



Wave

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Overview



This case study is part of my masters program at Maryland Institute College of Art.

Background

- 01.** Product vision
- 02.** Competitive analysis
- 03.** Business rationale

Process

- 01.** Proto-personas, user stories + flows
- 02.** Low-fidelity wireframes
- 03.** Design system + branding
- 04.** Research summary, key findings + user quotes

Outcome

- 01.** High-fidelity wireframes
- 02.** Next steps



Product vision

A streaming audio experience designed to deliver a comprehensive content catalog to customers of any age group, while offering artists and creators the ability to connect, share and evolve the entire community.

Competitive analysis



Spotify

“Spotify pays roundabout 0.00318 dollars to the music creators every time a person listens to it. It means that the track must be played thousands of times so that the content creator would earn something.”

[SOURCE](#)



Apple Music

“The lesson apparently being taught by Apple is clear enough: do not unsubscribe or stop being a member, or lose access to your songs...angry customers can see it as a subtle way of control.”

[SOURCE](#)



SoundCloud

“Artists who are easily affected by public opinion can find themselves suffering mentally and emotionally if they use the platform as the first choice for launching their music career.”

[SOURCE](#)

Business rationale

1

Community

Give new artists access to a supportive music community by connecting them with local artists.

2

Deep Connection

Help young adults connect with themselves and their peers using music that interests them.

Proto persona

Willow Weber

1



Behaviors

- 01.** Hardworking student with 4.0 GPA
- 02.** Plays football with friends for fun
- 03.** Gets high anxiety in certain situations
- 04.** Enjoys riding her bike everywhere

Demographics

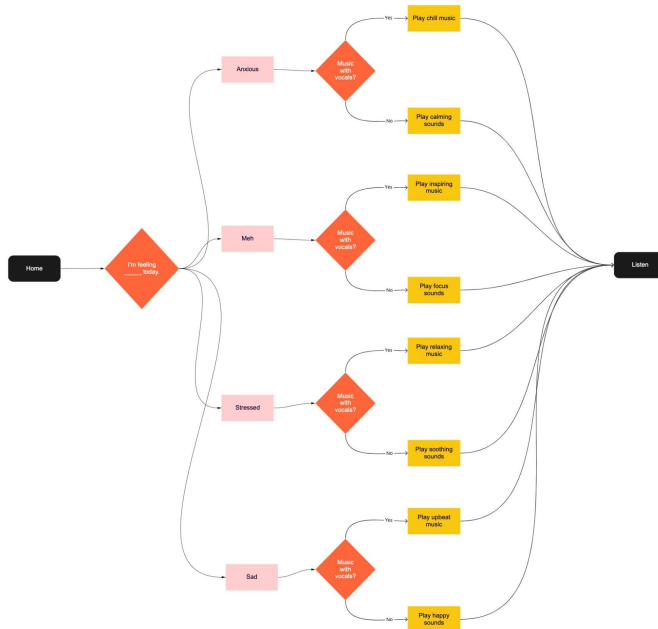
- 01.** High school student, currently attending Gesamtschule
- 02.** Lives in Rosenberg, Germany
- 03.** 17 years old with 2 younger siblings
- 04.** Speaks English, German and Korean

Needs + Goals

- 01.** Wants use music to calm down during panic attacks
- 02.** Likes knowing what songs her friends are listening to
- 03.** Needs to focus on her schoolwork

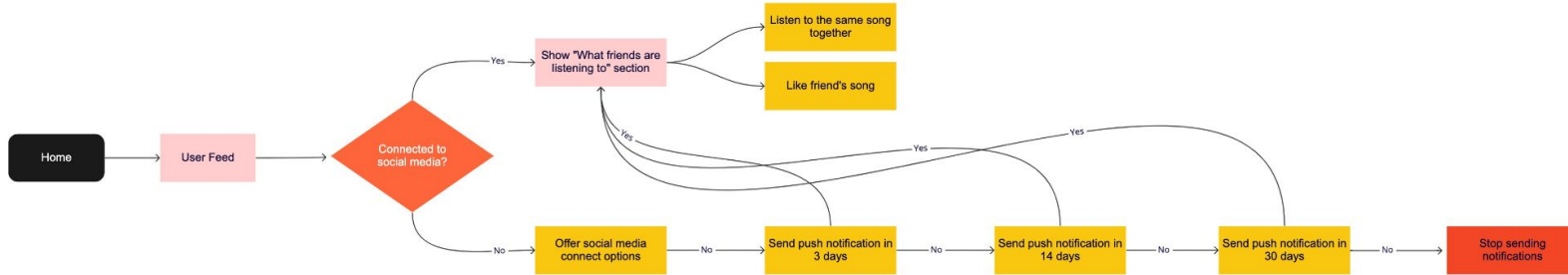
User story + flow

As a user, I want to listen to music when I'm emotional, so I can hear music that guides me to more positive emotions.





User story + flow


As a user, I want to see what songs my friends are listening to, so I can stay connected to my social circle.



Wave W

 Continue listening to H.E.R.?

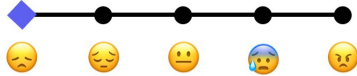
 How are you feeling today?

 See what your friends are listening to

Be On My Way (Full)
H.E.R. ▶

<

I'm feeling...
depressed.



Next

<

Select all that might help...

MUSIC

Acoustic Instrumental Jazz

R&B Soul Classical

SOUNDS

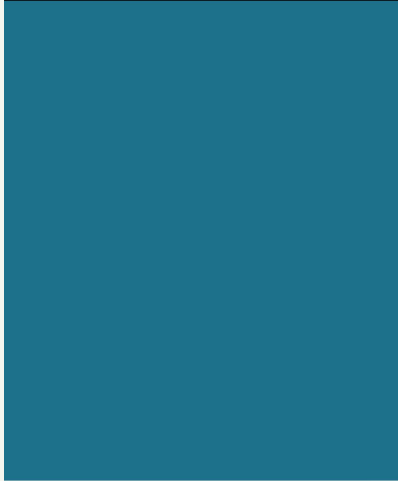
Rain Ocean Rivers


Campfire Bells Crickets


None of these work for me.

Next

∨ ⋮



 **Be On My Way (Full)**
H.E.R.
I Used To Know Her



Proto persona

Cyrus Saxon

2



Behaviors

01. Super organized
02. Likes to meet other music artists
03. Supports local community
04. Enjoys going to museums and music festivals

Demographics

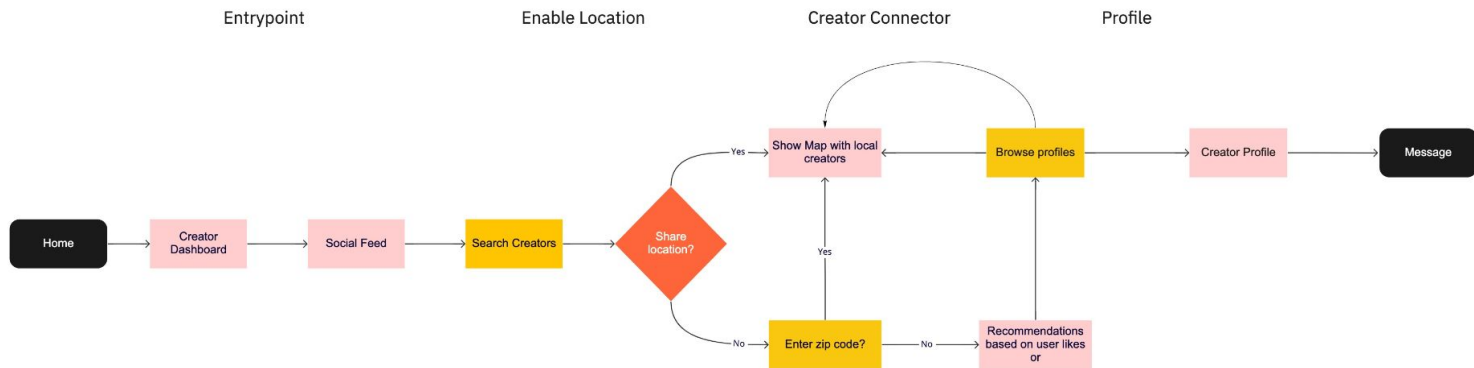
01. Adult artist and community activist
02. Lives in LA, originally from NYC
03. 25 years old
04. Stage name is Old Man Saxon

Needs + Goals

01. Needs to post his music
02. Wants to start a band
03. Likes to connect with local artists who have similar interests

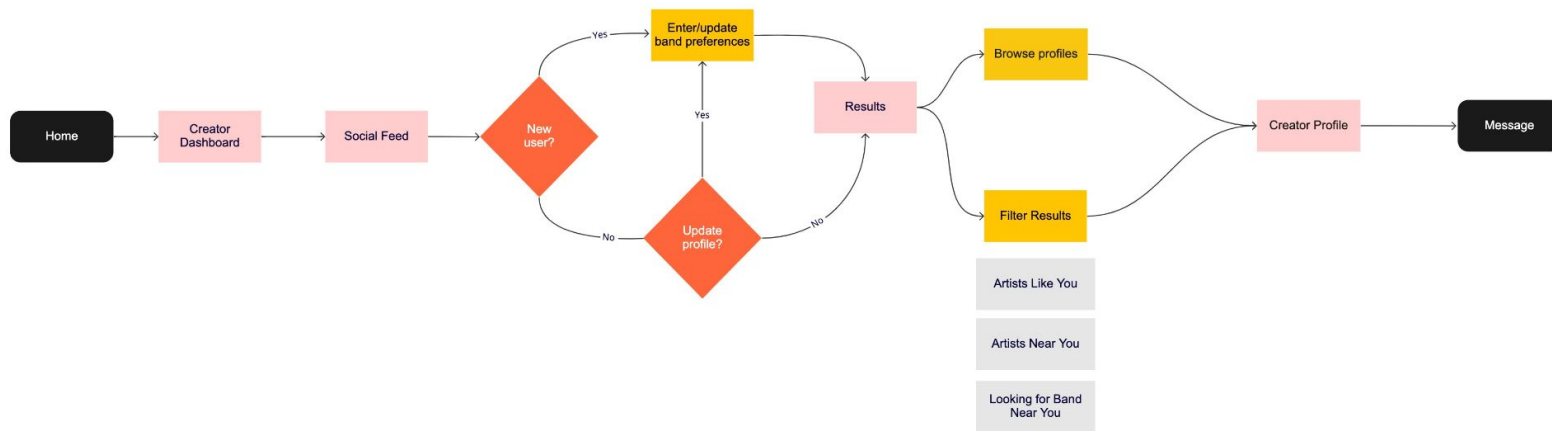
User story + flow

As a creator, I want to connect with local artists, so that I can talk to them about their interests.



User story + flow

As a creator, I want to know if other creators are open to collaborate, so that I can find band members.



Wave C

 Create something that inspires

 Connect with creators like you


 Discover music that moves you

Be On My Way (Full) ▶
H.E.R.

<

▶ Londynn B added a new track to their profile.

○ Cardi B has a show today at the Music Hall of Williamsburg.

 Share your location
Allow Wave access to your current location?

No Yes

▶ their profile.

📍 Add your location to see artist communities near you.

<

▶ D Smoke added a new track to his profile.

○ Kendrick Lamar has a show today at the El Ray Theatre.

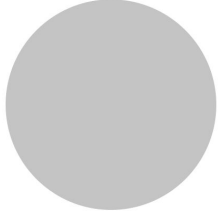
○ D Smoke posted to the LA Music Artists group.

▶ Cardi B added a new track to her profile.

▶ Londynn B added a new track to her profile.

○ Cardi B has a show today at the Music Hall of Williamsburg.

< ⋮



Londynn B
Rapper, Singer & Songwriter
Atlanta, GA

▶ Londynn B
I Can't Change

▶ Londynn B
I Can't Change

▶ Londynn B
I Can't Change

Message

Proto persona

Sylvia Sullivan

3



Behaviors

01. Takes care of son during the day
02. Enjoys cooking dinner for the family
03. Likes going hiking on weekends
04. Loves taking baths to unwind when she has the time

Demographics

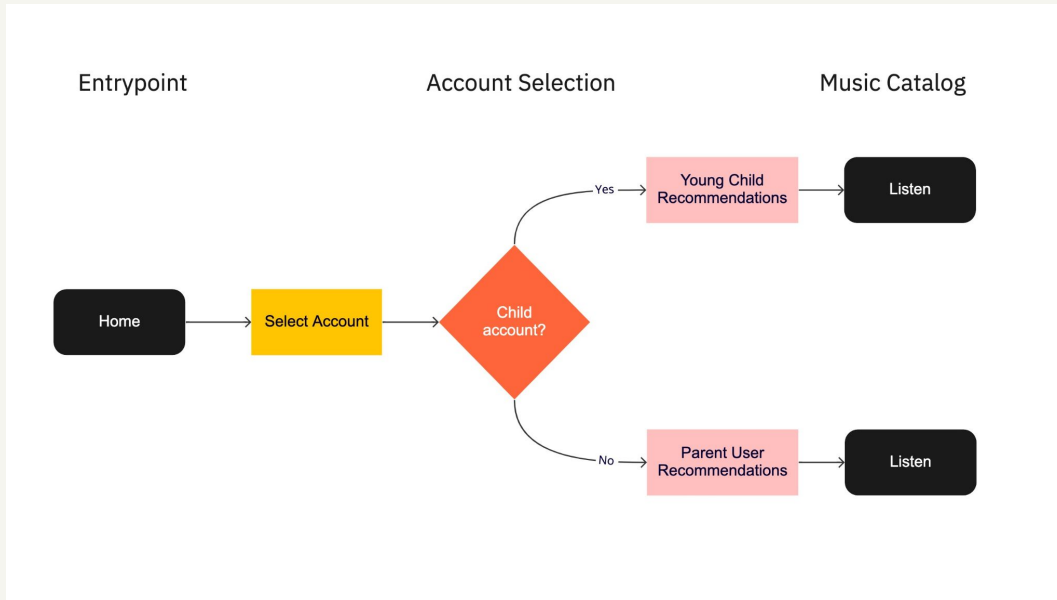
01. Full time mother to young Xavier
02. Lives in Boulder, CO
03. 43 years old with a 5 year old son
04. Owns a small Etsy shop selling bohemian decor she makes

Needs + Goals

01. Wants to use music to calm her son down during tantrums
02. Needs a way to wind down at the end of the day when son goes to sleep
03. Likes to play calming meditative songs and sound when she bathes

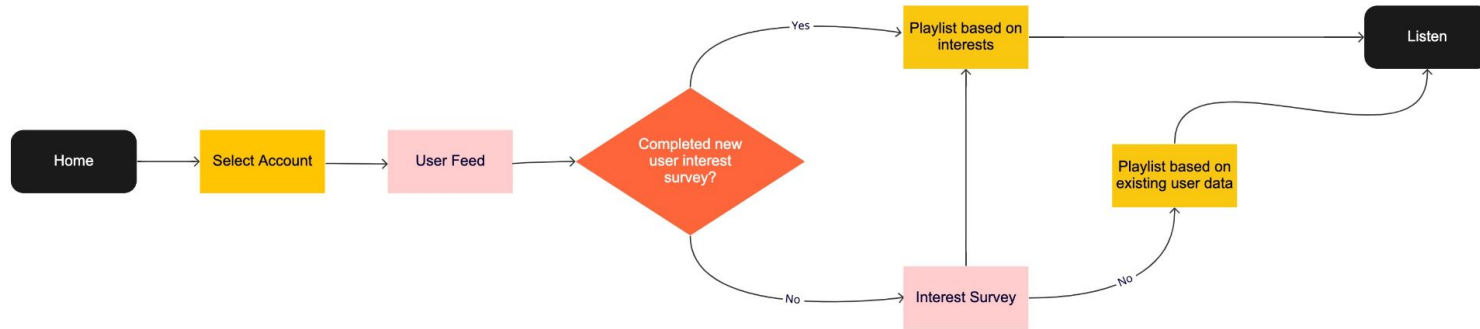
User story + flow

As a subscriber, I want to have my child's music separate from mine, so that I can only see my music suggestions.



User story + flow

As a subscriber, I want to explore new music, so that I can listen to artists who match my interests.





Wave

Who's listening?



Wave



Continue listening to
H.E.R.?



How are you feeling
today?



See what Xavi has
been listening to

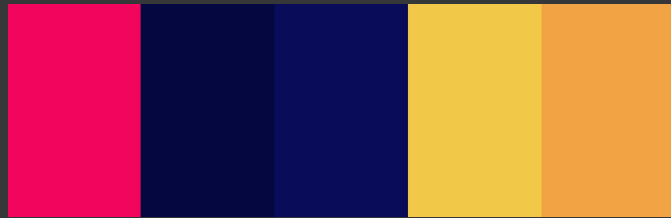
Be On My Way (Full)
H.E.R.



Be On My Way (Full)
H.E.R.
I Used To Know Her



Design System





Product name + branding

Headline Raleway 38pt regular

Subheadline Raleway 28pt regular

SECTION TITLE Raleway 22pt bold all caps

Regular text Raleway 22pt regular

Secondary action link text Raleway 22pt bold

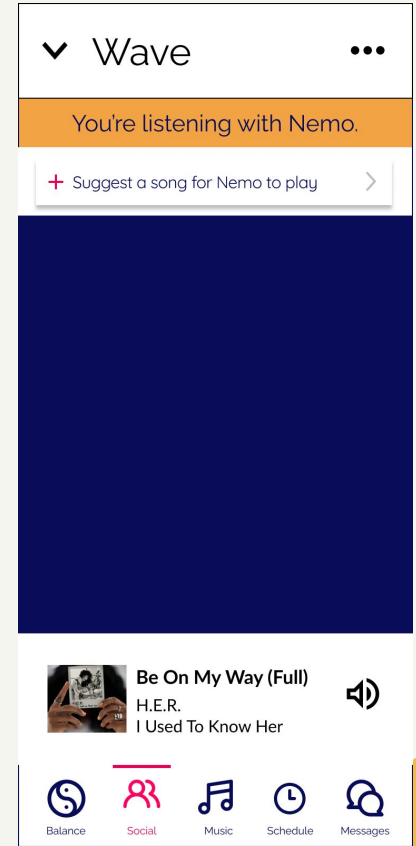
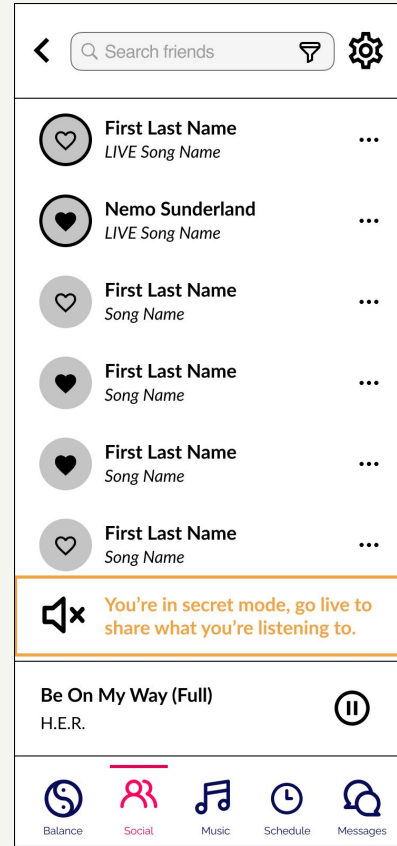
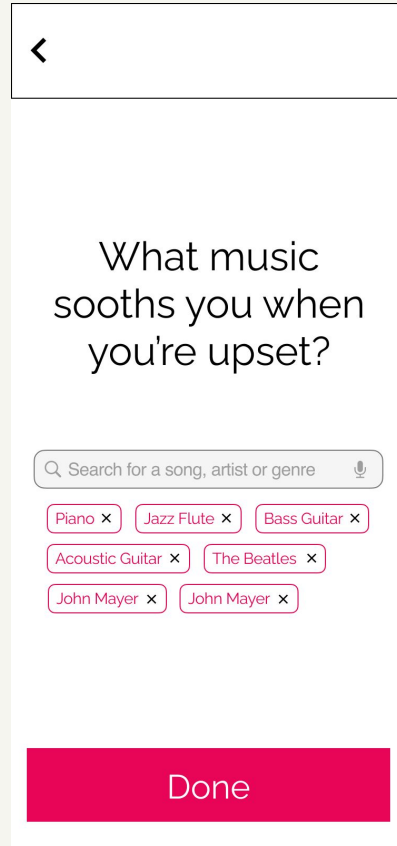
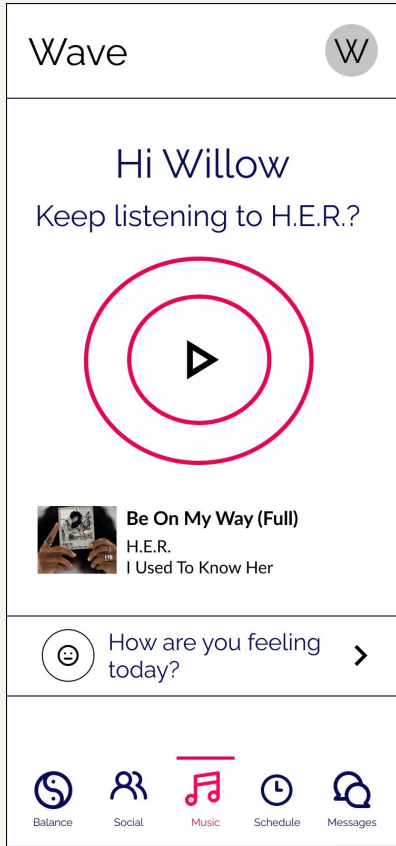
Paragraph text Lato 18pt regular

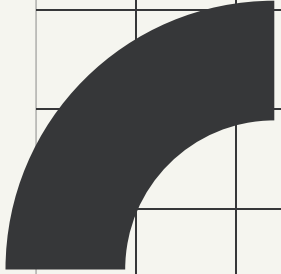
Link text Lato 18pt bold

Selection tile Lato 15pt regular

Overlay text Lato 13pt regular







Research data + insights



3 out of 5

Participants would use Wave's balance feature that recommends positive music when you're sad.



4 out of 5

Participants would use Wave to connect with friends to see what they are listening to.



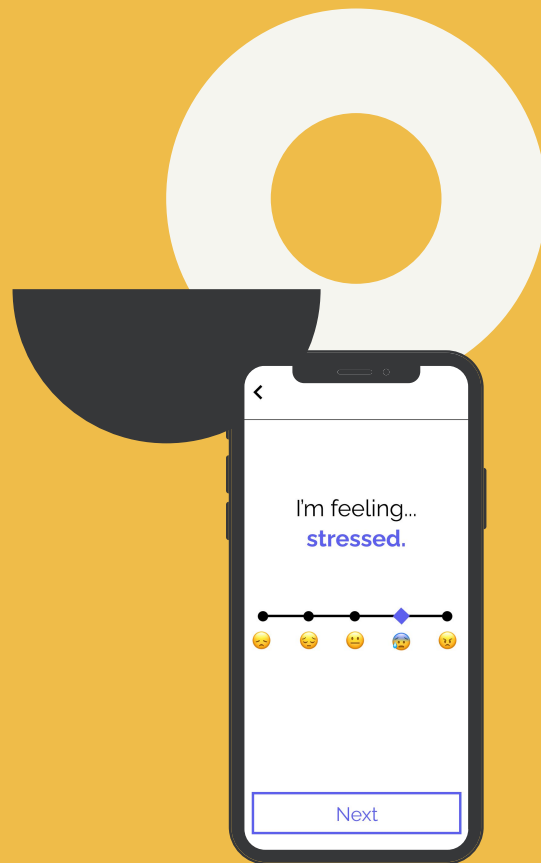
5 out of 5

Participants would use Wave to look for band members and connect with local artists.

”

**Where's the happy?
All the positive
emotions are missing.**

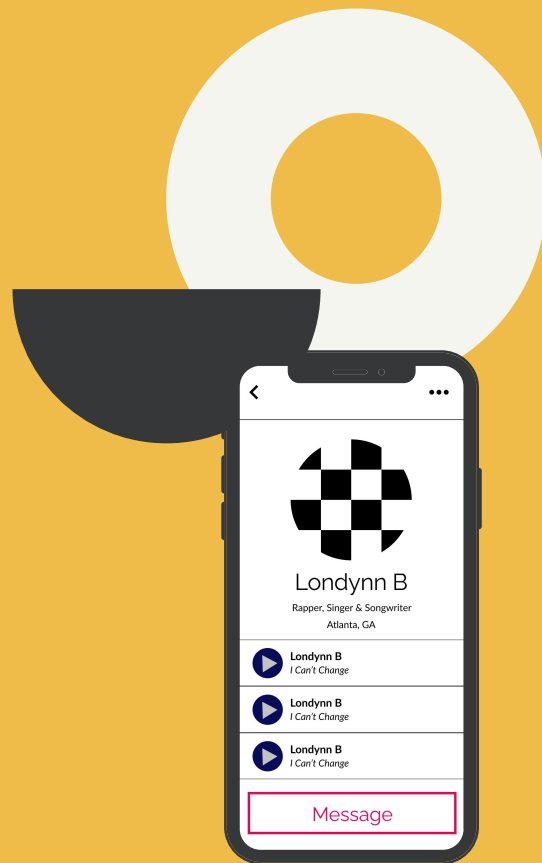
- Participant 4 regarding balance mood slider



”

How long has she been singing for? I want to know if she was in a choir... her history of music... because she's a songwriter, you'd probably want to see the songs that she's written.

- Participant 3 regarding searching for band members



Summary of research findings



Terminology

A participant pointed out using the word “depressed” diminishes people who struggle with real mental illness.



Emoji interaction

Participants suggested using emoji’s as a mode of interaction with friends while listening to music together.



Adding friends

Not all users have their friends on social media, some suggested using phone contacts or QR codes to add friends.



Experience level

Participants wanted to see artist experience level or history as an indicator to find band members.



Competitor patterns

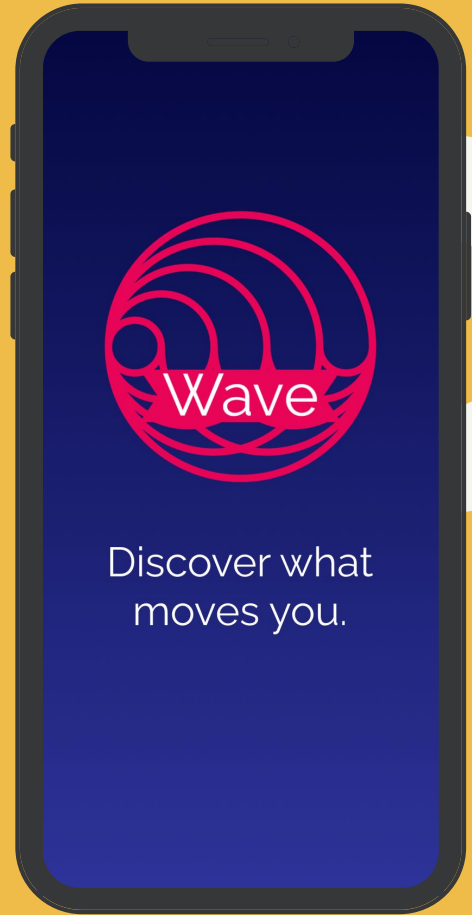
Most participants were confused the heart interactions in social, expecting it to save the song (Spotify) vs liking the song.

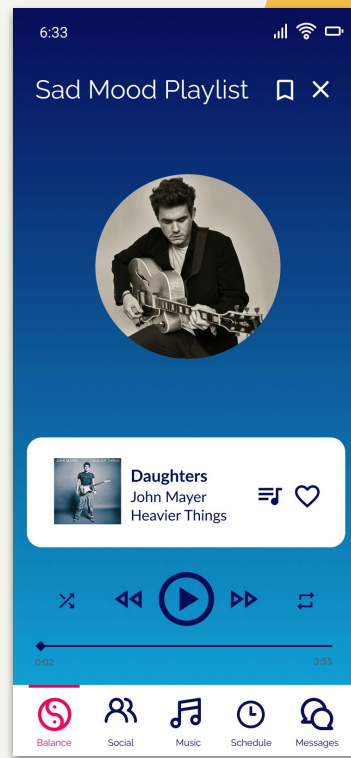
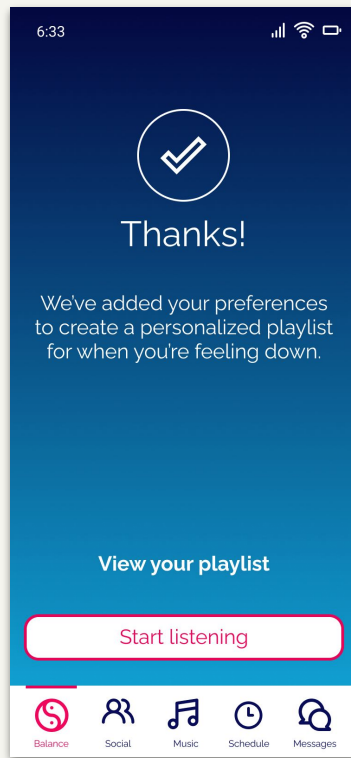
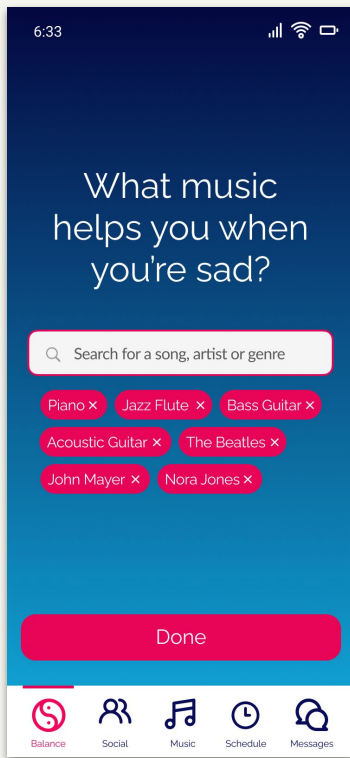
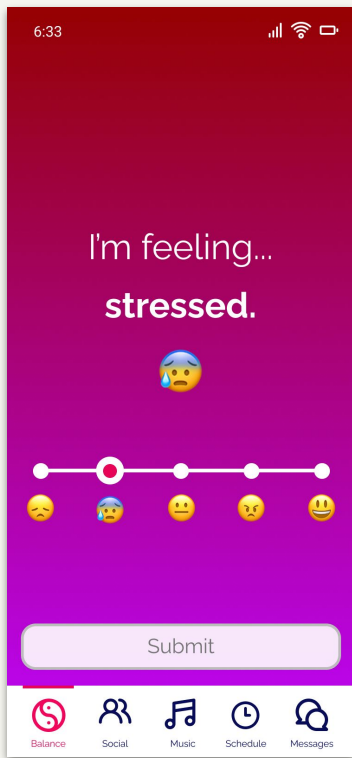
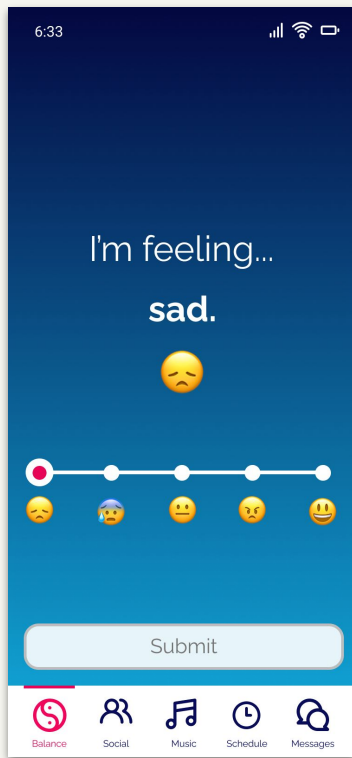


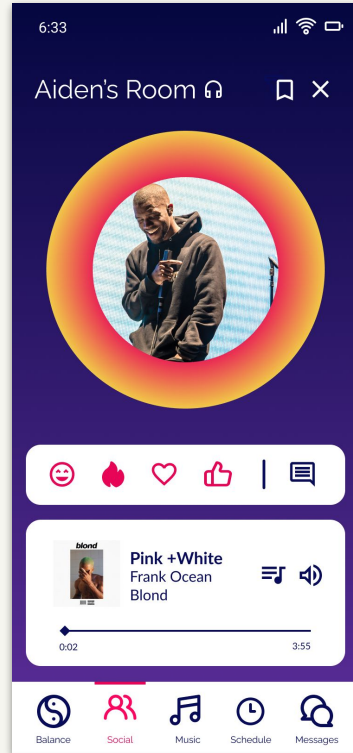
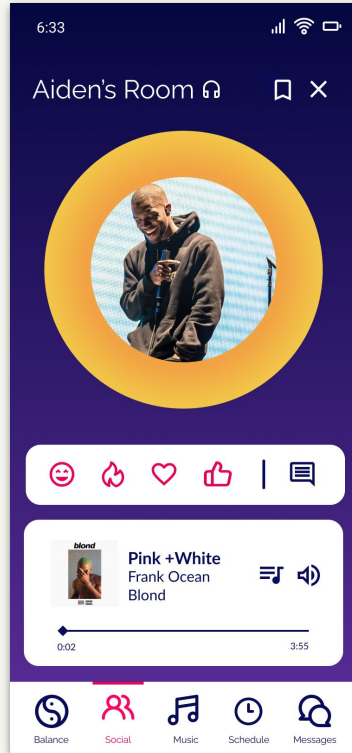
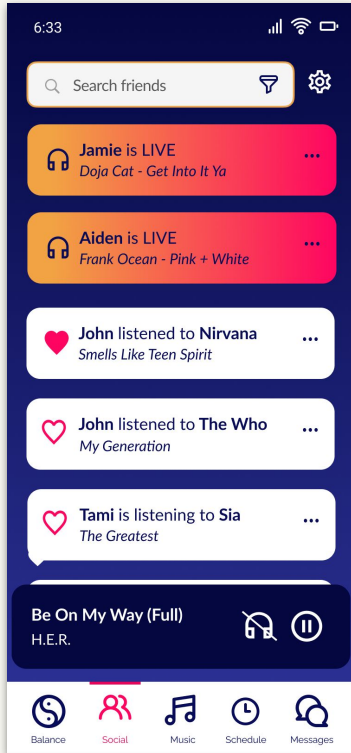
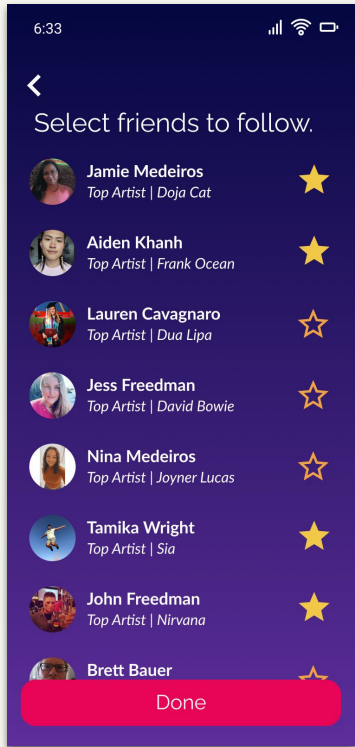
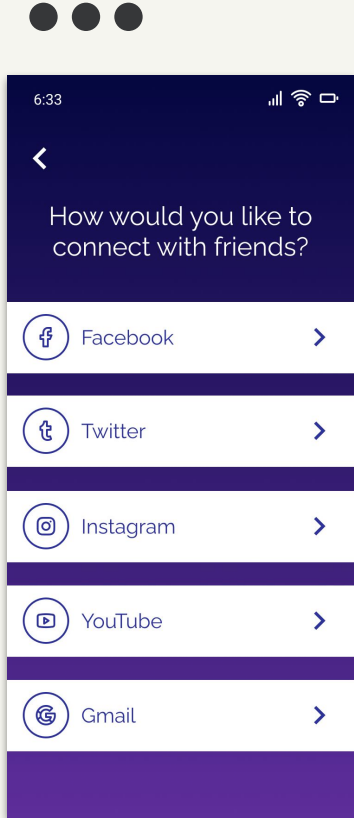
Legitimacy

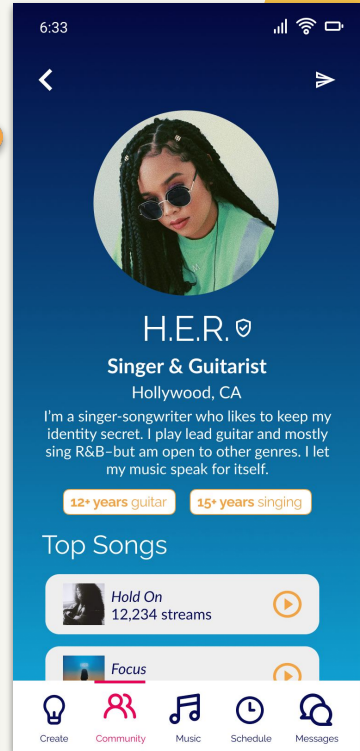
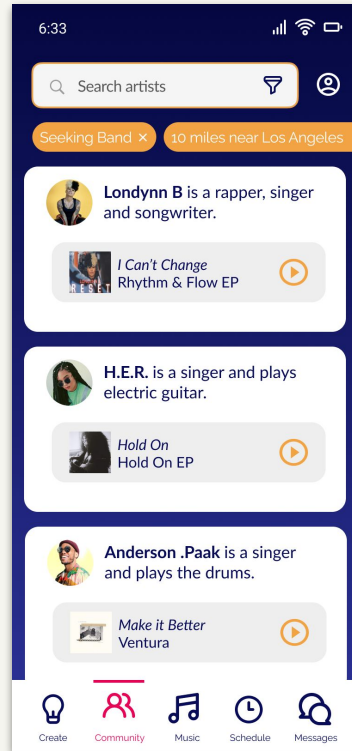
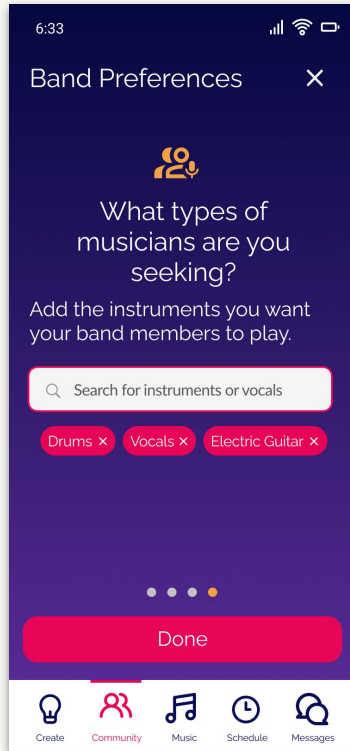
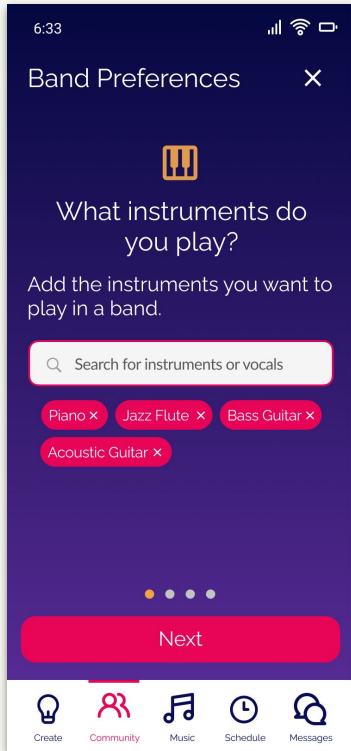
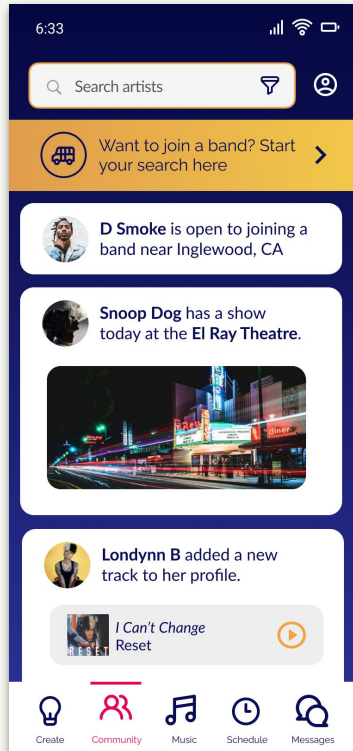
Some participants questioned the validity of an artist’s profile if they were considering connecting.

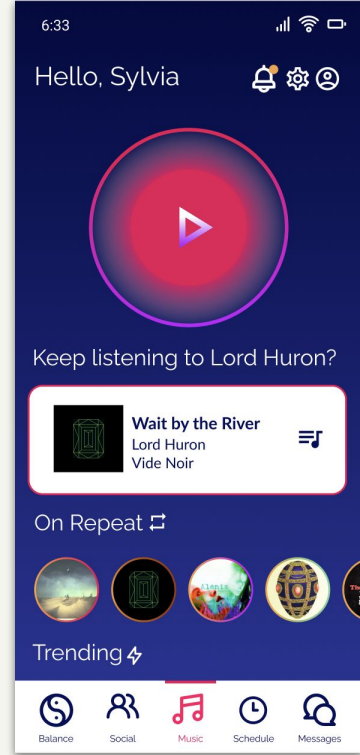
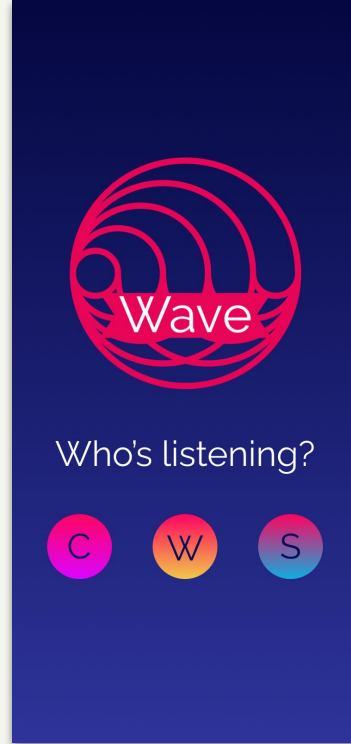
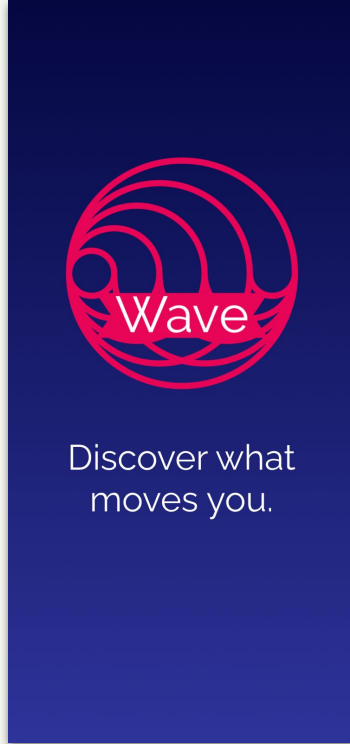
High-fidelity prototype













Next steps



Add interactions

The more users and creators can interact with others, the more value we deliver to our customers.



More animations

I want to keep pushing the animation of the music player and the home screen to have a “wave” effect.



Lots of research

Test the high-fidelity prototype with real music artists to get their feedback to refine designs.



Thanks!

Reach out if you have any questions or feedback:

jyuscavitchfreedman@mica.edu