

# BEAT.BOX

FINAL PRESENTATION

LORENZO CONANAN



## PART 1 - DISCOVERY

- Project Goal
- Objective Statement
- Creative Brief – Audience Analysis
- Audience Mood Board
- Persona
- Competitive Analysis
- MoodBoards

## PART 2 - METHODOLOGY

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- Typography
- User Experience
  - Design Process
  - User Testing

## PART 3 - DESIGN

- Desktop design
  - Old vs. New
  - Interaction design
- Mobile design
  - Iteration
  - Interaction Design
- Call to Action story

**PART 1**  
**DISCOVERY**

1

## OBJECTIVE/STRATEGY

### **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.

## 2

## AUDIENCE/COMPETITION

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 FREEMAN**

20  
Western Sydney (Suburban)  
Student/Casual Worker  
Single

## PROFILE

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.

## CONNECTION WITH PRODUCT

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.

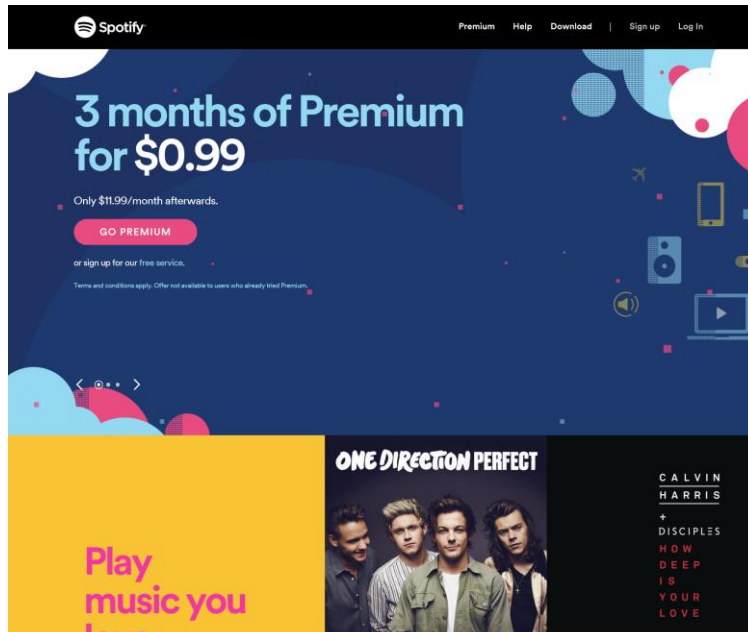
Scott is in need of a solution which is seamless, engaging and provides the ability to create playlists with minimal effort.

## 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.

## 2

## AUDIENCE/COMPETITION

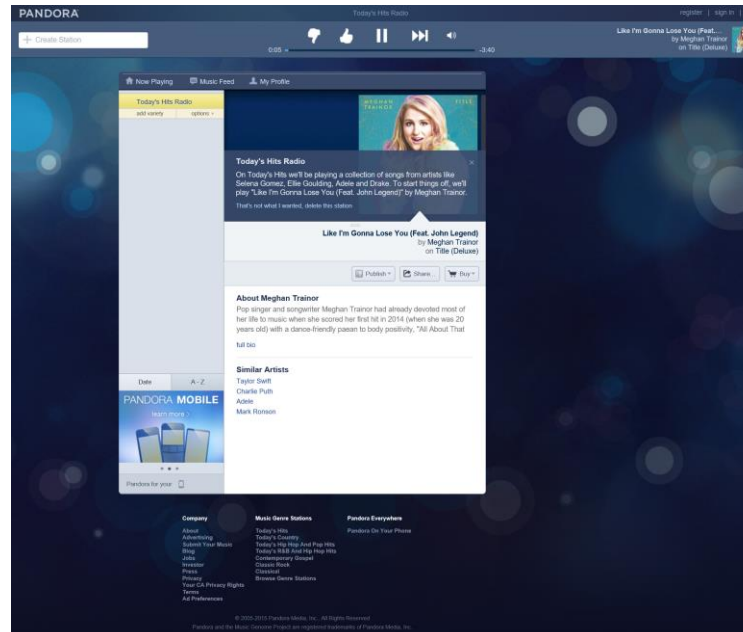


### SPOTIFY

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.

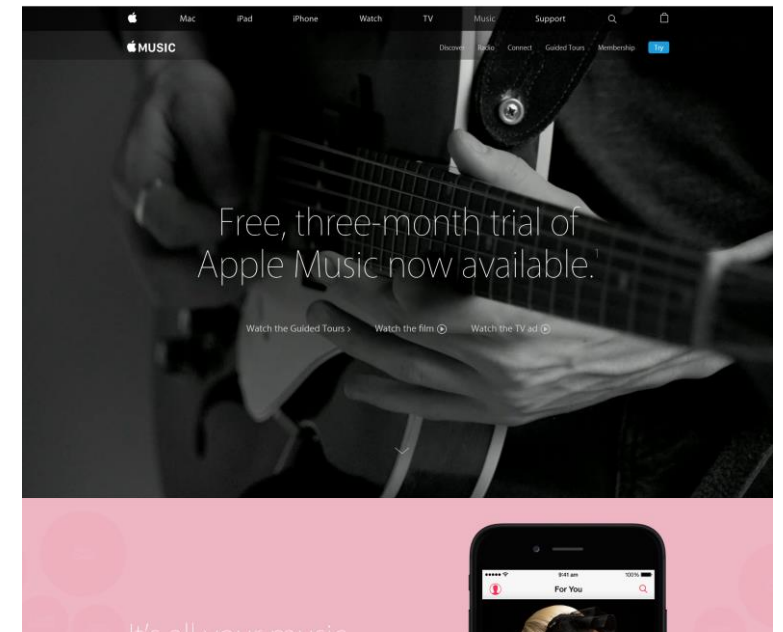


### PANDORA RADIO

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.

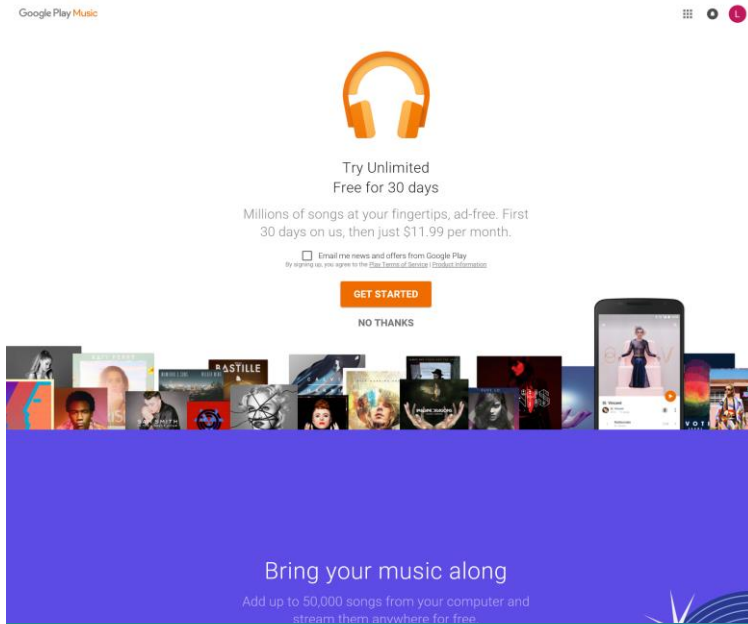


### APPLE MUSIC

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.

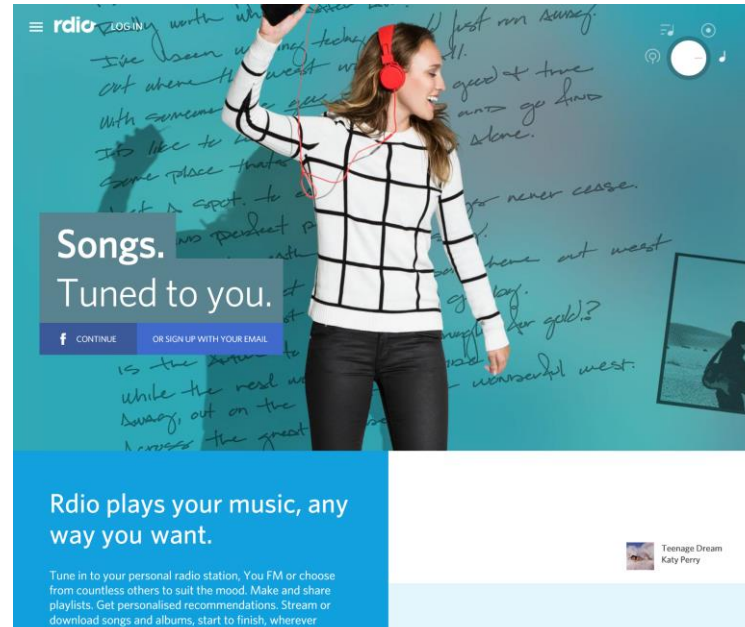


## GOOGLE MUSIC

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.



Rdio plays your music, any way you want.

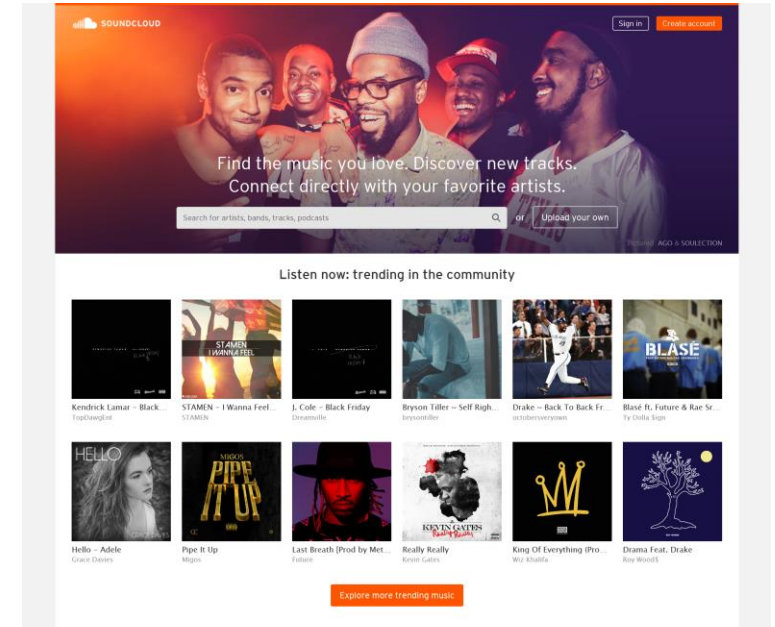
Tune in to your personal radio station. You FM or choose from countless others to suit the mood. Make and share playlists. Get personalised recommendations. Stream or download songs and albums, start to finish, wherever.

## RDIO

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.



## SOUNDCLOUD

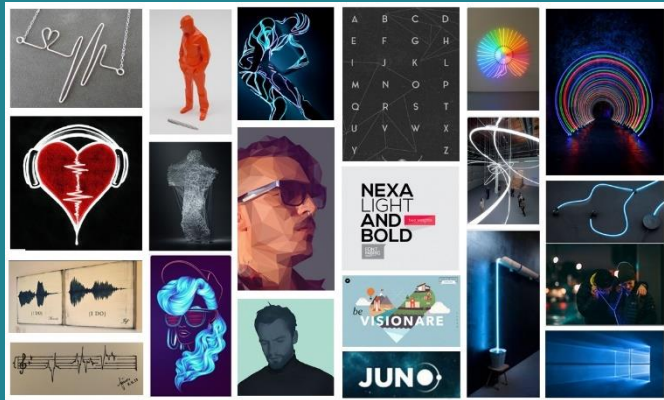
Device agnostic, web-centric

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.

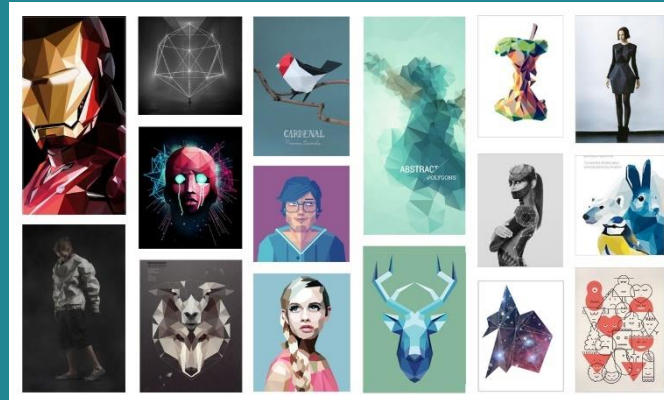
# 3

# MOODBOARD



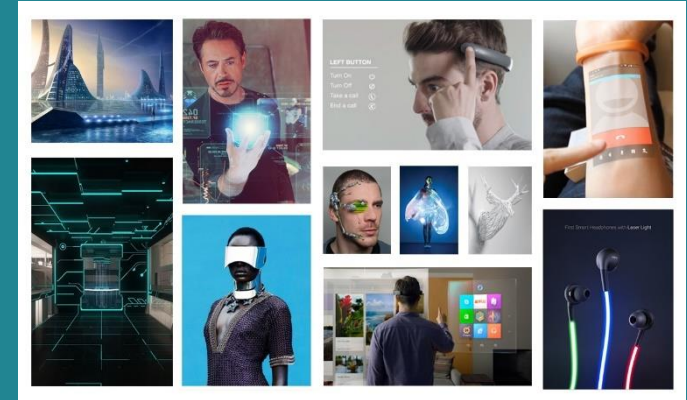
Focus on three keywords from the creative brief:

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.

# 3

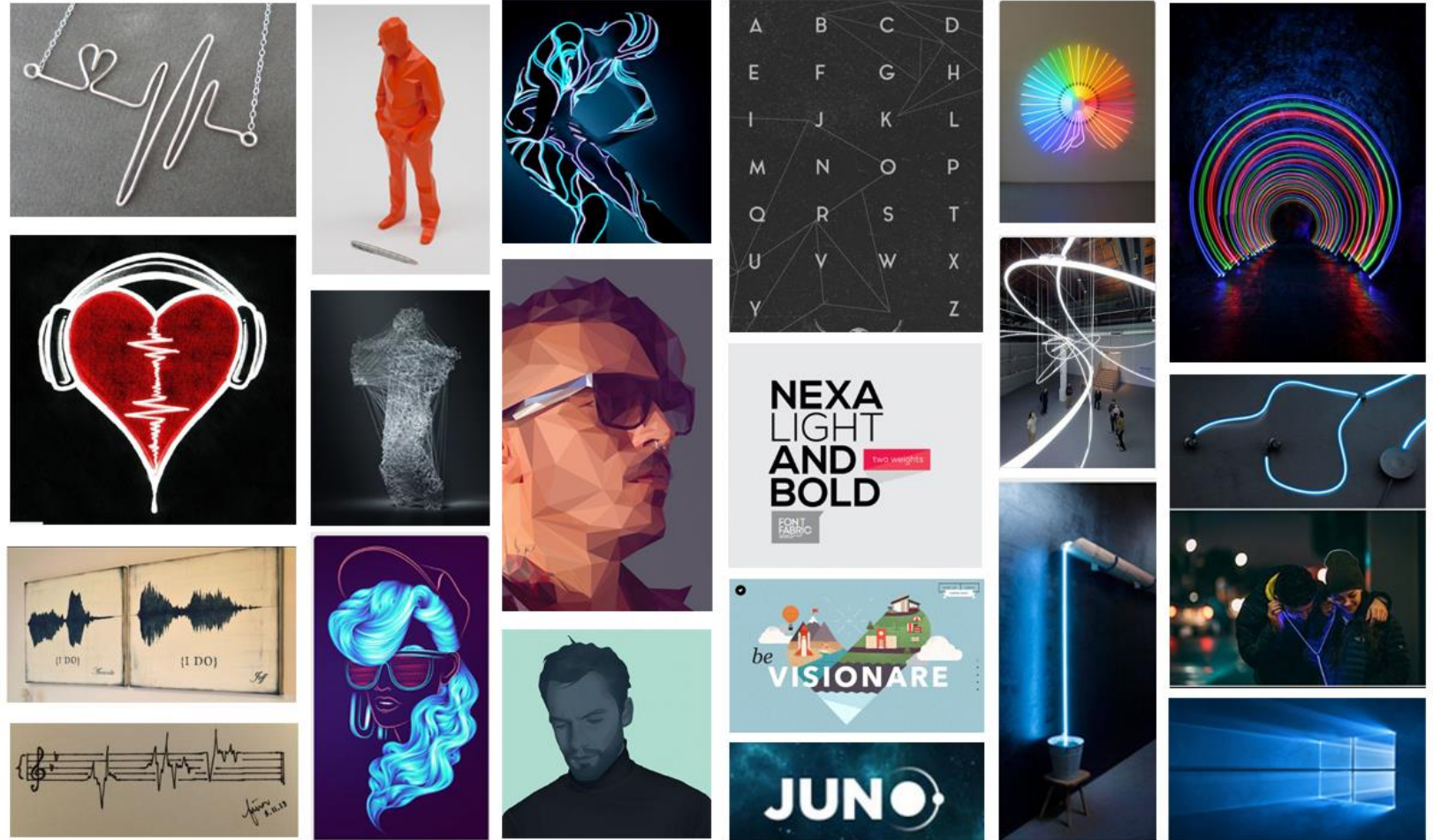
# MOODBOARD

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.



# 3

# MOODBOARD

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.

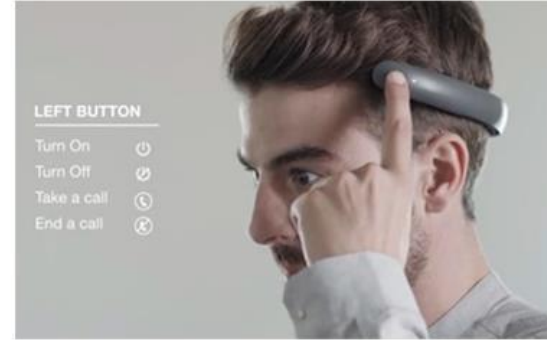


### 3

## MOODBOARD

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.



**PART 2**  
**METHODOLOGY**

# 4

# COLOUR

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.

## COLOUR SCHEME TEMPLATE

Each scheme should contain at least three but no more than five colours. Delete any unused swatches.



4

COLOUR

# BEAT.BOX COLOUR SCHEME



MAIN



TEXT



BACKGROUND



ACCENT



ACCENT

<H1> HEADING1

<H2> HEADING2

**BODY** Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

## OPTION 1

H1 – Gill Sans MT, Regular, 60pt  
 H2 – Gill Sans MT, Italic, 36pt  
 BODY – Myriad Pro, Regular, 18pt

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.

<H1> **Heading 1**

<H2> **Heading2**

**BODY** Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex

## OPTION 2

H1 – League Spartan, Bold, 60pt  
 H2 – Microsoft New Tai Lue, Bold, 36pt  
 BODY – Sitka Banner, Regular, 20pt

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.

<H1> **Heading 1**

<H2> **Heading2**

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

## OPTION 3

H1 – Fixedsys, Regular, 60pt  
 H2 – 8514oem, Regular, 36pt  
 BODY – Segoe UI, Semilight, 20pt

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.

&lt;H1&gt;

**HEADING1**

&lt;H2&gt;

**HEADING2****BODY**

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

&lt;H1&gt;

**HEADING1**

&lt;H2&gt;

**HEADING2****BODY**

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

**MAIN**

&lt;H1&gt;

**HEADING1**

&lt;H2&gt;

**HEADING2****BODY**

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

**ALTERNATE**

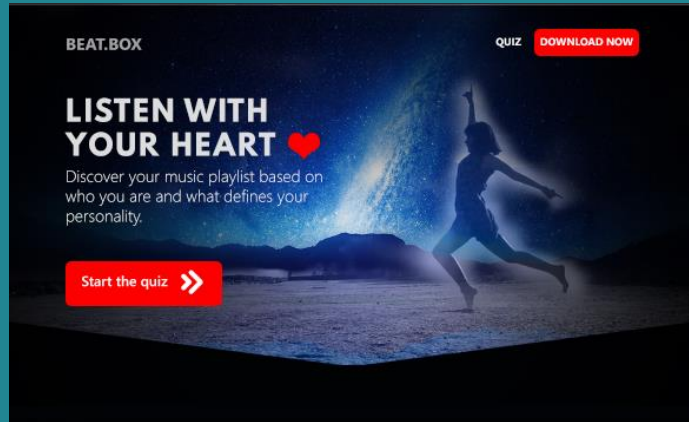
# 4

# USER TESTING

Using the user-centered design methodology and mixing this with the visual design process, the following stages below applied the UX approach.

EMPATHY	DEFINE	DESIGN	PROTOTYPE	TEST
<ul style="list-style-type: none"><li>- Interviews</li><li>- Observations</li><li>- Competitor Analysis</li></ul>	<ul style="list-style-type: none"><li>- Personas</li></ul>	<ul style="list-style-type: none"><li>- Develop screen flow and navigation (interaction and order of information)</li></ul>	<ul style="list-style-type: none"><li>- Wireframes</li></ul>	<ul style="list-style-type: none"><li>- Scenario testing</li><li>- User testing</li></ul>

# DESIGN DECISION MAKING



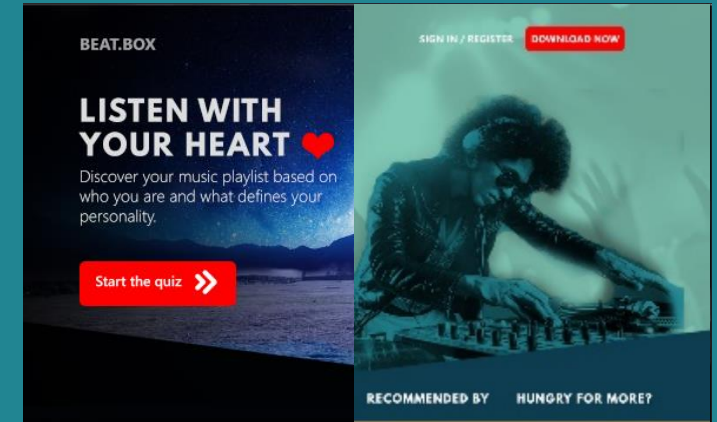
## PHOTOGRAPHY

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.



## GEOMETRIC

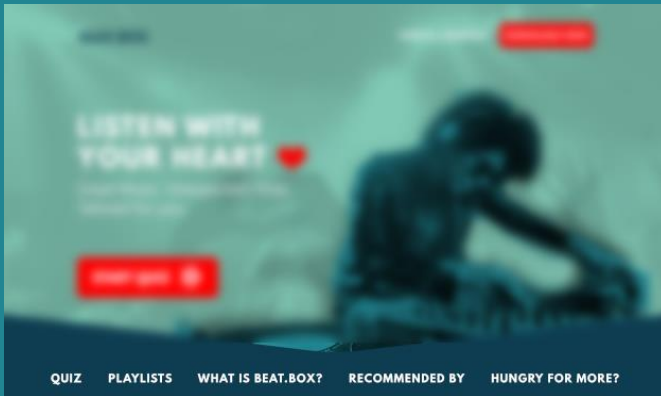
The original idea, was for the hero imagery to feature geometric patterns to display a degree of difference but all 5 interviewees found the image unappealing and nauseating to the design.



## COLOUR

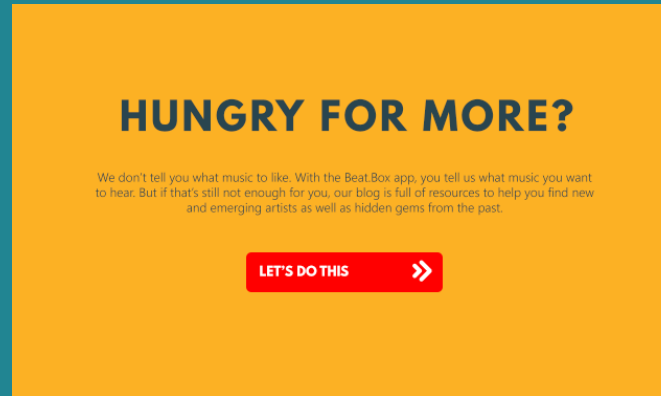
After completing the study on colour, it was decided to investigate which colour scheme the users wanted – dark or vibrant. Vibrant won majority with 4 votes out of the 5 surveyed.

# USABILITY ISSUES



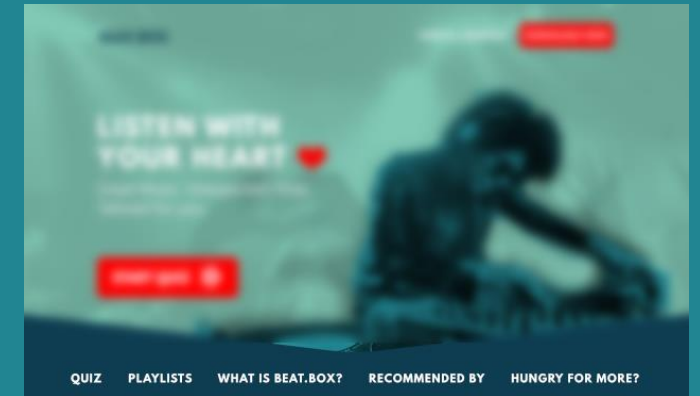
## NAVIGATION

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



## CTA COLOUR CHOICE

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.



## HEADINGS

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**

4

DESKTOP


BEAT.BOX QUIZ [DOWNLOAD NOW](#)

**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 >>](#)

**WHAT IS BEAT.BOX?** 

AS RECOMMENDED BY:




// Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. //

*Firstname Lastname*

**DISCOVER YOUR PROFILE NOW**

[Start the quiz >>](#)

BEAT.BOX © 2014

BEAT.BOX QUIZ [DOWNLOAD NOW](#)

**LISTEN WITH YOUR HEART** ❤️  
Discover your music playlist based on who you are and what defines your personality.

[Start the quiz >>](#)

**PERSONALITY QUIZ**

BEAT.BOX FREE TRIAL / REGISTER

**LISTEN WITH YOUR HEART**   
Great music. Unexpected finds. Tailored for you.

[START QUIZ >>](#)

QUIZ PLAYLISTS WHAT IS BEAT.BOX? RECOMMENDED BY HUNGRY FOR MORE?

**PERSONALITY QUIZ**

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

Beat.bbox helps you find artists you love by creating tailored 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 created just for you with music from emerging and mainstream artists based on your personal profile.

[VIEW >](#)

**JUMP-START YOUR PLAYLISTS**

 [PERFECT DATE NIGHT](#)

 [NIGHT NIGHT HOUSE PARTY](#)

 [DISCOVER MORE PLAYLISTS >>](#)

**WHAT IS BEAT.BOX?**

What is Beat.bbox? It's a music discovery service that helps you find artists you love by creating tailored 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 created just for you with music from emerging and mainstream artists based on your personal profile.

[LEARN MORE >>](#)

**RECOMMENDED BY:**

“When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging act? Or found just the perfect playlist for that special date night? Beat.bbox helps you find artists you love by creating tailored 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 created just for you with music from emerging and mainstream artists based on your personal profile.”

*— Kristina LaGrange*

**HUNGRY FOR MORE?**

When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging act? Or found just the perfect playlist for that special date night? Beat.bbox helps you find artists you love by creating tailored 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 created just for you with music from emerging and mainstream artists based on your personal profile.


[LET'S GO! >>](#)

BEAT.BOX [CONTACT US](#) [BLOG](#) [DOWNLOAD](#) [Facebook](#) [Twitter](#) [Instagram](#)

1000 10th Ave NE, Seattle, WA 98108 [GET DIRECTIONS >>](#)



BEAT.BOX SIGN IN / REGISTER [DOWNLOAD NOW](#)

**LISTEN WITH YOUR HEART** 

Great Music. Unexpected Finds. Tailored for you.

[START QUIZ >>](#)

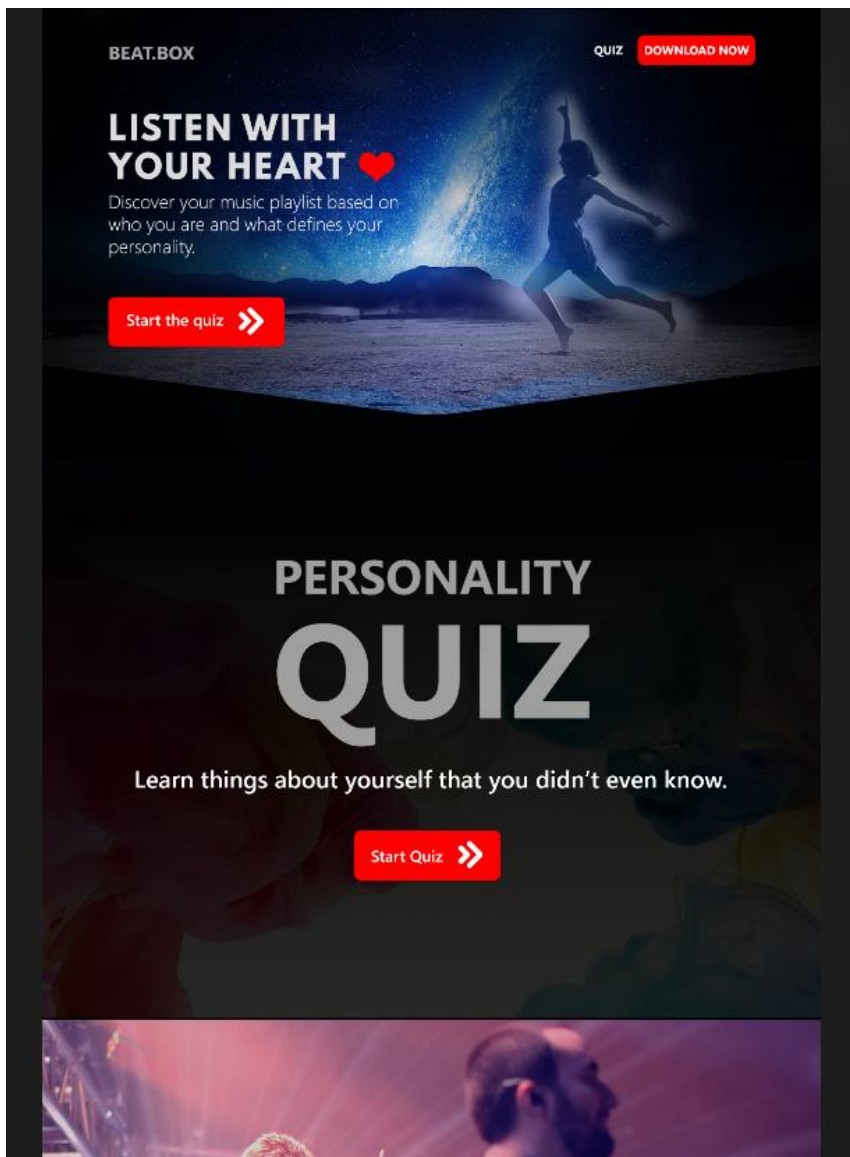
QUIZ PLAYLISTS WHAT IS BEAT.BOX? RECOMMENDED BY HUNGRY FOR MORE?

**PERSONALITY QUIZ**

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We believe that music is an expression of your personality and finding that perfect playlist can make for the perfect day. Our playlists are created just for you with music from emerging and mainstream artists based on your personal profile.



BEAT.BOX QUIZ [DOWNLOAD NOW](#)

## LISTEN WITH YOUR HEART


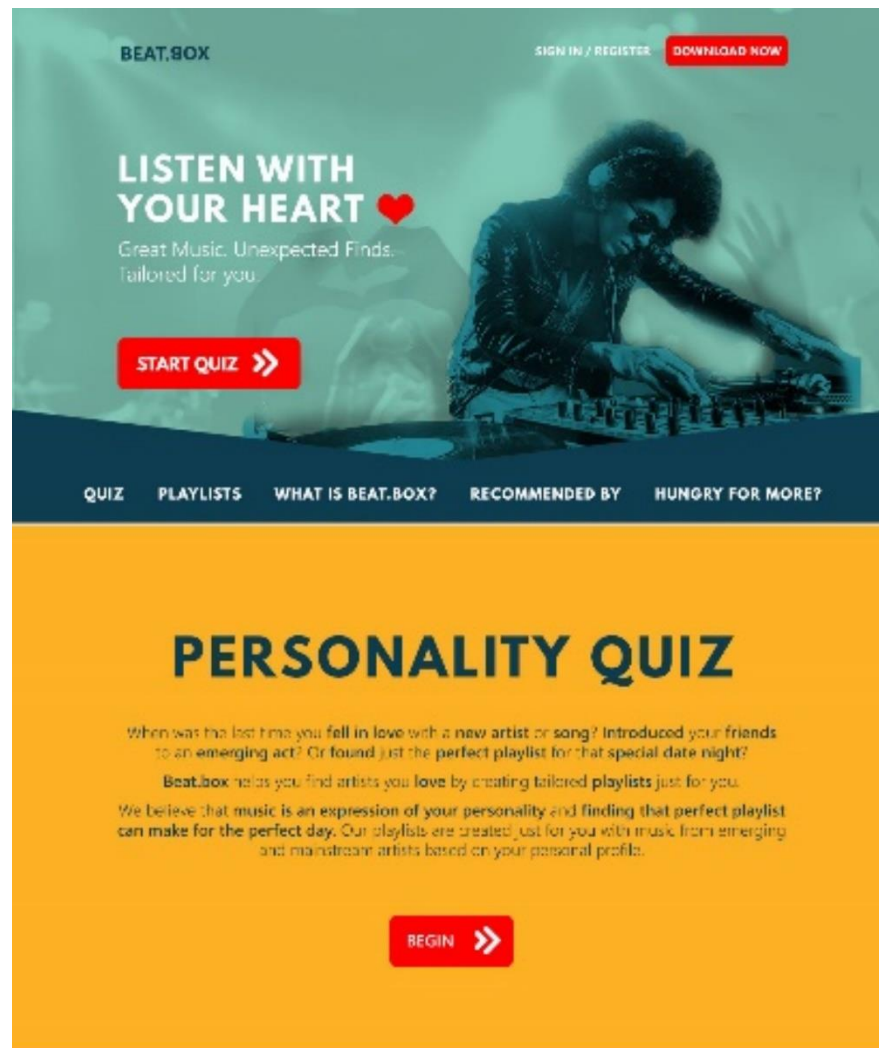
Discover your music playlist based on who you are and what defines your personality.

[Start the quiz >>](#)

# PERSONALITY QUIZ

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

[Start Quiz >>](#)

BEAT.BOX [SIGN IN / REGISTER](#) [DOWNLOAD NOW](#)

## LISTEN WITH YOUR HEART

Great Music. Unexpected Finds. Tailored for you.

[START QUIZ >>](#)

[QUIZ](#) [PLAYLISTS](#) [WHAT IS BEAT.BOX?](#) [RECOMMENDED BY](#) [HUNGRY FOR MORE?](#)

# PERSONALITY QUIZ

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

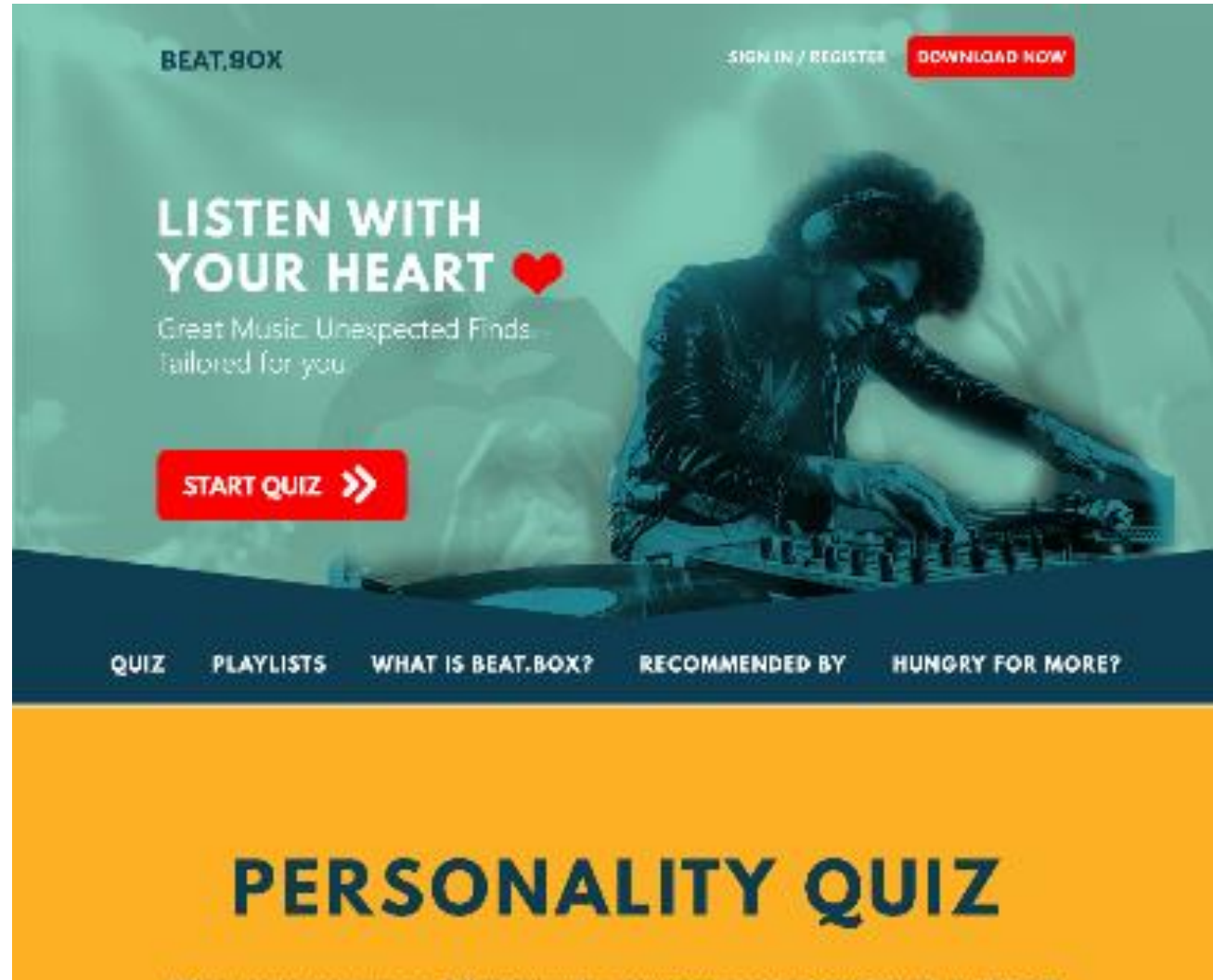
Beat.Box helps you find artists you love by creating tailored playlists just for you.

We believe that music is an expression of your personality and finding that perfect playlist can make for the perfect day. Our playlists are created just for you with music from emerging and mainstream 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

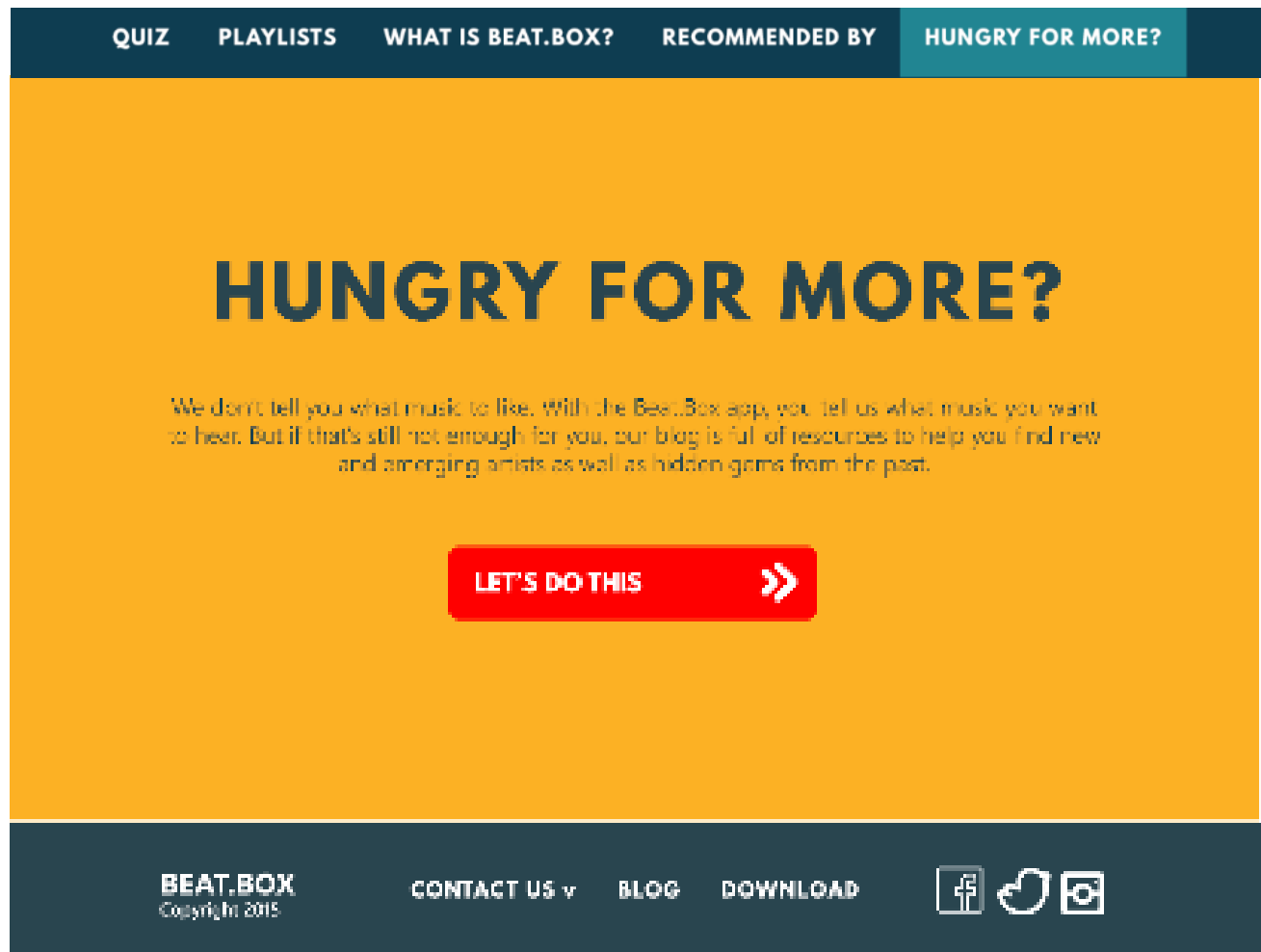
When the user clicks a navigation option, the page scrolls to where that section begins and the section title becomes highlighted.

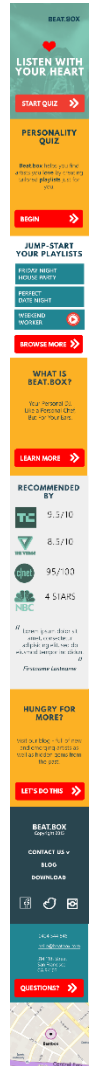


## JUMP-START YOUR PLAYLISTS

### INTERACTION #3

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.





BEAT.BOX

LISTEN WITH YOUR HEART

START QUIZ >>

PERSONALITY QUIZ

Beat.box helps you find artists you love by creating tailored playlists just for you.

BEGIN >>

### JUMP-START YOUR PLAYLISTS

FRIDAY NIGHT HOUSE PARTY

PERFECT DATE NIGHT

WEEKEND WORKER

BROWSE MORE >>

### WHAT IS BEAT.BOX?

Your Personal DJ.  
Like a Personal Chef,  
But For Your Ears.

LEARN MORE >>

### RECOMMENDED BY

TC 9.5/10

THE VERGE 8.5/10

cnet 95/100

NBC 4 STARS

// Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt //

Firstname Lastname

### HUNGRY FOR MORE?

Visit our blog - full of new and emerging artists as well as hidden gems from the past.

LET'S DO THIS >>

BEAT.BOX  
Copyright 2013

CONTACT US v

BLOG

DOWNLOAD



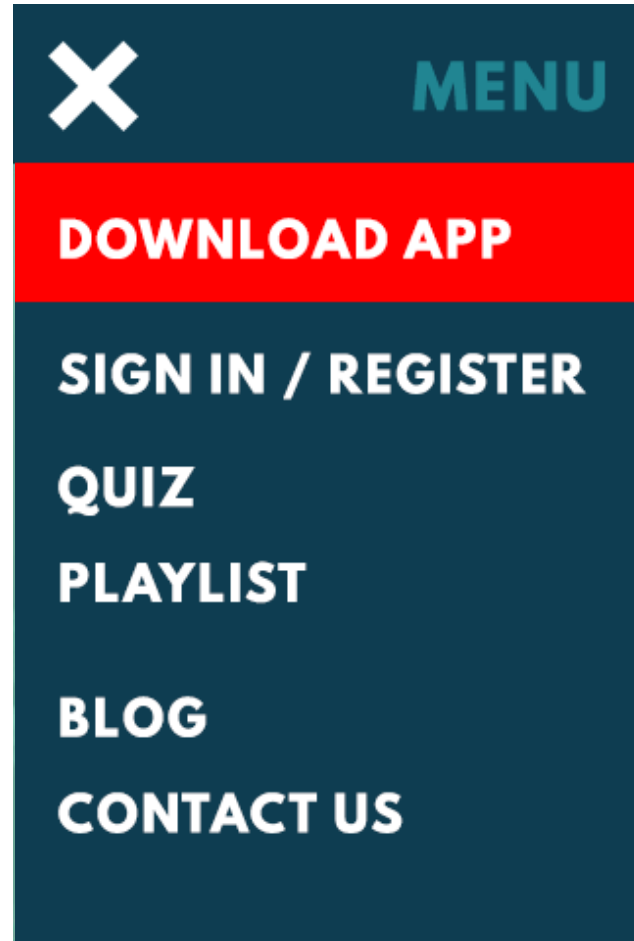
415.454.846  
Hello@beatbox.com

434 17th Street  
San Francisco  
CA 94103

QUESTIONS? >>

## INTERACTION #4

When the user selects the hamburger menu, the menu takes over the screen space with options becoming available.

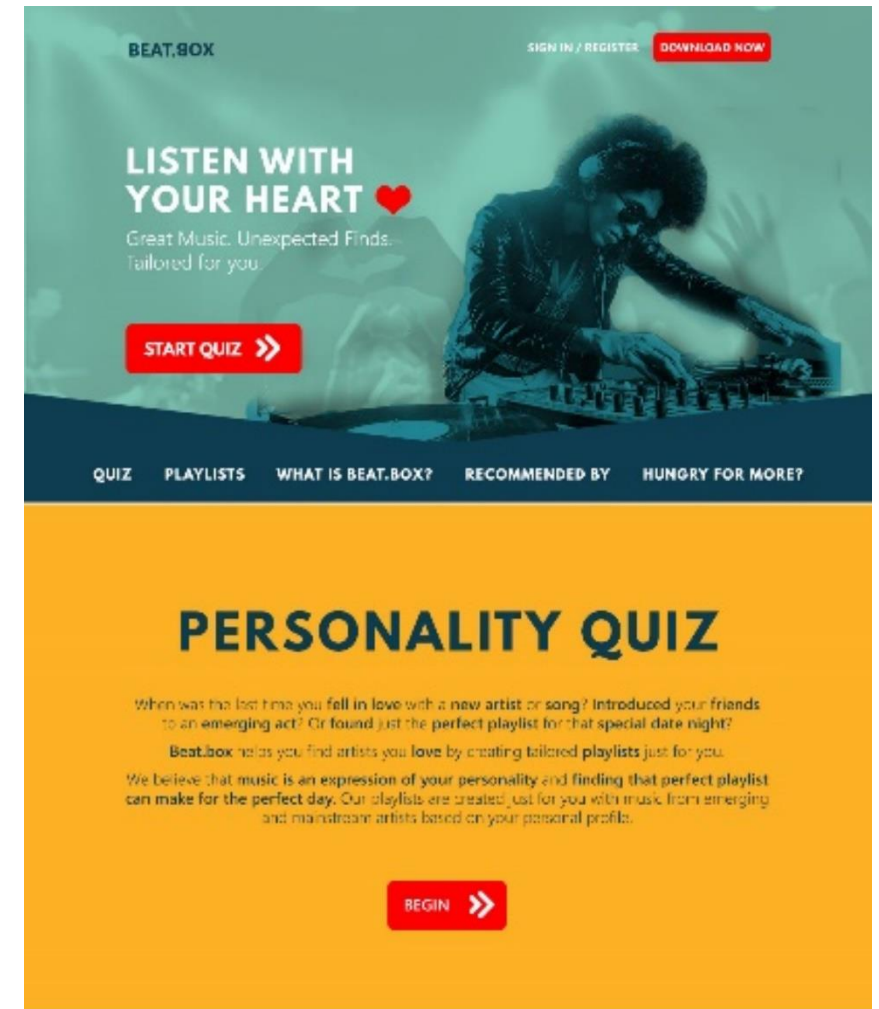


# 4

## CALL TO ACTION STORY

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

#	TITLE	DESCRIPTION
1	Hero Panel	Main CTA encouraging to start the quiz
2	Quiz	Personality Quiz panel which performs the questionnaire – the objective of the website
3	Playlists	Quick shortcut to quickly view playlists within the website
4	What is Beat Box?	Carousel with short spiel about what the product is and its benefits.
5	Recommended By	Testimonials section from different companies to verify the authenticity
6	Hungry for More?	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.
7	Footer	Additional links to social networks, contact us.
8	Map	Shows the location of where the HQ is as well as contact details.



## JUMP-START YOUR PLAYLISTS



## 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.

## USER RESEARCH

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.

## PLAN BEFORE STARTING

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.

## CONTINGENCY OF TIMING

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.