# #

# Chime Website Design

Guylaine Bernardez

# TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS
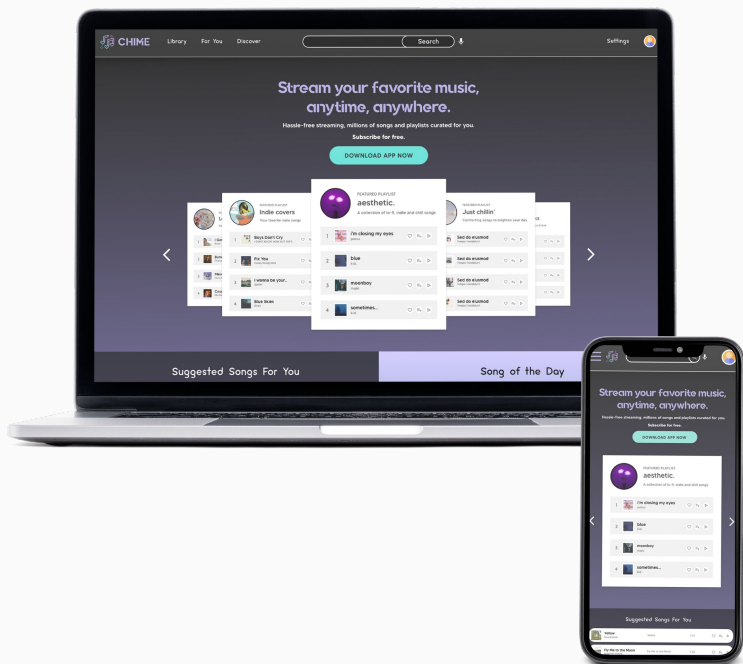
TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS

# 01 PROJECT OVERVIEW

- The Product
- Project Duration
- The Problem
- The Goal
- My Role
- Responsibilities

# PROJECT OVERVIEW

## The Product

Chime is a music streaming service that primarily allows users to be able to listen and download music easily within the website. Chime aims to provide free streaming of music, free royalty-free songs to download and also offers cheap premium subscription for ad-free listening. Chime targets customers mostly young people, students and music enthusiasts who listen, share and enjoy music on the daily.

## Project Duration

October 2021 - December 2021

# PROJECT OVERVIEW

## The Problem

Young people, students, other music enthusiasts who wanted to listen, share and get music suggestions easily but are not willing to pay for a huge amount for a subscription.

## The Goal

Design a website for Chime that allows users to easily stream music, download music and share music to friends and family using a free subscription or a premium subscription.

# PROJECT OVERVIEW

## My Role

UX designer designing a website for Chime from conception to delivery.

## Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# 02 UNDERSTANDING THE USER

- User Research
- Persona
- Problem Statements
- User Journey Maps

# USER RESEARCH

## 📝 Summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. The primary user group identified through research was students who listen to music while commuting or studying but are not willing to pay a huge amount of money on subscriptions.

This user group confirmed initial assumptions about Chime customers, but research also revealed that other features including recommendations, music collections and sharing options are necessary in the designing and development of a music streaming service.

# USER RESEARCH

## Pain Points

### Subscription

Expensive subscription services

### Recommendations

Need for a recommendation list

### Sharing

Inefficient sharing of music through social media platforms
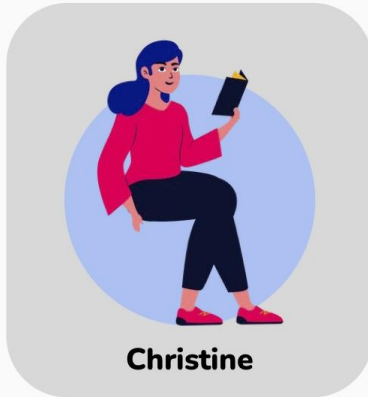
### Features

Limited app features such as a discovery tab, offline access, sharing options, etc.

# PERSONAS

## Christine

*"Music has been one of my stress relievers. I love discovering new music but I can't afford to spend a lot on subscription since I'm still a student."*

### Goals

➔ Have a smart selection of suggested songs based on liked songs or artists.
➔ Section which contains a list of songs that are free of charge.
➔ Have a promotion code for students in the subscription.

### Frustrations

➔ "There's a lot of songs but I'm not sure what I want to listen to."
➔ "Music streaming applications tend to be expensive for me to afford."
➔ "I hate listening to ads all the time."

## Christine

Age: **20**
Education: **Communication**
Hometown: **Davao**
Family: **Parents**
Occupation: **Student**

Christine is a 20-year old communication student who is living with her parents. Listening and discovering new music has always been a habit of hers while studying or travelling to university. She loves sharing new and upcoming music with her friends. She is frustrated with expensive music streaming subscriptions and listening to dozens of ads just to listen to a song.
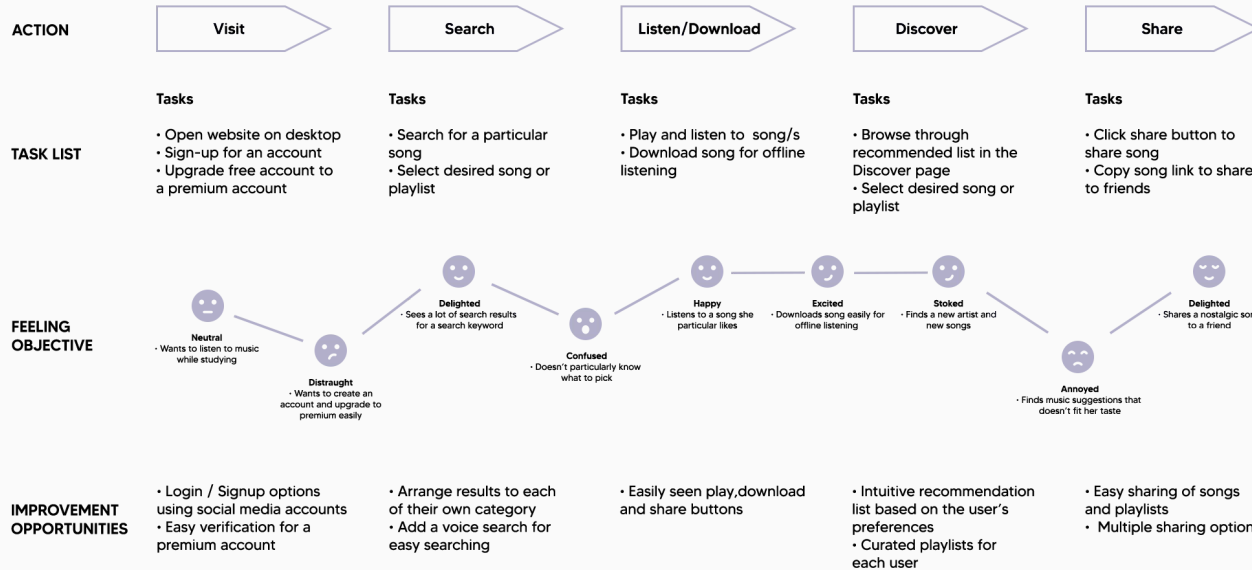
## Problem Statement

Christine is a student who needs an inexpensive music streaming service that provides a good deal of features because it is hard for her to be able to pay a lot for a premium subscription.

# USER JOURNEY MAP

Persona: Christine

**Customer Journey Map - Music Streaming Experience**

**ACTION**

| Visit | Search | Listen/Download | Discover | Share |

**TASK LIST**

**Tasks**
• Open website on desktop
• Sign-up for an account
• Upgrade free account to a premium account

**Tasks**
• Search for a particular song
• Select desired song or playlist

**Tasks**
• Play and listen to song/s
• Download song for offline listening

**Tasks**
• Browse through recommended list in the Discover page
• Select desired song or playlist

**Tasks**
• Click share button to share song
• Copy song link to share to friends

**FEELING OBJECTIVE**

**Neutral**
· Wants to listen to music while studying

**Distraught**
· Wants to create an account and upgrade to premium easily

**Delighted**
· Sees a lot of search results for a search keyword

**Confused**
· Doesn't particularly know what to pick

**Happy**
· Listens to a song she particular likes

**Excited**
· Downloads song easily for offline listening

**Stoked**
· Finds a new artist and new songs

**Annoyed**
· Finds music suggestions that doesn't fit her taste

**Delighted**
· Shares a nostalgic song to a friend

**IMPROVEMENT OPPORTUNITIES**

• Login / Signup options using social media accounts
• Easy verification for a premium account

• Arrange results to each of their own category
• Add a voice search for easy searching

• Easily seen play,download and share buttons

• Intuitive recommendation list based on the user's preferences
• Curated playlists for each user

• Easy sharing of songs and playlists
• Multiple sharing options

**Goal:** Needs a music streaming service that provides inexpensive subscription for students to be able to discover, listen and download music flexibly and with no added interruptions.

Mapping Christine's user journey revealed how helpful it would be for users to have an option for a premium subscription for students.
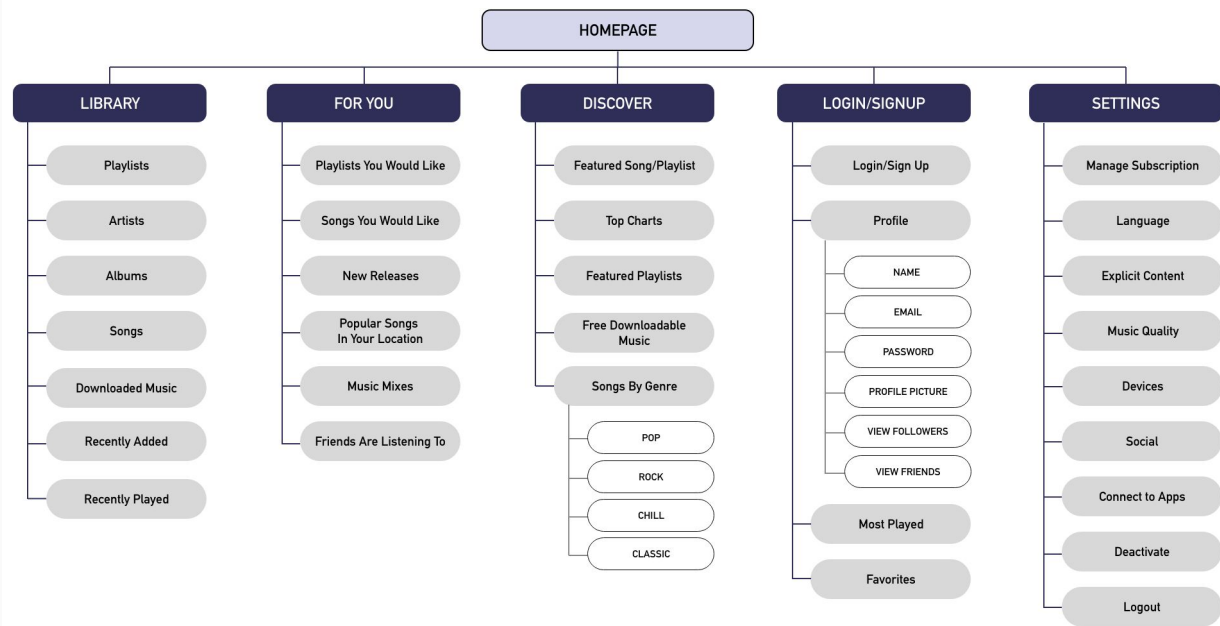
11

# 03 STARTING THE DESIGN

- Sitemap
- Paper Wireframes
- Digital Wireframes
- Low-fidelity Prototype
- Usability Studies

# SITEMAP

**HOMEPAGE**

## LIBRARY
- Playlists
- Artists
- Albums
- Songs
- Downloaded Music
- Recently Added
- Recently Played

## FOR YOU
- Playlists You Would Like
- Songs You Would Like
- New Releases
- Popular Songs In Your Location
- Music Mixes
- Friends Are Listening To

## DISCOVER
- Featured Song/Playlist
- Top Charts
- Featured Playlists
- Free Downloadable Music
- Songs By Genre
  - POP
  - ROCK
  - CHILL
  - CLASSIC

## LOGIN/SIGNUP
- Login/Sign Up
- Profile
  - NAME
  - EMAIL
  - PASSWORD
  - PROFILE PICTURE
  - VIEW FOLLOWERS
  - VIEW FRIENDS
- Most Played
- Favorites

## SETTINGS
- Manage Subscription
- Language
- Explicit Content
- Music Quality
- Devices
- Social
- Connect to Apps
- Deactivate
- Logout

One of the most important factors in designing the website is the navigation. A clear navigation and interface is essential to make users feel comfortable to intuitively navigate through the website.

# PAPER WIREFRAMES
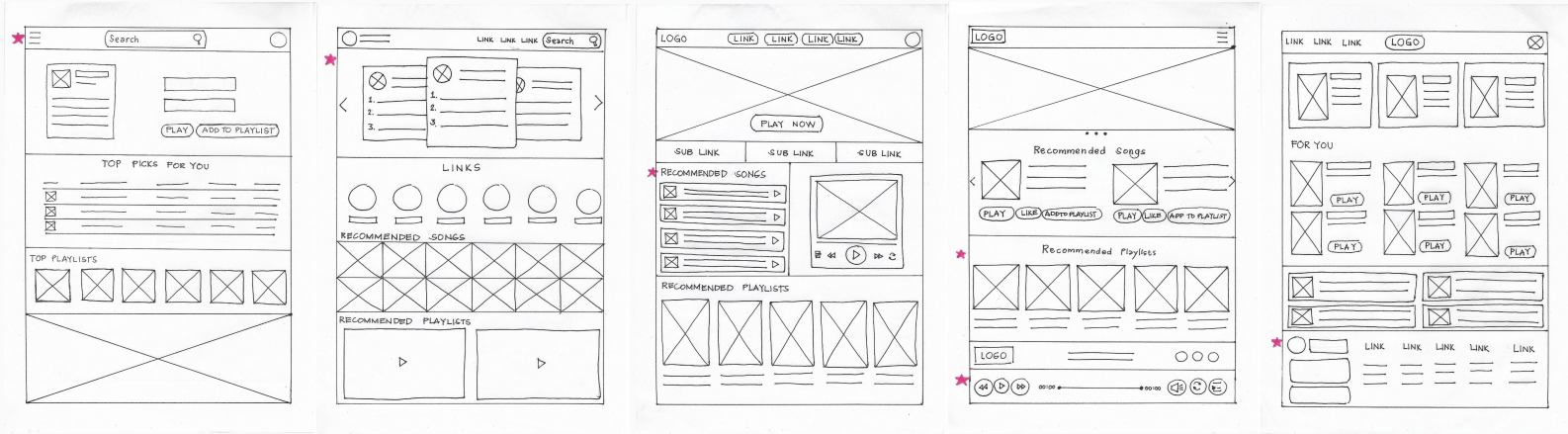


🏠 Home Page

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **search feature, featured playlists, recommended song list, navigation, music player and a footer** to help users easily navigate the website.
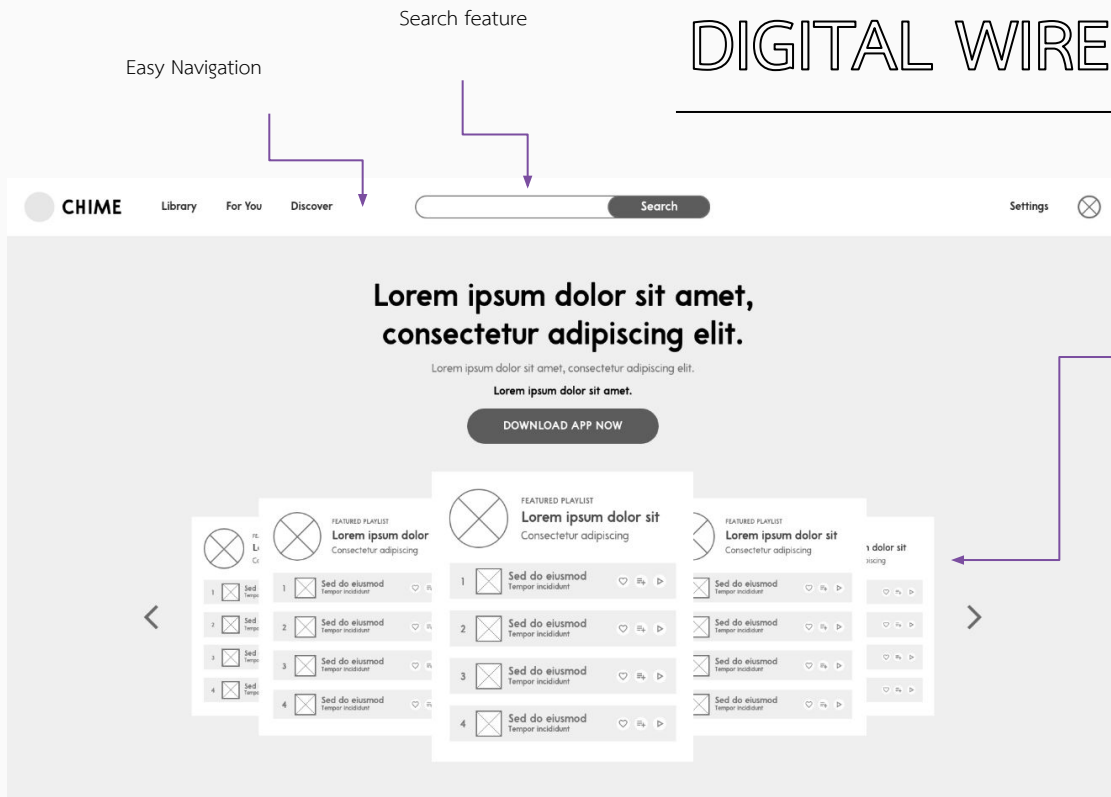
# PAPER WIREFRAMES
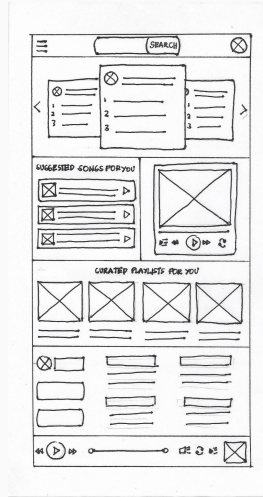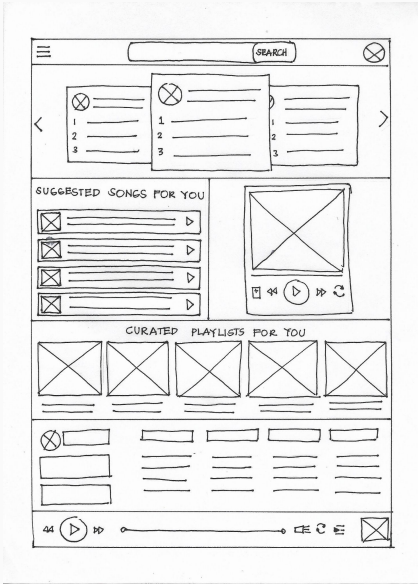


**Screen size Variations**
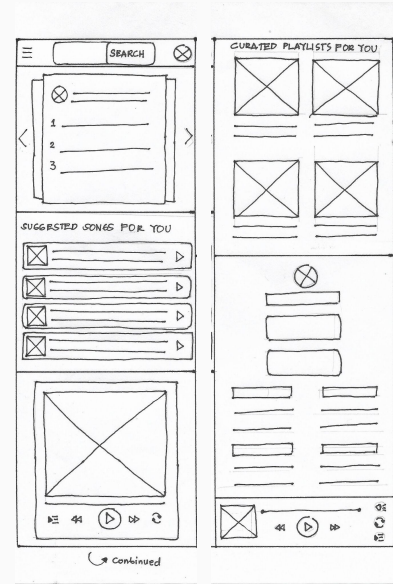
Because Chime customers access the site on a variety of devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

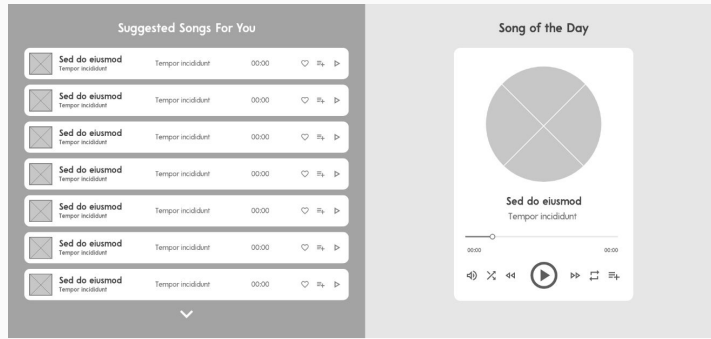# DIGITAL WIREFRAMES

Search feature

Easy Navigation

Playlist suggestion in the homepage to showcase featured playlists that may pique a user's interest.

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
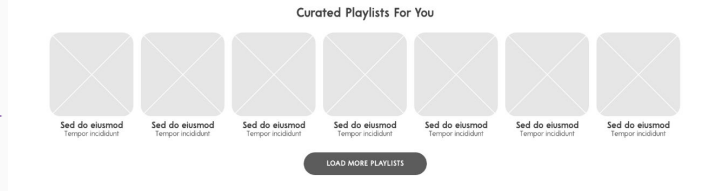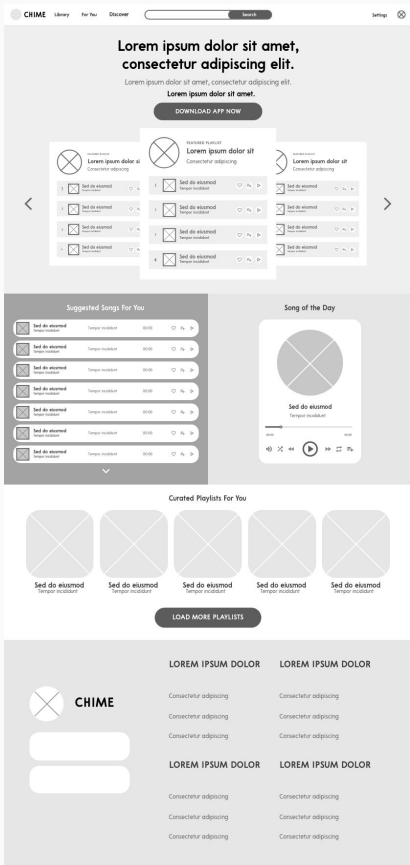
# DIGITAL WIREFRAMES

**Suggested Songs For You**

| | Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |
|---|---|---|---|---|
| | Sed do eiusmod Tempor incididunt | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |
| | Sed do eiusmod Tempor incididunt | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |
| | Sed do eiusmod Tempor incididunt | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |
| | Sed do eiusmod Tempor incididunt | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |
| | Sed do eiusmod Tempor incididunt | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |
| | Sed do eiusmod Tempor incididunt | Tempor incididunt | 00:00 | ♡ ⇄ ▷ |

**Song of the Day**

Sed do eiusmod
Tempor incididunt

00:00                    00:00

Suggested songs tailored for the user

Featured song of the day

**Curated Playlists For You**

| Sed do eiusmod | Sed do eiusmod | Sed do eiusmod | Sed do eiusmod | Sed do eiusmod | Sed do eiusmod | Sed do eiusmod |
|---|---|---|---|---|---|---|
| Tempor incididunt | Tempor incididunt | Tempor incididunt | Tempor incididunt | Tempor incididunt | Tempor incididunt | Tempor incididunt |

LOAD MORE PLAYLISTS

Curated playlists for the user based on song preference

CHIME

| LOREM IPSUM DOLOR | LOREM IPSUM DOLOR | LOREM IPSUM DOLOR | LOREM IPSUM DOLOR |
|---|---|---|---|
| Consectetur adipiscing | Consectetur adipiscing | Consectetur adipiscing | Consectetur adipiscing |
| Consectetur adipiscing | Consectetur adipiscing | Consectetur adipiscing | Consectetur adipiscing |
| Consectetur adipiscing | Consectetur adipiscing | Consectetur adipiscing | Consectetur adipiscing |

Footer for additional website links
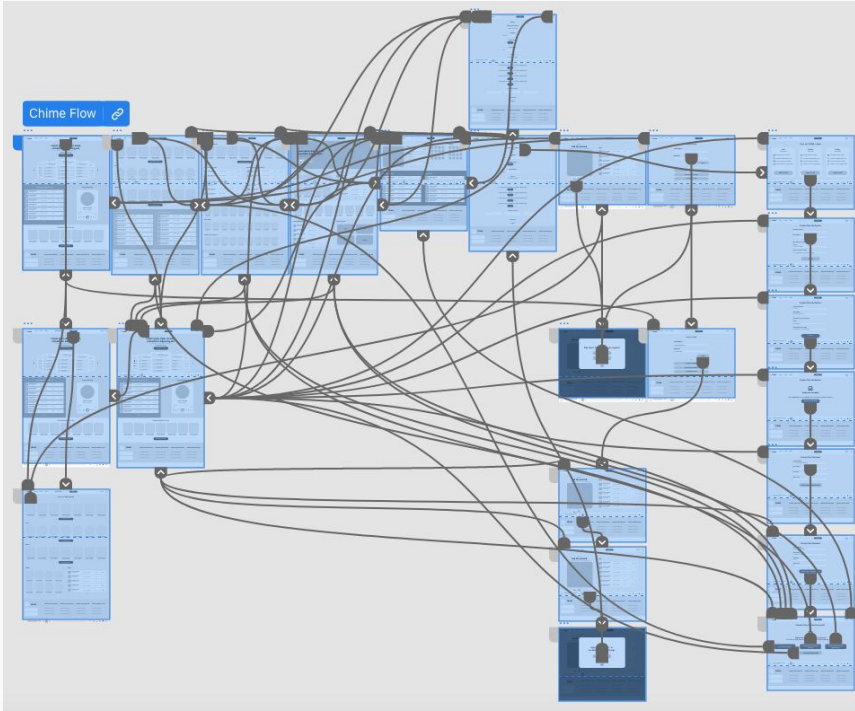
# DIGITAL WIREFRAMES

## Screen size Variations

A responsive website is preferred at present and is essential in improving user experience. The digital wireframes are not only limited to a Desktop version but also in both tablet and mobile versions. The navigation, suggested playlists, songs and footer are resized accordingly to each screen size.
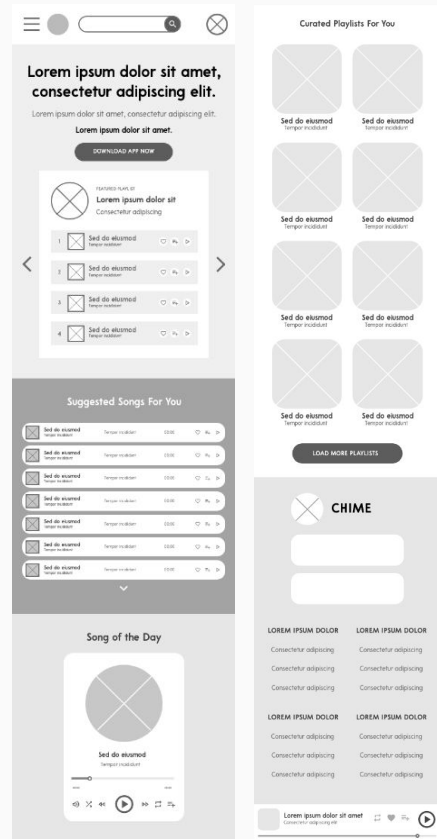
# LOW-FIDELITY PROTOTYPE



Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was searching for a song, picking the desired song in the results list, logging-in for a free account, upgrading to a Chime+ account and downloading a song.

View the Chime

[low-fidelity prototype in XD](#)

19

# USABILITY STUDIES

## Parameters

**Study Type:**

Unmoderated usability study

**Location:**

Philippines, remote

**Participants:**

5 participants

**Lengths:**

20 -30 mins

# USABILITY STUDIES

## Findings

These were the main findings of the usability study:

**1**

### More options

Users need a more option feature for each song or playlist

**2**

### Voice search

Users need a voice search option for easy searching

**3**

### Shuffle play

Users need a shuffle play option to allow users to be able to play songs in a playlist randomly at their own expense

# 04 REFINING THE DESIGN

- Mockups
- High-fidelity Prototype
- Accessibility

# MOCKUPS

Based on the insights from the usability study, I've added a see more button to each of a song panel to indicate the more option list. Some added options are add to queue, go to artist, go to album, add song to playlist and copying the song link for sharing.



| | Suggested Songs For You | | |
|---|---|---|---|
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |
| Sed do eiusmod | Tempor incididunt | 00:00 | ♡ ≡₊ ▷ |

**Suggested Songs For You**

| | | | | |
|---|---|---|---|---|
| Yellow / Kina Grannis | Yellow | 3:14 | ♡ | ⋮ |
| Fly Me to the Moon / Imaginary Future | Fly Me to the Moon | 1:52 | ♡ ≡₊ | |
| Stand by Me / Kina Grannis | Stand by Me | 2:22 | ♡ ≡₊ | |
| Brown Eyed Girl / Imaginary Future | Brown Eyed Girl | 3:35 | ♡ ≡₊ | |
| Hey Jude / Imaginary Future | Yesterday | 3:32 | ♡ ≡₊ | |
| Capital Letters / Halloran & Kate | Capital Letters | 3:42 | ♡ ≡₊ ▷ | ⋮ |
| Shallow / Us the Duo | Shallow | 3:38 | ♡ ≡₊ ▷ | ⋮ |

Add to queue

Go to artist

Go to album

Add to playlist

Copy Song Link

Before usability study

After usability study

23

# MOCKUPS

Another added feature that was added was the voice search feature. This isn't not only an accessibility consideration, but it also is very helpful for user to search for their desired keywords easily.
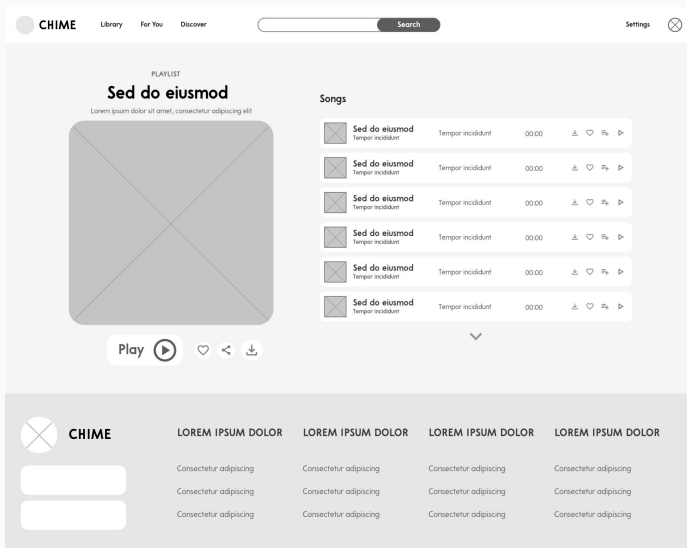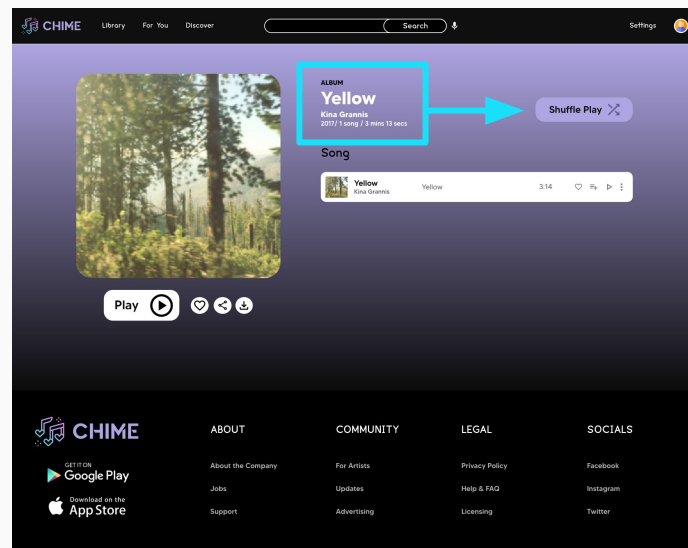


Before usability study

After usability study

# MOCKUPS

For users to be able to play songs in a playlist randomly, a shuffle play option is added. The playlist name, category, artist, number of songs and playlist duration is also placed in such a way that the users would be able to find the details of each playlist properly.



Before usability study

After usability study

# KEY MOCKUPS
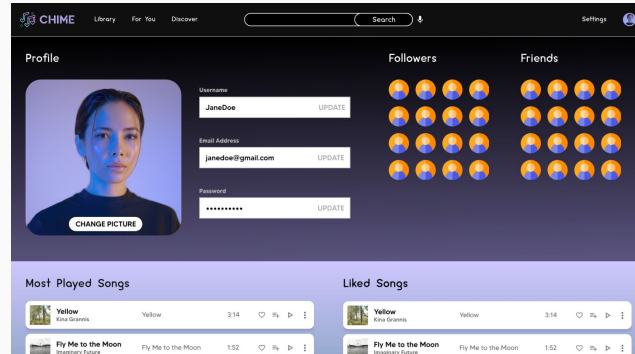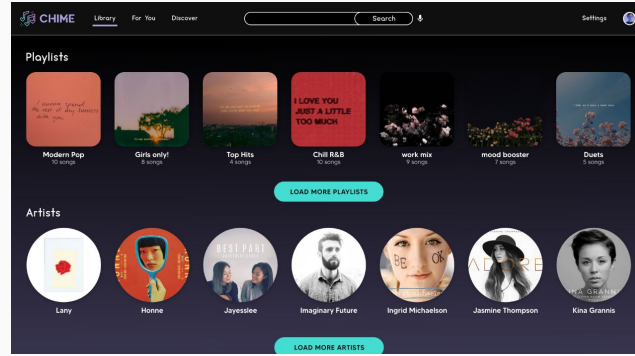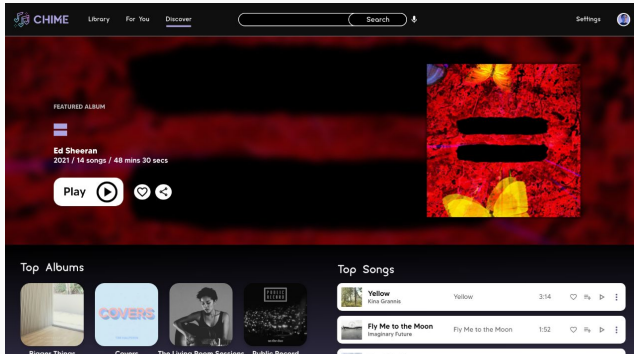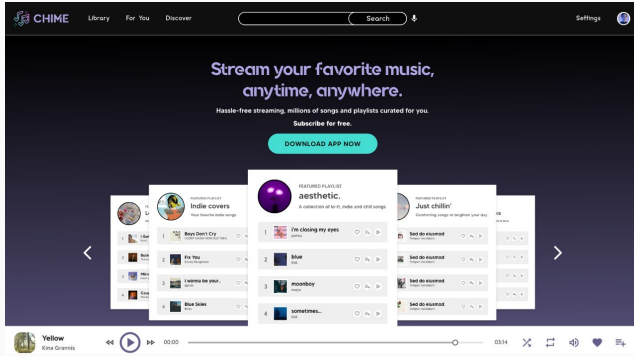
# KEY MOCKUPS

## Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users stream music from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.
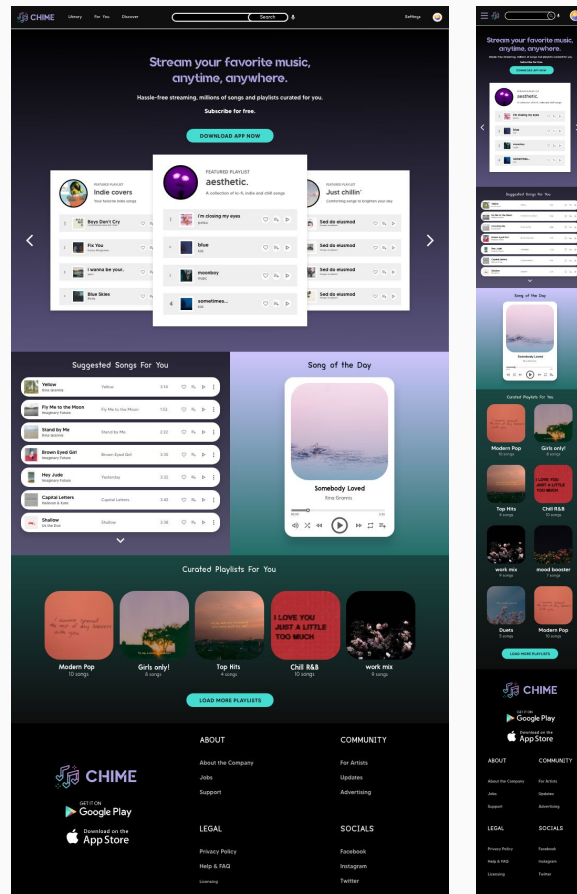
# HIGH-FIDELITY PROTOTYPE

The final high-fidelity prototype presented cleaner user flows for searching a song, selecting a song in the list of results, logging into a account, upgrading to a Chime+ account, playing and downloading a song and finally sharing the song link to friends.

View the Chime **high-fidelity prototype in XD**
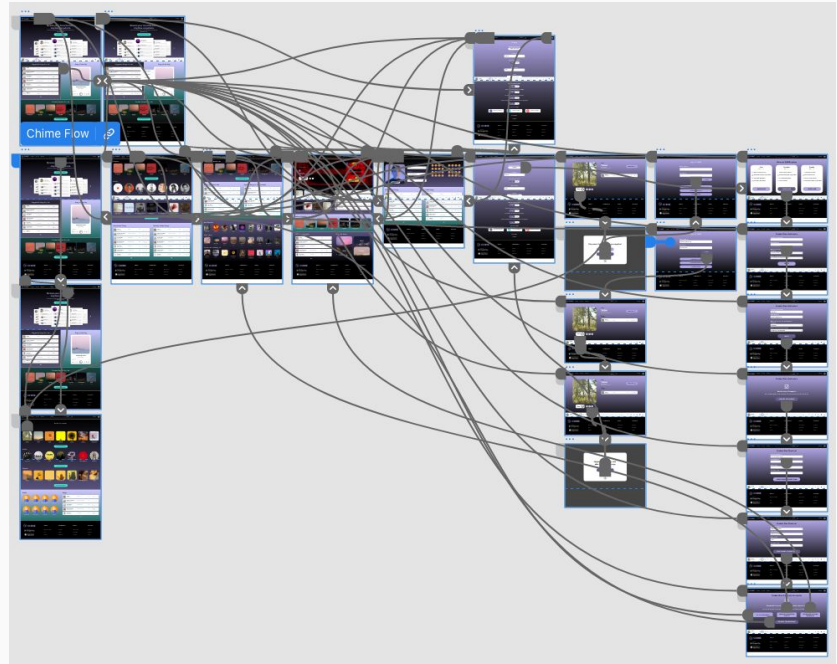
# ACCESSIBILITY

## Considerations

**1** Provided a voice search feature in the search function for users who have mobility impairments to use.

**2** Used icons and labels to help make navigation easier.

**3** Provided access to users who are vision impaired through adding alt text to images for screen readers.

**4** Used detailed imagery for song, playlist, artist covers to help all users better understand the designs.

# 05    GOING
         FORWARD

- Takeaways
- Next Steps

# TAKEAWAYS

## Impact

Our target users shared that the design was intuitive to navigate through, has an engaging visual design and has clear visual hierarchy.

One quote from peer feedback:
"

*The overall look of the website is just pretty. The suggested song lists and curated playlists are really helpful especially if I had a hard time looking for new songs to listen to. Everything is easy to follow through.*

"

## What I learned

Designing Chime was rewarding for me since I'm a music enthusiast myself. I learned more about some Adobe XD features and used some UI kits which were helpful in my designing process. I also realized how small details are still important in the overall user experience. Usability studies are very essential in knowing how the users would interact with the website and an additional usability study is still recommended subsequently.

# NEXT STEPS

**1**

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

**2**

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

# LET'S CONNECT!

Thank you for your time reviewing my work on the Chime website! If you'd like to see more or get in touch, my contact information is provided below.

**Email:** admin@guylaine.link

**Website:** guylaine.link