

Challenge

Design an **Online music self-teaching platform** for the **Music learners** and allows them to learn musical instruments from 20+ instruments with 250+ books



Overview

My team was assigned to investigate and identify the issues of current platform called muzician web reader (Previous version of Muzician), to bring the best outcomes, we accomplished following processes.

Brand Research	Muzician Workflow	Desktop Wireframing
Musical Instrument Popularity	New Platform “Muzician” Planned	Mobile Wireframing
Competitive and Comparative Analysis	Creators Share Best Practises	Desktop High Fidelity Prototyping
Muzician Web Reader Analysis	Prioritisation	Mobile High Fidelity Prototyping
Pros and Cons of current platform	Cart Sort & Pin Up	User Testing
Customer Research - Interviews	Teams and Ghantt Chart	Iterations from User Testing
Meet the stakeholders	Summary from Pin Ups	Final Alterations
Personas	Sketches	Outcome
		Next Step

Overview

Brand Research

6 top competitors were **Yousician, Skoove, Joytunes and FenderPlay, Udemy, Flowkey** I've researched the history how they got started, what were their goals and number of employees.

Musical Instrument Popularity

Analysed the popularity of musical instruments and how competitors reacted to this market.

Competitive and Comparative Analysis

Conducted in-depth research on those companies, I listed their available functions, strength and weak points of every companies.

Muzician Web Reader Analysis

Muzician Web Reader is a platform developed by a previous team and I needed to analyse the current system, how it is developed and why this project was unsuccessful.

Pros and Cons of Current platform

Now I did an in-depth research of pros and cons of current platform, I also listed in details of possible improvements and what was missing from current platform.

Customer Research - Interviews

Monitored how existing users interact with current feedback systems, analysing the pain points and finding the potential improvements.

Meet the stakeholders

I am introduced to join a team of Muzician project, our team consists of project manager, music proofreader, technical officer, backend developer and marketing director.

Personas

Created **3 different types** of staffs who will use automated feedback system based on the stakeholder meetings. It will be our starting point to develop a human focused design system for users.

Overview

Muzician Workflow - Current

Based on the personas, I created a diagram of how current users interact with current system, named Muzician Web Reader.

New Platform “Muzician” Planned

With an in-depth research of current platform, I've created a comparison of what we stop developing and what we will start developing from a new project called Muzician

Creators Share Best Practices

Shared a task chart I created previously, and now I added their opinions to the new system and this became a basic instruction for us.

Prioritisation

Listed up **41 potential new functions** can be added to existing platform and I prioritised them high, medium and low and add them into my schedule for both cases, full or budget developments.

Card Sort & Pin-Ups

I combined customer feedback, developer feedback and analysis into one board to visualise what I need to include for “Muzician”

Teams and Ghantt Chart

Created a short-term, med-term and long-term goals, I took an initiative on this project to separate tasks into team mates.

Summary from Pin Ups

I created a summary of every user needs for this project from discovery of Card Sort and Pin Ups process.

Sketches

At early stage of visualising process, I am showing some example of my sketches on papers so that I can move on to wireframing process.

Desktop / Mobile Wireframing

In this process, I've completed wireframing UX designs on several concepts and created a few designs and discussed with stakeholders, finding the potential solutions to develop the platform.

Overview

Desktop / Mobile High Fidelity Prototyping

5 main things I did in a process of High Fidelity Prototyping, **research the modern UI from mobbin, pick the most suitable UI module in figma, then create a high-fidelity mockup, sharing the concepts with teams, develop and polish the best outcome from meetings.**

User Testing

After creating a working prototype, I collected **feedback from test users** commented on my designs.

Iterations from User Testing

Applied all the valuable fixes and feedback from user testing, we set a launch date and released our first version of platform.

Final Alterations

Current platform is on live and working right now our team is in progress of upgrading from alpha and beta, here are the final designs in 2022.

Outcome

I set short term goal and long term goal for Muzician project based on my researches I've done for this project.

Next Steps

I completed **developing fully functional platform**, I also added some improvements for next version of the Muzician.

Brand Research

There are 6 major online music learning platforms,
Udemy, Yousician, Fender Play, JoyTunes, Skoove and Flowkey.



<https://udemy.com/>
Founded in 2010, San Francisco U.S.



<https://www.fender.com/play>
Founded in 2017, Fullerton U.S.



<https://www.joytunes.com/>
Founded in 2011 Tel Aviv Israel



<https://yousician.com/>
Founded in 2010, Helsinki Finland



<https://www.skoove.com/>
Founded in 2014, Berlin Germany



<https://www.flowkey.com/>
Founded in 2015, Berlin Germany

Brand Research



Udemy

How they got started:

"History. In 2007, Udemy (you-de-mee, portmanteau of you + academy) founders **Eren Bali and Oktay Caglar built a software for a live virtual classroom while living in Turkey**. They saw potential in making the product free for everyone, and moved to Silicon Valley to found a company two years later."

What were their goals:

Udemy's mission is to **create new possibilities for people and organizations everywhere by connecting them to the knowledge and skills they need to succeed in a changing world**.

Number of employees **1001-5000**



Fender Play

How they got started:

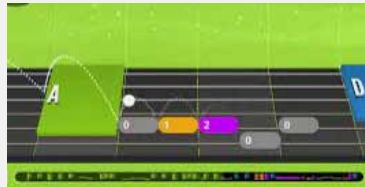
Fender Play aimed to create a **wealth of interactive online resources** to help users on their musical journey.

What were their goals:

Fender Play is **definitely more of a tool for beginners learning how to play than advanced guitarists**. If users want to learn the basics, they will find a lot of helpful information in the program. Experienced players, however, will probably need more in-depth instruction to dig deeper into their playing.

Number of employees **1001-5000**

Brand Research



Yousician

How they got started:

The different branches in the learning paths are now merged into a single, theme based one. The missions are tagged with a theme, rather than being organized into paths. The theme based learning path gives clearer guidance about the skills needed to become a well-rounded musician.

What were their goals:

At Yousician, you'll **help shape the future of music education and profoundly impact the lives of millions of people. We are a profitable**, fast-growing company, and we are just getting started.

Number of employees **51-200**



JoyTunes

How they got started:

After its worldwide release in 2015, it has **quickly skyrocketed to success and became one of the most popular piano learning apps.**

What were their goals:

Image result for joytunes goal
Their goal for Simply Piano was to create an educational and fun app for learning piano quickly and easily. Simply Piano teaches **using videos and interactive, progress-measuring lessons**, similar to the game-like format of other piano apps like Playground Sessions and Skoove.

Number of employees **51-200**

Brand Research



Skoove

How they got started:

Skoove (Learnfield GmbH) was founded in 2014 in Berlin, Germany. With more than 1 million users today, **we make interactive apps to learn piano and guitar.**

What were their goals:

At Skoove, **we want to unlock the magic of making music for everyone who dreams of playing an instrument.** Skoove (Learnfield GmbH) was founded in 2014 in Berlin, Germany.

Number of employees **11-50**



Skoove

How they got started:

Flowkey was founded in Berlin by three friends, Jonas Gössling, Alexander Heising, and Ahmed Hassan,

What were their goals:

who shared the same goal: **to make learning music easy and fun for everyone.** Together with a talented team, we launched flowkey in 2015.

Number of employees **11-50**

Musical Instrument popularity

Left diagram shows how many people can or does play in UK 2011,
 Right diagram show how many musical instruments the competitors covered.



Competitive and Comparative Analysis

Left diagram shows how many people can or does play in UK 2011, Right diagram show how many musical instruments the competitors covered.



Platform Type	Video	Score/Tab	Video, Score/Tab	Video, Score/Tab	Video, Score/Tab	Video, Score/Tab
Payment Type (Au\$)	A La Carte	31.89/mo	11.66/mo	17.95/mo	9.99/mo	19.99/mo
Free trial	No	7 Days	7 Days	7 Days	7 Days	7 Days
Course mode	Yes	Yes	Yes	Yes	Yes	Yes
Courses	5,000+	750+	10,000+	2,500+	400+	1500+
Review Rating	4.5	4.5	4.5	4.7	3	4.6
For Kids	Yes	No	No	Yes	Yes	Yes
For Advanced players	Yes	Yes	Yes	Yes	Yes	Yes
Connection to instruments	No	No	Audio	MIDI	MIDI	MIDI
Pitch Detections	No	No	Polyphonic	Polyphonic	Polyphonic	Polyphonic
Platforms	Browser/Mobile	Browser/Mobile	Desktop/Mobile	Mobile	Browser/Mobile	Browser/Mobile

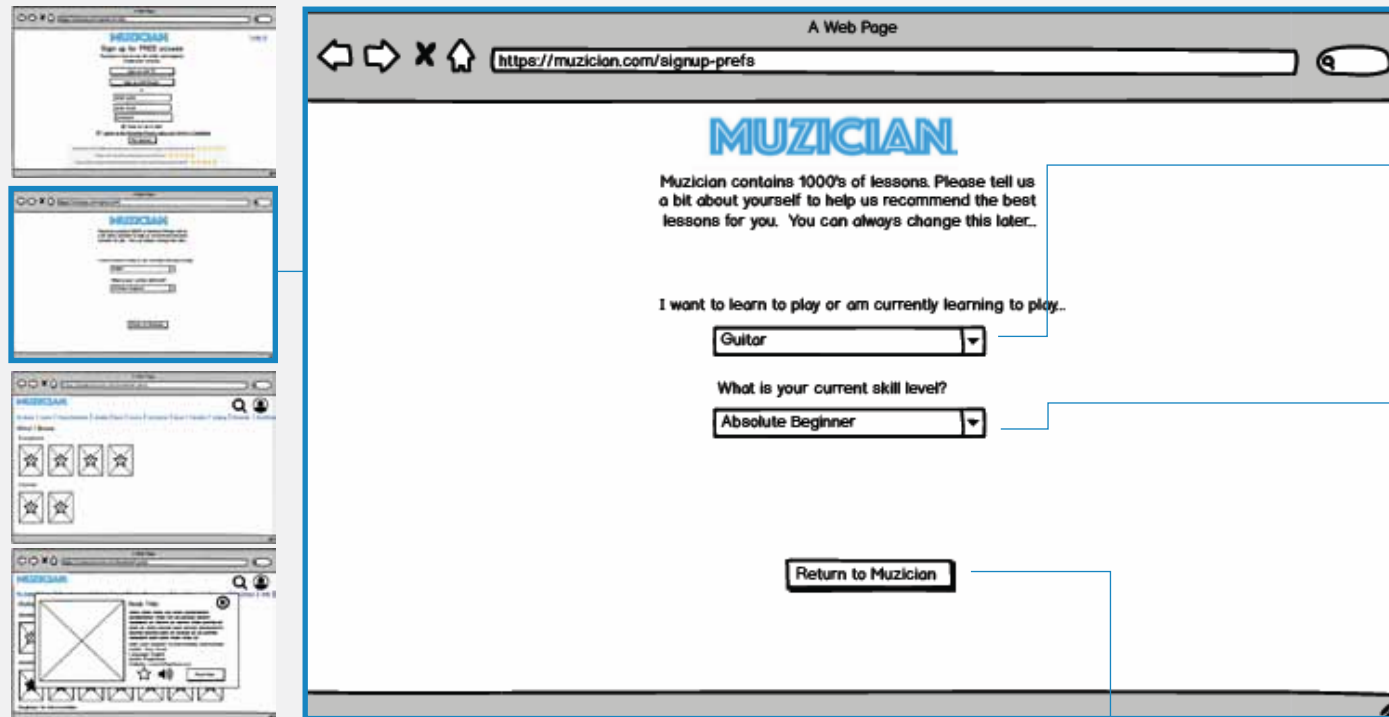
Muzician Web Reader Analysis

My first job was to investigate the current Muzician web reader functions. List up what are good points and what are the missing points.

- Sign up for Free, no credit card required
- Designed to have FB and google logins
- Improve messy visuals, potentially delete reviews
- Not optimised for mobile users
- Some good reviews here
- tick the terms and conditions by default

Muzician Web Reader Analysis

My first job was to investigate the current Muzician web reader functions. List up what are good points and what are the missing points.



● When users logged in, they can pick their musical instrument

● The users also pick their levels after logged in

Users has no ideas how those options change.

Define this button goes which page

● There is a "return to Muzician" button

Muzician Web Reader Analysis

My first job was to investigate the current Muzician web reader functions.
List up what are good points and what are the missing points.

Annotations:

- Profile icon here to edit user's profile information
- In this tabs, users can pick different musical instruments
- Clarinet bookmarks appears here
- Saxophone bookmarks, I assume this is the user's primary courses
- Unlikely same user learn different musical instruments

Muzician Web Reader Analysis

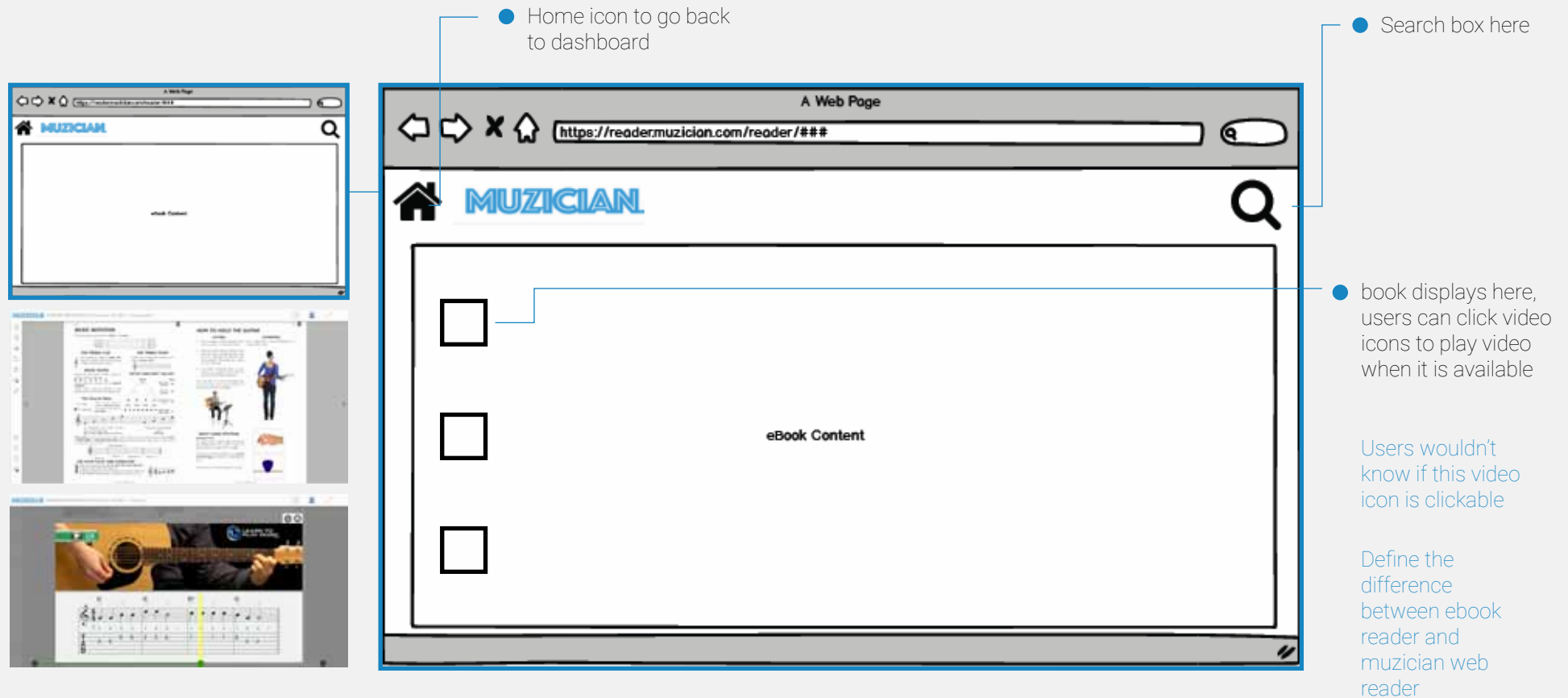
My first job was to investigate the current Muzician web reader functions.
List up what are good points and what are the missing points.

Annotations:

- Book title and description appeared here
- A button "Read now" appears here to read books
- Star system is not clear, re-visit this when new projected started
- There is a black star, displays users completed this course
- Book title covers appears here

Muzician Web Reader Analysis

Here are high fidelity prototypes of Muzician Web Reader, Digital ebook platform is the main function.



Muzician Web Reader Analysis

Here are high fidelity prototypes of Muzician Web Reader, Digital ebook platform is the main function.

● Some editable functions appears here

● Click this icon to play videos

● Users can maximise the screen by clicking here

● Functions like bookmark, notes, zoom in/out here

No single page mode, always showing double pages

Muzician Web Reader Analysis

Here are high fidelity prototypes of Muzician Web Reader, Digital ebook platform is the main function.

● When users clicked video icon, it pops up video

Delete logo to avoid the confusion

● Icons of close button and Solo Mix button here

Some functions like slow down, maximise the screen required

● A/B loop functions, so users can keep playing the same part continuously

Pros and Cons of current platform

Listed in details of possible improvements and what was missing from current platform

Pros

- Sign up for Free, no credit card required
- Designed to have FB and google logins
- Some good reviews displayed at landing page
- Tick the terms and conditions by default
- When users logged in, they can pick their musical instrument
- The users also pick their levels after logged in
- Profile icon here to edit user's profile information
- **In dashboard page, users can pick different musical instruments**
- Users can bookmark their favourite books
- Book title and description appeared in ebook mode as pop up menu
- A button "Read now" appears here to read books in ebook mode
- There is a black star, displays users completed this course in ebook mode
- Book title covers appears in pop up menu in ebook mode
- There is a search box function
- **book displays in ebook mode in digital format, users can click video icons to play video when it is available**

- Some function like maximise screen, bookmark, taking notes, zoom in/out in ebook mode

- When users clicked video icon, it pops up video
- Icons of close button and Solo Mix button here
- A/B loop functions, so users can keep playing the same part continuously

Cons

- Define "Go to Muzician" goes which page
- Same user will unlikely learn different musical instruments
- No single page mode, always showing double pages in ebook mode
- **No responsive screens**
- **Every competitor have course mode, Muzician Web Reader doesn't have one**
- **Slow to load contents as PDF format**
- **Layouts are difficult to maintain the shapes in this platform**
- **Not intuitive design**

Improvements

- Improve the landing page, potentially delete reviews
- **Not optimised for mobile users**
- Define "Go to Muzician" goes which page
- Star system is not clear, re-visit this when new project started
- Users wouldn't know if this video icon is clickable
- Define the difference between ebook reader and muzician web reader
- **Some functions like slow down, maximise the screen required**

Why it is failed?

- Because the ebooks are created in PDF format and it is difficult to speed up the loading process
- The design is not intuitive as once users picked the instrument, no navigation or course are displayed
- Importantly this was not designed for mobile users
- No user testing before launch
- Mis-communications between developers and marketers, lack of meetings
- Non-designers design the UX, UI of current platform, very frustrating to use, I joined the current team to improve this.

This is how I jumped into this project and this is my starting point. I fully understood the current situation and then I started planning how to improve this platform.

Customer Research

I conducted a survey for customer research and I collected 5 responses from family and friends by phone/video chat

Q1 What musical instrument you can play or will learn?

Q2 When you learn musical instrument, how do you normally learn?

Q3 Do you have any suggestions or comments for current learning platform?

Q4 What part was difficult for you to understand the system and why?

Q5 Will you use Muzician Web Reader? Please tell us a reason.

Q6 Do you know any other methods that helped you to learn your instrument? If yes, please share it

Customer Research

Q1 What musical instrument you can play or will learn?

“Piano, Keyboard”

by user 1 by phone / video survey

“Percussion”

by user 4 by phone / video survey

“Singing”

by user 2 by phone / video survey

“Electric Guitar”

by user 5 by phone / video survey

**“Acoustic Guitar, Saxophone
(Aerophone)”**

by user 3 by phone / video survey



What I learnt?

Every users play different instruments by chance.

Customer Research

Q2 When you learn musical instrument, how did you normally learn?

“Score Books and Youtube”

by user 1 by phone / video survey

“Youtube”

by user 4 by phone / video survey

“Youtube”

by user 2 by phone / video survey

“Score Books and Youtube”

by user 5 by phone / video survey

“Score Books”

by user 3 by phone / video survey



What I learnt?

Every people expect to learn from videos and/or score books.

Customer Research

Q3 Do you have any suggestions or comments for current learning platform?

“I need to use desktop to use this platform, I need app that works for my mobile.”

by user 1 by phone / video survey

“The idea is good but the system is very slow and it frustrated me to keep using it”

by user 4 by phone / video survey

“I didn’t realise there is a video icon to play videos”

by user 2 by phone / video survey

“I don’t want to learn how to use this system, I prefer to focus on learning music for the same amount of time I spend”

by user 5 by phone / video survey

“I need a language change setting, I want a navigation or course mode to navigate me what is my next step as it doesn’t show anything in dashboard”

by user 3 by phone / video survey



What I learnt?

I received their valuable opinions and I will need to improve the usability in the next project.

Customer Research

Q4 What part was difficult for you to understand the system and why?

“Normal ebook format such as Kindle or iBook was way more intuitive to use as similar product”

by user 1 by phone / video survey

“I prefer books or familiar interface to learn music, I don't like current interface, it is difficult to use”

by user 4 by phone / video survey

“The icons in dashboard have no instructions, I confused which icon does what”

by user 2 by phone / video survey

“I didn't get how star rating works and why it is there as I also have bookmarking function”

by user 5 by phone / video survey

“Difficult to use as it is not designed for mobile or ipad (I am an ipad user)”

by user 3 by phone / video survey



What I learnt?

Users are expecting a platform more intuitive and easy to use rather than the platform that requires learning how to use it.

Customer Research

Q5 Will you use Muzician Web Reader? Please tell us a reason

“No, difficult to use”

by user 1 by phone / video survey

**“No, make interface more intuitive
for beginner like me”**

by user 4 by phone / video survey

“No, I didn't enjoy using the system”

by user 2 by phone / video survey

**“No, I know there are more useful
platforms out there”**

by user 5 by phone / video survey

“Yes if I can use this in ipad”

by user 3 by phone / video survey



What I learnt?

This surveys prove me that we need to stop offering the current platform, we will focus on improving the usability and re-launch it.

Customer Research

Q6 Do you know any other system that made you easy to learn your instrument? If yes, please share it.

“Yes Yousician was quite easy for me to learn a new instrument”

by user 1 by phone / video survey

“Udemy has a rich contents of learning musical instruments”

by user 3 by phone / video survey

“I think Youtube has a lot of educational channels I can learn from and its free”

by user 2 by phone / video survey

“Youtube channels”

by user 4 by phone / video survey

“Ufret.jp to check the tab scores”

by user 5 by phone / video survey



What I learnt?

Many users prefer to use video format or course mode, I heard one user tried Yousician and he likes the idea.

Meet the stakeholders

In the early stage, I conducted interviews to 6 stakeholders who involved in developing current platform.

Gary Turner

Role: As a founder of Muzician Web Reader, oversees the production, decides the budget on tasks

Pain Points: The development has its own issue as **it doesn't have a flexibility of customisation**, e.g. Responsive design for mobile users.

Goals: Increase subscribers up to **500 in a year** includes free and monthly paid users.

Andy Wallace

Role: As a project manager, is responsible for completing project on time within budget.

Pain Points: The analysis and data created by current team became way **too complicated and difficult** for team members to adapt.

Goals: **Launch the platform** as soon as possible as we do not have enough resource.

John Delany

Role: As contents owner, **manages the quality of contents**, supplied to the platform

Pain Points: The platform was created by a small team and now it is very difficult to change anything inside the platform, all he does was maintain the best quality of the contents in this platform

Goals: He wants users to **feel comfortable to use** our platform.

Meet the stakeholders

In the early stage, I conducted interviews to 6 stakeholders who involved in developing current platform.

Pat McNamara

Role: As a marketing director, **handles all the marketing contents** supplied by a developing team

Pain Points: Because the current developer's team slowing down the process, it is **difficult for him to start doing marketing to the users.**

Goals: Doing enough marketing on social network, email automation, to make a founder happy.

Kaihua Chen

Role: As a graphic designer, **supplies all the images and creative contents** to John and Pat.

Pain Points: He feels limited customisation for current platform, **we can't customise in details.**

Goals: Complete current platform and improve it so we can increase users.

Pawan Kumar

Role: As a **full stack developer**, manages his team to complete coding side of the platform

Pain Points: The document created by a team **was not ideal for him to work** as it is so much information and it is difficult to complete his tasks.

Goals: He wants a clear document to complete his job, rather than a long document.

Personas

Created 3 different personas and they are potential users to interact with “Muzician” in near future.



Name: Damien Roberto
Age: 54
Role: Dad with 2 kids, Beginner Guitarist



Name: Richard Jones
Age: 28
Role: Beginner Violinist



Name: Melissa Bell
Age: 30
Role: Professional Singer, a local jazz band

Persona 1



Damien Roberto

Age: 54

Occupation: Senior Sales Expert at CBD

Relationship Status: Married, 2 Kids

Residence: 3 Bedrooms in Brighton Beach

“I want to practise Guitar with my 2 daughters, they’re also interested in learning with me”

He normally has a time with his family at weekend, he wants to have more **educational moments with daughters rather than let them watching youtube videos**. So he want to share an online self-teaching music platform with them to practise together. If there is a family login, it will be great as every person has different speed of learning musical instrument.

Goal:

He wants to find a useful musical platform he can share with his daughters and that has **both adults and kids mode**.

Pain Points:

His daughters watching youtube videos, **he prefer to practise musical instrument together**, however he still can't find the best way to switch their attentions.

What we can achieve:

Create a platform and offers a great experience for family, **single login for multiple users**, enough contents for both adults and kids, learn music in fun way.

Persona 2



Richard Jones

Age: 28

Occupation: Full time Italian Chief

Relationship Status: Single

Residence: 2 Bedrooms in North Melbourne

“My girlfriend gave me Violin as my birthday gift, so I’m looking for a best way to learn it for her.”

He recently started working at Italian Restaurant so he doesn’t have much time however he is still dreaming to **give a surprise to his girlfriend to play the song she loves**. He only have a month to learn a single song for her birthday coming soon so he needs to quickly take an action. He only have one hour everyday before his girlfriend come back from her work.

Goal:

He needs to find a best way to learn Violin for a short time secretly for his girlfriend’s birthday, he aimed to play a song for her with Violin she gave him.

Pain Points:

He is super busy for most of the week, he has only one hour on Tuesday and Wednesday to learn a song. **In a very short time he needs to focus and complete a song.**

What we can achieve:

Offers an intense course for his case, Violin. Learn everything he needs to learn about Violin from single course so he can play a song in a month.

Persona 3



Melissa Bell

Age: 30

Occupation: Singer in a jazz band

Relationship Status: Married

Residence: 2 Bedrooms in Glenelg

“My focus is to keep practising singing for my band, I would love to do a short course at a daily basis.”

She formed a band and having live performance for 4 years but now she believes she needs to re-approach how to sing well at live. She wants to **have a short course to maintain her level of singing** especially maintain high pitches and rhythm, she want to have a bigger live event when COVID situation becomes stable.

Goal:

She wants **to maintain the quality of jazz band and singing is one of most important part**. She needs find a good course for a daily practise.

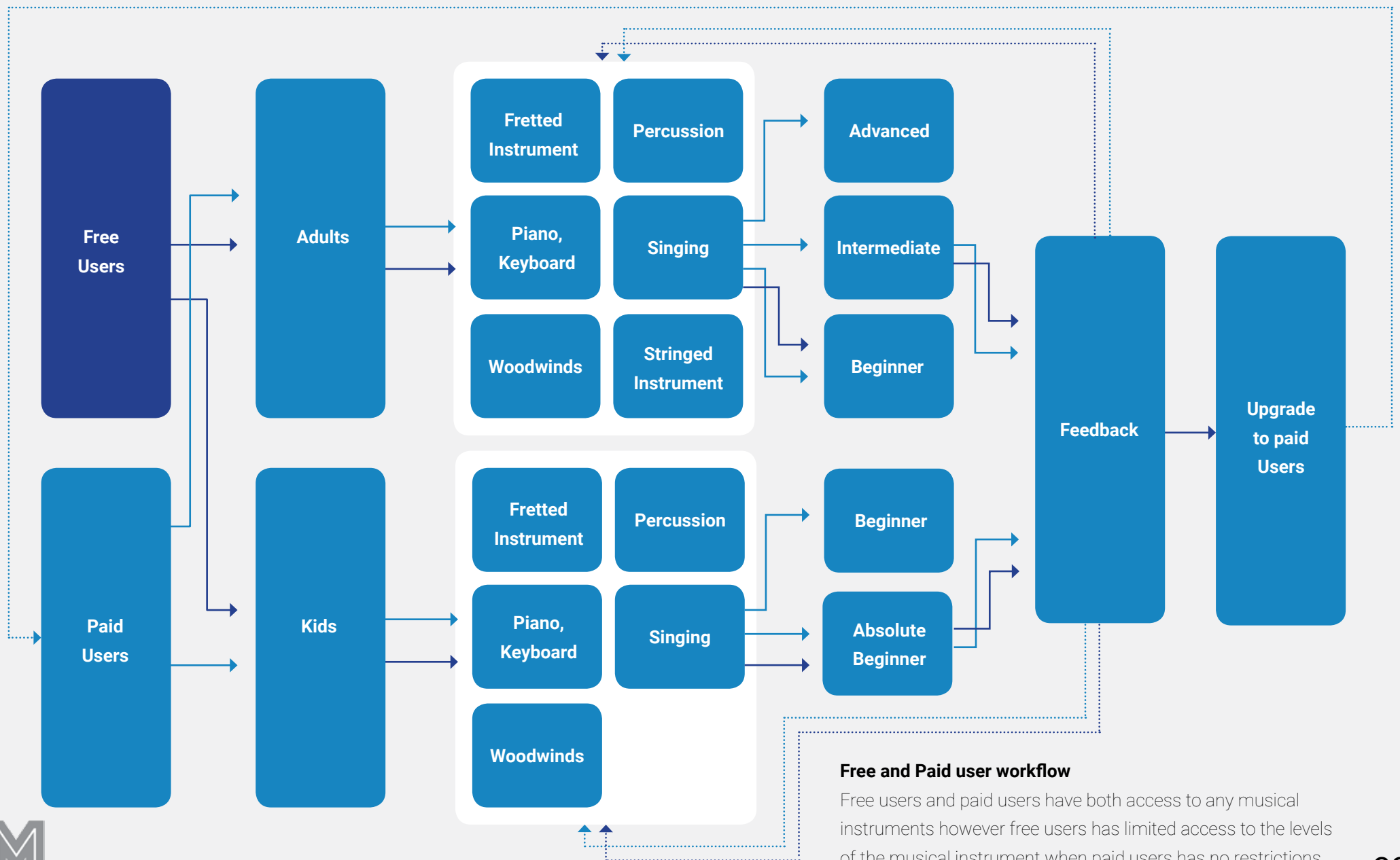
Pain Points:

She doesn't want to pay too much for learning, if it is more than \$10 a month she will not buy it. **Singing school is expensive so she is looking for an alternative method** to practise.

What we can achieve:

Offers a great value under \$10 per month for professional singer so **she can access to any kind of singing course** at her own timing. She can do it at home so it saves her time for transport too.

Muzician Workflow



Free and Paid user workflow

Free users and paid users have both access to any musical instruments however free users has limited access to the levels of the musical instrument when paid users has no restrictions

New Platform “Muzician” Planned

I separated into 2 modes, Book mode and Course mode. Book mode comes from Previous project, Course mode is created to satisfy customer needs.

General

- Do enough user testing before launch the platform, so it is useful for users
- Create both modes (Book mode and Course mode) within a same team (Not develop separately), share all the updates
- Keep everyone's pain points and solve issues one by one, for example we make a simple procedure so everyone can understand
- Make a team easy to discuss with any issues, instead of top down team
- Use JIRA kanban functions not unfuddle for ease of maintain the team process
- One Admin to manage the entire tasks, not multiple so he knows which part is taking longer and need to pay attention to
- Every team member share the same goal and stick with the goal all of us agreed to.

Book Mode (Previously Muzician Web Reader)

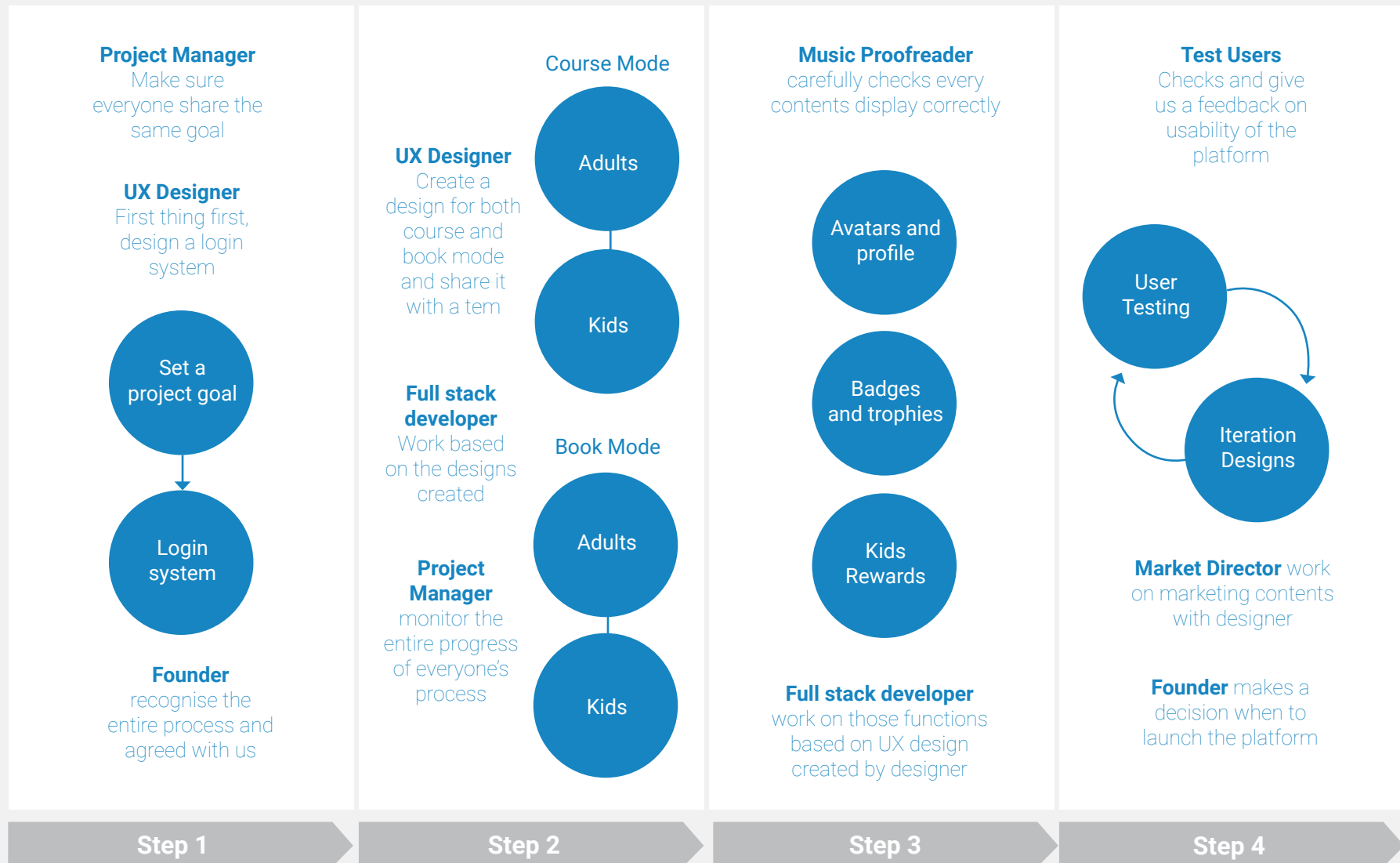
- This mode contains the idea from previous project, book mode. Users can read and learn music from ebook format, but not PDF format, it will be jpeg + clickable playicon to make speed up the platform
- It has both adults and kids mode, select from login menu however now I changed to access both from dashboard, instead of Adults goes Adults mode and Kids goes Kids mode only
- Test and maintain the best performance of reading speed as it was a huge pain point last time
- Use json typescript files not PDF and javascript
- Reduce the unnecessary functions to avoid slowing down the pages
- Make single page viewer, zoom in/out function and slow down function, we keep the A/B loop function
- Create Kids mode as currently this mode doesn't exist

Course Mode (New)

- This mode is been considered to create after user interview, users need some assistant for their progress of learning musical instruments
- This mode offers Udemy-like course mode, offers video, audio and instructions, showing many different levels available for users
- It offers Kids reward page like creating own zoo park, universe
- It offers rewards like trophies and badges as feedback, it also contains pie chart of current progress for users
- Responsive design required for mobile users, this mode is mainly designed for smaller screen like mobile and ipad users.
- Create this mode from available contents and re-design the courses

Creators Share Best Practises

Separated into 4 big steps, every creators focus on their parts



Prioritisation

There are 35 tasks I need to go through for 3 tasks (general, course and book mode), I prioritise them into high, medium and low tasks

General

Book Mode

Course Mode

High

1. There are Kids mode and Adults mode, easy to access both contents
2. There are login, register, forgot password, signup process at landing page
3. The platform is mobile friendly, it should work on iPad, mobile and desktop
4. Every pages are easy to load and no frustrations to use
5. Free member and premium member options and for premium members with choice of monthly, yearly and lifetime options

High

1. Optimised to any screen size, single/double pages, displays pages all flippable
2. Play icons, click play icons to play video or audio when it is available
3. Slide right to go next page, slide left to go previous page, not buttons
4. Jpeg format for quick rendering, not pdf format
5. Use Json links not embed videos for quick rendering video links
6. Use html5 and css3, not Fleb ebook reader format for entire structure

High

1. New mode for mobile users, select from course menu, play videos to learn music
2. Divide all the courses into Beginner, Intermediate, Advanced for Adults, Absolute Beginner and Beginner for Kids
3. A/B loop option for all the videos
4. Slow down function between 50%, 60%, 70%, 80%, 90% and 100% without loss of sound quality for audio outputs

Med

6. Use of credit card or paypal for online transactions
7. No instruction needed to use our platform, some users found difficult to use previous platform
8. Offer some rewards for Kids and Adults, Trophies/Badges, Coins, Zoo/Universe collection pages
9. 7 days free trial for users who did a signup process
10. Dashboard shows the progress and shortcut to previous lessons

Med

7. Create Kids mode more intuitive
8. Zoom in/out, Bookmark and Share functions
9. Print function for any pages with high quality jpg format (Founder added)

Med

5. Optimise the quality of video depends on the speed of internet for users
6. Sync the video and audio timing, mute function
7. Display introduction, score, pie chart (Progress), sharing, print function
8. Divide all the courses by genre, jazz, country, fingerpicking etc

Low

11. Profile editing, purchase new avatars
12. Chord chart option, auto-scoring are optional

Low

10. Focus on intuitive usability, this mode is for ebook users
11. QR links for existing users to access the book mode, as previous url links are no longer available to download
12. Increase number of Books for book mode
13. Use open sources to optimise the platform

Low

9. Help and search button somewhere at same page for assistance
10. Stack menu displayed at right hand for desktop, top for mobile users

Focus on those tasks

Card Sort

I requested 3 users to create a navigation system, the cards are prepared by me with closed card sorting method.



User 1



User 2



User 3



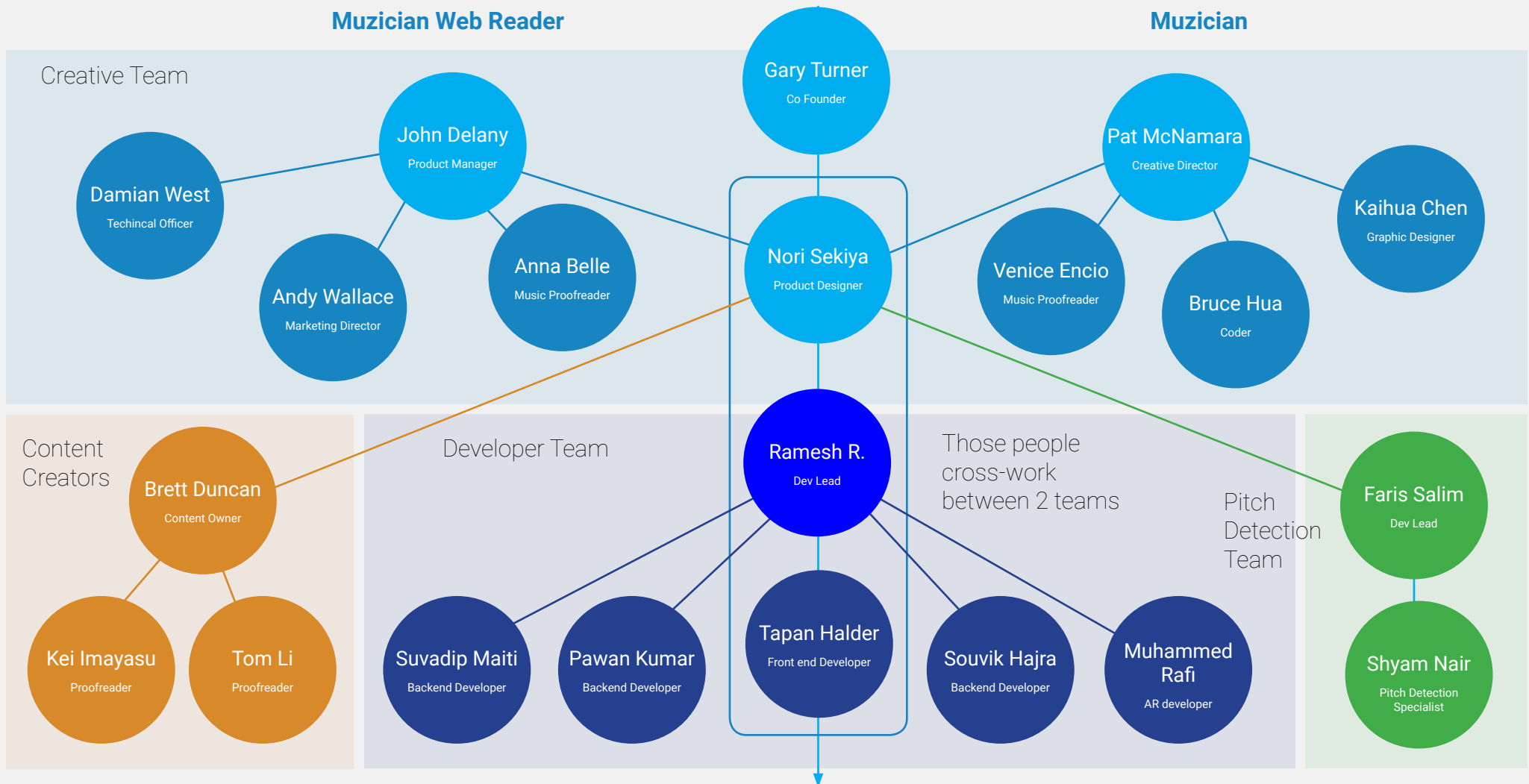
Pin Up

Here are the pin ups for course creations we did, we divided 250+ courses, (each course contains 35+ exercises) into the musical instrument categories.



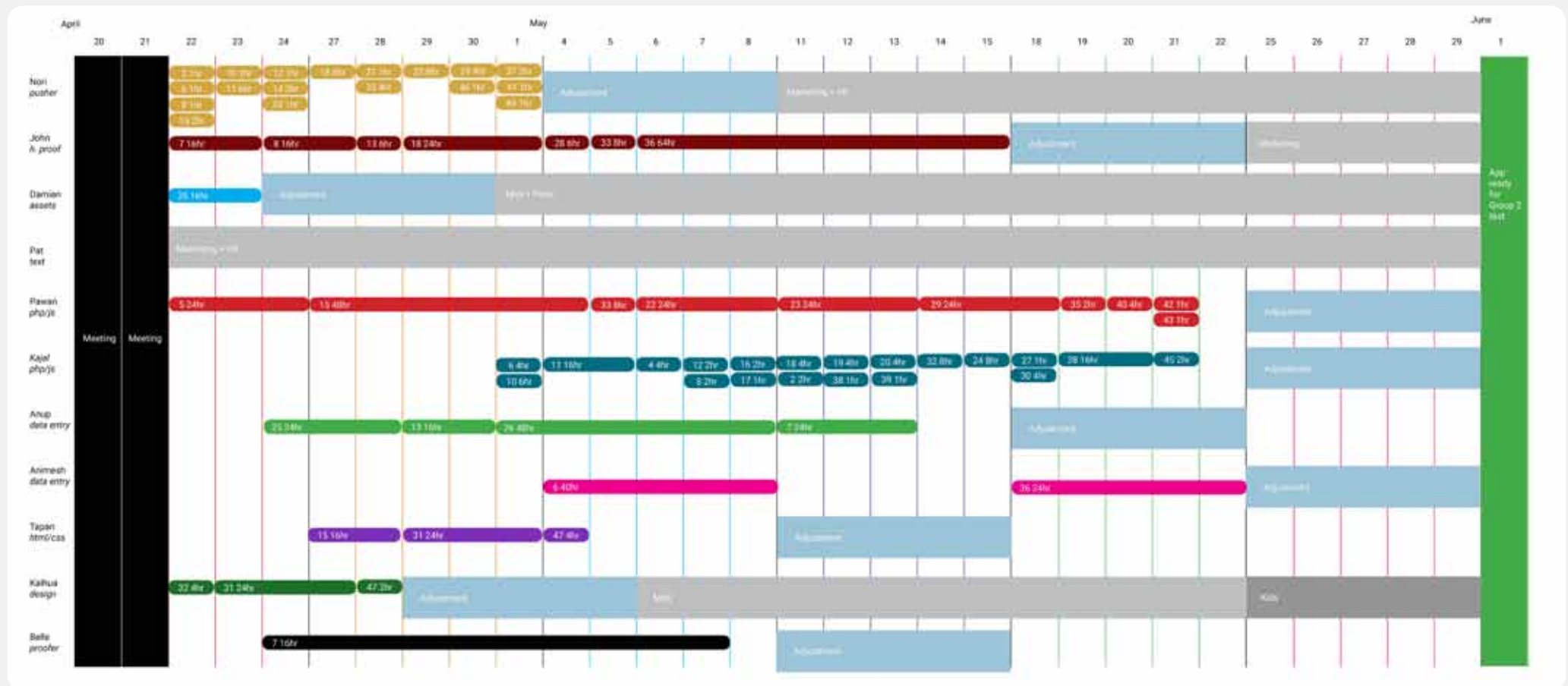
Teams and Ghantt Chart

After a card sorting and pin up, we created teams for Muzician and Muzician Web Reader, we will combine those systems into one.



Teams and Gantt Chart

After creating 2 teams, I created a gantt chart to keep both teams developing multiple tasks for single platform.



Summary from Pin up

After a card sorting and pin up, I created goals for 5 main functions, Adult course, Adult book, Kids course, Kids book and Profile

Muzician

Adult Course

- Contains 200+ courses
- Courses for Absolute Beginner, Beginner, Intermediate and Advanced players
- Every exercises give M-coins for trading gifts at reward page or avatar images
- Trophies and Badges for completing courses
- Animations, Slow Down without losing audio quality, A/B Loop
- Options to study next levels
- Solo, Band and Full mixes for Audio

Adult Book

- Contains 150+ books
- Flippable pages, portrait views, 2 pages
- Books contains video, clickable from play icons where they are available
- Bookmarking to current page
- Print function to print out the page
- Single page available for mobile users
- High quality videos
- Zoom in and out function

Profile

- Badges for users who completed their courses and exercise
- Trophies for users who completed their level, Absolute Beginner, Beginner, Intermediate and Advanced
- Collection pages to collect some items to complete the reward pages
- Purchase avatars using Mcoins gained from exercises, Course mode
- Change/Reset password setting, Log Out, Delete account functions
- Change name, email, avatar image
- Change subscriptions, free, monthly, yearly.
- Online payment Paypal and stripe available
- Book code for existing users to enter their codes to get materials

Kids Course

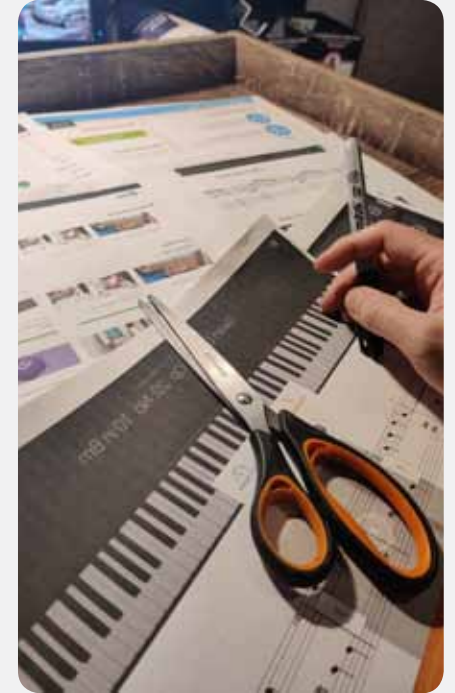
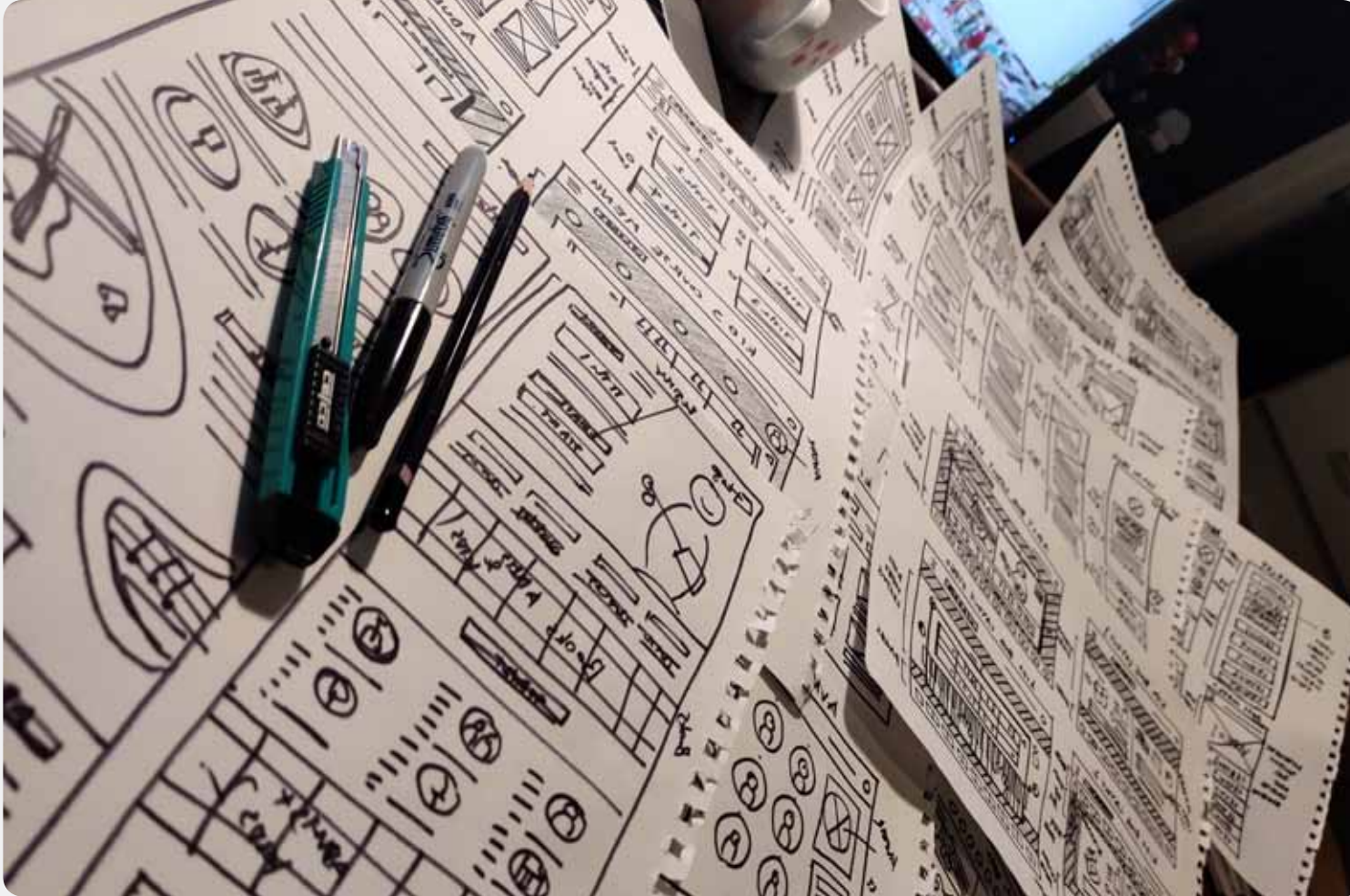
- Contains 50+ courses
- Courses for Kids and some advanced levels available after completing current levels
- Animations available for specific courses for Kids Mode, Guitar, Piano etc
- Every exercises give M-coins for trading gifts at reward page or avatar images
- Collection pages, Zoo, Universe pages

Kids Book

- Contains 30+ books
- Every musical instrument has Absolute Beginner levels for users who wants to learn for a first time
- Flippable pages, landscape
- High quality videos
- Zoom in and out function

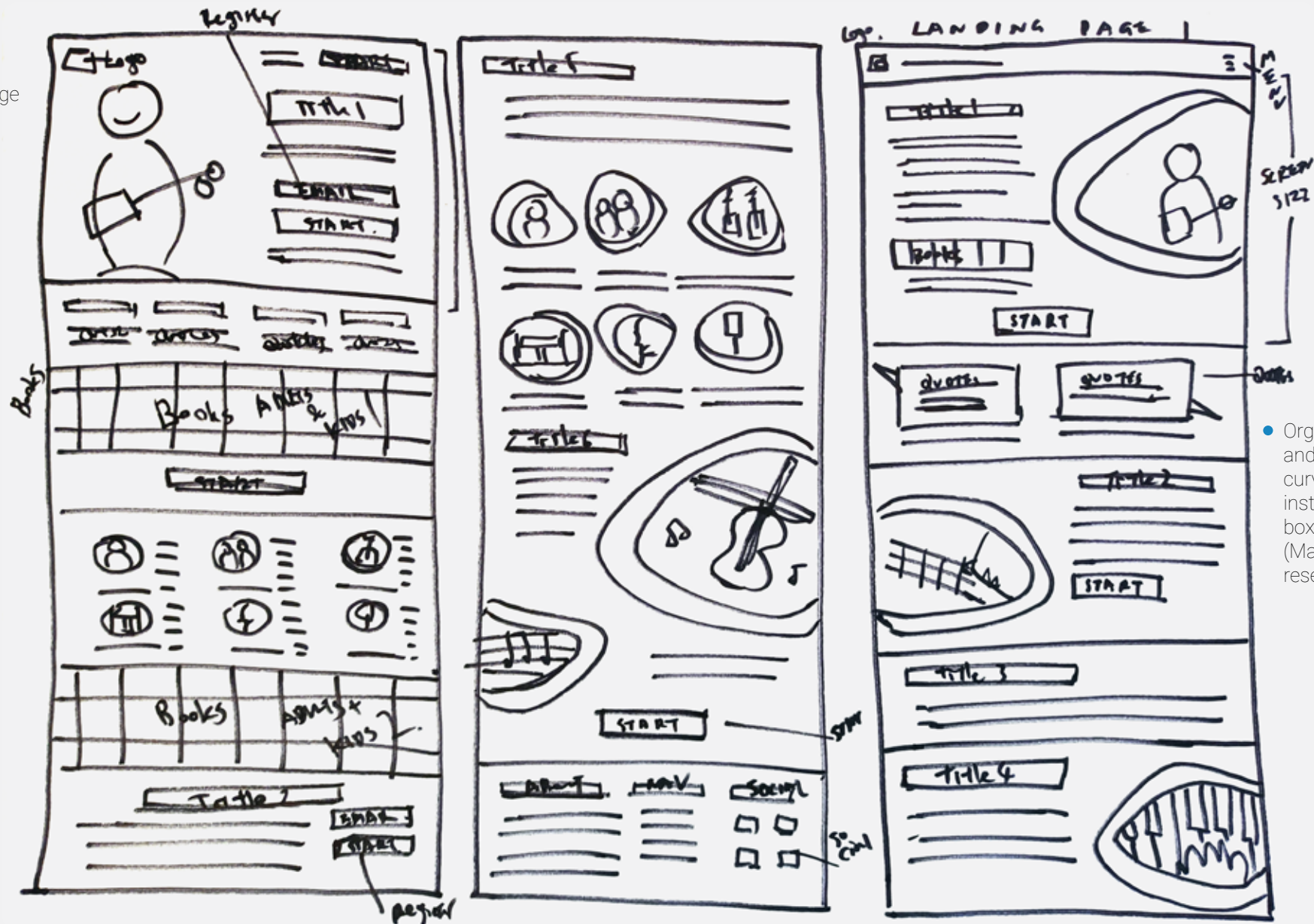
Sketches

Hand-drawing process



Sketches

- Desktop
- Landing page
- Concept
- Drawings

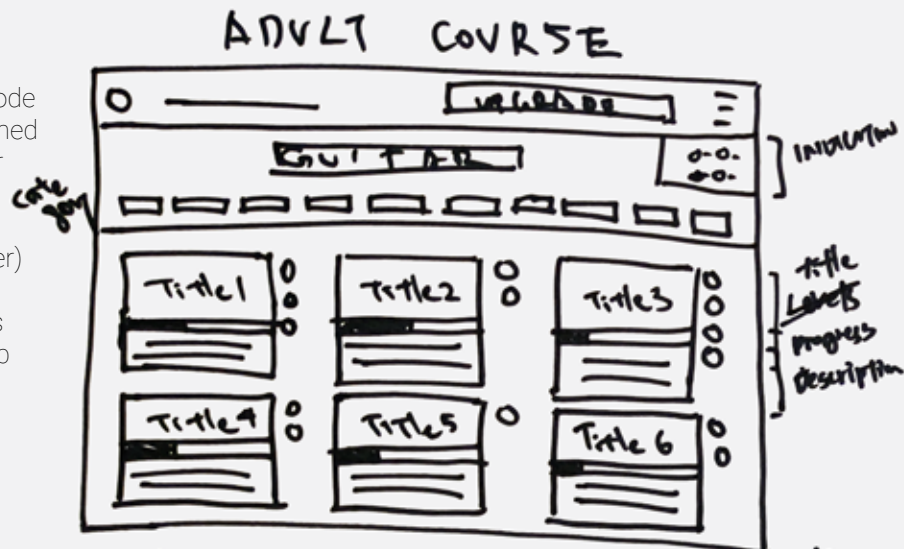


- Organic and natural curves instead of boxy designs (Market research)

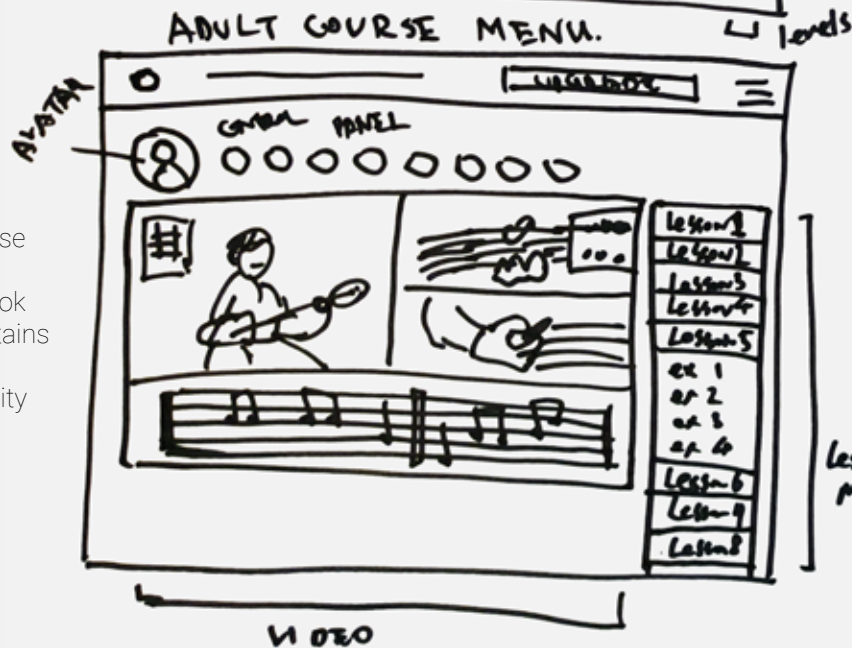
- Some personas, quotes, comments from existing customers

Sketches

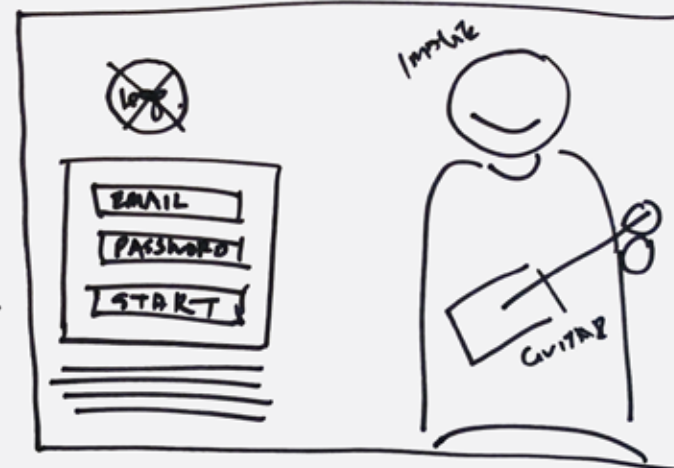
- Course mode was designed for smaller screens (tablets, mobile user) however it also works for desktop users



- Kids Course mode is simpler look but it contains same functionality

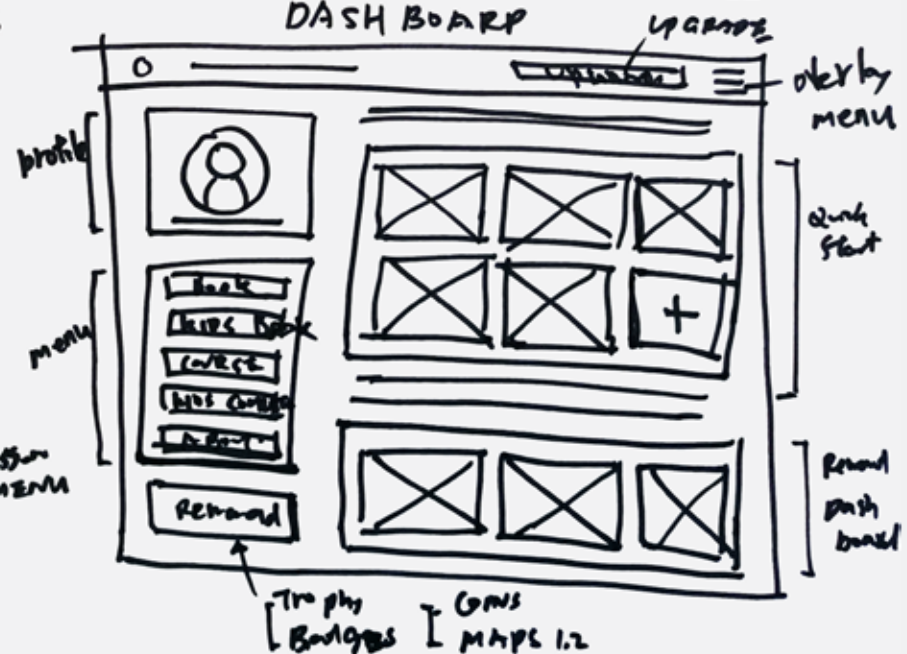


LOGIN MENU



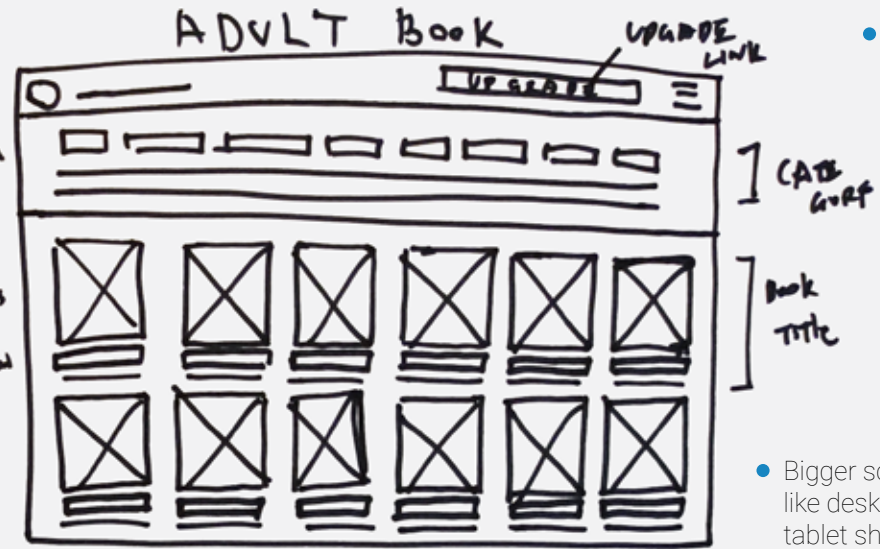
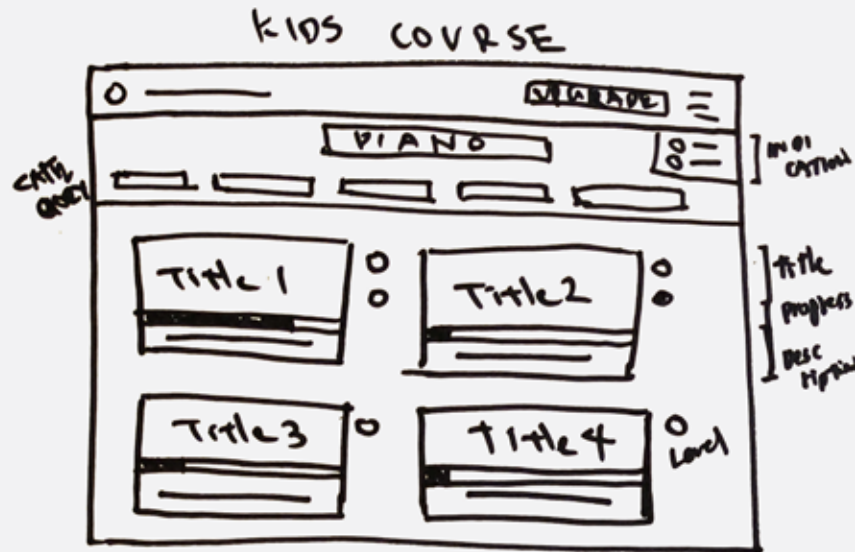
- Simple login panel with google and facebook API logins
- Quickstarts functionality for users who wants to quickly come back to learn

DASH BOARD



Sketches

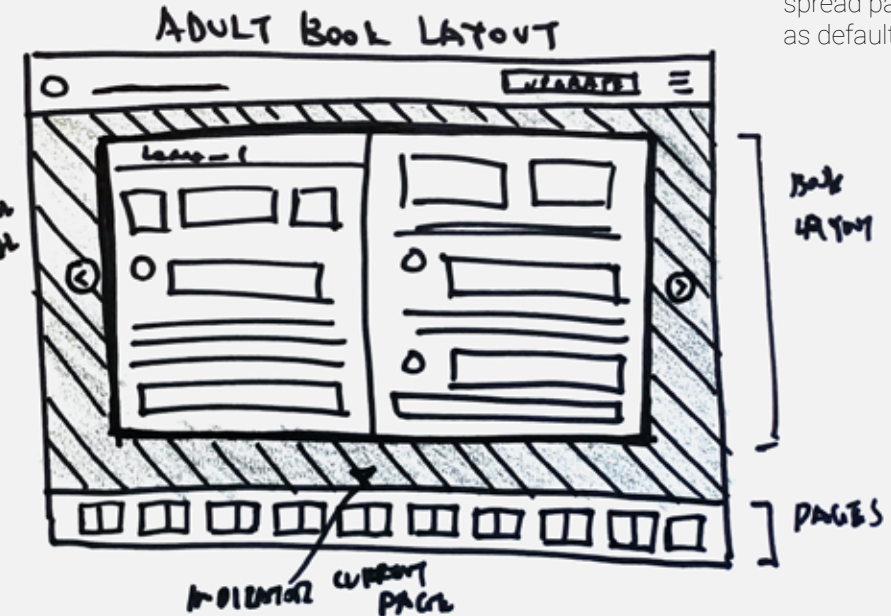
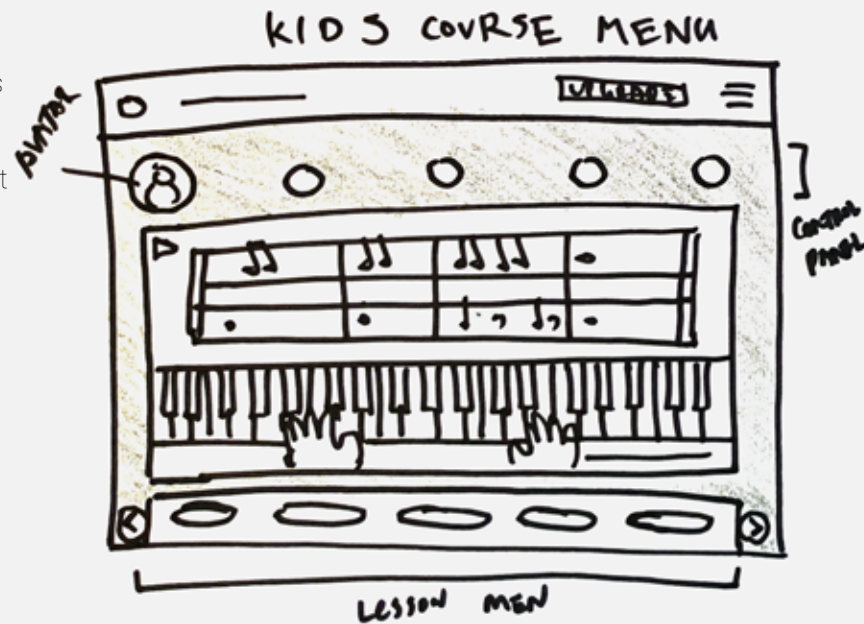
- Kids courses are more focused on learning basic techniques



- Adult book mode works like ebook reader, previously called Muzician Web Reader

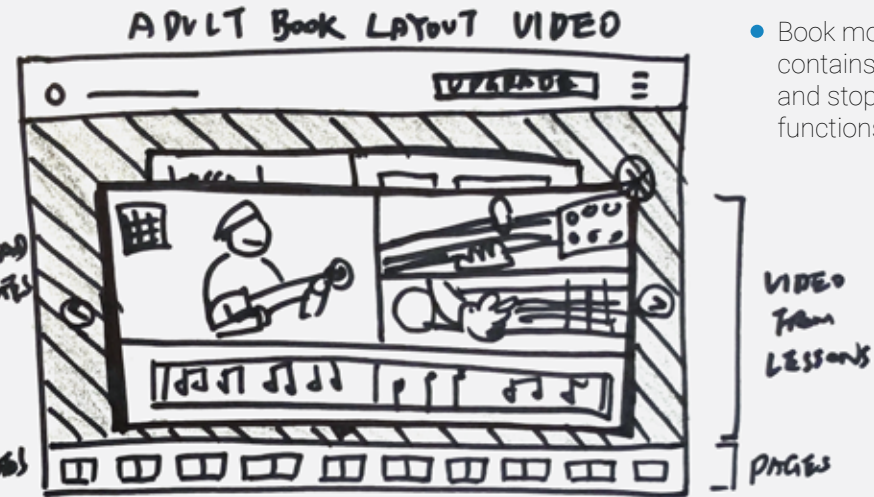
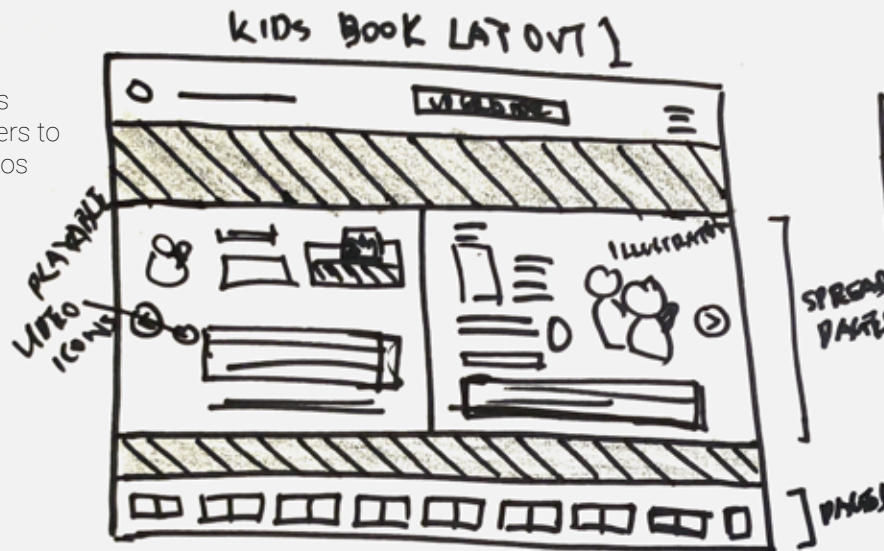
- Bigger screen like desktop or tablet shows spread pages as default

- Kids course is designed and focused on intuitive layout

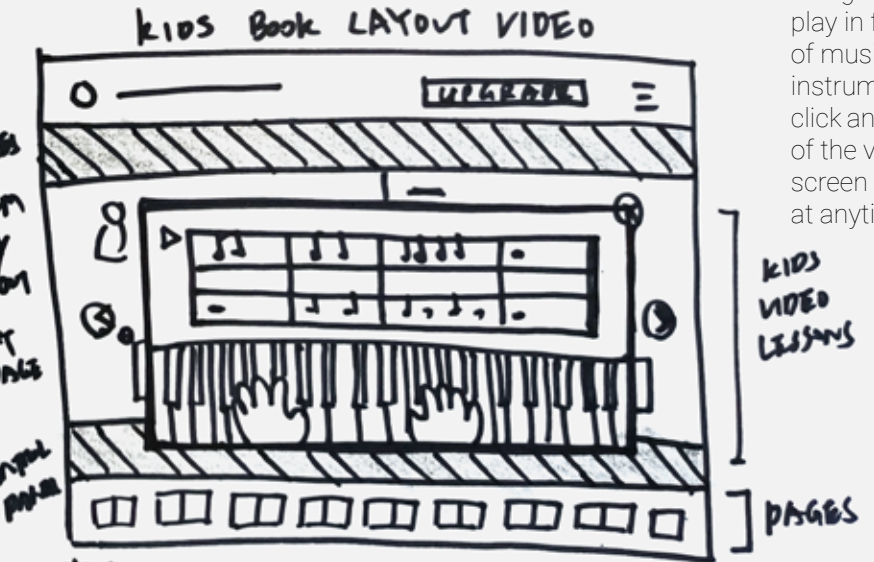
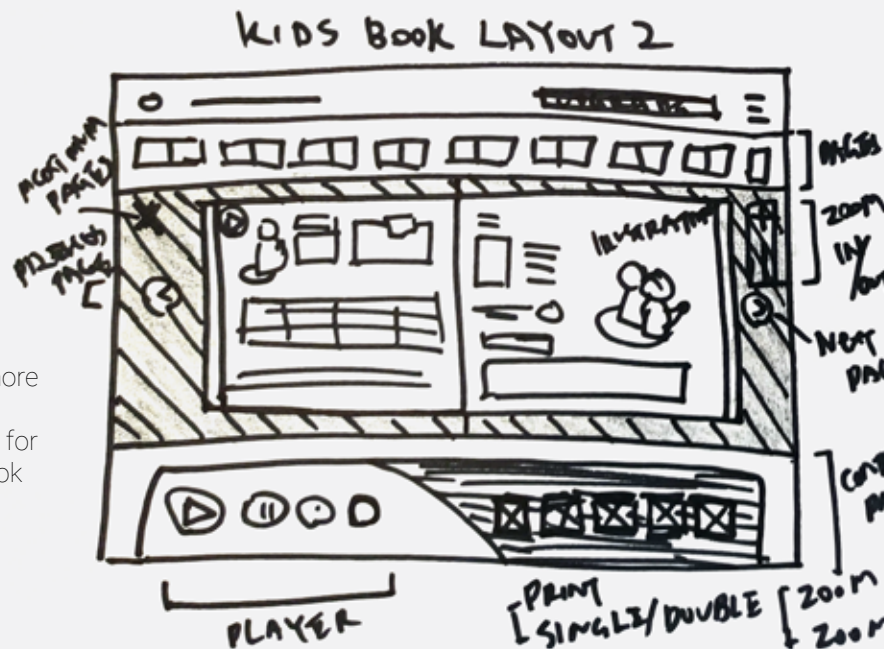


Sketches

- Every playicons allow users to play videos



- Book mode contains play and stop functions



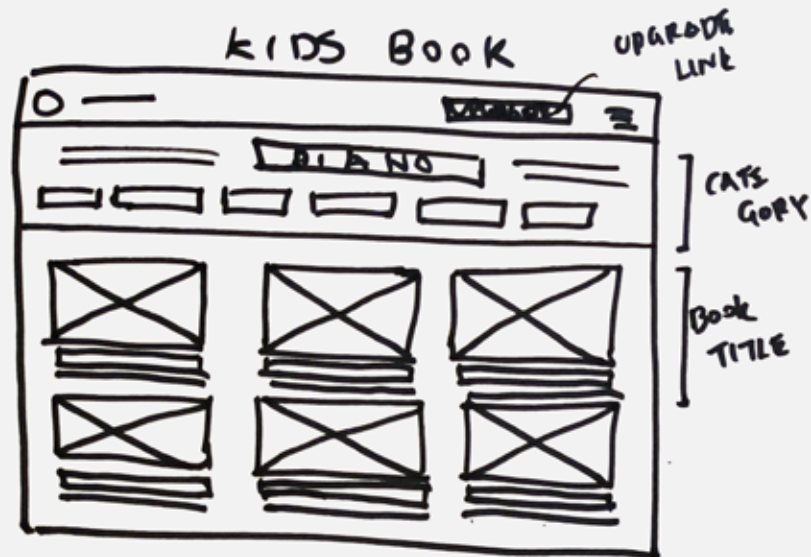
- Designed to play in front of musical instruments, click anywhere of the video screen to stop at anytime

- A few more concept drawing for Kids Book Layout

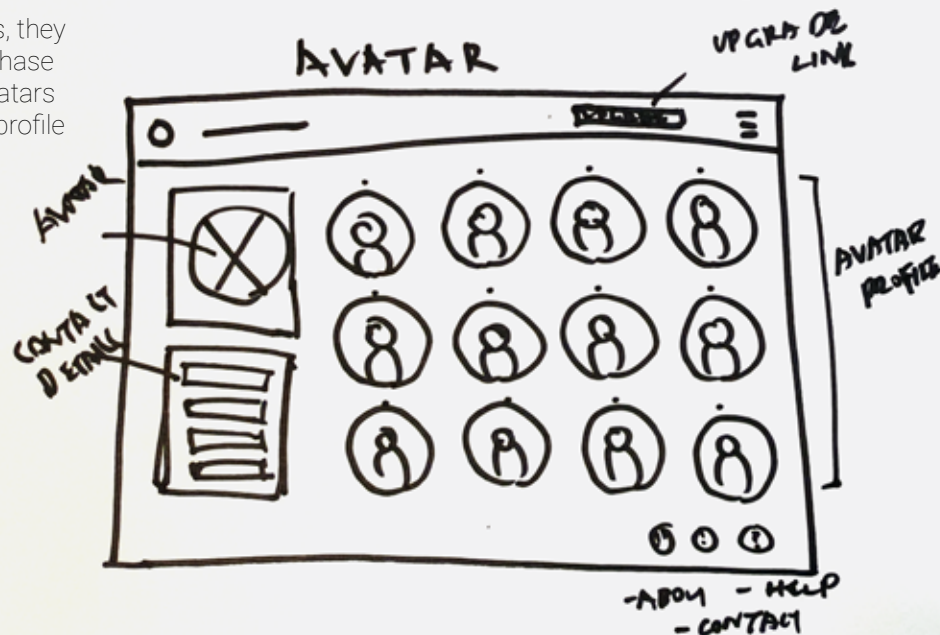
Sketches

- Category displays all the books for Kids and book title displays the books in the same category (e.g. Piano 1, 2, 3)

- When users completed some exercises, they can purchase some avatars for their profile



- Users collect characters in maps. When users completed some exercises, they can collect trophy and badge



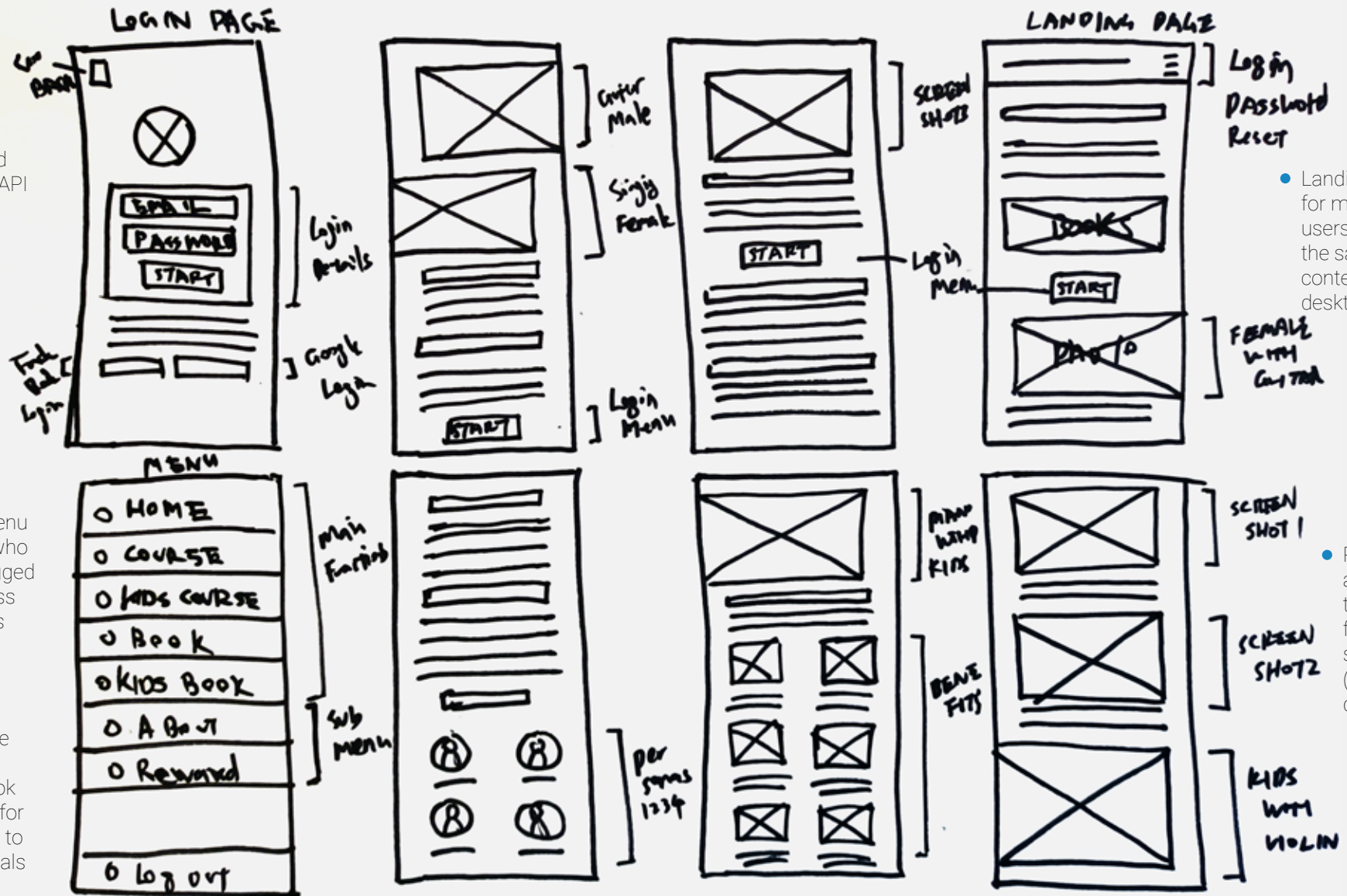
- About pages shows all of the FAQ from users, previously received from users

Sketches

- Google and Facebook API Logins

- Overlay menu for users who already logged in, to access any modes

- Book Code Mode will be added for existing book customers for free access to their materials



- Landing page for mobile users display the same contents as desktop

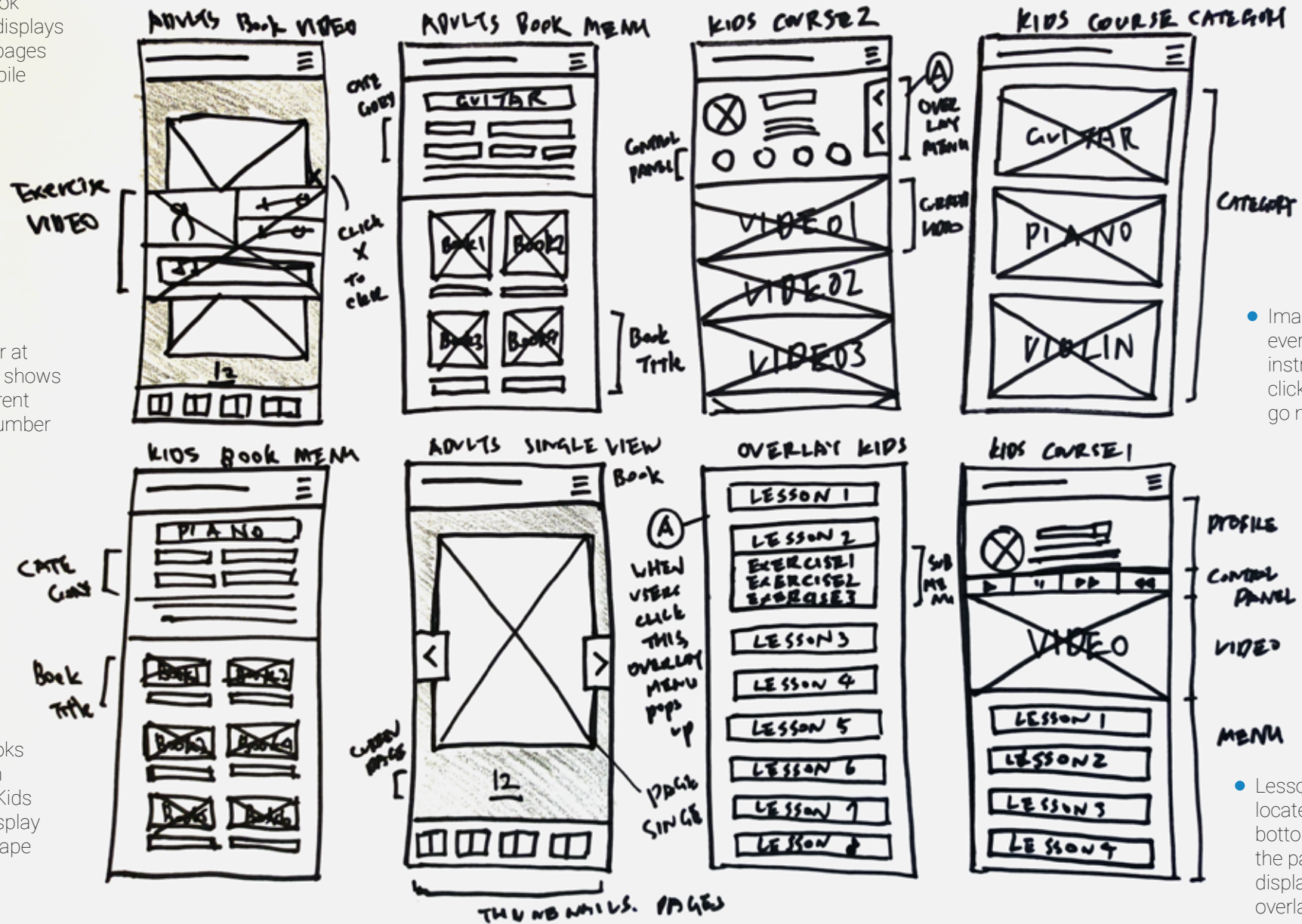
- Redesigned and optimised the layout for smaller screens (responsive design)

Sketches

- The book mode displays single pages for mobile users

- Number at bottom shows the current page number

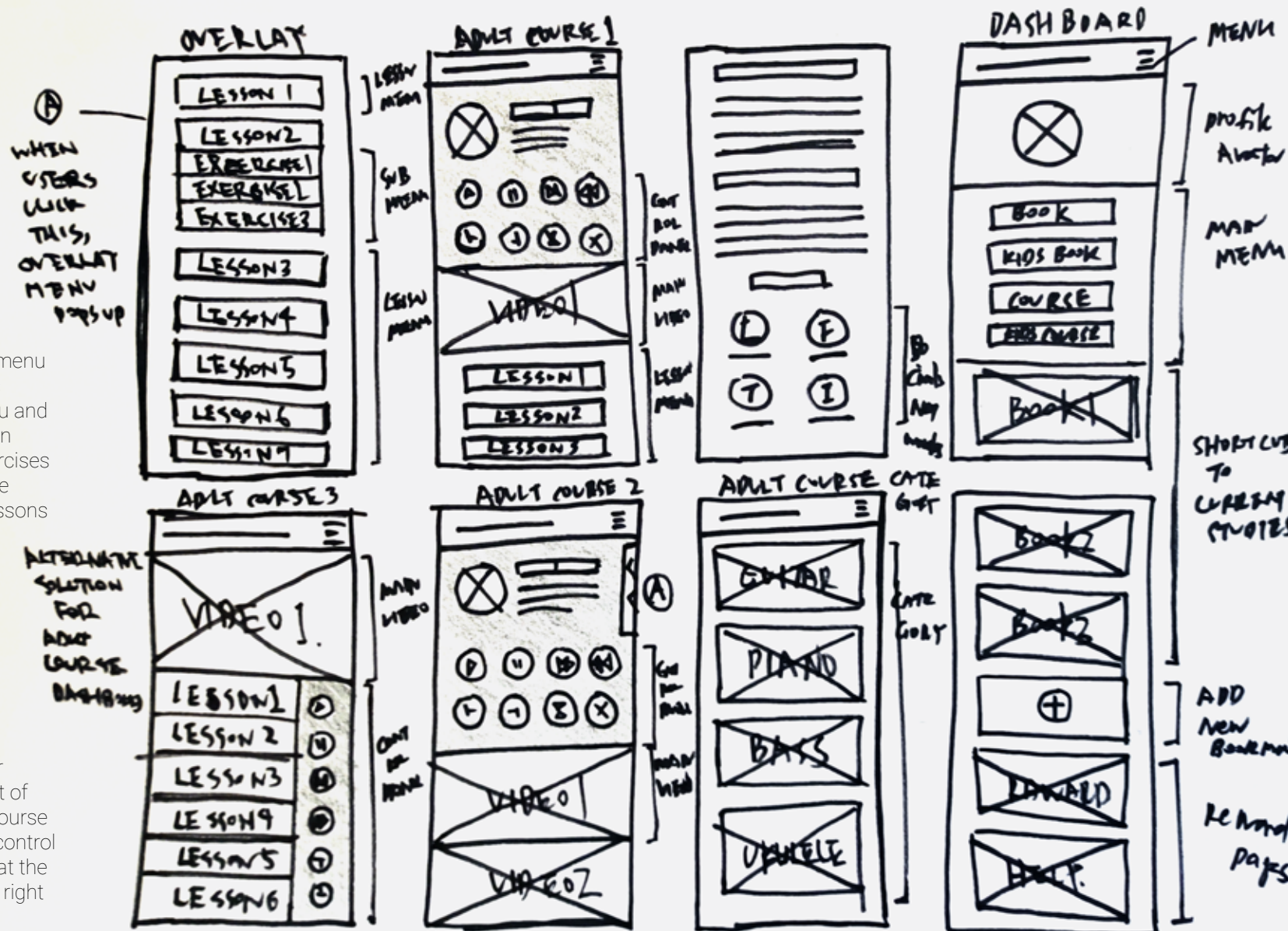
- Adult books display in portrait, Kids books display in landscape



- Images of every musical instruments, click image to go next pages

- Lesson menu located at bottom of the page or display as an overlay pop up menu

Sketches



- Lesson menu contains submenu and users can pick Exercises under the same lessons

- Another concept of Adult Course mode, control panels at the bottom right

- Both Adults and kids share the same dashboard, this is the page when users logged in

- Shortcuts are created automatically when users click any contents inside the course or book mode

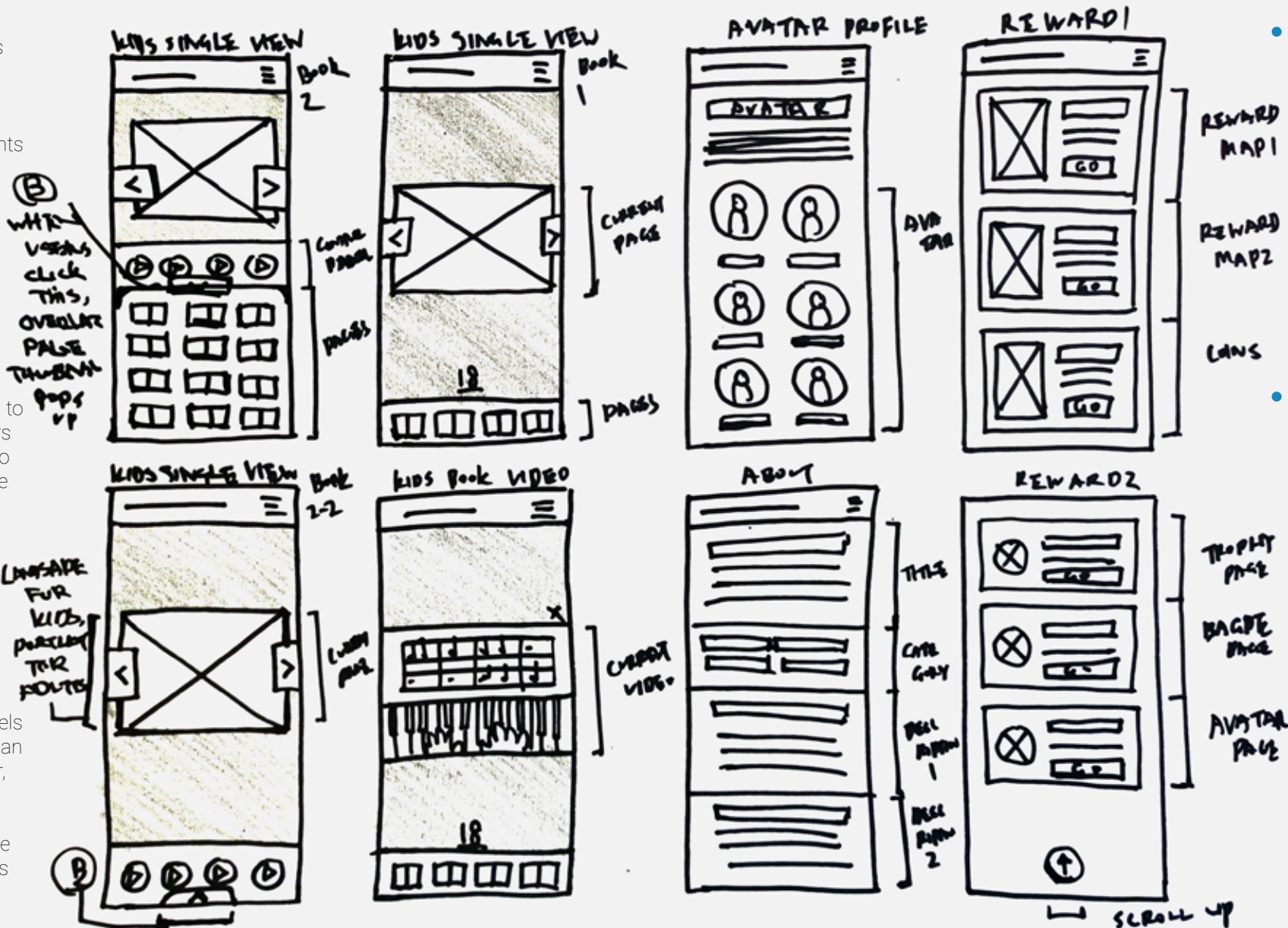
- Add new bookmark mode function is here for manually finds the content user want

Sketches

- Showing entire pages for kids to open any pages, improvements of usability

- Stack menu to close if users don't want to see the page thumbnails

- Control panels from Muzician Web Reader, placed here, play, stop, next exercise and previous exercise



- For every completion of exercise, users (especially for Kids) gain some coins and they can purchase new avatars or characters in reward pages

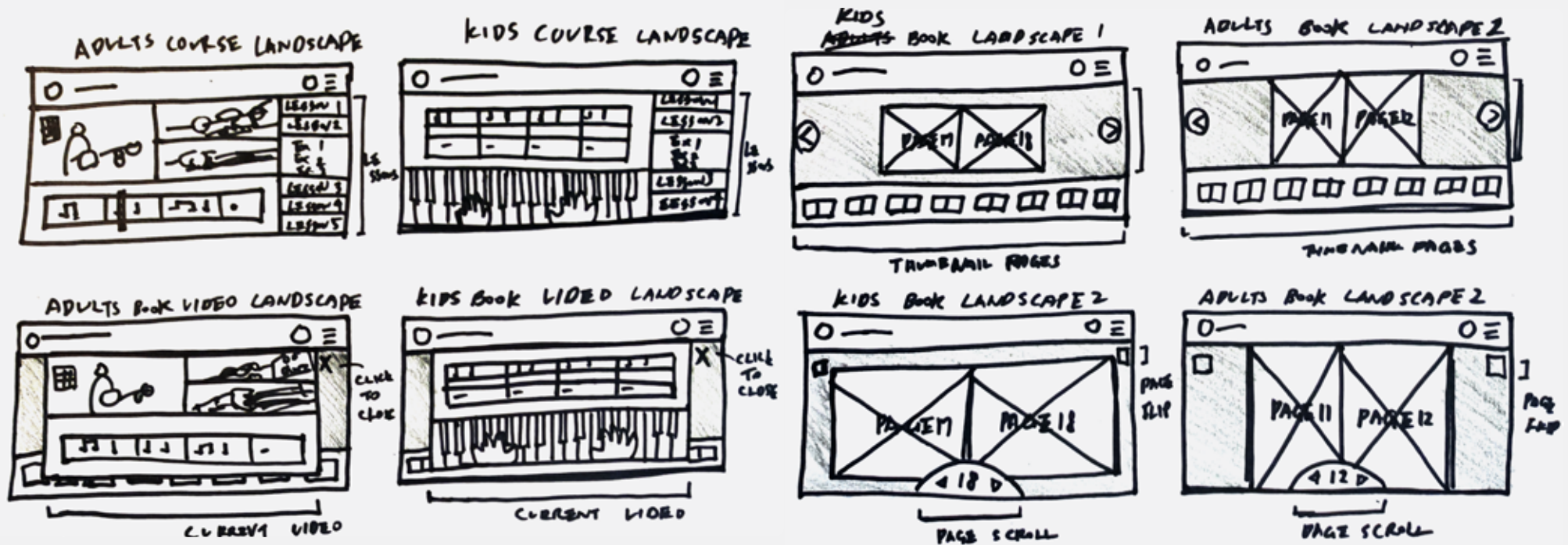
- Trophy for completion of the books, badge for completion of the lessons from course mode

Sketches

- Mobile landscape view, lesson menu at the right, big video screen at the left

- Mobile landscape view is more suitable for book mode, single page and double page mode both available

- Both Adults and Kids mode display same layout, click play icons to play video of the exercise



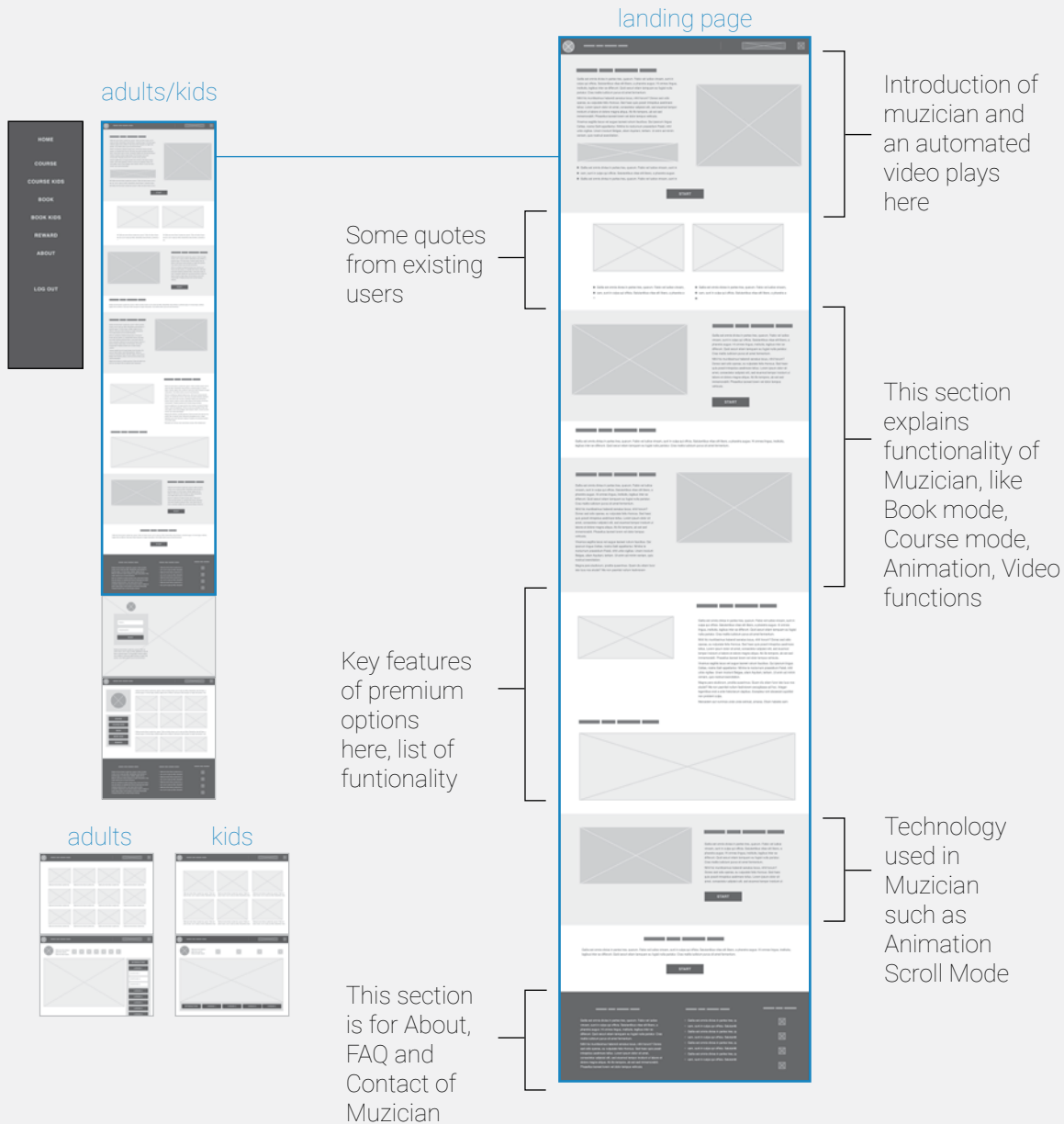
- Video pops up when users clicked play icon, a function of full screen mode also available

- Both Adults and Kids display the same video layout, play and stop only, simple controls

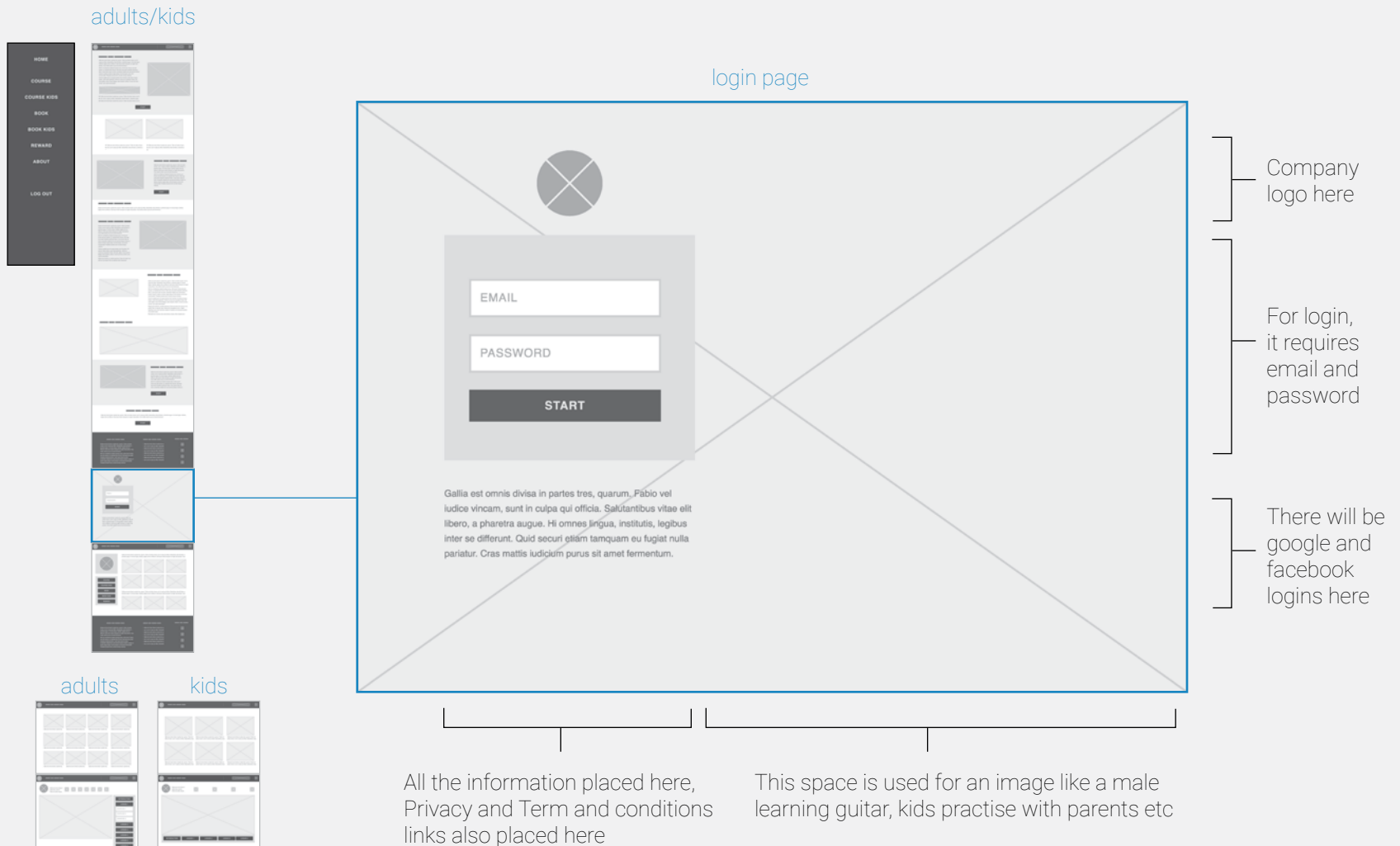
- Creating less functions for mobile landscape users, to have more visual space for pages and video
- Concept of having page number and go next/previous pages functions, Flip pages also do the same, showing single mode as default for both Adult and Kids

Wireframing - Login / Course

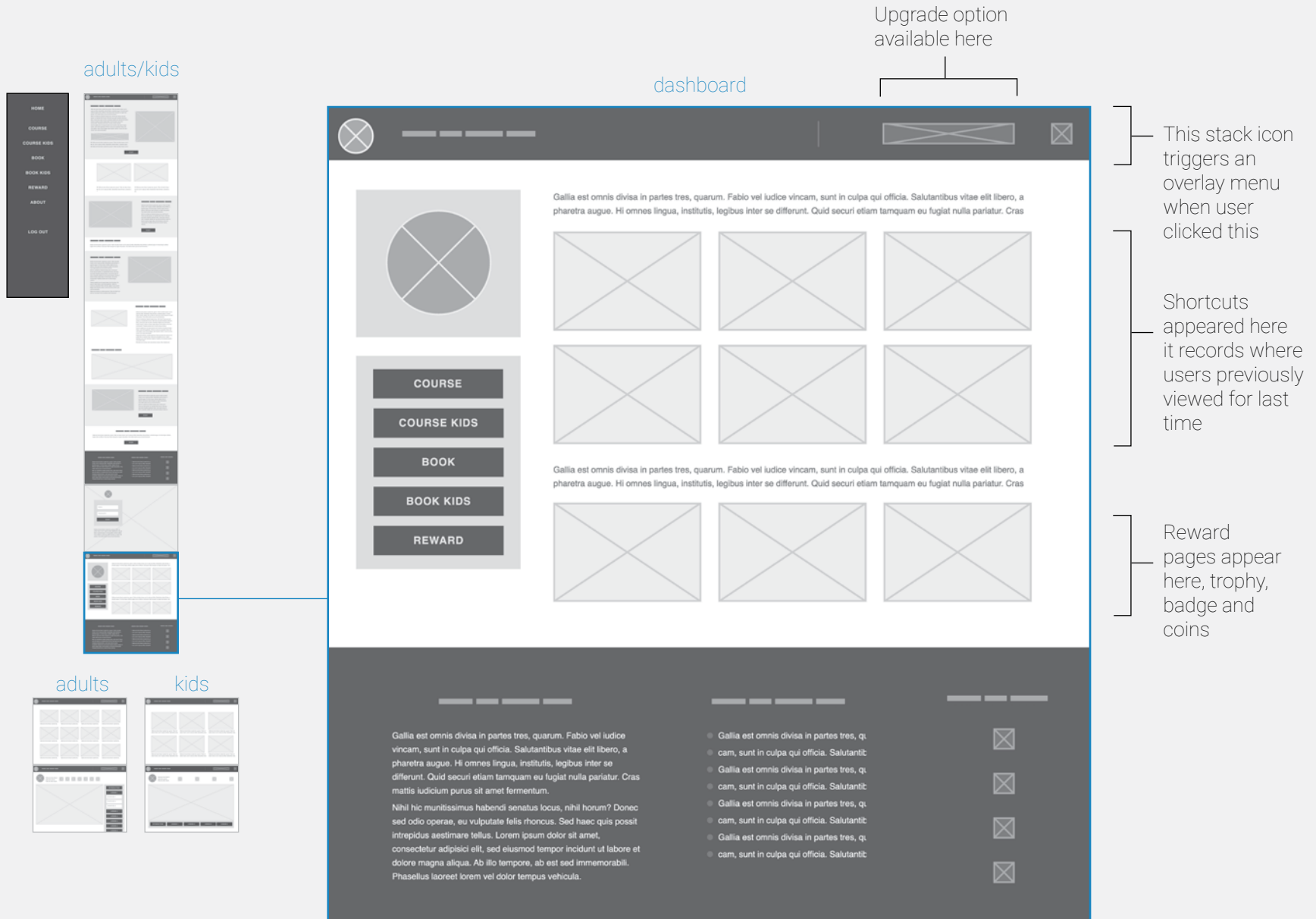
Desktop



Wireframing - Login / Course



Wireframing - Login / Course

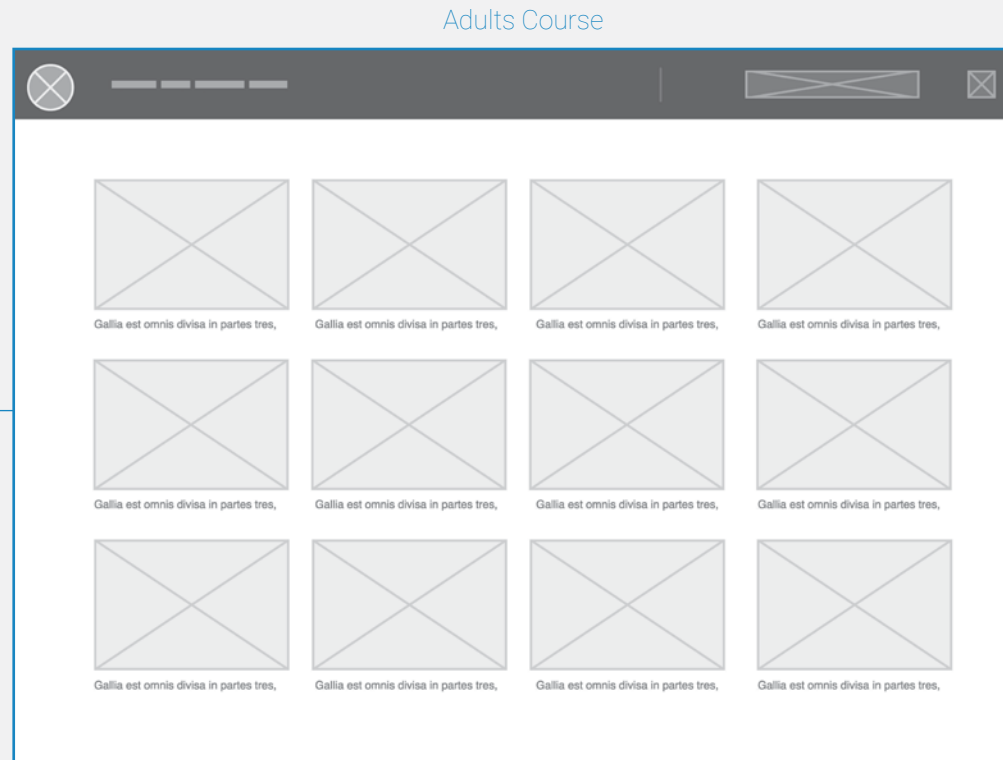
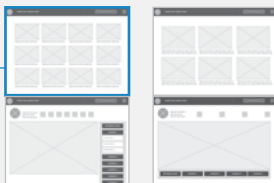


Wireframing - Login / Course



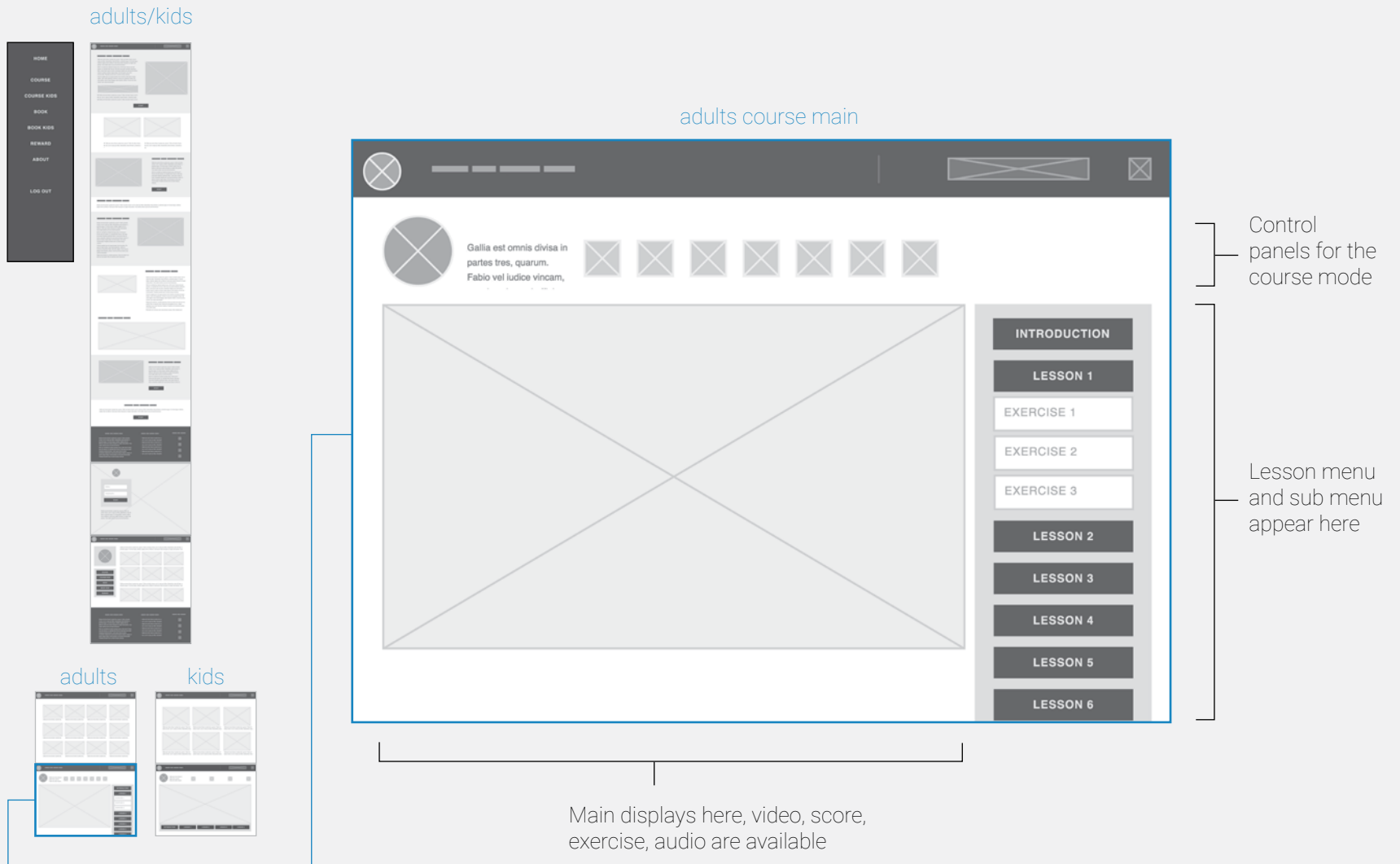
adults

kids

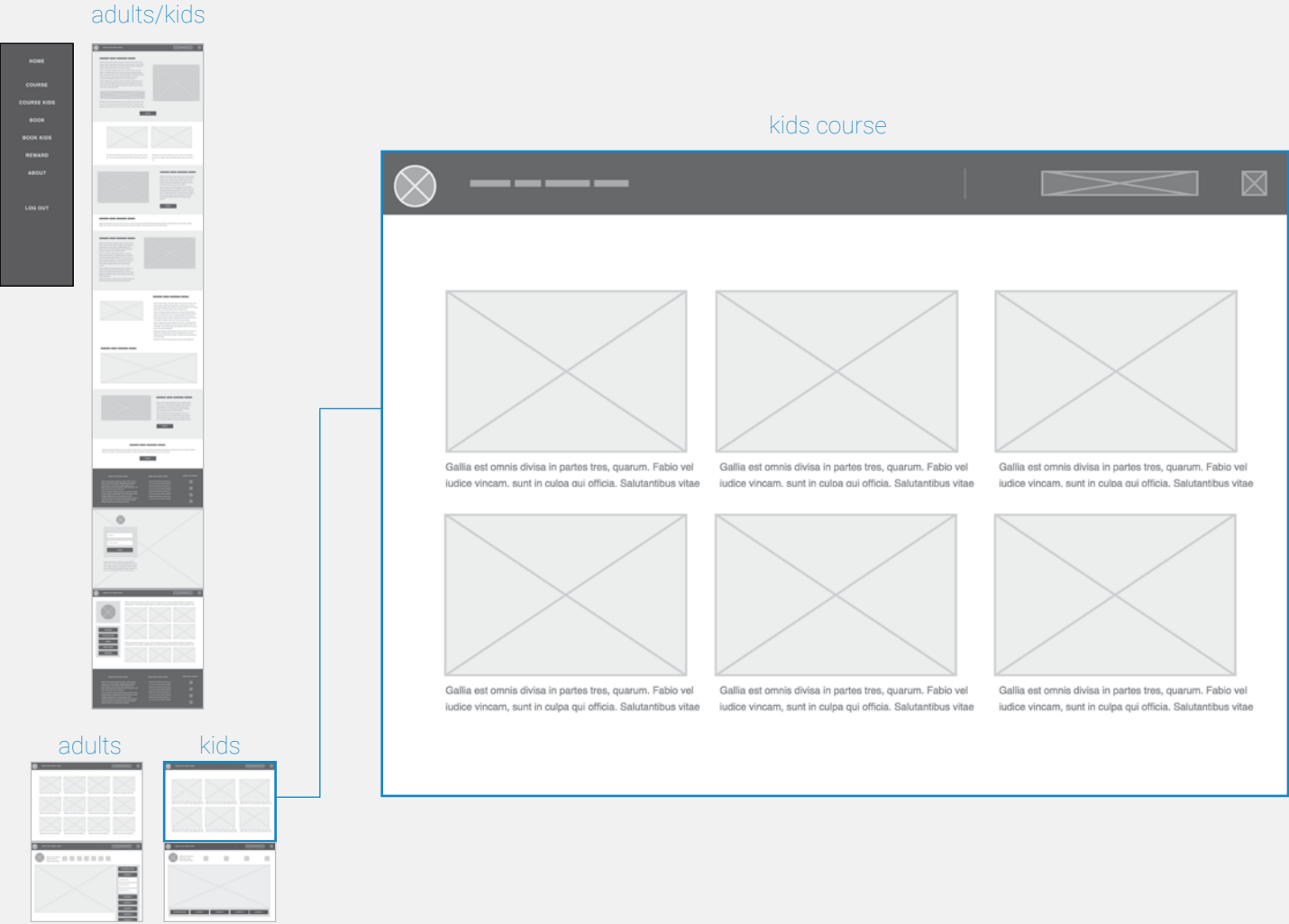


Adults Course page shows 19 categories divided by musical instruments e.g. Guitar, Piano, Ukulele, Bass, Drums, Keyboard, E-Keyboard, Singing, Harmonica, Recorder, Saxophone, Banjo, Mandolin, Flute, Clarinet, Tin Whistle, Violin, Trumpet and Theory

Wireframing - Login / Course

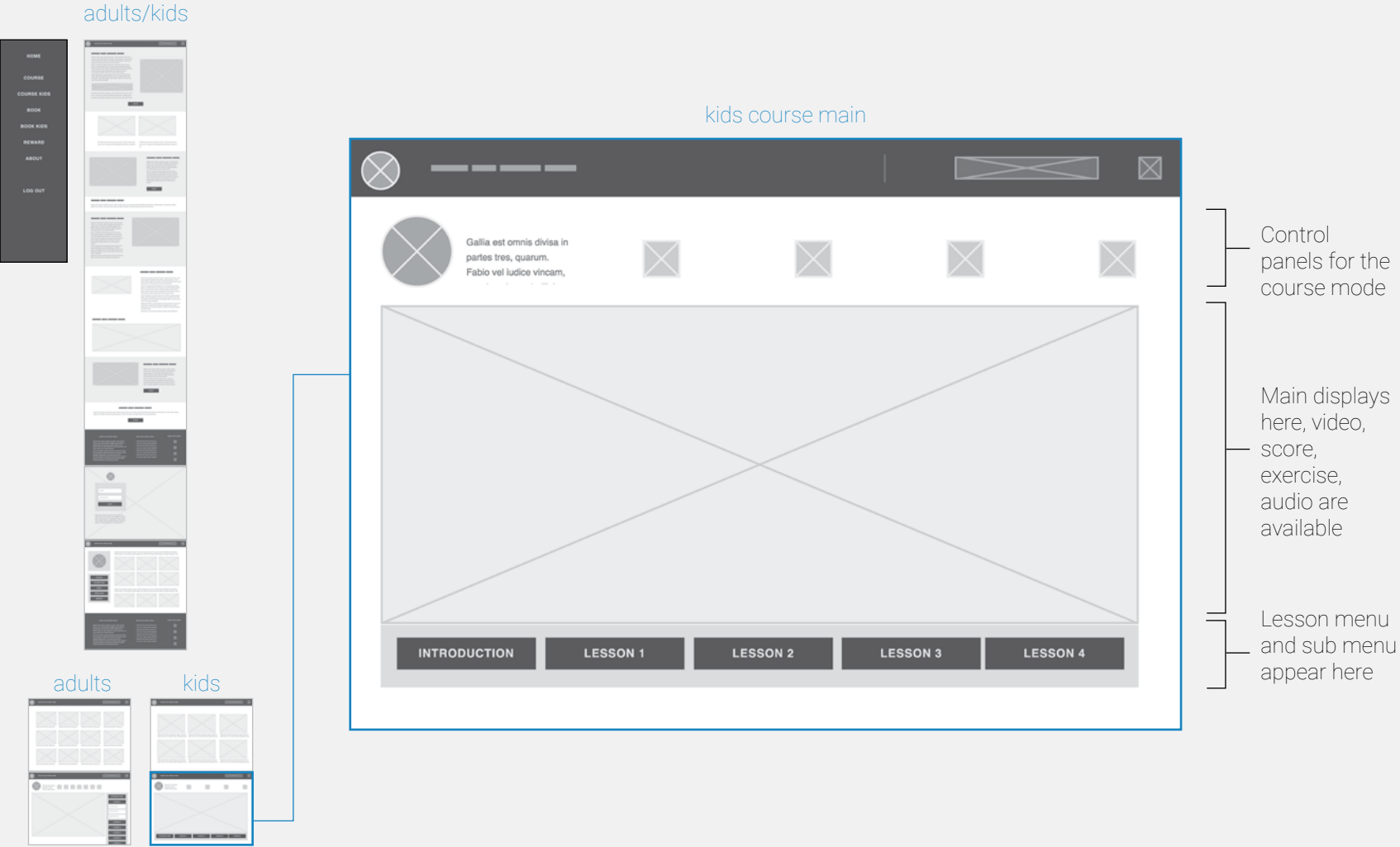


Wireframing - Login / Course

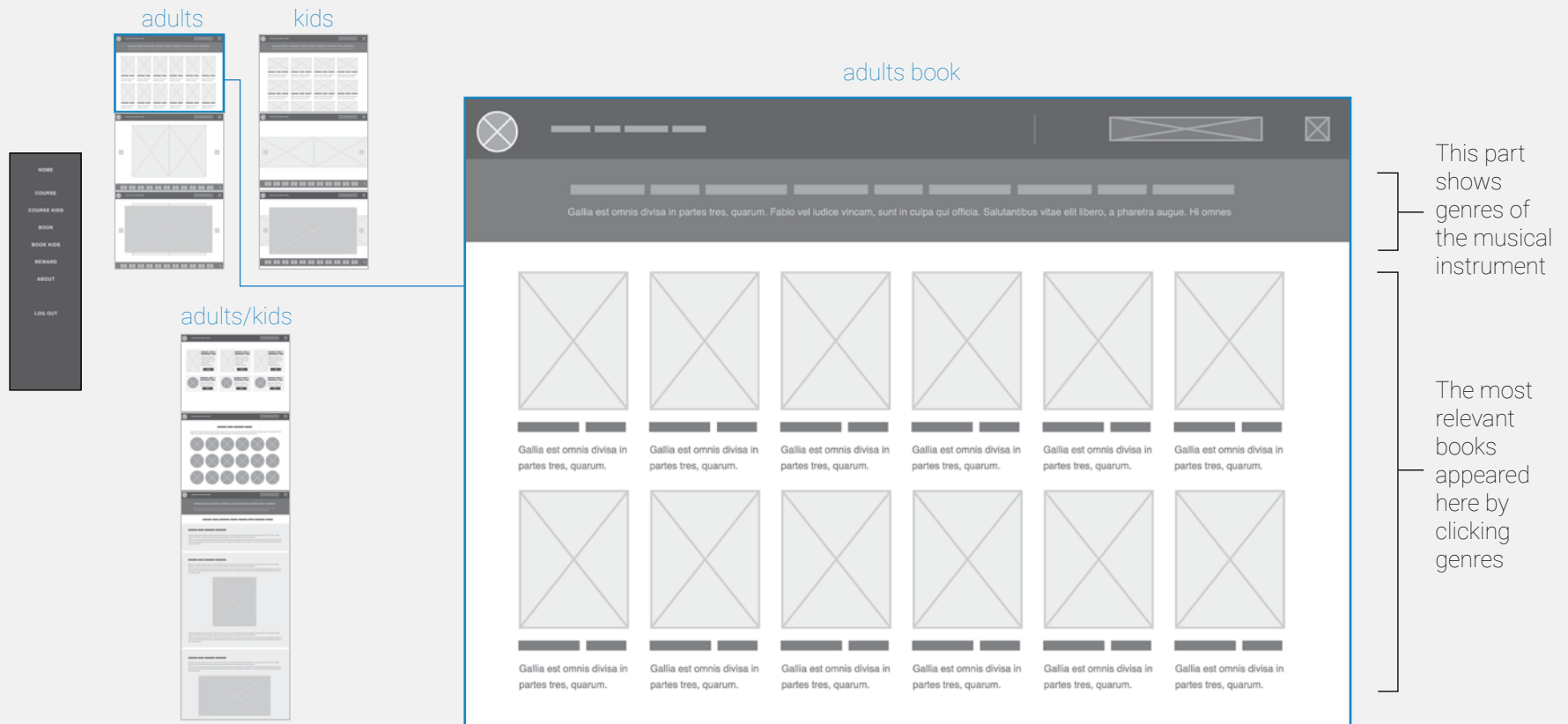


Kids Course page shows 12 categories divided by musical instruments e.g. Guitar, Piano, E-Keyboard, Ukulele, Recorder, Harmonica, Keyboard, Violin, Theory, Percussion, Singing and Flute

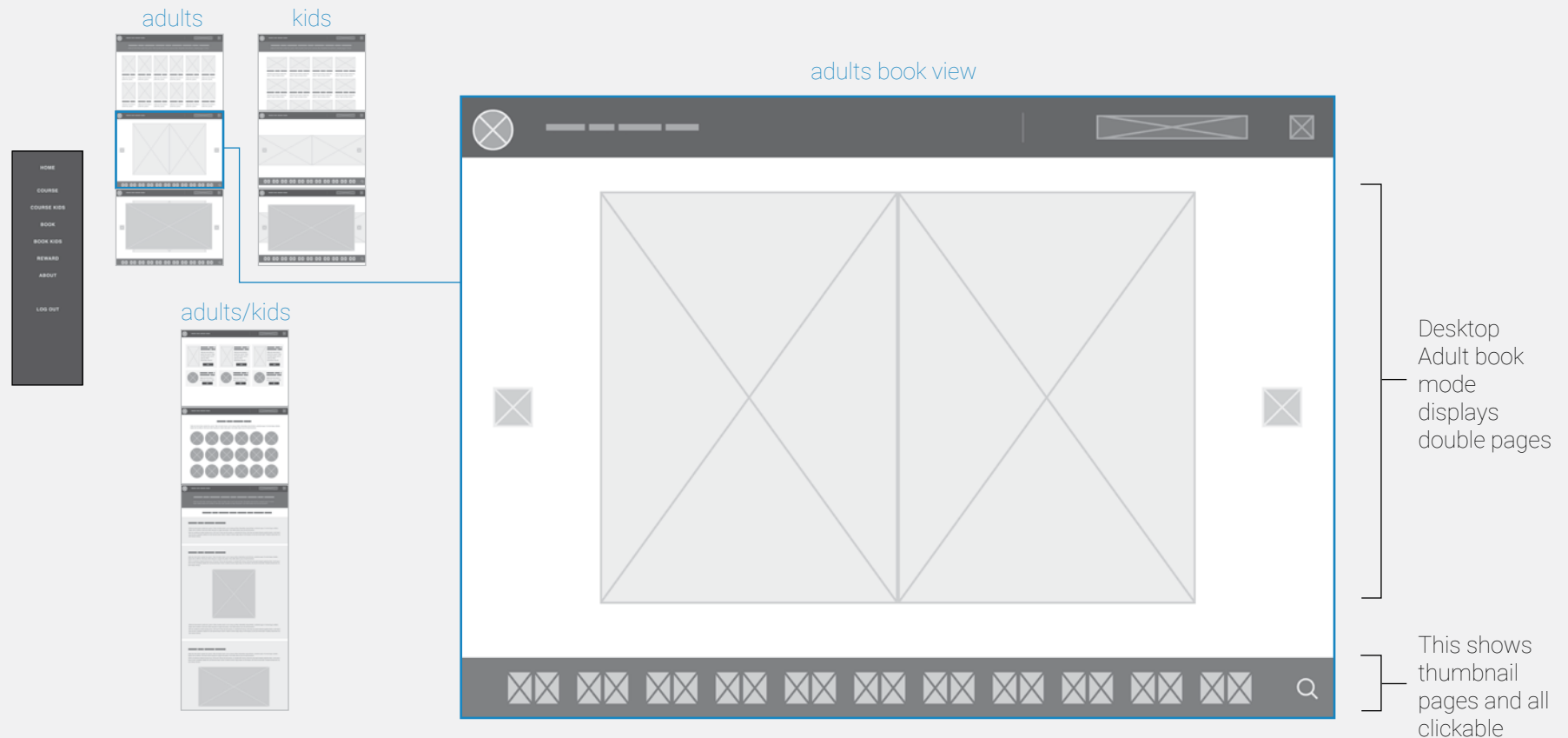
Wireframing - Login / Course



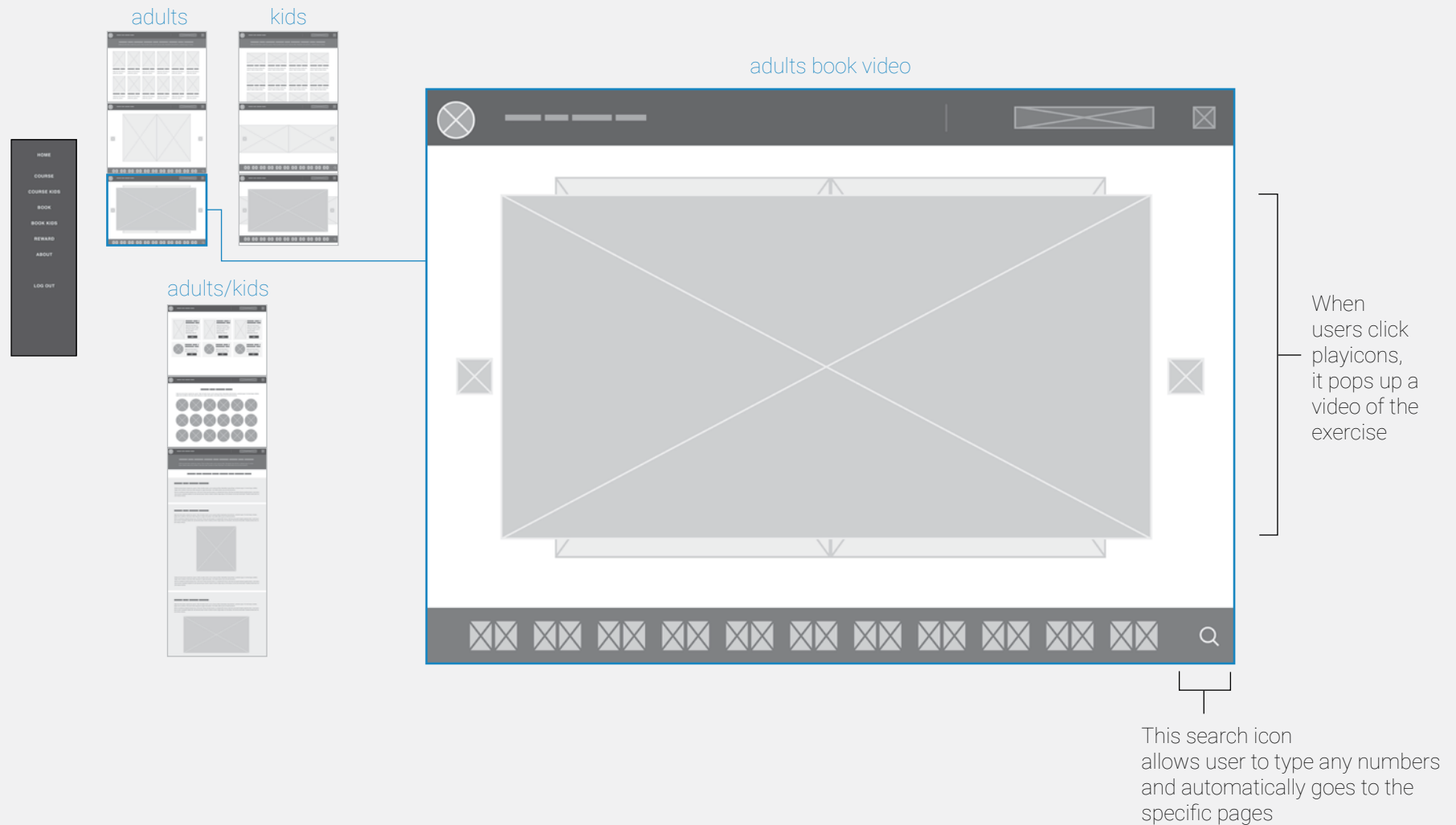
Wireframing - Book / Reward



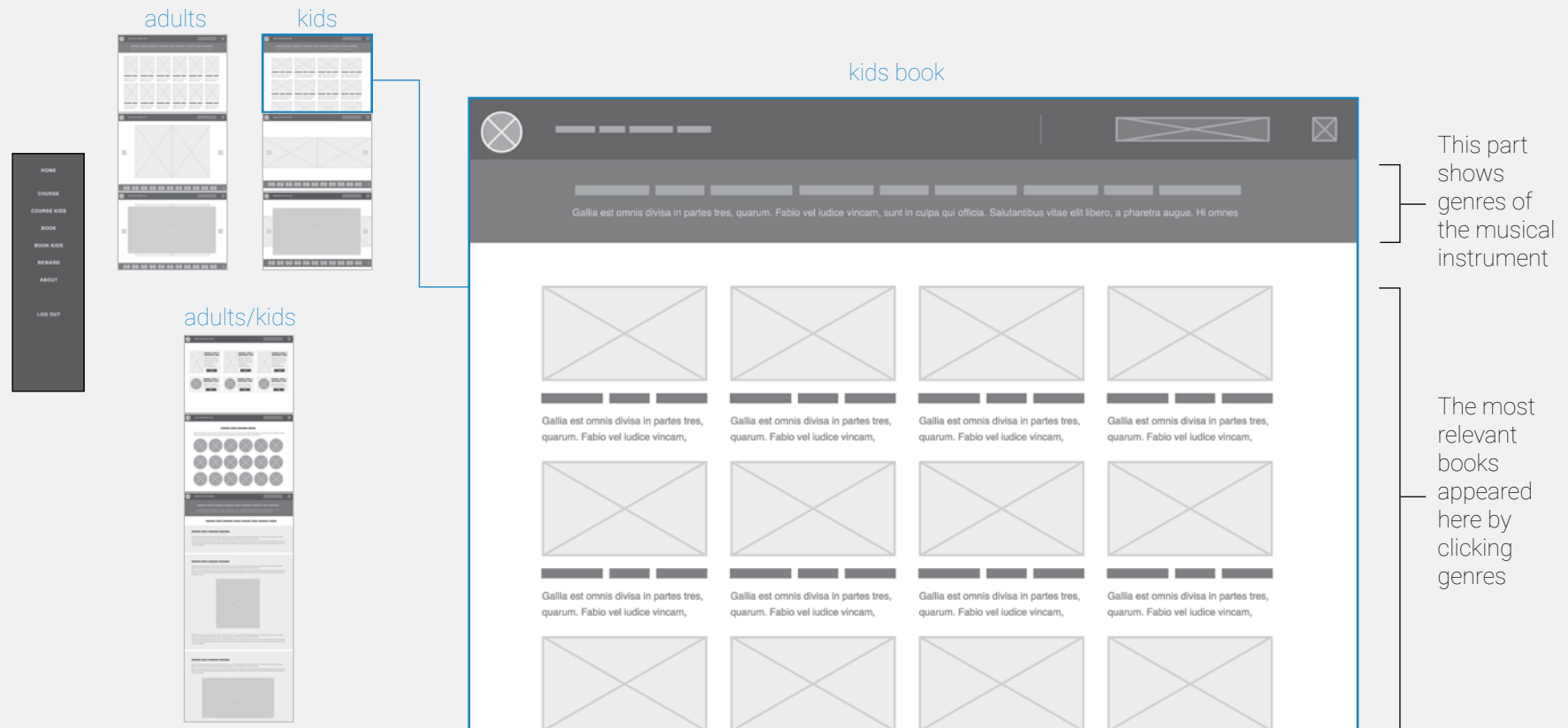
Wireframing - Book / Reward



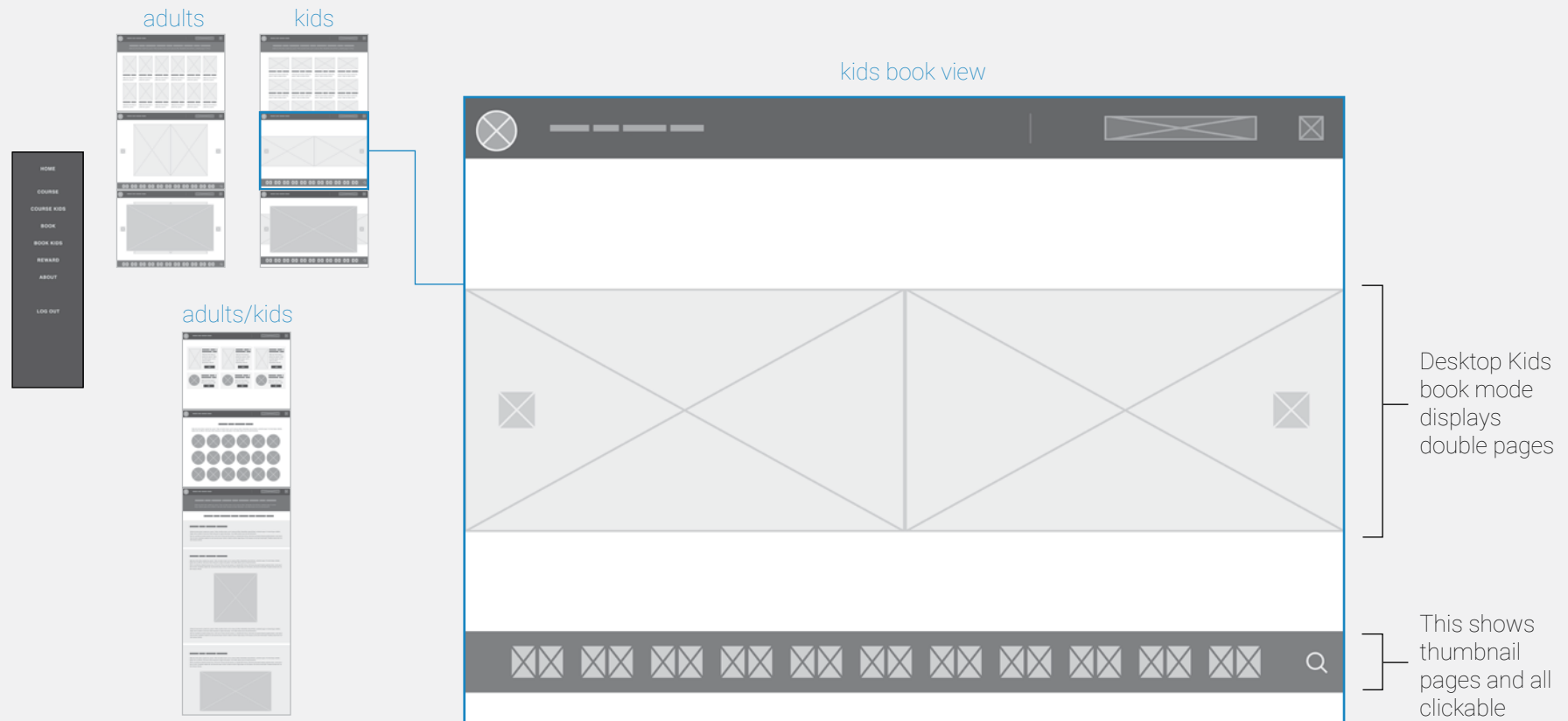
Wireframing - Book / Reward



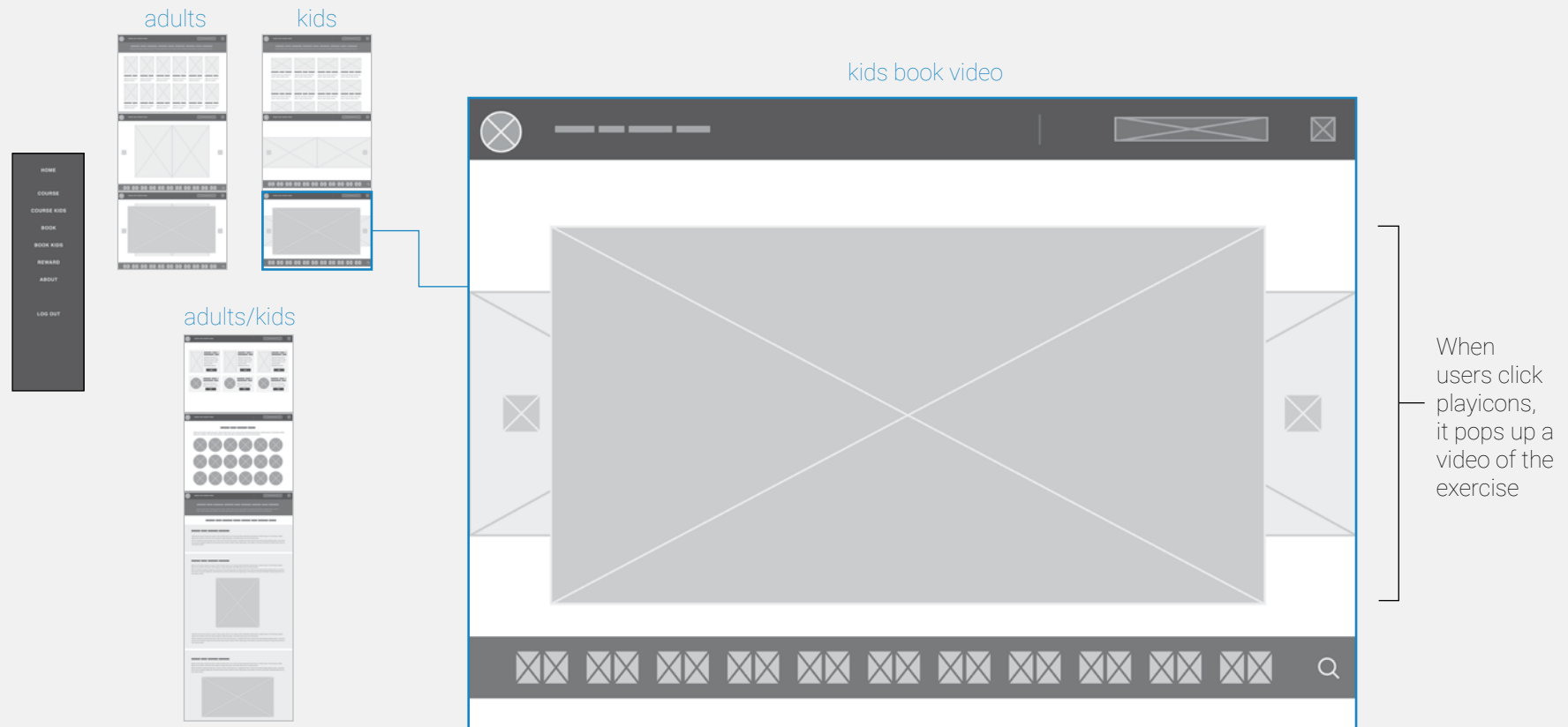
Wireframing - Book / Reward



Wireframing - Book / Reward

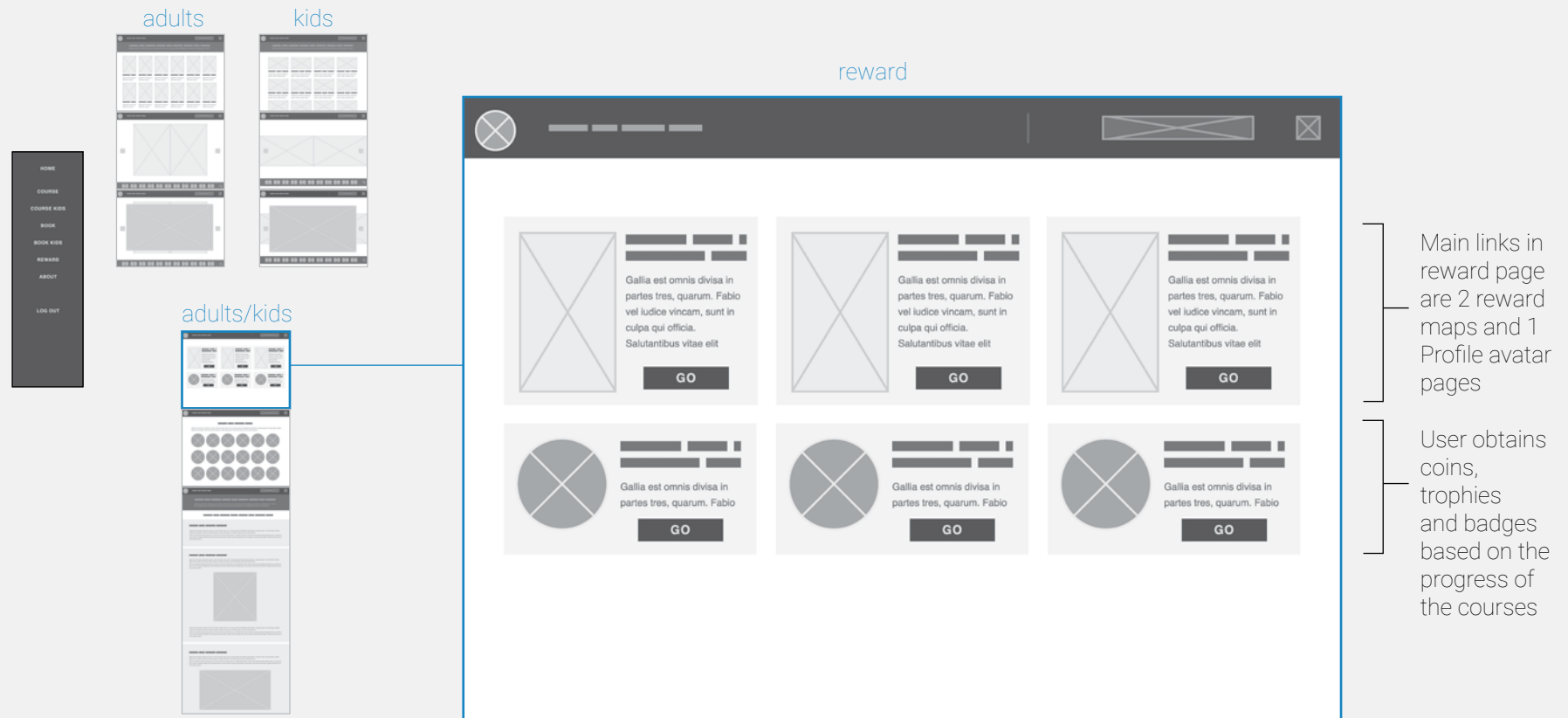


Wireframing - Book / Reward

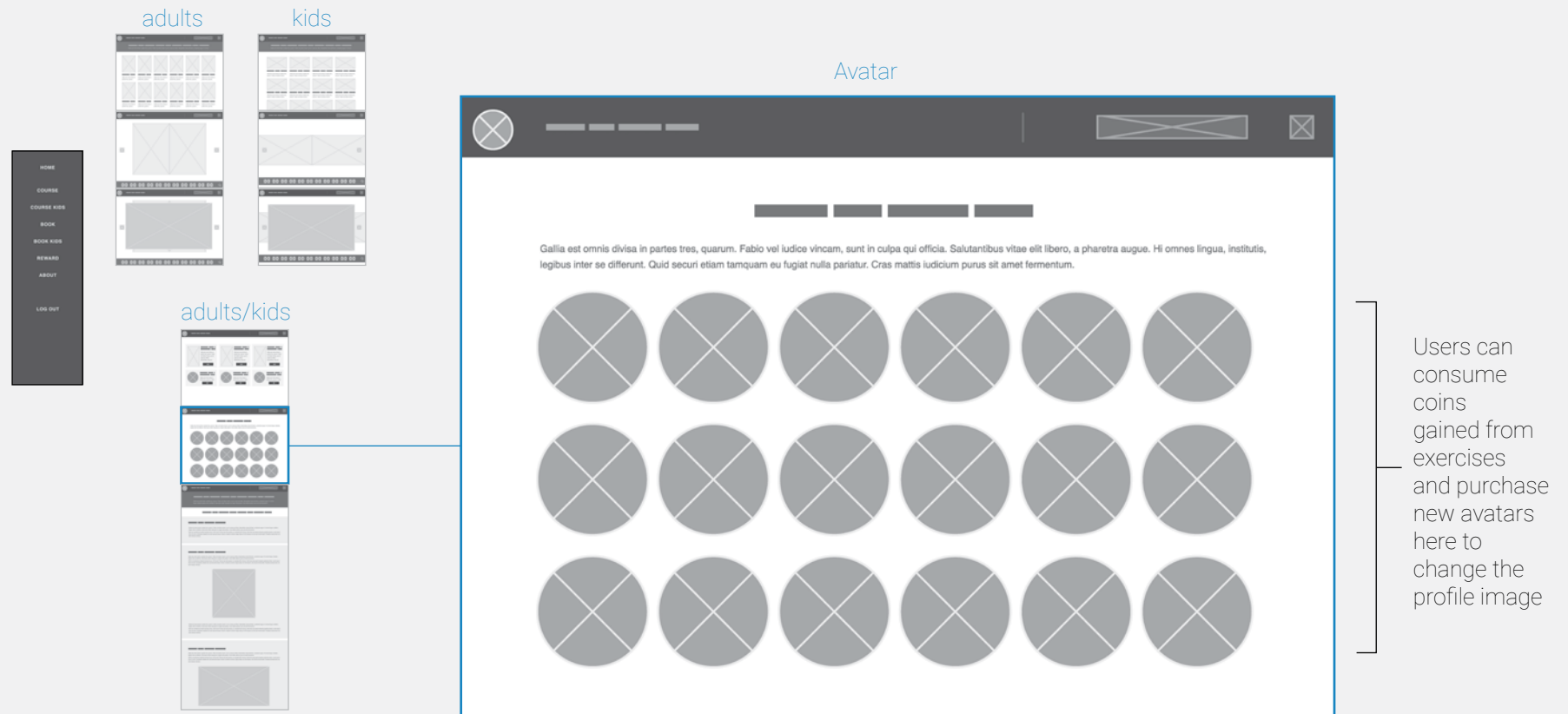


Kids book mode displays book landscape, Adults book mode displays book portrait, both have same functionality (Flip pages, thumbnail pages, play videos when user clicked playicons)

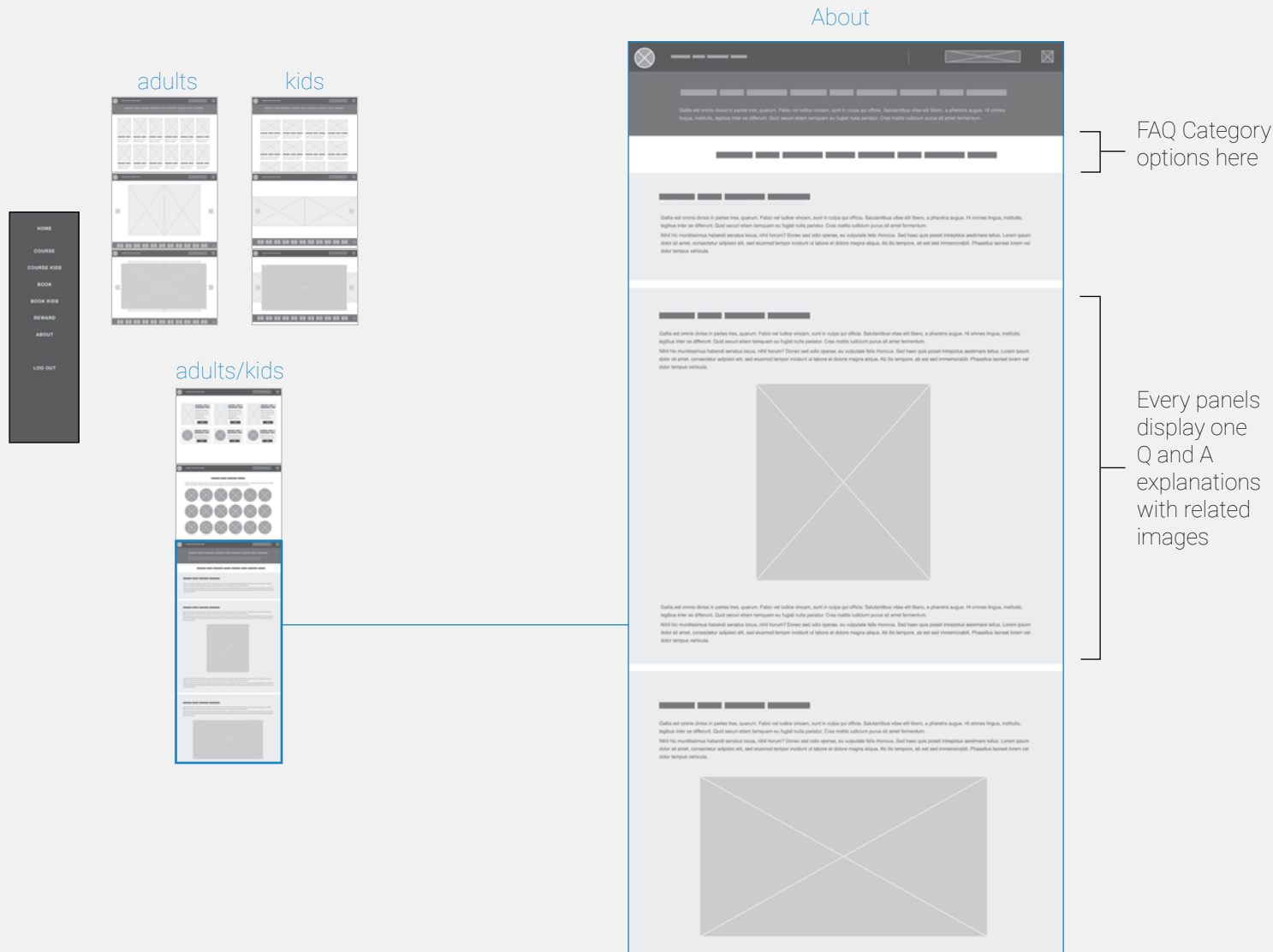
Wireframing - Book / Reward



Wireframing - Book / Reward

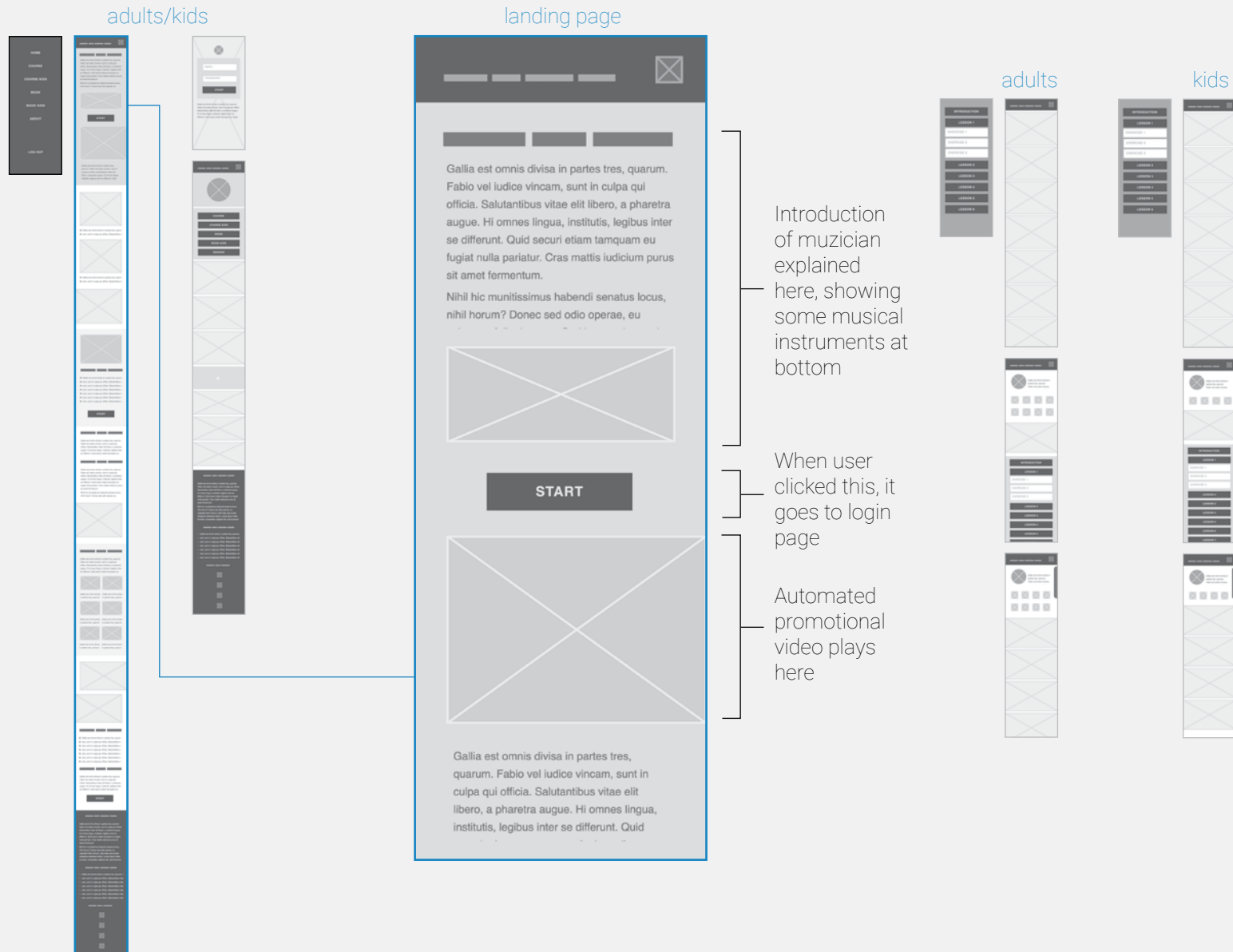


Wireframing - Book / Reward

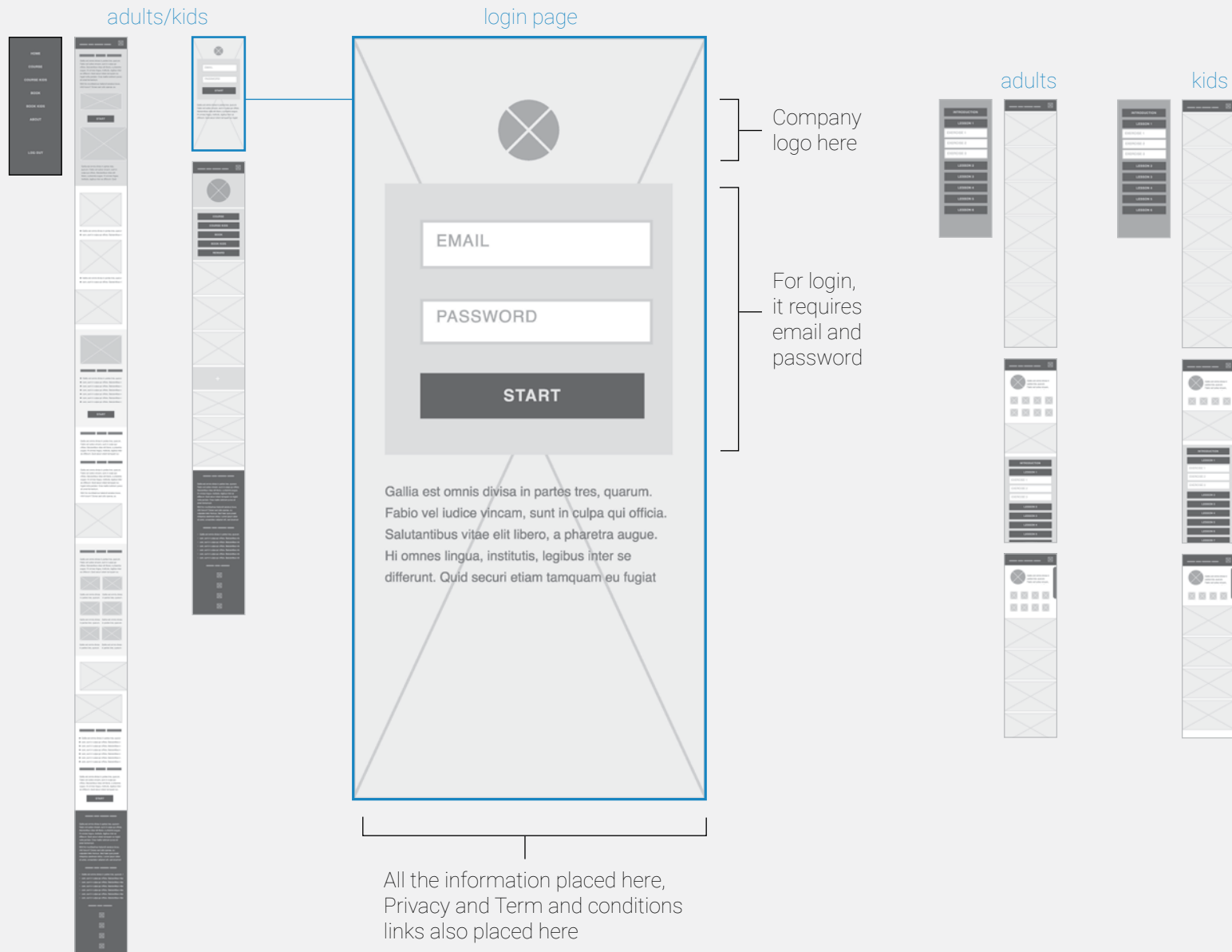


Wireframing - Login / Course

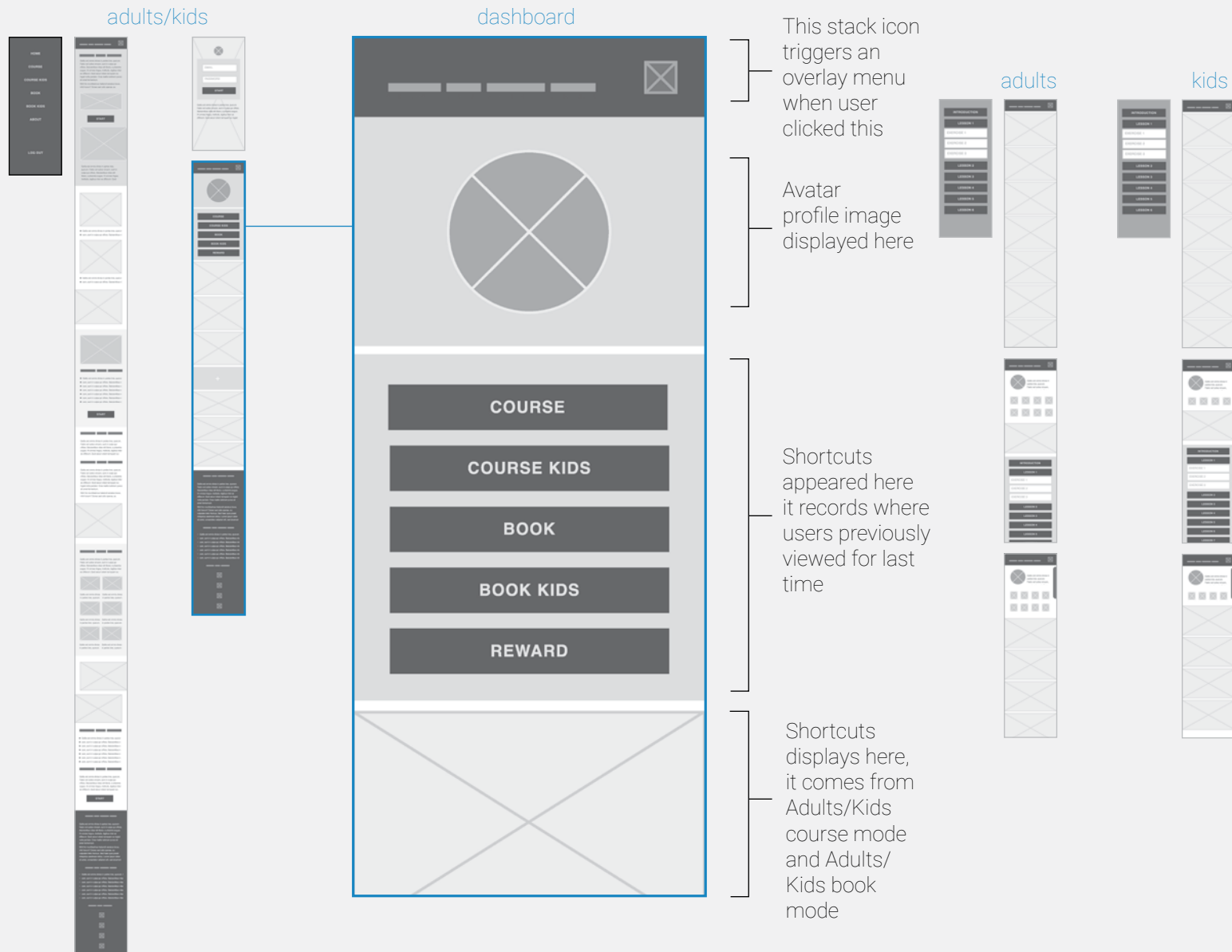
Mobile



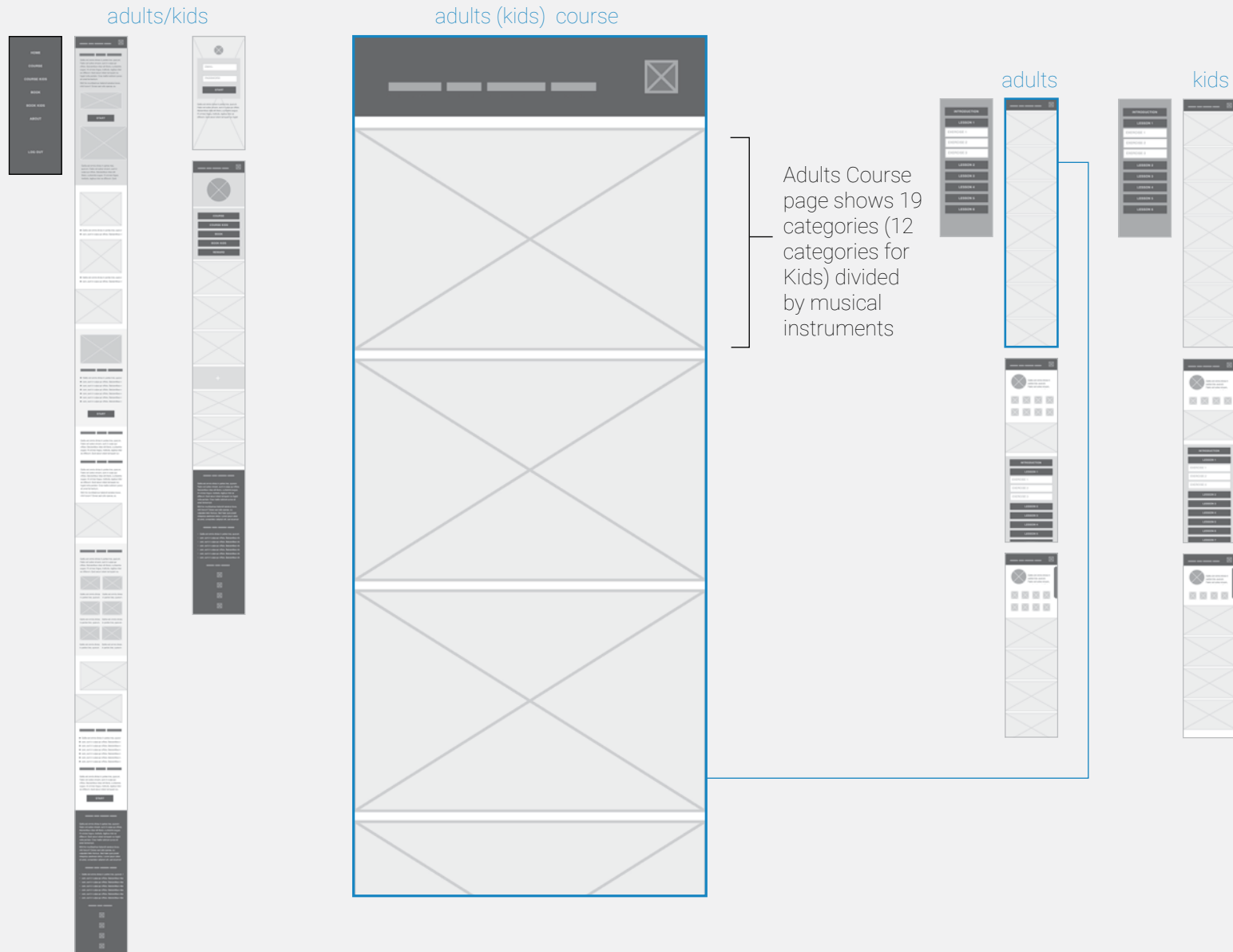
Wireframing - Login / Course



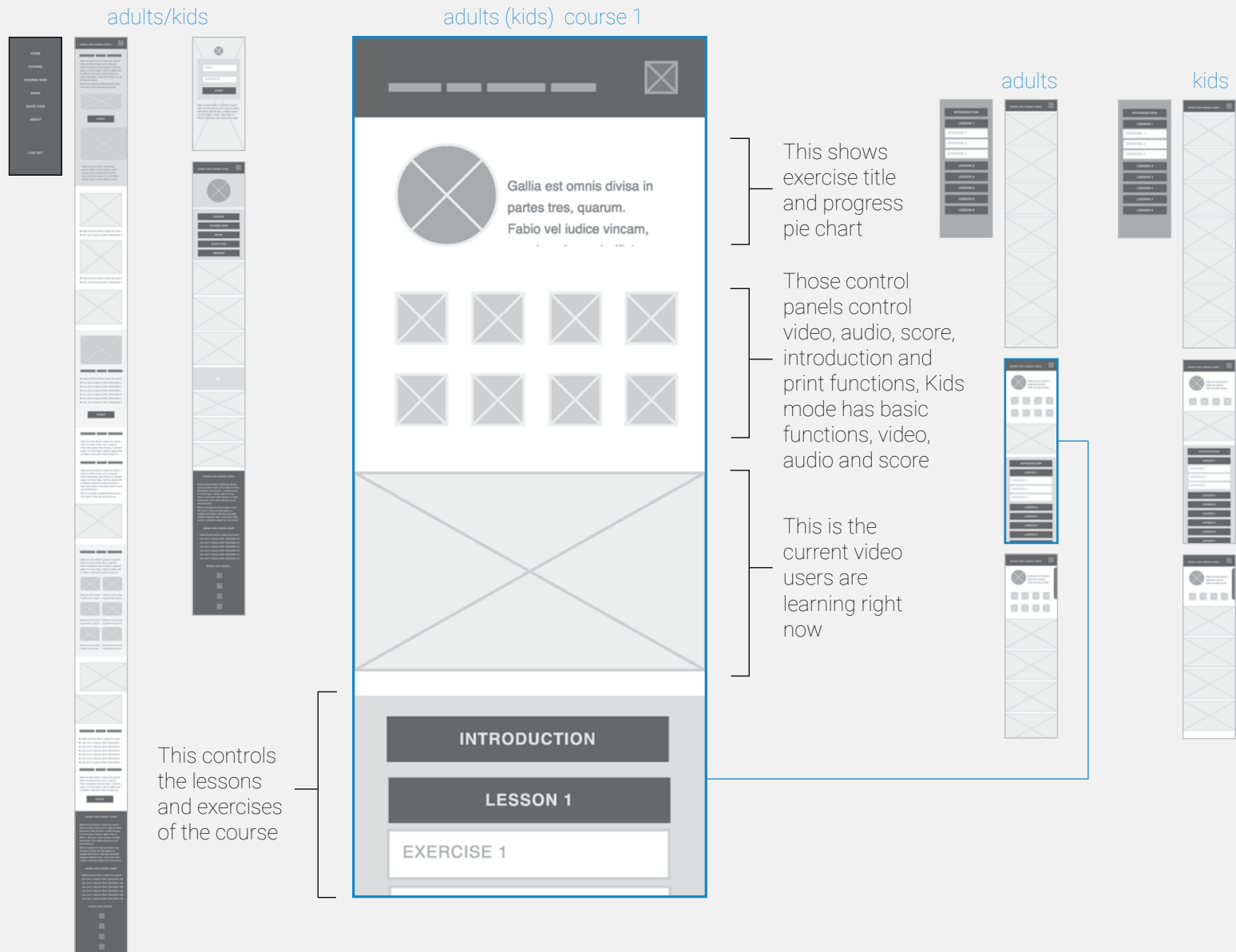
Wireframing - Login / Course



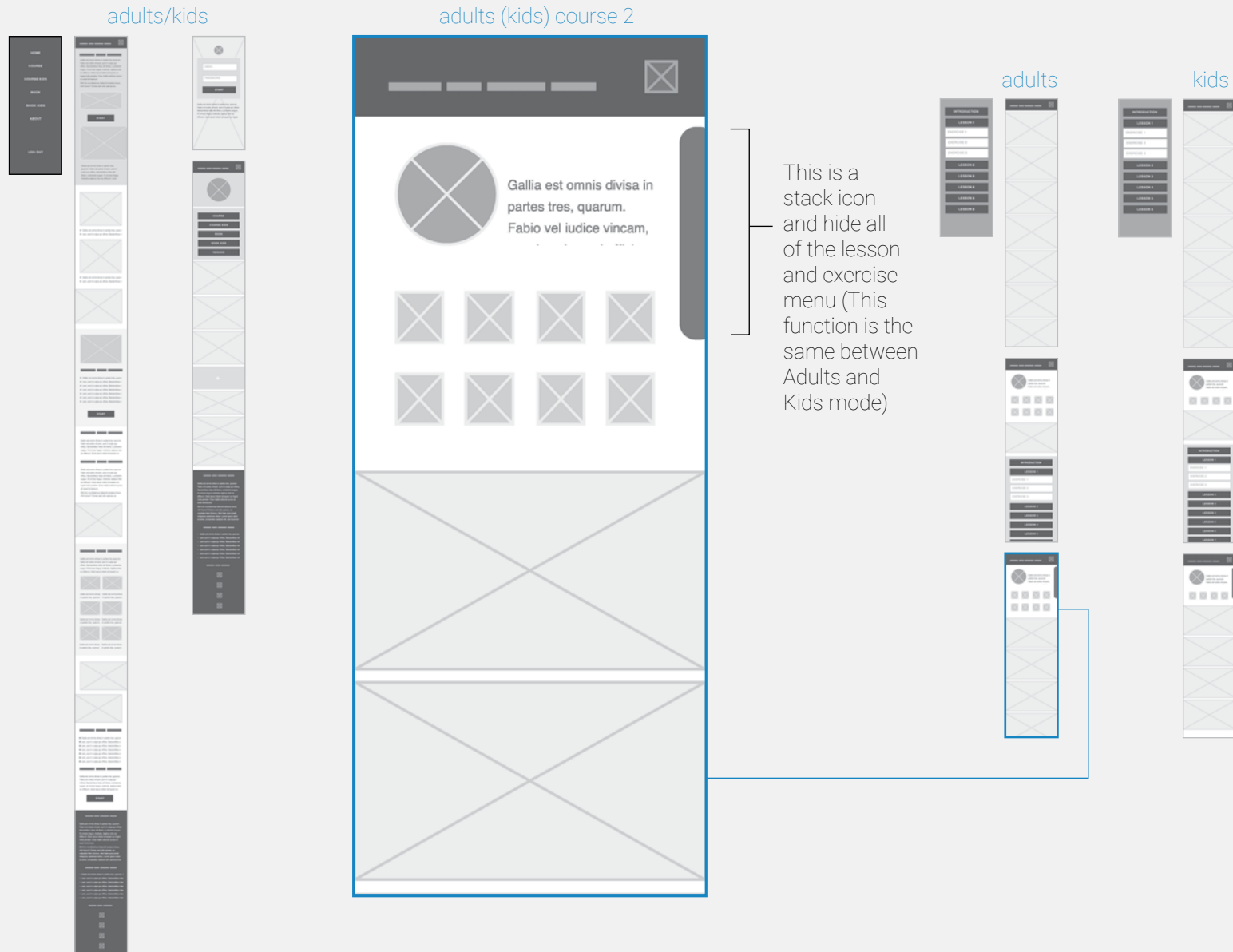
Wireframing - Login / Course



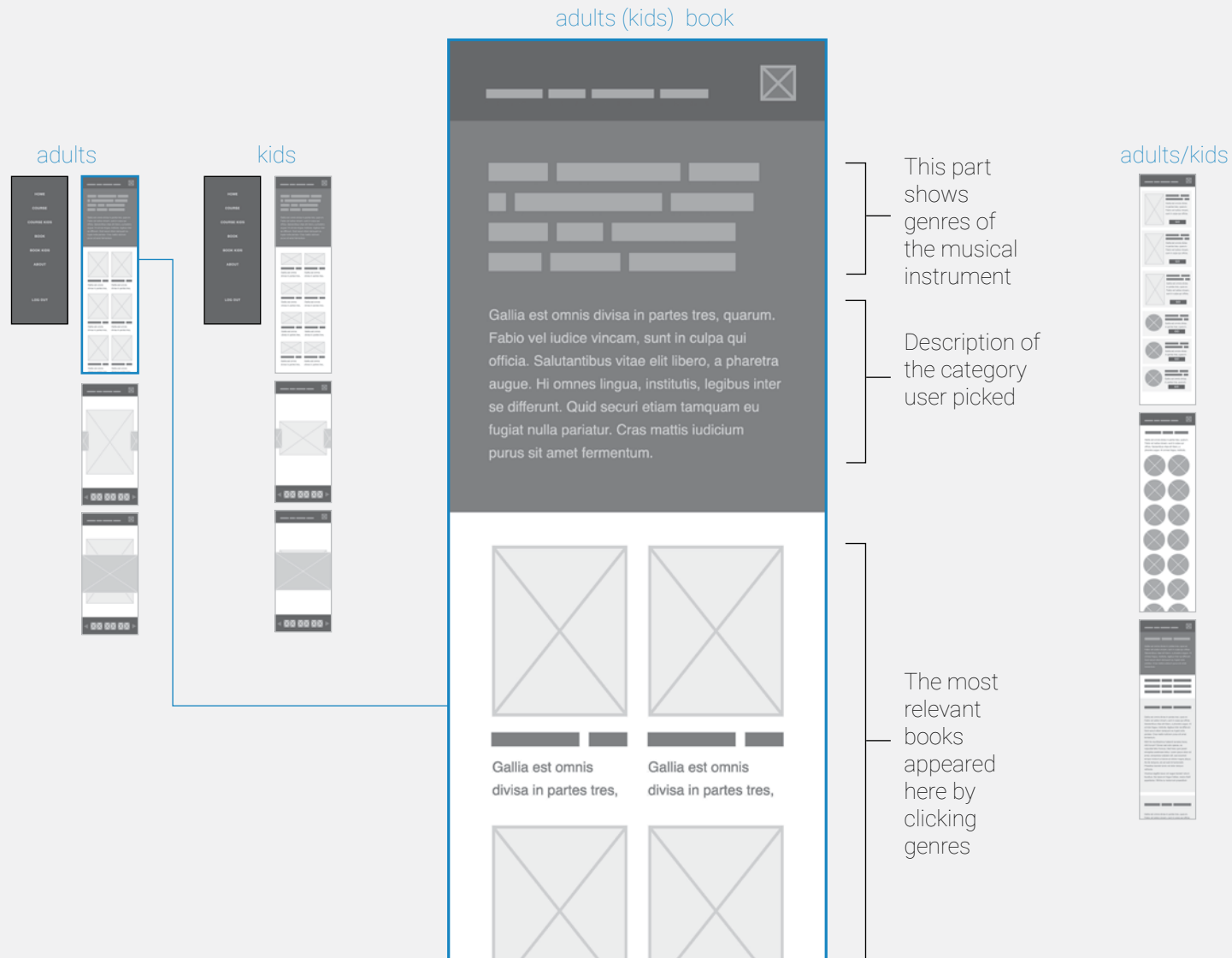
Wireframing - Login / Course



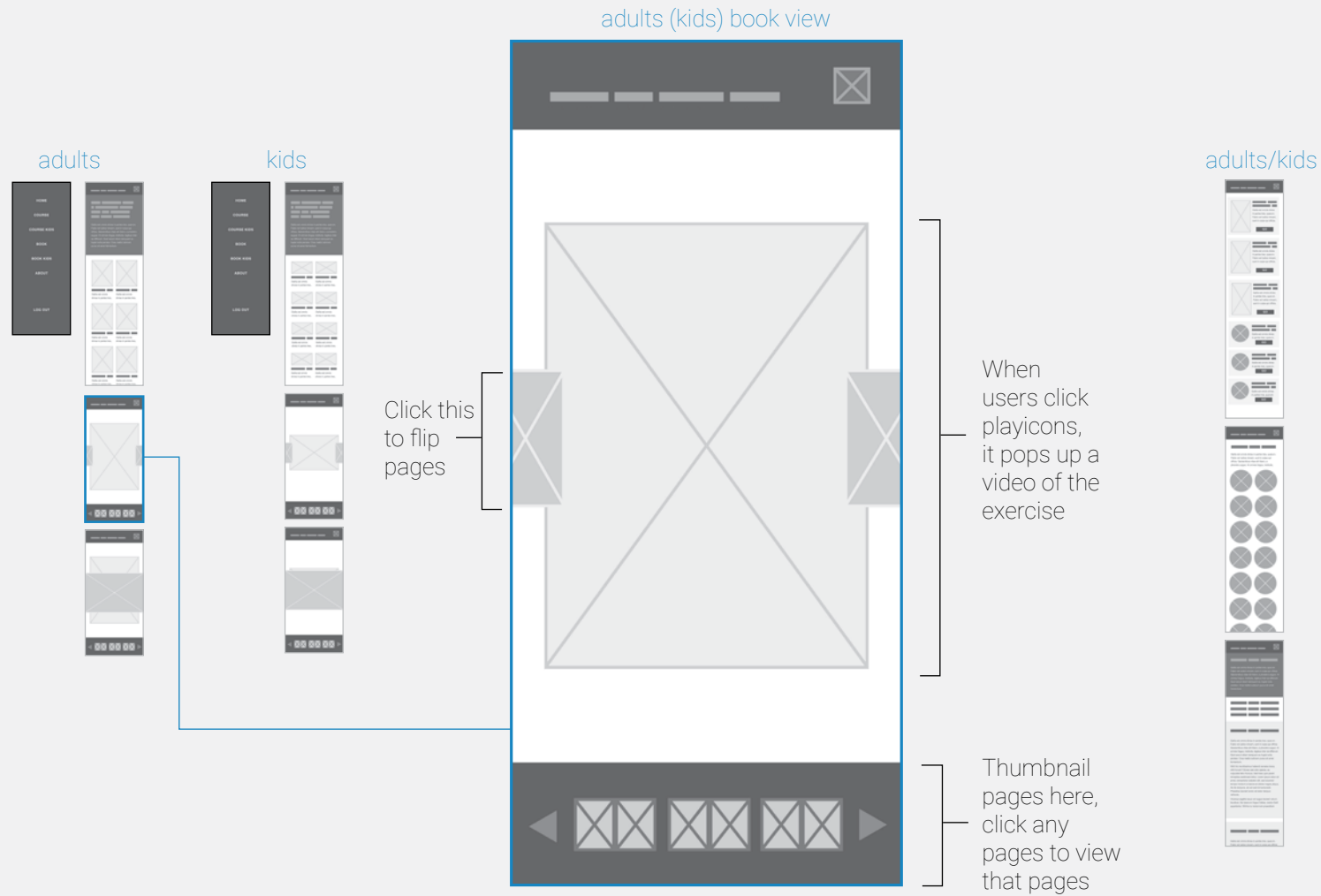
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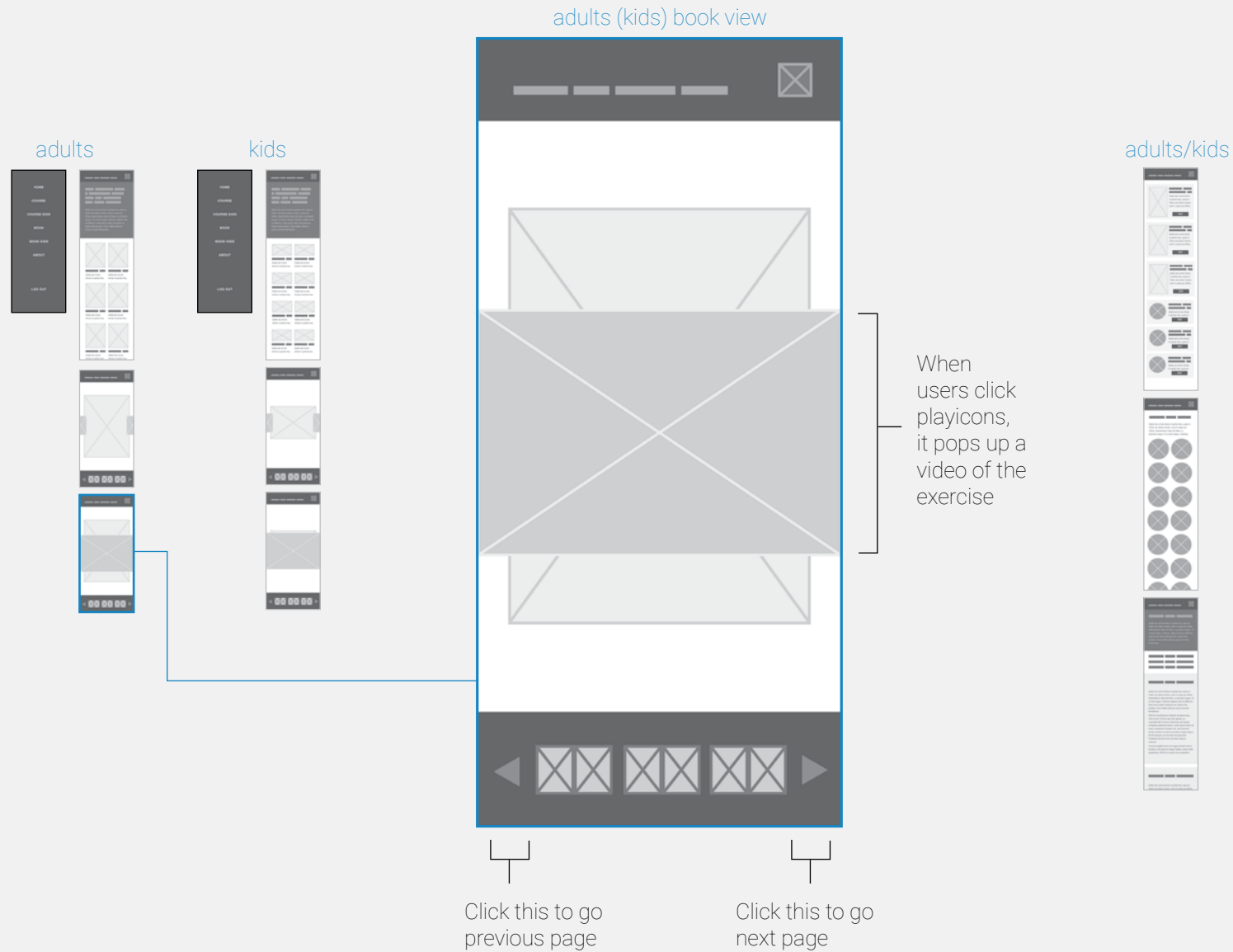
Wireframing - Book / Reward



Wireframing - Book / Reward



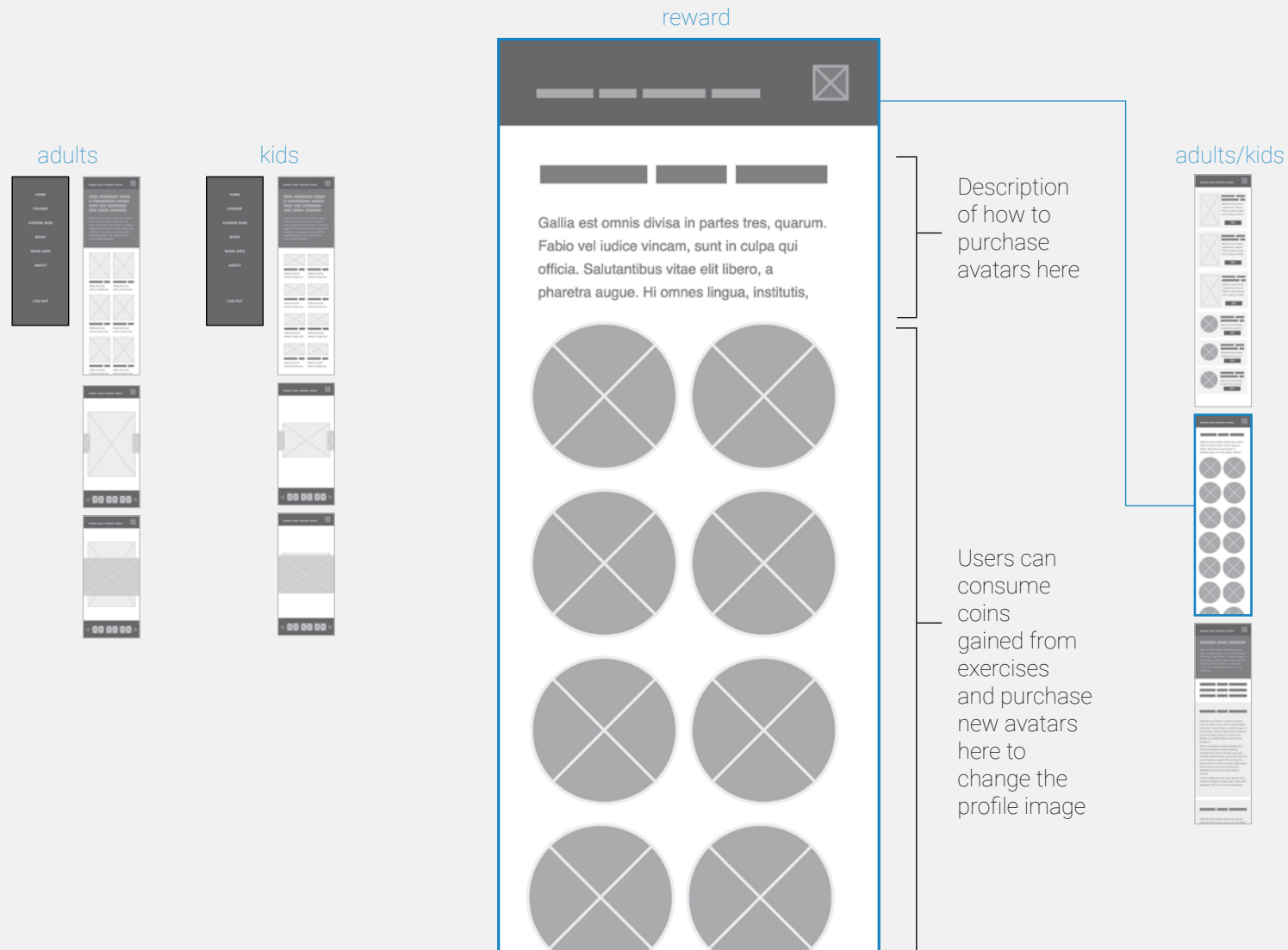
Wireframing - Book / Reward



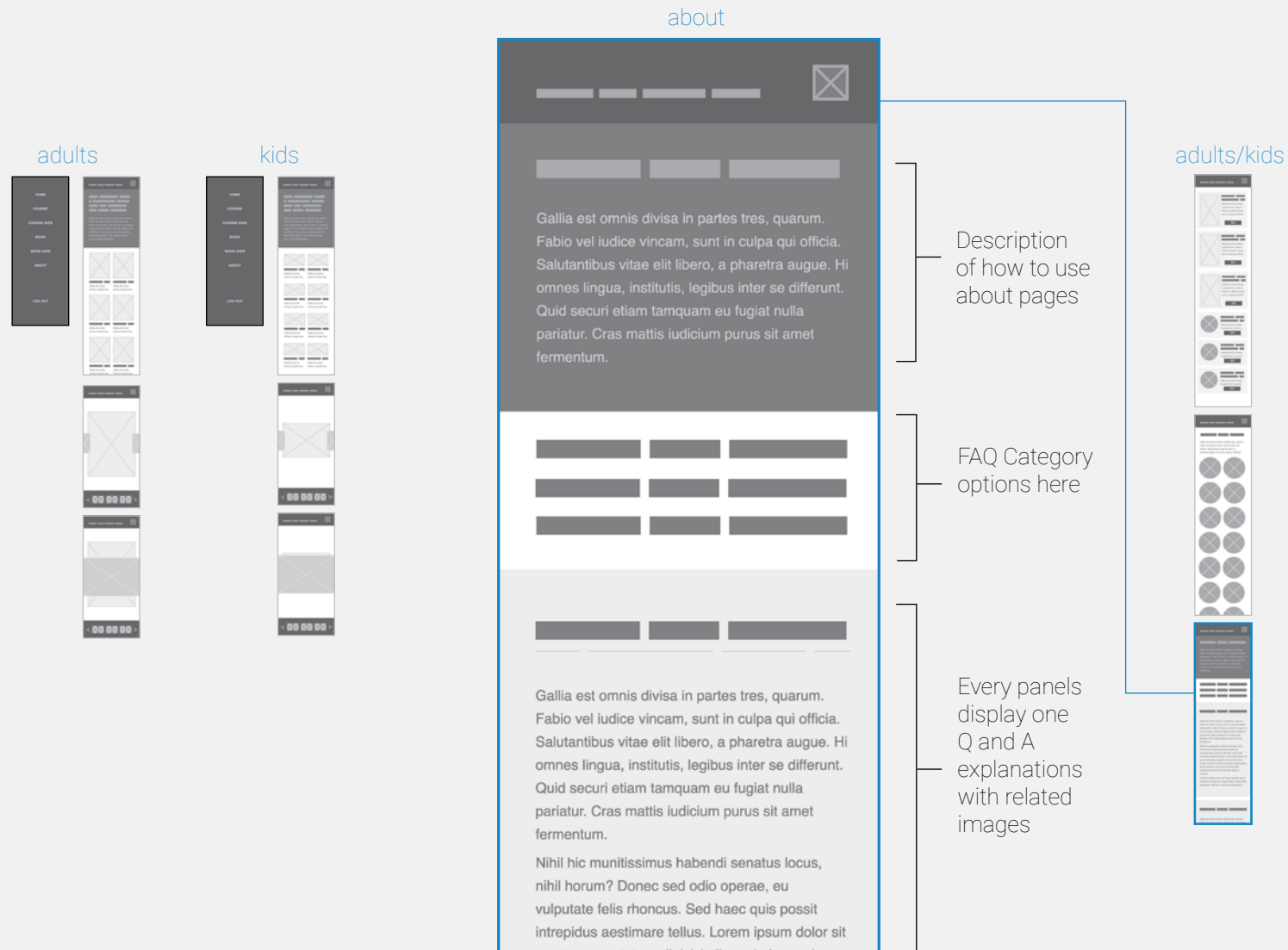
Wireframing - Book / Reward



Wireframing - Book / Reward



Wireframing - Book / Reward



High Fidelity Prototyping

Desktop

High Fidelity Prototype

Low Fidelity Prototype

Design is a mix of organic and kids friendly colourful layout to attract families, this is a dynamic responsive design (it works on any screen size)

Login menu stays in the same position, I made premium link more stand out

This start button become "Let's go" button after a meeting, it gives more positive step

Login box become smaller to balance up the screen size

The image shows two side-by-side desktop prototypes for a website called 'MUZICIAN'. The left prototype is a high-fidelity version with a vibrant blue and yellow color scheme, featuring a young girl playing a violin, a 'Play Promo' button, and a 'Let's Go!' button. The right prototype is a low-fidelity version with a grey and white color scheme, using placeholder text and a 'START' button. Blue lines connect text annotations to specific elements in both prototypes.

High Fidelity Prototyping

All the login details in one place

High Fidelity Prototype

Low Fidelity Prototype

The image shows two side-by-side prototypes of a login page. The left prototype is a high-fidelity version, featuring a realistic background of a man playing a guitar on a couch. Overlaid on this is a login form with a blue 'M' logo, the text 'WELCOME BACK!', two input fields for email and password, a blue 'Login' button, an orange 'Sign Up' button, and a grey 'Forgot Password' button. The right prototype is a low-fidelity version, consisting of a light grey background with a large 'X' across it. It features a grey circle with an 'X' at the top, a central grey box containing three white input fields labeled 'EMAIL', 'PASSWORD', and a grey 'START' button. Below the input fields is a block of placeholder Latin text. Blue lines connect the text annotations to the corresponding elements in both prototypes.

Sign up and forgot password pages are accessible from those buttons

One big image of Adult learning guitar or family learning piano together used in login page

High Fidelity Prototyping

After a stakeholder meeting, we decided to have shortcuts for "Course", "Kids Course", "Book" and "Kids Book" separately in this section

I added a new icon here, it is a personal setting, user can change email, password, profile and subscription

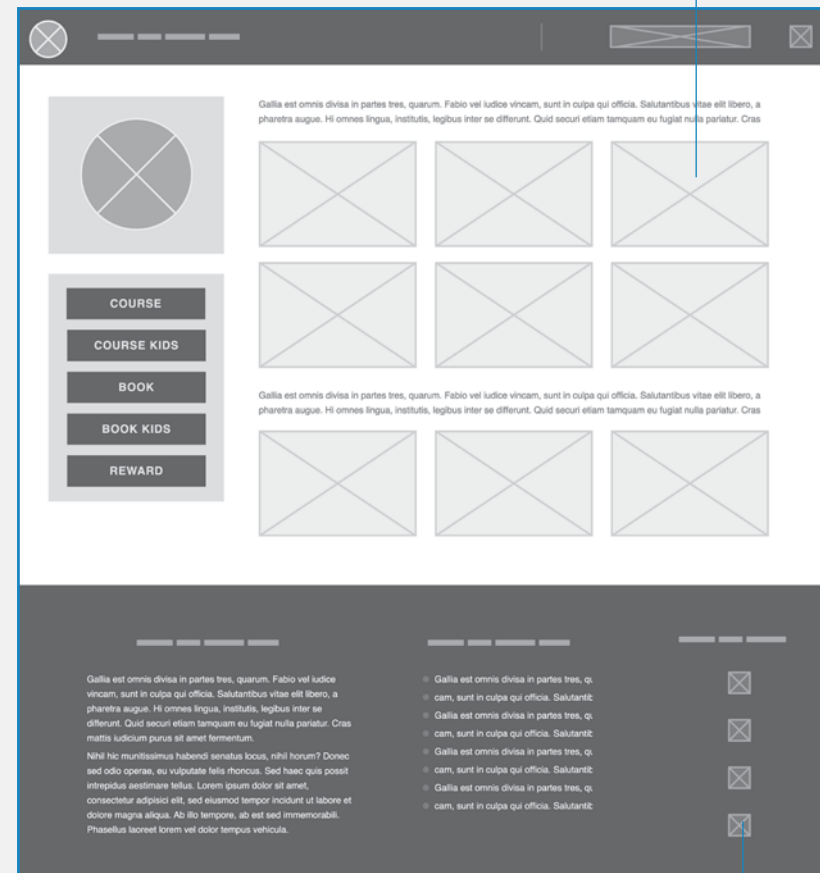
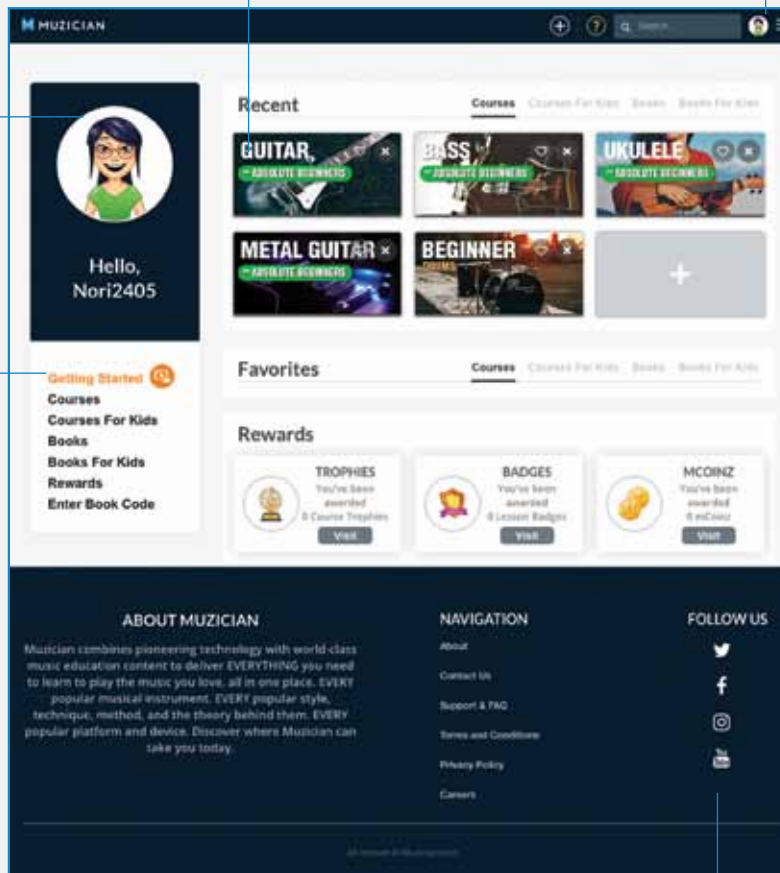
High Fidelity Prototype

Low Fidelity Prototype

Users can pick their own avatar for their profile image by clicking this image

In high fidelity prototyping, I also added "Getting started" and "Enter book code" based on feedback from stakeholder meetings

Click menu to open overlay menu and it contains Course, Kids Course, Book, Kids Book and Log out

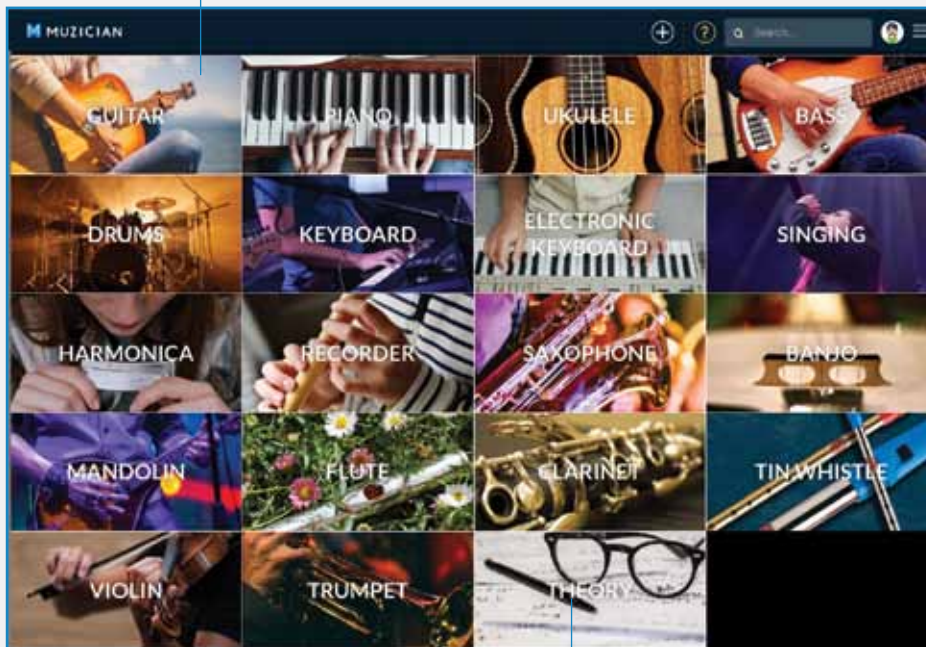


We keep "Twitter", "Facebook", "Instagram" and "Youtube" as options of social network

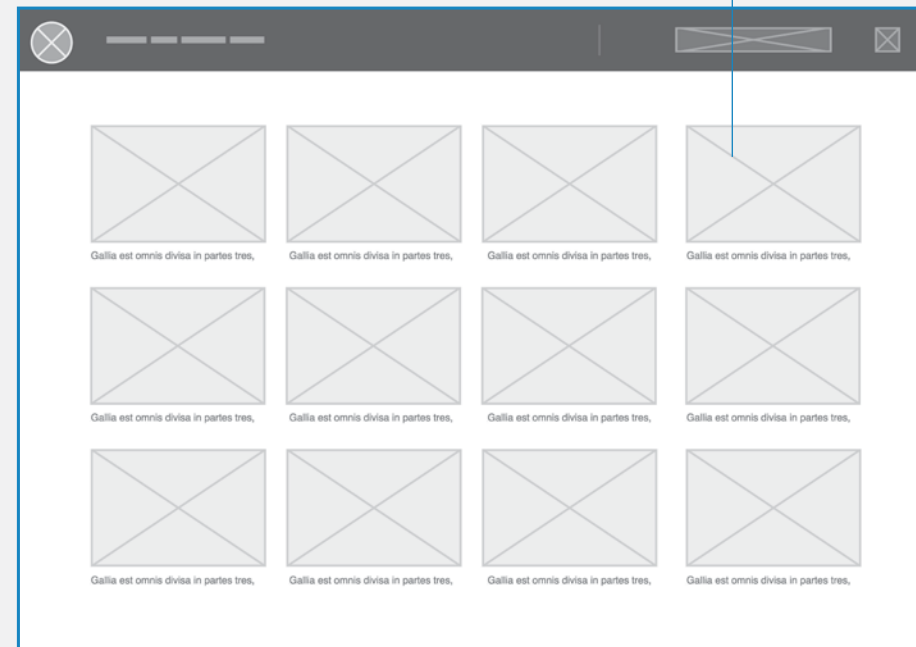
High Fidelity Prototyping

There are 19 categories in Adult Course mode, every category contains multiple courses

High Fidelity Prototype



Low Fidelity Prototype

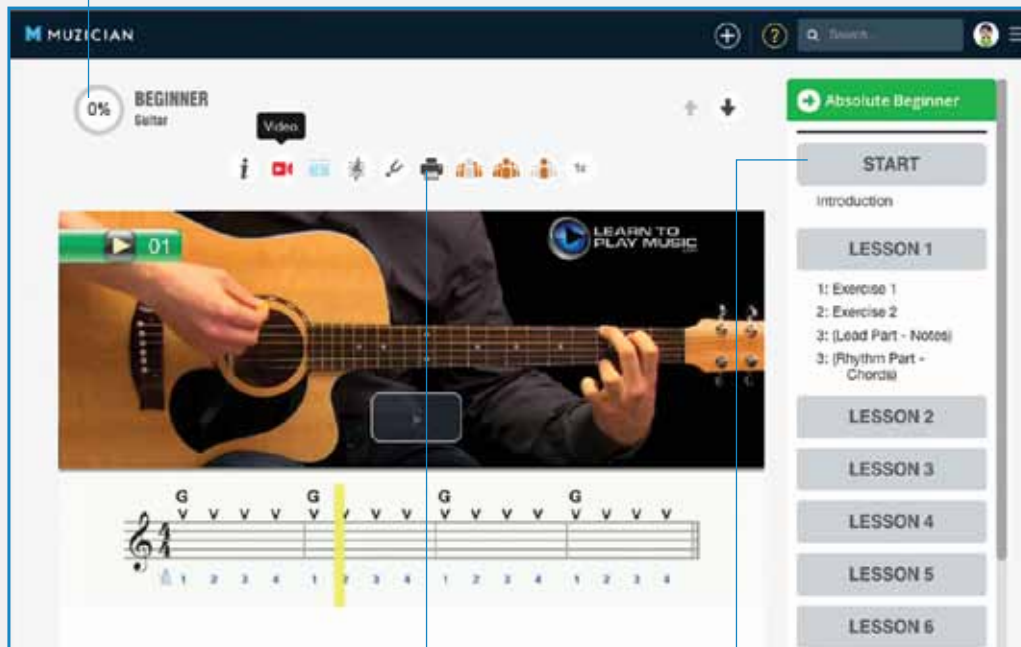


The images are visually intuitive for users so they can pick the instrument they want to learn by just look of it

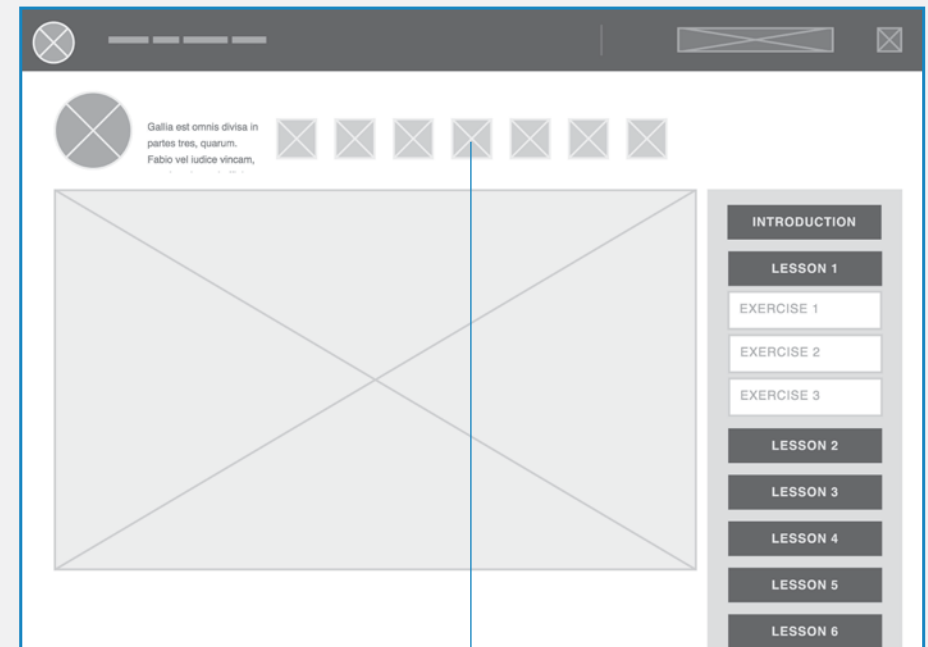
High Fidelity Prototyping

Pie chart shows the progress of the user completed in this course, if users completed 30 of 60 exercises, it will be 50%

High Fidelity Prototype



Low Fidelity Prototype



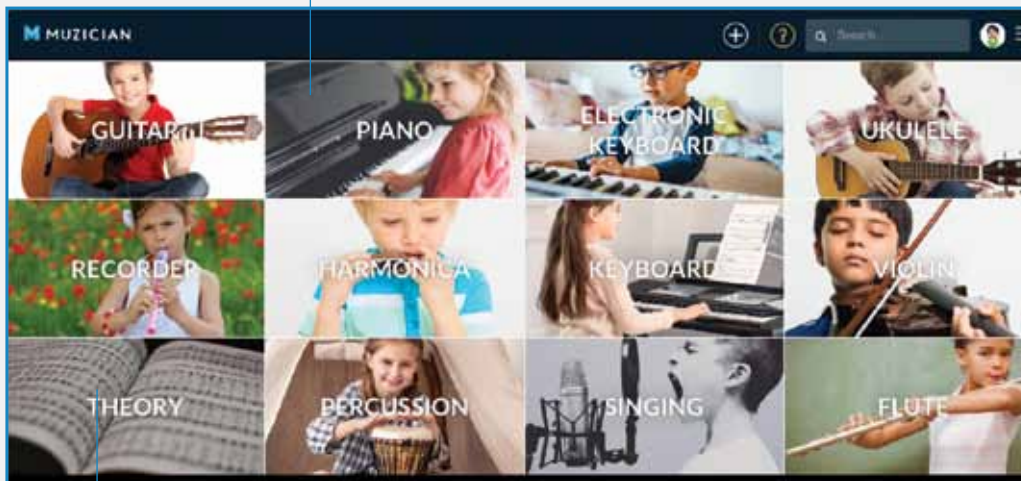
We called "Start" as a first lesson to learn the basic of the instrument, then Lessons after the Start.

Adults Course mode has a control panel, it consists of Introduction, Video, Animation, Score, Tuning, Print, Solo Mix, Band Mix and Full Mix, and Speed changer

High Fidelity Prototyping

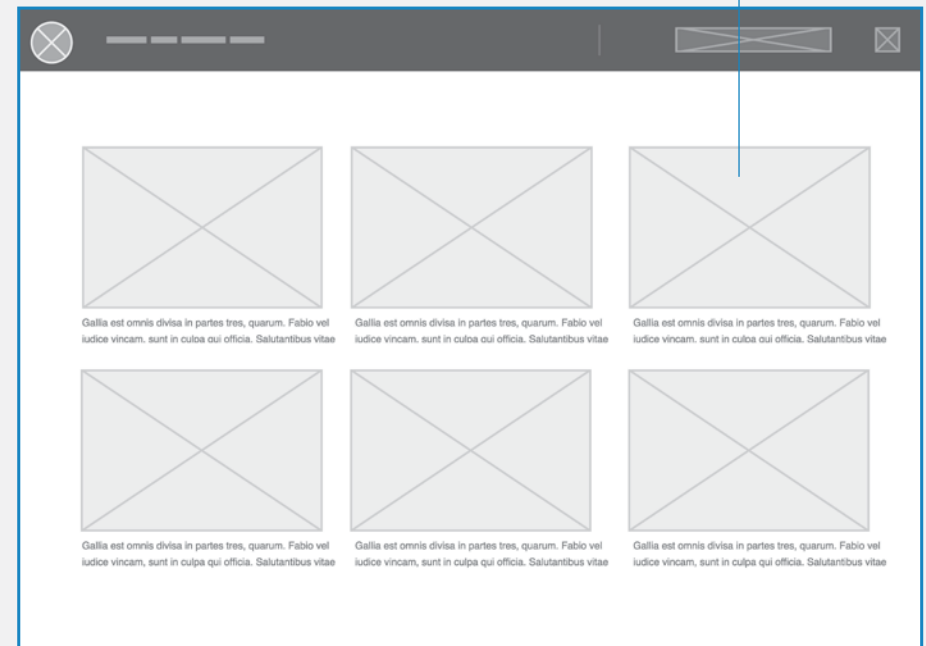
There are 12 categories in Kids Course mode, every category contains multiple courses

High Fidelity Prototype



The images are visually intuitive for users so they can pick the instrument they want to learn by just look of it

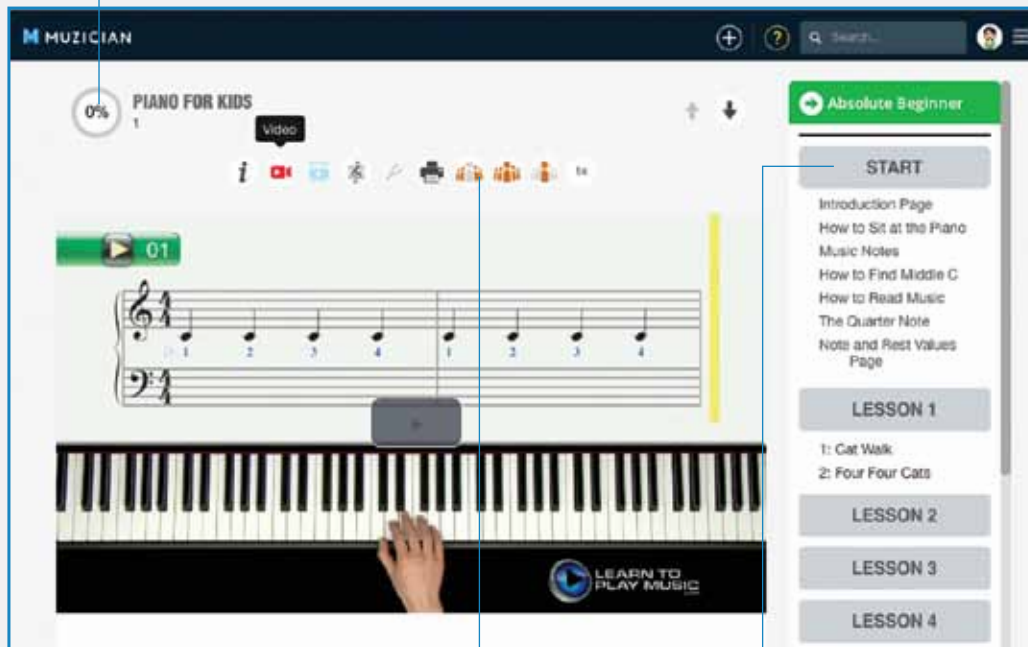
Low Fidelity Prototype



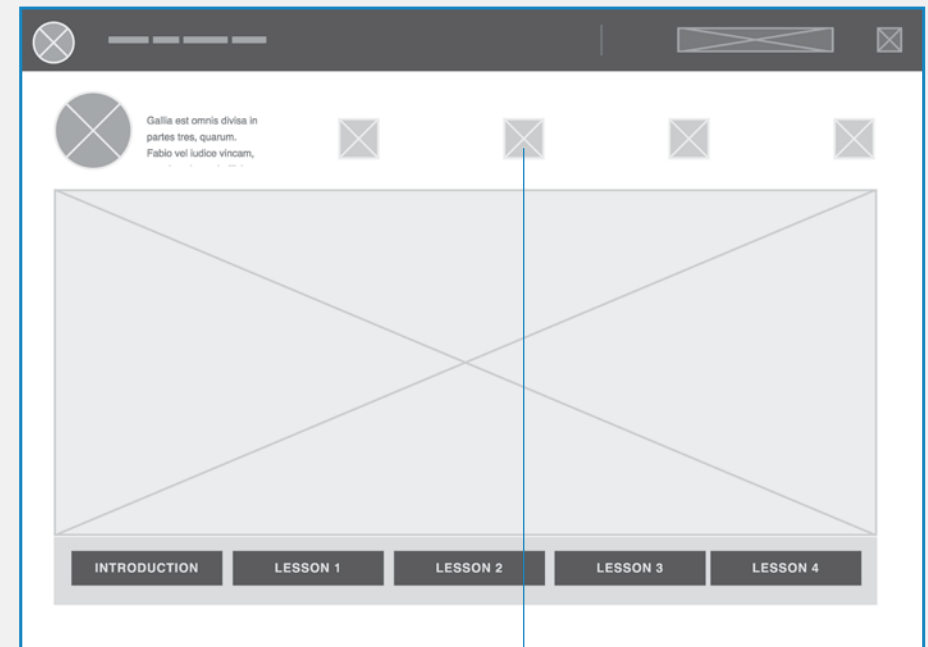
High Fidelity Prototyping

Pie chart shows the progress of the user completed in this course, if users completed 30 of 60 exercises, it will be 50%

High Fidelity Prototype



Low Fidelity Prototype

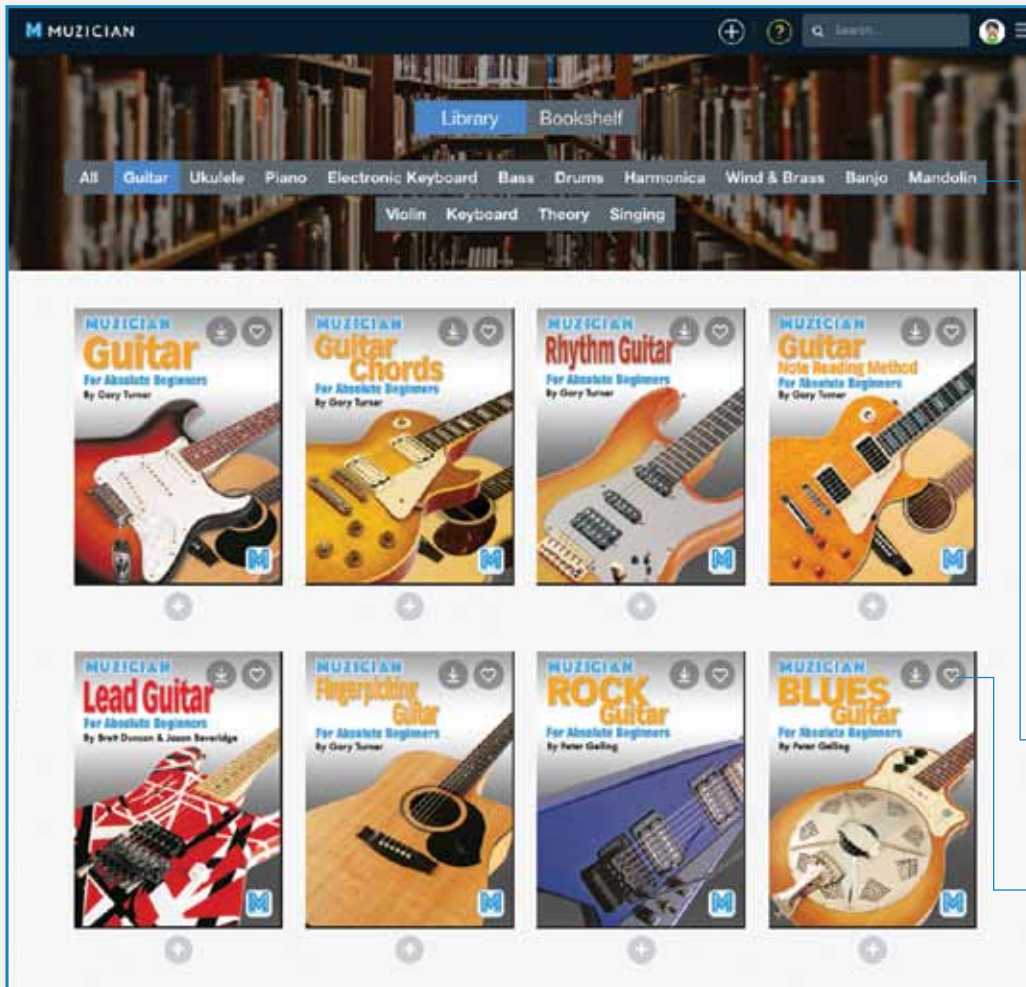


We called "Start" as a first lesson to learn the basic of the instrument, then Lessons after the Start.

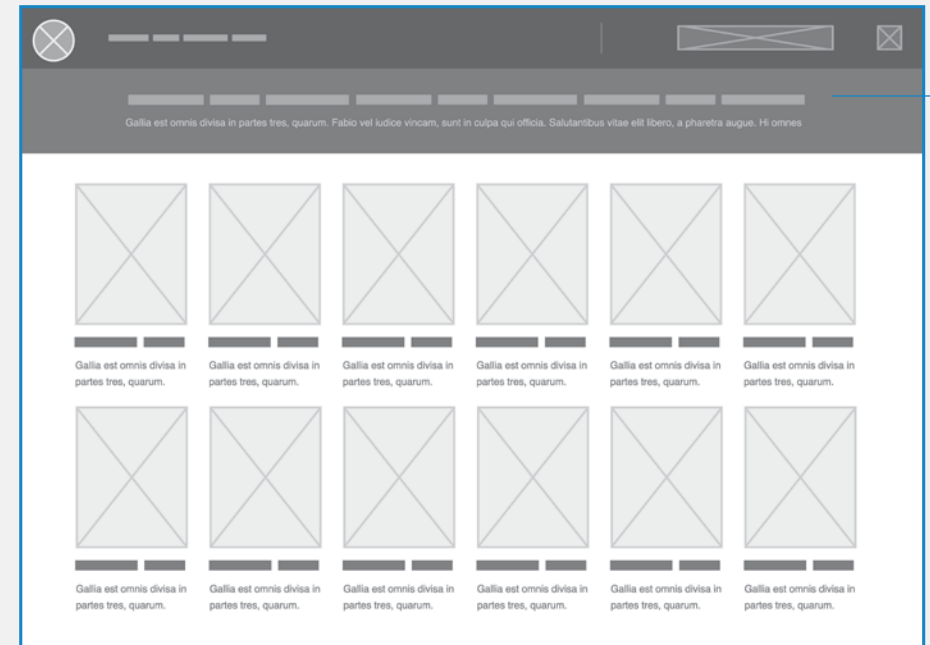
Kids Course mode also has a control panel, it consists of Introduction, Video, Animation, Score, Tuning, Print, Solo Mix, Band Mix and Full Mix, and Speed changer, same as Adult mode

High Fidelity Prototyping

High Fidelity Prototype



Low Fidelity Prototype



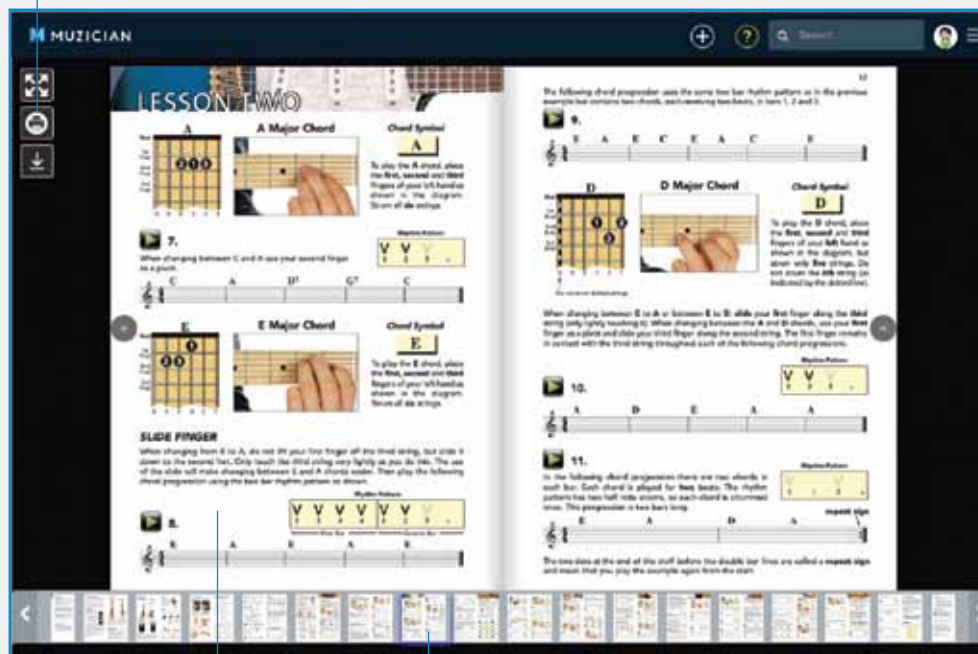
We have 4 portrait books in a row, this is an example of Guitar for Adults, by default it says "All" then users can pick the genre such as Rock, Jazz, Blues etc from the control panel above

There are "+" icon to add this into the bookshelf, this means users can customise the bookshelf, I also included "bookmarking" and "download" functions for users.

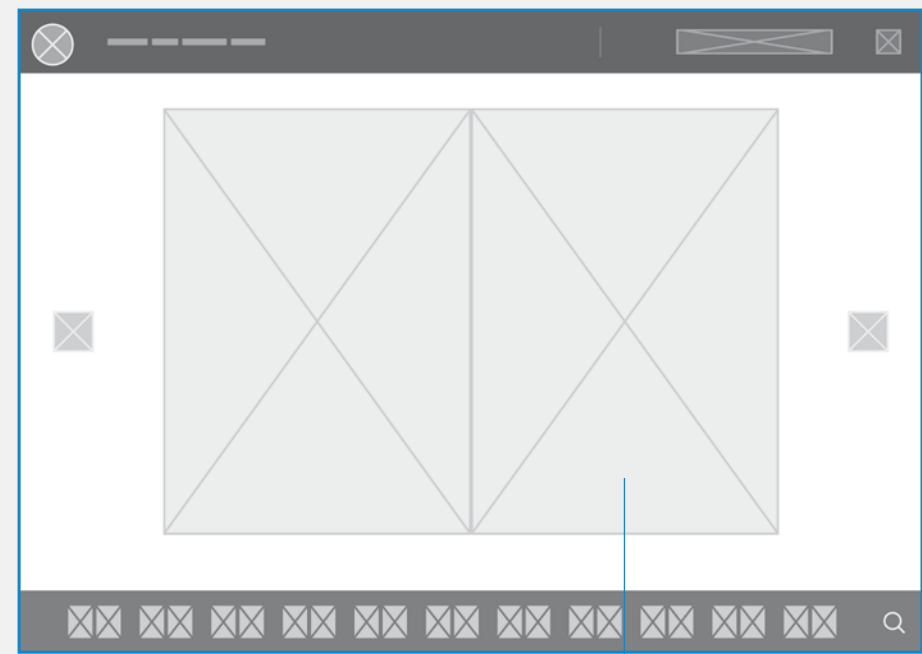
High Fidelity Prototyping

3 New functions added here, Maximise the screens, Print and Download.
We decided to add those functions by stakeholder meetings

High Fidelity Prototype



Low Fidelity Prototype



Highlighting the current pages so users know where they are and it give more options to flip pages back and front

I maximise the screens to view double sided pages for desktop users.
It can be used just like normal ebook readers

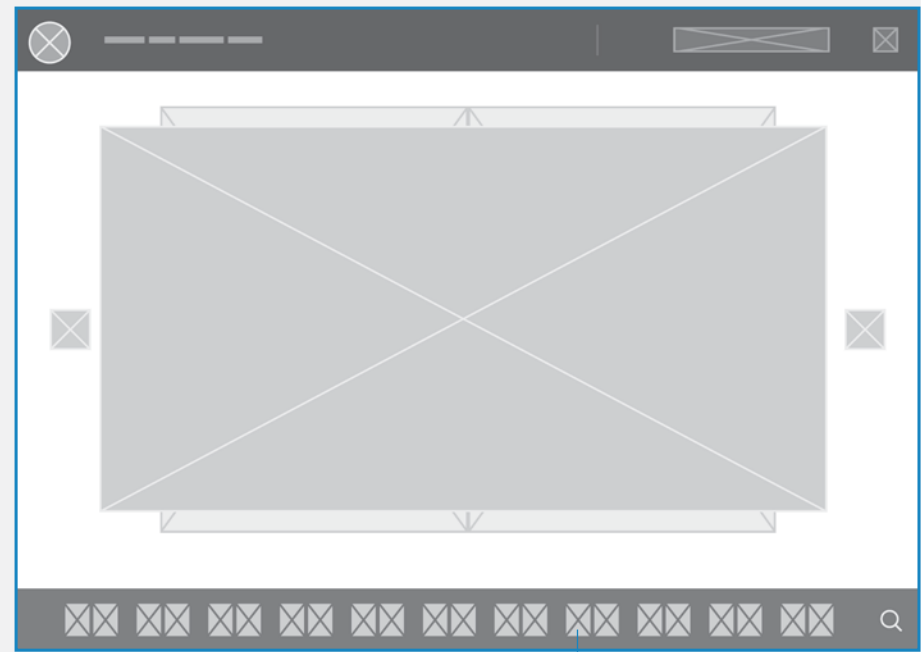
High Fidelity Prototyping

Click any of playicons to play videos on pages. This video has simple functions Play, Stop, Maximise and Volume controls

High Fidelity Prototype



Low Fidelity Prototype

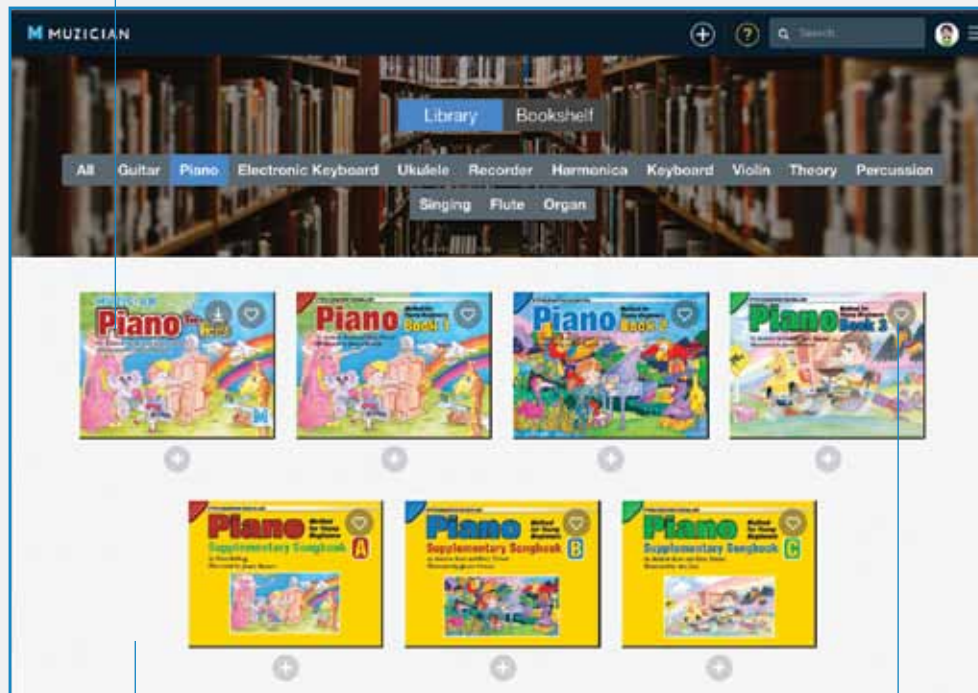


By default it shows on top of the pages and it doesn't cover thumbnail pages, so users still be able to pick different pages while watching videos

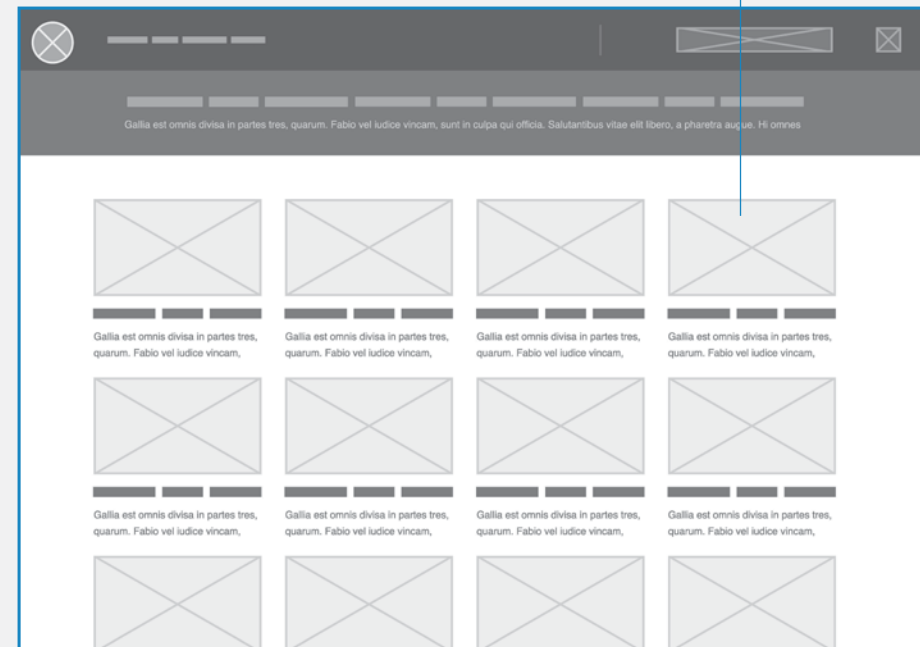
High Fidelity Prototyping

We have 4 landscape books in a row, this is an example of Guitar for Kids, to cut the cost of development we decided to keep the same template used from Adults Book mode

High Fidelity Prototype



Low Fidelity Prototype



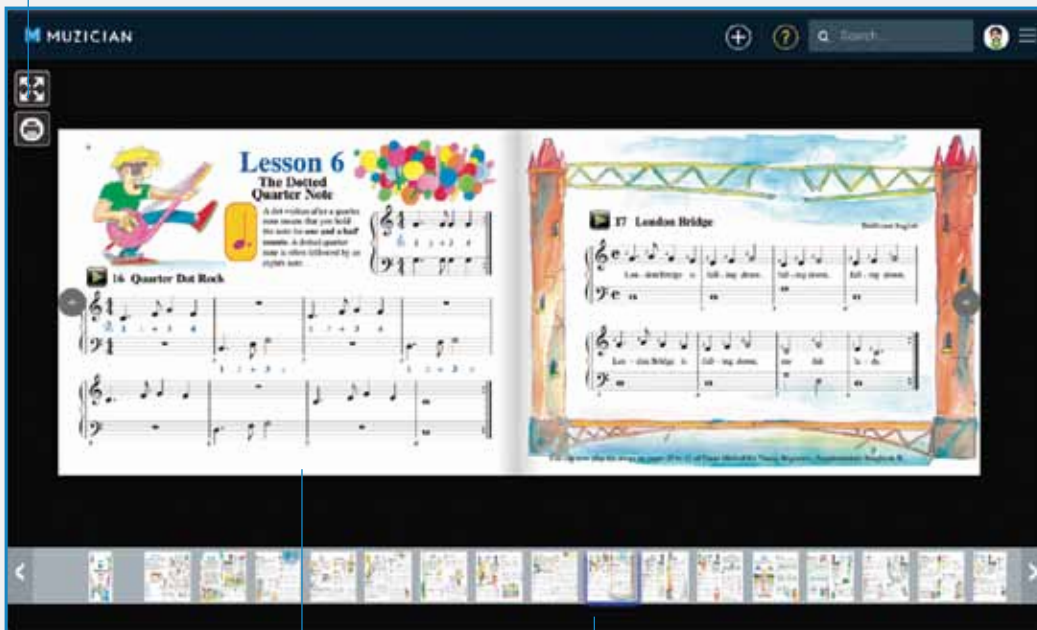
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We are developing an extra function called Animation, it will display which keys to play and indicating which keys on scores, once it is developed we will add this functionality to the Kids book mode first

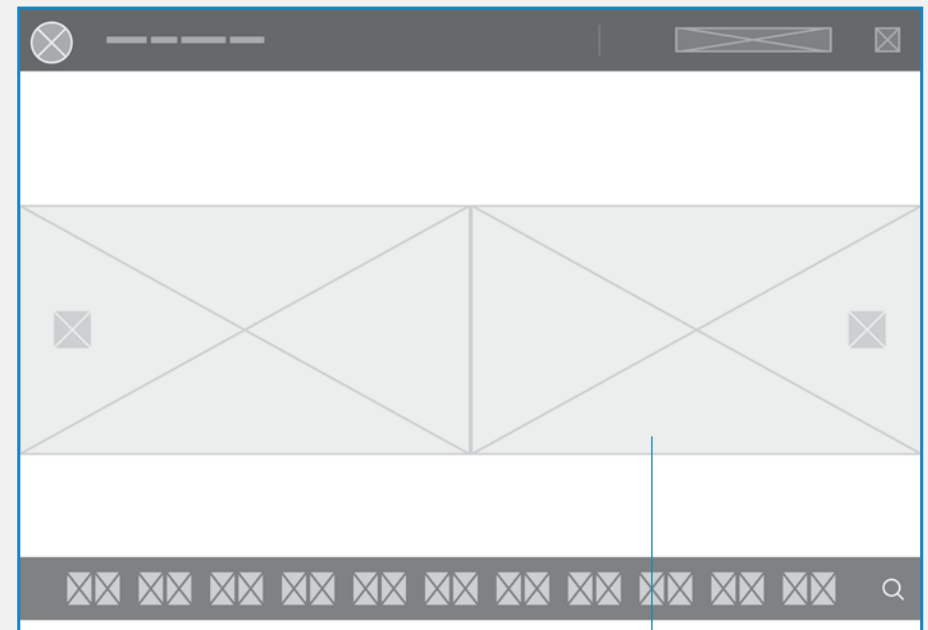
High Fidelity Prototyping

2 New functions added here, Maximise the screens and Print
We decided to add those functions by stakeholder meetings

High Fidelity Prototype



Low Fidelity Prototype



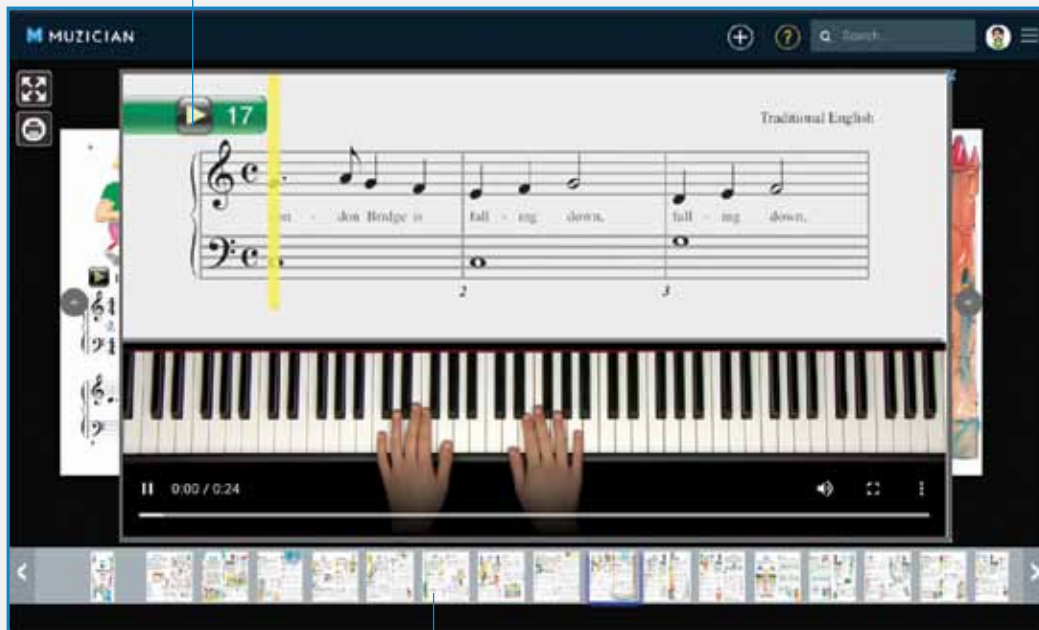
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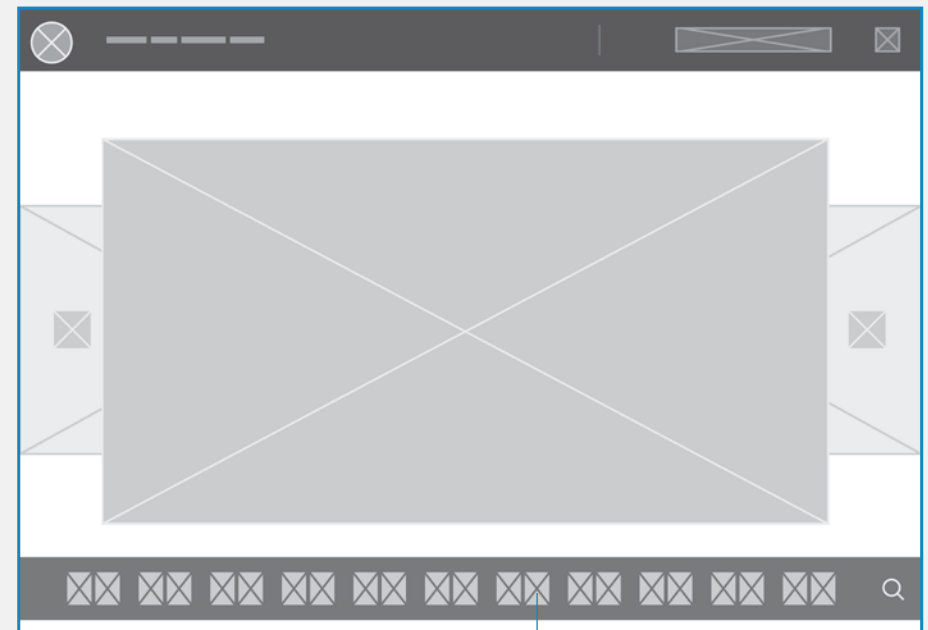
High Fidelity Prototyping

Click any of playicons to play videos on pages. This video has simple functions Play, Stop, Maximise and Volume controls

High Fidelity Prototype



Low Fidelity Prototype

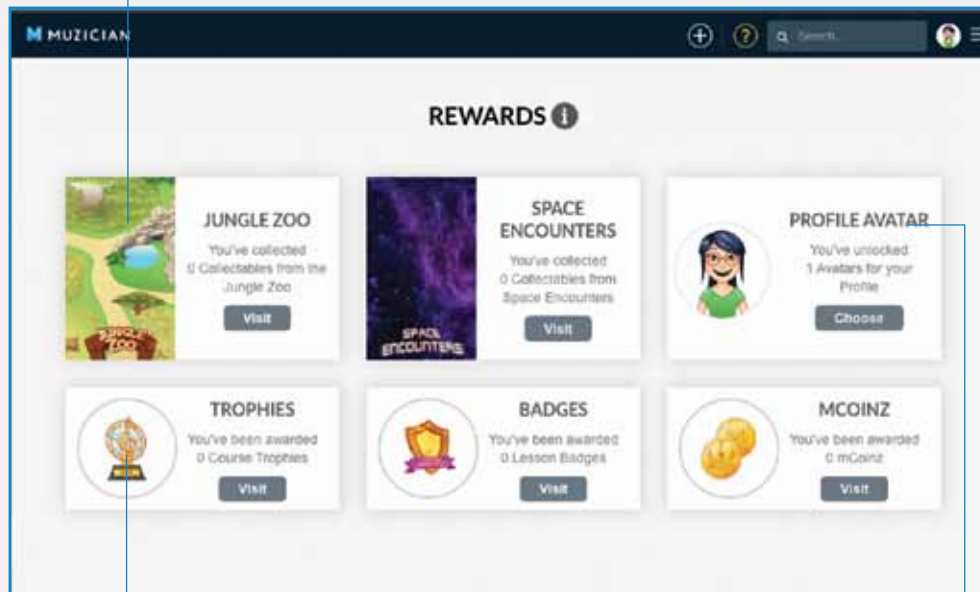


By default it shows on top of the pages and it doesn't cover thumbnail pages, so users still be able to pick different pages while watching videos

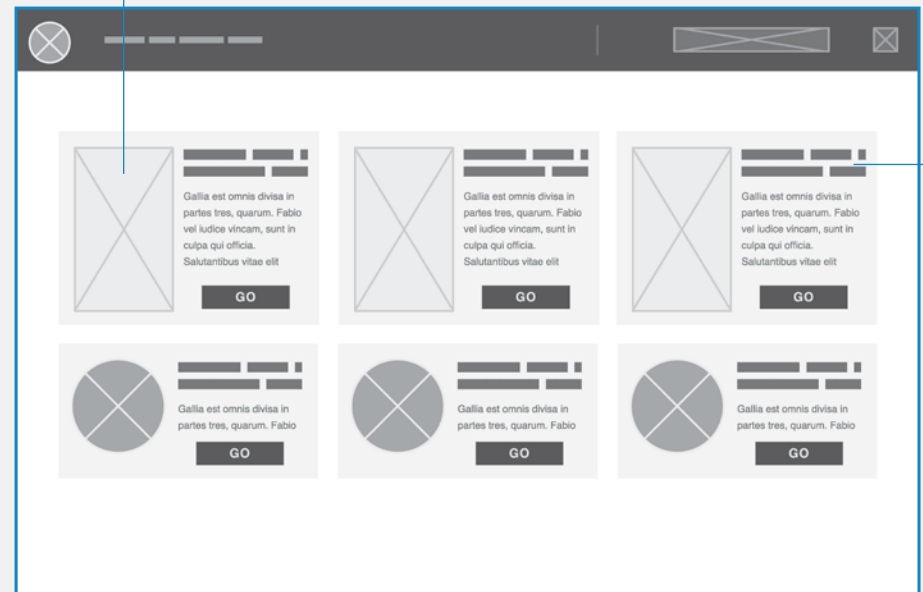
High Fidelity Prototyping

Jungle Zoo, Space Encounters are the first 2 maps for users to complete collecting. Each map contains 10 characters to collect.

High Fidelity Prototype



Low Fidelity Prototype



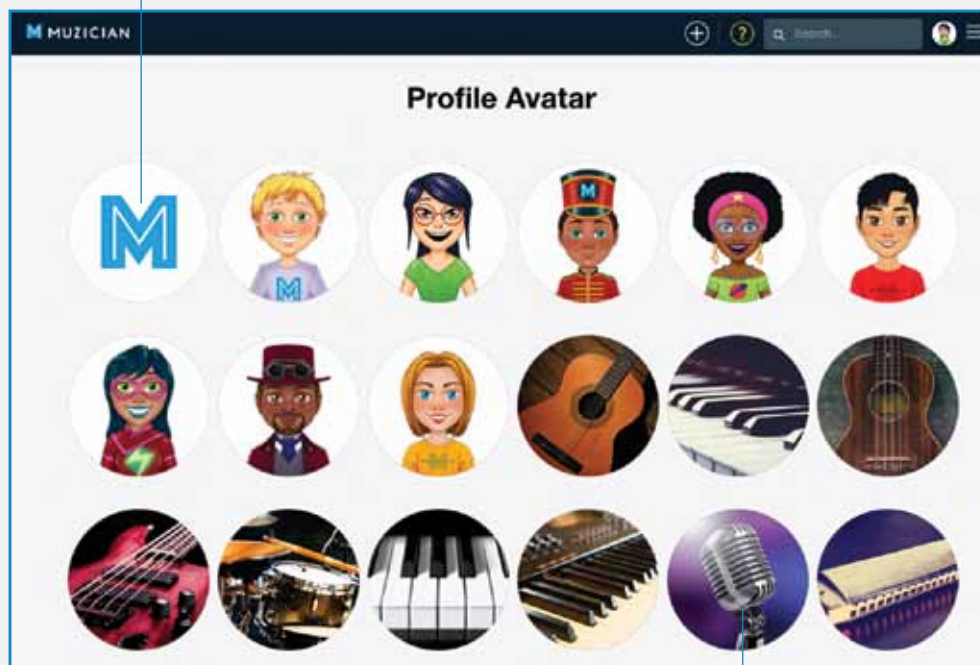
Profile avatar can change the user's profile avatar. By clicking this, it gives users choices of avatar images

There are trophies, badges and coins available in this platform, those are rewards for users when they completed courses.

High Fidelity Prototyping

Profile Avatar allows users to select any images with use of coins, they can extend availability of avatars or upload their own photo

High Fidelity Prototype



Low Fidelity Prototype

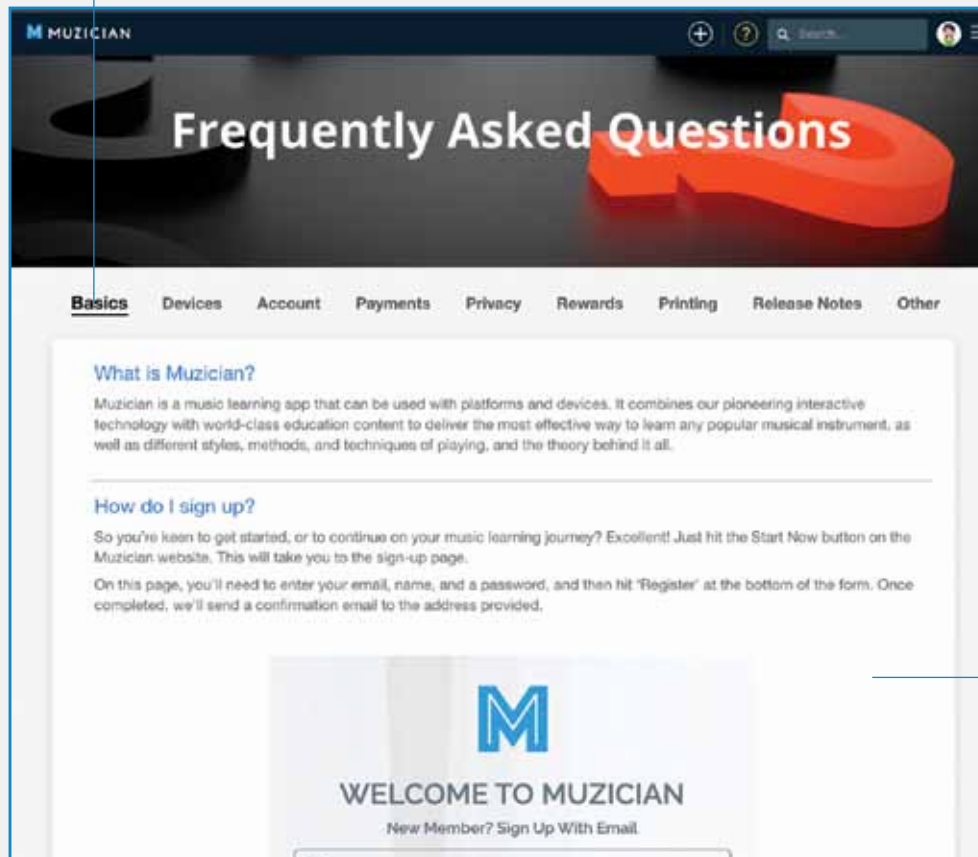


Avatars are group of human, musical instrument and cartoons, this was decided for both adults and kids users, after a stakeholder meeting, we decided not asking coins to select different avatars

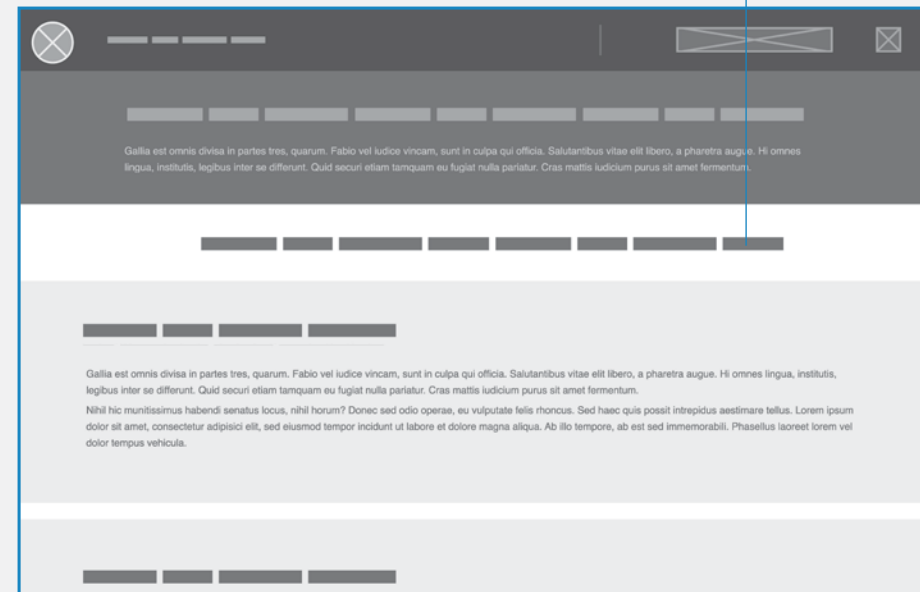
High Fidelity Prototyping

Frequently Asked Questions explaining the general enquires we received via emails and we posted here, this means we're continuously updating this page

High Fidelity Prototype



Low Fidelity Prototype



In this page, we are explaining how to upgrade the subscription plan, there are 3 types, monthly, yearly and lifetime. Every prices are different and we often do campaigns so it gives new users get discount, full descriptions explained in this page

High Fidelity Prototyping

Mobile

High Fidelity Prototype

Low Fidelity Prototype

Logo on top left, login menu link on top right

Existing books displayed here, I picked best seller books like Guitar, Piano and Kids Recorder.

Instead of having "Start" button, we added "Let's go!" to give a positive feeling to users

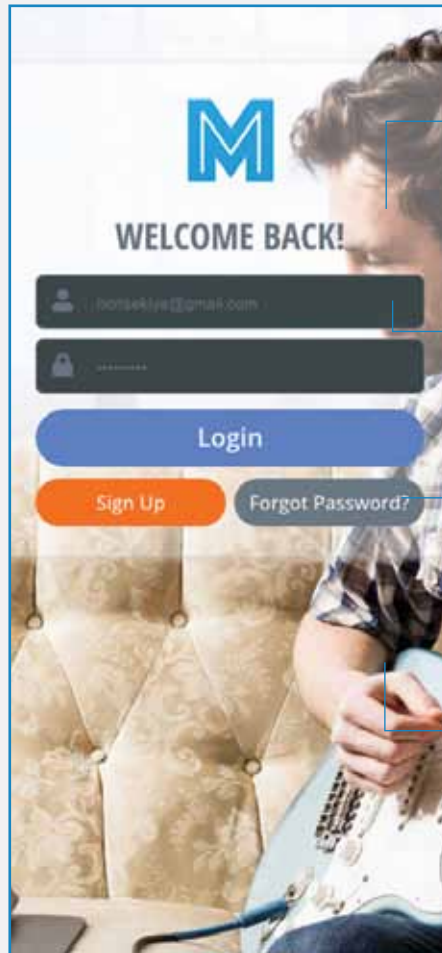
Important message saying "Credit card is not required" to do a trial of 7 days

Having an automated video here to attract users when they landed this page

High Fidelity Prototyping

Mobile

High Fidelity Prototype



Mobile version functionality is exactly the same as Desktop version, login system in the middle of the screen

All the login details in one place

Sign up and forgot password pages are accessible from those buttons

One big image of Adult learning guitar or family learning piano together used in login page

Low Fidelity Prototype



Gallia est omnis divisa in partes tres, quarum. Fabio vel iudice vincam, sunt in culpa qui officia. Salutantibus vitae elit libero, a pharetra augue. Hi omnes lingua, institutis, legibus inter se differunt. Quid securi etiam tamquam eu fugiat

High Fidelity Prototyping

Mobile

High Fidelity Prototype

Low Fidelity Prototype

I added a new icon here, it is a personal setting, user can change email, password, profile and subscription

Click menu to open overlay menu and it contains Course, Kids Course, Book, Kids Book and Log out

Users can pick their own avatar for their profile image by clicking this image

In high fidelity prototyping, I also added "Getting started" and "Enter book code" based on feedback from stakeholder meetings

After a stakeholder meeting, we decided to have shortcuts for "Course", "Kids Course", "Book" and "Kids Book" separately in this section

High Fidelity Prototyping

Mobile

High Fidelity Prototype

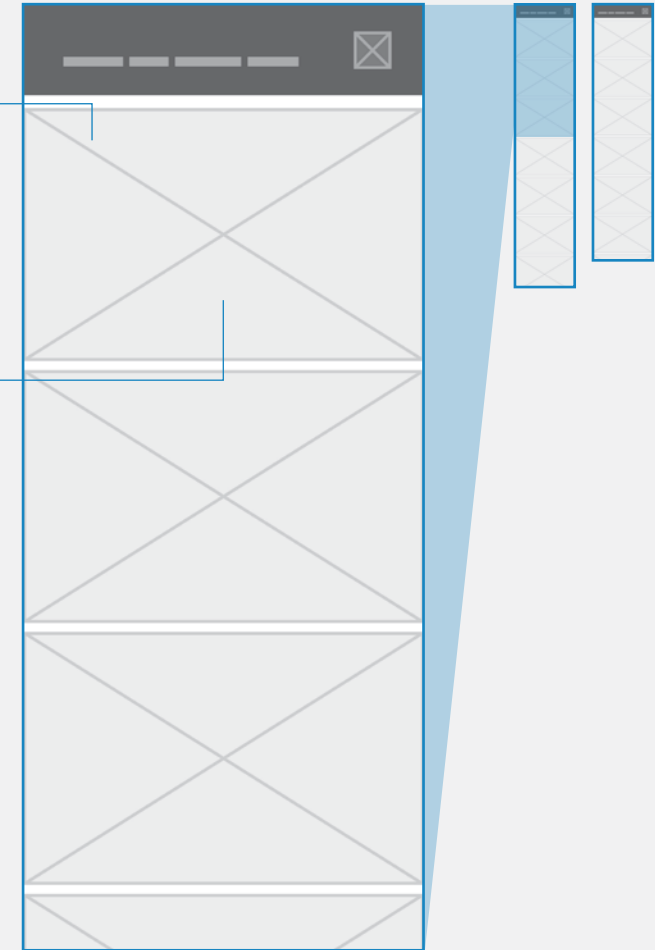


There are 19 categories in Adult Course mode, every category contains multiple courses

The images are visually intuitive for users so they can pick the instrument they want to learn by just look of it. This design is responsive for Mobile users too

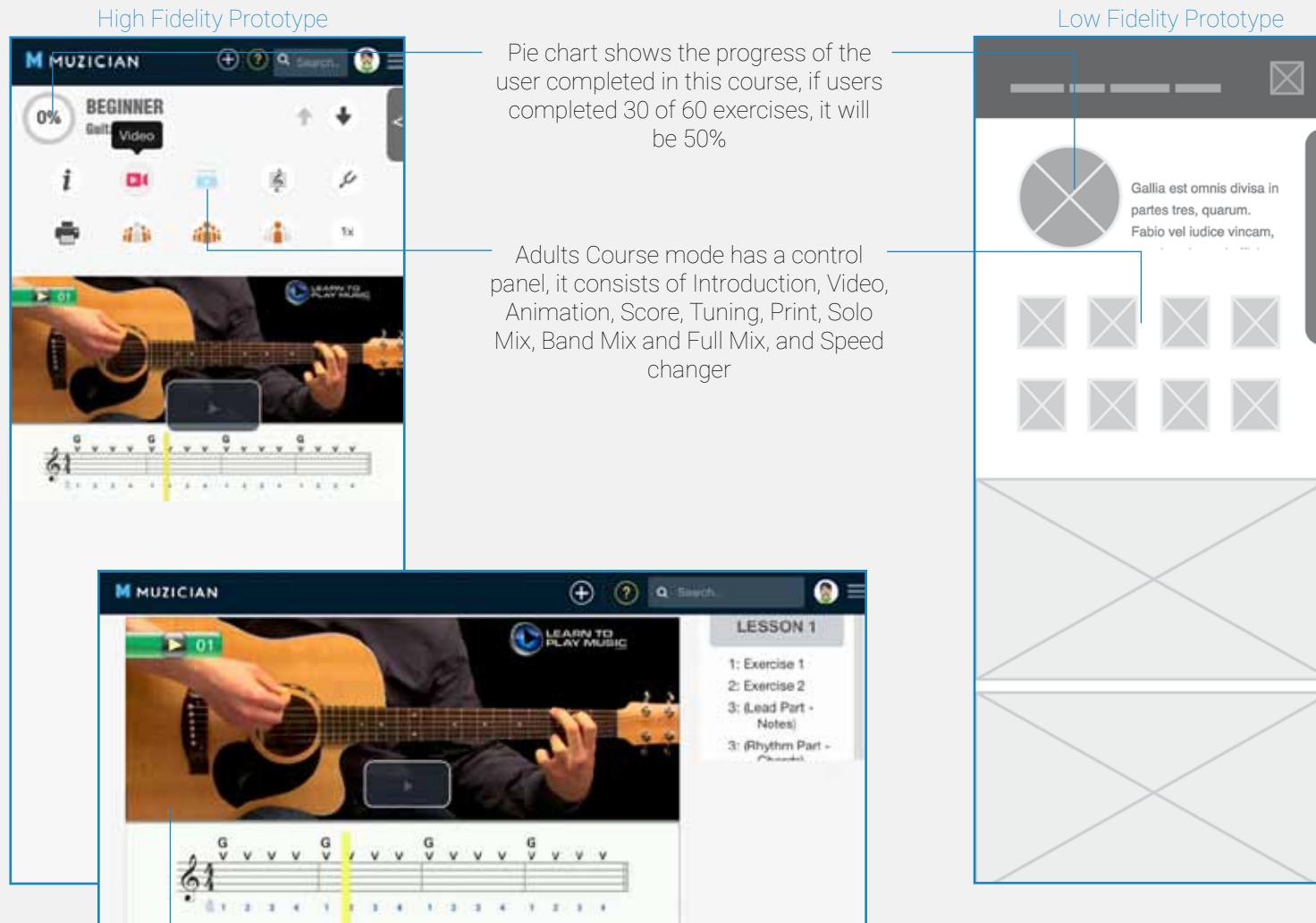
There are another page looks similar to this page called "Genre" page. it has very similar function, User will pick Genre of the musical instrument of their choice. e.g. Guitar, Rock

Low Fidelity Prototype



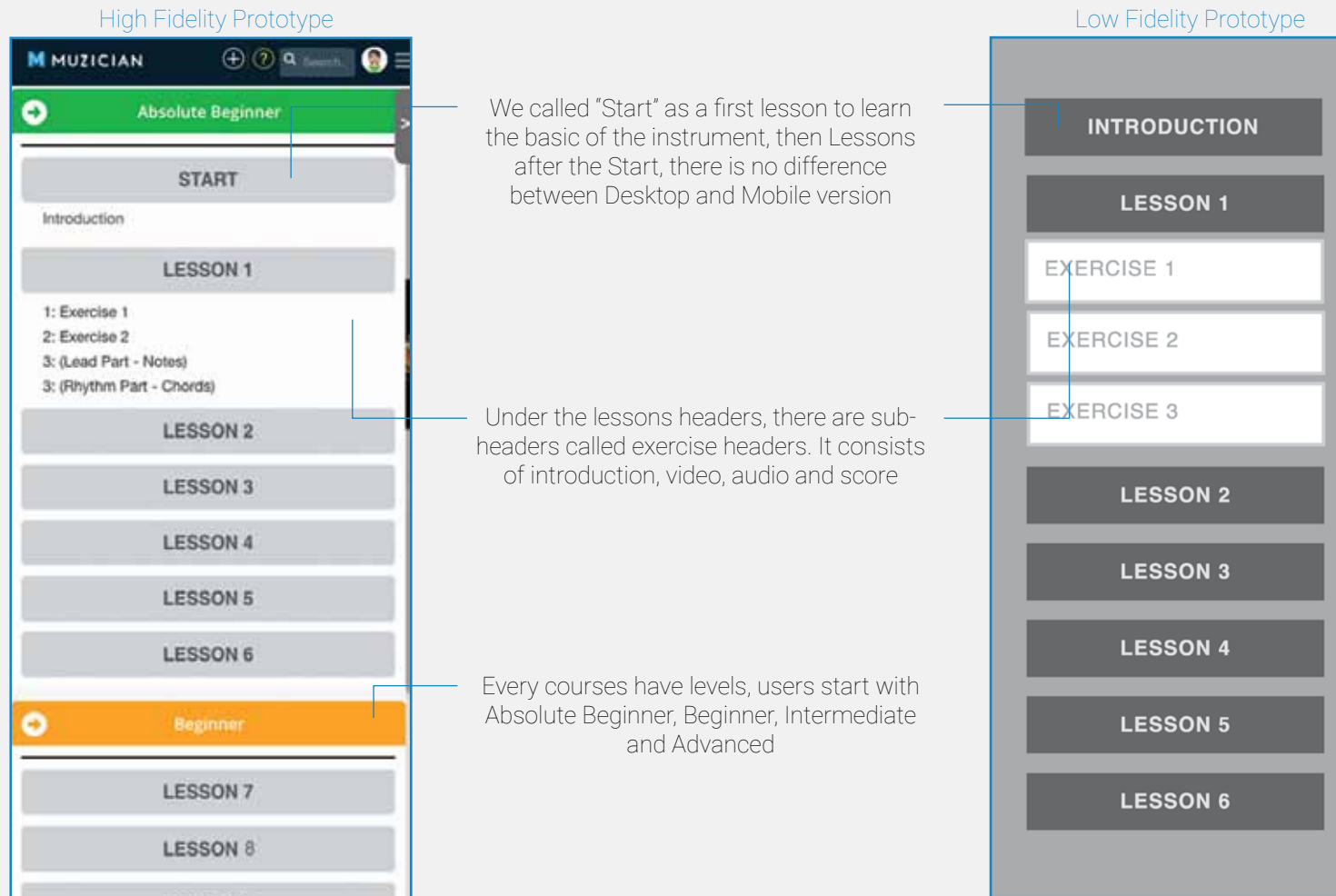
High Fidelity Prototyping

Mobile



High Fidelity Prototyping

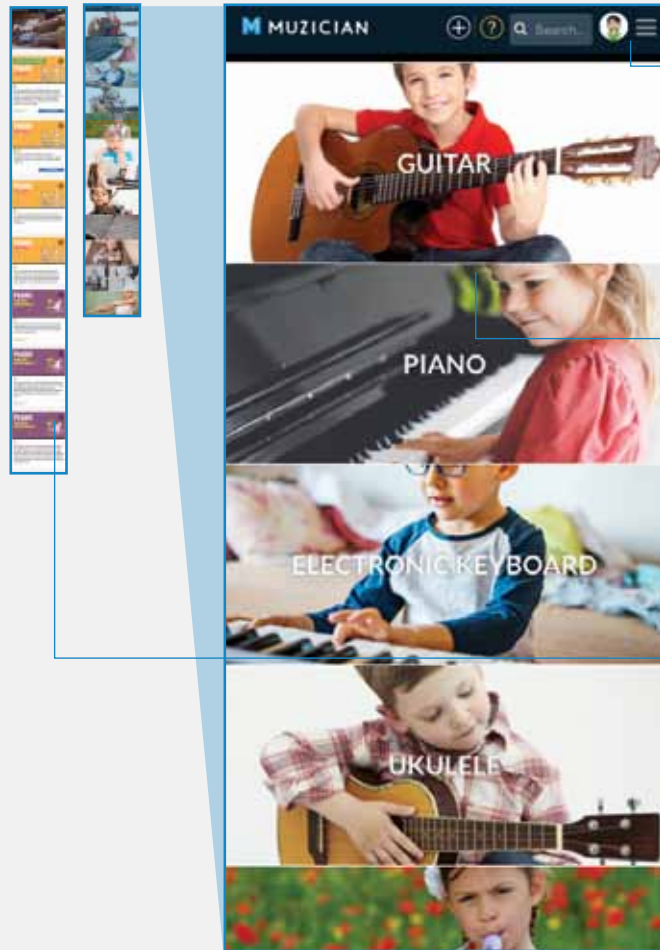
Mobile



High Fidelity Prototyping

Mobile

High Fidelity Prototype

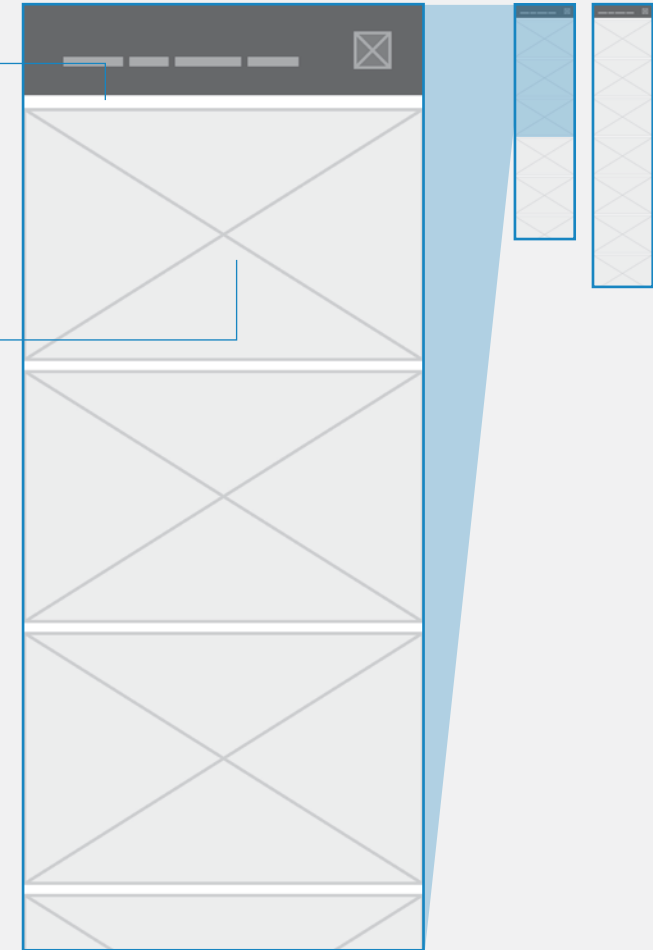


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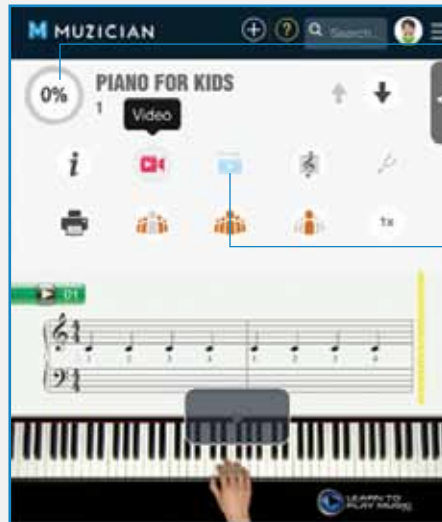
Low Fidelity Prototype



High Fidelity Prototyping

Mobile

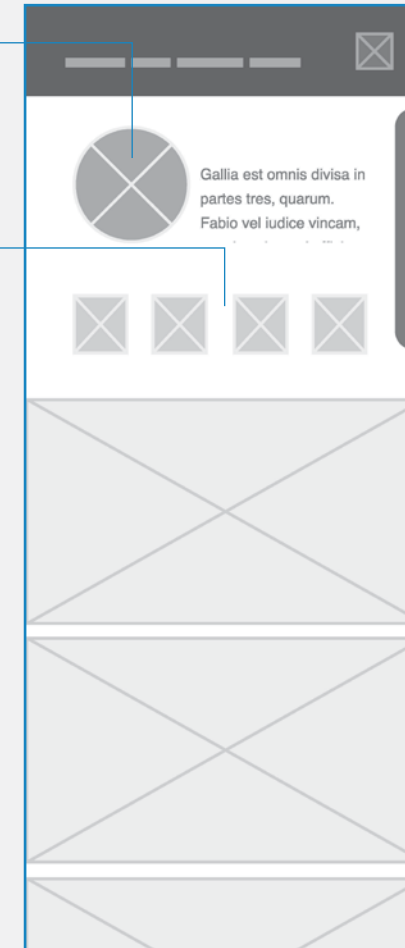
High Fidelity Prototype



Pie chart shows the progress of the user completed in this course, if users completed 30 of 60 exercises, it will be 50%

Kids Course mode also has a control panel, it consists of Introduction, Video, Animation, Score, Tuning, Print, Solo Mix, Band Mix and Full Mix, and Speed changer, same as Adult mode

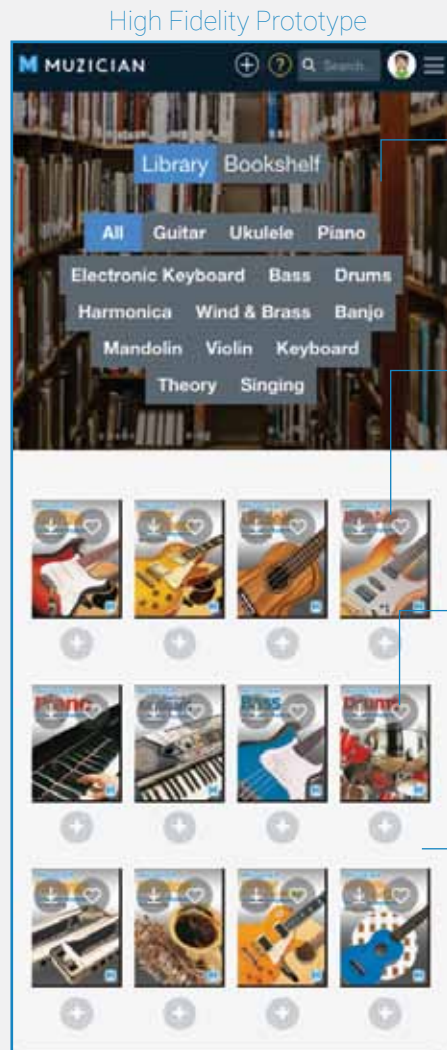
Low Fidelity Prototype



Mobile users has choice of portrait and landscape, using Mobile in landscape mode is recommended for viewing a video

High Fidelity Prototyping

Mobile

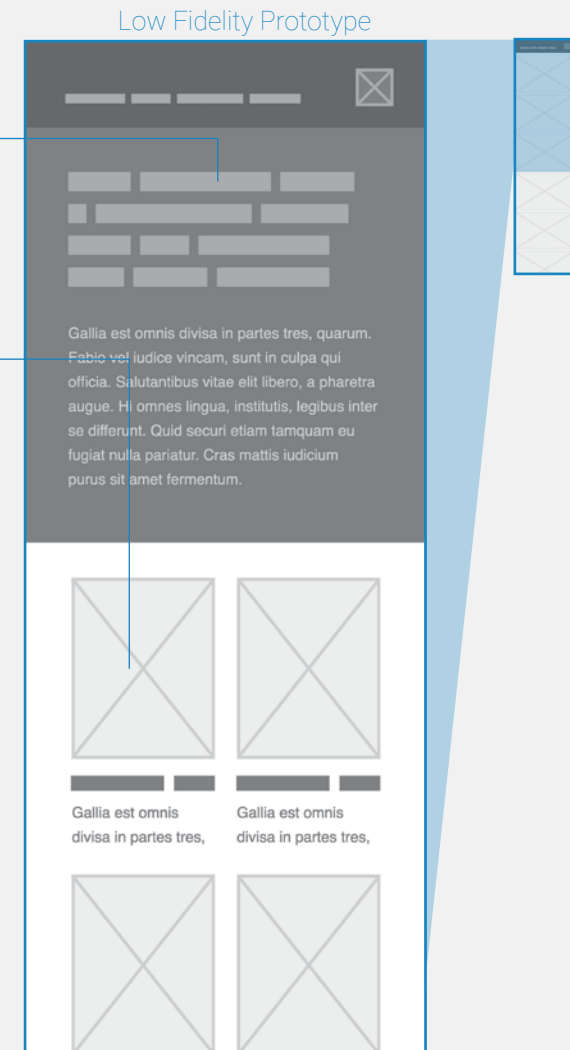


Mobile users has exactly the same function they can access just like Desktop users

We have 4 portrait books in a row, this is an example of Guitar for Adults, by default it says "All" then users can pick the genre such as Rock, Jazz, Blues etc from the control panel above

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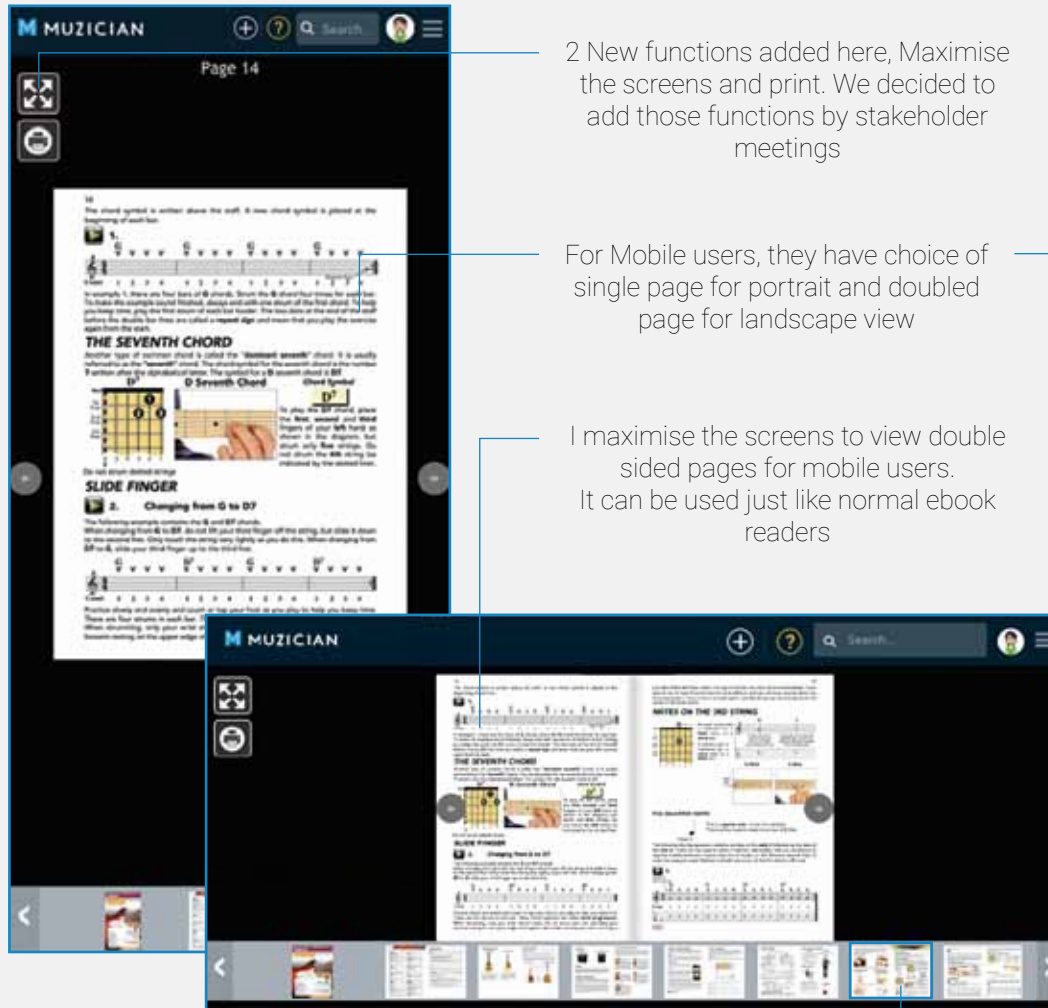
Mobile Landscape view also displays the same layout like Portrait view



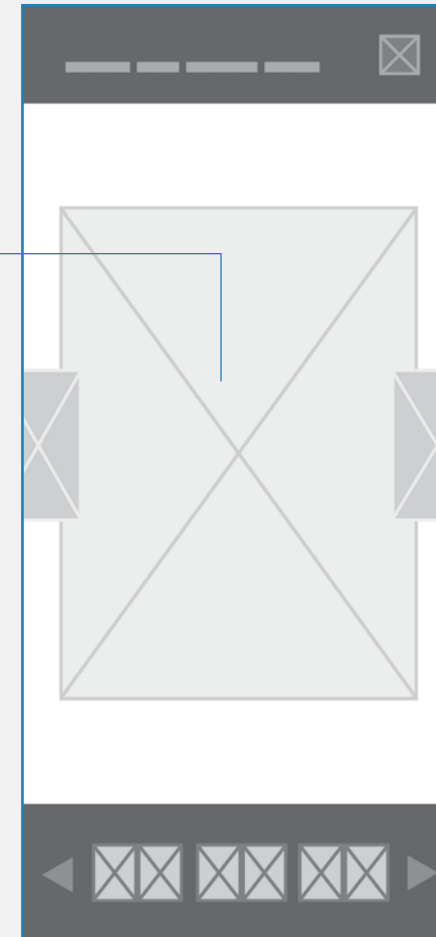
High Fidelity Prototyping

Mobile

High Fidelity Prototype



Low Fidelity Prototype

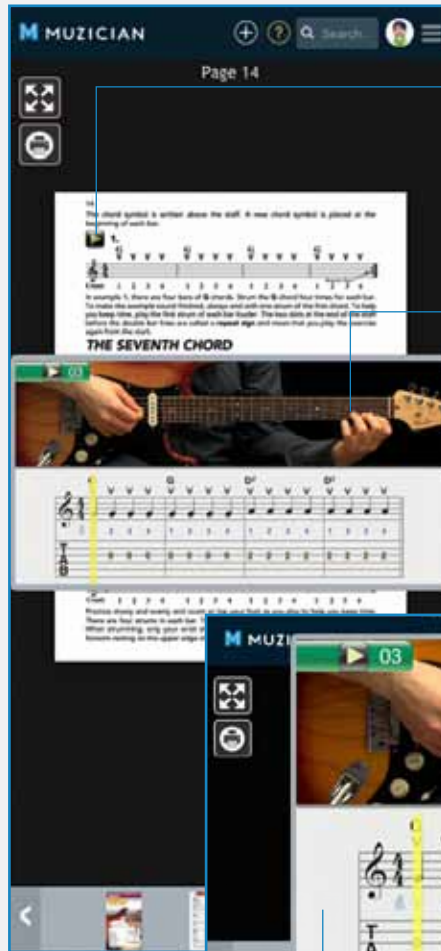


Highlighting the current pages so users know where they are and it give more options to flip pages back and front

High Fidelity Prototyping

Mobile

High Fidelity Prototype



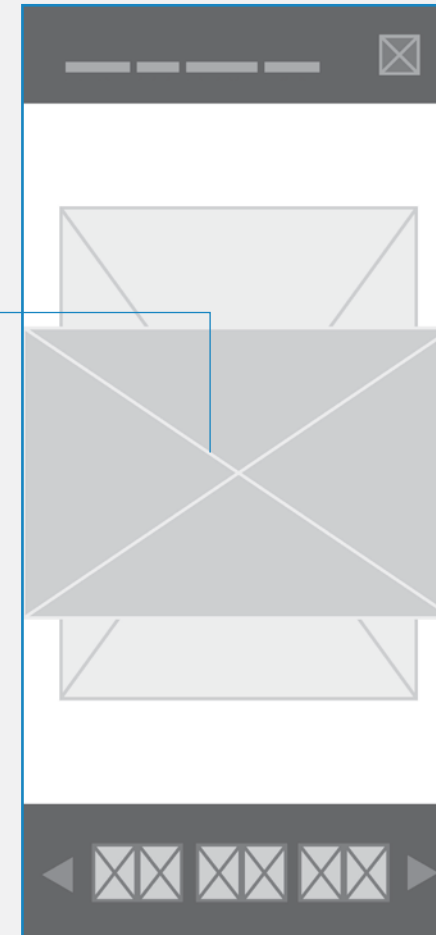
Click any of playicons to play videos on pages. This video has simple functions Play, Stop, Maximise and Volume controls

By default it shows on top of the pages and it doesn't cover thumbnail pages, so users still be able to pick different pages while watching videos



Book view is optimised for landscape mode for mobile users, as it displays better than portrait view

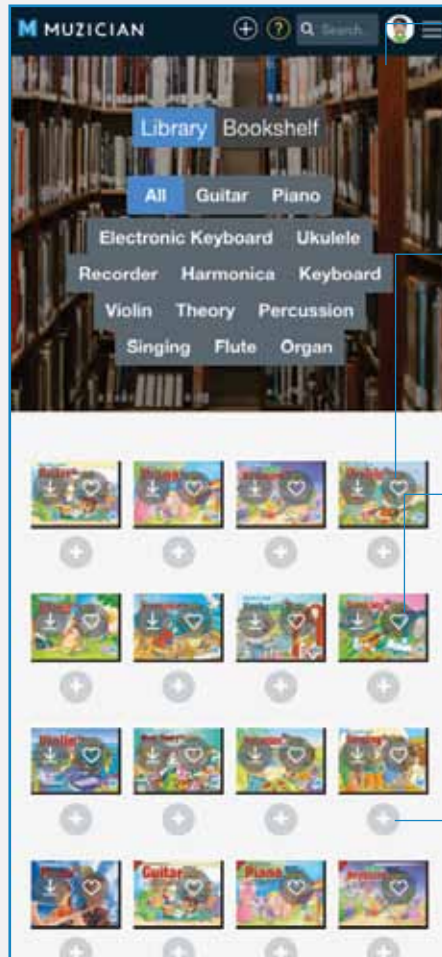
Low Fidelity Prototype



High Fidelity Prototyping

Mobile

High Fidelity Prototype



Mobile users has exactly the same function they can access just like Desktop users

We have 4 landscape books in a row, this is an example of Guitar for Kids, to cut the cost of development we decided to keep the same template used from Adults Book mode

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Just like Adult book mode, there are "+" icon to add this into the bookshelf, this means users can customise the bookshelf, I also included "bookmarking" and "download" functions for users.

Low Fidelity Prototype



Gallia est omnis divisa in partes tres, quarum. Fabio vel iudice vincam, sunt in culpa qui officia. Salutatibus vitae elit libero, a pharetra augue. Hi omnes lingua, institutis, legibus inter se differunt. Quid securi etiam tamquam eu fugiat nulla pariat. Cras mattis iudicium purus sit amet fermentum.



Gallia est omnis divisa in partes tres, Gallia est omnis divisa in partes tres,

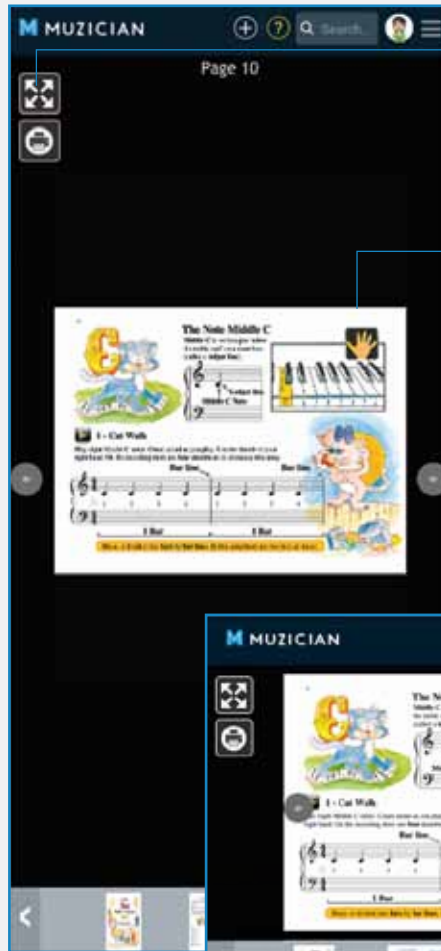


Gallia est omnis divisa in partes tres, Gallia est omnis divisa in partes tres,

High Fidelity Prototyping

Mobile

High Fidelity Prototype



2 New functions added here, Maximise the screens and print. We decided to add those functions by stakeholder meetings

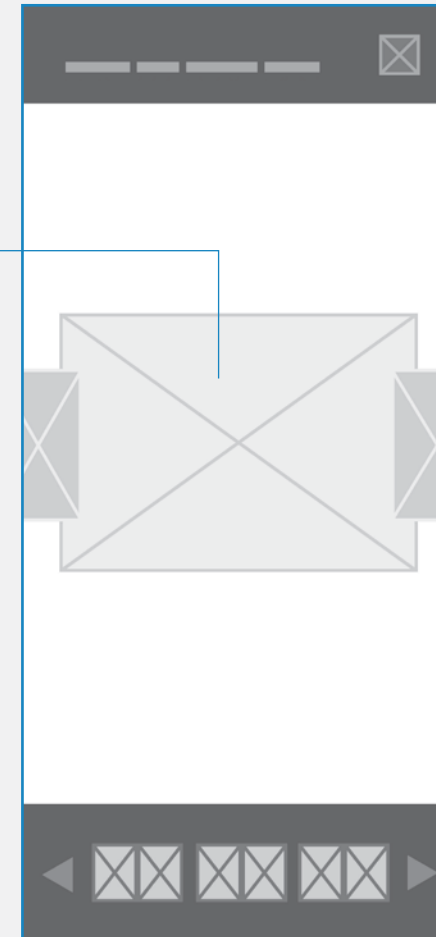
For Mobile users, they have choice of single page for portrait and doubled page for landscape view,

Kids books are landscape books so it is recommended to use landscape view to maximise the functionality



Highlighting the current pages so users know where they are and it give more options to flip pages back and front

Low Fidelity Prototype



High Fidelity Prototyping

Mobile

High Fidelity Prototype

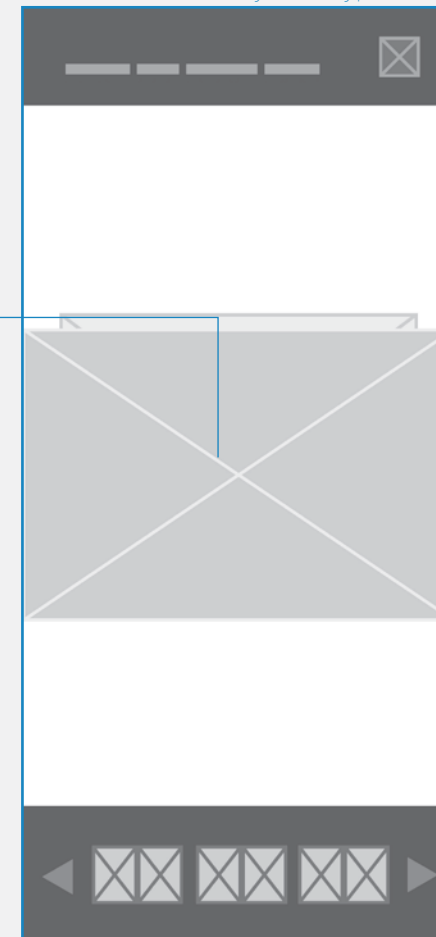


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Low Fidelity Prototype



High Fidelity Prototyping

Mobile

High Fidelity Prototype

Low Fidelity Prototype

Reward page also have same functions for Mobile users like Desktop users

Jungle Zoo, Space Encounters are the first 2 maps for users to complete collecting. Each map contains 10 characters to collect.

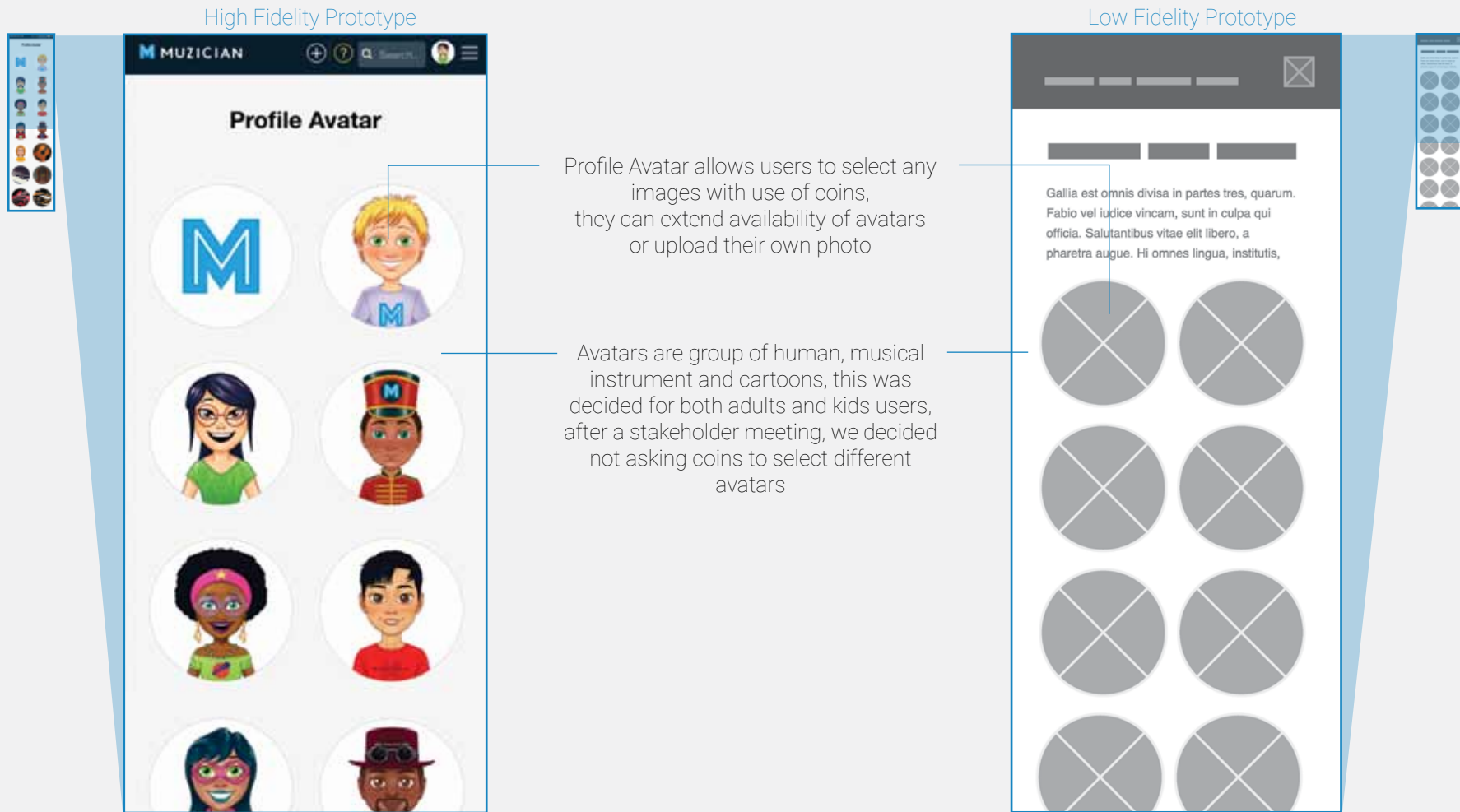
Profile avatar can change the user's profile avatar. By clicking this, it gives users choices of avatar images

Reward page contains badges, trophies and coin page at the bottom of the page

The image displays two mobile app prototypes side-by-side. The left prototype is a high-fidelity design for a 'REWARDS' page. It features a dark header with the 'MUZICIAN' logo and navigation icons. Below the header, there are three main sections: 'JUNGLE ZOO' with a jungle-themed image and text indicating 0 collectibles; 'SPACE ENCOUNTERS' with a space-themed image and text indicating 0 collectibles; and 'PROFILE AVATAR' with a cartoon avatar and text indicating 1 unlocked avatar. Each section has a 'Visit' or 'Choose' button. The right prototype is a low-fidelity wireframe of the same page. It uses grey boxes for images and text, and a 'GO' button for each section. The text in the wireframe is placeholder Latin: 'Gallia est omnis divisa in partes tres, quarum. Fabio vel iudice vincam, sunt in culpa qui officia.' Blue lines connect the descriptive text to the corresponding elements in both prototypes.

High Fidelity Prototyping

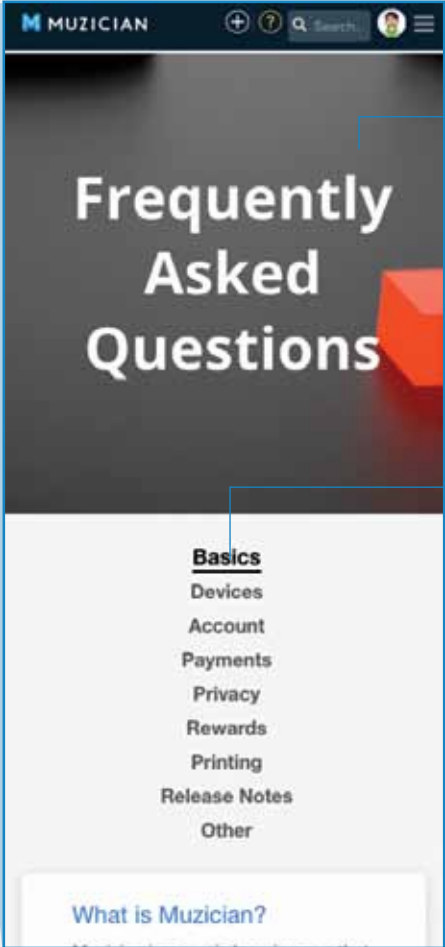
Mobile



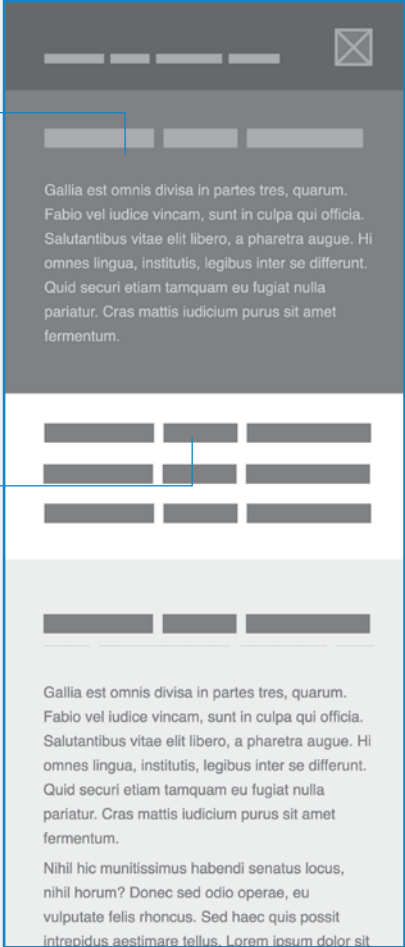
High Fidelity Prototyping

Mobile

High Fidelity Prototype



Low Fidelity Prototype



Frequently Asked Questions explaining the general enquires we received via emails and we posted here, this means we're continuously updating this page

In this page, we are explaining how to upgrade the subscription plan, there are 3 types, monthly, yearly and lifetime. Every prices are different and we often do campaigns so it gives new users get discount, full descriptions explained in this page

Basics
Devices
Account
Payments
Privacy
Rewards
Printing
Release Notes
Other

What is Muzician?

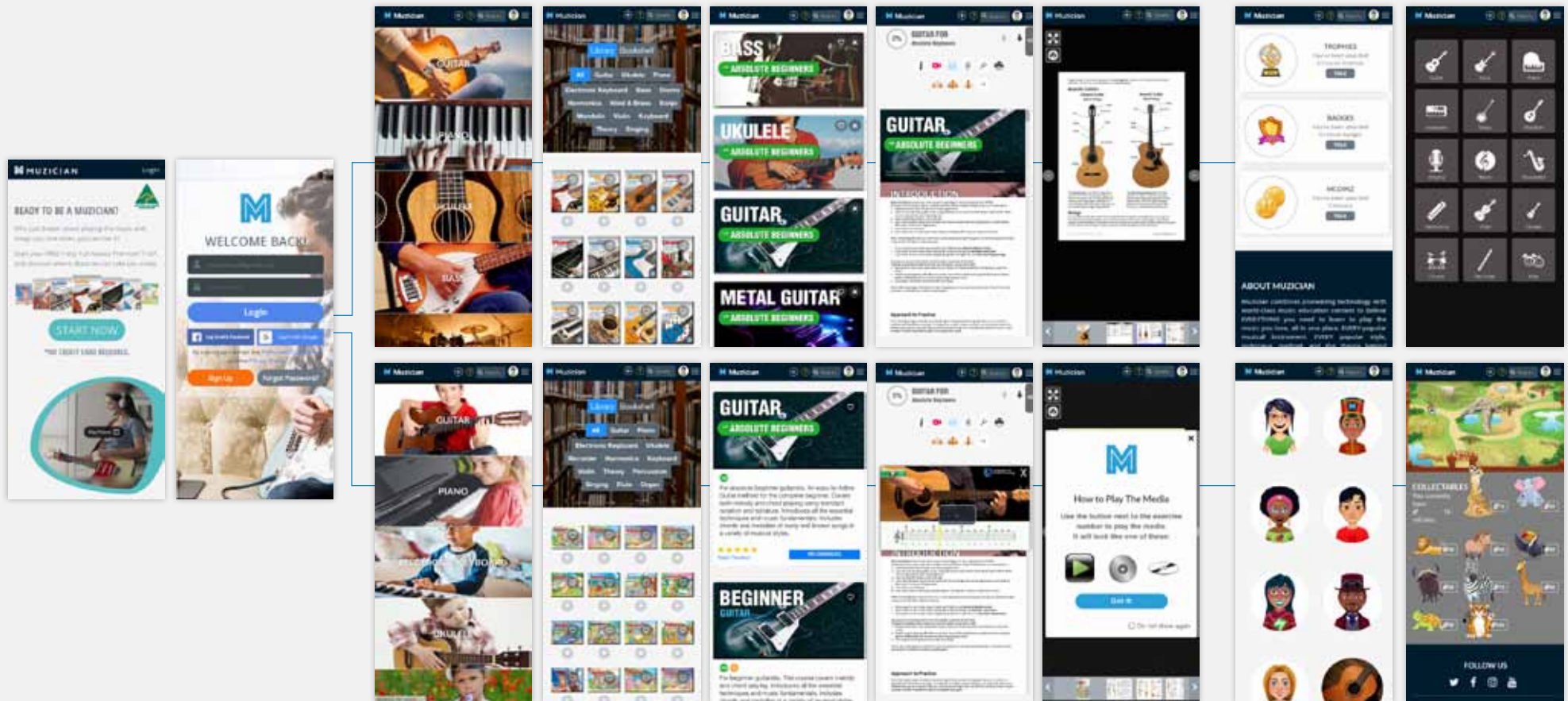
Gallia est omnis divisa in partes tres, quarum. Fabio vel iudice vincam, sunt in culpa qui officia. Salutantibus vitae elit libero, a pharetra augue. Hi omnes lingua, institutis, legibus inter se differunt. Quid securi etiam tamquam eu fugiat nulla pariatur. Cras mattis iudicium purus sit amet fermentum.

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Nihil hic munitissimus habendi senatus locus, nihil horum? Donec sed odio operae, eu vulputate felis rhoncus. Sed haec quis possit intractidus aestimare tellus. Lorem ipsum dolor sit

High Fidelity Prototyping

Overview



Iterations from User Testing

After persona user testing, I've discovered a few more improvements I can add before we launch the platform

Persona 1 (Damien)

- Persona 1 Test user struggled to log in, more methods to login such as **Google, Facebook API login** are required to shortcut the email authorisation.
- Current system (Muzician web reader) wasn't ideal to share between Adults and Kids, new system needs to be able **use both Adults and Kids contents seamlessly**
- Add more reward system to entertain Kids, maybe **new user interface designed for Kids** to be considered in future upgrades

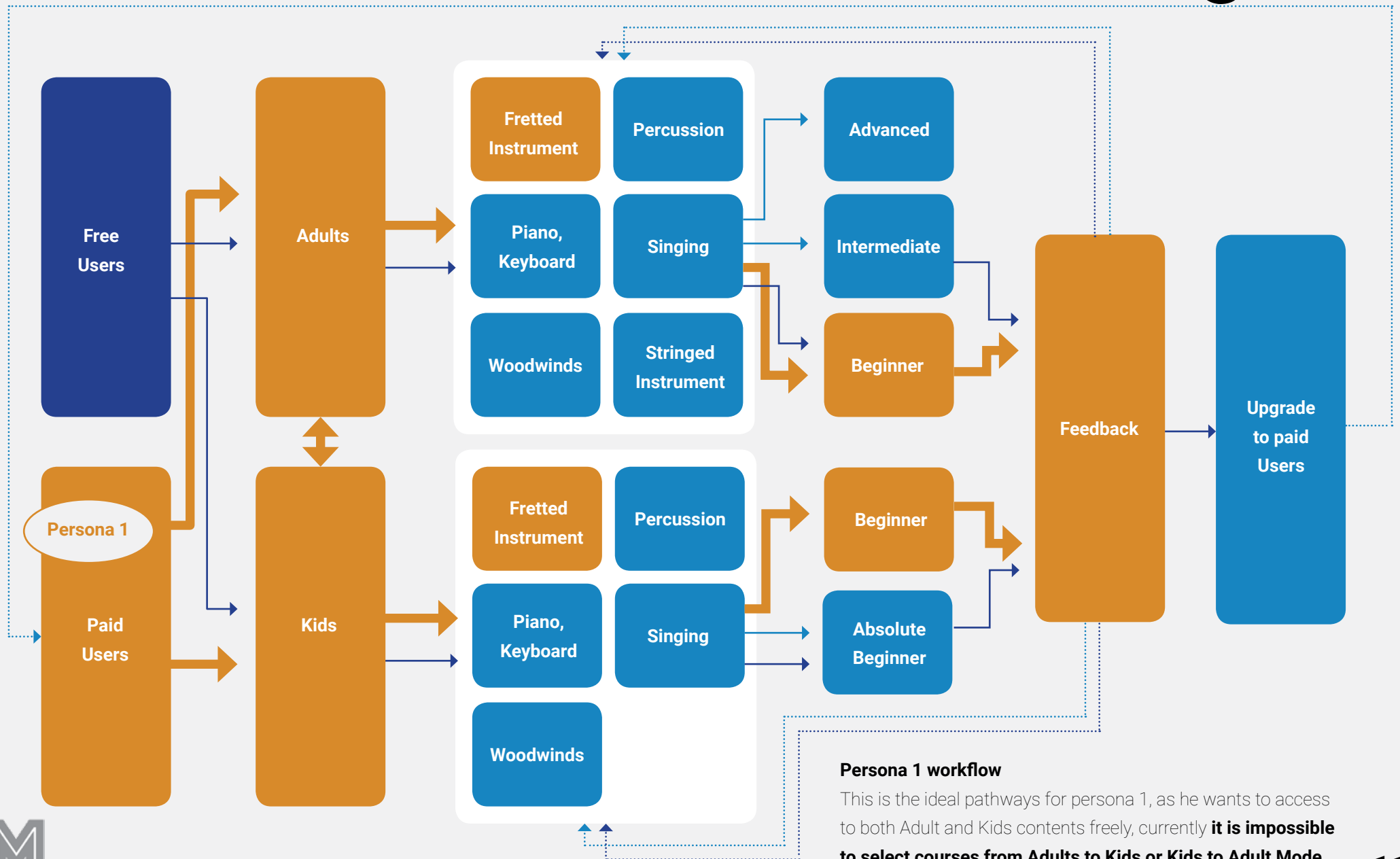
Persona 2 (Richard)

- Persona 2 Test user tried to practise Violin (Not a real instrument but holding similar shape for testing) he complaint that it is difficult when he sees thumbnail views and extra functions, he **only wanted to watch videos while practising**.
- The design was not smart enough to hide things you don't want to see, **hiding thumbnail option is required** for book view
- There were enough contents for Violin but I was still not sure which course I should study, navigation or **assistant system to tell me what is my first course to practise is required**

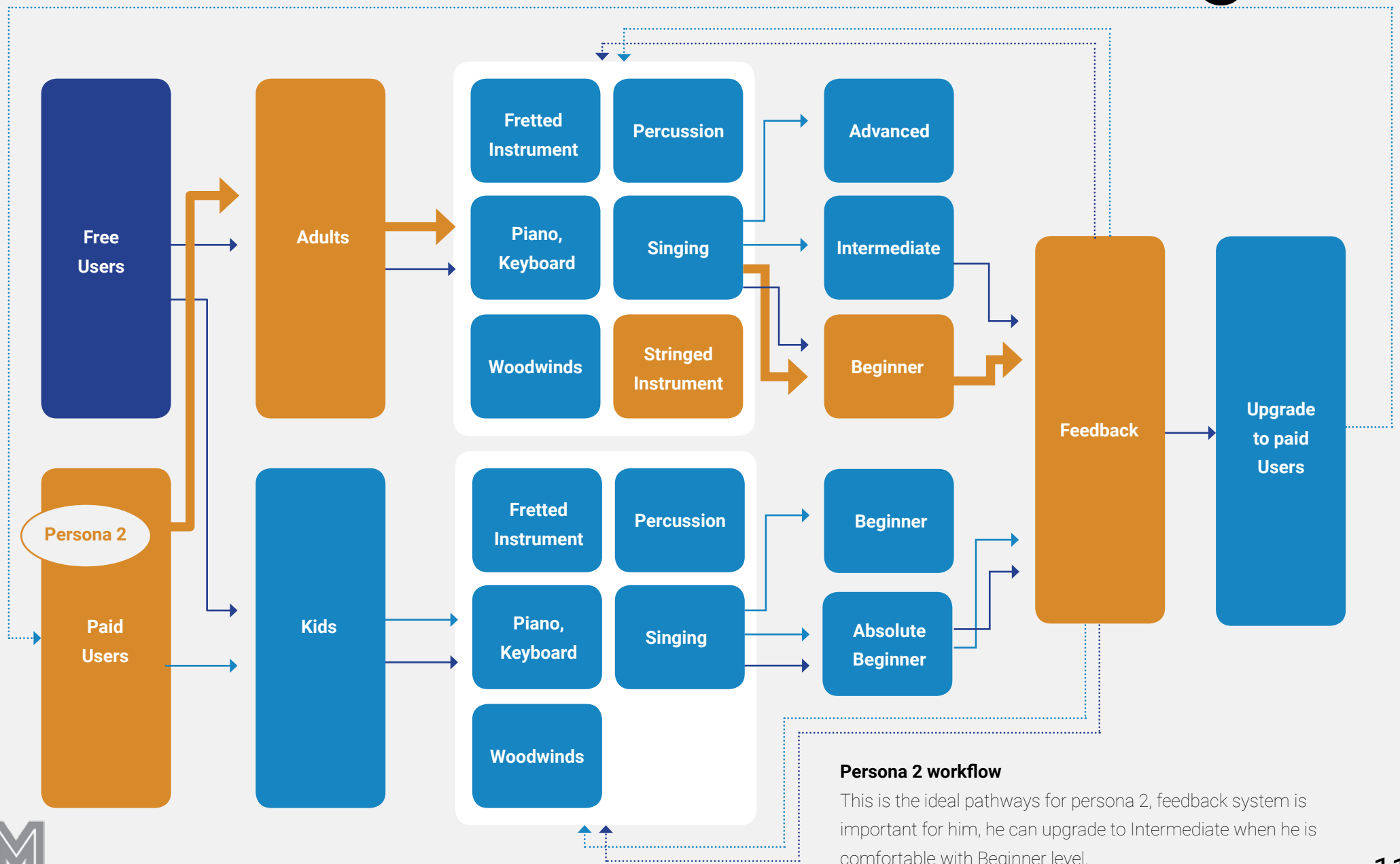
Persona 3 (Melissa)

- There were not enough Singing materials, when do I get noticed when more contents are available? **Notifications of new updates for users are required**
- My eyes were easy to feel tired when I was watching white background, is there any dark mode? **Eye friendly mode is required**
- For professional singer, she might not need "Advanced" material available in Muzician, it only tells general techniques not advanced enough, are you going to create more advanced materials? **Advanced materials for singing are required, research first**

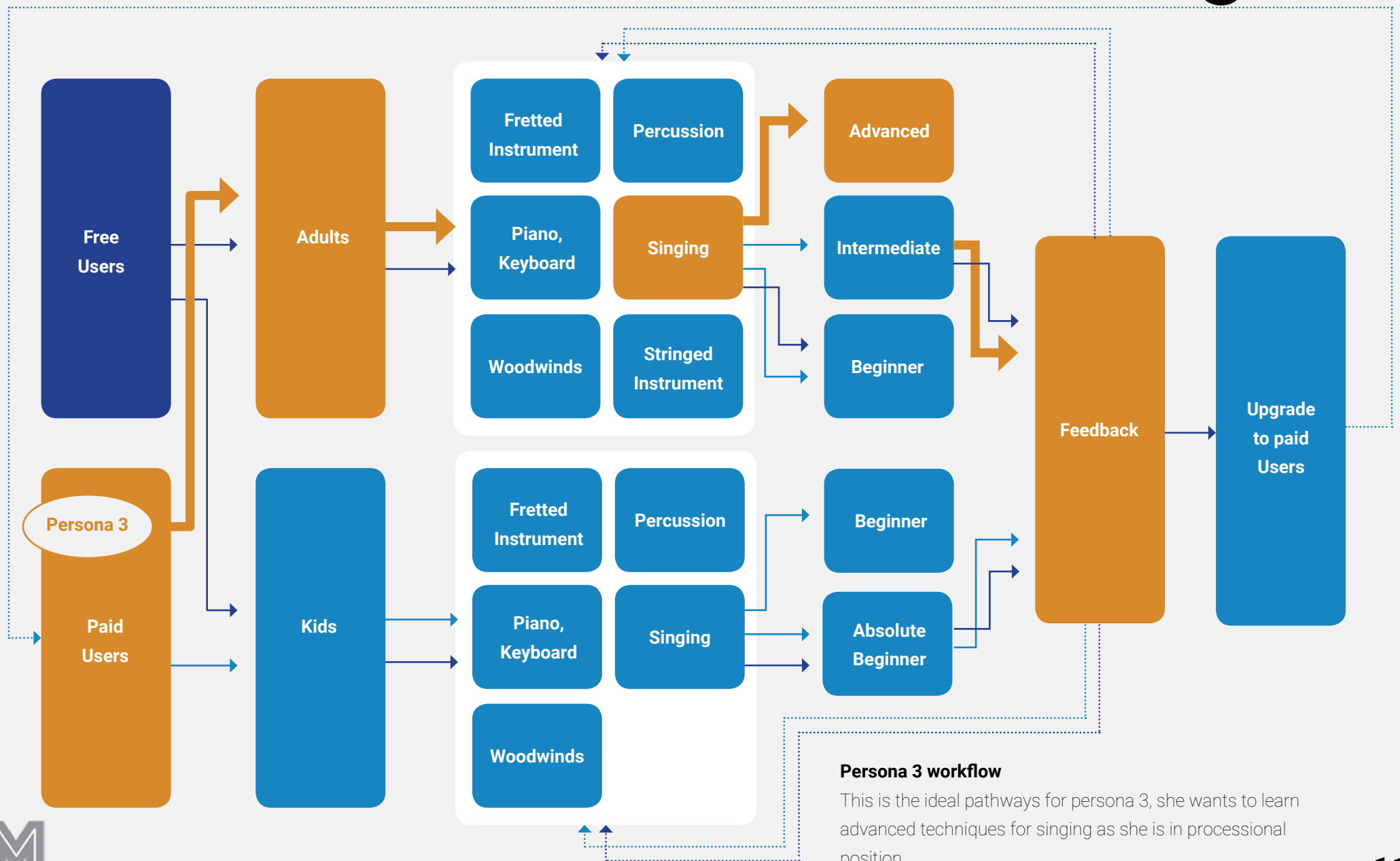
Iterations from User Testing



Iterations from User Testing



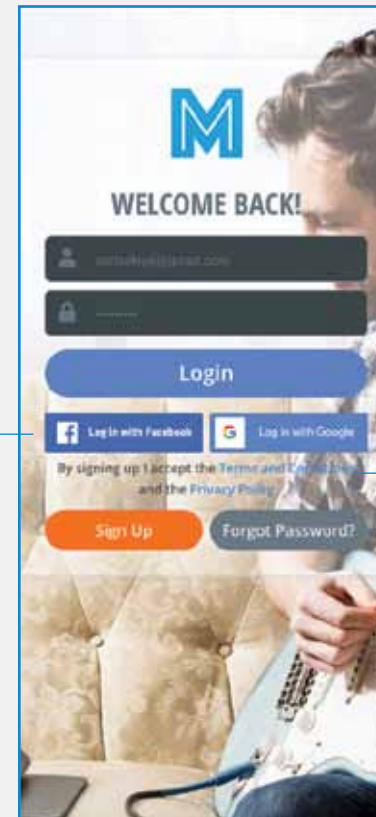
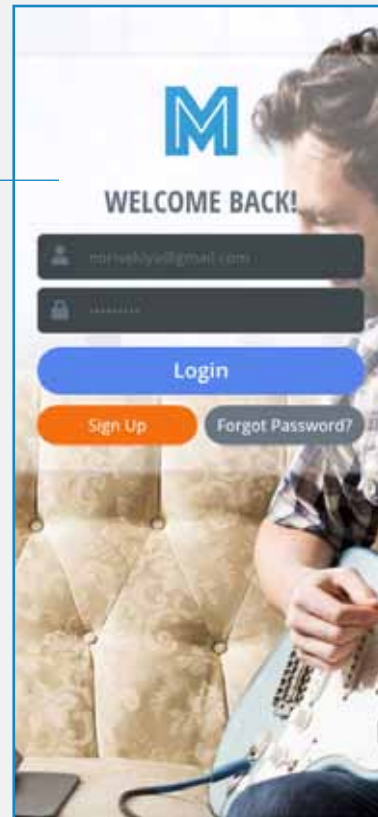
Iterations from User Testing



Final Alterations

In this stage, we updated some functionality based on feedback we received from Persona User Testing

- Both Desktop and Mobile have same updates for this page



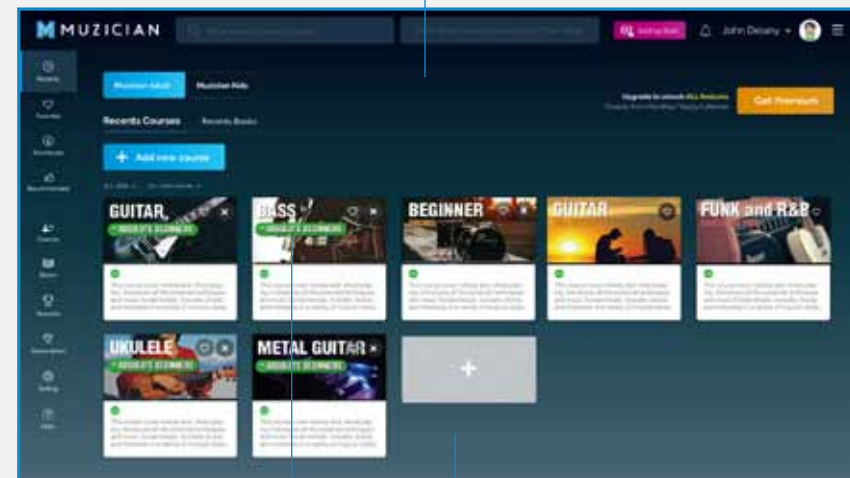
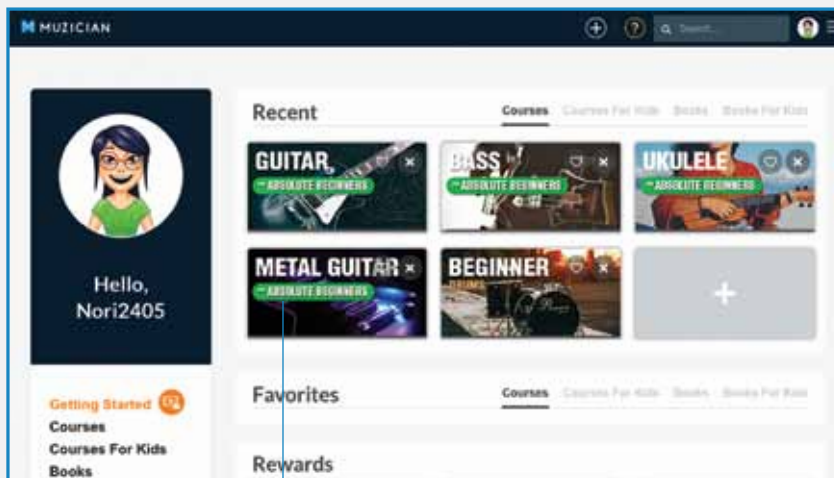
- More options to improve the usability of signup system to expect increase numbers of subscribers
- Some information of privacy and term & conditions explained here

- Right now, just like Test Users suggested me, we should have Google and Facebook API available to shortcut email authorisations

Final Alterations

In this stage, we updated some functionality based on feedback we received from Persona User Testing

- Based on User Testing, we also made Dark mode (Dark Blue mode) available for users so the users feel less tired while using our platform

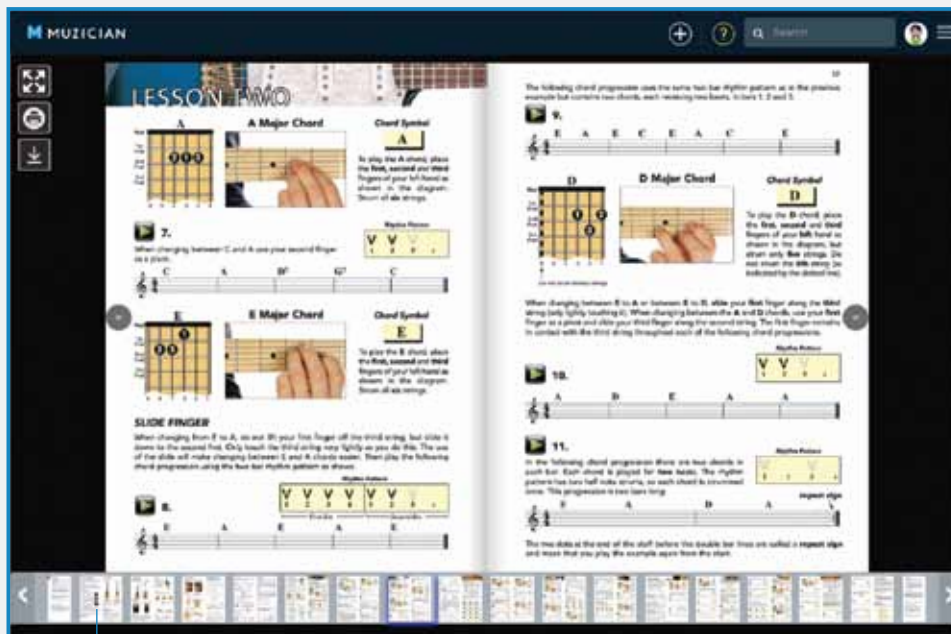


- We used to have 4 different divisions course, kids course, book and kids books. Having all in one system was considered for future upgrade
- Having all the main features in one single page is required to speed up the platform for large traffics

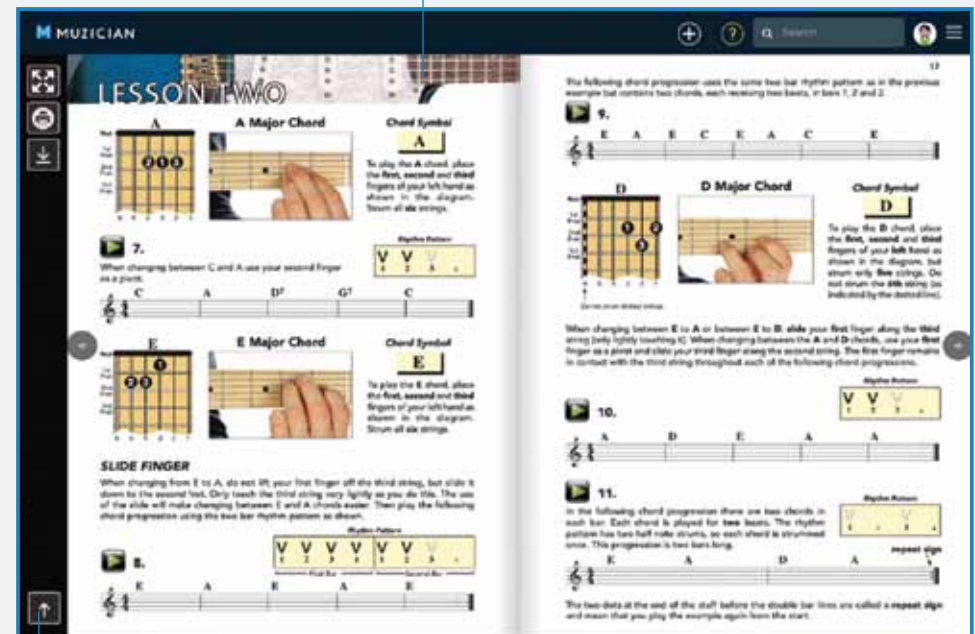
Final Alterations

In this stage, we updated some functionality based on feedback we received from Persona User Testing

- We maximise the pages so users do not need to click button to maximise the screen for every time (Desktop users only)



- We still keep this thumbnail pages because some people still believe this is very convenient to flip pages



- I added a function to hide the thumbnail pages here, so users can always show and hide the thumbnail pages depend on the situations of the users

Outcome and Next Steps

Muzician was a real deal that required a lot of user researches and analyses of human centred designs of interactions, finally the ideal musical learning platform has completed and maintained well today.

I've learnt so much potentials of Muzician (online music learning platform) and now it is currently in place for experimenting. With my 12 years of experience in UX designs, I've suggested following new features should be added to the future version of Muzician.

Short-term goal

The platform was responsive and works on both mobile and desktop, now we need to focus on creating new looks for Kids to visually more attractive, currently it looks modern but not ideal to attract Kids, Dark mode also needs to be created for all of the pages.

Long-term goal

While I'm doing user researches, I found there are more mobile users than desktop users and people in 5 years time, the mobile users are the largest population in music learning industry, we have a system for mobile but it is just a basic function at this moment, we need to do further research and analysis on potentials of mobile designs for near future.

Outcome and Next Steps

Next Versions

Pitch detections or Scroll animations were still developing while I was creating Muzician. I believe those new technologies will boost up the subscribers when they are available and integrated with current system in a few years time.

Speed was also considered in stakeholder meetings, we need to look into creating a system that can run faster, node.js or laravel frameworks were considered in meetings.

Some test users found it is difficult to find what to do in dashboard, good assistant system needs to be placed in dashboard to navigate them to what they want to see.

Beta version

Book mode and Course mode are built and working but it is still beta, we will upgrade based on what feedback we will receive in future. We are always open to listen and prioritise the tasks to improve it.

Beta version was created and now it is functioning right now.