

JANGO

FREE UNLIMITED RADIO

UX Project Design Brief

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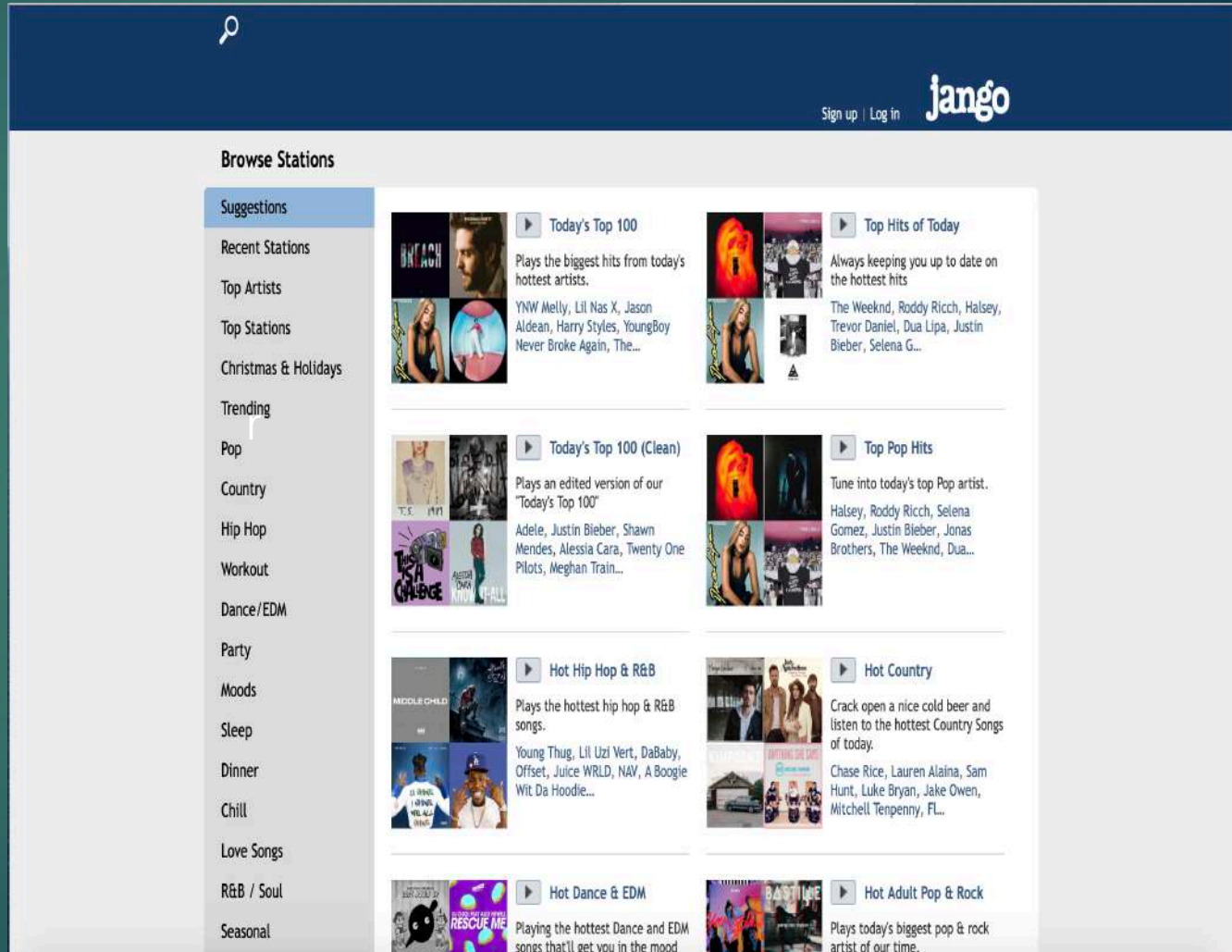


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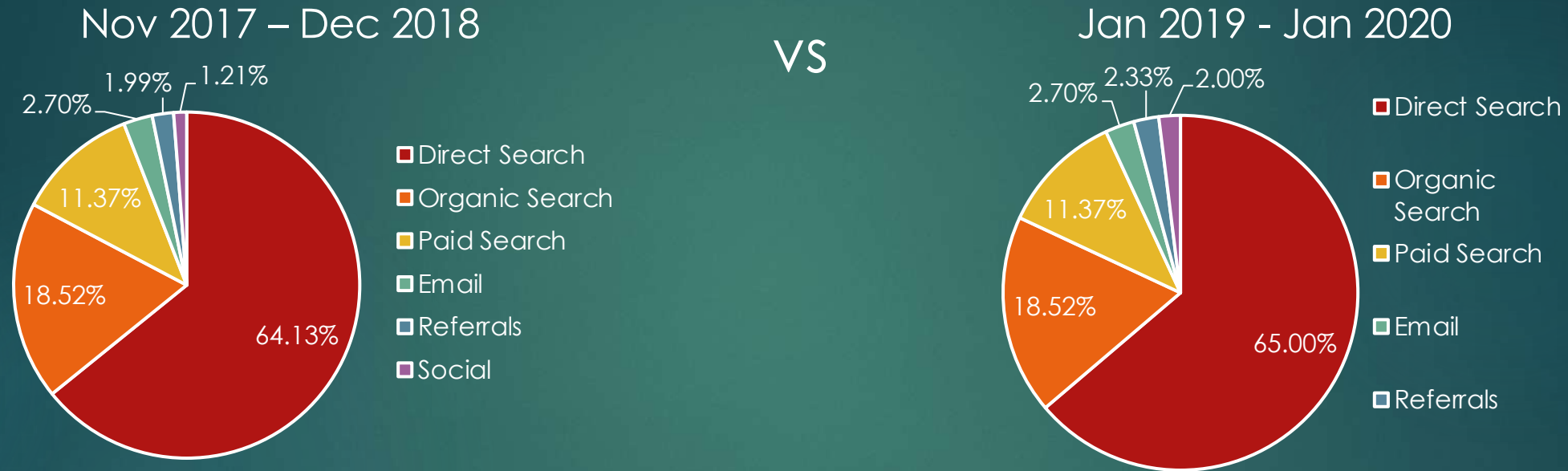
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INTRODUCTION

- ▶ 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



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

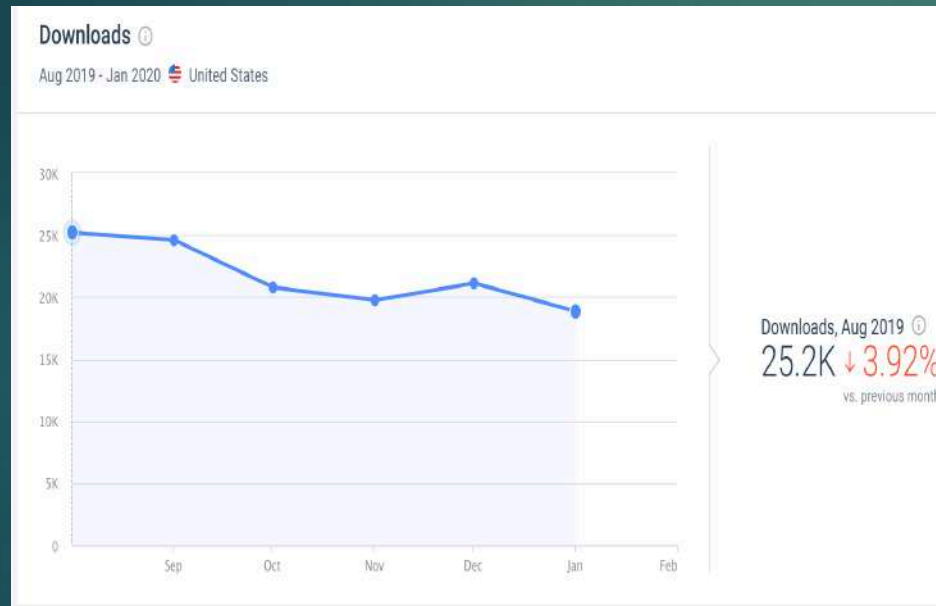


BASELINE STATISTICS

JANGO APP DOWNLOADS

August 2019

Jan 2020

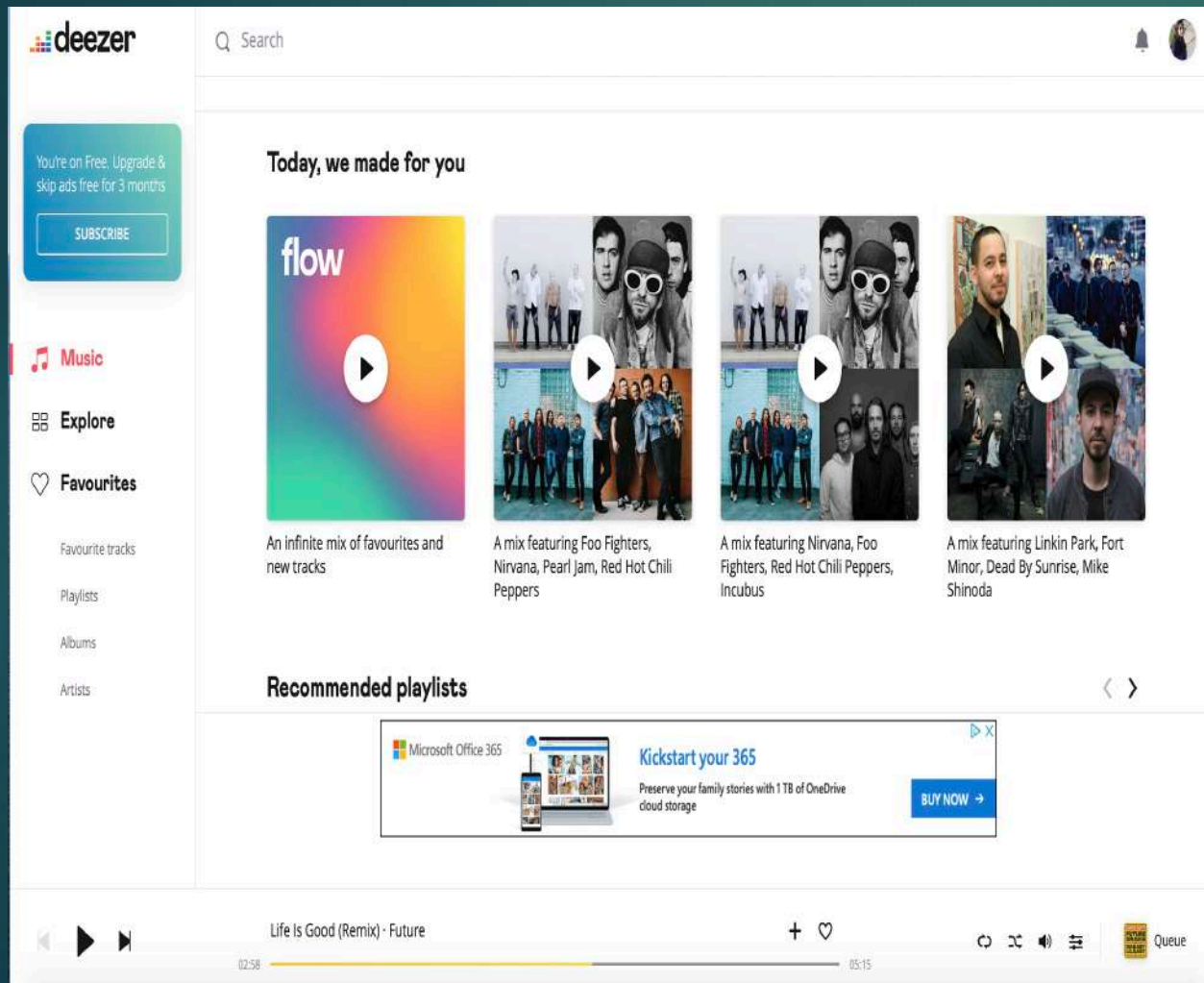


This data is depicted from similarweb.com. It shows the number of downloads reduced by 10.76% from Aug 2019 – Jan 2020. In order to increase the downloaders, it requires some improvement on the website and app.

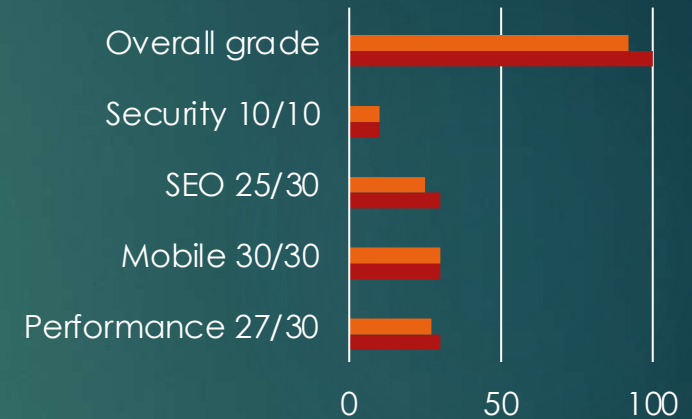
COMPETITIVE ANALYSIS

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Deezer



Grader.com



Observations from Nov 2019-Jan 2020 :
Monthly Visits - 1.675 M
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COMPETITIVE ANALYSIS – DEEZER.COM

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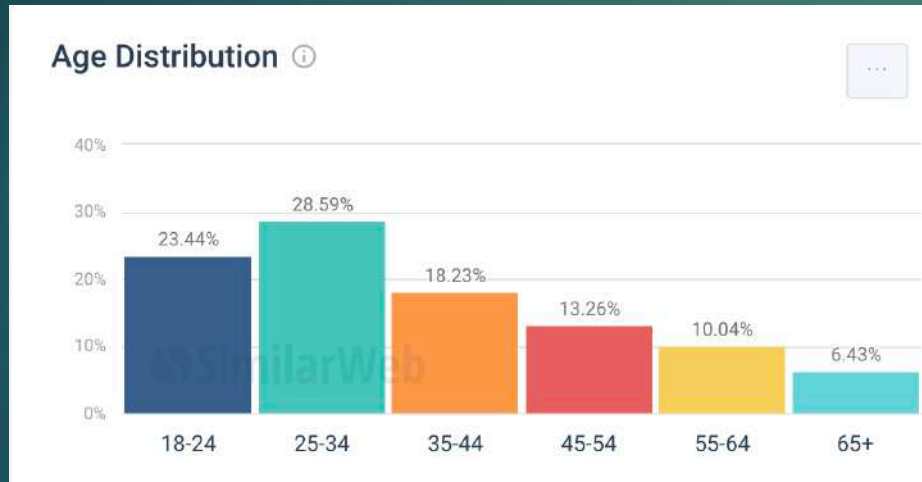
STRENGTHS :-

- ▶ 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



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

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.

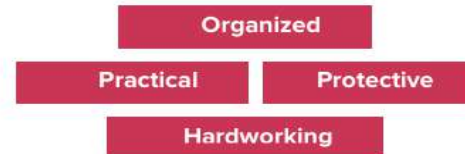
TARGET – AUDIENCE PERSONA

Jill Anderson



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

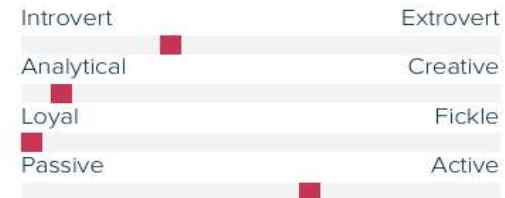
AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer



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



Preferred Channels



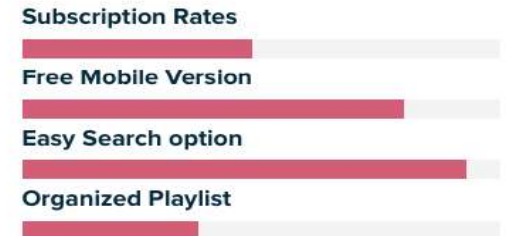
Goals

- 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



Brands



TARGET AUDIENCE SCENARIO

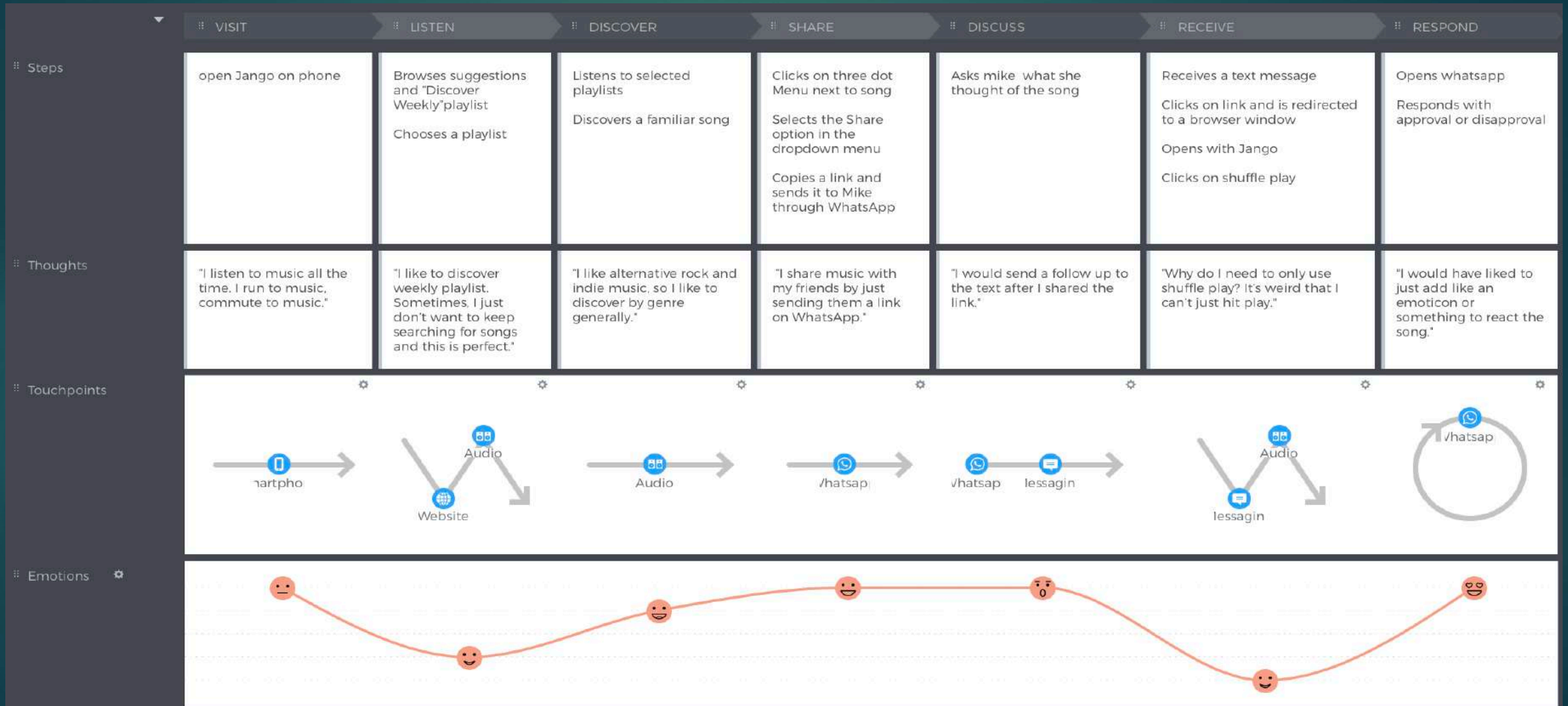
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JILL ANDERSON

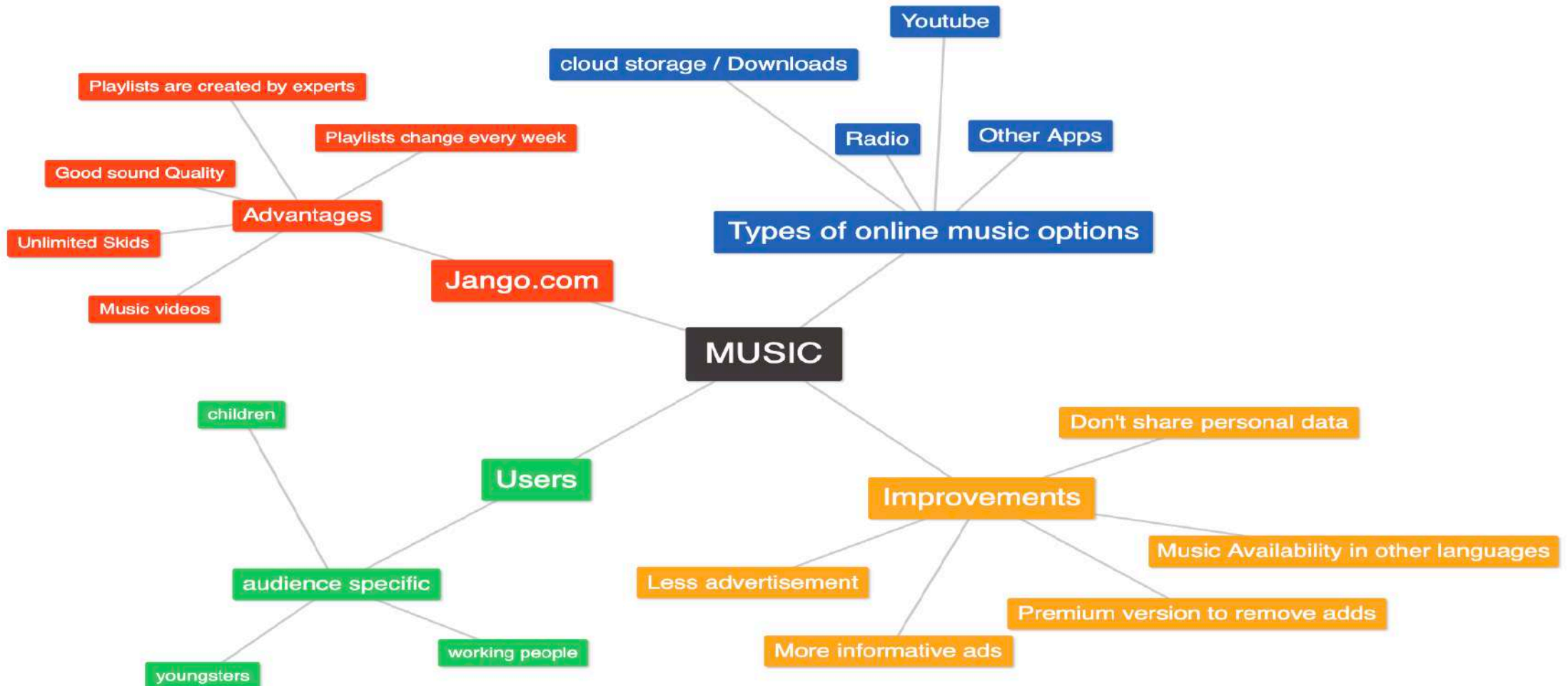
- ▶ Jill Anderson is a fashion designer and a frequent traveler. She lives with her husband, Patrice, who is a doctor. The couple lives in downtown, Vancouver area which is not as peaceful as they want. After their hectic schedule, they both enjoy listening to music and playing guitar.
- ▶ While travelling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

EXPERIENCE / JOURNEY MAP

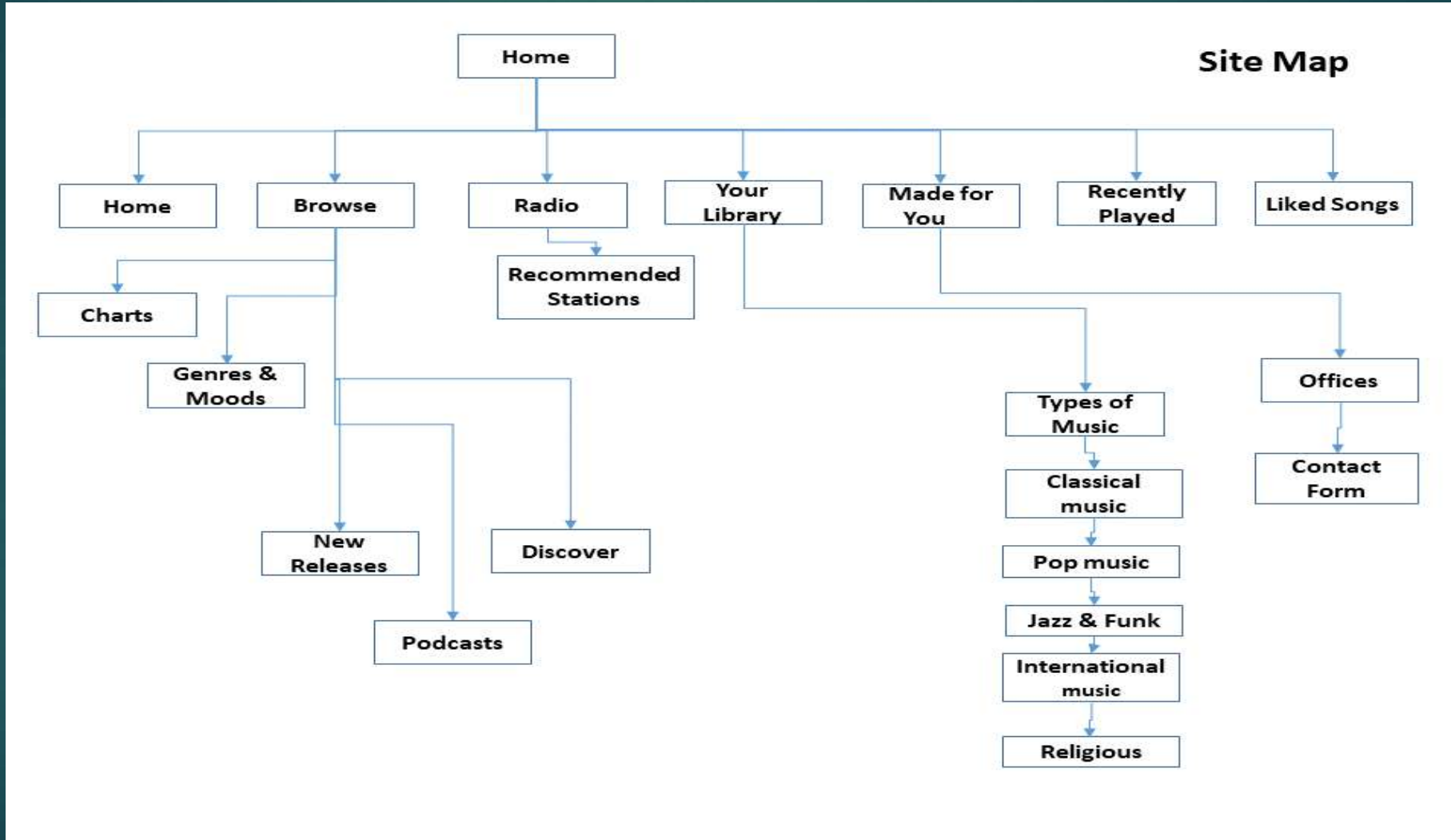
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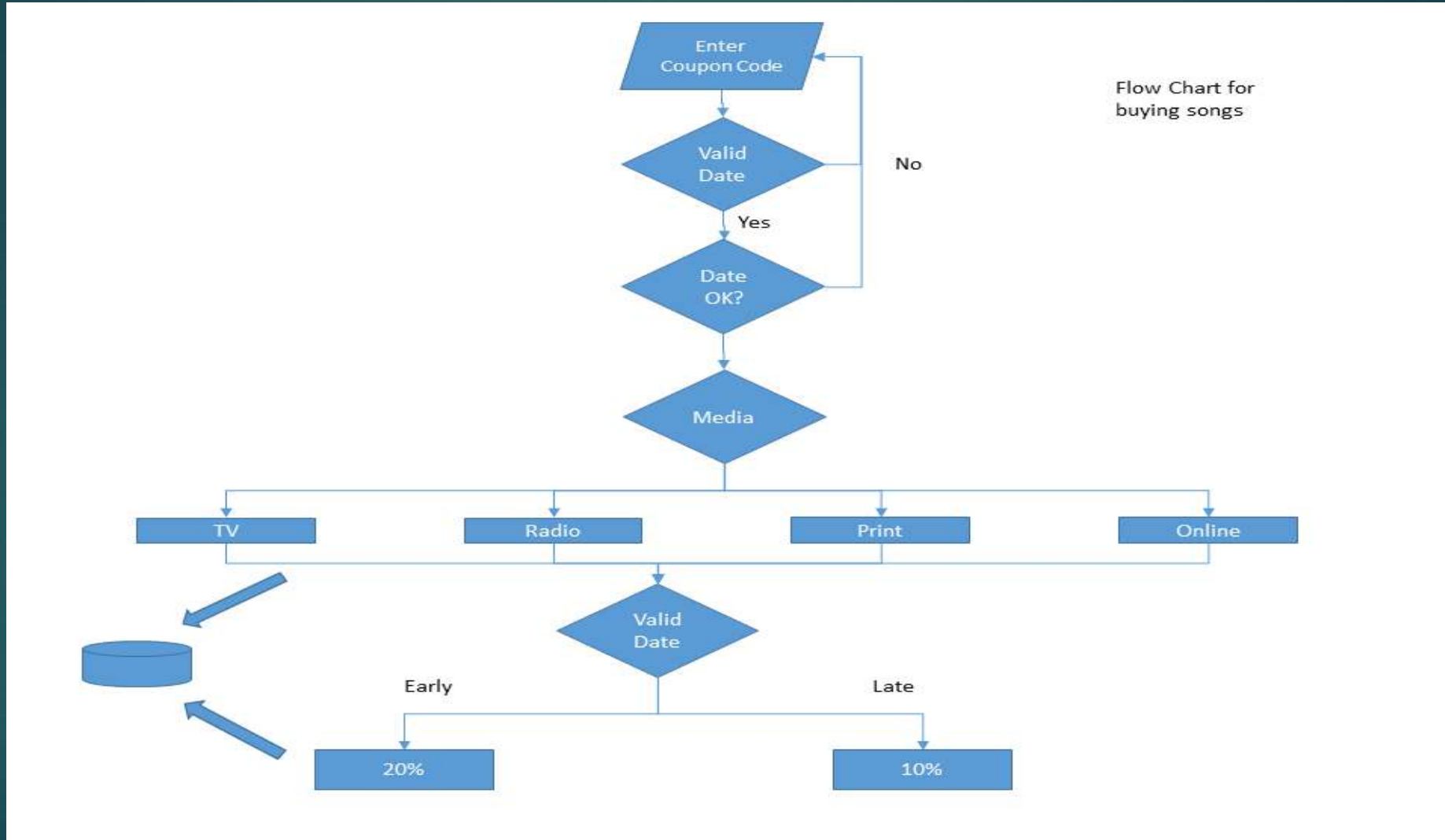
CONCEPT MAP



SITEMAP



FLOW CHART FOR BUYING SONGS



FACETS 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

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Add to the site to improve SEO.

```
<head>
```

```
<title>
```

```
Free Music Online - Internet Radio - Jango
```

```
</title>
```

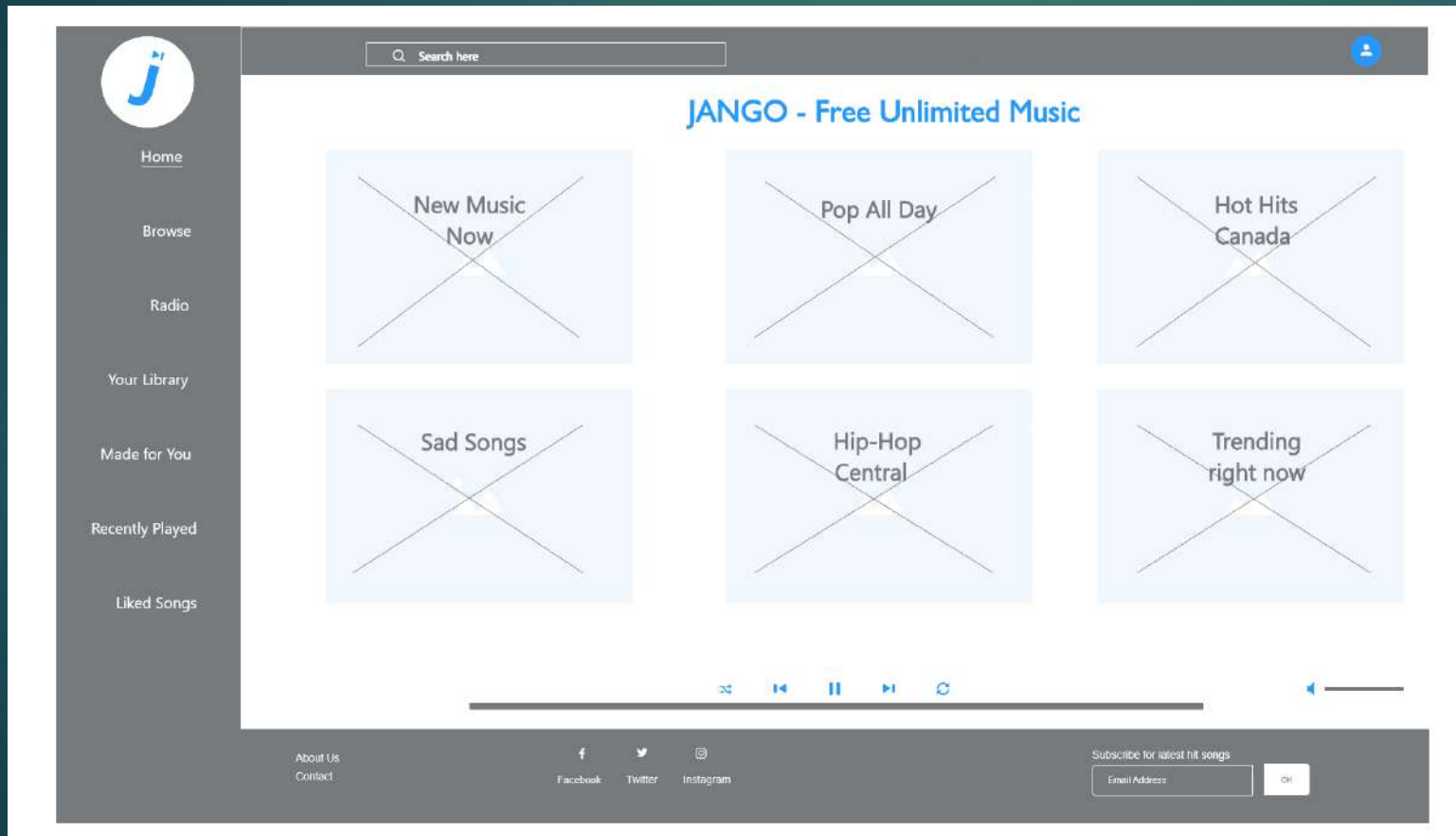
```
<meta name="keywords" content="internet radio, online radio, free internet radio, free online radio, radio stations, free music, online music, free online music, listen to music, listen to music online, listen to free music, radio online, listen to music free, internet radio stations, jango, streaming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

```
<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

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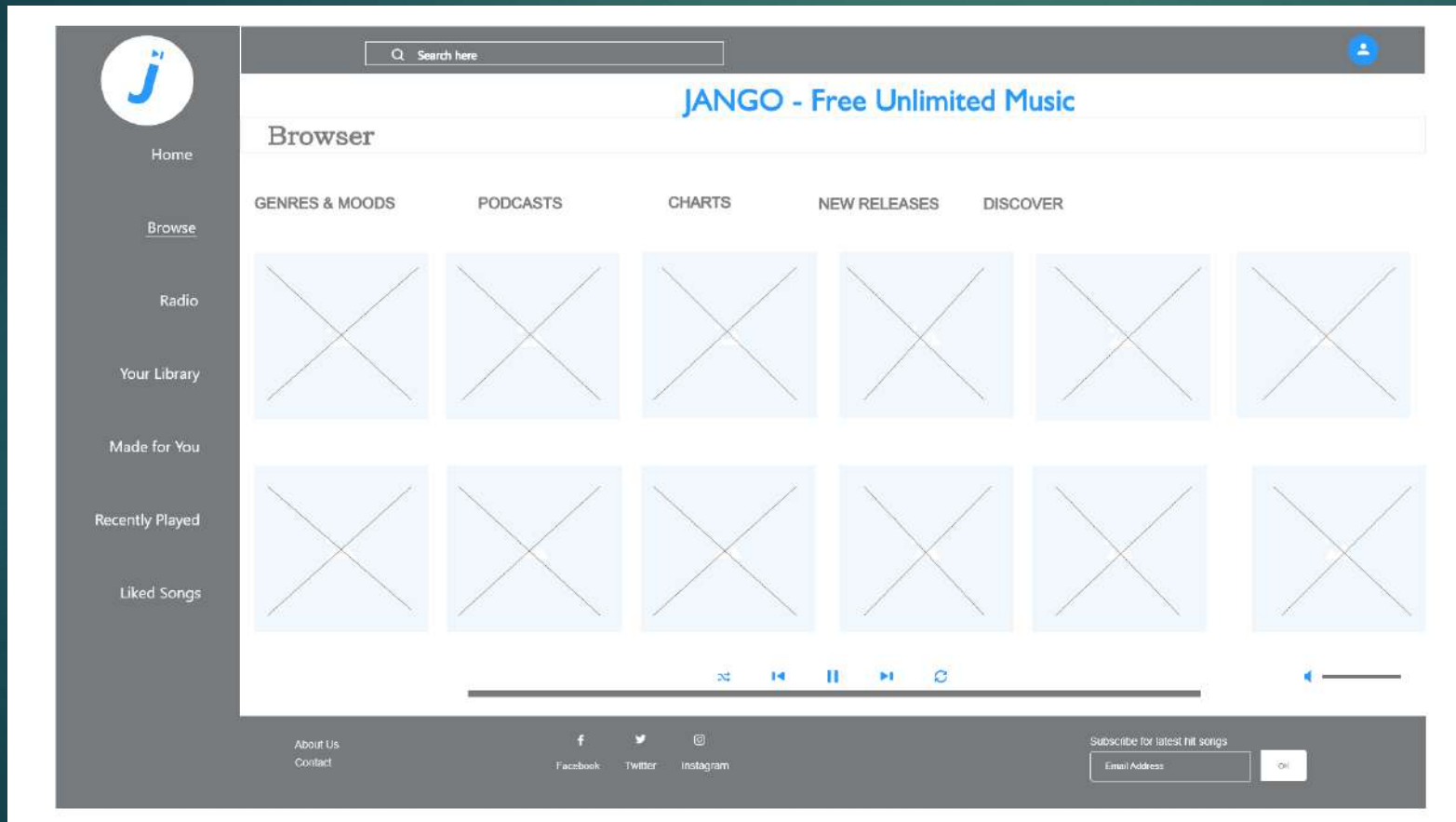
Desktop



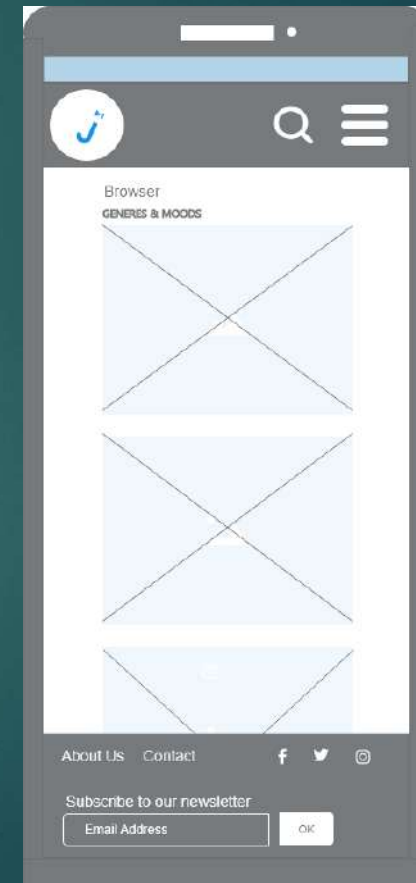
Mobile

WIREFRAMES FOR BROWSER PAGE

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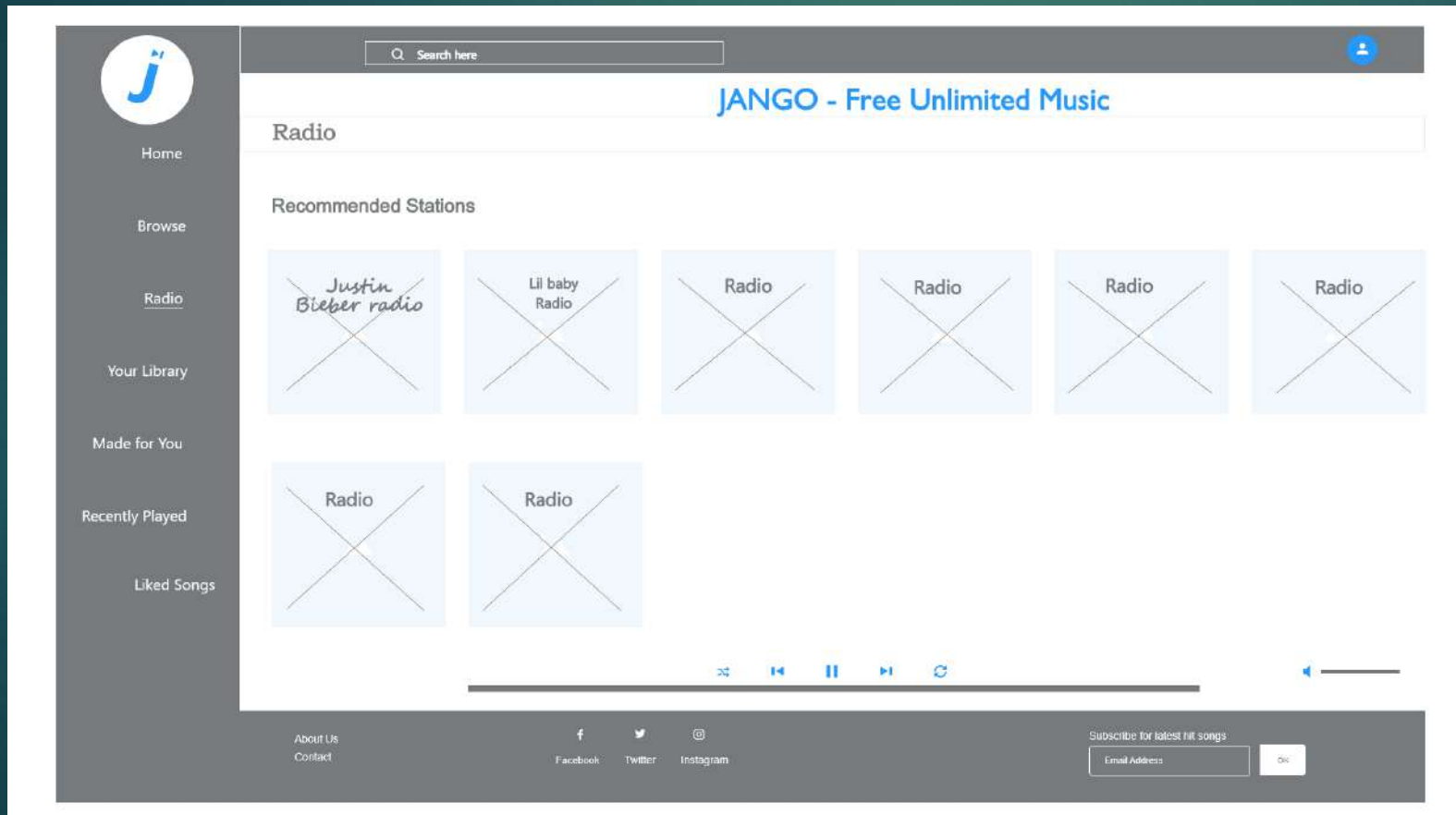
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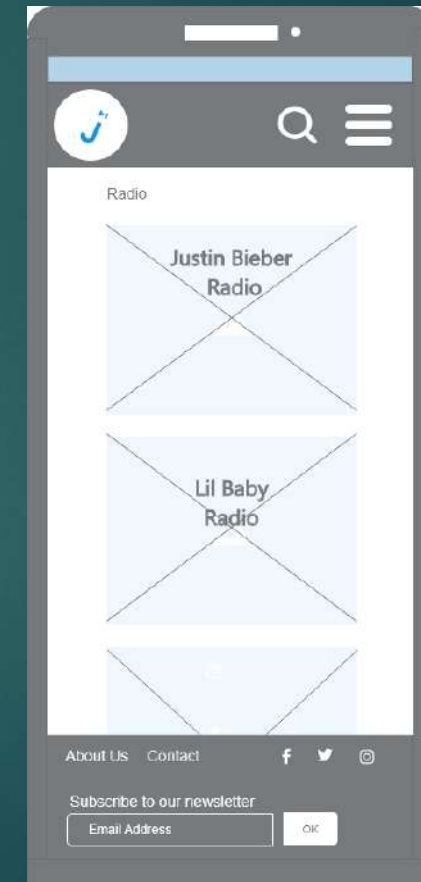
Mobile

WIREFRAMES FOR RADIO PAGE

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Desktop



Mobile

THANK YOU