

Design a concert merchandise app for
your favorite band

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Project overview



The product:

This is a concert merchandise application for the J-POP boysband « SixTONES ». At each concert they are going to produce, the goodies of the event will be available for purchasing on this app.



Project duration:

From the end of August to October 2021.

Project overview



The problem:

Not everyone has the chance (or time) to go to the concerts, because of living far or being too busy.



The goal:

I am trying to create a merchandise app that will offer flexible delivery and payment method, so most people could use it.

Project overview



My role:

As a first UX Project (for the Google UX certificate), I will work alone on this project and be in charge of all roles in the design process.



Responsibilities:

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

Understanding the user

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

User research: summary



For my first user research, I started doing a survey on Social media.

I could choose about 10 people who did that survey who matched the research criteria.

I want to understand what are the frustrations and needs of the users when they use the app, and how I could improve their experience through the ordering flow. I also want to identify the bugs in the app, and the pages the users wouldn't understand, or find with difficulties.

I can measure the progress of this research by knowing how many orders have been placed through the app. (conversion rates)

I will also measure how much time does it take to the user to complete simple tasks as completing an order (Time on task), and ask them to evaluate how easy it was to do it (SUS)

It would be also interesting to ask users to do explicit task as searching for a particular item (use of navigation vs. search)

User research: Methodology



Unmoderated Usability Study

Place: Tokyo, Japan (Remote, via Google meets)

Time: During September

Length: About 20 minutes per interview.

Compensation: 10% OFF card at the affiliate store “Johnny’s Shop”

[Usability Study spreadsheet Link](#)

User research: Pain points

1

Login page

Not everyone might want or be used to login right after entering an app, so we need to improve the page, or find an alternative at the welcome page.

2

Payment/ Delivery Method

Not is familiar with modern payment or delivery methods than credit cards, and people need more security during this step.

3

Category menu

Only a search bar isn't sufficient for people who don't know what to look for in the first place, so we need to add a category menu bar to help people more easily find what they are looking for..

4

Difficult usability

Keeping it simple is the most important to get the user's fidelity, so we need to simplify the app as possible, while improving the user's experience

Persona: Alim Tanudjaja

Problem statement:

Alim is an international fan living abroad, who needs to change the language settings, use her international credit card and address, because she wants to buy the concert merchandise without going to Japan and attending to the concert



Alim Tanudjaja

Age: 32 years old
Education: English language Degree
Hometown: Jakarta (Indonesia)
Family: Married
Occupation: English Teacher

"I am hoping for a future where Japanese Music and Culture will be easily accessible from anywhere in the world"

Goals

- Be able to buy the goodies from her country, even if she cannot attend the concert in Japan.
- Keep a record of her orders and profile info (as payments, address, etc)

Frustrations

- No finding how to change the language of the app
- Having issues during the payment if oversea cards are not accepted

Alim is a 32-year-old English teacher, living in Indonesia. She is a new fan of the Japanese band « SixTONES ». She cannot attend lives on a regular basis (because they are usually in Japan), but she would like to be able to buy their merchandise from oversea. She fears that she might meet problems while ordering, like the language barrier and also the payment or shipping methods, that may not match with her profile.

Persona: Tomomi Tanaka

Problem statement:

Tomomi is a Japanese fan living in the country of her favorite group, who needs to find a flexible delivery method because she is a busy working student and doesn't have time to line-up a long time at the venue.



Tanaka Tomomi

Age: 22 years old

Education: Student in Marketing

Hometown: Tokyo (Japan)

Family: Single, living alone

Occupation: Part-time in nail salon

"I wish buying goods in a big concert venue would be as convenient as ordering in a fast food !"

Goals

- Buy the goodies while saving much time as possible
- See the newest merch up for sale, and catch up the best product that correspond to my needs.

Frustrations

- Not being able to find the right item I am looking for
- Being interrupted by ads during the choosing or checkout process.
- Having to click on each item to add them to the cart

Tomomi is a 22-year-old Japanese busy student. Plus her Master degree to complete, she is working part-time in a Nail Salon in Tokyo. She is a veteran fan, following the band « SixTONES » since her debut, but her tight schedule makes her fan activities complicated. She doesn't have time to go early to the venue to line up for hours to get the merchandise she wants. An application where she could order from home and pick it up at the venue would save her so much time, and she wouldn't stressed, and just enjoy her time. She values a lot smoothness and simplicity.

User journey map

Here we are following the user journey of Alim, the Indonesian fan, who tries to buy the concert goods and have them shipped to her overseas address.

Persona: Alim

Goal: Buy the concert merchandise of her favorite band from Japan, and receive them at her overseas address.

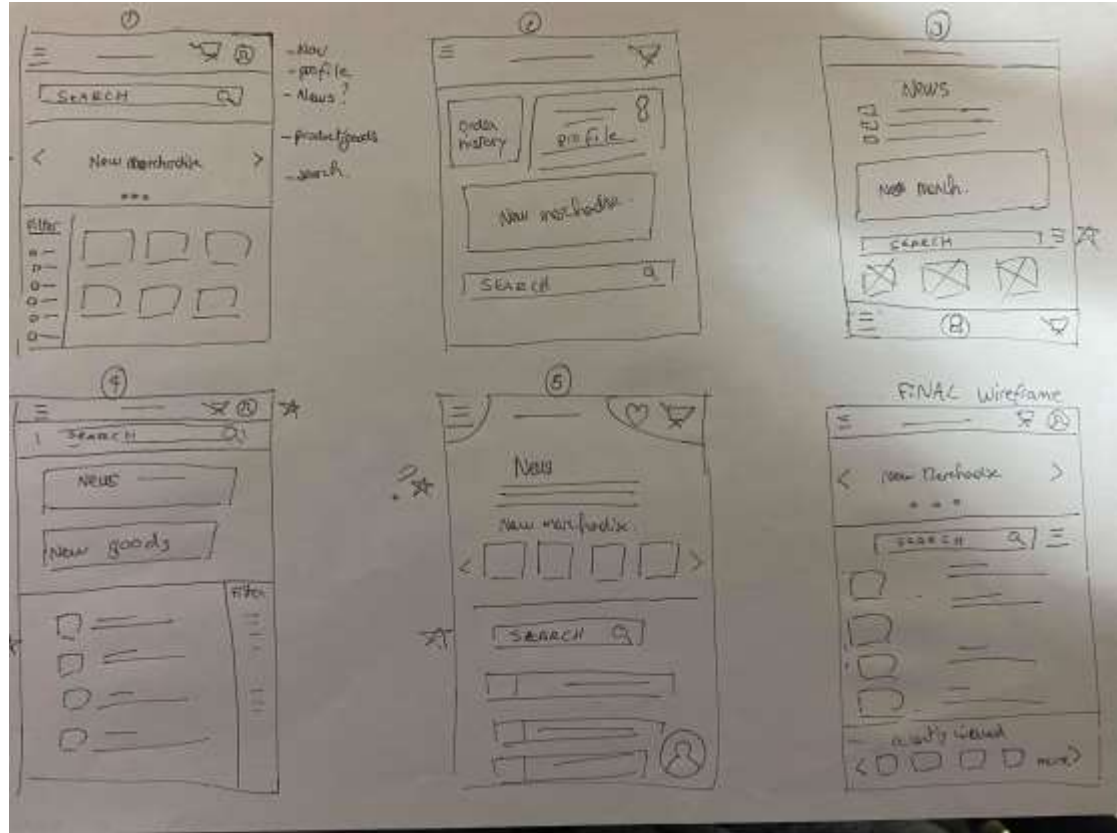
ACTION	Determine what merchandise to buy	Find the language settings	Put the items in her cart	Pay through the app	Choose the shipping method	Receive the merchandise at her place
TASK LIST	A. Find the items she is looking for B. Maybe put them in her wishlist	A. Find the settings B. Be able to choose her native language (or English)	A. Add the quantity per item B. Remove those she doesn't want anymore	A. Search if international cards are accepted B. Enter her payment information	A. Compare the different shipping methods B. Choose the cheapest method	A. Place order B. Wait for the merchandise to come
FEELING ADJECTIVE	<ul style="list-style-type: none">ExcitedOverwhelmed	<ul style="list-style-type: none">FrustratedLost	<ul style="list-style-type: none">Confused	<ul style="list-style-type: none">FrustratedHopeful	<ul style="list-style-type: none">AnxiousDesperate	<ul style="list-style-type: none">Anxious
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Better product displayEasier way to navigateCreate wishlistOrganizer for items before check-out (add « buy later »)	<ul style="list-style-type: none">Language to choose when opening the appMake understandable and universal icons	<ul style="list-style-type: none">Add one or more items to the cart without clicking on the itemBeing able to edit the cart easily	<ul style="list-style-type: none">Accept international payments or internet banking (like PayPal)Save her personal information.	<ul style="list-style-type: none">Say from the beginning if they ship to her countryAnd if they accept international payments	<ul style="list-style-type: none">Add tracker of her order until it reaches her placeReceive SMS or Email about tracking updates

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

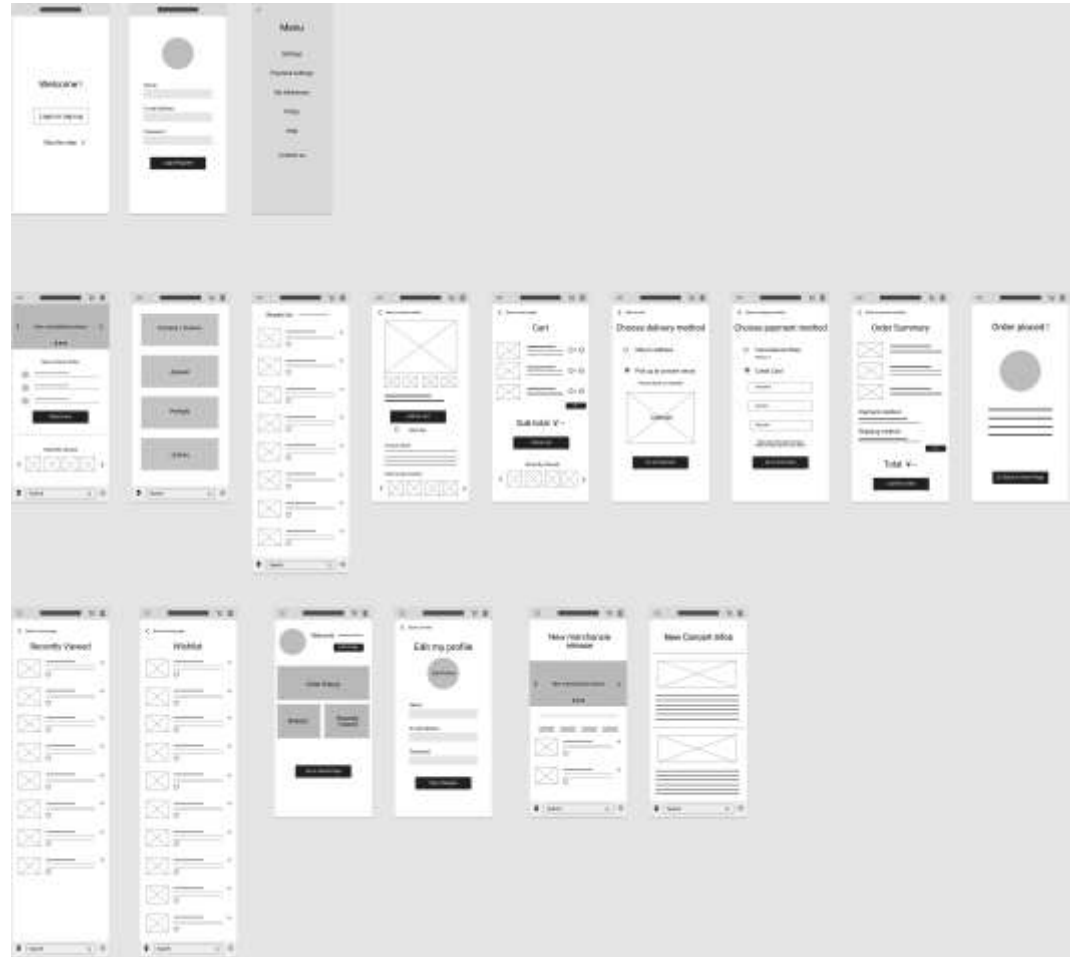
Paper wireframes

Taking inspiration to existing shopping app, I wanted to find a way to create a simple layout where we can access diverse informations from.



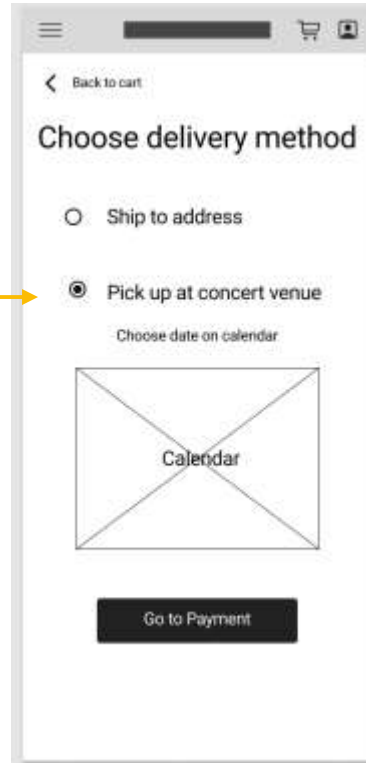
Digital wireframes

Overall of the digital wireframes, showing the main user flow (to order the concert merchandise)

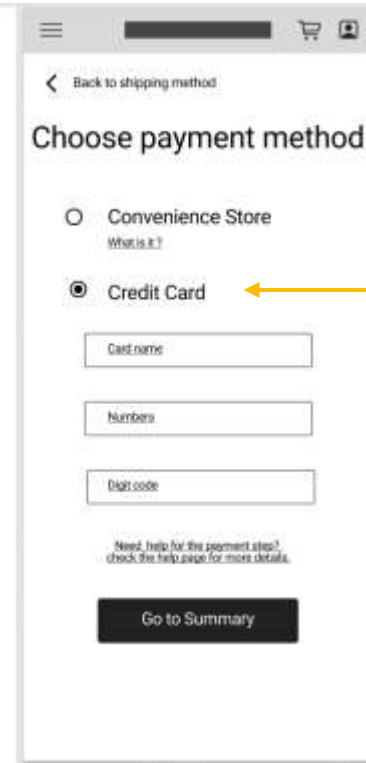


Digital wireframes

For busy people who don't want to line-up at the venue and save time



Some of the features I included after considering the user pain points.

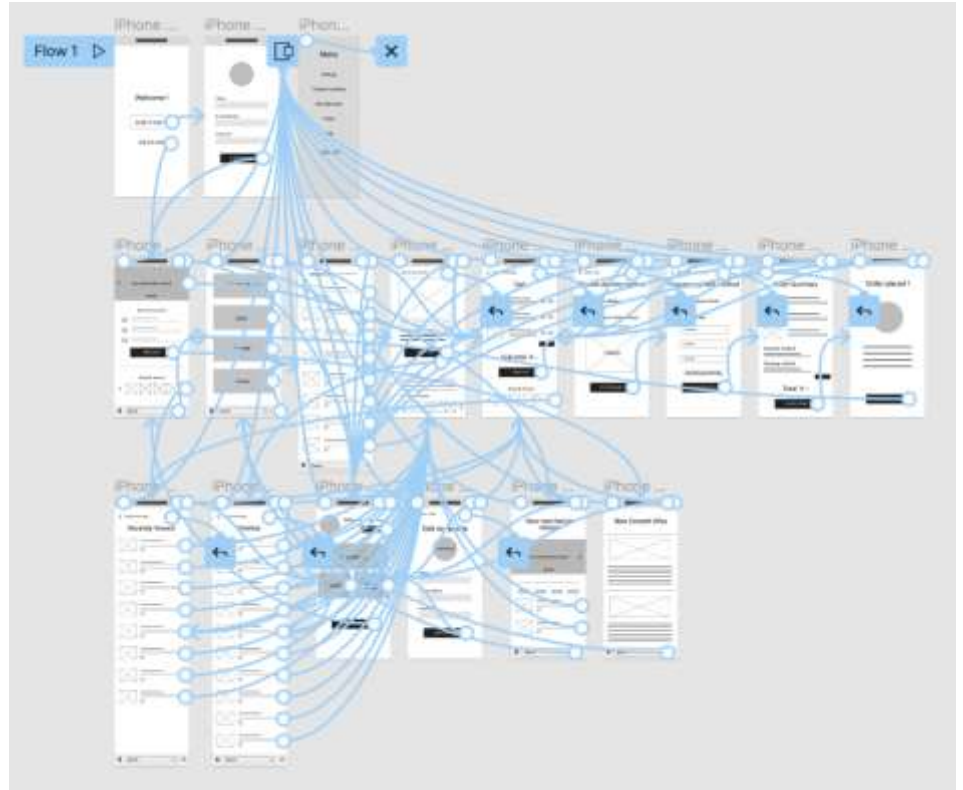


With Credit Card, even foreign people can order



Low-fidelity prototype

[Figma Low fidelity prototype link](#)



Usability study: findings

I conducted a usability study on the low fidelity prototype, and I could find that some features weren't the best for the users.

Findings

- 1 Users are expecting simplicity, but also easy to understand features.
- 2 The login page as a Welcome page on the app can make the user stop using the app because they may not want to make an account before seeing its content.
- 3 On the ordering flow, it would be better to help users with their choices, especially to guide them with the payment and delivery methods.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I noticed that some people may be annoyed by the fact that the application asks the user to login on the welcome page. So, I decided to add a button « Skip this step », so the user can do it later.

Before usability study



After usability study



Mockups

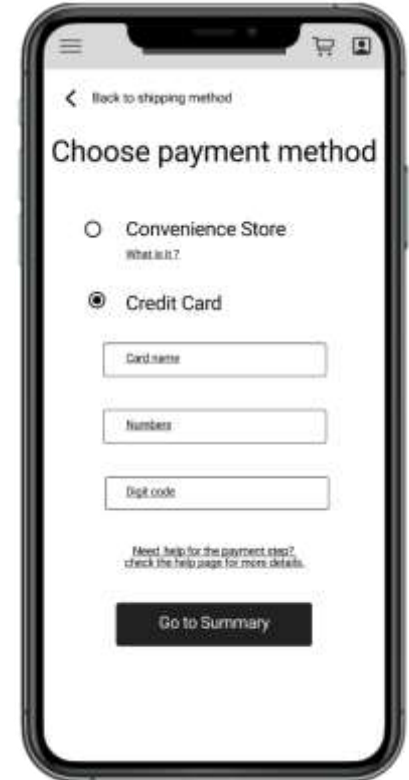
As the payment method was lacking some explanations, I added some links, so the user can get further detailed informations about it.

Before usability study



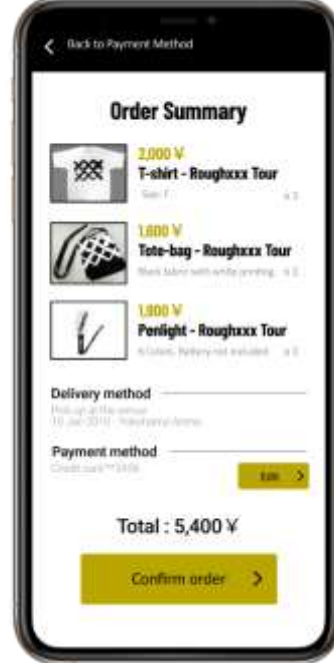
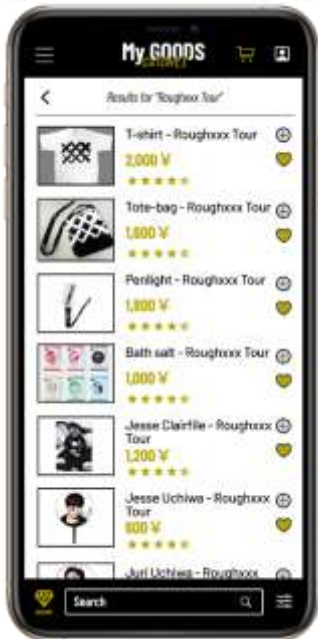
Mobile app mockup showing the 'Choose payment method' screen before the usability study. The screen displays a back arrow and the text 'Back to shipping method' at the top. Below this is the title 'Choose payment method'. There are two radio button options: 'Convenience Store' (unselected) and 'Credit Card' (selected). Under the 'Credit Card' option, there are three empty input fields for card details. At the bottom, there is a dark button labeled 'Go to Summary'.

After usability study



Mobile app mockup showing the 'Choose payment method' screen after the usability study. The screen displays a back arrow and the text 'Back to shipping method' at the top. Below this is the title 'Choose payment method'. There are two radio button options: 'Convenience Store' (unselected) and 'Credit Card' (selected). Under the 'Credit Card' option, there is a link 'What is it?' and three input fields labeled 'Card name', 'Number', and 'Digit code'. At the bottom, there is a link 'Need help for the payment step? check the help page for more details.' and a dark button labeled 'Go to Summary'.

Mockups



Sticker sheet

I wanted to create a sticker sheet for this project, so here it is !

My Goods SixTONES - Google UX Design Certificate Prompt Project (by Noelle Karoun)

-Color palette



-Pictures frame



-Font and text nuance

Title 1 **Total amount** text
Title 2 **Price** amount
Title 3

-Logo (on white and grey background)



-Calendar



-Main header



-Sub-header for search



-Sub-header for product page (until cart page)



-Sub-header for order flow



-Footer



-Buttons (Gold & Black)



-Category section

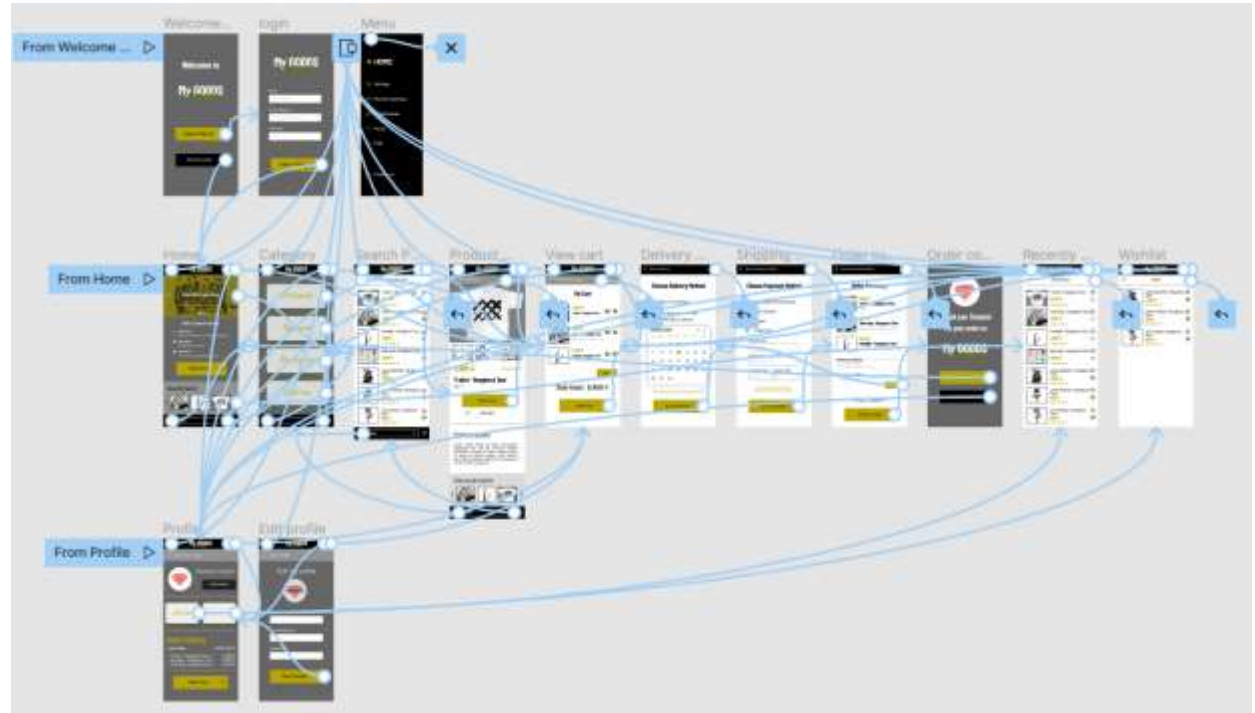


-Icons



High-fidelity prototype

[High-fidelity Prototype Link](#)



Accessibility considerations

1

Used contrasted colors for background/text, so even people with vision disability can use this product.

2

Used icons to make easy understanding.

3

Added a menu where the language can be changed so even foreigners can use the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The conception of this application was only for study, but I can't forget how much enthusiastic were the « SixTONES »'s fans during the Interviews, or usability study, if this kind of app existed.

I would like to keep this emotion in mind to create new product in the future.



What I learned:

I am amazed about how much I could learn throughout these courses making this project. I think it is the kind of work I want to do regularly as personal projects.

Next steps

1

Conduct another usability study, to confirm if the pain points has been answered, and to see if new ones don't come out.

2

Try to add more features and pages on the app (as settings)

3

Create new version of the design for fun.

Let's connect!



Thank you for reviewing my project « Design a concert merchandise app for your favorite band »
of my Google UX Design certificate program !

If you would like to keep in touch or contact me, you can find my informations below.

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Thank you!