

UX/UI Case Study



Have you ever been so interested in a book you were reading that you didn't want to put it down? Do you wish there was a way to make books more interactive? Readio is the app for you. Readio creates music playlists that match the book you are currently reading. By listening to music related to your book, it can immerse you in the storyline and provide a more emotional and interactive reading experience. Whether you are driving in the car, doing the dishes, or even making dinner -- Readio can keep you in the story.

Allison Beyers



Age: 24

Job: Starbucks Barrista

Status: Single

Favorite Book: Twilight Series

Favorite Music Genre: Pop

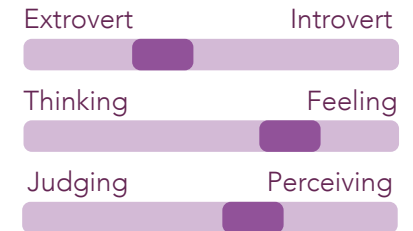
Goals

- To immerse herself in the story of whatever book she is reading
- To find music that relates to what she reads
- To work as a librarian one day

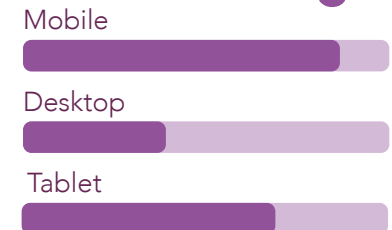
Frustrations

- Having to put her book down and stop reading
- Being unable to find music that fits the mood of her book

Personality



Device Usage



Favorite Brands



Richard Grey



Age: 32

Job: Mail Carrier for USPS

Status: Married

Favorite Book: Lord of the Rings

Favorite Music Genre: Classic Rock

Goals

- To get his daughter interested in reading
- To spend quality time with his daughter
- To be the best father he can be

Frustrations

- Being unable to keep his daughter interested in a book
- Having a hard time finding books appropriate for his daughter's age

Favorite Brands

MARVEL

Gillette

Gibson

Personality

Extrovert Introvert



Thinking Feeling



Judging Perceiving



Device Usage

Mobile



Desktop



Tablet





Allison Beyers

User Journey

Scenario: Allison wants to find music related to the Twilight book series so that she can listen to it on her way to work. She really wants to stay in the mood the story has put her in until she is able to continue reading when she returns home.

Onboarding

- Uses a search engine to look for music related to the Twilight book series
- Sees Rradio in the search results and downloads it
 - Registers an account

Exploring

- Uses the search bar to find the book *Twilight*
- Views playlists related to Twilight that were made by other people
 - Hides the first playlist because she didn't like it
 - Notices that there is a suggested playlist made by the app and clicks on it
 - Shuffles through songs until she finds one she likes

Using

- Gets ready for work and gets in her car to leave
- Connects her phone to her car via bluetooth
- Plays the song she found on repeat until she arrives to work



Richard Grey

User Journey

Scenario: Richard wants to get his daughter interested in reading. He has tried almost everything but can't seem to keep her attention while he reads to her. He heard about Readio from a friend at work who also has young children.

Onboarding

- Pulls phone out of pocket
 - Opens app store
 - Downloads Readio
 - Creates an account

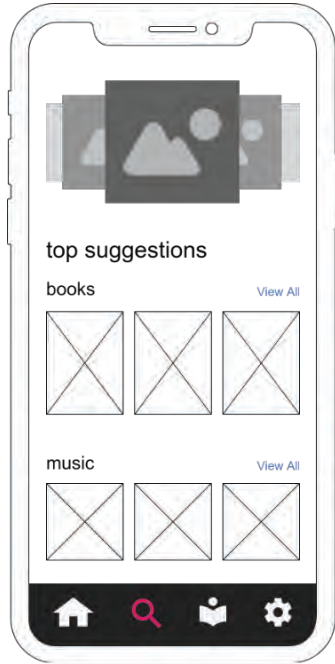
Exploring

- Uses the search bar to browse children's books
 - Finds a book that his daughter might be interested in
- Downloads the book to his library
 - Explores playlists related to the book
- Saves a playlist that he thinks his daughter will enjoy

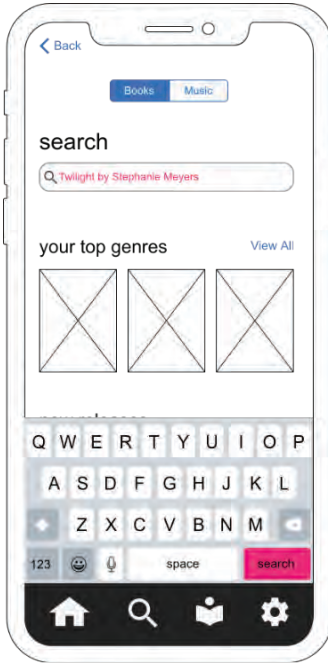
Using

- Richard reads the first chapter of the book to his daughter
 - He pauses and plays a song from the playlist
 - Watches his daughter get excited and begin to dance
- Richard's daughter asks him to continue reading after the song is over

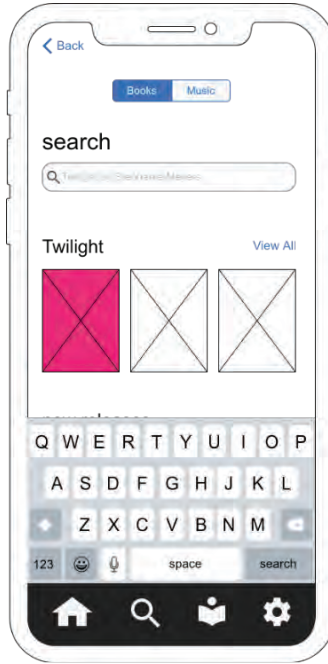
User Flow



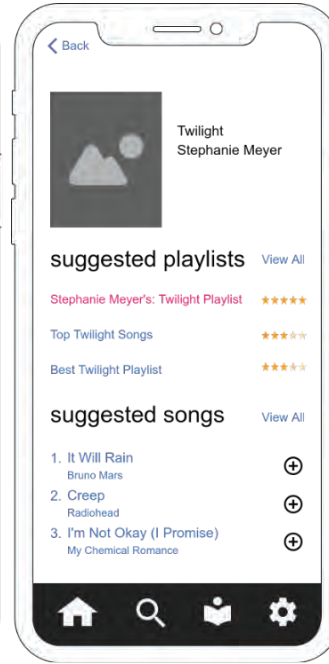
The user selects the search button.



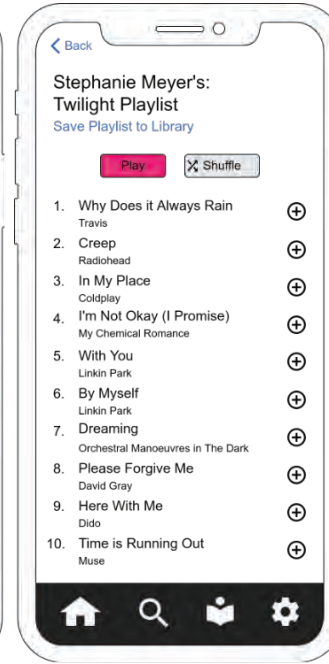
The user types into the search bar and then selects search.



The user selects the book they want.



The user selects a playlist associated to their book.



The user clicks play.



The user listens to the songs on the playlist.

Market Research

Pandora

Advantages:

- Ability to like and dislike songs to tune your station to your liking
- Can expose users to bands and songs they have never heard of, but love
- Ability to download songs and listen offline

Disadvantages:

- There are lots of ads that interfere with the app's usability
- Organizes stations by how often you listen to them, not alphabetically
- Sometimes plays songs that seem like they don't really fit the genre of music you are listening to

Spotify

Advantages:

- You don't have to purchase songs or albums
- Has a simple and easy to use mobile interface
- Has lots of music to choose from and you can play any song instantly

Disadvantages:

- Some licensing issues still keep some artists off the platform
- Artists don't get paid as much for having their music on Spotify
- Music can sometimes be limited to certain countries

Youtube

Advantages:

- Youtube keeps music playing continuously
- Videos are free and easy to use and view; music videos can add another element to listening experience
- Users can easily find new and upcoming bands and artists

Disadvantages:

- Music can be stolen from Youtube via MP3 converters
- Makes it difficult for new bands to monetize their content
- No option to save music to listen to while you are offline

Apple Music

Advantages:

- Connects to iCloud which is available on all Apple devices
- Music you have previously bought in iTunes can be used
- As soon as new music is released it can be located on Apple Music

Disadvantages:

- Has a simple design but is not unique
- There is no free option for students or businesses but does offer a discounted rate
- Doesn't have a big enough social aspect to be used more frequently than other music apps

Reviews

Pandora

Al S. ★★★★★
"I have no issues with the music, but since the update the app has been randomly pausing my songs in the middle of playing."

Karen C. ★★★★★
"I am not happy with the constant freezing, refusing to play songs I thumbs up. It won't play offline/online for longer than my screen is lit."

Andrew K. ★★★★★
"Connection issues need to be fixed... whenever I start Pandora it tries to open then says waiting for connection and to retry."

Chris T. ★★★★★
"This app keeps pushing to try and not use Pandora's only benefit. I pay for no ads and want an experience that isn't a playlist."

Spotify

Symon P. ★★★★★
"I start my playlist, then after a few minutes it stops for no apparent reason. It plays music at random times when the app isn't even loading."

Kristen K. ★★★★★
"I think their 'custom for you' playlists are great! I have found new songs and artists I wouldn't have known about otherwise."

Kate S. ★★★★★
"Spotify randomly stops playing when my phone screen is not on, then starts playing again after some time. Please fix."

Logan H. ★★★★★
"This app is mediocre. Cache takes up gigabytes of space for no clear reason. It sometimes can't recognize a WiFi connection."

Youtube

Yam G. ★★★★★
"Has the worst set of songs when you ask for an artist playlist. It takes at least 10 sec to show the play button when you open the app."

Sebastian R. ★★★★★
"I start my playlist, then after a few minutes it stops for no apparent reason. It plays music at random times when the app isn't even loading."

Anonymous. ★★★★★
"It's good as long as you buy premium. Premium will allow you to 'download' things and play them without internet connection."

Voltera S. ★★★★★
"Says I downloaded 766 songs, but it seems there is just a liked song playlist and some of the songs don't even play. Very unhappy."

Apple Music

LeGrand C. ★★★★★
"Out of all of the music streaming services I've used, this has the worst interface. I also hate that I have to dig to find new releases."

Simba ★★★★★
"Drains phone battery and is very slow to respond. Did not save songs as expected and even downloaded duplicates of a song."

Stefano S. ★★★★★
"Wonderful, but has some problems; like having low performance while you're trying to add songs in your library or download songs."

Nathan O. ★★★★★
"Crashes randomly, and sometimes a few times in a row. I also don't like how Apple substitutes songs for different versions."

Site Map

