



Entourage

Connecting artists and fans through music NFTs



Overview

- 1 | Exploring Designs
- 2 | Low-Fi Prototype
- 3 | Usability Testing & Results

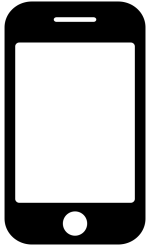
Entourage

Our goal is to enhance the music consumption experience of music listeners through music NFTs campaigns released by musicians, with ownership providing fan status, exclusive content, and community engagement with other fans.

1

Exploring Designs

Our Selection



Phone



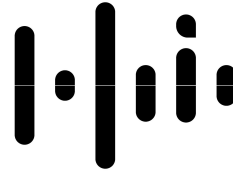
Desktop



Wearables

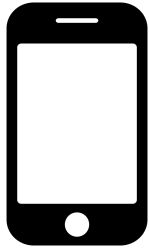


Map-based Focus



Voice Assistant

Our Selection



Phone



Desktop



Wearables

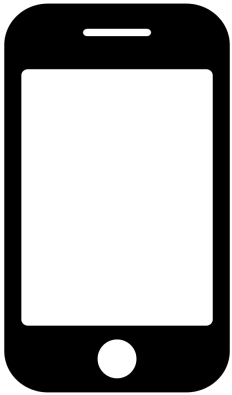


Map-based Focus



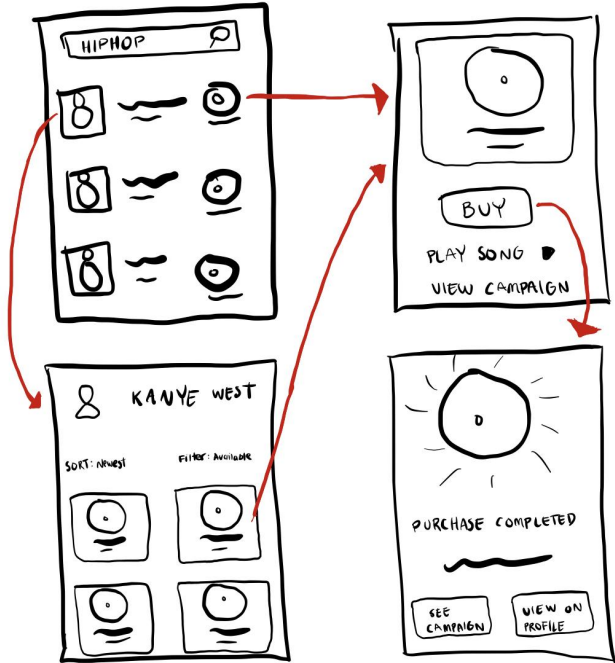
Voice Assistant

Phone Storyboard



Phone

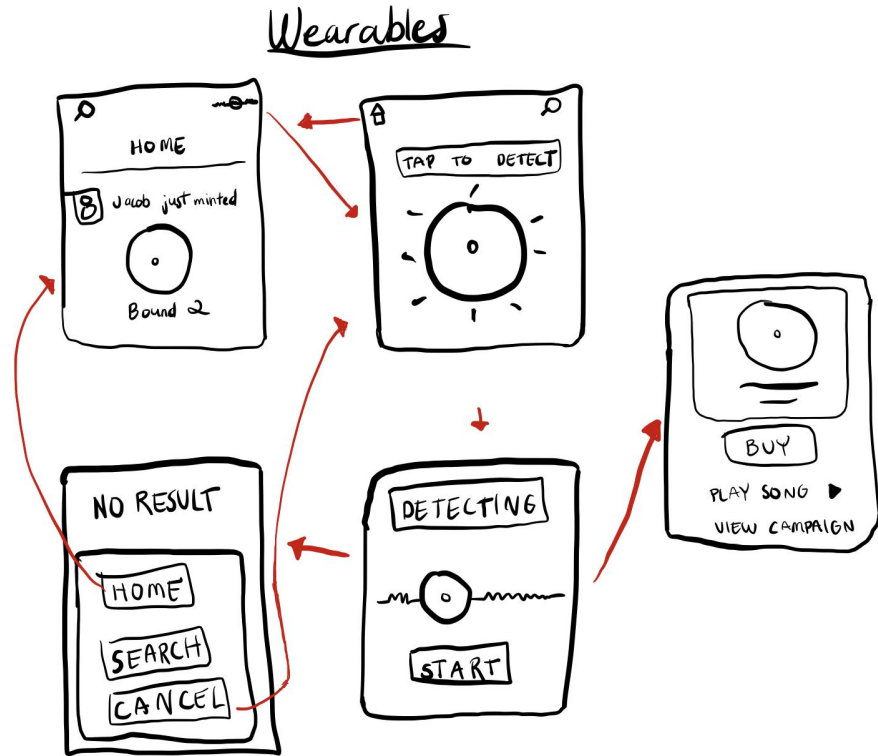
Native Mobile App



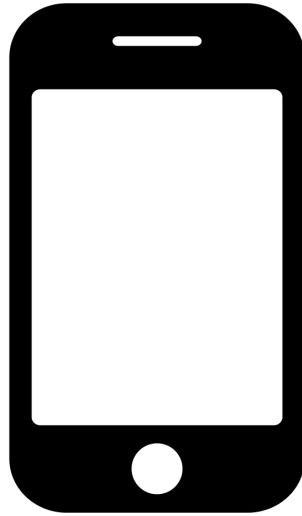
Wearables Storyboard



Wearables



Selected Interface

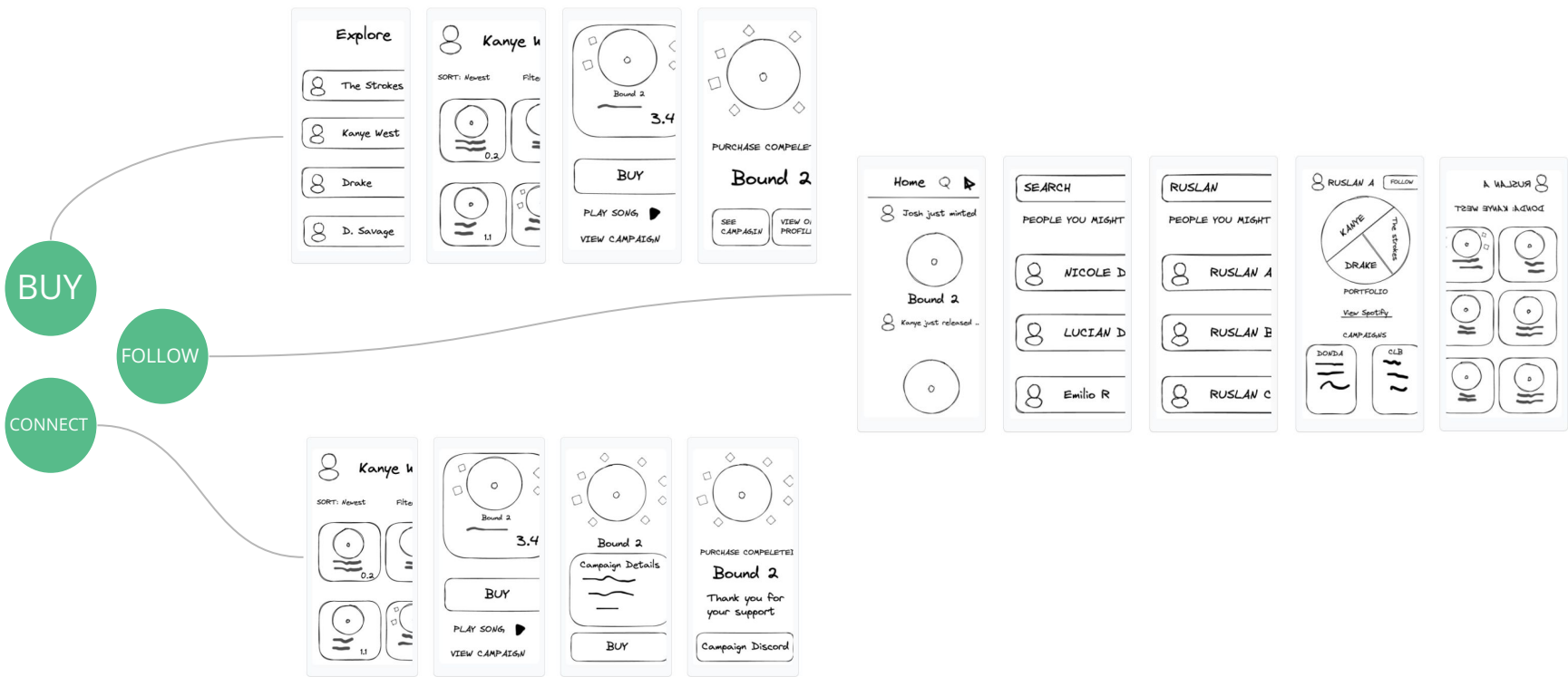


Phone

2

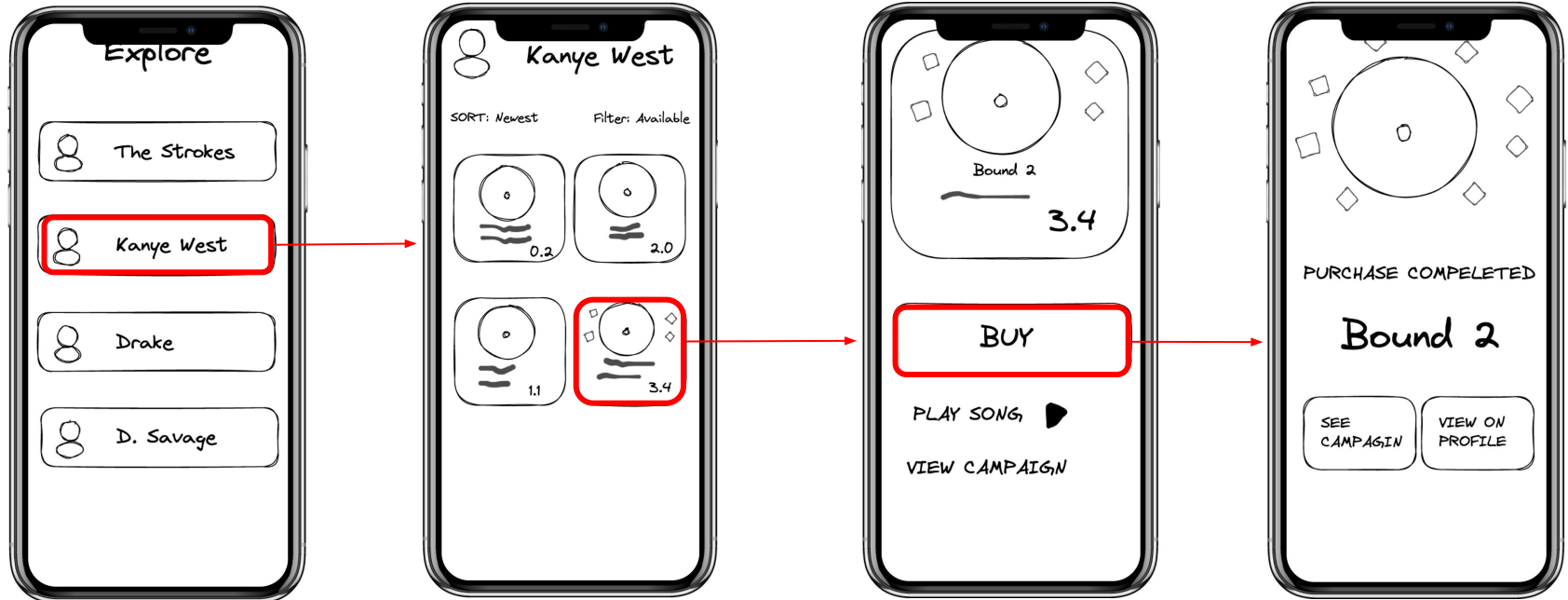
Low-Fi Prototype

Prototype Structure



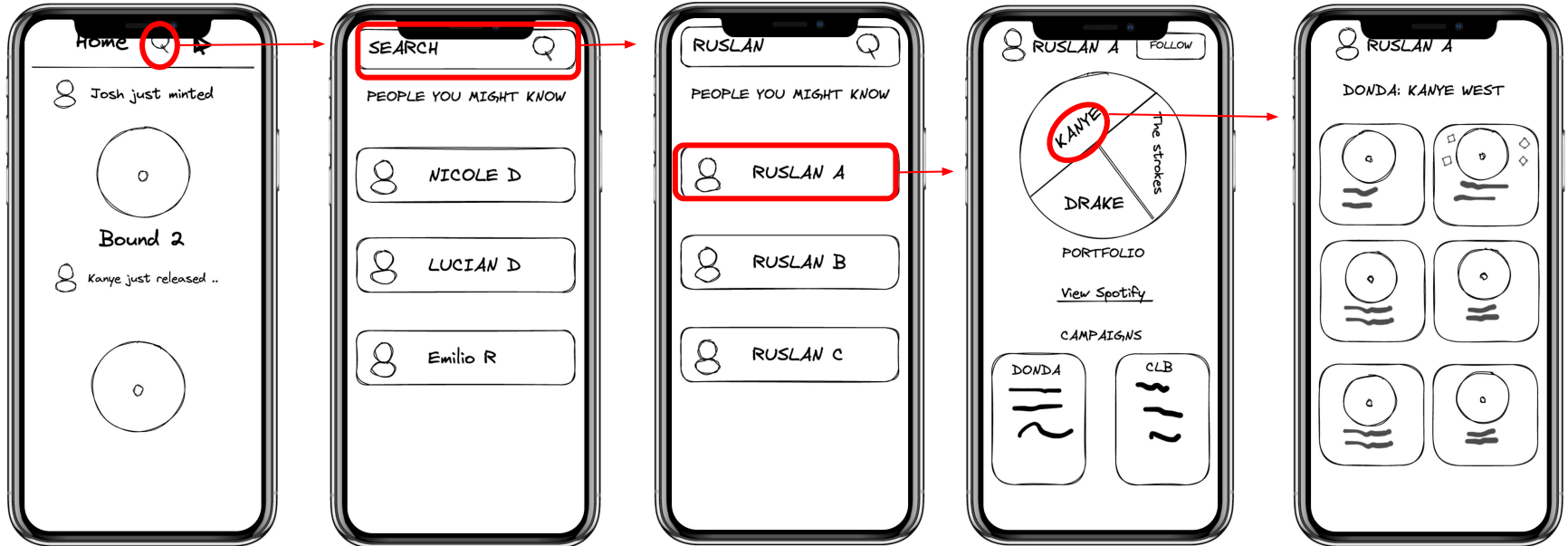
Task 1

Simple Task: Purchase a music NFT



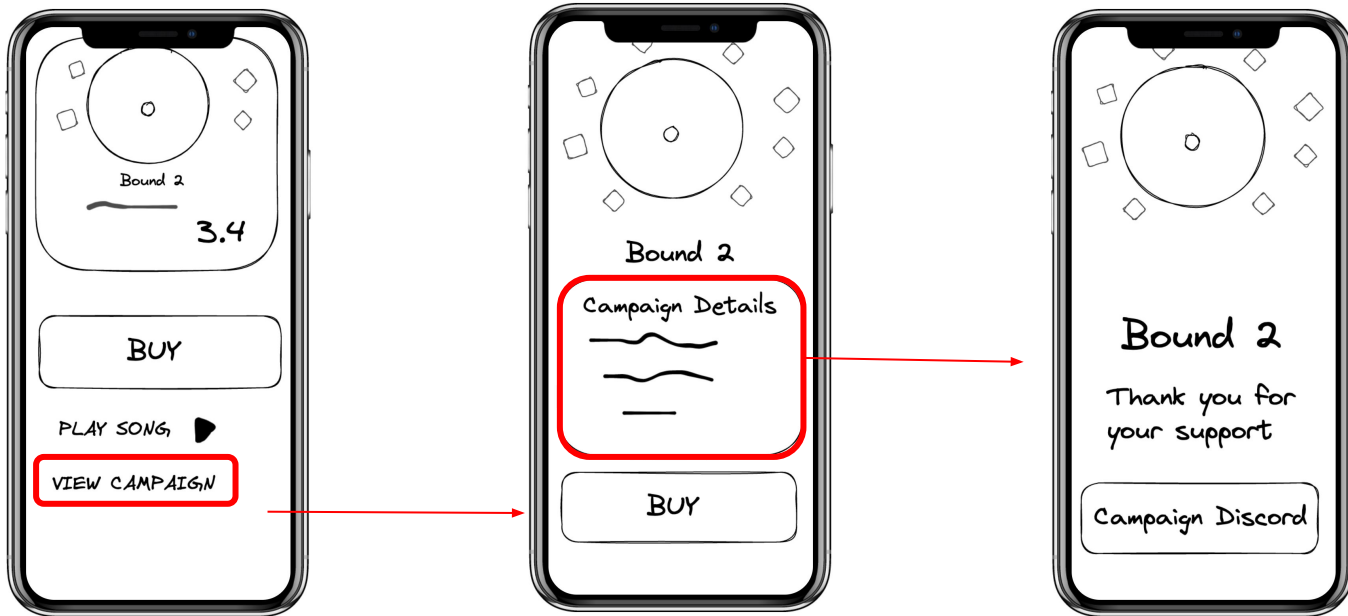
Task 2

Moderate Task: Search & follow friends to view their music NFT portfolio



Task 3

Complex Task: Join a campaign/event



3

Usability Testing
&
Analysis

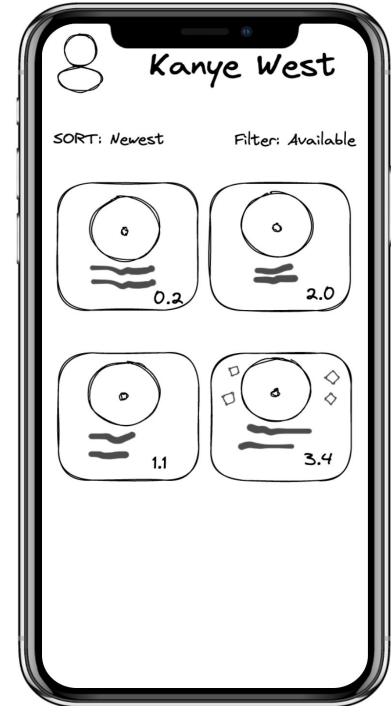
Experimental Method

Zoom Call (Participants Shared Screen)

Leveraged Sketches & Marvel POP

Completed 3 Tasks

No Compensation



Participants



Participant #1

Influencer
25 y/o



Participant #2

Business student
21 y/o



Participant #3

Student
21 y/o

Breakdown



Gave overview
of Marvel demo

Participants
shared screen a
& completed the
tasks, one by one



Participants gave
feedback on
experience



Results

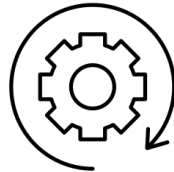
SUCCESSSES



Searching for other users on platform was easy



Liked being able to see other people's NFT collection



Process to purchase music NFTs was straightforward

Results



Participant #2

Business student
21 y/o

“I really like that you can use the search feature instead of having to just scroll endlessly to find what you’re looking for.”

Results



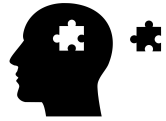
Participant #3

Student
21 y/o

“It’s cool that you can see other people’s NFT portfolios.”

Results

FAILURES



Confusion with pie chart



UI for purchasing NFT is crowded

Results



Participant #1

Influencer
25 y/o

“I do not like the pie chart. It is confusing. What is it for?”

Results



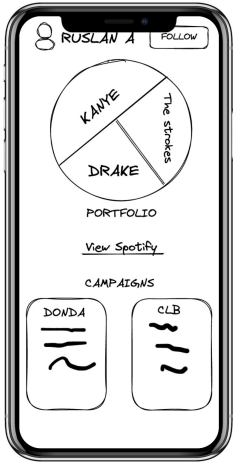
Participant #3

Student
21 y/o

“UI is a bit crowded when buying
an NFT.”

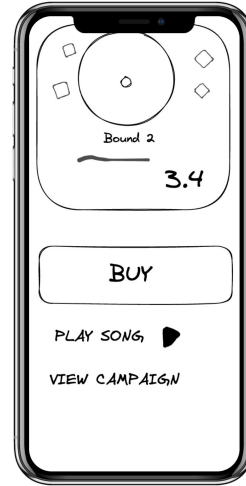
UI Change

1 | Clarify



Redesign the pie chart so that users can easily tell how to access their NFT collection

2 | Simplify



Remove additional features on page such as “play song” and “view campaign” to highlight the purchasing process

SUMMARY

1

Simplify UI

2

Clarify Concept