# The Future
## of Digital Media

www.MediaRoll.app

# Project overview

**The product:**

The Media Roll App will let users expand their media collection, affecting users who spend too much time saving digital media for viewing and sharing purposes by allowing them to quickly and easily access their media library and enhancing the overall user experience.

**Project duration:**

August 2021 to December 2021.

# Understanding the user

- **Project overview**
- **User research**
- **Personas**
- **User story**
- **Big Picture Storyboard**
- **Close-up Storyboard**
- **Problem & hypothesis statements**
- **User journey maps**

# Project overview

**The problem:**

Mobile users, artists, music enthusiasts, screenwriters, IT Specialists, composers, and producers spend too much time browsing, watching, and sharing their media collection.

**The goal:**

Design an app that allows users to easily expand, access, watch, edit and share media with others

# Project overview

## My role:

UX designer responsible for conceptualizing, designing, and delivering a media collection app from ideation to the implementation of hi-fi prototype

## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# User research: summary

I conducted in-depth interviews and created empathy maps to gain insights into the diverse needs of users in various scenarios. The primary focus was on working adults who engage with media regularly, such as during workouts, at the computer, while driving, and streaming music.

In summary, the user research uncovered a range of challenges, including the need for integration of media functionalities, streamlined syncing processes, safer in-car music management, and enhanced customization features for streaming platforms. These insights will guide the design process to create solutions that address the specific needs and frustrations of our target users.

To view the Interview transcripts and Empathy maps click here [click here](click here)

# User research: pain points

### 1

## Time Constraints

Working adults who regularly consume media are constrained by time and find it challenging to allocate time for collecting and managing media

### 2

## Accessibility Challenges

Users express a need for more accessible elements in existing applications, indicating that current solutions may lack user-friendly interfaces.

### 3

## Information Architecture (IA)

Users desire a more intuitive way to navigate options, indicating potential complexities in the current information architectures of various applications.

# Persona:

**Alex Turner**

- **Age:** 30
- **Education:** Bachelor's degree in Sports Science
- **Hometown:** Denver, Colorado, USA
- **Family:** Single, lives independently
- **Occupation:** Fitness Trainer and Nutrition Consultant

"I hit the gym about three times a week. It's tough to browse and switch between apps or music or tutorials between exercises or sets. I struggle to find the right song or video quickly."

## Goals:

- Seamlessly integrate media functionalities during gym sessions.
- Edit media with the easiest UX, using only one finger.
- Watch workout videos without interrupting music.
- Edit playlists and own music or clips efficiently.
- Make marks or notes on the media.

## Frustrations:

- Difficulty in browsing and switching between apps or media during exercises.
- Struggle to quickly find the right song or video.
- Disruption in flow impacts workout effectiveness.

Alex is a 30-year-old fitness enthusiast who hits the gym about three times a week. During workouts, Alex likes to listen to music or watch workout videos to stay motivated. However, the current experience involves challenges in browsing, switching between apps or media, and finding the right content quickly, disrupting the workout flow. Alex wishes for an app that seamlessly integrates these functionalities, providing a more efficient gym media experience.

# Persona:

"I strive for digital harmony in my workspace, seeking a seamless solution to bring order to my media chaos."

## Goals:

- Efficiently curate and manage digital media collections during long hours at the computer.
- Streamline the process of syncing and editing folders between computer and mobile apps.
- Implement a solution for easy access to media from various online sources in one app.

## Frustrations:

- Time-consuming process of switching between apps and managing playlists.
- Hassle of saving media to Google Drive and accessing it across multiple devices.
- Inability to download entire folders from Google Drive within the app.
- Lack of a unique online service to consolidate content from different sources into one organized Google Drive folder

Michael, a dedicated 28-year-old office worker, spends extensive hours at his computer, creating meticulously organized collections of digital media to enhance his work environment. He faces challenges in managing playlists, switching between apps, and syncing media across devices. The frustration intensifies when saving media to Google Drive and accessing it becomes a cumbersome process. Michael envisions a more streamlined approach, where he can efficiently sync and edit folders between his computer and mobile apps. His ultimate goal is to discover a unique online service that consolidates content from various sources into one accessible Google Drive folder, revolutionizing the way he manages his digital media collections.

## Michael

- **Age:** 28
- **Education:** Bachelor's degree in Computer Science
- **Hometown:** Chicago, Illinois, USA
- **Family:** Married, no children
  **Occupation:** IT Specialist

# User Stories

"As a fitness enthusiast who values a seamless workout experience, I want an app that integrates media functionalities seamlessly so that I can effortlessly browse, watch, listen, access, edit, sort, and share my favorite workout content without disruptions, ensuring a focused and effective gym session"

"As a dedicated office worker who spends long hours at the computer, I want a media management app that streamlines the syncing process between my computer and mobile devices so that I can efficiently edit folders, save media, and create organized collections, enhancing my overall work experience."

# Problem and hypothesis statements

## Alex Turner

- **Problem Statement:** Alex Turner is a fitness enthusiast who needs seamless integration of media into his workout routine because disruptions in media management lead to decreased focus and effectiveness during gym sessions.
- **Hypothesis Statement:** If Alex Turner can access an app that seamlessly integrates media functionalities during his gym sessions, then he will experience improved focus and motivation, resulting in more effective workouts.

## Michael

- **Problem Statement:** Michael is an office worker who needs efficient media management across devices because the current process is time-consuming and results in disorganized workflows.
- **Hypothesis Statement:** If Michael can use a media management app that streamlines syncing between his devices, then he will have more organized workflows, leading to increased productivity and satisfaction in his work.

# Big Picture Storyboard

Big picture storyboards are often used early in the design process when designers are trying to get stakeholders to support their ideas. Focus on what the user needs, their context, and why the product will be useful to the user.
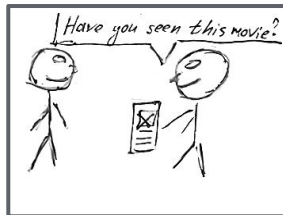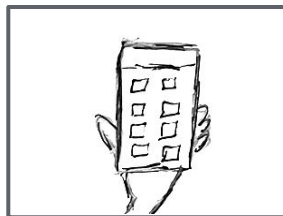


User wants to share his favorite Media with his friend
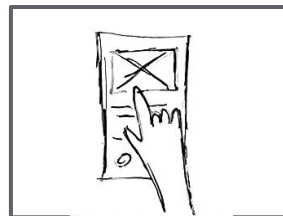


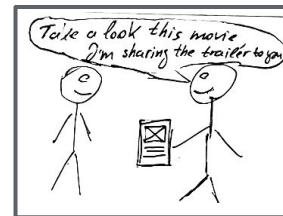User is frustrated by applications that don't provide the options he needs
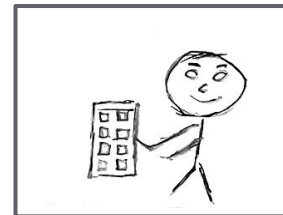


User downloads the Media Roll App and opens it



User scroll via the app and finds His favorite media



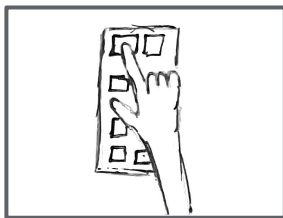User selects a media and shares It with his friend



User is happy to have a quick access to the media library

**Scenario:** The Media Roll App allows users to expand their media collection by enabling quick and easy access to their media library.

# Close-up Storyboard

I created storyboards after understanding the characters, scenes, and plots. It incorporate narrative and story's context, helping in understanding the user and the design's problem. The Close-up Storyboard concentrate on the product and how it works.



User opens the Media Roll App



User scrolls through the app and finds favorite media



User selects a media



User scrolls through the screen with the chosen media



User selects options where he has sharing and favorite features



User sends the favorite media to his friend in different ways

**Scenario:** The Media Roll App allows users to expand their media collection by enabling quick and easy access to their media library.
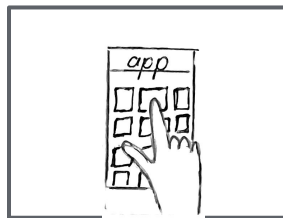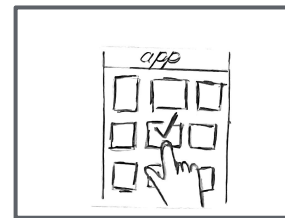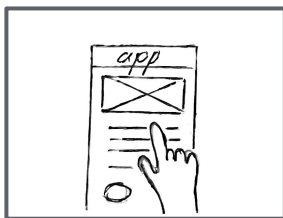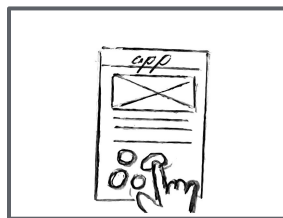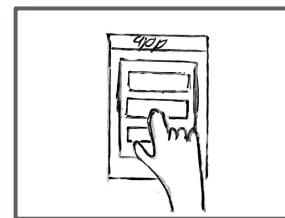
# User journey map

**Persona: Alex Turner**

**Goal:** Fast and easy way to collect, share and play favorite media from a mobile application

| ACTION | Fast find a media via a collection | Categorize a media collection by names | Search media | Edit collection | Play and share a favorite thriller |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Use app<br>B. Have access to all collection<br>C. Have menu options | Tasks<br><br>A. Find categorization button<br>B. Choose category<br>C. Have categorized collection | Tasks<br><br>A. Find search button<br>B. Enter a media title<br>C. Select found media | Tasks<br><br>A. Open selected media<br>B. Have media preview screen | Tasks<br><br>A. Have media play screen<br>B. Find play button<br>C. Find sharing and streaming options |
| **FEELING ADJECTIVE** | - Excited to have media in one places<br>- Worried about output connection and settings options | Stressed out by unorganized thriller collection | Annoyed about the way of finding the right media for watching or sharing | - Irritated with time spent on having access to media<br>- Anxious about sharing options etc | Hopeless with to have a good audio/video player |
| **IMPROVEMENT OPPORTUNITIES** | Create an app for advanced collecting and playing media | Offer the way to collect media easily through the app. | Create app features that help navigate collection and searching media | Create a screen in the app for a selected media with different accessibility features | Create a good media player inside a mobile application |

Mapping user journey revealed how helpful it would be for users to have access to a dedicated Media Roll app.

# Starting the design

- Paper wireframes
- UX Research Usability Study round one
- Digital wireframes and updates
- Low-fidelity prototype
- Affinity Diagram
- UX Research Usability Study round two

# Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the screens, I prioritized a quick and easy process to help users save time on collecting media.
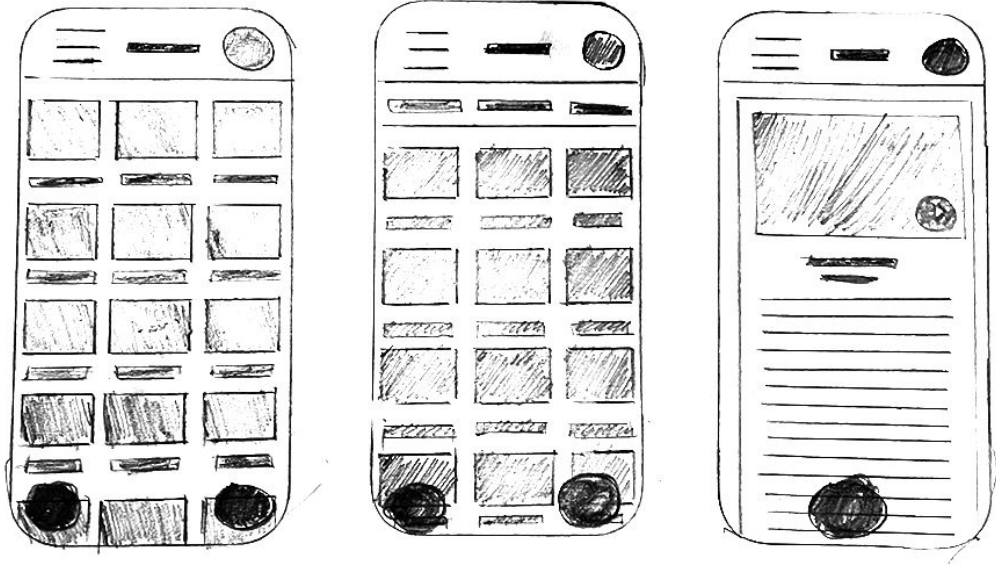
# UX Research Usability Study round one

## Research Questions :

- How easy or difficult was it to find media categories? Is there anything you would change about the process?
- How easy or difficult was it to share a media? Is there anything you would change about the process?
- How easy or difficult was it to find a "favorite"? Is there anything you would change about the process?
- From the home page, figure out where you would go to watch and edit your media collection.

## Participants

- 5 participants  Participants are anyone who watches a movie out at least once a month.
- Participants between 18 and 62

## Methodology

- 5-10 minutes
- United States, remote
- Unmoderated usability study
- Participants will use the Media Roll App prototype v.1

## Research Insights

- The sharing feature was difficult to find for almost all users.
- For most users, it was not immediately clear how to tap the Favorites feature.
- Not everyone was familiar with the prototyping elements.
- The prototype was helpful for most people, but not an overwhelming majority.

To view the Media Roll App Low-Fidelity Prototype v1 click here

# Digital wireframes and updates

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the UX Research Usability Study. Findings from the first study helped to improve digital wireframes.
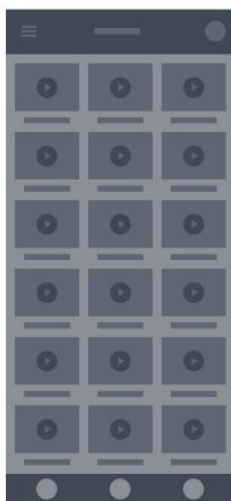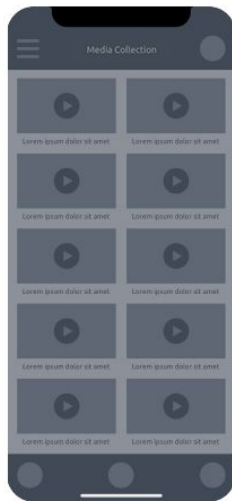


Before          After          Before          After          Before          After

# Low-fidelity prototype

Using the completed set of digital wireframes, first round of UX Research Usability Study, and a low-fidelity prototype, I created a second version of the low-fidelity prototype.

To view the Media Roll App Low-Fidelity Prototype v2 [click here](#)
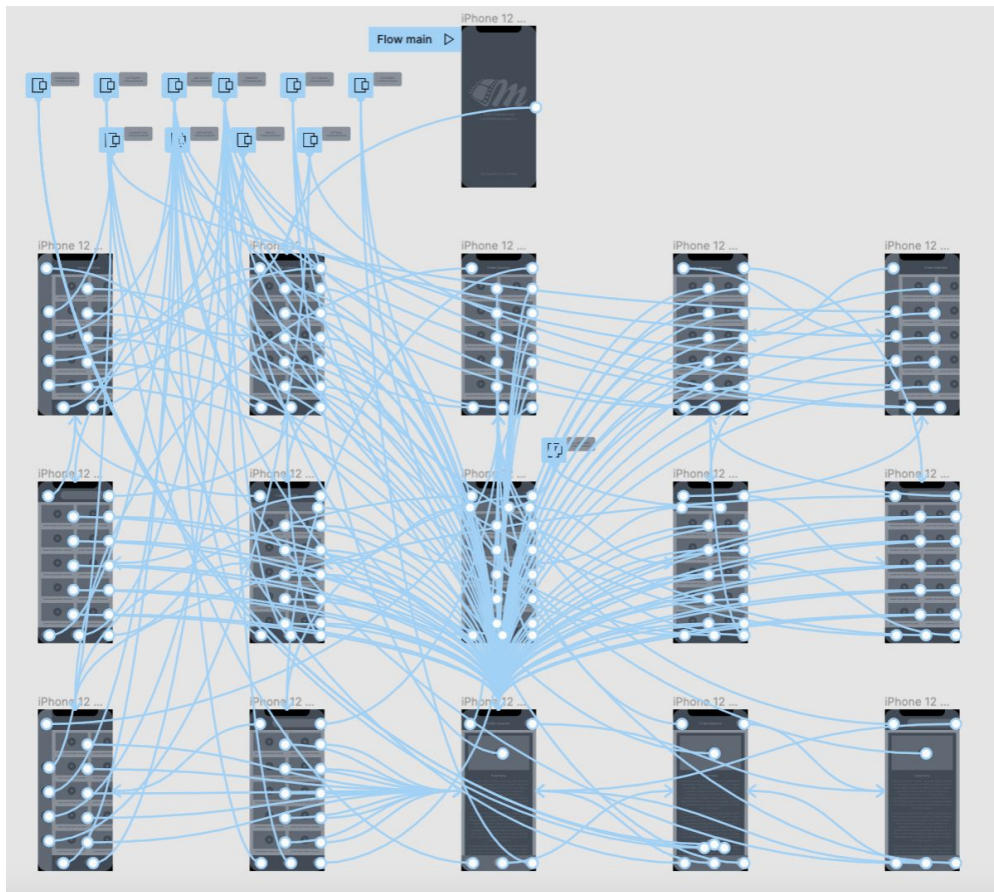
# Affinity Diagram

I've crafted a **UX research study plan** outlining how to test my prototype. This plan helps explore user groups, gain insights into their problems, and address them effectively. Structuring this plan has been crucial for achieving research success. To view the **UX Research Study Plan** for round two click here

I've interviewed at least five participants, taking notes for each. Using a **Note-taking spreadsheet**, I recorded observations to analyze and synthesize the usability study data. These observations summarized participants' behaviors, questions, and feedback as they engaged with Low-Fidelity Prototype v2. To view the **Note-taking spreadsheet** click here

I used the **Affinity Diagram** method to organize observations from the note-taking spreadsheet onto individual sticky notes, including participant quotes. These notes were colored by participant and grouped into categories like Sharing, Favorites, Navigation, Play and Editing Features.

### Sharing feature

Participant didn't know where to find this a sharing feature

"Ugh, this is honestly a bit confusing, I don't know where this feature"

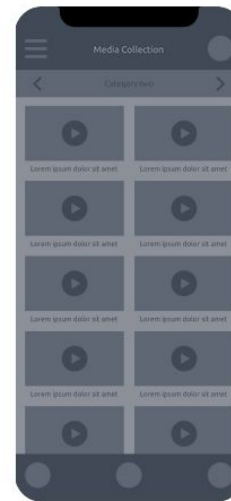- Participant is frustrated that sharing feature don't feel more intuitive to use

"I don't understand why the application hides the sharing feature. I mean, it's pretty much buried under one button"

-Participant is confused to find the sharing feature

"I couldn't find sharing feature easily"

### Navigation

- Participant wants to navigate trailer page more

"It seems like the this feature is still developing"

- Participant is frustrated that titles under the media are too short

"Seems that titles under the media are too short"

- Participant wants to see a detailed splash screen before he see a main page

"It would be nice if I see a detailed splash screen when I open the application"

### Favorite feature

-Participant thinks that a favorite icon should be in other place"

"Maybe if you put a favorite feature icon somewhere else would make it easier to manage my favorites media"

-Participant looks confused with favorite feature

"Where should I go? Doesn't seem like I will find it"

-Participant wants favorite trailer screen

"I want some screen that allows me to customize my favorite media collection."

-Participant tries tapping in a not tappable area

"I couldn't tap at favorite feature. The icon is too small"

### Play and edit features

-Participant does not know what bubbles mean when he taps the edit or play feature

"I don't understand why you'd use bubbles for these features. But eventually figured it out"

-Participate feels worried about the edit feature

"I think edit feature should be in the center of trailer screen page somewhere under a media image."

# Pattern & Insight identifications

After creating the affinity diagram, I identified several themes. Applying synthesis and critical thinking, I extracted research observations and transformed them into a **Pattern Identification** template. To view the **Pattern Identification** click here

I prioritized themes by analyzing the frequency of shared user observations, revealing common trends and issues. Reviewing these themes, I added insights to the **Insight identification** templates, integrating them with previous analyses. To view the **Insight identification** click here

This insight, rooted in empathetic understanding and supported by data, aligns closely with the goals of the research plan. So, I formulated a clear action plan, exploring patterns and identifying key themes. Utilizing these insights, I refined the high-fidelity prototype for the next testing rounds.

# UX Research Usability Study round two

## People want to have a better sharing feature

Supporting evidence from the usability study:
- 3 out of 5 subjects had trouble finding the Sharing feature.
- 3 out of 5 subjects had a hard time knowing what to do with the Favorites feature.

*"I don't understand why the application hides the sharing feature. I mean, it's pretty much buried under one button"*
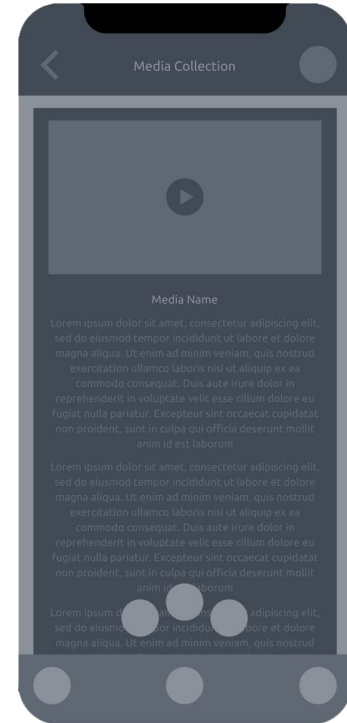*"Ugh, this is honestly a bit confusing, I don't know where this feature"*

## Findings

- Users need a more intuitive way to the sharing feature
- Users need a more intuitive way to the favorite feature

## Recommendations

- Create icons for Sharing, Add, Play and Edit features so users can recognize these features in the feature

# UX Research Usability Study round two

## People want more detailed options

Supporting evidence from the usability study.

- 3 out of 5 subjects were confused by Add, Play and Edit features when they saw bubbles.
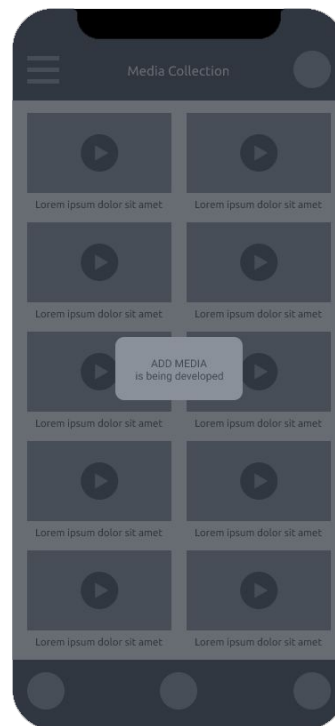
*"I don't understand why you'd use bubbles for these features. But eventually figured it out"*

## Findings

- Users need better cues for what steps are required to tap the main features.

## Recommendations

- Create undeveloped features where users see in the bubbles

# UX Research Usability Study round two

## People want more titles and graphics

Supporting evidence from the usability study.

- 2 out of 5 subjects were frustrated by the lack of titles and graphics.

*"It would be nice if I see more details via splash screen when I open the application" "Seems that titles under the media are too short"*

## Findings

- Users need more accessible elements in the prototype.
- The navigation process isn't intuitive. Some buttons' are confusing.

## Recommendations

- Add examples of content for titles and trailers description

Media Roll App
Low-fidelity prototype v.2

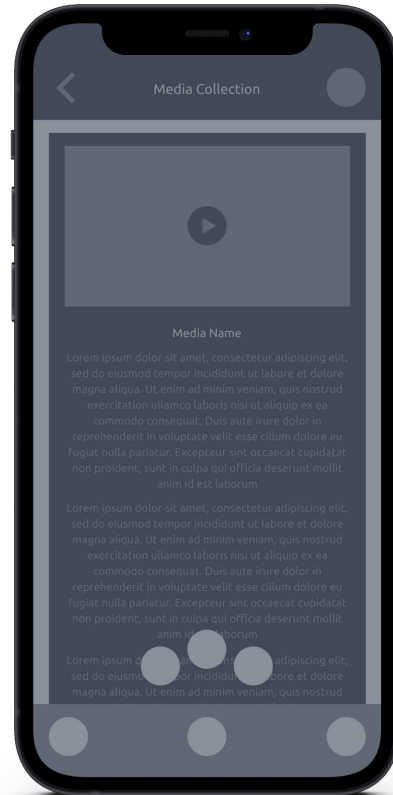Tap anywhere to continue

# Refining the design

- Mockups
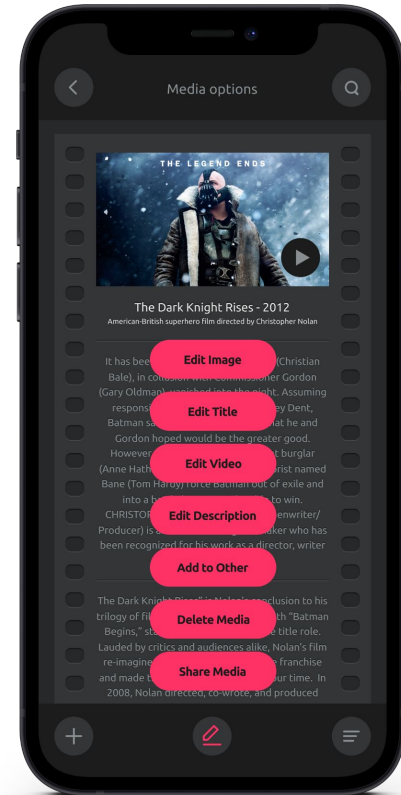- High-fidelity prototype
- Accessibility

# Mockups

The early design allowed some editing options, but I added additional detailed options to **edit a media** after the usability studies. I also revised the design to see **all media collections** screen when choosing a corresponding function at the bottom bar and in the list of options from the menu.
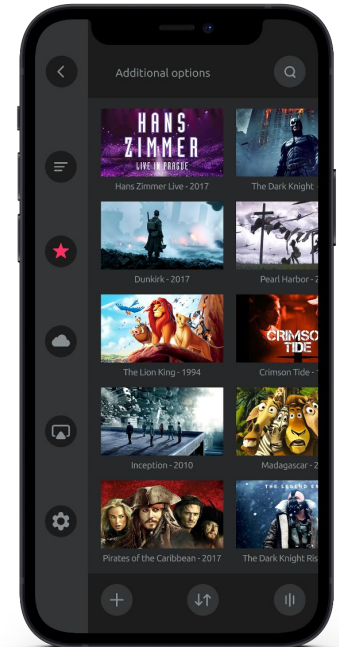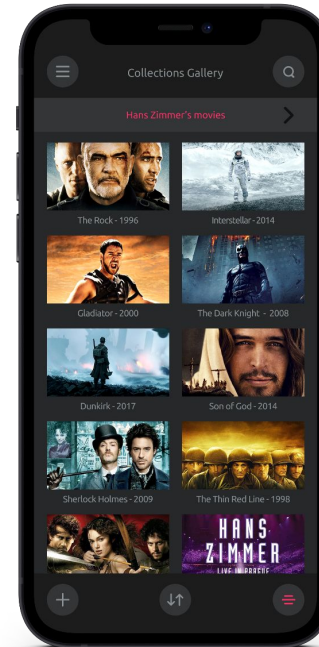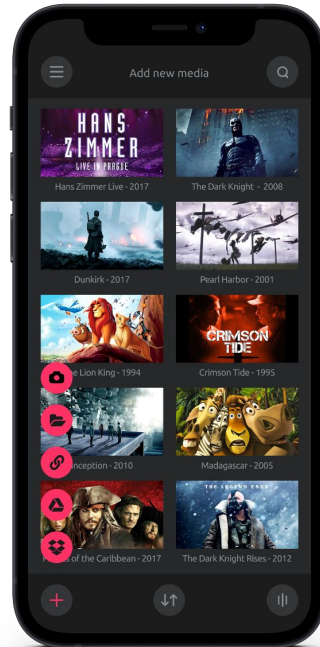
Media Collection

Media Name

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Media options

THE LEGEND ENDS

The Dark Knight Rises - 2012
American-British superhero film directed by Christopher Nolan

It has been (Christian Bale), in coliusion with Commissioner Gordon (Gary Oldman) turned into the night. Assuming responsibility for the Dent, Batman sacrifices that he and Gordon hoped would be the greater good. However a burglar (Anne Hath... ...rist named Bane (Tom Hardy) force Batman out of exile and into a battle he cannot hope to win. CHRISTOPHER is a screenwriter/ Producer) is a British filmmaker who has been recognized for his work as a director, writer

The Dark Knight Rises, the conclusion to his trilogy of Batman films, began with "Batman Begins," starring in the title role. Lauded by critics and audiences alike, Nolan's film re-imagined the Batman franchise and made the most successful of our time. In 2008, Nolan directed, co-wrote, and produced

Edit Image

Edit Title

Edit Video

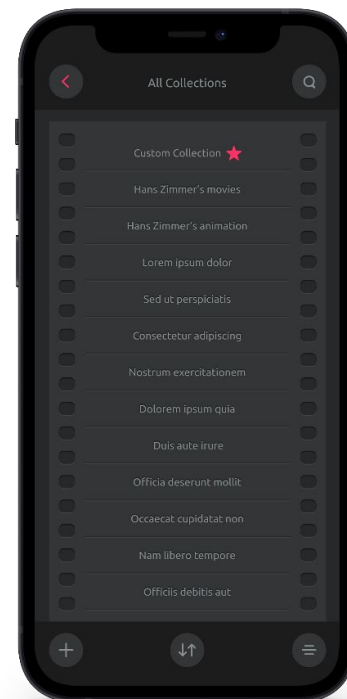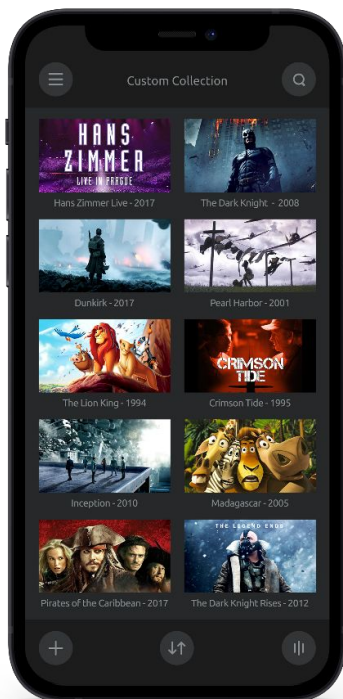Edit Description

Add to Other

Delete Media

Share Media

# Mockups

The second usability study revealed frustration with the main **options accessibility**. I describe options from each screen at the bottom through the **title at the top** to make the flow more **accessible**. So, the User can see where he is and what option he use.
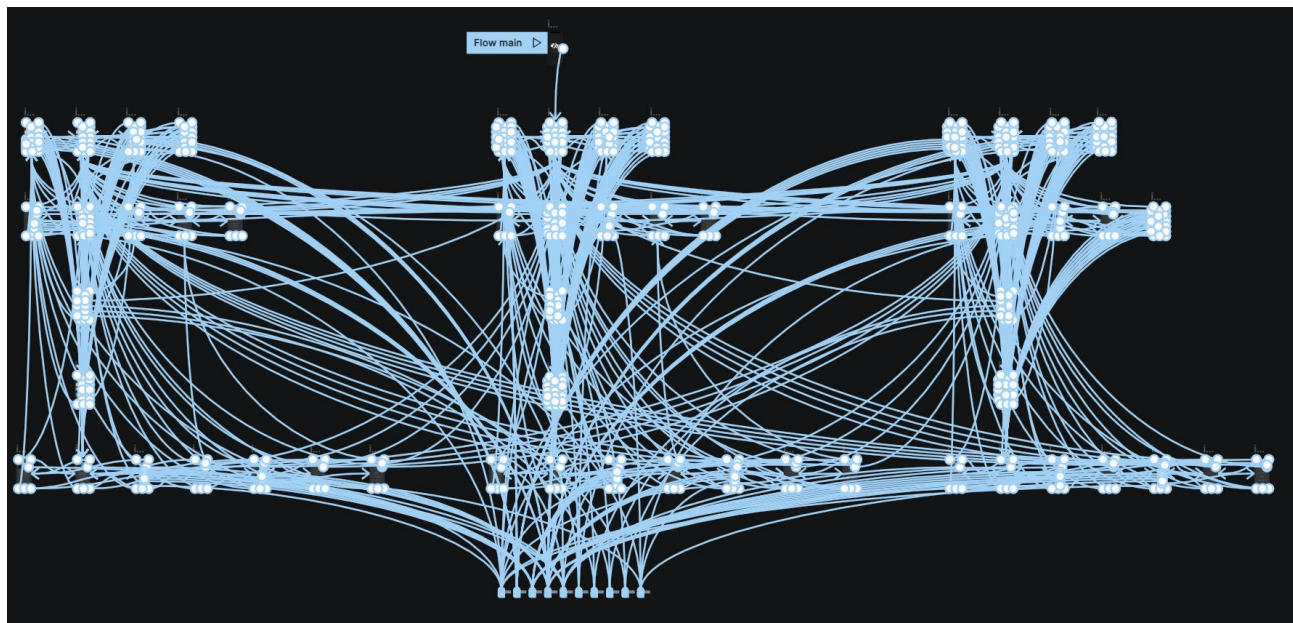
# Key mockups

# High-fidelity prototype

The final high-fidelity prototype presented cleaner User flows for browsing and collecting media. It also meets user needs for editing and sharing features.



View the Media Roll App high-fidelity prototype

# Accessibility considerations

**1**

Provided access to vision-impaired users by adding titles under the images for media.

**2**

Used icons to help make navigation easier.

**3**

Used descriptions for options and screens at the top bar to help users understand the flow and functionality better.

# Going forward

- Takeaways
- Next steps

# Takeaways

## Impact:

The app makes users feel satisfied like the app lets them expand their media collection.

One quote from peer feedback:
*"The app made it so easy to browse and edit my own media collection! I would use this app as a go-to for sharing media with my friends."*

## What I learned:

While designing the Media Roll App, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

**1**

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

**2**

Conduct more user research to determine any new areas of need.

For the upcoming interview cycle, I plan to engage with musicians who utilize online platforms like CD Baby and DistroKid for music distribution, alongside clip makers who leverage platforms such as YouTube, Instagram, and TikTok. These creators are actively in search of a platform that prioritizes fair revenue distribution, aiming for a more direct share to them, rather than having a substantial portion sliced up by advertising percentages. The goal of these interviews is to gain insights into their experiences and preferences, aiding in the exploration of optimal monetization strategies for the envisioned app.

# Let's connect!

Thank you for your time reviewing my work on the Media Roll App! If you'd like to see more or get in touch, my contact information is provided below.

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Website: www.mediaroll.app