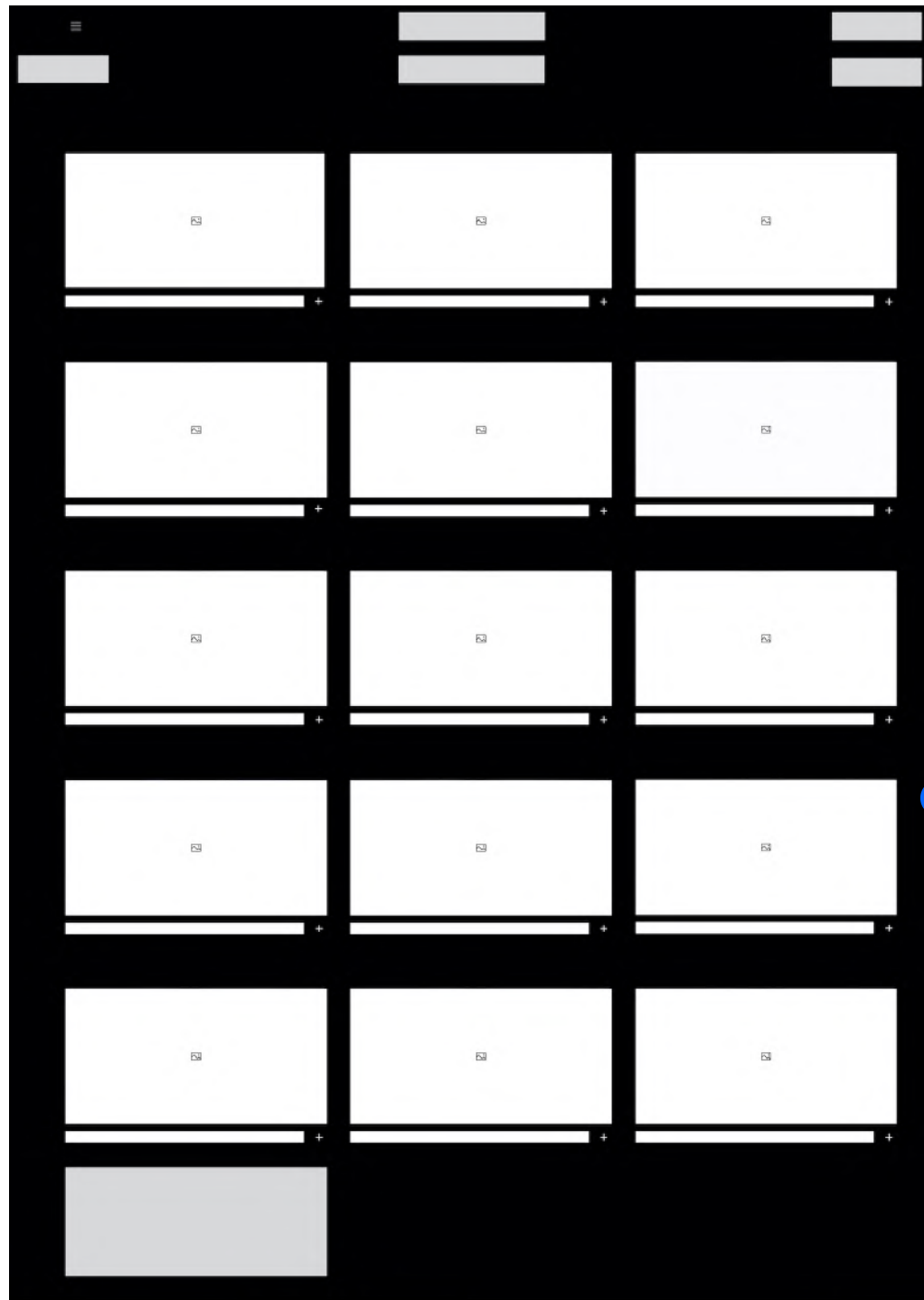
SKETCHES



WIREFRAMES







THE LOCATION

ARTIST

Artist + Artist + Artist +

Artist + Artist + Artist +

Artist + Artist + Artist +

Artist + Artist + Artist +

Artist + Artist + Artist +

THE ALUMNI

ALUMNI • Artists: Daria • Ross Chase • Southern Song • Imani Marshall • Flying Mirrors • Seaboy • Greenland • Dames • Jazmin Hillen • Joseph Arthur • Kill the Bitch • La Kraven • La Nostra • Les Deuxluz • Lolo April • Rene Klein • Shira Day • Sam Berche • Mike Jank • Remembrance • Githouse • Iori • Pierre Wanders • Chouhoun • Sals Maris • Rich Huzzon • Sebastian Walker • Secret Sun • Trasky Rex • Tripen • VMC • Caffe • Toy Kozon

APRIL FEST

MAY 5TH AT 3PM → + MAY 5TH AT 3PM → + APR 12TH AT 10PM → +

A SUMMERS IN BROOKLYN

MAY 5TH AT 3PM → + MAY 5TH AT 3PM → + MAY 5TH AT 10PM → +

THE PREGAME

Quick links

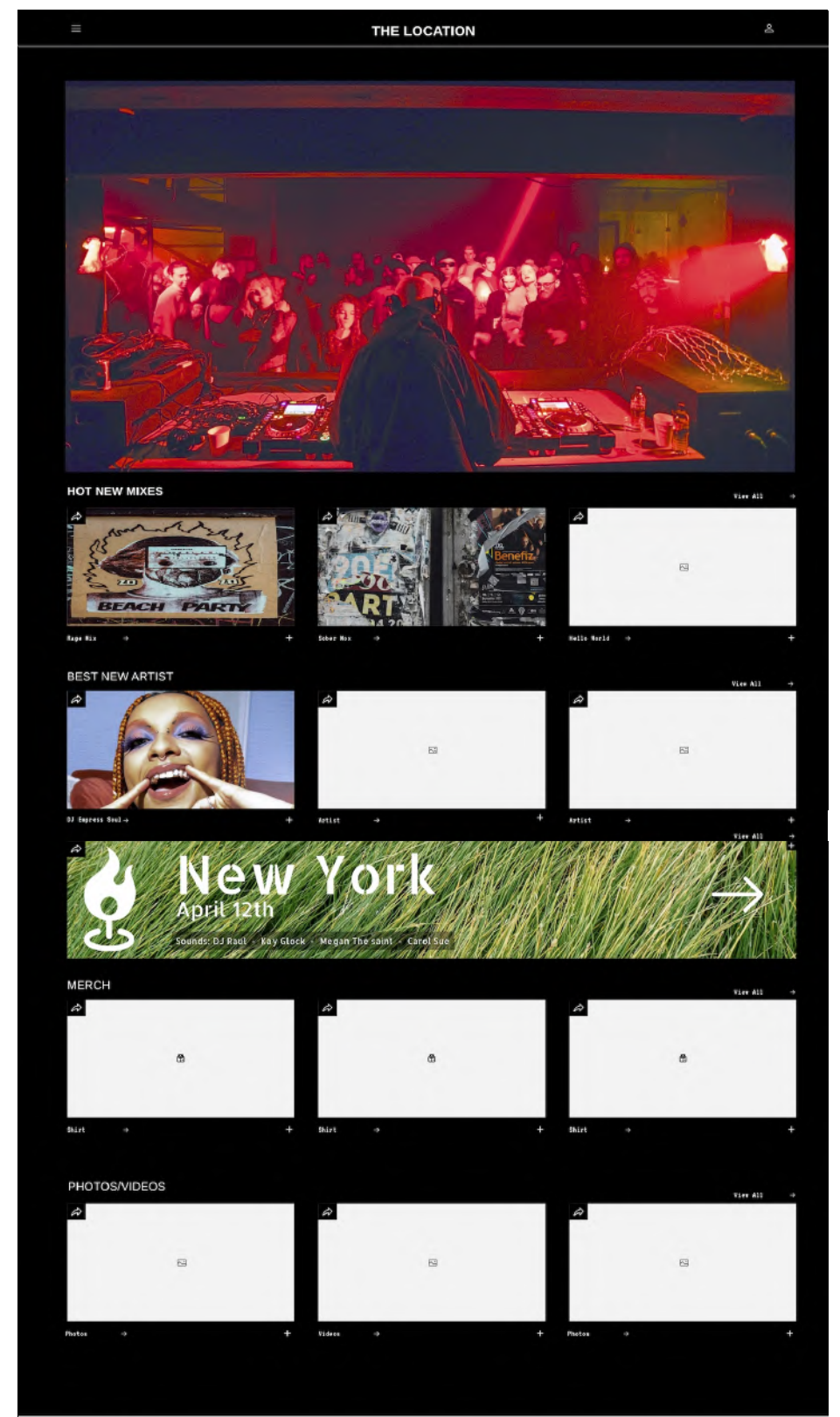
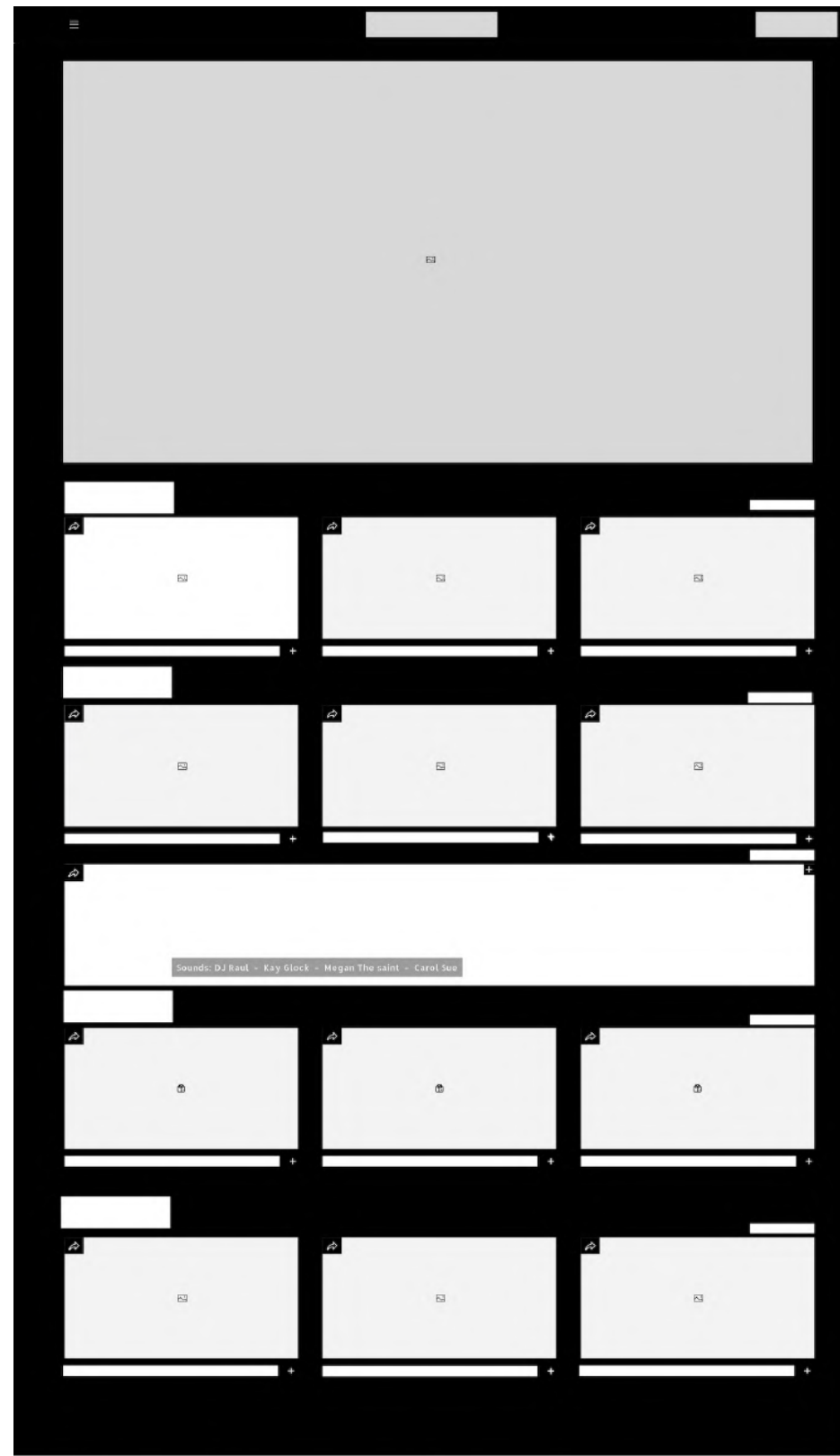
- Shipping
- Exchange & Refund
- Terms of Service
- Refund policy

Sign Up/ Login

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About

The Location Lorem ipsum dolor sit amet consectetur. Elandit cursus natoque velit prain vitar. Masortur elementum pretium non uerri kibendua non viverra scelerisque. Phain gravida ultricies omia senectus tellus auctor praesent sodales. Tector erat pellentesque kibendua cursus id facilisi nec ut.



CLICKABLE PROTOTYPE



Week 3

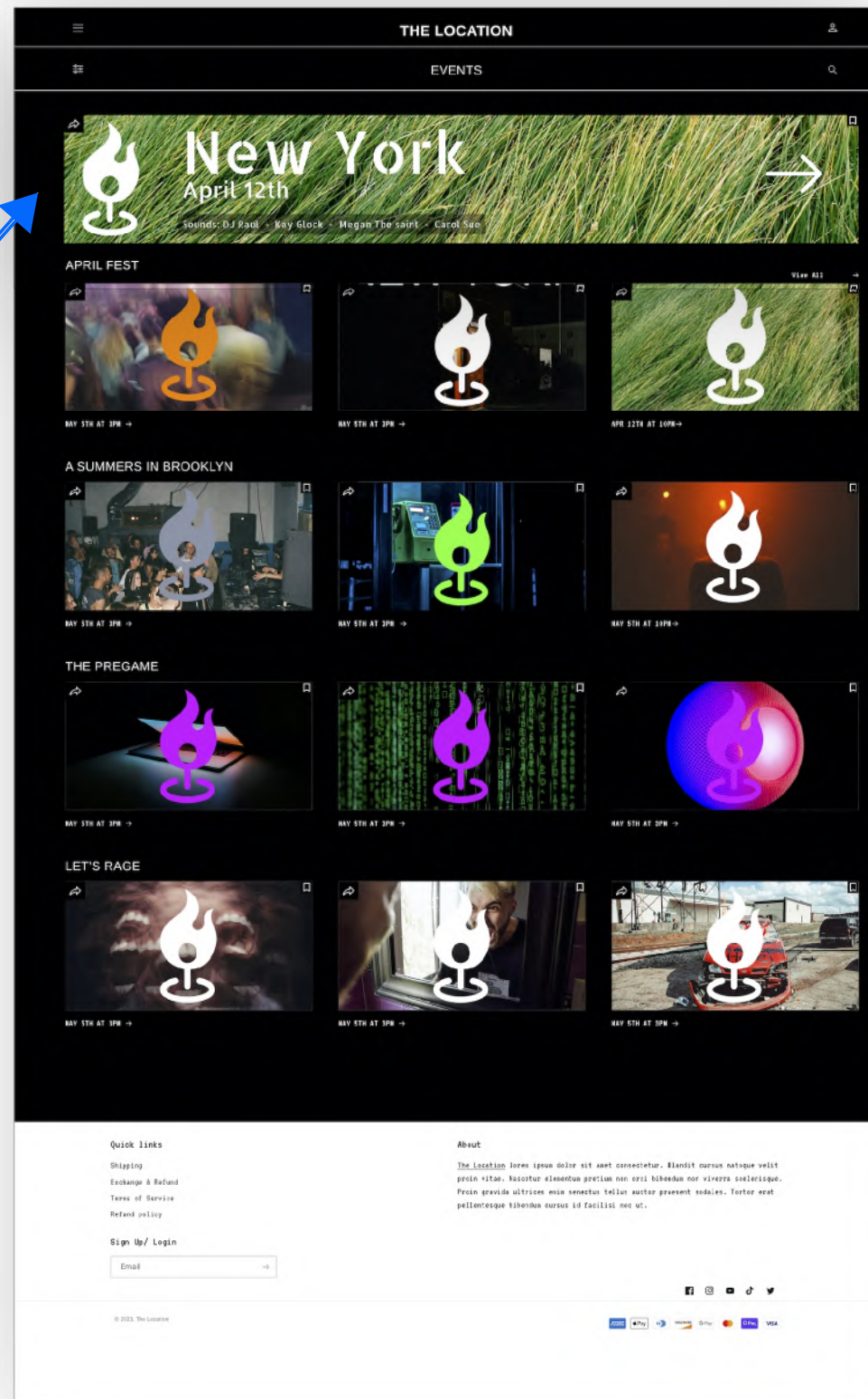
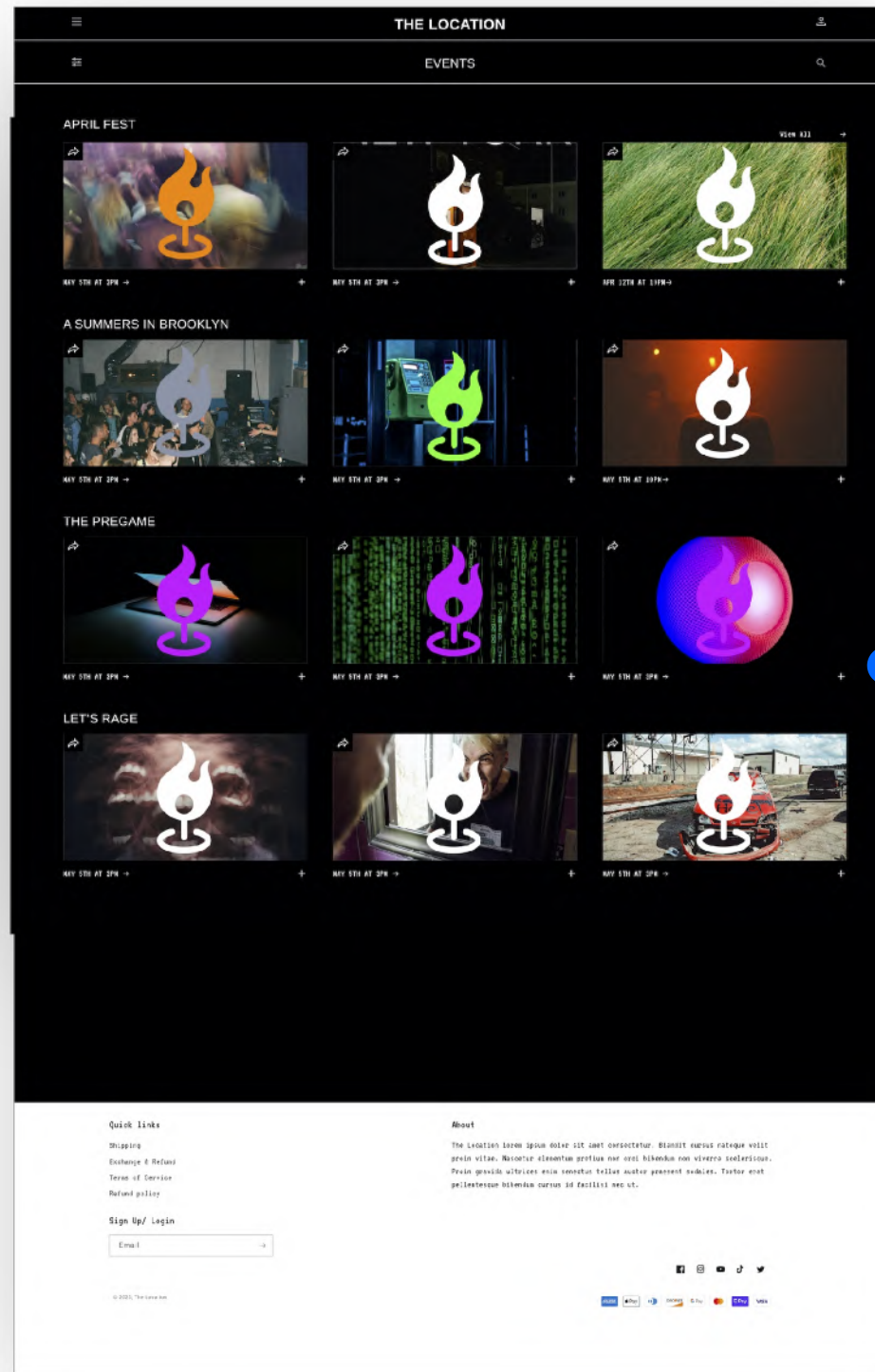
USABILITY TEST AND FINDINGS

Usability Test

Observe the current occurring event.



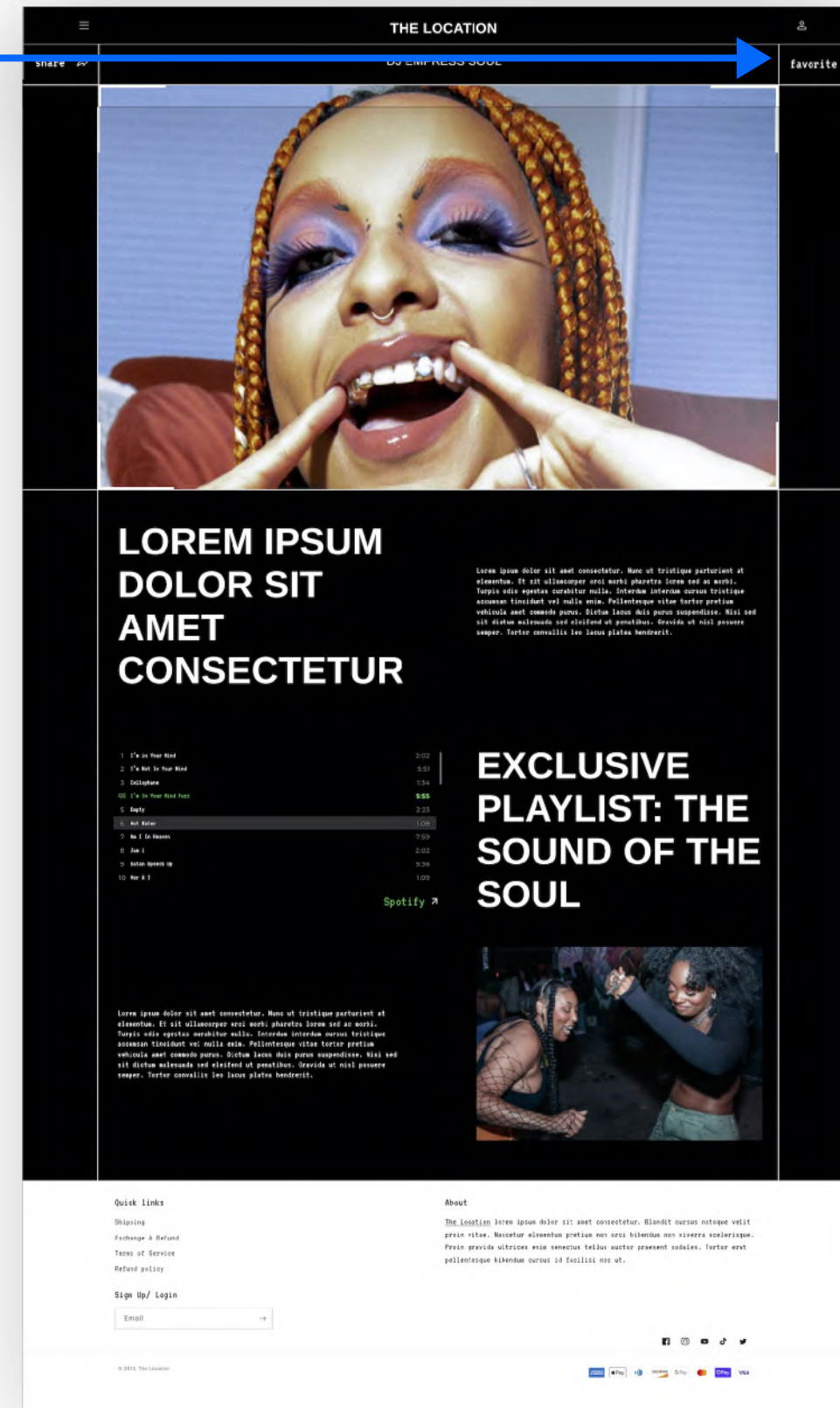
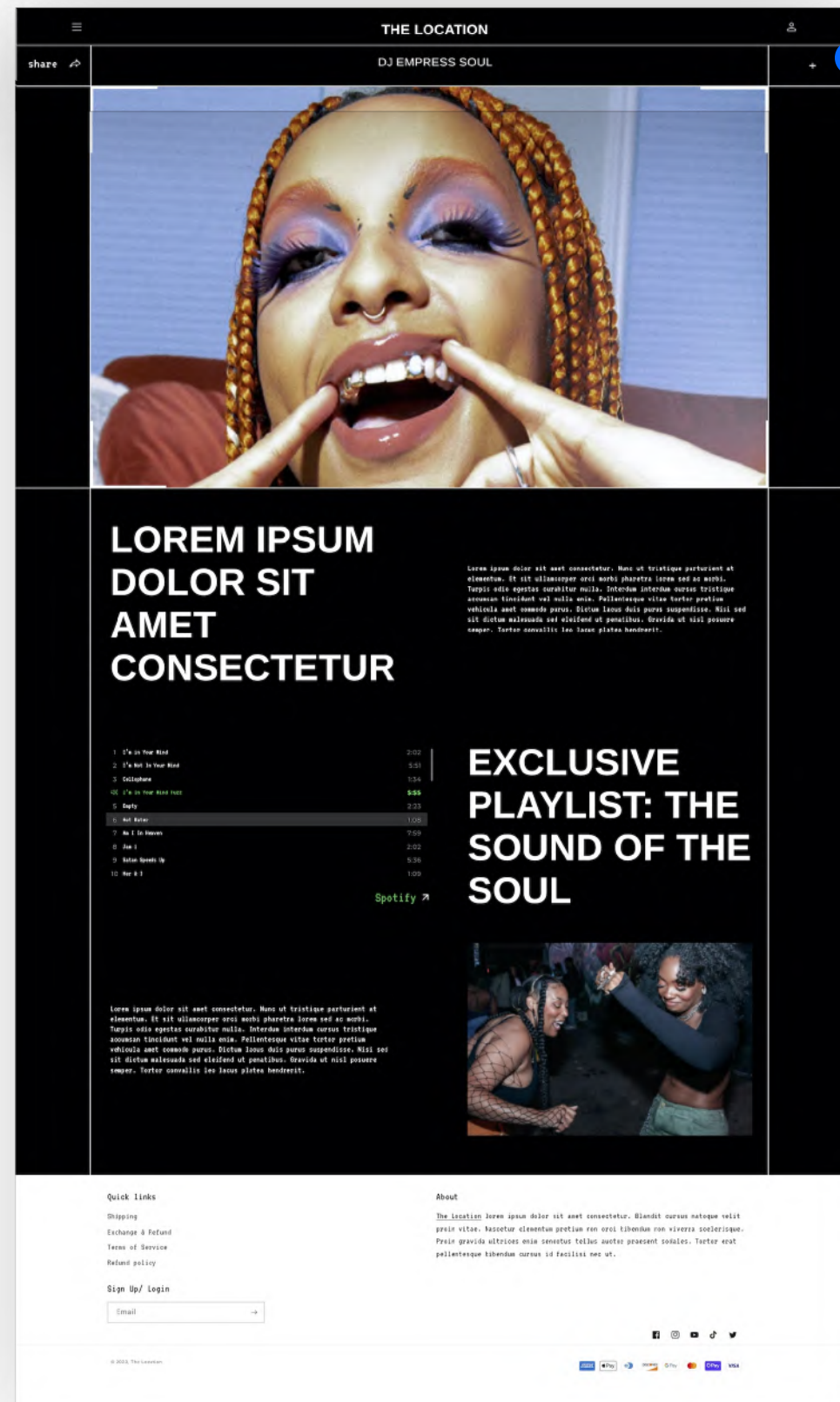
✗ "I couldn't accomplish the task as there wasn't a distinct indication of which event was the most recent."



To resolve user uncertainty regarding the current event, a prominent image of the current event was incorporated, allowing users to identify the event easily.

Visit the specific artist's page and add them to your favorites directly from there.

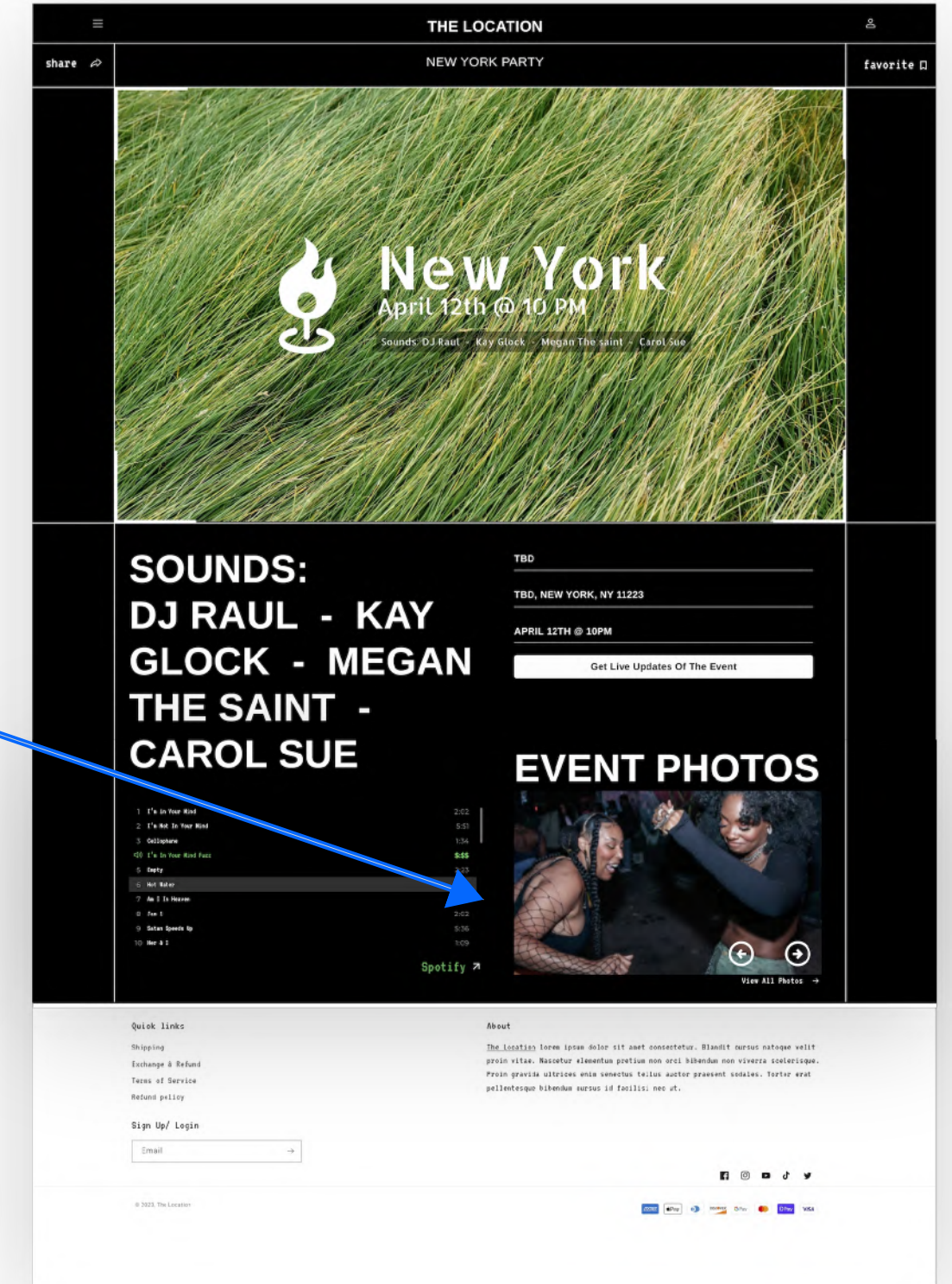
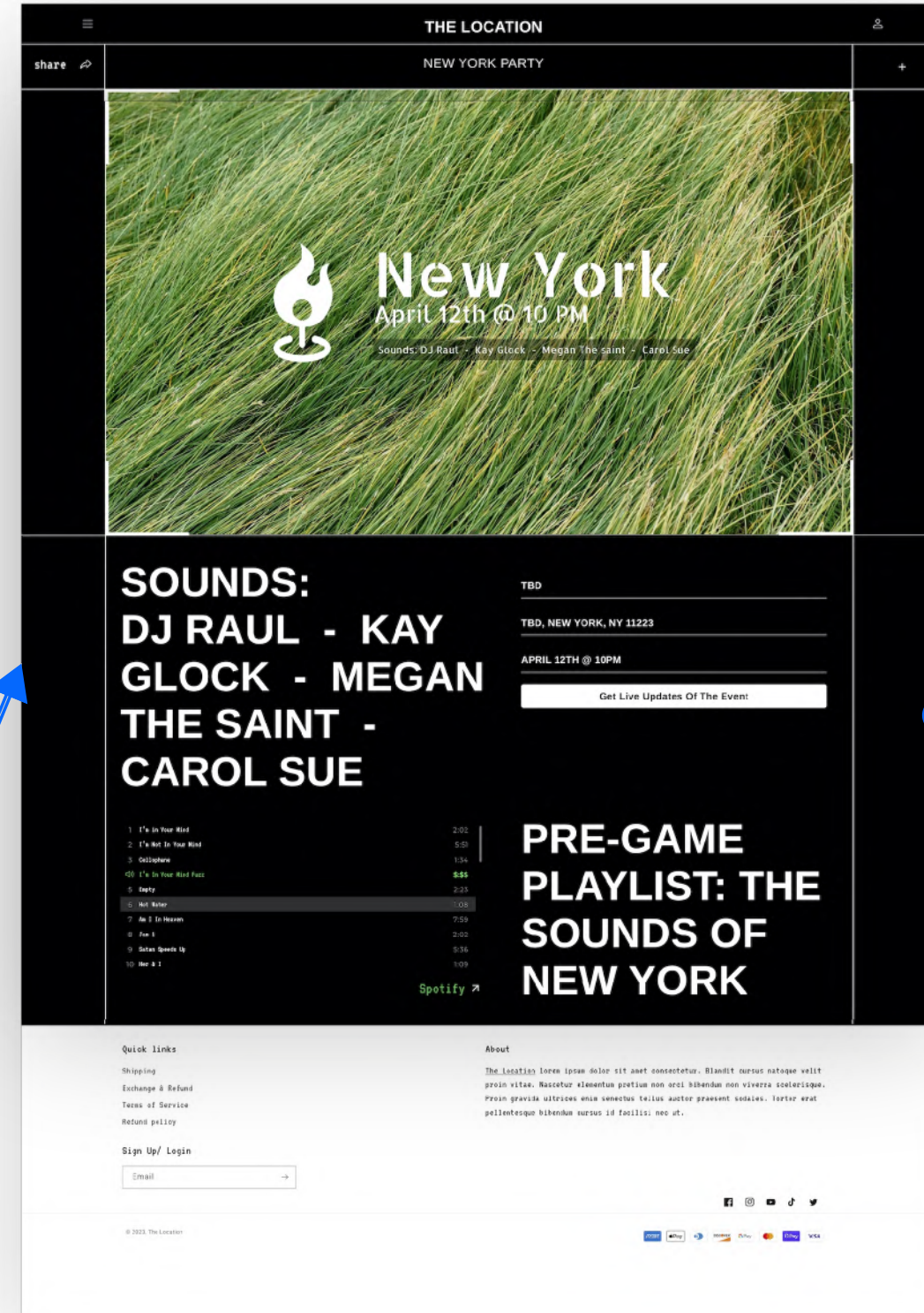
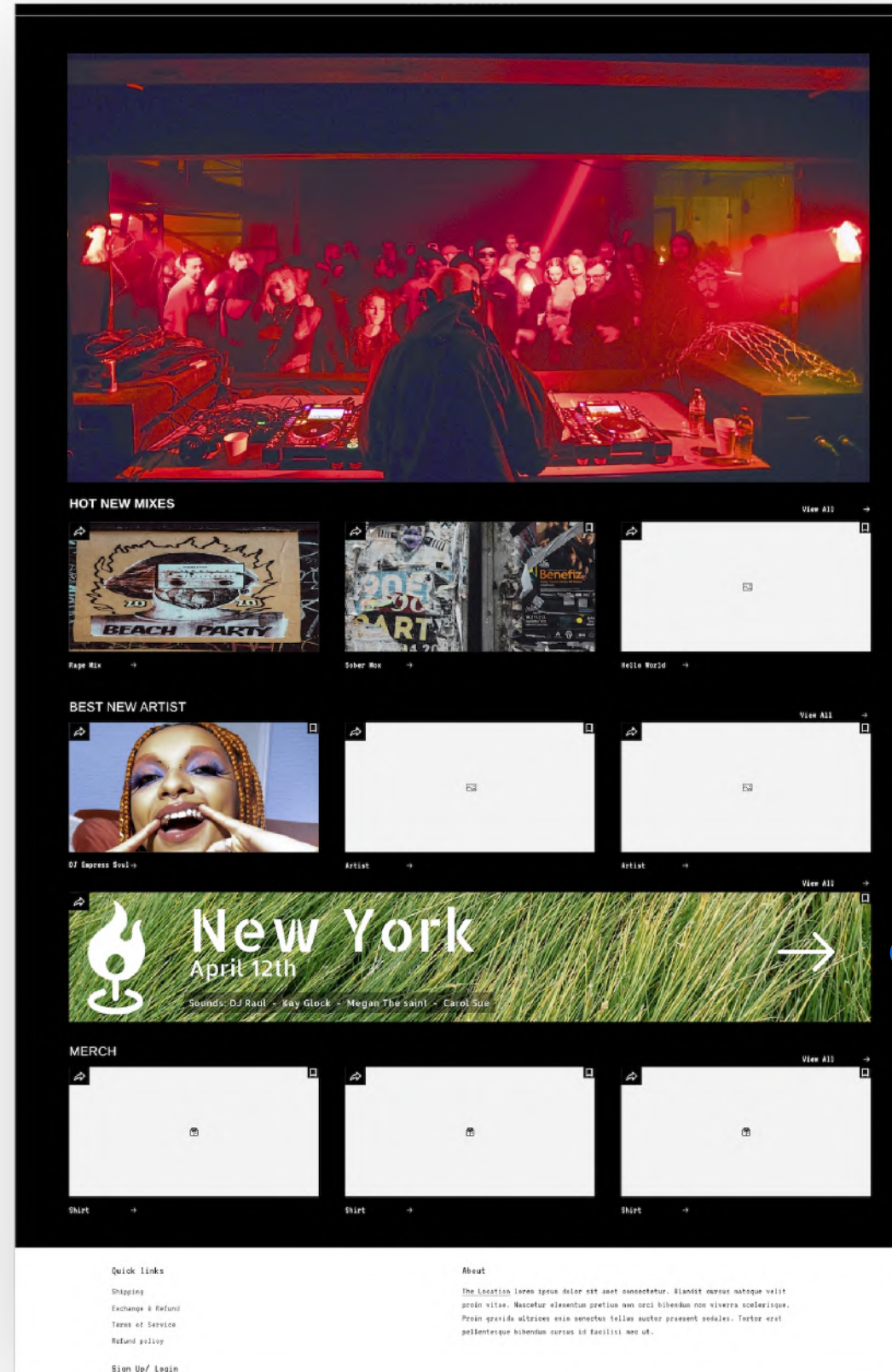
✓ "Although I managed to complete the task, it wasn't immediately apparent that the "add" button corresponded to the favorites section."

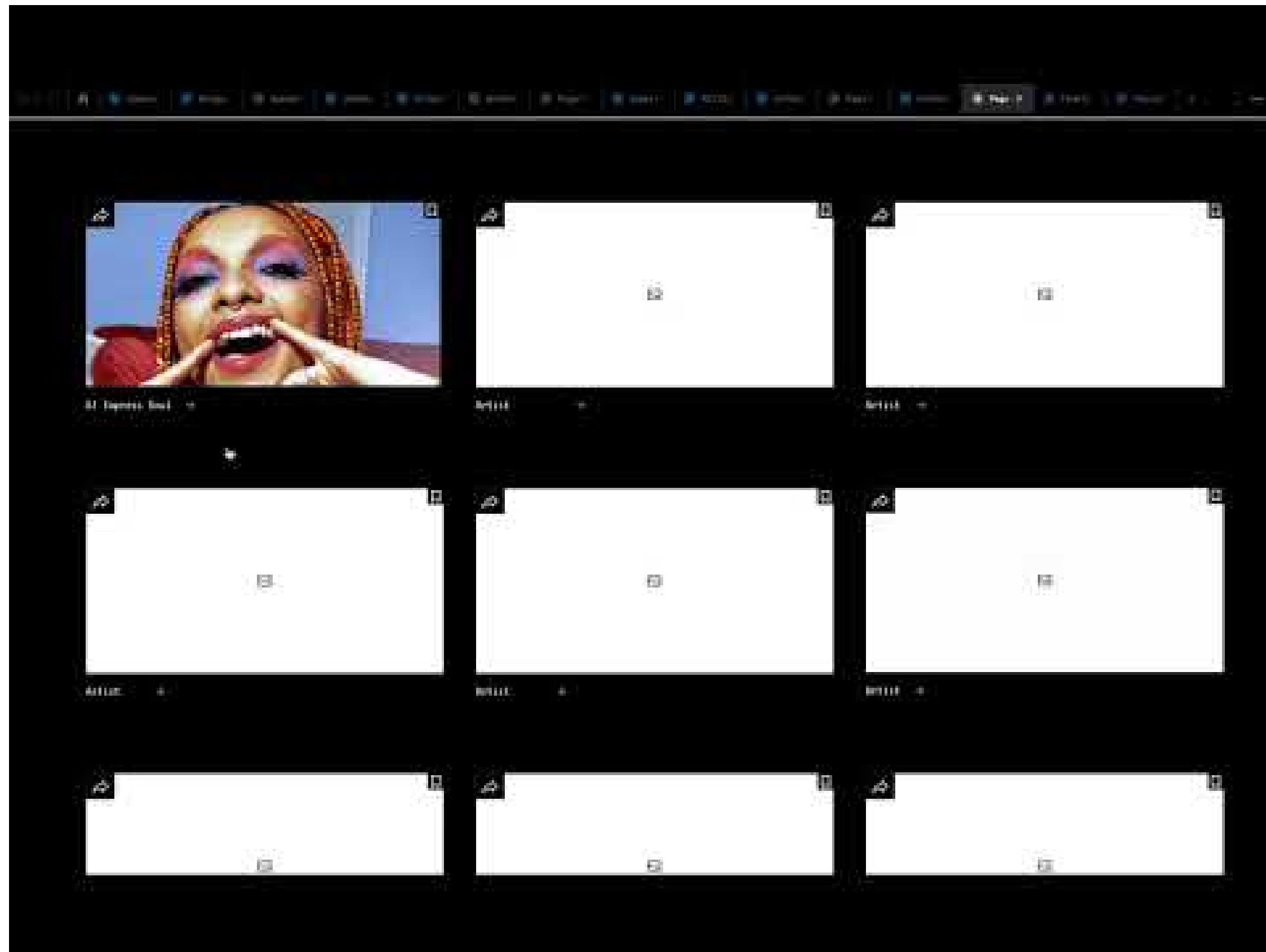


Observe the latest occurring event from the home screen.



✓ "Although I managed to complete the task, I would appreciate if photos were added to this section as well, so I can have an idea of what the event might look like."





THE LOCATION

Conclusion

In conclusion, to cater to music enthusiasts passionate about a specific genre, we are developing a website that promotes a music genre, hosts events, and connects creatives. We have addressed user feedback by:

- Indicating the latest event clearly.
- Replacing the "add" button with a recognizable icon for the favorites section.
- Adding event photos for a visual preview.

These improvements will make the platform more user-friendly and bridge the gap in the party scene for music enthusiasts.

We have more updates coming to website

✦ COMPLETE HIGH- FI PROTOTYPE

✦ ADD A MERCHANDISE PAGE

✦ CONNECTING SOCIAL MEDIA PLATFORM

✦ CODING AND LIVE RELEASE

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THANK YOU! 🎉

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[RAVENPORTERDESIGN.COM](https://www.ravenporterdesign.com)

INSTAGRAM: [@RAYLILLIEDESIGN](https://www.instagram.com/raylilliedesign)

Drops mic

QUESTIONS?



A black and white photograph capturing a moment of appreciation. In the center, a woman with long dark hair is seen from behind, her arms raised in a celebratory gesture. To her left, a man with glasses and curly hair is drinking from a glass. To her right, another woman with her hair in a ponytail is clapping. The background features a large, glowing neon sign with abstract, looping patterns. The overall atmosphere is one of joy and gratitude.

THANK YOU!