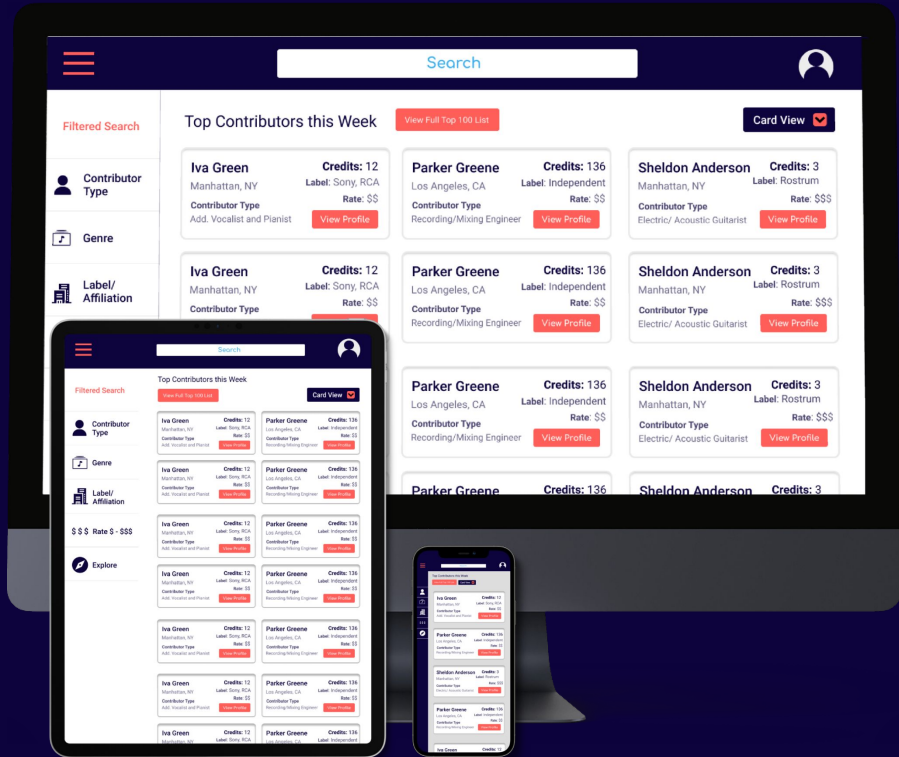


# MusicBase

Dwight Clarke



# Project Overview

## The Product:

MusicBase serves as a resource for the Music Industry to help professionals market credits for work they have done on recordings and for potential employers to seek these professionals for future work.

## Project Duration:

**3 Weeks**

## My Role:

UX/UI designer, UX researcher

## Responsibilities:

User research, Wireframing, Mockups, Prototyping, User Testing, Branding

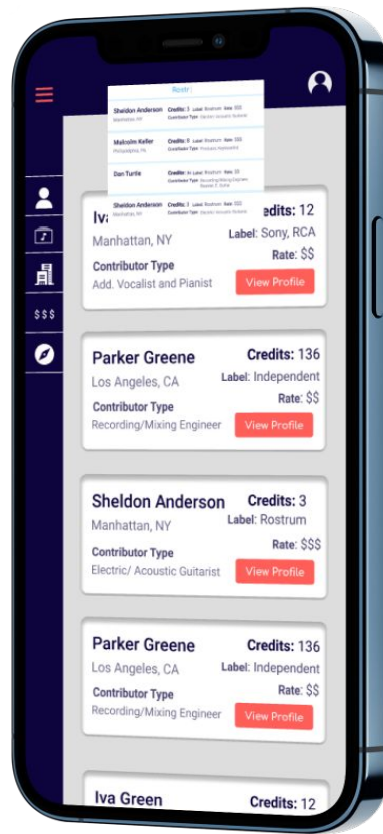
# Project Overview

## The Problem:

There is currently no unified reliable resource for all of the talent in the music industry and their contributions to records.

## The Goal:

To provide a cohesive resource for talent who contributed to any recording from the 3 major labels and most popular Independent records.



# Understanding the User

User Research

Personas

User Journey Map

# User Research Summary

I created empathy maps and conducted interviews to get a primary  
Understanding of my target users.

The primary groups I identified were:

**Group 1:** Freelance and contract Studio Session Players

**Group 2:** Record Label A&R's and Executive Producers

**Group 3:** Studio Staff

# Pain Points

1

## Pain point

Certain groups of contributors very rarely get credited publicly for the work they have done on records.

2

## Pain point

No quick and easy way to find the contributor of a specific element of a recording.

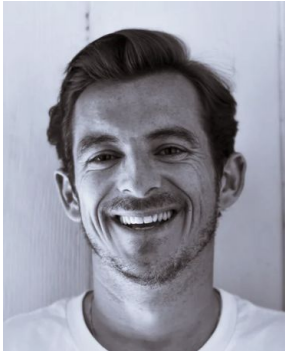
3

## Pain point

No professional setting for contributors to market credits on recordings outside of Social Media

# User Persona

## 1 Parker



Age: 36

Education: Bachelors in Audio Recording

Hometown: Queens, NY

Family: Married, no children

Occupation: Recording Engineer

*"I love the artists I work with but I would like to branch out to potential major label artists for higher pay."*

### Problem Statement:

Parker is an established recording and mixing engineer for some popular up and coming acts in New York City. Without credits on most streaming services, Parker's work on the recordings is not shown which makes it difficult to expand his clientele.

### Goals:

Have more time to focus on work

Publically show all of his credits

### Frustrations:

Spends a lot of time at clubs and show venues to network for more work

Most people are unaware of his work on all of the recordings he has worked on.

# User Persona

## 2 Viola



Age: 27

Education: Bachelors in Business

Hometown: Los Angeles, CA

Family: Single, no children

Occupation: Artists and Repertoire  
Coordinator at a major music label

*"I usually don't know about talented engineers or songwriters until they have contributed to numerous hits, I'd like to find them before that happens."*

### Problem Statement:

Viola currently works with 2 artists on a major music label and is looking to bring on some new members to the team to improve their sound. She wants to sign budding Mixing/Mastering Engineers and songwriters who are not yet popular enough to have a high price value. It is very time consuming for her to compile a list by looking up songs on Wikipedia to find the contributors she is seeking and those listings are not always accurate.

### Goals:

Compile a list of prospective signees

Find quality inexpensive hired work to contribute to records

### Frustrations:

Very time consuming not being able to search in one central location



# Starting the Design

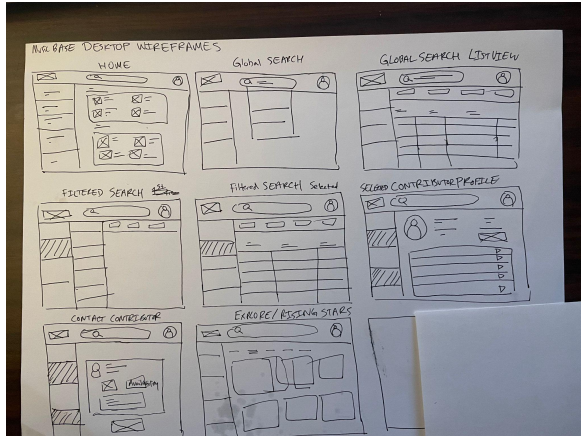
User Research

Personas

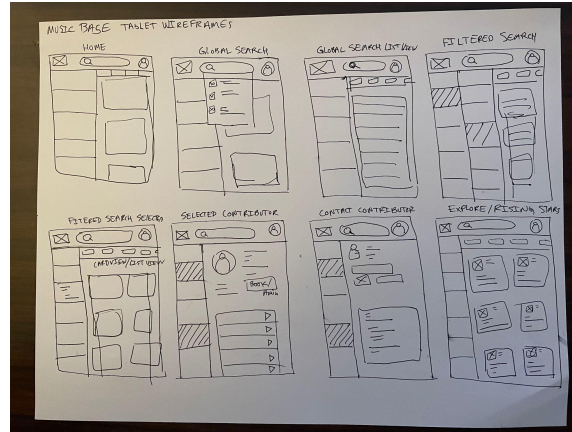
User Journey Map

# Paper Wireframes

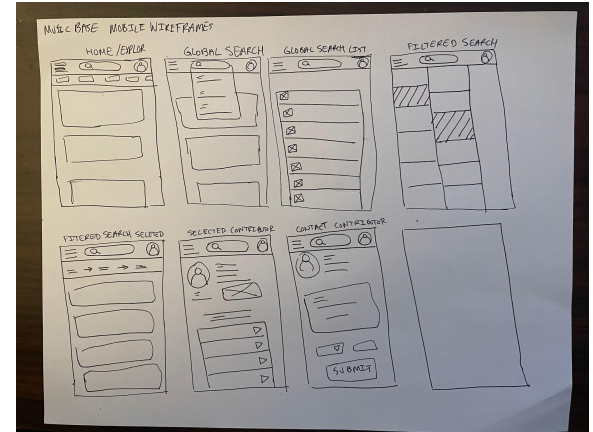
## Desktop



## Tablet

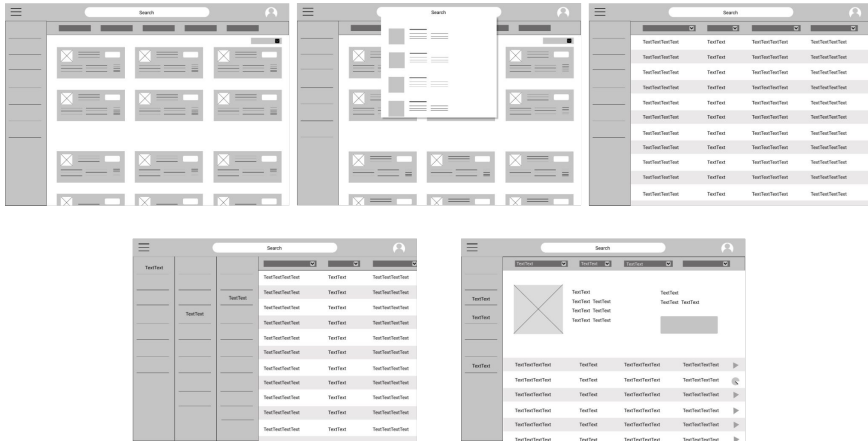


## Mobile

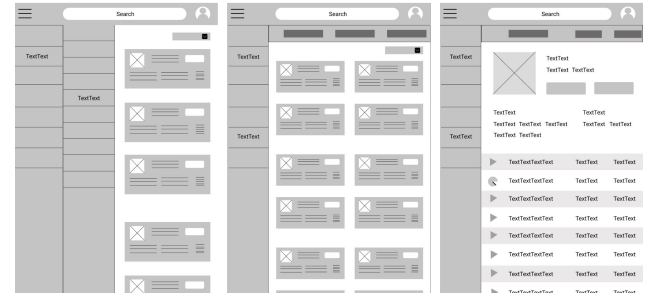
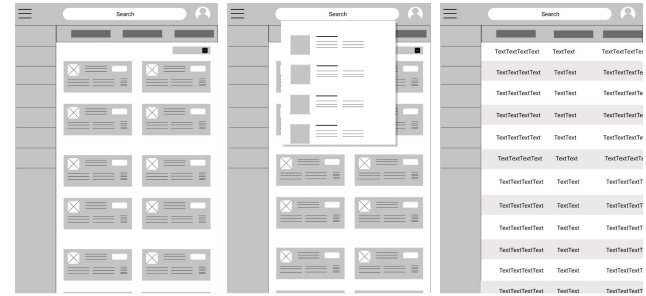


# Digital Wireframes

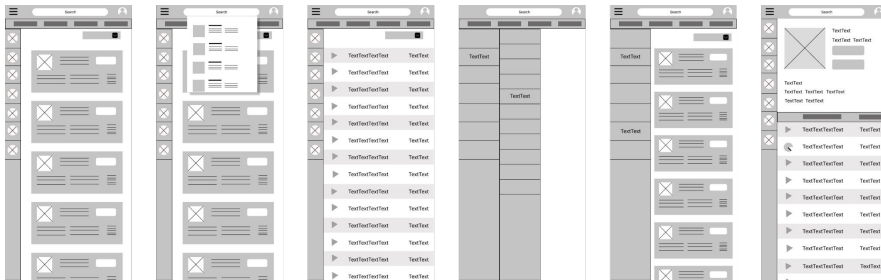
## Desktop



## Tablet

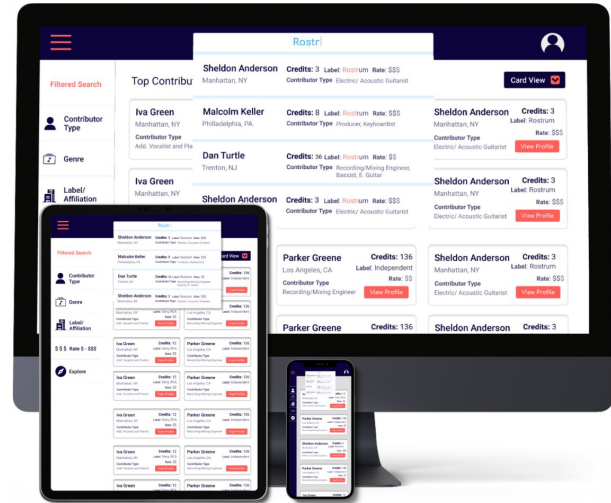
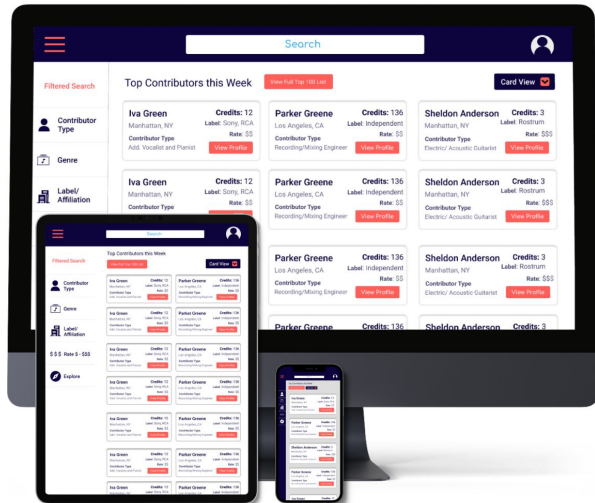


## Mobile



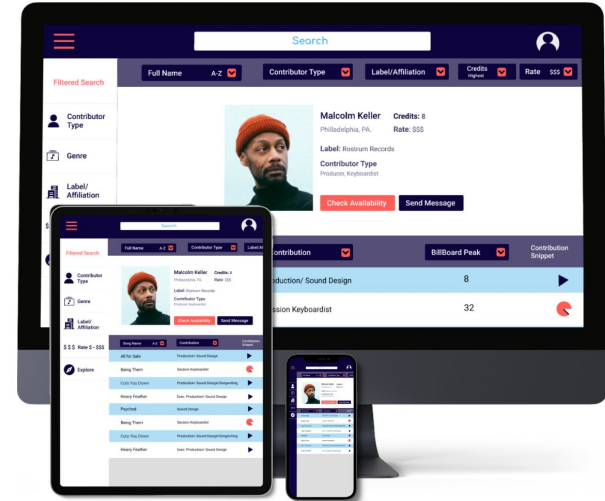
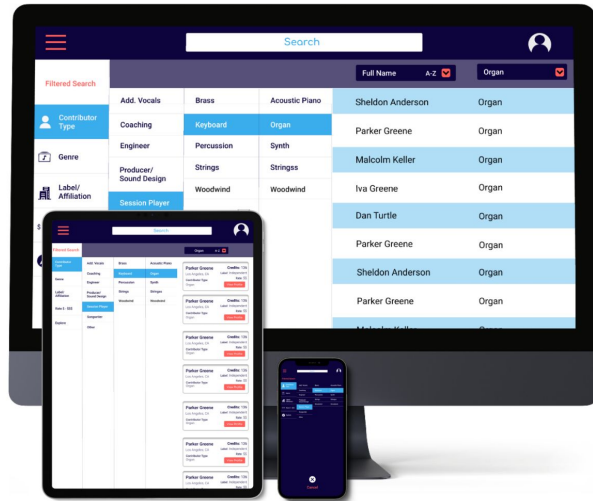
# High Fidelity Mockups

Early designs allowed for some customization, but after the usability studies, I added icons to clearly point out what the category is.



# High Fidelity Mockups

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.



# Going Forward

Takeaways

Next Steps

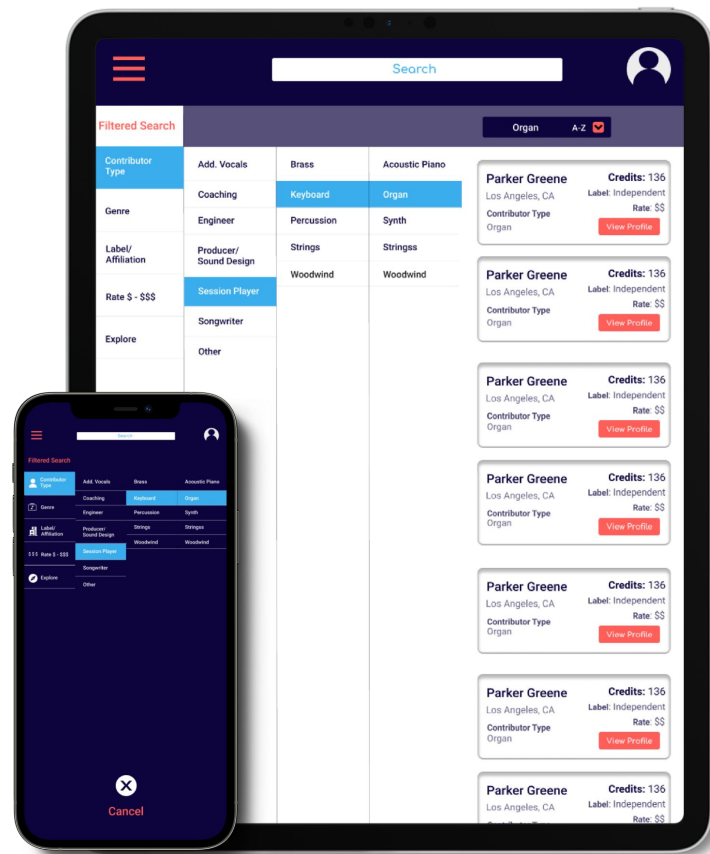
# Takeaways

## Impact:

The target users shared that the design was intuitive to navigate through, more engaging with the images, straight forward and very explanatory.

## Accessibility Consideration:

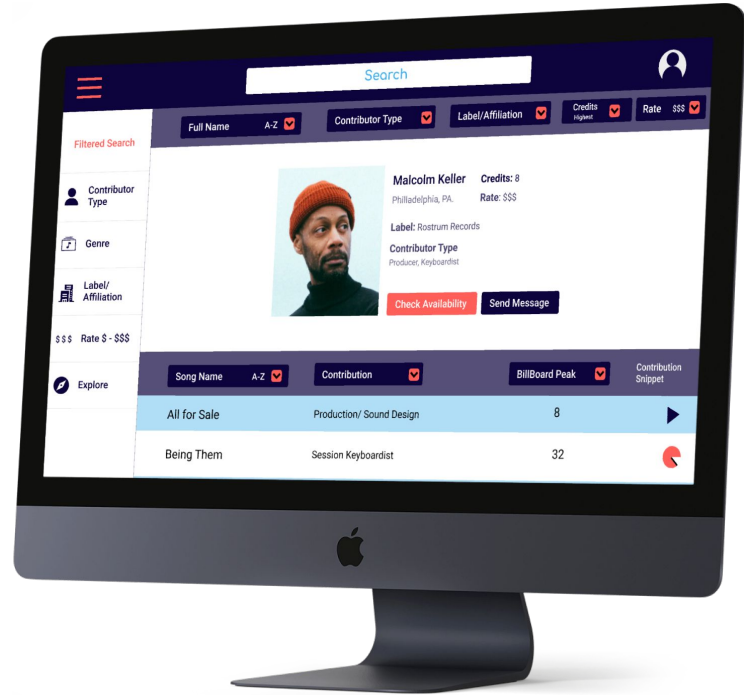
Used icons to help make navigation easier.



# Next Steps

Conduct more user research to determine any new areas of need.

Conduct another round of usability studies to validate whether the pain points users experiences have been effectively addressed.





# Thank You

Thank you for reviewing my work!

If you like to see more or get in touch please  
don't hesitate to contact me.

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