

# RUMBLE RAT

## Case Study

Melissa Sedlmayr

Google UX Professional Certificate



# Project overview



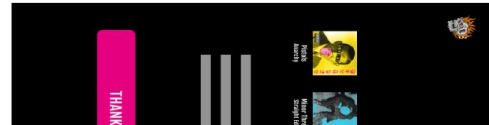
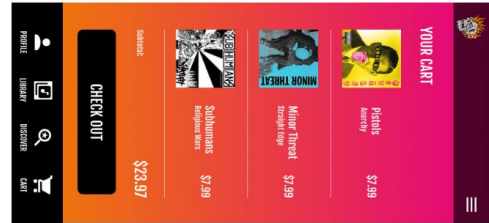
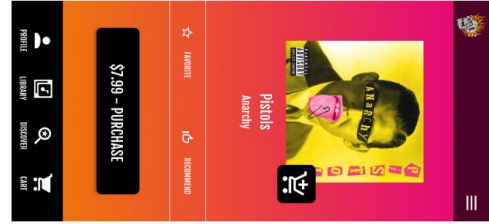
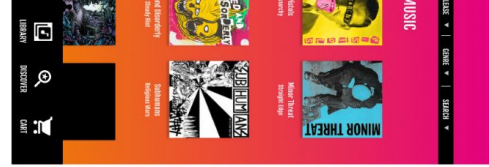
## The product:

The Punk Music app provides a way for punk music fans and collectors to purchase exclusive and limited edition releases from their favorite obscure artists.



## Project duration:

This project ran from February-March 2022.



# Project overview



## The problem:

Customers had difficulty finding physical copies of works by less well-known artists



## The goal:

Provide a user-friendly way for users to find and purchase obscure physical recordings.

# Project overview



## My role:

Lead UX designer and researcher



## Responsibilities:

User research

Wireframing

User Testing

Prototyping

# Understanding the user

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

# User research: summary



From March 14-16 we interviewed five participants in a moderated user study to determine if the checkout flow of our Punk Music App was clear and easy to use.

The user group included 3 male and two female participants ages 18-35. We thought we had a clever naming system, but soon found that some users were having trouble navigating.

# User research: pain points

1

## Pain point

Physical music stores are becoming scarce, and are non-existent outside of major metro areas.

2

## Pain point

Many obscure artists are not stocked by major online retailers.

3

## Pain point

Collectors much prefer to acquire physical copies of their treasured works than digital ones.

# Persona: Santiago

## Problem statement:

[User name] is a [user characteristics] who needs [user need] because [insight].



## Santiago

BARTENDER, MISSION VIEJO CA

Age 35-45  
Associates Degree

### EXPERIENCE

Santiago plays a little guitar, and feels rewarded by supporting his favorite indie and punk artists. He looks forward purchasing albums and going to shows, but says he sometimes struggles to make purchases online. He works in a cash business, and doesn't have a credit card.

### PAIN POINTS

- Limited access to alternative payment methods

### GOALS

To be able to actively support the artists he enjoys so they can continue making music.

'Supporting independent artists is important to me.'



# User journey map

[Your notes about goals and thought process]

<b>Persona: Santiago</b>		Reserve a pre-order album from an independent punk artist he is following			
<b>ACTION</b>	<b>Get News</b>	<b>View Offering</b>	<b>Place Pre-order</b>	<b>Receive Update</b>	<b>Receive Order</b>
<b>TASK LIST</b>	A. Browse social for artist updates B. Visit artist website C. Click through to pre-order shop	A. Listen to audio clips B. Read info about release date C. Select titles to pre-order	A. Add titles to cart B. Enter information into cart C. Complete transaction	A. Receive notification B. Open notification C. Read update from artist	A. Collect package B. Open package C. Listen to title
<b>FEELING ADJECTIVE</b>	Excited about news  Confused by various platforms  Unsure of seller legitimacy	Enjoyment of hearing new music  Disappointment at having to wait	Apprehension about payment methods  Satisfaction of supporting artists	Anticipation of receiving item  Relief for update  Annoyance at notifications	Happy to receive item
<b>IMPROVEMENT OPPORTUNITIES</b>	Create dedicated app for punk artist album launches  Use trust signifiers	Adapt audio players for screen readers	Integrate alternative payment methods	Provide simple notification opt-out	Provide supplemental digital delivery

# Starting the design

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

# Paper wireframes

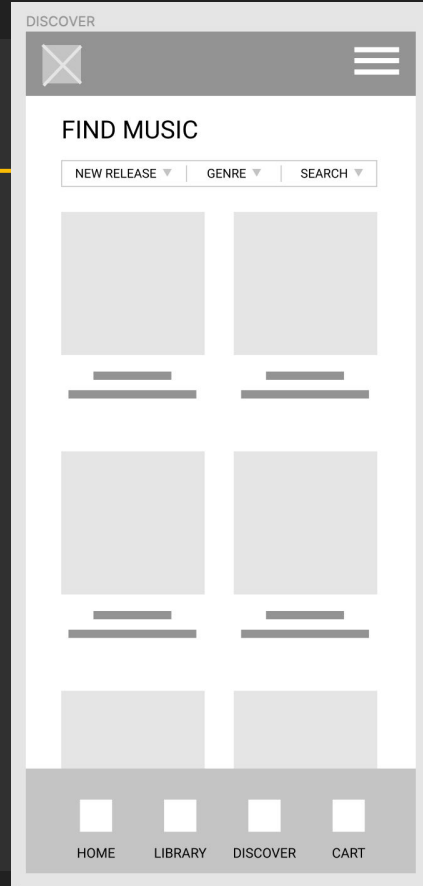
[Your notes about goals and thought process]

Image of paper wireframes including five different versions of the same screen and one image of the new, refined version

# Digital wireframes

In our research, users reported difficulty finding the items they were looking for. We redesigned 'Discover' to 'Find Music' and included sorting and search functionality.

Formerly 'discover', new releases are now labeled as such.

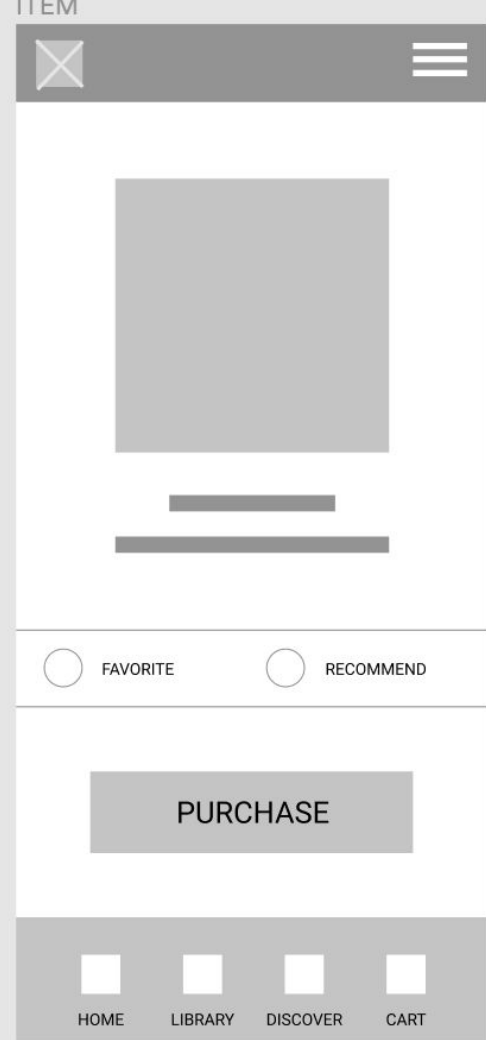


A search function was included.

# Low-fidelity prototype

LAUNCH >

Users can log in, browse music, add items to the cart and perform a mock check-out.



# Usability study: findings

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

## Round 1 findings

- 1 Search feature expected
- 2 Users want more sorting
- 3 Cart needs clearer feedback

## Round 2 findings

- 1 Users want payment info stored
- 2 More granular filters needed
- 3 User profiles not sufficient

# Refining the design

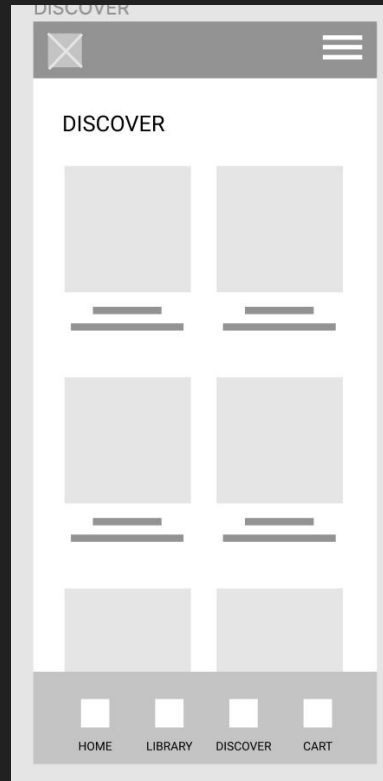
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- Mockups
- High-fidelity prototype
- Accessibility

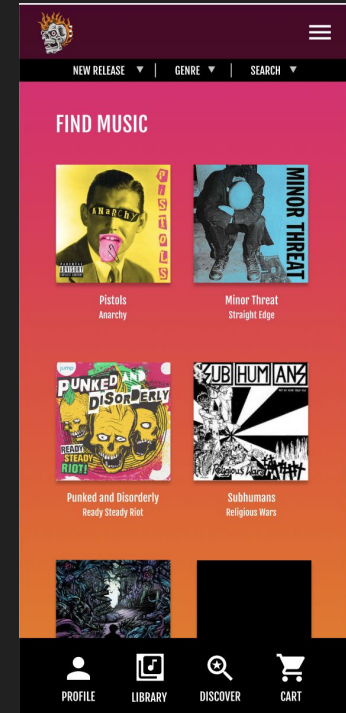
# Mockups

The confusing 'Discover' label was dropped, and the chronological release list moved to 'New Releases'. Searching and Sorting is now provided. Searching and Sorting is now provided.

Before usability study

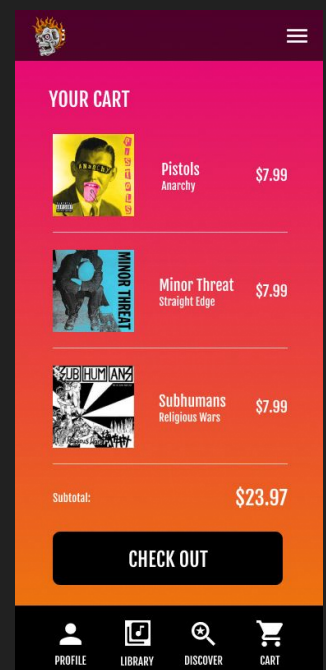
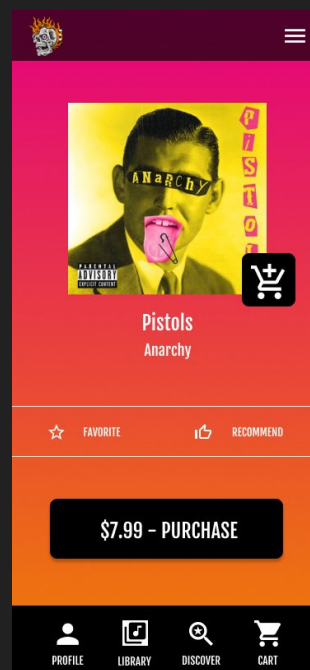
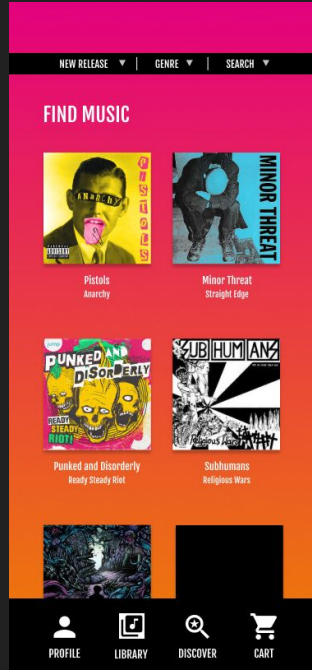
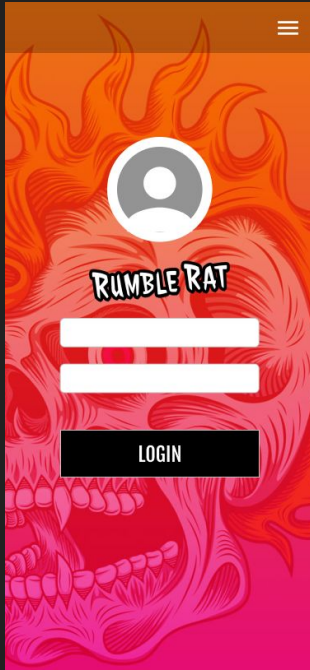


After usability study



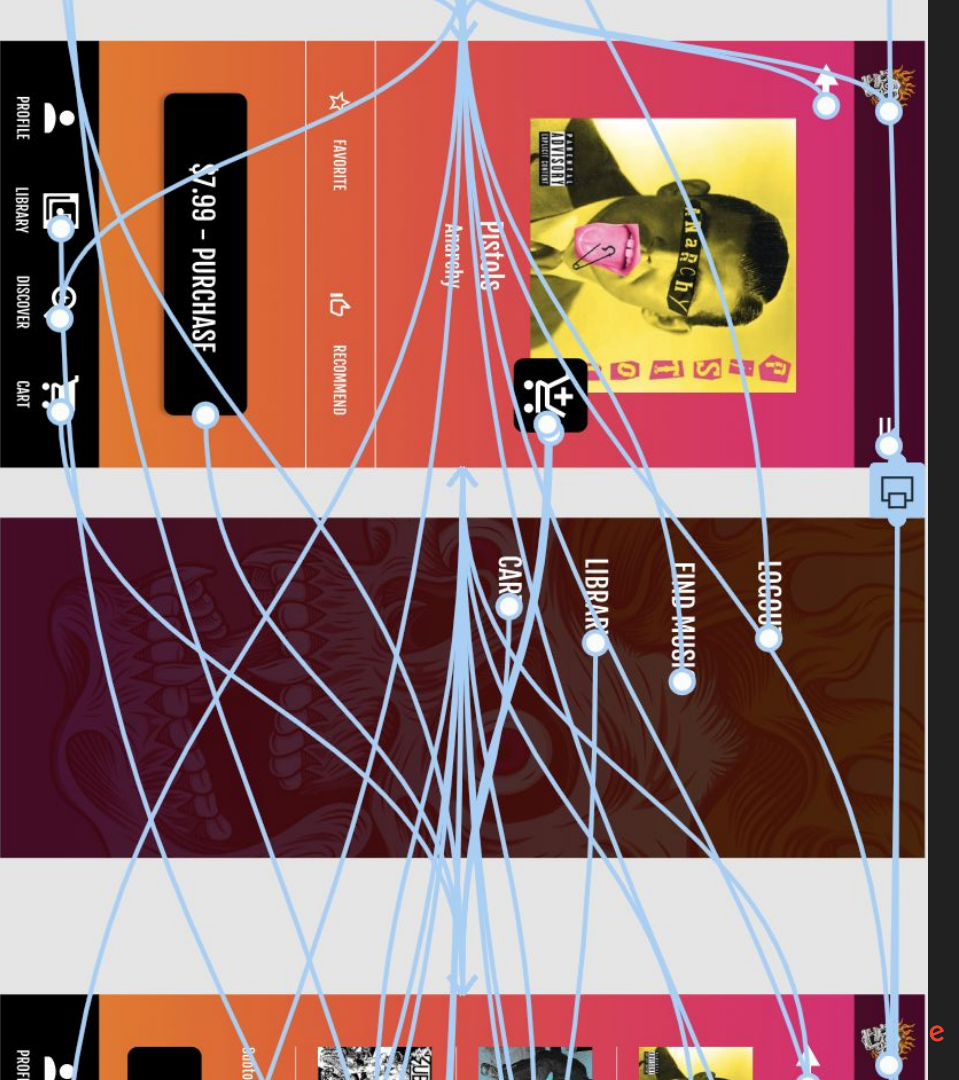


# Mockups



# High-fidelity prototype

LAUNCH >



# Accessibility considerations

1

We chose high-contrast colors and readable fonts, to improve usability for users with low vision.

2

The app implements gesture controls so that users with a temporary or permanent disability can operate it with one hand.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

“This is going to be so great, I’ll be able to find the rare albums I’ve been looking for without having to rummage through bins in the next town!”

-Study Participant #3



## What I learned:

We learned that our users come to us with specific needs in mind, and don’t really intend to browse much, if at all. Providing granular sorting, searching and filtering is critical to users of the app.

# Next steps

1

Organize and perform a follow-up user study on the High Fidelity prototype to determine if the sorting and filtering features are sufficient. These functions are critical to user success.

2

Update the cart feedback to include a small animation when a user adds an item. Participants noted they were expecting some feedback for this action.

3

Fine-tune the app to include a cart updating function, and provide for robust user account profiles. Multiple users commented on these items in our study.

# Let's connect!



**M**

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