

# Band Responsive Website design

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Elise Nunn

# Project overview



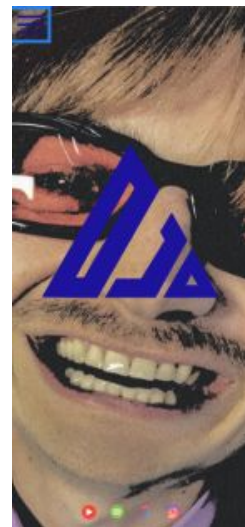
## The product:

This product is created to listen and buy an indie rock bands album.



## Project duration:

Oct. 2022- Nov. 2022



# Project overview



## The problem:

The problem that needed to be solved was to create a responsive website for an Indie Rock band for the fans and potential fans to listen to and buy the album.



## The goal:

The goal is to help the Indie Rock band get their music out for people to hear and buy.

# Project overview



## My role:

My role in this project was Lead UX/UI designer, and Lead UI/UX researcher, as I created it alone.



## Responsibilities:

My responsibilities for this project include User research, wireframing, prototyping, study findings and mockups.

# Understanding the user

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

# User research: summary



My research was conducted by showing each of my participants the functioning wireframes and mockups. Each of them were following a set of questions to navigate their way through the responsive website. It was conducted in person and also through zoom, where I sent the link to the participants and watched as they conducted the study.

# User research: pain points

1

**Pain point**

Not being able to buy  
the merchandise

2

**Pain point**

The menu was not sticky  
and was floating

3

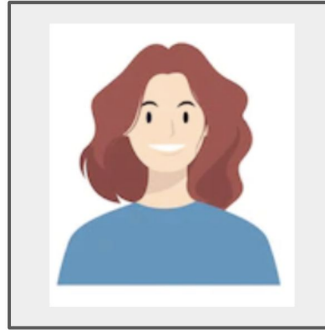
**Pain point**

The homepage was  
always returned to when  
hitting the logo

# Persona: Linda

## Problem statement:

Linda is a financial investor who needs to find a way to listen and buy her favorite bands music because she likes to listen to music while she works.



**Linda**

**Age:** 24  
**Education:** USC  
**Hometown:** Charlotte, NC  
**Family:** 1 sibling  
**Occupation:** Financial investment banker

*"Investment banking is the best job."*

## Goals

- Find a way to listen to her favorite band and buy the album, in one place.

## Frustrations

- Always has to buy the album before listening

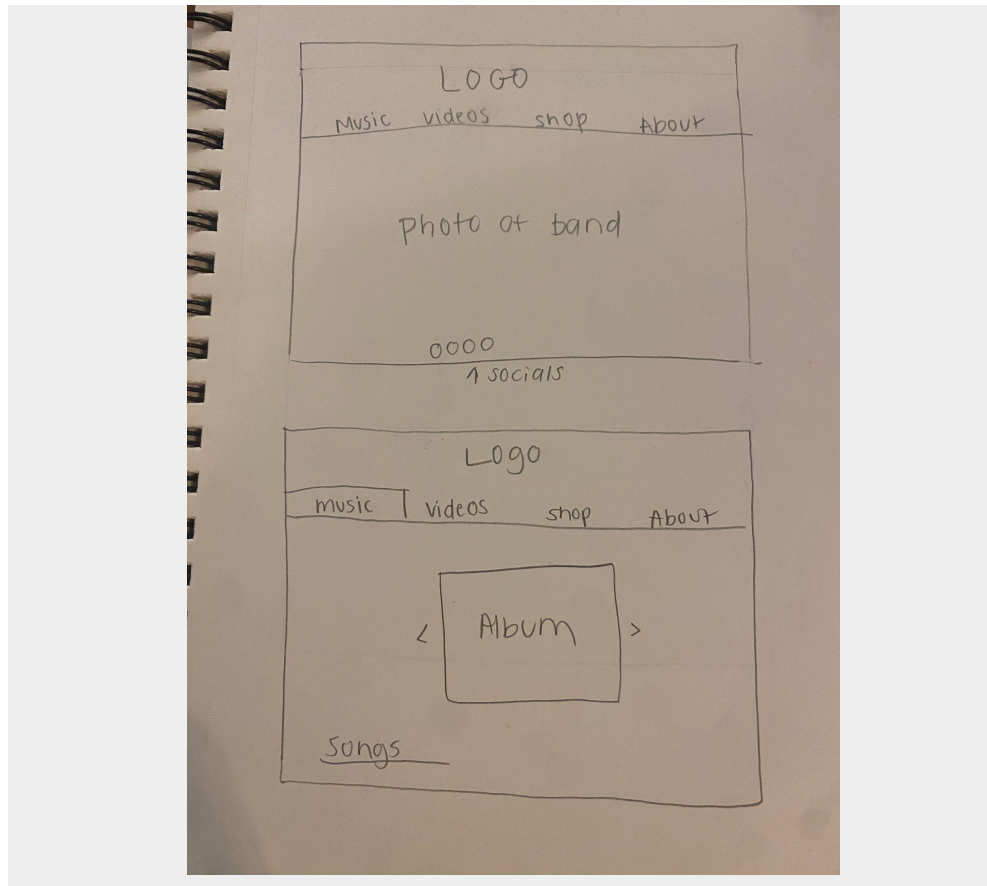
Linda is a music enthusiast, as a Investment Banker, she enjoys listening to music while she works. The problem that Linda has, is that she often has to buy the album she wants to hear before listening to it all. She would like an easier way to listen to the song before buying the whole album.





# Paper wireframes

My goal was to create a paper wireframe that was good so i could transfer to digital.



# Digital wireframes

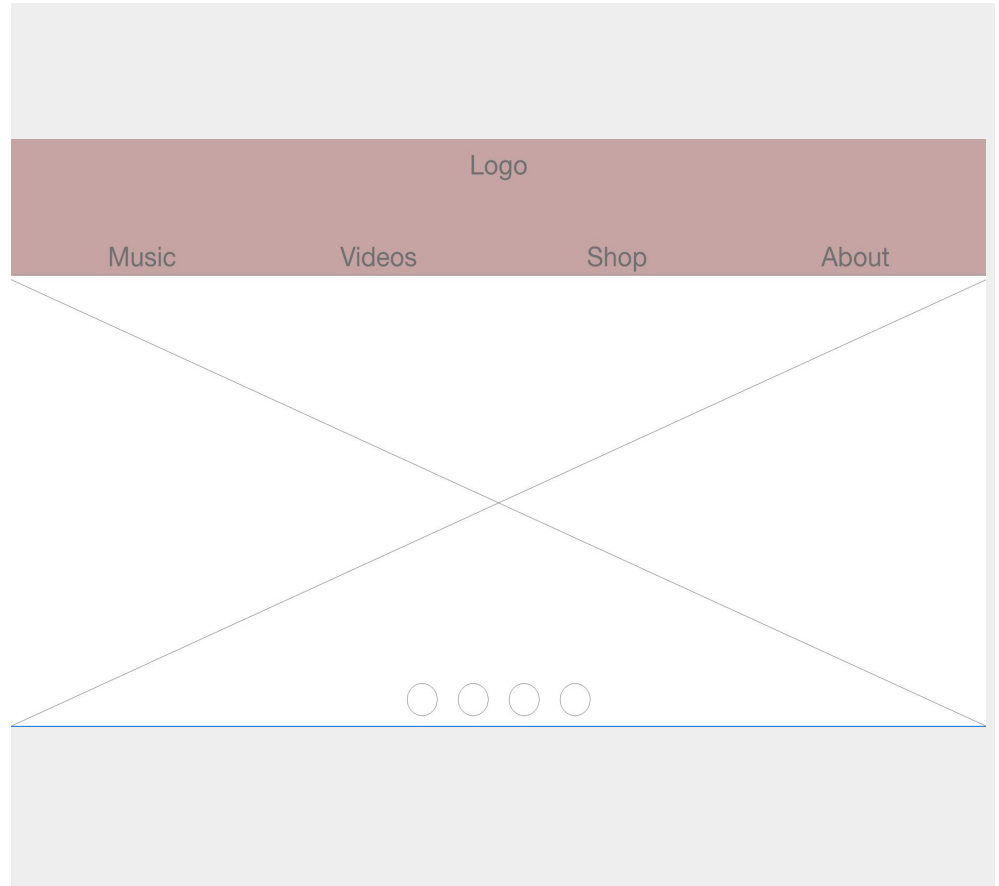
My goal was to create a good wireframe to work off of as I created my website.

LOGO for the band and sticky nav menu



# Low-fidelity prototype

<https://xd.adobe.com/view/115a6ed1-b4fc-42cd-b90e-a9dfb6b5a34b-4409/>



# Usability study: findings

## findings

- 1 People found it weird that the shop wasn't obvious in the picture
- 2 The header wasn't sticking correctly so I fixed it to be fixed at the top
- 3 The social media was not very obvious for people to realize what it was

# Refining the design

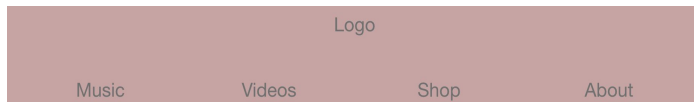
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- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Before I conducted my research, the stick nav menu wasn't sticking so every page would have a random screen flowing behind the content

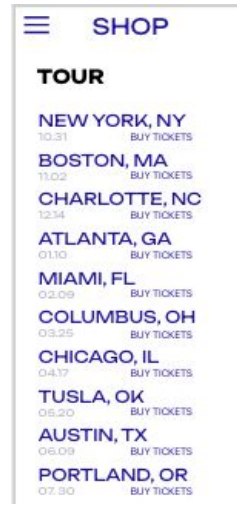
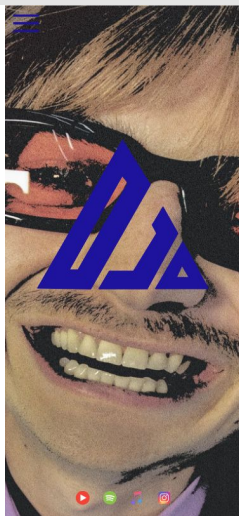
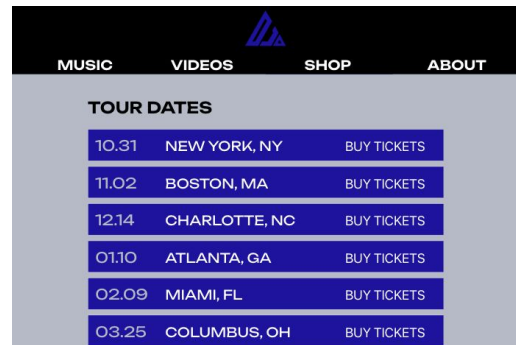
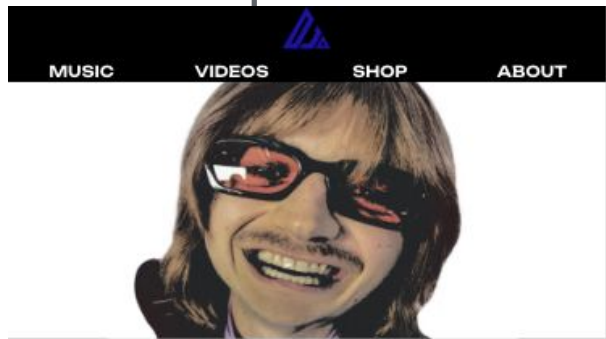
Before usability study



After usability study



# Mockups





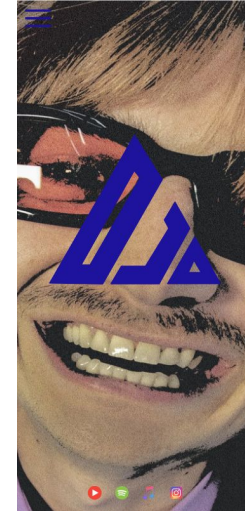
# High-fidelity prototype

Desktop

<https://xd.adobe.com/view/49c1614f-86c1-43ba-981c-bbbf6f348f89-1c92/>

Mobile

<https://xd.adobe.com/view/a104aa06-55fd-4449-92b5-551b5c661532-f457/>



# Accessibility considerations

1

An accessibility consideration that i applied to my designs were the use of icons throughout the website

2

An accessibility consideration that i applied to my designs was the use of contrasting colors.

3

An accessibility consideration that i applied to my designs was the use of a easy to read typeface and font.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The impact this design had was little since it was a course project, but as i tested it on others I had positive feedback.



## What I learned:

In this project, I learned that making an responsive design website is good because you think about the web and mobile sites and how the designs coincide and differ.

# Next steps

1

The first step would be to show to the band to see their critiques and edits.

2

The second step would be to find a team of engineers that can build this design to make it functional.

3

The third step would be to Publish it to the web for the band.

# Let's connect!



Thank you for reviewing this. If you would like more information on this project or me feel free to reach out!

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