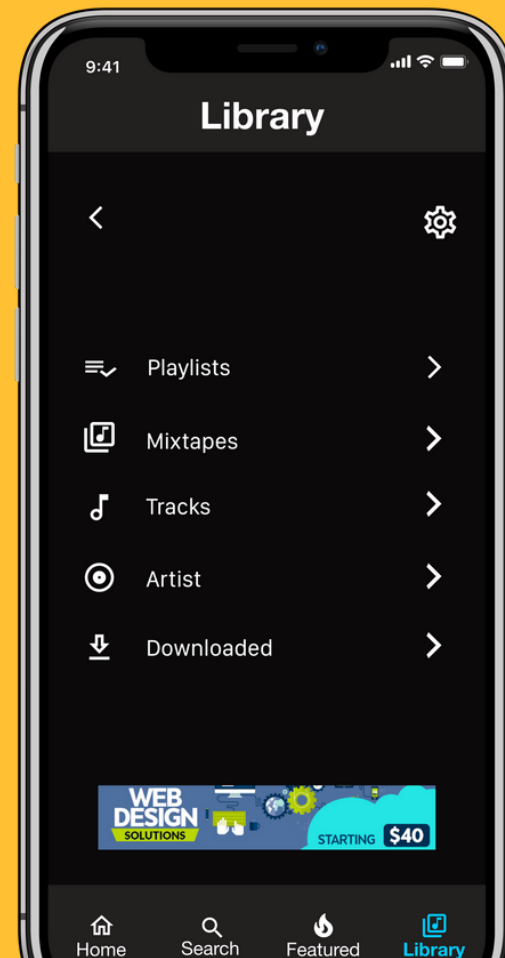
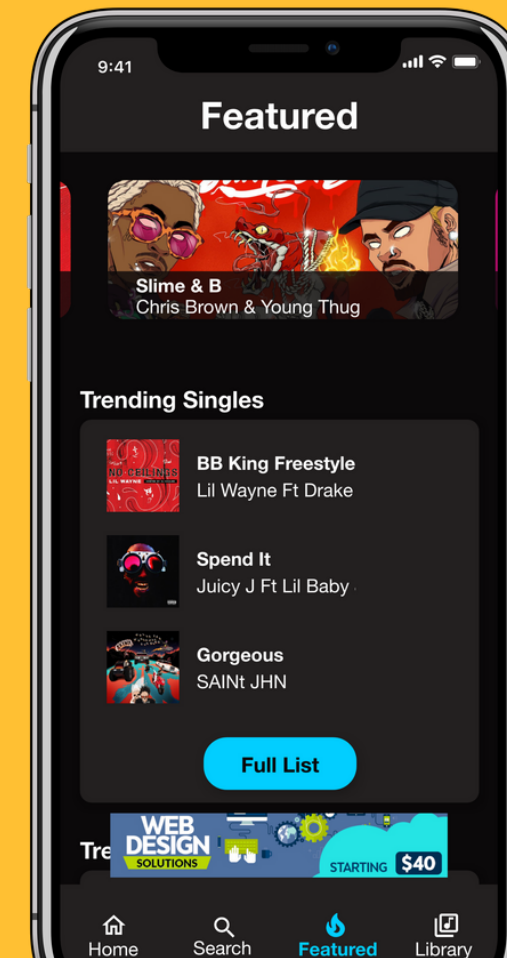
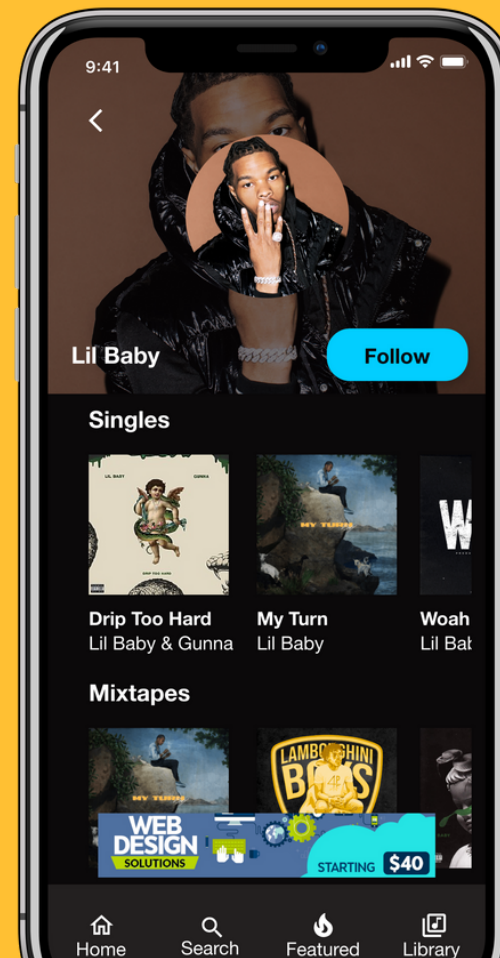
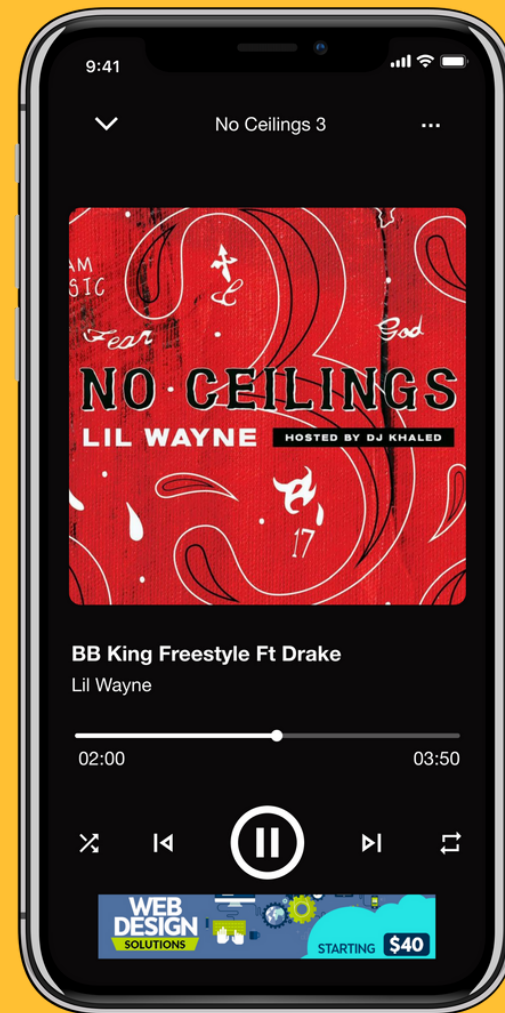
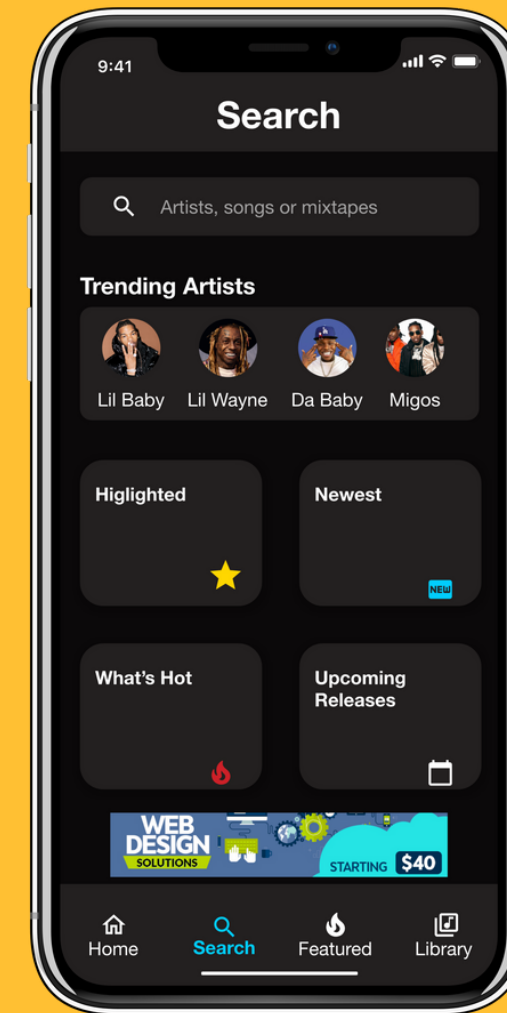
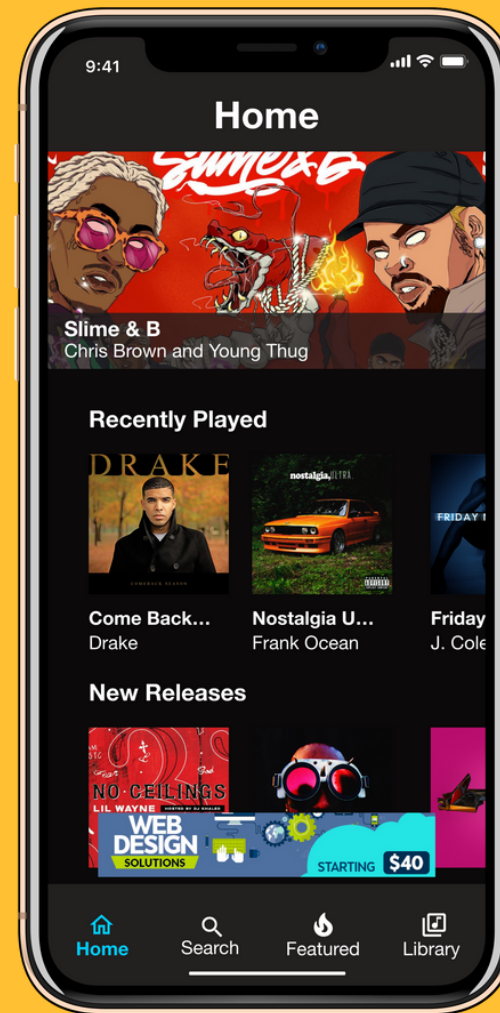


A. WRIGHT MEDIA CASE STUDY

01

DATPIFF MUSIC APP REDESIGN — UX CASE STUDY

For the full version you read here:
<https://bit.ly/3oFQv8U>



Audience

For the case study, I will be focusing on the music streaming service for DatPiff. DatPiff is an online distribution platform that was launched in 2005. It specializes in hip-hop, rap, and urban music.

Target demographic:

- Aged: 18–30 (millennials)
- Hip-hop/rap fans

Digital savvy enough to stream music

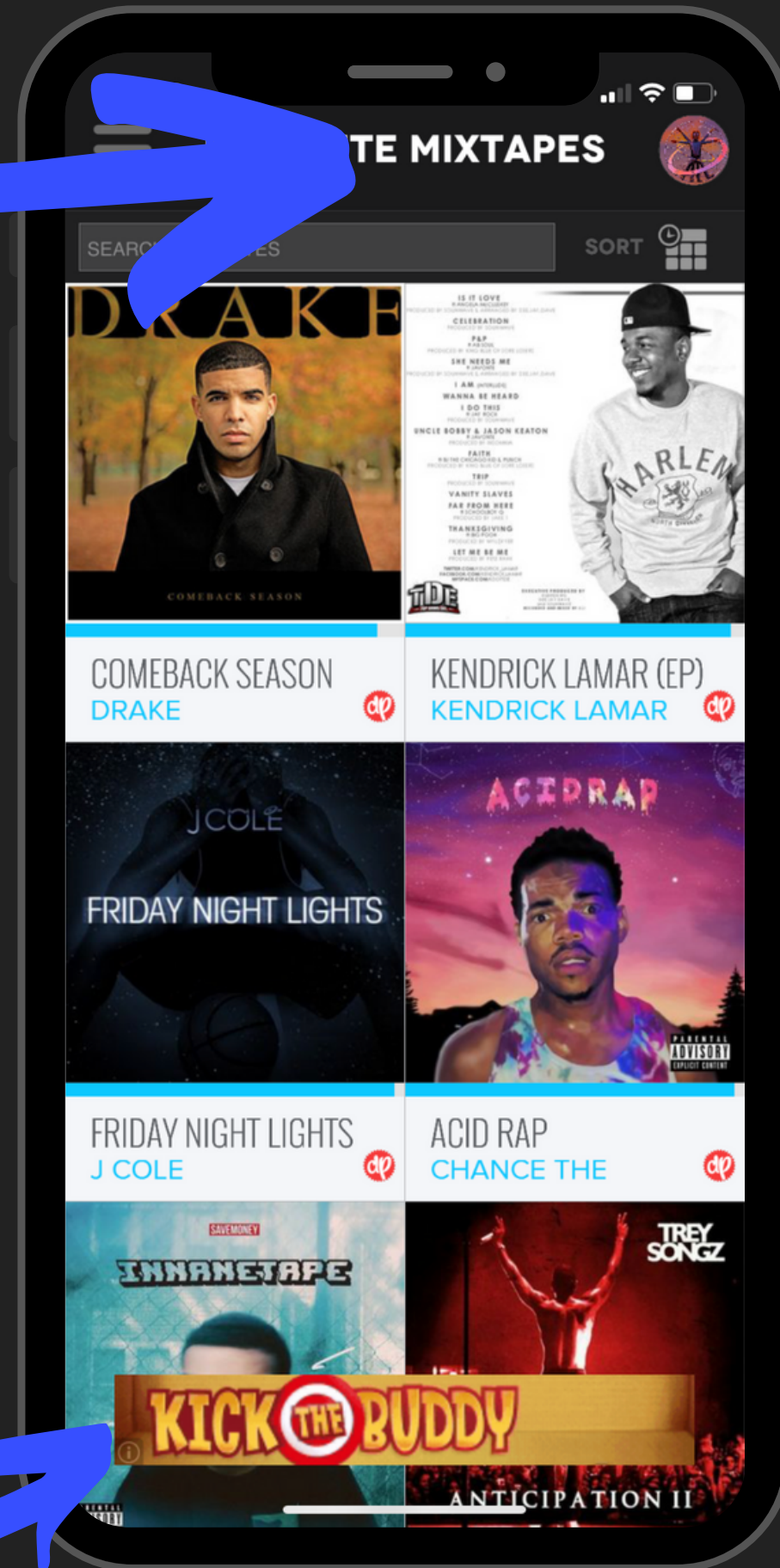
All aspects of this case study have been done and managed by me.

My Focus: Design Issues

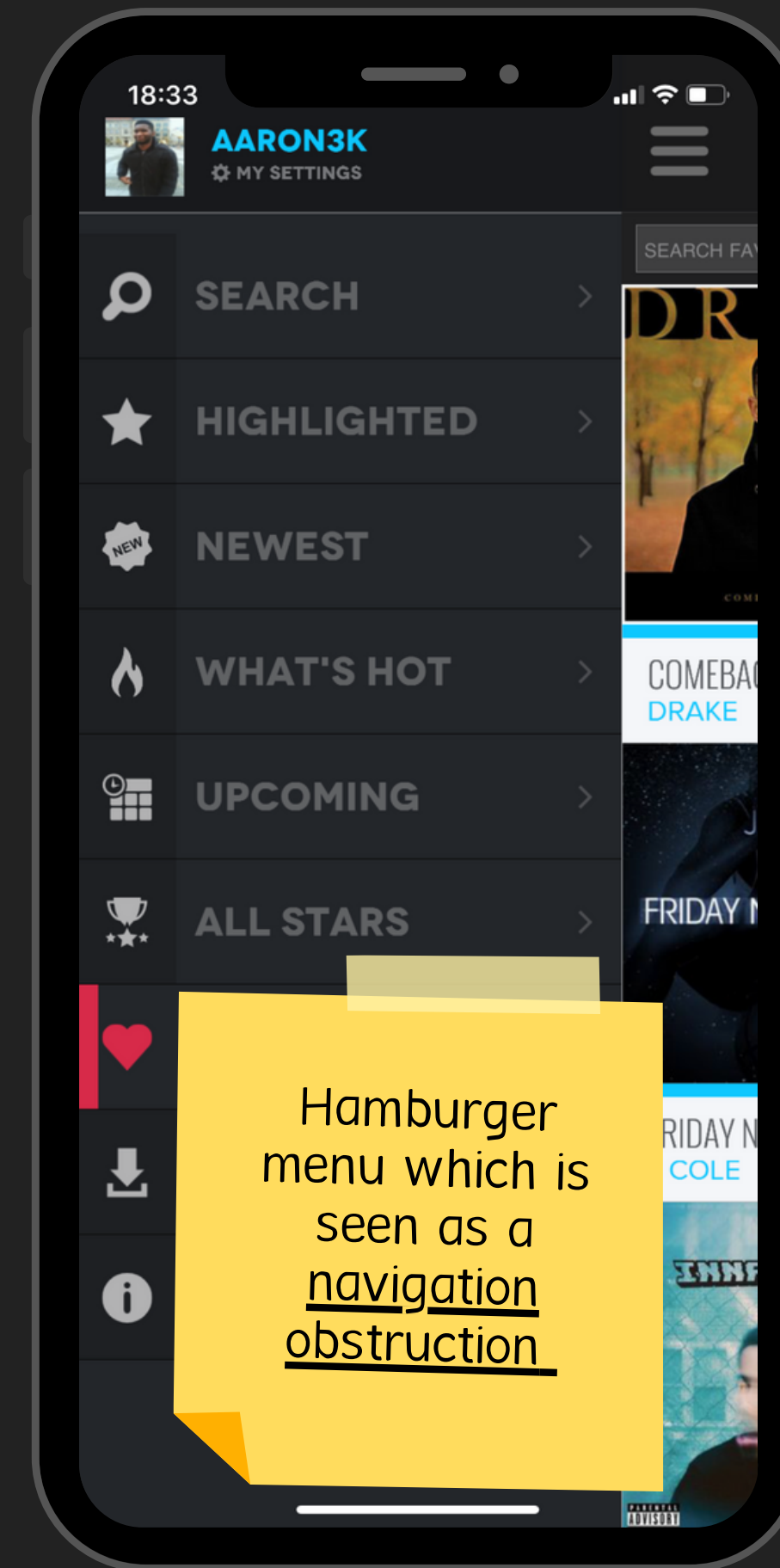
Here's a list of the features the current DatPiff app doesn't have:

- No tab bar to navigate — tab bars are becoming more popular and replacing the hamburger menu
- Menu is a burger bar on the side with options- which more apps are moving away, especially music apps. The hamburger menu is seen as a navigation obstruction
- Player isn't at the bottom when on other pages, but a small circle in the top corner — which goes against the design of their competitors

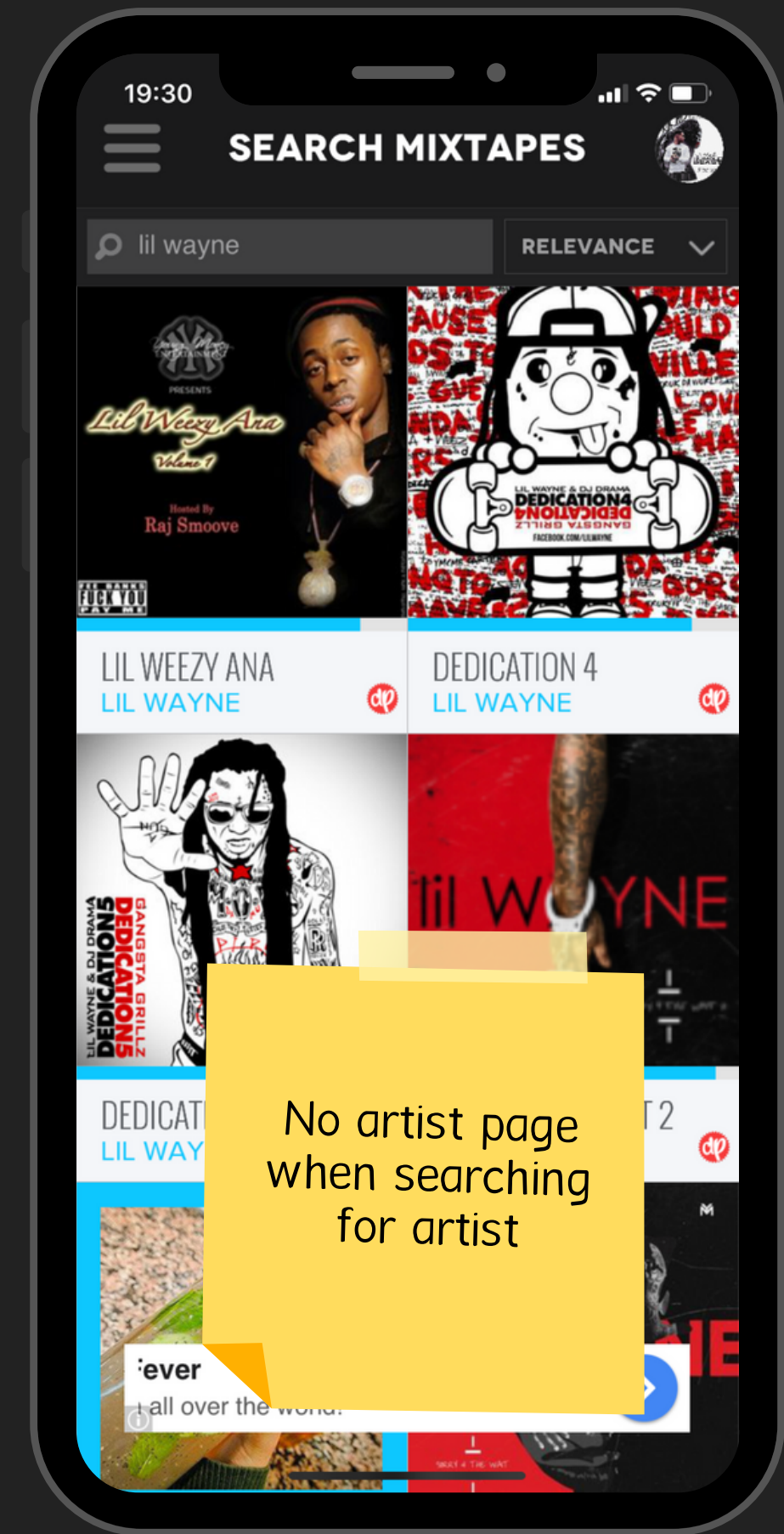
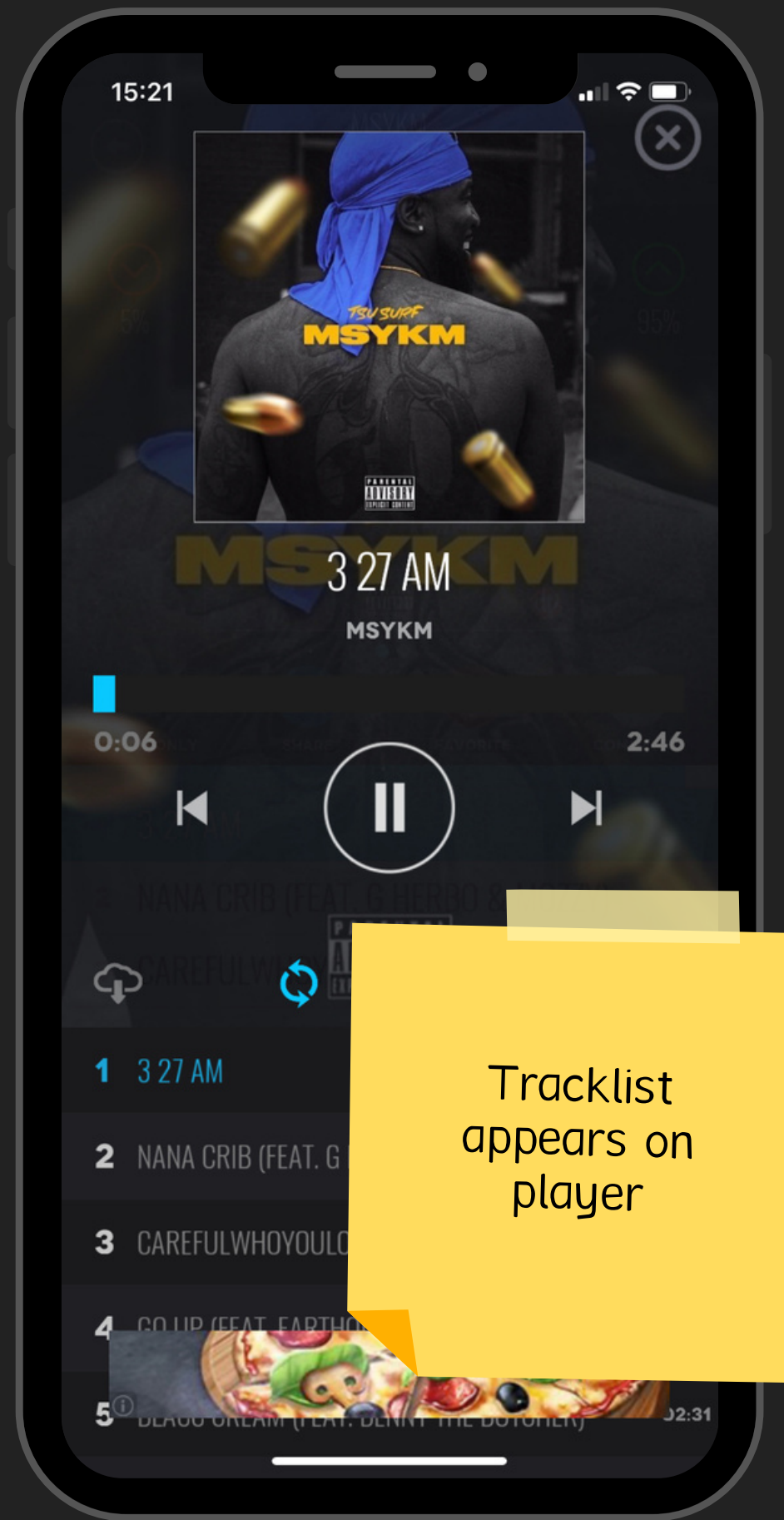
Player isn't at the bottom when on other pages, but a small circle in the top corner



No tab bar— which most popular apps use



Hamburger menu which is seen as a navigation obstruction



App Store Reviews

Google Play Review

"Terrible layout. Nothing about it is improved."

Apple App Store Review

"They need to optimise their UI with the iPhone X and later... other than that it's a brilliant sauce for music"

Apple App Store Review

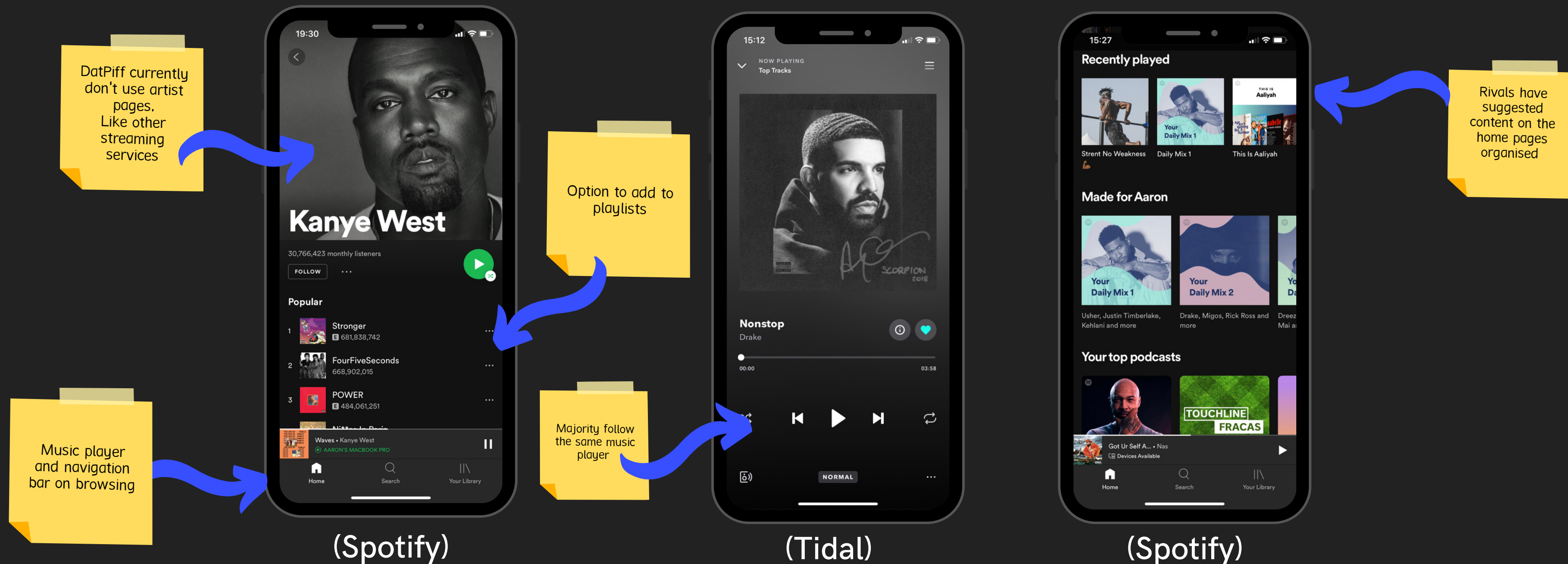
Terrible.

Apple App Store Review

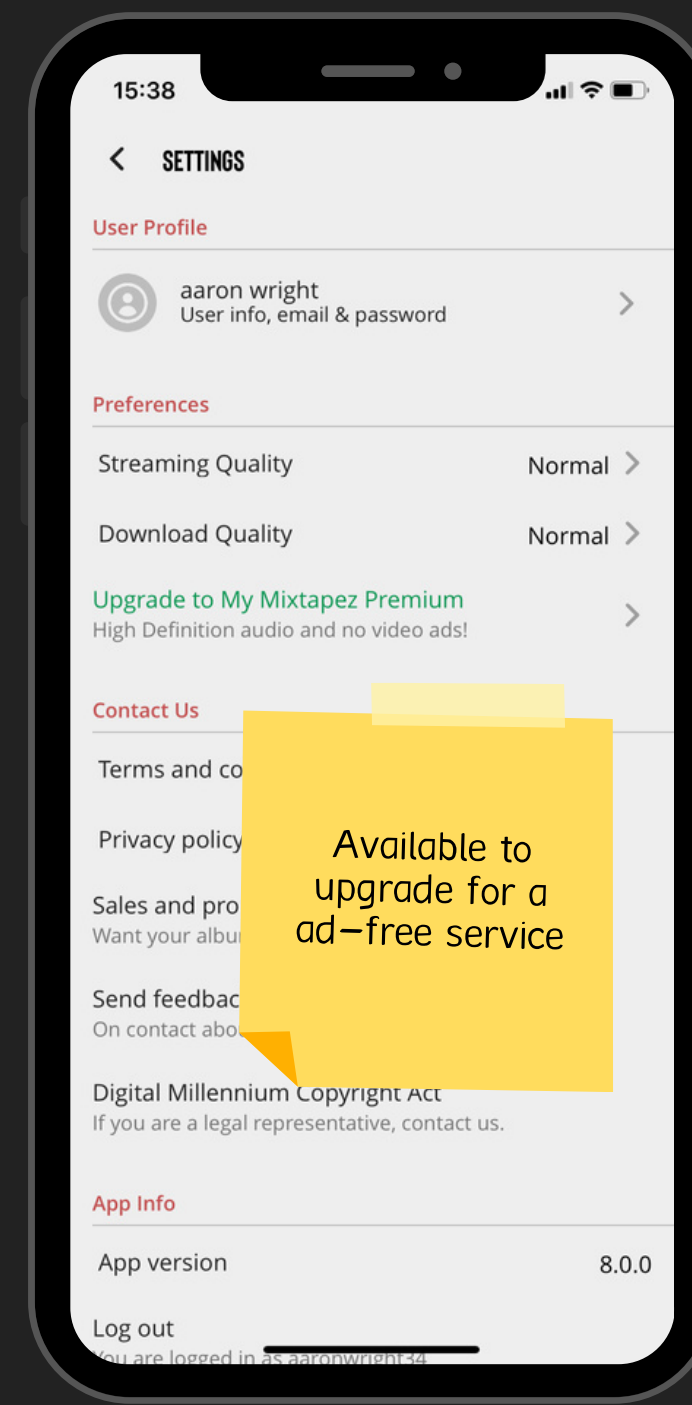
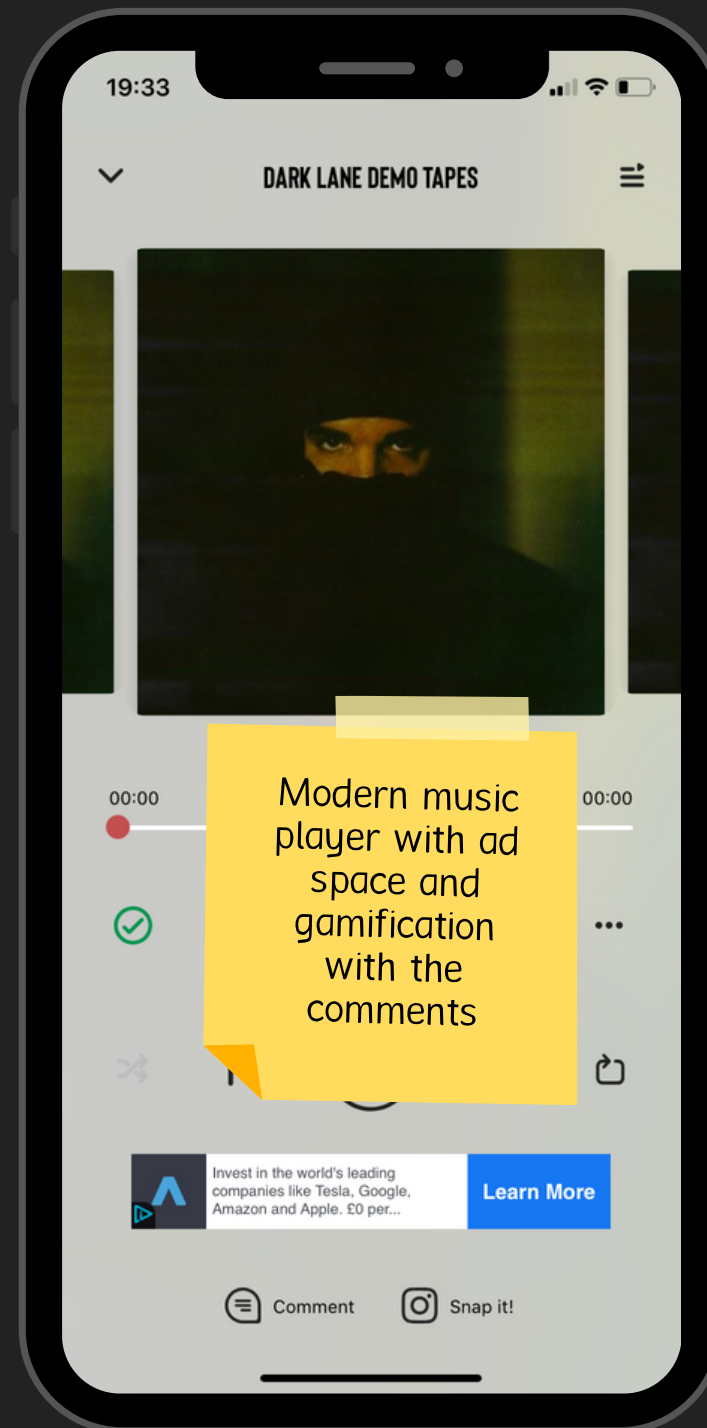
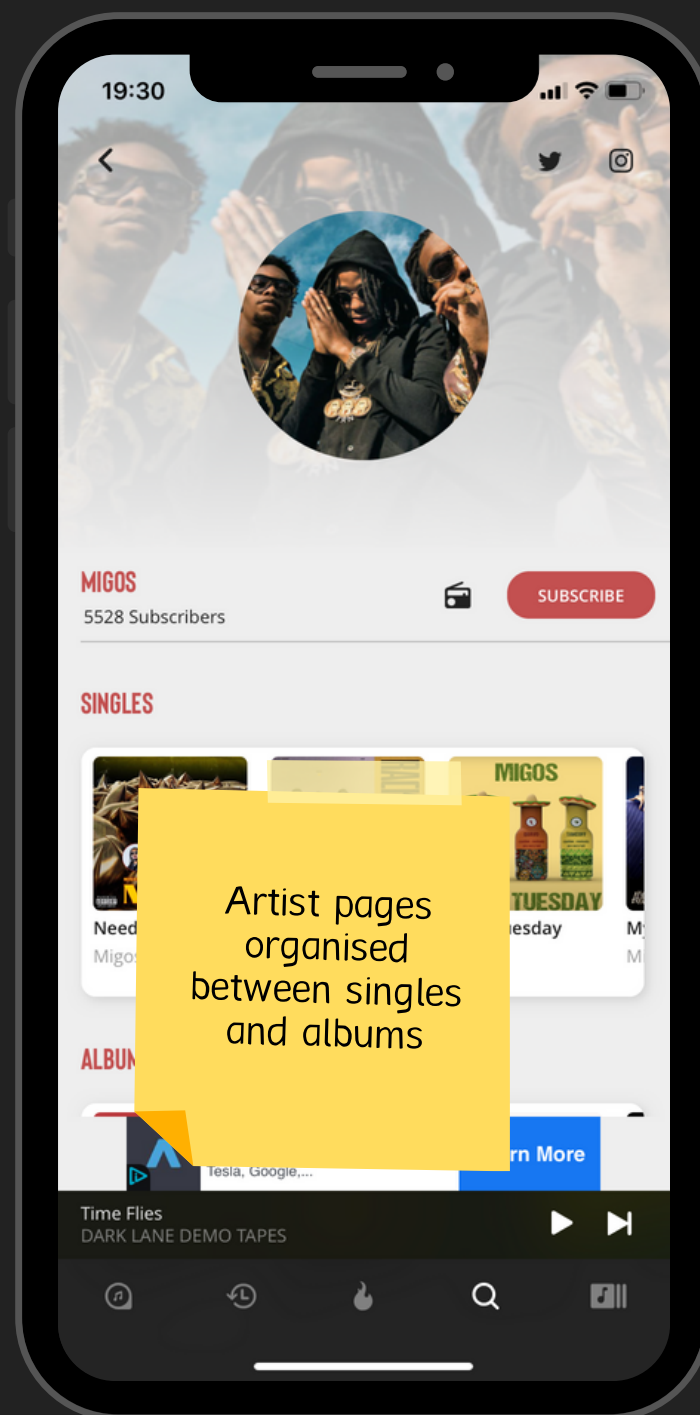
"Would rate it 5 stars if you could create your own custom playlists that allow you to mix tracks from any mixtape into one big playlist. I don't always want to listen to one mixtape from start to finish."

Competitor Research

The majority of the top music apps all have a static navigation bar at the bottom of the screen and have moved away from the hamburger menu.



Competitor Research



(My Mixtapez)

User Research: Surveys

Full coverage of the survey: <https://www.surveymonkey.com/stories/SM-H2WKV79D/>

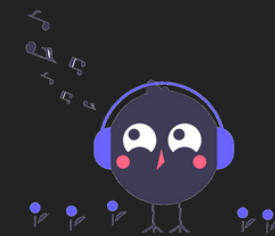
MUSIC GENRE

75% of survey takers listened to hip-hop



STREAMING SERVICE

77% of users mainly use Spotify with the average rating of satisfaction being 8/10 (10 the highest)



IF USERS WERE TO GO TO ANOTHER PLATFORM WHAT'S IMPORTANT


Music interface - 59%
Creating playlist - 68%
Suggested playlist - 81%

WHAT THEY LIKE ABOUT THE PLATFORM THEY USE

Music catalogue - 81%
Interface - 72%
Music suggestions - 72%



User Personas




Tony Jones

Music is my life. No matter where I go, I have my headphones and phone with me, ready to listen!

About	Personal and Professional												
Tony is a social media marketer who graduated five years ago. He spends his spare time playing football, watching basketball and DJing. He loves socialising with his friends as well as furthing his career.	<table><tr><td>Age</td><td>26</td></tr><tr><td>Gender</td><td>Male</td></tr><tr><td>Education</td><td>Graduate</td></tr><tr><td>Status</td><td>Single</td></tr><tr><td>Occupation</td><td>SM Manager</td></tr><tr><td>Income</td><td>£35k</td></tr></table>	Age	26	Gender	Male	Education	Graduate	Status	Single	Occupation	SM Manager	Income	£35k
Age	26												
Gender	Male												
Education	Graduate												
Status	Single												
Occupation	SM Manager												
Income	£35k												
User Environment	Psychographic												
<p>They have access to a laptop and iPhone.</p> <p>They mainly stream music travelling to work.</p>	<p>Enjoys listening to new music but also a fan of re-listening to older music.</p> <p>Likes introducing people to new music.</p> <p>Enjoys simple and familar app layouts.</p>												
User End Goal	Scenario												
Using Dat Piff to stream older mixtapes which aren't available on Spotify, Apple Music or Tidal.	"I was scrolling through Twitter and I saw it was the anniversary of J Cole's 'Friday Night Lights'. I loved this album when I was at university and I wanted to listen to it again, but it's not on Spotify."												

User Personas



April Smith

Music is my life. I love Spotify but I miss the music I listened to In my teens.

About

April is a event organiser. She spends her spare time reading, watching basketball and podcasting. She loves socialising with his friends and planning community events.

Personal and Professional	
Age	32
Gender	Female
Education	Graduate
Status	Married
Occupation	Event Planner
Income	£45k

User Environment

They have access to a laptop and iPhone.

They mainly stream music while working.

Psychographic

Enjoys listening to when planning her events

Likes introducing people to non-mainstream music.

Loves apps which are simple to use.

User End Goal

Using Dat Piff to stream older mixtapes which aren't available on Spotify, Apple Music or Tidal.

Scenario

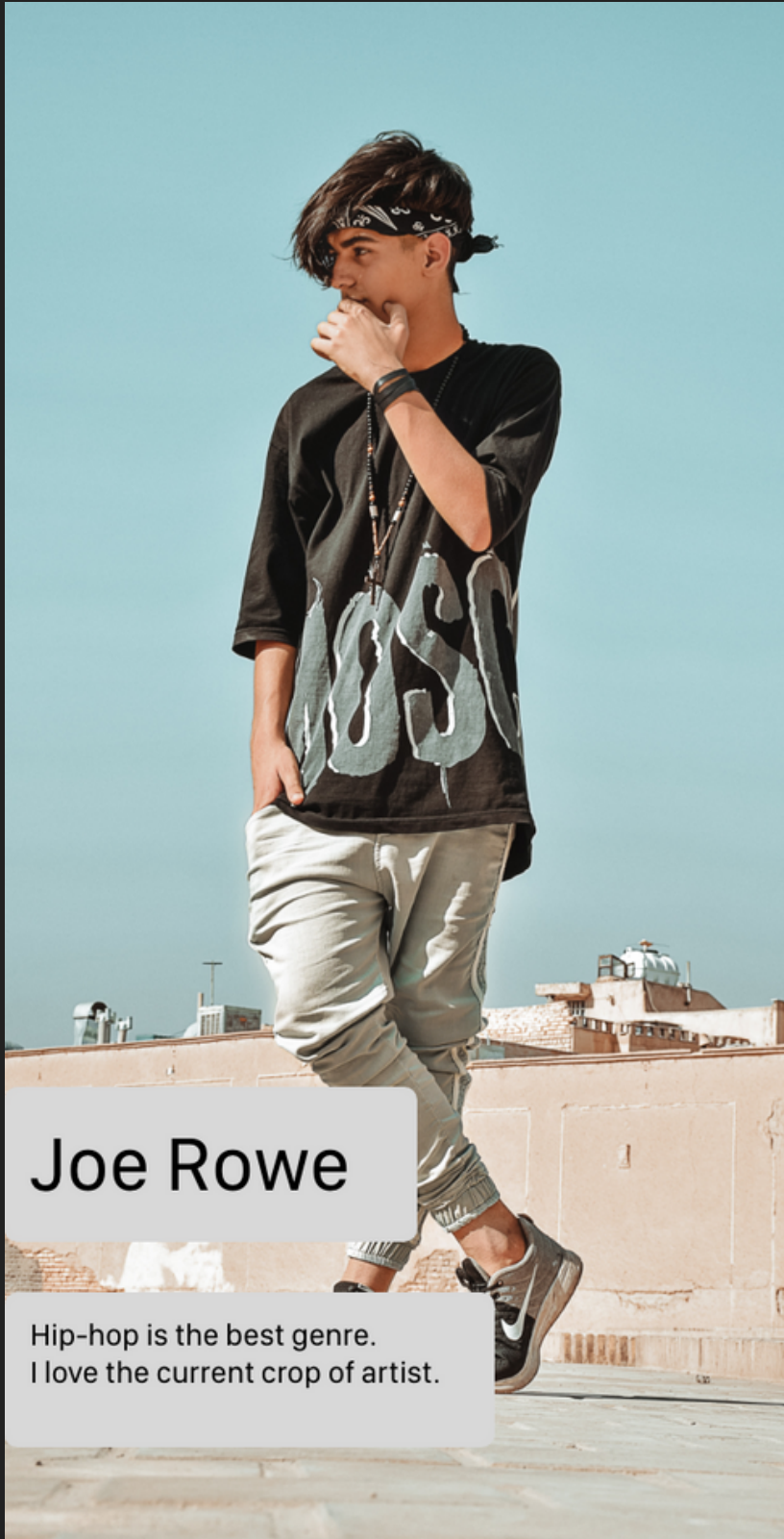
"I love old J. Cole music.

I loved mixtape when I was at university and I wanted to listen to it again, but it's not on Spotify."

April Smith

Music is my life. I love Spotify but I miss the music I listened to In my teens.

User Personas



Joe Rowe

Hip-hop is the best genre.
I love the current crop of artist.

About

Joe is a student.
When ever he can, he'll go to
A hip-hop concert. Loves artist
like Gunna, Lil Uzi Vert and
Future.

Personal and Professional

Age20

GenderMale

EducationStudying

StatusSingle

User Environment

They have access to a laptop
and Samsung phone.

They mainly stream music
while relaxing.

Psychographic

Enjoys listening to music
everyday to pass the time.

Listens to hip-hop to get
his energy up when playing games.

Wants to stream music for free
As he is a student who isn't
working.

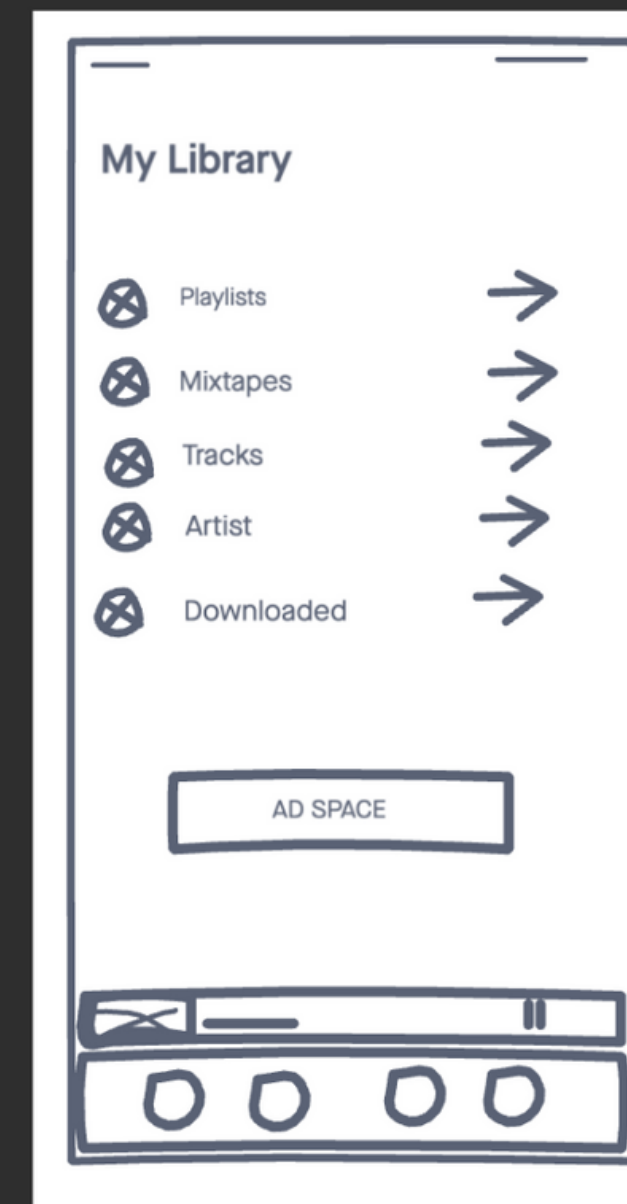
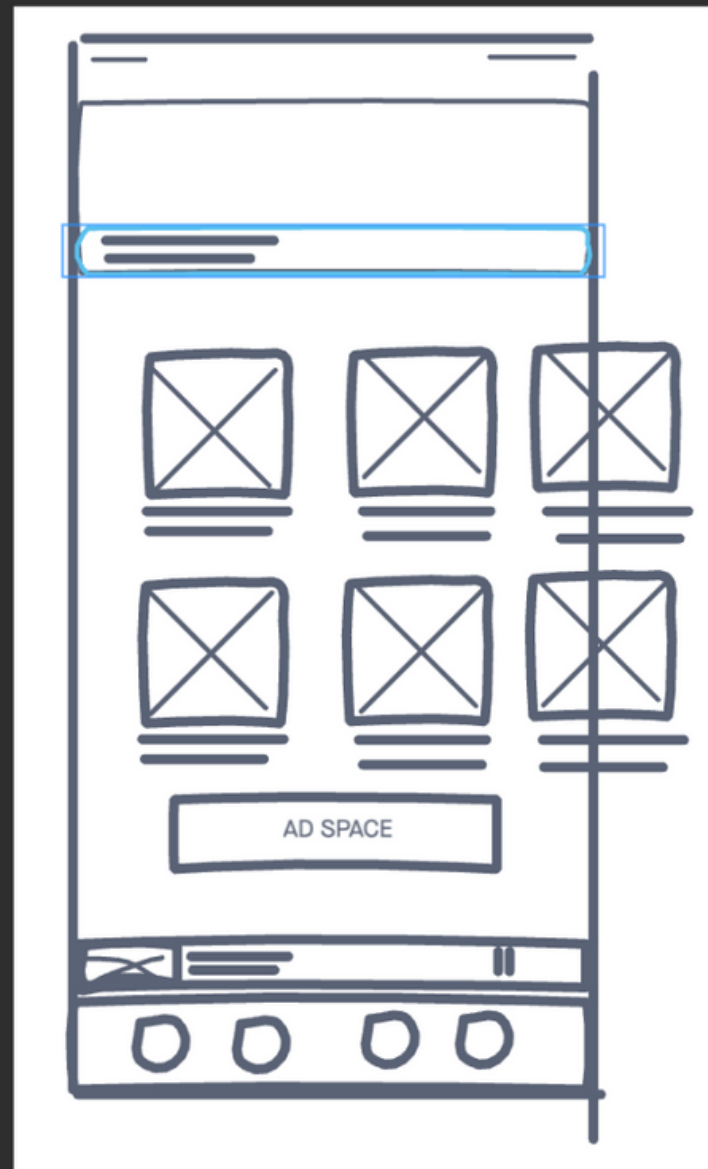
User End Goal

Using Dat Piff to stream
New mixtapes for free.

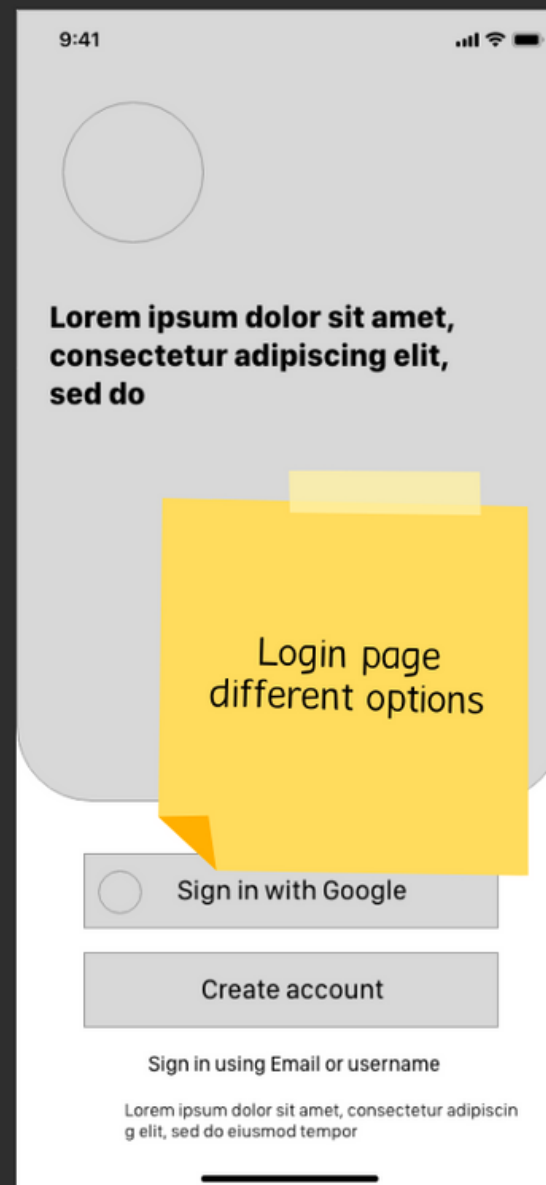
Scenario

"I can't wait to listen to the
new Future mixtape. I prefer
his mixtapes over his albums.

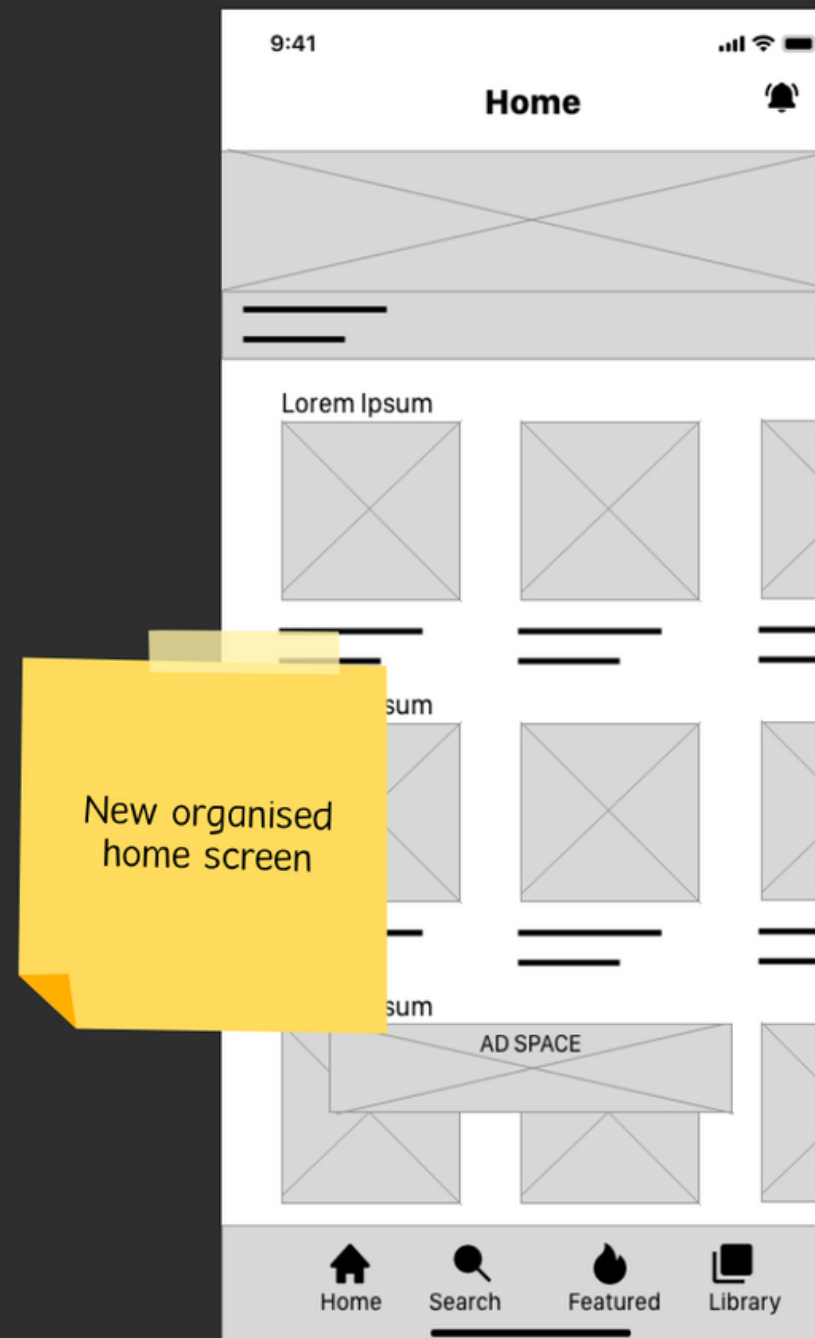
Low-fidelity wireframes



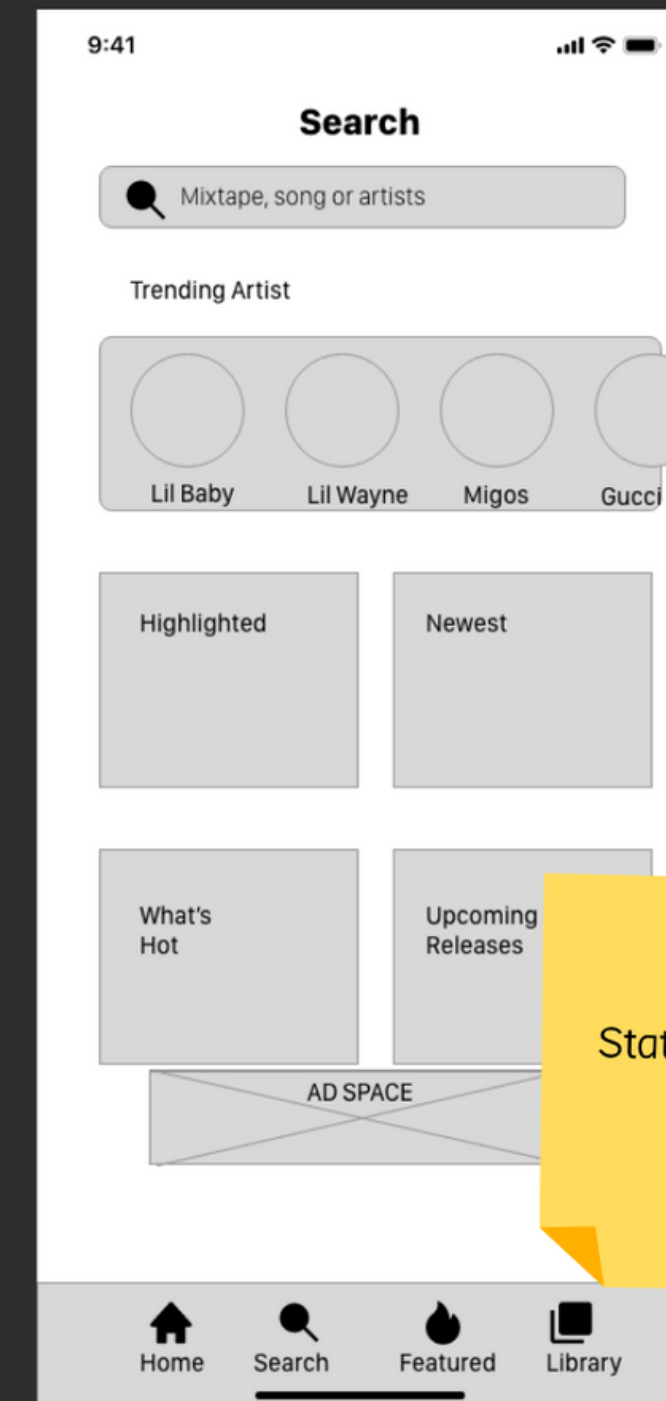
Mid-fidelity wireframes



Login page
different options

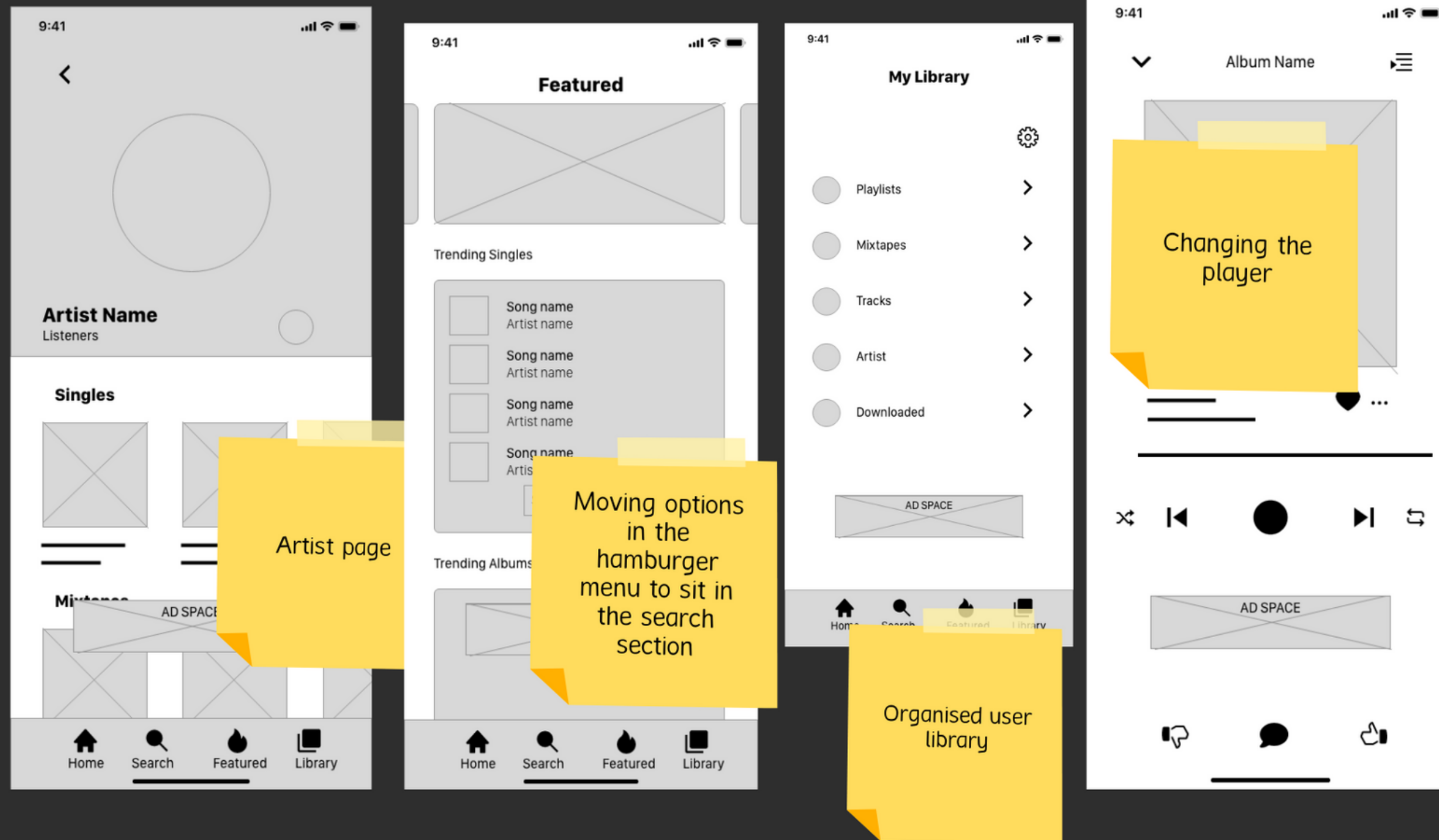


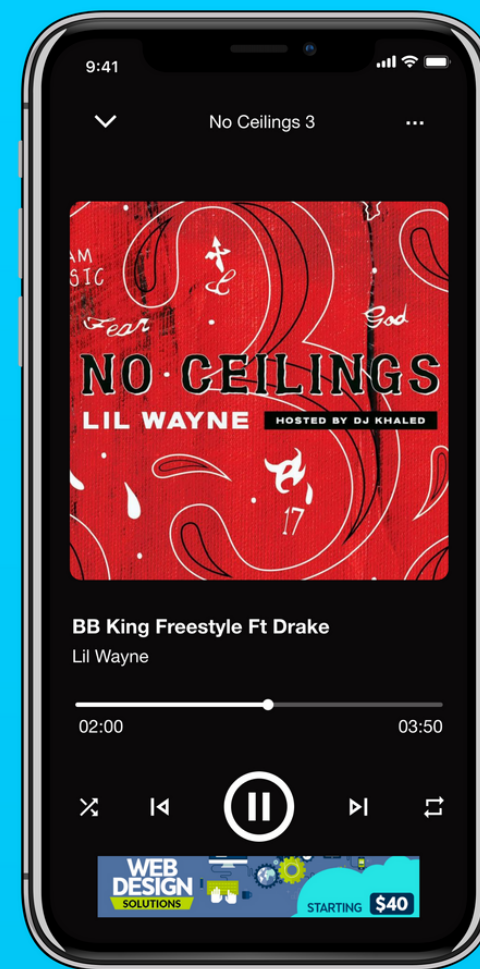
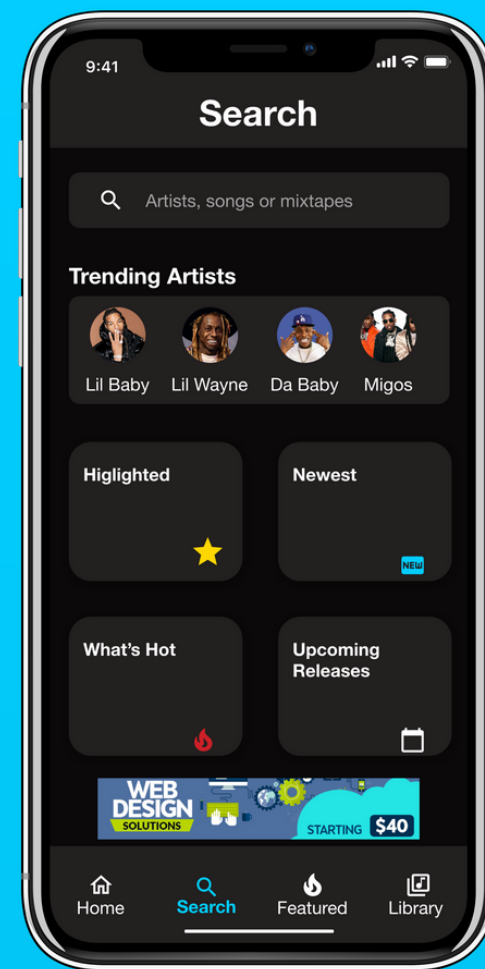
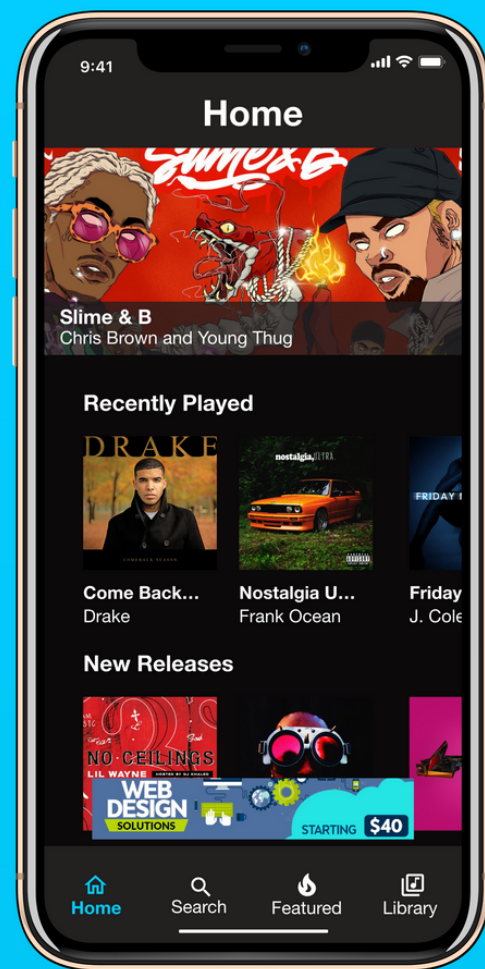
New organised
home screen



Static navigation
bar

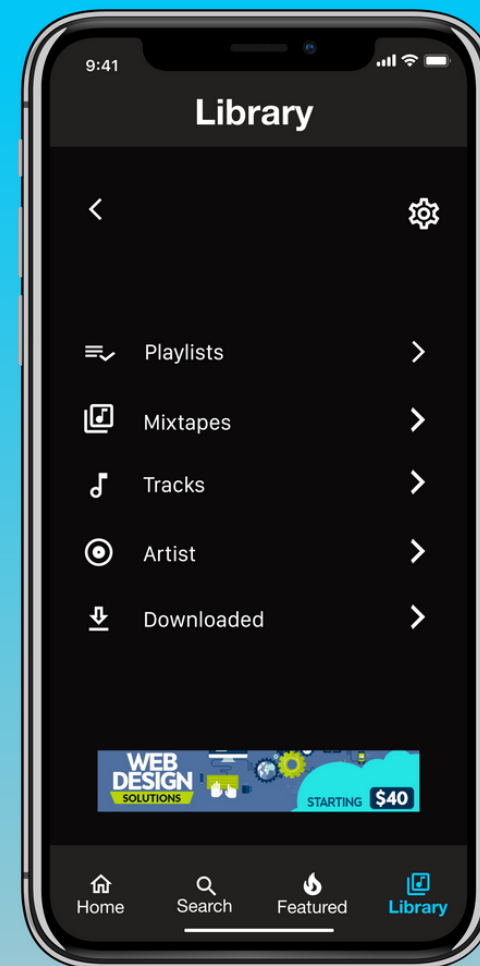
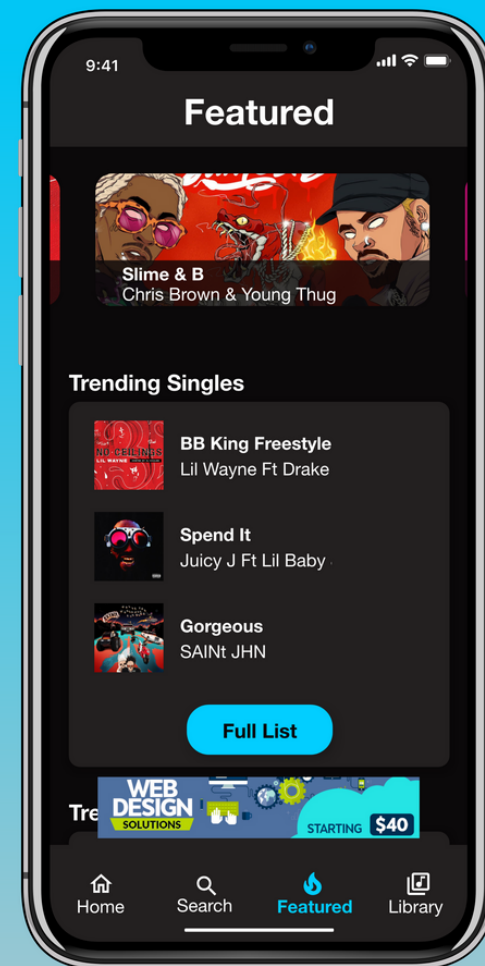
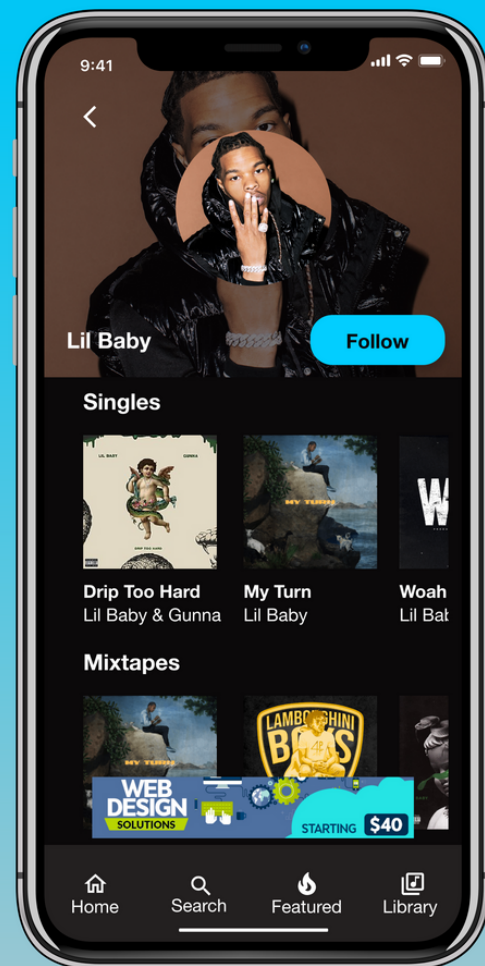
Mid-fidelity wireframes





Final Design

Test the final web prototype here:
<https://adobe.ly/3qKB9Sq>



Tools Used

