

# Gigl

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# Project overview



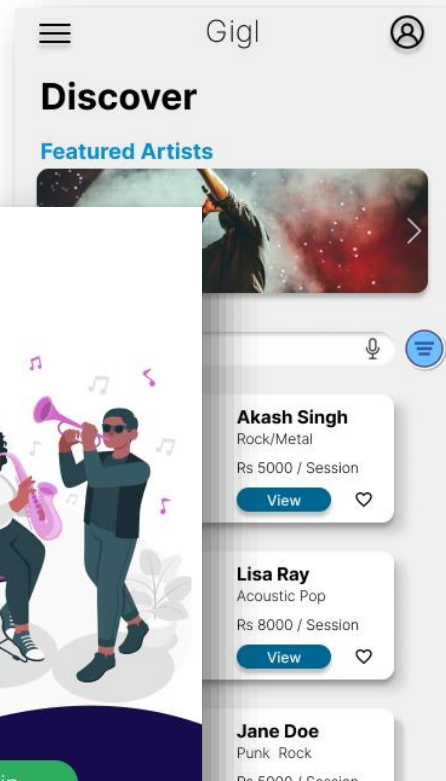
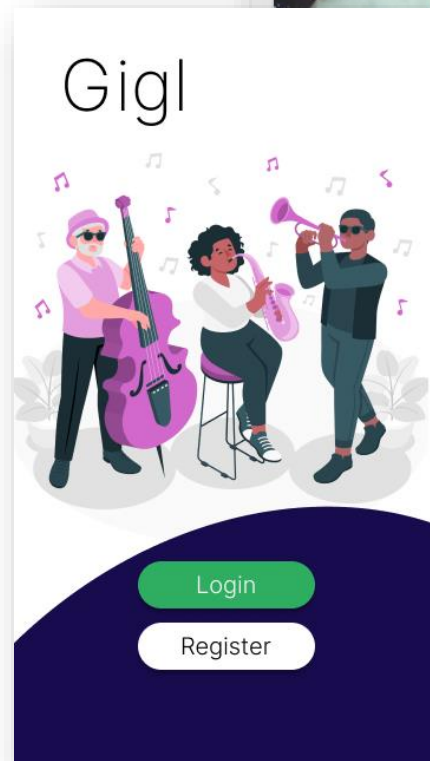
## The product:

A booking app intended for companies or people looking to book musicians to perform at events, and parallelly a platform for musicians to advertise their services and talent.



## Project duration:

June 2022 - Present



# Project overview



## The problem:

- Lengthy booking process.
- Difficulty in discovering and scheduling performers.
- Finding the right musician for the occasion.
- Having a platform exclusively for gaining publicity as a musician for hire.



## The goal:

To simplify the jobs of musicians and event planners alike in finding each other, while making the booking and discovery process seamless and reliable. It serves as a way for musicians to be able to put their talents on display by uploading clips or links to their profile.

# Project overview



## My role:

UX Designer/Researcher



## Responsibilities:

Conducting Interviews, paper and digital wireframing, low and high-fidelity prototyping, Conducting usability studies, and iterating on designs.

# Understanding the user

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

# User research: summary



I conducted interviews, made a user journey map and affinity diagrams to understand the users that I'm designing for and their needs. The main user groups identified were musicians that need to find gigs to perform at, and promoters who are looking for musicians to perform at their venue.

The user group confirmed the initial hypothesis about Gigl's users needs, though research helped identify ways to further improve the user experience and also introduce features that could be helpful to them.

# User research: pain points

1

## Finding gigs

Artists would like an easier way to discover gigs nearby, and promoters would like to discover artists.

2

## Booking and Scheduling

Both promoters and artists would find it useful to manage their calendar and schedule in one place.

3

## Payment

Artists struggle with receiving timely payments and reliable organizers.

# Persona: Dave



**Dave**

**Age:** 31  
**Education:** BA  
**Hometown:** London, England  
**Family:** Lives with partner  
**Occupation:** Event Planner

*"I live an active and social lifestyle, and am always on the hunt for the most trending local musical acts, however I find it difficult to give equal amounts of time to searching for talent and scheduling events."*

## Goals

- To maintain a healthy work-life balance.
- To bring the best performers to their venue.
- To easily manage their bookings for artists.

## Frustrations

- "It's difficult to keep up with the trending local talent that also suits the occasion/event."
- "I would love to interact with and discover artists in person but I simply don't have time for this."

Dave is an event planner with a busy and demanding schedule, he owns a mid-sized bar and has to handle many tasks to carry out on a daily basis such as managing budgets, invoicing, clients, logistics, and of course booking and scheduling. He would like to find an easier and less time consuming way to schedule and book artists for his venue on a regular basis.



# Persona: Aisha



**Aisha**

**Age:** 22

**Education:** BA

**Hometown:** Delhi, India

**Family:** Lives alone

**Occupation:** Musician

*"I love performing and collaborating with different people, and I'm still finding my feet in the music industry. I would love to discover all sorts of venues to perform in!"*

## Goals

- To find gigs in the city easily.
- To make a name as an artist in her city and be noticed.
- To have an organised schedule.
- Have a reliable payment procedure.

## Frustrations

- "It's always frustrating to establish a point of contact and communication with gig venues."
- "I have had many issues with venues regarding timely payment and assurance of being paid a certain amount."
- "I would love to know what genre or theme that the venue is looking for"

Aisha is a musician who recently moved cities in search of a better gigging scene, so that she can make a name for herself and discover the various opportunities for herself within the music and performance industry. She sometimes faces difficulties with venues regarding scheduling, booking, and payment, and would like a more reliable way of conducting business in the future.

# User journey map 1

## Persona: Dave

Goal: To find an artist to perform at his venue

ACTION	Sign Up	Create Profile	Search for Artist	Book Artist	Make Payment
TASK LIST	A. Enter user info and register. B. Or sign up with google.	A. Add venue profile details. B. Create gig ad. C. Post gig ad.	A. Apply distance filter or genre filter. B. Check artist schedule (optional) C. Swipe on desired artists.	A. Message artist B. Reach agreement for service and fee. C. Book artist and generate invoice	A. Pay using the portal provided B. Receive receipt C. Rate artist (optional)
FEELING ADJECTIVE	Eager to register quickly.  Happy to sign with existing google account.	Slightly tired of entering details	Happy to narrow search parameters, may be frustrated to not find any artists	Happy to use a single channel for communication, and scheduling	Happy to pay through a secure gateway
IMPROVEMENT OPPORTUNITIES	Include only necessary information  Use haptic feedback missing information	Include only necessary information  Use haptic feedback missing information		Use notifications to alert user of messages and updates.  Use haptic feedback for notifications	

# User journey map 2

## Persona: Aisha

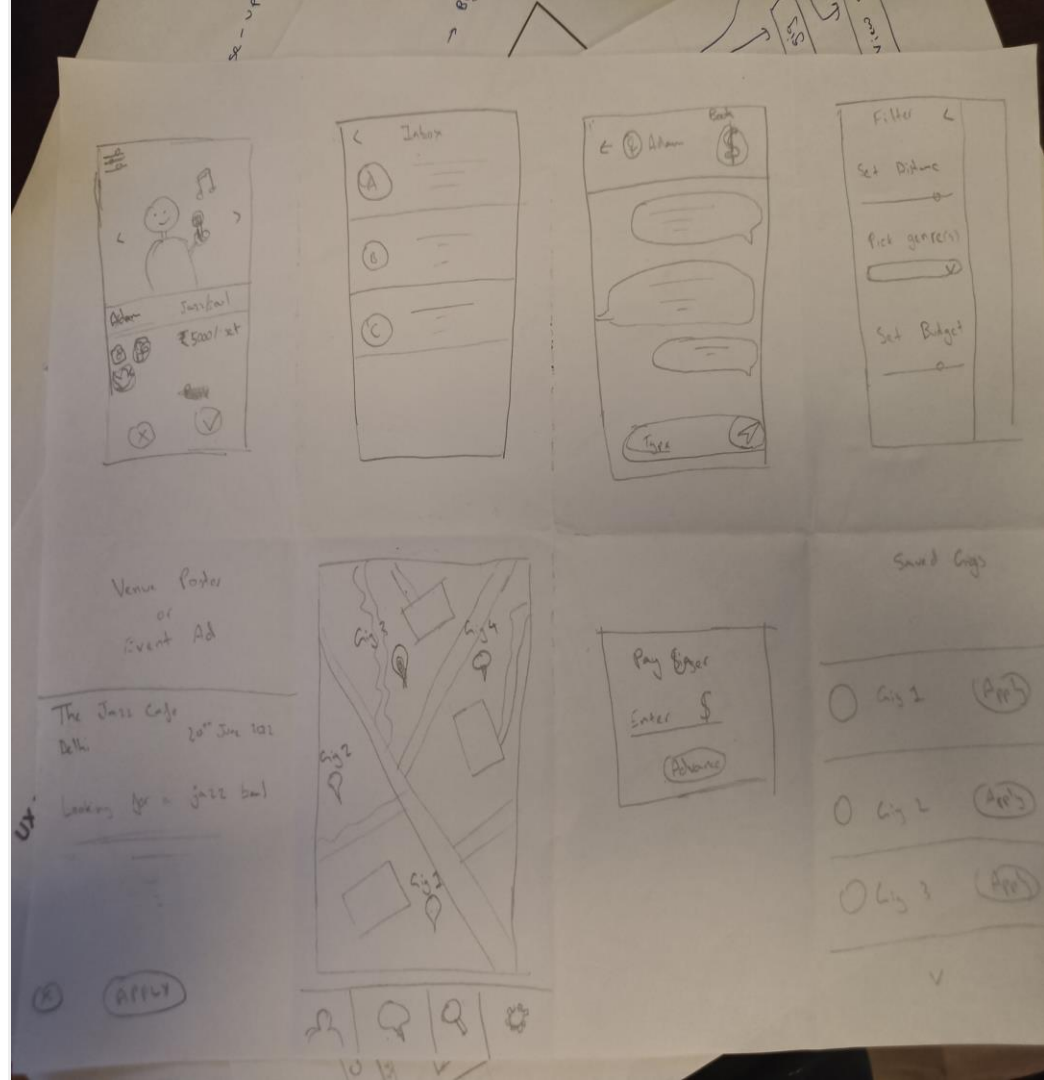
Goal: To find a suitable venue in her locality to perform at.

ACTION	Sign Up	Create Artist Profile/Portfolio	Search for Gigs	Apply/Contact Gig posters	Receive payment after event is completed
TASK LIST	A. Enter user info and register B. Or sign up with google	A. Enter User info B. Add artist details such as genres, social media links, media. C. Optional: add contact details	A. Set max search distance B. Select gig to contact/apply to C. Wait to see if it's a match	A. Message and review gig details. B. Book/schedule gig. C. Generate digital contract and invoice.	A. Receive Payment and receipt. B. Rate experience and venue/event planner.
FEELING ADJECTIVE	Eager to register quickly.  Happy to sign with existing google account.	Slightly overwhelmed by number of fields to fill.  Confused about which genres and clips to add to profile.	Tired of swiping through many gigs.  Happy to find some suitable events.	Anxious to receive response.  Frustrated by possible waiting period.  Relieved to have confirmation of services	Relieved and happy to receive payment and ability to rate the performing experience
IMPROVEMENT OPPORTUNITIES	Have fewer details to fill	Make only required details to be filled for new users	Curate gigs based on artists preferred genres	Enable notifications of applications and messages for venue users	Provide downloadable receipts



# Paper wireframes

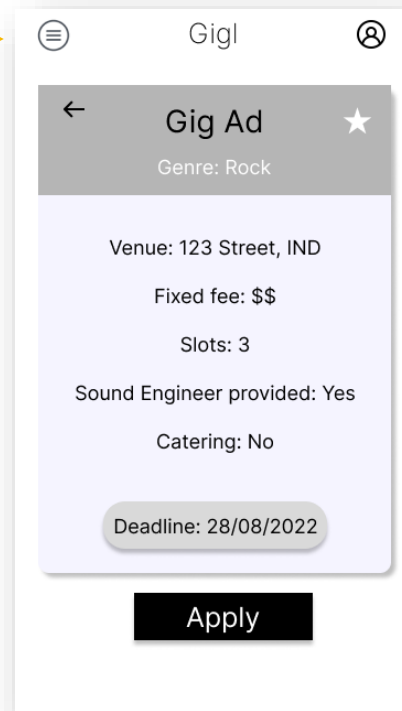
Taking the time to draft paper screens ensured that the elements that made it to the digital wireframes would be well suited to address user pain points.



# Digital wireframes

As the initial phase continued, I made sure the designs reflected the feedback and findings from user research

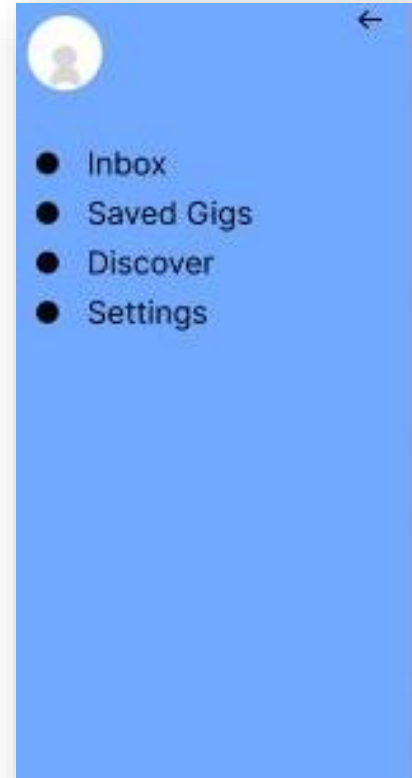
A nav bar that is easy to spot



The most basic details that any artist would like to know about a gig.

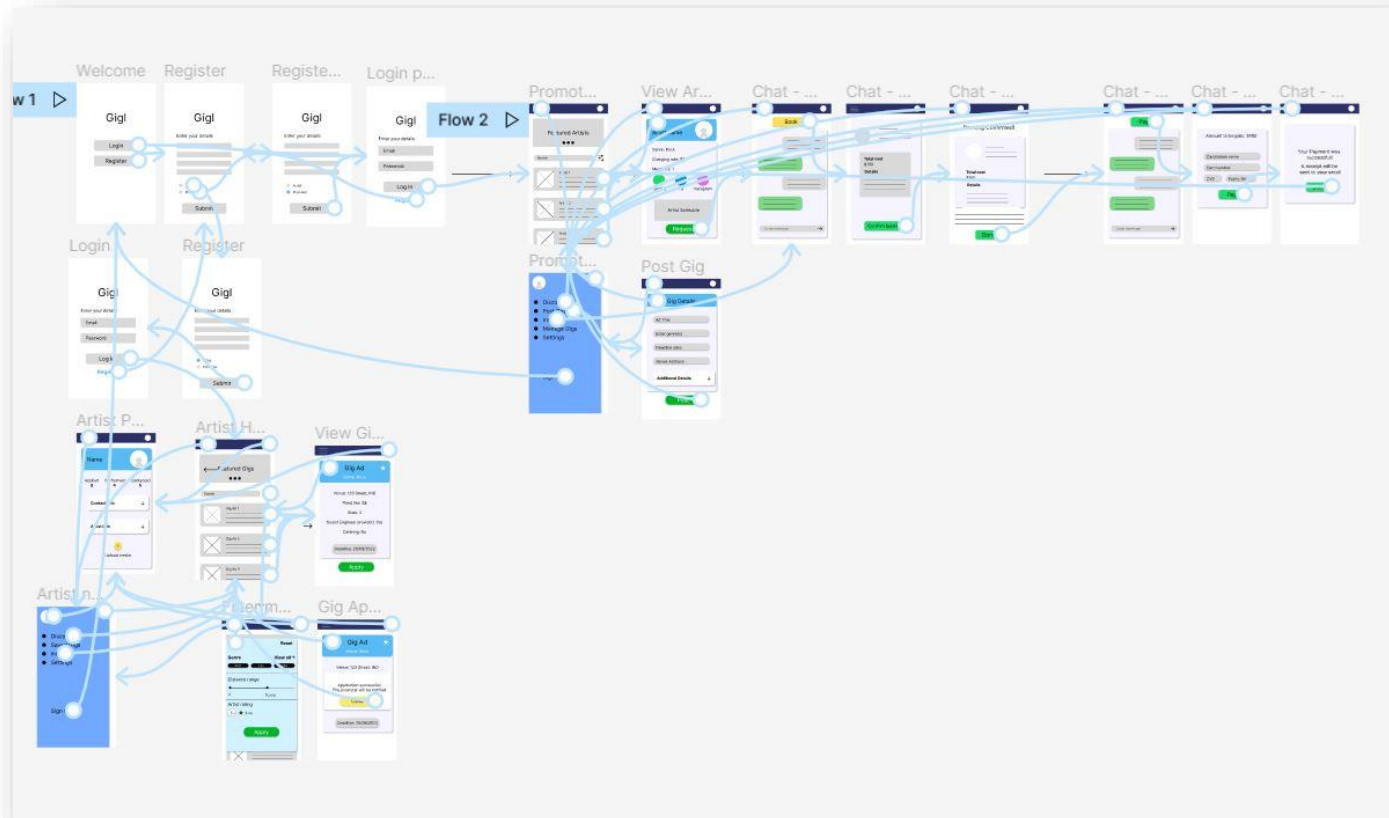
# Digital wireframes

As the initial phase continued, I made sure the designs reflected the feedback and findings from user research



Easy access to navigation that's Screen friendly

# Low-fidelity prototype





# Usability study: findings

I conducted two rounds of usability studies. The first was one was done using the low-fidelity prototype, which helped me develop and refine the design for a high-fidelity prototype.

## Round 1 findings

- 1 Users want to view and post reviews.
- 2 Users want a feedback/reporting system.
- 3 Users found some issues in UI element placement.

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

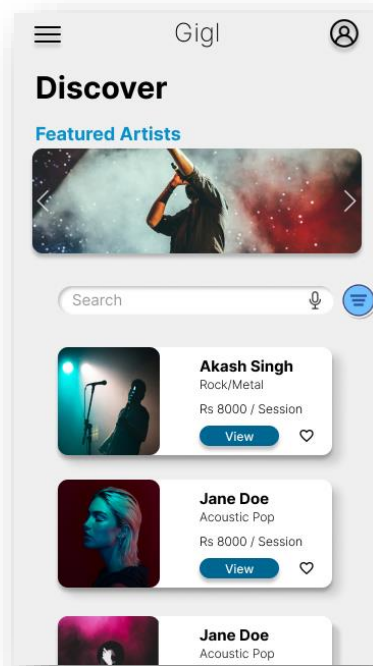
# Mockups

The study helped me establish a minimalistic and clean look for the discover page, while retaining the original structure for it.

Before usability studies



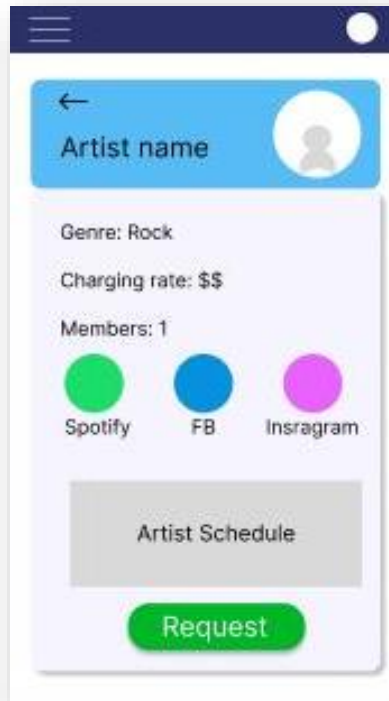
After usability studies



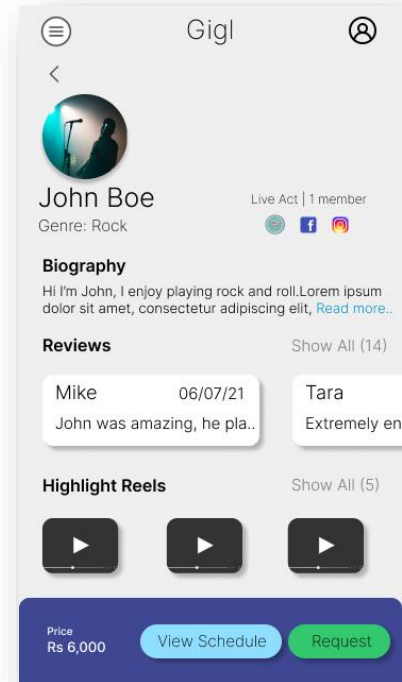
# Mockups

After gaining feedback and insights, I added more detail and features to the profile, such as reviews and reels. The design was also refined after doing more research on other apps.

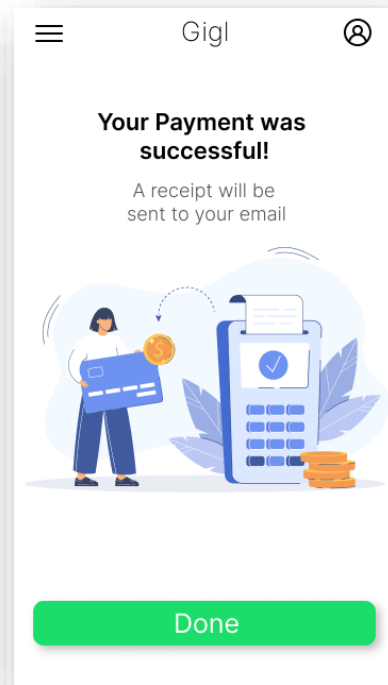
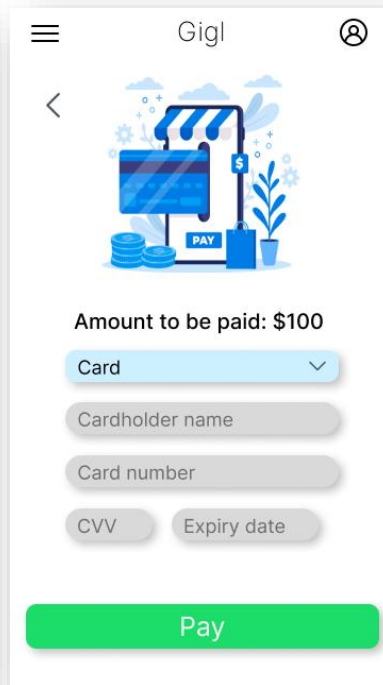
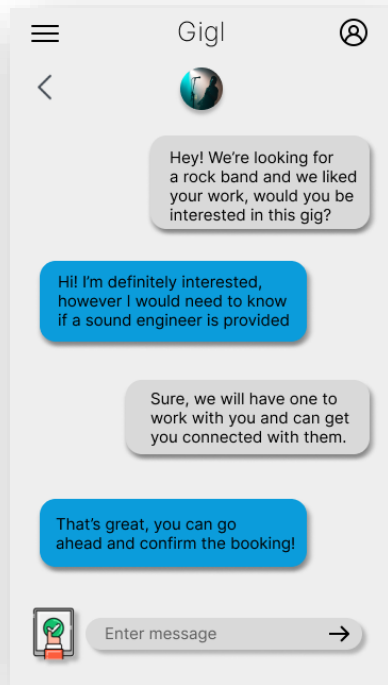
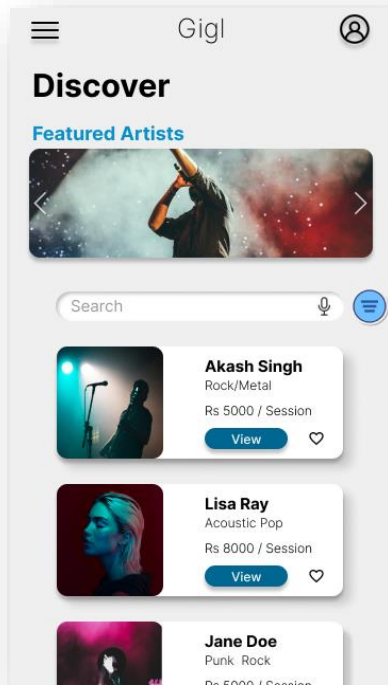
Before usability study



After usability study



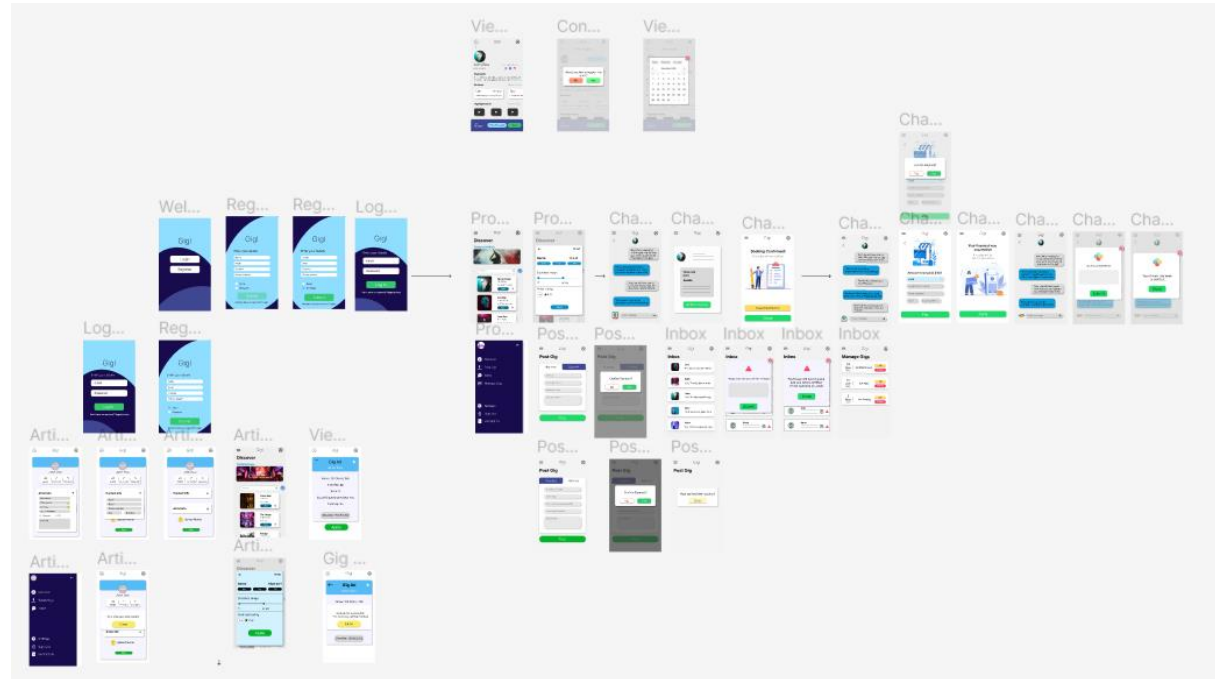
# Mockups



# High-fidelity prototype

The final high-fidelity prototyped presented a cleaner user flow with refined designs and a more intuitive flow into booking an artist.

View the Giga [high fidelity prototype](#).



# Accessibility considerations

1

Provided speech to text feature for people with physical disability.

2

Used icons to help make navigation faster.

3

Used accessibility friendly colors and contrasting shades for the UI.

## Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

The app makes users feel like they can do everything they need to do to get a gig, while having a reliable platform that will take care of all the important interactions.

### **One quote from peer feedback:**

“ This app seems super useful and easy to use, it should definitely be a thing! I could see myself using it if it actually does carry out the functions from the prototype.”



## What I learned:

While designing gig! I learned that a lot can change with each iteration, and with constant user research and competitor analysis it will keep getting better. There is always something to take away from each iteration's user feedback.

# Next steps

1

Conduct more user research to determine any new areas of need

2

Keep iterating and improving the design and screens.

3

Conduct another round of usability studies to validate whether the pain points have been completely addressed.

# Let's connect!



Thank you for your time for reviewing my work on Gig! If you'd like to see more or get any more information, then feel free to contact me using the details below:

**[rishi275@gmail.com](mailto:rishi275@gmail.com)**

Thank you!