Presentation Outline

The IDEA!
DJX - By Spotify

User Discovery

- User Interviews

- Personas

- Competitive Analysis

Information Architecture

- Information Architecture

- User Flows

- Sketches - The Journey
  Sketches - Whats' What!

Wireframing & Prototyping

- Wireframes

- Figma Demo (ask at meeting)

User Interface Design

- Style Guideline

THE IDEA

Provide an integrated DJ interface that is Spotify-specific. Instead of third party applications, this app will be in partnership with Spotify. It will be a cross-platform solution - desktop, mobile and tablet. It will be offered as an add-on service to Spotify for an additional monthly charge.

THE PROBLEM

The Problem: Music enthusiasts/home DJ's, who love to make music playlists and provide the music at parties & other events, do not have a low-cost, easy-to-use solution. For these beginners, to take it to the next level, they would need to invest in a third party application, as well as invest in the additional cost of acquiring a music catalogue/library.

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THE PRODUCT DESCRIPTION
DJX - BY SPOTIFY

A simple DJ app that targets beginners and the home DJ.

The current solutions for home DJing are rudimentary or professional. The rudimentary offerings do not allow for mixing & effects. The professional options are expensive and offer too many options for a beginner, so would be overwhelming to learn. They also do not include a music catalogue.

This product would address the two problems. A DJ Spotify integrated app is easy to use and does not cost a fortune.
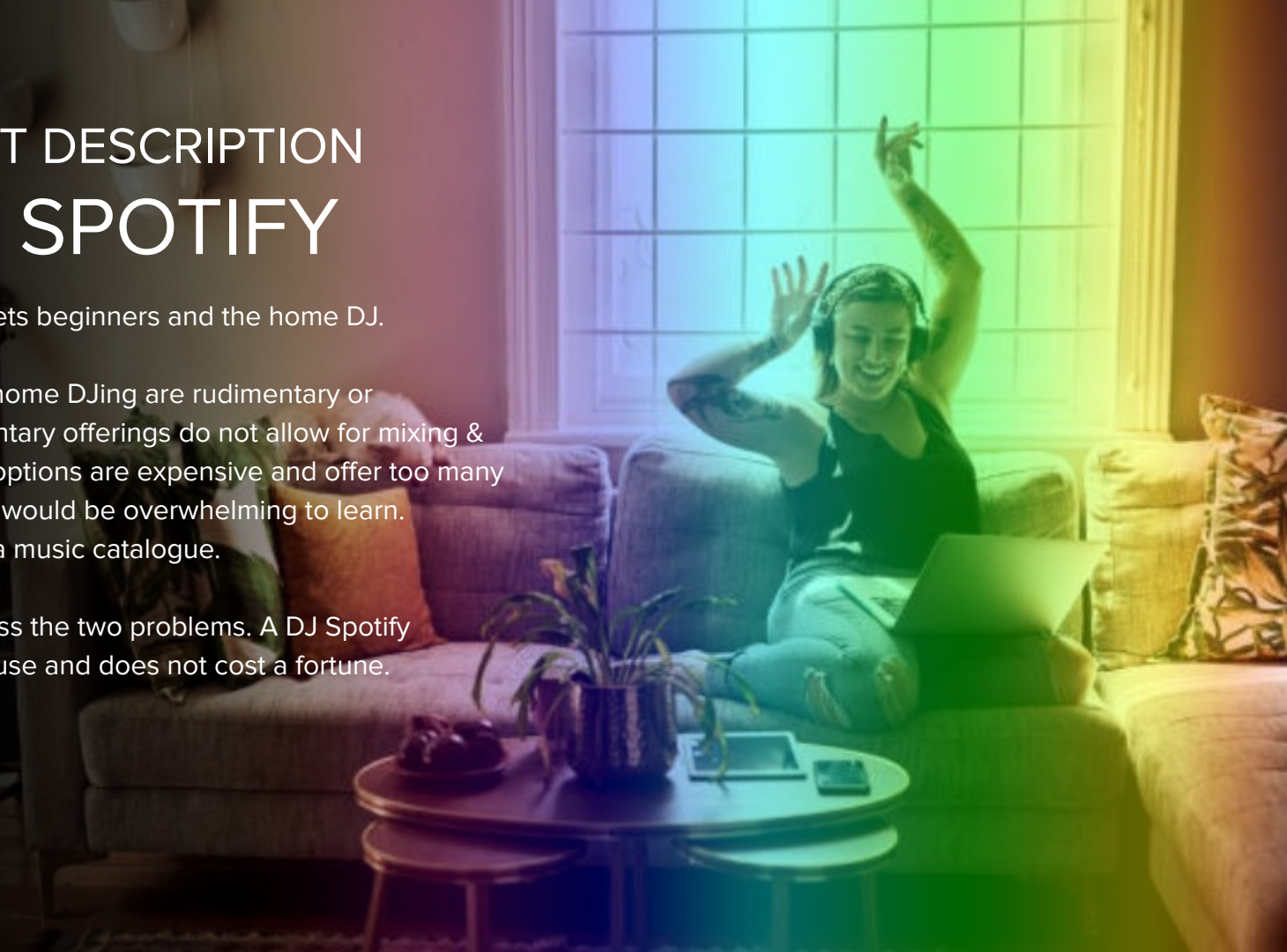
THE USER INTERVIEWS

Product Research - DJX - survey

UX Design Project - Research questionnaire

How much do you know about DJ'ing?

☐ A ton - Beats and more beats

☐ Some - Is Tiesto still a thing?

☐ Not much but I'm DJ-curious

☐ Nothing, Nada!

What's the main set up when you play music at a party? ie: bluetooth speaker, sonos etc...

Your answer

The USER Interview

- Interviews took place over the internet and 2 have been in person.
- 37 users filled in an online questionnaire
- Users ranged from professional DJs to lay people, who although love music, have zero knowledge on how to DJ.
- Ages ranged from 15 - 55.

The USER Interviews - Insights

- Most did not know anything about DJing but they are DJ curious.
- 95% of users use Spotify as a streaming service.
- Most love the sharing ability of Spotify.
- Professional DJs did not like streaming services - quality & reliability issues.
- Limitations of needing to have wifi to stream.
- The ages of people interested ranged from 15 - 56.
- Younger users were quicker to pick and start using the app without asking for a tutorial.
- Everyone wanted a sharing option and a way to save what they created to use at a later date.

The User Personas

Name
Seren Loo

Archetype
Type A

Persona quote:
Music changes a room.
I love watching people groove to what I make.

Age:	Location:
16	Toronto
Education:	Occupation:
High School	Student
Status:	Salary:
N/A	N/A

Personality Traits & Behaviours:
Extrovert ████████████████████████

Intuative ██████████████████████

Perceptive ██████████████████

Empathetic ███████████████████████

Bio:
Serene is a 16 year old student. He is bright, charming and has a love for music.
He is an amature music producer. He love going to parties and spending time with his friends. He usually takes his music speaker with him everywhere.

Personal Goals / Other Adjectives:
A career in the music industry.
U of T business degree

Frustrations / Pain Points / Reservations:
Needs to be able to upload his own music as well as Spotify playlist

Finds it difficults to share his music with friends and others.

Needs an easier interface

Potential Solutions:
Investigate adding other music sources

Adding a sharing and community element

Name
Trixie Beever

Archetype
Prefectionists and Freespirited

Persona quote:
Nothing worse than when some people are bad at picking music for a party!

Age:
50ish

Location:
Toronto

Education:
University

Occupation:
Artist and Entrepreneurs

Status:
Married

Salary:
50-80k

Personality Traits & Behaviours:

Extrovert
Intuative
Perceptive
Empathetic

Bio:
Trixie Beever - Work together as Trixie & Beever for many years, creating installations, performances, mixed-media art pieces and set designs.
Proudly queer women who love music and pop culture as they incorporate that into their art and design.

Personal Goals / Other Adjectives:
Entrepreneurs

Frustrations / Pain Points / Reservations:

When using the app. They understood the premise pretty quickly but still needed a tutorial and a step by step on how to use the app.

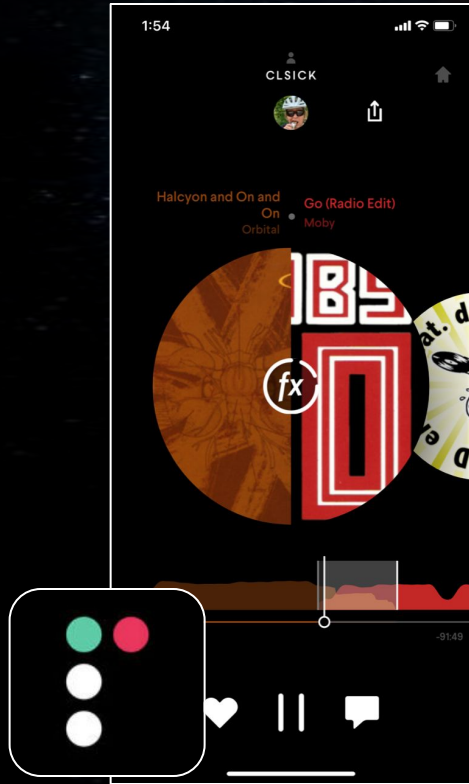Sharing and exploring/discoving new music and other peoples mixes.

Needs an easier interface.

Potential Solutions:

Create a tutorial video and fun was to make simple mixes as well as a sharing & community
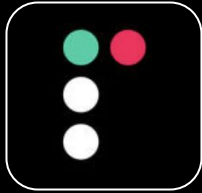
Pair down the options

The Competitive Analysis

PaceMaker

DJAY PRO AI

The Competitive Analysis

PaceMaker

- Available for iPhone only
- Subscription offers zooming in and cropping the beginning and end of tracks only.
- Sharing mixes but only confined in Pacemaker community.
- Limited(free) and full version available
- Price point for full version is $6.99 USD a month.
- Design is unusual. Not recognizable as a dj app. Confusing interface.
- Has built in AI that recognizes the end of songs and matched beats.
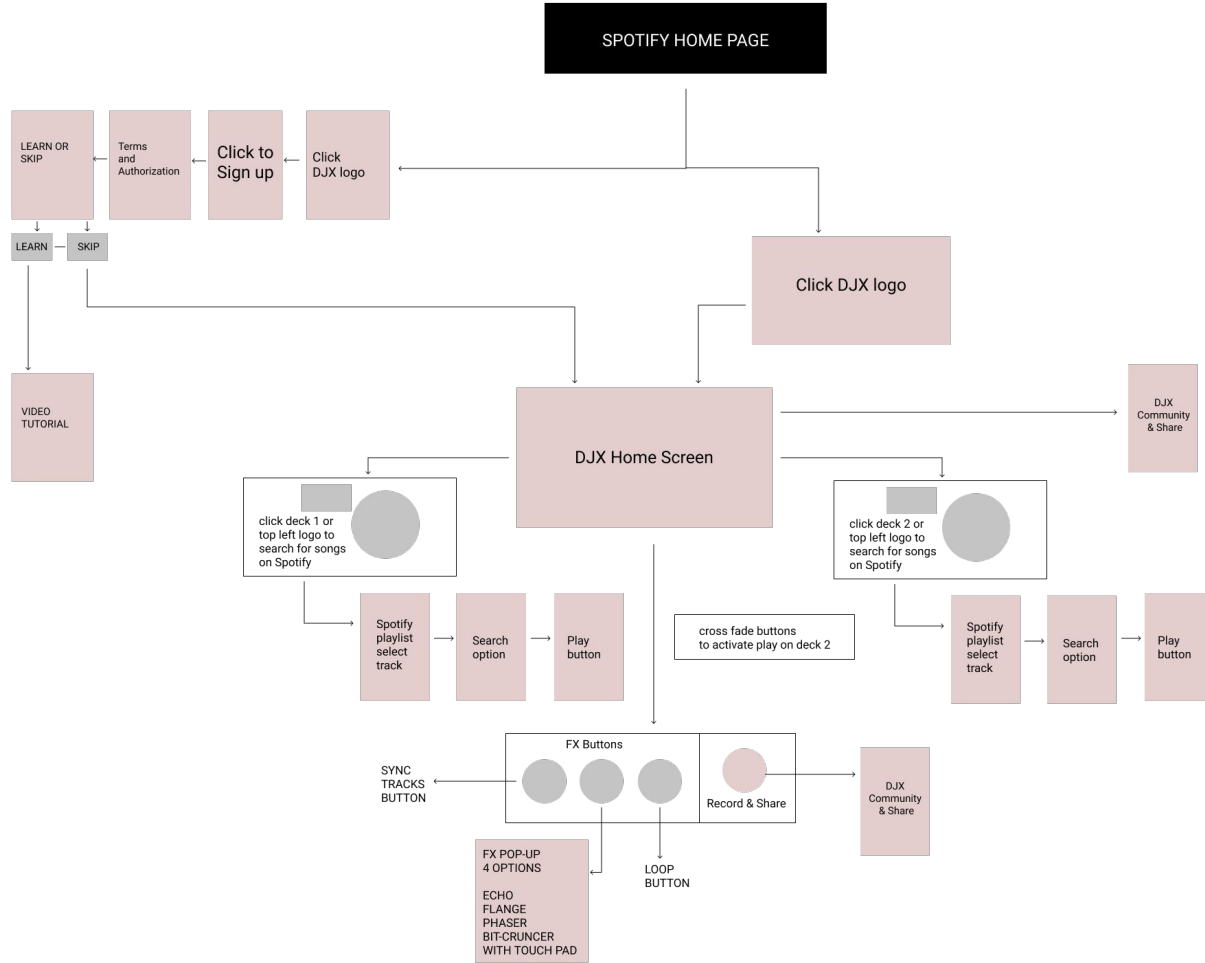- No BPM reference for you to match your own songs.

DJAY PRO AI

- Available for IOS on all platforms but primarily designed for the iPad
- Advanced AI.
- Able to use gestures and your iPad camera to control the app.
  (they developed a whole new set of gestures)
- Able to isolate vocals, drums etc for a more robust mixing experience.
- No share option
- Streaming services do not include Spotify (lost the license in July)
- Not for beginners.
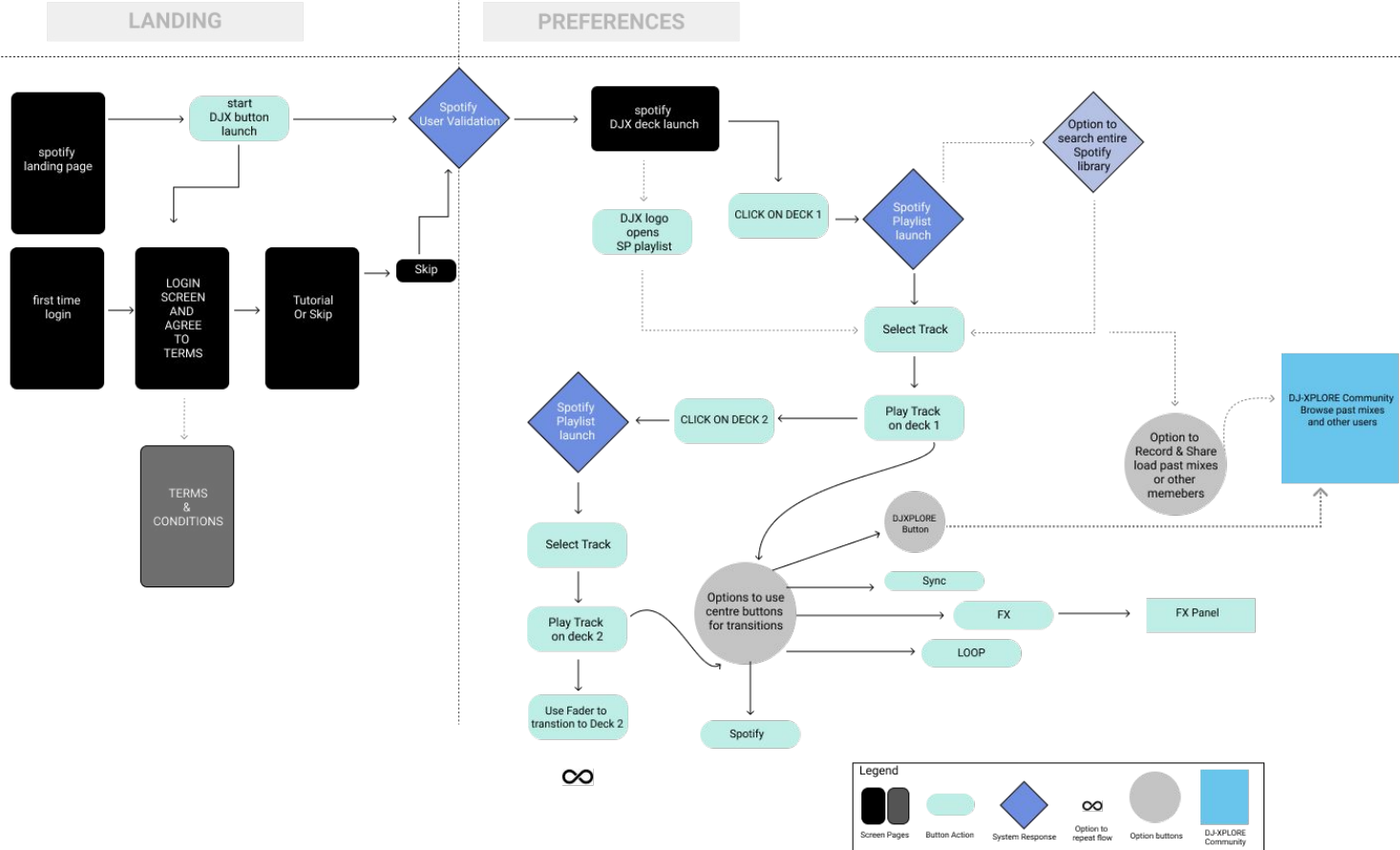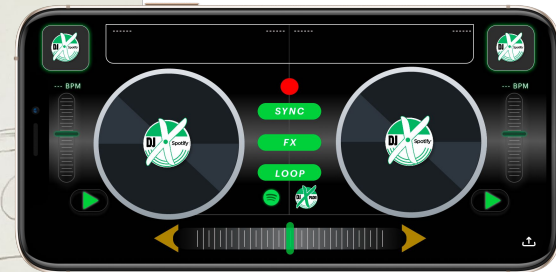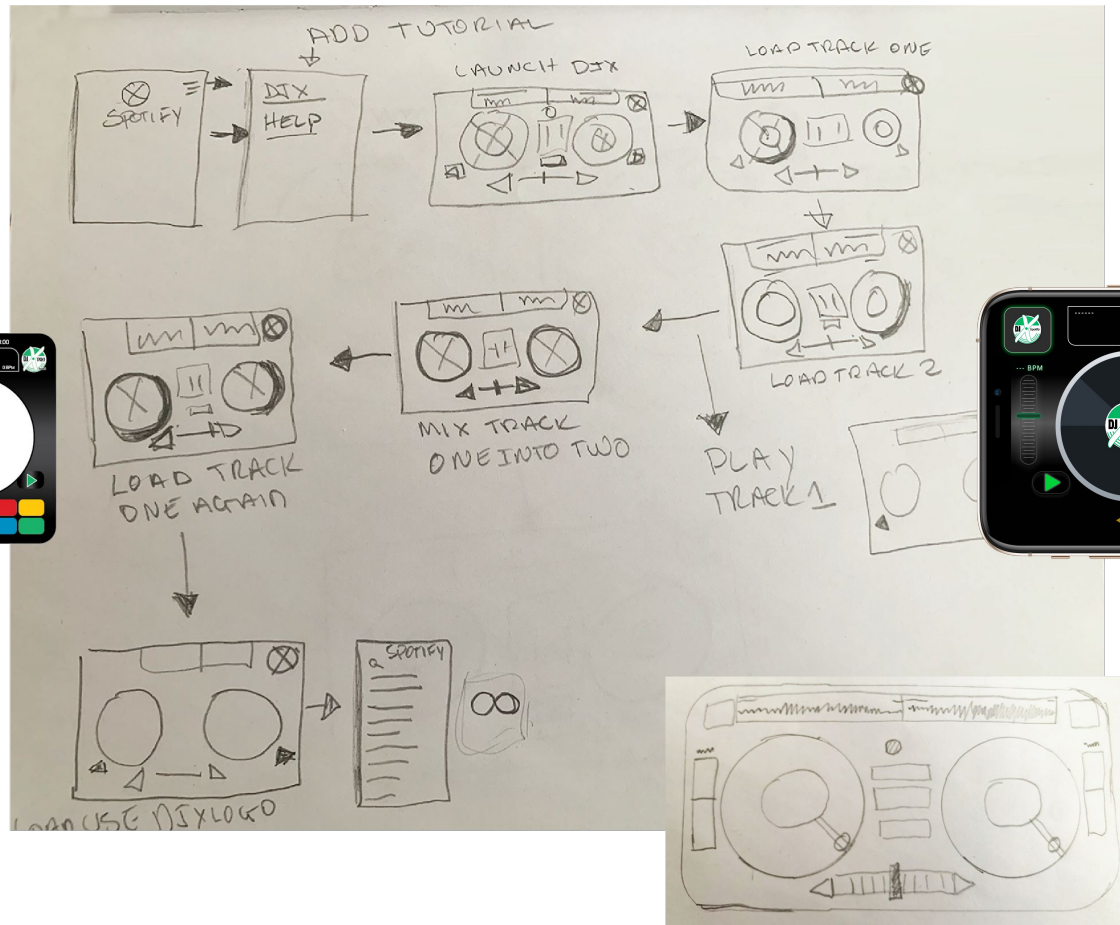- $7.00USD per month $50.00USD per year

The Information Architecture

SPOTIFY HOME PAGE

LEARN OR SKIP

Terms and Authorization

Click to Sign up

Click DJX logo

LEARN — SKIP

Click DJX logo

VIDEO TUTORIAL

DJX Home Screen

DJX Community & Share

click deck 1 or top left logo to search for songs on Spotify

click deck 2 or top left logo to search for songs on Spotify

Spotify playlist select track

Search option

Play button

cross fade buttons to activate play on deck 2

Spotify playlist select track

Search option

Play button

FX Buttons

SYNC TRACKS BUTTON

Record & Share

DJX Community & Share

FX POP-UP 4 OPTIONS

ECHO
FLANGE
PHASER
BIT-CRUNCER
WITH TOUCH PAD

LOOP BUTTON

THE USER FLOW

DJX USER FLOW

spotify
landing page

start
DJX button
launch

Spotify
User Validation

spotify
DJX deck launch

Option to
search entire
Spotify
library

first time
login

LOGIN
SCREEN
AND
AGREE
TO
TERMS

Tutorial
Or Skip

Skip

DJX logo
opens
SP playlist

CLICK ON DECK 1

Spotify
Playlist
launch

TERMS
&
CONDITIONS

Select Track

Spotify
Playlist
launch

CLICK ON DECK 2

Play Track
on deck 1

DJ-XPLORE Community
Browse past mixes
and other users

Option to
Record & Share
load past mixes
or other
memebers

Select Track

DJXPLORE
Button

Options to use
centre buttons
for transitions

Sync

Play Track
on deck 2

FX

FX Panel

LOOP

Use Fader to
transtion to Deck 2

Spotify

∞

Legend

Screen Pages | Button Action | System Response | Option to repeat flow | Option buttons | DJ-XPLORE Community

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The Sketches

Preliminary designs and thumbnail sketches that ended with a dj deck that's relatable and easy to use.

The Sketches - Whats' What!

Button to load songs and search

Current song playing

Sound wave

Time left on track

Record session

Button to load songs and search

DJ X Spotify

KYLIE MINOGUE - SAY SOMETHING   -00:30   -04:13   PURPLE DISCO MACHINE - DISHED (MAN2MAN)

Song BPM

107 BPM

Manual BPM adjustment dial

Deck one Artwork of song loads

Play button

Time left on track indicator

Track fader buttons left

Quick launch Spotify

Track fader dial/indicator

Track fader - Music fades from Track 1 - 2

Launch DJXPLORE Community. Where your old sets are stored and you browse/play other users mixes

SYNC

FX

LOOP

123 BPM

Syncs BPM between tracks

Deck two Artwork of song loads

Launches FX panel With touch pad

Loops beats 1b, 2b, 3b, 4b, 1/2B

Track fader buttons right

WIREFRAMES
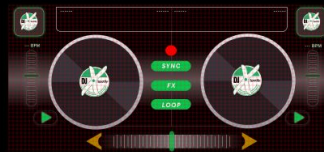
TUTORIAL LAUNCH OPTION   APP LANDING PAGE   APP LANDING PAGE   APP LANDING PAGE   Community Recordings & S...

Community
building section.
save & share
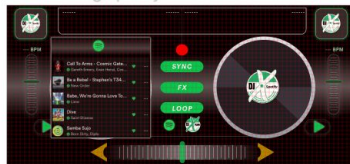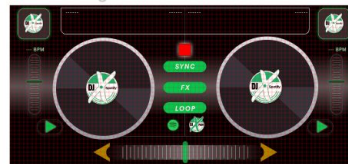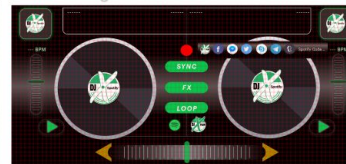your mixes.

DJX LANDING

DJX loading spotify

DJX Sharing

DJX Sharing 2

DJX TRACK LOADING – DECK 1

DJX TRACK LOADING – DECK2a

DJX TRACK LOADING – DECK 2

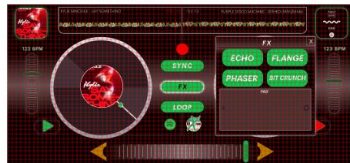DJX - SYNC Button Status

DJX - Loop Button Status

DJX Sharing 3

DJX - FX Button Status-1

DJX - FX Button Status-2

DJX - FX Button Status-3

DJX TRACK PLAY FUNCTION
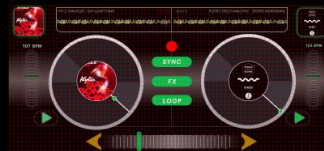
DJX TRACK PLAY FUNCTION RIGHT

DJX TRACK PLAY FUNCTION LEFT

DJX LANDING
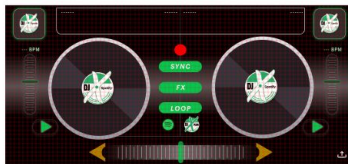
DJX loading spotify

DJX Sharing

DJX Sharing 2

DJX TRACK LOADING - DECK 1

DJX TRACK LOADING - DECK2a

DJX TRACK LOADING - DECK 2

DJX - SYNC Button Status

DJX - Loop Button Status

DJX Sharing 3
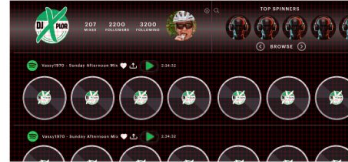
DJX - FX Button Status-1

DJX - FX Button Status-2

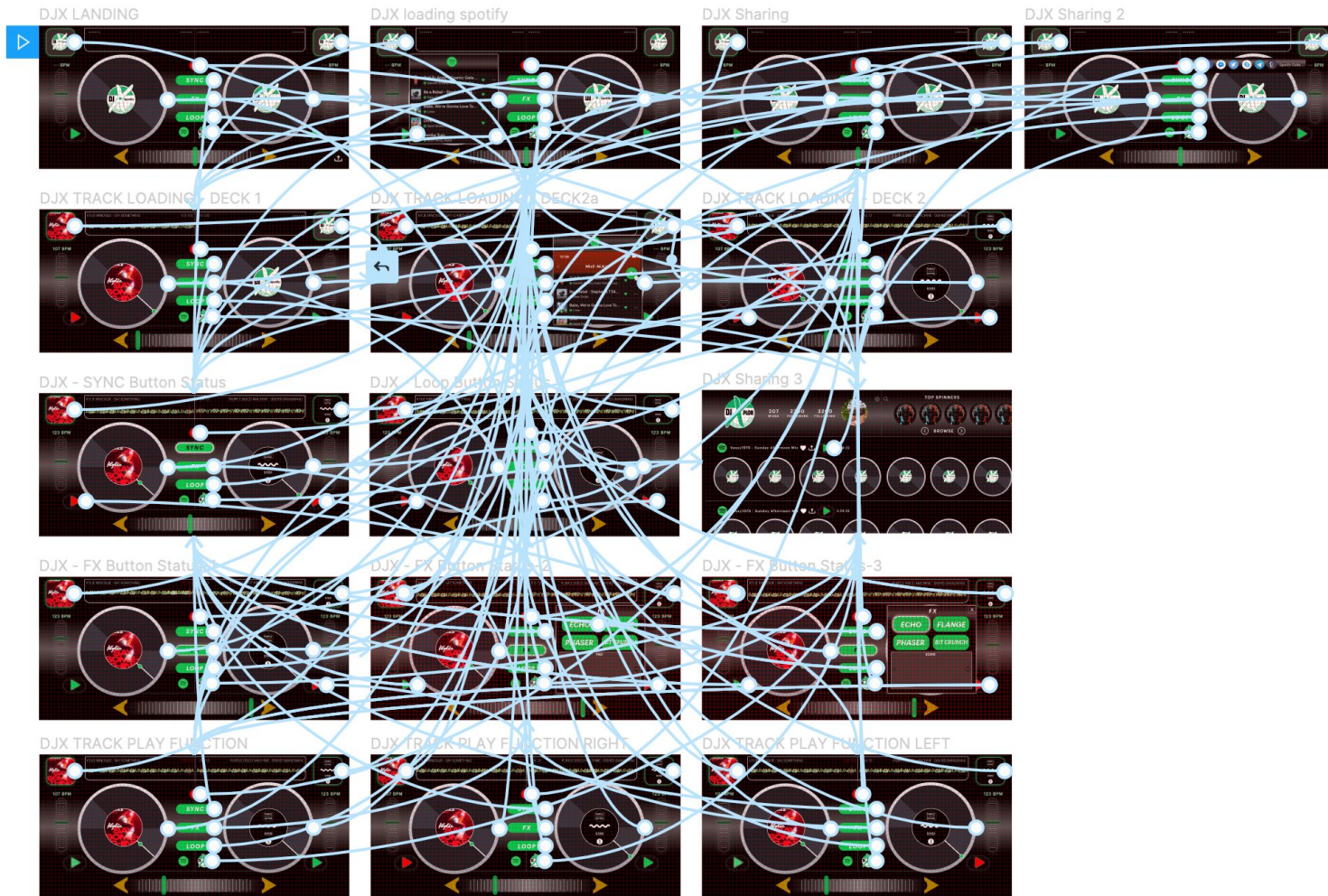DJX - FX Button Status-3
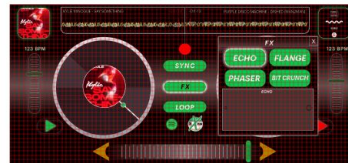
DJX TRACK PLAY FUNCTION

DJX TRACK PLAY FUNCTION RIGHT

DJX TRACK PLAY FUNCTION LEFT

The FIGMA Demo

DJX Prototype

Click above to launch FIGMA

THE UI DESIGN

The STYLE Guide

Colours

| #00CB51 | #F50000 | #2D2E2D | #AB8500 | #555555 | #00000 |
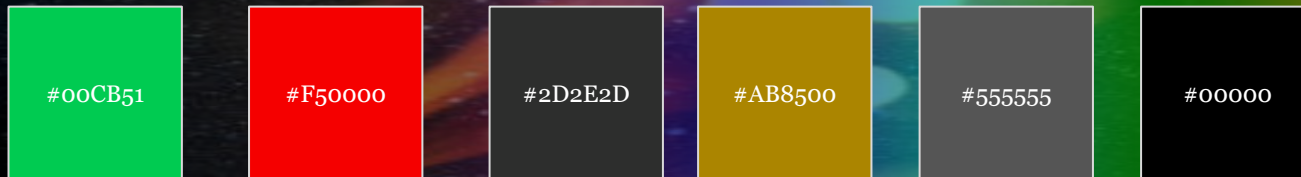
Typography

Graphik Family

Buttons - Graphik Semibold Italic	15 pt
Title- Graphik Light	9 pt
BPM- Graphik Reg	10 pt

Buttons
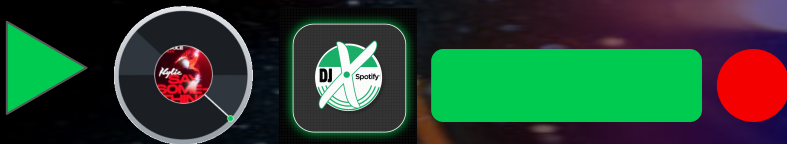
The STYLE Guide - THE LOGO

ALWAYS SCALE WITH STROKE &
EFFECTS CLICKED ON

COLOUR = #00CB51

Gothic 821 Condensed BT

SPOTIFY - GRAPHIK

Min Size 87x91px
Drop Shadow at 25% Opacity
Leave adequate negative
space around logo .25 in

The Learning Outcomes - Next Steps

- Source an engineer to see if the idea is a viable one. The engineer and I would begin to explore Spotify's API
- Make adjustments to the design as per the engineer's suggestions
- Work on the financials with Spotify.
- Build a workable dummy prototype