Creation of a pre-sale application for a pop-punk band

Brenda Cantú

Project overview
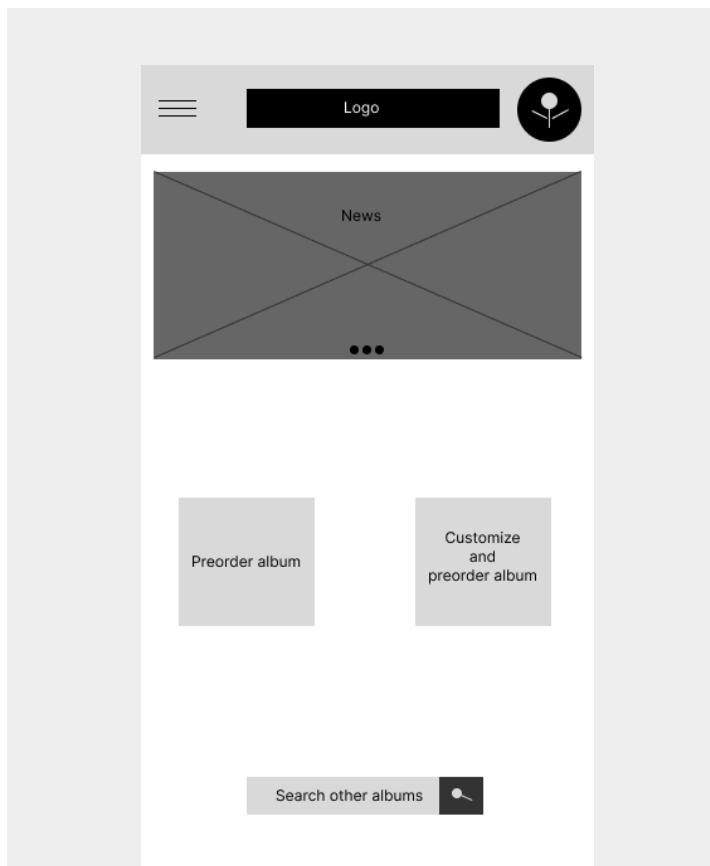
The product:

The Dollyrots have created an online platform that allows you to order or reserve your albums and products, anytime, anywhere.

Project duration:

This project was carried out over a period of three months, between September and October 2023.

Project overview

The problem:

Design innovative and effective products to mitigate identified problems.

The goal:

Develop user-centered products that align with the needs and preferences of the persona created during research.

Project overview

My role:

UX researcher, UX designer, UX writer

Responsibilities:

User research reports, personas, problem statements, user journey maps, goal statements, competitive audits, storyboards, user flows, paper wireframes, digital wireframes, low-fidelity prototypes, and usability studies.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Empathy research identifies our target audience and uncovers user pain points

Through in-depth interviews and empathy mapping, I gained valuable insights into the needs and motivations of my target users. A key user group that emerged from this research was people who were passionate about collecting idol and musician products.

This core user group validated our initial assumptions about The Dollyrots customers. However, the research also uncovered a major challenge these users face: the difficulty in obtaining desired merchandise during the high-traffic period surrounding album releases. Additionally, respondents expressed several obstacles that prevented them from easily accessing their favorite music memorabilia in brick-and-mortar stores. These obstacles included time constraints, competing interests, and limited availability of sought-after items.

User research: pain points

1

Time

Users sometimes do not notice in time the most recent release of their favorite group

2

Payment

There are not enough payment methods when checking out

3

Extras

Not all users want to buy more merchandise other than the new album

4

Registration

Not all users want to register to be able to use the application

Persona: **Jaya Frankie**

"We're all living to die, so let's enjoy the ride."

Jaya Frankie

Age: 30 years
Education: Bachelor of Visual Arts
Hometown: Houston, Texas
Family: Single
Occupation: Graphic designer

Goals
- Stay up to date on the latest news and releases from your favorite band.
- Being able to listen to their new music as soon as it comes out.
- Connect with other fans of the band and share your love for their music.

Frustrations
- It can be difficult to keep up with new music that is constantly being released.
- Not all of her favorite band's music is available on the streaming services she uses.
- She sometimes feels that she is not as connected to the band's fan community as she would like.

Jaya appreciated the fun melodies of her favorite band, The Dollyrots. Her day revolved around staying up to date on her latest releases and connecting with other fans. Despite occasional frustration over missed releases or limited streaming options, Jaya's passion for The Dollyrots remained, and she continued to look for ways to stay up to date on her releases.

Problem Statement:

As a **single woman with extra income**, I want **to be able to know when I can preorder the music I love**, so that **I can take advantage of the extra perks I can get during a preorder**.

User journey map

Jaya's user journey mapping revealed how useful a dedicated The Dollyrots app would be for users.

Persona: Jaya

Goal: Get the new album because she feels she needs it

Action	Get App	Register for notifications	Receive preorder notification	Offer personalization	Send new album
Task List	• Go to the app store • Find the app • Download and install • Register	• Find the notifications option • Find the option to add your email • Register	• Check her email • Click on the CTA (button) • Click on pre-order	• Choose customization options • Continue to shopping cart • Pay	• Receive the album • Check that everything is in order and approves it
Feeling Adjectives	• Happy, because the application is available • Excited about the new album	• Impatient, already registered previously • Excited, she is now sure of receiving notifications	• Happy as she will receive her album on time • Impatient, wanting to have the album in her hands	• Excited, because she has paid for her album. • Confused by the amount of options	• Happy, as the process was carried out successfully • Excited and ready to listen to the music
Improvement Opportunities	• Registration should not be mandatory • Add a link to download the app in an invitation email and the artist page	• Be the first option when entering the application • If she already registered, she shouldn't need to do so again	• Allow all possible payment methods • Make the sales page as simple and clear as possible	• Create a clear order screen. • Offer instant status notifications	• Give the option to report a wrong order if applicable. • Give the option to review the album.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Iterations of the paper app screens, done with time and care, ensured that the digital wireframes addressed user needs. In particular, the home screen focused on a quick and easy ordering process to save user's time.
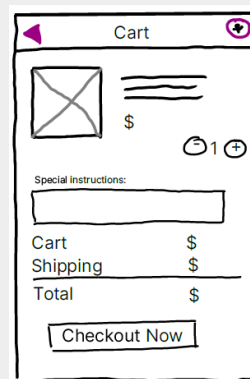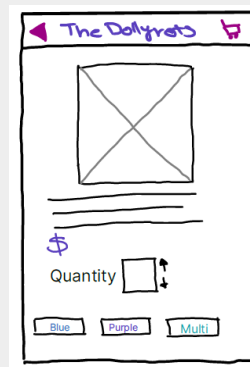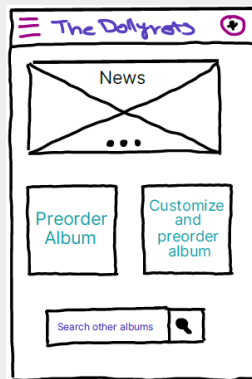
Digital wireframes

In the initial design phase, I focused on gathering user feedback and research findings. This data allowed me to create screen layouts that were intuitive, easy to use, and meet user needs.

El agregar las noticias mas recientes permite que la aplicación se utilice no solo para preventas
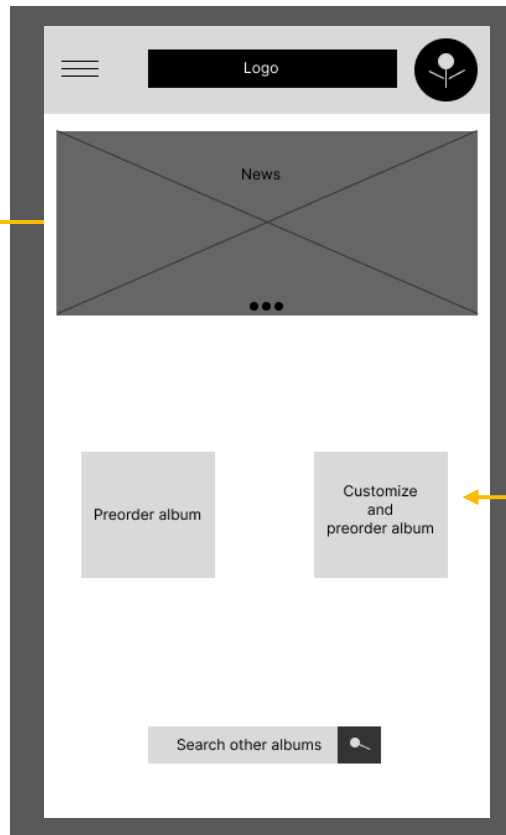
The buttons provide the decision between simply pre-ordering or if they want to add customization

Digital wireframes

Easy navigation and support
for assistive technologies
were two key issues the
designer needed to address
in the designs.
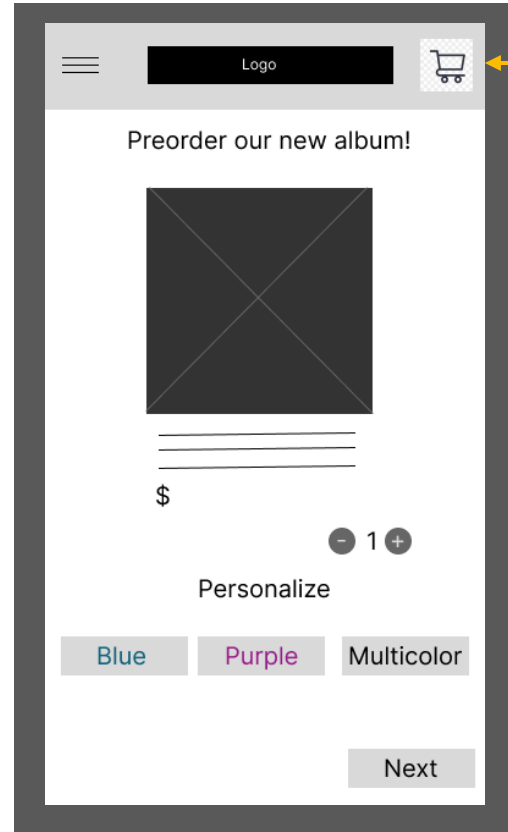
Having the shopping
cart always present
allows to avoid
reviewing the rest of
the items if
necessary

Low-fidelity prototype

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Many users do not know how to create their profile

2. All users considered the purchase flow easy

3. Some users do not prefer to buy extra merchandise

Round 2 findings

1. Pocos usuarios requieren algun tipo de sporte técnico

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Several users mentioned that
the design was not visually
pleasing

Mockups

The size of the number of albums to purchase was increased for people with visibility problems

Before usability study
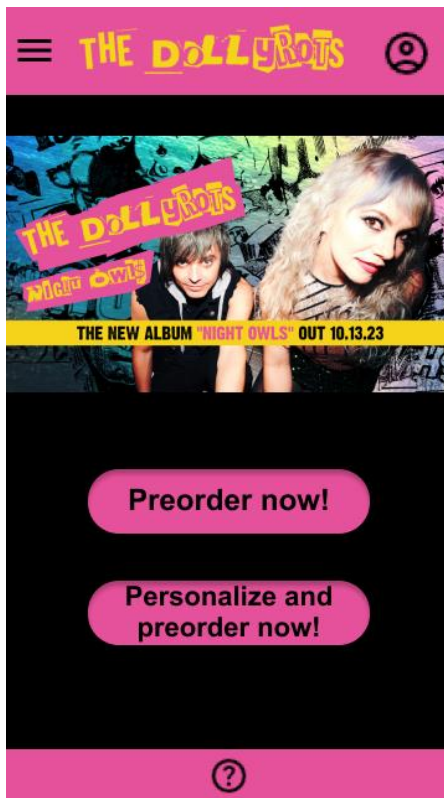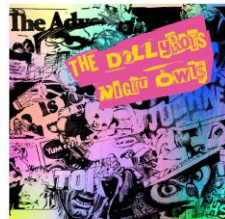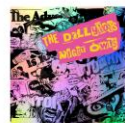
After usability study
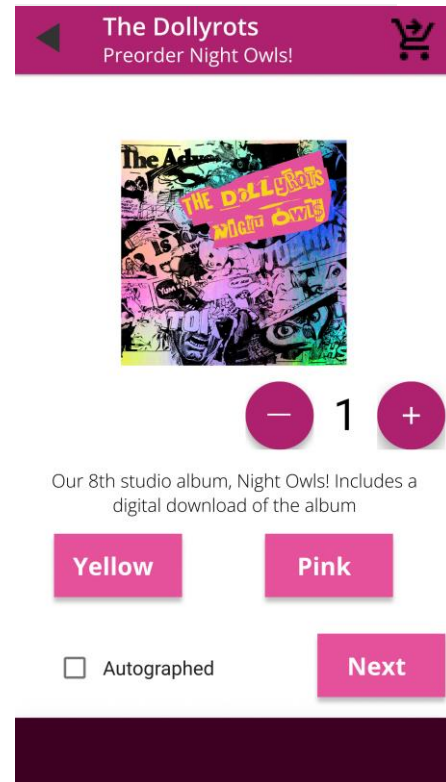
Mockups

High-fidelity prototype
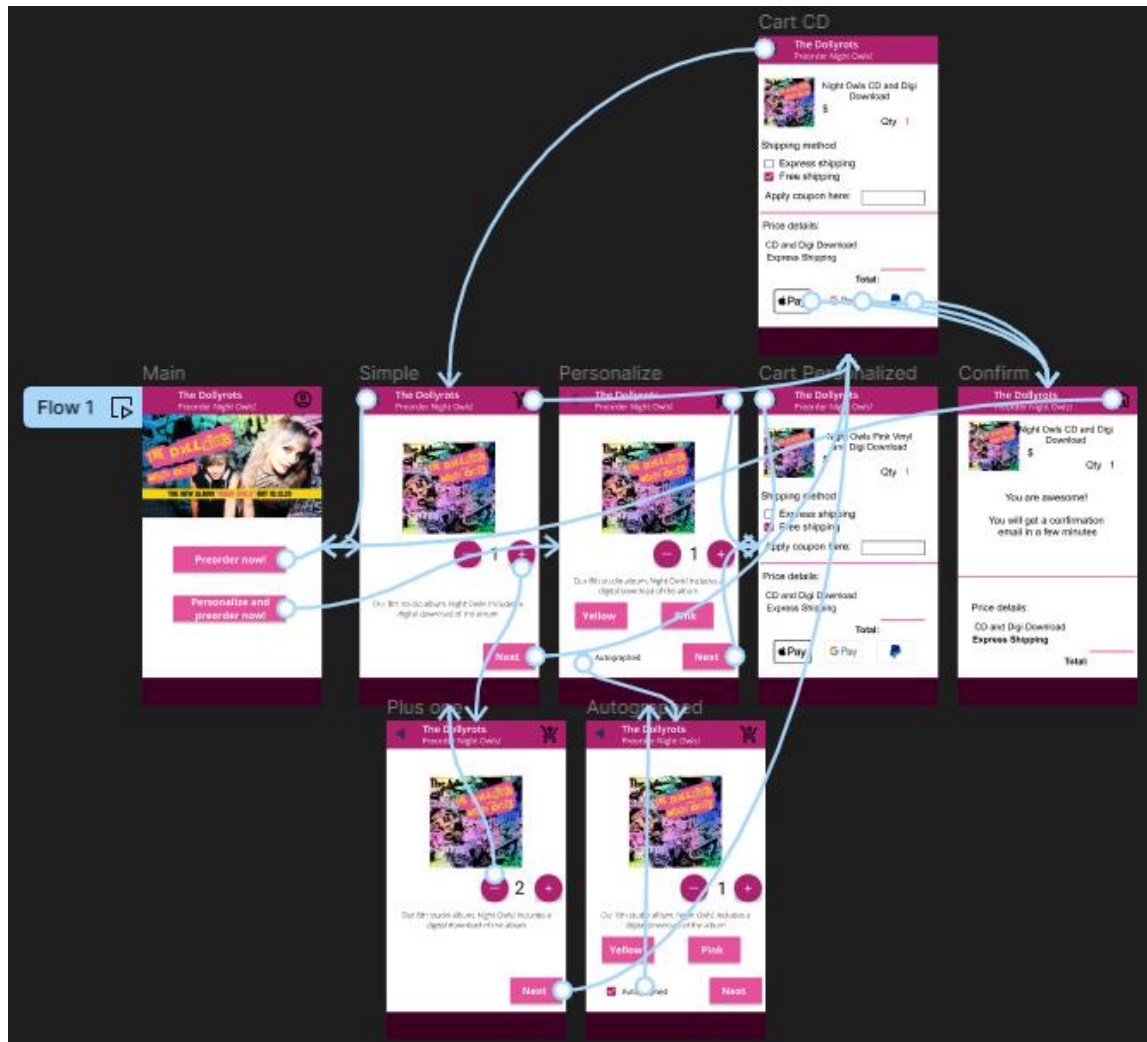
Accessibility considerations

1

Icons were used for easy navigation.

2

Detailed images were used for album customization to help users better understand every design.

3

Provided access to visually impaired users by adding alt-text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

All these processes reminded me that "learning is an endless cycle."

What I learned:

This project helped me learn how to focus on solving problems for users in the product design process, as well as learn how to work with Figma for prototyping.

Next steps

1

I will continue learning in the field of UX to gain more experience and information.

2

I will continue iterating on my prototype so I can improve the app design

3

I learned that the Emailify plugin for Figma exists and, as one of my passions is Email Marketing, I am going to investigate a little more about it.

Let's connect!

I hope we can stay in touch!

Send a message to: **BrendaCantuL@gmail.com**
You can review my portfolio at: **https://brendacantul.net/**