

# Case study: Nyx Musician App

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Mckenzie Hyde

# Project overview



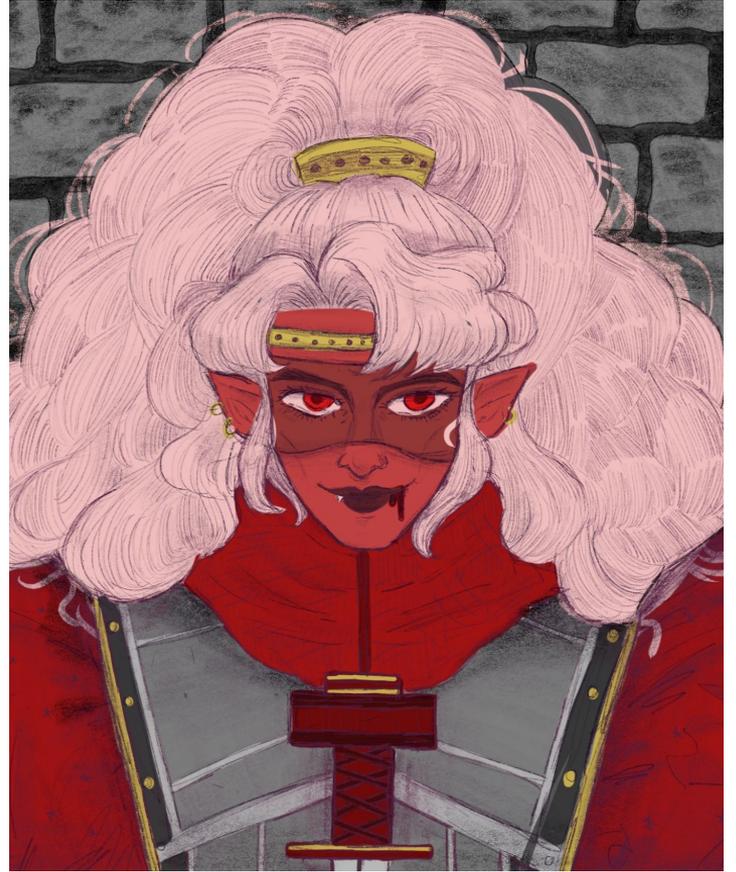
## The product: Nyx Musician App

The product is an app for the trendy musician Nyx, including their music, livestreams, tour blogs, and so on. Users would be the existing fanbase as well as any new fans interested in the artist.



## Project duration: Roughly 3 months

May 2022 - Ongoing



Finished concept art of the Musician, "Nyx".

# Project overview



## The problem:

Create an app for the trendy musician Nyx that reflects their style of music and content, while also being accessible and functional for all users.



## The goal:

Create an app that oozes of personality like their competitors Magdalena Bay and Glass Animals, while making an app that is straightforward enough for most users?

# Project overview



## My Role:

Multiple Roles: Lead UX designer, UX researcher, Character Designer, etc



## Responsibilities:

User research, wireframing, prototyping, and so forth.

# Creating the Musician

## 'Nyx': Concept Art

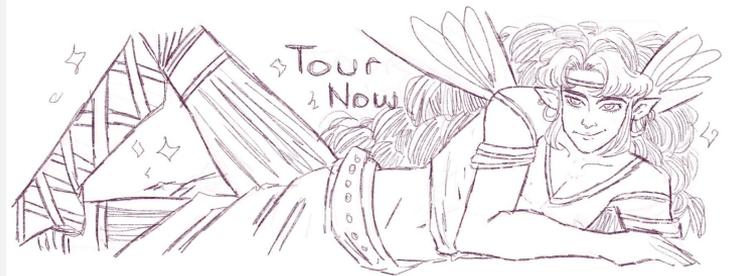
- Character sketches
- Similar Musicians Research
- Final Character Designs
- Color Palette and Typography

# Initial Concept Art and Ideas:

When I was drawing the initial sketches for Nyx, I knew that I wanted something that was trending in online social media spaces like TikTok, Spotify, Youtube, and so on.

It was from this research that I saw a focus in hyper-femininity being a trend in both fashion and music. People are more interested in fantasy than ever. It was from this research that I decided to reference artists like David Bowie, Harry Styles, and Grimes to create some base sketches. I wanted this artist to be a male performing artist that harked back to the hair band days with a modern twist.





## Final Concept Art

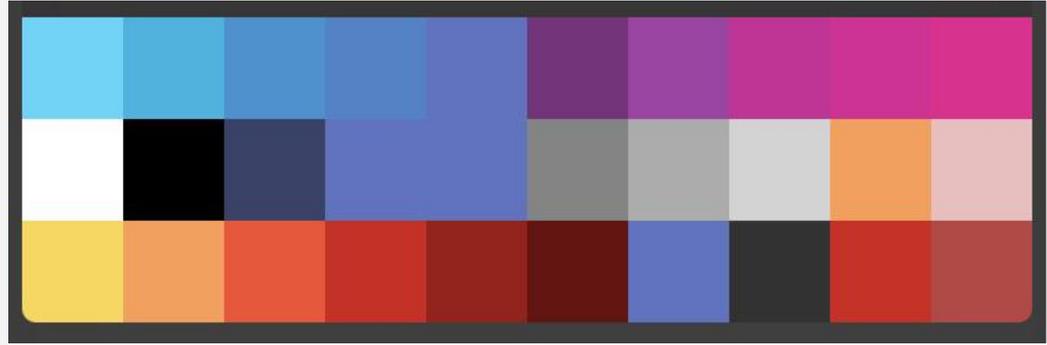
The final sketches were a combination of David Bowie's fashion sense on a similar style akin to Ayama Kojima, a character designer known for her work in the Castlevania games. Her art embodies the concept of a hyper-fem man and the female-gaze. All art above will be finished to be used for the prototype of the Nyx App.

## Other Elements Considered:

Along with character design and the kind of audience Nyx would attract, I also did research on color palettes, typography, and the music genre Nyx would cater to.

Part of the process would be to create adaptive music throughout the app. When the app is finished, the user would be able to feel fully immersed in the vision of the artist, inspired by the artists' Magdalena Bay and Porter Robinson.

The typography was also important to create. It needed to feel similar to fonts used in early blogs of the internet, while still setting itself apart from them.



# Understanding the user

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

# User research: Summary



Music flows through my genes, being the daughter of two classically trained pianists. So I started where I knew best; interviewing my family about issues they have had with music apps, and what they would like to see replicated.

From there, I took those initial informal interviews, and built on them with asking friends and my partner, then researching online forums of the same nature.

It was from this research that I was able to create a list of common concerns, plusses, and added features that would set my app apart from the rest on the market.

# User research: pain points

1

## Unreliable downloaded content

Similar music-focused apps on the marketplace have unreliable downloaded content, that will randomly delete at unexpected intervals. My app will give the user control over this aspect.

2

## Similar apps not available abroad

Competitors app's are not available abroad, so it makes it difficult for fans in other countries to support their favorite artist. App will need to be available in multiple countries and translations available.

3

## Difficult to find the issues and complaints page

Competitors apps make it incredibly difficult to reach anyone for questions or concerns relating to the app. This app will need to make it much easier to find this section in app.

4

## Icons are too small or inconvenient while at job

Very few apps have settings that are compatible for driving or other similar positions, and it's difficult to find this setting. App must make this easier for users.

# Persona: Justin Case

## Problem statement:

Justin Case is a night shift pilot who needs reliable offline content for entertainment because they fly/travel often in lives/places without wifi/4G. If the app downloads new content or deletes per user request, then Justin can trust the app to be a reliable source of entertainment in the sky.



**Justin Case [he/him]**

**Age:** 35

**Education:** Associate Degree

**Hometown:** Portland, Oregon

**Family:** Partner

**Occupation:** Pilot

*“Being stranded in the sky without any music is a nightmare. It would be nice to have a reliable app that always has something to do offline.”*

## Goals

- Justin would like an app where it would be possible to automatically download new content when available.
- He would also like the app to include new content regularly. Otherwise has no interest to keep using app.
- Would like to be able to like and dislike content.

## Frustrations

- “Similar music apps will delete downloaded content when updating without a notification”
- “My apps won’t recognize downloaded content”
- “A lot of apps lag and take too much space on my phone.”

Justin is a pilot who regularly works night shifts at his airline. Due to the long hours, delays, and layovers, he uses his phone quite a bit downloading music, tv shows, and games. Because of this, he would like an app that would regularly download content automatically. He dislikes when apps take too much space on phone. Justin has a particular fascination with VH1 from the late 80s and the Myspace, and likes to follow similar movements online.

# User journey map

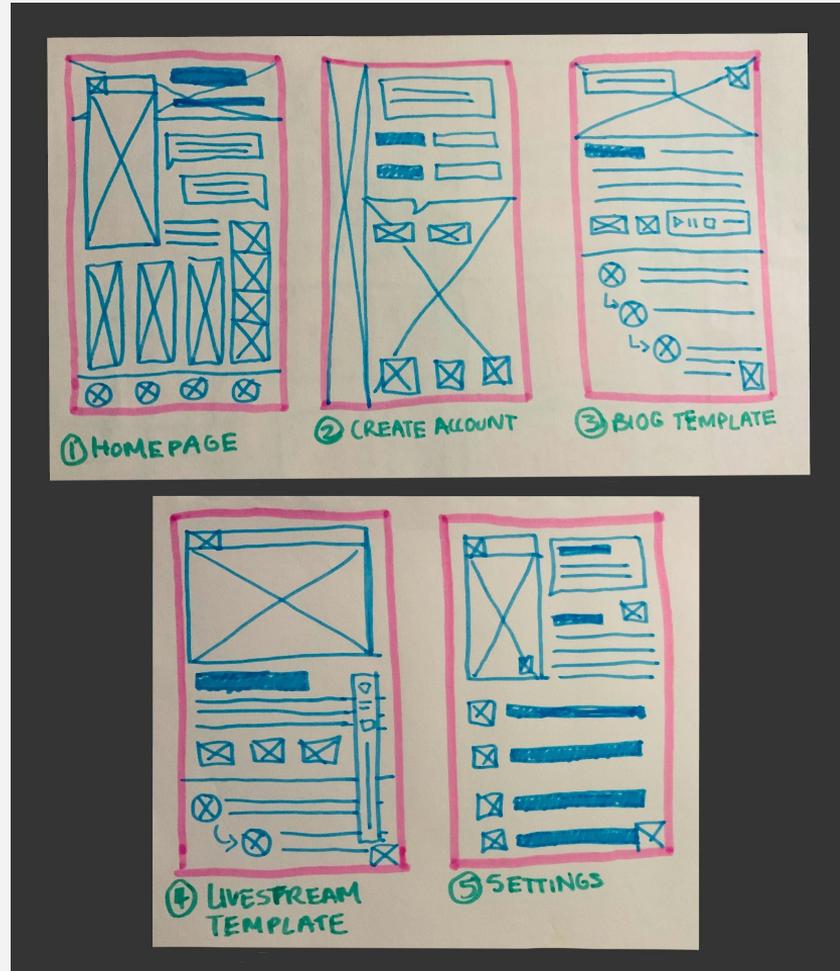
To the right is Justin Time's User Journey. I wanted to mostly focus on the lack of offline content, as it is a common issue with media-focused apps. Major apps were criticized in the initial research for this issue, so I used their responses to inform the User Journey. Details about Justin's career were fact-checked by my partner who is a full-time commercial pilot. I used this User Journey to empathize with my future user's concerns about the app, but also be able to set my limitations. In the initial phase of my app, I was wanting to include far too many features. This process helped me understand my limitations, and which features were the most necessary to work on in my prototype.

| <b>Persona: Justin Time</b>  |   |  |  |   |   |
|--|---|--|--|---|---|
| Goal: App automatically downloads content for offline use during layovers and work hours. App manages itself with little intervention. |   |  |  |   |   |
| ACTION   | Prepare for Work  | Fly (work) to location   | Layover  | Fly (work) back to home   | Relax at home   |
| <b>TASK LIST</b>   | <b>A.</b> Check phone as they wake up for messages and news.<br><b>B.</b> Put on uniform, pack suitcase.<br><b>C.</b> Drive to work, listen to music and podcasts.  | <b>A.</b> Go through the airport to airplane location.<br><b>B.</b> Take off from location.<br><b>C.</b> Listen to media on phone and watch movies.                                      | <b>A.</b> Check for updates relating to weather at location and plane.<br><b>B.</b> Take a short nap.  | <b>A.</b> Take off from location.<br><b>B.</b> Continue listening to media on phone and watch movies.                                       | <b>A.</b> Submit paperwork relating to flight.<br><b>B.</b> Check for location flying to next day, weather, and look for content to download. |
| <b>FEELING ADJECTIVE</b>   | <b>Fatigued</b> from odd sleep schedule. <b>Rushed</b> to get ready and go to work.   | <b>Preoccupied</b> on making sure plane is ready by filling out paperwork, fueling, and feeling the plane. <b>Focused</b> when flying, <b>bored</b> with lack of content.                | <b>Focused</b> on making sure weather and plane is alright. <b>Concerned</b> with finding a good wifi signal to redownload content.              | <b>Content</b> while flying, <b>angry</b> as content has not loaded correctly on phone and is left without adequate entertainment again.    | <b>Fatigued</b> from another long work day. <b>Tired</b> and wants to destress, but need to do chores and get ready for next day.             |
| <b>IMPROVEMENT OPPORTUNITIES</b>   | App gives push notifications about any updates and what content was downloaded/ removed. Notification would include a vibration for those hard of hearing, and be in a simple sans serif font for those with dyslexia or other similar impairments. | App would have the ability to draft comments to blog posts that would post later with wifi/4G. App would also readily have new streams, music, and articles ready to listen to and read. | If there is a slow connection, app will revert to a simpler design and request changes in content downloaded/deleted from user for ease of mind. | User would be content with previous changes. Make sure app is optimized for flying with the ability to switch to a simplified media player. | App can be silenced for push notifications so that user can destress and relax.   |



# Paper wireframes

At this stage of the project, I was focused on how the features of the app (home button, music player, clickable buttons) would work in tandem with visuals that I had begun designing. I tend to think in imagery and fluidity, not shapes and rigid lines, so it was quite the challenge to change my approach to the process. Many sketches were completed to create a paper wireframe that was balancing the line between fun and practical design. Something that would be rather appropriate for a trendy musician.

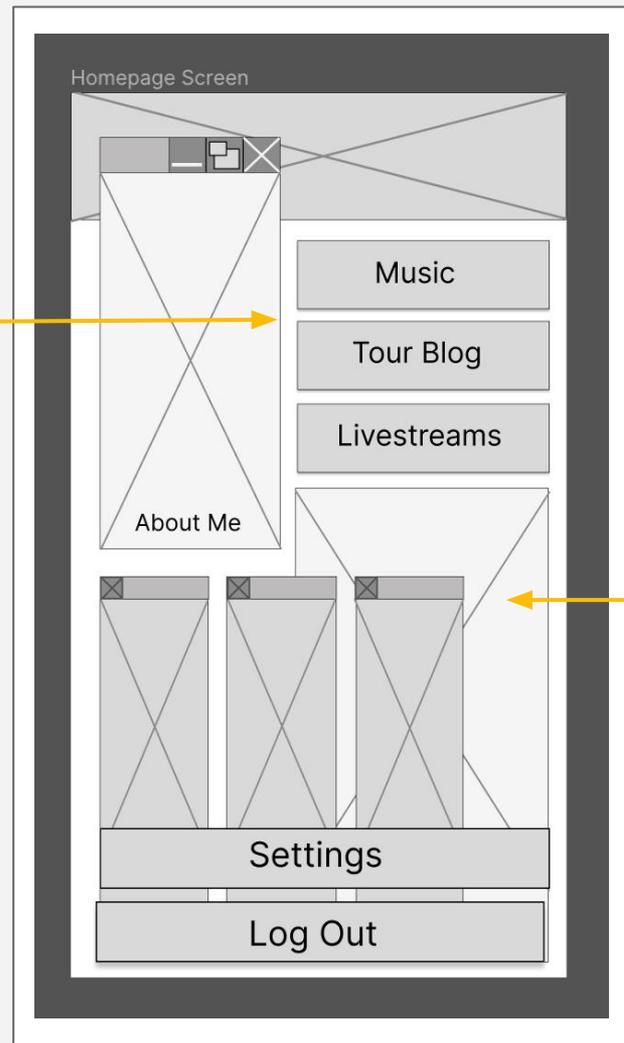


# Digital wireframes

As of the previous step of paper wireframes, translating the paper wireframes to Figma was a learning curve. I used the school prompt to play with the features and then refined them to creating a wireframe that was direct and fun.

The screen to the right is the homepage, and the first screen that I tackled of many to come. I wanted the homepage screen to emulate the style of the 2000s internet, but shrunk down to the size of a phone screen.

The buttons to all major pages users will use is in the center of the screen.

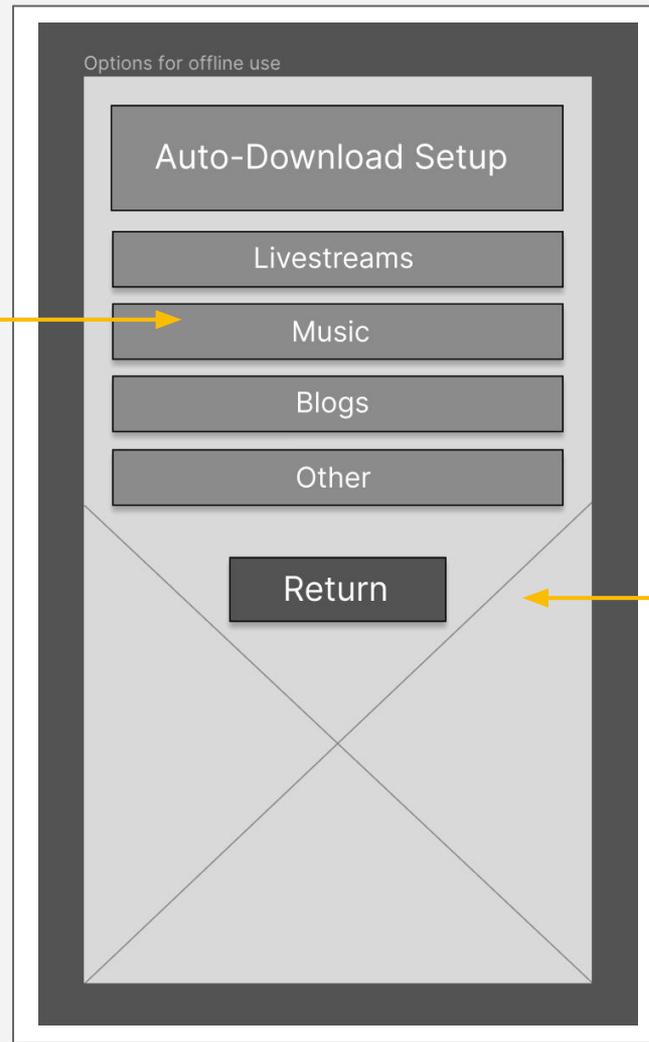


The lower "pages" will be joke ads that will take users to games, merch, and so forth. Users can close out the ads, and will open new ones in the process.

# Digital wireframes

Creating the Settings page was also crucial to the app's prototype, however simple. Auto-Download settings was one of the central goals to solve in the development process, so I created this page in line with the needs of potential users who would like to use the app offline. I will wait for User feedback to make any changes as necessary, but for the moment, the screen will be kept simple.

Users can select each part of the app and customize it to their own preferences.



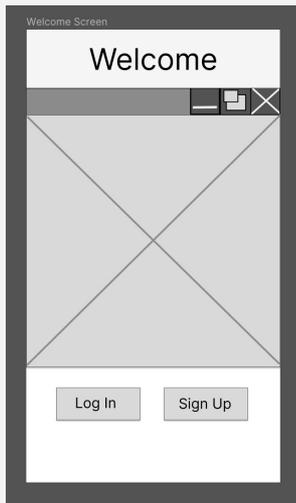
User can return quickly once done deciding what to do with the preferences.

# Complete Sign Up/Log In Process

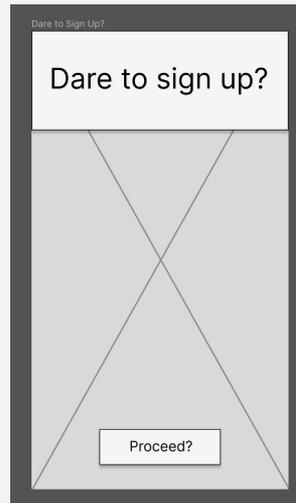
## Sign-Up/Log-In:

1. Welcome
2. Proceed
3. Sign-Up Details
4. Return
4. Log-In
5. Home

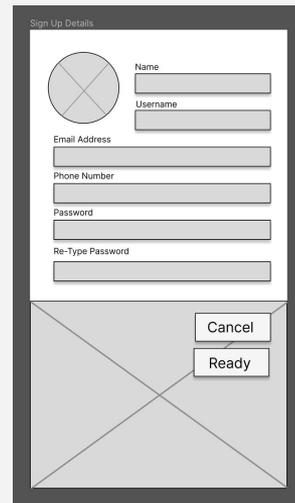
1



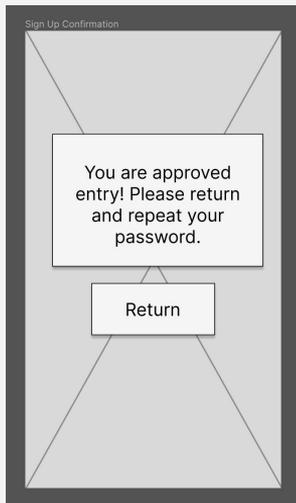
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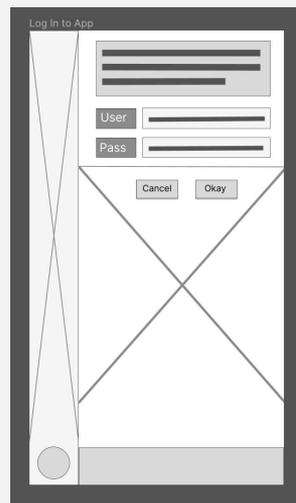
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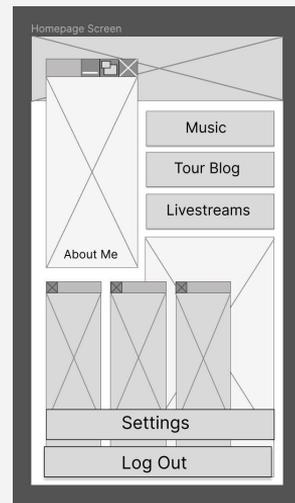
4



5



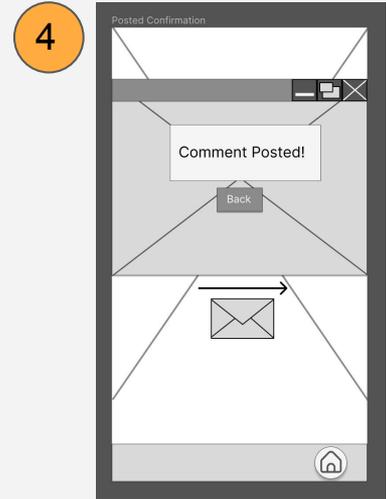
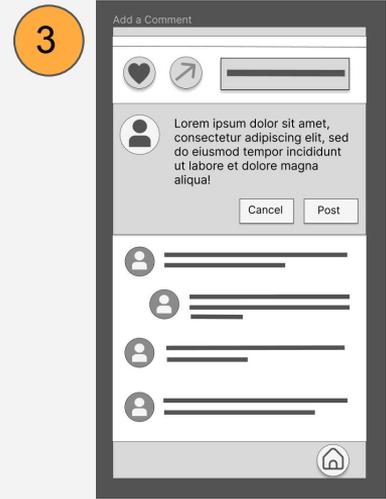
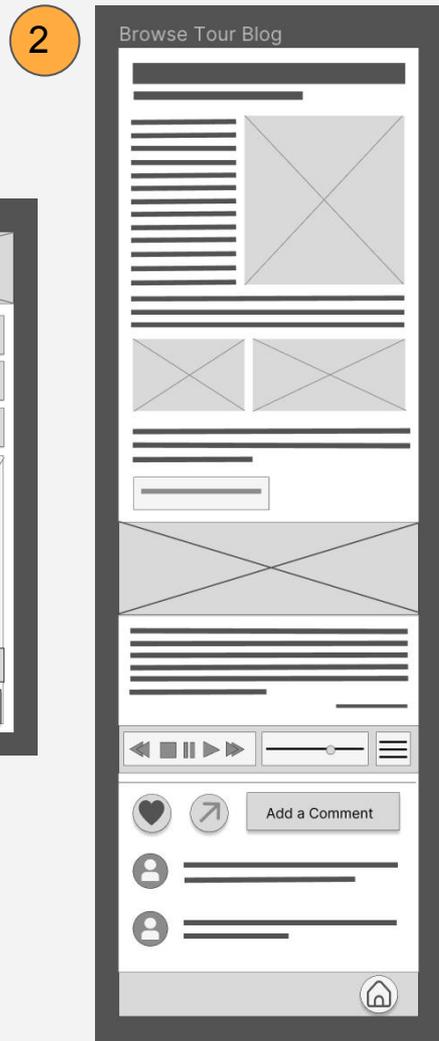
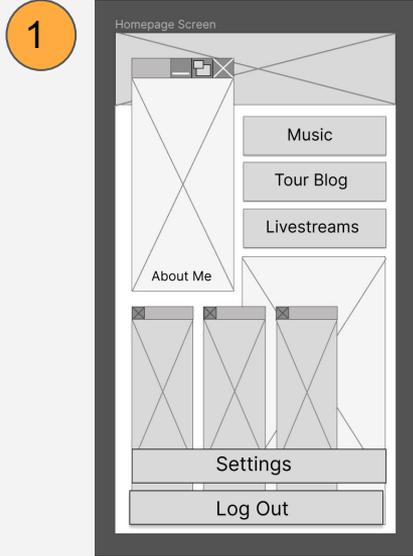
6



# Post a Comment Process

## Add a Comment:

1. Home
2. Tour Blog
3. Add a Comment
4. Posted
5. Return
6. Home



# Music and Livestreams Pages

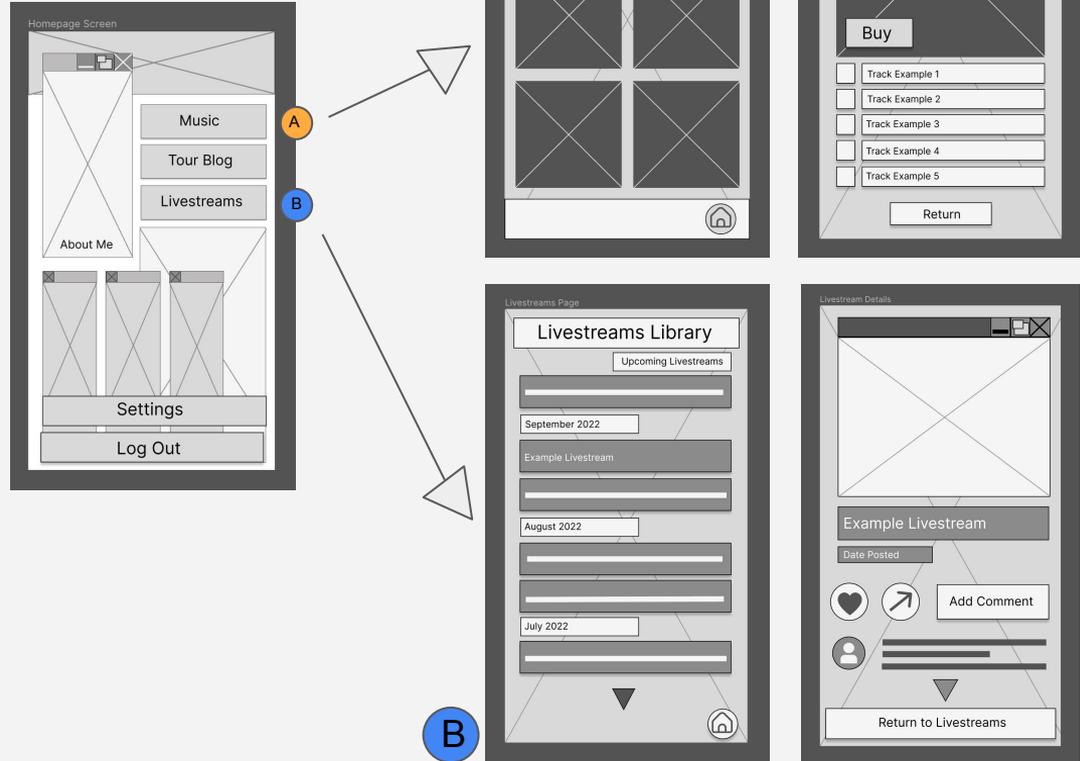
## Browse Pages:

### A Route

1. Home
2. Music
3. Album
4. Music
5. Home

### B Route

6. Livestreams
7. Specific Livestream
8. Livestreams
9. Home



# Low-fidelity prototype

## Link to low-fidelity prototype:

<https://www.figma.com/file/zVMEqJq29nrdK8t1n1o1P/Nyx-Musician-App?node-id=0%3A1>

## User Flow:

**Sign-Up/Log-In:** Welcome>Proceed>Sign-Up

Details>Return>Log-In>Home

## Add a Comment:

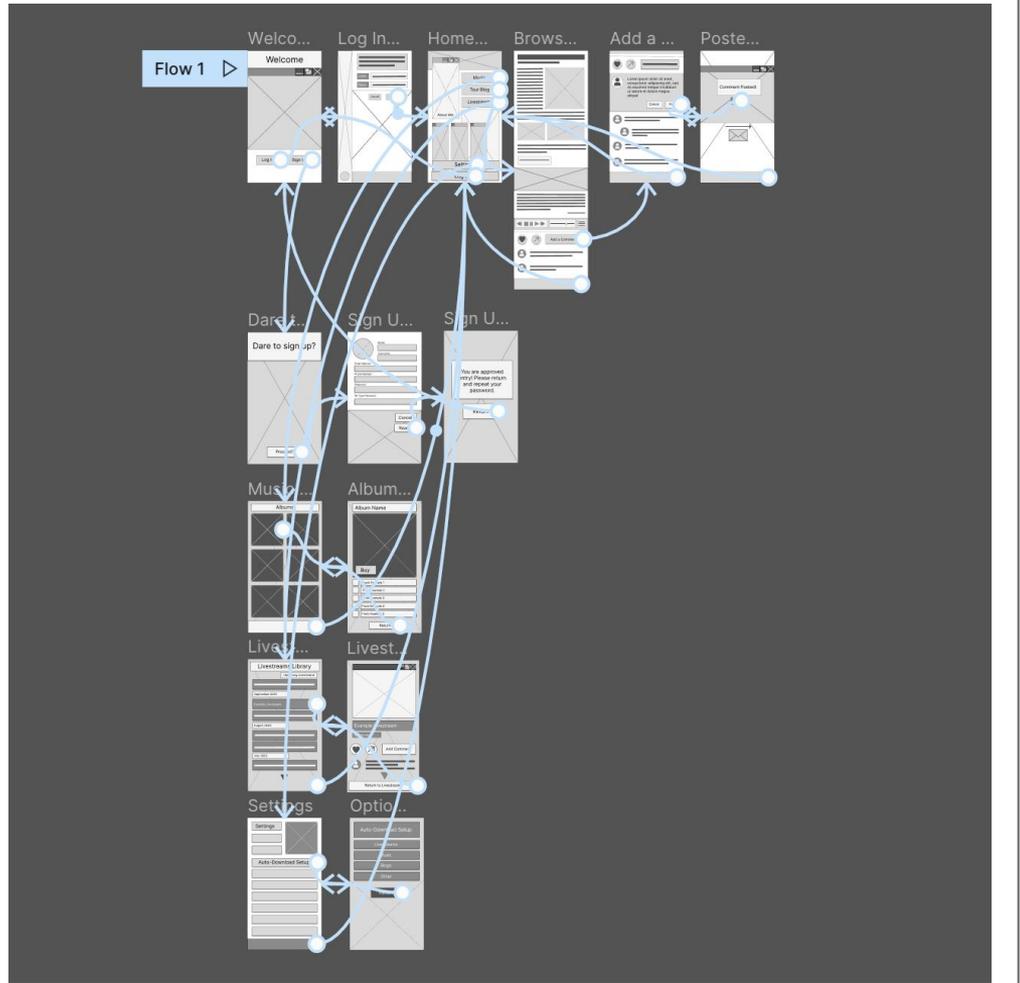
Home>Tour Blog>Add a  
Comment>Posted>Return>Home

## Browse Pages:

Home>Music>Album>Music>Home>Livestreams>S  
pecific Livestream>Livestreams>Home

## Settings:

Home>Settings> Auto-Download  
Settings>Settings>Home



# Usability study: findings

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

## Round 1 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

[Your notes about goals and thought process]

Before usability study

Image of  
selected  
screen before  
usability study



After usability study

Image of  
selected  
screen after  
usability study

# Mockups

[Your notes about goals and thought process]

Before usability study

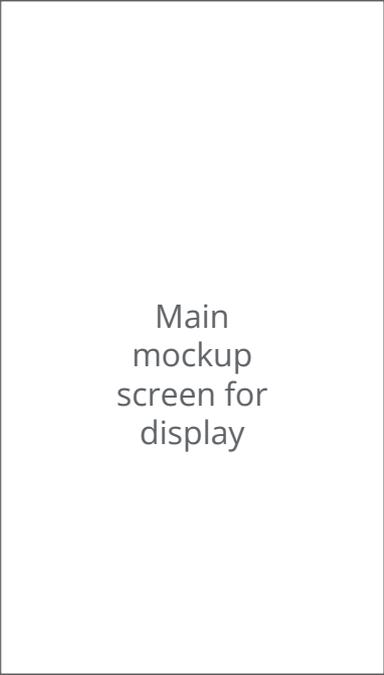
Image of  
selected  
screen before  
usability study



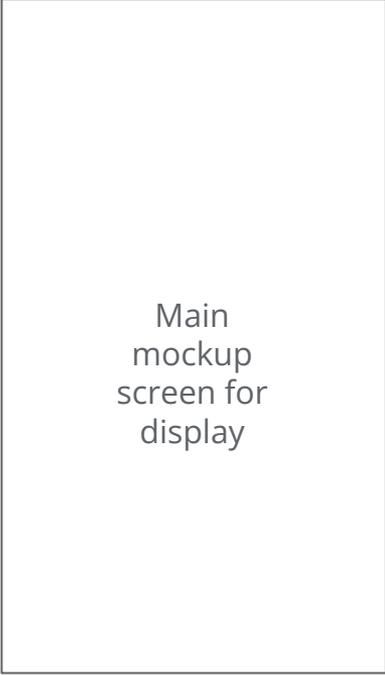
After usability study

Image of  
selected  
screen after  
usability study

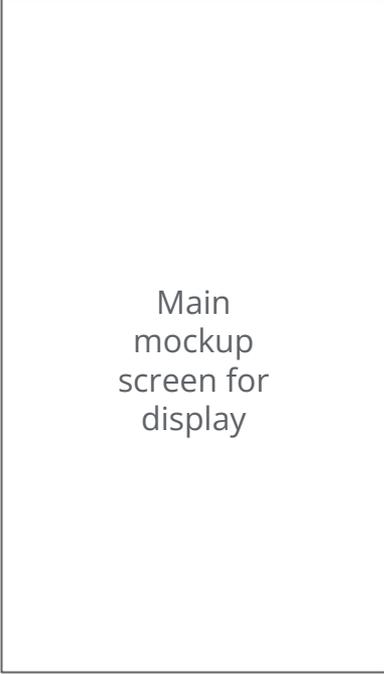
# Mockups



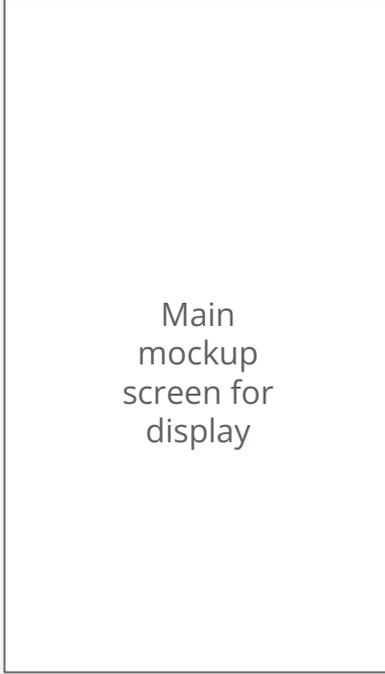
Main  
mockup  
screen for  
display



Main  
mockup  
screen for  
display



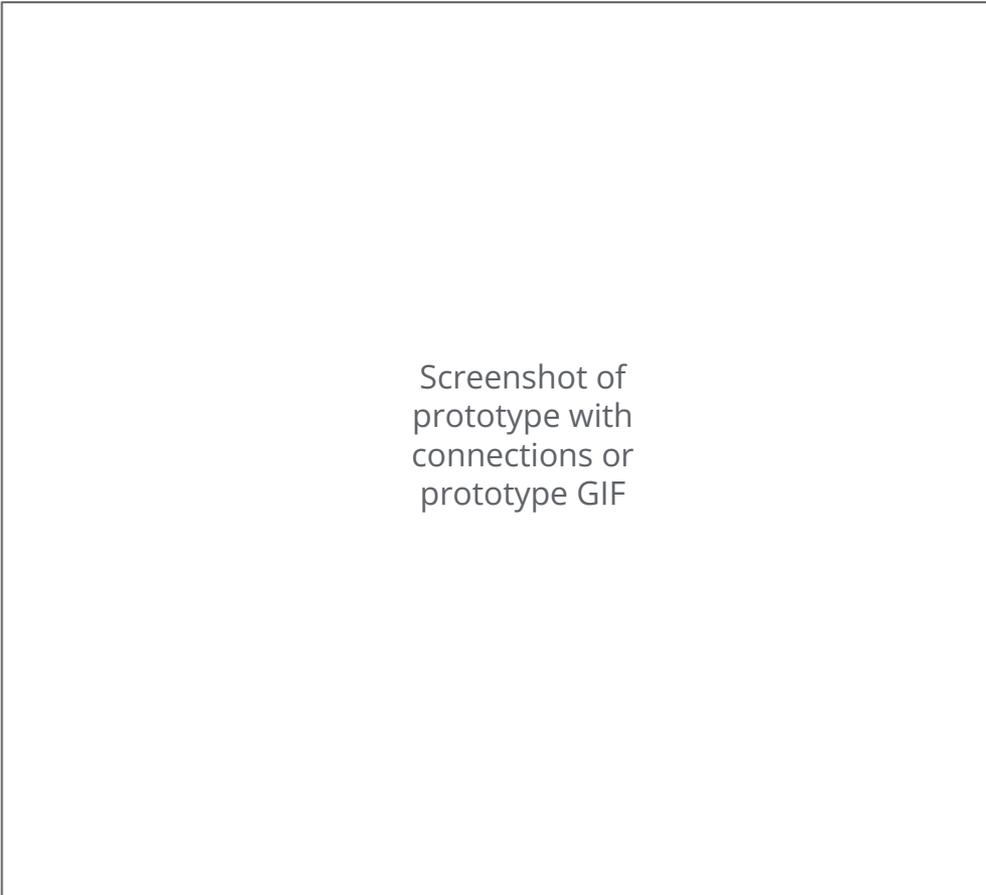
Main  
mockup  
screen for  
display



Main  
mockup  
screen for  
display

# High-fidelity prototype

[Link to high-fidelity  
prototype]



Screenshot of  
prototype with  
connections or  
prototype GIF

# Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



## What I learned:

Insert a few sentences summarizing what you learned throughout the project.

# Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

# Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.