



Entourage

Connecting artists and fans through NFTs



Problem

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.

Solution

We are creating 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.

Mission Statement

Our goal is to enhance fan-artist engagement, fan community building, and the music consumption experience of listeners through music NFTs campaigns released by musicians—with ownership providing fan status, exclusive content, and community engagement with other fans—keeping them engaged and excited.

1

Values Encoded

Values

- **Community/Companionship**—we hope to create a sense of community among fans, combating mental health issues and unhappiness that arise from loneliness.
 - Example: Ability to join Discord/chat of other fans that own the same artists' NFTs.
- **Beauty**—our platform is based on sharing of album/song art and interacting with the art of music itself, allowing users to share and own what they find beautiful.
 - Example: The NFT exploration page and campaigns (collections) you can browse and buy from.
- **Transparency**—users can see what NFTs their friends buy and share their own. There's transparency embedded into this social network.
 - Example: user profiles where you can see which NFTs they own and the following users feature.

Value Conflicts

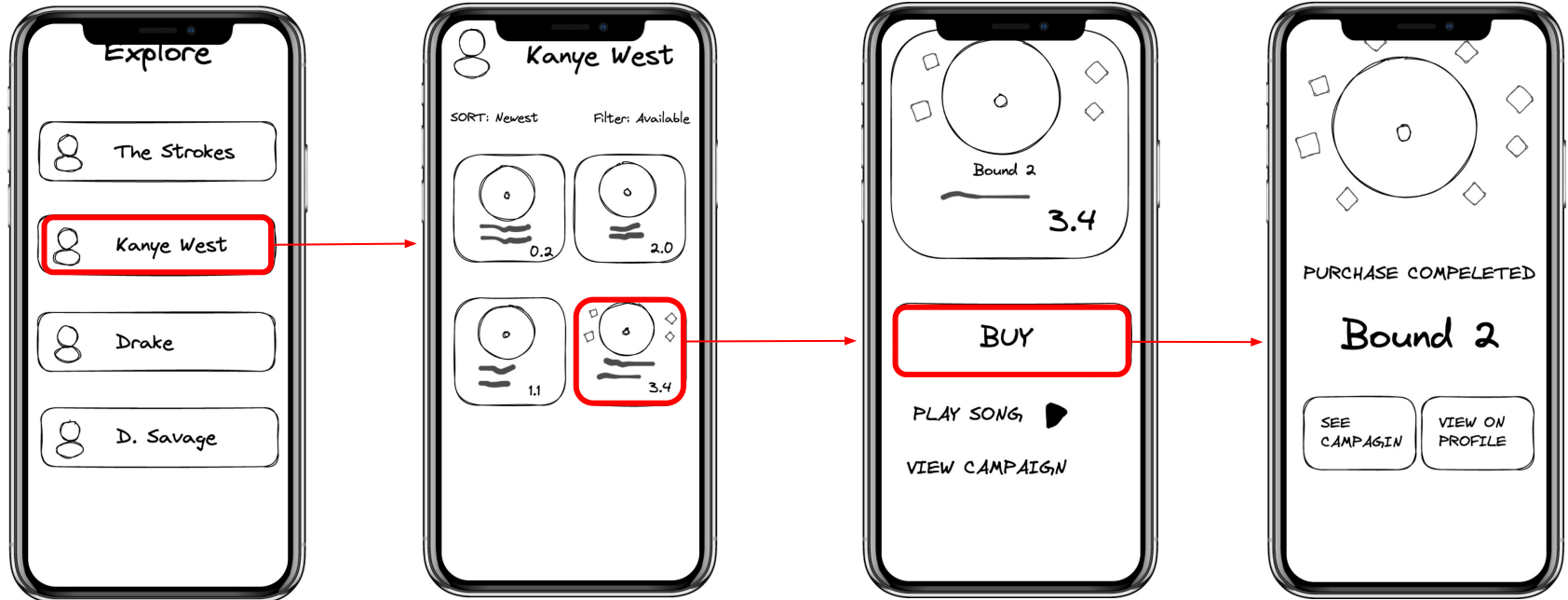
- **Companionship vs. Exclusivity:**
 - Community building through exclusive groups, where membership is granted based on purchasing something, can more closely bond members but also makes companionship inaccessible to those who choose not to purchase a NFT or can't afford to do so.
- **Transparency vs. Community:**
 - Users are unable to see transparently into the ongoings of exclusive communities.

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Tasks

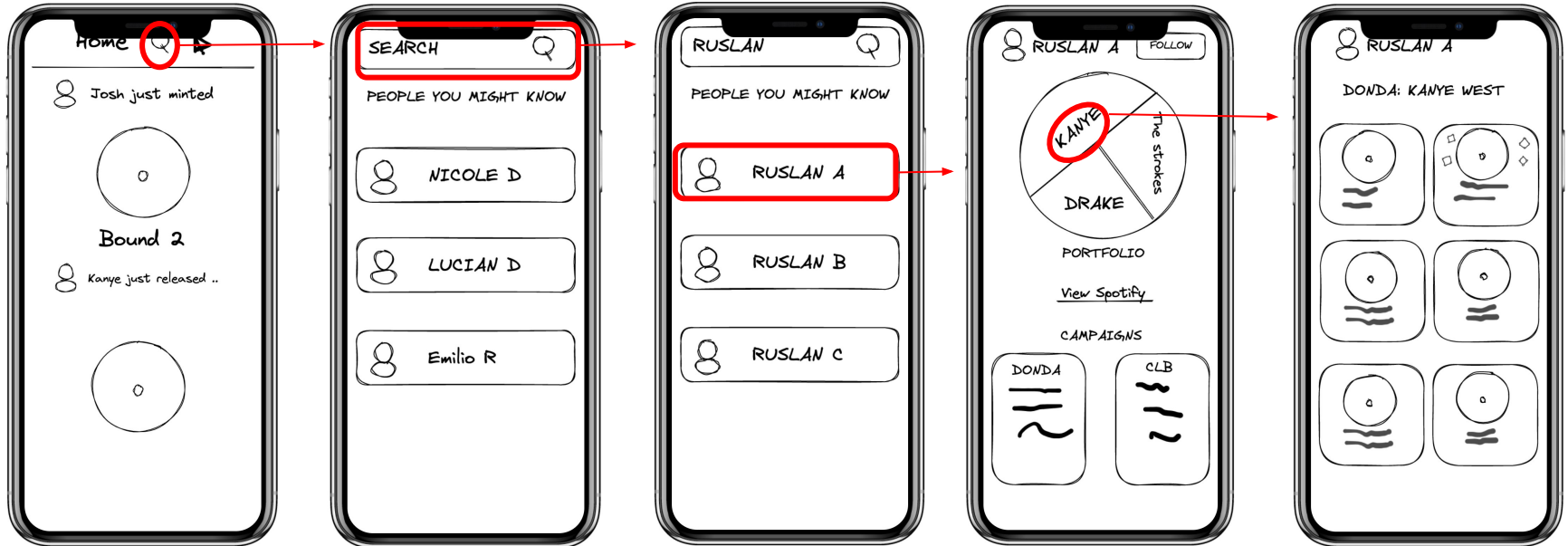
Task 1

Simple Task: Purchase a music NFT



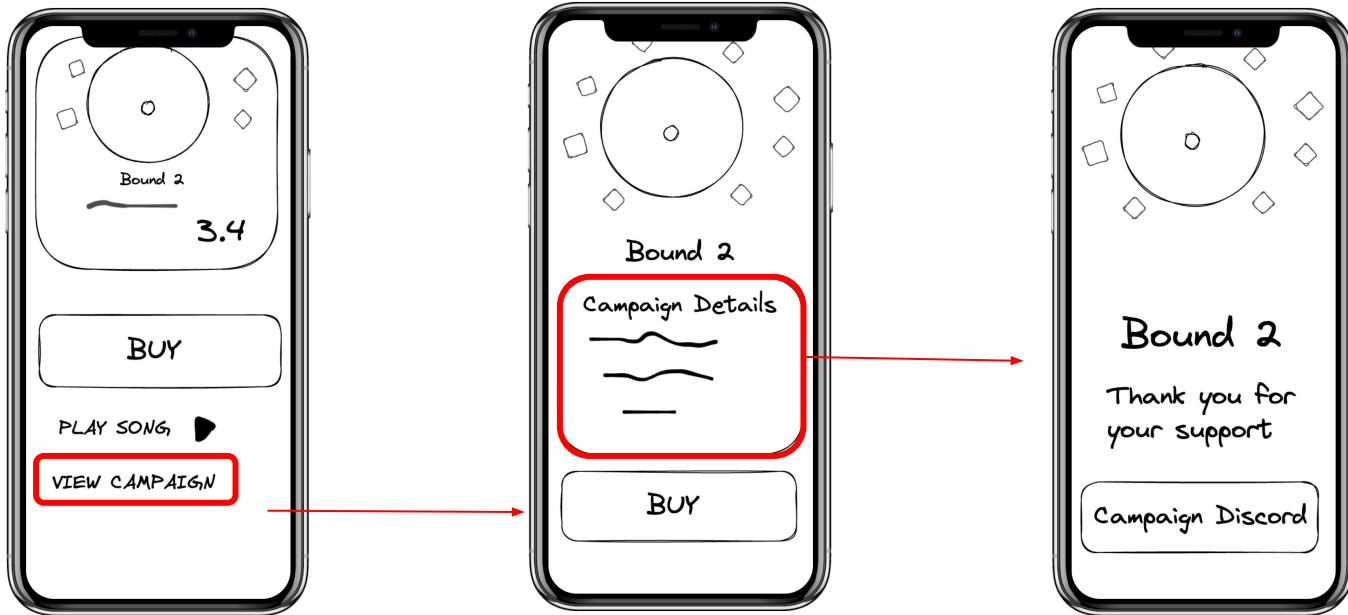
Task 2

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



Task 3

Complex Task: Join a campaign/community



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Usability Goals

&

Key Measurements

Goals & Measurements

1 | Learnable

Users are able to complete subsequent tasks quicker based on user's familiarity with interface (ex: placement of buttons, location of search bar) from successfully completing previous tasks

2 | Efficient

Users are able to perform tasks quickly with minimal delays and pauses. User expends low effort to understand the user interface when completing the different tasks

3 | Pleasing

Users have a high satisfaction with usability and interacting with prototypes. Users have an overall positive experience.

To ensure that we're achieving success in our chosen metrics, in our medium-fidelity prototype, we made sure to...

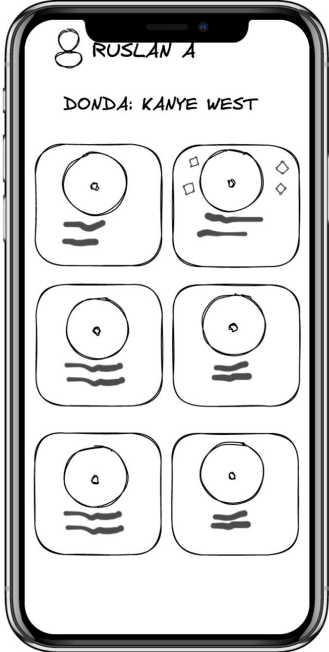
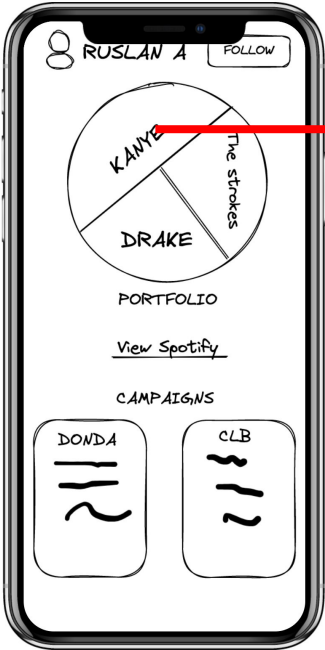
- simplify our UI by minimizing the components and features per screen to make it more digestible for users
- highlight important components on screen by adding text (ex. View Portfolio) to make visuals (such as record pie chart) more comprehensible to users

3

Revised Interface Design

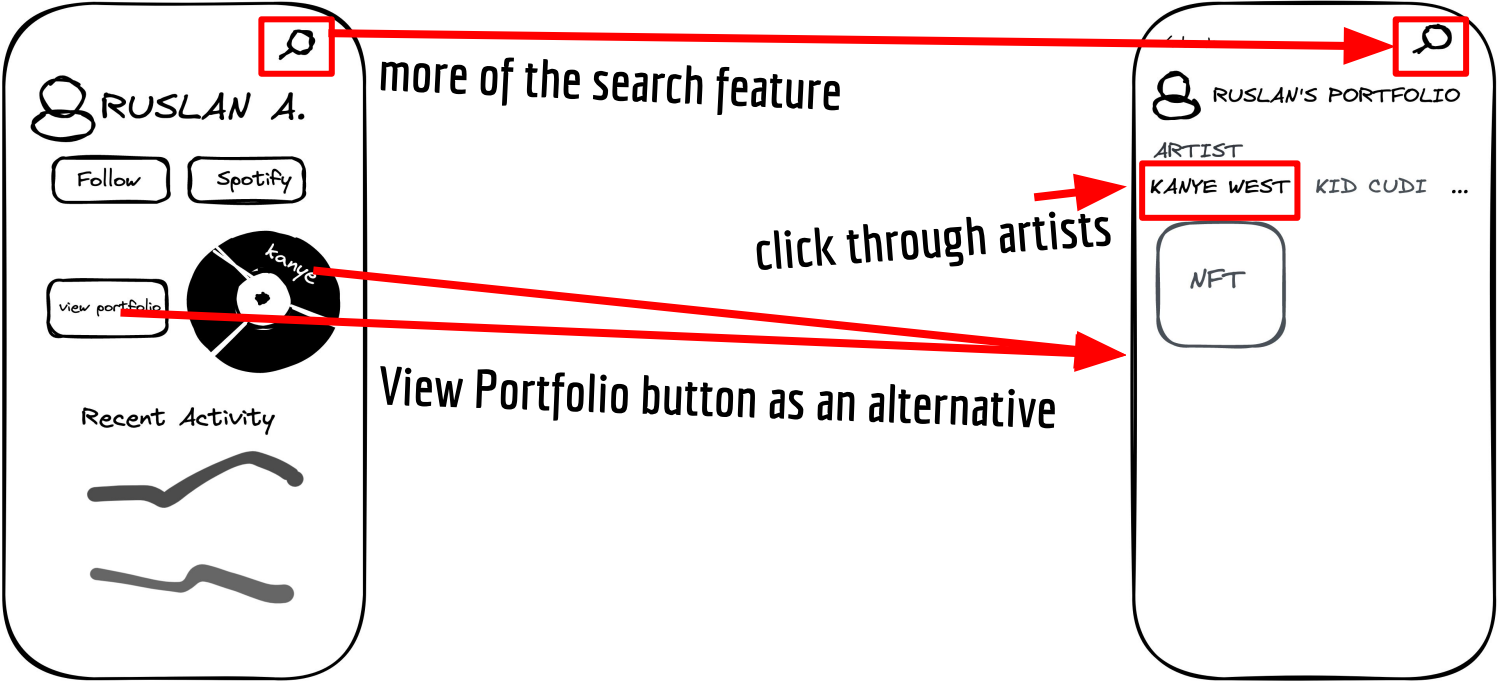
1 Design Change 1

Before



1 Design Change 1

After



Major Design Change 1

Changes:

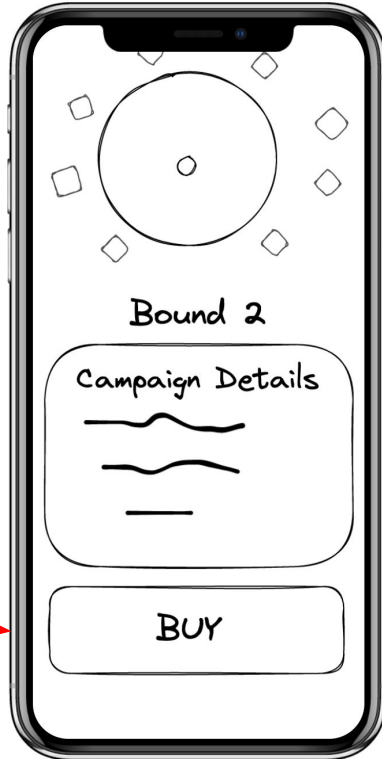
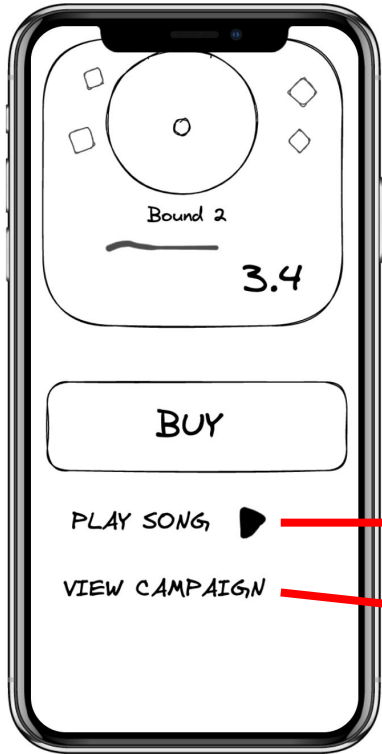
- Changed pie chart to a record where clicking on any section will lead to the corresponding artist tab in user portfolio.
- Added another way to access a user's portfolio via a button.
- Added the search icon to most of our screens.
- Removed a lot of the buttons that cluttered the UI.

Rationale:

- Eliminating user confusion about how to get to a user's portfolio.
- Add more of what users liked: search feature
- Decluttered the UI and used whitespace to create breathing room and eliminate any chances for user confusion

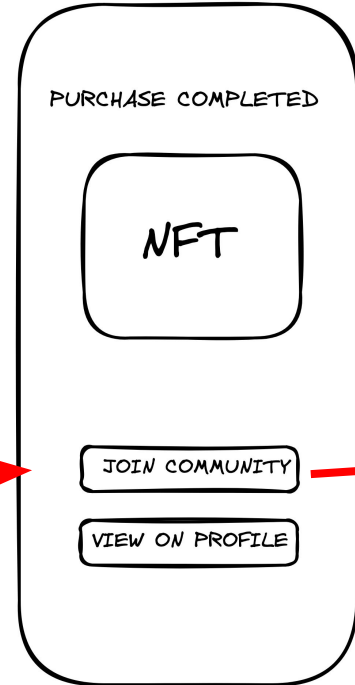
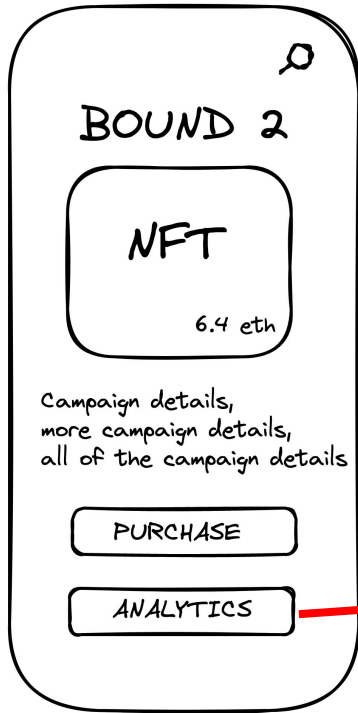
2 Design Change 2

Before



2 Design Change 2

After



Major Design Change 2

Changes:

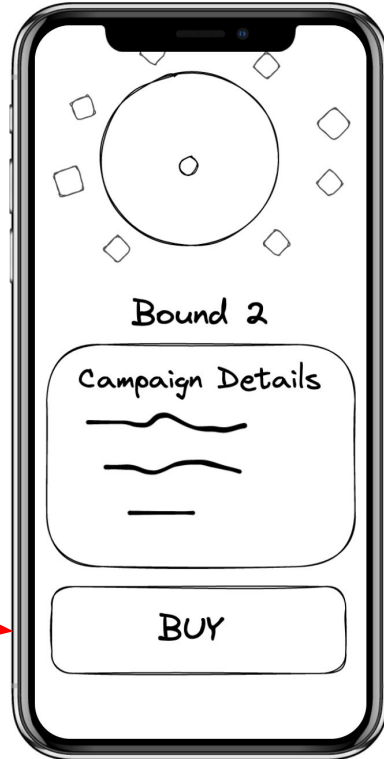
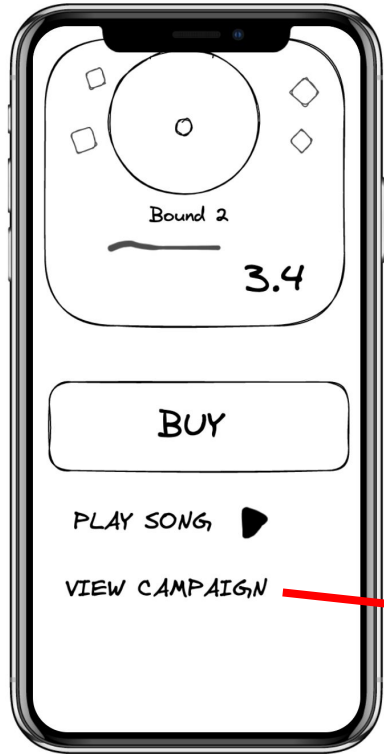
- Added an analytics page that shows stats about a given NFT and provides the ability to play a song on the artist's Spotify page.
- Allowed artists to redirect their fans to any of their preferred social media platforms (aside from just Discord).
- Campaign details are now displayed right after you click on a given NFT without the need for a button.

Rationale:

- Users would want to see how a given NFT is doing in the market before buying it.
- We thought only having Discord might be limiting for artists that may not use/like Discord.
- We figured that campaign details for a given NFT are one of the first things users would want to see, so we decrease the friction by just displaying it on the NFT's page.
- Adding another screen allows us to group some of the other actions (buttons) and declutter the UI.

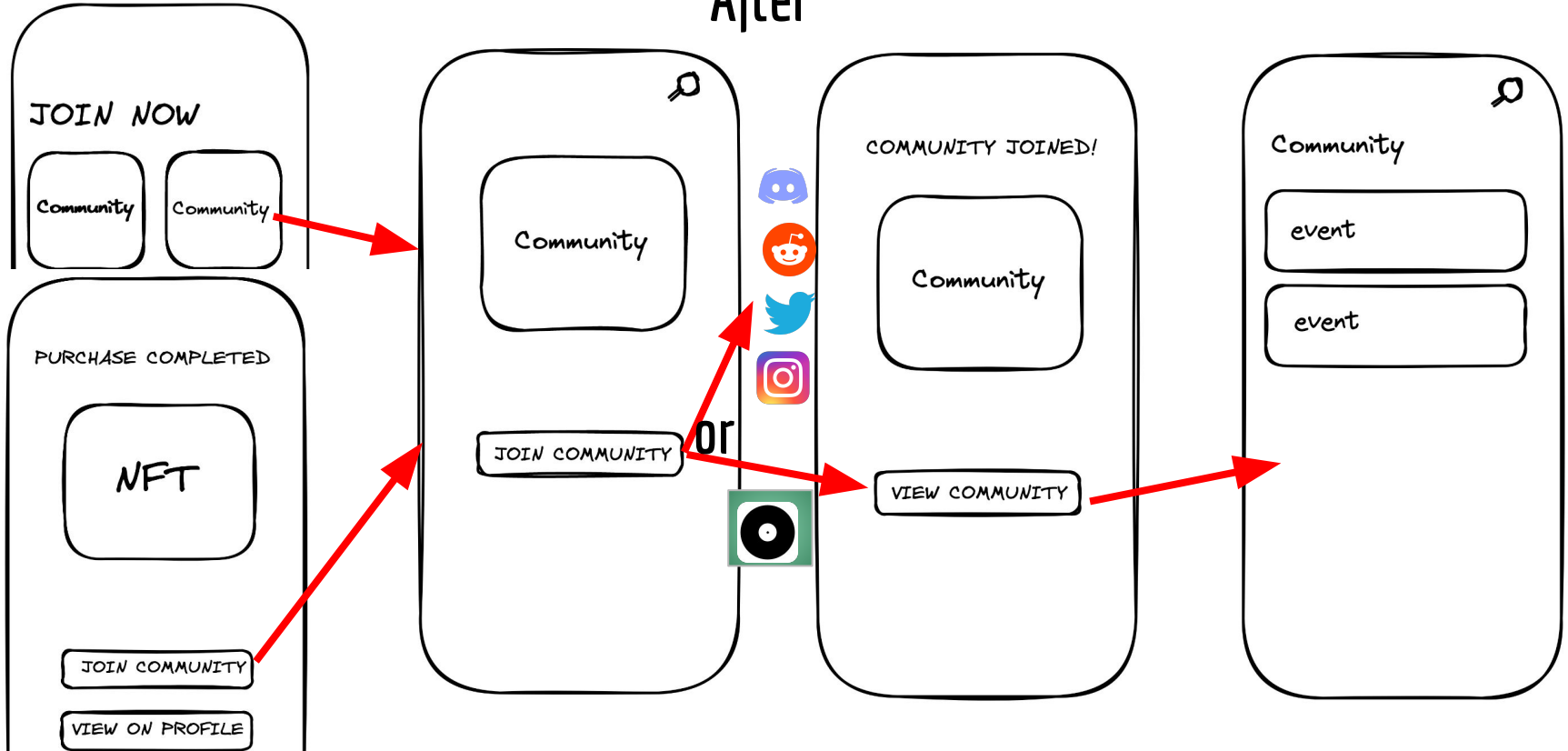
3 Design Change 3

Before



3 Design Change 3

After



Major Design Change 3

Changes:

- Changed the task flow to better define joining a campaign as joining a community, i.e, we introduced communities within the UI.
- Allowed artists to use our UI to list events and create a community if they desire to.
- Added a communities screen that shows users campaigns of NFTs they bought (campaigns that they haven't yet joined)

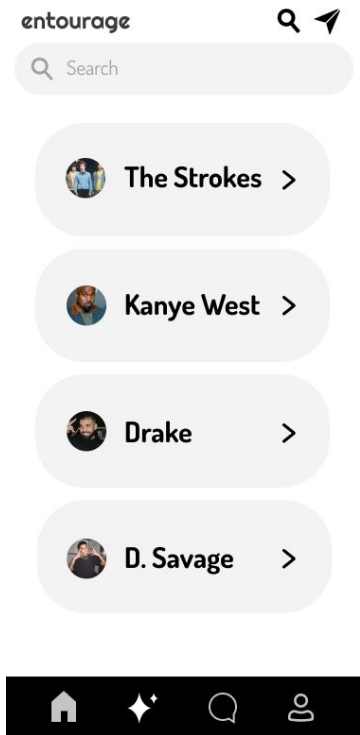
Rationale:

- We wanted to allow even greater flexibility for artists to create event-centered communities in case they wanted a direct way to reach their fans/advertise upcoming events.
- Showing users communities that are centered around NFTs they bought will hopefully encourage them to join said communities (we take care of doing that).

3

Medium-Fi Task Flows

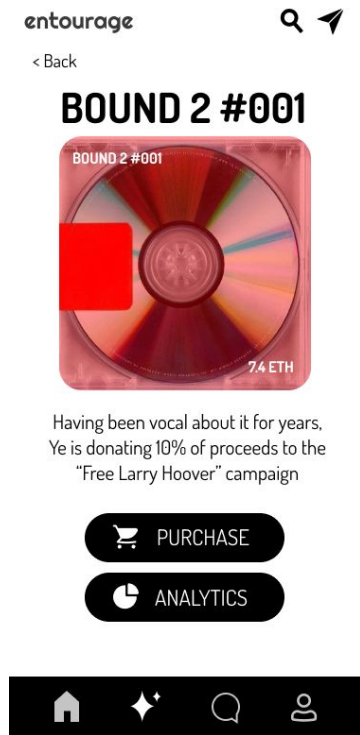
Task Flow 1: purchasing an NFT



Exploring different artists

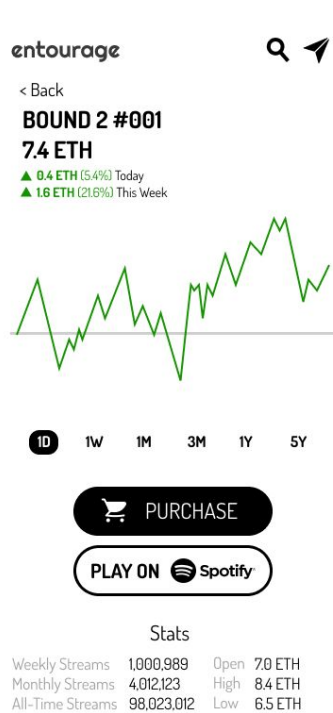


Choosing a specific one



Choosing a specific NFT

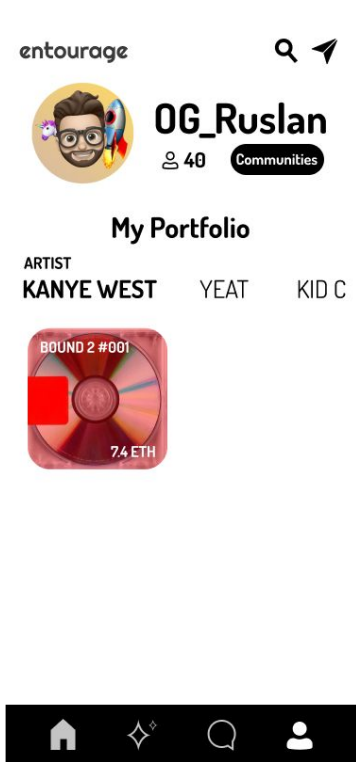
Task Flow 1: purchasing an NFT



Seeing the analytics of the NFT

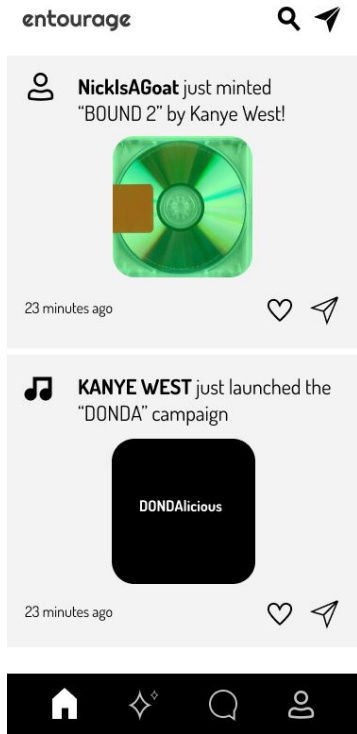


Buying the NFT

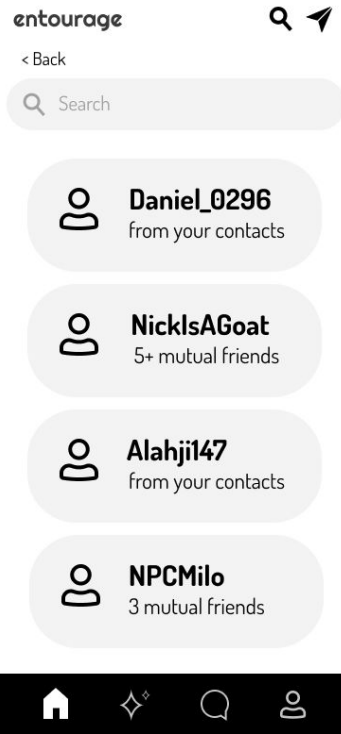


Seeing it on your profile

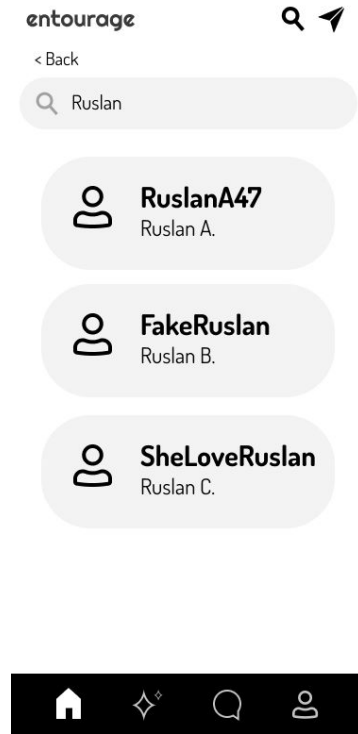
Task Flow 2: follow friends and view their portfolios



Seeing feed

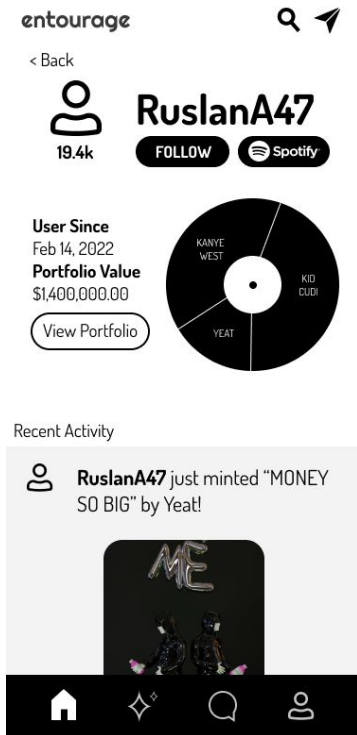


Using the search feature



Looking up a user

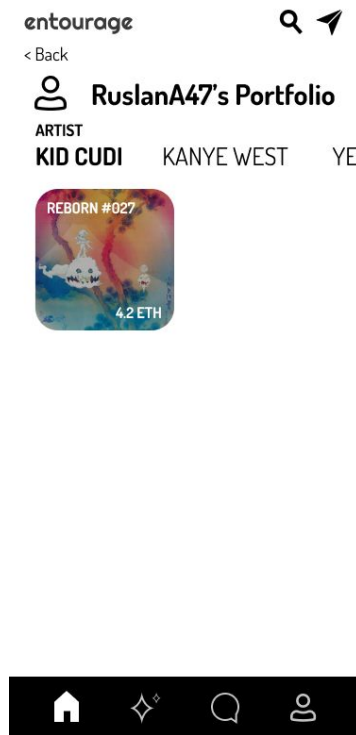
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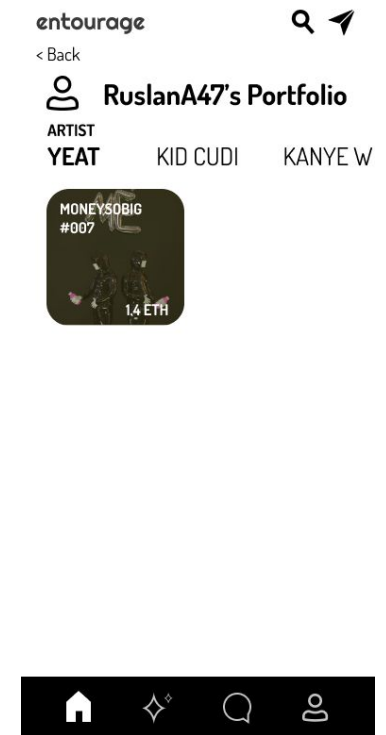
Seeing user's profile



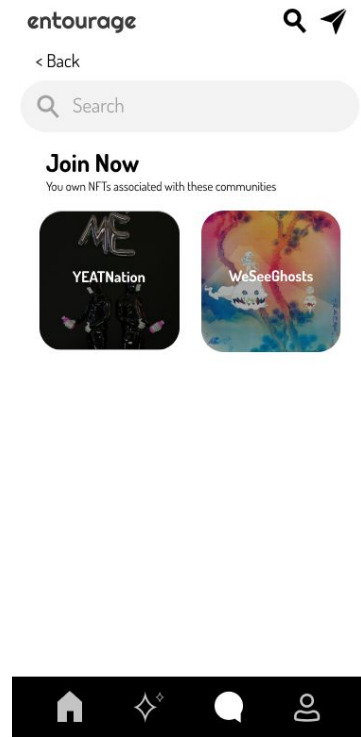
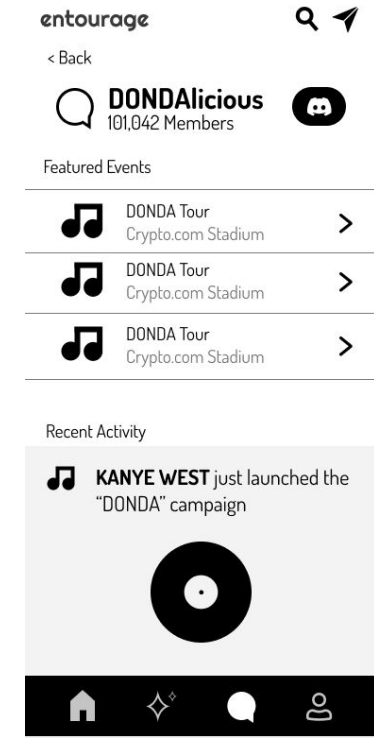
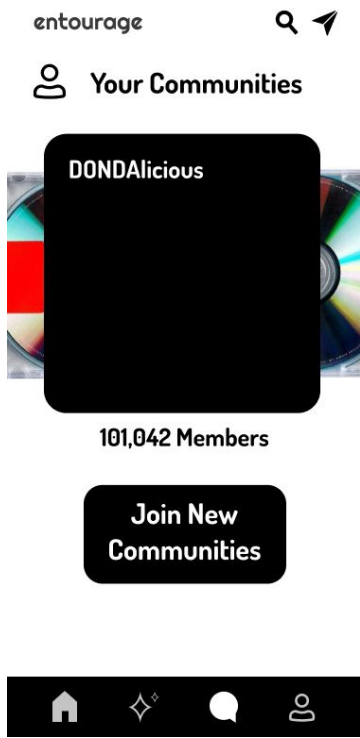
Seeing user's portfolio



Checking other artists on portfolio



Task Flow 3: join campaigns/communities

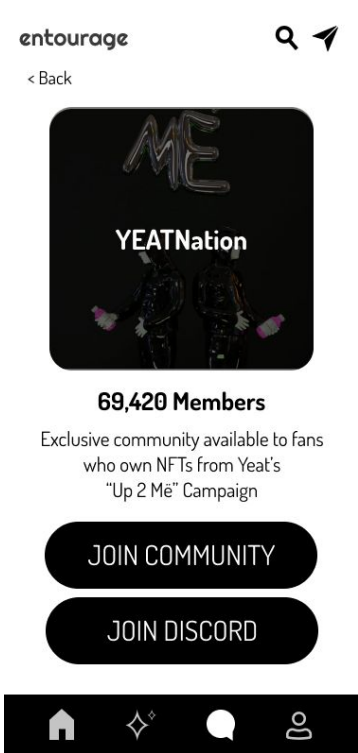


Checking your communities tab

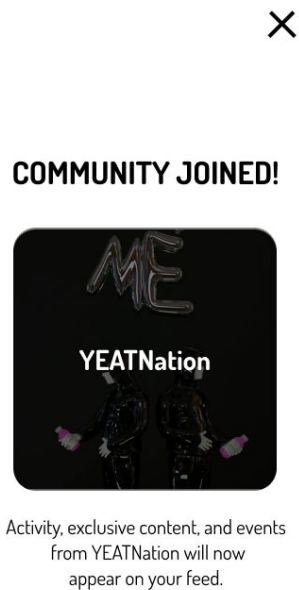
Community details

Joining a new community

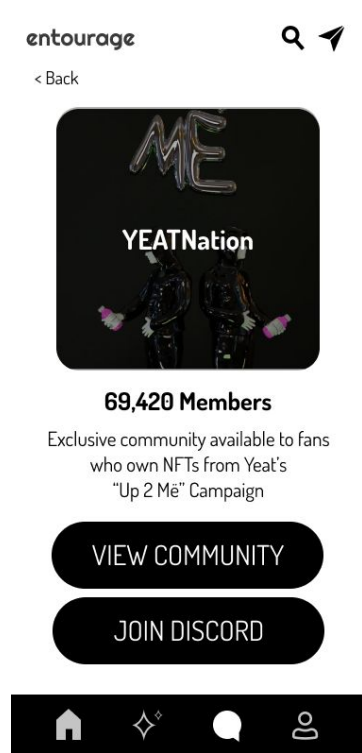
Task Flow 3: join campaigns/communities



Picking a specific campaign



Joining a specific campaign



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Prototype Overview

Tools

- We used Figma to make our med fi + prototype
 - Pros: easy to use, plenty of features, free
 - Cons: messy prototype wireflow, working on designs

Major Design Change 3

Limitations:

- Changed the task flow to better define joining a campaign as joining a community, i.e, we introduced communities within the UI.
- Allowed artists to use our UI to list events and create a community if they desire to.
- Added a communities screen that shows users campaigns of NFTs they bought (campaigns that they haven't yet joined)

Wizard of Oz:

- We wanted to allow even greater flexibility for artists to create event-centered communities in case they wanted a direct way to reach their fans/advertise upcoming events.
- Showing users communities that are centered around NFTs they bought will hopefully encourage them to join said communities (we take care of doing that).

Limitations

- Not enough artists and NFTs to showcase real behavior.
- Testing the behavior of multiple users is impossible due to the this being a figma prototype.
- Some more refinements and adjustments might still be needed as we get more people to try out our prototype.

Wizard of Oz Technique

Given the social aspect of our concept, our mobile app would need to harness the power of network effects to truly be successful. However, establishing a large enough network effect where users can connect with other individuals with similar music NFT interests within a 10 week course is not feasible, which is why we integrated with group based platforms such as discord to allow users to join already existing communities.

Hard-Coded Features

- A lot of the interactions in the prototype had to be hard coded since we don't have artists (such as Kanye) present on the platform and a lot of the NFTs had to be premade by us since that was also the only way to illustrate our vision.
- Feed and communities had to be pre-populated.
- Chat feature (next slides).

5

Appendix

More screens

entourage
connecting artists and fans through NFTs



LOGIN

Don't have an account? [Sign Up](#)

[Forgot Username?](#)

[Forgot Password?](#)

Login screen

< Back

🔍 Search

Messages

👤 Daniel_0296

Liked your message • 2min

👤 NickIsAGoat

That album trash bruh my ears wer... • 1hr

👤 Alahjil47

Did you listen to the new D. Savage... • 2hr

👤 NPCMilo

You have the worst music taste ever. • 4hr

🔍 DONDAlicious

100+ messages • 5hr

🔍 InYEEZUSWeTrust

100+ messages • 1d



Chats with other users

< Back

👤 NickIsAGoat

Yo you copped BOUND 2?

I just bought one too!

Yeah I been had that lol smh

After listening to it for years I had to add it to my collection. You not a real Kanye fan u don't even like DONDA even tho it's a masterpiece...

That album trash bruh my ears were bleeding for the next 48 hours after hearing "donda chant", I couldn't take it anymore I'll stick with Yeezus.

Send a message...

DMs

Links

[Medium-Fi Prototype on Figma](#)