User Quotes on Support

Spotify Distribute

“It’s really important to pay attention to the uploading process. Otherwise, you’re on your own.”

“You need to take a lot into account, like text conventions, your song bio...they’re strict with conventions and won’t let you go forward if you don’t...do everything right.”

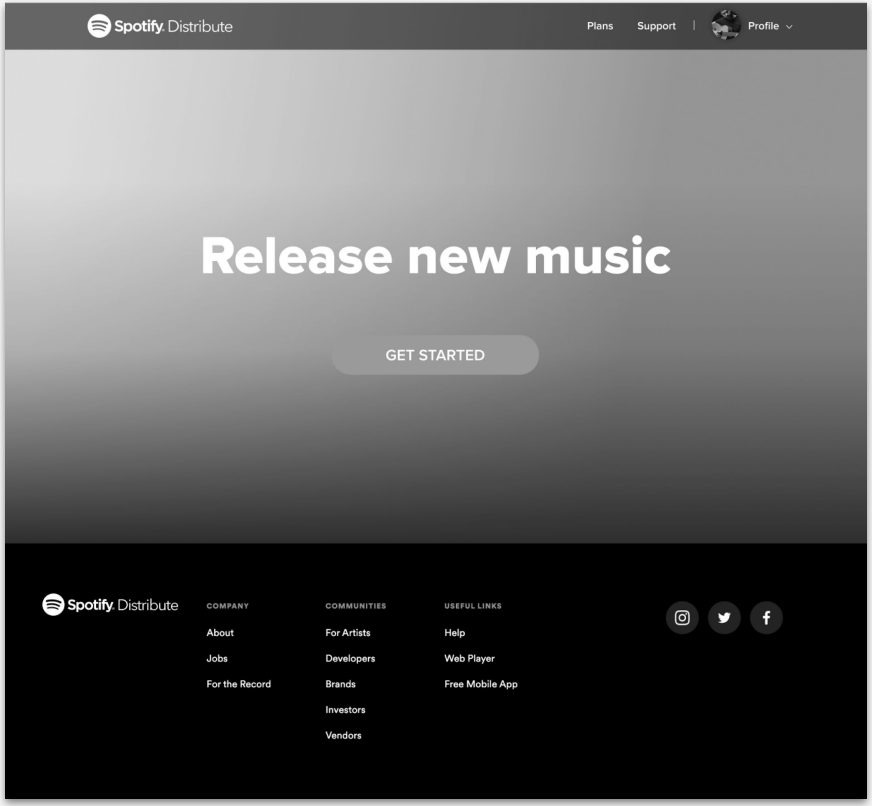
“It’d be nice to get feedback on how to market my music.”

“Kind of feels like we’re out in the ocean sometimes.”

Task 1 | Mid-Fidelity Wireframes

Scenario 1 : You are an emerging artist with plans to release your new single on Spotify. However, you're not sure about which genre to categorize your song under.

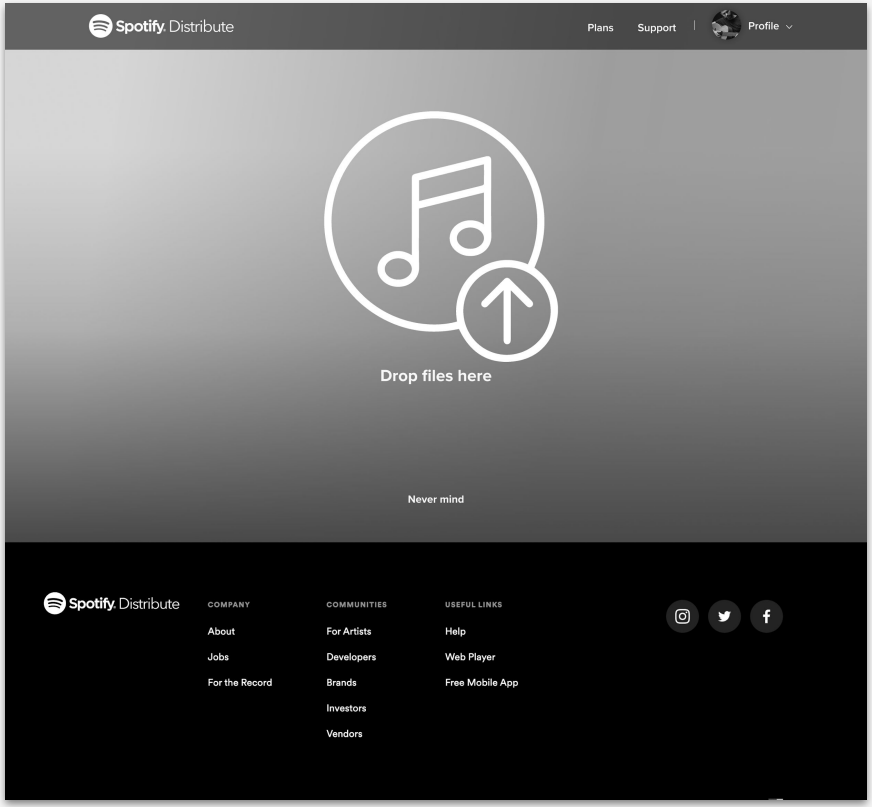
Task 1 : Begin the upload process, then ask for help from customer support.



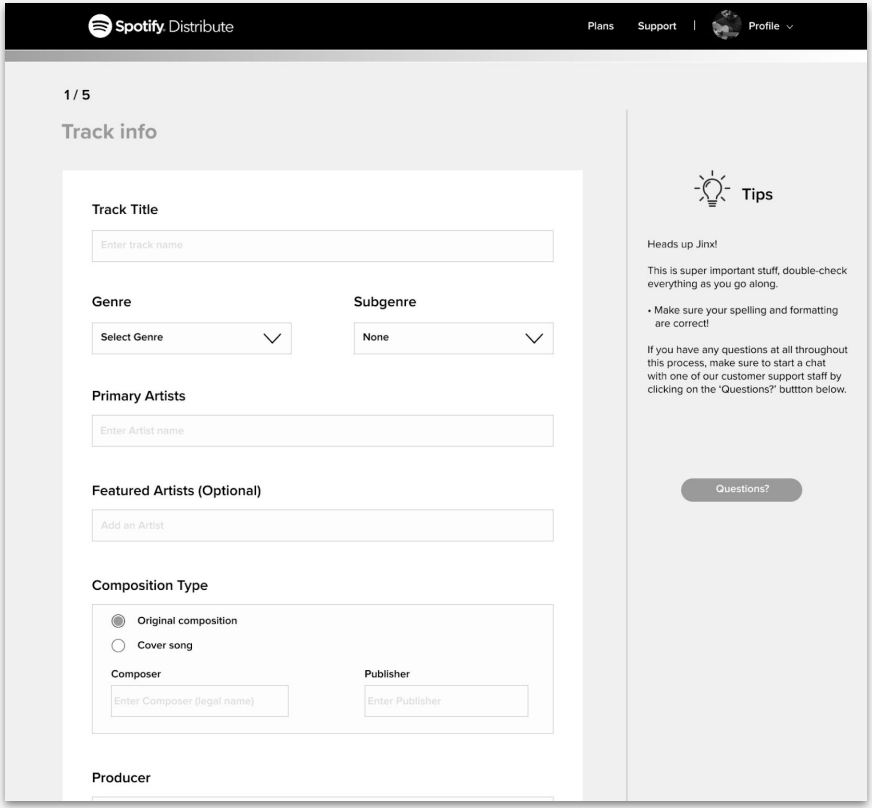
Mid-Fi: Home Page Screen

Task 1 | Mid-Fidelity Wireframes

Spotify Distribute



Mid-Fi: Music Upload Screen



Mid-Fi: 'Track Info' Screen

Task 1 | Usability Test Report

Spotify Distribute

Score: Minor Issue

6 / 6 users **were able** to upload and locate the ‘Questions?’ button to ask for help from customer support, but:

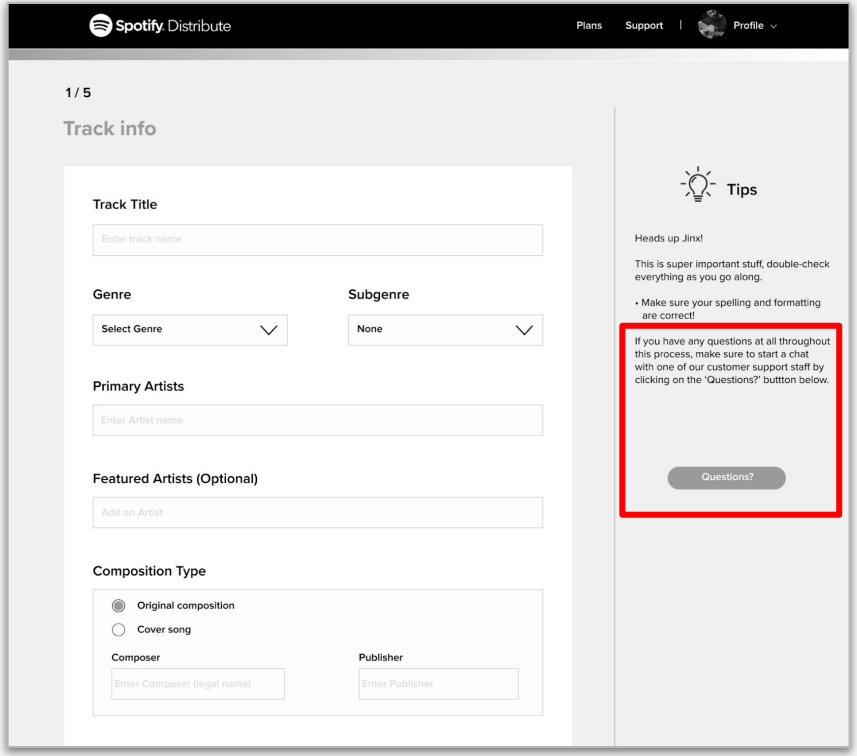
- 1 user said they had some trouble finding the ‘Questions?’ button because its description was lost within the ‘Tips’ section

Analysis

Although all users were able to complete the task, 1 user took longer to complete. This may be because the description of the ‘Questions?’ button was too far away.

Recommendation

For the high-fidelity version, we will move the ‘Questions?’ button’s description lower so that it is not immediately associated with the ‘Tips’ section.



Mid-Fi: ‘Track Info’ Screen

User Quotes on Financial Transparency

Spotify Distribute

“I would like to see more transparency with payment. I also need help understanding financial statements and my royalties….I don’t know how much a spin is worth.”

“Sometimes, it takes 16 days to receive payment information.”

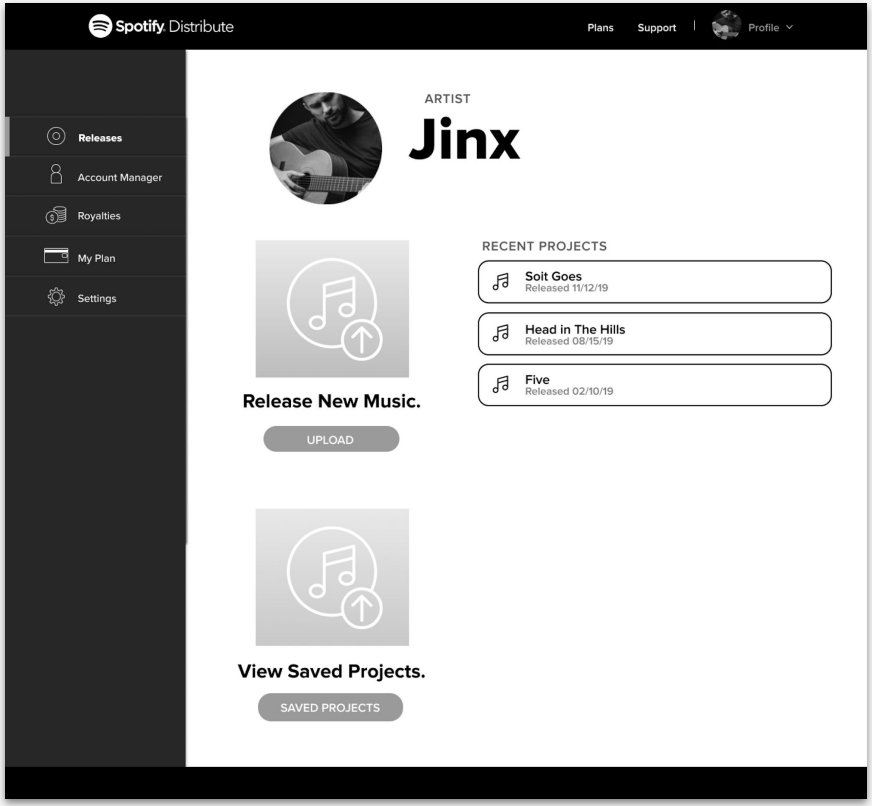
“Financial equivalence is ...one of the murkier elements across the board of the process.”

“I don’t understand the tax forms they send me. It’s all really outdated.”

Task 2 | Mid-Fidelity Wireframes

Scenario 2 : You are curious about the amount of money you've made from streams of your album, "Head in the Hills."

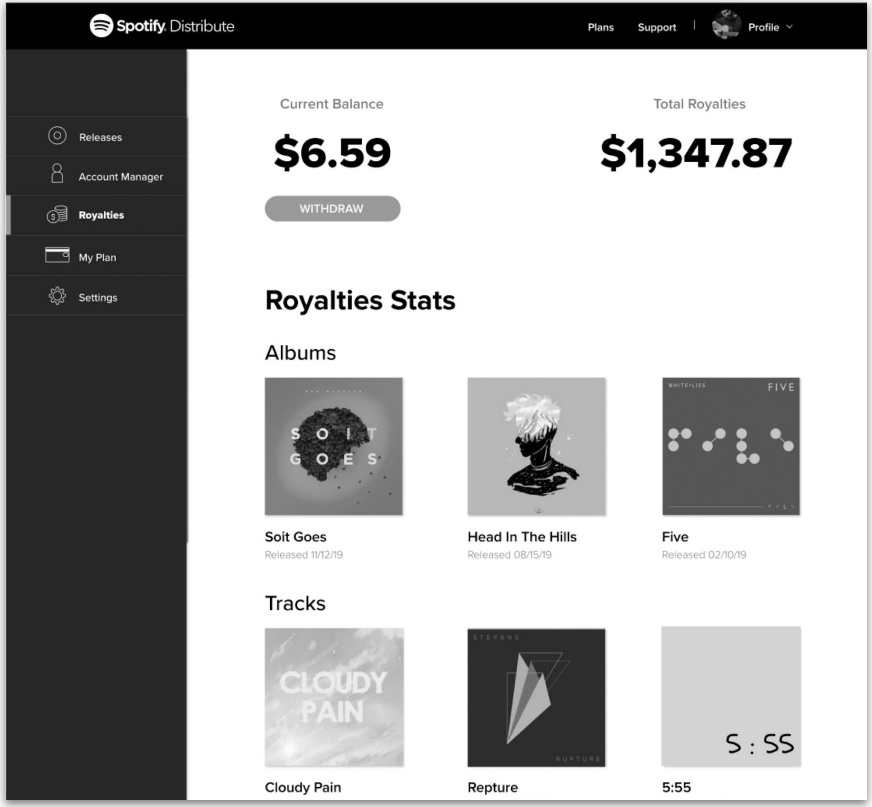
Task 2 : Check your total royalties from the album, "Head in the Hills."



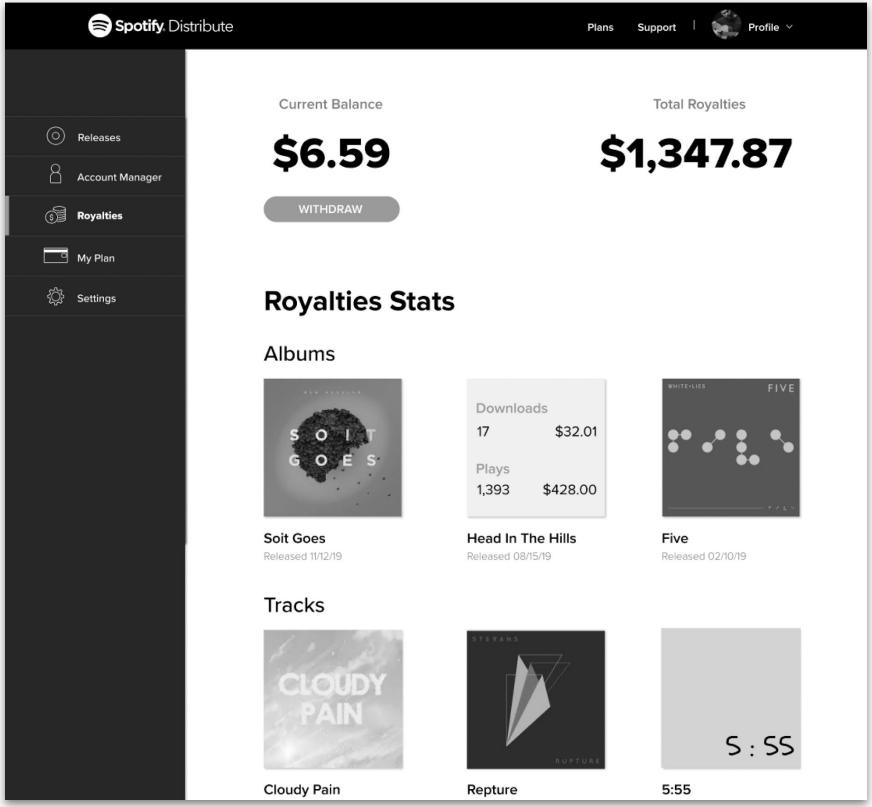
Mid-Fi: 'Releases' Screen

Task 2 | Mid-Fidelity Wireframes

Spotify Distribute



Mid-Fi: ‘Royalties’ Screen



Mid-Fi: ‘Royalties’ Screen

Task 2 | Usability Test Report

Spotify Distribute

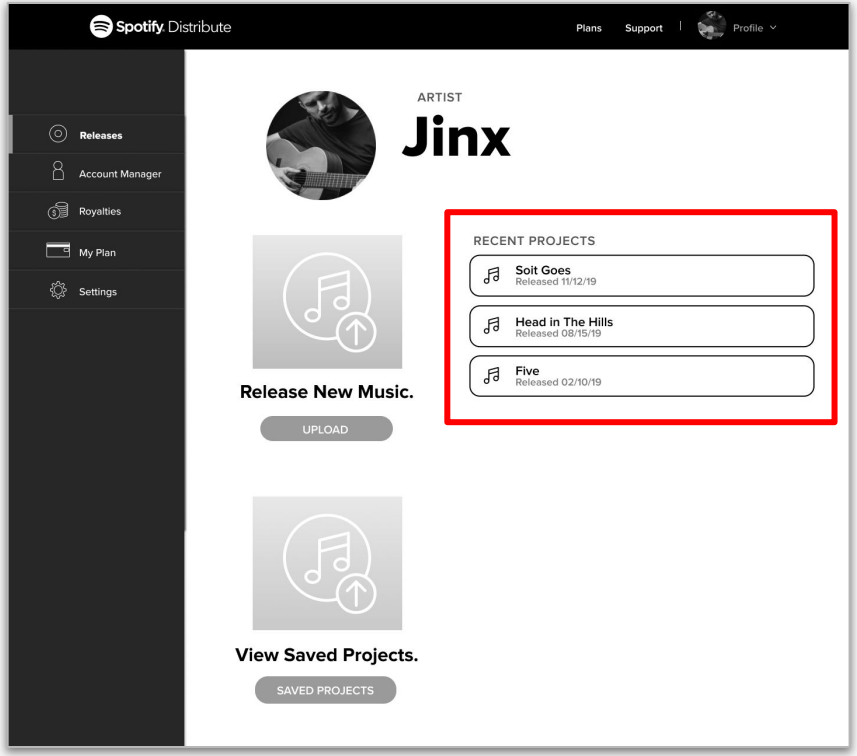
Score: Minor Issue

6 / 6 users **were able** to navigate to the 'Royalties' page to check the royalties on the album 'Head in the Hills,' but:

- 3 users wanted to click on the 'Head in the Hills' album on the 'Release' page first instead of going directly 'Royalties'

Analysis
Although all users were able to complete the task, 3 users didn't click on the 'Royalties' page right away. This may be because the list of albums under 'RECENT PROJECTS' looks like they are clickable buttons.

Recommendation
Redesign the 'RECENT PROJECTS' section to prevent users from mistaking the listings for clickable buttons.



Mid-Fi: 'Releases' Screen

User Quotes on Human Experience

Spotify Distribute

“It wasn’t a great experience, not a human experience..”

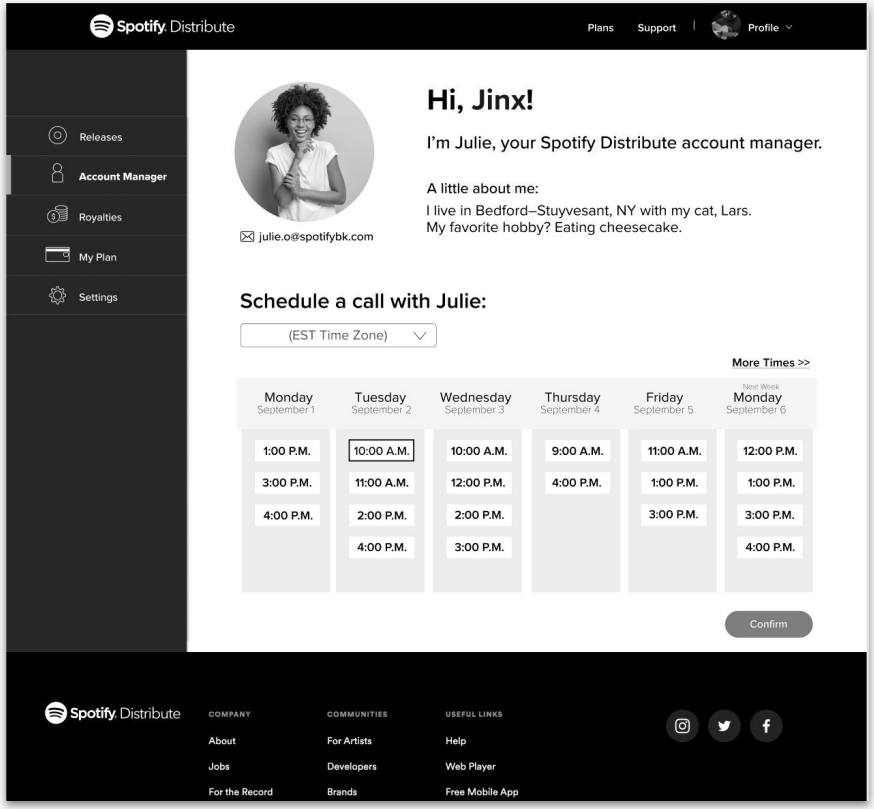
“I’ve never spoken to someone... It was super automated.”

“It’s the Netflix of distribution; there’s no sense of personal connection.

Task 3 | Mid-Fidelity Wireframes

Scenario 3: You find the royalties page difficult to interpret. You'd like to have a conversation about the differences in compensation between album streams and song streams.

Task 3: Schedule a phone call on Tuesday the 2nd at 10am with your Account Manager.



Mid-Fi: 'Account Manager' Screen

Task 3 | Usability Test Report

Spotify Distribute

Score: Minor Issue

6 / 6 users **were able** to schedule a call with the Account Manager but:

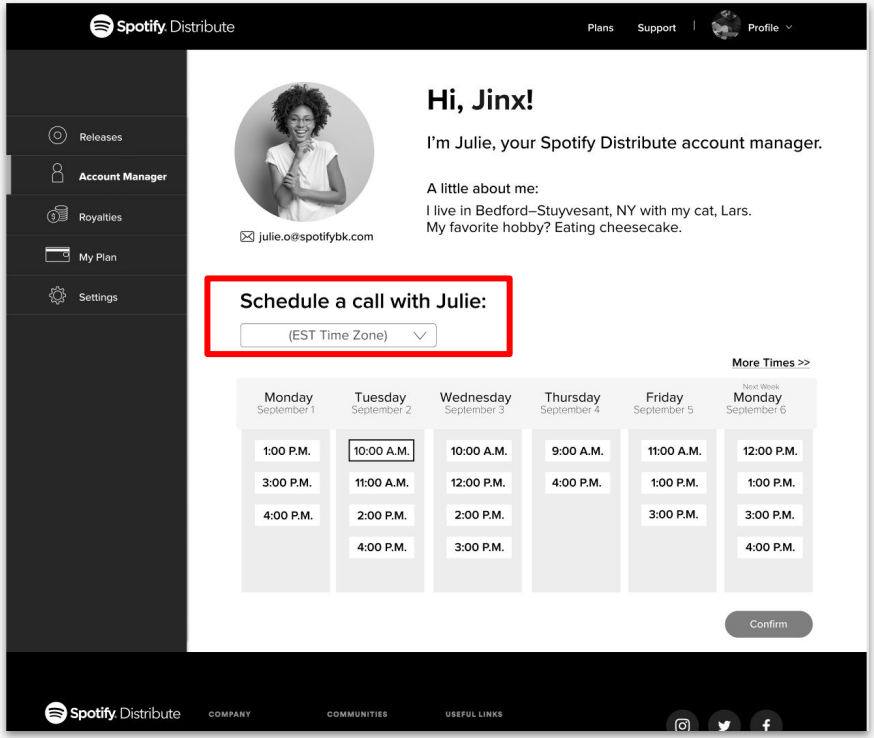
- 4 users said they wanted to know more details about what kind of call they were scheduling.

Analysis

Although all users were able to complete the task, 4 users wanted to know more details about the kind of call they were scheduling. This may be because the call isn't specified in the prototype.

Recommendation

For the high-fidelity version, we will make it clear on what kind of call users will be scheduling with their Account Manager.



Mid-Fi: 'Account Manager' Screen