JANGO

FREE UNLIMITED RADIO

UX Project Design Brief Ishpreet Kaur

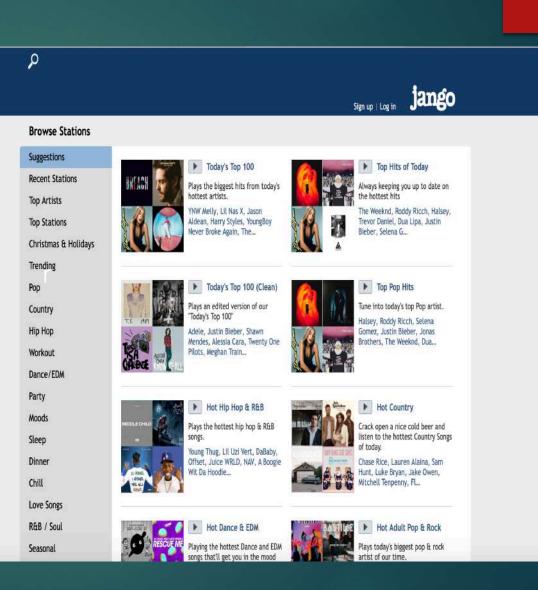


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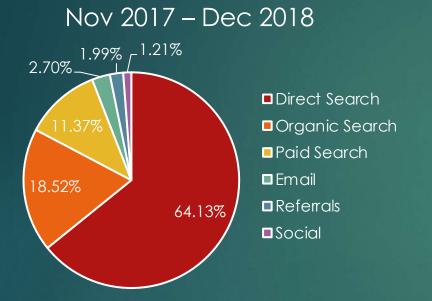
INTRODUCTION

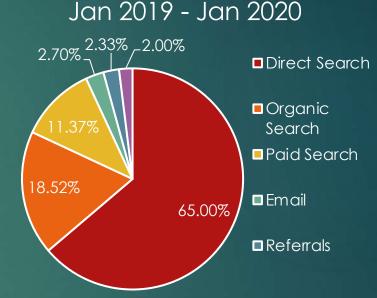
Jango is a free online music streaming service available worldwide.

- Stating that its uninterrupted playlists are handmade by music experts and many of them are updated weekly, the service will recommend its users on various playlists mainly based on mood or activity.
- Jango offers playlists for activities such as waking up, working out, commuting, concentrating, unwinding, entertaining, and sleeping.
- Jango was launched in November,2007 and it became the first music streaming platform to introduce a social networking aspect to radio stations. Users can share their playlists or listen to playlists created by others in the Jango social network.

BASELINE STATISTICS CHANNELS OVERVIEW

VS





Observations from Jan 2019-Jan 2020 : Monthly Visits - 1.675 M Unique Visitors – 10.52 M Visit Duration – 4m 30s. Pages Visit – 4 Bounce Rate – 46.99 % Users: Increased number of users by 2% from Nov 2017 to Jan 2020.

BASELINE STATISTICS GOOGLE ANALYTICS

Observations from Jan 2019-Jan 2020 :

- Site Security is already improvement which scores 10/10.
- Some improvements should be made in SEO section, so that it will be easier for users to discover this site with better page titles, headings and meta descriptions.
- Traffic from mobile devices is growing fast and it is responsive which scores 30/30.

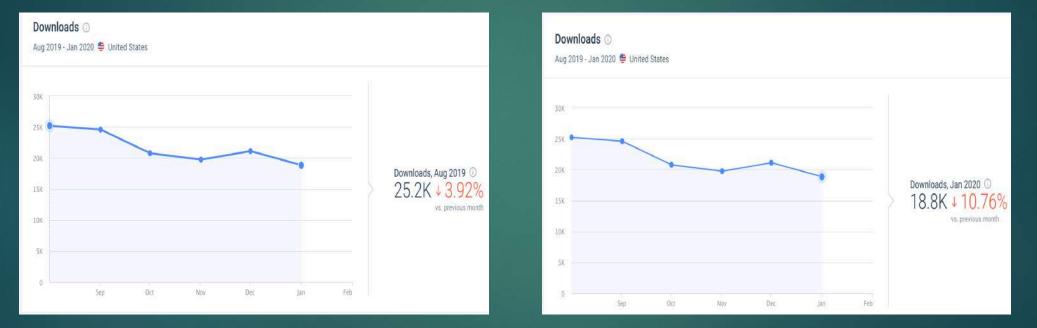


Website grader

BASELINE STATISTICS JANGO APP DOWNLOADS

August 2019

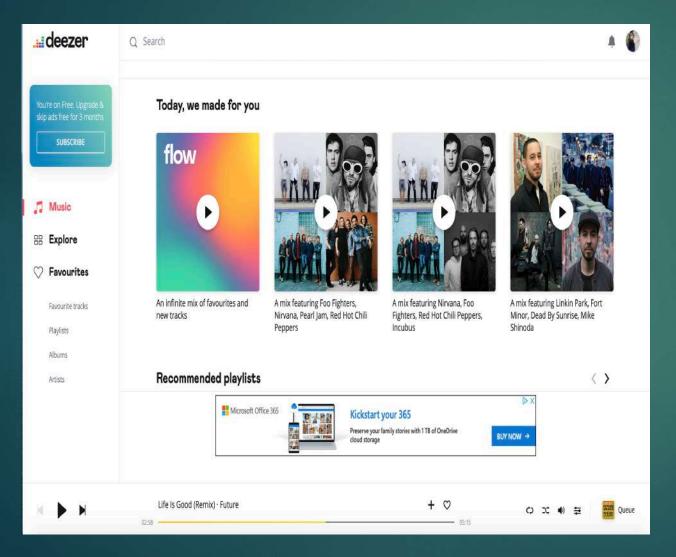




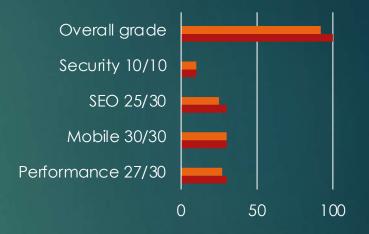
This data is depicted from similarweb.com. It shows the number of downloads reduced by 10.76% from Aug 2019 – Jan 2020. In order to increase the downloaders, it requires some improvement on the website and app.

COMPETITIVE ANALYSIS

Deezer



Grader.com



Observations from Nov 2019-Jan 2020 : Monthly Visits - 1.675 M Unique Visitors - 10.52 M Visit Duration - 4m 30s. Pages Visit - 4 Bounce Rate - 46.99 %

COMPETITIVE ANALYSIS – DEEZER.COM 8

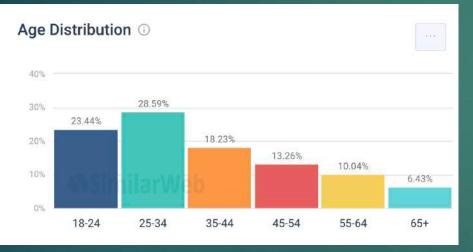
STRENGTHS :-

- Clean and user-friendly website design.
- Effective use of eye-catching, recognizable brand colors.
- Deezer has over 35 million songs, 28 million of which are available in HD. Greatly diverse song catalog.
- ▶ It is available in 180+ countries.
- Users can also connect their Deezer account to Fitbit.

WEAKNESSES :-

- Missing semantic HTML tags and description meta tag -could optimize SEO better.
- More Advertisements on website and in between the playlist of songs.
- ▶ Not as social as other competitors such as Spotify.
- Search is not perfect, finding any song takes a bit of patience.

AUDIENCE DISTRIBUTION AND AUDIENCE INTERESTS



Audience Interests (Jan 2020 👙 United States		
Top Categories	Affinity	
Communication	13.34%	
News & Magazines	11.46%	
Music & Audio	10.97%	
Entertainment	10.49%	

MAILCHIMP



List Type	List Size	Average Open Rate	Average Click Through Rate (CTR)
Newsletter for Customers	655	32.94%	3.28%
Suppliers	18	73.76%	6.79%

GOALS

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The more a company's goal is clear and engaging, the more it makes you willing to go up and beyond to achieve it.

Short-term Goals

- Develop user-friendly layout by organizing the navigation bar, for easy navigation for users.
- Allow comments and social share options on posts to encourage audience engagement.
- Intrusive artist promotion advertisements should be decreased.
- Increase website traffic by investing in improved SEO.

Long-term Goals

- Premium version should be launched to remove advertisements.
- Good Audio Quality on low speed internet.
- Improve overall traffic and sales by developing a social media presence.

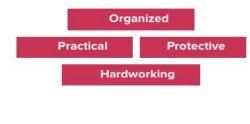
TARGET – AUDIENCE PERSONA

Jill Anderson



"I'm a music lover, I am looking for a music app which can be used offline anywhere while travelling."

AGE: 35 WORK: Regional Director FAMILY: Married, 1 Child LOCATION: Austin, Tx ARCHETYPE: The Frequent Flyer



Bio

Jill is a Regional Director who travels 4-8 times each month for work. She loves listening music while traveling to work or in her leisure time. Most of the time she uses several music apps on her iphone to explore all the latest songs. She is frustrated by the fact that most of the apps have curated playlists, are either overstretched or seemingly manned by a skeleton crew. She expects her music playlist to be as organized as she is.

Personality

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active
1 433176	Active

Preferred Channels

Chrome	
Mobile	
Email	
Traditional Ads	

Goals

- To spend less in browsing for latest hit songs
- To narrow her options quickly

Frustrations

- Too much time spent in searching- she's busy!
- Not terribly tech savvy doesn't like the process

Motivations

Subscription Rates Free Mobile Version Easy Search option Organized Playlist

Brands



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TARGET AUDIENCE SCENARIO JILL ANDERSON

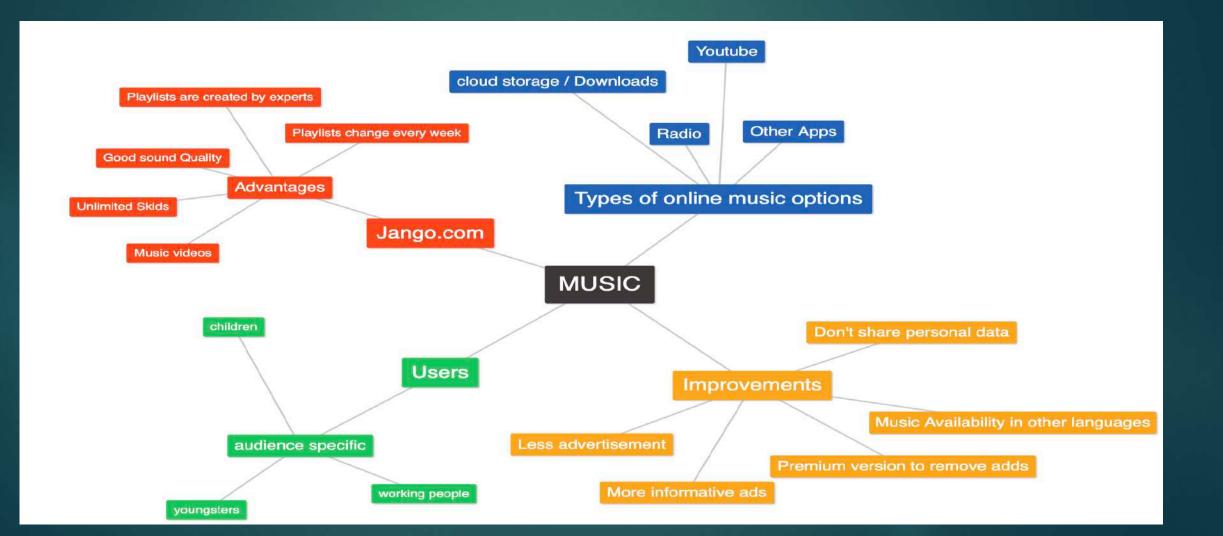
- Jill Anderson is a fashion designer and a frequent traveler. She lives with her husband, Patrice, who is a doctor. The couple lives in downtown, Vancouver area which is not as peaceful as they want. After their hectic schedule, they both enjoy listening to music and playing guitar.
- While travelling to the work. They explore different music websites and apps to explore their experience.

EXPERIENCE / JOURNEY M&P

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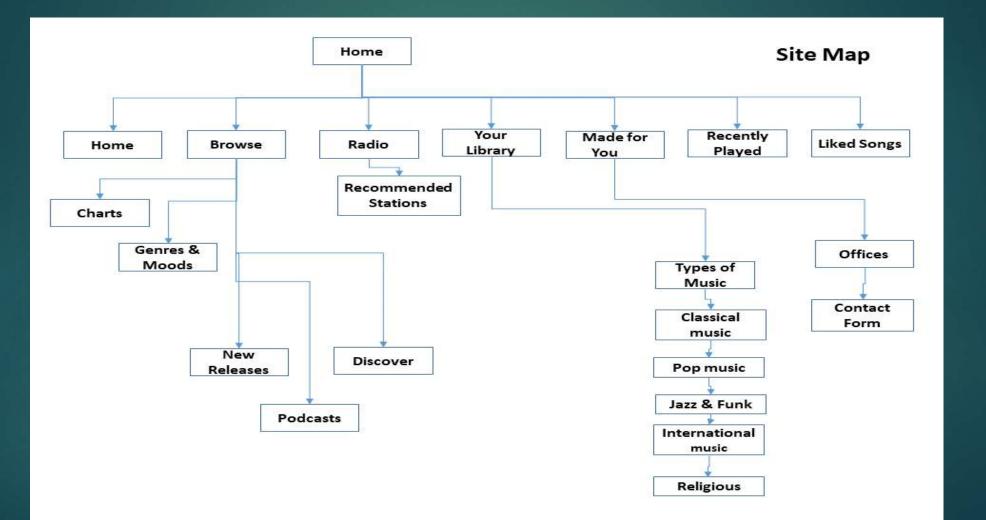
open Jango on phone Browses suggestions Listens to selected Clicks on three dot Asks mike what she Receives a text message Opens whatsapp and "Discover playlists Menu next to song thought of the song Weekly"playlist Clicks on link and is redirected Responds with Discovers a familiar song Selects the Share to a browser window approval or disapproval Chooses a playlist option in the dropdown menu Opens with Jango Clicks on shuffle play Copies a link and sends it to Mike through WhatsApp "I listen to music all the "I like to discover "I like alternative rock and "I share music with "I would send a follow up to 'Why do I need to only use "I would have liked to time. I run to music. weekly playlist. indie music, so I like to my friends by just the text after I shared the shuffle play? It's weird that I just add like an commute to music." Sometimes, I just discover by genre sending them a link link." can't just hit play." emoticon or don't want to keep generally." on WhatsApp." something to react the searching for songs song." and this is perfect." ÷. -01 0 ÷. 10 ÷Ö-¢5 /hatsap Audio lessagin hartpho /hatsap Vhatsap Website lessagin

CONCEPT M&P



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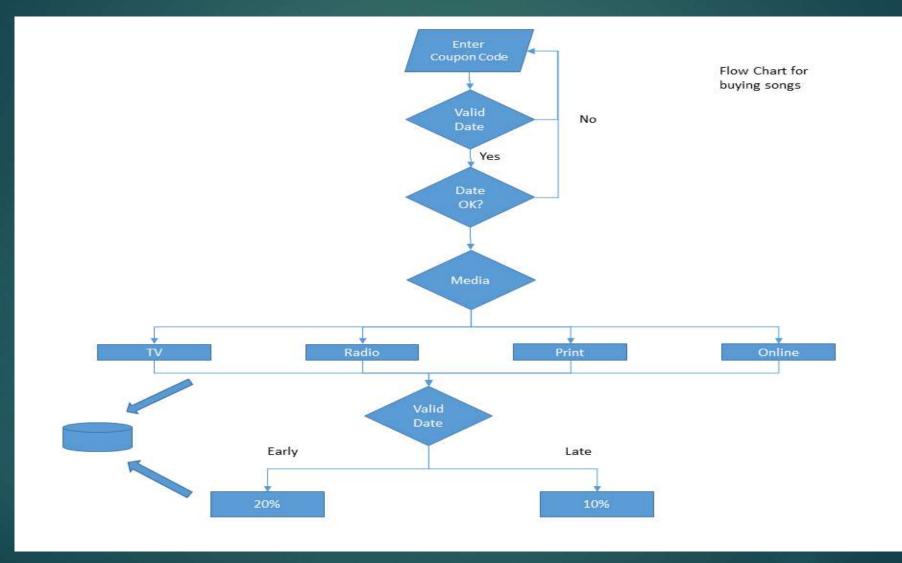
SITEMAP



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FLOW CHART FOR BUYING SONGS





F&CETS TO BROWSE BY

- Genres & moods
- New Releases
- Discover songs
- Radio
- New music now
- Pop all day
- Hot hits Canada
- Sad songs
- Hip-hop central
- Trending right now

CODE FOR SEARCH OPTIMIZATION

Add to the site to improve SEO.

<head>

<title>

Free Music Online - Internet Radio - Jango

</title>

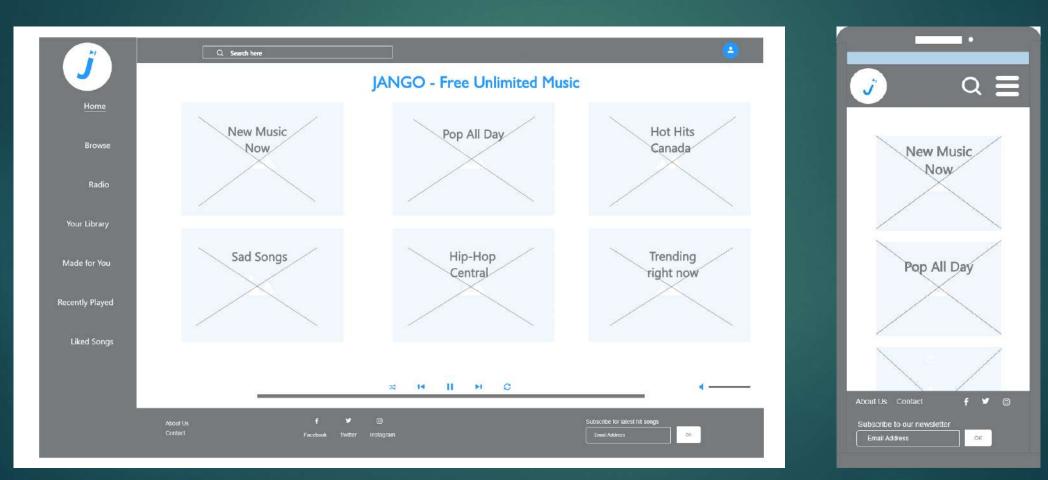
<meta name="keywords" content="internet radio, online radio, free
internet radio, free online radio, radio stations, free music, online music,
free online music, listen to music, listen to music online, listen to free music,
radio online, listen to music free, internet radio stations, jango, streaming ">

<meta name="description" content="Free internet radio, only fewer ads and more variety. Listen to hundreds of genre stations or create your own with your favorite music.">

</head>

WIREFRAMES FOR HOME PAGE

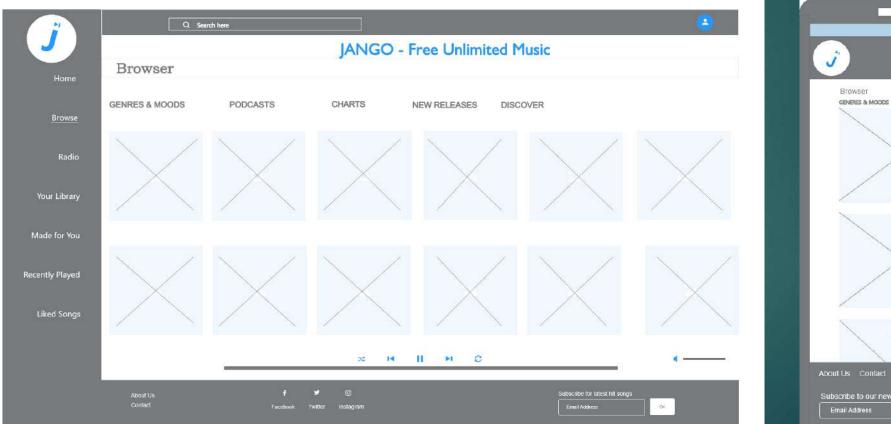




Desktop

Mobile

WIREFRAMES FOR BROWSER PAGE



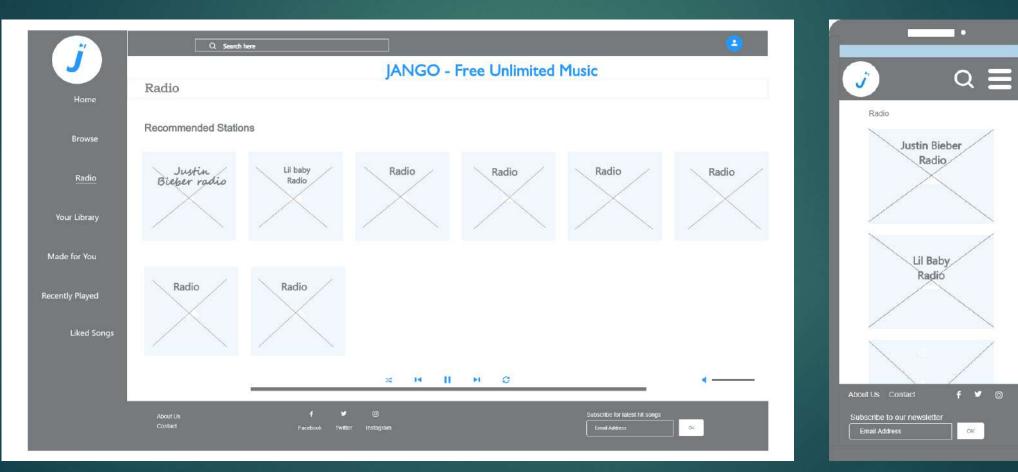
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Desktop

Mobile

WIREFRAMES FOR RADIO PAGE



Mobile

Desktop

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THANK YOU