

# ENTOURAGE

## Low-fi Prototyping and Pilot Usability Testing

### Value Proposition

Connect artists and fans through music NFTs

### Mission Statement

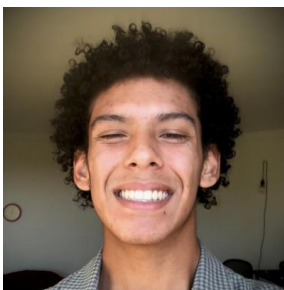
Enhance the music consumption experience through NFT campaigns released by musicians, with ownership providing fan status, exclusive content, and community engagement with other fans.

### Problem/Solution Overview

Sharing love for music is driven by word-of-mouth connection, with authentic fan status limited to the integrity of the individual who preaches. As the NFT industry continues to grow and artists release more and more artworks, it becomes more difficult to pinpoint functionality of these digital assets. We want to create a platform that allows fans and musicians to utilize NFT technology to their advantage, using the uniqueness and exclusivity of an NFT to financially support the artist, connect fans with each other, and allow individuals to display and share their favorite music in a digital format.

### Meet The Team

Emilio R.



Alahji B.



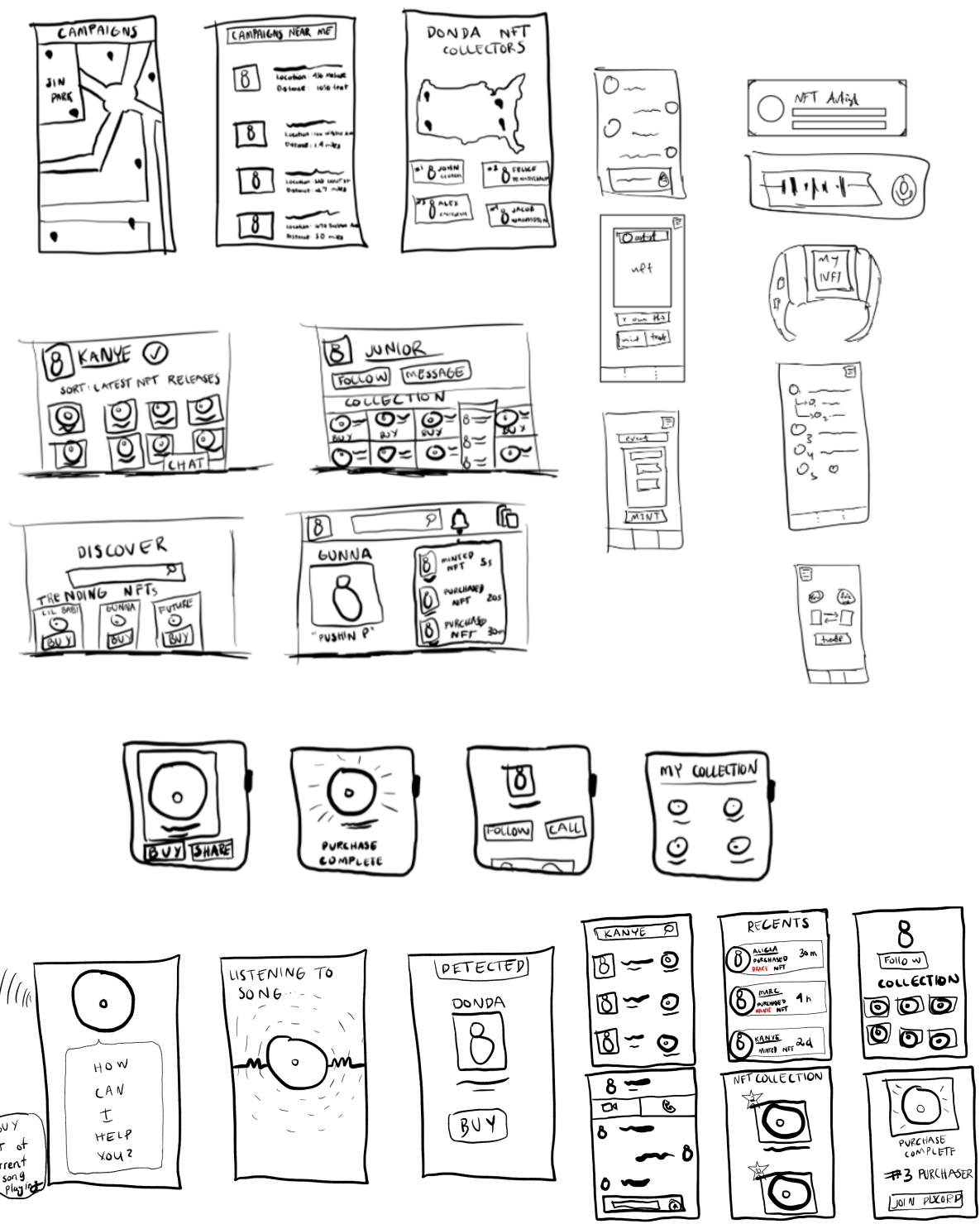
Ruslan A.



Nick W.



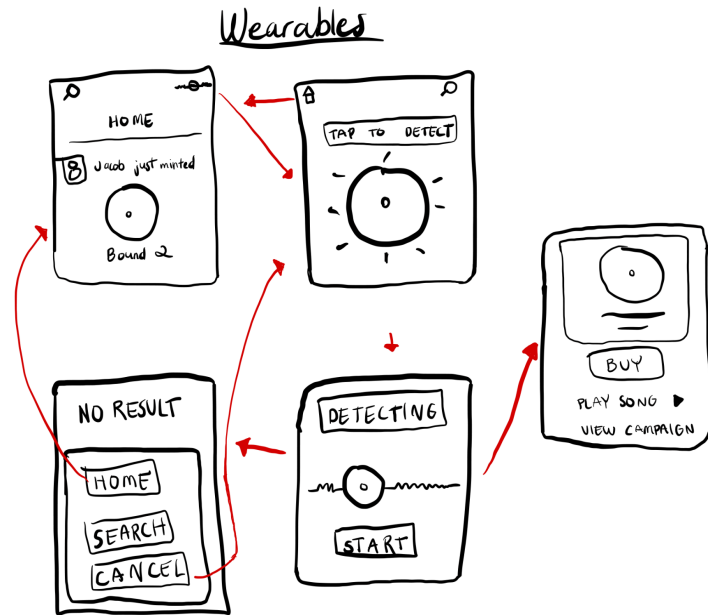
# Concept Sketches (~25)



## Selected Interface Design

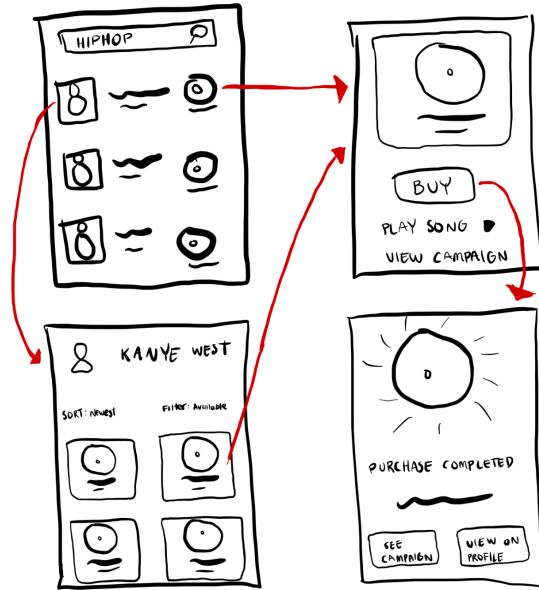
Our top designs were a *Wearable Device Interface* and a *Mobile Interface*.

Wearable Device Interface



PROS	CONS
<ul style="list-style-type: none"> <li>● Minimal, easy-to-use display</li> <li>● Seamlessly integrates into life of the user</li> <li>● Increased physical, real-world connection with platform</li> <li>● Connect with other devices and operating ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>● Limited features and functionality</li> <li>● Less screen real estate</li> <li>● Short battery life</li> <li>● Higher barrier to entry as technology is relatively new</li> </ul>

## Native Mobile App



PROS	CONS
<ul style="list-style-type: none"> <li>• Easy integration with music streaming apps</li> <li>• Lower barrier to entry as mobile devices are ubiquitous</li> <li>• Feed flows intuitively and smoothly</li> <li>• Sharing made easy with other apps (messages, social media, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Potential limitations to cryptocurrency integrations due to app store regulations</li> <li>• Higher complexity in terms of functionality</li> </ul>

### Reasoning

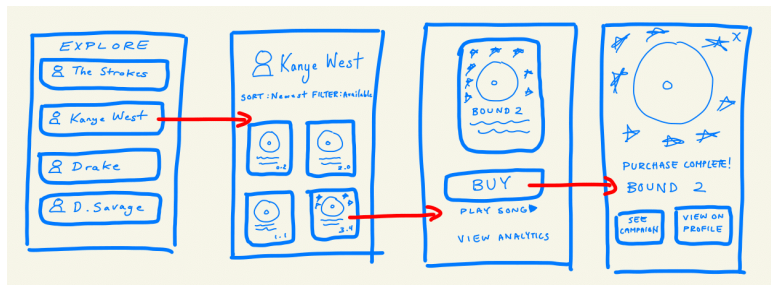
Our team decided to move forward with the mobile application interface as it supports community-based integrations that the mission of the platform is based on. For individuals who wish to connect with other music fans, it is most intuitive to allow users to import their friends' contacts, share on major social media applications, and integrate their favorite music streaming platform with the application. Additionally, the ability to send notifications to the user's cell phone will increase engagement with not only the platform, but with other individuals on the platform. Finally, the mobile format yields a natural scrolling feed, an incredibly important feature when it comes to users displaying the music NFTs they own.

## Feature Descriptions

Home Page	Scroll through friends and musician activity that the user follows
Explore Page	Search through music artists to find campaigns they release
Search Page	Search for friends and musicians by name to connect with/follow
Message Button	Send a message to a exclusive community or individual friend
Search Results Page	Display search results for a query
Musician Page	View NFT campaigns released by a musician
NFT (Digital Asset) Page	View an individual NFT within a campaign with description, price information, and analytics with option to purchase (if available)
Complete Transaction Page	Confirmation screen that a NFT has been purchased by the user
Profile Page	View the user's profile with a snapshot of their portfolio, joined campaigns, and link to portfolio playlist on streaming platform
Portfolio Page	View details and breakdown of a user's portfolio with individually owned NFTs
Follow Button	Allow users to follow other users/musicians to get updated on their activity on the platform
View [Music Stream Account] Button	View user's linked music streaming account with playlists, favorite songs, etc.

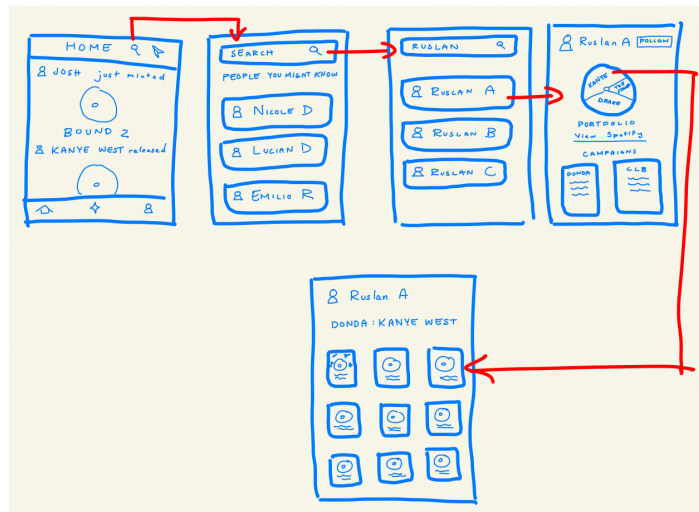
# Storyboard for 3 Tasks

## Task 1: Purchase a music NFT



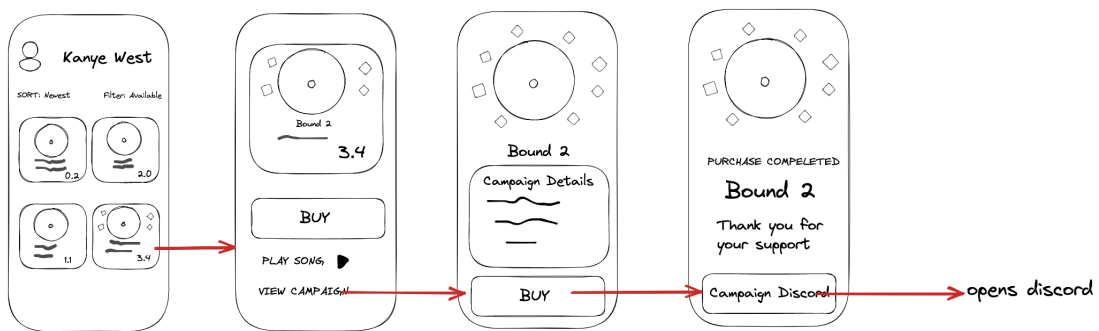
Simple Task - Explore campaigns by an artist and purchase an NFT

## Task 2: Follow friends and view their portfolio



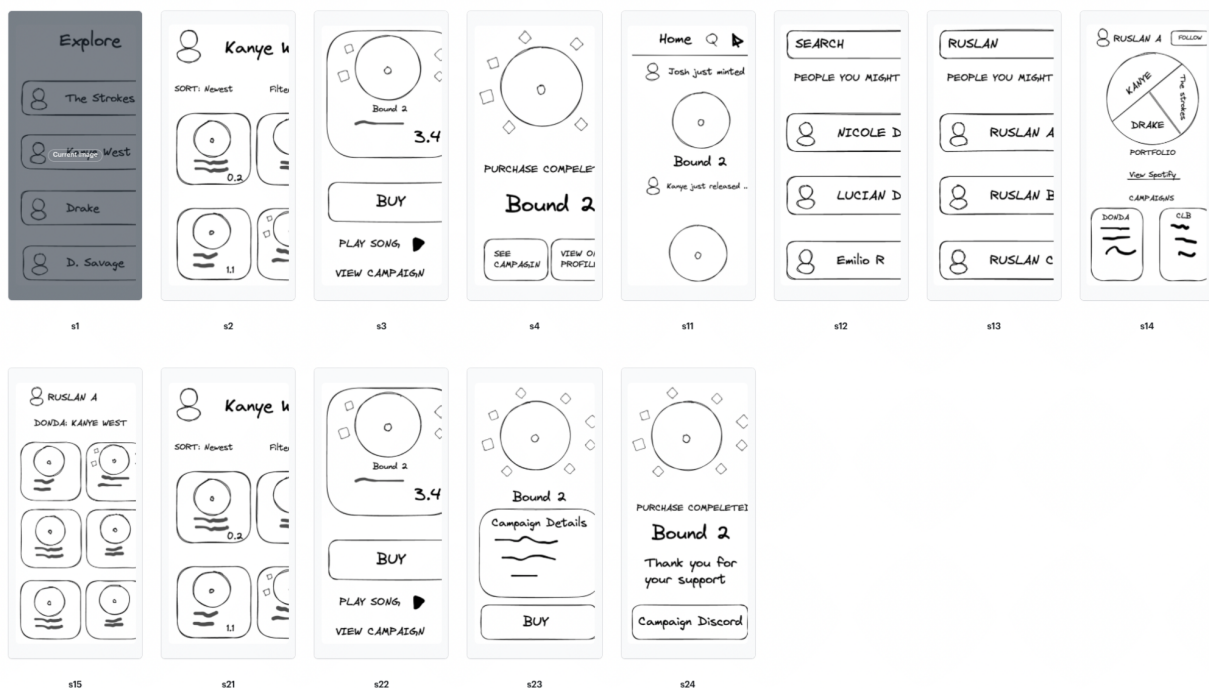
Moderate Task - Search for and follow friends and view their music NFT portfolio

## Task 3: Join a campaign



Complex Task - Connect with other individuals with campaigns started by musicians after purchasing a music NFT

## Prototype



*Low-Fi Prototype: Based on sketches and connected through Marvelapp. It can be viewed [here](#).*

## Prototype Description

Our prototype has five main pages:

- HOME PAGE: Displays feed of activity of users that the main user follows
- EXPLORE PAGE: Displays artists to the user with their associated profiles/campaigns
- PROFILE PAGE: Displays an individual user's profile with NFT portfolio, joined campaigns, and other information
- SEARCH PAGE: Search for friends and musicians by name to connect with/follow
- NFT PAGE: Displays individual NFT with its information and option to purchase

The main experience the prototype is intended to afford is “Buy, Follow, Connect”. Users can purchase music NFTs, follow their favorite artists and friends, and join and connect with other campaign members through community groups. The interactions of the application consist of taps, scrolls, and swipes. Other interactions include typing for the search page.

Since the platform is intended to socially connect individuals through digital assets and facilitate NFT transactions, we conducted our designs based on current social media platforms and popular asset trading applications (e.g. Instagram, Robinhood). The design is intended to encourage and highlight socialization between individuals and their friends, as well as showcase their digital assets (NFTs) for others to view.

## Method

### *Participants*

Our participants had backgrounds in business, social media, and tech. The recruiting process was conducted through word-of-mouth and through LinkedIn, attempting to reach a spread of different user types from the target age range (18-30).

- Interviewee 1: The first participant is a business student from Washington, aged 21.
- Interviewee 2: The second participant is a social media influencer from New York, aged 25.
- Interviewee 3: The third participant is an undeclared student from California, aged 21.

### *Environment*

All interviews took place over a Zoom call. The low-fi prototype was developed and wireframes based on our digital sketches and linked to be interactive for our interviewees.

### *Procedures*

After brief introductions and baseline questions to learn more about our interviewees, we explained the concept of our application and how we hoped to gain insight of the platform. The prototype was shared through a link developed from Marvelapp and the interviewee then shared their screen. Then, the interviewees were asked to complete one task at a time on the provided prototype.

### *Test Measures*

**SUCSESSES:** Success was measured by our interviewees ability to complete the assigned tasks on the provided prototype. Factors that were taken into consideration were the time to complete each task, verbal and non-verbal feedback, and overall satisfaction of the design.

**ERRORS:** Errors were defined as task flows that were deemed confusing by our interviewees or any task that was never completed.

**FEEDBACK:** Our interviewees helped us gain insight on the design of our tasks and potential improvements through their communicated and behavioral feedback.

## Results and Discussion

### *User Interface Workflow Feedback (Quotes)*

- “I really like that you can use the search feature instead of having to just scroll endlessly to find what you’re looking for”, Participant 2
- “It’s cool that you can see other people’s NFT portfolios.”, Participant 3
- “I do not like the pie chart. It is confusing. What is it for?”, Participant 1
- “It’s cool that you can see other people’s NFT portfolios.”, Participant 3

### *Discussion*

The main issue we experienced with our prototype was the crowded nature of the NFT purchase interface. One of our interviewees stated that the UI when required to purchase an NFT from a music campaign was too busy and thus caused some confusion. In order to improve this, we may focus on cleaning up clutter and focus on highlighting the purchasing action. It is important to keep in mind that one of the key experiences of our platform is the ability to purchase and trade NFTs, so a confusing and messy interface might hinder the user from engaging with the application as intended. A possible redesign was a UI change that simplified the NFT purchasing screen by removing the “play song” and “view campaign” features to highlight the purchasing process.

Additionally, our interviewees found that the pie chart format of the music NFT portfolio was a bit confusing and counterintuitive. During their experiences with the prototype, it took some time for the participants to figure out how to view the details of an individual’s portfolio. The interviewees mentioned that there was no indication that the details of an individual’s portfolio was obtainable through the pie chart format and suggested that there be a separate button or text to guide the interaction. In a UI redesign, the profile screen was changed to easily and clearly display to the user how they can view NFT collections.

The successes of the prototype, however, come from the social centered design of the platform. Our interviewees enjoyed the ease of use to search for other users on the platform, as well as the ability to view and showcase NFT portfolios. This is incredibly important to the success of our application, as one of the main pillars of the user interaction is based on connecting with others through music and digital assets.

## Appendix

### 1. Consent Form

#### Consent Form

This student team is interviewing and observing as part of the coursework for Computer Science course CS 147 at Stanford University. Participants provide data that is used to understand the possible opportunities of the design. Data may be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers (Ruslan AlJabari, Nick Walker, Alahji Barry, and Emilio Rivas) or with Professor James Landay, the instructor of CS 147:

James A. Landay  
CS Department  
Stanford University  
650-498-8215  
landay at stanford.edu

Participant anonymity will be maintained by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the research and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the [Art & Digital Media Team 3]'s research. I understand that I may withdraw my permission at any time.

Name:

Date:

Signature:

## Critical Logs

### Interviewee 1

Incident	Rating
"It's cool that you can see others's portfolios"	0
"I just...don't know what am I expected to do with that pie chart"	3
"I feel like finding a campaign to support should be easier"	4
"Really liked the search feature"	0

### Interviewee 2

Incident	Rating
"This might be just me but the piechart is unintuitive"	3
"The campaign details are informative"	0
"The view campaign button is confusing. It feels awkward and crowded with all the other buttons"	3
"I don't use discord though. Maybe also offer another social media platform option"	2
"Seeing what NFTs my friends have is a huge plus"	0

### Interviewee 3

Incident	Rating
"Not quite sure what is the purpose of a campaign. Is it like a concert?"	2
"It's cool that there is a social aspect to your	0

concept. I like being able to interact with my friends and glance at their collections. Maybe that will prompt me to listen to a new artist”	
“Pie chart does not functional for users with several NFTs from different artists”	3
Nice display of purchase screen. Will the stars be animated? That would be cool”	0